

Portal on System z



Addressing Business Challenges in New and Innovative Ways

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Agenda

- Customer Focus More Important Than Ever
- IBM's Vision for Exceptional Web Experiences
- Customer Experiences

Customer Focus is CEO Imperative

2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...

*Capitalizing
on Complexity*

*Insights from the
Global Chief Executive
Officer Study*

Build
operating
dexterity



Embody
creative
leadership

Reinvent
customer
relationships

“Getting closer to Customers” is the single most important theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue sources

Better understand customer needs and involve customers more effectively and directly in product and service development

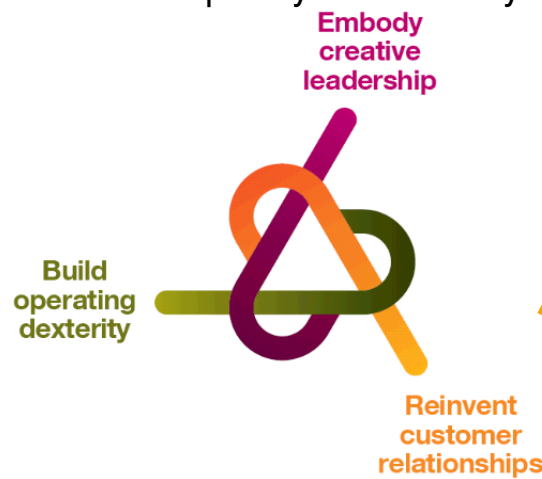
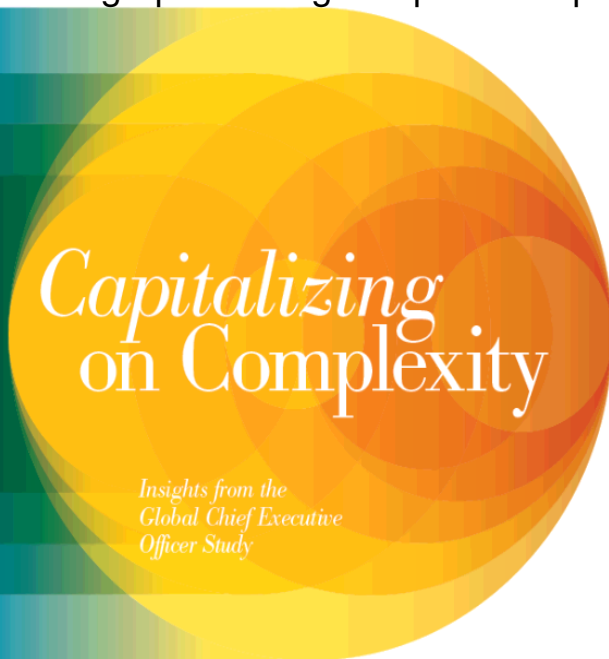
Exploit the information explosion to hear the voice of your customer through the vast amounts of data, understand it, and act.

IBM.com/CEOStudy

Customer Web Experience Elements Are Key

2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...



“Getting closer to Customers” is the theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue

Web Platform

Social Web 2.0

Better understand customer needs and involve customers more effectively and drive service development

Analytics

Exploit the information explosion to hear the voice of your customer through the vast amounts of data, understand it, and act.

IBM.com/CEOStudy

Retaining Customers A Priority

“A focus on customers at the top of the list is usual. This year, the “existing customers” imperative is a higher priority than “attracting new customers.””

Table 1. Top 10 Business Priorities in 2010

Rank Order	Business Priorities	Mean Rating Score
1	Retaining and enhancing existing customers	6.32
2	Maintaining competitive advantage	6.10
3	Attracting new customers	6.08
4	Attracting and retaining skilled workers and talent	6.03
5	Reducing costs via better efficiency	5.80
6	Balancing short-term goals with long-term strategy	5.74
7	Focusing on core competencies	5.73
8	Improving management decision making via better information and analysis	5.70
9	Building a responsive, flexible organization	5.62
10	Fostering innovation	5.59

Source: Gartner (March 2010)

Source: Gartner, Inc.
Gartner CEO and Senior Business Executive Survey, 2010: Anticipating the Post-Recession Landscape
19 March 2010

Why the Focus on Customers?

Retaining customers is linked to increased profitability

2% increase in customer retention has the same effect on profits as **cutting costs by 10%**

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

Acquiring new customers can **cost 5x more** than satisfying and retaining current customers

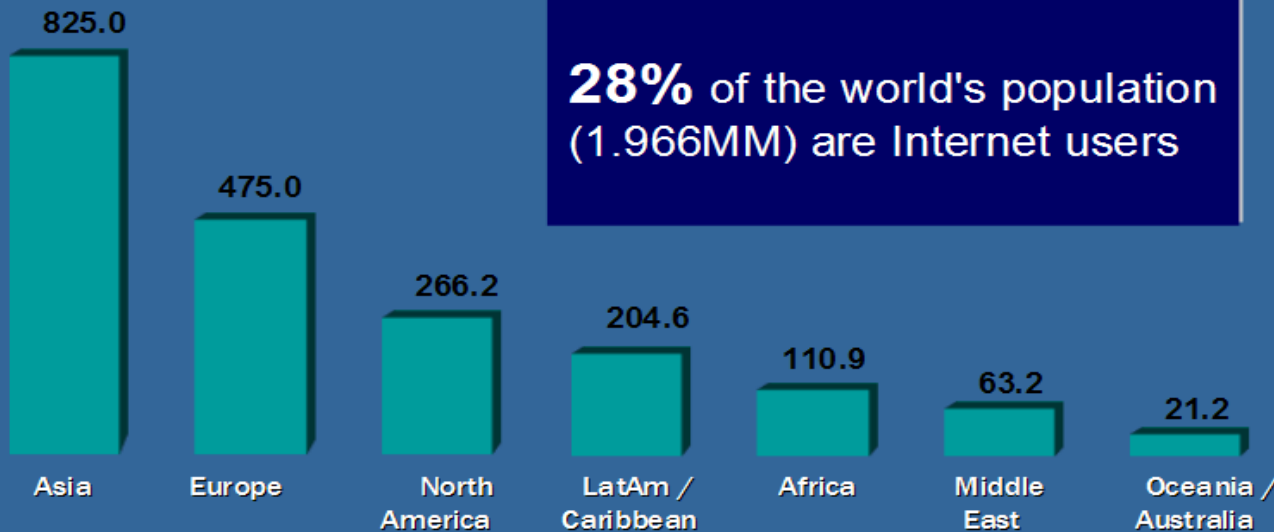


Global, Mobile, rapidly changing

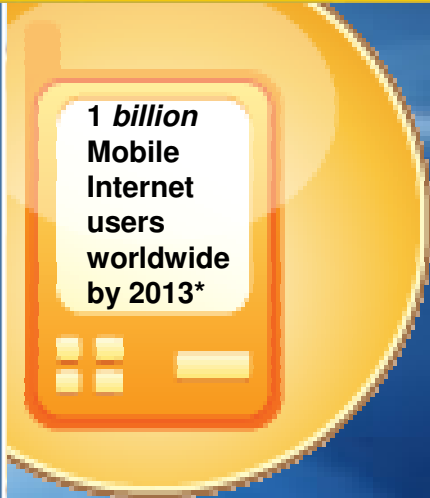
44 million tablets forecast to ship in 2011*

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

Internet Users Worldwide by Geographic Regions (MM)



28% of the world's population (1.966MM) are Internet users



As of June 30, 2010

Source: www.internetworldstats.com

*Source: IDC

Exceptional Customer Experiences Lacking

In a survey of more than 7,700 US consumers about their interactions with a variety of companies across multiple industries:

*Only **6% of brands** garnered a rating of “**excellent**” in this year’s Customer Experience Index of large US firms...**29% of firms** were rated as “**poor**” or “**very poor**”.*



Source: Forrester Research, Inc.
The Customer Experience Index, January 11, 2011



How Do You Stand Out?



