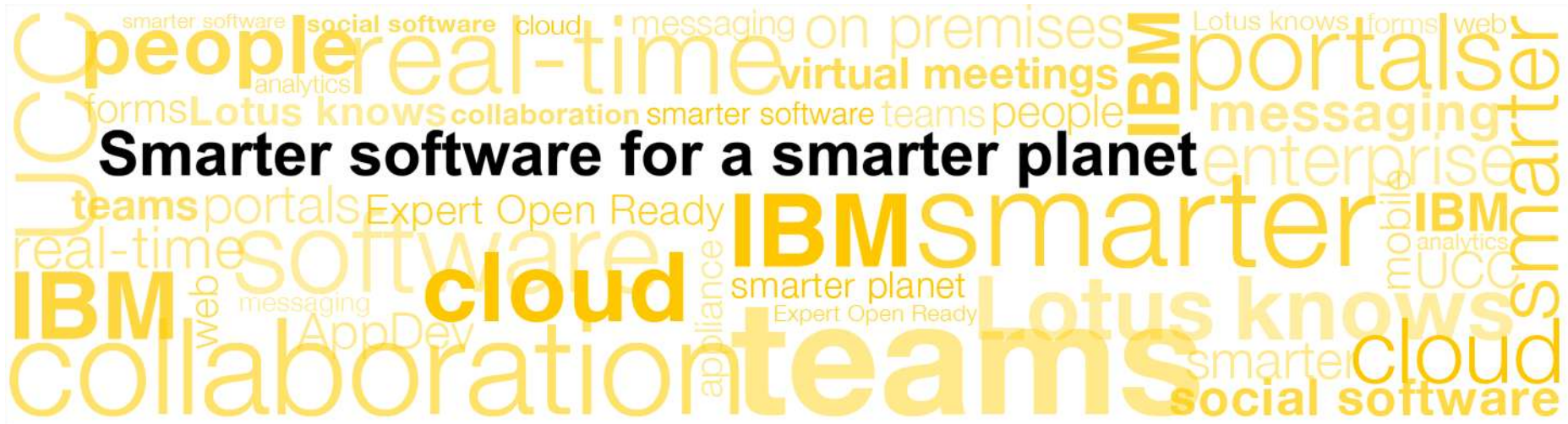
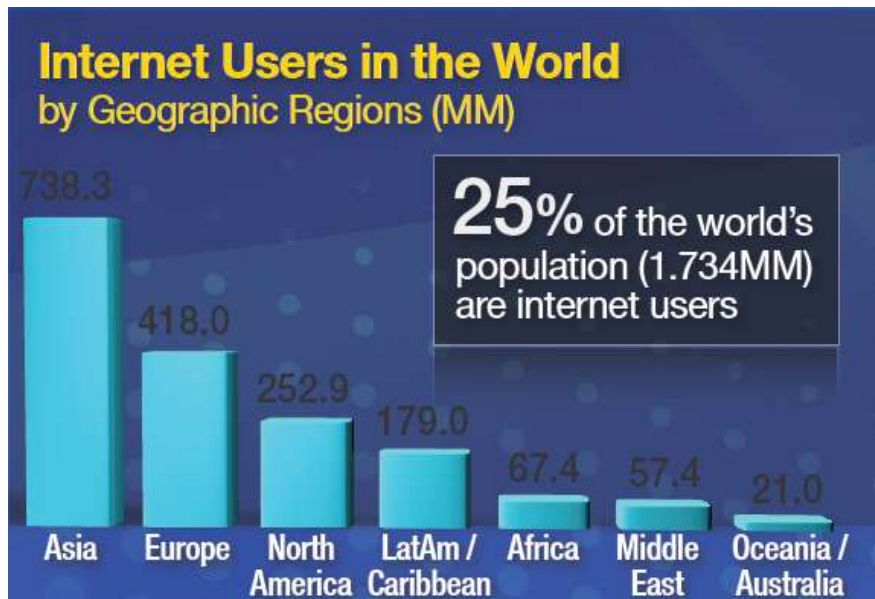


Drive Growth and Deliver Outstanding Business Results through Exceptional Web Experience



Web Use Growing, Shifting

Anywhere, Anytime, Any Way...



