



Social Portal 을 이끈다

– IBM WebSphere Portal

ByungWook Ahn & KyuBong Lee
IBM Collaboration Solutions

Business Gets Social 2012

IBM Software Roadshow

ibm.com/socialbusiness/events





궁금한 점이 있으세요?

즉석에서 답변도 들으시고 푸짐한 선물도 받으세요!

편리하신 방법으로 질문하시면 됩니다!

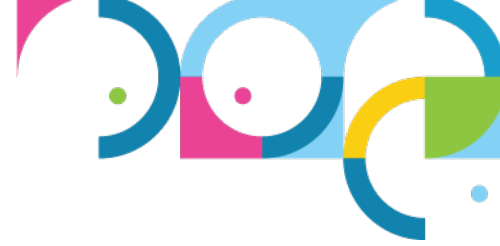
1. 문자 메시지로 : **010-4995-8178**

2. 트위터로: twitter.com에서 트윗으로 질문 입력하신 뒤
해시코드 **#소셜비즈13** 삽입
예) 방금 말씀하신 고객사례에 적용된 솔루션은
무엇인가요? **#소셜비즈13**

3. LotusLive로:


www.lotuslive.com 접속후 미팅ID **138-447** 입력, 질문은
우측하단 대화창 이용





Social Portal 해야 한다 .
지금 !!!



A large brown bear stands on its hind legs on the left side of the frame, leaning against a white birch tree trunk. It is looking towards the right. In the lower right foreground, two children are sitting on the ground. The child on the left is wearing a red jacket and a white beanie, and the child on the right is wearing a blue jacket and a blue beanie. They are both looking towards the bear. Between them is a red metal wire cage. The background consists of several white birch trees and a field of dry, yellowish grass. The lighting is bright, suggesting a sunny day.

Give people the
right tools & info



Social Portal, 과연 무엇인가 ?



Social Portal 이란 ?

seamlessly and contextually integrates people and social content

The Hub

Home News Working at AMP Systems Resources Team sites

News AMP news My news feed Refresh

Media library Videos Podcasts

AMP annual report released 5:25 min
The 2009 annual report and shareholder review were released today to the ASX.

Innov8 - What's the big idea? 2:00 min
Innov8 video intro tour - how to submit your big idea for Product Manufacturing.

Advice 2010 & One Sumner

Shortcuts

- Leave and pay (PHEM)
- Internal job vacancies
- Courses and performance (Perform)
- Start a project
- AMP daily news brief
- Pay calendar
- Health clubs
- Public holiday calendar
- Measures
- Security
- Room bookings
- Floor plans

Home Merchandising Logistics Suppliers Manufacturers Store Owners

Become a Supplier Register News Learn Talk

Welcome to the VT Living Inc. Supplier Portal
A Vital Information resource for doing business with VT Living Inc.

Register today

Welcome to VT Living Inc.

This site provides easy access to information for existing and prospective VT Living Inc. suppliers, agents, and manufacturers. In addition, this site describes the business philosophy of VT Living, including the code of conduct with suppliers and the strategy for establishing long-term relationships with suppliers.

Supplier Information
This site is designed to enable suppliers to enhance their understanding of VT Living Inc. business operations and improve their relationships with us.

Are you an approved supplier? Log in to the site with the username and password that our supplier relations team provided to you. After you log in, you can access a variety of resources and tools to help you manage your transactions with VT Living.

Are you interested in becoming a supplier? Our merchandisers are constantly looking for new and innovative new products and designs. Our goal is to establish mutually beneficial relationships with our vendors that we can sustain over a long period of time. The Vendor Reference Guide available on this site contains all the information you need about how to get involved, including supplier requirements and the tools and resources we provide to you.

