



IBM Software Group

# Presence in Business

***Ken Bisconti***

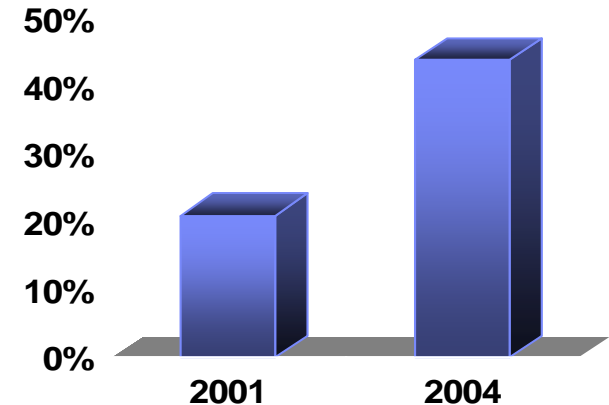
***VP Workplace, Portal & Collaboration Products***



## Interest in presence is booming

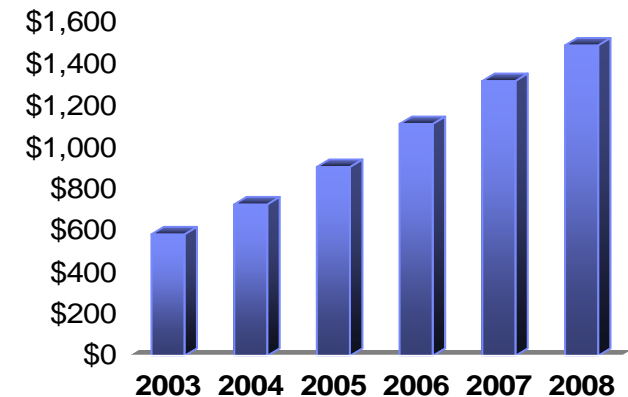
- **New trends in the workplace**
  - ▶ Virtualization of the workplace
  - ▶ Geographically dispersed teams
  - ▶ Teaming inside & outside the firewall
  - ▶ Increased pace and productivity
  
- **Examples of things we do differently**
  - ▶ IM before telephone
  - ▶ Audio instead of F2F meetings
  - ▶ IM instead of email
  - ▶ Web conferences instead of email attachments
  - ▶ Joint document edits in web conferences

### % of Companies using IM For Business Applications



Source: Osterman Research

### WW Web Conferencing Market



Source: IDC

Customer Benefit:

## Real-time technology as a differentiator

- Give independent agents single-click, self-service access through extranet
- IM used by claims professionals, customer service, and agency force
- Underwriter presence information available to Agents via Celina website
- Helps attract talent – doesn't require an employee be on site
- Help Desk can take remote control of agent's system to troubleshoot problem

The logo for Celina Insurance Group features the word "celina" in a blue, lowercase serif font with a green leaf icon above the letter 'i'. Below it, the words "INSURANCE GROUP" are written in a smaller, blue, uppercase sans-serif font.

celina  
INSURANCE GROUP

**“We looked to our technology infrastructure for capabilities that would allow us to improve our processes and respond dynamically to the needs of our agents.”**

Customer Benefit:

## Improving Customer Support

- 75% of their nurses work from home
  
- Why Lotus?
  - ▶ Encrypted
  - ▶ Well integrated with Notes' security model
  - ▶ Provides an auditable process
  
- Benefits recognized:
  - ▶ Nurses can tap peers while on the phone with patient
  - ▶ Set up "micro-training" sessions via Web conferencing
  - ▶ Helped create a sense of corporate community among employees
  - ▶ Keeps costs down by not having to replicate expertise in each location



**“E-mail isn’t designed for supporting real-time work process, and in particular not medical processes where we need answers right away.”**



