IBM Digital Experience Overview

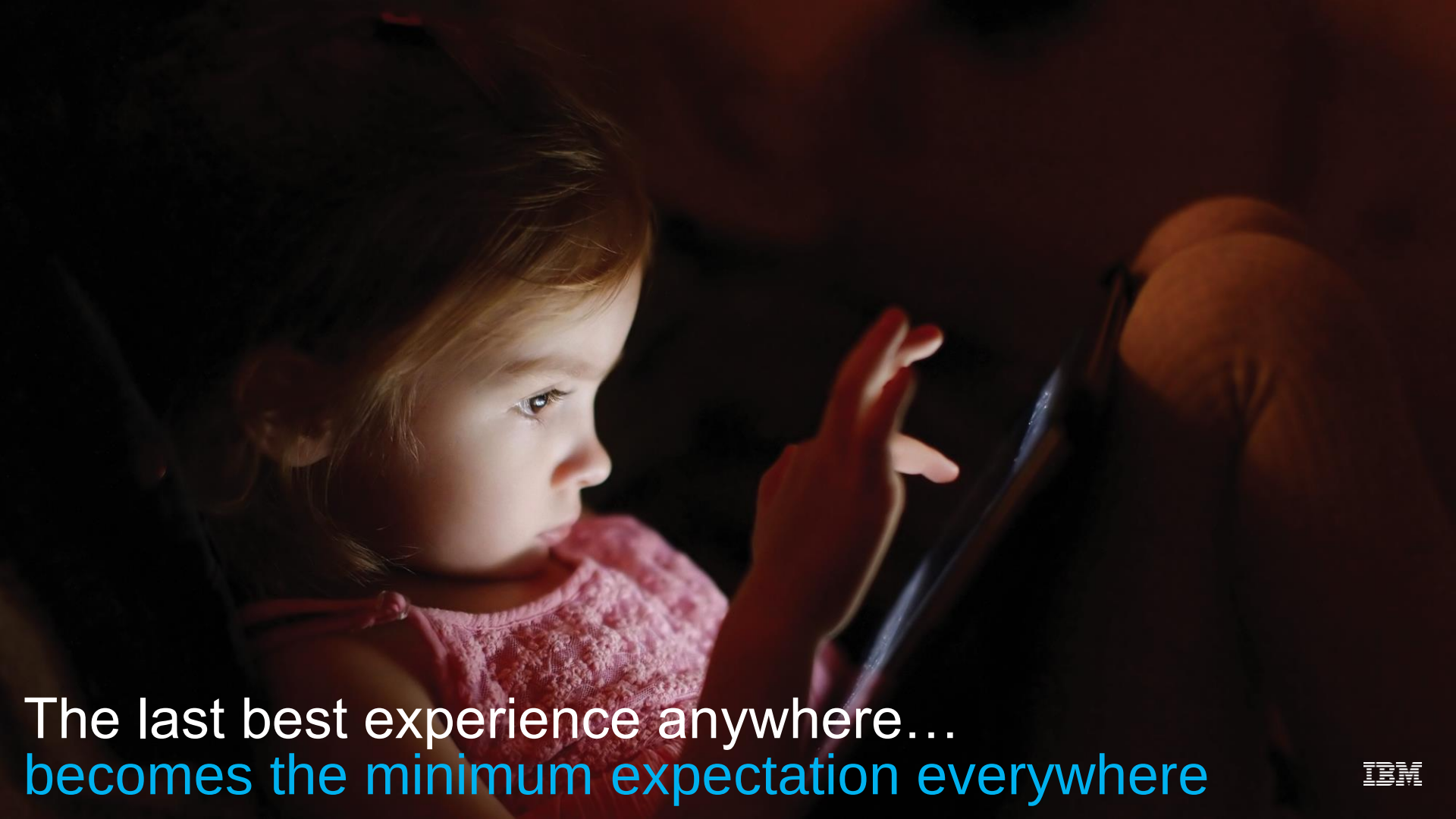
The Building Blocks of Competitive Value in the Cognitive Era

#NewWayToEngage

Anthony Fiorot, (Tony), Global BUE, Digital Engagement Solutions

June 2016

The traditional boundaries are dead.
Engagement is the new competitive battleground
The focus is now on Human-to-Human interactions.


The last best experience anywhere…
becomes the minimum expectation everywhere

Continuous disruption is the new normal:

"New competitors from different industries are entering our market. We need to look at what these companies are doing, rather than watching how other enterprises in our industry behave."

Gustavo Hernan Garcia, HR Director, ICBC, Argentina

Business is being transformed on three technology enabled dimensions

Data

The new natural resource

- Data is the new basis of competitive advantage
- Sophisticated analytics across disparate data sources will drive business outcomes
- Time value of data will enable “speed of insight” and “speed of action” as core differentiators

Cloud

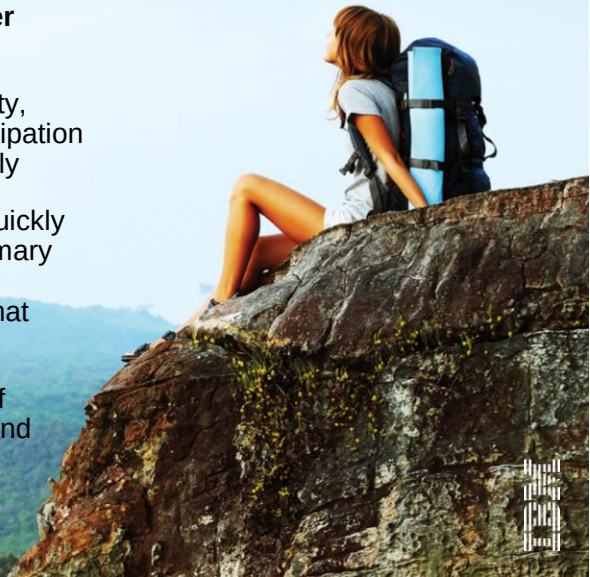
Enables new business models

- Cloud’s “game changing” attributes revolutionize industry value chains, forcing companies to embrace new business models
- Cloud is enabling transformation of IT and business processes into digital services

