

Lotus knows.

Smarter software for a Smarter Planet.



Collaboration in the Cloud with IBM LotusLive

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Vice President, Lotus Online Collaboration Services



CEOs want to make their businesses smarter

Increase Agility

69% are making extensive changes to business models and processes

Turn Information into Insights

75% say they can strengthen their competitive advantage by better managing and using information



Connect & Empower People

71% plan to focus on collaboration and partnerships

48% say people skills have the greatest impact to their organization

Drive Effectiveness and Efficiency

Technology has greatest impact on the business (35%) after market forces and people skills

Source: 2009 IBM CEO Survey

IBM is at the forefront of managing this innovative change through four interrelated **smarter planet** imperatives...



NEW INTELLIGENCE

Data exploding and in silos
I need insight.



GREEN AND BEYOND

Limited resources
I need efficiency.



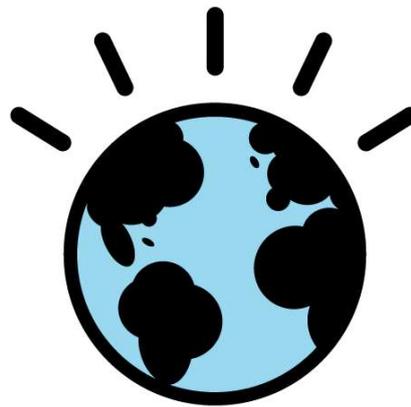
SMART WORK

New business and process demands
I need to work smart.



DYNAMIC INFRASTRUCTURE

Costly and inflexible infrastructure
I need to respond faster.



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IBM Lotus collaboration - \$1b invested over the last 3 years

growing

Lotus Connections is the **fastest growing software** product in Lotus history

Notes & Domino – 18,000+ **new customers** since ND 8 launched

Portal – **#1 in Worldwide Revenue** from 2001 to 2008**

innovating

Enterprise 2.0 “Smackdown in the Cloud” Winner

Symphony wins every relevant award for office productivity

LotusLive delivers richest collaboration and flexibility in the market to the cloud

Launch of Project Vulcan – Continuity, Convergence, Innovation, Opportunities

expanding

More than Half of Fortune Global 100 Now use Lotus Notes/Domino

40% WW email market share**

120M Sametime customers

30% of new customers are MS Outlook/Exchange users

partnering

Market leader in mobility and business applications

IBM has invested more than **\$1 billion** in Linux® development

Via partnerships LotusLive will extend to over 400 million people

Over 10,000 Notes & Domino Business Partners, and growing

**Gartner Dataquest 2008



The Lotus collaboration strategy – integrated, flexible

Business Caliber Collaboration Everywhere

Natural, Intuitive,
Adaptive User Experience



Web
Browser



Desktop
Clients



Mobile
Client

role-based



process-
driven

in context

Investment Protection & Cost Control

Multiple Client, Server, and
Mobile Platforms

Lower TCO

Open Vendor Solutions

Integration Platform for your
Business Applications

SOA Collaborative Services



Flexible Delivery Models

Cloud/Online



On-Premise /Appliance



Cost savings and faster time to value are the leading reasons why companies consider cloud

To what degree would each of these factors induce you to acquire public cloud services?

Reduce costs

Pay only for what we use • Hardware savings
Software licenses savings • Lower labor and IT support costs
Lower outside maintenance costs **77%**

Faster time to value

Take advantage of latest functionality
Simplify updating/upgrading • Speed deployment
Scale IT resources to meet needs **72%**

Improve reliability

Improve system reliability
Improve system availability **50%**

Respondents could rate multiple drivers items

Source: IBM Market Insights, *Cloud Computing Research*, July 2009. n=1,090

IBM Lotus strategy for email & collaboration in the cloud

Collaboration beyond the Enterprise is an Ubiquitous Pain Point

- Need to drive top line growth and innovation is driving organizations to want to work more closely with their customers and partners
- Need for Cost reduction is driving organizations to reduce headcount and to optimize the use of skills across the extended enterprise

