



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

Simon Lee

ASEAN Executive,

Web Experience & Social Business

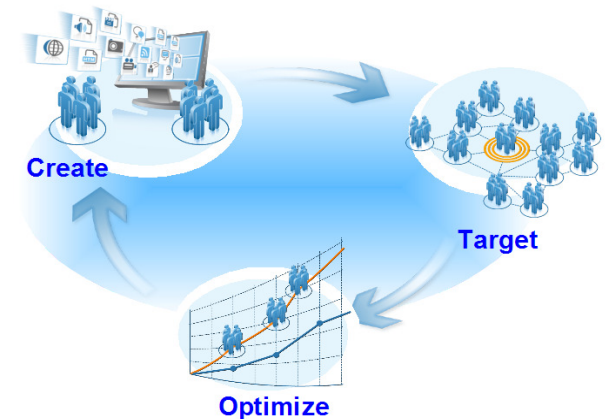
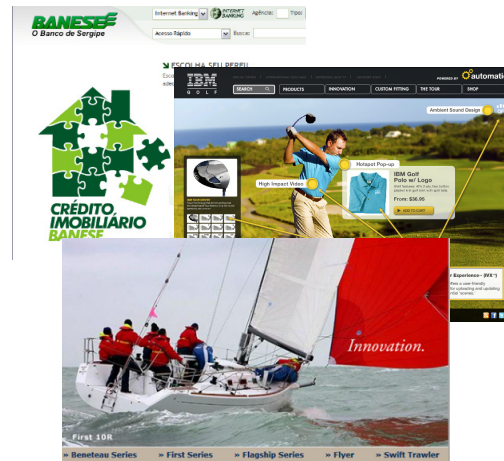


An Exceptional Web Experience...

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

Exceptional Web Experiences Can Deliver...

200%
higher
visit-to-order
conversion rate

16.6%
more
recommendations
by customers
for products and
services

30%
higher rating
of self service web
over Help Desk

75%
faster
time to roll out new
customer applications

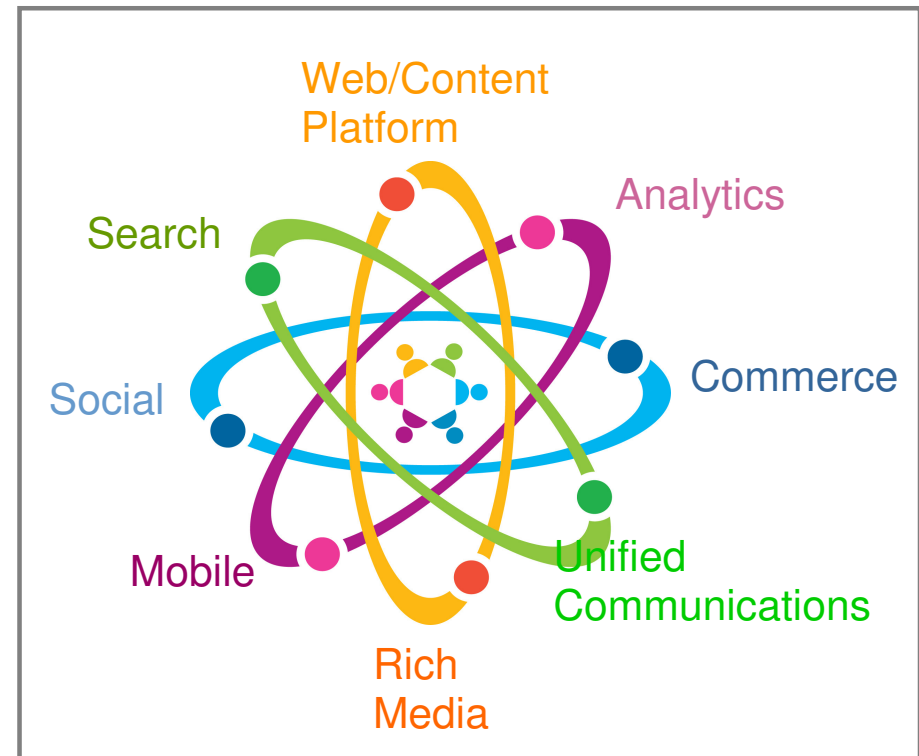
14.1%
repeat purchase
interest by customers

*Based on IBM client engagements

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*



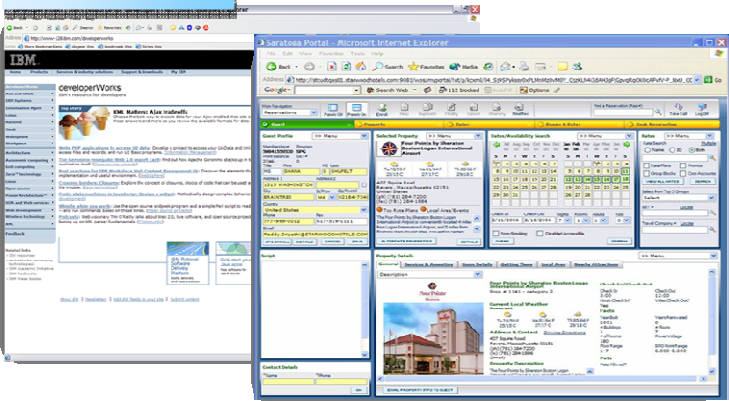
People are at the center of an exceptional experience; Capabilities are employed as necessary to help achieve experiences that meet/exceed the expectations of the intended user(s)



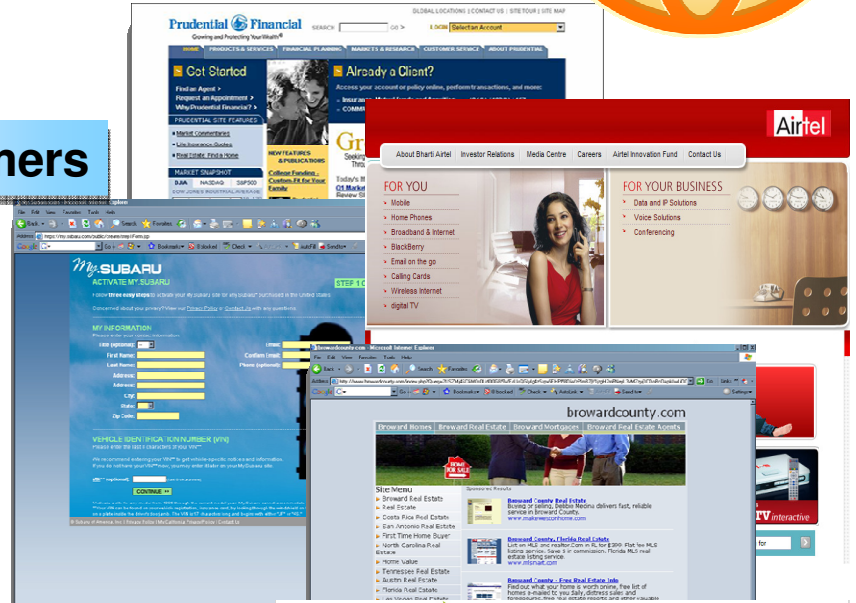
Exceptional Web Experiences

One Platform
 Many Different Business Needs

Partners



Customers



Employees

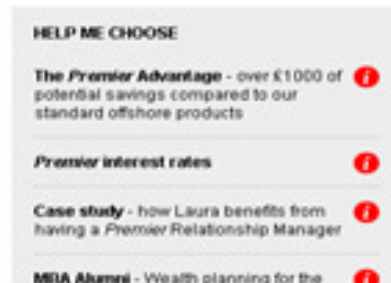
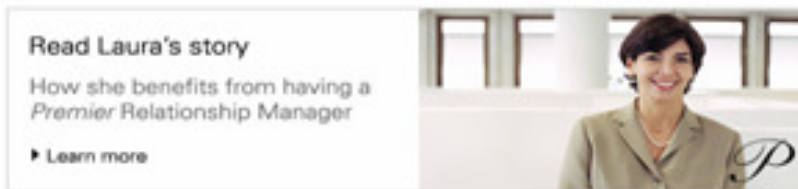


