



Customer Software Group

A "Day in the Life" of:

Big Brands

Blue Team



# Purposes:

- **Respond to request:**

*"How could BigBrands transform given the tools that are available today?"*

- **Share new model and technique for speeding business transformation:**

***business visualization:*** ...a means to rapidly model a business transformation using role-based mock-ups to depict new processes, roles, works, and firm interactions

## These investments offer BigBrands tremendous opportunity

### Needs/Requirements

- Increase focus and clarity of communications
- Continuously improve innovation thru increased access to experts
- Grow IP faster than competition
- Improve visibility to BigBrands performance
  - Engagement status
  - Resource status
  - Processes
- Increase focus on SLA's and KPI's

### Capabilities/Benefits

- *Easy means to deliver all services and communications – **portal framework***
- *Easy means to add to community of a deal – **admin by role***
- *Easy means to collaborate and iterate works across firm boundaries – **collaborative services***
- *Easy means to measure works – **monitored processes***
- *Easy means to see state of all works via **dashboards***

BigBrands' systems increase value through re-use and integration across the BigBrands' team network.

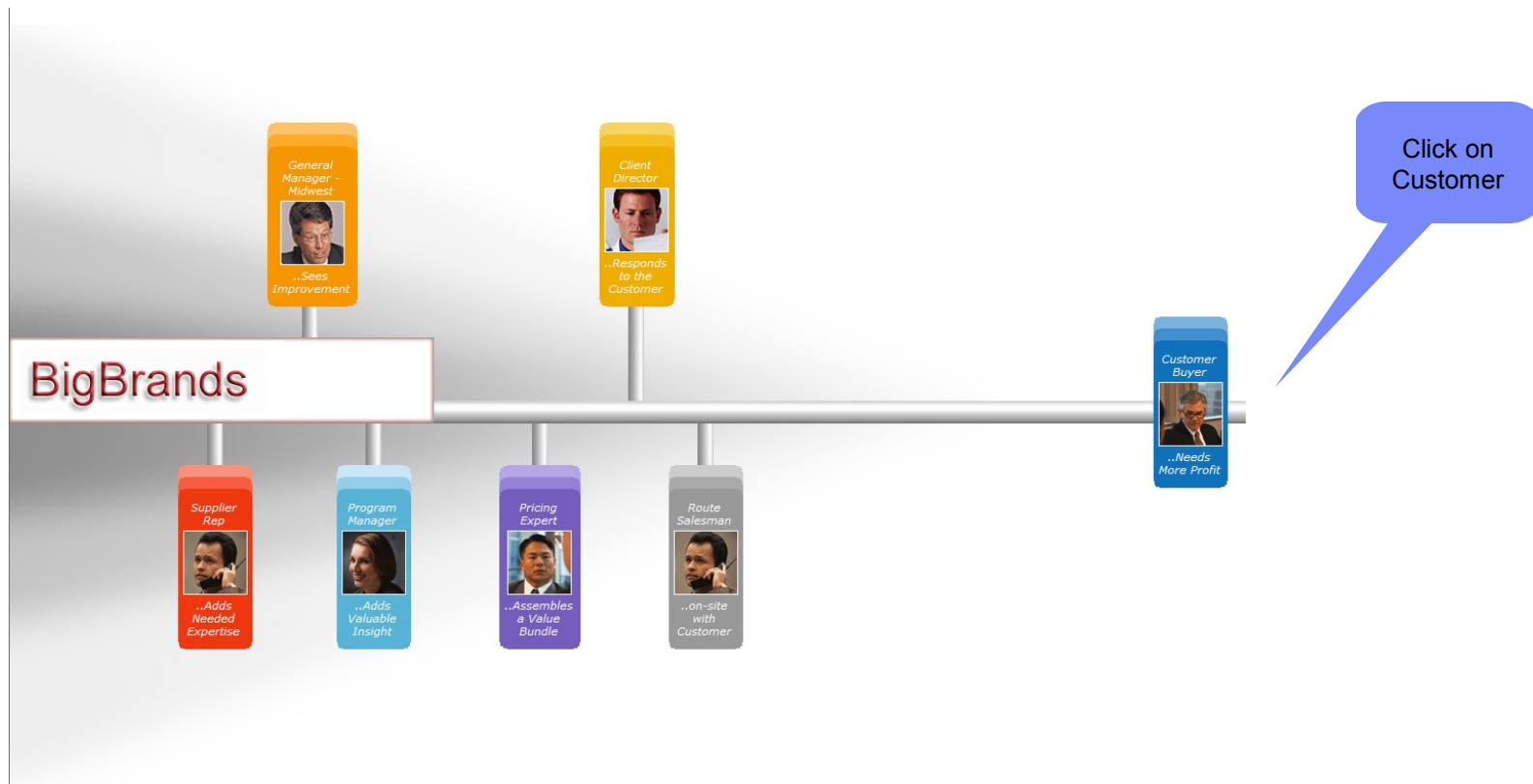


<b>Requirements</b>	<b><u>Customer Buyer</u></b>  <b>AI Bender</b>	<b><u>Client Director</u></b>  <b>Frank Dunn</b>	<b><u>Program Manager</u></b>  <b>Jane Baker</b>	<b><u>Supplier Rep</u></b>  <b>Donn Cahill</b>	<b><u>General Manager</u></b>  <b>Ben Goodman</b>
Easy Access	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Integrated and Personalized Workspace	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Status "As A Glance"	<b>X</b>	<b>X</b>	<b>X</b>		<b>X</b>
Search	<b>X</b>		<b>X</b>		
Collaboration (Chat, e-Meeting, VOIP)	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Alerts	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Workflow	<b>X</b>		<b>X</b>		
Access to Legacy Systems			<b>X</b>	<b>X</b>	
Content Management			<b>X</b>		
Easy Administration			<b>X</b>		
Dashboards		<b>X</b>			<b>X</b>

## Narrative:

- Existing client is apprised of engagement status, then accesses BigBrands' resources directly
  - Client (Customer) has existing stream over audit on BTO and SO services
  - Executive challenged to introduce new software deliver/pricing model
  
- BigBrands' management team responds
  
- BigBrands' operations team executes
  
- BigBrands' Senior Management is apprised

Here we see how BigBrands generates value for its customers and distributors; through its people. Here we see these most vital resources working together to move the marketplace and improve the BigBrands' experience for the customer.



BigBrands customer, Al Bender, works for Customer financial operations. He has just learned that a large retailer has an aggressive move in 2Q '07 toward software bundling of license and subscription revenues. In addition of compliance implications, he is concerned with operational aspects. He logs into the BigBrands site. He notes an alert regarding Food Lion owned tasks.

1. Each workplace is personalized with appropriate theme and content

2. He sees e-mail and meeting summary of BigBrands interactions

3. He sees BigBrands news

4. He sees filtered subscribed search personalized for his role

8. CLICK ON ALERT

7. He is made aware of changing conditions

6. He has access to all of BigBrands's assets

5. He sees his BigBrands and Customer team on-line

The BigBrands team is executing faster than Customer expected and there are several tasks awaiting Customer approval. The BigBrands team may not be happy about that, but should like to hear of the new plans. Al wonders what expertise they might have in product bundles and software pricing.



Welcome Al Bender, Customer Buyer

Launch ▾ Projects > WBS > Entry detail > Search: [All Sources] [Search] [Add] [Help] [Log Out]

- Home
- Schedule
- WBS
  - Tree
  - Entry detail
- Changes
- Documents
- Discussion
- Tracking
- Administration

### WBS Entry Detail

Id: 1  
 Status: In Progress  
 Project: Project Runway Launch  
 Title: Project Runway Launch  
 Description:  
 Planned Percentage: 100%  
 Actual Percentage: 100%

**TASKS**

Pending
  In Progress
  Done
  Canceled

Page 1 of 1

Id	Task	Responsible	Start date	End date	Person-Hours
3	Planning & Scope/Plan Layout	Philip Collins	09/12/06	09/14/06	6
4	Planning & Scope/Price Planning	Philip Collins	09/14/06	09/15/06	6
5	Planning & Scope/Logistics Planning	Mary Davis	09/14/06	09/18/06	6
6	Planning & Scope/Placement Planning	Bernard Chapot	10/14/06	10/18/06	6
8	Design/Price Design	Philip Collins	10/17/06	10/18/06	10
9	Design/Logistics Design	Mary Davis	10/17/06	10/19/06	10

### Project

Current Project is:  
Food Lion: Project Runway Launch

- BigBrands Team:**
  - Frank Dunn
  - Jane Baker
- Food Lion Team:**
  - Al Bender
  - Bernard Chapot

Click on go for advanced search

1. He sees the BigBrands project managers

2. He sees all tasks in plan and on-line status or participant



AI thought it was innovative for BigBrands to share its information and knowledge assets with customers. When he started seeing direct access to BigBrands experts through the BigBrands system, his perception of BigBrands as an industry leader really jumped. Perhaps they have someone with the background needed to deal with the nuances of pricing bundles.

The screenshot shows the BigBrands web application interface. At the top, there is a navigation bar with links for Home, My Workplace, Projects, and About BigBrands. Below this, there is a search panel with three steps: Step 1. Search for: pricing bundle; Step 2. Select a Category (with checkboxes for Intellectual Capital and Assets, Project Profiles, Internet Searches, Biographies, Industries, Work Product Based Assets, and Data Mart); Step 3. Select a Geography (with a dropdown menu set to All geographies). A 'Start the Search GO!' button is at the bottom of the search panel. To the left of the search panel is an e-mail inbox showing 'Inbox: 25 Messages (5 new)'. To the right are sections for Alerts (showing 'Week of 11/24 - Tasks Complete Awaiting Food Lion Approval' and 'Budget Approval Required') and Instant Messaging (showing 'I am Active' with a list of team members including Frank Dunn, Jason Spence, Jill Cooper, Eva Farkas, Margaret Donolo, Kate Jackson, Valarie Myers, and Brian Collins).

Search engine crawls all content, assets, and data base of BigBrands experts

1. Fill search field with "price bundle" and select a few items. Highlight Biographies as "people are "the most valuable asset"

2. Click on "Go"

AI is amazed at how quickly ALL of the BigBrands dialogue has consolidated into the portal-based system. Every contact he has with BigBrands (including voice) is now thru the portal. He see an expert at BigBrands that is perfect for his needs, and that is on-line and ready to communicate. Though he appreciates Mr. Twiss' willingness to be responsive, AI elects instead to have his Client Director, Frank Dunn, set up the meeting.

