Starting your Cloud Computing Journey

Business Gets Social **2012**

IBM Software Roadshow

ibm.com/socialbusiness/events

Agenda

- **Social Business Strategy**

- What is IBM SmartCloud for Social Business? Portfolio Overview

- What's New

- 2012 Roadmap

- Globalization and Security

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Cloud is a Priority for IBM

- Growth for cloud is predicted to outstrip traditional IT by 5X*

- Cloud will be a $7 billion business for IBM by 2015*

- By end of Q311, IBM cloud revenue was already 2X 2010*

- One of 4 key growth plays on IBM's 2015 Roadmap

IBMSmartCloud

Overview   Consulting & Implementation   Cloud Infrastructure   PaaS   IaaS   SaaS   Private Cloud   Community

SmartCloud Foundation: the groundwork for your cloud. **Read more.**

IBM cloud computing: Rethink IT. Reinvent business.

What is cloud computing?

Cloud computing changes the way we think about technology. Cloud is a computing model providing web-based software, middleware and computing resources on demand.

By deploying technology as a service, you give users access only to the resources they need for a particular task. This prevents you from paying for idle computing resources. Cloud computing can also go beyond cost savings by allowing your users to access the latest software and infrastructure offerings to foster business innovation.

80% of the Fortune 500 use IBM cloud computing capabilities.

Connect with us

Business Solutions:
A key part of IBM's investment in Cloud

Social Business

Smarter Commerce

Business Analytics & Optimization
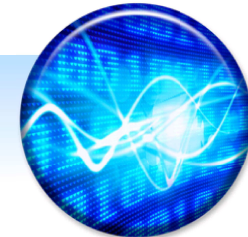
Smarter Cities
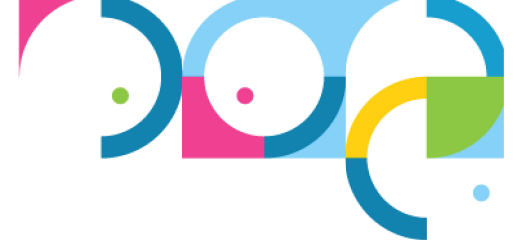
Agenda

- Social Business Strategy

- **What is IBM SmartCloud for Social Business? Portfolio Overview**

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IBM SmartCloud for a Social Business is a Collaboration platform in the Cloud
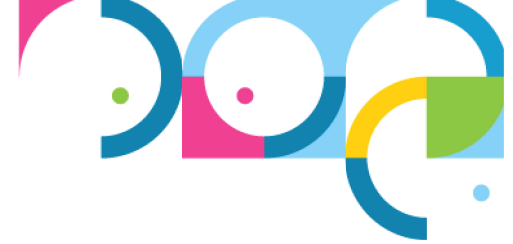
People

Communities

Activities

Files

Meetings

Events

Chat

E-mail

Survey Forms

Our Strategy

Simplify and improve business interactions, both internally and externally

Expanding the enterprise perimeter to the cloud

Creating new business value through seamless integration with your applications

IBM SmartCloud for Social Business- portfolio

Dashboard
Your personal homepage, providing you with a consolidated overview of your business network

Communities
Collect resources and share among people with common interests, responsibilities or joint projects

Files
An online space for storing and sharing documents, presentations, bookmarks and content collections

Meetings
Share your entire screen, publish select documents and even attend a meeting via your smartphone

E-mail
Enterprise-ready Web, Mobile and Rich Client e-mail capabilities

Calendar
View your colleagues' free and busy times and create and share multiple calendars

People
The People feature allows you to manage your contacts and connections; project your personal Profile

Activities
Introduce new projects, track a meeting to-do list, brainstorm new solutions and more

Forms
Create and publish surveys and forms for your business

Events
Online event management – manage registration, host your event and conduct post event analysis

Instant Messaging
Communicate in real-time – text chat instantly with business contacts and colleagues

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IBM SmartCloud Engage

Social Business Collaboration as a Service, designed for Intranet and Extranet Collaboration

Capabilities

- Share information more easily with customers, suppliers and business partners beyond company boundaries

- All data encrypted via Strong SSL EV

- Affordable and flexible subscription terms

- Lower up-front investment

- Minimal IT staff required

- Single Sign On (SAML)

- Work-ready integrated business applications

- 5GB file quota per user by default

- World-wide deployment available in over 20 languages

- Service Level Objective 99.9%

- Standard Mobile capabilities (Apple® iOS®, Google® Android®, RIM® BlackBerry®)
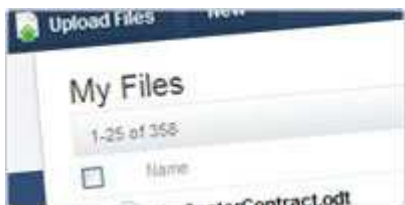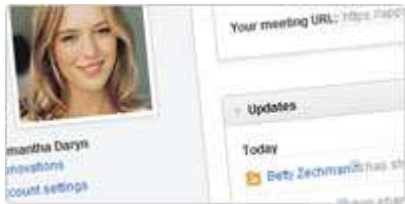
Differentiators

- No mining of your data for advertising or other purposes

- Capability for integrating your on-premises (e.g., .Net, Java, Domino, SAP, Filenet, etc.) and cloud-based applications

- Built on Web 2.0-based social networking model for more effective collaboration

- Unlimited Guest invitations at no-cost

- "Get Connected" business network

- Real-time IM collaboration (intra/extranet)

- Complete set of integrated social and real-time collaboration tools

Features

+ Mobile

+ Integrated Apps

User Types

Become → **Invite**
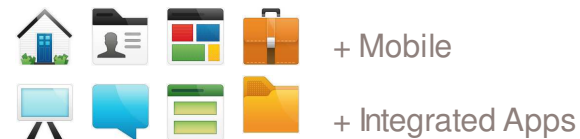
Trial Users:

- 60-day trial

- All collaboration services, including e-mail

- Up to 25 people in your company

- 3rd-party business applications trial, as well

- No guest invitations

Subscriptions:

- All entitled services

- Subscription-based service

- Intranet / Extranet Collaboration

- 5GB default file storage quota per user

- Social Business Networking "Get Connected"

- SSL encrypted

- SLA 99.9%

Guests:

- "By invitation" only by a subscriber

- No-charge to invite guests

- Restricted access to only content that has been shared with them in the access control

- Limited to 25MB file quota storage per guest

IBM SmartCloud, multi-tenant model
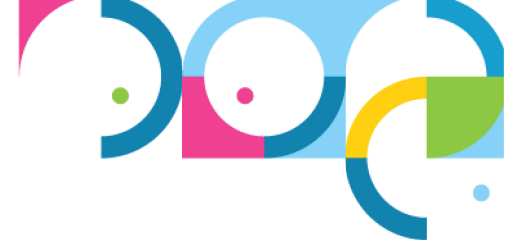
- Companies sign-up for LotusLive

- Each company's content is their property

- Data separation is achieved by an access control security-rich architecture

- "Private" by default; opt-in, where applicable

- Restricted "Internal Only" content

- Users of Company1 can share content with users of Company2 if the content has been designated as externally acceptable: Human-centered security

- Guests – and any external user – can only access content to which they have been granted explicit access or authored

- Users' rights management per content within each feature: Content Owner, Editor, Reader

IBM SmartCloud Integrated Apps – Open standards
Infuse social capabilities into business processes

Selling

B2B Commerce

Digital Signing

Managing Projects (NEW in Q4!)

Collaborative Doc Editing

Scheduling Meetings

Policy-Document Compliance

Archiving

Talking

IBM SmartCloud Notes

A full-featured e-mail service designed for your business needs, providing e-mail, calendar, and contact management
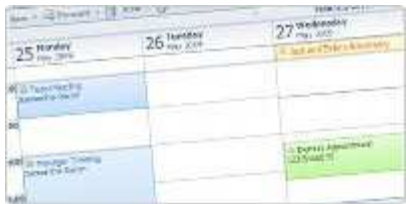
Benefits

- Extensive Lotus Notes expertise available 24x7 from IBM

- Predictable costs with minimal upfront investment

- Have IBM help manage security threats to your messaging environment

- Assistance from IBM with certain regulatory compliance

- Potential for improved availability and reliability over in-house or on-premises deployments

- Benefit from the latest Lotus Domino release features while minimizing update and prototype efforts

- Quickly roll out Notes capabilities to new users in your organization

Differentiators

- Leverages extensive IBM experience in enterprise-wide hosting

- Highly available messaging environments for mid-sized to large enterprises

- IBM brings you extensive Lotus Notes expertise

- Industry-specific business insight, and technology capabilities to help you align IT investments with business goals

Features

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+ Mobile

IBM SmartCloud Notes

Best-in-class, cloud-based messaging for the enterprise

- Cloud-based Domino mail, calendar and contacts

- Hybrid or Service-only deployment models

- Accessed through the Internet via included Notes client or browser

- Integrated Sametime instant messaging

- Seamless dashboard integration across LotusLive

- Includes anti-spam/anti-virus

- Mobile services available

- 99.9% SLO

- 25GB mailbox

- Customizable mail experience

- **Augment** with additional LotusLive capabilites
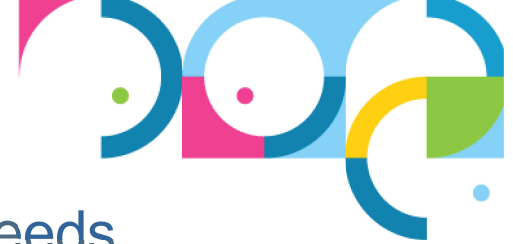
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- Available by subscription USD $5.00/user/month

IBM SmartCloud Notes

A full-featured e-mail service designed for your business needs, providing e-mail, calendar, and contact management

- Best-in-class cloud-based messaging for the enterprise

- Cloud-based Domino mail, calendar and contacts

  - Integrated Sametime instant messaging

  - 25GB Mailbox

  - Includes anti-spam/anti-virus

- Rich, end-user client experience

  - 3 desktop access "modes" using the included Lotus Notes client:

    - Server-based mail file

    - Local replica

    - Managed Mail Replica ("MMR," Notes 8.5.2 and up)

  - Access from browser using LotusLive Notes Web (Domino Web Access)

- Mobile services via BlackBerry® and Lotus Notes® Traveler

- Seamless dashboard integration across LotusLive

- 99.9% SLO

- Secure

IBM SmartCloud is resonating with Customers!

