Lotus knows.

Smarter software for a Smarter Planet.

Getting the Most Out of Your Lotus® Connections Communities

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Agenda

- What's New in IBM[®] Lotus Connections 2.5
- Why do Communities matter?
- Benefits and new features of Communities Product Demonstration
- New Services Files and Wikis capabilities Product Demonstration
- Business Ready Technical Architecture
- Conclusion





Profiles

Quickly find the people you need by searching across your organization and connecting to others.



Bookmarks

Save, organize, and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise.



Homepage

Manage your attention by viewing relevant social data aggregated across your subscriptions, notifications, and network of colleagues.



Lotus Connections

All your social software needs, ready for business.



Blogs

Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog.



Files

Upload and share any type of file with colleagues and communities. Store versions and view downloads, comments and ratings.



Communities

Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise.



Activities

Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster.



Wikis

Create wiki spaces for individuals, groups, and communities to coauthor pages. View changes across pages, ratings, and comments.



What's New in IBM Lotus Connections 2.5

- Enhanced communities
 - Improved Community experience
 - New micro-blogging feature
 - New updates Homepage
 - Mobile support
 - New services Wiki and Files Capabilities
- Integration to enhance social software experience
- Advanced Profiles functionality to promote social interaction and adoption
- New ways to extend Lotus Connections























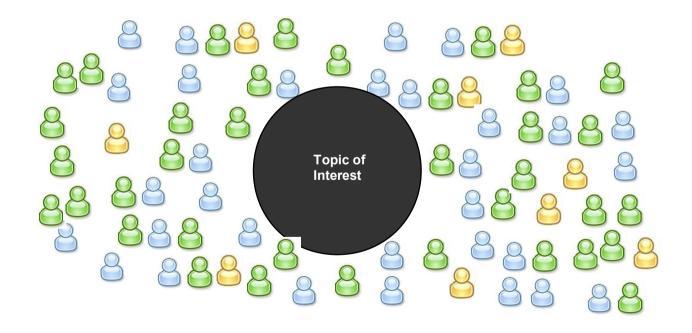
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What is a community?

- "Groups of people who share a passion for something" (Wenger, 2004)
- "Groups of people who come together to share and learn from one another" (Vestal, 2003)





What is the Value of Communities?

It depends on the business problem you are trying to solve...

Increase Reduce customer market loyalty research

Customer service

Market research **Business Transformation**

Building a

brand

Reduce costs of customer support

Generate ideas costs

Build New Relationships Virtual Focus **Groups**

Improve PR effectiveness

Increase

speed of

innovation

New Product Development

Improved

Amplify Word of Mouth

Marketing

Improve Brand Value

Generate

Brainstorm

word of

mouth

I ONG TAIL SALES.

Decrease

faster

customer

acquisition cost

Bring outside ideas

into the organization

developer

relations

Improve Public relations

Customer

Support

Test new products

PROJECT COLLABORATION

Better Decision Making

Capture

Respond

"Wisdom of Crowds"

Skill-

Sense &

Building

Co-innovation

Increase brand

awareness

Increase new product success ratios

Member networking

Employee communications





Listen

There are many different types of enterprise communities

- They can be small or big, short-term or long-term, centralized or distributed, spontaneous or intentional, grassroots or tops down and formally endorsed, and virtual or physical
- They can form within a department, across departments, and can reach out to external stakeholders (customers, analysts, and partners).
- They can cut across multiple companies and industries

Some Examples

- Collaborative workgroups
- Customer Support
- Social spaces
- Ethnic groups
- Professional groups
- Association Members
- Industry ecosystems
- Geographical user groups
- Developers
- Discussion groups
- Special interest groups
- Creative groups

Communities can overcome barriers of time, geography, affiliation, and culture.

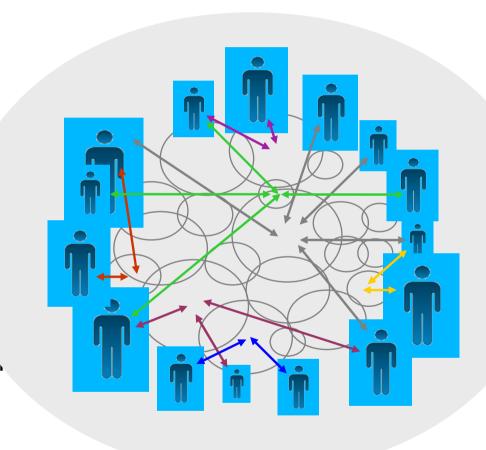


Community members join for different reasons

- Need content
- Need experts
- Want to listen / learn from others
- Want to express themselves
- Need support
- Want to share what they know
- Want recognition
- Want power and increased responsib.
- It's part of the culture of the organizatio.

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Communities hold both potential short term and long term value to organizations and individuals

Example Value to Individuals

- Short Term:
- Provides a forum for expanding one's skills and expertise
- Improves skills / knowledge
- Provides a safe environment for asking questions and sharing perspectives
- Reduces learning curves on new concepts
- Fosters interaction between junior & senior practitioners
- Long Term Value:
- Provides a forum for establishing and strengthening relationships.
- Networking for staying up-to-date in the field
- Enhance professional reputation
- Increase marketability and employability
- Strengthens one's professional identify

Example Value to Organizations

- Short Term:
- Increase awareness of issues
- Facilitates the identification of individuals with specific expertise and influence
- Fosters knowledge sharing across organizational and geographic boundaries
- Reduce support costs
- Improve marketing reach
- Improves the quality of research and practice
- Long Term Value:
- Improve brand
- Improves the rate of innovation
- Leverage strategic plans
- Retention of talent
- Increase capacity for knowledge development
- Stronger relationships with all stakeholders
- Knowledge based partnerships





There's something for everyone in communities!



