

## **I Think I Caught Something: IBM Lotus software Innovations Go Viral**

**Host: Diana Ermini, Empowering People Program Manager, IBM Lotus Software Brand.**

Hi everyone. Welcome to today's podcast: I think I caught something: IBM Lotus software goes viral. My name is Diana Ermini and I am the Empowering People Program Manager within the IBM Lotus software Brand. I am very excited today to talk to you about some of the amazing products throughout 2007 that we have been able to provide to our customers.

We have shipped things like Lotus Notes and Domino 8 that support Web 2.0 functionality such as RSS feeds and blogs. We have our first, ready-for-business social software with Lotus Connections. We have a team collaboration and content sharing solution with Lotus Quickr. We've dramatically defined our unified communication and collaboration strategy with enhancements to our Lotus Sametime family of products. With the acquisition Web Dialogs, we've created Lotus Sametime Unyte which is a hosted Web conferencing offer.

We've also provided open standard-based forms with the announcement of Lotus Forms 3.0. We added significant Accelerators to our Websphere portal family of products. Most recently, we have made the announcement of providing free-of-charge productivity tools with Lotus Symphony. In the first two months alone, these products have acquired a quarter of a million registered users. It's pretty amazing. Hopefully you will be checking out our Lotus Symphony products as well since they are free. I encourage you to go onto our Website: [www.lotus.com](http://www.lotus.com) for more information.

IBM is continuing to demonstrate its leadership in the marketplace by delivering these amazing products. At the end of the day we are creating a portfolio that will drive companies of all sizes and industries to excel in the collaboration space. On top of that, the IBM Lotus marketing team has really been aggressive in terms of supporting all of these advancements through our communication vehicles. To expand our outreach, Lotus has developed specific advertising targeted to end-users (and not just to developers) -- to deliver the message about Lotus Notes and Domino 8 enhancements.

Maybe you've seen some of those print ads. We have been promoting our information in places like Computerworld, eweek, InfoWorld, Network Computing, Information Week and others. Maybe you've seen some of their banners running on sites such as InfoWorld.com, Computerworld.com, CIO.com, and InformationWeek etc.

We continue to complement these web banner activities with things like content syndication, paid search, newsletter sponsorships and other high-impact, interactive media efforts that are

focused on promoting the new Lotus Notes and Domino 8 demo and our biggest event yet, Lotusphere 2008.

So to showcase some of these latest collaborative innovations from IBM, we've been running Lotus Collaboration Summit events around the world. We have had about 12,500 people attend these events to learn and share their experiences in the collaboration space. We are going to continue that momentum into the 15th annual Lotusphere event in Orlando where we will unravel even more leading-edge technology advancements. We think that 2008 will surely kick off with a bang and Lotusphere is going to help us do that.

If you would like more information about Lotusphere and other Lotus-related events activities, please visit us at: [www.ibm.com/Lotus](http://www.ibm.com/Lotus).

Not only is IBM taking advantage of Web 2.0 technologies to help companies excel in the collaboration space, but the marketing engine continues to support those efforts in spreading the word. We have all sorts of videos. Videos that educate the viewer on the power of the latest features and functions of the products, videos that entertain for the purpose of creating awareness. And videos that make you think. We use videos on our website, on IBM TV, on our video blogs and on YouTube. As a matter of fact, our videos have had over 25,000 views on YouTube over the last few months. We're excited to see that viewers out there are interested in the latest innovations coming from the IBM Lotus portfolio.

In addition to that, we are running virtual events where you can meet the developers, hear from your peers and have a Q&A session with key experts. These events allow you to experience the power of Lotus Sametime through real-time collaboration, while gaining valuable learning on topics that interests you. You can even join us in Second Life where we have a Lotus compound on the IBM Island.

If you would like to test out some of our latest collaborative technologies, I highly encourage you to check us out at IBM Lotus Greenhouse. This is a virtual community that enables users to share information and collaborate and exchange ideas on the emerging technologies that are coming from Lotus. Simply go to: <http://greenhouse.lotus.com>

The Lotus Greenhouse offers a great opportunity for you to not only get hands-on experience leveraging the latest and greatest coming from the Lotus portfolio to help you succeed, but also it gives you an opportunity to talk with other like-minded individuals. It allows you to talk to developers and it enables you to provide feedback to the Lotus development team. You are virtually and literally changing the face of collaboration with your feedback. The Lotus development team will take that feedback and see how we can advance the next set of features in our portfolio to help you be more successful with your business.

In 2008, we will host collaboration events in/near your local area so that you can experience first-hand the collaborative value of what IBM has to offer to you. You can meet experts and share experiences with your peers. You can participate in a variety of virtual events, listen to podcasts, watch a webcast, chat with peers in Second Life, share videos with friends, find answers to all your questions on our website and much more.

If you'd like to learn more about the innovations coming from IBM Lotus that will help you surely be successful in the collaboration space. We highly encourage you to visit us at [www.Lotus.com](http://www.Lotus.com).

Thank you for joining us on today's podcast. And, don't forget to visit us in the Lotus Greenhouse. <http://greenhouse.lotus.com>.

Have a great day.