

# Cloud Computing and IBM LotusLive™

*Cloud computing is an emerging model for delivering IT related capabilities as a service. This new style of computing promises dramatically better ease of use, economies of scale and much greater flexibility in sourcing and adapting to change.*

## What is cloud computing?

From a user perspective, cloud computing provides a means of acquiring computing services without requiring understanding of the underlying technology. From an organizational perspective, cloud computing delivers services for consumer and business needs in a simplified way, providing unbounded scale and differentiated quality of service to foster rapid innovation and decision making. It is a service acquisition and delivery model for IT resources and, if properly used within an overall IT strategy, can help improve business performance and control the costs of delivering IT resources to the organization.

## In a world where almost anyone and anything can connect to the internet, why use Cloud Computing?

- When you want to rapidly interact and collaborate with customers and partners
- When you need to access and share information on-demand
- When you want transparent access to scalable computing and more intelligent networks
- When you want to grow without capital investment.

## Business Benefits

- Responsiveness and agility in delivering new solutions – decreases time to market
- Enhanced employee mobility - access anytime, anywhere
- Incremental pricing means availability without capital outlays
- Rapidly adjusts the volume of users as workload increases or decreases
- New product releases are automatic and at no additional cost

## IT Benefits

- Allows IT to choose areas of focus
- Integrate emerging technologies without the high risk and cost
- Leverage service provider expertise
- Optimize investment in existing infrastructure

## What does Cloud Computing mean at IBM?

IBM considers cloud computing to be a potentially cost-efficient model for provisioning processes, applications and services while making IT management simpler and increasing business responsiveness. IBM believes that cloud computing can enable rapid business innovation by delivering easy-to-use computing services to users “on demand,” regardless of their location or the type of device they are using.

IBM brings you **LotusLive** - the destination for world-class online collaboration solutions for the business world! LotusLive is ideal for businesses looking to collaborate beyond corporate boundaries, expand their networks and discover new business opportunities and with all the security one would expect from IBM.

### Web Conferencing



#### LotusLive Meetings

(Sametime Unyte Meeting)  
Full-featured Web conferencing service includes polling, hand raising, record & playback.



#### LotusLive Events

(Sametime Unyte Events)  
Internet-based event capabilities. Provides tools to create & manage webinars.

### Collaboration



#### LotusLive Engage

An integrated suite of Web collaboration and business networking solutions including online meetings, files, instant messaging, activities, survey forms, charts, profiles and contacts.



#### LotusLive Connections

An integrated suite of Web collaboration and business networking solutions including files, activities, instant messaging, profiles and contacts.

### Email



#### LotusLive Notes

(Lotus Notes Hosted Messaging)  
Full-featured, dedicated hosted Email service. (rich client)



#### LotusLive iNotes

Web-based Email service with personal calendar & shared contacts. Mobile sync capability.

Available Q3'09

## Try these services today at no cost or obligation:



**LotusLive Meetings** is a full-featured, online meeting service with integrated Web and video conferencing. This reservation-less service let's you pull together a Web conference on the fly, or plan an online event for hundreds – all with the same service. It really is the perfect solution for businesses that want to make the most of their dollars.

**LotusLive Engage** is an integrated suite of online collaboration services simply designed to meet the needs your businesses without costly overhead. Connect with anyone, share large documents and extend your network - without the worry of firewalls, the cost of an IT department or a capital expense.

Check out both services today at [www.lotuslive.com](http://www.lotuslive.com)  
All you need is a Web browser and you are ready. It's that simple.  
For more information email [buy@lotuslive.com](mailto:buy@lotuslive.com)

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