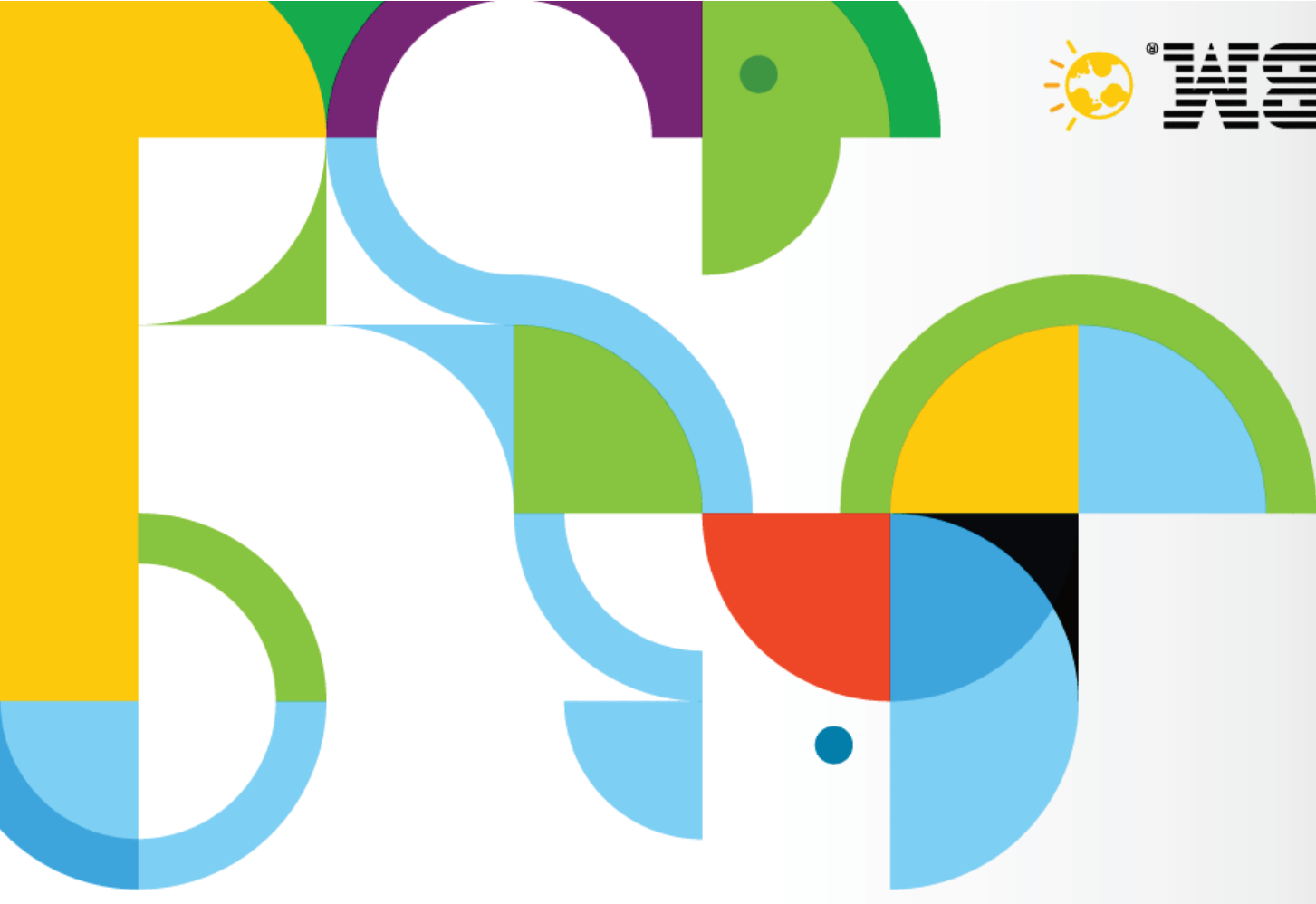


**Business. Made Social.**

## IBM Connections - An Overview

**Chris Moore**  
IT Specialist and Technical Professional  
IBM





# Social Collaboration with IBM Connections

**Manage your work  
more effectively**

**Leverage what  
others know**

**Employees**



**Stay in touch with  
team projects**

**Partners**

**Share  
expertise**

**Keep track of  
group documents**

**Find the right  
people**

# IBM Connections



- ...is social software, designed to meet the needs of business.
- ...empowers business professionals to be more innovative and productive, by helping them identify and build networks of subject matter experts.
- ...facilitates the creation of vibrant communities of employees, business partners, and customers where creative ideas can be exchanged that can foster increased business growth.
- ...helps teams accomplish their business objectives, whether they are located locally or distributed geographically.



# Integrated Capabilities that comprise IBM Connections



## **Profiles**

Find the people you need



## **Home page**

See what's happening across your social network



## **Communities**

Work with people who share common roles and expertise



## **Social Analytics**

Discover who and what you don't know via recommendations



## **Files**

Post, share, and discover documents, presentations, images, and more



## **Wikis**

Create web content together



## **Micro-blogging**

Reach out for help your social network



## **Activities**

Organize your work and tap your professional network



## **Bookmarks**

Save, share, and discover bookmarks



## **Forums**

Exchange ideas with, and benefit from the expertise of others



## **Blogs**

Present your own ideas, and learn from others

# Profiles

- Quickly find the people and expertise you need
- Post a status message informing your network of what you are doing
- Grow and maintain your professional network
- Communicate to your network your expertise and content

The screenshot shows a social networking profile for Jasmine Haj. The profile includes a profile picture, contact information (phone number, email, and local time), and a status update titled "Demonstrating Lotus Connections!". The status update has three comments from other users. The profile also features a "Report-to Chain" section with names like Dennis Michaels and Lucille Suarez, a "Network" section showing a new invitation, and a "My Links" section with links to Facebook, LinkedIn, and Flickr. The navigation bar at the top includes options like Home, My Network, Directory, Communities, and Apps.

