Smarter Collaboration: IBM Client for Smart Work

Uffe Sorensen
Lotus Messaging & Collaboration Director
Outperforming Organizations Are Working Smarter
Building Agile Workplaces That Are...

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

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

Our Business Networks are Becoming Broader, More Dynamic ...
Necessitating change in how people do business
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

Organizations are Benefitting by Connecting People Across the Network

Improved Collaboration Fosters Agility at the Individual Level
This is changing expectations about how we work ...

<table>
<thead>
<tr>
<th></th>
<th>Traditionalist</th>
<th>Boomer</th>
<th>Gen X</th>
<th>Gen Y</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Training</strong></td>
<td>The hard way</td>
<td>Too much and I’ll leave</td>
<td>Required to keep me</td>
<td>Continuous and expected</td>
</tr>
<tr>
<td><strong>Learning style</strong></td>
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<td>Independent</td>
<td>Collaborative and networked</td>
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<tr>
<td><strong>Communication style</strong></td>
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<td>Hub and spoke</td>
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<td>Collaborative</td>
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<tr>
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<td>Seeks approval</td>
<td>Team informed</td>
<td>Team includes</td>
<td>Team decides</td>
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<tr>
<td><strong>Leadership style</strong></td>
<td>Command and control</td>
<td>Get out of my way !</td>
<td>Coach</td>
<td>Partner</td>
</tr>
<tr>
<td><strong>Feedback</strong></td>
<td>No news is good news</td>
<td>Once per year</td>
<td>Weekly / Daily</td>
<td>On demand</td>
</tr>
<tr>
<td><strong>Technology use</strong></td>
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<td>Unsure</td>
<td>Unable to work without it</td>
<td>Unfathomable if not provided</td>
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<tr>
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<td>Unwise</td>
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“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*
Four Steps to Drive the Business Benefits of Collaboration

1. Enable collaborative decision making
2. Deliver insight, expertise, and information in context
3. Encourage & enable networks of individuals
4. Apply business patterns to realize ROI
Enabling Collaborative Decision Making
A Unified Experience with the Ability to Take Action
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

Shared content
Social content
Expertise
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
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.

Collaboration Agenda

- Realize tangible and measurable ROI
- Apply industry-specific role interaction patterns that map how people collaborate
- Establish execution roadmap to balance business impact, adoption, and investment
The Lotus Portfolio ... 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

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

The Lotus Portfolio ... winning

- **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

The Lotus Portfolio ... 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
The Lotus Business Platform ...

Universal Access

Messaging

Communicating

Connecting

Integrating

Open Standards Architecture

Business Applications

Information Management

www.lotusknows.com
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 Apps
- SOA Collaborative Services

Flexible Delivery Models

- Cloud/Online
- On-Premise /Appliance

www.lotusknows.com
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

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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 productivity 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.
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.

IBM Client for Smart Work

Collaboration & Application Services

- Domino
- Sametime
- Live
- WebSphere Portal
- Connections
- Quickr
- Mashups
- Forms
- Foundations
- Firefox
- Notes
- Sametime
- Symphony
- Expeditor
- redhat
- ubuntu
- suse
- Windows
- macOS

Rich    Thin / Virtual
So, where do we go?
Our Vision: Addressing major themes in the market

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

Open & Optimized Delivery

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

Messaging client with “suite” navigation and object embedding in inbox
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
Cloud-based extranet solutions support rich experiences for inbound collaborators.

Competitive bidding solution based on cloud deployment with flexible cross-organizational identity management.
An enterprise catalog simplifies application discovery and navigation

Application catalog across all access modes with app search and smart launcher
The Goal: Rich user experiences/capabilities with dynamic application delivery
Client collaboration simplified – all in one place, web-delivered
Embrace and Maximize Your Unique 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!
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