



Smart Work - Collaboration

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For us to make sense of this new world, we must consider four critical questions

“My infrastructure is inflexible and costly”

More Agility

How do we create an intelligent infrastructure that drives down cost, is secure, and is just as dynamic as today's business climate ?

Dynamic Infrastructure

“Data is exploding and it's in silos”

Making Better Decisions

How can we analyze the wealth of information available to make rapid, informed and confident decisions throughout the organization?

New Intelligence

“New business & process demands ”

Responding to New Behaviors

How can we work smarter supported by flexible and dynamic processes modeled for the new way people buy, live & work.

Smart Work

“Our resources are limited”

Doing More With Less

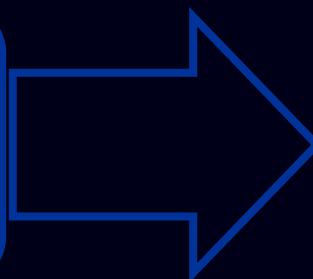
How do we drive greater efficiencies, compete more effectively, and respond more quickly by taking action now on energy, the environment, and sustainability.

Green & Beyond

**98 percent of CEOs plan
Business model changes.**

**Gap between CEOs who expect change and those who
have the ability to handle change has
Widened sharply - nearly 3X.**

*How do we make our
organization just as
dynamic as today's
business climate?*



**Smart
Work**



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

2 Billion

people will be on the web by 2011.*



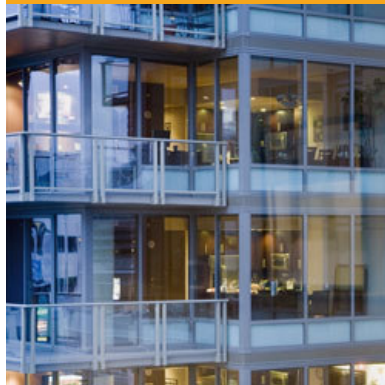
4 Billion

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



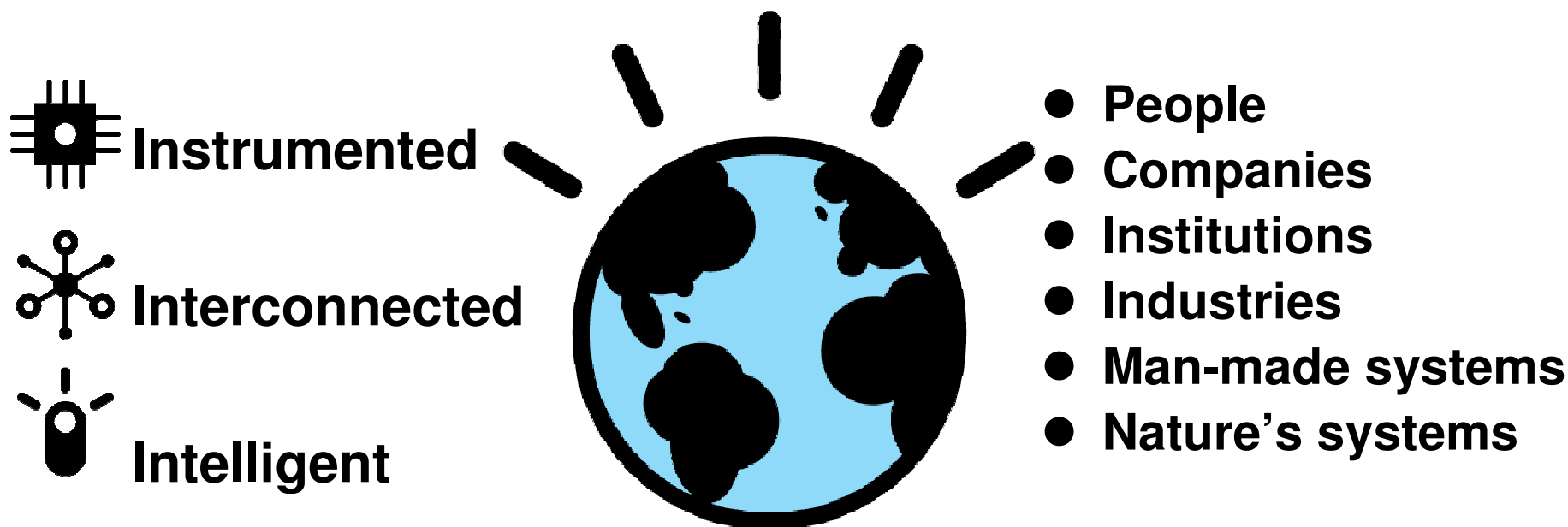
*Sam Palmisano speech, November 12, 2008

