

# Quick Reference Guide for: IBM Lotus® Connections

Opportunity Category Code; MM, LE

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## Overview

Lotus Connections is social software designed for business and consists of five loosely coupled services.

- **Profiles** helps you find the people you need by searching their expertise, current projects and responsibilities
- **Dogear** allows you to discover bookmarks that have been qualified by others with similar interests & expertise
- **Blogs** can help facilitate and unlock the expertise of individuals within an organization, internally or externally.
- **Communities** help organizations, cultivate and build strong relationships by bringing people together with common interests
- **Activities** provides a way to organize your work and easily tap your expanding professional network to help execute tasks faster

## Target Audience

**Industries:** those with high % of knowledge workers or high turnover, such as banking, financial services, life sciences, public sector, and retail.

**Install Base:** WebSphere Portal, WebSphere Applications Server, Lotus Notes, WebSphere Commerce

## Value Proposition

With Lotus Connections, businesses of all sizes can be empowered to be more innovative and execute more quickly by using dynamic networks of coworkers, partners and customers. Leveraging these new community collaboration tools, customers now have the ability to: complete projects involving geographically dispersed workers more efficiently, build more responsive teams by enabling them to more quickly find needed experts and information, gain competitive advantage by involving customers and partners throughout the development process, and discover pockets of hidden expertise.

Business Partners can leverage Lotus Connections' open standards and available APIs to extend current customer applications with new social software services, create new Activity templates, and surface extensive customization, integration and services opportunities in rolling out web 2.0-based community collaboration environments.

## Pain Points

- Inability to innovate quickly enough around new products or services causing reduced revenue growth
- Workforce demographics causing a loss of knowledge from retiring workforce and requiring recruitment of a new generation of 'net-gen' youth into the business
- Globalization, mergers and acquisitions, and outsourcing requiring people to be better connected with disperse colleagues
- Project-based environments driving a need for faster activity execution and more best practices reuse

## Benefits

- Improves the visibility of peoples' expertise, ideas, and content
- Fosters idea sharing and innovation in order to drive growth
- Improves the value of key experts across the organization
- Provides the tools that 'net-gen' workers expect to be productive
- Improves the speed of execution of ad-hoc business activities through best practices capture and reuse
- Improves an organization's insight into their customers' or partners' feedback and ideas

## Cross Selling

WebSphere Portal, Sametime, Notes/Domino, Lotus Quickr

## Key Questions

- Does your business need to deliver more innovation to foster growth?
- Are changing workforce dynamics – such as a retiring workforce – putting your business processes and intellectual property at risk?
- Are you seeking to accommodate new workers, who have grown up with social software and expect it as part of their corporate tools?
- Are you looking for ways to increase your linkage to customers or partners and their insights on your products and services?

## Competitive Differentiators

- o **Security** – if customers are using these tools in a hosted service (Typepad, del.icio.us, etc.) do they want to risk having sensitive company information reside externally?
- o **Integration** – none of the solutions have been integrated to the extent of Lotus Connections. This integration

makes possible fast expertise location, community building and ad hoc project execution.

- o **Scalability** – Lotus Connections has been architected to support large enterprise deployments unlike our competitors (e.g., Intel's SuiteTwo is designed for the SMB market only.)

## Average Deal Size/Pricing

Average deal size = \$50K. To confirm current software pricing information, visit the [IBM distributed software price list](#)

## References

Customer references [Deutsche Bank](#), [KM.GOV](#).

## Seller Call-to-Action

Ask every customer: "What are they doing in the web 2.0 and social software space?" -- follow-up with key questions to identify areas of interest.

## Lead Passing Guidelines

[PartnerWorld lead management system](#)

## Platform

- **Server OS:** Windows 2003 Server Enterprise Edition, Red Hat Enterprise Linux ES v4
- **Application Server:** WAS 6.1 (including IHS) - limited license included
- **Corporate Directories (LDAP):** IBM Tivoli Directory Server 6, Microsoft Active Directory 2003
- **Databases:** IBM DB2 9.1 - limited license included, Oracle 10g
- **Browsers:** Internet Explorer 6, Firefox 2 on Windows XP Pro, Firefox 2 on SLED 10 XGL

## Additional Information

**Contacts: WW Sales:**

Curtis Ryan, [cmryan@us.ibm.com](mailto:cmryan@us.ibm.com)

**Geo Sales: Americas:** Randy Frink

[Randy\\_frink@us.ibm.com](mailto:Randy_frink@us.ibm.com)

**EMEA NE IOT:** Jens-Uwe Fimmen

[jensuwefimmen@de.ibm.com](mailto:jensuwefimmen@de.ibm.com)

**EMEA SW IOT:** Gianguido Balzini

[gianguido.balzini@it.ibm.com](mailto:gianguido.balzini@it.ibm.com)

**AP:** Tim Birdsall,

[tim.birdsall@au1.ibm.com](mailto:tim.birdsall@au1.ibm.com)

**Helpful Links and Web sites:**

[Lotus Connections](#) homepage

**Collateral:**

[Flash Demo](#)

[Product brochure](#)

[Data sheet](#)

**Sales Support:**

[Lotus Connections Sales & marketing kit](#)