IBM Collaboration Solutions Guidebook

Your Roadmap to Success with IBM Collaboration Solutions Offerings

Max Facts

eBook

Edited by Jim Hoskins

Welcome

Dear IBM Sellers and Business Partners,

We are pleased to introduce the IBM Collaboration Solutions Guidebook. This guide is designed to provide you with a comprehensive view of our offerings, programs, and incentives to help you find and convert opportunities for growth and profitability.

With the extensive range of IBM's technology solutions, we have the breadth and depth of offerings and programs to help you be successful. IBM's social collaboration platform can help you open up new conversations with your clients with a top-of-the-mind topic that our customers are focused on.

Our goal is to give you a competitive edge with your customers by offering the complete range of solutions to help you assist your customers' efforts to transform their organization into a social business.

Leverage this guide to jump-start your sales and deliver the solutions our customers are demanding. Remember, the Worldwide IBM Collaboration Solutions Sales and Marketing team is here to help you. Let's make this a banner sales year!

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IBM Collaboration Solutions Guidebook

IBM Collaboration Solutions Guidebook

First Edition

Your Roadmap to Success with IBM Collaboration Solutions Offerings

Edited by Jim Hoskins

(version 1.5e)

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This ebook was sponsored by IBM. This ebook utilized information provided by IBM and other companies including publicly available data. This report represents Maximum Press's viewpoint and does not neces-sarily represent IBM's position on these issues.

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Your Five-Step Quick Start

Take these steps to "hit the ground running" when you start selling IBM Collaboration Solutions.

1. Check for Updated Editions of This eBook

This guidebook has the ability to check for more current editions, which are released periodically. Simply click on the "More on the Web" link provided here (or the link on the cover) and this guidebook

> **MORE ON THE WEB**
>
> • Check for updated editions of this guidebook

will automatically check to see if you have the most current edition. If you don't, you will be able to download the latest edition immediately.

2. Apply for PartnerWorld Membership

The IBM PartnerWorld Website is the source for information for all things related to being an IBM Business Partner (e.g., Business Partner relationships, guidelines, support, product info, etc.). If you are a new business part-

> **MORE ON THE WEB**
>
> • Explore PartnerWorld
> • PartnerWorld contact phone numbers by country
> • Get your PartnerWorld user ID

ner, you will need a user ID and a password to gain access to some areas of the site. If you have any questions, call Part-nerWorld for help. (Follow the link in the "More on the Web" box to get the right phone number for your country.)

3. Plug in to IBM Product and Program Communications

Staying informed is one key to success. IBM has a spe-cial page on PartnerWorld that helps you do just that. Here you will find new product announce-

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> • [Get plugged in to IBM product and program communications](#)

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IBM maintains a search page that allows you to quickly find detailed product information from IBM announcement let-ters (one of these is released for every product IBM an-nounces), the IBM

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>
> • [Find detailed IBM product information quickly](#)

Sales Manual (a comprehensive collection of detailed info on all IBM products), and much more. Give it a try so you will know how to find what you need when you need it.

5. Learn to Find Competitive Information

IBM consistently updates information about the competitors you will encounter and their products on the COMP Web site.

Explore this valuable tool so you will be ready when you need it. You will need your user ID and password.

Introduction

About This Guidebook

This MaxFacts™ interactive guidebook brings together—all in one place—the resources you need to be successful selling IBM Collaboration Solutions. It contains information gathered and adapted with permission from multiple IBM and non-IBM sources. Also, there are embedded links to more-detailed information and news available on the Internet, so you always have the most current information at your fingertips. We are confident you will find this a useful reference tool.

As we are always working to better help you succeed, please forward any comments on or suggested improvements to this guidebook to info@maxpress.com.

Product Offerings May Vary from Country to Country

Keep in mind that the specific products and services offered by IBM sometimes vary from country to country. As such, you will need to get into the details of your own country's offerings by following the "More on the Web" links provided throughout this guidebook with your country selected in the upper area of the screen.

How to Use This MaxFacts™ Interactive Guidebook

This guidebook has been specially designed to be read on your computer screen using the free Adobe Acrobat Reader software or a supporting Web browser. Alternately, you can print this guidebook on almost any printer and read the material anywhere.

Reading on a computer screen at your desk isn't as cozy as reading a printed page while lying on a towel at the beach. If you give it a fair chance, however, you will find that navigating the bookmarks along the left side of the screen provides an effective way to get to the information you need—quickly. Further, the instant access to expanded information provided by the many embedded Web links, along with the "search" function, also makes using this guidebook "on screen" worthwhile. We recommend that you copy this PDF file to your desktop so it will always be only "one click away." If you still want a hard copy, you can print it out on almost any printer.

Links provided throughout this guidebook (anywhere you see a "More on the Web" box or embedded within some figures) will lead you to additional information related to the topic at hand resident on the Web. In this way, this guidebook is a "three-dimensional guide" providing you with information about the topics at the level of detail you choose. To follow a link, simply click on it and a Web browser window will appear on your screen with the requested information. If the link brings you to a password-protected area (e.g., on the IBM PartnerWorld or COMP Web sites), you will be prompted to enter your IBM-issued user ID and password before you are presented with information.

When you are finished exploring, just close or minimize the Web browser window and you will arrive back at the guidebook. You are encouraged to explore all links that interest you to get the most out of this guidebook. You must have an active connection to the Internet to use the embedded links.

To navigate around within this guidebook, you can:

- Step forward or backward a page at a time using the standard Acrobat Reader navigation toolbar shown along the bottom of your screen

- Click on the "Bookmark" links shown on the left side of your screen to go directly to that part of the guidebook

- Click on the "Table of Contents" section and click on the links to go directly to that part of the guidebook

- Search for keywords in the document using the Acrobat Reader "Find" function (found on the toolbar).

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• Maximum Press Web site

1

Welcome to the Team

In this chapter, we cover some basics about working with IBM Collaboration Solutions.

Innovation That Matters

By providing innovative technology that delivers flexibility and high performance, easy to administer programs, and flexible financing options, IBM has an unmatched understanding and appreciation of channel importance that translates into success and prosperity for our partners.

It is an exciting time to be involved with information technology. The worlds of business and computer systems are blending in ways that will result in productivity breakthroughs greater than the sum of their parts. Teaming with IBM will allow you to provide the insight, solutions, and innovation that matter to help your customers succeed.

A Smarter Planet

The smarter planet leadership agenda was born out of a need for change coupled with the unique opportunities now emerging for leaders of businesses and institutions worldwide. We

find ourselves at this moment because the crisis in our financial markets jolted us awake. We are seriously focused now on the nature and dangers of highly complex global systems. And this isn't our first such jolt. Indeed, the first decade of the twenty-first century has been a series of wake-up calls with a single theme: the reality of global integration. The world is increasingly becoming instrumented, interconnected, and intelligent.

The problems of global climate change and energy, global supply chains for food and medicine, new security concerns ranging from identity theft to terrorism—all issues of a hyper-connected world—have surfaced since the start of this decade. The world continues to get "smaller" and "flatter." But we see now that being connected isn't enough. Fortunately, something else is happening that holds new potential: the planet is becoming smarter.

MORE ON THE WEB

- A Smarter Planet info on IBM.com
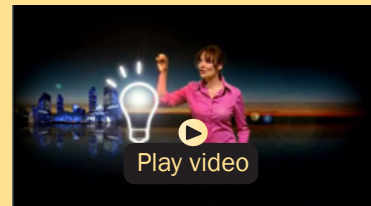
IBM Smarter Planet (2:14)

That is, intelligence is being infused into the way the world literally works—into the systems, processes, and infrastructure that:

- Enable physical goods to be developed, manufactured, bought, and sold

- Allow services to be delivered

- Facilitate the movement of everything from money and oil to water and electrons

- Help billions of people work and live.

The Social Business

People creating the engaged, transparent, and nimble organizations that win on a smarter planet

Just 10 years ago, there was another significant shift in the way people interacted with each other: the Web came to the workplace. From e-commerce and peer-to peer file sharing to the emergence of Web-based solutions for financial, accounting, and supply chain systems, the Web has become a serious business tool for organizations and industries of every kind. And the evolution continues.

Now social networking services are on track to replace email as the primary communications method for many business users in the next few years. Though IBM does not completely advocate this, it recognizes that one of the keys to the future of email is integrating it with other, more social capabilities. In fact, this integration is critical to making a successfulsocial business transformation.

This approach shifts the focus from static content and other temporary artifacts to the source of the energy, creativity, and decision making that moves the business forward: people. As a result, people not only find what they need, but also discover valuable expertise and information they weren't even looking for that might solve a problem in a new way.

What Social Business Is—and Isn't

A social business activates networks of people to create a business that is engaged, nimble, and transparent. It connects individuals across all types of boundaries; allows people networks to form and dissipate as needed; delivers the right content and expertise to the right people; and improves and accelerates how work gets done. It has several characteristics that distinguish it from other businesses.

Engaged

A social business connects people to expertise. It enable individuals—whether customers, partners, or employees—to form networks for generating new sources of innovation, fostering creativity, and establishing greater reach and exposure to new business opportunities. It establishes a foundational level of trust across these business networks and, thereby, a willingness to openly share information. It empowers these networks with the collaborative, gaming, and analytical tools needed for members to engage each other and creatively solve business challenges.

Transparent

A social business strives to remove unnecessary boundaries between experts inside the company and experts in the marketplace. It embraces the tools and leadership models that support capturing knowledge and insight from many sources, allowing it to quickly sense changes in customer mood, employee sentiment, or process efficiencies. It utilizes analytics and social connections inside and outside the company to solve business problems and capture new business.

Nimble

A social business leverages its social networks to speed up business, gaining real-time insight for timely and better decisions. It gets information to customers and partners more quickly. Supported by ubiquitous access on mobile devices and new ways of connecting and working together in the Cloud and on open platforms, a social business turns time and location from constraints into advantages. Business is free to occur when and where it delivers the greatest value, allowing the organization to rapidly adapt to the changing marketplace.

Changes Underlying the Evolution to Social Business

A social business moves the focus from documents, project plans, and other temporary artifacts to the source of the energy, creativity, and decision making that moves the business forward—people. It is a shift from the static to the dynamic, and it is changing some of the basic building blocks of busi-

ness, causing an evolution from systems of record to systems of engagement, from content at rest to content in motion, and from risk avoidance to risk management. For instance, as people engage around content—commenting, tagging, recommending—they make it more timely and relevant, they help others find and use it, and as a result, they increase its value. They also create an audit trail and can even flag potential problems, helping the organization manage its risk.

Common Terms in the Social Business Arena

The language of social business is evolving quickly. Some of the most common terms in use today include the following:

- Social media—provides additional channels composed of various social sites such as Twitter and Facebook, each of which have their own processes, guidelines, governance, and forms of accountability.

- Social software—comprises a broader set of social tools (messaging, chats, blogs, wikis, activities, file sharing, profiles, forums, analytics, tagging, among others) that enable all of the concepts above and include applications used within an enterprise behind a firewall as well as third-party services that extend beyond the firewall.

- Enterprise 2.0—enables collaboration behind the firewall between employees and partners that can enable large organizations to act more like a "small" business in the best sense of the word.

- Social content management—extends content management beyond the enterprise—to encompass the wealth of social content being created, stored and shared by customers, employees, and partners across the Web.

- Social CRM—allows an organization to make customers a focal point of how it does business, where the customers are actually a key force behind the development of the ideas, services, and products that the organization produces.

- Social analytics—changes the way organizations monitor online conversations, mine social data for insights, and apply these insights to improve business processes and decisions.

Target Audience: The Forward Thinkers

To successfully market social business, you need to reach a targeted subset of individuals in client organizations: the forward thinkers. These progressive champions are in various line of business roles (sales, marketing, HR, customer service, product development, application development), and also CIO, telephony, and ISVs.

"If you can dream it up, you can make it." This is the mantra of forward thinkers. Anything is possible … just add passion, a little rigorous thinking, and a whole lot of curiosity.

How do you define a forward thinker? He or she is "always looking ahead with an eye to improvement, beyond invisible restrictions, stereotypes, habits, and patterns imposed by past experience, other people's standards, society's norms, and outmoded traditions."

Entry Point Messages

The conversation entry points in the messaging agenda—human resources, sales and client engagement, risk management, marketing and customer service, and product and service innovation—align to key business areas and provide the

right place to start a conversation with forward thinkers in target audience C-suite and LOB roles about the value they can gain by becoming a social business (Figure M.1). These value-based conversations align with the 2011 social business program buying agendas, core IBM Collaboration Solutions software offerings available today, and other cross IBM capabilities.

