CREATED WITH LOTUS® SYMPHONY™

Get Social. **Do Business.**

Lotusphere Comes to You

Milano, 1 Marzo 2011

Lotusphere®

5k+ Partecipanti

261 Sessioni

83 Giornalisti

75 Analisti

500 Studenti

27k Blog post

14k Tweets

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Get Social. **Do Business.**

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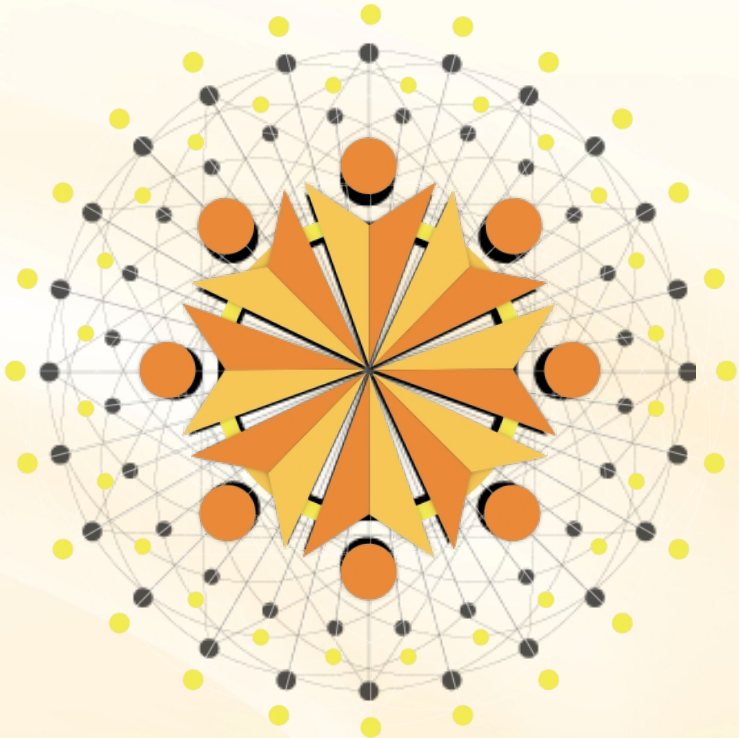
Social Business



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Internet / Extranet

Customers interacting as an individual (self-service), interacting with other customers and company representatives (efficiently, via social tools), with the company overall (driving brand awareness & revenue growth)