MY PORTFOLIO

MY LANGUAGE

BANKING

TALK TO US

Apply for

Get advice on

Let us help you get started or if you have any questions

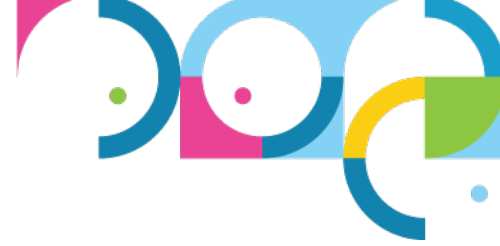
Find your nearest advisor

Call 1800 800 8000

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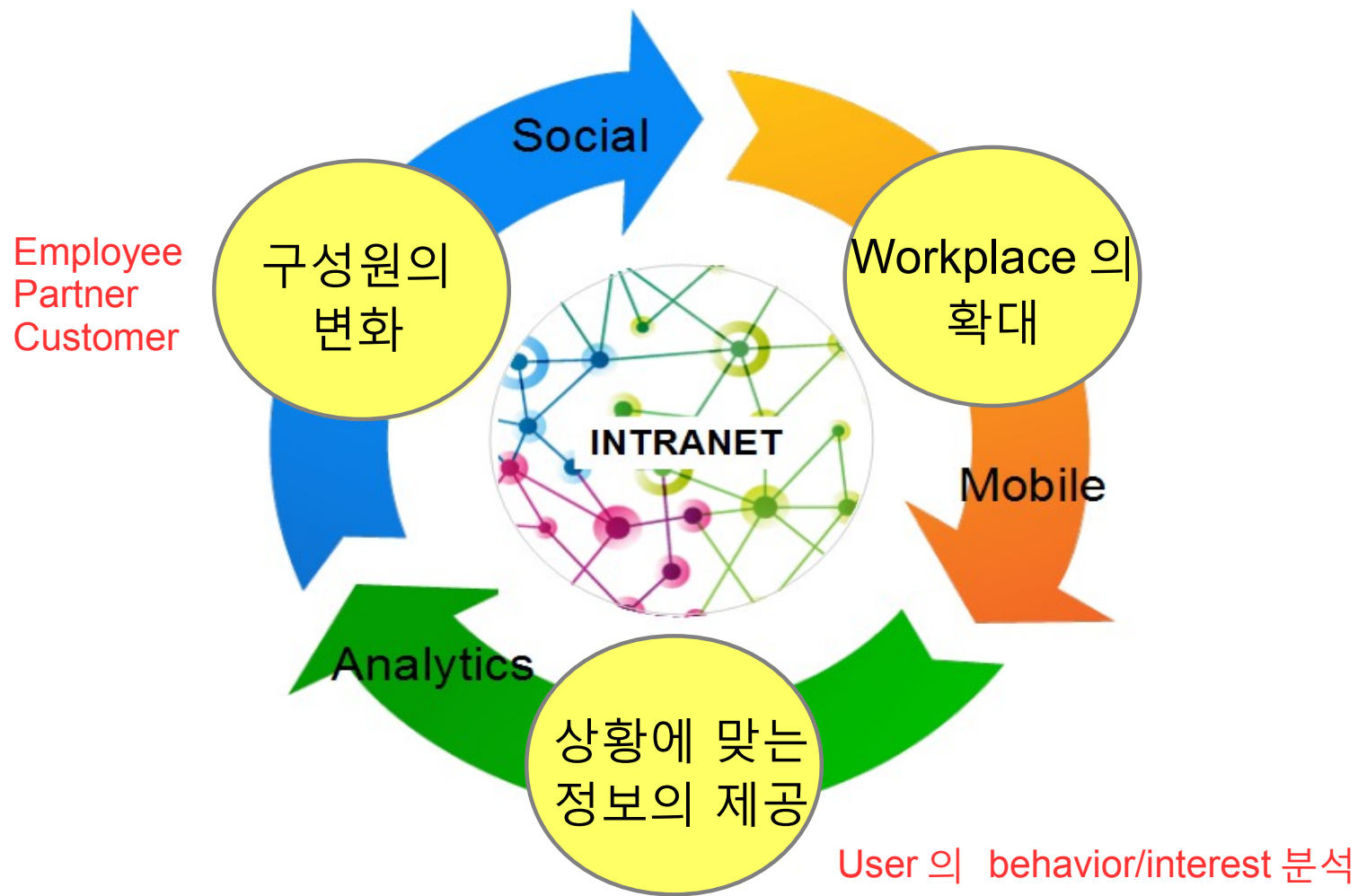
Social Portal speeds integration & facilitates contextual collaboration... providing the foundation for a **Social Business**

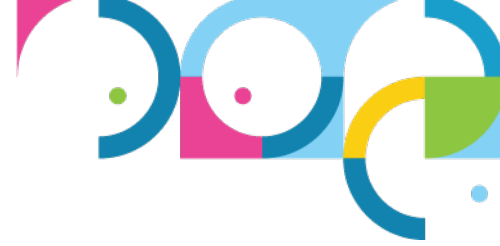


왜 지금 해야 하나 ?



