



IBM Software Group

## Toronto Lotus User Group – Collaboration in Action

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# The Lotus Collaboration Strategy

Dave Clarke

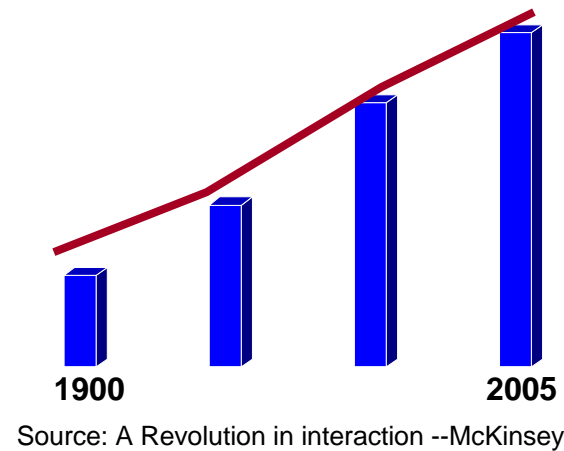
Technical Sales Specialist, WPLC



# The nature of work is changing rapidly...

- Work is increasingly collaborative
  - Specialization, optimization, “just in time”
- Nature of work changing
  - Anytime, anywhere
  - Faster, smarter, better
- Human capital is replacing physical capital as a measurement of organizational value

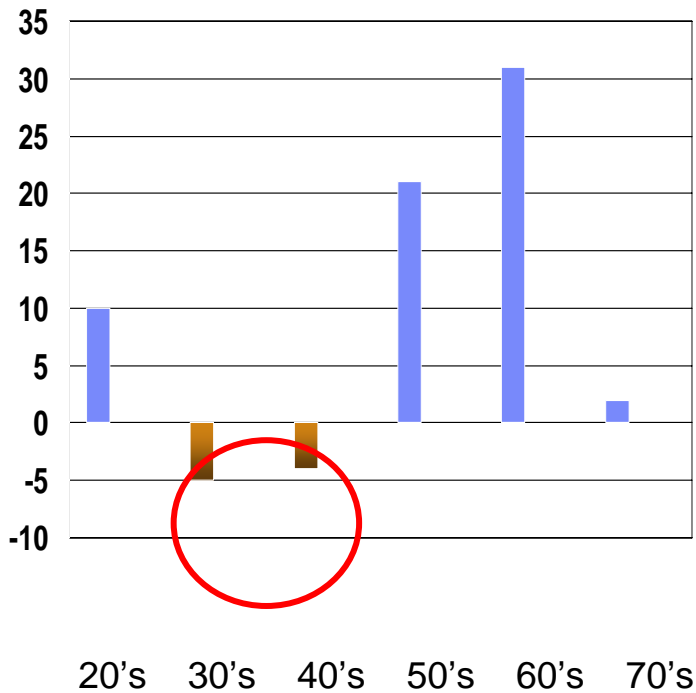
Share of Information Workers over time



# We are in the midst of a significant generational shift

Workforce age shift...

