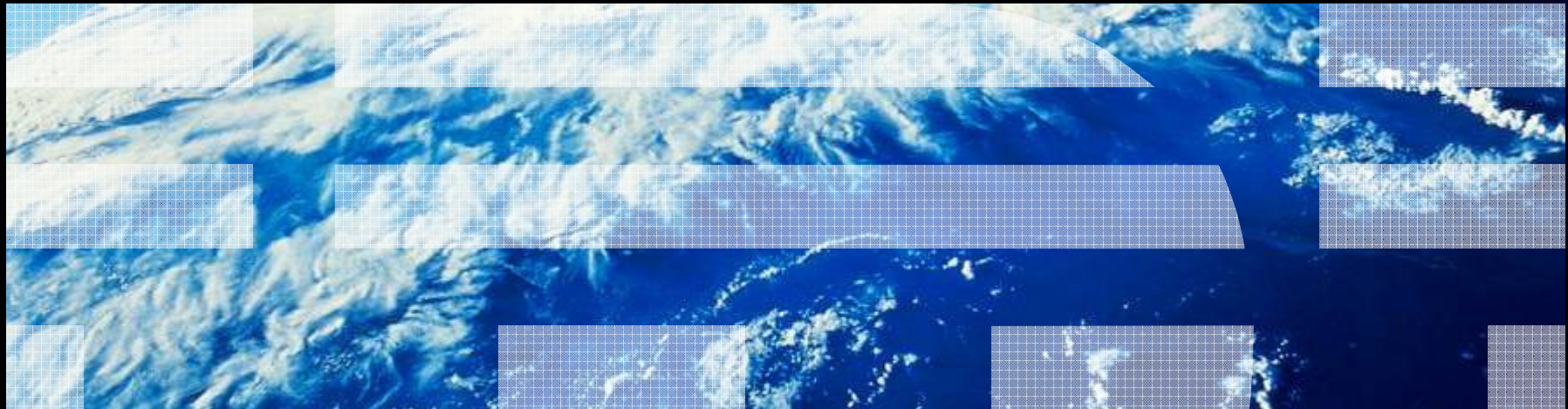**Manoj Saxena**

Vice President, Global Solutions
and Asset Management
IBM Global Business Services

David Farrell

Vice President
Worldwide Sales, Lotus &
WebSphere Portal Software

Smarter Work:

Maximizing Business Efficiency in Today's Global

Smart Work

Overview

- What is Smart Work and why is it relevant?

- What are the building blocks of Smart Work?

- What are some example of its business impact?

- Why IBM?

- How do I get started?

Smart Work

Smarter Planet

interconnected | people
instrumented | companies, institutions, industries
intelligent | man-made systems
| nature's systems

The question for today's smarter planet is
How do we optimize business performance?

Smart Work

Where Market Shifts are Accelerating

- Swings in economic and commodity markets

- Lower barriers to global competition

- Rising consumer expectations of speed and personalization

How does business change
to make processes agile and optimized?

Smart Work

People Live and Work in New Ways

- Electronic interaction is more common than face-to-face

- Rapidly expanding volumes make finding the right information and expertise hard

- People want to work at any location and at any time

- Teams and processes increasingly cross organizational and geographic boundaries

How do people collaborate
to maximize their effectiveness working together?

Smart Work

And Business is Bottlenecked by Limited IT Resources

Traditionally… "76% of I.T budgets are spent on MAINTENANCE, leaving only 24% for NEW INVESTMENTS." – Forrester Research

- Point-to-point connections are too slow and unaffordable

- Reuse of IT investments beats replace or duplicate

- Shared resources is a budget necessity
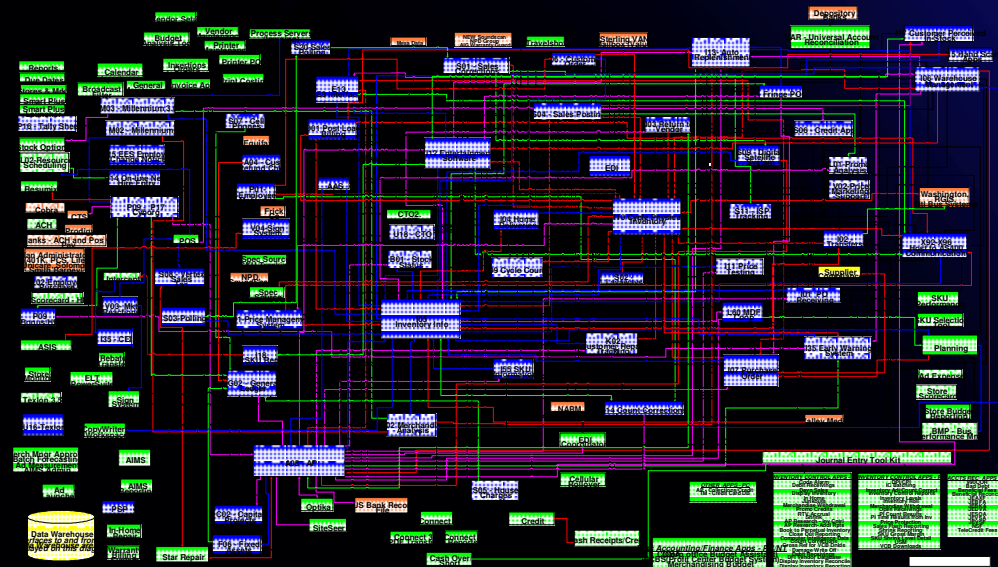
How does technology support the business
to connect people & processes inside and outside the organization?

