

Lotus knows.

Smarter software for a Smarter Planet.

Exceptional Web Experience - Innovate.
Improved Usability. Faster Time to Market.

Siew Chen Way |
Lotus Client Technical Professional
IBM Software Group, Malaysia



lotusknows.com



CREATED WITH LOTUS® SYMPHONY™

Agenda

- What is an exceptional web experience?
- WebSphere Portal overview
- Portal Accelerators
- Customer case studies

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What is an exceptional web experience?


...everything I need to make decisions.

- Location, roles based access
- Personalization
- Real time data access
- Content and information
- Context managed integration of different applications
- Dashboards
- Portlet selection
- Independent portlet updates
- PDA Views
- Multi-vendor browser remote & local access
-



...is personalized to me.

Wednesday, April 8, 2009 English (change) | Contact Information | Help | Logout

 **h-dnet.com**
A BUSINESS TOOL FOR HARLEY-DAVIDSON AND BUELL DEALERS

Welcome Adam Acker
HDMC Internal Employee Dealer (2198)
Last logged in: 04/08/2009 12:08 PM

Search h-dnet.com ADVANCED SEARCH

HOME | DEPARTMENTS ▾ | GENERAL OPERATIONS ▾ | COMMUNICATIONS ▾ | MY LINKS ▾ | MY TOOLBOX ▾

My Reminders

Date	Description
04/09/2009	Instructor Training Registration Ends for Elkridge, MD - May 9-12 Session
04/11/2009	Deadline to submit claims for Ride Free Offer #2
04/15/2009	Deadline to Order your limited-edition "2009 Celebrate Women's Riders T-shirts and Tanks
04/21/2009	Summer Dealer Meeting Registration Opens
04/28/2009	Warranty Coverage for Buell Product Program 0502 Expiration


[View All Reminders](#)

My Communications

Date	Description	Type
04/08/2009	New Big Book National Traffic-Driving Promotion Campaign (Promo #300) This letter is to inform you beginning April 10, 2009 through June 30, 2009, there will be a national advertising promotion driving traffic to dealerships for...	Dealer Letter
04/06/2009	Harley-Davidson, Inc. names Keith Wandell President and CEO. Matt Levatich to become Harley-Davidson Motor Company President; Jim McCaslin named Executive Vice President for Corporate Product Planning First things first. I want you to know how excited I am to be joining this legendary company. One thing I've admired over the years, while living here in Harley-Davidson's...	Dealer Letter
04/06/2009	New Motorcycle Competitive Comparison Tool on h-dnet.com! Purpose: We are excited to introduce a new resource, a one-stop competitive intelligence tool that will allow you to compare Harley-Davidson or Buell motorcycles...	Dealer Letter
04/06/2009	Registration for Summer Dealer Meeting begins Tuesday, April 21, 2009 at 10:00 a.m. (CDT) The 2009 Summer Dealer Meeting Registration will open on Tuesday, April 21, 2009 at 10:00 a.m. (CDT) and will close on Monday, June 15, 2009 at 5:00 p.m. (CDT)....	Dealer Letter
04/06/2009	Single Point of Contact (SPOC) Unavailable - Friday, April 10, 2009 The office of Harley-Davidson Sales Administration (SPOC) will be closed on Friday, April 10, 2009, in observance of Good Friday. Single Point of Contact service...	Dealer Letter

My Toolbox

- [HDU Online](#)
- [Vehicle Information](#)
- [Vehicle Locator](#)
- [H.O.G. Membership Verification](#)
- [Kit Inquiry](#)
- [List Availability Program](#)
- [Regulatory University](#)
- [SWR Entry](#)
- [Service Document Viewer](#)
- [Used Bikes](#)
- [Vehicle Sales Opportunities](#)
- [Vehicle Transfer](#)



TEST RIDE INCENTIVE
Promotion #287

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...whenever, wherever.

The image displays a desktop browser window showing the IBM WebSphere Portal. The browser is Windows Internet Explorer, with the address bar showing <http://mpademo.com:10040/wps/portal/demo>. The page content includes a navigation menu with 'Home', 'demo', 'Getting Started', and 'Web 2.0 Introduction'. The main content area features a 'Conference' section for 'Lotusphere 2010' at Walt Disney World, Orlando, Florida. It includes a welcome message, a note that the site is powered by WebSphere Portal 6.1 with Mobile Portal Accelerator 6.1, and a 'Daily Schedule of Events' section with buttons for 'Monday', 'Tuesday', and 'Wednesday'. A second browser window, Mozilla Firefox, is open to the same URL, showing a mobile-optimized view of the Lotusphere 2010 page. Two mobile devices are shown: an iPhone displaying the mobile view and a BlackBerry displaying a similar mobile view. The BlackBerry screen includes a 'WORLD EDITION' label and a 'SPACE' key.

<http://lotus2010.com>

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...more than just text and images.

NETJETS

LOG OUT

MORE VIDEOS



Connecting...

SERVICE INITIATIVE

Redefining NetJets Service

What's New

- » Testing of Catering Enhancements Begins in Select Markets
- » Watch the Town Hall Meeting: Redefining NetJets Service

BRAND NETJETS

EMPLOYEES

OWNERS

AIRCRAFT

©2009 NETJETS INC. ALL RIGHTS RESERVED. [Website Guidelines](#)

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...makes it easy to find what I need.

The screenshot shows the State Farm website's search interface for finding an agent. At the top, there are navigation links for 'Insurance', 'Mutual Funds', and 'State Farm Bank'. A search bar is present with the text 'powered by Google'. Below the navigation, the main heading is 'Find an Agent Near You'. There are two tabs: 'Agents by Location' (selected) and 'Agents by Name'. A search box labeled 'Enter ZIP / Postal Code' is prominent. Below it is a 'Hide Search Options' button. Further down, there are fields for 'Address', 'City', and 'State/Province', along with a 'ZIP / Postal Code' field. There are also checkboxes for 'Agent also offers' (Bank, Mutual Funds, Annuities) and 'Agent also speaks in addition to English' (Chinese, Spanish, Korean, Polish, Vietnamese). A 'Find' button is at the bottom of the search area. To the right, a section titled 'We're Here for You' includes a list of benefits: 'Getting advice from a trusted, licensed professional', 'Working with someone who knows your policy in and out', and 'Supporting your local community'. Below this is a map showing several 'SF' agent locations. At the bottom, there is a link: 'Find Agents by City/State first so on!'

State Farm Bank®, Bloomington, Illinois, is a Member of the FDIC and an Equal Housing Lender. The other products, including State Farm Mutual Funds and Variable Products, offered by affiliate companies of State Farm Bank are not FDIC insured, not a State Farm Bank obligation or guaranteed by State Farm Bank, and subject to investment risk, including possible loss of principal.

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The screenshot shows the search results for 20 State Farm Agents near ZIP code 61704. The heading is '20 State Farm Agents near 61704'. There are two tabs: 'Agents by Location' (selected) and 'Agents by Name'. A search box contains '61704' and a 'Find' button. To the right of the search box is a 'More search options' link and a 'Find a class office' link. Below the search box is a list of five agents, each with a profile picture, name, title, address, phone number, and links to 'Visit Site' and 'Email me'. The agents listed are: Mike Wehrenberg (CLU, FLMI), Tom Brekaw, Steve Haas (CLU), Steve Haas (CLU), and Mike Rave. To the right of the list is a map showing the location of the agents near 61704. Below the map are controls for zooming and re-centering. At the bottom, there is a link: 'Clicking on map will: Zoom in, Re-Center, Re-Center and Zoom in'.

State Farm Bank®, Bloomington, Illinois, is a Member of the FDIC and an Equal Housing Lender. The other products, including State Farm Mutual Funds and Variable Products, offered by affiliate companies of State Farm Bank are not FDIC insured, not a State Farm Bank obligation or guaranteed by State Farm Bank, and subject to investment risk, including possible loss of principal.

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...protects my personal information.

BlueCross BlueShield of Florida
An Independent Licensee of the Blue Cross and Blue Shield Association
Serving Residents and Businesses of Florida.