Conversation entry point	Human Resources	Sales & Client Engagement	Risk Management	Marketing & Cust Service	Product & Service Innovation
Message	Improve the effectiveness of people by enabling the right talent and content to come together at the right times.	Increase sales by connecting sellers to the insights and expertise they need to better serve their customers.	Reduce risk exposure by increasing transparency to strengthen operational controls.	Build customer advocacy by reaching, attracting, and retaining more customers through engaging experiences.	Bring successful new products to market more quickly by understanding and aligning to customer needs.
Audience	• **CHRO** • CFO • CIO	• **C Sales officer** • CIO	• **CRO** • CIO	• **CMO** • **SVP of Customer Service** • CIO	• **SVP of Product/Service Development** • CIO • COO
Function Areas (from CBM)	• Talent management • Learning and development • Workforce planning • Enterprise & employee performance	• Opportunity management • Sales management	• Risk & compliance • IT business management • Strategy & oversight • Brand management • Audit	• Customer relationship • Campaign management • Customer care • Loyalty	• External analysis • Product ideation • Concept testing • Research mgt
IBM Capabilities	• Social HR strategy • Connections, social mail • "Ampitheater" learning • Social resourcing • Social talent management • Employee sentiment	• Social media strategy • IBM SFA Framework • Social analytics • Cloud, portal, Opensource	• Social Enterprise Strategy • Social platform, Big Data, Watson, Social BPM	• Customer Experience Suite • Social analytics • Social media monitoring • Industry and cross-functional CBMs	• Social collaboration platform • Predictive advanced analytics • Content analytics • Process discovery & design • Real time expertise communities
Core ICS Offerings	Social collaboration platform: • Connections • Lotus Quickr • Sametime • LotusLive • Lotus Notes/Domino • Lotus Notes Traveler	Social collaboration platform: • Connections • Lotus Quickr • Sametime • LotusLive • Lotus Notes/Domino • Lotus Notes Traveler	• Vantage for Connections • Vantage for Sametime • Social Collaboration Platform: – Connections – Lotus Quickr – Sametime – LotusLive	• IBM Customer Experience Suite • Portal • WCM • Forms • Social Collaboration Platform: – Connections – Lotus Quickr – Sametime – LotusLive	Social collaboration platform: • Connections • Lotus Quickr • Sametime • LotusLive

Figure M.1. The conversation entry points in the messaging agenda provide the right place to start a conversation about the value that can be gained by becoming a social business.

2

General IBM Collaboration Solutions Resources

This chapter provides you with some general information and valuable resources that will help you as you sell IBM Collaboration Solutions.

Web Sites

In this section, we will introduce several IBM Web sites that are helpful to those selling IBM Collaboration Solutions.

IBM.com (general public)

IBM.com is the official corporate Web site providing information about IBM products, services, and technology to the general public. It is a source of comprehensive public information about all things related to the IBM corporation.

> **MORE ON THE WEB**
>
> • IBM.com corporate Web site

IBM Collaboration Solutions Portal

There is a special section of the IBM.com Web site dedicated to IBM Collaboration Solutions. It offers introductory informa-

tion, news and event info, as well as product offering details.

The IBM PartnerWorld Web Site

IBM maintains a Web site called PartnerWorld which has a great deal of information of use to all IBM Business Partners worldwide. On the site you will find the latest presentations and marketing materials (such as brochures, data sheets, and case studies) as well as competitive information, consultant reports, IBM white papers, education and events, tools, technical support, and much more.

Business Partners who invest the most in IBM receive higher-value benefits and resources. This investment is recognized through three PartnerWorld membership levels: Member, Advanced, and Premier. Qualification for these membership levels is based on the Business Partner's attainment accord-

ing to a point system. Points are earned by acquiring skills, developing and selling solutions, driving IBM revenue, and achieving customer satisfaction.

In this guidebook, we have summarized and provided direct links to a great deal of PartnerWorld information of inter-

est to IBM Collaboration Solutions Business Partners. As such, this guidebook is your personal "guide" to the PartnerWorld Web site. Just the same, we encourage you to spend some time browsing the PartnerWorld site so you can get a feel for the full scope of resources available to you.

You will need your IBM-assigned user ID and password to access some areas of PartnerWorld. If you don't have your user ID and password, you can contact IBM PartnerWorld for help. (Follow the link provided in the "More on the Web" box.)

IBM Intranet

For IBM sellers, the IBM intranet is commonly known as W3 and is perhaps the most useful source for relevant informa-tion on products, solutions, news items, etc. The IBM Soft-ware Sellers Workplace (SSW) is hosted on W3 and was pre-viously known as 'Extreme Leverage.' This is the single

> **MORE ON THE WEB**
>
> - IBM intranet
> - IBM Software Sellers Workplace
> - ICS home page on SSW

most important resource for IBM sellers. Almost any kind of sales tool can be obtained through a simple search on SSW. The only credentials you need are your IBM Intranet ID and password.

IBM developerWorks

The IBM developerWorks portal provides developers with on-line technical resources at no charge. It offers a wide range of software, codes, and training in IBM Collaboration Solutions, as well as the other IBM software brands, plus technologies

based on open standards. You can download evaluation versions at no charge and select IBM software, which is compatible with Linux and Windows platforms.

> **MORE ON THE WEB**
>
> • ICS resources on developerWorks

developerWorks helps you:

- Update your skills with the resources for experience and know-how

- Use our online training programs

- Share your software technical issues and experience through our developerWorks community in blogs, forums, and users groups

- Develop information system architecture from end to end with the help of resources available at the developerWorks Architecture Web site

- Learn by taking part in free IBM software technical seminars.

Education

As with almost any endeavor, time spent educating yourself and your team on appropriate topics such as selling techniques and product offerings will help you succeed. In this section, we discuss options for you to obtain the IBM

> **MORE ON THE WEB**
>
> • IBM Collaboration Solutions education on PartnerWorld

Collaboration Solutions education you need.

IBM Collaboration Solutions Educational Roadmaps

IBM had published suggested sequences of educational courses in the form of roadmaps for learning IBM Collaboration Solutions for sales and technical sellers who wish to gain the fundamental skills that will lead to success. Follow the link in the "More on the Web" box for more information.

More on the Web
• ICS education roadmaps

IBM CSI Virtual University

IBM's Virtual University provides education for Consultant and System Integrator Business Partners on how to utilize IBM technology to create solutions that reduce IT costs and provide innovative solutions for our mutual clients.

The virtual venue covers areas such as cloud computing, data center optimization and management, business resiliency, risk, security and compliance management, IBM software application & design, information management and business analytics, building a smarter infrastructure, and IBM systems and software for SAP and Oracle.

More on the Web
• CSI Virtual University

Social Media Resources for IBM Sellers and Business Partners

Social media is an increasingly important tool for connecting with our customers. In order to create a more consolidated approach supporting IBM social business, we have identified

key social media accounts. Please take some time to review them and actively participate:

- Follow and comment on the Social Business Insights blog: https://www-304.ibm.com/connections/blogs/socialbusiness/?lang=en_us

- Follow us on Twitter: @IBMSocialBiz and "Like" us on Facebook: facebook.com/ibmsocialbiz

- Encourage everyone to use the following hashtag, when appropriate, in your Tweets: #IBMSocialBiz

- Visit the Social Business Tweets activity every Monday for ideas on new Tweets and topics: https://w3-connections.ibm.com/activities/service/html/mainpage#activitypage,318G093F30B395CBAEB0824EE3203A002E36

- Do not create new social media IDs/handles if you do not have a long-term plan to support it. If you need a language specific ID, please contact Donna Bieg for guidelines.

MORE ON THE WEB

- IBM Social Business
- Social Business Social Media Aggregator
- IBM Digital Media Library
- YouTube: IBM's channel

- Social Business Insights Blog
- Twitter
- Facebook

Social Business Competitors

The social business competitive landscape is complex and rapidly changing, with software and services competitors approaching the space from multiple directions. IBM is helping to shape the definition of the market in a way suited to its uniquely broad capabilities and reputation for applying systems thinking to solve clients' most challenging problems.

Types of Competitors

In the software space, IBM encounters three distinct types of competitors most often:

1. Major incumbents making the shift to social—these competitors take advantage of a sizeable installed base and significant control points within accounts. Microsoft is one such example.

2. Pure-play social business market entrants—these competitors ride a wave of market buzz and are often perceived as innovators in the space. They are unburdened by legacy technology infrastructures. Jive is one such example.

3. Adjacent market crossover vendors—these competitors hold a strong position in an adjacent market, often focused on a specific business process, and use that position to gain entry to the social business space. Salesforce.com is one such example.

IBM maintains a Web site called COMP which is a worldwide portal for information that will help IBM Business Partners win in competitive marketing situations. It includes a searchable set of reports, presentations, and quick reference

cards about the marketplace, competitors, and competitive products. You will find materials developed by IBM as well as outside sources such as Gartner, IDC, and IDEAS International.

> **MORE ON THE WEB**
>
> Business Partners
>
> • IBM COMP Web site
>
> IBM Sellers
>
> • Competitive info: ICS ThumpBook Community
>
> • PartnerWorld Member services

If a Business Partner faces issues connecting to the COMP Web site, then contact ParnerWorld Member services (see the "More on the Web" box).

Success Stories, References, Case Studies

It is often helpful to make prospective customers aware of other businesses that have successfully implemented solutions based on IBM Collaboration Solutions. For this reason, IBM maintains a database of existing customer success stories, complete with company profiles, identified needs, solutions, and resulting benefits. You can use these success stories with customers to advance the sell cycle.

> **MORE ON THE WEB**
>
> • Social Business success stories

Below are two quick examples of success stories. To gain access to all success stories, simply follow the links provided in the "More on the Web" box.

Sogeti Fosters Global Collaboration

"With IBM Lotus Connections, we can achieve a whole new kind of collaboration across the breadth of our organization." —Johan Vermij, project manager, TeamPark, Sogeti

Challenge

Sogeti, a Capgemini subsidiary that specializes in technology services, needed to connect its more than 20,000 employees spread across 200 offices in 14 countries. Since Sogeti's people are the company's most valuable asset, social networking and other capabilities would connect Sogeti people all over the world,

> **MORE ON THE WEB**
>
> - Sogeti Fosters Global Collaboration with IBM Lotus Connections

providing them with a social platform that would allow them to share information and foster robust collaboration.

Solution

After evaluating multiple solutions, Sogeti chose Lotus Connections V2.5 because it is a powerful collaboration platform that both goes beyond the simple sharing of documents and provides people-centric collaboration as opposed to project- or document-centric functionality.

To provide a collaborative Web 2.0 work environment for its employees, Sogeti integrated the new IBM Lotus Connections platform with its existing Microsoft Office, Microsoft Outlook, and Microsoft SharePoint software, as well as with first-phase Confluence Enterprise wiki software. The company rolled out

Lotus Connections to more than 20,000 internal users. Using the Lotus Connections platform, Sogeti also created its TeamPark approach, a concept that will help Sogeti customers implement successful end-to-end social software strategies.

Benefits

- Improved internal knowledge sharing helps Sogeti speed the formation of consulting teams for customer engagements, while also driving efficiency improvements

- As an early adopter, Sogeti expects Lotus Connections to help the company enter new markets, drive new revenue, and create market-share opportunities.

Rheinmetall AG Improves its Project Processes

"IBM has implemented functionalities and standard components for unified communications and collaboration, which considerably increases user acceptance."
—Markus Bentele, chief information officer, Rheinmetall A

Technology Company Concentrates on Automotive and Defense Industries

Rheinmetall AG (Rheinmetall) was founded in 1889 under the name Rheinische Metallwaren- und Maschinenfabrik Aktiengesellschaft. Today, Rheinmetall is a financially strong, internationally successful player in the automotive supply and defense technology

> **MORE ON THE WEB**
>
> - [Rheinmetall AG improved its project process](#)

industries. With more than 19,000 employees worldwide, the company posted sales of over €4 billion for 2007. The auto-

motive division, held by Kolbenschmidt Pierburg AG, specializes in modules and systems "for every aspect of the engine."

The defense division is one of Europe's leading suppliers and foremost specialists in the international security industry. Internationalization and innovation help ensure long-term growth. Overseas business, currently at 70 percent, is therefore of great importance for both company divisions.

Knowing Which Collaborative Functions Business Requires

"We give our employees the tools they need in order to localize expert knowledge, share information, and expand personal networks," explained Markus Bentele, who is responsible for the company's uniform, integrated approach to IT technology, knowledge management, portals, and collaboration. "This is essential for our company because of its flexible organization forms and process-oriented team structures." Numerous company employees work together with colleagues from other departments and divisions and across borders on a daily basis. The IT landscapes of the various company divisions are heterogeneous. That is why collaboration functions within the GATE2defence/GATE2 automotive company portal were integrated.