***Respond faster to customers and make better decisions***

# Files

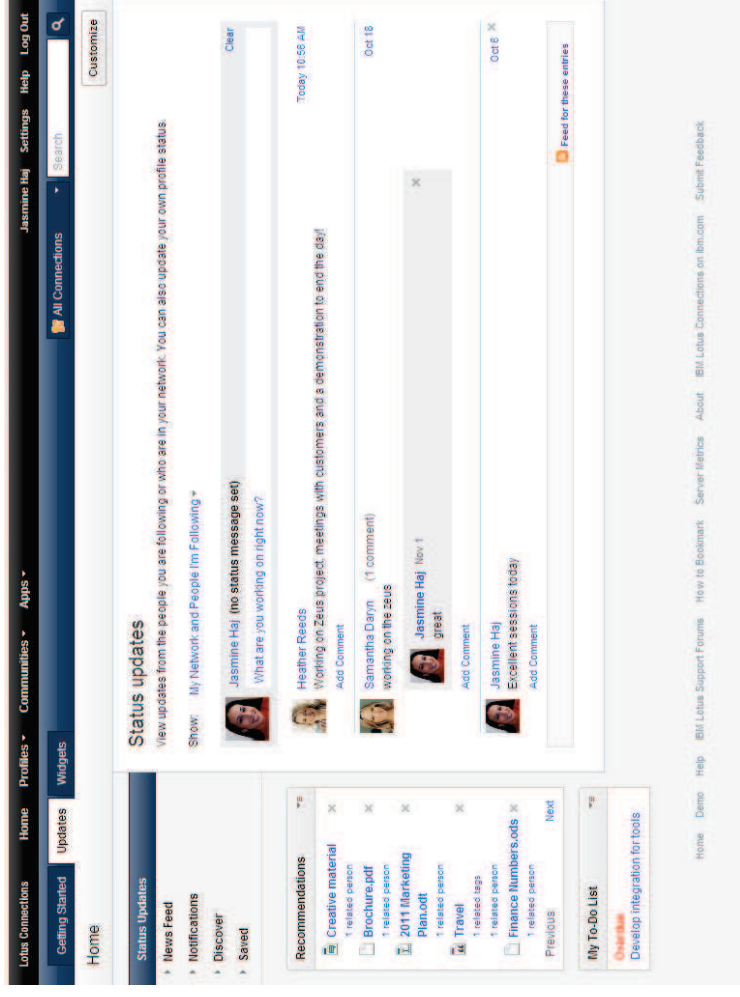
- Share documents, spreadsheets, presentations, and others without sending large attachments through e-mail.
  - Tag files so that they're easy to find; add recommendations and comments
  - Share files with selected individuals, groups and communities, or make them public
  - View sharing properties, such as who has shared a file and with whom, people who have downloaded files
  - Manage versions and allow others to upload new versions
  - Search for text in the title or body of the file
  - Organize files in public or private folders
  - Optionally moderate file submission

The screenshot displays the IBM Lotus Connections Files interface. At the top, there is a navigation bar with links for Home, Profiles, Communities, Apps, My Files, and a search box. The main content area shows a file titled "Customer Presentation - Project Zeus.odp" with a star icon and a "Public" status. Below the title, there are buttons for "Upload New Version", "Share", "Add to Folders", and "More Actions". A description box indicates "No description for this file" and "Size: 13 KB (26 KB including all versions)". Below this, there are tabs for "Comments (2)", "About this File", "Folders", "Sharing", and "Versions (2)". Two comments are visible: one from Dan Iisawa dated Sep 25 (version 1) and another from Heather Reeds dated Sep 30 (version 1). The interface also includes a sidebar with navigation options like "Pinned Files", "My Files", "Shared With Me", "Shared By Me", "Public Files", "Trash", "Pinned Folders", "My Folders", and "Folders Shared With Me".

*Spend less time searching for information*

# Home Page

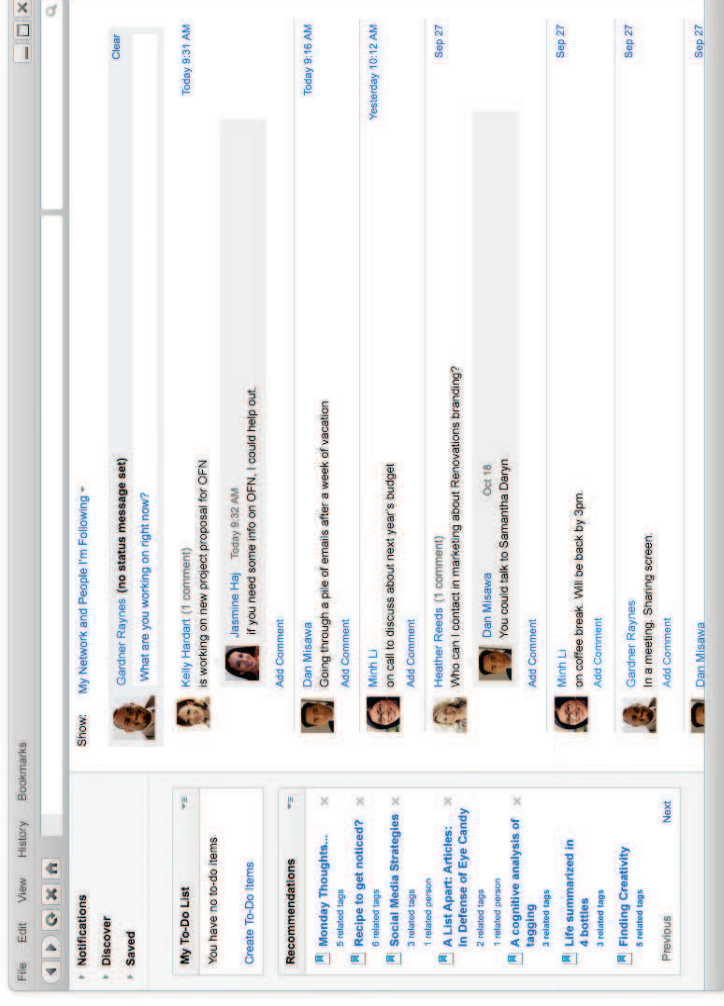
- A consolidated, customizable overview of your social network.
- Use the widgets that are supplied, or add your own
- Access status updates and content changes from your network
- Search across all the social applications
- View recommendations content to view



***Reduce redundant work***

# Recommendations of People and Content

- Personalized, smart recommendations for the People, Community and Content *you* should know
- Based on your Profile, tags, social network, and actions
- Found in Home page, Profiles and Communities



