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

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lotusknows.com

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
- .....

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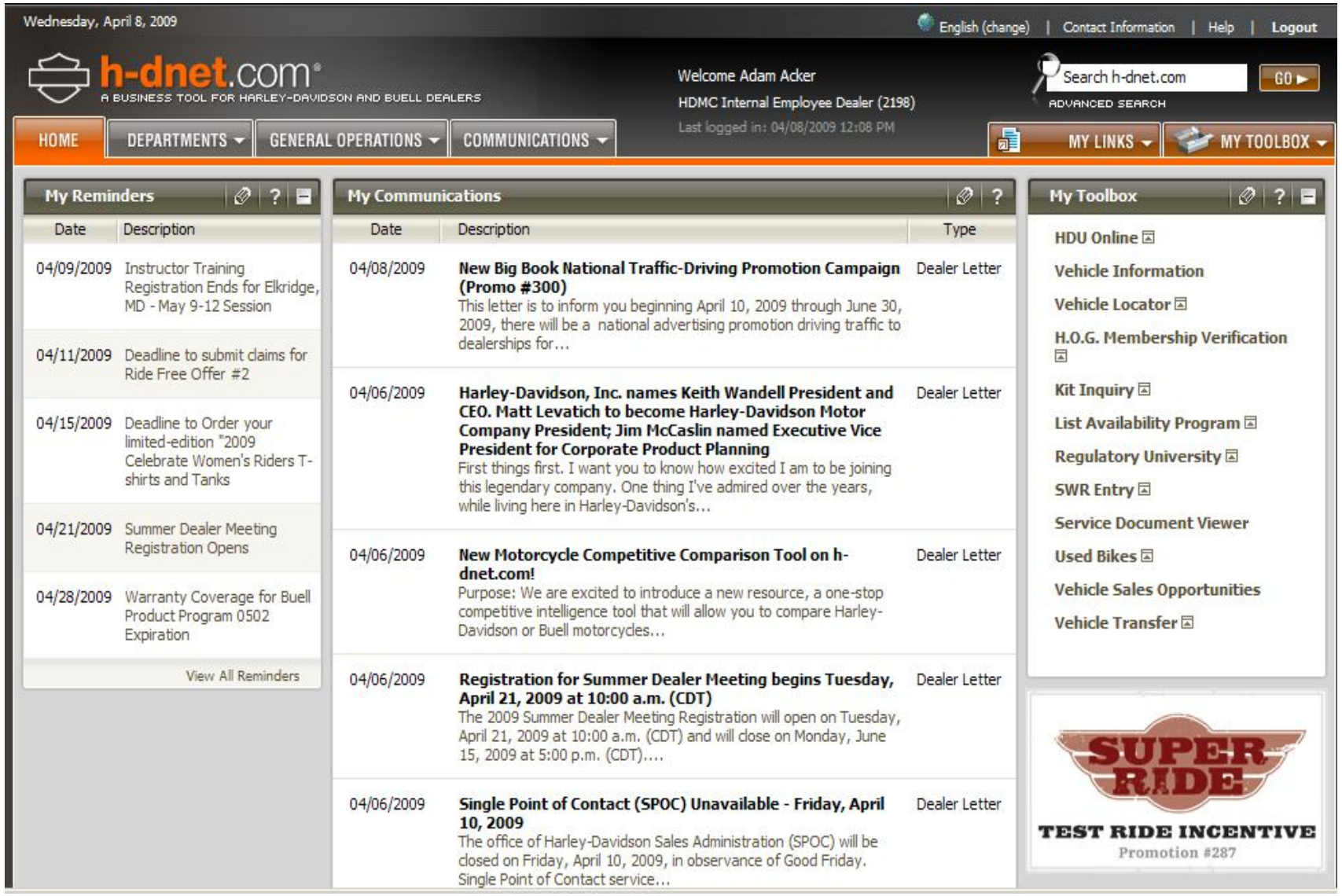
...is personalized to me.

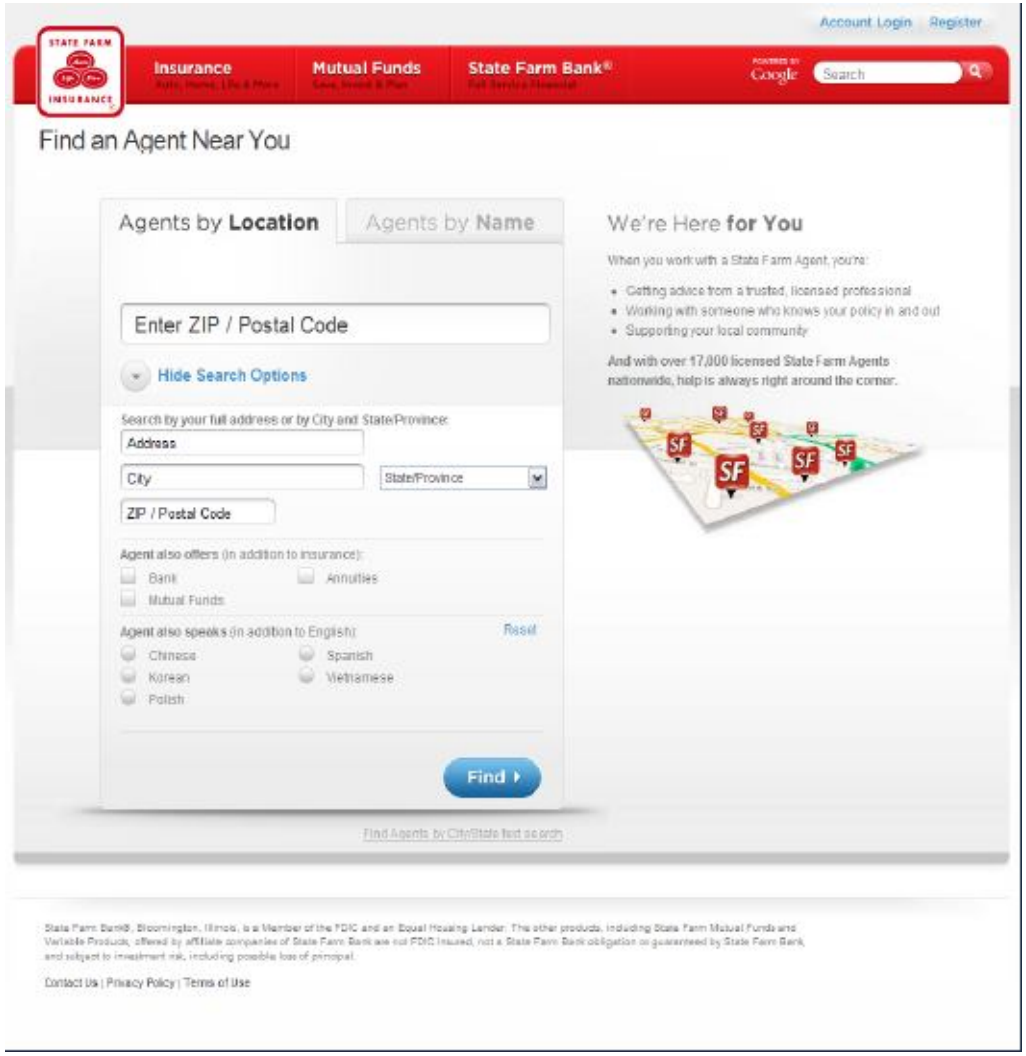


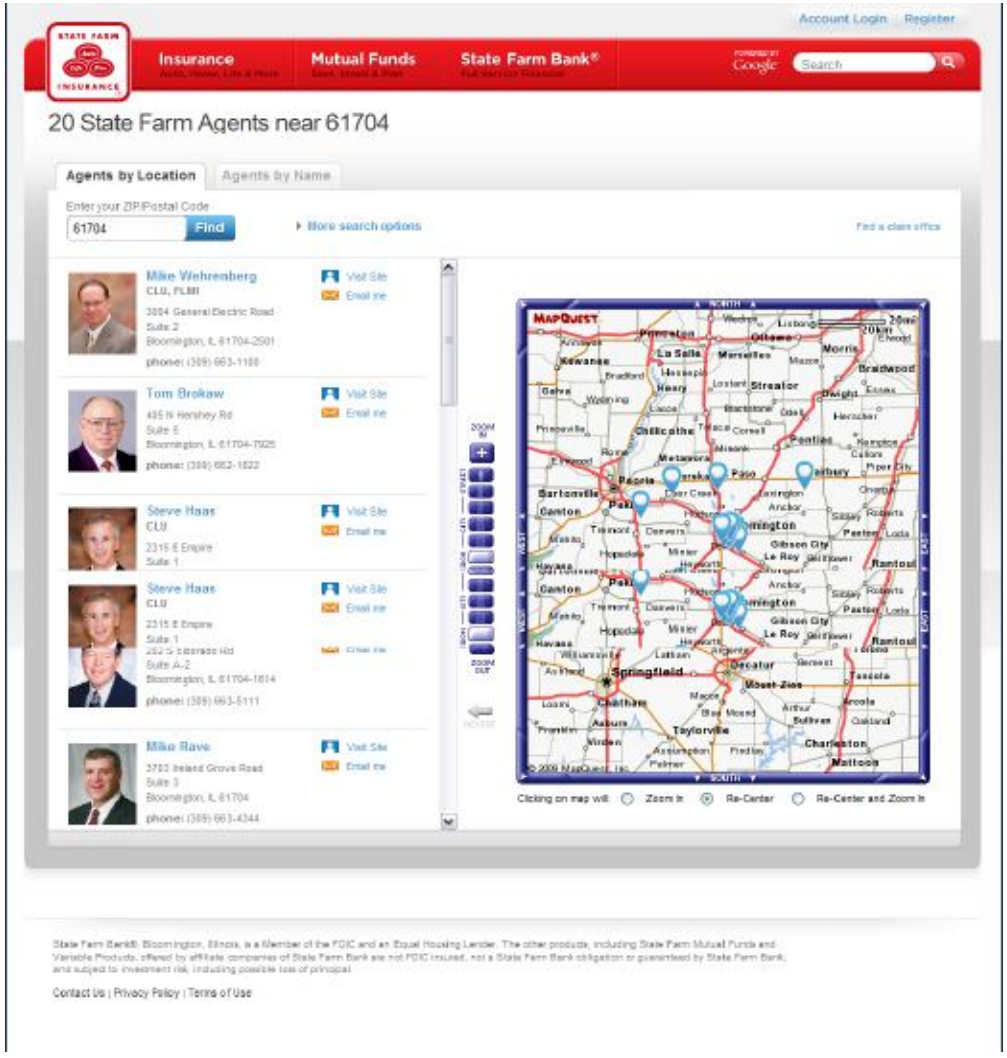
...whenever, wherever.

