Lotusphere 2010

Lotus knows.

Smarter software for a Smarter Planet.

SMART203 – Raising the ROI of IT with IBM Client for Smart Work

Antony Satyadas | Marketing Strategist, IBM Lotus Software
William Malchisky Jr. | Managing Partner/Chief Technical Architect

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Completing Your Evaluations...

- Please ensure that you complete your session evaluation either via the paper form now, located in your Lotusphere2010 notepad or on-line, so the conference staff can receive your input

- Thank you in advance for your feedback; we appreciate it

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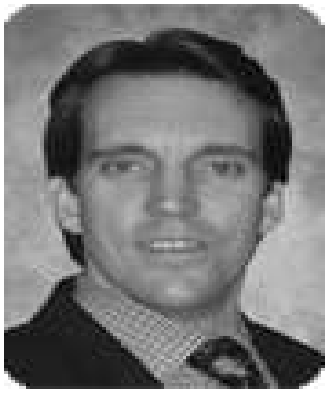
Speaker Info: Antony Satyadas

- 25 years in IT, close to 11 years with IBM
- Currently working as Marketing Strategist in Lotus
- TCO, Competitive initiatives including IBM Client for Smart Work, Project Liberate; Intelligent systems modeling, KM
- Marketing, Business, and Technical leadership roles: IBM, Perot Systems (now Dell), BellSouth (now AT&T), Department of Energy, co-founder of 2 startups, HCL India, OMC India
- 50 publications in journals/books, 50+ advisory/program committees, Reviewer of international journals/press (IEEE, Oxford, Elsiever, John Wiley), Tutorials, Short courses, in Architecture/Advisory Boards
- Was IBM Senior Certified Executive Architect, Open Group Master Architect; IEEE Senior Member

Speaker Info: William Malchisky Jr.



20 years IT experience

Working with Notes since 3.0c, in 1993

Leadership and technical roles: J.P. Morgan & Co., Inc. (now JP Morgan-Chase); American Express; The Hartford; Banker's Trust (now Deutsche Bank); Bayer Pharmaceuticals, Ameriprise Financial, Blue Cross Blue Shield

Significant regulatory compliance and Domino specialty project experience

Co-authored two IBM Redbooks on Linux

Multiple publications and Lotus Certifications

Linux aficionado

Agenda

- IBM Client for Smart Work – Defined
- IBM and Business Partner commitment to Linux
- TCO Model for Collaboration Solutions, Challenges
- Architectural Decisions, resources
- Building Your ROI – Walkthru using TCO Calculator
- Three Customer Examples
- Customer Panel Q&A

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We are challenged @ work

42% make decisions with the wrong input at least once a week

2 hours per day spent looking for the right information and expertise

5.3 hours wasted per employee per week due to inefficient processes

2/3 can't find the help they know is out there

Sources: Harris Interactive / Tacit Knowledge poll; Accenture study

Desktop Challenges

Heterogeneity

Multiple brands, Apps & Operating Systems

Upgrades & Patches

Data Availability

Data loss from hardware failure

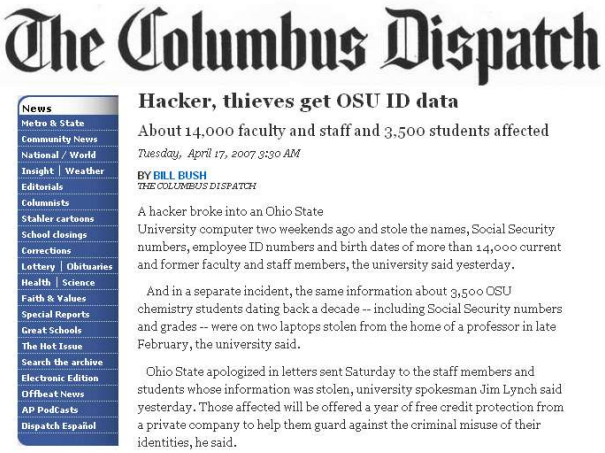
Are desktops backed up?

Data migration every lifecycle

Lost productivity

Security Threats

preventive/proactive vs. theft, viruses



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Hacker, thieves get OSU ID data

About 14,000 faculty and staff and 3,500 students affected

Tuesday, April 17, 2007 3:30 AM

BY BILL BUSH
THE COLUMBUS DISPATCH

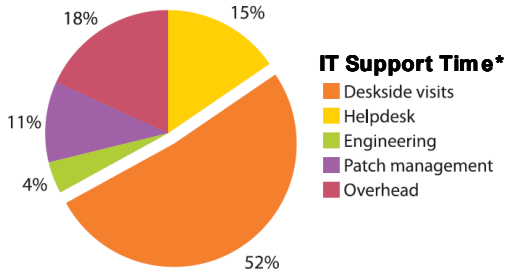
A hacker broke into an Ohio State University computer two weekends ago and stole the names, Social Security numbers, employee ID numbers and birth dates of more than 14,000 current and former faculty and staff members, the university said yesterday.

And in a separate incident, the same information about 3,500 OSU chemistry students dating back a decade -- including Social Security numbers and grades -- were on two laptops stolen from the home of a professor in late February, the university said.

Ohio State apologized in letters sent Saturday to the staff members and students whose information was stolen, university spokesman Jim Lynch said yesterday. Those affected will be offered a year of free credit protection from a private company to help them guard against the criminal misuse of their identities, he said.

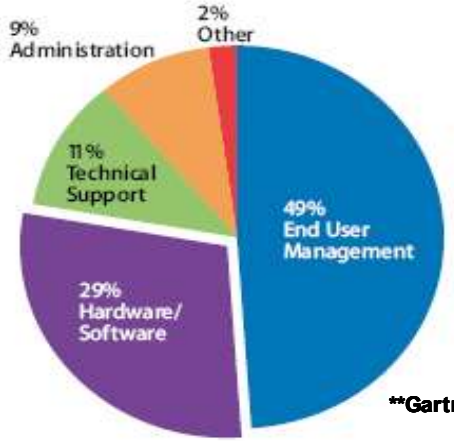
Under-staffed IT Dept.