With Exceptional Web Experiences That Are...

Balance Form & Function: *Visual Appeal + Ease of Use Equally Important*

People Are Everywhere: *Explosion of Mobile Means A Moving Target!*

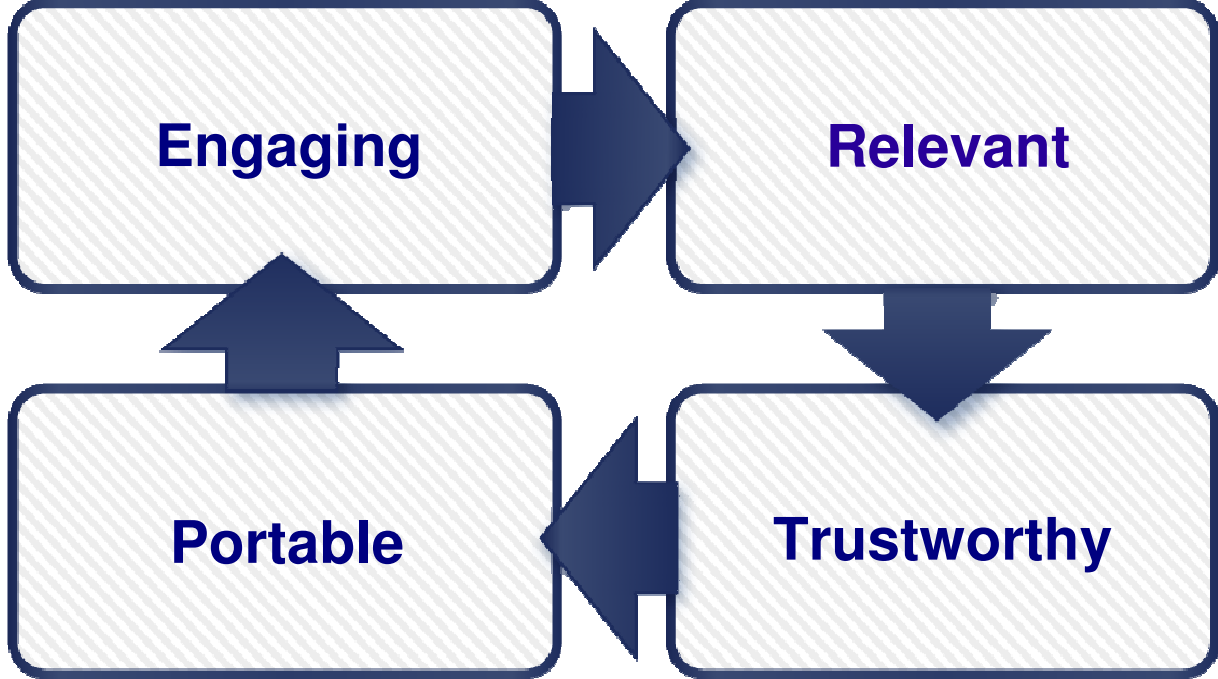


Know Your Intended Audience: *Deliver Precisely What They Need/Want*

Turn Customers Into Advocates: *Ensure A Reliable, Secure Experience*



Delights customers

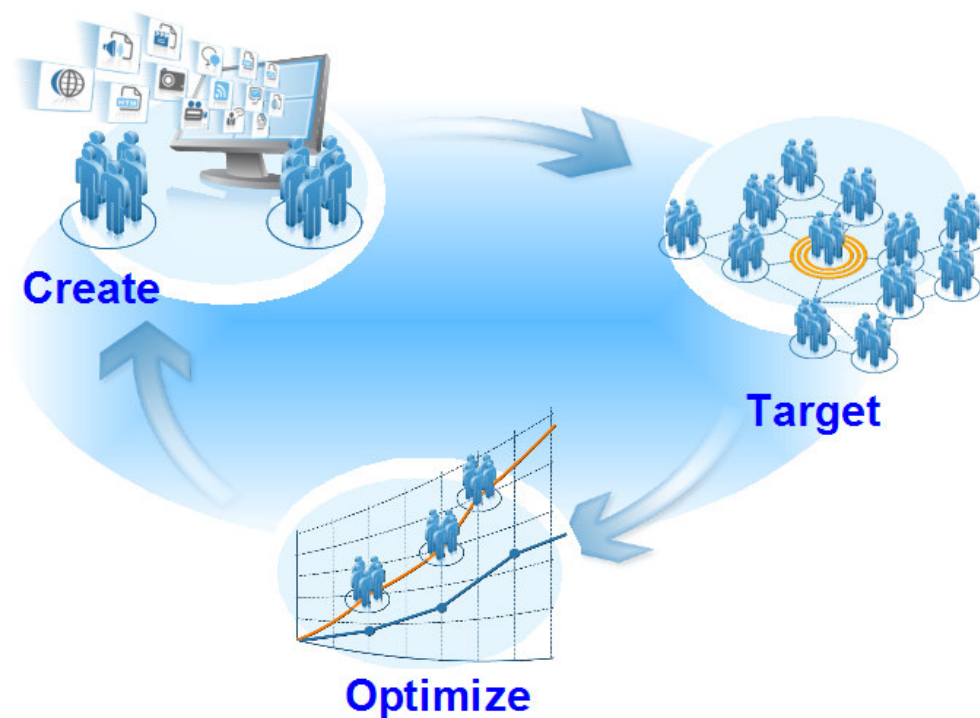


Adapts to new opportunities

Marketing & business tooling

Fast time to market

Measure & optimize, don't fire & forget



Creates
sustainable
differentiation

How do you turn the temporary competitive advantage you get from a site launch into sustainable differentiation?



