

Harnessing the power of social software to

# DRIVE YOUR SUCCESS

Successful organizations need to make bold changes, integrate globally and innovate beyond customer expectations.<sup>1</sup> Whether you need to expand into new marketplaces, change your business models, improve efficiency or understand your customers better, you're going to need help.

Fortunately, you need only harness the social capital and collective intelligence of your employees, partners and customers. They already have the expertise and knowledge to tackle these challenges and adapt quickly—they just need a way to share their insights and connect with the right people. That's where social software comes in.

IBM Lotus® Connections social software for business helps people discover the expertise they need, by connecting people to dynamic networks of coworkers, customers and business partners. These networks become vibrant professional and customer-focused communities where people can collaborate with the right people to deliver results, quickly.

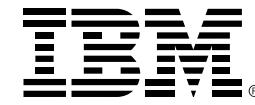
## Lotus Connections software is good for the business—and it's good for you

Today's work environment is characterized by pressure to do more with fewer people. Projects and organizations are constantly changing. Travel budgets are restricted. You also have to manage your career and make sure you get the exposure you deserve. It isn't easy.

Lotus Connections social software can help you participate in a powerful, professional network to help you exceed these challenges. It allows you to connect to communities of knowledge based on your needs, your role and the way you want to work. Spend less time looking for information and more

time working with the experts in your organization. It also helps increase the visibility of your expertise, so your value and talents can be better recognized.

Lotus Connections software provides you with an integrated Web 2.0 user experience and can also be used with the e-mail, instant messaging, portal and other software that you may already be using. Lotus Connections software fosters an integrated, collaborative network that can help you uncover information and expertise faster.



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06-08  
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- 1 *The enterprise of the future*, IBM Global CEO Study 2008, IBM, May 2008.
- 2 Use of the Socialtext and Atlassian wikis with Lotus Connections is optional. Users who wish to use these wikis with Lotus Connections software are responsible for supplying them.
- 3 Use of Lotus Sametime Advanced with Lotus Connections is optional. Lotus Sametime Advanced is a separately licensed offering.

Communications and collaboration solutions  
To support your business objectives

Lotus software



**Discover expertise. Deliver results.**

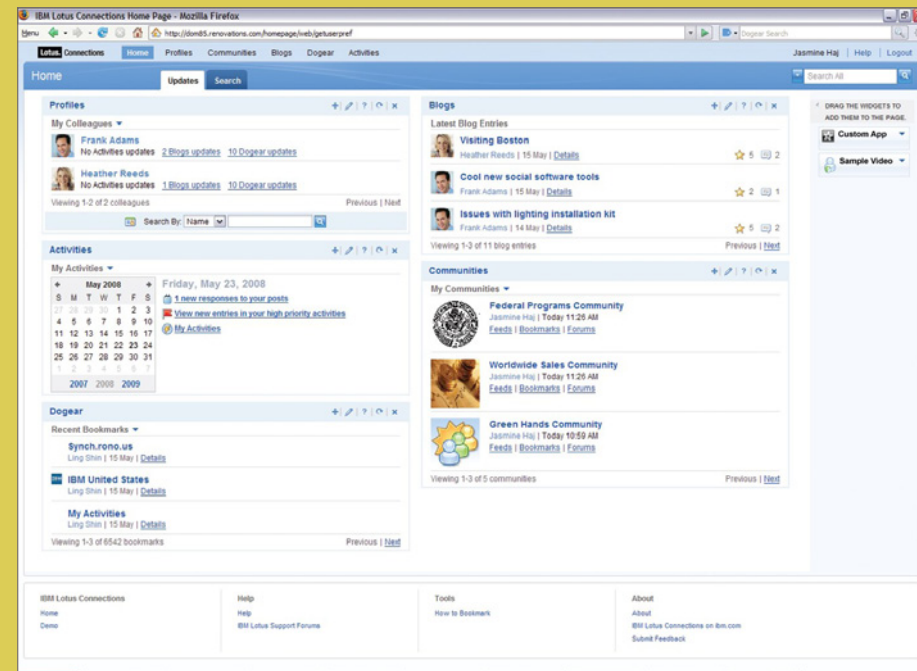
*IBM Lotus Connections software*

## HOME PAGE—for a quick view of your social world



The home page provides you with a “one-stop shopping” view of Lotus Connections software, including:

- Communities to which you belong, noting those that have been recently updated.
- A to-do calendar.
- A quick view of activities you own or in which you participate.
- Responses and new entries in your activities.
- Recent blog entries and popular bookmarks.



The Lotus Connections home page places a broad spectrum of social data at your fingertips.

## PROFILES



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

- Build a network of colleagues with whom you want to stay in touch.
- Find the right people based on their talents, organization, location, name or tags.
- Complete tasks swiftly by quickly locating experts and decision makers.
- Establish business contacts and expand professional networks across organizational boundaries.
- Display the profile data that is important to your organization using the terminology that is relevant to your business.

## COMMUNITIES



Communities allows you to work together by exchanging and sharing information with people who have common responsibilities or expertise. Communities enables you to:

- Create, find, join and hold discussions with specific communities.
- Share bookmarks and interact with other members.
- Collaborate using wikis from Socialtext and Atlassian.<sup>2</sup>
- Chat with and send broadcast messages to a community using IBM Lotus Sametime® Advanced software.<sup>3</sup>
- Navigate to community member 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. With blogs, you can:

- Increase the value and visibility of your subject matter experts by giving them a tool that facilitates knowledge sharing among many people, helping to eliminate the delays and costs of one-off requests.
- Recommend blog entries and notify others of entries they might find useful.
- Foster innovation through the exchange of ideas and input from many perspectives.

## DOGEAR



Dogear enables you 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 you need.
- Quickly find information that has been tagged and prequalified by people in your network.
- Subscribe to and search community and experts' bookmarks to keep up with the latest, most innovative thinking.
- Send and receive notification of interesting bookmarks.

## ACTIVITIES



Activities enables you to utilize your professional network to execute tasks that grow your bottom line. With activities, you can:

- Organize your work, plan next steps and tap professional networks to complete assignments more efficiently.
- Manage and expedite projects by tapping profiles to find other experts and listing to-do tasks for specific team members.
- Exchange task-related information, easily, in a central location, to reduce miscommunication and inefficient e-mail threads.
- Capture best practices by creating custom activity templates and sharing them with others.

# WHY IBM LOTUS CONNECTIONS SOFTWARE?

IBM provides six components that deliver value individually, and join together to help you meet the business and professional challenges of the future. Because these capabilities are so easy to use, you can accelerate adoption of social software in an environment that you control. Plus, Lotus Connections software delivers the scalability and security you will need as your communities and business grow. And your business has the best chance of advancing when you can harness the power of innovative ideas from your employees, partners and customers.

## For more information

For more information about services that support Lotus and IBM WebSphere® Portal products, go to:

[ibm.com/software/lotus/services](http://ibm.com/software/lotus/services)

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](http://ibm.com/lotus/connections)