

Lotusphere Comes To You 2010



Lotus knows.

Smarter software for a Smarter Planet.



IBM WebSphere Portal at the Heart of an Exceptional Web Experience

Chetan Yardi

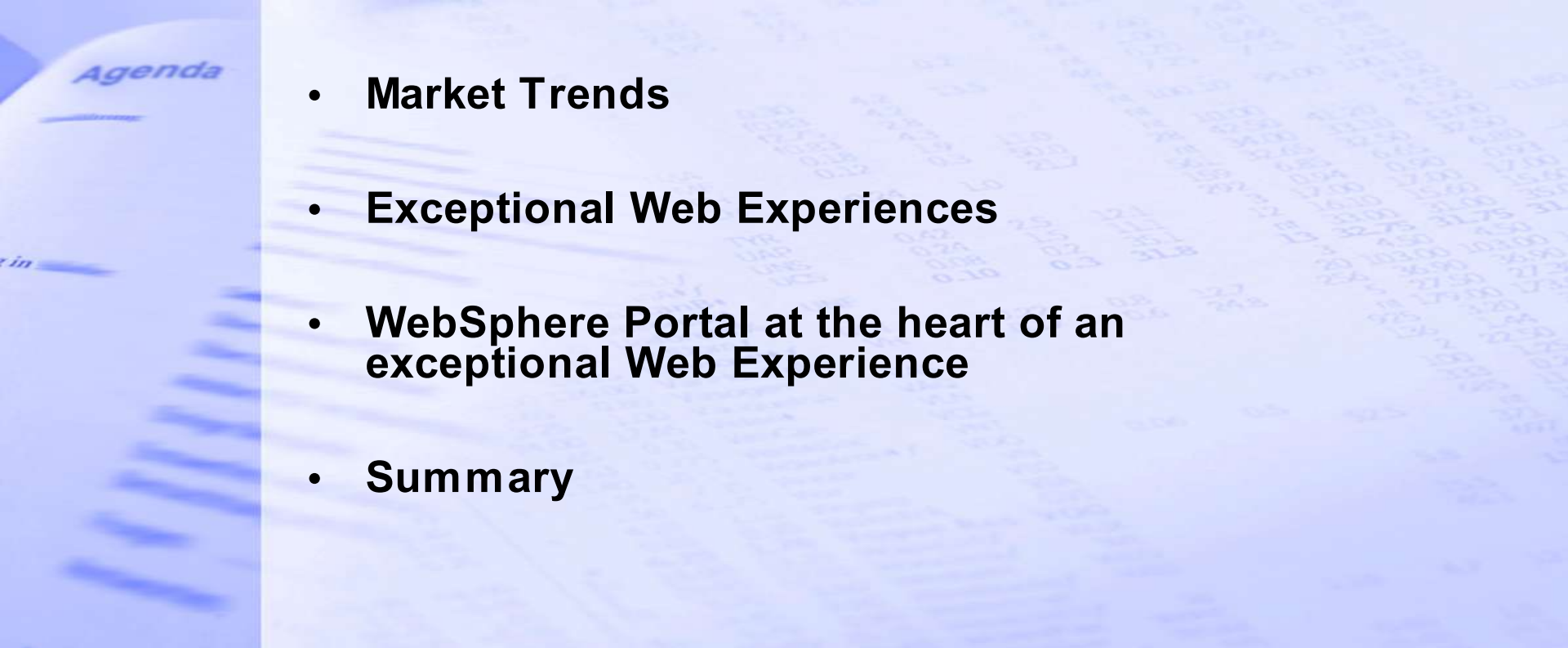
Asia Pacific Executive – WebSphere Portal Software

IBM Asia Pacific



Lotus knows.

Smarter software for a Smarter Planet.

- 
- **Market Trends**
 - **Exceptional Web Experiences**
 - **WebSphere Portal at the heart of an exceptional Web Experience**
 - **Summary**

- **Market Trends**
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Let's start with this ...

Right now, the largest single group of users on the Internet today is in Asia. Half a billion Asian users. And that's only 14% penetration. So when they get to 70% penetration which is where we are in the US and some parts of Europe, we're talking about a couple of billion people. That's a very, very big customer base. It's a very diverse customer base but the internet can reach all of them once we get to that penetration level. So this is a really exciting place to be"

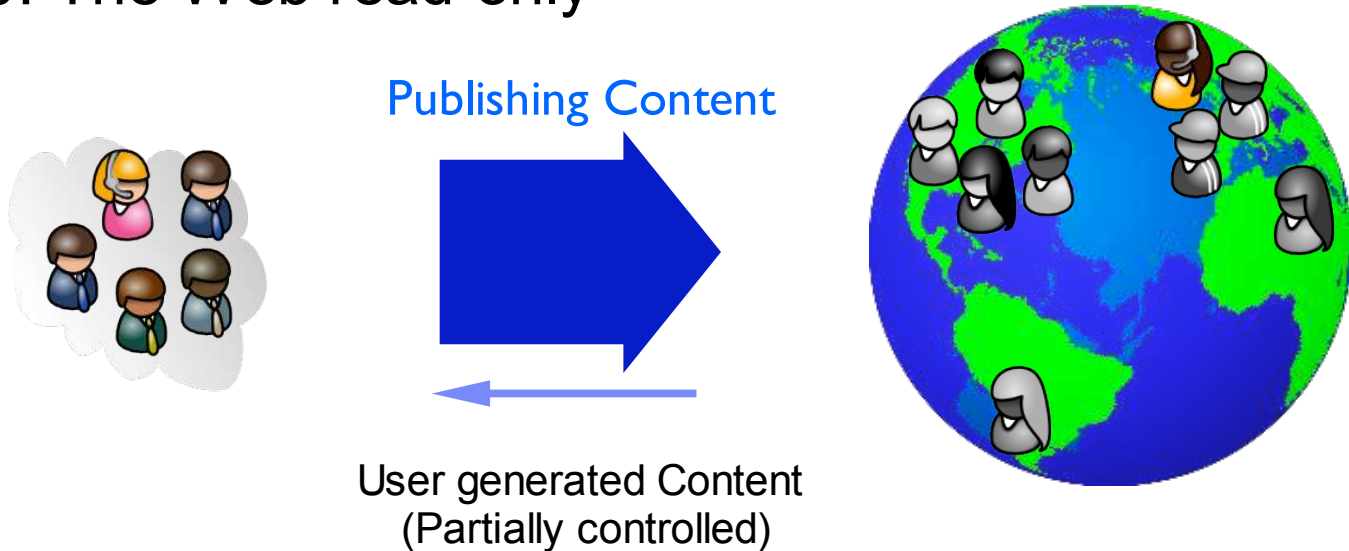
Vinton Cerf

Internet penetration is high in mature markets and growing fast in growth markets