Source: Internet World Stats - www.internetworldstats.com/stats.htm
 Estimated Internet users are 1,733,993,741 for September 30, 2009
 Copyright © 2009, Miniwatts Marketing Group

2000	2009	Online Activities Shifting
35%	81%	Research products & services
27%	75%	Buy a product
19%	66%	Make travel reservations
0%	62%	Watch a video
10%	57%	Do online banking
0%	47%	Use a social network site
0%	32%	Read others' blogs
0%	31%	Provide ratings

52% 77% of US adults use the internet

Source: Pew Internet & American Life Project Tracking surveys (March 2000 – September 2009)

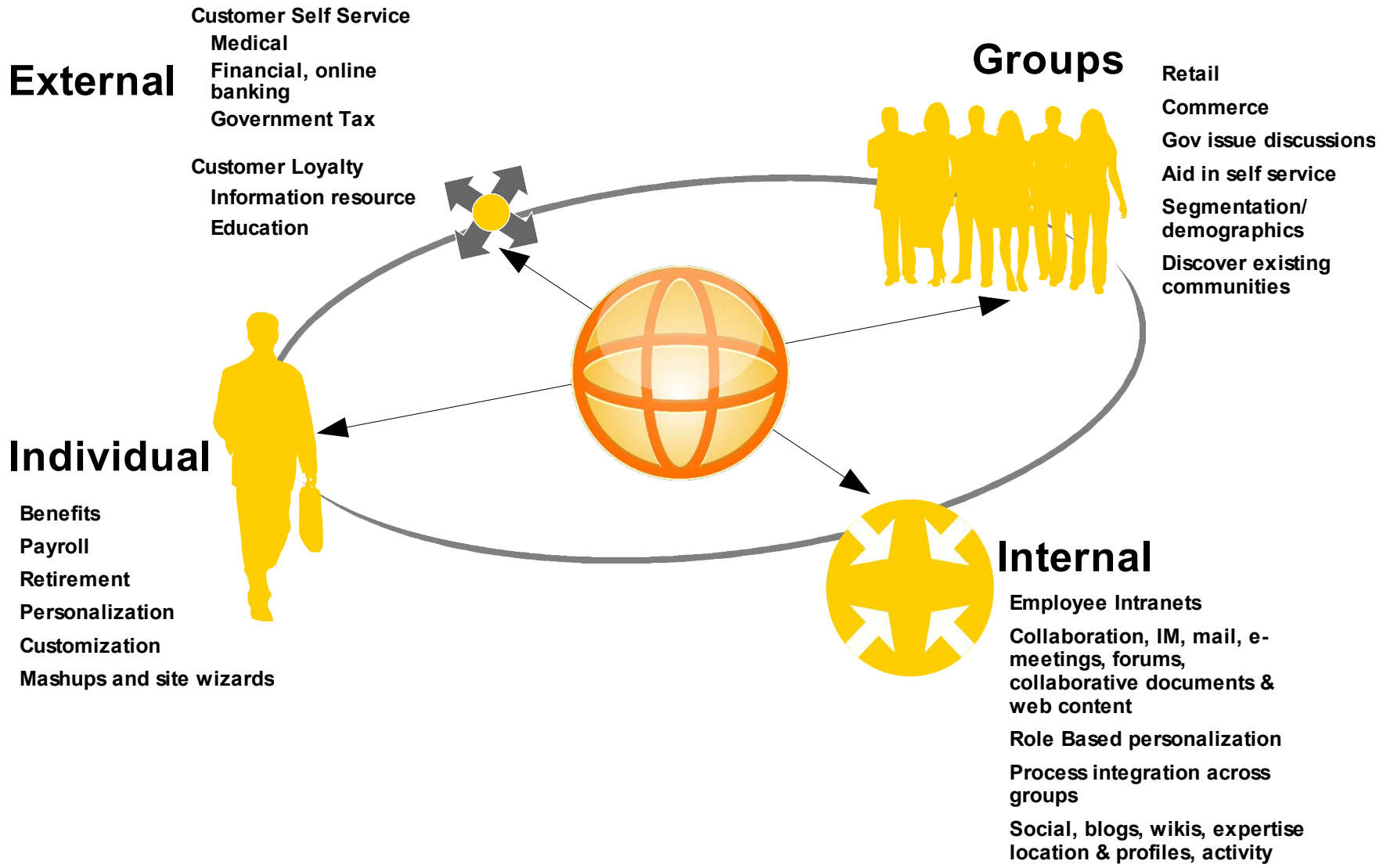
...there are more mobile phones than computers connected to the internet

