



# Create, Simplify and Enhance your Web Presence

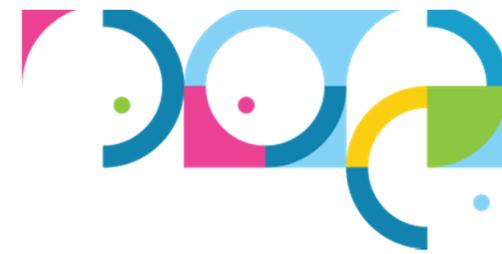
**Pam Chandor** | Global Director, Social Business Software | IBM  
**Sunil Hirannah** | Technical Evangelist, Web Experience Software | IBM

## **Business Gets Social** 2012

IBM Software Roadshow

[ibm.com/socialbusiness/events](http://ibm.com/socialbusiness/events)





Since you will hear some cool new things today...

**Please Note:**

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# Engaging and Exceptional.... Here NOW with Social Business

Engaging &  
Responsive

Interactive

Read only

Social  
Business

Web / User  
Proliferation  
B2-All

Optimizing  
Web  
Experience  
B2E / B2B  
B2C

Internet / Web  
Self-Service  
B2E / B2B  
B2C

Business Web  
Emergence  
B2E / B2B

Internal  
Enterprise  
Application,  
Information &  
Content Sprawl  
B2E

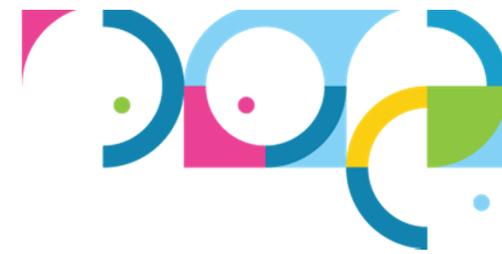
Employees

Customers

Partners

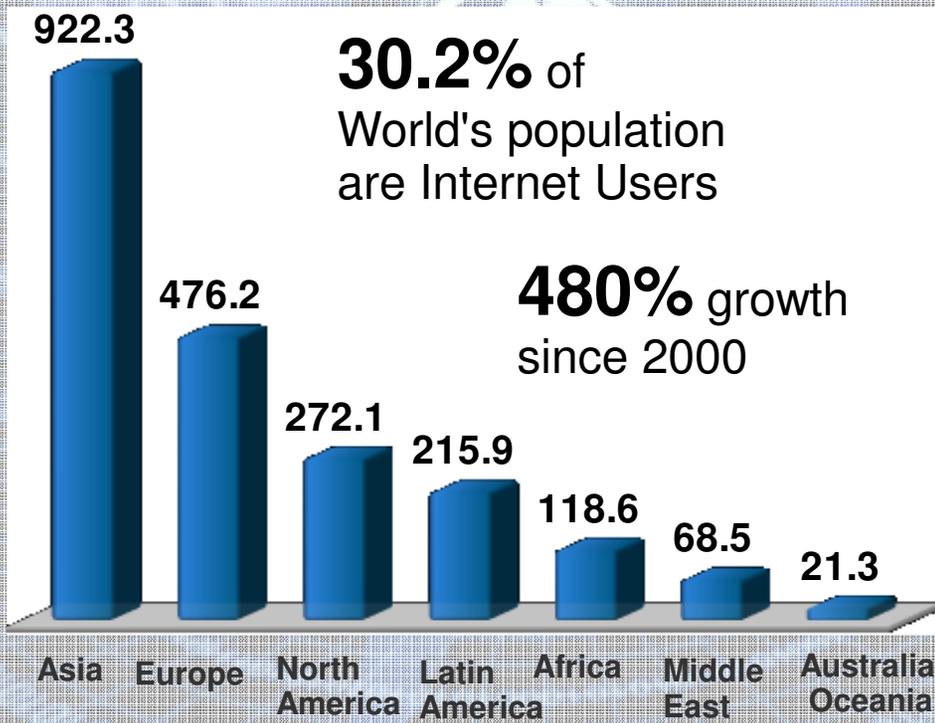


# Web use is growing, usage shifting



**Social Networking is the most popular online activity- accounting for 1 in 5 online minutes. Social Networks reach 82% of the worlds Internet population - over 1.2B people.** ComScore

WW Internet Users  
Millions



2000	2010-2011	Online Behavior Shifts
35%	78%	Research Products/Services
27%	71%	Buy Product
0%	65%	Use Social Network Site
0%	37%	Provide ratings
52%	78%	US adults use Internet

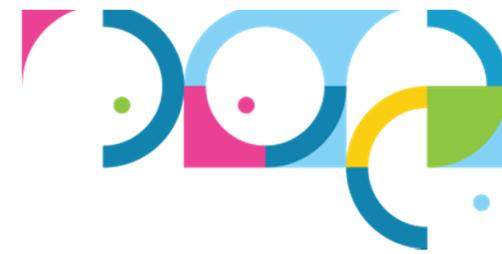
**5.3B mobile subscriptions** at end of 2010 = 77% world's pop.

