IBM Lotus Product Positioning

Radovan (Radek) Dršata

Lotus Brand Sales Leader CEMA
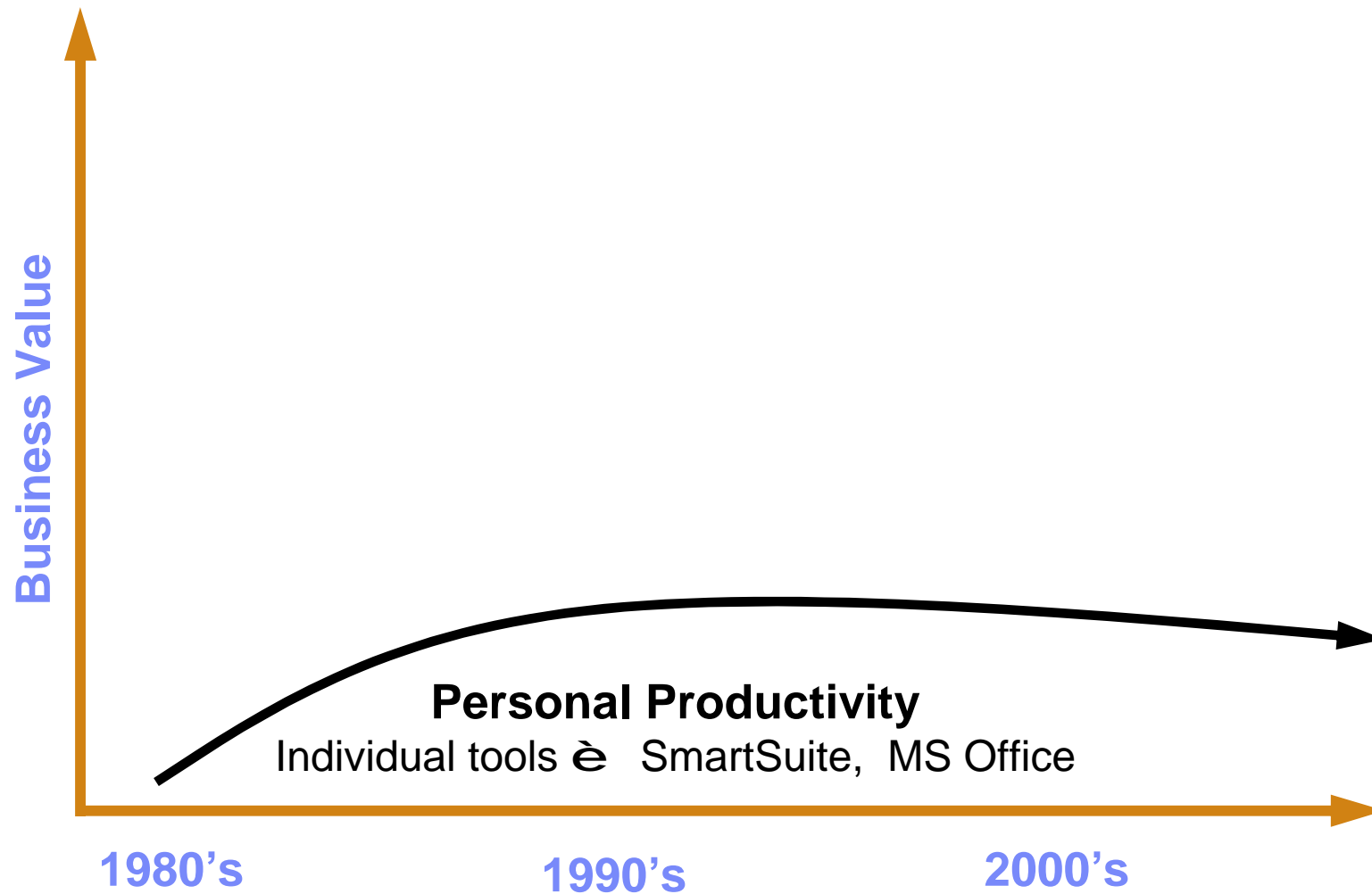
@business on demand software
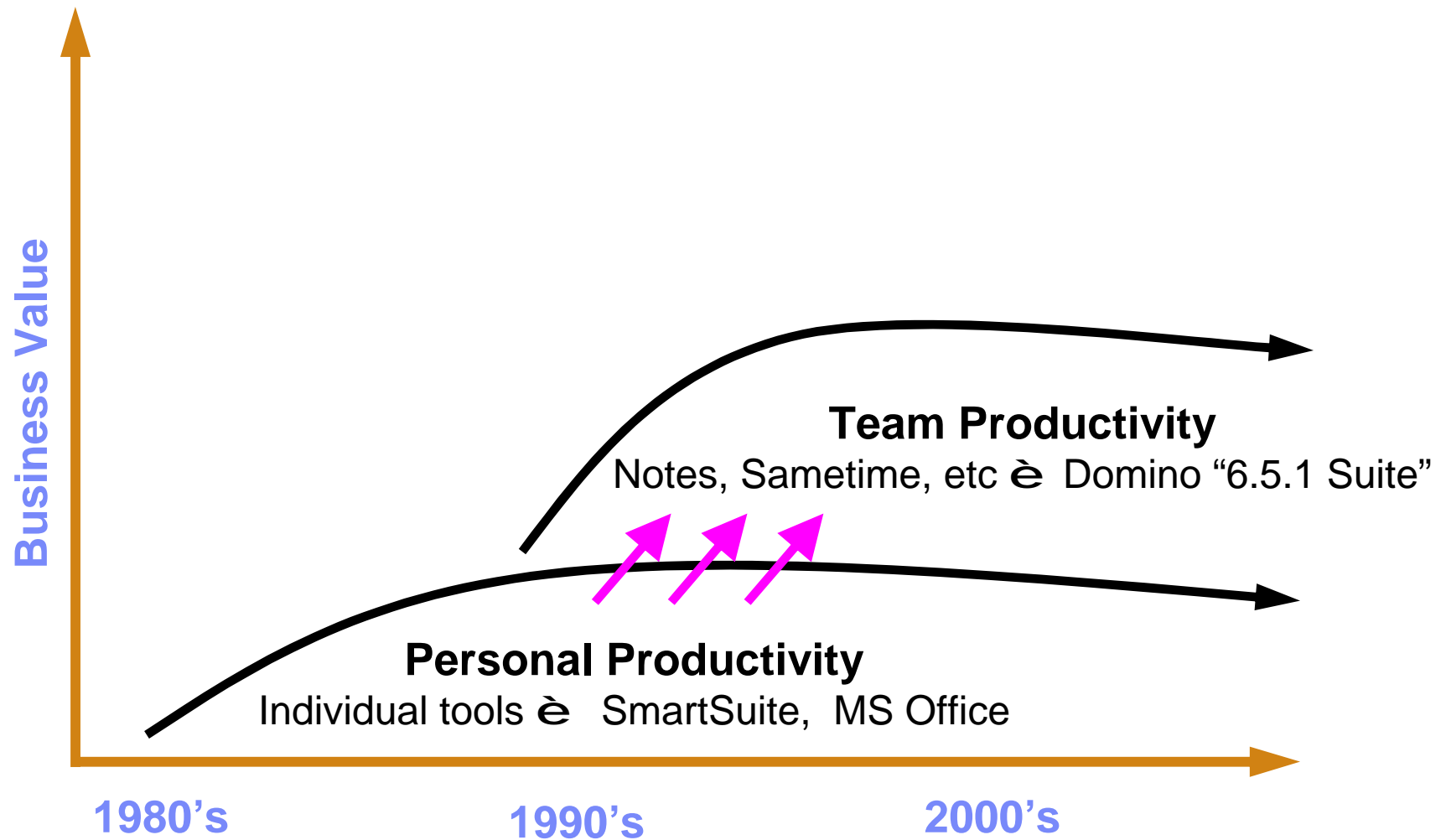
IBM Workplace Client Technology- Products

1. **Lotus Notes and Domino v 6.5.1**
2. WebSphere Portal
3. **Lotus Workplace Messaging v 2.0 & Documents**
4. WebSphere Everyplace

Personal productivity …

Business Value (vertical axis label)

Personal Productivity
Individual tools è SmartSuite, MS Office

1980's   **1990's**   **2000's**

Team productivity …

Business Value

Team Productivity
Notes, Sametime, etc è Domino "6.5.1 Suite"

Personal Productivity
Individual tools è SmartSuite, MS Office

1980's   1990's   2000's

Enterprise productivity ...

