

Next Generation: eWorkplace

Karim Mohamed

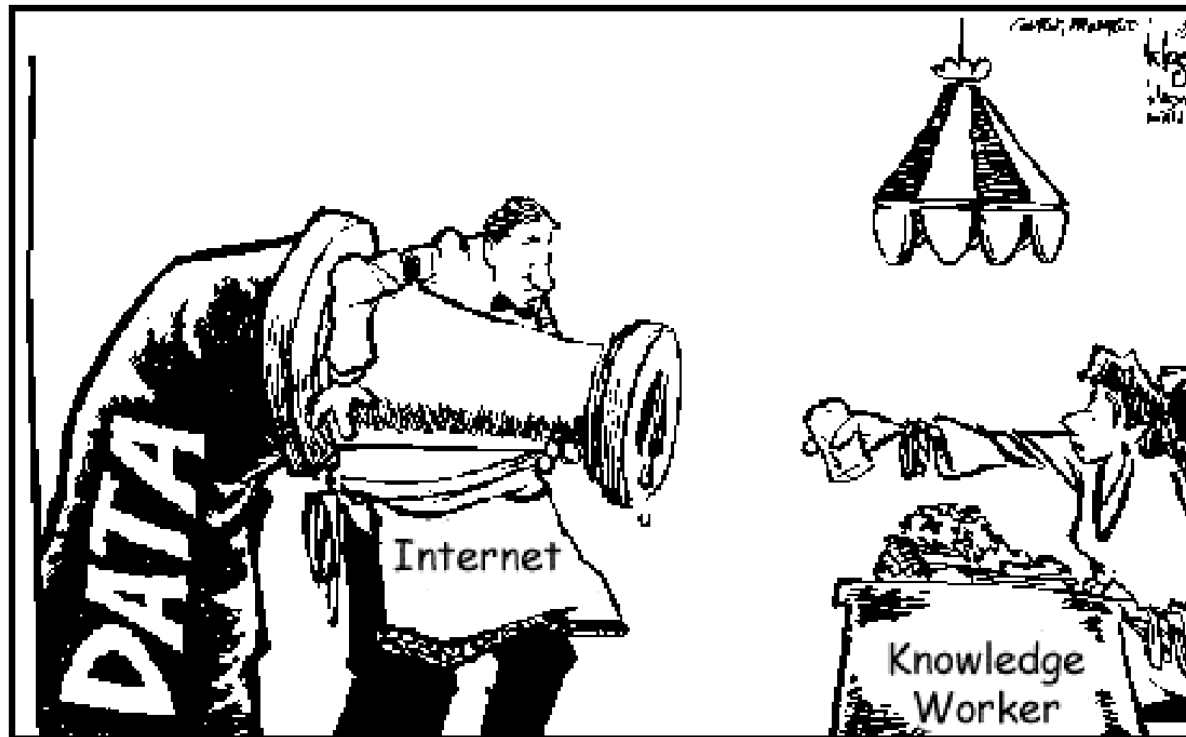
AP Marketing Manager

Pervasive and Portals Solutions

Agenda

- **The business problem**
- What is a eWorkplace portal
- How do you build an effective eWorkplace
- The w3 story

Employees, Partners, Customers, all have too much information to be efficient, responsive or innovative



There are approximately:

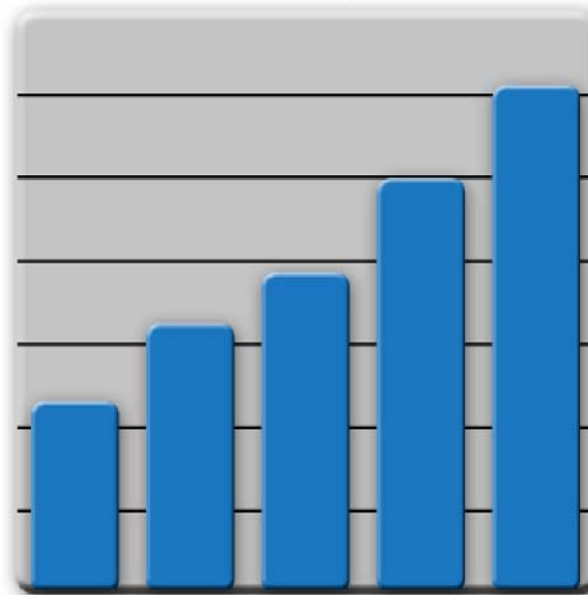
- 22 terabytes on the web
- 11,000 terabytes on corporate file servers

Access \neq Knowledge

Access = Access

Measures of the impact of information overload include:

Annual Knowledge-Deficit F500 Companies



Deficit measures:

- Intellectual rework
- Substandard performance
- Inability to find information and experts