U.S. Census Projections for Population Change 2003 to 2010

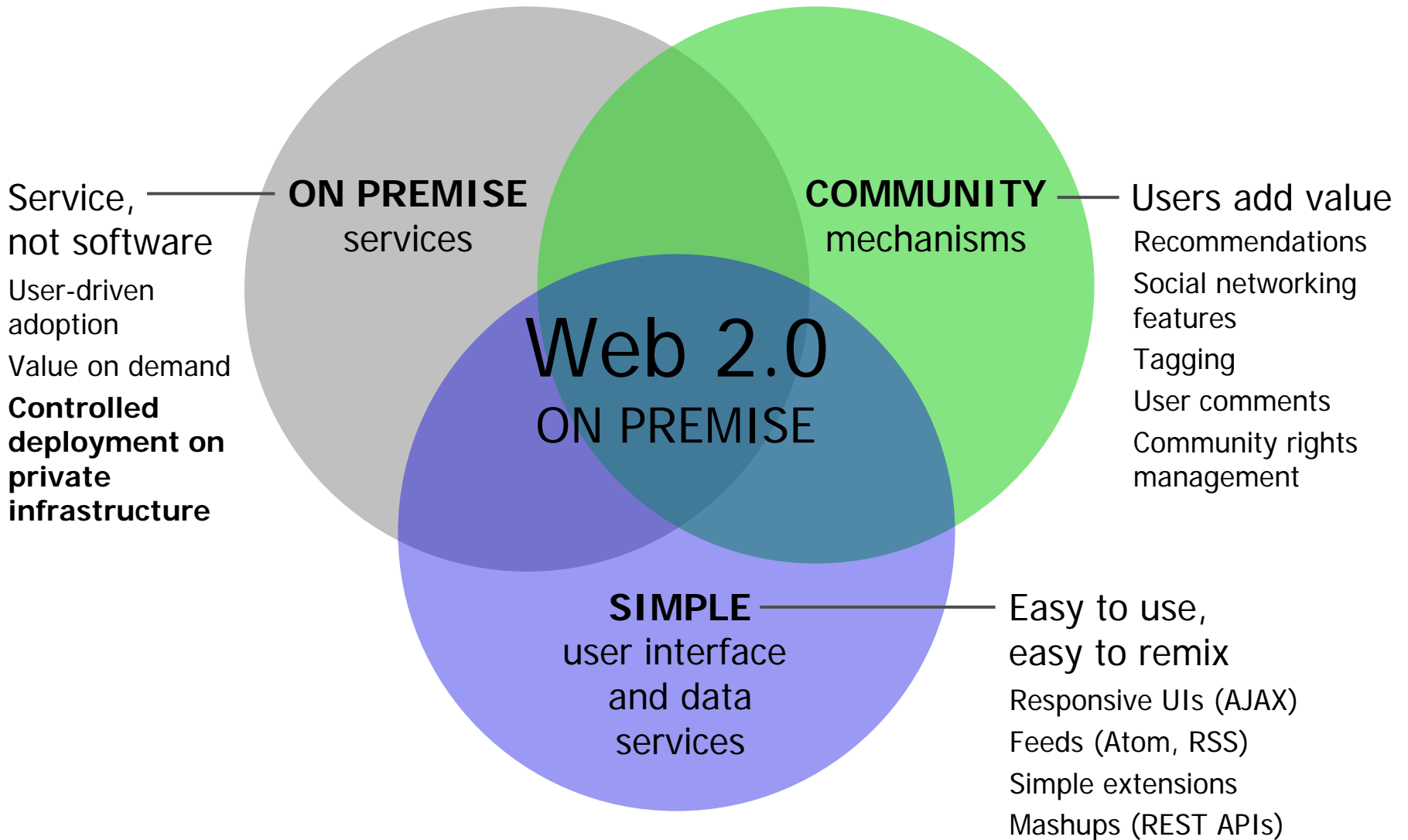


Age by Decade

Workforce "attitudes" are also shifting significantly

	1997	1999	2003	2007
Emergent	20%	22%	31%	52%
Migrating	46%	49%	48%	40%
Traditional	34%	29%	21%	8%