	Current Population	Internet pop. in 2009	2007	2008	2009	2010	2011	2012
China	1.330.044.544	252.708.463	13,40%	16,20%	19,00%	21,80%	24,60%	27,30%
US	303.824.640	205.385.457	64,70%	66,10%	67,60%	69,00%	70,20%	71,20%
Japan	127.288.416	92.665.967	69,90%	71,40%	72,80%	74,10%	75,40%	76,50%
India	1.147.995.904	49.363.824	2,90%	3,50%	4,30%	5,00%	5,80%	6,70%
Brazil	191.908.598	43.179.435	17,70%	20,20%	22,50%	24,90%	26,80%	28,50%
UK	60.768.942	39.195.968	60,50%	62,60%	64,50%	66,20%	67,80%	69,50%
France	61.438.592	36.986.032	52,30%	56,60%	60,20%	63,60%	66,50%	68,90%
Korea	48.379.392	35.365.336	71,00%	72,20%	73,10%	74,00%	75,10%	75,90%
Russia	140,909,100	35,000,000	24,80%	28,60%	32,40%	36,20%	39,60%	42,70%
Mexico	109.955.400	31.117.378	21,70%	24,90%	28,30%	31,60%	34,70%	37,40%
Italy	58.876.835	26.788.960	41,70%	43,50%	45,50%	47,30%	49,10%	51,00%
Spain	44.279.182	24.486.388	47,90%	51,90%	55,30%	58,00%	60,60%	62,80%
Canada	33.212.696	22.750.697	65,30%	67,10%	68,50%	70,00%	71,60%	72,70%
Australia	21.007.310	14.537.059	66,70%	68,00%	69,20%	70,80%	72,00%	73,10%
Netherlands	16.645.313	13.848.900	80,10%	81,90%	83,20%	83,90%	84,50%	84,60%
Argentina	40.482.000	12.549.420	24,10%	27,30%	31,00%	34,00%	37,10%	39,90%
Sweden	9.045.389	7.227.266	77,80%	79,30%	79,90%	81,00%	81,80%	82,20%
Denmark	5.484.723	4.409.717	74,90%	77,80%	80,40%	82,00%	83,50%	84,40%
Finland	5.244.749	4.106.638	73,10%	76,50%	78,30%	80,90%	81,90%	82,30%

Web & Customer

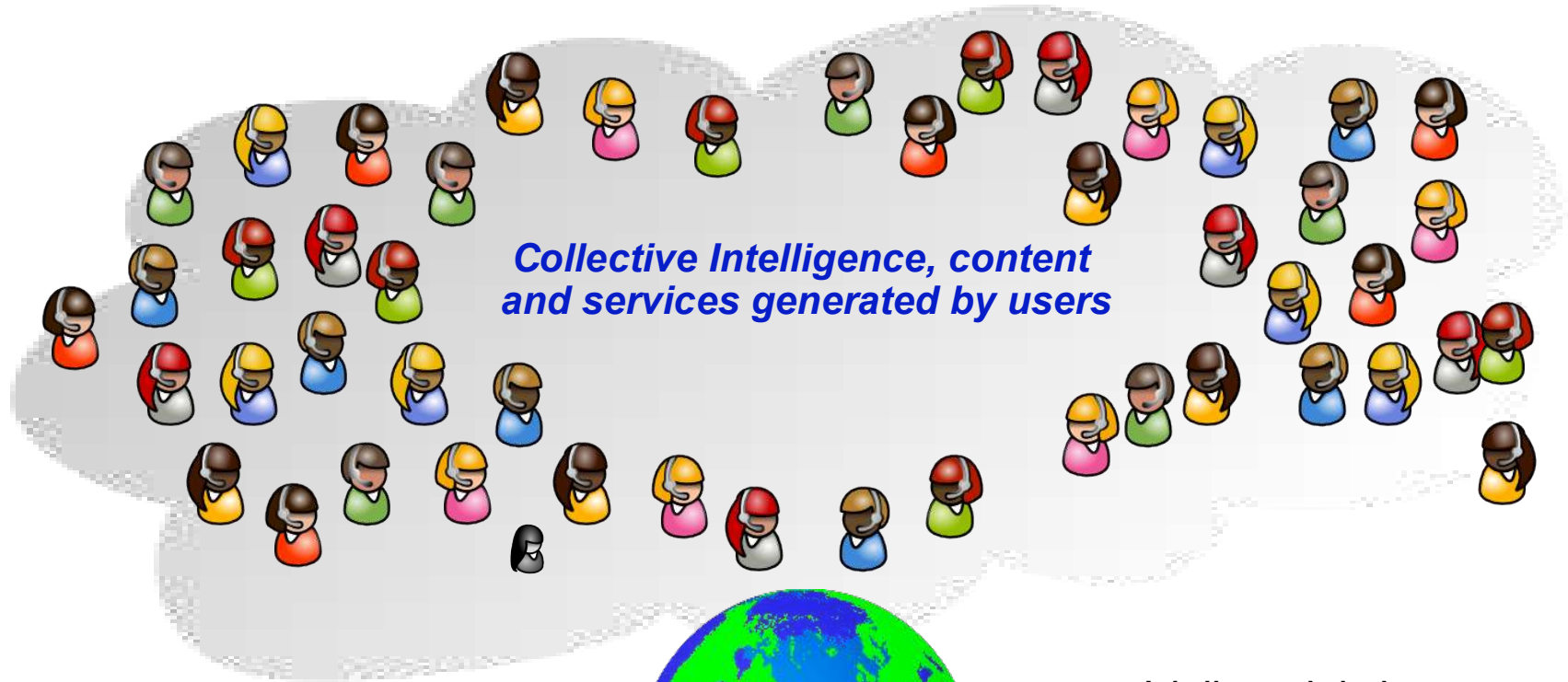
- Web 1.0: The Web read-only



250,000 web sites
Content Providers

45 million global users
Content Consumers

Web & Customer - Web 2.0: The socialisation of Information



80,000,000 web sites
Content Providers
Facilitators



1 billion global users
Content Consumers
Collaborators

Home

Videos

Channels

Community

CIO "CIO" -af

Videos

Search

[settings](#)
[advanced search](#)

Upload

"CIO "CIO" -af" video results in Science & Technology 1 - 20 of about 129

This [advanced search](#) was refined by: Category

Videos

Channels

Sort by:

Relevance

Uploaded:

Anytime

Display:



Windows Mobile 6.1 Offers Full Web Browser, Other Features

The new Microsoft Windows Mobile 6.1 offers a full HTML browser and support for Flash among other features...Microsoft Windows Mobile computer electronics gadget smartphone cell phone

Added: 3 weeks ago
From: [cio](#)
Views: 6,257
★★★★★
01:20
More in [Science & Technology](#)

What's on eBay right now?
Roll over and find out!

