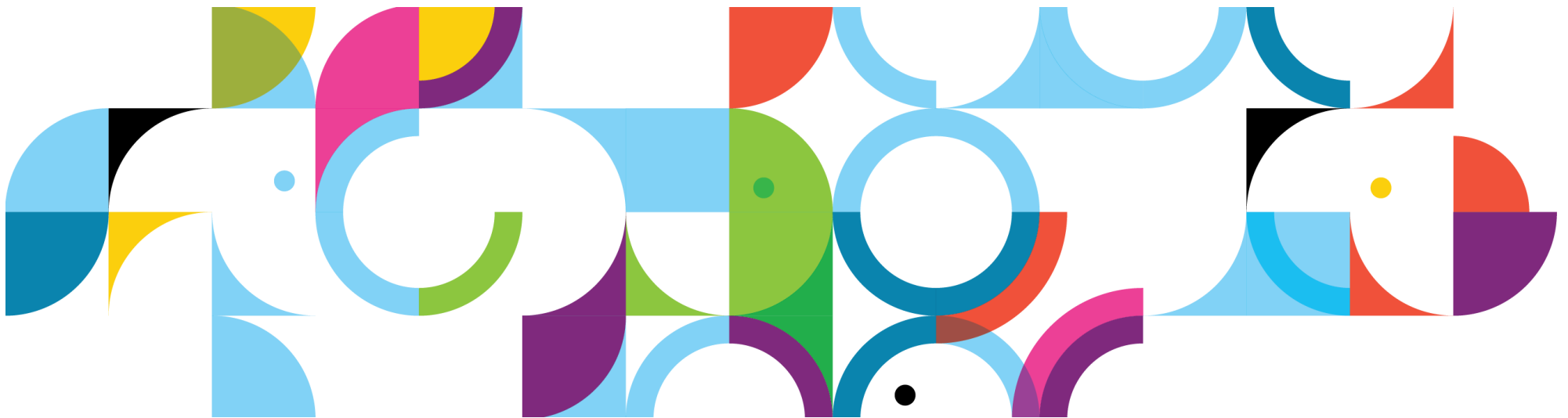


Why become a Social Business on System z?

Eric Hurley / Dexter J. Doyle
Social Business Specialists

ehurley@us.ibm.com / doylejd@us.ibm.com



Agenda

- **What is a “Social Business?”**
- Web Portal Concepts Infused with Social Collaboration
 - Portal Concepts Explained
 - CICS integration with Portal
 - Portal Goes Mobile
- How Social connects to Big Data/Analytics, Mobile, and Cloud
- Customer Experiences and Additional Resources



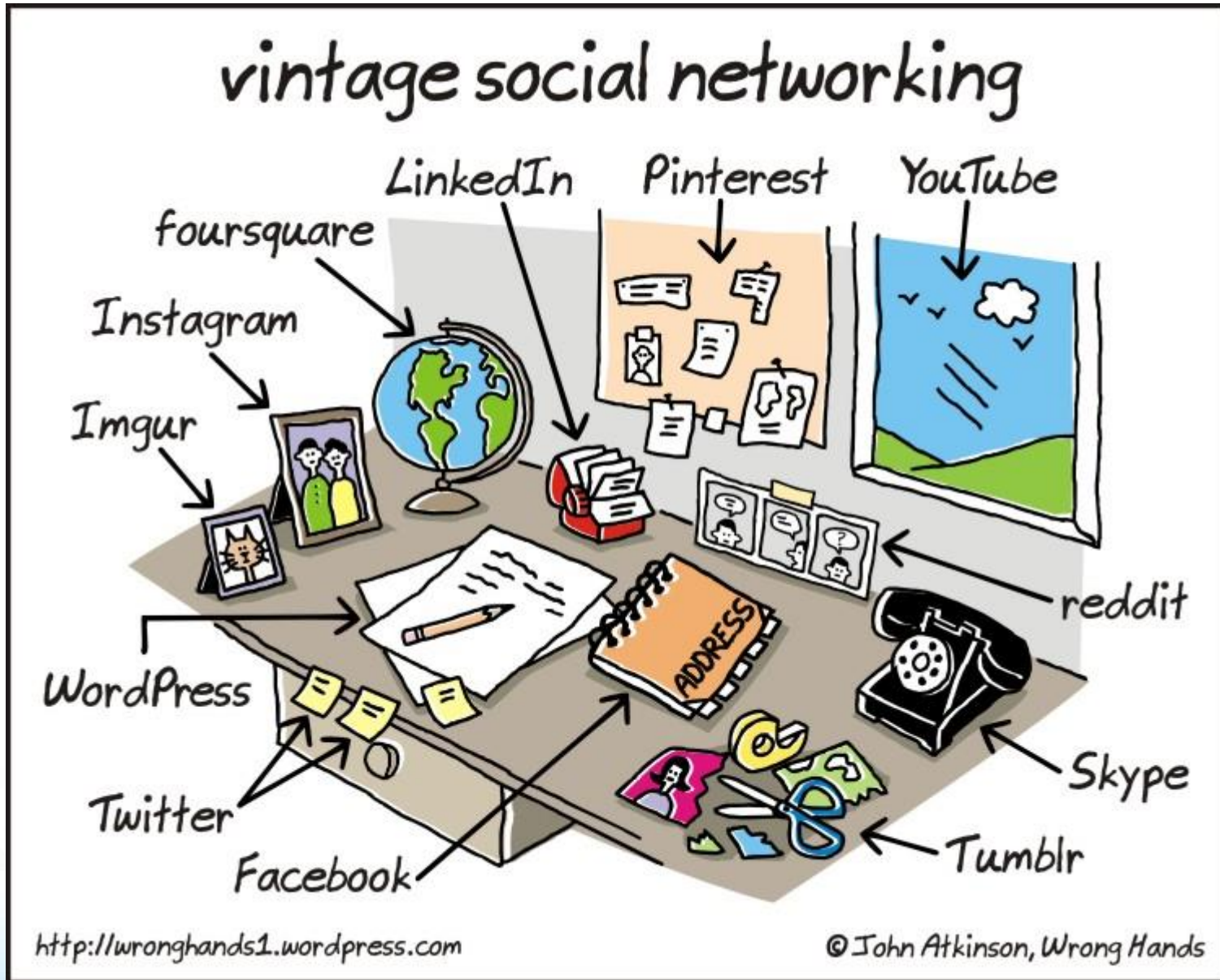
How would you describe Social in the workplace?

Typical **Stereotypes** of Social...

- Distraction/Time consuming
 - **(Decreased Productivity)**
- Ungovernable
 - **(Regulating information shared)**
- Unnecessary
 - **(No profit margin/expected benefits)**



How models have changed over time...



What is a Social Business?



Social business harnesses the trends in market today, helping us change business models of yesterday and driving brands forward into the operating modes of tomorrow.



Characteristics of a Social Business

Compelling

Captivate customers and employees with a rich experience and content they need and desire

Empowering

Exchange valuable insights and feedback and build trusted relationships, loyalty and advocacy



Relevant

Listen to and anticipate customer preferences and captivate them with rich, personalized digital experiences

Consistent

Delight users on any channel or device with integrated and tailored applications and content

How can **Social** solve your business problems?

Social Business Patterns

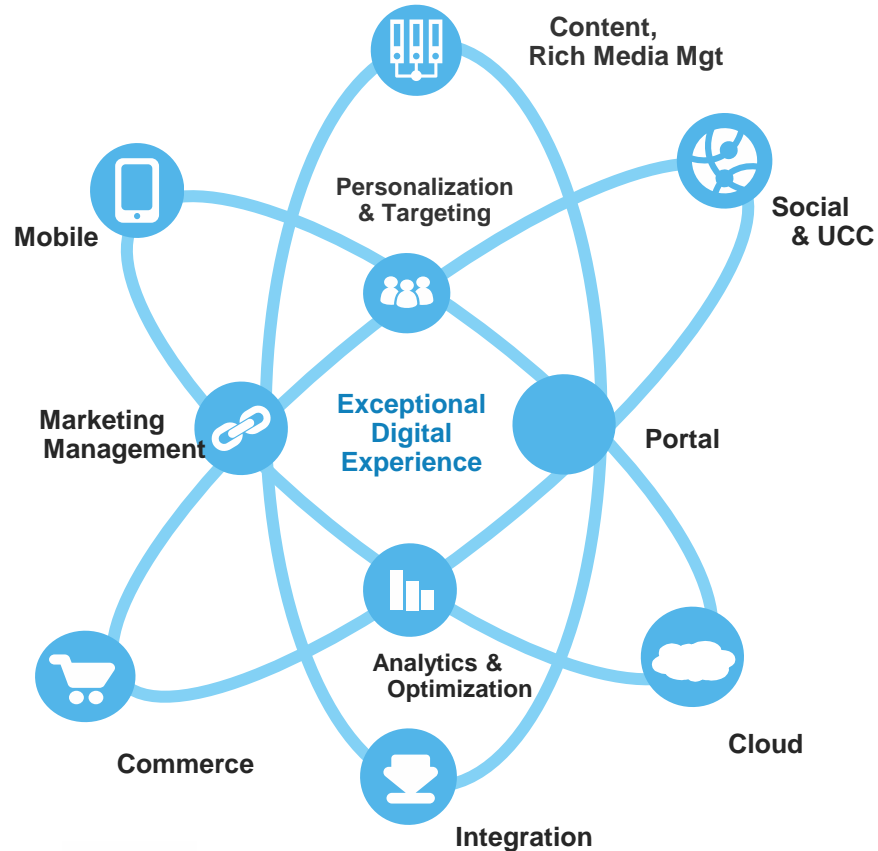
	Customer Engagement	<ul style="list-style-type: none"> • Provide a common customer experience to sales, service and marketing processes and channels (online, contact center, in-person, mobile and others) • Identify and connect with key customer influencers to establish broad and ongoing relationships
	Innovation	<ul style="list-style-type: none"> • Increase innovation with a wider reach of ideas • Increase the success and speed of bringing innovations to market
	Recruiting and onboarding	<ul style="list-style-type: none"> • Collaboratively find and connect the right candidate to the right position • Streamline assessment and hiring processes • Better connect, engage and retain new hires • Contextually recommend expertise to increase new hire productivity
	Mergers and acquisitions	<ul style="list-style-type: none"> • Increase overall success rate of merger and acquisition activities • Accelerate creation of “one company” community and culture • Maintain customer focus and success by building rich social networks
	Workplace and Public safety	<ul style="list-style-type: none"> • Speed communication of new or changed safety regulations, policies and procedures • Minimize or eliminate project execution delays that arise from actual or potential safety issues • Improve innovation in safety procedures by increasing dialogue between safety experts and workers
	Expertise and Knowledge	<ul style="list-style-type: none"> • Create social networks aligned to organizational priorities to identify, create and spread knowledge and expertise • Connect the best possible resources to effectively respond to customer needs • Embed the identification of resources with relevant expertise and other related communities, documents and more into core applications and processes
	Supply Chain	<ul style="list-style-type: none"> • Engage customer communities and leverage social analytics for improved demand forecasting • Build active supply chain communities (within and across companies) to benchmark and share Best Practices

IBM Exceptional Digital Experiences Solution

Bringing together the essential capabilities to create, manage, and deliver powerful multichannel digital experiences

