

# The QuickPlace Story

Liz McKay Beckhardt,  
former QP Product  
Manager



# Haiku

- A minimalist form of poetry containing 17 or fewer syllables through which to convey a rich experience <sup>1</sup>

<sup>1</sup> My compiled definition of Haiku – it best conveys the original intentions for the product

## Why Haiku?

- Simple yet elegant way to create content and share files
- So easy, your Mom could use it
- Target audience is consumers

## Parallel effort - Lotus trying to sell into SMB

- First attempt – Domino Intranet Starter Pack in 1997
- FAILED miserably
- Made Business Partners angry

# Instant!TEAMROOM

- Browser-enabled version of TEAMROOM template in Notes
- Some minor customization of forms and categories
- Hosted
- Again, to reach the SMB

# Enter Marketing

- Conduct research and focus groups
- How much would someone pay?
- .....Practically nothing!
- Now what?
- DISP and Instant!TEAMROOM are sent to pasture, Haiku becomes the focus

# Domino in Drag

- Haiku was a stripped down version of Domino
- Lighter footprint, lower hardware requirements
- No Notes Client support
- Install on NT server – 3 questions only

## Who would sell it to SMB?

- Not Lotus' sales force - no experience, not enough bang for the buck
- The message from sales:
  - Sell into existing accounts
  - Use as a competitive tool (Office integration)



# Haiku becomes QuickPlace 1.0

- Announced at Demo '99
- Shipped in June 1999
- Mixed response from existing customers
  - Loved the concept and UI
  - Hated the lack of admin and security features

# QP as a Competitive Tool

- Existing MS Shop interested in QP
  - Unhappy with instability of Exchange & Outlook
- Used email to circulate thousands of documents
- NOT interested in Notes
- Potential 300,000 seat deal
- General Electric
- Wanted PowerPoint integration to seal the deal

## QP needed a Price Waterhouse

- So we took the risk
- Needed a customer reference and press release to get traction
- Delayed adding features for Domino accounts
- Gamble paid off – we won!

# QP as an Enterprise Product

- Selling like hotcakes into Domino accounts
- Needed features:
  - Directory Integration
  - Security (more granular ACL support)
  - Clustering and failover for ISP's
  - QP Development Kit for BP's
- No longer in startup mode
- QP becoming Notes Client for browsers

# What about the End Users?

- They had their feature requests:
  - Better organization
  - Version control
  - Polling
  - Page level ACL

## How was QP being used to collaborate?

- Most successful when used for a specific use case or business process
- Less successful for “loose collaboration”
- Customized applications
- Case studies from SNAPPS, a Business Partner working with QP from the start – hosting and customizing QP applications  
[www.snapps.com](http://www.snapps.com)

# Case study #1 – Big 3 Auto Maker

- Extranet for 20k internal users and 20k partners, suppliers and customers
- Executive Team to evaluate proposals for major changes and initiatives
  - New plants, new markets, workforce changes
- Discussed at monthly strategy meetings with CEO and Exec Team

## Case study #2 – Major US Insurance Company

- Used for Collaborative Training
- Deep integration with Lotus Sametime for place awareness, chat and meeting scheduling
- Used on extranet for training agents to use claims software (with Sametime)



## Case study #3 – Big 4 Accounting Firm

- Custom application to automate the workflow of global audits
- Local audits are consolidated and “rolled up” to headquarters
- GA template contains complex workflows, document staging & enhanced security

## Did we drink our own Kool-aid?

- Using QP was a challenge for the team
- Accustomed to robust Notes Client
- Used for all aspects of development and internal marcomm
- We were “advanced” collaborators and we wanted more features!
- “Haiku” concept became a distant memory