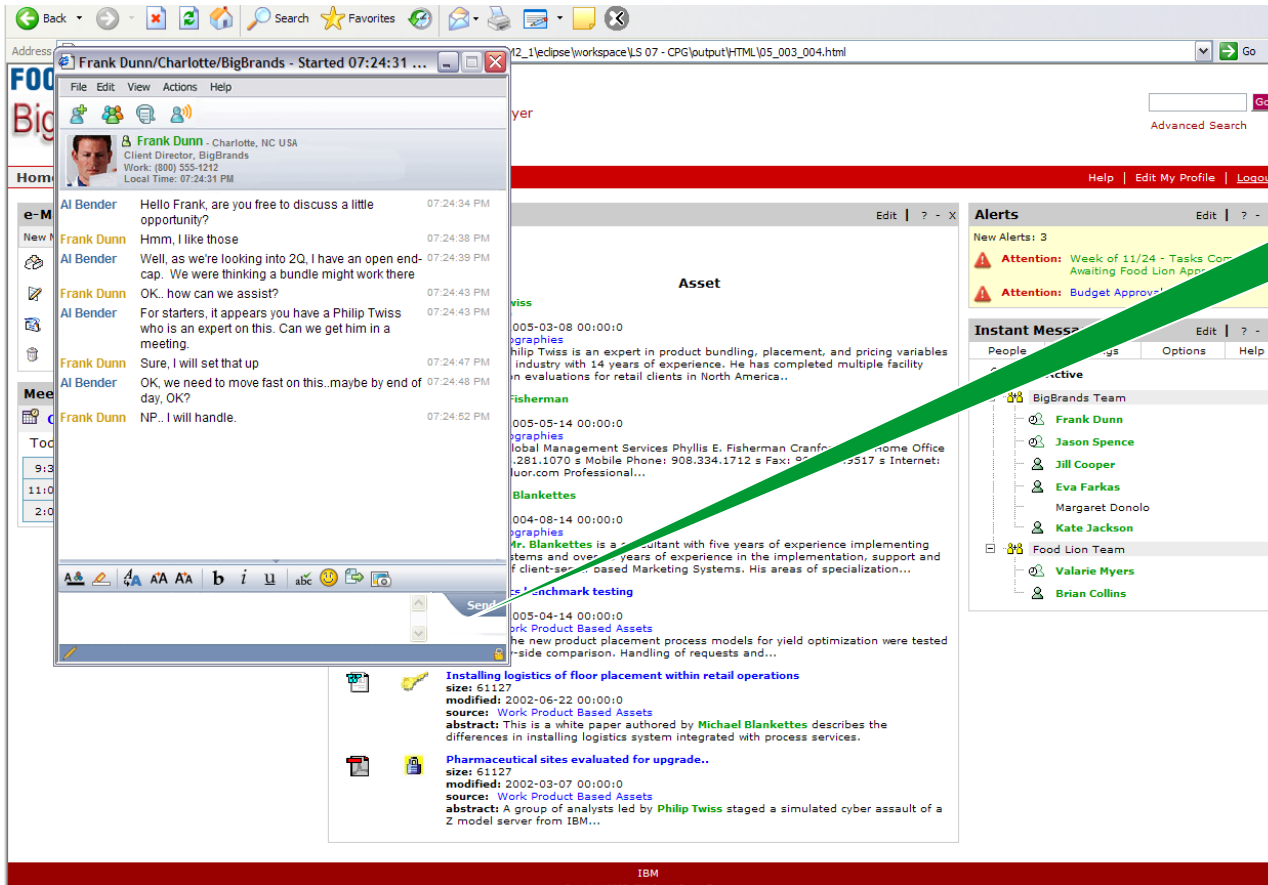
The screenshot shows the BigBrands portal interface. At the top, it says 'Welcome AI Bender, Customer Buyer'. The main content area is titled 'Search Results' and shows a list of results under the heading 'North America' and 'Type logistics'. The first result is for Philip Twiss, with an abstract describing his expertise in product bundling and pricing. The second result is for Phyllis Fisherman, with an abstract about Global Management Services. The third result is for Michael Blankettes, with an abstract about logistics systems. Below these are results for 'New logistics benchmark testing', 'Installing logistics of floor placement within retail operations', and 'Pharmaceutical sites evaluated for upgrade..'. On the left side, there are panels for 'e-Mail from BigBrands' (showing 25 messages in the inbox) and 'Meetings with Flour' (with a calendar showing a 'Weekly Status Meeting' at 9:30 am). On the right side, there are 'Attention' alerts, an 'Instant Messaging' panel, and a 'People' list. A context menu is open over Frank Dunn in the 'People' list, with 'Chat' selected.

1. Right click on Philip Twiss...so that you can talk to "easy to touch" line above

Results are sorted in order of "value to customer" based on role/profile

2. Right click on Frank to start dialogue.. Then on "chat"

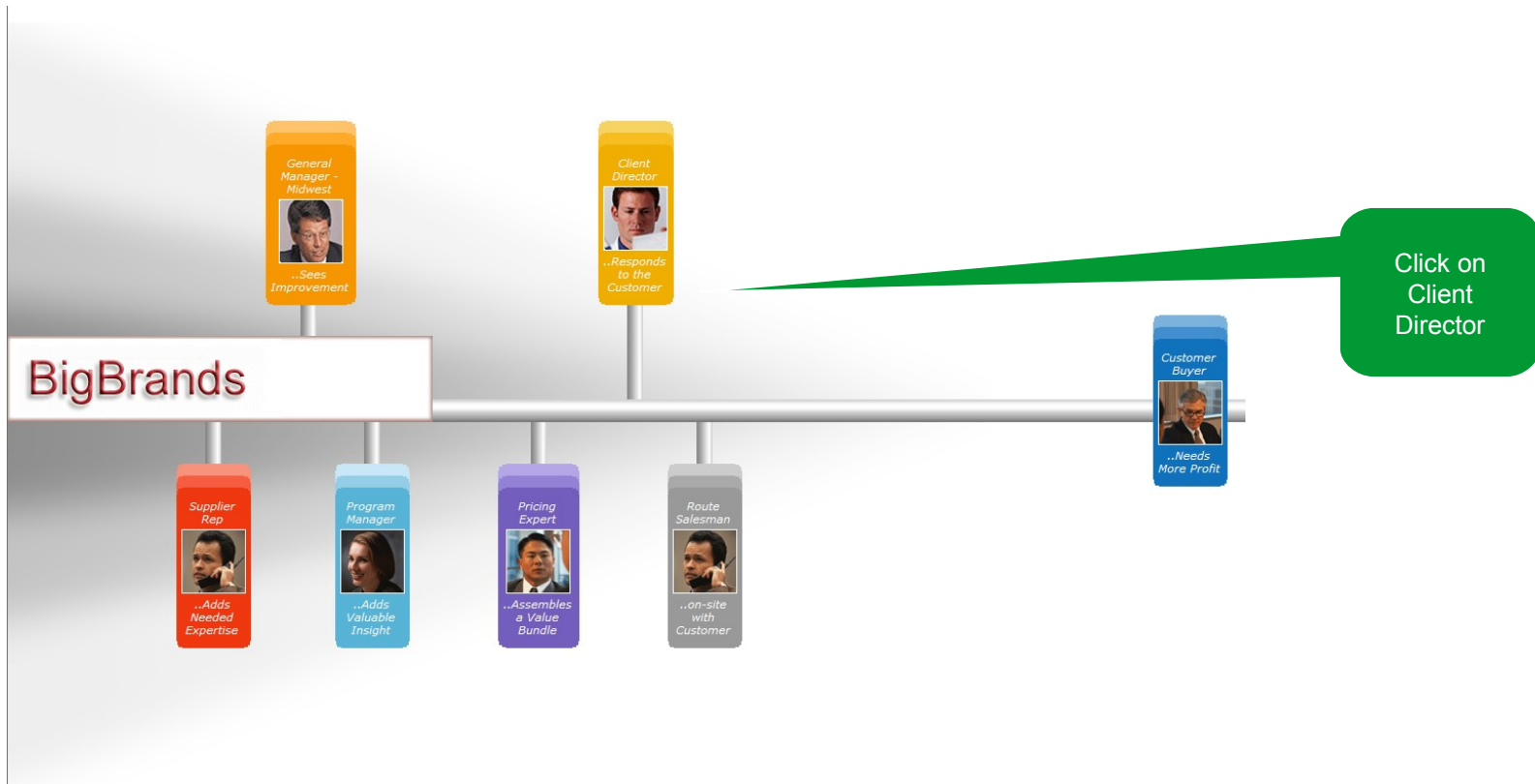
AI appreciates the quick response of Frank, and the commitment to respond by the end of the day. With the new BigBrands portal, AI knows that Frank will execute seamlessly.



1. Click on "Send" and wait for response.. Repeat 3 X

2. Click to log out"

Next we see the dashboard of Frank Dunn, BigBrands Account Exec supporting the customer.



Frank's dashboard is set to align with his customers. He sees the same news that they do. His team is visible and ready to respond. He sees an alert regarding employee recognition. It is great that the HR team tracks these details as his people are his most vital resource.

Address: documents/Unzipped/WPEM2\_1\_3b/WPEM2\_1/eclipse/workspace/LS%2007%20-%20CPG/output/HTML/04\_003\_000.html?username=FrankDunn&password=passwd&submit=Submit+%3CKBD%3E%5B%5D%3C%2FKBD%3E Go

# BigBrands

Frank Dunn, Client Director

Home Business Strategy Execution My Workplace Projects e-HR About BigBrands Help Edit My Profile Logout

### e-Mail from BigBrands

New Messages\*

- Inbox: 25 Messages (5 new)
- Draft: 3 saved
- Sent: 32 messages
- Trash: 241 total

### Meetings with Flour

Open Calendar

Today's Calendar

9:30 am	Weekly Status Meeting
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Newer news | Latest news

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### Industry News

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- [Time Inc. Cuts Nearly 300 Jobs](#)  
Forbes - 34 minutes ago - [80 related articles »](#)
- [Lawyer: Plea Offered to Dunn in HP Case](#)  
Forbes - 1 hour ago - [156 related articles »](#)

### Alerts

New Alerts: 3

- Attention:** Employee Recognitions is Red
- Attention:** Budget Approval Required
- Attention:** Work items are due

### Instant Messaging

People Meetings Options Help

I am Active

- Industry Team
  - Frank Dunn
  - Jason Spence
  - Jill Cooper
  - Eva Farkas
  - Margaret Donolo
  - Kate Jackson
- Delivery Team
  - Jane Baker
  - Brian Collins

Click on "Employee Recognition"

The alert links to his KPI dashboard. Since the management team is all on “one page” with the new governance system, he is able to focus on enhancing the service to his customers, and business in his emerging sector is heating up. He just needs a deal or two to make his bonus and get some recognition for his team.

**BigBrands** Frank Dunn, Client Director

Home Business Strategy Execution My Workplace Projects e-HR About BigBrands

Scorecard for Frank Dunn

Scorecard state: Draft

Display results for: This year

Object	Status	Milestone Target	Actual	Variance	Change	Final Target
<b>Customer</b>						
Grow Retail Market Share	⚠	56%	24%	-2%	4%	56%
Increase Customer Satisfaction	✅	100%	96%	-4%	2%	100%
<b>Finance</b>						
Achieve Revenue Goals	✅	\$5 M	\$3.8 M	8.92%	-5%	\$26 M
Grow Established Contracts	✅	10%	6.8%	3.2%	-1.8%	10%
Maintain Spending Targets	⚠	\$5 M	\$900K	3%	.5%	\$5 M
<b>Internal Business Process</b>						
New Product Launch	✅	100%	100%	0%	0%	100%
SOX Compliance	⚠	100%	91.67%	-8.33%	14.58%	100%
<b>Learning and Growth</b>						
Managed attrition rate of 6%	⚠	5.25%	4.9%	-6.67%		5.25%
Recognition of high potential candidates	✅	Yes	Yes			Yes
...	⚠	100%	88%	-12%	0%	100%

Team Structure:

- Ben Goodman
  - Frank Dunn
    - Jane Baker
    - Francis Meriwether
    - Elizabeth Nahm
    - Minh Li
    - Matthias Kramer
    - Stan Carrow
    - Raimundo Martin

My Alerts:

- Sep 28, 2005: A linked item has been added to Reduce Bid Response Time objective.
- Sep 27, 2005: Your score card has been sent back to you by Dennis Michaels.

All workflow is visible for improved accountability

KPI's have been cascaded thru management team and are synched dynamically (with approvals)

Thresholds set by user (or manager) notify when exceeded Alerts optional

Wait for POP-UP

He can see his team and reporting structure

Alerts notify him of changes to the governance model (note bid response time link is new).

Frank is stimulated by a customer chat that opens. He is excited to see it is the Customer Program Manager. He responds with interest and commits to an end of day meeting. He now needs to get a team of BigBrands experts pulled together quickly (particularly to get some more paper signed for his year end bonus)! Given AI's interest in adding some experts, Frank needs to look deeper into the current projects.

