Lotus knows.

Smarter software for a Smarter Planet.

LotusLive

Roger Cheng | Advisory I/T Specialist

CREATED WITH LOTUS® SYMPHONY™

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

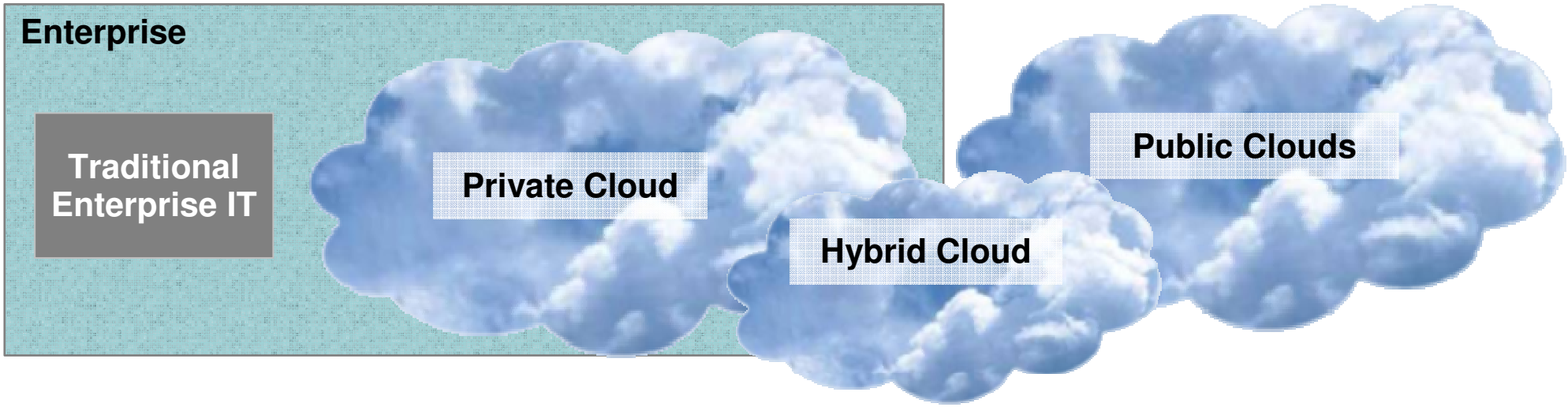
To what degree would each of these factors induce you to acquire public cloud services?

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

Today there are three primary delivery models that companies are implementing for cloud



- Private Cloud
- IT activities/functions are provided "as a service," over an intranet, within the enterprise and behind the firewall
- Key features include:
  - Scalability
  - Automatic/rapid provisioning
  - Chargeback ability
  - Widespread virtualization

- Hybrid Cloud
- Internal and external service delivery methods are integrated, with activities/functions allocated to based on security requirements, criticality, architecture and other established policies.

- Public Cloud
- IT activities/functions are provided "as a service," over the Internet
- Key features:
  - Scalability
  - Automatic/rapid provisioning
  - Standardized offerings
  - Consumption-based pricing.
  - Multi-tenancy

Source: IBM Market Insights, *Cloud Computing Research*, July 2009.

IBM LotusLive™ Strategy

- Simplify and improve interactions with customers and partners
- Create rich, secure collaboration in the cloud
- Integrate on-premise applications with cloud-based solutions