Workplace 의 변화 & Collaboration 의 진화





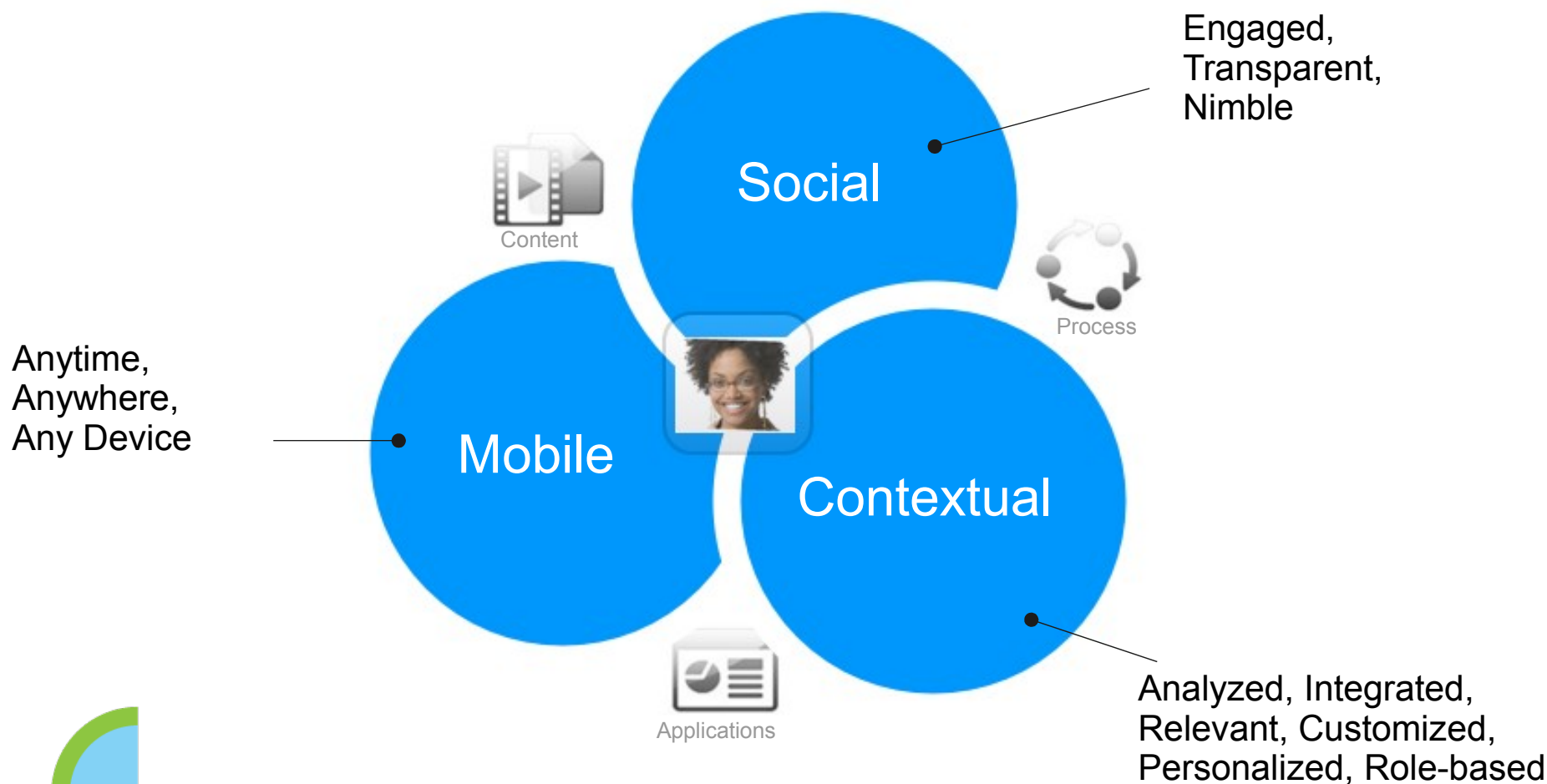
어떻게 해야 하나 ?

