

Lotus Software-as-a-Service

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Lotusphere[®] 2008



IBM[®]

Lotusphere 2008 - a major initiative targetted at SMB's is announced....

"Bluehouse" Get connected. Work together.

Register your interest in "Bluehouse" at <http://bluehouse.lotus.com>



comprehensive file sharing, collaborative web meetings, project tracking activities, cool charts and forms, quick chatting, social contact management and sharing

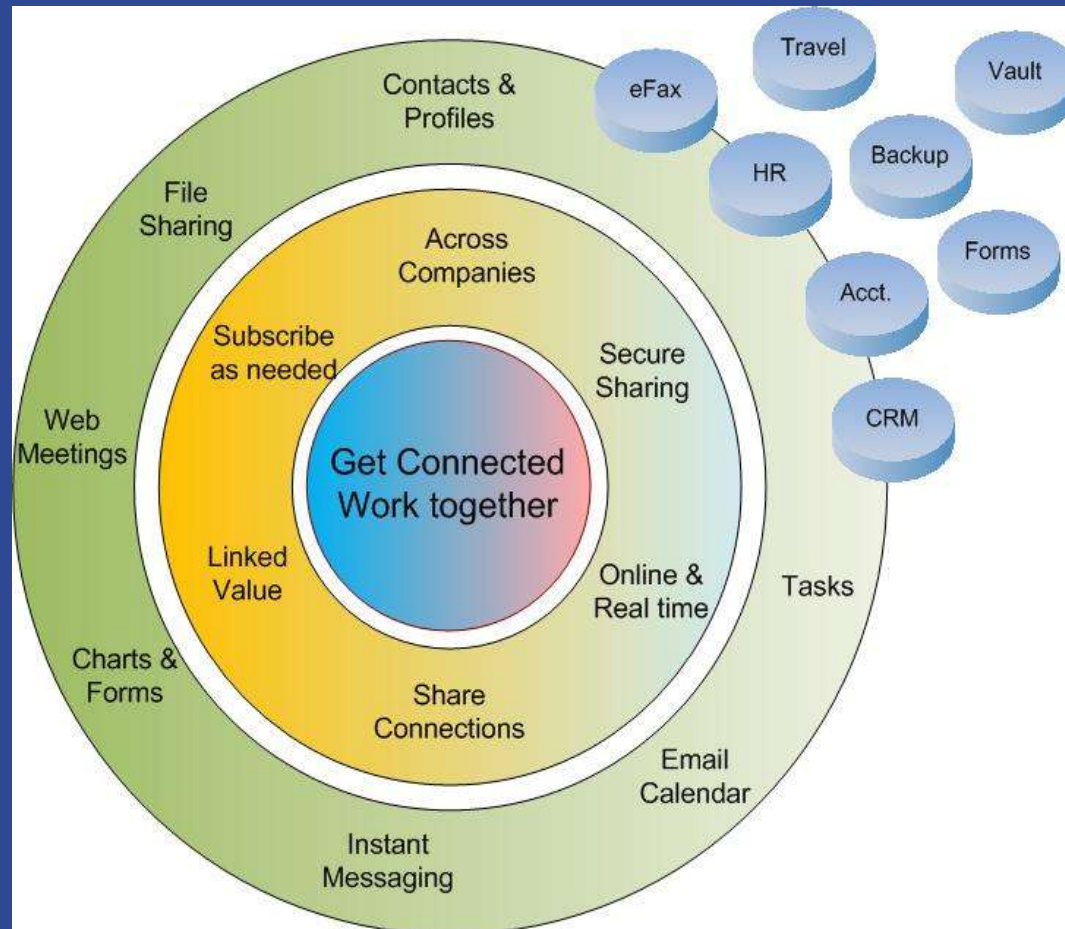
• user interface subject to change



"Bluehouse" - In the fullness of time

■ What is "Bluehouse"?

- ▶ An on-line business place with state-of-the-art collaboration features for sharing ideas, contacts and data, meeting colleagues and partners and building business.



“Bluehouse” summary...

- Web Delivery of integrated collaboration capabilities tailored to SMBs
 - ▶ This capability can be used within your organisation and to connect and collaborate with your partners to grow your business
- No Administration Overhead
 - ▶ IBM host and manage everything for you
- Easy start up. Low Cost
 - ▶ Easy to get up and running. Low start-up costs. Pay by usage
- Safe secure way to work in a collaborative manner with your partners, suppliers and customers
- Easy way for SMB's to explore and other companies and grow their business