



Lotus Connections

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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

visualization del.icio.us Flickr folksonomy (Forrester)

REST Tags Video Sharing Mash-ups AJAX Web 2.0 Sharing of ideas and information in a light flexible framework which enables dynamic collaboration between individuals and/or teams

Facebook RSS Analytics MySpace bookmarking WIKI'S Social Computing (Brendan Tutt) Digg

LinkedIn Social Networks

None of us are as smart as all of us Communities

(Japanese Proverb)

Social Networking

For Business – To Complete Business Tasks



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

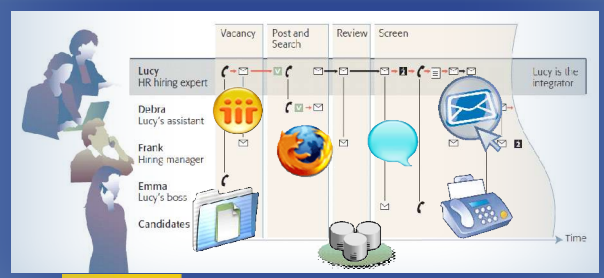
IBM Institute for Business Value, CEO Study 2006

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



Lotus Connections



Need to Empower



Simple

Shared

Open



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



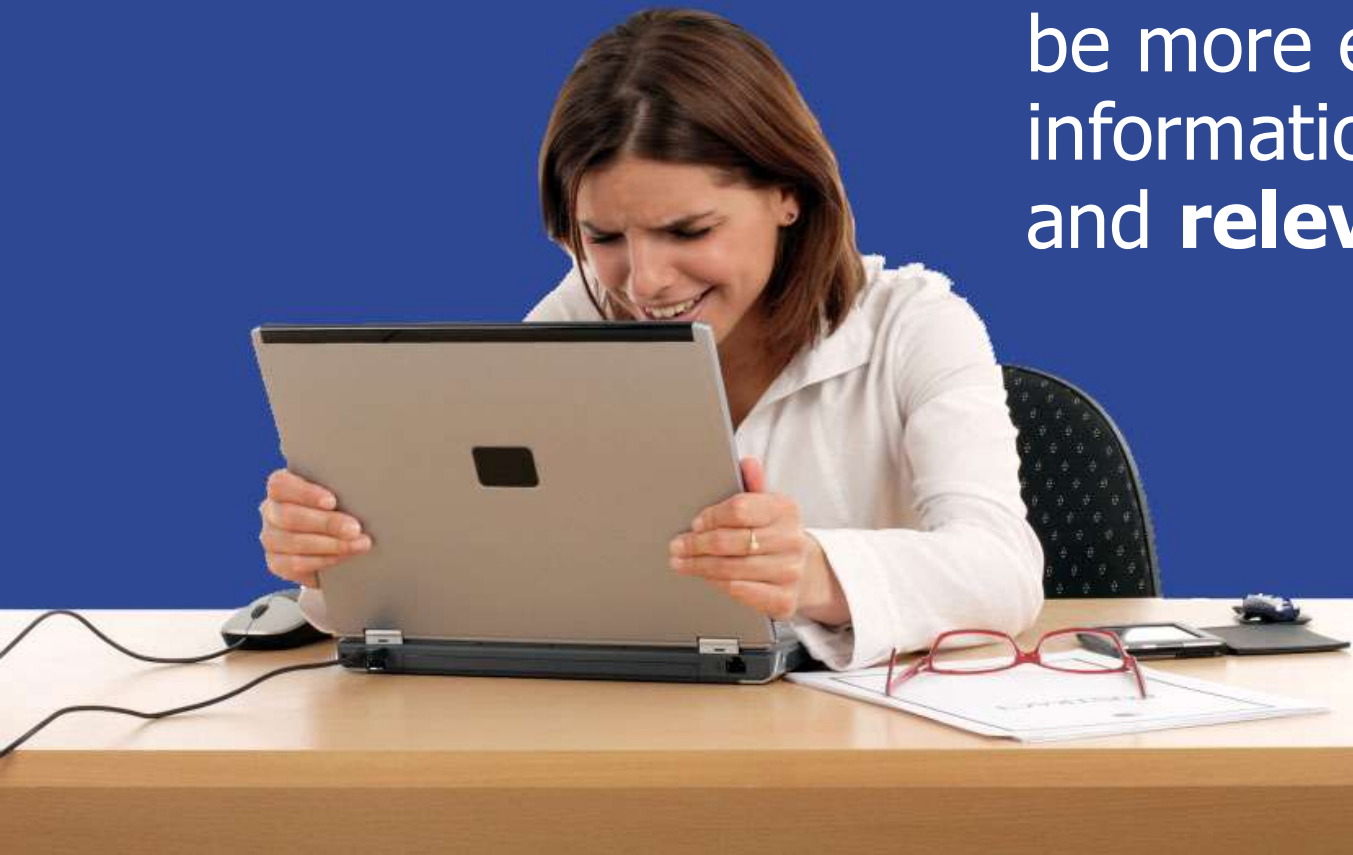
Activities

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

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

Aggregates relevant social data throughout Connections

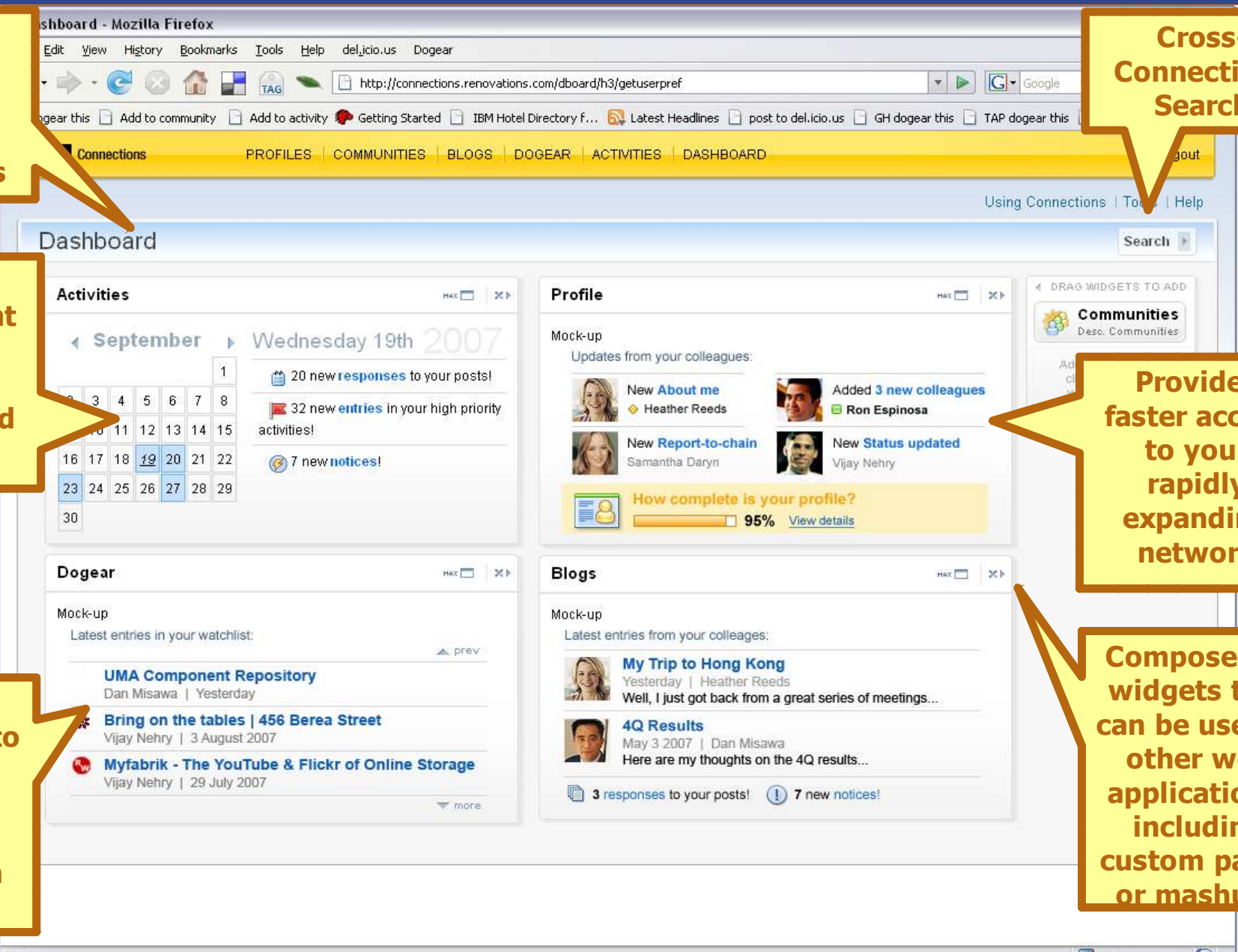
Eases management of your incoming requests and tasks