Next generation platform for connecting people to people, and people to business processes:
IBM Workplace

Business Value

Enterprise Productivity
Websphere Portal, Lotus Workplace

Team Productivity
Notes, Sametime, etc è Domino "6.5.1 Suite"

Personal Productivity
Individual tools è SmartSuite, MS Office

1980's   1990's   2000's

Scope of IBM Workplace Family of Products

IBM Workplace is the family name for all user focused products

§ Defining the Broad Continuum of Client Interactions –

  Evolution of the computing paradigm

  Server managed client model

  Support for standards

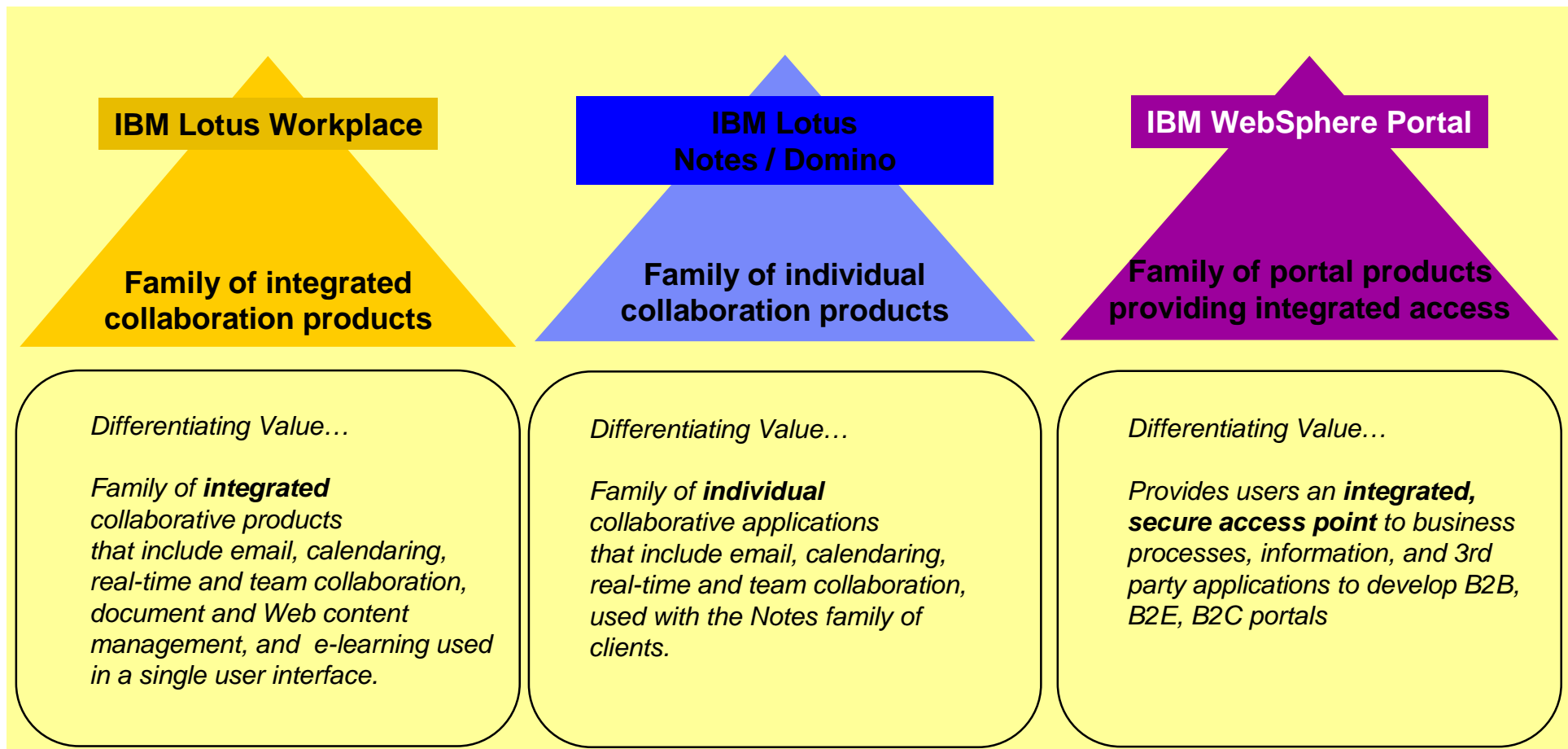 Interoperable with existing elements of the infrastructure

Lotus Product Families

Differentiating Roles between Lotus Workplace, Notes/Domino and WebSphere Portal

IBM Lotus Workplace

Family of integrated collaboration products

IBM Lotus Notes / Domino

Family of individual collaboration products

IBM WebSphere Portal

Family of portal products providing integrated access

Differentiating Value…

*Family of **integrated** collaborative products that include email, calendaring, real-time and team collaboration, document and Web content management, and e-learning used in a single user interface.*

Differentiating Value…

*Family of **individual** collaborative applications that include email, calendaring, real-time and team collaboration, used with the Notes family of clients.*

Differentiating Value…

*Provides users an **integrated, secure access point** to business processes, information, and 3rd party applications to develop B2B, B2E, B2C portals*
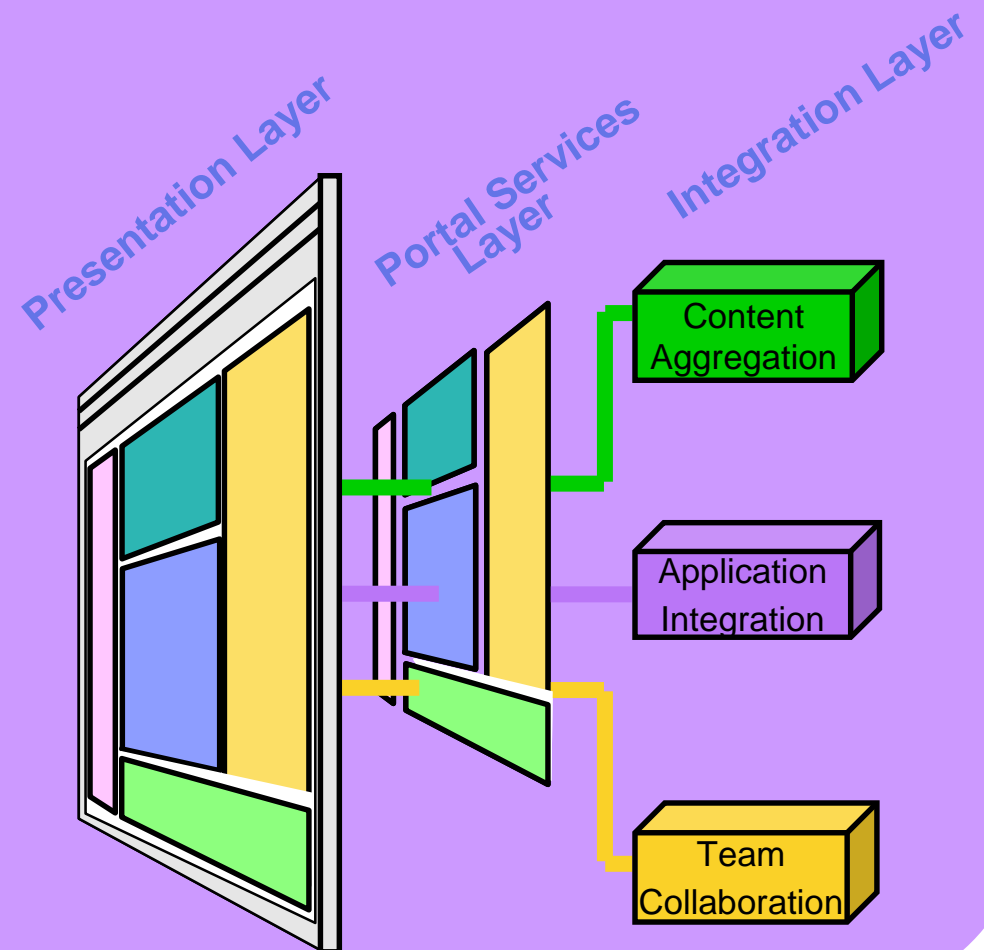
A definition:-   A Portal is…

A User interface…

- **Primarily a UI framework for integrating "other" applications, content and processes.**
- **Includes several additional features which add value to this integrated environment, like search, Single Sign-on, etc.**
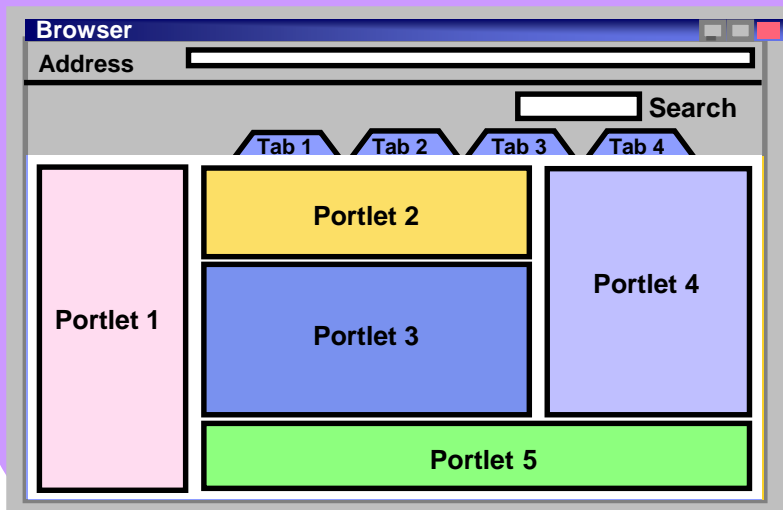

…and Integration

A definition:-   A Workplace is…

Primarily a family of integrated collaboration products which help people do their jobs more productively. Includes applications like e-mail, instant messaging, web conferencing, e-learning etc.