Key: Marketing / IT Alignment

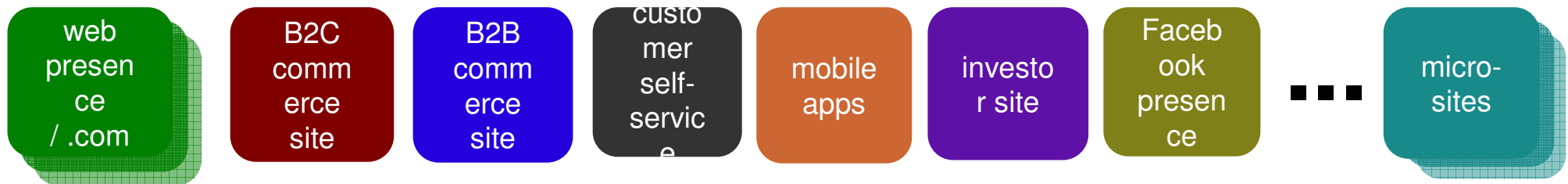
Ability to differentiate using compelling and unique experiences

Combined with open, scalable, extensible technologies that can be sustained over time

Leverages investments

Enterprises have deep business value in existing investments waiting to be unlocked

web properties



information & process assets



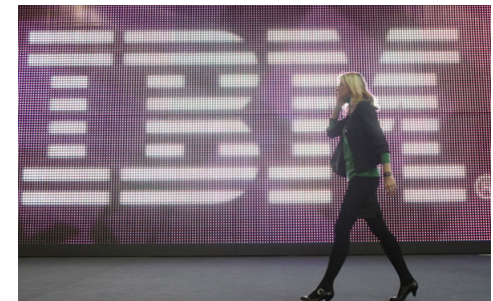
Delivers

Scale when you need it

- customers, typical & peak
- web properties
- languages
- content

Wrap around customers

- traditional web
- rich internet applications
- mobile channels
- external social properties
- kiosks, settop boxes, digital signage, point of sale devices, etc



Exceptional Web Experiences Can Deliver...

200%
higher

visit-to-order
conversion rate

16.6%
more

recommendations
by customers
for products and
services

30%
higher rating

of self service web
over Help Desk

75%
faster

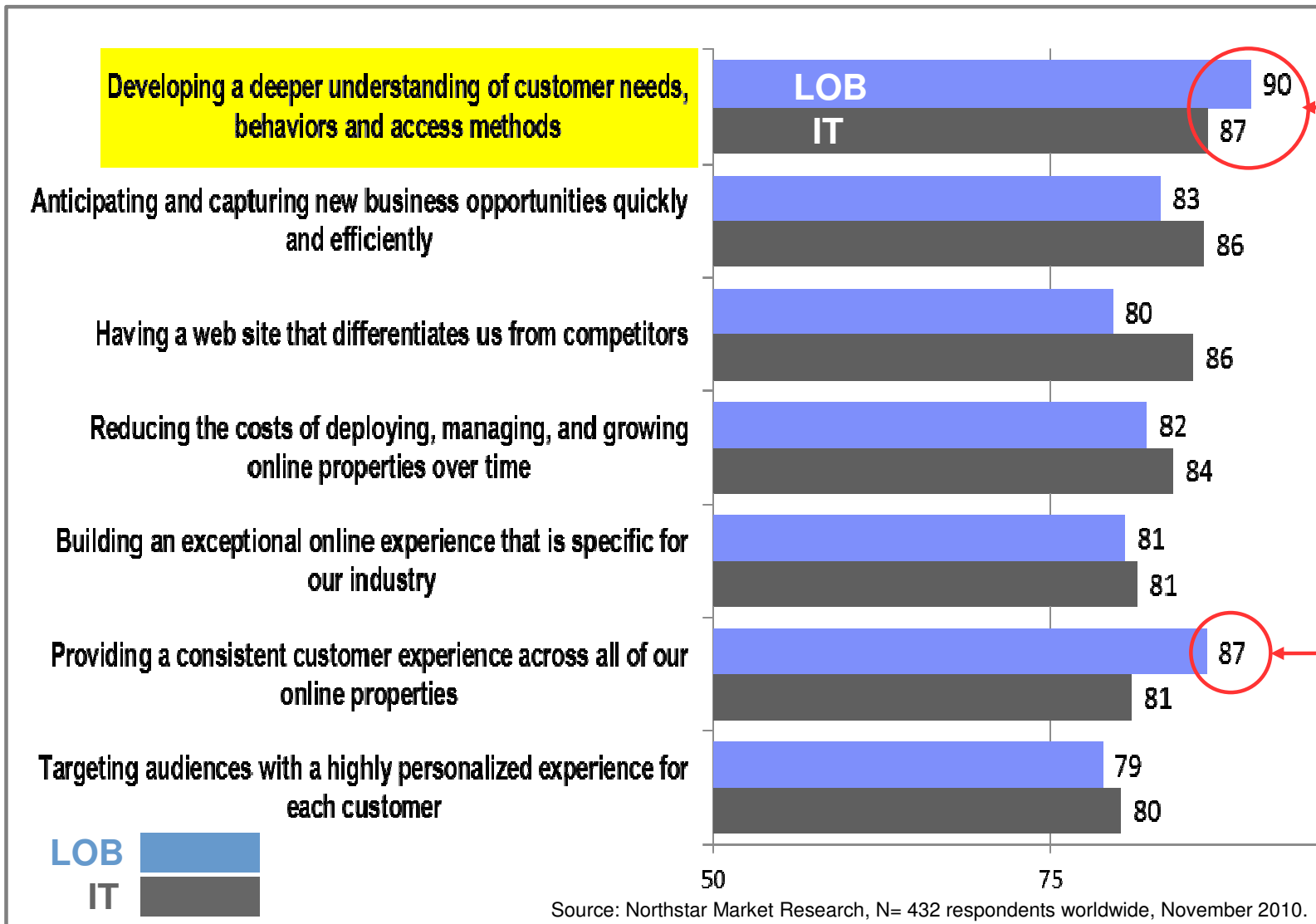
time to roll out new
customer applications

