

## **Taking Collaboration With You, No Matter Where You Go: IBM Mobile Strategy**

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As the business climate changes, we find that innovation is the best opportunity for differentiation, sustainable growth and profitability. Businesses are focused on top line growth such as creating cultures of innovation, organic idea-sharing and optimizing global talent. We see the shift to Web 2.0 enabled solutions, unified communications, social software, and mashups. Organizations must consider, and deploy, collaboration solutions that offer these enablers that can help drive innovation.

It is really about empowering people to be more effective, responsive and innovative in the context of the work they do every day. Successful organizations need to be effective in applying focus to not only the right set of tasks and processes but also, in ensuring that a organization is as responsive as possible in order to outperform their competition. The ability to perceive, process and act upon environment activities – involving customers, competitors, or changes to the internal or external environment – is a sustainable advantage that is seen in any organization that thrives over time. Lotus collaboration software promotes responsiveness by making it easier to interact with people within and across organizations, and to share insights and expertise throughout the business.

So, how do we do this? Through universal access. By providing anytime, anywhere access to people and information, IBM brings the industry's richest and broadest collection of collaboration, communication, content management and application services together, to connect people to business processes and information in an open, standards-based environment. We serve a spectrum of end user access methods ranging from thin client to mobile device to managed client-side components, with online and offline availability. We provide all of this via on-premise or as software-as-a-service deployments. It's about developing solutions to meet your business needs so you can work the way you want.

### **With IBM Lotus mobile solutions, you can extend email and collaboration to mobile workers and....**

- Integrate collaboration on most any device and on any network
- Take advantage of offline / online capabilities
- Manage your messaging clients centrally for easier administration; supports role-based deployment
- Have ultimate flexibility with multi-platform support
- Have access to a robust set of out-of-the-box features
- Integrate with your existing systems and applications

If you would like to learn more about IBM Lotus mobile solutions, please visit us at:  
[ibm.com/software/lotus](http://ibm.com/software/lotus)

Thank you for listening.