Roma, 24 - 25 gennaio 2013

Soluzioni per una Customer Experience efficace e appagante

Eugenio Barozzi Channel & ICS Technical Manager



AGENDA

- Il portale: storia di una vision
- Cosa ha scritto chi e quando? La gestione dei contenuti
- Posso usare il mio tablet? La gestione dei dispositivi mobili
- 11:00 Break

IBM**SoftwareNetwork**2013 Fare partnership con il Software IBM

- Freeze police La sicurezza
- Migliora, estendi e riprogetta le transazioni per il cliente

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L'evoluzione dell'ECM High Value Solution Message

Content in Motion

1H 2012

Set Content in Motion for Better Business Outcomes

Key Messages

Organizations realize the strategic value of content to gain better insight and outcomes

Key Announcements

Content Navigator Connections Enterprise Edition Content Analytics w Enterprise Search Content Collector

2H 2012

Smarter Content. New Insights. Better Outcomes

Key Messages

Feature IBM's continued leadership in defining and shaping markets with high value solutions that transform and improve the way organizations realize value from how they manage their information – structured and unstructured – throughout its lifecycle.

> Featured Announcements •IBM Patient Care & Insights •IBM Intelligent Investigation Manager •IBM Datacap Taskmaster •Defensible Disposal

2H 2011

Unleashing Content in Motion

Key Messages 5 Key capabilities that put content in motion: Capture, Activate, Socialize, Analyze and Govern

> Key Announcements Case Manager, PIE, ICPA

Fare partnership con il Software IBM ECM Platform Trends

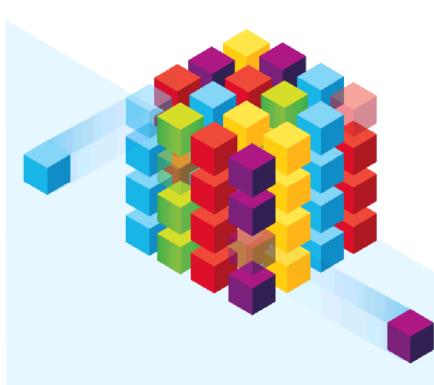
IBMSoftwareNetwork2013

78% dei CIOs vuole migliorare l'esperienza d'uso e di gestione dei contenuti

Le informazioni nell'universo digitale cresceranno di un fattore 44 entro la fine del decennio

42% dei lavoratori non lavora abitualmente all'interno della propria azienda

60% delle organizzazioni stanno pensando di sfruttare il cloud entro 5 anni



IBM. Ö

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ÉCM Platform Capabilities



Active Content with analytics

Extensible data model

Application monitoring

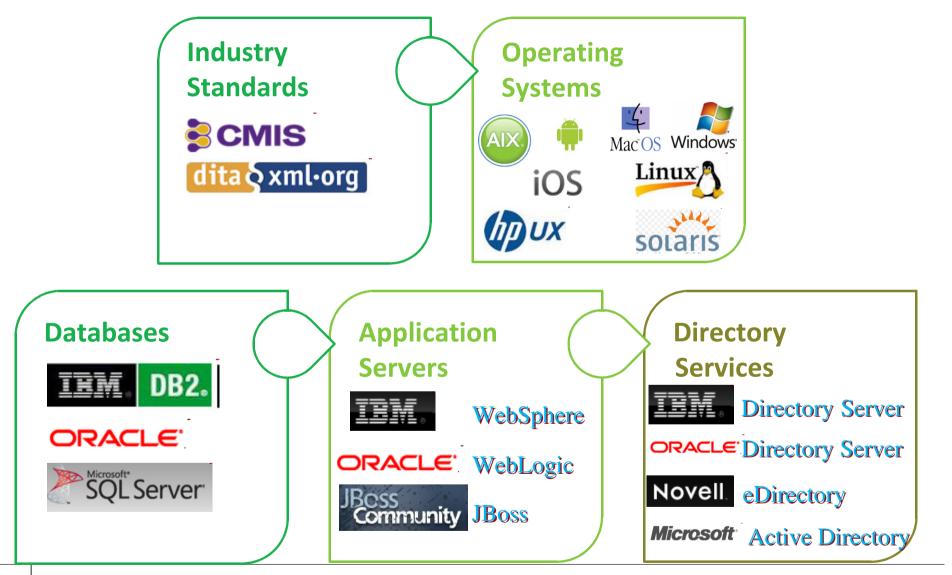
Rich storage options

Rich development environment

Lifecycle and retention management

Targeted user experience for all clients

Extensive Standards and Platform Support



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Solutions supporteate by the ECM Platform

IT Platform Capabilities

IBM ECM Foundational Solutions for...