MyBlueServiceSM
Thursday, October 01, 2009

Log Out
Contact Us

My Home My Benefits My Profile BCBSF Products Living Healthy with WebMD Member Resources Customer Service

I want to: Select a task... Welcome Pat Messages My Account Switch Contracts

Claims

Expense Summary View / Search Claims

View / Search Claims [Print](#)

Family Members: Pat Walker Terry Walker Sally Walker Bobby Walker

Claim Type: Health Pharmacy

Date of Service: -

Facility/Physician: View All

Family Member	Date of Service	Facility/Physician	Claim Charge	
Pat	03/02/09 - 03/02/09	Smith, Michael J	\$648.00	Details >
Pat	12/01/08 - 12/01/08	Baptist Medical Center	\$350.00	Details >
Pat	06/14/08 - 06/14/08	Publix Pharmacy 1099	\$3.97	Details >
Pat	05/13/08 - 05/13/08	Moore, James D	\$76.00	Details >
Pat	05/02/08 - 05/02/08	Walgreen Drug Store 4278	\$10.00	Details >
Pat	03/12/08 - 03/12/08	Walgreen Drug Store 4278	\$42.88	Details >
Pat	03/12/08 - 03/12/08	Moore, James D	\$76.00	Details >
Pat	01/18/08 - 01/18/08	Solantic Llc	\$125.00	Details >
Pat	01/18/08 - 01/18/08	Solantic Llc	\$125.00	Details >
Pat	01/11/08 - 01/11/08	Solantic Llc	\$125.00	Details >

1 2 3 4 5 | Next

Claims

Expense Summary View / Search Claims Claim Detail

Claim Activity for PAT WALKER (Member) [Print](#)

Member Number: H123456789 **Plan:** BlueOptions

Claim Number: Q12837697069879 **Provider:** Baptist Medical Center

Status: Processed on 12/20/2008 **Member Responsibility:** \$80.00

MEMBER RESPONSIBILITY								
Date of Service	Description of Service	Amount Billed	Amount Allowed	Amount Paid	Deductible Amount	Copayment Amount	Coinsurance Amount	Remarks*
12/01/2008	Office or Other	\$120.00	\$100.00	\$60.00	\$0.00	\$40.00	\$0.00	IPS
12/01/2008	Office or Other	\$230.00	\$150.00	\$150.00	\$0.00	\$40.00	\$0.00	
Totals:		\$350.00	\$250.00	\$210.00	\$0.00	\$80.00	\$0.00	

[Ask a question about this claim](#)

***Remarks**

Remark Code	Description
IPS	In-patient services

The information given in this Claim Record is the same as would appear on the Explanation of Benefits form.

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...speaks my language.

The image displays three overlapping screenshots of the Bunge website, demonstrating its multilingual capabilities. The top screenshot is the English version, featuring a navigation menu with categories like 'COMPANIES' (BLTD, BAS, BEU, BFE, BNA, BAR) and 'COMMUNITIES' (OCOE, PQSE, Fundação, CRO (Risk), OnePath). The main content area includes a 'Welcome to Bunge Asia's new site' message and a 'Who's Who in Bunge China' link. The middle screenshot is the Chinese version, with a navigation menu and a main section titled 'Fundação Bunge'. The bottom screenshot is the Portuguese version, featuring a navigation menu and a main section titled 'Fundação Bunge' with a prominent banner for a contest: 'Participe do concurso "Quem tem valor, dá o exemplo"'. The right sidebar of the Portuguese version includes 'Acesso Rápido' (Quick Access) with icons for 'Help Desk IBM', 'Classificados', 'Lista de Aniversariantes', 'Cotações Agronegócio', 'Portal InterHação', and 'Diretório de Funcionários', and a 'Bunge Blue Book' section.

...takes care of me.



Visiting Nurse Service
of New York

admin | [Edit My Profile](#) | [Log Out](#)

Physician Web Portal

Patients and Orders	Patient Details	Practice Details	Referrals	Worklists	Physician Association
----------------------------	------------------------	-------------------------	------------------	------------------	------------------------------

Home / Patients and Orders / Current POC

CURRENT PLAN OF CARE

Patient Name: James, Saikavoussi	VNSNY Clinician: Best, Tricia Nicole
Patient Address: 1250 Broadway 15ane New York Ny, 10010	VNSNY Case Number: 003007275 VNSNY Team: MA03

[Printable Copy](#)

<ul style="list-style-type: none"> Diagnosis Medications - Medication History Mental Status Allergies Prognosis Orders and Treatments Nutritional Requirements Activities Permitted Functional Limitations Safety Measures Goals and Discharge Plans 	<p align="center">ORDERS FOR DISCIPLINES AND TREATMENTS</p> <p><u>AT DISCHARGE FROM HOMECARE, A DISCHARGE SUMMARY IS AVAILABLE UPON REQUEST.</u></p> <p>SN: 3 TO 4 X WK FOR 7 WK & PRN X 3</p> <p>PRN PURPOSE(S): IV INSERTION PROVIDE & INSTRUCT DIABETIC CARE:FOOT/LEG CARE INSTRUCT DIABETIC CARE:INJURY/INFECTION PREVENTION INSTRUCT DIABETIC CARE:SIGNS & SYMPTOMS OF HYPO/HYPERGLYCEMIA PROVIDE & INSTRUCT INSULIN ADMINISTRATION PROVIDE & INSTRUCT INSULIN PREFILL - PREFILL Q 7 DAYS PROVIDE & INSTRUCT BLOOD GLUCOSE MONITORING</p> <p>*** WOUND CARE *** PROVIDE & INSTRUCT WOUND CARE: PRESSURE ULCER UNABLE TO STAGE WOUND TREATMENT:OBSERVATION ONLY LOCATION: LOWER EXTREM./FOOT/L/2ND TOE</p>
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Building blocks of exceptional web experiences

- Portal
- Web content management
- Social software
- Mashups
- Collaboration
- Search
- Analytics
- Digital media
- eCommerce
- Business processes
-

What is a Portal?

A single, unified Web interface to personalized information, applications, processes and people – in the context of each user's unique profile.



Portal principles

- Combines application user interfaces / or content together into **one unified presentation**.
- Delivers a highly **personalized** experience, considering **role, personal settings**, and **device settings**.
- **Separates** site design, site / page assembly / administration, from application design.
- Provides application integration, collaboration, single sign-on services and much more.



