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

IBM

# 2008

Instant messaging
Security
Forms Scalability
Localization
composite applications
web content management
Globalization
Mobile
integration of disparate sources
portals
portlets
personalized websites
mashups
user customization
Site tools
Search
Workflow

# 2010

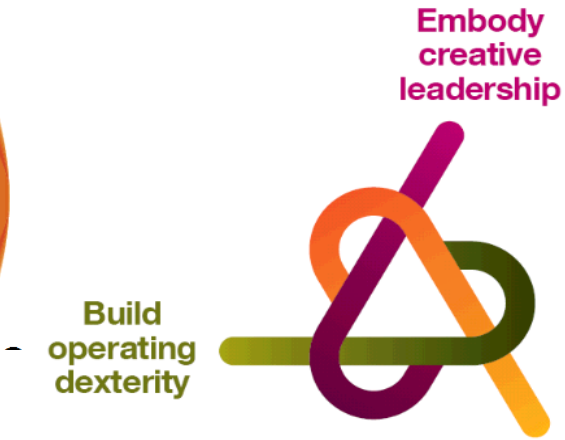
communities
approval processes
campaigns
social media
polls and surveys
recommendations
real-time analytics
search engine optimization
targeted content
predictive analytics
rich internet applications
agility
comments
sentiment analysis
commerce
perception monitoring
increase customer satisfaction
ratings
build brand loyalty
search
multi-channel
self-service
drive revenue
click-2-chat
rich media
click-2-call
ab and multi-variate
scalability
integration

IT director of internet apps
CFO
Director of customer support
Owner of stakeholder site
VP of online marketing

IBM Smarter Business and Technology Series
from CEOs

# 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*

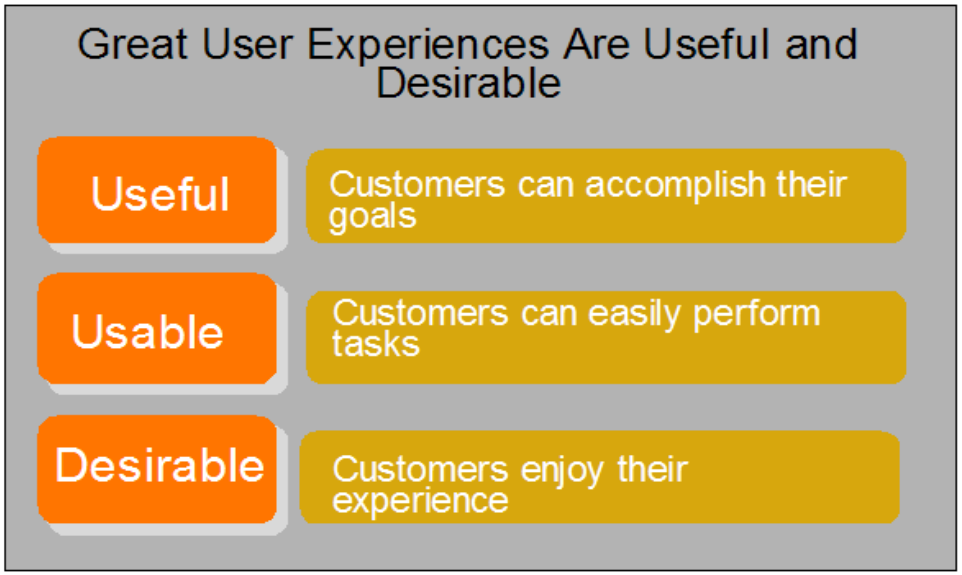
*Is adaptable to changing markets*

*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.

# Introducing...

## *IBM's vision for Exceptional Web Experience*

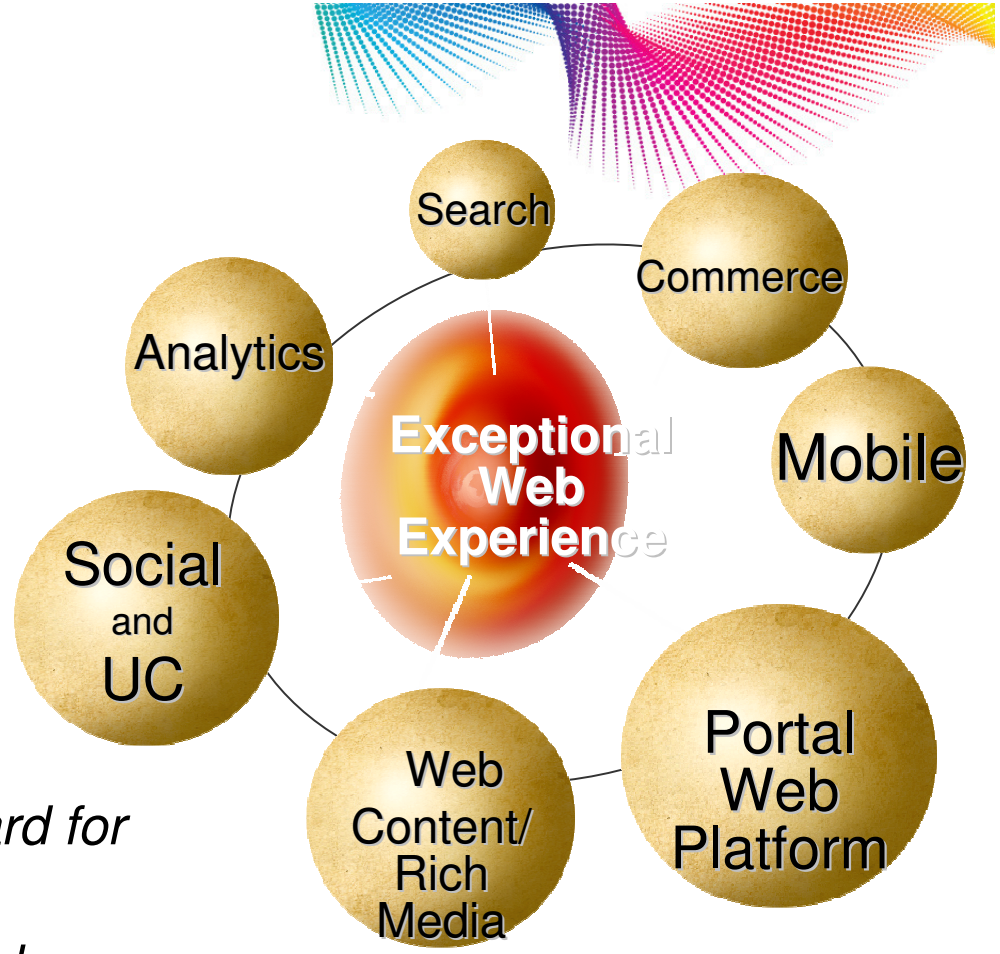
## *"IBM Project Northstar"*

## &...

## *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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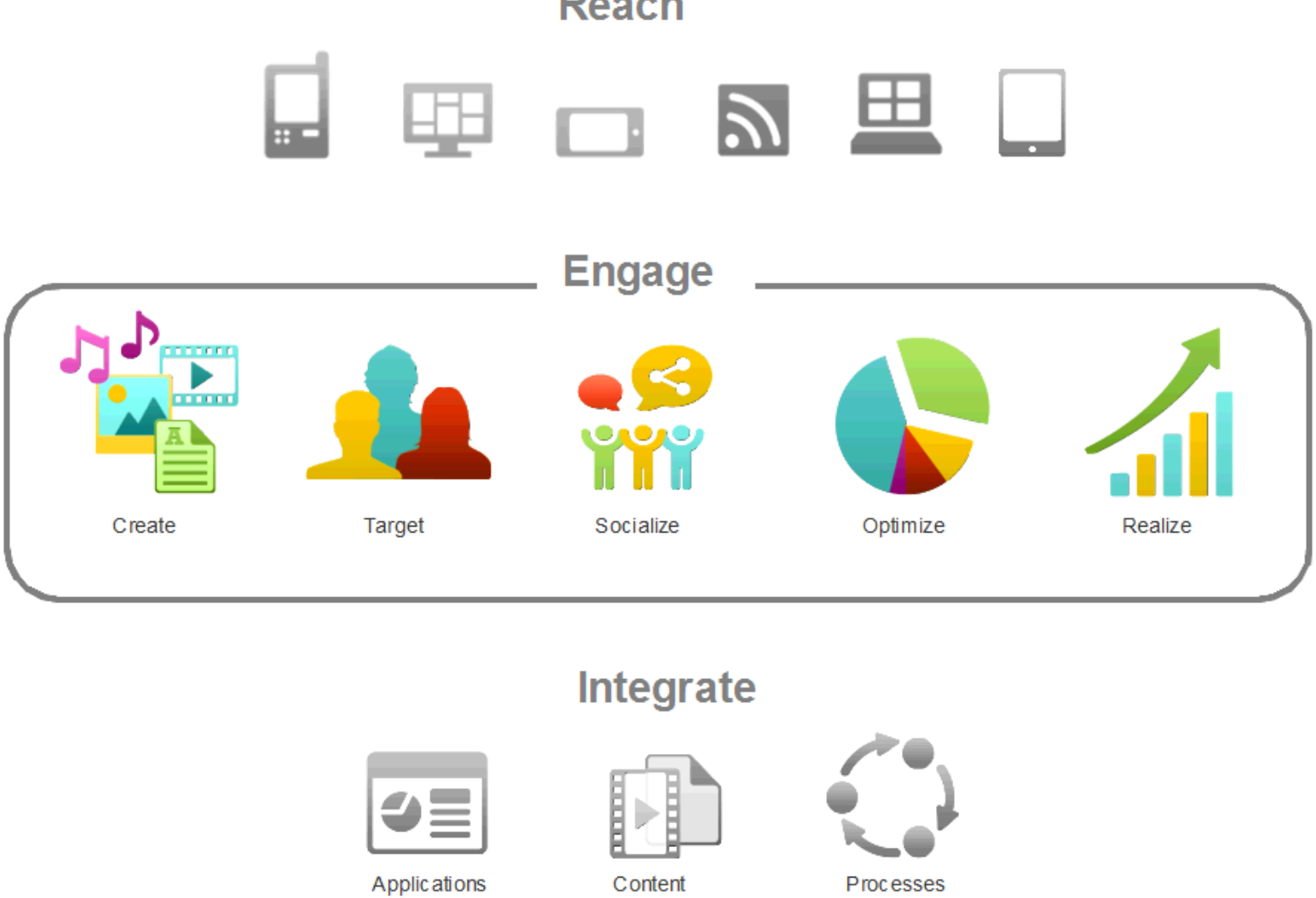
IBM

# Integration Excellence / Secure multi-channel delivery

*Seamlessly Combines Internal & External Applications/Services*

# IBM's vision for Exception Web Experience

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# IBM Customer Experience Suite

*Exceptional Web Experiences*

**Engaging**

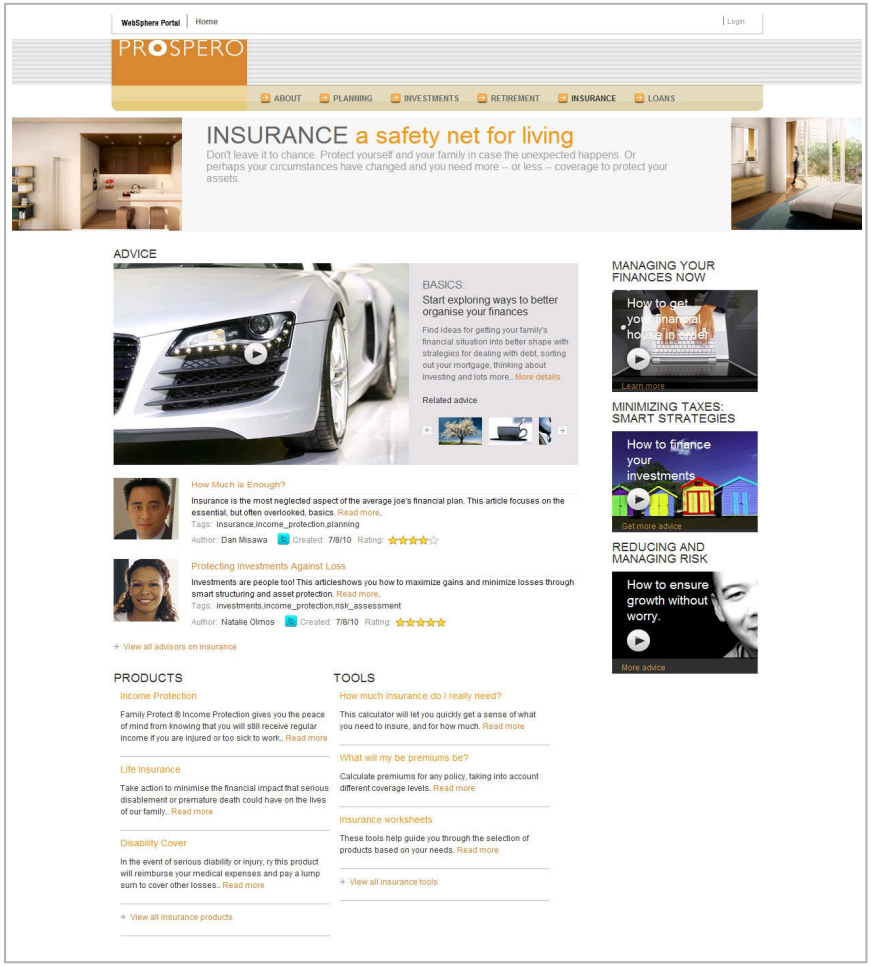
*Personalized*

"Conversational"