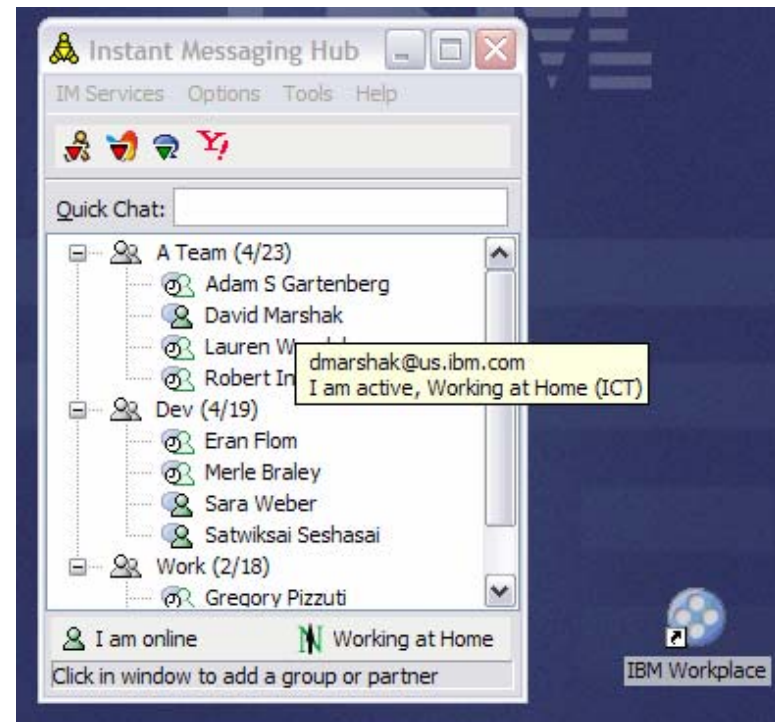
# Presence is more than for Buddies

- Presence will be assigned not just for people, but for expertise, objects and interactions
- Pervasive collaboration – mobile presence and availability
- Integration of PC and phone presence—I am at my desk and on the phone..



# Location-based Presence

- Use GPS or cell
  - ▶ Snow plowing optimization
  - ▶ Nearest repair person
- Give more info to colleagues
  - ▶ Show not only whether online, but from where
  - ▶ How I prefer to be reached
  - ▶ When I will become available



# Presence in E-Mail, Productivity apps

The screenshot displays the Lotus Notes 7.0 interface. The title bar reads "Adam S Gartenberg - 7.0 - Lotus Notes". The menu bar includes "File", "Edit", "View", "Create", "Actions", "Window", and "Help". The toolbar contains various icons for file operations and navigation. The address bar shows the current document path. The main window has several tabs: "Welcome", "Adam S Gartenberg - 7.0", "Adam S Gartenberg - Calendar", "Re: Re-demo of Workplace...", and "Fw: Re-demo of Workplace...".

The left sidebar shows the "Mail" section for Adam S Gartenberg, with folders like "Inbox (14)", "Drafts", "Sent", "Follow Up", "Junk Mail", "Trash", "Views", and "Folders". Below this is a "Follow Up" section with a "Remove Flag" button and a list of contacts.

The main pane shows an email list with columns for "Who", "Date", "Time", "Size", and "Subject". The list is filtered by "High Importance" and "Normal". A red circle highlights the "Chat" button in the toolbar above the email list. Another red circle highlights the "Who" column header in the email list table.


Who	Date	Time	Size	Subject
John Gauch	10/25/2004	03:14 PM	7,177	Fw: Service Provider XSP question
Carl Kriger	01/14/2005	12:56 AM	2,761	Branding, Trademarks, etc...
Larry Mancini	01/13/2005	12:50 PM	12,163	Re: Smart upgrade kit found on wtfmail02
Jim Madl	01/13/2005	11:22 AM	1,848	Smart upgrade kit found on wtfmail02
Gail Hughes	01/05/2005	06:05 PM	6,637	Re: Update pres.
Penny Scharfman	01/04/2005	02:03 PM	6,167	Re: InfoWorld Best Enterprise IM Solution -- IBM Lotus Instant Messaging and Web Conferencing
IBM Learning Solutions	12/24/2004	01:44 AM	349,471	IBM Learning Solutions Newsletter - December 2004
Carl Kriger	12/22/2004	11:05 PM	6,290	Re: Two quick Q. for SWU presentation
Dave Tyler	11/29/2004	05:38 PM	449,080	Re: Fw: Preliminary October Workplace Customer report
Carl Kriger	11/22/2004	10:39 PM	16,099	Re: Team Collab & Notes-Outlook Client Integration
David M Martin	11/09/2004	03:43 PM	9,073	Emailing: a35384_2004nov8&printer=1.htm
Carl Kriger	11/02/2004	02:49 PM	27,607	Re: Fw: Licensing clarification for LIM & WC
Mark W Phillips	11/02/2004	02:21 PM	1,888	Change Request submitted, your input requested:

# Contextual Presence

- Within mail, calendar, address book
- Within applications
- On Web sites

**MARSHAK, DAVID S.**


SWG, Lotus  
Senior Product Manager, Real-Time and Team  
Collaboration

 [Westford, MA United States](#)  
Building: WTF5 | Floor: 2 | Office: 2705B



Local time:  
21:00 |  
9:00PM

My preferred contact method is Sametime

Phone: 1-978-399-5190 (T/L: 333-5190)  
Mobile: 1-508-942-8660  
E-mail: [dmarshak@us.ibm.com](mailto:dmarshak@us.ibm.com)  
Notes mail: David S Marshak/Westford/IBM@IBMUS  
Sametime status:  **MARSHAK, DAVID S.** | [Sign out](#)

DeltaPacificBank

 I am available ▾ | [Edit My Profile](#) | ? | [Log out](#)

HOME | MY WORKPLACE | ACCOUNT MANAGEMENT | MANAGER TOOLS
Welcome Diana Franco - December 16, 2003

Mail | Calendar | Address Book | Web Conferences | Team Spaces | Learning

MAIL
[- □ / ?]

★ Check for Mail | ✱ Compose | 🗑 Delete | 📁 Move to Folder... | 📁 Manage Folders | ⚙ Preferences

Folder: Inbox
📧 You have new mail.
Usage:  35%

⏪ ⏩ Page 1 of 6 ⏪ ⏩ | Jump to page:  ↻

	From	Subject	Date	Size
<input type="checkbox"/>	Bea Jordan	<b>! Overdraft Reconciliation</b>	12/16/03	1K
<input type="checkbox"/>	Roy Sanchez	<a href="#">Re: Question about mortgage on fire 1 am</a>	12/16/03	1K
<input type="checkbox"/>	Richard Park	<a href="#">Idea for Good Neighbors campaign</a>	12/15/03	3K
<input type="checkbox"/>	Simon Rippon	<a href="#">Re: Question about new account plans</a>	12/15/03	2K
<input checked="" type="checkbox"/>	Kayo Iwama	<a href="#">Re: Holiday vacation plans</a>	12/15/03	884K
<input type="checkbox"/>	Lynn Stanton	<a href="#">Re: Question about new account plans</a>	12/15/03	2K
<input type="checkbox"/>	Bob Neer	<a href="#">Regional planning report</a>	12/15/03	4K
<input type="checkbox"/>	Viet Dinh	<a href="#">Merryman account problem resolved</a>	12/15/03	65K
<input type="checkbox"/>	Martha Harris	<a href="#">Question about new account plans</a>	12/15/03	7K
<input type="checkbox"/>	Parker Hanson	<a href="#">ATM upgrade plan</a>	12/15/03	6K
<input type="checkbox"/>	Natasha Smith	<a href="#">New home equity loan programs</a>	12/15/03	2K
<input type="checkbox"/>	Barabara Winston	<a href="#">Employee Community Chest Campaign</a>	12/15/03	356K
<input type="checkbox"/>	Peter Sponaugle	<a href="#">Re: Bradford account -- thanks! &lt;eom&gt;</a>	12/15/03	2K
<input type="checkbox"/>	Muffy English	<a href="#">Running low on toasters</a>	12/15/03	4K

⏪ ⏩ Page 1 of 6 ⏪ ⏩ | Jump to page:  ↻

PEOPLE FINDER
[- □ / ?]

Search by: Name

Search for:  🔍

[Advanced Search](#)

MY BUDDIES
[- □ / ?]

Actions ▾ ↻

👤 Work (3)

- Cathy Robbins
- Diana Franco
- Robert Thompson

👤 Branch Managers (9)

- Dan Kenyon
- Daniel Lee
- Gary Guerino
- Jane Hakiel
- Kathy Killebrew
- Natasha Smith
- Sarah Wall
- Simon Rippon
- Yumiko Yamamoto



# Presence becomes a consistent network service

 Brenda Churchill

<b>Brenda Churchill</b>
b-churchill@dpbank.com (617) 555-1234 I am available to chat
Chat... Send E-mail... Show Person Record... Show in Organization View... Add to Contact List...

- extension of the directory
- people's names are active in the user interface
- consistent way of finding and contacting people
- user profiles and preferences
- membership

Hello Christopher C. Crummey [Edit settings](#) | [Sign out](#)



# w3 BluePages

w3 Home | BluePages | HelpNow | Feedback

- BluePages home
- My profile
- My BluePages
- About BluePages
- Edit settings
- Help

Updated on 16 Mar 2005

## My profile

[Edit my profile](#)

[BluePages wizard](#)

**Search type**  **Location**  **Search for**   [Advanced search](#)  
 [Edit locations](#)  [View examples](#)

### My BluePages lists

Create lists of profiles you view often.