Shop Victoriously Find Yours

AdChoice



Coca-Cola CIO Jean-Michel Ares

chats with Coca-Cola CIO, Jean-Michel Ares about the importance of IT...techweb informationweek coca-cola cio Jean-Michel Ares IT

Added: 2 months ago
From: [TechWebTV](#)
Views: 222
no rating
09:13
More in [Science & Technology](#)

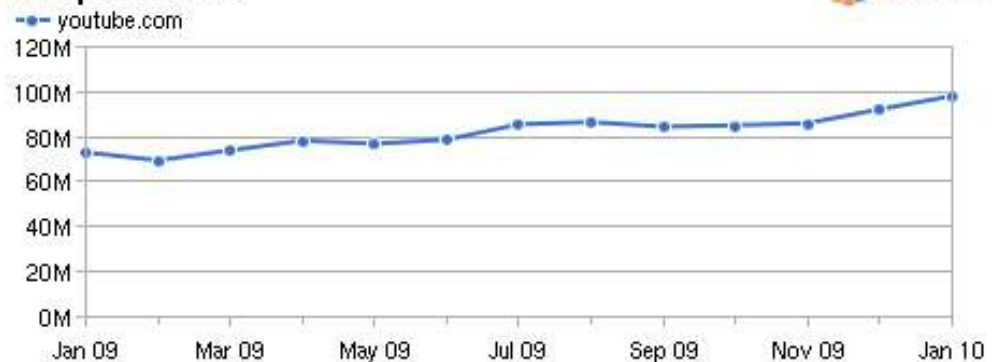
part 1 - [part 2](#) - [part 3](#)



CIO Director of IT Video Resume - Nath Adam Briggs

CIO that delivers results? That take a look at n Video, my Resume, and give me a call. Nath Adam Briggs - A Results Driven CIO (more)

Unique Visitors



Coca-Cola CIO Jean-Michel Ares Part II

chats with Coca-Cola CIO, Jean-Michel Ares about the importance of IT...techweb informationweek coca-cola cio Jean-Michel Ares IT

part 1 - [part 2](#) - [part 3](#)

More in [Science & Technology](#)

Find the people you know from:

Your company



Your school



- **Re-connect** – finding people
- **Networks** – linking in to and finding networks
- **Get answers** – find/offer expertise



Your company name

e.g., Google, Procter & Gamble, Bank of America

Your school name

e.g., Stanford, Penn State, University of Cambridge

Join now

and connect with them

Please enter a first name

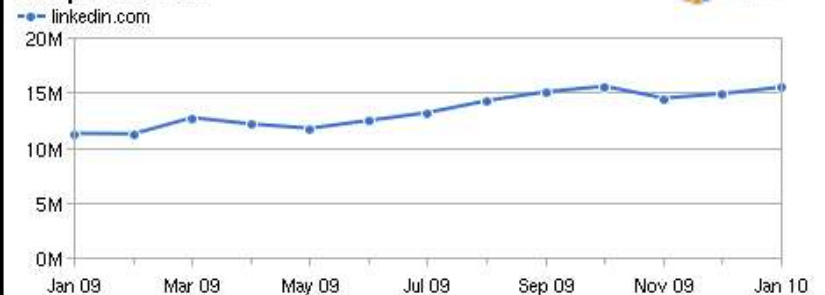
cormac

Search for someone by name:

People directory: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z more

About LinkedIn | LinkedIn Blog | Privacy Policy | Help & FAQ | Advertising

Unique Visitors



- **45 million members**
- **10-15m unique visitors a month**

Search

Applications edit

- Photos
- Groups
- Events

File Sharing Applications For Facebook Profiles

Search Apps

Recently Popular Most Activity Most Active Users Newest

1 2 3 4 5 Next

Advanced Wall

By Phil Gibbons

Advanced Wall allows you to share videos, graffiti, music, and more. 58,435 daily active users

My Music

By Qloud

Play, listen and share songs and music videos on Facebook within your profile. 13,916 daily active users

Drinks for Friends

By Drinks inc.

Send drinks to your friends and get them drunk. Choose from a variety of such as Blue Hawaiian, Gin and Tonic, and Cranberry Greygoose. 6,810 daily active users (16%) — 2 reviews

Courses 2.0

By Cramster.com

After Facebook removed their official Courses application, a need arose for a new Courses application. While keeping with the simplistic interface of Facebook, Courses allows you to display your courses on your profile and connect with classmates. 2,077 daily active users (1%) — 1 friend — 271 reviews

StumbleUpon

By Stumble Upon, Ben Adam Rosenberg and 3 other people

Add StumbleUpon to your page and share your favorite websites and videos on your profile. You can also see what great websites and videos your friends are finding by checking out What's New. Easily share everything with your friends! 767 daily active users (1%) — 5 friends — 36 reviews

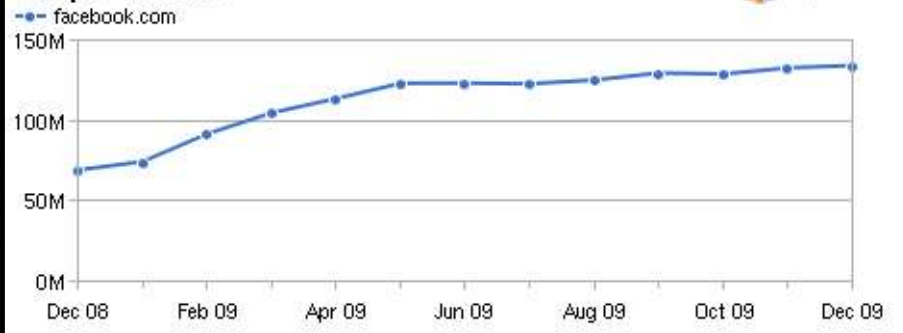
Browse Applications:

For Facebook Profiles

- All (24617)
- Alerts (1068)
- Business (1070)
- Chat (1325)
- Classified (555)

- 250 million users
- Over 120m unique visitors a month

Unique Visitors



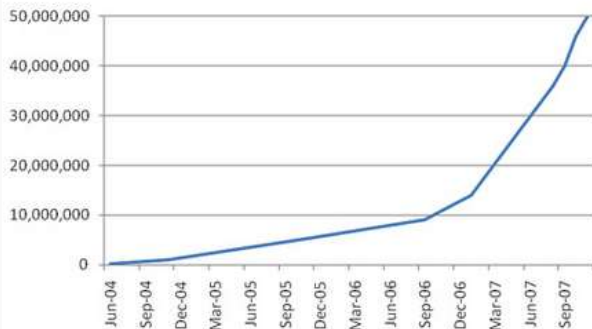
Get an iPod Shuffle



It's fast and easy. There are no surveys to fill out and there are no referrals needed. Just complete 1



Number of Facebook Users



- Mobile (371)
- Money (412)
- Music (1287)
- Photo (1065)
- Politics (731)
- Sports (2082)
- Travel (611)
- Utility (1950)
- Video (1029)

For Your Desktop

For The Web

By Facebook

Apps You May Like

Super Wall

Send Good Karma

Your bookmarks will organize themselves.

Tag your bookmarks. Collections will naturally emerge.

Learn More

Search the biggest collection of bookmarks in the universe...

