LotusphereComesToYou2010 Lotus knows we are coming to a city near you.

www.ibm.com/lotus/lcty

Smarter software for a Smarter Planet.





Lotus knows.

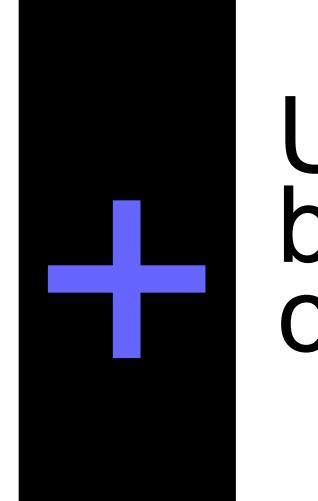
Vice President Messaging and Collaboration

Current Market Conditions

Technology development accelerated

Society and economic environments disrupted





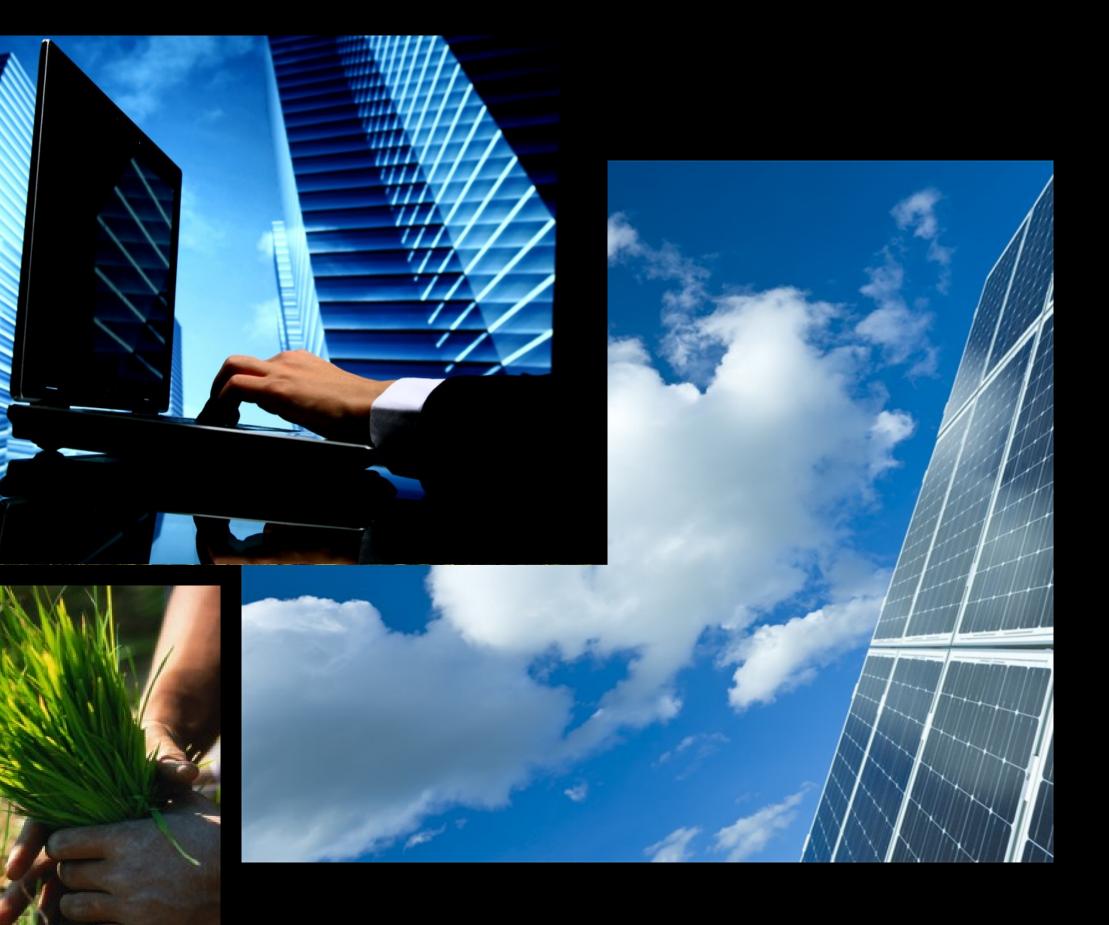


Unprecedented business challenges

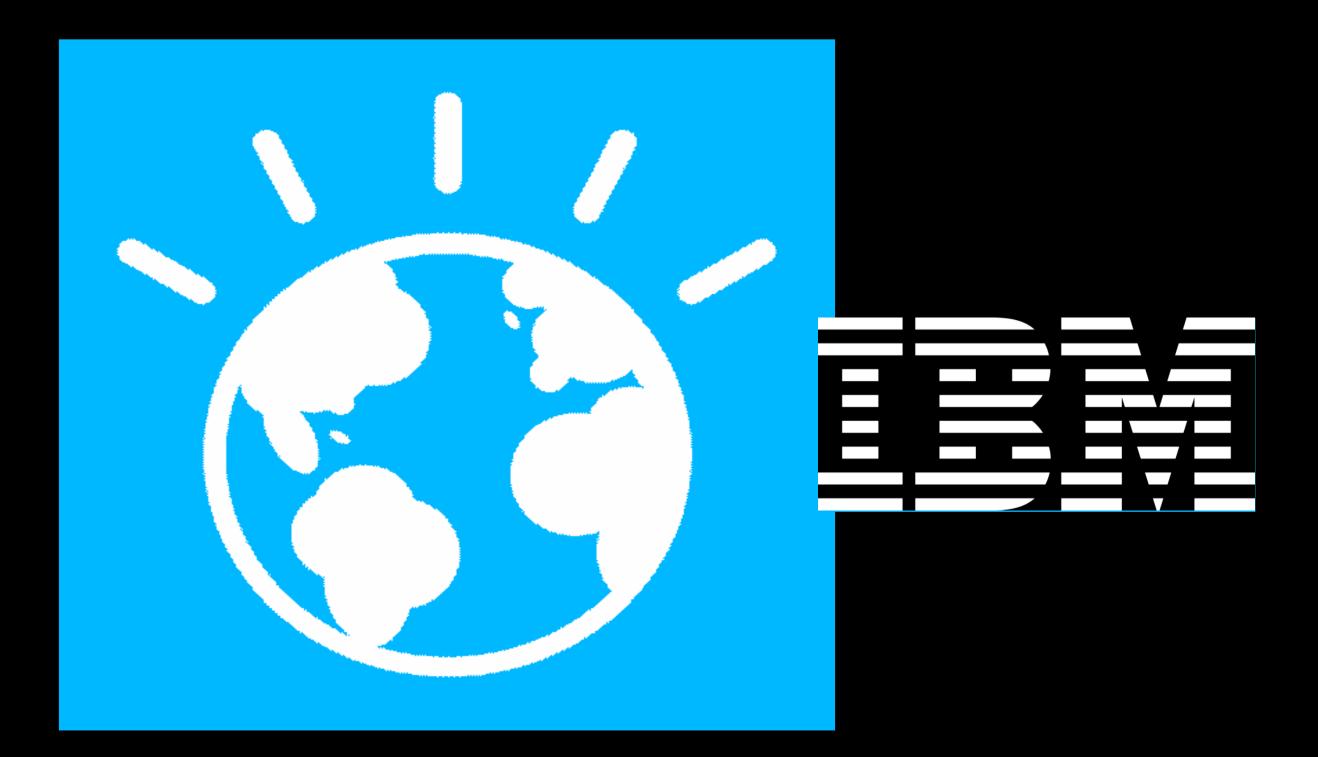
Current Market Conditions

Transformative opportunity





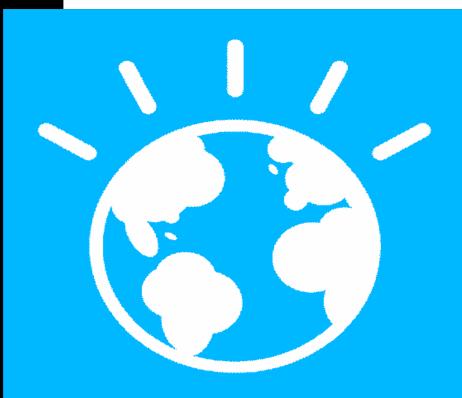
Current Market Conditions



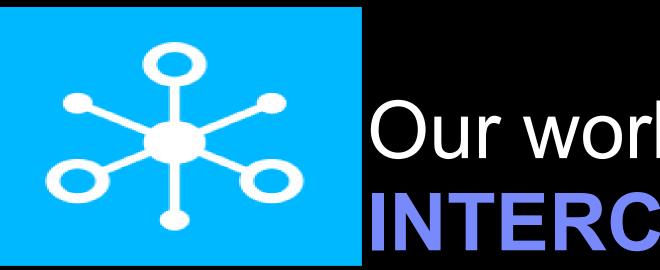
Investing in



ing in Deople Search technology



Smarter Planet Our world is becoming NSTRUMENTED







Our world is becoming **INTERCONNECTED**



~2 billion people on the Web... 2011 ...a trillion connected objects

All things becoming TELLIGENT



15 petabytes of new information generated daily...



30 billion RFID tags... 2010

Today, more than ever, organizations use software to enable every facet of their business.

Data everywhere.

New expectations forvalue

Differentiation through people

Business

But with new models and ways of working come new challenges...



Global integration and connectivity

tware

Security risks

For the past 50 years, IBM has been delivering smarter software that is...



