



Exceptional Web Experience

Philip Blackburn | AP Tiger Team Leader | IBM

Get Social. **Do Business.**

Note:

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.



- IBM Web Experience Strategy and Themes
- What's New and What's Coming in vNext
 - Create *content-rich* websites very quickly
 - Leverage *social* features to drive innovation, reduce costs, & improve productivity
 - Make evidence-based decisions with enhanced *analytics* support
 - Deliver rich, multi-channel experience with new *mobile* capabilities
 - Speed *integration* of your existing assets
 - Get faster to market – at a reduced budget with *core platform updates* and featured designed to reduce *Total Cost of Ownership*
- Themes for later 2012 and into 2013



Our Mission – Helping You Deliver Exceptional Web Experiences

Relevant & personalized
to individual needs



Engaging --
memorable, compelling, moments of truth



Portable --
consistent experiences when & where needed



Trustworthy: *Delivered with reliability, security, consistency*

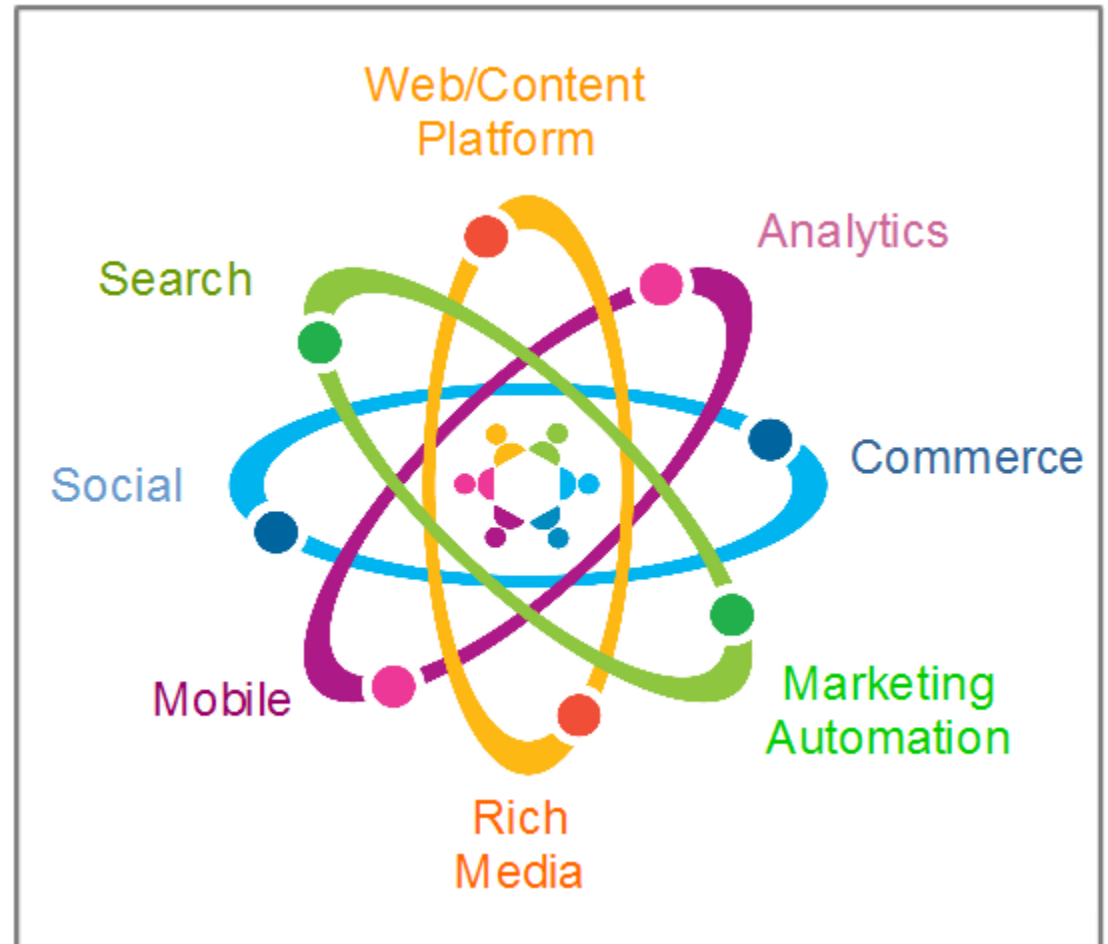


IBM's Exceptional Web Experience Strategy



Helping You Create Differentiated, Engaging Online Experiences

- .Integrated** – Speed time to market with a core platform
- .Open** – Leverage & extend existing data sources through robust integration capabilities
- .Social** – Drive innovation & improve collaboration thru socially-infused experiences
- .Instrumented** – Support evidence-based decision making through analytics
- .Contextual** – Increase customer satisfaction by with experiences tailored to a user's location, attributes, preferences, device, behaviors.
- .Flexible** – adapt to handle the latest advancements + technology changes



Our vision is to help you realize the “art of the possible” for engaging your customers on the web



Rapidly Delivering New Features - Web Experience Fast Track



United States [change]

Home Solutions Services Products Support & downloads My IBM Welcome [IBM Sign in] [Register]

IBM Web Experience Fast Track

Get new features & solutions as soon they become available

Introducing IBM Web Experience Fast Track

IBM Web Experience software offerings are flexible and open; designed so organizations can deploy a sustainable web experience platform, then add new capabilities when they need them. The IBM Web Experience Fast Track is a program to deliver 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
- May be added to most existing deployments without requiring a migration/upgrade
- Speeds availability of the latest Social, Mobile, Analytics, Content, Integration, and more, web experience software assets

Check back often for the latest updates!

Latest Web Experience Solutions

Web Application Integration

IBM Web Application Bridge
Easily integrate existing Microsoft Sharepoint and other Web applications into WebSphere Portal and IBM Customer Experience Suite

Updated WSRP 2.0 Producer for WebSphere Application Server 8.0
Readily consume and integrate WebSphere Application Server 8.0-based assets seamlessly, as SOA-based services, into WebSphere Portal 7.0 and 6.1 web experiences.

Social Integration

IBM Connections Portlets
Integrate the Activities, Blogs, Bookmarks, Profiles, and Wiki applications of IBM Connections directly into custom web experiences.

WebSphere Portal OpenID Authentication
New support to integrate OpenID and OAuth (with WebSphere Portal V7) to authenticate web users from providers that use these standards-based identity specifications such as Google and Facebook.

We're here to help

Considering a purchase?

- Chat now
- Request a quote
- E-mail IBM

Or call us at:
877-426-3774
Priority code:
109HE03W

News and events

- Exceptional Web Experience Conference
- Berlin, Germany --
October 10-14, 2011
- Gartner Portals, Content & Collaboration Summit 2012
- Impact 2012
- Save up to 15% - Lotus & WebSphere Portal software

More Web Experience Solutions

- See All
- Self Registration Portlet
- Web Application Integrator
- Google Gadgets Portlet

The IBM Web Experience Fast Track is a program to **deliver new, valuable, web experience features** and solutions to existing implementations as **soon as they become available.**

- New features fast – without waiting for major releases
- No upgrade required!

Find out what's new on the Fast Track -
<http://www.ibm.com/software/genservers/portal/fasttrack>

Highlights of Key Features by Quarter



Q1 2011

- **Speed time to market** with new Insurance Agency Template + Portal NOW-for Portal 7
- **Support multi-lingual content authoring**— with a new, fully supported WCM asset
- **Improve collaboration** with an Ajax-based IM support (ST Proxy)
- **Speed development thru the Cloud** with IBM Cloudburst prescriptive hosted models

Q2 2011

- **Speed time to market** with *all* templates free via catalog + delivery of WCM Now
- **Go Mobile** – build smartphone apps with a native look & feel with new Web Experience Factory 7.0.1
- **Social Business in Action** – support for ideation blogs
- **Easily integrate SharePoint** with new Web Application Bridge & CMIS builders + sample
- **Better integration** with support for OpenID & Lombardi
- **1st release of v8 Beta**

Q3 2011

- **Dramatically speed website development** with the new Content Template Catalog
- **Go Mobile** with new Mobile WebKit Themes and the updated Mobile Portal Accelerator
- **Integrate SAP Netweaver apps** with the SAP Portal Integrator
- **Capture new insight** – Dashboard Framework now included with Portal Extend & Customer Experience Suite
- **2nd release of v8 Beta**

Q4 2011

- **Social Business In Action**
 - Community Page-aware portlets: Forums (Summary & detail), Activities detail, Blogs summary, Community overview, and Members summary. - Connections + Portal Search integration
- **3rd release of v8 Beta**

Q2 2012 - V8!

- **Get Smart** - analytics overlays on intelligent web pages. Enhanced tagging & instrumentation. Enhanced SEO support.
- **Social Business in Action** - Dynamic Community Pages
 - Tag Center & Rating Integration
 - Search integration – internal + SEO
- **Deliver engaging experiences**- Digital media integration
- **Simplify + speed web site mgt + creation** -
 - Single place to manage content + pages
 - Browser-based form creation in CExp & Extend
 - Cloud + VM options
- **Value-added Modules** – Vnext of Forms and MPA
- **TCO enhancement** – WAS 8, config wizard...

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Key Investment Areas for Web Experience



Content



Social



Analytics



Mobile

Integration



Content Template Catalog V3

Dramatically Speeding the Time to get an Initial Site Going



Available Today

- Complete set of templates – content, page, site – makes initial web site development a snap
 - Dramatically eases process of setting up a WCM page or site – simply select from the pre-built components and build up a site
 - Use samples as is, or copy, customize, and combine with your own assets
- Prescriptive approach makes it easy to 'get it right'
- Content items show up on palette
 - Easy drag & drop of content onto the page
- Page metadata/SEO
 - Title, keywords, categories, etc taken from WCM content and rendered as keywords in the HTML HEAD
- Analytics instrumentation





Home



Prev 1 2 3 Next

Est et sumo legere feugait. Ut duis oportere imperdiet sed.

Latest News



Appetere definiebas et qui

Jun 11, 2011 by xyzadmin

Nisl ferri detraxit et nec, ea eam enim graecis. Est et sumo legere feugait. Ut duis oportere imperdiet sed. Read more...



Awesome Great News Item - changed 2 Jun 20, 2011 by xyzadmin



Congue tollit recusabo pri in. Jun 17, 2011 by xyzadmin



Appetere definiebas et qui Jun 11, 2011 by xyzadmin

Inermis delicata eloquentiam

Jun 2, 2011 by xyzadmin

His timeam pententium

May 11, 2011 by xyzadmin

Denique iudicabit cu ius

May 10, 2011 by xyzadmin

Cu feugait vivendum

Apr 20, 2011 by xyzadmin

Integre denique lucilius

Apr 20, 2011 by xyzadmin

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- Rotating Images
- Highlighted Item and Item List
- Subscribe and Print
- Social Buttons
- Scrolling Nav
- Tagging & Rating
- ...and Much More!!

- Awesome Great News Item - changed
- Appetere definiebas et qui
- Vestibulum lacinia arcu eget nulla
- Sed sit amet metus vitae neque
- Fusce scelerisque risus



Latest News

Create new: [News](#)

Search for: From: To:

- 

Awesome Great News Item - changed 2
 Jun 20, 2011 by [xyzadmin](#)
 Ex nam vitae utinam salutandi. Ad pri nonummy consequat instructor. Cu feugait vivendum dissentias sed [Read more...](#)
- 

Congue tollit recusabo pri in.
 Jun 17, 2011 by [xyzadmin](#)
 Est vidisse delenit nonummy id, id has congue insolens electram, pri dicam efficiantur no. Augue integre suscipiantur est cu. [Read more...](#)
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Appetere definiebas et qui
 Jun 11, 2011 by [xyzadmin](#)
 Nisl ferri detraxit et nec, ea eam enim graecis. Est et sumo legere feugait. Ut duis oportere imperdiet sed. [Read more...](#)
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Featured News



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 Nisl ferri detraxit et nec, ea eam enim graecis. Est et sumo legere feugait. Ut duis oportere imperdiet sed. [Read more...](#)

Pro mutat homero
 Apr 20, 2011 by [xyzadmin](#)

- 20+ templates
- News
- Events
- About Us
- Alerts
- FAQs
- Press releases
- Job Openings
- Meetings
- Courses
- Facilities
- Sections
- Topics
- Etc .



News

Inline editing via edit buttons.

Awesome Great News Item - changed 2

By xyzadmin on Jun 20, 2011

Ex nam vitae utinam salutandi. Ad pri nonumy consequat instructor. Cu feugait vivendum dissentias sed

This is a great example for Jon L. mea ad probatus pericula scribentur, facilis omnesque periculis cu mel. Nisi ferri detraxit et nec, ea eam enim graecis.

Example for Laura!!

No kasd offendit singulis nec, omnes platonem voluptatibus ut vim, et quot periculis adversarium per. Congue tollit recusabo pri in. Assum omnes veniam mei ut, ea meis ullamcorper per. Ex sale causae mei, malis commune sed ei, periculis deseruisse dissentias est at. Unum prima nam ex, te molestie abhorreant mei, malis causae theophrastus cum ne.

Inermis delicata eloquentiam mei ex. Id primis adversarium per. ludico alienum et pri, diam posse gubergren mei ne. Possit nominavi no eam.