Improves your ability to track and discover critical information and people

Cross-Connections Search

Provides faster access to your rapidly expanding network

Composed of widgets that can be used in other web applications, including custom pages or mashups





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

Lotus Connections DASHBOARD PEOPLE COMMUNITIES ACTIVITIES DOCUMENTS

Communities All Communities My Communities Search...

Home
Members
Forum
Bookmarks
Broadcasts
Feeds
HNWI Teamroom

Tags [view more](#)

| Find tags | |
|-------------------------------|-----|
| aarvada | 14 |
| architecture | 103 |
| bears | 19 |
| beta badges | 34 |
| bruschetta | 7 |
| creepy | 15 |
| design | 21 |
| dogs | 243 |
| FIT | 89 |
| view as cloud | 34 |
| list | |

HNWI Community
The HNWI is a community for High Net worth individuals

[Leave Community](#) [Post to Forum](#) [More Actions](#)

Forum

- [Re: Important Travel Information](#) posted by Charlie Hill Today at 9:15 AM
- [Cheap Deals on Summer Travel Destinations](#) posted by Jeremy Perry Today at 9:12 AM
- [Re: Recommendations a travel agent?](#) posted by Ethan Perry Yesterday at 11:19 PM

World Travelers Team Room

- [Jeremy Perry modified his contact info](#) Today at 9:15 AM
- [Travel_Discounts.pdf](#) posted by Amy Travis Yesterday at 11:19 PM
- [How to get a first class ticket upgrade](#) posted by Jason Baxter Yesterday at 11:19 PM

Active Members

- [Gail Chao](#) Amsterdam
- [Monifa Shani](#) Cambridge, MA
- [Bailey Blakeny](#) Chicago, IL

Related Items

- [Develop](#)
- [Wh](#)
- [How t](#)
- [Travel S](#)
- [World Tr](#)

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

Lotus soft

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



Stay In Touch With Your Network

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

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

Lotus software

The screenshot shows a user profile for Gail Chao on the Lotus Connections platform. The navigation bar at the top includes 'Lotus Connections', 'DASHBOARD', 'PEOPLE', 'COMMUNITIES', 'ACTIVITIES', and 'DOCUMENTS'. The user is logged in as 'Gail Chao'. The profile page is titled 'Profile for Gail Chao' and includes a profile picture, a bio, contact information, and an 'About' section. The bio identifies her as a Global Technology Services IBM employee, Regular Knowledge Manager, and Community Builder and Social Computing Evangelist in Amsterdam, Netherlands. Contact info includes office, mobile, fax, and email addresses. The 'About' section contains placeholder text. Below the profile, there are sections for 'Background', 'Connections', and 'Recent Colleagues'. The 'Recent Colleagues' section lists Gail Chao, Monifa Shani, and Bailey Blakeny. The 'Linkroll' section lists various links like 'Dimitri's Digest' and 'Ed Brill'. The 'Connections' section shows a list of recent posts, including 'Re: Important Travel Information' and 'Cheap Deals on Summer Travel Destinations'.

