# Lotus Knows WebSphere® Portal

Portal Customer Case Studies

LCTY UK | April 2010

Pamela Chandor | IBM Director, Web Experience Software



Smarter software for a Smarter Planet.



RELIANCE Life Insurance

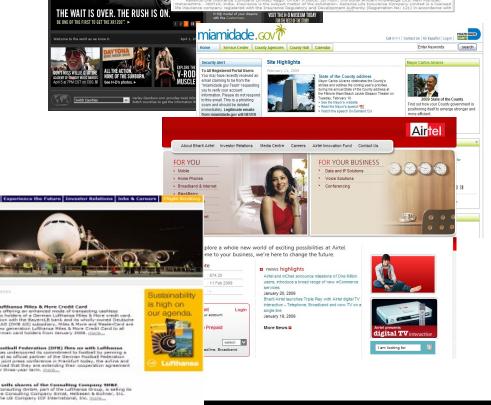
## **WebSphere Portal Solutions**

- Deliver Exceptional User Experiences
- Drive revenue and loyalty with customers
- Integrate effectively with partners
- Enable productive employee web interactions
- Significantly Reduce Costs
- Fastest time-to-market

Driver Portal: Main Menu

Up to 50% in labor and other cost savings

B B O P Search \*\* Favorites OF Neda O □ - □ □ □ □ □ □ □ □ □ A O □





# Let's talk in depth about several customer case studies for WebSphere Portal Solutions

- Swift Transportation B2E Truck Driver Portal
- Hapoalim Bank B2E Organizational Portal
- Harley Davidson B2B Dealer Portal
- Duke Medicine B2C Healthcare Patient Portal
- Cisco B2C Small & Medium Business Customer Portal
- Bharti Airtel B2C Customer Service and Commerce Portal
- Centrelink G2C and G2B and G2E Government Portals



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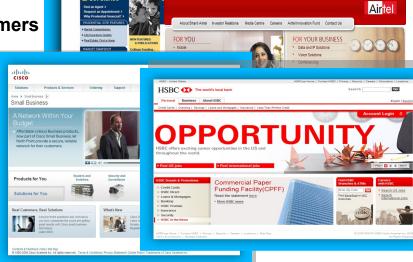
### **IBM WebSphere Portal Solutions**

Delivering Exceptional Web Experiences





Customers



Prudential Financial STANCE |





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# IBM WebSphere Portal Solutions Delivering Exceptional Web Experiences







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### **Swift Transportation**

- 20K Users 18K Drivers (w/o computers)
  - 60 Terminal Location
  - ▶ \$3,000 to hire a driver, 120% turn over rate
- iSeries Shop & Domino Corporate e-mail
- Internal portal + Kiosk Portal + Owner Operator Portal
- "The Informer" Branded Driver Kiosk
  - Touch screen portal
  - Printing of permits, self service
- Business Value
  - Consistent communication, collaborate with family
  - Saved money on GPS system, e-mail, etc.
  - Increased moral
  - Customer Satisfaction
    - 20% reduction in total calls Reduced head co
    - 30min hold time down to 1min









































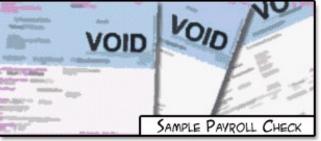




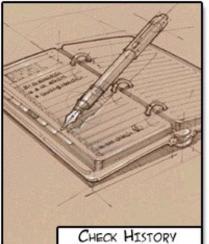
















SWIFT TERMINAL NETWORK + TRIP DROP LOCATIONS



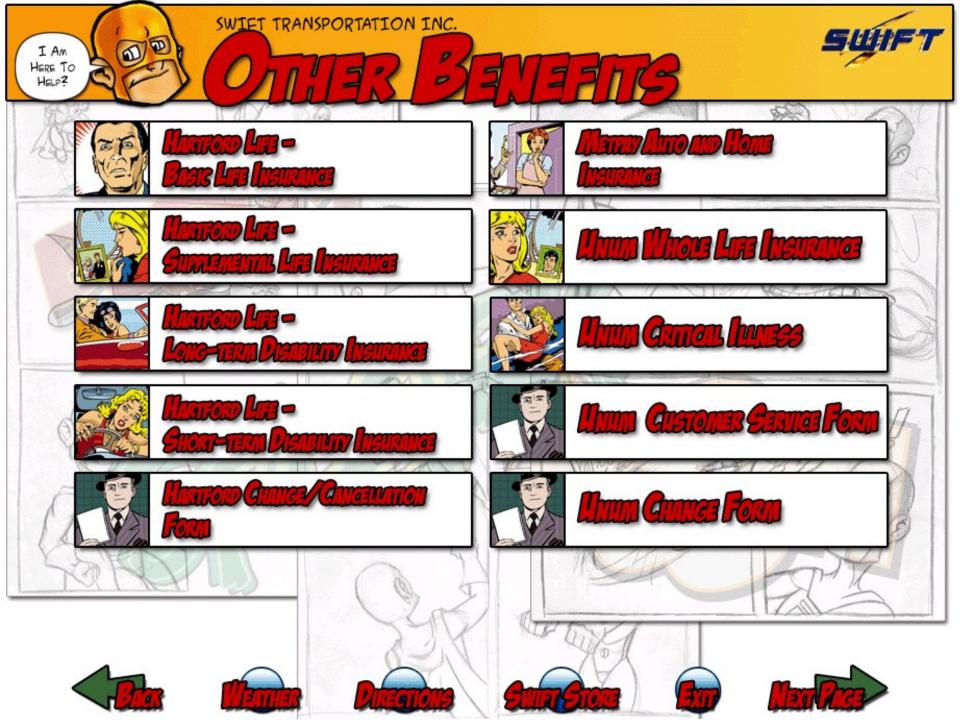








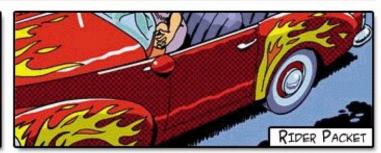






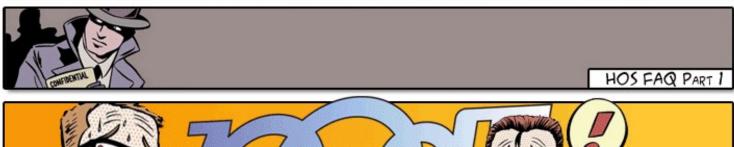
























# **A Portal Case Study**

# The Organizational Portal Hapoalim Bank Websphere Portal













### The Org Portal provides every employee with 3 spaces:

### **Org Space**

Identity Org Unity



### **Professional Space**

Biz Sites Webtops Team rooms Info Mgmt



Personal Info Self Service



Technology Infrastructure – extend the variety of biz solutions





# Tapping into the crowd – the bank's employees take part in creating the content and knowledge in the Org Portal

Taking employee involvement beyond participation in forums, surveys and feedback, the Portal now adds a "**red e-mail**" where each employee can report events or news of interest to their co-workers. All news is passed to the relevant content author for evaluation. The mechanism insures relevant, credible news stream in, real-time from the field.







