

WORK FASTER AND MORE EFFECTIVELY

**Lotusphere
Comes To You
2008**

Lotus® software

IBM®

Enterprise Social Networking and Web 2.0

Ralph Klaassen – Consulting IT Specialist



Lotusphere[®] 2008

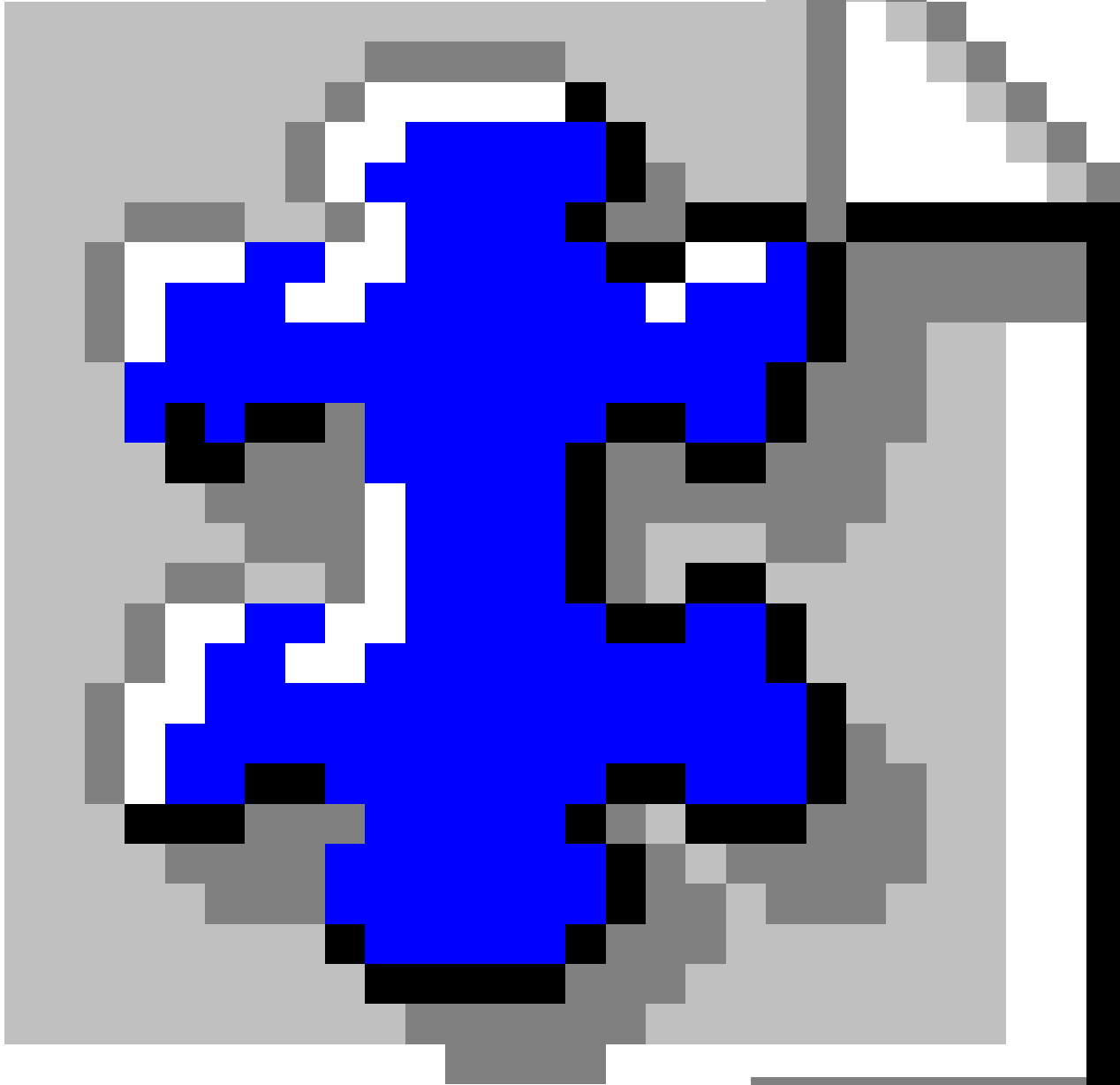


IBM[®]

What's on the agenda?

Social Networking

- Lotus Connections
- Lotus Quickr™
- Lotus Mashups



Lotusphere[®] 2008

<http://flickr.com/photos/rooreynolds/509145604/>



Social software vs. collaboration

Requires more than just a “way to collaborate”

	Critical Success Factors	Seekers <i>I need someone</i>	Contributors <i>I am someone</i>
Social Networking	Awareness	How do I know who is out there?	How can I become more known?
	Competence (Trust)	Is this person competent?	How can I advertise my expertise?
	Benevolence (Trust)	Will this person help me?	How do I develop my reputation as a trusted partner?
Culture	Motivation	Am I motivated to work with this person?	Why will I cooperate with this person?
	Access	How do I approach this person?	Do I want to be approached?
	Skills	Does the team have the skills necessary to collaborate effectively? (e.g. technical, communication, people, business, etc)	
Collaborative Tools	Mechanism	Do we have a method to collaborate?	

With whom do you want to work?

Affable

Lovable Fool

Lovable Star

Jerk

Incompetent Jerk

Competent Jerk

Fool

Competent

So, how do you find more 'Lovable Stars'?

Affable

Lovable Fool

Lovable Star

Jerk

Incompetent Jerk

Competent Jerk

Fool

Competent

What's on the agenda?