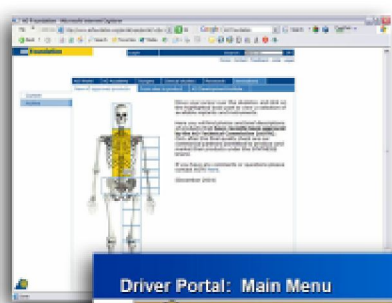


Partners

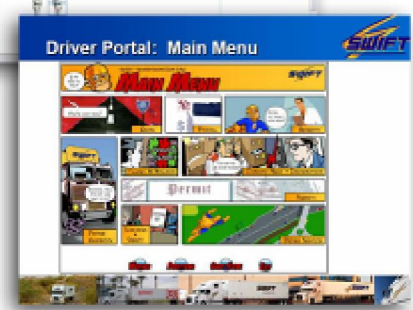


Customers

One platform...
For many different composite application business needs



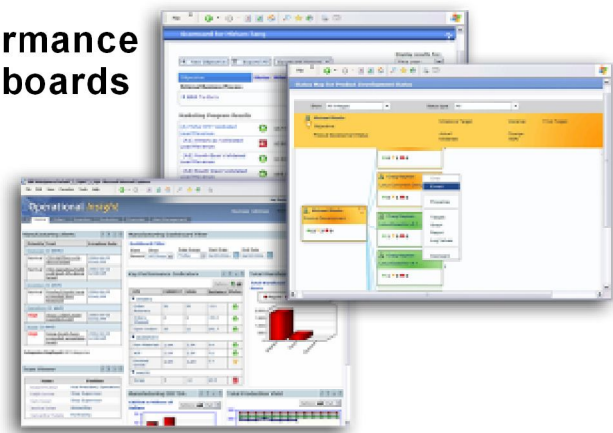
Company intranets



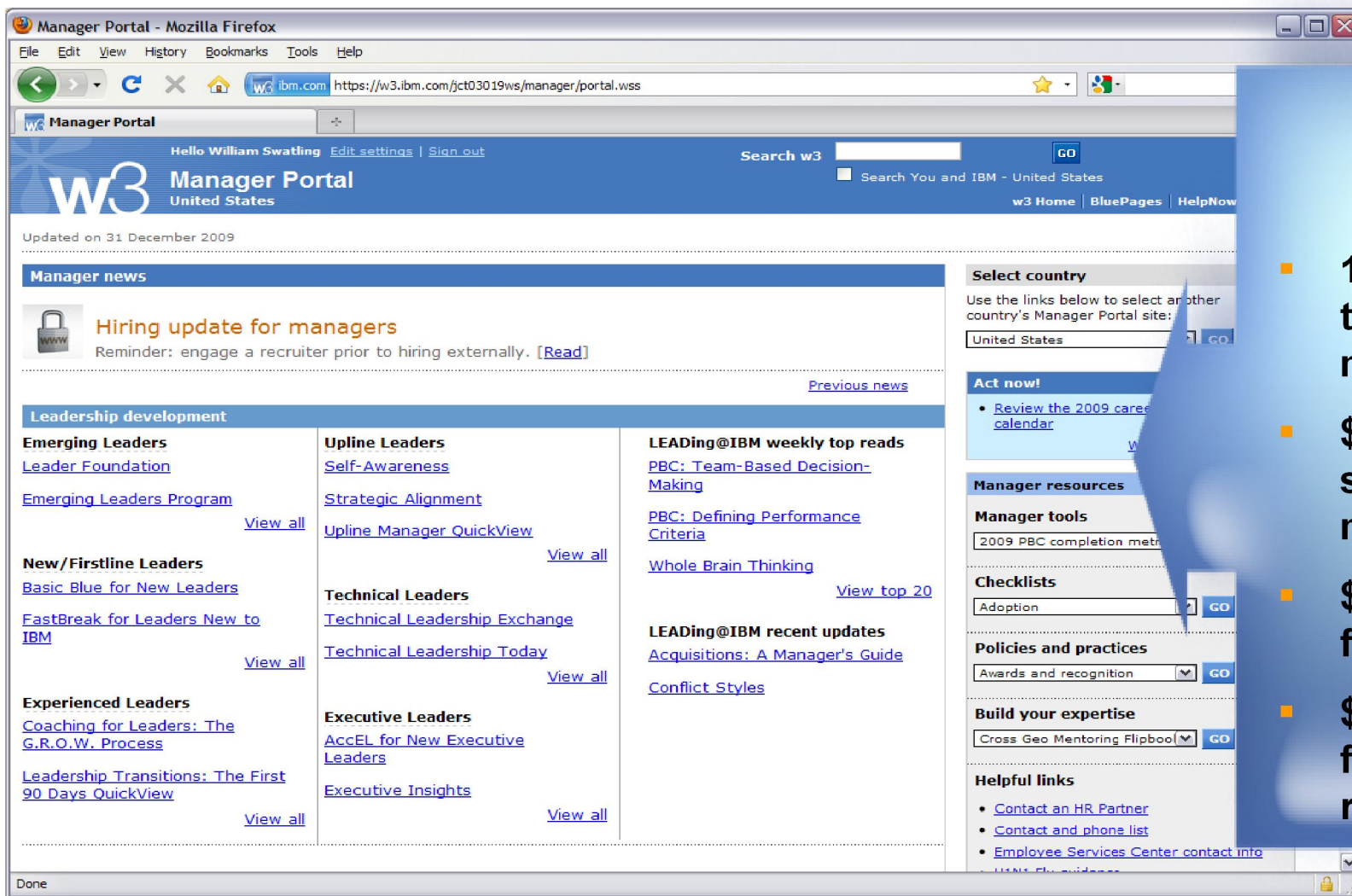
Employee & manager self-service



Performance dashboards



WebSphere Portal increases employee productivity



Impact

(2006 – 2008)

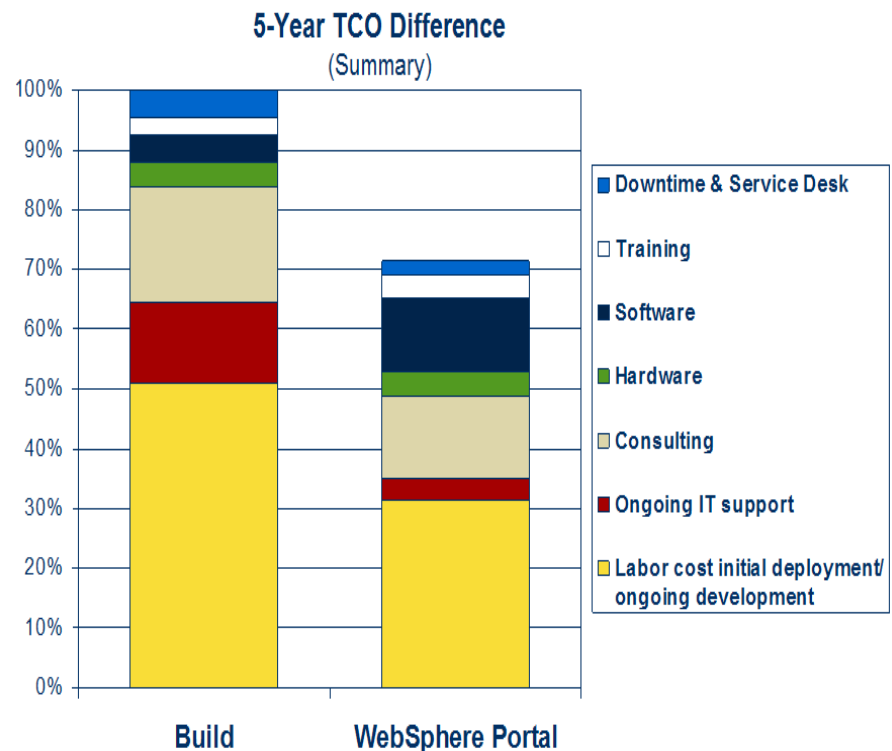
- 12 hours annual time saving per manager
- \$571 annual savings per manager
- \$16M total savings for all Mgrs
- \$1.3M hard savings from website reductions

WebSphere Portal saves you money

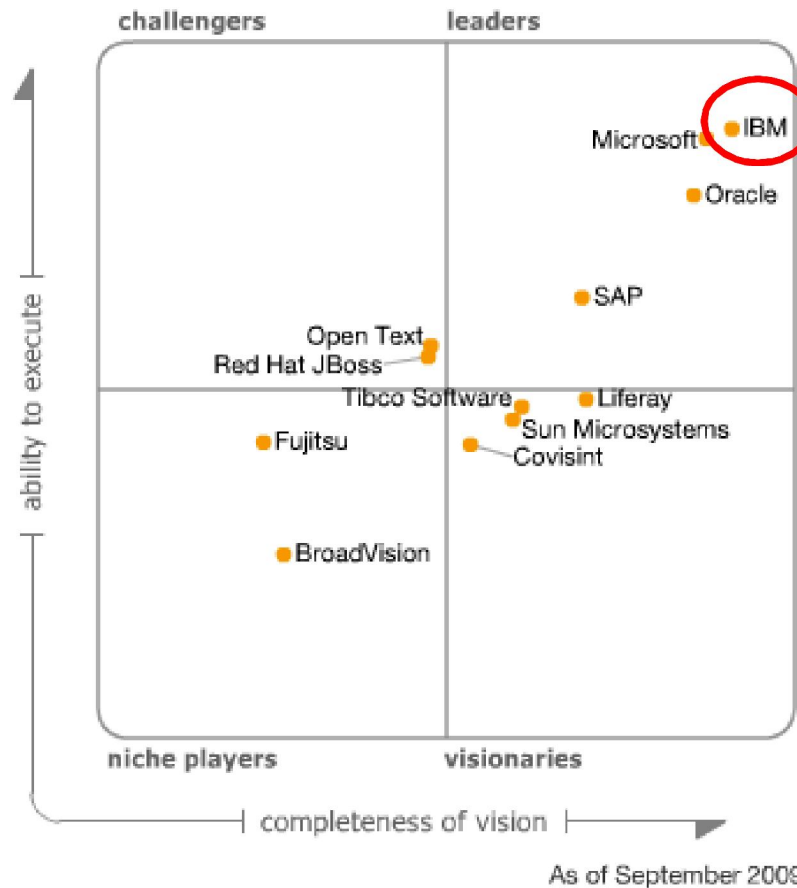
- 29% lower 5-year TCO compared to in-house developed portals
- 78% faster time to production for new applications
- 28% increase in server and application availability
- 25% user productivity increase
- 38% lower IT labor cost



December 2007



Recognized market leader in portals



Magic Quadrant for Horizontal Portal Products, 2009















Gartner: September 17, 2009 by David Gootzit, Gene Phifer, Ray Valdes, Eric Knipp

