



## IBM LotusLive: A Social Networking and Collaboration Platform for the Midmarket



**Redguides**  
for Business Leaders



Kelly Schmotzer  
Brian J. Donovan

- Become a social business to better engage your business network
- Create a security-rich collaboration solution, integrating with your applications
- Exploit cloud-based delivery of services to help control your IT budget





## Executive overview

Success in today's marketplace is about attracting new customers, but also about retaining existing customers. In many cases existing customers can sell your goods and service better than you can. This fact makes it vital to nurture relationships with existing customers and business partners. In fact, they can often tell you how your products can be improved.

Each business, whether it realizes it or not, has a business network. This network consists of any businesses or individuals that participate in the creation or use/consumption of their products. Many businesses realize that this network has a direct impact on their business and that the agents in this network know the shortcomings and additional ways to use its products.

Surprisingly, sharing information is a great way to make better business decisions. Getting feedback from your business network can be essential to understanding the problem completely and the ramifications of your decisions. Businesses no longer have the luxury of autocratic decision making. Communication and collaboration with people inside and outside your business is critical to your business's success.

The question becomes how does the business nurture its business network, so that it can retain and grow its customer base, get feedback used to improve its products and services, and share key information so that it can excite and engage its customers and partners. The answer to this question must always be tempered with the critical issue of cost containment and IT resource management.

IBM® LotusLive™ is a portfolio of online services that deliver scalable, security-rich email, web conferencing, and collaboration solutions, enabling you to interact with your employees and business network without in-house IT resource requirements. It is a cost-effective way to communicate better with your employees and business network. With LotusLive you benefit from essential and effective collaboration tools in a securely designed environment that helps simplify and improve your daily business interactions with customers, partners, and colleagues.

This IBM Redguide™ publication highlights the IBM LotusLive services, including details about the business need and business value of these services. It provides a scenario showing how these services can apply to your business and presents a high-level discussion of the LotusLive cloud-based architecture.

## What is the business need

If you answer *yes* to any of the following questions, you have the business need for a better social networking and collaboration platform.

- ▶ Are you finding it difficult to collaborate beyond your firewall with customers and partners?
- ▶ Do you need to cut back on travel expenses, even to key partners and customers, but still need a way to communicate in depth with those people?
- ▶ Do you lack the IT resources necessary to deploy and manage a social media and collaboration environment?
- ▶ Do you need to share large files both inside and outside your business?
- ▶ Do you need better collaboration services but cannot afford the capital or operating expenses associated with an on-premise solution?
- ▶ Do you need to reduce the cost of providing email, while still improving quality of service?
- ▶ Do you need to transition away from complex IT environments that require expensive administration to ensure high quality of email service and timely release upgrades?

IBM LotusLive services can provide the ultimate solution to any of the issues underlying these questions. It is world-class online collaboration and social networking services that enable you to connect to and interact with your customers, partners, and personnel.

Let us look at this scenario to better understand how LotusLive can provide you with online collaboration for your business.

### **Scenario: Business requires collaboration or social media but IT cannot deliver**

What IT organization is not overloaded with work to do? IT organizations are often bogged down with maintenance and day-to-day activities and do not have much time left for work on projects that affect the ever-changing business needs. In today's marketplace, the business that survives and grows is the one that takes advantage of technology to open its business to a wider customer set and can attract new partners and service providers.

Social media is the new way to attract business and communicate with trading partners. It seems that everyone is connected to the web and looking for ways to build better relationships with existing and potential customers. However, businesses often lack the IT resources to deploy and manage the infrastructure needed.

Businesses often do not have IT resources available to explore the value that social media can have on the business. An already overloaded IT team does not have the time necessary to perform the necessary sizings, let alone maintenance and upgrades that will be needed over time.

The IBM LotusLive offering makes business innovation through social media and collaboration possible by providing immediate access to these services. With LotusLive you have the ability to quickly deliver these services at a predictable cost and with no capital expenditure for IT resources (hardware, software, and personnel).

## What is the business value of LotusLive

Traditionally, businesses have purchased email and collaboration software that is installed and maintained on-premises. This approach requires them to budget for the purchase of the IT infrastructure. Often these environments require a dedicated IT staff to support this IT environment. These collaboration solutions might work well for their internal environment, but they might not provide an effective means to communicate with customers and partners. To interact with these people, your employees might need to travel to meetings, an additional expense.