This SAP NetWeaver Portal component consolidates access to several worlds of business intelligence: the company's intranet and those of its subsidiaries, the SAP ERP application, and communication and collaboration. Access is role-related and personalized. "Enterprise business collaboration has been a company focus since 2002," added Bentele. "We were able to gather a variety of practical experiences and now know precisely which collaborative functions are necessary in day-to-day business."

Wanted: Manufacturers with Impressive Development Potential

The previous software platform was no longer sufficient in terms of functionality and was no longer going to be supported by the manufacturer, starting in 2008. "Therefore, we were looking for alternatives in the marketplace," explained Bentele. The company wanted standard software without time-consuming modification work, and it wanted innovative Web 2.0 technologies, stable manufacturer commitment, and guaranteed further development. "Also on the table was our list containing 300 requirements, based on feedback from users," said Bentele." An evaluation was performed among all relevant manufacturers in 2006. "Not only was the current version of the collaboration software important to us, but also its development potential in the following decade. IBM's presentation offered the best solution and technical expertise compared with those of its competitors."

An Integrated Suite Forged from Individual Products

Rheinmetall integrated IBM Lotus Quickr software for team-oriented departments and document management, IBM Lotus Sametime software for realtime collaboration, and IBM Lotus Connections software for social networking into a highly standardized and flexible collaboration suite. The software helped the company implement employee profiles, employee blogs, an activities folder, online and Web conferences, and virtual team rooms, with services that included team memos, blogs, Wikis, contacts, feed readers, and document libraries.

"This means we have developed a truly integrative suite," explained Bentele. "IBM has implemented functionalities and

standard components for unified communications and collaboration, which considerably increases user acceptance." These include consolidated lists that make it easier for the individual user to gain an overview of the newly created documents in the team rooms, which often number in the dozens. And subscriptions can be set up in the user's most important team rooms. This means that users, including personal digital assistant (PDA) users on the go, are notified only by email of selected changes. Bentele added, "Such components are essential for individual users in order for them to escape being flooded by information. This matches our philosophy that the individual user can consciously open up such email alerts and individually manage them."

Practical Knowledge from Day-to-Day Business Meets Technology Expertise

IBM Labs was decisively involved in the close collaboration between Rheinmetall and IBM. "IBM had an excellent understanding of our requirements and was able to implement them into practical functionalities," described Bentele. "The symbiosis between our practical experience and the high technological expertise of IBM is what has made the development partnership so successful." The company procures its comprehensive IT services from IBM Deutschland Mittelstand Services GmbH. The concentration on core competencies, the global presence of IBM, and the opportunities for collaboration with IBM's worldwide research and development facilities were crucial to this project.

After two months of consolidating the existing collaboration platform with the newly integrated and multilingual col-

laboration suite, global activation was completed in October 2008. Comprehensive training measures were not necessary. Employees simply received application examples for individual areas of activity. "The new collaboration platform has to be largely self-explanatory," emphasized Bentele. "Not only are research- and development-intensive departments integrated, but also commercial ones—because user friendliness is the most important thing."

Grow Your Business with IBM Software Tool

The Grow Your Business with IBM Software tool is an easy-to-use tool that supports improved Business Partner productivity and profitability. This tool illustrates how to create logical product pairings to expand your portfolio and capabilities. In these product pairings, you will find scenarios that offer enhanced solutions to meet customer needs.

> **MORE ON THE WEB**
>
> • Grow Your Business with IBM Software tool

Explore new options for growth resulting in identification of new opportunities with existing customers and closing more sales with the prospects that you are currently cultivating. Each scenario addresses key market opportunities and customer needs.

The tool components allow you to:

- Quickly identify and evaluate cross-software sales scenarios that would build upon current capabilities

- Easily discover sales and technical source requirements associated with the scenarios

- Identify links to IBM sales and marketing support materials

- Evaluate important ROI information.

Web Content Syndication (for Your Web Site)

IBM Business Partners who market and sell IBM offerings can improve their Web presence for FREE by leveraging syndicated Web content from ibm.com to their own Websites. IBM has teamed with WebCollage, Inc., to provide the capability for Premier, Advanced, and Member level PartnerWorld participants to receive Web content dynamically delivered into their Web sites.

> **MORE ON THE WEB**
> - Web content syndication

IBM Global Financing

IBM Global Financing (IGF) continues to focus on meeting customer needs by concentrating on key business areas: leasing and lending, remarketing and refurbishing, and asset management. IGF conducts business in more than 40 countries, financing IBM and non-IBM hardware, software, and services, with a full range of flexible, low-rate offerings. IGF's customers find that financing their information technology solutions offers many advantages in both robust and difficult economic climates because financing frees up their capital for other investments. Many information technology installations, including those for customer relationship management, data mining, and e-business, require a substantial investment. IGF financing

> **MORE ON THE WEB**
> - IBM Global Financing

enables customers to pay for their new technology in affordable monthly payments during the life of the project. Our customers run the gamut from the smallest, family-owned business purchasing a single server and software to the largest, multinational corporation, acquiring tens of thousands of PCs for offices on several continents. In addition to working directly with customers, we work with IBM Business Partners to provide financing for their clients and to help them build their own businesses.

Technical Support for Business Partners

Technical sales support from IBM provides Business Partners with extensive pre-sales support through the PartnerWorld program online via the Web and by voice. Voice support can be accessed via PartnerWorld Contact Services, the single point of entry to all key support organizations. PartnerWorld Contact Services provides access to Techline for hardware and software technical sales support, as well as Competeline for win strategies and competitive information.

- Remote solution design assistance/review

- Technical marketing assistance

- Product and promotion information

- Configuration assistance

- Competitive product information

- Sales strategy information

- Solution assurance assistance

Follow the links in the "More on the Web" box to access Technical Sales Support online (region selectable).

MORE ON THE WEB

- Contact Techline
- Technical Sales Library
- PartnerWorld technical resources and support

3

IBM Collaboration Solutions Sales Plays

Sales plays, sales kits, and other resources listed are designed to make it easier for you to win business with IBM products and solutions. Sales plays include special materials and resources to help you identify and engage with prospects, and arm you with the tools to answer questions and close sales successfully.

For IBM Sellers

The ICS sales plays for IBM sellers have been enhanced for 1Q 2012. Please see the plays and links below.

- IBM Collaboration Solutions Sales Acceleration Plays Menu

- Sales Play: Accelerate Your Social Business Agenda

- Sales Play: Web Experience Gets Social

- Sales Play: SoLoMo (Social, Local, Mobile) Collaboration

- Sales Play: Social Business in the Cloud

For IBM Business Partners

The ICS Business Partner sales and marketing plays have been updated and enhanced for 1Q 2012. The sales kits con-

tain a consistent set of ready-to-use materials to help you generate leads and support selling activities.

- [Accelerate Your Social Business Agenda](#)—Companies are talking about Social Media and Social Business. IBM can help customers frame their Social Business Agenda and help them take the first step. Build on the substantial lead IBM already has in the Social Business space and get customers rapidly deploying their Social Business Agenda.

- [SoLoMo (Social, Local, Mobile) Collaboration](#)—As consumers engage with social + voice and video, they expect similar capabilities in their corporate workplace. Enterprises are rapidly looking to integrated, socially enabled user experiences (i.e., the Collaboration Console) delivered with Notes 8.5x + IBM Connections & IBM Sametime.

- [Web Experience Gets Social](#)—Capitalize on companies' increased investment in the web channel in 2011 to improve the revenue, service, and loyalty from their customer/citizen facing sites or to upgrade their intranet to drive increased productivity of the workforce and more cost effective customer service to their clients.

- [Social Business in the Cloud](#)—Leading organizations are looking to social collaboration tools to empower their employees to be more productive and to cultivate deeper relationships with customers and business partners. At the same time, these organizations are looking to the Cloud to dramatically simplify IT infrastructure and reduce the cost of delivering email. IBM's Cloud Collaboration strategy addresses both of these needs. IBM LotusLive delivers integrated email, Web

conferencing, social networking, file store/share, and collaboration services to simplify and improve daily business interactions with colleagues, customers, and business partners—all with IBM's focus on security, reliability, and integration.

MORE ON THE WEB

- ICS Business Partner sales and marketing play info on PartnerWorld

4

IBM Collaboration Solutions Quick Reference

In this chapter, we explore the IBM Collaboration Solutions you can leverage to help your customers connect, collaborate, and innovate while optimizing the way they work. The IBM Collaboration Solutions portfolio is divided into the following categories:

- Messaging & collaboration

- Real-time social collaboration and unified communications

- LotusLive social collaboration services

- Social software

- Portals and mashups.

    Let's take a look at the offerings in each category.

Messaging & Collaboration

IBM messaging and collaboration solutions are security-rich, cost-effective, multi-platform offerings that help organizations of any size to create exceptional work experiences. They help people work in context with integrated social tools and collab-

orate from virtu-
ally any device.
They empower
users who are
better informed,
productive, and
nimble in their
interactions with
others and help
any organization
become a social
business.

Now let's look at some of the IBM Collaboration Solutions offerings used to deliver that experience.

IBM Lotus Notes and Domino

IBM Lotus Notes and Domino brings business applications and social collaboration together (Figure M.1). It weaves social capabilities right at the point where users are working at the moment, helping to accelerate business operations, improve decision making, and enhance productivity. It is a complete solution to help end users work efficiently from virtually any-where, at any time, with the people and information they need right at their fingertips.

IBM Lotus Notes and Domino is a family of client and serv-er-based offerings for messaging and collaboration on a wide variety of operating environments. Designed for businesses of all sizes, it provides a platform for the rapid development and deployment of collaborative and workflow-driven business
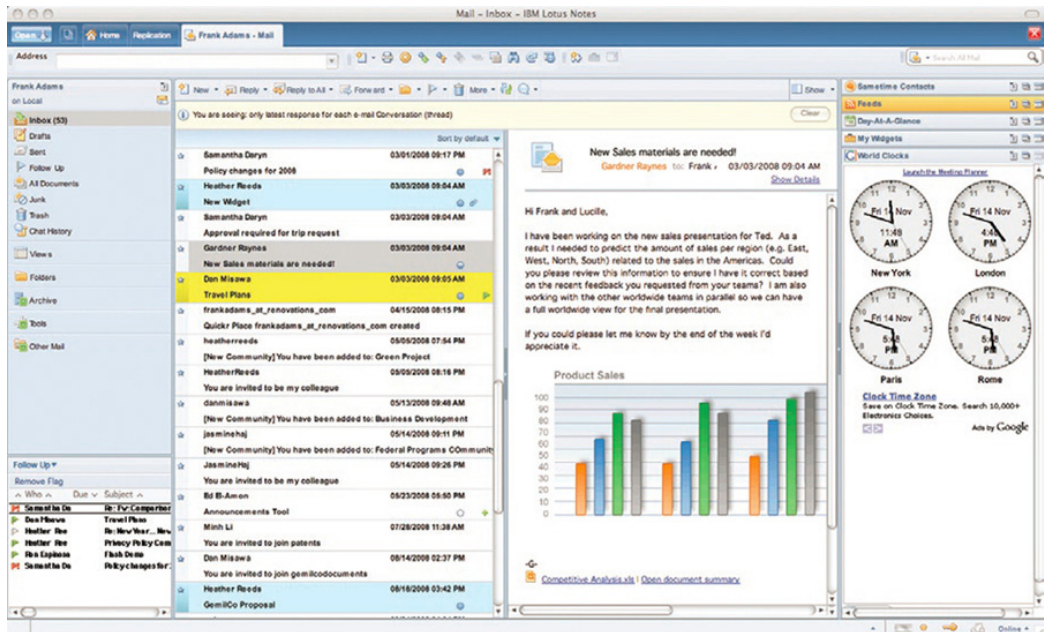
Public

- [IBM Lotus Notes info on IBM.com](#)
- [IBM Lotus Domino info on IBM.com](#)
- [Google blog search for Notes/Domino](#)
- [IBM Lotus Notes/Domino Twitter search](#)
- [IBM Lotus Notes in Wikipedia](#)
- [Domino in Wikipedia](#)

Business Partners

- [IBM Lotus Notes sales kit for Business Partners](#)
- [IBM Lotus Domino sales kit for Business Partners](#)

IBM Sellers

- [IBM Lotus Notes and Domino sales kit](#)
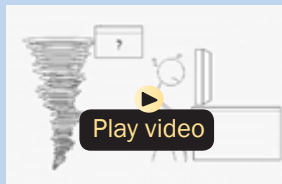
Lotus Notes 101 (1:53)
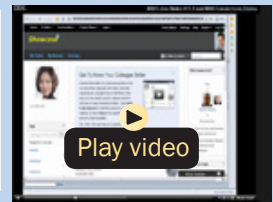
Lotus Notes/ Connections Demo
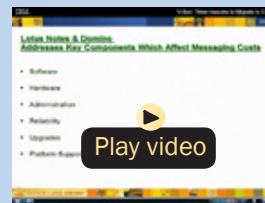
Presentation: 3 Reasons to Migrate to Lotus Notes 8.5 (32:21)

Figure M.1.   Lotus Notes email inbox screen shot (and links to more detail).

applications that can support a wide range of critical business processes and bring people and ideas together. Together, they provide an enterprise-class email system, a document database, collaboration functions, and a scalable client/server application development environment.

