



IBM Smarter Business and Technology Series

A headstart for the next decade

25th of November, 2010 - One World Hotel, Kuala Lumpur

Exceptional Web Experience - Connecting People and Information Together

John Mullins

ASEAN Business Unit Executive

Social & Portal Software

IBM Software Group



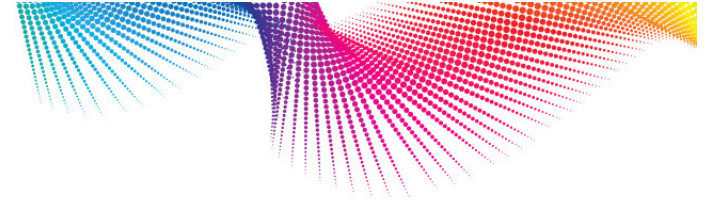


2008



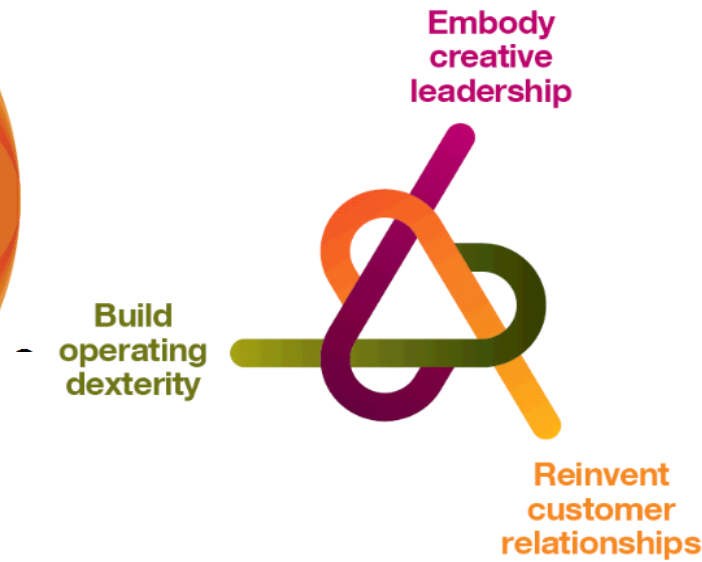
2010





2010 IBM Global CEO Study

High-performing companies differentiate themselves in three ways...



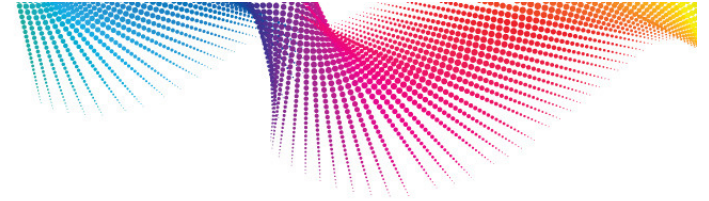
- “Getting closer to customers” is the single most important theme
- Better understand customer needs through collaboration and info sharing
- Exploit the information explosion to deliver unprecedented customer service

...and from the analysts



“The User Experience Platform (UXP): the next big step in user interaction technologies and methodologies”

- Gene Phifer, Managing VP, Gartner

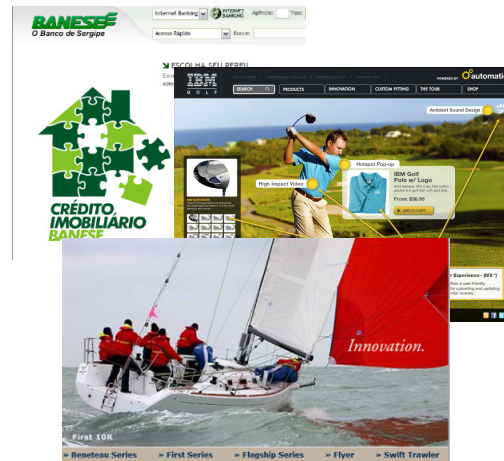


An Exceptional Web Experience...

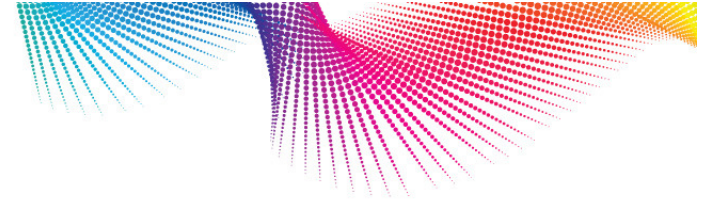
Generates strong customer & citizen affinity

Has a wow factor -- memorable, compelling, moments of truth

Is adaptable to changing markets



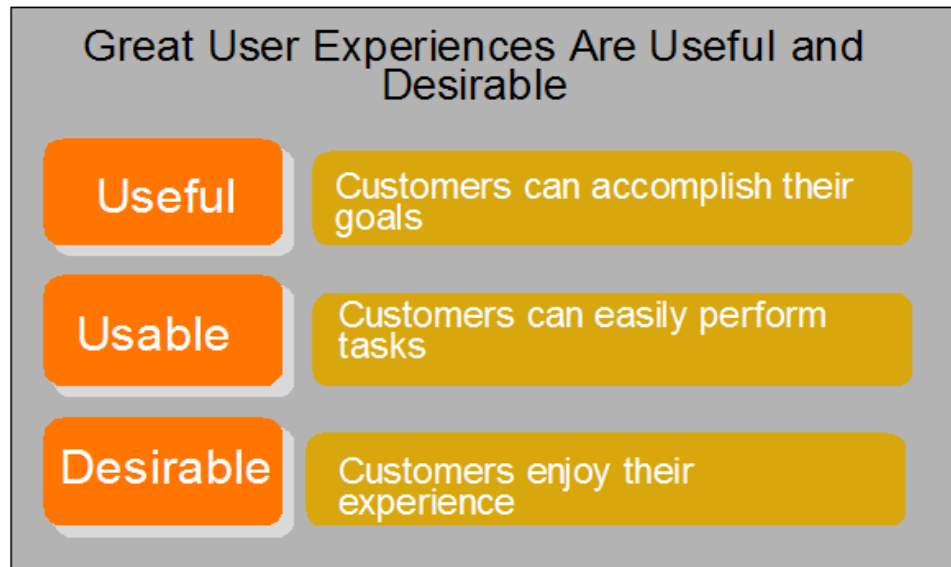
All built on a technology foundation you can trust



A Better Web Experience = Better Business Experience

Exceptional Web Experiences can result in:

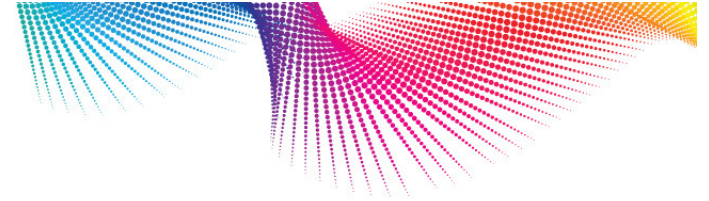
- **400% higher** visit-to-lead conversion rate
- **200% higher** visit-to-order conversion rate
- **41% lower** page abandonment rate
- **16.6% more** recommendations by customers for your products and services
- **15.8% fewer** customers lost to competitors
- **14.1% repeat purchase** interest by customers



“Best Practices In User Experience (UX) Design”, Forrester Research, Inc., September 2009.



IBM Smarter Business and Technology Series



Introducing...

IBM's vision for Exceptional Web Experience



“IBM Project Northstar”

&...

IBM Customer Experience Suite



The information on the new product is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.





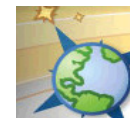
“IBM Project Northstar”

IBM's vision for exceptional Web experiences

- *Multi-year strategy to be the standard for customer-facing Web experiences*
- *Portfolio alignment for simplicity and ease*
- *Guide for organic and inorganic investments*
- *Responsive to technology convergence and advances*



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IBM Smarter Business and Technology Series



Integration Excellence / Secure multi-channel delivery

Seamlessly Combines Internal & External Applications/Services

Applications



Content



Cloud



Collaboration



Consumer



Role Based
Contextual
Personalized
Secure
Self Service
Dynamic



*Employees
Customers
Lines of Business*

*Mobile
Browser
Kiosks*





IBM Smarter Business and Technology Series

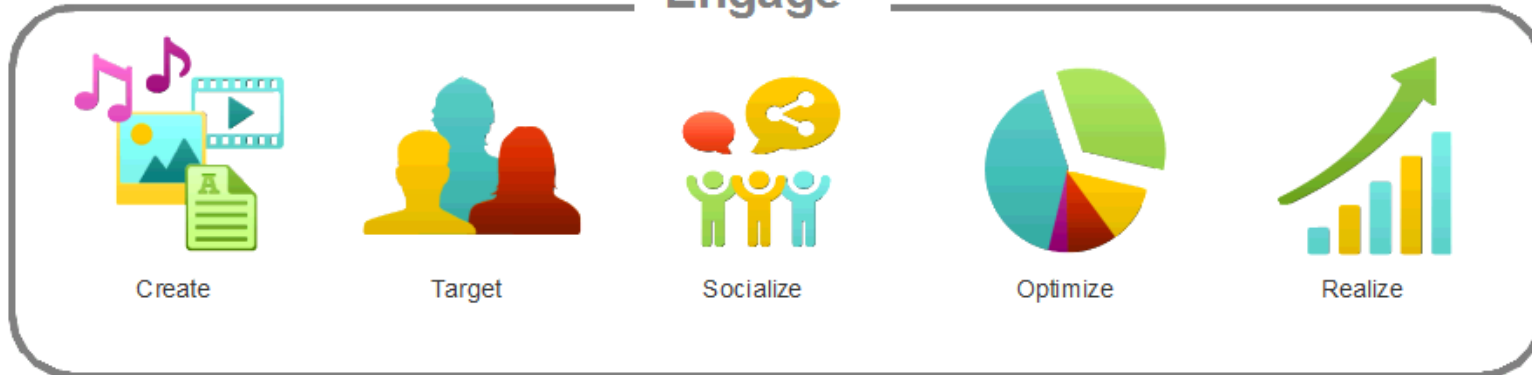


IBM's vision for Exception Web Experience

Reach



Engage



Integrate



Applications

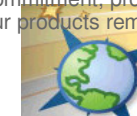


Content



Processes

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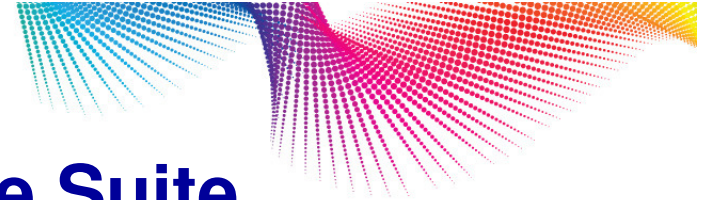




IBM Smarter Business and Technology Series

IBM Customer Experience Suite

Exceptional Web Experiences



Engaging

Personalized

“Conversational”

