



**MARS 2006  
LE RENDEZ-VOUS  
LOGICIELS DE VOTRE VILLE**



**| NANTES | LILLE | STRASBOURG | LYON | NICE | TOULOUSE |**



**Compétences,  
productivité et  
communication**



- ❑ **Communication et solutions collaboratives**
- ❑ **Portail, un outil stratégique**
- ❑ **Dynamiser les ventes à travers l'usage du Web**

## ✓ **Communication et solutions collaboratives**

☐ Portail, un outil stratégique

☐ Dynamiser les ventes à travers l'usage du Web



**« Toutes les entreprises cherchent à accroître leurs gains et demeurer compétitives. Elles s'efforcent donc d'augmenter la productivité de leur main-d'œuvre et de leur capital. Mais c'est vers l'interaction de ces deux facteurs que s'oriente désormais l'intérêt des décideurs ». Observateur de l'OCDE, 2005**

Comment optimiser cette “productivité combinée” qui peu à peu, devient un instrument de mesure de performance ?

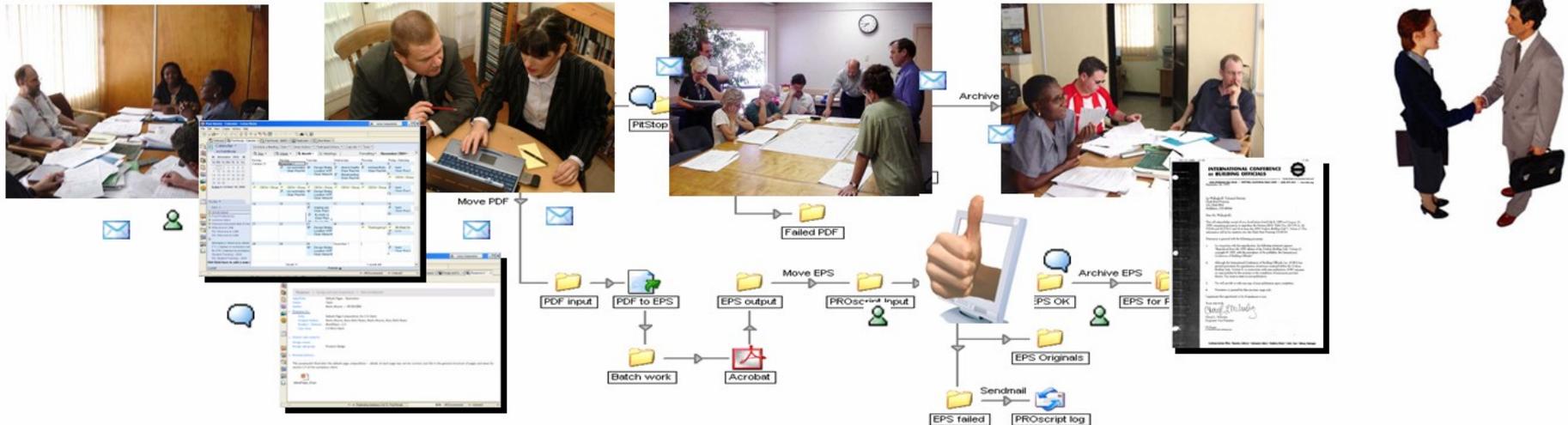
- ✓ Agir sur les facteurs de production comme le savoir et la gestion
- ✓ Agir sur l'organisation et l'innovation
- ✓ Agir sur les compétences et la technologie

# Quels sont les freins qu'il va falloir lever en priorité et comment ?

- ☹ Courriers indésirables : perte de temps et virus
- ☹ Informations clients disséminées et manque de collaboration
- ☹ Activité mal valorisée



Aider les personnes à organiser leur travail autour de leurs activités plutôt qu'autour des outils qu'elles utilisent : les faire gagner en autonomie et développer les synergies



# A quels niveaux agir, quelles solutions ?

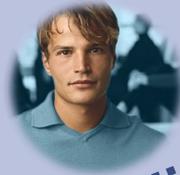


## ENTREPRISE



- Portail d'entreprise (B2E, B2C, B2B, G2C...)
- Tableaux de bord
- Business Control / audit

