

Communications and collaboration solutions
To support your business objectives



Lotus software

Grow faster by connecting your people.

IBM Lotus Connections software



Not just for kids anymore

MySpace: 155 million users; Facebook: 16 million members; LinkedIn: more than 9 million members.¹ Social software is popular. And it's not just a way for college kids to make new friends or for those in the working world to build professional relationships. Social software makes good business sense.

Many companies aim to grow their business with innovative products, services and business models. In fact, more than 75 percent of CEOs believe collaboration among communities of employees, customers and partners is key to driving innovations.² But when you're faced with mergers, reorganizations, global locations and telecommuting, connecting the right people at the right time can be a challenge. Social software can address that challenge by helping people locate expertise, share information and expand their professional networks to accomplish more in less time. In fact, these tools are so effective that some employees are using external social networking sites for work-related tasks, potentially putting corporate information at risk outside the firewall.

IBM Lotus® Connections social software is designed to empower people to be more effective and innovative by building professional networks of coworkers, partners and customers. With this software, you can find and collaborate with experts; easily locate people and information; build closer partner and customer relationships; and foster bottom-up, community-based innovation.

“**Enterprise social software will be the biggest new workplace technology success story of this decade. Thirty percent of enterprises will openly sponsor internal MySpace-like social sharing spaces to help employees find others with similar interests, skills, backgrounds and experiences.**”

—Gartner, Inc.³

Social software that's ready for business

Created for business, Lotus Connections social software provides an integrated Web 2.0 user experience and can be used with the e-mail, instant messaging and portal software that you may already have. The five key components of Lotus Connections software are designed to work together to create an integrated, collaborative environment that is secure and scalable. Tagging—a key Web 2.0 capability—is one of the fastest ways you can use Lotus Connections software to keep track of important items across all five components. A tag is a word you choose to describe and categorize an item—such as a person, a Web page, a blog entry or an activity—so you, and other people, can easily retrieve it later.



Profiles

Profiles is the software's directory and expertise location component that allows you to:

- Find the right person through a simple search based on name, organization, location, reporting structure or skills.
- Complete tasks swiftly by quickly locating subject matter experts and decision makers.
- Establish new business contacts and expand professional networks across organizational boundaries.

Communities

Communities allows people to collaborate by exchanging and sharing information with others who have common responsibilities or areas of expertise.

- Create, find, join and communicate with specific communities, quickly.
- View community goals, share bookmarks and interact with members.
- Navigate to the community's Web log (blog) posts to share ideas and spur innovation from different perspectives.

Blogs

Blogs allows you to present your ideas and receive feedback while learning from the experience of others.

- Connect with a wide audience and build a community to share expertise and avoid costly mistakes.
- Foster innovation through the exchange of ideas and input from many different perspectives.
- Increase the value of your subject matter experts by giving them a tool to easily share their knowledge with many people, and eliminate the overhead of one-off requests.

Dogear

Dogear is a new way to connect people and amplify the power of working together. The social bookmarking component of Lotus Connections software, Dogear allows you to:

- Save your bookmarks, either as private or shared, so you and others with similar interests can quickly find the information needed to complete tasks.
- Find information, quickly, that has been tagged and prequalified by people in your network.
- Subscribe to and search community and experts' bookmarks so you can keep up with the latest, most innovative thinking.

Activities

Activities enables you to harvest the innovation that results from people dynamically exchanging ideas and to execute tasks that grow your bottom line. With activities, people can:

- Organize their work, plan next steps and tap their professional networks to complete assignments more efficiently.
- Manage projects and instantly collaborate—whether by tapping profiles to find other experts or by listing to-dos for specific team members.
- Exchange all related task information, easily, in a central location, to reduce miscommunication and endless e-mail threads.
- Share best practices by creating activity templates in instances where tasks need to be repeated.

Why IBM Lotus Connections software?

A leader in social software, IBM provides five key components that not only deliver value individually, but join together to help you build powerful professional communities. By making these capabilities simple to use as employees do their daily work or as customers interact with external sites, you increase the likelihood that people will add content and come back—increasing the value of the solution. Using service-oriented architecture (SOA) and Web 2.0 interfaces, you can access Lotus Connections software from other applications, such as IBM Lotus Notes®, IBM Lotus Sametime®, IBM WebSphere® Portal and Microsoft® Office software. Because Lotus Connections software is built on top of IBM WebSphere Application Server and IBM DB2® software, it delivers the scalability and security needed as your communities and business grow. And your business has the best chance of advancing when you can execute innovative ideas from your employees, partners and customers.

For more information

To learn more about IBM Lotus Connections software and the value it can bring to your business, contact your IBM sales representative or visit:

ibm.com/lotus/connections



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1 http://en.wikipedia.org/wiki/List_of_social_networking_websites

2 *Expanding the Innovation Horizon*, The Global CEO Study 2006, IBM, March, 2006

3 *Predicts 2007—Big Changes Ahead in the High Performance Workplace*, Gartner, Inc., December 5, 2006