To Optimize Business Performance We Must Connect

How Technology Supports Business

How People Collaborate

How Businesses Change
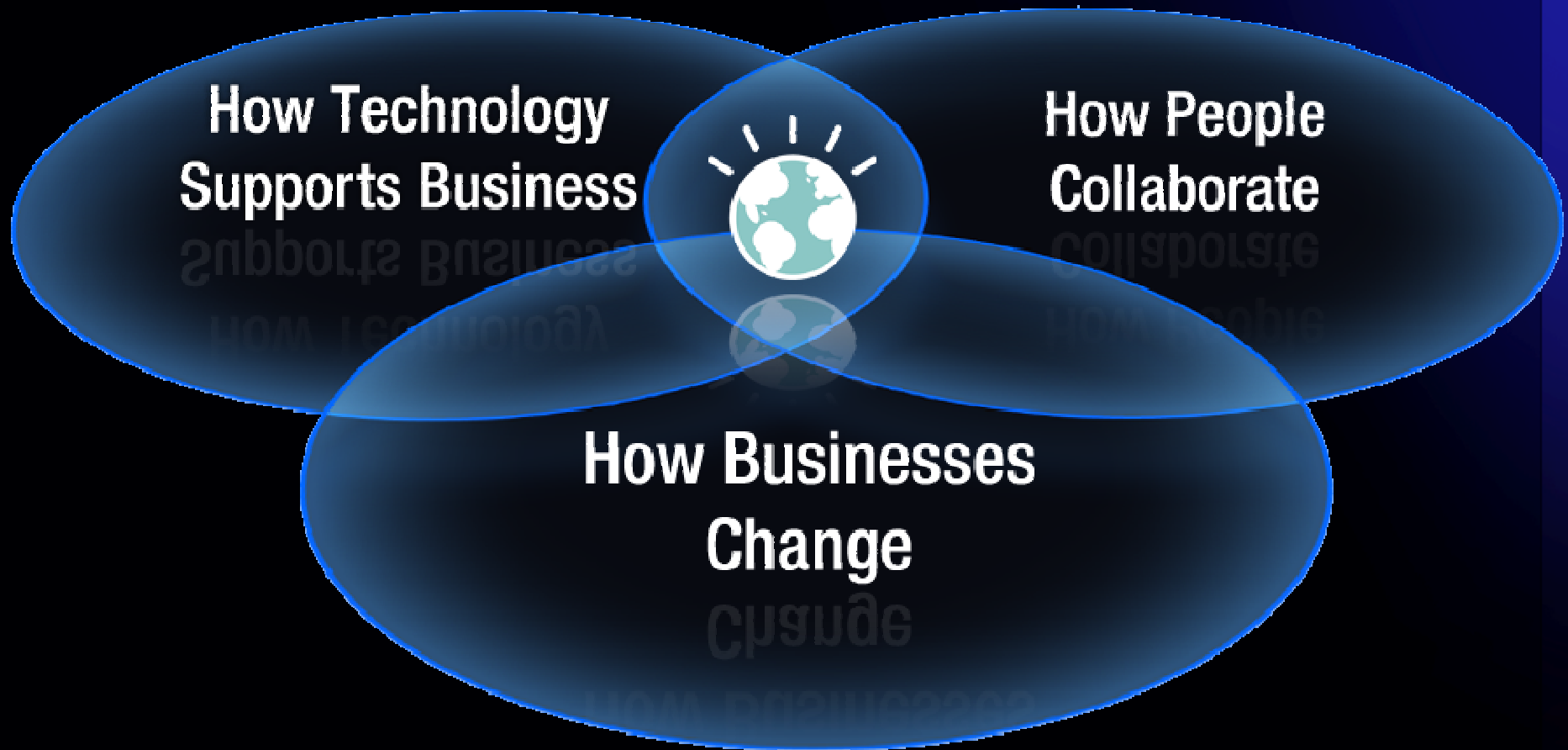
We Must Work Smarter

Smart Work

Optimizing business performance by creating an agile, connected and collaborative business environment that empowers people and embraces change.
This is Smart Work.

Smart Work

Begin with the Elements of Working Smarter

Get Started With:

How Businesses Change	To Make Processes Agile and Optimized	Dynamic Business Processes and Models
How People Collaborate	To Maximize People's Effectiveness Working Together	Smarter Collaboration
How Technology Supports Business	To Connect People and Processes Inside and Outside the Organization	Interconnection with Smart SOA

Smart Work

Smart Work requires Dynamic Business Processes

91% of
CEOs are
restructuring
work today

- Act on real-time insight

- Empower business users

- Adapt to change dynamically

Smart Work

Smart Work requires Smarter Collaboration

71% of CEOs place greater focus on collaboration – 2008 IBM CEO study

- Leverage relationships

- Increase people's productivity

- Extend expertise and foster innovation

- Optimize the cost of people working together

Smart Work requires Smart SOA

- Deliver a dynamic, scalable foundation

- Enable flexible business

- Implement services rapidly

IBM Study Shows SOA Delivers*:
- Higher revenue per employee
- Shorter payback periods for IT investments
- Faster development and deployment times

CONTINUOUSLY OPTIMIZE

END-TO-END PROCESSES

SOA

*Source: IBM Benchmarking Program and APCQ; 2009

Smart Work

Examples of Business Impact

| Industry	Process	What's Smart
Retail	Stocking Decision Making	Turning customer data into valuable business insight
Government	Traffic Management	Optimization of traffic flow based on real-time citizen data
Healthcare	Clinical Decision Making	Collaborative decision making

Smart Work

Working Smarter and Saving Money

How do I ?

- Save money
- Unleash the expertise in my business
- Make collaboration simple for users
- Share content and ideas
- Meet with the right people without travel
- Collaborate effectively via my mobile device
- Connect to partners & customers outside the firewall
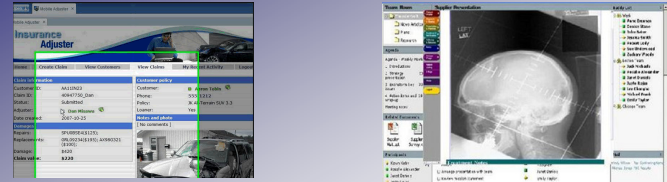- Leverage existing investments

Smart Work

Deliver collaboration in context

Collaboration "is" the application
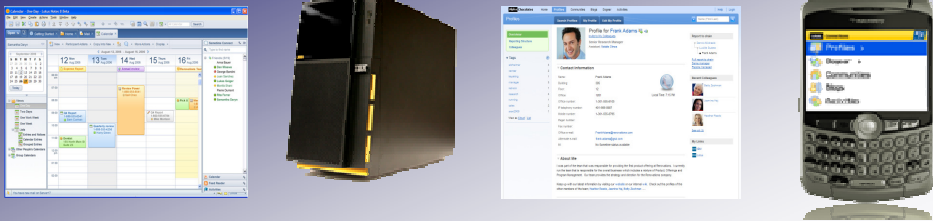
Desktop   Appliance   Web   Mobile

