IBM Collaboration Solutions

Creating Dynamic, Engaging Web Experiences that WOW your customers

Simon Lee
ASEAN Executive, Web Experience & Social Business

Business Gets Social **2012**
IBM Software Roadshow

ibm.com/socialbusiness/events

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Engaging and Exceptional....

Here NOW with Social Business

Engaging & Responsive

Interactive

Read only

Internal Enterprise Application, Information & Content Sprawl

B2E

Business Web Emergence

B2E / B2B

Internet / Web Self-Service

B2E / B2B B2C

Optimizing Web Experience

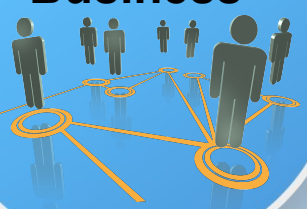
B2E / B2B B2C

Web / User Proliferation

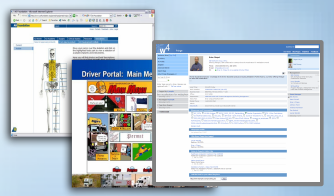
zzz

B2-All

Social Business

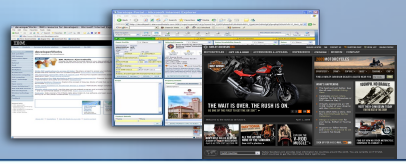


Employees



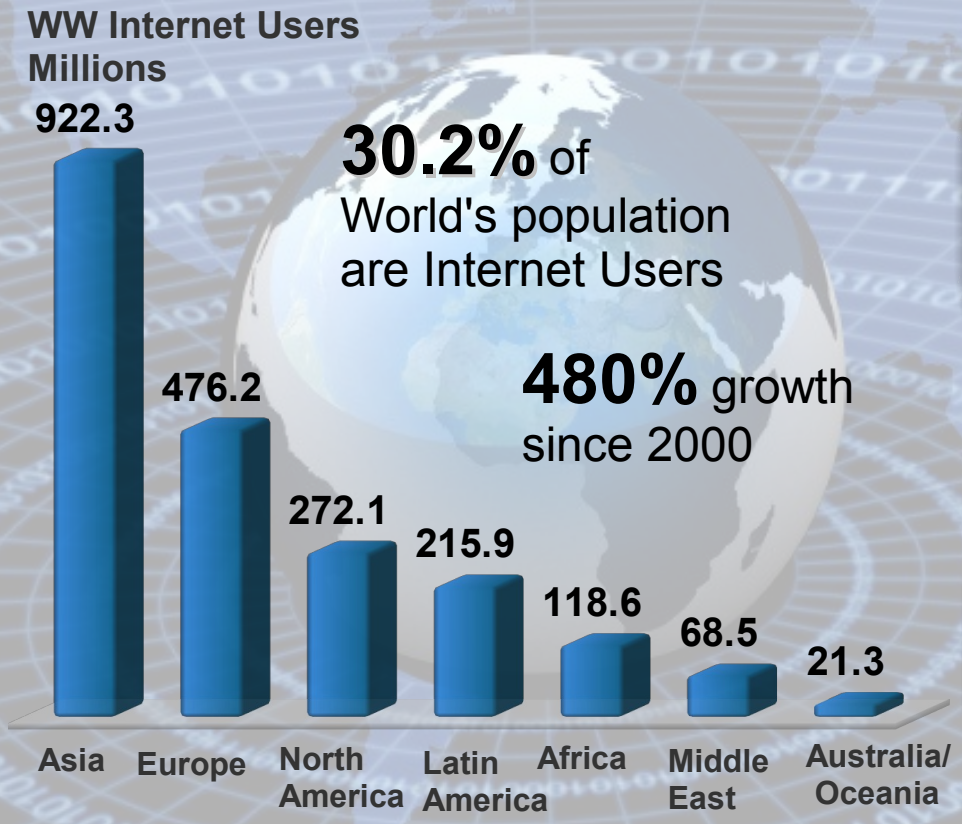
Customers

Partners



Web use is growing, usage shifting

Social Networking is the most popular online activity- accounting for 1 in 5 online minutes. Social Networks reach 82% of the worlds Internet population - over 1.2B people. ComScore