Click on send.  
Repeat 2X

The screenshot shows a web browser window with a chat application. On the left, a chat window titled 'AI Bender/Hickory/Customer - Started 08:00:07 PM' shows a conversation between AI Bender and Frank Dunn. The chat messages are as follows:

- AI Bender: Hello Frank, are you free to discuss a little opportunity? (08:00:07 PM)
- Frank Dunn: Hmm, I like those (08:00:07 PM)
- AI Bender: Well, as we're looking into 2Q I have an open end-cap. We are thinking a bundle might work there (08:00:07 PM)
- Frank Dunn: OK... how can we assist? (08:00:07 PM)
- AI Bender: For starters, Appears you have a Philip Twiss who is an expert on this. Can we get him in a meeting. (08:00:07 PM)
- Frank Dunn: Sure, I will set that up (08:00:11 PM)
- AI Bender: OK, we need to move fast on this..maybe by end of day, OK? (08:00:11 PM)
- Frank Dunn: NP.. I will handle. (08:00:15 PM)

In the center of the page, there is a 'Scorecard state: Draft' section with a table of metrics. The table has columns for 'Actual', 'Variance', 'Change', and 'Final Target'. Below this is a 'Learning and Growth' section with a table of performance indicators.

	Actual	Variance	Change	Final Target
missions	24%	-2%	4%	56%
	96%	-4%	2%	100%
	\$3.8 M	8.92%	-5%	\$26 M
	6.8%	3.2%	-1.8%	10%
	\$900K	3%	.5%	\$5 M
	105	5%	0%	100
	100%	0%	0%	100%
	91.67%	-8.33%	14.58%	100%

Managed attrition rate of 6%	5.25%	4.9%	-6.67%	5.25%
Recognition of high potential candidates	Yes	Yes		Yes
World Class Employer	100%	88%	-12%	100%

On the right side, there is a user profile for 'Frank Dunn' with a list of contacts including Ben Goodman, Jane Baker, Francis Meriwether, Elizabeth Nahm, Minh Li, Matthias Kramer, Stan Carrow, and Raimundo Martin. There is also a search bar and a 'My Alerts' section with recent notifications.

To prepare his response, Frank drops down a layer in the dashboard. Here he can see a variety of views to help him gain insight on trends and conditions...for ALL of his work. Now that the management system is directly linked to project status, he can view projects at a glance, go gauge their impact on his team's performance.

**BigBrands**  
Frank Dunn, Client Director

Home | Business Strategy Execution | My Workplace | **Projects** | e-HR | About BigBrands

Scorecard for Frank Dunn

Scorecard state: Draft  
Display results for: This year

Objective	Status	Milestone	Target	Actual	Variance	Change	Final Target
<b>Customer</b>							
▶ Grow Retail Market Share	⚠	56%		24%	-2%	4%	56%
▶ Increase Customer Satisfaction	✅	100%		96%	-4%	2%	100%
<b>Finance</b>							
▶ Achieve Revenue Goals	✅	\$5 M		\$3.8 M	8.92%	-5%	\$26 M
▶ Grow Established Contracts	✅	10%		6.8%	3.2%	-1.8%	10%
▶ Maintain Spending Targets	⚠	\$5 M		\$900K	3%	.5%	\$5 M
<b>Business Process</b>							
▶ Project Module Re-Use	✅	100		105	5%	0%	100
▶ New Product Launch	✅	100%		100%	0%	0%	100%
▶ SOX Compliance	⚠	100%		91.67%	-8.33%	14.58%	100%
<b>Learning and Growth</b>							
▶ Managed attrition rate of 6%	⚠	5.25%		4.9%	-6.67%		5.25%
▶ Recognition of high potential ca	✅	Yes		Yes			Yes
▶ World Class Employer	⚠	100%		88%	-12%	0%	100%

Navigation Tree:

- Ben Goodman
- Frank Dunn
- Jane Baker
- Francis Meriwether
- Elizabeth Nahm
- Minh Li
- Matthias Kramer
- Stan Carrow
- Raimundo Martin

Search by: Name

Search for: [input] Search

My Alerts

- Sep 28, 2005  
A linked item has been added to Reduce Bid Response Time objective.
- Sep 27, 2005  
Your score card has been sent back to you by Dennis Michaels.

Right mouse on "grow Contracts" Then Click on "Projects"



Constraint-based views of all projects in the portfolio, rolled up into the dashboard, saves BigBrands's management team hours of status meetings, and mitigates risk by alerting when thresholds (cost or delivery) are exceeded. Contextual awareness of team permits easy interactions with stakeholders. Frank was needing a case for more resources on project runway, and this could be what he needs to secure them. He sees Jane is offline...and so sends her an alert to ensure her attention.

The screenshot shows the BigBrands web application interface. At the top, the user is identified as Frank Dunn, Client Director. The main navigation bar includes Home, Business Strategy Execution, My Workplace, Projects, e-HR, and About BigBrands. The left sidebar contains a WBS Tree with options like Home, Schedule, WBS, Tree, Entry detail, Changes, Documents, Discussion, Tracking, and Administration.

The central area displays the 'Work Break Down Structure (WBS)' for 'Food Lion: Project Runway Launch'. The WBS tree is as follows:

- 1 Food Lion: Project Runway Launch (Planned: 100%, Actual: 52%)
  - 1.1 Planning & Scope (Planned: 100%, Actual: 100%)
  - 1.2 Design (Planned: 100%, Actual: 100%)
  - 1.3 Price work (Planned: 100%, Actual: 22%)
    - 1.3.1 Store signage (Planned: 100%, Actual: 100%)
    - 1.3.2 Space Validation (Planned: 100%, Actual: 0%)
    - 1.3.3 Supports for SLED sys... (Planned: 100%, Actual: 0%)

On the right, the 'Project' panel shows the current project as 'Food Lion: Project Runway Launch'. Below this is a context-aware list of team members:

- Internal:
  - Frank Dunn
  - Jane Baker
- External:
  - Al Bender
  - Bernard C...

A right-click context menu is open over Jane Baker, showing options: Chat, eMeeting, Talk, and Send Alert.

Right mouse over Jane and click "send alert"

Context aware list of project.  
 a. click on list box – explain that entire project panel could change participants  
 b. Jane is offline, so right mouse to click on "send alert"

A constraint-based view shows Frank that he needs more resources.

As alerts are replacing the old, invisible to the management system, e-mail and phone-calls, Frank has seen increase accountability and performance from his team. As his customers are in vital markets for BigBrands, the service level response on customer-related alerts is 1 hour. This has helped crush bid response time and has enhanced customer satisfaction.

# BigBrands

Welcome **Frank Dunn**, Client Director

Launch ▾ Home > Alert > Search: [ ] All Sources

**e-Mail from BigBrands**

New Messages\*

- Inbox: 25 Messages (5 new)
- Draft: 3 saved
- Sent: 32 messages
- Trash: 241 total

**Meetings with BigBrands**

**Open Calendar**

Today's Calendar

9:30 am	<a href="#">Weekly Status Meeting</a>
11:00 am	<a href="#">Plant Upgrade Discussion</a>
2:00 pm	<a href="#">e-Meeting - Engineering</a>

**Send Alert**

Send Send and File... Save As Draft Address... Delivery Options... Follow Up ▾ Tools ▾

High importance  Return receipt  Sign  Encrypt

**Frank Dunn, Client Director** 12/02/2006 09:41 AM **To:** Jane Baker

**Alert Response < 1 Hr. Expected** **cc:**

**Subject:** Food Lion Opportunity - Meeting today!

Jane,

I spoke with AI Bender a minute ago. He has what may be huge opportunity for us.

They have an open end-cap in their 2Q plan. He is asking that we come forward with a good proposal to optimize their turns and profit.

We need an e-meeting with him by end of the day. Please set on up. Also, He also mentioned Phil Twiss. Can you please start-up a workspace for this and get Phil engaged.

Here is the chat...

<b>AI Bender</b>	Hello Frank, are you free to discuss a little opportunity?	10:22:25 AM
<b>Frank Dunn</b>	Hmm, I like those	10:22:25 AM
<b>AI Bender</b>	Well, as we're looking into 2Q I have an open end-cap. We are thinking a bundle might work there	10:22:25 AM
<b>Frank Dunn</b>	OK.. how can we assist?	10:22:25 AM
<b>AI Bender</b>	For starters, Appears you have a Phillip Twiss who is an expert on this. Can we get him in a meeting.	10:22:25 AM
<b>Frank Dunn</b>	Sure, I will set that up	10:22:28 AM
<b>AI Bender</b>	OK, we need to move fast on this..maybe by end of day, OK?	10:22:29 AM

**Alerts**

New Alerts: 3

- Attention:** Employee Recognitions is Red
- Attention:** Budget Approval Required
- Attention:** Work items are due

**Instant Messaging**

People Meetings Options Help

**I am Active**

- Industry Team
  - Frank Dunn
  - Jason Spence
  - Jill Cooper
  - Eva Farkas
- Kate Jackson
- Delivery Team
  - Jane Baker
  - Brian Collins

Click to send

Activity "composites" move easily thru the new system

Frank returns to his homepage, knowing that the Customer deal is in the best hands and will be properly addressed.

Address

# BigBrands

Frank Dunn, Client Director   Advanced Search

**Home** **Business Strategy Execution** **My Workplace** **Projects** **e-HR** **About BigBrands**

**e-Mail from BigBrands**

New Messages\*

: 25 Messages (5 new)

: 3 saved

: 32 messages

: 241 total

**Meetings with BigBrands**

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Today's Calendar

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[BigBrands Co. 3Q Profit Tumbles](#)  
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**Alerts**

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**Attention:** Employee Recognitions is Red

**Attention:** Budget Approval Required

**Attention:** Work items are due

**Instant Messaging**

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**I am Active**

- Industry Team
  - Frank Dunn
  - Jason Spence
  - Jill Cooper
  - Eva Farkas
  - Margaret Donolo
  - Kate Jackson
- Delivery Team
  - Jane Baker
  - Brian Collins

Click to log out

Next we see the dashboard of Jane Baker, Buyer and Team member.



Jane Baker has recently joined BigBrands's Food Lion team. She needs to complete and sign the new employment form set. She clicks on the first "Do It!" button.

Click on the first "Do It!" button

**BigBrands** Jane Baker, Program Manager

Home | My Workplace | Projects | e-HR | About BigBrands

My Profile | Life Events | My Finances | Travel | Vacation | e-Learning | Goals | Time Recording

**Welcome to the BigBrands Team!**

Welcome to the BigBrands team! Your colleagues have designed the list of tasks below to make our onboarding process a little easier. Please let us know if you have any questions, or suggestions for additional improvement by contacting your mentor: [Candide Rice](#), x8835 or Call 1-800-541-6154

**New Employee Checklist**

Task	Time	Action
<input type="checkbox"/> Complete and sign new employee form set	TIME: 30 Minutes	Do It!
<input type="checkbox"/> Confirm with your mentor that you have all appropriate team room access. Discuss with your mentor your education plan.	TIME: 30 Minutes	Do It!
<input type="checkbox"/> Notify the teams that you have joined and advise them of your interests and capabilities. Also advise them regarding which projects and team efforts you will be joining, and of your availability to start. An alert will be immediately sent to your new team members upon completion of this exercise.	TIME: 30 Minutes	Do It!
<input type="checkbox"/> Complete your personnel profile on the pages presented here. It will be sent immediately to the <a href="#">Human Resources Organization</a> .	TIME: 15 Minutes	Do It!
<input type="checkbox"/> If you are an exempt employee, you should NOT submit an Online Timecard for the pay period in which you start, rather use the e-forms version of timecard for your initial pay period.	TIME LIMIT	Do It!
<input type="checkbox"/> If you would like to change your federal or state W4 withholdings for your final paycheck, you may review and elect your current withholdings.	TIME LIMIT	Do It!
<input type="checkbox"/> If you are taking a course for which Educational Assistance is being provided, submit all online Educational Assistance forms	TIME LIMIT	Do It!
<input type="checkbox"/> Set up your work environment by scheduling session with enablement team for computers (office/home), laptop, printer, dictating equipment, answering machine, fax machine (office/home), pager, cellular phone, calculator, etc.	TIME: 3 Hours	Do It!