Collaboration "Inside" the app
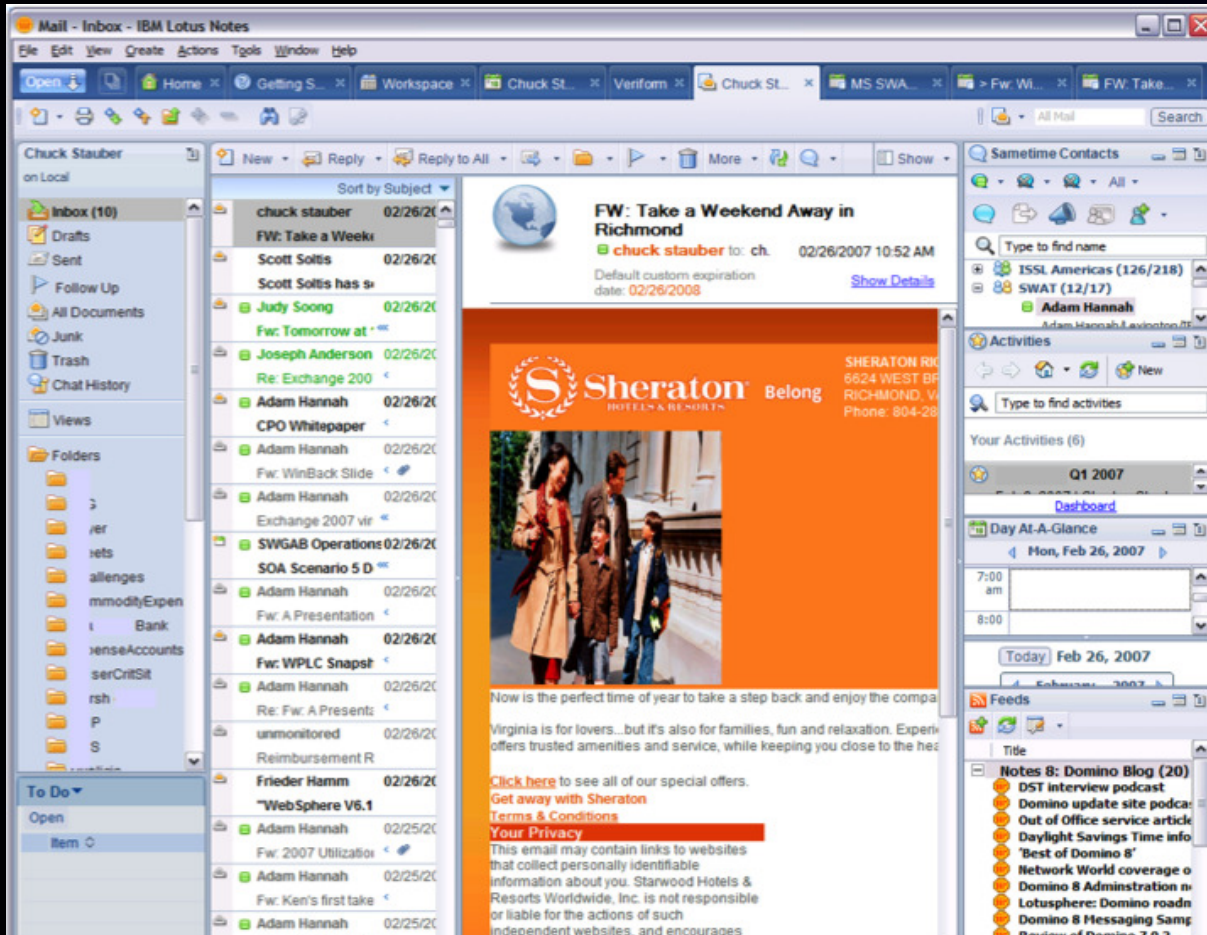
Middleware   Business Applications

Collaboration as a Service

Hosted   SaaS

Applications & Information   Communication & Collaboration Services

ORACLE   DB2   SAP   BlackBerry   EMC² where information lives
Microsoft SQL Server   IBM   CISCO   AVAYA   FileNet P8   Microsoft

Smart Work

Lotus Notes is the Email Client of the Future?

Costs

30%

Integration to existing platforms is mandatory

•**Leverage existing clients**
•**Investment protection**
•**Add capability without upgrades**

Leverage Social Software to harness expertise

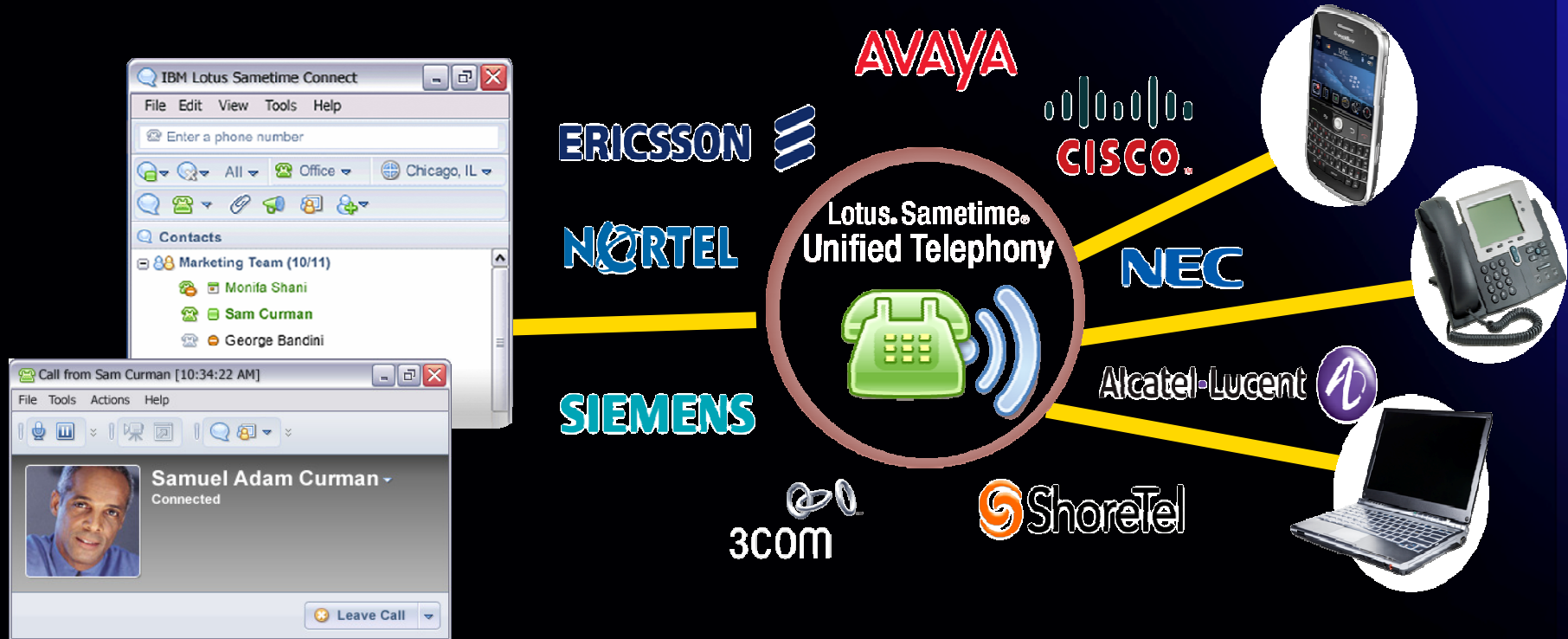- Find expertise

- Share Content outside the firewall

- Share knowledge

- Communicate best practices dynamically

- Leverage knowledge without disrupting the person

- Build Community with customers and employees   19

The re-invention of Telephony

Integrates Unified Communications into business applications

- Rich & consistent Telephony User Experience
- Unique integration into heterogeneous communications environments
- Intelligent call-routing