Everywhere

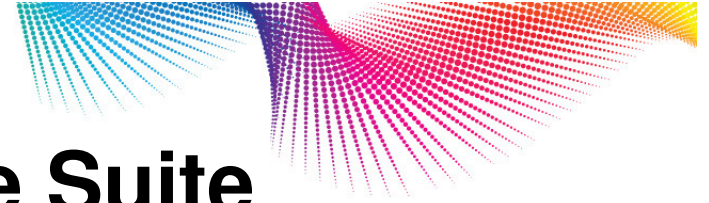
Empowering

Integrated

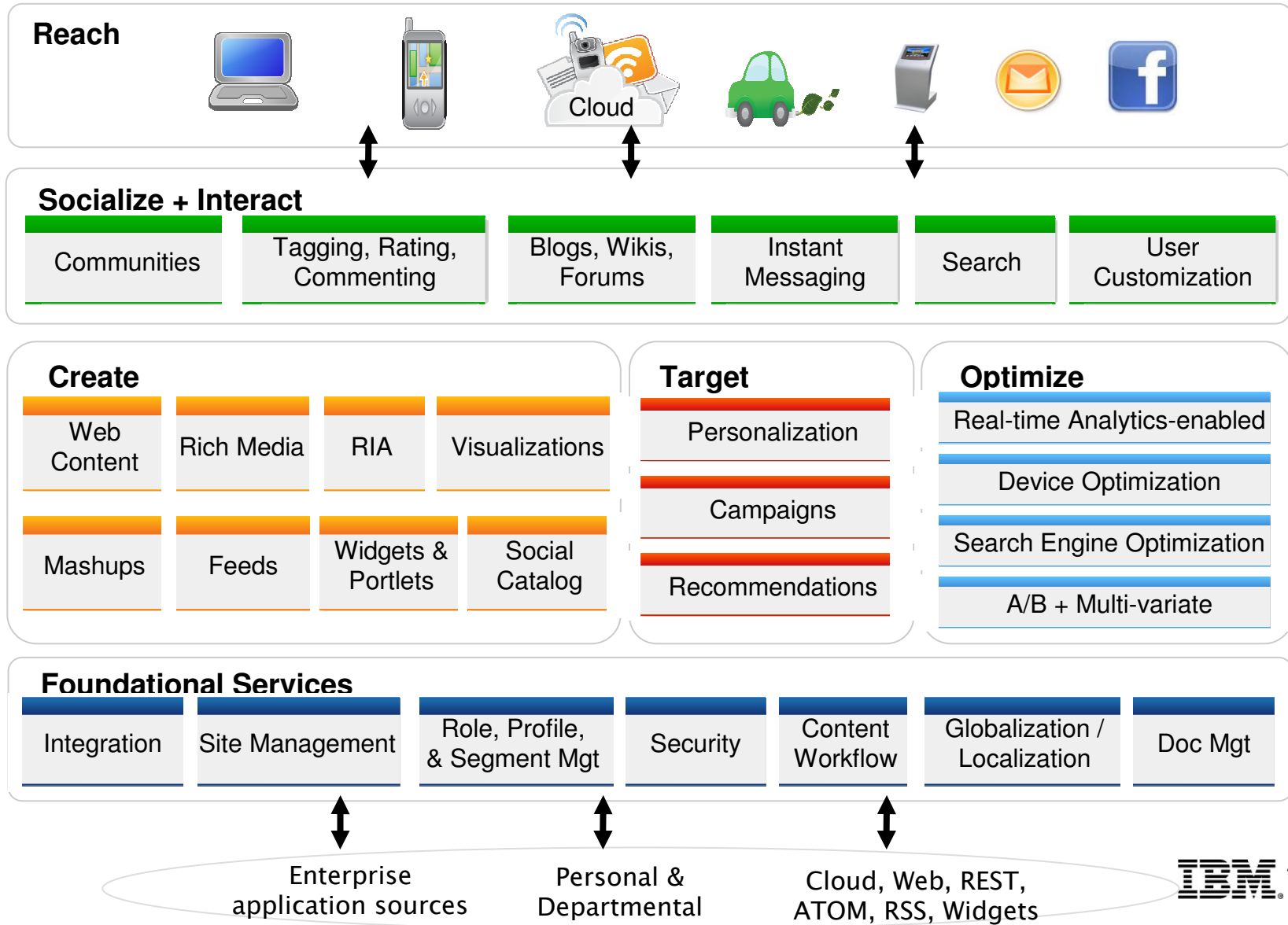




IBM Smarter Business and Technology Series

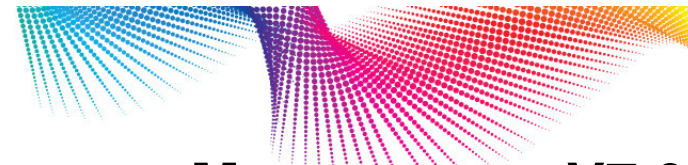


IBM Customer Experience Suite





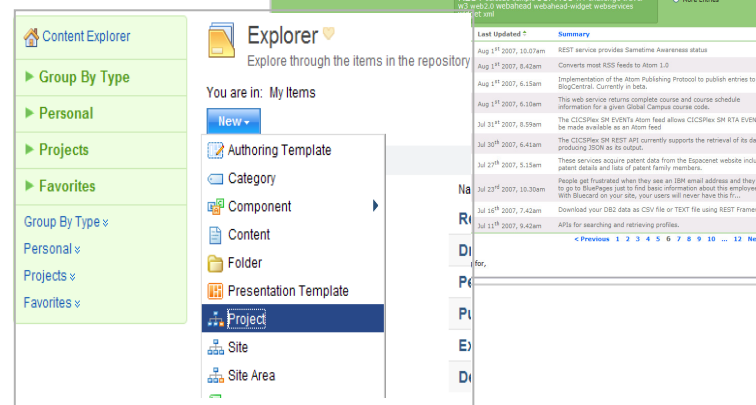
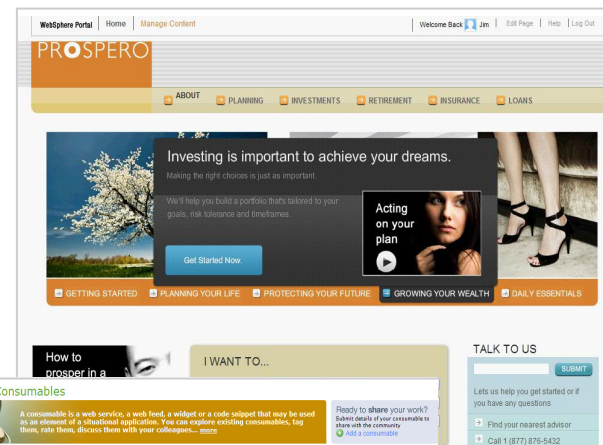
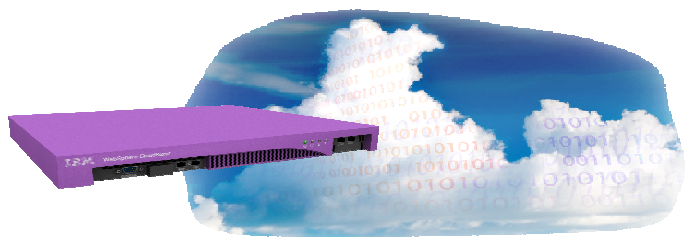
IBM Smarter Business and Technology Series

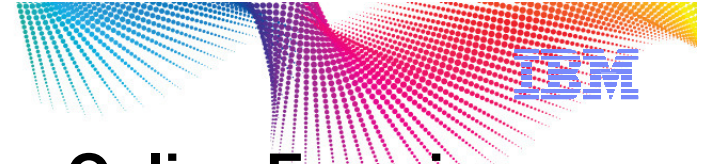


WebSphere Portal and Lotus Web Content Management V7.0

Exceptional Web Experience Foundation

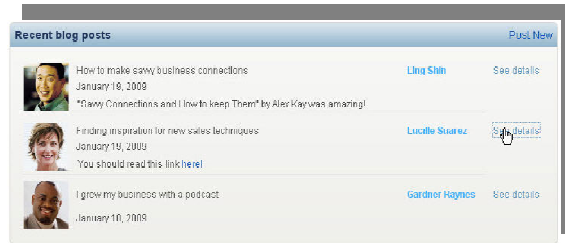
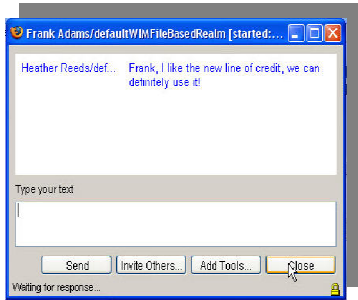
- **Seamless convergence** of Web Portal and Web content management
- **Socially-Infused Web experiences** with out-of-box **Blogs** and **Wikis**, Tagging
- **Community content value measurement** enabled by **Ratings**
- **Ubiquitous Web experience development** with new **IBM Universal Hub Integration** capability
- **In-line business user content management** via **Rich Editor** enhancements & **Lotus® Symphony™** integration
- **Enhanced Web analytics support** for greater insight into user behavior
- **Virtualization support** increases deployment/cost-of-ownership flexibility
- **Faster custom Web experience development** with new **WebSphere Portlet Factory V7.0**



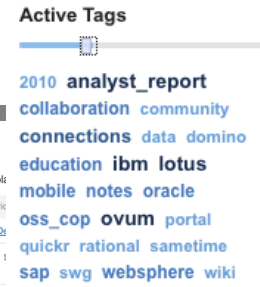


Constituents & Employees Expect Modern Online Experiences: Web 2.0 + Collaboration + Social Tools + Mobile

Instant Messaging



Social Bookmarks



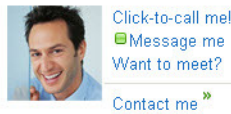
Tagging

Blogs



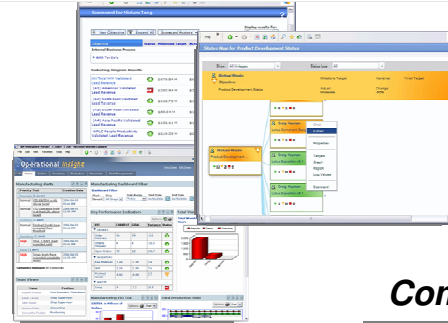
User Ratings

Personal Advisor



Experts

Dashboards



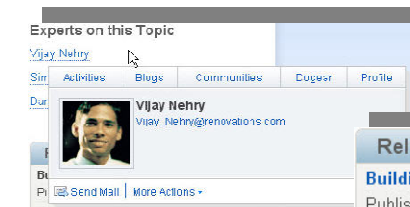
Education



Communities



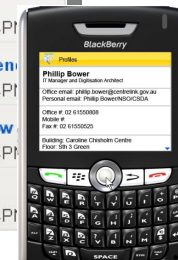
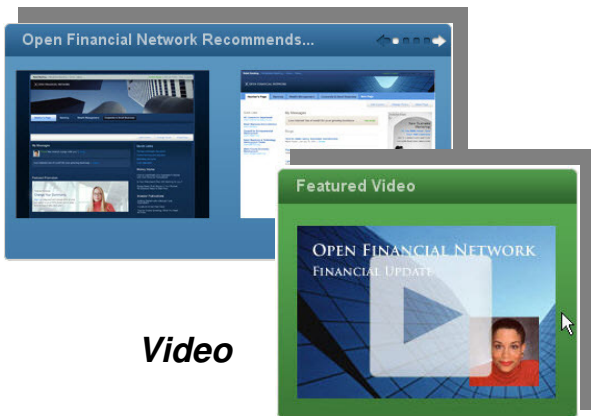
Social Networking



Personalized Content



Video

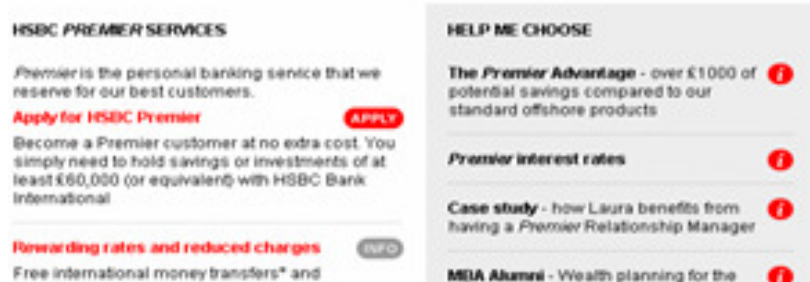
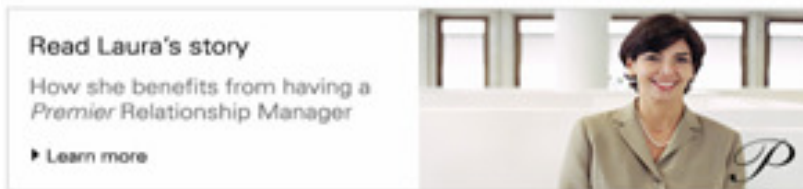
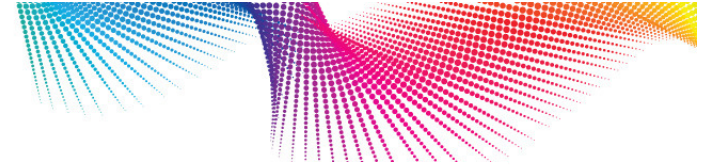




IBM Smarter Business and Technology Series

HSBC – Global Customer Service

- running the brand on WebSphere Portal



- 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: 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](#)

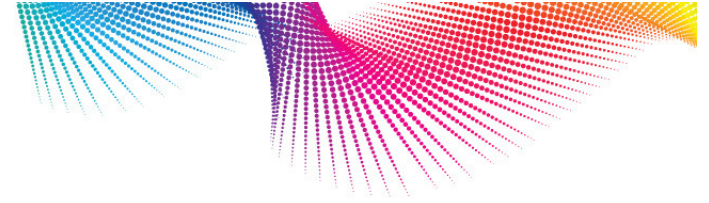


Mr Fray,
we're developing new online services exclusively for Premier customers, so we'd really appreciate your feedback
▶ [Go](#)