New, easy-to-navigate SaaS business solutions

Category Name	Lead Offer	Bundles	à la carte / Add-ons

IBM SmartCloud for Social Business

IBM Smartcloud Engage

- Engage Entry
- Engage Standard
- Engage Advanced
- Engage Premium

- Meetings
- Connections
- iNotes
- Notes

- Additional Storage
- BlackBerry services
- Traveler
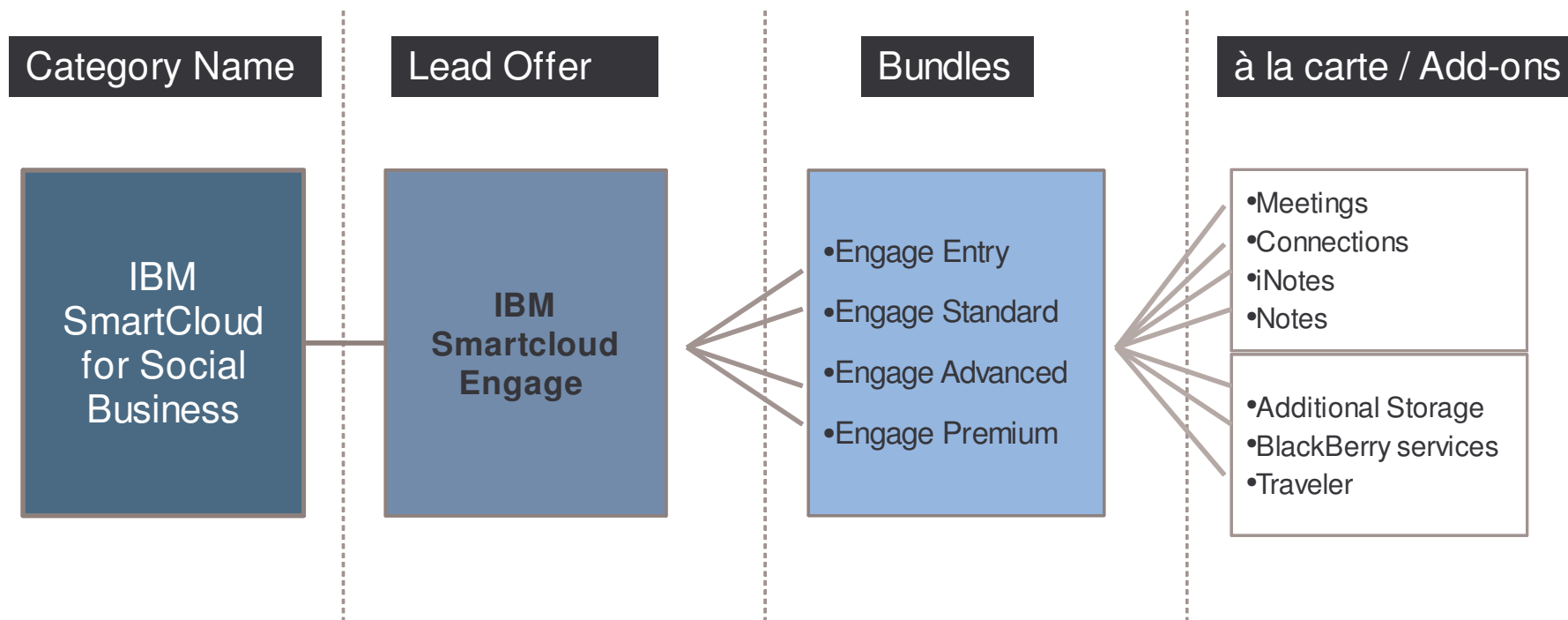
- New flexible SaaS parts, licensing and enhanced eCommerce
- Easier than ever to purchase, renew, extend IBM SaaS business solutions

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IBM SmartCloud services available via IBM Passport Advantage

E-mail

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

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

Collaboration Tools

SmartCloud Engage
An integrated suite combining your business network with collaboration and conferencing services

SmartCloud Connections
Combines your business network with collaboration services

Online Meetings

SmartCloud Meetings
A full-featured, easy-to-use Web conferencing service

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

LotusLive Suites

SmartCloud Collaboration & Meetings Suite
Integrated E-mail, collaboration tools, and online meetings

SmartCloud Collaboration Suite
Webmail and networking with file and project collaboration

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IBM SmartCloud Engage
New stuff!
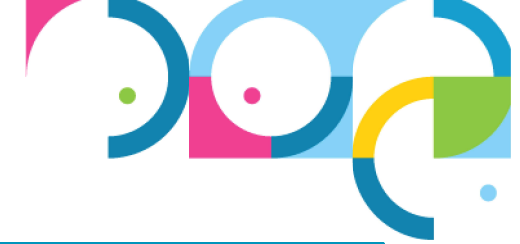
- 99+ new Messaging, eMeeting, Social features

- Expanded mobile messaging support

- New APIs and ISV partnerships

- New Private Cloud Offering: *IBM SmartCloud Social Collaboration for Government*

- New AP Data Centers

- Latest File sharing from IBM Connections

- Mobile Meetings

- Robust new Messaging administration tools

- New integrated partner applications

- Social Business toolkit to integrate enterprise and cloud

1H 2011

2H 2011

IBM SmartCloud Engage

New stuff!

- New Files technology: More customization and a better user experience

- Meetings functional enhancements: audio-cast, recordings and password- protected meetings

- Mobile Meetings – iOS, Android and BlackBerry

- Journalling – Log entries

- LDAP directory integration

- New Third-Party Integrated Business Services

    - **TeamPoint** by FreshTL – TeamPoint allows companies to quickly write, approve and publish policies and procedures as well as manage regulatory compliance documents in an easy to use centrally stored service with integrations into LotusLive Files and Activities

    - **ProjExec Live** by Trilog – ProjExec Live is a highly tuned professional Project Management set of tools integrated with LotusLive to form a combined business service

- Communities enhancements – Community-owned files, more owner controls

- IBM SmartCloud Social Collaboration for Government

- The launch of an Asia Pacific data center in Japan

IBM SmartCloud Notes
New stuff!

- No-charge, 60-day, self-service TRIAL!

- Mobile device manager improvements

- Integrated instant messaging for LotusLive Notes web

- Trash folder management

- E-mail block/allow filters

- Support for Notes 8.5.3

- Mail file transfer over FTP

- ...

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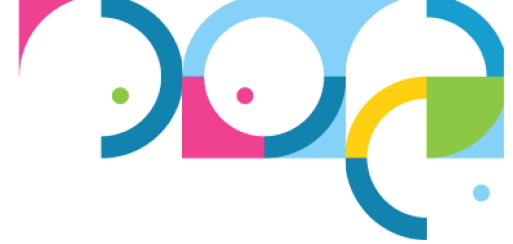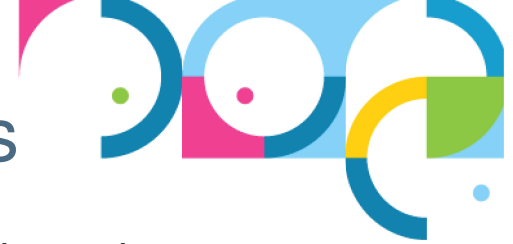
LotusLive Notes + LotusLive Engage 60-day trials

- No charge!