LotusLive can solve social media and collaboration related problems by:

- ▶ Delivering the right email service at a price matched to user needs
- ▶ Enabling collaboration across the company and with key customers and trading partners without adding IT staff, hardware, and software
- ▶ Freeing up IT staff, allowing them to focus on strategic business initiatives
- ▶ Providing the means to incorporate social networking into your business, so that your business network can be extended to include customers, partners, and suppliers
- ▶ Accelerating the delivery of business applications for competitive advantage by increasing the sharing of information between teams and team members
- ▶ Reducing travel expenses by providing other means to communicate and facilitate team productivity

LotusLive is a group of collaboration and social networking tools and services, which are delivered in a securely designed environment. LotusLive:

- ▶ Provides a low-cost means of keeping pace with IT advancements, without all the expense of bringing this technology on premise
- ▶ Replaces fixed capital expenses with costs based on need
- ▶ Creates a dynamic environment that is scalable on demand
- ▶ Opens a means of communication with a wider business network including customers and partners
- ▶ Minimizes the IT resource needs

By selecting LotusLive cloud-based services, your business can work more efficiently and provide your social network with a level of trust and security that is associated with IBM.

## Overview of LotusLive architecture

LotusLive is a cloud-based social networking and collaboration platform composed of various services. A cloud-based architecture *is a new consumption and delivery model based on the web*. To better understand this new architecture, consider these ways that cloud computing can affect your IT service delivery:

- ▶ User experience, business applications, data, and IT resources are provided as an on demand service.
- ▶ IT infrastructure is extended because cloud computing provides resources to enhance your processing power as needed.

- ▶ IT complexity and expenses are reduced because you are obtaining computing services through the network instead of from locally managed software and systems.
- ▶ Respond quickly to a changing business environment because you can use the cloud computing capabilities, which provide additional resource availability and expandability.

LotusLive is provided using the Software-as-a-Service (SaaS) model, which saves you the expense of added hardware and software on premises. For clarification, the SaaS model delivers business applications and services and the underpinnings necessary to run those applications and services. Figure 1 shows that various teams and individuals within your business, your customers, and your partners can work together and share information using LotusLive services. Figure 1 also shows that your business applications can interact with LotusLive to share data and business rules.