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Ei eam nobis accusam elaboraret, vix takimata inimicus concludaturque et. Mel paulo utinam reformidans ad, ei ferri ullum sit. Ex nec paulo causae audire, duo esse suavitate conclusionemque ei. Ne mel dolores percipitur efficiantur, et consul admodum senserit pro, falli postum ea pro. Pri te denique periculis mnesarchum, no quo



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Jun 11, 2011 by xyzadmin

Nisi ferri detraxit et nec, ea eam enim graecis. Est et sumo legere feugait. Ut duis oportere imperdiet sed. [Read more...](#)

Pro mutat homero

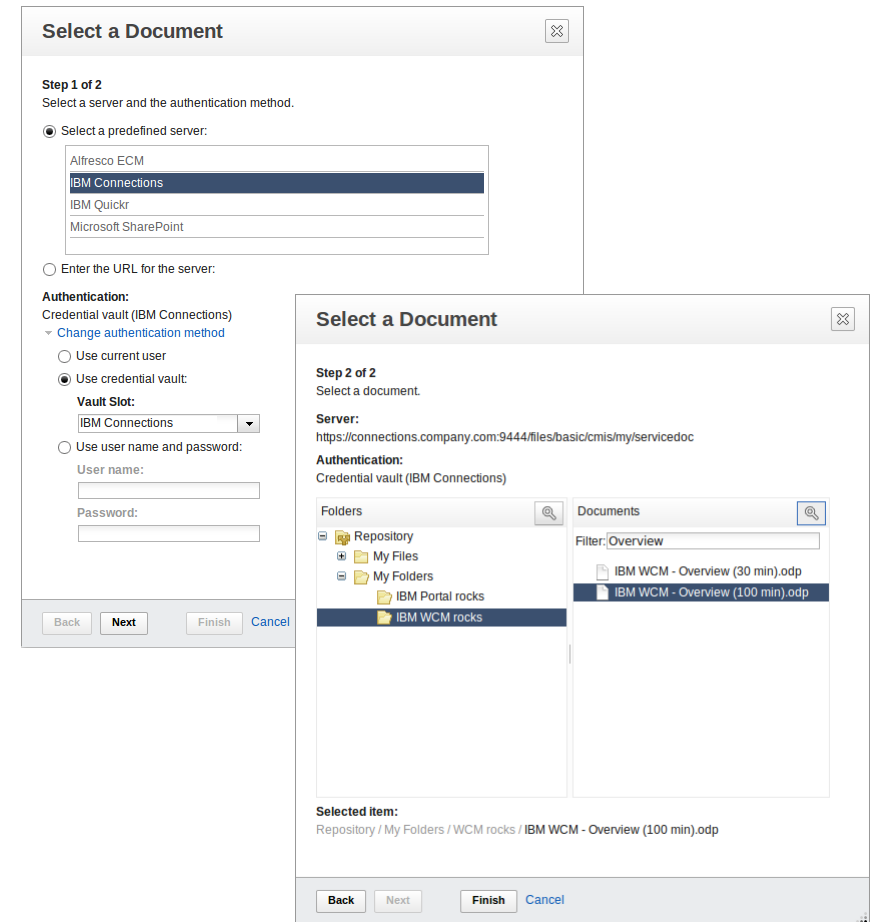
Apr 20, 2011 by xyzadmin

Business users can very easily configure content, images, promos, how the images appear, etc.

Quickly Access Remote Content with the New Federated Documents Feature



- Browse and select folders & documents stored in external repositories (like ECM, Sharepoint, media libraries) with the all-new federated documents picker wizard
- Use rich-text editors provided with IBM Web Content Manager to link documents
- Acquire and publish metadata about documents from external repositories in a personalized and secure manner
- Access content from remote systems that support the following:
 - Content Management Interoperability Services 1.0 (CMIS 1.0)
 - Document Services remote interfaces, as supported by Lotus Quickr, DB2 Content Manager, and FileNet Content Manager
 - Atom feeds



Seamless Integration of Portal Pages, Components and Web Content

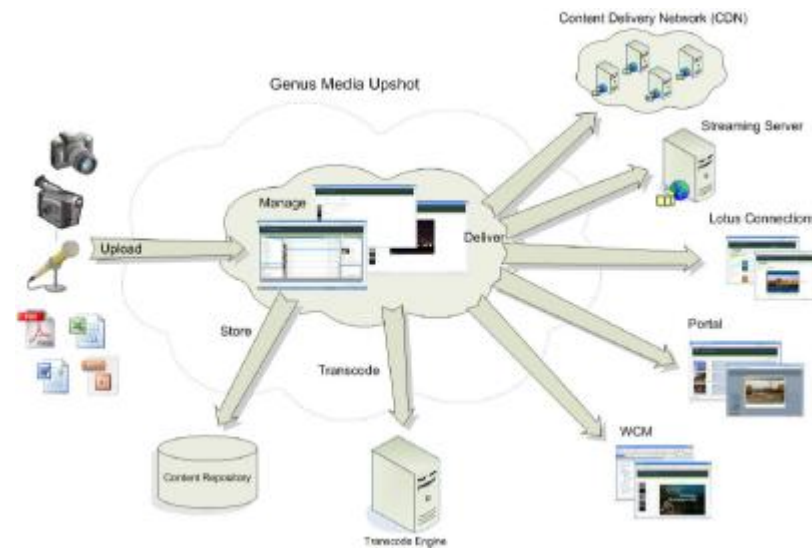
- Content as a portlet (generation 0)
 - Portlet as window into content world
- Content as part of the site (generation 1)
 - Content as first class citizen
 - In context search results
 - In context linking
- Authoring of entire Portal Sites
 - “Site” Projects
 - Authoring of entire Pages
 - Review, Approval, Publishing
 - Syndication of Sites between Authoring and Rendering Servers



Deliver Immersive Web Experiences by Easily Integrating with MediaBeacon and Genus

- **Create engaging, interactive sites** that leverage **rich media assets** (i.e. video, audio, images et. al.)
- **Simply ingest rich media** managed by:
 - **MediaBeacon R3volution** Digital Asset Management (DAM) solution
 - **Genus Technologies Media Upshot** leveraging IBM ECM technologies for rich media storage
- **Manage and edit rich media assets** in Media Upshot and MediaBeacon to leverage best of breed digital asset editing capabilities including:
 - Video transcoding and streaming
 - Rich content editing
 - Meta-data based search.....and many other rich media editing functions

Genus Technologies Media Upshot



MediaBeacon R3volution



Key Investment Areas for Web Experience



Content



Social



Analytics



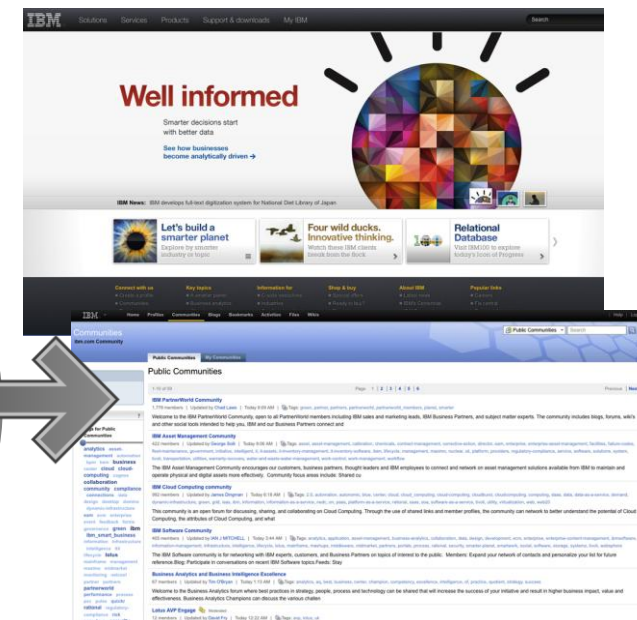
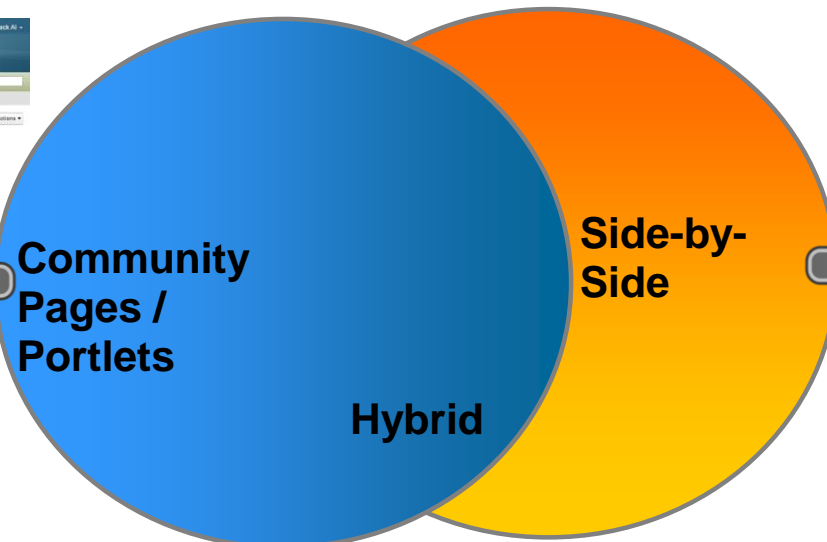
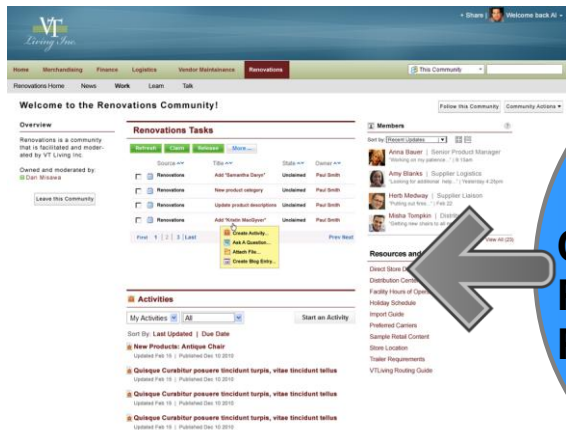
Mobile

Integration



IBM Social Portal Strategy

Increasingly Flexible Approaches for Using WebSphere Portal and IBM Connections Together



Community Pages

Infusing social communities in Portal

•Consistent User Experience

–Common page navigation, look and feel between IBM Portal pages and Connections

–Social data is surfaced through the portal user interface

•In Context

–Scope and associate Connections with relevant web content or portal page

•Targeted Social Content

–Display the appropriate social content to the right users

•Extensible

–Customize portlets with Web Experience Factory

Beta v8 + Portal 7

Asset Allocation: \$600,00.00
For Selected Account

Asset Class	Percentage	Value
Domestic Stock	80.96%	(\$405,000.00)
Foreign Stock	1.84%	(\$9,200.00)
Bonds	0.01%	(\$33.00)
Short-Term	17.12%	(\$75,000.00)
Unknown	0.00%	(\$10.00)
Other	0.06%	(\$250.23)

Ability to deliver context-sensitive content from Connections, business applications or processes (customer portlets), WCM or other content based on a specific community (such as the Retirement Planning Community)



Example of a Community Page

Home Administration Applications Search Center Tag Center

OPEN BIER XFlavX Exceptional Flavor Series

About Beers News & Events Food Media Room Community

Home / Community

Community

Community Overview

Last updated Oct 3, 2011

A community dedicated to *Exceptionally Flavorful* beers

This Community is dedicated to our XFlavX - Exceptional Flavor Series - line of beer. Whether you are a fan of one or even all of tasty brands - Royal Raspberry Wit, Maple Trippel, Jalapeno Pilsener, Chocolate Imperial Stout, Strawberry Lager, Pumpkin Pie, Peach Cobbler, or Cherries Jubilee - we are so excited for you to join us on our trip to create the most delicious, unique beer on the planet!

Add Tags

Blogs

Latest Entries

Sort By: Date | Title | Most Recommendations | Most Comments | Most Visits

- XFlavX Taste Testing Events** Ideation Blog | 3 votes
Created By Joan Irvine | Updated Oct 3 | Tags: *events, tasting*
- XFlavX branded vintage baseball caps** Ideation Blog | 5 votes
Created By Ted Amado | Updated Oct 3 | Tags: *cap, vintage, merchandise, branded*
- Free wireless at your London Exceptional Flavor Brew Pub?** Ideation Blog | 6 votes
Created By Betty Zechman | Updated Oct 3 | Tags: *london, wireless*
- Ginger Chocolate Beer?** Ideation Blog | 6 votes
Created By Dennis Michaels | Updated Oct 3 | Tags: *ginger, chocolate, beer*
- What can we do to improve our XFlavX?** Ideation Blog
Created By Heather Reeds | Updated Oct 3 | Tags: *improvement, feedback*

XFlavX Forum

Start a Topic

Viewing 1 - 4 of 4

Topics	Replies	Last Post
Homebrew version of your Royal Raspberry Wit? Started by <i>Jasmine Haj</i>	0	Oct 07 By <i>Jasmine Haj</i>
How long will the Maple Trippel last? Started by <i>Alex Kay</i>	1	Oct 03 By <i>Samantha Daym</i>
Where can I find your Chocolate Imperial Stout?	2	Sept 29

Community Members

Connect

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Tweet 0

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Meet Our Brewers

Andrea C
Andrea has fine craft beer for a decade. With her prestigious belt she stands out in the industry.