>30% of mobile users in US/ Europe & > 75% in Japan use mobile browser or app

**Mobile Google searches grow 4X**

79% of smartphone users use it to **help with shopping.**





# Engaging people is the design point....



Engaged organizations have **3.9 times the earnings per share (EPS) growth rate** compared to organizations with lower employee engagement Gallup Research

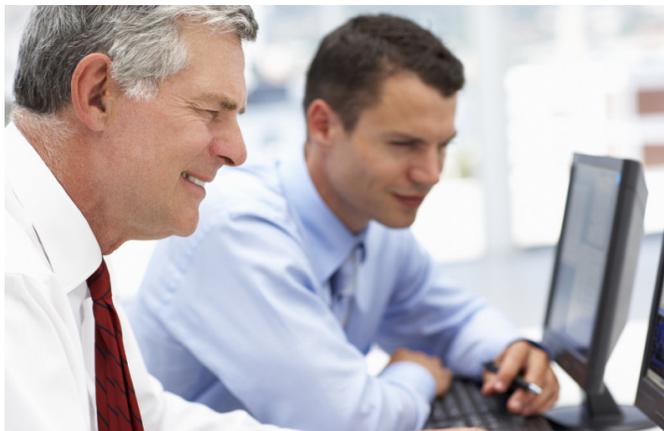


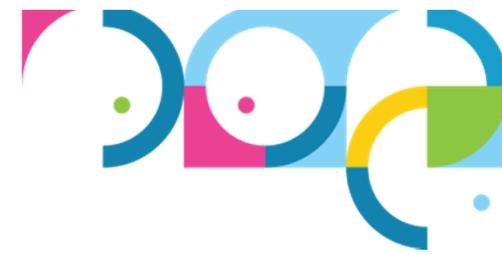
Customers purchasing on tablet computers have **2% higher conversion rates and 20% larger order size**. Wall Street Journal

**5% reduction in customer defection rate can increase profits by 25-125%**, depending on the industry. Bain & Co



**Online retailers may have lost \$44.6B in 2010** due to online customer experience problems. Harris Interactive





# In Web Experiences..Seconds Matter

Success or failure happens in *moments* of engagement

## 60 Seconds for Customers means....

**4514** financial transactions completed

**496** scores checked

**233** new visitors, avg. time online **1.4 hrs**

**277** banking customers using services

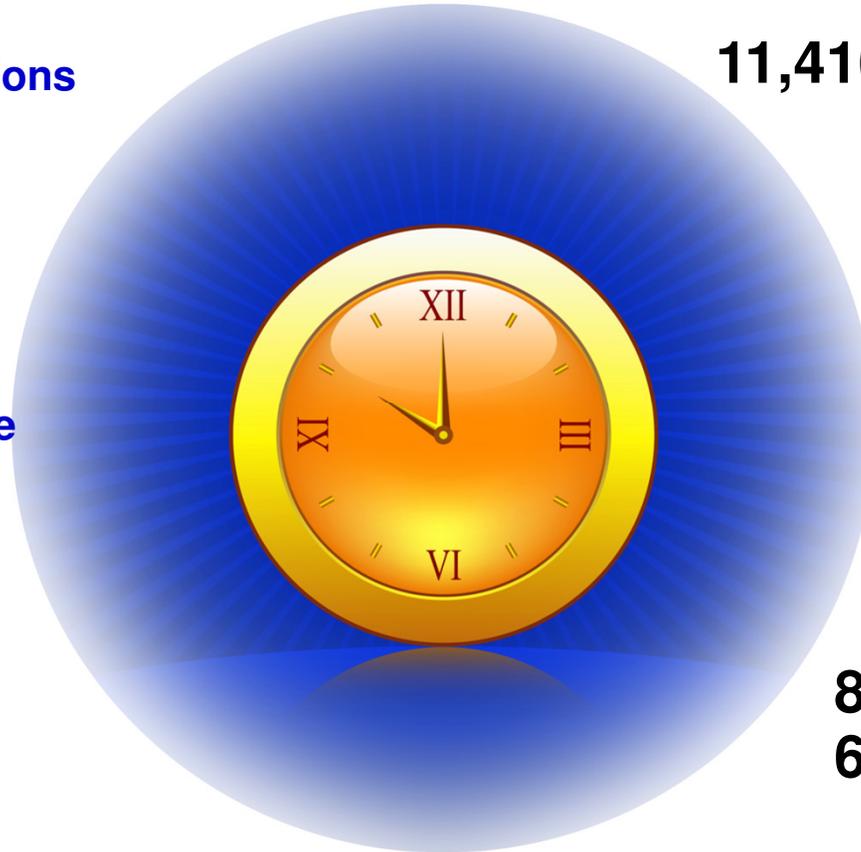
**72K** flight availability requests, **11** customer check ins, **5** new tickets purchased

**11,416** self service transactions

**23** claims processed

**19** customer renewals

**8** citizens received services, **68%** return to site

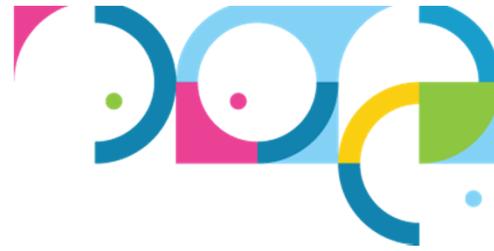


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# Exceptional Web Experiences Recognized



**CareFirst BlueCross BlueShield – Member Portal**  
2011 WEBAWARD – Web Marketing Association (Outstanding Website)

**US Tennis Association – US Open Site**  
2011 WEBAWARD – Web Marketing Association (Best Sports Website - Winner)

**RBC Royal Bank – Online Banking Site**  
2011 Best Consumer Internet Bank in Canada - Global Finance Magazine (Winner)

**AMP Limited – Employee Intranet**  
2011 Intranet Design Award, Nelson Norman Group (Winner)

**BMO Financial Group – Online Business Banking**  
2011 CIO 100 – CIO Magazine (Winner)

**Dubai Government – eGovernment Site**  
2011 Middle East eGovernment and eServices Excellence Award – Best eGovernment Portal (Winner)

