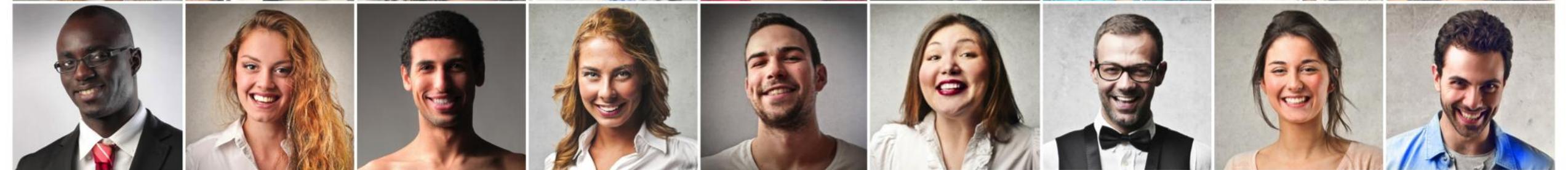
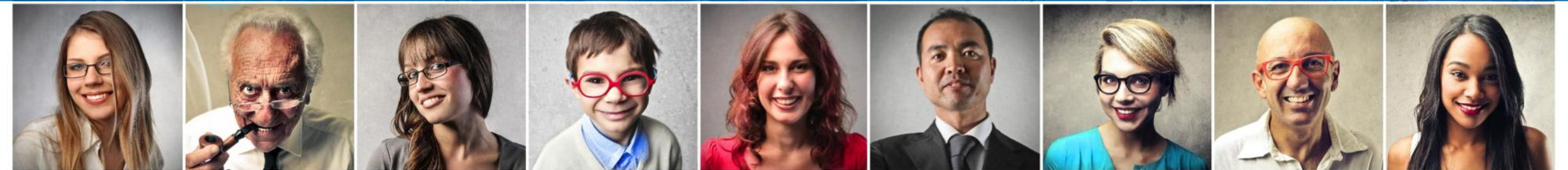
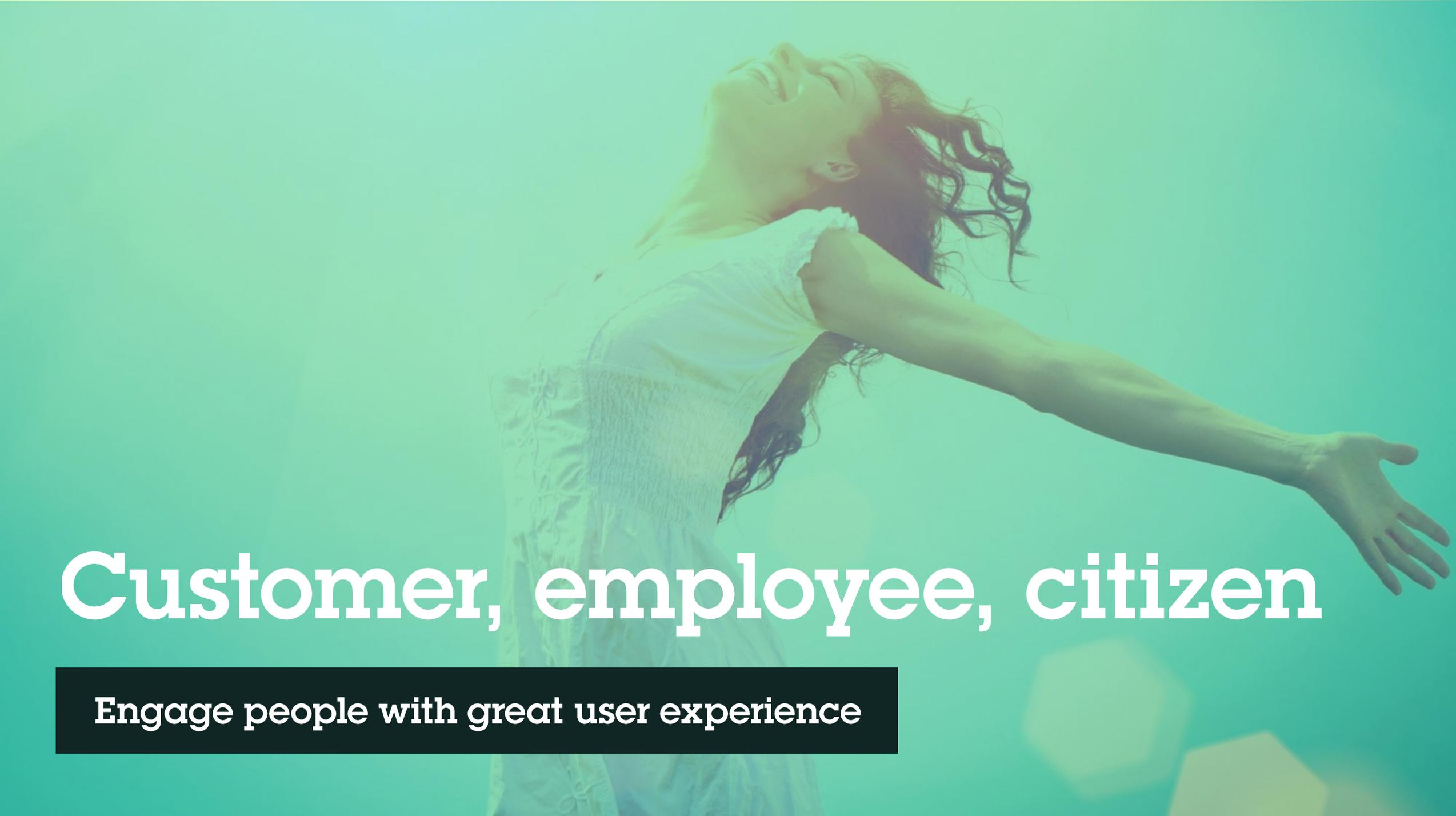