…and extending beyond the browser to a rich client experience in the 2.0 release

e-Learning

Team Collaboration Tools

Messaging

Document Management

Four categories of workplace capabilities
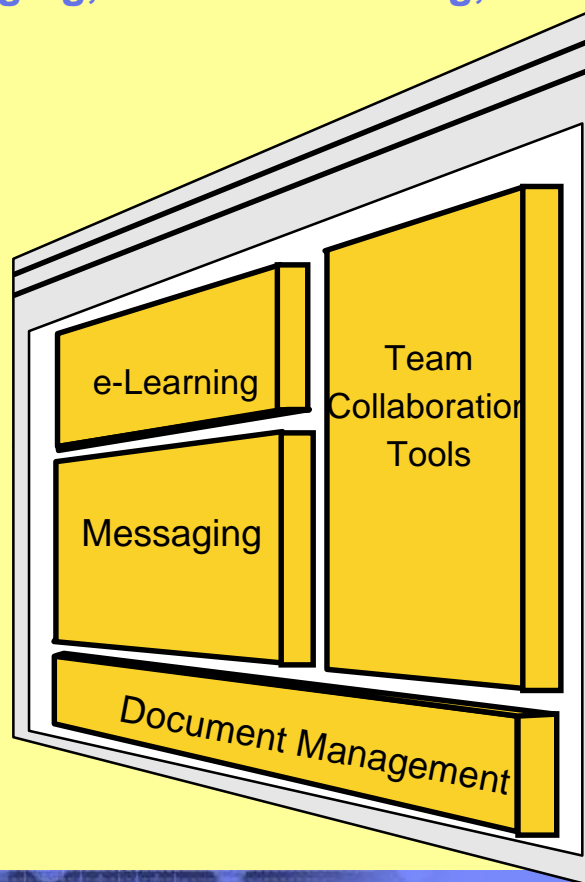
§ **Document Management**
- Web Content Mgmt
- Enterprise Document Mgmt.

§ **e-Learning**
- Training development
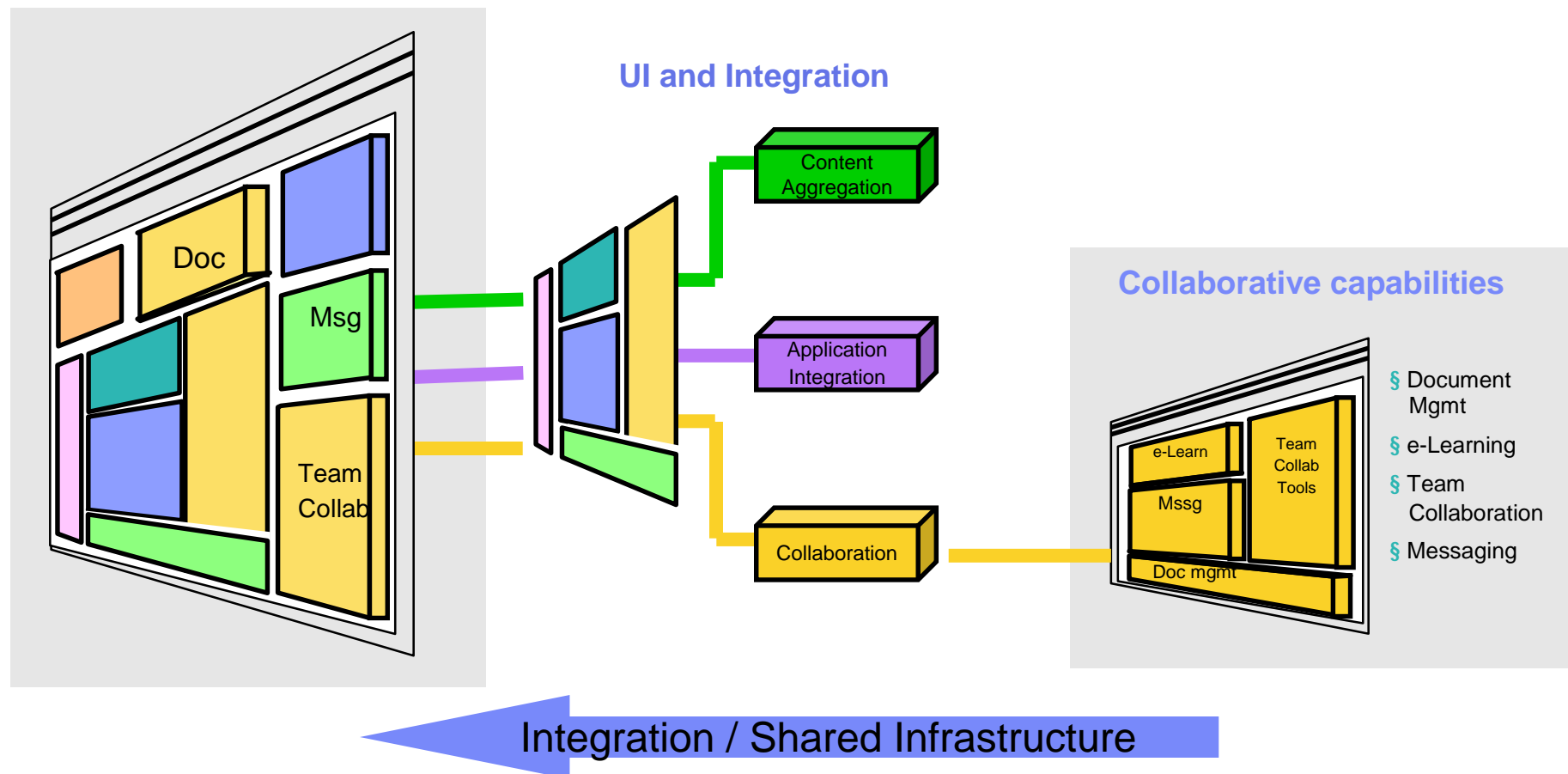- On-line training delivery
- Training Mgmt

§ **Team Collaboration**
- Instant Messaging and presence awareness
- Web conferencing
- Team spaces

§ **Messaging**
- E-Mail
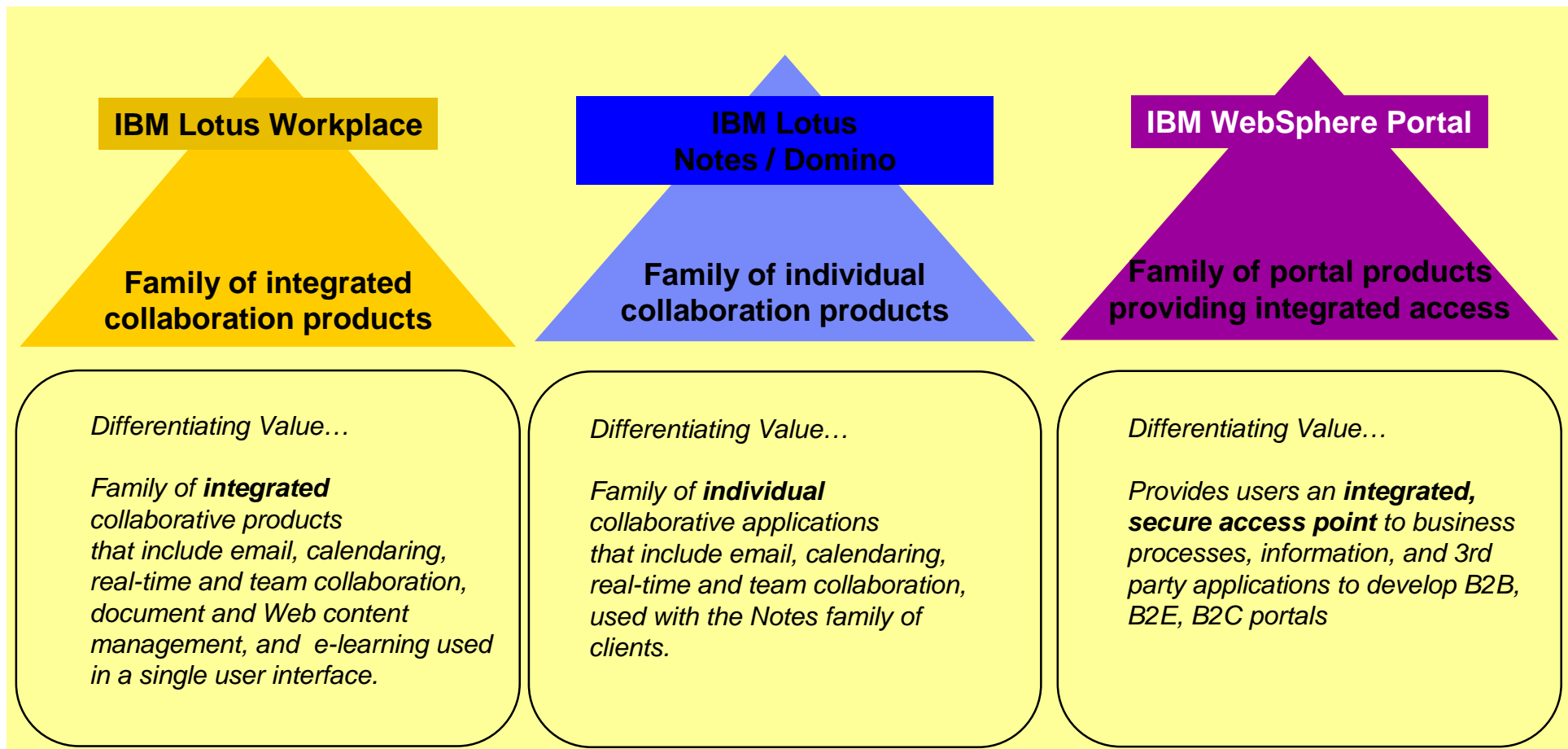- Calendar
- Personal/Public address book