## EQUIPE / DIVISION



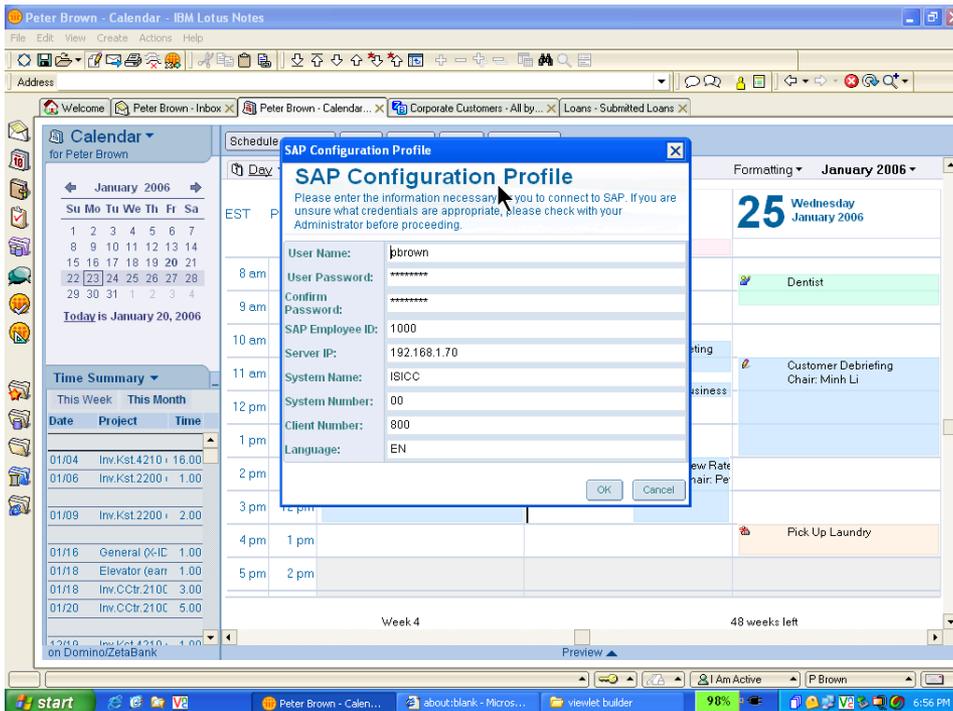
- Espaces d'équipe
- Communication en temps réel
- Gestion de projet
- Workflow métier
- Formulaires électroniques
- Développement d'une nouvelle application
- Création/gestion/publication de contenu Web

## INDIVIDU



- Messagerie, mobilité
- Communication en temps réel
- Gestion de documents
- Accès simple aux applications métier
- Formation

L'environnement Notes peut proposer à l'utilisateur une logique métier dans laquelle il va accéder à ces outils collaboratifs et sa messagerie (125 millions d'utilisateurs). Cet exemple avec SAP est valable avec d'autres ERP puisque la version 7 de Lotus Notes Domino propose dorénavant le support des Services Web en standard.