# IBM Digital Experience

Accelerating Speed-to-Market and Reducing Cost





# Customer, employee, citizen

Engage people with great user experience

# People interact with organizations in a variety of roles at various times

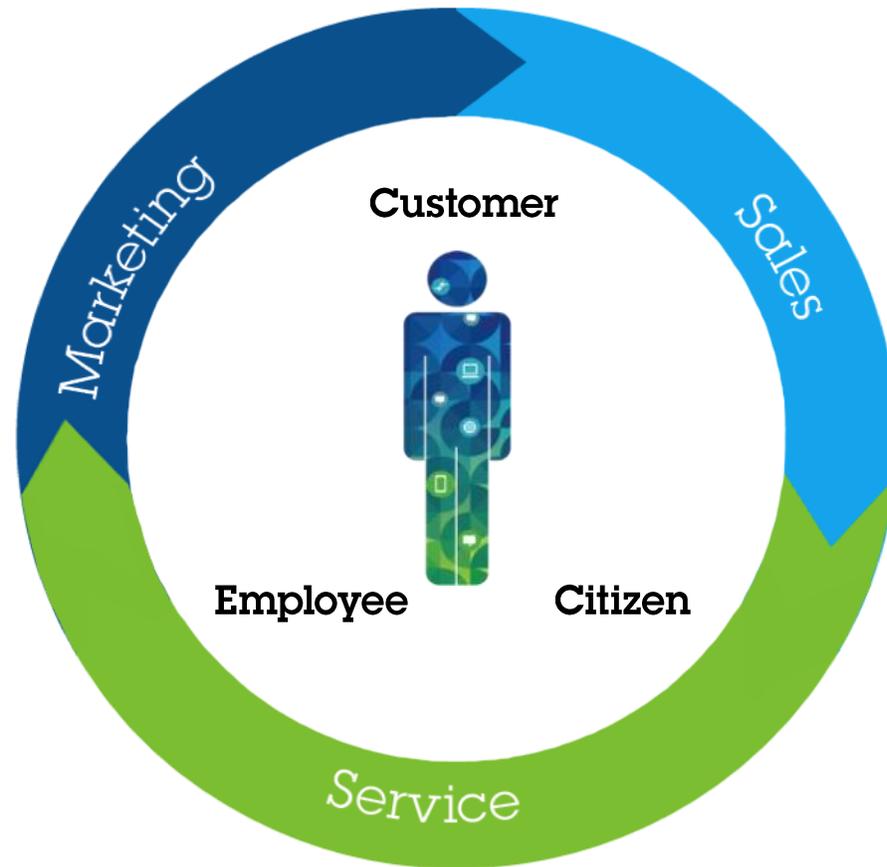
**Customer**



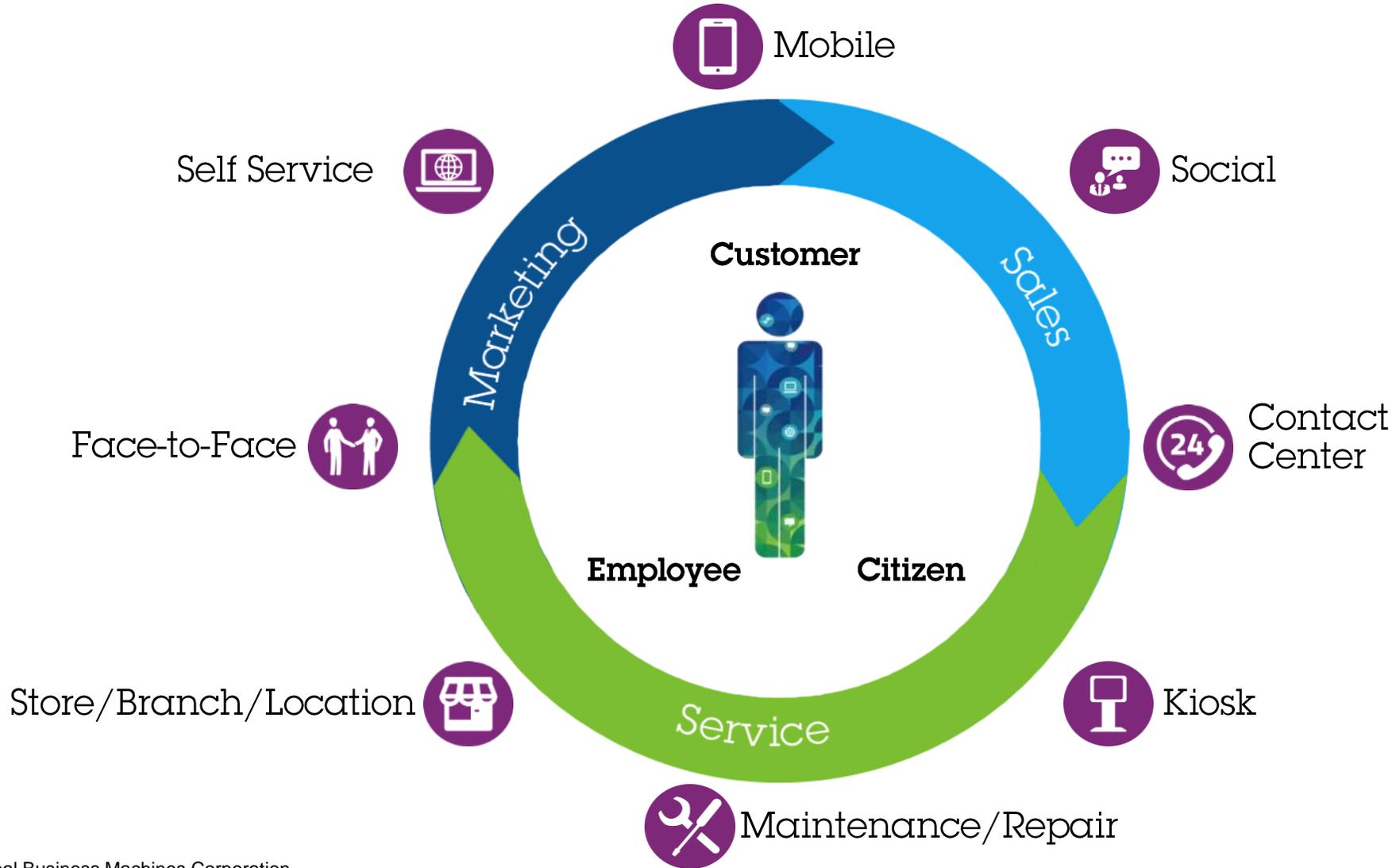