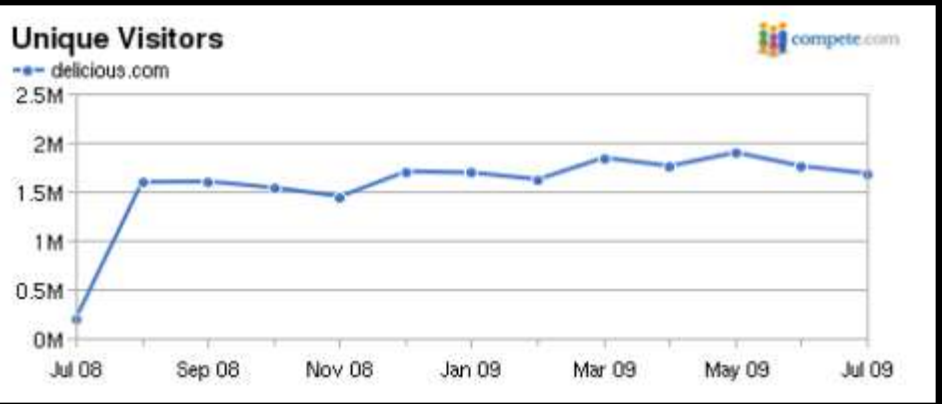
Fresh Bookmarks


Popular Bookmarks

Explore Tags

The freshest bookmarks that are flying like hotcakes on Delicio


See more recent bookmarks



- 


Film Fresh Lets You Legitimately Download Popular Movies in DivX - Movies - Lifehacker SAVE 11
 via [lifehacker.com](#)

movies lifehacker divx video free

▶ 20 Related Tweets
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Snow Leopard Review: Lightened and Enlightened - Snow leopard review - Gizmodo SAVE 17
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Inside Google Books: Download Over a Million Public Domain Books from Google Books in the Open EPUB Format SAVE 112
 via [booksearch.blogspot.com](#)

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- 

How Big Is the Apple iPhone App Economy? The Answer Might Surprise You SAVE 8
 via [gigaom.com](#)

iphone startups appstore android webteam

▶ 13 Related Tweets
- 


Fed chairman victim of identity fraud ring: Newsweek - Yahoo! News SAVE 4

NEW CIO STUDY:

The Top Ten Visionary Plan Elements...

- Business intelligence & analytics
- Visualization
- Risk management & compliance
- Mobility solutions
- Customer & partner collaboration
- Self-service portals
- Application harmonization
- Business process management
- SOA/Web Services
- Unified Communications

Source: IBM Global CIO Study 2009; n = 2345




NEW INTELLIGENCE
Data exploding and in silos
I need insight.



SMART WORK
New business and process demands
I need to work smart.



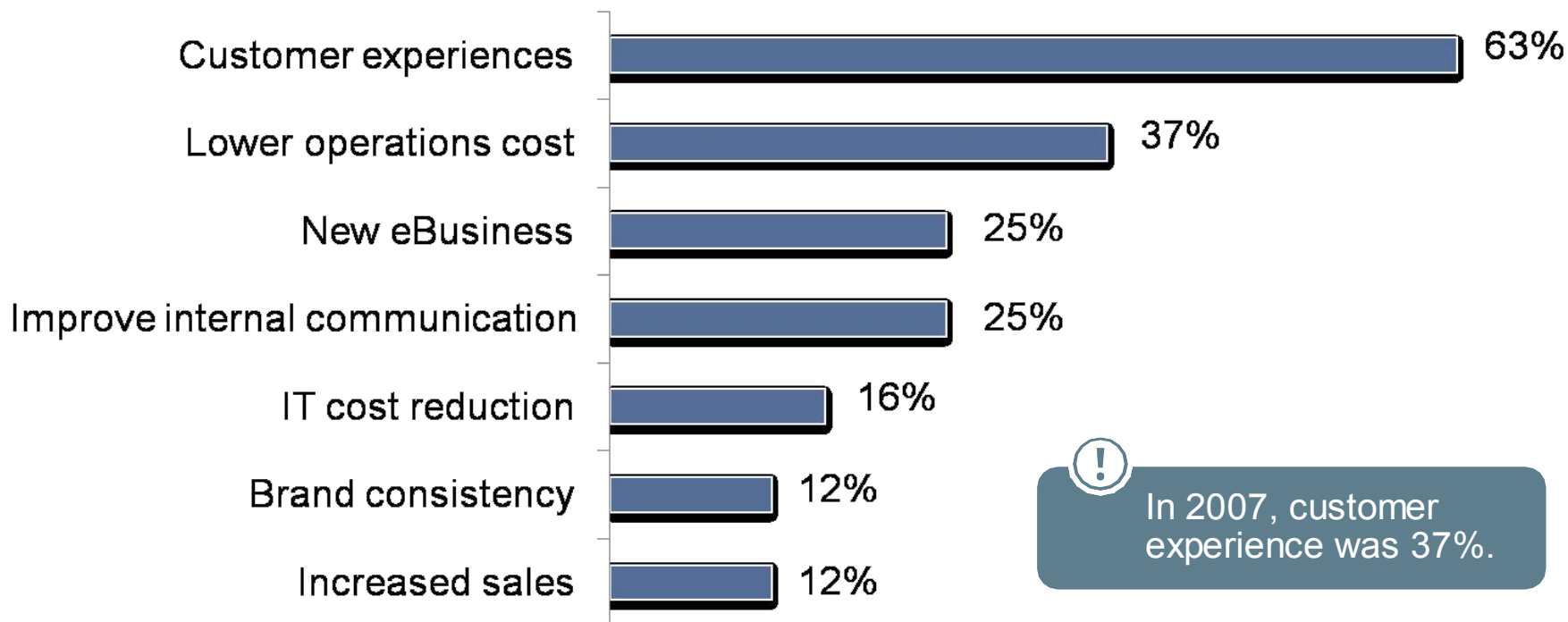
GREEN AND BEYOND
Limited resources
I need efficiency.



DYNAMIC INFRASTRUCTURE
Costly and inflexible infrastructure
I need to respond faster.

KEY Shifts in Priority

2009 Shift to Customer Web Experience Priority

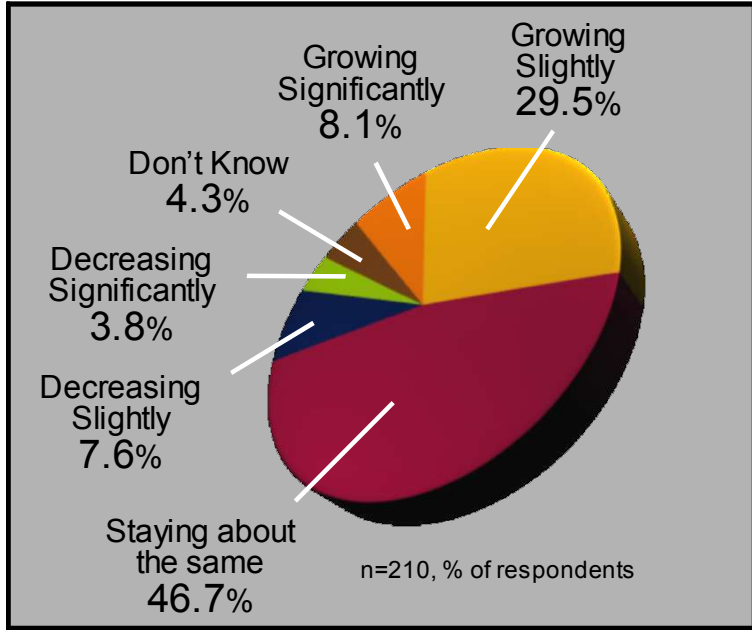


External-Facing Web Site Priorities

84% of organizations will maintain or increase investment in their public Web site(s) in the next 12 months