… and combining Portal & Workplace:

… they make up the software foundation for an On Demand Workplace

UI and Integration

Content Aggregation

Application Integration

Collaboration

Doc

Msg

Team Collab

Collaborative capabilities

e-Learn

Team Collab Tools

Mssg

Doc mgmt

- § Document Mgmt
- § e-Learning
- § Team Collaboration
- § Messaging

Integration / Shared Infrastructure

Lotus Product Families
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IBM WebSphere Portal

Family of portal products providing integrated access

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Provides users an **integrated, secure access point** to business processes, information, and 3rd party applications to develop B2B, B2E, B2C portals

Lotus Product Families

Differentiating Roles between Lotus Workplace, Notes/Domino and WebSphere Portal

IBM Lotus Workplace

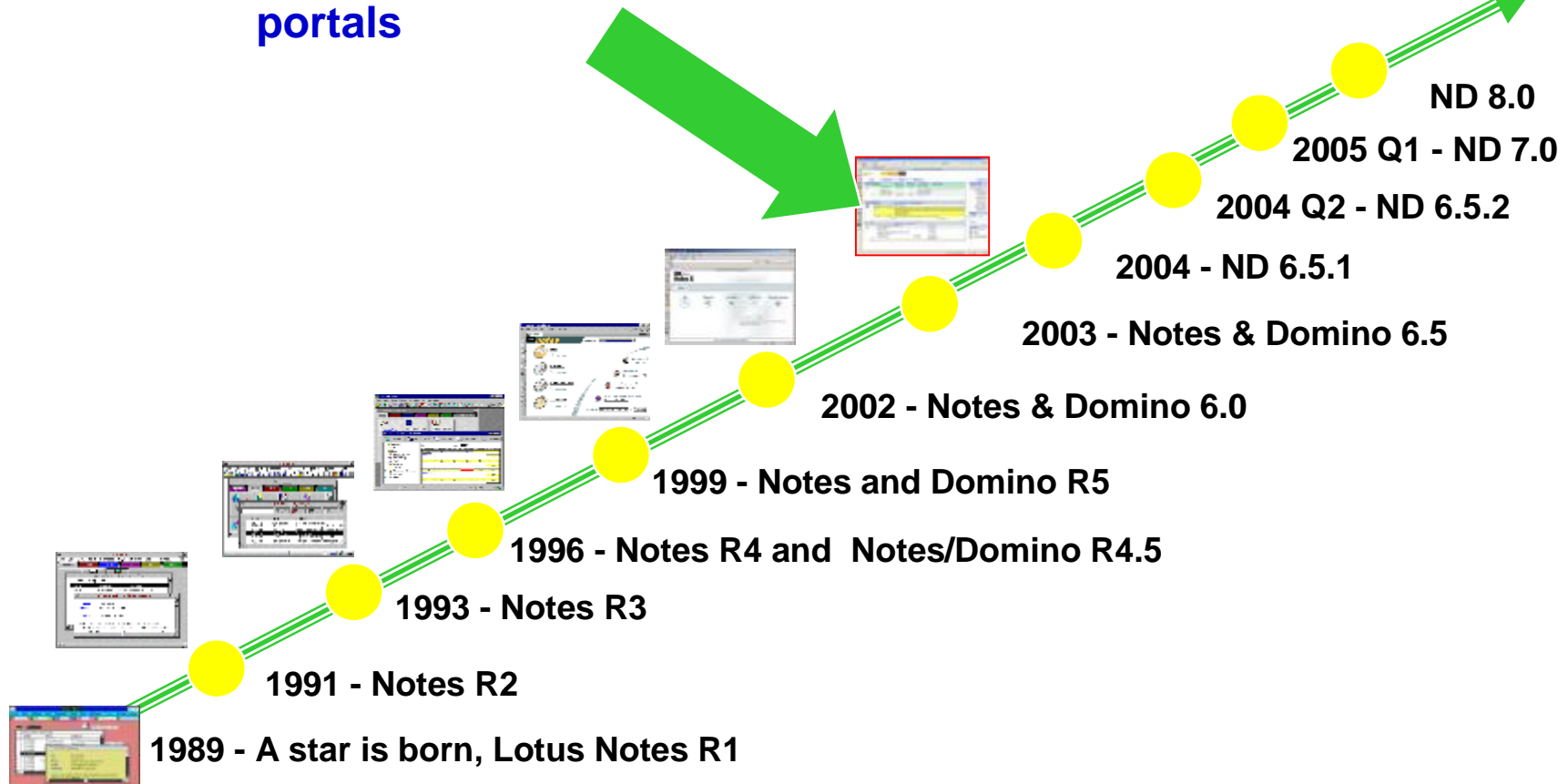**Family of integrated collaboration products**

§ *Lotus Workplace 2.0 offerings*

§ *Workplace Builder*

§ *Workplace Client Technology*

IBM Lotus Notes / Domino

Family of individual collaboration products

§ *Notes/Domino 6.5.1*

§ *Domino layered suite of 6.5.1 offerings*

§ *Notes 7&8 direction*

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Continued Leadership In Messaging and Collaboration

Extending Domino to integrated collaboration and portals

…continuing into the future

ND 8.0

2005 Q1 - ND 7.0

2004 Q2 - ND 6.5.2

2004 - ND 6.5.1

2003 - Notes & Domino 6.5

2002 - Notes & Domino 6.0

1999 - Notes and Domino R5

1996 - Notes R4 and Notes/Domino R4.5

1993 - Notes R3

1991 - Notes R2

1989 - A star is born, Lotus Notes R1

IBM Lotus Notes 6.5.1

§ Smart Upgrade

§ Improved Productivity

§ Integrated Awareness and Chat Capabilities

§ SPAM control

§ Follow up

§ Compelling TCO

§ Calendaring Enhancements

§ …
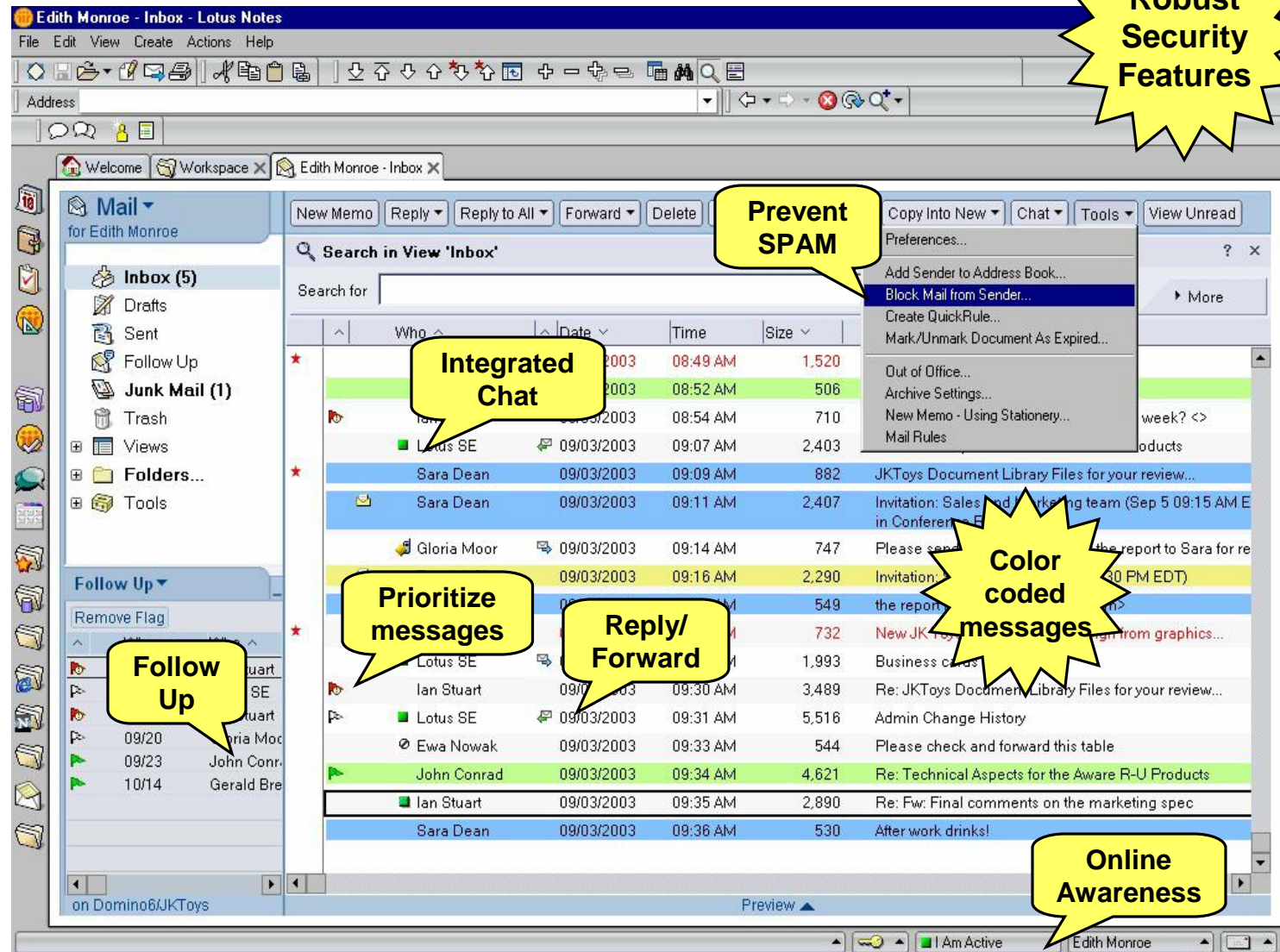
IBM Lotus Notes/Domino 6.5.1 - Optimizing the Family