Distributed desktops consume IT time/money



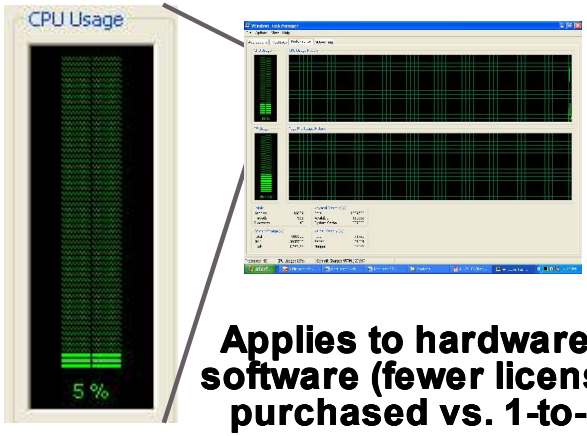
Total Cost of Ownership

70% of TCO is AFTER acquisition ($4000 / user/ year)**



**Gartner

Low Resource Utilization



Applies to hardware & software (fewer licenses purchased vs. 1-to-1)

*Source: 2003 Intel IT Average Quarterly Spending on Desktop PC Support

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Smart Work helps organizations redefine:

How Businesses Evolve…

…To Adapt and Respond Dynamically

How People Collaborate…

…To Maximize Effectiveness

How Technology Enables Flexibility…

…To Meet Business Needs Quickly

To optimize business performance.

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IBM Client for Smart Work offers an open, security rich, and cost effective Microsoft desktop alternative

- Optimized workspace with built in productivity and collaboration capabilities that can be embedded in business processes
- Several choices:
  - Lotus Symphony on Ubuntu Linux desktop Operating System (OS) tailored for **Netbooks**
  - Lotus Symphony, Lotus Notes with integrated Lotus Sametime on Ubuntu/Red Hat Linux desktop OS
  - Option to use virtual linux desktops using VERDE from Virtual Bridges
  - Choice of collaboration delivery models: on premise, on the cloud using LotusLive iNotes/ Connections, with appliance using Lotus Foundations
  - Compatible with and complimentary to SOA-based IT environments
  - Use BPM and Service Oriented Architecture
- In partnership with local and alliance Business Partners

Instrumented: embed collaboration in the business process based on SOA, client middleware
Intelligent: Contextual, adaptive, role based, server managed, People sensors, Patterns driven
Interconnected: community oriented, inter enterprise collaboration

Lotus Expeditor

VirtualBridges™

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The platform enables you to gain efficiencies by further promoting agility and flexibility.....

BPM

SOA

- Extending processes to easily find & use the best resources anywhere, anytime
- Developing agile business models that seamlessly link strategy to execution
- Finding and delivering application function to match changing business needs rapidly
- Connecting with people beyond the traditional business perimeter by leveraging mobile networks

Clients (or Business Partners) can use the IBM Business Process Modeling tool to identify key role-role interactions that can benefit (ROI, Productivity, agility) from collaboration and embed the relevant collaboration capabilities in those processes

This will allow people to easily locate the best experts and content using any device (netbook/thin hardware client/mobile device/desktop)

An SOA based implementation allows you to address the application needs as the roles of people evolve based on emerging business needs

And ultimately delivers Contextual insight, expertise and content… applied with precision at point of impact improves business process efficiency and quality, reduces human latency and ultimately drives organizational optimization.

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IBM Client for Smart Work on Ubuntu

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IBM Client for Smart Work value aligns to the CIO needs identified in the IBM 2009 CIO study – 2500 CIOs

expand

business impact

Integrate with your business processes

raise the

ROI of IT

lower TCO up to 50%

Complete

Add industry leading Social Software, Unified Communications, and Mobility capabilities

Choice

Leverage delivery alternatives on Ubuntu Linux operating system using Netbooks and other devices

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Client Strategy Decision point

- Windows 7
- "2010" products
- Desktop refresh
- MS EA
- Cloud
- Open source
- Virtual Desktops
- Lower TCO

1

Decision Point

2

Microsoft desktop

- "migrate": Pay more money for Hardware, Software
- to Outlook/Exchange 2010
- to Office 2010
- to Windows 7
- Locked into proprietary software

IBM Client for Smart Work

−Lower TCO in the range of 30-50% on software, hardware costs
−Option to use in Premise (Domino), Appliance (Foundations)
−Lower Operational costs by 50% using virtual desktops
−Based on user segmentation
−Netbook type computer cost ranges from 250-400
−Netbook on Ubuntu costs $75 less than on Windows 7
−Thin Clients cost range from $150-300

Current

Future

Market trends confirm the need for a new strategy

Moving from Windows XP to 7 is a "migration". ... 70% of Windows XP applications require modification (20% require significant recoding) for it to work on Windows 7. Requires hardware upgrades – Dell webcast http://event.on24.com/clients/default/presentation/default.html?titlecolor=000000&eventid=159713&sessionid=1&username=&partnerref=&format=rmaudio&key=29A909EED1453AEAE9F5BDFB765A3084&text_language_id=en&playerwidth=1000&playerheight=650&eventuserid=28737811&contenttype=A&mediametricsessionid=24977399&mediametricid=395676&usercd=28737811&mode=launch

InformationWeek

"Our research shows that only 16% of IT pros have plans to deploy Windows 7 in the first 12 months, and about 50% had no plans..." -- based on Information week survey of 1400 IT professionals
http://www.informationweek.com/news/software/operatingsystems/showArticle.jhtml?articleID=220300710&pgno=3&queryText=&isPrev=

Desktop virtualization – Gartner projects virtualized desktops to surge from less than **400,000 in 2008, to 70 million by 2014**.