**e-HR Alerts**

New Alerts: 3

- Attention: Review Your Goals Today
- Attention: New Travel Guidelines
- Attention: Updated e-Learning Course Catalog

**e-HR Instant Messaging**

People | Meetings | Options | Help

**I am Active**

- General Inquiries
  - Jennifer Hicks
  - Blair Macdonald
- Finance Inquiries
  - Nicholas Beaulieu
  - Jane Arbogast
- Travel Coordinators
  - Olivia Rodriguez
  - Leah Scott
- e-Learning Team
  - Michael Bernstein
  - Rafael Tello

Now, Jane clicks on e-Learning > Recommendations to go to some courses recommended to her.

The screenshot displays the IBM BigBrands employee portal interface. At the top, the user is identified as Jane Baker, Program Manager. The navigation bar includes links for Home, My Workplace, Projects, e-HR, and About BigBrands. A search bar with a 'Go' button and an 'Advanced Search' link is also present. The left sidebar contains a menu with categories like My Profile, Life Events, My Finances, and e-Learning. A green callout bubble points to the 'e-Learning' menu item with the text 'Click on e-Learning and then on Recommendations'. The main content area shows the 'New Employee Checklist' page, which includes the IBM logo, 'IBM Workplace Forms', and a 'New Employee Hire' section with various form tabs such as Store Information, Employee Information, Dependents, W-4 Withholding, Emergency Contact Information, Direct Deposit Information, Group Insurance Enrollment, and Submittal.

Jane Baker has been taking some on-line education when she sees the incoming alert from Frank Dunn. She clicks on it.

The screenshot shows the BigBrands user interface for Jane Baker, Program Manager. The main content area displays 'eLearning - Recommendations' with a table of suggested courses. On the right, an 'Alerts' section shows three new alerts, with the first one highlighted in yellow: 'Alert: Food Lion Opportunity - Meeting Today!'. A green callout bubble points to this alert with the text 'Click on Alert "Customer Opportunity"'. The 'Instant Messaging' section on the right shows a list of active users, including Frank Dunn, Jason Spence, Jill Cooper, Eva Farkas, Margaret Donolo, Kate Jackson, and others.

Category	Title	Course Number	Type	Duration
PROJ	<a href="#">Introduction to Project Management</a>	PR101	Online	1 day
TECH	<a href="#">Web Content Management Basics</a>	IT149	Online	2 days
TECH	<a href="#">Creating Effective Presentations</a>	IT103	Online	2 days
LANG	<a href="#">Technical Spanish</a>	LG115	Classroom	3 days

Learning recommendations are tailored to profile based on role by HR

Highlight how employee self service has made BigBrands more nimble on-boarding, while lowering operations expense

Click on Alert "Customer Opportunity"

Jane really likes the BigBrands' system for the way it presents her work in nice logical segments. On one page, she is able to see all of the activities that she needs to focus on, for each of her clients. As this alert was sent by Frank, it shows up on the Food Lion projects page.

The screenshot shows the BigBrands web application interface for Jane Baker, Program Manager. The interface is organized into several sections:

- Navigation:** Home, My Workplace, Projects, e-HR, About BigBrands.
- Left Sidebar:** Schedule, Task Summary, WBS, Changes, Documents, Discussion, Tracking, Administration.
- Main Content Area:**
  - Home:** To Do, My Tasks, My TimeSheet.
  - Alerts with Tasks:** A table listing alerts with columns for Title, Date, and Action. One alert is highlighted: "Opportunity at Food Lion" (12/4/2006) with action "Change Control Plan".
  - Change Requests:** A table with columns for Title, Date, Owner, Total Impact, and Replies.
  - Documents In Process:** A table with columns for Title, Date, Type, Tracking ID, and Owner. Documents include "Initial Assessment", "High Level Design", "Confirm LabCorp Resource", "Wrong posting display in the For...", "Pop up box for research", and "Foundation Diagram".
- Right Panel:** Project details for "Food Lion: Project Runway Law", including team members like Frank Dunn, Jane Baker, Al Bender, and Bernard.

1. Click on Drop down and explain contextual navigation (all portlets change by client)

2. Click on Alert "Opportunity at Customer"

Status made visible dynamically

Virtual teams made visible for each customer

Artifact owners can be contacted directly

Separate portlets track documents, and tasks



After Jane reviews the notes, she searches for Phil Twiss.

# BigBrands

Welcome **Jane Baker**, Program Manager

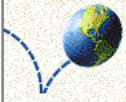
Launch ▾ Projects > Alerts >

Search:  All Sources  + ? Log Out

- Schedule
- Task Summary
- WBS
- Changes
- Documents
- Discussion
- Tracking
- Administration

## Alerts

High importance
  Return receipt
  Sign
  Encrypt


**Frank Dunn, Client Director**  
 12/02/2006 09:41 AM

Alert Response < 1 Hr. Expected

To:

cc:

bcc:

Subject:

Jane,

I spoke with Al Bender a minute ago. He has what may be huge opportunity for us.

They have an open end-cap in their 2Q plan. He is asking that we come forward with a good proposal to optimize their turns and profit.


We need an e-meeting with him by end of the day. Please set on up. Also, He also mentioned Phil Twiss. Can you please start-up a workspace for this and get Phil engaged.

Here is the chat...



Al Bender	Hello Frank, are you free to discuss a little opportunity?	10:22:25 AM
Frank Dunn	Hmm, I like those	10:22:25 AM
Al Bender	Well, as we're looking into 2Q I have an open end-cap. We are thinking a bundle might work there	10:22:25 AM
Frank Dunn	OK.. how can we assist?	10:22:25 AM
Al Bender	For starters, Appears you have a Philip Twiss who is an expert on this. Can we get him in a meeting.	10:22:25 AM
Frank Dunn	Sure, I will set that up	10:22:28 AM

## Project



Current Project is:



Internal:
 

-  Frank Dunn
-  Jane Baker

External:
 

-  Al Bender
-  Bernard Chapot

Click on  
"Go"

She searches on his name in biographies.

The screenshot displays the BigBrands web application interface. The main content area is titled "Search" and shows a three-step process:

- Step 1. Search for:** A text input field contains the name "Twiss".
- Step 2. Select a Category:** A grid of checkboxes allows selection of search categories:
  - Intellectual Capital and Assets
  - Project Profiles
  - Internet Searches (http://www...)
  - Biographies
  - Industries
  - Work Product Based Assets
  - Data Mart
- Step 3 Select a Geography -** Narrow the scope of your search to a geographic region. A dropdown menu is set to "All geographies".

At the bottom of the search section, there is a "Start the Search GO!" button.

On the left side, there are sections for "e-Mail from BigBrands" (Inbox: 25 Messages (5 new), Draft: 3 saved, Trash: 241 total) and "Meetings with BigBrands" (Open Calendar, Today's Calendar with meetings at 9:30 am, 11:00 am, and 2:00 pm).

On the right side, there are "Alerts" (New Alerts: 3, including "Attention: Alert: Food Lion Opportunity - Meeting Today!") and "Instant Messaging" (People, Meetings, Options, Help) showing active users like Frank Dunn, Jason Spence, Jill Cooper, Eva Farkas, Margaret Donolo, Kate Jackson, and Target Team members.

A green callout bubble on the left contains the text: "She searches for 'Twiss'". A green arrow points from this bubble to the search input field.

The top navigation bar includes "Launch", "Home > Briefing >", a search bar with "All Sources", and "Log Out". The bottom navigation bar includes "IBM", "Home", "Administration", "Documents", "Messaging", and "Site Map".

She opens a discussion to gain his perspective. He requests that she set up a meeting and invite a new supplier of expertise to BigBrands. Store Dynamix has extensive background in signage for bundles and Phil wants them involved early to help sell the project expansion.

The screenshot shows the BigBrands web application interface. At the top, the user is identified as Jane Baker, Program Manager. The navigation bar includes Home, My Workplace, Projects, e-HR, and About BigBrands. The main content area is divided into several sections:

- e-Mail from BigBrands:** Shows a list of messages, including 'Inbox: 25 Messages (5 new)' and 'Draft: 3 saved'.
- Search Results:** Displays a list of search results under the heading 'North America'. The results include:
  - Phil Twiss:** size: 40839, modified: 2005-03-08 00:00:00, source: Biographies, abstract: Phillip Twiss is an expert in product bundling, place for the CPG industry with 14 years of experience. He has com...
  - Phyllis Fisherman:** size: 61127, modified: 2005-05-14 00:00:00, source: Biographies, abstract: Global Management Services Phyllis E. Fisherman Phone: 908.281.1070 s Mobile Phone: 908.334.1712 s Fax: pfishrnm@fluor.com Professional...
  - Michael Blankettes:** size: 51287, modified: 2004-08-14 00:00:00, source: Biographies, abstract: Mr. Blankettes is a consultant with five years of e... logistics Systems and over 15 years of experience in the imp... operation of client-server based Marketing Systems. His ares...
  - New logistics benchmark testing:** size: 61127, modified: 2005-04-14 00:00:00, source: Work Product Based Assets, abstract: The new product placement process models for yie in a side-by-side comparison. Handling of requests and...
  - Installing logistics of floor placement within retail operation:** size: 61127, modified: 2002-06-22 00:00:00, source: Work Product Based Assets, abstract: This is a white paper authored by Michael Blankettes differences in installing logistics system integrated with proce...
- Alerts:** Shows 'New Alerts: 3' and a specific alert: 'Attention: Alert: Food Lion Opportunity...'.
- Meetings with BigBrands:** Includes an 'Open Calendar' button and a 'Today's Calendar' showing:
  - 9:30 am: Weekly Status Meeting
  - 11:00 am: Plant Upgrade Discussion
  - 2:00 pm: e-Meeting - Engineering

An email window titled 'Phil Twiss/Charlotte/Coca-Cola Bottling Company - St...' is open, showing a conversation:

- Jane Baker:** Hello Phil, Frank has requested you join us to assist with Food Lion deal? (08:10:08 PM)
- Phil Twiss:** Yes, he pinged me too! Can you set a meeting, and invite Donn Cahill from Store Dynamix for maybe 1 PM? (08:10:12 PM)
- Jane Baker:** OK, have we worked with him before? Is he in the portal (08:10:17 PM)
- Phil Twiss:** Not on Food Lion. Bring him on as a team-member, I will manage his permissions (08:10:21 PM)
- Jane Baker:** OK, see you at 1 in the e-meeting (08:10:24 PM)
- Phil Twiss:** Thanks for setting it up (08:10:28 PM)
- Jane Baker:** (08:10:28 PM)

At the bottom of the email window, there is a 'Send' button. The IBM logo and 'Copyright 2005, IBM Portal Demo Team' are visible at the bottom of the page.

1. Right mouse on Phil, then "chat"

2. Hit "send" and wait for reply.. Repeat 2X more

Since Phil asked her to add Donn Cahill, or Store Dyanamix, Jane accesses her project administration space.

Click on  
"Projects"

The screenshot displays the BigBrands web application interface. The main content area shows search results for 'North America' under the category 'Type logistics'. The results list several documents with their respective sizes, modification dates, and abstracts. A chat window titled 'Phil Twiss/Charlotte/Coca-Cola Bottling Company - St...' is open in the foreground, showing a conversation between Jane Baker and Phil Twiss. The chat messages discuss a meeting request and the addition of a new team member, Donn Cahill, from Store Dyanamix. The interface includes a navigation menu with 'Home', 'My Workplace', 'Projects', 'e-HR', and 'About BigBrands'. A green callout bubble points to the 'Projects' menu item.

