



### **Spécial Lotusphere : IBM renforce son offre de services collaboratifs pour :**

- créer des conférences en ligne en 1 seul clic
- supporter de nouveaux systèmes d'exploitation pour Smartphones : Android, Nokia Symbian
- simplifier le travail collaboratif dans les PME

*De plus, IBM multiplie les partenariats pour accompagner la création de réseaux sociaux dans les entreprises.*

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### **IBM Delivers Enterprise Secure Mail for Android, iPhone, Nokia Symbian Smartphones**

*General Motors Goes Mobile with IBM Lotus Collaboration*

**ORLANDO, FL & Lotusphere – 20 Jan 2010** – IBM (NYSE: IBM) today announced a major expansion of IBM Lotus collaboration software and delivery of enterprise secure mail for Android, the iPhone and Nokia Symbian smartphones.

*"We believe IBM has taken a leadership position in providing the broadest mail and collaboration support for mobile devices," said **Kevin Cavanaugh, vice president, messaging and collaboration, IBM.***

General Motors (GM) is playing an innovative role in extending mobile collaboration into the automotive industry. Recently, GM's Chevrolet and OnStar unveiled the auto industry's first smartphone application that will allow Chevrolet Volt owners 24/7 connectivity and control of vehicle functions and OnStar features remotely. OnStar's Mobile Application will allow drivers to communicate with their Volt from devices such as the Apple iPhone. It uses a real-time data connection to perform tasks like setting the charge time and unlocking the doors.

*"As we reinvent GM, we're giving our employees the same agility that we give our cars," said **Kirk Gutmann, chief strategy and technology officer of General Motors.** "We're building a workforce that's mobile, connected and equipped for anything, anytime, anywhere. We have thousands of people on iPhone and BlackBerry® devices tying into their Lotus collaboration tools while in motion, increasing their productivity. The capabilities of Lotus Notes Traveler bring IBM's enterprise-grade messaging to the iPhone, Symbian and later, Android-based phones, a big plus for those who want one device for their personal and business lives. Downloading the Lotus Notes Traveler Companion app from the Apple App Store is great news, as is getting IBM social software on the BlackBerry."*

As the collaboration leader, IBM is the first to announce plans to expand its enterprise mobile messaging offering in a future release of Lotus Notes Traveler. This will include mail, calendar and contacts support for versions 2.0 and 2.1 of Google's Android mobile operating system. Lotus Notes Traveler is no-charge software that can be downloaded by Notes

customers and provides two-way, over-the-air synchronization of personal information manager data between Lotus Domino data and mobile devices.

In addition, IBM's new application for the iPhone is called IBM Lotus Notes Traveler Companion, a plug-in to view encrypted mail on the iPhone. Available now in the App Store, the Lotus Notes Traveler Companion download allows Lotus Notes users who synchronize their mail, calendar, contacts and Domino mail via Lotus Notes Traveler to view encrypted mail such as confidential business and personal data on the iPhone. The application requires Lotus Notes Traveler 8.5.1 software.

IBM's partnership with Nokia has led to a broad spectrum of collaboration capabilities on Nokia's smartphones including IBM Lotus Notes Traveler, IBM Lotus Mobile Connect, IBM Lotus Sametime and IBM WebSphere Portal, as well as XPages-based applications built with IBM Domino Designer developer software. IBM's Lotus Connections software also works with Nokia Symbian smartphones, enabling users to collaborate with social networks, update information and access shared files while on the go.

A future version of Lotus Sametime software for the Nokia Symbian smartphone devices will offer users presence awareness and Lotus Sametime Unified Telephony click-to-call capabilities in the native address book on the device. This new Lotus Sametime functionality on Nokia devices will be commercially available by the end of 2010.

The Lotus Notes Traveler software also supports Windows Mobile devices.

More than half of the largest global 100 corporations use IBM's flagship collaboration offerings, Lotus Notes and Domino. These clients include the top aerospace and defense organizations; the top nine automotive firms; the top eight banks; the top four makers of consumer products; the top seven electronics firms; the top eight insurance companies; the top seven pharmaceutical organizations; and the top nine telecommunications carriers.

The Lotus Notes Traveler Companion application is available from the App Store on iPhone or at [wwwitunes.com/appstore/](http://wwwitunes.com/appstore/). For more information for Nokia visit [www.nokia.com](http://www.nokia.com).