Netbooks in businesses is growing rapidly: from *1.1M in 2009 to 3.5M in 2010* -- Techaisle.
Overall market is expected to grow from *35M in 2009 to 139M units in 2013* – ABI Research.
30% of these are on Linux and they *cost $50-75 less* than Windows 7 based netbooks

IDC: 12% of Mid market customers use Linux Desktops.
IDC Survey: 48% expect to increase adoption of Linux on the desktop/laptop

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Customer Panel Q&A

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A decade of IBM investments in Linux

1999: Linux community involvement

2000: Linux on all IBM hardware pledge

–Invested $1B into long-range planning

2001: $40M software donation to form Eclipse organization

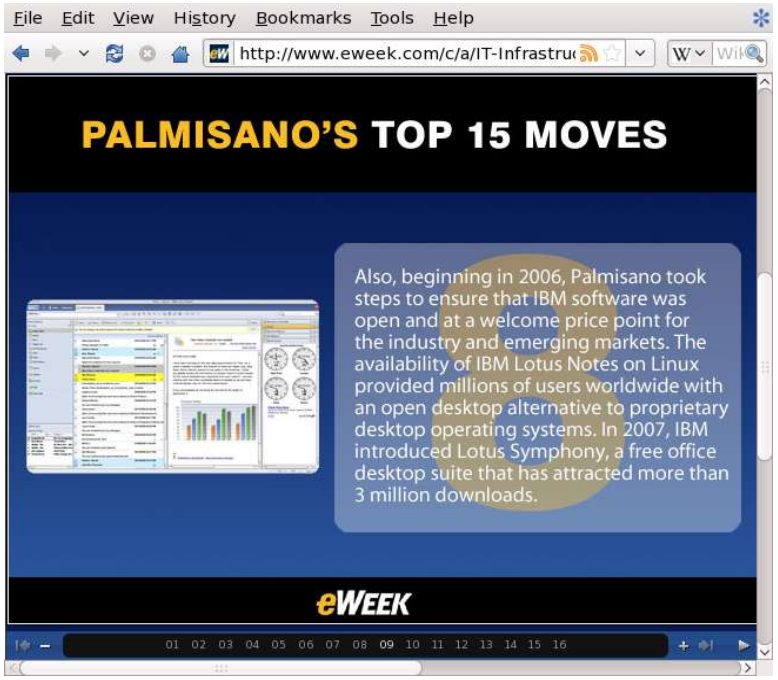
–1200 developers in 63 countries contribute

2003: Inaugural keynote—Linux Desktop Consortium

–Kicks-off its internal desktop conversion

2005: IBM donates intellectual capital

–500 Patents to Open-Source Developers



2007: IBM joins OpenOffice Team; Announced IBM Open Collaboration Client solution with Red Hat, Novell

2008: IBM announced open virtual client with Canonical and Virtual Bridges (VB)

2009: IBM announced IBM Client for Smart Work in Africa with Canonical/VB and USA with Canonical/VB and Red Hat; Cloud offerings on Linux; zLinux value

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Beyond Investments & Speaking...

Major human capital investment too

–Committed 600+ people, all dedicated to open-source development

–Actively contributing to Linux and over 150 other open source projects and communities

–Apache and Apache projects; Eclipse; Mozilla Firefox; OpenOffice.org; Samba

- Source: "IBM & the Linux Community", *http://www-03.ibm.com/linux/community.html*

IBM Provides Important Legal Support

–Software Freedom Law Center:

–Legal representation and related services to protect and advance Free, Libre and Open Source Software (FLOSS)

–Represents the best in well-established free software and open source projects

–Open Invention Network: Intellectual property company formed to promote Linux through patent utilization, creating a collaborative ecosystem

–Free Software Foundation: Mission is to preserve, protect, and promote the freedom to freely utilize software

Focused Linux investment yields

–All IBM servers supporting the Linux operating system

–500+ IBM software products on Linux

–A full line of implementation, support, and migration services for Linux

–Lotus software brand supports Red Hat, Ubuntu, SuSe Linux (Novell)

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TCO Model elements

	Software License	Hardware refresh	Server consolidate	Software upgrade	Operations cost	Others
Liberate	+Microsoft Enterprise Agreement Number of users					
Migrate	+Desktop OS +Server OS +Productivity Editors +Collaboration +User segmentation	+Desktop HW +Netbooks +Mobile	+Server HW +Server OS +Performance	+N/D V2V upgrade TCO benefits	+Support costs	-Training -Application development -Productivity
Virtualize	+User Segmentation -Desktop OS =Number of locations	+Same Desktop HW +Thin client +Netbooks -Server HW -Storage HW			+Facilities Power +user administration + hardware configuration reconfiguration + hardware deployment + software deployment + application management + backup, recovery, archiving + security management + IT management	-Network bandwidth

