

## Lotusphere 2012 - Live Stream Schedule

Can't make it to all of the exciting Lotusphere and Connect Sessions? Want to hear several speakers talk about the latest and leading technology without running from session to session? No worries, we have you covered! Watch Lotusphere and Connect sessions via Livestream Monday – Thursday and don't miss a thing! We have all of the keynote speakers, opening general sessions, and Connect sessions at your fingertips. Check out the Livestream links and schedule below:

<http://www.livestream.com/ibmsoftware>

<https://www-304.ibm.com/social/aggregator/lotusphere>

### **Monday, January 16, 2012**

- 8:00am – 10:00am Lotusphere 2012 Opening General Session  
Alistair Rennie General Manager, IBM Collaboration Solutions  
*Abstract: Becoming a social business has enabled leading edge companies to realize transformative impacts in introducing new products and services, personalizing customer care and optimizing employee decision making and productivity. Integrating business processes and the “world of collaboration” to become a social business requires technologies and skills that IBM can deliver. Led by Alistair Rennie, General Manager IBM Collaboration Solutions, we'll hear about how real social business is today, watch some fast paced demonstrations of the Social Business Platform and hear from Bayer MaterialScience, Premier Health, GAD and Children's Hospital of Boston.*
- 10:00 – 11:00am Watch a collection of Conversations with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.
- 11:00am – 12:00pm Session INV201: Strategy in Action: Building An Exceptional Work Experience for a Social Business - Jeff Schick  
*Abstract: This is the session to attend to receive an update on the work IBM is doing across messaging, real time, social and office productivity technologies to support collaborative work experiences that are truly exceptional. The work being done utilizes these technologies to help unleash employee innovation, team productivity, and enable increased company agility to tap new business opportunities. Come to this session for a preview of what IBM is planning for 2012 to build the exceptional work experience.*
- 12:00 – 1:00pm Watch a collection of Conversations with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.
- 1:00 – 2:00 Session INV202: Strategy in Action: The Successful Journey to the Exceptional Web Experience - Larry Bowden; Gary Dolsen  
**Abstract:** *It has become strategically critical for organizations to focus on developing and strengthening their business relationships online. By emphasizing delivery techniques that include social, mobile, analytics, and enterprise integration strategies, leading organizations are reaping the benefits of competitive differentiation, customer loyalty, profitable growth and enhanced employee interactions. In this session we'll share how customers are realizing these benefits today, and IBM's forward-looking vision for how organizations can reinvent customer relationships and transform the speed of business through online channels.*
- 2:00 – 2:15 Watch a collection of Conversation with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.
- 2:15 – 3:15 Session INV101: Strategy in Action: Messaging and Collaboration - Ed Brill  
*Abstract: Get a comprehensive overview of IBM's current and future offerings in the messaging and collaboration market. See the latest demos and hear about plans for Lotus Notes and Domino, Notes Traveler, Domino Designer, LotusLive Notes, Lotus Symphony, IBM Docs, and IBM XWork Server. The session will also feature highlights from our business partners.*

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- 3:15 – 3:45pm Watch a collection of Conversation with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.
- 3:45 – 4:45pm Session INV203: Strategy in Action: IBM Cloud Strategy – Bethann Cregg; Brendan Crotty  
**Abstract:** *According to Gartner, Inc. more than 50% of CIOs are making SaaS a top priority this year. IBM has made Social Business a key component of its fast-growing portfolio of cloud-based solutions. This session will describe the directions for LotusLive as a premium IBM SaaS product offering. It will also describe the growing portfolio of public and private cloud options, solving a range of privacy and industry needs. Learn how a growing set of customers are combining productivity gains of social business with the economic benefits of Cloud. See how enterprises are using the Social Business Cloud to collaborate securely with partners beyond corporate boundaries, and SMBs are transforming sales processes and customer service. Rob Koplowitz, Vice President and Principal Analyst at Forrester will also share his insights about the Cloud Computing industry and customer adoption trends.*
- 4:45 – 5:00pm Watch a collection of Conversation with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.
- 5:00 – 6:00 Session CN-WFO4: Content and Communities, What Does it Mean for Your Business? K. Bisconti  
**Abstract:** *Most companies are at least beginning to investigate how the use of social tools might impact their business. Due to the popular commercial use of these tools, it is often difficult to understand how what some consider a diversion can actually be a great benefit to their corporate business. Join us in a conversation around how Genworth and Slumberland have transformed their workforce by fostering collaboration and knowledge sharing using social software communities and social content. Genworth and Slumberland are driving the development of high-value content, improving business insight to support better, faster solutions to business problems.*