Business Industries How it all connects How to get real results

Over 4000 business analytics expert consultants World's largest math department World's largest middleware company

Built for Change

Open Easily integrated Flexible Helping clients anticipate and lead change

100+ acquisitions Contributes to over 150 open source projects 300 SOA patents



Ready for Work

Industrial-strength Proven Ready-to-scale Dedicated to solving clients' challenges

60 laboratories WW practicing agile development End user services support for 4.3M end users

Smarter

EG B BE Deli Enable busine product inno

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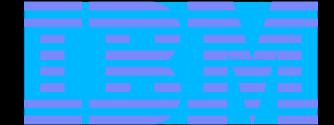
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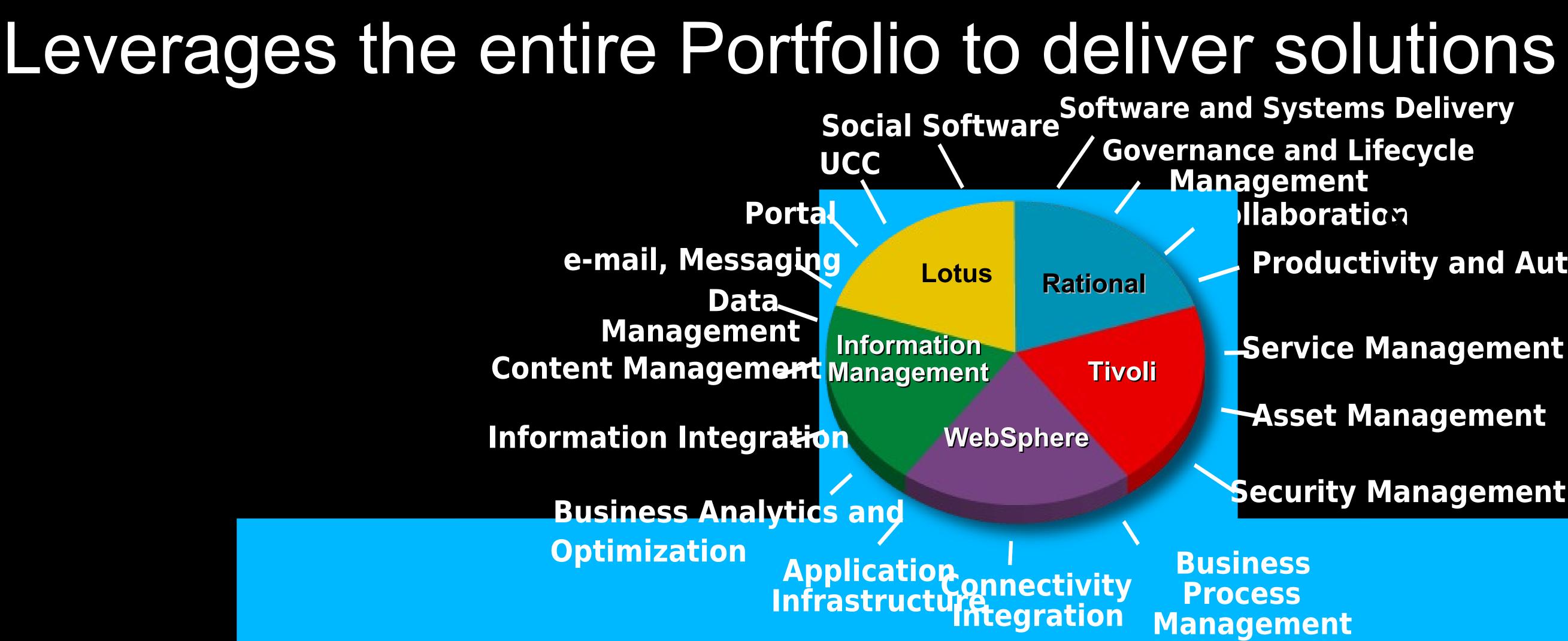
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Optimization

Service Oriented Architecture SOA)



Information **On Demand** (IOD)

Next Generation Collaboration

Service Management



Productivity and Automation

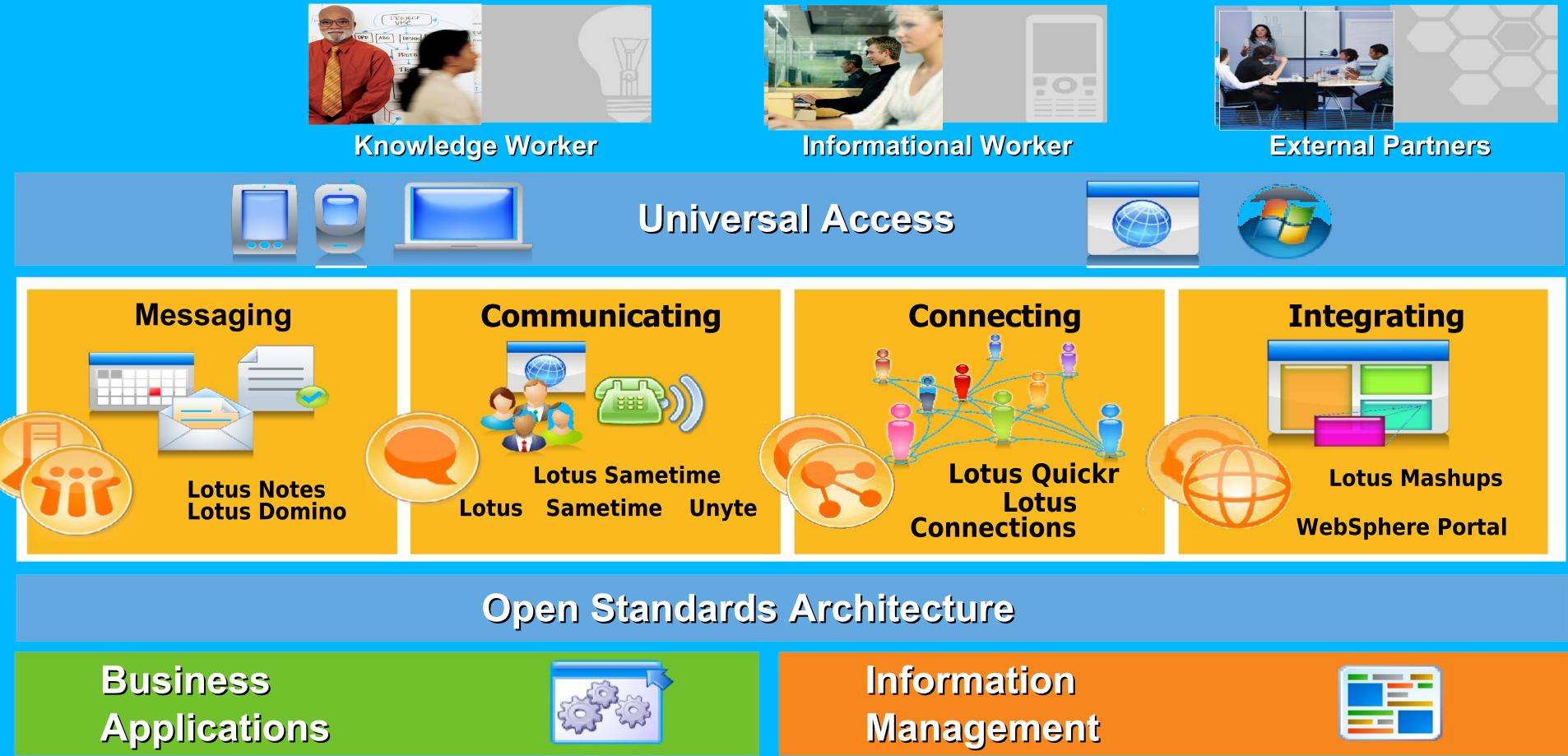
Service Management

Asset Management

Security Management

Software & Systems Lifecycle Mgmt

And Lotus Collaboration Software is a core building block enabling clients to...



...work smarter with dynamically adaptive collaboration

Our innovative community continues to grow



YOU knew. The importance of open standards.

The importance of collaboration.

The importance of delivering on promises.





Ontinental







Because change happenz®





ZUKICH

Innovation and Collaboration



How to build on the strength of our global customer reach



Lotus knows.

Worldwide 18,378 New Notes Customers 8

How to win in the marketplace

For Two Years Running, IBM Places in Gartner Leader Quadrant for Unified Communications

IBM LotusLive Snags Panasonic to Challenge Google in the Cloud. Week, January 14, 2010

IBM Lotus Beat Microsoft to Adding New Features with it's Lotus Connections Suite.

...IBM Ranked WW Market Share Leader in Portal Products Enterprise Software Segment Gather 2009

Why many customers have changed their "Outlook"...

Microsoft Exchange customers adding IBM Collaboration

INTESA M SANDAOLO







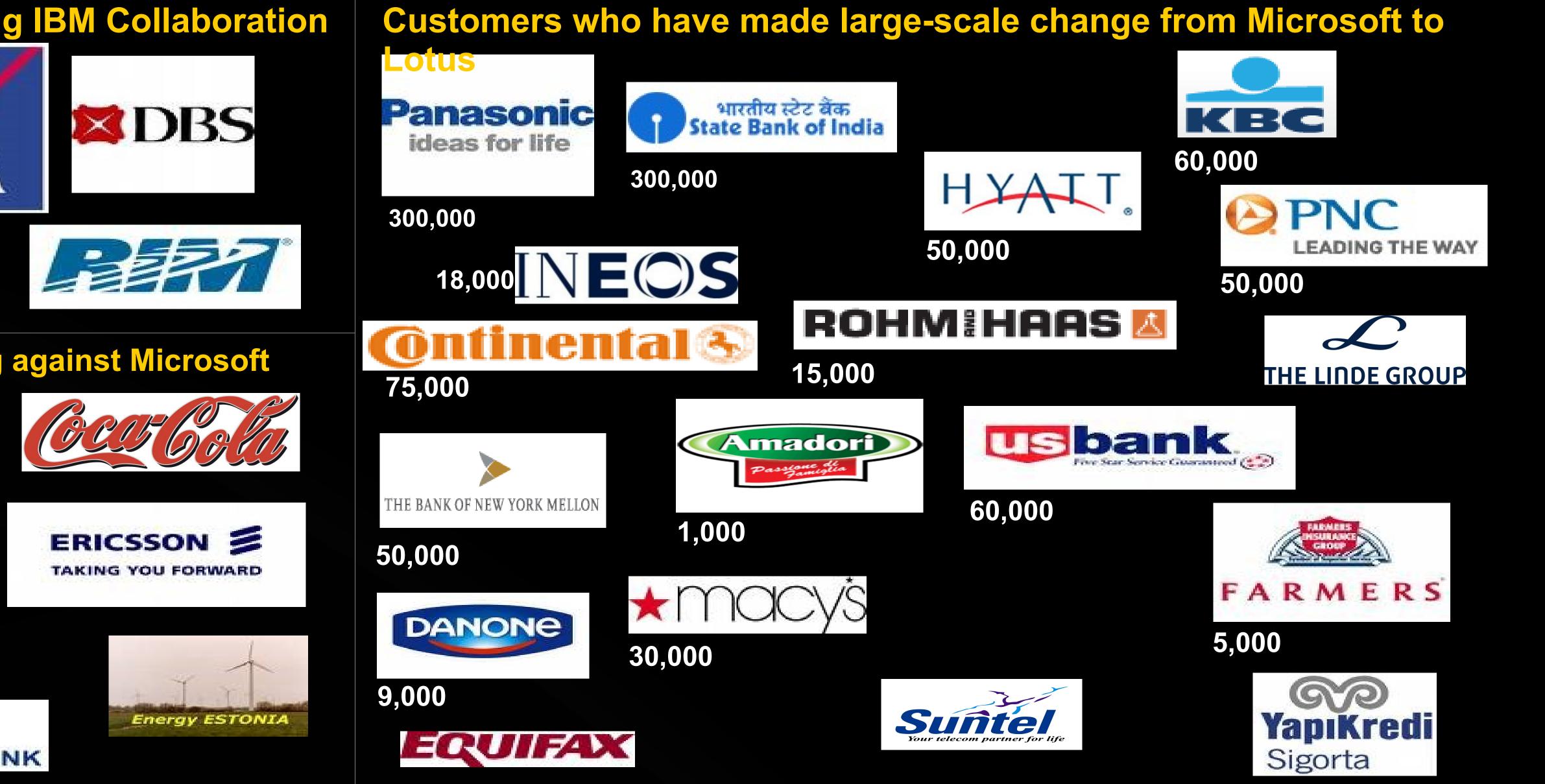
Lotus Notes/Domino customer deciding against Microsoft





