Lotus Connections

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IBM®

Making sense out of "web 2.0" and "social software"

Social computing is a social structure in which technology puts power in communities not institutions

(Forrester)

Sharing of ideas and information in a light flexible framework which enables dynamic collaboration between individuals and/or teams

(Brendan Tutt)

None of us are as smart as all of us

(Japanese Proverb)

visualization del.icio.us Flickr folksonomy REST Tags Video Sharing Mash-ups AJAX Web 2.0 Facebook RSS Avatars bookmarking Wiki's Social Digg Computing LinkedIn Social Networks Communities

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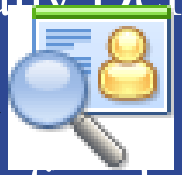
Social Networking

For Business – To Complete Business Tasks

Skills

Company Defined



Self-Defined

NOT to see where you are every 5 minutes

Knowledge

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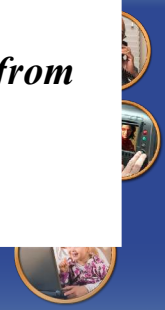
Why is this New ? What are the Issues ?

Need for Innovation

According to a recent Forrester survey: 61% of CIOs have a desire to purchase web 2.0 products "as a suite, as well as an equally strong desire to purchase these technologies from large, incumbent software vendors."

- Forrester, "CIOs Want Suites for Web2.0", March 2007

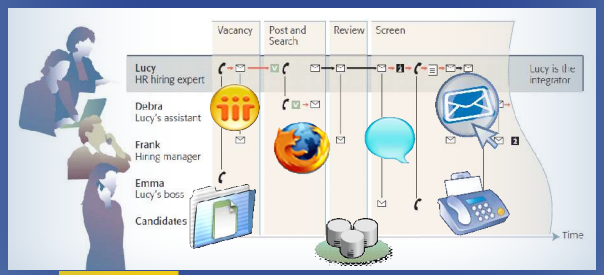
Need to Connect



Enterprise social software will be the biggest new workplace technology success story of this decade. 30% of enterprises will openly sponsor internal…social sharing spaces to help employees find others with similar interest, skills, backgrounds and experiences.

- Gartner, " Predicts 2007 – Big Changes Ahead in the High Performance Workplace", Dec 5, 2006

Need for Execution



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Need to Empower

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Simple

Shared

Open

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Lotus Connections provides 5 key services

Profiles
Quickly find the people you need by searching across your organization using keywords that help identify expertise, current projects and responsibilities