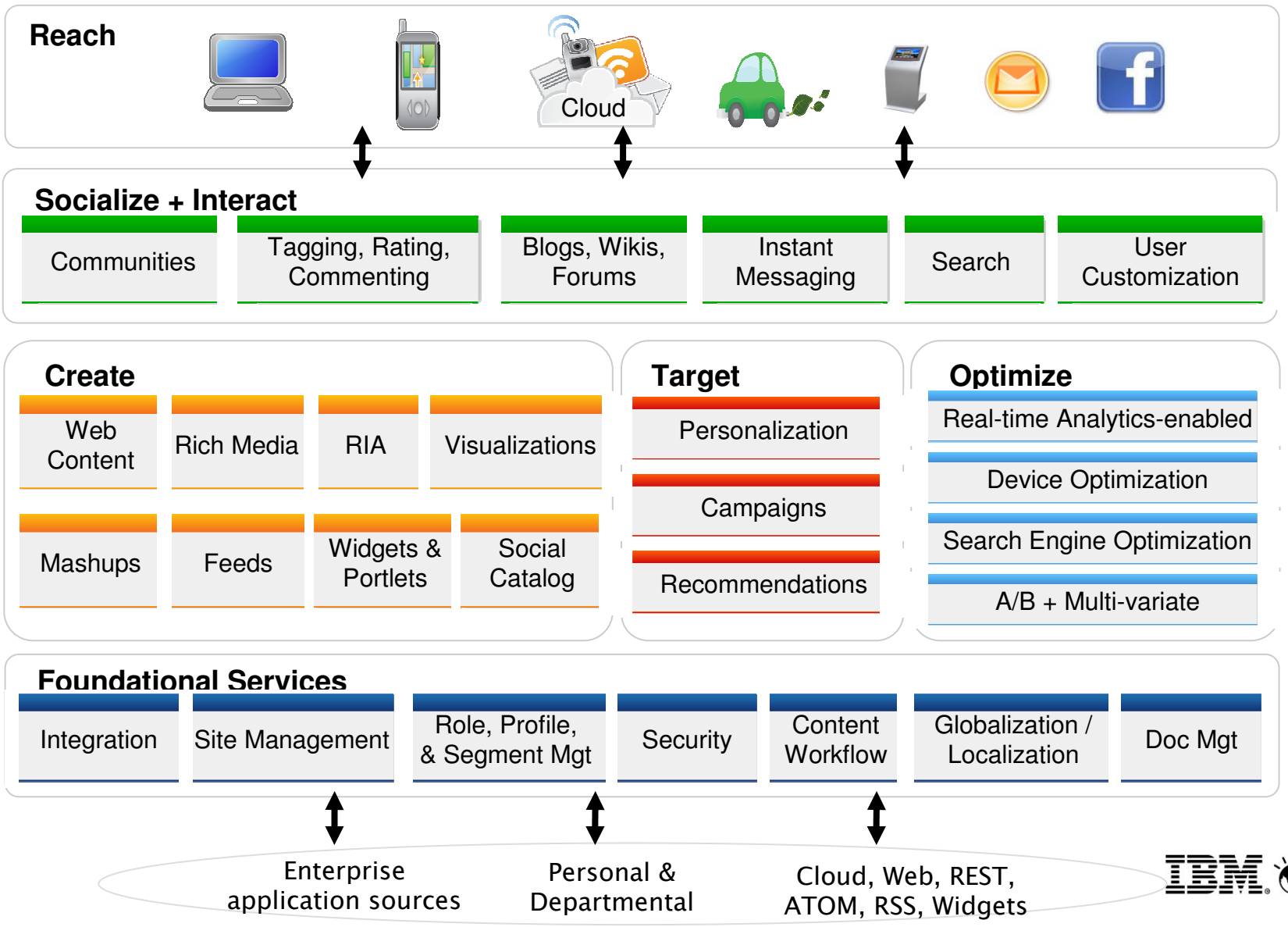
*Everywhere*

Empowering

***Integrated***



# IBM Customer Experience Suite



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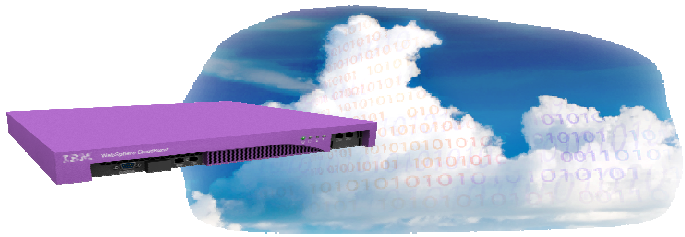
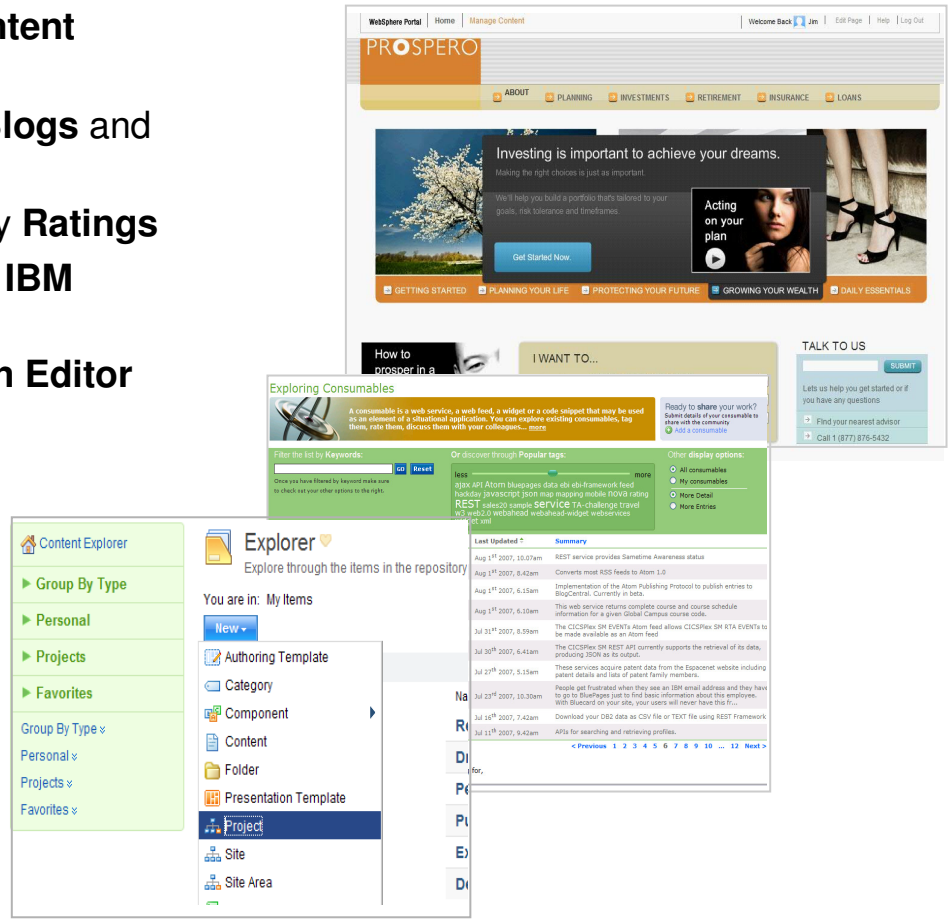
# WebSphere Portal and Lotus Web Content Management V7.0

## 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**

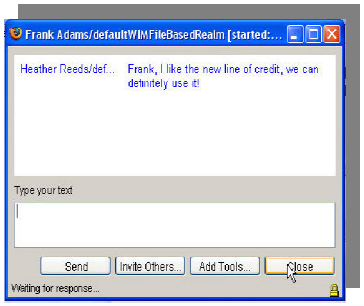


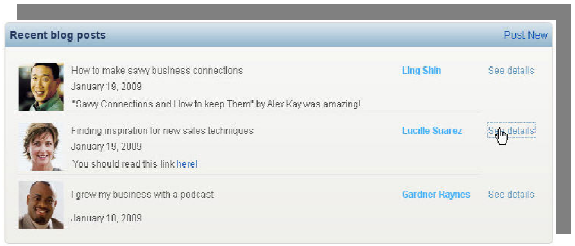


# Constituents & Employees Expect Modern Online Experiences:

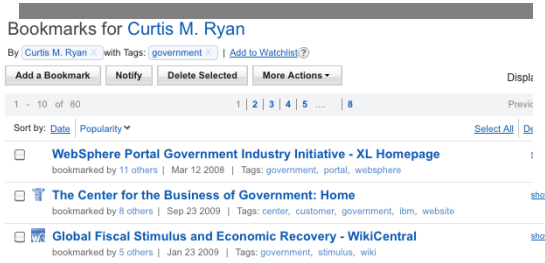
## *Web 2.0 + Collaboration + Social Tools + Mobile*