- LotusLive Notes web experience only

- LotusLive Engage includes access to ISV applications

- Access to add-ons (e.g., Retention/Archiving, BlackBerry, Traveler, etc.) in future release

- Support for Hosted configuration only

- Does not rely on utilizing your production e-mail domain

- Targeted at the "Business Evaluator"

- Capability to add 25 additional users

- Experience the Admin interface

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And it look likes this...

IBM SmartCloud Notes MDM improvements
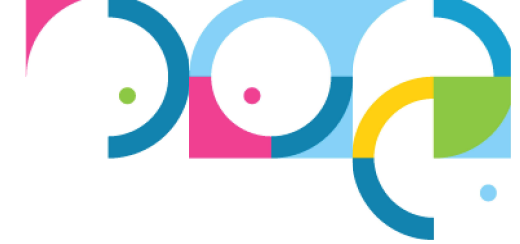
- Administrators now manage users' BlackBerry smartphones through an improved interface in LotusLive Notes Administration

- Users now manage their BlackBerry smartphones through an improved interface in LotusLive

Policies currently enforced for BlackBerry smartphones

Policy	Value
Allow users to send outbound messages through services other than LotusLive Notes™	No
The maximum size of a single native attachment that can be downloaded to a smartphone	10240 (KB)
The total size of all native attachments that can be uploaded from a smartphone	5242880 (Bytes)
The maximum size of a single native attachment that can be uploaded from a smartphone	3145728 (Bytes)
Allow users to disable smartphone passwords	No
Password pattern checks	At least 1 alphabetic character and 1 numeric character
Number of days after which a smartphone password expires and the smartphone prompts the user to set a new password	90
The number of minutes of inactivity allowed before the smartphone is locked and the user must provide a password to unlock it.	30
Minimum smartphone password length	8 characters
Smartphone password required	Yes
The number of previous passwords that are prevented from being used as new passwords	8
Reset smartphone to factory default settings when smartphone is wiped	Yes
Allow users to place calls while the smartphone is locked	Yes
Enable JavaScript™ in the BlackBerry browser when MDS is used	Yes

IBM SmartCloud Notes
Embedded Sametime in LotusLive Notes web

- Sidebar integration

- Access the LotusLive Sametime community

- Access to your on-premises community

- Presence/awareness

*LotusLive Notes web users logged into LotusLive instant messaging currently see awareness only in the buddy list (i.e., not in views or forms)
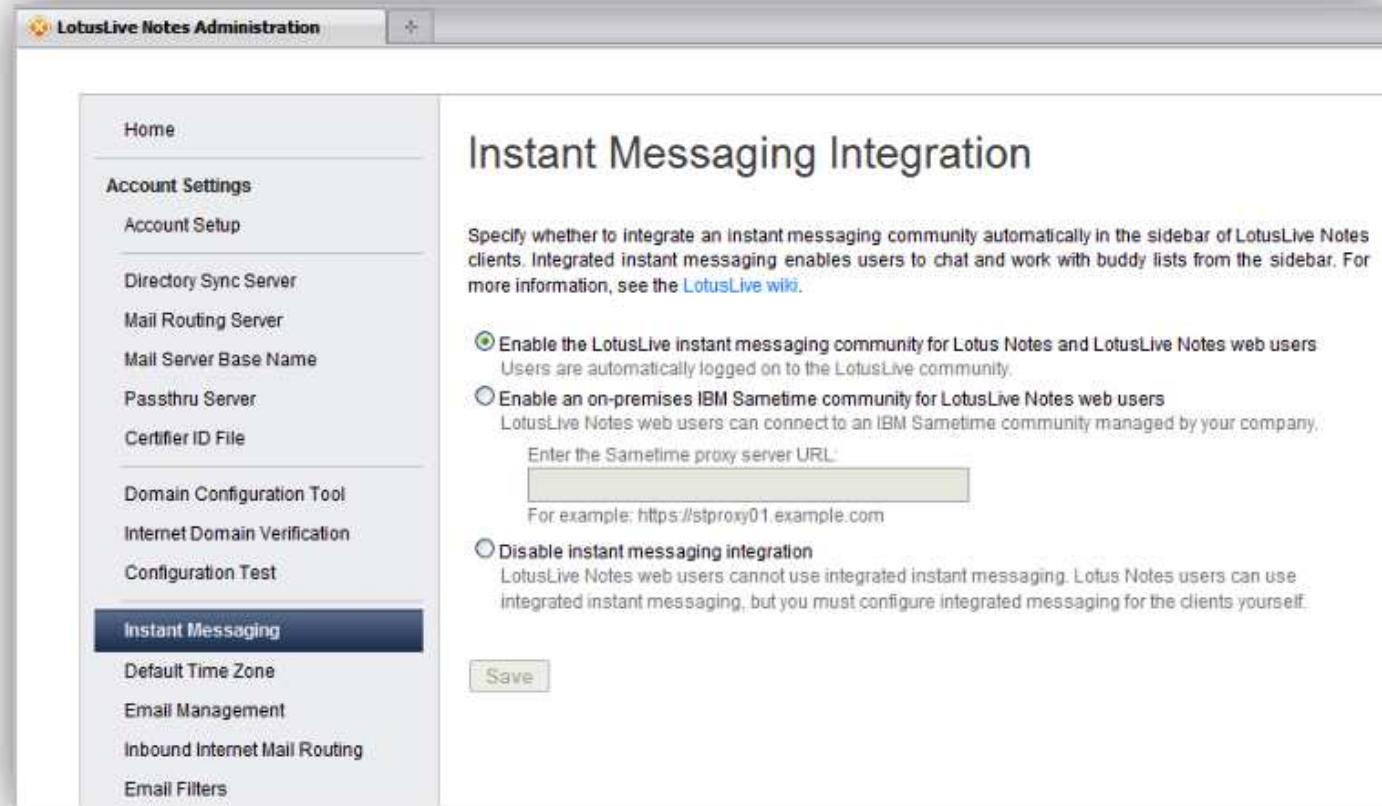
IBM SmartCloud Notes
Embedded Sametime support