IBM WebSphere Portal *Ready for the next 10 years*

100+ Worldwide
Technology Patents

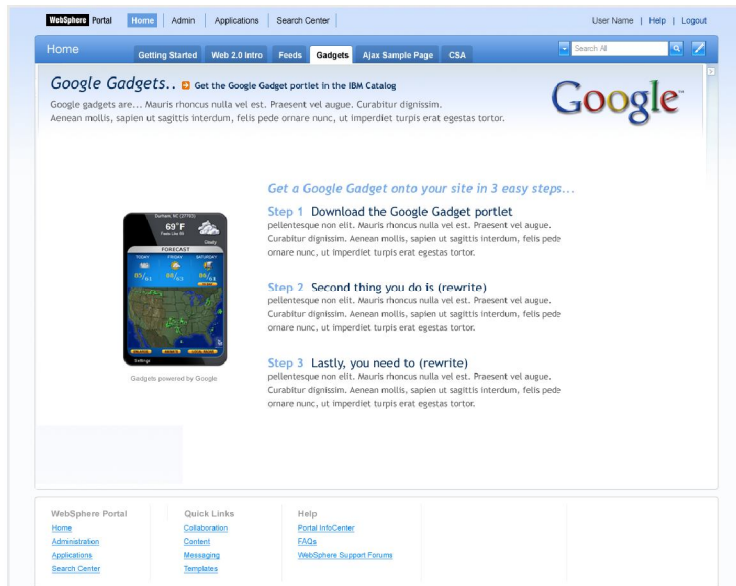
by IBM Portal Development



 <p>V1.1 & V2.1</p> <p>IBM's Portal Platform Composite Model</p>	 <p>V4.1</p> <p>Introduced family of offerings Personalization 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</p> <p>Content Bus Process Collaboration</p>	 <p>V6.1</p> <p>Web 2.0 Support</p>  <p>Industry Toolboxes Government Healthcare Retail</p> <p>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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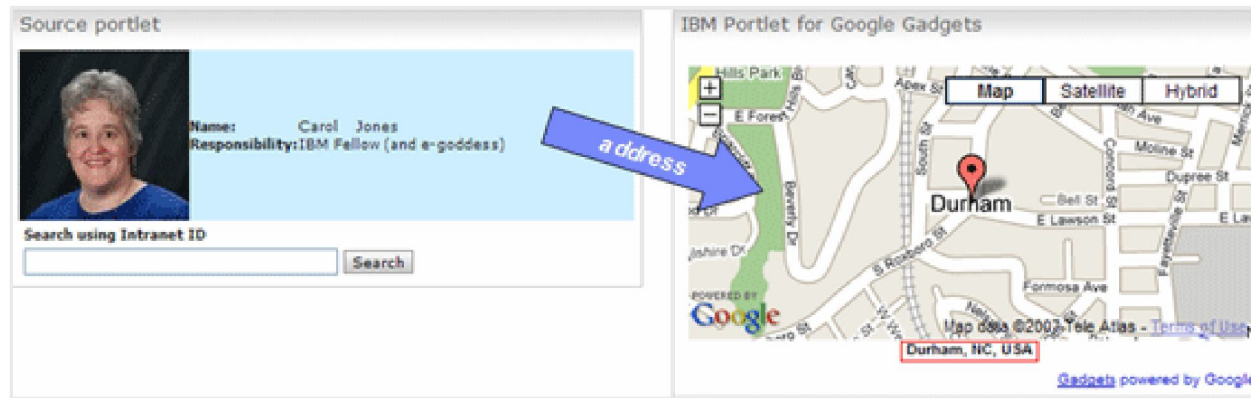


Exceed user expectations



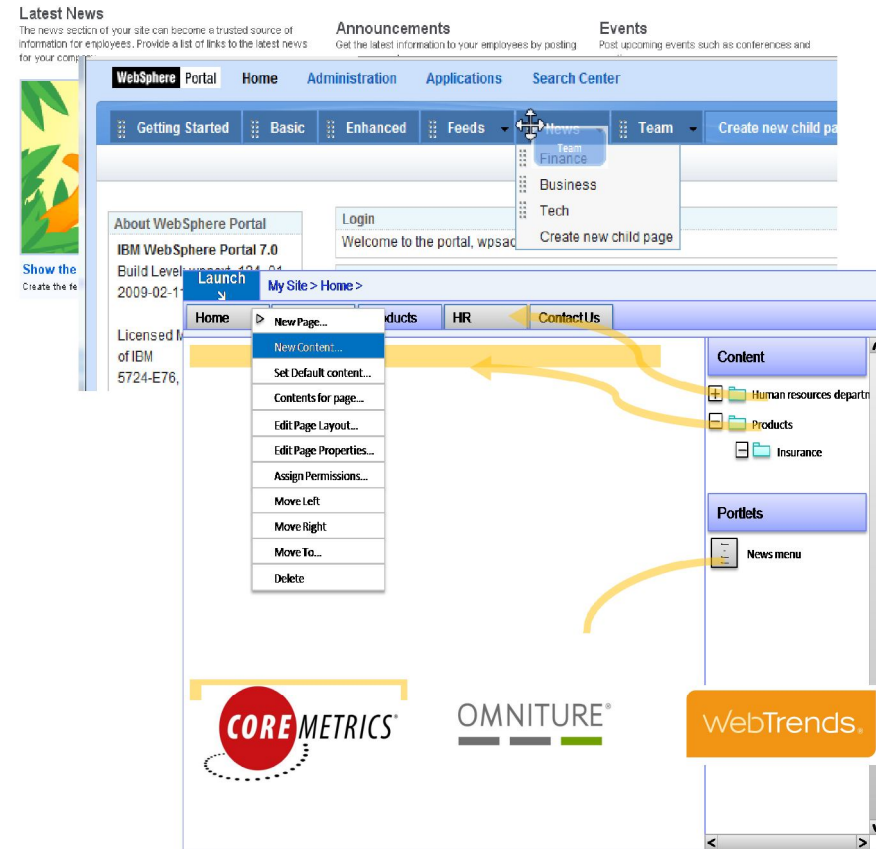
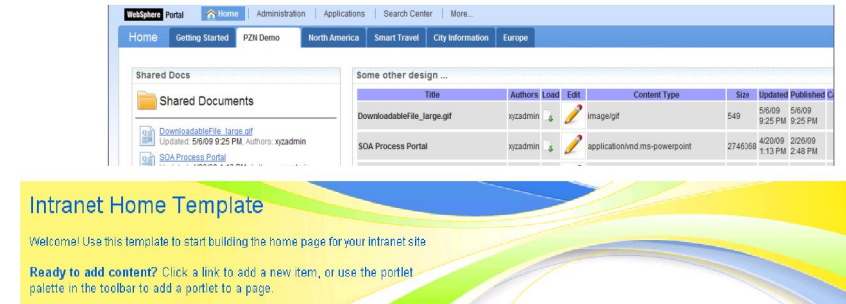
Easily incorporate Google Gadgets into Portal applications:

- Search and select any Google Gadget
- Customize to portlet
- Leverages WebSphere Portal's Web 2.0 APIs support
- Added support for inter-portlet communication between Portal portlets and Google Gadget portlets; provides easy, powerful integration of gadgets in high-value business applications



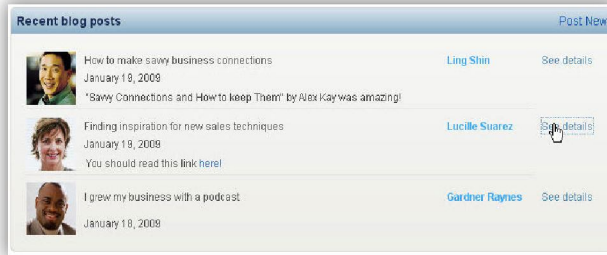
Simplify building portal-based web sites

- **Page Builder** *simplifies page creation* making it easy for business users to create pages and add content to pages
- **Content Template Pages** *speeds page creation* by enabling content templates to be portal pages, accelerating the creation of content-centric portals
- **Mashup Integration** support provides the capability to create Mashups as Portal pages
- **WebDAV** support *expands development ease-of-use* by enabling direct editing of Portal pages using HTML tools such as Dreamweaver
- **Portal “Lite” Mode** helps improve cost-of-ownership by dramatically reducing portal start-up time and memory use
- **Integrated Site Analytics** support helps to *optimize Portal applications* via integration with popular 3rd party solutions



Users expect modern online experiences

Web 2.0 + Collaboration + Social Tools + Mobile
Instant Messaging Blogs



Social Bookmarks



Active Tags

2010 analyst_report
collaboration community
connections data domino
education ibm lotus
mobile notes oracle
oss_cop ovum portal
quicker rational sametime
sap swg websphere wiki

New Business Workshop
03 Feb 2008, Noon-5pm
Town Hall Commons
Get in contact with and find valuable business resources.

[More Info](#)

Personal Advisor



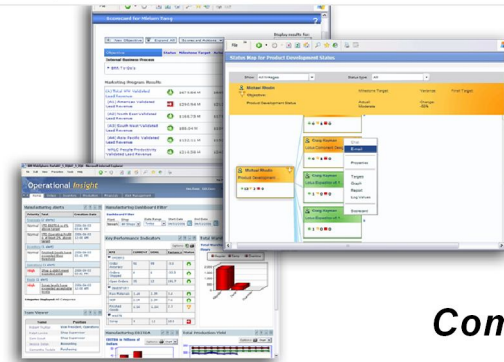
Click-to-call me!
Message me
Want to meet?