58% of Americans have a mobile phone with Web connectivity

27% of U.S. households are now mobile only

Web visitors using a mobile device increased to 56.9 million in July 2009

Browsing the web was the fastest-growing activity on mobile phones between the 2nd & 3rd quarters of 2009



Four Common Business Drivers:

Drive revenue & increase brand loyalty with an enhanced online experience

Provide online self-service, improving customer satisfaction & reducing costs

Increase flexibility while reducing the cost of operations

Build a next generation web experience, including native social and mobile capabilities

Strategic Initiatives

Become customer-intimate by delivering a comprehensive, personalized, optimized, multi-channel experience

Reinforce core value prop through consistent branding & segmentation across web properties

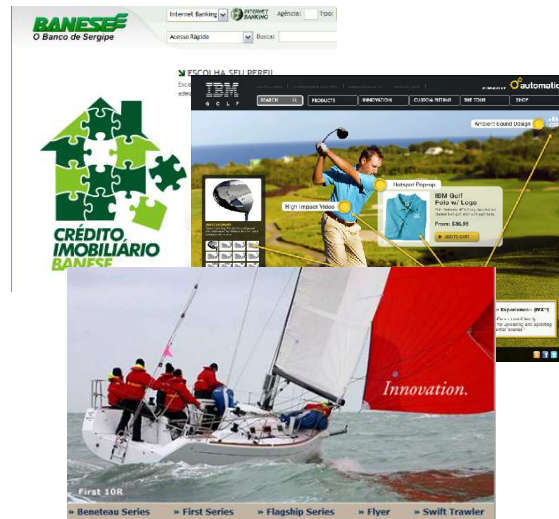
Influence user behavior to drive higher value interactions through lower cost channels

An Exceptional Web Experience...

Generates strong customer & citizen affinity

Has a wow factor -- memorable, compelling, moments of truth

Is adaptable to changing markets



All built on a technology foundation you can trust

Making the Web work smarter benefits that are difficult to ignore

Exceptional Web Experiences can result in:

- **400% higher** visit-to-lead conversion rate
- **200% higher** visit-to-order conversion rate
- **41% lower** page abandonment rate
- **16.6% more** recommendations by customers for products and services
- **15.8% fewer** customers lost to competitors
- **14.1% repeat purchase** interest by customers

"Best Practices In User Experience (UX) Design", Forrester Research, Inc., September 2009.

Exceptional Web experiences enable our customers to accomplish ... a lot ...

- **30%** of all customers **rated self service higher** than help desk (Prudential Insurance)
- **33%** of the patients are **less likely to cancel** appointments when using online service (Kaiser Permanente)
- **23% increase** in on-line prescription refills at \$0.25/refill compared to \$3/phone refill (CVS/Caremark)
- **75% reduction** in the time to roll out new customer oriented applications (Metlife)
- Accelerated new business application process **from weeks to hours** (Woodmen)
- **30% reduction** in call center field support calls (Woodmen)
- **100,000 forms used by 1.4 million** Army personnel worldwide, **ROI est. to be \$1.3B/year** (US Army)