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### **SMB Presence Grows at IBM Lotusphere Conference**

*New PBX and Multifunction Print Integration Offered with  
IBM Lotus Foundations Office in a Box*

**ORLANDO, FL & Lotusphere – 20 Jan 2010** – At the annual Lotusphere conference, IBM (NYSE: IBM) today announced that it is working with business partners to create solutions integrated with IBM Lotus Foundations to help small and medium-sized businesses (SMBs) address one of the biggest challenges they face – the complexity of information technology (IT).

Lotus Foundations is IBM's hardware and software solution that helps SMBs collaborate with tools including email; office applications for creating documents, presentations and spreadsheets; file sharing and back up and recovery for data protection. With Lotus

Foundations, SMBs have access to all of the tools needed to run a business and quickly establish a reliable IT infrastructure. The solution is completely autonomic so that installation, set-up, monitoring and problem resolution are all done without human intervention.

Mitel, the newest telephony partner to integrate with Lotus Foundations, now delivers a unified communications (UC) solution designed for SMBs. Mitel's IP PBX solution plans to provide SMBs with all the functionality of enterprise UC solutions, yet designed with the specific requirements of the SMB in mind. For example, employee phone extensions can be automatically set up, assigned and linked to their email; users can set up their own phone system; and incoming and outgoing calls can be intelligently routed based on an employee's instant messaging status.

Also at Lotusphere this week, NEC announced UNIVERGE® Sphericall® for Lotus Foundations and ShoreTel announced ShoreTel for Lotus Foundations which delivers integrated solutions that connect IP telephony with Lotus Foundations to offer SMBs a complete UC solution.

Xerox, a document management provider, is another key partner that has embraced Lotus Foundations to create an integrated IT office solution for SMBs. Xerox OfficeNow! uses Lotus Foundations to automatically set-up, configure and integrate a Xerox multifunction printer into a customer's IT environment, resulting in a complete document imaging, networking and collaboration solution. Xerox OfficeNow! is currently offered through a pilot program.

With these new and innovative solutions, IBM and its business partners are further enabling selling partners to shift away from "break-fix" models associated with competitive offerings, while further strengthening the dynamics of their customer relationships.

*"With strategic partners like BroadSoft, Mitel, NEC, ShoreTel, Speech Design and Xerox, IBM is proving that it is possible to take something seemingly complex, like IT for SMBs, and transform it into something that is affordable, easy to deploy and manage," said **Caleb Barlow, director, SMB Solutions Development, IBM**. "With the latest partner integrations, we are extending Lotus Foundations' automated configuration, self-healing and self-managing capabilities to create complete communications and collaboration solutions designed specifically with SMBs in mind."*

Since it was introduced in 2008, a growing number of businesses have selected Lotus Foundations to help simplify IT. With the upcoming release, IBM's selling and solution partners will be able to take advantage of new capabilities that will further enhance the Foundations solution. Disaster recovery will be improved with the planned addition of desktop and remote off-site backups. This expanded remote management functionality will help business partners further evolve their business models and improve customer support through managed services. Customers will also have access to IBM Tivoli Continuous Data Protection for Files, software that performs ongoing PC backups to protect vital information. ISVs will also have access to new tools that will ease deployment of applications on the Lotus Foundations platform.

*"The enhanced attachment management and backup/recovery offered with the upcoming release of Lotus Foundations offers significant savings for SMBs from a cost savings and disk space perspective. Rather than worrying about buying new resources, all we have to do is flip*

*a switch to accommodate increased demands in storage," said Sean Burgess, head designer, ASND Designs. "With the simplicity offered by Lotus Foundations and integrated partner solutions, we have access to a single platform that can run VoIP integrated with instant messaging and email functionality, so that our users can immediately and seamlessly connect with each other."*

For more information on IBM Lotus Foundations, visit [www.ibm.com/lotus/foundations](http://www.ibm.com/lotus/foundations).

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### **IBM Offers "Click-to-Conference" with New Online Meeting Experience**

*Customer and Partner Momentum Demonstrates Growing Popularity of IBM Unified Communications and Collaboration Portfolio*

**ORLANDO, FL & Lotusphere – 20 Jan 2010** – At the annual Lotusphere conference, IBM (NYSE: IBM) today announced the availability of new IBM Lotus Sametime features, including online meetings and expanded audio and video integration, that help make unified communications and collaboration (UC2) easier and more cost-effective.

Available now, Lotus Sametime 8.5 offers a new online meeting experience that provides a consolidated calendar view and enables users to start or join a meeting with a single click. Users can easily invite participants to a meeting by dragging names from the instant messaging contact list and dropping them into the meeting. Participants can also accept meeting invitations with a single click and upload materials to the meeting with a drag and drop capability.