Our Strategy

- Deliver a set of services that dramatically simplifies and improves the business interactions organizations have with their customers and partners

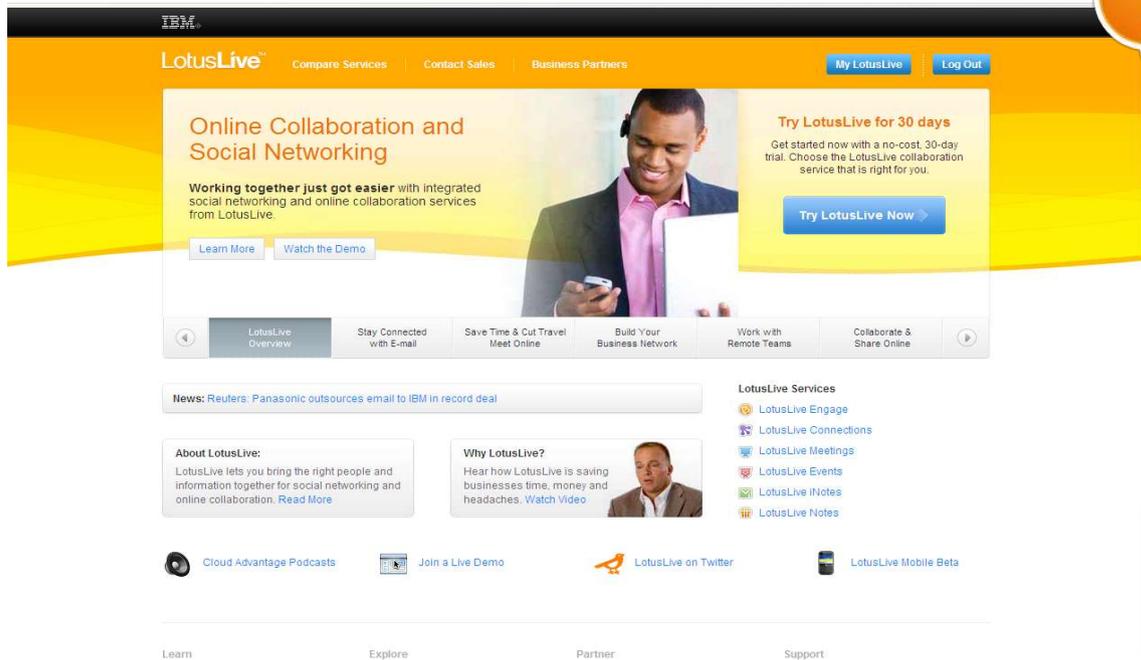
Execution

- Provide the essential business services that every workgroup needs in a way that is simple to acquire and easy to use
- Integrated collaborative & social networking services connected to relevant business services and applications
- Seamlessly work with people – outside or inside your company
- Create a business network of connected businesses

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LotusLive.com is an open system of systems



LotusLive™

www.lotuslive.com



Files



My Network



Meetings



Events



Chat



Activities



Charts



Survey Forms



eMail

LotusLive – broad portfolio of cloud collaboration offerings; email starting at \$3 per user/per month



Web Conferencing

LotusLive Meetings

A full-featured, easy to use Web conferencing service

LotusLive Events

Provides tools to create, manage and conduct webinars for up to 999 attendees

Collaboration

LotusLive Engage

An integrated suite of tools that combines your business network with collaboration and conferencing services

LotusLive Connections

Combines your business network with collaboration services

eMail

LotusLive Notes

An online version of IBM's popular Lotus Notes email and calendaring & scheduling product

LotusLive iNotes

Web-based messaging service for e-mail and personal calendar



LotusLive was named the **best Cloud Application of 2009** by ChannelWeb.

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LotusLive Demo

Panasonic Corporation

Chooses LotusLive to connect global workforce



The Business

Panasonic is a market and technology leader in consumer and industrial electronics.

The Challenge

Needed a way to allow its workforce to communicate and collaborate more efficiently with its global network of customers, partners and suppliers through a cloud-based community.