Cross functional effort

CFO



IT director of internet apps

Director of customer support

Owner of stakeholder site

VP of online marketing

Award Winning CUSTOMERS



HSBC Bank Brazil – Employee Portal
2009 Intranet Design Award, Nelson Norman Group
(Recipient)

City of Gothenburg – Citizen Portal
2009 GT Newspaper Achievement Award (Recognized)

Saudi Shoura Council – eGovernance Portal
2009 Best Website for Parliaments (Winner)

Duke University Health System – Patient Portal
2008 Healthcare Informatics Innovator (Finalist)

**US Army Publishing Directorate – Army Action
Tracking System**
2009 Army Knowledge Management Award (Winner)

**State of Missouri – Emergency Response Information
System Portal**
2008 ComputerWorld Honors (Laureate)

Los Angeles County – Municipal Portal
2009 National Association of Counties Achievement
Award (Winner)

Bharti Airtel – Mobile Portal
2008 Strategy Analytics Wireless Media Lab
(Best Portal)

Miami-Dade County – Housing Central Portal
2007 Digital Government Achievement Award (Winner)

**U.S. Nuclear Regulatory Commission – Electronic
Information Exchange**
2009 Excellence.Gov Award (Finalist)

City of Helsinki – Citizen Portal
2007 UN Report: Digital Governance in
Municipalities (#1 in Europe)

Real customers, real results...

Over 11,000 WW Customers with customer facing apps and socially-enriched internets, B2B, B2C, B2E applications

Industry leading Web Analytics Integration

80% of all transactions on the web go through WebSphere software

#1 in BPMS market share
Over 5,000 customers

IBM Lotus Connections
#1 Enterprise Social Software market share



#1 market share for Portals for 8 years running

WebSphere Commerce
Market Leader in Forrester and Gartner ranking
Most customers in Top 100 Internet Retailers

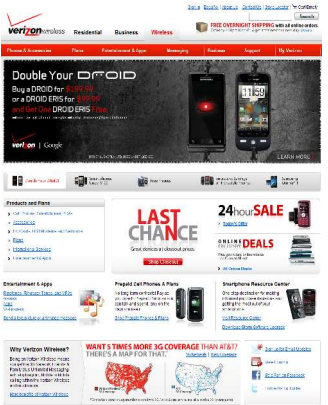
Globally...
10 of top 10 banks
8 of top 10 retailers
12 of the largest telcos
50 major health providers
500 gov'ts + every G8 nation

*Over 300 million named users in our top 15 customers alone!!
1 in 6 people worldwide with internet access is a named user in a WebSphere Portal application*

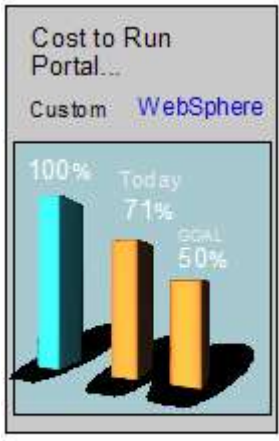
Why the Sustained Leadership?