Contact me »

Experts

Rating: ★★★★★
Popularity: ★★★★★
Accesses: 217

User Ratings

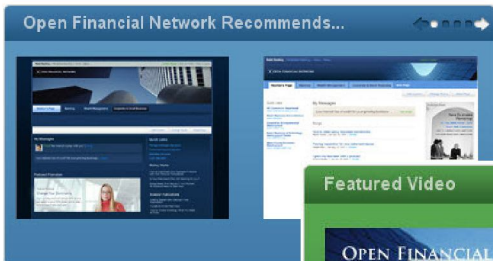


Dashboards

Communities

My Workgroup

- We need to add more recommendations**
Created By: Ling Shin | Updated: 12/16/2008
- Customers loves the personalization!**
Created By: Lucille Suarez | Updated: 12/16/2008
- More online resources needed**
Created By: Gardner Raynes | Updated: 12/16/2008
- One of my customers really likes the Community Features**
Created By: Ron Espinosa | Updated: 12/16/2008
- We're recording more webcasts. Check out the schedule...**
Created By: Ed El-Armon | Updated: 1/9/2009
- Try out the new community features!**
Created By: Amar Srivastava | Updated: 1/18/2009



Video



Experts on this Topic

Vijay Nehry

Activities Blogs Communities Dogear Profile

Vijay Nehry
Vijay_Nehry@renovations.com

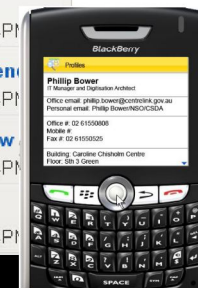
Send Mail More Actions

Social Networking

Personalized Content

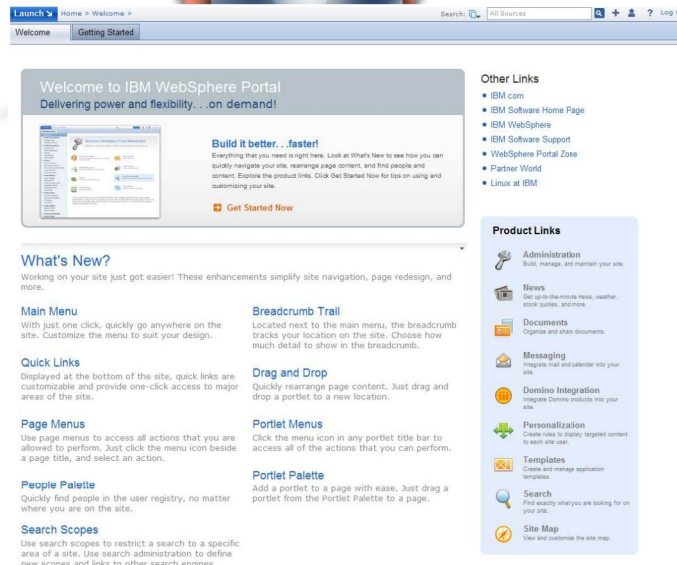
Related Content

- Building the Best Team**
Published Mon Jan 08, 2008, 5:34PM
- Credit as Easy as 123**
Published Mon Jan 08, 2008, 5:34PM
- Developing your Inner Entrepreneur**
Published Mon Jan 08, 2008, 5:34PM
- OFN Technology helps you grow**
Published Mon Jan 08, 2008, 5:34PM
- 5 Steps to Success**
Published Mon Jan 08, 2008, 5:34PM