Leading companies from around the world participated in a beta program to test the new Lotus Sametime 8.5 capabilities and have plans to deploy the software in 2010. Innovative companies including Asia Paints, Colgate-Palmolive, Merck KGaA, Pepco Holdings, Inc., Prudential Financial, Inc., PSA Peugeot Citroën and Sandvik are seeing the simplicity and cost savings offered with Lotus Sametime 8.5.

*"For more than eight years, we have used Lotus Sametime to help our employees around the world connect and collaborate through a real-time, integrated communications platform," said Thomas Eidenmueller, Merck KGaA. "With our planned deployment of Lotus Sametime 8.5 in the second quarter of 2010, we will be able to further lower travel expenses with our plans to run education sessions both internally and externally with our partners. This is an important upgrade that delivers simplified capabilities that will help us increase the use of meetings and connect to our Polycom video conferencing system to promote richer collaboration."*

The latest version of Lotus Sametime features always-ready, reservation-less meetings that offer password-protected meeting rooms that are always available so that an online meeting can be started instantly. Documents such as meeting minutes and presentations can be stored in the personalized meeting room for future use. Additionally, standards-based audio and video integration makes it easier to interoperate with existing audio and video conferencing systems and improves utilization.

In addition, Lotus Sametime now offers a new zero-download Web client built on a new Web 2.0 toolkit that makes it easier for businesses to embed Lotus Sametime capabilities into their applications and Web sites. For example, a business can now include presence, instant messaging, click-to-call and click-to-meet features on its Web site so that customers can start a conversation or ask questions with one click from the company's Web site. This capability helps businesses reduce charges associated with toll-free customer support lines and also helps to improve customer service. Additionally, the zero-download Web client makes it easy for external users to participate in meetings.

The new release of Lotus Sametime offers expanded mobility support with a new, browser-based Apple iPhone chat client, and an improved mobile client for Microsoft Windows Mobile devices.

### **Customer Loyalty and Innovation Drive IBM UC2 Adoption**

Initially launched in 1998, Lotus Sametime has established a steadily expanding install base of users across the globe. More than 100 organizations, each with more than 10,000 seats, have been dedicated Lotus Sametime users for five or more years including: ADP, Colgate-Palmolive, HSBC, Merck KGaA, Prudential Financial, Inc., PSA Peugeot Citroën, Southern California Edison and Verizon.

Available since July 2009, Lotus Sametime Unified Telephony (SUT) has already established early adoption among customers. SUT helps users manage telephone calls from within Lotus Sametime, enables users to route calls to various devices and sets rules on how to handle calls based on their presence and location. Customers that have selected SUT as a key part of their UC2 strategy include GEA Niro and PSA Peugeot Citroën.

*“We use Lotus Sametime instant messaging today for 12,000 users dispersed all over the world, simplifying communication and improving collaboration among employees on different sites, who sometimes speak different languages,” said **Odile Beurier, PSA Peugeot Citroën**. “In addition, we use Lotus Sametime Web conferencing to reduce travel costs and optimize teamwork. Our vision is to expand our current capabilities with new innovations for desktop voice and video collaboration to interact in real-time.”*

According to Beurier, *“To deliver on this vision, we have selected SUT for voice collaboration because it supports our multi-vendor PBX strategy and provides travelling users with a single softphone that helps colleagues easily find and reach them regardless of their physical location. We use Lotus Sametime meetings extensively inside PSA today and we will upgrade to Lotus Sametime 8.5 with the intention, for example, to connect to our external partners.”*

### **Partner Enablement Expands Reach**

By working with partners, IBM is making it easier for businesses everywhere to access and purchase the IBM UC2 portfolio. A number of IBM Business Partners have declared support for Lotus Sametime 8.5 and are extending the Lotus Sametime platform across areas such as telephony, audio/video, voice performance and devices. Some of these partners include: Alcatel-Lucent, Avaya, Avistar, BroadSoft, Cisco, Genesys, Interactive Intelligence, Intercall, iscoord, iLink, NEC, GN Netcom, Plantronics, Polycom, Premiere Global Services, Radvision, ShoreTel, TANDBERG and VoiceRite.

For more information on IBM's UC2 portfolio, including Sametime 8.5, visit [www.ibm.com/software/lotus/unified-communications](http://www.ibm.com/software/lotus/unified-communications).

