IBM SOFTWARE CONFERENCE 2011
Powered by Impact & Innovate 2011

Supercharge your organization's web strategy to exceed the expectations of your online audience

Simon Lee
ASEAN Executive,
Web Experience & Social Business

An Exceptional Web Experience...

Generates strong customer & citizen affinity

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

Is adaptable to changing markets

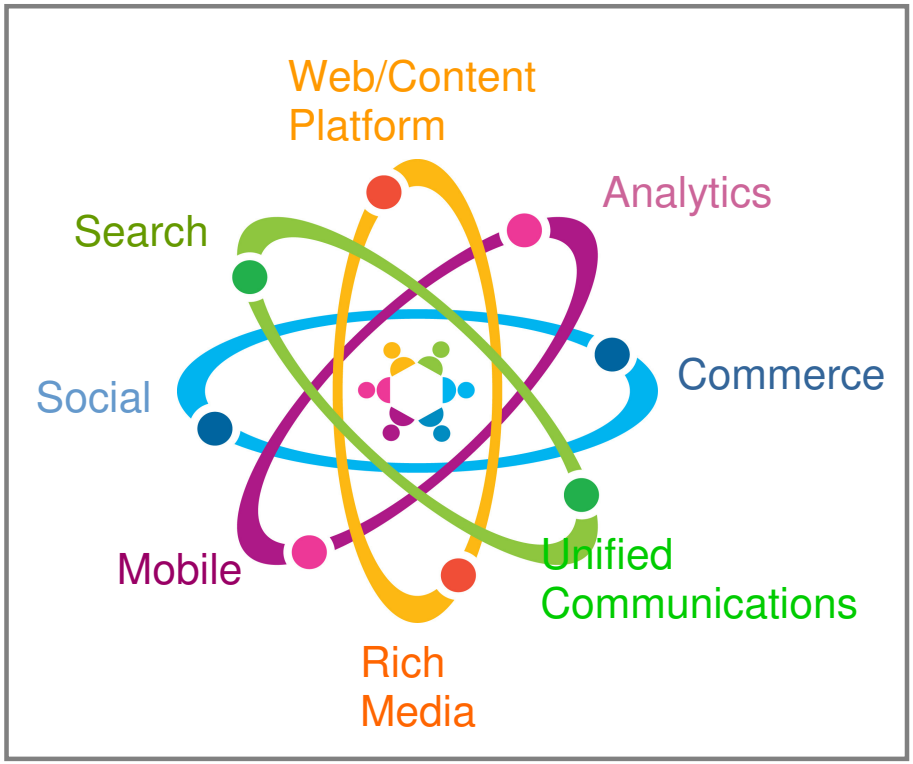
All built on a technology foundation you can trust

xceptional Web Experiences Can Deliver...

IBM Project Northstar

Leading the way in exceptional customer experiences

- *Vision about the "art of the possible" for engaging Customers on the web*
- *Multi-year IBM strategy to deliver the capabilities for our customer to excel at customer-facing experiences*
- *Guide for IBM investment focus both organic and inorganic investments*
- *Nimble to continually absorb and simplify emerging advances to help customers differentiate sites*



People are at the center of an exceptional experience; Capabilities are employed as necessary to help achieve experiences that meet/exceed the expectations of the intended user(s)

IBM SOFTWARE CONFERENCE 2011
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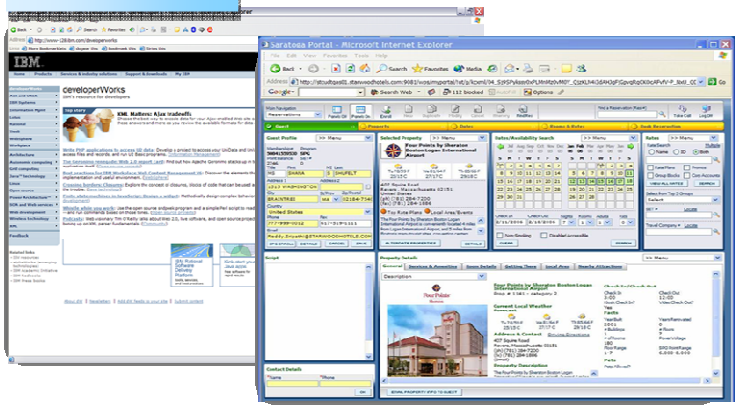
WebSphere® Portal

Exceptional Web Experiences

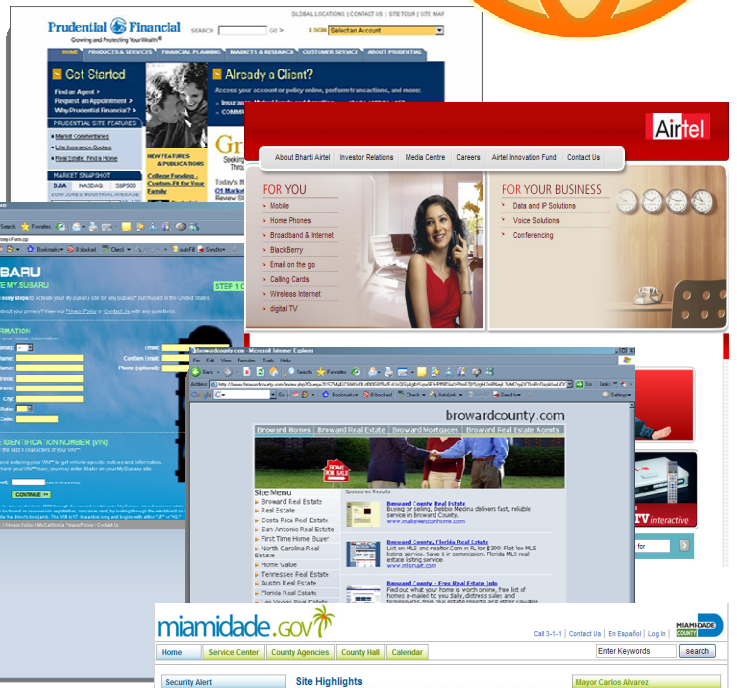
One Platform

Many Different Business Needs

Partners



Customers

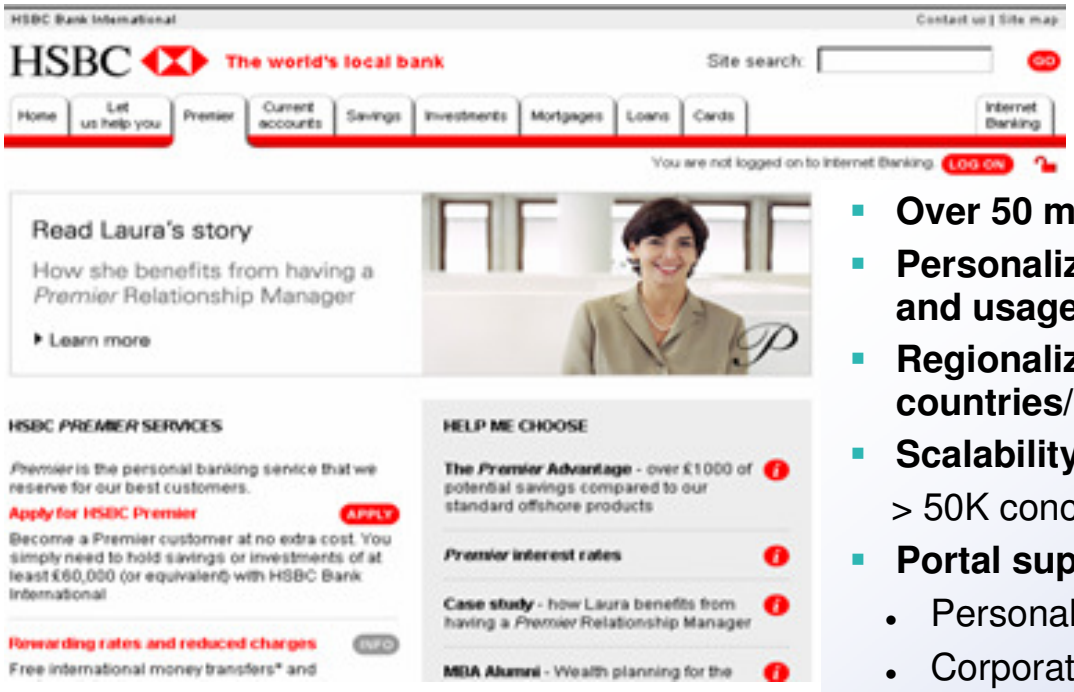


Employees

Citizens

HSBC – Global Customer Service

- running the brand on WebSphere Portal



One HSBC

- **Over 50 million customers**
- **Personalized content based on account level and usage**
- **Regionalized content delivered to over 40 countries/languages**
- **Scalability to meet increased demand**

  > 50K concurrent user capacity at one site alone
- **Portal supports lines of business:**
  - Personal Financial Services
  - Corporate Banking
  - Payments
  - Insurance
  - Premier
  - Stock Trading

http://www.hsbc.com

HSBC – Targeted Selling

WebSphere Portal and Content Management allow marketers to create campaigns dynamically

HSBC
The world's local bank

- 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

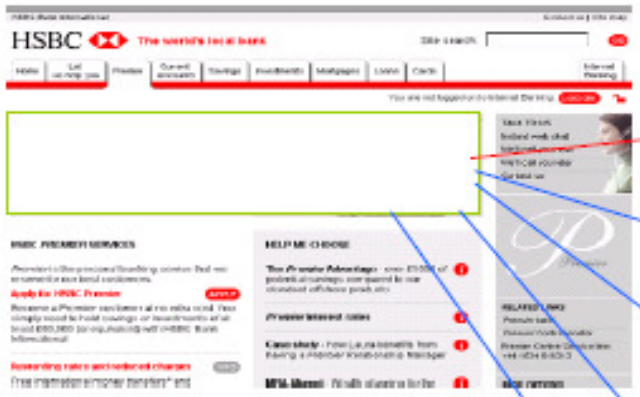
Portal click-through tracking gave real-time data

