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ID212: How to "Sell" IBM Lotus Notes and Domino Inside Your Organization

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IBM

Who are these guys?

But first, let's talk about us...

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Who are these guys?

This is Ed Brill



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Who are these guys?



Ed Brill is:

- ♦ Business Unit Executive, Worldwide Lotus Messaging Sales, IBM Software Group
- ♦ IBM Internet FUD fighter at edbrill.com
- ♦ Dashing world traveller
- ♦ The owner of a new Logitech Harmony Universal Remote

Who are these guys?

This is Julian Robichaux



Who are these guys?

Julian Robichaux is:

- ♦ Lotus Notes developer and independent consultant
- ♦ Code geek at nsftools.com
- ♦ Terrifying interviewer at takingnotespodcast.com
- ♦ Still avoiding the sweet temptation of a Blackberry

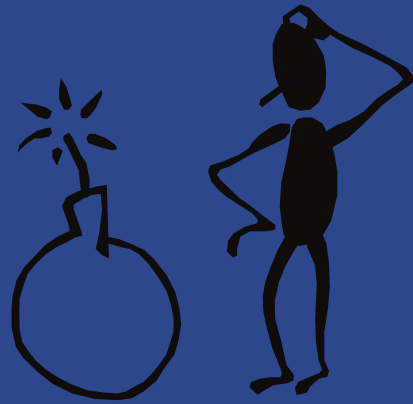


What are we talking about?

“Selling” Lotus Notes/Domino inside your organization

- ♦ Why?
- ♦ Who?
- ♦ How?
- ♦ Techniques
- ♦ Ammunition

Why?



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Why am I selling Notes?

It's good for your company

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Why am I selling Notes?

It's good for your job

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Why am I selling Notes?

It's good for your users

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Why am I selling Notes?

You may even
learn something

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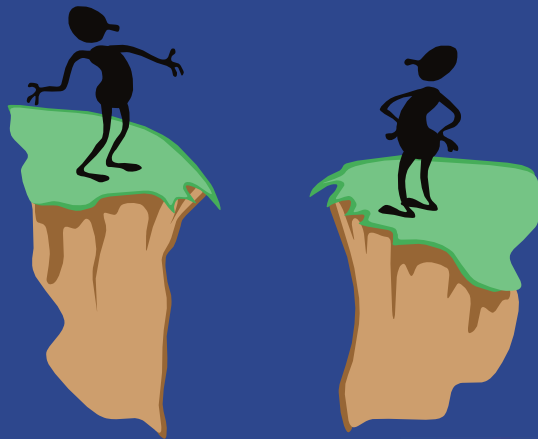
Why am I selling Notes?

There are
Barbarians
at the gate

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Who?



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Who am I selling Notes to?

Managers

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Who am I selling Notes to?

Other departments

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Who am I selling Notes to?

End Users

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Who am I selling Notes to?

Peers

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Who am I selling Notes to?

Yourself

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How?



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How do I sell Notes?

Become an Evangelist

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How do I sell Notes?

EVANGELIST, n. - A bearer of good tidings, particularly (in a religious sense) such as assure us of our own salvation and the damnation of our neighbors.

Ambrose Bierce

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How do I sell Notes?

It may be uncomfortable at first

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How do I sell Notes?

“Life is pain, Highness.
Anyone who says differently
is selling something.”

Westley, The Princess Bride

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How do I sell Notes?

It will actually
become fun

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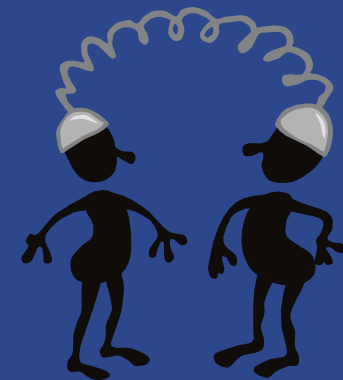
How do I sell Notes?

Trust us

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**Selling
Techniques**



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#1

The Killer App



<http://www.youtube.com/watch?v=-GXRa4ttRqs>

We're not talking about building systems that are so complex that they can never be replaced.

We're talking about "showcase" applications.