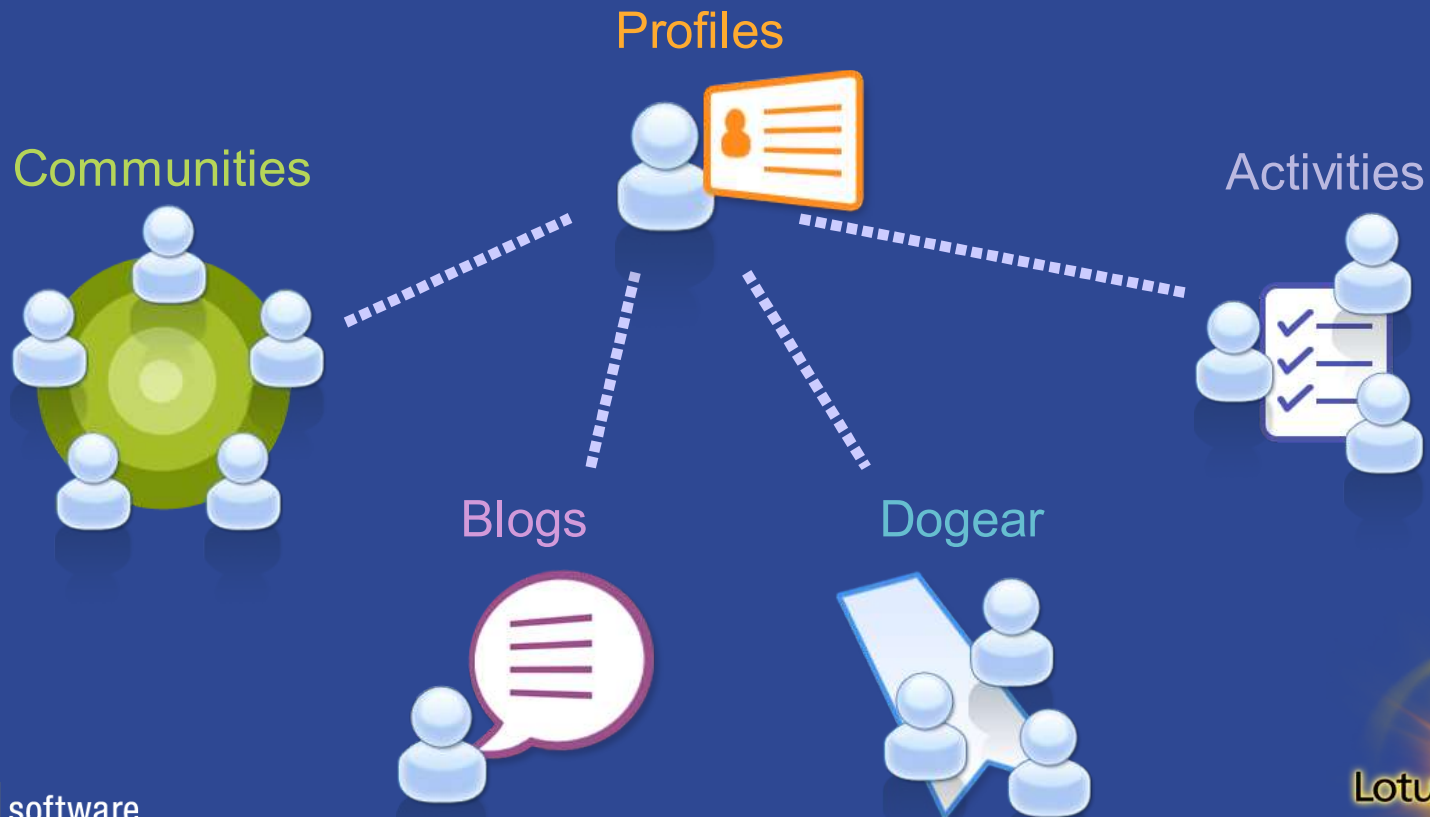
- Social Networking
- **Lotus Connections**
- Lotus Quickr
- Lotus Mashups



www.ibm.com/lotus/connections
Latest product info, research, podcasts, and more

Lotus Connections

- Lotus Connections is social software for business that empowers you to be more effective and innovative by building dynamic networks of coworkers, partners, and customers



Lotus Connections has 5 services ...



Profiles

Quickly find the people you need by searching across your organization using keywords that help identify expertise, current projects and responsibilities.



Communities

Create, find and join communities of people who share a common interest, responsibility, or area of expertise.



Blogs

Use a weblog to present your point of view and get feedback from others; read what others are saying.



Dogear

Save, organize and share bookmarks to valued online resources, discover bookmarks that have been shared by others.



Activities

Organize your work, plan next steps, and collaborate easily with others to execute on your everyday deliverables.

History and Influencers

Profiles

- Persona
- Bluepages & Persona redesigned



Connections Profiles

Communities

- BlueGroups
- Community tools
- Community Map



Connections Communities

Blogs

- BlogCentral



Connections Blogs

Dogear

- Dogear



Connections Dogear

Activities

- Instant Collaboration
- Activity Explorer
- UAM
- OpenActivities







Connections Activities

2002

2005

2008


Release Roadmap

-  **Connections Profiles**
-  **Connections Communities**
-  **Connections Blogs**
-  **Connections Dogear**
-  **Connections Activities**



Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

Connections 2 Focus Areas

 Homepage	Attention Management	Personalization	Aggregation	
 Profiles	Customization	Social Networking	Social Tagging	
 Communities	Discussion	App Integration	Membership Management	
 Blogs	External Blogs	Related Blogs	Popular Entries	
 Dogear	Unified Bookmarklet	Popularity Count	Share & Notify	
 Activities	Personal Organization	Customization	Flexible Types	
 Cross-Service	Search	Ratings	Notifications	Metrics

Demo



Beyond Connections 2.0

Research Areas for 2008 and Beyond



Recommendations

Skills Development



Visualization

Community Health



Lightweight Business Processes

Personalization



Reputation Building

Social Network Analysis



Data Mining

Business to Business

Ongoing Development Areas



Expertise Location

Directory Integration

3rd Party Sources



Web2.0 Security

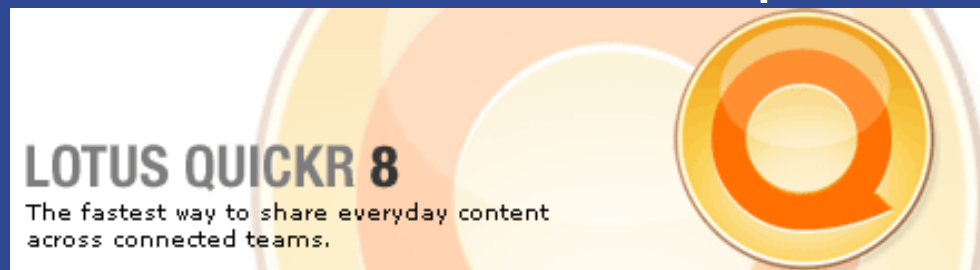
Extensions

Subscriptions & Alerts

What's on the agenda?