Partner with our customers on development



Delivering an agile platform



Total cost of ownership advantages



Customers creating industry leading web Experiences

web 2.0
 AJAX
 WSRP 2.0
 JSR 286

Rapid support & inclusion of latest technology

Leading new Web functionality & open standards

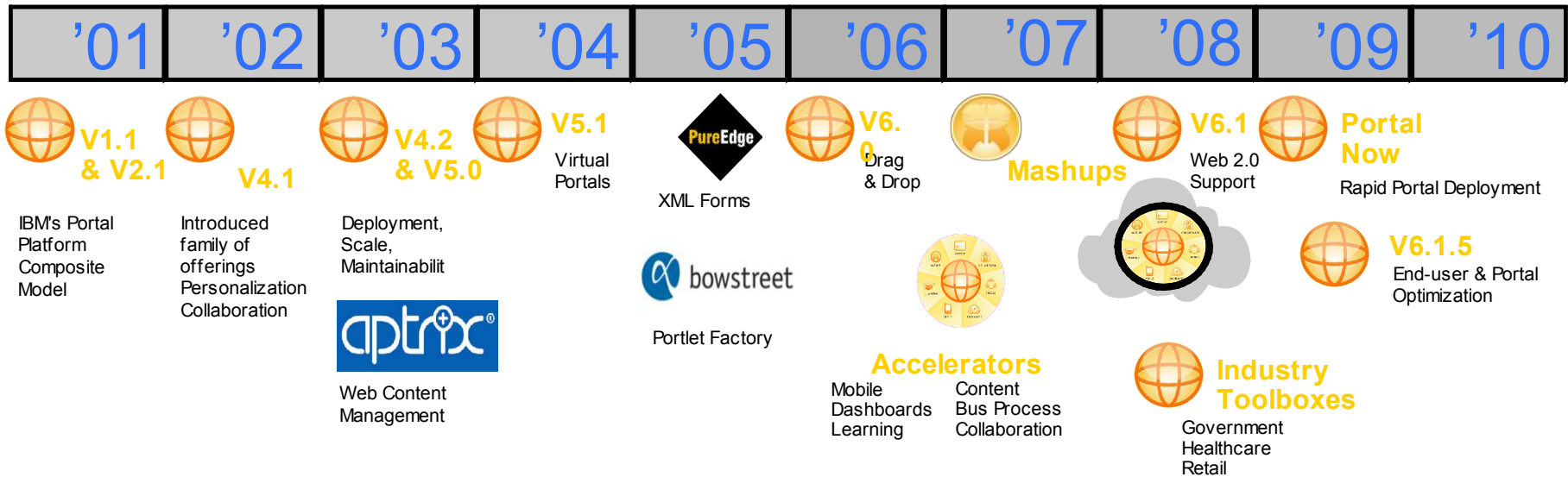


IBM sustained strategic investment area

History & Evolution of Web Experiences

Ready for the Next 10 Years

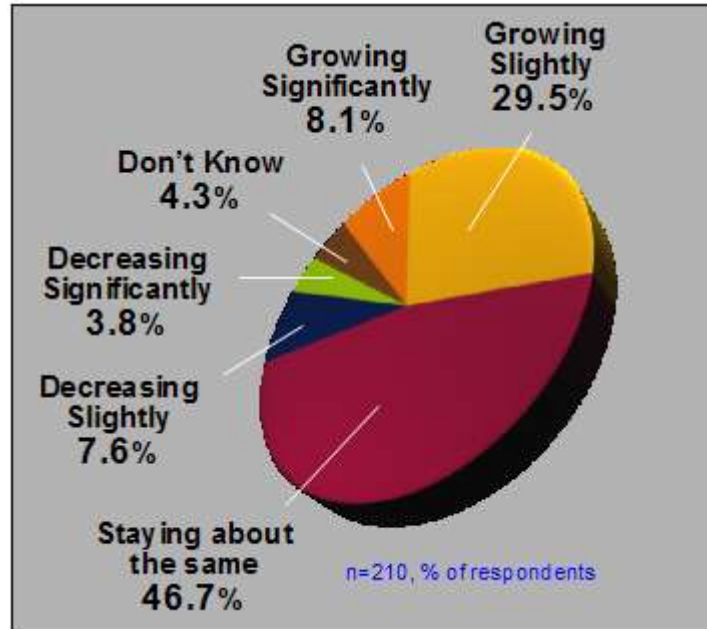
100+ Worldwide
Technology Patents



A Better Web Experience is a Business Priority

(In 2010), We (IDC) expect to see a **continuing focus on making Web sites more interactive and more engaging**; improving customer targeting and personalizing offers and content; and incorporating Web 2.0 capabilities that help to build brand and communities around the brand.”

84% of organizations will maintain or **increase investment** in their public Web site(s) in the next 12 months



IDC, Web Site 2.0: An Updated Survey of Customer Plans and Priorities for WebSite Investments, Doc #220995, December 2009

Which of the following best reflects your company's planned investment in public websites over the next 12 months?

