making the world work

faster
safer
smarter.
simpler
greener

Smarter Collaboration: IBM Client for Smart Work
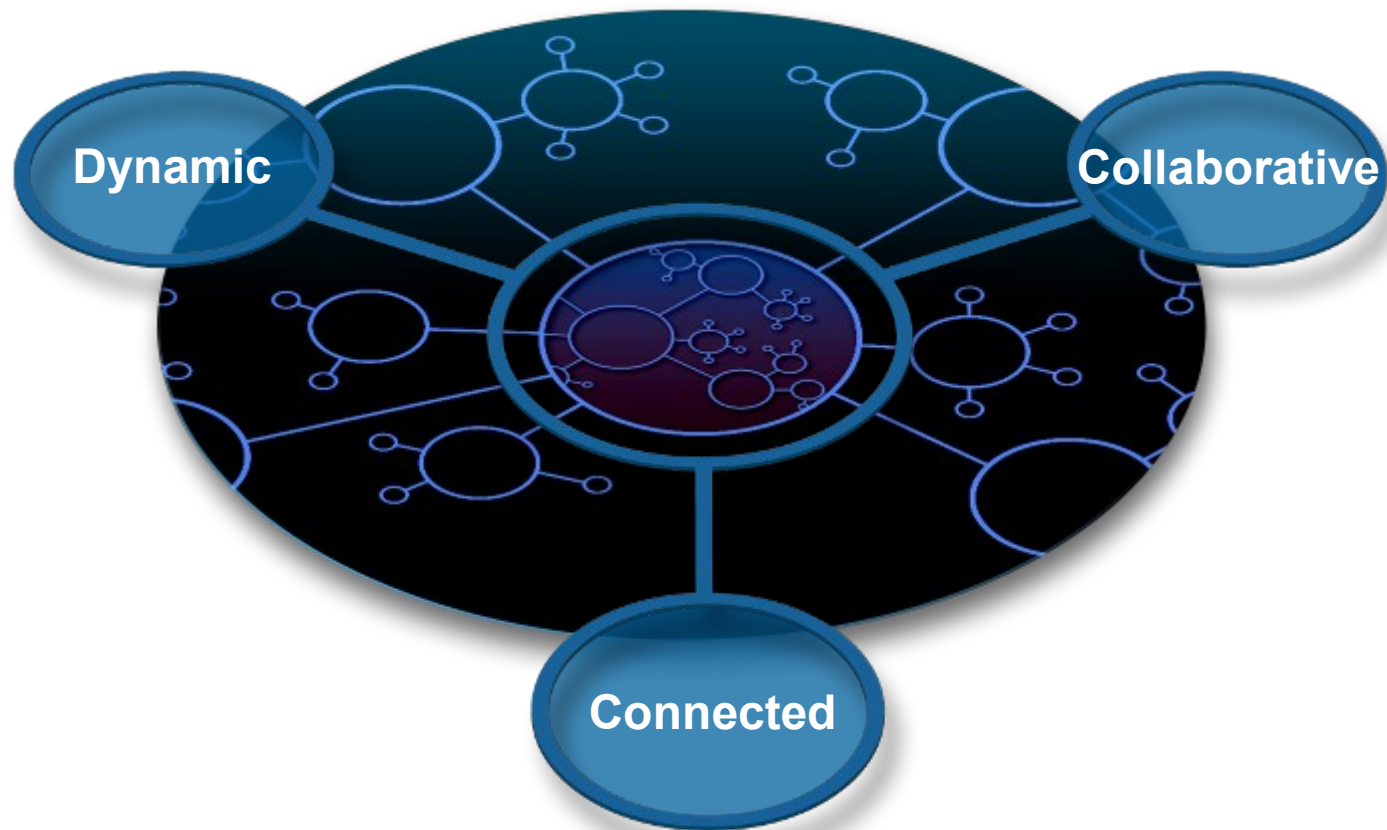
Uffe Sorensen

Lotus Messaging & Collaboration Director

IBM

Outperforming Organizations Are Working Smarter
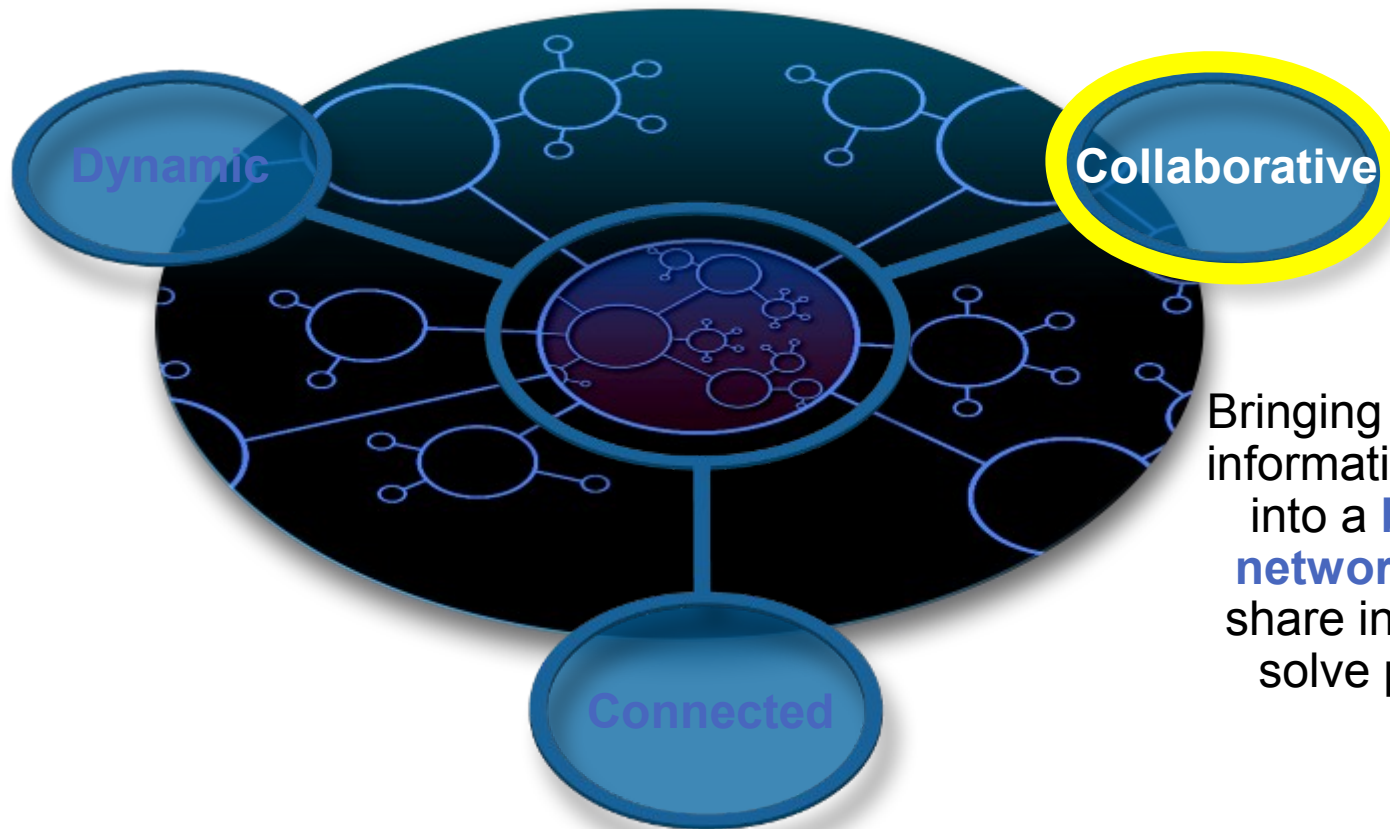## Building Agile Workplaces That Are...