30,000







30,000







How to make an impact in the market









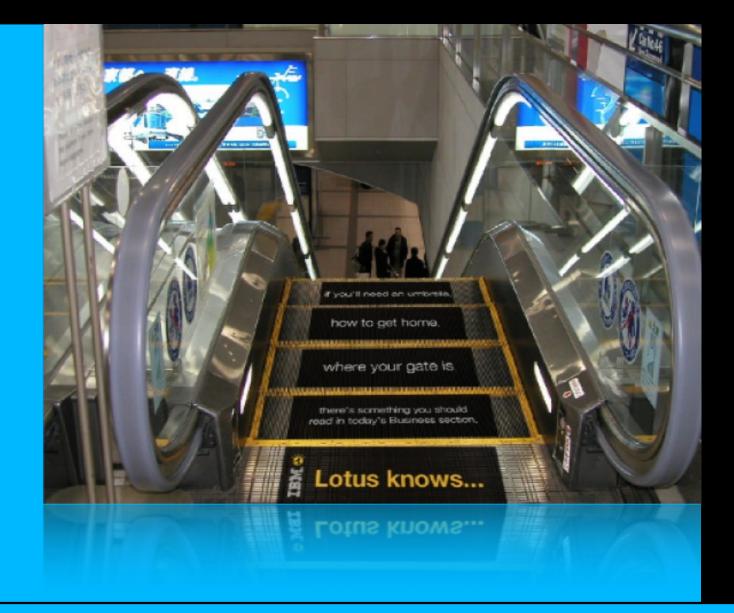
Smarter software for a Smarter Planet.

Smarter software for a Smarter Planet.





Lotus knows.







"Moving to IBM Lotus Notes and **Domino from Microsoft Exchange** and Outlook reduced software licensing costs by about 50%." — Dr. Tariq Marikar, Director, Product Development & CIO, Suntel Ltd







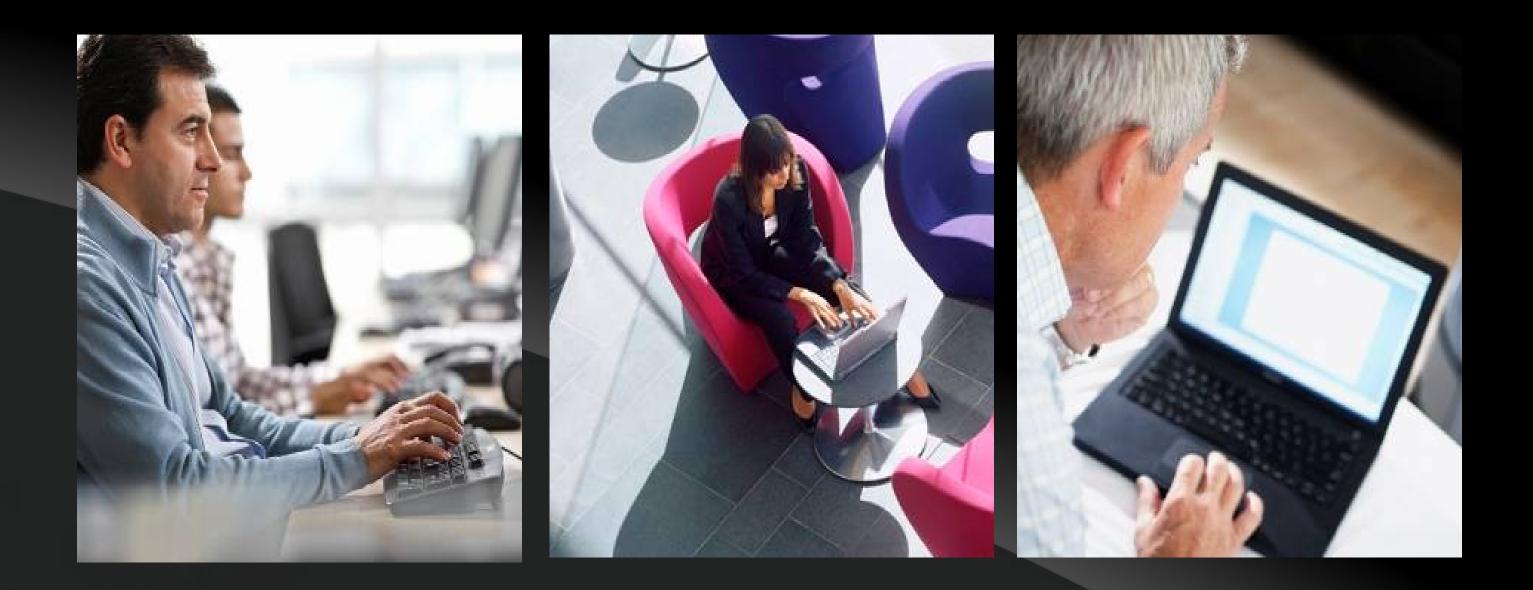
"We would probably have to buy eight different products and combine them to do all the things that we do with Lotus Notes and Domino."

— Troy Fulkerson, Director of Information Technology, Kentucky **Baptist Convention**

"Sametime has changed the way that SXC operates... we can respond to RFP's quicker, resolve system issues before they become critical, and ultimately react faster."

— Scott Schrader, Director Information Systems, SXC Health Solutions

Millions of people use IBM Lotus for collaboration every day



18,378 new customer organizations with Notes 8.0.1+

10,000 Business Partners 10s of Millions of Solutions

145 Million Notes seats sold 46,000+ Companies

FORTUNE Global 500

Domino software

- 3 of the top 8 automotive corporations
- •6 of the top 7 banks
- 3 of the top 4 electronics corporations
- •8 of the top 10 insurance corporations
- •10 of the top 19 healthcare corporations
- •4 of the top 6 telecommunications corporations

Source: FORTUNE 500, May 4, 2009, CNN Money.com

•More than half of the Global 500 corporations use Lotus Notes and

•9 of the top 12 aerospace and defense corporations

•6 of the top 8 pharmaceutical corporations

Market leadership across the portfolio 7M people are using IBM social collaboration software Over 280,000 Lotus developers and over 10 million IBM Lotus Notes applications in use today Over 30% of all new Lotus Sametime customers over the last 3 years were Microsoft Exchange customers **IBM WebSphere Portal is #1 market share for 8 years running** Over 10 million 'free' Lotus Symphony users worldwide....and growing

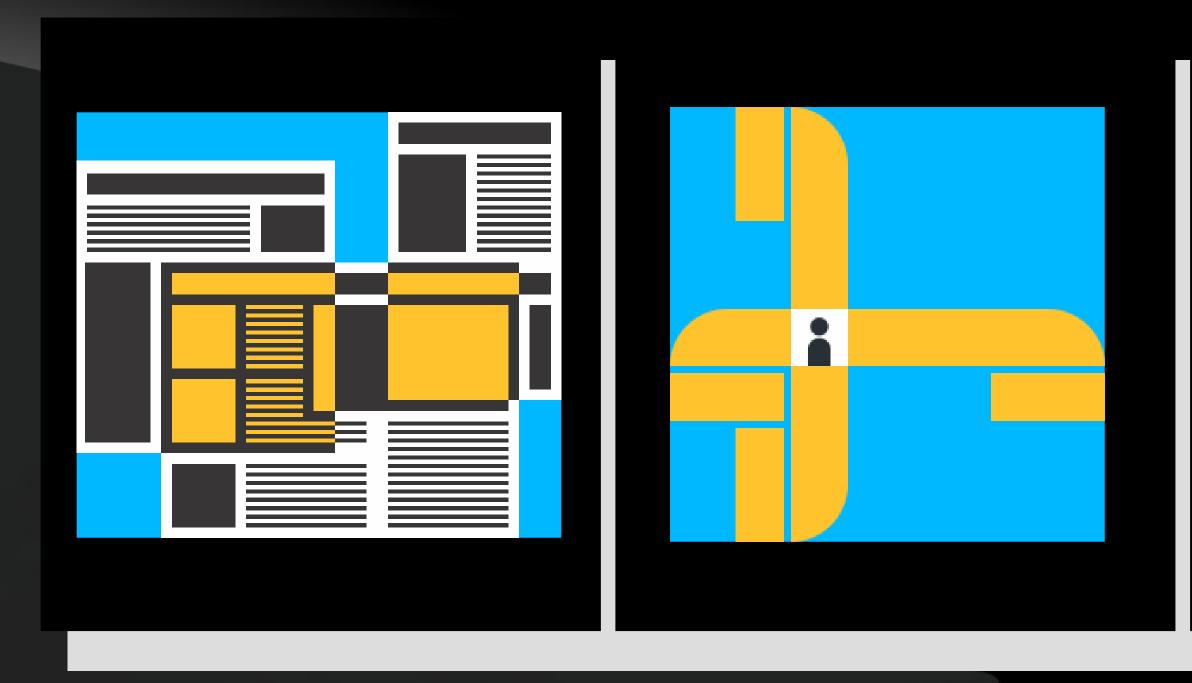
- Over 300 million named WebSphere Portal users in top 15 customers alone