Cost per employee

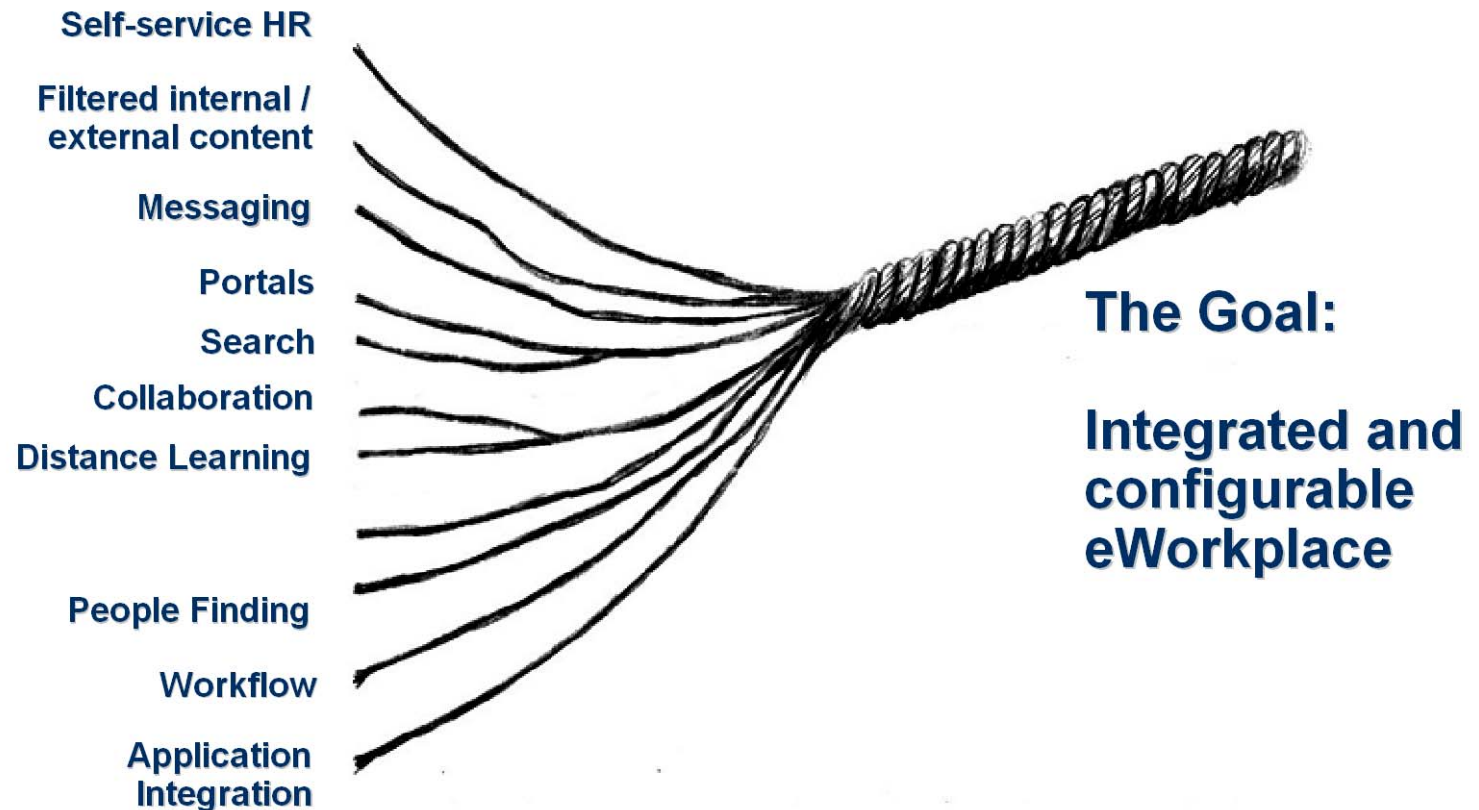
- 1999 = \$5,000
- 2003 = \$5,850

Source: IDC 1999 projections

Only 41 percent of downsizing companies have reported productivity increases, while only 37 percent have realised any long-term gains in shareholder value.

Source: American Management Association

Companies have a Proliferation of Sites and Tools to Support Employees in Work

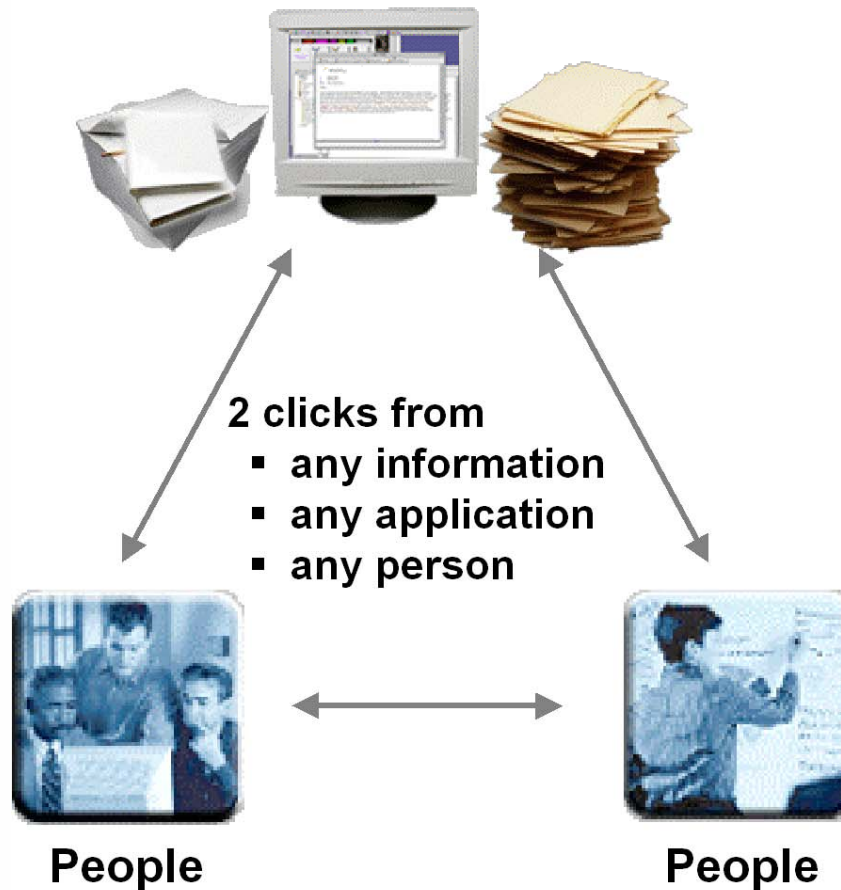


eWorkplaces

The use of e-business technology and techniques to optimize the employee-to-employee, employee-to-business, employee-to-customer and employee-to-supplier business relationships, effectiveness and productivity

The eWorkplace is the foundation for connection people to content, applications, and people

Information & Applications



Key Differentiators for eWorkplaces :

- Value comes from connecting to the key applications and information sources – we have the depth of EAI and other skills to deliver.
- Value comes from the people-to-people connections. Our skills in community management and expertise management driven out of the Institute for Knowledge Management is unique.

Agenda

- The business problem
- **What is a eWorkplace portal**
- How do you build an effective eWorkplace
- The w3 story

There are four big strategic ideas behind portals

Big idea #1:

it's about **CONNECTING** to all of your constituencies anytime, anyplace using multiple devices - extending the reach and range of the enterprise.

Big idea #2:

it's about creating and leveraging shared **KNOWLEDGE POOLS** among all of an organizations constituencies.