***Instant Messaging***




***Social Bookmarks***

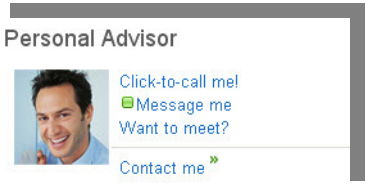


***Tagging***

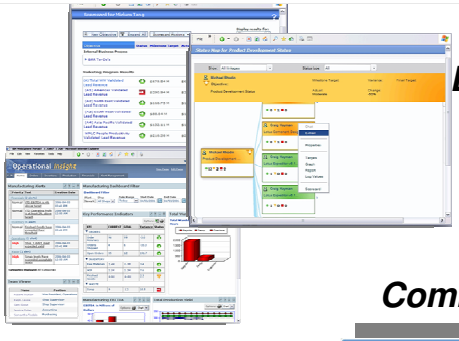
***Blogs***

***User Ratings***

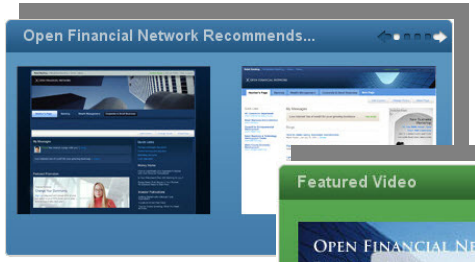
***Education***



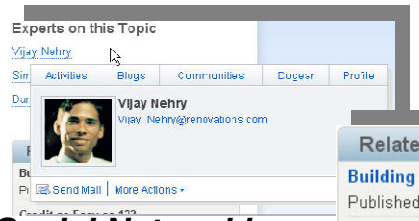

***Experts***



***Dashboards***



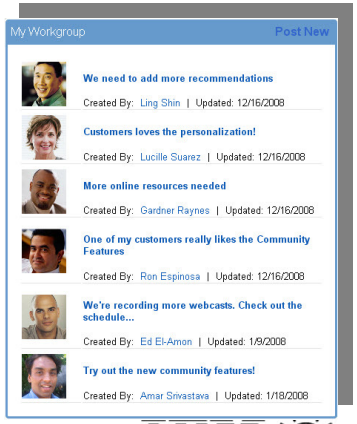
***Video***




***Social Networking***

***Personalized Content***

***Communities***

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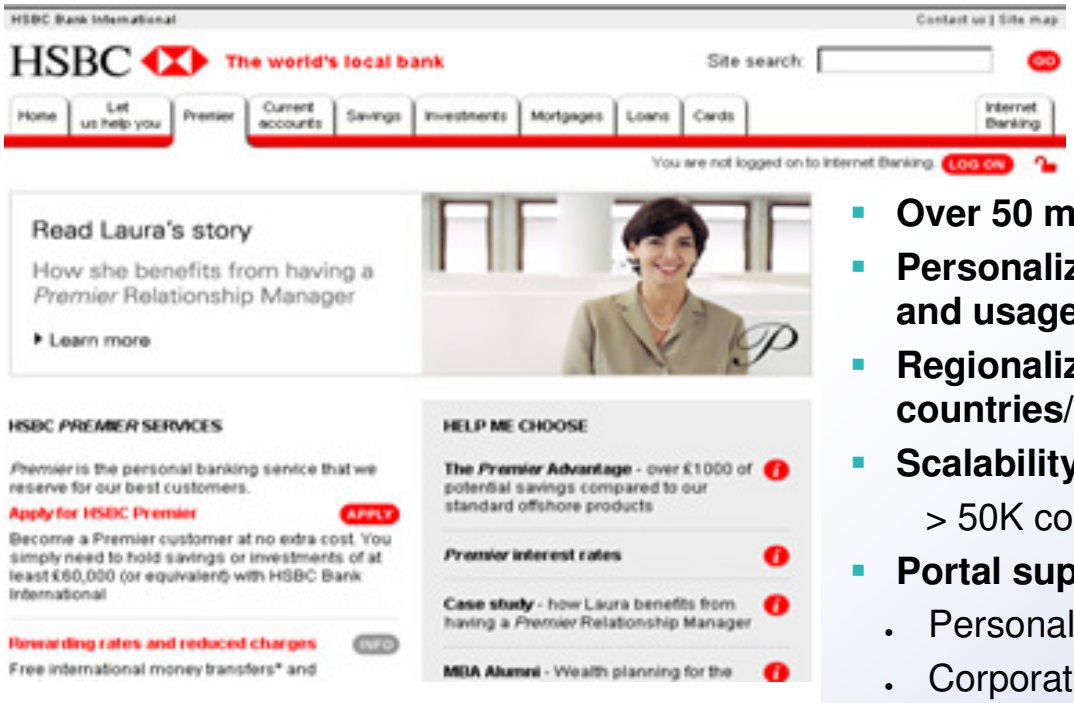
# HSBC – Global Customer Service

*- running the brand on WebSphere Portal*

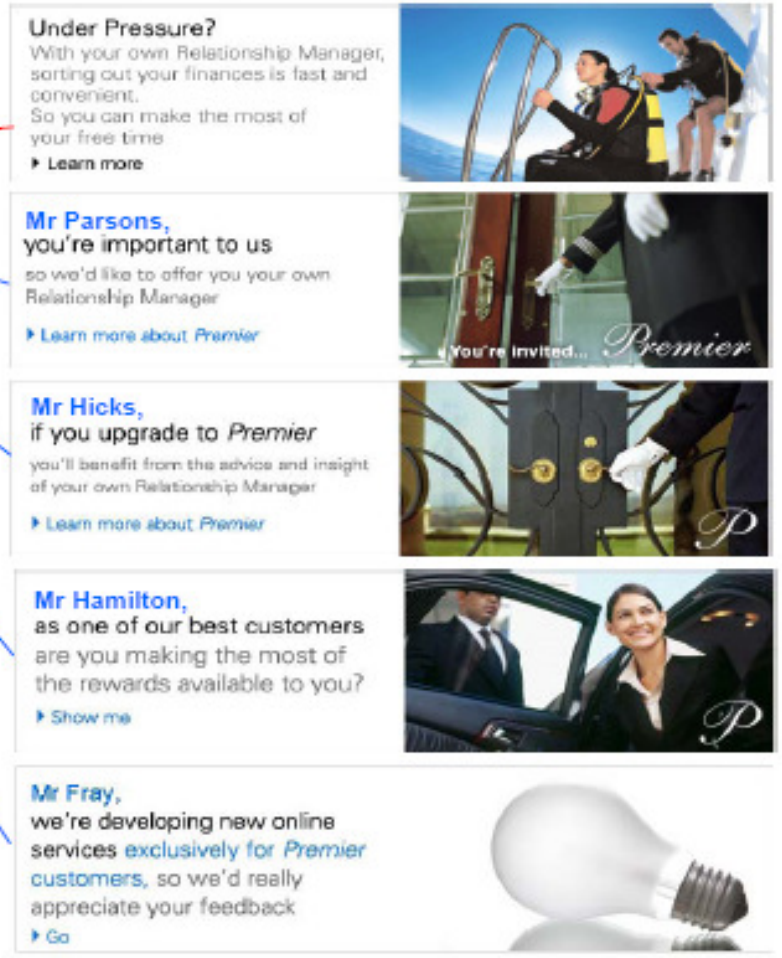



- **Over 50 million customers**
- **Personalized content based on account level and usage**
- **Regionalized content delivered to over 40 countries/languages**
- **Scalability to meet increased demand**
  - > 50K concurrent user capacity at one site alone
- **Portal supports lines of business:**
  - 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




HSBC

IBM

# HSBC – Targeted Selling

*WebSphere Portal and Content Management allow marketers to create campaigns dynamically*

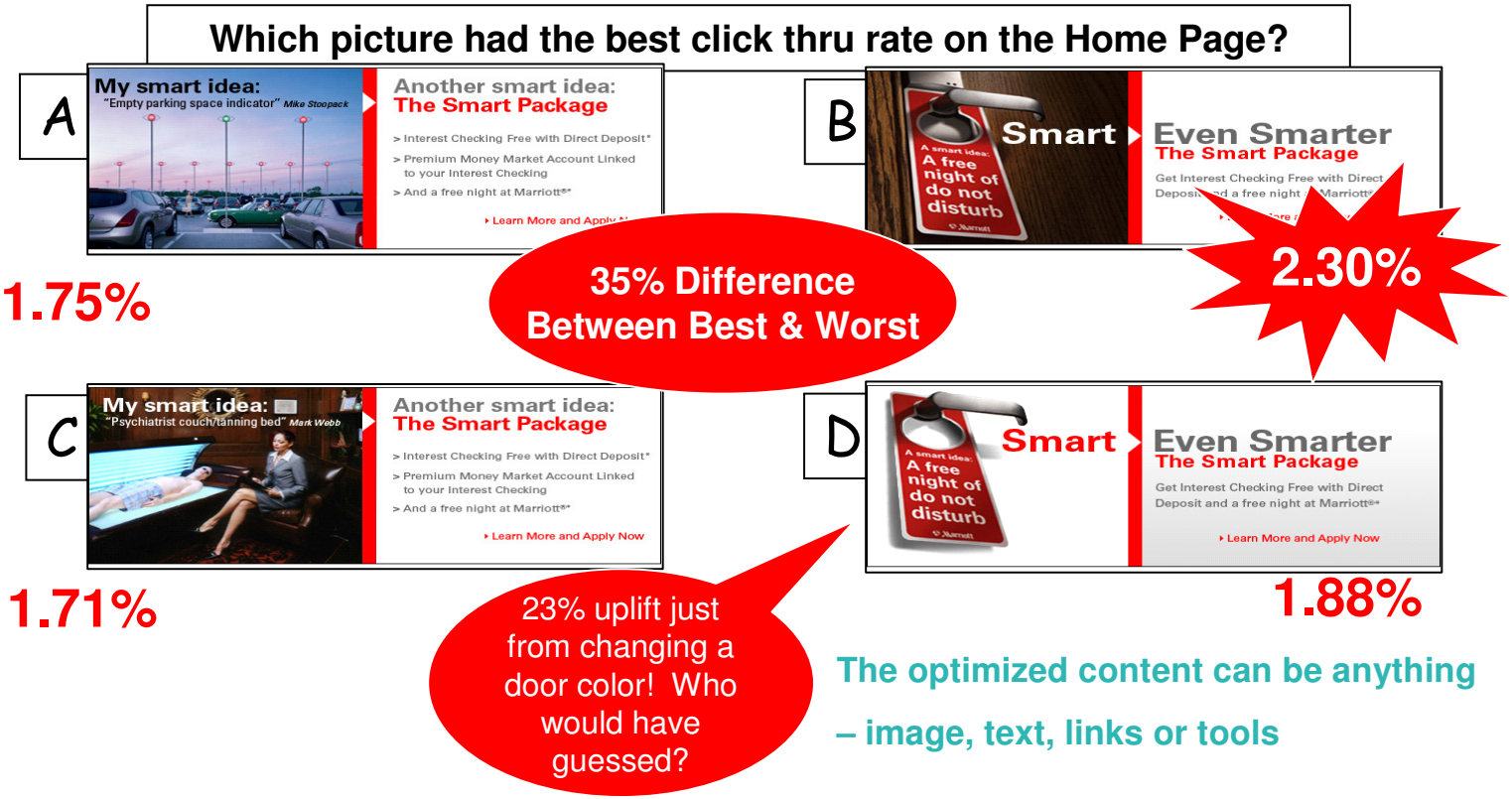
- Ability to test-market campaigns *before* general availability
- ***Give customers an offer they want to see***
- Increase upsell / cross-sell

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




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

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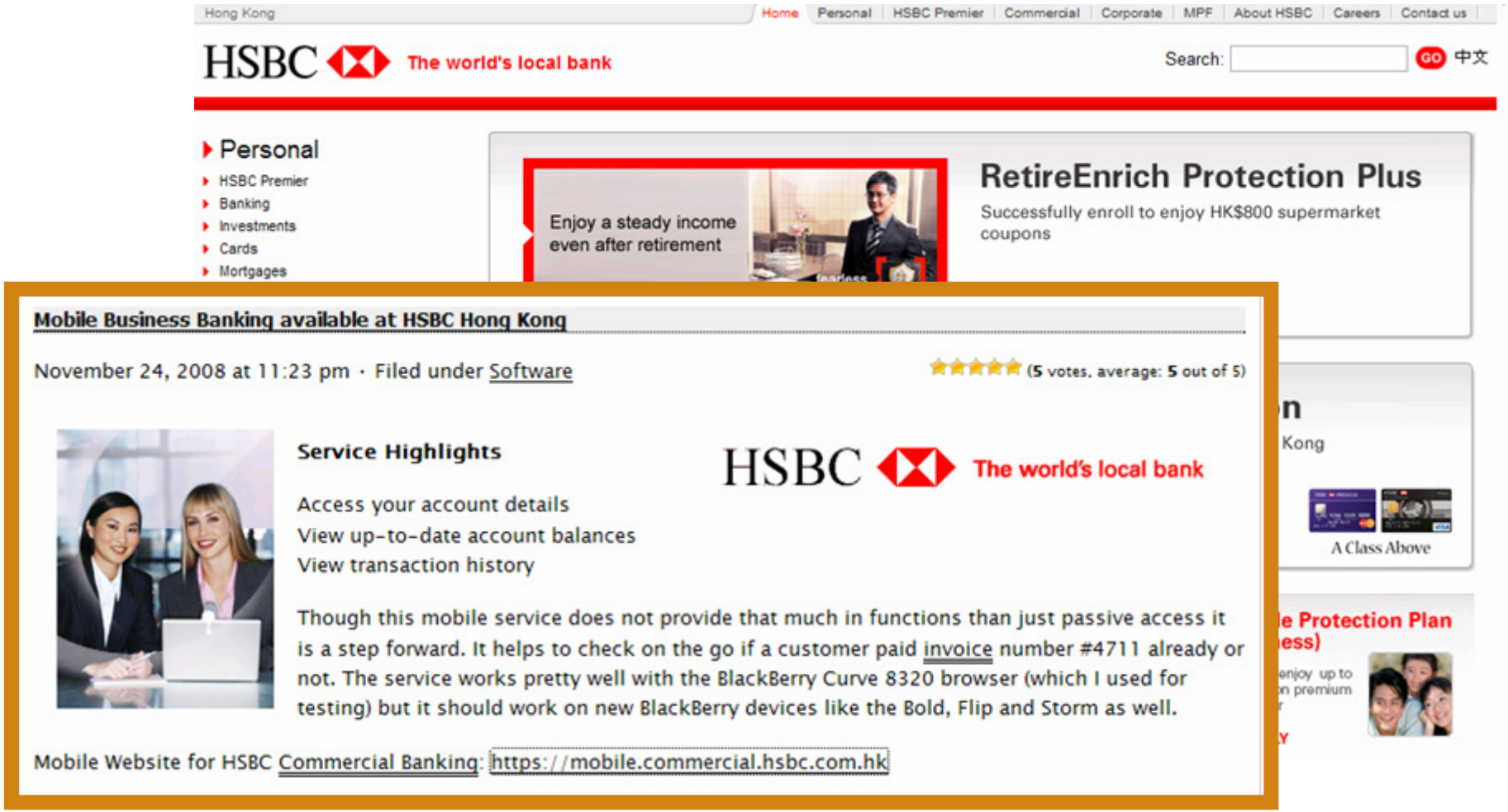
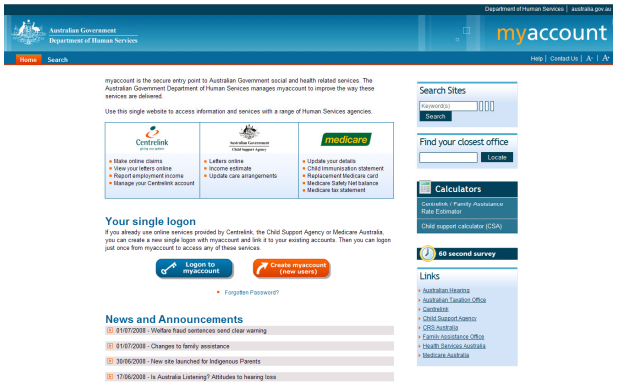
# HSBC Hong Kong – Bringing Mobility to Banking