Citizens



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 – 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

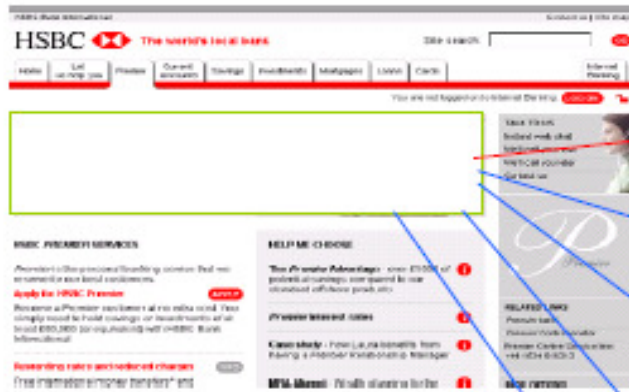
HSBC can go to market with best offer

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%		<p>35% Difference Between Best & Worst</p>		<p>2.30%</p>	
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%		<p>23% uplift just from changing a door color! Who would have guessed?</p>		1.88%	

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


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

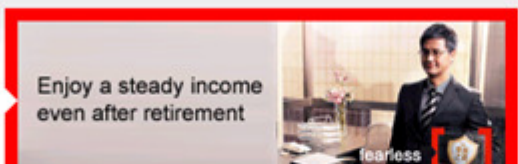


HSBC Hong Kong – *Bringing Mobility to Banking*

Hong Kong Home Personal HSBC Premier Commercial Corporate MPF About HSBC Careers Contact us


The world's local bank
Search: [GO](#) 中文

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




RetireEnrich Protection Plus

Successfully enroll to enjoy HK\$800 supermarket coupons

Enjoy a steady income even after retirement

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>



The world's local bank

<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
- Scalable 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:

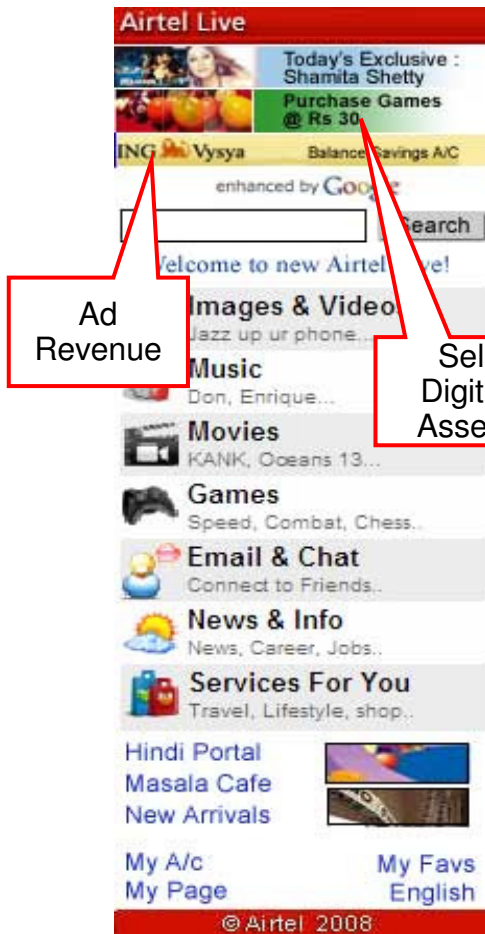
- The first telecom supplier to offer integrated services across the country
- Subscriber base grew to 100 million in 2009
- Bharti's subscriber base grew from a CAGR of 82 percent in 2004 to over 450 percent in 2006