Read more

Tags

2-legged advertising antique apple beer bierco blog blogs branded brewpub buddies cap ceo chairs chocolate communications comp competition competitive consumers customers elephants events experience expert facebook feat finance flavor flavored france gin government hcr healthcare hot hcbm ibm icp icp_lab idea ideas logist manufacturer many_eyes maple media medicinal merchandise mu onboarding online partner _market pepper pumpkin quality raspberry regional renovations rfp rumor s sam_adams smart stores straw suppliers tasting throwback tv visualization water web welcome

View as list | cloud



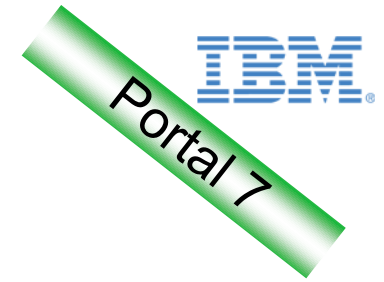
Create communities around a specific topic

Encourage sharing of ideas, driving innovation

Enable self-service, increasing customer satisfaction



How Community Pages Works



Step 1- Associate the Portal Page with a Community

With Portal v7, some manual assembly is required:

Page Properties

Set parameters: Lotus ANZ Community

Parameters: Click the appropriate icons to add, delete, and edit parameters and their values, or reset parameters to

New parameter: New value: * Add

All parameters

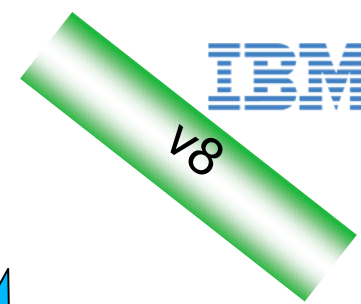
Name	Value	Inherited		
ibm.community.id	a7d575fd-3b11-40da-884e-eb33777025cb		<input type="button" value="edit"/>	<input type="button" value="delete"/>
ibm.community.page	true		<input type="button" value="edit"/>	<input type="button" value="delete"/>
ibm.community.home	true		<input type="button" value="edit"/>	<input type="button" value="delete"/>

Page 1 of 1

OK Cancel

In page properties, add a community ID property and point it to the Connections Community identifier





Tagging Integration

1. Operator can configure which tags from which external systems to be displayed

- CNN World
 - CNN
 - CNN Europe
 - CNN Technology
 - CNN TopStories
 - CNN U.S.
 - CNN World
- Lotus Connections
 - All
 - Activities
 - Blogs
 - Bookmarks
 - Communities
 - Files
 - Profiles
 - Wikis
- Delicious Bookmarking
 - Delicious Bookmarking
- IBM Lotus Germany Flickr Photostream
 - Flickr
 - IBM Lotus Germany Flickr Photostream
- Technorati
 - Technorati
- YouTube
 - YouTube
 - IBM YouTube channel

Tag Cloud

Tags

All | Community | Personal | Latest | Private

100 2011 a aaa Achievements Ad_Council admintag1
 advice_column ai alice-profile1 alice-profile2 alice-profile3 alice-profile4
 analytics Anniversary anonymous appetizer art atrix blog
 blogging Blogging blogs bob-blog-tag1 bob-blog-tag2 bob-blog-tag22
 bob-blog-tag3 bobexpert bobpub1 bookmark business Business
 business_analytics business_intelligence by cards career Celebration
 Change Chris_Lee clearpores climate-change CNN_Europe
 CNN_Technology CNN_TopStories CNN_US CNN_World
 collaboration content counting crazy creator css culture
 customer_reference_video cv data_analytics data_mining Date_Night
 de deep_analytics deep_blue design development don_johnson
 download eds-pick egypt Egyptian_movement environmentalism
 euresist extension extensions facebook firebug four_joko free
 funny funny_or_die gadget gasoline generator generators Green
 green_economy greeting groucho_marx helmet history History howt
 html humor humour ibm IBM IBM_Employees ibm_research
 ibm_watson IBMers ibmmobile icon iconos ideas Impact
 innovative_technology inspiration internet javascript jeopardy
 jeopardy_contestants jeopardy_questions jobs jquery js
 ken_jennings knowledge language learning liberation_square
 lifehack Lifestyle list lists lotus Lotusphere love
 machine_learning man_vs_machine management marketing
 Milestones mobile mobility money Mubarak mushroom
 natural_language natural_language_processing natural_language_search
 obama oil online part-time photos php plugin Politics port
 predictive_analytics projectmanagement protesters publishing qr_codes

2. User can select one or multiple tag(s) he is interested in

8 results have been tagged with **IBM** X

Sort by: Date | Title | Rating

YouTube IBM UCC strategy including Lotus Sametime
 Feb 15, 2011 5:26 PM
 Community tags: IBM, Lotus, Lotus_Sametime
 Your public tags:

YouTube IBM Centennial: How software innovation and collaboration software fit
 Feb 15, 2011 5:26 PM
 Community tags: digital_strategy, IBM, Lotus
 Your public tags:

IBM IBM Unified Communications and Collaboration
 Feb 15, 2011 5:26 PM
 Community tags: IBM, innovative_collaboration_tools, Lotus
 Your public tags:

IBM IBM Centennial Film: 100 X 100 - A century of achievements that have changed the world
 Feb 15, 2011 5:26 PM
 Community tags: 100, Achievements, Anniversary
 Your public tags:

CNN IBM business partner Sogeti talks about helping customers with Social Business solutions
 Feb 15, 2011 5:26 PM
 Community tags: IBM, IBM_business_partner, Lotus
 Your public tags:

3. Content from different systems is being displayed (can be selected)

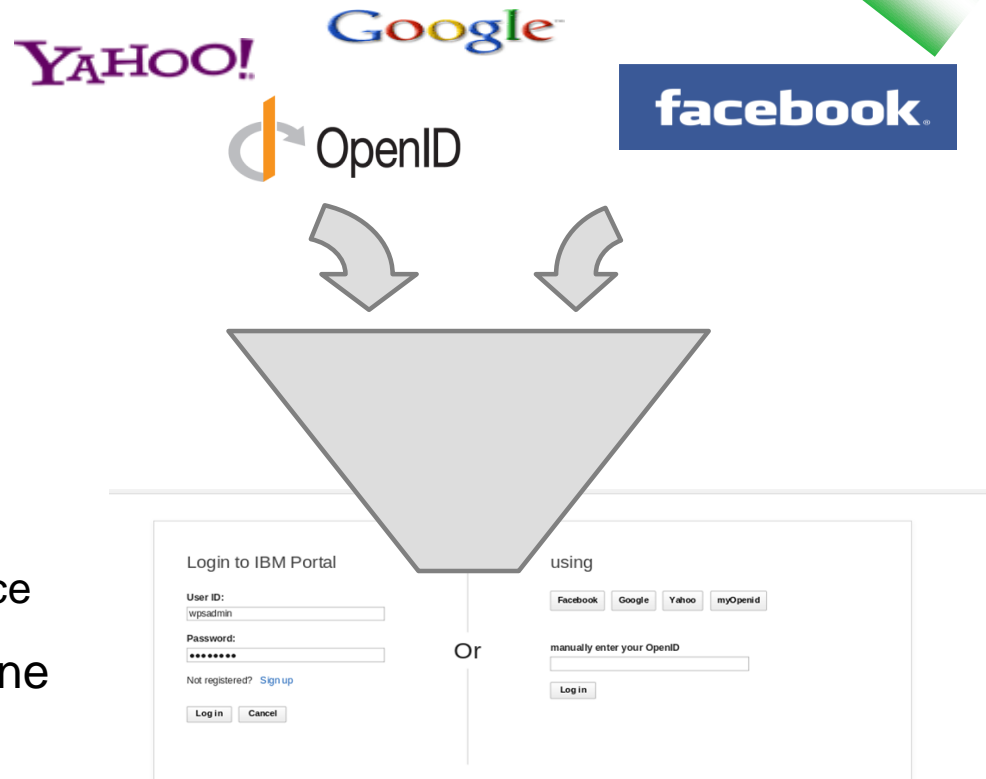
- There is one place for customers to go and see all the tags available...
 - Tags that have been assigned to Portal resources using Portal's T&R engine
 - Or even tags from other IBM software products like Lotus Connections, or any other external system like CNN.com, YouTube, Flickr, Delicious, and so forth
- An easy and convenient approach for searching for content residing inside or outside of Portal
- Note: Customers can also easily write their own code to integrate tags & ratings from an external system



Avail Now & in Beta V8

Support for Open ID

- Enable Users to authenticate using an existing OpenID with Portal to
 - Authenticate
 - Register
 - Access shared user profile settings
- Provides SSO experience for your site with full control of allowed external services
- Simplify Enrollment and Profile update
 - Retrieve user data from external service
- Implementation can be either standalone or based on Tivoli Federated Identity Manager (TFIM)
- Available from Solutions Catalog for WebSphere Portal 7.0.0.1



IBM WebSphere Portal



Key Investment Areas for Web Experience



Content



Social



Analytics



Mobile

Integration





Web Analytics

- IBM partners with market-leading web analytics companies to support key use cases and more
 - Who is coming to my site?
 - How did they find it?
 - What are they doing?
 - What did they search for? Did they find it?
 - What are the most popular areas?
 - What are the most popular topics/content?
 - What if I try this image vs that image? Do more people click on it?
 - What if I pick content with Rule B instead of Rule A?
 - Are they using the benefits tool?
- WebSphere Portal is instrumented out of the box
 - 17 integration points with ability for customers to add additional metrics including logging for WCM content
 - Post install config enables you to turn on the appropriate scripts within portal pages (themes)
 - scripts are provided for partner analytics products out of the box, but architecture enables customers to follow the pattern to integrate with other analytics providers



Instrumented for Analytics



Optimize a Web Property for the Greatest Results



- Overlay analytics results from your analytics software directly in context.
- View the effectiveness of a page, portlet, web content or custom application through inline overlays
- Support for flexible new campaign and generic tags that analytics engines can query
- Instrument custom applications with new Web Experience Factory 7.01 web analytics builder (and in RAD).
- Some report enablement in future CTC templates.

In Context Analytics – Continued



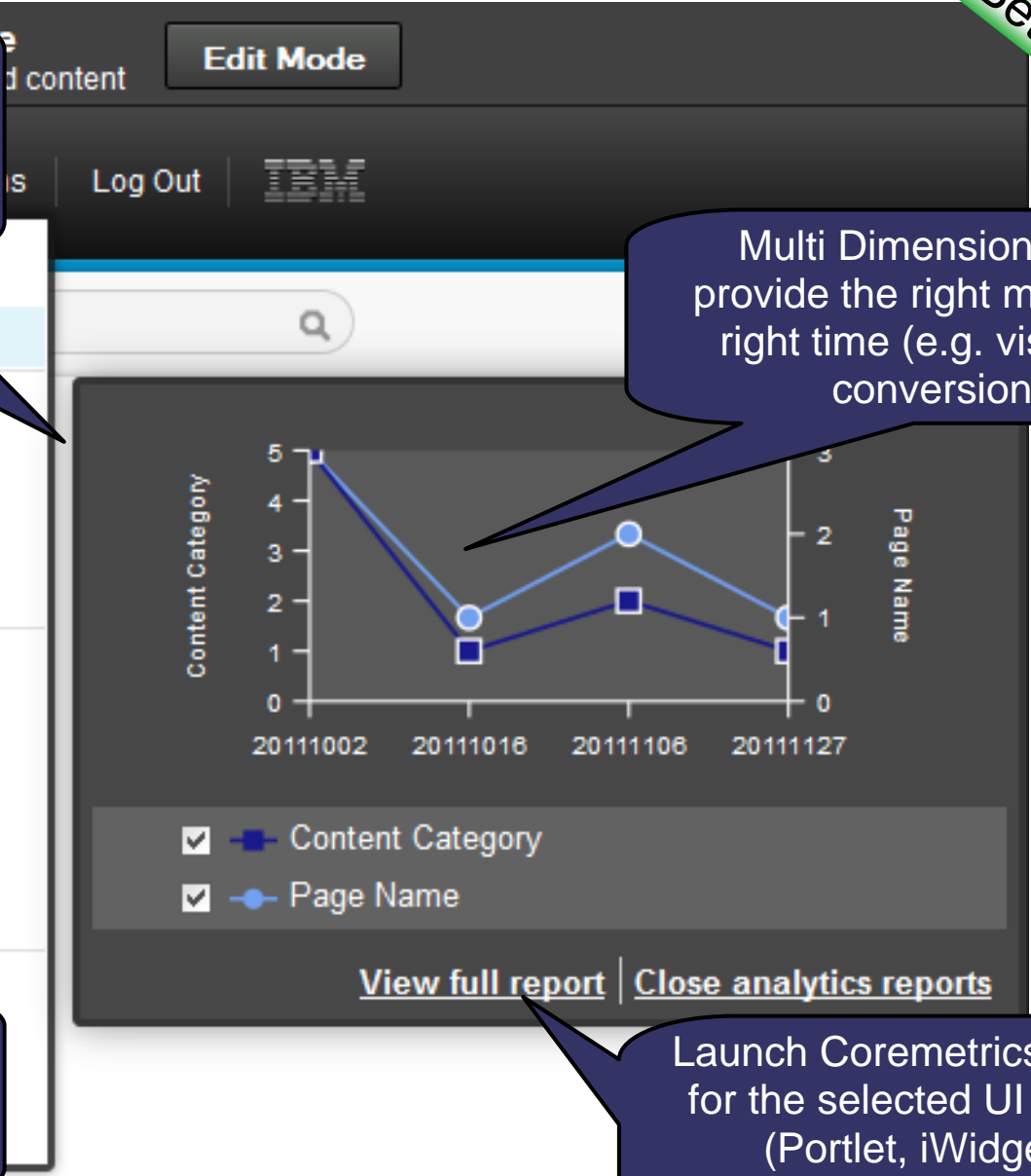
Beta V8

In Context: See exactly where your users focus within a page. See how often your users interact with a component

Multi Dimensional reports provide the right metrics at the right time (e.g. visits, clicks, conversions,...)

Choose from a set of coremetrics reports for the current view, right in context.

Launch Coremetrics Dashboard for the selected UI component (Portlet, iWidget,..) for specialized and ad-hoc reporting.