Systems of Engagement

Redefines customer relationships

- Mobile connectivity, access and participation are growing rapidly
- Social media is quickly becoming the primary communication & collaboration format
- Mobile and social enhance speed of responsiveness and personalization



In this new era, forward looking businesses need to create…

"We'll transition from selling products to selling customer experiences."

Javier Mas, CMO, Caixabank, Spain

©2016 IBM Corporation

IBM Point of View on Engagement:

Empower people - Activate a digital ecosystem for customers, employees and partners

- Engage people as unique individuals by putting them at the center to tap into the power of collective knowledge.

Understand people - Apply analytics to gain actionable insight from social data

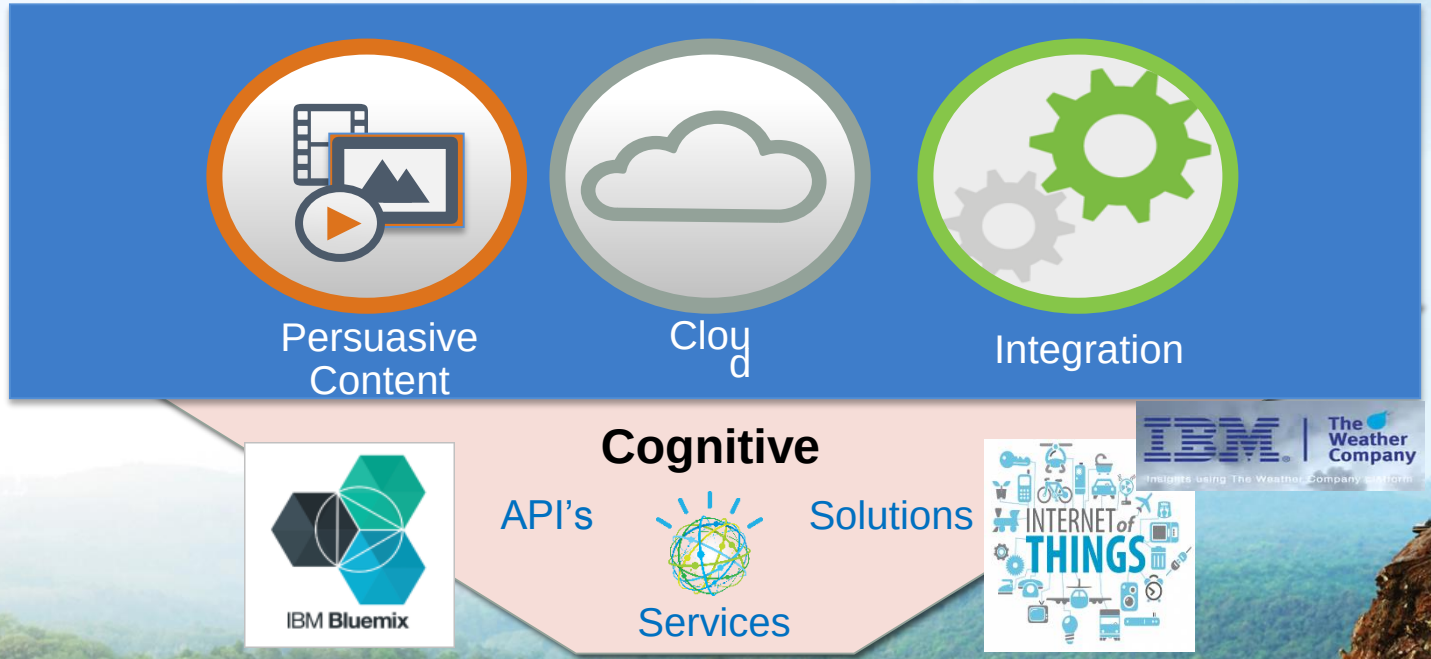
- Business analytics and behavioral sciences allow you to personalize interactions, build relationships, predict trends and innovate faster.

Trust people - Harness a transparent and authentic way of working

- Create a trusted social approach that enables open and authentic engagement while protecting the enterprise.

IBM Digital Experience: #NewWayToEngage

A personalized online business solution/framework that allows employees, customers, and partners a single point engagement for contextual interaction with persuasive content, people, process and applications



Anywhere, Anytime, Any Device

Core Value of IBM Digital Experience

LOB content developers and designers can work with industry standard and modern web technologies & frameworks

COMPELLING:

Entertaining, interactive, informative, trusted

RELEVANT:

Deliver what they need now, informed with analytics, consistent across channels

EMPOWERING:

Personalized, seamless, provide the resources and expertise they want

FLEXIBLE:

Adapt to organization's evolving needs

IBM DX is an Open Web Site Framework & Platform

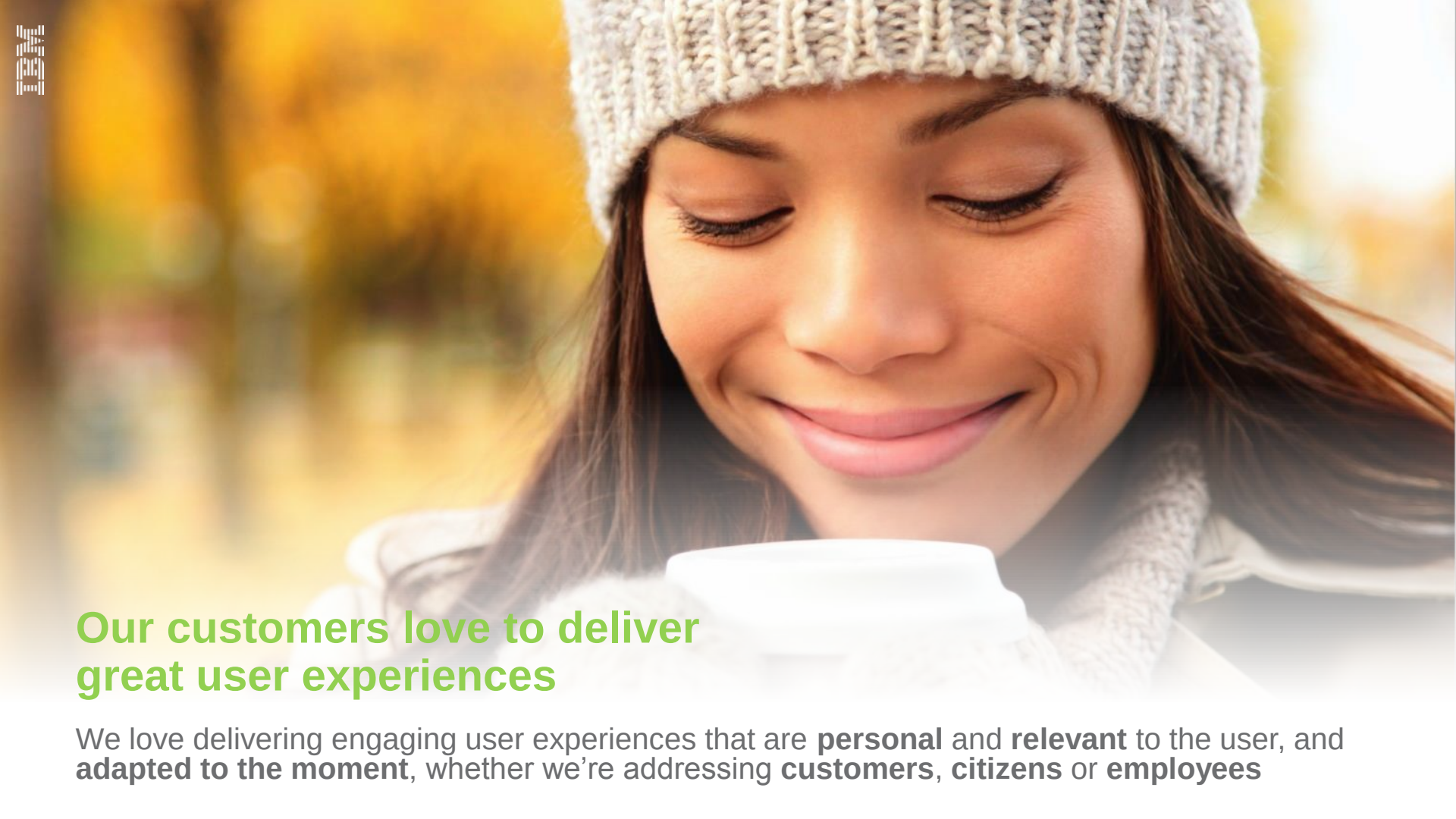
Simplicity

There's a lot of technology to get right to deliver a great user experience.

Business needs to focus on user experience - rather than simply functionality - is central to engaged employees

This is *not* an experience

This is an experience



Our customers love to deliver great user experiences

We love delivering engaging user experiences that are **personal** and **relevant** to the user, and **adapted to the moment**, whether we're addressing **customers**, **citizens** or **employees**

Digital Experience product portfolio

2 core Engagement Solution Offerings

Customer Experience Suite

Engage customers, increase revenue and satisfaction

Employee Experience Suite

Empower employees and improve business efficiency

Digital Experience Manager

IBM WebSphere Portal

Personalized single point of access to the applications, services, information and people

IBM Web Content Manager

Build engaging, personalized and contextual digital experiences faster

IBM Forms Experience Builder

Collect data and automate processes via agile web-applications

A Digital Experiences takes many forms

Content Delivery

Product & Service Content

Marketing Content

Social Content

Cars.com

Performance Bike

Self Service Delivery

Online Product & Service Delivery

Self-service problem resolution

Bharti Airtel

Prudential Financial

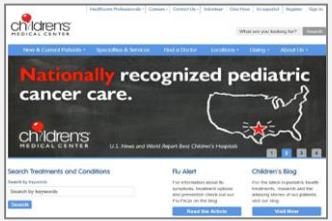
Account Management

Registration & profile management

Bill Presentment & Payment

Loyalty Programs

Bank of Montreal



Children's Medical Center Dallas

Customer Contact/Support

Franchise, store, distributor & branch support

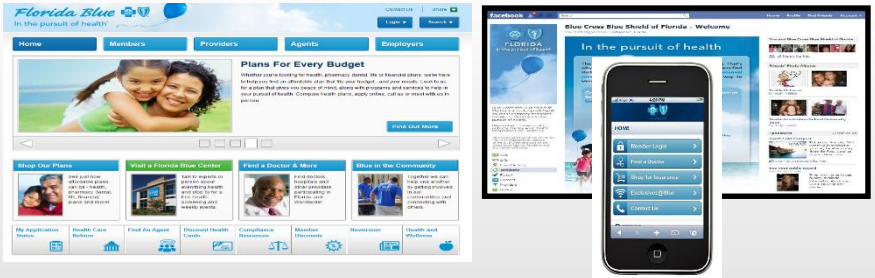
Contact Center support

Slumberland

Florida Blue

Leaders are Delivering Exceptional **Customer** Experiences Today

Florida Blue



53% conversion rate on sales when a consumer starts the apply process. **62% didn't need to call.**