Better Web Experiences...Faster

Deployment time
reduced by **50%**

"...the IT staff finds itself able to add the functionality **faster than the users can absorb it.**"*

Duke University Health System Patient Portal

Fashion Institute of Design & Merchandising Student Portal



Accelerated new business application process from **weeks to hours**

Woodmen of the World Life Insurance Associates Portal



*Case Study: Duke University Health System Finds Excellent Productivity Using SOA
 A report by Gartner, Inc, October 2007.

Wave of Possibilities



- **Web User Experience Optimization**
- **Enhanced Web Performance Analytics**
- **Richer Web Content Management**
- **Deeper Social, Collaborative & Unified Communications Software Integration**
- **Robust Business User Mashup Creation**
- **Expanded Electronic Forms & Business Process Capability**
- **Industry Web Experience Templates**
- **Jump Start Web Experience Solutions**
- **Complete Cloud-based Web Experience Development, Test & Delivery**

Extending the Web Experience Platform

Simpler, Richer Web Experiences

Web Content Management Excellence

- Improved Authoring & User Experience
- Tighter Portal integration

Multi-Channel Delivery

- Improved personalization
- Out-of-box mobile application support
- Client framework widgets, samples

Web 2.0 & Social

- Web content tagging, rating, and searching
- Portlets for Lotus Connections profiles, wikis, tags & more
- Enhanced web 2.0 eForms
- Saba eLearning enhancements

Cost of Ownership

- Virtualization and portal farming
- Serviceability
- Public and Private Cloud Deployment Options

Analytics

- Tooling that enables onsite analytics to optimize your site

Value & Customization

- Industry and Portal NOW Templates
- Best practice guidelines spanning WPLC portfolio
- Out of the box samples continuously delivered via Portal Catalog

Rapid Application Development

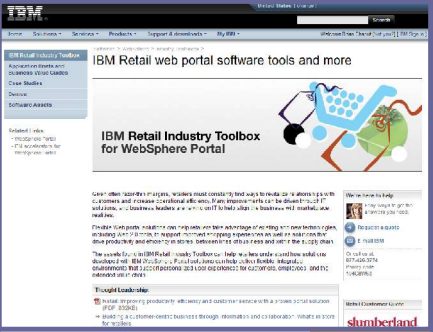
- New Dashboard builders and ILOG jViews charting
- Usability and visual application support

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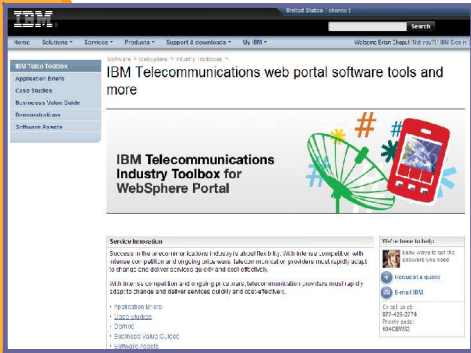
Deliver Industry Specific Exceptional Web Experiences & Achieve Significant Cost Savings with Accelerators

Insurance

Retail



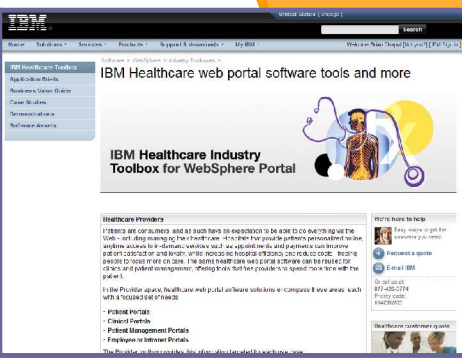
Telco



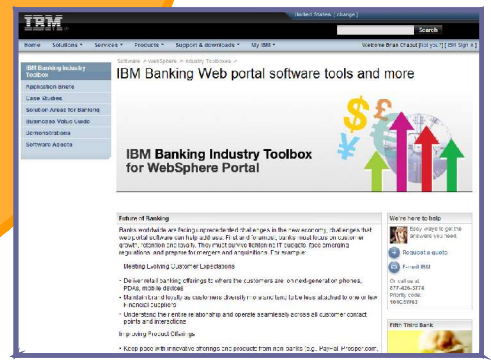
Government



Healthcare



Banking



Industry Toolboxes

Application Briefs

Case Studies describing solution scenarios

Business Value Guides

describing the value enabled by the WebSphere Portal & Accelerators, and help illustrate best-practice process and information flow