South Africa, Maropeng, Cradle of Humankind – October 29, 2009

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SOMETHING MEANINGFUL IS HAPPENING

Smarter Planet

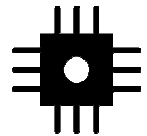


The world is connected - economically, socially, and technically

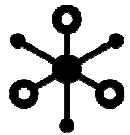
MAKING THE HUMAN WORK SMARTER



The Human is...



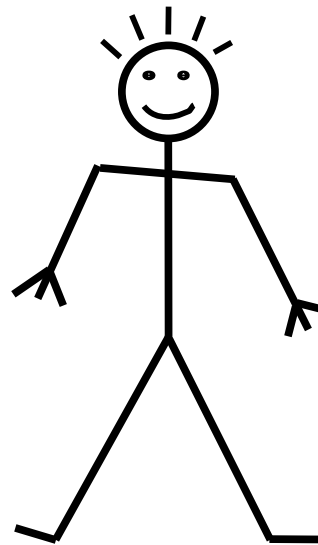
Instrumented



Interconnected



Intelligent



The ultimate sensor

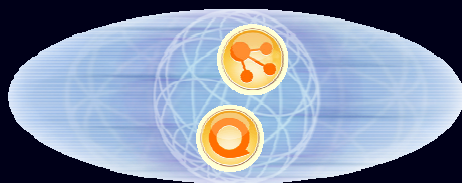
**Where latency in
business process still
exists**

**Where data becomes
decisions**

SMARTER WORK STYLES



Unified Communications



Social Software

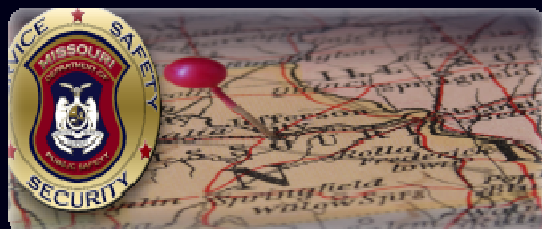


Mashups

Unified Communications: Working Smarter through better Communications

SMART IS

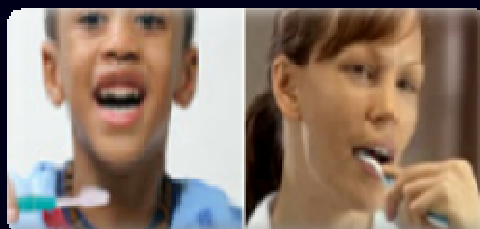
Accelerating emergency response



Missouri State Government (US): coordinated across multiple government agencies using the Sametime client to act as a radio endpoint and as a bridge across frequencies for easy communication with the field teams.

SMART IS

Delivering new products to market in half the time.



Colgate: linked their employees and over 6,000 business partners; using online presence outside the company, e-meetings to brainstorm and develop these new products and fostered a collaborative culture.

SMART IS

Improving margins by reducing food spoilage



A Grocery Retailer: improved their margins by \$US 750K/year by avoiding spoilage of their products by using Sametime to reduce disruptions and mistakes in their supply and order fulfillment process.



Unified Communications: Working Smarter through better Communications

SMART IS

Shortening sales and ordering process from 11 days to 7 days



European Nissan Dealer: with 130 dealers cut turnaround time in their sales and ordering process reduced IT costs by 69% by using Sametime's Unified Communications capabilities to reduce the use of faxes, phone calls and email.