Lotus Notes and Domino software is built from the ground up to help you make the most of your business. It has helped businesses of all sizes streamline their processes, cut costs, and speed time to market. Many companies use Notes and Domino to run their critical business operations—customer relationship management, help desk, sales force automation, billing systems, project management, and more. This helps them get work done faster and make better decisions, optimizing both the top and bottom line.

Since Domino is built on a workflow-driven architecture, it can help you simplify business processes. You can automate, manage, and monitor the routing of approval-driven processes, helping you to audit them consistently and effectively. This can drastically reduce the time and expenses associated with tracking compliance requirements, particularly on large-scale or global projects. Also, Notes and Domino can bring together multiple applications on the desktop to share and dynamically change information in real time as the end user works. By optimizing the information for the task at hand and freeing end users from distraction, precious seconds can be shaved off of time-sensitive business processes. And because Notes and Domino are built on document-driven applications, you can streamline and optimize your processes in ways that aren't possible with paper. Searching, sharing, updating, input

validation, and checking—practically every step of the process is faster and more cost-efficient. And creating security-rich, document-driven applications is easier than ever, so you can get them to your users quickly.

Users can work with their Notes and Domino applications even when not connected to the network. That way, they can still be productive no matter where they are. For example, an emergency medical technician could capture patient information at the scene of an accident rather than waiting until a connection is available. Here are some quick Lotus Notes and Domino highlights:

- Provides an easy-to-use, single point of access to everything you need to get your work done quickly, including business applications, email, calendars, feeds, and more.

  - Lets you tailor your work environment with widgets that bring social communities that are important to your job, both within the enterprise and across the Internet, right into your peripheral view.

  - Enables you to work with people right at the point of context with social tools weaved into the work experience, allowing you to pivot to the tool you need, such as business cards, presence awareness, instant messaging, and more.

  - Helps you quickly locate the people and content you need through integrated access to social tools from IBM Connections and IBM Lotus Quickr software, including profiles, activities, team places, and content libraries.

– Offers advanced replication technology to enable you to work with email and applications.

IBM Lotus Notes Traveler

Lotus Notes Traveler software powers your social business with push email that provides access to email, calendar, and contacts—from your favorite mobile device. It keeps your

users connected and productive with full-featured email for smartphones and tablets, while adhering to your important corporate policies and safeguarding sensitive corporate data. IBM Lotus Notes Traveler software is a no charge mobile offering for IBM Lotus Notes and Domino users.

MORE ON THE WEB

Public

• Lotus Notes Traveler info on IBM.com

Helps GM employees make quicker and better decisions

Play video

General Motors uses Lotus Notes Traveler software (2:16)

Here are some quick Lotus Notes Traveler highlights:

• Provides a full, cross-platform release that includes capabilities for these supported mobile device platforms—Apple iOS, Google Android 2.x and greater, Nokia Symbian, and Microsoft Windows Mobile 6.x.

• Supports Lotus Notes mobile users, either through on-premises IBM Lotus Domino or Lotus Domino Express deployments, in the cloud with IBM LotusLive Notes.

• Read and compose Lotus Domino encrypted email.

- Search your corporate directory to find individuals and/or groups by name that you want to email.

- Single point of control to monitor the Lotus Notes Traveler user community by username, device type, and operating system version, and to allow or deny access based on company security policies.

- Scheduled synchronization and data filtering policies to optimize network throughput/load.

- Support for remote wipe for lost or stolen devices—select either full wipe of a device, or partial wipe of just Lotus Notes Traveler data.

- Security policies that control password length/strength specification, option to deny access to unencrypted devices, and to prohibit camera usage.

- Automated client updates.

- Data in transit is synchronized over secure HTTPS/SSL connection.

- Data at rest (on device) is encrypted on Apple iOS, Google Android devices, and Nokian Symbian^3 devices.

- Supports both Linux and Microsoft Windows servers.

IBM Lotus Domino Express

IBM Lotus Domino Express software (<u>Figure M.2</u>) is a set of offerings that provides security-rich email, calendaring and scheduling, instant messaging, and support for a wide range

of business applications at a price and ease-of-use designed for small and mid-size businesses. By enabling people to share, manage, and organize information more efficiently,

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Lotus Domino Messaging Express is designed to make it faster, easier, and less expensive for small and mid-size companies to deploy security-rich, reliable email, calendaring and scheduling, discussion forums and team workspaces. It supports a range of client options including the rich desktop provided by IBM Lotus Notes software and the zero client footprint IBM Lotus iNotes software. In addition, users have an IBM Sametime Limited Use license, so they can engage in online conversations with their peers in real time. Lotus Domino Messaging CAL included.

Lotus Domino Collaboration Express includes all the capabilities of Lotus Domino Messaging Express plus the ability to run custom or vendor applications built on Lotus Domino software. It also includes entitlement to use Lotus Domino clustering technology, which helps organizations minimize operational costs and enhance productivity through high availability, load balancing, and reduced administrative effort. Lotus Domino Enterprise CAL included.

Lotus Domino Utility Server Express provides virtually unlimited access to Lotus Domino applications (not messaging) developed using the available IBM Lotus Domino Designer software. Examples of Lotus Domino applications include: human resources, quality assurance and customer relationship management applications; project tracking; and supply chain and customer support solutions—just to name a few. It provides the capability to make Lotus Domino applications available to internal or external users as needed. Client software not included.

Public

- IBM Lotus Domino Express info on IBM.com
- Google blog search for Domino Express
- IBM Lotus Domino Express Twitter search

Business Partners

- IBM Lotus Domino Express sales kit for Business Partners

IBM Sellers

- IBM Lotus Domino Express sales kit

Figure M.2. IBM Lotus Domino Express offerings (and links to more detail).

this software can help streamline business processes and enhance information sharing to help save time and money. Lotus Domino Express products offer cost-effective functionality, simplified licensing, and reduced administration requirements. Here are some quick Domino Express highlights:

- Send and receive mail; arrange appointments and meetings. Easily see and manage related email messages as a group.

- See who's online and engage in real-time discussions with colleagues, helping to improve responsiveness and reduce email overload.

- Use rich instant messaging, see your day at a glance, check the latest news feeds and access optional plug-ins—side by side with your email.

- Easily display all your interactions with a particular person, including emails, meetings, and instant message histories.

IBM Lotus Domino Utility Server for LotusLive

Lotus Domino Utility Server for LotusLive helps simplify access to your Lotus Domino applications through a licensing model that is separate from your messaging environment. Instead of paying per-user access to your Lotus Domino applications, take advantage of the Lotus Domino Utility Server for LotusLive per-server licensing to allow anyone in your organization to use those applications. You gain flexibility to more easily evaluate and value your Lotus Domino applications in a separate context from your messaging environment.

> ### MORE ON THE WEB
>
> Public
>
> - IBM Lotus Domino Utility Server for LotusLive info on IBM.com
> - Google blog search for Domino Express Utility Server
> - IBM Lotus Domino Express Twitter search
>
> Business Partners
>
> - IBM Lotus Domino Utility Server sales kit for Business Partners
>
> IBM Sellers
>
> - IBM Lotus Domino Utility Server for LotusLive sales kit

Here are some quick Domino Utility Server highlights:

- Move to per-server licensing for Lotus Domino applications to allow anyone in your organization to use those applications

- Increase flexibility to more easily evaluate and value your Lotus Domino applications in a separate context from your messaging environment.

- Choose between the IBM Smart Business or Amazon EC2 cloud models.

- Special pricing available so you can trade up from Lotus Domino Enterprise servers.

IBM Lotus iNotes

IBM Lotus iNotes software provides a security-rich messaging and collaboration platform for sharing data, connecting your employees and extended communities.

It provides Web browser access to IBM Lotus Domino email calendar and personal information management (PIM) capabilities, as well as instant messaging and presence awareness.

Here are some quick IBM Lotus iNotes highlights:

- Integrate remote workers and travelling users without laptop clients with critical data and applications, through a look and feel similar to the Lotus Notes client with a layout customizable per user.

- Supports the latest Web browers including Microsoft Internet Explorer 8, Mozilla Firefox 5, Apple Safari 5, and Google Chrome 12.

- Enable access to Lotus Domino, email, calendaring and scheduling and instant messaging—anywhere they can find an Internet connection.

- Send encrypted rich text email, schedule meetings, manage tasks and collaborate with colleagues through their own workstations, Internet kiosks, or PCs that belong to other users.

- Protect business-critical information through a variety of authentication options as well as encryption and digital signatures.

- Lower overall messaging solution costs through central administration, touting a low-touch to the desktop deployment model.

- Enhance your corporate portal with collaborative tools including messaging access via Lotus iNotes software.

IBM Lotus Expeditor

IBM Lotus Expeditor software is IBM's client integration platform. It can assist developers in integrating information from a wide variety of client and server applications. Expeditor works on a very simple principle: The optimization of information can shave seconds or minutes off of the customer care process. Expeditor is used to provide a 360-degree view of the customer by bank tellers, government employees, insurance sales agents, point of sales systems, call centers, and in other customer care applications, worldwide. Expeditor can

MORE ON THE WEB

Public
- IBM Lotus Expeditor info on IBM.com
- Google blog search for IBM Lotus Expeditor
- IBM Lotus Expeditor Twitter search

Business Partners
- IBM Lotus Expeditor sales kit for Business Partners

IBM Sellers
- IBM Lotus Expeditor sales kit

Lotus Expeditor demo

be used on desktop systems, laptops, point of sale terminals, or smartphones to logically present and optimize the information that people need to get to end of job or end of task quickly, efficiently, and with minimal distractions.

With the separately-priced Lotus Expeditor integrator software, which was delivered in the Lotus Expeditor 6.2 release, it can also be used as an integration hub for branch offices or retail stores. The transactional capabilities within Expeditor make it ideal for applications that need to be used offline, when network connectivity cannot be assured.

Here are some quick Lotus Expeditor highlights:

- Helps improve customer care employee responsiveness and productivity by providing a composite client desktop that integrates and aggregates multiple applications—including Microsoft ActiveX, Java Swing, SWT, IBM WebSphere Host Access Transformation Services, and IBM Forms software. Composite applications which are integrated on the client desktop and optimized for the task at hand can help cut seconds or minutes off of business processes.

- Helps increase employee productivity by providing access to business applications, anytime, anywhere—with or without network connectivity.

- Helps enhance developer productivity by allowing the re-use of program assets and developer skills.

- Eases application extension to clients with a familiar programming model.

- Helps prevent vendor lock-in by employing a standards-based programming model from the OSGi Alliance and the Eclipse Foundation. As an alternative to Microsoft client software, Lotus Expeditor software provides flexibility from service oriented architecture (SOA) and open standards based on the Eclipse platform. (Eclipse is an open source community committed to implementation of a universal development platform.)

- Enables faster solution development and deployment of managed client applications through IBM Business Partners tools and services.

- Helps reduce administration cost by enabling administrators to deploy and manage applications remotely.

- Provides, with Lotus Expeditor integrator software, a local concentrator and integration hub for transactional messaging for satellite locations of an enterprise such as retail outlets or remote branch offices.

- Platform support: Works on a wide variety of operating system platforms, including Windows, Linux, AIX, Citrix, and (on client only) Windows Mobile. Support for Nokia Symbian and Windows Mobile 6.1 devices was added in Lotus Expeditor 6.2.1 software.

IBM Lotus Mobile Connect

IBM Lotus Mobile Connect software (the follow-on release of IBM WebSphere Everyplace Connection Manager) is a distributed, scalable, multi-purpose communications platform,

which allows enterprises to provide a virtual private network (VPN) to efficiently extend existing applications to mobile workers over many different wireless and wired networks. The software supports a broad range of servers, clients, and use cases. A security-rich connection can be established with client-less (such as through a Web browser) or client-based access over a wired or wireless network connection. The software allows users with different application needs to select the best network for their situation and to seamlessly roam between different networks.