Communities
Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise

Blogs
Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog

Dogear
Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise

Activities
Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster

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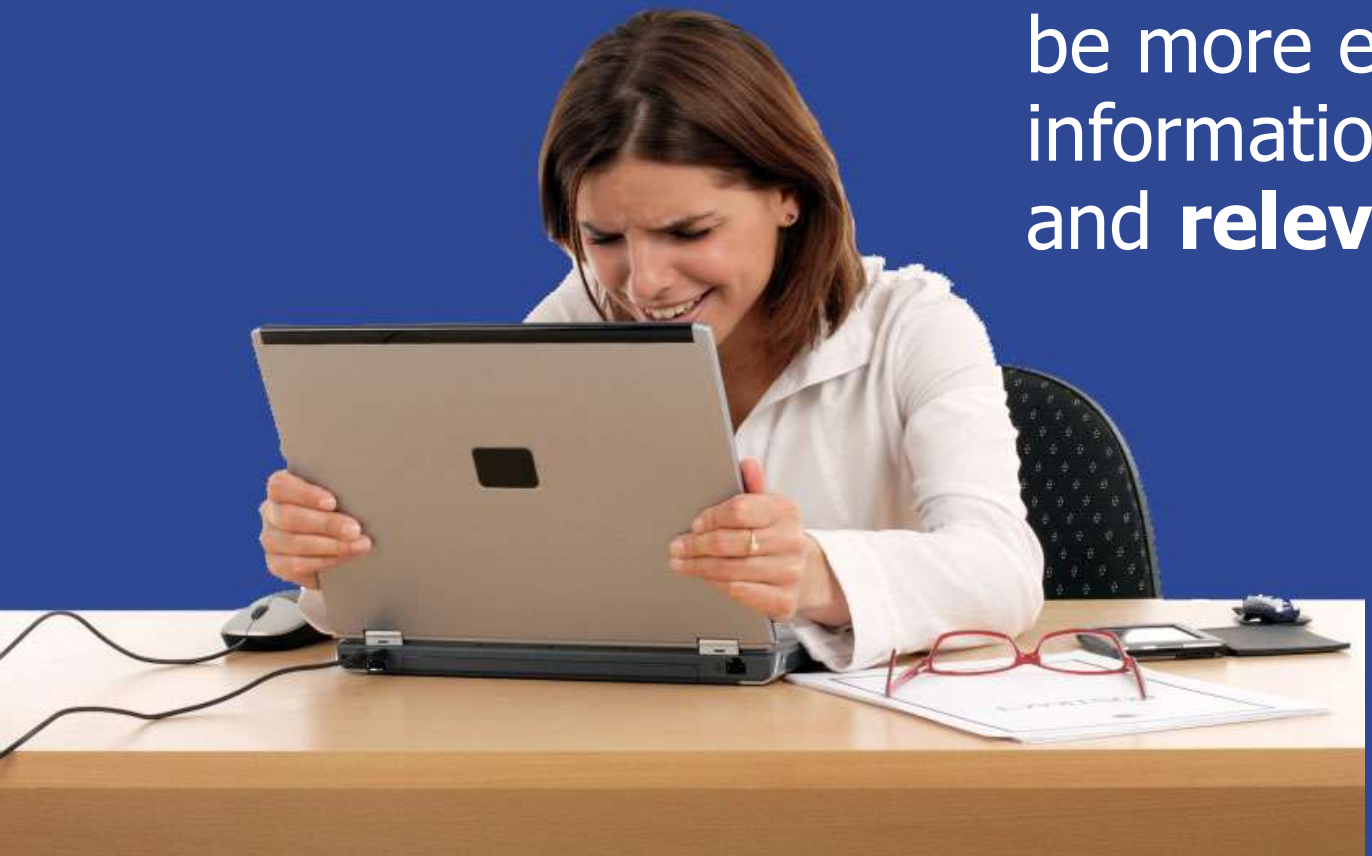
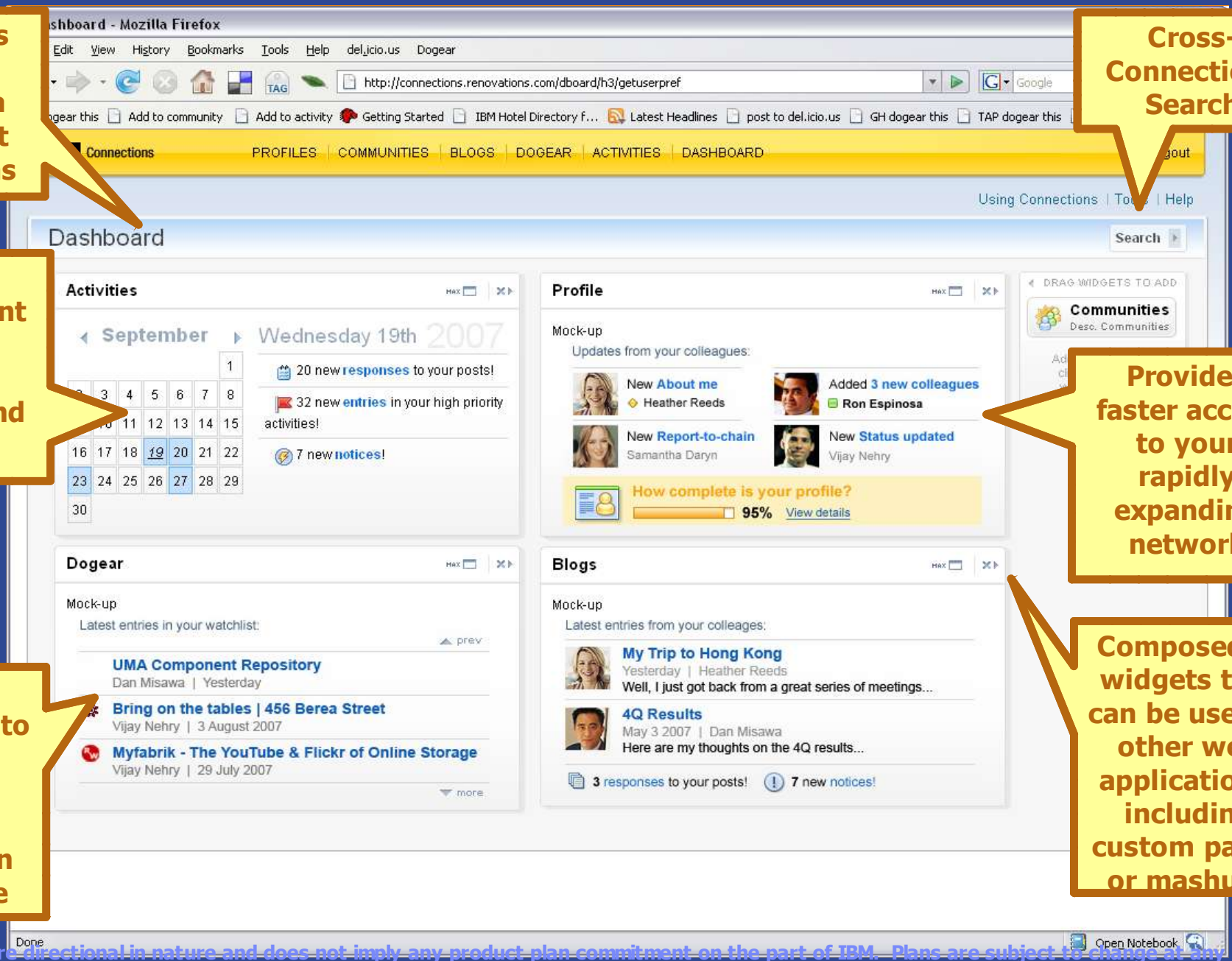
Connections 2 Focus Areas