HSBC can go to market with best offer

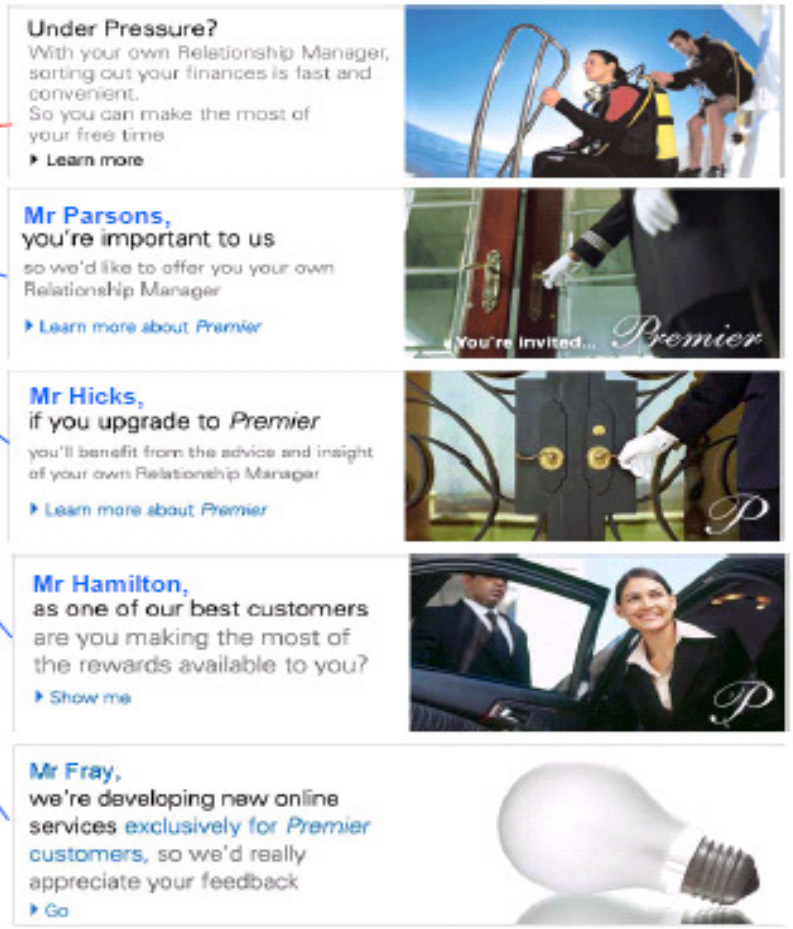
Which picture had the best click thru rate on the Home Page?

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

HSBC: Crafting an Exceptional User Experience

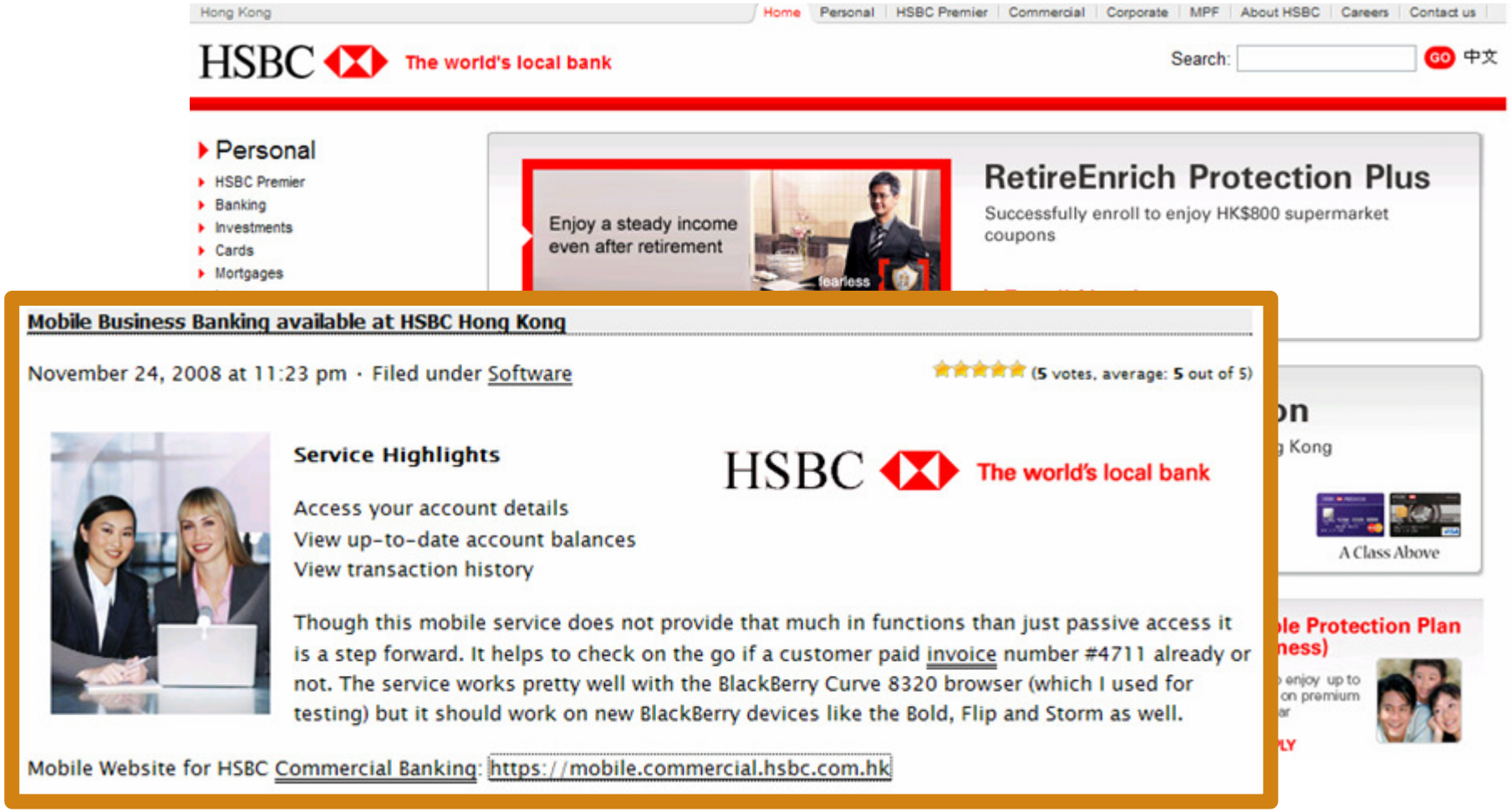


Banners using customer data held in the back-end



HSBC

HSBC Hong Kong – *Bringing Mobility to Banking*



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

An Exceptional Web Experience Delivers Superior Customer Service

RELIANCE
Anil Dhirubhai Ambani Group
Life Insurance

Differentiating by offering fast & reliable service that better anticipates & caters to customer needs

Business Need

- Leverage existing customer & financial data to **improve delivery of marketing & sales**
- Utilize self-service to gain the advantages of **speed to market and agility** over more brand-dependent competitors

Real Results

- Delivers insights that enable the company to optimize products and bring them to market in **half the time,** leading to **100% year-on-year growth in premiums**
- **Reduced customer and agent service costs by nearly 50%**
- Links the web portal with core insurance systems in near-real time, powering self-service infrastructure that saves the company **millions of dollars**

Bharti Airtel

CHALLENGE:

- Rapidly expanding private telecom market
- 11,000 concurrent users
- 1.2 million unique users/day
- 200 portal page views/sec
- 2-3 sec response time (excluding WAP gateway)
- over 250,000 downloads a day.
- Support 120 million users by 2010, 200 million by 2014

IBM SOLUTION:

- An infrastructure to support exponential growth in the subscriber base
- Integration business processes
- Scaleable architecture
- The largest portal deployment in the world

RESULTS:

- IT and business process transformation
- Enterprise Application Integration platform based on SOA
- WebSphere Portal and Mobile Portal as the solution user interface.
- Deployed on the highly scalable IBM Service Provider Delivery Environment (SPDE) architecture.

PERFORMANCE:

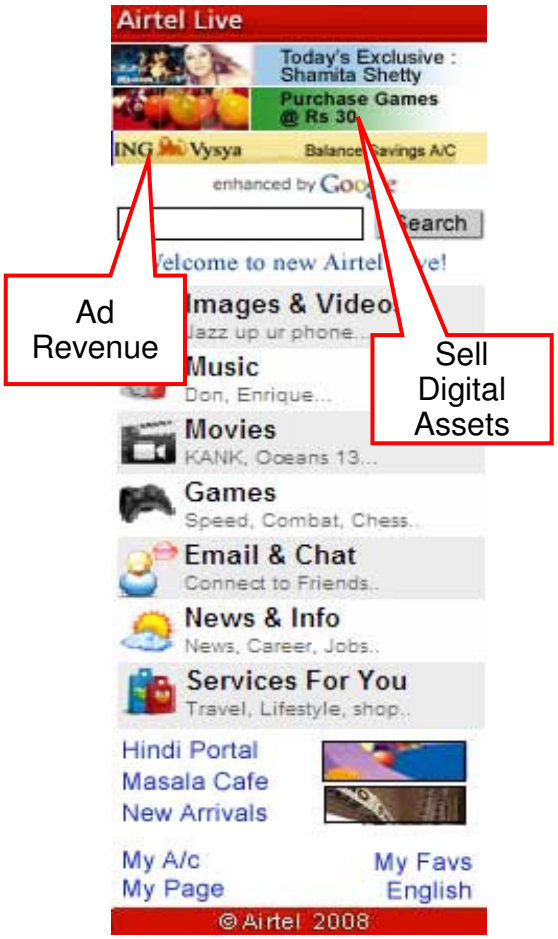
- The first telecom supplier to offer integrated services across the country
- Subscriber base grew to 100 million in 2009
- Bharti's subscriber base grew from a CAGR of 82 percent in 2004 to over 450 percent in 2006

BENEFITS

- First to offer integrated services in India
- Over 1000 companies from India and abroad to partner with Bharti using their SDP by 2010
- The time to market for new service is reduced significantly — by up to 90%
- Activation time for new mobile accounts has been reduced from 20 minutes to 2 minutes
- The SDP helps uniquely channel advertisements to Bharti’s 120 million subscribers