30.2% of World's population are Internet Users

480% growth since 2000

2000	2010-2011	Online Behavior Shifts
35%	78%	Research Products/Services
27%	71%	Buy Product
0%	65%	Use Social Network Site
0%	37%	Provide ratings
52%	78%	US adults use Internet

5.3B mobile subscriptions at end of 2010 = **77% world's pop.**

>30% of mobile users in **US/ Europe** & **> 75% in Japan use mobile browser or app**

Mobile Google searches grow 4X

79% of smartphone users use it to **help with shopping**.

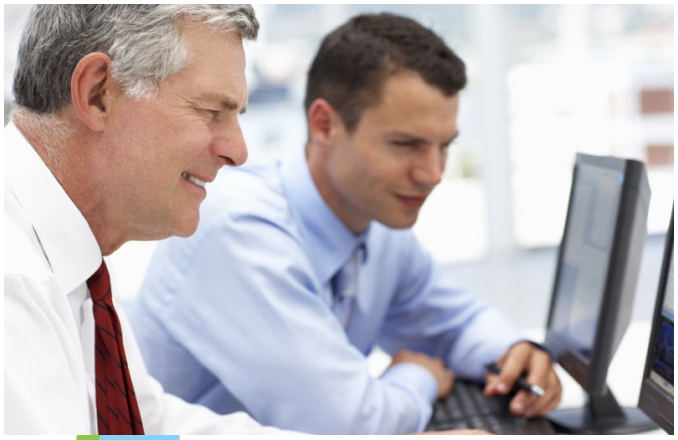
Source: Social Networking Leads As Top Online Activity Globally, comscore, December 2011. WW Internet Users: www.internetworldstats.com. March 2011, Copyright © 2001 - 2011, Miniwatts Marketing Group. Online behavior: Pew Internet & American Life Project, Surveys of Adult American Internet Use, 2000-2011. www.pewinternet.org. , Mobile growth: Global Mobile Statistics 2011, mobiThinking.

Engaging people is the design point....

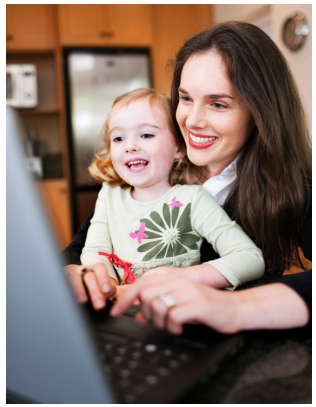
Engaged organizations have **3.9 times the earnings per share (EPS) growth rate** compared to organizations with lower employee engagement Gallup Research

5% reduction in customer defection rate can **increase profits by 25-125%**, depending on the industry. Bain & Co

Customers purchasing on tablet computers have **2% higher conversion rates and 20% larger order size**. Wall Street Journal



Online retailers may have lost $44.6B in 2010 due to online customer experience problems. Harris Interactive



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Source(s): Organizational Engagement, Gallup Consulting, Reduction in Customer Defection rates, Bain & Co, Return on Behavior Magazine., Tablet's ultimate buying machine, September 28 2011, Wall Street Journal, Retailer losses from customer experience, Harris Interactive Tea Leaf Online 2010 survey, September 23 2010, Fast Company Magazine

In Web Experiences..**Seconds Matter**

Success or failure happens in ***moments*** **of engagement**

60 Seconds for Customers means....

4514 financial transactions completed

11,416 self service transactions

496 scores checked

23 claims processed

233 new visitors, avg. time online **1.4 hrs**

19 customer renewals

8 citizens received services, **68%** return to site

277 banking customers using services

72K flight availability requests, **11** customer check ins, **5** new tickets purchased

Source: IBM Client Engagements

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Exceptional Web Experiences Recognized

CareFirst BlueCross BlueShield – Member Portal
2011 WEBAWARD – Web Marketing Association (Outstanding Website)