Lotus Mobile Connect can be used to securely extend business applications to mobile users. The applications may be based on Lotus Expeditor, Lotus Sametime, Lotus Notes, Lotus iNotes, and/or IBM WebSphere Portal, so Lotus Mobile Connect can be part of these sales. (See complementary products for more information.)
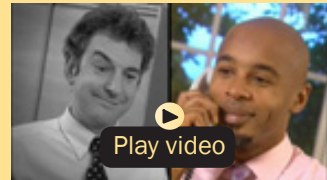
MORE ON THE WEB

Public

- [IBM Lotus Mobile Connect info on IBM.com](#)
- [Google blog search for IBM Lotus Mobile Connect](#)
- [IBM Lotus Mobile Connect Twitter search](#)

Business Partners

- [IBM Lotus Mobile Connect sales kit for Business Partners](#)

IBM Sellers

- [IBM Lotus Mobile Connect sales kit](#)

Lotus Mobile Connect overview

Here are some quick IBM Lotus Mobile Connect highlights:

- Connects enterprise resources via a wide selection of Internet Protocol (IP) and non-IP network communication protocols and wireless and wired network connectivity options

- Enables client-less access, so users can access HTTP-based applications (for example, IBM Lotus iNotes) via browser-based login and authentication

- Helps protect sensitive information transmitted over either wired or wireless networks

- Allows mobile users to maintain session persistence through seamless network roaming

- Helps reduce mobile transmission costs and lower connection fees through data optimization functionality

- Provides greater choice by supporting multiple client platforms and devices, including Linux, Symbian, a variety of Microsoft Windows clients, and Apple Macintosh desktops

- Helps boost productivity by synergizing with other powerful collaboration products such as IBM Sametime, IBM Lotus Notes, IBM Connections, and IBM WebSphere Portal software

- Tight integration with IBM Lotus Notes Traveler and IBM Sametime software provides single sign-on and a simplified user experience.

IBM Lotus Foundations

IBM Lotus Foundations Reach is an optional add-on component for Lotus Foundations Start that provides a full-featured, all-in-one communications experience. Lotus Foundations Reach adds award-winning secured instant messaging, VoIP and video chat capabilities, and much more. Teams are able to find information and connect with each other in real-time, without the costs and complexities associated with traditional business communications solutions. Instant messaging (including file transfer) and VoIP technology help to reduce email storage, telephony, international long distance and roaming charges, and can lead to faster response times and improved productivity.
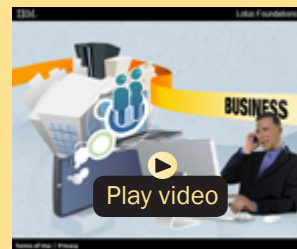
Here are some quick IBM Lotus Foundations highlights:

- Reduces the time and effort required to get set up by automating installation and configuration and by discovering and mapping the network around it

MORE ON THE WEB

Public
- IBM Lotus Foundations info on IBM.com
- Google blog search for IBM Lotus Foundations
- IBM Lotus Foundations Twitter search

Lotus Foundations overview

- Provides security features and connectivity while reducing time, effort, and error by auto-configuring a firewall and VPN

- Complete protection: Automatically stop threats from reaching your network

- Reduced maintenance: Updates are automatic, so there is no need for continual system maintenance

- IBM Lotus office productivity tools included in the price

- Import, edit, and save work in a variety of file types, including Adobe PDF

- Helps reduce cost of ownership by working with other software or existing infrastructure

- Works with a variety of software packages, minimizing the potential change in user experience

- No fuss, no worries—even non-technical staff can manage backups

- Frequent incremental backups are continuous and automated

- No tapes (disk-based), no wires, no cables

- No maintenance, cleaning, or administration

- High-level of system redundancy

- Recover from any type of system failure into a fully functional state, in just a few minutes

- IBM Lotus Notes and IBM Lotus Domino: customized for the SMB—no complexity of installation, setup, and configuration—no learning curve necessary

- Create and share information, email, and calendars

- Email options for everyone—includes Lotus Notes clients for Windows, Mac, and Linux.

IBM Lotus Symphony

IBM Lotus Symphony (<u>Figure M.3</u>) is a richly-featured set of productivity tools that are intuitive and easy to use and provided at no charge. There are three applications that make up Lotus Symphony: Lotus Symphony Documents, Lotus Symphony Spreadsheets, and Lotus Symphony Presentations. Lotus Symphony puts you in charge—take control over spiraling upgrade costs, ensure access to documents well into the future with new standard file formats (ODF), and get more from your current investments with support for Microsoft Windows and Office file types.

Lotus Symphony supports the industry standard Open Document Format (ODF) and Microsoft Office file formats for fidelity and interoperability—freeing customers from vendor lockin and expensive software licensing and upgrade agreements.

Here are some quick IBM Lotus Symphony highlights:

- Intuitive and easy to use

- Community support channels
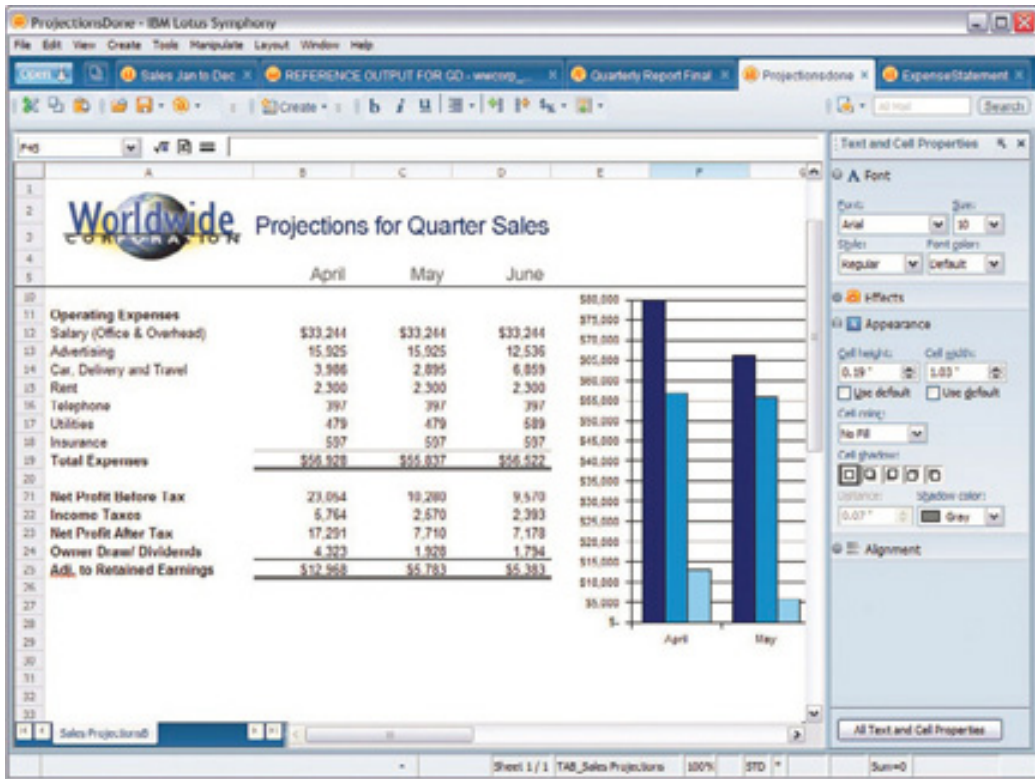
Public
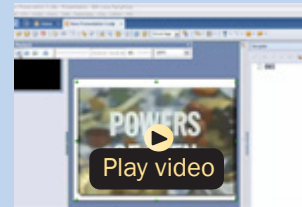
- IBM Lotus Symphony info on IBM.com
- Google blog search for IBM Lotus Symphony
- IBM Lotus Symphony Twitter search

Business Partners

- IBM Lotus Symphony sales kit for Business Partners

IBM Sellers

- IBM Lotus Symphony sales kit


Features of Lotus Symphony 3 (9:21)

Figure M.3.   IBM Lotus Symphony spreadsheet (and links to more detail).

- Create and open multiple file formats including ODF and Microsoft Office

- Export files to Adobe PDF

- Import files in Microsoft Office 2007's native Office Open XML

- Runs on Linux, Apple Mac, Ubuntu, and Microsoft Windows desktops

- Can be used at work and at home by everyone and anyone who downloads and installs the code

- Interoperability with IBM LotusLive.

IBM Lotus Protector for Mail Security

Know what's entering and what's leaving your environment with the Lotus Protector for Mail Security software appliance (Figure M.4). With integrated content filters, it provides granular control over the content traversing your network. It is a complete collaboration solution, providing content filtering for Lotus Notes and Domino software and Microsoft Exchange email environments, as well as virus protection for Lotus Quickr for WebSphere Portal and IBM Connections deployments.

You can also extend this convenience further inside of Lotus Notes software to control which email content you want—and don't want—to receive. Precise and powerful, the Lotus Protector for Mail Security software appliance has been certified by the independent International Computer Security Association (ICSA) Labs to be a leader in spam control, blocking over 99 percent of known spam.
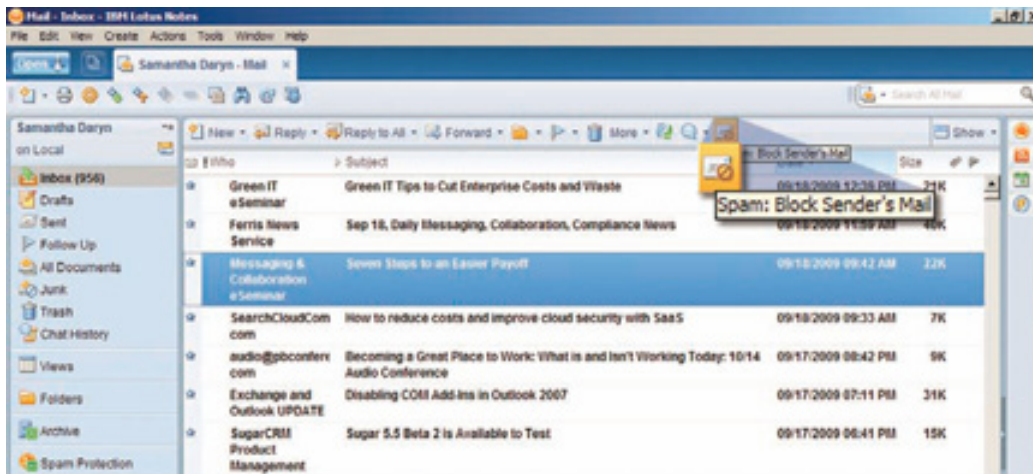
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- [IBM Lotus Protector for Mail Security info on IBM.com](#)
- [Google blog search for IBM Lotus Protector for Mail Security](#)
- [IBM Lotus Protector for Mail Security Twitter search](#)

Business Partners

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IBM Sellers

- [IBM Lotus Protector for Mail Security sales kit](#)

Figure M.4. The Lotus Protector for Mail Security software appliance (and links to more detail).

The Lotus Protector for Mail Security software appliance gives administrators control of the content filtering capabilities of an email gateway, while business users are given direct control of the content that reaches their mailbox. Business users can select and block unwanted messages from within their in-box—greatly improving productivity while reducing distraction, burdens on administrators, and network and storage requirements. The software appliance also filters out spam before it even reaches your Lotus Domino server, reducing the strain on your network and server capacities. Plus, the solution integrates with Lotus Domino groups and policies for granular policy controls.

Here are some quick IBM Lotus Protector for Mail Security highlights:

- Examine and remove spam in real time for optimal performance

- Scan outbound content to help meet legal and corporate compliance for data

- Stop spam before it ever reaches your email server, reducing network congestion

- Give business users direct control over email that reaches their mailbox right from the Lotus Notes client

- Protect your mail server from zero-day attacks, including denial-of-service and directory harvest attacks.

IBM Lotus Protector for Mail Encryption

Exchange confidential business data and sign legal documents (where applicable) on the Internet with confidence. The IBM Lotus Protector for Mail Encryption software appliance extends IBM Lotus Notes and Domino and Microsoft Exchange encryption capabilities to the Internet, making it easy and cost effective for your business to exchange sensitive email with verified third parties, helping to meet regulatory requirements, streamline your processes, and minimize costs.

Here are some quick IBM Lotus Protector for Mail Encryption highlights:

- Encrypt mails or attachments and communicate confidently with third parties on the Internet without worrying about unauthorized access to your conversations and sensitive data

- Easily and cost effectively meet ever increasing demands inherent to highly regulated industries or jurisdictions

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MORE ON THE WEB

Public
- [IBM Lotus Protector for Mail Encryption info on IBM.com](#)
- [Google blog search for IBM Lotus Protector for Mail Encryption](#)
- [IBM Lotus Protector for Mail Encryption Twitter search](#)

Business Partners
- [IBM Lotus Protector for Mail Encryption sales kit for Business Partners](#)

IBM Sellers
- [IBM Lotus Protector for Mail Encryption sales kit](#)

- Verify the identities of third parties with whom you communicate on the Internet, helping to ensure conversation integrity

- Reduce or eliminate lag time and cost inherent to courier delivery of sensitive documents or those requiring a signature

- Enhance the way you use Lotus Notes and Domino software, by sending encrypted email that is seamless and easy for business end users and administrators

- Leverage a simple pricing model, allowing you to pay per user with no server licenses to buy

- Simplify software contract management by consolidating Lotus Domino email with Internet email encryption under a single vendor.