*Discover what and who you should know*

# Activities

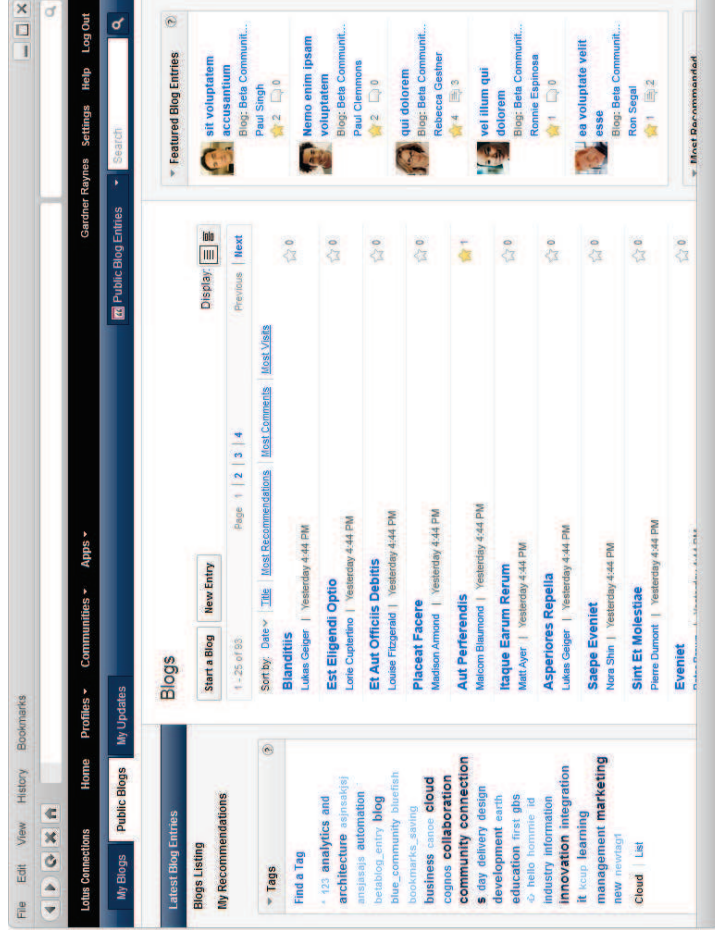
- Gather the e-mails, IM chats, and other documents, messages, and other information that you and your team need to accomplish a project
- Assign To Dos to project members
- Customize and organize an activity with sections
- Create an activity for use by the members of a community
- Create Activity Templates to capture and reuse best practices
- Integrate, optionally, with team collaboration (Lotus Quickr)



**Complete projects on time and meet goals**

# Blogs

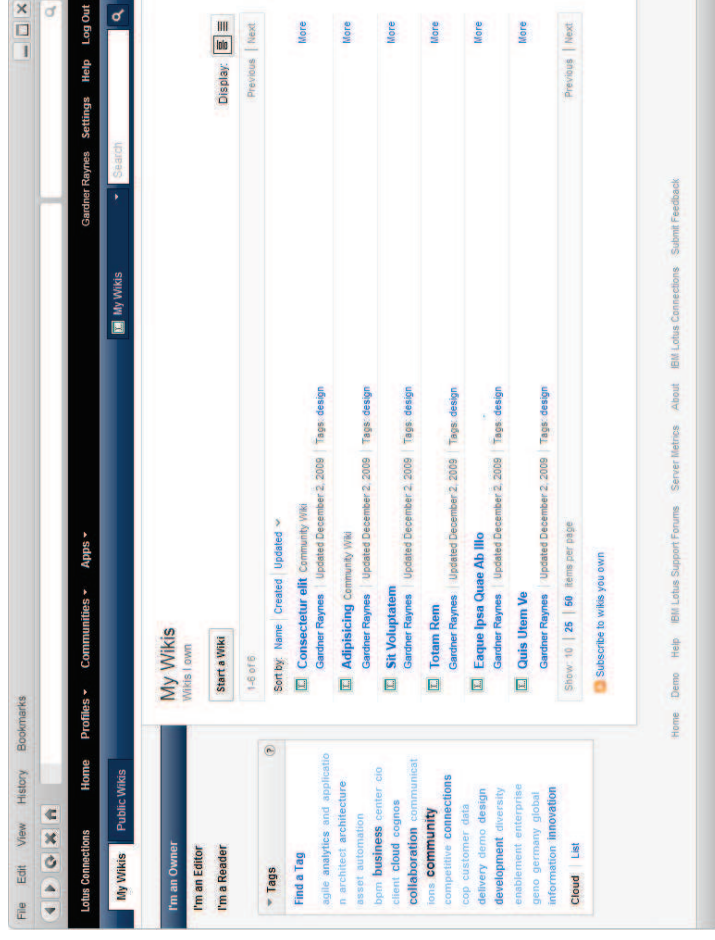
- Blogs help you connect with people - whether you know them or not, whether they are inside or outside your organization, whether they are internal or external.
- Readers benefit from the knowledge of subject matter experts.
- Share your unique perspective and expertise — solicit and rate feedback — without worrying about filling up everyone's inbox.
- Blogs help you communicate with your peers or colleagues and accelerate innovation.
- Optionally moderate blog content



**Generate new products and services faster**

# Wikis

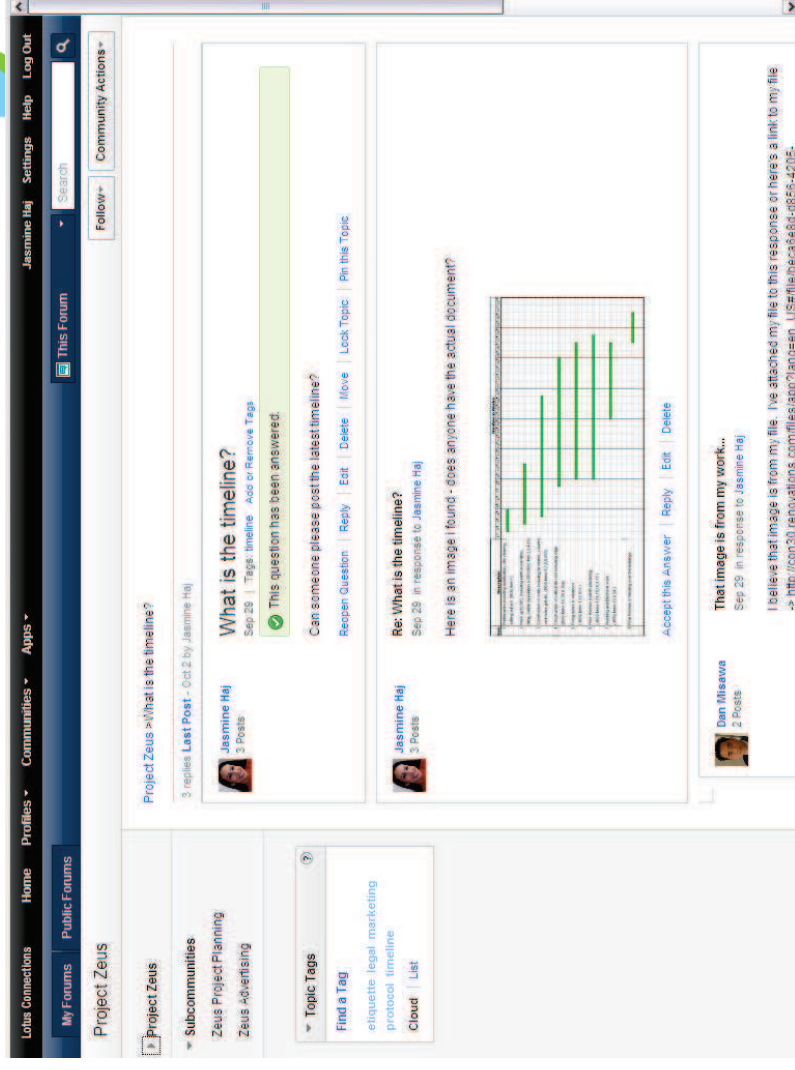
- An easy way to post, share, and comment on content.
- A place for you and your teams can collaboratively edit content
  - Create wiki pages; enter and edit content using a rich text editor, adding HTML, or editing in wiki markup
  - Compare wiki page versions
  - Subscribe to wiki pages to be notified of changes
  - Organize pages hierarchically
  - Recommend, tag, and comment on pages
  - Subscribe to wiki pages to be notified of changes
  - Control and assign read access, write access, or manager access privileges