§ All products validated with Domino 6.5.1 platform and current WebSphere Portal 5.02 release

§ Coordination among releases helps reduce testing of individual products and applications running on the Domino server – helping to accelerate Time-To-Value

§ Integrated presence awareness and chat include with Lotus Notes, Domino Web Access, Domino Express, and the CEO bundles that include the above clients

Core Notes/Domino Family	**Extended Products**
§ Lotus Notes § Lotus Domino § Lotus Domino Web Access (iNotes) § Lotus Domino Access for Outlook § Lotus Domino Designer § Lotus Enterprise Integrator § Lotus Domino Toolkit for WebSphere Studio	§ Lotus Instant Messaging and Web Conferencing (Sametime) § Lotus Team Workplace (QuickPlace) § Lotus Domino Document Manager (Domino.Doc) § Lotus Workflow § Lotus Workplace Web Content Management § Sample pages for Domino based products deliver a dynamic collaborative Workplace within WebSphere Portal

IBM Workplace - Launch

IBM Lotus Domino Web Access 6.5/6.5.1

Browser-based access to Lotus Domino for messaging, collaboration and PIM capabilities helps integrate people with business processes

§ First-ever, end-to-end collaborative solution for Linux

§ Integrates Lotus Instant Messaging functionality

§ New features improve user productivity

§ Helps reduce total cost of ownership

§ Improved scalability and performance

§ Provides a security-rich environment: Encrypted mail, off-line capabilities, …
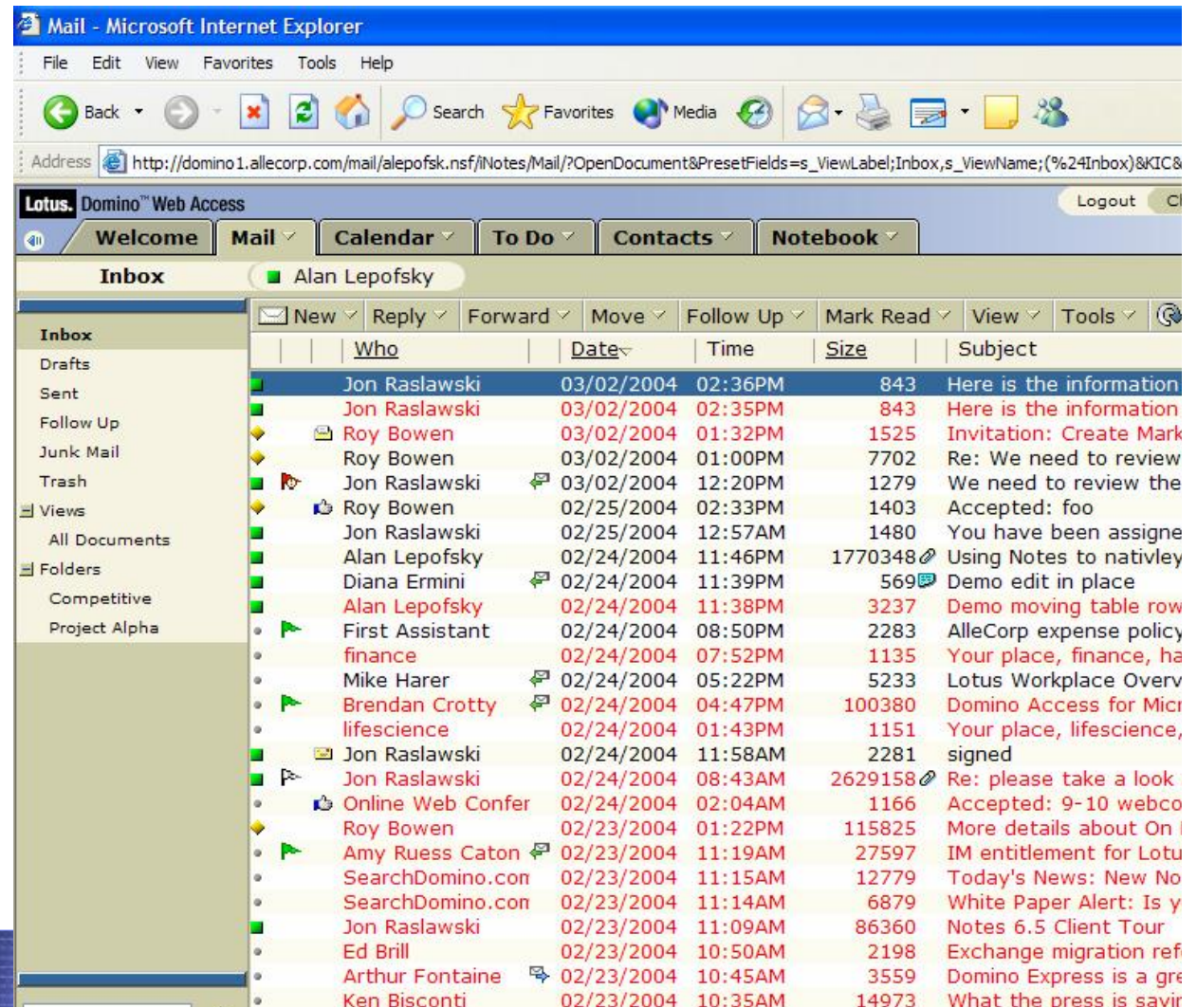
# Domino Access For Microsoft Outlook

New features

§ Capability to use MS Outlook 2000 and XP against a Domino 6.5 or 6.03 and higher server.

§ Utilizes Notes replication mechanism to synchronize the Outlook pst file with Domino for Mail, Calendar and Contacts.

   User now only accesses local data – improves performance

   IMAP/iCal support replaced by NRPC

§ Provides capability to decrypt Notes and X509 mail.

§ Provides access to key Domino preferences from within Outlook.

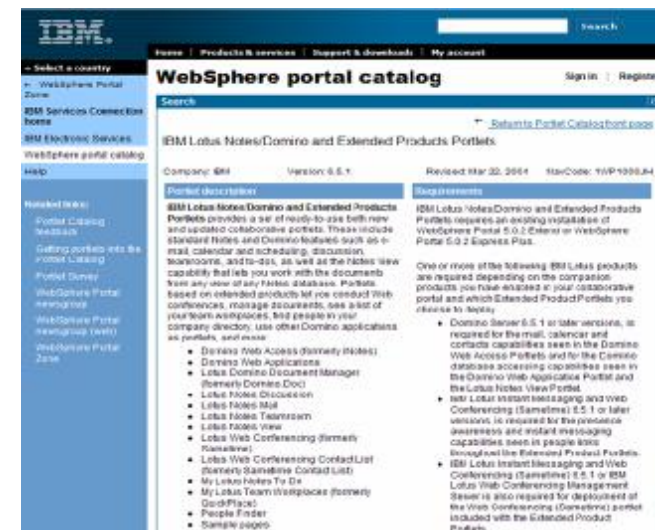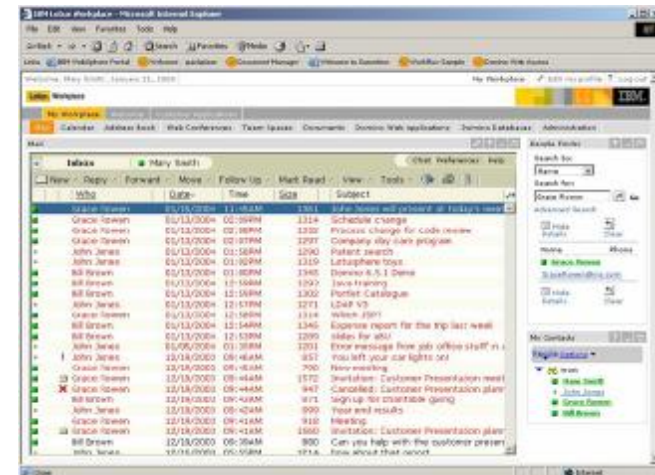§ Data migration between Exchange and Domino has been improved