**Lotus** software



Démo

# La technologie au service des activités

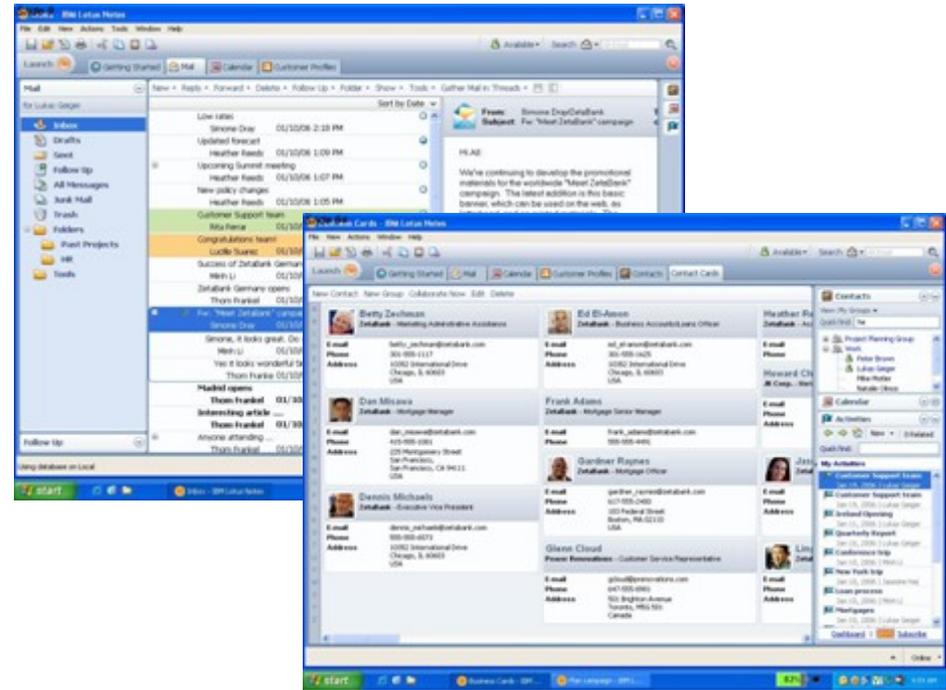


Exemples avec les futures versions de Lotus Sametime v7.5 et de Lotus Notes Domino v8 (Hannover)