14.1%

repeat purchase
interest by customers

*Based on IBM client engagements

Line-of-Business and IT Lockstep: Understanding Customer Needs is Paramount*

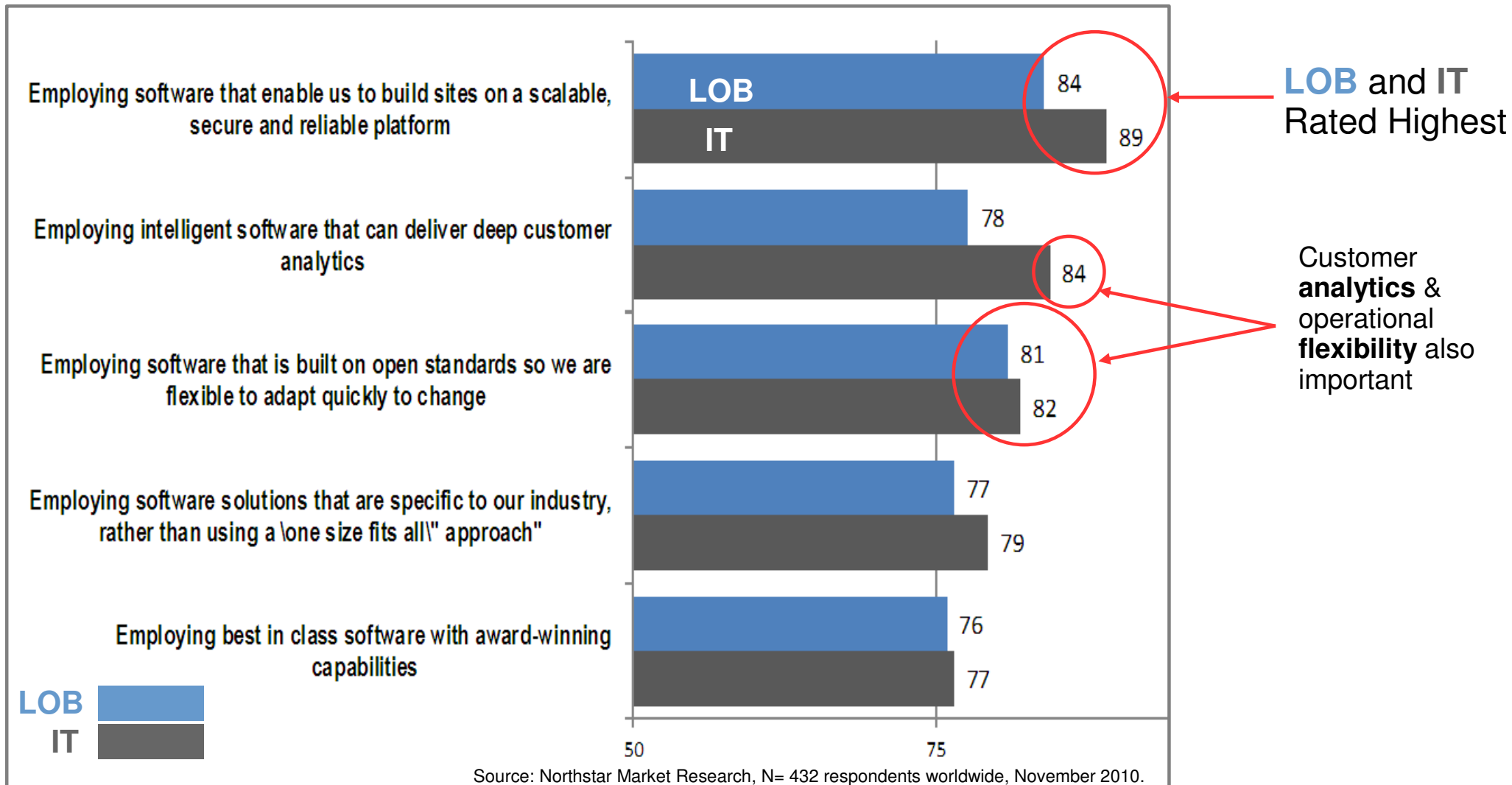


LOB and IT Rated Highest

LOB also ranks "consistent customer experience" high

*When asked to rate a range of value propositions of a comprehensive Web experience solution may deliver (% Extremely or Very Important)

Line-of-Business and IT Agree: Web Experience Scalability, Analytics, Flexibility Important*

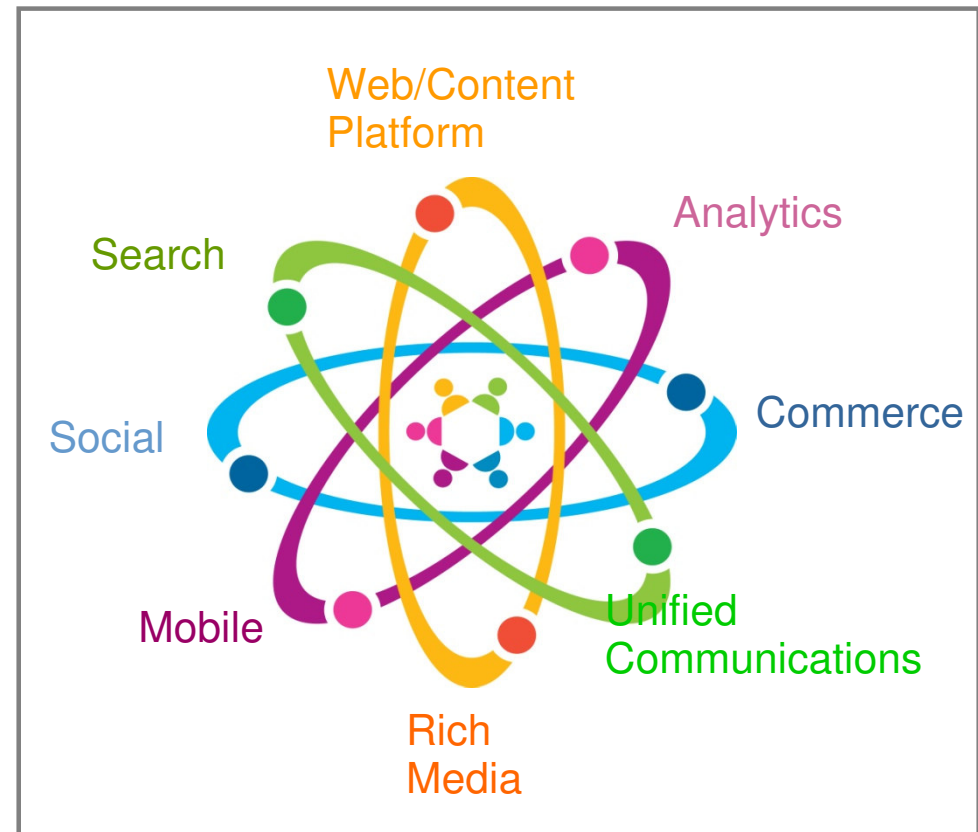


*When asked to rate a range of value propositions important in a comprehensive Web experience investment (% Extremely or Very Important)

IBM Project Northstar

Leading the way in exceptional customer experiences

- *Vision about the “art of the possible” for engaging Customers on the web*
- *Multi-year IBM strategy to deliver the capabilities for our customer to excel at customer-facing experiences*
- *Guide for IBM investment focus both organic and inorganic investments*
- *Nimble to continually absorb and simplify emerging advances to help customers differentiate sites*



People are at the center of an exceptional experience; Capabilities are employed as necessary to help achieve experiences that meet/exceed the expectations of the intended user(s)

Solution focus

Services and Support

IBM Business Partners	Global Technology Services	Global Business Services	IBM Lab Software Services	Enterprise Software Support
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Industry Solutions and Templates

Government	Healthcare	Banking	Retail	Insurance	Industrial	Telco	Travel + Transportation
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IBM Value-added Modules

Commerce	Forms	Mobile (multi-channel server)
Predictive Analytics	Web Analytics	Business Intelligence

Partner Value-added Modules

Digital Asset Management	Web Analytics	Mobile
Enterprise Marketing Mgt	Immersive Viewing	CRM

IBM Customer Experience Suite

Web Content	Portal	Social	Personalization	Marketing Tools	Search
Analytics-enabled	Instant Messaging	Mobile (high end)	Rich Media	Mashups	Rich Internet App Tooling



IBM Customer Experience Suite



Create Dynamic, Engaging Web Experiences that Wow Customers



Target the Right Experience to the Right User via the Right Channel at the Right Time