Homepage	Attention Management	Personalization	Aggregation
Profiles	Customization	Social Networking	Social Tagging
Communities	Discussion	App Integration	Membership Management
Blogs	External Blogs	Related Blogs	Popular Entries
Dogear	Unified Bookmarklet	Popularity Count	Share & Notify
Activities	Personal Organization	Customization	Flexible Types
Cross-Service	Search	Ratings	Notifications	Metrics



Social data is ever expanding. How can Connections help me be more effective at finding information that is **valuable** and **relevant**?

Introducing The Homepage



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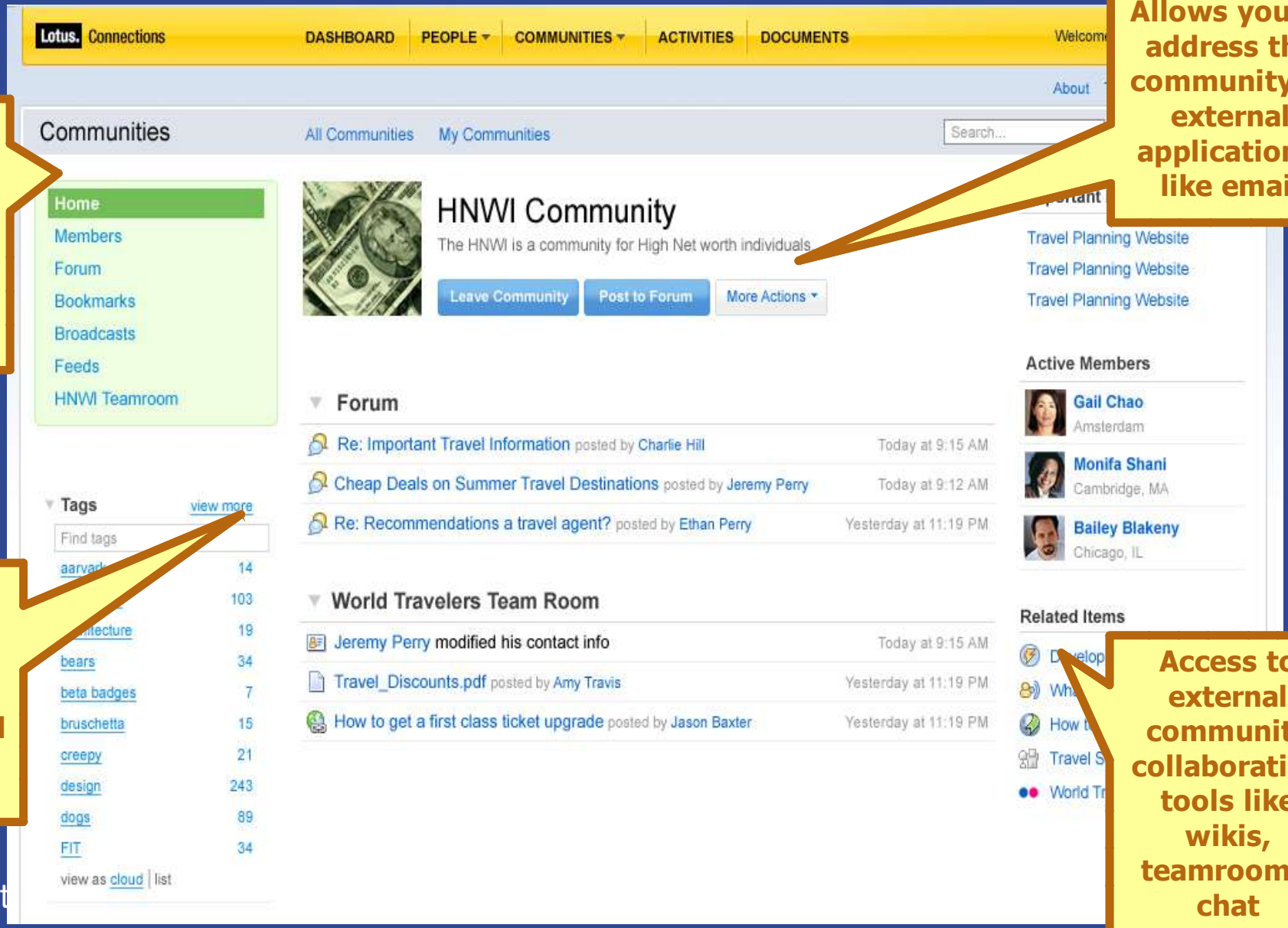
People are key to growth. How can Connections help me **reach out** to customers, partners, and my employees to drive **innovation** into my business?

Build Vibrant Communities

Aggregates information from across Lotus Connections and external resources

Allows you to address the community in external applications, like email



Discuss with subject matter experts, ask questions and share your knowledge

Access to external community collaboration tools like wikis, teamrooms, chat

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People are key to my business.
How can Connections help me **find expertise** and build a **social network**?