Real-time Social Collaboration and Unified Communications

In this section we will cover offerings that provide integrated real-time collaboration services including presence, chat, voice, data, video, meetings, and telephony.

IBM Sametime

IBM Sametime software (Figure C.1) delivers a unified user experience across a broad range of integrated real-time communication and communications services—voice, data and video. Designed to help a social business be more nimble, Sametime software provides an immediate and cost effective way to take action across your organization and with business

IBM Sametime Advanced software is for organizations that need advanced collaboration, within specific departments or across the entire global enterprise. IBM Sametime Advanced includes all the capabilities of Sametime Standard and also provides features that make it easy to find information and share expertise, engage in ongoing conversations, share your desktop instantaneously for collaboration or help desk support, and automatically store and reuse geographic location information.

IBM Sametime Standard software consists of client and server applications that enable a community of users to chat and collaborate in real-time online meetings over an intranet or the Internet. It also provides screen capture, file transfers, dual audio/video interface for both built-in and partner media capabilities in chats and meetings, public IM federation, and mobile support. It also includes built-in integration with IBM collaboration products: Lotus Notes, IBM Connections, Lotus Quickr, and WebSphere Portal.

IBM Sametime Entry software is the entry level offering of IBM Sametime that helps organizations get started with instant messaging.

IBM Sametime Unified Telephony software provides users with a consistent communications experience, with a single unified phone number that can reach any device; telephony presence; incoming call management; click-to-call, click-to-conference; and softphone functions. It also provides telephony managers a middleware layer to enable telephony integration with multiple PBX back ends to support your existing infrastructure.

IBM Sametime Unified Telephony Lite Client software turns the Sametime Connect client into a standards-based SIP softphone so that users can place and receive calls to external phone numbers, video conferencing systems, or video conferencing endpoints from their desktop. This provides an easy on-ramp to unified communications.

Public

- IBM Sametime info on IBM.com
- Comparison of Sametime Advanced, Standard, and Entry
- IBM Sametime blog
- IBM Sametime Unified Telephony on IBM.com

Business Partners

- IBM Sametime sales kit for Business Partners
- IBM Sametime Unified Telephony sales kit for Business Partners

IBM Sellers

- IBM Sametime sales kit
- IBM Sametime Unified Telephony sales kit

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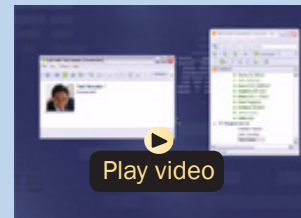
Sametime Unified Telephony overview (4:05)

Figure C.1. IBM Sametime editions (and links to more detail).

partners and customers. It also provides a unified communications and collaboration platform, with built-in integration with many productivity and collaborative applications and with open-standards-based tools to help developers integrate Sametime services into business processes.

Sametime software's simple user experience—and the ability to invoke it from wherever people work—helps drives adoption. Adoption, in turn, can drive value for the business.

Here are some quick Sametime highlights:

- Take quick action across the networks of people engaged in your social business

- Provide people choice and flexibility in collaboration to get the job done

- Answer business questions quickly

- Speed business processes

- Cut travel, conferencing, and communication costs

- Hire and keep the best talent

- Make it easy for people to access UC functions from their desktop apps

- Unify and extend your communications environment

- Protect your investments in applications, voice, and video.

- Get security features, reliability, and scalability you can trust.

Sell the full value of Sametime, which is delivered with the combination of Sametime Advanced and Sametime Unified Telephony.

LotusLive Social Collaboration Services

IBM LotusLive social collaboration services provide easy-to-access integrated email, social business capabilities and third-party applications, all delivered via cloud computing. A cost-effective social business platform built upon IBM expertise in delivering security-rich services can help your organization become a social business, as well as help reduce IT costs and complexity. Now let's take a quick look at some LotusLive services.
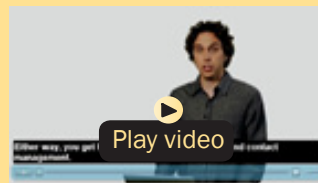

MORE ON THE WEB

Public

- IBM LotusLive Web site
- Google blog search for LotusLive
- IBM LotusLive Twitter search
- Become a Social Business in the Cloud Solution brief

Business Partners

- IBM LotusLive sales kit for Business Partners
- Social Business in the Cloud sales play

IBM Sellers

- IBM LotusLive sales kit

LotusLive overview

IBM LotusLive Collaboration Suite

IBM's new collaboration suite of LotusLive Notes and LotusLive Engage combines enterprise-class email, calendaring, instant messaging, Web conferencing, file sharing, and social business services in an easy to deploy, simplified package. With LotusLive, you benefit from essential and effective collaboration tools in a security-rich environment that help simplify and improve your daily business interactions with customers, partners, and colleagues.

LotusLive Engage

LotusLive Engage (<u>Figure L.1</u>) is an integrated suite of collaboration tools that combine your business social network with Web conferencing and collaboration capabilities, like file storing and sharing, instant messaging, and activity management. These affordable, easy-to-use social collaboration tools can help you reduce costs, improve productivity, and spur growth and innovation. By adding integrated solutions from our business partners, you have access to more cloud-based options to help simplify and improve your everyday business activities.

The power of LotusLive Engage is the security-rich, seamless integration between services. It allows you to share and edit information, host online meetings, and manage activities easily with one person or a large community of colleagues inside and outside of your company.

Here are some quick LotusLive Engage highlights:

- Collaborate quickly and easily beyond the firewall

Public

- LotusLive Engage info on LotusLive.com
- Google blog search for LotusLive Engage
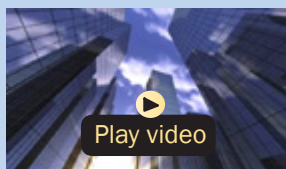- LotusLive Engage Twitter search

Business Partners
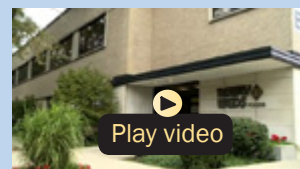
- LotusLive Engage sales kit for Business Partners
- Social Business in the Cloud sales play

IBM Sellers

- LotusLive Engage sales kit

LotusLive Engage at Signature Mortgage (2:17)

Russell's Convenience Customer Reference Video (4:19)

Newly Wed Foods Customer Reference Video (4:08)

Figure L.1. LotusLive Engage dashboard (and links to more detail).

- Instantly host online meetings, store and share files, and manage projects seamlessly in the cloud

- Invite guests—at no additional charge—to participate in your online projects and create communities to make collaborating even easier

- Help improve productivity, deepen customer relationships, generate new ideas faster, and enable a more effective work-force.

LotusLive Notes

With LotusLive Notes (Figure L.2), users have access to advanced email and collaboration tools in the cloud. LotusLive Notes capabilities are designed to help users focus on high-priority work, locate information with ease, share information efficiently, and collaborate in real-time to help make faster decisions.

LotusLive Notes is a full featured, email service that delivers enterprise scale messaging for small, medium and large enterprises. Delivered as a software-as-a-service solution, LotusLive Notes enables businesses to rapidly roll out leading-edge messaging capabilities for users at predictable costs and with limited capital investment and IT management. And unlike competitive offerings, LotusLive Notes builds upon years of IBM expertise in delivering highly available and security-rich services.

LotusLive Notes is the ideal solution to help control IT costs while achieving security objectives. With built-in spam and

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- LotusLive Notes info on LotusLive.com
- Google blog search for LotusLive Notes
- LotusLive Notes Twitter search

Business Partners

- LotusLive Notes sales kit for Business Partners
- Social Business in the Cloud sales play

IBM Sellers

- LotusLive Notes sales kit

Figure L.2. LotusLive Notes Mail inbox (and links to more detail).

virus protection, LotusLive Notes delivers robust security features and reduced IT complexity to achieve the level of cost savings you would expect from a cloud-based offering.

Here are some quick LotusLive Notes highlights:

- Access your mailbox over the Internet with a Web browser or the Lotus Notes client

- Utilize robust calendaring and scheduling capabilities for meetings, appointments, and reminders across time zones

- Communicate with business contacts via built-in instant messaging and receive the quick replies you need without ever picking up the phone

- Access your LotusLive Notes email through Apple iPhone, Apple iPad, Windows Mobile, and Nokia Symbian mobile devices using Lotus Notes Traveler

- Use hybrid capabilities for integrating with an existing Domino infrastructure, allowing your company administrator to continue managing users and groups using familiar on-premises tools

- Effectively manage your mailbox by viewing conversation threads, setting follow-up alarms, and flagging mail by importance

- Take advantage of Notes-to-Notes encryption and Transport Layer Security for Internet network traffic

- Take advantage of an email retention for LotusLive Notes capability, which enables the capture and retention of the content of users' email messages for later legal discovery

- Mail file data is encrypted on the server.

LotusLive iNotes

LotusLive iNotes (<u>Figure L.3</u>) is a business-class messaging solution for organizations that are looking to reduce IT cost and complexity. It includes the essential email, calendar, and contact management capabilities that your employees rely on each day, while helping to free up valuable IT resources. LotusLive iNotes is easy-to-use and administer with straightforward pricing.

With LotusLive iNotes you can give your employees access to their email from anywhere simply from a browser and an Internet connection. Because LotusLive iNotes supports POP and IMAP access, employees can use email client software such as Microsoft Outlook to manage their mail. They can even use LotusLive iNotes from their smartphone.

LotusLive iNotes gives you the best of both worlds. It helps simplify email administration, while providing robust, flexible services that enable both administrators and end users to configure the service to meet their needs.

Here are some quick iNotes highlights:

- Business class email, calendar, and contact management in security-rich cloud environment

- Low start-up and predictable costs
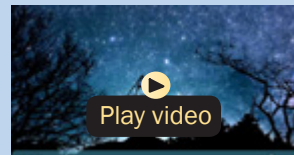
- Easy-to-use for administrators and end users.
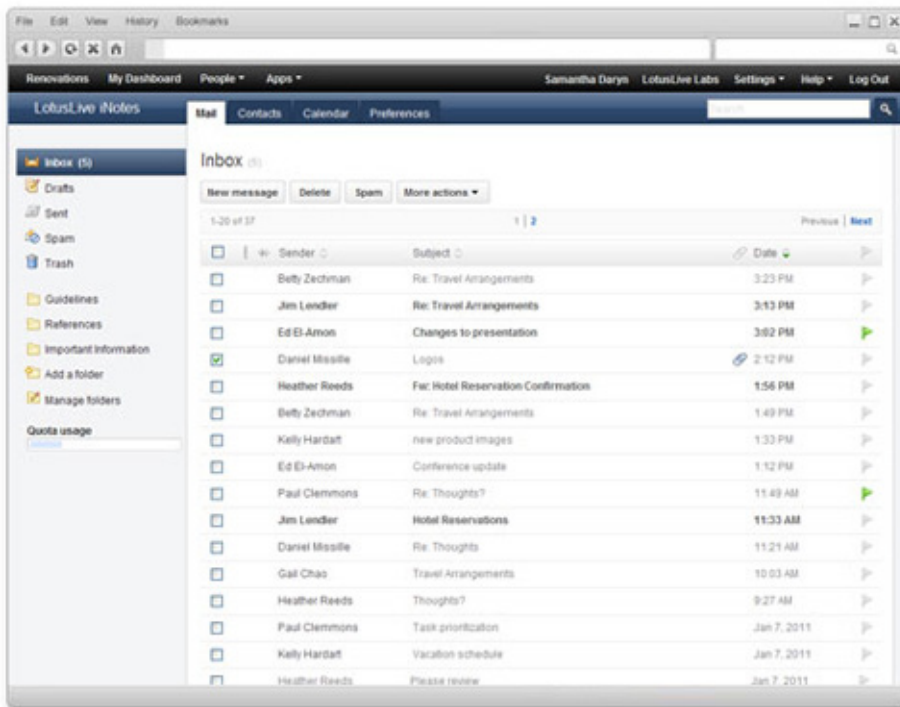
Public

- [LotusLive iNotes info on IBM.com](#)
- [Google blog search for LotusLive iNotes](#)
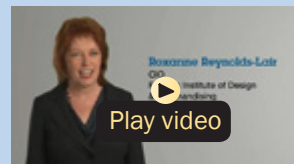- [LotusLive iNotes Twitter search](#)

Business Partners

- [LotusLive iNotes Sales Kit for Business Partners](#)
- [Social Business in the Cloud sales play](#)

IBM Sellers

- [LotusLive iNotes sales kit](#)

LotusLive iNotes overview

FIDM Customer Reference (2:51)

Figure L.3. LotusLive iNotes email inbox (and links to more detail).