**Lotus** software



Démo



Démo

❑ Communication et solutions collaboratives

✓ **Portail, un outil stratégique**

❑ Dynamiser les ventes à travers l'usage du Web



## Portails clients et/ou citoyens

## Portails Intranet employés

## Portails Extranet fournisseurs & partenaires



Contenus

Applications

Personnes

Processus



# Focus Intranet – Poste de travail

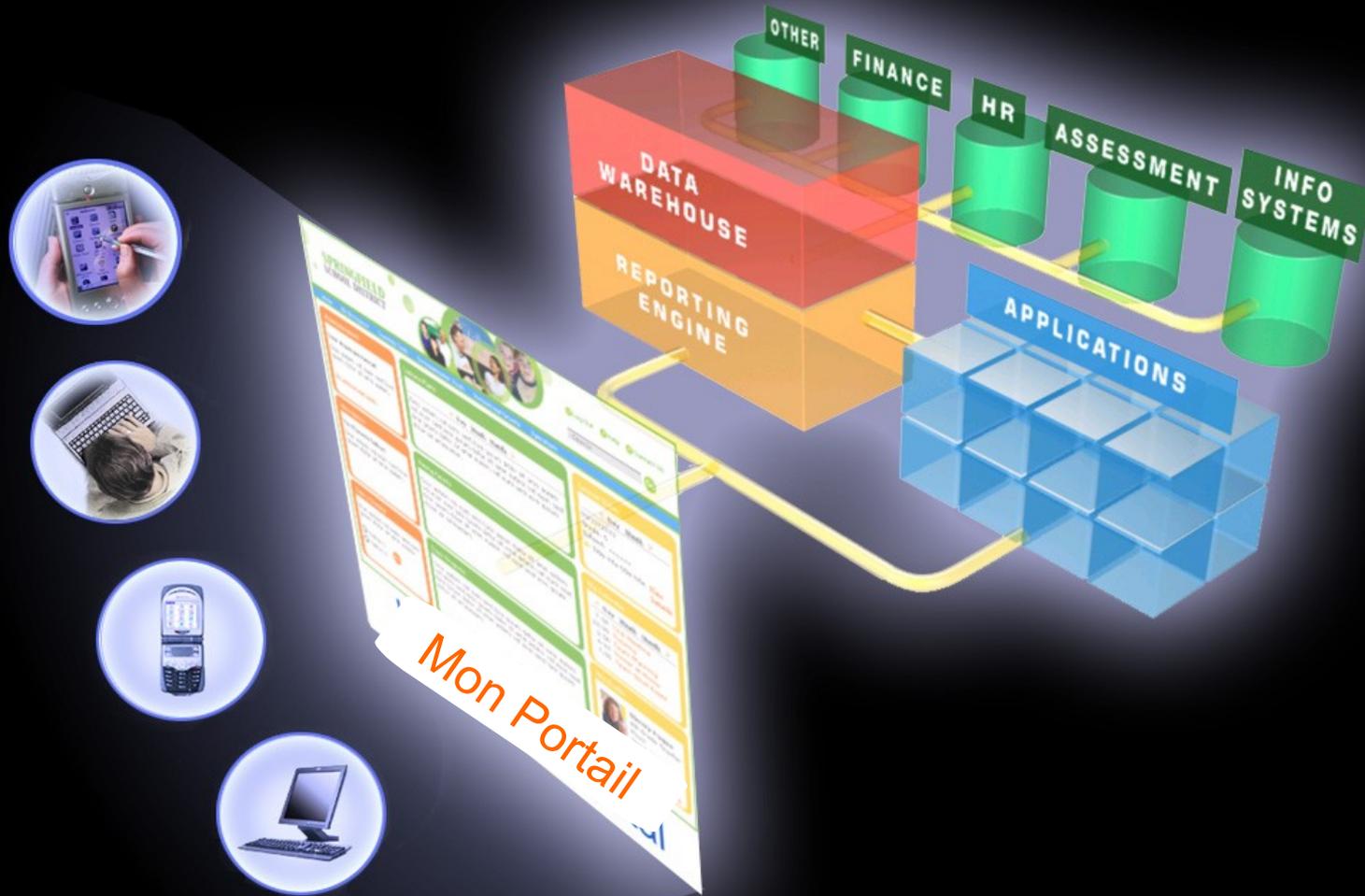


The screenshot displays a Windows XP desktop environment with several overlapping windows:

- Microsoft Word:** A document titled "Release memorandum - RFA 40733" is open. The ribbon includes File, Edit, View, Insert, Format, Tools, Table, Window, and Help. The font is Times New Roman, size 24. A red box highlights the "Draw" button in the ribbon.
- Outlook Express:** Two instances are visible. One shows a message list with columns for Date, Time, and Size. A message from "us" dated 04/04/2005 at 11:12 AM is highlighted. Another instance shows the "Folders" pane with "Outlook Express" selected.
- Microsoft PowerPoint - [Working Deck.ppt]:** The slide titled "Branding's results" is displayed. It features a graph with "Quantity (in units)" on the y-axis and "Price (per unit)" on the x-axis. A red box highlights the "New Slide" button in the ribbon. The slide content includes:
  - Text: "Branding's results. When branding is well planned and executed, the marketing team and the financial results are impressive. Example: Automobiles with different branding." and "Essentially the same vehicle. Built in the same factory (in Holland). Sold under different brand name. Majority of demand came from Europe is due to branding."
  - Graph: A coordinate system showing a downward-sloping curve. The y-axis has values 1000 and 1200. The x-axis has values 30000 and 35000. A point is labeled "Velo 400" and another "Velo 400". A red box highlights the "New Slide" button in the ribbon.
- Web Browser:** The address bar shows "https://w3-03.ibm.com/hr/americas/om/psp/omint...". The page displays the "PeopleSoft" logo and the heading "Expertise Profile Home". Below it, it says "Please complete the following two sections of your Experience: Education, Languages, Certifications".
- File Explorer:** A window titled "Breakout Pitches" shows the file system structure for "C:\work\IBM Workplace\Breakout Pitches". The "Folders" pane lists various directories such as "Brand Board", "Brand Building", "Breakout Pitches", "Content", "Marketing Board", "August Files", "June Files", "November 04", "October", "May 10 Prep Files", "Mills files", "November 04 announcement", "NYC Photos", "Pitch with Demo", "Product Content", "PvC Pitches", "Sales U 8-04 Pitches", "Value Prop", "WCT Pitches", and "Workplace Services".

The taskbar at the bottom shows the Start button, several open applications (Stev..., 05 O..., Web..., Strat..., BlueP..., Empl..., Work...), and the system tray with a 97% battery level, network icon, and the date/time: 11:25 PM Monday 4/4/2005.

Le portail offre une intégration rapide à l'existant...