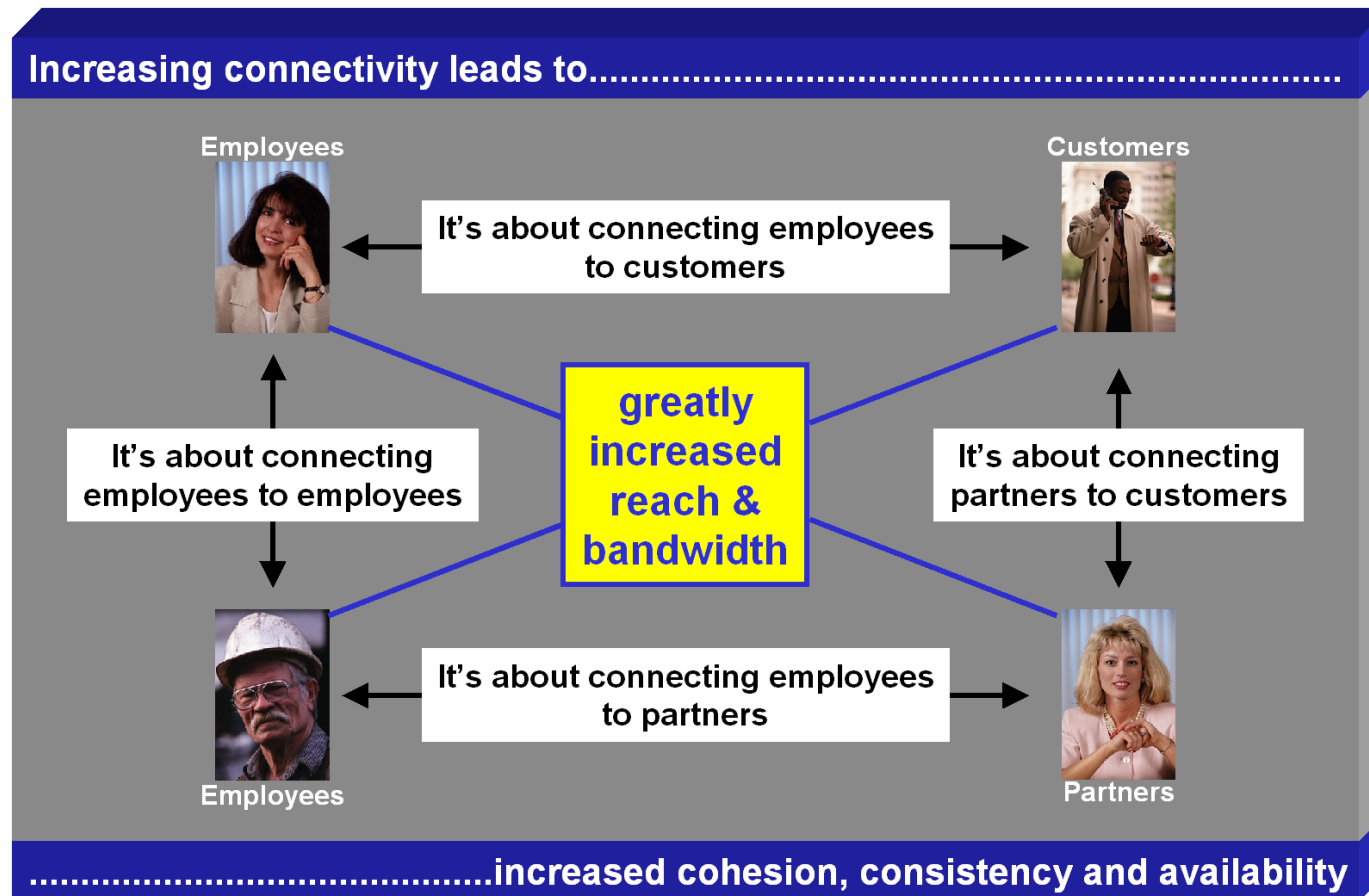
Big idea #3:

it's about personalizing company content and services to all of your constituencies - so that **THE COMPANY** becomes **MY COMPANY**.

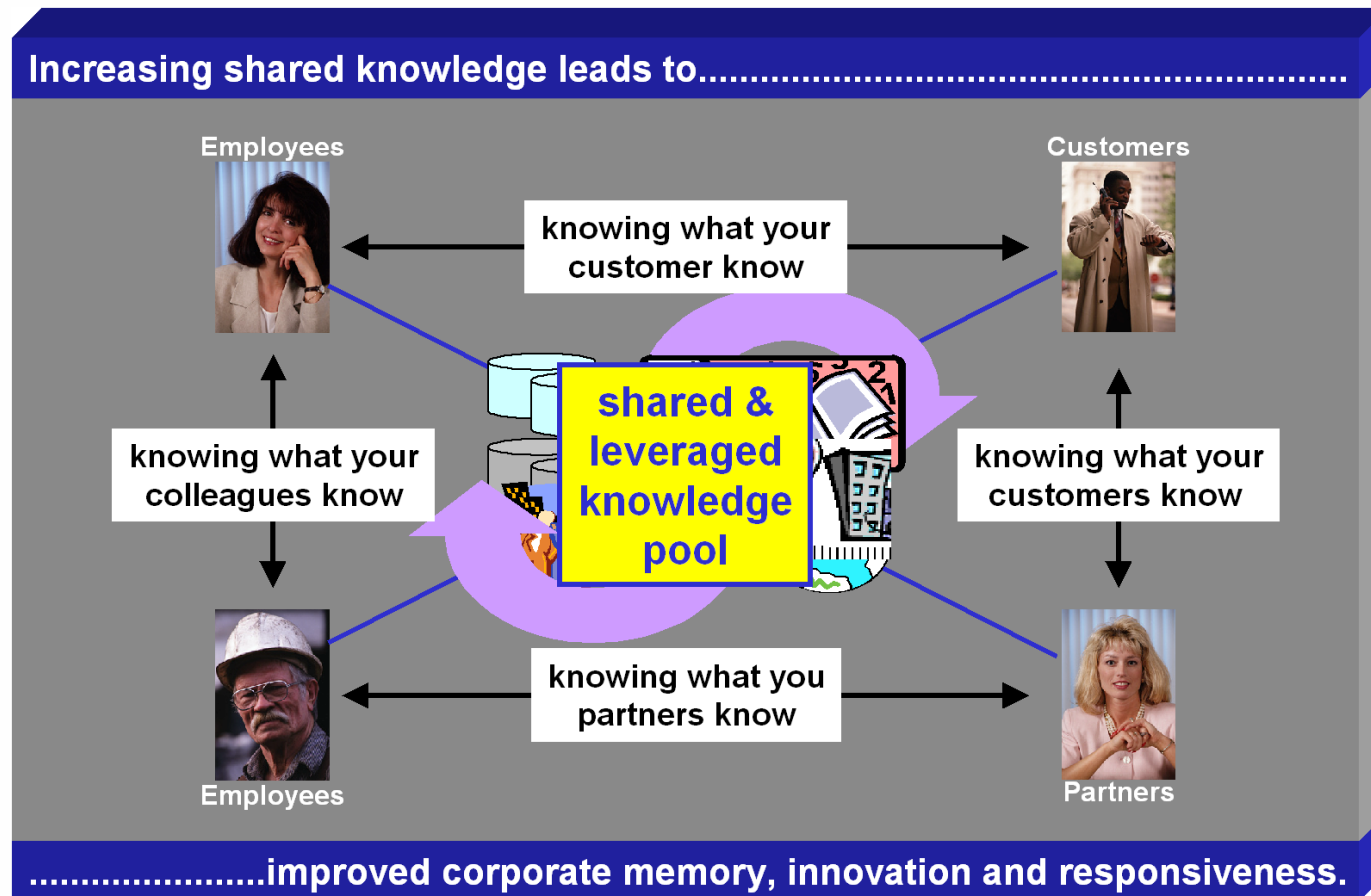
Big idea #4:

it's about **DYNAMICALLY RESPONDING** to business situations - by ensuring that the right knowledge content is available to the right people at the right time in order to take appropriate action.

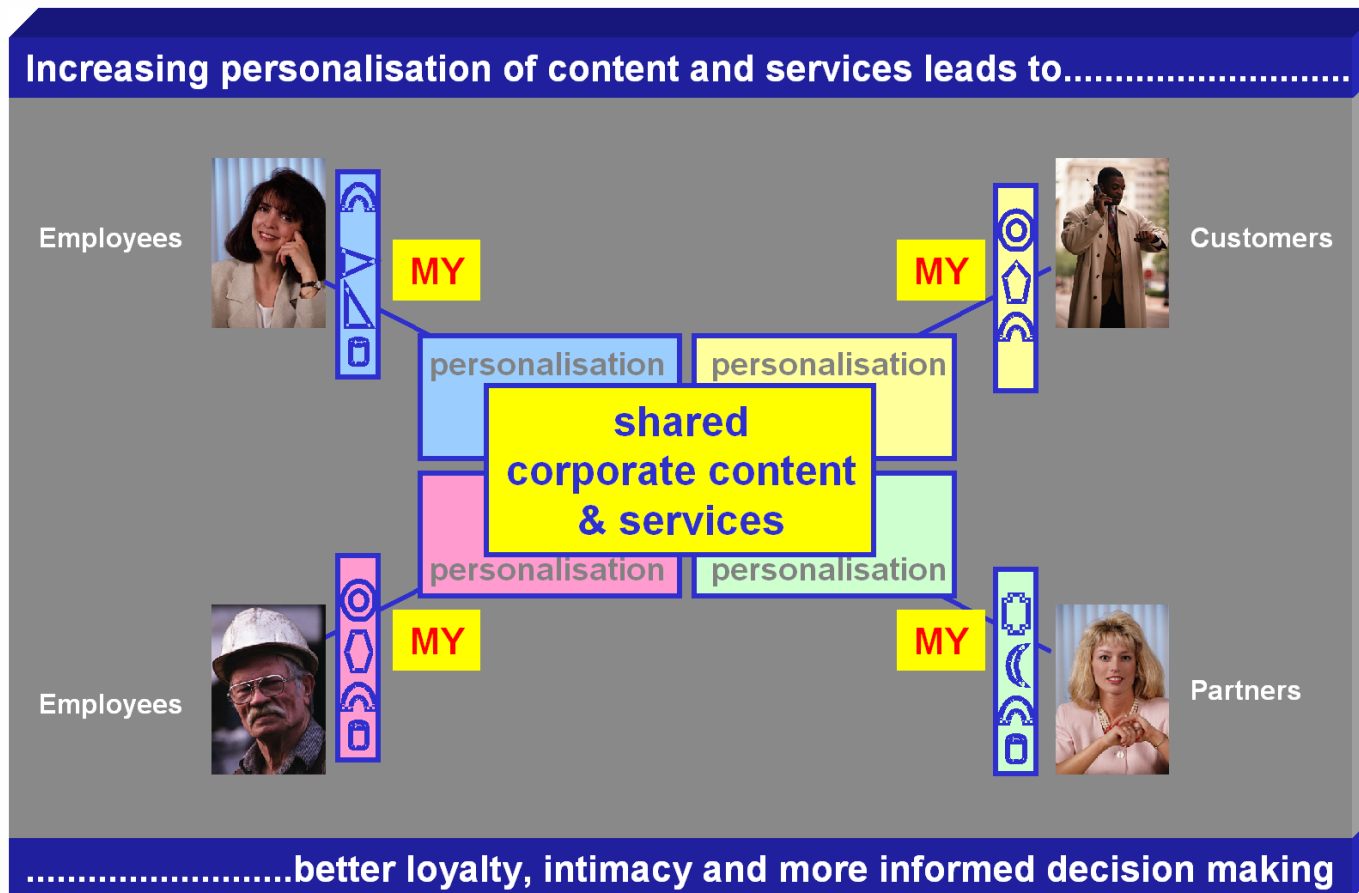
Big idea #1: it's about connectivity anytime, anyplace using multiple devices