Social Software

We're seeing standout organizations empower their customers, partners, and employees by becoming social businesses that connect, engage, and deliver breakthrough business results.

IBM Connections

IBM Connections (<u>Figure S.1</u>) is social software for business that lets you access everyone in your professional network, including your colleagues, customers, and partners. It is also about having access to trusted information, insights, and ideas that are shared among your network.

The latest capabilities in IBM Connections, such as Moderation, Ideation Blogs, and the Media Gallery, enable you to embrace networks of people and trusted information and to work in transparent and nimble ways to create business value.

Here are some quick IBM Connections highlights:

- Faster task execution through quick access to information from an expanded professional network

- Increased efficiency and effectiveness of business processes using existing skills discovered through your professional network

- Confident decision making, knowing decisions were vetted by experts across the organization and reflect past experience

- Innovative products and services developed using the experiences and knowledge of communities of employees, partners, and customers

Public

- IBM Connections info on IBM.com
- Google blog search for IBM Connections
- IBM Connections Twitter search
- IBM Connections on Lotus Greenhouse

Business Partners

- IBM Connections sales kit for Business Partners
- SoLoMo (Social, Local, Mobile) Collaboration sales play

IBM Sellers

- IBM Connections sales kit
- SoLoMo (Social, Local, Mobile) Collaboration

Figure S.1.   IBM Connections status update (and links to more detail).

- Sustainable competitive advantage created by leveraging innovation from across your value chain and building stronger relationships

- Access to your social data while on the go

- Access to people and information in your existing IBM solutions, including IBM Sametime, IBM Lotus Notes, IBM Lotus Quickr, IBM Rational Team Concert, IBM FileNet Content Manager, and IBM Content Manager.

IBM Lotus Quickr

IBM Lotus Quickr (<u>Figure S.2 and Figure S.3</u>) is team collaboration software that can help you access and interact with the people, information, and project materials you need to get your work done. The efficient document management capabilities ensure end-to-end team collaboration. It offers team spaces, content libraries, team discussion forums, wikis, and easy-use connectors such as Microsoft Office and Outlook as well as Lotus Notes and Symphony to make it easy to share documents and information among a team.

Lotus Quickr offers a browser-based, streamlined user interface that provides a consistent experience across other IBM software offerings, such as IBM Connections and IBM WebSphere Portal software. The "place catalog" with tag-based navigation simplifies locating places, especially in large Lotus Quickr deployments. And a new rich-text editor—the same editor used across other IBM products—is easy to use. Lotus Quickr also works with your enterprise content management system and with IBM Lotus Notes, IBM Connections,

Lotus Quickr for Domino is team collaboration software that helps you access and interact with the people and information in your organization to complete projects effectively. And since Lotus Quickr for Domino integrates with Lotus Notes and runs on a Lotus Domino server, it is a great way to extend and get more out of your existing Lotus Domino investments while helping your teams to be more effective.

Lotus Quickr Connectors make it easy to use team collaboration along with other applications. There are connectors for integrating with Lotus Notes, Microsoft Outlook, Microsoft Office, Lotus Symphony, Microsoft Windows desktop, enterprise content management software, and more.

Public

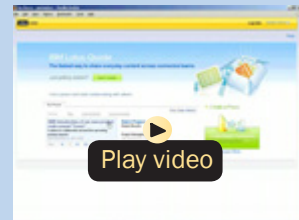- Lotus Quickr info on IBM.com

- Google blog search for Lotus Quickr

- Lotus Quicker Twitter search

- Lotus Quickr for Domino on Lotus Greenhouse

Business Partners

- Lotus Quickr sales kit for Business Partners

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- Lotus Quickr sales kit

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Lotus Quickr Demo (7:08)

Figure S.2.   IBM Lotus Quickr offerings (and links to more detail).

IBM Sametime, IBM Lotus Symphony, Microsoft Office, and Microsoft Outlook. Lotus Quickr sidebar plugins for Notes help cut down attachments and free your desktop and server from bloated email files.

Lotus Quickr improves team collaboration by providing easier and simpler access to information, applications, and subject matter experts down the hall, across the campus, or around the world.
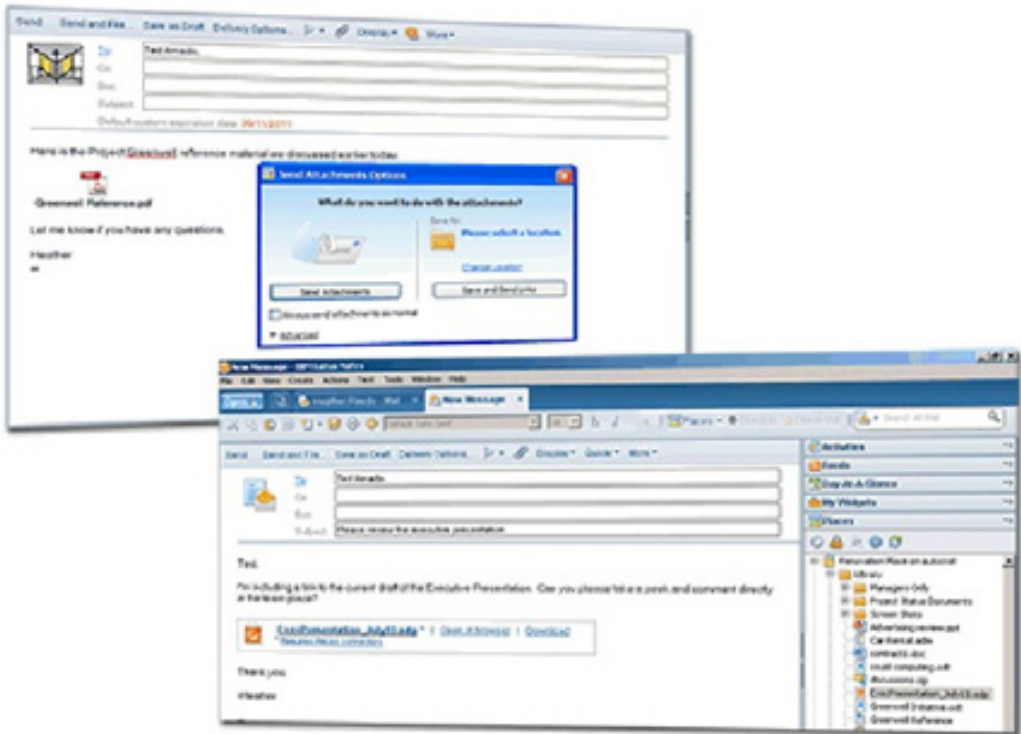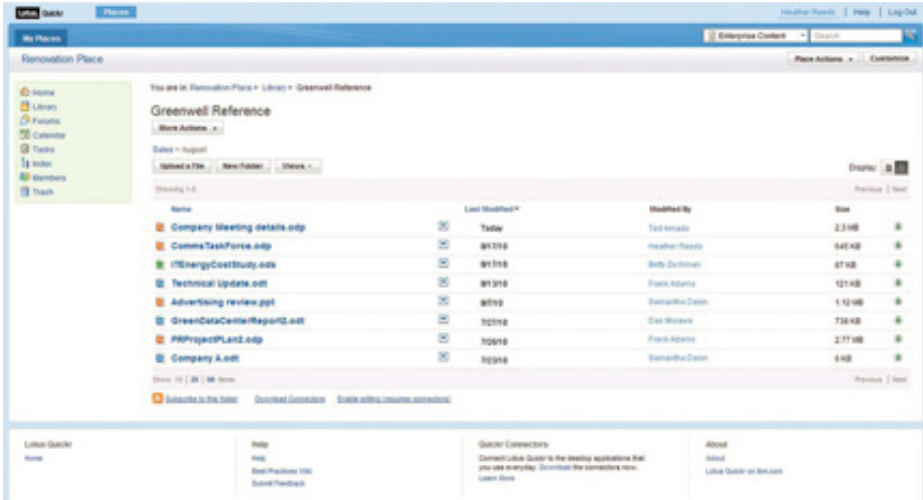
Figure S.3. IBM Lotus Quickr Sidebar widgets in Notes.

Here are some quick IBM Lotus Quickr highlights:

- Content libraries and team places: Quickly organize and share content for a project or team with features such as check-in and check-out.

- Connectors: Work where you are without switching applications.

- Templates: Use pre-built team places to get started fast.

- RSS/ATOM feeds: Stay up-to-date and in the know.

Portals and Mashup Products

IBM portal and mashup products offer companies easy and cost-effective ways to deliver exceptional online experiences and dynamic situational applications to help adapt to changing markets and pro-actively improve performance. In this section, we will take a look at some of these offerings.

IBM Customer Experience Suite

IBM Customer Experience Suite brings together capabilities that enable you to deliver highly engaging, personalized, and differentiated Web experiences that meet the evolving needs of today's customer. Key capabilities include business user content management, a highly scalable and flexible Web presentation framework, built-in social and real-time communications, marketing tools, personalization, enterprise search, integration capabilities—including analytics and commerce integration—plus mobile device support.

Here are some quick Customer Experience Suite highlights:

- Create: Reduce operational costs & increase responsiveness by enabling business owners to manage the delivery of dynamic content & rich media through multiple channels.

- Target: Increase brand loyalty by creating experiences that feel personalized to each customer; dynamically adapt content and offers based upon a customer's actions, preferences, and relationships.

- Socialize: Improve customer loyalty and help resolve problems by enabling customers to share ideas and opinions; drive higher value customer interactions via lower cost channels.

MORE ON THE WEB

Public
- IBM Customer Experience Suite info on IBM.com
- Podcast: Deepen Customer Relationships and Expand Your Brand with IBM Exceptional Web Experience Software
- Google blog search for IBM Customer Experience Suite
- IBM Customer Experience Suite Twitter search

Business Partners
- IBM Customer Experience Suite sales kit for Business Partners

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- Optimize: Fine tune the online experience by analyzing customers' interactions, helping to improve conversion rates and engagement; intelligently manage sites, campaigns, and offers by tracking each via integration with supported analytics solutions.

- Realize: Improve profits by maximizing cross-sell & up-sell opportunities; capture new leads by easily publishing dynamic, compelling offers and content.

- Reach: Reach existing customers and new prospects across multiple channels; mobile, Web, social sites, kiosks, email.

- Integrate: Deliver more personalized, relevant Web experiences by linking into back-office applications, cloud-based services, and social sites; aggregate disparate systems into a seamless, cohesive customer experience.

IBM WebSphere Portal

Industry-leading portal solutions help enhance Web experiences, protect and preserve existing investments, increase efficiency, and ensure a future growth path. Companies looking to deploy employee, partner, or supplier-facing Web sites should consider IBM WebSphere Portal software—a core component of IBM Customer Experience Suite—and related software. Each IBM portal offering delivers a variety of innovations and enhancements and gives users a single point of access to the applications, content, business processes, and people they need.

IBM WebSphere Portal software can help you quickly build scalable portals with rich interfaces designed to make it

WebSphere Portal demos

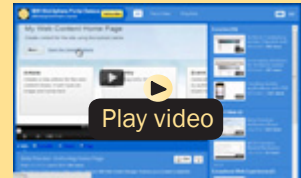easier for your users to access the tools, information, processes, and contacts they need. Plus, with its proven, extensible, standards-based platform combined with an underlying framework that provides common services, WebSphere Portal software enables you to quickly and easily reuse your existing Web-based and IT assets.

IBM WebSphere Portal Server, IBM WebSphere Portal Enable, and IBM WebSphere Portal Extend are three of the industry's most comprehensive portal offerings. IBM WebSphere Portal contains the widest range of portal technologies that help you develop and maintain first-class B2C, B2B, and B2E portals.

Here are some quick IBM WebSphere Portal highlights:

- Deliver exceptional online experiences—Take advantage of new social capabilities and enhanced analytics integration to help competitively address new market opportunities.

- Extend your business assets—Create and deploy custom-branded, market-driven enterprise portal solutions that integrate components developed using a range of supported tools and frameworks.

- Run your business efficiently—Built on enterprise-class WebSphere software, with added administrative and scalability features that further enhance an already proven, reliable, scalable, and high-performance foundation.

- Grow as you go—Add business-specific capabilities that speed time to value and allow you to pursue new market opportunities—all while reducing the of cost of deploying portals.

IBM Web Content Manager

Delivering timely, accurate information to the right people at the right time has become a critical mission for today's enterprises. Whether that information is delivered via a portal, the Internet, an extranet, or an intranet, it can become a daunting, time-consuming task to keep it all accurate and up to date—especially because content experts often have to rely on members of the IT team or the Web administrator to update content. Many businesses are also challenged by geographically disparate operations and therefore need to adhere to a variety of regulations and requirements. For these companies, content creation and Web site maintenance must adhere to strict and auditable processes. All of these factors can add up to content management headaches.