The LotusLive Portfolio

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

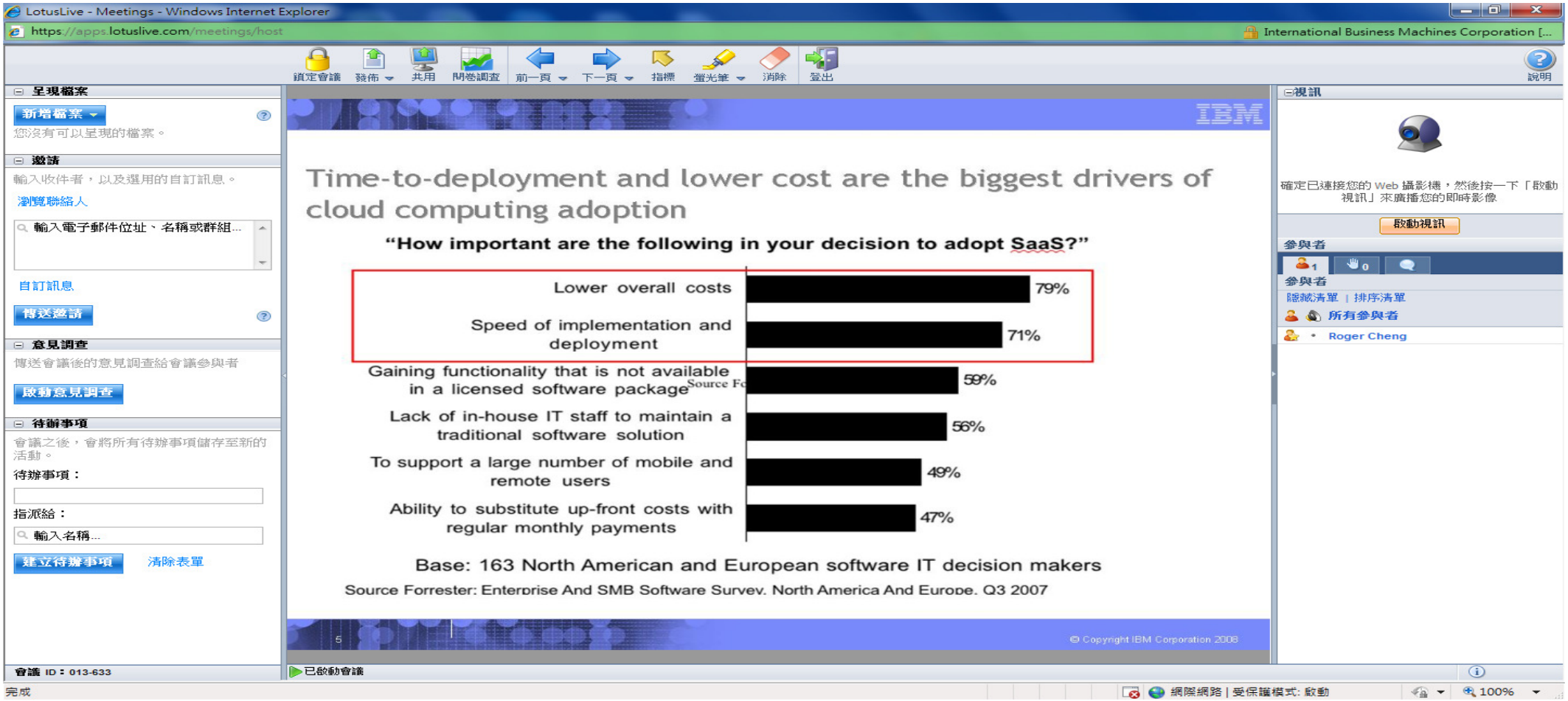
eMail

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
www.lotuslive.com

Meeting - LotusLive Meeting



LotusLive Meetings is a full-featured online meeting service that integrates Web, audio and video conferencing

You can select a plan that fits your needs, with up to 15, 25 or 999 participants per meeting.

Which ever you chose, you can count on quality service that is simple to use.