Jyske Bank

Employs responsive web design to serve more than ***1 million visitors each month***

Performance Bike

Learning Center refers over 40% of all traffic & visitors ***convert over 20% more.***

"Inspired visitors are far more likely to become customers"

Leaders are Delivering Exceptional **Customer** Experiences Today

Wimbledon

2013 BT Sports Industry Award –
Best Sports Website of the Year

Pacific Life

State-of-the-art, personalized, cross-channel digital experience for Financial Professionals.

Children's Medical Center Dallas

24x7 personalized self-service. Social integrated into patient care processes. Results - 5% increase in sales & 75% reduction in clinic phone calls.

Leaders are Delivering Exceptional **Employee** Experiences Today

Staples

Award-winning intranet provides personalized content, rich media, & social sharing features. “The Hub.. engages our front line associates so they know about programs and can speak with confidence to customers.” *U.S. Retail Communications Manager.*

Robinson

Provides an **efficient, cost-effective & easy-to-use** means of communication among all resort employees. Fosters collaboration and knowledge sharing to **improve service levels** and **boost customer satisfaction**

Slumberland

Personalized intranet **saves 100k per year** in courier costs alone & **80% productivity gains** from previous paper-based processes. **Online collaborative video Training** allows employees to share comments, relevant docs.

800-727-2453 | Live Chat | My Store: Find a store near you | My Account | CART (0)

PERFORMANCE BICYCLE

LIFETIME GUARANTEE | FREE SHIP-TO-STORE On Standard Weight & Size

Due to inclement weather, expedited orders may be delayed.

Shop by Category | Shop by Brand | New Products | Deals | Learn | Search by keyword or item # | SEARCH

PerformanceBike.com / Learning Center

Learning Center Search

Enter Search | Search

Browse by Category

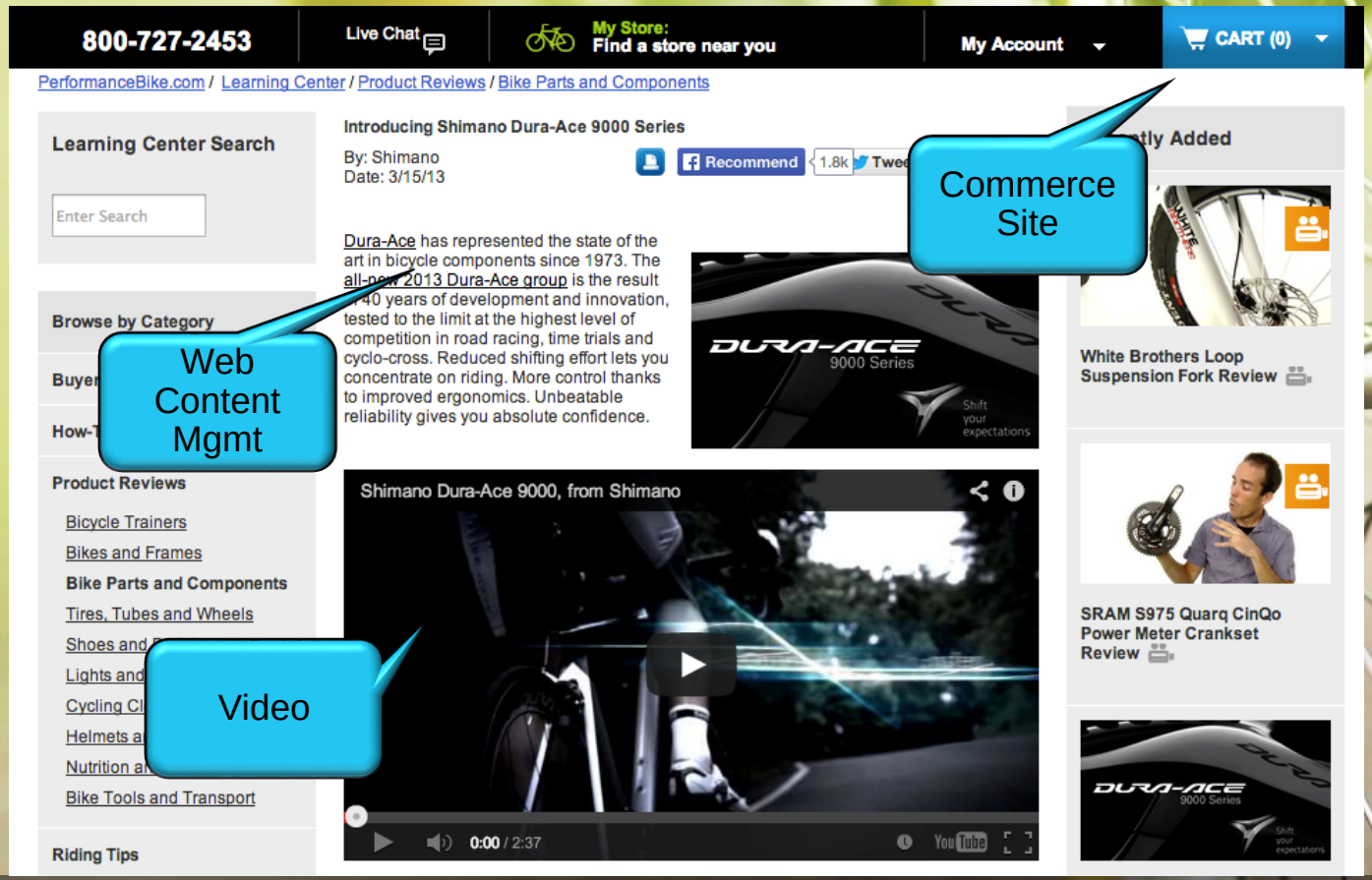
- Buyers Guides
- How-To Guides
- Product Reviews
- Riding Tips