- Social Networking
- Lotus Connections
- **Lotus Quickr**
- Lotus Mashups

www.ibm.com/lotus/quickr



The Lotus Quickr “sweet spot”

- Share content plus collaboration (not just “publishing”)
- Dynamic, “in process” content
- Multiple contributors, authoring collaboratively
- Scoped to a “team” but scalable to all the teams in an organization
- Semi-structured (e.g. not rigorously defined business processes)
- Self-service, self-managed but backed by IT
- A natural everyday complement to enterprise content management (ECM)



Lotus Quickr – Strategy & Directions

Plans are subject to change at any time without notice

Sept. / Oct.
'07



Lotus Quickr
8.0.0.1 (FP1)

Fix Pack release, plus...

1. Updates to Domino templates
2. WCS migration toolkit

Q1 '08



Lotus Quickr
“Cougar”

Maintenance release, plus...

1. Integration with Lotus Notes 8.0.1
2. “Personal Edition”
3. MS Outlook connector
4. UX Enhancements
5. Other migration toolkits (ex: from MS Sharepoint)



Lotus Quickr
Entry



Template updates from IBM



Connectors and templates from Business Partners

2008



Lotus Quickr Next

1. User Experience

- Enhanced connectors and browser experience
- More integrated templates (proj. mgmt)

2. End-to-end content management

- FileNet and other content stores
- Quickr as the future of Domino.Doc

3. Innovation & value in collaboration

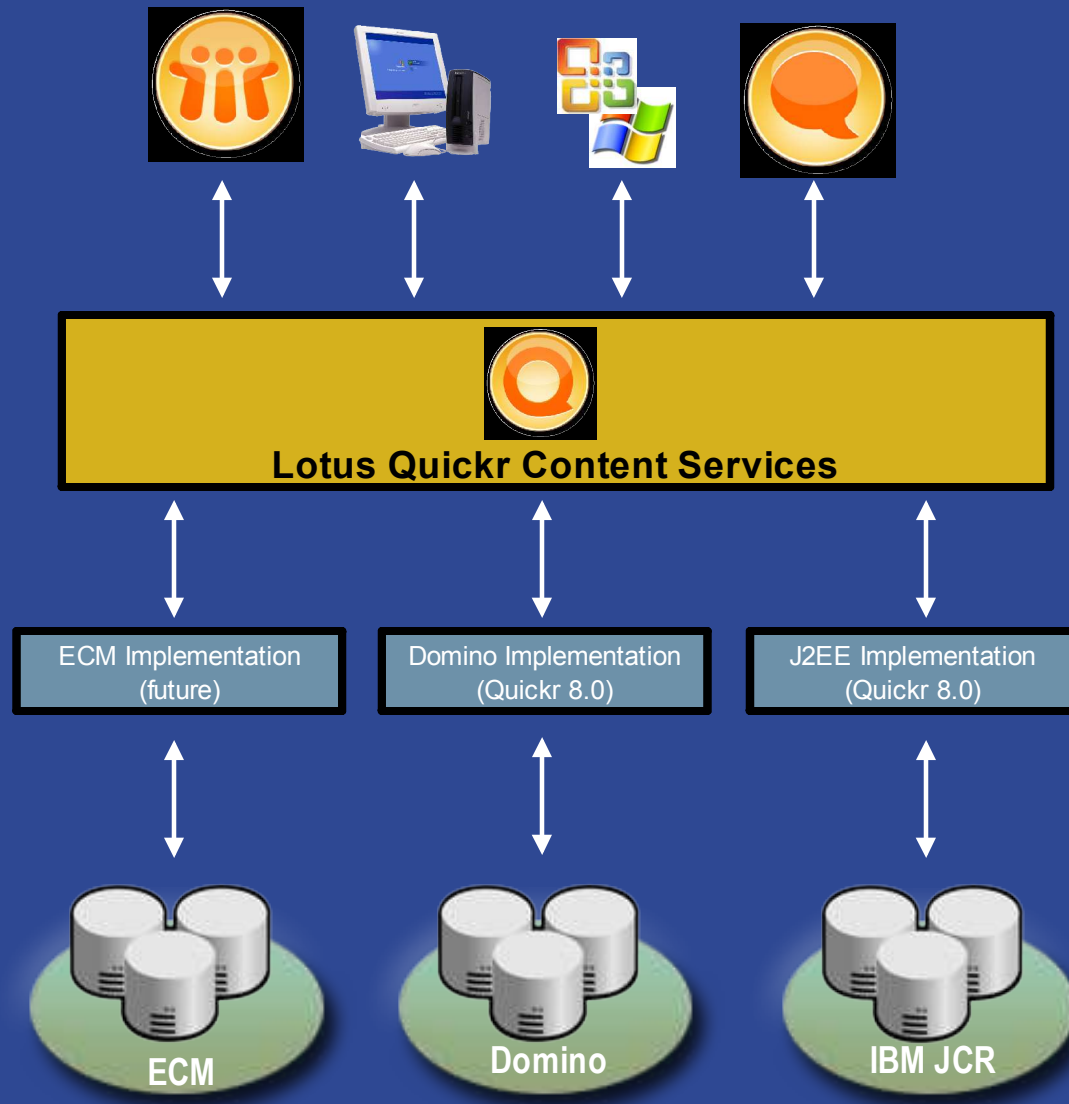
- Deliver value from social computing (with Lotus Connections)
- Web 2.0 concepts: tagging, rating, surveys
- Seamless asynch. and real-time collaboration (with Sametime)
- Enhanced offline access
- Enhanced collaborative editing (wikis)