Dynamic

Collaborative

Connected

From: IBM Global CEO Study, 2008, & CIO Study, 2009

CREATED WITH **LOTUS** SYMPHONY

Outperforming Organizations Are Working Smarter
Building Agile Workplaces That Are...

Dynamic

Collaborative

Connected
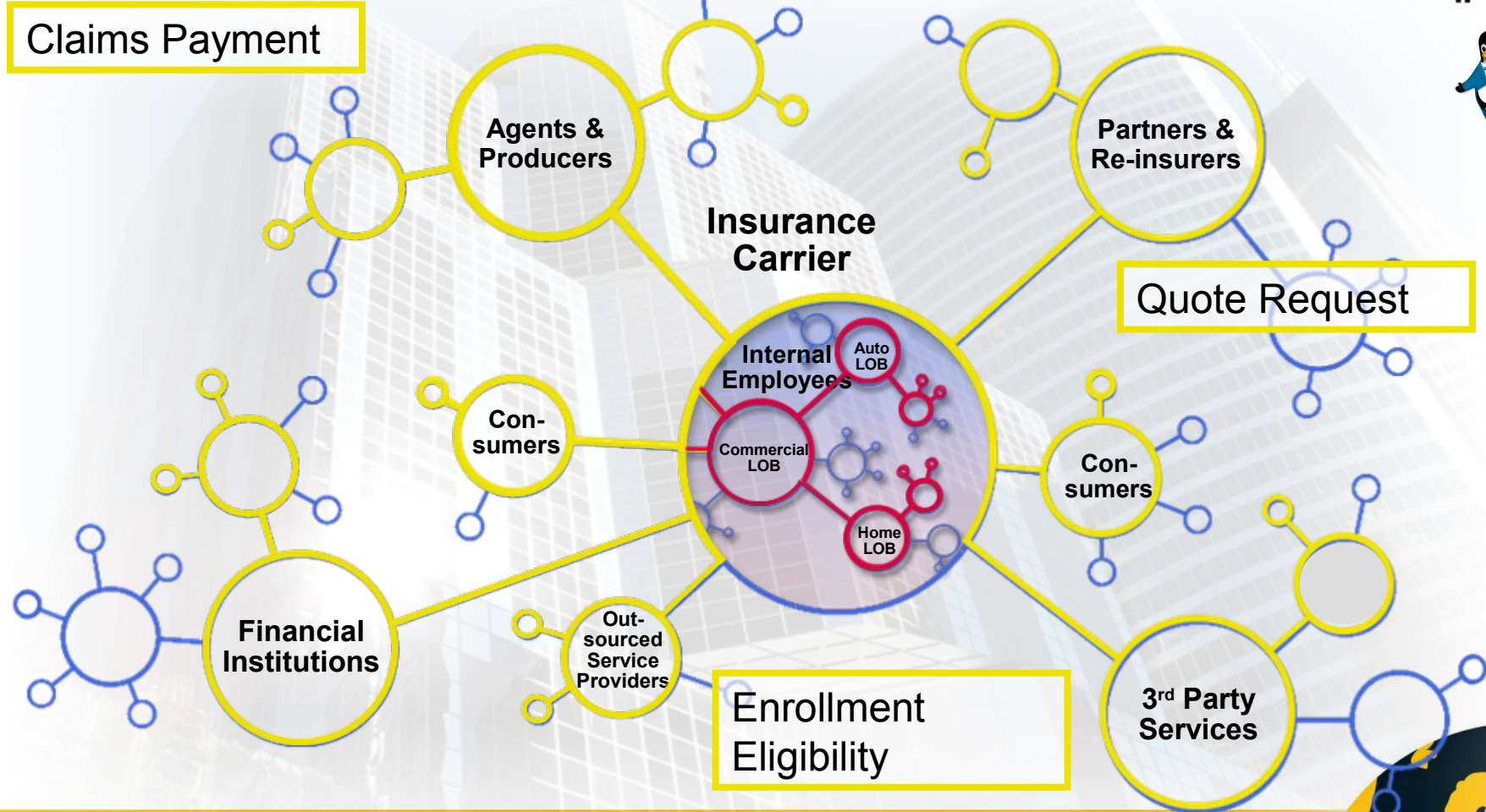
Bringing people and information together into a **business network** that can share insights and solve problems

CREATED WITH **LOTUS® SYMPHONY™**

Our Business Networks are Becoming Broader, More Dynamic ...

Necessitating change in how people do business

Claims Payment

Agents & Producers

Partners & Re-insurers

Insurance Carrier

Quote Request

Internal Employees

Auto LOB

Commercial LOB

Home LOB

Con-sumers

Con-sumers

Financial Institutions

Out-sourced Service Providers

Enrollment Eligibility

3rd Party Services

CREATED WITH LOTUS SYMPHONY

Organizations are Benefitting by Connecting People Across the Network
Improved Collaboration Fosters Agility at the Individual Level

Social Attributes

- Indexing content for easy aggregation, filtering, and search

- Taking a "people-centric" view of communications & collaboration that utilises existing relationships

- Creating user profiles help people manage relationships in one place

CREATED WITH LOTUS® SYMPHONY™

This is changing expectations about how we work ...