US Tennis Association – US Open Site
2011 WEBAWARD – Web Marketing Association (Best Sports Website - Winner)

RBC Royal Bank – Online Banking Site
2011 Best Consumer Internet Bank in Canada - Global Finance Magazine (Winner)

AMP Limited – Employee Intranet
2011 Intranet Design Award, Nelson Norman Group (Winner)

BMO Financial Group – Online Business Banking
2011 CIO 100 – CIO Magazine (Winner)

Dubai Government – eGovernment Site
2011 Middle East eGovernment and eServices Excellence Award – Best eGovernment Portal (Winner)

Qatar National Government – eGovernment Site
2011 World Summit Award – Arab e-Content Award (Winner)

Lufthansa – Customer Site
2010 WEBAWARD - Web Marketing Association (Best Airline Website)

RBC Royal Bank – Online Banking Site
2010 Surviscor's Online Banking scorCard (Winner)

Finnair – Customer Site
2010 WEBAWARD - Web Marketing Association (Airline Standard of Excellence)

Boston Medical Center – Patient Site
2010 WEBAWARD - Web Marketing Association (Outstanding Website)

US Tennis Association – US Open Site
2010 Webby Award Nominee – Event Site (Finalist)

Cars.com – Customer Site
2010 WEBAWARD - Web Marketing Association (Automobile Standard of Excellence)

Brocade Communications – B2B Site
2010 WEBAWARD - Web Marketing Association (B2B & Technology Standard of Excellence)

International Enterprise Singapore – G2B Site
2010 WEBAWARD - Web Marketing Association (Government Standard of Excellence)

Tyco International – B2B Site
2010 WEBAWARD - Web Marketing Association (B2B Standard of Excellence)

AMP Limited – Employee Intranet
2010 Intranet Innovation Award, Step two Designs (Gold award: Communication & Collaboration)

Omron Europe – Employee Intranet
2010 Intranet Innovation Award, Step two Designs (Gold award: Frontline Delivery)

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Why the recent surge in adoption?

Compelling ROI

Historic opportunity to gain (or lose) competitive advantage

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Three waves of innovation that can set you apart

Social
Mobile
Rich web content

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Omron Corporation

Over 75 years' experience in Machine Automation

- Founded on the 10th May 1933
- Over 35,500 employees
- Net annual sales: over 5 billion Euro
- 200 locations worldwide, close to the customers
- More than 200,000 products to offer real solutions
- 7% annual investment in research and development
- Patents: 5500 granted; over 5000 pending

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“We never met before, but it’s likely,...

...we have touched your life

in some way over the past 24 hours”

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Why Collaboration is important, right now

Strategic reason - 1

From Multi Local to Pan European

Strategic reason – 2

Introduction of the 2 division model

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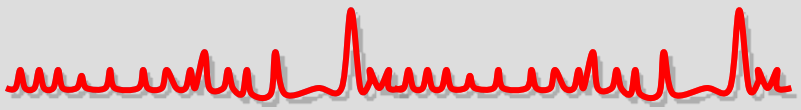
OMRON

Pulse (customer demand)

•*Based on design-in timing*

Pulse (customer demand)



•*Based on continuous need*

main matching technology characteristics

Automation - Motion

Sensing - Components

key

Possible risk is that the customers are faced with two Omron's

our competence

Excellent technical know how Speaks engineering language Team player (internal-, external)

Excellent relation application knowledge deal with (also via distry)