**BigBrands**  
Jane Baker, Program Manager

Home | My Workplace | **Projects** | e-HR | About BigBrands

Mail from BigBrands | Search Results | Alerts

**North America**

**Type logistics**

- Philip Twiss**  
size: 40839  
modified: 2005-03-08 00:00:0  
source: Biographies  
abstract: Philip Twiss is an expert in product bundling, place for the CPG industry with 14 years of experience. He has com renovation evaluations for retail clients in North America...
- Phyllis Fisherman**  
size: 61127  
modified: 2005-05-14 00:00:0  
source: Biographies  
abstract: Global Management Services Phyllis E. Fisherman Phone: 908.281.1070 s Mobile Phone: 908.334.1712 s Fax: pfishmgn@flur.com Professional...
- Michael Blankettes**  
size: 51287  
modified: 2004-08-14 00:00:0  
source: Biographies  
abstract: Mr. Blankettes is a consultant with five years of e logistics Systems and over 15 years of experience in the imp operation of client-server based Marketing Systems. His are
- New logistics benchmark testing**  
size: 61127  
modified: 2005-04-14 00:00:0  
source: Work Product Based Assets  
abstract: The new product placement process models for yie in a side-by-side comparison. Handling of requests and...
- Installing logistics of floor placement within retail operation**  
size: 61127  
modified: 2002-06-22 00:00:0  
source: Work Product Based Assets  
abstract: This is a white paper authored by Michael Blankettes differences in installing logistics system integrated with proce
- Pharmaceutical sites evaluated for upgrade..**  
size: 61127  
modified: 2002-03-07 00:00:0  
source: Work Product Based Assets  
abstract: A group of analysts led by Philip Twiss staged a str Z model server from IBM...

**Phil Twiss/Charlotte/Coca-Cola Bottling Company - St...**

File Edit View Actions Help

Phil Twiss - Charlotte, NC USA  
Distinguished Engineer  
Work: (800) 555-1212  
Local Time: 08:10:03 PM

Jane Baker Hello Phil, Frank has requested you join us to assist with Food Lion deal? 08:10:08 PM

Phil Twiss Yes, he pinged me too! Can you set a meeting, and invite Donn Cahill from Store Dyanamix for maybe 1 PM? 08:10:12 PM

Jane Baker OK, have we worked with him before? Is he in the portal 08:10:17 PM

Phil Twiss Not on Food Lion. Bring him on as a team-member, I will manage his permissions 08:10:21 PM

Jane Baker OK, see you at 1 in the e-meeting 08:10:24 PM

Phil Twiss Thanks for setting it up 08:10:28 PM

Jane Baker 08:10:28 PM

Send

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As she opens projects, Customer is set to open first. She needs to add Donn as a team member as his primary role.

The screenshot shows a web-based project management application. The user is Jane Baker, Program Manager. The main content area displays a 'Schedule List' for the current project, 'Food Lion: Project Runway Launch'. The list contains 16 tasks with columns for ID, Task, Resources, Start Date, End Date, and Duration. A green arrow points to the 'Add Team-Member' button in the Project panel on the right.

**Schedule List**

Page 1 of 2

ID	Task	Resources	Start Date	End Date	Duration
3-1	Planning & Scope/Plan Layout	Philip Collins	1/12/05	1/12/05	8
4	Planning & Scope/Price Planning	Philip Collins	1/14/05	1/14/05	8
4	Planning & Scope/Logistics Plan...	Mary Davis	1/14/05	1/14/05	8
6	Planning & Scope/Placement Plan...	Bernard Chapot	1/14/05	1/14/05	8
8	Design/Price Design	Philip Collins	1/17/05	1/18/05	12
9	Design/Logistics Design	Mary Davis	1/17/05	1/18/05	12
10	Design/Placement Design	Bernard Chapot	1/17/05	1/18/05	12
13	Price work/Store signage/Core dr...	Philip Collins	1/18/05	1/20/05	16
14	Price work/Store signage/Seal co...	Philip Collins	1/20/05	1/21/05	8
16	Price work/Stock Space Validation/S...	Bernard Chapot	1/21/05	1/24/05	8

**Project**

Current Project is: Food Lion: Project Runway Launch

- Internal:
  - Frank Dunn
  - Jane Baker
- External:
  - Al Bender
  - Bernard Chapot

Click on  
"Add New  
Member"

She completes the information required to register a new user.

The screenshot shows a web browser window displaying the IBM BigBrands application. The user is logged in as Jane Baker, Program Manager. The main navigation bar includes Home, My Workplace, Projects, e-HR, and About BigBrands. A left sidebar contains a menu with items like Schedule, Task Summary, WBS, Changes, Documents, Discussion, Tracking, and Administration. The central content area is titled 'New Team-Member' and contains a registration form with the following fields:

- Team-Member Name:
- Address:
- City:
- State (US only):
- Zip/Postal Code:
- Country:
- Phone Number:
- Fax Number:
- Contact Name:
- Contact Title:
- Contact E-Mail:

Buttons for 'Cancel' and 'Set Permissions' are located at the top of the form. To the right, a 'Project' panel shows the current project as 'Food Lion: Project Runway Launch' and lists team members under 'Internal' (Frank Dunn, Jane Baker) and 'External' (Al Bender, Bernard Chapot) categories.

Fill in info on  
Donn and  
Click to "set  
Permissions"

As most suppliers fit a default profile, Donn is added with standard permissions. As she closes admin, an e-mail is sent to Donn, linking to his BigBrands portal, complete with the services to which he has just been entitled. Now Jane can handle her other alerts.

2. Click on "home" to return to her main page

**Edit Project**

Project Id: Project\_00000002

Project Name:

Status: In Progress

Client: Food Lion

Starting Date: 01-02-2006

End Date: 02-09-2006

Description: Food Lion: Project Runway Launch

Internal Users:

Name	Role	Documents			WBS		Progress Reports		Change Requests		Time Sheets	Tasks		Tracking		Charts
		Reader	Author	Approver	Reader	Editor	Reader	Editor	Reader	Author	Editor	Reader	Editor	Tasks	Time Sheets	
Jane Baker	PDDM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mary Davis	Team Member	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Al Mass	Team Member	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frank Dunn	Client Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

External Users:

Name	Role	Documents			WBS		Progress Reports		Change Requests		Time Sheets	Tasks		Tracking		Char
		Reader	Author	Approver	Reader	Editor	Reader	Editor	Reader	Author	Editor	Reader	Editor	Tasks	Time Sheets	
Al Bender	Customer Manager	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Donn Cahill	Team Member	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Click to turn off "time sheets" since he is not claiming labor

She sees the PO has arrived from Phil. She opens it.

Address

# BigBrands

Jane Baker, Program Manager

Home My Workplace Projects e-HR About BigBrands   Advanced Search

Help | Edit My Profile | Logout

### e-Mail from BigBrands

New Messages\*

**Inbox:** 25 Messages (5 new)

**Draft:** 3 saved

**Sent:** 32 messages

**Trash:** 241 total

### Meetings with BigBrands

**Open Calendar**

Today's Calendar

9:30 am	Weekly Status Meeting
11:00 am	Plant Upgrade Discussion
2:00 pm	e-Meeting - Engineering

### Industry News

**IBM Reports 2006 Fourth-Quarter Results**  
Business Wire (press release) - 3 hours ago - [182 related articles >](#)

**GE to Purchase Part of Abbott Unit for \$8.13 Billion (Update4)**  
Bloomberg - 1 hour ago - [260 related articles >](#)

**Time Inc. Cuts Nearly 300 Jobs**  
Forbes - 34 minutes ago - [80 related articles >](#)

**Lawyer: Plea Offered to Dunn in HP Case**  
Forbes - 1 hour ago - [156 related articles >](#)

**Tribune Ponders Proposals; No Huge Bids**  
Forbes - 1 hour ago - [447 related articles >](#)

**Pilots in Ky. crash violated rules**  
San Jose Mercury News - Jan 17, 2007 - [938 related articles >](#)

**Credit cos. watchful after TJX breach**  
BusinessWeek - 2 hours ago - [403 related articles >](#)

[View all of today's news >](#)

### Alerts

New Alerts: 3

- Attention:** Alert: Food Lion Opportunity - Meeting Today!
- Attention:** e-Meeting on Food Lion today!
- Attention:** Documents need approvals!

### Instant Messaging

People Meetings Options Help

**I am Active**

- Food Lion Team
  - Frank Dunn
  - Jason Spence
  - Jill Cooper
  - Eva Farkas
  - Margaret Donolo
  - Kate Jackson
- Target Team
  - Donn Cahill
  - Brian Collins

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Click on  
Alert  
"documents  
need  
approval"



All of her workflow templates are visible. She needs to process some purchase orders.

The screenshot displays the BigBrands web application interface. The user is Jane Baker, Program Manager. The main navigation menu includes Home, My Workplace, Projects, e-HR, and About BigBrands. The left sidebar shows a tree view under Purchasing, with Workflow, Requisitions, and Purchase Orders expanded. The central area is titled 'My Workflows' and shows a table of application templates. A green arrow points to the 'Purchase Order Processing' row in the table. The right sidebar contains Alerts and Instant Messaging sections.

Name	Category	Modified	Status
Purchase Order Processing	Workplace Application	May 9, 2006 3:37:02 PM GMT+01:00	unlocked
Manage New Hires	Workplace Application	May 9, 2006 3:49:11 PM GMT+01:00	unlocked
Manager Workbench	Workplace Application	May 9, 2006 3:35:58 PM GMT+01:00	unlocked
Portal Blank Template	None	April 18, 2006 3:36:21 PM GMT+01:00	unlocked
Team Project Template	Workplace Application	May 9, 2006 3:36:21 PM GMT+01:00	unlocked
Trouble Tickets	Workplace Application	May 9, 2006 3:35:10 PM GMT+01:00	unlocked

Alerts:

- Attention: Alert: Food Lion Opportunity - Meeting Today!
- Attention: e-Meeting on Food Lion today!
- Attention: Documents need approvals!

Instant Messaging:

- I am Active
- Food Lion Team
  - Frank Dunn
  - Jason Spence
- Target Team
  - Margaret Dunn
  - Kate Jackson
  - Donn Cahill
  - Brian Collins

Click on  
"Purchase  
Order"

She can see some purchase orders that have been routed to her. Given her position as a new employee, she can only approve PO's with lower value.

Address: C:\Documents and Settings\Administrator\My Documents\Unzipped\WPEM2\_1\_3b\WPEM2\_1\clipse\workspace\LS 07 - CPG\output\HTML\02\_004\_000\_003.html

# BigBrands

Jane Baker, Program Manager

Home My Workplace Projects e-HR About BigBrands

Purchasing
 

- Workflow
- Requisitions
- Purchase Orders
- Manage Supply
- Web Conferences
- Web Content
- Authoring

## PO Awaiting Approval

Enter name  **New** **Delete** **Claim** **Unclaim** Show: **Assigned to me**

Name	Current Task	Assigned To	Status	Last Date Modified	Details	Details
<input type="checkbox"/> Phil Twiss	<a href="#">Approve Large Purchase</a>	wpsadmin	Claimed	June 16, 2006		
<input type="checkbox"/> Tod Williams	<a href="#">Approve Large Purchase</a>	wpsadmin	Claimed	June 16, 2006		

Page 1 of 1 | Jump to page:  to page:

## Alerts

New Alerts: 3

- Attention:** Alert: Food Lion Opportunity - Meet Today!
- Attention:** e-Meeting on Food Lion today!
- Attention:** Documents need approvals!

## Instant Messaging

People Meetings Options Help

I am Active

- Food Lion Team
  - Frank Dunn
  - Jason Spence
  - Jill Cooper
  - Eva Farkas
  - Margaret Donolo
  - Kate Jackson
- Target Team
  - Donn Cahill
  - Brian Collins

Click on  
"approve  
purchase"

Before she approves, she wants to see the PO request.

Address

# BigBrands

Jane Baker, Program Manager

Home **My Workplace** Projects e-HR About BigBrands

**Purchasing**

- Workflow
- Requisitions
- Purchase Orders

**Manage Supply**

- Web Conferences
- Web Content
- Authoring

### PO Detail

Purchase Equipment - WebSphere Portlet Factory

Name	Jane Baker
Employee ID	000030
Type	Litho
Size	14", 48"
Units	4
Logo	
Total	\$1900

**Current Task**

Acquire Signage

Name: Heather Reed

Current Task: Approve Large Purchase

Second line managers approve purchases over \$1000

[View more details about this task](#)

**Related Content**

Name	Owner	Last Date Modified
<a href="#">SAP Order Management</a>		6/16/06
This is the Resume of Heather Reed 126 Newbury St 02162 Boston MA		
<a href="#">Job Description</a>		6/16/06
Job Description for the Development Manager Position		

### Alerts

New Alerts: 3

- ! **Attention:** Alert: Food Lion Opportunity - Meeting Today!
- ! **Attention:** e-Meeting on Food Lion today!
- ! **Attention:** Documents need approvals!