	Traditionalist	Boomer	Gen X	Gen Y
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous and expected
Learning style	Classroom	Facilitated	Independent	Collaborative and networked
Communication style	Top down	Guarded	Hub and spoke	Collaborative
Problem-solving	Hierarchical	Horizontal	Independent	Collaborative
Decision-making	Seeks approval	Team informed	Team includes	Team decides
Leadership style	Command and control	Get out of my way !	Coach	Partner
Feedback	No news is good news	Once per year	Weekly / Daily	On demand
Technology use	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided
Job changing	Unwise	Sets me back	Necessary	Part of my daily routine

CREATED WITH LOTUS® SYMPHONY™

This is changing expectations about how we work …

	Traditionalist	Boomer	Gen X	Gen Y
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous and expected
Learning style	Classroom	Facil…		Collaborative and…
Communication style	Top down	Gua…		
Problem-solving	Hierarchical	Horiz…		
Decision-making	Seeks approval	Team i…		
Leadership style	Command and control	Get o… my w…		
Feedback	No news is good news	Once p…		
Technology use	Uncomfortable	Uns…		
Job changing	Unwise	Sets m…		

> *"The next generation, as natives of the digital world, will have revolutionary implications for politics, the public sector and the way we do business. The citizen will drive change and bring social revolution, not evolution."*
>
> **Peter Gilroy,** CEO, Kent County Council

CREATED WITH LOTUS SYMPHONY

Four Steps to Drive the Business Benefits of Collaboration

1 **Enable collaborative decision making**

2 **Deliver insight, expertise, and information in context**

4 **Apply business patterns to realize ROI**

3 **Encourage & enable networks of individuals**

CREATED WITH **LOTUS** **SYMPHONY**™
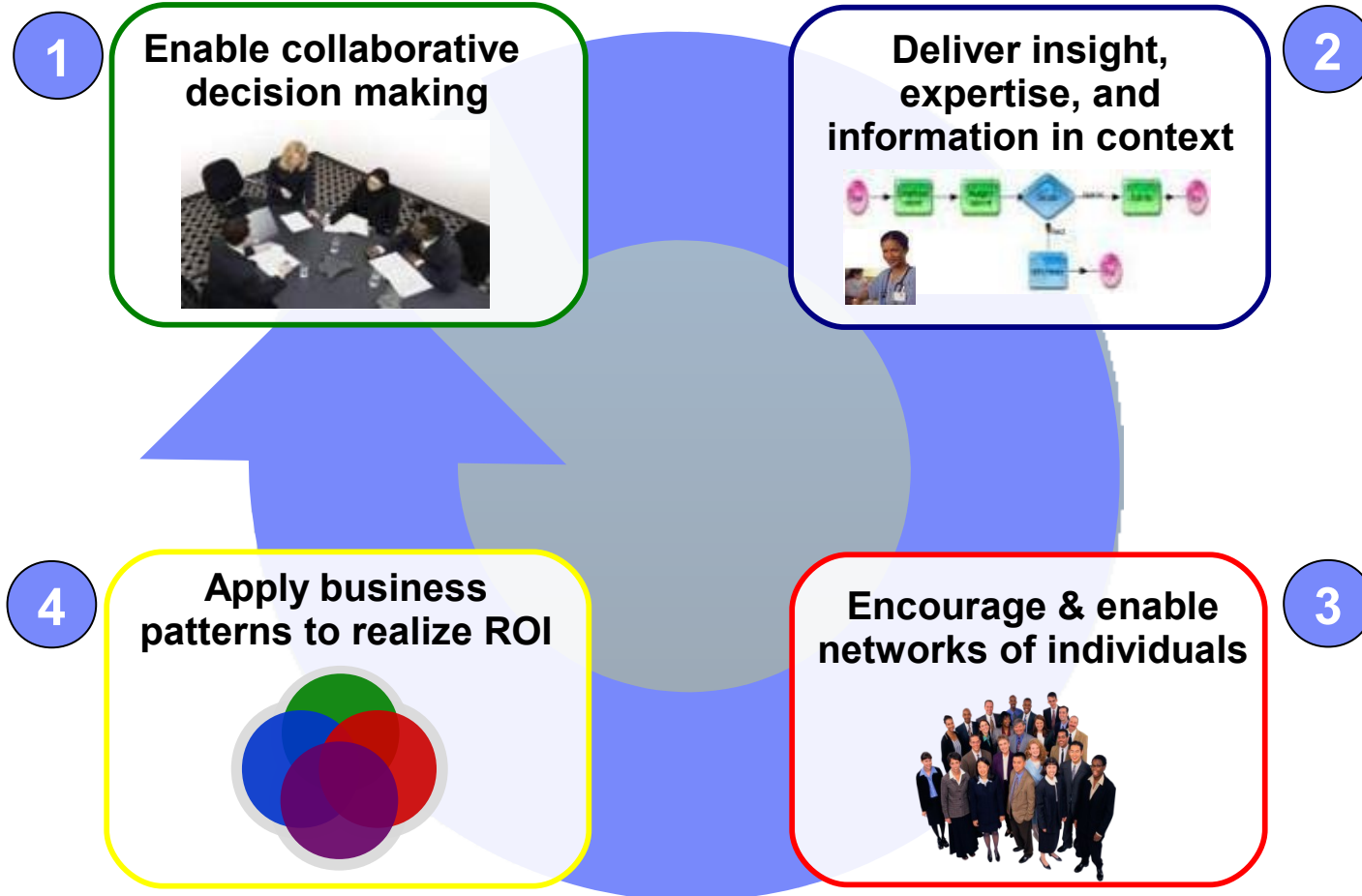
Enabling Collaborative Decision Making
A Unified Experience with the Ability to Take Action

Unified Communication, Instant Messaging

Social networking — wikis, blogs, mashups, activities

Personal and corporate content/document library

Documents, presentations, spreadsheets

Feeds, My Widgets, Live Text

Collaboration-Enabled Actionable Dashboard

E-mail, calendar, contacts

Collaborative and business applications

Cloud Services

Business Intelligence

CREATED WITH **LOTUS** SYMPHONY

Delivering Insight, Expertise, and Information in Context
Processes are Enhanced with Social and Collaborative Capabilities
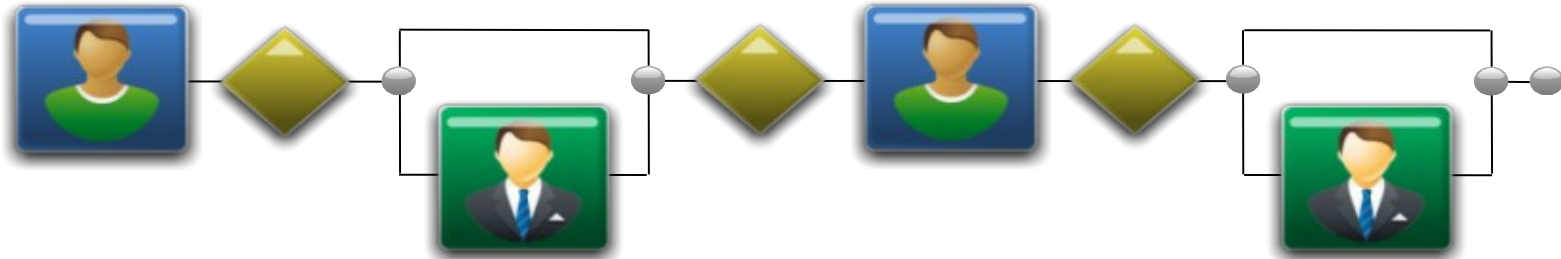
- All kinds of workers