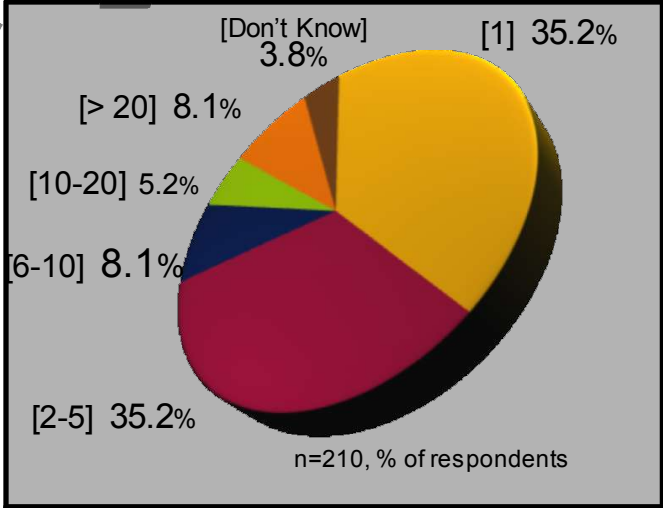
56% of organizations maintain multiple external-facing Web sites

Which of the following best reflects your company's planned investment in public websites over the next 12 months?



"...it's too difficult for content creators to publish content (and keep the site fresh and up to date)..."

"...the explosion in the number and types of content — particularly rich media and other persuasive content — underscores the urgency in organizations today



How many public web sites (including sites published in different local languages) does your organization maintain?

"...they want to be able to analyze Web site usage and user interactions so that they can iteratively improve and tune their Web site(s) to improve customer interaction."

- 
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Exceptional Web Experiences

Attract ,Engage,Retain & Delight

Partners

Customers

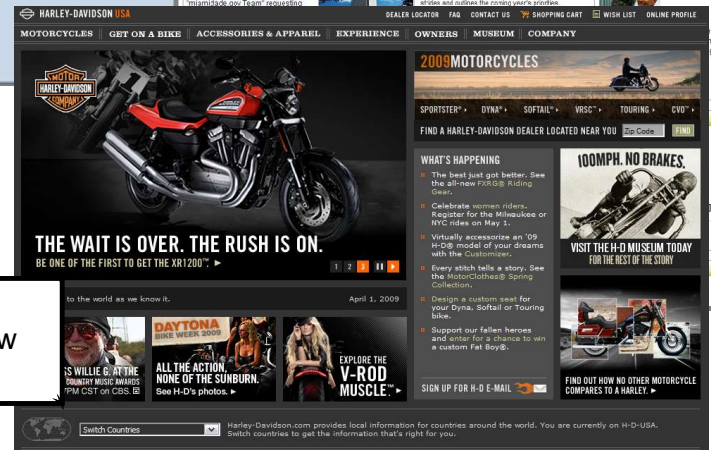
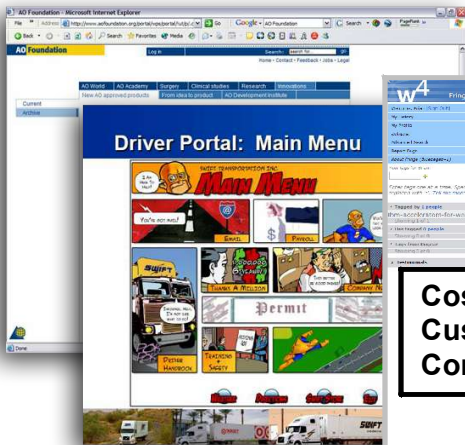
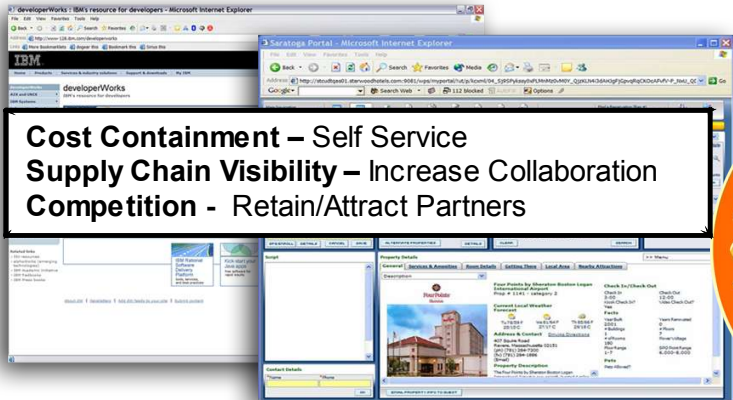
Cost Containment – Self Service
Supply Chain Visibility – Increase Collaboration
Competition - Retain/Attract Partners

Exceptional User Experiences – Web 2.0
Self Service – Reduce Costs
Customer Engagement - Retain/Attract Customers



Employees

Cost Reduction – Self Service
Customer Self Service – Single Customer View
Competition - Retain/Attract Partners

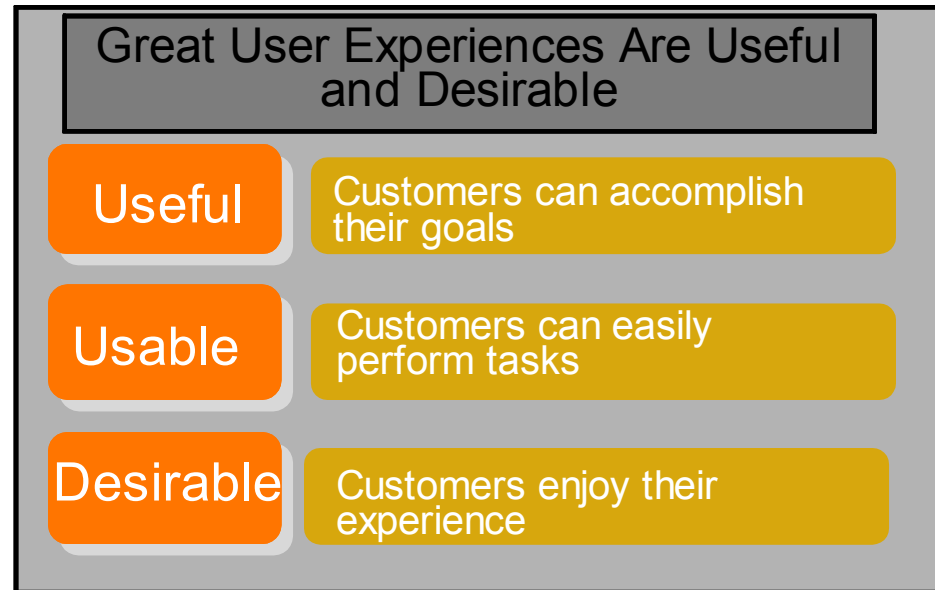


Lotus knows.

