IBM

The IBM On Demand Workplace gets Personal.

Overview

■ **Challenge**
To help the company and its clients grow their businesses, IBM needed a more powerful platform to tap into its greatest competitive advantage — the collective knowledge, experience and expertise of its 320,000 employees around the world

■ **Why Become an On Demand Business?**
By building a dynamic collaborative work environment that delivers customized content and tools to employees, IBM can be more responsive to its clients and changing marketplace needs

■ **Solution**
IBM leveraged its existing intranet to build a dynamic, security-rich collaborative work environment that delivers customized content and tools to employees in realtime, creating an online portal where every employee can work more productively and effectively

■ **Key Benefits**
Over $680 million annual cost savings; almost 1 million visits to the On Demand Workplace every day; employee productivity improved by an estimated one to three hours per month

The IBM On Demand Workplace connects employees with information and resources in realtime.

Like many companies today, IBM faces a number of challenges including a highly mobile, truly global workforce, information overload, and huge investments in technology and infrastructure. To overcome these challenges IBM created the On Demand Workplace, a solution built on its existing intranet and easily adaptable by virtually any business. Building an integrated platform on which employees get all of their work done — from signing up for

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– Frank Squillante, Vice President, IBM On Demand Workplace

ON DEMAND BUSINESS™

Integrating solutions that help enable on demand business

On Demand Business Benefits

- Enabling on demand access to tools and information results in over $680 million annual cost savings
- 72 percent of IBM employees who use the On Demand Workplace believe it is the most trusted source of information within IBM
- Ability to deliver highly personalized content and tools improves each employee's productivity an estimated 1 to 3 hours per month
- Reduced complexity and a single consistent user interface — as well as the integration of existing applications — improves employee productivity
- Faster access to people, processes and information enables global best practices sharing, improving communications and supporting better client service
- Integrated, open and scalable IT solution is both resilient and flexible, paving way for seamless future growth

health benefits to making travel reservations to tracking sales opportunities — has created a culture in which collaboration and interaction is highly valued, and is driving greater productivity, collaboration and efficiency across all of IBM.

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The IBM On Demand Workplace — A brief history

In the early 1990's, IBM undertook a major financial, competitive and cultural transformation. Initial efforts were focused on the simplification and reengineering necessary to stabilize the company. The success of these programs required one, centralized vehicle for reaching all employees with key strategies and messages. On the leading edge of the e-Business revolution, IBM developed an intranet site, soon known as w3, to become this internal voice. w3 quickly proved an essential tool in getting IBMers to think and act with one voice, as one team. Over the subsequent decade, it became a real driver of culture change in IBM, and now its mission has evolved into the platform through which real work gets done in IBM.

To date, IBM has evolved w3 into the On Demand Workplace, which supports close to 320,000 employees worldwide, including approximately 120,000 mobile workers. Its home page averages more than 950,000 visits every workday, or approximately 216 million visits per year.

Developing the IBM On Demand Workplace required streamlining and simplifying IBM's vast Web network, initially comprised of more than 8,000 distinct intranet sites, 29 million Web pages and 5,600 domain names. The huge size of this network contributed to information overload, difficulty in knowing where to search for resources and growing infrastructure and technology expenses.

"IBM has been a leader in pushing the capabilities of corporate intranets for almost 10 years now," says David Yaun, vice president, corporate communications. "But we needed a way to connect employees with customized information and resources quickly, based on their individual job roles, interests and projects — and specific needs that shift dramatically over the course of the day."

Resilient, integrated IT architecture

This required a resilient infrastructure and technology components capable of not only integrating information across IBM but also presenting content personalized for individual workgroups.

IBM Global Services and IBM Business Consulting Services worked with IBM Communications to build a collaborative, personalized online workplace that delivers relevant content and tools to employees, anywhere, anytime. To stress test the workplace, IBM developed the workloads using Rational® software to test the environment. The solution currently links thousands of previously disparate resources into a primary integration point where every employee can more productively perform his or her job.

By allowing employees to view IBM as an integrated whole and not just as a product business or a service business within a particular unit, the On Demand Workplace simplifies IBM's organization complexity.

By far the most visible element of the IBM On Demand Workplace transformation is the new look and feel of its homepage. The workplace features customizable portlets that offer easy access to the information and tools that employees need. Employees are able to personalize the information they receive and customize their On Demand Workplace portlet layout by adjusting their profiles. Customizing the On Demand Workplace provides easier and more intuitive access to the information that is important to the employee.

IBM BluePages

Another example of how IBM has refined its intranet is the IBM BluePages. BluePages provides employees using the On Demand Workplace with the ability to locate information about IBM employees including professional skills, e-mail address, phone number, what geography they are from and what time it is there. The system even indicates whether people are currently online and available for an instant message. This integrated functionality makes it easier than ever for IBM employees to find and connect with the colleagues who have the knowledge and experience they need to help answer questions, build proposals and meet with clients or solve business problems. And a much improved search engine yields fewer, more relevant results quickly, helping employees find key information faster and more efficiently.