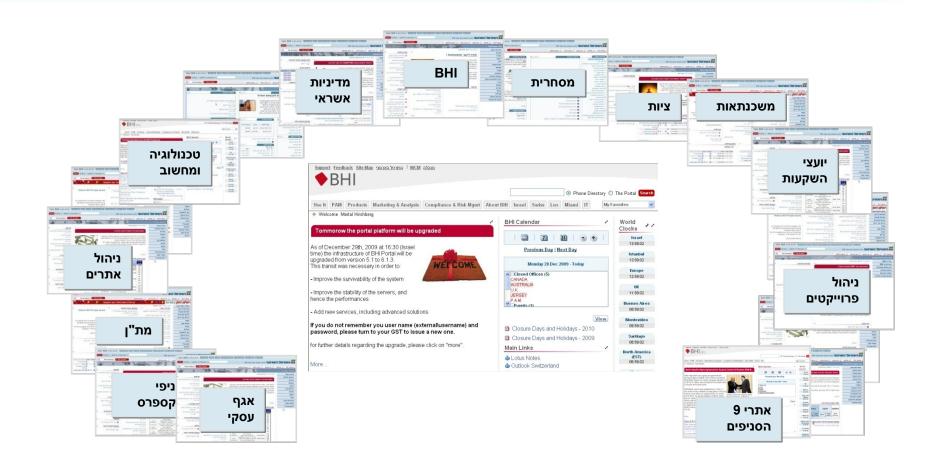


### Tapping into the crowd – sharing knowledge and processes





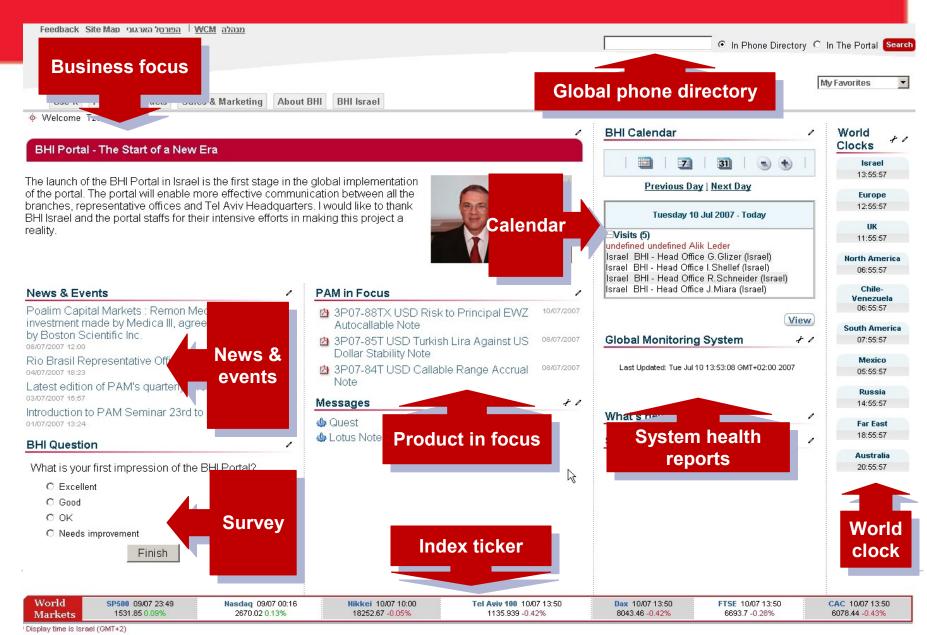
### 27 sites launched within Org Portal



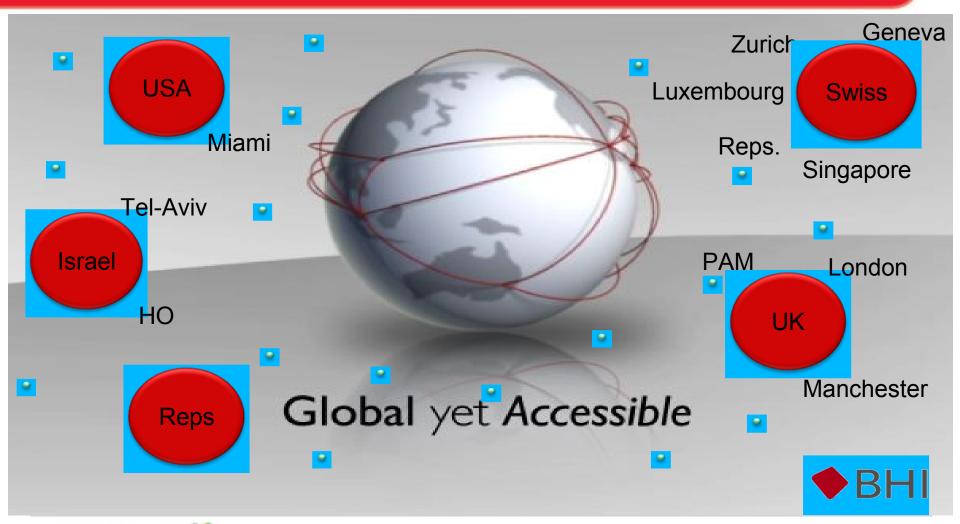




### Global private banking portal



### Birth of an international community







# Creation and development of business sites, inline with the bank's strategy, is entering its 4<sup>th</sup> year



- Business units view the creation of sites within the Org Portal as the best solution for information management and internal comm. Number of sites within the Portal is constantly growing.
- In the past 2 quarters 4 more business sites joined the Portal community Business Banking, Miami site, Currency Exchange and Future Deals.

Usage

Number of visits rose in past year in 1M entries – 30% growth with no staffing changes

Content Authors

400 active content authors, 60% growth in past 2 years

Number of business sites

27 active business sites today, 35% growth in past 2 years





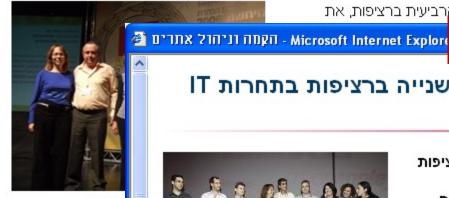
### The bank's Portal won "Org Portals" 1st place 3 times

2007

וד Awards זכו בתחרות 'on time' הפורטל הארגוני ו''פועלים

מגזין "אנשים ומחשב<u>ים" ערר. זו השנה ה</u>רביעית ברציפות, את

2008



הפורטל הארגוני זכה שנה שנייה ברציפות בתחרות IT **Awards** 

> הפורטל הארגוני זכה זו השנה השנייה ברציפות בתחרות IT Awards של מגזין "אנשים ומחשבים". בקטגוריית "ניהול ידע ופורטלים ארגוניים"



2009

"הבנק זכה ב-4 פרסים ובתואר "אלוף האלופים" בתחרות IT AWARDS שערך מגזין "אנשים ומחשבים

הבנק זכה בארבעה פרסי הצטיינות בתחרות היוקרתית IT AWARDS, הנערכת מזה שבע שנים על ידי קבוצת "אנשים ומחשבים". הפרסים הוענקו לארבעה פרוייקטים שזכו במקום הראשון: הפורטל הארגוני, שזכה בקטגוריית ניהול ידע; ניהול מערך משאבי אנוש ב-SAP, שזכה בקטגוריית ERP; מערכת אשנ"ב פנסיוני, שזכתה בקטגוריית פרוייקטים מיוחדים ופרוייקט "מראה" שזכה בקטגוריית BI/DW.