- Presence / awareness
- 1:1 + "n-way" chat
- Preferences

IBM SmartCloud Notes
Better Trash [folder] management
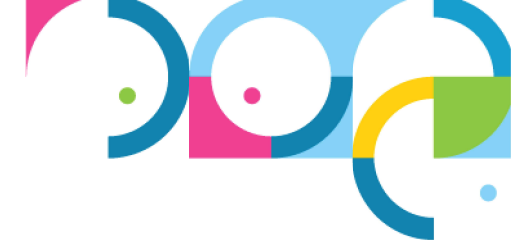
- Generate reports regarding deleted messages across all users

- "Exempt" selected users from deletion activities altogether

- Also, choose whether users can specify and delete a single message, or delete all messages by emptying the Trash folder

Delete Older Email

Delete older email to reduce the size of mail files and to improve email usability. More...

☐ Enable email deletion

Delete email after how many days?

[   ]

By default, no email is deleted.

☐ Keep email that is filed in folders. If selected, email filed in folders is not deleted.

Move email that exceeds the time limit to the following folder temporarily. More...

Folder name: | * To Be Deleted * |

Send email report of the number of emails deleted to the following addresses (one per line):

[   ]

Example: branney@renovations.com

Do not delete the email of the following users (one per line, no groups): [Add]

[   ]

E-mail block/allow list management for Administrators

- Create filters to allow or block inbound e-mail sent from specific internet domains or addresses
- Filters applied to all e-mail addressed to an Internet domain for which LotusLive manages inbound routing

Email Filters

Use filters to allow or block Internet mail sent from specific addresses or domains.
For example, block bill@renovations.com or allow *@renovations.com.
For more information, see the LotusLive wiki.

[Add New Filter] [Save Changes]

1. ✔ ACME Management (1)   ▼
2. ⊖ Billy Filter (1)   ▲

For filter examples, see the LotusLive wiki.

Filters are processed from top to bottom. The first filter that matches a sender address is applied.

To reorder a filter, simply drag it up or down or click the arrows.

IBM SmartCloud Notes
Better e-mail management

Email Management

Use these settings to manage message size, routing, and email deletion.

Limit Message Size

Enter a size limit for incoming messages. Messages larger than the specified size ... to the sender. Size includes all attachments. Leave blank for no limit.

Reject incoming messages that are larger than [0] KB

Configure Mail Retention in the Trash Folder

Specify how long messages remain in the Trash folder and whether users can emp... can be restored to its original folder. Mail that is deleted from the Trash folder cann... managing the Trash folder, see Configuring mail management in the LotusLive wi...

Retain deleted messages for how many days?

Manage Routing to External Internet Domains

To route mail addressed to external Internet domains through an SMTP server that you manage, enter the DNS host name or IP address of the server here. An external Internet domain is any domain that LotusLive Notes has not verified as being owned by your company. More...

SMTP server:

Example: smtp.mydomain.com

Save

Home
Account Settings
Account Setup
Instant Messaging
Default Time Zone

- Route internet e-mail through specific SMTP server for content filtering or other purposes
- Outgoing mail is still filtered for anti-virus protection via Protector

- Limit size of inbound messages
- Configure Trash folder retention:
  - By default, when a user deletes a message, the message is moved to the Trash folder for 14 days before it's deleted
  - Administrators can now change this value: 14 to 90 days
- And more!

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- Social Business Strategy

- What is IBM SmartCloud for Social Business? Portfolio Overview

- Functional Overview

- What's New and DEMO

- **2012 Roadmap**

- Globalization and Security

IBM SmartCloud Notes

High-level Roadmap*

*Items listed are subject to change without notice at IBM's sole discretion
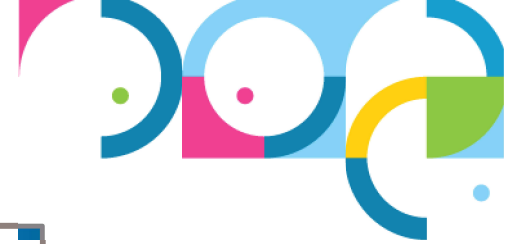
1H2012

IN PROGRESS:

- Branding alignment with IBM SmartCloud
- Password expiration
- LLNotes ↔ LotusLive password sync
- Support for IMAP access to end-user mailboxes
- Support for DJX
- Administrator enhancements for precise control over end-user mail deletion
- Detailed metrics and reporting for monitoring mail usage within a company
- Administrator tools for monitoring security and mail delivery within a company

2H2012

UNDER CONSIDERATION:

- LotusLive offering for mail hygiene
- LotusLive offering for content filtering (DLP-type functions)
- Support for Rooms & Resources in the Service-only configuration
- Support for mail-in databases
- Additional enhancements to LotusLive Notes web embedded Sametime
- HA Traveler
- Convert from Hybrid to fully Hosted configuration
- Support for Return Receipts when sending e-mail over SMTP

IBM SmartCloud Engage

High-level Roadmap*

*Items listed are subject to change without notice at IBM's sole discretion

1H2012

IN PROGRESS:

- Branding alignment with IBM SmartCloud
- New online order processing system
- New flexible parts
- Integrated Web Chat IM
- WinOS/Explorer Files connector
- Moderated and Open org. wide communities
- Progress towards virtual zero scheduled downtime
- LDAP groups integration
- Social Business Toolkit

2H2012

UNDER CONSIDERATION:

- Connections 4.0 updates and progress towards feature parity
- Hi-Fidelity File preview capabilities
- IBM Docs integration: browser-based file, presentation, spreadsheet creation and co-editing
- New packaging options
- New Mobile capabilities
- Partner enhancements
- Co-branding capabilities

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IBM SmartCloud Globalization

- IBm SmartCloud Translated Languages (all G1, most G2, select G3)