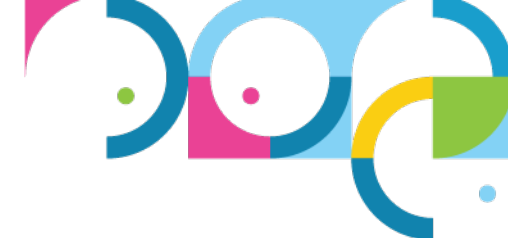




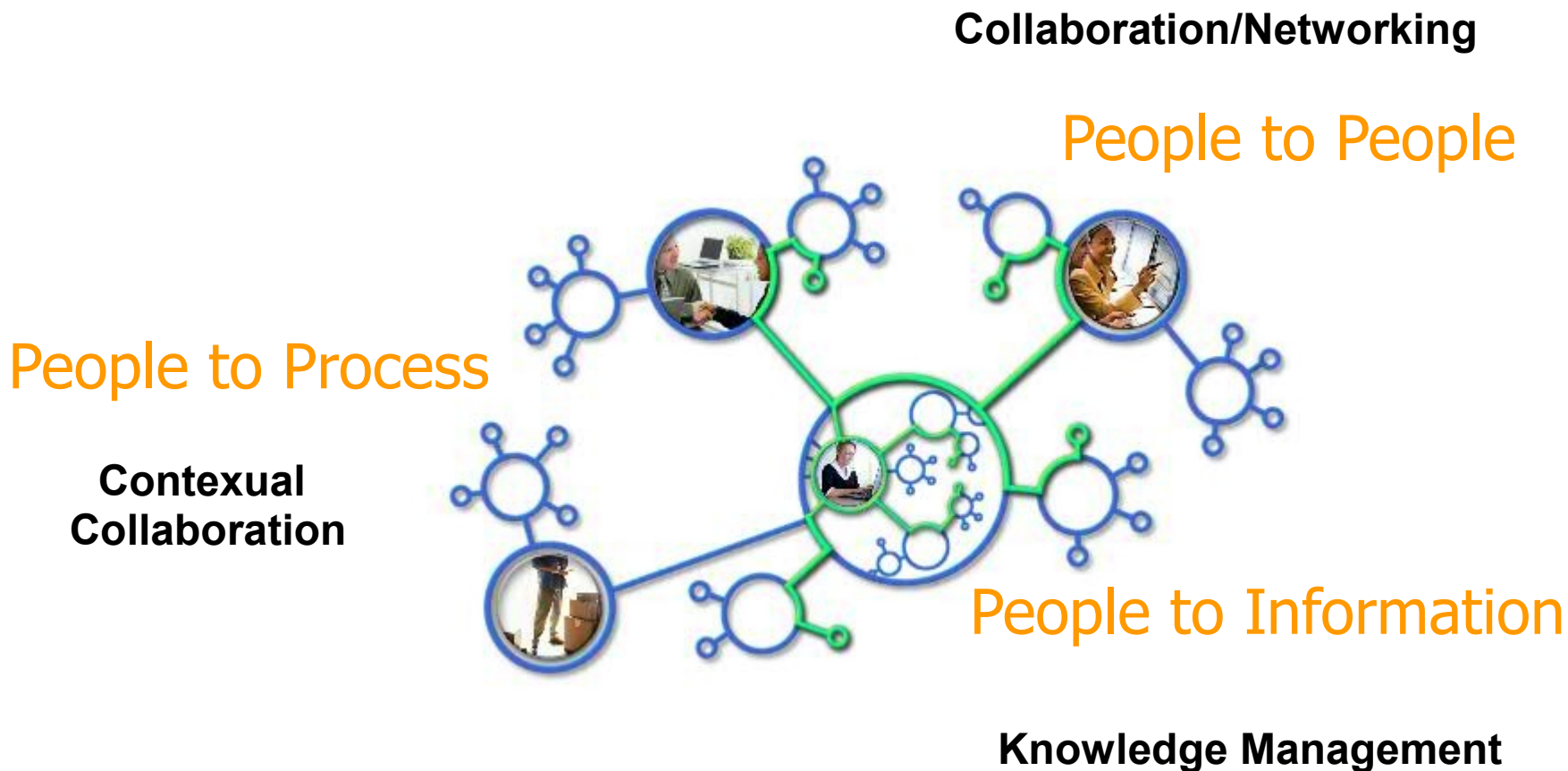
IBM Social Portal 의 전략

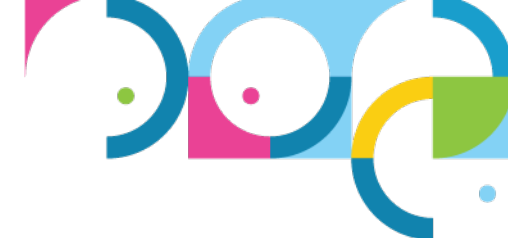
Provide **socially** infused web content, applications, and processes that are **personalized** for the right user, in context of business activities and can be accessed **anywhere** or **anytime**





B2E Social Portal 의 Vision





B2E Social Portal 이면 가능합니다

OZONE Search

Home My Work Personal Michel Min (Logout)

Heavy snowfall impacted delivery
 (24-11-2011)
 TNT and DHL stated: wheather condition makes timely delivery challenging
[Read more](#)

News [More](#) [Archive](#)

- IT Ozone speed improvement is coming (24-11-2011)
- COMM Lift 2010: showing our strenght (23-11-2011)
- CORP Renaissance go-live date update (23-11-2011)
- SSC mrkt Industrial Components Division HQ Holds Its First Global Emerging Markets Meeting (22-11-2011)