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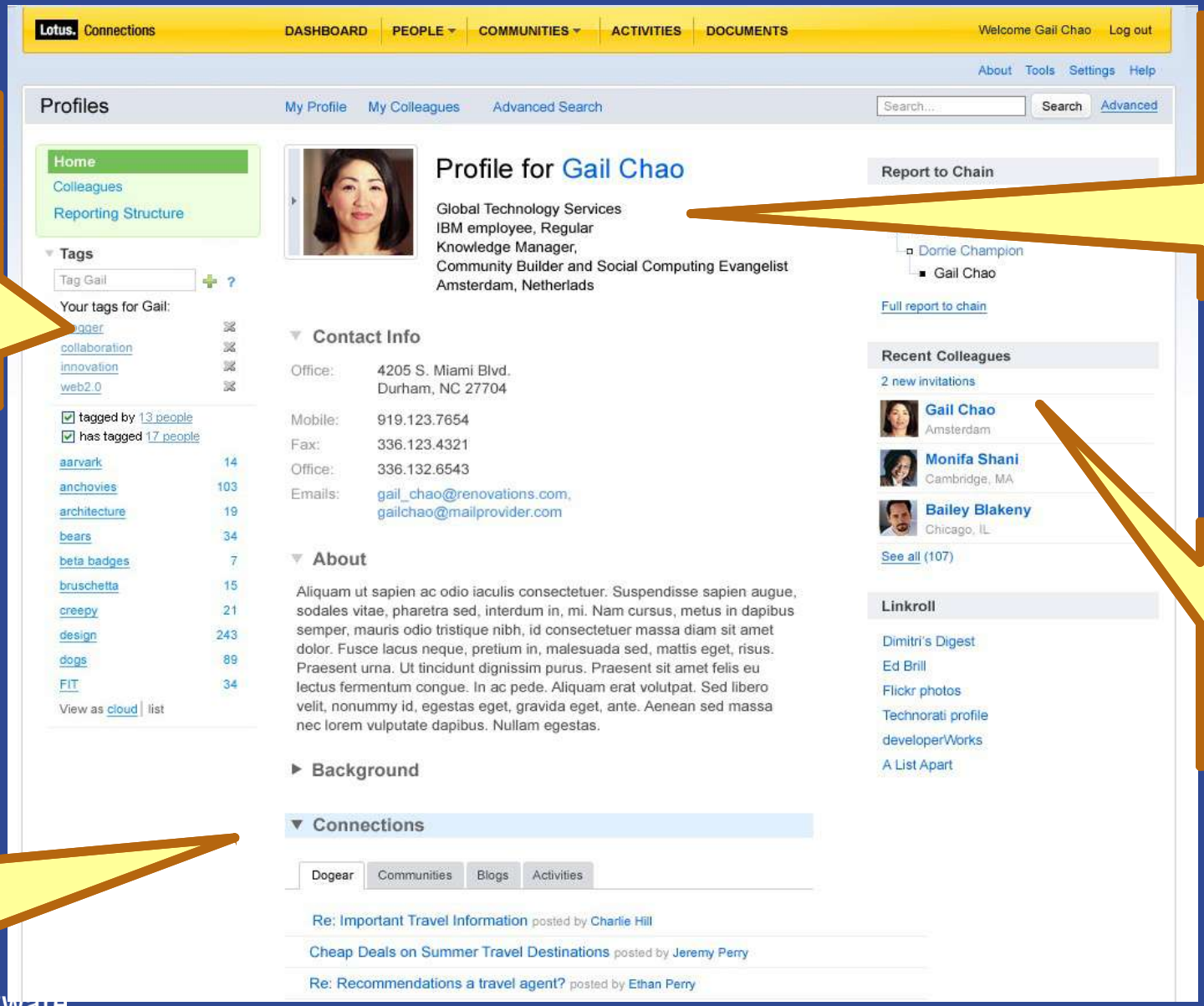
Stay In Touch With Your Network

Tag your colleagues and easily find them, search on them, and keep in touch with them



Expanded customized profile data fields and views for your organization

Identify, develop and maintain a professional network with colleagues

Aggregate social data in one place for others to easily discover your work

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Business is constantly changing. How can Connections help me **work more** effectively and share **best practices**?

