IBM Smarter Business and Technology Series

Lotusphere and InformationOnDemand Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

22 February 2011 The Shangri-La Hotel, Makati, Philippines

Got Social in the Cloud:
Optimizing Delivery with Cloud Collaboration

Tony Lee
LotusLive, IBM Software Group, Asia Pacific

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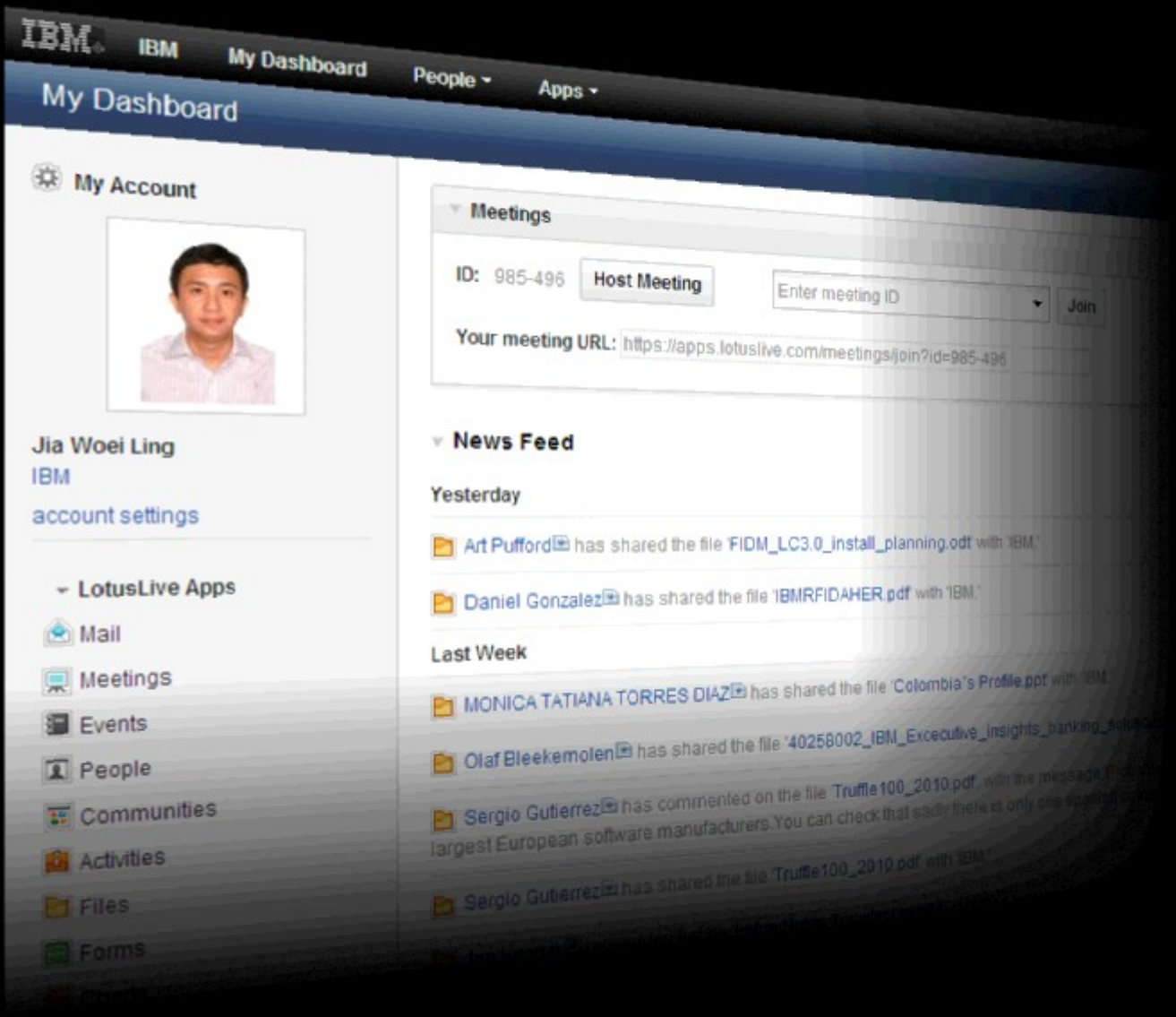
Lotusphere and InformationOnDemand Come to You