SMART IS

Reducing customer service calls by 50%



Celina: saved \$US 3M in their customer service center when they added online presence to their website. This allowed their independent sales agents to bypass the call center and instantly connect with the claims processors and underwriters.

SMART IS

Opening a new manufacturing plant quickly and less costly



Nutra-Flo: stayed closely linked to partners when opening a plant across the world from where you are. Using Sametime to allow for realtime communications via chat, eMeetings saved travel costs and improved efficiency in human interactions



Social Software: Working Smarter by enabling people to locate and connect to expertise

SMART IS

Replacing a paper-based process with a Social Portal

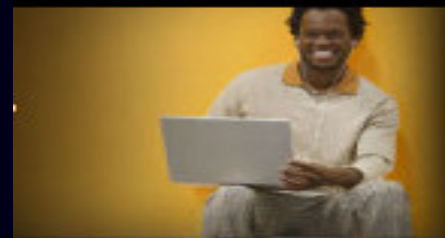


University of London: wanted to foster a greater sense of community in the distance learning program by providing collaboration tools to help students communicate and exchange ideas.

They saved £300k per year in print, courier and administration costs alone, (not to mention lessening environmental impact) while also reducing the time involved in managing student access to information.

SMART IS

Improving the practice of law by bringing together information resources, leading expertise, and easy ways of collaborating



Practising Law Institute: uses a Web 2.0 social networking environment for lawyers to do problem-solving and find information, plus insightful legal analysis from experts. They can join others through wikis and blogs to generate and share new knowledge, and tap into new relationships to identify new career opportunities and market their skills. .

Portals and Mashups: Working Smarter by providing timely and relevant information discovery

SMART IS

Using 570+ feeds of government data for creating customized mashups to solve citizen problems



Kent County Council UK: Built a mashup solution in 15 minutes that reports on regional recycling performance and identifies how to help Kent County citizens recycle more. Helps citizens answer “How can I improve my city’s household recycling?” and find local recycling centres and what they recycle

SMART IS

Using Web 2.0 technology to distribute information to citizens on Southern California wildfires



California Government Agencies and Individual Citizens: use mashups with information sourced from television networks, radio stations, fire response units and more to show fire encroachments on maps and micro-blogging to report down-to-the-minute fire breakouts



NEW CIO STUDY: TOP TEN VISIONARY PLAN ELEMENTS

- **Business intelligence & analytics**
- Visualization
- Risk management & compliance
- **Mobility solutions**
- **Customer & partner collaboration**
- **Self-service portals**
- Application harmonization
- Business process management
- SOA/Web Services
- **Unified Communications**

COLLABORATION HELPS PEOPLE AND ORGANIZATIONS WORK SMARTER



Connect globally with employees, customers and partners to build strong relationships that drive results

Collaborate from anywhere to become a more agile, adaptable organization

Innovate to leverage the power of participation and generate new ideas

Optimize the cost of enabling people

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; n = 1106

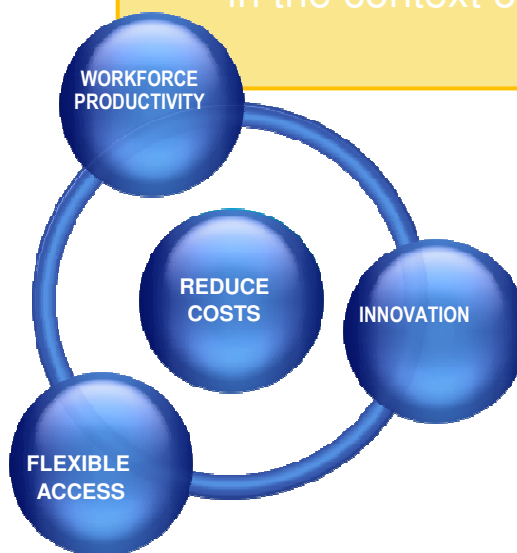
THE LOTUS MISSION: SMARTER COLLABORATION

