



Die E-Mail Software der nächsten Generation, IBM Verse, ist verfügbar

Die E-Mail Software der nächsten Generation, IBM Verse, ist verfügbar. IBM kündigt heute die Verfügbarkeit von IBM Verse an. Die Social Messaging Software wurde mit neuen Design Thinking-Methoden entwickelt und verbindet unter anderem E-Mail, Kalenderfunktionen, File Sharing und Instant Messaging mit Analytics. Damit ist erstmals auch eine wesentlich schnellere und bessere Suche nach den richtigen Informationen und beteiligten Personen im eigenen Netzwerk verbunden. Statt wie bisher in einer E-Mail-Flut zu ertrinken, ist IBM Verse der neue persönliche Assistent, der die Aufmerksamkeit auf das lenkt, was einem wichtig ist und damit einen neuen Weg schafft gezielter und entspannter zu arbeiten. IBM Verse ist zunächst Cloud-basiert und läuft in Deutschland über die SoftLayer Cloud in Frankfurt. Noch diesen Monat wird IBM die neue iOS App fürs iPhone dazu vorstellen. Im Laufe des zweiten Quartals folgen die Apps für Android und das Apple iPad. Das deutsche Unternehmen Hamm-Reno Group GmbH hat die Beta-Version intensiv getestet. Dazu Jens Rauschen, Geschäftsführer der HR Group: "IBM Verse verbindet Collaboration und Analytics auf natürliche Weise. Die Software versteht, wer und was für mich wichtig ist, und stellt mir die wichtigsten Informationen so zur Verfügung, dass ich mich auf das Wesentliche konzentrieren kann: meine Arbeit." IBM stellt auch eine kostenlose Version, IBM Verse Basic, zur Verfügung. Alle weiteren Informationen finden Sie in der englischen Originalmeldung unten sowie unter www.ibm.com/verse. IBM Rolls Out Social Messaging Software for a New Way to Work. IBM Verse infuses analytics into email, calendaring and social sharing to give users a fast, uncluttered way to communicate via the cloud. ARMONK, NY - 2 April 2015: IBM (NYSE: IBM) today announced the availability of IBM Verse, an innovative new social messaging solution that incorporates built-in analytics to give people a new way to connect, communicate and find the right people and information fast. A direct result of IBMs \$100 million investment in design innovation, IBM Verse integrates email, calendars, file sharing, instant messaging, social and more - all through a single collaborative, cloud-based environment. Woven throughout the solution is analytics that intelligently and automatically surface users most important people and critical actions to focus on for the day. By learning unique user preferences and priorities over time, IBM Verse provides instant context on people and teams. "IBM Verse is a natural blending of IBMs expertise in collaboration and analytics," said Jens Rauschen, Managing Director of Retail, Hamm-RENO Group, GmbH, one of Europes largest footwear retailers which has been beta testing the solution. "It understands who and what is important to me and helps me get to the heart of the most important matters quickly, so I can get back to my business." "One of the few things that have changed with email over the past 30 years is the amount of messages being sent and received," said Jeff Schick, General Manager, Enterprise Social Solutions. "Businesses are sending upwards of 108 billion emails a day and people just cant keep up. Verse combines things like email, calendaring and file sharing with analytics to provide a system that learns who and what are most important to you." For international marketing and communications firm, Havas Creative, design and speed are key aspects of the solution. "Right away, I was impressed with how intuitive, user-friendly, and modern Verse is," said Jeff Marshall, CIO Havas Creative North America. Havas Creative manages an IBM Verse beta environment and plans to roll it out to more than 5,000 employees across North America, Latin America and Asia-Pacific this year. Of particular interest to Marshall is IBM Verses faceted search. With faceted search, users can pinpoint and retrieve specific information across all the various types of content within their email extremely quickly. Other key features of IBM Verse include: Team Analytics. With just one click, users can see an organizational graph of the people on their thread and gain insights before responding. No longer do you have to wonder who you are corresponding with. Calendaring. As part of Verses innovative visual design the calendar is animated, visible and actionable across the bottom of the landing page, making missed meetings a thing of the past. Users can join meetings quickly by merely hovering over the calendar meeting and clicking "Join Meeting" directly from the calendar bar. File Sharing: IBM Verse includes a social file sharing capability to make co-editing, review and commenting on a file easy. When sending an email, users can choose to easily upload a file from their desktop and share it with the mail recipients in a single action. This enables full life cycle management of the files. In addition, owners can track who has downloaded the file and recipients will always have access to the latest version instead of the version that was attached into the email. It is safe, secure and encrypted. These files can be synchronized to users desktops, and mobile devices, making sharing and action easy, tractable and also saving space. Delivered on the SoftLayer Cloud with enterprise-grade security, IBM Verse offers organizations big or small a scalable, cloud-based social collaboration offering. In addition, IBM plans to introduce a new licensing model as part of its Bridge to Cloud program for IBM Connections Cloud that makes it easy for customers to deploy collaboration solutions to cloud, on premises or in a hybrid environment. IBM plans to offer new native mobile apps for Verse that integrate with the IBM MobileFirst platform, including IBM MobileProtect, and starting with IBM iOS for iPhone later this month. IBM will follow that release with apps for Android and iPad in the second quarter. IBM is also making available a free version, IBM Verse Basic, at www.ibm.com/verse. IBM, the IBM logo, are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. For a current list of IBM trademarks, please see www.ibm.com/legal/copytrade.shtml. 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