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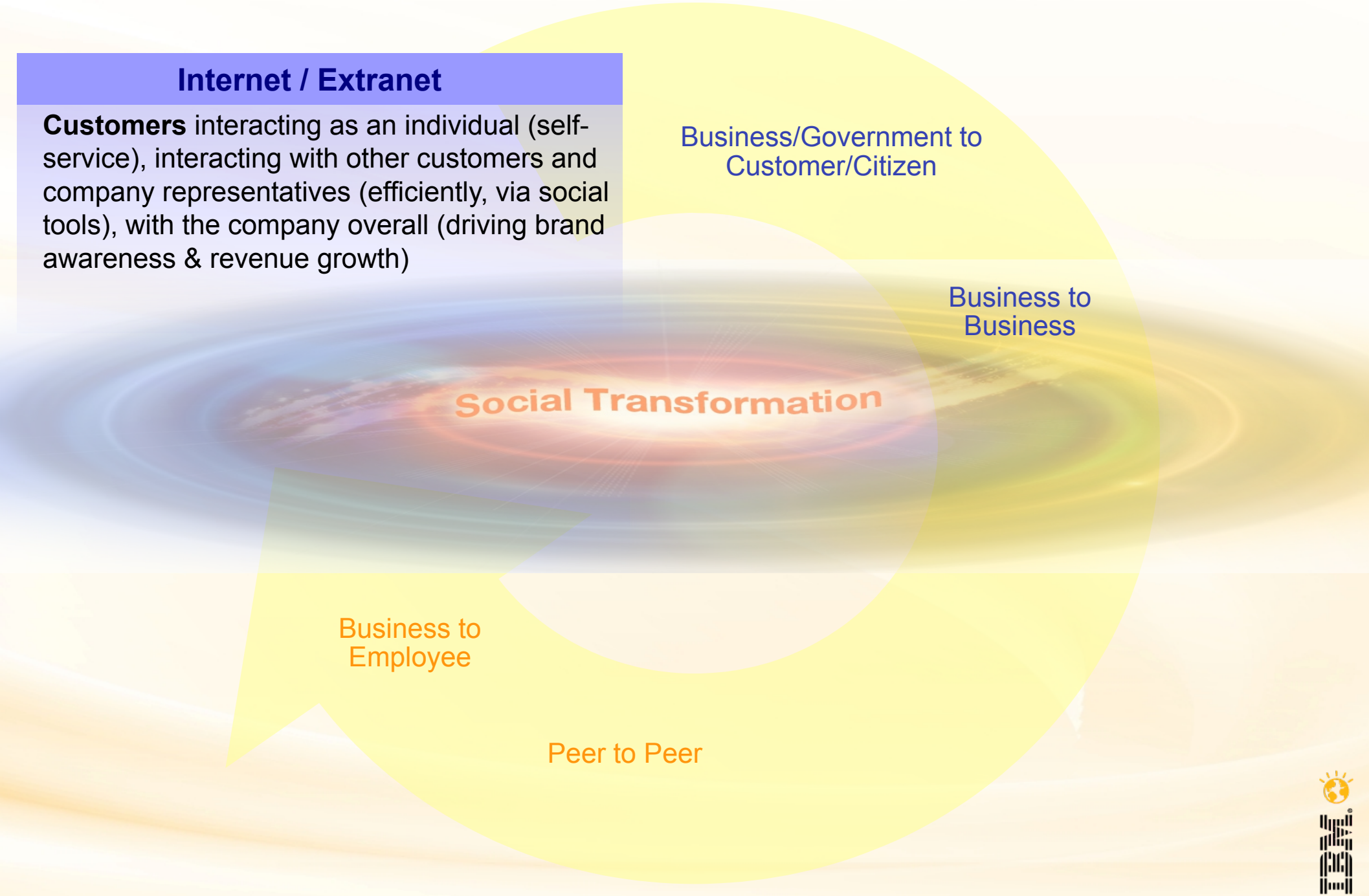

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Internet / Extranet

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Business/Government to Customer/Citizen

Business to Business

Social Transformation

Business to Employee

Peer to Peer

Intranet

Employees interacting as individuals (expertise), interacting with self-forming, distributed teams (peers, customers, partners & suppliers), as a company overall (communities incorporating customers & partners around innovation) reducing the friction of work.

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Exceptional Web Experience

Project NORTHSTAR

Business/Government to Customer/Citizen

Business to Business

Social Transformation

Business to Employee

Peer to Peer

Exceptional Work Experience

Project VULCAN

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Project NorthStar

Exceptional WeB Experience

Business/Government to Customer/Citizen

Business to Business

Social Transformation

Business to Employee

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Project Vulcan

Exceptional WoRK Experience

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Get Social. **Do Business.**

