

Real-Time Collaboration: The IBM Lotus Sametime Family

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Hello and thank you for choosing to listen to this pod cast. My name is Martha Swanson from IBM and I will be talking today about IBM's Lotus Sametime product, the evolution of Real-Time Collaboration: The IBM Lotus Sametime Family. Just a few years ago, it all started with Instant Messaging. Today Realtime Collaboration involves a whole lot more than simply pinging your buddy online. These days users can take advantage of Real Time Collaboration solutions that not only integrate instant messaging and process awareness but also integrates Web and Video Conferencing and built-in Voice-over IT capabilities to help you meet your evolving business needs.

I wanted to spend a few minutes with you today to talk about Lotus Sametime which is a very important part of IBM'S Realtime Collaboration strategy. I thought it would be worth just a few minutes to go through what the options are, where the product has come from and where the product is headed and so forth. I am a big fan of Sametime. Sametime changed the way I do my job. It also fundamentally changed the way IBM and all of our customers do their jobs as well. I remember back in the mid 80's when we first got email, and from that moment forward my life was different. That Monday my life was different than it had been the previous Friday all because of email. Sametime had that same effect on us. The day we got it and the day we started using it, we could never turn back.

I've sure you've read things about the advantages of using Realtime communications, both in terms of reusing business cycles as well as speeding up communications. There are also very measurable cost benefits to using products like Lotus Sametime. For example, there are some statistics from the IBM CEO's office that we, internally at IBM, are spending millions of dollars a month, yes I did say a month, in terms of reduced travel and reduced phone calls. Those are very quantifiable, easy to measure things. Every Sametime Instant Message exchanged is a phone call that was not made; or every time we had a Sametime Web Conference, that's plane trip or a road trip someone did not have to take to attend a face-to-face meeting and it's very easy to measure those things because you can say: Look at all the money we did not spend in plane tickets and phone call charges or look at how we have reduced our carbon footprint by not driving or flying someplace.

What's a little bit harder to quantify, but what I think is really very important, is the business cycle angle, how much faster corporations and companies like yours and their employees are able to react and work with one another when they utilize Lotus Sametime.

Lotus Sametime has three basic capabilities or features. The first one is presence. Presence is the ability to know in advance if someone is online and available. If I look at my contact list I can see who is Online, Offline or who's in Do Not Disturb mode. Just knowing this in advance, if someone is readily, is very important. IBM has customers who have put policies in place that their employees must first check to see if a coworker

is online if they need to interact with them before they pick up the phone to call them. We have received some very interesting analysis of how much money these customers are saving in phone mail messages. Because in the past someone would just call a coworker to find out if they were on vacation or had stepped away from their desk, a lot of money was being spent on leaving a phone mail message and long distance charges etc. So, that is one capability of Sametime, this idea of presence.

The other thing that people use Sametime for all day long is instant messaging. That is the ability to send chat messages back and forth. Here at IBM we send over 4 million instant messages every single day. That's a huge number and it's a testament to two things. One is that certainly this product can scale to support a community so large and it is also a testament to the way our customer company has adopted it and the way our customers adopt this product and it just becomes part of your life. There is more to the Instant Messaging features and capabilities than just chat. You can send files, you can use voice chat, and you can use smiley faces or emoticons to enhance your conversations. It's not just you typing and me typing back and forth. It's a very rich Realtime communication experience back and forth. That's presence and instant messaging.

Another part of Lotus Sametime is Web Conferencing. That is the ability to use a browser to come together to have a Web conference so we can quote, meet together, share slides, we can collaborate on say, a Microsoft word document, and a lot of different ways that we can come together and have a sort of virtual meeting. That's one of the biggest places that IBM is saving money with Lotus Sametime because of all the meetings that we have now that do not require travel. We're not sitting in cabs waiting to go to the airport or buying tickets to get on planes or burning jet fuel to get from one city to another. We're saving employee productivity time by not traveling. We do that all through Sametime.