Jia Woei Ling
Executive
Social Business Cloud
IBM ASEAN

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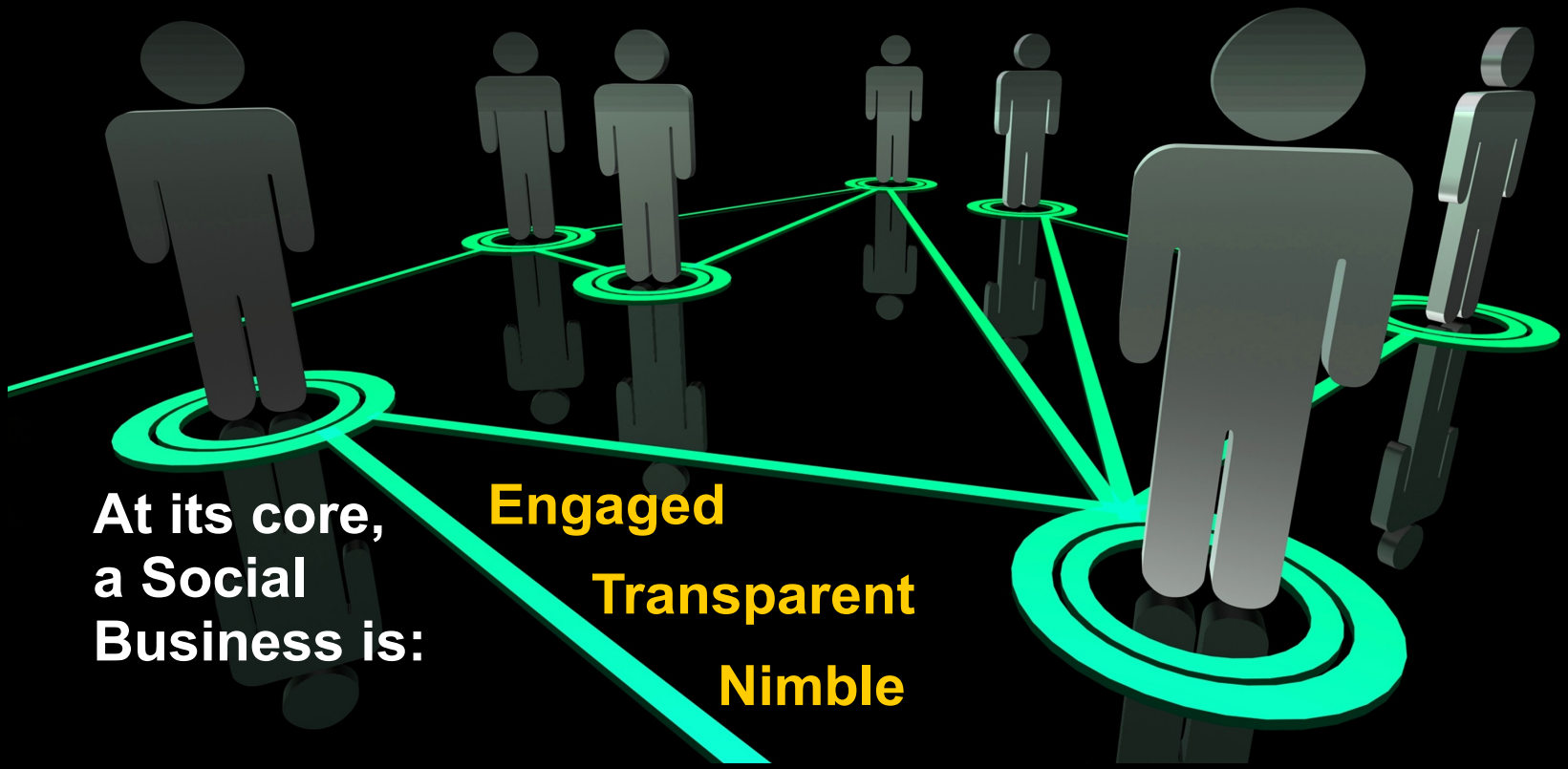
A Social Business embraces networks of people to create business value



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Transparent

Work in a security rich environment outside or inside the company to solve business problems

