

IBM Digital Experience Accelerating Speed-to-Market and Reducing Cost

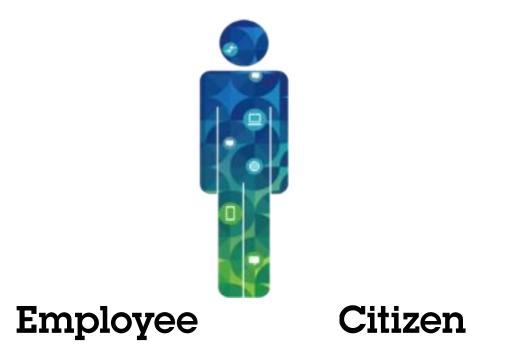


Customer, employee, citizen

Engage people with great user experience

People interact with organizations in a variety of roles at various times

Customer



Those interactions happen throughout the lifecycle of a person's engagement with the organization...



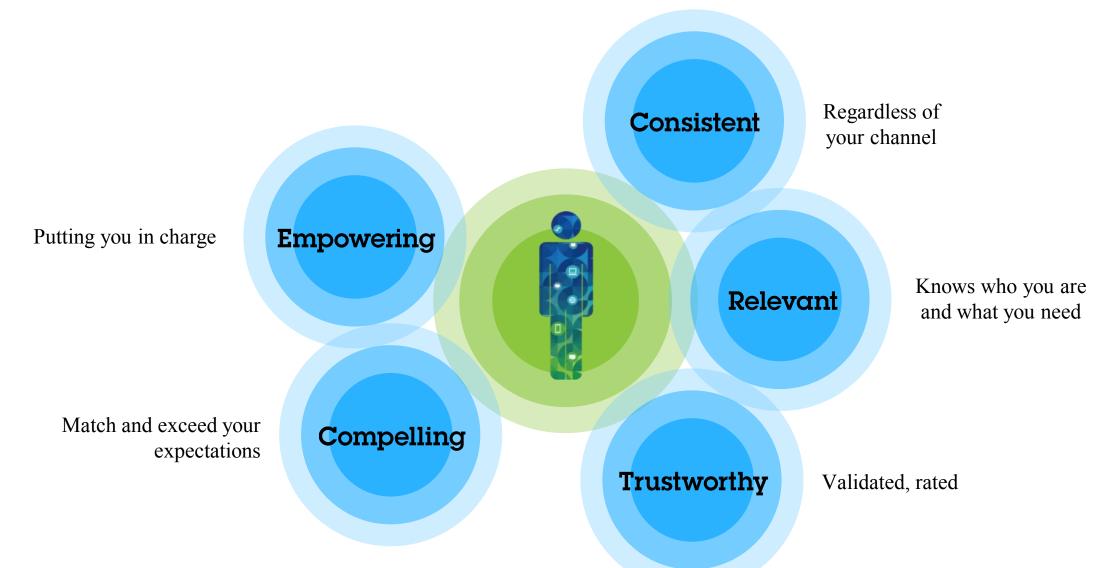
...and span many channels Mobile Self Service Social Marketti Sales Customer Face-to-Face Employee Citizen Store/Branch/Location Kiosk Service