- Defensible Disposal and Value Based Archiving
- Integrated Document Imaging and Advanced Capture
- Social Content Management
- Advanced Case Management
- Enterprise Report Management
- Retention & Records Management
- eDiscovery
- Content Search & Analytics
- Enterprise Platform Services

IBM ECM Cross-Industry Solutions for...



- Human Capital Management
- Customer Service / Experience
 Management
- Asset Lifecycle Management
- Contract Management
- Accounts Payable
- eBilling & Electronic Document Delivery
- Account Opening & Management
- Voice of the Customer / Market Sentiment
- Enterprise Fraud Management

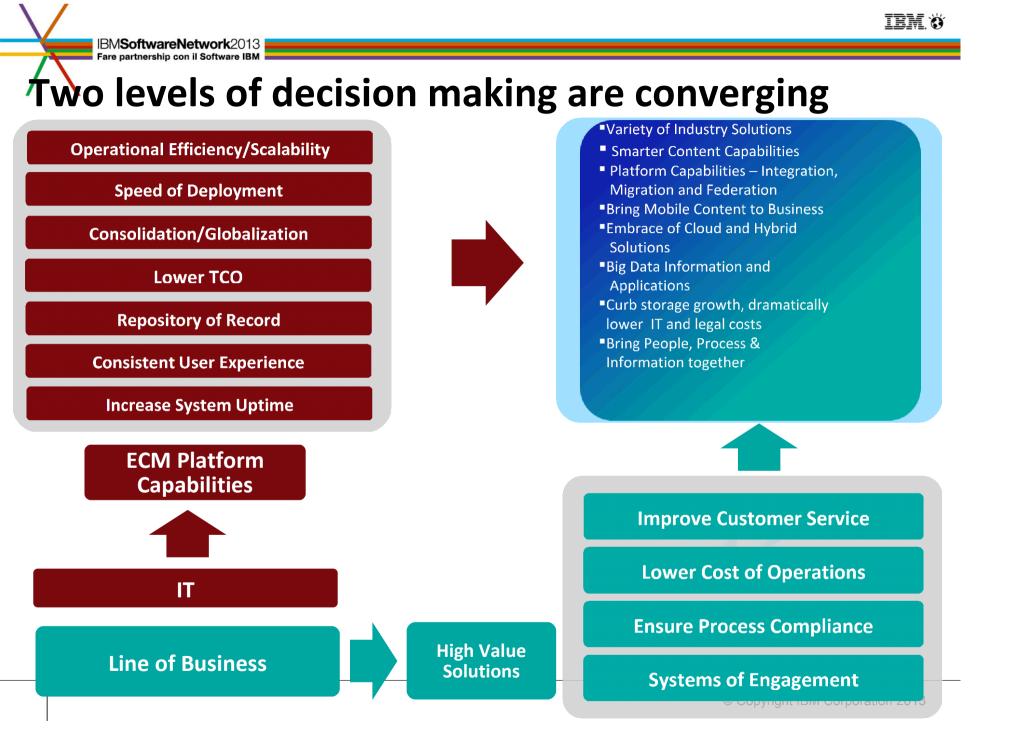


IBM ECM Industry Specific Solutions for...



Smarter Content capabilities

	IBM ECM Solution Foundational Cross-industry Line		IBM Solution Accelerators Portfolio aligned to industry imperatives				
		Capture					
	Document capture	automation Production imaging Ente	rprise report management				
	Activate	Socialize	Analyze				
	 Comprehensive case management Integrated collaboration and rules Case analytics Content-centric BPM 	 Office document management Social content & collaboration Platform simplification& consolidation Social Business 	 Content analytics and assessment Enterprise search Classification 				
	Value-based Archiving Records and Retention eDiscovery Management Governance & Disposal						
ŀ	Enterprise integration, federation Unparalle	Platform Services led extensibility, scalability Flexible dep Middleware Extensions	ployment models (e.g. on-premise, hosted, cloud)				
	Data management Web content management						
	Enterprise Content Management Services and Support						
	Consulting Services Training and Certification Technical Support Software Accelerated Value Program						
	Realizir	Smarter Content ng the value of content for better insight	and outcomes				
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De-customization and business self provisioning

Organizations are scrutinizing the ongoing cost of maintaining customized applications

Vendor technologies are a multiplier

Standardizing on one application delivery solution

Pressure of IT budgets and staffing is driving the need for business units and teams to "self-serve"