Working With Analytics Tags



Beta V8

The screenshot displays the IBM WebSphere Portal interface. At the top, a navigation bar includes links for 'Getting Started', 'CTF Test Page', 'CTF Legacy Test Page', 'test1', 'Support', 'wpsadmin', 'Impersonate', 'Actions', and 'Log Out'. The 'Actions' menu is open, showing options such as 'Edit', 'Tagging and Rating', 'Analytics', and 'Share'. The 'Analytics' section is highlighted, with 'Analytics Tags...' selected. In the foreground, a dialog box titled 'Add "Getting Started" to analytics tag' is open. It contains three input fields: 'Analytics tag name' with the value 'bannertest', 'Analytics tag value' with the value 'medal', and a list of 'Analytics tags associated with "Getting Started"' containing 'bannertest' and 'star'. The dialog has 'Add' and 'Done' buttons.

The user interface allows the assignment of **pages, portlets and web content to site promotions and analytics tags**

Portal and WCM context.

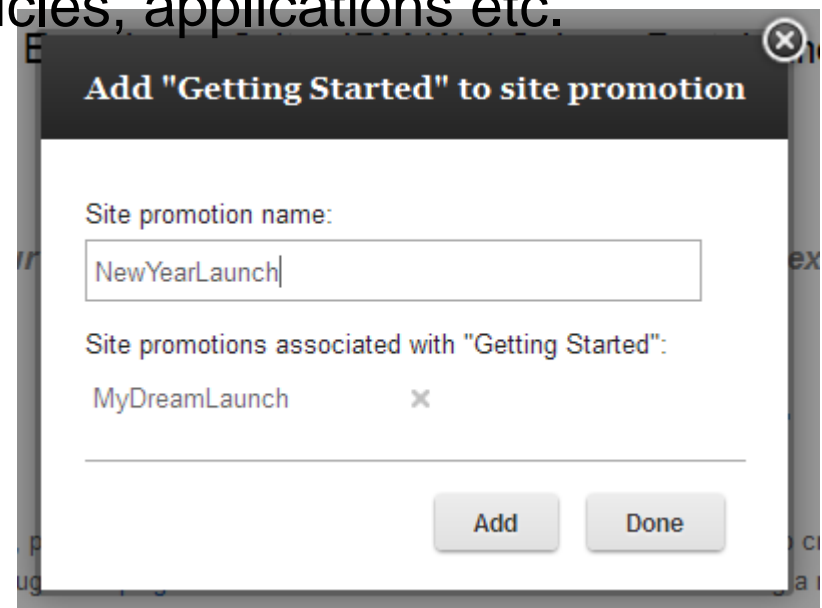
Restrict authoring templates usage. For example, use site



Site Promotions



- A site promotion is a part of a marketing plan (campaign).
 - Select that channels that the campaign targets.
 - Push the messages into these channels.
 - Measure success of the campaign and elements of the campaigns to adjust and optimize.
- Typical channels for the campaign could cover banners on non owned web properties, social media, emails, and find representations on your own web property, like banners, text, articles, applications etc.
- With Site Promotion tagging and analytics tagging you can easily identify areas of the website to be part of a campaign without any coding.



Key Investment Areas for Web Experience



Content



Social



Analytics



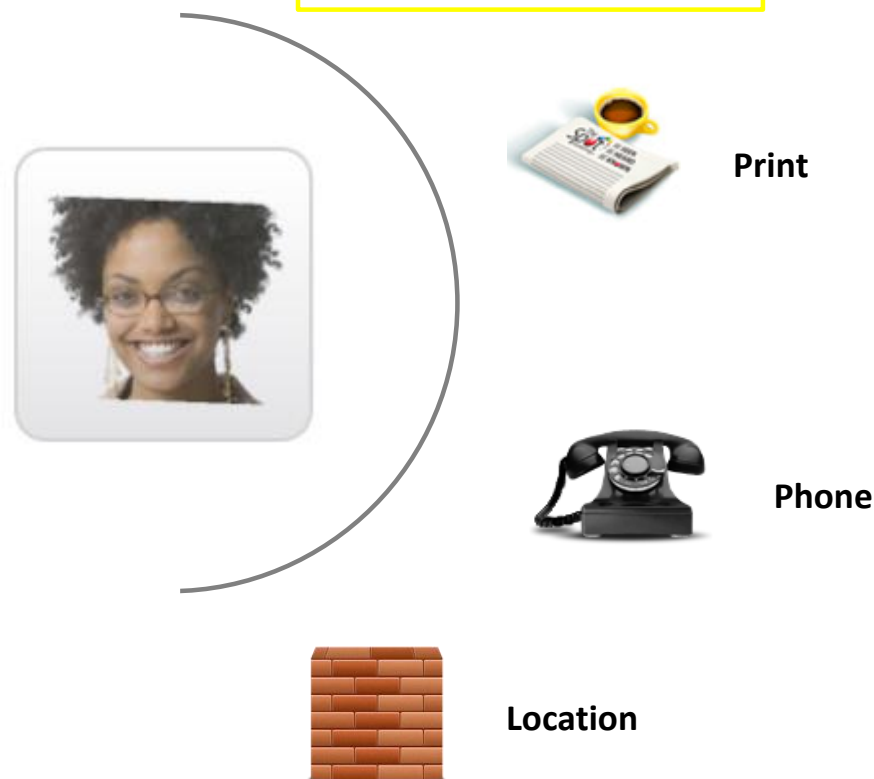
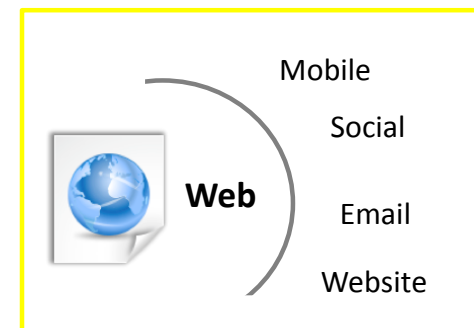
Mobile

Integration



IBM Web Experience Mobile Strategy

- We help you create web experiences across a variety of online channels
- As such, our focus is on HTML-based mobile applications vs native applications
 - Create services / content once and reuse across multiple channels
 - Use familiar web development skills, tools, and standards
- Want to create native apps?
 - IBM WCM can provide feeds to native apps that display content
 - Native apps can consume Portal's REST services to get role based navigation or user preferences
 - Hybrid toolkits might meet your needs



Selecting the Optimal Mobile Web Experience Solution

Does your organization need to...

Needs

...develop, manage and deploy a **mobile web site** or **mobile web applications** for a wide **variety** of devices and device types, including feature phones?



8,000 + Devices

Solutions



Mobile Portal Accelerator

OR

...develop, manage and deploy **web** and **hybrid** mobile applications for **smart phone** and **smart** devices?



iPhone, iPad, Android, Blackberry, etc.

WebSphere Portal Themes
+
Mobile Enabled Portlets (can be written using a variety of tools like RAD or Web Experience Factory)



Mobile Themes

Control look and feel, Site and Portlet Navigation



Blogs

Latest Entries ▾

Sort By: Date | Title | Most Recommendations | Most Comments | Most Visits

- VT Living "buddies" for new suppliers** Ideation Blog
Created By Betty Zechman | Updated May 6 | Tags: newbies, contacts, buddies | 2 votes
- More soothing music in the VT living stores** Ideation Blog
Created By Ted Amado | Updated May 4 | Tags: customers, music, stores | 0 votes
- Viral Marketing idea - Dancing elephants** Ideation Blog
Created By Samantha Daryn | Updated May 4 | Tags: viral, elephants, chairs, quality, marketing | 9 votes
- Becoming a supplier for VT Living** Ideation Blog
Created By Heather Reeds | Updated May 4 | Tags: onboarding, how-to, supplier | 0 votes
- Two legged Chairs Great for the Back?** Ideation Blog
Created By WP Admin | Updated May 4 | Tags: chairs, back, 2-legged | 15 votes

Viewing 1 - 5 of 5

Most Recent Documents

You are viewing: Supplier Files

Name	Modified	Modified By
Routing and Shipping Guides	04/30/2011	CSUITE\Administrator
EDI	04/30/2011	CSUITE\Administrator
Scheduling Forms	04/30/2011	CSUITE\Administrator
Co-Marketing materials	04/30/2011	CSUITE\Administrator

Most Active Discussions

Sort by: Relevance ▾

- What is Electronic Data Interchange or EDI? (2 replies) 10:30am
- Implementing EDI in a retail supply chain environment (5 replies) 9:13am
- Are there alternatives to EDI? (1 reply) Yesterday 4:25pm
- Advantages of EDI (3 replies) Jan 27

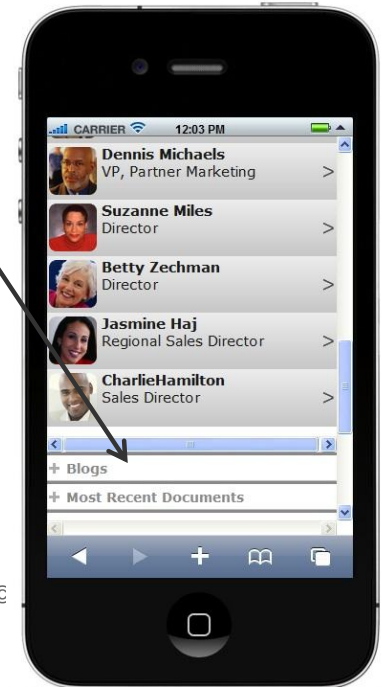
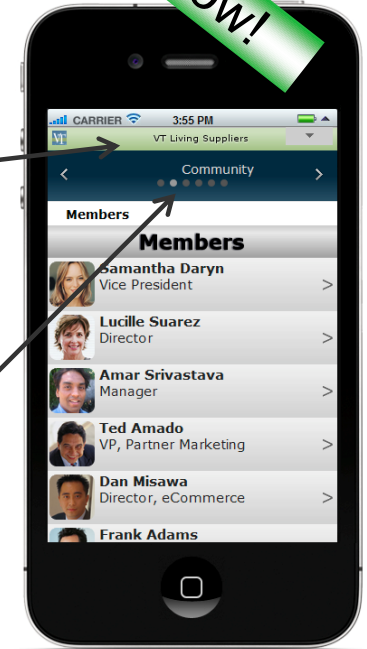
Resources and Information

- Direct Store Delivery
- Distribution Center List
- Facility Hours of Operation
- Holiday Schedule

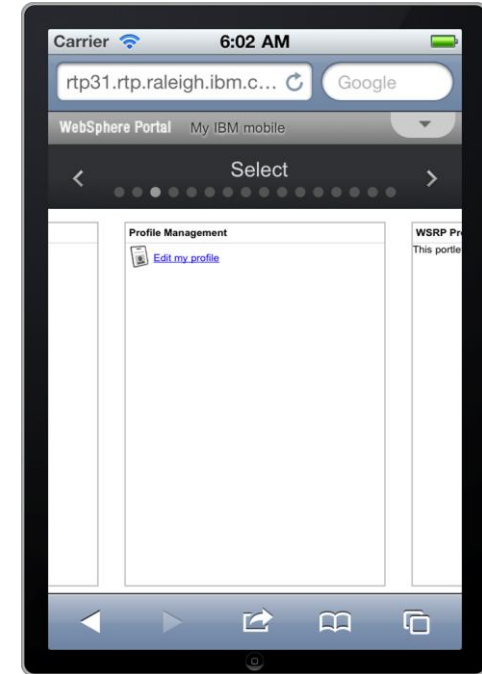
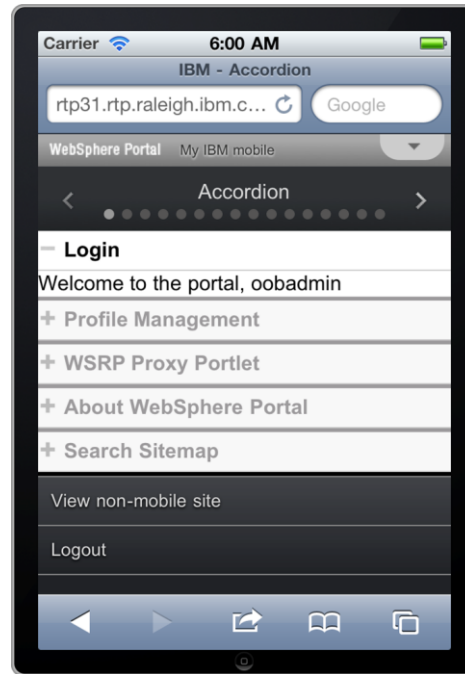
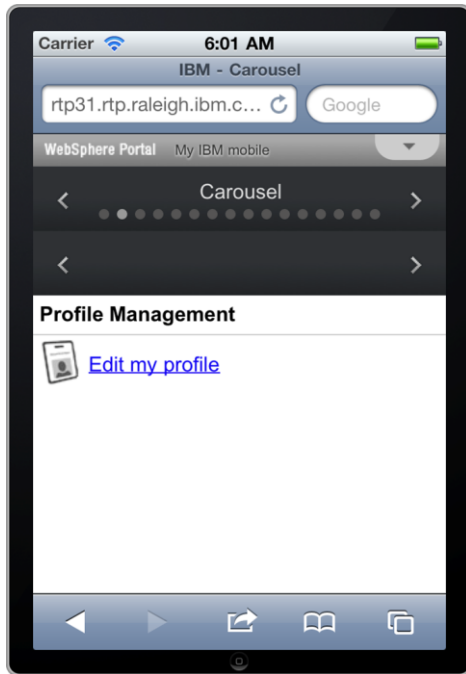
Look and feel of the mobile experience

Site navigation using common mobile interactions such as carousel, drill down and scrolling tabs

Page layout for presentation of page portlet navigation



New Navigation Themes



- **Page Navigation:** Carousel
- **Content Navigation:** Carousel
- **Transitions:** Pages and portlets slide in from left or right
- **Interaction:** User either taps on side arrows or uses finger swipe to navigate between pages and portlets

- **Page Navigation:** Carousel
- **Content Navigation:** Accordion
- **Transitions:** Pages slide in from left or right, portlets expand
- **Interaction:** User either taps on side arrows or uses finger swipe to navigate between pages, uses + to hide and show portlets on the page

- **Page Navigation:** Carousel
- **Content Navigation:** Select
- **Transitions:** Pages slide in from left or right, portlet thumbnail slide from left to right
- **Interaction:** User either taps on side arrows or uses finger swipe to navigate between pages, swipe is also used to view portlets on the page, user taps portlet to begin using



Mobile Navigation - Carousel

WebSphere Portal My IBM mobile

Welcome

News

IBM gets a handle on airport baggage
Smarter solutions help make a smarter airport. Amsterdam Airport Schiphol is a busy place. Based on the number of...
[Profiled for all IBM]

Inspiring women in GBS
Seizing opportunities - Michele Bassir
[Profiled for all IBM]

Amazing Global Race
Pellentesque habitant morbi tristique

Tap or swipe to navigate

2 finger swipe on content area changes pages as well



Mobile Navigation - Scroller

Tap on page tab to navigate



Swipe to display more page tabs or tap the arrows

– Syndicated Feed Portlet

▼ My Podcasts / IBM developerWorks Weekly

▼ [developerWorks feed announcement](#)

Published: Thu, 26 Apr 2007 21:30:00 GMT

This is a short announcement explaining the retirement of this feed and how to find the appropriate developerWorks feed to continue to receive this podcast series.