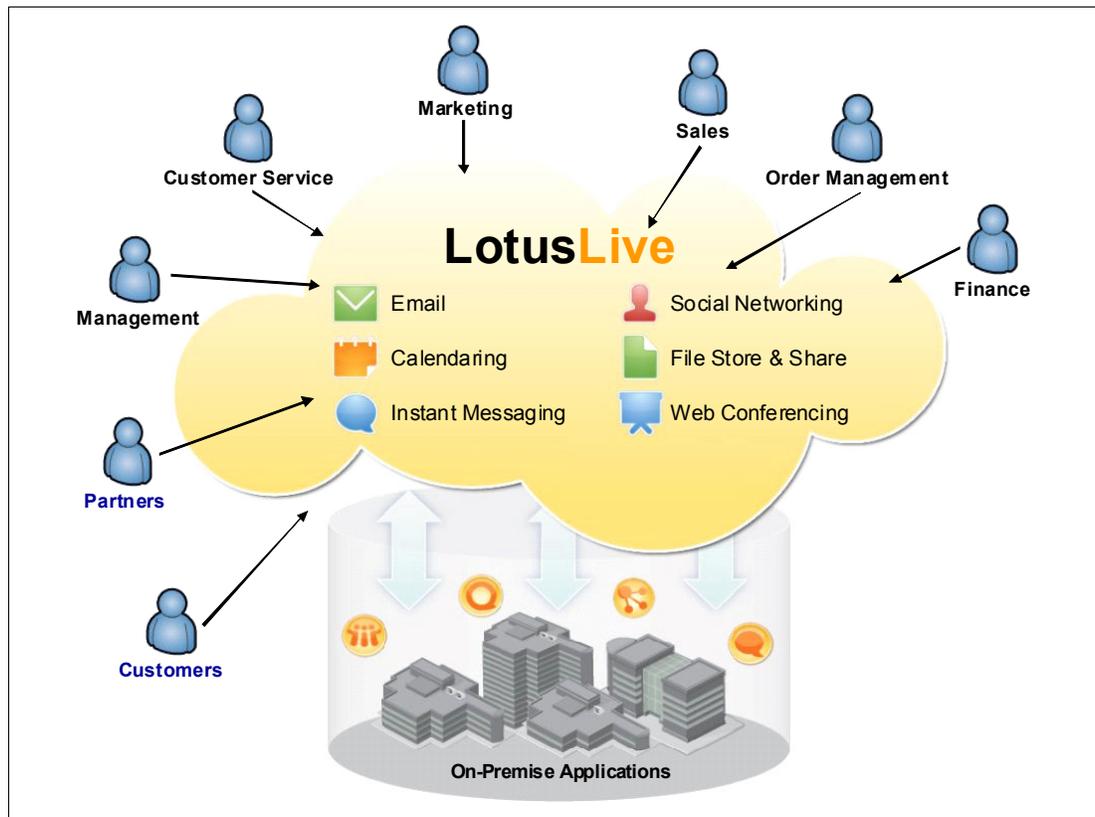


Figure 1 LotusLive architecture

LotusLive provides robust security features, drawing on the IBM worldwide experience with delivering security-rich business-ready services. LotusLive provides comprehensive policies on privacy and client data protection. The pillars of LotusLive security features are:

- ▶ Security-rich infrastructure.  
Having security built into the base, ensuring a secure environment, starting from the hardware up through the middleware and into the applications.
- ▶ Policy enforcement points provide application security.  
The ability to customize your security policy allows you to apply your security standards to the environment. This ability ensures that you have better control of your security options.
- ▶ Human-centered security helps keep the user in mind.  
Each individual has particular information and application access needs. It is important to be able to provide the correct level of security for each person/job role.

Information protection through governance, tools, technology, and personnel is vital to creating a secure environment. IBM created LotusLive relying on its experience in these areas. You need someone who you can trust with your data, information, and access to these services. IBM is your trusted provider. You can rest assured that the governance policies and security offering are based on years of IBM experience and are supported by IBM personnel with expertise in security.

The LotusLive services support these key areas:

- ▶ Collaboration
  - *LotusLive Engage* is a web collaboration and business networking suite of services including online meeting services, file store and share capabilities, instant messaging, and other services.
  - *LotusLive Connections* is a collaboration environment that includes services such as profiles, activities, files, and instant messaging.
- ▶ Email
  - *LotusLive Notes*<sup>™</sup> is a full-featured, security-rich email service designed for business and delivered by IBM. Users are able to access the service directly over the internet in by way of the Notes client, the LotusLive Notes web browser, or both.
  - *LotusLive iNotes*<sup>®</sup> is an online webmail service featuring the essential email, calendaring, and contact capabilities.
- ▶ Web conferencing
  - *LotusLive Meetings* is a full-featured online meeting service that has integrated web, voice, and videoconferencing.
  - *LotusLive Events* provides an online event management service including registration, promotion, post-event follow-up tools, and more.

LotusLive also offers integrated partner solutions that appeal to cross-functional business disciplines such as sales, manufacturing, administration, and human resources. To learn more about the LotusLive Integrated Apps partners and their solutions, see the following website:

<https://www.lotuslive.com/en/catalog/integratedapps>

## LotusLive Engage

LotusLive Engage provides integrated web collaboration and business networking services, including online meetings, communities, files, activities, and instant messaging. If you are looking to collaborate outside your own business, expand your network, and potentially discover new business opportunities, consider LotusLive Engage. LotusLive Engage delivers the services to extend the web meeting experience by developing online communities.

You can:

- ▶ Store and share files securely.
- ▶ Host a web meeting via an always-ready meeting room.
- ▶ Create activities to share with others.
- ▶ Use instant messaging to chat with other LotusLive users.
- ▶ Create your own customized surveys (based on templates).
- ▶ Track contacts, important dates, and events.
- ▶ Establish communities where you can tag information, share bookmarks, create activities, and use a discussion form.

## LotusLive Connections

LotusLive Connections is a set of web-based collaboration services combined with social networking capabilities. With it you can share and edit information and manage activities easily with a person or a large community located both inside and outside of your business. You can connect to anyone in the IBM business network to build your contacts and drive new business opportunities. LotusLive Connect provides these main services:

- ▶ People: Social network with others in business.
- ▶ Files: Store and share files beyond your business.
- ▶ Activities: Introduce projects, track meeting to-do lists, and brainstorm.
- ▶ Instant messaging: Real-time text chat with business contacts and colleagues.
- ▶ Communities: Share resources such as bookmarks, tagged information, and forums with people who have common interests or similar responsibilities, or who want to collaborate on a joint project.