  - English, Brazilian Portuguese, Chinese (Simplified), Chinese (Traditional), Danish, Dutch, Finnish, French, German, Greek, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Turkish, Thai, Catalan

IBM
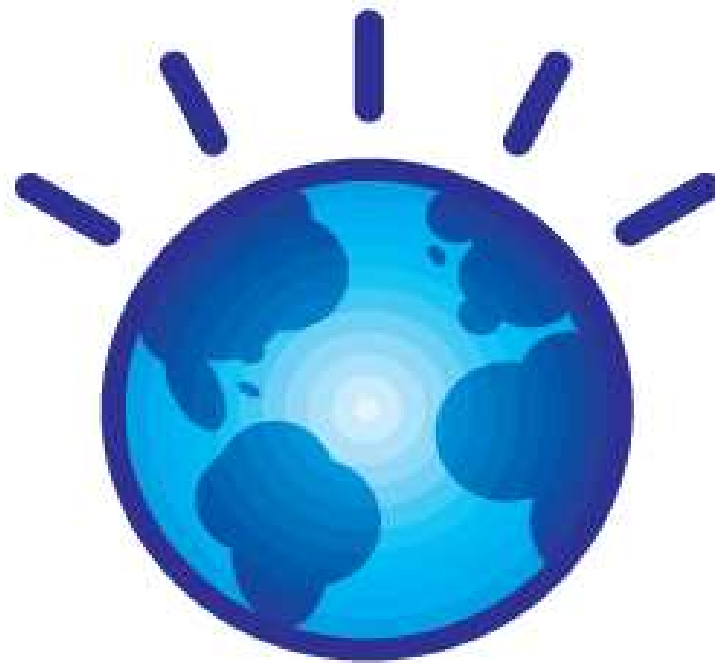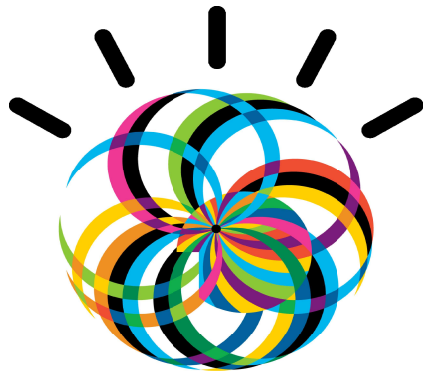
Get Social. **Do Business.**
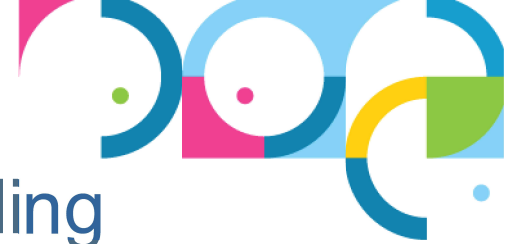
IBM SmartCloud Notes
Over-the-wire mailbox transfer during onboarding

- Data transition into LotusLive Notes "Hybrid" is performed by IBM today via an "out-of-band" NAS-based import process with a defined encryption and "manifest of content" format

- Utilizes an Import Server-based approach for staging data, providing mail file hygiene (including anti-virus) <u>before</u> introducing the mail files into our multi-tenant hosting environment

- IBM SWG Business Controls requires an auditable process with specific requirements for handling customer data and delineation of customer and IBM responsibilities (think "chain of custody")

- Our December 2011 release introduced "over the wire" mail file transfer via secure FTP

- Suitable for smaller data volumes → 250GB per customer per batch maximum

- Attractive to customers outside the US due to high cost of courier service and logistical complexities

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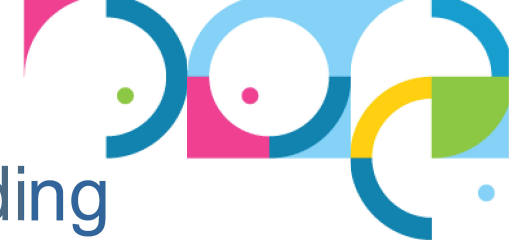
Over-the-wire mailbox transfer during onboarding

Current process

- On-premises mail files are "on-boarded" into the service by means of a network attached storage (NAS) device

    - Pros

        – Most effective way to migrate large amounts of data into the LotusLive Notes service

    - Cons

        – Not well-suited to smaller migrations or situations which require fast response times

        – Effort to manage a physical device; shipping costs; geographic concerns (international shipping complexities)

Secure FTP-based data transfers (NEW!)

- Extends the current data transfer ISSL offering to allow more customers to get onto the service securely over-the-wire

    - Pros

        – Well-suited to smaller migrations, flexible, no shipping costs or physical device management

    - Cons

        – Not practical for large migrations, no guaranteed transfer rate (shared bandwidth, traffic shaping)

        – Limited to 250GB of total active data per customer and only available to Hybrid LotusLive customers
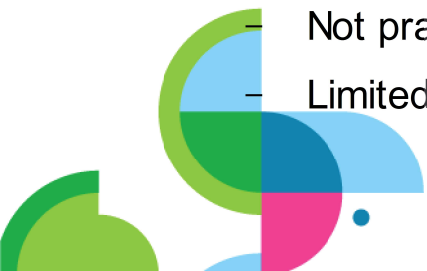
IBM SmartCloud Notes
Mailbox transfer during onboarding
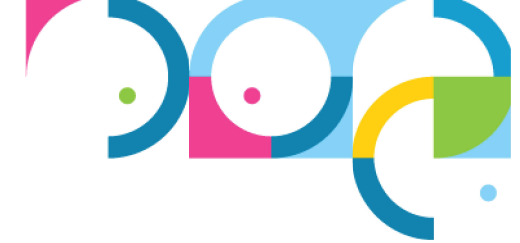
- Five major phases of the mail/ NSF transfer process