במסגרת התחרות זכה הבנק גם בתואר "אלוף האלופים", שהוא תואר המוענק לגופים שרשמו מספר רב של זכיות בתחרות. הפרסים הוענקו ליחידות הזוכות בטקס רב-רושם שהתקיים ב-10 בדצמבר במעמד השר אבישי ברוורמן. המשך...

רשות עובדי בנק להפצה דש, שנבע



Smarter software for a Smarter Planet.

### **IBM WebSphere Portal Solutions**

Delivering Exceptional Web Experiences





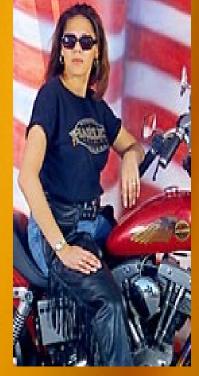
# SOA and Portals are not about Technology

They are however about this...















# Dealer Portal Background

- Key communication tool for our dealers
- In place for over 10 years
- Dealers were inundated with content and no structure
- No search capability



# Our Approach – North America

- Selected WebSphere Portal as our Enterprise Portal
- Re-launched h-dnet in North America with 'Global' in mind
- Role based security, targeted and restricted content, improved navigation and search integrated with security
- HUGE success with our Dealers!



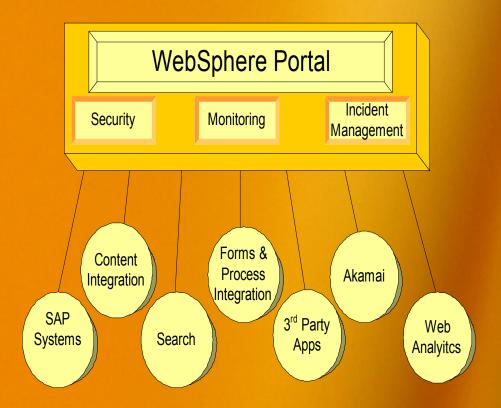
# Our Approach – Globally

- Support Strategic Direction
  - Grow Worldwide Retail Sales by increasing Customer Focus
- Leverage common global platform
  - Single front-end for dealer interface
  - Single back end for portal, content, search, security
- Improve Security
- Europe and Australia first



# **Technology Leveraged**

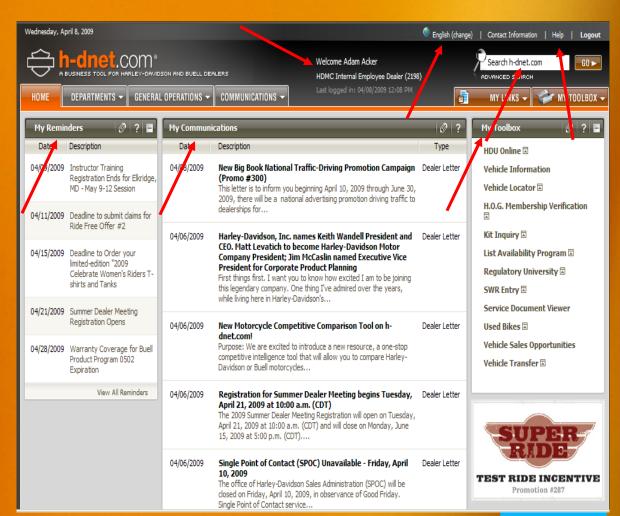
- Integrated Security ITIM/TAM
- Integrated Tivoli Monitoring
- Incident & Problem Mgmt utilizing IBM Maximo
- Content integration with Documentum and WCM
- IBM Omnifind Search Engine
- IBM Lotus Forms & Process
  Server Integration
- Omniture Web Analytics





### **Dealer Portal**

- Delivering a
  Personalized User
  Experience
  - Name and Dealer
  - Role based content targeting
  - Multi-Lingual
  - Role based application security
- Integrated Search
- Integrated Online



"We RIDE Together"



### **Business Value Delivered**

- Real-time Ordering and improved Order Visibility
- Accessible from anywhere
- Consistent look and feel
- Improved Navigation and Security
- Uncovered local Dealer issues ahead of SAP Rollout



# What Dealers Are Saying...

- "It's wicked"...Jon Millard Silverstone H-D
- "Finally, something that works"...Robert
  Sleat Silverstone H-D
- "It's a really big improvement".... John Phelan

   Oxford Harley-Davidson
- "This is the best day of my life"... Steve Willis
  - Shaw Harley-Davidson



# In the end it translates into This...





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### **IBM WebSphere Portal Solutions**

Delivering Exceptional Web Experiences





Prudential Financial

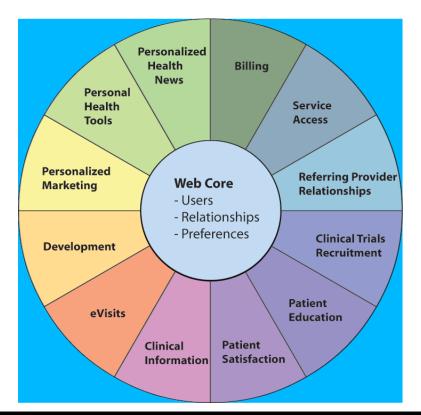


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## • Duke Medicine

### **Patient Portal: Duke**

- ☐ Goals
- Provide patients access to health records
- ☐ Build deeper relationships with patients & physicians
- ☐ Improve patient satisfaction, safety, and outcomes through empowerment and transparency





- Business Drivers
- Patient satisfaction
- Operational efficiency

   (portal sponsored by Patient Revenue Mgt Org)
- Patient safety
- Drive online channel for routine transactions
- Competitive advantage to attract new patients





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### Duke Medicine - Vision vs. Reality

#### VISION

 Create a single, personalized and simple-to-use access and information point via the Web for our patients (and internal users, eventually)

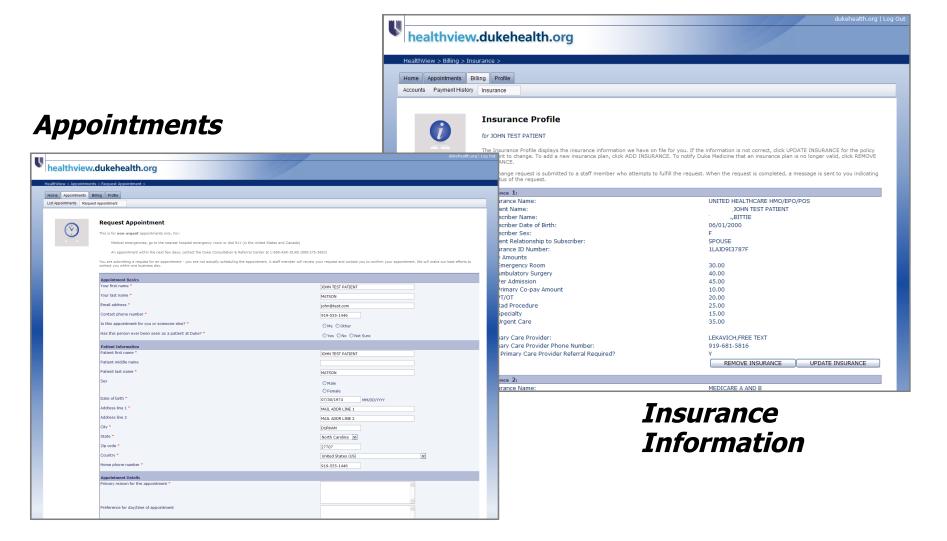
REALITY

- Duke is a complex multi-hospital, multi-vendor, specialized-system environment.
  - Multiple billing and patient management systems
    - GE, Siemens, Meditech
  - Over 100 clinical systems
    - McKesson, Cerner, GE
- Real-time multisystem, multivendor integration is critical
  - Abstract all systems through web services (SOA)
- Comprehensive solution critical for full vision
  - Portal, content management, eForms, collaboration, workflow directory services, development tools.