Portal + Mobile Portal @ Airtel

An exceptional user experience driven to thousands of different devices



Home Page

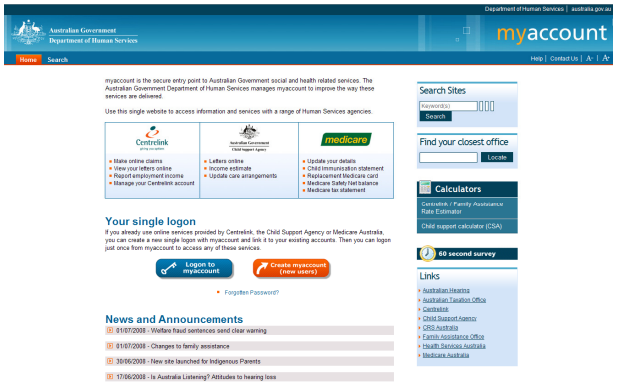
Google Search Page

Images & Videos

Account Self Service

"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

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

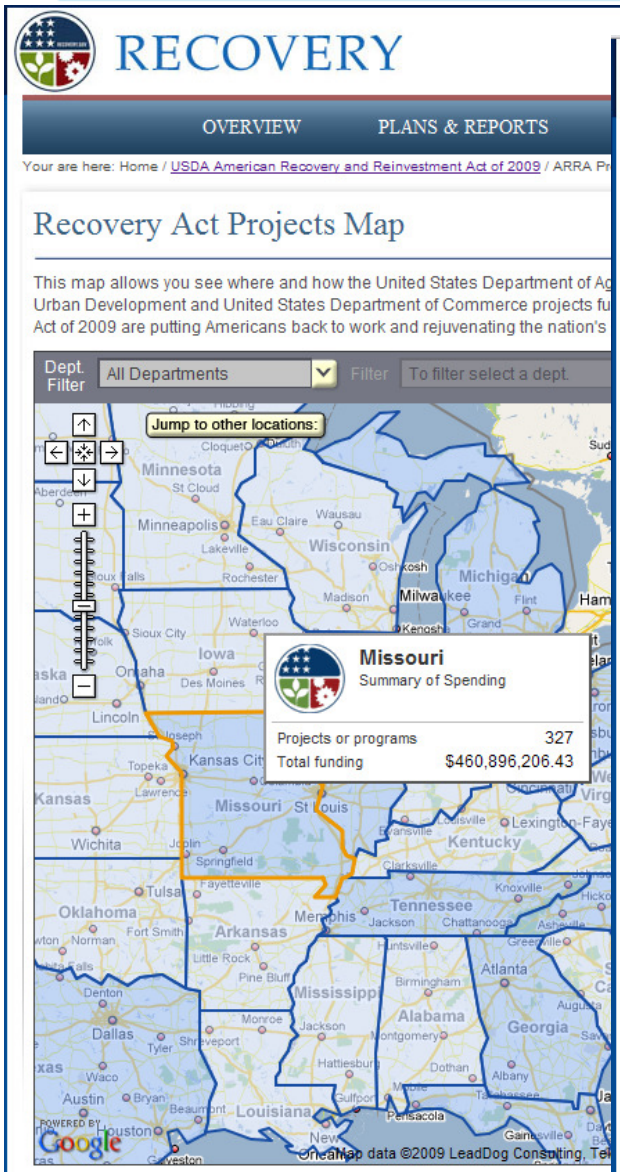
- **Offers over 550 online services** While the site contains a massive amount of information and services, it is well organized and provides a number of features designed to help people find what they are looking for.
  - Finding forms and information is simple by using the **"I want to…" box**, and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

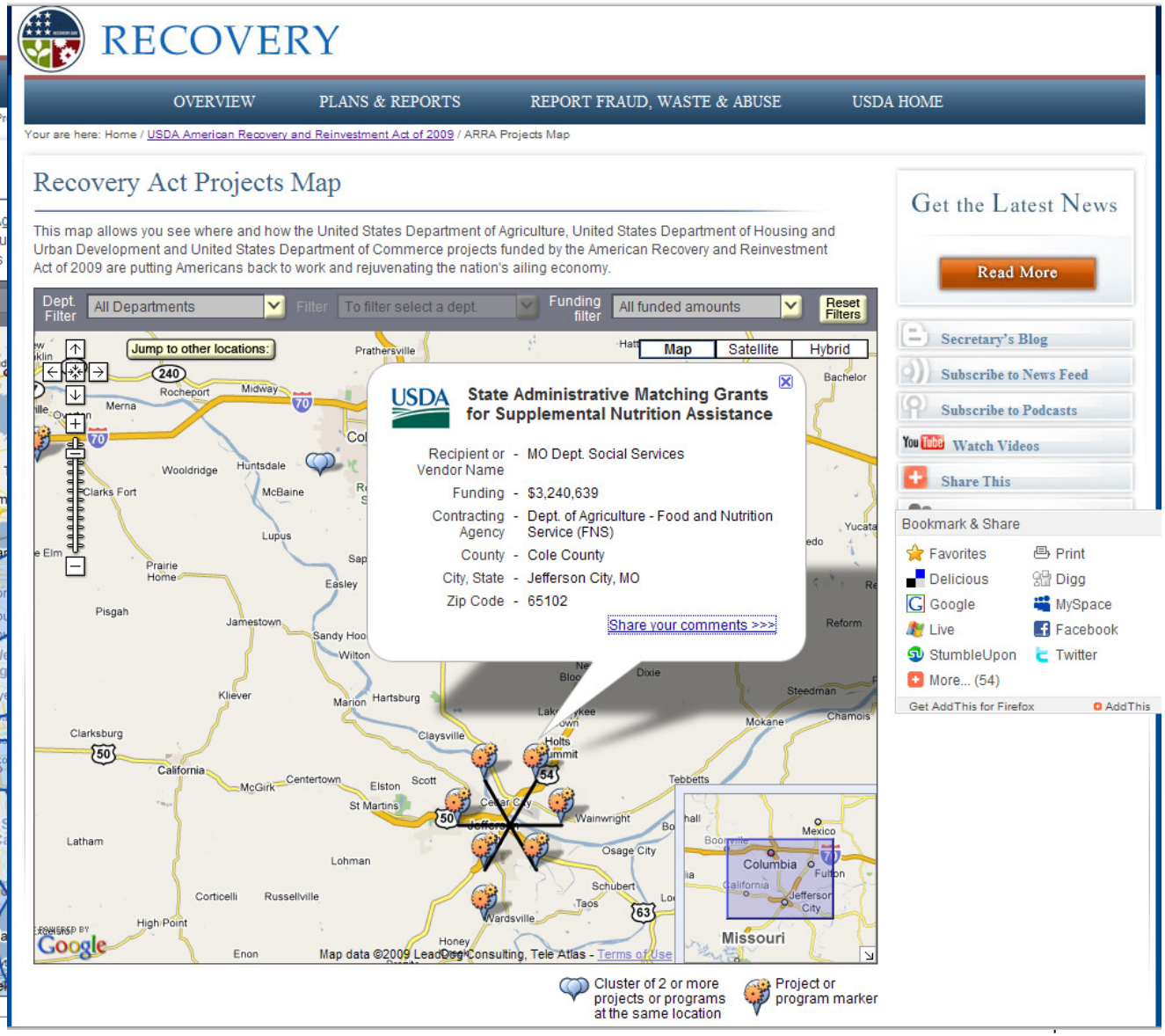
http://www.usda.gov

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


RECOVERY
OVERVIEW
PLANS & REPORTS
Your are here: Home / USDA American Recovery and Reinvestment Act of 2009 / ARRA Pr
Recovery Act Projects Map
This map allows you see where and how the United States Department of Ag
Urban Development and United States Department of Commerce projects fu
Act of 2009 are putting Americans back to work and rejuvenating the nation's
Dept. Filter
All Departments
Filter
To filter select a dept.
Jump to other locations:
Missouri
Summary of Spending
Projects or programs 327
Total funding $460,896,206.43
Google
OneaMap data ©2009 LeadDog Consulting, Tel


RECOVERY
OVERVIEW
PLANS & REPORTS
REPORT FRAUD, WASTE & ABUSE
USDA HOME
Your are here: Home / USDA American Recovery and Reinvestment Act of 2009 / ARRA Projects Map
Recovery Act Projects Map
This map allows you see where and how the United States Department of Agriculture, United States Department of Housing and Urban Development and United States Department of Commerce projects funded by the American Recovery and Reinvestment Act of 2009 are putting Americans back to work and rejuvenating the nation's ailing economy.
Dept. Filter
All Departments
Filter
To filter select a dept.
Funding filter
All funded amounts
Reset Filters
Jump to other locations:
Map
Satellite
Hybrid
USDA
State Administrative Matching Grants for Supplemental Nutrition Assistance
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
Share your comments >>>
Google
Map data ©2009 LeadDog Consulting, Tele Atlas - Terms of Use
Missouri
Cluster of 2 or more projects or programs at the same location
Project or program marker
Get the Latest News
Read More
Secretary's Blog
Subscribe to News Feed
Subscribe to Podcasts
Watch Videos
Share This
Bookmark & Share
Favorites
Print
Delicious
Digg
Google
MySpace
Live
Facebook
StumbleUpon
Twitter
More... (54)
Get AddThis for Firefox
AddThis

Miami-Dade County Portal: Best in Class Online Local Government Services

- **Exceptional User Experience**
  - Single point of contact
  - Community Access – (40 different departments)
- **Creating Value with Online Services**
  - Pay parking tickets,
  - Obtain Lic of businesses
  - Find Court Documents
  - View Property Taxes
  - On Line Golf reservations
- **Cost Avoidance**
  - Replaced entire departments with Portal Self Service
  - Reused employees for strategic value
- **Drive Revenue**
  - Increased revenue via Portal = **US $4 Million**
    - 5K Recycle Bins
    - 300,000 Books on Line
    - 60K On line transactions

"Get Online not in line"

1st Place "Best of the Web County Portal"
2004 Center for Digital Government Awards
http://www.centerdigitalgov.com/surveys.php?tid=4&survey=cdg_bow&loc=2004