Connections for: Sysmac

Profiles Blogs Communities Files

- Sysmac at SPS 24-11-2011 by Wolfgang Kohn
- SPS11 in Nuremberg has started 24-11-2011 by Wolfgang Kohn
- Sysmac on industrial.omron.eu 18-11-2011 by James Riley
- SPS... let's hope we're ready! 18-11-2011 by James Riley
- Sysmac success story in Brighthouse. 18-11-2011 by Michel Min


Events

- Nov 24 Changes will be made on the multifunctionals for Omron Europe End date: Nov 24
- Nov 23 Mail server is down (Solved)

[More Events](#)

Brighthouse

Application of the month



GAZZ Energy XXL Spain - Solar Energy Contributed by Ramon Ferre

Latest applications

- BURNED Greenbar Italy - Packaging
- KLL Freemach K.L. Germany - Robotics
- Steinberger Super Machinenbau Berlin Germany - Material Handling
- ALimentari Utula Italy - Bottling / Filling
- BBX Company United Kingdom - Manufacturing

Omron results

MTD	YTD	Actual	Growth
			29.0 %

[See more](#) [IA](#) [SSC](#)

[business monitor](#)

KPP to become future proof [Read more](#)

Quick Links

- On-line Lotus Quickr Training
- Facility Management Area
- On-line Lotus Notes Training
- News article archive
- CSR Corner
- Company Information
- Internal links: to other Omron systems
- IT support: users area

[More QuickLinks](#)

Who is who

 Search [Advanced Search](#)

Omron Europe Omron Corporation For internal use only. **OMRON**

Share price 174.7 SEK [Contact](#) | [Sitemap](#) | [Help](#)

Electrolux Thinking of you

[Share](#) [Tools & Services](#) Search

[color a...](#) [More](#) [Edit this feed](#)

Johan H Sandberg
[Edit my profile](#)

What are you working on? [Share](#)

My Network [Discover](#) [Edit Social feed](#)

Ralf Larsson Meeting with Jessica and Infoware. 40 minutes ago

Anna Kleinwicks Magnusson Tom Sjostad presenterar Forums nya restaurang i Wenner-Gren-salen kl. 12.30 idag. Välkomna! 3 hours ago

Ralf Larsson Left office. Browsing community. Glad so many started to use it. 4400 now active. 2 days ago

[Show older posts ...](#)

Most visited pages [My shortcuts](#) [Edit shortcuts](#)

- Link to a page lorem ipsum
- Link to a page dolor sit
- Link to a page amet lorem

Crossings

Johanna Johansson Crossing
 Moving to GSSO (Global Shared Service Organization) and takes a role of Project...

Svante Ericsson Byte av befattning
 Svante, GSSO Manager France, is appointed Payroll

Notifications [My tasks](#)

Knut Svensson Invited you to the group Electrolux Ipsum. 40 minutes ago

Karin Andersson Wants to connect with you. 1 hour ago

Highlight news

Lorem ipsum dolor sit amet

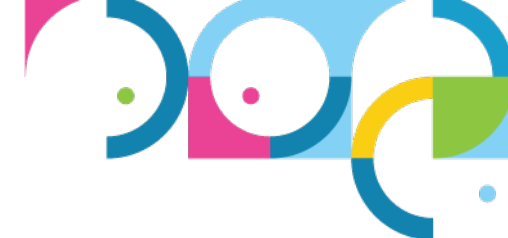
GROUP NEWS. The six finalists will present their projects to the jury in the Electrolux Brand Award on Wednesday, November 24. The winners will be announced later this week.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam malesuada feugiat est sed venenatis. Cras sapien lectus, laoreet non viverra non, condimentum at arcu. In vitae dui uma, non tincidunt diam. Suspendisse a metus quis mi placerat porta nec vel eros. Sed ultricies pulvinar nisi nec lobortis. Sed vel eros nulla, vitae consectetur massa. [23](#) [Blogs](#) [Share](#)