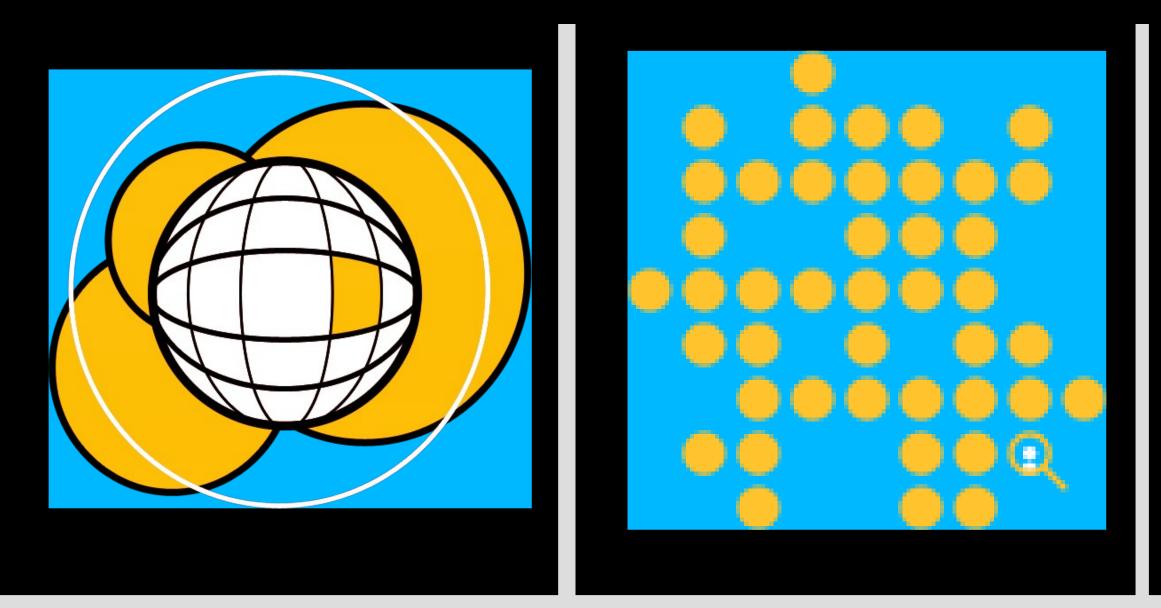
Market leadership across the portfolio Lotus Sametime has over 145 million entitled users worldwide

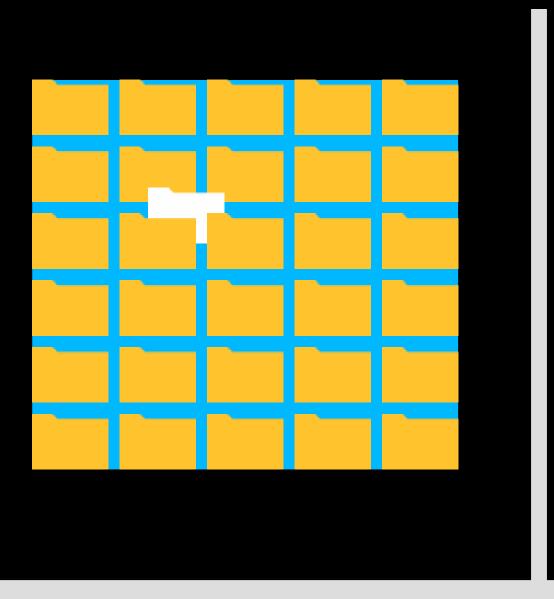
LotusLive has over 18 mill More than half of Fortune IBM places in Lea After debuting in 2007, Lotus Conn 35% of the Fortune 100

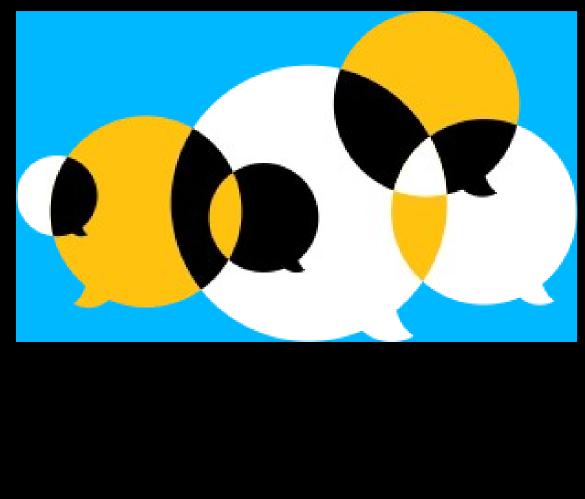
- LotusLive has over 18 million users and is the largest single cloud engagement to date
- More than half of Fortune Global 500 now use Lotus Notes and Domino
 - IBM places in Leader Quadrant in Gartner for Unified Communications
- After debuting in 2007, Lotus Connections was the fastest organic growing software product in IBM history
- 35% of the Fortune 100 have purchased IBM social collaboration software

Why you should build on existing technology

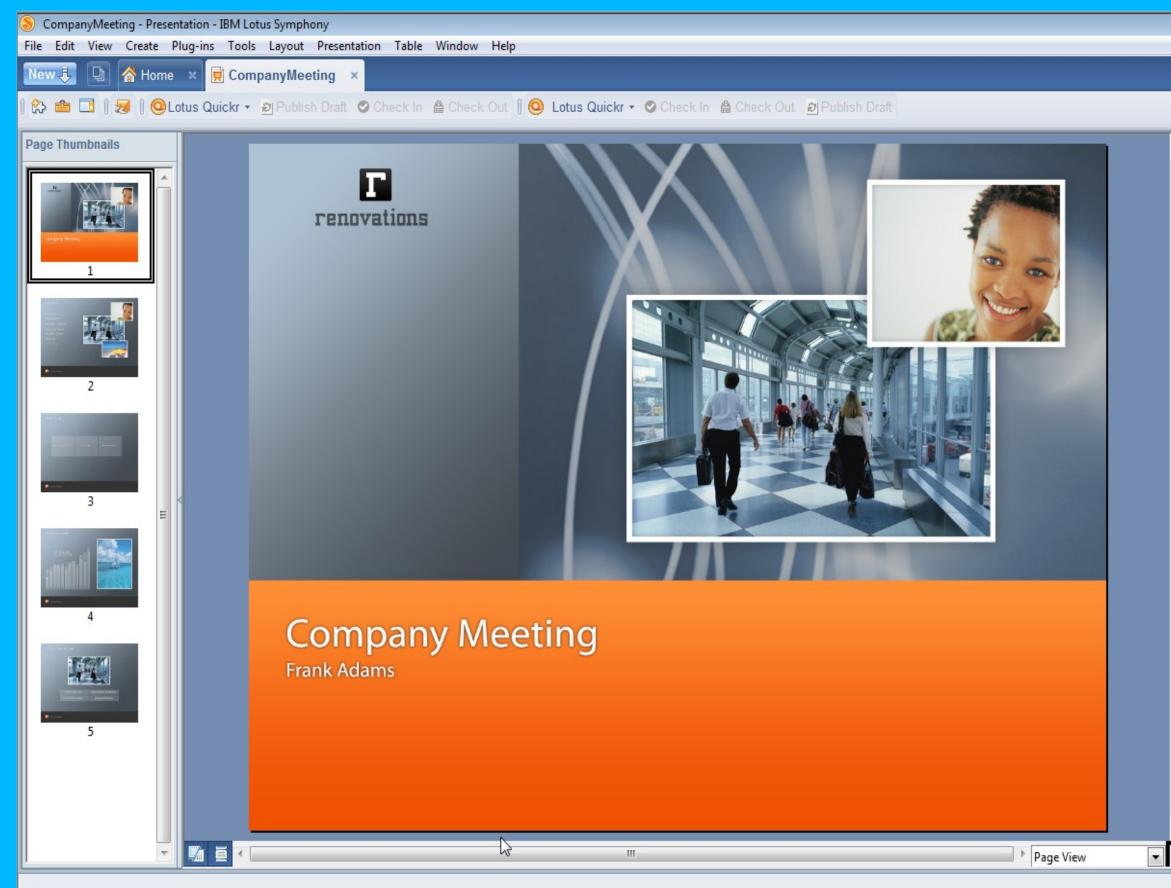








How to help you reduce expense with Free capabilities



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edom of Choice: IX dows Million Users

Lotus knows.