4. Support the developer community

- Enhanced tools and REST services

Lotus Quickr - Content Services

- Lotus Quickr Connectors are built upon a common remote service layer
- Connectors are unaware of the backend platform on which they operate
- REST and SOAP based interfaces are provided.
- Interfaces are published and third-parties are encouraged to integrate and extend Quickr using these services
 - As providers
 - As consumers



Content Integrator



Easily add content to Lotus Quickr places from other repositories – without programming



Microsoft
SharePoint sites
(2003 and 2007)



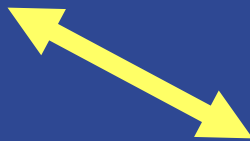
Lotus Notes
Team Rooms



Microsoft Exchange
Public Folders



Lotus Domino
Document Manager

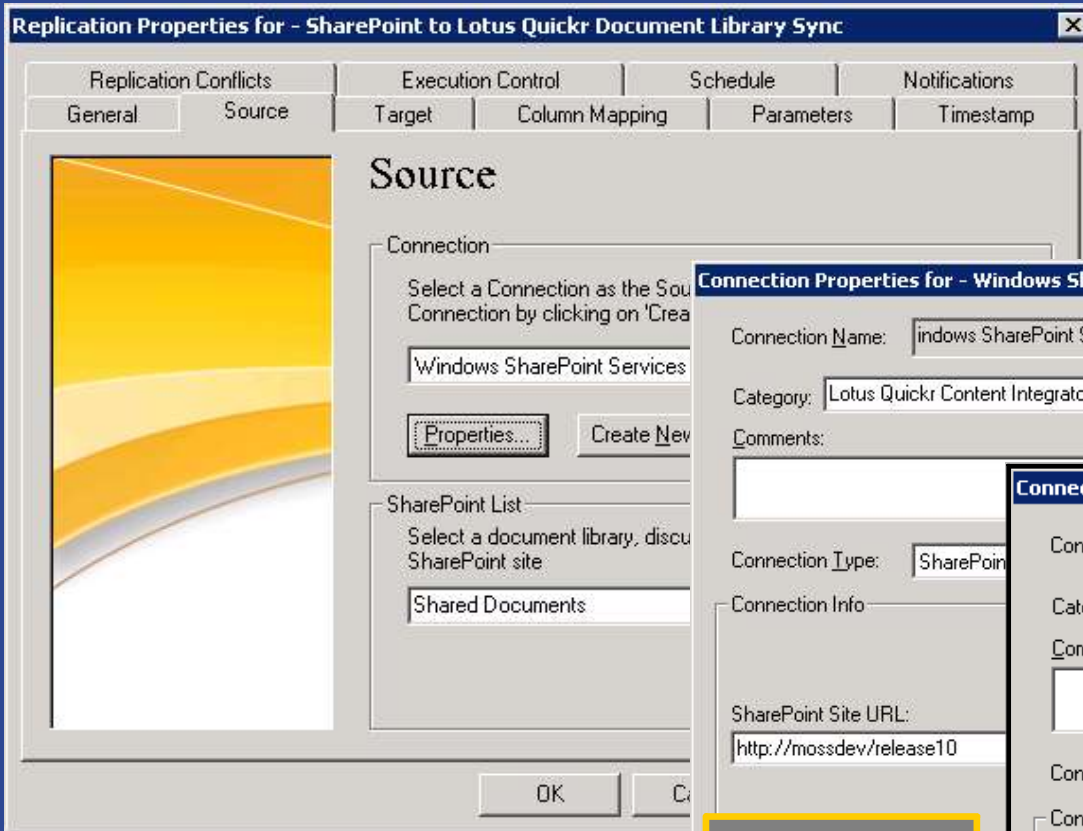


Lotus Quickr
Content Integrator

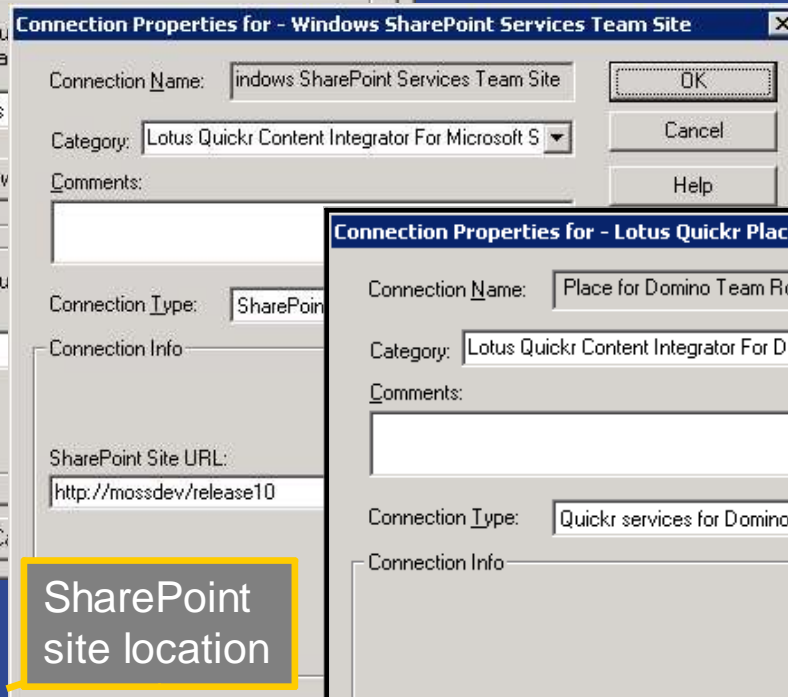
Separately priced companion product



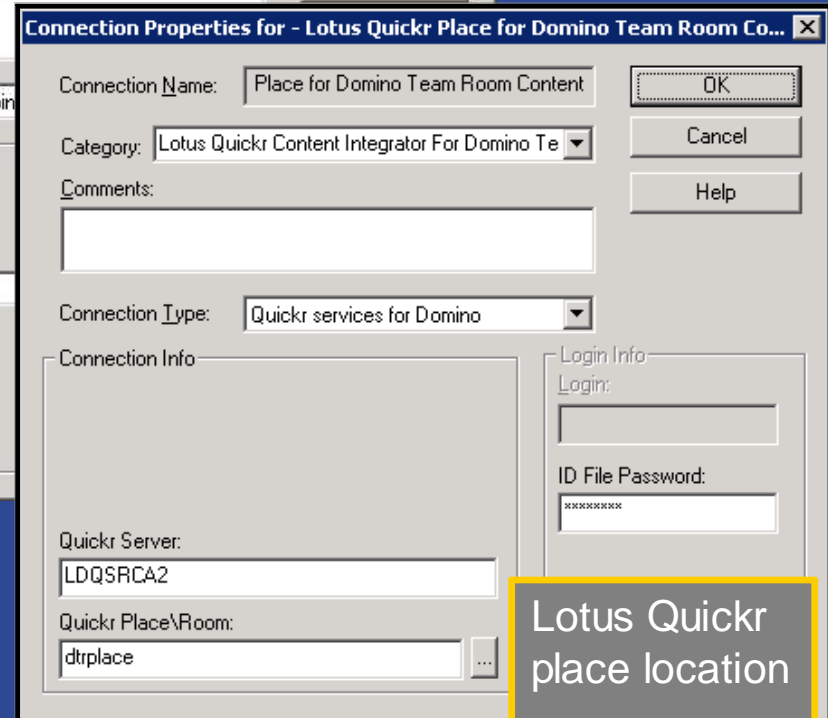
Easily move content using wizard environment



- Out of the box templates available for all supported content repositories