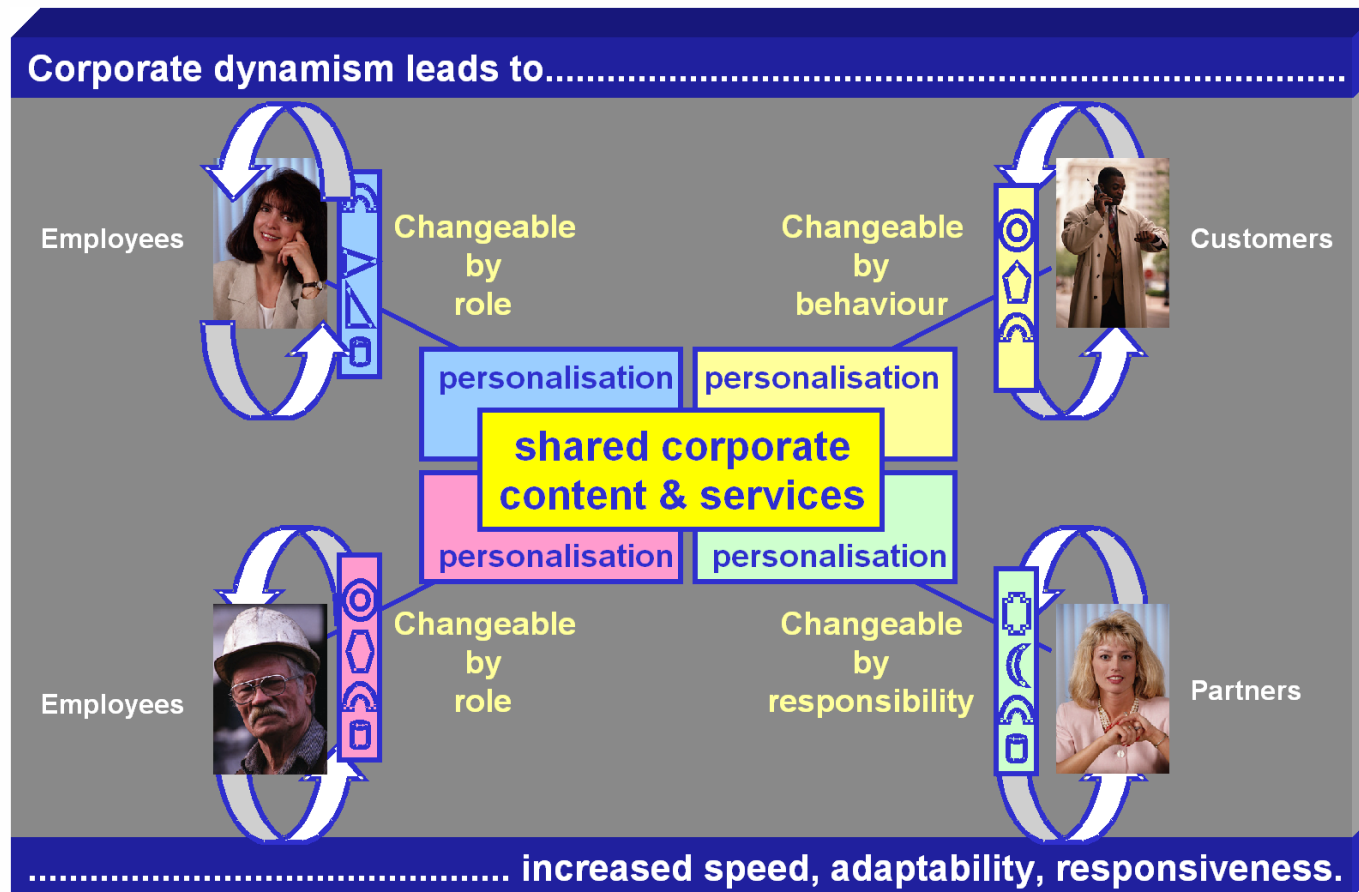
Big idea #2: it's about creating and leveraging shared knowledge pools among all of an organisations constituencies



Big idea #3: it's about personalising company content and services to all of your constituencies