Learning Center

GO-TO
destination for cycling enthusiasts

Expertise
Competitive Differentiator

PERFORMANCE BICYCLE System of Engagement



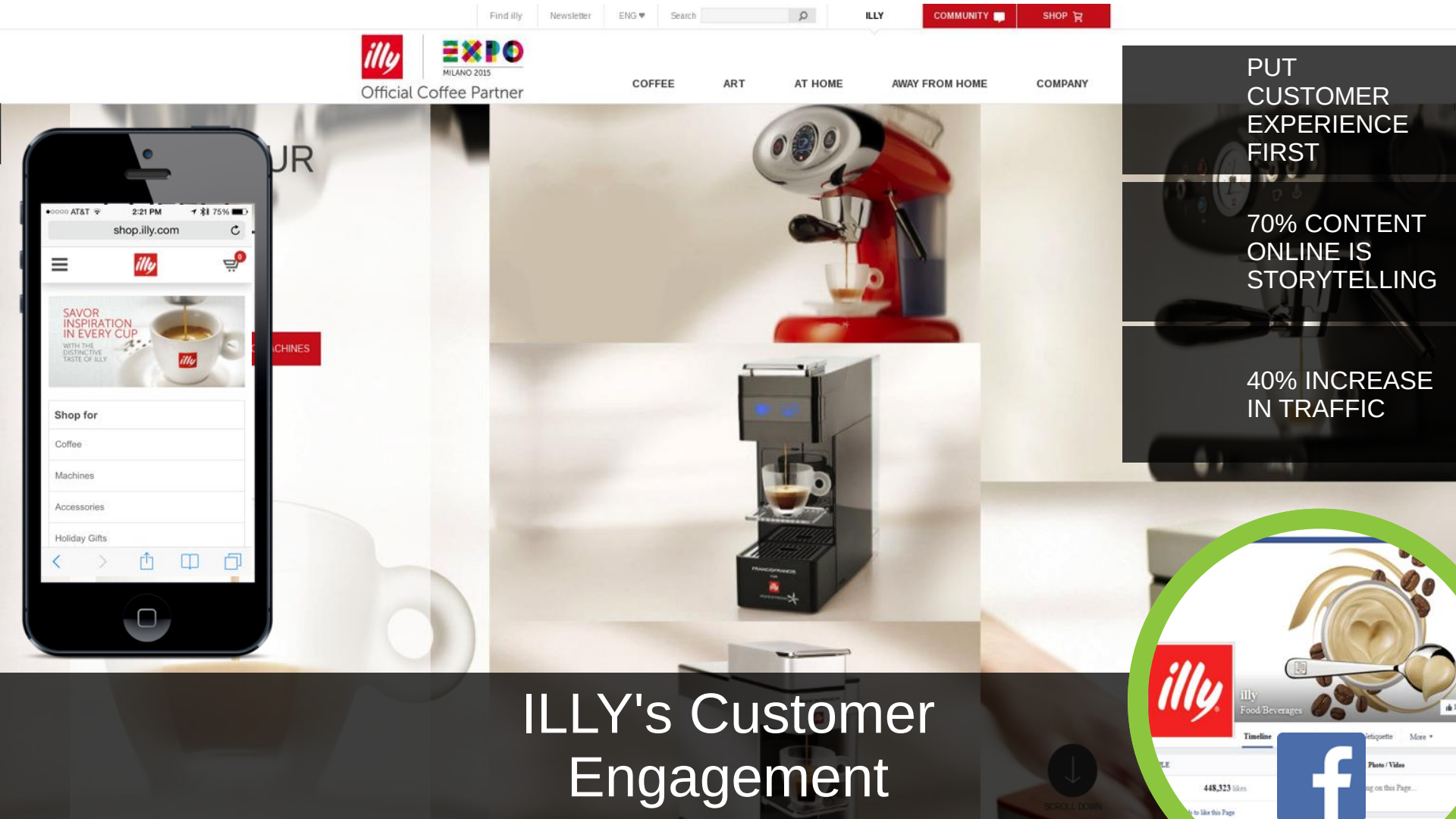
300%

increase in traffic to the learning center in first four months

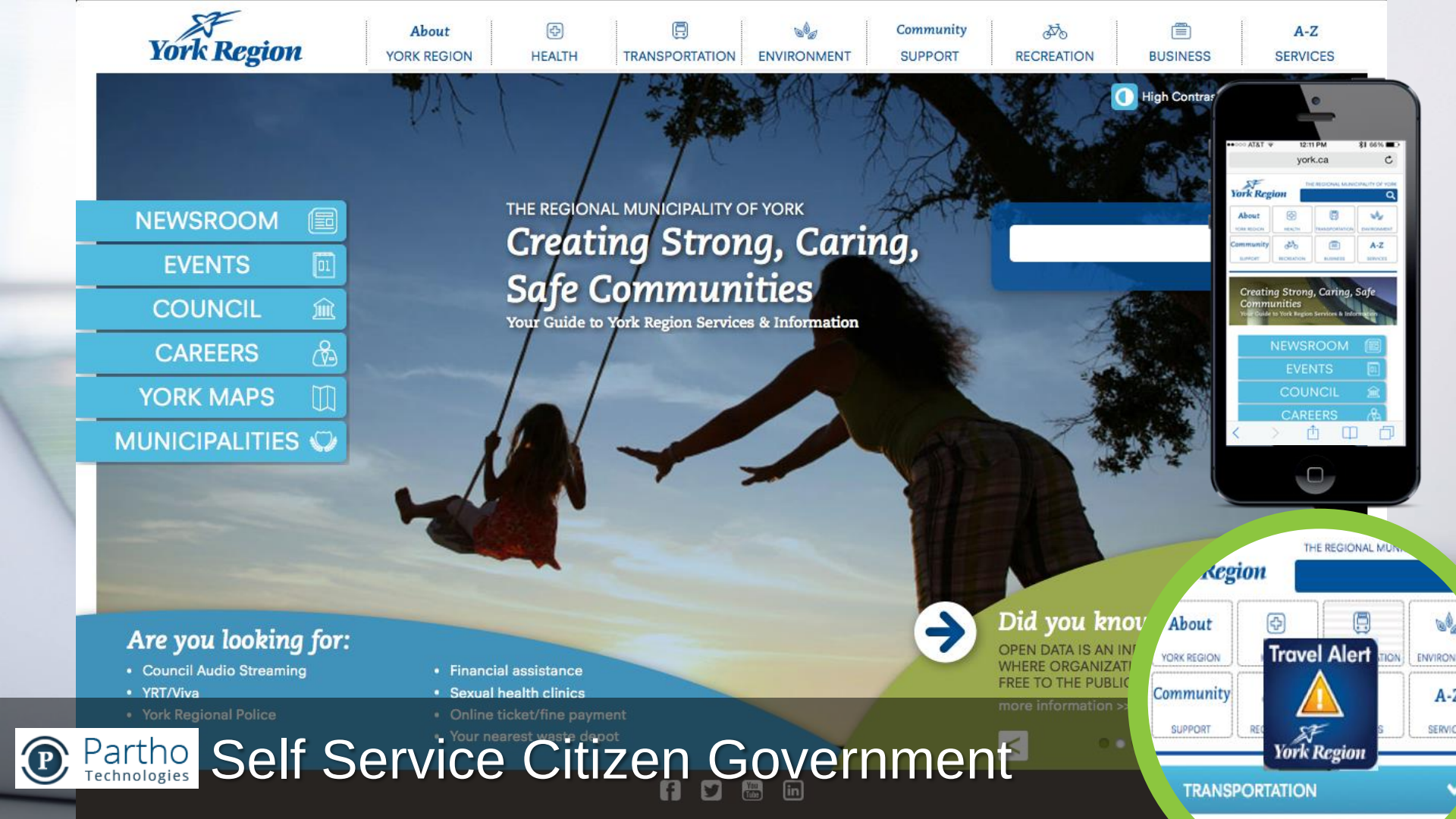
Up to 20%

higher conversion from the learning center compared to other referrers

Performance Bicycle boosts conversion with an online learning center



ILLY's Customer Engagement


York Region
About
YORK REGION
HEALTH
TRANSPORTATION
ENVIRONMENT
Community
SUPPORT
RECREATION
BUSINESS
A-Z
SERVICES
NEWSROOM
EVENTS
COUNCIL
CAREERS
YORK MAPS
MUNICIPALITIES
THE REGIONAL MUNICIPALITY OF YORK
Creating Strong, Caring, Safe Communities
Your Guide to York Region Services & Information
Are you looking for:
Council Audio Streaming
YRT/Viva
York Regional Police
Financial assistance
Sexual health clinics
Online ticket/fine payment
Your nearest waste depot
Did you know
more information
Travel Alert
TRANSPORTATION
Partho Technologies
Self Service Citizen Government

JYSKE BANK

Reduced cost
of providing a consistent brand image

Differentiated brand image and experience to more than
1,000,000
customers

Exceptional Digital Experience

Chanel Social Intranet Vision

Leaders choose IBM based on our track record

Global Clients

85%
of Fortune 100 global banks

6 of top **7**
retailers in the U.S.