...offrant à l'utilisateur un accès personnalisé et sécurisé aux services dont il a réellement besoin



- ➔ Mise à disposition d'informations sur l'entreprise
- ➔ Mise à disposition de documents techniques
- ➔ Moteur de recherche de documentations
- ➔ Un échange de données entre collaborateurs
- ➔ Annuaire du personnel
- ➔ Accès aux applications métiers (ERP notamment)
- ➔ Gestion de projets, aide à la décision
- ➔ Agenda, ingénierie assistée par ordinateur
- ➔ Messagerie électronique
- ➔ Forums de discussion, listes de diffusions, chat en direct
- ➔ Visioconférence
- ➔ Portail vers internet



## Direction générale

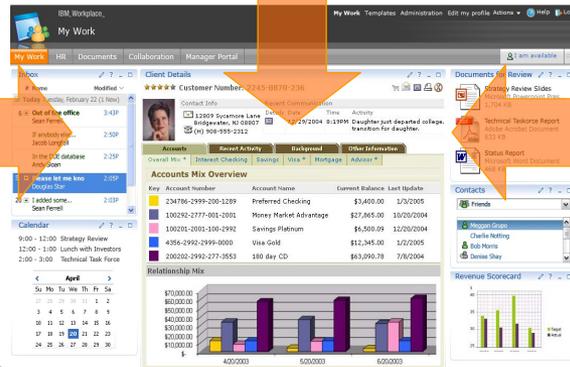


- ➔ Accroître la performance de l'entreprise
- ➔ Véhiculer les valeurs / la stratégie
- ➔ Optimiser les processus / proximité client
- ➔ S'adapter plus rapidement aux changements



## Utilisateurs

- ➔ Un poste de travail plus cohérent
- ➔ Partager les bonnes pratiques
- ➔ Gagner en réactivité face au client
- ➔ Publier du contenu / partager le savoir
- ➔ Optimiser la gestion du réseau de distribution



## Technologie/ Informatique

- ➔ Choix des technologies
- ➔ Réduction des coûts liés au poste de travail, développement, administration
- ➔ Gagner en réactivité face aux demandes des fonctionnels
- ➔ Pérennité des investissements



Bowstreet

WBSE

- Traduire les orientations stratégiques par un suivi concret des indicateurs de performance (contrôle des budgets, satisfaction clients, parts de marché, marge...)
- Faciliter la circulation des informations, identifier les rôles et responsabilités
- Support des échanges en temps réel à propos des indicateurs, prévisions commerciales...
- Communiquer rapidement les changements d'objectifs au sein de toutes les divisions
- Fournir des services collaboratifs au sein d'un processus d'entreprise pour faciliter les échanges



# neopost FRANCE

WE VALUE YOUR MAIL \*

SOLUTIONS

E-SHOP

SERVICES

NEOPOST

NOUS REJOINDRE

CONTACTEZ-NOUS

Rechercher

# neopost



## NEWS - Février 2006

### Edito

Nouveau logo, nouvel univers visuel, nouvelle ligne éditoriale, Pourquoi un tel changement ? Pourquoi maintenant ? Pour nous montrer tel que l'on est, anticipateur et facilitateur de solutions.

### Nouveauté IJ-70

Vitesse, efficacité et simplicité, la solution d'affranchissement IJ-70, ce sont des performances au-delà de vos attentes.

### Actualité

Changement d'année sur toutes les machines à affranchir manuelles Découvrez le processus en cliquant sur le lien suivant

## NOS RÉFÉRENCES

»» Toutes nos références

### FARNELL IN ONE

La 1 500 ème Carte Avantages

En savoir +

### NEWPORT

"Depuis un an, notre volume de courrier augmente régulièrement suite au développement de notre société"

En savoir +

## Une nouvelle identité pour Neopost

DÉCOUVREZ  
LA NOUVELLE  
IDENTITÉ  
NEOPOST

CLIQUEZ ICI...

L'alchimie entre pérennité et innovation pour un monde en mouvement.

Ensemble, donnons toute sa valeur à votre courrier.

## NEO MANAGER

GO

## LETTRE D'INFORMATION

OK

### ESPACE PRESSE

Communiqué de presse

Dossier de presse

Online Services

- My Neighborhood
My Home
Search Property Records
My Business
Solicitations Online
Vehicle Renew
Pay Water Bill
View or Pay Property Taxes
Get Flight Arrivals/Departures
Tax Estimator
Pay or Review Parking Tickets
Buy MetroPass
e-Permitting
Search for County Jobs
Schedule a Trash Pickup

More»

Personalize

User Name (e-mail Address)

Password

Go

Remember me

- Password Reminder
Inscription

Webcasting is Here!