- Increase **workforce productivity** to improve the agility of your business and quality of your results
- Spur collaborative **innovation** without boundaries
- Provide **flexible access** points to work closely with your clients and partners wherever you are and in any context
- **Reduce costs** to maximize the effectiveness of your people while optimizing your costs

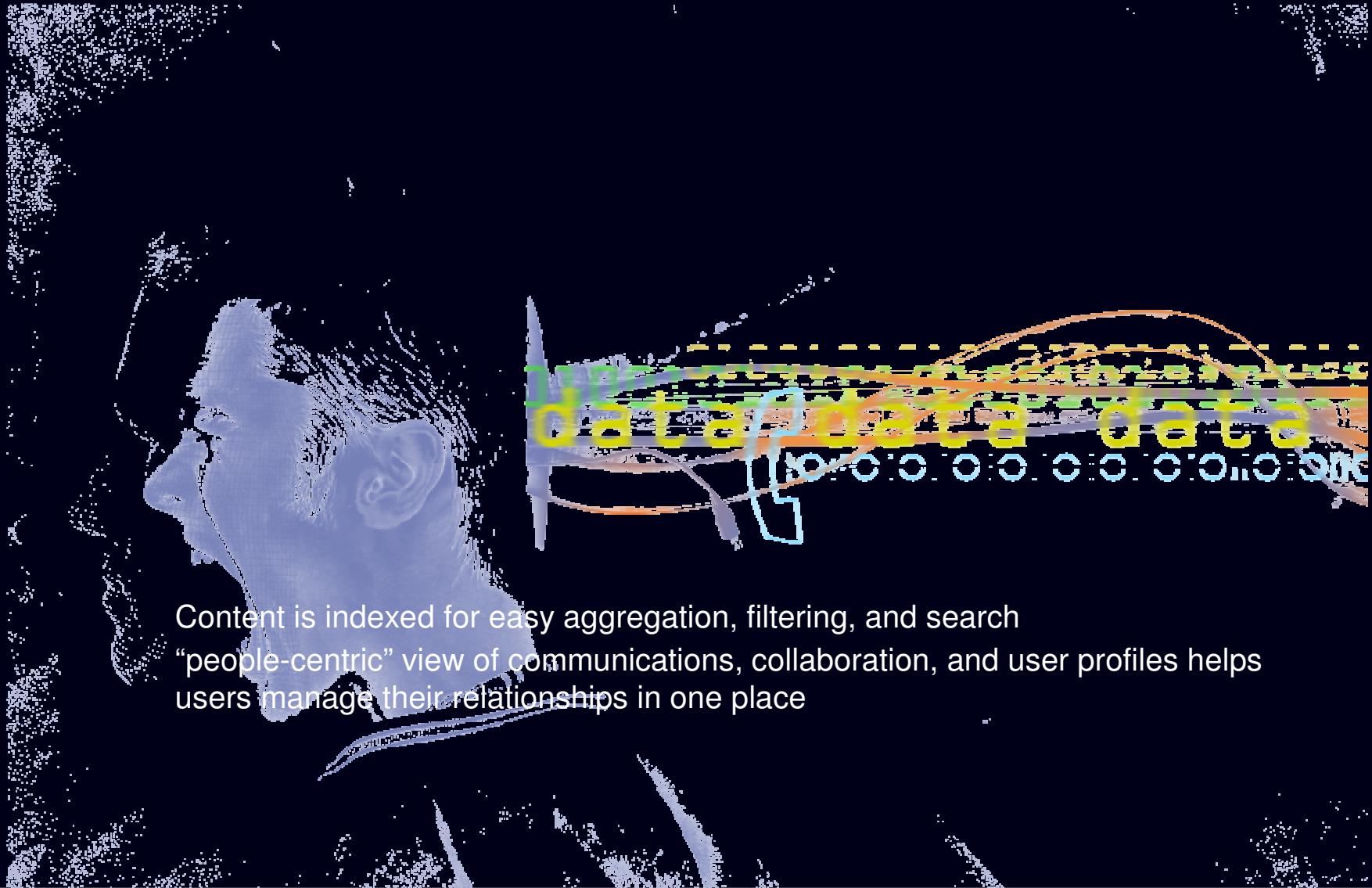
The Lotus Mission:



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



Information Overload Impacts Workforce Productivity

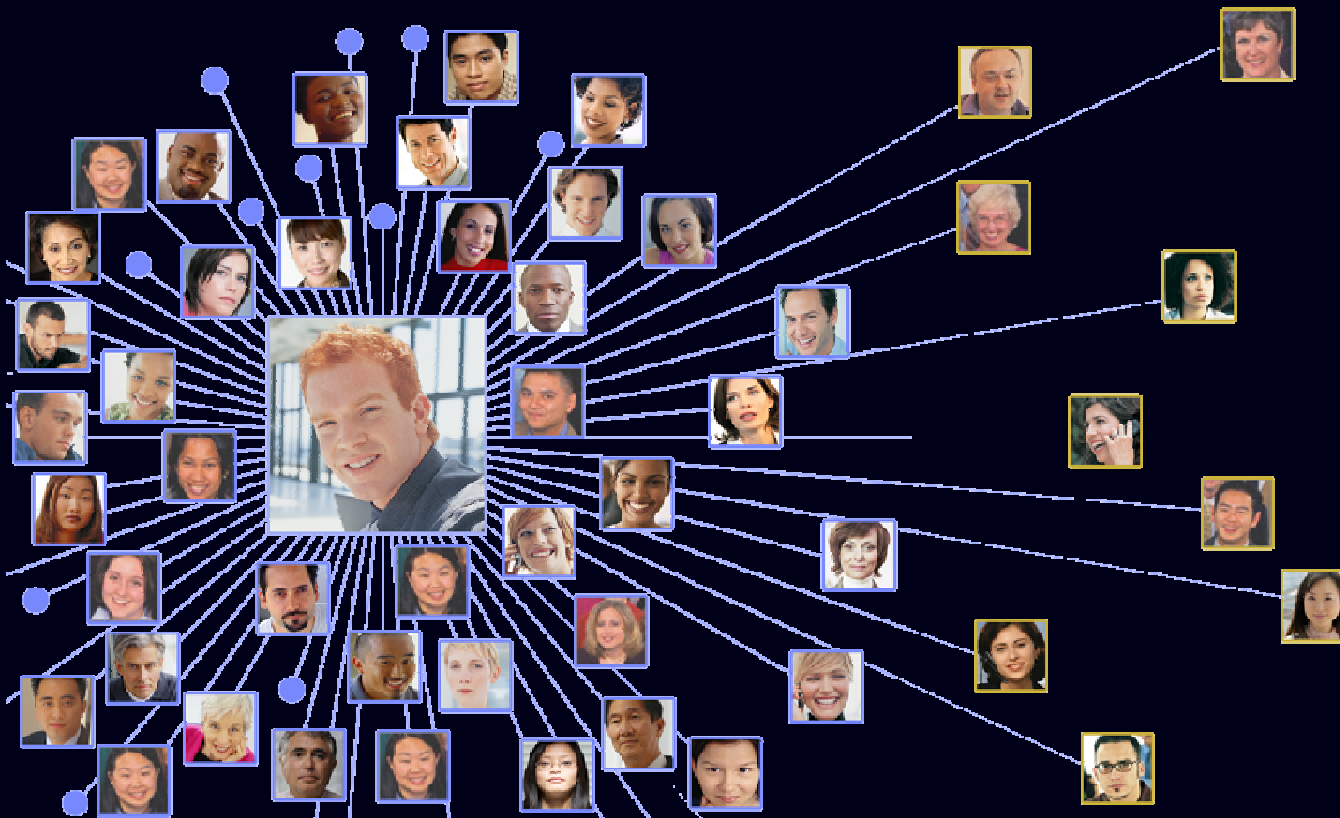


Content is indexed for easy aggregation, filtering, and search
“people-centric” view of communications, collaboration, and user profiles helps
users manage their relationships in one place

Collaboration Mitigates Information Overload



- To improve the agility of your business and quality of your results



- Content is indexed for easy aggregation, filtering, and search
- A “people-centric” view of communications and collaboration utilizes existing relationships
- User profiles help people manage their relationships in one place

Collaboration Enables Innovation without Boundaries



- In a world where innovation is global, multi-disciplinary and open, you need to bring different minds and different perspectives together to discover new solutions to long-standing problems.
- Therein lies the essence of collaborative innovation.