http://lotus2010.com

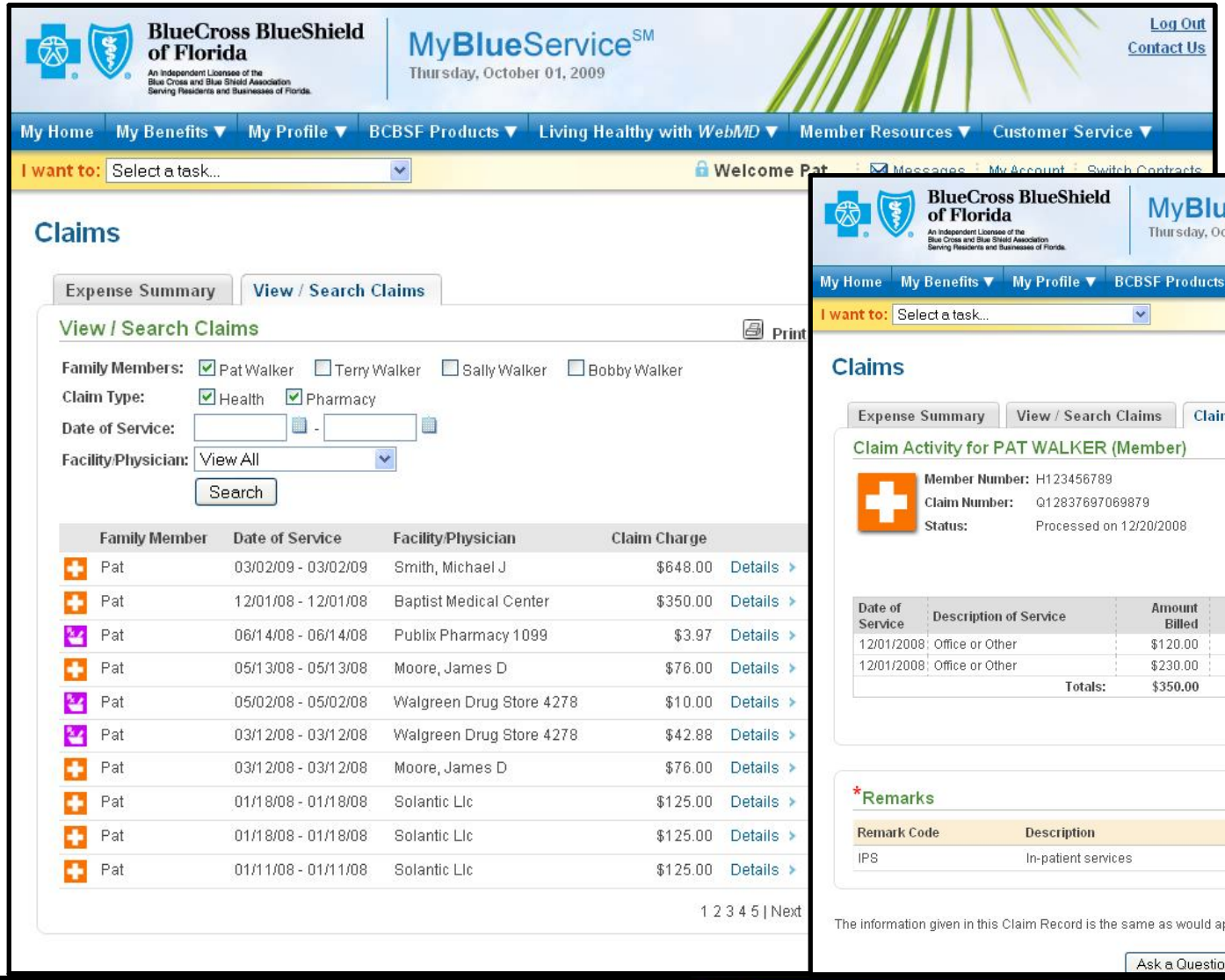
...more than just text and images.

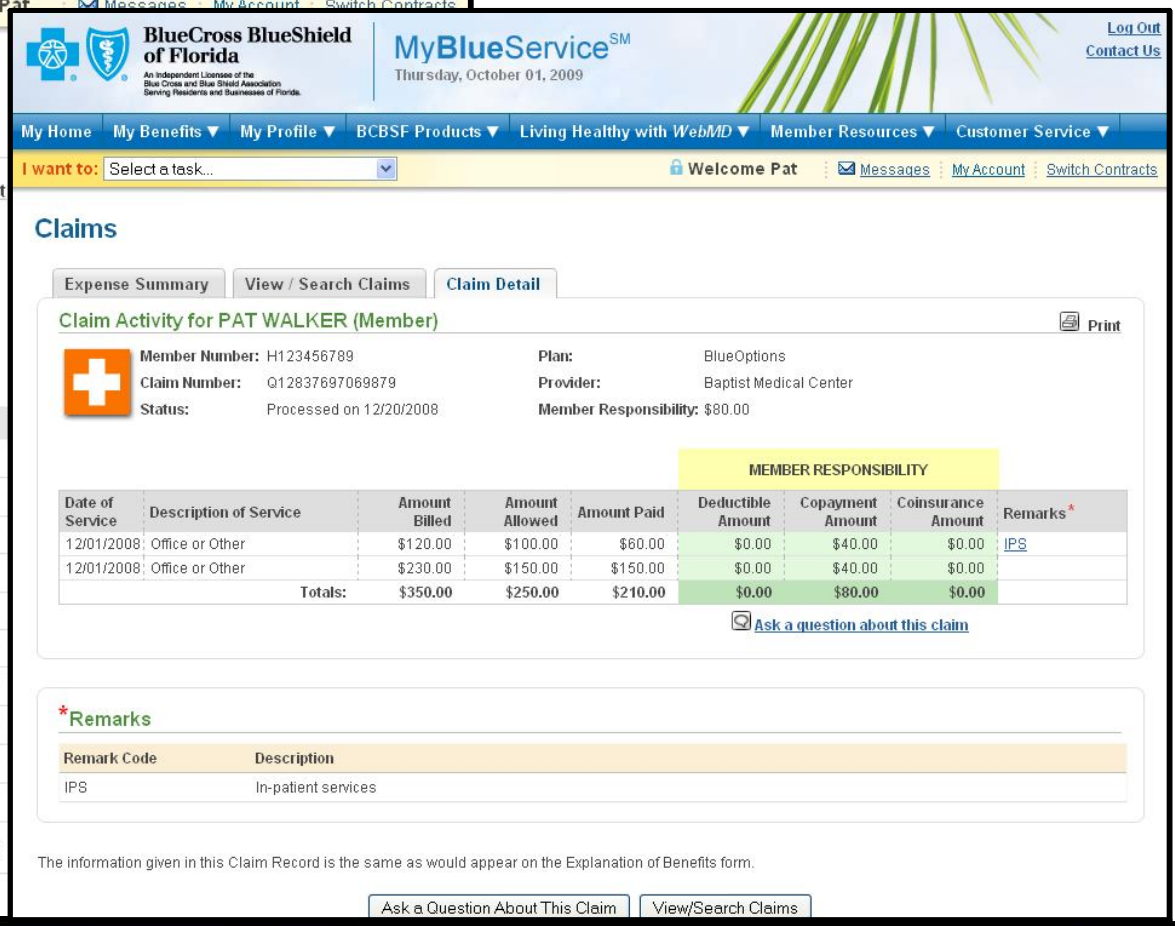
...makes it easy to find what I need.