Exceptional WORK Experience

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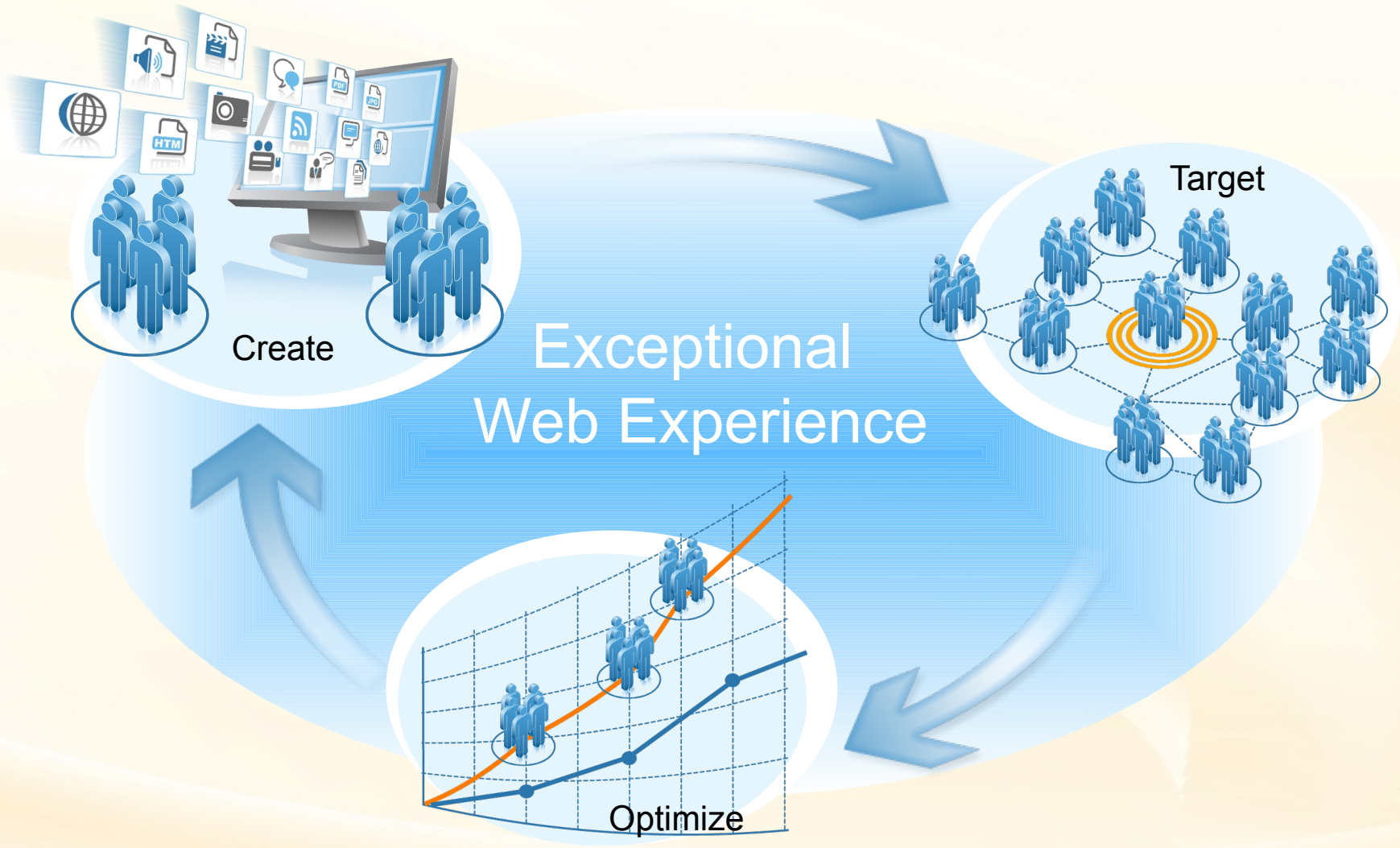
Get Social. **Do Business.**