Solution

Adopt **LotusLive Engage** for Web conferencing, online meetings, file sharing, instant messaging and project management.

Use **LotusLive Connections** for business social networking between employees, partners and suppliers to find and share the right insight.

Migrate employees from Microsoft Exchange or other collaboration software to **LotusLive Notes and LotusLive iNotes** for email, calendaring and contacts.

Benefits

Low cost and rapid deployment will provide immediate and long-term cost savings, offsetting recent economic setbacks.

Superior extranet capabilities will allow Panasonic to provide a set of cloud collaboration tools for immediate access across all regions.

Open architecture enables company to build on existing and future investments in its IT infrastructure, without increasing the resources of its IT departments.

Advanced collaboration capabilities will facilitate global project teams and best practices for product research, development and sales, giving Panasonic an edge over competitors.

"LotusLive is an integral vehicle for our employees to truly function as a globally integrated enterprise. It will allow us to work securely with our extended enterprise of Panasonic partners and customers as if they are all in the same location, bringing the promise of quicker, more efficient teamwork and commerce worldwide."

Mitsuhiro Aoyama, Vice President
Corporate Information Systems Company,
Panasonic Corporation

 www.lotuslive.com

SMS For Life

IBM, Novartis and Vodafone Join Forces to Help Halt Malaria in Tanzania

The Objective

Improve stock management of medications to reduce Malaria which causes nearly one million deaths in Africa each year.

The Challenge

Instantly access project information, across multiple companies, operating as a single virtual team.

The Solution

Use a combination of mobile phones, text messaging technologies and LotusLive to track and manage the supply of critical medications. LotusLive Meetings, Files and Activities allowed every member of the global project team to have current information on the weekly stock data & health facility locations.

Benefits

Team savings on travel and time (1/2 day a week productivity enhancement)
In the first month the solution was deployed one district saw the number of health facilities that ran out of supplies reduce by 75%.



www.LotusLive.com

Extending the enterprise - integration and compliance

Infrastructure Integration

- Extending network access to the cloud
- Federated Identity for Single Signon,
- Physical and system security (data centers, personnel policy, access)
- Directory, provisioning and de-provisioning
- Reliability, business continuity, disaster recovery

Policy Integration

- Security policy, (e.g. Consistency of password rules)
- Privacy (both for customers and employees)
- Audit, compliance retention, archive and discovery
- Classification, Handling, routing & sharing of data

Application Integration

- Access, API's, SPI's, standard protocols, standard data formats
- Authentication, Roles
- Hybrid solutions, yours with ours, ours with your, yours with 3rdparties
- Hosting (cloud, on-premise), and gateways/ application proxies
- Solution testing and verification



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LotusLive™ Labs

Try cool stuff. Talk with us. Shape the future.

LotusLive Labs brings the power of world-class research to the web in partnership with IBM Research