# Flattening the large enterprise with Web2.0 on premise



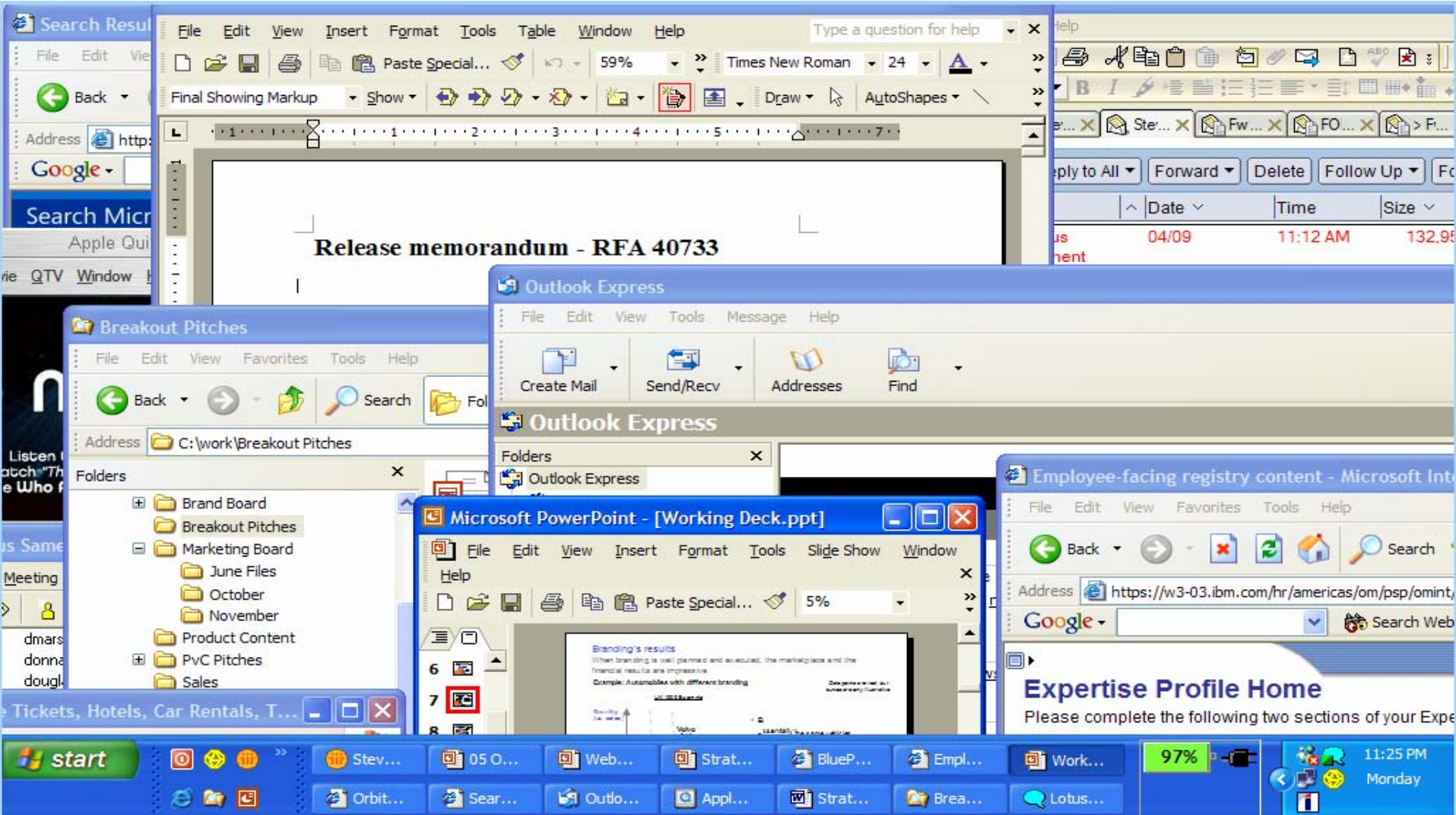
# Driving innovation

## ***Innovation is key to competitive advantage***

- Finding great ideas wherever they may be
- Differentiating yourself in the marketplace
- Promoting a culture of idea sharing
- Capturing breakthrough concepts
- Leveraging innovation across the enterprise
- Capturing the potential of communities



# Evolving today's disparate user experiences...



## IBM Lotus mission

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



# The Lotus collaboration strategy



1. Enable collaboration in context
2. Extend collaboration into new areas
3. Provide flexibility of context: integrating collaboration and community tools
4. Embrace openness, inclusiveness and extensibility

