

# Lotus knows.

Smarter software for a Smarter Planet.

## LotusLive

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CREATED WITH LOTUS® SYMPHONY™

lotusknows.com



## 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

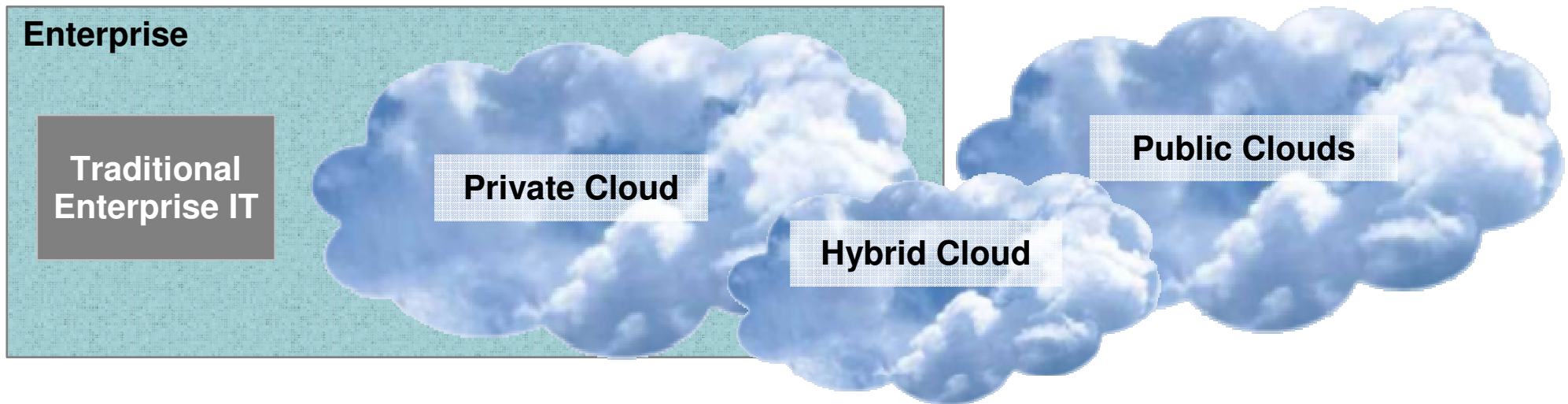
Improve system reliability •  
Improve system availability

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

IBM

LotusLive™ 比較服務 聯絡銷售人員 事業夥伴 我的 LotusLive 登出

### 線上協同作業及社交網路

使用 LotusLive 的整合社交網路及線上協同作業服務，讓共事變得更加方便。

進一步瞭解

試用 LotusLive 30 天試用版

現在就開始免費的 30 天試用。選擇適合您的 LotusLive 協同作業服務。

立即試用 LotusLive

LotusLive 概觀 透過電子郵件保持連線 節省時間、減少出差及線上開會 建置商業網路 LotusLive Labs LotusLive 整合應用程式

找出 LotusLive 的新功能

#### 使用中的 LotusLive

LotusLive 可協助 MIT 實習生及高年級學生為未來做準備。

觀看如何進行

#### 組合它吧!

購買容易上手組合的整合線上協同作業工具與網路信箱!

進一步瞭解

#### LotusLive 服務

- LotusLive Engage
- LotusLive Connections
- LotusLive Meetings
- LotusLive Events
- LotusLive iNotes
- LotusLive Notes

檢視 LotusLive 展示 檢視影像展示區 LotusLive on Twitter (英文) LotusLive Notes Beta 版

- 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



# Meeting - LotusLive Meeting

The screenshot shows the LotusLive Meeting interface in a Windows Internet Explorer browser. The main content area displays a presentation slide titled "Time-to-deployment and lower cost are the biggest drivers of cloud computing adoption". The slide includes a bar chart with the following data:

Driver	Percentage
Lower overall costs	79%
Speed of implementation and deployment	71%
Gaining functionality that is not available in a licensed software package	59%
Lack of in-house IT staff to maintain a traditional software solution	56%
To support a large number of mobile and remote users	49%
Ability to substitute up-front costs with regular monthly payments	47%

The slide also includes the text: "Base: 163 North American and European software IT decision makers" and "Source Forrester: Enterprise And SMB Software Survev. North America And Europe. Q3 2007".