SharePoint site location

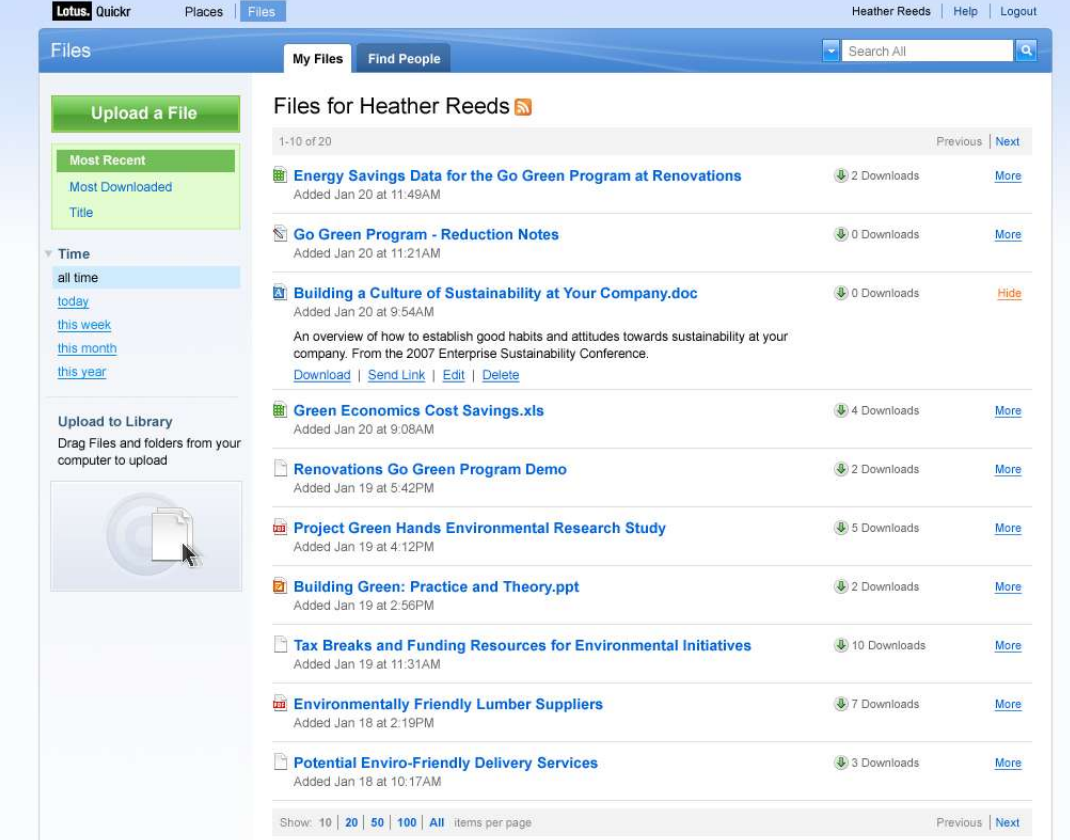


Lotus Quickr place location

- System and application level authentication and authorization
- Audit trail support

Lotus Quickr Entry – (aka “Personal Edition”)

- Online content library
- Simple & intuitive personal document sharing
 - ▶ Owner of the place can upload documents for others to access
- “Just a template”
 - ▶ No data migration required to benefit from full Lotus® Quickr™ capabilities
- Includes the Lotus Quickr connectors
- At no charge to currently licensed Lotus Notes® & Domino® Web Access customers



The screenshot displays the Lotus Quickr interface for a user named Heather Reeds. The page is titled "Files for Heather Reeds" and shows a list of documents. The interface includes a navigation bar with "Lotus Quickr", "Places", and "Files" tabs, along with a search bar and user information. The main content area lists several files with their titles, added dates, and download counts. The left sidebar contains options for uploading files and navigating through time periods.