**Qatar National Government – eGovernment Site**  
2011 World Summit Award – Arab e-Content Award (Winner)

**Lufthansa – Customer Site**  
2010 WEBAWARD - Web Marketing Association (Best Airline Website)

**RBC Royal Bank – Online Banking Site**  
2010 Survisor’s Online Banking scorCard (Winner)

**Finnair – Customer Site**  
2010 WEBAWARD - Web Marketing Association (Airline Standard of Excellence)

**Boston Medical Center – Patient Site**  
2010 WEBAWARD - Web Marketing Association (Outstanding Website)

**US Tennis Association – US Open Site**  
2010 Webby Award Nominee – Event Site (Finalist)

**Cars.com – Customer Site**  
2010 WEBAWARD - Web Marketing Association (Automobile Standard of Excellence)

**Brocade Communications – B2B Site**  
2010 WEBAWARD - Web Marketing Association (B2B & Technology Standard of Excellence)

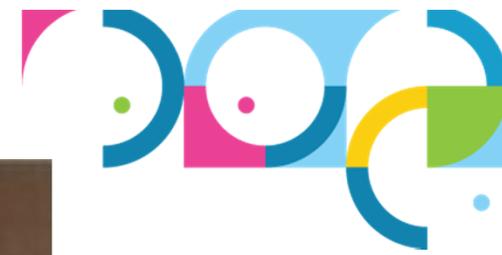
**International Enterprise Singapore – G2B Site**  
2010 WEBAWARD - Web Marketing Association (Government Standard of Excellence)

**Tyco International – B2B Site**  
2010 WEBAWARD - Web Marketing Association (B2B Standard of Excellence)

**AMP Limited – Employee Intranet**  
2010 Intranet Innovation Award, Step two Designs (Gold award: Communication & Collaboration)

**Omron Europe – Employee Intranet**  
2010 Intranet Innovation Award, Step two Designs (Gold award: Frontline Delivery)



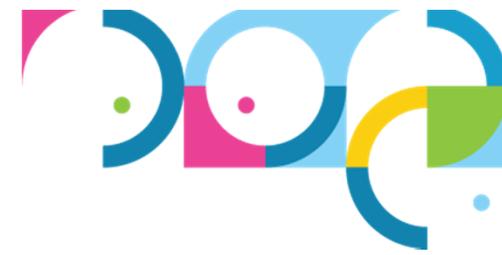


**Thank you for investing in  
IBM Web Experience software!**



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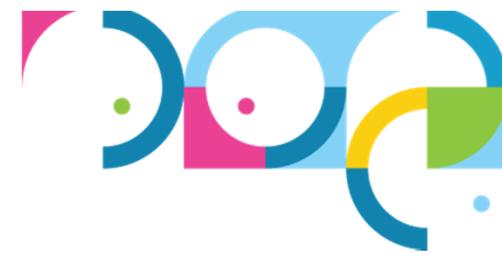
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# Why the recent surge in adoption?

**Compelling ROI**

**Historic opportunity to gain (or lose) competitive advantage**



# Three waves of innovation that can set you apart

**Social**  
**Mobile**  
**Rich web content**



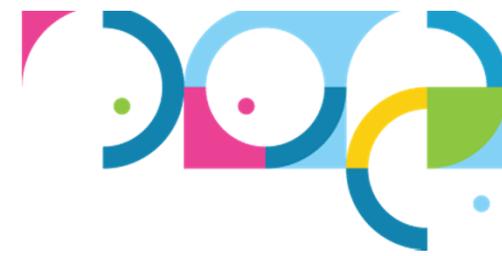


# Omron Corporation

Over 75 years' experience in Machine Automation

- Founded on the 10<sup>th</sup> May 1933
- Over 35,500 employees
- Net annual sales: over 5 billion Euro
- 200 locations worldwide, close to the customers
- More than 200,000 products to offer real solutions
- 7% annual investment in research and development
- Patents: 5500 granted; over 5000 pending





## Conclusions: **socialize your portal**

- Avoid two separate platforms:
  - **IBM Connections**
  - **IBM WebSphere Portal**
- Inject Social Data where it matters based on:
  - **only RELEVANT Social Data**
  - **only where it matters, i.e. in the**  
**RIGHT BUSINESS CONTEXT**