The interface includes a left sidebar with navigation options like "新增檔案", "邀請", "意見調查", and "待辦事項". The right sidebar shows a "視訊" (Video) section with a "啟動視訊" button and a list of participants, including "Roger Cheng".

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

**我的帳號**

 **Cheng Roger**  
IBM  
帳號設定

**會議**

**事件**

**人員**

**群組**

**活動**

**檔案**

**表單**

**圖表**

**即時傳訊**

**LotusLive Labs**

**快速入門手冊**

LotusLive 入門很簡單！您可以從完成這些簡單的步驟開始。

**啟動**

**會議**

ID: 013-633 **主持會議** 輸入會議 ID **加入**

您的會議 URL:  
<https://apps.lotuslive.com/meetings/join?id=013-633>

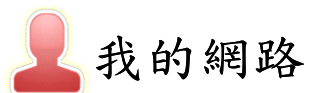
**更新** 所有更新項目 我的更新項目

今天

- Jari Kaponen 已將檔案 'Sametime\_pikaopas\_OM.odp' 與 'IBM' 共用。

昨天

- Stuart McRae 已上傳檔案 'EEMA Introduction to Cloud v3.ppt' 的新版本。
- Roger Leuckie 已將檔案 'Lotuslive\_bling.jpg' 與 'IBM' 共用。
- Joel Waterman 已在檔案 'Lotus Knows...WebConferencing v1.2.odp' 中加註，訊息為 'pulled together our overall Webconferencing strategy covering Sametime and LotusLive. Note that this is focused on webconferencing only. It covers business case, feature/...'



我的網路



圖表



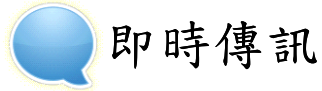
檔案



活動



會議



即時傳訊



事件



問卷調查

## Messaging – LotusLive iNotes

The screenshot displays the LotusLive iNotes web interface. At the top, there is a navigation bar with 'IBMX 我的郵件' on the left and 'LotusLive Labs 支援 管理 登出' on the right. Below this is a blue header bar with 'LotusLive iNotes' and tabs for '郵件', '聯絡人', '行事曆', and '喜好設定'. A search box labeled '搜尋 收件匣' is also present. The main content area is divided into a left sidebar and a central inbox. The sidebar contains a '檢查郵件' button, a list of folders including '收件匣 (2)', '草稿', '寄件備份', '垃圾郵件', and '垃圾桶', and a '資料夾' section with '新增資料夾' and '管理資料夾' options. The central inbox is titled '收件匣 (2)' and shows a list of three emails. The first email is from Roger Cheng with the subject '回覆: 這是我的 LotusLive 帳號' and a time of 11:51 下午. The second is from support@lotuslive.com with the subject '為其他使用者建立信箱' and a time of 11:47 下午. The third is from 'LotusLive iNotes Team' with the subject '入門手冊' and a time of 11:45 下午. The interface includes standard email actions like '新郵件', '刪除', and '垃圾郵件' at the top and bottom of the inbox list.