"Housing 2.0": Miami-Dade Housing Central Portal:
Winner of 2007 Digital Government Achievement Award

- *"Opening Doors to Housing"* with Online Services for
  - Section 8 Public Housing
  - Foreclosure Assistance
  - Real Estate Listings
- Miami-Dade Housing Central Portal won the ***2007 Achievement Award for Government-to-Citizen Local Government Portal***

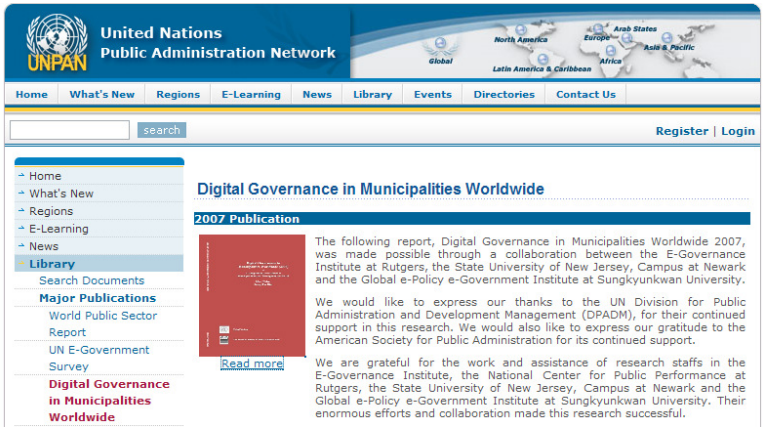
http://miamidade.gov/wps/portal/housing

http://www.centerdigitalgov.com/surveys.php?survey=cdg_bow

"City 2.0" : #1 rated Municipal Portal in Europe powered by WebSphere Portal and Content Accelerator

www.hel.fi

- Via the **City of Helsinki** portal, citizens can communicate and exchange information, access the city's health service, reserve appointments, and fill out forms.
- The solution focused on **usability, privacy/security, content, services** and the opportunity for **people to participate** in the affairs of their government.



*The **City of Helsinki Portal** was rated **#1 in Europe (and #3 in the World)** for Municipal websites according to 2007 United Nations Report*

http://www.unpan.org/Library/MajorPublications/DigitalGovernanceinMunicipalitiesWorldwide/tabid/804/Default.aspx

Singapore Government : Gov.sg

US Army to save $1.3billion through the use of Portal-based online forms solution

Overview

The US Army had already converted the front end of the traditional paper-based authorization processes with computer-produced dynamic documents that helped soldiers locate, download and fill out forms. However, the form still needed to be printed, signed and routed through traditional approval processes.

Business need:

The paper-based forms system the U.S. Army utilized could no longer handle the speed and flexibility required in the field.

Solution:

The Army chose to re-engineer its processes with IBM Lotus Forms™ and other IBM middleware, hardware and software, plus the program and technical analysis provided by Enterprise Information Management

Benefits:

Estimated total savings of US$1.3 billion annually in administrative processing costs • Anticipated improvements in Army field efficiency Projected one-third less time required to fill out forms

Read more in the case study on ibm.com:

http://www-01.ibm.com/software/success/cssdb.nsf/CS/JKIN-7BMS8M?OpenDocument&Site=default&cty=en_us

*"The Forms Content Management Program will not only provide **fillable forms**… using **digital signatures**, the program will also provide the US Army the means to develop **one single enterprise solution for automating functional business processes for the Army's use**."*

- Jeanne Harman, chief of the Army Publishing Division, Alexandria, Virginia

Smarter examples with WebSphere Portal

Smarter Patients

Duke University Health System A personalized Web self-service experience delivered on the IBM Web platform provides patients tools to help manage their healthcare needs, while also **reducing Duke's peak call center volume by 50%,** allowing the call center staff to focus on **more value-added activities**, leading to **increased efficiency and improved overall patient satisfaction**

Smarter Dealerships

Harley-Davidson USA Worldwide Dealer Web portal deployed with IBM software delivers online access to all the tools, information, news and processes dealers need in an **unified personalized way**. This eliminates the need for dealers to access multiple disparate systems, and **makes it easy** for Harley-Davidson to **get new dealers on-line quickly**.

Smarter Finance

AMP Limited Wealth management business serving more than 3.4 million customers deploy an IBM electronic forms solution to **save agents time** in completing forms and **reduce errors** in follow-up. This results in a **70% reduction in manual efforts**, freeing agents to **focus more on customers** and not on the administrative processes.

Smarter Military

US Army and US Air Force Serving over 200,000 users, the automation of 118,000+ forms using IBM's electronic form and business process management solution **reduces cost and increases efficiency** with combined estimated **ROI of over $1.3B**. More importantly, it takes soldiers out of the line of fire, **saving lives.**

Exceptional Web experience …Exceptional business Results

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

WebSphere Portal – Integration Excellence

Applications

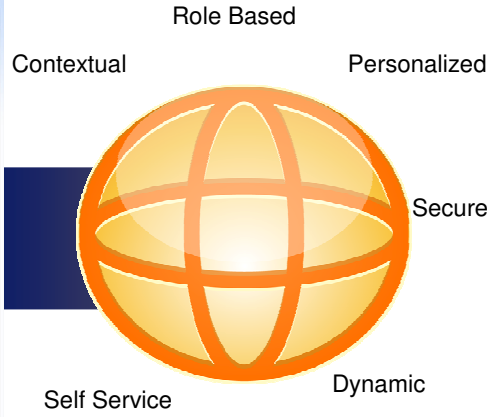
Content

Cloud

Collaboration

Consumer

Seamlessly Combines Internal & External Applications/Services



Combined with Web 2.0 & social capabilities, employee intranets & partner extranets help drive better business outcomes

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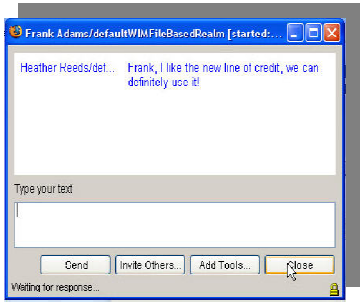
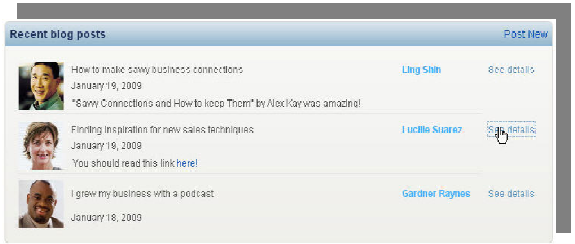
IBM

Constituents & Employees Expect Modern Online Experiences:

Web 2.0 + Collaboration + Social Tools + Mobile

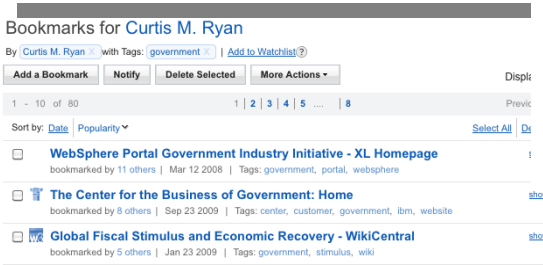
Instant Messaging

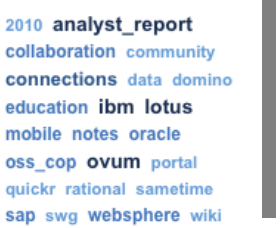




Blogs

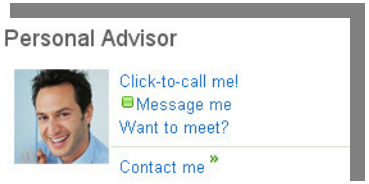
Social Bookmarks





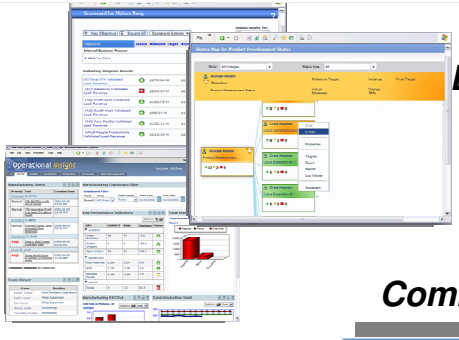
Tagging

Education



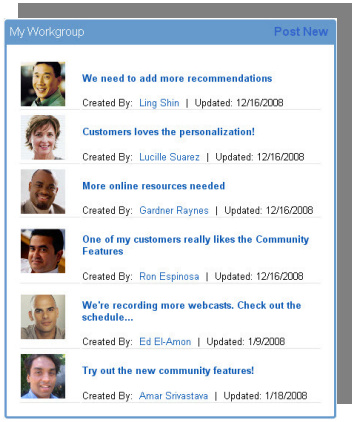
Experts

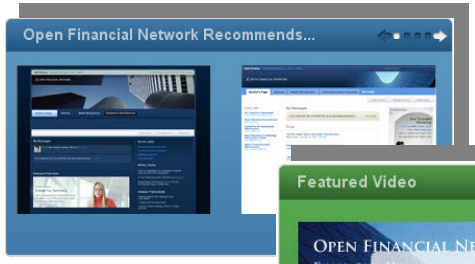
User Ratings

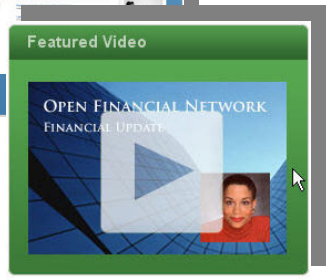


Dashboards

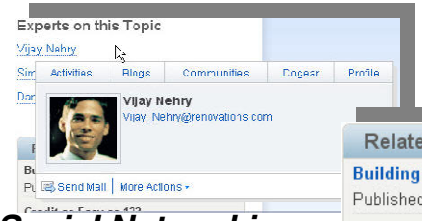
Communities







Video



Social Networking

Personalized Content

IBM Customer Experience Suite

The centerpiece offering in the IBM Project Northstar Vision

Create Dynamic, Engaging Web Experiences that Wow Customers

Target the Right Experience to the Right User via the Right Channel at the Right Time

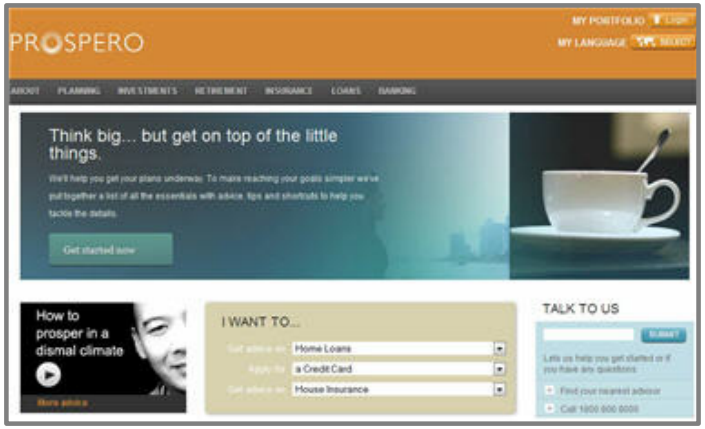
Improve Customer Loyalty by Enabling Users to **Socialize**

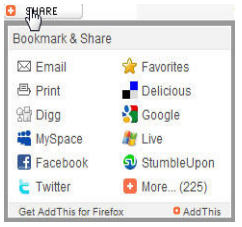
Optimize the Experience to Maximize Results

Realize Business Goals

Reach Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...