IBM Customer Experience Suite

IBM Employee Experience Suite



Social

Mobile

Content

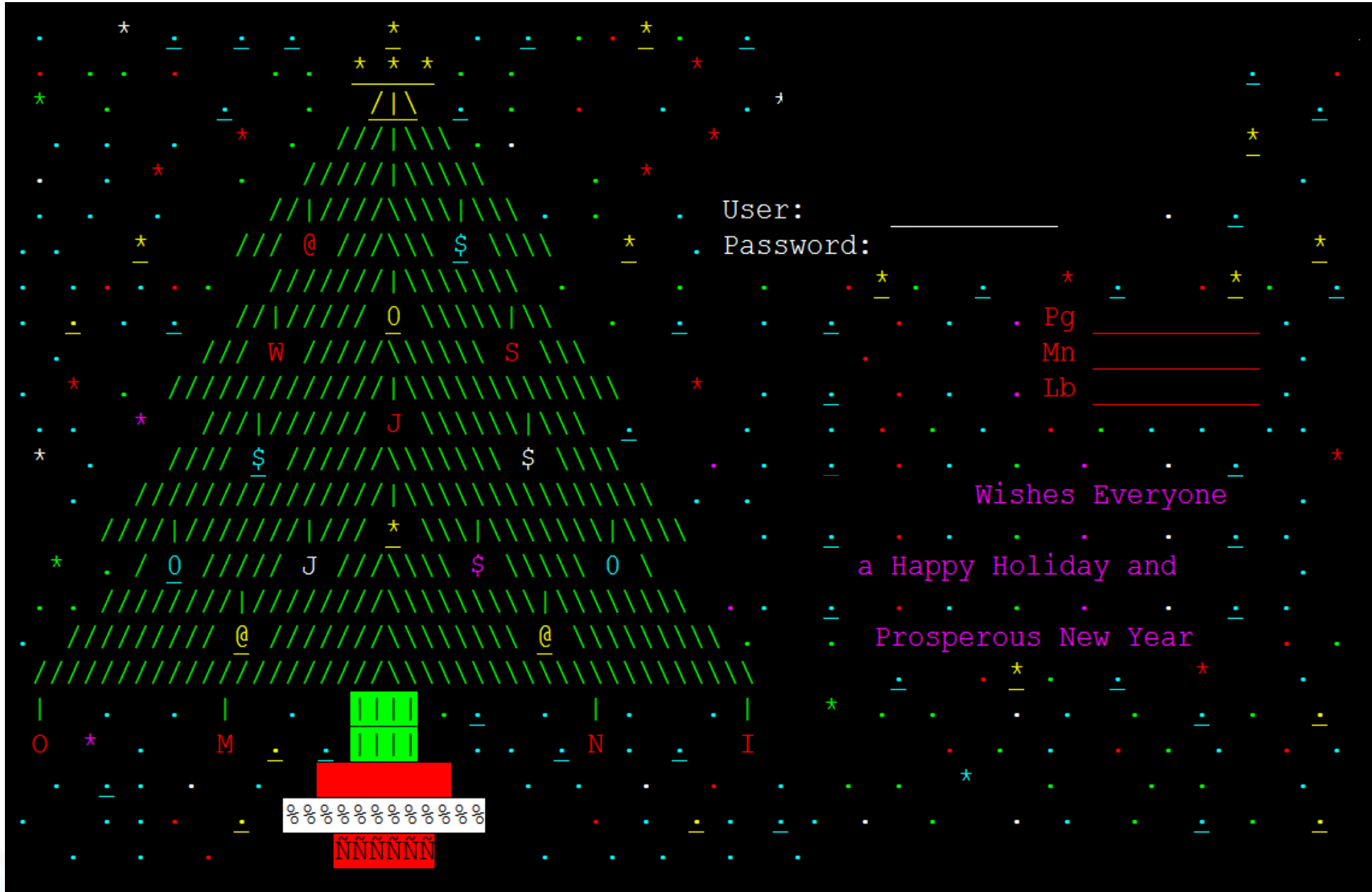
Analytics

Integration

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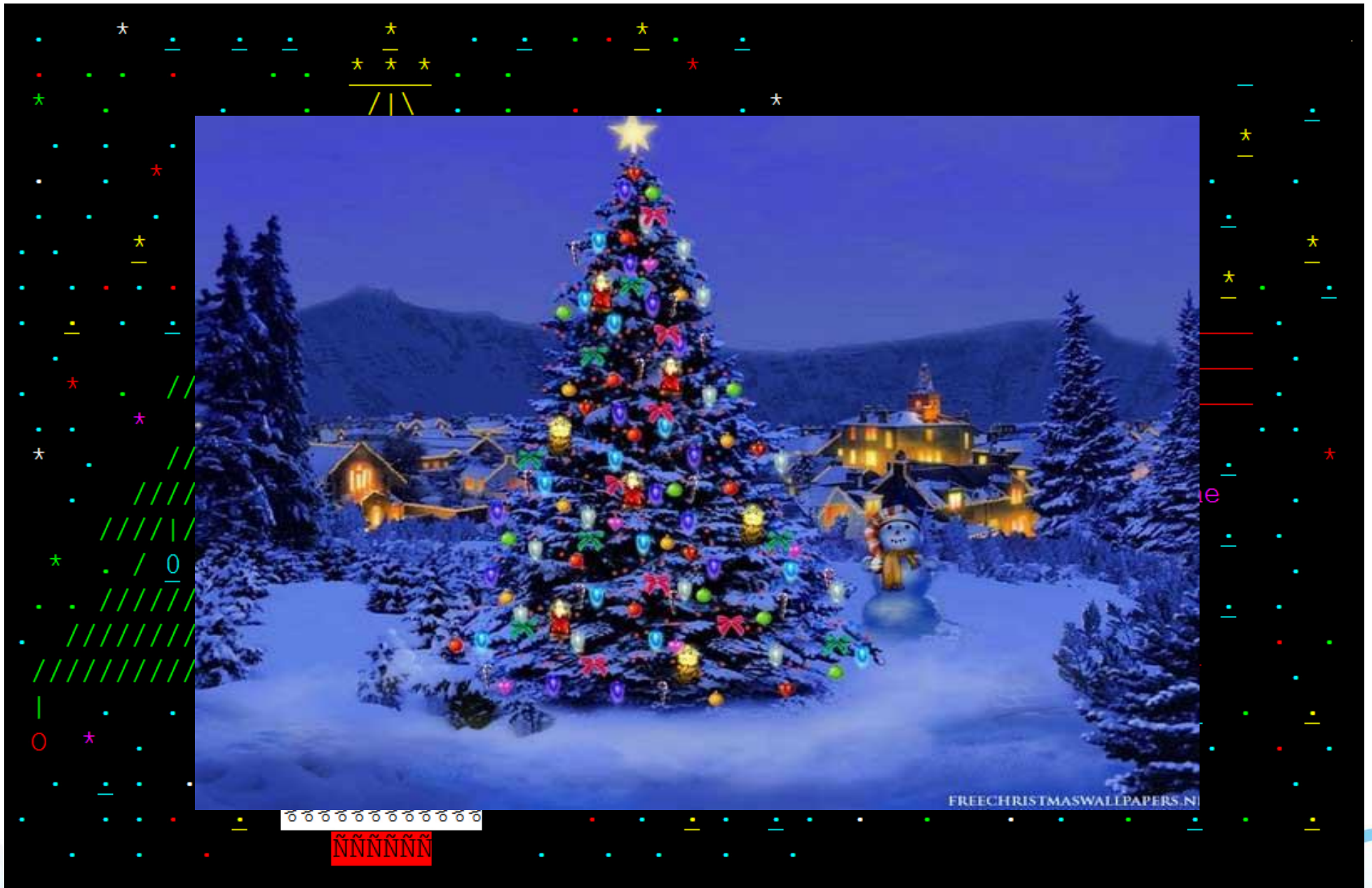


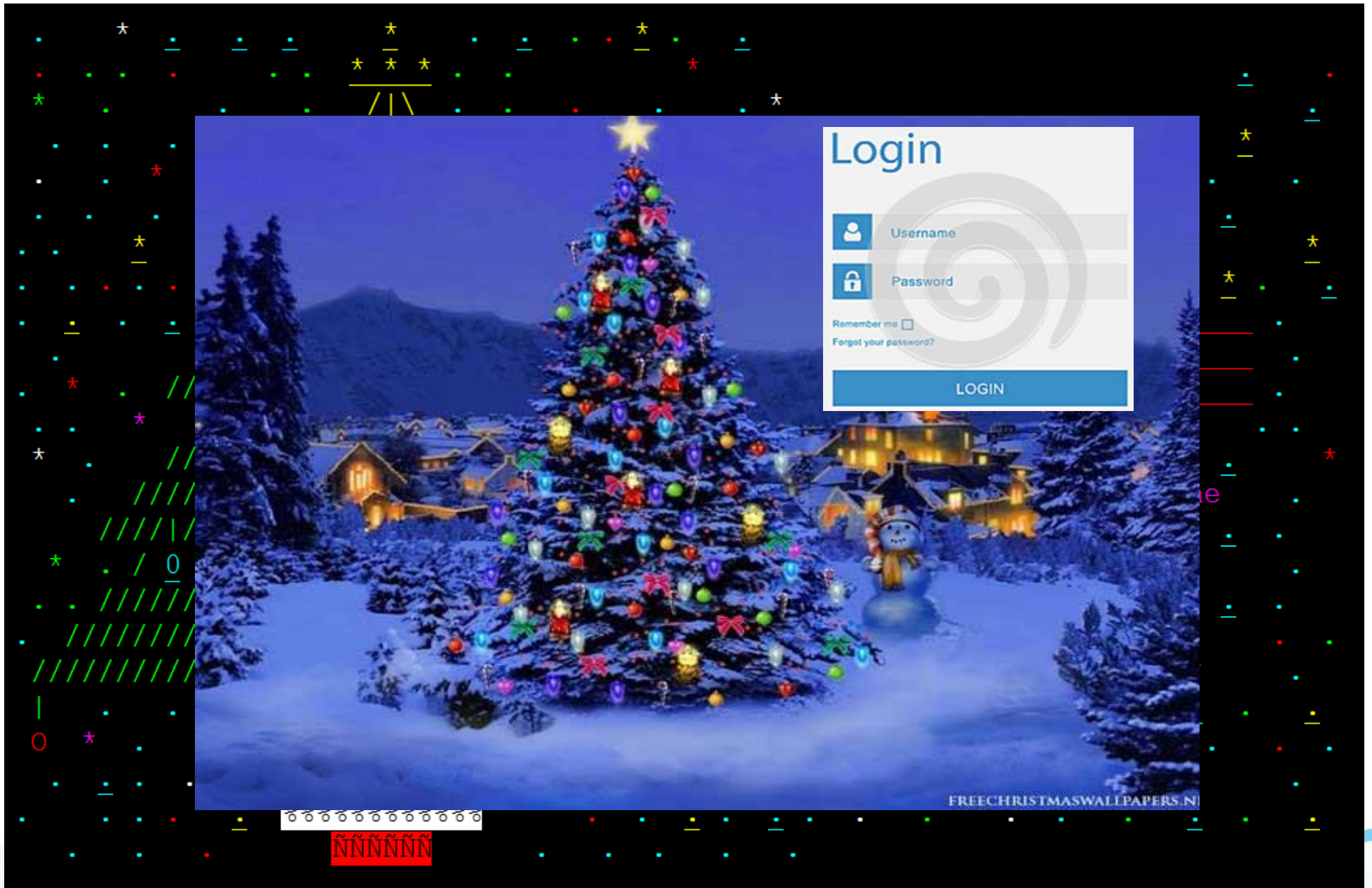
User: _____
Password: _____

Pg _____
Mn _____
Lb _____

Wishes Everyone
a Happy Holiday and
Prosperous New Year

○○○○○○○○○○○○○○○○○○○○
~NNNNNN~





Do your end users:

- Complain about “the green screen?”
- Make fun of, talk down to, or cuss green screen panels and function keys?
- Struggle to learn all aspects of the CICS presentation layer in a timely manner?
- Infuriate their customers by trying to correct an embarrassingly simple mistake?
- Complain about accessing multiple disparate applications to effectively do their job
- Increase security risks by writing down CICS specific passwords and taping them to their computer monitor?
- **Wish they could POINT AND CLICK in a browser? Or fill out a simple web form and click “submit” to pull up customer data?**



```
ACCOUNTS          DETAILS OF ACCOUNT NUMBER 10037

SURNAME          : RANGER          (18 CHRS) TITLE           :           (4 CHRS OPTIONAL)
FIRST NAME       : TEX             (12 CHRS) MIDDLE INIT: A   (1 CHR  OPTIONAL)
TELEPHONE        : 4567890123      (10 DIGS)
ADDRESS LINE1: 1000 BALLPARK WAY    (24 CHRS)
                LINE2: ARLINGTON, TX (24 CHRS)
                LINE3: 76011         (24 CHRS OPTIONAL)

CARDS ISSUED     : 1                (1 TO 9)   CARD CODE   : I         (1 CHR)
DATE ISSUED      : 07 07 07        (MM DD YY)  REASON CODE: S         (N,L,S,R)
APPROVED BY      : REH              (3 CHRS)

UPTO 4 OTHERS WHO MAY CHARGE (EACH 32 CHRS OPTIONAL)
  01: BIG TEX                               02:
  03:                                         04:
SPECIAL CODE1:   CODE2:   CODE3:   (EACH 1 CHR OPTIONAL)
NO HISTORY AVAILABLE AT THIS TIME      CHARGE LIMIT 1000.00      STATUS N

NOTE:- DETAILS IN BRACKETS SHOW MAXIMUM NO. CHARACTERS ALLOWED AND IF OPTIONAL

PRESS "CLEAR" OR "ENTER" TO RETURN TO THE MENU WHEN FINISHED

MA*  a 03/017
```

ACCOUNTS DETAILS OF ACCOUNT NUMBER 10037


Home | About Us | Products | Careers | Contact | More... Welcome a. Catalog - Logout

verve
YOUR BEST EXPERIENCE

All Connections Search

News Dashboard Graphics Connections Sametime E-Mail Administration Industry / Transactions

Home > Industry / Transactions > Industry



Easy ways to get the answers you need.

- Call Me
- Chat With Me
- eMail Me

or call us at 1-508-855-1000

Content Catalog [Map](#)

3350 East Spring St.
Long Beach, CA, 90808
562-967-1111

Name: Christine Lanza
Address: 48 Casterbridge Ave.
Toronto, ON M2R 8F0
Phone: 416-310-1010

Account/Policy Details

856245 - Term-10 [Pending-Req't & UW]

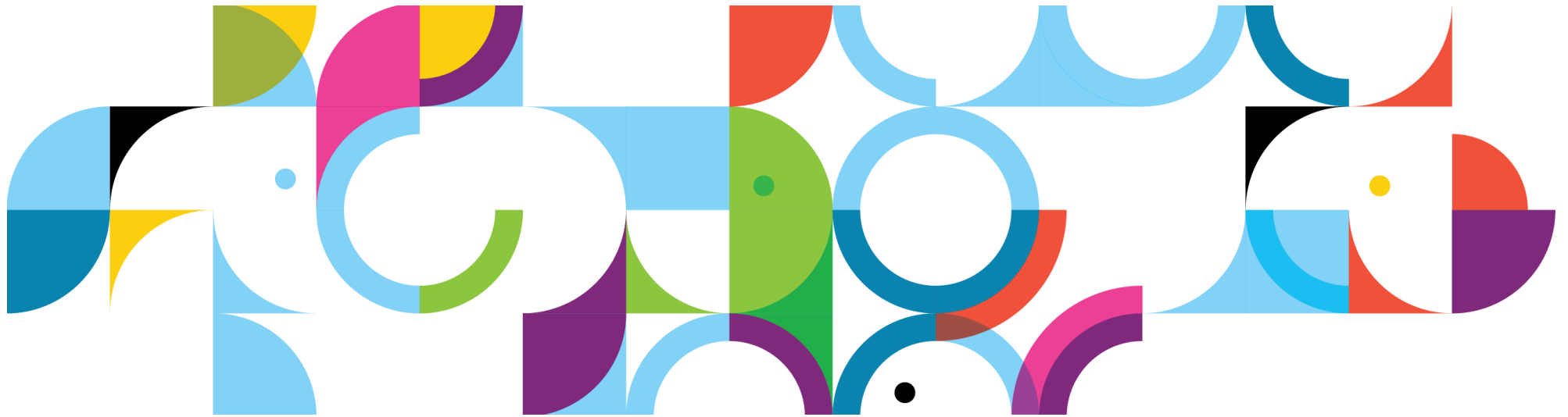
Owner: Albert Gurland
Last Refresh: 16-Nov-2010
Servicing Advisor: [060384] Olijnyk, Peter
Servicing Branch: [11740] Hub Financial Inc

Plan Information

Policy Effective Date: 07-Nov-2010
Modal Premium: \$137.25
Annual Premium: \$1,647.00
Tax Type: Non-registered
Par Signal: Non Par
Dividends: Not Applicable
Non-Forfeiture Option: None
Status Changed Date: 07-Nov-2010
Original Contract Date: 07-Nov-2010
Payment Frequency: Monthly



WebSphere Portal Concepts Explained



- *Portal*
- A single point of entry to many different web-based resources
- WebSphere Portal aggregates those resources in one place and requires the user only to log in to the portal itself and not to each resource separately

Home
Work
Career and life
?

Sign In

Internet e-mail ID:

 (e.g., joe@us.ibm.com)
 Password:

[Forgot your password?](#)

Submit

News

Top stories [Past 7 days >](#)

A smarter planet blog:
 How weather science can help wind power pick up momentum, by Steve Hamm. [Profiled for all IBM]

Colorado flooding: IBM continues to track employee welfare
 What you can do to help. [Profiled for all IBM]

Story of the week
 The power of IBMers, by Kylie Skeahan. [Profiled for all IBM]

Introducing IBM's Mobile AppStore

IBM's new Mobile AppStore lets you find and install the right applications for your business needs. [Profiled for all IBM]

Search

People search
 Profiles by name **GO**

w3 search
 w3 search **GO**

w3 Connections search
 Communities **GO**

Top searches: [Show...](#)

Top pages: [Show...](#)

For: Worldwide

What's new

Currently, there are no new items

Essential links

IT tools and support

- [About IBM](#)
- [About w3](#)
- [Bluepedia](#)
- [BlueThx](#)
- [Building a smarter planet](#)
- [Buy on demand](#)
- [Centennial book](#)
- [Centennial films](#)
- [Client Reference Materials](#)
- [Collaboration Central](#)
- [Concerns & Appeals](#)

Receive personalized content

Receive content for your business unit, location, and employee type by simply [Signing in](#) to the ODW. Once you are signed in, you can update your [w3 profile](#) to receive even more personalized content for your job role, industries, and areas of interest.

Market Report

Quoted at 01:24 PM EDT on 20 September.

Symbol	Current	+/-
IBM	191.53	-1.86

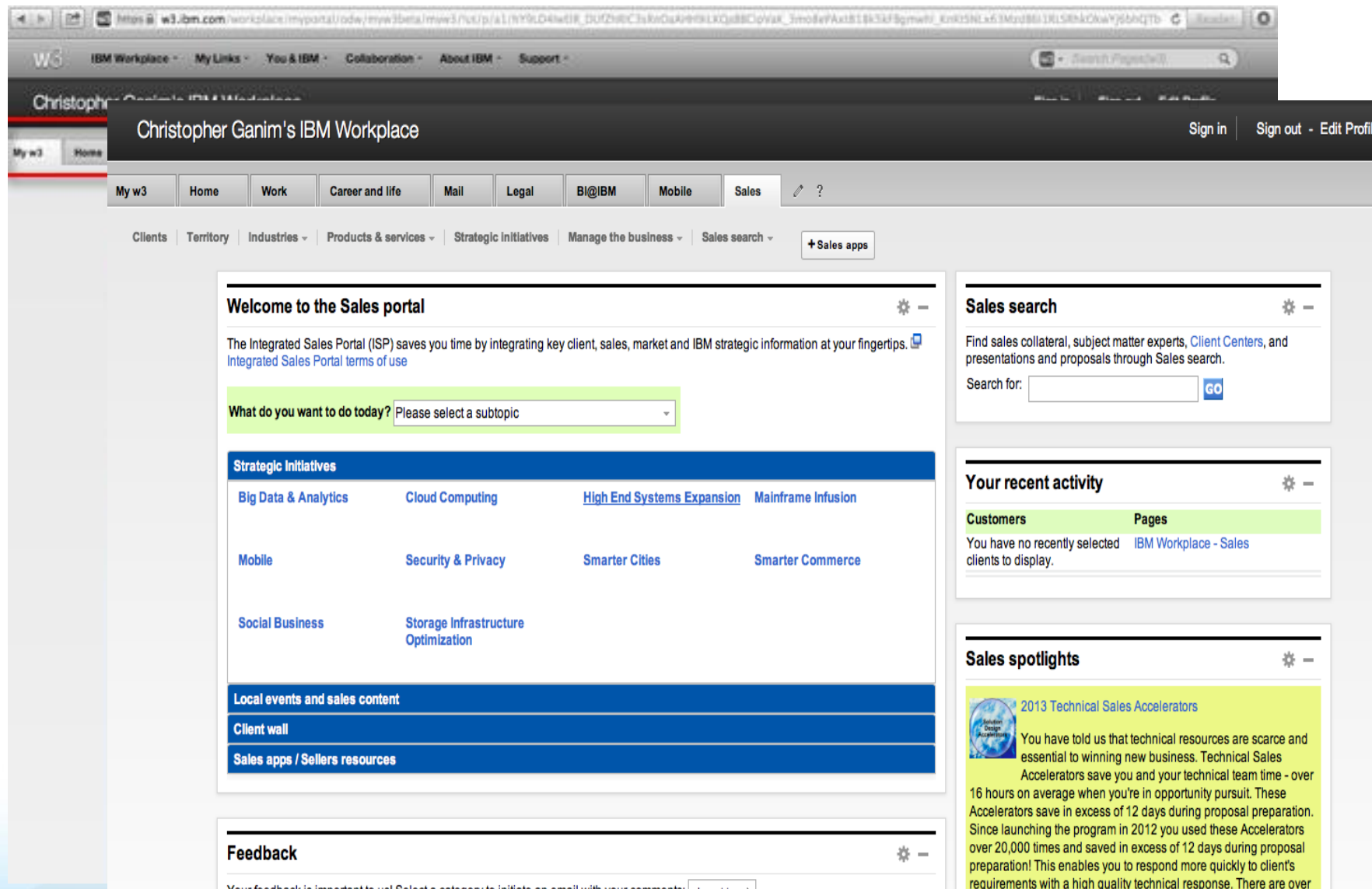
In the news

[Past 7 days >](#)

News room on ibm.com
 Access the latest news releases, press kits, image galleries, biographies and more. [ibm.com]

- *Portal Page*

A portal page is an aggregation of portlet output windows



- *Portlet*
- Portlets are reusable web modules that run on a portal server and provide access to web-based content, applications, and other resources
- From a user's perspective, a portlet is a window on a portal site that provides a specific service or information, for example, a calendar or news feed.

The screenshot displays the IBM Workplace interface for Christopher Ganim. At the top, the user's name and profile options are visible. Below is a navigation bar with tabs for Home, Work, Career and life, Mail, Legal, BI@IBM, Mobile, and Sales (highlighted with a red box). The main content area features several portlets:

- Welcome to the Sales portal:** A large portlet with a dropdown menu for "What do you want to do today?" and a grid of strategic initiatives including Big Data & Analytics, Cloud Computing, High End Systems Expansion, Mainframe Infusion, Mobile, Security & Privacy, Smarter Cities, Smarter Commerce, and Social Business.
- Sales search:** A portlet for finding sales collateral and subject matter experts, featuring a search input field and a "GO" button.
- Your recent activity:** A portlet showing recently selected items, currently displaying "IBM Workplace - Sales".
- Sales spotlights:** A portlet featuring a "2013 Technical Sales Accelerators" article with a globe icon and text describing the program's benefits.
- Feedback:** A portlet at the bottom for user feedback, with a "Your feedback is important to us!" message.