Benefits

§ Accommodate Outlook client on desktop

§ Low user retraining

§ No costs associated with desktop change
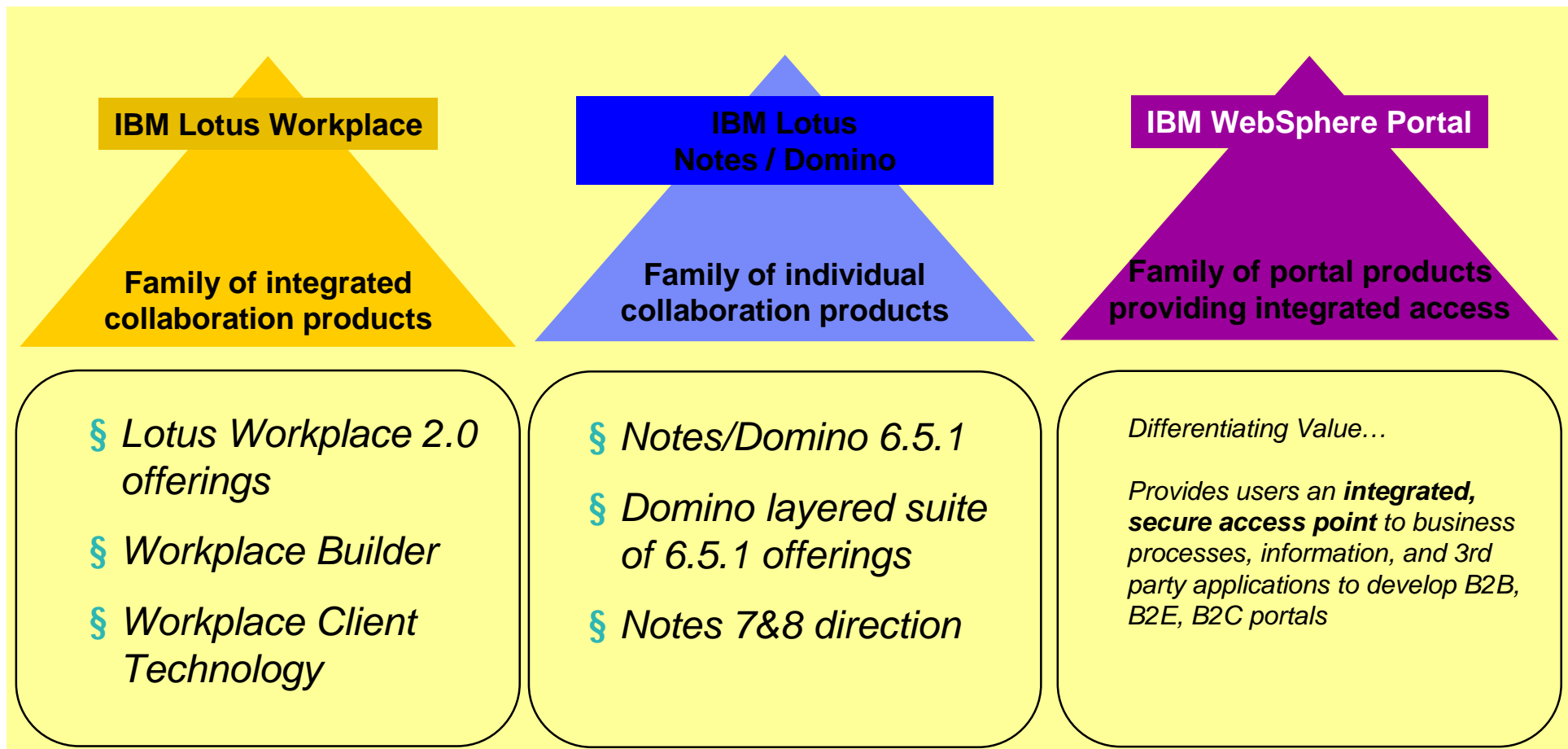
§ All the benefits of Domino

IBM Workplace - Launch
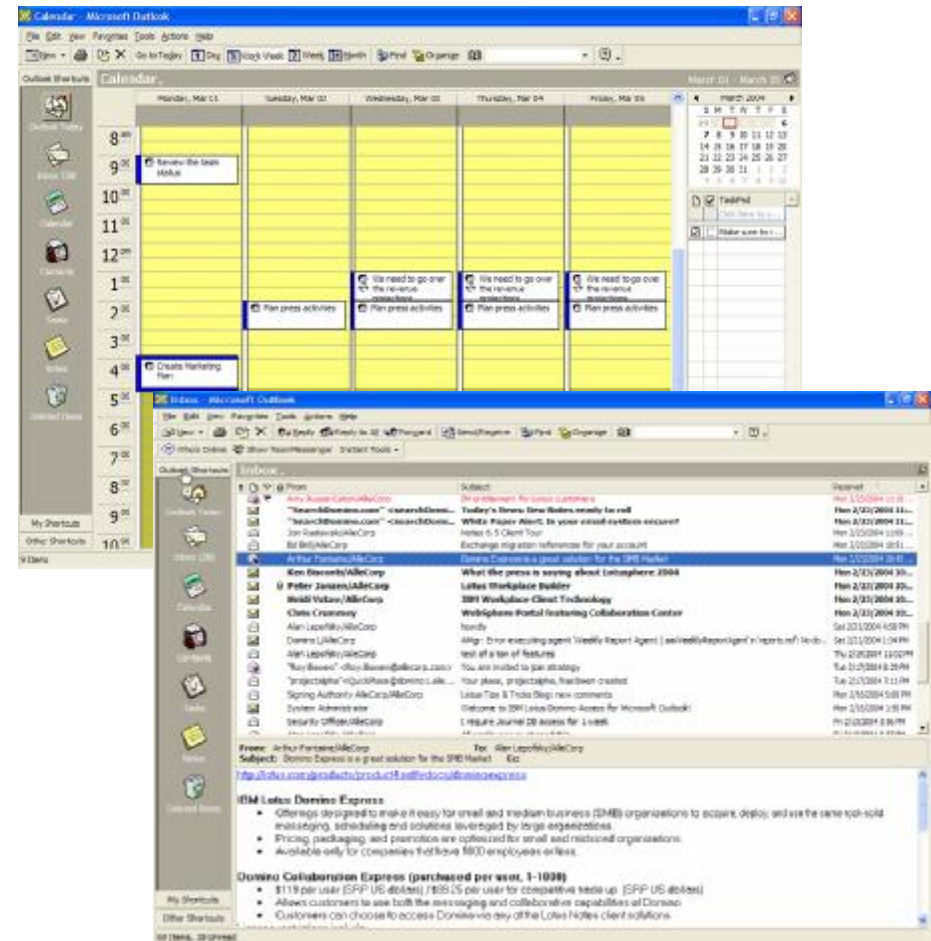
Domino Family Portlets

§ Applies Workplace principles to Notes & Domino product line

§ Demonstrates the continuing value and investment in Notes/Domino and the extended products

§ Appearance of Portlets and Sample Portal Page will be consistent with Lotus Workplace

§ Portlets will be tested with Domino 6.5.1 and Portal 5.0.2 , **and future versions of WebSphere Portal as they are released**

