

Donnerstag, 7.11.2002, 10:45 Uhr - Keynote Speech

Lotus Software Strategy

Ed Brill, Senior Manager Lotus Solutions Marketing, IBM Corporation, Cambridge/MA

Lotus has provided 20 years of software innovation, and has just launched major new versions of several of its market offerings.

This presentation will examine Lotus' current vision and strategy as a brand within IBM software group. The current and next generation of products and solutions will be discussed, along with their integration and leverage of IBM software technologies.

Freitag, 8.11.2002, Special B: 13:45 - 15:00 Uhr - Vortrag und Diskussion

Total Cost of Ownership of Messaging & Collaboration

Ed Brill, Senior Manager Lotus Solutions Marketing, IBM Corporation, Cambridge/MA

Industry analysts like Gartner suggest that IT budgets will face continued challenges and constraints. Are the collaboration components of your infrastructure prepared to meet the challenges ahead?

In this session, we'll examine ways to improve your TCO of running Lotus Domino, as well as best practices in using other Lotus collaborative technology to reduce costs. Learn how the new Domino 6 release is focused on improving your operating costs while reducing overhead.

We'll also consider the appropriate use of e-meetings and e-learning as ways to maximize your organization's overall spending.

Ed Brill

manages the positioning of Lotus software solutions in the competitive marketplace. He and his team are responsible for guiding Lotus software offerings to market-leading share and technical positions, based on customer requirements, industry trends, and product differentiation. Prior to his current position, Ed was the lead offerings manager for Lotus enterprise messaging solutions and managed product marketing for Lotus Notes and Lotus iNotes. In addition, Ed led the team responsible for market introduction of the award-winning Lotus iNotes Web Access. During his eight years at Lotus, Ed has also held key leadership roles in Lotus strategic marketing and product management organizations, contributing to the development and release of Lotus Notes and Lotus Domino R5.

Ed's technical background also includes four years as a Chicago-based Lotus systems engineer, where he contributed to building some of the largest and most successful Lotus Notes and Domino customers worldwide. A frequent speaker at IBM and industry events worldwide, Ed is well known for direct contributions to the many Lotus software-focused virtual communities, including the Lotus Developer Domain and Lotus

partner communities. Committed to understanding the global marketplace, Ed has visited Lotus software customers in over 20 countries.