Integrate and aggregate

Business content, applications, processes and forms into one unified employee experience



- **Single sign-on** services include a credential vault and persistent back-end connections.
- **Development tools** create multichannel applications and dynamic forms.
- **User profiles** are managed through the virtual member manager, which stores user data in Lightweight Directory Access Protocol and a database.
- **IBM WebSphere® Portal Integrator for SAP** software allows easier integration with SAP data.
- **Powerful “wiring” capabilities** allow one component to take action based on the user interaction or data from another component.

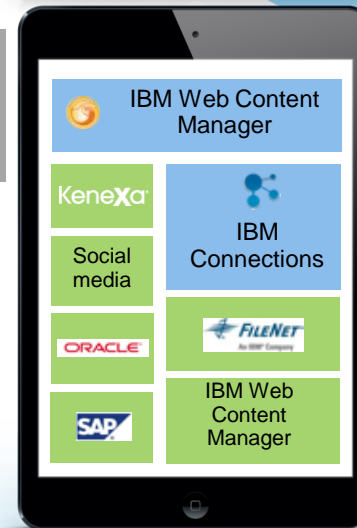
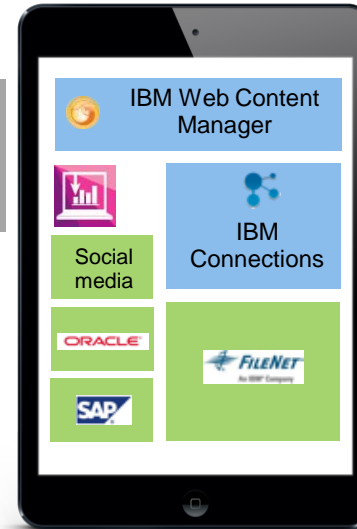
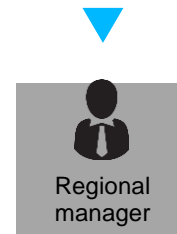


Analyze and personalize

Provide a personal experience targeted for the right user



- **Powerful and extensible** personalization engine
- **Create flexible personalization rules** to determine how the digital experience interacts with individuals and groups
- **Integration** with IBM Digital Marketing Optimization to create segments based on customer behavior
- **Automatically target the right content** to engage and reengage each visitor segment
- **Multilingual support**
- **Out-of-the-box integration** with analytics solutions
- **Need and interests are stored** as properties and can be accessed for personalization purposes
- **Easily set up** target marketing campaigns with related content, start dates and stop dates



A Digital Strategy integrates **seamlessly** with existing technology and providing **secure** contextual, omni-channel & mobile delivery



Portlet Principle

Each portlet is a separate application

Company Tracker

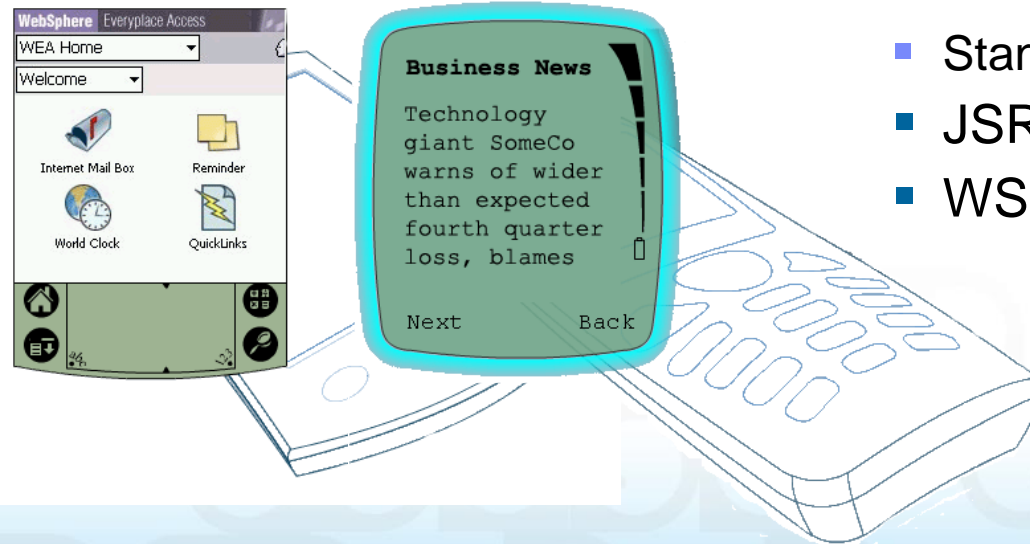
Company	Last	Change	Chg%	Volume	Quote Detail	Chart	Profile	News
INTL BUSINESS MACH	▲ 75.45	0.12	0.16 %	4.0M				
Microsoft Corporation	▲ 24.36	0.02	0.08 %	40.8M				
Oracle Corporation	▲ 14.93	0.13	0.88 %	47.5M				

MarketWatch © MarketWatch, Inc. 2006
 Intraday data provided by ComStock, an Interactive Data Company.

- Developed independently
- Portlets have modes and instance data
- Can be placed anywhere on the page

Portlets can support multiple devices

- Phones, Organizers, Voice
- Unique views for each device with shared business logic



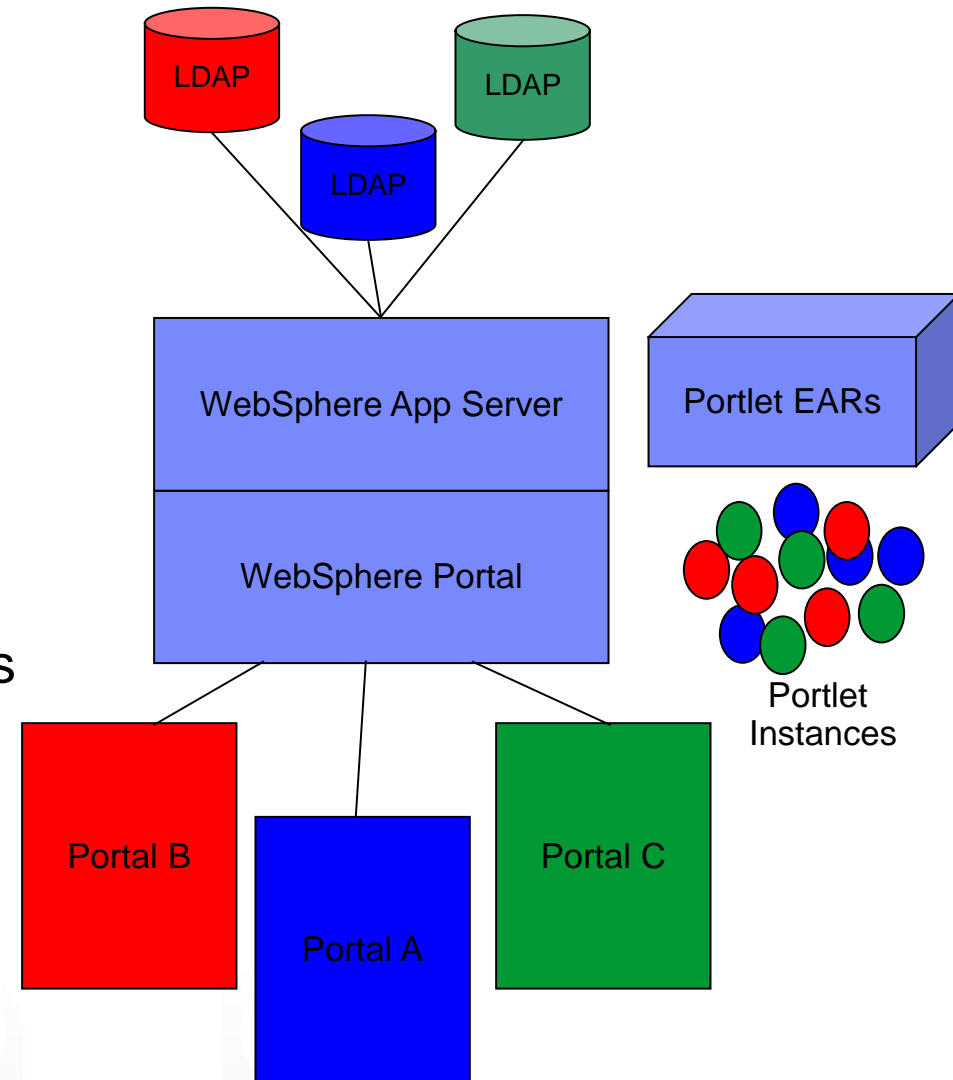
- Standards Based
- JSR 286
- WSRP V2.0



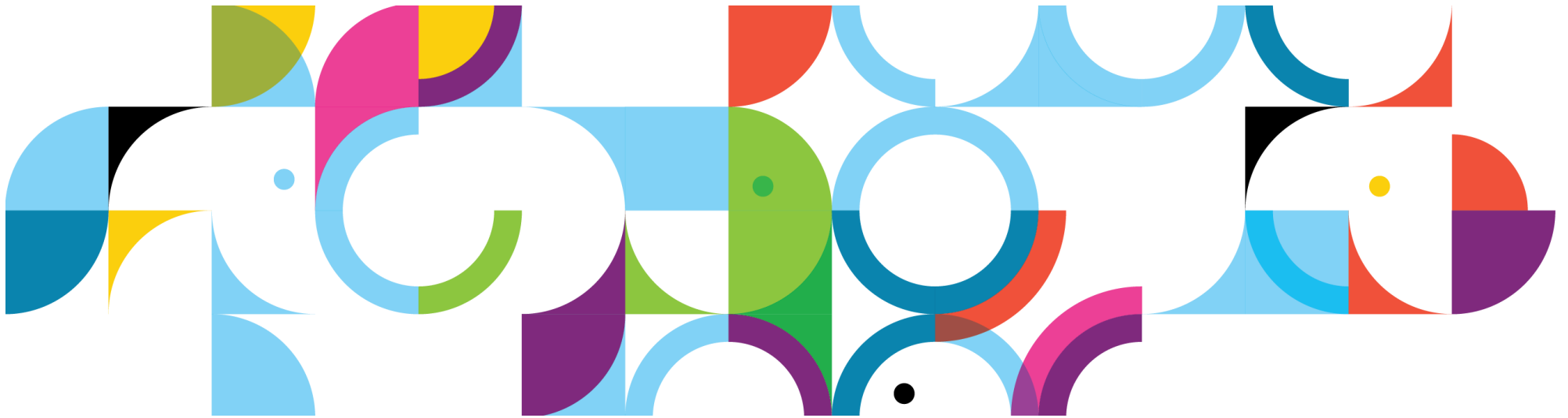
Virtual Portals

Virtual entities each representing the logical behaviour of a distinct WebSphere Portal running on a shared infrastructure

- Unique URLs
- Shared resources (JVM, Portlets, Configuration Repository)
- Unique set of places, pages, and users
- Unique set of anonymous pages , login and sign up pages, and themes and skins
- Unique user directories
- Each can have separate administrator groups



CICS integration with Portal



System z software continues to innovate to solve business requirements

71% of global Fortune 500 companies use the mainframe

Mainframes process roughly **30 billion** business transactions per day, including most major credit card transactions and stock trades, and money transfers

It is estimated that **80%** of the world's corporate data resides or originates on mainframes

~70% of all enterprise transactions touch a System z

55% of all enterprise applications need the mainframe to complete transactions

1.1 million CICS transactions, every second, every day

26

Portal as a Modernized CICS User Interface

How?

- CICS Web Services
- HATS (Host Applications Transaction Services)

Why?

- Highly personalized, role based user experience
- Single point of access to multiple disparate applications in an intuitive, user friendly portal
- Single Sign on capabilities
- Reusable/flexible portal and portlet infrastructure designed for scaling
- Consistent look and feel across portal pages
- Mobile ready themes out of the box
- Integration with IBM Worklight for mobile applications



Why a Portal front end makes sense from an IT Perspective?