Exceptional WeB Experience

IBM Customer Experience Suite



Exceptional Web Experience

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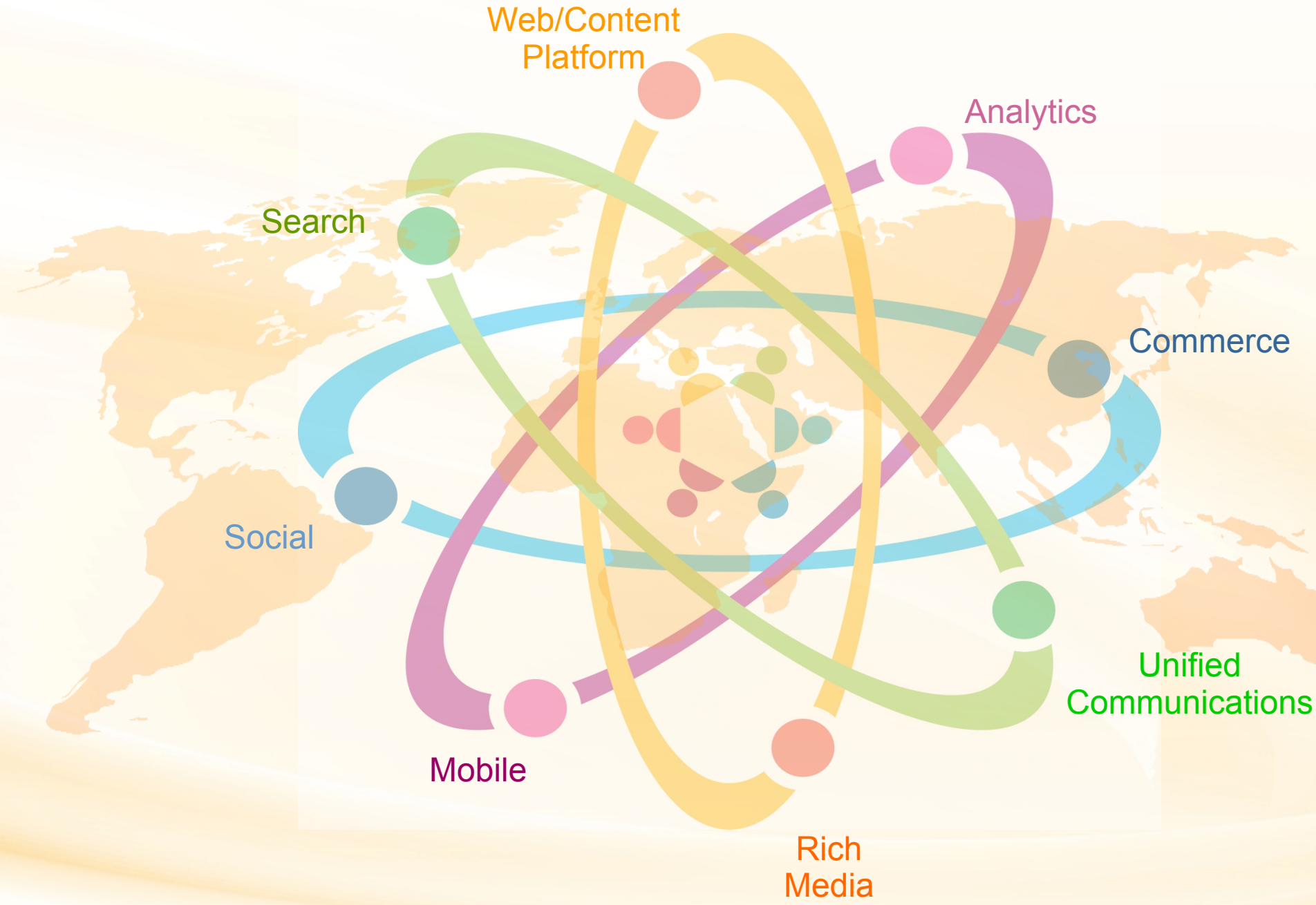

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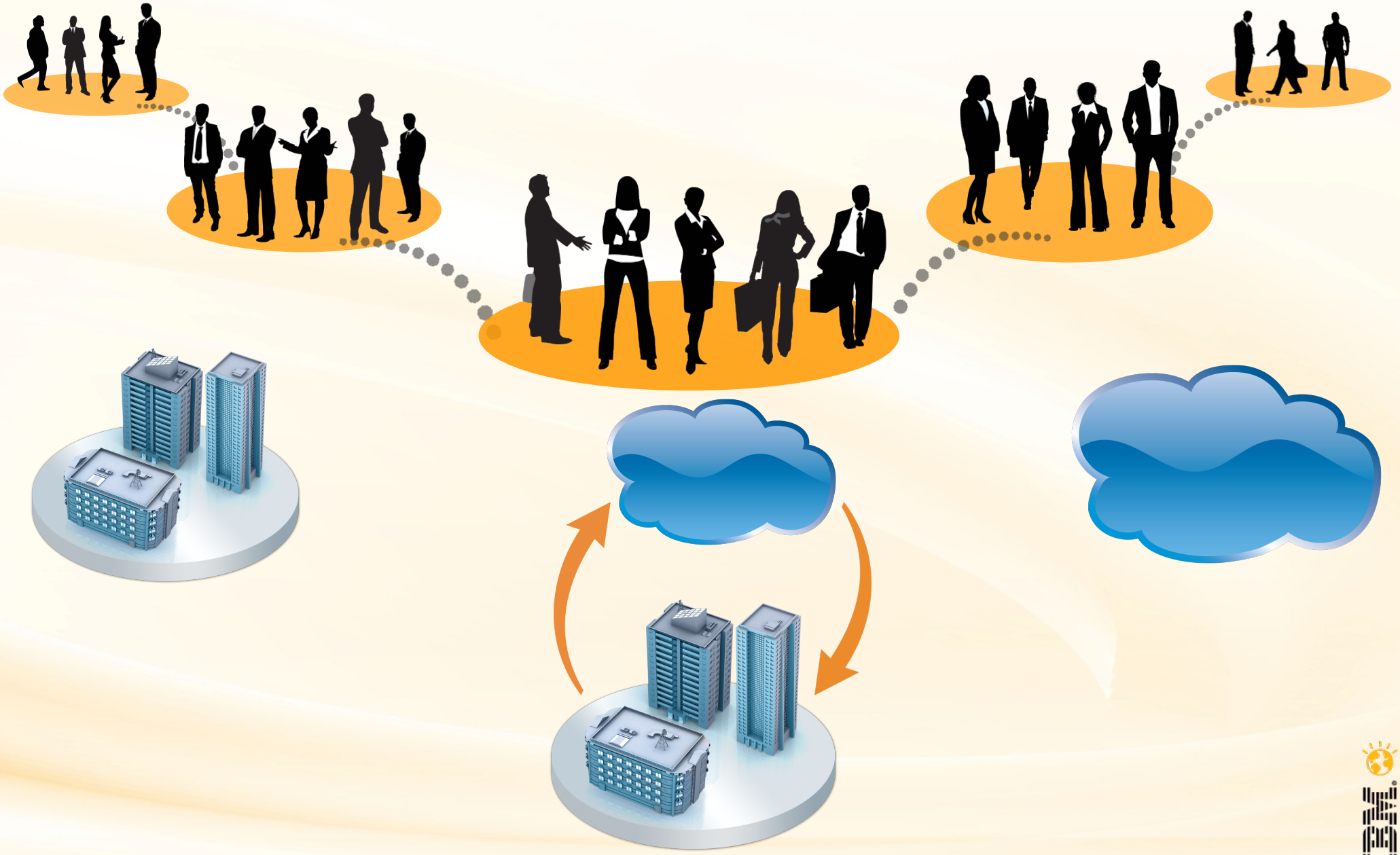