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### **Duke Medicine – HealthView Patient Portal**

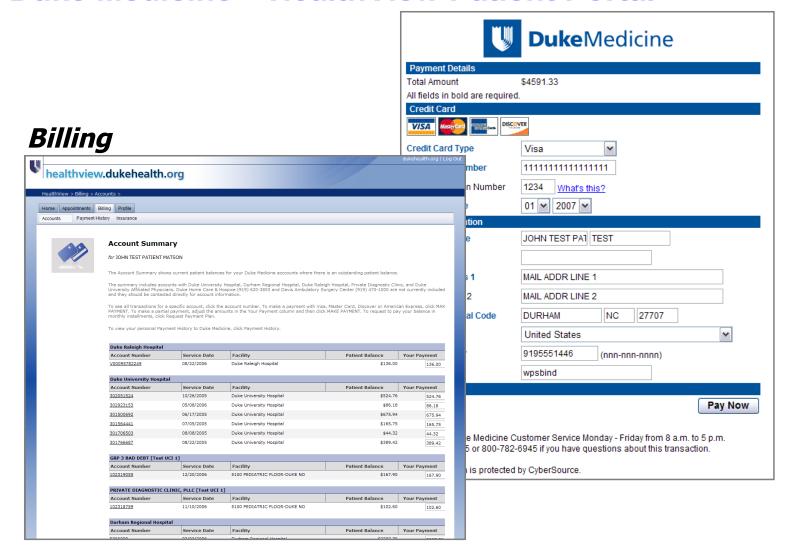






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### **Duke Medicine – HealthView Patient Portal**







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#### **Duke Medicine – Business Benefits**

- Increased Revenue via Online Payments
- ≈\$6M in billings collected via Web in year 1 (≈18% increase over non-Web method)
- ≈\$216,000 increase in revenue (due to avoidance/reduction of lost bills & missed payments)
- Reduced Burden on Call Center Operations
- 20,000 calls typical in 4 peak months
- 50% reduction in calls during peak months after portal implementation
  - Frees up time, allowing call center staff to focus on more value-added questions
- ≈\$200,000 annual net savings (assumes the fully loaded cost to handle each call is \$20)
- Reduced Cost to Collect
- ≈82% cost savings per collection
   (≈\$6 cost-to-collect via Web versus
   \$33 for manual method)
- **≈\$40,800 annual net savings** (per every 10,000 collections)

Source:	
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The Total Economic Impact Of IBM Patient Portal Powered By WebSphere

Published by Forrester Research, October 2007

http://t1d.www-03.cacheibm.com/industries/healthcare/doc/content/

Benefit	Year 1	Year 2	Year 3	Total	Present value
Increased revenue from Web-based channel	\$216,000	\$216,000	\$216,000	\$648,000	\$537,160
Reduced burden on call center operations	\$200,000	\$200,000	\$200,000	\$600,000	\$497,370
Reduced cost to collect	\$10,800	\$10,800	\$10,800	\$32,400	\$26,858
Total savings	\$426,800	\$426,800	\$426,800	\$1,280,400	\$1,061,388



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#### **Duke Medicine – IT Benefits**

- Duke's portal connects exclusively to the back ends via SOA Web services
- Using SOA, Duke saved time and effort by leveraging prepackaged portal functionality, rapid application development tools, as a framework for managing user access and Web services support\*
- Using Web services as the universal adapter for legacy custom-built and vendor provided applications and the new portal technology reduced the programming complexity\*
- Technology was used to hide IT complexity. The approach of creating a single portal across multiple applications enabled Duke users, consumers and eventually referring physicians to see a single user interface and a consistent view of the data and business logic, even though they are accessing information from multiple applications sold by different vendors and running in widely varying environments\*

Even though this project touches many applications, the <u>IT staff finds itself able to add</u> the functionality faster than the users can absorb it. This is a reversal of the typical condition in healthcare organizations, where IT development bandwidth is the rate-limiting step in improving user processes. Furthermore, the ability to take the project in small bites and implement rapidly helped to minimize the danger of IT building an application that did not meet user needs.\*

#### \*Source:

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

http://www-03.ibm.com/industries/ca/en/healthcare/files/gartner\_report-duke\_u\_health\_sys\_soa\_case.pdf





## Why did Duke Choose IBM

Time to market

- Easy to deploy (in production < 14 weeks)</li>
- with the highly skilled Healthcare and Portal delivery teams
- with industry experience building patien portals
- Enterprise platform that could interconnec the disparate clinical systems
  - Existing connectors to several clinical applications
- Flexible and extensible solution
  - SOA solution based on J2EE and industry specific web services
  - Rapidly add new services to enterprise platform
- Secure and scalable environment
  - Meets the highly secure and scalable requirements of provider environment







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## Cisco Systems

#### Challenge

As part of Cisco's The Human Network strategy, Cisco wanted to leverage its web experience to continue to extend its brand and sales capability into the SMB space without drastically increasing sales staff.



#### Solution

WebSphere Portal as the standard web application runtime in a strategy referred to as Portal as a Platform. Portal services like Personalization, Internationalization, Collaboration and Profiling were needed to provide a rich enough platform to encourage departmental adoption. Additionally, Cisco is now able to integrate applications into its content rich Internet environment.

#### Value

The Cisco Enterprise Portal platform now has many anchor tenants including the Integrated Commerce Workspace and the Small & Medium Business site and is now being extended to support the intranet.

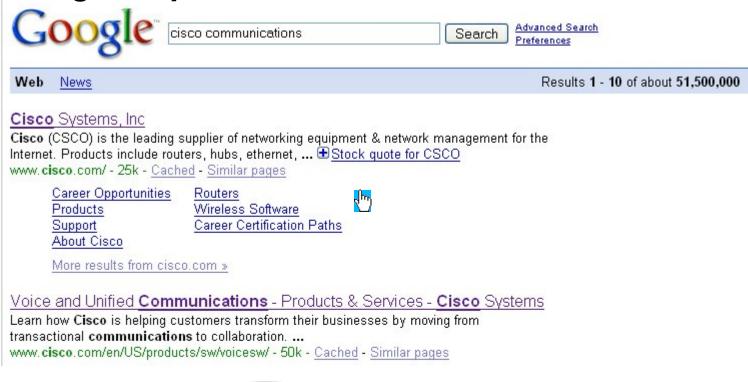
#### Customer Quote

Cisco now has an infrastructure that reduces the time to market for the release of departmental owned functionality to their external web presence enabling a unified customer experience.