***Improve efficiency across your organization***

# Forums

- Start discussions and exchange thoughts
- Brainstorm and collect feedback on new product ideas
- Use stand-alone or integrated within a Community
- Hold public or private discussions
- Foster question-and-answer dialogue
- Optionally moderate forum content



***Reduce support costs with customer self-help***

# Communities

- Help people who share common interests to exchange and share information and ideas.
- Use your browser, IBM Sametime, or email software.
- Typically includes a related blog, forum, member list, activities, home page, wiki, files, & bookmarks.
- The community manager decides if the community is open to all or to a more selective group.

The screenshot shows the Project Zeus community page. At the top, there's a navigation bar with links for Home, Profiles, Communities, and Apps. Below that, the page is divided into several sections: Overview, Subcommunities, Members, Forums, Bookmarks, and Files. The Overview section contains a goal statement and tags. The Subcommunities section lists 'Zeus Project Planning' and 'Zeus Advertising'. The Members section shows a group of profile pictures. The Files section lists documents like 'Project Agreement.odt' and 'CustomerPresentation.odp'. A search bar and community actions are also visible.

***Increase sales and customer retention***

# Community Media Gallery

- Upload images and videos for viewing inline
- Preview an image collection from a preview dialog
- Stores uploaded images and videos into the Files repository
- One media gallery widget instance allowed per Community



# Video and Photo Galleries

- Create a more compelling experience for visitors through Video and photo sharing
- Be able to share rich media in addition to text to make the experience more satisfying and compelling
- Attract more visitors to your site and have them return more frequently
- Example: Permit customers to show how they use a product to others
- Example: Show how to install a blue ray player faster than text based instructions



# Full Gallery View



Lotus Connections Home Profiles > Communities > Apps > Jasmine Haj Settings Help Log Out

This Community Search Community Actions

Stop Following this Community Community Actions

## Media Gallery

1-9 of 9

Upload Photo Upload Video

Sort by: Updated > Comments

Show: Photos and Videos

Display: Previous Next

**Project Zeus**

Overview Members

**Media Gallery**

IdeaBlog Forums Files Bookmarks Wiki Events

**Subcommunities**

- Zeus Project Planning
- Zeus Advertising

**renovations**

**renovati**

by Jasmine  
Added Dec 10, 2010  
0 views | 0 comments

**Ren\_logo\_blue\_48.png**

by Lucille Suarez  
Added December 13, 2010  
0 views | 0 comments

**renovations/logo.png**

by Lucille Suarez  
Added December 10, 2010  
0 views | 0 comments

**3people.jpg**

by Din Misawa  
Added December 10, 2010

**Gospelbrassband.jpg**

by Frank Adams  
Added November 12, 2010

**Signs of**

by Jasmine  
Added Now

**Project Zeus**

by Jasmine  
Added Dec 10, 2010  
0 views | 0 comments

Lotus Connections Home Profiles > Communities > Apps > Jasmine Haj Settings Help Log Out

This Community Search Community Actions

Stop Following this Community Community Actions

## Media Gallery

1-9 of 9

Upload Photo Upload Video

Sort by: Updated > Comments

Show: Photos and Videos

Display: Previous Next

**Overview**

Goal: Create, build, and launch a new brand image and marketing campaign in order to increase revenue by 20%.  
Tags: branding, campaigns, marketing, web-experience, zeus

**Media Gallery**

Important Bookmarks

- Meeting Room
- Project Handbook

**Members**

View All (7)

**Events**

S	M	T	W	T	F	S
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2009 2010 2011

**Subcommunities**

- Zeus Project Planning
- Zeus Advertising

View List

# Ideation Blogs Promote Idea Generation

- Gather structured feedback through Ideation Blogs from customers
- Generation and filtering of the best ideas
- Post ideas and gather feedback from customers in a more efficient and structured way
- Allow voting and comments from customers to bring popular ideas to surface
- Facilitate moving the best ideas to development of the idea via use of Activities



# Ideation Blog

- Add the Ideation Blog feature to a community
- New ideas are shown in the widget
- Shows the ideas with the most votes

Lotus Connections Home Profiles Communities Apps Joseph A. Russo Settings Help Log Out

My Communities Public Communities This Community Search Community Actions

## Earth Day Community

**Overview** Restricted

**Earth Day - April 22**  
Earth Day is the only event celebrated simultaneously around the globe by people of all backgrounds, faiths and nationalities. More than a billion people participate in Earth Day activities each year.  
Tags: communities, day, demo, earth, earth-day, green, green-computing

**Ideablog**

Contribute an Idea

- Idea** 9 votes  
Updated by Doris L. Jones | Aug 11 | Tags: green news recycle reuse
- Idea** 5 votes  
Updated by Doris L. Jones | Aug 11 | Tags: green news recycle reuse
- Idea** 2 votes  
Updated by Doris L. Jones | Aug 11 | Tags: green news recycle reuse
- Idea** 2 votes  
Updated by Doris L. Jones | Aug 11 | Tags: green news recycle reuse
- Idea** 2 votes  
Updated by Doris L. Jones | Aug 11 | Tags: green news recycle reuse

View All

**Files**

Share Files

- demo.exe** Shared from Files  
Shared by David A. Brooks on Aug 13 | 4 downloads
- gogreentree.jpg** Shared from Files  
Shared by Doris L. Jones on Aug 11
- ibmgreen.jpg** Shared from Files  
Shared by Doris L. Jones on Aug 11
- earthday profile nic hmn**

**Tags**

Find a Tag

- ccrc communities day demo
- earth **earth-day** earth-day-network **green** green-comp uting green-initiatives licup lc news recycle results reuse scenarios technical test web2.0

Cloud | List

# Ideation Blog (cont)

- Members can see the list of ideas, comments and votes
- Members can offer up comments and cast votes themselves

The screenshot displays the IBM IdeaHub interface for the 'Earth Day Community' blog. The top navigation bar includes 'Home', 'Profiles', 'Communities', and 'Apps'. Below this, there are tabs for 'My Blogs', 'Public Blogs', and 'My Updates'. The main content area shows a list of ideas, with three ideas visible: 'Idea Four', 'Idea Three', and 'Idea Two'. Each idea entry includes a title, author, date, and a paragraph of placeholder text. The 'Idea Four' and 'Idea Three' entries show 5 votes, while 'Idea Two' shows 2 votes. The interface also includes a search bar, a 'Community Actions' dropdown, and a 'Recent Ideas' section at the top right.