**Employee**

**Citizen**

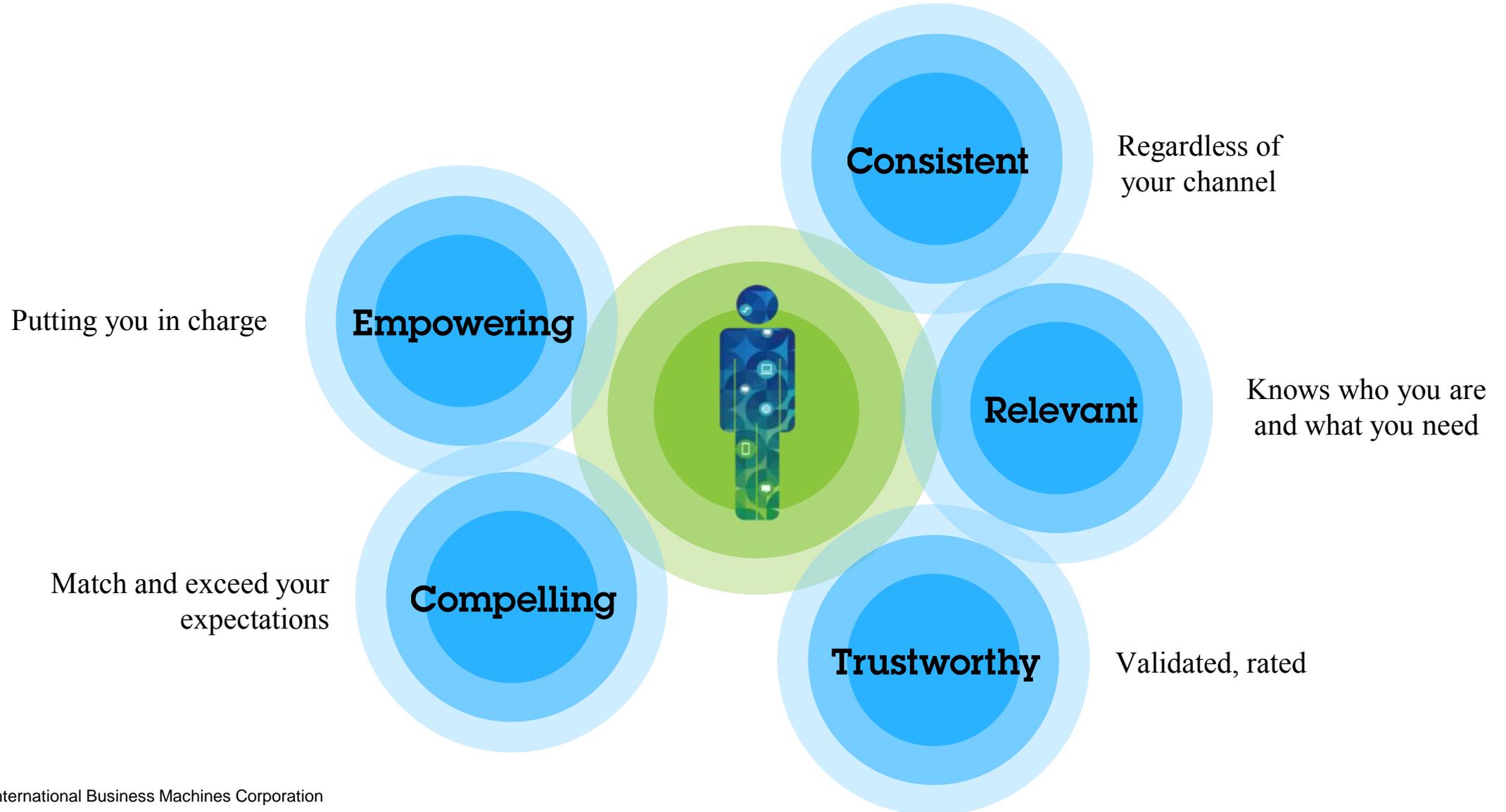
Those interactions happen throughout the lifecycle of a person's engagement with the organization...



