

Get Social Roadshow

Track A : Smart Workplace

로터스라이브가
최고의 협업 솔루션으로
손꼽히는 이유

2011. 04. 13.
IBM SWG Lotus
안병욱 차장
(bwahn@kr.ibm.com)

Get Social. **Do Business.**

©2011 IBM Corporation





트위터를 통한 Q&A 세션 안내

세션 도중 궁금한 점이 있으시면 트위터 ID @IBM_SWKorea 에게 아래 해시코드를 첨부하여 질문을 올려주세요. 날카롭고 멋진 질문을 올려주시는 분들께는 5만원 주유 상품권을 즉석에서 드립니다. 발표자로부터 즉석에서 답변도 들으시고 푸짐한 선물도 받으시기 바랍니다.

해시코드: **#gsra3**

질문예시:

@IBM_SWKorea 방금전 세션에서 언급하신 소셜의 최고 사례는 어느 회사 얘기인가요? **#gsra3**





Agenda

- 2010 vs. 2011
- Why LotusLive?
- Success Story – Colgate



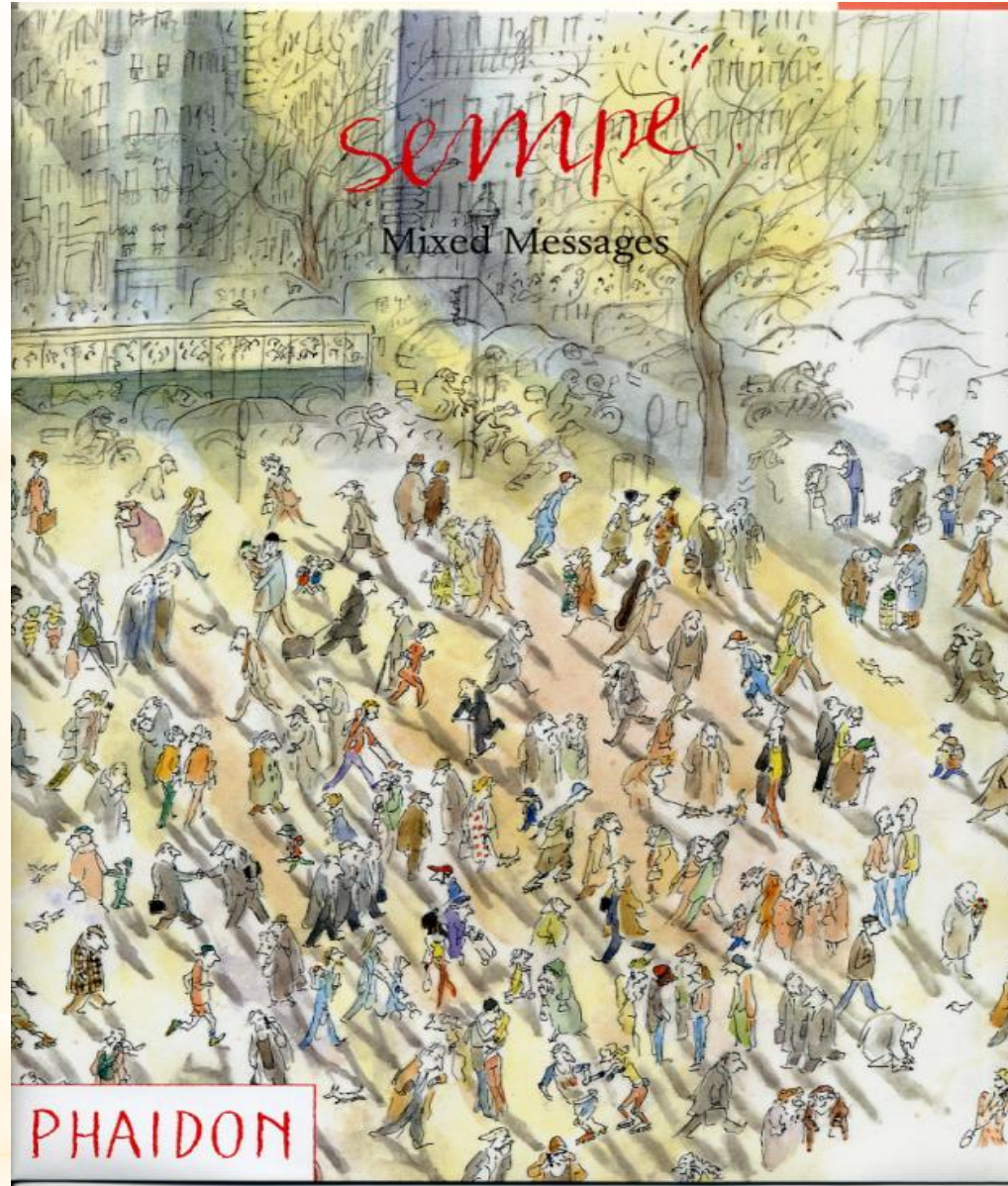


뜨거운 구름, 그래서 뭐?