- Mobile and distributed

- Structured and unstructured processes

Boundary / Industrial Worker

Knowledge Worker

Non-Computer Worker

Task / Service Worker

Consultation

Shared content

Social content

Expertise

CREATED WITH **LOTUS** SYMPHONY™
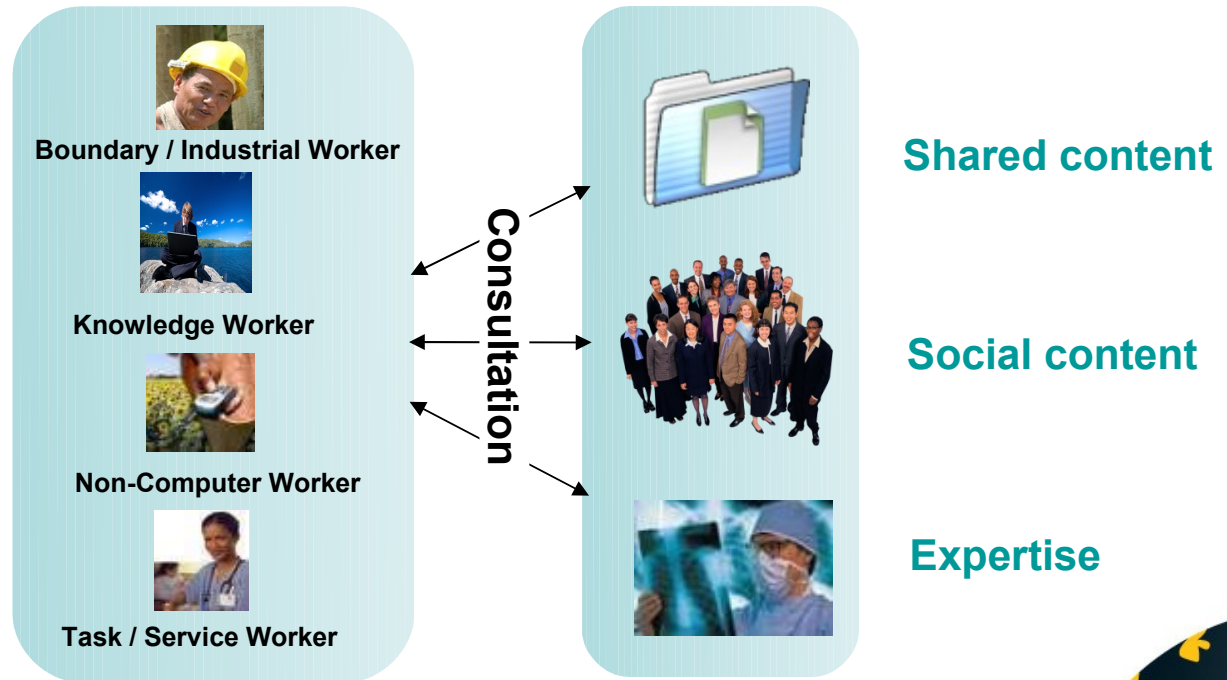
Enabling Networks of Individuals with Right Capabilities
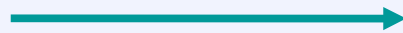
Public laboratory → **Business social platform**
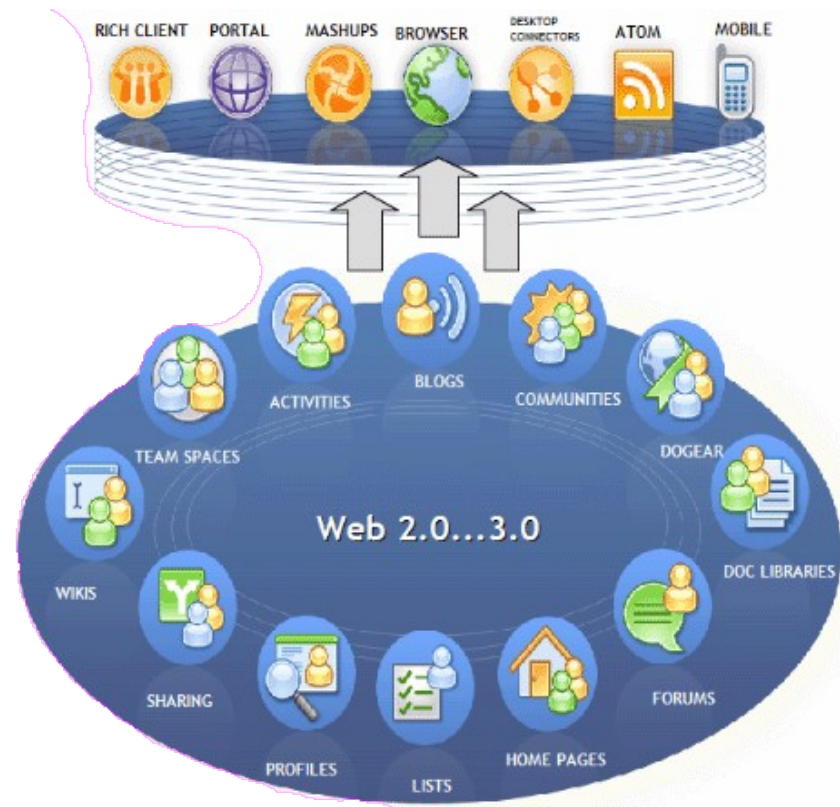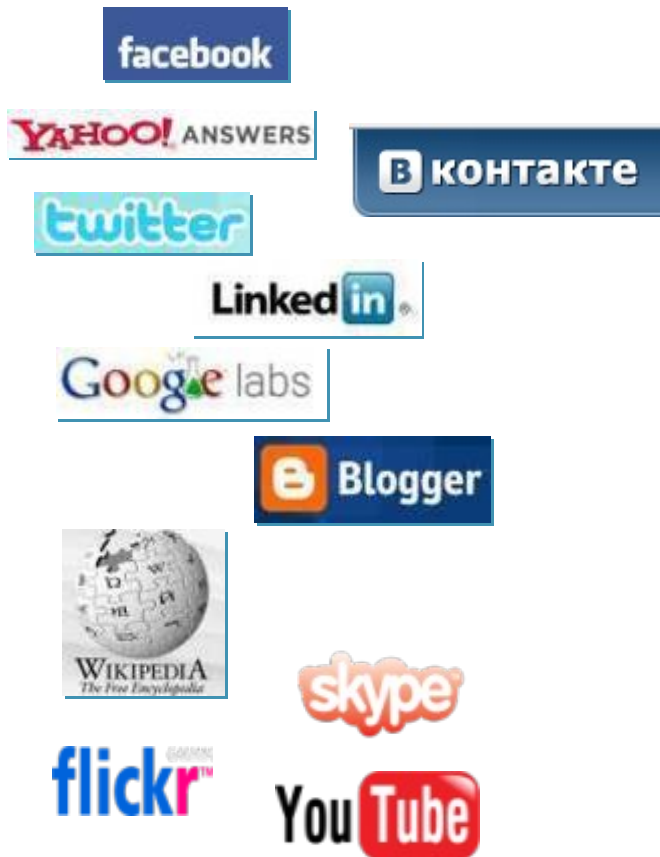
Harness intellectual capital of an organization