***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

*http://myaccount.centrelink.gov.au*




*http://myaccount.humanservices.gov.au*

- **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,

**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

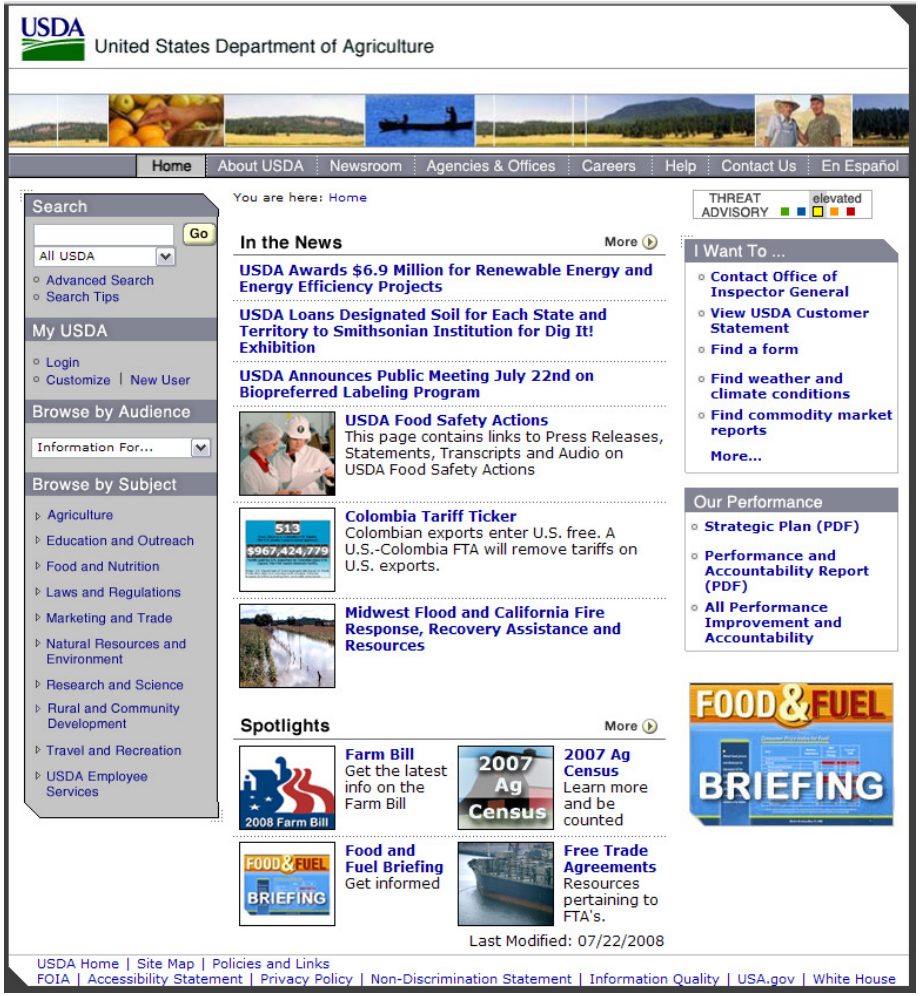
**Business Services / Partner B2B Portal**

**Staff Portal**

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

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

## Not just "a portal", but a reusable strategic government infrastructure…

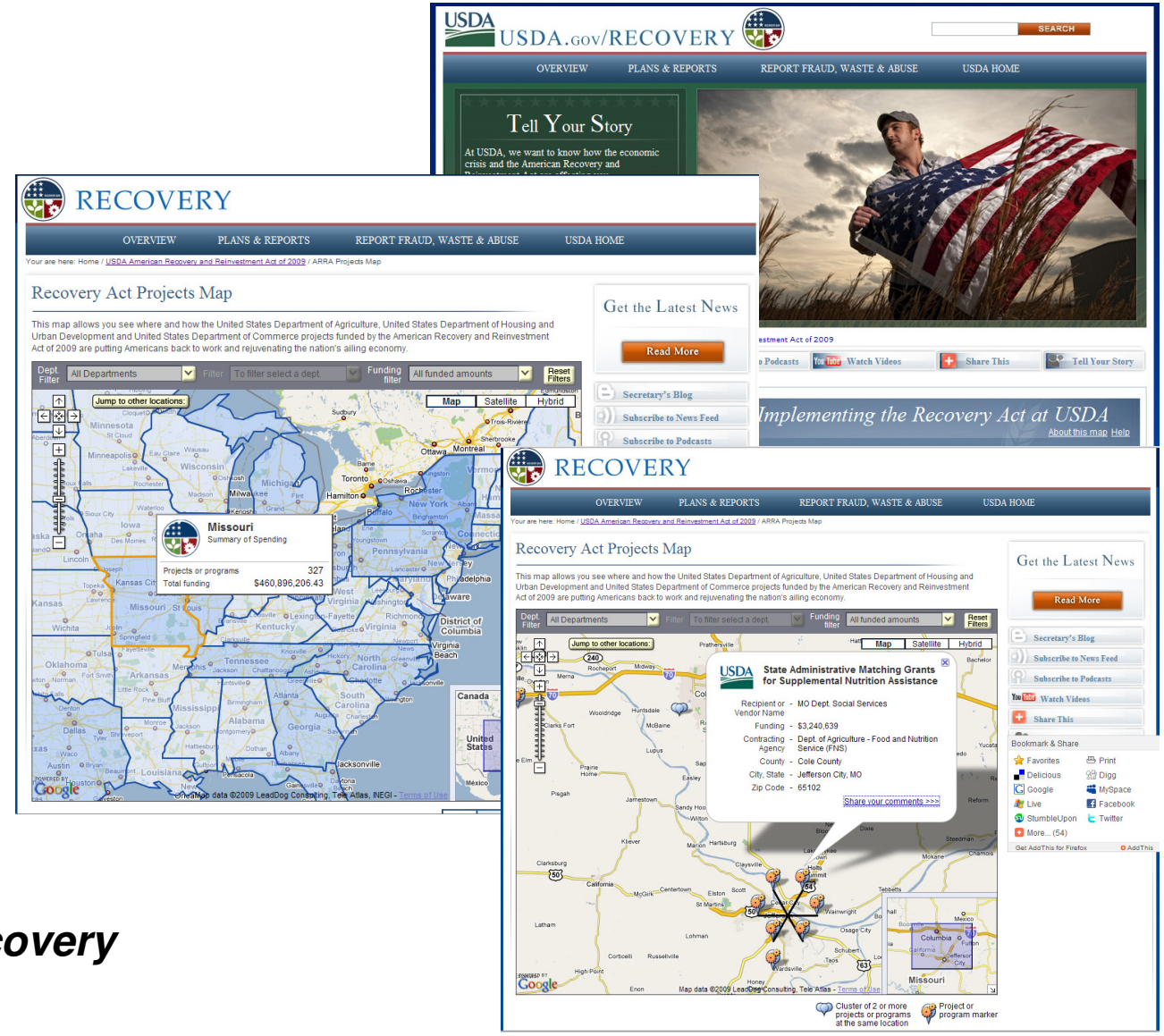



- **Offers over 550 online services** While the site contains a massive amount of information and services, it is well organized and provides a number of features designed to help people find what they are looking for.
  - Finding forms and information is simple by using the **"I want to…" box**, and 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***

# Exceptional Web experience, exceptional business results

## *Grow revenue*

HSBC
The world's local bank

**35% improvement** in marketing campaign revenue and increased customer loyalty

Woodmen of the World

KYOBO 교보생명

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

PHILIPS
sense and simplicity

***"Internet Info and Entertainment from the Convenience of your Couch"***

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

RELIANCE
Anil Dhirubhai Ambani Group

**100 percent increase** in new business premiums

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

ENTEGA
Der umweltfreundliche Energieversorger

**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

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IBM Smarter Business and Technology Series