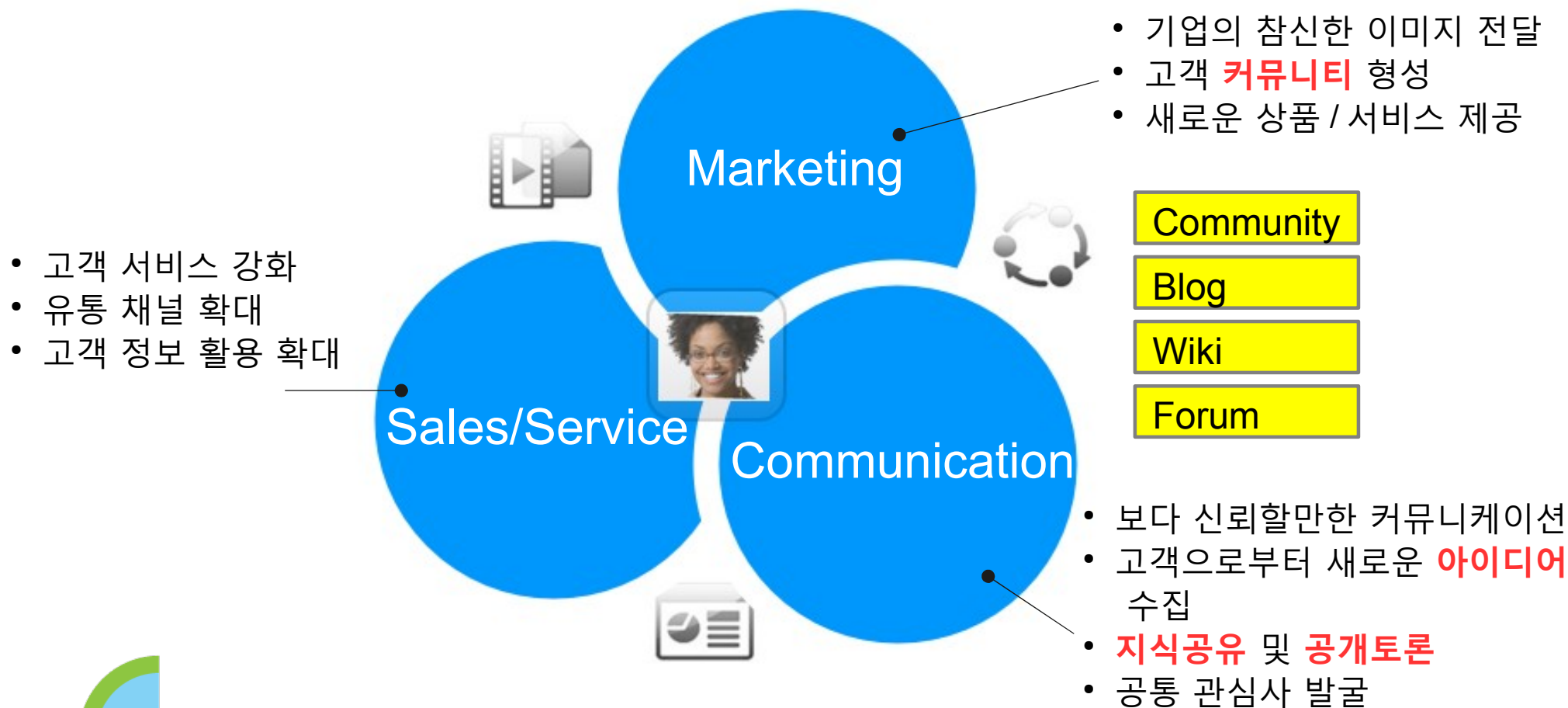
Alberto Zanata on Q2 2011 results

ELECTROLUX PROFESSIONAL NEWS. Hans Stråberg, Keith McLoughlin and Kevin Scott gathered with and the Governor of the state of North Carolina to officially open of the North American headquarters in Charlotte, North Carolina... [14](#) [Blogs](#) [Share](#)



B2C Social Portal 의 Vision

단순한 one-way marketing channel 이 아닌 social capabilities 를 적용해
고객의 로열티를 향상시킨다





B2C Social Portal 이면 가능합니다

Blue Financial Services

대출 | 예금 | 적금/예금 | 보험 | 펀드 | 소셜분석

주책담보대출 상품
행복가득 가족사랑
금액이 상승할 것으로 전망하거나 금액상승의 위험

주책담보대출 플러스
최저 연4.48% 부터

주책담보대출 한도대출
최저 연4.96% 부터

상승개요
신규 전세 입주층을 유치하는 고령층에는 입주 저금률? 금융 최고 1억 5천만원까지 지원되는 전세 전월 대

대출금리
1년(연5.90%), 15년(연6.70%), 30년(연6.80%), 30

추천 정보

IBM WebSphere Portal

Integration

Personalization

Web Content Management

Blue Financial Services

마이뱅킹 | 대출 | 예금 | 적금/예금 | 보험 | 펀드 | 소셜분석

고객을 찾아가는 대

주책담보대출 플러스
최저 연4.48% 부터

주책담보대출
최저 연4.96% 부터

내 프로필 정보

로그인 시간: 오전 10:09
이 사용가능한 Sametime 상태 있음

추천 전문가

새로운 대출상품의 정보를 찾아가...

