

Innovation with Collaboration from IBM

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Mike:

Welcome to the Web2.0 goes to work pod cast from IBM. I'm Mike Harer and I'm the Product Marketing Manager for IBM ON a Lotus Brand Team. In my role at IBM, I focus on emerging technology areas such as Web2.0 and we'll talk about our recently announced Web2.0 goes to Work Initiative, but I'll also cover what is Web2.0 and why should business leaders care, and how do products like Lotus Connections, Lotus Quickr, Lotus Notes and Lotus Domino 8 deliver business value using these Web2.0 technologies. Then, I'll also talk a little bit about real world examples in terms of how businesses are using Web2.0 today.

Let's get started. What is Web2.0, and why should business leaders care? IBM views Web2.0 as a set of philosophies and technologies that help to foster innovation, speed and simplicity. So, IBM has built its Web2.0 Goes to Work Initiative around three key components. These include economic impact, so that with Web2.0, organizations can now use their business assets in an innovative way that was not originally planned, of taking advantage of new business opportunities. Second, is Community Value. Web2.0 technologies inspire a broad number of individuals and teams to join a network and participate based on preferred working styles, the opportunity to connect to expertise and the ability to apply knowledge faster through tapping the collective knowledge of extended teams. Third, is Enabling Technologies. The focus here is to deliver integrated web- tool-sets to help organizations build situational applications or mash-ups, so doing that more quickly using a lighter weight infrastructure and simpler programming models.

Why should business leaders care about Web2.0? The ideas and collaborations are the field for innovation. Organizations that can tap into, and quickly leverage, the collective creativity of their employees and customers have greater potential to leap-frog the competition. By driving higher levels of efficiency and flexibility, Web2.0 can have a dramatic effect on how businesses operate. Let's look at the Web2.0 features that are providing business value today.

Next, I'll talk about several of the Lotus products that implement Web2.0 features which businesses are using today to gain advantages, starting with Lotus Connections which combines a set of Web2.0 collaboration assets originally used in IBM. Targeted at business people with common work objectives or professional interests, the software makes it easy to find each other and share what they know. It does this through five integrated Web2.0 based components.

First is Profiles which is an integrated directory and expertise locator that helps people find other people with specific knowledge, or perhaps with strategic business relationships.

Next is the Communities component which supports groups formed and managed by people with common interests or shared work objectives. It also makes it easy for people across, and even outside the organization, to assemble, share resources and work together.

Then there is Activities. Activities helps people and teams organize the work and interactions associated with specific tasks. Think of this as a dashboard that helps them manage and complete tasks with their professional network of colleagues.

Then, of course, are the blogging tools. These are included to help users create and post blogs quickly and easily, and searching for the information on blogs is greatly simplified with Lotus Connections with integrated blogging search tools.

Lastly, we have Dogear. This is the component name of a shared bookmarking system that enables users to book mark and categorize, through tagging, any piece of URL addressable content for further retrieval.

Our next product based on Web2.0 technologies is Lotus Quickr which is designed for viewing everyday business content with teams. The Lotus Quickrr includes support for diverse file types like PDF, ODF, and it also covers Web-based content like Wiki pages, blog, and post and calendar events. The easiest way to think about Quickrr is to envision three logical layers. Envision an outer layer which provides a rich browser interface. But there is also a set of client connectors that can deliver content and team collaboration to end users inside the applications that they use everyday. Next, there is a middle layer of open services provided to create manipulate content; such as, team spaces, document libraries and Wikis. Finally, the third layer, or what we call the core, provide a choice of content stores such as the Domino repository, and also a relational database that we also refer to as the java content repository, or JCR.

IBM also announced recently the availability of Lotus Notes and Domino 8, and this opens Lotus Notes and Domino to the world of Eclipse, Java and Web2.0 capabilities. For example, we've added support for our RSS feeds, blogs and composite applications to create business mash-ups. Now businesses can actually extend the unique qualities of their Notes Collaborative Platform because Lotus Notes and Domino 8 provides the nucleus than can actually integrate their application environment with all those Web tool features to deliver the richest collaboration experience.

Now, let's consider a few scenarios where businesses are actually benefiting from these Web2.0 technologies today. A professional services company was looking for tools that could foster innovation and improve collaboration. They wanted a solution that placed more control and independence into the hands of each employee. To accomplish the task and improve participation in the creative processes, they chose Lotus Connections and Lotus Notes 8, because they have great synergy when rolled out within a B-to-B Internet, and because they help distinguish their new internet application as adding value to end users with a completely integrated solution.

Now, at IBM, we're also using Web2.0 technology to streamline and enhance people's day-to-day activities on a variety of levels. For example, we have a site called Wiki Central which is the primary internal portal for IBM to set up and maintain their own Wikis, or to access and participate in other Wikis. This site currently has over 100,000 registered users from geographically dispersed teams working and collaborating on a set of common goals. Therefore, there are a lot of benefits being reaped by IBM users with this internal Wiki site. We're also using an enhanced version of Blue Pages which is our corporate directory that we call Fringe. Now, Fringe provides employees contact and profile information that allows users to tag people. This site has transformed IBM's internal employee directory into a corporate, social networking site enabling our globally integrated enterprise to collaborate more efficiently. With IBM's Web2.0 initiative and proven leadership with Web2.0 technology, we can help businesses create and implement a differentiating Web2.0 strategy.

To learn more, you can visit our Web2.0 website at IBM.com/Web2.0 and the Empowering People website at IBM.com/ITsolutions/empowerpeople.