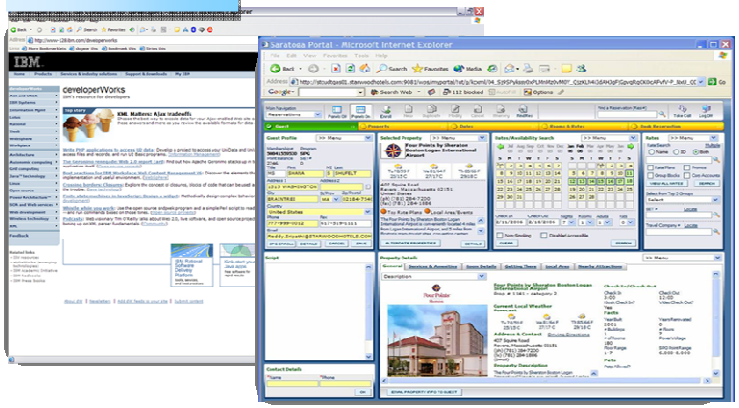
WebSphere® Portal

# Exceptional Web Experiences

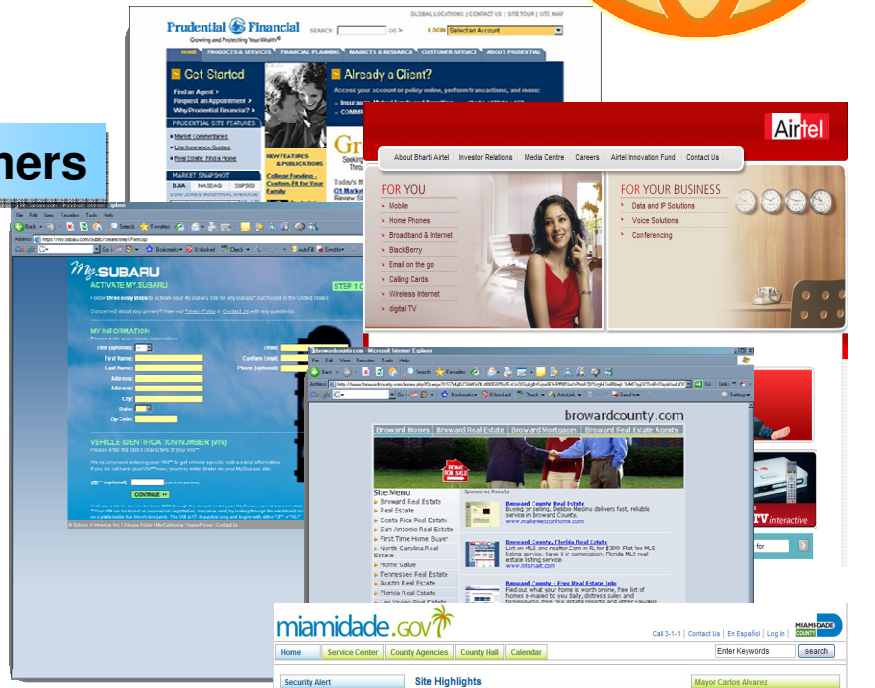
## One Platform

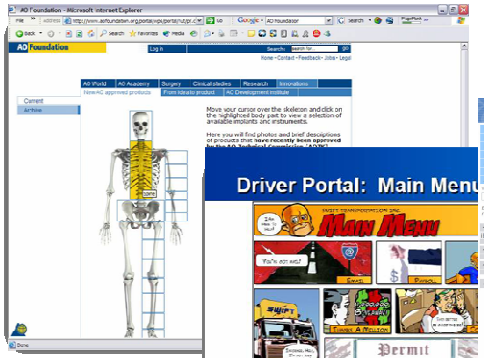
## Many Different Business Needs

Partners




Customers



Employees

Citizens

IBM

# 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 Correla June 4, 2008

*9 out of the top 10 European banks*

#

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

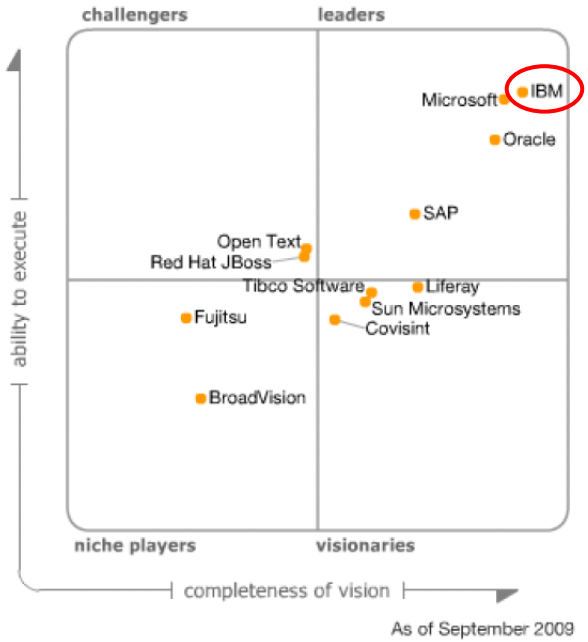
*30 hospitals, clinics and health delivery networks worldwide*

*Every G8 Country*

## Portal Market Presence

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

**Figure 1. Magic Quadrant for Horizontal Portal Products**




**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*

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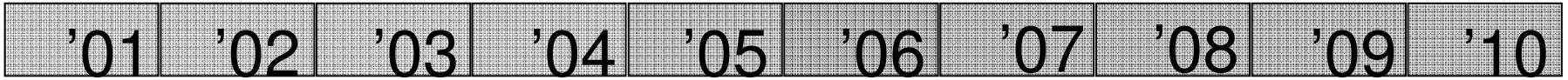
# IBM WebSphere® Portal

## *Ready for the Next 10 Years*

100+ Worldwide Technology Patents

by IBM Portal Development




**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

**Portal & WCM V7**

Compelling Web Experience

**V6.1.5**

End-user & Portal Optimization

**Industry Toolboxes**

Government Healthcare Retail

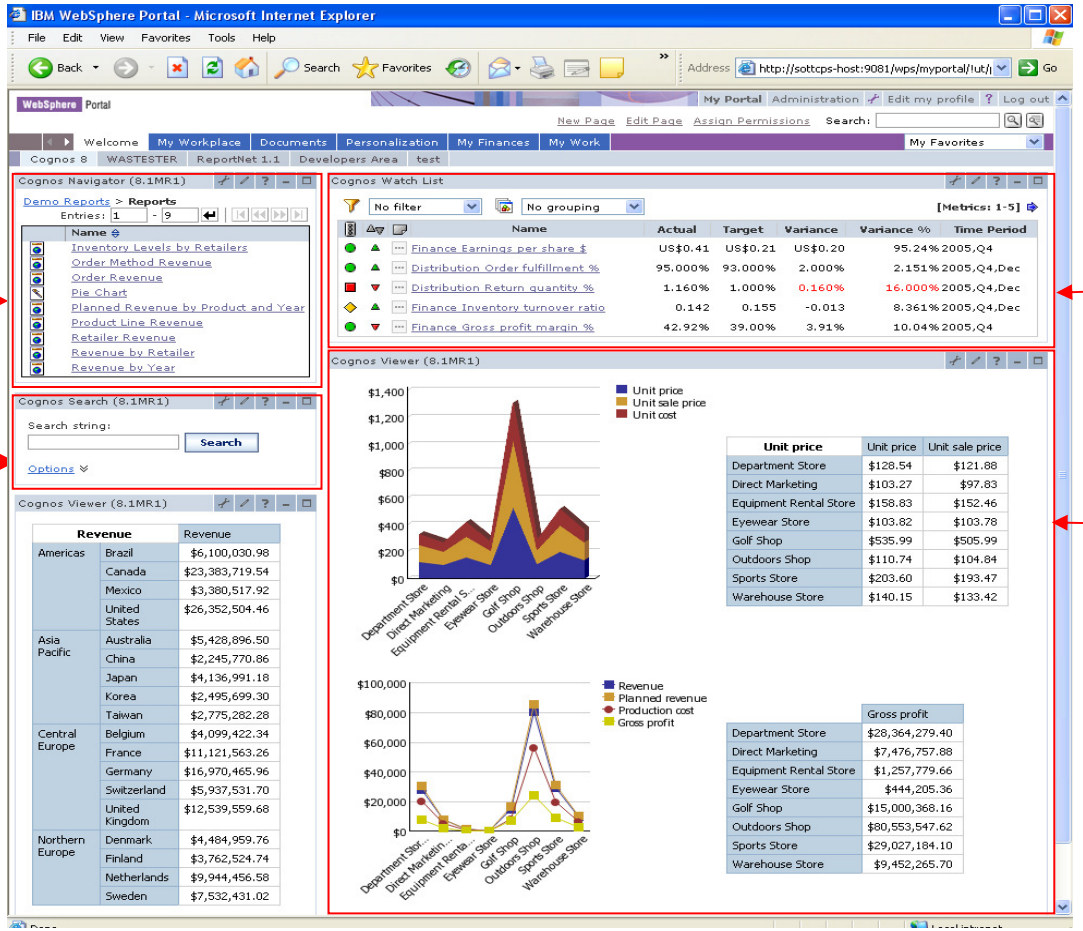
Banking Insurance Telecom

IBM

# Cognos WSRP Portlets for WebSphere Portal

Navigator

Cognos Search




Metrics Watch List

Cognos Viewer

**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

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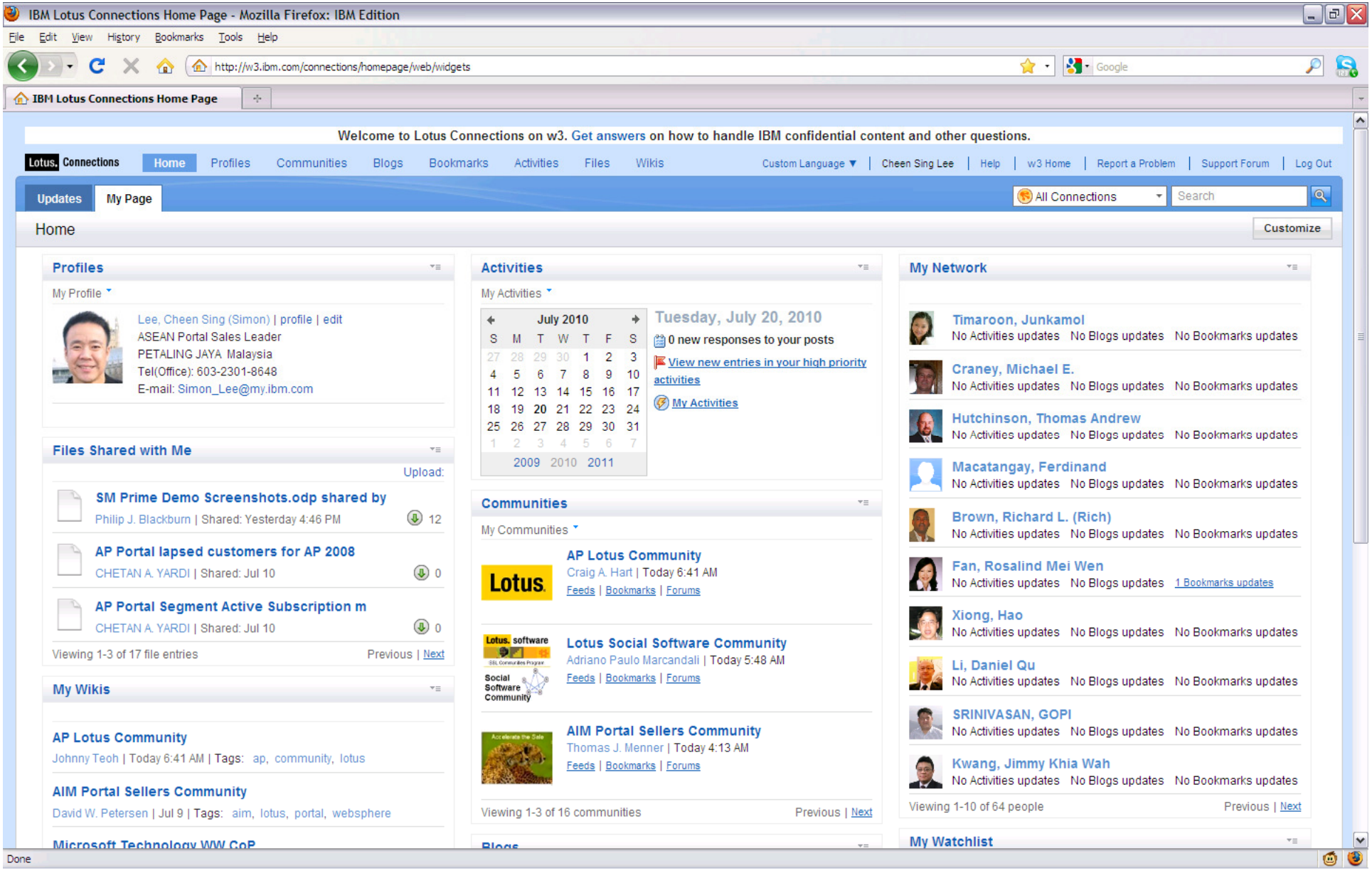
# Lotus Connections