### **Tuesday, January 17, 2012**

- 8:15am – 9:15am Keynote Speaker Session  
Michael D. Rhodin, Senior Vice President,  
IBM Software Solutions Group, IBM  
Michael Chui, McKinsey Global Institute  
**Abstract:** *The world has changed. To lead in the coming decade will require developing, connecting and mobilizing, talent to conduct business in new ways. As we are at an inflection point, there is new technology to embrace, new behaviors to embody. The time is here to infuse intelligence into the way business works. Business processes, functions and roles are fundamentally changing. The way to stand out to stand for something special and embrace the new models of leadership and innovation that continue to emerge for those who embrace social solutions. Led by Michael D. Rhodin, Senior Vice President, Software Solutions Group, IBM, who will be joined by Bill Taylor, Founding Editor, Fast Company, and business and technology executives from Toronto Dominion Bank.*
- 9:15 – 10:00 Watch a collection of Conversation with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.

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- 10:00 – 11:00 Session INV204: Strategy in Action: Social Collaboration – A View Into the Future of IBM Connections & IBM Lotus Quickr – Ronnie Maffa; Heidi Ambler  
**Abstract:** *IBM Connections forms the foundation of Social Collaboration for the enterprise. This session will discuss the strategic direction that guides the continuous innovation and expansion of IBM Connections. One key tenant of this strategy we will highlight is our continued evolution of incorporating team collaboration use cases with IBM Lotus Quickr. We will explore the many opportunities available to our customers and business partners to extend and leverage the robust social capabilities. We will also delve into our approach on enabling pervasive access to social services and the transformational possibilities to the enterprise that such an approach enables. We will highlight efforts where we bring "Social" to many of our IBM technologies in the enterprise, and a look into the future of innovation to supercharge your business.*
- 11:00 – 11:15am Watch a collection of Conversation with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.
- 11:15am – 12:15pm Session INV302: Strategy in Action: IBM Mobile for Social Business – Robert Ingram  
**Abstract:** *In a world where smartphones and tablets have become as popular as PCs and laptops, new mobile collaboration tools are redefining how employees, customers and partners can work together. At the same time, enterprises are rolling out programs such as 'bring your own device', creating new challenges for IT to protect enterprise data. We will review what is being deployed today for users who are demanding mobile access from the most popular consumer devices (iPhone, iPad, Android, Blackberry and Nokia). We'll demo the most recent updates for our mobile social collaboration tools - Lotus Notes Traveler , IBM Connections, IBM Sametime and Lotuslive. We will look ahead to the future of mobile social collaboration and discuss best practices for how to manage this evolution and discuss IBM strategy to address the needs for mobile applications development and management of mobile risks and security concerns.*
- 12:15 – 1:30pm Watch a collection of Conversation with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.
- 1:30 – 2:30pm Session CN-WF07: Demystifying Enterprise Gamification – R. Wang, Constellation Research  
**Abstract:** *Constellation believes that by 2013, more than 50 percent of all social business initiatives will include an enterprise gamification component. Social businesses know that motivation and incentive programs can help produce revenue and productivity gains among employees and increase job satisfaction. They also know it can be time-consuming and difficult to streamline, manage, and implement such programs. Join us as we explore how leveraging game mechanics organizations can turbo charge employee engagement in incentive programs, employee recognition, training, and health and wellness.*
- 2:30 – 3:30pm Watch a collection of Conversation with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.
- 3:30 – 4:00pm Session INV309: Strategy in Action: Social Business Application Development – Brent Peters; Philippe Riand  
**Abstract:** *This session is an overview of the Social Business application development strategy, as it applies to the ICS portfolio of products. As a developer, regardless of your technical background, you'll understand how you can build or modernize your solutions, leveraging the largest set of technologies in the industry. Come and see the power of social application development in action.*