- Most CICS apps have a development investment between 1-45+ years of code
 - Preserve millions of dollars already invested in heritage apps
- Scalability, security, serviceability, High Availability
 - Minimize costs with extreme virtualization
 - Minimize and eliminate negative publicity associated with security breaches
 - Decrease operating costs with centrally managed portal infrastructure on z
- No need to rip and replace or rebuild
 - Save millions in new software, hardware, and project costs
 - Eliminate major project delays and risks

Eliminate risk by utilizing Portal on System z as the central system of engagement for your critical systems of record



Why Portal makes sense from an end user perspective?

- Intuitive customer and employee interface and dashboards
 - Increase customer satisfaction
 - Increase revenue
 - Decrease customer service calls
 - Decreased training times for non-IT personnel
- Mobile ready portal accessible from any device
 - Appeal to growing mobile demand
 - Increase user satisfaction
 - Increase revenue

Engage your employees and customers with an interface they love powered by the most efficient, secure, and mature application platform on the market...CICS

A comparison between Portal & HATS

What is WebSphere Portal:

- Highly-personalized, social experience for your customers
- Provides users a single point of access to the applications, services, information and social connections they need
- Common theme across all devices
- Tight integration with IBM's Web Content Management tools

What is Host Access Transformation Services (HATS):

- transforms traditional text-based interfaces—such as 3270 and 5250 green-screen applications—into web, portlet, rich client or mobile device user interfaces
- extends 3270 applications as standard web services
- Convert traditional text-based host application screens to user-friendly GUIs.



Portal

HATS

Florida Blue

Accessible Version | Español

Contact Us Search Login / Register

Home Shop Our Plans Find a Doctor Find an Agent Find a Center About Us

Enroll Today
Call us at 1-800-876-2227, visit a Florida Blue Center or call your local agent to buy a health plan.

LAST CHANCE
Open Enrollment for getting health insurance ends March 31.

Members >>
Providers >>
Agents >>
Employers >>

Member Registration

Shop Our Plans
See just how affordable plans can be - health, pharmacy, dental, life, financial plans and more!
Individual and Family Plans

New Member Information
We're here for you with help, support, advice, and guidance:

- Applying for Insurance
- Making a payment; simply call 1-800-950-3577, Option 1
- Receiving Member ID Cards
- Contacting Us

Toolbox

- Blue in the Community
- Health Care Reform
- Find an Agent
- Compliance Resources
- Summary of Benefits
- Health & Wellness

My Company

Main product Additional products Downloads Support Site

My HATS Application Home Page Employee portal Jobs Articles

WORK WITH OBJECTS USING PDM TORASISC

LIBRARY ADTSLAB1 POSITION TO POSITION TO TYPE

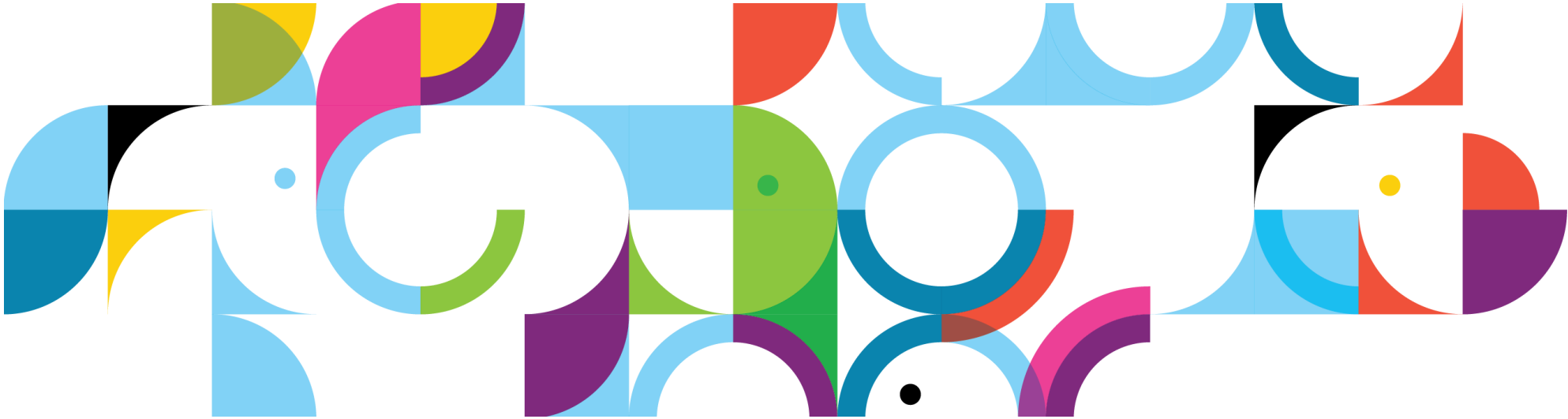
TYPE OPTIONS, PRESS ENTER.				
OPT	OBJECT	TYPE	ATTRIBUTE	TEXT
	CALL400	*PGM	CLP	Call WRKINV program
	CLRMSG	*PGM	CLP	Clear message queue
	DLTCHE	*PGM	RPGL	Celdial - Customer detail
	DLTDT	*PGM	RPGL	Work with inventory mainline
	DLTDT1	*PGM	RPGL	Work with inventory mainline
	DLTDT2	*PGM	RPGL	Work with inventory mainline
	DSPMSG	*PGM	CLP	Issue messages
	GETTIRE	*PGM	CLE	Program Call SmartGuide Example

PARAMETERS OR COMMAND: ***>>> _____

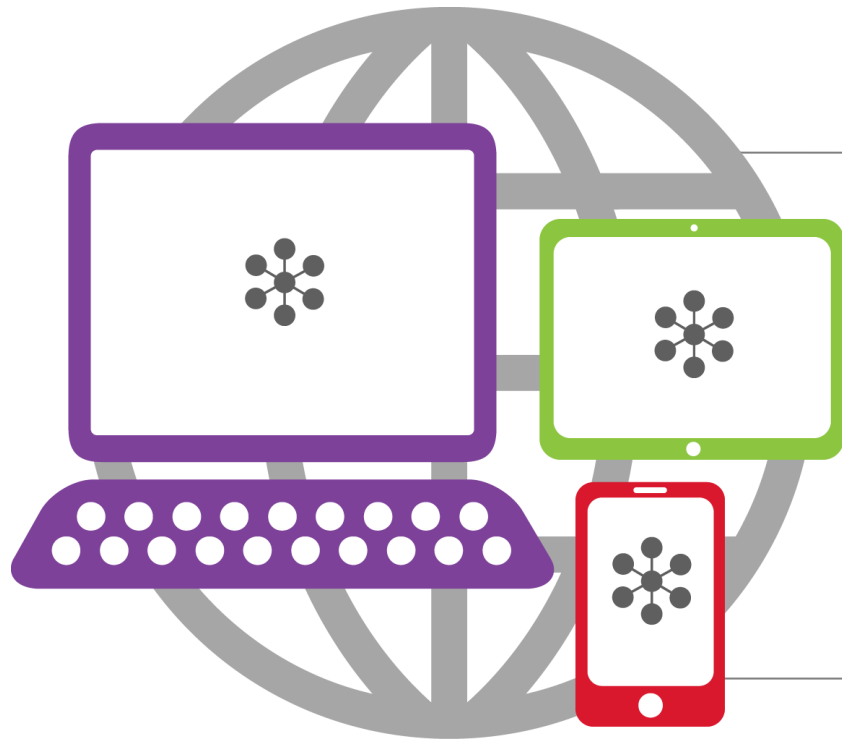
F3=EXIT F4=PROMPT F5=REFRESH F6=CREATE
F9=RETRIEVE F10=COMMAND ENTRY F23=MORE OPTIONS F24=MORE KEYS

Reset Default Refresh Disconnect Turn Keyboard Off

Portal Goes Mobile



Allow employees and customers to engage virtually anytime, anywhere



Out-of-the-box responsive web design (RWD) web experience themes

Built on open web technologies (HTML5, CSS3, JavaScript)

Sites created are multichannel ready (desktop, smartphone, tablet)

Extend the digital experience to use on-device (camera, security-rich off-line storage, accelerometer, maps) features (IBM Worklight® software)

Device classification capabilities help deliver the right CSS for the appropriate device

Mobile web

Optimized for mobile browsers (phones, tablets) using themes and responsive web design techniques

Hybrid mobile

Extending digital experiences to include on-device capabilities and app stores with entitled IBM Worklight capabilities

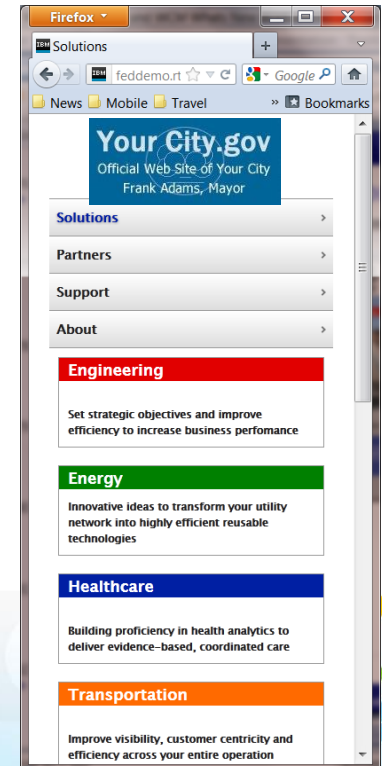
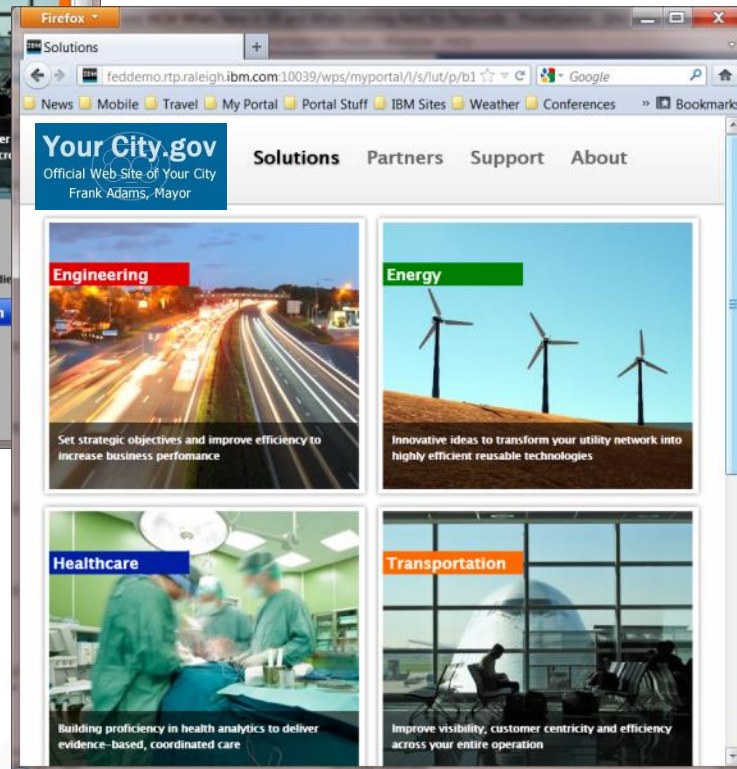
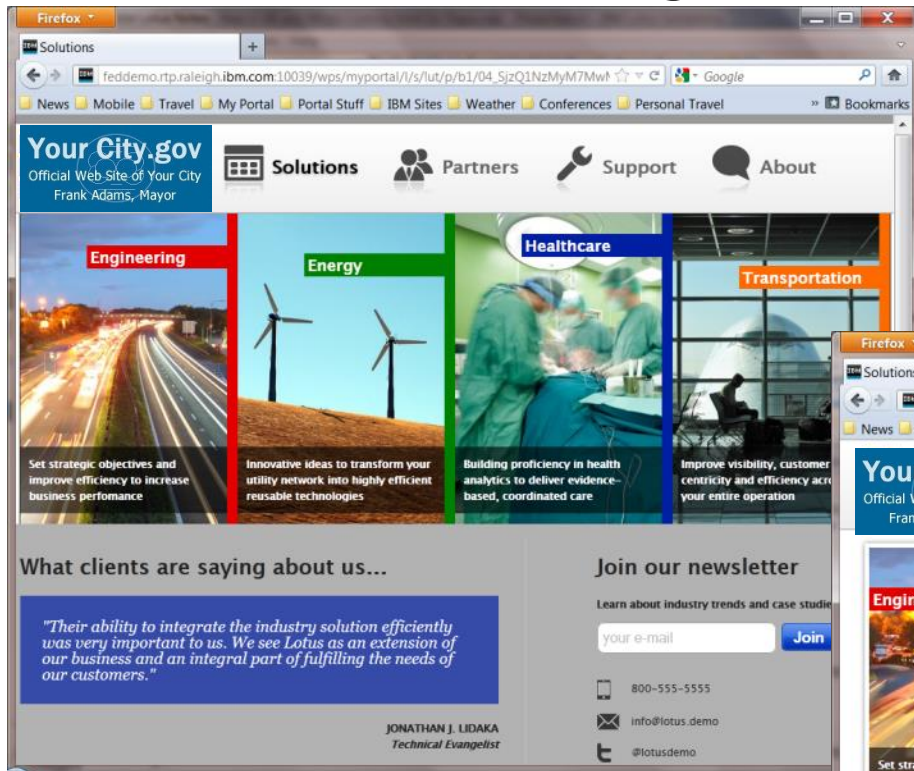
Websites