To get started, use the **Add to My BluePages** links on the search results page and when viewing an employee's profile.



**Crummey, Christopher C.**  
 SWG, WW Sales - SWG  
 Business Unit Executive - WW Workplace, Portal & Collaboration Software, SWG



[Cambridge, MA United States](#)  
 Building: 1RS | Floor: 4N | Office: 4350

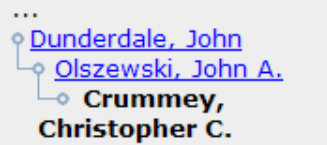
Local time:  
 11:35 | 11:35AM

My preferred contact method is e-mail

Phone: 1-617-693-0440 (T/L: 693-0440)  
 Mobile: 1-617-320-1672  
 E-mail: [chris\\_crummey@us.ibm.com](mailto:chris_crummey@us.ibm.com)  
 Notes mail: Chris Crummey/Cambridge/IBM@Lotus  
 Sametime status: ■ [Crummey, Christopher C.](#) | [Sign out](#)

Add to:  [Notes address book](#)  [Sametime list](#)  [My BluePages list](#)

### Report to chain



### Other reporting views

- [Full report to chain](#)
- [Same manager](#)

- Jobs & contact info**
- Experience & qualifications
- Projects & teams
- Communities & interests
- Reporting structure
- Summary

### Important contact information

- BluePages home
- My profile
- My BluePages
- About BluePages
- Edit settings
- Help

Updated on 16 Mar 2005

## My profile


[Edit my profile](#) [BluePages wizard](#)

Search type: Name Location: All locations Search for:  [GO](#) [Advanced search](#)  
[Edit locations](#) [View examples](#)

### My BluePages lists

Create lists of profiles you view often.  
To get started, use the **Add to My BluePages** links on the search results page and when viewing an employee's profile.

**Microsoft Internet Explorer**

 Christopher C. Crummey has been added to your Sametime list in a group named "BluePages".

This feature updates the list in the Sametime Connect client. Please consult BluePages help documentation for information about other unsupported Sametime clients (e.g., NotesBuddy, ICT).

[OK](#)



Building: 1K3 | Floor: 4N | Office: 4330 11:35 | 11:35AM

My preferred contact method is e-mail

Phone: 1-617-693-0440 (T/L: 693-0440)  
Mobile: 1-617-320-1672  
E-mail: [chris\\_crummey@us.ibm.com](mailto:chris_crummey@us.ibm.com)  
Notes mail: Chris Crummey/Cambridge/IBM@Lotus  
Sametime status: ■ [Crummey, Christopher C.](#) | [Sign out](#)

Add to: [Notes address book](#) [Sametime list](#) [My BluePages list](#)

**Report to chain**

[Underdale, John](#)  
[Ishewski, John A.](#)  
**Crummey, Christopher C.**

**Other reporting views**

- [Full report to chain](#)
- [Same manager](#)

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### Important contact information

# Presence and Audio

## Web Conferencing with integrated Audio

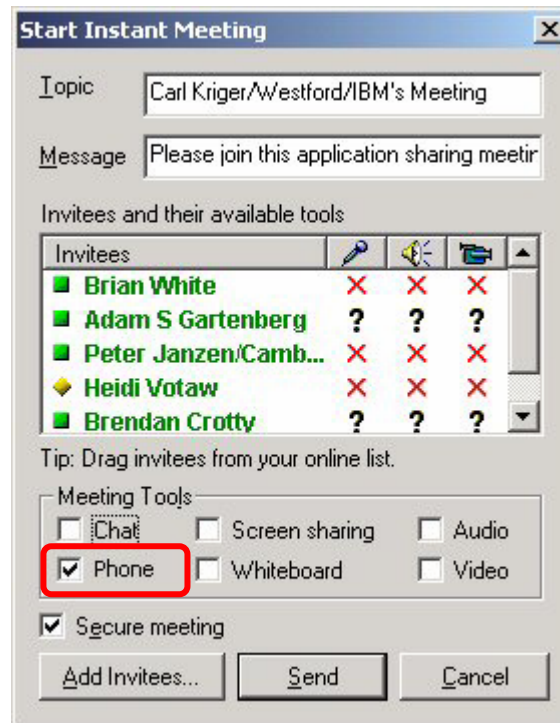
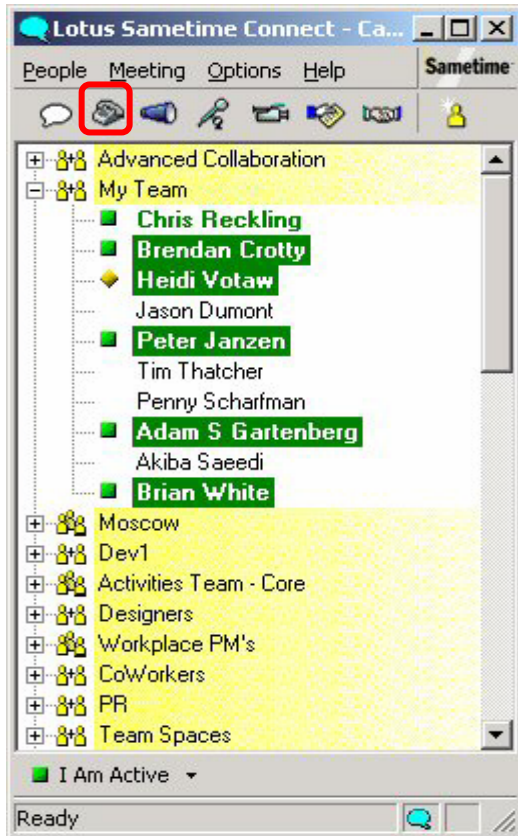
- Share presentations, documents & applications
- Teleconference included as part of the Web meeting
- See who is on the telephone and when they are speaking