- **Individual Value: Access and Participation**
- Know what others are doing in the organization
- Decrease learning curve
- Increase "social network"
- Increase expertise and confidence
- Improve reputation
- Expand personal network of knowledgeable professionals
- Provide a stable environment for individual and business performance enablement
- Increase professional satisfaction
- Gain recognition from peers



Community Value: Innovation

- Discover relevant information
- Increase idea creation and solve problems
- Access the best intellectual capital and experts
- Communicate and explore new ideas
- Gain recognition from management



- Ability to go to market more quickly and complete projects faster
- Increased quality of deliverables
- Continuous improvement in organizational capability and competency
 - Enable delivery of best knowledge, services, and capabilities from global IBM
- On demand performance capabilities
- Reduce impact from turnover
- Respond more rapidly to customer needs and inquiries
- Increase revenue and win rates
- Reduce rework and avoid "reinventing the wheel"
 - Increase profitability
 - Reduce project risk
- Spawn new ideas innovation
- Client satisfaction and better reputation













Communities Are Powerful Tools, As Long As You Put Members' Needs First.

- Forrester, 2008





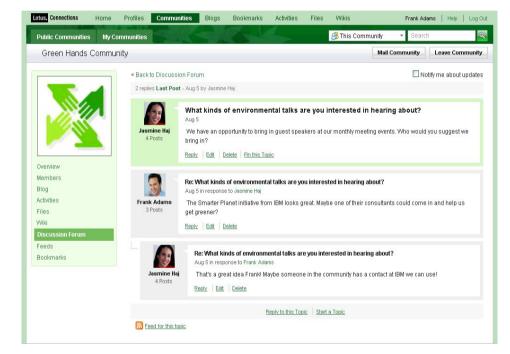
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What's New in Communities?

- New services
 - Blogs and Activities in Communities
 - Brand new services Wiki and Files
- Improved Community user experience
 - New Themes
 - Consistent One UI
 - Inline Community Card
 - Language settings
- Architectural improvements
 - Improved Lifecycle Events
 - Support for Forms-based authentication
 - Tuning for slower networks
 - New services as widgets; e.g. Bookmarks, Feeds
- Integrated and consistent experience
 - Common search, Homepage notifications, River of News updates
 - Community and Public Community Tag Clouds



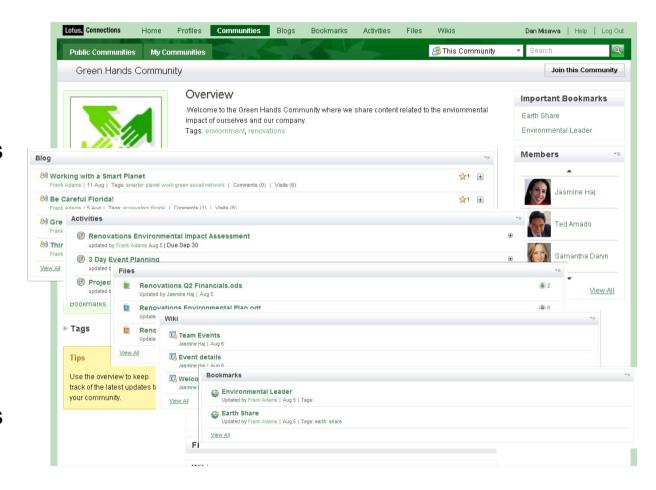






Community Page

- Reach out to communities of customers, partners and employees
- Gives you a variety of tools to reflect your goals and needs
- Work more effectively in your customized communities
- Ability to join, leave or mail a community
- Integration with other Lotus Connections services
- Easy link back from other Lotus
 Connections services to a
 Community through the
 Community Card



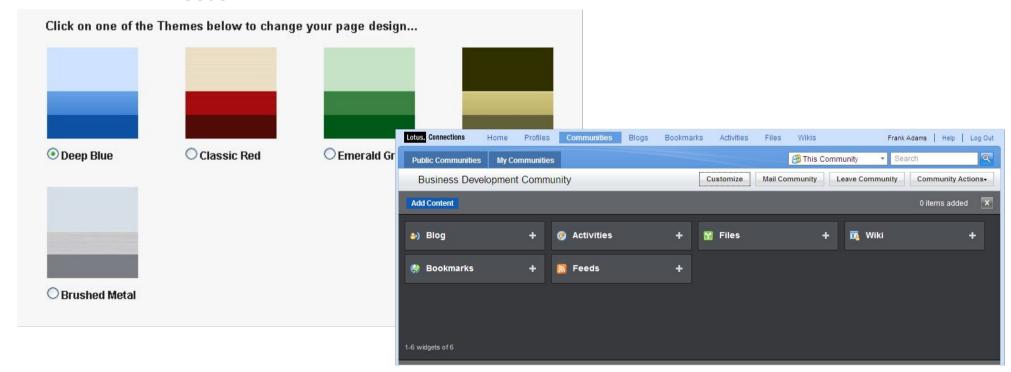






Community Page Customization

- Personalize the look and feel of your community, including theme templates
- Choose tools that are appropriate for your community's collaboration needs, all scoped to your community.
 - One place to go to for access to: Activities, Blogs, Forum, Wikis, Files, Bookmarks and Feeds