File Name	Added	Downloads	Actions
Energy Savings Data for the Go Green Program at Renovations	Added Jan 20 at 11:49AM	2 Downloads	More
Go Green Program - Reduction Notes	Added Jan 20 at 11:21AM	0 Downloads	More
Building a Culture of Sustainability at Your Company.doc	Added Jan 20 at 9:54AM	0 Downloads	Hide
Green Economics Cost Savings.xls	Added Jan 20 at 9:08AM	4 Downloads	More
Renovations Go Green Program Demo	Added Jan 19 at 5:42PM	2 Downloads	More
Project Green Hands Environmental Research Study	Added Jan 19 at 4:12PM	5 Downloads	More
Building Green: Practice and Theory.ppt	Added Jan 19 at 2:56PM	2 Downloads	More
Tax Breaks and Funding Resources for Environmental Initiatives	Added Jan 19 at 11:31AM	10 Downloads	More
Environmentally Friendly Lumber Suppliers	Added Jan 18 at 2:19PM	7 Downloads	More
Potential Enviro-Friendly Delivery Services	Added Jan 18 at 10:17AM	3 Downloads	More

Agenda

- Social Networking
- Lotus Connections
- Lotus Quickr
- **Lotus Mashups**

www.ibm.com/lotus/mashups



What's all the fuss about?

- What are mashups and widgets?
- How do mashups relate to portals?
- Where are mashups in the adoption lifecycle?

What is a Mashup?

- A **mashup** is a lightweight web application that combines data from more than one source into an integrated and new, useful experience.

Zillow.com



iGoogle



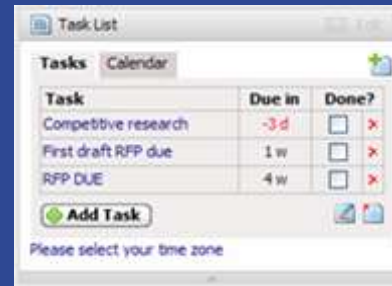
Competitive Mashup



- What typically characterizes a mashup?
 - ▶ “Widgets” and feeds that are mashed together often come from independent sources **and** do not change when mashed
 - New applications deliver new insights and capabilities (1+1 = 4)
 - ▶ Built on a web-oriented architecture (REST, HTTP) and leveraging lightweight, simple integration techniques (AJAX, RSS, JSON)
 - The result is fast creation of rich, desktop-like web applications
 - ▶ Simple applications that solve niche problems (i.e., satisfies the long tail)

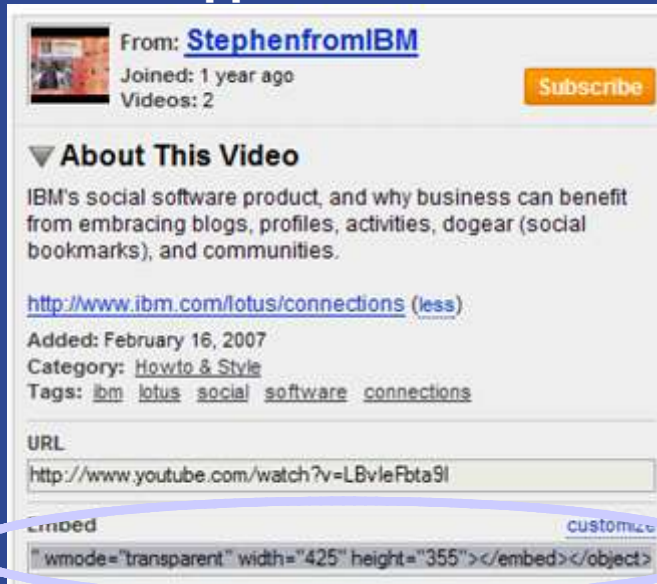
What is a Widget?

- A **widget** is a small program or piece of dynamic content that can be easily placed into a web site
- Widgets are called different names by different vendors: gadgets, blocks, flakes
- Widgets can be written in any language (Java™, .NET, PHP, etc.) and can be as simple as an HTML fragment
- Widgets can be non-visual
- Widgets often encapsulate an API
- “Mashable” widgets pass events, so that they can be wired together to create something new



Widgets Can Be Easily Embedded into Web Pages

HTML snippet for a YouTube video:



From: [Stephen from IBM](#)
Joined: 1 year ago
Videos: 2 [Subscribe](#)

About This Video
IBM's social software product, and why business can benefit from embracing blogs, profiles, activities, dogear (social bookmarks), and communities.

<http://www.ibm.com/lotus/connections> (less)

Added: February 16, 2007
Category: [Howto & Style](#)
Tags: [ibm](#) [lotus](#) [social](#) [software](#) [connections](#)

URL
<http://www.youtube.com/watch?v=LBvleFbta9I>

Embed [Customize](#)

```
<embed wmode="transparent" width="425" height="355"></embed></object>
```

HTML snippet for a Google Gadget:

Copy and paste the HTML below to include this gadget on your webpage.

```
<script src="http://gmodules.com/ig/ifr?url=http://www.labpixies.com/caspa:"
```

Embedded into a simple blog:




MONDAY, NOVEMBER 26, 2007

Widgets can be embedded into Pages and Blogs

This is a Youtube widget



This is a Google Gadget



Live TV Gadget
Watch your favorite TV stations right on your

Posted by Mash-o-Matic at 1:32 PM 0 comments

Example Mashup: IBM Trip Planner

Select location.

Select your destination or [Use previous destination...](#)

United States MA

Cambridge

Select the IBM site you will be visiting

Cambridge

(Optional) Enter a flight number, e.g. AA 123

Enter flight info

See list of IBM approved hotels for your selected location.

General **Hotels** Flight Info IBM Site Travel Resources

View weather

Cambridge, MA

[Hourly Info](#) | [15 Days](#) | [Videos](#)

Rain **46°F** RealFeel®: 39°F Winds: SE at 7 mph

Tonight **-144°**

Tuesday **55°/35°**

Wednesday **48°/35°**

Weather Forecast | Weather Maps | Weather Radar

AccuWeather.com

Combines 10 unique data sources to create a new application!