Cutting-edge, emerging innovations and technologies for collaboration

Accelerating the rate and pace of innovation in LotusLive

Influenced by our customers

Available now at lotuslive.com/lotuslive_labs



LotusLive 2010 - an extensible integration platform

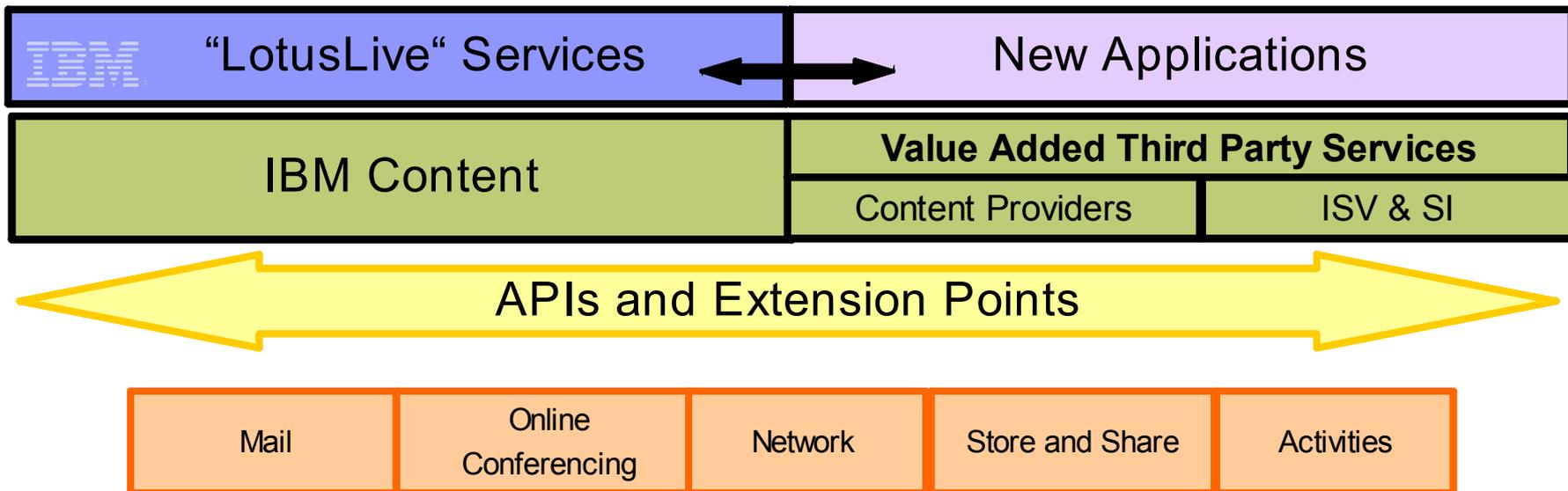
Business process integration

Open Rest APIs and extension points make LotusLive a flexible SaaS platform for collaboration

Partners can integrate LotusLive services in their own applications

Partner applications can be integrated into LotusLive

Customers benefit from integrated collaborative business processes



LotusLive extends business value through business partners

Open systems environment for seamless integration of partner business services into LotusLive – both its services and business network

Creates ecosystem of business services and business networks

Brings people and the business services they use together without traditional barriers

Delivers improvements in efficiency and productivity

Simplifies work flows and team collaboration



Easily launch into conversations with your contacts right from LotusLive



Automate collaborating and recording interactions with your customers



Make the process of creating, revising and signing documents simple and easy



Seamlessly weaving logistics and shipping into the way you work

Newly announced: Integration with the Ariba Commerce Cloud to fuel better commerce by matching business-to-business buyers and sellers of goods and services using LotusLive