IBM Web Content Manager software (<u>Figure P.1</u>) is designed to accelerate Web content development and deploy-
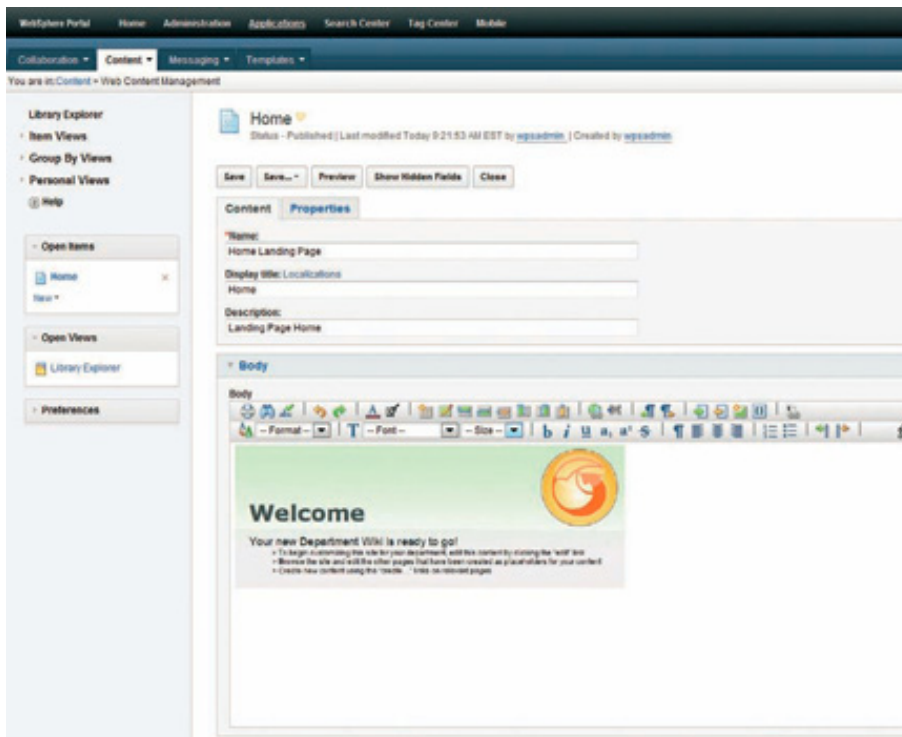
Public

- [IBM Web Content Manager info on IBM.com](#)
- [eBook: Delivering Exceptional Experiences—IBM Web Content Manager](#)
- [Google blog search for IBM Web Content Manager](#)
- [IBM Web Content Manager Twitter search](#)

Business Partners

- [IBM Web Content Manager sales kit for Business Partners](#)

IBM Sellers

- [IBM Web Content Manager sales kit](#)

Figure P.1. IBM Web Content Manager screen shot (and links to more detail).

ment. By enabling end users to easily create and publish content, you can help speed the Web content management process, reduce IT and webmaster bottlenecks, and ease the burden on your IT staff. IBM Web Content Manager software can potentially help reduce costs by leveraging your existing supported IT investments and Web content. IBM is currently offering the application in two editions: IBM Web Content Manager Enterprise Edition and IBM Web Content Manager Standard Edition software. The standard edition is priced and licensed especially for small and mid-size businesses.

Here are some quick IBM Web Content Manager highlights:

- Helps users manage Web content throughout the entire content life cycle

- Places Web content management in the hands of content experts, easing IT bottlenecks

- Provides a tightly integrated Web content management and portal solution

- Provides full worldwide language support for global organizations with multilingual users.

IBM Forms

Many business processes are based on someone filling out a form and submitting it or sending it for approval. But even this simple task can be riddled with errors, inefficiencies and wasted money, which is why organizations all over the world are making the move to electronic forms (eForms). Whether you are just starting to convert your paper forms to eForms, or are

ready to take your automated forms-based processes to the next level, IBM Forms software can help you better streamline your workflow, increase productivity and reduce costs.

Large-scale eForms users, small organizations and line-of-business (LOB) users alike can benefit from IBM Forms software. It automates and speeds forms-based processes to help yield the responsiveness, efficiencies, cost savings and customer satisfaction you need to be competitive. IBM Forms software offers a "built-in" workflow engine and design tool that enables users to create process flows through a point and click user interface, assign forms to those processes, view, fill and route the forms to users, and even monitor workflow operations with valuable reports. IBM Forms software also includes a module, specifically designed to help users of any skill level to create, store, and route eForms without assistance from the IT department. An IBM Forms

sample catalog provides users with robust, reusable eForms, so when you're ready to make the investment, you can jump-start your eForms deployments for faster time to value.

Here are some quick IBM Forms highlights:

- Automates forms-based business processes to help improve efficiency, customer service, and time to value

- Helps cut operating costs, hard copy waste, and carbon emissions by eliminating paper forms

- Reduces error rates and speeds transaction times by collecting data accurately, with straight-through integration to back-end systems

- Creates an auditable, digitally signed record of a business transaction

- Empowers users of all skill levels to create, store, and route electronic forms, as well as use them in situational mashup.

IBM Web Experience Factory (Formerly WebSphere Portlet Factory)

IBM Web Experience Factory supercharges application development with tools and technology for easily creating, customizing, deploying, and maintaining portlets, widgets, and Web and rich clients. With IBM Web Experience Factory, developers are able to quickly and easily leverage their company's core assets, automatically assembling them into custom, high-value portlets. Portlets created with IBM Web Experience Factory are dynamic, robust Java Platform Enterprise Edition (Java

EE) applications that react automatically to change, and can be further modified by business users in real time, to meet changing business requirements without requiring any coding, duplicating, or versioning of assets. By eliminating the need to code all of these implementations and their variations, IBM Web Experience Factory simplifies the development, deployment, and change management process, saving companies time and money, and freeing developers to focus on more important, strategic work.

Here are some quick IBM Web Experience Factory highlights:

- Accelerate portal deployment—Increase developer productivity and dramatically reduce development costs

- Extend portlet creation to a broader development community—Enable developers of all skill sets to build multi-page, complex portlets without coding

- Leverage existing enterprise applications and IT assets—Quickly create composite, high-value portlets that leverage existing investment in your existing applications (Lotus Domino, SAP, PeopleSoft, Siebel) and data

- Create new portlets with feature rich user interfaces—Generate multiple, customized portlets with rich user interfaces including drag & drop, in-line editing, tooltips, directory search, contextual menu, and intelligent page refreshing

- Empower business users to create, customize, and manage portlets—Reduce IT bottleneck and speed time to market by empowering business user configuration

- Automate frequently occurring development tasks—Capture commonly used design patterns and company-specific business processes as reusable components for all developers, enforcing application architecture and development best practices

- Supports deployment to IBM Lotus Notes and Lotus Expeditor rich clients and to WebSphere Application Server and IBM Mashup Center.

IBM Accelerators for WebSphere Portal

IBM accelerators for WebSphere Portal software are prepackaged offerings comprised of various combinations of portlets, software, frameworks, and templates to address specific business requirements. IBM accelerators help speed time-to-value of Web portal deployments by providing the flexibility to quickly respond to changes in market dynamics and business

requirements from a common WebSphere Portal software foundation.

IBM Accelerators for WebSphere Portal include:

- Business process: Electronic forms, workflows, and portlets to accelerate process automation

- Content: End-to-end enterprise Web content management and search

- Collaboration: Instant messaging, Web conferencing, team services, and social networking

- Learning: A portal-based solution that delivers learning resources in-context

- Mobile portal: Exceptional mobile Web experiences on virtually all handheld devices.

IBM Mashup Center

With the right kind of tools and the right information, business professionals can save significant time and money, quickly gain new capabilities, and improve their productivity. Whether they're in customer service, product development, sales, or finance, employees work on the front lines—interacting with customers and gaining new and better ways to analyze information, helping them solve challenges faster and deliver better products and services.

Providing the right information at the right time—and the applications to leverage it—can be a challenge for an IT department struggling with tight budgets and scarce resources. With traditional application development, IT is hard-pressed to justify the cost of development projects that have narrower goals and that are intended for smaller user groups. As a result, requests for many useful applications can't be fulfilled, so business professionals must make do with what they have.

Mashups provide a way for IT and business to rapidly assemble new applications in minutes, improving productivity by finding, customizing, and using information more intelligently.

Here are some quick IBM Mashup Center highlights:

- Unlock information sources: create easily consumable feeds from more enterprise sources—including Microsoft Sharepoint, IBM WebSphere MQ, and Filenet—and a wide variety of departmental and desktop sources including spreadsheets.

- Rapid assembly of enterprise mashups: end users assemble new mashups by dragging and dropping widgets onto the page, wiring them together

- Discover and share assets: publish mashups, feeds, and widgets in a community catalog where others can rate, tag, discover, and reuse them.

- Transform information: mix information feeds together to create net new feeds called data mashups.

- Create dynamic widgets: includes a powerful widget creation environment that enables developers of all skill levels to rapidly generate widgets without coding.

MORE ON THE WEB

Public

- [IBM Mashup Center info on IBM.com](#)
- [Google blog search for IBM Mashup Center](#)
- [IBM Mashup Center Twitter search](#)

Business Partners

- [IBM Mashup Center info sales kit for Business Partners](#)

IBM Sellers

- [IBM Mashup Center sales kit](#)

Play video

Introduction to Mashups (4:09)

About the Editor

Jim Hoskins is the founder of Maximum Press, a premier publisher of books, ebooks, and rich media that help businesses apply technology profitably. Jim has been involved with computer technology design, implementation, and education for over 30 years. He is the author of many articles and books covering a wide range of technology and Internet business topics. Jim spent a decade with IBM designing computer systems and directly helping businesses of all sizes design and implement real-world solutions. He is the author/editor of the popular *Exploring IBM* series, which has sold over 350,000 copies in 12 languages. Jim has a degree in electrical engineering from the University of Florida and resides in Gulf Breeze, Florida, with his wife and five children. You can reach Jim via email at jimh@maxpress.com.

Appendix: Resources and Contacts

IBM has a broad array of content available to help you advance the sell cycle with your customers. In this section we will explore some popular examples.

IBM Seller Resources

- Event-in-a-Box Kit: Social Business for business executives

- IBM Collaboration Solutions industry resources for Social Business

- Sales guide: Social Business for business executives

- Social Business email templates

- Worldwide IBM Collaboration Software Pipeline Community Wiki

- ICS Small deals wiki

- IBM Collaboration assessment tool (ICAT)—Marketing kit

IBM Business Partner Resources

- PartnerWorld Brochure

- PartnerWorld Guide

- Co–Marketing Center—Easy–to–use marketing assets—The IBM Co-Marketing Center is your one-stop to maximize your co-marketing investment with IBM. Now you can use "ready to execute" campaign materials that can be customized easily for your unique requirements.

- Business Partner guidelines on IBM PartnerWorld for collateral/Logo Usage

- ICS Business Partner progression kit

- IBM Collaboration assessment tool

- Event-in-a-Box Kit: Social Business for marketing executives

Key IBM Collaboration Solutions Contacts

Here is a list of key IBM Collaboration Solutions contacts that can help you and your customers be successful:

- **Demand Programs Executive Lead**

  - Kristen Lauria (klauria@us.ibm.com), VP Marketing, IBM Social Business

  - Kathy Mandelstein (kmandel@us.ibm.com), Director, WW Demand Programs, Pipeline, Web & Events

- **Sales Executive Lead**

  - Sandy Carter (scarter@us.ibm.com), VP, IBM Social Business Evangelism and Sales

- **Channel Marketing Manager**

  - Pam Sharma (pam_sharma@us.ibm.com)

- **Subject Matter Experts**

  - **Work Experience and Social Business**— Matthew J. Tredinnick (mjtredin@us.ibm.com)

  - **Web Experience and Social Business**— Michael E. Walker (mwalker3@us.ibm.com)

  - **IBM Social Business Cloud Services (LotusLive)**— Steve Hopley (stevehopley@us.ibm.com), Allison O. Marentette (allison_marentette@us.ibm.com)

  - **IBM Connections and Lotus Quickr**— Martha Mealy (mealym@us.ibm.com), Michelle Ulrich (mulrich@us.ibm.com)

  - **Lotus Notes/Domino**— Kevin Larsen (kevlars@us.ibm.com), Jacques Pavlenyi (jpavlenyi@us.ibm.com)

  - **IBM Sametime**—Amy Ewing (amyewing@us.ibm.com)

  - **WebSphere Portal family**— Beth A. McElroy (mcelroy@us.ibm.com), Stephanie Ragany (stephragany@ca.ibm.com)

  - **ICS Competitive Resources**— Sean Flanagan (seanf@us.ibm.com)