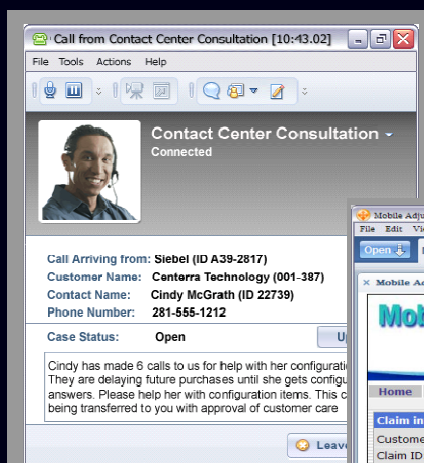
The screenshot displays the IdeaJam website interface. At the top, the 'ideajam' logo is visible, along with navigation links for 'Home | Tags | Statistics | Top Innovators'. Below the logo, it states 'The IBM Lotus community has contributed: 2773 ideas | 69855 votes | 7895 comments'. A dropdown menu for 'Select an IdeaSpace' is set to 'All ideas'. The main content area shows a list of ideas with columns for 'Promote', 'Demote', and 'No Opinion'. Three ideas are visible:

- Target version of IdeaJam Idea's**
IdeaSpace: Domino Designer
Tags: development
Rob Goudvis - 16 Oct 2009 / Comments (1)
No Opinion: This forum holds a great many number of excellent Idea's, but I cannot imagine that exclusively wanted by us for the latest version of Notes. I do understand that resources at IBM are limited, but there are so many developers will not use the ...
- Add SwiftFile to the standaard!**
IdeaSpace: Notes Client / Mail
Tags: lotus notes swiftfile
Jurgen van den Broeck - 16 Oct 2009 / Comments (1)
No Opinion: Add the SwiftFile function (default) to the Lotus Notes client (install).
- Allow copy and paste of HTML text into a text field**
IdeaSpace: Notes Client / Core/Frameworks (Incl. sidebar, rich text editor)
Tags: copy, paste, usability
Darren Duke - 16 Oct 2009 / Comments (1)
No Opinion: If I have HTML email and wish to copy some of the text into a another Notes document that contains a text field (not a RT field), then the text should copy over.

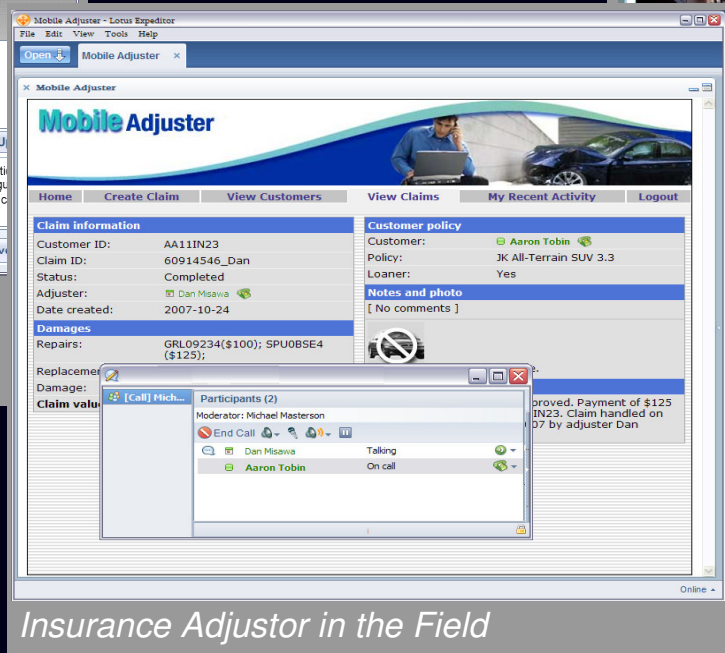
Overlaid on the right side of the screenshot is a large graphic for 'jam' with a green asterisk above the 'j'. Below this is a 'Purchase IdeaJam Today' button and a 'Welcome to IdeaJam' section. At the bottom, there is a banner for 'IBM Smarter Planet University Jam' featuring a globe icon and a photo of people looking at a screen. A small box at the bottom right of the banner says: 'Post your idea - from ways we can improve IBM Lotus Software to things we've haven't even yet thought of.'