Prebuilt Templates

which can be used to help jumpstart design & assembly of end solutions

Demonstrations

and recordings of example solutions design that illustrate how end solutions can look like

Other Code Assets

include sample Forms, Dashboards, or other Portlets which can help expedite the assembly of a solution

IBM Healthcare Industry Toolbox for WebSphere Portal

IBM Government Industry Toolbox for WebSphere Portal

Government to Citizen Portals

Give citizens access to government information. They can apply and pay for services online, ensure efficient processing. Plus support for mobile devices, stay in touch with citizens in new and cost-effective ways.

- Application Brief
- Case Studies
- Demonstrations
- Business Value Guide
- Software assets

Government to Business Portals

Help foster innovation and growth by providing a streamlined platform for business to interact with citizens.

- Case Studies
- Demonstrations

Public Safety

Whether dealing with natural or man-made disasters, the security of citizens are challenged with the need for a public to effectively respond.

- Application Brief
- Case Studies

IBM Industry Toolboxes for WebSphere Portal

Case Studies
 Demos
 Software Templates
 Business Value Guides

Introducing IBM Industry Toolboxes for WebSphere Portal

Industry Toolboxes for WebSphere Portal provide a resource forum for customers and partners. They pair technology expertise with industry thought leadership to offer best-practice guidance optimized for the particular business you are in.

In this forum, you'll find resources that

- Showcase solutions from other customers in your industry
- Help concretely define and measure ROI and business value
- Demonstrate solution patterns
- Help jumpstart implementations through downloadable code assets

Freedom. Individuality. Speed.

"Our new h-dnet Dealer Portal is a HUGE success. Now dealers can spend less time online and more time helping customers get out on the road."

Tony Re, Director Global IS
 Harley-Davidson

Watch the video (3.7MB)
 Read more about the solution
 Get Adobe® Reader®

We're here to help

Easy ways to get answers

Request a demo

E-mail IBM

Or call us at:
 877-426-3774
 Priority code:
 104CBW63

Industry Toolboxes Help Answer...

“How does this help my business?”
 (Value Alignment / Positioning)

IBM Software Group | WebSphere Portal

WebSphere Portal Addresses Retail Banking Needs

Who's using Portal?

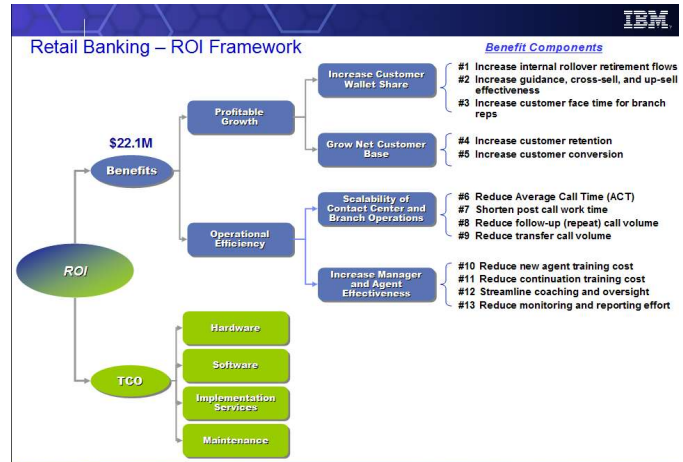
- Online Customers
- Tellers
- Customer Service Reps
- Payment Managers
- Risk Analysts
- Sales/Marketing
- Human Resources

How is Portal being used?