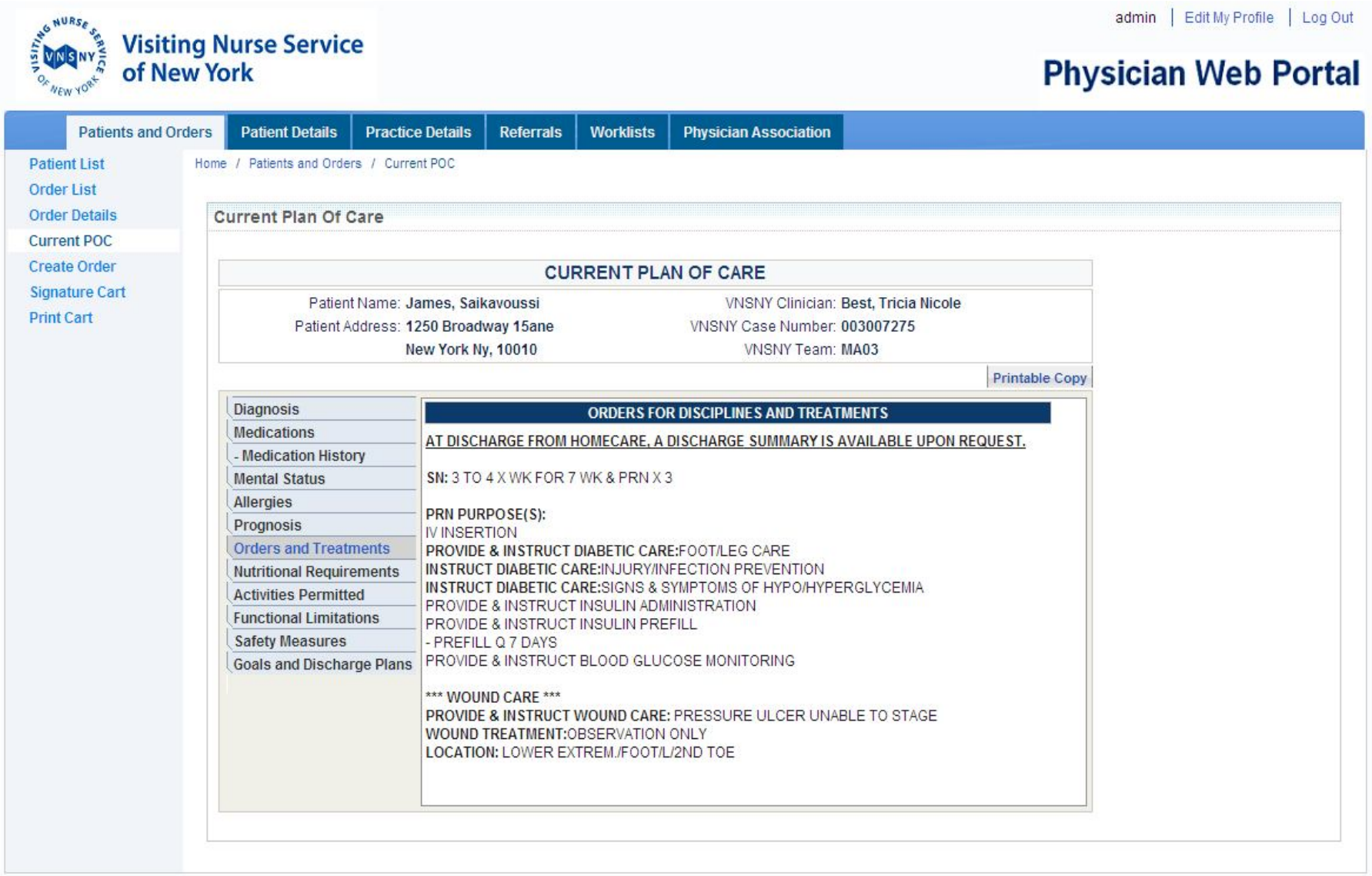
...protects my personal information.





...speaks my language.

...takes care of me.



Building blocks of exceptional web experiences

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

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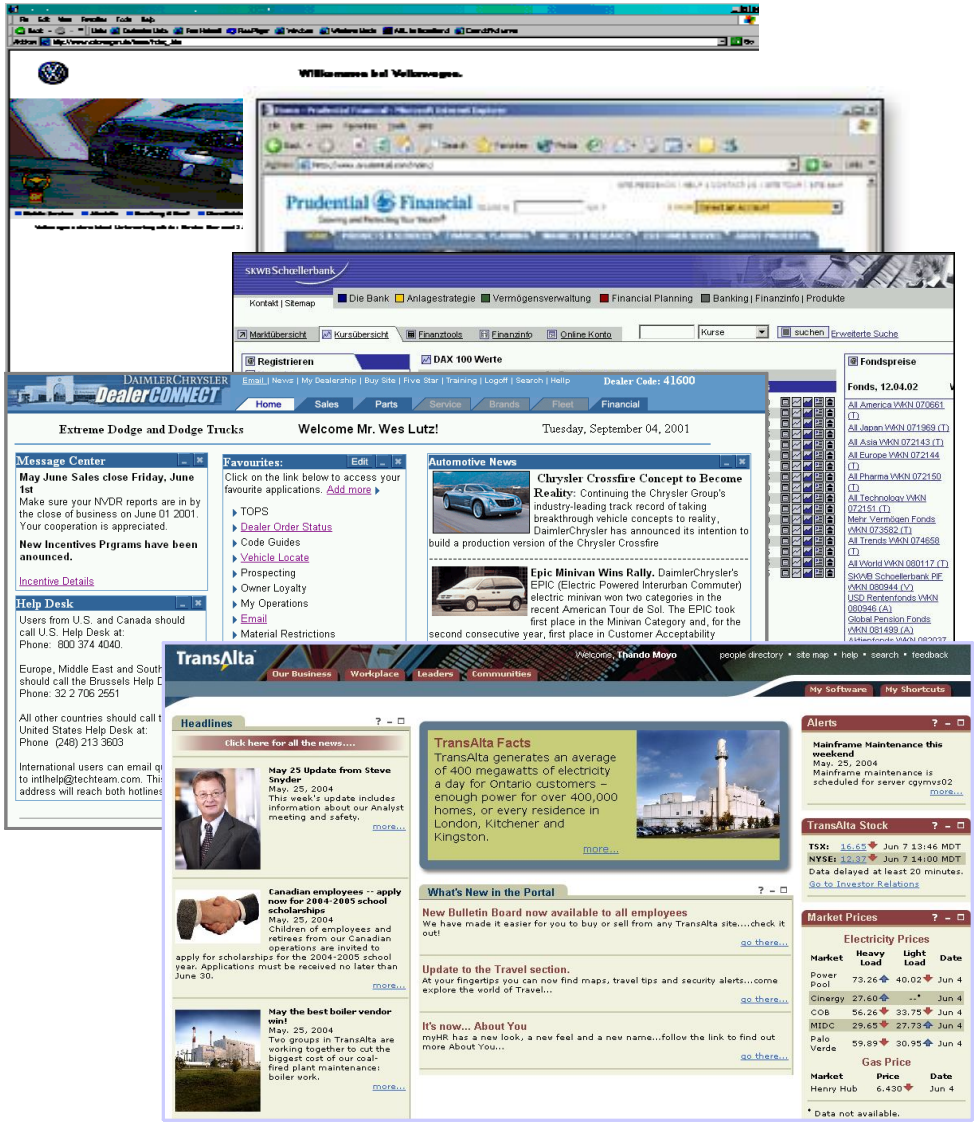
What is a Portal?

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.



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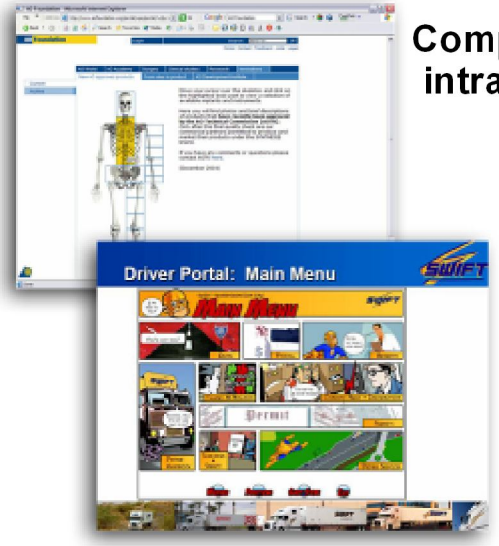
Partners

Customers

One platform...

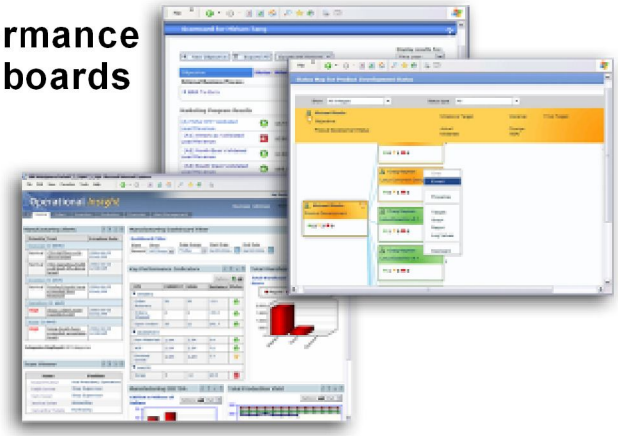
For many different composite application business needs



Company intranets

Employee & manager self-service

Performance dashboards



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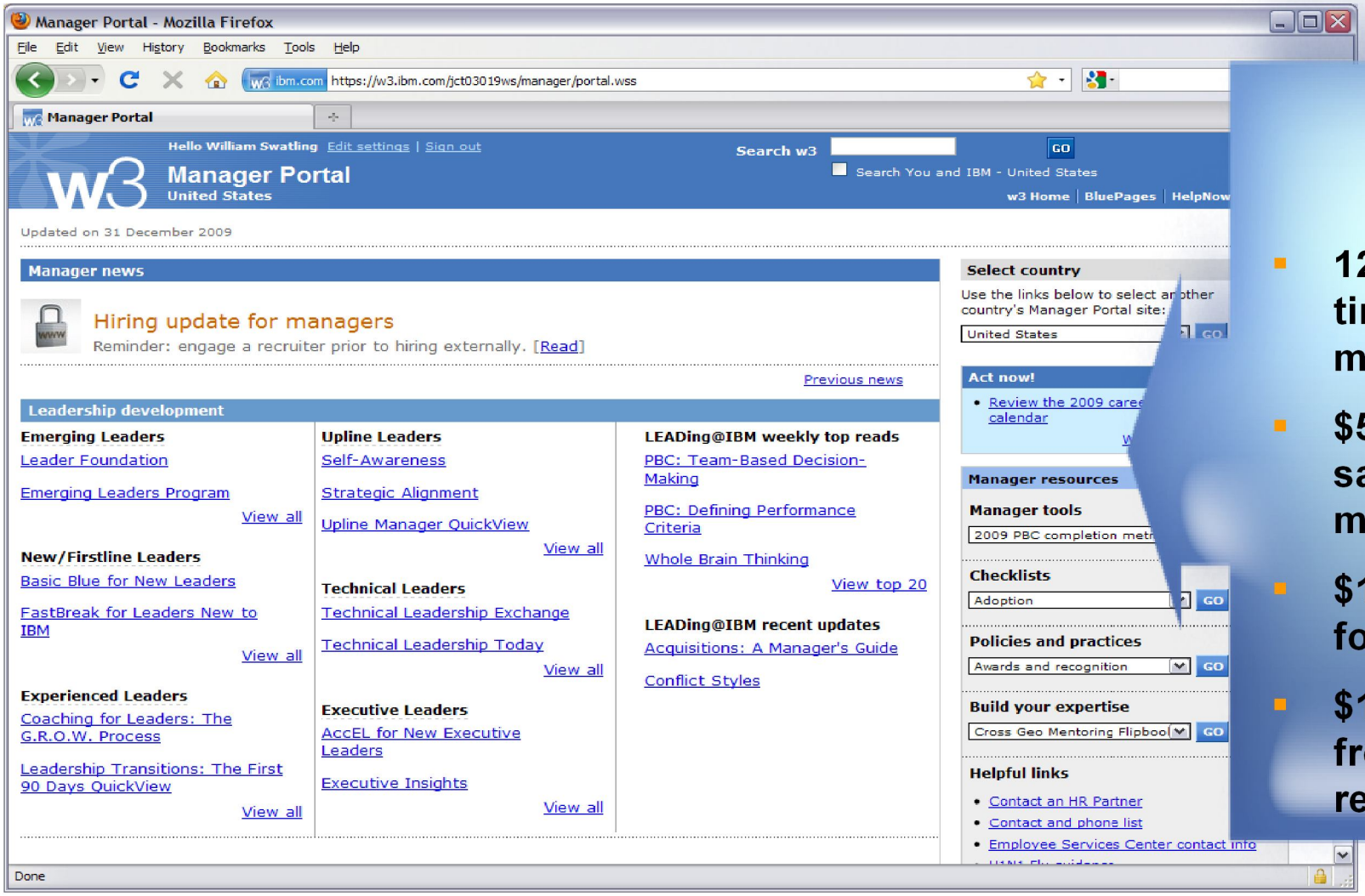
WebSphere Portal increases employee productivity