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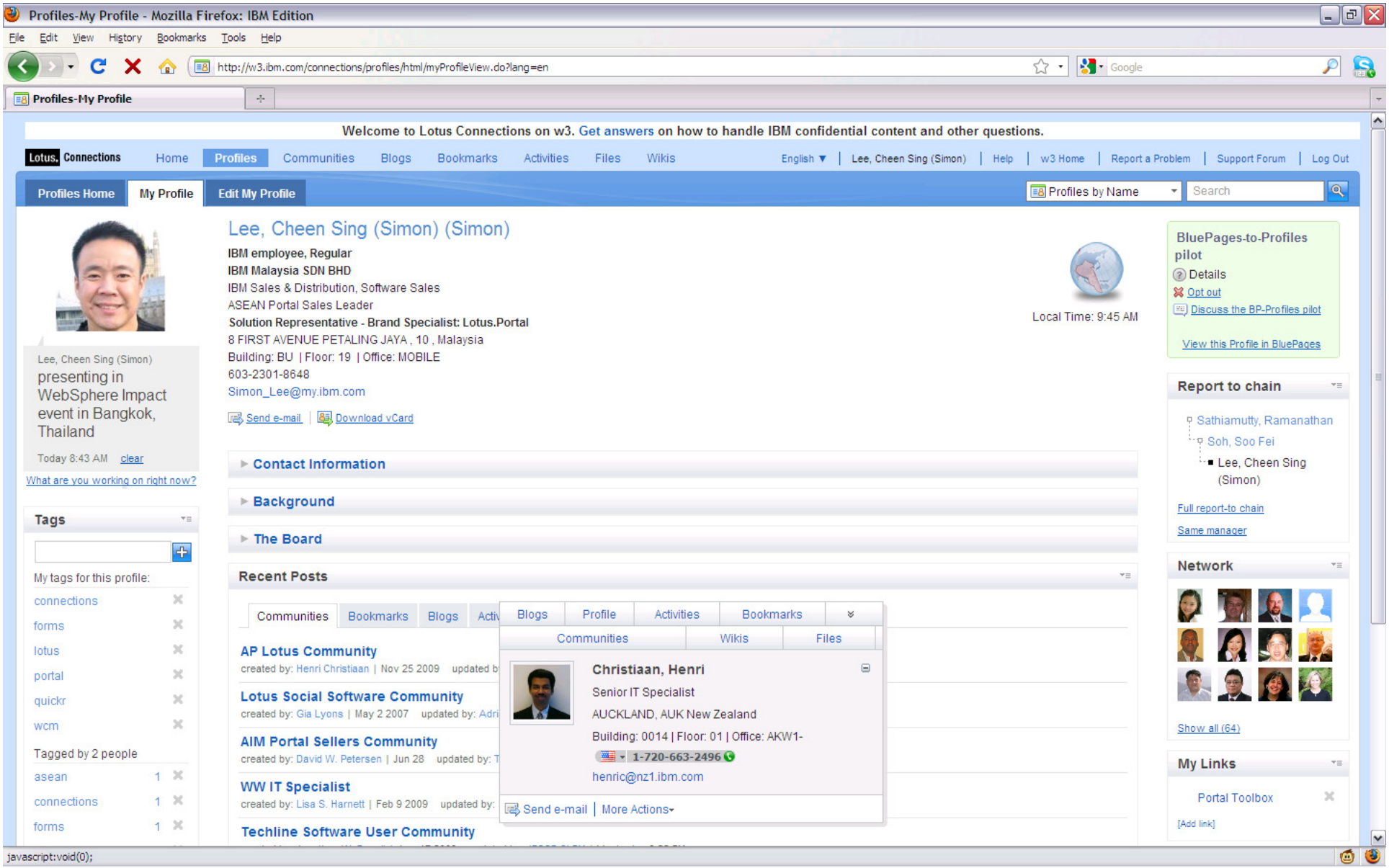

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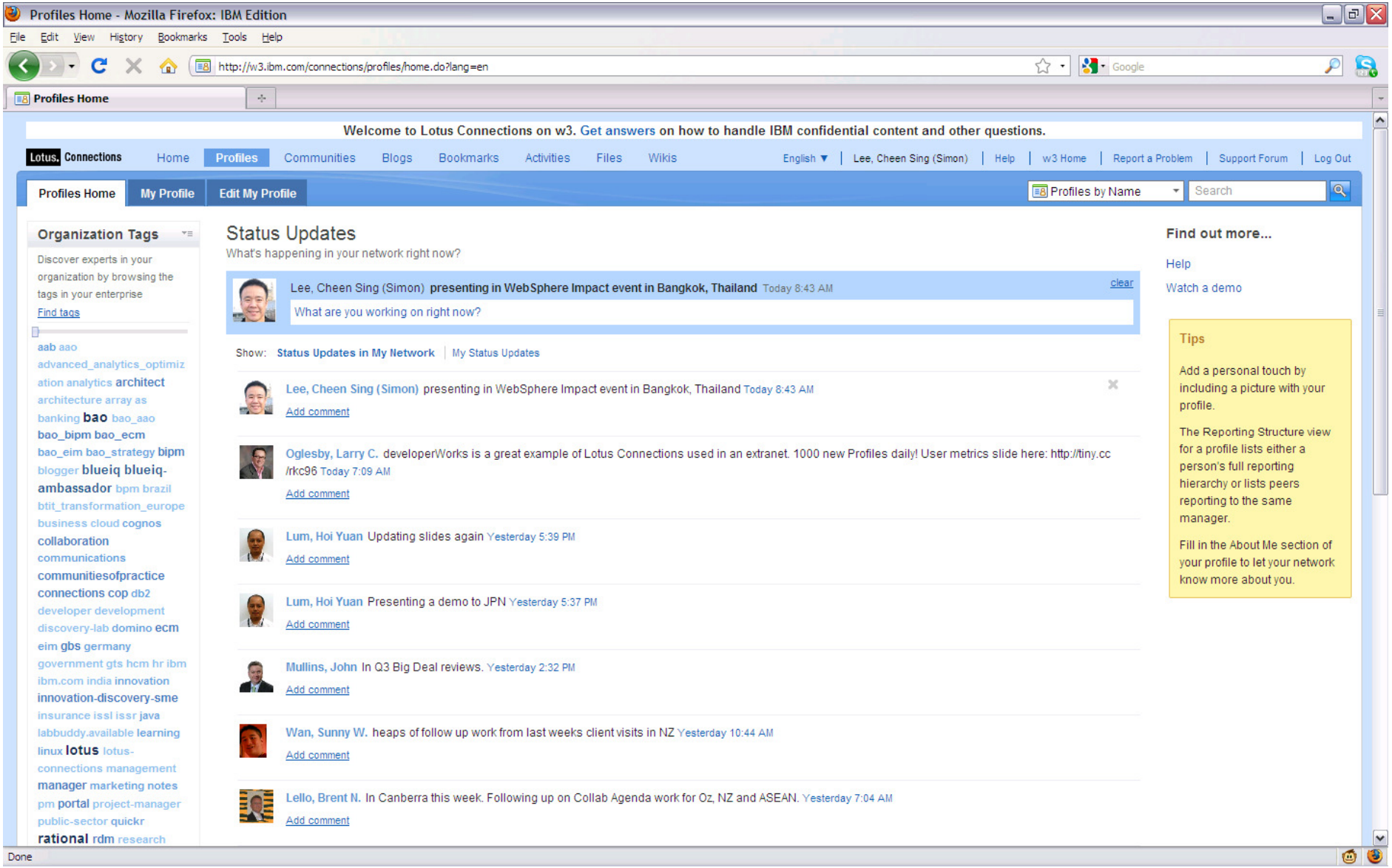
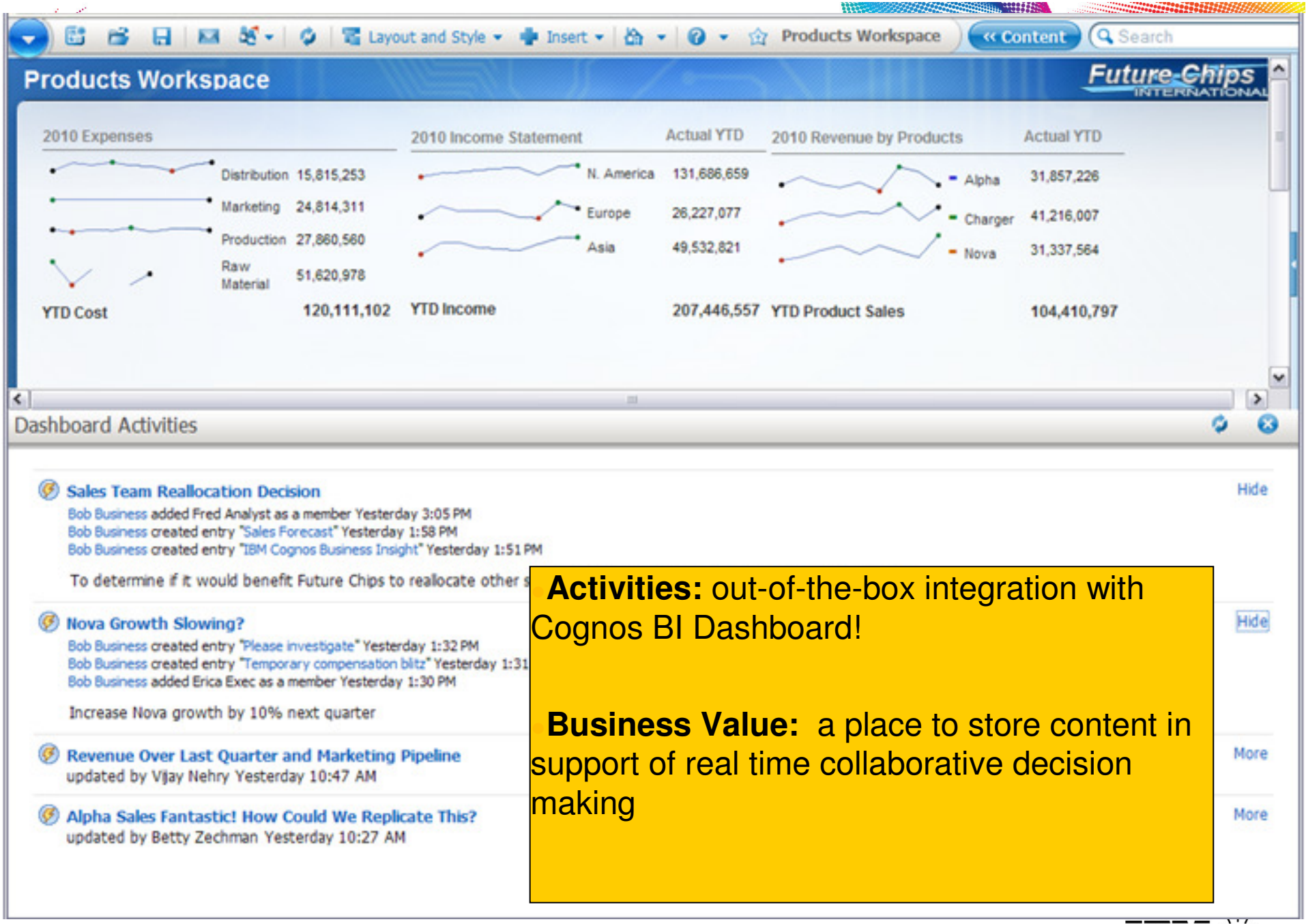
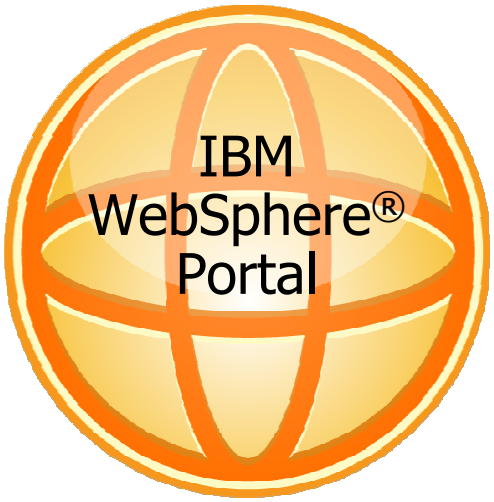
# Lotus Connections



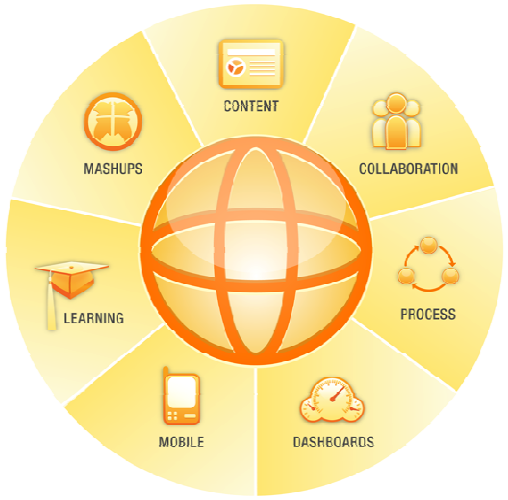



- **Activities:** out-of-the-box integration with Cognos BI Dashboard!
- **Business Value:** a place to store content in support of real time collaborative decision making