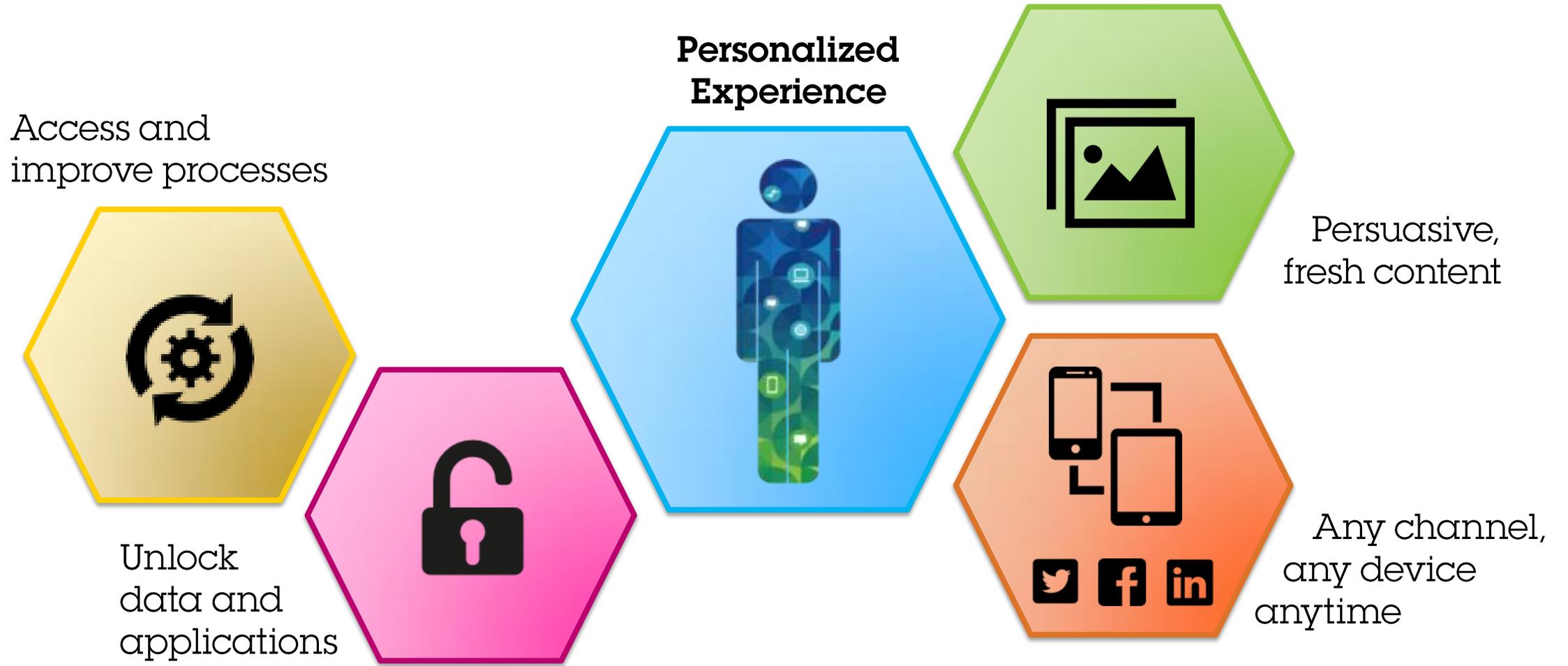
# ...and span many channels



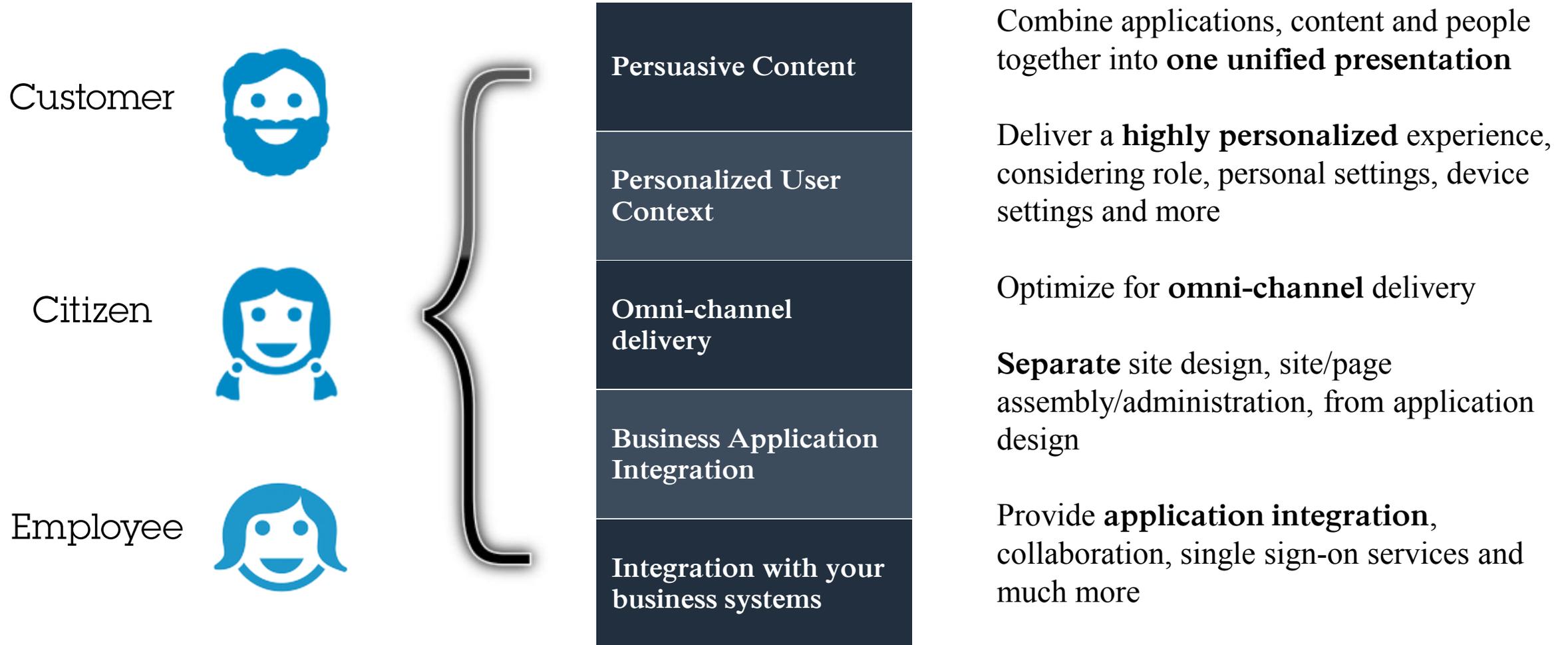