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### **IBM Advances Social Everywhere Strategy**

*New Features, Expanded Support and Partner Integrations Offer More Ways for Users to Access and Derive Value from Social Software*

**ORLANDO, FL & Lotusphere – 20 Jan 2010 –** At the annual Lotusphere conference, IBM (NYSE: IBM) today previewed new enhancements with IBM social collaboration software, IBM Lotus Quickr and IBM Lotus Connections, that will help organizations improve efficiency and increase collaboration. With new partner integrations demonstrated at Lotusphere, IBM is delivering on its vision to expand the number of users that can access IBM social software at anytime and from anywhere.

From 3Q 2008 to 3Q 2009, IBM's social collaboration software install base grew 34 percent. This growth is representative of the value that businesses are seeing in social software. With IBM's commitment to open standards and continued integration with partner solutions, IBM is making its social collaboration software more pervasive across a wide range of devices and applications so that businesses have the ability to connect people with relevant information.

Sennheiser electronic GmbH & Co. KG, a leading manufacturer of high end microphones, headphones and telephony accessories for consumer and professional applications with 2,000 employees in 90 countries around the globe, needed an easy way to tap expertise and innovation across the company. With the help of IBM Business Partner, Gesellschaft für InformationsSysteme mbH, Sennheiser has implemented Lotus Quickr, Lotus Connections and WebSphere Portal.

*"A crucial factor for the implementation of IBM's social collaboration tools was the ability to add new value to our existing applications," said **Klaus Höling, director IT***

**and group CIO, Sennheiser electronic GmbH & Co. KG.** “*Delivering these services in applications already being used quickly improves communication efficiencies across globally dispersed project teams.*”

Previewed today, the next release of Lotus Quickr plans to deliver on IBM's commitment to enhance and streamline user experiences. Based on customer feedback, Lotus Quickr will offer simplified use of the Lotus Quickr library, more user-friendly version control of documents and a redesigned discussion forum in addition to new features like a recycle bin and folder security.

With Lotus Quickr, IBM will continue to execute on the end-to-end content strategy and implementation of the CMIS standard, giving organizations the “best of both worlds” -- the structure, compliance, and business process provided by ECM coupled with the intuitive user interface of Lotus Quickr. IBM plans to bring the ECM integration to Lotus Lotus Quickr services for Domino that was previously delivered for Lotus Quickr services for WebSphere Portal. In addition, the next version of Lotus Quickr will provide key enhancements to ECM integration, including more seamless integration of content from either IBM FileNet Content Manager or IBM Content Manager directly into Quickr places, simpler entry of meta data, and improved search capabilities.

Also previewed at Lotusphere this week, the next release of Lotus Connections plans to include new features such as an automated people and social content recommendation to help users build broader, more powerful professional networks and a photo/video sharing capability that will support consumer generated content on extranet sites to increase site traffic and foster customer communities.

Also planned are other Connections features that include improved moderation of user-generated content to provide safe communities as well as compliance and auditing capabilities to deliver the value of social software to regulated industries. The release will also offer deeper integration with WebSphere Portal and Microsoft Sharepoint and expanded mobile support so that the power of social networking can be used by customer-facing employees.

IBM also previewed plans to expand social collaboration services in the cloud by adding the power of communities to LotusLive Connections this year. Communities allow groups of customers, partners or employees who share a common interest to collaborate by exchanging and sharing information with one another.

“*Over the past few years, we have witnessed the evolution of social software in business,*” said **Jeff Schick, vice president, IBM Social Software.** “*Businesses are now seeing the value that collaboration brings to the enterprise by connecting people and information. With the next releases of Lotus Quickr and Lotus Connections, we will deliver expanded functionality and improved performance to help simplify collaboration and increase efficiency.*”

**Partner Integrations Expand IBM Social Software Everywhere**  
Announced last week, IBM Business Partner Alfresco will integrate the Alfresco open source enterprise content management (ECM) system with the Lotus social collaboration suite to deliver an economical, scalable and open platform. With integration built on the proposed CMIS standard, this affordable, scalable and open

platform will allow users to manage content, such as emails or documents that are being collaborated on inside of Quickr, and turn them into records, archive them, manage them, or put them in an enterprise content vault to be able to search and access the information.

In December 2009, Mainsoft Corporation announced a technology preview of IBM Lotus Connections integration with IBM Rational Team Concert. The software enables agile development teams to easily communicate with technical and business stakeholders on a single social network. The integration gives Rational Team Concert users direct access to Lotus Connections blogs, wikis, communities, activities, profiles and more from within the development environment.

For more information on IBM's collaboration software portfolio, including Lotus Connections and Lotus Quickr, visit [www.ibm.com/software/lotus](http://www.ibm.com/software/lotus).