Collaboration - LotusLive Engage

我的網路　圖表　檔案　活動

會議　即時傳訊　事件　問卷調查

Messaging – LotusLive iNotes

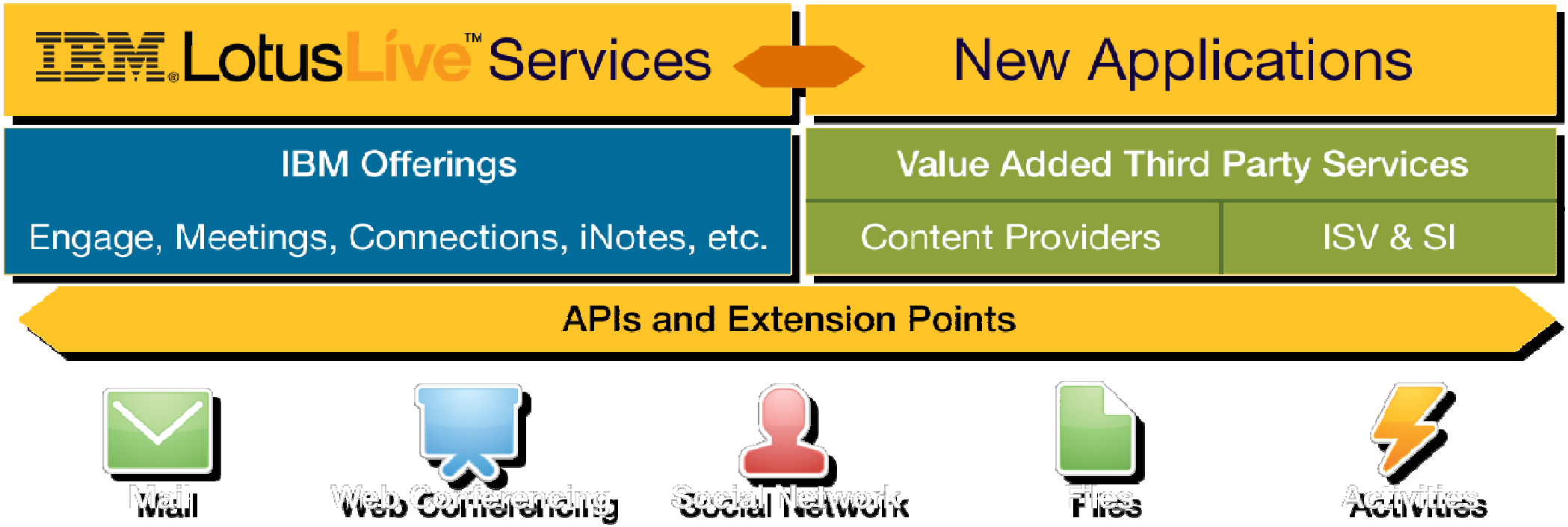
Full-featured Email (HTML and AJAX), POP3, IMAP4, & Authenticated SMTP

SSL Encryption, secure password recovery

Mobile & Push Email

SMS Gateway (mail-to-SMS & SMS-to-mail)

LotusLive – A Collaboration Integration Platform



- LotusLive is a flexible SaaS platform for collaboration with partner extensions
- Partners can integrate LotusLive services in their own applications
- Partner applications can be integrated into LotusLive
- Partners can integrate LotusLive with existing, on-premise solutions (Click to Cloud™)
- Partners can provide IT services and consulting for LotusLive
- Customers benefit from integrated external-facing collaborative business processes

LotusLive Integration Partners — a Growing List

Review Contract

Sign Contract

Deliver Contract

silanis

xerox

freshtl

skype™

eXpresso™

salesforce.com

UPS

brainshark

BRICSYS

PROLIFIQ

Panasonic Corporation

Chooses LotusLive to connect global workforce

Panasonic
ideas for life

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

Ameriprise Financial

Chooses Lotus delivered as a private cloud to lower TCO

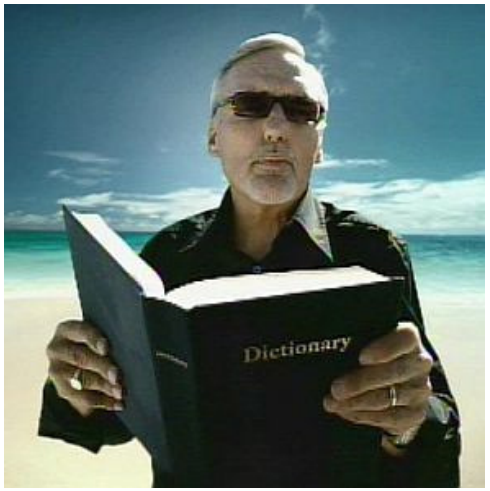
- **The Business**
- Leader in financial planning with more than 2 million individual, business and institutional clients; $372 billion in assets.

- **The Challenge**
- Needed to lower costs and was seeking a cloud-based solution to further reduce their IT management overhead and provide better service to their employees.

- **Solution**
- Ameriprise already had 30,000 Notes seats which were managed by IBM Strategic Outsourcing.
- This was a competitive win against Google & Microsoft.
- Ameriprise made the decision to move to Hosted Notes based on lower expected TCO and a high-quality service delivered by IBM Applications On Demand (AOD).

- **Benefits**
- Delivers their users the functionality, security, and reliability of Lotus Notes while limiting their IT overhead and costs by moving their messaging and collaboration to a SaaS business model.