2010

Cloud?

TCO vs. 보안



(source: Jean Jacques Sempe)

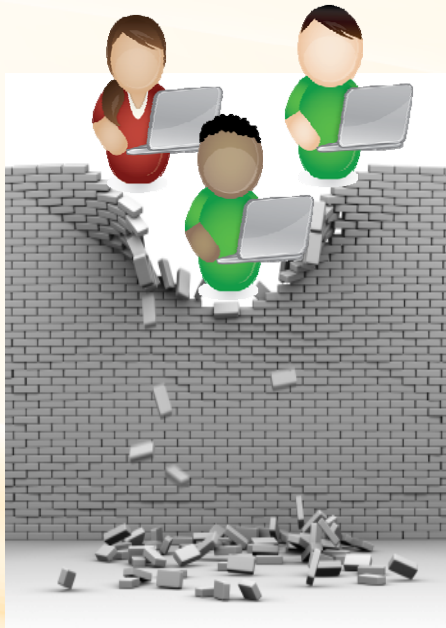




External Collaboration은 만족하십니까?

외부직원, 협력업체, 고객과의 보다 **똑똑한** 협업

2011





Cloud는 미래의 협업환경을 어떻게 변화시킬까요?



SMARTER

Connected

Engaged

Socialized with

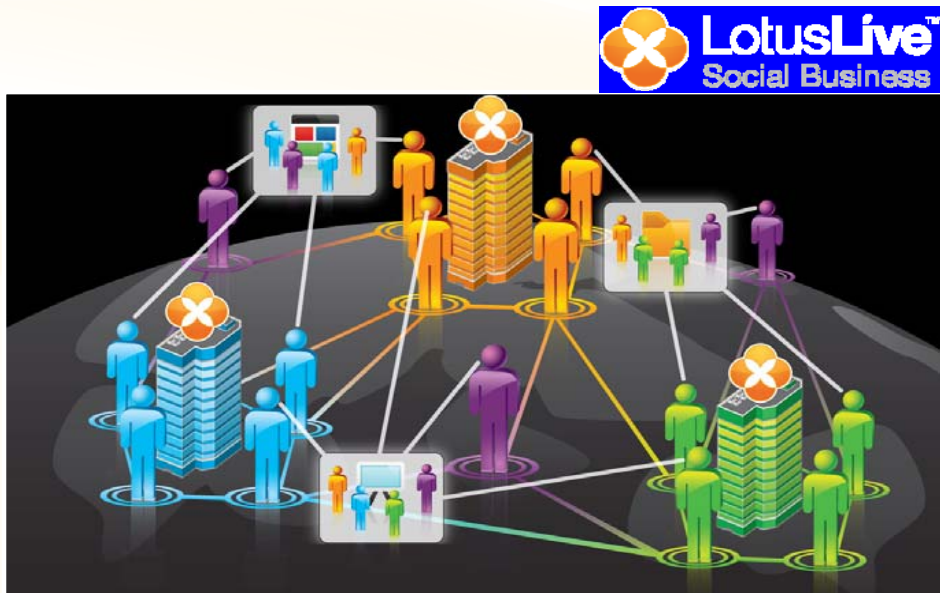
PEOPLE











IBM Cloud = TCO + 보안 + 사용자 편의성





LotusLive면 가능합니다



-  My Network
-  Communities
-  Activities
-  Files
-  Meetings
-  Events
-  Chat
-  eMail
-  Charts
-  Survey Forms

Integrated Applications





Demo

이제 Cloud 상에서 문서를 공동으로 편집, 저장, 공유해 보세요~~.

LotusLive Symphony™





LotusLive는 Open Platform을 지향합니다

Business Partner Ecosystem

Integrated
Commerce



Integrated
Selling



Integrated
eSigning



Integrated
Logistics



Integrated
Document Editing



Integrated
File Viewer



Integrated
Communication



Integrated
Scheduling





LotusLive는 기간계시스템과의 연동이 용이합니다

The screenshot shows the IBM Lotus Notes Mail interface. The main window displays an email from the LotusLive Team with the subject "LotusLive - Your account has been updated." The email content includes a greeting, a notice about account updates, and a list of subscriptions. A meeting invitation from LotusLive is also visible, with a "JOIN" button and a "Join Meeting" button. The interface includes a left sidebar with folders like "Inbox (2)", "Drafts", and "Sent", and a right sidebar with "Files", "Sametime Contacts", and "LotusLive Meetings".