A Better Web Experience is a Better Business Experience

Exceptional Web Experiences can result in:

- **400% higher** visit-to-lead conversion rate
- **200% higher** visit-to-order conversion rate
- **41% lower** page abandonment rate
- **16.6% more** recommendations by customers for your products and services
- **15.8% fewer** customers lost to competitors
- **14.1% repeat purchase** interest by customers



The collage features several prominent websites:

- Johnson & Johnson:** A clean, professional layout with a red header and navigation menu.
- Hallmark:** A festive holiday-themed page with a green background and the headline "Throw a holiday party. Make a memory."
- The North Face:** A rugged, outdoor-themed site with a blue and white color scheme and the slogan "NEVER STOP EXPLORING".
- Tupperware:** A bright, colorful site focused on home products and social responsibility.
- Harley-Davidson:** A dark-themed site for motorcycles and apparel, featuring a "MORE NIMBLE MORE QUICK MORE RADASS" banner.
- The Cheesecake Factory:** A site for a restaurant chain, showcasing its menu and locations.
- AMP:** A financial services website with a blue and white theme, offering retirement and investment advice.
- Airtel:** A telecommunications site with a red and white theme, advertising "Roaming Incoming & Outgoing 60 paise/min" and other services.

Customer Exceptional Web Experiences

- EVENTS
- FACTORY TOURS
- RIDE PLANNER
- MOTORCYCLE MAPS
- BEST WESTERN RIDE REWARDS™
- RACING
- PHOTO CENTER
- WOMEN RIDERS
- MILITARY AND VETERAN RIDERS
- HARLISTAS
- DARK CUSTOM™



IT'S ALL ABOUT THE EXPERIENCE.

THE ADVENTURE BEGINS

Motorcycle Maps feature turn-by-turn directions, places to visit, and more. ▶


[HARLEY-DAVIDSON SKINS](#)
[RIDE PLANNER](#)
[MOTORCYCLE MAPS](#)


KICK START THE RIDING SEASON

Hit the Beach for Daytona Bike Week 2010 ▶

UPCOMING EVENTS

- February 8 - August 21
Battle of the Bone 2010
- March 4 - 14
Daytona & Florida Keys Tour
- March 7 - 13
Museum Spotlight Exhibit: Harleys & Hollywood
- March 10
Womens Garage Party

[VIEW EVENT CALENDAR ▶](#)


MARCH IS NATIONAL GARAGE PARTY MONTH

Celebrate All March with H-D ▶

[H-D RACING ▶](#)
[H-D MUSEUM ▶](#)

When you're planning your next adventure, you want the best and the most. That's what you'll find here: a range of services no one can match. So you can just concentrate on having fun.

BOOK YOUR NEXT ADVENTURE WITH HARLEY-DAVIDSON.

- TRAVEL
- RIDE
- RENT
- SHIP

Build your next open road adventure with a customized map, turn-by-turn directions, and points of interest along the way using the Harley-Davidson Ride Planner.

Enhance your ride plan by including:

- Roads**
Integrated Great Roads and rider submitted rides.
- Harley-Davidson Dealerships**
- Best Western Hotels**
- Events**
- Shell Stations**

[LAUNCH RIDE PLANNER ▶](#)

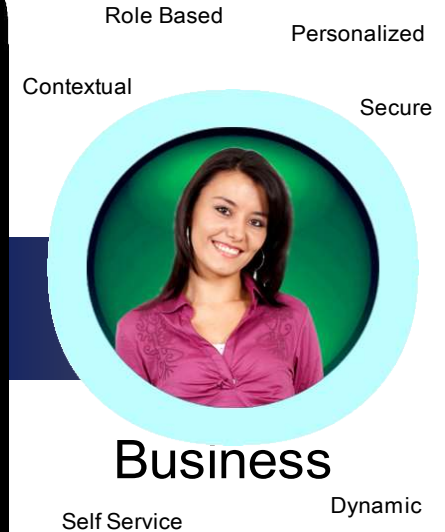


Integration Excellence - Seamlessly Combine Internal & External Applications/Services

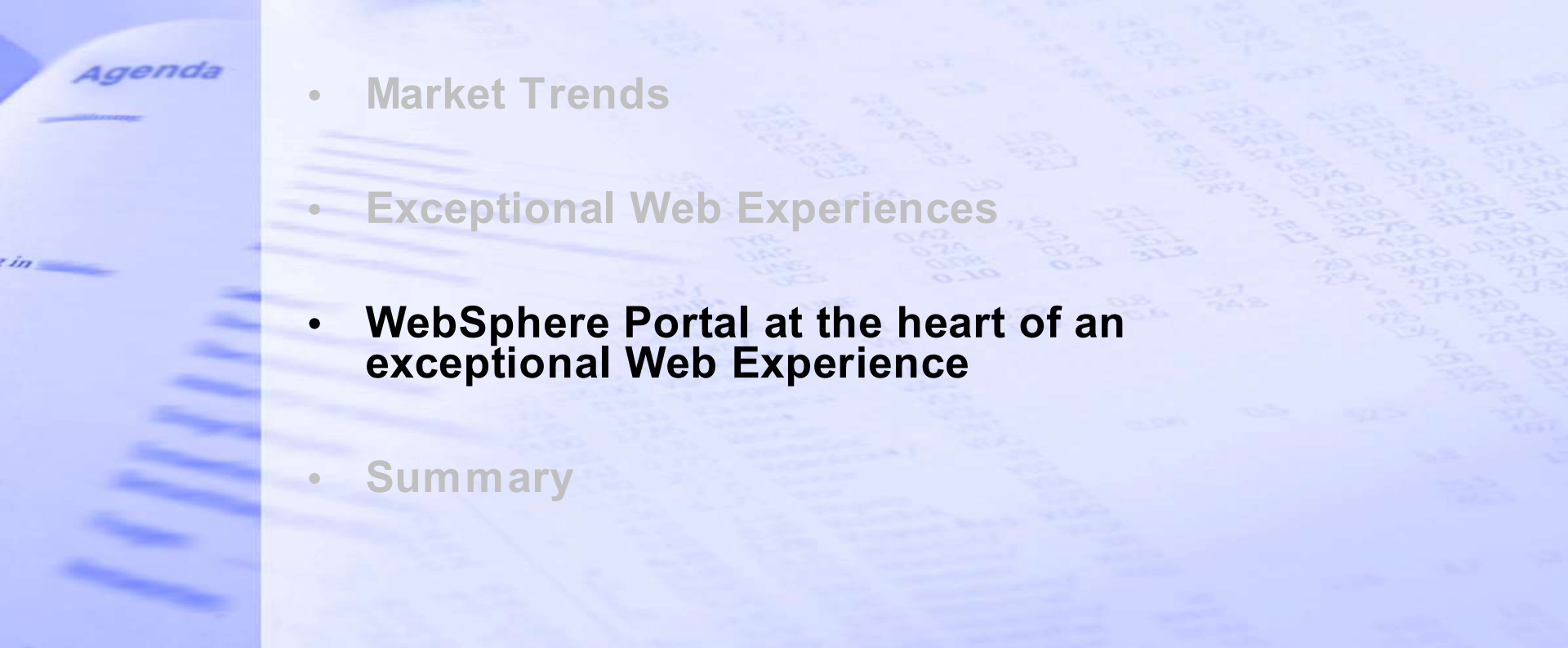
- Apps
- Content
- Cloud
- Collaboration
- Consumer