- Customer-service gateways
- Evaluation information aggregation
 - Marketing campaigns
 - Investment opportunities
- Back-office process consolidation
 - Payment processes
 - Auditing
- Hot-button dashboards
 - Event notification
 - News aggregation

“What does done look like?”
 (Customizable Use Case Demos – DITL)

“What is the ROI”
 (Customizable Cost/Benefit Templates)



“How can IBM assist us build a value case”
 (Consultative Sales Methodology, Assets, & Tools)

IBM Software Group

BVA Engagement Modules

Deliverables

- Executive Summary:** Key findings, business pain challenges and issues, value drivers and business benefits
- Detailed Findings:** Benefits analysis, benchmark assumptions, process analysis, recommendations high-level implementation roadmap

BVA MODULES

- Consensus:** Management and operations stakeholder consensus on high value, practical, business process and community targets; alignment with business objectives, in Client business language
- Day in the Life Visualization:** Personalized business scenario demo depicting what done looks like; built to illustrate Client use cases, in the context of the day-to-day work experience of the target user communities
- Process:** Process modeling of current business performance and characteristics as well as future-state process vision and associated improvement opportunities
- Technology:** Diagnostic discovery and analysis to identify the high-level technical requirements of the future state vision in the context of the Client IT environment and business value targets
- Numbers:** A structured, high-level ROI or TCO case that models the estimated financial benefit opportunity, required investment ranges, and associated financial return metrics of the proposed solution

WebSphere Portal NOW

The Three Week Portal Project!

A simple, complete and “out of the box” ready to use business solution

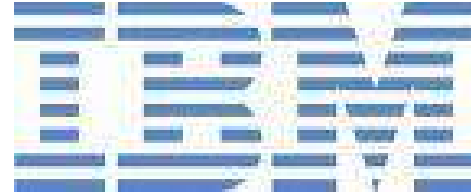
Reusable, extensible software templates

Well defined services process to define and implement in weeks

User Experience Optimization Initiative

- In conjunction with the leading web analytic software vendors, WebSphere Portal is providing the tools to optimize your web experience
- The IBM User Experience Optimization Initiative (UEOI) enables WebSphere Portal customers to easily capture and measure the user activity so that portals can be better designed and targeted.
- In WebSphere Portal 6.1.5, Site Analytic support has been enhanced to include integration with Coremetrics, Omniture, and Webtrends web analytic solutions.
- Unica Corporation has just joined the initiative and we welcome them.





Available Now!

AWS

- **Portal / WCM, Mashup Center, Forms Turbo**
- **Development and Paid (production-ready) versions**
- **Buy on-site and bring-your-own-license models**

New Generation

Exceptional Web Experiences!



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The Wave of Future Possibilities



Converted Broadband Applications

- High definition & high quality
- Social applications
- Games & two-way interactions
- Personalized entertainment
- Personal content, for sharing
- Mobile access
- Consumable on three screens (TV, mobile, PC)



Web Accessibility



Immersive Viewer Experience

- Full motion selectable on-demand, fly-in video objects
- Keystrokes calibrated with sound feedback
- Mouse-driven Axial pan navigation (5-axes)
- Intelligent Feedback: click one path, and the site returns information to the user based on that set of keystrokes

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Many Customers with Exceptional Web Experiences

The collage features several distinct web interfaces:

- lacitycounty.gov**: A government website with a search bar and navigation menu.
- Helsingin kaupunki**: A Finnish city website with a large aerial image and navigation options.
- DukeHealth.org**: A healthcare portal with a login form and service availability information.
- Airtel**: A telecommunications website with a red banner for 'Roaming Incoming & Outgoing 60 paise/min' and various service offers.
- Göteborgs Stad**: A Swedish city website with a festive 'Jul i staden' banner.
- OVERSIKT AV INNEHÅLL PÅ GÖTEBORGS.SE**: A table of contents for the Göteborg website.

Thank You