# IBM Lotus collaboration strategy

RSS / Atom



MS Windows  
MS Office



eForms



Rich client



Browser



Portal



Mobile



## Interaction and client services (online or offline)

**Lotus** Domino

Mail, calendaring and collaborative applications

**Lotus** Sametime

Unified communications and collaboration services

**Lotus** Quickr

Collaborative document management and team services

**Lotus** Connections

Social Software for Business

**WebSphere** Portal

Composite application and integration services

## Composite application framework



Business process

Information



## IBM Collaboration in action...

- Lotus Notes and Domino 8
- Lotus Connections
- Sametime 7.5
- Lotus Quickr





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**On to the Demos!!!**



# Messaging and collaborative applications

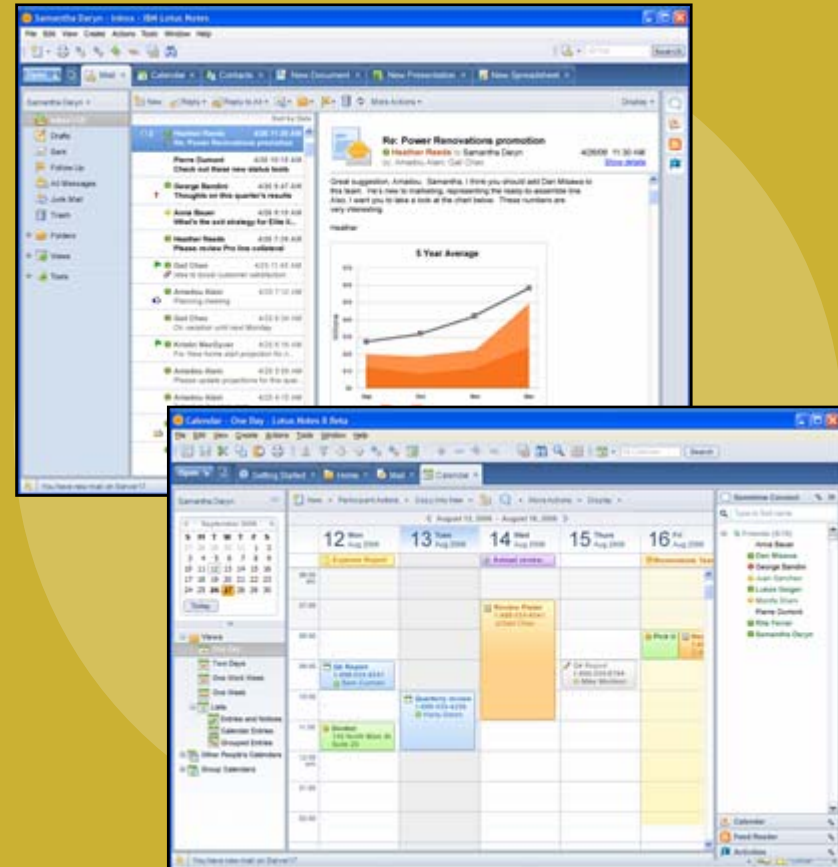
## Client benefits:

- Secure access to e-mail, calendar and collaborative applications
- Remain productive even when disconnected
- Seamless integration with collaborative applications and business
- Document authoring tools

## Server benefits:

- Flexibility and choice in hardware platform, operating system, directory and client access
- Supports Web services and open standards
- High availability with advanced clustering and transaction logging