Best ideas → **Enterprise class products and services**

CREATED WITH LOTUS SYMPHONY

Applying an Industry-Specific, Pattern-Based Approach

A Collaboration Agenda Helps Clients Realize Measurable Business Value

Establish a strategy that optimizes fluid connections and interactions across customers, partners and employees

Realize tangible and measurable ROI

Establish execution roadmap to balance business impact, adoption and investment

Strategy

ROI

Collaboration Agenda

Roadmap

Role interactions

Apply industry-specific role interaction patterns that map how people collaborate

CREATED WITH **LOTUS® SYMPHONY™**
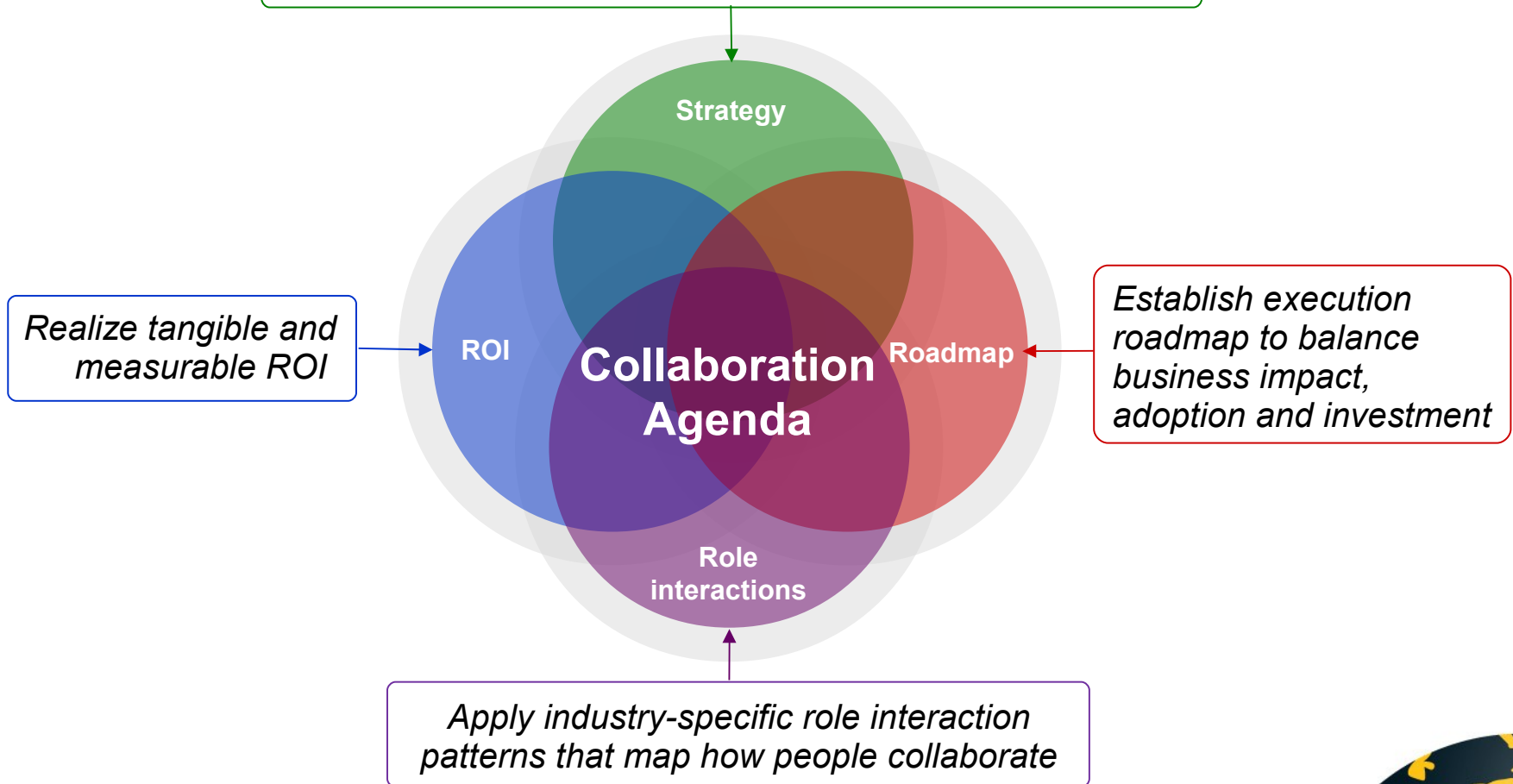
The Lotus Portfolio ...

growing

- Lotus Connections is the *fastest growing software* product in Lotus' history
- Notes & Domino – dynamic, adaptive desktop **18,378 new customers** since ND 8 launched
- IBM **#1** market share in WW Social Platform*
- WebSphere Portal – **#1 in WW** market share for Enterprise Portal**

  * IDC 2010, **Gartner 2010

innovating

- IBM Project **Vulcan** – Blueprint for the future of collaboration
- IBM Project **Northstar** – IBM's vision for exceptional web experiences
- Symphony wins every relevant award for office productivity – >13M downloads
- LotusLive: Richest and most flexible collaboration platform in The Cloud

winning

Enterprise 2.0 CONFERENCE

- *More than half* of Fortune Global 100 now use Lotus Notes & Domino
- **Sametime: 24M** installed + **>145M** entitled users with Notes - 30% of new customers use Microsoft Outlook/Exchange
- **LotusLive** - Enterprise 2.0 "Smackdown in the Cloud" Winner vs Google

ChannelWeb

ZDNet Australia
Where technology means business

partnering

- Broad support for mobility and business applications integration
- IBM invested >**$1B** in Linux® development
- Over 10,000 Notes & Domino Business Partners, and growing – 10s of Millions Domino apps in use every day
- LotusLive expansion to over 400M people

NOKIA

SAP

Linked in

CISCO

skype

salesforce.com

CREATED WITH LOTUS SYMPHONY

The Lotus Business Platform …

Universal Access

Messaging

Communicating

Connecting

Integrating

Lotus

Open Standards Architecture

Business Applications

Information Management

CREATED WITH **LOTUS® SYMPHONY™**

Our Defining Principles ...