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Partner Integration Demo

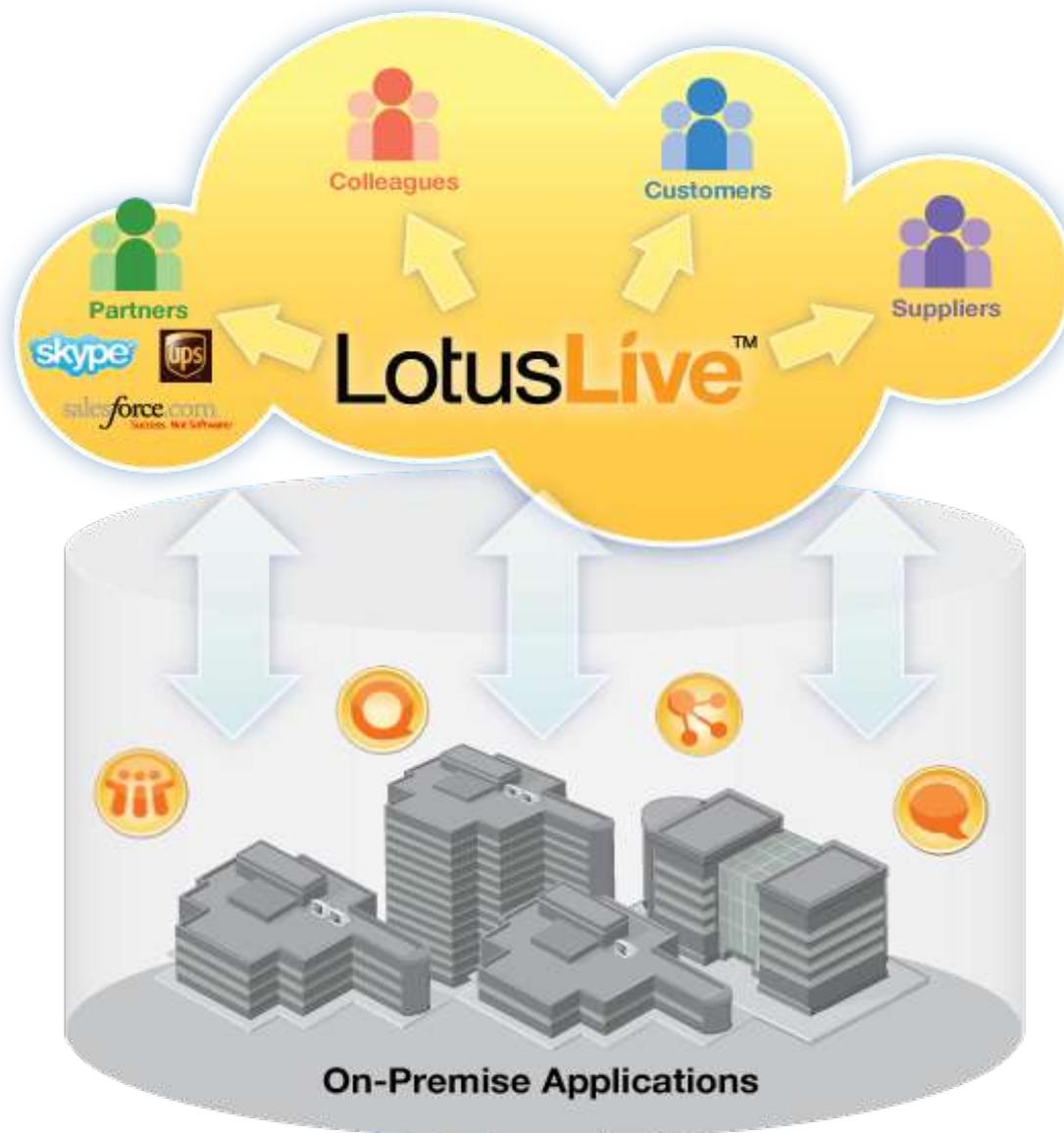
Summary: LotusLive helps you work smarter in the cloud

Reduce IT costs

Collaborate inside and outside the enterprise with ease -- improve daily business interactions with customers, partners and colleagues

Extend on-premise investments to the cloud while leveraging new capabilities quickly and easily from IBM and our business partners

Rely on IBM's focus on security, reliability and integration



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Get started with a free trial at lotuslive.com

IBM English [change]

LotusLive™ Compare Services Contact Sales Business Partners Join Meeting Log In

Online Collaboration and Social Networking

Working together just got easier with integrated social networking and online collaboration services from LotusLive.

Learn More Watch the Demo

Try LotusLive for 30 days

Get started now with a no-cost, 30-day trial. Choose the LotusLive collaboration service that is right for you.

Try LotusLive Now

LotusLive Overview Stay Connected with E-mail Save Time & Cut Travel Meet Online Build Your Business Network LotusLive Labs LotusLive Integrated Apps

News: Ariba and IBM Match Buyers and Suppliers in the Cloud [Read more.](#)

LotusLive Services

- LotusLive Engage
- LotusLive Connections
- LotusLive Meetings
- LotusLive Events
- LotusLive iNotes
- LotusLive Notes

Meetings on the Go!

LotusLive Mobile Meetings is now available on the iPhone.

[Learn More](#)

Bundle It!

Purchase integrated online collaboration tools and Webmail in one easy-to-access bundle!

[Learn More](#)

LotusLive in Action

LotusLive helps MIT interns and high schoolers prepare for the future.

[Watch How](#)