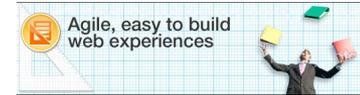


# IBM Forms

## Application Experience Designer - Beta



# What is IBM Forms Application Experience Designer?



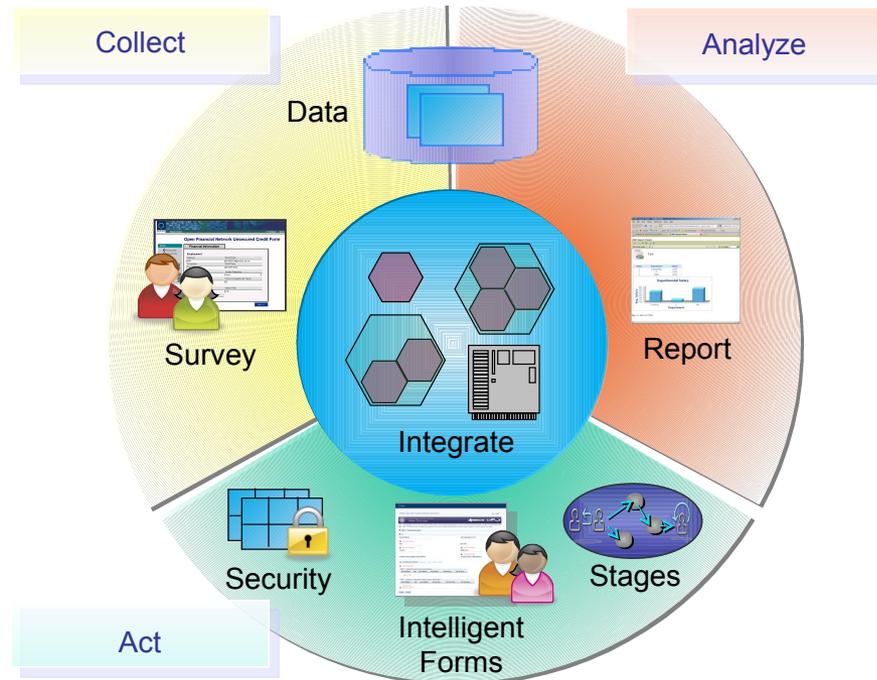
- Planned new feature of IBM Forms
- Allows you to quickly and easily build web applications for data collection with minimal technical skills.
- Has a simple, straightforward point and click browser based design environment
- Applications can be easily changed to accommodate business requirements.
- Generates HTML / JavaScript applications and leverages best-of-breed Web 2.0 technologies like CSS, Dojo and Flash
- Extensible and easily integrated with existing systems, data bases and web services
- 100% standards-based - lowers TCO and leverages common IT skills.
- Highly performant - meets the needs of the most demanding business to consumer applications

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# What are the capabilities if IBM Forms Application Experience Designer?



- A complete environment for building web application for data collection
- Capabilities include:
  - Forms
  - Security
  - Data
  - Workflow
  - Reports
  - Application



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# Complements IBM Forms by addressing an expanding set of applications



## Document Automation (E-Forms-Centric)



- Replicate a “Paper Forms” experience
- IBM Forms is great at this

## Hybrid Applications (“Wizard Front-Ends”)



- Wizard drives form
- Can be done with IBM Forms Wizards and Application Experience Designer

## Data Capture (Application-Centric)



- Highly interactive, dynamic experience
- Captures data vs document
- IBM Forms Application Experience Designer is great at this

*IBM Forms Application Experience Designer complements existing IBM Forms Technology and lets you address and expanded set of requirements*

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# Complements WebSphere Portal and WebSphere Portlet Factory