Improve Customer Loyalty by Enabling Users to **Socialize**



Optimize the Experience to Maximize Results



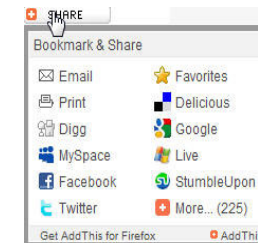
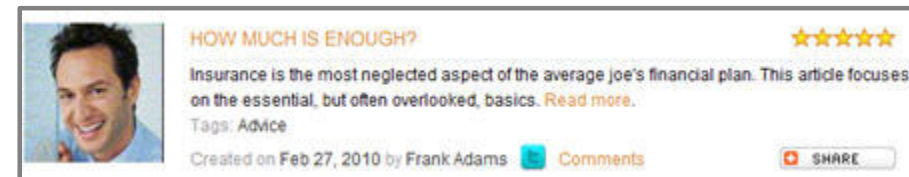
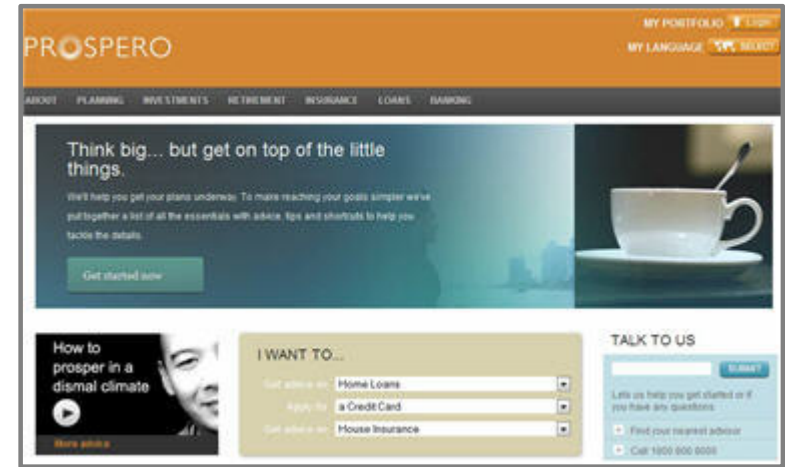
Realize Business Goals



Reach Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



Integrate Across Heterogenous Systems to Deliver New Value



2011 Exceptional Web Experience Focus



***Business
Driven***



Tapping Social Communities in Context

Managing social networking integration into web properties or Portal applications

- **Growing Catalog of Lotus® Connections Integration Portlets**

- **Controllable access via portal profiling**

- Built with WebSphere Portlet Factory, includes customizable builder code

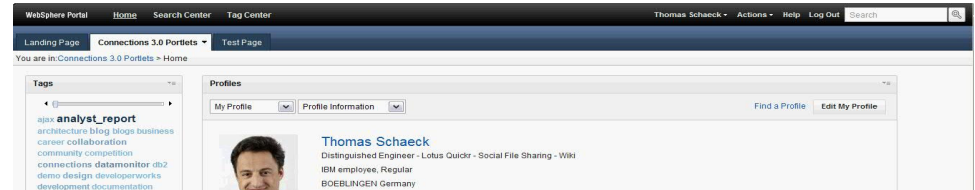
- Supports read / write ATOM feeds using Connections REST APIs

- Dynamically filtered

- **Features**

- *Activities*
- *Blogs*
- *Bookmarks*
- *Tag Clouds*
- *Profiles, networks*
- *Wikis*
- *Doc libraries*

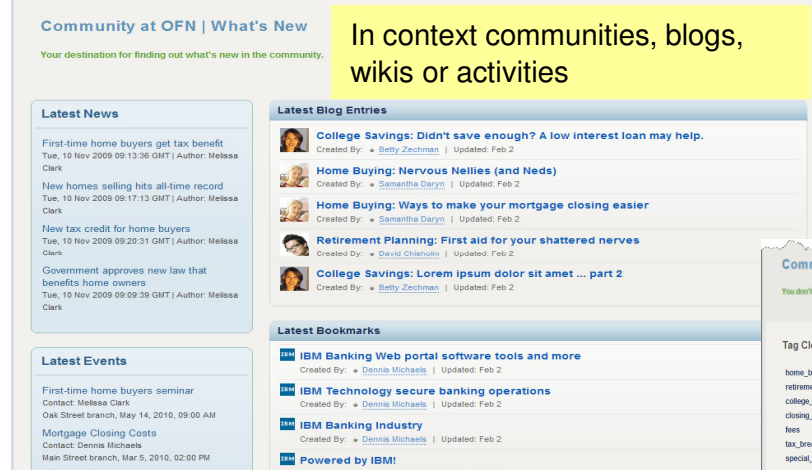
Social collaboration in the context of a web experience



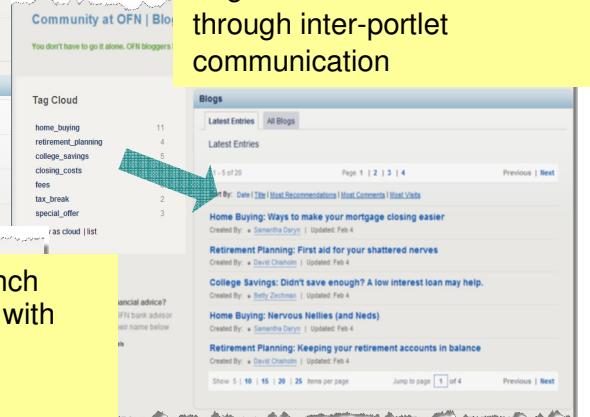
Configure Profile, see network contacts, accept pending invitations



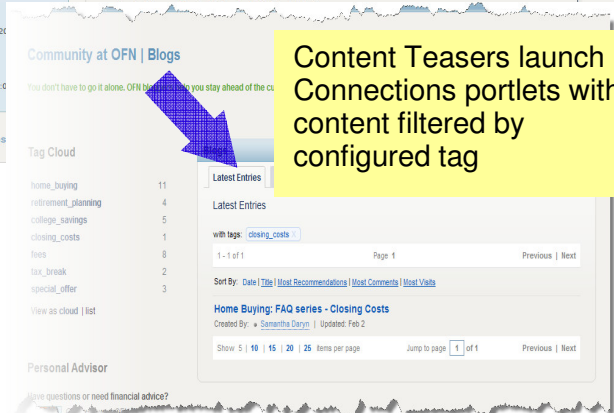
In context communities, blogs, wikis or activities



Tag Clouds filter entries through inter-portlet communication



Content Teasers launch Connections portlets with content filtered by configured tag





Mobile Options

Extend & Deliver Exceptional Experiences on Virtually Any Device

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

- Available today for iPhone
- Coming soon for Android, Blackberry, iPad
- 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*



WebSphere Portlet Factory + Portal Mobile Webkit Themes

Q1 2011 Beta Preview

Analytics

In context visibility and management

Investments
Samanth Daryn
Undo Changes
Save Draft
Submit for Review

Overview

Segments

Tests

Performance

Reports

Segment	Size	Exit Rate	Average Time on Page
↑ Low Risk Retirement	4,722 25%	425 9%	37 Sec
↓ Mutual Fund Investors	4,319 23%	2,289 53%	9 Sec
↓ Low Risk and Early	1,458 8%	248 17%	17 Sec
↑ Repeat visitor - no account	1,384 7%	302 22%	22 Sec
↑ Active trading in roth and 401(k)	942 5%	132 14%	4 Sec