# What marks exceptional interactions?

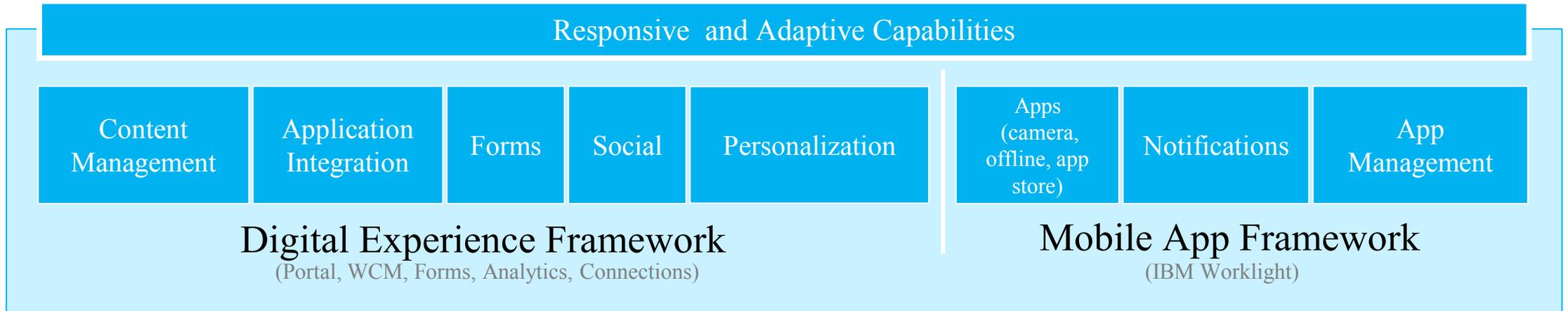
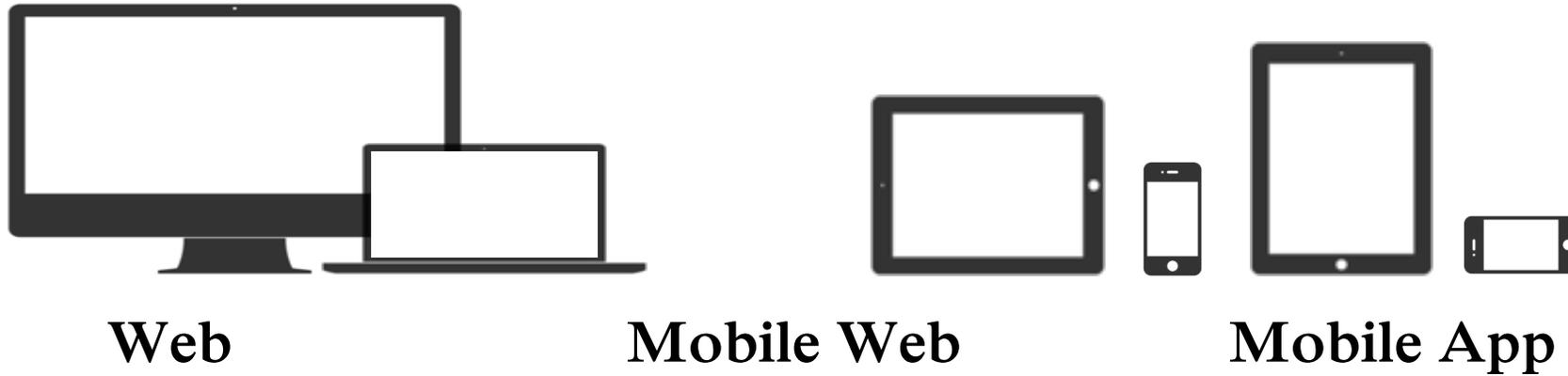