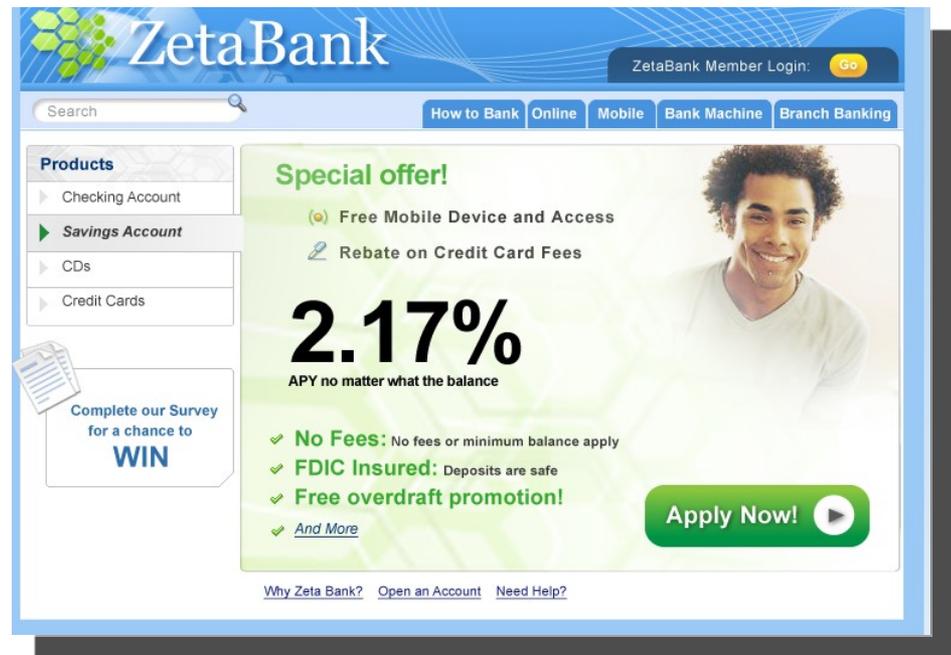
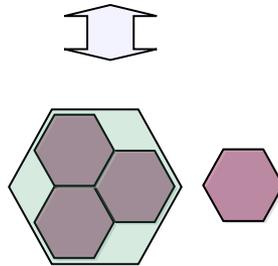
Role based  
Application  
Experience



IBM Forms  
Application  
Experience  
Designer



WebSphere  
Portal and  
Portlet Factory  
Services



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## Use Cases

### Sales promotions/cross selling

Retail bank decides to include a special sales promotion in order to increase cross-sell

### Reacting to shifts in market demand

Manufacturer adapts offering structure to reduce special order processing and meet new demand

### Responding to legislative imperatives

Retailer surveys branches to ensure workforce complies with new reporting requirements.

### Improving customer service

Government agency seeks to improve uptake by removing impediments found in a grant application

## Collect

- ✓ Clients surveyed for interest in mobile banking and potential buying accelerators
- ✓ Special order requests from reseller network are monitored
- ✓ Workforce constituency is surveyed
- ✓ Application abandonment is monitored
- ✓ Root-cause survey is conducted