Discussion Forum

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- Brand new redesign of the forum surfaces relevant statistics and popular discussions
- Easily receive notifications on a particular topic
- Ability to Pin this Topic so it will remain as a priority discussion topic





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New Files Service

- New personal and community File sharing service
 - A convenient way to share documents, spreadsheets, presentations, and other types of files with people without the need to send large files through e-mail

Capabilities include:

- Upload files and share them securely with others as readers or editors
- Choose to share files with selected people, groups or communities, or available to everyone
- Manage versions of files, and allows others to upload new versions
- Tag files and full body text search for easy discovery
- Manage versions of files, and allows others to upload new versions
- View who has shared a file and with whom, as well as who have downloaded files
- Recommend and comment on files
- Sort files by name, most recent, number of downloads and size
- Filter files by tags, how shared, uploaded date
- Organize files in public or private collections
- View your quota, current size, maximum allowed, and currently available





A person creates a Lotusphere presentation locally, then uploads it as a private file with a name and short description.



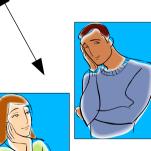
The presentation is shared with a colleague as an 'editor' to modify, and versions are created for each revision.



As the presentation matures, it is shared with many people as 'viewers' for feedback by adding comments, tracking who reviewed it, etc.







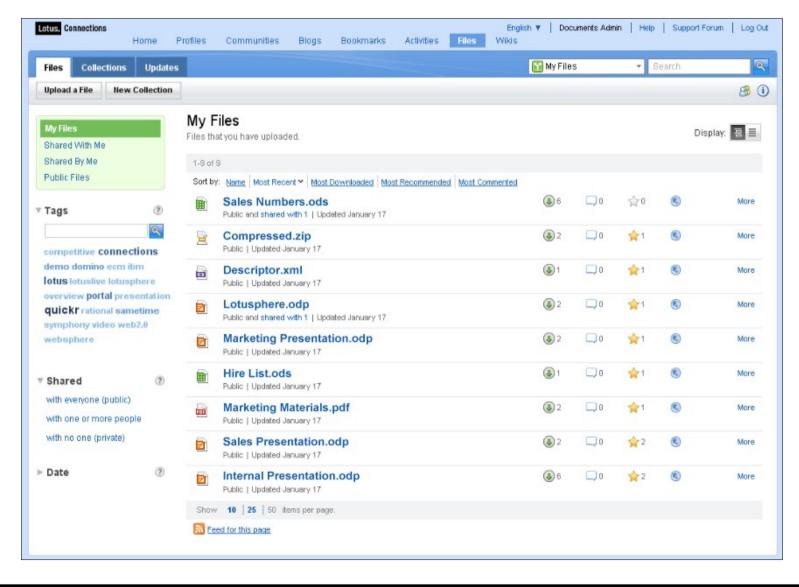




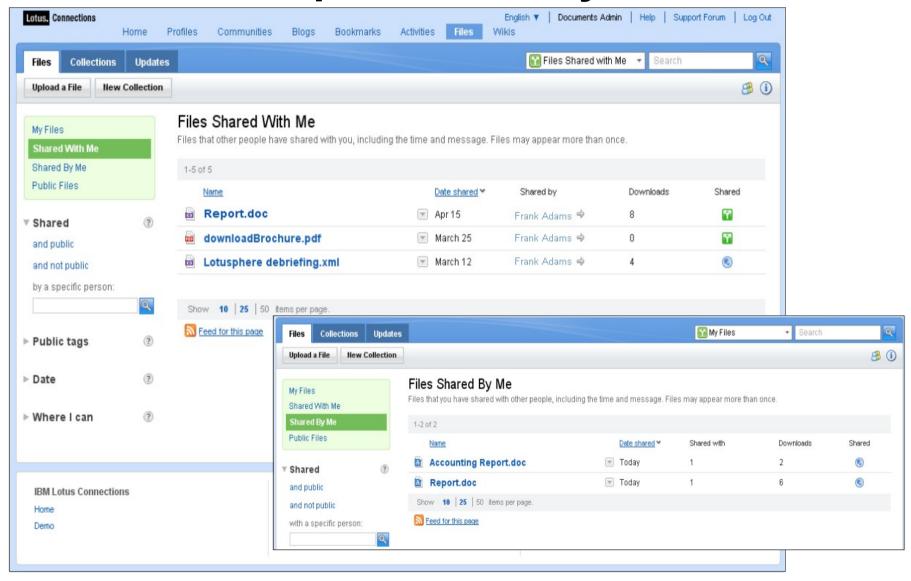
Presentation is 'published' by making it public and shared with everyone; tags are added to help others discover it, and it is added to a "Lotusphere 2010" collection with other presentations.