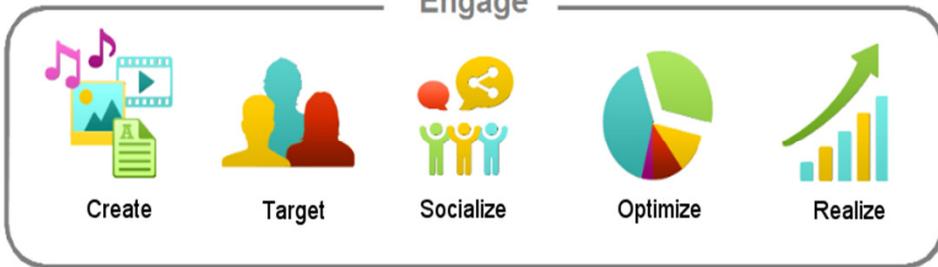
# Intranet Experience



## Reach



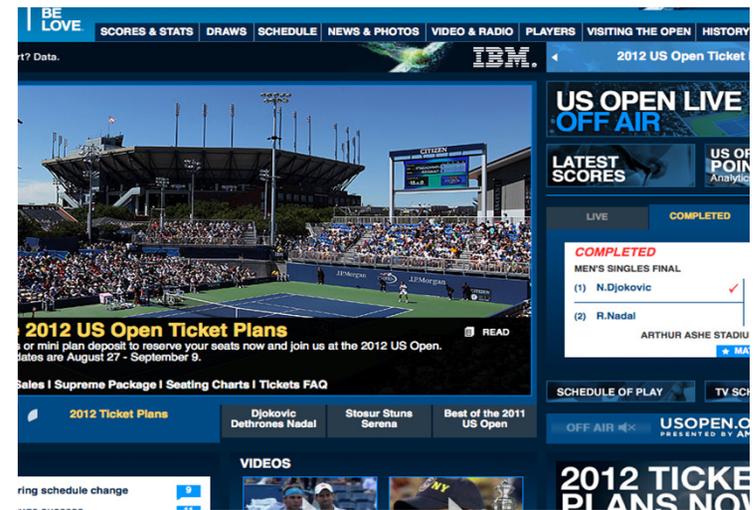
## Engage



## Integrate



# Customer Experience

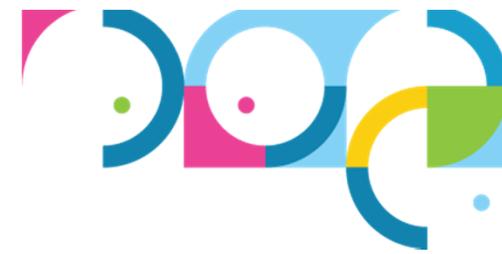


@garydolsen

#LS12, #IBM socialbiz, #ibmexperience

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# How IBM is investing for your success



**Content**



**Social**



**Analytics**



**Mobile**

## Integration



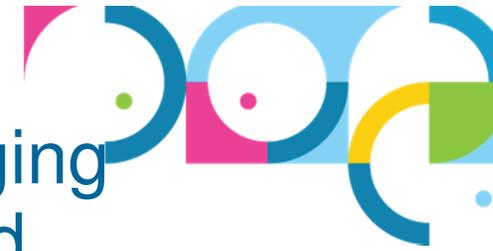
Tell us @garydolsen: What areas are you advancing in your web experience in 2012?

Tweet: # LS12, #IBM socialbiz, #ibmexperience

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# Intranet Experience capabilities deliver engaging experiences that are social, mobile, integrated



Available Now

**OZONE**

Home My Work Personal Michel Min (Logout)

News: Heavy snowfall impacted delivery (24-11-2011), Ozone speed improvement is coming (24-11-2011), Lift 2010: showing our strenght (23-11-2011), Renaissance go-live date update (23-11-2011), Industrial Components Division HQ Holds Its First Global Emerging Markets Meeting (22-11-2011).

Events: Nov 24 - Changes will be made on the multifunctionals for Omron Europe, Nov 23 - Mail server is down (Solved).

Connections for: sysmac

- Sysmac at SPS 24-11-2011 by Wolfgang Kohn
- SPS11 in Nuremberg has started 24-11-2011 by Wolfgang Kohn
- Sysmac on industrial.omron.eu 18-11-2011 by James Riley
- SPS... let's hope we're ready! 18-11-2011 by James Riley
- Sysmac success story in Brighthouse. 18-11-2011 by Michel Min

Experts

**the Hub**

Home News Working at AMP Systems Resources Team sites

News: Microsoft software update for all AMP PCs will arrive tonight, KPP to become future proof.

Media library: AMP annual report released, Innov8 - What's the big idea?, Advice 2010 & One Super.

Shortcuts: Leave and pay (PMS), Internal job vacancies, Courses and performance (Perform), Start a project, AMP job news brief, Pay calendar, Health clubs, Public holiday calendar, Mailroom, Security, Room bookings, Floor plans, I'm new, Buy and sell.

Personalized Content

Video

Communities

Analytics

**New Business Workshop**

03 Feb 2008, Noon-5pm  
Town Hall Commons  
Get in contact with and find valuable business resources.

More Info

**MORTGAGES**

With you every step of the way to your new home

**eKonnct** **RELIANCE**

Getting Product Commission Rate is now just a click away!

Just log on to **ekonnct\PTS** and get all **product commission rates** instantly.

**Vision**  
Empowering everyone live their dreams.

**Mission**  
Create unmatched value for everyone through dependable effective, transparent and profitable life insurance and pension plans.

**Our Goal**  
Reliance Life Insurance would strive hard to achieve the 3 goals mentioned below:

- Emerge as transnational Life Insurer of global scale and standard.
- Create best value for Customers, Shareholders and all Stake holders.
- Achieve impeccable reputation and credentials through best business practices.

**Employee Lounge**

SAP ID:   
Password:   
**Submit** [Forget your password](#)

IBM WebSphere Portal - Matco Demo

http://ec2-174-129-148

List Price	\$15.05
Net Price	\$9.03
Class Discount	40%
Qty Available	Item in Stock
Availability	

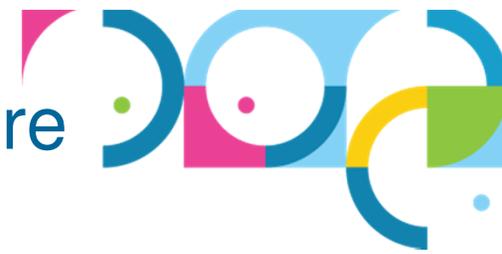
**FEATURES**

- 2" Encapsulated Wire Wheel
- 014 wire size, 1/4" facewidth, 20,000 RPM speed, 1/2" arbor hole
- WBC35 - 2" Encapsulated Wire Wheel
- WBC36 - 3" Encapsulated Wire Wheel
- WBC35A - 1/2" diameter Wheel Brush Arbor, 1/4" Stem diameter and 1" thread length

Mobile

Content Management

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# IBM Customer Experience Suite, IBM WebSphere Portal & IBM Web Content Manager Beta