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

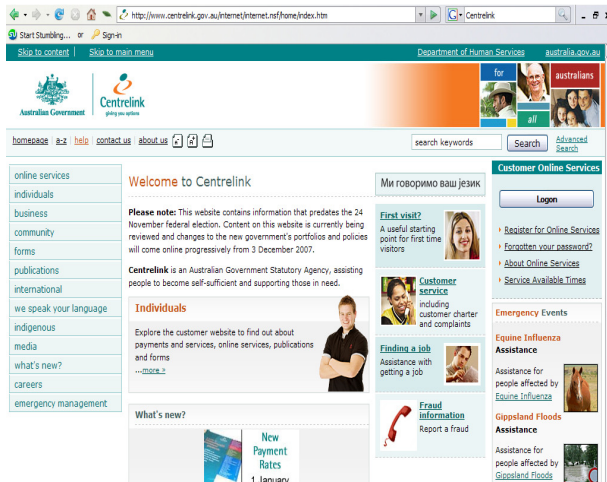


Images & Videos

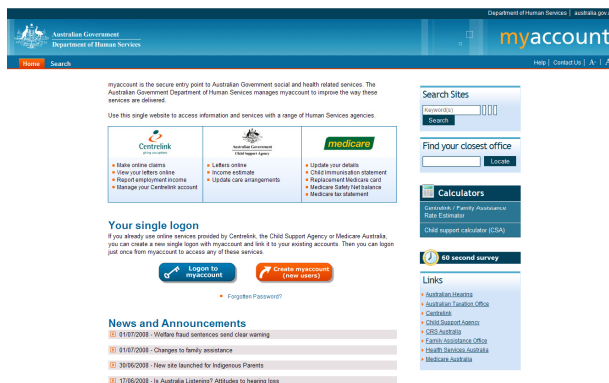


Account Self Service

“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

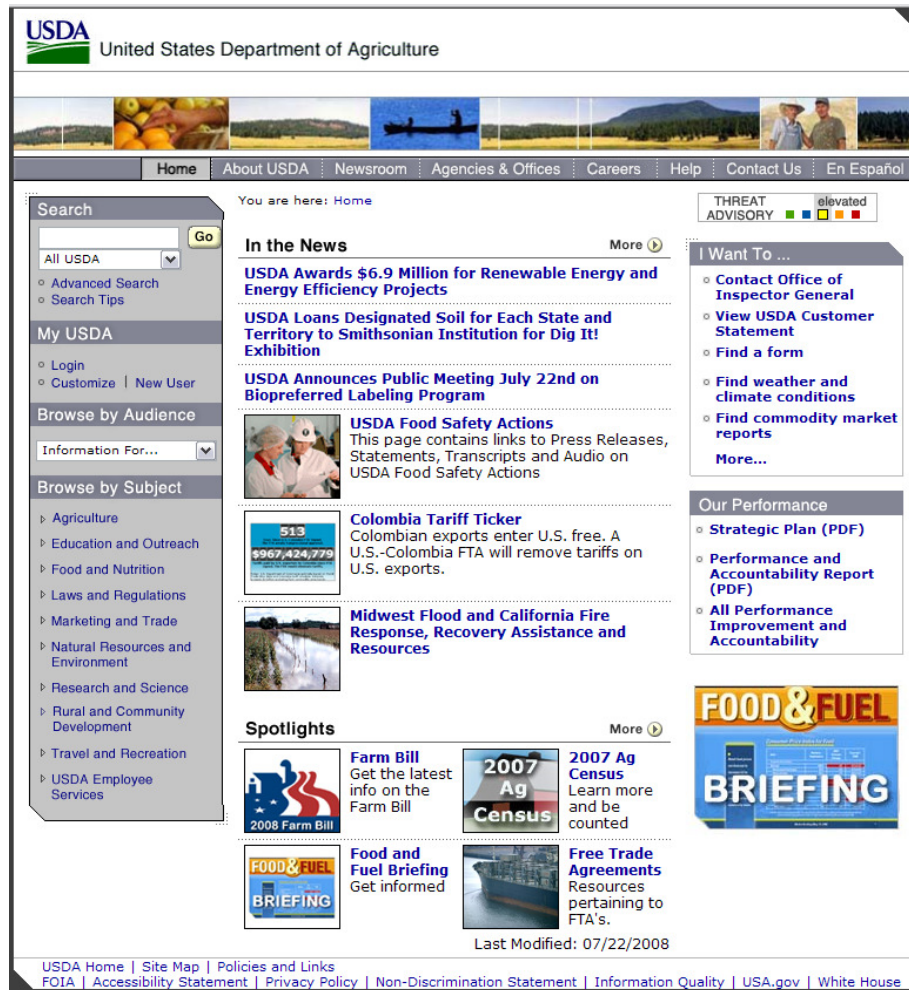
- Process-centric, Authenticated, AJAX Compliant, Rich Functionality. Performance, Scalability, Single Sign-On

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...



The screenshot shows the USDA website homepage with the following elements:

- Header:** USDA United States Department of Agriculture logo and navigation menu (Home, About USDA, Newsroom, Agencies & Offices, Careers, Help, Contact Us, En Español).
- Search:** Search bar with "Go" button and "All USDA" dropdown.
- My USDA:** Login, Customize, New User options.
- Browse by Audience:** Information For... dropdown.
- Browse by Subject:** Agriculture, Education and Outreach, Food and Nutrition, Laws and Regulations, Marketing and Trade, Natural Resources and Environment, Research and Science, Rural and Community Development, Travel and Recreation, USDA Employee Services.
- In the News:**
 - USDA Awards \$6.9 Million for Renewable Energy and Energy Efficiency Projects
 - USDA Loans Designated Soil for Each State and Territory to Smithsonian Institution for Dig It! Exhibition
 - USDA Announces Public Meeting July 22nd on Biopreferred Labeling Program
 - USDA Food Safety Actions: This page contains links to Press Releases, Statements, Transcripts and Audio on USDA Food Safety Actions
 - Colombia Tariff Ticker: Colombian exports enter U.S. free. A U.S.-Colombia FTA will remove tariffs on U.S. exports.
 - Midwest Flood and California Fire Response, Recovery Assistance and Resources
- Spotlights:**
 - 2008 Farm Bill: Get the latest info on the Farm Bill
 - 2007 Ag Census: Learn more and be counted
 - Food and Fuel Briefing: Get informed
 - Free Trade Agreements: Resources pertaining to FTA's
- FOOD & FUEL BRIEFING:** Large graphic for the briefing.
- Our Performance:** Strategic Plan (PDF), Performance and Accountability Report (PDF), All Performance Improvement and Accountability.
- I Want To ...:** Contact Office of Inspector General, View USDA Customer Statement, Find a form, Find weather and climate conditions, Find commodity market reports.
- THREAT ADVISORY:** Elevated status.
- Footer:** USDA Home | Site Map | Policies and Links | FOIA | Accessibility Statement | Privacy Policy | Non-Discrimination Statement | Information Quality | USA.gov | White House

- **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

USDA
USDA.GOV/RECOVERY

OVERVIEW PLANS & REPORTS REPORT FRAUD, WASTE & ABUSE USDA HOME

Tell Your Story

At USDA, we want to know how the economic crisis and the American Recovery and Reinvestment Act are affecting you.

Where are you seeing our efforts to jumpstart our economy, save and create jobs, and put a down payment on building a stronger America? What's working? What isn't?

We want you to Tell Your Story.

SUBMIT YOUR STORY

You are here: Agency USDA Information Related to the American Recovery and Reinvestment Act of 2009

USDA Blog Subscribe to News Feed Subscribe to Podcasts Watch Videos Share This Tell Your Story

Latest Recovery News

WASHINGTON, August 18, 2009 - Agriculture Secretary Tom Vilsack today announced additional funding under the American Recovery and Reinvestment Act (ARRA) for Forest Service projects in 36 states. These funds will help to restore natural resources while improving public safety and creating job opportunities in economically distressed areas. The 105 projects, funded at more than \$94.6 million, are located on Federal, state, and private lands. To date, USDA has announced \$1.03 billion of the \$ 1.15 billion - or 89% - of funds authorized by ARRA for Forest Service projects. [read more...](#)

Announcements

USDA Secretary Vilsack Announces Additional Recovery Act

Implementing the Recovery Act at USDA

About this map Help

This map shows the locations of United States Department of Agriculture Projects funded by the American Recovery Act of 2009. These USDA projects create private sector jobs within our communities. [View map data.](#)

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

RECOVERY

OVERVIEW PLANS & REPORTS

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

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

POWERED BY Google

Map 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 >>>](#)

Map data ©2009 LeadDog Consulting, Tele Atlas - Terms of Use

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 - [More... \(54\)](#)
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 - [Twitter](#)
- Get AddThis for Firefox [AddThis](#)

Cluster of 2 or more projects or programs at the same location Project or program marker

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

“Get Online not in line”

- **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



The screenshot shows the Miami-Dade County Portal homepage. The header includes the logo, navigation links (Home, Service Center, County Agencies, County Hall, Calendar), and a search bar. The main content area is divided into several sections:

- Things You Can Pay Online:** A list of services including Water Bill, Metropass, Parking Ticket(s), Vehicle Renewal, Driver's License Renewal, Hunting or Fishing License, Local Business Tax Receipt, Real Estate Property Tax, Seaport Gate Passes, Tangible Personal Property Tax, Traffic Ticket, US Mint Coins, and US Savings Bonds.
- Things You Can Do Online:** A list of services including Apply for County Jobs, Apply for Library Card, Ask-a-Librarian, Book Your Tee Time, Buy Government Surplus, Estimate Real Property Tax, File Business Forms and Taxes, File Unemployment Claims, Get Water & Sewer Service, Inmate Search, Order Recycling Bins, Platting Information Search, Public Works Permit Inspection Request, and Register to Vote.
- servicesdirect:** A section for reporting problems, featuring a table of top reported problems (online and by phone) for the month:

2435	Pothole
1805	Tree Trimming
1124	Stray / Dog-at-Large
779	Junk and Trash / Overgrowth
460	Signs on the Right-of-Way
395	Dead Animal Pickup - MD
388	Illegal Dumping
- RED TAPE ESCAPE:** A section for finding answers to common questions, such as "My cousin is coming back from Iraq and I want to put together a Welcome Home block party for him. Do I need to get a permit?".
- Watch It! On-Demand:** A section for watching videos, including "Miami-Dade Now", "Mosquito Patrol", and "Noted Artist".
- Services by Topic:** A section for finding services by topic, including:
 - Animals & Pets:** Adopt-a-Pet, Find a Dog Park, Report Animal Cruelty, Citations & Fines, Horse Protection, Licensing >> more
 - Arts & Culture:** Talking Books, View Art at the Library, Art in Public Places, Fruit and Spice Park Events, Grant Programs for Organizations, Grant Programs for Individuals >> more
 - Attractions & Events:** View Art at the Library, Art in Public Places, Fruit and Spice Park Events, EcoAdventures, Find a Parks Facility, Monthly Parks Events by e-mail >> more
 - Building & Construction:**
- Research Tools & Maps:** A section for finding research tools and maps, including:
 - Artificial Reef Locator
 - Business Locations
 - Business Sites
 - Child Care
 - Code Citations
 - Code Violations on Properties
 - Contaminated Sites
 - Contract Award Recommendations
 - Contractors
 - County Jobs Search
 - County Services Near You
 - County-Approved Building Products
 - Court Case Search

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

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

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

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



The screenshot shows the Helsinki city portal homepage. It features a search bar at the top, a navigation menu with links like 'Haku kaupungin sivuilta', 'Sivukartta', and 'Helsingin palvelut A-O'. The main content area is divided into several sections: 'Ajankohtaista ja uutisia' (News and Announcements) with a list of recent news items, 'Matkailu' (Travel) with weather and travel information, and 'Helsinki palvelee kun' (Helsinki serves the community) with links to various services like 'Olet nuori', 'Olet seniori', etc. There is also a 'Asioi ja osallistu verkossa' (Apply and participate online) section.

- 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.

www.hel.fi



The screenshot shows the United Nations Public Administration Network (UNPAN) website. The header includes the UNPAN logo and the text 'United Nations Public Administration Network'. Below the header is a navigation menu with links like 'Home', 'What's New', 'Regions', 'E-Learning', 'News', 'Library', 'Events', 'Directories', and 'Contact Us'. The main content area features a search bar and a 'Register | Login' link. The primary article is titled 'Digital Governance in Municipalities Worldwide' and is labeled as a '2007 Publication'. It includes a small image of the report cover and a 'Read more' link. The text of the article discusses the report's collaboration with the E-Governance Institute at Rutgers and the Global e-Policy e-Government Institute at Sungkyunkwan University.

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

SINGAPORE GOVERNMENT

MAJULAH SINGAPURA!

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GOVERNMENT CITIZENS & RESIDENTS BUSINESSES NON-RESIDENTS

→ About Us → Govt Who's Who → Spotlights → Press Releases & Speeches → Careers → Information & Policies → A-Z Government List

Get involved in our National Day Rally by posting your question to the Prime Minister.

Post Your Question

SHARE

→ National Day Rally 2009

Updates On Influenza A

National Day Celebration

Skills Upgrading with SPUR

Latest News

Mon, August 10, 5:30 PM
Marina Barrage bags top honours at international environment engineering awards

→ More News

Calendar Of Events

9 Aug 2009
National Day Parade

→ More Events

Subscriptions

Your Email Address

→ Get Updates

→ Privacy Statement → Terms of Use

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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

*"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



Read more in the case study on [ibm.com](http://www.ibm.com):

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

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 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 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 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  **35% improvement** in marketing campaign revenue and increased customer loyalty
 The world's local bank



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

PHILIPS
 sense and simplicity



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

“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

WebSphere Portal – Integration Excellence

Applications

CITRIX *Seamlessly Combines Internal & External Applications/Services*

MicroStrategy

ORACLE

SAP

WebSphere Process Server

BUSINESS OBJECTS

Information Management FileNet

DASSAULT SYSTEMES

Stellent

Adobe

Cognos software

CISCO

INTERWOVEN

documentum

VIGNETTE

Day

webex

Sametime. Unyte.

Google

Stop the worry. Start the show.

amazon web services

SuccessFactors

salesforce.com



twitter

skype

Google

amazon.com

YAHOO!

flickr

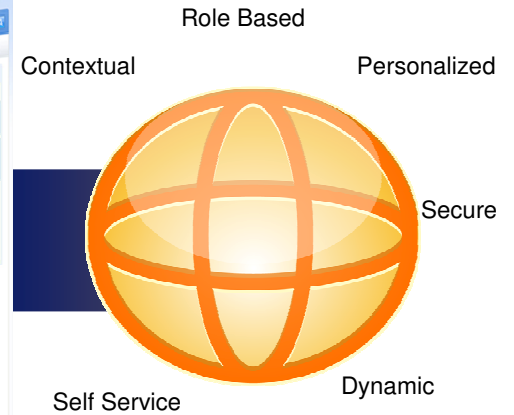
You Tube

Content

Cloud

Collaboration

Consumer

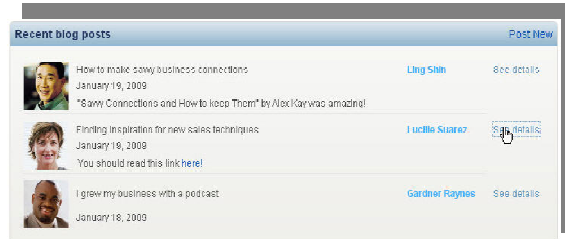
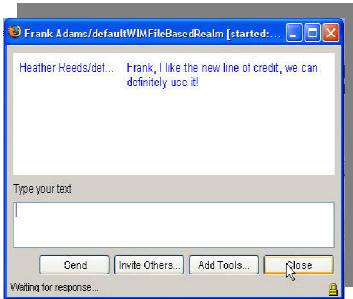


Combined with Web 2.0 & social capabilities, employee intranets & partner extranets help drive better business outcomes

Constituents & Employees Expect Modern Online Experiences:

Web 2.0 + Collaboration + Social Tools + Mobile

Instant Messaging



Social Bookmarks



Active Tags

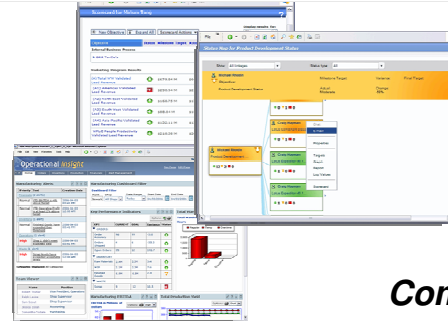
2010 analyst_report
 collaboration community
 connections data domino
 education ibm lotus
 mobile notes oracle
 oss_cop ovum portal
 quickr rational sametime
 sap swg websphere wiki

Tagging

Blogs



User Ratings



Dashboards

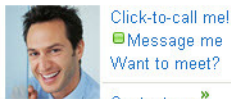
New Business Workshop

03 Feb 2008, Noon-5pm
 Town Hall Commons
 Get in contact with and find valuable business resources.

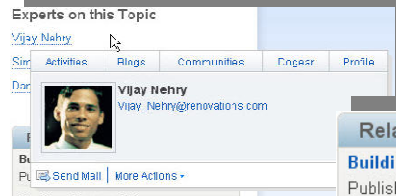
[More Info](#)