Flexible Access Points

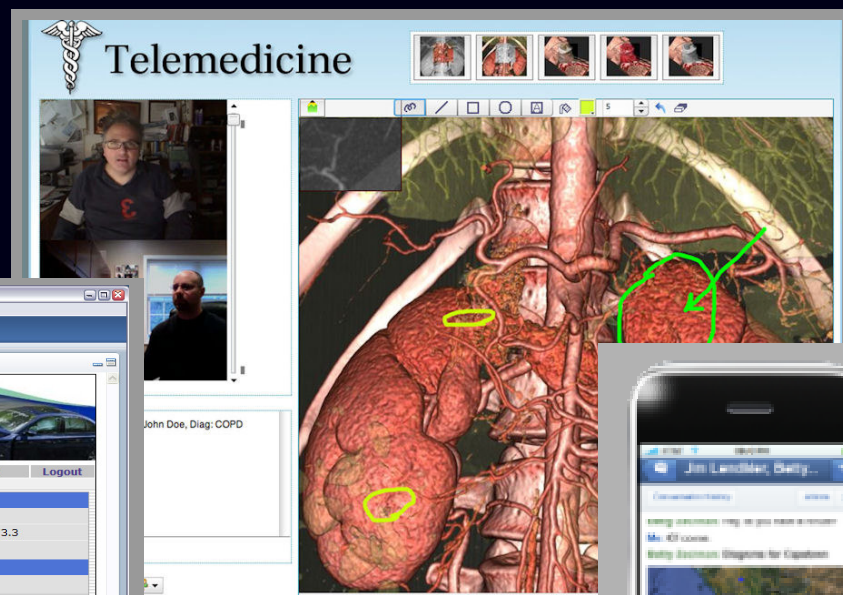
- Work closely with your clients and partners wherever you are and in context of the business process



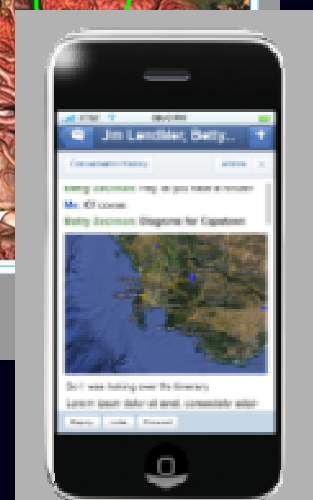
Collaboration with Customers from CRM



Insurance Adjustor in the Field



Collaborate Remotely on Medical Diagnosis



Mobile Access to Applications

Reduce Costs by using Collaboration Tools



- A major US bank experienced full ROI for Unified Communications in 12 months
- A German manufacturer estimates a 9x payback in 3 years
- IBM has saved \$17m in telephony and \$95m in travel



- Significant savings in desktop productivity tool license costs



SMART WORK

A smarter planet puts organizations in position to be first and be right.

We've only just begun to uncover what is possible on a smarter planet.



The world will continue to become smaller, flatter, and smarter. We are moving into the age of globally integrated and intelligent economies, societies, and communities.

To thrive on a smarter planet, we must extend universal, fast, affordable, personalized, and secure collaboration services to our global population.

Let's build a smarter planet together.