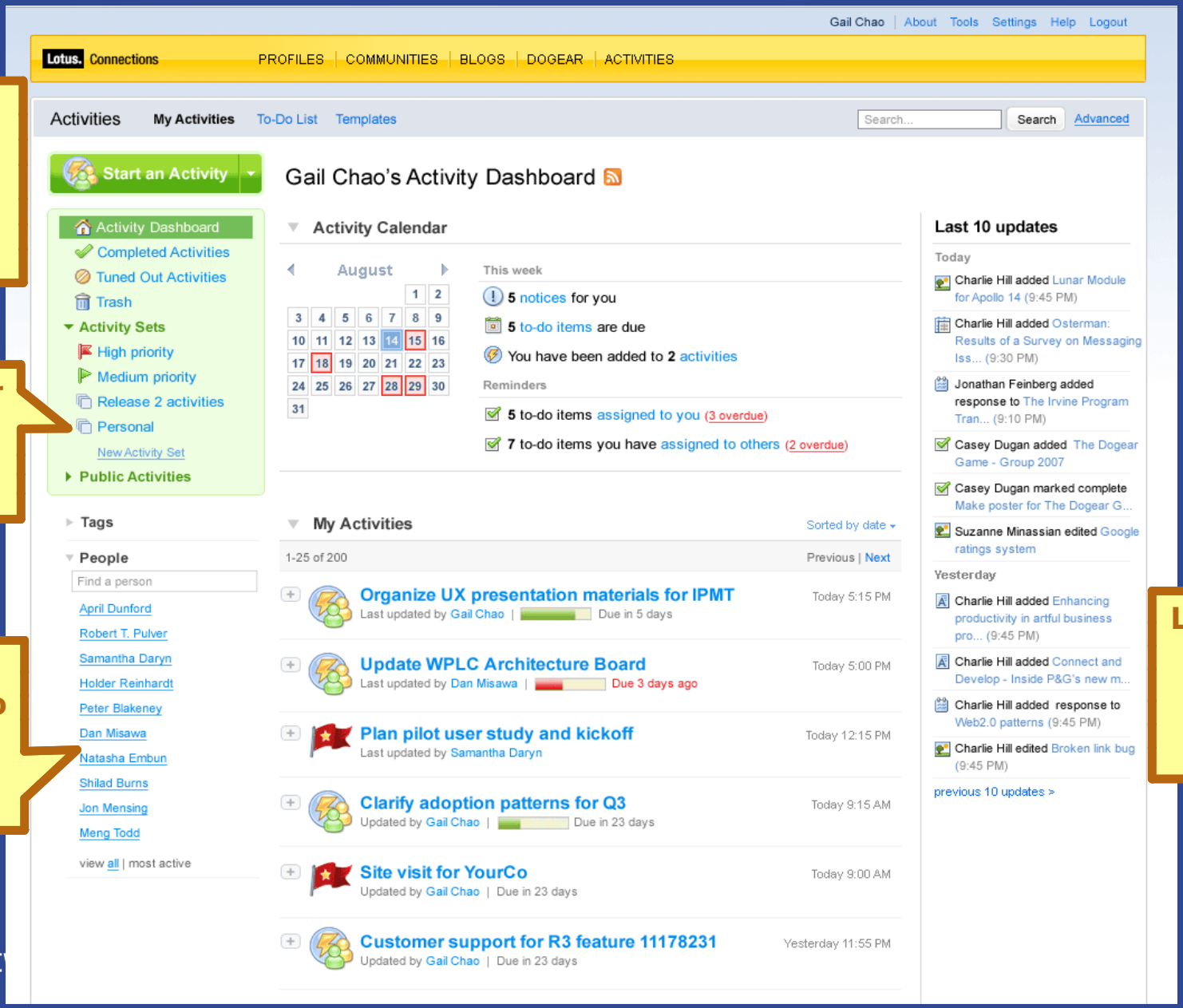
See What's Important

Plan resources to guide work, respond and take action

Organize your activities in personalized views

Improves your ability to track critical information and people

Leverage best practices through activity templates



