

Diana:

Good day everyone, and welcome to the innovative collaboration to open client computing podcast with IBM and highly valued business partner Novell. Today's discussion is focused on how an open client computing environment is critical to an organization's success. My name is Diana Ermini and joining me today is Dick <Camar> IBM senior consulting sales specialist who focuses on IBM Lotus software on Linux and IBM open client solutions. And Richard Dahl director of product management from Novell also joins us.

Today we're going to focus on the significant business value that open client computing solutions from IBM and Novell have on advancing cooperation's within a given organization. So Dick, let's start with you. Could you briefly tell us about the current IT landscape and the pain points companies are experiencing today.

Dick:

Hello Diana. First it should be no surprise to anyone that generally speaking our customers are very disenchanted with Microsoft Vista and Microsoft Office 2007. Forbes, Gardiner, Business Week, Information Week, Information Worlds as well as many of our customers are asking several key questions., like question one why upgrade to Vista? The problem is the cost of the software the hardware and deployment are not justified and offer a poor return on investment. Additionally customers are concerned about being forced to migrate to Visual Basic and there are application compatibilities device driver problems. The fact is that approximately forty percent of the Microsoft Windows users of today never upgraded to XP. Now there are Windows 98, 2000, XP as well as XP customers asking why upgrade.

Question two. Why upgrade to Microsoft Office 2007? The problem is that although Microsoft Office 2007 has some nice new features in it. There is little justification and also a poor return on investment. A typical <inaudible> user of the day only uses approximately seven percent of the function that is included in Microsoft Office. So the question is why buy more? The fact is that sixty percent of the Microsoft users of today of the Microsoft Office users of today. Never upgraded MS Office 2003. Now those same users those Office 97, 2000 as well as the 2003 users are asking why upgrade?

Thirdly, third the final question is why get locked out of innovation? The issue is the whole world is migrating towards social software and web 2.0 solutions. Microsoft was late to the internet they were late to Vista and they are going to be late to ah web 2.0. And if already inferred that it will be 2009 before they can provide that functionality. So the question is why wait? IBM and other key vendors like Novell will be providing those capabilities now.

Diana:

That's really interesting Dick. And I'm wondering Richard do you agree with Dick's assessment of the market place and are there additional insights that you would like to add?

Richard:

Yeah I fully agree with Dick of course on these things and ah one of the aspects as we were developing the <inaudible> enterprise desktop ah was what is a total cost of ownership. Because that was one of the frequent things that we heard from users. And we could experience internally now own environments ah total cost of ownership of these windows solutions was just not um efficient. You know one of the things that we we tried to drive here is what is it really that the customers are looking for. What is the end user productivity a goal that customers have in mind when they are deploying a desktop. And there's some very clear things for the majority of office workers and employees, it's uncluttered interfaces it's a stable platform that doesn't need to be rebooted frequently and changed all the time. And the ability to drive collaborative innovation on this platform through a work flow and work group environment. And that's something that if the present situation was not available and that's what we wanted to do in our desk top environment.

And there are a couple of things where we ah that I want to mention as an example. One is desktop search. We have an integrated search capability that searches across instant messaging environment ah document folders email clients. It just takes all the information that's available on a desk top and provides a very powerful real time search engine ah to customers. And the other one is for the users is you know how can we use our desk top and work spaces more efficiently to operate with applications that are open without having to navigate in confusing ways around. That is another area desk top effects and user ability features that we focused on on the desk top. And in every way I fully agree with Dick that that's its do time to offer something more in a market and that's what we're trying to do here.

Diana:

That's great. So you know it sounds like you know with companies and employees folks that are on line are getting inundated with all this kind of information. And so It environments are normally hedero genius and so we're trying to address that it sounds like in the market place is really you know customers are really concerned about how they are going to manage you know um their infrastructure with all this new development technology with webbed 2.0 based capabilities, social software um then we're seeing happening out there. So how would all of these you know challenges in the market place and but you also try to lower total cost of ownership and providing faster time to value. Well all those challenges how is IBM's open client computing strategy addressing these customer um pain points today. And Dick can you tell us more about that?