Two approaches:
- Physical, NAS-based
- Over-the-wire, secure FTP

Prepare customer environment

Prepare data

Transfer data: Ship NAS

Transfer data: Upload files via FTP

Provision users

Post-migration
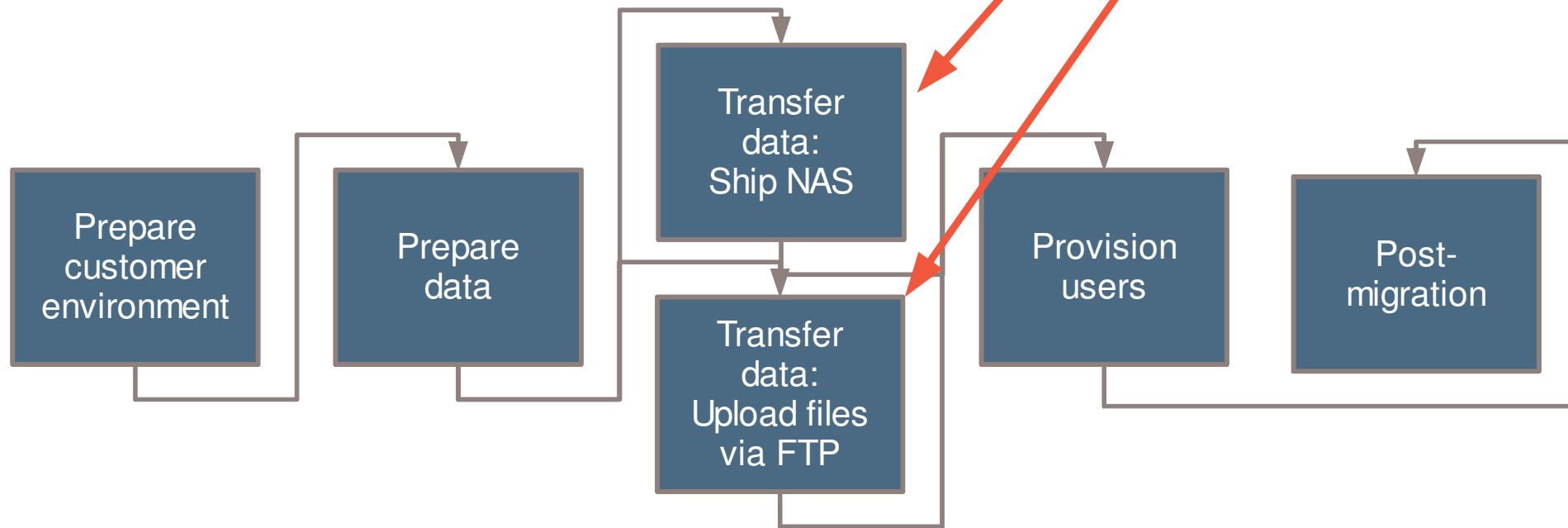
Over-the-wire mailbox transfer during onboarding

- Comparison of transition flows

NAS

FTP

Create migration request

Create FTP migration request (reserve space on FTP server)

Download encryption key

Stage data using OPMT

Encrypt to NAS

Ship NAS

NAS detected, user docs created

Import selected users

Encrypt to local storage (stage data)

Upload files

"Upload complete," user docs created

Scrub data

Provision users
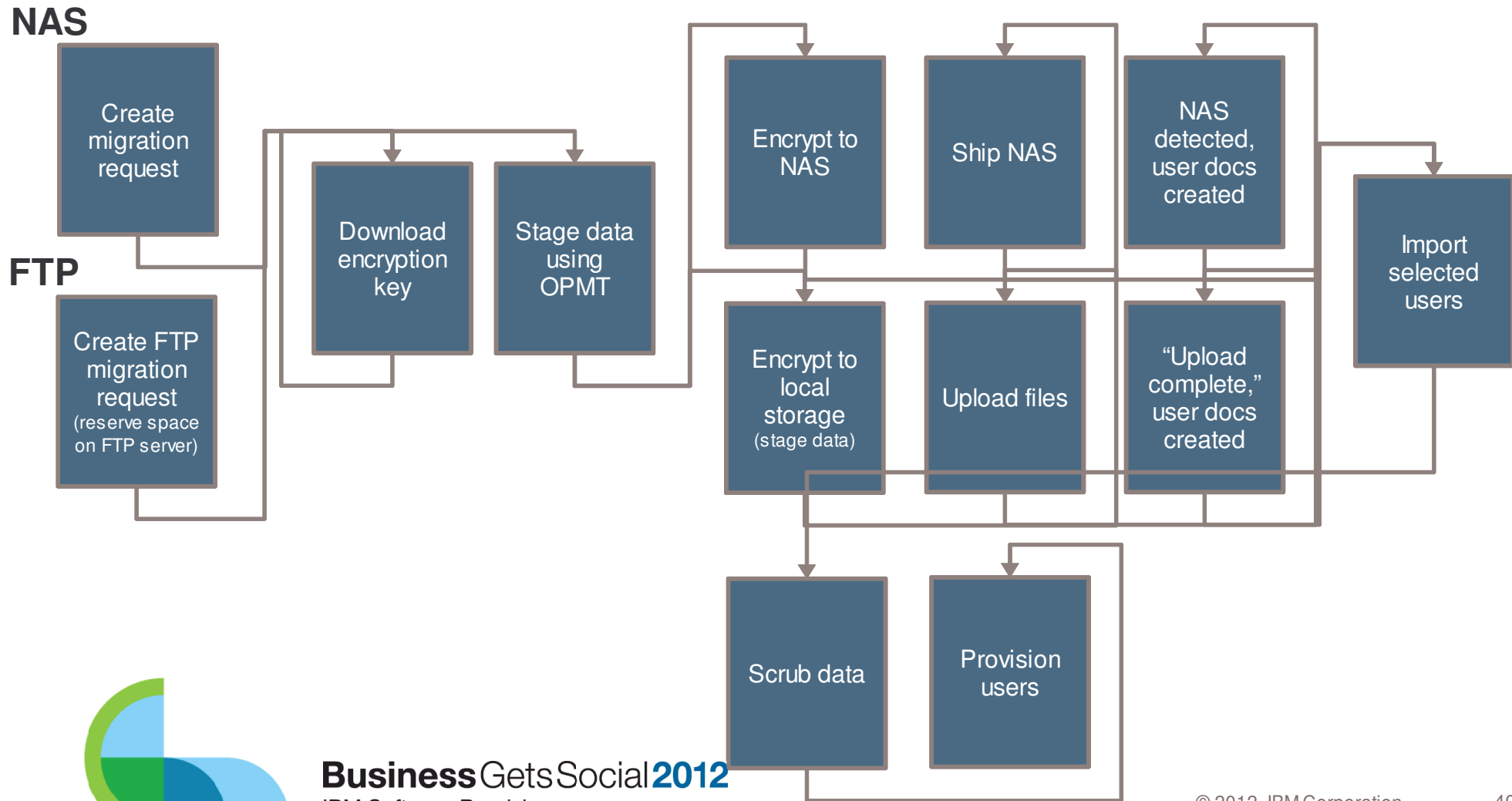
LotusLive™ Notes
Enterprise E-mail and Collaboration in the Cloud