Contact

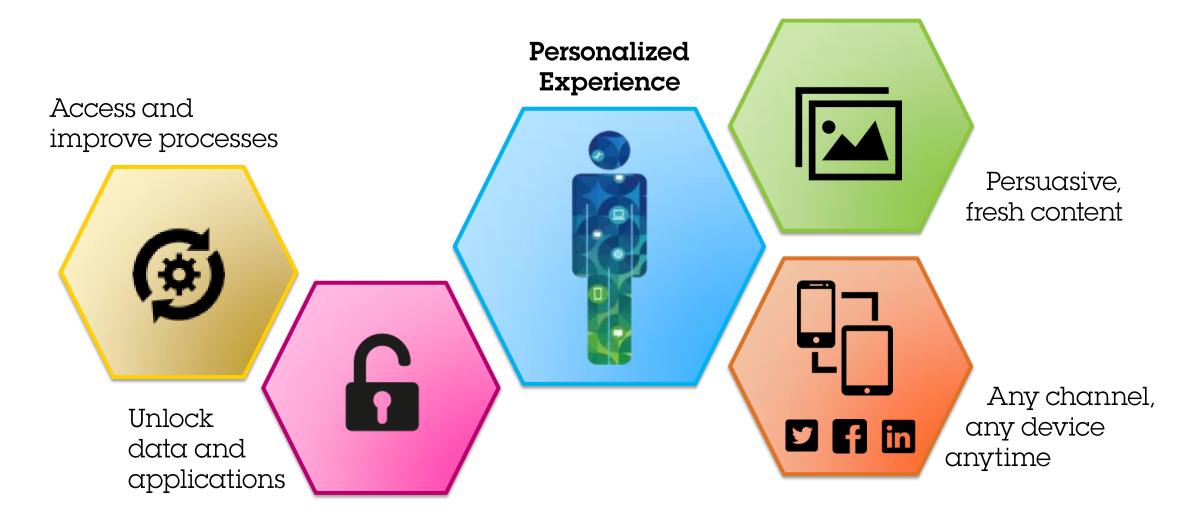
Center

Maintenance/Repair





IBM Digital Experience Platform

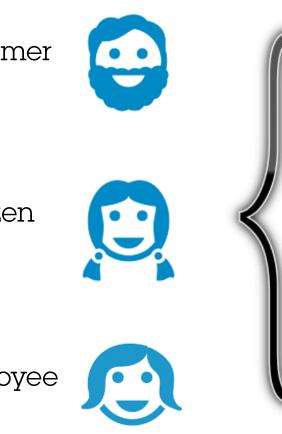


IBM Digital Experience delivers complete user experiences in one unified platform

Customer

Citizen

Employee





Combine applications, content and people together into **one unified presentation**

Deliver a **highly personalized** experience, considering role, personal settings, device settings and more

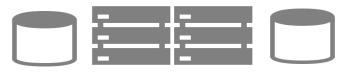
Optimize for omni-channel delivery

Separate site design, site/page assembly/administration, from application design

Provide **application integration**, collaboration, single sign-on services and much more

Web	Mobile Web	Mobile App

		F	Responsive	and Adaptive Capal	oilities		
Content Management	Application Integration	Forms	Social	Personalization	Apps (camera, offline, app store)	Notifications	App Management
]	Digital Expenditude (Portal, WCM, For	rience F	ramewc	ork	Mob	IBM Worklight)	nework



Applications & Data

Analyst view of IBM Digital Experience

Figure 1. Magic Quadrant for Horizontal Portals





Source: Gartner (October 2014) © 2014 International Business Machines Corporation

Digital Experiences have many forms



Product & Service Content

Marketing Content

Social Content

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Cars.com



Performance Bike

Online Product & Service Delivery Self-service problem resolution

Self Service

Delivery



Bharti Airtel



Prudential Financial

Account

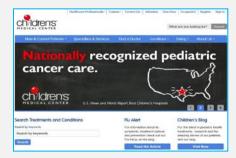
Management

Registration & profile management

Bill Presentment & Payment

Loyalty Programs

Bank of Montreal



Children's Medical Center Dallas

Customer Contact Support

Franchise, store, distributor & branch support

Contact Center support

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Florida Blue

The results of focusing on Systems of Engagement that provide Exceptional Digital Experience

Faster time to market

Rapid turnaround of web content and new applications

Improved win rates

Consistent and compelling user experience

Increased operational efficiency

More self-service and less training

Increased customer satisfaction

Seamless user experience from sales to service

An integrated brand portfolio approach

Customer Experience Suite Delight customers and partners, increase revenue and satisfaction

Employee Experience Suite

Empower employees and improve business efficiency

Packages...

Portal Forms Web Content Management Collaboration Mobile

Work with...

Commerce Social ECM Analytics EMM Business Process Management

IBM Software









Options for accessing IBM Digital Experience software

On-premises deployment

Private cloud & IaaS cloud

- Customer Experience Suite
- Employee Experience Suite
- & others

- Pure Application System
- Digital Experience Patterns
- Softlayer Infrastructure-as-a-Service

Introducing IBM Digital Experience on Cloud

Market-leading Digital Experience Platform

Managed and hosted by IBM on our blazing-fast, private, secure and dependable cloud

Get to market quickly, scale as you grow and focus on creating a great digital experience, not running one IBM Digital Experience focus on engagement with people

User experience first

Ready for prime time

Simple and powerful