## Lotus Notes / Domino

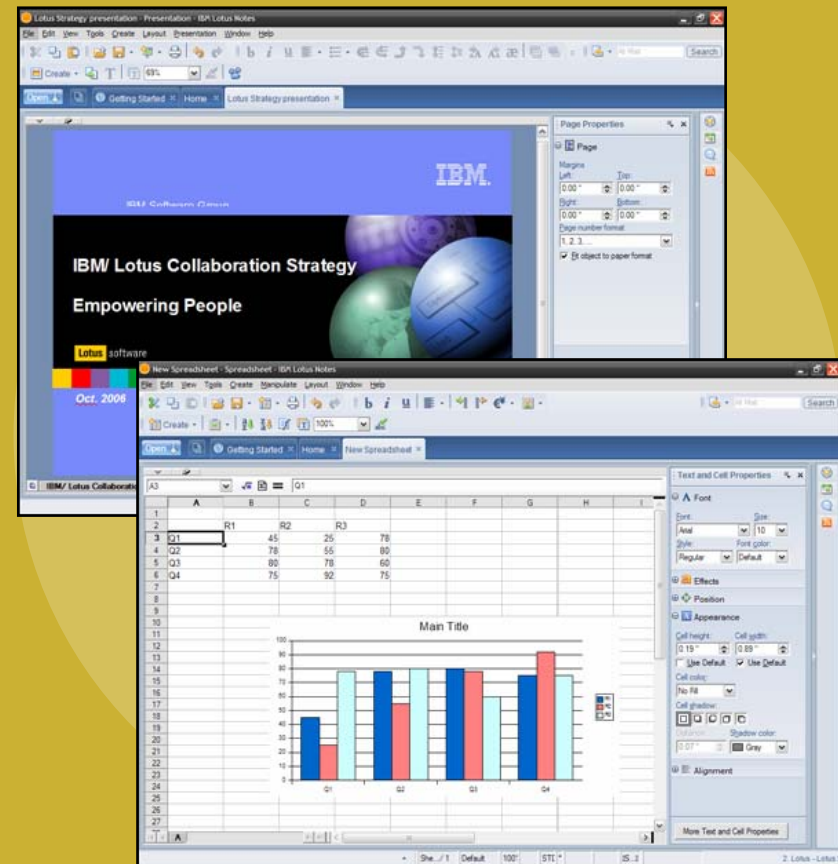


# Documents, spreadsheets, presentations

## Benefits:

- Leverage full-function word processing, presentation and spreadsheet capabilities
- Open attachments in context within the IBM Notes 8 client
- Support Microsoft Office, Lotus SmartSuite and open-standard ODF file formats
- Export content directly to Adobe Acrobat
- Centrally provision, manage and update

## Lotus Notes: Productivity editors



# Unified Communications & Collaboration Platform

## Benefits:

- Virtually bringing together geographically dispersed individuals and teams
- Enable faster, more informed decision making with Web conferences
- Flexible communications with VoIP
- Reduce travel time and costs
- Seamlessly embed presence awareness and instant messaging into other applications, including Web pages and Microsoft Windows applications

## Lotus Sametime

The screenshot displays the Lotus Sametime interface with several overlapping windows:

- Chat Window:** A conversation between Sam Curman and Kelly Hardart. The chat history includes:
  - Sam Curman: Good morning Kelly. Are you available to discuss the presentation today? Just let me know when you're free, I'm hoping to wrap this up before noon.
  - Kelly Hardart: Does that sound reasonable?
  - Sam Curman: Hi Sam! Sure, noon is a good time for me.
  - Kelly Hardart: Excellent!
  - Sam Curman: Oh no! I forgot I have a lunch meeting with Larry! Would you be able to meet at 1:00 instead?
  - Sam Curman: Okay, let me check my calendar.
  - Kelly Hardart: I 1:00 doesn't work for me, I could meet at 2:00 or 3:00.
  - Sam Curman: I prefer to meet earlier than later.
  - Kelly Hardart: Sam Curman is away from the computer.
  - Sam Curman: Okay. Yes, 2:00 works for me. I'll send you an invite.
  - Kelly Hardart: Do you think we should invite Monday? I think she will have some valuable insight on the presentation?
- Contact List:** A sidebar window titled "Marketing Team (4/5)" listing contacts: Monifa Shani, Sam Curman, George Bandini, Kelly Hardart, Alle Singh, Betty Zechman, Jasmine Haj, Heather Reeds, Mike Morrison, Kristin MacGyver, Amadou Alain. Below it, "Sales Team (4/5)" lists: Larry Moriarty, Paula Starky, Thom Frankel.
- Meeting Control Panel:** A window titled "Moderator Amadou Alain" with options for "Call Me" and "Audio Controls". It lists participants: Amadou Alain (Work: 617-555-4219) and Gail Chao (Work: 617-555-7996).
- Local Services:** A window titled "RENOVATIONS Building 5" with links for "Building Resources", "Local printers", "Conference rooms", and "Office supply st".
- Meeting Info:** A window titled "Sales Team Kick Off" for June 15, 2:00 PM EST, moderated by Dan Shawa. It includes a phone number (1-800-555-2091), a passcode (201152), and a note that the meeting is being recorded.