Impact

(2006 – 2008)

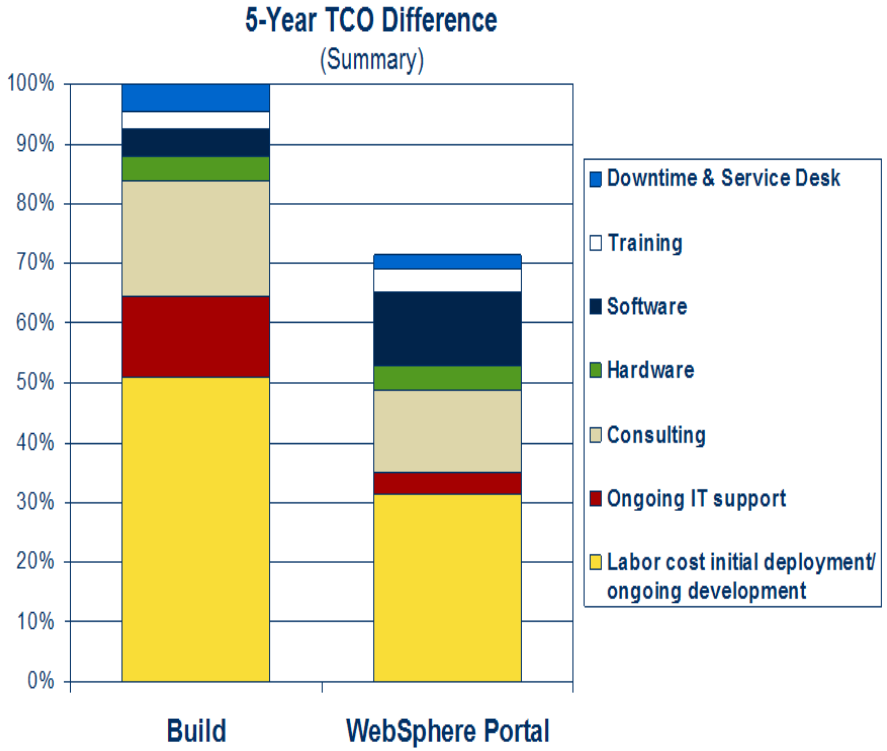
- **12 hours annual time saving per manager**
- **$571 annual savings per manager**
- **$16M total savings for all Mgrs**
- **$1.3M hard savings from website reductions**

WebSphere Portal saves you money

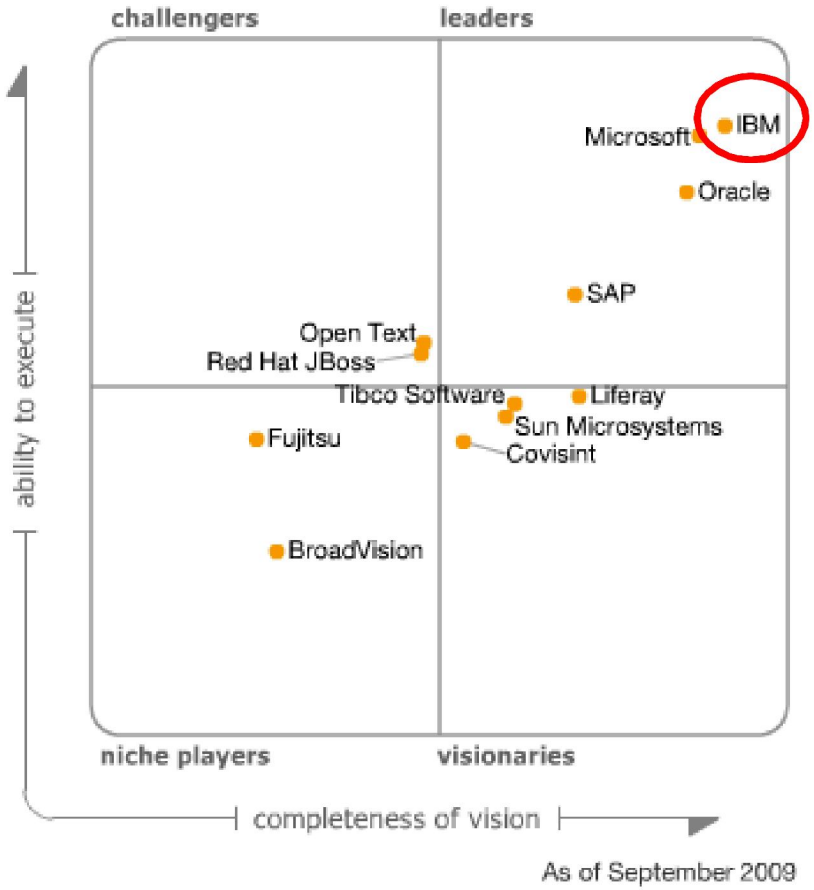
- 29% lower 5-year TCO compared to in-house developed portals
- 78% faster time to production for new applications
- 28% increase in server and application availability
- 25% user productivity increase
- 38% lower IT labor cost

IDC Analyze the Future

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

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IBM WebSphere Portal
Ready for the next 10 years

100+ Worldwide
Technology Patents
by IBM Portal Development

’01	’02	’03	’04	’05	’06	’07	’08	’09	’10

V1.1 & V2.1
IBM's Portal Platform Composite Model

V4.1
Introduced family of offerings Personalization Collaboration

V4.2 & V5.0
Deployment, Scale, Maintainability

aptrix
Web Content Management

V5.1
Virtual Portals

PureEdge
XML Forms

bowstreet
Portlet Factory

V6.0
Drag & Drop

Mashups

Accelerators
Mobile Dashboards Learning
Content Bus Process Collaboration

V6.1
Web 2.0 Support

Portal Now
Rapid Portal Deployment

V6.1.5
End-user & Portal Optimization

Industry Toolboxes
Government Healthcare Retail
Banking Insurance Telecom

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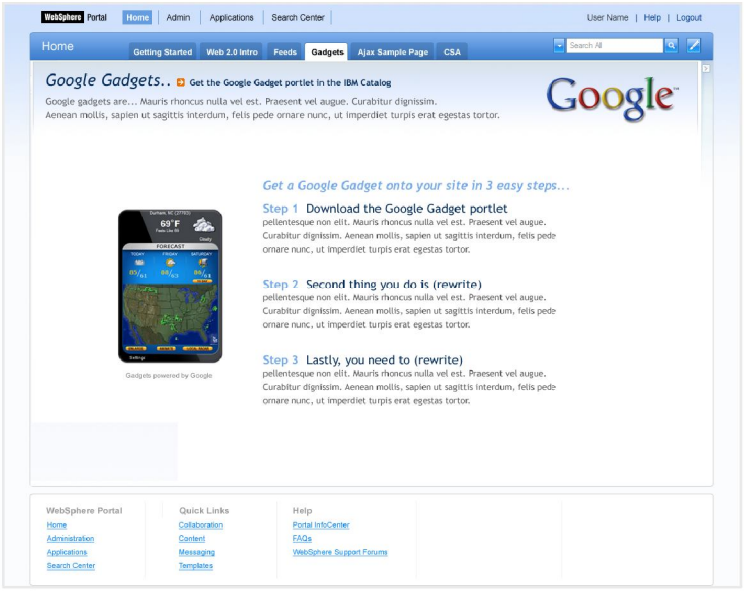
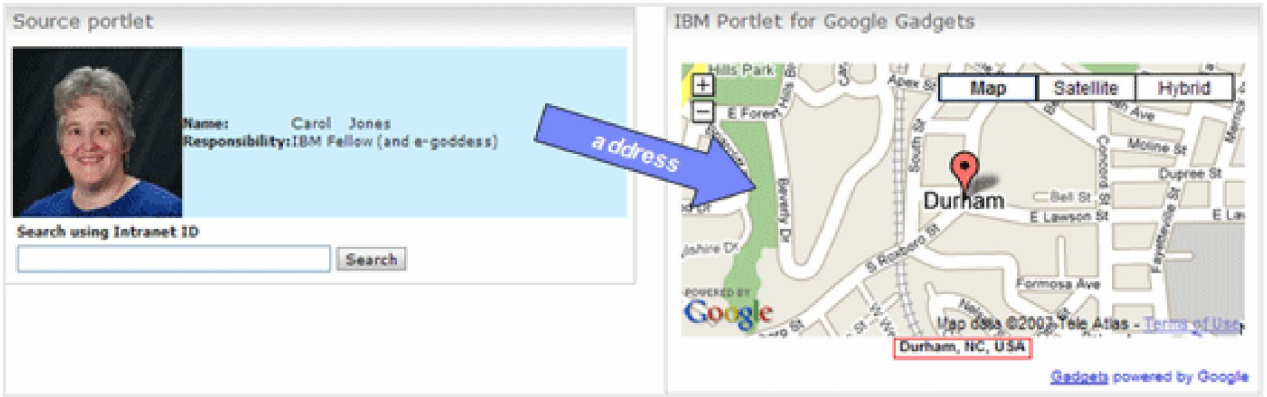
Exceed user expectations