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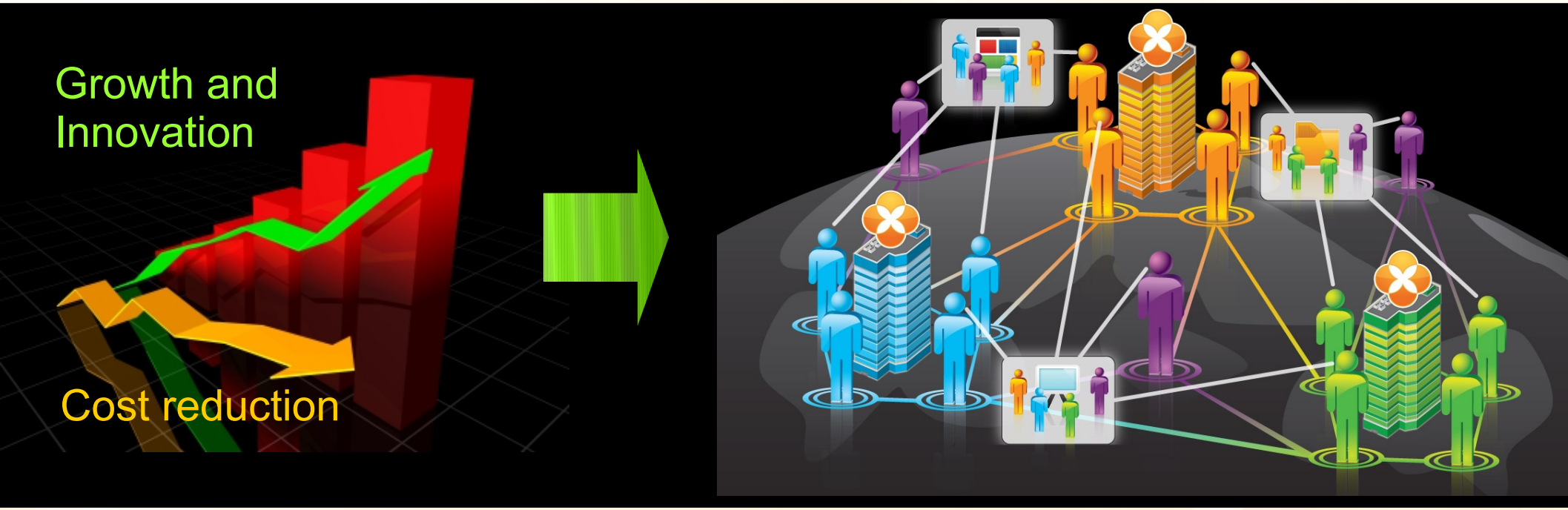
LotusLive™ Social Business