Good Easy org. to

The fundamental principles of Ozone

principle #1

IT system is just a tool,

but an important enabler

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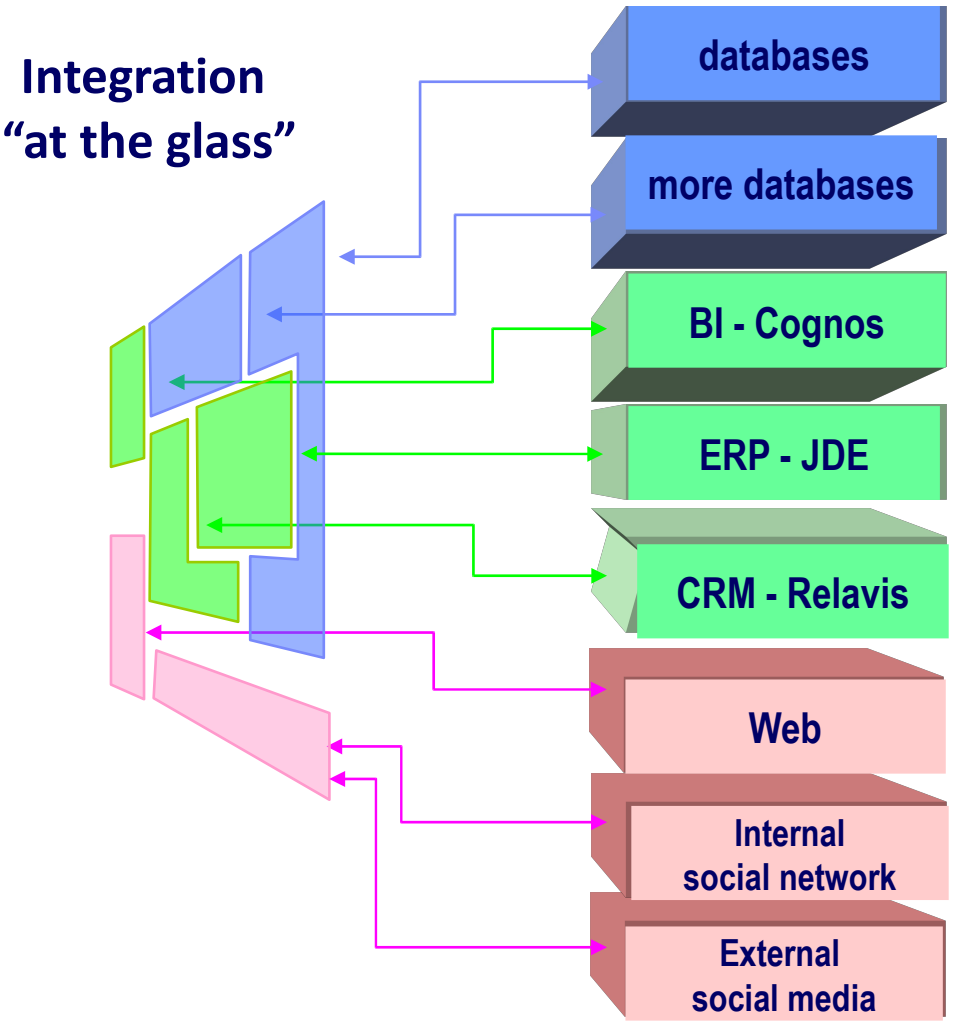
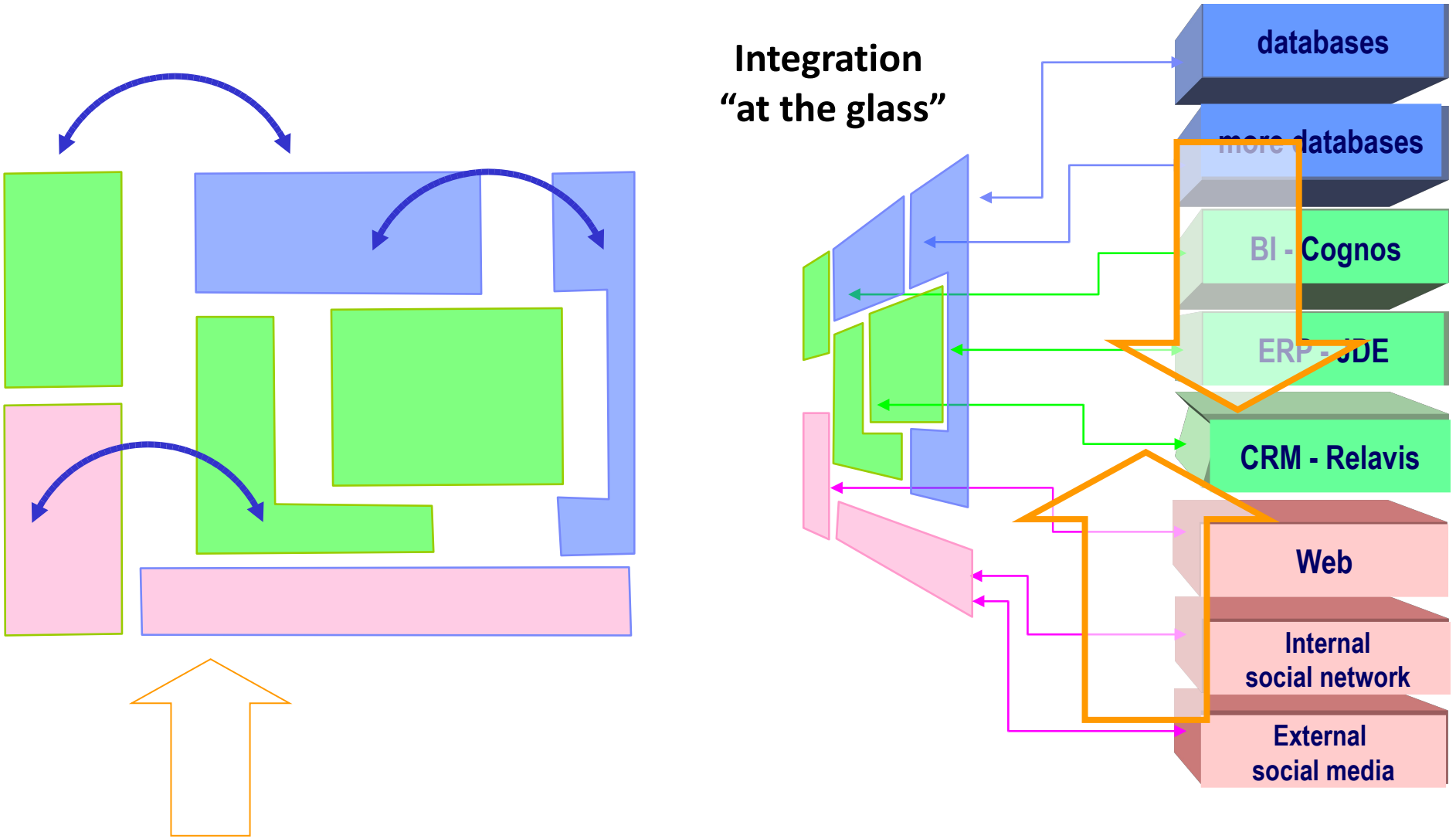
IT principle: this is what you all know…