See meal limit from data feed.

[Meal limit](#) for Cambridge: \$42 as of Feb 3, 2007

Visual display of where the hotels, car rental agencies, ATMs, and the IBM office(s) are located.



Example Mashup: Customer 'Quick View'

The screenshot displays a web browser window titled "IBM Lotus Remix - Mozilla Firefox". The application interface includes a navigation bar with "Tools", "Content Feeds", "Tools", "Favorites", and "Collaboration" menus. A search bar is located in the top right corner. The main content area is divided into several sections:

- Customer Data:** A table with columns for Account, Address, Zip, and Contact. The row for "CISCO" is highlighted in yellow.
- Dogear:** A news feed showing articles such as "Quotes for NTNX, IBM, CSCO, ... - Yahoo! Finance" and "IBM Positions Lotus Notes for Growth - News & Analysis - Technology - CSCO - IBM".
- Google Gadget:** A line chart titled "CSCO 7-Dec 10:13am (C)Yahoo!" showing stock price fluctuations over a period of days.
- Critical Situations:** A list of service tickets for "CSCO". One ticket is visible with ID "#643960" dated "11/23/07".
- Bar Chart:** A bar chart titled "View sales by date for selected customer." showing revenue for Q3 and Q4 across the years 2005, 2006, and 2007.

Select a customer

Views stock price. Bad news/results informs rep that he might be better off focusing elsewhere for the quarter.

Dogears allow rep to keep track of news and blogs about the customer that he might have missed.

View sales by date for selected customer.

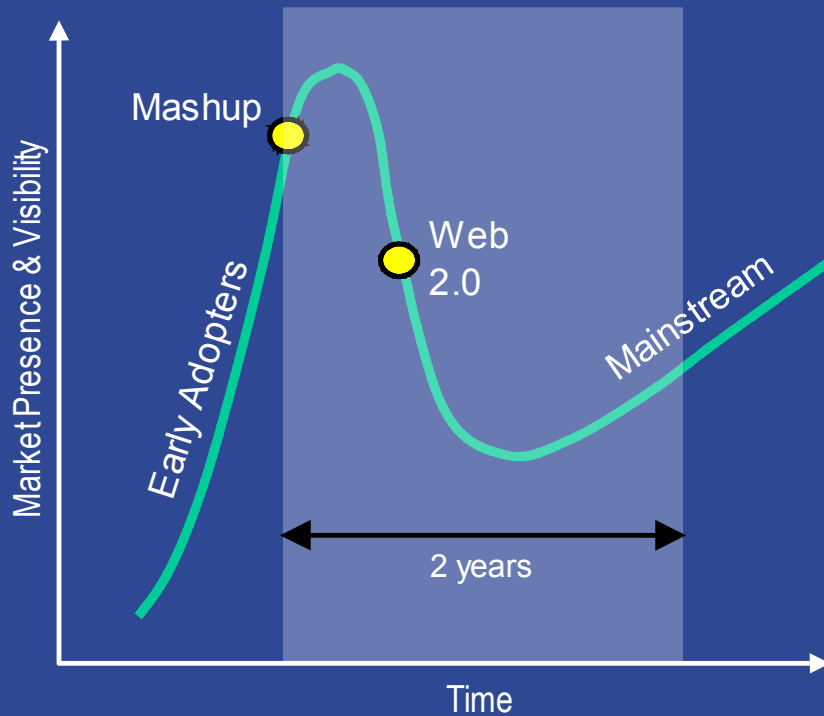
View current service tickets before calling the customer and be better prepared to field any queries about progress

How Do Mashups Relate to Portals?

- **Mashups can run in a portal framework**
- Many portal vendors support or plan to support the technologies needed to run mashups within a portal, such as:
 - ▶ Client-side aggregation of content, in addition to the traditional server-side aggregation approach
 - ▶ Support for Widgets and gadgets, in addition to portlets
 - ▶ Support for Web 2.0 technologies like AJAX, REST, JSON, and RSS
- **A portal is not a pre-requisite for creating a mashup.**
 - ▶ Developers can pull together mashups by writing Javascript code.
 - ▶ There are also vendors that offer mashup servers/environments.
- **Lightweight mashup environments and tools can be used alongside a Portal (NOTE- what is feasible depends upon what your vendor supports):**
 - ▶ Browser-based mashup tools support on-the-glass assembly and wiring, extending the creation of new applications to knowledge workers.
 - ▶ Mashup environments also support rapid creation, deployment, and deletion of simple, tactical applications and prototypes – without having to involve IT.
 - ▶ Mashups deemed valuable for a larger audience could be pushed out to a portal for additional management and IT control (role-based security, rich personalization services, etc.).
 - ▶ Some mashup tools support combining + transforming multiple data sources into new feeds, which can then be consumed by a portal framework.

Mashup Usage is Growing Rapidly

Adoption Trend



Mashup Growth

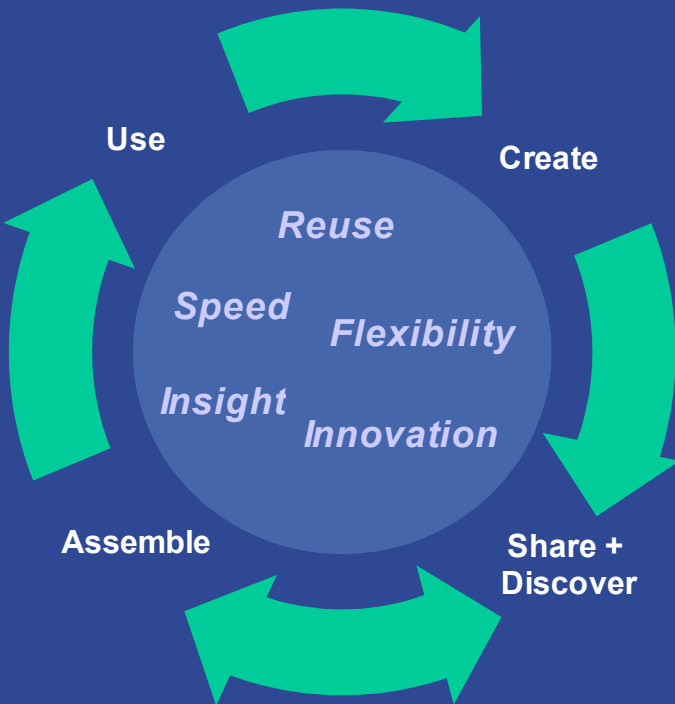
Programmableweb.com statistics (December 2007)