Collaborate

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Investing

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Jump-Start Templates Speed Time-to-Value

- **Extensible, Configurable Software Templates**

- Software to accelerate solution construction for specific business needs
- Prebuilt collaboration components, Portal sites and structure commonly used in a target industries
- Code that customers or partners can easily modify and customize

- **Built-in Best Practices**

- To help IT speed deployment and reduce the cost of portal-based business solutions
- Solve recurring user needs in a best practice way

Healthcare Patient Portal



Portal, WCM

Government Self Service



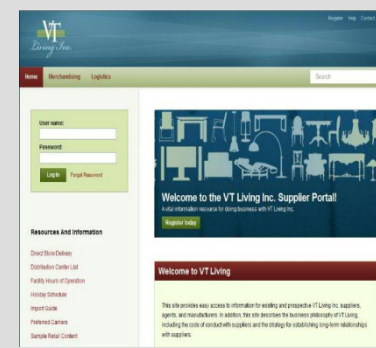
Portal, WCM, Forms

Online Banking



Portal, WCM, Connections, ST

Retail Vendor Portal



Portal, WCM, Forms, ST

Insurance Agency Portal



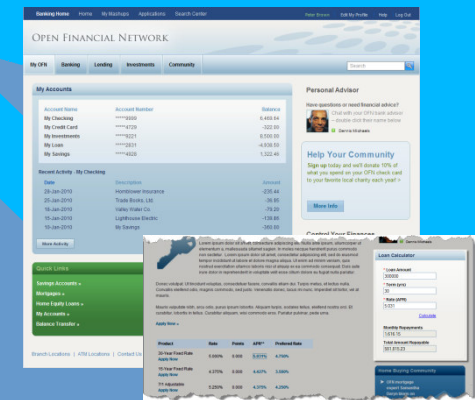
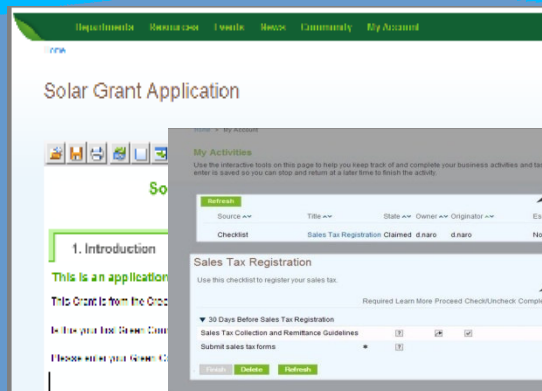
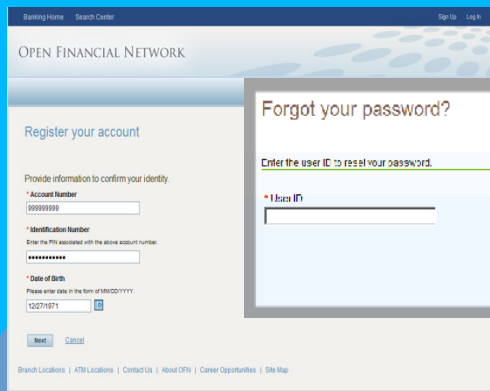
Portal, WCM, Forms, Connections, ST, Dashboards

Product Pre-Requisites

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Web Experience Integration Modules

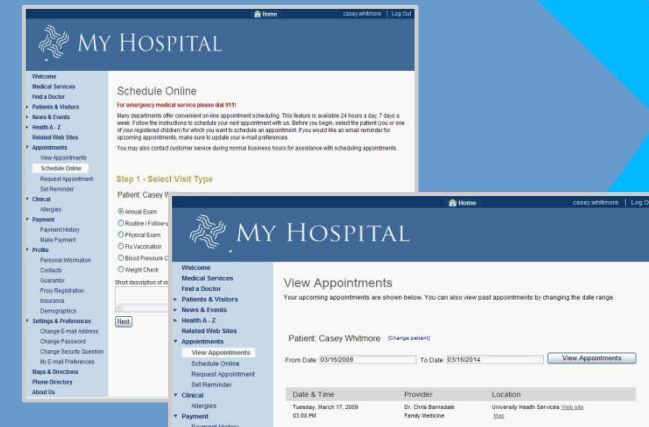
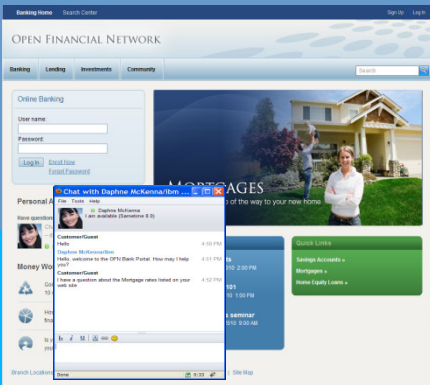
Customizable Source Files for Common Integration Scenarios



Account Registration and Self Care Models provide a presentation layer where portal users create, modify, or delete data in the user registry.

Unified Task and Check Lists Aggregate tasks from multiple systems into a single UI. Users can complete to advance workflows or launch an inline eform

eBanking Portlets Customizable transaction and simulator portlets for a range of e-banking services for both web and mobile devices



Live Chat Portlet featuring ST chat integration

Web Content Template Catalog A quick start for creating dynamic Web content when creating portal sites.

Appointment Scheduling

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Portal & WCM NOW

*Software Asset and Deployment Method Delivering
Production Intranets and Websites in Just Weeks*

What are the “NOW” Assets?

- Reusable, customizable **Portal** and **WCM software templates**
 - Easily configurable to fit many customer use cases for a rich content portal
 - WebSphere Portal structure with Web 2.0 themes
 - Pre-configured WCM with support for rich text editing
 - Ready to use services, application or web links, feeds, ST contacts, documents, people finder, Google gadgets
- A proven, **predictable deployment methodology** speeds time to production



New News

- **New version 3.0** software asset
 - *Turnkey interoperability with **Industry Templates** and **WebSphere Portal 7.0***
 - *Helps customers consume solutions at their rate and pace – start small and grow*
- New **WCM NOW** template – for customers who want an interactive website but lack skills to manage and deploy



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Exceptional Web Experience Cloud Solutions

Available Today

Offerings

- WebSphere Portal
- IBM Web Content Manager
- IBM Forms Turbo
- Lotus Mashup Server