Dick:

Sure, IBM Novell are delivering an innovative open client computing solution that is rich in collaboration and meets our customers requirements for the desktop for the future. It is called the IBM open client solution and it incorporates all the new lotus notes domino 8 enhancements. Such as integrated <inaudible> editors. Rich collaboration with a <inaudible 6:16-6:18> communications. And social computing capabilities like web 2.0. Lotus 8 is based on eclipse which is an open source open standards based server managed client platform to build middle ware on. IBM also offers s subset of that function called the IBM lotus expediter that fosters flexibility and drives organization of productivity. IBM open client solution allows customers of any size or industry to help employees better collaborate, improve productivity, and lower the total cost of information technology ownership. It incorporates popular open standards. Including ODF, HTML, XML, combined into a single seamless enterprise stack. Allowing users to choose the underlining operating system. So although IBM is promoting Linux to achieve the greatest benefits. IBM open client solution will also run on Microsoft windows or apple McIntosh. IBM currently has 159 customers that are involved in Linux buy outs. And it's featuring the work and done by the French auto maker PSA better know as <inaudible>. Ah which is the number two auto maker in the world. Ah which is deploying one of the worlds largest Linux based desk top solutions with a winning technology solution combination of IBM and Novell.

Diana:

That is really that is really fantastic and IBM is really leaving the path it sounds like and providing the strategy of open client computing to help address full inagration and flexibility into the you know complex um environment. And it sounds like IBM is really has advanced along here to address those um talented. And we've got you know ah a significant customer here that <inaudible> that's really um leading the effort there so that's really interesting. From Richard from Novell's point of view and and being a strategic partner with IBM from your side do you feel that um these solutions these open client solutions are addressing customer needs with IBM.

Richard:

Yeah I mean ah we spoke earlier about the innovation in on the desk top side in terms of user functionality and usability of the environment. And that userbility idea ah um really carries on throughout the steam that we call the desktop of the future. It is a vision to be had several years ago when we began work on this environment. And one of the things we want to provide ah for the open client solution with IBM is a fully integrated installation experience that allows the desktop as much as the back office the server component to be fully automated and integrated in the installation process. And as a result of this kind of ah work the open client installation on the <inaudible> enterprise environment is faster and much les complicated in any other operating system platform.

Ah that may come to a surprise to people that have never experienced the ah Linux environment before. But that is actually what we have strived to do here and ah we'll be delivering additional value this way. Um we've built a solution and tested thousands of hours um of user um time here to really create a bit of desk top experience. And on top of this um one of the things that I've not mentioned earlier during innovation ah part of our conversation was we've also always maintained the one of the number one benefits in the Linux environment. And that is unparalleled security. You know protection from mall ware, spy ware, viruses um through a hardened enterprise platform. And that in combination is really the something that we can deliver together with IBM. And create an open client here that is just superior to anything before.

Diana:

Richard that's really exciting because you know we're always hearing how organizations are struggling with the security aspects and you know having peace of mind knowing that their using a solution set where it's robust and offers that powerful security and capability is really impactful. And also of course the ability that the integration of this software this solutions that into an existing IT environment without ripping and replacing. Is really a corner stone capability that IBM and Novell provide together and I think that's really um a key message there. So that's great that's really interesting and as a summary ah you know you covered some really you know key points about the value of client computing. And as I take away what are the take away 5? Um Dick we'll start with you about what you would like listeners to remember and to know about what IBM open client computing solutions is providing.

Dick:

IBM and its partners are launching a major initiative to support open computing Linux on the desk top. And we're going to have a whole new set of products migration opportunities development capabilities. That are exploiting the clips plug in and more. A prime example of this is the IBM Novell bundle. Which should be available on the 3Q07 in time frame. Which combines select 10 IBM open clients solution into a single install. Making it easier and faster to have a complete collaborative Linux desk top solution.

Richard:

Yeah and from my side to add to Dick's points um we really believe the superior user experienced ah through greatly enhanced usability is going to be one of the main benefits ah the integration of open source components into the platform ah makes it very <inaudible> and forward looking and will continue ah this environment refreshes on the innovation side without you know ah cluttering the desktop in the future. And then last but not least ah one of the key corner stones of our collaboration here is the convenience set up and installation for the operating system. The domino server the notes 8 client the same time client fully integrated for similar installing configuration. So that the administrator on the customer side ah has you know less amount of work to do.

Diana:

That's great and I'd like to thank you Dick and Richard for speaking on this topic about inclined computing from you know from our you know IBM and Novell. And as we're helping to drive these rich collaborate and experiences that enable these companies to take advantage of these open standards giving them the tools they need regardless of what industry in size they size of the organizations. Really giving them the ultimate flexibility and building and expanding upon their existing IT investments. Ah of which ultimately is going to help them provide and create innovations and maintain that competitive advantage that all companies really want to have. While also being profitable. So um I thank you both for sharing your insights here. And um further <inaudible> the capabilities in different shading competitive components of the open client computing solutions. So for listeners who are interested in freeing up money from your IT budget or want to leverage web 2.0 based collaborative technologies or simply want to start a pilot in your own organization to witness for yourself the benefits and rewards you can get from an open client computing infrastructure through IBM please visit us at www.ibm.com/lotus/openclient one word. So thank you and have a nice day.