Education

Personal Advisor



Experts



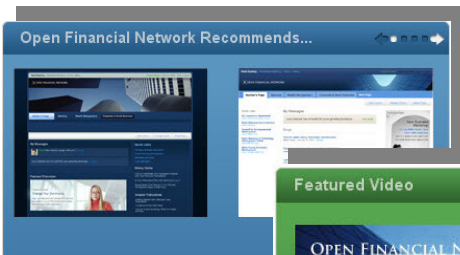
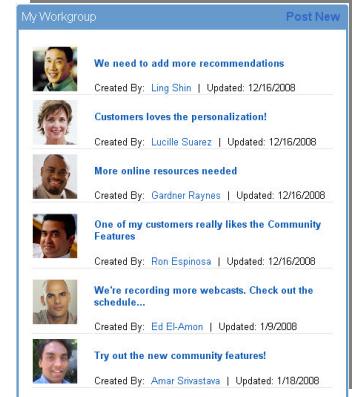
Social Networking

Related Content

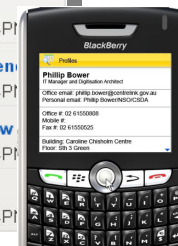
- Building the Best Team**
Published Mon Jan 08, 2008, 5:34PM
- Credit as Easy as 123**
Published Mon Jan 08, 2008, 5:34PM
- Developing your Inner Entrepreneur**
Published Mon Jan 08, 2008, 5:34PM
- OFN Technology helps you grow**
Published Mon Jan 08, 2008, 5:34PM
- 5 Steps to Success**
Published Mon Jan 08, 2008, 5:34PM

Personalized Content

Communities



Video





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



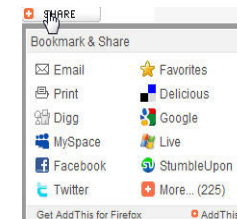
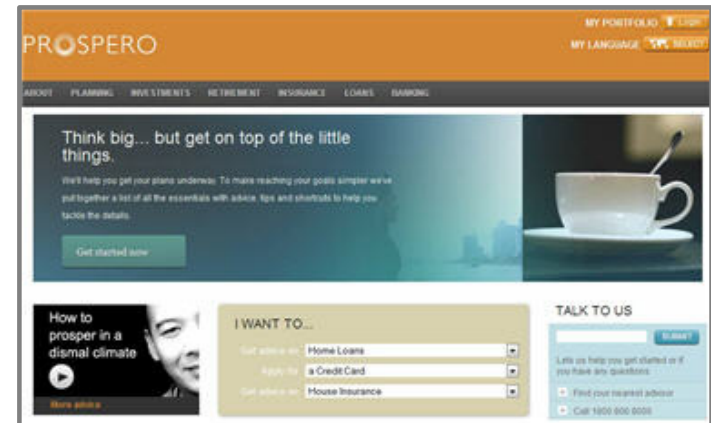
Realize Business Goals



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



Integrate Across Heterogenous Systems to Deliver New Value



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

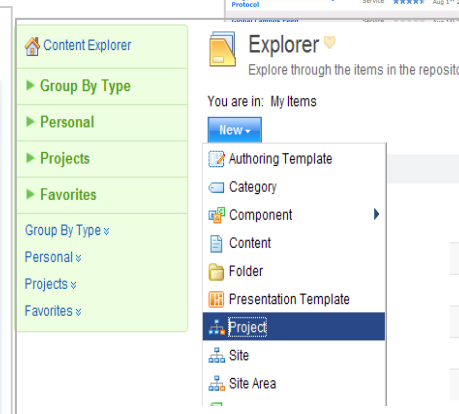
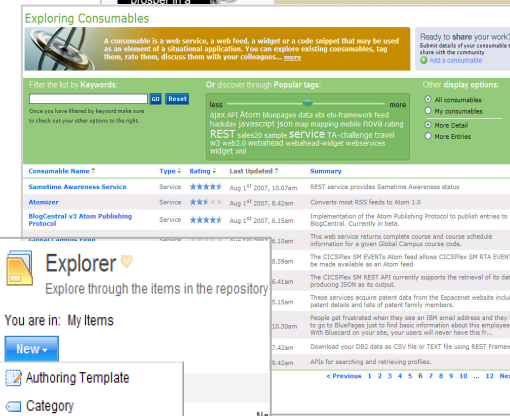
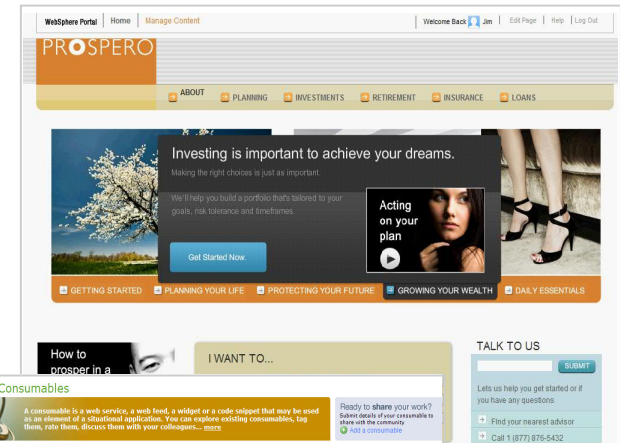
IBM Customer Experience Suite

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

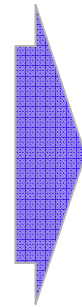
- **Seamless convergence** of Web Portal & Web content management
- **Socially-Infused Web experiences** with out-of-box Blogs & Wikis, Tagging
- **Community content value measurement** enabled by Ratings
- **Ubiquitous Web experience development** with new **IBM Universal Hub Integration** capability
- **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**