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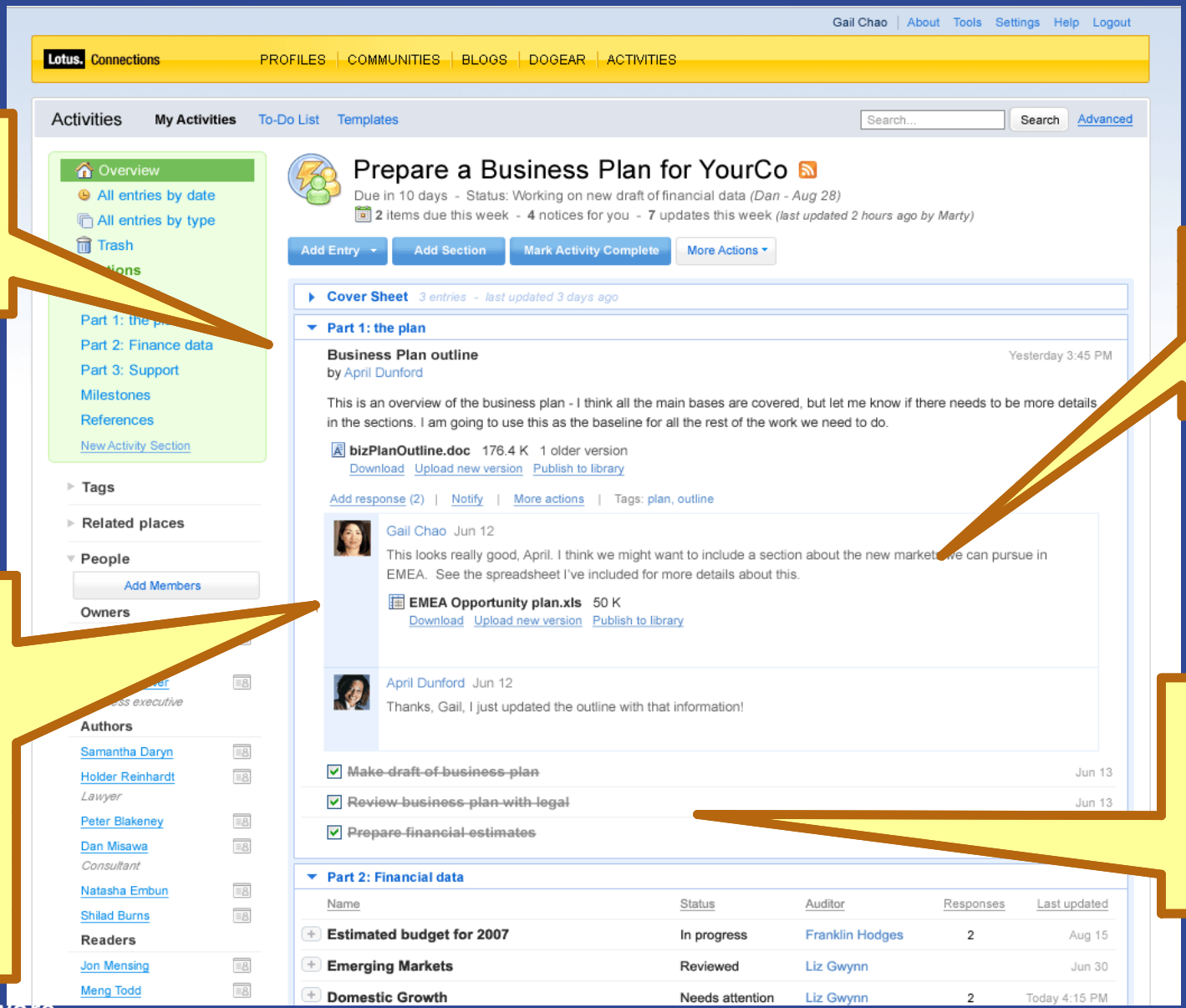
Get Things Done The Way You Work



Group activity entries together in customizable sections

Support custom activity properties

Easily access related information in Lotus Quickr library and support publishing files to a Lotus Quickr library