HSBC – 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



Four identical offers, test-marketed

Portal click-through tracking gave real-time data

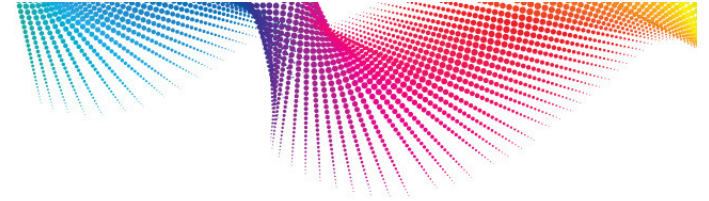
HSBC can go to market with best offer

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

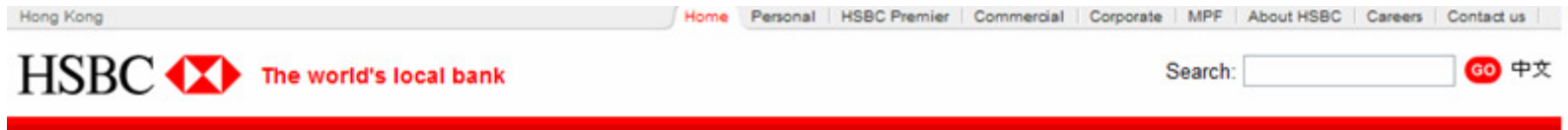
A	<p>My smart idea: "Empty parking space indicator" Mike Stoopack</p> 	<p>Another smart idea: The Smart Package</p> <ul style="list-style-type: none"> > Interest Checking Free with Direct Deposit* > Premium Money Market Account Linked to your Interest Checking > And a free night at Marriott** <p>Learn More and Apply Now</p>	B	 <p>Smart</p>	<p>Even Smarter The Smart Package</p> <p>Get Interest Checking Free with Direct Deposit and a free night at Marriott**</p> <p>Learn More and Apply Now</p>
1.75%		35% Difference Between Best & Worst		2.30%	
C	<p>My smart idea: "Psychiatrist couch/tanning bed" Mark Webb</p> 	<p>Another smart idea: The Smart Package</p> <ul style="list-style-type: none"> > Interest Checking Free with Direct Deposit* > Premium Money Market Account Linked to your Interest Checking > And a free night at Marriott** <p>Learn More and Apply Now</p>	D	 <p>Smart</p>	<p>Even Smarter The Smart Package</p> <p>Get Interest Checking Free with Direct Deposit and a free night at Marriott**</p> <p>Learn More and Apply Now</p>
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

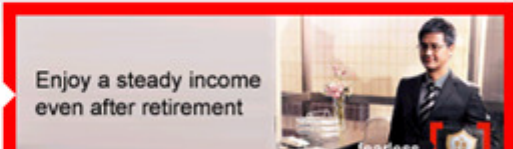




HSBC Hong Kong – Bringing Mobility to Banking



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




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>




n
Kong



A Class Above

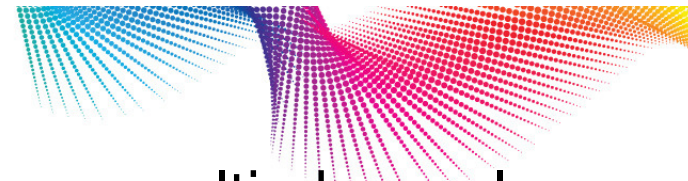
le Protection Plan (ess)

enjoy up to
n premium



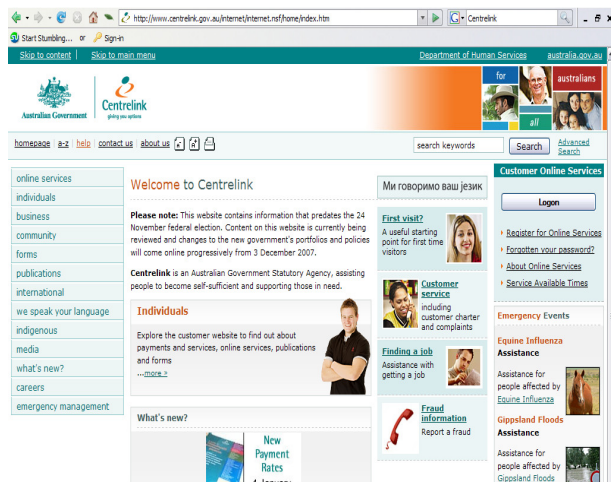
<http://www.blackberryinsight.com/2008/11/24/mobile-business-banking-available-on-hsbc/>





“Citizen Services 2.0”: Centrelink delivers multi-channel government Human Services for the Australian Government

- **6.5 million customers** (1/3 of Australian population)
- Administers more than **140 different products** and services for **25 government agencies**
- **14+ million online transactions** in 2008



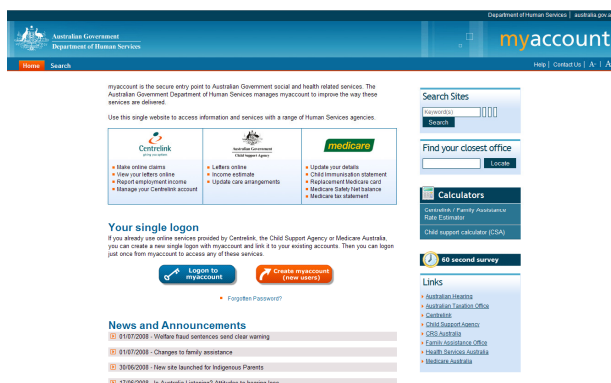
Customer Portal

- Access to 40+ Services, Advanced Search Engine
- Single Sign-On, Web Content Mgmt, Personalization, News, Re-use of SOA Applications/Services,

<http://myaccount.centrelink.gov.au>

Department of Human Services Portal

- Federated Identity Mgmt, Centrelink Services, Medicare Services, CSA Services, Aggregated News via RSS



National Emergency Call Centre Portal

- Process-centric, Authenticated, AJAX Compliant, Rich Functionality. Performance, Scalability, Single Sign-On

Business Services / Partner B2B Portal

Staff Portal

- Employee Services Portal + Social Software
- Task Management / Business Process Management

<http://myaccount.humanservices.gov.au>



“Efficiency 2.0” High volume efficient government services: United States Department of Agriculture (USDA)

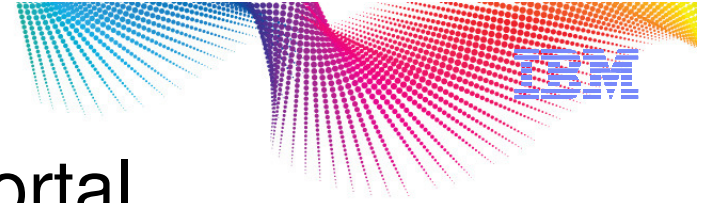
Not just “a portal”, but a reusable strategic government infrastructure...

The screenshot shows the USDA website homepage. At the top, there is the USDA logo and the text "United States Department of Agriculture". Below this is a navigation bar with links for Home, About USDA, Newsroom, Agencies & Offices, Careers, Help, Contact Us, and En Español. A search bar is located on the left side, with a "Go" button and a dropdown menu for "All USDA". Below the search bar are sections for "My USDA" (Login, Customize, New User) and "Browse by Audience" (Information For...). A "Browse by Subject" section lists various topics like Agriculture, Education and Outreach, Food and Nutrition, etc. The main content area features "In the News" with several news items, including "USDA Awards \$6.9 Million for Renewable Energy and Energy Efficiency Projects" and "USDA Food Safety Actions". There is also a "Spotlights" section with "2008 Farm Bill", "2007 Ag Census", "Food and Fuel Briefing", and "Free Trade Agreements". A "FOOD & FUEL BRIEFING" banner is visible at the bottom of the main content area. The footer contains links for "USDA Home", "Site Map", "Policies and Links", "FOIA", "Accessibility Statement", "Privacy Policy", "Non-Discrimination Statement", "Information Quality", "USA.gov", and "White House". The date "Last Modified: 07/22/2008" is also present.

- **Offers over 550 online services** While the site contains a massive amount of information and services, it is well organized and provides a number of features designed to help people find what they are looking for.
 - Finding forms and information is simple by using the “I want to...” box, and the site is customizable by registering with MyUSDA.
 - “Information For...” menu organizes information based on the user. Users can access **image and video libraries, radio broadcasts and transcripts of speeches**, and the site can be translated into Spanish.
- USDA's NITC (National IT Center) currently hosts 3 Portals on Linux operating system :
 - **USDA.gov**: 3-5 Million hits a day. **Spikes to 95-100 million hits** a day during scares such as **mad cow and e-coli tomatoes**
 - **Forest Service Intranet**: Portal for 38,000 employees. 1,000-2,500 concurrent users with 300-500k hits per day.
 - **Forest Service Internet**: 8,500 concurrent users

<http://www.usda.gov>





USDA Recovery Act Portal

• WebSphere Portal based site launched quickly to provide transparency and communication for ARRA recovery efforts from multiple agencies

- USDA
- Dept of Housing and Urban Development
- Dept of Commerce

• Provides Web2.0 style features of user contributions, news feeds, interactive mashups and modern user experience

<http://www.usda.gov/recovery>

The image displays two screenshots of the USDA Recovery Act Portal. The top screenshot shows the main website interface with a navigation bar (OVERVIEW, PLANS & REPORTS, REPORT FRAUD, WASTE & ABUSE, USDA HOME) and a large banner image of a man holding an American flag. Below the banner is a 'Tell Your Story' section and a 'Get the Latest News' sidebar with buttons for 'Read More', 'Secretary's Blog', 'Subscribe to News Feed', and 'Subscribe to Podcasts'. The bottom screenshot shows a detailed view of the 'Recovery Act Projects Map'. It features a map of the United States with a pop-up window for Missouri. The pop-up window displays the following information:

Missouri Summary of Spending	
Projects or programs	327
Total funding	\$460,896,206.43

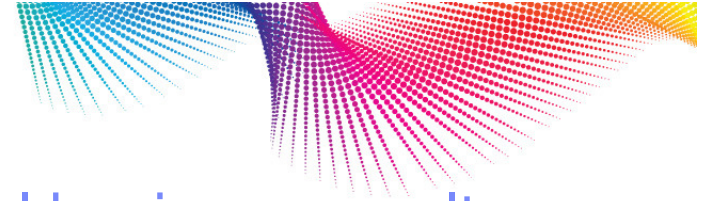
The map view also includes a 'State Administrative Matching Grants for Supplemental Nutrition Assistance' pop-up window with the following details:

Recipient or Vendor Name	MO Dept Social Services
Funding	\$3,240,639
Contracting Agency	Dept of Agriculture - Food and Nutrition Service (FNS)
County	Cole County
City, State	Jefferson City, MO
Zip Code	65102

The map interface includes filters for 'Dept Filter', 'Funding filter', and 'All funded amounts', along with map controls like 'Map', 'Satellite', and 'Hybrid'. A legend at the bottom indicates that a blue circle represents a 'Cluster of 2 or more projects or programs at the same location' and an orange circle represents a 'Project or program marker'.