+ reduces TCO (less cost); - increases TCO; = no impact

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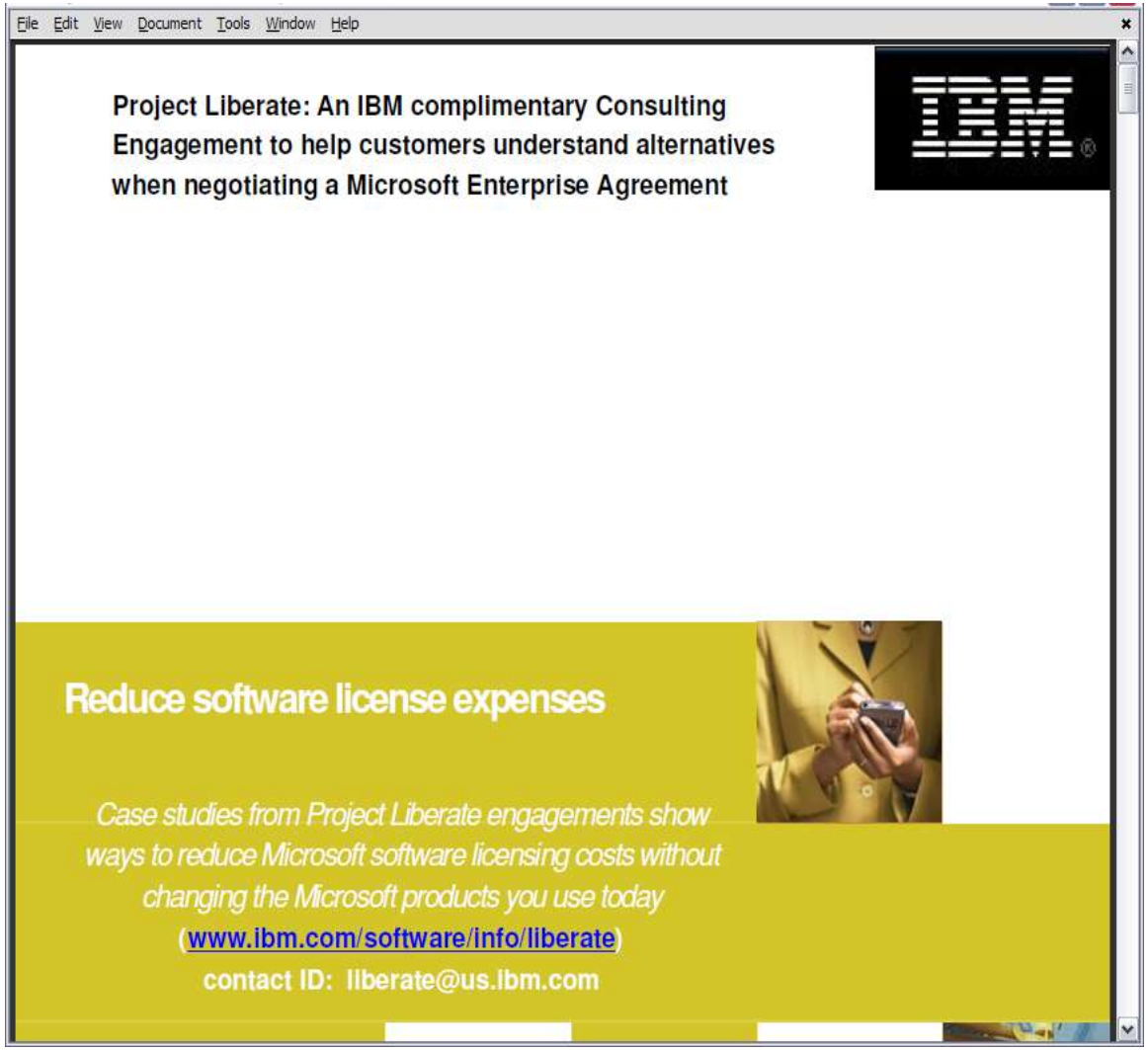
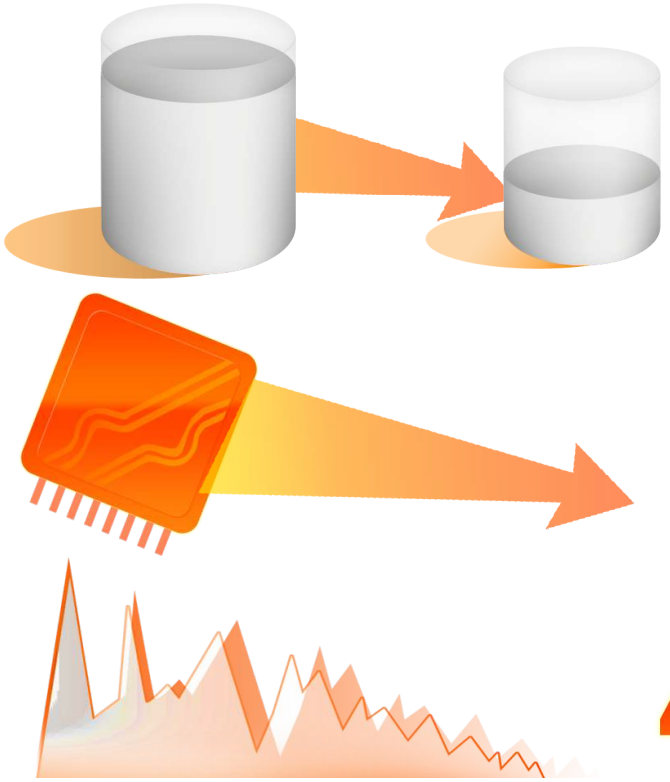
Project Liberate is an alternate procurement strategy

We have helped more than **600 customers free up around $3.5B in their IT budget over the last 3 years worldwide** by advising them how to by differently from Microsoft

Customers with Microsoft Enterprise Agreements might be able to save up to **40% or more** on the cost of their renewal through this "no-charge" evaluation of their current Enterprise Agreement.