The screenshot shows the IBM website interface. At the top, there is a navigation bar with the IBM logo, a search bar, and links for Home, Solutions, Services, Products, Support & downloads, and My IBM. A secondary navigation bar includes links for Software, Products, Services, Downloads, Library, News, Training and certification, Events, and Support. The main content area features a breadcrumb trail: Software > Early programs > Lotus >. The primary heading is "IBM Customer Experience Suite, IBM WebSphere Portal and IBM Web Content Manager Open Beta". Below this, there are tabs for Overview, Download, and Support. The "Overview" tab is active, displaying a "Beta Program Overview" section. This section includes a sub-heading "IBM Customer Experience Suite, IBM WebSphere Portal, and IBM Web Content Manager Beta 2 is now available" and a welcome message. It describes the benefits of the beta release, such as personalized applications and improved content management. A "Version 8.0 Beta two highlights include" section lists features like Managed Pages, a simplified creation tool, a new page draft and approval process, and Site Area Templates. On the right side of the page, there are sections for "Product information" (linking to Lotus Software home), "Other early programs" (listing Business Analytics software, Information Management software, Rational software, Tivoli software, and WebSphere software), and "Related programs" (linking to Additional IBM software and Small and medium business).

<https://www14.software.ibm.com/iwm/web/cc/earlyprograms/lotus/portalopenbeta/>

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# Web Experience Fast Track

- Delivering new, valuable, web experience features and solutions to existing implementations as soon as they become available.
- Eliminates the need to wait for the next major web experience release(s) to get new features

Available Now

**Latest Web Experience Solutions**

**Web Content Management**

 [Content Templates Catalog 3.0](#)  
Jumpstart content-rich web experiences with easily extensible templates for faster deployment of web sites, pages, and content using WebSphere Portal, IBM Web Content Manager, and IBM Customer Experience Suite.

 [IBM Web Content Manager Multilingual](#)  
IBM Lotus Web Content Management (WCM) extension that makes it easier to build, maintain and deliver WCM sites in multiple languages.

**Mobile**

 [IBM WebSphere Portal Mobile Experience](#)  
Provides code to quickly extend WebSphere Portal sites, applications, process and content to leading mobile smart devices (Apple, Android).

**Web/Application Integration**

[Application Bridge](#)  
Migrate existing Microsoft Sharepoint and other Web applications into WebSphere Portal and IBM Customer Experience Suite.

[MSRP 2.0 Producer for WebSphere Application Server 8.0](#)  
Consume and integrate WebSphere Application Server 8.0-based assets natively, as SOA-based services, into WebSphere Portal 7.0 and 6.1 web experiences.

[WebSphere Portal Integrator for SAP](#)  
Integrate SAP NetWeaver Portal navigation seamlessly into WebSphere Portal.

**Social Integration**

 [SAP Connections Profile](#)

**IBM Web Experience Fast Track**

Get new features & solutions as soon they become available



Available Now

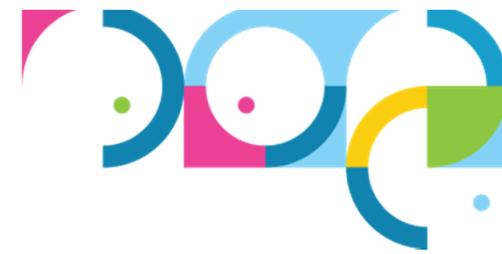


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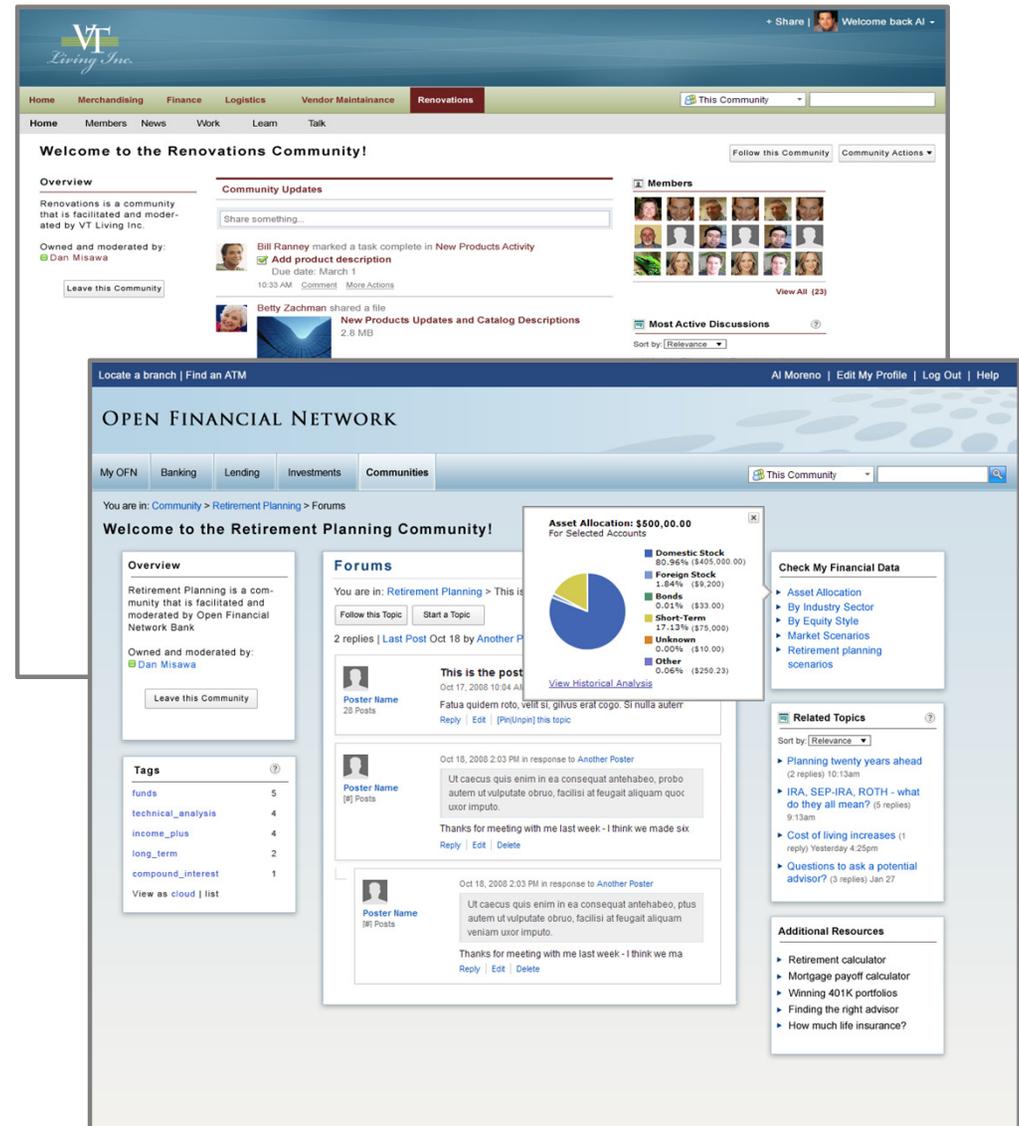