- Hide complexity
- Consolidation
- Cost avoidance
- Application reuse



- Multi-channel
- Role based
- Security
- Web content management

IBM Accelerators for WebSphere Portal

Helping to Speed Exceptional Web Experiences

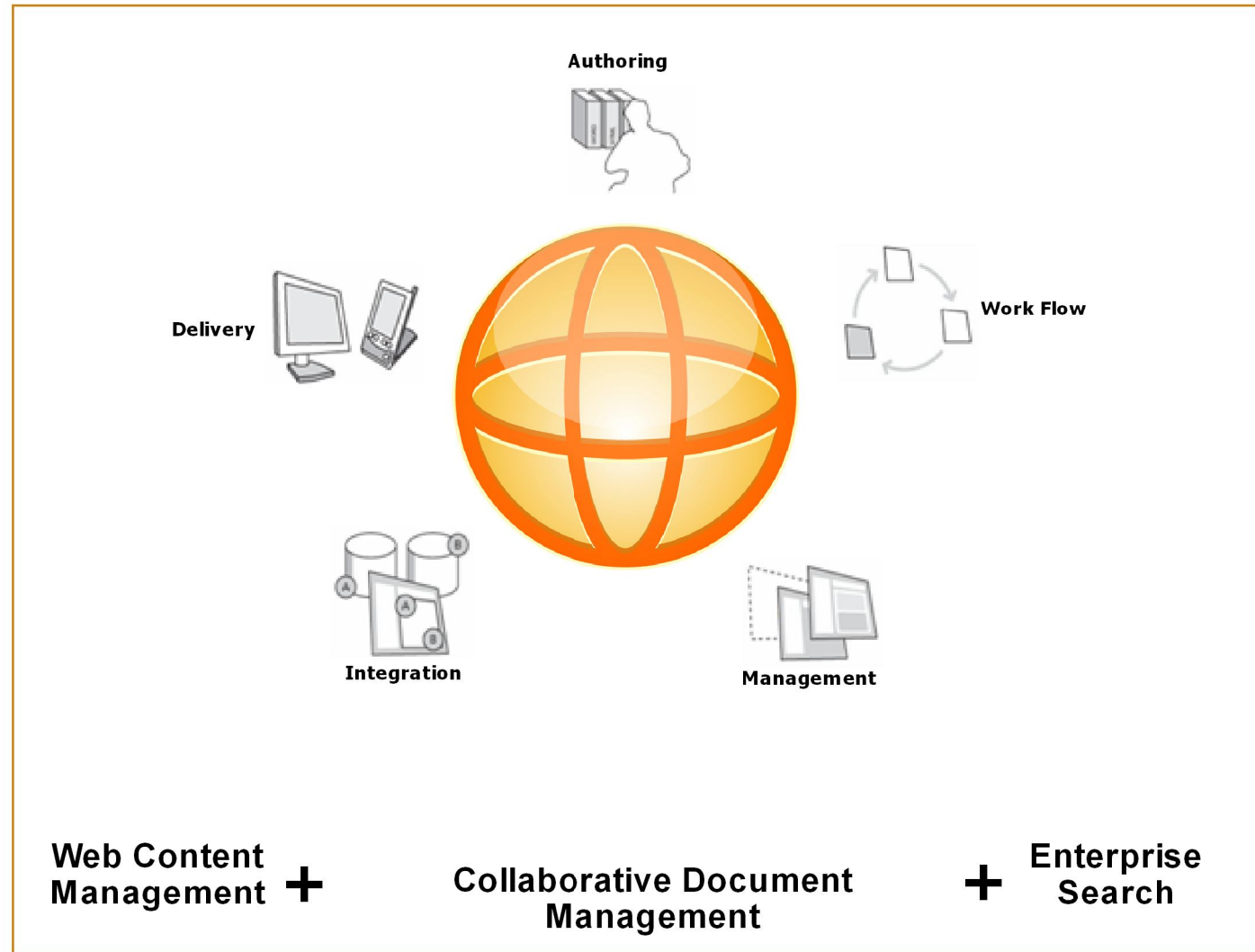




IBM Content Accelerator 6.1

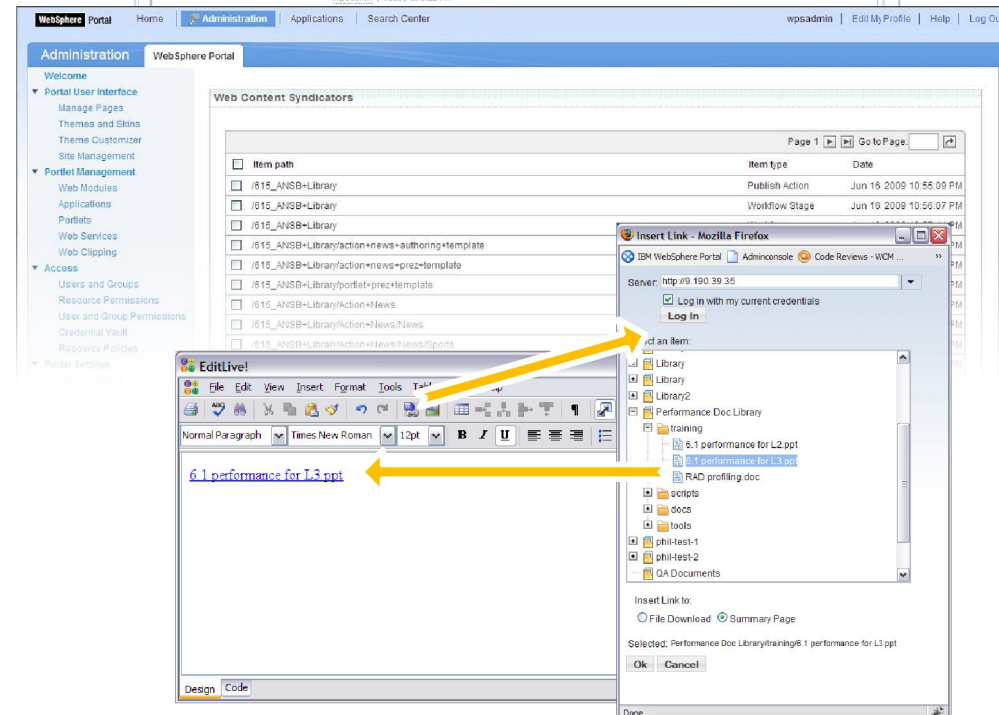
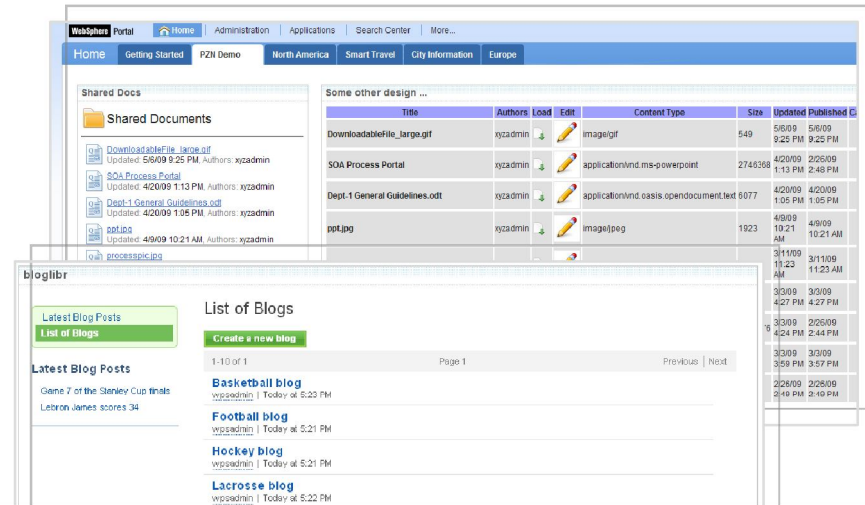
Helps customers keep websites up-to-date, accurate and in control. This solution delivers faster time-to-value, lowers operational costs, and improves the way in which companies do business through the web.

- Entitlement to latest offerings:
 - Lotus Web Content Management 6.1
 - Next Generation Document Management
 - IBM OmniFind Enterprise Edition 8.5



Content rich sites within hours

- **Document management integration** enables easy web publishing of enterprise content.
- **Content templates** speed creation and delivery of popular web site features and common applications
- **Web content rendering portlet** updated to JSR 286 specification for *greatly improved performance*
- **WebDAV** support *expands ease-of-use* by enabling authoring of content and template creation using HTML tools such as Dreamweaver
- **Enhanced syndication reporting** helps *speed resolution* of content syndication issues
- **Integrated site analytics** support *improves* website visitor experience
- **Web content integrator** provides *incremental value* by easily rendering existing content assets in LCWM



Lotus knows.

Smarter software for a Smarter Planet.

australian  open

The Grand Slam of Asia/Pacific


YOUR TICKET TO THE WORLD

Melbourne Park 18 - 31 January 2010

Layers of information 

Home Scores Draws **Schedule** Players News & Photos Video Radio Event Guide Tickets Shop Search

FEATURED MATCHES

PRESENTED BY: 

2009 COMPLETED

Men's Singles - Finals

R. Nadal 7 3 7 3 6
vs 1 2 3 4 5

2009 COMPLETED

Women's Singles - Finals

D. Safina 0 3
vs 1 2 3 4 5

2009 COMPLETED

Men's Doubles - Finals

M. Bhupathi 6 5 0
M. Knowles vs 1 2 3 4 5

2009 COMPLETED

Women's Doubles - Finals

D. Hantuchova 3 3
A. Sugiyama vs 1 2 3 4 5
6 6

LATEST SCORES 

INTERACTIVE DRAWS 

SCHEDULE OF PLAY 

Web Content Management

- Australian Open, Jan 18-31
- Olympics, Feb 12-28
- Master's Golf, Apr 5-11
- French Open, May 24 - June 6
- Tony Awards, June 13
- Wimbledon, June 21 - July 4
- US Open Tennis, Aug 30 - Sept 12

11 DAYS TO GO



MELBOURNE
01:27
YOUR TIME
08:27

Australian Open Radio

OFF AIR

australian open



Lotus knows.

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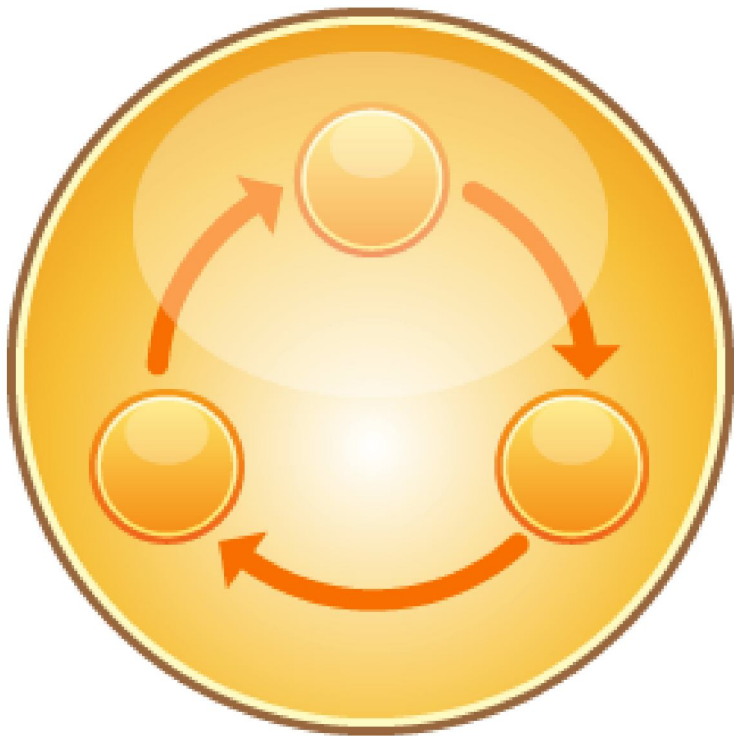
IBM Collaboration Accelerator *Personalized Web 2.0 Collaboration & Social Networking*



- Content tagging and rating
- Lotus Connections Profile integration
- Person search using Lotus Connections profiles
- Rich Lotus Quickr library integration
- Integrated search across WebSphere Portal, Lotus Connections, and Lotus Quickr
- Lotus Connections communities as Portal groups

The collage shows various components of the IBM Collaboration Accelerator interface. On the left, a chat window displays a message from Heather Reeds: "Frank, I like the new line of credit, we can definitely use it!". To the right, a "Recent blog posts" section lists three articles: "How to make savvy business connections" by Ling Shin, "Finding inspiration for new sales techniques" by Lucille Suarez, and "I grew my business with a podcast" by Gardner Raynes. Below this, a "Personal Advisor" section offers services like "Click-to-call me!", "Message me", and "Want to meet?". A "Related Content" sidebar lists articles such as "Building the Best Team", "Credit as Easy as 123", "Developing your Inner Entrepreneur", "OFN Technology helps you grow", and "5 Steps to Success". At the bottom right, an "Experts on this Topic" section features a profile for Vijay Nehry.

IBM Business Process Accelerator - What's New *eForms & Workflow Process Automation*



- Rich sample forms catalog
- Advanced digital signatures
- New universal task list
- Mashups integration via iWidget
- Zero footprint Web 2.0 solution – Lotus Forms Turbo

The screenshot displays the Lotus Forms Turbo interface. At the top, it says "Lotus Forms Turbo" and "Zero to eForms in 15". Below this, there are two main sections: "How can we help?" and "Contact Info". The "How can we help?" section has a dropdown menu with "I'm interested in ...". The "Contact Info" section includes fields for "My Name", "Company", "Contact me by" (with checkboxes for "Phone" and "eMail"), "Phone Number", and "eMail". Below the contact info, there is a section titled "Lotus Forms demos on YouTube" with links for "Patient Registration process", "Hiring process", and "Government Census process".