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Social
Business Services

Enterprise-class
email

Integrated third-party
business apps

Domino apps

LotusLive Symphony

Administration and
help desk support

Mobile access

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Get Social. **Do Business.**

NEXT NEXT NEXT NEXT

Get Social. **Do Business.**

Business outcomes

Deepen client relationships

Drive operational effectiveness

Optimize your workforce

Realized through

Exceptional Web Experiences

Enable **engaging customer interactions**
Self-service, with other customers, with company representatives, and with the company overall (brand, revenue)

Exceptional Work Experiences

Enable **nimble employee interactions**
Peer to peer and in teams, with customers and partners, and with the company overall, business to employee

Enabled by

IBM Social Business Framework

A modular and open set of capabilities that accelerate the development of advanced Social Business solutions

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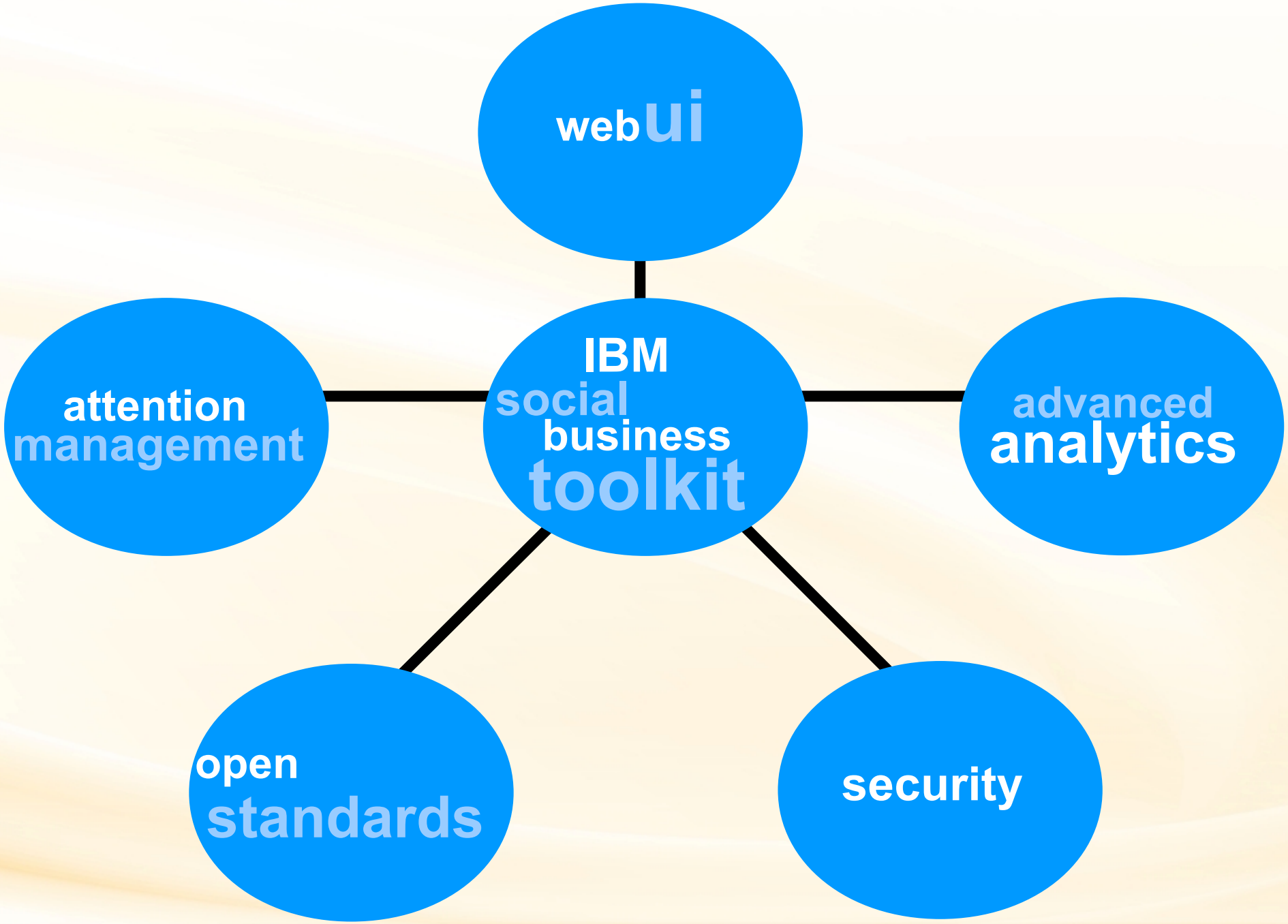