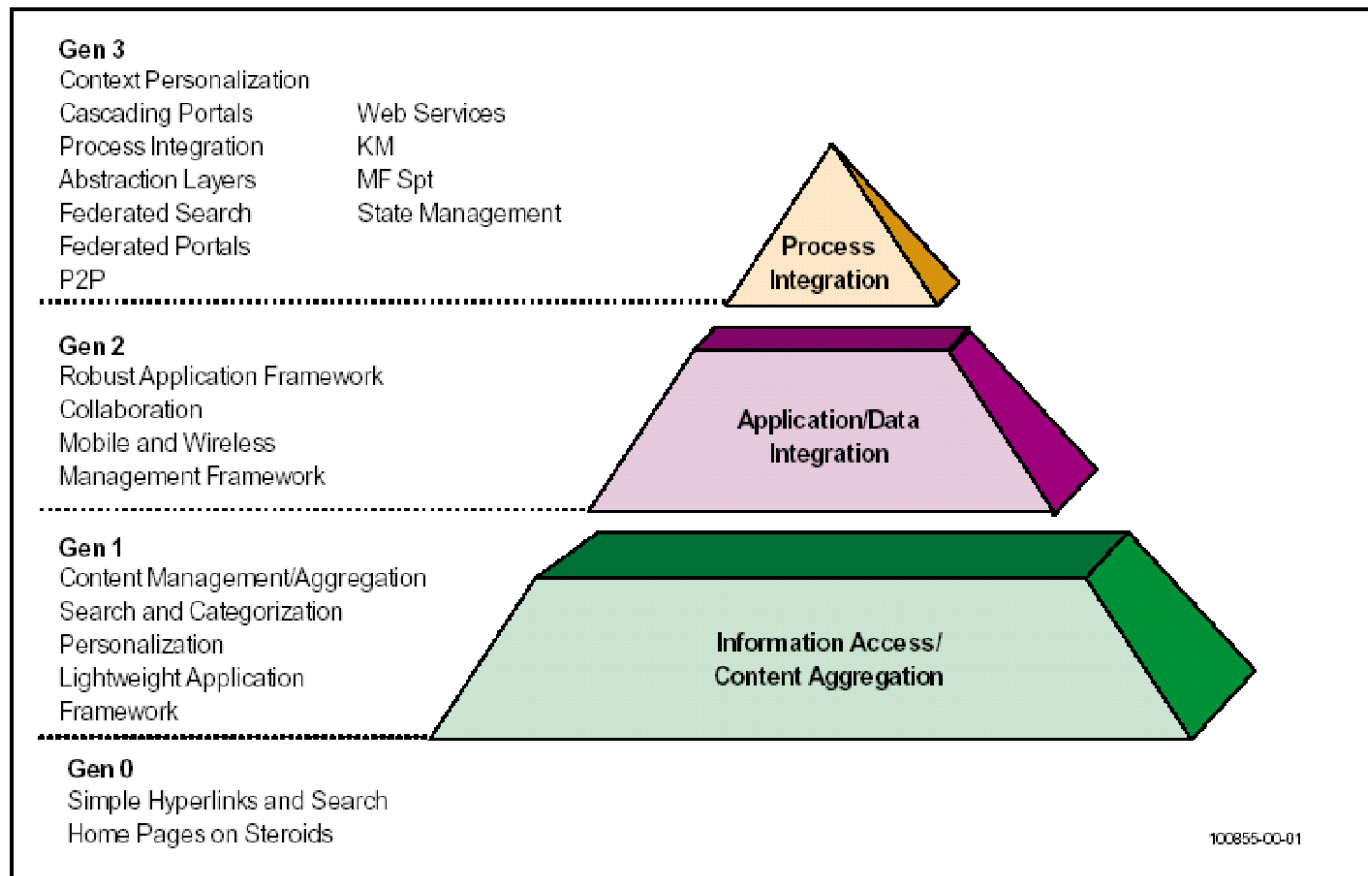


Big idea #4: it's about dynamically responding to business situations



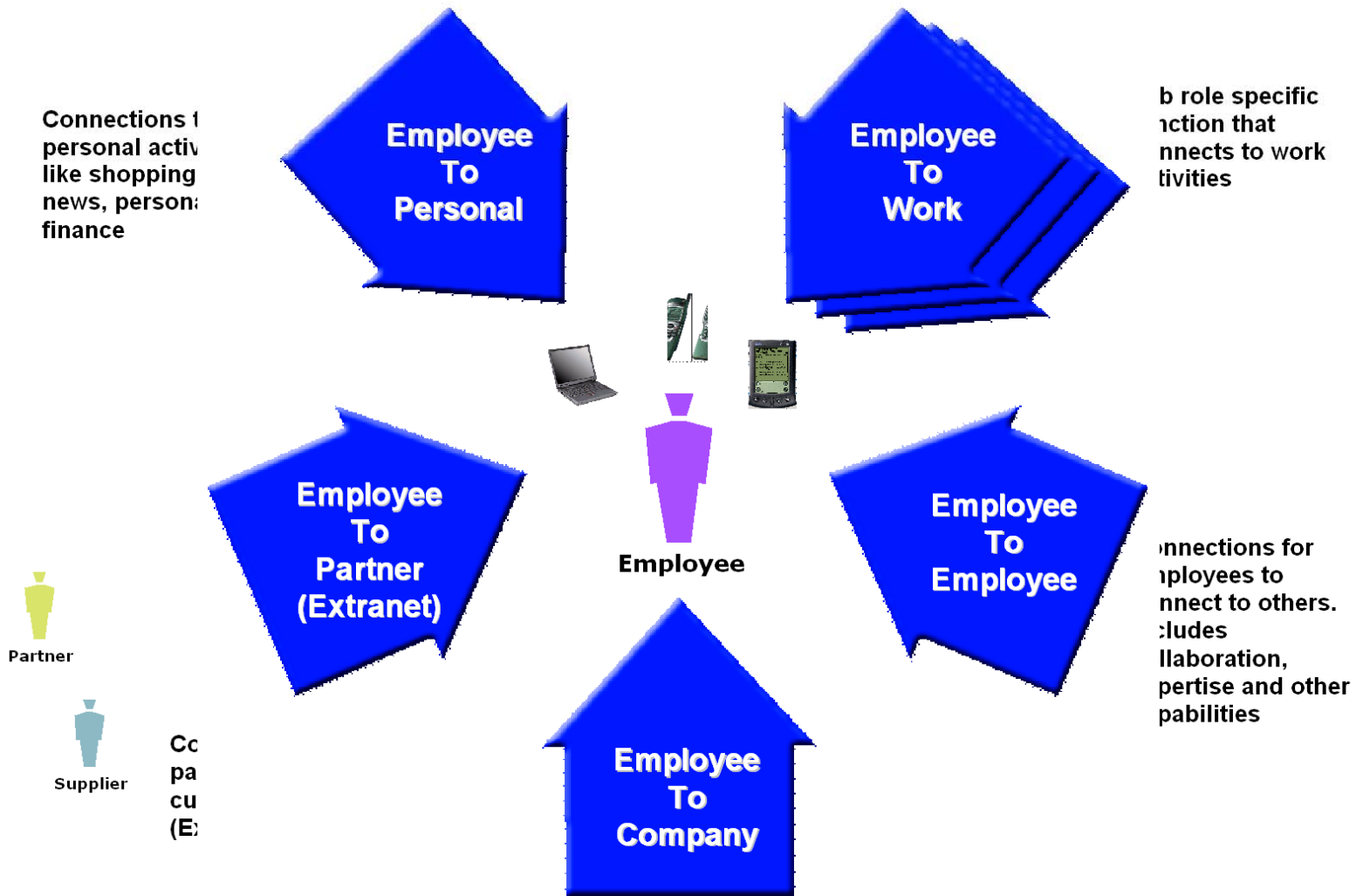
Gartner: Portal Definitions

Figure 1
Generations of Portal Software Products



Source: Gartner Dataquest (September 2001)

The employee view of the eWorkplace



The employee view of the eWorkplace



eWorkplaces have traction in today's economy as they provide tangible payback

Infrastructure Consolidation

- Most Global 500 companies have well over 1,000 intranets
- Common portal, WCM, ... software implementation along with server consolidation drive savings

Self-service HR

- Dramatic cost savings
- Forces people to use the web

Distance Learning

- Cost savings
- Travel

Expert Directory

- Time savings on finding the right people (in general about 30 minutes per day)
- Enhanced importance with downsizing and need to find new people to help

Virtual Collaboration

- Travel already down prior to 9/11. Even greater now.
- Opportunity for quick hosted opportunity.