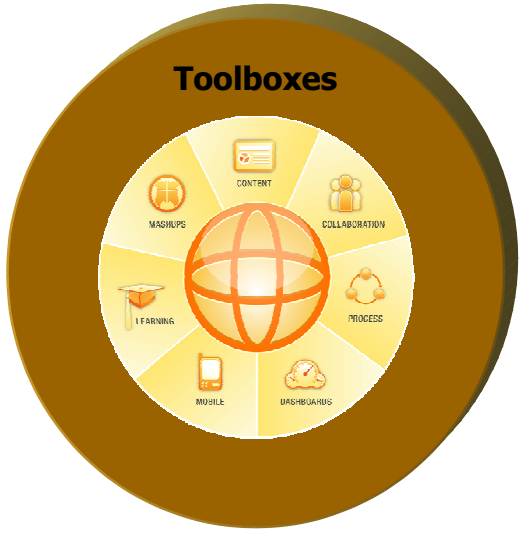
# WebSphere Portal Trends




*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

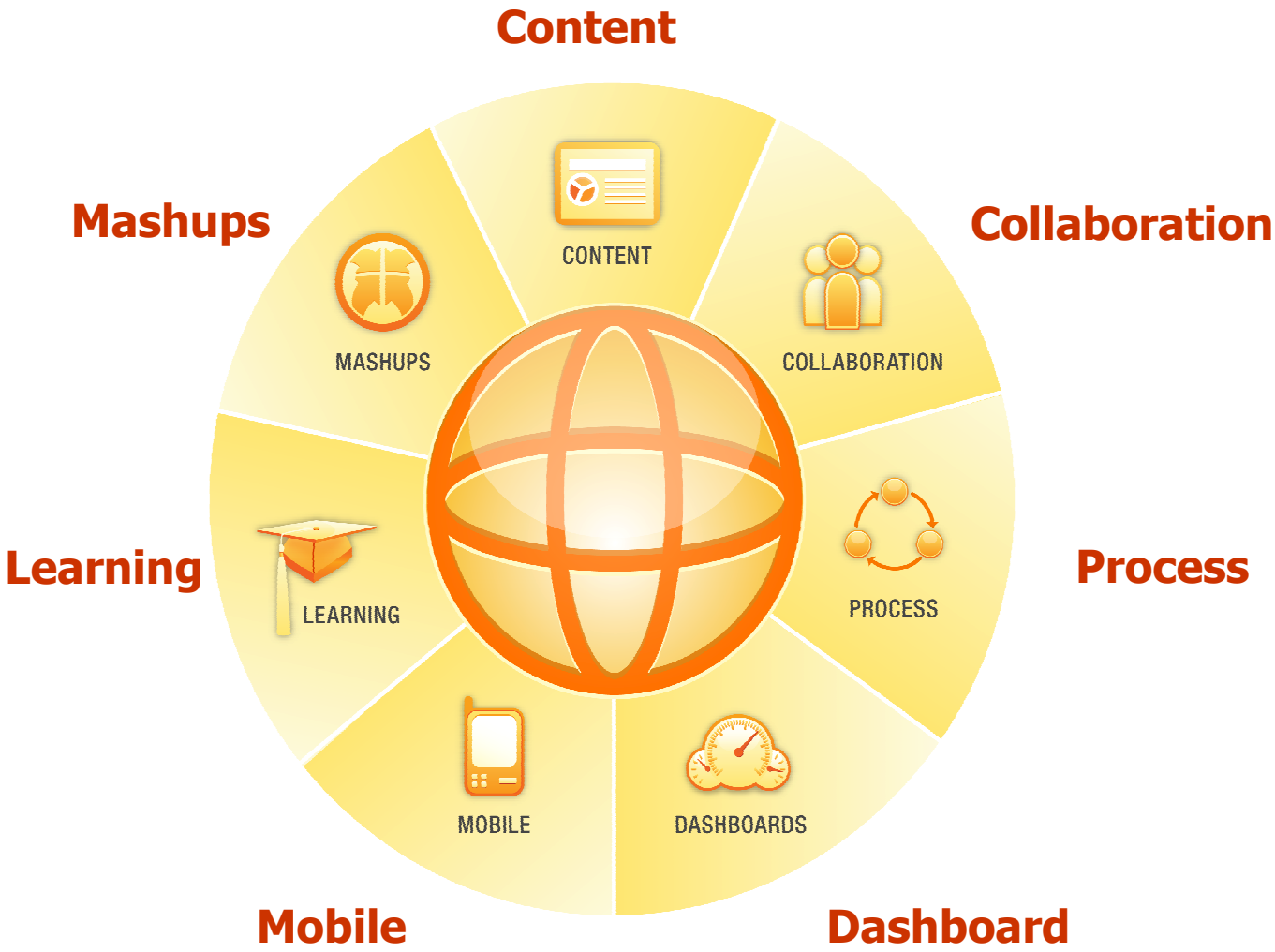
## Suite Excellence

2006 to Present
- Suites by big players
- Build Suite Composite Apps
- Integration of Components
- More Consolidation – ROI, Business Impact focus

## "Out of Box" Excellence

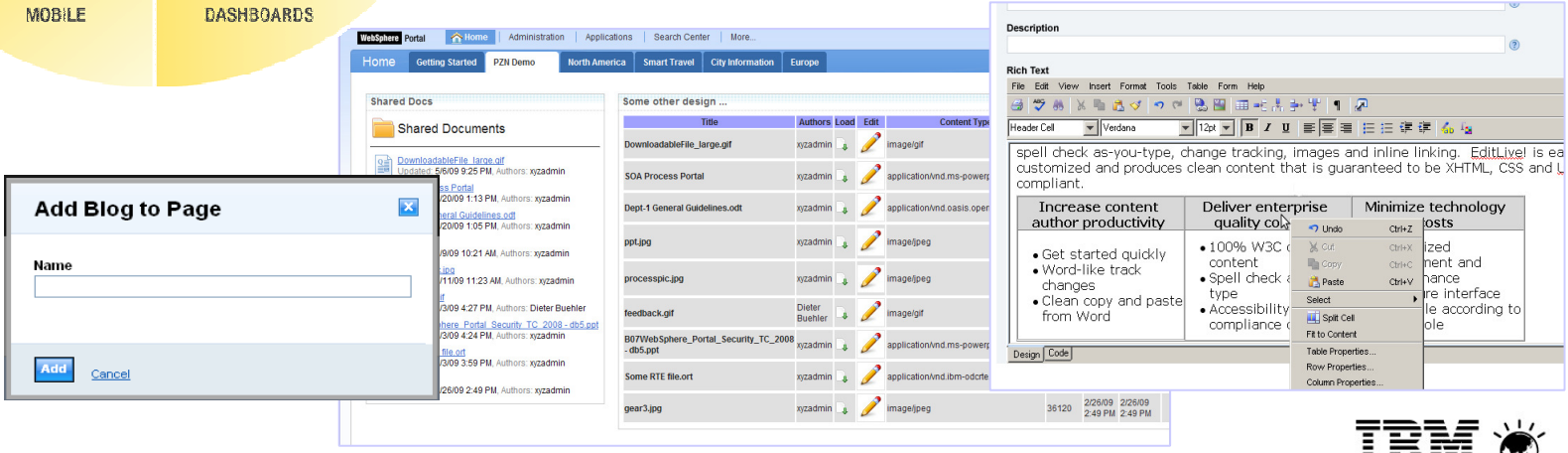
2009 into Future
- Out of box value from Suites
- Customized Templates
- Deployment Flexibility
  - Click To Cloud, Host-SaaS
- Agile, Business user directed

# 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*

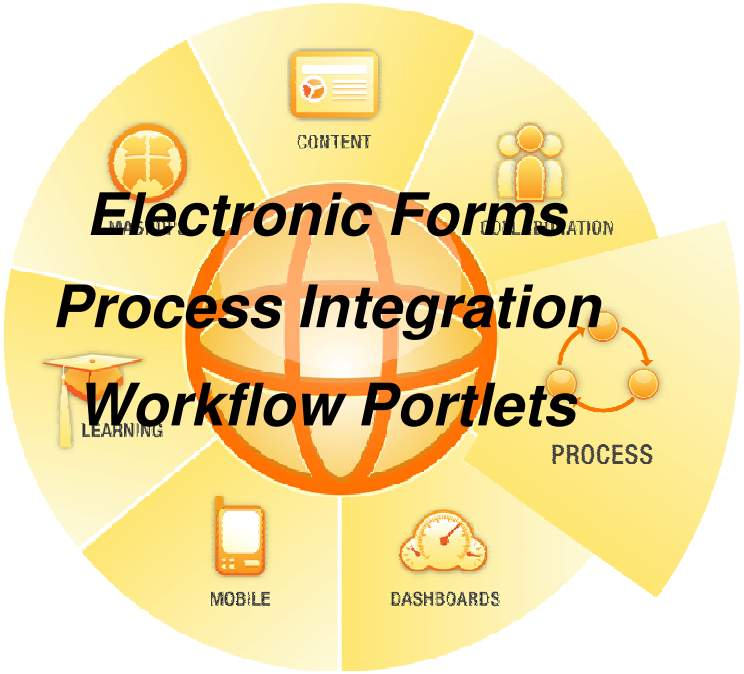


# IBM Web Content Management 2010 sites

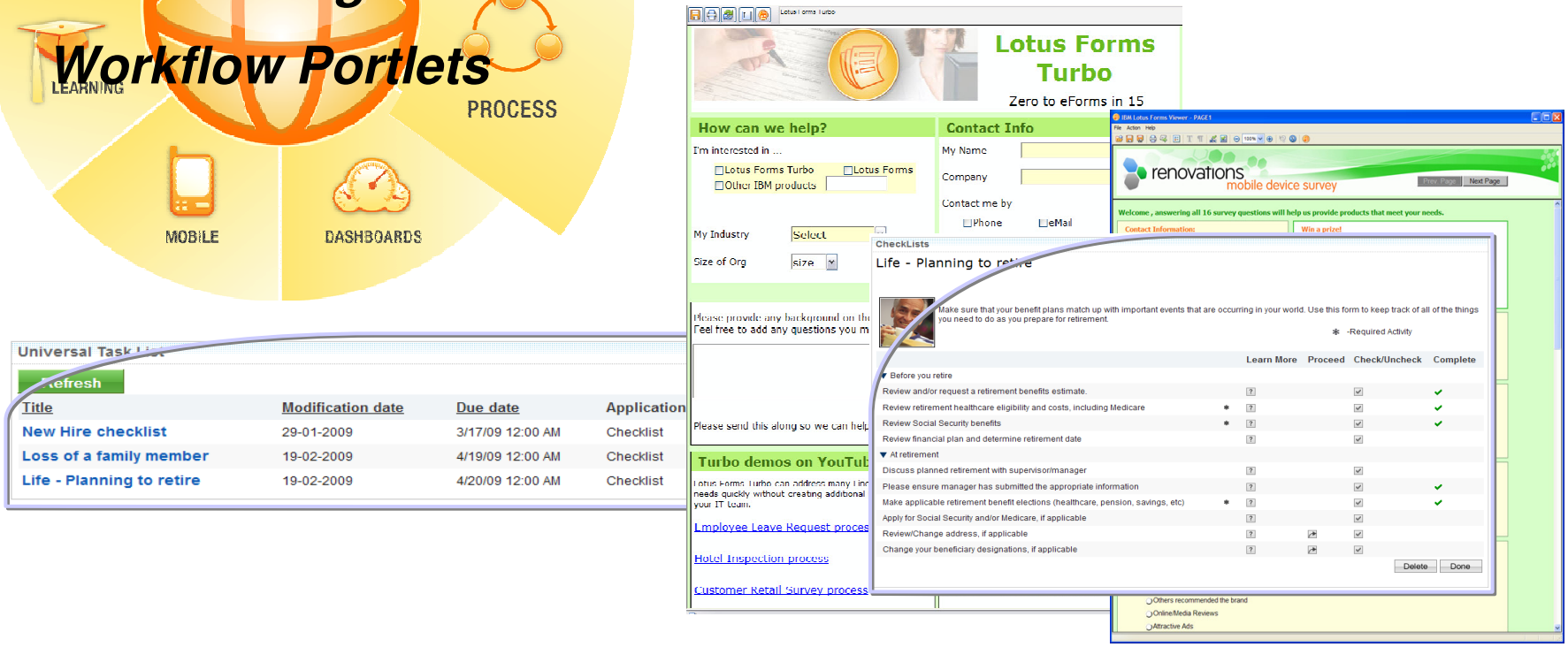
**Australian Open, Jan 18-31**
**Olympics, Feb 12-28**
**Master's Golf, Apr 5-11**
**French Open, May 24 - June 6**
**Tony Awards, June 13**
**Wimbledon, June 21 – July 4**
**US Open Tennis, Aug 30 – Sept 12**