IBM Smarter Business and Technology Series



Exceptional Web experience, exceptional business results

Grow revenue



HSBC 
The world's local bank

35% improvement in marketing campaign revenue and increased customer loyalty



Selling more insurance – accelerated new business application process from weeks to hours. 30% reduction in call center field support calls



First year sales revenue increased by **18 percent**

PHILIPS
sense and simplicity



“Internet Info and Entertainment from the Convenience of your Couch”

Supporting highly targeted online advertising and laying a foundation for a new revenue stream and business model

RELIANCE

Anil Dhirubhai Ambani Group

100 percent increase in new business premiums



More than 7,000 new customers signed - first year sales revenue increased by **18 percent** up for online service within two months

miamidade.GOV 

Increased revenue via Portal = **US \$4 Million**

bharti

Handling hyper-growth like clockwork, from 6 million subscribers in 2004 to **110 million subscribers** January 2010



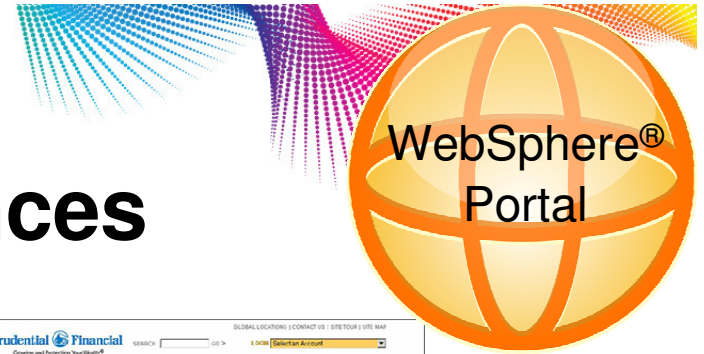


IBM Smarter Business and Technology Series

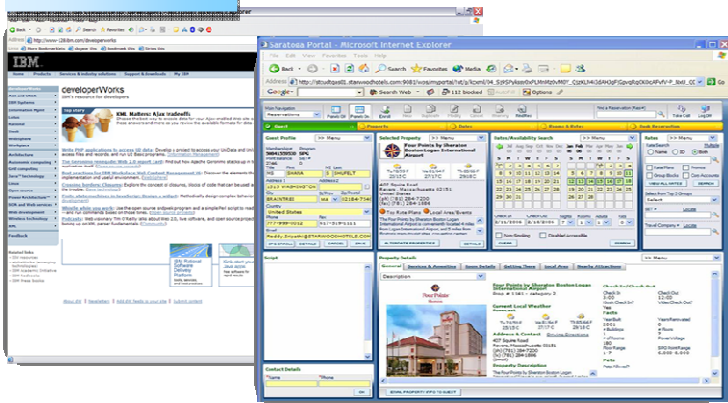
Exceptional Web Experiences

One Platform

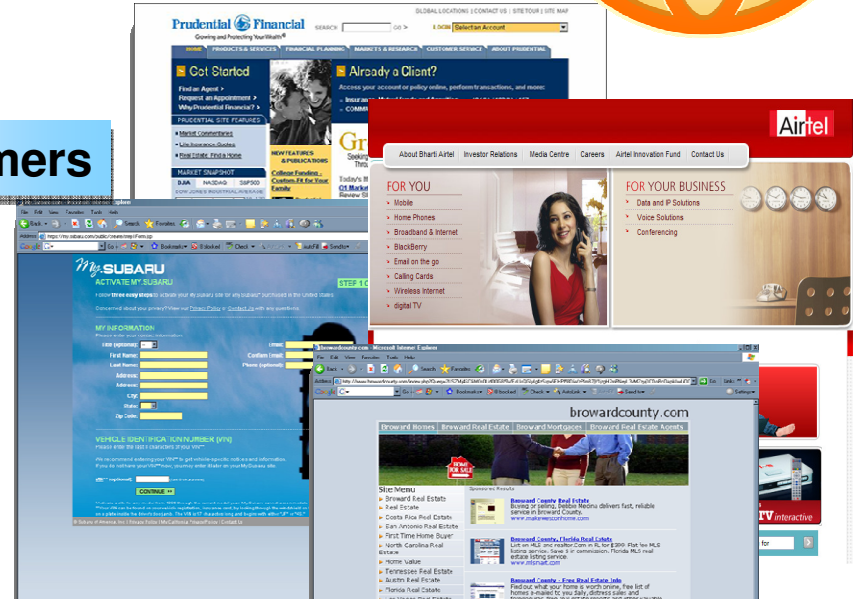
Many Different Business Needs



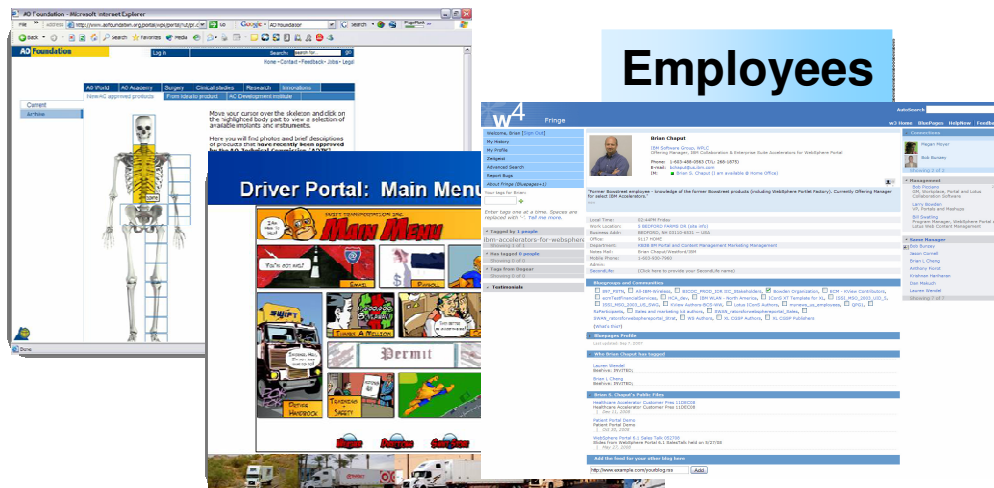
Partners



Customers



Employees

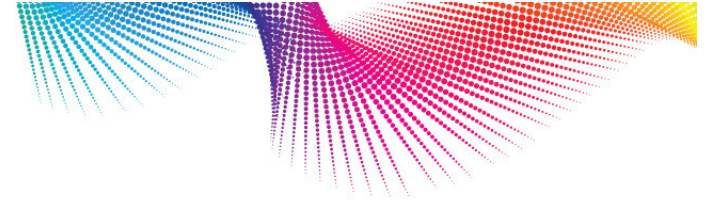


Citizens





IBM Smarter Business and Technology Series



WebSphere Portal...

A strategic product for your strategic applications

***Over 300 million named users in our top 15 customers alone!!
1 in 6 people worldwide with internet access is a
named user in a WebSphere Portal application***





IBM Smarter Business and Technology Series

IBM WebSphere Portal

**10 out of the top 10
global banks**

**“According to IDC, IBM leads the
EPS market for the sixth
consecutive year in 2007.”**

— IDC: “Worldwide Enterprise Portal Software 2008-2012
Forecast Update and 2007 Vendor Shares: A New
Landscape”, Doc #213165 July 2008

**8 out of the top 10
worldwide retailers**

**“Gartner, Inc. has ranked IBM as the
worldwide market share leader in
Portal software based on revenues
from 2002 through 2007.”**

— Gartner Inc. “Market Share: Application Infrastructure and
Middleware Software, Worldwide, 2007” by Fabrizio Biscotti,
Terese Jones, Asheesh Raini and Joanne Correia June 4,
2008

**9 out of the top 10
European banks**

#

**4 out of the top 5 US
health insurance
companies**



**30 hospitals,
clinics and health
delivery networks
worldwide**

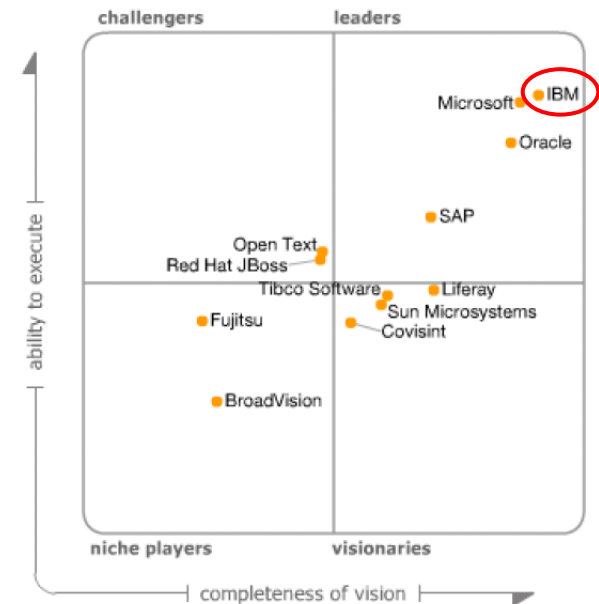
Every G8 Country



Portal Market Presence

Horizontal Portal Magic Quadrant, 2009*
leader for 8 consecutive years!

Figure 1. Magic Quadrant for Horizontal Portal Products



As of September 2009

Source: Gartner (September 2009)

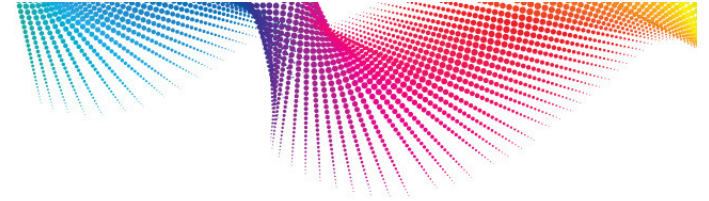
***Magic Quadrant for Horizontal Portal Products, 2009**
Gartner: September 17, 2009 by David Gootzit, Gene Phifer, Ray
Valdes

Over 40 U.S. Federal Agencies





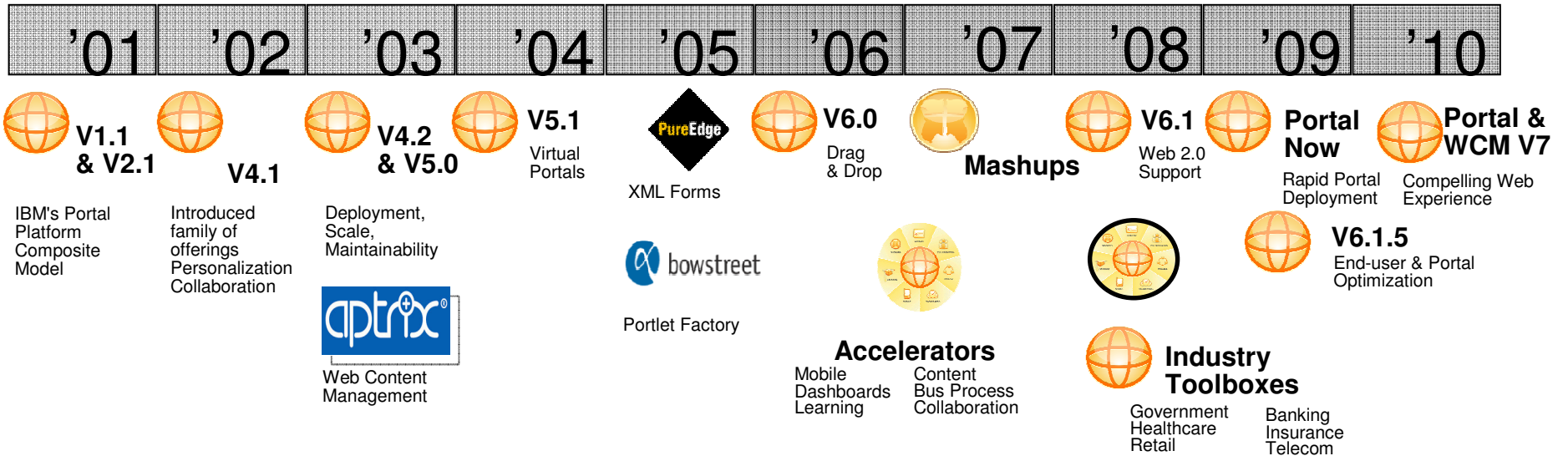
IBM Smarter Business and Technology Series