## Analyze

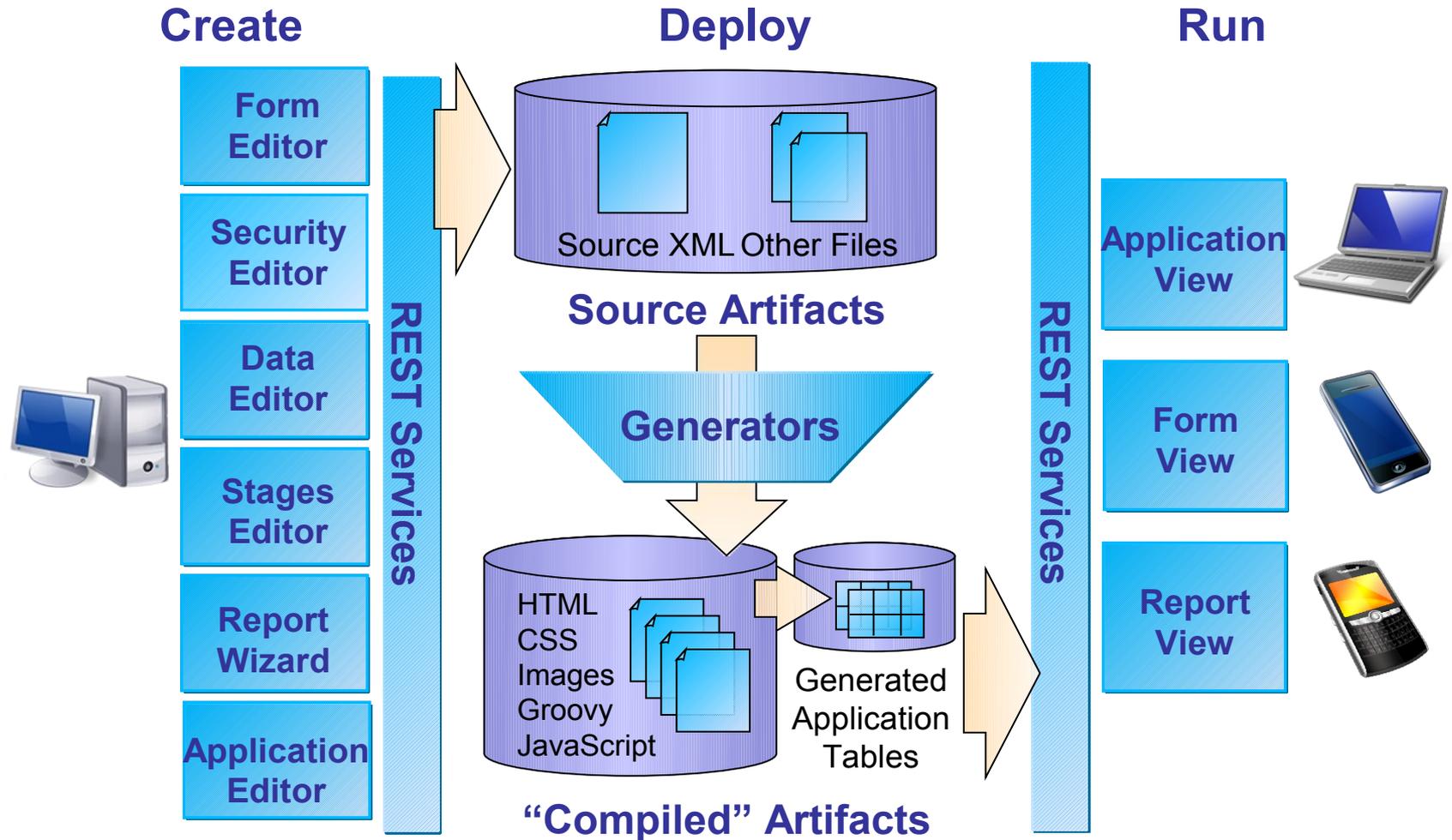
- ✓ Target customers and cross-selling/promotional strategy identified
- ✓ Trends in special order fulfillment are correlated with new market need
- ✓ Compliance is assessed against new legislative requirements
- ✓ Root cause of abandonment is discovered

## Act

- ✓ Add promotional content to application process
- ✓ Structure approvals and notifications to deliver promotional offer
- ✓ New product bundle/pricing structure introduced
- ✓ Improved competitive advantage
- ✓ Reduced overhead from special order processing
- ✓ On-line hiring process is modified to improve compliance levels
- ✓ Application process is amended to increase program effectiveness

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# IBM Forms Application Experience Designer Architecture



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- **Q. Do I need to have Lotus Forms to beta test this new feature?**
- A. No you do not need to have Lotus Forms. This feature beta has been designed to be used independent from Lotus Forms and can be installed by itself
  
- **Q. What new applications can I address with the Lotus Forms Application Experience Designer"**
- A. The new feature complements the traditional Lotus Forms document centric architecture by letting you build highly performant data centric web applications.
  
- **Q. How will the new feature be made available?**
- A. Current plans are for the Lotus Forms Application Experience Designer to be introduced as part of Lotus Forms in 2011.
  
- **Q. What skills do I need to be able to build applications with Lotus Forms Application Experience Designer?**
- A. A basic understand of Web Applications, is all that is needed. Building applications is entirely point and click inside of a browser.
  
- **Q. How sophisticated can the applications be?**
- A. Users can build comprehensive, highly performant, rich client application experiences that include workflow and integration with other systems.

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