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4:00 – 4:30pm Connect 2012 Closing General Session - Top 5 Social Surprises From Clients Using the Social Business Agenda - Sandy Carter, Vice President, IBM Social Business Evangelism and Sales  
**Abstract:** *Throughout Connect you've heard about Social and its usage. The biggest questions are: How do I start? What did others do to be successful? In this closing session, Sandy Carter will share how IBM is helping clients to build Social Businesses using AGENDA approach. Sandy, who is a dynamic and sought after industry leader in Social Media as well as an author of 3 best selling books, will be joined by a representative from Lowe's who will share how they have benefited from incorporating Social into their business processes. Sandy will also share the top 5 surprising lessons learned that will help drive stronger business outcomes.*

### Wednesday January 18, 2012

8:15am – 9:15am Keynote Speaker Session  
Conversations with Industry Innovators; Sir Tim Berners-Lee, Computer Scientist, MIT professor, Inventor of the World Wide Web; Manoj Saxena, General Manager, IBM Watson Solutions; Andy Miller, Polycom CEO  
Abstract: The technology industry is rapidly growing and changing with new trends on the consumer level that are impacting the enterprise. The future of technology has implications on society and business partnerships that will lead to transformations and evolutions of the web. In this intuitive keynote session at Lotusphere, hear industry visionary Sir Tim Berners-Lee speak about the implications of an evolved version of the web that recognizes the meaning of the information it carries. Lee highlights how this evolution reflects and is driving changes in society and how individuals now have different capabilities and purviews. Industry innovator Manoj Saxena, General Manager, IBM Watson Solutions will join in and build from Lee's view of shifts in the market place and how Watson technologies can help deliver new value to clients. Andy Miller, Polycom CEO, will give insight on how enterprises are working differently as they are consuming new technologies such as, social, mobility, and cloud. Following the Conversations with Industry Innovators a round-table discussion with all three luminaries on what the societal changes mean for business and what these transformations mean for the enterprise.

9:15 – 9:30am Watch a collection of Conversation with Industry Innovators IBM Customer Testimonial and Insights from IBM videos.

9:30 – 10:30am Connect 2012 Opening General Session  
Bridget van Kralingen, General Manager, IBM North America, Martina Girkens, VP Corporate Functions IT, Continental AG  
Abstract: Today people interact in ways unimaginable just a decade ago. Data has exploded in quantity and is accessible to almost anyone. Customers wield more power than ever before. These are turbulent, fast-paced times, and business opportunities can appear in an instant and vanish just as quickly. In this insightful keynote session to kick off Connect 2012, hear IBM executive Bridget van Kralingen describe how the organizations emerging as leaders in this environment are taking advantage of these trends and applying them to transform the way they do business. Martina Girkens of Continental AG will join her to share a remarkable social business transformation story taking place across her organization. And our special guest speaker, Guy Kawasaki, will offer an inspiring and entertaining look at how to tap into the magic of enchantment to lead the organizational and cultural change necessary to build a social business that will endure.