Integrated content and applications into a unified web experience optimized for desktop browsers



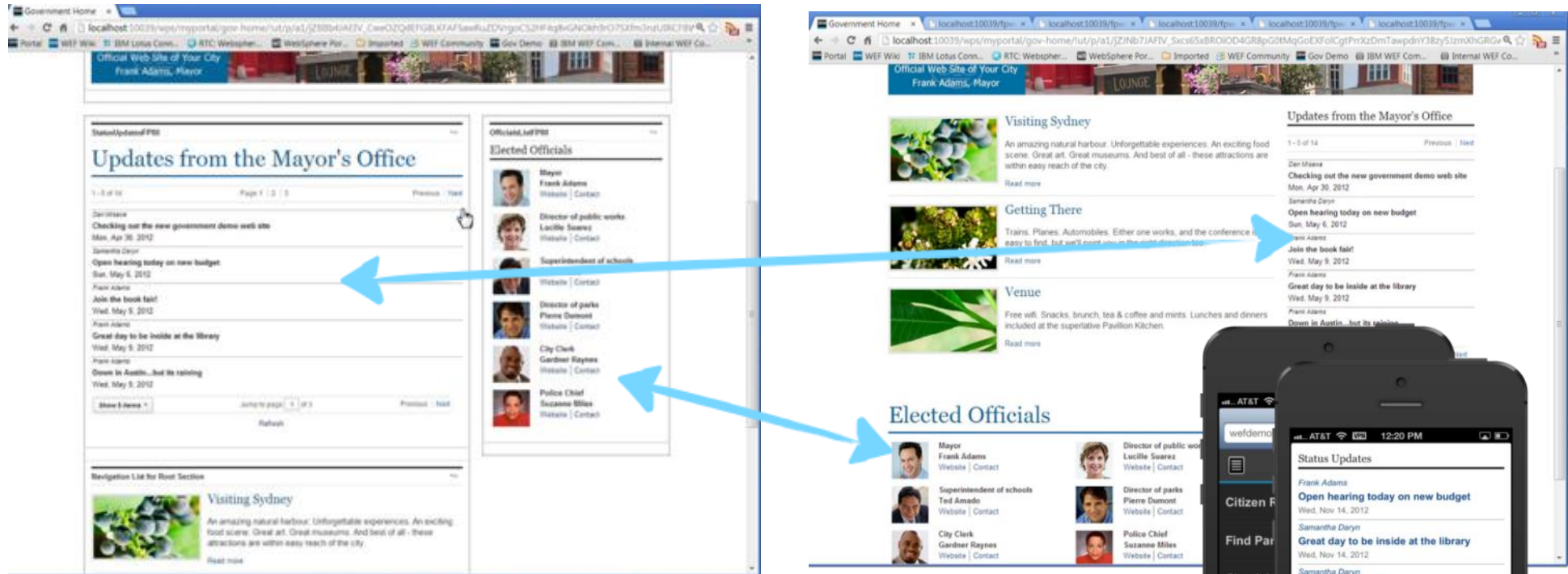
Responsive Design Themes

- More than just allowing RWD
- Portal supports device classes to enable smarter rendering on the server side (themes, content and portlets)



Web Experience Factory

Applications support out of the box responsive theme



Out of the box capabilities including CTC4 and stand-alone Responsive Web Design themes

Key benefits include:

- Faster and easier to build solution
- Fits in with other CTC4 based solutions
- Supports multiple channels including desktop browsers, smartphones and tablets

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Social & Big Data/Analytics

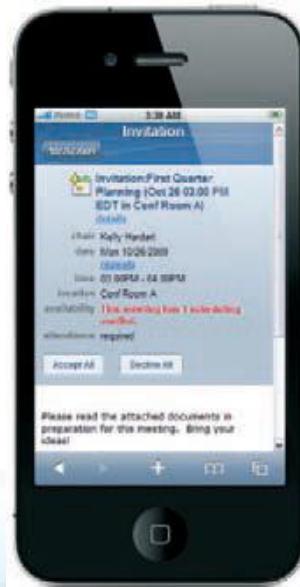
General benefits of integrating Social with Big Data and Business Analytics (BA)	
Single Sign- On (SSO)	A user logging into WebSphere Portal will also be logged into the Big Data and BA products.
Dashboard	Promote the creation of a WebSphere Portal dashboard portal page. The user will be able to see information from multiple backend applications on one portal page.
Socialize Big Data	For example, if Big Data and BA identifies a health epidemic in a certain geography, an ad-hoc IBM Connections Community can be created to bring together people from disparate organizations to quickly address the health threat.



Social & Mobile

By 2020 there will be 10 billion-plus devices in the pockets and palms of consumers. IBM expects mainframe clients to adopt this trend by deploying more mobile workloads in 2014.

Making client engagement and employee collaboration easy for people using mobile devices is an important part of an organization's transformation to a social business.



Social & Cloud



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The impact of customer service



51% of Americans Switched Providers in the Past Year Due to Poor Customer Service at a cost of \$1.4T ¹

of people social customer tells about a good service experience – 42; a bad experience – 53 ²

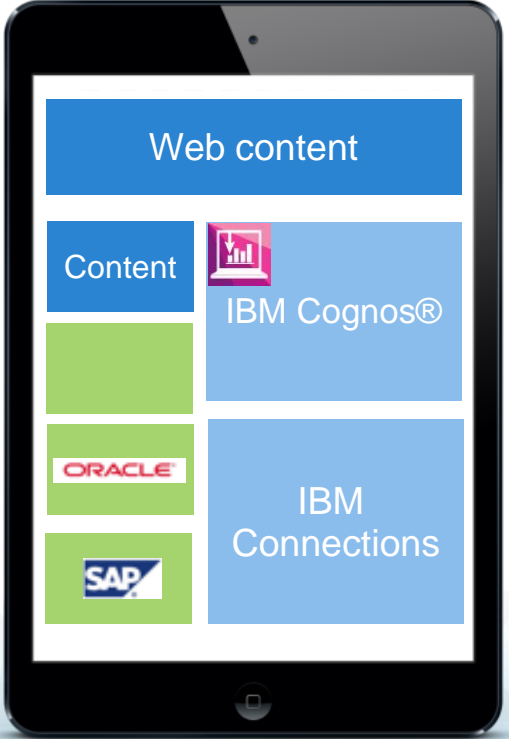
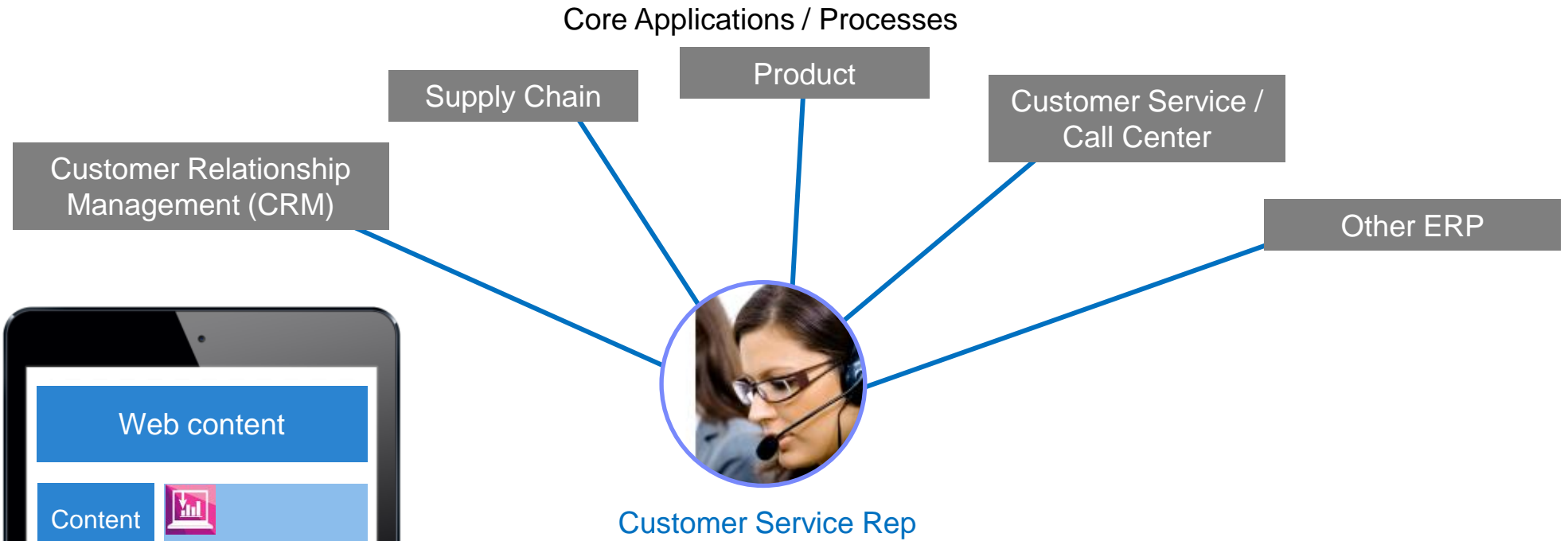
Customers who receive social customer service responses spend 20% - 40% more with company ³

Companies delivering customer support through social media achieve superior gains – 7.5% vs. 2.9% ⁴

66% B2B & 52% B2C leave from 1 bad service experience ⁵



The challenge to the CSR



Have to manage across screens / apps
Limited access to best practices
Customer feels they start over on escalation