Upgrade to latest Notes Domino & lower TCO by 30%



30% Fewer Servers to manage

40% Improvement of CPU utilization

40-60% Disk Savings

>50% I/O Bandwidth consumption Reduced

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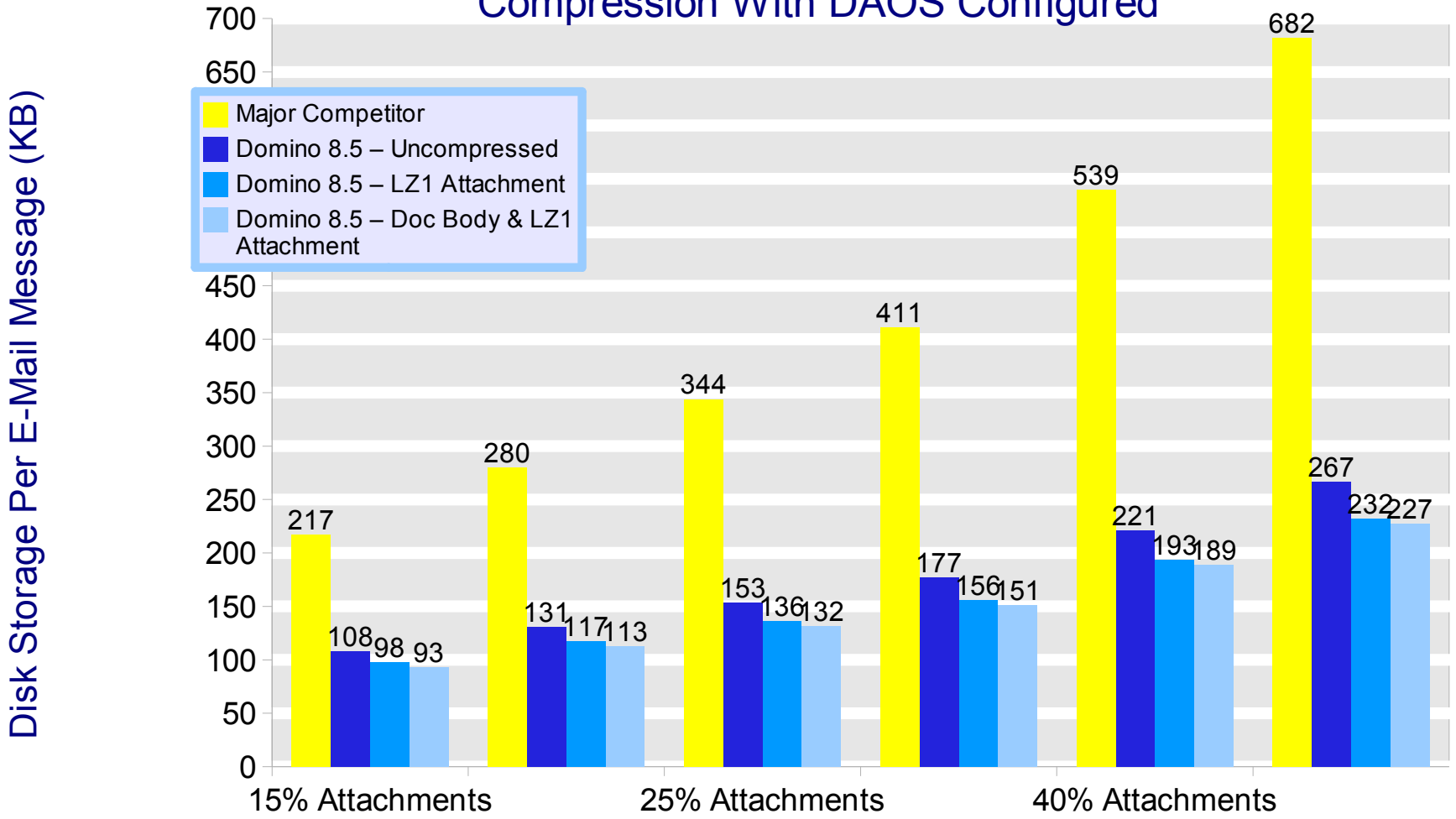
Disk Storage Requirements: Domino 8.5 Vs. Major Competitor

Compression With DAOS Configured



Workload: Percentage Of Messages With Attachments

Domino on Linux Creates Saves

Maintenance

- Provides boot-free patches
- Creates increased up-time
- Avoid the monthly MS patch-night pain
- File system stays defragmented by default
- "compact -c" no longer impacts performance
- Avoid defraging filesystems and NSFs
- Shops simply setup and run their business
- Leave the world of "break-fix" support
- Enter the world of planning and evolving IT

Licenses

- No additional server CALs required
- OS with support can cost less

Hardware

- Requires less memory for the same load
- Extend servers' lifespan
- Run Linux on existing hardware and see benefit
- Most server OEMs support Linux on their hardware
- Economical remote office capability
- Cost-effective Domino clustering

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Domino on Linux: Security Create Saves

Increased Security = Opportunity

- Outside the firewall capability
- Platform of choice for hostile environments
- Network security built right-into the kernel
- Low-cost, stable, and secure alternative

Acquire quality data to assess your risk

- The Institute for Internal Auditors provides specified data:
- Risk of security problems from simple denial of service attacks
- Unauthorized usage and data alteration
- IT Risk assessment guide
- *http://www.theiia.org*

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Virtual desktops can lower operational costs significantly

Area	*Typical Savings*	*Rationale*
Desk-side PC support	*90%*	Desk-side support, other than for hardware failures, is eliminated
Security and user administration	*75%*	Administration is policy-based and authorized users can be allowed to administer their own entitlements (rule-based, delegated admin)
Power and cooling	*70%*	Blade and thin client power solution give maximum power effiencies
Desktop engineering	*75%*	The need for complex desktop engineering is eliminated though the combination of wrapping applications and moving to a central model
Help desk	*50%*	Single Sign-On removes the need for password resets Simplified environment reduces complexity and support calls Moves, adds and changes typically do not require IT support
Network engineering and support	*50%*	All traffic is over HTTPS No need for complex firewall configuration and administration
Software distribution staff	*50%*	Packaging happens once for servers and desktops Software distribution is gradually replaced with software publishing
Security engineering	*50%*	Security is simplified through the introduction of a standard solution for encryption, single sign on and authentication
Software costs	*40-70%*	Cost savings associated with moving from Microsoft Office to Lotus Symphony, Microsoft Windows to SUSE Enterprise Linux from Novell or Red Hat Enterprise Linux or Ubuntu operating system, and from .Net/VB based applications to Java
Hardware cost savings	*50%*	Switch to thin client and/or cost avoidance by NOT upgrading to Windows Vista