Integrate Across Heterogenous Systems to Deliver New Value





Coremetrics
Relentless Made Easy

IBM Customer Experience Suite

Services and Support

- IBM Business Partners
- Global Technology Services
- Global Business Services
- IBM Lab Software Services
- Enterprise Software Support

Industry Solutions and Templates

- Government
- Healthcare
- Banking
- Retail
- Insurance
- Industrial
- Telco
- Travel + Transportation

IBM Value-added Modules

- Commerce
- Forms
- Mobile (multi-channel server)
- Predictive Analytics
- Web Analytics
- Business Intelligence

Partner Value-added Modules

- Digital Asset Management
- Web Analytics
- Mobile
- Enterprise Marketing Mgt
- Immersive Viewing
- CRM

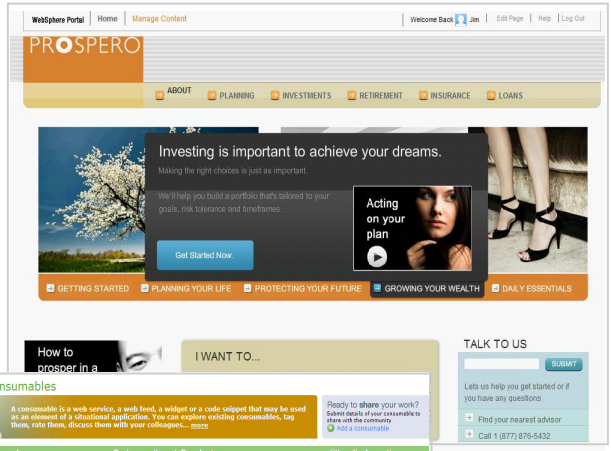
IBM Customer Experience Suite

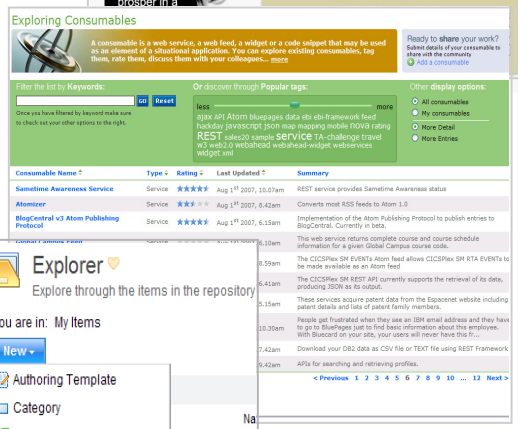
- Web Content
- Portal
- Social
- Personalization
- Marketing Tools
- Search
- Analytics-enabled
- Instant Messaging
- Mobile (high end)
- Rich Media
- Mashups
- Rich Internet App Tooling

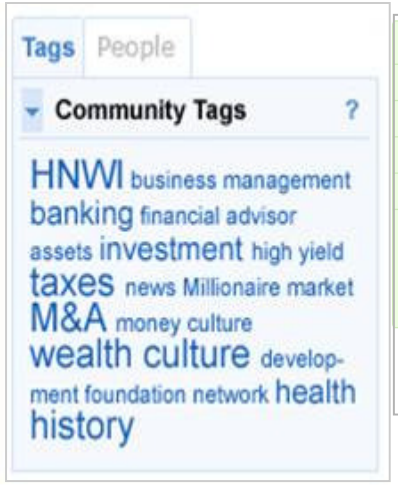
WebSphere Portal & Lotus Web Content Management V7.0

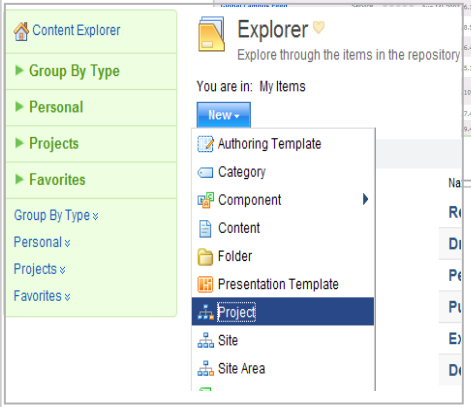
Exceptional Web Experience Foundation

- **Seamless convergence** of **Web Portal** & **Web content management**
- **Socially-Infused Web experiences** with out-of-box **Blogs** & **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**