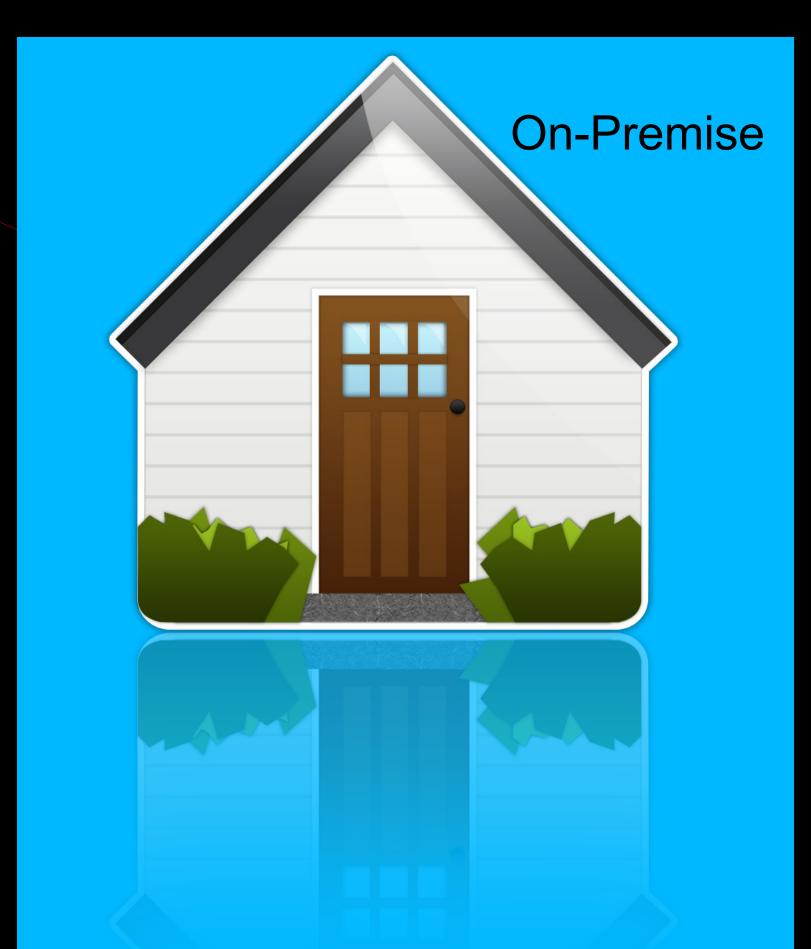
Symphony Next Beta available Now

Why Cloud and hybrid environments give you flexibility





Lotus knows. E you flexibility



IBM LotusLive Portfolio of offerings

Meetings



LotusLive Meetings



LotusLive Events

Collaboration



LotusLive Engage



LotusLive Connections

Messaging

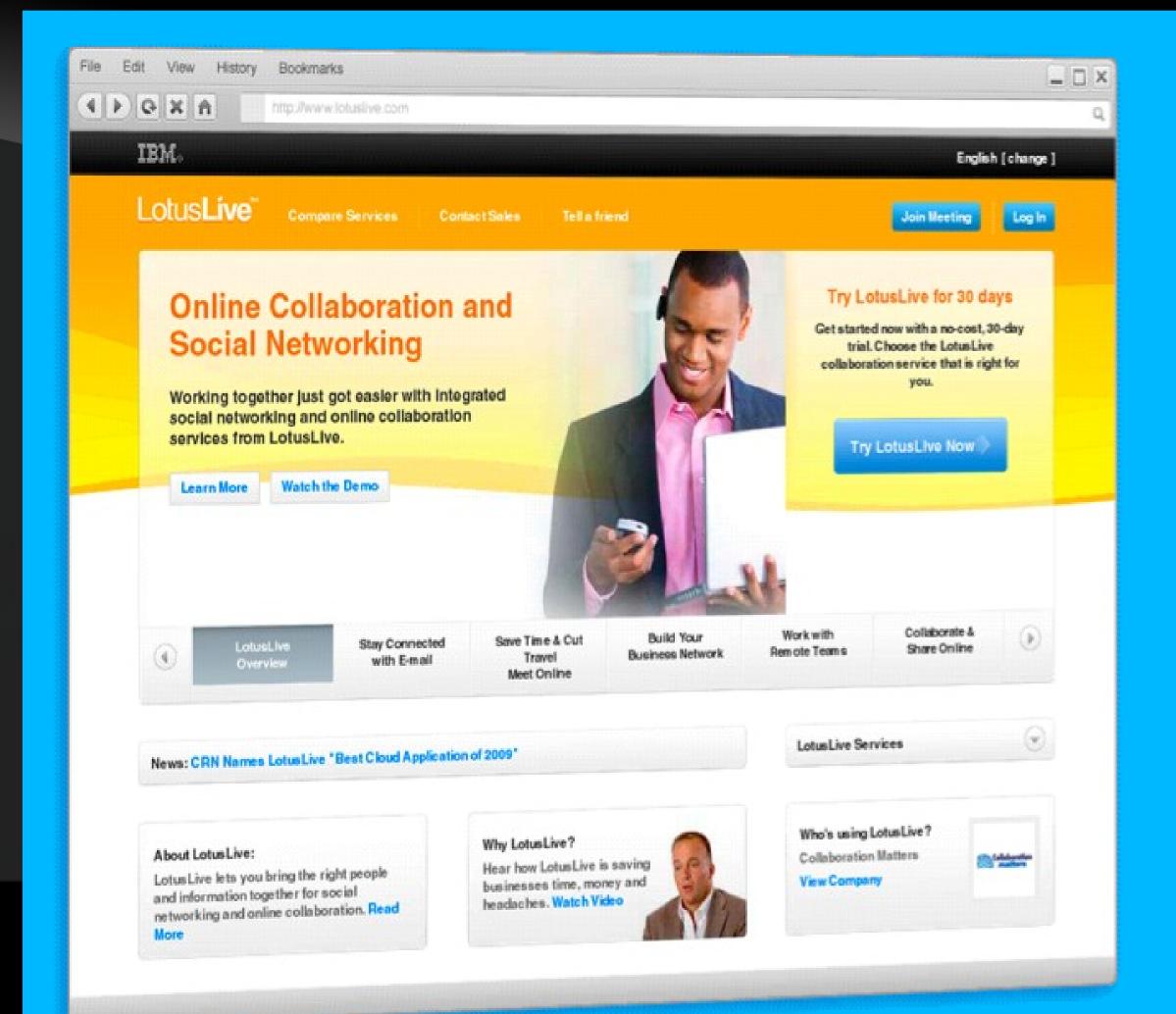


LotusLive Notes



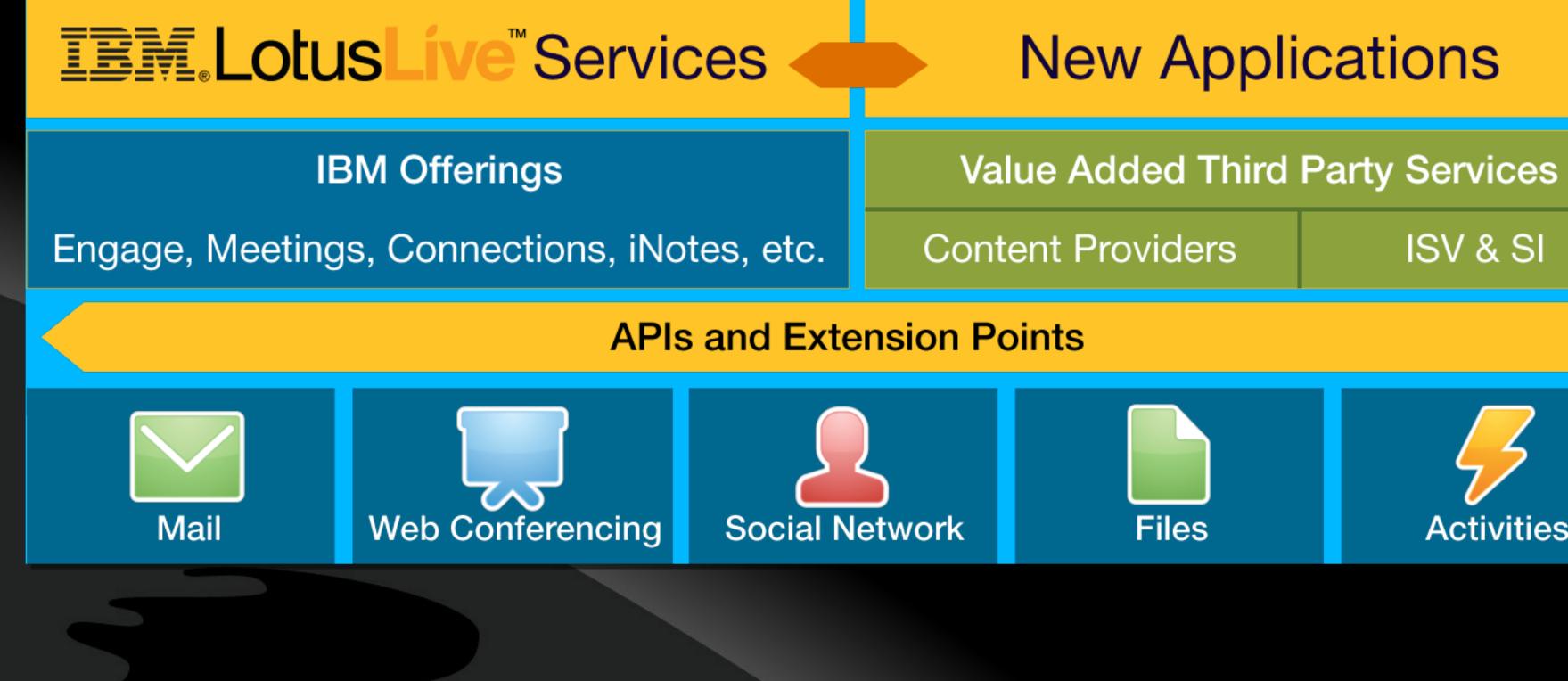
LotusLive iNotes

IBM LotusLive lets you...



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

Why LotusLive is a Collaboration Integration Platform



Information on new products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The informational purposes only and may not be incorporated into any contract. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is for information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is for information on the n

Lotus knows.

ISV & SI







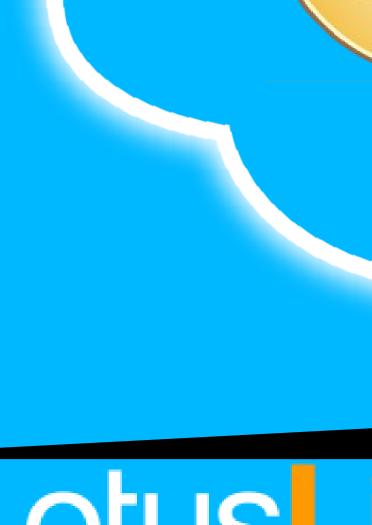
Mail, Calendar and contacts delivered in the cloud Lotus Sametime Instant Messaging support 5GB mailbox a GB of file storage

Now in Beta

Information on new products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion

Full Notes and Domino Capabilities





Introducing Lotus Connections Communities

	Icols Help http://ibmhca.example.com:10040/wps/myportal/hca/home/welcome/lut/p/c5/04_SB8K8xLLM9MSSzPy8x8z9 atest Headlines ⁽²⁾ Quickr 8.5 ⁽¹⁾ BlueSpruce ⁽²⁾ IBM Lotus Connection ⁽²⁾ Zeta Hospital - Welco ⁽³⁾ ÷	
MAIN SERVICES	Our Hospital *=	Profiles T
Welcome Medical Services Patients & Visitors News & Events H1H1 Flu Health A - Z Related Web Sites FIND A DOCTOR Cty and State DtPORTANT LINKS Appointments	In May, we were able to largely extend our already exceptional equipment with two new investments which make us really proud: Image: the strength of the strengt of the strengt of the strength of the streng	My Network My Profile Profiles by Name Search My Network My Profile Profiles by Name Search Status Updates Refresh What's happening in your network right now? Image: Clear Suzanne Livingston getting ready for a client meeting Wednesday 6:43 PM What are you working on right now? My Network My Status Updates Show: Status Updates in My Network My Status Updates Image: Suzanne Livingston getting ready for a client meeting Wednesday 6:43 PM My Add comment Add comment Ron Sebastian demoing at Lotusphere! Wednesday 5:22 PM
Clinical Payment	New Patient Portal	Jasmine Hai Doing some research on healthcare Dec 9 (1 comments)

18 million customers

250 new customers last quarter

Largest cloud engagement with Panasonic

LotusLive wins in the cloud

June 2009: LotusLive won the Buyer's Choice Award at the Enterprise 2.0 Conference in Boston, beating out Google Apps, EMC, and others

The winner of the show's Cloud Computing Technology Buyers' Choice Award combines business social networking with collaboration tools.