Process Server
 CITRIX
 MicroStrategy
 ORACLE
 SAP
 BUSINESS OBJECTS
 Information Management FileNet
 STELLENT
 INTERWOVEN
 documentum
 VIGNETTE
 Day
 webex
 Google
 Sametime Unyte
 SuccessFactors
 salesforce.com
 amazon webservices
 skype
 twitter
 Google
 amazon.com
 flickr
 YAHOO!
 YouTube

Portal



Combined with Web 2.0 & social capabilities, employee intranets & partner extranets help drive better business outcomes

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Portals provide a **single point** of personalised interaction with people, content, processes & applications, in context of the user

External

Customer Self Service

- Medical
- Financial, online banking
- Government Tax

Customer Loyalty

- Information resource
- Education

Groups

Retail

Commerce

Gov issue discussions

Aid in self service

Segmentation/
demographics

Discover existing
communities

Individual

Benefits

Payroll

Retirement

Personalization

Customization

Mashups and site wizards

Internal

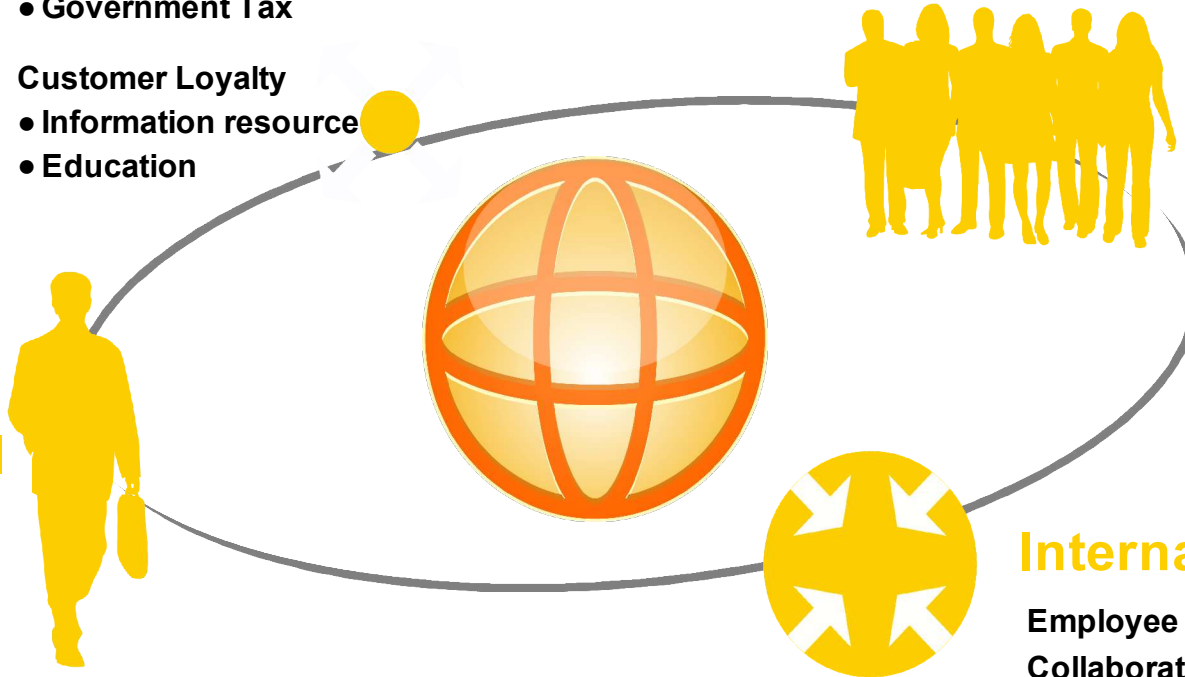
Employee Portals

Collaboration, IM, mail, e-meetings, forums, collaborative documents & web content

Role Based personalisation

Process integration across groups

Social, blogs, wikis, expertise location & profiles, activity



IBM WebSphere® Portal Ready for the Next 10 Years

100+ Worldwide
Technology Patents
by IBM Portal Development



<p>V1.1 & V2.1</p> <p>IBM's Portal Platform Composite Model</p>	<p>V4.1</p> <p>Introduced family of offerings Personalization on Collaboration</p>	<p>V4.2 & V5.0</p> <p>Deployment, Scale, Maintainability</p> <p>Web Content Management</p>	<p>V5.1</p> <p>Virtual Portals</p>	<p>XML Forms</p> <p>Portlet Factory</p>	<p>V6.0</p> <p>Drag & Drop</p>	<p>Mashups</p> <p>Accelerators Mobile Dashboards Learning Content Bus Process Collaboration</p>	<p>V6.1</p> <p>Web 2.0 Support</p> <p>Industry Toolboxes Government Healthcare Retail Banking Insurance Telecom</p>	<p>Portal Now</p> <p>Rapid Portal Deployment</p> <p>V6.1.5</p> <p>End-user & Portal Optimization</p>
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Market Share Leader: 2001-2008*

2006 SIIA //CODiE// FINALIST

CRN BEST IN SHOW

JAVAPRO

DMReview

WebSphere. ADVISOR GOLD EDITORS' CHOICE 2003

CRN

JAVAPRO 2006 READERS' CHOICE WINNER

2004 APEX AWARDS for Lotus e-PRO MAGAZINE WINNER

2005 intelligent READERS CHOICE AWARDS

2004 intelligent READERS CHOICE AWARDS

Business TECHNOLOGIST AWARDS 08

2008 2007 2004 2001 2006 2003 2009 2005 2002 2010

SIIA //CODiE// WINNER

Lotus ADVISOR AWARD EDITORS' CHOICE 2009

Yphise AWARD

WebSphere. ADVISOR MAGAZINE

2003 eWEEK WINNER Excellence Awards

JAVAPRO 2003 READERS' CHOICE WINNER

Channel Champions 2003

InfoWorld READERS CHOICE AWARDS 2002

intelligent enterprise READERS' Choice AWARDS WINNER 2002

TRANSFORM READERS CHOICE 2003

Award Winning CUSTOMERS



HSBC Bank Brazil – Employee Portal
2009 Intranet Design Award, Nelson Norman Group
(Recipient)

City of Gothenburg – Citizen Portal
2009 GT Newspaper Achievement Award (Recognized)

**US Army Publishing Directorate – Army Action
Tracking System**
2009 Army Knowledge Management Award (Winner)

Duke University Health System – Patient Portal
2008 Healthcare Informatics Innovator (Finalist)

Los Angeles County – Municipal Portal
2009 National Association of Counties Achievement
Award (Winner)

Bharti Airtel – Mobile Portal
2008 Strategy Analytics Wireless Media Lab (Best
Portal)

