

# Lotus knows.

Smarter software for a Smarter Planet.

*What do you want to know?*

## Collaborating to build a Smarter Planet



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Our world is changing and the demand for progress is clear...

... in response IBM is driving the agenda for a smarter planet

2 Billion

people will be on the web by 2011.\*



4 Billion

mobile phone subscribers worldwide by the end of 2008.\*



1 Trillion

connected intelligent devices in the world



\$650 Billion

in productivity is lost because of unnecessary business process interruptions



85%

of computing capacity sites idle



Instrumented ... Interconnected ... Intelligent

IBM is at the forefront of managing this innovative change through four interrelated **smarter planet** imperatives...



## NEW INTELLIGENCE

*Data exploding and in silos*  
**I need insight.**



## GREEN AND BEYOND

*Limited resources*  
**I need efficiency.**



## SMART WORK

*New business and process demands*  
**I need to work smart.**



## DYNAMIC INFRASTRUCTURE

*Costly and inflexible infrastructure*  
**I need to respond faster.**

## The need for people to **work smarter** is clear...

5.3

hours wasted per employee per week due to inefficient processes



42%

make decisions with the wrong input at least once a week



2

hours a day spent looking for the right information and expertise

2/3

of people can't find the help they know is out there



84%

of organizations have a remote workforce



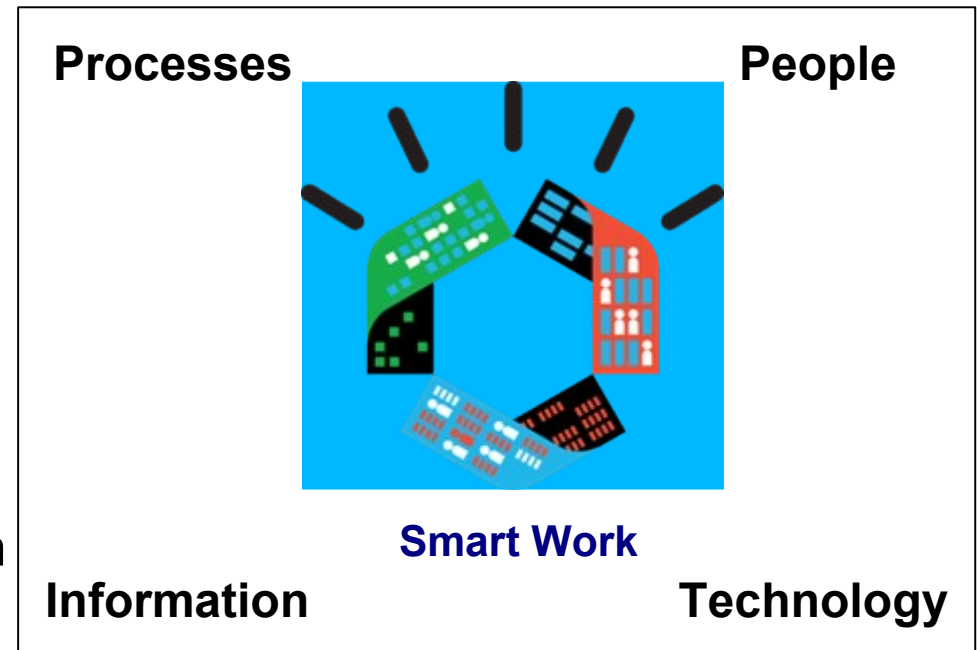
87% of high growth company CIOs expect their organizations to be collaborative and seek active input from customers more often

Sources: "The New Voice of the CIO," IBM 2009 Global CIO study; Siemens study; Accenture study; Gartner survey



## Smart Work helps companies improve business performance

- Collaborative decision making **reduces human latency**, and improves the speed and quality of business processes
- 
- Bringing insight, expertise, and information to bear **at the point of impact** in a business process drives organizational optimization
- 
- The enhancement of business processes with collaborative services allows organizations to develop **cultures of innovation**



***71% of CEOs plan to place greater focus on external partnerships and collaboration that extends beyond the traditional walls of the enterprise\****

\* Source: IBM Global CEO Study 2008

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## Lotus knows the value of people

Helping people work optimally with access to the right insight, expertise, and information when they need it

Empowering **individuals** to be...

more **effective**

**innovative**

**responsive**

**engaged**



Enabling **organizations** to...