▼ [This week on developerWorks: Apr 17, 2007](#)

Published: Tue, 17 Apr 2007 23:30:00 GMT

Freelance writer and consultant, Martin Brown, talks about his two-part grid computing zone tutorial on how to design a scalable grid. And in our blogger-of-the-week segment, Todd Watson riffs on Googlenomics and Skypeconomics.

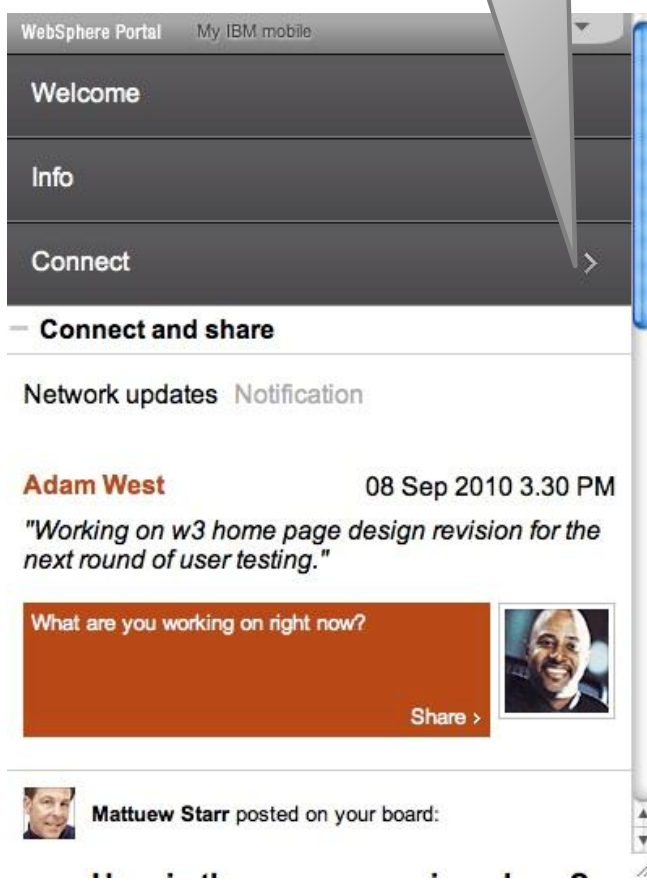
▼ [This week on developerWorks: Apr 10, 2007](#)

Published: Tue, 10 Apr 2007 20:30:00 GMT

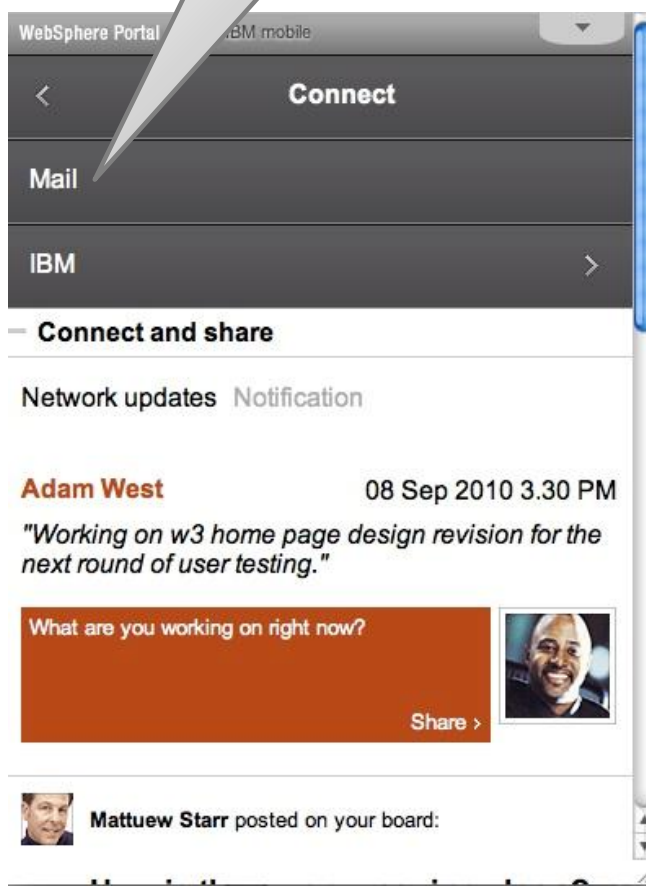


Mobile Navigation – Drill down list

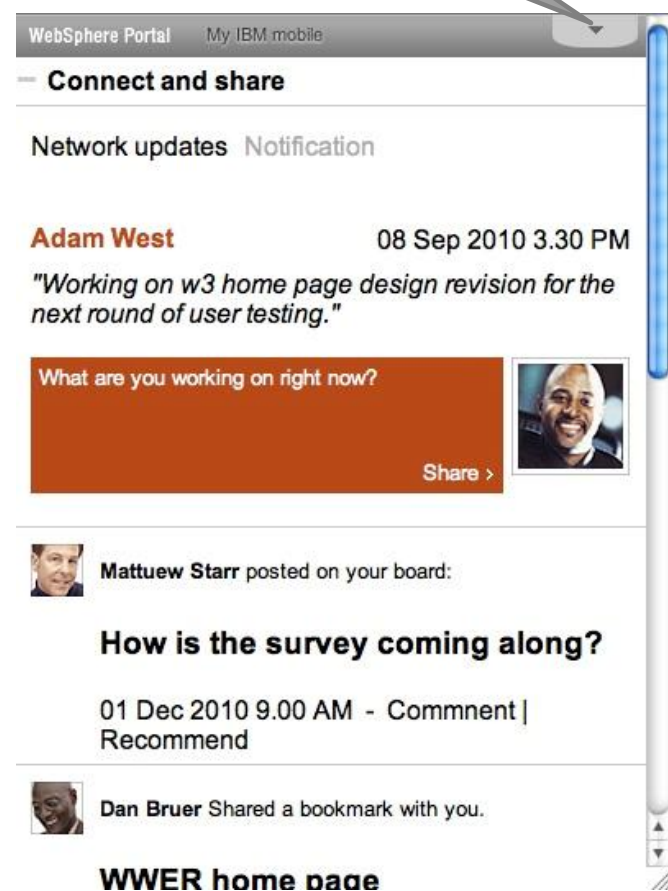
Tap or swipe to view children



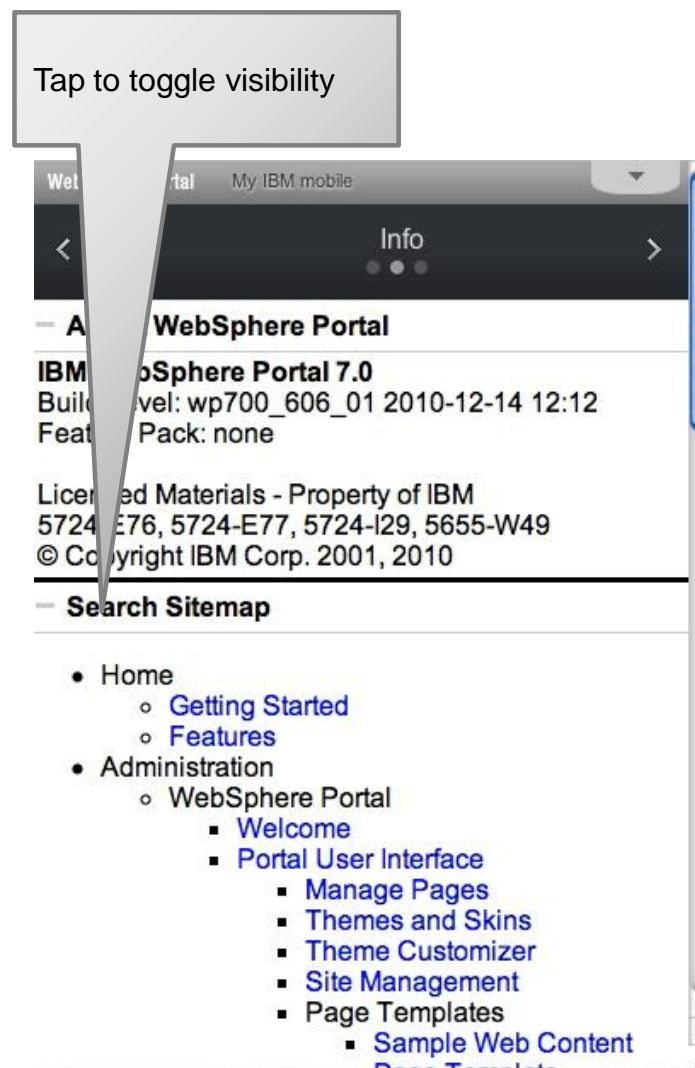
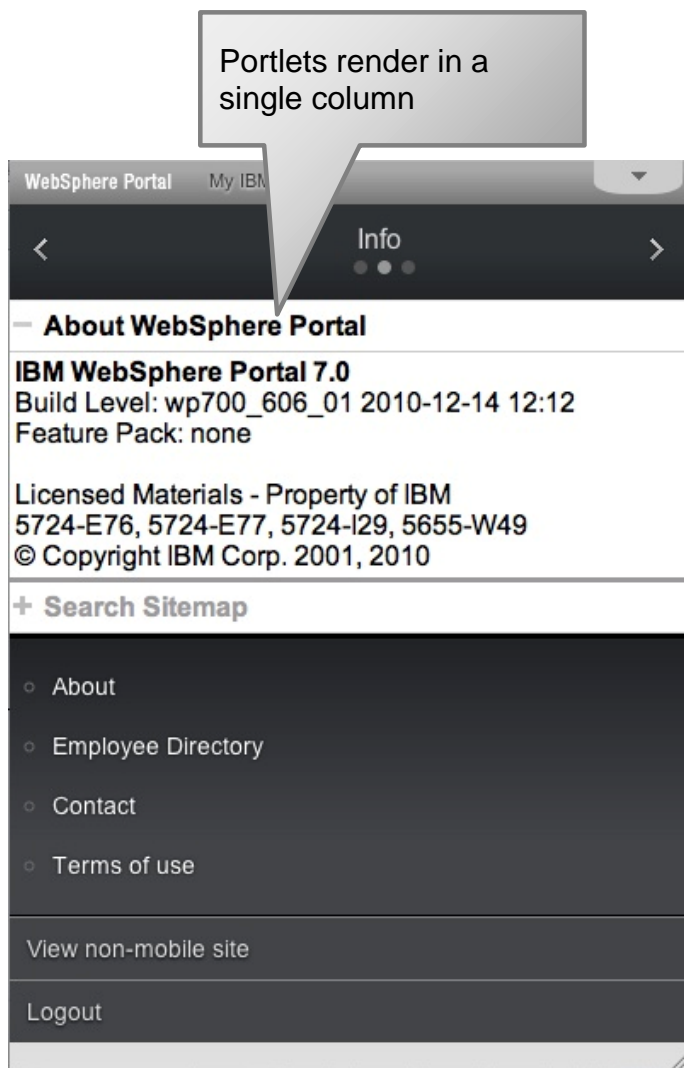
Tap title to select page