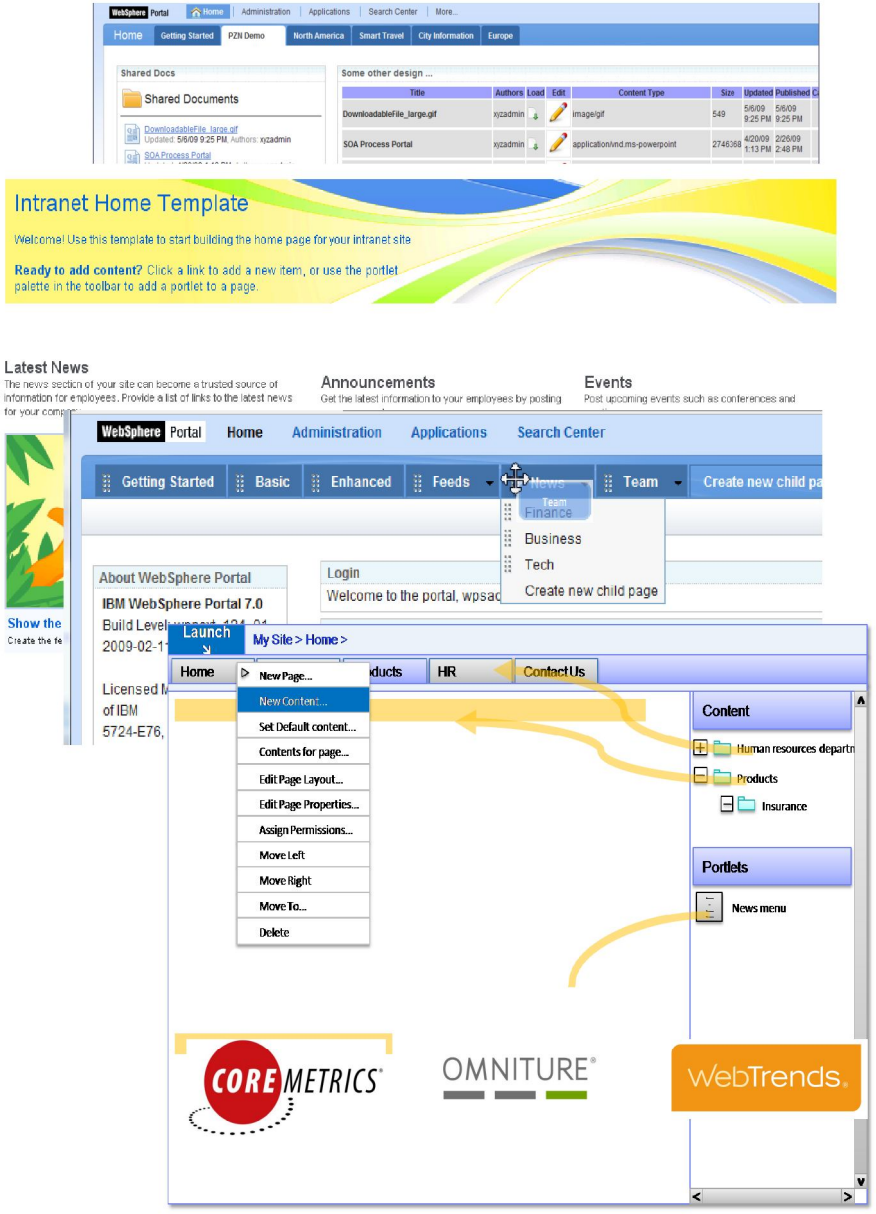
Easily incorporate Google Gadgets into Portal applications:

- 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



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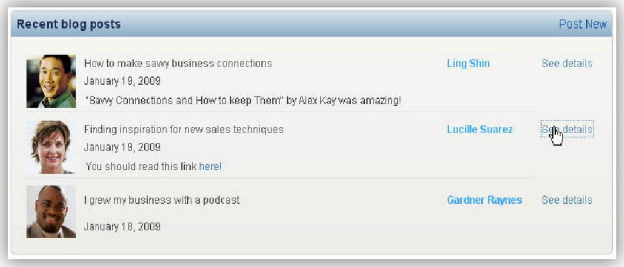
Users expect modern online experiences