Group relevant information together under main entries

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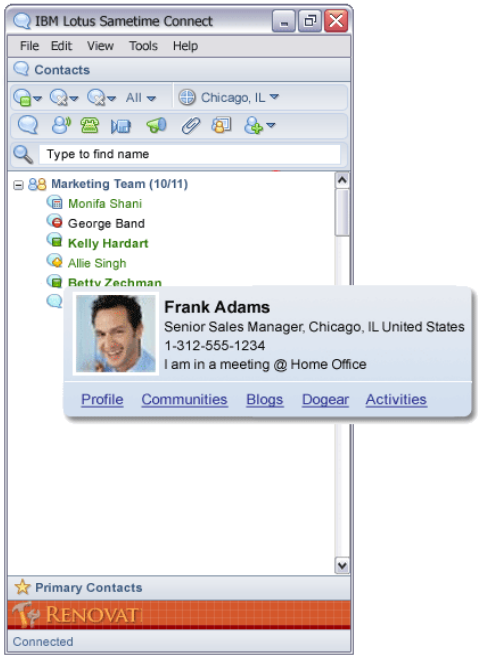
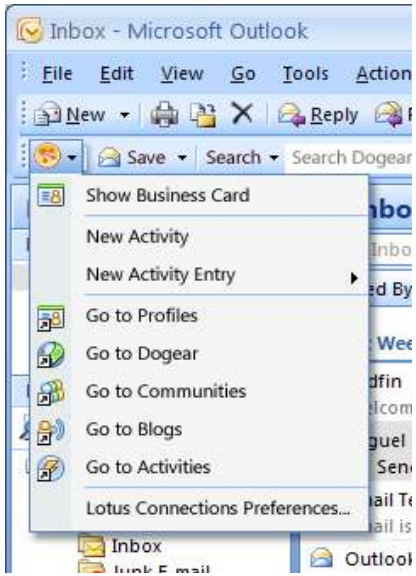
I won’t change the way I work. How can I use Connections without leaving the **tools I use** most?

Connections Follows You

- Improve the ability to use and customize the Lotus Connections business card in other applications
- Allow Communities to leverage Lotus Sametime Advanced for real time collaboration
- Lotus Quickr integrated into Communities and Activities
- Microsoft Outlook integration
- Integration with other applications





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Beyond Connections 2

Looking Ahead

Research Areas for 2008 and Beyond

- Recommendations
- Skills Development
- Visualization
- Community Health
- Lightweight Business Processes
- Personalization
- Reputation Building
- Social Network Analysis
- Data Mining
- Business to Business

Ongoing Development Areas

- Expertise Location
- Directory Integration
- 3rd Party Sources
- Web2.0 Security
- Extensions
- Subscriptions & Alerts

ENTERPRISE 2.0

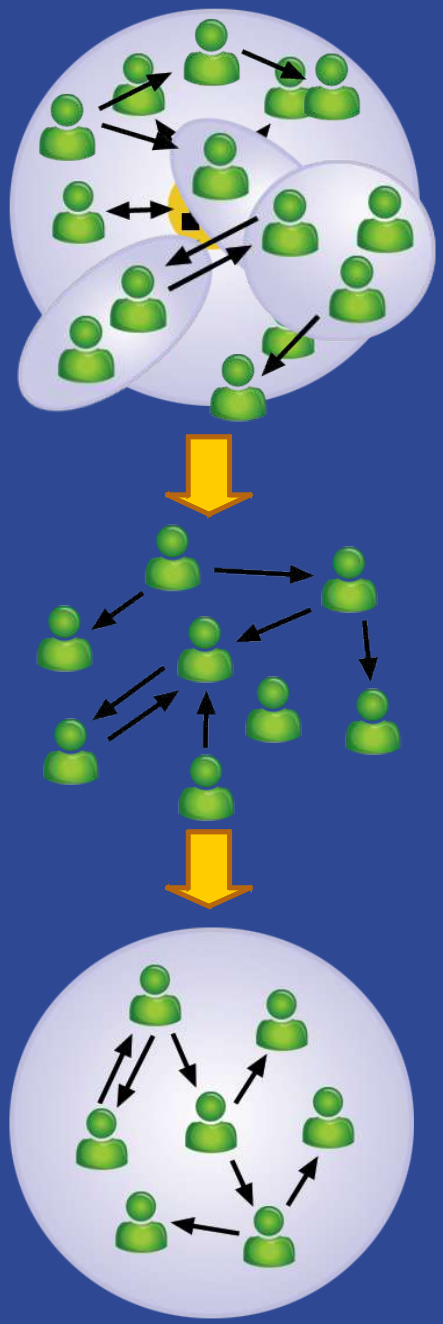
A de-formalization of the workplace

which harvests collective intelligence & the wisdom of crowds

by encouraging adoption through personal value,

connecting people to ideas, communities, work, and other people, across physical and organizational boundaries

and uncovering tacit knowledge, attitudes, and actions.



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