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Search Engine Optimization





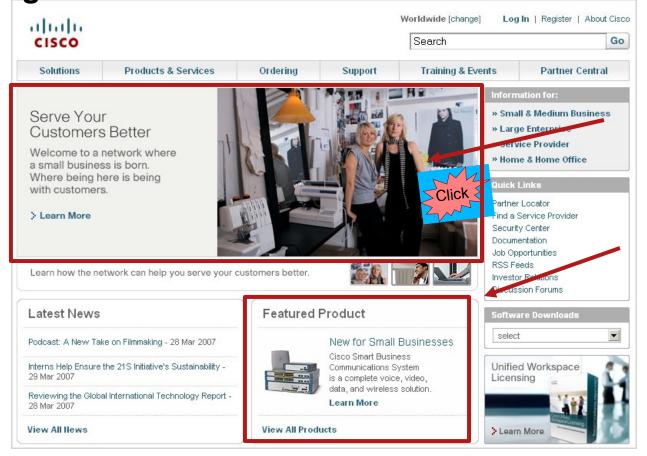
Looking for a communications system for my small business... I'll google cisco communications





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Home Page



Small Business Spotlight

Targeted featured Product

Progressive Profiling: We know he's interested in Communications

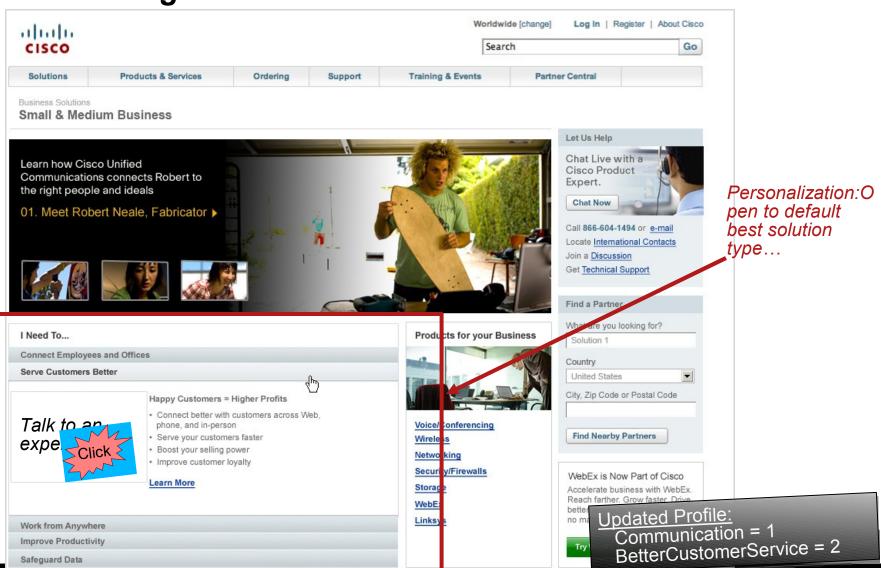
Profile: Communication = 1





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### SMB Main Page



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### **Progressive Profiling**

How many offices does your company have?

1
2-5
More than 5

How many people work in your company?

□ 0-49

□ 50-99

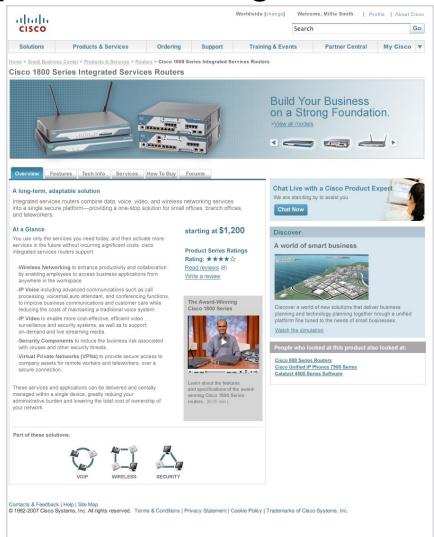
□ 100 and over

Updated Profile:
Communication = 3
CustomerService = 2
Locations = 3
Co size = <50

About you:			
<ul> <li>Fewer than !</li> </ul>	0 people		
2 to 5 offices	3		
To connect wit	h a Small Busir	ness Expert	
Please fill out t	he form and C	lick Start Chat	
First Name:			
I 6 N I			
Last Name:			
		9	
Country:			
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Email Address:			
OK to share t	his information	with a Cisco exp	ert
Start Chat			

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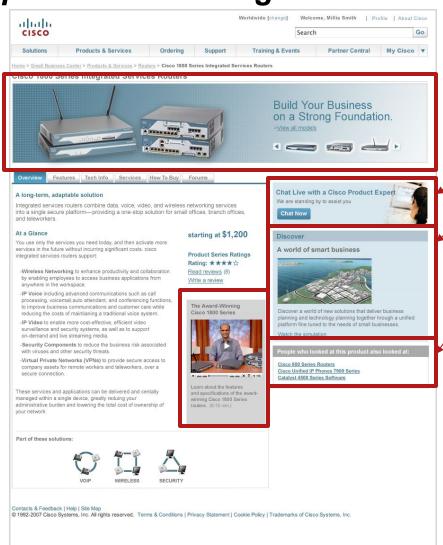
### Adaptive Product Page





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### Adaptive Product Page



Targeted



I like it!



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## How do 1?...

#### Make these.....



#### appear on all of these....



...in a rich, useful way that engages the user and permits the productive use of portlets and applications?



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#### **Bharti Airtel: Delivering Exceptional Mobile Experiences**

- Challenge
- Servicing the exploding telecom market in India
- Evolving Business processes
- Transforming IT systems with an architecture that will scale
- Support thousands of different handheld devices
- IBM Solution
- WebSphere Portal and Mobile Portal
- IBM Service Provider Delivery Environment Architecture
- Results
- First telecom supplier to offer integrated services across India
- Subscriber base grew from 6M in 2004 to 35M in 2006 to 60M in 2009
- Performance Statistics
- 11,000 concurrent users
- 1.2 million unique users/day
- 200 portal page views/sec
- Over 60M subscribers





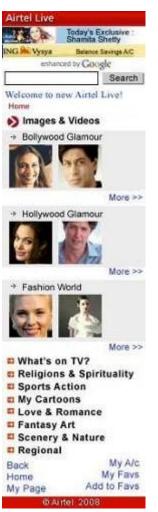


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#### Mobile Content To Thousands of Devices









Google Search

CREATED WITH LUTUS SYMPHUNY

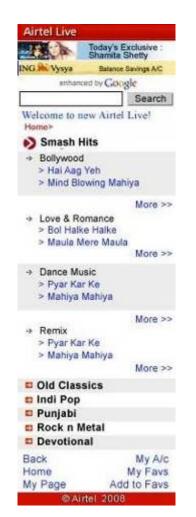
Images & Videos

Service

Page

#### Wallpaper and Music Download (Many are chargeable services)



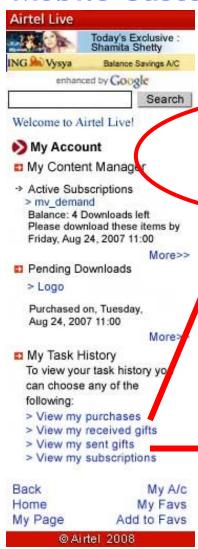






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Mobile Customer Care (with purchases and gift sending)







@ Airtel 2008





Smarter software for a Smarter Planet.