Customer self-service

- Drive efficiency through more cost-effective collaboration with customers
- `Leverages / extends existing infrastructure

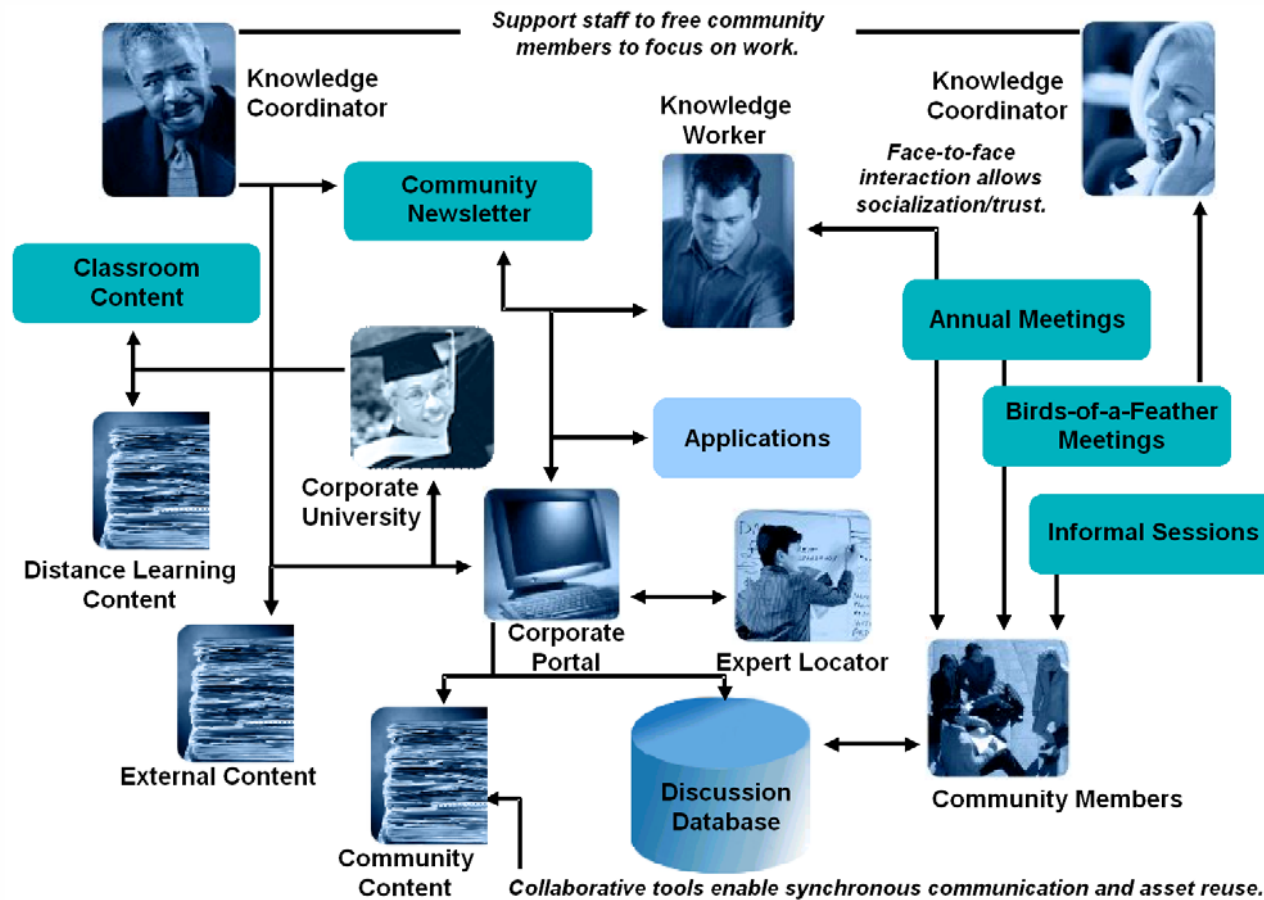
Agenda

- The business problem
- What is a eWorkplace portal
- How do you build an effective eWorkplace
- The w3 story

A view of the basic set of technical capabilities for eWorkplaces



The future requires new processes and support



Mapping of business issues for targeted efforts

Operational Efficiency (10-20% of interviewees)

- Streamlined workflow management
- Reduced time searching for information/people or recreating work
- Basic team rooms for quicker access

Cost Avoidance (30-40% of interviewees)

- Save printing costs (e.g., memos, directory, payroll stubs, team documents)
- Reduce headcount through self-service (travel, expenses, benefits)
- Reduce travel costs (training)

Spur Innovation (10-20% of interviewees)

- Quicker access to existing work/ideas/info
- Easier collaboration w/ extended teams
- Streamlined workflow
- Efficient capture of knowledge