# Community Pages

## Infusing social communities in Web Experiences



- **Consistent User Experience**
  - Common page navigation, look & feel
- **In Context**
  - Scope and associate communities with relevant Web Experience page
- **Targeted Social Content**
  - Display the appropriate social content to the right users
- **Extensible**
  - Customize portlets with Web Experience Factory

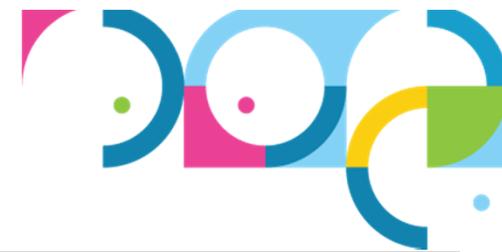


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# Mobile Tiered strategy



## CUSTOMER NEED

- ...mobile Web applications or content for **virtually any mobile device** browser



7,500 + Devices

## SOLUTION



**IBM Mobile Portal Accelerator**

- ...extend a Web experience to mobile devices for specific smart phone browsers



## Portal Mobile Webkit Themes

- Works with your favorite development tools!

- ..rapidly develop & deploy **web & hybrid** mobile applications that have a native smart phone look and feel
- ..write once, run on many devices - *Browsers and Smartphones, Tablets, Kiosks, even Web TV*

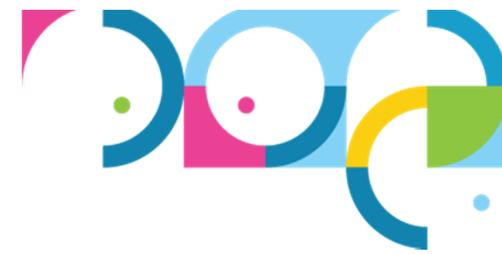


## Web Experience Factory

+ Portal Mobile Webkit Themes



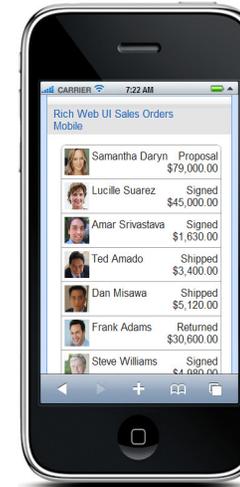
# IBM Web Experience Factory



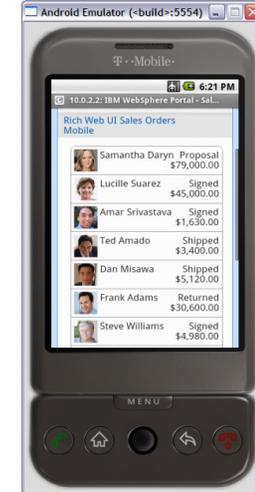
## New Smart Phone Builders & Samples

- Automation components that help developers **rapidly construct great-looking mobile applications with a native smartphone look & feel:**
  - Scrolling lists with configurable display options: thumbnail images, multi-line text with multiple styles
  - Native-looking navigation tabs and lists, buttons and controls
  - Access to smartphone features such as HTML 5, geo-location, and orientation
  - Complete CRUD (create, read, update, delete) applications tailored for smartphone display
  - Input UI patterns suitable for smartphones such as selectable lists and checkbox lists
- Sample application using Phonegap to access device features such as camera
- Sample offline form application using HTML 5

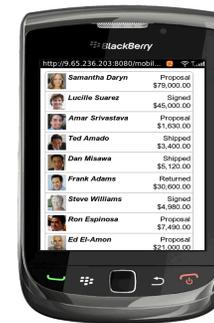
iPhone



Android



BlackBerry



iPad



**Build once, deploy anywhere**  
**Portal, Web App Server, Mobile Device, Kiosk, WebTV**

Available Now

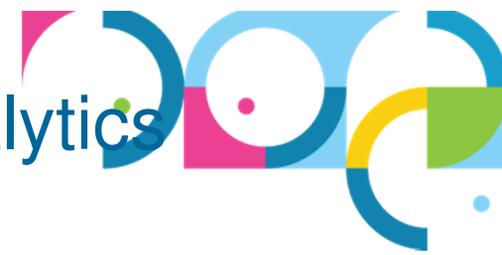
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# Instrumented Out Of The Box For Web Analytics



17 integration points to answer

Who's coming?

How find it?

Search for?  
Find?

Most popular  
content?

Response/clicks  
for images?

Using tools?

What are  
they doing?

Most popular  
areas?

Pick content w/  
Rule A or B?