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IBM social business toolkit

- OpenSocial
- Oauth
- SAML
- CMIS
- Atom
- ActivityStreams
- HTML 5
- OpenAjax
- ARIA

Content Management Interoperability Services

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Solutions

Customer experience	Research and development	Human capital management	Sales force automation	Partner collaboration	Supply chain management	Operations

IBM Social Business APIs

IBM Value-added Modules

Commerce	Business analytics	Enterprise content mgmt.
Social analytics	Business Process mgmt.	Application integration

Partner Value-added Modules

Public social networks	Rich media	Social applications
Archiving	Compliance & discovery	Gaming

IBM Social Business Core Modules

Profiles	Communities	Presence, chat & telephony	Messaging & PIM	Workflow & forms	Portal
Social collab. services	Microblogging	Meetings & audio/video	Document management	Mobile	Connectors

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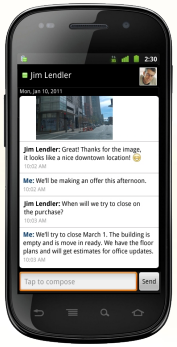

Social Business Applications

Installable Mobile Applications

Mail	Calendar	UC	Meetings	Social

Zero-Install Web Applications

XPages, Portlets, Mail, Calendar, Contacts, Chat, Meetings, Activities, Blogs, Wikis, Forums ...

Activity Stream, Embedded Experiences, Application Launcher
IBM Social Business Toolkit

Device Management

Connectivity, Management, Security
IBM Lotus Traveler

Device Platforms

Android | **Apple** | **Nokia** | **Research in Motion**

Delivery Methods

On premises | **LotusLive**

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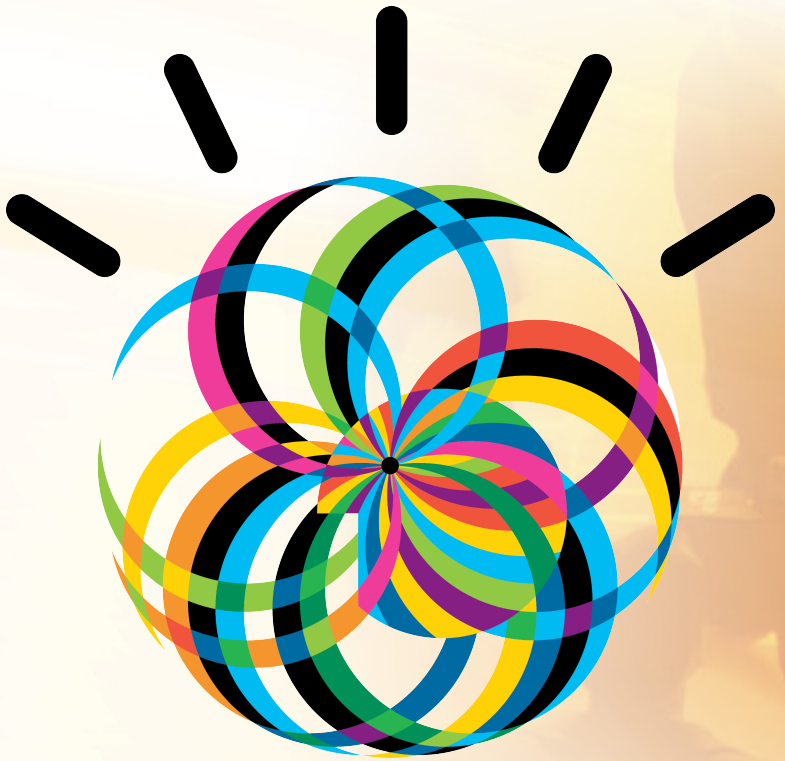

Social
Everywhere

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