**reduce costs**

**deepen relationships**

**increase productivity**

**innovate efficiently**



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## The IBM Collaboration Portfolio

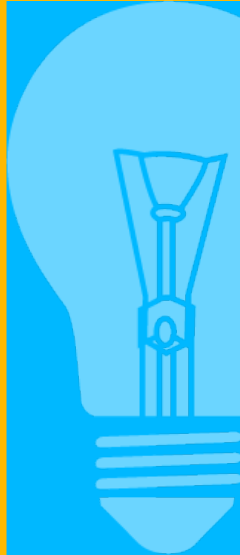
### growing

- Lotus Connections is the **fastest growing software** product in Lotus history
- Notes & Domino – **15,421 new customers** since ND 8 launched
- Portal – **#1 in Worldwide Revenue** from 2001 to 2008\*\*



### innovating

- Enterprise 2.0 “Smackdown in the Cloud” Winner
- Symphony wins every relevant award for office productivity
- LotusLive delivers richest collaboration and flexibility in the market to the cloud



### expanding

- **More than Half** of Fortune Global 100 Now use Lotus Notes/Domino
  - 40% WW email market share\*\*
- **120M** Sametime customers
  - 30% of new customers are MS Outlook/Exchange users



### partnering

- Market leader in mobility and business applications
- IBM has invested more than **\$1 billion** in Linux® development
- **Via** partnerships LotusLive will extend to over 400 million people
- Over 10,000 Notes & Domino Business Partners, and growing



\*\*Gartner Dataquest 2008



CREATED WITH LOTUS® SYMPHONY™



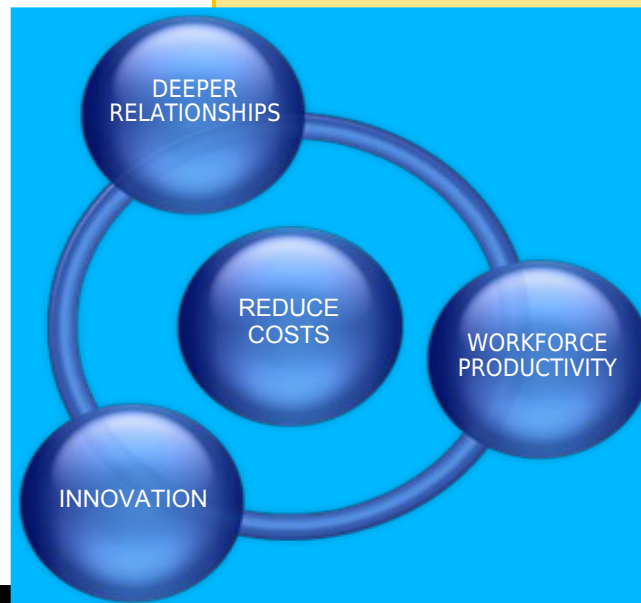
## The Lotus Mission:

*Helping People Drive Better Business Outcomes*

- **Reduce costs**  
to improve the effectiveness of your people while optimizing your costs
- Build **deeper relationships**  
to work more closely with your clients and partners to protect your revenue streams
- Increase **workforce productivity**  
to improve the agility of your business and quality your results
- Spur **innovation**  
to position your company to grow while surviving the downturn

## The Lotus Mandate:

Empowering people to be **more effective**,  
**responsive** and  
**innovative**  
in the context of the work they do





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# THANK YOU!

**Lotus** software

making the world work

faster  
safer  
**smarter.**  
simpler  
greener



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