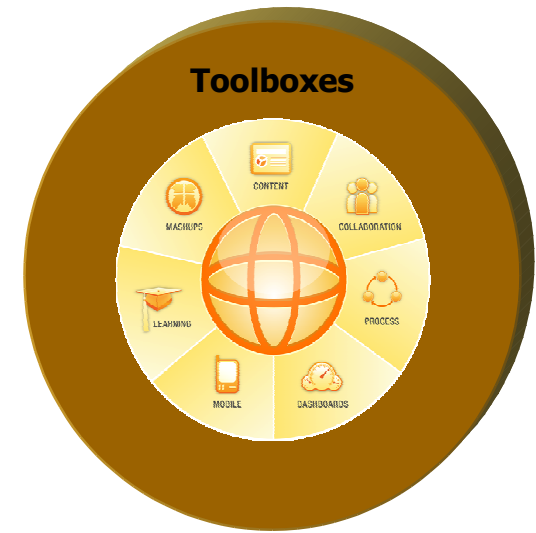
WebSphere Portal Trends



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

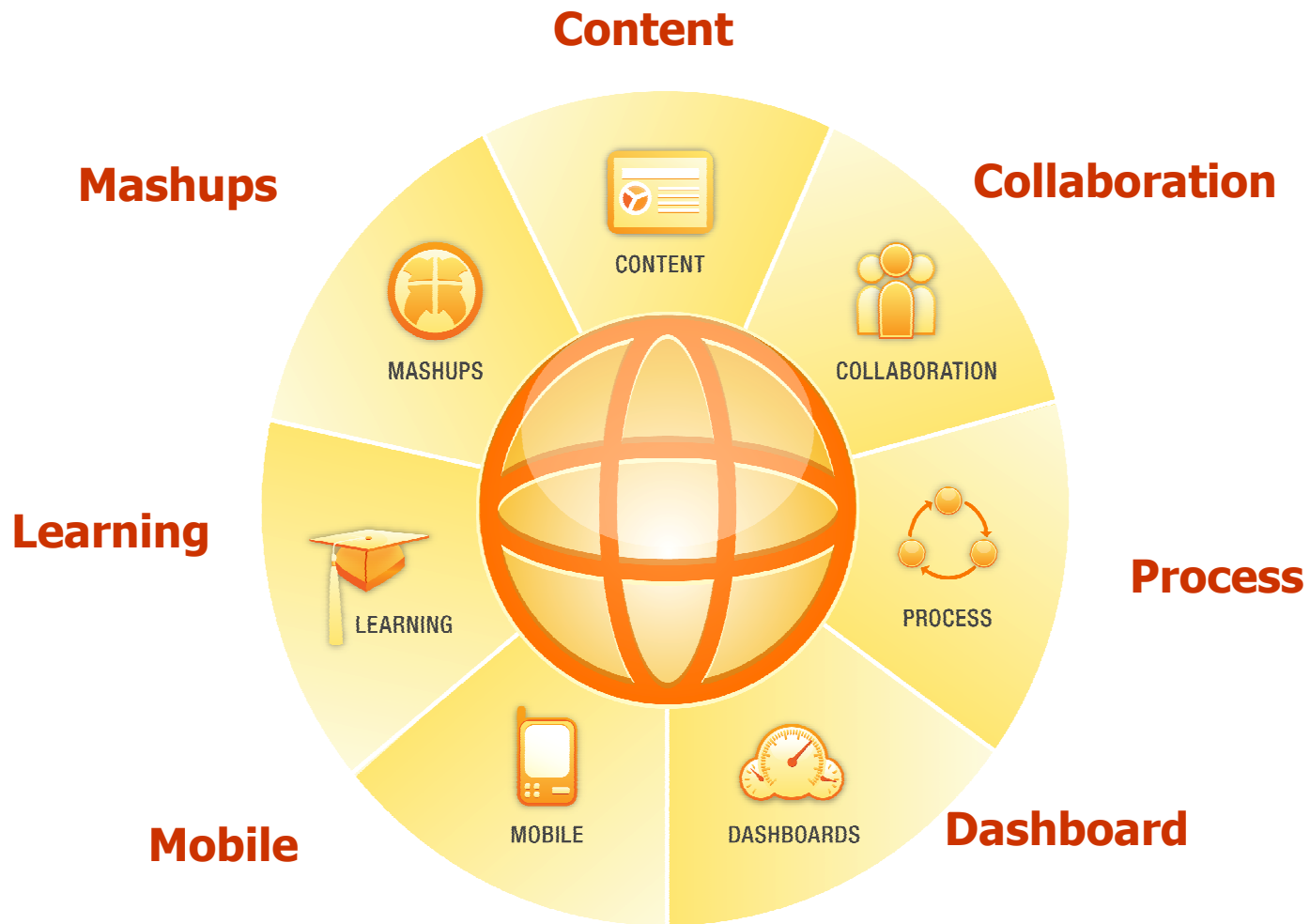
- Suites by big players
- Build Suite Composite Apps
- Integration of Components
- More Consolidation – ROI, Business Impact focus

"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



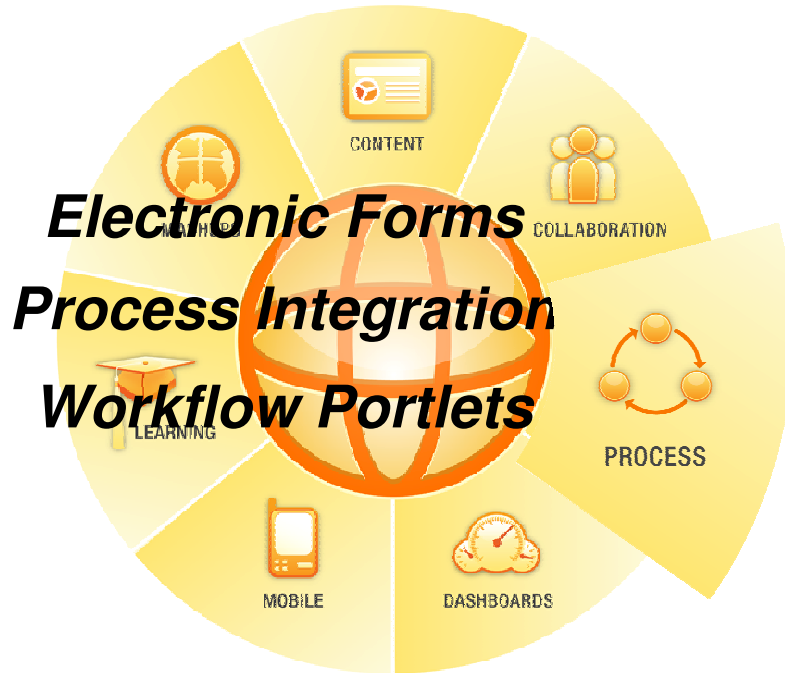
IBM Web Content Management examples



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



IBM Business Process Accelerator



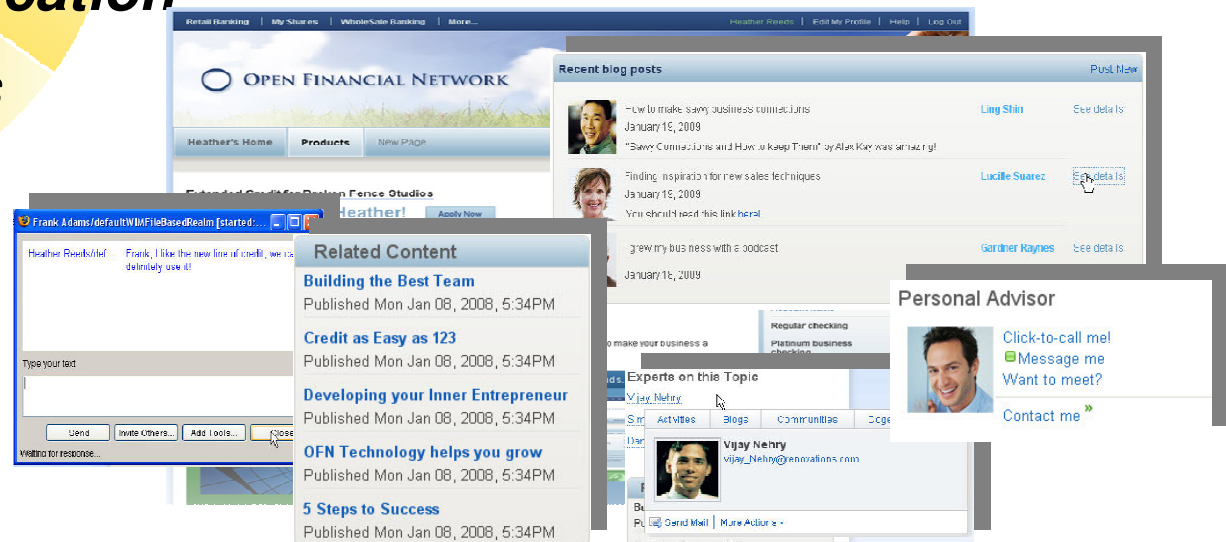
- Pixel-perfect eForms
- Rich sample forms catalog
- Digital signatures
- Zero footprint Web 2.0 solution – Lotus Forms Turbo
- Workflow

Universal Task List			
Refresh			
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

IBM Collaboration Accelerator



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



IBM 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 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

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
[\[Add link\]](#)

Send e-mail | Download vCard

▶ Contact Information

▶ Background

▶ The Board

Recent Posts

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

Communities Wikis Files

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

Send e-mail | More Actions

Tags

My tags for this profile:

- connections
- forms
- lotus
- portal
- quickr
- wcm

Tagged by 2 people

- asean 1
- connections 1
- forms 1

javascript:void(0);

IBM 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_optimization analytics architect
- architecture array as
- banking **bao** bao_aao
- bao_bipm bao_ecm
- bao_eim bao_strategy bipm
- blogger blueiq blueiq-ambassador bpm brazil
- btit_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/rk96> 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](#)

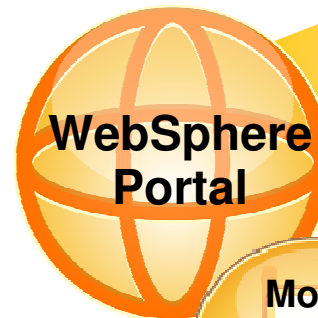
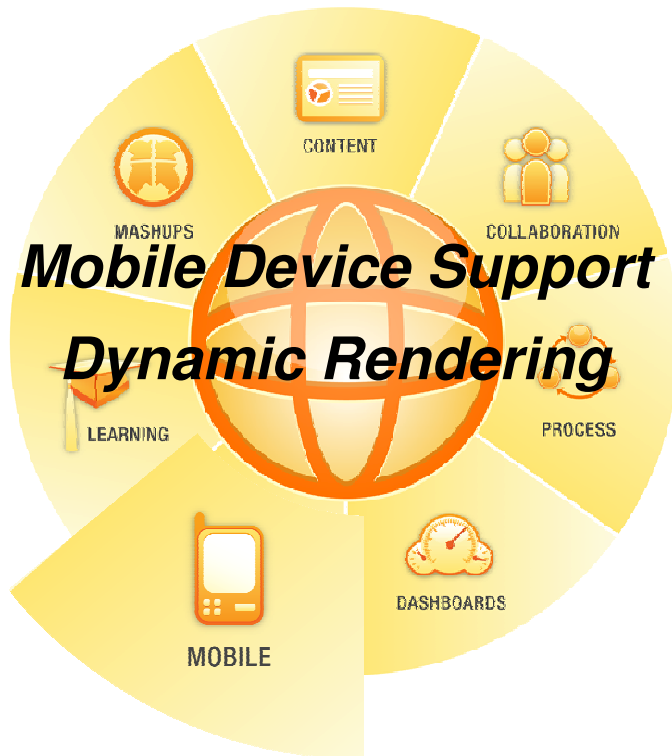
Tips

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.

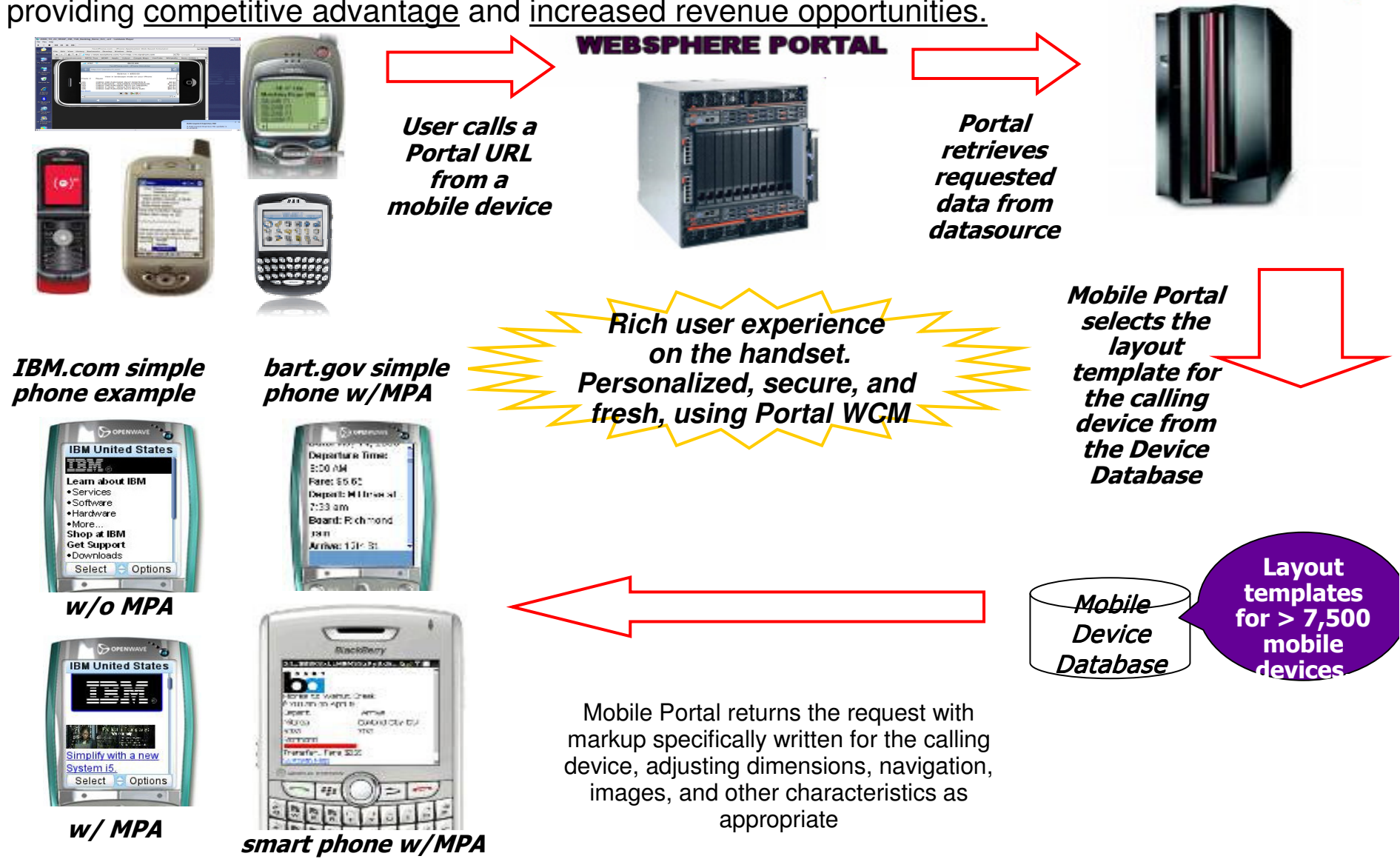
Fill in the About Me section of your profile to let your network know more about you.

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.