From	Subject	Date	Size
Silanis e-SignLive, Online e-Signature Services	e-SignRoom - Michael Vilker has added you as a signer to the e-SignRoom "Data Center Contracts".	12/01/2011 07:39 AM	5K
LotusLive	LotusLive - Stuart McRae has invited you to join their network contacts.	12/01/2011 04:28 AM	3K
Simone Dray	New Accounts available	11/01/2011 11:20 AM	4K
LotusLive	[New Activity] You have created a new activity: Solar Power Research	11/01/2011 09:29 AM	4K
Simone Dray	incorporating green in your work	11/01/2011 08:41 AM	4K
Michael Vilker		16/12/2010 10:47 PM	1K
LotusLive Team	LotusLive - Your account has been updated.	16/12/2010 12:03 PM	18K

Online Service

On Premises Service



Colgate

Get Social Roadshow





우리의 근무 환경은....

- 중앙집중화가 아닌 분권화된 혁신을 용이하게 하라.
- 시장상품화의 속도를 향상시켜라.
- 좀더 빠르고 똑똑한 의사결정을 내릴 수 있도록 지식과 정보공유를 활성화시켜라.
- 능력있는 인재들을 끊임없이 확보하고 유지하라.





우리의 솔루션 선택 기준은....

- 성능과 안정성
- TCO
- 사용자 편의성
- 글로벌 표준





왜 Cloud 여야만 하는가?

- **Collaboration**은 내부직원 뿐만이 아니라 외부 비즈니스 파트너와도 긴밀하게 요구된다.
- **Mobile** 기술의 활용이 지속적으로 확대되고 변화한다.
- **Anywhere, Any device**로의 업무환경 접근이 필연적이다.
- 내부직원은 부가가치를 좀더 증대시킬 수 있는 업무활동에 집중적으로 배치하고자 한다.





정리해 볼까요?

- **LotusLive**는 보안이 강화된 외부협업을 가능하게 하는 Cloud service 입니다.
- **LotusLive**는 Open Platform을 지향합니다.
- **LotusLive**는 기간계시스템과의 연동이 용이합니다.
- 이제 직접 체험해보세요 (www.lotuslive.com/ko/)
- Cloud Portal (www.ibmcloud.co.kr)





Legal Disclaimer

© IBM Corporation 2011. All Rights Reserved.

The information contained in this publication is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this publication, it is provided AS IS without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this publication or any other materials. Nothing contained in this publication is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

References in this presentation to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in this presentation may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. Nothing contained in these materials is intended to, nor shall have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth or other results.

If the text contains performance statistics or references to benchmarks, insert the following language; otherwise delete:

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

If the text includes any customer examples, please confirm we have prior written approval from such customer and insert the following language; otherwise delete:

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

Please review text for proper trademark attribution of IBM products. At first use, each product name must be the full name and include appropriate trademark symbols (e.g., IBM Lotus® Sametime® Unyte™). Subsequent references can drop "IBM" but should include the proper branding (e.g., Lotus Sametime Gateway, or WebSphere Application Server). Please refer to <http://www.ibm.com/legal/copytrade.shtml> for guidance on which trademarks require the ® or ™ symbol. Do not use abbreviations for IBM product names in your presentation. All product names must be used as adjectives rather than nouns. Please list all of the trademarks that you use in your presentation as follows; delete any not included in your presentation.

IBM, the IBM logo, Lotus, Lotus Notes, Notes, Domino, Quickr, Sametime, WebSphere, UC2, PartnerWorld and Lotusphere are trademarks of International Business Machines Corporation in the United States, other countries, or both. Unyte is a trademark of WebDialogs, Inc., in the United States, other countries, or both.

If you reference Adobe® in the text, please mark the first use and include the following; otherwise delete:

Adobe, the Adobe logo, PostScript, and the PostScript logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States, and/or other countries.

If you reference Java™ in the text, please mark the first use and include the following; otherwise delete:

Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

If you reference Microsoft® and/or Windows® in the text, please mark the first use and include the following, as applicable; otherwise delete:

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.

If you reference Intel® and/or any of the following Intel products in the text, please mark the first use and include those that you use as follows; otherwise delete:

Intel, Intel Centrino, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

If you reference UNIX® in the text, please mark the first use and include the following; otherwise delete:

UNIX is a registered trademark of The Open Group in the United States and other countries.

If you reference Linux® in your presentation, please mark the first use and include the following; otherwise delete:

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both. Other company, product, or service names may be trademarks or service marks of others.

If the text/graphics include screenshots, no actual IBM employee names may be used (even your own), if your screenshots include fictitious company names (e.g., Renovations, Zeta Bank, Acme) please update and insert the following; otherwise delete:

All references to [\[insert fictitious company name\]](#) refer to a fictitious company and are used for illustration purposes only.