Rich User Experience

Natural, Intuitive, Adaptive User Experience

Web Browser   *Desktop Client*   *Mobile Client*

role-based

process-driven

in context

Investment Protection & Cost Control

- Multiple Client, Server, and Mobile Platforms - Customer decides not Vendor
- Lower TCO
- Open Vendor Solutions
- Integration Platform for your Business Appls
- SOA Collaborative Services

Universal Access

Messaging   Communicating   Connecting   Integrating

Open Standards Architecture

Business Applications   Information Management

Flexible Delivery Models
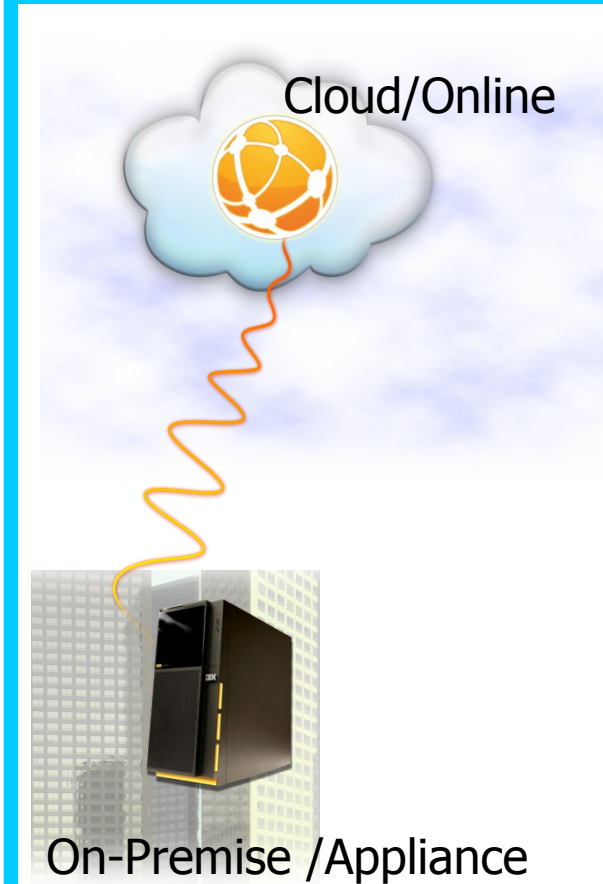
Cloud/Online

On-Premise /Appliance

CREATED WITH LOTUS SYMPHONY

Lotus Symphony

Creating and editing content :
>13 Million downloads ... and counting
+ >145 Million Notes users ...

Symphony 3 Beta posted:
and now: VisualBasic scripting ...
OpenOffice 3 ...

Free and Innovative

- Documents
- Presentations
- Spreadsheets

CREATED WITH LOTUS® SYMPHONY™

Lotus Symphony

Creating and editing content :
>13 Million downloads ... and counting
+ >145 Million Notes users ...

Symphony 3 Beta posted:
and now: VisualBasic scripting ...
OpenOffice 3 ...

Free and Innovative

- Documents
- Presentations
- Spreadsheets

CREATED WITH LOTUS® SYMPHONY™
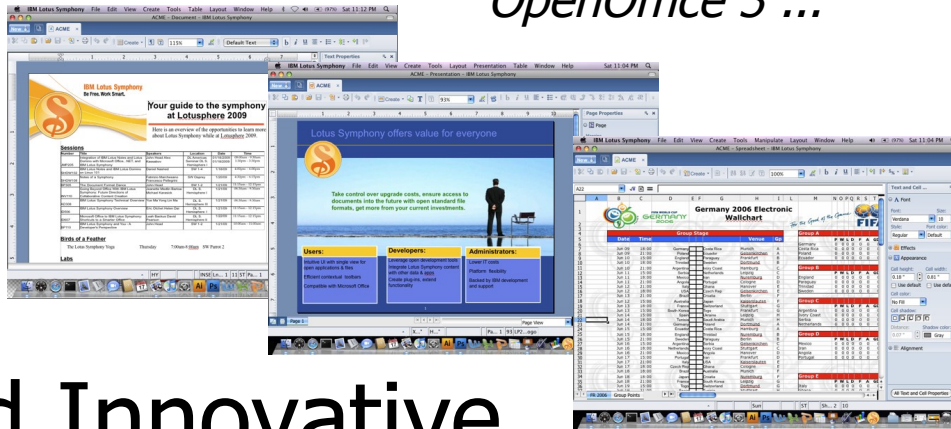
Lotus Symphony

IBM Client for Smart Work
Leveraging LotusLive

- Mawarid Group in Riyadh needed to provide a robust productivity and communications environment for 1,500 employees throughout the group. Also, Mawarid wanted to eliminate security threats associated with Windows and to decrease the costs of licensing and maintaining and upgrading a Windows desktop

- Solution
    - Deploy a ubuntu-based desktop through IBM Client for Smart Work
    - Use Lotus software for productiviy and communications
    - Reduced cost by 70% !

IBM Client for Smart Work

The IBM Client for Smart Work initiative enables you to deploy a desktop strategy that allows you to reduce costs of ownership up to 50% and at the same time increase organizational productivity. It is an optimized workspace with built in productivity and collaboration capabilities that can be embedded in business processes. It is compatible with, and complimentary to SOA-based IT environments and empowers users with a complete, open, easy to use, and security rich alternative to closed and costly Microsoft desktop software.

Collaborating ways that best fit the task at hand from anywhere without high cost

Creating deeper, more productive relationships with customers, partners, and employees

Maintaining continuity and focus on high value work, reducing distractions and delays

"Our strategy is to focus on Linux first and foremost, taking a practical and pragmatic approach," said Gianluca Giovannetti, CIO and Director of Organization, **Gruppo Amadori.** "For us, the Linux environment is the right choice for very focused applications and is more cost effective than Microsoft."

ATCA, a Spanish digital security company freed up budgetary dollars for new projects, eliminated vendor dependencies, and increased flexibility and scalability

Gestion Inegral Aguas Costa de Huelva S. A. benefited from simplified management, reduced costs, and a more robust infrastructure, without sacrificing end user experience

CSSCorp reduced its software license costs for windows, virus scanners, and office productivity tools.