Those are the three capabilities of Sametime: Presence, Instant Messaging and Web Conferencing. If you're a Notes customer, you may already know and may already be using Sametime. With the release of Notes 6.5, we gave the people the ability to use Instant Messaging in their Inbox. What that means is that right inside your Inbox you've got a little green light to tell you whether or not the person who sent you that email is online and available. That's a huge productivity benefit because it means that we cut down on a lot of emails. It also speeds communication because it's gotten rid of one more email answer because let's say that I had sent you an email question and the answer is no, you can just Sametime me the answer, no. That's been a capability that we've had and it's entitled Notes Users 6.5 and we made that capability available at no additional charge to Notes users with that release.

Now I would like to talk about the members of the Sametime Family. The first is Lotus Same Entry. Lotus Sametime Entry is the capability of presence in instant messaging I was talking about before, Sametime Entry is a great choice for customers who may not use Notes and who use a different email product other than Notes but they want the benefits and advantages of Realtime collaboration; in other words, we find a lot of Microsoft Outlook customers who use Lotus Sametime Entry. In fact, the biggest

customer that we have is, outside of IBM's internal deployment, uses Sametime but they don't use Notes. They use the other email system but yet they use Sametime for Realtime collaboration.

The next member of the Lotus Sametime Family is Lotus Sametime Standard. Lotus Sametime Standard is sort of the whole package, the whole enchilada, if you will. It's the Instant Messaging and the Presence and the Web Conferencing all wrapped into one. We currently have about 20 million users of Lotus Sametime whether it's for Instant Messaging or Web Conferencing or mixing and matching. There are some customers whose emphasis is more on the Instant Messaging components and there are those customers who spend more of their time on the Web Conferences, or really any combination thereof.

The next member of the Lotus Sametime Family is Lotus Sametime Advanced. This is the really innovative take on Realtime Collaboration. Sametime Advanced is all about injecting this idea of social software into Realtime Collaboration. One of the things that Sametime is very good at is keeping you in contact with the people you know. What Sametime Advanced is really good at is connecting you with the people you may not know. Let's say you have a question or a problem and you need help. You need some expertise but you don't know who to contact. Sametime Advanced can help you connect with these experts based upon the fact that they had the expertise you need. They have identified themselves as experts. It may be in financial markets or rentals or whatever the topic may be. There are so many capabilities that Lotus Sametime Advanced offers that I can't go into for the sake of time, but there is something really important about Sametime that I'd like to talk about and that is this idea of integration.

Sametime was never designed to be a stand along product or to work in its own little vacuum. It's always been intended and designed to be used alongside of your email program, be that Microsoft office or whatever application you have, and there are ways, for example, to use and inject SameTime into a cell in a Spreadsheet and use Realtime Presence inside of Microsoft Outlook or, as we like to call it, Sametime Enable any application. This idea of being open and being able to integrate with other applications is extremely important to us at Sametime. We want you to go beyond the Buddy List. It's not just about the Contact List. It's about really having these tools and these Realtime Collaboration capabilities at your fingertips no matter where you are.

There are a couple of other small points that I'd like to make before we wrap up. If all you do is use Sametime for Instant Messaging, you're really just scratching the surface. That's usually where to start, but we find that customers grow very quickly into injecting Realtime Collaboration across many different applications. We've got lots of information that is available for you. I hope you can tell that we are as excited about Sametime as our customers are. If you need more information, there are two places you can go. Certainly, go to the Sametime Home Page and that's an easy one to remember. It's ibm.com/sametime where you can go and learn more about the different members of the family. We've got White Papers, case studies and references about how different customers have used it. There are links to the Business Partner catalogues so you can see

some of the add-ons and match-ups our Business Partners have built. Another website you can go to, to learn more about the family of IBM Collaboration solutions, is ibm.com/expressadvantage/collaboration. What this site will do is help you get a better sense of the bigger picture and how Lotus and IBM have options and solutions for you no matter what mode of collaboration is important to you.

I want to say thank you for listening. Again, my name is Martha Swanson speaking to you from IBM Chicago and I hope you are using Sametime and if you are not, I hope you will. Thank you.