IBM WebSphere® Portal

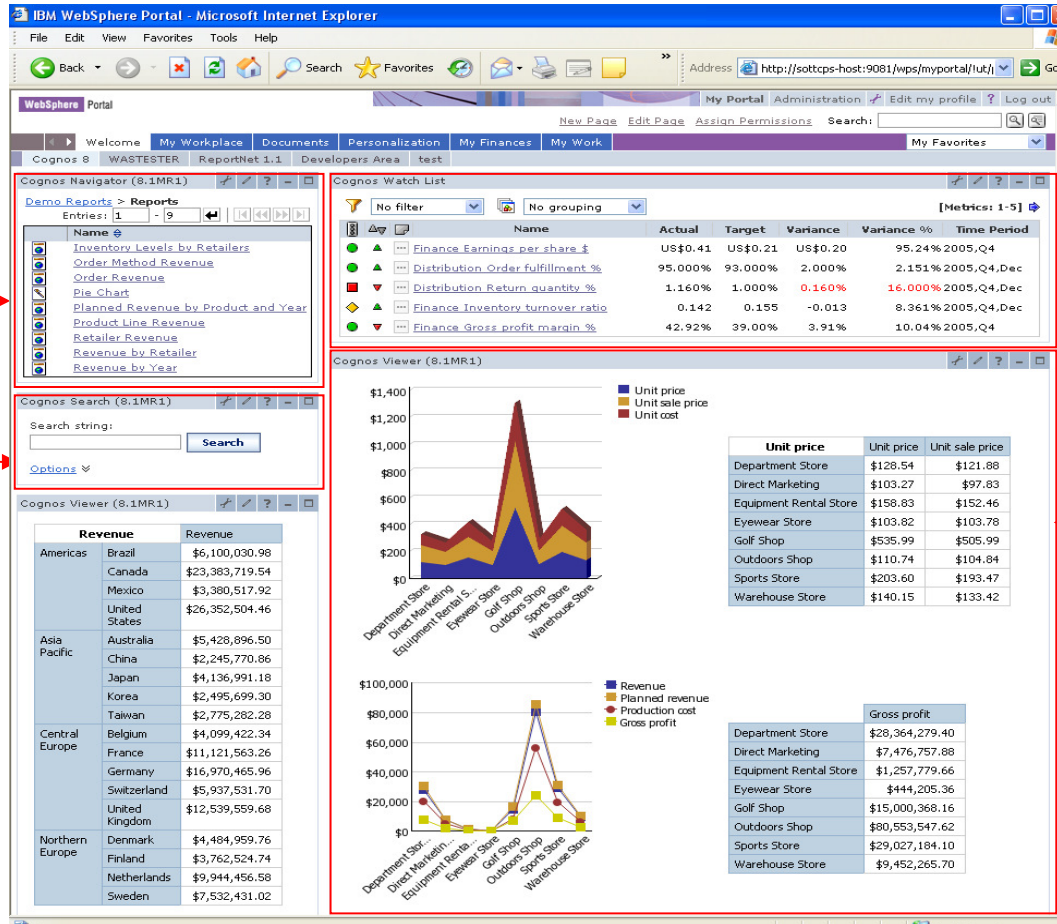
Ready for the Next 10 Years

100+ Worldwide
Technology Patents
by IBM Portal Development





Cognos WSRP Portlets for WebSphere Portal



Navigator

Cognos Search

Metrics Watch List

Cognos Viewer

Revenue

Americas	Country	Revenue
Americas	Brazil	\$6,100,030.98
	Canada	\$23,383,719.54
	Mexico	\$3,380,517.92
	United States	\$26,352,504.46
Asia Pacific	Australia	\$5,428,896.50
	China	\$2,245,770.86
	Japan	\$4,136,991.18
	Korea	\$2,495,699.30
	Taiwan	\$2,775,282.28
Central Europe	Belgium	\$4,099,422.34
	France	\$11,121,563.26
	Germany	\$16,970,465.96
	Switzerland	\$5,937,531.70
Northern Europe	United Kingdom	\$12,539,559.68
	Denmark	\$4,484,959.76
	Finland	\$3,762,524.74
	Netherlands	\$9,944,456.58
Sweden	\$7,532,431.02	

Unit price

	Unit price	Unit sale price
Department Store	\$128.54	\$121.88
Direct Marketing	\$103.27	\$97.83
Equipment Rental Store	\$158.83	\$152.46
Eyewear Store	\$103.82	\$103.78
Golf Shop	\$535.99	\$505.99
Outdoors Shop	\$110.74	\$104.84
Sports Store	\$203.60	\$193.47
Warehouse Store	\$140.15	\$133.42

Gross profit

	Gross profit
Department Store	\$28,364,279.40
Direct Marketing	\$7,476,757.88
Equipment Rental Store	\$1,257,779.66
Eyewear Store	\$444,205.36
Golf Shop	\$15,000,368.16
Outdoors Shop	\$80,553,547.62
Sports Store	\$29,027,184.10
Warehouse Store	\$9,452,265.70

Find Cognos Portlets in the WebSphere Portal Solutions Catalog

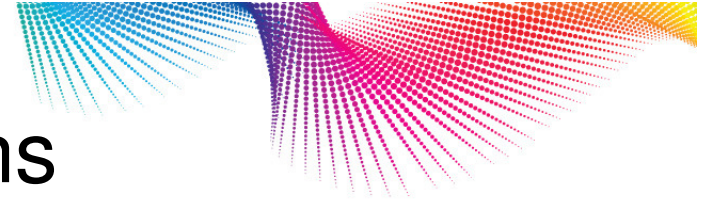
<http://www-01.ibm.com/software/brandcatalog/portal/portal/results?catalog.c=&catalog.searchTerms=cognos&catalog.catalogName=WebSphere+Portal&catalog.start=0>





Smarter Business and Technology Series

Lotus Connections



IBM Lotus Connections Home Page - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help

http://w3.ibm.com/connections/homepage/web/widgets

IBM Lotus Connections Home Page

Welcome to Lotus Connections on w3. Get answers on how to handle IBM confidential content and other questions.

Lotus, Connections Home Profiles Communities Blogs Bookmarks Activities Files Wikis Custom Language Cheen Sing Lee Help w3 Home Report a Problem Support Forum Log Out

Updates My Page All Connections Search

Home Customize

Profiles

My Profile



Lee, Cheen Sing (Simon) | profile | edit
ASEAN Portal Sales Leader
PETALING JAYA Malaysia
Tel(Office): 603-2301-8648
E-mail: Simon_Lee@my.ibm.com

Files Shared with Me

Upload:



SM Prime Demo Screenshots.odp shared by

Philip J. Blackburn | Shared: Yesterday 4:46 PM

12



AP Portal lapsed customers for AP 2008

CHETAN A. YARDI | Shared: Jul 10

0



AP Portal Segment Active Subscription m

CHETAN A. YARDI | Shared: Jul 10

0

Viewing 1-3 of 17 file entries

Previous | Next

My Wikis

AP Lotus Community

Johnny Teoh | Today 6:41 AM | Tags: ap, community, lotus

AIM Portal Sellers Community

David W. Petersen | Jul 9 | Tags: aim, lotus, portal, websphere

Microsoft Technology WWW CoP

Activities

My Activities

July 2010						
S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7
2009 2010 2011						

Tuesday, July 20, 2010

0 new responses to your posts

View new entries in your high priority activities

My Activities

Communities

My Communities



AP Lotus Community

Craig A. Hart | Today 6:41 AM

Feeds | Bookmarks | Forums



Lotus Social Software Community

Adriano Paulo Marcandali | Today 5:48 AM

Feeds | Bookmarks | Forums



AIM Portal Sellers Community

Thomas J. Menner | Today 4:13 AM

Feeds | Bookmarks | Forums

Viewing 1-3 of 16 communities

Previous | Next

My Network



Timaroon, Junkamol

No Activities updates No Blogs updates No Bookmarks updates



Craney, Michael E.

No Activities updates No Blogs updates No Bookmarks updates



Hutchinson, Thomas Andrew

No Activities updates No Blogs updates No Bookmarks updates



Macatangay, Ferdinand

No Activities updates No Blogs updates No Bookmarks updates



Brown, Richard L. (Rich)

No Activities updates No Blogs updates No Bookmarks updates



Fan, Rosalind Mei Wen

No Activities updates No Blogs updates 1 Bookmarks updates



Xiong, Hao

No Activities updates No Blogs updates No Bookmarks updates



Li, Daniel Qu

No Activities updates No Blogs updates No Bookmarks updates



SRINIVASAN, GOPI

No Activities updates No Blogs updates No Bookmarks updates



Kwang, Jimmy Khia Wah

No Activities updates No Blogs updates No Bookmarks updates

Viewing 1-10 of 64 people

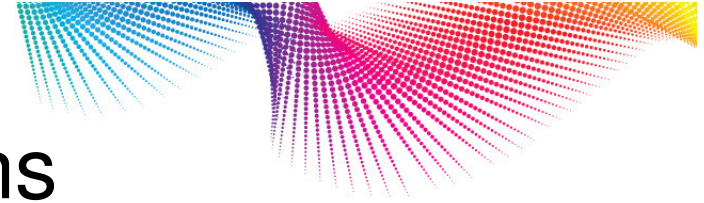
Previous | Next

My Watchlist



IBM Smarter Business and Technology Series

Lotus Connections



Profiles - My Profile - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help

http://w3.ibm.com/connections/profiles/html/myProfileView.do?lang=en

Profiles - My Profile

Welcome to Lotus Connections on w3. Get answers on how to handle IBM confidential content and other questions.

Lotus, Connections Home Profiles Communities Blogs Bookmarks Activities Files Wikis English Lee, Cheen Sing (Simon) Help w3 Home Report a Problem Support Forum Log Out

Profiles Home My Profile Edit My Profile Profiles by Name Search

Lee, Cheen Sing (Simon) (Simon)

IBM employee, Regular
 IBM Malaysia SDN BHD
 IBM Sales & Distribution, Software Sales
 ASEAN Portal Sales Leader
 Solution Representative - Brand Specialist: Lotus.Portal
 8 FIRST AVENUE PETALING JAYA, 10, Malaysia
 Building: BU | Floor: 19 | Office: MOBILE
 603-2301-8648
 Simon_Lee@my.ibm.com

Lee, Cheen Sing (Simon) presenting in WebSphere Impact event in Bangkok, Thailand

Today 8:43 AM clear

What are you working on right now?

Tags

My tags for this profile:

- connections
- forms
- lotus
- portal
- quickr
- wcm
- Tagged by 2 people
- asean 1
- connections 1
- forms 1

- Contact Information
- Background
- The Board

Recent Posts

Communities	Bookmarks	Blogs	Activities	Blogs	Profile	Activities	Bookmarks		
<p>AP Lotus Community created by: Henri Christiaan Nov 25 2009 updated by:</p>		<p>Lotus Social Software Community created by: Gia Lyons May 2 2007 updated by: Adri</p>		<p>AIM Portal Sellers Community created by: David W. Petersen Jun 28 updated by: T</p>		<p>WW IT Specialist created by: Lisa S. Harnett Feb 9 2009 updated by:</p>		<p>Techline Software User Community</p>	

Christiaan, Henri
 Senior IT Specialist
 AUCKLAND, AUK New Zealand
 Building: 0014 | Floor: 01 | Office: AKW1-
 1-720-663-2496
 henric@nz1.ibm.com

Local Time: 9:45 AM

BluePages-to-Profiles pilot

- Details
- Opt out
- Discuss the BP-Profiles pilot

View this Profile in BluePages

Report to chain

- Sathiamutty, Ramanathan
- Soh, Soo Fei
- Lee, Cheen Sing (Simon)

Full report-to chain
 Same manager

Network

Show all (64)

My Links

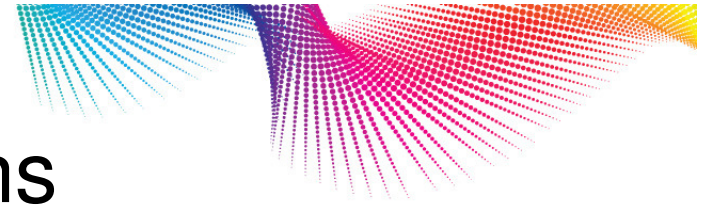
- Portal Toolbox

[Add link]



IBM Smarter Business and Technology Series

Lotus Connections



Profiles Home - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help

http://w3.ibm.com/connections/profiles/home.do?lang=en

Profiles Home

Welcome to Lotus Connections on w3. Get answers on how to handle IBM confidential content and other questions.

Lotus, Connections Home Profiles Communities Blogs Bookmarks Activities Files Wikis English Lee, Cheen Sing (Simon) Help w3 Home Report a Problem Support Forum Log Out

Profiles Home My Profile Edit My Profile Profiles by Name Search

Organization Tags

Discover experts in your organization by browsing the tags in your enterprise

[Find tags](#)

- aab aao
- advanced_analytics_optimiz
- ation analytics architect
- architecture array as
- banking bao bao_aao
- bao_bipm bao_ecm
- bao_eim bao_strategy bipm
- blogger blueiq blueiq-
- ambassador bpm brazil
- bit_transformation_europe
- business cloud cognos
- collaboration
- communications
- communitiesofpractice
- connections cop db2
- developer development
- discovery-lab domino ecm
- eim gbs germany
- government gts hcm hr ibm
- ibm.com india innovation
- innovation-discovery-sme
- insurance issi issr java
- labuddy.available learning
- linux lotus lotus-
- connections management
- manager marketing notes
- pm portal project-manager
- public-sector quickr
- rational rdm research

Status Updates

What's happening in your network right now?

Lee, Cheen Sing (Simon) presenting in WebSphere Impact event in Bangkok, Thailand Today 8:43 AM [clear](#)

What are you working on right now?

Show: [Status Updates in My Network](#) | [My Status Updates](#)

Lee, Cheen Sing (Simon) presenting in WebSphere Impact event in Bangkok, Thailand Today 8:43 AM [Add comment](#)

Oglesby, Larry C. developerWorks is a great example of Lotus Connections used in an extranet. 1000 new Profiles daily! User metrics slide here: <http://tiny.cc/rkcc96> Today 7:09 AM [Add comment](#)

Lum, Hoi Yuan Updating slides again Yesterday 5:39 PM [Add comment](#)

Lum, Hoi Yuan Presenting a demo to JPN Yesterday 5:37 PM [Add comment](#)

Mullins, John In Q3 Big Deal reviews. Yesterday 2:32 PM [Add comment](#)

Wan, Sunny W. heaps of follow up work from last weeks client visits in NZ Yesterday 10:44 AM [Add comment](#)

Lello, Brent N. In Canberra this week. Following up on Collab Agenda work for Oz, NZ and ASEAN. Yesterday 7:04 AM [Add comment](#)

Find out more...