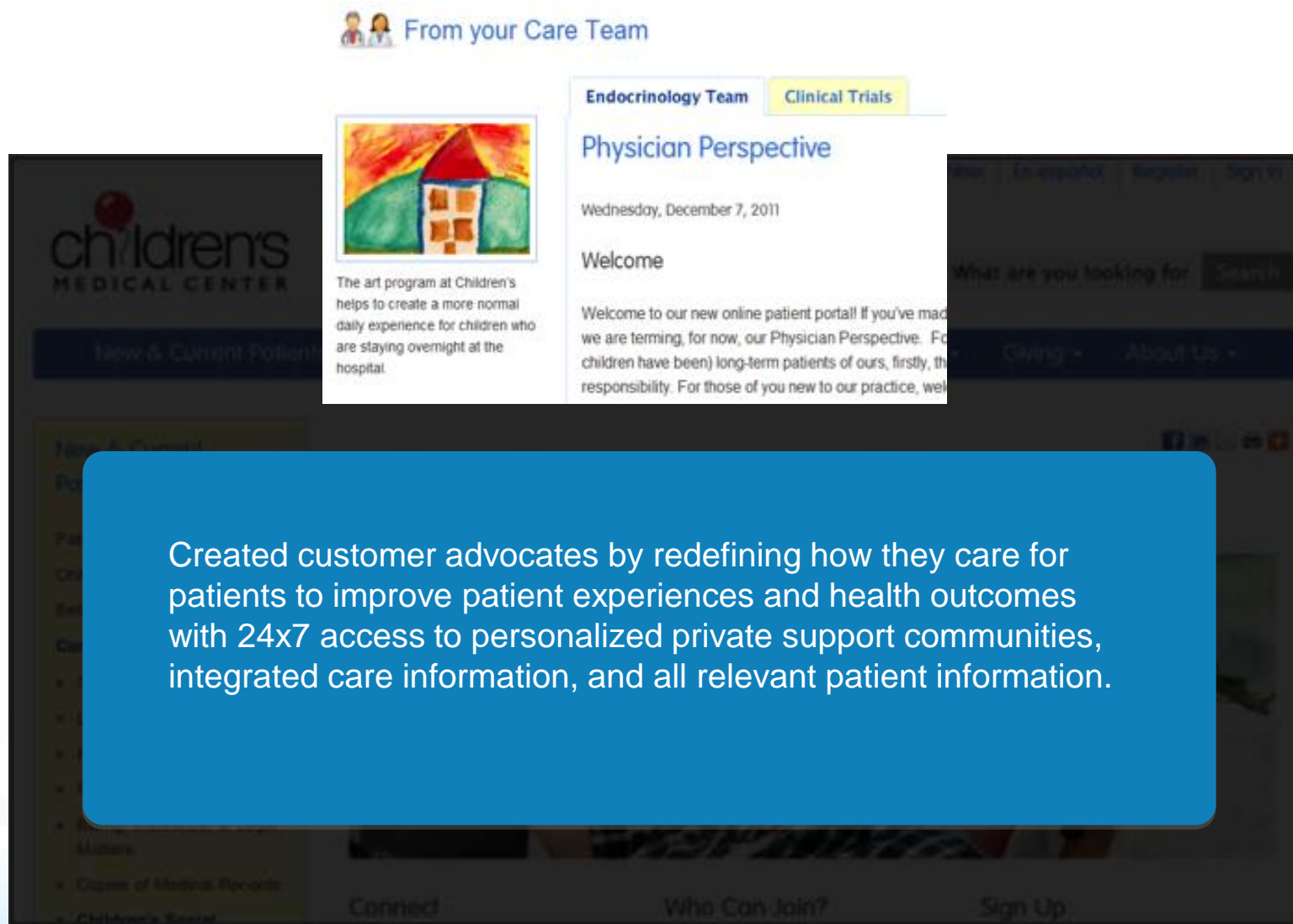


Children's Medical Center Dallas: Leading by integrating social into patient care and disease management processes

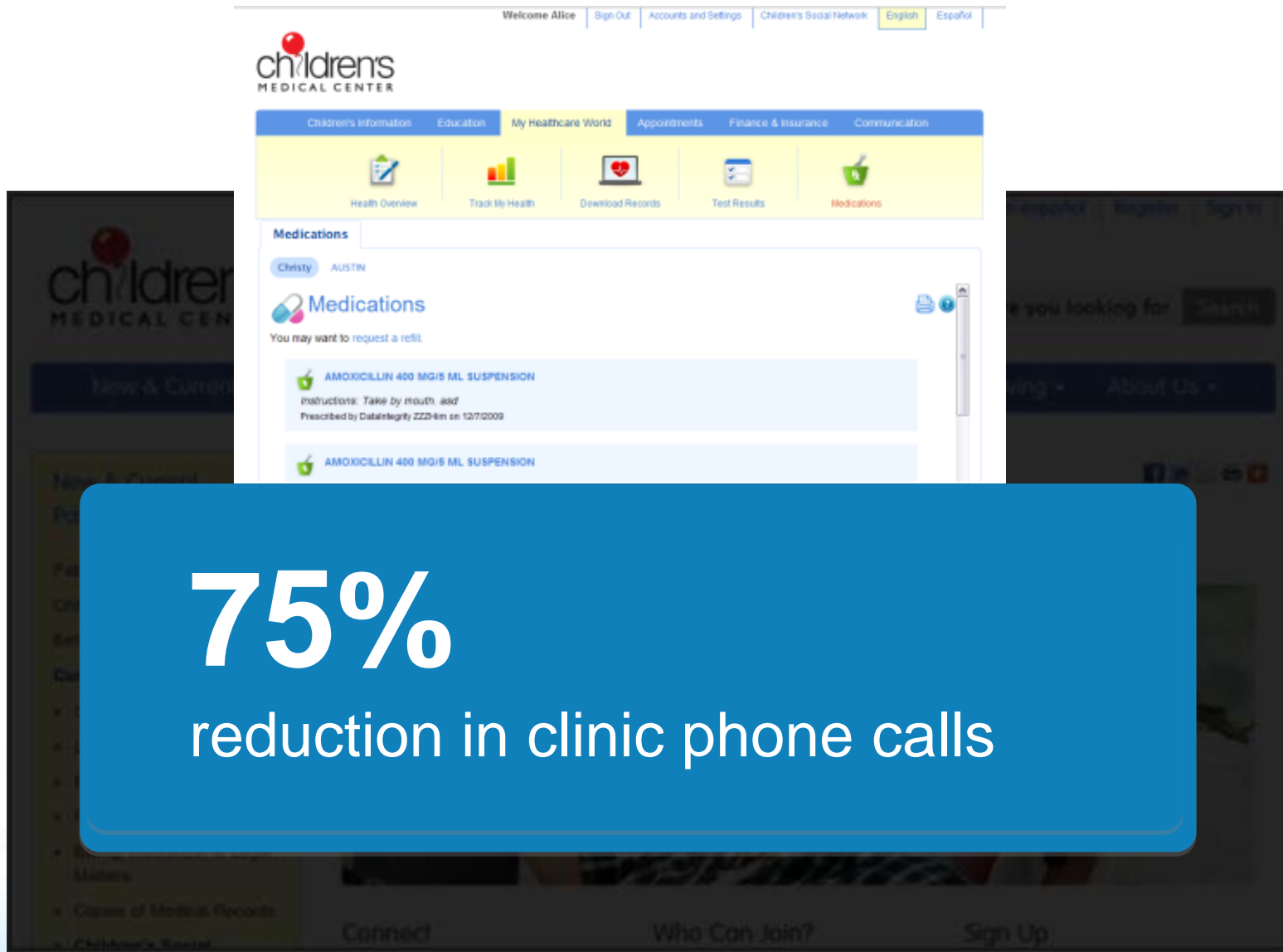
The screenshot shows the website for Children's Medical Center Dallas. At the top right, there is a navigation bar with links: Healthcare Professionals - Careers - Contact Us - Volunteer Give Now En español Register Sign In. Below this is the Children's Medical Center logo and a search bar with the text "What are you looking for" and a "Search" button. A main navigation bar contains: New & Current Patients - Specialties & Services Find a Doctor Locations - Giving - About Us -. On the left side, there is a sidebar menu with the following items: New & Current Patients, Patient Sign In, Children's Social Network Before Your Visit, Current Patients (with sub-items: Online Medical Records, Lab Results, Patient Rights, Family Support Services, Billing, Insurance, & Legal Matters, Copies of Medical Records, Children's Social Network). The main content area features a section titled "Children's Patient and Family Social Network" with a photo of a young boy and a woman looking at a laptop. Below the photo are three buttons: Connect, Who Can Join?, and Sign Up. Social media icons for Facebook, Twitter, YouTube, and LinkedIn are visible in the top right of the main content area.



Children's Medical Center Dallas: Leading by integrating social into patient care and disease management processes



Children's Medical Center Dallas: Leading by integrating social into patient care and disease management processes



75%
reduction in clinic phone calls



CAT: Higher touch service through the relationship

SocialBusiness IBM

Customer Loyalty

Grow loyalty with existing customers through online capabilities

- FIND AND REGISTER ALL CAT OWNERS**
 - Offer Special Financing and Pre-Approvals
 - Present Tailored Rental, Used & New Solutions
 - Provide Condition Alerts With Dealer Guidance
 - Review Fleet Condition
 - Schedule Service
- PERSONALIZE EACH INTERACTION**
 - Access Experts
 - Customer Profile
 - Order Parts & Track Delivery
- OFFER SELF-SERVICE OPTIONS**
 - Manage Maintenance Contracts
 - Around the Clock
- PROVIDE ACCESS TO EQUIPMENT MANAGEMENT**
 - Telematics

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Customer Portal

Achieving scale in supporting customers

Channel	Cost
FACE TO FACE <small>(Product Support Sales Reps, Sales Reps)</small>	\$200 - \$250
CHAT <small>(Phone and Online Support)</small>	\$15 - \$20
CUSTOMER PORTAL	Pennies

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Customer Portal

Portlet approach for sharing and integration

Portlets are developed for specific segments and functions and are quickly shared across dealers by leveraging a common platform.

Cat Financial	Invoices	Rental
Fleet List	Parts	Warranty
Service History	CSAs	CM

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Source: Connect 2013

Florida Blue: Increasing member satisfaction and revenue using a single social portal

Florida Blue In the pursuit of health[®]

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Home Members Providers Agents Employers

Plans For Every Budget

Whether you're looking for health, pharmacy, dental, life or financial plans, we're here to help you find an affordable plan that fits your budget - and your needs. Look to us for a plan that gives you peace of mind, along with programs and services to help in your pursuit of health. Compare health plans, apply online, call us or meet with us in person.

[Find Out More](#)

◀ [] [] [] [] [] ▶

Shop Our Plans

See just how affordable plans can be - health, pharmacy, dental, life, financial plans and more!

Visit a Florida Blue Center

Talk to experts in person about everything health and stop by for a free health screening and weekly events.

Find a Doctor & More

Find doctors, hospitals and other providers participating in Florida and Worldwide!

Blue in the Community

Together we can help one another by getting involved in our communities and connecting with others.