Unified Communications & Collaboration:Benefits

shortened by **4 days**
sales and ordering process

Nic J. Theocarakis
NISSAN DISTRIBUTOR

**saved
$3** million

Reduced staff and
telephony **costs**

celina
INSURANCE GROUP

$750K/year
added to margins

Smart Work

Grocery Retailer

Adoption of free, standards based clients

Lotus Symphony: Free and Flexible
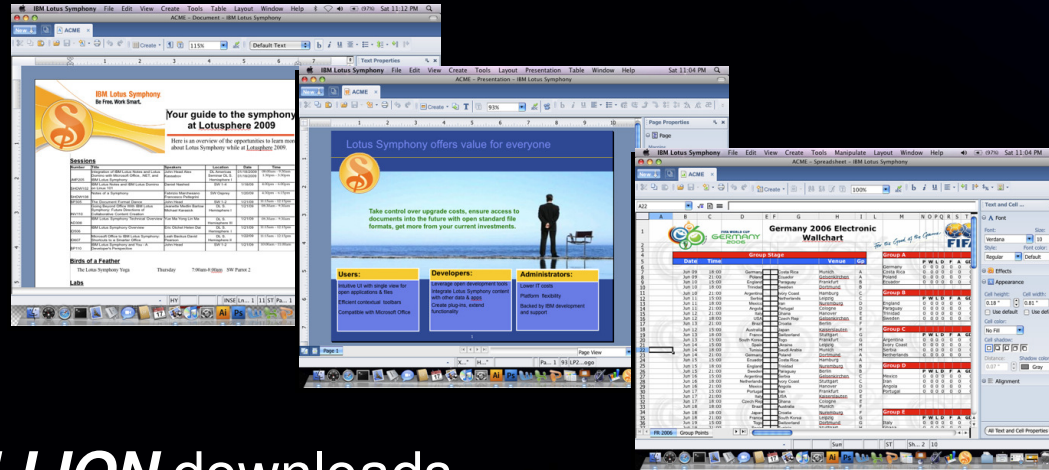
4 MILLION downloads
...and counting

Is there a better place to invest?
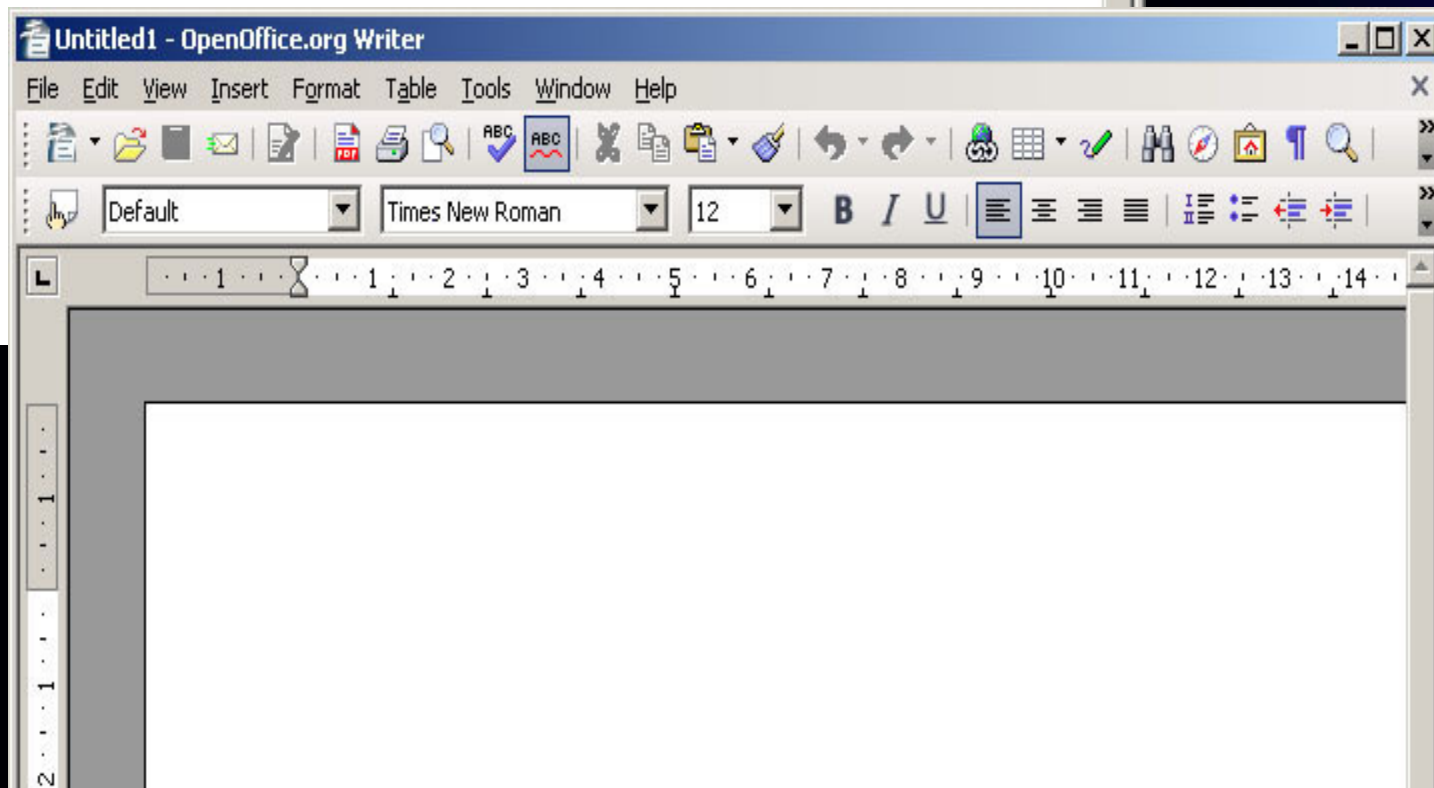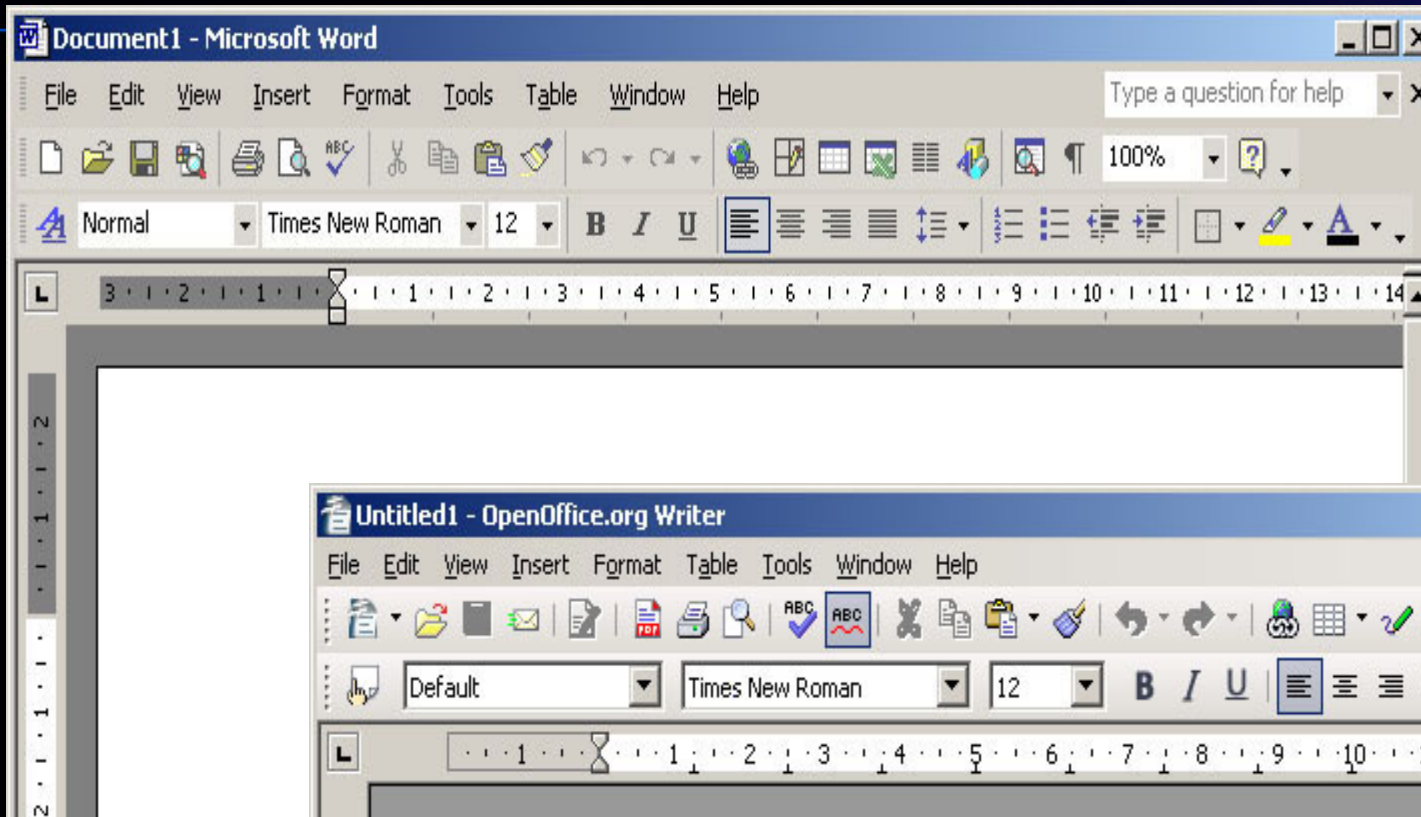
Emergence of Cloud based delivery models