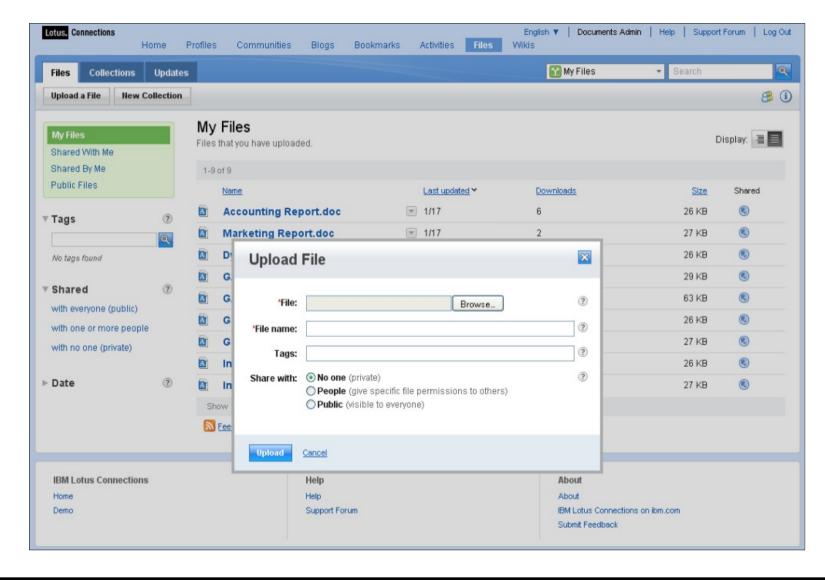




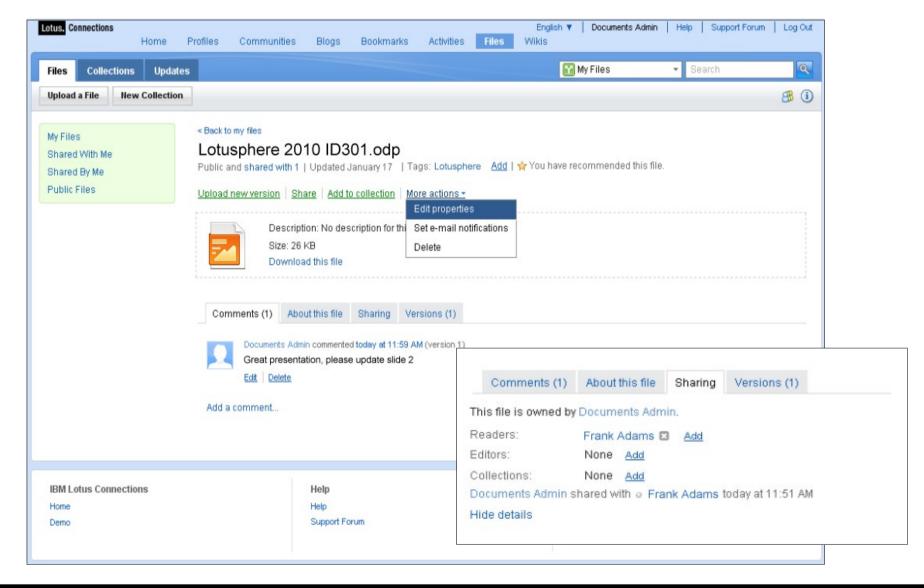




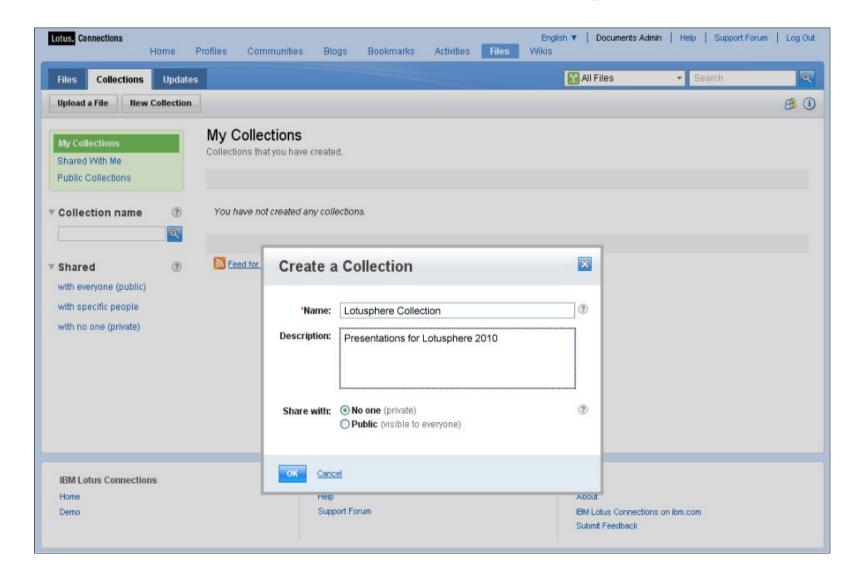




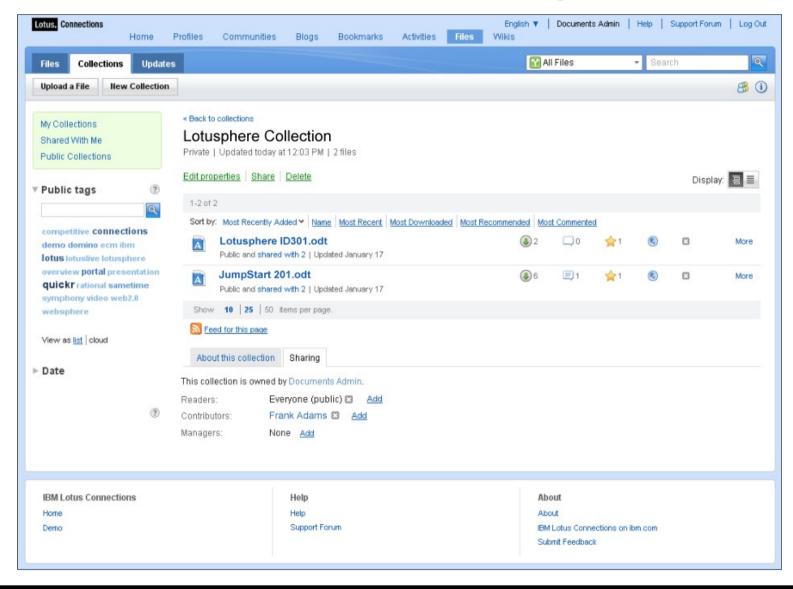




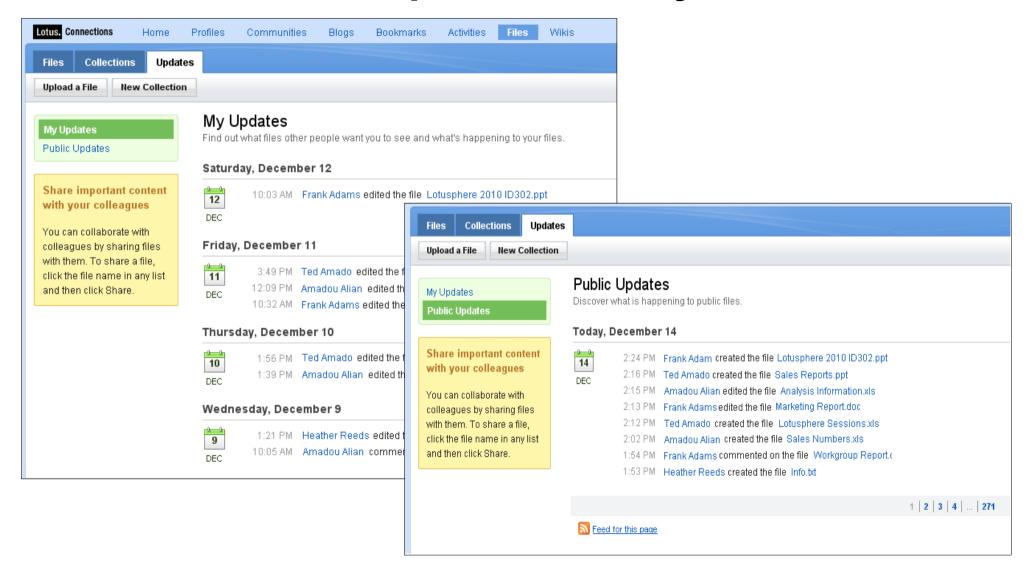










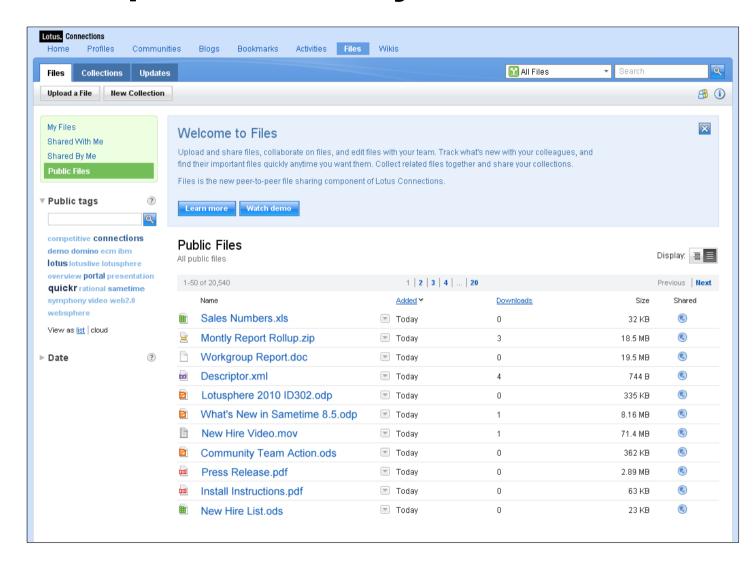






Once published, people looking for Lotusphere presentations can discovery it with tags, and full text search

People can also subscribe to these tags to be notified of subsequent new or updated files tagged in the same way





New Wiki Service

- Create Wikis that are stand-alone or community associated
 - Allows teams to collaboratively enter, edit and publish Web page content

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- Capabilities include:
 - Create wiki pages, enter and edit content collaboratively in rich text, wiki syntax and HTML
 - Manage wiki roles, including manager, editor or reader, by adding people and groups
 - Create and discover public wikis, or create private wikis
 - Organize pages in a wiki hierarchy, and reorganize pages
 - Subscribe to wiki pages to be notified of changes
 - Compare wiki page versions to see what has changed, or restore to a previous version
 - Recommend, tag, and comment on wiki pages
 - Search for wikis by their title or page body content
 - See how many page views, and who has viewed a particular page

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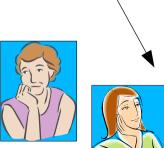
The presentation is uploaded to the "Lotusphere 2010" community along with other event related materials.



A Wiki is created in the community to add information related to the Lotusphere conference.



Community editors collaborate to author the content of the Wiki using rich text and Wiki syntax, version tracking, etc.





