

BusinessConnect and SolutionsConnect

It's time to make bold moves.

Building Exceptional Digital Customer Experiences for Better Business Results



The Next 30 Minutes

- **Digital Experience Market & Trends**
- **IBM Digital Experience Software Strategy & Roadmap**
- **Demo**
- **Wrap Up**

The emergence of digital technologies is playing a large part in the relationship between organization and their customers



98% of **MOBILE** users move between devices the same day



84% of businesses today are using web **ANALYTICS**



VIDEOS on landing pages increase conversion by **86%**



81% of purchasers get advice from their **SOCIAL NETWORK**



60% of CIOs indicate that Cloud is their Top Priority

Today's empowered customer puts businesses to the test



78% of consumers trust peer recommendations

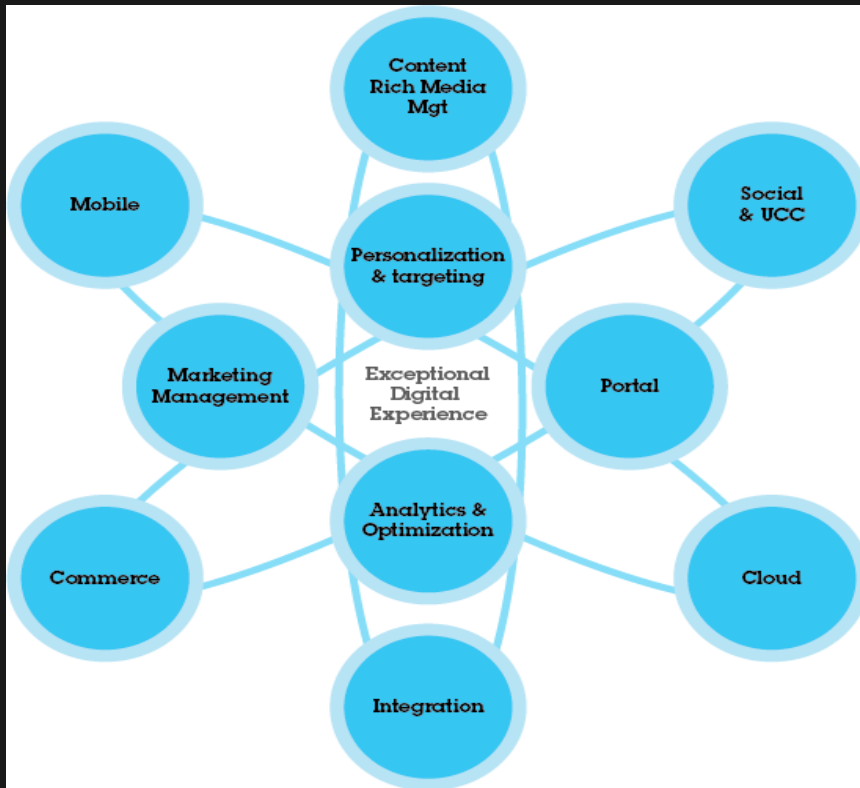
4 in 10 Smart phone users search for an item in a store

61% trust friends' reviews more than experts'

80% Of CEOs think they deliver a superior customer experience ...but

Only **8%** Of their customers agree!

IBM Digital Experience

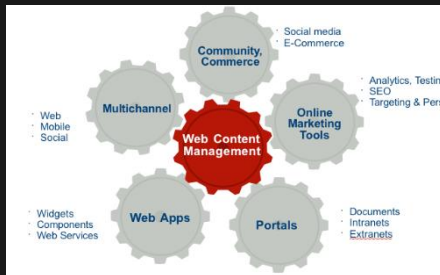


IBM is investing in Digital Experience capabilities to support Employee & Client Engagement Experiences

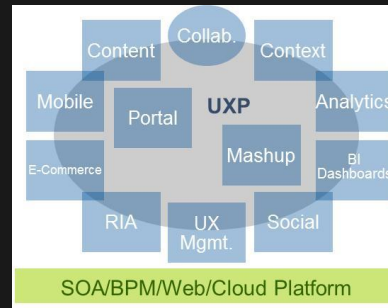
Analyst POV of Exceptional Digital Experience (xDx)