# 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



# 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

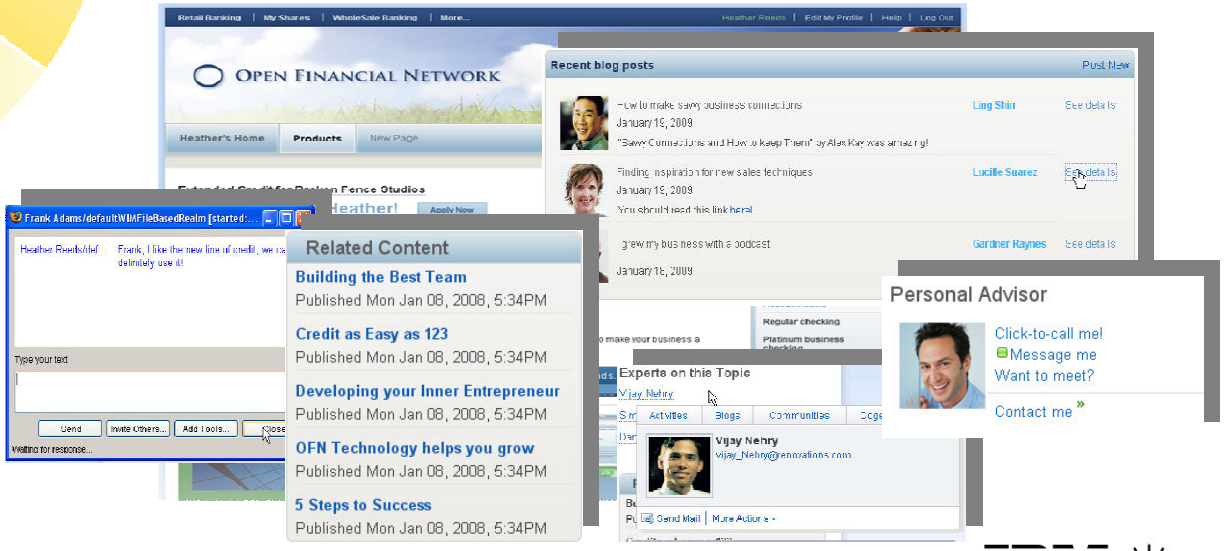
## File Attachments
- Attachment folder system within form
- Office documents, images, videos, etc.

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

# IBM Collaboration Accelerator

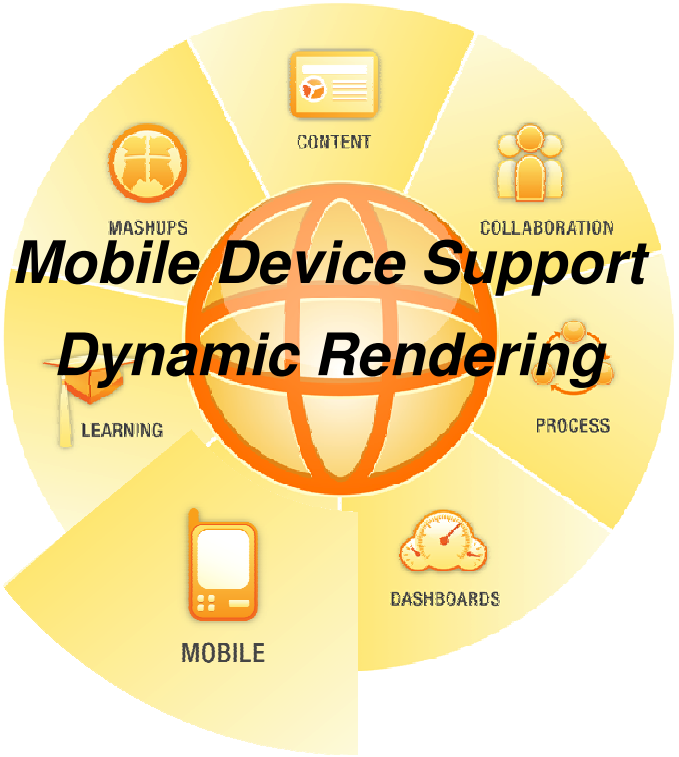
## ..people need other people

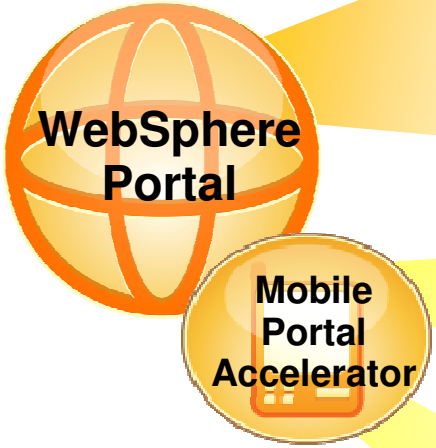
- Seamless Web 2.0 social & collaboration capabilities
- Lotus Connections, Lotus Quickr & Lotus Sametime integration/Portlets



# 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.

***User calls a Portal URL from a mobile device***

**WEBSPHERE PORTAL**

***Portal retrieves requested data from datasource***

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

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

***IBM.com simple phone example***

***w/o MPA***

***w/ MPA***

***bart.gov simple phone 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*

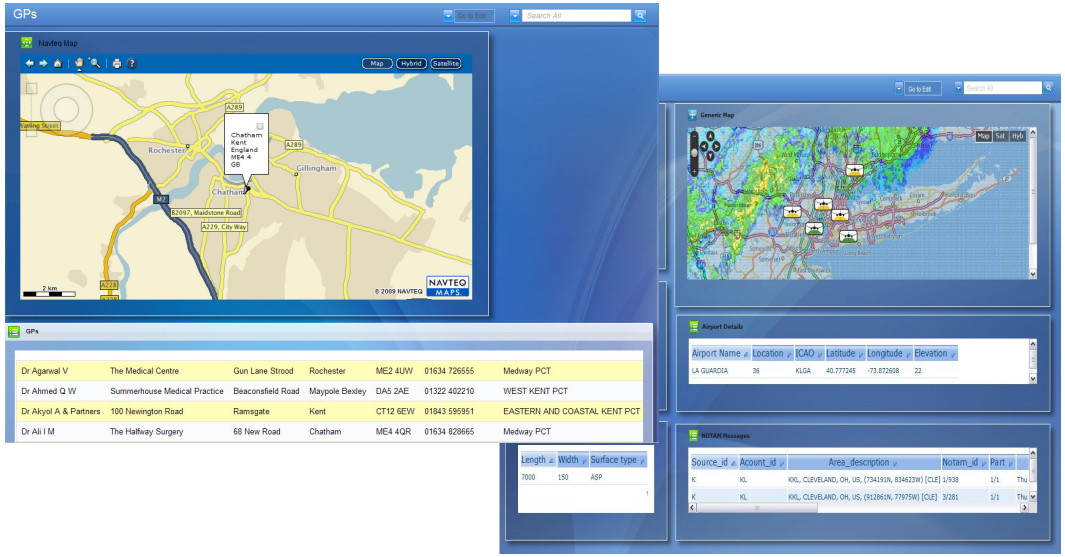
**Layout templates for > 7,000 mobile devices, constantly updated**

# 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



# IBM Dashboard Accelerator

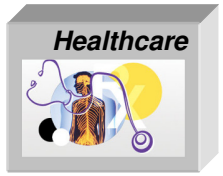
Helps organizations **reach performance data wherever it resides**, delivering it as **real-time key performance indicators** via **personalized, portal-based dashboards**. It also provides alerts and tools to help users take action at the greatest point of impact - before issues become critical.

- **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

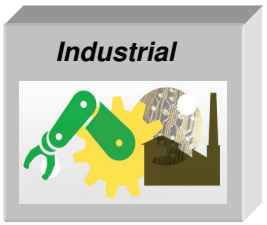
# Introducing IBM Industry Toolboxes for WebSphere Portal

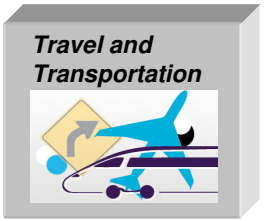
- **Application Briefs**
  describing solution scenarios.
- **Business Value Guides**
  describing the value enabled by the WebSphere Portal and Accelerators, and help illustrate best-practice process and information flow.
- **Templates**
  which can be used on top of WebSphere Portal to help jumpstart 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...*



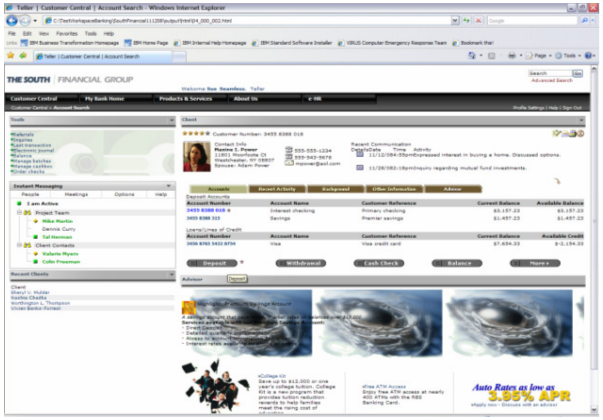
# Industry Toolboxes Help Answer...

***"How does this help my business?"***

(Value Alignment / Positioning)

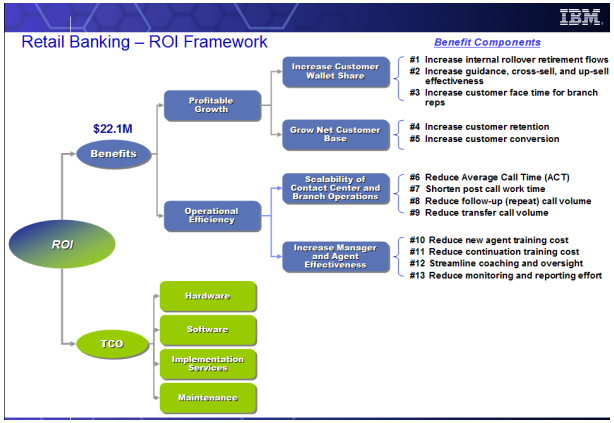
***"What does done look like?"***

(Customizable Use Case Demos – DITL)



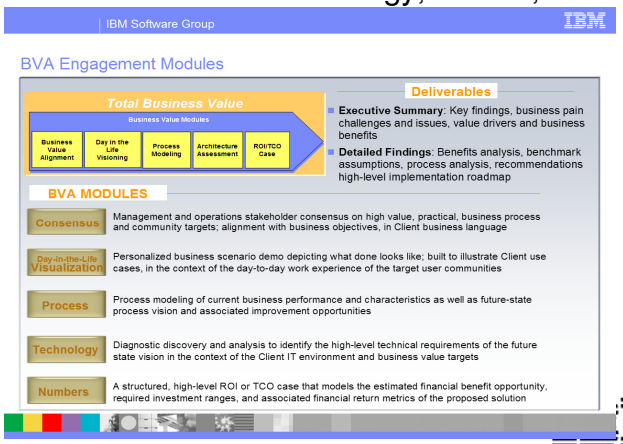
***"What is the ROI"***

(Customizable Cost/Benefit Templates)




***"How can IBM help us build a value case"***

(Consultative Sales Methodology, Assets, & Tools)



IBM Smarter Business and Technology Series

# 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**

धन्यवाद
Hindi

Gracias
Spanish

תודה רבה
Hebrew

Спасибо
Russian

Grazie
Italian

English

Obrigado
Portuguese

شكراً
Arabic

# 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

IBM