Engaging

Nexus of people and expertise

Nimble

Innovate quickly to create new business processes in the cloud

Trust **Security** **Compliance**

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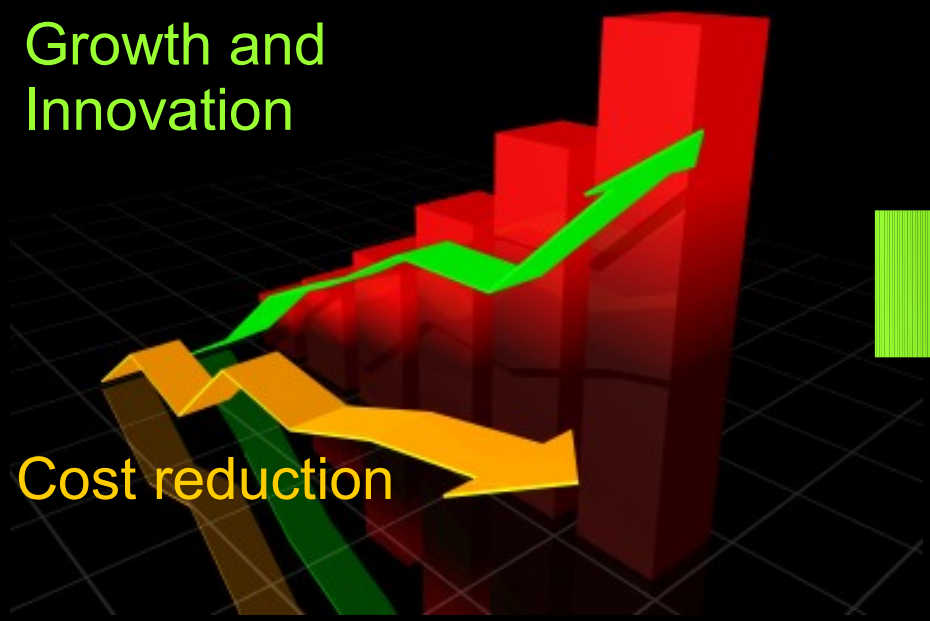
LotusLive enables social business in the Cloud



Our strategy

- Simplify and Improve business interactions
- Expanding the enterprise perimeter to the cloud
- Creating new business value through seamless integration with your applications

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Lotusphere and InformationOnDemand Come to You

LotusLive™ Social Business

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

Integrated Applications

Tungle.me

BRICSYS

freshtl

silanis
The most widely used e-signature solution™

skype

ups

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LotusLive 2010 Timeline

LotusLive Notes
New **Hybrid Capabilities**

Integrates on-prem applications to the LotusLive cloud

Starting at **$5** USD per user month

New Packaging
LotusLive Collaboration Suite

One convenient package

Access to integrated applications

Starting at **$10** USD per user per month

LotusLive Wins CRN Tech Innovator Award

CRN TECHINNOVATOR AWARDS 2010

LotusLive iNotes is a security-rich, easy to use Web-based e- mail service for businesses of all sizes.