Mashups/Day:	3.19
Total Mashups Listed:	> 2500

Source: <http://www.programmableweb.com/mashups>

22% of organizations surveyed are using mashups now and 42% plan to use within two years (Economist Intelligence Unit Survey, January 2007)

Key Reasons for Businesses to Explore Mashups



1. Faster, cheaper delivery of applications
2. Support innovation and new business opportunities
3. Gain valuable insights
4. Better align IT and business
5. Extend Reach and Value of SOA

Key Mashup Challenges

- No industry-wide agreement on a widget standard yet
- Security
- Creating “mashable” data
- Cultural issues
- Intellectual property and policy issues

Lotus Mashups Architecture

Discover & Share

Find, rate, tag, comment, share widgets, mashups, and feeds



WebSphere Portal



Website



Notes 8

Assemble Mashups

· Discover · Wire & mash · Utilize recommendations & filtering · Transform

Create Widgets

· Mash visualizations w/ feeds · Import HTML · Use IDE (Portlet Factory, RAD)

Generate Feeds

· Connect · Transform and filter on server (Project Zero, Info 2.0.)

Flexible Infrastructure (LWI*, WAS, SaaS**, Domino**, Portal**)

· Reliability · Security · Administration · Governance

* Limited features with LWI, such as no out-of-the-box self service security

** Planned to be available 2H 2008

Internal and External Data Sources



Spreadsheets



Web/HTML



Domino DB



Feeds



JDBC DB



Portlets



MQ



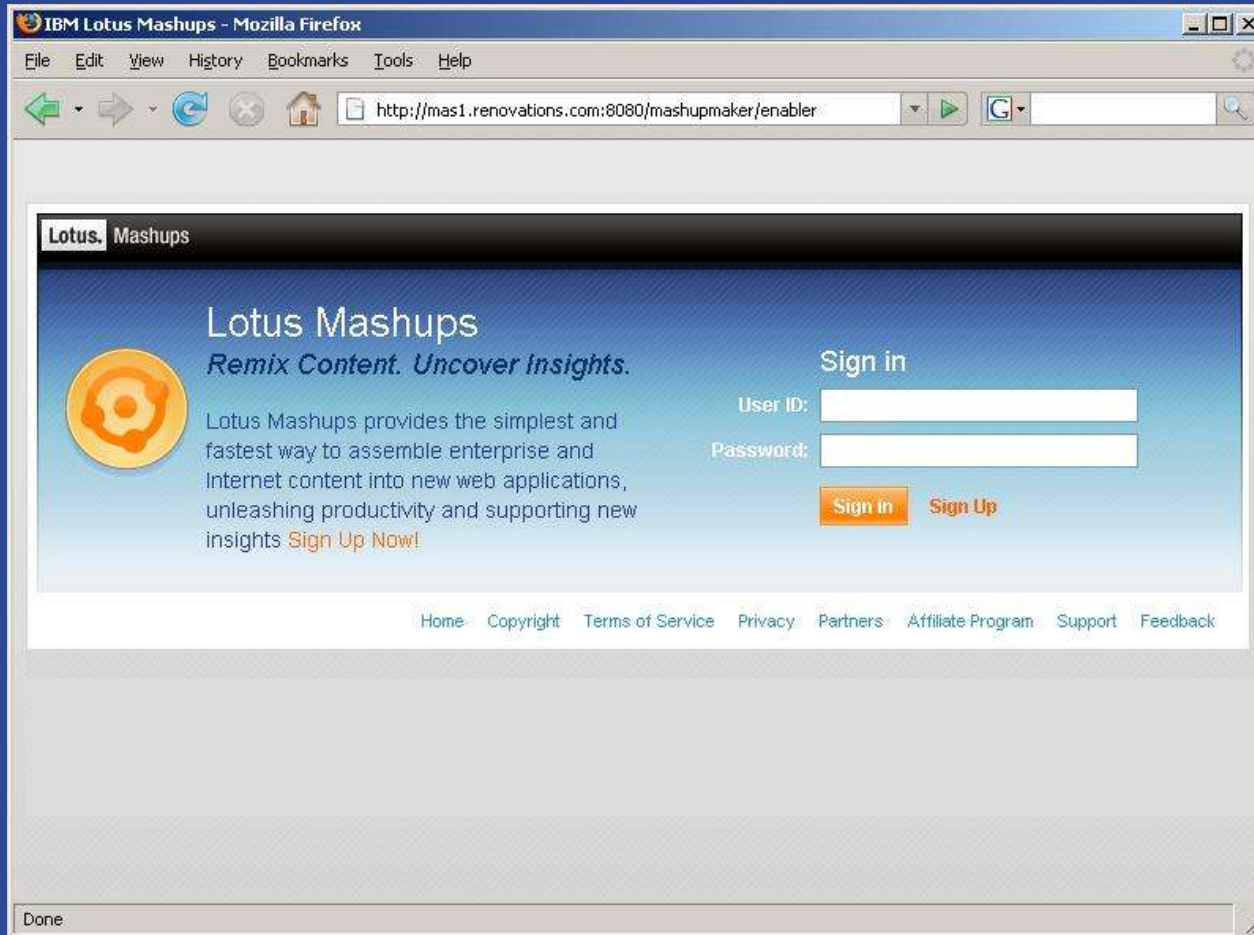
Google Gadgets



Web services

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Demo



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