## Lotosphere 2012 - Live Stream Schedule

- 10:30 – 11:30am      Session CN-CCI1: Saving Money and Lives – Social Business Turns Information into Actionable Insight – D. Hatzidakis, Premier Health Alliance  
**Abstract:** *If you look at almost any industry or business today, you'll find that lack of scale is often a big problem. But what happens with the inverse of that problem when there's so much scale—so much of a particular supply—that it overwhelms us? That's the challenge we face with data. We have more than we even know what to do with and the amount of data grows every day as more and more of our lives get cataloged through technology. The problem is not that we need more data. The issue is that we need to get a handle on the data points and turn them into something—into information, into insight, into intelligence for every stakeholder—and to make those insights available at the right time at the right place for the right individuals. This is exactly the problem the Premier Healthcare Alliance has embarked on a journey to solve via the Integrated Performance Platform. The potential benefits for saving lives and reducing healthcare spending are staggering.*
- 11:30 – 12:30pm      Session CN-WFO2: Driving Productivity and Operational Efficiency by Connecting Your Workforce - C. Liew, BASF  
**Abstract:** *Driving productivity and operational efficiency requires a new way of engaging and enabling employees. In this session, learn how social can enable your organization with people-to-people interactions and provide the ability to identify and leverage expertise throughout the organization. In addition, hear first hand from business leaders from BASF and The Dutch Tax Office on the approaches and techniques they used to drive widespread and fast adoption of new social tools.*
- 12:30 – 1:30pm      Session CN-PSI3: Asian Paints Develops a Culture of Innovation Through Social Collaboration Harish Lade, Asian Paints  
**Abstract:** *By implementing a social collaboration platform, Asian Paints enabled its employees to respond quickly to business opportunities and to discuss and refine new creative ideas, thereby reducing time to value and increasing return on investment. In addition, the platform empowered the company with robust Web 2.0 features, which helped the client improve customer satisfaction.*
- 1:30 – 2:30pm      Session CN-PSI5: Presbyterian Healthcare Services puts Innovation into Social Gear D. Johnson; M. Galeteanu; Presbyterian Healthcare  
**Abstract:** *In an industry that is ripe for innovation and disruption, Presbyterian Healthcare Services (PHS) stands out as one of the most innovative organizations. From using Twitter to broadcast a surgery live to the world to using IBM Blueworks Live to democratize the way they improve processes on a continual basis, PHS has more than adopted the main tenets of a social business, they are excelling at them. In this sit down conversation with Mihnea Galeteanu from IBM and Doug Johnson, Director of Innovation, Presbyterian Westside Healthcare System, we talk about social business as it pertains to rolling out an innovation agenda. Lessons learned about turning the naysayers, mobilizing the believers, and more importantly, wowing their customers will make for a very exciting conversation. To be heard ahead of time, tweet your questions to #ibmconnectphs.*
- 2:30 – 3:30pm      Session CN-CCI5 Building Trust and Transparency with Your Customers through Exceptional Web Experiences – Scott Schrader, SXC  
**Abstract:** *In today's competitive world, achieving and maintaining profitable growth has become a top priority for businesses to survive. New digital strategies to improve security and transparency, enhance customer satisfaction, and lift sales are emerging. Forward thinking companies are differentiating their brand by building deep, lasting customer relationships. One way to achieve this is by offering your customers an exceptional and engaging experience on your website as well as social media sites and across whatever interaction channels—from web to email to mobile device—your customer chooses. In this session, learn the core capabilities and approaches important for an organization to sustain an exceptional online customer experience. Scott Schrader, Director of Information Systems at SXC, shares how they became a social business to strengthen the relationship with their customers.*

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- 3:30 – 4:30pm      Session CN-GEN2 Collective Intelligence – Capitalizing on the Crowd  
D. Brousseau and G. Garacia, CEMEX  
**Abstract:** *Social technologies have increased the ability of organizations to tap into collective intelligence – the distributed knowledge and expertise of individuals located inside and outside the formal boundaries of the enterprise. Applying this knowledge can deliver tangible benefits in developing new products and services; sharing best practices; distributing work in new, innovative ways; and predicting future events. This session provides highlights from the recent IBM Institute for Business value study on collective intelligence and highlights how one of IBM's clients has derived real, tangible business value from its ongoing initiatives that leverage collective intelligence.*
- 4:30 – 5:30pm      Connect 2012 Closing General Session  
Sandy Carter Vice President, IBM Social Business Evangelism and Sales

### Thursday January 19, 2012

- 8:30 – 9:30am      Session ID227: Social Business Maturity Curve: Customer Success Stories & Best Practices  
Christopher C. Crummey  
**Abstract:** *In this session, we'll share some developing strategies at evolving a Social Business culture, increasing the adoption rate, and driving overall success to deliver business results. We'll describe where customers are on the maturity curve and what best practices they used to move down that curve to becoming a more social business. You'll learn from the experience of leaders in becoming a more social enterprise, and hear what has been successful, and what has been a challenge within their organizations.*
- 9:30 – 10:30am      Session INV303: The "Day in the Life" of a Exceptional Work Experience by a Social Business Evangelist – Christopher C. Crummey  
**Abstract:** *This is session is focused on a live demonstration that highlights collaboration horizontally across the entire portfolio. The demo will be in the format of "Day in the Life" in which we show how these technologies are integrated into an "Exceptional Work Experience" leveraged by a Social Business Evangelist. The demo will showcase a mix of out-of-the-box features, IBM customized examples, Business Partner solutions, social media and some sneak peeks at beta code. We will demo this across both our "on-premises" and "Cloud" solutions. The demonstration will be a mix of desktop tools, browser only technology and mobility.*
- 10:30am – 5:00pm      Re-Stream of Selected Sessions from Monday – Wednesday  
Watch a collection of Conversation with Industry Innovators IBM  
Customer Testimonial and Insights from IBM videos