- Analysts are beginning to cover the larger “Digital Experience Market” (WEM/UXP/CXM) market.
- xDx brings together Content, Documents, Rich Media, Digital Campaign Marketing, Forms, BPM, Social, Portal, eCommerce, Personalization Rules, Mobile Web, Mobile Apps, Search, BI, Web Analytics Testing & Optimization that is easy-to-use and integrates the enterprises existing solution.
- Gartner leadership Portals, Social, EMM. Mobile Commerce, ECM, Analytics

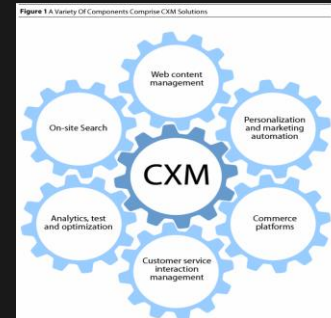
IDC
Web Experience Mgt (WEM)



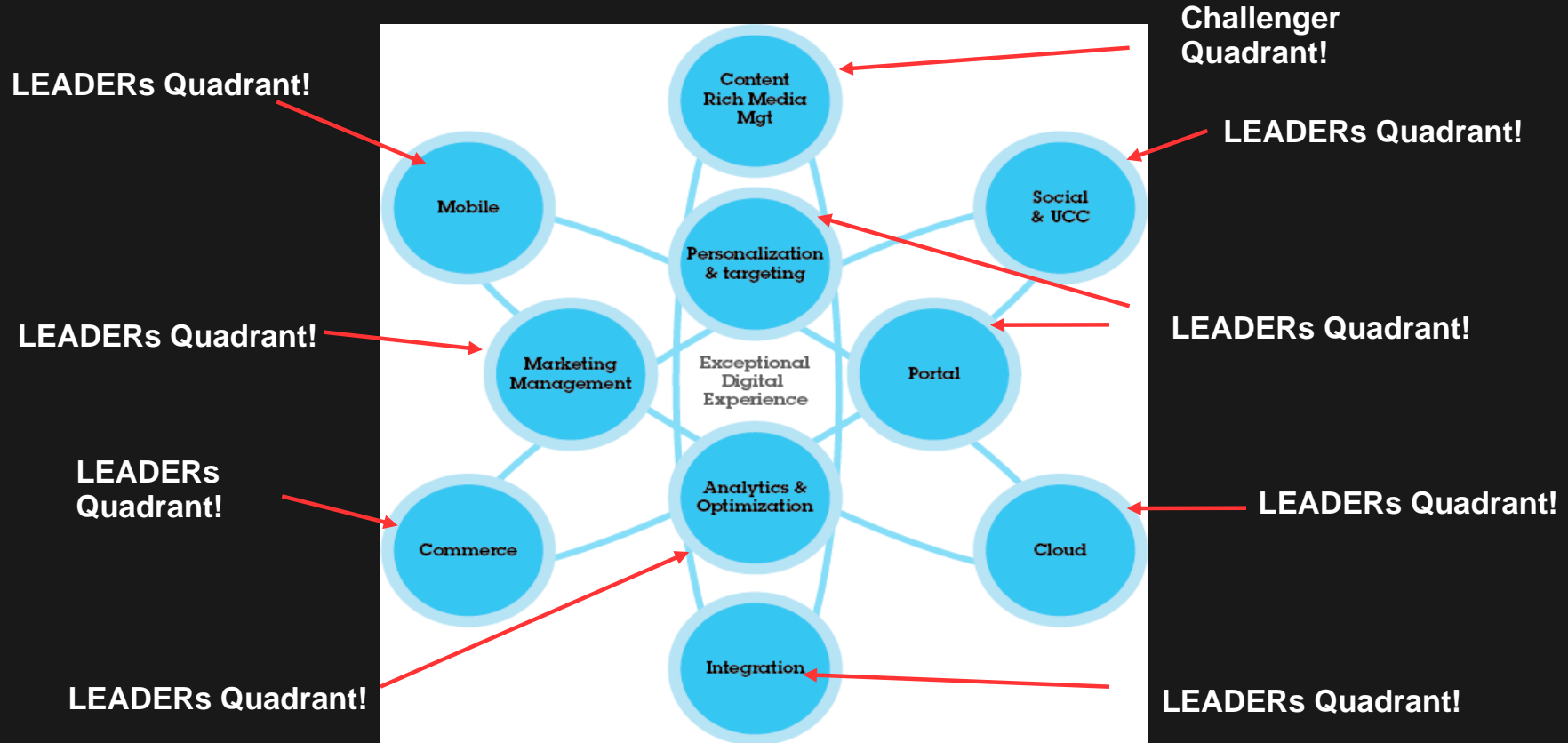
Gartner
User Experience Mgt (UXP)