By W. David Gardner, InformationWeek June 24, 2009 URL: http://www.informationweek.com/story/showArticle.jhtml? articleID=218101121





Enterprise 2.0: IBM's LotusLive Connections Captures Award



December 2009: LotusLive was named the Best Cloud Application of 2009 by ChannelWeb, after their test center reviewed iNotes and Engage

Newsletters | Subscriptions | Events

You are not logged into Channelweb. Login | Register

Cloud Application: LotusLive

Security

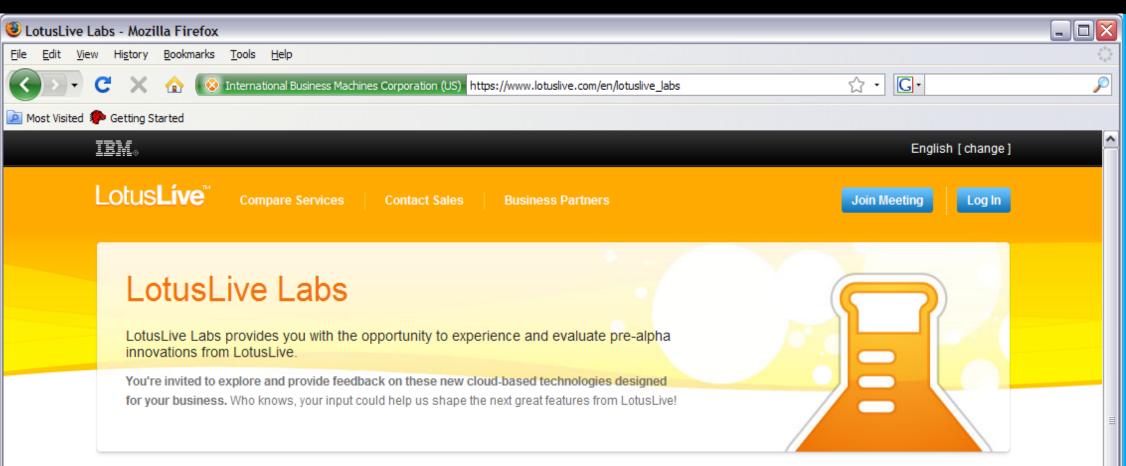
If you had written off IBM's Lotus group for dead, you'd have been very, very wrong. Not only is IBM's Cambridge, Mass.-based software operation as feisty as ever, its adoption of the hosted model for its core products is actually giving it a major technical edge. Case in point: LotusLive. The CRN Test Center looked at, and liked, LotusLive Engage and LotusLive iNotes -two hosted applications that bring collaboration and messaging to IBM's cloud in a significant and aggressive way. While rivals including Microsoft have made no bones about the fact that they will be players in the cloud space with its messaging, e-mail and collaboration, Lotus is there in a business-ready way right now. As enterprises begin what could be a long, measured transition from on-premise IT, to a hybrid model, to cloud computing, the full suite of LotusLive products gives the channel a way to get started right this minute.



Partnership with IBM Research Easy access to alpha services Accelerating the pace of innovation

Slide Library: A collaborative way to build and share presentations





Get a head start

LotusLive Labs will be available, with a range of pre-production services that are Explore some of the services that will be included in the LotusLive Labs launch fully integrated with LotusLive, later this year. But you don't have to wait to preview and provide us with your early feedback in our LotusLive Labs pre-alpha forum what lies ahead! Try these pre-alpha technologies now. Just login to your We recommend using these pre-alpha business innovations as trials only, as LotusLive account. Once there, look for the LotusLive Labs link and request they may be updated or removed without notice. Be sure to visit again and again access. But don't delay, access will be granted on a first-come, first-served to see what new, cutting-edge technologies are available for previewing and basis! Don't have an account? Sign up for a trial of LotusLive Engage today. experimenting

What's inside



Slide Library

Slide Library makes presentation building so much easier. Why recreate the wheel? With Slide Library, you can search through libraries of presentations to gather useful information and ideas. And when your presentation is done, upload it for your colleagues and clients. This is what collaboration is all about



Collaborative Recorded Meetings

ind that bit of information you are looking for! Collaborative Recorded Meetings is a collaborative media and meeting: service that records and transcribes your entire meeting

Done

Explore pre-alpha technologies



Event Maps

Event Maps is a rich, interactive application that lets you view multi-track conference events in a whole new way! You can browse conference sessions, organize sessions by categor and provide feedback to conference organizers. Event Maps supports collaboration features such as commenting, rating and tagging on conference events — and allows you to upda event details through an easy interface.



Composer lets you create new applications by mashing up a sorts of services. You can mash up services from the Web, e-mail, forms, collaboration tools and backend systems us



Lotus Quickr Next Lotus Quickr Next for Domino Services

Close alignment with Domino 8.5.1

Folder level access control

Improved document versioning

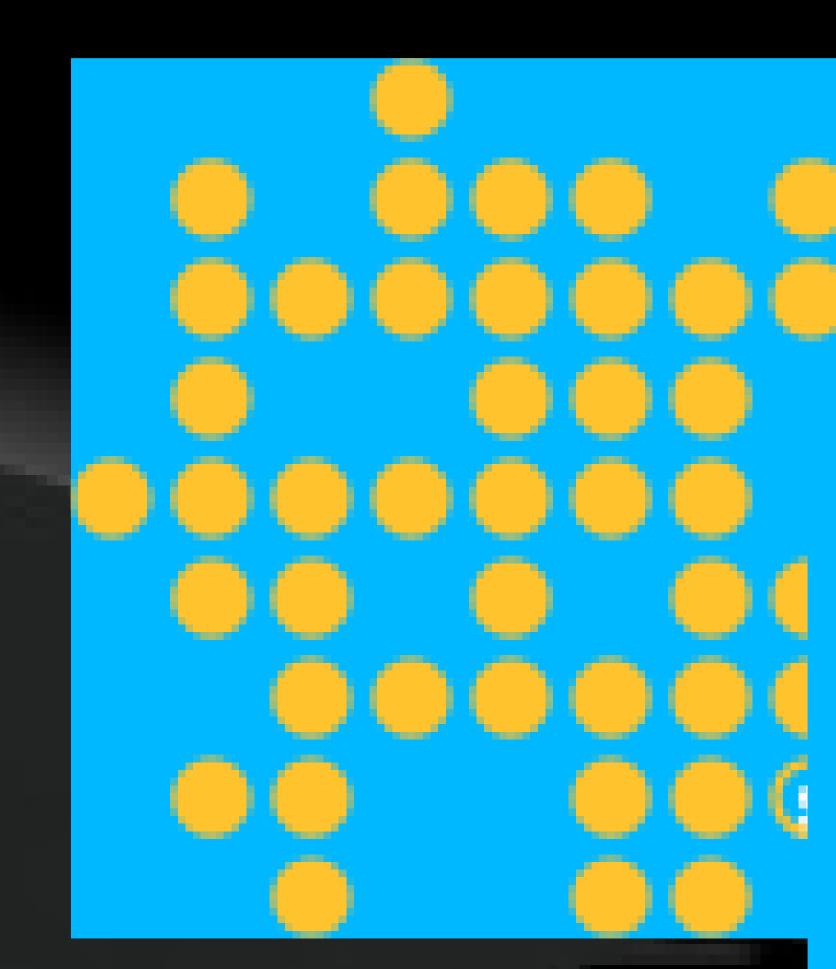
Direct connect ECM integration



Lotus Quickr Next for J2EE Services Alignment with latest version of WebSphere Portal

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My Places					Search in this place				
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Home	Tasks								
Library	Use the Gant Chart (timeline) view to track a task's completion. Use t	he Standard list view to sort the list by different column	s and group the tasks by a	ssignee, due date, or priority;	as needed.				
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Select Time Zone	Technical Content	you use everyday. Download the Learn More		Lotus Quickr on ibm.co	m				
	Best Practices Wiki								
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ecision. The information on nmitment, promise, or legal obligation to emains at our sole discretion



The information on Lotus Connections is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on Lotus Connections is for informational purposes only and may not be incorporated into any contract. The information on Lotus Connections is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion

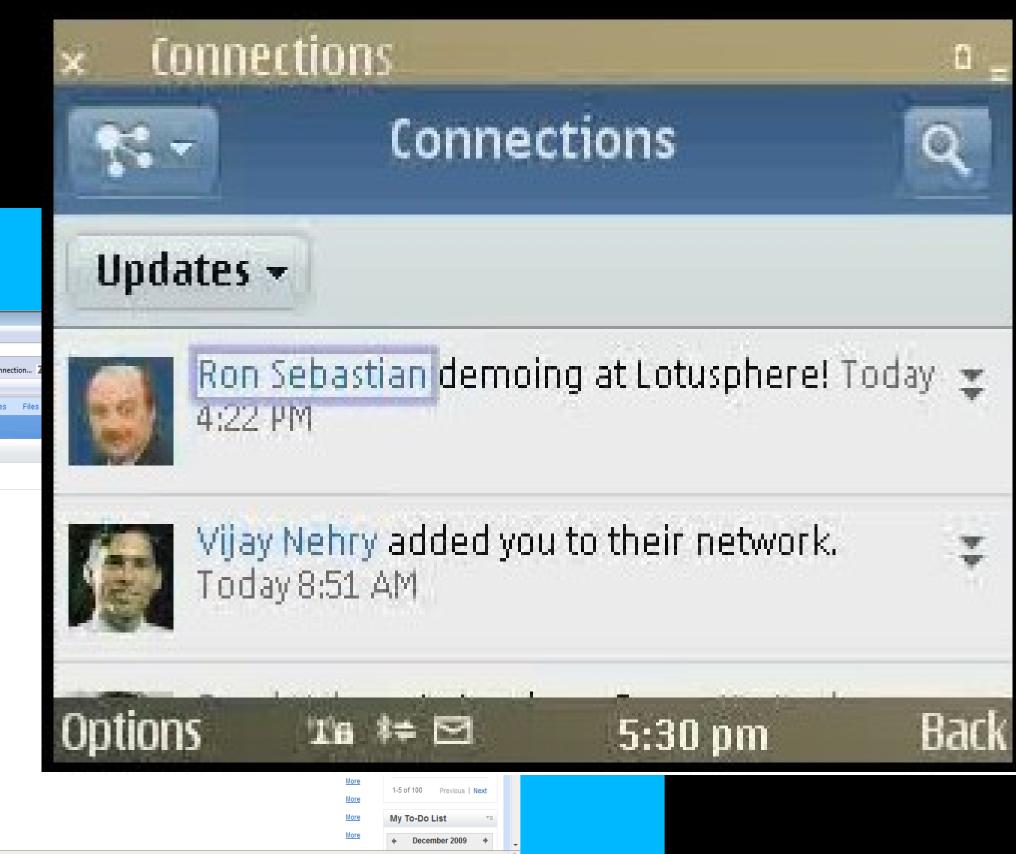
Lotus knows that
special someone
been looking for.you'veIntroducing IBM Lotus®Connections™Next