# Graduated Idea

- Owners can take a graduated idea and start an activity for it – so that people can take action on the idea
- A section is created called “Graduated Idea” from Ideation blog
- The graduated idea is now an entry within the section
- A link to the entry within the Ideation blog is appended to the top of the entry body



A screenshot of the Project Zeus IdeaCtr Blog interface. The page features a red navigation bar at the top with buttons for 'My Blogs', 'Public Blogs', 'My Updates', and 'This IdeaCtr Blog'. Below the navigation bar, the main content area is titled 'Project Zeus' and contains a post titled 'The Project Zeus public launch should have it's own Twitter channel' by Samantha Daryn. The post includes a '2 Voted' badge, a 'Graduated' badge, and a 'Comments (1)' section. The comments section shows a comment by Samantha Daryn: 'I also think we should have a Facebook group'. The interface also includes a sidebar with 'Recent Contributors' (Samantha Daryn, Gardner Raynes) and a 'Community Actions' section. The bottom of the page features a navigation menu with links for 'Overview', 'Members', 'IdeaCtr Blog', 'Files', 'Forums', 'Bookmarks', 'MediaGallery', 'Events', 'Activities', and 'Subcommunities'.

# Moderation Capabilities

- Higher quality community participation through moderation
- Get the benefits of community participation, while also having the confidence of being able to moderate and govern activity and content in your customer communities
- Protect the community from inappropriate content
- Community members and owners can participate in the moderation process



# Community Access to IBM Enterprise Content Management (ECM) Libraries

- Access and share trusted community content
- Communities' ECM libraries become an embedded place to store and share documents in context, keeping documents alive, relevant, valuable.
- IBM Enterprise Content Management (ECM) provides class-leading repository services for tagging, searching, quick linking to authors for expertise location



A screenshot of the IBM Lotus Support Forums community page. The page features a navigation bar with 'My Communities' and 'Public Communities'. The main content area shows a 'Zeus Project Planning' community with a 'New to Custom Library?' message and a list of documents. A social network diagram is overlaid on the page, showing connections between users like Samantha Daryn and wpadmin. The bottom of the page includes a footer with 'Home', 'Demo', 'Help', and 'Submit Feedback'.



# Email Digests Notifications

- Includes option to receive followed content as an email digest
- Central preferences for how to get notified about different types of content
- Ability to follow individual content, people, communities and tags

Lotus Connections Home Profiles - Communities - Apps - Jasmine Haj Settings Help Log Out

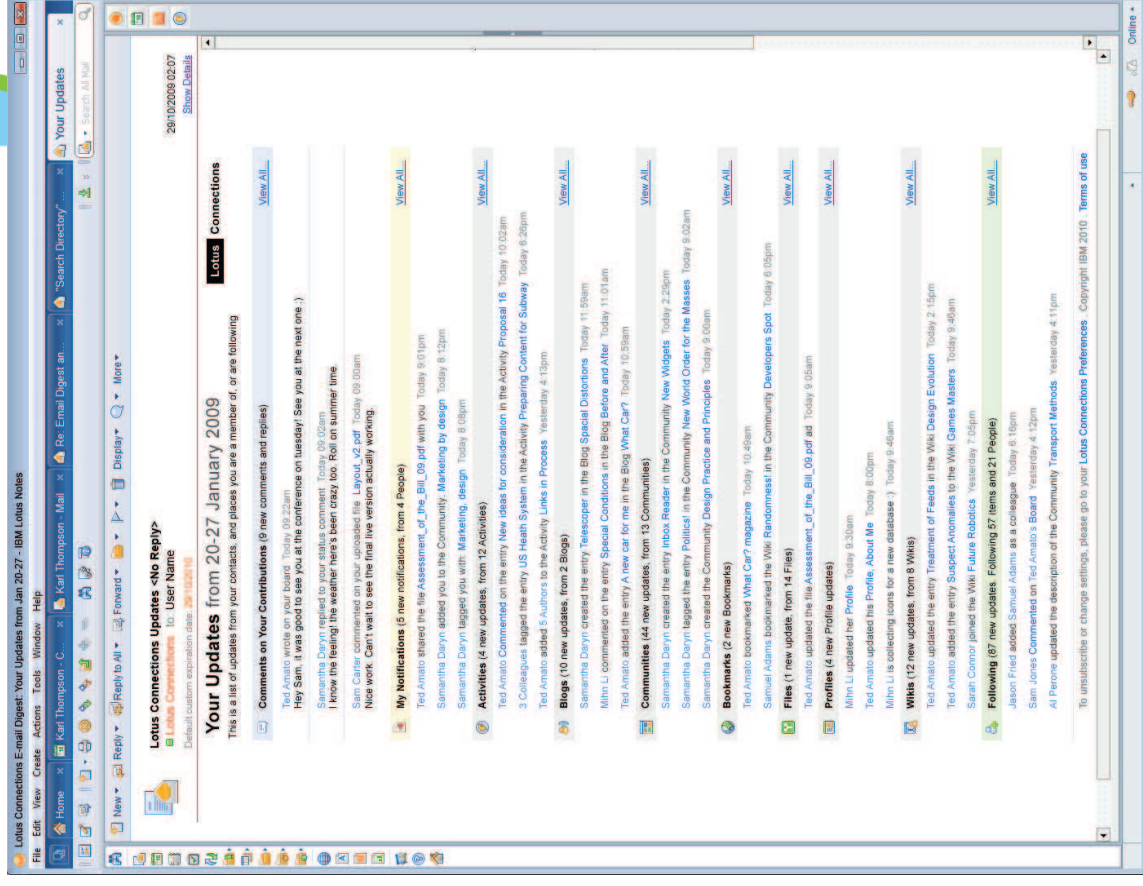
**E-mail Preferences**

Send e-mails to this address:  Jasmine.Haj@innovations.com  
 Receive notifications from other people by e-mail:  E-mail language: Language used in last visit - ②