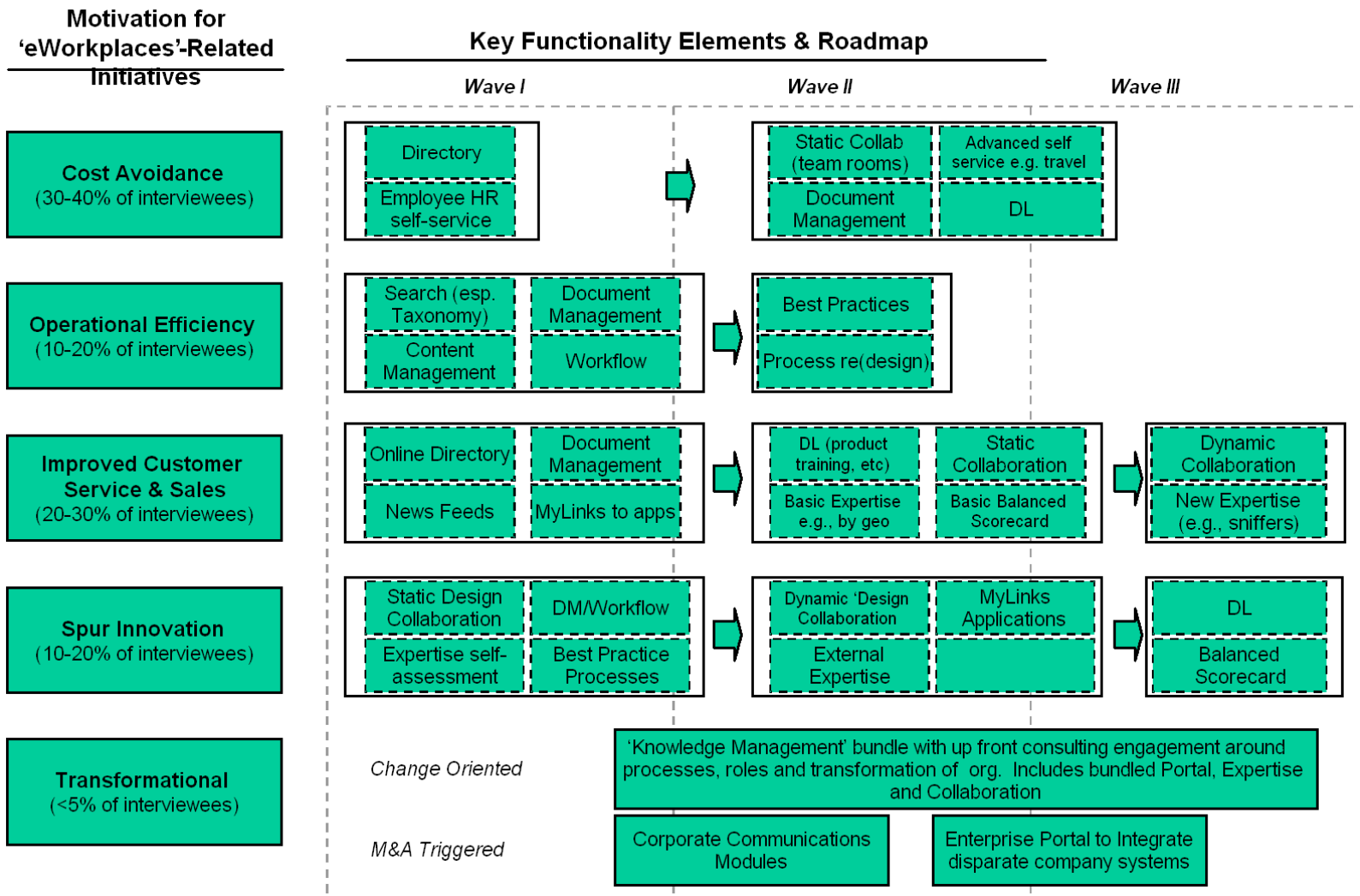
Improved Customer Service & Sales (20-30% of interviewees)

- Help manage information overload for customer-facing employees
- More responsive customer-facing employees
- Easier collaboration w/extended teams (e.g., RFP process)
- Clear motivation (scorecard)

Transformational (<5% of interviewees)

- Company is more flexible and responsive
- Supports 'new paradigm' of knowledge sharing

Each eWorkplaces motivation influences a preferred roll-out of the components of extended eWorkplaces functionality



Analyst Validate IBM's Portal Strategy

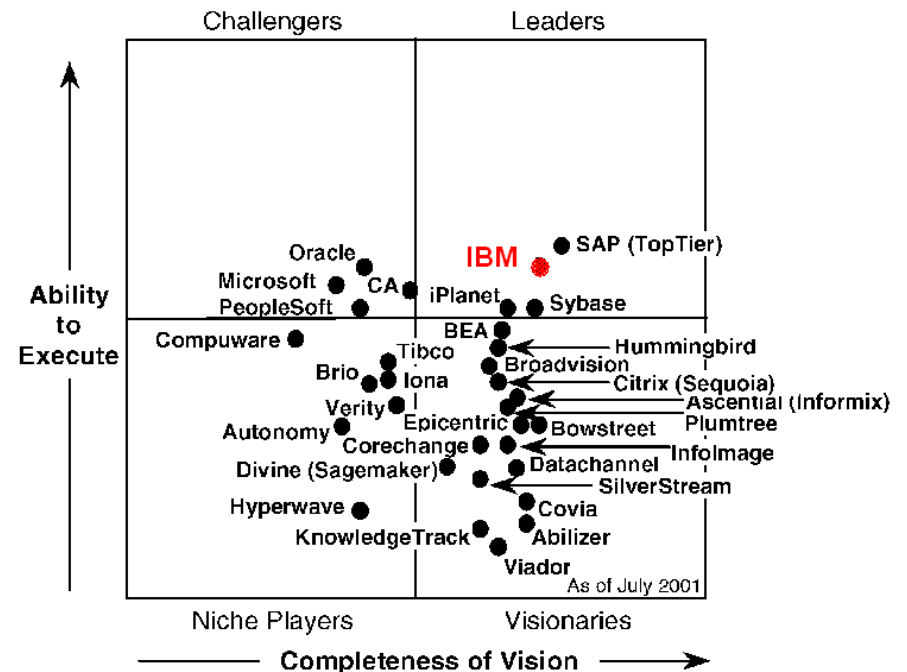
“IBM’s portal strategy is the most defined...IBM should be commended for taking the hype out of the portal Market and focusing on the infrastructure”
(Cutter Information)

“IBM is weighing in by far with the most significant contribution to the exploding corporate portal Market” (Delphi Group)

“Bottom Line: WebSphere Portal Server positions IBM in the select group of long-term Enterprise portal players.”
(Meta Group)

“The net effect is that IBM is an excellent position to clean up: its [Portal] product is comprehensive and superior and almost all from one vendor”
(Bloor Research)

2H01 Horizontal Portal Products Magic Quadrant



Source: Gartner Research

Agenda

- The business problem
- What is a eWorkplace portal
- How do you build an effective eWorkplace
- The w3 story