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Sebastian where is Suzanne? Dec 9

Adams Working on a big deal! De

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🔊 Most Visited 🌮 Getting Started 🔊 Lates	st Headlines 🥝 Quickr 8.5 📄 BlueSpruce 🏠 IBM Lotus Connection Z Zeta Hospital - Welco 😵	My Mashups 📀 Online collaboration: L			
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Welcome					
MAIN SERVICES	Our Hospital	Profiles 📲			
Welcome Medical Services Patients & Visitors News & Events HNH Flu Health A - Z Related Web Sites FIND A DOCTOR City and State IMPORTANT LINKS Appointments	In May, we were able to largely extend our already exceptional equipment with two new investments which make us really proud: After 3 months of implementation we are glad to announce our new high quality consultancy process. The process guarantees that all patients are examined and treated with the same high standards, independent of the doctor with which they start their visit. The lab now has a brand new X-ray examination device that gives us special advantages in diagnosing Anterior cruciate ligament (ACL). Now we are the only hospital on the west coast that possesses such a device, only the XY Hospital far, far away has similar equipment. We now also offer laser surgery. With this low risk treatment you will get rid off your glasses forever. We can cure myopia as well as hypropia with this new technology. Don't hesitate and make an appointment today. Do not consider this treatment if you <u>Aflatoxin</u> suffer from Aflatoxin intolerance.	My Network My Profile Profiles by Name Search Status Updates Refresh What's happening in your network right now? Status Clear Suzanne Livingston getting ready for a client meeting Wednesday 6:43 PM What are you working on right now? Show: Status Updates in My Network My Status Updates Show: Status Updates in My Network My Status Updates Show: Suzanne Livingston getting ready for a client meeting Wednesday 6:43 PM Show: Suzanne Livingston getting ready for a client meeting Wednesday 6:43 PM Mdd comment Ron Sebastian demoing at Lotusphere! Wednesday 5:28 PM Add comment Lotusphere! Wednesday 5:28 PM			
Clinical Payment Profile	New Patient Portal	Jasmine Haj Doing some research on healthcare Dec 9 (1 comments)			
Settings & Preferences Maps & Directions Phone Directory	We now offer personalized services online! Early this month, we launched our brand new Patient Portal. This portal greatly extends our offering for patients and	Pierre Dumont Dec 9 What type of research are you doing perhaps I can assist.			
Done					





WebSphere Portal Deliver Exceptional User Experience

improved external site hosting
simplified deployment model
social content and mashup integration

New IBM Industry Toolboxes for WebSphere Portal



Gov't



Insurance



Retail







Coming Soon! Travel & Transportation Industrial



Healthcare



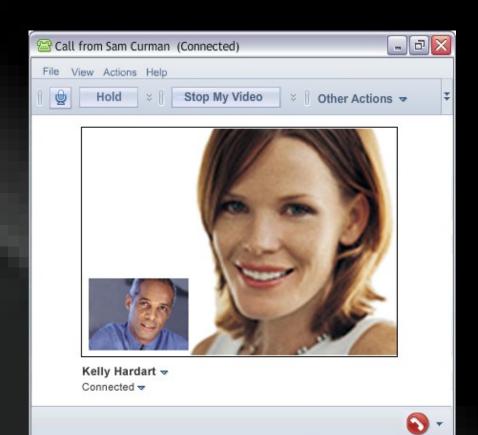
Banking



Lotus Sametime 8.5

NEW! Online Meetings NEW! Audio and Video capabilities NEW! Zero download browser experience **NEW!** Apple iPhone browser client NEW! Web 2.0 APIs **NEW!** Simplified Management Console



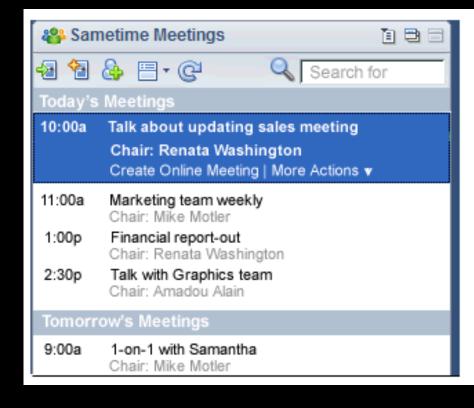


Sam Curman, Team Lead

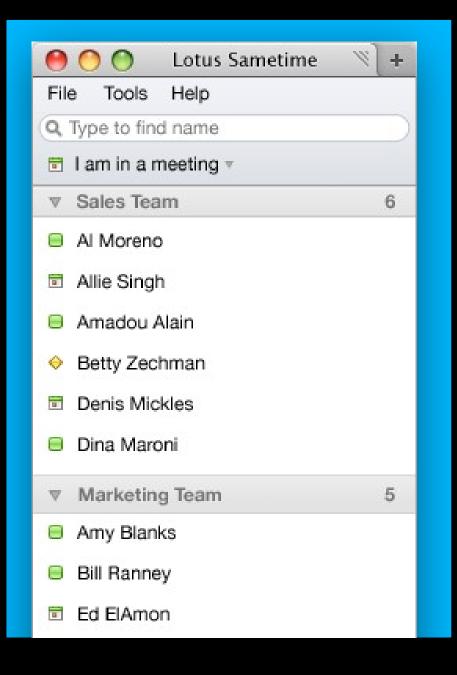


Internal PR Plan

Communications Task Force Trenovation (L) LOU

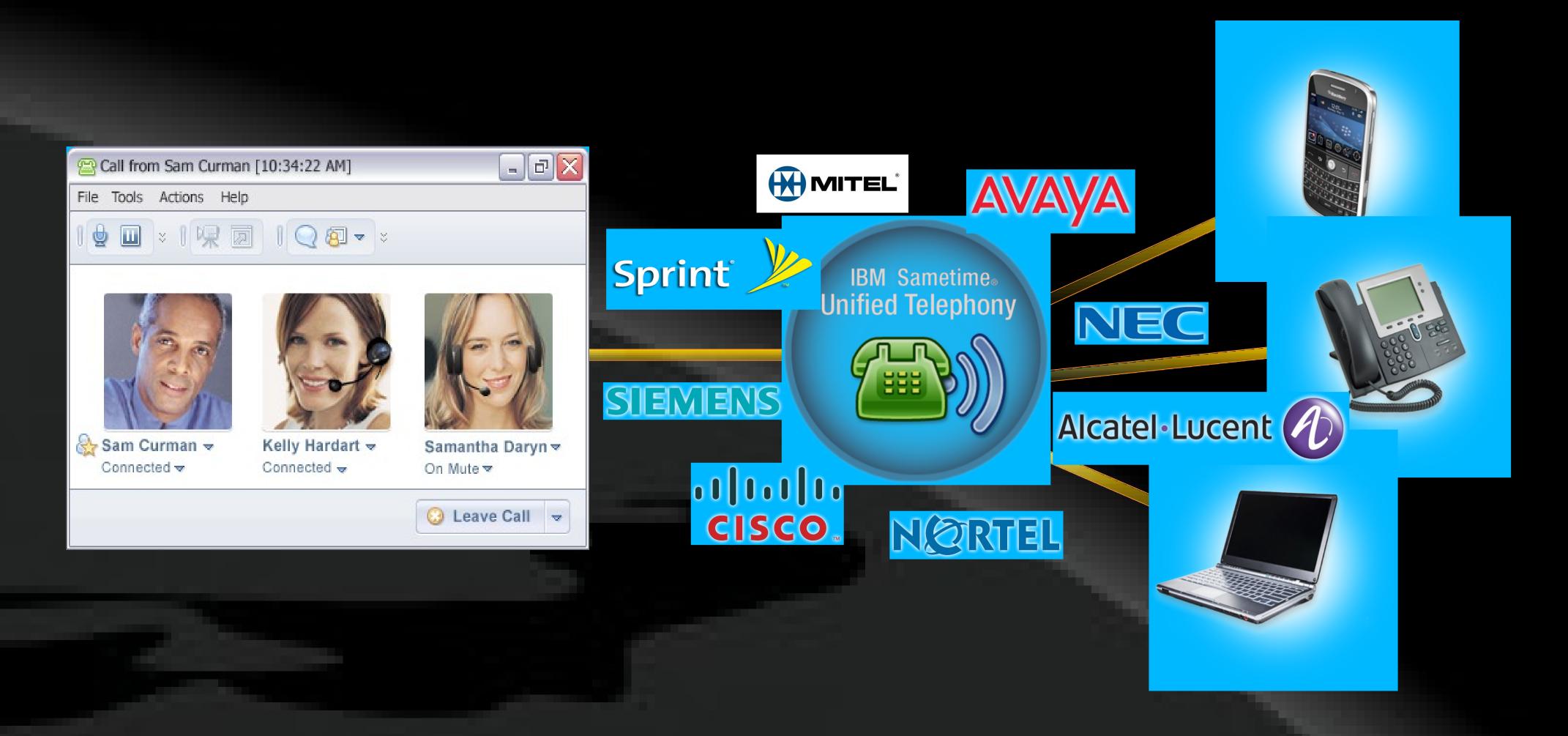








Lotus Sametime Unified Telephony



Telephony Presence Single Number Service Unique soft phone Intelligent call routing Simplified Integration with heterogenous PBX systems













Translating technological innovation into industry-specific contexts



Industry Specific ROI Metrics around collaboration capabilities

Banking Insurance Government Healthcare Providers & Payers











W In HII AH AC SIE Ch BA AC





"We will be where you will be"

Industry events

- HIMMS, March, 2010
- AHIP, June, 2010
- ACORD LOMA, May, 2010
- SIBOS, October, 2010
- China Banking Show, September, 2010
- BAI Retail Banking, November, 2010
- ACORD Implementation, November, 2010
- And much more....