Hosted by

- Amazon Web Services™
- IBM Smart Business Development and Test Cloud

Managed Services Partners

- IBM GTS
- Ascendant Technology
- Ixion Cloudcast Blue

Planned for 2011

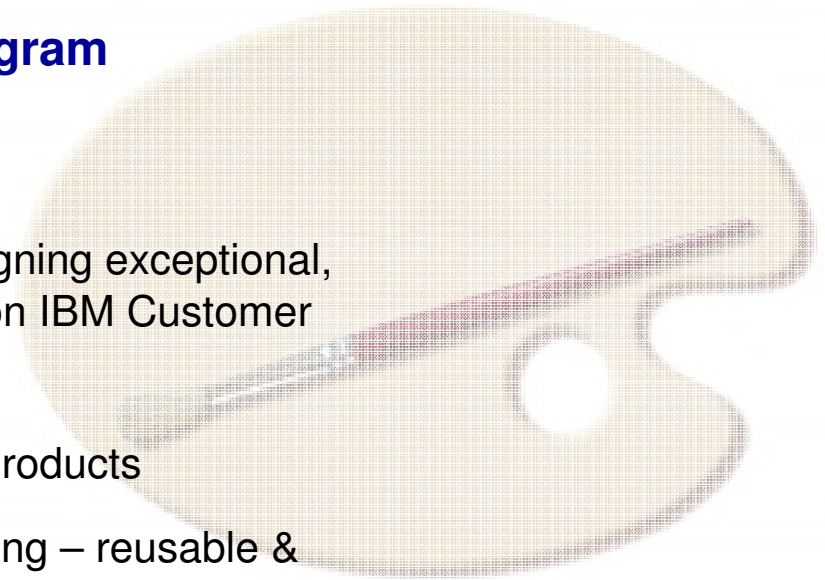
- IBM Cloudprint for IBM Customer Experience Suite
 - *Operational Model conveys what's possible on the IBM Cloud*
 - *Entry point organizations can leverage to build out and/or augment to meet their needs for exceptional web experiences*

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Design Agency knowledge

IBM Customer Experience Suite Agency Program

- Teams IBM with interactive agencies to:
 - Expand community of resources skilled in designing exceptional, visually exciting customer experiences based on IBM Customer Experience Suite
 - Solicit feedback from agencies to drive better products
 - Create visually stimulating and artistically exciting – reusable & customizable – themes and skins





Exceptional Web Experiences Recognized



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

RBC Royal Bank – Online Banking Site 2010 Surviscor's Online Banking scorCard (Winner)

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

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

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

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

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

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

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

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)

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

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)

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

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

IBM – developerWorks 2010 Forrester Groundswell Award – Forrester Research (Winner: B2B division)

IBM – developerWorks 2010 US SMB Social Media Marketing Award – AMI-Partners (Winner: Community Development award)

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

Spatial Information eXchange Portal 2008 Delivering the plan – Business (NSW Premier's Gold Award)

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

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

Exceptional Web Experiences Deliver Better Business Outcomes

Business advantage

Conversation spectrum

Technology advantage

Growth

- **HSBC** realized a 35% improvement in marketing campaign revenue
- **Bharti-Airtel** grew subscribers from 6 million to 110 million in six years while providing quality services and support online
- **Lufthansa** supports 16,000 customer check-ins/day. In 2008, 3.7 million online flights were booked, growing by 37% in 2009



Customer Satisfaction

- **Lufthansa** handles 10,000 people making travel requests every second
- **LA County** offers a consistent online experience across 38 departments for 10.4 million constituents
- **Boston Medical** increased referrals by 30% and reduced no-show rates by 10%
- **Woodmen of the World** reduced call center support calls by 30%



Efficiency

- **Miami-Dade County** saved \$1 million per year in labor costs
- **US Army** saves \$1.3 Billion per year supporting 1.4 million Army personnel
- **Harley-Davidson** improved IT efficiency by 80%
- **Wimbledon** efficiently scaled its website to serve 12.3 million people in 2009, 23% more than in 2008



Exceptional Web Experience: BCBS SC



Business Need:

BCBSSC struggled to manage the increasing complexity of its distributed server environment. Specifically, the environment lacked standardized software across all servers. In addition, BCBSSC had historically utilized Web portal solutions that were hard to maintain and modify. Therefore, the organization wanted to partner with an industry leader to develop a standard Web content platform that offered the flexibility to meet its changing needs.

Solution:

To implement a comprehensive Web portal solution, BCBSSC engaged IBM Software Services for Lotus (ISSL). The ISSL Lab Services team, working with IBM Business Partner Ascendant Technology, LLC, assisted with development by building a plan comparison tool and personalized health toolkit. IBM Software Services for WebSphere provided the underlying WebSphere infrastructure, which included IBM WebSphere Portal Enable V6 software and IBM WebSphere Application Server V6.0.2 software. The B2C Web portal is publicly accessed at www.myhealthtoolkit.com.

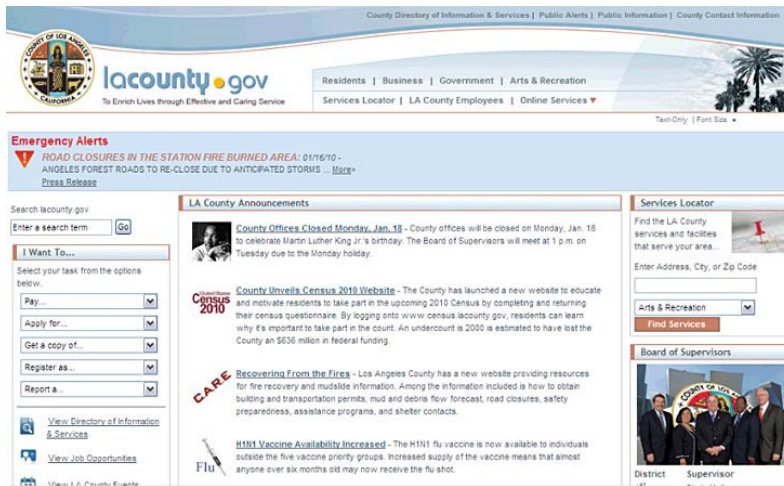
Benefits of the Solution:

By virtualizing its Linux environments on two IFLs, BCBSSC reduced its environmental management costs and improved the efficiency of its hardware and software assets. Furthermore, the highly flexible WebSphere environment allows the organization to quickly and easily modify its Web portal to meet ever-changing business requirements.

An exceptional Web experience helps deliver better services to more people with greater efficiency



Consolidating multiple online properties to deliver a seamless e-government experience



Business Need

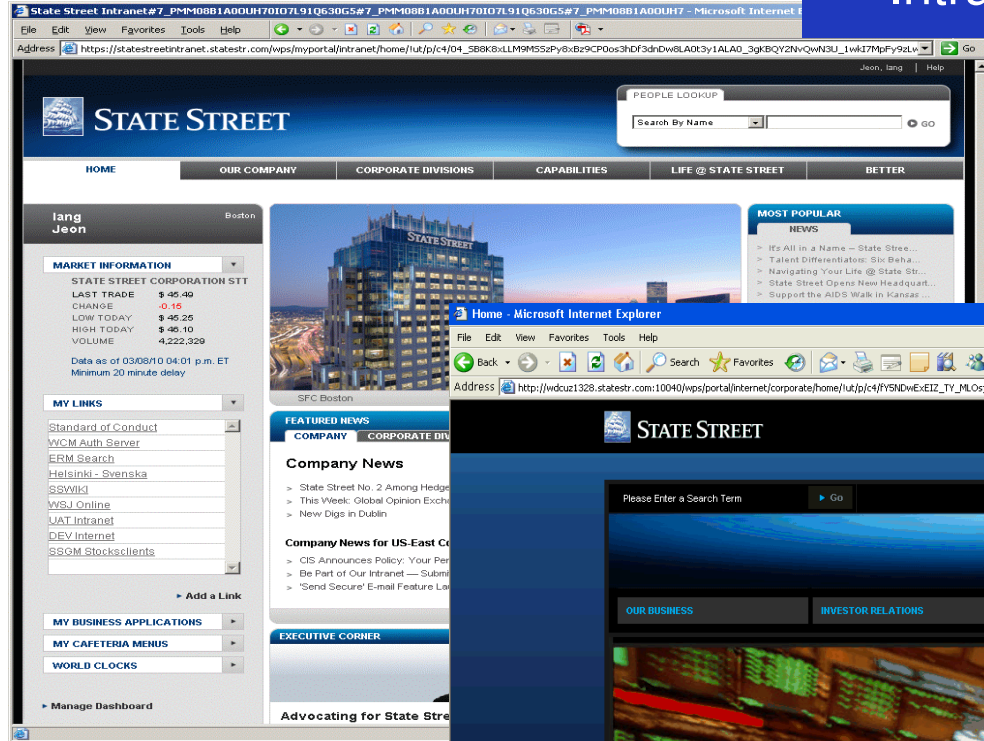
- Establish and promote the LA County brand
- Create a more cohesive and interactive communication channel with its residents
- Reduce the number of external facing websites managed by different departments