Web 2.0 + Collaboration + Social Tools + Mobile

Instant Messaging

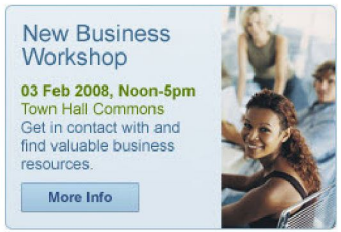
Blogs



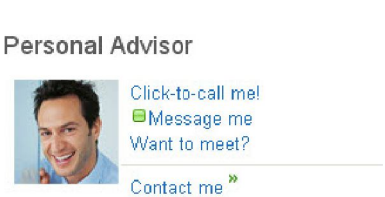
Social Bookmarks

Active Tags

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

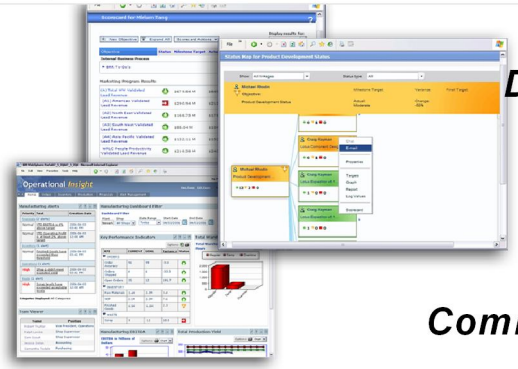


Education



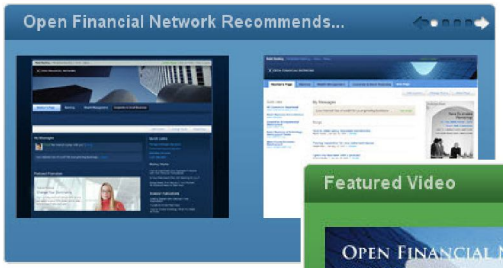
Experts

User Ratings



Dashboards

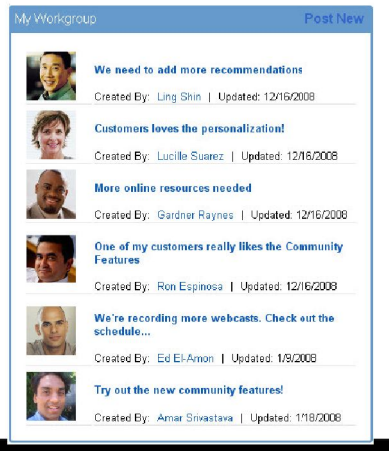
Communities



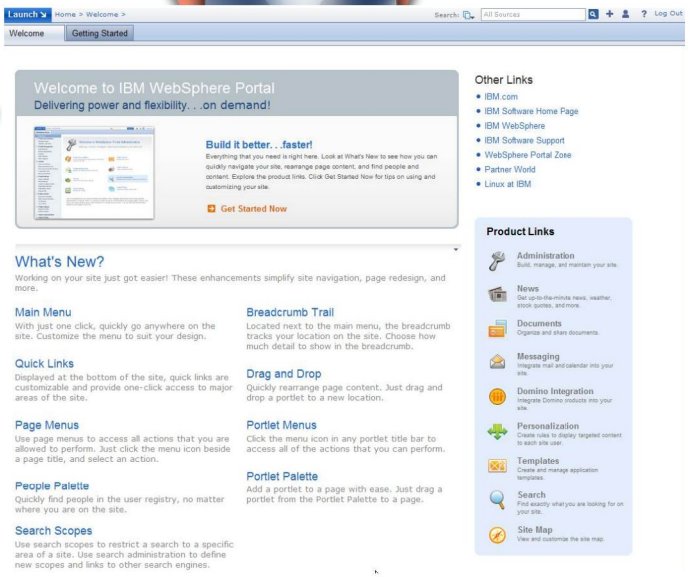
Video

Social Networking

Personalized Content



- Hide complexity
- Consolidation
- Cost avoidance
- Application reuse



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

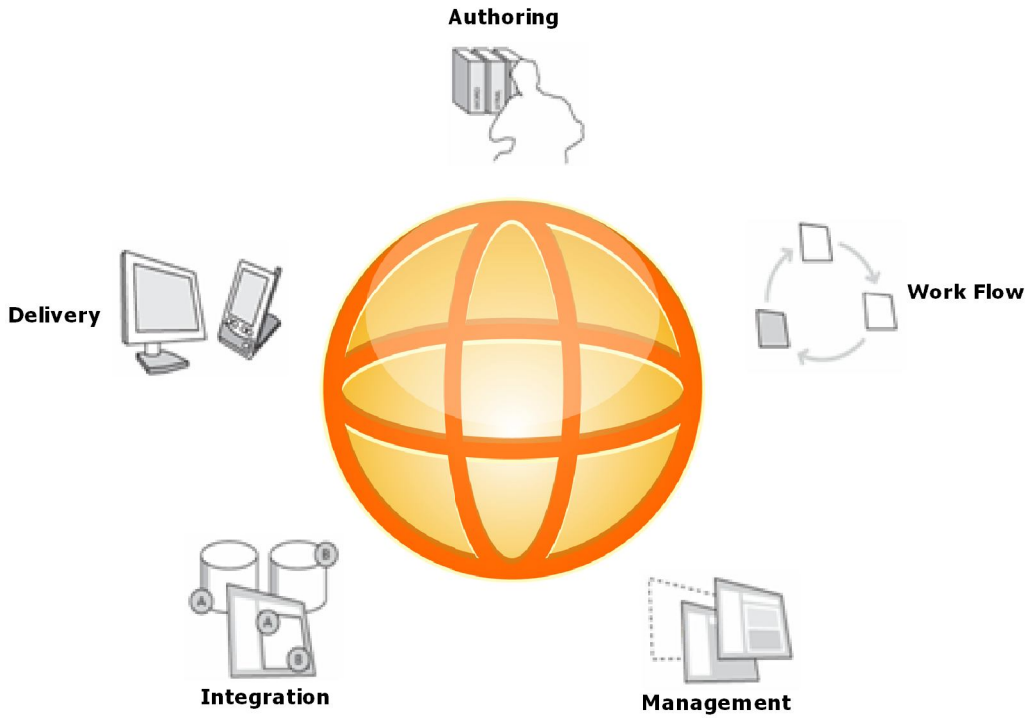
IBM Accelerators for WebSphere Portal

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

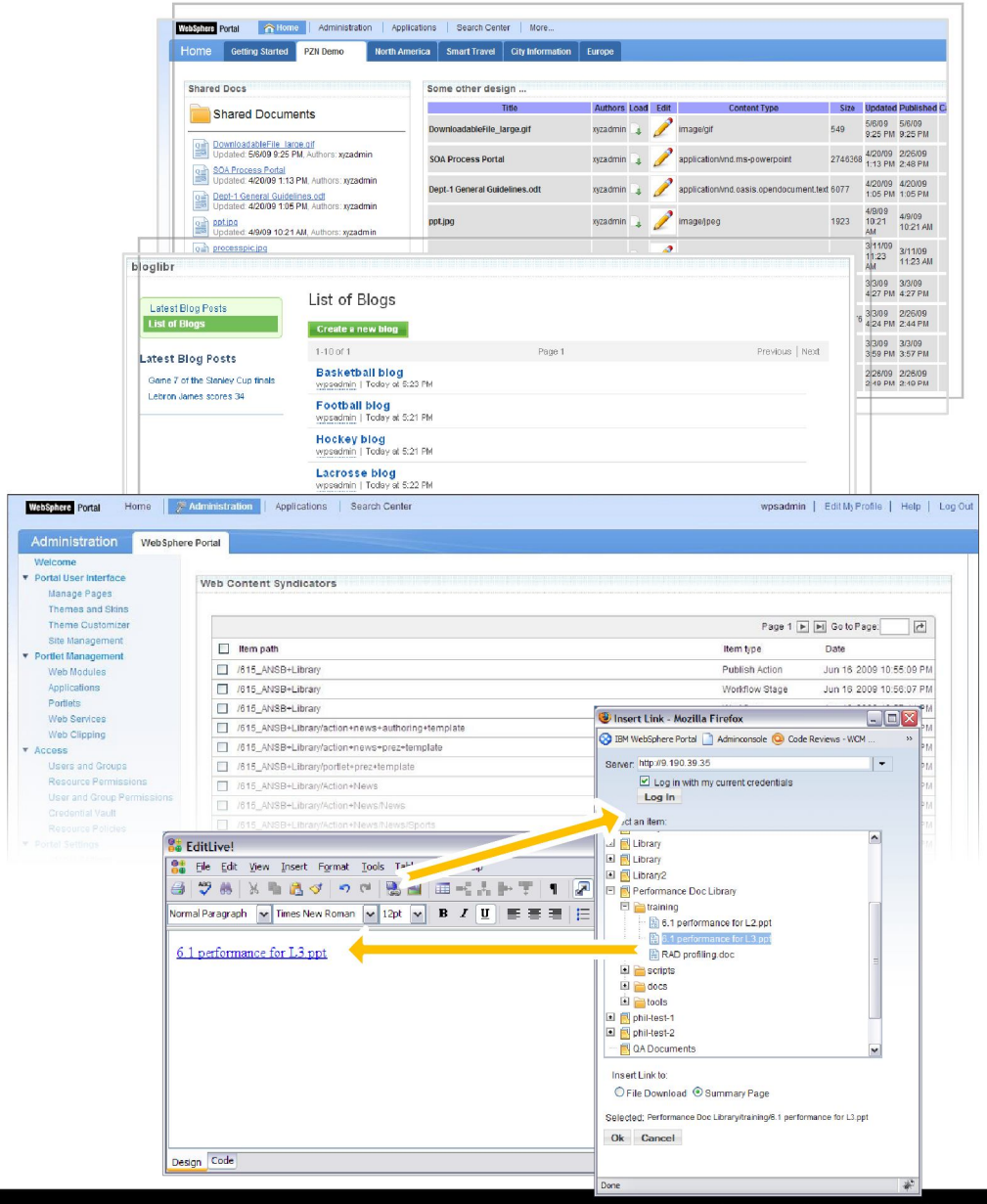


Web Content Management + **Collaborative Document Management** + **Enterprise Search**

CREATED WITH LOTUS® SYMPHONY™

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



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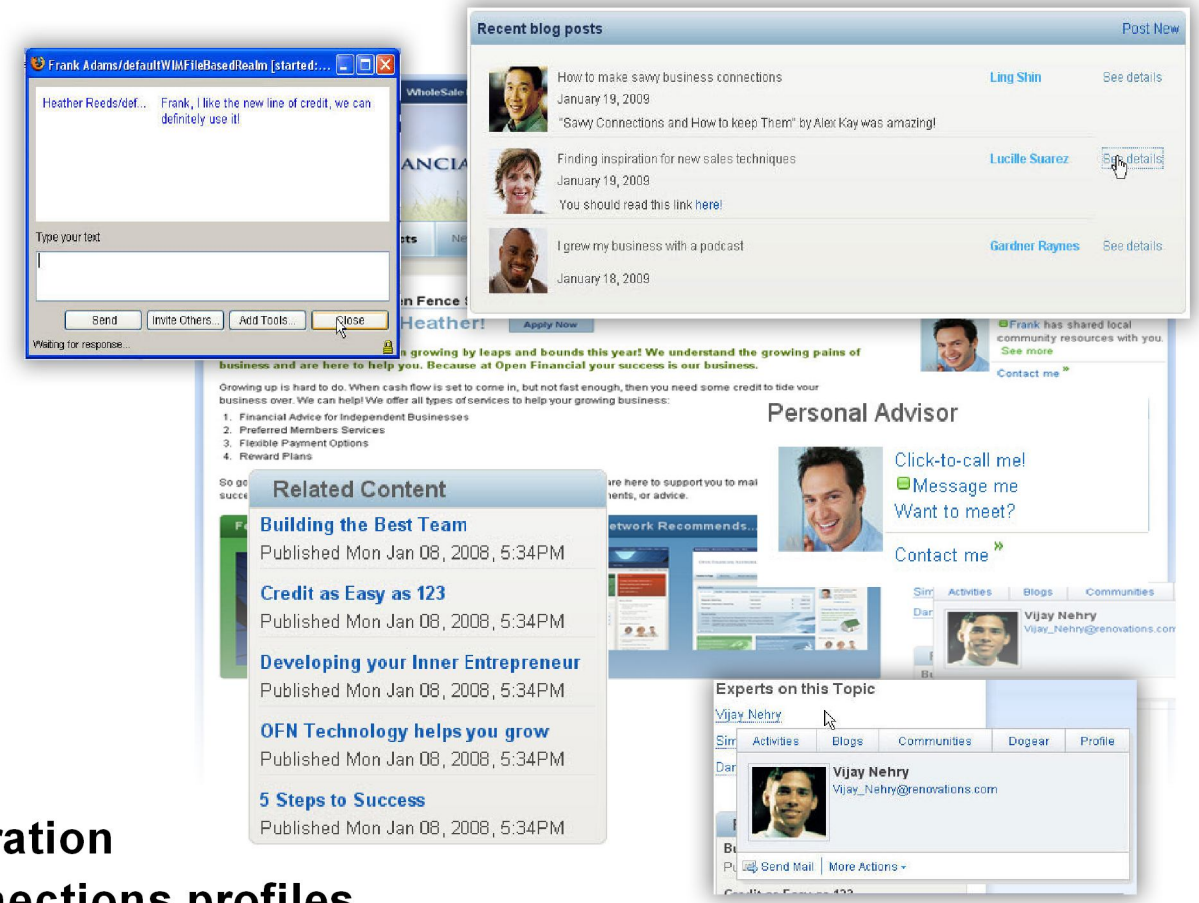
Web Content Management

- 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

IBM Collaboration Accelerator

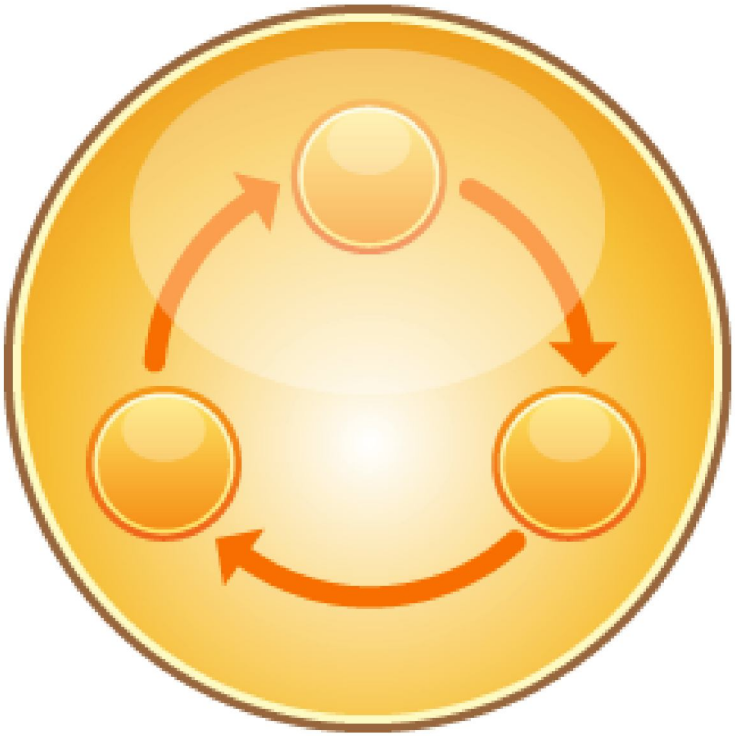
Personalized Web 2.0 Collaboration & Social Networking