Delivering Excellence to Your Desktop

Throughout our trial period, you can watch live webcasts of County Commission and Committee meetings, plus other televised events from your PC. Check our Webcast Guide for today's webcasts. Whether you are just learning about the processes that form local policy and law, or you are a seasoned political observer, webcasting is a convenient way to watch County government in action anywhere you are. All you need is an Internet connection and Windows Media Player.



News

Asian Culture Festival at Fruit & Spice Park March 4 and 5

Enjoy a variety of Asian arts, entertainment and cuisine this weekend!

March is Women's History Month at the Library!

Mark your calendar for all the free events celebrating our herstory at a library branch near you!

County Commissioner Goes to Tallahassee Seeking Tax Relief for Elderly Homeowners

Miami-Dade County Commissioner Katy Sorenson testified at the Florida House of Representatives Finance and Tax Committee Property Tax Workshop urging Florida's lawmakers to enact legislation that would provide tax relief to older homeowners wishing to purchase a smaller home without getting hit with tax hikes on the reassessed home values.

3-1-1 Now Available Seven Days a Week

Whether you speak English, Spanish or Haitian Creole, you can now get answers to your non-emergency government questions seven days a week. Beginning Saturday, March 4th, the 3-1-1 Answer Center will answer calls on Saturdays and Sundays from 8 a.m. to 5 p.m. That's in addition to its weekday hours of 8 a.m. to 8 p.m.

Chairman Releases Budget Message and Policies for FY 2006-07

Read Chairman Joe A. Martinez's budget priorities for the upcoming fiscal year.

Deadlines for Early Tax Payment Discount Extended

Signets

- Mayor
Commissioners
Office of the Chair
County Manager
Clerk of Courts
Inspector General
Circuit & County Judges

Government

- 311
Resident Satisfaction Survey
Budget
Building Better Communities
Flood Protection
About County Government
Other Local Governments
Community Councils
Información en español
Enfòmasyon an Kreyòl
County Legislation / Ordinances
Homeland Security
Miami-Dade TV Schedule
Ethics & Public Trust
Management Planning & Strategy

More»

Event Highlights

# Portails basés sur IBM Lotus Domino



The screenshot shows the TRYBA SOLAR website. The header features the company logo and the tagline "Energies renouvelables". A navigation bar includes a search field and links for "Société", "Photos", "Témoignages", "Contact", "Aides financières", and "Actualités". Below this are three main menu items: "Le solaire", "Demande de devis", and "Nos Produits". The main content area is divided into three columns: "Comprendre" (with an illustration of a house), "Temoignages" (with a photo of a family), and "Produits" (with a photo of solar panels). A central section titled "Le confort de votre habitat." contains text about energy savings and environmental benefits, along with the company's logo and the text "PRINCIPAUTÉ DE MONACO Ministre d'Etat". An "Actualités" section features a small photo and text about a revolutionary heating system. At the bottom, there is a "Devenez Partenaire TRYBASOLAR" button and a footer with navigation links.

The screenshot shows the official Monaco government portal. The header features the national coat of arms and the text "PRINCIPAUTÉ DE MONACO Ministre d'Etat". The main content area is titled "Portail officiel du Gouvernement Princier" and lists several categories of information: "Site officiel du Gouvernement Princier" (with sub-links for actualités, histoire, institutions, etc.), "Publications officielles" (with sub-links for the official journal, yearbook, and statistics), "Monaco pratique et administration électronique" (with sub-links for forms, business space, etc.), and "Sites liés". The footer contains the text "Monaco le 4 Mars 2006 (20:42) - Copyright © 2006 Gouvernement de Monaco - www.gouv.mc".

MARS 2006, LE RENDEZ-VOUS LOGICIELS D

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- En un an, le nombre de site de commerce en ligne est passé de 7500 à 10 900
- 56 % de ces sites réalisent moins de dix transactions par mois
- Moins de 1 d'entre eux en réalisent plus de 10 000

*"Ce phénomène témoigne de la diffusion du e-commerce qui touche aujourd'hui des sites de toutes tailles et des entreprises dont l'activité principale n'est pas liée à Internet" - Fevad*