LotusLive
www.lotuslive.com

Files

My Network

Meetings

Events

Chat

Charts

Activities

eMail

Surveys
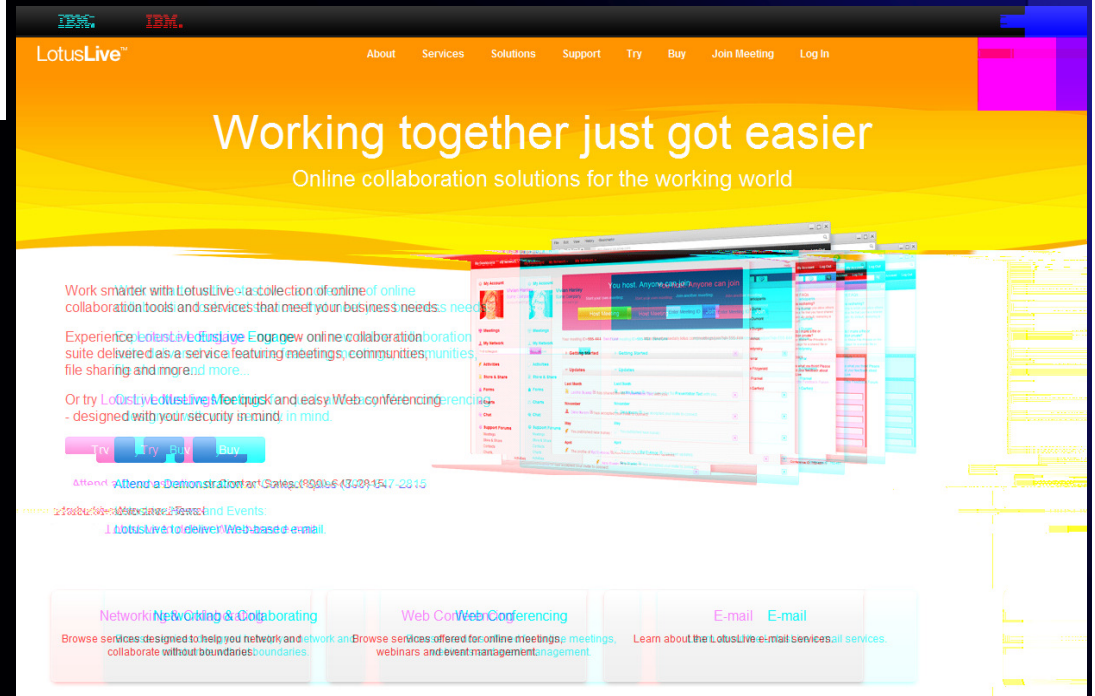
LotusLive wins Enterprise 2.0 Cloud Computing Buyers' Choice Award, beating Google Apps and others, as voted by conference attendees - June 23, 2009:

Smart Work

Users Demand Full Mobile Capabilities On Any Device

Messaging and application

Social Software

Unified Communications

Team Collaboration

Productivity tools
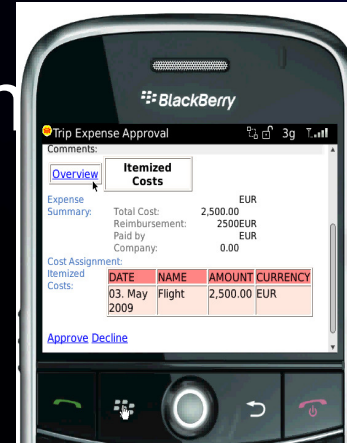
- •SAP Workflow
- •Trip Requests
- •Leave of Absence
- •Developers Kit