Key Components

Software

- IBM DB2® Universal Database™
- IBM Lotus® Domino™
- IBM Lotus Instant Messaging and Web Conferencing
- IBM WebSphere® Application Server
- IBM WebSphere Portal
- IBM WebSphere Edge Server
- IBM WebSphere Studio Application Developer
- IBM WebSphere Traffic Express
- IBM WebSphere MQ
- IBM HTTP Server
- IBM Tivoli® Directory Server
- IBM Enterprise Search
- IBM AIX®
- Red Hat Linux

Servers

- IBM @server® pSeries®
- IBM @server xSeries®
- IBM @server zSeries®

Services

- IBM Global Services
- IBM Business Consulting Services

> *"The On Demand Workplace holds the power to transform companies and their cultures by truly engaging and enabling employees with the tools, information and other resources they need to succeed in their jobs."*
>
> *–David Yaun, Vice President,*
> **IBM Corporate Communications**

"Today, employees can find subject matter experts in a matter of seconds," says Squillante. "Before, they had no way of tapping into these valuable resources except by using their personal networks and contacting people they already knew. Collaborating with others is a part of the culture now— not a separate process."

Streamlined access to HR and financial applications

Through the IBM On Demand Workplace, employees also have complete access to financial, health, benefits, life, career and other online HR applications. By moving these applications online, IBM was able to drive cost savings, greater efficiency and improved customer satisfaction.

- *Almost 90 percent of U.S. IBMers enroll online for benefits*
- *HR services enjoy a greater than 90 percent satisfaction rating from employees*

The IBM On Demand Workplace also provides direct access to many core financial applications and service providers. One application that has improved productivity is the IBM Expense application, which enables automated payment of corporate credit card expenses. To date, it has resulted in a 60 percent reduction in the time it takes to enter an expense report and 80 percent reduction in average processing costs.

IBM also moved training classes online and continues to evolve its learning practices to address formal and informal learning in both developmental and work-based contexts. "Through the On Demand Workplace, IBM employees will be able to match and compare their personal expertise—in a dynamic way— to their current jobs and to the opportunities that are emerging in the company," says Ted Hoff, vice president, learning. "By doing so, IBMers will be able to build a learning plan, totally personalized to their needs, and develop the new competencies and skills they need to succeed. No longer will employees have to search through a huge catalogue of courses to find the individual learning offerings that are right for them. The On Demand Workplace will enable each IBM employee to see an individualized learning plan that is right for them personally."

The IBM On Demand Workplace framework
The IBM On Demand Workplace framework is based on software from across the IBM software portfolio (see Key Components). Here are some of the ways these technologies fit into the framework:

- *Tivoli Directory Server: provides a common security mechanism for the portal — namely, user authentication*
- *WebSphere Portal: determines what portal resources (i.e. portlets, pages, etc.) are to be displayed to the user, based upon the user's roles and preferences. The portal acts as the main employee-facing application, driving the user experience and personalization aspects, as well as access to people, processes and applications*
- *WebSphere Application Server: provides the operating environment for the Java-based applications*
- *DB2 Universal Database: supports all of the software platforms including WebSphere Application Server, WebSphere Portal, the applications, etc. DB2 also employs IBM SurfAid™ Service Offering to gather metrics on usage that can be recorded, analyzed and set in motion to tune the On Demand Workplace as needed.*

IBM's integrated, open and scalable On Demand Workplace infrastructure is both resilient and flexible and will easily scale. "Because it is based on open industry standards, the solution meets our needs for seamless future expansion," says Squillante. "It was very important that our system be able to keep pace with business growth."

To foster better teamwork among employees and drive horizontal collaboration, IBM is maximizing its investments in Lotus collaborative software by integrating offerings such as IBM Lotus Instant Messaging and Web Conferencing and Lotus Domino with IBM BluePages. In addition, IBM will soon leverage Lotus Workplace to integrate multiple Lotus collaborative capabilities with core elements from IBM WebSphere Portal.

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Driving value company-wide

Thanks to the On Demand Workplace, IBM is realizing significant annual cost savings—more than $680 million in 2003 alone. In addition, the ability to deliver highly personalized content and tools in realtime has improved employee productivity, with an estimated savings of one to three hours per month per user. Today, nearly three-quarters of IBM employees consider the On Demand Workplace the most trusted source of information within IBM, and visit the site close to one million times every day.

Moving forward, IBM plans to enhance its On Demand Workplace with additional role enablement capabilities, more customized content and resources, and off-line access features to enable work from any device location.

IBM also is sharing its learning with clients so that they can benefit from the company's experience. In fact, clients around the world are embracing an On Demand Workplace strategy in their own organizations to dynamically team, drive productivity and spark the breakthrough innovation that will drive revenue growth for both their clients and their business.

"Over the next several years, IBM employees will see their intranet transform their jobs, their lives at work and their business as a whole," says Squillante. "By providing the tools and information to unleash IBM's knowledge, energy and creativity, we enhance IBM's special capacity to analyze, innovate and deliver value. Employees can take full advantage of everything this company has to offer."

For more information on how IBM can help you build your own On Demand Workplace, please contact your IBM sales representative.

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