# Roles-based portal

## Benefits:

- Improved operational efficiency by enabling self-management
- Increased organizational productivity with improved user experience
- Accelerated deployment of content, applications and processes
- Reduced costs of IT administration and management
- The front end of SOA, IBM's flexible services-oriented architecture and strategy

## WebSphere Portal



# Shared team spaces and document management

## Benefits:

- Instantly create secure work spaces on the Web
- Easy assembly of collaborative applications using team space templates
- Easily share documents across organizations
- Content is available offline

## Up next:

- QuickShare Connectors provide access to content via a variety of different access points
- Connect to content wherever it resides

## Lotus Quickr



Lotus Quickplace

Back to Quickplace Home Customize Room Map Help

Team Planning Quickplace

Home My Places Discussion Documents **Documents** Calendar Tasks Index [Create new](#) Contacts

**Fall Planning in Team Documents**  
Lotus UX Design Team Documents Find  Create Upload

You are in Documents > Team Documents > Fall Planning Show Details

Showing Items 1-10 of 15 Items per page: 10 | 20 | 50 | 100 | Show all

Title	Author	Size	Date Modified
Advertising Documents	Gail Chao	50K	10/05/2006
Fall Planning 2006	Sam Curman	110K	10/06/2006
Copyright and Legal VerificationProcess	Gail Chao	215K	10/08/2006
Design Tutorial 3 Example PSD	Dan Misawa	814K	10/06/2006
Design Tutorial 3 Overview	Samantha Daryn	210K	10/10/2006
Fall Plans	Dan Misawa	142K	10/06/2006
Feature Pack info	Amadou Alain	100K	09/29/2006
Open Issues	Gail Chao	30K	09/17/2006
Project Deliverables	Gail Chao	55K	10/03/2006
Spring Meeting Schedule	Samantha Daryn	46K	10/01/2006

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Library Actions  
[Edit Properties](#)  
[Set Access](#)  
[Manage Document Types](#)  
[More...](#)

Take Action  
[Copy to...](#)  
[Move to...](#)  
[Folder Options](#)  
[Details](#)  
[Send Link](#)  
[Print](#)

About this Folder  
 Name: Fall Planning  
 Description: Fall Plans go in here  
 Role: Editor ?

[Download the Browser Plugin](#)

# Intelligent, easy-to-use, dynamic e-forms

## Benefits:

- Eliminate costly paper
- Reduce forms processing time
- Reduce human data entry errors
- Simplify complex form approval processes
- Reduce effort needed to meet regulations or compliances
- Exchange form data in a structured, standardized format
- Digitally sign content

## Workplace Forms

The image displays two overlapping windows from the IBM Workplace Forms Designer. The top window is titled 'Survey Request FOR UNDERWRITING PURPOSES ONLY' and shows a 'Scheduling Information' form with fields for 'Requested', 'Regular: 60 days', 'Rush: 30 days', 'Urgent: 10 days', 'Due', 'Scheduled Date', 'Completed Date', 'Scheduled Time', 'Total Hours', and '# of Buildings'. It also includes a grid of checkboxes for various policy types like 'Dwelling/Liability', 'Garage', 'Safety', 'Home Protector', 'General Liability', 'Ultraflex', 'Auto - Fleet', 'Select Commercial', 'Ultrapak', 'Auto - Non-Fleet', 'Mobile Home Protector', 'Ultrasure', and 'Commercial Fire'. The bottom window is titled 'Internal Revenue Service DEPARTMENT OF THE TREASURY' and shows 'Form 2290 Heavy Highway Vehicle Use Tax Return' for the period July 1, 2003, through June 30, 2004. It includes fields for 'Name', 'Address', 'City, state, and ZIP code', and 'Employer identification number'. The 'Part I Figuring the Tax' section contains a table with 5 rows and 2 columns, with the final row showing a total tax amount of \$0.00.

# Social computing

## Five new collaborative components that help business by...

Tapping into the latent expertise within an organization or community

Collaborating more effectively at larger scales, both internally and externally

### Upcoming Social Computing Platform

#### Personal profiles



#### Communities



#### Blogs



#### Bookmarks



#### Activities