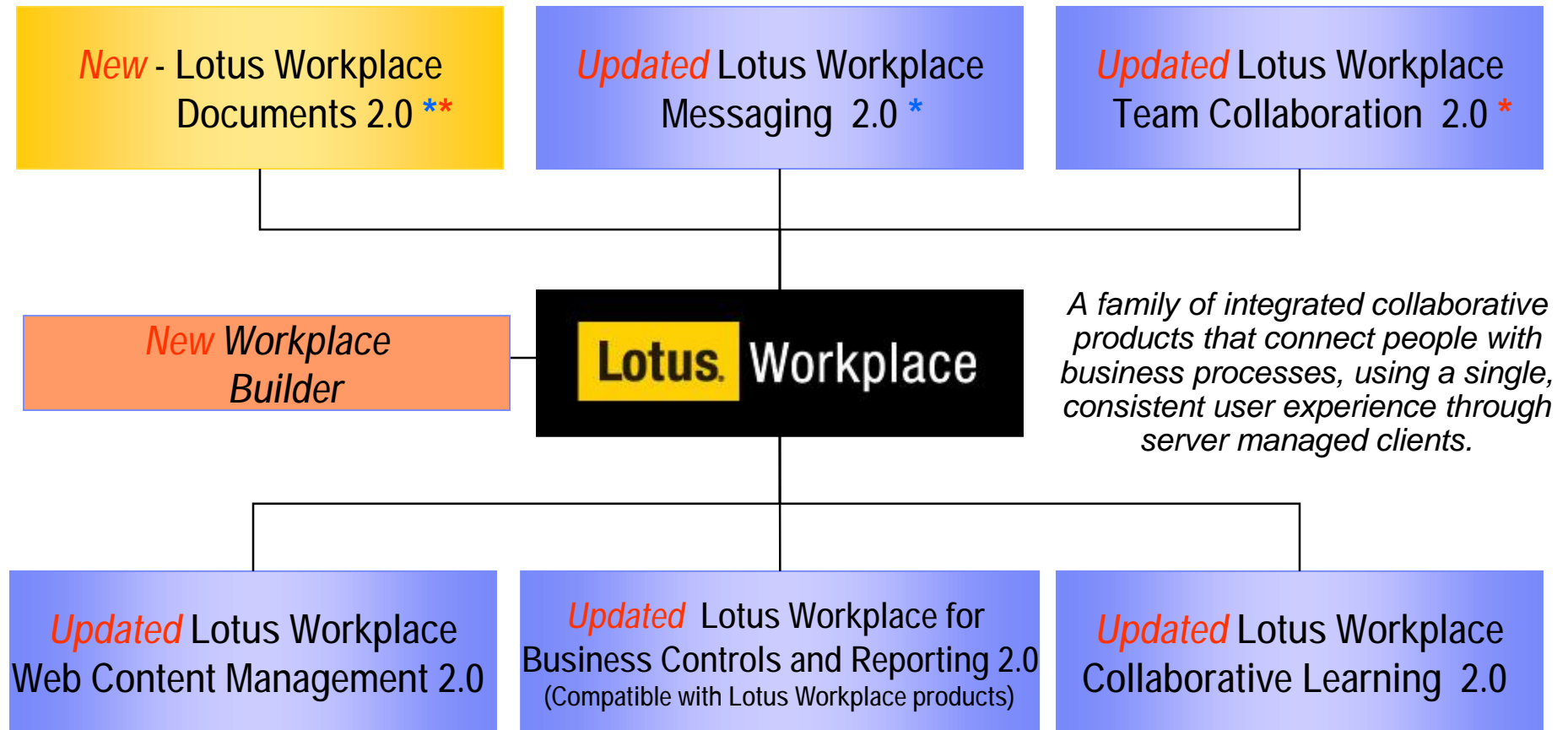§ Domino 6.5.1 will be supported with Portal 5.0.2 **and future versions of WebSphere Portal as they are released**

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Announcing Today…Collaborative Products & Capabilities

New - Lotus Workplace Documents 2.0 **

Updated Lotus Workplace Messaging 2.0 *

Updated Lotus Workplace Team Collaboration 2.0 *

New Workplace Builder

Lotus Workplace

A family of integrated collaborative products that connect people with business processes, using a single, consistent user experience through server managed clients.

Updated Lotus Workplace Web Content Management 2.0

Updated Lotus Workplace for Business Controls and Reporting 2.0 (Compatible with Lotus Workplace products)

Updated Lotus Workplace Collaborative Learning 2.0

Utilizing IBM Workplace Client Technology
* Includes the new *Workplace Builder*

Tools for Workplace Applications

Create
Workplace components and applications

Available Now

Rich Portlet Builder

Extend Domino and other exiting application's function with generated UI

Available Now

Designer

Create simple Forms & Views functionality Domino Designer now + Workplace "Designer" future

Available Now

WebSphere Studio

Create custom UI and function with Workplace Client Technology framework

Application Compatibility

Assemble
Components, templates and customize applications

Workplace Builder

Deploy
to IBM Workplace

Server

On demand provisioning of IBM Workplace Client Technology components

Future

Client

§ **Non Native components rendered using WSRP (Web Services Remote Portlet Protocol)**

§ **Foundation for Notes 8.0 (Notes applications run un-modified on the Workplace client)**

Lotus Workplace builder – powerful end user tool

Customize and create new Workplaces, templates or forms for specific business purposes

§ **Self-service tool designed for business users to easily work with the Workplace templates included with a specific product,**

  - Create an application from a template without coding

  - Customize workplace applications

  - Create and modify templates

  - Administrative controls defined by policy

  - assign access controls or create new forms without having to rely on IT

§ **Benefits**

  - Reduce costs for developing collaborative applications - can be built by business users with a browser

  - Reduce time to value – templates may be reused and modified

  - Lower IT Costs - self-service administration by the business owner for creation and access control

  - Ease the learning curve - uses familiar portal tools by sharing a common layout with WebSphere Portal

  - Reuse existing applications and content – Notes/Domino, SAP, JDBC, HR, etc.

§ Available with Lotus Workplace Team Collaboration 2.0
§ Available with Lotus Workplace Documents 2.0
§ Available for rest of portfolio in upcoming releases

IBM
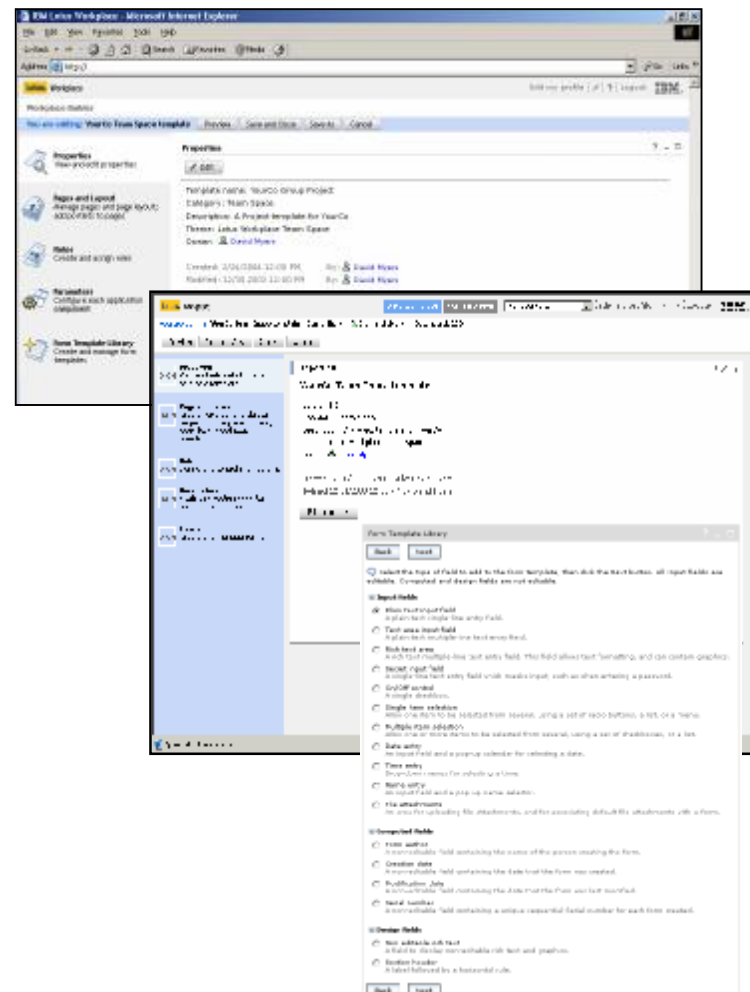
Key Deliverables Expected within next Twelve Months

2Q04	3Q04	4Q04	1Q05	2Q05

Lotus Workplace Products 2.0

- Rich Client (including disconnected)
- Collaborative Documents
- Workplace Builder
- Enhance 1.1 products

IBM Lotus Notes/Domino 6.5.1 products

- Synchronize Domino family products
- Domino Based
- Lotus Instant Messaging & Web Conferencing
- Lotus Team Workplace
- Domino Document Manager

Lotus Workplace Products 2.5

- iSeries, Solaris Server Support
- Expanded Data Store Support
- Continued API build-out
- Enhanced Tooling
- Rich Clients for Portlets
- ISV Tools for Rich Client Applications
- Mobile Rich Client
- Tech preview for Notes/Domino plug-in for Linux

IBM Lotus Notes/Domino 7.0 products

- Tighter integration between Domino family applications
- Tighter integration with Workplace
- Continued focus on TCO
- Administration, performance and scalability improvements.
- Enhanced Application Development with DB2 storage and native web services
- Workplace for Notes Application

WebSphere Portal Enable & Extend 5.02

WebSphere Portal Express & Express Plus 5.02

WebSphere Portal V5.0x

WebSphere Portal 5.1

WebSphere Portal Enable & Extend for z/OS V5.1

IBM Workplace - Launch

Early Adopters of Workplace Client Technology

IBM Workplace Client Technology Project Office

§ **What the Project Office will do:**

Drive successful sales execution for all Workplace Client sales engagement in 2004

Provide a methodology for introduction of the technology including a fee-based pilot offering