오늘 오후 5시
지부가 업데이트

태그하기

국민은행 | 연금 | 신용 | 소득공제 | 추천 | 대출 | 연말정산

Facebook | Twitter

Park, Sung Kyu
Manager of ICS - Technical sales, Solution IT (R&D)
IBM Sales & Distribution, Software Sales
2009.11

Home | Profile | Wikis | Files | Community | Bookmark

Activity Stream | Activity Blog | Forum | Microblogging | Social Analytics

관련상품 추천

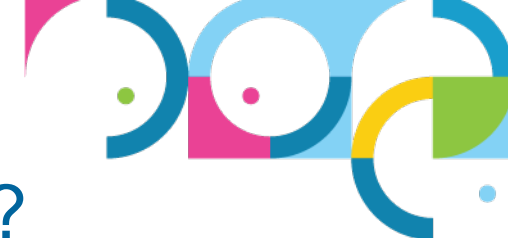
연금지출 실버연금보험

소확행 베스트연금

BEST 퇴직연금보험

실버 의료실비보험

Business Gets Social 2012
IBM Software Roadshow



Social Portal - Mobile 확장 ! 어떻게 할까요 ?

CIO

최근 포탈 구축해놓고
모바일 확장하려고 또
투자해야 하나?

비용절감

사용자

모바일에서도 내 PC
웹 포탈과 동일하게
업무하고 싶다!

업무연속성

포탈 관리자

사용자 관리, 권한
관리를 이중으로
해야 하나?

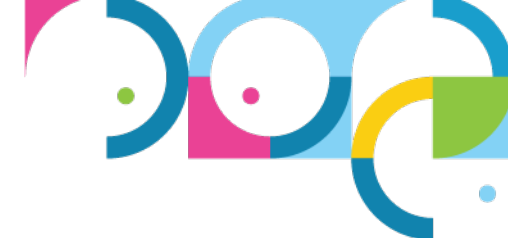
관리편의성

포탈 개발자

똑같은 어플리케이션
을 또 개발해야되?