8 of top **9**
automotive companies

5 of top **7**
global insurance companies

Positioned in Leaders Quadrant for Horizontal Portals* by Gartner for 14 years in a row

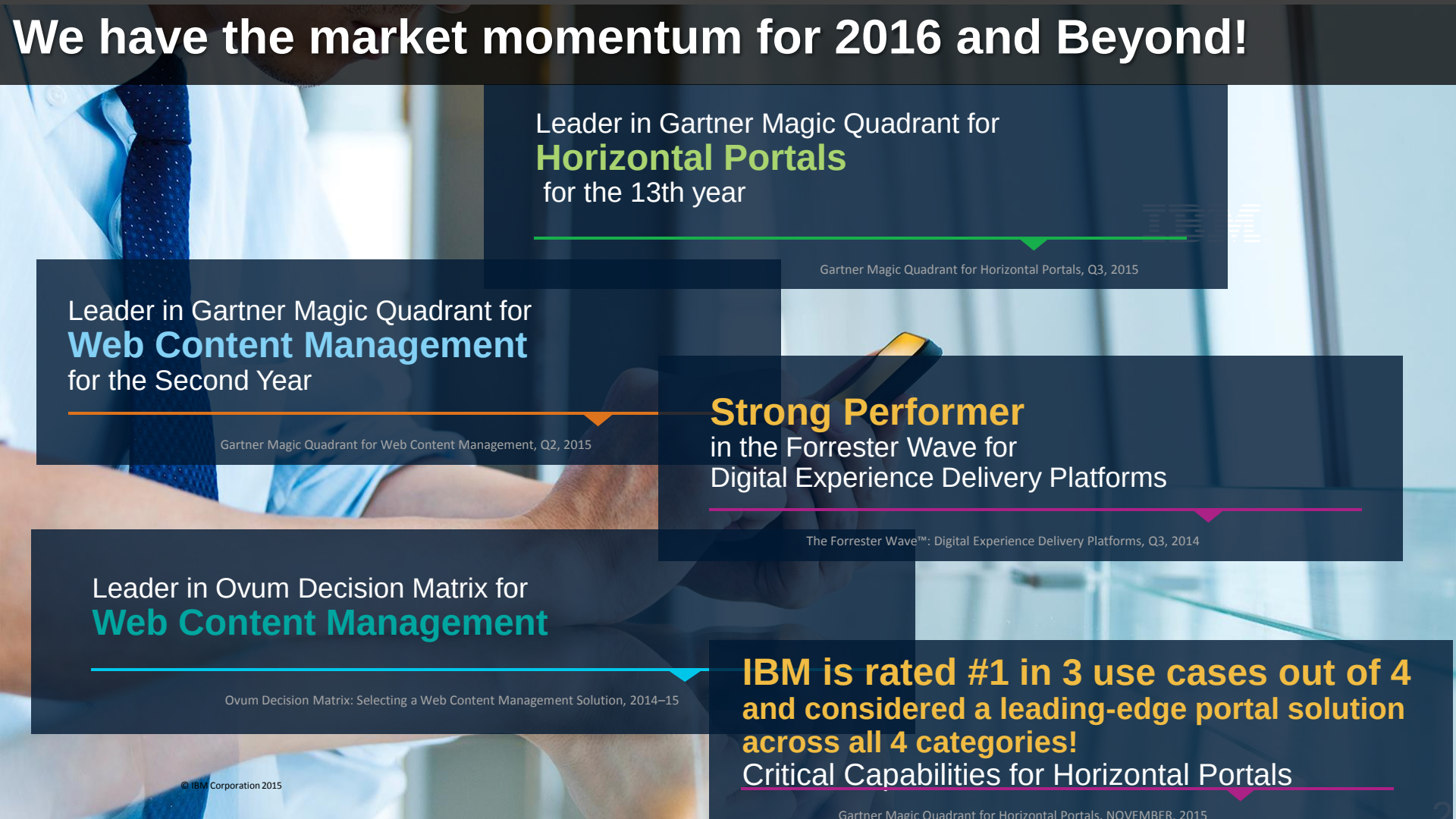
300M+
named users from top customers

65%
of the most influential CMOs use IBM Social Business solutions

8,000+
Internet and customer-facing customers

*Gartner Magic Quadrant for Horizontal Portals, 24 September 2012. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose

We have the market momentum for 2016 and Beyond!



Leader in Gartner Magic Quadrant for
Horizontal Portals
for the 13th year

Gartner Magic Quadrant for Horizontal Portals, Q3, 2015

Leader in Gartner Magic Quadrant for
Web Content Management
for the Second Year

Gartner Magic Quadrant for Web Content Management, Q2, 2015

Strong Performer
in the Forrester Wave for
Digital Experience Delivery Platforms

The Forrester Wave™: Digital Experience Delivery Platforms, Q3, 2014

Leader in Ovum Decision Matrix for
Web Content Management

Ovum Decision Matrix: Selecting a Web Content Management Solution, 2014–15

IBM is rated #1 in 3 use cases out of 4
and considered a leading-edge portal solution across all 4 categories!
Critical Capabilities for Horizontal Portals

Gartner Magic Quadrant for Horizontal Portals, NOVEMBER, 2015

© IBM Corporation 2015

What the analysts say?... Digital Experience Solution

IDC

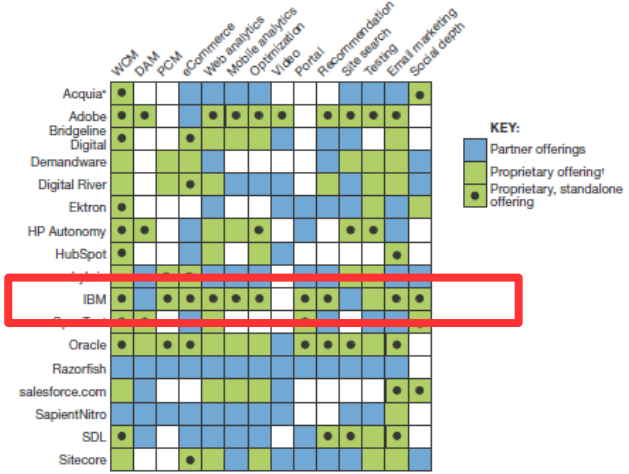
BUSINESS VALUE HIGHLIGHTS

Companies in the study enjoyed an average ROI of over 500% and payback within 7 months. Benefits include:

- Improved business productivity by 11%
- Reduced TCO by 47%
- Enhanced user experience drove up user productivity by 13%
- Total benefits exceeded $300,000 per 100 users annually

FORRESTER®

Figure 4 Digital Experience Platform Matrix



Forrester definitions:

- Proprietary offering: vendor-owned platform component.
- Partner offering: platform component sourced from a third party (regardless of completeness of integration).
- Standalone offering: platform component that is a standalone product and may also combine or integrate with other component(s) from the same vendor.