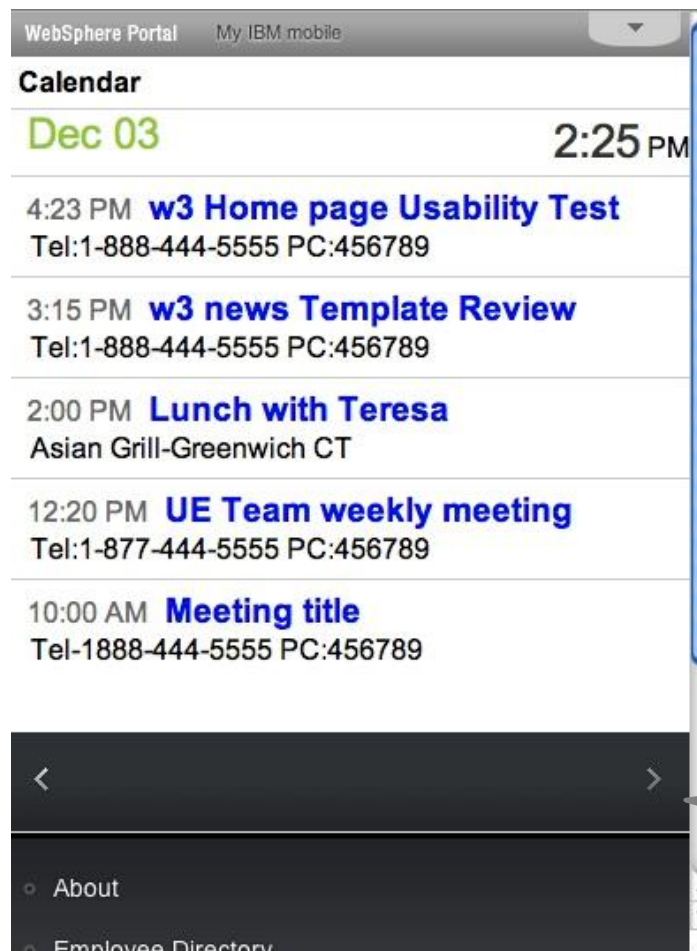
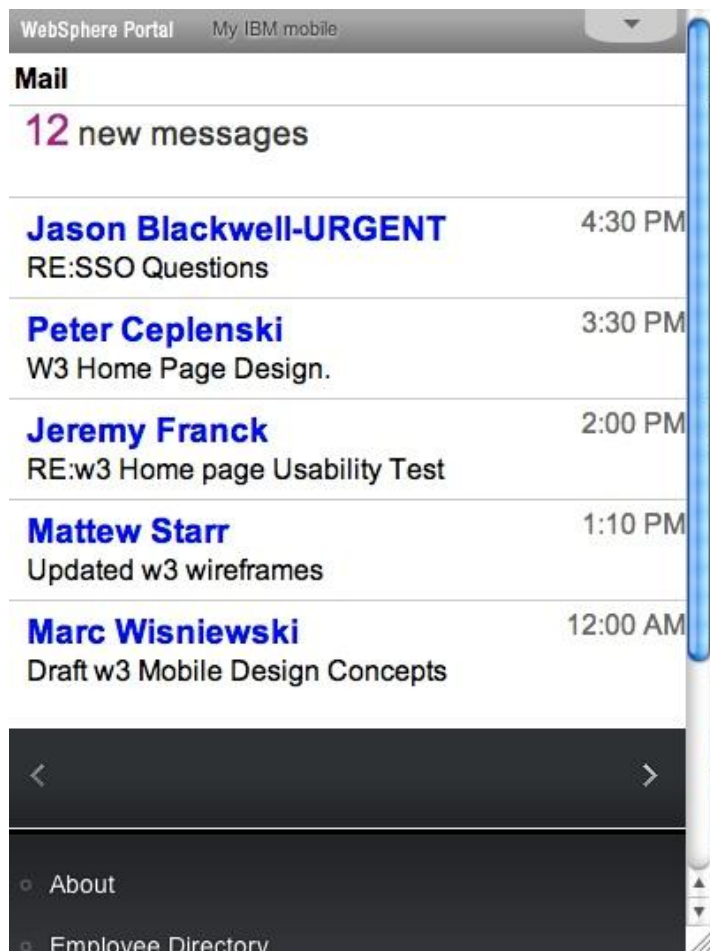
hide/show navigation to make room for the page content



Mobile Layouts - Accordion



Mobile Layouts - Carousel



Tap or swipe to switch visible portlet – no page refresh



Mobile Layouts - Swap

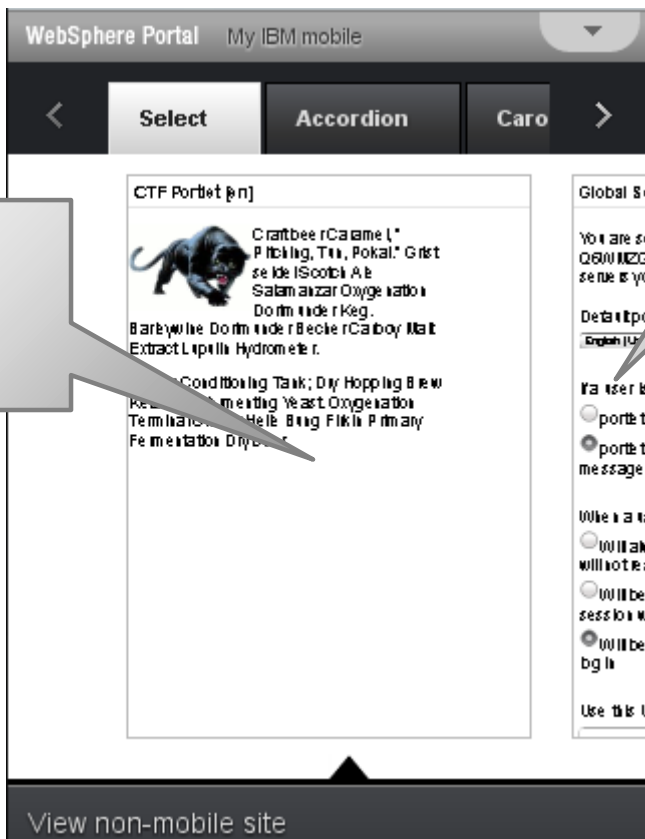
Tap on an arrow or swipe to move to the next portlet on page

Portlet will be swapped out with transition

Next portlet on page is displayed

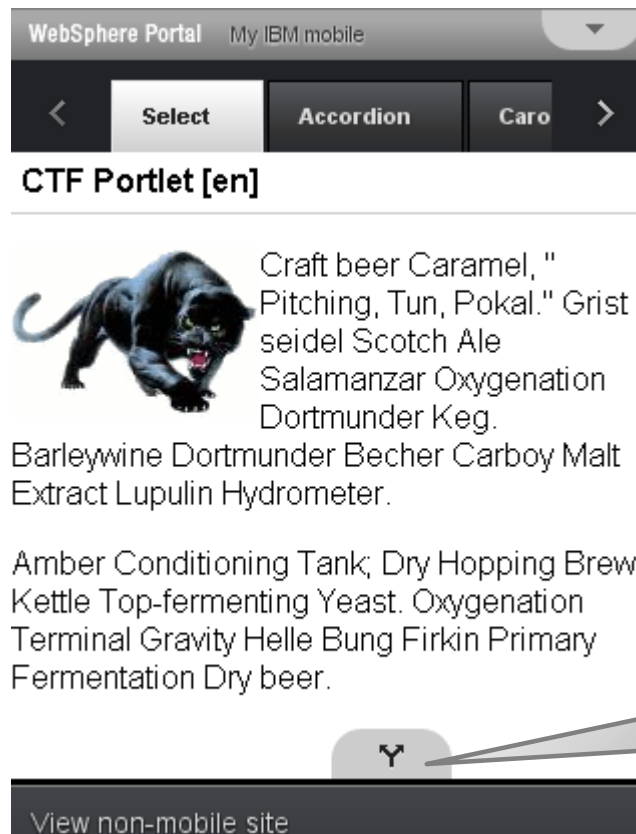


Mobile Layouts - Select



Tap on tile preview to zoom into portlet and interact

Swipe across the portlet preview tiles to display other portlets available

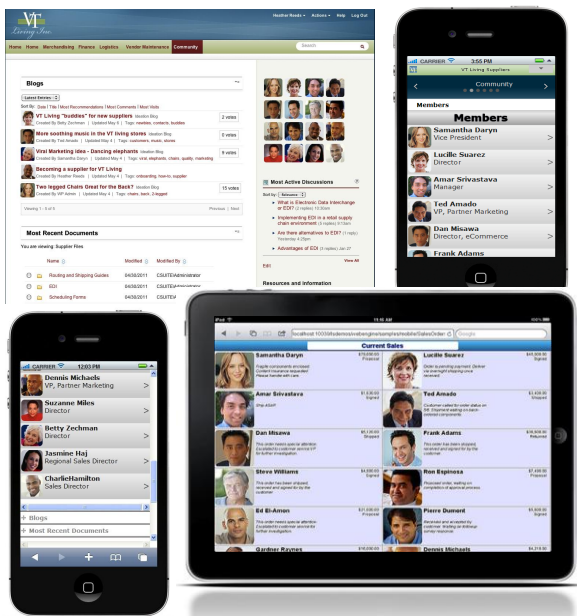


Tap on the "Y" arrow icon to return to tile view



IBM mobile solutions at a glance

Mobile Sites



Integrated sites that aggregate multiple applications/content for multiple devices

Standalone Mobile Apps



Standalone or single mobile apps

Installed on device

Device integration

IBM Worklight

Device integration

HTML

IBM WebSphere Portal

IBM WebSphere Application Server

Key Investment Areas for Web Experience



Content



Social

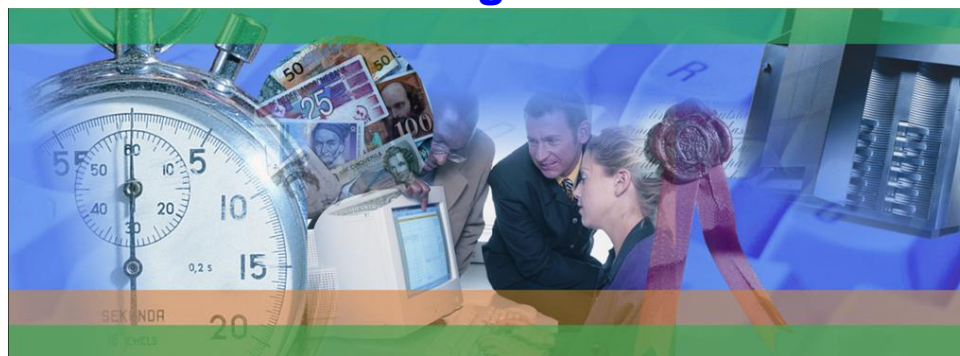


Analytics



Mobile

Integration



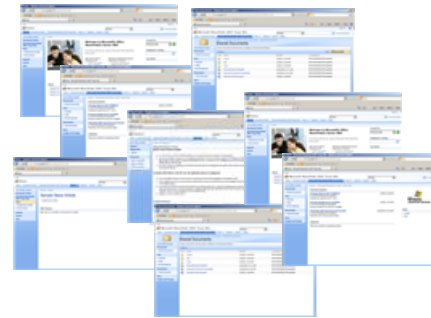
Sharepoint Integration

Portal 7 +
Beta v8



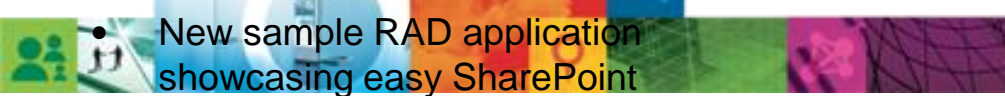
- Discover SharePoint servers using the **new Omnifind crawler** now entitled as a feature of Portal 7.0
- Access SharePoint sites and teamrooms through an IBM Portal interface using the new **Web Application Bridge**, with a simplified configuration process*
- Single Sign-On: **IBM Portlet for Exchange** 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 8.0 beta
 - New **CMIS builders** in Web Experience Factory 7.0.1

http://www.yourcompany.com/wps



* Supports SharePoint 2007 today, with 2010 to follow

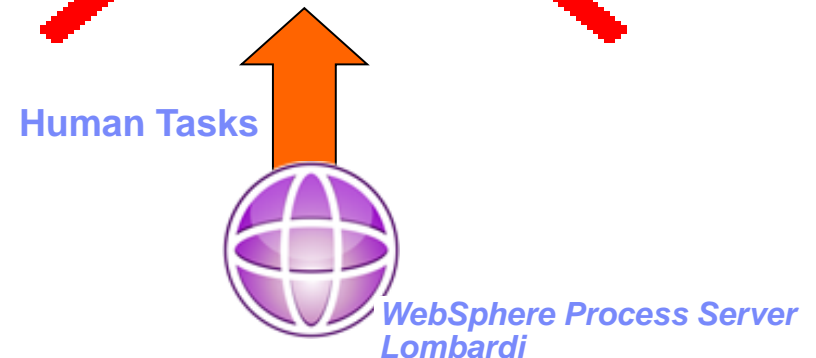
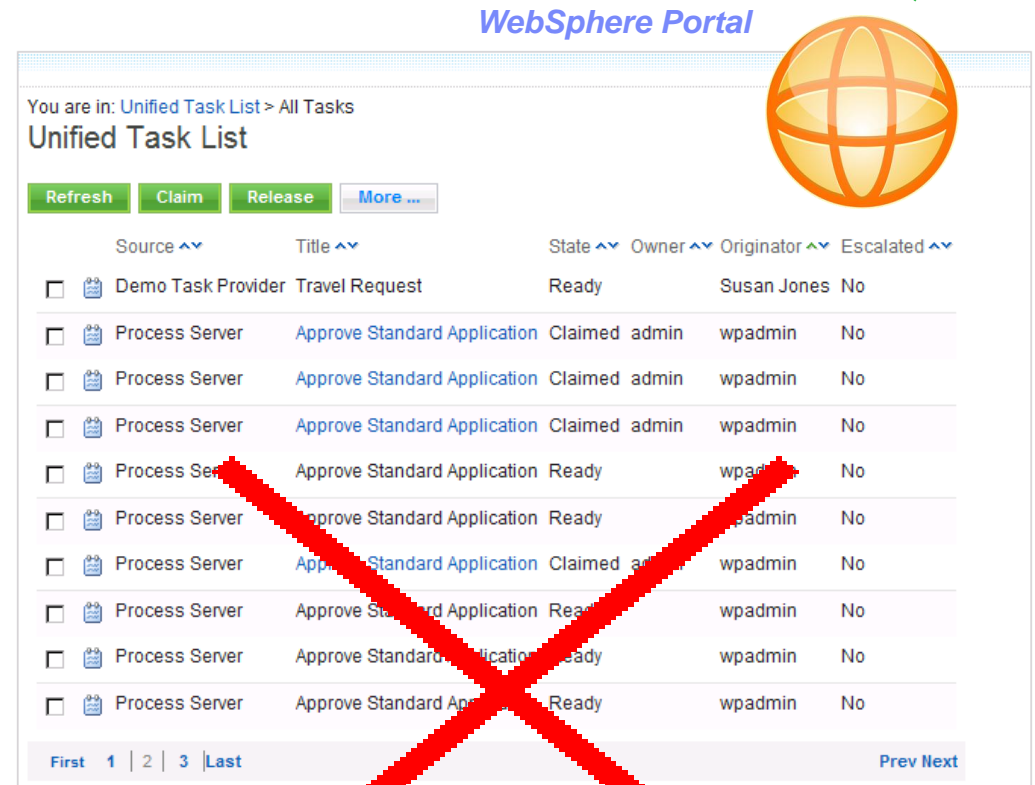
Do you know where SharePoint servers are on your intranet? New Omnifind crawlers entitled in IBM Portal Extend let you locate them easily



Unified (Process) Task List Portlets



- Launch a task page
 - The dynamic user interface of WebSphere Portal allows to launch 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.
 - Use portlet communication
 - The task id could be sent to one or more portlets on the same or different portal page (portlet wiring).
 - Development of Human Task User Interfaces with Portlet Factory/Web Experience Factory (Builders) and IBM Forms
- Fully supported on the Portal Solutions Catalog**
- Added to the Portal 8 release



Lombardi Integration

IBM
Available Now

- Enables customers to surface BPM activities in context of other social, Web content or applications on a Portal page
- New Unified Task List portlet supports Lombardi processes

VT Living Inc.