My Application Status

Health Care Reform

Find An Agent

Discount Health Cards

Compliance Resources

Member Discounts

Newsroom

Health and Wellness

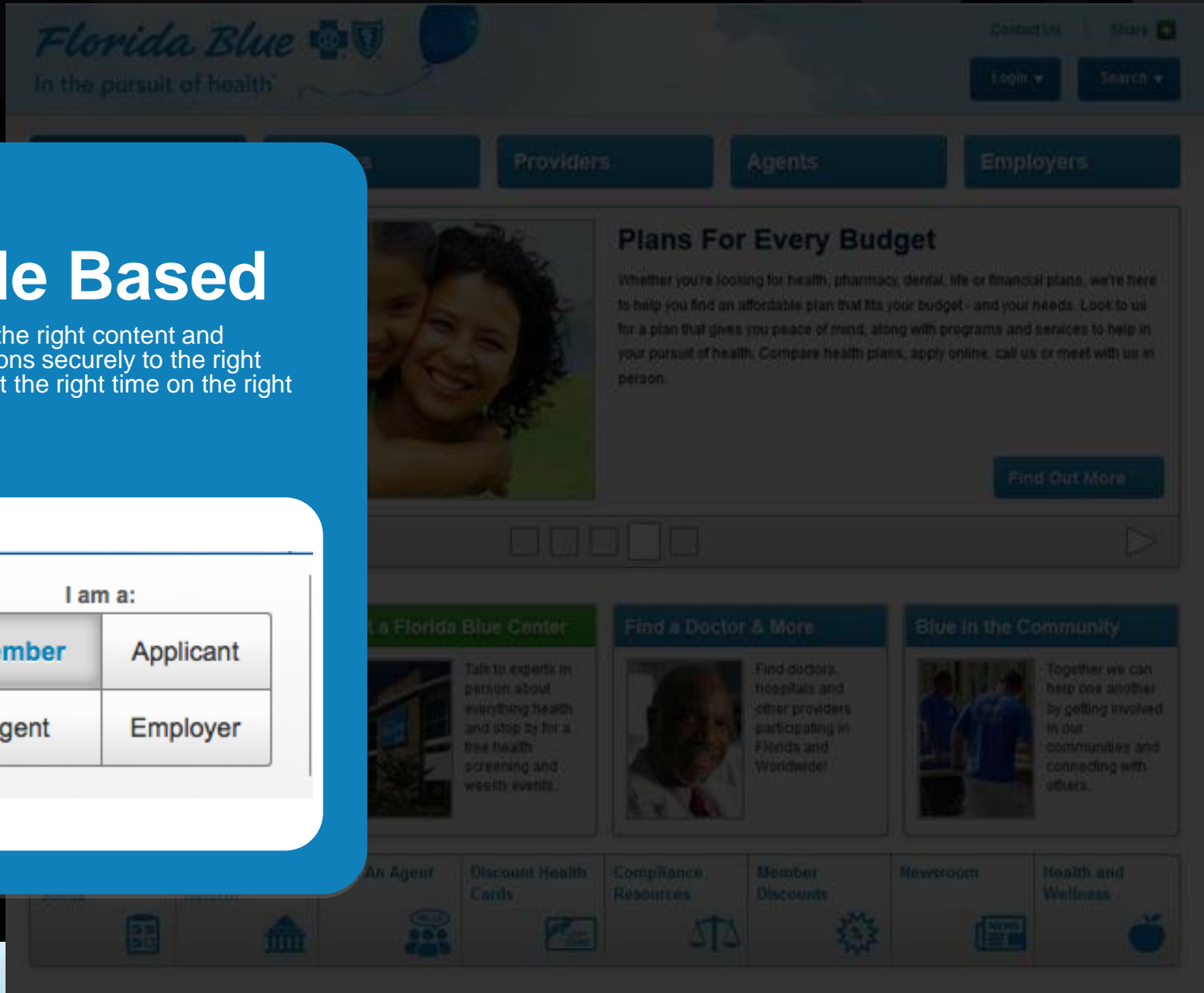
Florida Blue: Increasing member satisfaction and revenue using a single social portal

Role Based

Provide the right content and applications securely to the right person at the right time on the right device.

I am a:

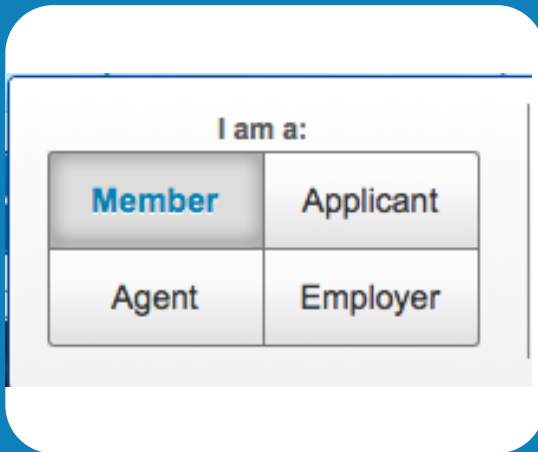
Member	Applicant
Agent	Employer



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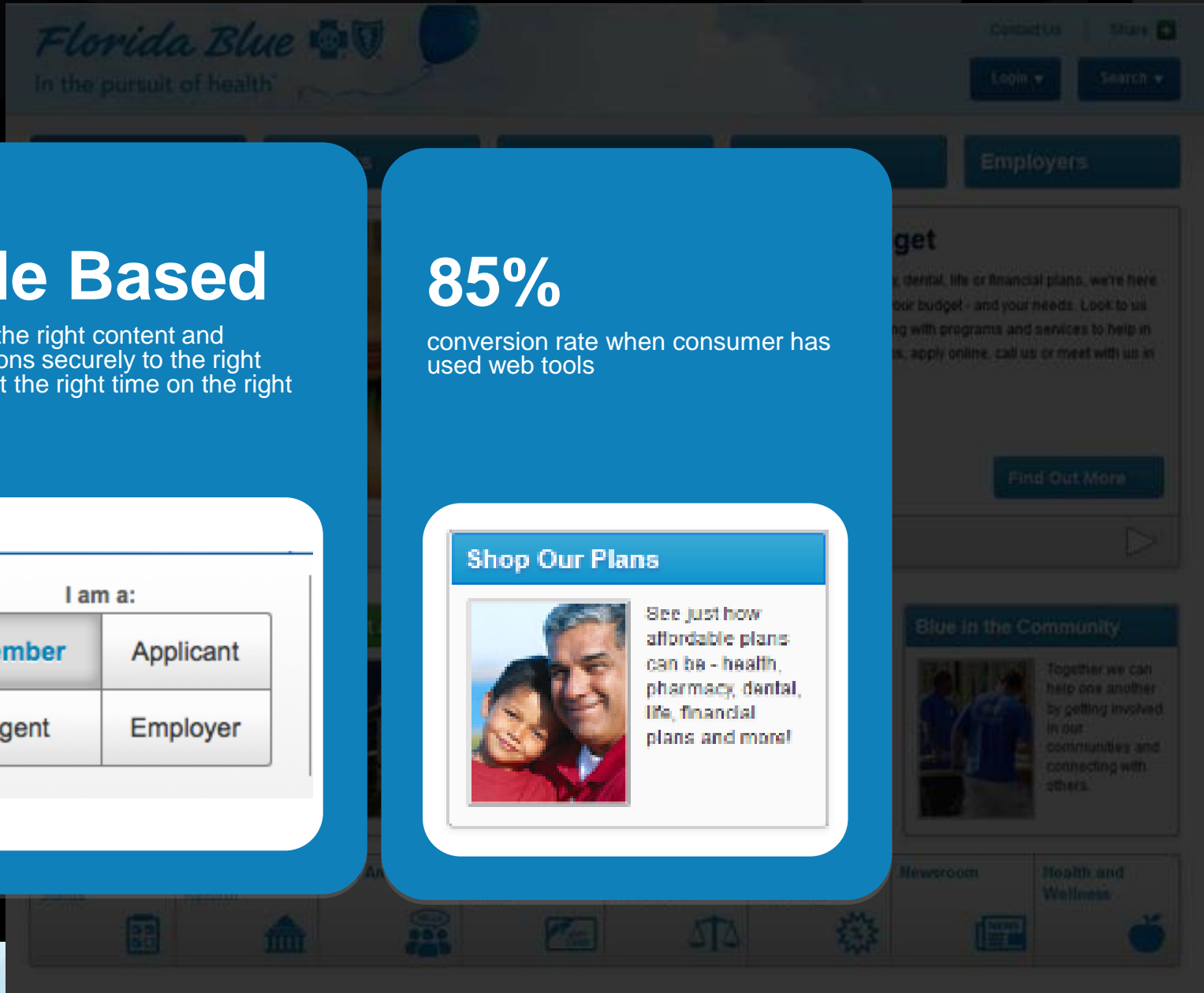
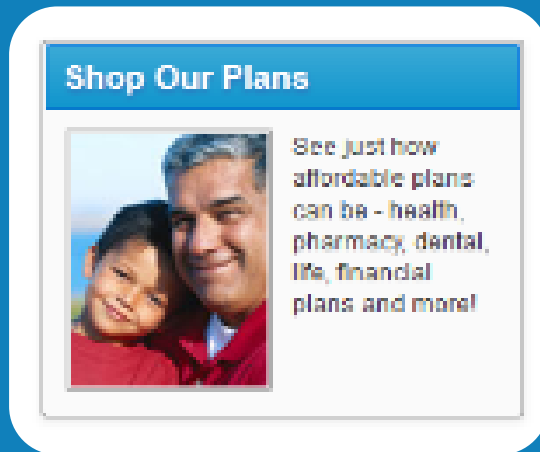
Role Based

Provide the right content and applications securely to the right person at the right time on the right device.



85%

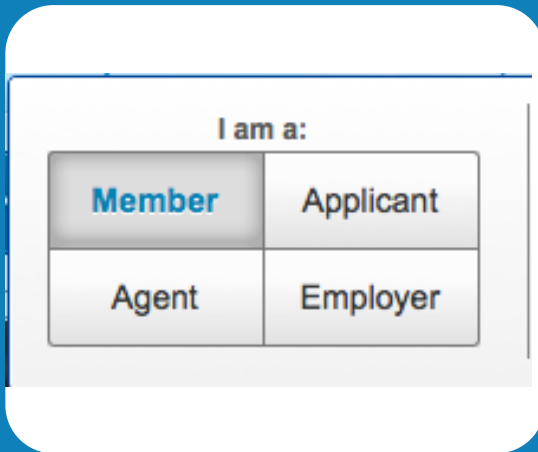
conversion rate when consumer has used web tools



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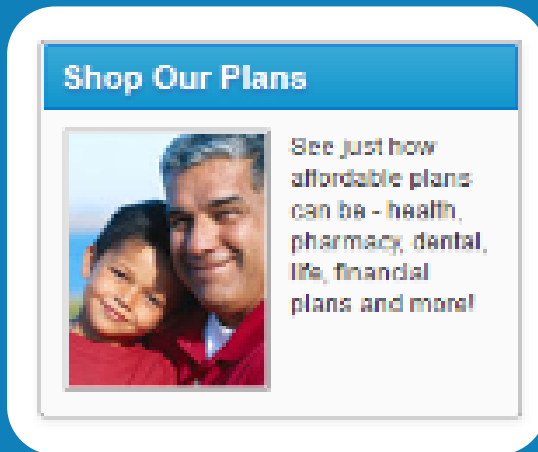
Role Based

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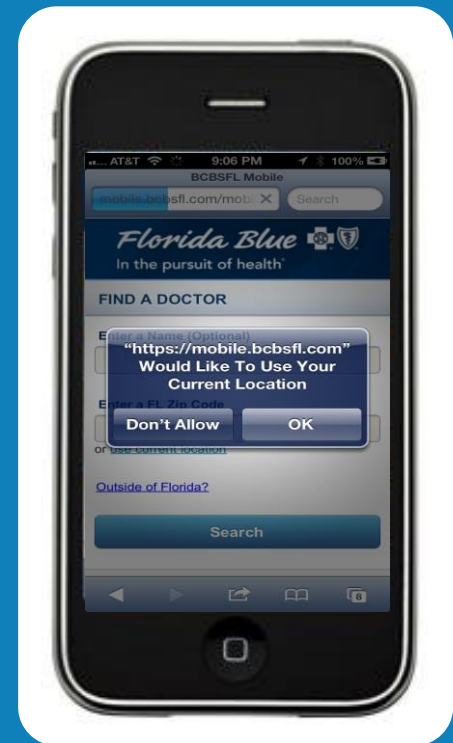
85%

conversion rate when consumer has used web tools



13%

of all traffic is now done via mobile devices. Personalized content based on GPS -Find nearest Doctor.



Why Portal? Why now?

- User friendly interface and applications
 - Higher customer satisfaction and increased revenue
- Mobile themes out of the box
 - Appeal to growing mobile demand increasing user satisfaction and potentially revenue
- Reusable portlets
 - Development cost savings
- Virtual portal infrastructure
 - Streamlined processes, reduced administration/development costs
- Portal infrastructure scalability
 - Cost savings in terms of new products and lines of business leading to shorter time to market



What's Next?

- Understand Use Cases
- CICS application assessment with our IBM Advanced Tech Sales team
- Portal Proof of Technology
- Business Value Assessment

The IBM Collaborations Solutions team on System z team is here to help you empower your end users!

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Please remember this simple statement...

Social alone won't make your
business *successful*.

It's what **you** do with it that will.