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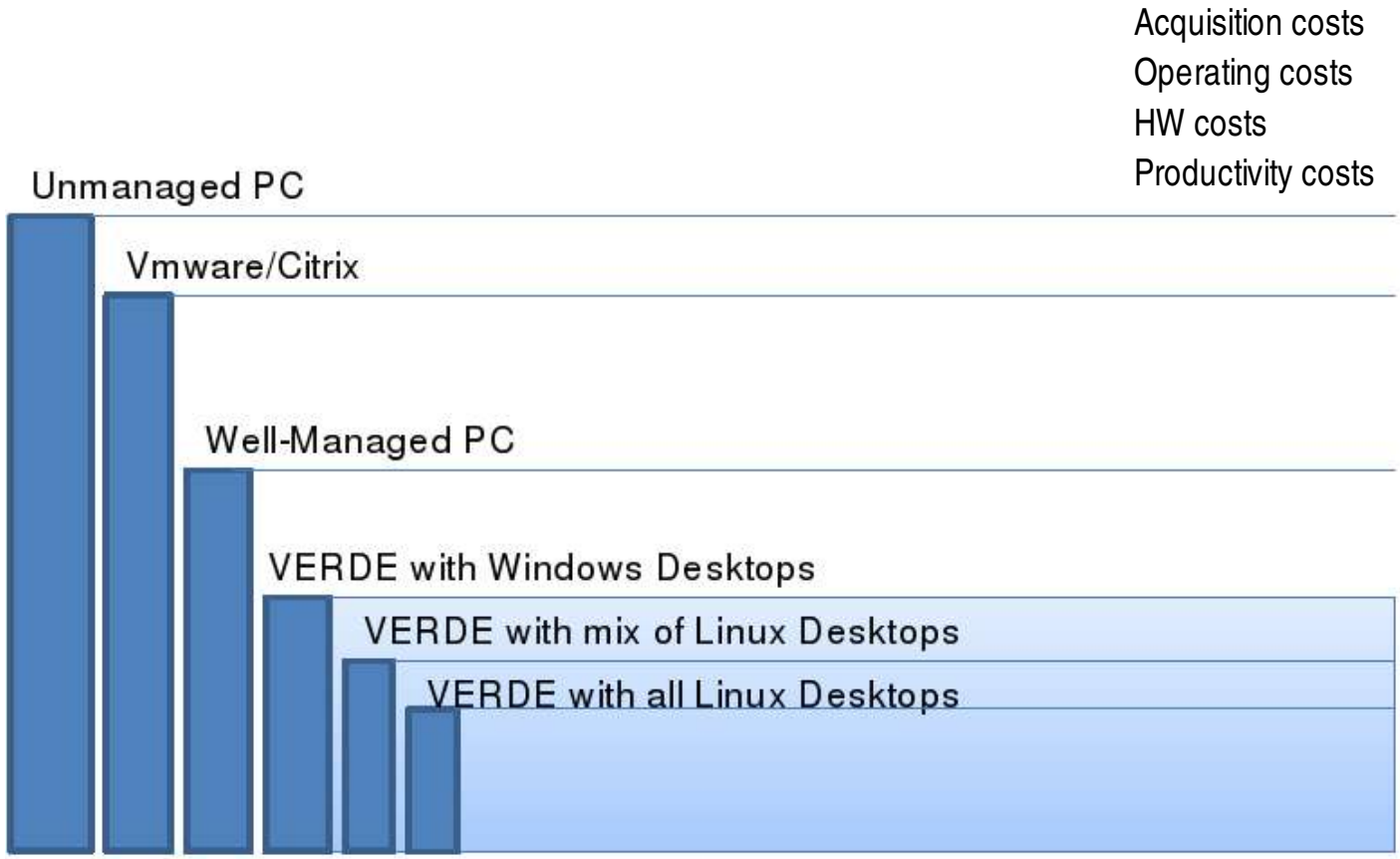
Optimizing Virtual Desktop Total Cost of Ownership



Segment the users carefully to lower Total Cost of Ownership by up to 50%

User Segmentation (Typical % of roles of people in an organization)	**Cost Reduction Choices**						
	Liberate	**Migrate**					**Virtualize**
	save 40% + on Msft EA	**Symphony** save $279-679/user	**Linux Client** save $50-550/user	**Linux Server** save 40%	**Lotus** on premise - varies	**Lotus Live** - cloud	Reduce 50% operational costs, save $100-600+ on HW
Transaction users **70%**							
Fixed Function users **5%**							
Basic Office users **15%**							con necti vity
Advanced Office users **5%**		MS office	MS only apps				
Technical users **5%**						Rich client	bandwidth

Best fit. Max cost savings

Dependancies. Moderate cost savings

Mostly Limited fit. Limited cost savings

User %s based on IBM and industry published data based on customer engagements.
Gartner segmentation: 1% Power users, 20% knowledge workers, 75% Task workers, 4% data entry workers)

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Reducing Migration Pain with right Architectural Decisions

Impending events

- Desktop refresh: netbooks/thin hardware clients/refurbish existing desktops
- Microsoft Enterprise Agreement Renewal (normal cycle or exception)
- Windows 7/Office 2010 rollout decision point
- Visual Basic Application Migration to .Net/Java/other COTS application
- Exchange 2007/2010 upgrade: hardware/operating system dependencies
- Mergers & Acquisitions
- Microsoft Office SharePoint Server (MOSS) upgrade/roll out SharePoint 2010
- Expand from current footprint of Windows SharePoint Services vs migrating to alternatives such as Lotus Quickr
- Looking for Uber Portal?
- Go Green initiatives: server consolidation, virtual desktops, linux

Migration Tools: Diamond Edge, Mainsoft, Quickr Content Integrator, others

User Segmentation

Capacity Planning – address disaster recovery

Resources

IBM Client for Smart Work – Main Site
- http://www.ibm.com/lotus/openclient

ICSW on Ubuntu Free download from Ubuntu website
- http://www.ubuntu.com/partners/icsw

Virtual Desktops via VERDE and Virtual Bridges
- http://vbridges.com/wp/; http://www.kalarisys.com, http://midasnetworks.com/desktop.shtml

IBM's Linux Site
- http://www.ibm.com/linux

TCO Calculators
- ICSW on Ubuntu (on premise, on cloud, with appliance): http://www.compariv.com/icsw
- ICSW on Red Hat: http://compariv.com/lotuslonredhat

Whitepapers
- Technical in Developerworks: http://www.ibm.com/developerworks/lotus/library/occs-overview/
- Red Hat Whitepaper: http://www.lotusonredhat.com/RH_LinuxBenefits_WP.pdf

Project Liberate
- http://www.ibm.com/software/info/liberate
- http://blogs.forrester.com/cio/2009/02/should-i-renew.html

Smarter collaboration Cost Reduction Strategy Podcast

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ICSW TCO Calculators – http://compariv.com/icsw Walkthru

IBM Client for Smart Work on premise TCO/ROI Calculator

Welcome Guest User | Home | Logout

Bookmark | Share | Print

Overview | Liberate | Migrate | Virtualize

Welcome to the IBM Client for Smart Work TCO Calculator based on the Liberate-Migrate-Virtualize cost reduction strategy using Collaboration on premise. This calculator offers a 5 year TCO view of your IT spending and how you can save money around Software license, Hardware, and Operational costs with an annual and cumulative comparison of as-is and future (proposed) situations. Our objective is to provide you with a quick and easy estimate of potential savings and does not substitute for a full TCO/ROI analysis. It is based on a user segmentation model and desktop refresh cycle.