Long term management must include governance



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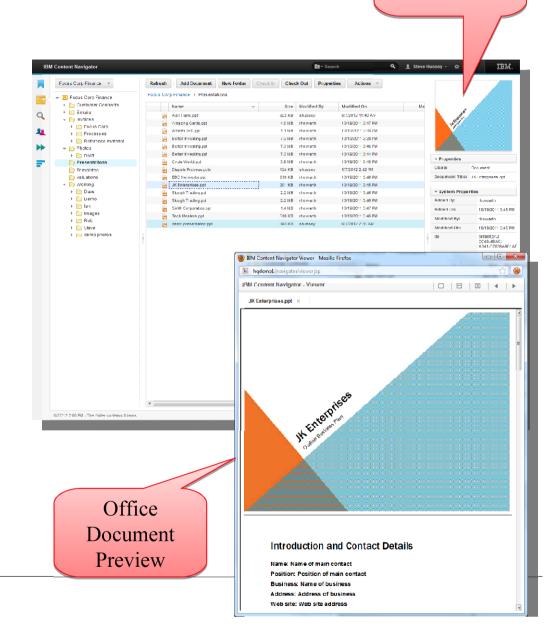
Collaborative content management

Thumbnails

Document authoring

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- Folder organization
- Property and text search
- Checkin/out
- Classification and taxonomy
- Flexible security
- Review/approve
- External Data integration
- Thumbnail and preview





BMSoftwareNetwork2013 Fare partnership con il Software JBM Navigator "Desktop" applications

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Bringing Mobile Content to Business

Capabilities

- Allows users to access, manage and work with enterprise content directly from mobile devices
- Easy, intuitive collaboration and personalized interactions
- Flexible, analytics-based search*
- Business Self-provisioning*

Benefits

- Extends the reach of content
- Anytime, Anywhere access to business content
- Faster, easier access to information from various content sources
- Quickly find the needed documents
- Minimize the dependence on IT department

"The self-provisioning capability IBM is offering will make it easy to set up a team space for collaboration without the help of our IT department," - Chuck Picard, enterprise electronic document management system coordinator for the State of North Dakota.



BMSoftwareNetwork2013 Fare partnership con Il Software IBM Mobile solutions matching business needs

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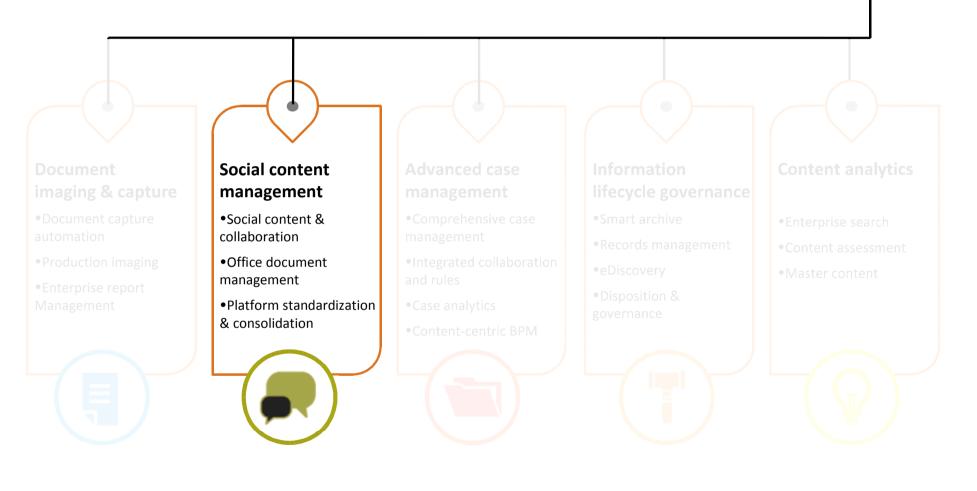
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ABA Enterprise Content Management

The path to value lies along one or more specific *business solution entry points*



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Social Content - an opportunity

- Social Content like any other Content - comes with the same culpability, responsibility and governance
- Most IT organizations recognize the Social Business challenges ahead:
 - History w/enabling technologies, e.g. File Shares, eMail, & SharePoint
 - Pre-Social challenges:
 - Navigation, Search, Mobile Access, Regulation, eDiscovery, Analytics, App Dev, Integration



77% of Working Young Professionals have multiple devices; 33% use at least 3 for work Source: 2011 Cisco Connected World Technology Report

The IBM approach is different and PROACTIVE: Managed Collaboration

IBM Social Content Management Solution IBM Connections Enterprise Content Edition

Connections, FileNet CM, IBM Desktop Connectors Social Collaboration via Connections

ECM Clients included:

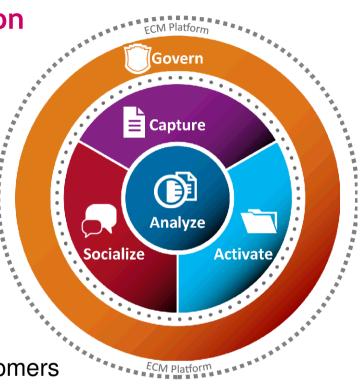
IBM Content Navigator FIMO for Doc Mgmt/Workflow via Microsoft Office SharePoint Web parts

Trade-ups available from ICS Collaboration Offerings

Use add-on parts for existing IBM CM8 & FN CM customers

Purchased add.ons for advanced ECM:

RM, ICM, Content Collector, Content Analytics, etc.