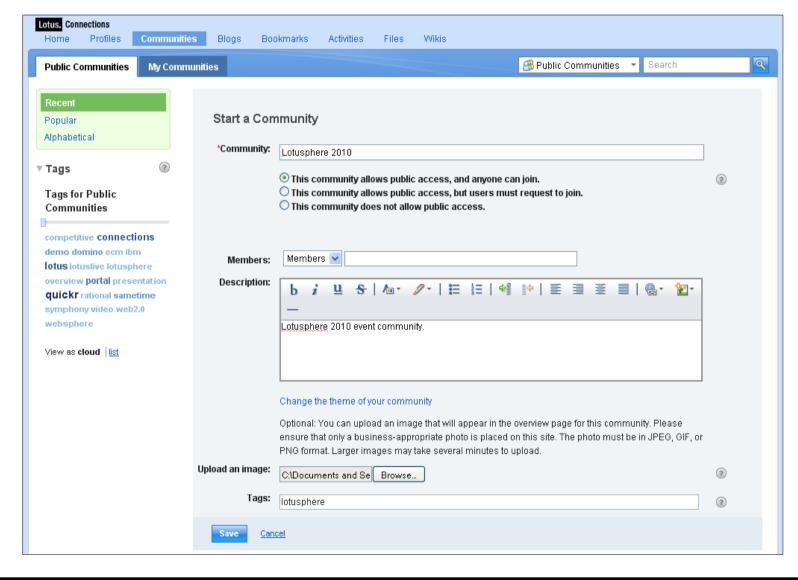




Wiki pages, presentation files, and other related material are available in the community and viewable and discoverable by everyone.