Miami-Dade County – Housing Central Portal
2007 Digital Government Achievement Award (Winner)

**U.S. Nuclear Regulatory Commission – Electronic
Information Exchange**
2009 Excellence.Gov Award (Finalist)

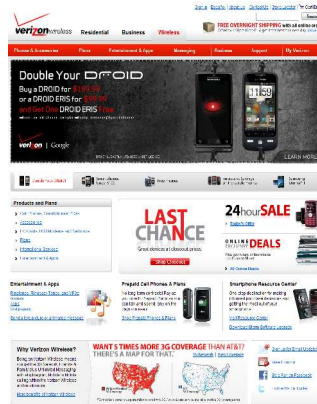
**State of Missouri – Emergency Response Information
System Portal**
2008 Computerworld Honors (Laureate)

City of Helsinki – Citizen Portal
2007 UN Report: Digital Governance in
Municipalities (#1 in Europe)

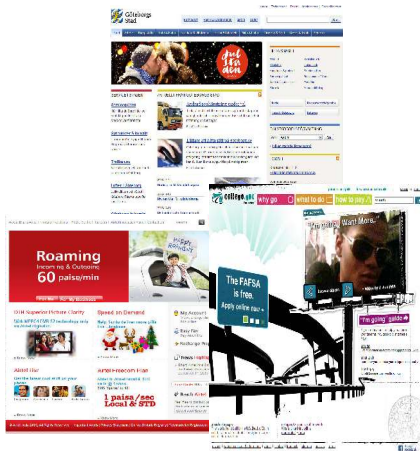
Why the Sustained Leadership?



Partner with our customers on development



Delivering an agile platform



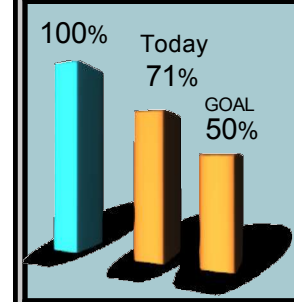
Customers creating industry leading Portal sites

web 2.0
AJAX
WSRP 2.0
JSR 286

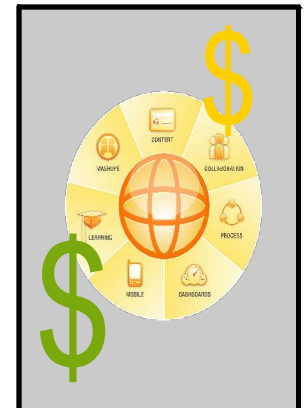
Rapid support & inclusion of latest technology

Leading new Web functionality & open standards

Cost to Run Portal..
Custom WebSphere



Total cost of ownership advantages

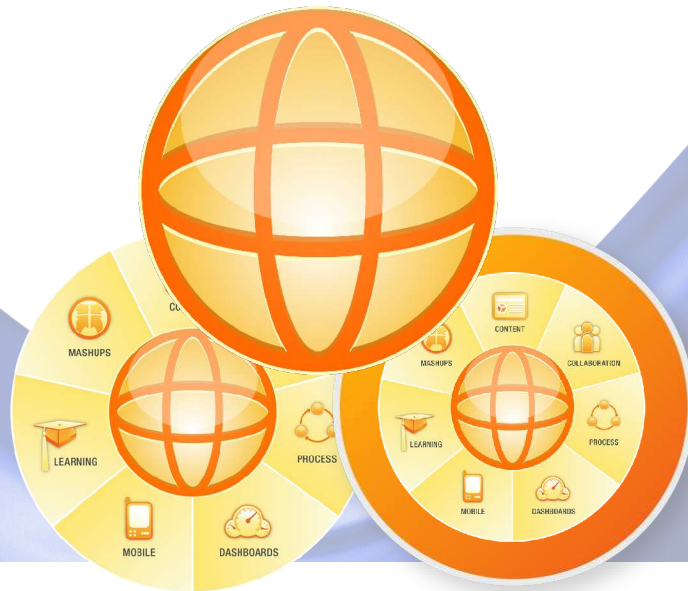


IBM sustained strategic investment area

Wave of New Possibilities

Last 100 Days

WebSphere Portal
Core Integration
Platform



Accelerators
Extend
Portal - Matching
Customer Needs

Industry Toolboxes
Offer
Industry Templates,
Assets & Best
Practices

- WebSphere Portal (and zOS) v6.1.5
- WebSphere Portlet Factory v6.1.5
- IBM Content Accelerator
- IBM Collaboration Accelerator
- IBM Mashup Accelerator
- IBM Business Process Accelerator (zLinux)
- Lotus Forms Server: Unlimited Viewer Edition
- Government Industry Template
- IBM Portal NOW v2
- Portal / Mashups / Forms on Amazon Cloud
- Portal / Mashups on IBM Smart Business
- Development & Test Cloud BETA

New Today



New IBM Industry Toolboxes for WebSphere Portal



<p>Gov't</p>	<p>Healthcare</p>
<p>Insurance</p>	<p>Banking</p>
<p>Retail</p>	<p>Telco</p>
<p>Coming Soon!</p> <p>Travel & Transportation Industrial</p>	

New Today WebSphere Portal NOW

A complete, ready to use business solution

- Reusable, extensible software templates for WebSphere Portal that solve 90% of your needs immediately
- Clients can have in Intranet site up and running in less than a month with services via ISSL & our Business Partners



Extending the **NEXT** Generation Web Experience Platform

2010 Portal Pillar Roadmap...
Simpler, Richer Web Experiences

Web Content Management Excellence

- Improved Authoring & User Experience
- Tighter Portal integration

Multi-Channel Delivery

- Improved personalization
- Out-of-box mobile application support
- Client framework widgets, samples

Web 2.0 & Social

- Web content tagging, rating, and searching
- Portlets for Lotus Connections profiles, wikis, tags & more
- Enhanced web 2.0 eForms
- Saba eLearning enhancements

Cost of Ownership

- Virtualization and portal farming
- Serviceability
- Public and Private Cloud Deployment Options

Analytics

- Tooling that enables onsite analytics to optimize your site

Value & Customization

- Industry and Portal NOW Templates
- Best practice guidelines spanning WPLC portfolio
- Out of the box samples continuously delivered via Portal Catalog

Rapid Application Development

- New Dashboard builders and ILOG jViews charting
- Usability and visual application support

- Market Trends
- Exceptional Web Experiences
- WebSphere Portal at the heart of an exceptional Web Experience
- **Summary**

Web Experience Transformation Can Deliver Benefits



Increased Revenue

- *Quicker to market with new products and offerings*

- Up Sell & Cross Sell with Insight
- Increase quality of leads
- Increase web inquiry to conversion rate
- Faster time to market

Operational Efficiencies



- *Optimise processes and functions*

- Increase Employee/Agent Productivity
- Maintenance/Changes/Development

Improved Customer Satisfaction



- *Customer begins to feel "My financial institution knows me"*

- *Personalized Experience*
- Customer/Dealer sees a complete view of their relationship
- *Build Customer/Dealer Loyalty*

Our Best Measure of Success is our Customers!



Thank You



Lotus knows.
Smarter software for a Smarter Planet.