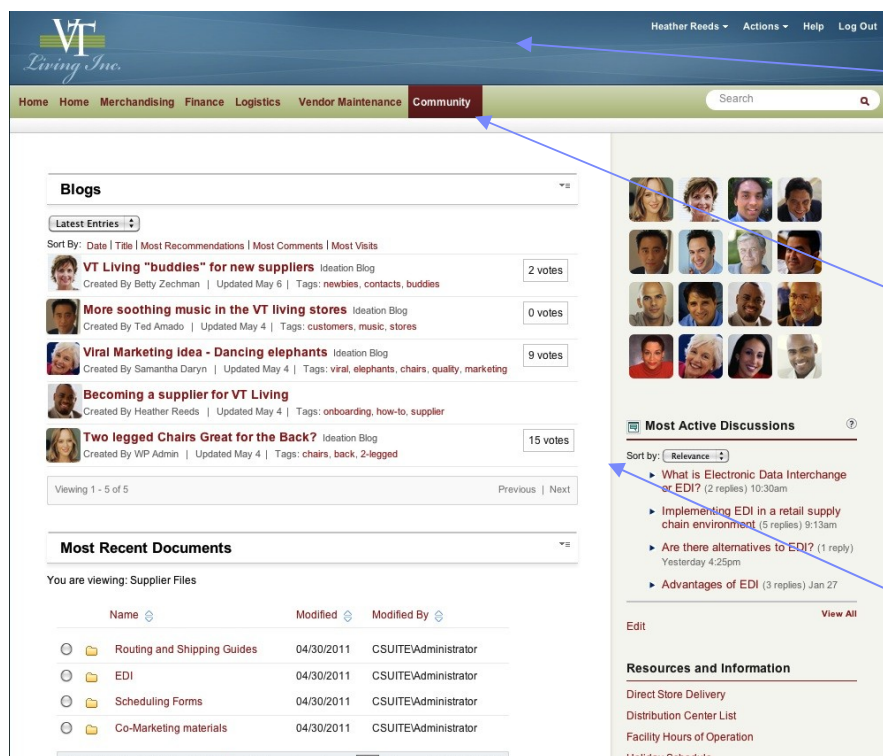
개발효율성





Social Portal - Mobile Experience

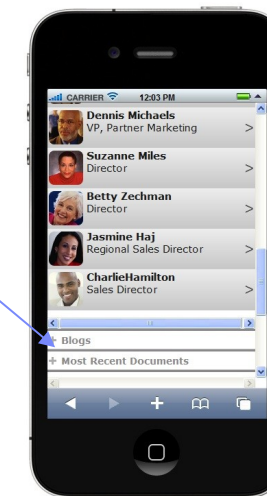
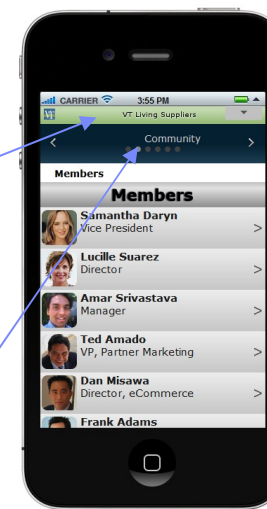
- Portal Mobile Experience 개발 패키지 (모바일 테마 및 어플리케이션 개발 툴) 을 통해 smartphone OS 에 독립적인 개발 환경 제공
- Web Portal 과 동일한 운영 및 개발 환경에서 서비스



Look and feel
mobile experience
제공

Site navigation
carousel, drill down,
scrolling tabs 과 같
은 모바일
interaction 제공
(CSS3, HTML5 지원)

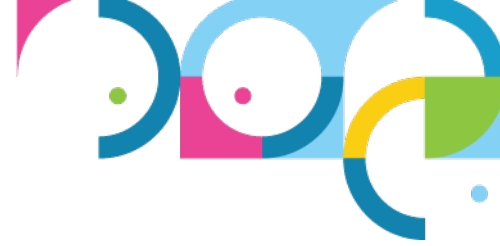
Page layout
포틀릿 네비게이션
을 위한
Presentation 구성



Apple® iOS
Android®
Blackberry®



Demo





Demo 시나리오



30 대 두 아이의 아빠인 가장 한 모씨...

내집 마련을 위해 대출에 관심있는 **고객**

대출 상품에 대해 주위 사람들의 경험과 전문가의 도움이 필요한 상황



30 대 두 아이의 아빠인 가장 이 모씨...

포탈 관리자로 매일 지속되는 야근에 아들 얼굴 본지도 오래 ..

효율적이고 , 효과적으로 관리할 수 있는 포탈 솔루션은 없는가 ?





Social Portal, Why IBM?



Values and Benefits



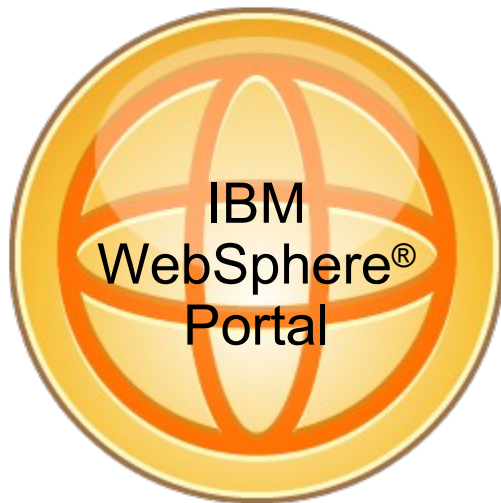
- 임직원들은 business process 별로 체계화된 **Social Portal** 이라는 단일 workplace 에서 업무 상황에 필요한 정보, 지식, 전문가들을 바로 찾아냄으로써 매월 **43 분**을 절약하고 있고, 연간 **\$12M** 규모의 생산성 향상을 이루고 있다.
- **Social Portal** 이라는 web 기반의 통합된 하나의 workplace 구현은 기타 시스템 deployment, hosting, maintenance 비용을 연간 **\$2.5M** 절약하고 있다.
- IBM again ranked as “leader” in the 2011 Gartner Magic Quadrant for Horizontal Portals



WebSphere 7.0 plus Social Capabilities

without additional cost

NEW Offering



IBM WebSphere® Portal



Profiles

- Quickly find the people and expertise you need
- Post a status message informing your network of what you are doing
- Grow and maintain your professional network



Files

Post, share, and discover documents, presentations, images, and more





궁금한 점이 있으세요?

즉석에서 답변도 들으시고 푸짐한 선물도 받으세요!

편리하신 방법으로 질문하시면 됩니다!

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2. 트위터로: twitter.com에서 트윗으로 질문 입력하신 뒤
해시코드 **#소셜비즈13** 삽입
예) 방금 말씀하신 고객사례에 적용된 솔루션은
무엇인가요? **#소셜비즈13**

3. LotusLive로:

www.lotuslive.com 접속후 미팅ID **138-447** 입력, 질문은
우측하단 대화창 이용