Forrester
Customer Experience Mgt (CXM)



IBM provides THE Industry Leading Platform in ALL key areas



An Integrated Portfolio of Digital Experience Software from IBM

Employee Experience Suite

Empower employees and improve business efficiency



Customer Experience Suite

Delight customers, increase revenue and satisfaction



Portal

Forms

Web Content Management

Social

Mobile



Commerce

Social

ECM

Analytics

EMM

Collaboration

BPM

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Investment focus areas

Compelling Content



Speed to market



Extending the Digital Experience

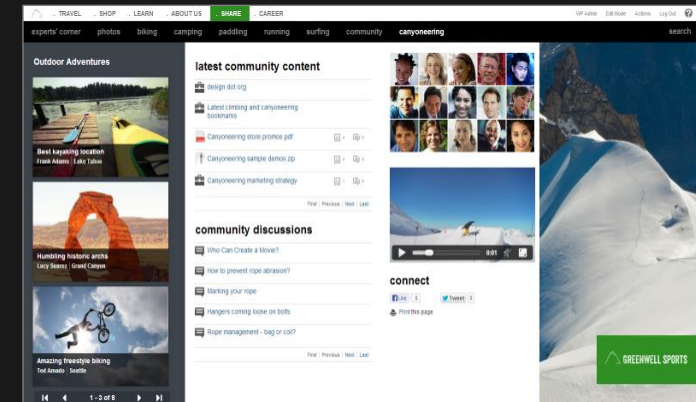
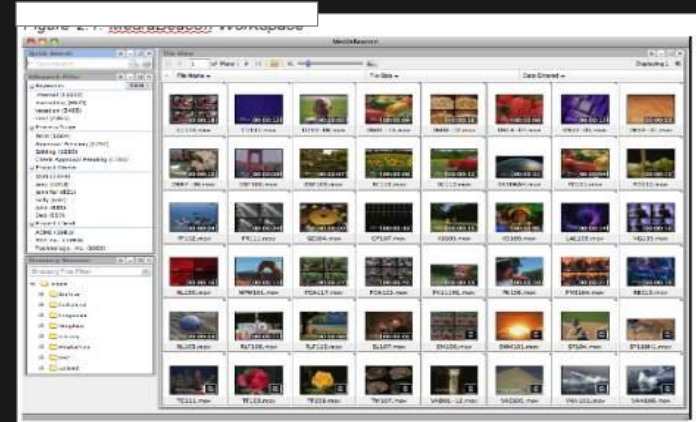


Cloud



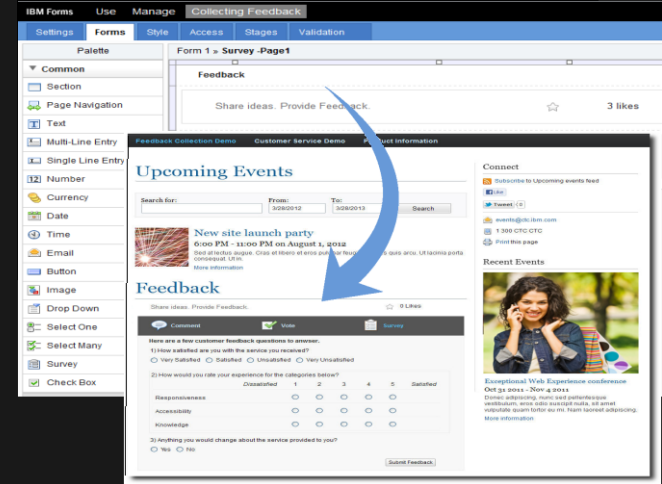
New Content Capabilities

- Rich Media Management delivers captivating media and includes centralized management, search & comprehensive editing support for images and video
- Enriched Content Authoring adds social media integration, track changes, accessibility checking, & MS Office integration
- Content Production Analytics gives you the status of content workflow and author activity
- A/B and Multivariate testing via integration with Maxymiser, Monetate, Optimizely, and SiteSpect helps you optimize content
- HD Video Streaming with Brightcove detects device and bandwidth and uses best rendition for highest quality playback



