

## IBM Collaboration - A Critical Component to Your Business Success

Presenter: Antony Satyadas

Antony:

My name is Antony Satyadas. I am the Chief Competitive Marketing Officer for IBM Lotus Software and would like to discuss the key business advantages of adopting the latest collaborative capabilities from IBM.

Every year IBM conducts a variety of studies with senior level executives worldwide and these studies all indicate that collaboration is essential in driving innovation in the workplace. IBM collaboration solutions offer extreme flexibility in providing the right collaboration and communication capabilities to fit your unique business needs and enables your employees to work the way they want. Whether you are a Microsoft shop, a Lotus Notes and Domino shop, work within an SAP environment or Mainframe applications or have based your business on Linux or Mac. No matter what your IT environment, IBM uniquely offers an open and fully integrated portfolio of collaboration and communication solutions that can benefit your entire value chain. You may augment your current desktop with these capabilities or get going on rolling out a security rich, cost effective Microsoft desktop alternative. The choice is yours.

Let's look at some of the latest innovations that IBM offers to support businesses like yours:

- Many Microsoft Outlook customers use Lotus Sametime -- IBM's real-time Unified communication and collaboration technology that brings together IM, presence, audio video telephony and web conferencing - to enhance their collaborative environments. Network World has recently awarded Lotus Sametime the "Best of the Tests" award in the Convergence and Collaboration category; citing that Lotus Sametime is "a feature-rich environment for network-based collaboration and conferencing [that is] child's play to use because of its user-oriented conveniences."
- IBM Lotus Notes/Domino 8 software provides users with much more than advanced messaging and collaboration tools. Users gain access to business applications, productivity tools, the latest Web 2.0 innovations and more — all within a rich client. New capabilities let users customize their desk tops and surround themselves with widgets that help bring intelligence from the Internet directly to them. With enhanced support for a number of different mobile devices and slow connections, users can access their Lotus Domino e-mail, calendar and contact information — from virtually anywhere and at any time.

- Created for business, Lotus Connections social software provides an integrated Web 2.0 user experience and can be used with the e-mail, instant messaging and portal software that you may already have. Lotus Connections software is designed to work together to create an integrated, collaborative environment that is secure and scalable. With this software, you can find and collaborate with experts; easily locate people and information; build closer partner and customer relationships; and foster bottom-up, community-based innovation.
- And, there's Lotus Quickr which is a Web 2.0-based team collaboration and document management offering that enhances communications within teams who work within or outside your firewall. Access and manage content from the desktop applications you use every day. And collaborate across time zones or go offline to work.
- Another exciting offering is Lotus Symphony -- a free of charge Microsoft Office alternative for many end users. It ensures access to documents, spreadsheets and presentations well into the future with new standard file formats (ODF), and offers application extensibility using the developer kit. Lotus Symphony was recently crowned, "Office Productivity Software Product of the Year," by Datamation Magazine for 2008.

You may have a task force that is focused on what the desktop of the future will be like. You may be exploring Microsoft Vista/Office 2007 migration. Or, you may be getting ready to do a desktop refresh or you are in the middle of a merger and acquisition. Or, you may have an open source policy mandate and you need to research collaborative solutions that take advantage of open standards. Whether you want to enhance governance and policy making processes, accelerate new product development and introduction, streamline customer experiences and so forth, IBM collaboration solutions can help.

So, why IBM?

- IBM offers thought leadership & execution experience in collaboration, as well as in emerging areas such as Social networks, Unified communications, and mobility solutions. For example we have been helping customers drive the paradigm shift in collaboration from document centric to Community centric SOA oriented.
- IBM offers end-to-end software, hardware and services solutions, that is complemented by an extensive global business partner network.

IBM offers a better way to collaborate and empower people. We can address your unique business needs.

Game ON!

Visit <http://www.ibm.com/itsolutions/empowerpeople> to get started...