The screenshot displays the IBM Lotus Web Conferencing interface. The main window shows a presentation slide titled "IBM Workplace Features the Managed Client Model" with a diagram of business processes. The diagram includes sections for "FRONT-END INTEGRATION", "BACK-END INTEGRATION", "BUSINESS PROCESSES", and "INFORMATION". The "BUSINESS PROCESSES" section lists "Monitoring", "Workflows", and "Application Adapters". The "INFORMATION" section lists "Search/Analysis", "Integration", and "Data Centers".

On the right side, there is a control panel with the following elements:

- Call-In: 1-719-234-0011
- Toll-Free: 1-866-310-3868
- Passcode: 9390091
- IN: 6593
- Join the Call... (with icons for phone, document, and speaker)
- Audio Bridge Connected
- Martin Lechleider (Name)
- Participant list:
  - Martin Lechleider (Active)
  - Mary Smith
  - Kevin Collins
  - Carl Lee
  - Terri/Guest
  - Julianna/Guest
  - Karen Johnson
  - Thomas/Guest
- Volume control and Mute checkbox
- I Am Active (dropdown menu)
- Status message: "You are the web conference moderator."

# ...or Start an Instant Meeting with Integrated Audio



# Connecting IM communities

Add Person or Group

Users | Public Group

Community  
External

Enter e-mail in internet format (person@place.org)

Email address: joe@acme.com

Nickname: Joe Smith

Select a group or type a new group name  
External Customers

Add End By Email Close

The person will be added to this group

Lotus Sametime Connect - christopher\_pepin@us.ibm.c...

People Meeting Options Help

- AIM
- Associates
- BOTS
- BT/CIO
- Collaboration
- eChat DMT
- Executives
- FaceTime
- GNA
- GWA
- IBM Research
- IGA
- IGS
- ISSL
- LET
- Lotus
- ND7
- Research
- Sametime
- Server Tower
- SIP/Celestica
  - jwu@celestica.com
  - hillman@celestica.com
  - mchan@celestica.com
  - rgardne@celestica.com
  - sthakur@celestica.com
- SIP/Scotia
  - Alan.Hosey@scotiabank.com
  - Banjo.Maddela@scotiabank.com
  - diane.pearce@scotiabank.com
  - Henry.Hogan@scotiabank.com
  - Rashad.Patel@scotiabank.com
- SIP/SIMPLE
- SWG

I Am Active

Connected



# Compliance, Logging and Management Issues

Discovery
Enabling and Policy
Blocking and Security
Regulatory Compliance
Identity Management
Hygiene: SpIM, AV
Archive and Storage
Integration and Extension
Reporting
Network Interoperation
Public Network Management

## ■ Enterprise IM Requires Management, Security and Compliance

- ▶ Multi-network interoperability
- ▶ Complete regulatory compliance
- ▶ Integrated hygiene – SPIM and AV
- ▶ Network standardization and enforcement
- ▶ IM presence and application development interfaces for all networks
- ▶ Interfaces to archive and storage solutions

# What's next for presence in business?

- Presence is a standard network service
- Standards-based interoperability
- VoIP takes off
- Ubiquitous device support
- New modes of collaboration / communication