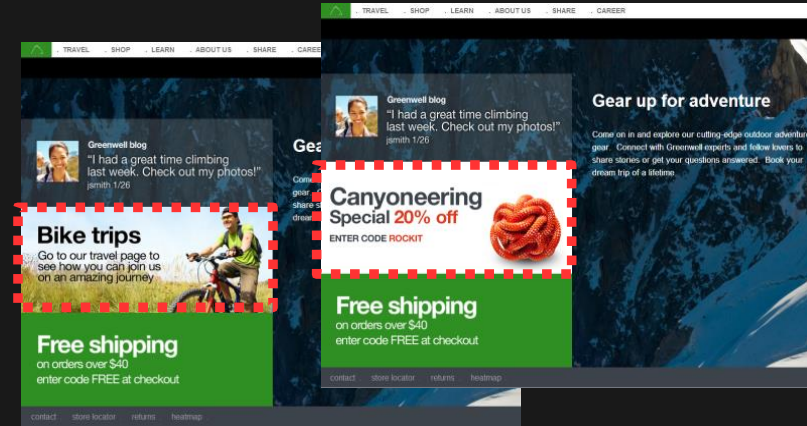
Faster Time to Market

- Intuitive Web Forms Builder allows LOB users to create and change forms with out IT involvement
- New site design tools allow page owners to easily drag and drop content from tool bar to actual pages which accelerates review time
- Digital Data Connector and rendering decrease the IT effort required to expose and update backend data as part a dynamic user experience



Extending the Digital Experience Across the Customer Journey

- Omni-Channel Marketing integration empowers marketers to deliver individualized marketing messages & offers for attracting & retaining new prospects
- Web Commerce integration with Web Content Management simplifies creation and editing of digital content to increase conversion rates and order sizes
- Social Rendering allows you interact with social data from IBM Connections in context of information and business applications
- Adaptive and responsive templates deliver a compelling experience to multiple devices



IBM Digital Experience in the cloud

SaaS



PaaS



IaaS



Cloud. Pure and simple.



Demo

Leaders choose IBM based on our track record



* Gartner Magic Quadrant for Horizontal Portals, 24 September 2012. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

And all the analysts agree!

“IBM WebSphere Portal is in the leaders quadrant for the 11th year in a row in Gartner's Enterprise Portal Magic Quadrant.”

Gartner Enterprise Portal Magic Quadrant 2013

“IBM's product has significantly improved since our last evaluation 18 months ago. But its real value lies in the current and potential future integrations with best-of-breed IBM products in the areas of eCommerce, analytics, and other marketing enablement tools.”

The Forrester Wave™: Web Content Management For Digital Customer Experience, Q2 2013.

“ Companies deploying IBM's Exceptional Digital Experience solutions in multiple use cases saw an additional benefit of 41%.” IDC Whitepaper:

The business value of IBM's XDX Solutions, November 2013

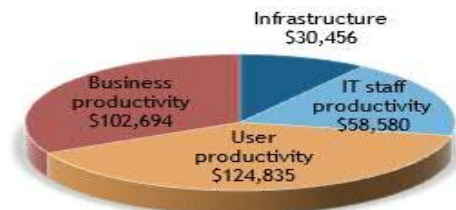


According to IDC.....

On average XDX Customers had 500%ROI, payback in 7 months!

- Organizations were able to increase their business productivity by 11% from improved business operations, generating nearly \$100,000 in savings for every 100 users.
- The five-year TCO for IBM's Exceptional Digital Experience solutions was 47% less than that for homegrown solutions.
- Users were 13% more productive overall with IBM's Exceptional Digital Experience solutions.
- Companies deploying IBM's Exceptional Digital Experience solutions in multiple use cases saw an additional benefit of 41%.
- Overall, the companies in this study realized a strong ROI (aggregate of more than 500%) and payback of their initial investment in less than seven months.

Average Annual Benefits (per 100 Users)



Total = \$316,566

BUSINESS VALUE HIGHLIGHTS

Companies in the study enjoyed an average ROI of over 500% and payback within 7 months. Benefits include:

- Improved business productivity by 11%
- Reduced TCO by 47%
- Enhanced user experience drove up user productivity by 13%
- Total benefits exceeded \$300,000 per 100 users annually

Thank You!