**How often do I want to be notified about:**

Responses to content I have created	Individual E-mails	Daily Newsletter	Weekly Newsletter	No E-mail
Content that I am following	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
People	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Communities	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Tags	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Activities	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Forums	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Files	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Wikis	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Home Help IBM Lotus Support Forums How to Bookmark IBM Lotus Connections on IBM.com Submit Feedback



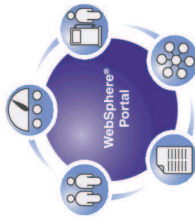
# Compliance & Audibility

- New SPIs enable the capability to track all data changes in all IBM Connections components
- Create, update and delete operations will be represented as realtime events with necessary data
- Events consumed and processed by a 3rd party tool via (new SPIs provided by IBM Connections)
- Enable the ability to track key words or phrases even when content has been deleted or updated
- Boost productivity while meeting regulations



# IBM Connections integration points to make your business critical applications social

- Stay in the tools you know with integration of social capabilities in familiar desktop productivity tools
- Embed expertise when and where you need it in key business processes
- Take your professional networks and communities on the road with broad mobile support  
**your business case**



Delivering the **most complete set** of social software services enabling **rich integration** with IBM products and other solutions

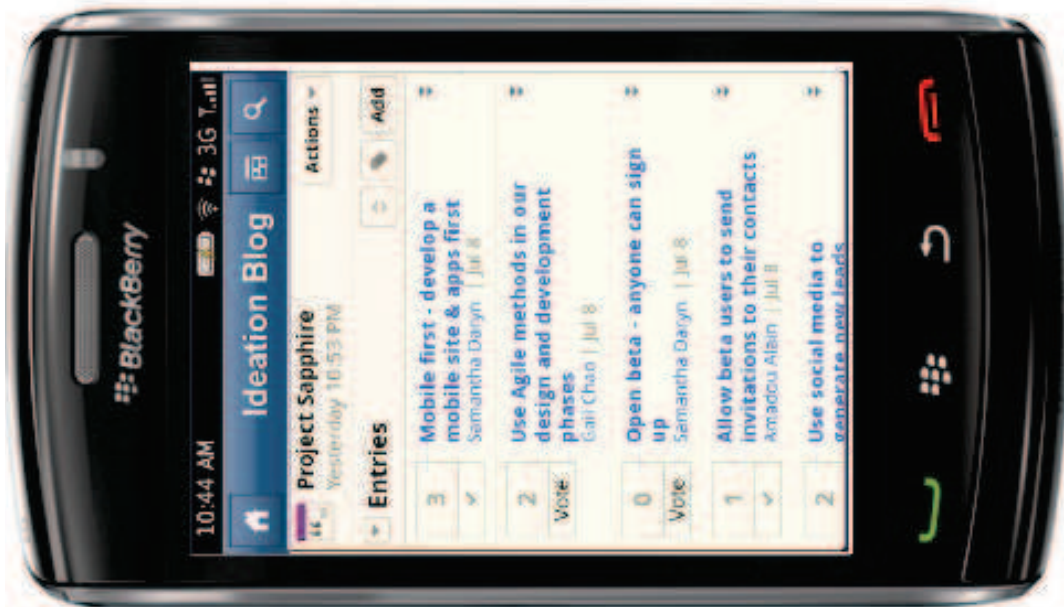
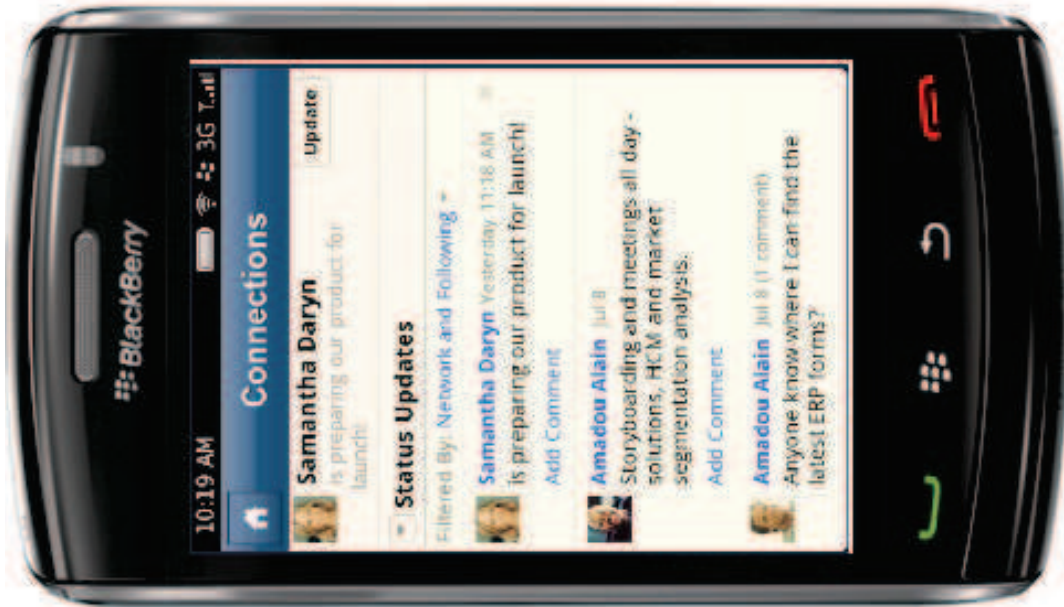
# Mobile Support

- Native chassis for iOS 4+, Android 2.2+, BB OS6 to launch as an app
  - Distributed through device “App Store” channels
    - Apple App Store, Blackberry App World, Android Market
  - Native account authentication settings and encrypted storage
  - Native camera integration to allow uploading photos
    - Upload to the Media Gallery of a Community
    - Upload to Files
    - Upload Profile photo
  - Native file download and viewing