#2

Talk about the end result, not the technology

Talk about the end result

- Business people like benefits and capabilities
 - ♦ **It is your job to make them work...**
- Capabilities drive business decisions
- IT is seen as a valuable contributor and team player
- "The destination is the benefit, not the journey"

Techniques for selling Notes

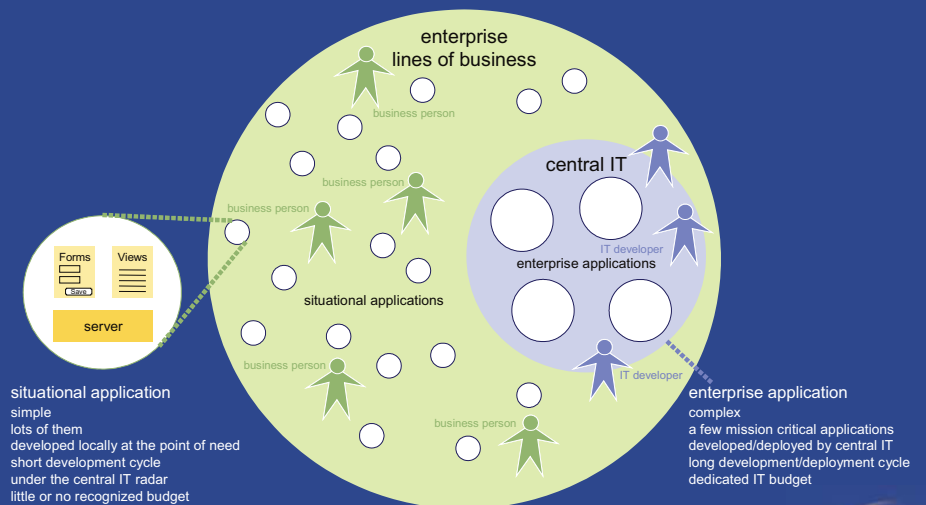
#3

Talk about integration

Talk about integration

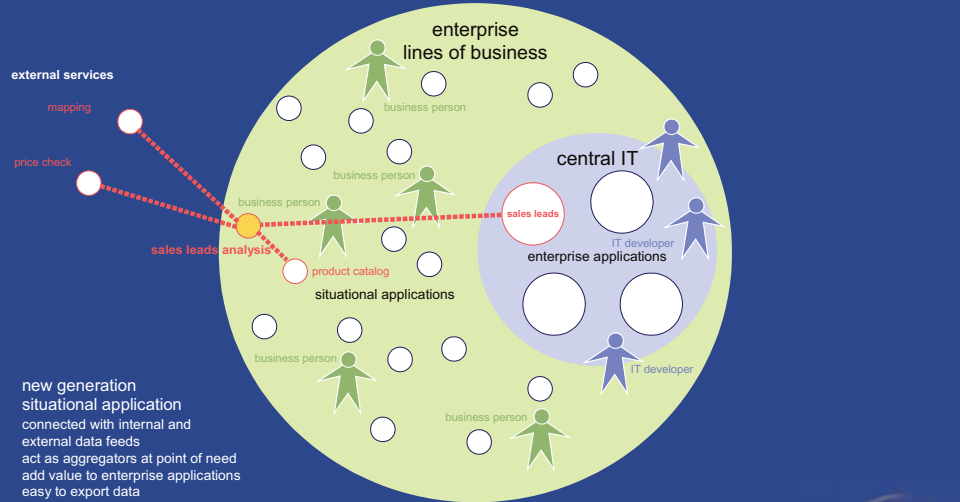
- Integration is critical for successful IT projects today
 - ♦ Too many Notes shops have allowed Notes to become a niche piece of their Notes infrastructure
- Notes/Domino integrate with all major components of your infrastructure
 - ♦ Including SAP out of the box, connectors for all databases, desktop productivity tools, mobile devices
- Notes 8 strengthens the story through the Eclipse platform and web services

"Situational" applications



traditionally, all kinds of applications are data and collaboration silos

Business "composite" applications



traditionally, all kinds of applications are data and collaboration silos

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Techniques for selling Notes

#4

Find out what the users want (and need)

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I wish Lotus Notes would...

- Yes, I realize that frustrated end-users might say "go away"
- But more likely, you'll pick up ideas for new applications
- And you have an opportunity to find new avenues for end-user training
 - ◆ Use Alan Lepofsky's Notes tips at alanlepofsky.net

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Find out what users want

They don't always know to ask, or they ask the wrong thing

- ◆ Talk to them about problems
- ◆ Talk to them about business processes
- ◆ Find out what the pain points are
- ◆ "What is the most annoying thing you have to do every day?"

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#5

Keep Your Solutions Simple (KYSS?)

Complexity can kill a good app

- ◆ Assume that no one reads the help
- ◆ Assume that no one actually wants to spend time using your application
- ◆ All functionality should be no more than two clicks away
- ◆ Forget about edge cases in the initial design

#6

Make sure your applications are solving real problems

Vitamins versus painkillers

- ◆ Vitamins are good for you (ideal world)
- ◆ Painkillers fix what hurts (real world)

Painkiller applications always come first

#7

Be willing to admit
that other technologies
are good too

After agreeing about how
good another technology is...