The main survey form is titled "renovations mobile device survey". It includes a "Contact Information" section with fields for "First Name", "Last Name", "Email", and "Retype Email". There is also a "Win a prize!" section with a note about a \$100 gift certificate. The survey questions are:

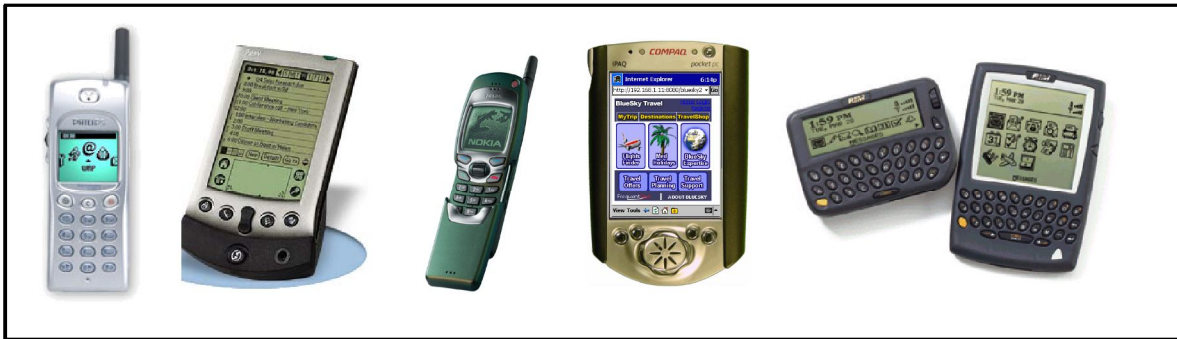
1. What is your main motivation for using a mobile device?
 Work
 Contact Friends & Family
 Fun (music, movies, games)
 Safety
2. What type of mobile device do you already own? (Select one or more)
 Cell Phone
 Smart Phone
 Cordless Phone
 Bluetooth Headset
 Handheld Game Console
 Portable Music Player (e.g. iPod & MP3)
 Portable DVD Player
 Personal Digital Assistant
 Personal Navigation Device (e.g. GPS)
 Camcorder
 eBook Reader
 Notebook PC
 Ultra-Mobile PC
 Pager
 Satellite Radio
3. What Brand names do you have preference for? (Select one or more)
 Nokia
 Sony Ericsson
 Motorola
 LG
 Samsung
 Blackberry
 Apple
 Hewlett-Packard
 Palm
 Dell
 Casio
 Kyocera
 Others
4. Why do you choose one brand over another?
 Better Features
 Priced competitively
 Have been using this brand for a long time
 Others recommended the brand
 Online/Media Reviews
 Attractive Ads

IBM Mobile Portal Accelerator: Extending Portal to Mobile Devices



Rich and capable device
e.g. HTML based Browser PC

Limited capability devices
e.g. XHTML, HTML, WML &
iMode-based Mobile
Devices



Integration
"at the glass"

Extend to
"Mobile Devices"

Intelligent Content Adaptation

- E-MAIL
- PIM
- Content Management
- News Feed
- Weather
- Syndicated Content
- Web Services

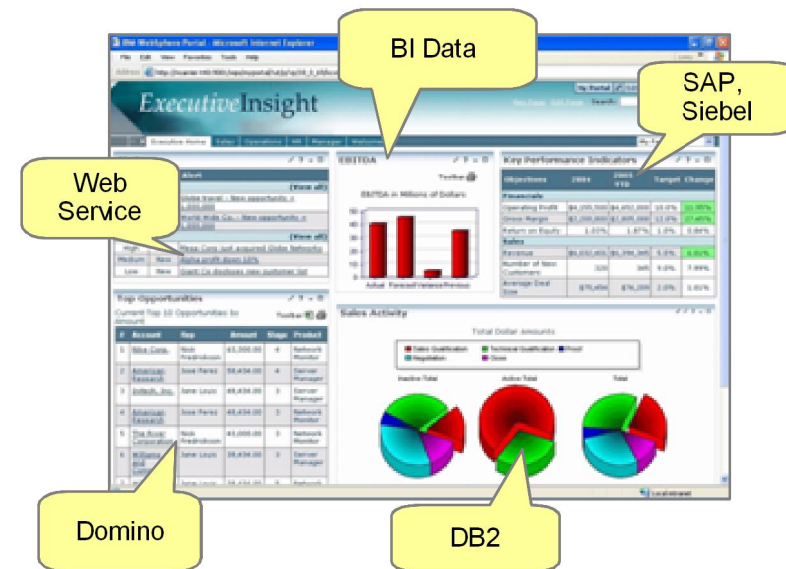
• IT Perspective -
Device Independent
Authoring of content



IBM Dashboard Accelerator

Helps organizations reach performance data wherever it resides, delivering it as real-time key performance indicators via personalized, portal-based dashboards. It also provides alerts and tools to help users take action at the greatest point of impact - before issues become critical.

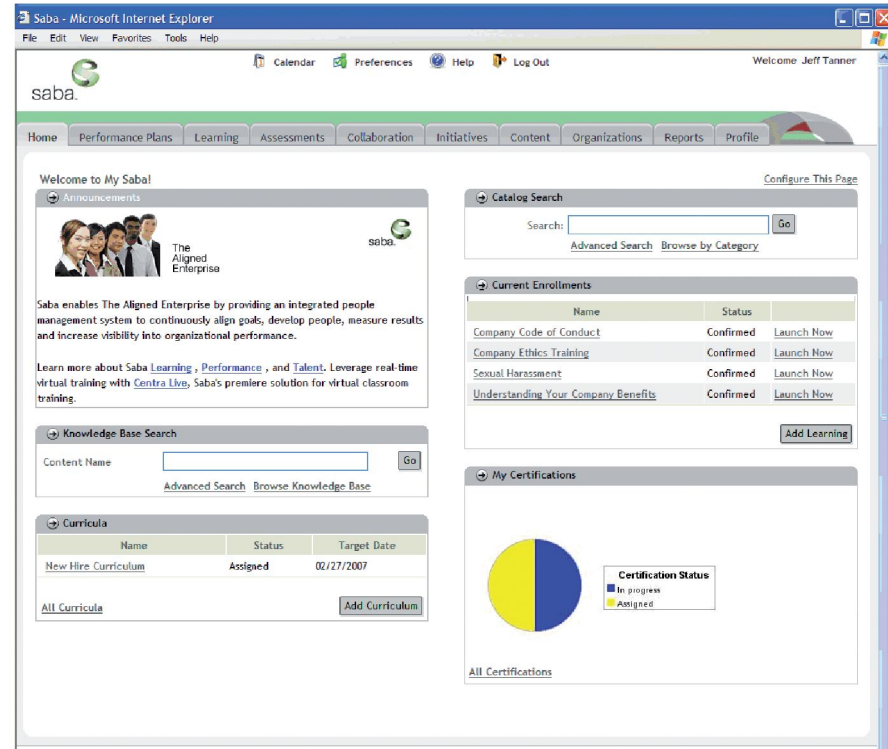
- **Drive Alignment** around a common, visible set of goals
- **Automate** manual or resource-intensive processes with personalized, graphical UI tailored to each job role
- **Access** information wherever it resides with integrated, real-time views
- **Take Action** through intuitive views that aid proactive response to issues via Portal collaboration and workflow integration
- **Cut Costs** using rapid assembly tools that cut the time, cost, and skills required to build dashboards



Lotus knows.

Smarter software for a Smarter Planet.

IBM Learning Accelerator *Personalized "Just-in-Time" Online Learning*



- Leverages industry leading WebSphere Portal
- Collaborative communities to support informal learning
- Prescriptive Learning
- Integrated Certification Management
- Competency Management

Lotus knows.

Smarter software for a Smarter Planet.

IBM Mashup Accelerator – What's New

Empowering Business Users to Create Web Applications



- WebSphere portal integration
- OpenAjax widgets
- Business ready widgets
- Enterprise security & feed control
- OpenAjax secure mashups
- Mobile & expanded platforms

Mash Bank demo

Customer search results

id	firstname	lastname	zipcode
A001	John	Smith	90210
B001	John	Doe	95136

Account balances

acctno	customerid	accttype	balance
Sav001	A001	savings	10000
Chk002	A001	checkings	2000
Mort003	A001	mortgage	500000

Loan application info

id	customerid	loantype	amount
1	A001	Mortgage	1000000

(Sample) Experian Credit report

My Mashup

Product Catalog

MADISONS

MyCompany Catalog

- MP3 Players
- Computers
- Home Electronics
- Digital Cameras
- Phones & Accessories
 - 195-P
 - 181-P
 - 174-P
- Accessories

Bar Chart

Bar Chart

Industry emphasis for WebSphere Portal



- Government
- Banking
- Healthcare
- Retail
- Insurance
- Telco
- Other

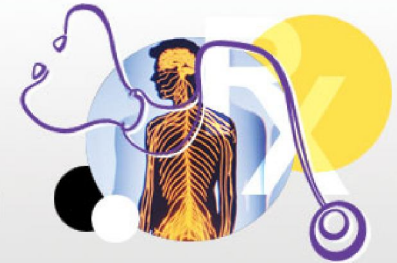


Needs of the Business

Toolbox Contents

- **Application briefs** describing solution scenarios.
- **Business value guides** describing the value enabled by the WebSphere Portal and Accelerators, and help illustrate best-practice process and information flow.
- **Templates** which can be used on top of WebSphere Portal to help jumpstart design and assembly of end solutions.
- **Demonstrations** and recordings of example solutions design that illustrate how end solutions can look like.
- **Other code assets** include sample Forms, Dashboards, or other Portlets which can help expedite the assembly of a solution.