- Un phénomène très important est l'essor de la vente entre particuliers
- "Aux Etats-Unis, on estime qu'environ 700 000 personnes vivent ou ont un revenu additionnel régulier grâce au C2C"
- En 2005 : 45% des internautes ont déclaré acheter en ligne
- Les entreprises pratiquant la vente sur internet avec les particuliers (B2C) sont pour 28% des entreprises de vente à distance et pour 25% des entreprises de service

## Propose des fonctionnalités pour le commerce B2C ou B2B

The screenshot displays the ConsumerDirect website interface. At the top left is the logo and name 'ConsumerDirect'. To the right are several small flag icons. Below this is a navigation bar with links: 'Shopping Cart', 'Order Status', 'Contact Us', 'Help', and 'Register or Log In'. A secondary navigation bar lists categories: 'Home', 'Oils and Accessories', 'Pots and Pans', and 'Coffee and Espresso Makers'. On the left side, there is a 'Shopping Cart' section showing '0 Item(s) in Cart' and a 'Subtotal: \$0.00'. Below this is a search bar, a language selector set to 'United States English', and a currency selector set to 'US Dollar'. A promotional banner for '20% Discount off the offer price' is visible, with a note that it applies to 'all items in the Furniture category'. The main content area features three product category images: 'Oils & Accessories' (showing bottles of oil), 'Pots & Pans' (showing hanging copper pots), and 'Coffee & Espresso Makers' (showing coffee-making equipment). At the bottom of the page, a footer contains links for 'Home', 'Shopping cart', 'My account', 'Contact us', 'Privacy policy', and 'Help'.

# Une vue à 360° des ventes, stocks, actions marketing, produits...



XtremeFFM - Xtreme - United States English

Store Marketing Merchandise Operations Help

### Customer Profiles

3 items

Name	Description	Last Updated
<a href="#">Organization A</a>	Organization A	April 5, 2003
<a href="#">Unregistered shoppers</a>	Use to incent registration on the site	June 2nd, 2003
<a href="#">Multichannel shoppers</a>	Multichannel buyers: online, in-store and/or by catalog	July 5th, 2003

XtremeFFM - Xtreme - United States English

Store Marketing Merchandise Operations Help

General

- Registration
- Demographics
  - Gender
  - Age
  - Income
  - Marital status
  - Children
  - Household
- Address
- Culture
- Purchase history
- Account
- Miscellaneous

Age

Define the customer age criteria for this customer profile.

Ignore age

Target the following age groups

- 10-19 years
- 20-29 years
- 30-39 years
- 40-49 years
- 50-59 years
- 60 years or older

XtremeFFM - Xtreme - United States English

Store Marketing Merchandise Operations Help

General

- Registration
- Demographics
  - Gender
  - Age
  - Income
  - Marital status
  - Children
  - Household
- Address
  - City
  - State
  - County/Region
  - ZIP code
  - Phone number

State or Province

Define the customer state or province of residence criteria

Ignore state or province of residence

Customer resides in one of the states or provinces specified

Customer does not reside in any of the states or provinces specified

Selected states and provinces

## Changer le style

Select a style for your store. To view the style in your store, click **Apply** and then **View Store**.



## Changer les couleurs

the colors in your store, click **Apply** and then **View Store**.



## Changer le texte

You can edit the text or HTML in the pages specified below. To view the sections of the page

**Notes:** The text and HTML excerpts below may contain programming conventions. For more information, see the IBM Knowledge Center.  
If you are creating a link, ensure you add the prefix `/wcsstore` to the front of the file path. For example, using `src="/wcsstore/ExpressStore/upload/folder name/your image.jpg"`

### Store Pages

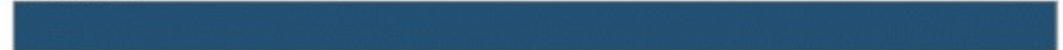
- ▶ Home
- ▶ Help
- ▶ Privacy policy
- ▶ Privacy statement
- ▶ Contact us
- ▶ Order summary - Cash on delivery (C.O.D)
- ▶ Order summary - Offline payment method
- ▶ Order summary - Security
- ▶ Order confirmation - Credit card
- ▶ Order confirmation - Cash on delivery (C.O.D)
- ▶ Order confirmation - Offline payment method
- ▼ Order authorized notification

```
Thank you for ordering from {0}.  
We have received payment authorization for your order, number {1}.  
If you have any questions or concerns about your order, you can contact us at  
info@Express_Store.xxx or by phone at 1-800-555-1234.  
Thanks again for shopping at {0}.
```