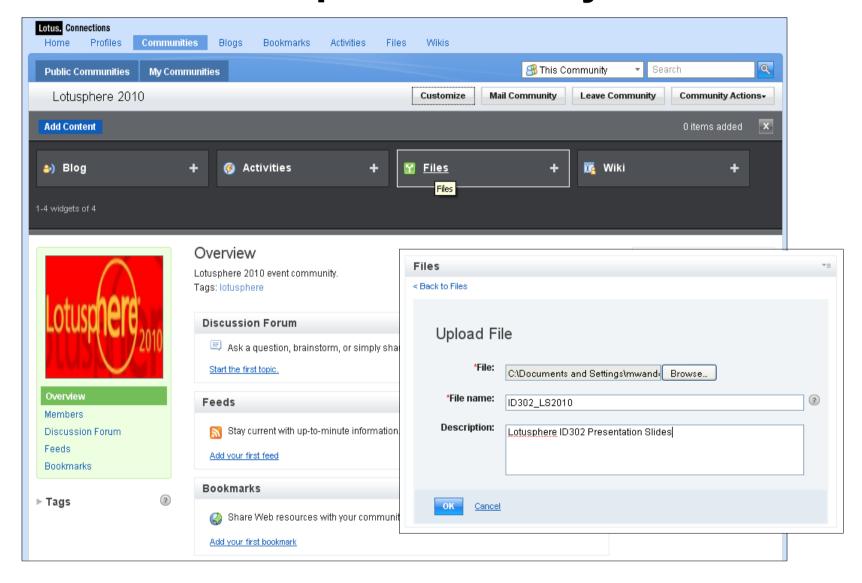




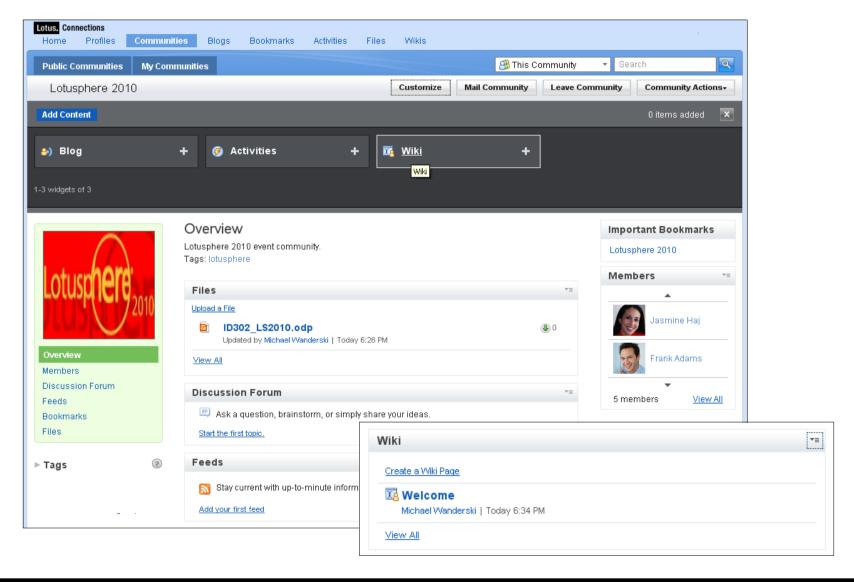




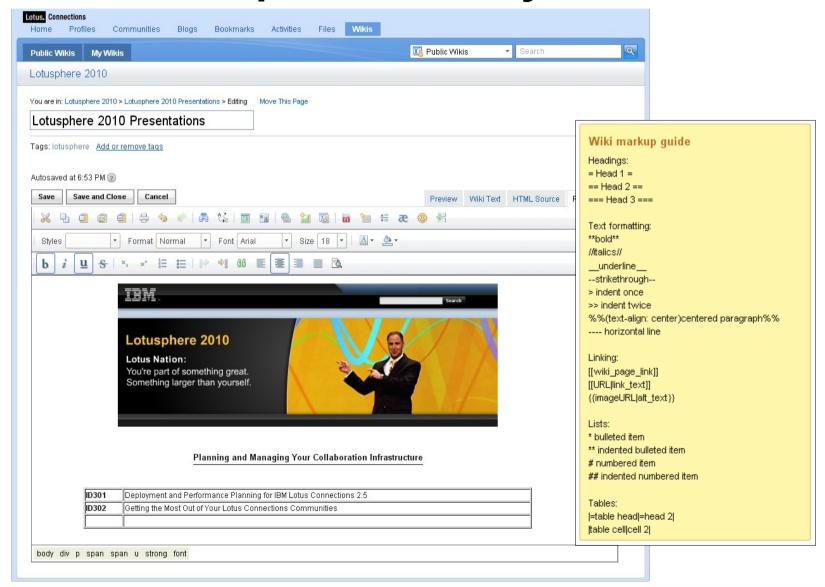




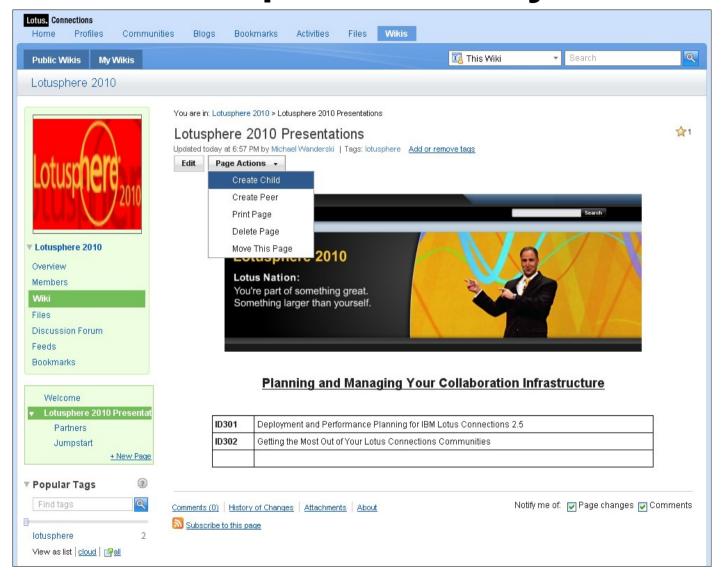




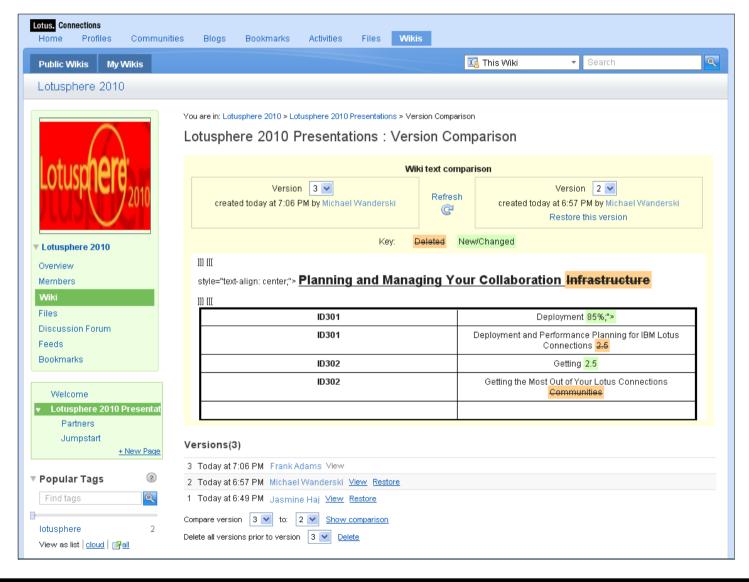












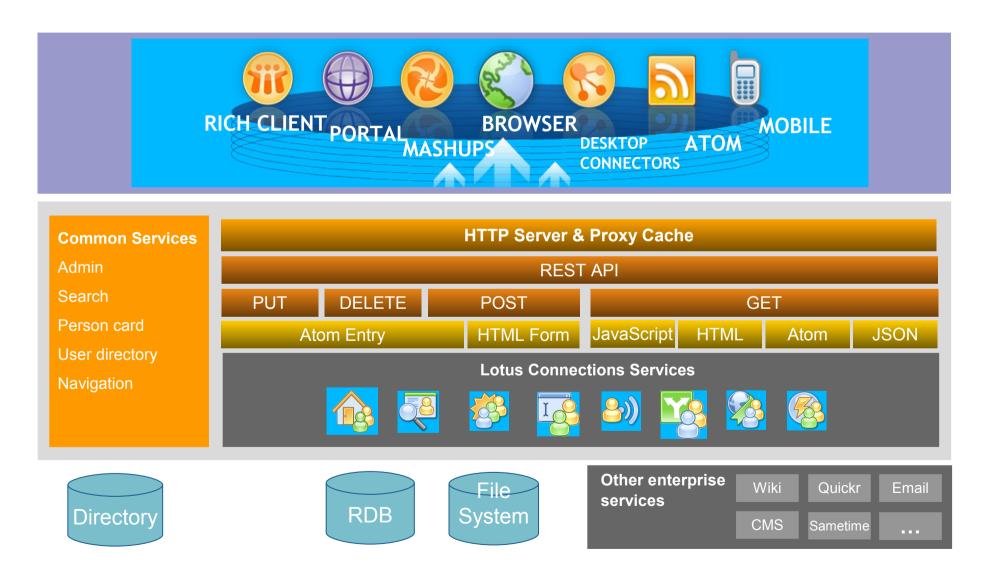


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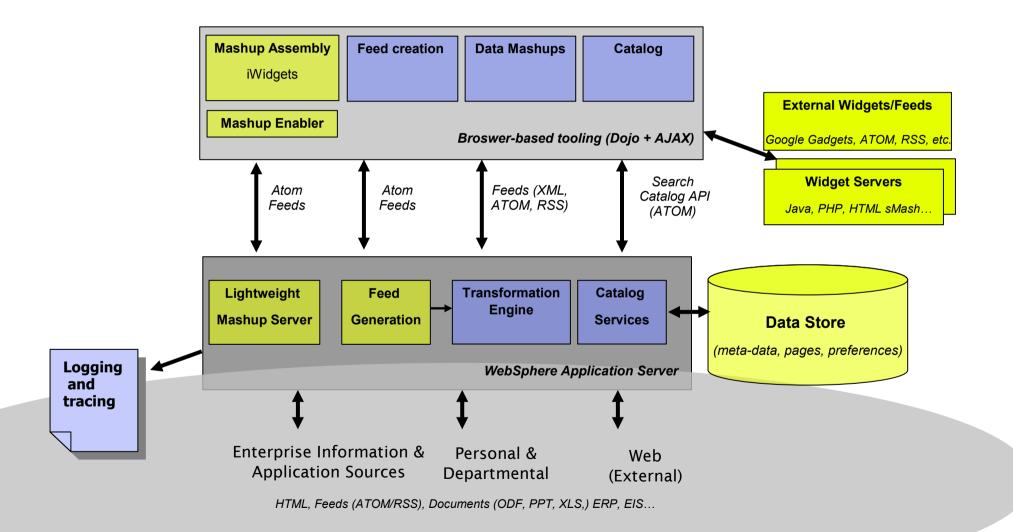
Lotus Connections 2.5 Architecture







Communities Customization





Communities Themes

- 5 themes come out-of-the-box; specified in communities-config.xml
- Additional themes can be created by using the out-of-the-box themes as a starting template and modifying
- Themes adhere to common practices like standard styling techniques

Click on one of the Themes below to change your page design...

Description of the Themes below to change your page design...

Description of the Themes below to change your page design...

Emerald Green Golden Coffee

Brushed Metal



Communities Business Card

- Displays basic Community information
 - Community image, name and links for the services and widgets associated with a community

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- Applications that are not part of the Community User interface can use this feature to integrate
 - Using Community UUID and Dojo for integration

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Simple example:



Communities Lifecycle Events

- When a community is updated, the remote applications for the community's widgets often need notification
 - Events include remote.app.added, remote.app.removed, community.visibility.changed, member.added, member.removed, community.prepare.delete
 - Sent events specified in widgets-config.xml
- Events sent via a http POST. URL and credentials specified via widgets-config.xml, J2C Authentication alias.