IBM Healthcare Industry Toolbox for WebSphere Portal



IBM Government Industry Toolbox for WebSphere Portal



Government to Citizen Portals

Give citizens access to government information. They can apply and pay for services online, ensure efficient processing. Plus support stay in touch with citizens in new and cost-effective ways.

- Application Brief
- Case Studies
- Demonstrations
- Business Value Guide
- Software assets

Government to Business Portals

Help foster innovation and growth by providing a platform for business to interact with government. Streamline costs, capture revenue associated with government services.

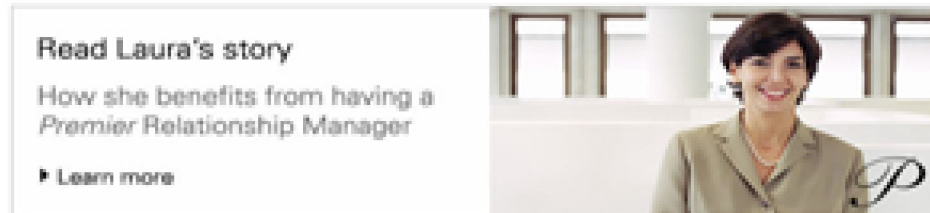
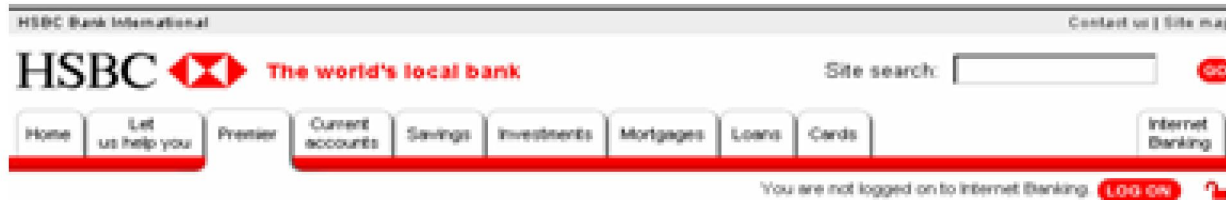
- Case Studies
- Demonstrations

Public Safety

Whether dealing with natural or man-made disasters, the security of citizens are challenged with the need for a public to effectively respond.

- Application Brief
- Case Studies

HSBC – Global Customer Service - running the brand on WebSphere Portal



HSBC PREMIER SERVICES

Premier is the personal banking service that we reserve for our best customers.

[Apply for HSBC Premier](#)

APPLY

Become a Premier customer at no extra cost. You simply need to hold savings or investments of at least £60,000 (or equivalent) with HSBC Bank International

[Rewarding rates and reduced charges](#)

INFO

Free international money transfers* and

HELP ME CHOOSE

[The Premier Advantage](#) - over £1,000 of potential savings compared to our standard offshore products

1

[Premier interest rates](#)

1

[Case study](#) - how Laura benefits from having a Premier Relationship Manager

1

[M&A Alumni](#) - Wealth planning for the

1

- Over 50 million customers
- Personalized content based on account level and usage
- Regionalized content delivered to over 40 countries/languages
- Scalability to meet increased demand
 - > 50K concurrent user capacity at one site alone
- Portal supports lines of business:
 - Personal Financial Services
 - Corporate Banking
 - Payments
 - Insurance
 - Premier
 - Stock Trading

<http://www.hsbc.com>

HSBC – Targeted Selling

WebSphere Portal and Content Management allow marketers to create campaigns dynamically

- Ability to test-market campaigns *before* general availability
- Give customers an offer they want to see
- Increase upsell / cross-sell



Which picture had the best click thru rate on the Home Page?

A	My smart idea: "Empty parking space indicator" Mike Stoopack 	Another smart idea: The Smart Package > Interest Checking Free with Direct Deposit** > Premium Money Market Account Linked to your Interest Checking > And a free night at Marriott®* Learn More and Apply Now	B	 Smart	Even Smarter The Smart Package Get Interest Checking Free with Direct Deposit and a free night at Marriott®* Learn More and Apply Now
C	My smart idea: "Psychiatrist couch/laning bed" Mark Webb 	Another smart idea: The Smart Package > Interest Checking Free with Direct Deposit** > Premium Money Market Account Linked to your Interest Checking > And a free night at Marriott®* Learn More and Apply Now	D	 Smart	Even Smarter The Smart Package Get Interest Checking Free with Direct Deposit and a free night at Marriott®* Learn More and Apply Now

1.75%

35% Difference Between Best & Worst

2.30%

1.71%

23% uplift just from changing a door color! Who would have guessed?

1.88%

The optimized content can be anything – image, text, links or tools

Four identical offers, test-marketed

Portal click-through tracking gave real-time data

HSBC can go to market with best offer

HSBC: Crafting an Exceptional User Experience



Banners using customer data held in the back-end

Mr Bannister,
you can protect your family with our affordable term life plan
▶ [find out how](#)



Under Pressure?
With your own Relationship Manager, sorting out your finances is fast and convenient. So you can make the most of your free time
▶ [Learn more](#)



Mr Parsons,
you're important to us so we'd like to offer you your own Relationship Manager
▶ [Learn more about Premier](#)



Mr Hicks,
if you upgrade to Premier you'll benefit from the advice and insight of your own Relationship Manager
▶ [Learn more about Premier](#)



Mr Hamilton,
as one of our best customers are you making the most of the rewards available to you?
▶ [Show me](#)



Mr Fray,
we're developing new online services exclusively for Premier customers, so we'd really appreciate your feedback
▶ [Go](#)



HSBC Hong Kong – Bringing mobility to banking

Hong Kong Home Personal HSBC Premier Commercial Corporate MPF About HSBC Careers Contact us

HSBC  The world's local bank

Search: GO 中文

Personal

- ▶ HSBC Premier
- ▶ Banking
- ▶ Investments
- ▶ Cards
- ▶ Mortgages

Enjoy a steady income even after retirement



RetireEnrich Protection Plus

Successfully enroll to enjoy HK\$800 supermarket coupons

Mobile Business Banking available at HSBC Hong Kong

November 24, 2008 at 11:23 pm · Filed under [Software](#)

★★★★★ (5 votes, average: 5 out of 5)



Service Highlights

- Access your account details
- View up-to-date account balances
- View transaction history

Though this mobile service does not provide that much in functions than just passive access it is a step forward. It helps to check on the go if a customer paid invoice number #4711 already or not. The service works pretty well with the BlackBerry Curve 8320 browser (which I used for testing) but it should work on new BlackBerry devices like the Bold, Flip and Storm as well.

Mobile Website for HSBC [Commercial Banking](https://mobile.commercial.hsbc.com.hk): <https://mobile.commercial.hsbc.com.hk>

HSBC  The world's local bank



A Class Above

Mobile Protection Plan (Business)

enjoy up to
on premium
ear



<http://www.blackberryinsight.com/2008/11/24/mobile-business-banking-available-on-hsbc/>



Get involved in our National Day Rally by posting your question to the Prime Minister.

Post Your Question

SHARE

[f](#) [+](#) [G+](#) [v](#) [t](#)

Spotlights

- National Day Rally 2009**
- Updates On Influenza A
- National Day Celebration
- Skills Upgrading with SPUR

Latest News

Mon, August 10, 5:30 PM
Marina Barrage bags top honours at international environment engineering awards

[More News](#)

Calendar Of Events

9 Aug 2009
National Day Parade

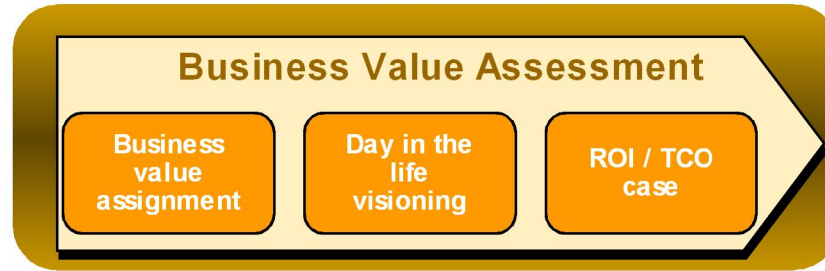
[More Events](#)

Subscriptions

Your Email Address

[Get Updates](#)

IBM uses a proven and structured approach to identify and assess business value opportunities for a portal solution



BVA Components

Value Alignment

“What could we or should we do with a portal?”

DITL Visualization

“What might the portal experience be for us?”

Business Case

“How can we financially justify our portal investment?”

WebSphere Portal install base

By entering “allinurl: /wps/portal” in Google, you can find **internet** web sites powered by WebSphere Portal.



Web [+ Show options...](#) Results 1 - 10 of about **33,700,000** for allinurl: /wps/portal. (0.16 seconds)

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