Home Merchandising Finance Logistics Vendor Maintenance **Renovations** This Community

Welcome to the Renovations Community!

Overview

Renovations is a community that is facilitated and moderated by VT Living Inc.

Owned and moderated by: Dan Misawa

Leave this Community

Renovations Tasks

Source	Title	State	Owner
Renovations	Add "Samantha Daryn"	Unclaimed	Paul Smith
Renovations	New product category	Unclaimed	Paul Smith
Renovations	Update product descriptions	Unclaimed	Paul Smith
Renovations	Add "Kristin MacGyver"	Unclaimed	Paul Smith

Members

Sort by: Recent Updates

- Anna Bauer | Senior Product Manager
- Amy Blanks | Supplier Logistics
- Herb Medway | Supplier Liaison
- Misha Tompkin | Distribution

Resources and Information

Doing Business with VTL

Becoming a Supplier for VT Living

Comments (2)

Previous | Main | Next

Ability to display BPM Process activities within the context of a social community on a Portal page

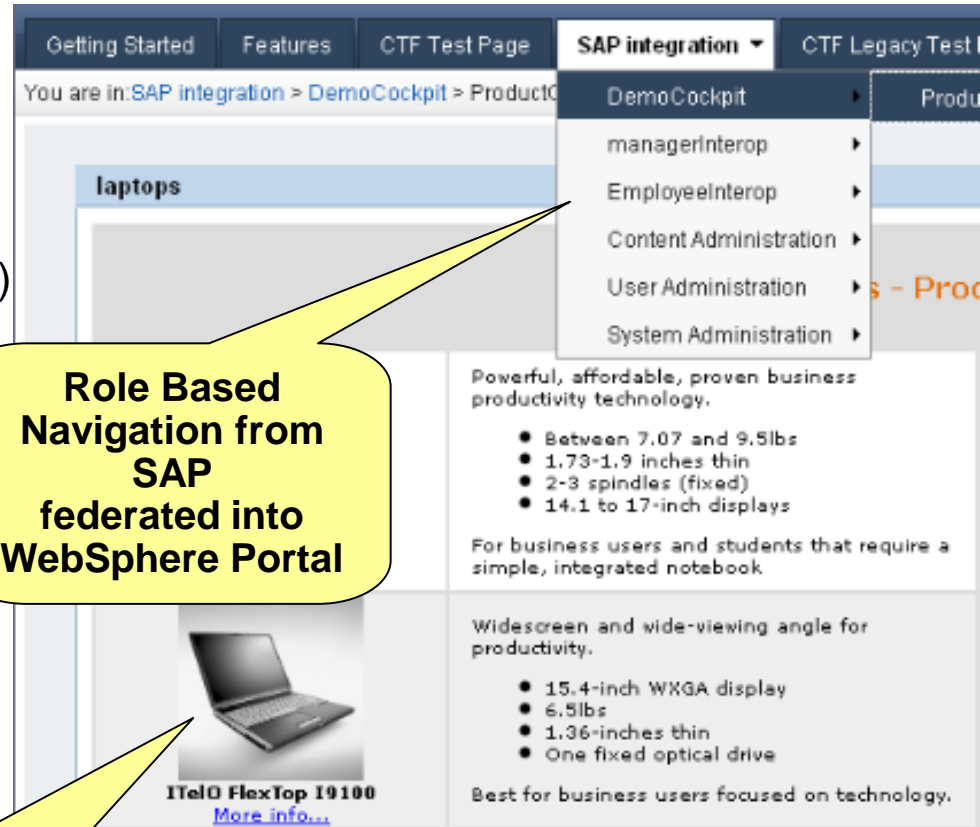
Example: Lombardi action surfaced through Task List portlet within a Connections Community

WebSphere Portal / SAP Integrator



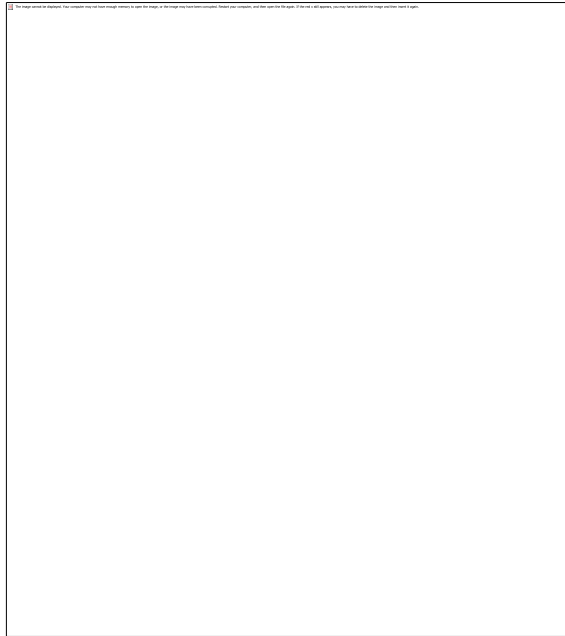
- **WebSphere Portal Integration with SAP Netweaver Portal Services**

- **iView** and **Page**: Supported through Portal Administration Tools
- **Navigation**: integration of role-based SAP navigation into WebSphere Portal
- **Single Sign On** (SAML 2.0, Basic Auth)
- **Corporate Branding** – ability to align WebSphere Portal and SAP



Role Based Navigation from SAP federated into WebSphere Portal

Page from SAP in WebSphere Portal



Integration of IBM Experience Designer



Project “Nitro”:

- Interactive Content - design/deploy *in Portal*
- Targets business users, Web content authors
- Whole solution: data collection to database
- Dynamic show/hide content, data validation
- Page staging/sequencing as configuration
- User and group access control
- Simple reporting and export to spreadsheet

- ✓ **Agile, Easy to Use** - Reduces development cycle times.
- ✓ **Mobile-ready** – Targets web browsers and smartphone browsers
- ✓ **Compile Architecture** – Can directly target other platforms
- ✓ **Highly Performant** - Scales for B2C/G2C deployments.
- ✓ **Compelling Experiences** - Best-of-breed Web 2.0 technology
- ✓ **Integrates Easily** - Complements Portal, SOA and BPM investments



Nitro lets users to create data collection solutions *in Portal, for Portal* as **interactive content**, avoiding costly software development cycles.

Key Investment Areas for Web Experience



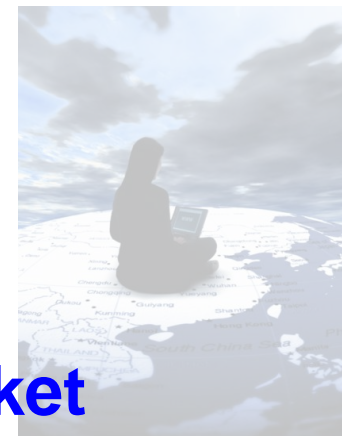
Content



Social



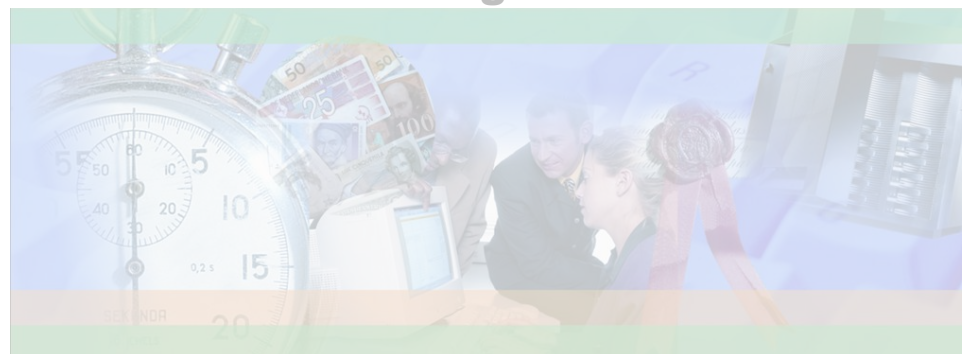
Analytics



Mobile

Total Cost of Ownership & Time to Market

Integration



धन्यवाद

Hindi

תודה רבה

Hebrew

Спасибо

Russian

Gracias

Spanish

Grazie

Italian

شكراً

Arabic

Obrigado

Portuguese

Merci

French

多謝

Traditional Chinese

Thank You

English

Danke

German

நன்றி

Tamil

ขอบคุณ

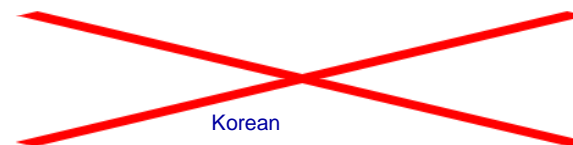
Thai

多谢

Simplified Chinese

ありがとうございました

Japanese



Korean



BACKUP



Industry Templates

Industry templates & components now free on the catalog



- **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

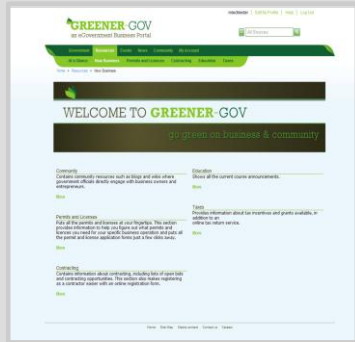
- **Built-in Best Practices**

- 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



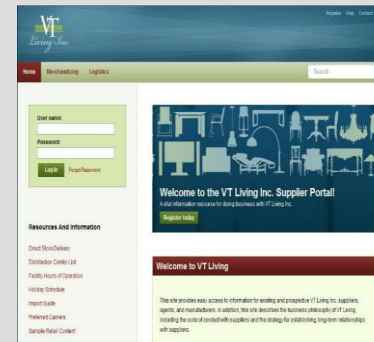
Government Self Service



Online Banking



Retail Vendor Portal



Insurance Agency Portal



New Features Designed to Speed Install + Deployments

- New streamlined install with IBM Installation Manager
 - A completely new installation program based on IBM Installation Manager: Life cycle management with a single tool: Install, Update, Rollback, Modify, Uninstall
 - Faster installation performance than previous installations
 - Better integration with other IBM foundation products
- Support for WebSphere Application Server v8
- Version 8 Migration / Upgrade
 - From WebSphere Portal V6.1.x
 - Run standard WAS upgrade/migration
 - From WebSphere Portal V7 (last two fixpacks)
 - 'Upgrade' Portal V6.1 to Portal Version 7, replacing Portal binaries, but re-using existing DBs and configs