Real Results

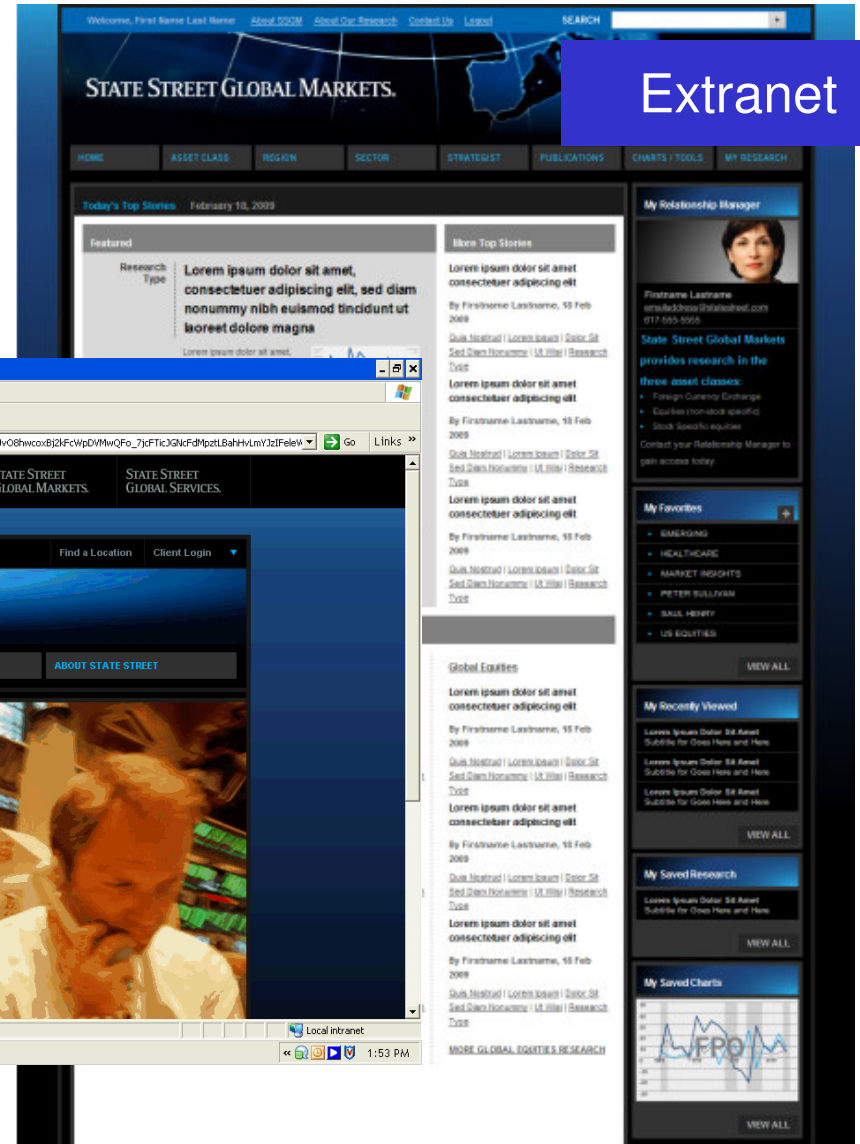
- **Over 75% increase** in unique visitors per month
- 1.2 million page views from 500,000 visits per month, a **48% increase**
- **Constituents** now make up **70% of visitors**, up from 40%
- Delivers a **cohesive and consistent user experience** to over **10.4 million citizens**
- Eliminated silos by **consolidating online services from 47 different departments**

Exceptional Web Experiences: State Street Bank

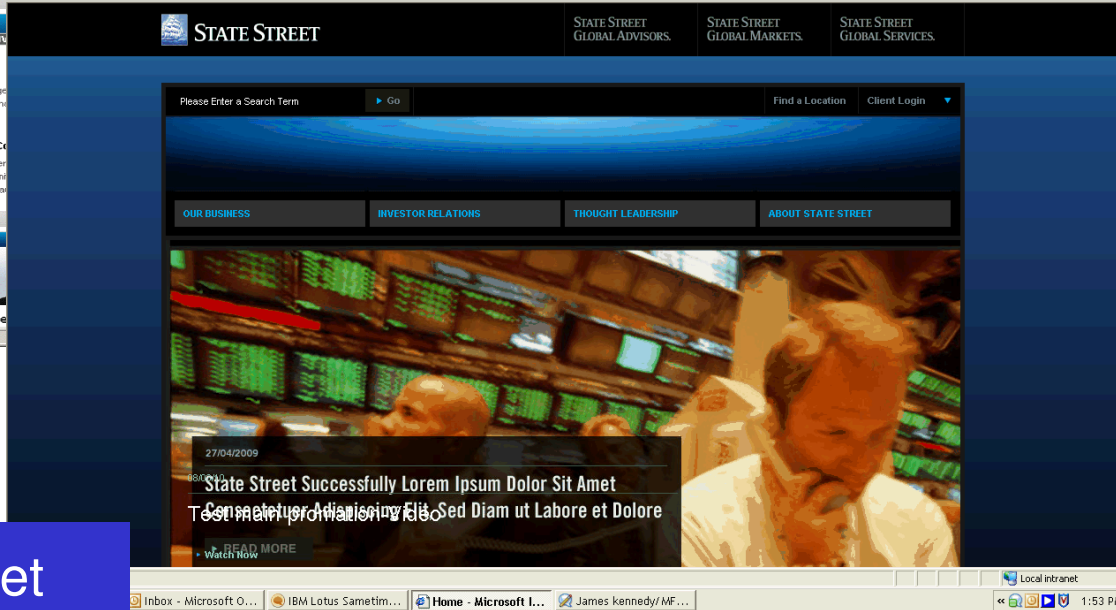
Intranet



Extranet



Internet



IBM Project Northstar

IBM Customer Experience Suite