# IBM Digital Experience Platform



# IBM Digital Experience delivers complete user experiences in one unified platform





**Applications & Data**

# Analyst view of IBM Digital Experience

Figure 1. Magic Quadrant for Horizontal Portals



Source: Gartner (October 2014)

# Digital Experiences have many forms

## Content Delivery

Product & Service Content  
Marketing Content  
Social Content

## Self Service Delivery

Online Product & Service Delivery  
Self-service problem resolution

## Account Management

Registration & profile management  
Bill Presentment & Payment  
Loyalty Programs

## Customer Contact Support

Franchise, store, distributor & branch support  
Contact Center support



Cars.com



Bharti Airtel



Bank of Montreal



Slumberland



Performance Bike



Prudential Financial



Children's Medical Center Dallas



Florida Blue

# The results of focusing on Systems of Engagement that provide Exceptional Digital Experience

**Faster time to market**

Rapid turnaround of web content and new applications

**Increased operational efficiency**

More self-service and less training

**Improved win rates**

Consistent and compelling user experience

**Increased customer satisfaction**

Seamless user experience from sales to service

# An integrated brand portfolio approach

## Customer Experience Suite

Delight customers and partners, increase revenue and satisfaction

## Employee Experience Suite

Empower employees and improve business efficiency

*Packages...*

Portal Forms Web Content Management Collaboration Mobile

*Work with...*

Commerce Social ECM Analytics EMM Business Process Management

**WCM & Commerce**

**Reduced Call Costs**

USED COMMERCE TO INCREASE CUSTOMER SIGNINGS

BROADENED REACH WITH MOBILE, MULTI-LINGUAL & SUPPORT FOR ADA

save \$60

Southern California Edison's Customer Service

**WCM & Mobile**

**237% Sales 1 year**

Pacific Life - "PRIME" Agent & Financial Advisor

**WCM & Social**

**Increased Sales**

"OZONE" Social Sales Dashboard

**WCM & WebSphere**

**140K updates per day**

Premier Sporting Events Dynamic Content (Softlayer)

**WCM & Portal**

**6.5m Global Page views**

UPSers.com Global Intranet

**WCM & Commerce**

**20% Close Rate**

Performance Bicycle boosts conversion with an online learning center

Up to 20% higher conversion from the learning center compared to other referrers

Amazon Facebook Learning Center

# Options for accessing IBM Digital Experience software

**On-premises deployment**

- **Customer Experience Suite**
- **Employee Experience Suite**
- **& others**

**Private cloud  
& IaaS cloud**

- **Pure Application System**
- **Digital Experience Patterns**
- **Softlayer Infrastructure-as-a-Service**



# Introducing IBM Digital Experience on Cloud

Market-leading Digital Experience Platform

Managed and hosted by IBM on our blazing-fast, private, secure and dependable cloud

Get to market quickly, scale as you grow and focus on creating a great digital experience, not running one

IBM Digital Experience focus on engagement with people

User experience first

Ready for prime time

Simple and powerful