## LotusLive Notes

LotusLive Notes is a full-featured email service designed for business and delivered by IBM. Users are able to access the service directly over the internet by way of the Notes client, the LotusLive Notes web browser, or both. And Notes is available on the go with mobile options. LotusLive Notes capabilities are designed to help users focus on high-priority work, locate information with ease, share information efficiently, and collaborate in real-time to help make faster decisions.

## LotusLive iNotes

LotusLive iNotes is an online webmail service featuring essential email, calendaring, and contact capabilities. It can operate with your existing on-premise email solution or operate as a stand-alone solution. If you are looking to extend your email service to all employees, some of whom might not be technology savvy, LotusLive iNotes is the way to go. It is ideal for employees who do not currently have email and who do not need all the features that a robust email solution can offer.

## LotusLive Meeting

LotusLive Meeting is a full-featured online meeting service, integrating web and videoconferencing. A web conference can support a few to hundreds of participants. LotusLive Meeting enables you to share your desktop, conduct demos, and deliver presentations in the meeting. Minimal lead time is needed to have a meeting. You can set up a meeting wherever and whenever you want. All that is needed to have a meeting is a web browser.

## LotusLive Events

LotusLive Events is a professional online event management service, with the full-featured web conferencing service of LotusLive Meetings. This service gives you all the tools that you need to manage registration, host your event, and follow up with post-event analysis. LotusLive Events helps you focus on your event rather than all the technical details of setting up and managing an event.

## The LotusLive collaboration suite

The new IBM collaboration suite of LotusLive Notes and LotusLive Engage combines enterprise-class email, calendaring, instant messaging, web conferencing, file sharing, and social business services in an easy-to-deploy, simplified package. With this suite, you benefit from essential and effective collaboration tools in a securely designed environment that helps simplify and improve your daily business interactions with customers, partners, and colleagues.

## Summary

LotusLive is an inter-company collaboration platform delivered via the web in a secure manner. It enables you to share documents and meet with your customers and partners online. Sharing information is vital to making good business decisions and to developing new ideas. Communication and collaboration with your employees, customers, and business community is essential to your success. LotusLive provides the services to make this communication and sharing happen in a cost-effective and secure manner.

## Other resources for more information

For more information about LotusLive, go to the LotusLive web page at this address:

<https://www.lotuslive.com/en/>

## The team who wrote this guide

This guide was produced by specialists working with the International Technical Support Organization (ITSO).

**Kelly Schmotzer** is a Worldwide Senior Midmarket Market Segment Manager for IBM Lotus® and Smart Business Software working in the USA. She has 39 years of experience as a System Engineer and in IBM sales and marketing world wide, 21 of those years with IBM. She holds a Bachelor of Arts degree in education from the College of Mount Saint Joseph, Cincinnati, Ohio. Her areas of expertise include software, solutions, and world-wide marketing. Kelly has written numerous articles on collaboration, Lotus, WebSphere®, and other software products and is an award-winning speaker. Kelly is the project owner (six years running) for the popular IBM Redbooks® publication *IBM Midmarket Software Buying and Selling Guide*, REDP-3975.

**Brian J. Donovan** is Worldwide Channel Sales Manager, Online Collaboration Service, residing in the USA. He has over 14 years of experience in information technology and the services industry. Brian holds degrees from Ball State University - College of Business and University of Northern Colorado. His areas of expertise are Software-as-a-Service, collaboration, conferencing, and unified communications.

Thanks to the following people for their contributions to this project:

Steve Hopley  
Manager - Market Segment Management, IBM Social Business Cloud

Ted Lewis  
Business Partner Strategy and Planning for Cloud Computing and Appliances

Allison Marentette  
Market Segment Manager, IBM Social Business Cloud

LindaMay Patterson  
International Technical Support Organization, Rochester Center

## Now you can become a published author, too!

Here's an opportunity to spotlight your skills, grow your career, and become a published author—all at the same time! Join an ITSO residency project and help write a book in your area of expertise, while honing your experience using leading-edge technologies. Your efforts will help to increase product acceptance and customer satisfaction, as you expand your network of technical contacts and relationships. Residencies run from two to six weeks in length, and you can participate either in person or as a remote resident working from your home base.