CREATED WITH LOTUS SYMPHONY

IBM Client for Smart Work &
Open Client Strategy

Open Client for Linux @ IBM

IBM's Open Client Strategy:
IBM Client for Smart Work
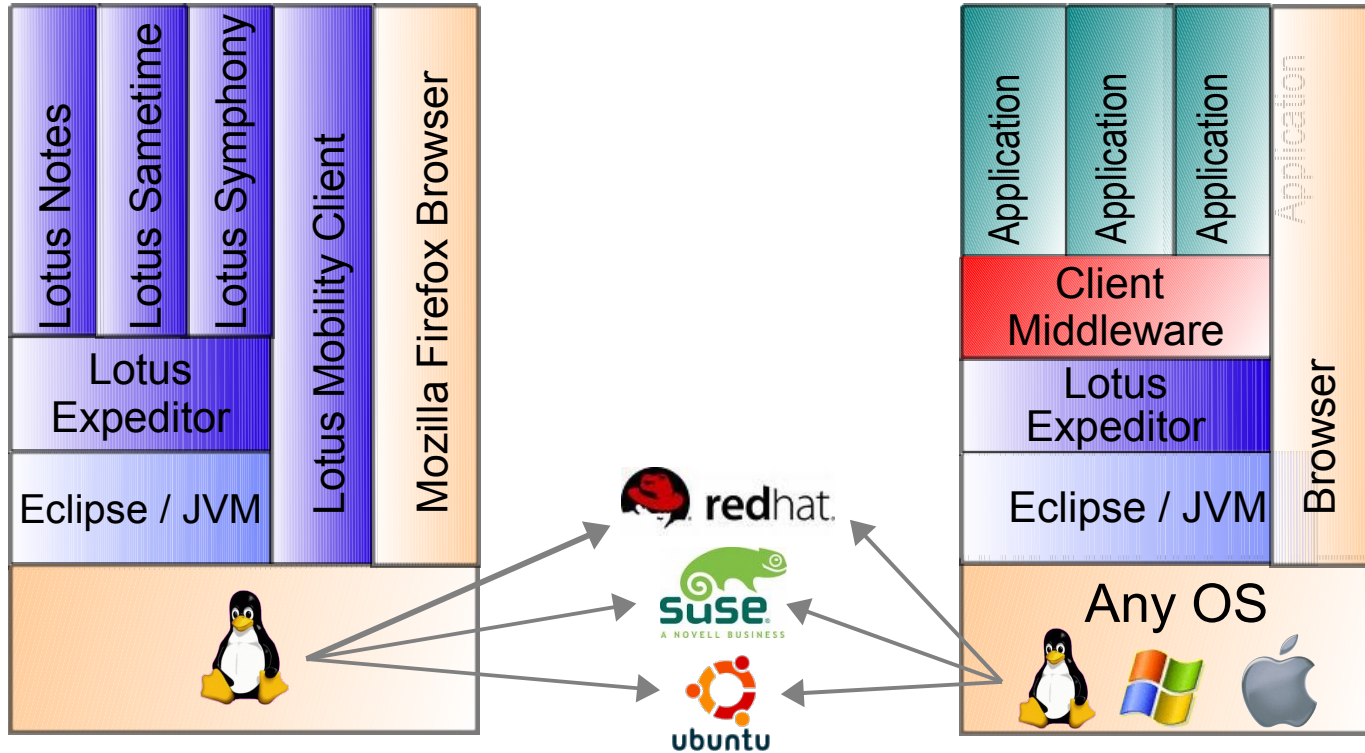
The IBM internal Open Client for Linux complies to the strategic IBM implementation of the ICSW concept.

Press Release: http://www.ibm.com/press/us/en/pressrelease/21060.wss

CREATED WITH LOTUS SYMPHONY

IBM Client for Smart Work

Collaboration & Application Services

Protector
Domino
Sametime
Live
WebSphere Portal
Connections
Quickr
Mashups
Forms
Foundations

Firefox
Notes
Sametime
Symphony
Expeditor

redhat
ubuntu
suse
A NOVELL BUSINESS

Rich
Thin / Virtual

CREATED WITH **LOTUS** SYMPHONY

So, where do we go ?

Our Vision: Addressing major themes in the market

Relationships

← B2C / G2C   B2B   B2E   P2P →
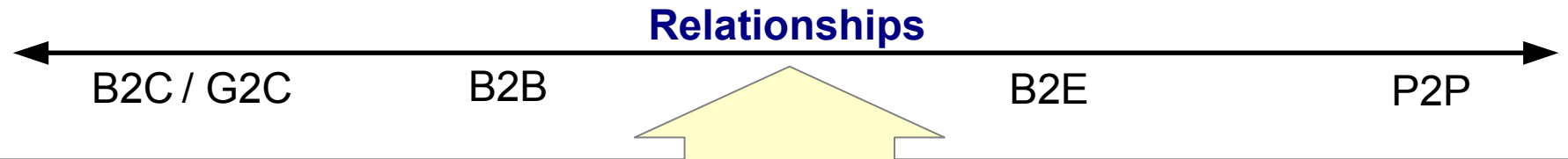
Open & Optimized Delivery

Provide access any time, any device via Cloud, on-premise or hybrid model based on Open Standards

"Exceptional Web Experience"

Helping clients reach customers where they are and engage them more deeply, while integrating existing investments

"Exceptional Work Experience"

Drive innovation *and reduce costs* by enabling people to communicate effectively, build communities, find expertise, share content – all in the context of where, *when and how* they do their work.

← Insights from Analytics
Social Everywhere →
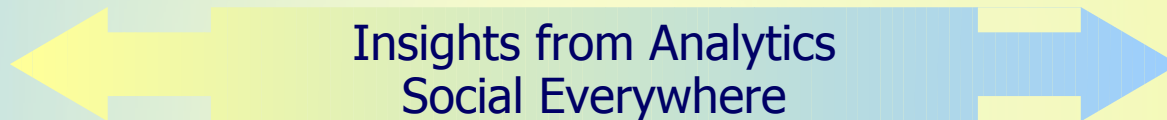
Solution Categories

- Analytic Applications
- Advanced Analytics
- Business Intelligence
- Electronic Commerce

- Messaging & Collaboration
- Unified Communications
- Social Software
- Portals & Mashups
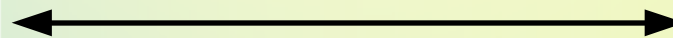
Project Northstar ←→ **Project Vulcan**

Project Northstar: Exceptional Web Experiences
One platform - Many Different Business Needs