Expanded customized profile data fields and views for your organization

Identify, develop and maintain a professional network with colleagues

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

Lotus soft

The screenshot shows the Lotus Connections Activity Dashboard for Gail Chao. The interface includes a top navigation bar with links for Profiles, Communities, Blogs, Dogear, and Activities. Below this is a search bar and a 'Start an Activity' button. The main content area is divided into several sections: 'Activity Calendar' showing a calendar for August with a 'This week' summary (5 notices, 5 to-do items due, 2 activities added); 'My Activities' listing tasks like 'Organize UX presentation materials for IPMT' and 'Update WPLC Architecture Board'; and 'Last 10 updates' showing recent activity from other users. A left sidebar contains navigation options like 'Activity Dashboard', 'Completed Activities', and 'Activity Sets'.

Leverage best practices through activity templates

Get Things Done The Way You Work

The screenshot displays the Lotus Connections interface for a user named Gail Chao. The main activity is titled "Prepare a Business Plan for YourCo" and is due in 10 days. The activity is organized into sections: "Cover Sheet" and "Part 1: the plan". Under "Part 1: the plan", there is a "Business Plan outline" by April Dunford, which includes a text description, a document attachment "bizPlanOutline.doc", and a comment from Gail Chao. Below the outline, there are three checklist items: "Make draft of business plan", "Review business plan with legal", and "Prepare financial estimates". At the bottom, there is a table for "Part 2: Financial data" with columns for Name, Status, Auditor, Responses, and Last updated.

| Name | Status | Auditor | Responses | Last updated |
|---------------------------|-----------------|-----------------|-----------|---------------|
| Estimated budget for 2007 | In progress | Franklin Hodges | 2 | Aug 15 |
| Emerging Markets | Reviewed | Liz Gwynn | | Jun 30 |
| Domestic Growth | Needs attention | Liz Gwynn | 2 | Today 4:15 PM |

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

Lotus software

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



The screenshot shows a community page for 'Agile Development' with 185 members. The page includes tags for 'agile', 'development', 'swg', and 'swgcomm'. A description states: 'The Agile Development Community is responsible for promoting the use of an agile development process throughout SWG development. The SME for this community is Paul Gibson.' At the bottom, there are navigation links for 'Home', 'Members', 'Bookmarks', and 'Feeds'.

The screenshot shows the IBM Lotus Sametime Connect interface. The top menu includes 'File', 'Edit', 'View', 'Tools', and 'Help'. Below the menu is a 'Contacts' section with a search bar and a list of contacts. The 'Marketing Team (10/11)' is expanded, showing members: Monifa Shani, George Band, Kelly Hardart, Allie Singh, and Betty Zechman. A detailed profile for 'Frank Adams' is shown, including his photo, name, title 'Senior Sales Manager, Chicago, IL United States', phone number '1-312-555-1234', and status 'I am in a meeting @ Home Office'. Navigation links for 'Profile', 'Communities', 'Blogs', 'Dogear', and 'Activities' are visible at the bottom of the profile.

The screenshot shows the Microsoft Outlook interface. The top menu includes 'File', 'Edit', 'View', 'Go', 'Tools', and 'Action'. Below the menu is an 'Inbox' section with a search bar and a list of emails. A context menu is open over the 'Inbox' section, showing options: 'Show Business Card', 'New Activity', 'New Activity Entry', 'Go to Profiles', 'Go to Dogear', 'Go to Communities', 'Go to Blogs', 'Go to Activities', and 'Lotus Connections Preferences...'. The 'Inbox' and 'Outlook' labels are visible at the bottom of the window.

Lotus software

Product futures are directional in nature and does not imply any product plan commitment on the part of IBM. Plans are subject to change at any time without notice.

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.