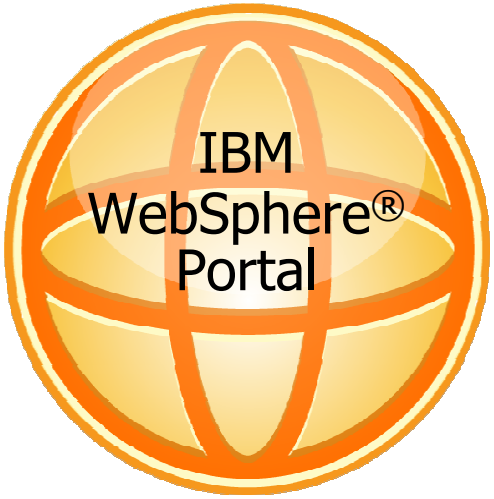




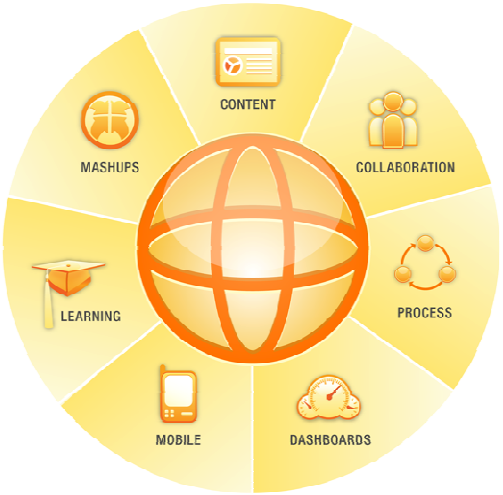




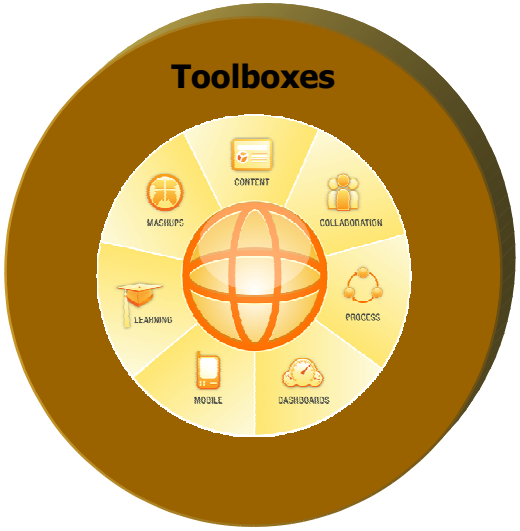
WebSphere Portal Trends



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

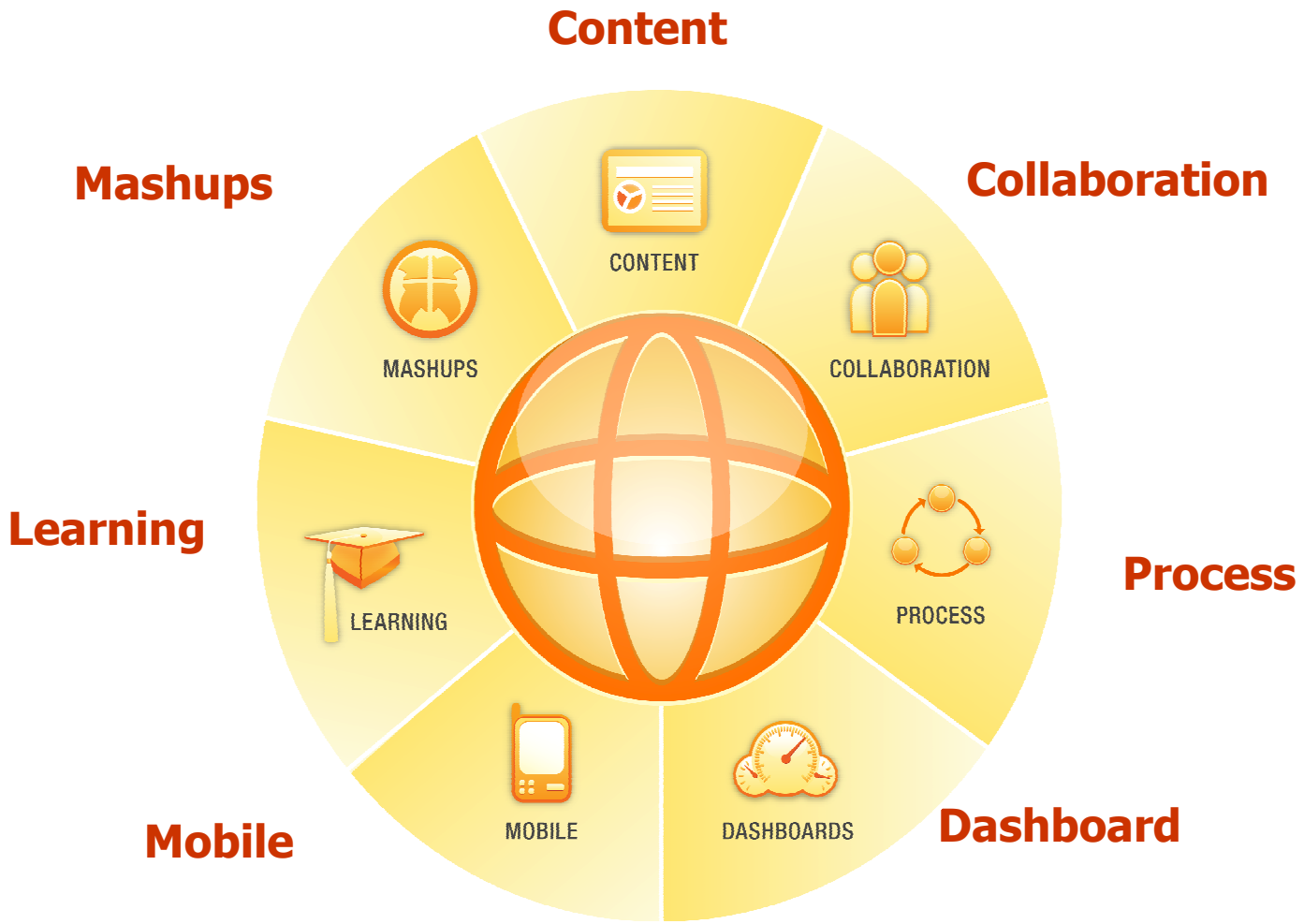
Suite Excellence

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

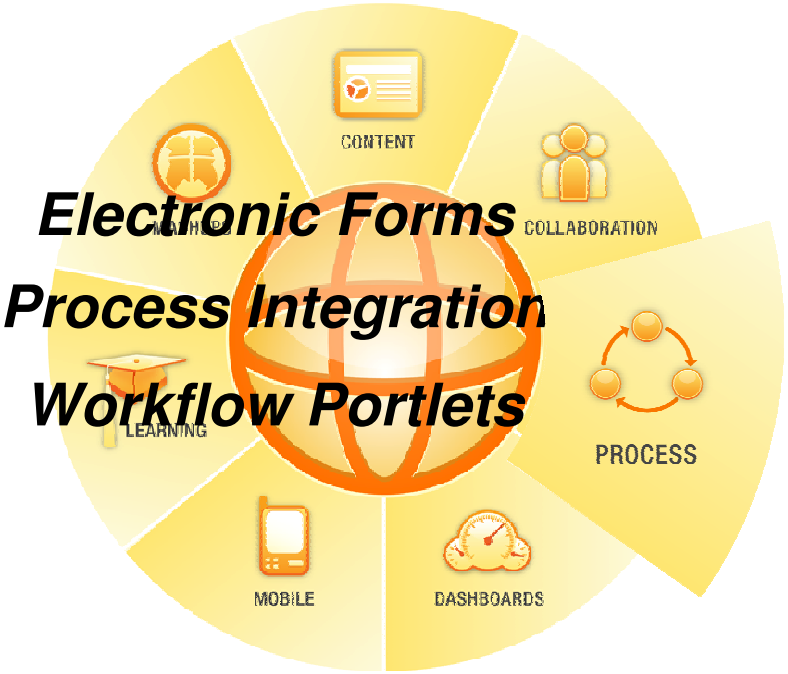


IBM Web Content Management examples

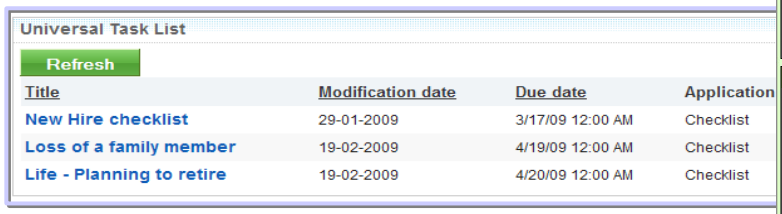
Australian Open, Jan 18-31
Olympics, Feb 12-28
Master's Golf, Apr 5-11
French Open, May 24 - June 6
Tony Awards, June 13
Wimbledon, June 21 – July 4
US Open Tennis, Aug 30 – Sept 12

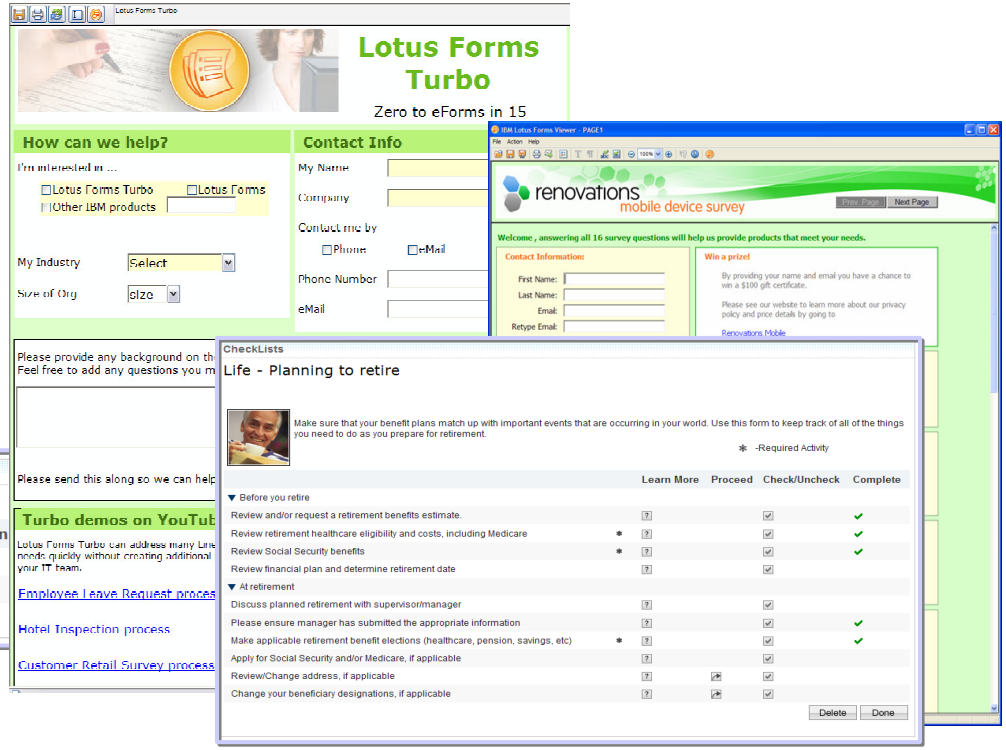
..forms start many processes

IBM Business Process Accelerator

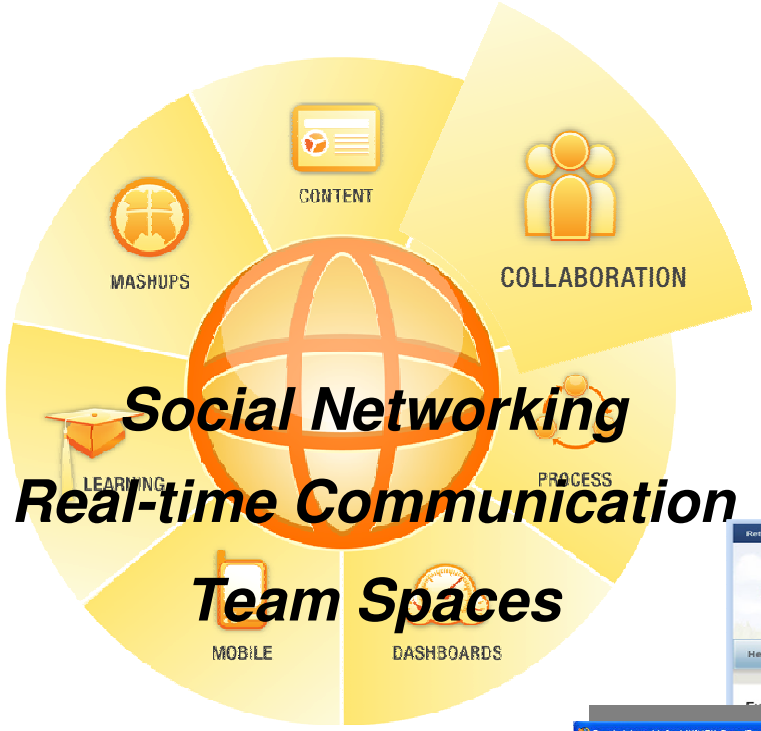


- Pixel-perfect eForms
- Rich sample forms catalog
- Digital signatures
- Zero footprint Web 2.0 solution – Lotus Forms Turbo
- Workflow