Partners

Customers

Employees

CREATED WITH LOTUS SYMPHONY™
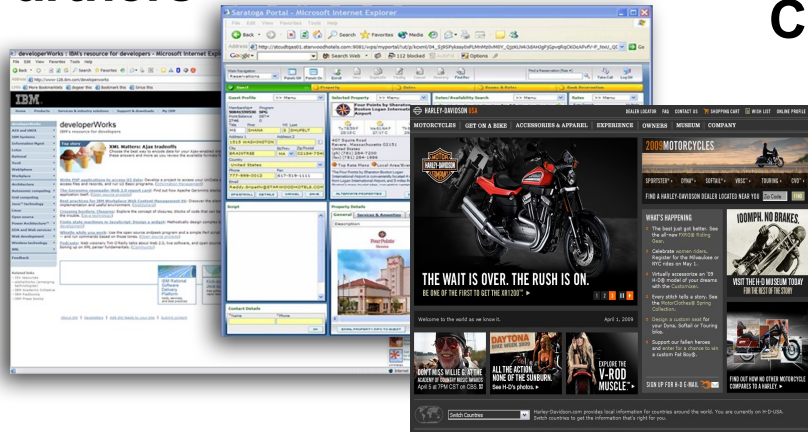
Project Vulcan: Exceptional Work Experiences
Blueprint for collaboration and productivity

- **Continuity**

    Evolution of current products protects investments of IBM customers

- **Convergence**

    Simplified work environment with mobile, web and desktop experiences, and hybrid deployment model

- **Innovation**

    Productivity breakthroughs driven by integration, social analytics and attention management features

- **Opportunity**

    New kinds of applications integrating collaboration and processes, based on open technologies

CREATED WITH LOTUS® SYMPHONY™

Next generation of unified user experience for collaboration & productivity: Social, Integrated, Open

Messaging client with "suite" navigation and object embedding in inbox

CREATED WITH LOTUS SYMPHONY

Social collaboration and analytics are easy to add to existing applications

Web and mobile access to enhanced Domino XPages app with graphing widget, microblogging, feeds

CREATED WITH LOTUS® SYMPHONY™

Cloud-based extranet solutions support rich experiences for inbound collaborators

Competitive bidding solution based on cloud deployment with flexible cross-organizational identity management

CREATED WITH LOTUS® SYMPHONY™

An enterprise catalog simplifies application discovery and navigation
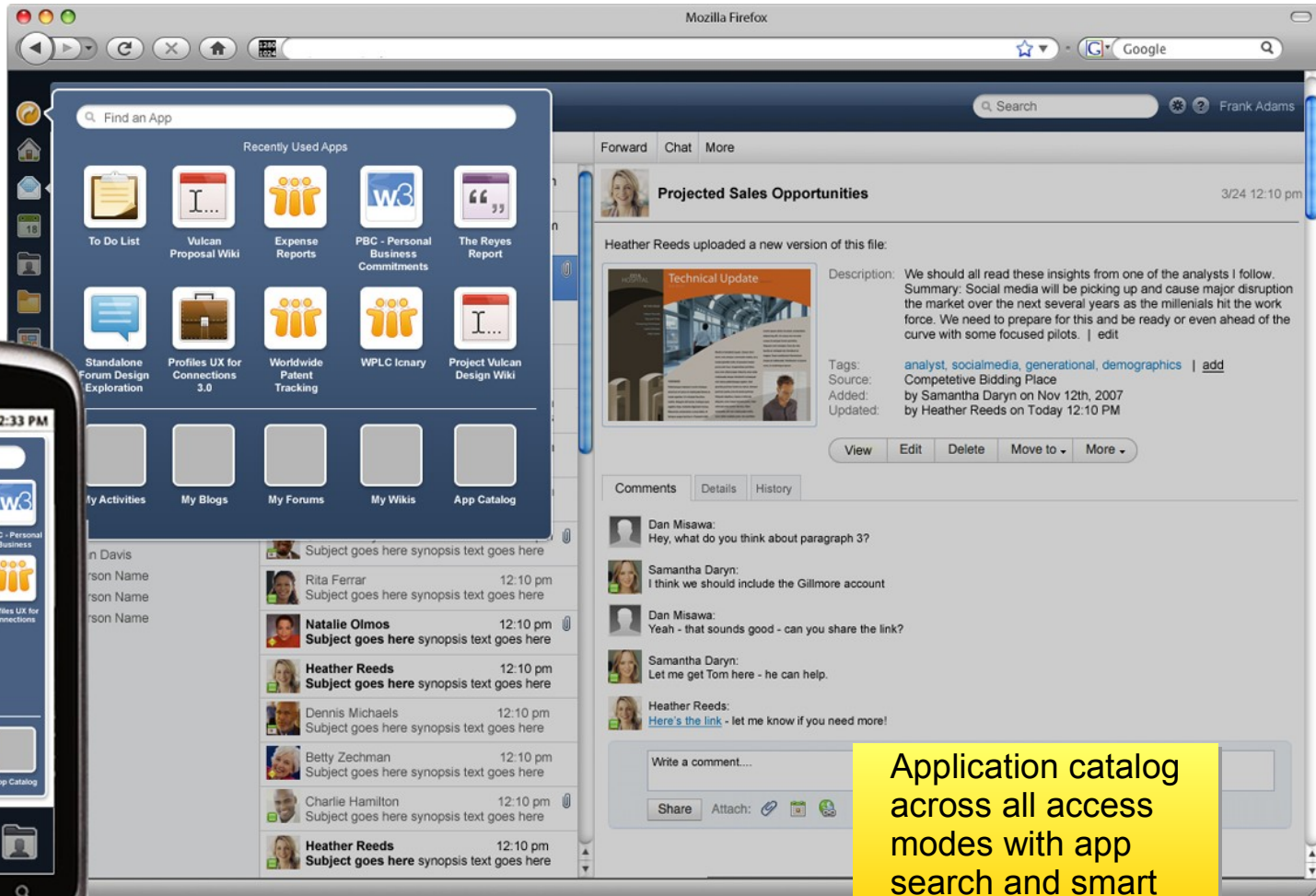
Application catalog across all access modes with app search and smart launcher

CREATED WITH LOTUS® SYMPHONY™

The Goal: Rich user experiences/capabilities with dynamic application delivery
Client collaboration simplified – all in one place, web-delivered

CREATED WITH LOTUS® SYMPHONY™

Embrace and Maximize Your <u>Unique</u> Network of People
To Drive Future Differentiation and Growth

- Dynamic Business Networks necessitate smarter collaboration between people

- Outperforming organizations build:

  - ✔ **Exceptional Work Experiences**
    that are dynamic, connected, and collaborative

  - ✔ **Exceptional Web Experiences**
    that honor your customers above all else
    and enable engaging the entire population

- Lotus builds the software making this possible !

CREATED WITH **LOTUS** SYMPHONY™

This slide intentionally left blank.