You can talk about how GREAT
Domino is

All companies have a lot of
technologies that have to
work together.

If you're not a team player,
you're an outsider.

And besides, we can
INTEGRATE, remember?

Managers love justifying their
investment in technology

#8

Push for upgrades
(new versions have
great new features)

- First, understand budget and resources required
 - ♦ Also must understand budget cycle and project expenditure approach
- Determine top benefits to upgrading
 - ♦ Try to project a financial benefit....
- Find end-users and influencers who would most gain from these top benefits
- Begin with a pilot group
- Document results of pilot – Anecotal and real impact

- Increased server scalability = server consolidation
- Activity trends = system optimization
- Domino Domain Monitor = proactive problem solving
- SmartTags integration = More contextual use of collaboration
- Policy-based administration = Fewer helpdesk calls

#9

Be a willing Help Desk
(even if it's not your
job) and offer tips

How does your organization approach Notes training?

- Are end users left to osmosis or sneakernet?
- Is training done for new employees?
- Is training done for new releases?
- Is training done for Notes applications or just Notes in general?
- Is training CBT, classroom-based, or a mix?
- Do you train before a rollout or after?
- Do you provide company-specific documentation?

Techniques for selling Notes

#10

Learn what ROI really means

ROI

ROI isn't just about buying something new.

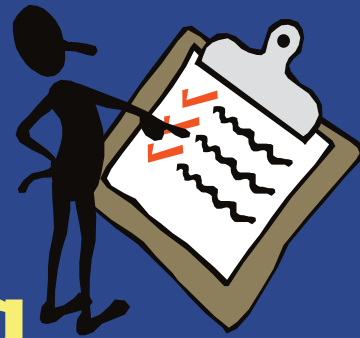
Try to give your company a **return** on the **investment** they've already made with Domino

ROI

How do you get ROI with Domino?

- ♦ Great new features for free in new versions
- ♦ Rapid development
- ♦ Mobile solutions (web, Blackberry, local replicas)
- ♦ Easily scalable mail servers
- ♦ Clustering/reduction of downtime
- ♦ Third-party applications

Gathering Ammunition



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What can I use for talking points?

Analyst and press reports...

- “IBM's new version of Lotus Notes further demonstrates Web 2.0's coming of age and how enterprises can leverage new rich Internet applications for advanced end user collaboration, increased productivity and business agility.”
- - Chris Heidelberger, CEO, Nexaweb, October 2006
- “The major news here is that IBM Lotus truly gets the value in blogs and how they can be used to make your business better. By including a blogging template I think you will see more businesses taking the steps to blog internally within their organization, and even externally to connect with customers.”
- - Intranet Journal, August 2006
- “I definitely expect several future, major releases of Notes. **Notes/Domino is back at the center of IBM's collaboration strategy**”

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Burton Group's Peter O'Kelly, October 2006

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What can I use for talking points?

ibm.com resources

- ♦ Case studies: www.lotus.com/success
- ♦ Product information: lotus.com/notes and lotus.com/domino
- ♦ Competitive information: lotus.com/compare and lotus.com/tradeup
- ♦ Notes/Domino 8 information: lotus.com/hannover
- ♦ Lotus Domino product catalog: catalog.lotus.com/wps/portal/domino

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What can I use for talking points?

Blogs

- ♦ Read about what's going on NOW (fighting FUD, new features, cool tools and techniques, etc.)
- ♦ <http://www.dominoblogs.com>
- ♦ <http://edbrill.com>
- ♦ <http://www.alanlepofsky.net>
- ♦ <http://www-03.ibm.com/developerworks/blogs/page/marybeth>
- ♦ <http://www.takingnotespodcast.com>

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What can I use for talking points?

OpenNTF

- ◆ <http://www.openntf.org>
- ◆ LOTS of application templates and code examples
 - DominoWiki
 - !!HELP!!
 - DomBulletin
 - Domgle
- ◆ You can be up and running with full-featured apps very quickly
- ◆ And they're FREE and OPEN-SOURCE

What can I use for talking points?

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- ◆ Go to sessions
- ◆ Talk to vendors and business partners
- ◆ Talk to the speakers
- ◆ Meet people at lunch
- ◆ Get some e-mail addresses

You are not alone

In Conclusion



In conclusion

It won't always be easy, so...

- ◆ Do your homework
- ◆ Always be learning
- ◆ Always be teaching
- ◆ Always be ready to help
- ◆ Know the competition

Thank you.
Thank you very much.

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