The screenshot displays a web analytics dashboard for a banking website. At the top, there are navigation tabs for 'Banking', 'Lending', 'Investments', and 'Community', along with a search bar. The dashboard is populated with several widgets, each featuring a line graph and an average value:

- Online Banking:** Avg. 2,297. Includes a login form with fields for 'User name:' and 'Password:', and buttons for 'Log In', 'Enroll Now', and 'Forgot Password'.
- Personal Advisor:** Avg. 183. Includes a chat icon and the text 'Have questions or need financial advice? Chat with your advisor - double click on the icon.' The advisor's name is 'Daphne'.
- Money Works:** Avg. 950. Includes icons for a recycling symbol and a pocketbook, with text 'Going green... 10 quickest ways...' and 'How to coordinate your business finances with your personal pocketbook'.
- OFN Events:** Avg. 1,210. Lists 'Mortgage Closing' (Main Street branch - May 14, 2010 1:00 PM, Contact: Dennis Michaels) and 'Loans and Mortgages 101' (Downtown branch - Apr 6, 2010 1:00 PM, Contact: Steve Smith).
- Quick Links:** Avg. 1,112. Lists 'Savings Accounts', 'Mortgages', and 'Home Equity Loans'.
- Mortgage Advertisement:** Avg. 1,917. Features a large image of a woman in a white shirt standing in front of a house, with the text 'MORTGAGES With you every step of the way to your new home learn more >'.



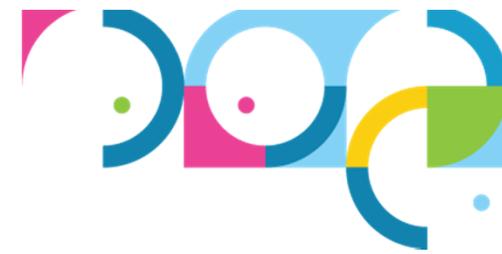
In beta

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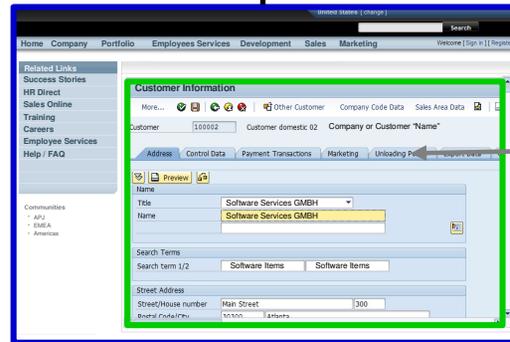


# Enables Customers To Craft A Targeted Web Experience With SAP In Context

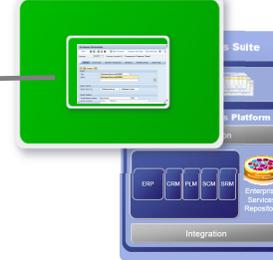
## Integrator for SAP

Selectively expose SAP User Experience Elements and Navigation

### IBM Web Experience



### SAP Portal



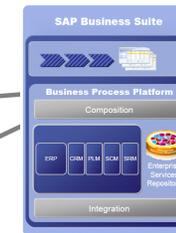
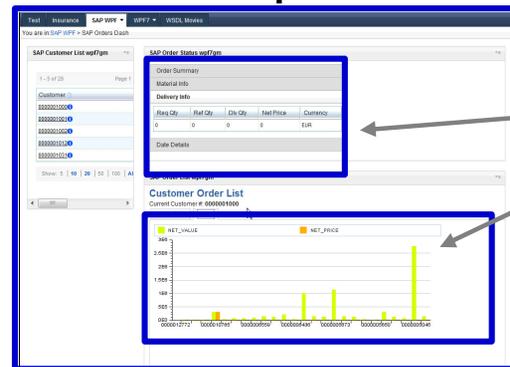
### SAP Services

*Use where SAP UI value is high and re-use desired*

## Web Experience Factory

Build Web Experiences that tap directly into SAP services

### IBM Web Experience

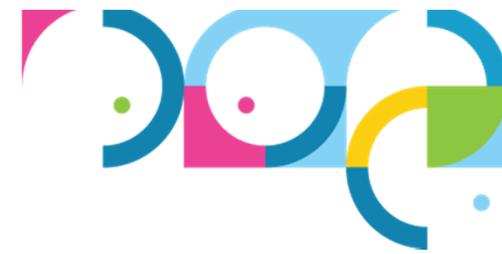


### SAP Services

*Use where new UI to SAP function is desired*

Available Now

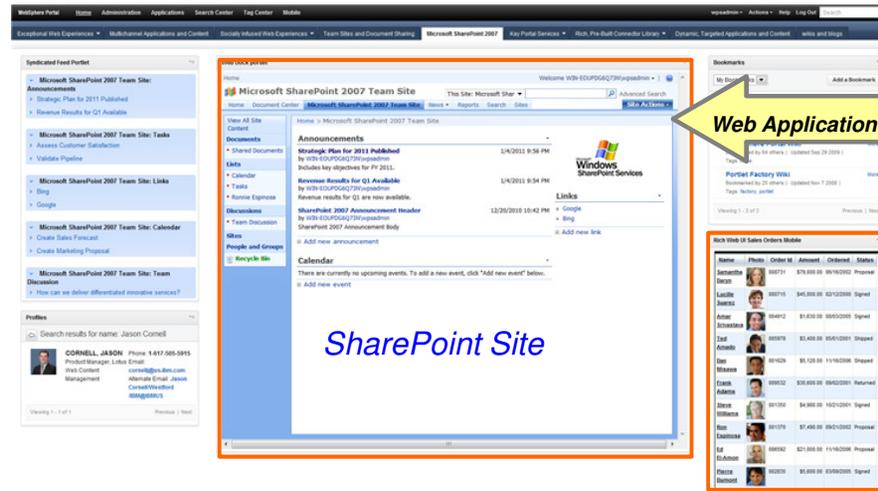




# SharePoint Integration

- Discover SharePoint servers using the **new Omnifind crawler**
- Access SharePoint sites and teamrooms using the **Web Application Bridge**, with a simplified configuration process\*
- Single Sign-On: **IBM Portlet for Exchange** supports Microsoft Exchange 2010 for Mail and Calendar functions leveraging new Exchange Web Services.
- Access SharePoint 2010 documents or services through
  - CMIS interface** in IBM Web Content Manager beta
  - New **CMIS builders**
- New sample RAD application showcasing easy SharePoint integration