- **Liberate:** Offers an alternate procurement strategy for Microsoft products through Project Liberate
- **Migrate:** Offers a variety of options through IBM Client for Smart Work including migrating from Microsoft collaboration to IBM Lotus software, from Microsoft Office to Lotus Symphony, Windows dependent application migration, Moving from Windows to Linux, as well as the TCO gains when you upgrade to the latest Lotus Domino 8.5
- **Virtualize:** Offers virtual linux desktops with client hardware alternatives to segments of users with VERDE from Virtual Bridges

Appliance and SaaS options, productivity savings around travel/collaboration, and related business spending such as reducing long distance telephone costs, are not considered in this version of the calculator.

Results | Graph | Assumptions | Recommendations

	Year 1		Year 2		Year 3		Year 4		Year 5	
Category	As Is	Future	As Is	Future	As Is	Future	As Is	Future	As Is	Future
Software										
Productivity Tools	254,760	0	254,760	0	254,760	0	156,239	0	156,239	0
Collaboration Software	284,892	297,000	284,892	59,400	284,892	59,400	284,892	59,400	284,892	59,400
Custom Application Migration	0	0	0	0	0	0	0	0	0	0
Platform										
Server Hardware	7,000	0	0	0	0	0	0	0	0	0
Server Operating System	0	3,600	0	3,600	0	3,600	0	3,600	0	3,600
Desktop Hardware	140,000	120,000	140,000	120,000	140,000	120,000	140,000	120,000	140,000	120,000
Virtual Desktop/OS	0	0	0	0	0	0	0	0	0	0
Storage	0	0	0	0	0	0	0	0	0	0
Network	0	0	0	0	0	0	0	0	0	0
Disaster Recovery	0	800	0	800	0	800	0	800	0	800
Operations										
Support & Maintenance	528,000	527,800	528,000	527,800	528,000	527,800	528,000	527,800	528,000	527,800

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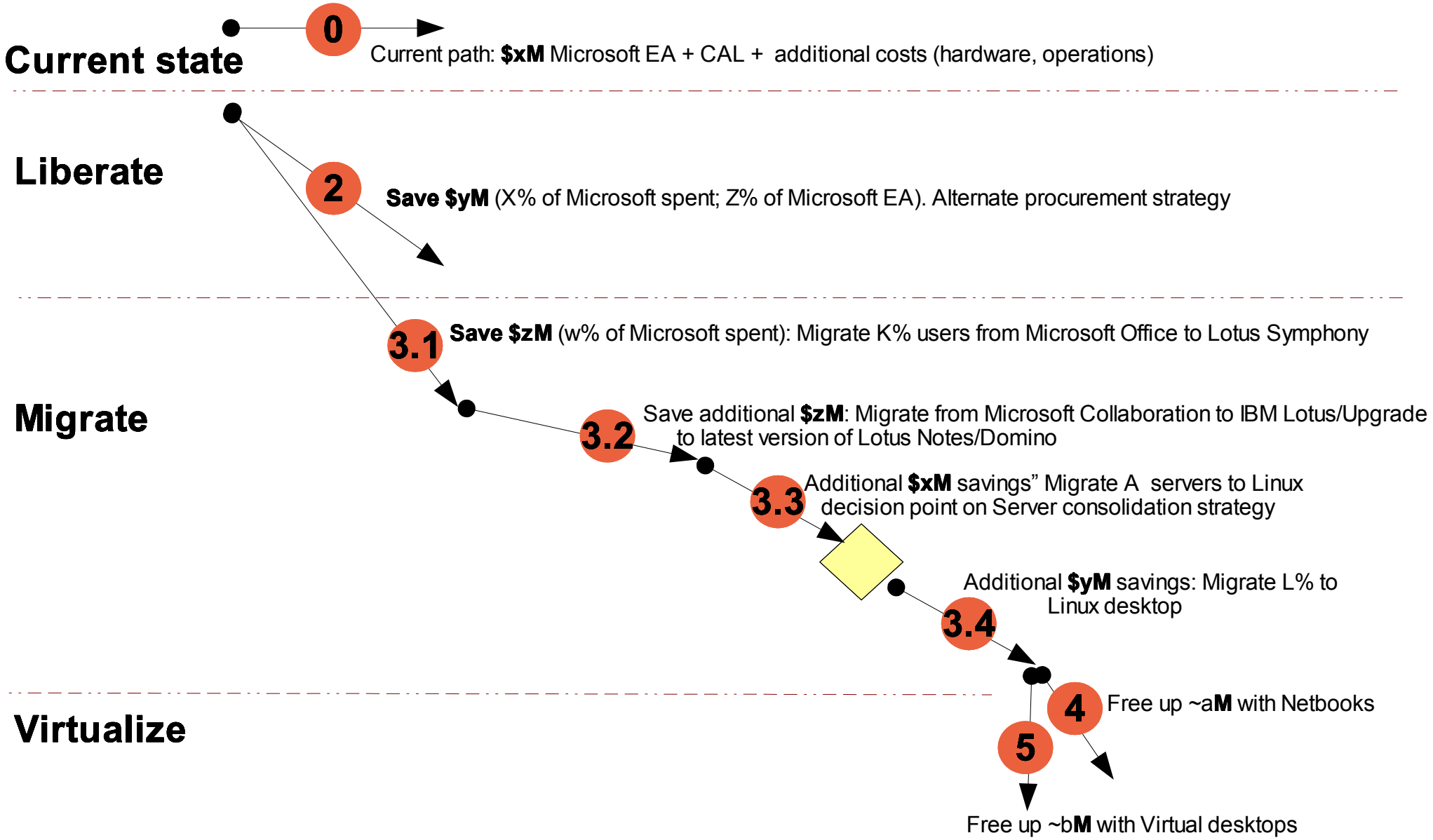
Strategy Decision Tree



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Gruppo Amadori, Italy

Gruppo Amadori rolls out Linux-based desktops and servers to cut costs

- Leading Italian food distribution firm
- 1,000 of 6,000 employees use PCs
- Migrated from Microsoft Exchange
- *http://www-03.ibm.com/press/us/en/pressrelease/27561.wss*

Products Utilized

- Linux on Desktop and Servers
- Lotus Notes and Domino
- Lotus Symphony
- Lotus Quickr

"Our strategy is to focus on Linux first and foremost, taking a practical and pragmatic approach."

