SaaS and the IBM Lotus Portfolio
Agenda

- Changing Business Priorities
- The IBM Lotus Strategy
- Introducing LotusLive
  - New Offerings
  - Click-to-Cloud
  - Partner integration
- IBM Execution
  - Network
  - Security
- What the press and analysts are saying
- Summary
Business priorities are changing

- Organizations face the challenge of creating top line growth while at the same time managing bottom line costs in today's economy
  - The CEO’s twin priorities are driving innovation at grass roots level and cost reduction
  - Pressure from hyper-competitive markets and globalisation
  - Rise of emerging markets
- Internal resource reductions makes collaboration with customers and partners a necessity
- **Cloud computing enables smarter collaboration across employees, customers, and partners; while controlling costs at the same time**
CEOs told us these three external forces will cause the most change for their organizations over the next three years:

- **Market Factors**: 84%, 67%, 48%
- **People Skills**: 42%, 44%, 48%
- **Technological Factors**: 33%, 41%, 35%


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**“Our inability to find talent has been an inhibitor to growth globally.”**
Lorman Correa, Presidente, Inelectra S.A.

**“External factors affect me and my competitors equally. The differentiator is talent management.”**
Hector Ruiz, Chairman & CEO, AMD
Companies of all sizes will adopt SaaS solutions

Affordable and accessible

Allows companies to focus on their core competencies

Facilitates cross-boundary communication and collaboration

Worldwide Software on Demand Revenue by Company Size, 2006–2012

Source: IDC, July 2008
Collaboration beyond the Enterprise is an Ubiquitous Pain Point

- Need to drive top line growth and innovation is driving organizations to want to work more closely with their customers and partners
- Need for margin expansion is driving organizations to optimize talent across the extended enterprise

Our Strategy

- Deliver a set of services that dramatically simplifies and improves the business interactions organizations have with their customers and partners

Execution

- Provide the essential business services that every workgroup needs in a way that is simple to acquire and easy to use
- Integrated collaborative & social networking services connected to relevant business services and applications
- Seamlessly work with people – outside or inside your company
- Create a business network of connected businesses
Introducing LotusLive.com

LotusLive is your place for online collaboration services. Network, collaborate and drive new business opportunities.

- Networking & Collaborating: See your colleagues in action and collaborate with your team.
- E-mail: Learn about the LotusLive mail services.
- Web Conferencing: Browse LotusLive offerings for online meetings, webinars and even management.

LotusLive offers a range of services to help businesses connect, collaborate and compete.

Visit www.lotuslive.com for more information.
What is LotusLive

Online Social Networking and Collaboration Platform designed for Business

A single place for all online services from Lotus at www.LotusLive.com

Providing easy inter-company collaboration with a range of services

Targeting enterprises (boundary workers and departments) and SMB customers

Open Cloud-based Collaboration Platform designed for Integration
- Extending Lotus on-premise products
- Creating new applications with 3rd party integration via partners

LotusLive enables more customers to access more Lotus collaboration capabilities in new ways
# The Inter-Company Collaboration Platform

## IBM Content

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### Partner Private Label or Co-label

- **LotusLive**

### Third Party Integration

- Content Providers
  - Business Services
  - Content
- Traditional ISVs
  - ISV integration
  - eMail Integration

### APIs

- **Operations**
- Administration
LotusLive Offerings – 2009

LotusLive Meetings
(Sametime Unyte Meeting)
Full-featured Web conferencing service includes polling, hand raising, record & playback.

LotusLive Engage
(“Bluehouse”)
An integrated suite of Web collaboration and business networking solutions including:
- On line Meetings
- Files
- Instant Messaging
- Activities
- Survey Forms
- Charts
- Profiles and Contacts

LotusLive Connections
An integrated suite of Web collaboration and business networking solutions including:
- Files
- Activities
- Profiles and Contacts
- Instant Messaging

LotusLive Notes
(Lotus Notes Hosted Messaging)
Full-featured, dedicated hosted Email service. (rich client)

Additional Add-ons
- LotusLive Mobile for Blackberry
- LotusLive Sametime IM

LotusLive iNotes
Web-based Email service with group calendar & shared contacts.