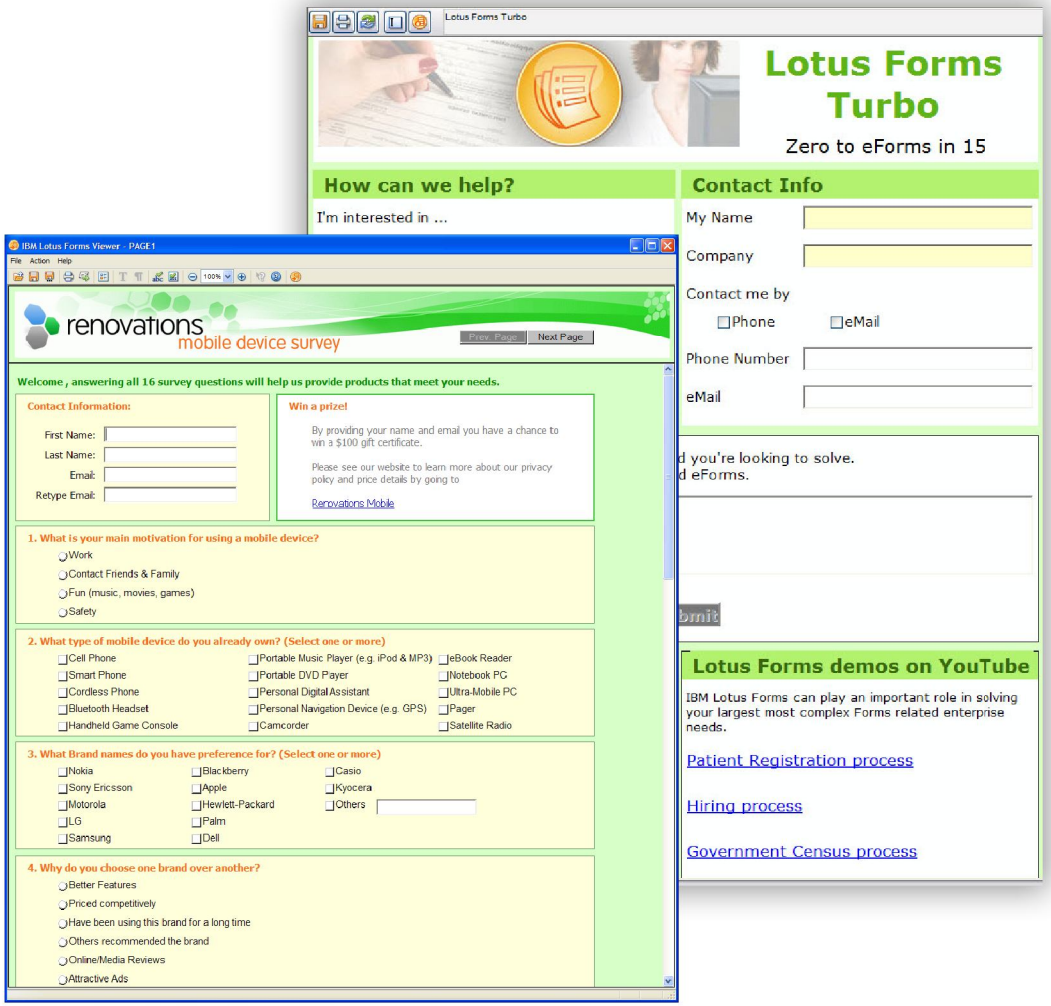


- **Content tagging and rating**
- **Lotus Connections Profile integration**
- **Person search using Lotus Connections profiles**
- **Rich Lotus Quickr library integration**
- **Integrated search across WebSphere Portal, Lotus Connections, and Lotus Quickr**
- **Lotus Connections communities as Portal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

IBM Business Process Accelerator - What's New

eForms & Workflow Process Automation



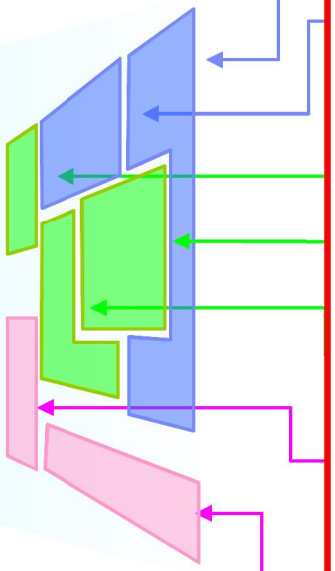


- **Rich sample forms catalog**
- **Advanced digital signatures**
- **New universal task list**
- **Mashups integration via iWidget**
- **Zero footprint Web 2.0 solution – Lotus Forms Turbo**

IBM Mobile Portal Accelerator: Extending Portal to Mobile Devices

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

Integration
"at the glass"



Intelligent Content Adaptation

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

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

Extend to "Mobile Devices"

- IT Perspective - Device Independent Authoring of content

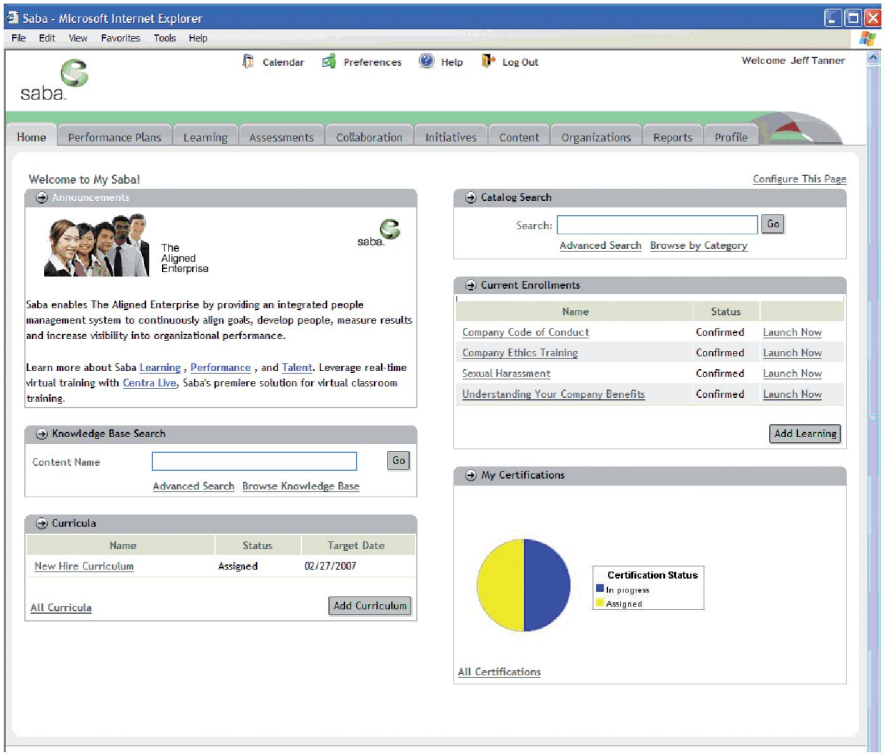
IBM Dashboard Accelerator

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

IBM Learning Accelerator

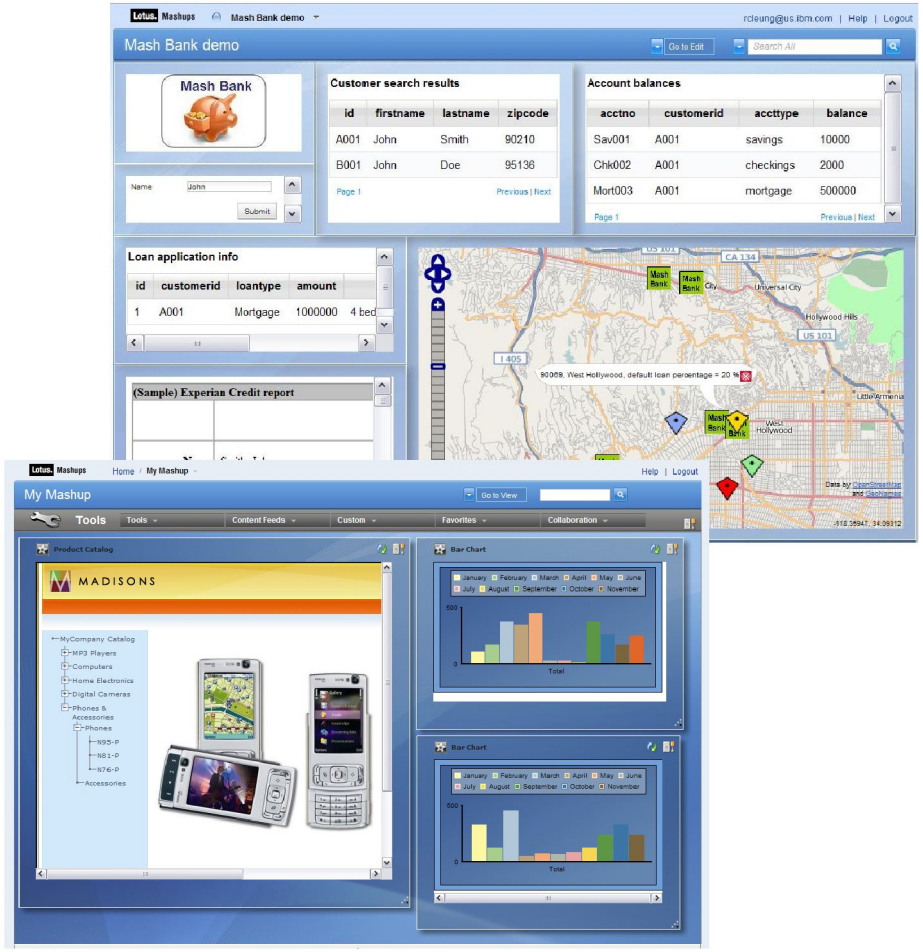
Personalized "Just-in-Time" Online Learning



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

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**

Industry emphasis for WebSphere Portal

Government
Banking
Healthcare
Retail
Insurance
Telco
Other

Needs of the Business

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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.