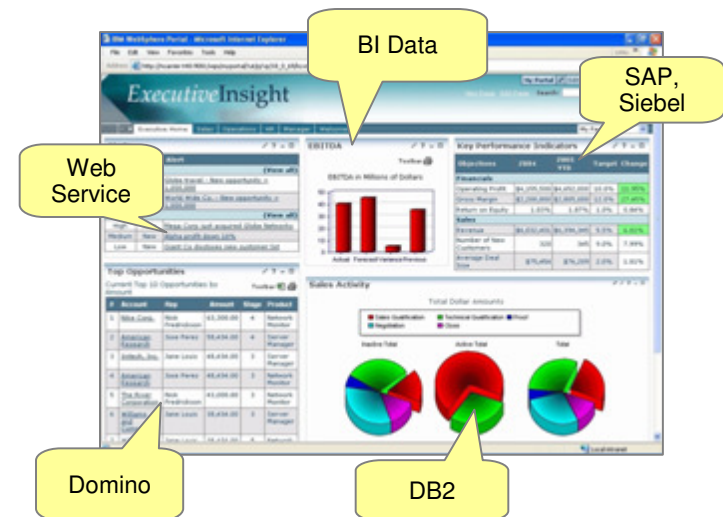




IBM Dashboard Accelerator

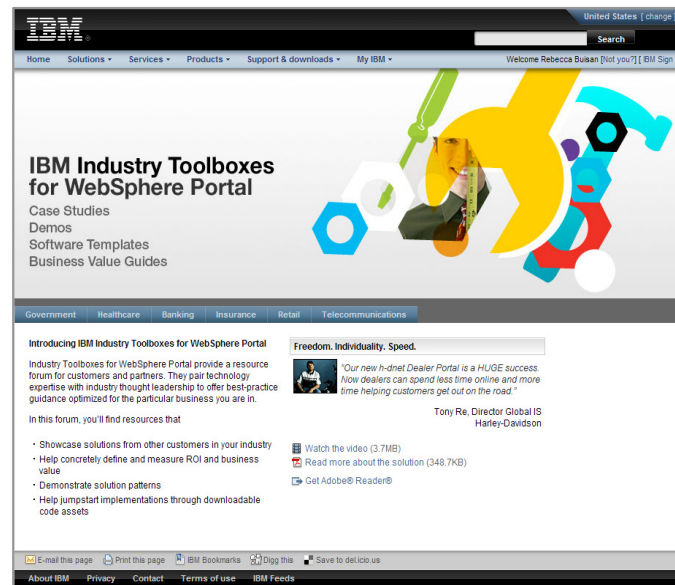
Helps organizations reach performance data wherever it resides, delivering it as real-time key performance indicators via personalized, portal-based dashboards. It also provides alerts and tools to help users take action at the greatest point of impact - before issues become critical.

- **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

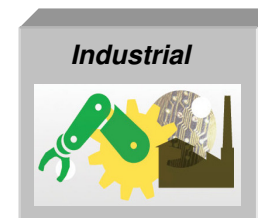


Introducing IBM Industry Toolboxes for WebSphere Portal

- **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

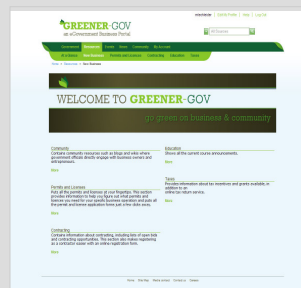
Examples

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)

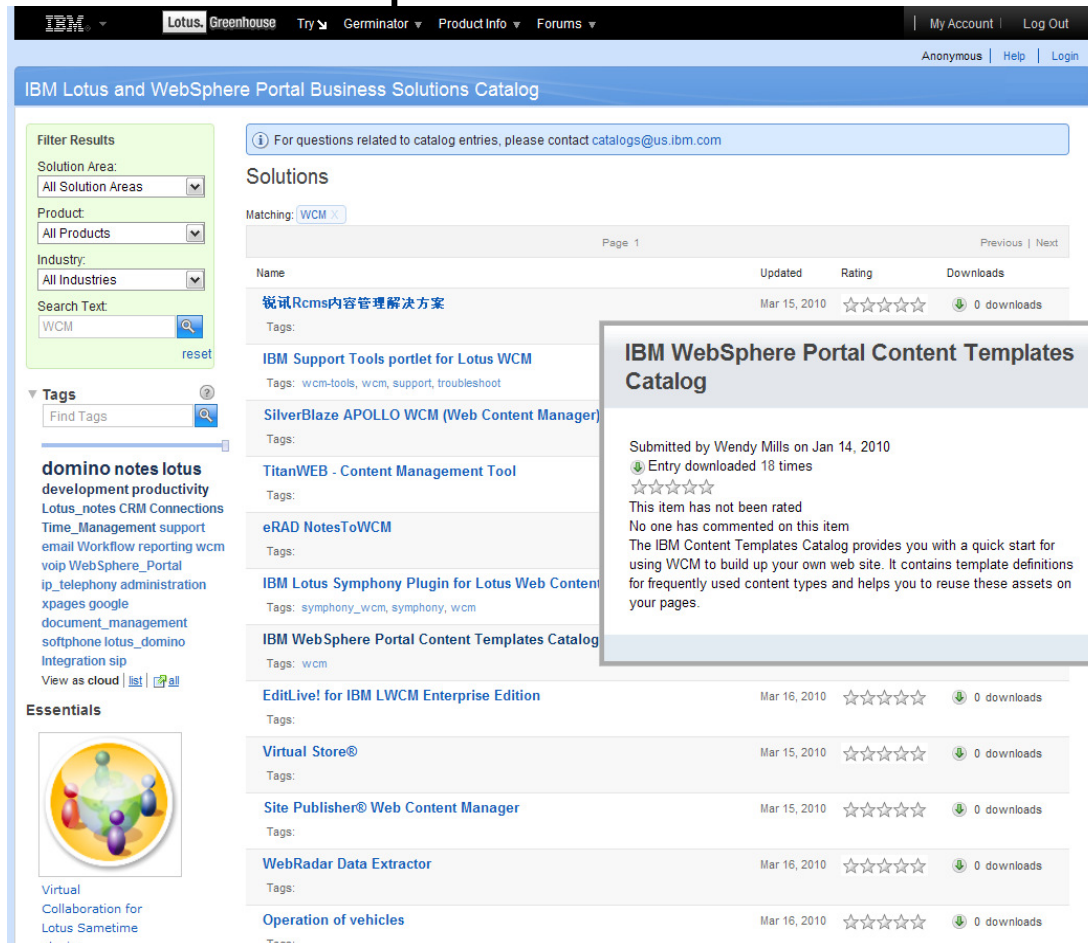
Insurance Agency Portal



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

Product, Pre-Requisites

WebSphere Portal Business Solutions Catalog



Filter Results
 Solution Area: All Solution Areas
 Product: All Products
 Industry: All Industries
 Search Text: WCM
 Tags: Find Tags

Solutions
 Matching: WCM
 Page 1

Name	Updated	Rating	Downloads
祝讯Rcms内容管理解决方案	Mar 15, 2010	☆☆☆☆☆	0 downloads
IBM Support Tools portlet for Lotus WCM			
SilverBlaze APOLLO WCM (Web Content Manager)			
TitanWEB - Content Management Tool			
eRAD NotesToWCM			
IBM Lotus Symphony Plugin for Lotus Web Content Manager			
IBM WebSphere Portal Content Templates Catalog			
EditLive! for IBM LWCM Enterprise Edition	Mar 16, 2010	☆☆☆☆☆	0 downloads
Virtual Store®	Mar 15, 2010	☆☆☆☆☆	0 downloads
Site Publisher® Web Content Manager	Mar 15, 2010	☆☆☆☆☆	0 downloads
WebRadar Data Extractor	Mar 16, 2010	☆☆☆☆☆	0 downloads
Operation of vehicles	Mar 16, 2010	☆☆☆☆☆	0 downloads

IBM WebSphere Portal Content Templates Catalog
 Submitted by Wendy Mills on Jan 14, 2010
 Entry downloaded 18 times
 ☆☆☆☆☆
 This item has not been rated
 No one has commented on this item
 The IBM Content Templates Catalog provides you with a quick start for using WCM to build up your own web site. It contains template definitions for frequently used content types and helps you to reuse these assets on your pages.

- **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.





Simon Lee

ASEAN Executive

Web Experience & Social Business

Tel 60 12 3826718

Simon_Lee@my.ibm.com