[Help](#)

[Watch a demo](#)

Tips

Add a personal touch by including a picture with your profile.

The Reporting Structure view for a profile lists either a person's full reporting hierarchy or lists peers reporting to the same manager.

Fill in the About Me section of your profile to let your network know more about you.

Products Workspace Future-Chips INTERNATIONAL



Dashboard Activities

- Sales Team Reallocation Decision** Hide

Bob Business added Fred Analyst as a member Yesterday 3:05 PM
 Bob Business created entry "Sales Forecast" Yesterday 1:58 PM
 Bob Business created entry "IBM Cognos Business Insight" Yesterday 1:51 PM

To determine if it would benefit Future Chips to reallocate other s
- Nova Growth Slowing?** Hide

Bob Business created entry "Please investigate" Yesterday 1:32 PM
 Bob Business created entry "Temporary compensation blitz" Yesterday 1:31
 Bob Business added Erica Exec as a member Yesterday 1:30 PM

Increase Nova growth by 10% next quarter
- Revenue Over Last Quarter and Marketing Pipeline** More

updated by Vijay Nehry Yesterday 10:47 AM
- Alpha Sales Fantastic! How Could We Replicate This?** More

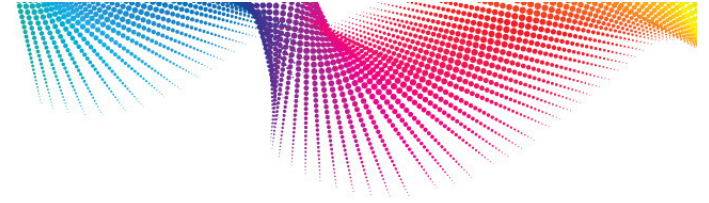
updated by Betty Zechman Yesterday 10:27 AM

Activities: out-of-the-box integration with Cognos BI Dashboard!

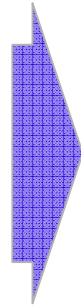
Business Value: a place to store content in support of real time collaborative decision making



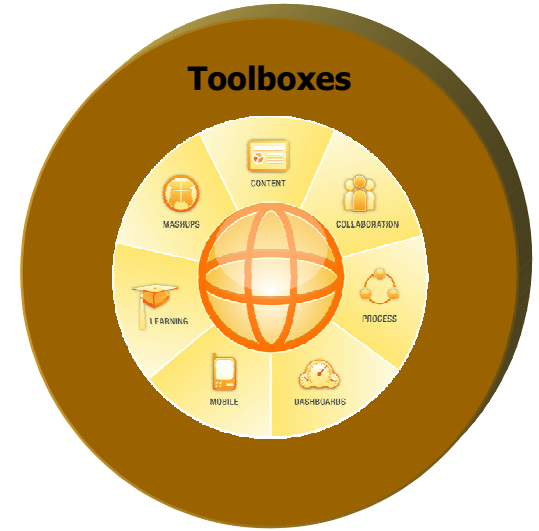
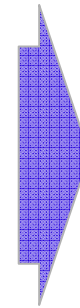
WebSphere Portal Trends



Core Integration Platform



Accelerator Suites of Functionality to Match Customers Needs



Industry and LOB templates, assets, and best practices to maximize "Out of Box" value

Platform Excellence

2000 to Present:

- Platform vs pure play battles
- Build Portal Applications
- Market consolidated to the largest platform players

Suite Excellence

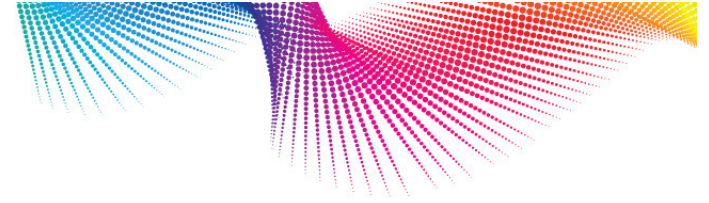
2006 to Present

- Suites by big players
- Build Suite Composite Apps
- Integration of Components
- More Consolidation – ROI, Business Impact focus

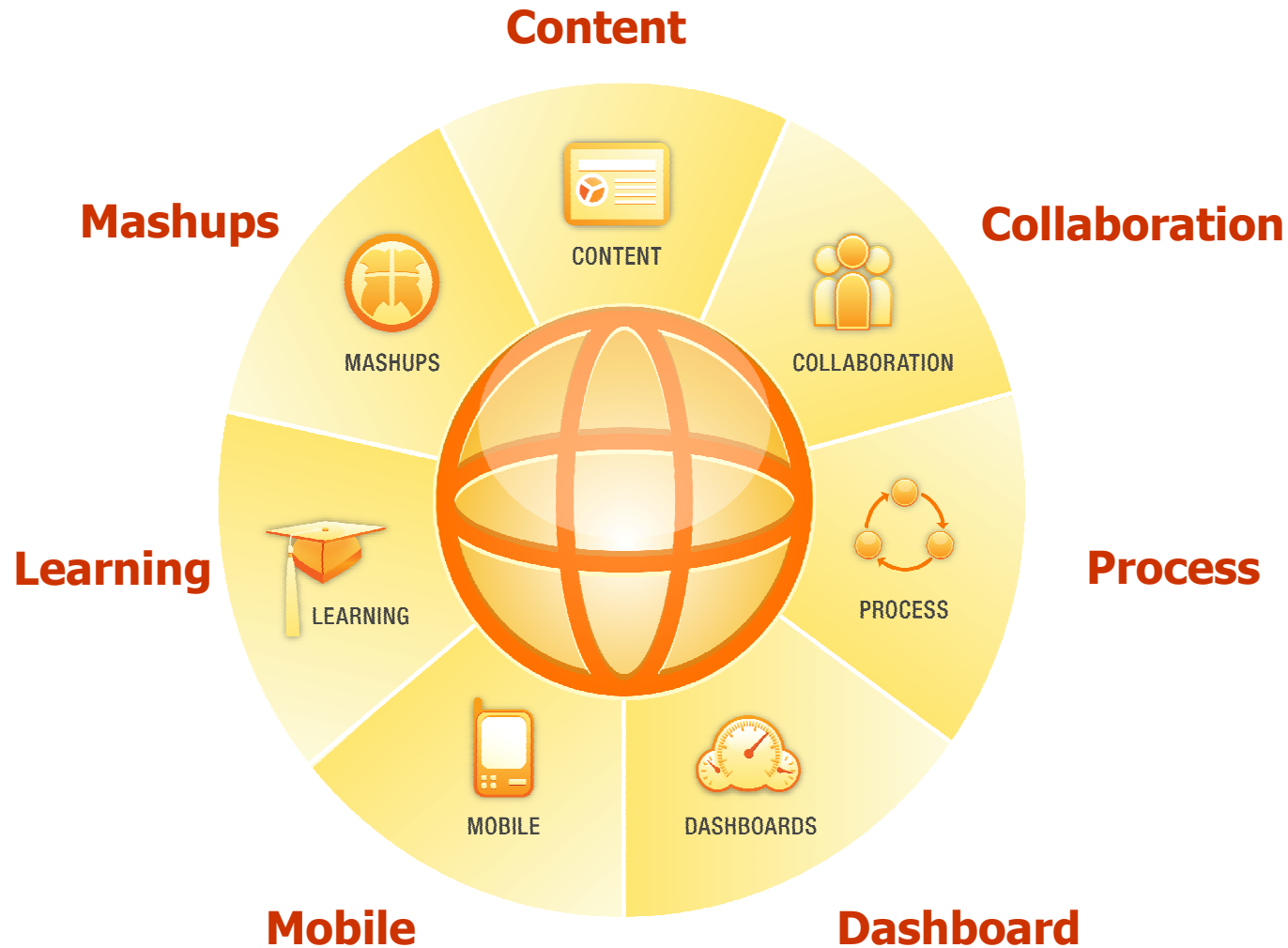
"Out of Box" Excellence

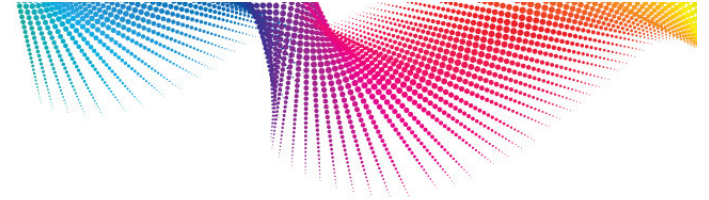
2009 into Future

- Out of box value from Suites
- Customized Templates
- Deployment Flexibility
 - Click To Cloud, Host-SaaS
- Agile, Business user directed

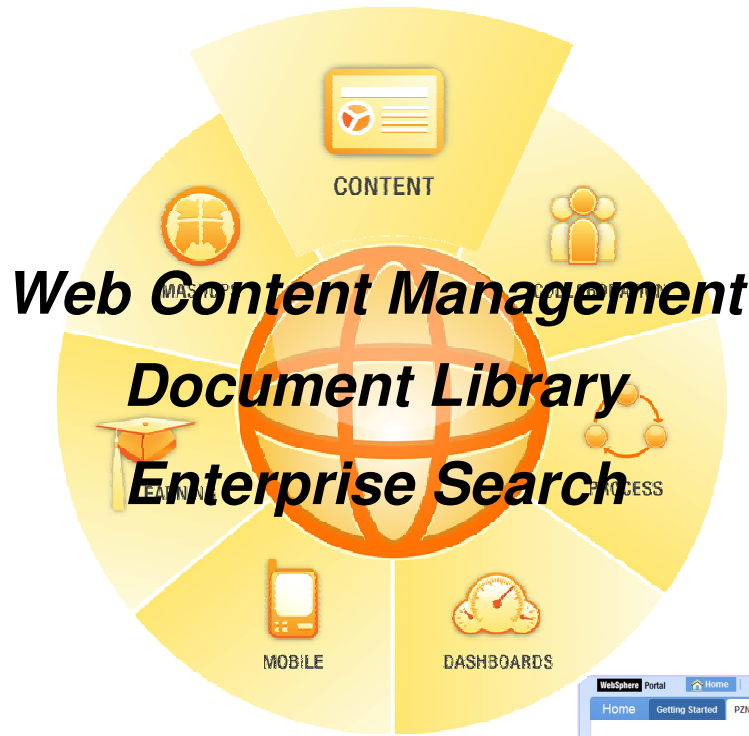


IBM Accelerators for WebSphere Portal

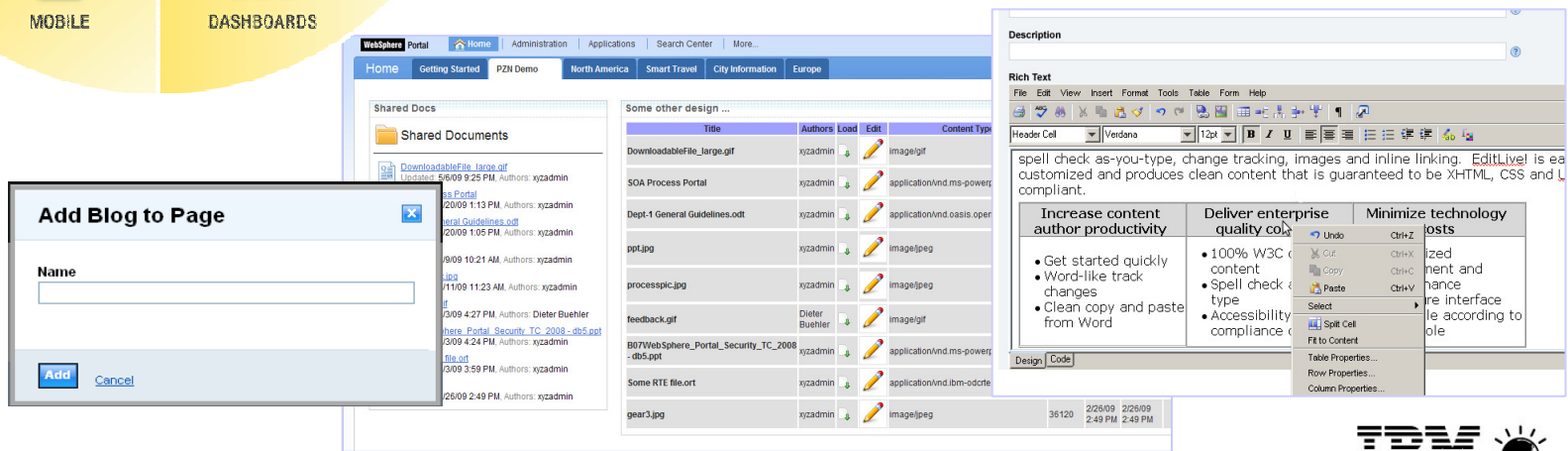




IBM Content Accelerator ..content is still king



- **Ephox® Rich Text Editor** *seamlessly embedded*
- **ECM Integration** *leverages existing content*
- **Blog & Wiki Templates** *speed delivery social tools*
- **Web Content Integrator** *expands spectrum of content sources*
- **WebDAV** *expands authoring & management community*
- **WCM (JSR 286) Rendering Portlet** *enhanced for improved content display in WebSphere Portal*
- **IBM WebSphere Portal Content Templates Catalog** provides a quick start for using WCM to build up your own web site
- **Syndication Reporting & Site Analytics** *improvements help optimize user experiences, identify issues and reduce costs*