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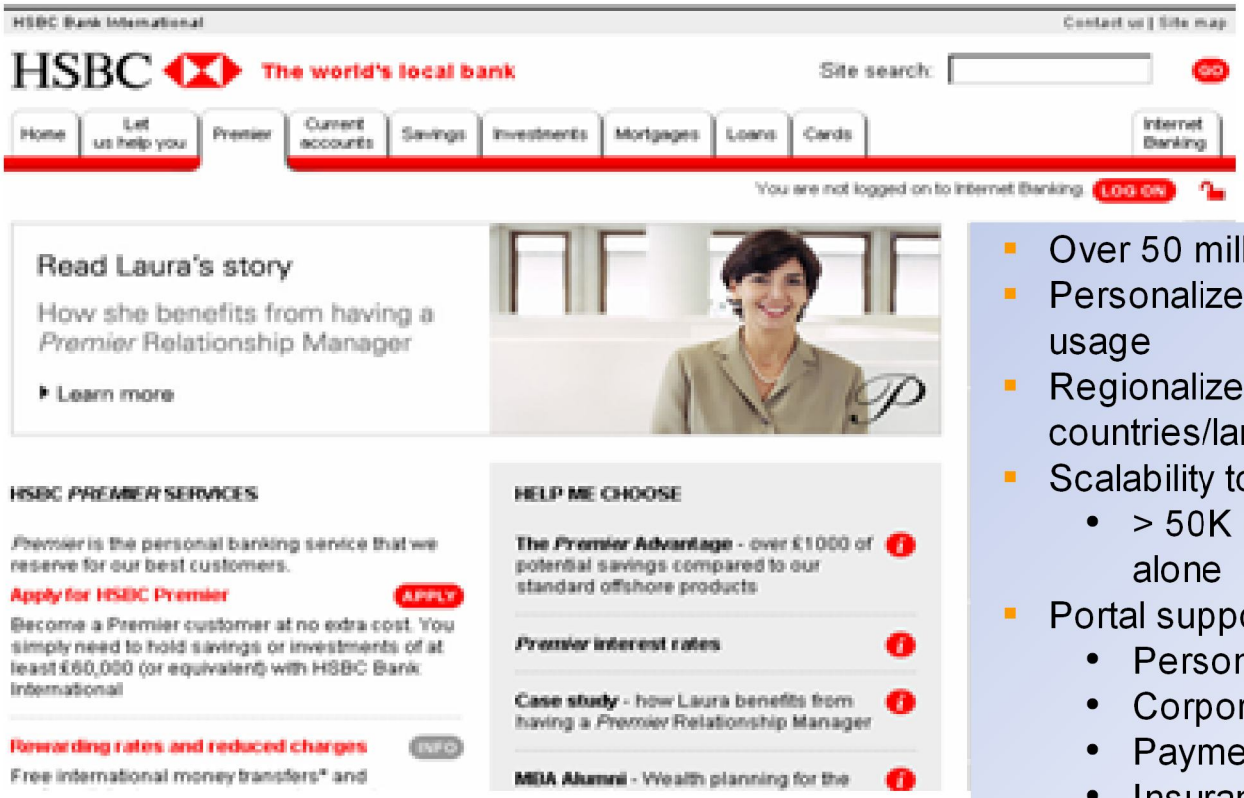
HSBC – Global Customer Service

- running the brand on WebSphere Portal



One HSBC

- 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

HSBC
The world's local bank

Four identical offers, test-marketed

Portal click-through tracking gave real-time data

HSBC can go to market with best offer

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

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

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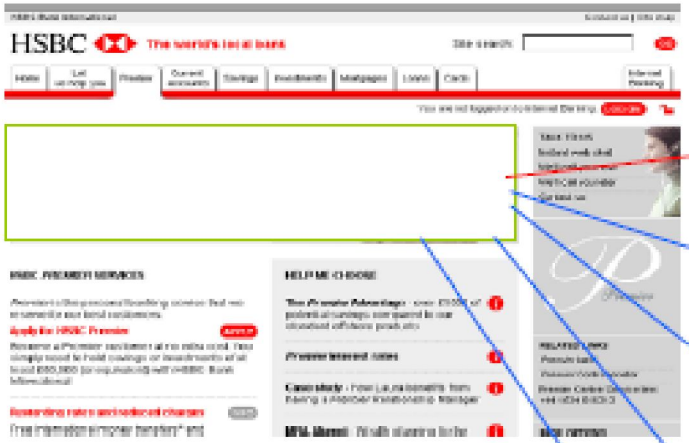
HSBC: Crafting an Exceptional User Experience



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*

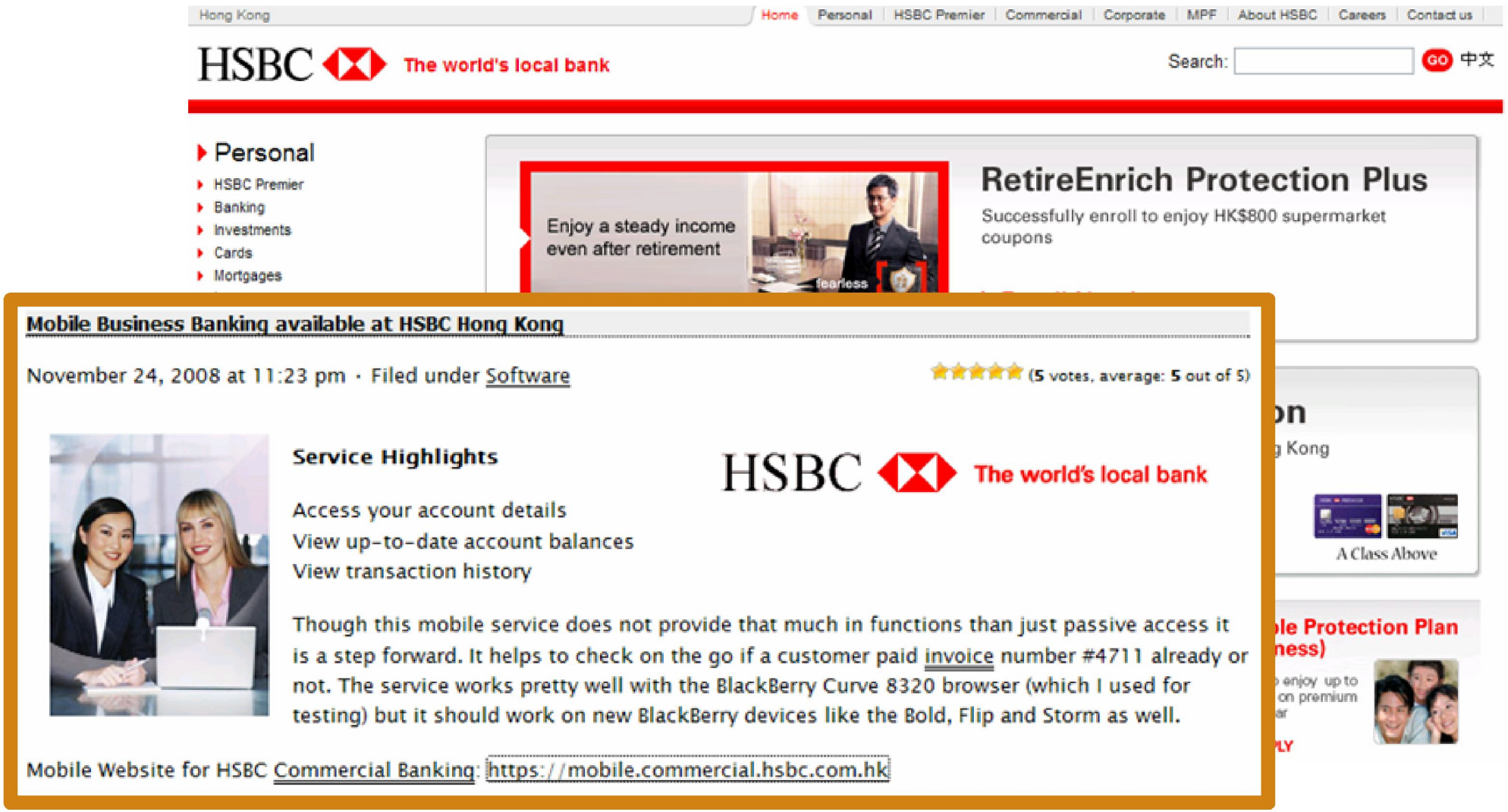
Mr Hicks,
if you upgrade to *Premier*
you'll benefit from the advice and insight of your own Relationship Manager
▸ Learn more about *Premier*

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

HSBC Hong Kong – Bringing mobility to banking



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

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IBM

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

BVA Components

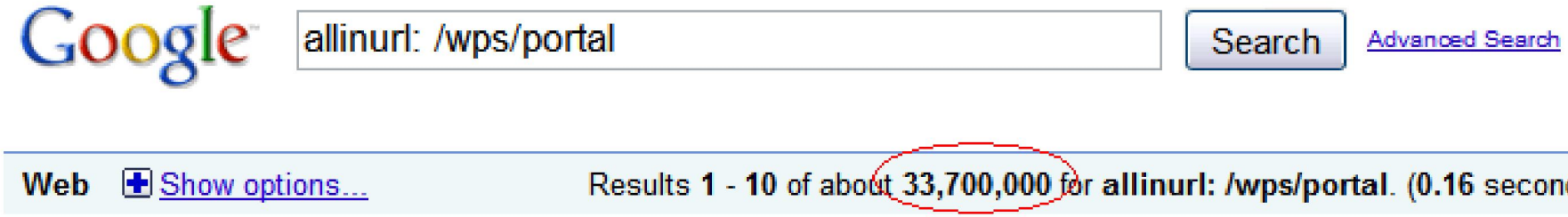
Value Alignment — *"What could we or should we do with a portal?"*

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.



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