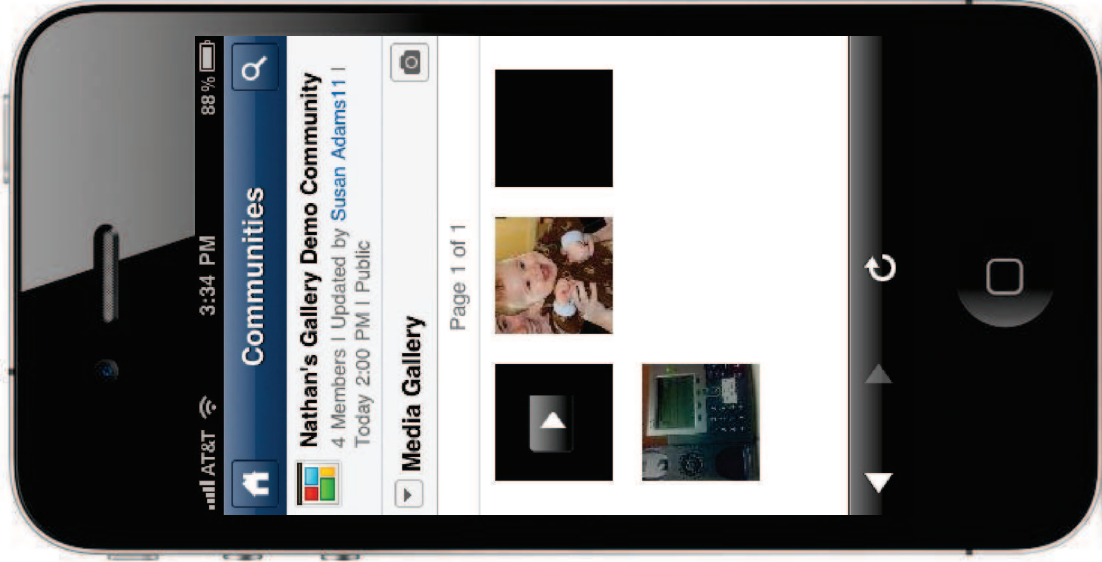
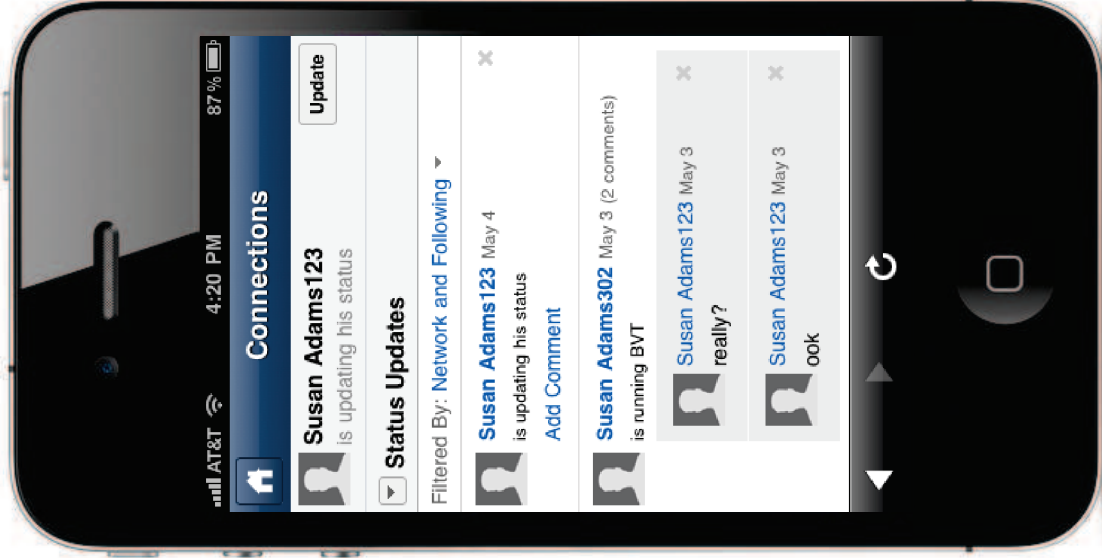
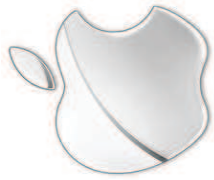
BlackBerry



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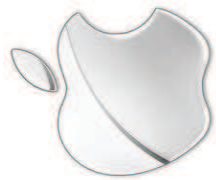




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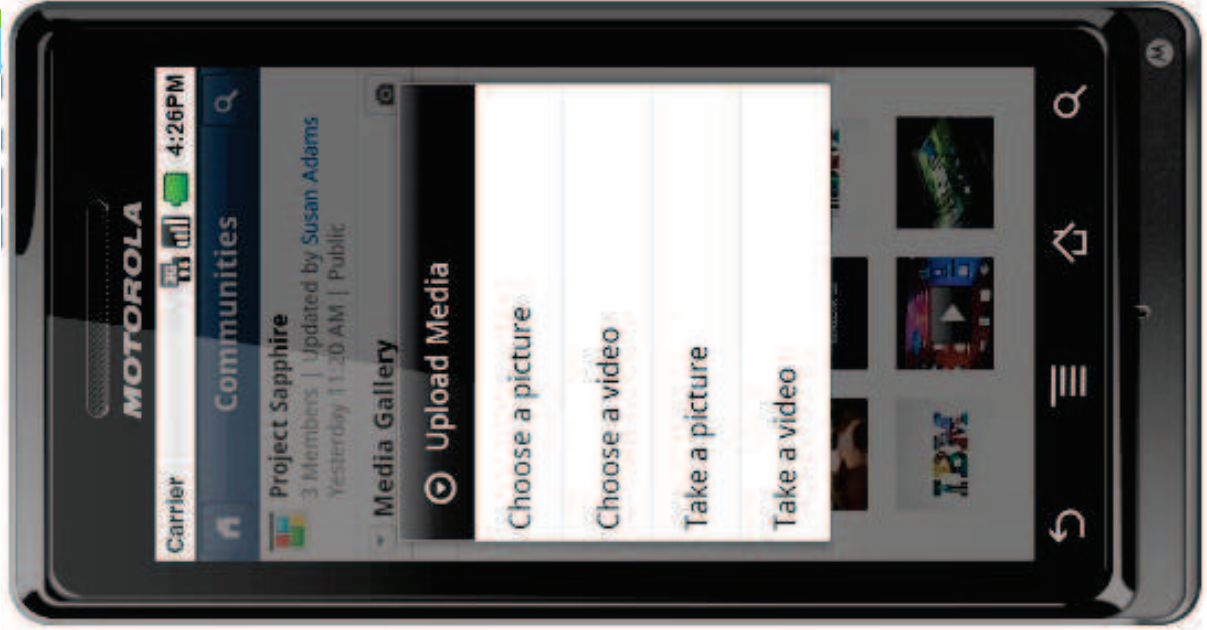
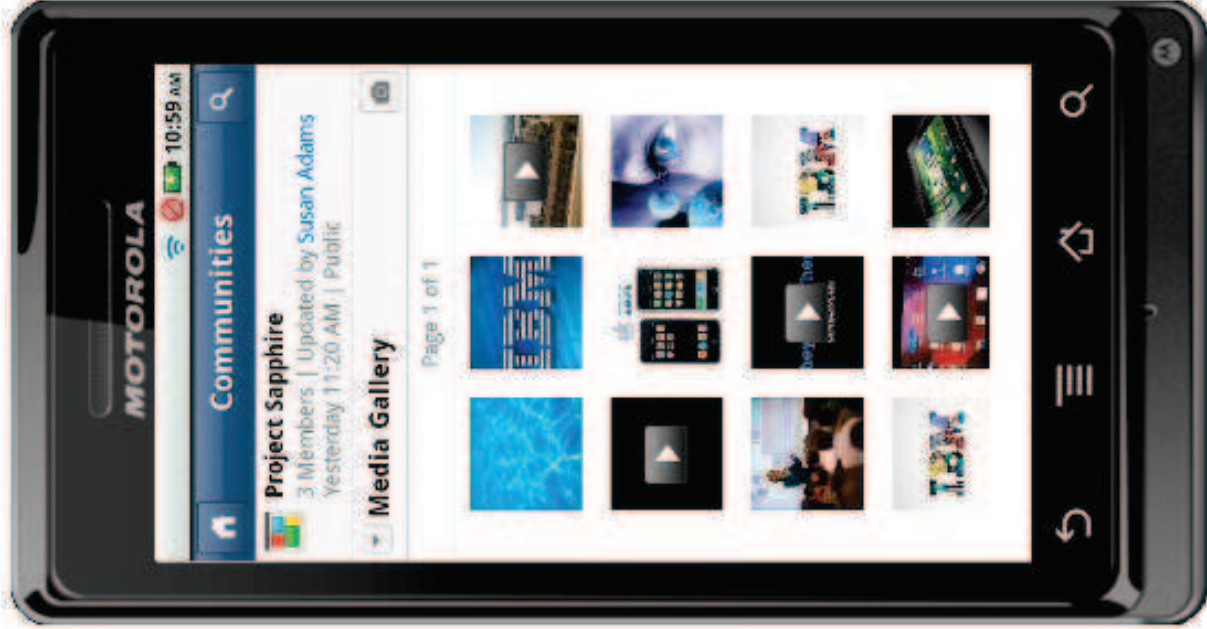