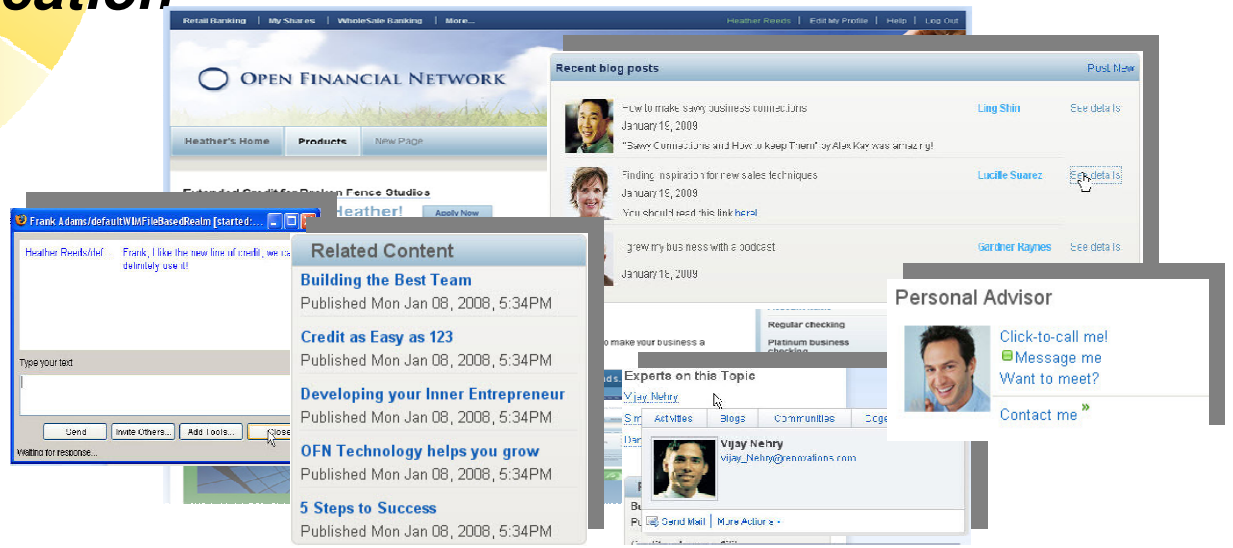




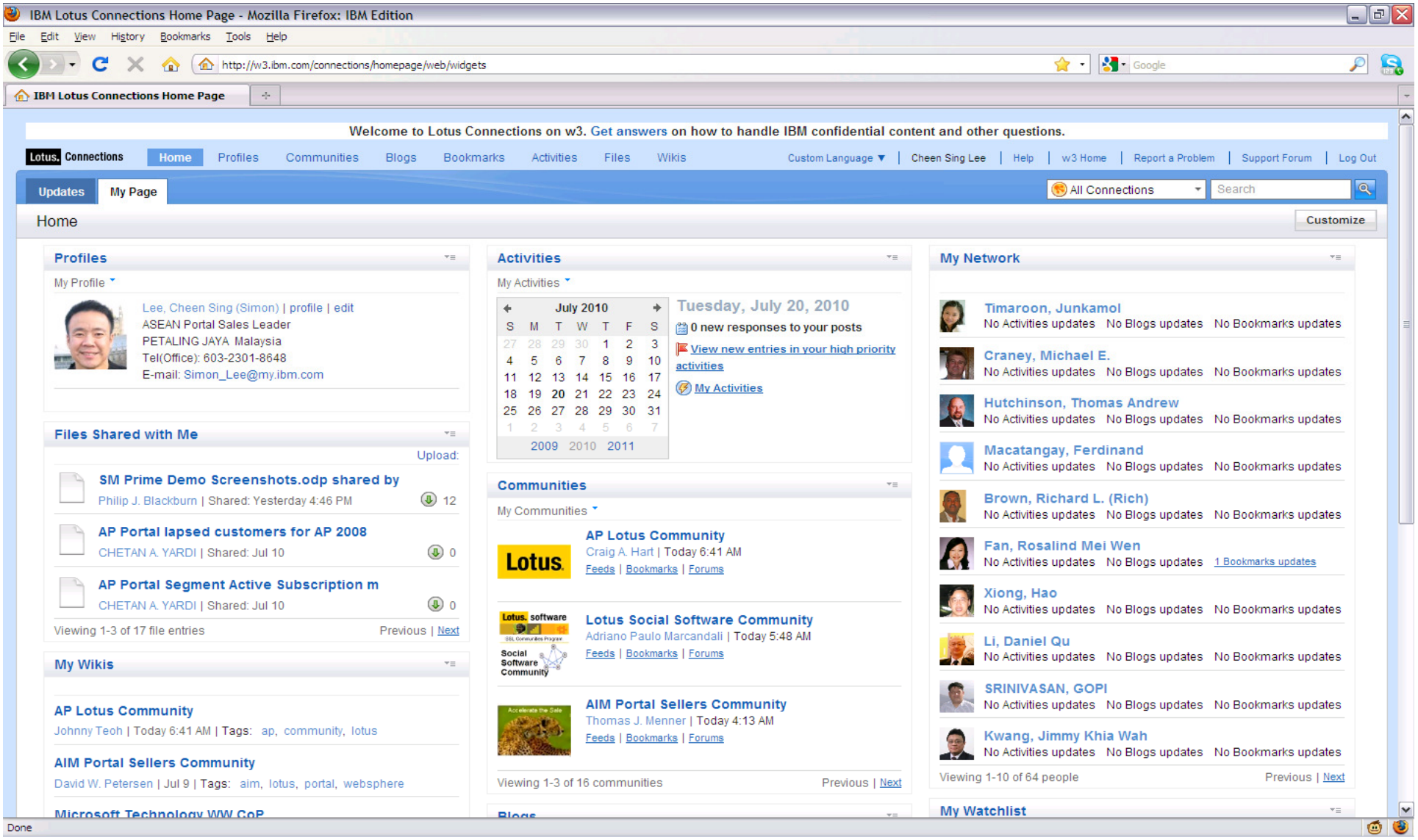
IBM Collaboration Accelerator



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



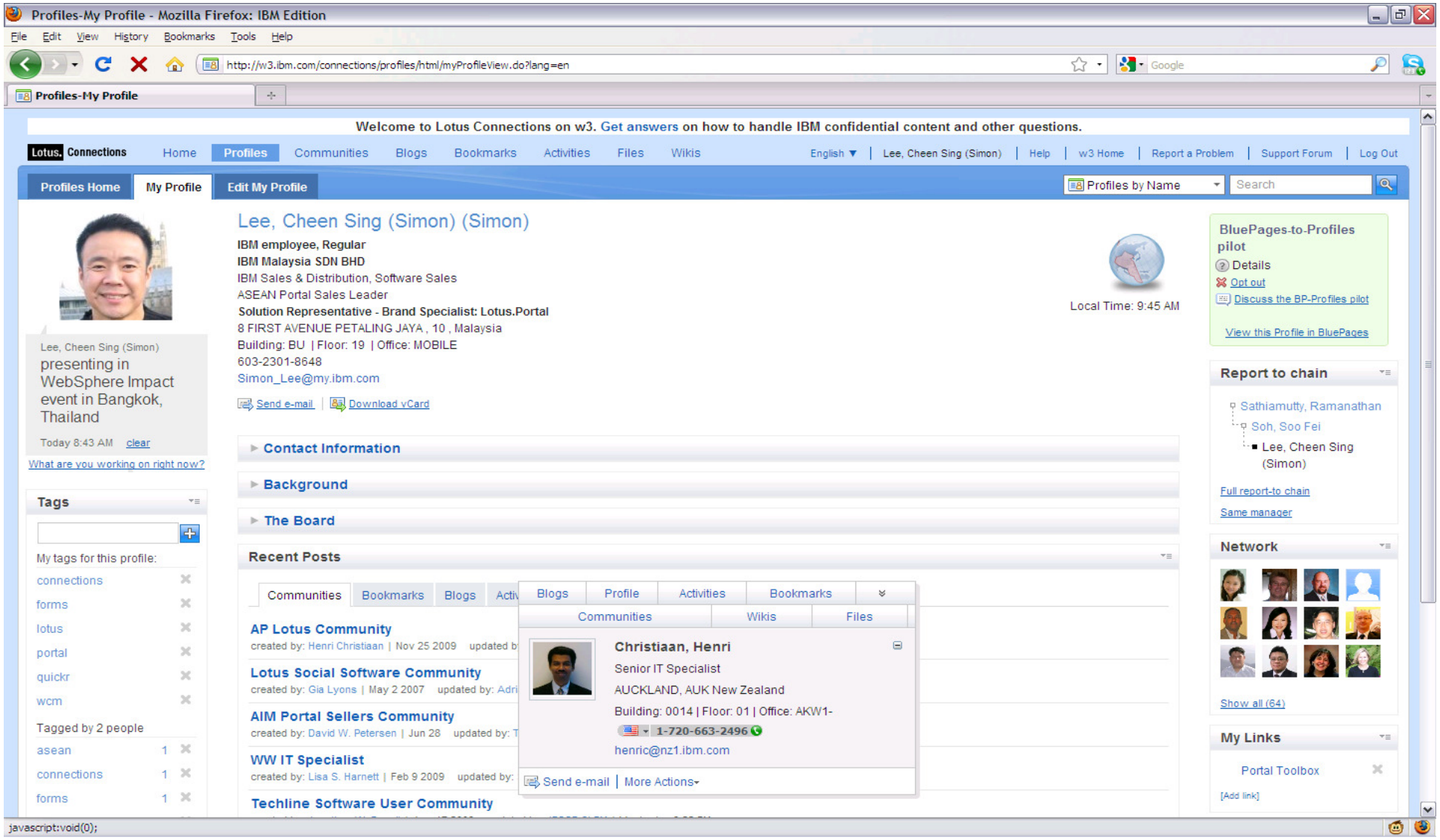
IBM Connections



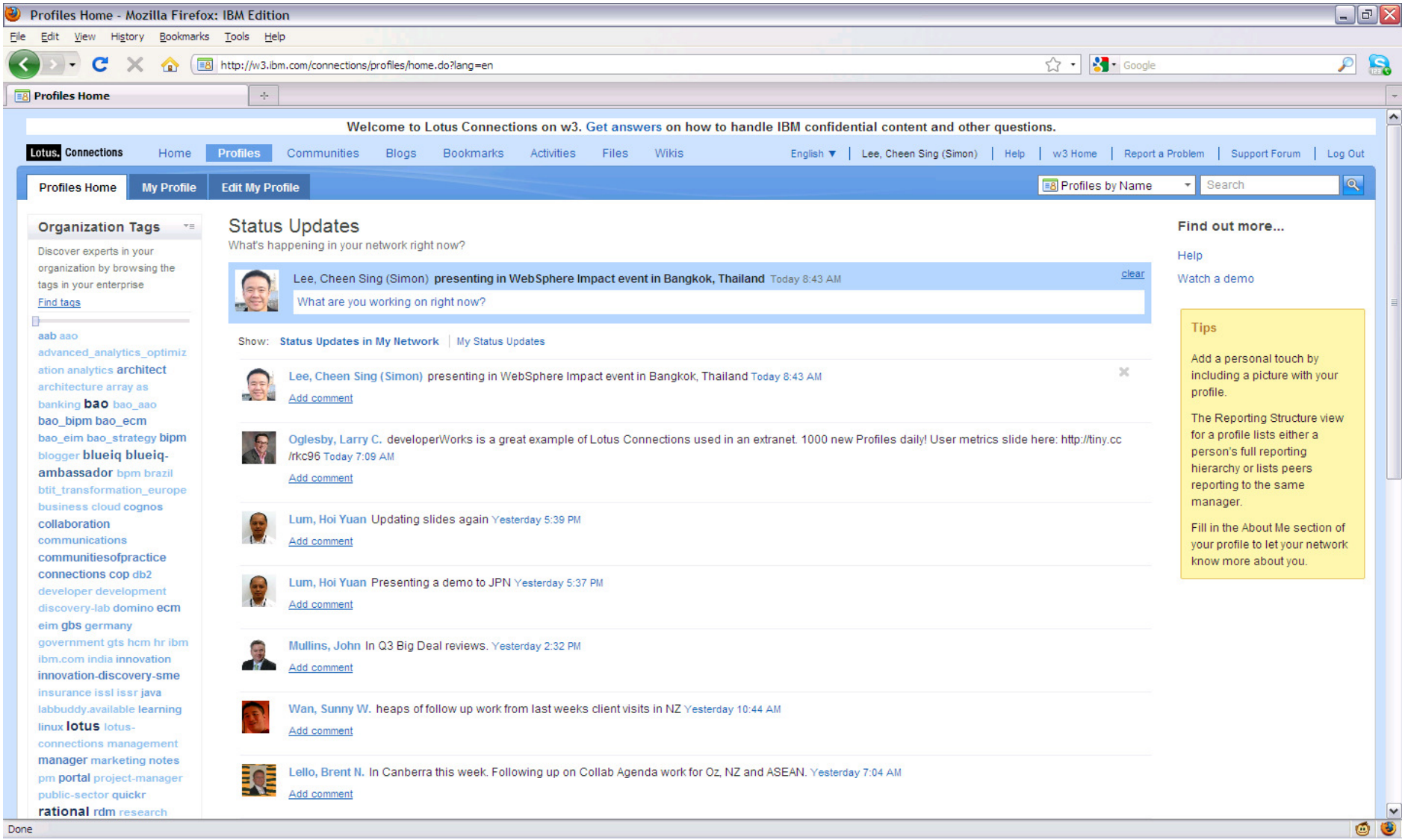
IBM SOFTWARE CONFERENCE 2011
Powered by Impact & Innovate 2011

IBM

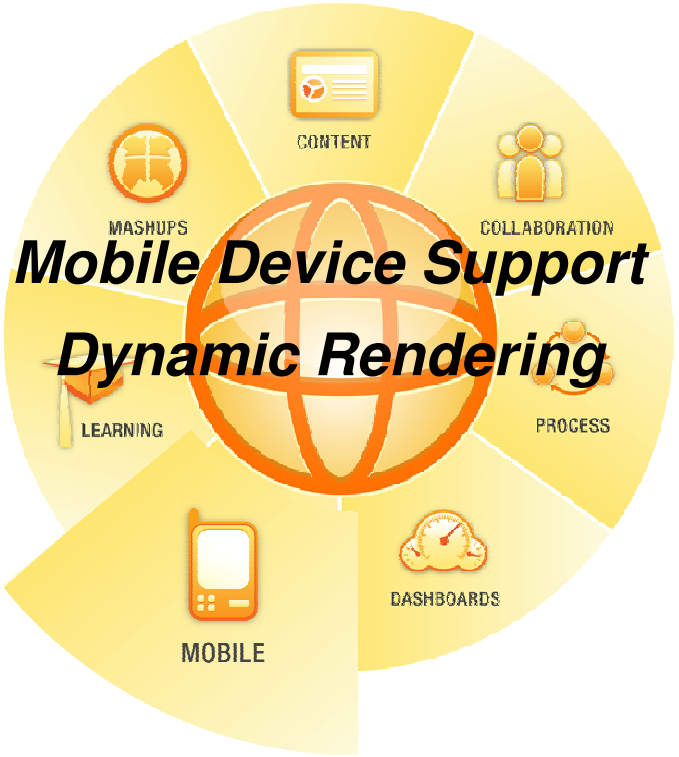
IBM Connections

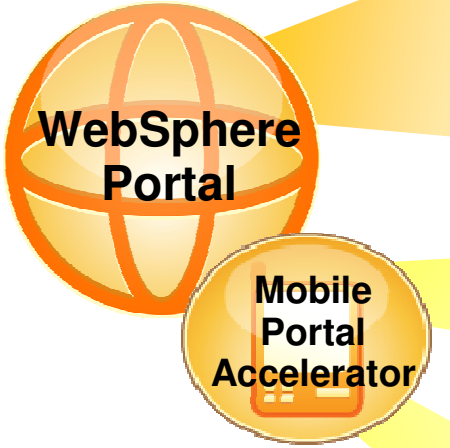


IBM Connections



IBM Mobile Portal Accelerator





- **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

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

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

IBM.com simple phone example

w/o MPA

bart.gov simple phone w/MPA

w/ MPA

smart phone w/MPA

Layout templates for > 7,500 mobile devices

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

IBM Dashboard Accelerator

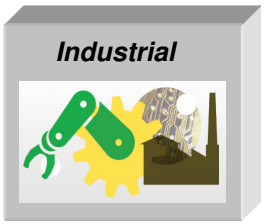
Helps organizations **reach performance data wherever it resides**, delivering it as **real-time key performance indicators** via **personalized, portal-based dashboards**. It also provides alerts and tools to help users take action at the greatest point of impact - before issues become critical.