SAP on the Blackberry

Smart Work
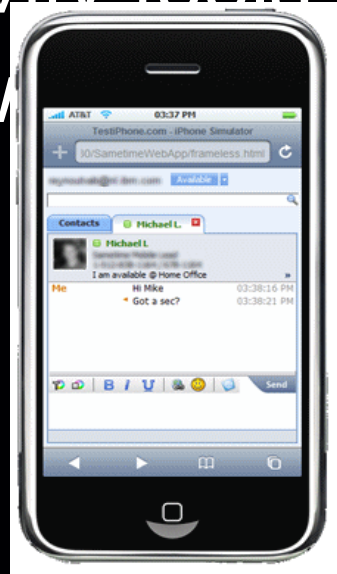
Better Serving Customers with Web 2.0 Portals and Mashups

- ***Providing*** "one place" with personalized access to IBM resources

- ***Integrating*** content, learning, expertise, collaboration and business applications

- ***Enabling*** increased productivity through role-based delivery of resources

- ***Reducing*** development & deployment costs through reuse

Why IBM for Smart Work?

- 250+ business model maps across all industries
- #1 BPM Market share
- 5000+ engagements

Nobody else can combine these elements with the expertise of IBM

- #1 Portal market share
- Leader in Social Software
- 140M Notes and Advanced Collab users
- Helps millions collaborate daily

- 8,002 Smart SOA clients in 122 countries
- More SOA market share than all other vendors combined

Smart Work

Handoff to Citi

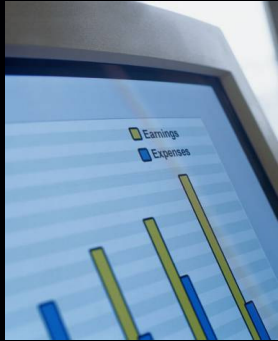# Why IBM for Smart Work?

Growing

Lotus Connections is the fastest growing software product in IBM history

WebSphere Portal ranked #1 for 7 years by Gartner

Gartner declares Notes the "email client of the future"

Innovating

Lotus Mashups first commercial grade mashup offering

IBM launches Center for Social Software

Invests >$1B in UCC

LotusLive is first B2B cloud collab offering in the industry

Expanding

120M Sametime Seats

145M Notes Seats

>6000 Websphere Portal customers

Millions of Connections licenses in use

Partnering

BlackBerry

SAP Linked in

Salesforce skype

ODF ALLIANCE

Extensive partnerships with market leaders in mobility and business applications

Over 10,000 Notes & Domino Business Partners

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

Smart Work

IBM brings 20+ years of collaboration leadership and the world's most powerful, open portfolio

IBM UC² Strategy

technical
expertise

industry **knowledge**
and **experience**
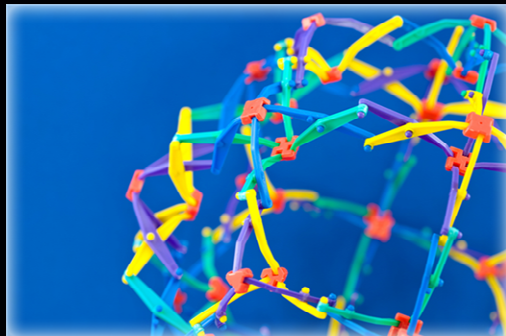
open and
extensible platform

ecosystem of
partners

Smart Work

IBM's Unified Communications and Collaboration Software Platform

Conferencing

Voice

Mobile

Messaging

IDENTITY

EVENTS

Lotus Sametime

DEVICE

LOCATION

PRESENCE

Instant Messaging

open

secure

Call Management

Communities

extensible

scalable

multi-platform

Smart Work
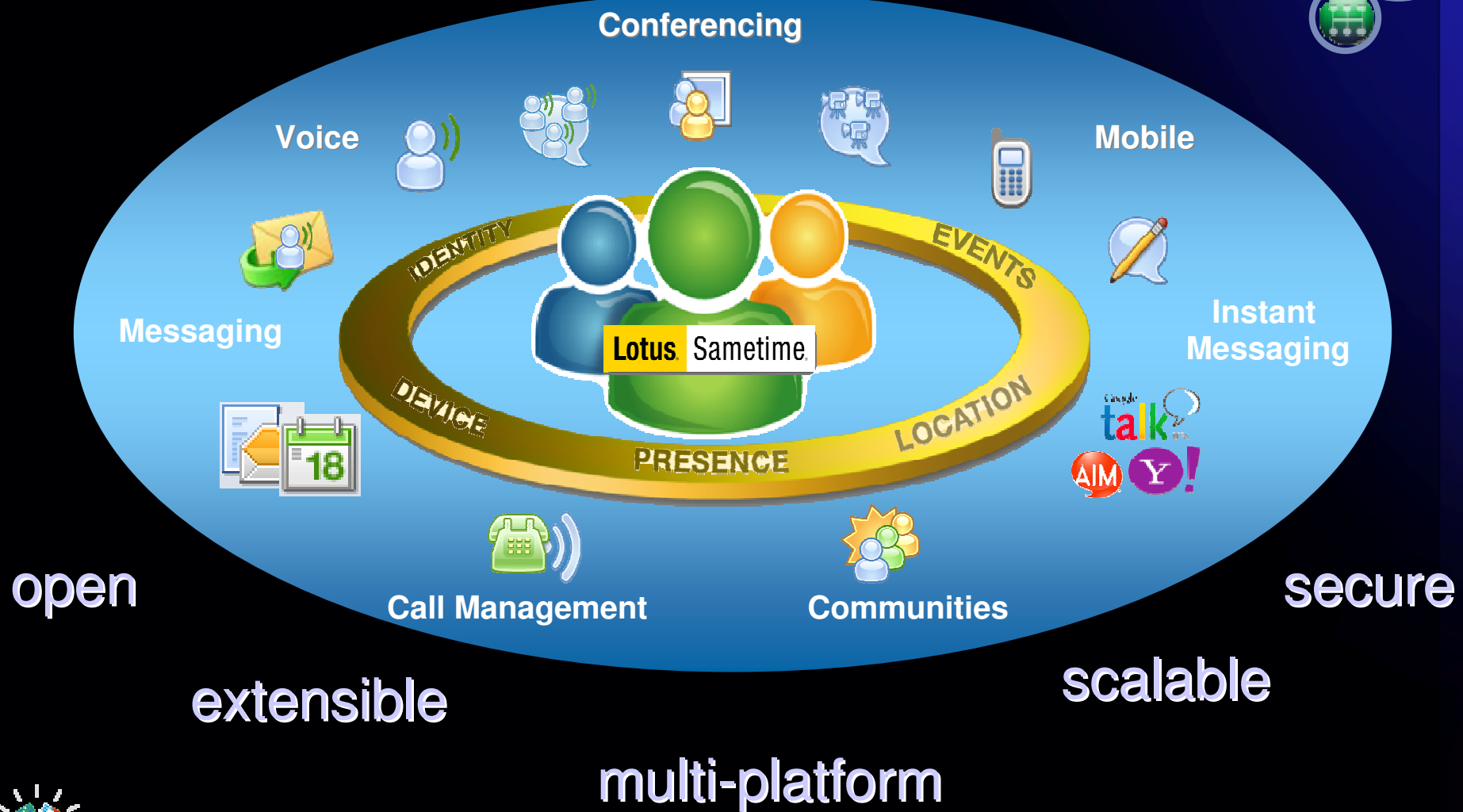
Communications Enable Business Processes (CEBP)
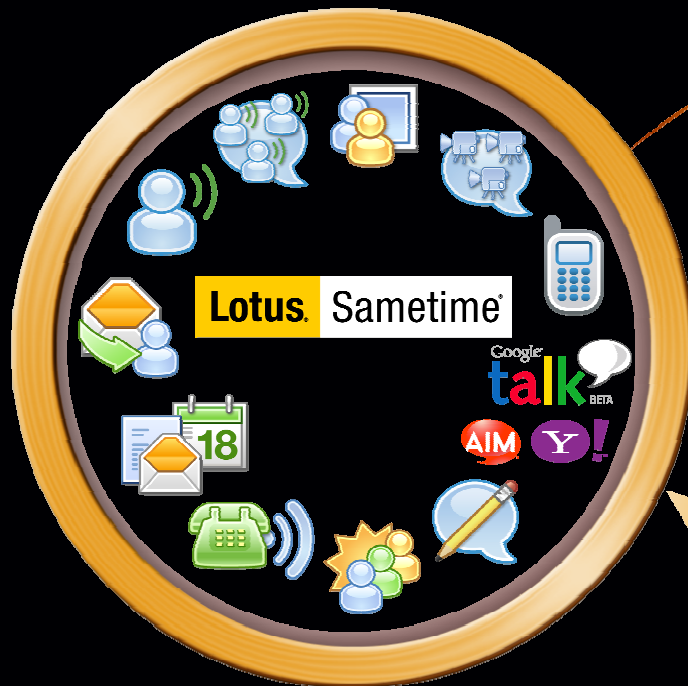
Applications &
Processes