Available Today
Available Q2 ’09
Available Q3 ’09
Available 1H ’09
Available 1H ’09
Available Q2 ’09

The information on the new products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. 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 not a commitment, promise, or legal obligation to deliver any material, ode or functionality. The development, release and timing of any features or functionality described for our products remains at our sole discretion.
LotusLive Engage - Demo

Engage Demo
Extends Lotus customers investment

Click to Cloud

• Integration with existing on-premise Lotus products
  • Notes
  • Sametime
  • Connections
  • Foundations
  • Portal
Click to Cloud - Demo
Extending the Value with Partner Integration

Partner Integration Strategy

- APIs and extension points make LotusLive a flexible SaaS platform for collaboration
- Partners can integrate LotusLive services in their own applications
- Partner applications can be integrated into LotusLive

Customers benefit from integrated collaborative business processes
LotusLive: Extending Value – The Partnerships
Partner Integration Demo – Tech Previews

Partner Demo
IBM LotusLive Global network

- San Jose, CA
- Ashburn, Virginia
- São Paulo, Brazil
- Amsterdam
- Bangalore, India
- Sydney, Australia
- Tokyo, Japan

Current

Planned
LotusLive Security

- **LotusLive draws on IBM's world-class experience in security**
  - Business-ready - Not advertising-based (no data mining)
  - Comprehensive policies on privacy and client data protection

- **Three pillars of LotusLive Security**
  - Security-rich infrastructure
  - Policy enforcement points provide application security
  - Human-centered security – keeping the end user in mind

- **Protecting your information through governance, tools, technology, techniques, and personnel**
  - Governance policies based on years of experience
  - IBM software for security (e.g. Tivoli)
  - Experienced personnel drawing from IBM's rich heritage in security
LotusLive – Press Reviews

**InformationWeek**

*ITProPortal*

**ZDNet**

**internetnews.com**

**CIO Today**

**CommerceTimes**

**The New York Times**

*Skype & IBM collaborate on LotusLive Integration for the Enterprise.*

Skype today announced it will integrate functionality with LotusLive, IBM’s new cloud services designed to help individuals build communities to work smarter, more effectively and more efficiently across and beyond their own companies.

Jan. 19, 2009

**NetworkWorld**

*IBM’s Lotus in the Cloud.*

With the launch of its LotusLive platform this week at its annual Lotusphere conference, IBM Corp. is making its play for the online, enterprise-class social collaboration market, keeping an eye on rival Microsoft Corp. and its more SMB-focused Office Live play.

Jan. 21, 2009

**Computerworld**

*IBM Enters the Cloud with LotusLive.*

IBM entered the cloud-computing market on Monday with LotusLive, a series of online collaboration services.

Jan. 20, 2009

**The Wall Street Journal**

*IBM Introduces New Portfolio of Integrated Cloud Services.*

IBM today announced LotusLive, a cloud-based portfolio of social networking and collaboration services designed for business.

Jan. 19, 2009

**eWeek.com**

*IBM Bluehouse Becomes LotusLive to Challenge Microsoft, Google in SaaS. in the Cloud.*

So the promise for LotusLive is great, and given IBM’s delivery track record, the execution this year is almost certain. The key question is whether IBM can get its SAAS marketing straight lest it blow away like a cloud

Jan. 19, 2009

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Over 3,800 Total Media Impressions Worldwide
Summary

- IBM has drawn from our world class leadership to create LotusLive
  - Leadership in collaboration and social software
  - Leadership in delivery, management and hosting our customers business systems

- LotusLive is an integrated collaborative & social networking services connected to relevant business services and applications
  - Inter Company Collaboration Platform
  - Integrates with on premise Lotus software and Partner Solutions (Salesforce.com, LinkedIn, Skype)

- IBM is delivering a portfolio of Online services in 2009
  - Multiple packaged options for online services
  - No advertising

- IBM online services are designed for companies of all sizes
  - Seamlessly work with people – outside or inside your company

- Expansion of the IBM Lotus Business
  - Brings customers new value and new customer opportunity for IBM
Register at

http://www.lotuslive.com/
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