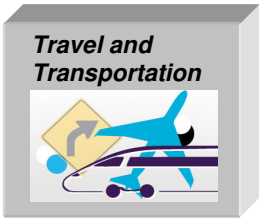
- **Drive Alignment** around a common, visible set of goals
- **Automate** manual or resource-intensive processes with personalized, graphical UI tailored to each job role
- **Access** information wherever it resides with integrated, real-time views
- **Take Action** through intuitive views that aid 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





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

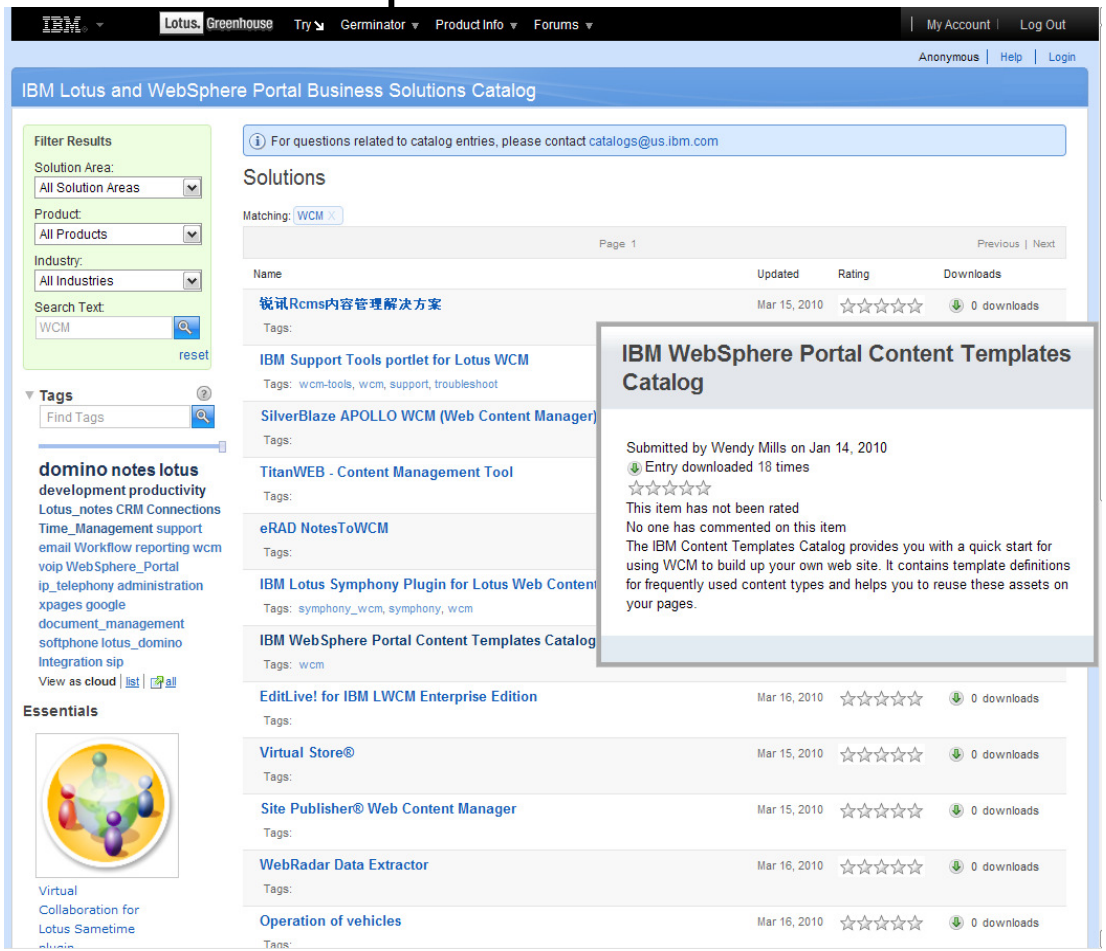
Portal, WCM, Forms, ST
(coming soon)

Insurance Agency Portal

Portal, WCM, Forms, Connections, ST, Dashboards
(coming soon)

Product, Pre-Requisites

WebSphere Portal Business Solutions Catalog



- **One-Stop Shop for IBM and Business Partner solutions**
- A web-based clearinghouse for **thousands** of portlets and WebSphere Portal solutions from IBM and IBM Business Partners
- In most cases, it takes just a few easy steps to download an interesting portlet from the catalog.

https://greenhouse.lotus.com/catalog

thank you

Please go to www.thecollaborationsoapbox.com
You can read any of the materials there, but we would suggest you request to join the community so you can contribute and comment.