Lotus. Sametime®

Smart Work

Leverage Rich Web 2.0 Experiences with Existing Investments
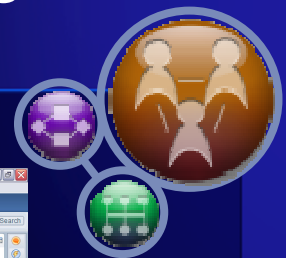
Rich User &
Application
Experience

Enterprise Portals
Browser
Corporate Level

Business "Mashups"
Browser
Department level

Smart Work
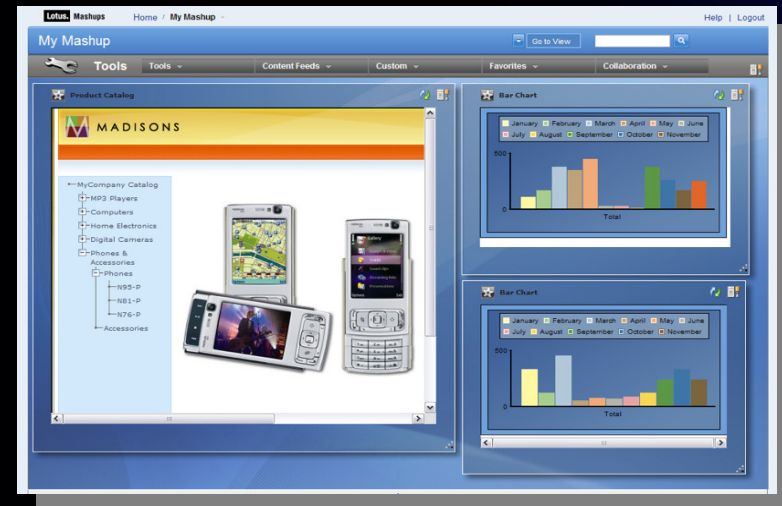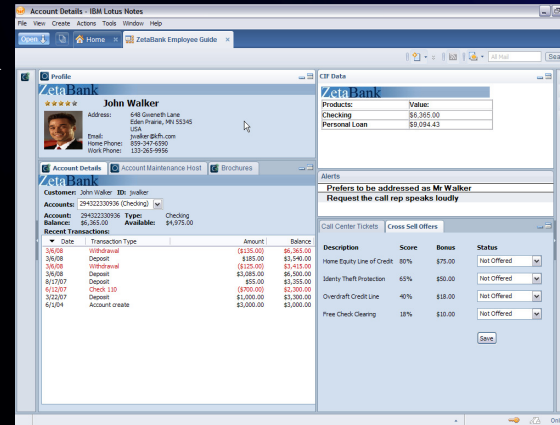
IBM's Social Software Strategy

Delivering the most complete set of social software services

RICH CLIENT   PORTAL   MASHUPS   BROWSER   DESKTOP CONNECTORS   ATOM   MOBILE

BLOGS

ACTIVITIES   COMMUNITIES

TEAM SPACES   DOGEAR

PEOPLE   PLACES   CONTENT

WIKIS   DOC LIBRARIES

SHARING   FORUMS

PROFILES   LISTS   HOME PAGES

Smart Work

34

Recent highlights: IBM Collaboration Strategic Customers

Continental

- 75,000 users

- Merge and acquisition of Continental (migrated from Exchange to Notes in 2004) with VDO Siemens (40k Exchange users)

- High visibility and executive engagements

- Evaluation of costs and Proof of Technologies. Winning value on IBM Lotus strategy and future vision. Openness and flexibility for future change at Continental

- 40k Exchange users migrated in 4 months

HSBC

- 312,000 users

- Internal pressure from lines of business to switch to MS Outlook

- Environment had grown to be inefficient and was costing HSBC 2-3x the industry average to maintain and manage (HSBC estimates)

- 12 months, $1M plus evaluation, multiple PoCs, involving multiple strategies including desktop, application platform, search, document repositories, and collaboration

Cloud Case Study: Financial Services Provider
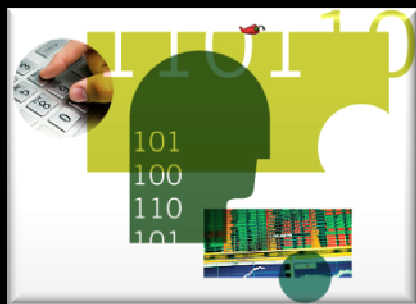
Benefits:

Improving time-to-market, higher quality and reduced costs – with a payback period of 10 months

Challenge:

- Provide a more secure and economic way to develop and test business applications

- Required support of multiple server environments

Solution:

- Create a on-premise private test and development cloud

- A secure, self-service environment for internal developers and testers worldwide to develop, port and validate software

Smart Work

IBM's Own Collaboration Example

11+ M Chats per Calendar Day

29% Reduction in e-Mail usage

Millions in Savings with eMeetings

Collaboration in Cloud – Org Boundaries

Leverage UCC to reduce costs
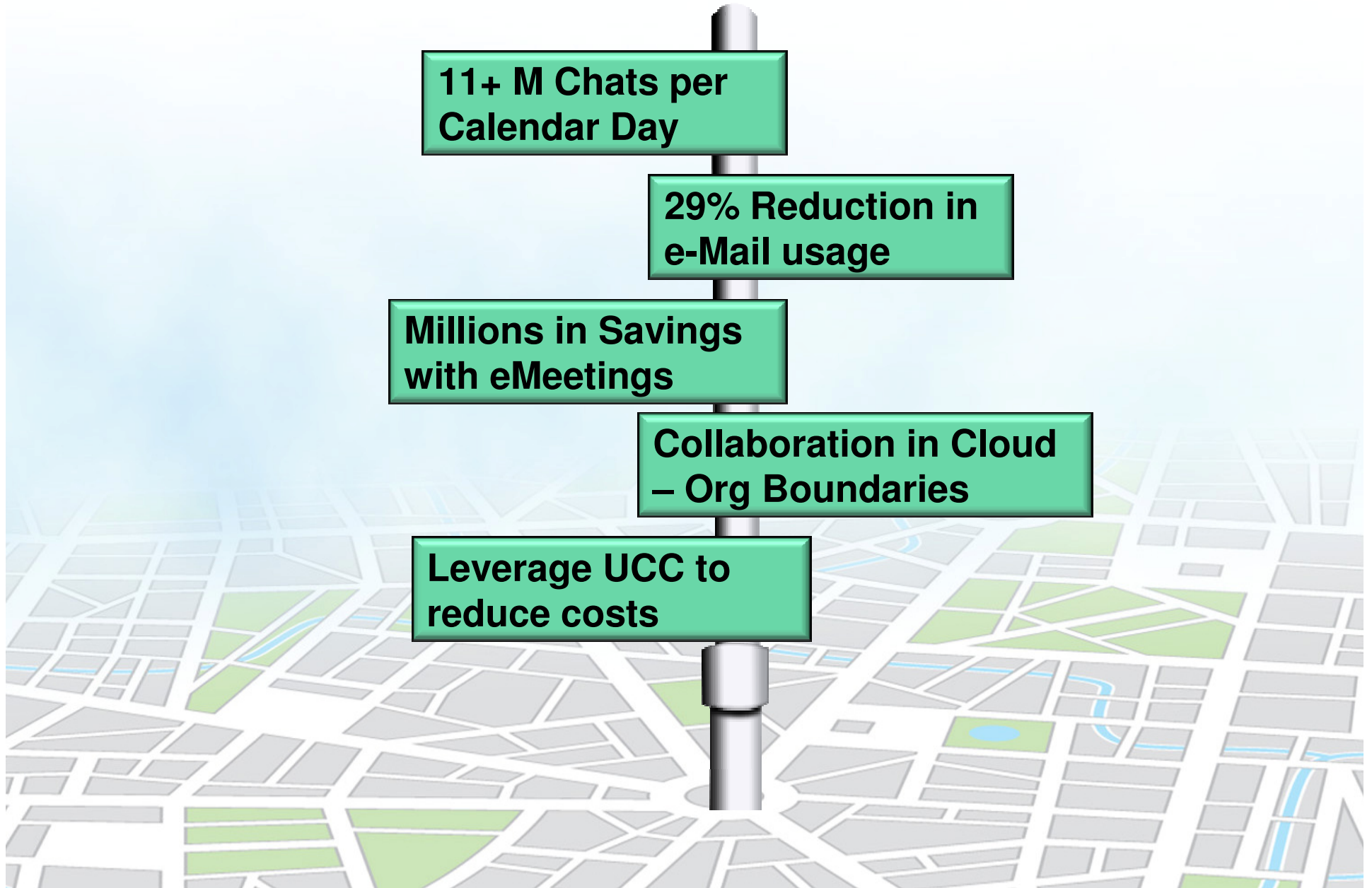
The Collaboration Maturity Model

Insight & Innovations
- **Embedded Collaboration and Communication**
- **Social Computing**
- **Mashups**

On Demand Access
- **Unified Communications and Collaboration**
- **Directories and Profiles**
- **Mobility Solutions**
- **Portals**

Realtime Communications
- **Instant Messaging and Presence Awareness**
- **Web and Video Conferencing**
- **Web Content**

Baseline Communications
- *Telephony*
- *Email and Calendaring*
- *File Sharing*

38

A Unified, Collaboration Experience

Unified Communication, Instant Messaging

Social networking— wikis, blogs, mashups, activities

Personal and corporate content/document library

Documents, presentations, spreadsheets

Feeds, My Widgets, Live Text

E-mail, calendar, contacts

Collaborative and business applications

ORACLE
DB2
SAP
BlackBerry
EMC² where information lives®
Microsoft SQL Server
IBM
CISCO
AVAYA
FileNet P8

Smart Work

Leveraging _ALL_ your current investments

39

Surge in Web 2.0 portals and mashups

Rich User & Application Experience

Enterprise Portals
Browser
Corporate Level

Business "Mashups"
Browser
Department level

40

A Global Bank Delivers Expertise To Customers

Challenge

No easy way to find, learn from and work with experts across the company; Re-inventing the wheel again and again

Solution

Lotus Connections: Corporate white pages directory that allows employees to quickly find expertise in different markets, technology and financial services. Blogs, bookmarks and communities services are used so employees can share knowledge and get feedback from experts. Employees are using Activities to execute key deliverables faster

Business Value

- Improving the efficiency of key revenue generating employees
- Increase customer satisfaction with faster service
- Raising the reach and impact of their subject-matter experts

Smart Work

A Global Bank Delivers Expertise To Customers

Challenge

No easy way to find, learn from and work with experts across the company; Re-inventing the wheel again and again

Solution

Lotus Connections: Corporate white pages directory that allows employees to quickly find expertise in different markets, technology and financial services. Blogs, bookmarks and communities services are used so employees can share knowledge and get feedback from experts. Employees are using Activities to execute key deliverables faster

Business Value

- Improving the efficiency of key revenue generating employees
- Increase customer satisfaction with faster service
- Raising the reach and impact of their subject-matter experts

Smart Work