# IBM WebSphere Portal Solutions Delivering Exceptional Web Experiences





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## "Citizen Services 2.0": Centrelink and Department of Human Services deliver multi-channel government human services for the Australian Government

Citizen



http://myaccount.centrelink.gov.au



http://myaccount.humanservices.gov.au

#### Centrelink and Dept of Human Services

- Centrelink is Australia's welfare services delivery agency
- Centrelink is part of the Department of Human Services
- **6.5 million customers** (1/3 of Australian population)
- Administers more than 140 different products and services for 25 government agencies
- 14+ million online transactions in 2008

#### Centrelink Customer Portal

- Access to 40+ Services, Advanced Search Engine
- Single Sign-On, Web Content Management, Personalization, News, Re-use of SOA Applications/ Services,

#### Department of Human Services Portal

- Federated Identity Management between: Centrelink, Medicare and Child Support Services
- Federated Search across all site as well
- Aggregated News via RSS













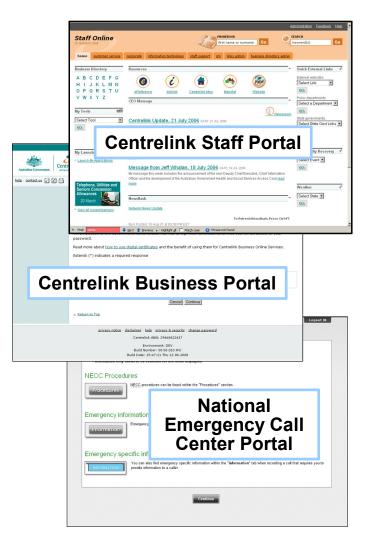


# Centrelink business at a glance

Smarter software for a Smarter Planet

# "Reuse 2.0": Centrelink uses repeatable "portal patterns" to speed the development of innovative sites and capabilities

Employee
Business
Inter-Agency and
Organization



Reusable Business Patterns

Customer accessing Customer data,

Staff accessing Customer data

Businesses accessing Business Data

Common services: security, personalization, etc.

Staff Portal

Employee Services Portal + Social Software

Task Management / Business Process Management

Business Portal

Business Services / Partner B2B Portal

Emergency Response Portal

 Process-centric, Authenticated, AJAX Compliant, Rich Functionality. Performance, Scalability, Single Sign-On





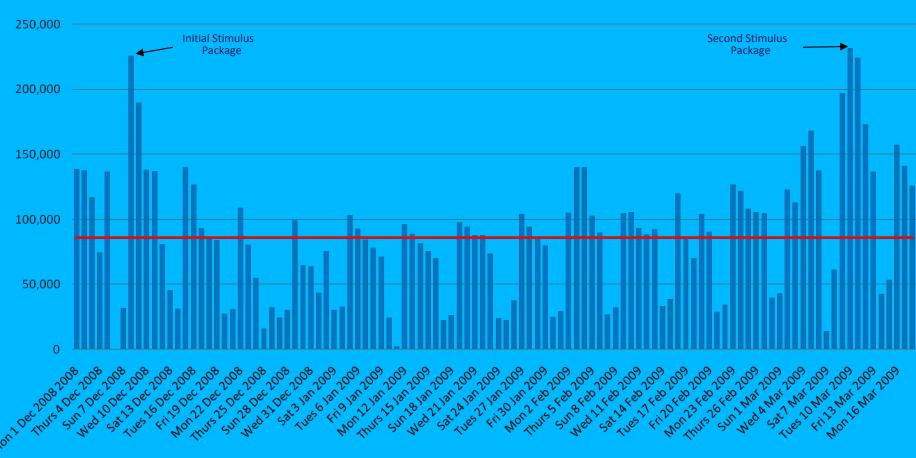






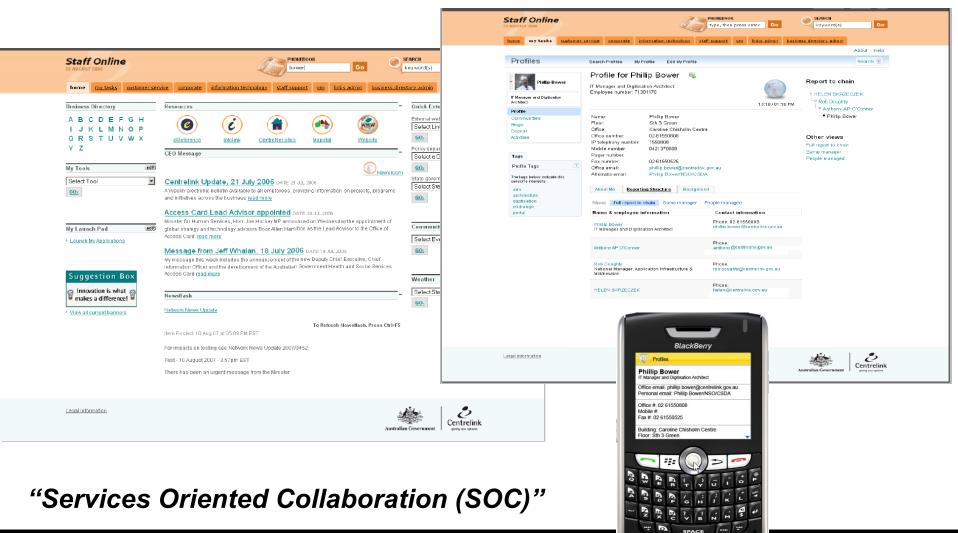


## Centrelink Self Service Customers December 2008 - March 2009



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# Centrelink is expanding the value of its Staff Portal with social software and mobile access

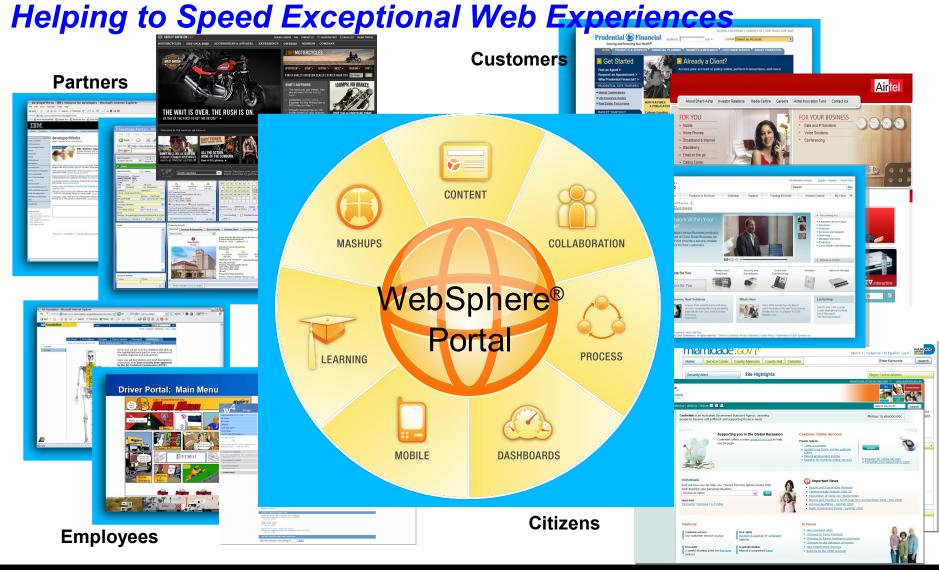






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IBM Accelerators + WebSphere Portal





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## **BACKUP**

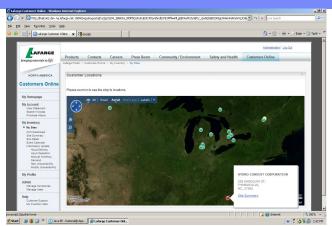




### Lafarge North America

#### Challenge

Construction materials have become a commodity. So organizations are competing for customers through value added services and ease of doing business.