### Instant Messaging

People Meetings Options Help

**I am Active**

- Food Lion Team
  - Frank Dunn
  - Jason Spence
  - Jill Cooper
  - Eva Farkas
  - Margaret Donolo
  - Kate Jackson
- Target Team
  - Donn Cahill
  - Brian Collins

1. Click on SAP

IBM  
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Jane sees from the PO and makes her approval decision. She logs out.

Address [C:\Documents and Settings\Administrator\My Documents\Unzipped\WPEM2\\_1\\_3b\WPEM2\\_1\ eclipse\workspace\LS 07 - CPG\output\HTML\02\\_004\\_000\\_002.html](C:\Documents and Settings\Administrator\My Documents\Unzipped\WPEM2_1_3b\WPEM2_1\ eclipse\workspace\LS 07 - CPG\output\HTML\02_004_000_002.html)

# BigBrands

Jane Baker, Program Manager

Home My Workplace Projects e-HR About BigBrands Help | Edit My Profile | Logout

- Purchasing
  - Workflow
  - Requisitions
  - Purchase Orders
- Manage Supply
- Web Conferences
- Web Content
- Authoring

## Purchase Orders

Purchase order Edit Goto Environment System Help

**Standard PO 4500208000 Created by FREEHF1**

Document overview on

NB Standard PO 4500208000 Vendor 30001025 Signage Order Doc. date 11/13/2006

S	Item	A	I	Material	Short text	Net price	Curr...	Per	Q...	Matl group	PInt	St
	10			006739780901	Custom 14"48" Litho	402.00	USD	1	EA	1203	1108	10
	20			006739780901	Custom 14"48" Litho	402.00	USD	1	EA	1203	1108	10
	30			006739780901	Custom 14"48" Litho	402.00	USD	1	EA	1203	1108	10
	40			006739780901	Custom 14"48" Litho	402.00	USD	1	EA	1203	1108	10

Item 1 [ 10 ] 00673978090177 , INST 960-561 STER

Material data Quantities/weights Delivery schedule Delivery Invoice Conditions Texts

Name **Store Dynamix**

Manufacturing and Distribution

Street/House number 826 Coal Creek Circle

District BOULDER

Postal code/City 80027-9710 Louisville Address

Country US USA Region CO Colorado

Jurisdct. code 0601305701 Vendor

## Alerts

New Alerts: 3

- Attention:** Alert: Food Lion Opportunity - Meeting Today!
- Attention:** e-Meeting on Food Lion today!
- Attention:** Documents need approvals!

## Instant Messaging

People Meetings Options Help

I am Active

- Food Lion Team
- Frank Dunn
- Jason Spence
- Jill Cooper
- Eva Farkas
- Margaret Donolo
- Kate Jackson
- Target Team
- Donn Cahill
- Brian Collins

1 Click on  
"logout"

Next we see the dashboard of Donn Cahill, the Store Dynamics Rep.



Don's portal opens with informing news. On the right he sees some immediate actions. Since he has a few moments before the e-meeting, he decides to check out the training that BigBrands requires of its new suppliers.

The screenshot shows the BigBrands portal interface for user 'Donn Cahill, Supplier Rep'. The interface is divided into several sections:

- Navigation:** Home, My Workplace, Projects, Supplier Readiness, About BigBrands.
- e-Mail from BigBrands:** Shows message counts for Inbox (25 Messages, 5 new), Drafts (3 saved), Sent (32 messages), and Trash (241 total).
- Meetings:** Includes an 'Open Calendar' button and a 'Todays Calendar' with entries for 9:30 am (Weekly Status Meeting), 11:00 am (Plant Upgrade Discussion), and 2:00 pm (e-Meeting - Engineering).
- BigBrands News:** A list of news items with links, including 'BigBrands Co. Consolidated Has Slipped Below Its 50-Day ...', 'BigBrands Co. Reports 2.4 Percent Third Quarter Revenue Growth', and 'BigBrands Co. CEO disappointed earnings drop'.
- Industry News:** A list of industry news items, including 'IBM Reports 2006 Fourth-Quarter Results', 'GE to Purchase Part of Abbott Unit for \$8.13 Billion (Update4)', and 'Time Inc. Cuts Nearly 300 Jobs'.
- Alerts:** A section with 'New Alerts: 3' and three attention items: 'Completion of Training Required', 'Project Runway Packaging Logistics at 1 PM EST', and 'You are invited to join Workplace: Food Lion: Project Runway'.
- Instant Messaging:** Shows 'I am Active' status and lists active contacts under 'Industry Team' (Frank Dunn, Jason Spence, Jill Cooper, Eva Farkas, Margaret Donolo, Kate Jackson) and 'Delivery Team' (Jane Baker, Brian Collins).

Click on "Training Required"

It sure looks easy to get moving with the BigBrands team. All of the on-boarding information is in one place. But now he must jump into the e-meeting that Jane has set up.

The screenshot shows the BigBrands web application interface. The main content area displays a 'New Team Member Checklist' with several tasks, each with a 'Do It!' button and a time estimate. The tasks include:
 

- Complete BigBrands's OneTeam Portal Introduction (30 Minutes Now)
- Confirm with your mentor that you have all appropriate team room access (30 Minutes In Week 1)
- Notify the teams that you have joined and advise them of your interests and capabilities (30 Minutes In Week 1)
- Complete your personnel profile on the pages presented here (15 Minutes In Week 1)
- Submit an Online Timecard for the pay period (15 Minutes In Week 1)
- Change federal or state W4 withholdings (TIME LIMIT In Week 1)
- Submit all online Educational Assistance forms (TIME LIMIT In Week 1)
- Set up work environment (3 Hours In Week 1)
- Complete course regarding management of confidential files (TIME LIMIT In Month 1)

 The right sidebar contains an 'Alerts' panel with three alerts:
 

- Attention: Completion of Training Required
- Attention: Project Runway Packaging Logistics at 1 PM EST
- Attention: You are invited to join Workplace: Food Lion: Project Runway

 Below the alerts is an 'Instant Messaging' panel showing a list of active users under 'I am Active', including Frank Dunn, Jason Spence, Jill Cooper, Eva Farkas, Margaret Donolo, Kate Jackson, Jane Baker, and Brian Collins. A green callout bubble points to the 'Project Runway Packaging Logistics' alert with the text 'Click on alert for Project Runway..'

He sees he already has two meetings set up..but for now he joins the meeting with Frank.

The screenshot shows the BigBrands web application interface. The user is logged in as Donn Cahill, a Supplier Rep. The main navigation bar includes Home, My Workplace, Projects, Supplier Readiness, and About BigBrands. The left sidebar shows Web Conferences, Web Content, and Authoring. The main content area is titled 'Web Conferences' and contains a 'New eMeeting' and 'Delete' button, a search box, and tabs for 'My Meetings' and 'Public Meetings'. Below the tabs is a table of eMeetings:

eMeeting Title	Moderator	Date / Time
<input type="checkbox"/> Project Runway Packaging Logistics	Frank Dunn	10/07/06 1:00 PM EST
<input type="checkbox"/> e-Supplier Deploy Strategy	Peter Funke	10/09/06 10:30 AM EST

Below the table are 'New eMeeting' and 'Delete' buttons. To the right, there is an 'Alerts' section with 3 new alerts, including one for 'Project Runway Packaging Logistics' and another for 'Food Lion: Project Runway'. Below the alerts is an 'Instant Messaging' section showing a list of active contacts under the 'Industry Team' and 'Delivery Team' categories.

Click on  
"Project  
Runway"

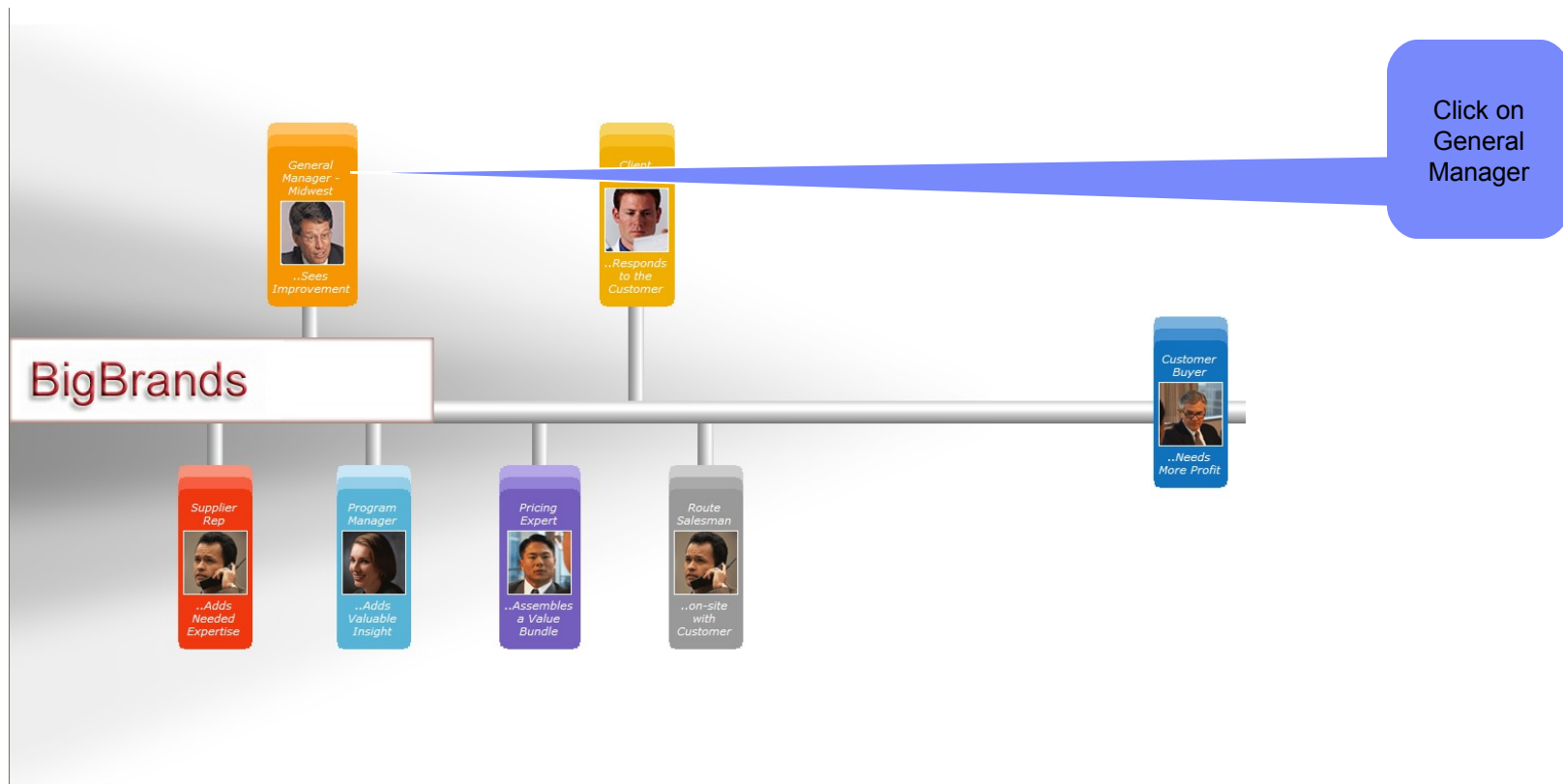


In this highly secure and scalable e-meeting, the group can share desktop images and video streams while carrying on multi-party conference calls. By compressing multiple systems into one high bandwidth communications container, BigBrands has lowered operating expenses and defects, while also improving user experience and productivity...across their entire virtual value network.