*Acquia's platform includes proprietary components (Acquia tools, modules, and services) and nonproprietary components (open source Drupal WCM and modules).
†Platforms that offer proprietary and third-party options for a specific capability are in the "proprietary" category.

104302 Source: Forrester Research, Inc.

Gartner®

Figure 2. MarketScope for User Experience Platforms

	RATING				
	Strong Negative	Caution	Promising	Positive	Strong Positive
Acquia				x	
Adobe					x
Backbase				x	
Ektron			x		
eXo			x		
[illegible]					
IBM					x
Liferay				x	
Microsoft					x
OpenText				x	
Oracle				x	
Oxcyon			x		
salesforce.com				x	
SAP				x	
Sitecore				x	
Squiz			x		
Temenos Group			x		

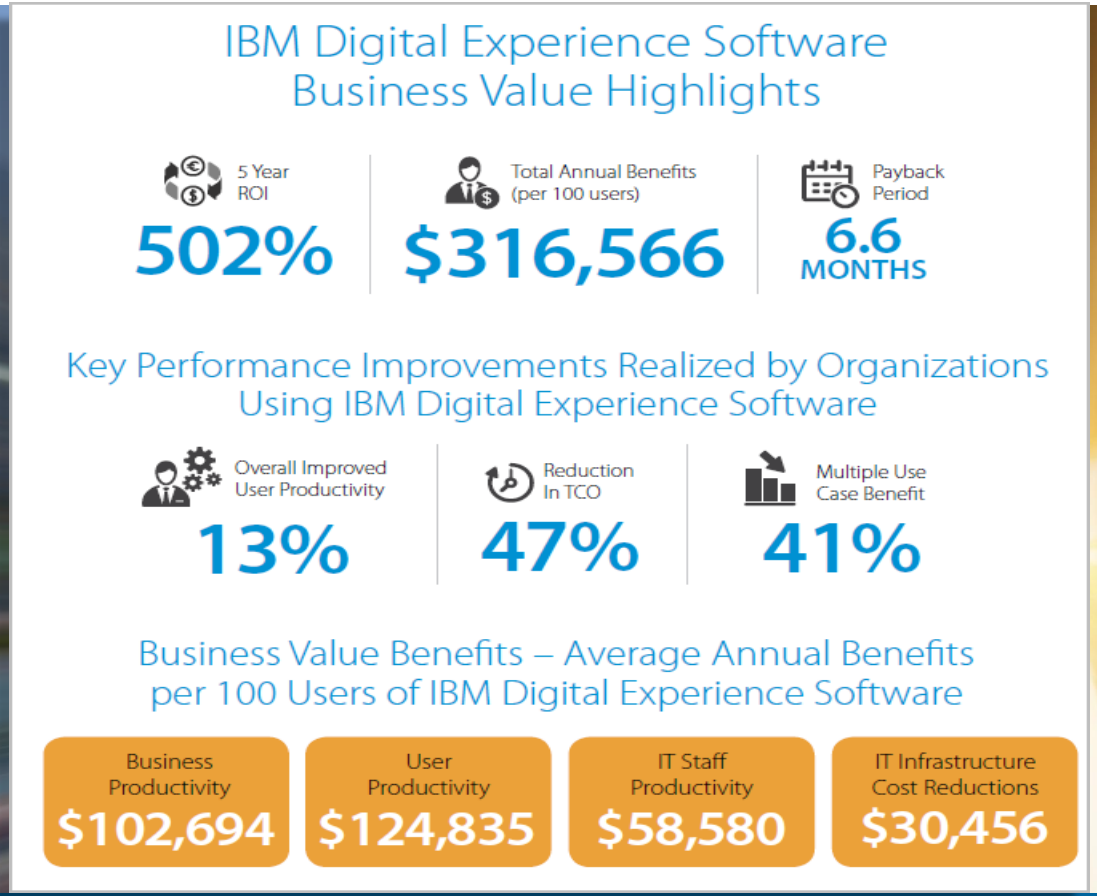
As of 31 January 2014

© 2015 IBM Corporation

IDC Report on the value of IBM Digital Experience Solutions

"Customers looking to deploy intranets, extranets, or public-facing Web sites should consider IBM's Digital Experience software"

"The good news, as our TCO study shows, is that most organizations can justify the cost of IBM's Digital Experience software based on quantifiable hard dollar savings within a relatively short period of time"



QUESTIONS

IBM Digital Experience is a PLATFORM for change,
harnessing organizational synergy and
leveraging cognitive, data, cloud and analytics
Thank You!
Anthony Fiorot, (Tony)
Global BUE, Portals, Digital Experience & Cloud Solutions
1-401-258-9899 - afiorot@us.ibm.com