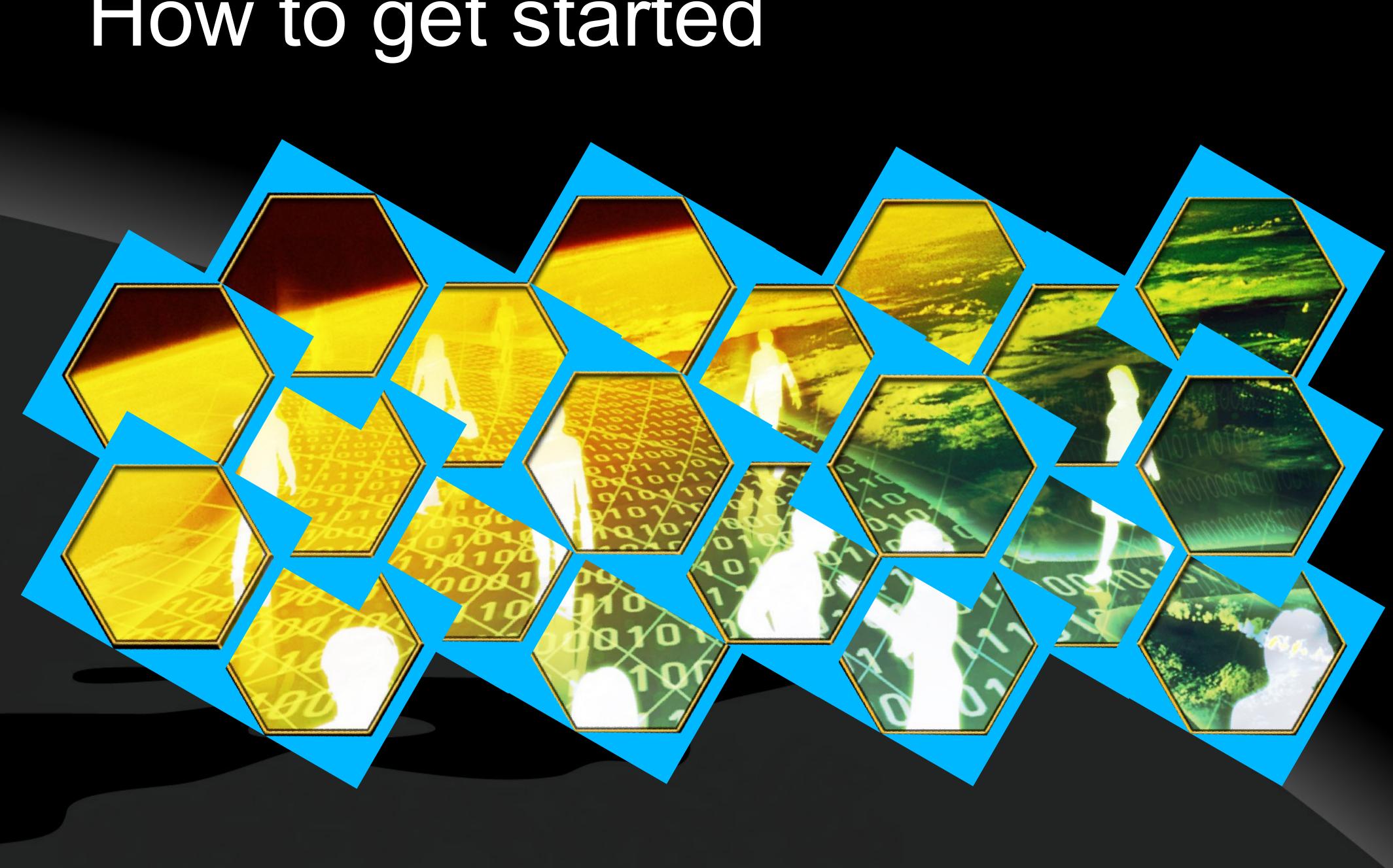


Collaboration Agenda – Supported by an ever-increasing community of Integrators...



...Offering Expertise, Solutions and Services

How to get started



Go to:



- ibm.com/collaborationagenda
- Speak to your Lotus Sales Representative to learn more
- Attend a workshop: A multi-step consultative process designed to meet your specific needs
- Do you want to increase ROI?
- Do you want to reduce costs?
- Do you want to increase revenue?
- Do you want to avoid costs?
- We can help you understand how expertise can improve your organizational metrics!



ТΜ

Getting started: Accelerating your time to value



IBM Software Services for Lotus provides the technical and subject matter expertise needed to design and deploy solutions that can help maximize the return on your Lotus and WebSphere Portal investment and optimize the performance of your mission-critical applications.

Over 700 technical professionals globally!

Consulting

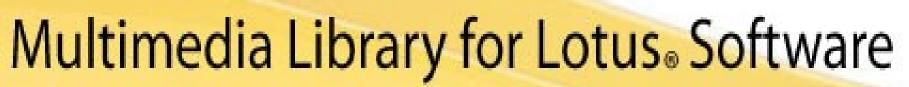
Assessment and planning QuickStarts and pilots Deployments Health checks and environment reviews Innovative solutions to business/IT challenges

Sample services include: LotusLive Onboarding, Portal NOW, Portal Health Checks, Notes/Domino Upgrades and Application Modernization, Social Software Business Adoption Services, Atlas for Lotus Connections, Sametime Compliance and Security, Virtual Collaboration for Lotus Sametime, Lotus and Portal Technology Integration, and much more!

IBM Software Accelerated Value Program

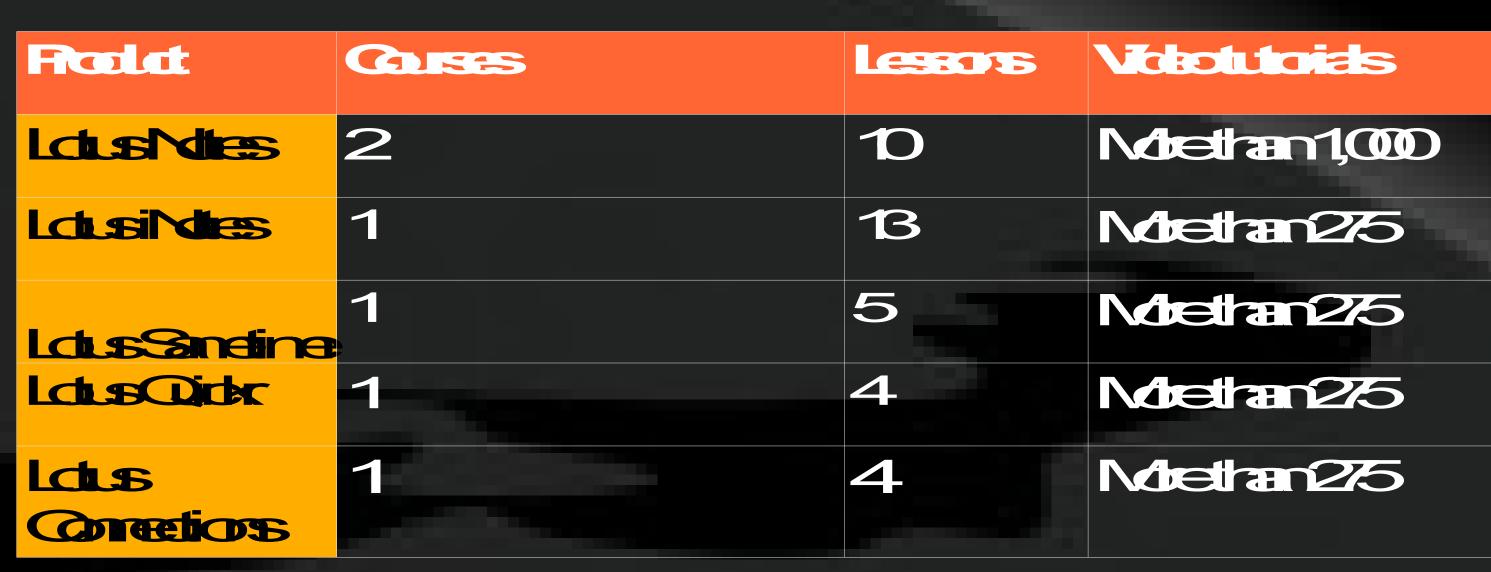
Personalized guidance on deployments and upgrades Single point of contact with IBM Best practice knowledge sharing **Pro-active problem resolution**

Getting started: Accelerating product adoption



Learning made fast and easy. Anytime. Anywhere.

- Training right on your desktop means instant results!
- Affordable. Just a few dollars per user -- or less
- Available in 11 major languages for global deployments
- Can be embedded right into Lotus Notes
- Reduces rollout time and lowers help desk costs



* Languages include: English, French, Canadian French, Spanish, Latin American Spanish, Brazilian Portuguese, Italian, German, Japanese, Chinese Simplified and Chinese Traditional



The Multimedia Library for Lotus Software is a comprehensive collection of hundreds of tutorials and video clips available in 11 languages* that show users how to perform essential tasks. This affordable no-travel training solution is now available for Lotus Notes, Sametime, Quickr, and Connections!

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A vision for how people will collaborate in the future, based on:

Continuity. Convergence. Innovation. New Opportunities.

Continuity Building on today's capabilities

Innovation

Applying technology to empower people to work in new ways

Unifying the experience across access and delivery models

Convergence

New Opportunities

Making possible the next generation of solutions

Empowering people to be their most effective

IBM Project Vulcan helps people drive business forward

Bringing focus to what's most important



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