Click on "log out"

Finally, now that the team has executed, and ALL of their works are visible, the General Manager drops into his portal to view the state of BigBrands today.



On his dashboard he sees good news.

Address [file:///C:/Documents%20and%20Settings/Administrator/My%20Documents/Unzipped/WPEM2\\_1\\_3b/WPEM2\\_1/eclipse/workspace/LS%2007%20-%20CPC/output/HTML/00\\_003\\_000.html?username=BenGoodman&password=p](file:///C:/Documents%20and%20Settings/Administrator/My%20Documents/Unzipped/WPEM2_1_3b/WPEM2_1/eclipse/workspace/LS%2007%20-%20CPC/output/HTML/00_003_000.html?username=BenGoodman&password=p) Go

# BigBrands

Ben Goodman, General Manager - Midwest

Home My Workplace Business Strategy Execution Projects e-HR About BigBrands Help Edit My Profile Logout

### e-Mail

New Messages\*

**Inbox:** 25 Messages (5 new)

**Draft:** 3 saved

**Sent:** 32 messages

**Trash:** 241 total

### Industry News

[IBM Reports 2006 Fourth-Quarter Results](#)  
Business Wire (press release) - 3 hours ago - [182 related articles >](#)

[GE to Purchase Part of Abbott Unit for \\$8.13 Billion \(Update4\)](#)  
Bloomberg - 1 hour ago - [260 related articles >](#)

[Time Inc. Cuts Nearly 300 Jobs](#)  
Forbes - 34 minutes ago - [80 related articles >](#)

[Lawyer: Plea Offered to Dunn in HP Case](#)  
Forbes - 1 hour ago - [156 related articles >](#)

[Tribune Ponders Proposals; No Huge Bids](#)  
Forbes - 1 hour ago - [447 related articles >](#)

[Pilots in Ky. crash violated rules](#)  
San Jose Mercury News - Jan 17, 2007 - [938 related articles >](#)

[Credit cos. watchful after TJX breach](#)  
BusinessWeek - 2 hours ago - [403 related articles >](#)

[View all of today's news >](#)

### Alerts

New Alerts: 3

**Attention:** Revenue for Focus Accounts is Green!

**Attention:** Budget Approval Required

**Attention:** Committee Meeting Postponed

### Calendar Today

**Open Calendar**

Today's Calendar

9:30 am	Weekly Status Meeting
11:00 am	Plant Upgrade Discussion
2:00 pm	e-Meeting - Engineering

### People Finder

Search people by:

Name

Search for:

Advanced Search

### Instant Messaging

People	Meetings	Options	Help
<b>I am Active</b>			
<b>Industry Leaders</b>			
	Frank Dunn		
	Jason Spence		
	Jill Cooper		
	Eva Farkas		
	Margaret Donolo		
	Kate Jackson		
<b>HR Team</b>			
	Valarie Myers		
	Brian Collins		

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Click on  
"Revenue for  
Focus .."  
alert

Ben has struggled to get the revenue on his key accounts moving in the right direction. He is curious to see where the action is.

Scorecard for Ben Goodman

Scorecard state: Draft

Display results for: This year

Objective	Status	Milestone Target	Actual	Variance	Change	Final Target
<b>Customer</b>						
▶ Grow Market Share	🟢	56%	24%	-2%	4%	56%
▶ Increase Customer Satisfaction	🟢	100%	96%	-4%	2%	100%
<b>Finance</b>						
▶ Achieve Revenue Goals	🟡	\$5 M	\$3.8 M	8.92%	-5%	\$26 M
▶ Focus Account Revenue	🟢	10%	6.8%	3.7%		
▶ Maintain Spending Targets	🟡		\$900K	3%	-5%	\$5 M
<b>Internal Business Process</b>						
▶ Products In Development	🟢	Projects	100	105	5%	0%
▶ New Product Launch	🟢	Actual Values	100%	100%	0%	0%
▶ SOX Compliance	🟡	Attachments	100%	91.67%	-8.33%	14.58%
<b>Learning and Growth</b>						
▶ Managed attrition rate of 6%	🟡	New Initiative	100%	91.67%	-8.33%	14.58%
▶ Mentoring of high potential c	🟢	Import				
▶ World Class Employer	🟡	Complete	5.25%	4.9%	-6.67%	5.25%
	🟢	Delete	Yes	Yes		Yes
	🟡	Permissions	100%	88%	-12%	0%

Ben Goodman, General Manager - Midwest

Ben Goodman

- Alan Johnson
- Ben Goodman
- Frank Dunn
- Francis Meriwether
- Elizabeth Nahm
- Minh Li
- Matthias Kramer
- Stan Carrow
- Raimundo Martin

Click on dropdown, then on Status Map

Frank and his team are recognized for their contribution. It was a great day for all parties involved!

The screenshot shows the BigBrands application interface. At the top, the user is identified as Ben Goodman, General Manager - Midwest. The main content area displays a 'Heat Chart for Ben Goodman' with various performance metrics and goals. A chat window is open, showing a conversation between Ben Goodman and Frank Dunn. A user profile for Frank Dunn is also visible, showing his role as Client Director at Food Lion.

1 Click on Carat to expand

2. Then click on "increase revenue" to see pull down and launch chat

4. Click on log-out

3. Click on "send and wait for reply. Repeat 2X

## These investments offer BigBrands tremendous opportunity

- Customers and BigBrands partners are more vitally integrated, in *all* relationships (systems *and* communities)
- Employees engage less in low value transactions and serial communications, and spend more time in value-generating dialogues.. occurring in parallel digital threads
- Management resources spend less time discerning status, and more time responding to customers and market conditions

## These investments offer BigBrands tremendous opportunity

- Customers and BigBrands partners are more vitally integrated, in *all* relationships (systems *and* communities)
- Employees engage less in low value transactions and serial communications, and spend more time in value-generating dialogues.. occurring in parallel digital threads
- Management resources spend less time discerning status, and more time responding to customers and market conditions

## These investments offer BigBrands tremendous opportunity

### Needs/Requirements

- Increase focus and clarity of communications
- Continuously improve innovation thru increased access to experts
- Grow IP faster than competition
- Improve visibility to BigBrands performance
  - Engagement status
  - Resource status
  - Processes
- Increase focus on SLA's and KPI's

### Capabilities/Benefits

- *Easy means to deliver all services and communications – **portal framework***
- *Easy means to add to community of a deal – **admin by role***
- *Easy means to collaborate and iterate works across firm boundaries – **collaborative services***
- *Easy means to measure works – **monitored processes***
- *Easy means to see state of all works via **dashboards***



# Engagement Model: "Business Visualization" – from IBM Point of View



## Manage Business Case

**Strategic Business Alignment**  
Match corporate goals to IT spend

- Discern SWOT's
- Align investment strategy

*Component Business Modeling*



## Harvest, Promote, and Re-Use Solution

**Visible Assets: Library of U/I components**

- Screens, panels, portlets
- Activity patterns and flows
- Use cases built on role-based taxonomy
- Business and industry patterns

*WebSphere Experience Modeler*

**Project Portfolio Management**  
Match corporate goals to IT spend

- React to changing priorities
- Balance resources
- Budget to actual governance

*Rational Portfolio Manager*

## Measure and Improve I/T Value

**Define Requirements via Visual Modeling**

- Screen Designs & Behavior
- Role Designs & Navigation
- Workflows

*WebSphere Experience Modeler*

**Define Requirements via Business Modeling**

- Activity Diagrams
- Business Requirements
- Workflows

*WebSphere Business Modeler*

**Define Requirements via Text**

- Use Cases
- Functional Requirements
- Non-functional requirements
- Documents

*Requisite Pro*

**Change Request**

- Defects
- Requirements
- Suggestions
- Regulatory issues

*ClearQuest Web*

**Change Management**

- Issues processing
- Work load assignment
- Approval tracking

*ClearCase*

## Manage I/T Capabilities

**Asset Management**  
Index available services and attributes

*Rational Asset Manager*

**Development Process**

- Project Workflows
- React to changing priorities
- Balance resources
- Budget to actual governance

*Rational Unified Process*

## Build and Deploy Solution

**Application Architecture**

- Map business activities to services
- Define integrations
- Identify capability gaps

*Rational Software Architect*

**Data Architecture**

- Logical data models
- Relationships between DBs
- Model database change

*Rational Data Architect*

**IT Architecture**

- Infrastructure design

*Tivoli Provisioning Mgr.*

**Integration Development**

- Choreograph services

*WebSphere Integration Developer*

**Application Development**

- Develop applications
- Develop integrations

*Rational Application Developer*

**Purchased Application Selection and implementation**

*RequisitePro*

**Integration Testing**

- Functional & Performance

*Rational Manual Tester*  
*Rational Functional Tester*  
*Rational Performance Tester*

**Deploy**

*WebSphere Process Server*  
*Tivoli Configuration Manager*

**Management Deployment**

- SLAs
- Performance

*WebSphere BI Monitor*  
*Tivoli Monitor Transaction Performance*

As design shifts from “engineer to order” to “configure to order”, new methods are required. Visual configuration of solutions in the JAD session is expected. Visibility to existing assets shows high value and lowest risk.

LOB Sponsor



Business Strategy?

What is possible?

What will it look like?

How will it behave?

What is the value?  
Qualitative  
Quantitative

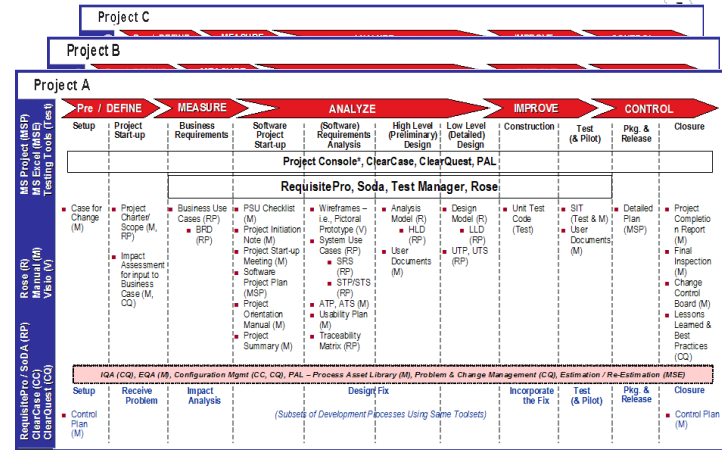
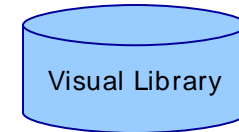
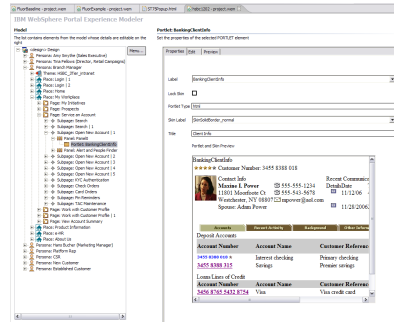
Investment Alternatives?

I/T Liason

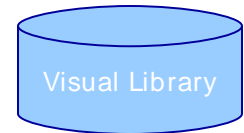


What is needed?