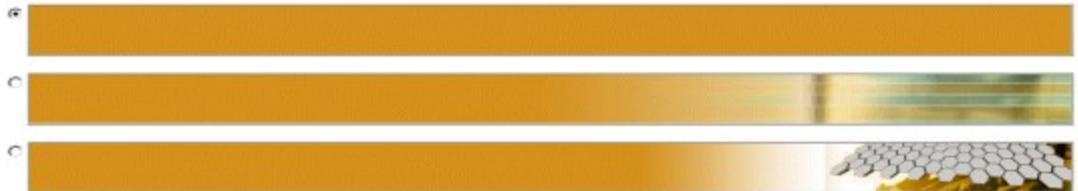
## Bannière

play in your store. To view the banner in your store, click **Apply** and then **View Store**.

Current banner



- Use your own banner
- Select a banner



## Campagnes ciblées et promotions

Hello Allison – Welcome Back



### Xtreme Summer

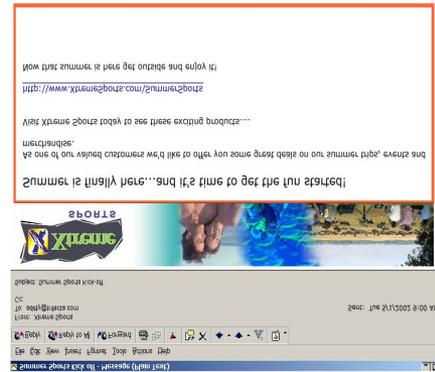
Summer fun begins at Xtreme Sports, with outstanding deals on trips, and equipment.



### Biking Xtreme

Slickrock Express Mountain Bike  
The first trip is the world famous Slickrock Express! A week in Utah's Canyonlands

## Campagnes e-mails



## Réductions et coupons



Join our exclusive Vermont Bike Trek and the Racer's Edge Accessory Pack is yours for 1/2 price

Only \$47.45

Regular Price: \$95.49

Add to Cart with Bike Trek

## Assistant



WELCOME TO  
*Gift Advisor*  
Designed to meet your individual gift-giving needs. Enjoy!

Let us help you find the perfect gift. Choose one or more of the following search criteria and click on the "Find Gifts" button.

What occasion or event are you shopping for?

### General

Ex. Birthday

Select One

### Wedding

Ex. Engagement

Select One

### Business

Ex. Retirement

Select One

Who are you shopping for? Ex. For Him, For Her... Select One

Price Select one of the following

- Under \$20   
  Under \$30   
  Under \$40  
 Under \$50   
  Under \$60   
  Over \$60



What kind of **Sentiment** or **Emotion** would you like your gift to convey? Check all that apply...

- Congratulations   
  Friendship   
  Love & Romance  
 Thank You   
  Religious

Store Sales Marketing Product Management Logistics Help

Edit Actions Tools Search

Part Number	Category	Description	Description 2	Images	Custom
1 T0000102	P		Circular Saw		
2 T0000147	P		Electric		
3 T0000192	P		Heavy D		
4 T0000237	P		Recipro		
5 T0000282	P		Electric		
6 T0000327	P		Right An		
7 T0000372	P		Sheet Palm Grip Sander		
8 T0000417	P		Belt Sander		
9 T0000462	P		Second Operation Lathe		

- [-] Store master catalog
  - [-] Woodworking
    - Woodworking saws**
    - Sanders
    - Lathes
  - [-] Power
    - Drills
    - Grinders
    - Screwdrivers
  - [-] Cordless
    - Airtools
    - Cordless saws
    - Hand saws
  - [-] Accessories
    - Drill bits
    - Chargers

### Women's Cycling Jersey

Cool and fresh, this jersey works hard to keep you dry and comfortable during warm-weather workouts.

Item 682634

**Available colors** [click to view](#)



TIDAL BLUE



SANGRIA



WHITE

**\$35.99 each**  
Purchase 3 or more and pay only \$29.99 each

[-Choose your Color/Size-

Qty: 1 **ADD TO CART**

[Sizing Chart](#) 

# Merci