Learn more about the residency program, browse the residency index, and apply online at:

[ibm.com/redbooks/residencies.html](http://ibm.com/redbooks/residencies.html)

## Stay connected to IBM Redbooks

- ▶ Find us on Facebook:  
<http://www.facebook.com/IBMRedbooks>
- ▶ Follow us on Twitter:  
<http://twitter.com/ibmredbooks>
- ▶ Look for us on LinkedIn:  
<http://www.linkedin.com/groups?home=&gid=2130806>
- ▶ Explore new Redbooks publications, residencies, and workshops with the IBM Redbooks weekly newsletter:  
<https://www.redbooks.ibm.com/Redbooks.nsf/subscribe?OpenForm>
- ▶ Stay current on recent Redbooks publications with RSS Feeds:  
<http://www.redbooks.ibm.com/rss.html>

# Notices

This information was developed for products and services offered in the U.S.A.

IBM may not offer the products, services, or features discussed in this document in other countries. Consult your local IBM representative for information on the products and services currently available in your area. Any reference to an IBM product, program, or service is not intended to state or imply that only that IBM product, program, or service may be used. Any functionally equivalent product, program, or service that does not infringe any IBM intellectual property right may be used instead. However, it is the user's responsibility to evaluate and verify the operation of any non-IBM product, program, or service.

IBM may have patents or pending patent applications covering subject matter described in this document. The furnishing of this document does not give you any license to these patents. You can send license inquiries, in writing, to:

*IBM Director of Licensing, IBM Corporation, North Castle Drive, Armonk, NY 10504-1785 U.S.A.*

**The following paragraph does not apply to the United Kingdom or any other country where such provisions are inconsistent with local law:** INTERNATIONAL BUSINESS MACHINES CORPORATION PROVIDES THIS PUBLICATION "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF NON-INFRINGEMENT, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Some states do not allow disclaimer of express or implied warranties in certain transactions, therefore, this statement may not apply to you.

This information could include technical inaccuracies or typographical errors. Changes are periodically made to the information herein; these changes will be incorporated in new editions of the publication. IBM may make improvements and/or changes in the product(s) and/or the program(s) described in this publication at any time without notice.

Any references in this information to non-IBM websites are provided for convenience only and do not in any manner serve as an endorsement of those websites. The materials at those websites are not part of the materials for this IBM product and use of those websites is at your own risk.

IBM may use or distribute any of the information you supply in any way it believes appropriate without incurring any obligation to you.

Information concerning non-IBM products was obtained from the suppliers of those products, their published announcements or other publicly available sources. IBM has not tested those products and cannot confirm the accuracy of performance, compatibility or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products.

This information contains examples of data and reports used in daily business operations. To illustrate them as completely as possible, the examples include the names of individuals, companies, brands, and products. All of these names are fictitious and any similarity to the names and addresses used by an actual business enterprise is entirely coincidental.

## COPYRIGHT LICENSE:

This information contains sample application programs in source language, which illustrate programming techniques on various operating platforms. You may copy, modify, and distribute these sample programs in any form without payment to IBM, for the purposes of developing, using, marketing or distributing application programs conforming to the application programming interface for the operating platform for which the sample programs are written. These examples have not been thoroughly tested under all conditions. IBM, therefore, cannot guarantee or imply reliability, serviceability, or function of these programs.

This document, REDP-4728-00, was created or updated on March 23, 2011.



## Trademarks

IBM, the IBM logo, and [ibm.com](http://www.ibm.com) are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. These and other IBM trademarked terms are marked on their first occurrence in this information with the appropriate symbol (® or ™), indicating US registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at <http://www.ibm.com/legal/copytrade.shtml>



The following terms are trademarks of the International Business Machines Corporation in the United States, other countries, or both:

The following terms are trademarks of other companies:

Java, and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

Microsoft, Windows, Windows NT, and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both.

IBM®	LotusLive Notes™	Redguide™
iNotes®	Lotus®	Redbooks (logo)  ®
LotusLive™	Redbooks®	WebSphere®

Intel, Intel logo, Intel Inside, Intel Inside logo, Intel Centrino, Intel Centrino logo, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

UNIX is a registered trademark of The Open Group in the United States and other countries.

Linux is a trademark of Linus Torvalds in the United States, other countries, or both.

Other company, product, or service names may be trademarks or service marks of others.