Manage customer pilots to ensure successful roll-out and design partner feedback

Answer/Route inquiries specific to IBM Workplace Client Technology opportunities

Provide a focal point for resources, tools and content necessary for success

Act as a resource for Qualification, Preparation and installation of Workplace Client technology on live customer infrastructure

Leverage existing teams to help manage communication and enablement efforts

§ **How to Reach us:**

IBM Workplace Client Technology Project Office Intranet Page
 http://w3-3.ibm.com/software/persite.nsf/SWGFeature/client_technology

Email the WCT Project Office at: **WCT PO/Raleigh/IBM** or **wctpo@us.ibm.com**

Lotus Software Tools Strategy –
Expand the Developer Population by Addressing a Range of Roles

Enable different types of users with different skills

Optimize tools for each platform

Make platforms and tools work well together

LOB Business Users/Administrators

ü Require easy to use, task-oriented tools

ü Workplace Builder

LOB Developers

ü Require highly productive, visual tools

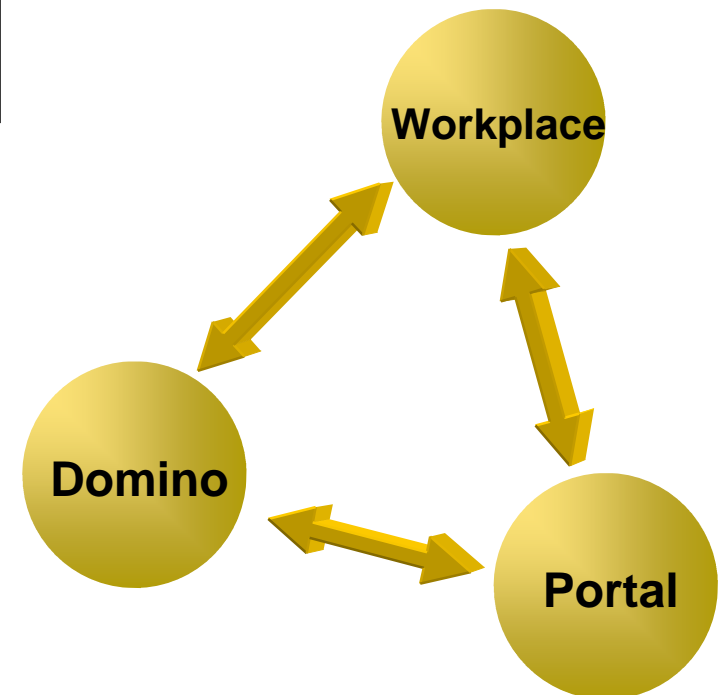ü Domino Designer & Lotus Enterprise Integrator

ü Workplace "Designer"

J2EE Developers

ü Require powerful extensions to the platform

ü WebSphere Studio + Toolkits

Workplace

Domino

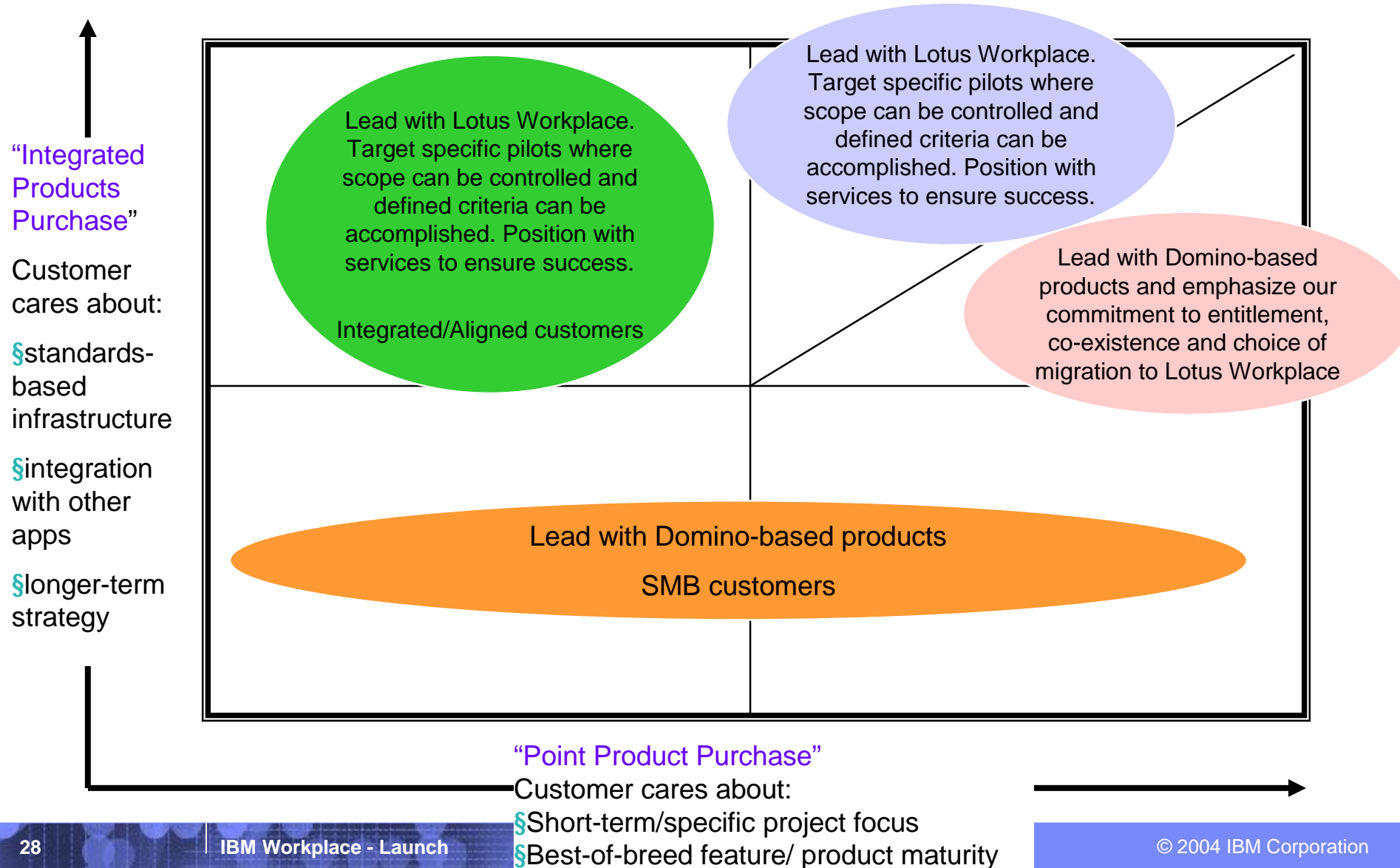**Portal**

Target customers for Lotus Workplace products 2.0

New customers

§ New customers that havent purchased Collaboration, Learning, Web Content Management or Email for all users !

§ Focus your prospecting efforts on new license sales to:

- Customers committed to J2EE/open standards
- WAS and/or Portal upsell
- DB2 CM upsell (natural front end to CM)
- Domino customers that <u>haven't</u> bought our advanced collaboration products
- Microsoft customers disillusioned with vendor lock-in, hidden pricing and licensing costs

§ **2.0 products are NOT** targeted to migrate existing Notes, Lotus Instant Messaging & Web Conferencing (Sametime), Lotus Team Workplace (Quickplace), Domino Document Manager etc customers

§ **CIO** who has a vested interest in reducing costs across the multiple collaboration infrastructures in place today

- Help your customers understand Lotus Workplace DRAMATICALLY simplifies how IT organizations will manage collaboration in the future
- Focus on integration and leverage of existing directories, databases, platforms, LDAP, Domino applications, WebSphere environment

§ **LOB** executive that wants to reduce the complexity and hassles users have to go through to get the job done

Workplace or Domino family for new customers?

2004 guideline for what to sell when based on your customers needs

"Integrated
Products
Purchase"

Customer
cares about:

§standards-
based
infrastructure

§integration
with other
apps

§longer-term
strategy

Lead with Lotus Workplace. Target specific pilots where scope can be controlled and defined criteria can be accomplished. Position with services to ensure success.

Integrated/Aligned customers

Lead with Lotus Workplace. Target specific pilots where scope can be controlled and defined criteria can be accomplished. Position with services to ensure success.

Lead with Domino-based products and emphasize our commitment to entitlement, co-existence and choice of migration to Lotus Workplace

Lead with Domino-based products

SMB customers

"Point Product Purchase"
Customer cares about:
§Short-term/specific project focus
§Best-of-breed feature/ product maturity

For more information…

See our Web sites

www.ibm.com IBM home page

www.ibm.com/lotus   Lotus software home page

www.ibm.com/lotus/workplace   Lotus Workplace home page

Whitepapers *(coming soon)*

Lotus Workplace 2.0

Lotus Workplace Capacity Planning and TCO

IBM Workplace Client Technology—Strategy

Red Books *(coming soon)*

IBM Workplace Client Technology – Technical Overview

IBM Workplace Client Technology – Technical Overview and Sample Apps for ISVs

IBM Workplace Client Technology – "How to Guide" for ISVs

And much, much more…