Shared Docs

Title	Authors	Load	Edit	Content Type
DownloadableFile_large.gif	xyzadmin	↓	✎	image/gif
SOA Process Portal	xyzadmin	↓	✎	application/vnd.ms-powerpoint
Dept-1 General Guidelines.odt	xyzadmin	↓	✎	application/vnd.oasis.opendocument-text
ppt.jpg	xyzadmin	↓	✎	image/jpeg
processpic.jpg	xyzadmin	↓	✎	image/jpeg
feedback.gif	Dieter Buehler	↓	✎	image/gif
B07WebSphere_Portal_Security_TC_2008-085.ppt	xyzadmin	↓	✎	application/vnd.ms-powerpoint
Some RTE file.ort	xyzadmin	↓	✎	application/vnd.ibm-odotc
gear3.jpg	xyzadmin	↓	✎	image/jpeg

Add Blog to Page

Name:

Rich Text

File Edit View Insert Format Tools Table Form Help

Header Col Verdana 12pt

spell check as-you-type, change tracking, images and inline linking. EditLive! is a customized and produces clean content that is guaranteed to be XHTML, CSS and W3C compliant.

Increase content author productivity	Deliver enterprise quality content	Minimize technology costs
<ul style="list-style-type: none"> • Get started quickly • Word-like track changes • Clean copy and paste from Word 	<ul style="list-style-type: none"> • 100% W3C content • Spell check as-you-type • Accessibility compliance 	<ul style="list-style-type: none"> • Customized interface • Flexible according to role

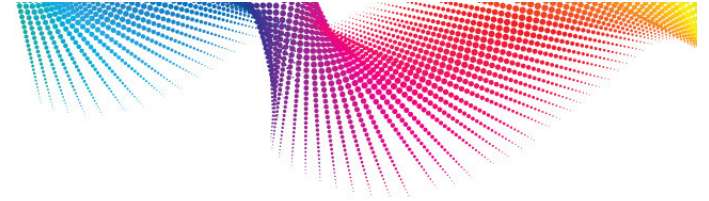


IBM Web Content Management 2010 sites



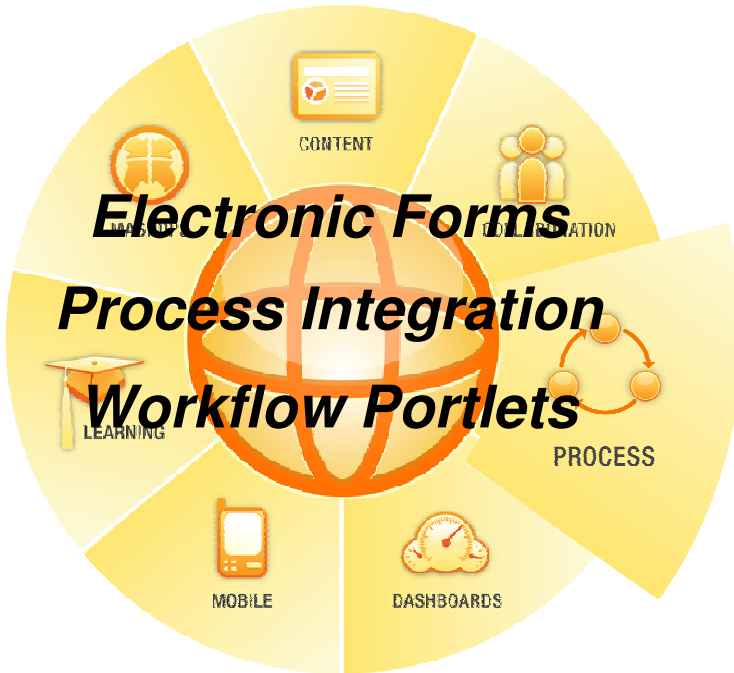
- Australian Open, Jan 18-31
- Olympics, Feb 12-28
- Master's Golf, Apr 5-11
- French Open, May 24 - June 6
- Tony Awards, June 13
- Wimbledon, June 21 – July 4
- US Open Tennis, Aug 30 – Sept 12





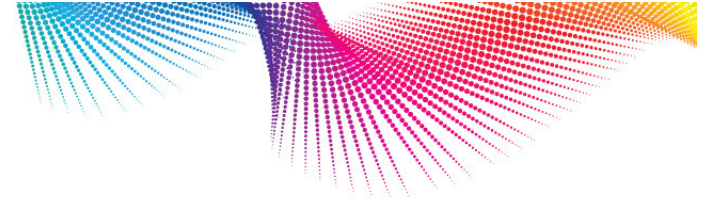
IBM Business Process Accelerator

..forms start many processes



- Pixel-perfect eForms
- Rich sample forms catalog
- Digital signatures
- Zero footprint Web 2.0 solution – Lotus Forms Turbo

Title	Modification date	Due date	Application
New Hire checklist	29-01-2009	3/17/09 12:00 AM	Checklist
Loss of a family member	19-02-2009	4/19/09 12:00 AM	Checklist
Life - Planning to retire	19-02-2009	4/20/09 12:00 AM	Checklist



Intelligent XML documents for data collection



Presentation Layer

- Multipage precision layout
- Wizard driven interaction (Guided-interview)
- Localized Data Formatting, Accessibility

Dynamic Behaviors/Process Logic

- Capture interactional rules in the form
- Hybrid event-driven script/declarative model
- Based on standard W3C XForms specification

Data Instances

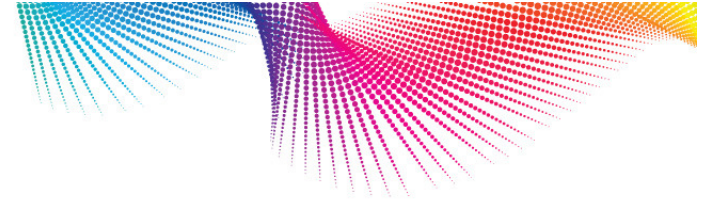
- Multiple XML payloads for integration
- Validate against external XML Schemas
- SOA Enrichment via Web Services

File Attachments

- Attachment folder system within form
- Office documents, images, videos, etc.

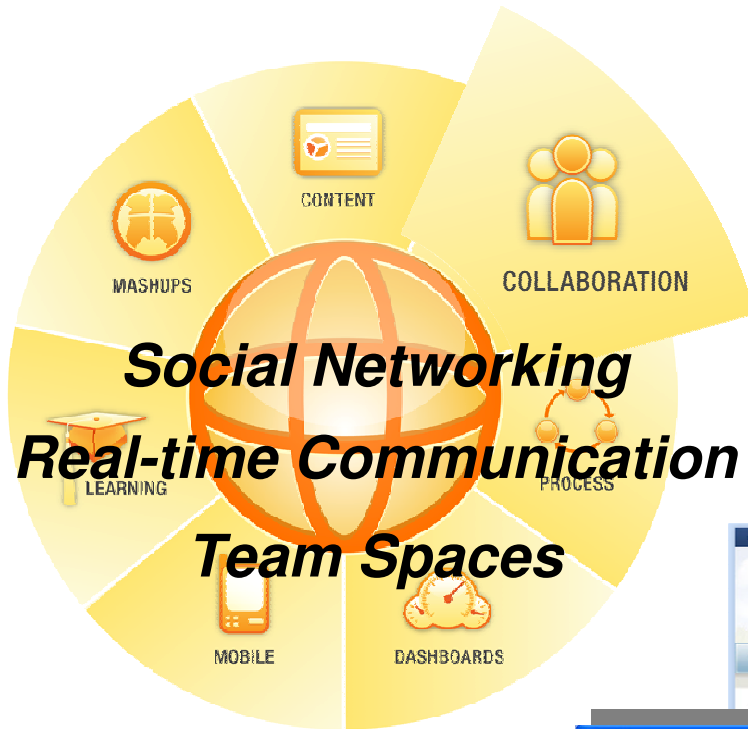
Digital Signatures

- Protect the complete transaction
- Multiple, overlapping sections or whole form

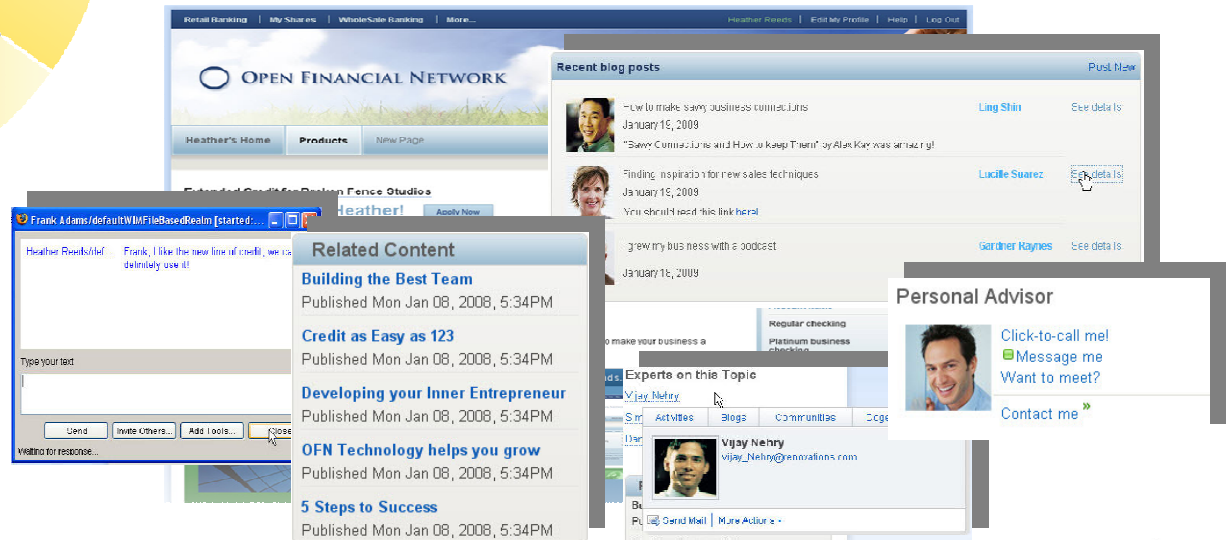


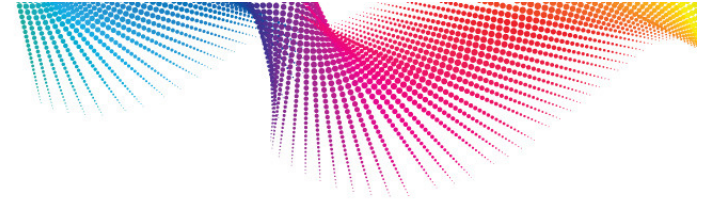
IBM Collaboration Accelerator

..people need other people



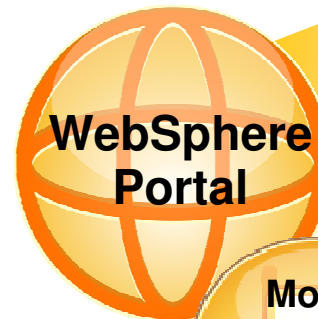
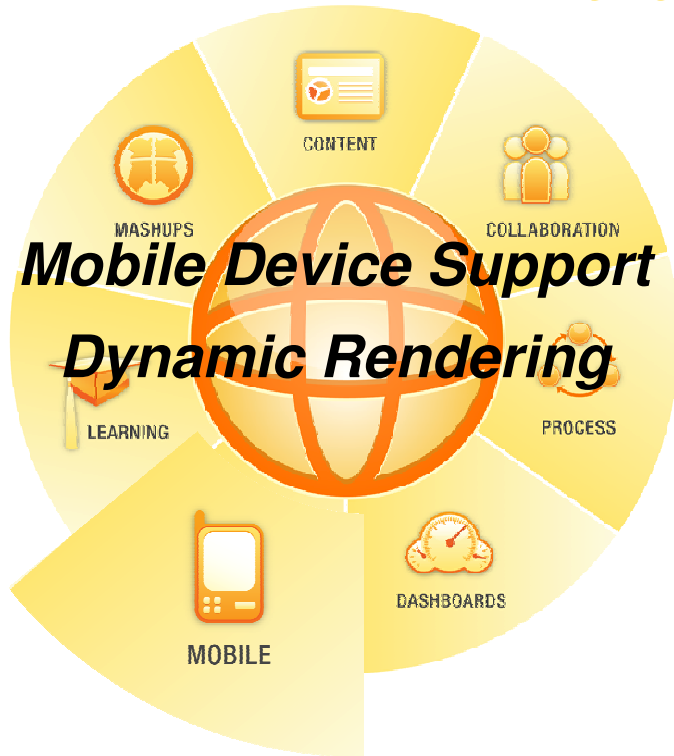
- Seamless Web 2.0 social & collaboration capabilities
- Lotus Connections, Lotus Quickr & Lotus Sametime integration/Portlets