Configuration Wizard Function - Overview

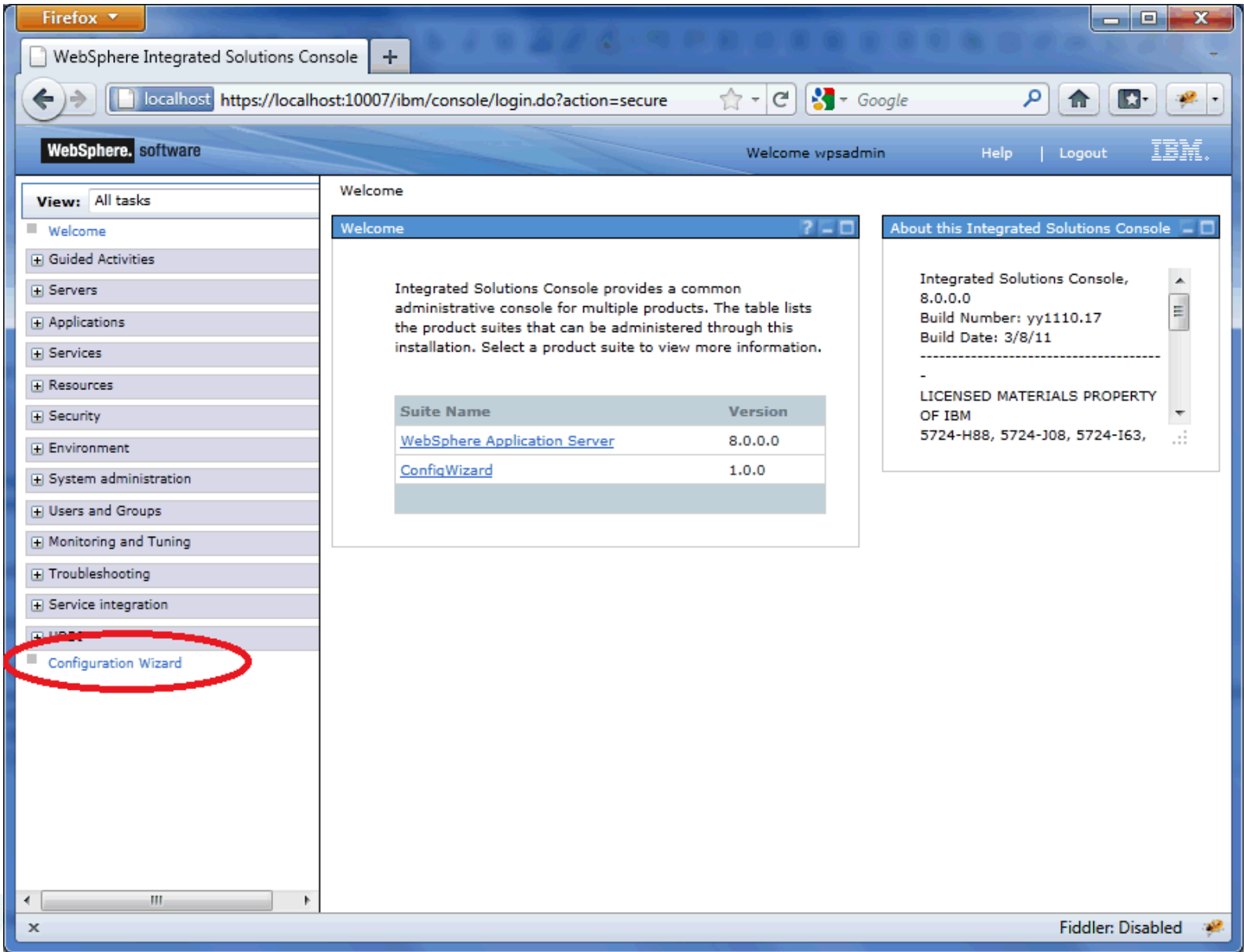
- **Task Execution**

- Ability to execute Configuration Tasks from web interface
- Review running tasks in real time through the Integrated Solution Console

- **Generate Workflow Scripts**

- Guided process by which scripts can be generated and subsequently executed on the target system to change the Portal admin user information
 - Change the Portal Admin ID, Password, and group
 - Change the Portal URI
 - Modify the Portal servlet path (including portlets)
 - Modify only the Portlets servlet path

Configuration Wizard



The screenshot shows the WebSphere Integrated Solutions Console interface in a Firefox browser window. The address bar shows the URL `https://localhost:10007/ibm/console/login.do?action=secure`. The page title is "WebSphere. software" and the user is logged in as "Welcome wpsadmin".

On the left side, there is a navigation menu with the following items:

- View: All tasks
- Welcome
- Guided Activities
- Servers
- Applications
- Services
- Resources
- Security
- Environment
- System administration
- Users and Groups
- Monitoring and Tuning
- Troubleshooting
- Service integration
- MSB
- Configuration Wizard** (circled in red)

The main content area displays a "Welcome" message and a table of product suites:

Integrated Solutions Console provides a common administrative console for multiple products. The table lists the product suites that can be administered through this installation. Select a product suite to view more information.

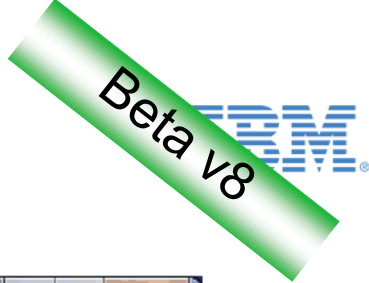
Suite Name	Version
WebSphere Application Server	8.0.0.0
ConfigWizard	1.0.0

On the right side, there is an "About this Integrated Solutions Console" panel with the following information:

- Integrated Solutions Console, 8.0.0.0
- Build Number: yy1110.17
- Build Date: 3/8/11
-
- LICENSED MATERIALS PROPERTY OF IBM
- 5724-H88, 5724-J08, 5724-I63, ...

The status bar at the bottom right indicates "Fiddler: Disabled".

Configuration Wizard



The screenshot shows the WebSphere Integrated Solutions Console Configuration Wizard. The browser address bar shows the URL `https://localhost:10007/ibm/console/login.do?action=secure`. The page title is "Configuration Wizard" and the breadcrumb is "Configuration Wizard / Start Using Workflows". The main heading is "Use Workflows and Run Tasks".

Navigation buttons include "Import", "Export", "Edit Preferences", "Create Workflow Scripts", and "Run Configuration Task". A pagination bar shows "1-3 of 3" and "Page 1" with "Previous" and "Next" links.

Under "Select Available Workflows", there are three tasks listed:

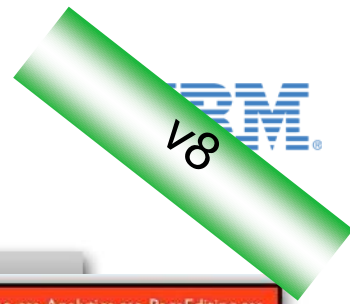
Select	Available Workflows	Category	Progress
<input type="checkbox"/>	Change the portal URI	Cluster	0/14
<input type="checkbox"/>	Replace the WebSphere Portal administrator user ID	Security	0/5
<input type="checkbox"/>	Change the Portlets URI	Cluster	0/3

A second pagination bar at the bottom of the task list shows "1-3 of 3" and "Page 1" with "Previous" and "Next" links.

The left sidebar contains a navigation menu with categories like "Welcome", "Guided Activities", "Servers", "Applications", "Services", "Resources", "Security", "Environment", "System administration", "Users and Groups", "Monitoring and Tuning", "Troubleshooting", "Service integration", "UDDI", and "Configuration Wizard".

The bottom right corner of the browser window shows "Fiddler: Disabled".

Easily Add/Remove Features From the Theme



- Maximize performance by removing unused features
- Modularization of Portal CSS, JavaScript, and configuration/init code enables safe removal without touching code
- CSS and JavaScript for included features is minimized + combined at runtime to reduce requests and download size
- Use the modularization framework to add your own features to the theme in a performant, maintainable fashion

The screenshot shows the Prospero portal interface. Three callout boxes are overlaid on the right side, each containing a list of files for a specific feature:

- DragDrop**: DragDrop.css, Analytics.css, PageEditing.css (red box); DragDrop.js, Analytics.js, PageEditing.js (green box); DragDdrop.init, Analytics.init, PageEditing.init (yellow box).
- Analytics**: Analytics.css (red box); Analytics.js (green box); Analytics.init (yellow box).
- PageEditing**: PageEditing.css (red box); PageEditing.js (green box); PageEditing.init (yellow box).

Checkmarks are visible on the website content, such as the 'Rupert Parker' profile picture and the 'TOP NEWS' section, indicating that these features are active.

DragDrop

CSS

JS

init

Analytics

CSS

JS

init

PageEditing

CSS

JS

init

V8 of IBM's Web Experience Platform – Key Functional Areas



- **Web Analytics**
 - More flexible options to tag pages, portlets or web content and measure their usefulness through Campaign and Custom tags.
 - New user-friendly overlay statistics provide an in-line view to track effectiveness of a web property.
- **IBM Connections in Context**
 - New Community Page support lets you more readily scope and place IBM Connections portlets in the right Portal and WCM context.
 - A consistent tagging and rating experience between WebSphere Portal, Web Content Manager, and Connections
- **Rich Web Content Management**
 - Create WCM pages and content with point-and-click simplicity with the new Content Templating user interface.
 - Integrate with ECM and other systems through Web Content Manager support for the CMIS standard
- **Search Optimization** - Optimize external search for Web content rendered through WebSphere Portal.
- Based on **WebSphere Application Server 8.0**
- **Friendly URL** support enhancements
- **Configuration Wizard**
- New **Streamlined install with IBM Installation Manager**
- **Content Targeting and Content Templating** Enhancements, One Place to managed Content & Pages
- **Unified Task List** replacing Process Integration Portlets
- Integration with **Sametime** using STProxy (out of box)
- Support for Integration with **Digital Asset Management** solutions



Key Themes Moving Ahead



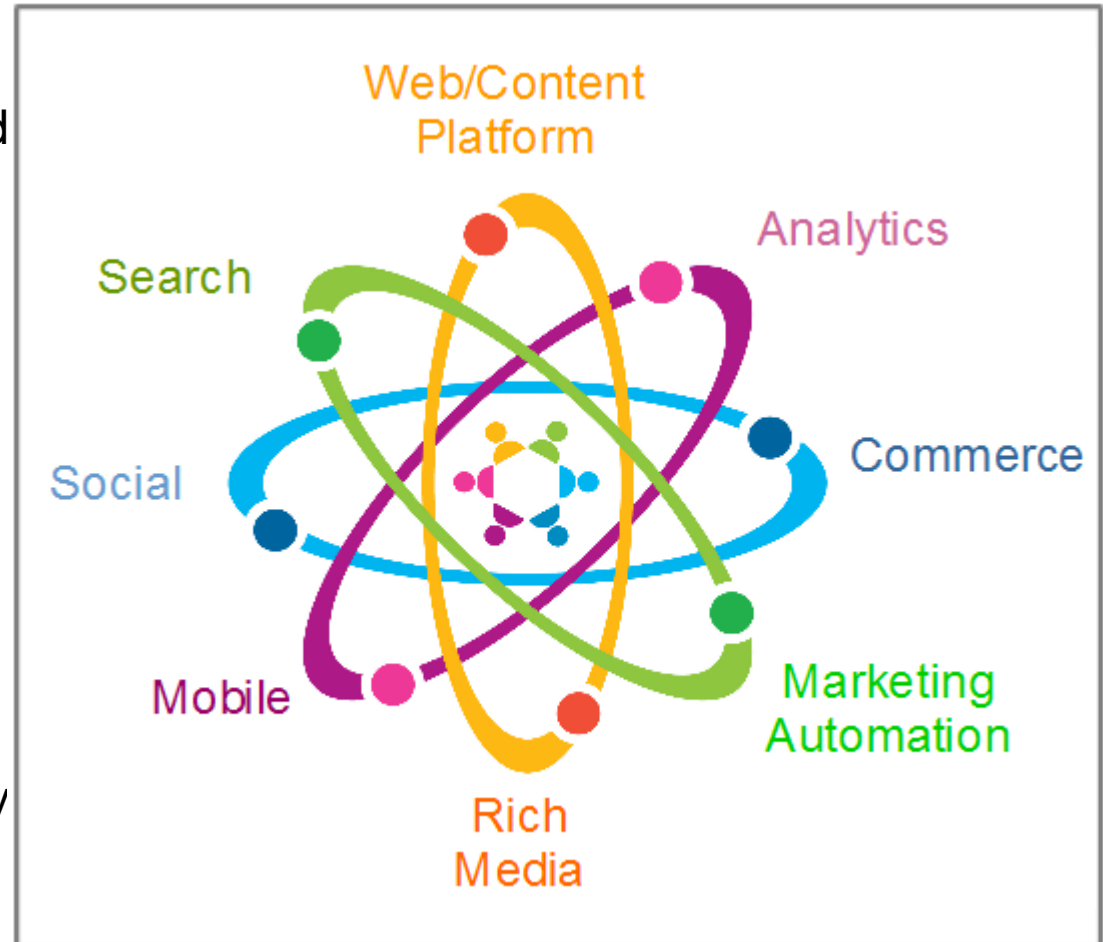
- Making the whole greater than the sum of its parts
 - Commerce integration
 - Unica integration - campaigns
 - Enhanced social integration
 - More Coremetrics integration – e.g., Intelligent Offer
- Empowering marketers to deliver exceptional online experiences
 - Visual creation of segments and campaigns
 - A/B & Multi-variate testing
 - Enhanced micro-site creation features
 - Enhanced rich media support
 - etc.
- Mobile, mobile, mobile
 - Improved themes & responsive design
 - Content authoring /approval from mobile devices
 - Smart transformation of content for mobile devices



Summary



- Our primary goal is to help our customers create engaging, exceptional, and differentiated online experiences
 - Drive revenue, improve brand loyalty, and increase customer satisfaction through customer experiences
 - Drive innovation and lower costs through partner extranets
 - Improve productivity, lower costs, and improve employee satisfaction through intranets
- Focus on seamless integration of key elements: social, mobile, analytics, web content, etc.
- Release approach – major releases every 2 years, enhanced by Fast Track releases of incremental functionality



Resources



[Customer Experience Suite on IBM.com](http://ibm.com/software/info/customerexperience)
(ibm.com/software/info/customerexperience)



[IBMXWebX YouTube Channel](http://www.youtube.com/user/IBMXWebX)
(<http://www.youtube.com/user/IBMXWebX>)



[Project Northstar on IBM.com](http://www-01.ibm.com/software/info/northstar/)
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[Integration Whitepapers](#)

Search Engine Optimization Updates

- **Add metadata to Portal page (e.g. 'Title' and 'Description')**

(already introduced with Portal FixPack 7.0.0.1)

- Having the appropriate title and description information delivered with each web page can draw a user's attention when appearing in a search result list
- Web Content Manager (WCM) allows to derive such metadata information from the content rendered on a specific page
- In addition, the updated WCM rendering portlet allows to publish 'any' metadata field provided its content is rendered as a string

- **Friendly URLs**

- Though friendly URLs do not implicitly increase the relevance of that specific Portal page, they do provide additional information to users, e.g. when such a page is presented in a search result list
- Friendly URLs can be provided for Portal pages and with limitations for WCM content references as well



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