Social Capability
New **Communities** feature in LotusLive

Where innovation can happen outside or inside a company

New Integrated Apps

skype

ups

silanis
The most widely used e-signature solution™

BRICSYS

freshtl

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Customers

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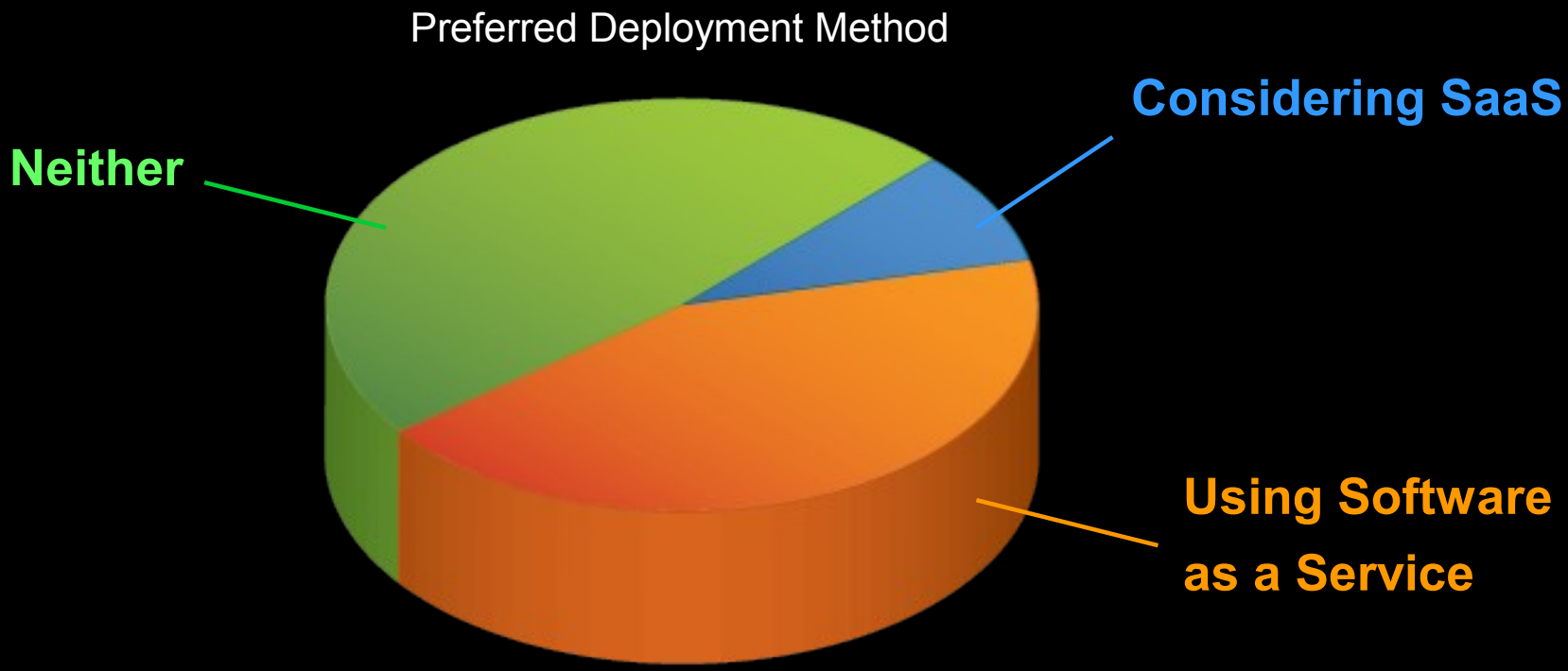
Customers are moving to the cloud

'After email, with 58% saying they'd be using a cloud solution of some type in the next 24 months, overall collaboration was the second most important workload, with 48% saying they'd be looking to build out an internal cloud, or use a public solution.'

"IDC North American Cloud Survey" - Robert Mahowald, January 2011



IBM Collaboration Solutions Customer Study – North America 2010

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Business value drives customer momentum

Triple digit growth in NEW customer signings

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General Milling Corporation (GMC) is one of the largest integrated food companies in the Philippines with offices and plants located throughout the country.

- In business for 50 years, the company was looking for a reliable and cost-effective collaboration platform as a foundation for growth as they aim to become one of the top food producers in Philippines.
- LotusLive Collaboration Suite will provide its employees with cloud-based e-mail and advanced collaboration tools.
- Moving e-mail to the cloud with LotusLive Notes helps the company to expand IT resources while still having access to business-class messaging and the latest technologies from IBM. Part of the Collaboartion Suite, LotusLive Engage will help enable GMC to promote greater collaboration among its widely dispersed work-force, its partners and vendors.

Helping clients become a social business by connecting and working outside the firewall

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A Look Ahead

2011

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IBM Social Business in the Cloud

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Extending business value through new partner integration

Edit files online using Lotus Symphony/Microsoft Office without leaving LotusLive

January 2011

Social business for buyers and sellers of goods and services

Targeted February 2011

Communicate with prospects and share sales information

Targeted Q1/Q2 2011

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This is social business

Integrated Commerce

ARIBA®

Integrated Selling

SUGARCRM
COMMERCIAL OPEN SOURCE

Integrated eSigning

silanis
The most widely used e-signature solution™

Integrated Logistics

ups

Integrated Document Editing

eXpresso™

Integrated File Viewer

BRICSYS
freshtl

Integrated Communications

skype™

Integrated Scheduling

Tungle.me

LotusLive™
Social Business

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Beyond Office....Introducing LotusLive Symphony

NEW Social web editing tool for word processor, spreadsheet and presentation documents

- Real time co-editing
- Author presence awareness
- Assignment and notifications
- Revision history
- Task management
- Attention management
- Live sections
- Import Microsoft documents