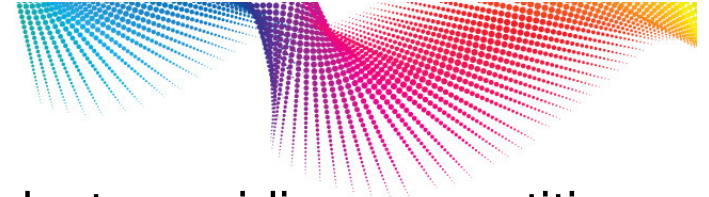


IBM Mobile Portal Accelerator

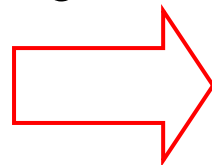
..the Web is everywhere



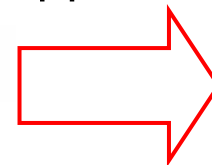
- **WebSphere Portal Extension** that extends portal navigation to mobile devices
- **Mobile Portal Toolkit** eases development of device-independent portlets
- **Mobile Device Update Service** simplifies process of supporting growing market of mobile web devices



Extend the user experience to ANY mobile handset, providing competitive advantage and increased revenue opportunities.



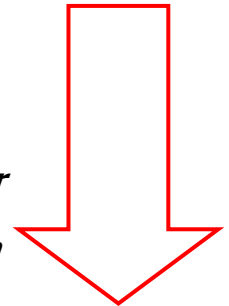
WEBSPHERE PORTAL



User calls a Portal URL from a mobile device

Portal retrieves requested data from datasource

Mobile Portal selects the layout template for the calling device from the Device Database



IBM.com simple phone example

bart.gov simple phone w/MPA

**Rich user experience on the handset.
Personalized, secure, and fresh, using Portal WCM**

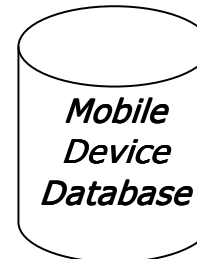


w/o MPA



w/ MPA

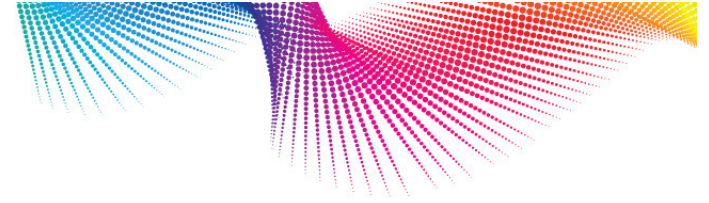
Mobile Portal returns the request with markup specifically written for the calling device, adjusting dimensions, navigation, images, and other characteristics as appropriate



Mobile Device Database

Layout templates for > 7,000 mobile devices, constantly updated





IBM Mashup Accelerator ..information needs change



**Business User
Mashup Creation
iWidget Development**

- Assemble mashups in minutes in WebSphere Portal
- Unlock desktop, departmental, enterprise and web sources into easily accessible feeds
- Search and discover feeds, widgets, mashups from inside WebSphere Portal
- Enterprise Security and Feed Control for IT Governance and Management

GP	Name	Address	Postcode	Phone	Service	
Dr Agawal V	The Medical Centre	Gun Lane Strood	Rochester	ME2 4UW	01634 726555	Medway PCT
Dr Ahmed Q W	Summerhouse Medical Practice	Beaconsfield Road	Maypole Bexley	DA5 2AE	01322 402210	WEST KENT PCT
Dr Aiyol A & Partners	100 Newington Road	Ramsgate	Kent	CT12 6EW	01843 595951	EASTERN AND COASTAL KENT PCT
Dr Ali I M	The Halfway Surgery	68 New Road	Chatham	ME4 4QR	01634 828665	Medway PCT

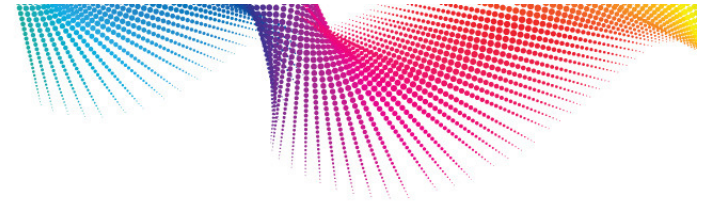


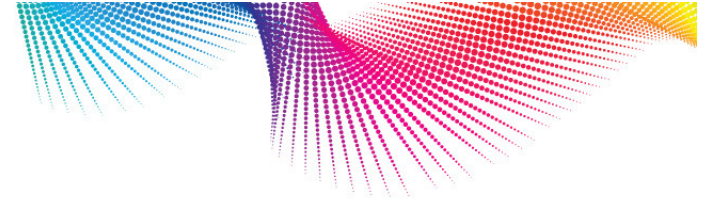
IBM Smarter Business and Technology Series

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



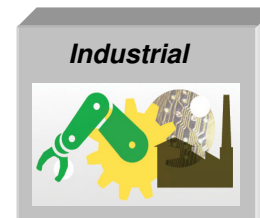
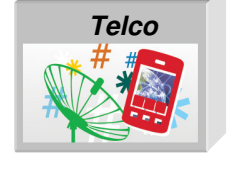


Introducing IBM Industry Toolboxes for WebSphere Portal

- **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.

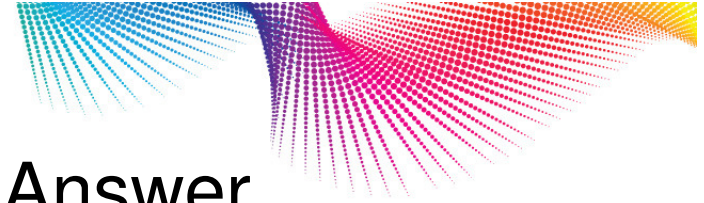


www.ibm.com/websphere/portal/industry



Newly Launched...





Industry Toolboxes Help Answer...

“How does this help my business?”

(Value Alignment / Positioning)

WebSphere Portal Addresses Retail Banking Needs

Who's using Portal?

- Online Customers
- Tellers
- Customer Service Reps
- Payment Managers
- Risk Analysts
- Sales/Marketing
- Human Resources

How is Portal being used?

- Customer-service gateways
 - Marketing campaigns
 - Investment opportunities
- Back-office process consolidation
 - Payment processes
 - Auditing
- Hot-button dashboards
 - Event notification
 - News aggregation

“What does done look like?”

(Customizable Use Case Demos – DITL)

THE SOUTH FINANCIAL GROUP

Customer Control | My Bank Home | Products & Services | About Us | e-File

Account Information: Customer Number: 8455 8388 5128

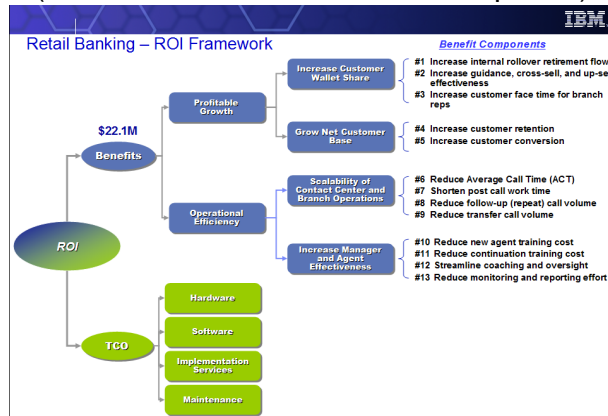
Account Summary:

Account Name	Account Balance	Available Balance
Internal checking	\$5,127.25	\$5,127.25
Money Market	\$5,457.25	\$5,457.25
Money Market	\$5,457.25	\$5,457.25

Auto Rates as low as **3.99% APR**

“What is the ROI”

(Customizable Cost/Benefit Templates)



“How can IBM help us build a value case”

(Consultative Sales Methodology, Assets, & Tools)

BVA Engagement Modules

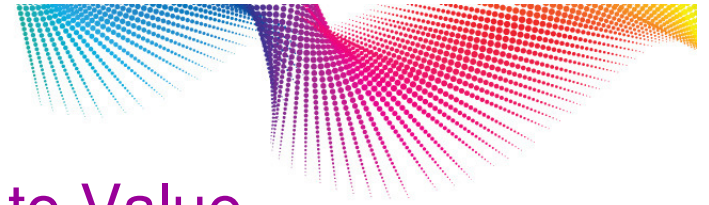
Total Business Value = Business Value Alignment + Day-in-the-Life Visualization + Process Modeling + Architecture Assessment + ROI/TCO Case

Deliverables

- Executive Summary:** Key findings, business pain challenges and issues, value drivers and business benefits
- Detailed Findings:** Benefits analysis, benchmark assumptions, process analysis, recommendations high-level implementation roadmap

BVA MODULES

- Consensus:** Management and operations stakeholder consensus on high value, practical, business process and community targets, alignment with business objectives, in Client business language
- Day-in-the-Life Visualization:** Personalized business scenario demo depicting what done looks like; built to illustrate Client use cases, in the context of the day-to-day work experience of the target user communities
- Process:** Process modeling of current business performance and characteristics as well as future-state process vision and associated improvement opportunities
- Technology:** Diagnostic discovery and analysis to identify the high-level technical requirements of the future state vision in the context of the Client IT environment and business value targets
- Numbers:** A structured, high-level ROI or TCO case that models the estimated financial benefit opportunity, required investment ranges, and associated financial return metrics of the proposed solution



Jump-Start Templates Speed Time to Value

• Extensible, Configurable Software Templates

- Software to accelerate solution construction for specific business needs
- Prebuilt Portal sites, structure, and collaboration components commonly used in a target industry
- Code that customers or partners can easily modify and customize

• Built-in Best Practices

- To help IT speed deployment and reduce the cost of portal-based business solutions
- Solve recurring user needs in a best practice way
- Showcase for successful interaction patterns *spanning the Lotus collaboration portfolio*

"We see the IBM solution as more than just a one-off project. It's a platform for change that is transforming our company from the inside out."

Geoff Pearce
Store Systems Applications Manager
The Reject Shop

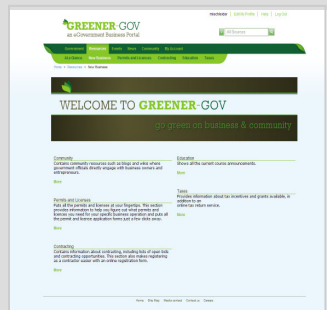
Examples

Healthcare Patient Portal



Portal, WCM

Government Self Service



Portal, WCM, Forms

Online Banking



Portal, WCM, Connections, ST

Retail Vendor On-Boarding



Portal, WCM, Forms, ST (future)

Insurance Agency Portal



Portal, WCM, Forms, Connections, ST, Dashboards (future)

Product, Pre-Requisites



IBM Smarter Business and Technology Series



धन्यवाद

Hindi

Gracias

Spanish

תודה רבה

Hebrew

Спасибо

Russian

Grazie

Italian

شكراً

Arabic

English

Obrigado

Portuguese

Thank You

Merci

French

多謝

Traditional Chinese

Danke

German

Terima kasih

Bahasa

நன்றி

Tamil

ขอบคุณ

Thai

多谢

Simplified Chinese

ありがとうございました

Japanese

감사합니다

Korean

Salamat

Tagalog