Visual Use Cases In Configurator



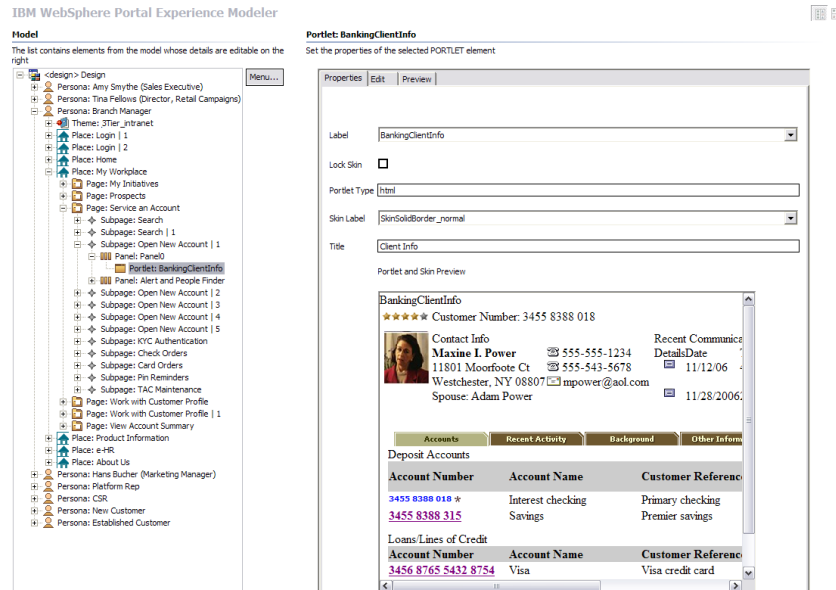
The IBM Websphere Experience Modeler enables rapid configuration of complex business models, information architecture, and consumable XSLT "portlets", to show business use cases across multiple roles.



Industry  
Templates

Tool: Java, XML, XSLT, HTML  
60 Mb foot print  
Completely untethered

"Demolet"  
Templates



View/ Navigate  
Adjust properties  
Arrange tree elements  
Edit "Demolets"  
Link Demolets/ pages with XSLT calls

Harvest  
And Re-use

Role-based taxonomy  
N- Tiered navigation  
Copy/ paste across roles/ projects  
Rapid iteration of complex  
composite business processes  
Supports Portal-based, browser  
based, and rich client models

# Configurations can be rapidly configured, drawing from a large library of industry best practices templates.

Address [https://www-1.ibm.com/QuickPlace/bvadtit/Main.nsf/h\\_Toc/22DE25ECF3F2B195852570B0009395C/?OpenDocument](https://www-1.ibm.com/QuickPlace/bvadtit/Main.nsf/h_Toc/22DE25ECF3F2B195852570B0009395C/?OpenDocument) Country/region [select] Terms of use

IBM

Home Products Services & solutions Support & downloads My account

BVA DITL > Demos - Public

## Demos - Public

This folder contains public demos and their scripts (and design elements).

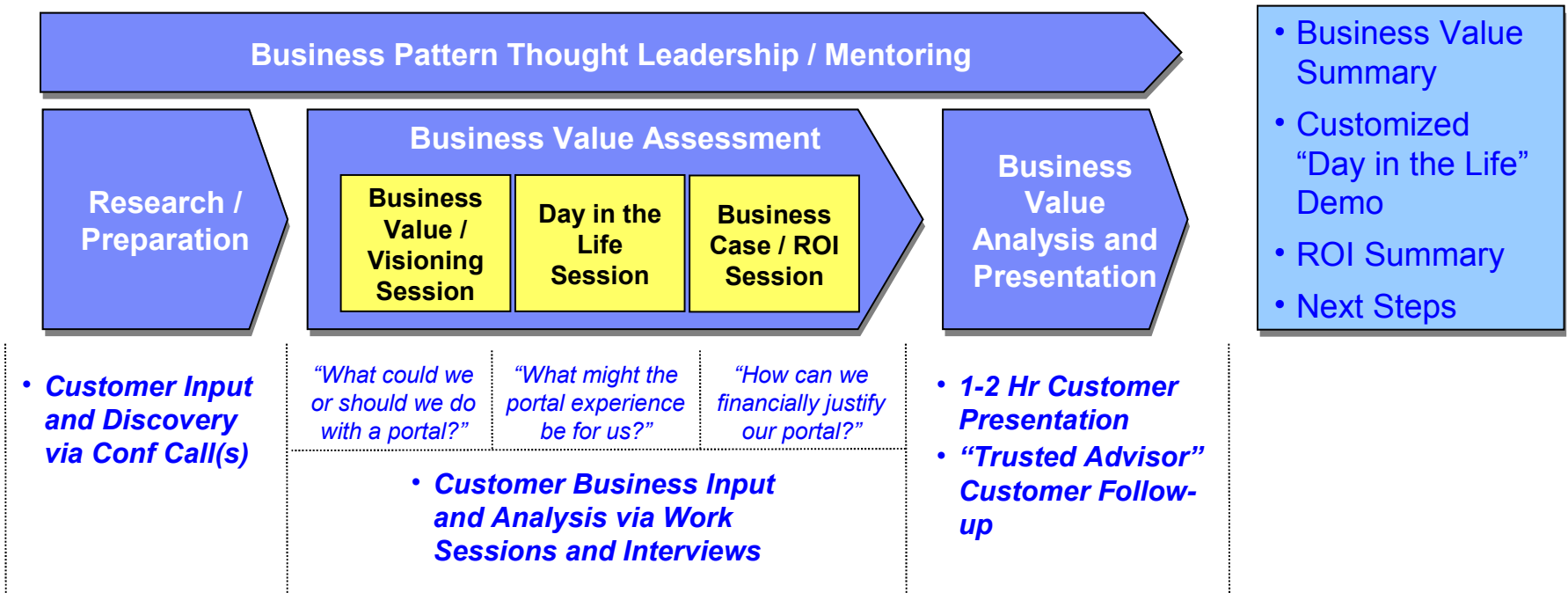
New... Cleanup Folder Options

Title	Updated By	Modified On
<p>Lots of Demos - Use the "Next Page" Icon to See More</p> <p>There are so many demos in this folder that they will not all fit on this screen. Use the "Next Page" icon to see more.</p>	Stuart Jeffery	12/16/2005
<p>Demos on Xtreme Leverage Portal Site</p> <p>Please note that while there are many demos stored in this folder, there are others (particularly older ones) that are available on the Xtreme Leverage Portal site. Click on the following link to be taken to the Day in the Life Demo page and look at the list of links. Link...</p>	Stuart Jeffery	11/04/2005
<p>Automotive - AutoCo Finance (Sep 2004)</p> <p>Below are files for the Auto Finance Portal Demo (AFP Demo vfinal.zip) and the associated Script (AFP Scenarios vfinal.zip). Use the .pdb file below to modify the design with version 1.3e or later of the IBM Portal Demo Builder. To set up the demo, create...</p>	Stuart Jeffery	09/18/2006
<p>Automotive - Dealer (Oct 2004)</p> <p>Demo and script by Paul McDonald, Paul_McDonald@au.ibm.com. Modify this design by opening the .pdb file below using the File &gt; Import Project feature of the Portal Demo Builder, version 1.2 or later. The "autoDealer v2 project.zip" contains the project...</p>	Stuart Jeffery	09/18/2006
<p>Automotive - Product Lifecycle Management (June 2006)</p> <p>Find here a powerful story for how an automotive firm addresses a change to a new product introduction. The three roles shown are:Executive - a dashboard with drilldown viewsProduct Engineer - accesses his PLM systems and collaboratesProcurement Manager...</p>	Stuart Jeffery	09/22/2006
<p>Banking - Branch Banking (Feb 2005)</p> <p>This demo was created to simulate the activities within a bank branch. There are three roles within the demo:Teller Branch Manager Customer Service RepresentativeIt was converted to PDB format by Edwin Connell. The "Customer Service Representative" persona and its functionality were...</p>	Stuart Jeffery	09/18/2006
<p>Banking - Mortgage Origination (June 2006)</p> <p>Find here a powerful story for how a bank streamlines the mortgage loan origination process. The three roles shown are:Branch Manager - a dashboard with drilldown viewsLoan Officer - accesses alerts and incoming workqueues collaborates with customer...</p>	CHRISHANTHI K. HITTLER	08/08/2006
<p>Banking - Wholesale Payments (June 2006)</p> <p>Find here a powerful story for how a bank streamlines backoffice payments management. The three roles shown are:Vice President of Payments - a dashboard with drilldown viewsPayments Processor-accesses alerts and incoming workqueues to process...</p>	CHRISHANTHI K. HITTLER	07/13/2006
<p>Consumer Packaged Goods (June 2006)</p> <p>This demo was created to simulate the activities within a Consumer Packaged Goods company (BigBrands). There are four roles within the demo: A Client Manager finds expertise and reviews his financial targets. A Product Marketing Executive views project status...</p>	Peter M. Funke	06/30/2006
<p>Government - Local (Dec 2005)</p> <p>This demo illustrates how a portal could help a local government be more efficient and effective. There are four roles in the demo consisting of two residents and two employees. Here is a summary of the functionality: A, David Moore - Resident. Uses a variety...</p>	Stuart Jeffery	09/18/2006
<p>Government - State of Wisconsin (March 2005)</p> <p>Demo and script by Peter Funke. Import the .pdb file below into version 1.2 or later of the PDB via File &gt; Import Project. The "Wisconsin Flash Demo" file can be used to show how the demo works. Unzip the file to an appropriate directory and double-click on...</p>	Stuart Jeffery	09/18/2006
<p>Government - Social Services (June 2006)</p> <p>Find here a powerful story for how a government responds to a citizen in need. The three roles shown are:Citizen - has lost his job, but is happy to find online counseling via FAQ, interactive skills &amp; interests assessment, and chat with counselor Case Worker...</p>	Peter M. Funke	07/05/2006
<p>Government - Public Safety Emergency Response (Sept. 2006)</p> <p>Find here a powerful story of how a team of government agencies responds to a public emergency using a virtual workspace. The three roles shown are:Agency Director - is alerted to emergency and evokes response teamResponse Coordinator - reviews resources...</p>	Stuart Jeffery	09/24/2006

Tools

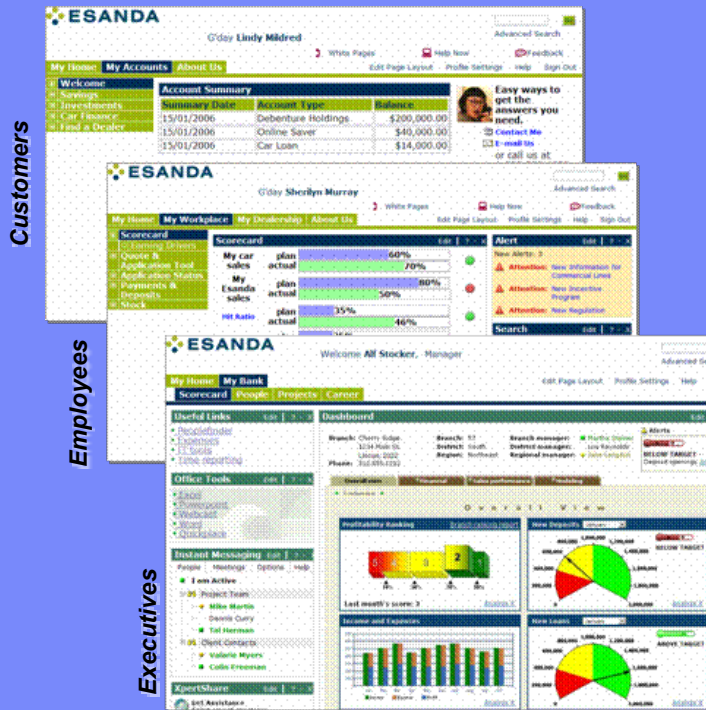
- News: Daily
- Weekly
- Advanced Search
- Room Map
- Help

IBM has developed a best practice micro-method for capturing requirements and building business cases known as the Business Value Assessment (BVA). As BigBrands transforms it's A/D method, this approach should be considered a best practice for the *promotion* process.



## Summary of benefits by role

*Building a DITL creates an initial LOB & IT joint vision of a future enterprise systems initiative*



### CEO Vision Needs

A way to express the vision of the firm

A means to gain buy-in and consensus from their team

A model to understand and evaluate investment options

### LOB Vision Needs

A way to express requirements to I/T

An approach to evaluating value of new tools

An effect method to sell business improvement to Sr. Mgmt.

### IT Vision Needs

An improved means to engage LOB's

A method to capture requirements for composites

An compelling way to sell its services vs. competitors

# Questions