#### Solution

WebSphere Portal was selected to provide a single platform for the deployment of a sales and customer service applications. The portal is providing delegated customer access to ERP functionality in a secure platform. Customers are now able to view their inventory, account status, statements and invoices, etc. and receive crucial alerts from Lafarge in a dashboard environment.

#### Value

Currently the solution supports all of Lafarge's North American customers with the intention of a global rollout. Lafarge has significantly reduced the number of phone inquiries, reduced call center costs, and improved customer loyalty.

#### Customer Quote

With this latest phase, Lafarge is able to reduce the volume of customer calls requesting the delivery of a inventory and eliminate the need to create the sales order manually. Lafarge believes this will result in a 50% reduction of force in the standard order desk group.

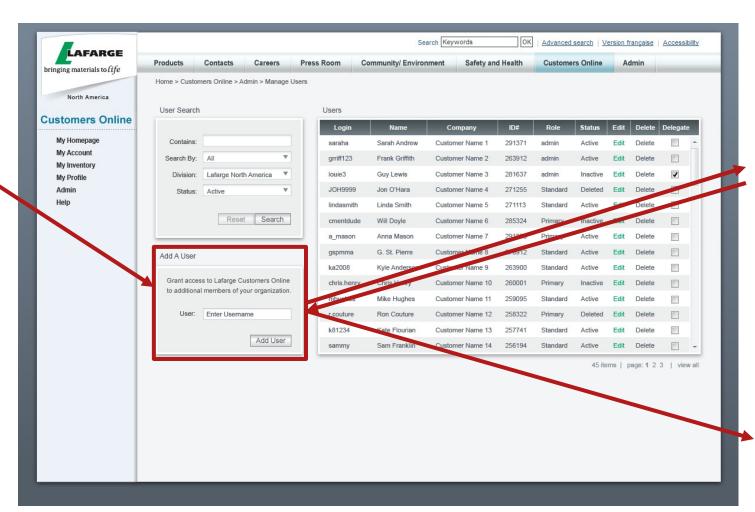




#### **Delegated Administration**



Lafarge Admin





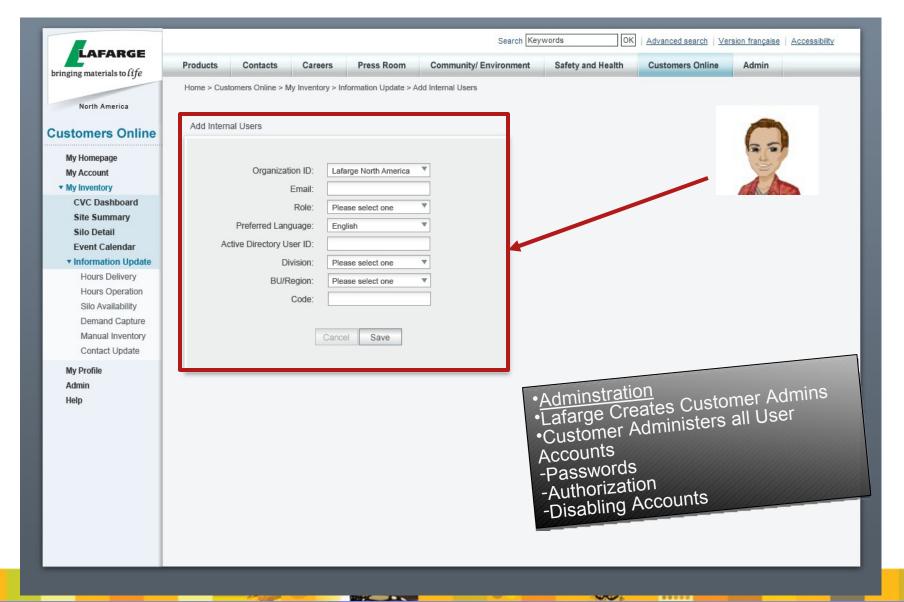
Customer Site Admin



Forman

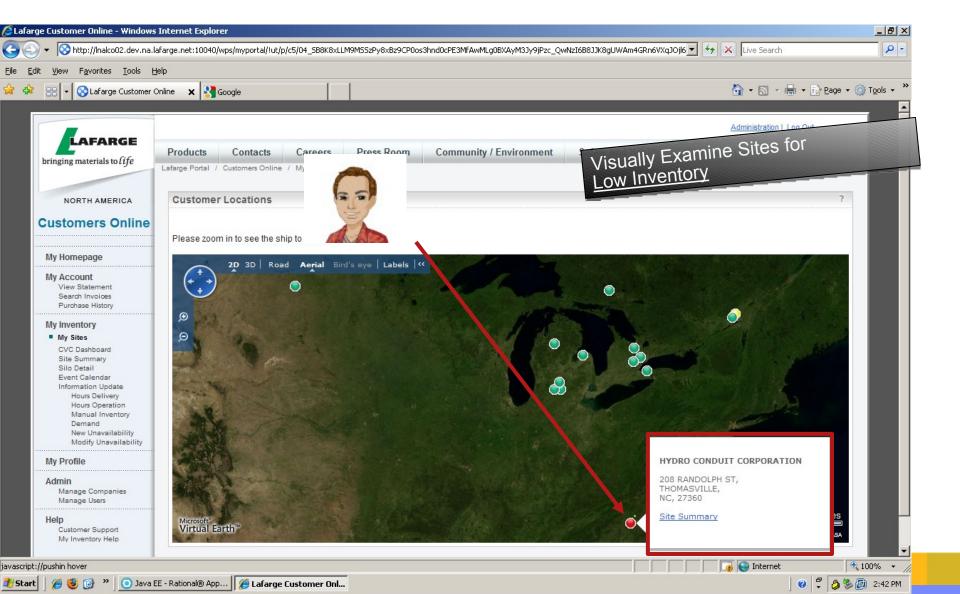


#### Web Interface to Administer Roles



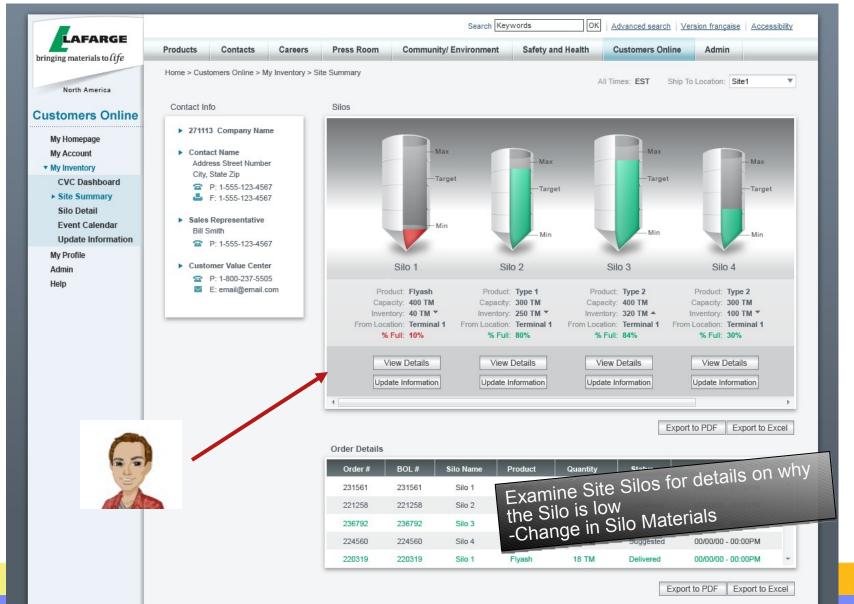


## Visual Display of Inventory for Customer Access



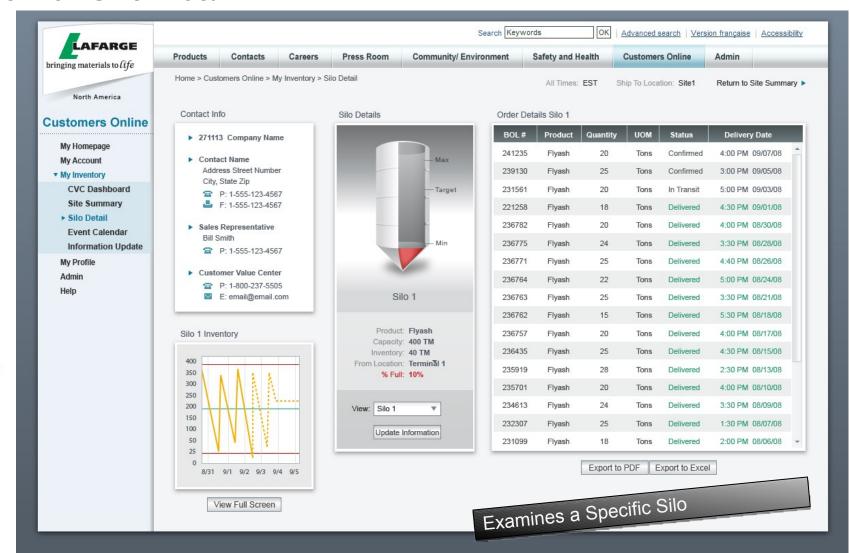


## **Customer Inventory Site Summary**





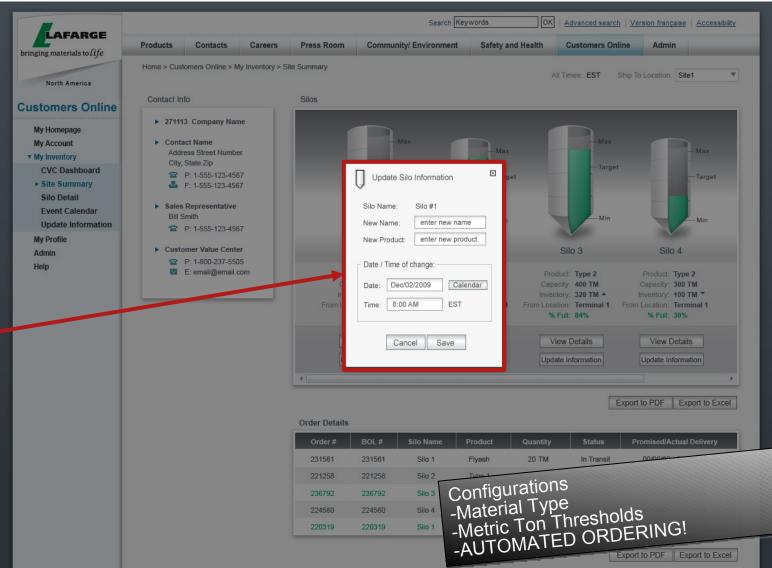
#### **Customer Silo Detail**







Configure the Silo

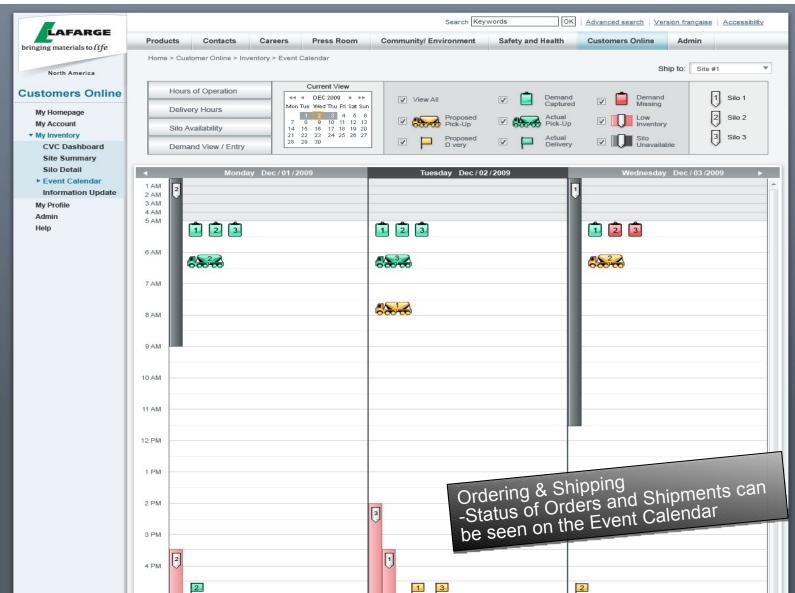






## Customer Delivery & Event Calendar

5 PM



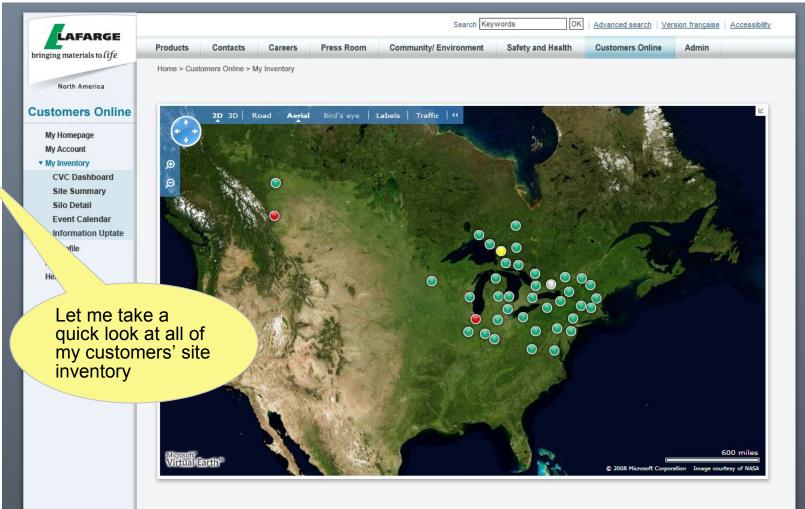






## Account Reps Visual Inventory Dashboard







## Account Rep or Customer Alerts Dashboard