http://www.yourcompany.com/wps

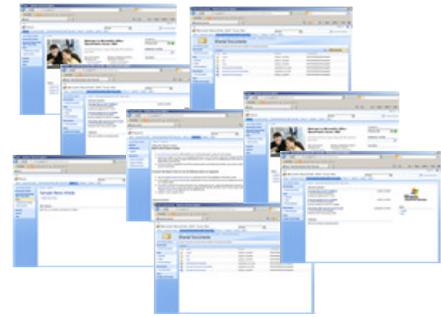


Web Application Bridge



Web Experience Factory

Custom Apps or Sharepoint Document Library



\* Supports SharePoint 2007 today, with 2010 to follow

In beta

Do you know where SharePoint servers are on your intranet? New Omnifind crawlers let you locate them easily



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# Unified Task List Integrated To Multiple Process Engines

IBM Business Process Manager  
(WebSphere Process Server & Lombardi)

FileNet BPM

IBM Case Manager

SAP

Custom Engines

Human Tasks

- Launch a task page
  - The dynamic user interface allows launching task pages which are specific to a selected task instance.
- Open an external URL
  - An external URL could be launch to reuse an existing workflow user interface.
  - The task id could be sent to one or more portlets on the same or different page
- Development of Human Task User Interfaces with Web Experience Factory and IBM Forms
- Available now on catalog and in beta release

You are in: Unified Task List > All Tasks

### Unified Task List

Refresh Claim Release More ...

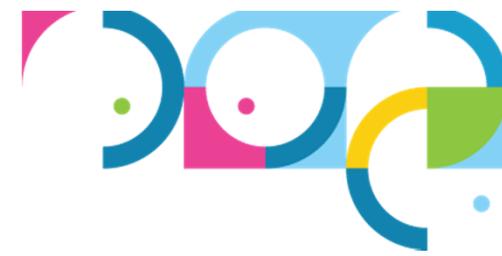
	Source ^v	Title ^v	State ^v	Owner ^v	Originator ^v	Escalated ^v
<input type="checkbox"/>	Demo Task Provider	Travel Request	Ready		Susan Jones	No
<input type="checkbox"/>	Process Server	<a href="#">Approve Standard Application</a>	Claimed	admin	wpadmin	No
<input type="checkbox"/>	Process Server	<a href="#">Approve Standard Application</a>	Claimed	admin	wpadmin	No
<input type="checkbox"/>	Process Server	<a href="#">Approve Standard Application</a>	Claimed	admin	wpadmin	No
<input type="checkbox"/>	Process Server	Approve Standard Application	Ready		wpadmin	No
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<input type="checkbox"/>	Process Server	<a href="#">Approve Standard Application</a>	Claimed	admin	wpadmin	No
<input type="checkbox"/>	Process Server	Approve Standard Application	Ready		wpadmin	No
<input type="checkbox"/>	Process Server	Approve Standard Application	Ready		wpadmin	No
<input type="checkbox"/>	Process Server	Approve Standard Application	Ready		wpadmin	No
<input type="checkbox"/>	Process Server	Approve Standard Application	Ready		wpadmin	No

First 1 | 2 | 3 | Last Prev Next

Available Now

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# Let's see a Demo!

The screenshot shows the XFlavX website interface. At the top, there's a navigation bar with 'OPEN BIER XFlavX Exceptional Flavor Series' and a search box. Below that, a secondary navigation bar lists 'About', 'Beers', 'News & Events', 'Food', 'Media Room', and 'Community'. The main content area is titled 'Community' and includes a 'Community Overview' section with a 'Last updated' timestamp and a 'Community Members' grid of profile pictures. A large banner image of pumpkins is featured, with a video player overlay. Below the banner, there are sections for 'Latest News' and 'Upcoming Events', each with a featured article and a 'Read more' link.

## Value Delivered:

- Faster onboarding w/ reduced error rates
- Empowered & effective employees on Day 1!
- Better awareness and higher sales from social media

## Look for these capabilities:

- Community Pages
- Mobile Delivery
- Web Content Template Catalog
- Digital Asset Management
- Social Media integration
- Inline Analytics



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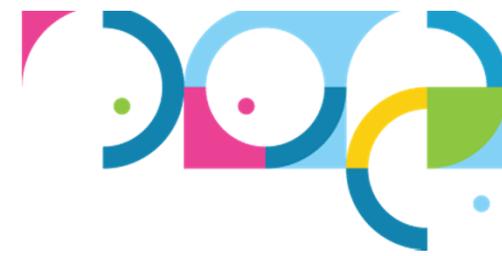
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**THANK YOU**

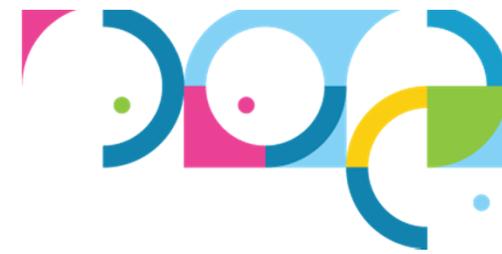


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