IBM's Unique Position:

Combining Market Leading Capabilities in Social Collaboration with IBM ECM IBM Connections Enterprise Content Edition

- Share files, images, videos & more
- Collaborate on projects/documents via Wikis, Blogs, Activities, Forums, Communities, etc.
- Profiles & Status information
- Basic Doc Mgmt via Desktop & Email Applications
- Access & Manage Content across Enterprise
- Robust Content/Doc Mgmt & Governance, via:
 - ECM User ex: IBM Content Navigator, FIMO and more
- Enterprise security, scalability & performance
- Extend Social with broader ECM capabilities
 - Capture, Content Analytics & Collection, Case Mgmt., & Information Lifecycle Governance

Connections, FileNet Content Manager & Desktop Connectors IBM Connections Home Profiles - Communities - Apps My Communities Public Communities This Community Project Aruba - San Nicolaas Follow this Con Project Aruba - San Nicolaas You are in: Project Aruba Upload a File New Folder Showing 1-6 Last Updated Updated By Name **Reference Customers** 12/19/11 ana staff assignments.doc 12/20/11 mark Overview Aruba zoning guidelines.pdf V 12/19/11 ana Members Cost Estimates for Project Aruba xls 12/19/11 ana Files Government Fee Breakdowns.xls 12/19/11 mark Bookmarks Download (14 KB Jims boat rentals.ods mark Check Out Custom Librar Search Q 1 shussey Wiki Media Gal Conference prep Team - Modify Teamspace Feeds · Brows Refresh Add Document New Folder Check Out Properties Actions -Q Conference prep Conference nren Template Equipment and facilities 4 * D Presentations Major Version Number Approved PresentationTemplate.pot a > P Drafts PresentationTemplate.ppb En Legal review Templates Search New Search P Recent Searches Opened Searches → All Searches General Documents System Properties Reference documents

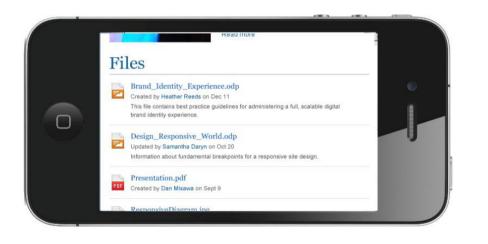
BMSoftwareNetwork2013 Fare partnership con II Software IBM Web Content Management (WCM) and Portal with ECM and CMIS

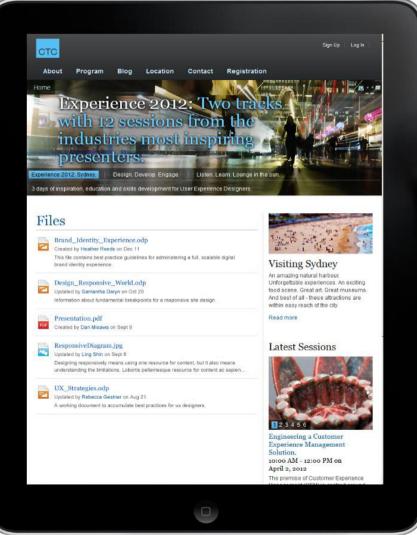
- Use ECM documents in your website
- Reference a specific CMIS document from web content
- Use lists of documents from ECM, formatting from WCM

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Web Content presentations, ECM documents

- Separate content and presentation
- Create responsive designs
- You control all the markup







Social Content Management for IT

For Corporate IT Projects & Cases:

Goal: Improved IT insight & LOB customer care

- Collaborative knowledge sharing
- Expertise location
- Interactive project & case management

Solution: Social CM for IT Projects & Cases

- Workflows generate project communities
- Collaboration on IT projects
- IT Portfolio Management

Benefits:

- Socialized content creation
- Trusted but intuitively accessible content
- Timely access to project/case information
- Proactive Customer Portfolio Management



Social Content Management for Retail

Goal: Workforce Optimization, Product & Service Innovation

- Minimize courier costs for business documents sent to its headquarters
- Just-in-time employee training, delivering a consistent retail experience
- Provide a superior customer experience

Solution: Workflow automation, training & "YouTube for Enterprise" - DAM; IBM Connections, IBM Content Manager, Genus Media Upshot

- Sales & Product Training
- Collaboration on merchandise & store configuration
- Document management & distribution

Benefits:

- Eliminated \$100K in courier costs and reduced process cycle time
- Access store visual merchandising and store layout information via content
- Ensure timely delivery and availability of key selling info via collaborative tools