"For us, the Linux environment is the right choice for very focused applications and is more cost effective than Microsoft."

—Gianluca Giovannetti, CIO and Director of Organization, Gruppo Amadori

ZSL Inc

Headquartered in Edison, NJ

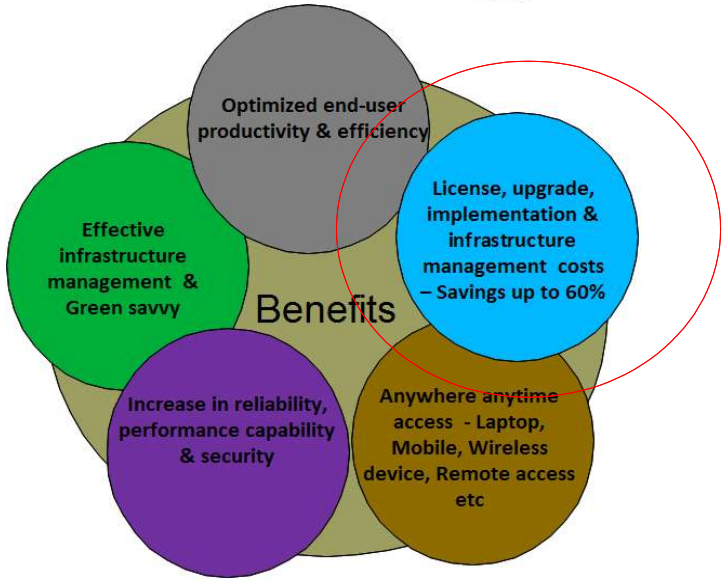
More than 2000 employees worldwide…

- US, Canada, UK, France, Singapore, Malaysia, Dubai & India

Global System Integrator & Solution Provider

Long history providing cost effective & business-focused solutions plus services using emerging technologies

http://www.zslinc.com/Pdf/IBM-Client-for-Smart-Work.pdf



Small Businesses Benefit Too

Customer Profile

- Established training firm in New York
- 25 remote business skills trainers, plus ten full-time on-site
- Concerned with stability, service quality, excessive crashes

Solution requires many capabilities

- Absolutely eliminate the nightly failed backups
- DNS, web hosting, SMTP, file server, roaming Windows profiles, backup server, application server, PDC
- Domino server for mail and iNotes
- Distribute server operations to minimize any outage impact

Question: How many Windows servers installed?

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Solution Perspective

Answer: Zero. Yes, no Windows servers

Big customer surprise – Windows roaming profiles

- Worked great with Linux as the PDC
- Samba to the rescue
- Even letter-based mapped drives, and applications
- *The end-users never knew they had a Windows-free back-end*
- *Except that the system was always available*

Further proof that end-users want a solution that works

- Users care less what is driving it
- Provide features and functions that meet their needs, that are reliable, and let them do their job
- Better products—properly configured—make better users

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Where Does Lotus Fit?

Initially, client mandated, “No Notes, only Outlook”

- Then stated, “If you even suggest to switch Outlook, you are fired!”

Tried it their way...

- Massive downtime, lost messages, viruses, productivity drain
- Huge cost to the business and incredible maintenance effort

Upgraded back-end to Domino

- Front-end with DAMO
- Better, but not great

Switched to Notes on Desktop

- Customer never happier

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Results

Avoided

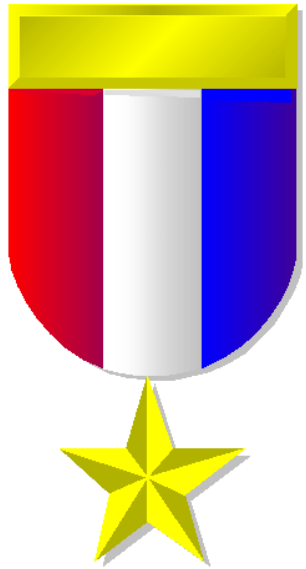
- Maintenance
- System defrag
- OS level anti-virus
- Missed back-ups
- Downtime

Gained

- Stability
- New capabilities beyond previous solution, allowing for creative business planning

Savings

- Tens of thousands in lost down-time, increased morale and efficiency, team worked less hours = very happy owner



Agenda

IBM Client for Smart Work – Defined

IBM and Business Partner commitment to Linux

TCO Model for Collaboration Solutions, Challenges

Architectural Decisions

Building Your ROI – Walkthru using TCO Calculator

Three Customer Examples

Customer Panel Q&A

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Questions Panel and Follow-up

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- BleedYellow: Bill Malchisky
- Skype: FairTaxBill

Related Sessions, Demos

Sessions on Wednesday, Swan Toucan

SMART 201: Virtual Desktops and the SMB

SMART 202: Client Strategy Use Cases: Decision Points to Work Smarter

SMART 203: Raising the ROI of IT with IBM Client for Smart Work

Solution showcase/Special Demos

Canonical Ped

Red Hat Ped

Virtual Bridges Ped

IBM Client for Smart Work (ICSW) ped (industry demos): IBM14

Demo of ICSW virtual linux desktop on Lotus Foundations in the Lab

Lotus knows Challenge game using ICSW at the Solution Showcase

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