Integrated with LotusLive

- Profiles
- Activities
- Files

www.lotuslive.com/symphony

Available as a “Tech Preview' in LotusLive Labs

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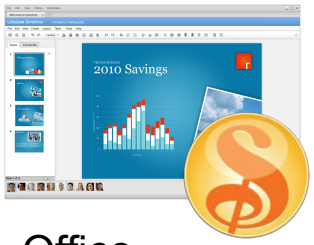
Get Started on the IBM Social Business Cloud

Enterprise-class email

Social Business Services

Integrated third-party business apps

Domino apps



Office productivity apps

Mobile access

Administration and help desk support

NEW Integrated third-party business apps

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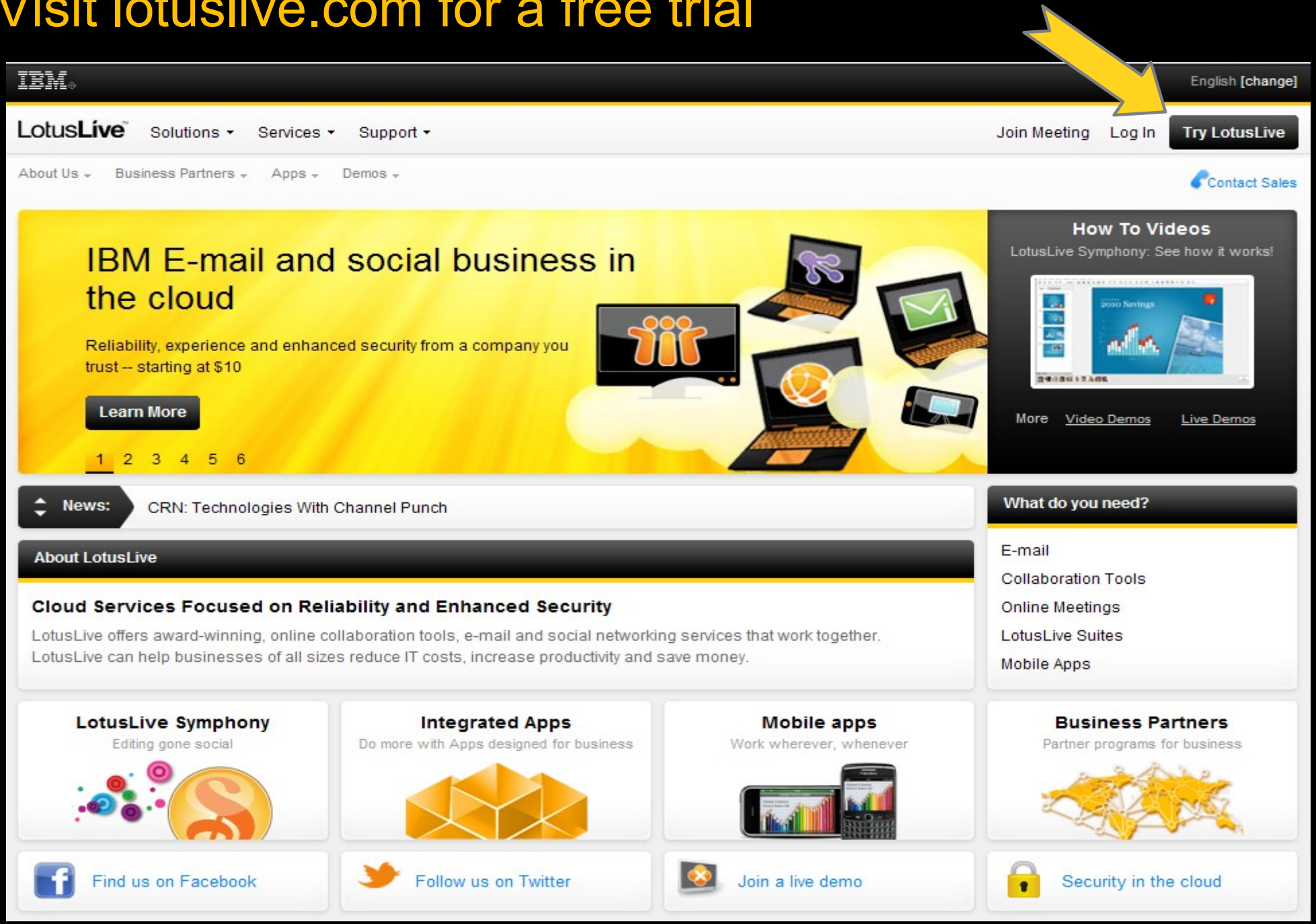
Visit lotuslive.com for a free trial



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