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- Lifecycle Retry
 - If an event can't be POSTed the record is put into the retry queue.
 - The queue is a database table: SNCOMM.LC_EVENT_REPLAY
 - The LifecycleRetryQueuedEvents task automatically retries events every 3 hours. Frequency specified in communities-config.xml
 - The server blocks re-adding a unique instance widget if the delete event for the prior widget hasn't been processed.

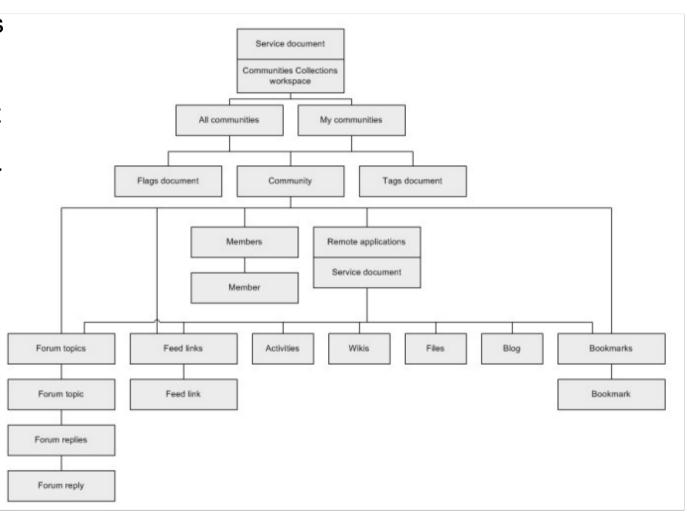
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Communities API

Communities implements the Atom Syndication Format (Atom 1.0) to serve up Atom feeds that you can use in your applications to search for and retrieve information from any of the communities created by the people in your organization



Communities Resources

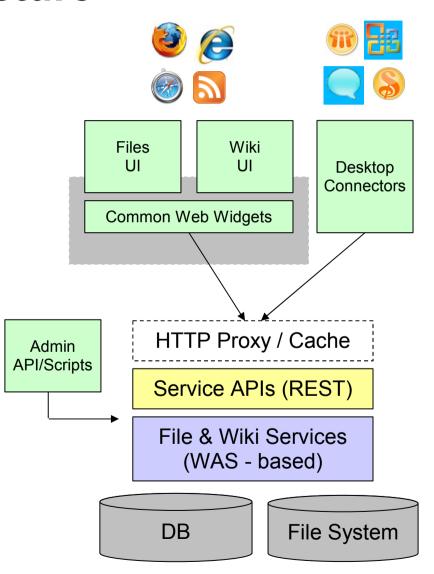




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Files / Wikis Architecture

- Files and Wikis share a common set of features and underlying infrastructure
- Public Service APIs used by user interfaces directly
- Common web widgets used between Connections components
- Desktop connectors interact with Service APIs



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Conclusion

- Communities enable people to get to the right information and get work done more quickly
- By building relationship with co-workers and customers people get access to better information and ways of working
- Extensible approach to communities lets organizations tailor their solution to include the most appropriate content and functionality
- New Files and Wiki services in Communities enhance collaboration
- Business ready architecture allows you to expand your options for integrating communities and related services into your existing deployments



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