LotusLive Engage
Starting at USD $8/user/month
An integrated suite of tools that combines your business network with collaboration and conferencing services

Complete Collaboration Suite US$10 per user per month

LotusLive Notes
Starting at USD $5/user/month
An online version of IBM's popular Lotus Notes e-mail, calendaring and scheduling product

- Access your LotusLive Notes mail account
  - Navigation integrated into the LotusLive browser experience

- LotusLive Activities plug-in
  - Surface LotusLive activities in the Lotus Notes client sidebar

- LotusLive Meetings plug-in
  - Launch your own – or join another – LotusLive meeting from the Lotus Notes client sidebar
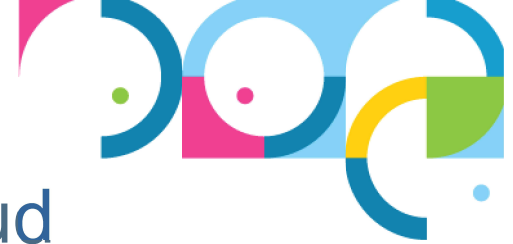
- Sametime community
  - Add LotusLive community to your Lotus Sametime client (embedded or stand-alone) configuration

- RSS feeds
  - Surface any feed-enabled content in the Lotus Notes client sidebar

- SAML-based SSO to LotusLive services

IBM SmartCloud Globally Distributed Data Centers
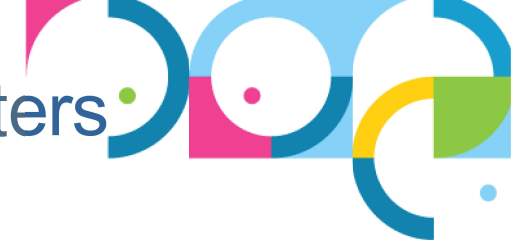
IBM SMartCloud Data Centers

- Distributed data centers in **North America** and **Asia Pacific**; designed for optimal global network efficiency and data localization

IBM SMartCloud Network

- Leveraging Akamai's Web Application Accelerator and Caching technology to ensure consistent and reliable application performance and routing

- Accelerator technology deployed in over 71 countries, utilizing more than 95,000 points of presence

Highly available infrastructure protects service from single points of failure

Backup and Disaster Recovery (DR)

- Data backed up incrementally to protect against data tier or data center failure.

- 8-hour recovery point objective (RPO), the most data that will be lost in the event of a disaster

- 12-hour recovery time objective (RTO), the time it takes to restore production services

Data Center Security

IBM has deployed its services with high-availability enterprise-class data centers, high-performance network services and operational capabilities

- Physical monitoring

- Closed-circuit TV

- Biometric cage controls

- Redundant power

- Redundant network connectivity

- High-availability for all servers

- Layered firewall infrastructure

- Deployed network and application intrusion detection

- Real-time anti-virus at application/server-level

- **Audit logs** for logging and analysis of security related events

Buzz on the street...

For the Fashion Institute of Design and Merchandising, it was important for us to find an integrated technology solution to support the college, and our chosen partner was IBM. The importance is that it offers FIDM an integrated solution that's easier for IT to manage, it's a lower cost, and we can always go back to one source, IBM, to solve our problems and look strategically at what the new offerings are. LotusLive iNotes provides us with a consistent and reliable user experience that facilitates focused and effective communication between instructors and students.

Roxanne Reynolds-Lair, the CIO at the FIDM, Fashion Institute of Design and Merchandising

Moving to LotusLive Notes was an important decision for us because it was the first cloud computing SaaS format adopted by the company. We have saved approximately $62,000 a year in direct spending costs and expect to save about 350 hours a month which can be dedicated to other IT activities.

Jair Becker, IT Director, Agrofel

We decided to move employees to the cloud with LotusLive iNotes. With its simple administration tools and user-friendly interface, LotusLive helped take pressure off our migration team. We were able to move users quickly and easily without any interruption to our network or IT infrastructure. With LotusLive, users can now access their e-mail, anytime, any place.

Rosalyn Donnelly, IT Manager, C&D Foods

IBM SmartCloud Notes
Birth → One Year

- 17 months in market – five major releases!

- Introduced "Domino Utility Server for LotusLive" in March 2011

- Global acceptance – large and small organizations

- True SaaS model – evolving based on customer requirements

- Competitive differentiators:

  - Hybrid architecture
  - Included Notes client and instant messaging
  - Dashboard experience for end-users
  - Flexibility

Apr 2010	BETA
Jun 2010	Limited Availability
Aug 2010	General Availability
Oct 2010	1st Update
Feb 2011	2nd Update
Jun 2011	3rd Update
Dec 2011	4th Update

Business Gets Social **2012**
IBM Software Roadshow

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