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ANDROID



bration

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# What you get with Lotus Notes...



**Profiles**



**Files**



# What you get with IBM Connections...



**Profiles**



**Home page**



**Files**



**Social Analytics**



**Communities**



**Micro-blogging**



**Wikis**



**Blogs**



**Activities**



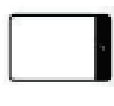
**Bookmarks**



**Forums**



**Moderation**



**Mobile**

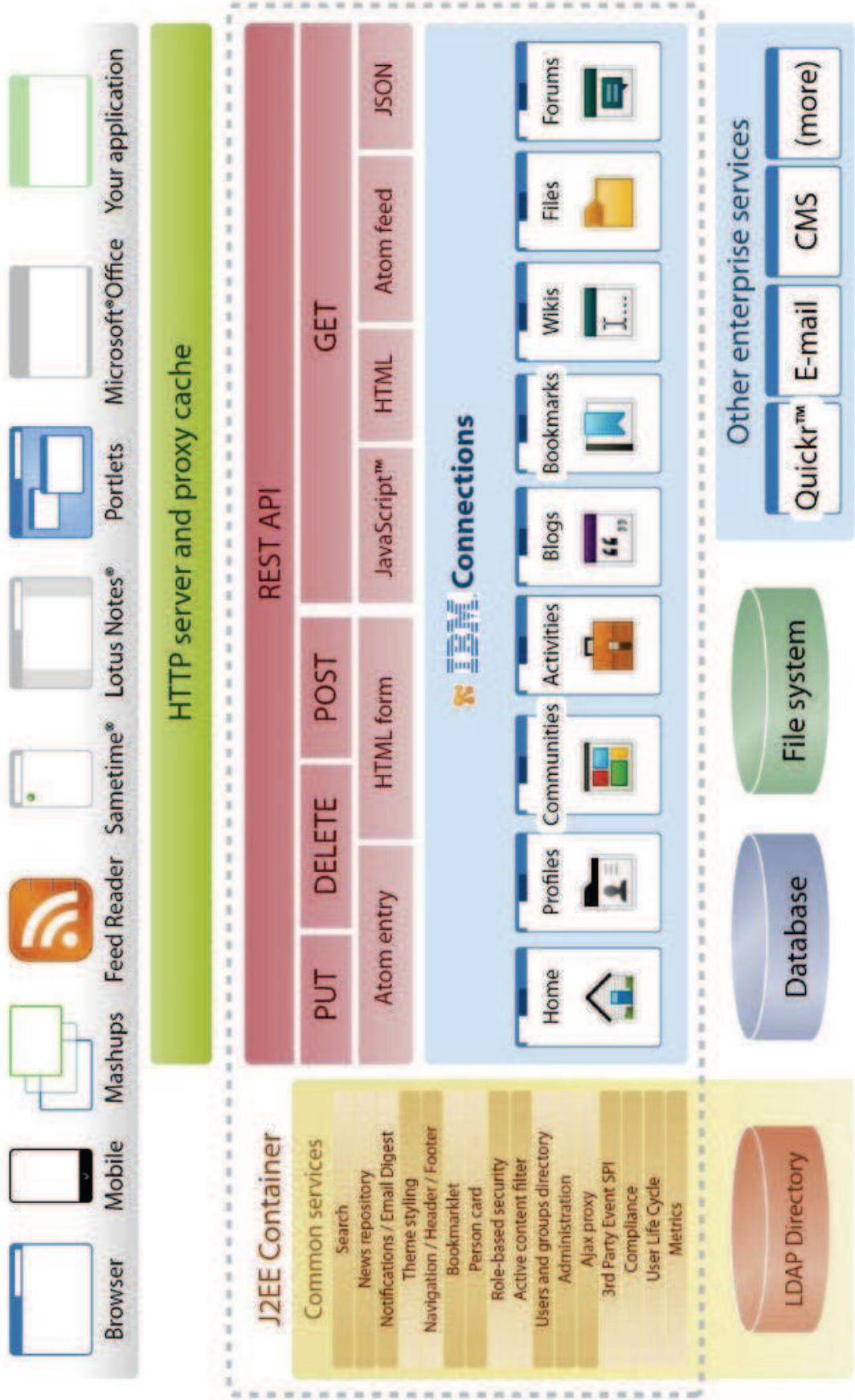


**Collaboration Integration**





# IBM Connections





## Useful Links

- IBM Connections 3.0.1 Video Gallery:  
[http://www-10.lotus.com/ldd/lcwiki.nsf/xpViewTags.xsp?categoryFilter=connections\\_3&lookupName=Video%20Gallery](http://www-10.lotus.com/ldd/lcwiki.nsf/xpViewTags.xsp?categoryFilter=connections_3&lookupName=Video%20Gallery)
- IBM Connections 3.0.1 Documentation:  
<http://www-10.lotus.com/ldd/lcwiki.nsf/xpViewCategories.xsp?lookupName=IBM%20Connections%203.0.1%20documentation>
- IBM Connections on IBM.com:  
<http://www-01.ibm.com/software/lotus/products/connections/>