Ameriprise Financial SM



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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 (½ day a week productivity enhancement)
- In the first month the solution was deployed one district saw the number of heath facilities that ran out of supplies reduce by 75%. The pilot is now being consider for country wide deployment

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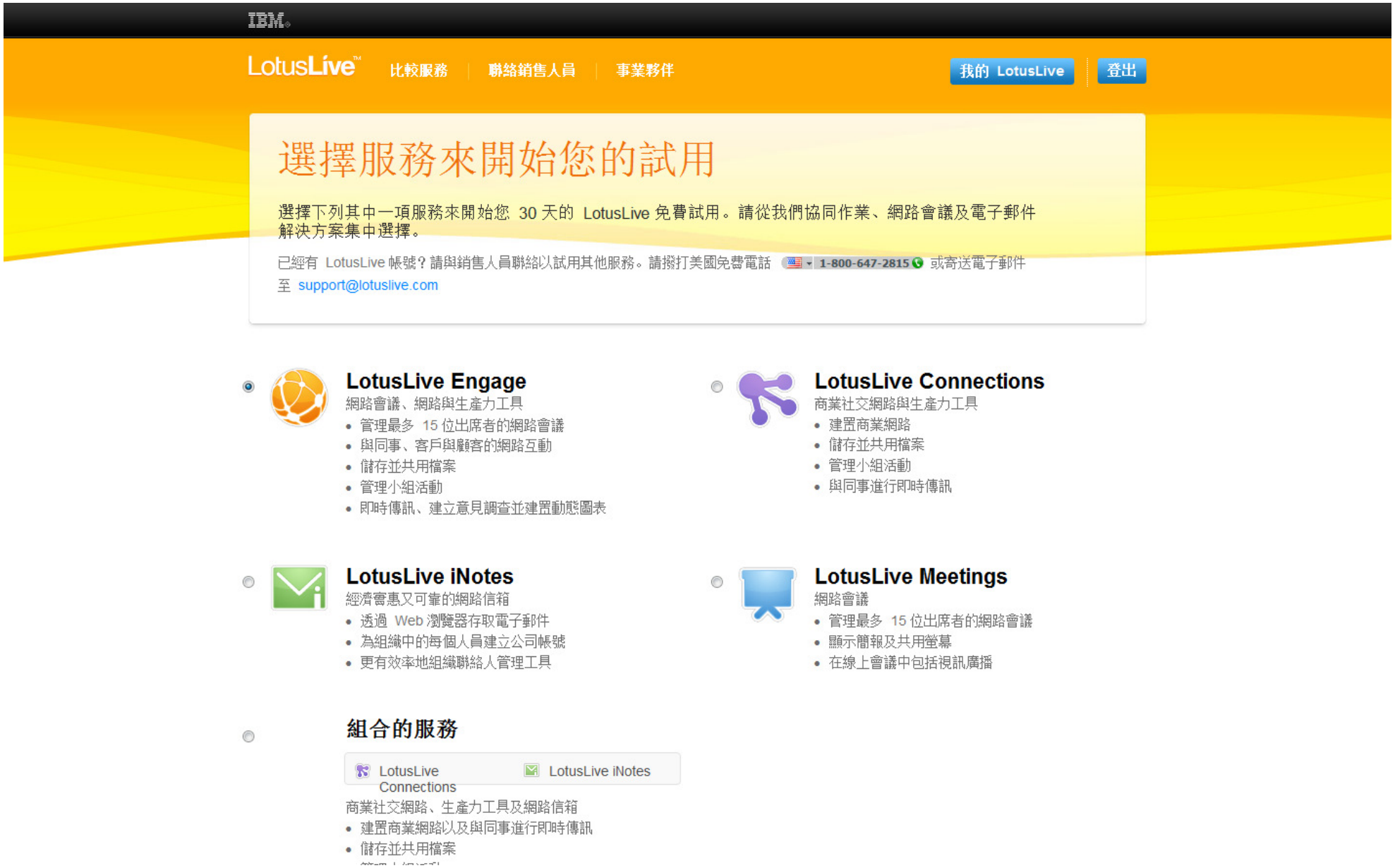
Join them...LotusLive ... fast start ...



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