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

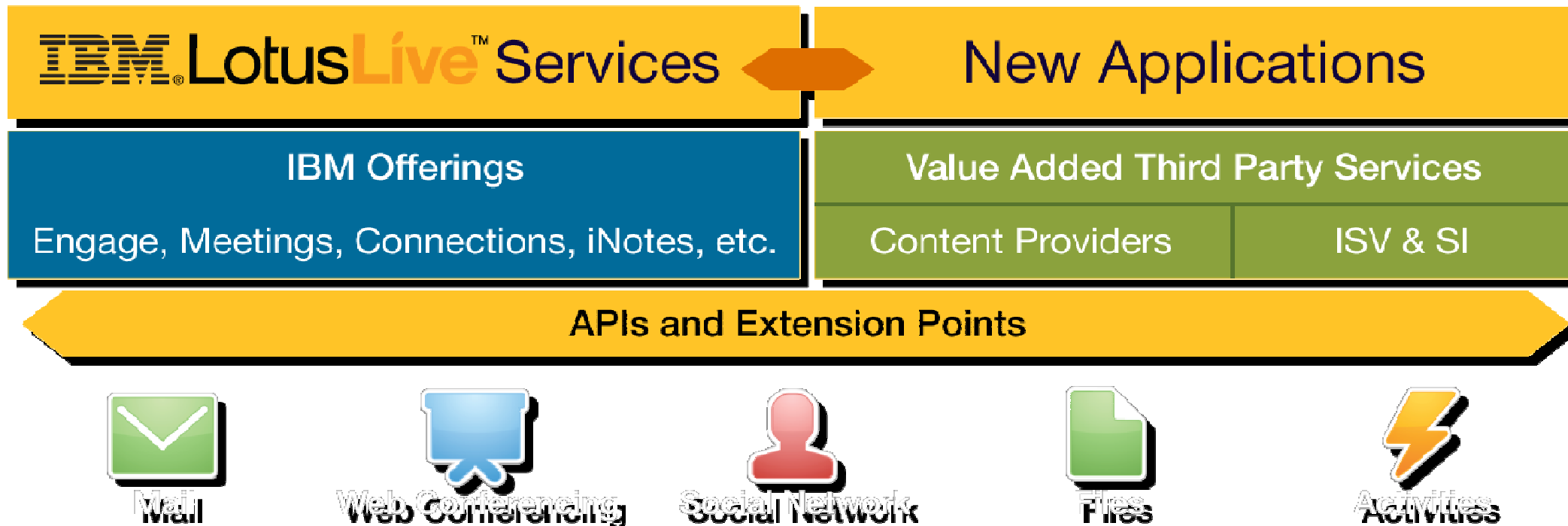
SSL Encryption, secure password recovery

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



## Panasonic Corporation

Chooses LotusLive to connect global workforce



- **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](http://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**

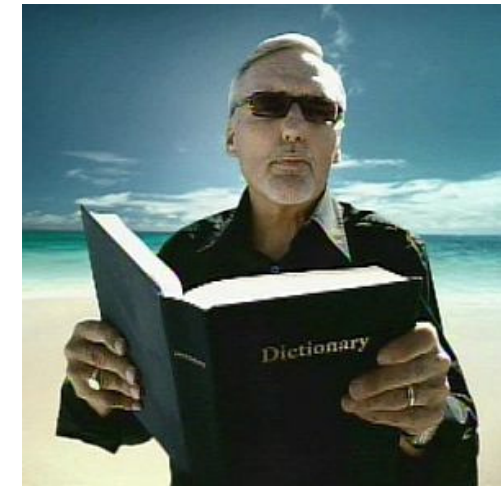
- Needed to lower costs and was seeking a cloud-based solution to further reduce their IT management overhead and provide better service to their employees.

- **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.



[www.lotuslive.com](http://www.lotuslive.com)

## 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 (1/2 day a week productivity enhancement)
- In the first month the solution was deployed one district saw the number of health facilities that ran out of supplies reduce by 75%. The pilot is now being considered for country wide deployment



[www.LotusLive.com](http://www.LotusLive.com)

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

IBM

LotusLive™

比較服務

聯絡銷售人員


事業夥伴

我的 LotusLive

登出

## 選擇服務來開始您的試用

選擇下列其中一項服務來開始您 30 天的 LotusLive 免費試用。請從我們協同作業、網路會議及電子郵件解決方案集中選擇。

已經有 LotusLive 帳號？請與銷售人員聯絡以試用其他服務。請撥打美國免費電話  1-800-647-2815 或寄送電子郵件至 [support@lotuslive.com](mailto:support@lotuslive.com)



### LotusLive Engage

網路會議、網路與生產力工具

- 管理最多 15 位出席者的網路會議
- 與同事、客戶與顧客的網路互動
- 儲存並共用檔案
- 管理小組活動
- 即時傳訊、建立意見調查並建置動態圖表



### LotusLive Connections

商業社交網路與生產力工具

- 建置商業網路
- 儲存並共用檔案
- 管理小組活動
- 與同事進行即時傳訊



### LotusLive iNotes

經濟實惠又可用的網路信箱

- 透過 Web 瀏覽器存取電子郵件
- 為組織中的每個人員建立公司帳號
- 更有效率地組織聯絡人管理工具





### LotusLive Meetings

網路會議

- 管理最多 15 位出席者的網路會議
- 顯示簡報及共用螢幕
- 在線上會議中包括視訊廣播

### 組合的服務

 LotusLive Connections  LotusLive iNotes

商業社交網路、生產力工具及網路信箱

- 建置商業網路以及與同事進行即時傳訊
- 儲存並共用檔案