- One window
- Confronted with relevant information

Power users keep on using their core systems



IT principle: this is how we use it…



User experience: One platform

principle #2

Tsunagi…

Tsunagi is Japanese for linkage…

Social Media Mix and Match…
but not for the sake of it

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OZONE

Search

Home | My Work | Connections | Taco Riet (Logout)

Support Material Sales Portal

Back to SMS Home

Launched

Filter All Ready/Active

CX-Supervisor v3.1

CX-Supervisor v3.1 (20100107)

Release date 01-09-2010
Last modified 04-04-2013
Responsible PMM James [illegible]ey

Support material for Marketing

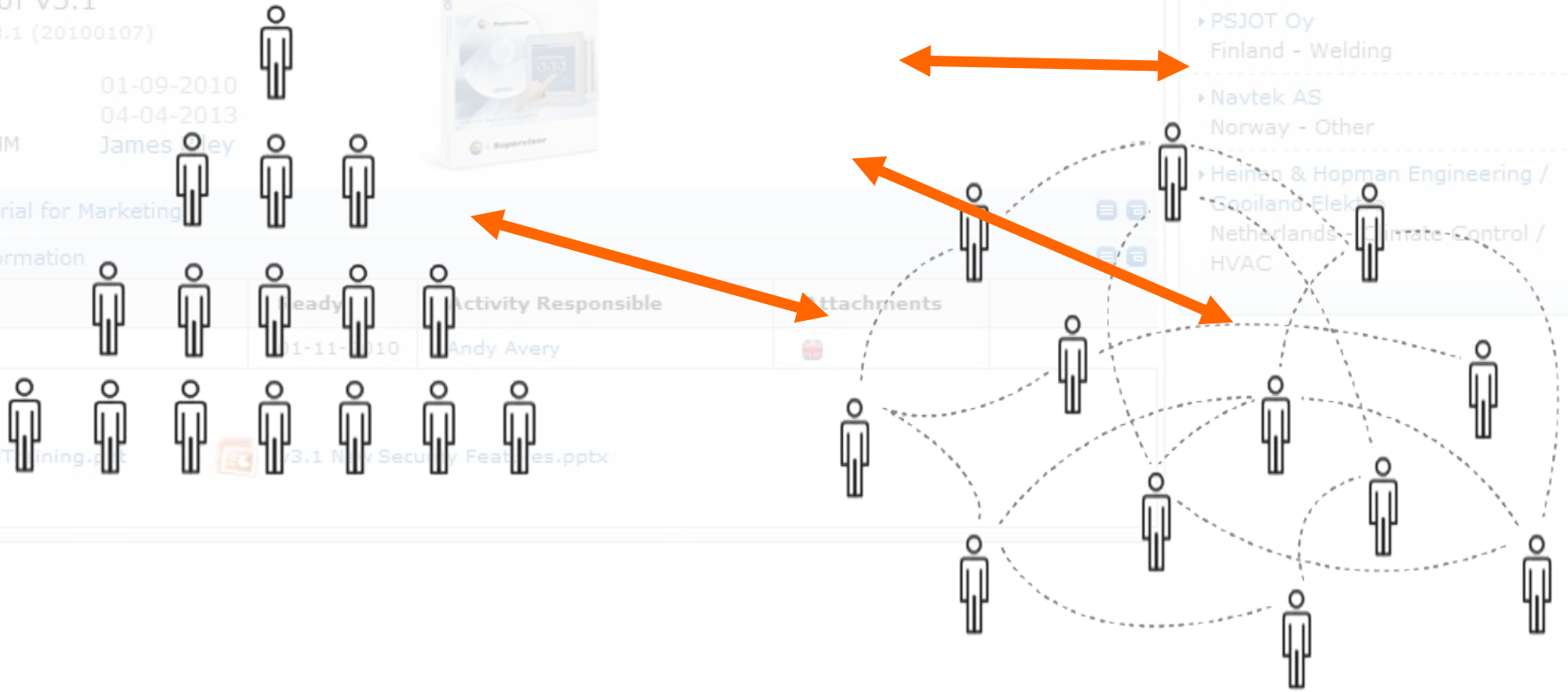
Technical Information

	Ready	Activity Responsible	Attachments
Training	1-11-2010	Andy Avery	
English INT			
AuditTrailTraining.zip		CX-Supervisor v3.1 New Security Features.pptx	

Brighthouse Related

Latest applications

- Sealpac Germany - Packaging
- OIL/Petrochem references OEI - Oil & Gas
- PSJOT Oy Finland - Welding
- Navtek AS Norway - Other
- Heinen & Hopman Engineering / Gooiland Elektro Netherlands - Climate Control / HVAC



principle #3

Address needs of people in the field

Nobody comes to intranet for corporate news,
it must support their daily job

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Give people the
right tools & info

“maximize the time spend with customers ”

Effective visit planning please….

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OZONE

Search

Home | My Work | Connections | Michel Min (Logout)

Prospect Navigator

Selected customer

VERBOON & BOS APPARATENBOUW B.V.

Customer | Address

B VERBOON & BOS APPARATENBOUW B.

- [x] Customer
- [x] Prospect
- [x] Suspect
- [x] All Channels
- [ ] Direct
- [ ] Indirect

A 3238 Zwartewaal, The Netherlands

B Mercuriusstr. 49, VLAARDINGEN, , Net

Get Directions

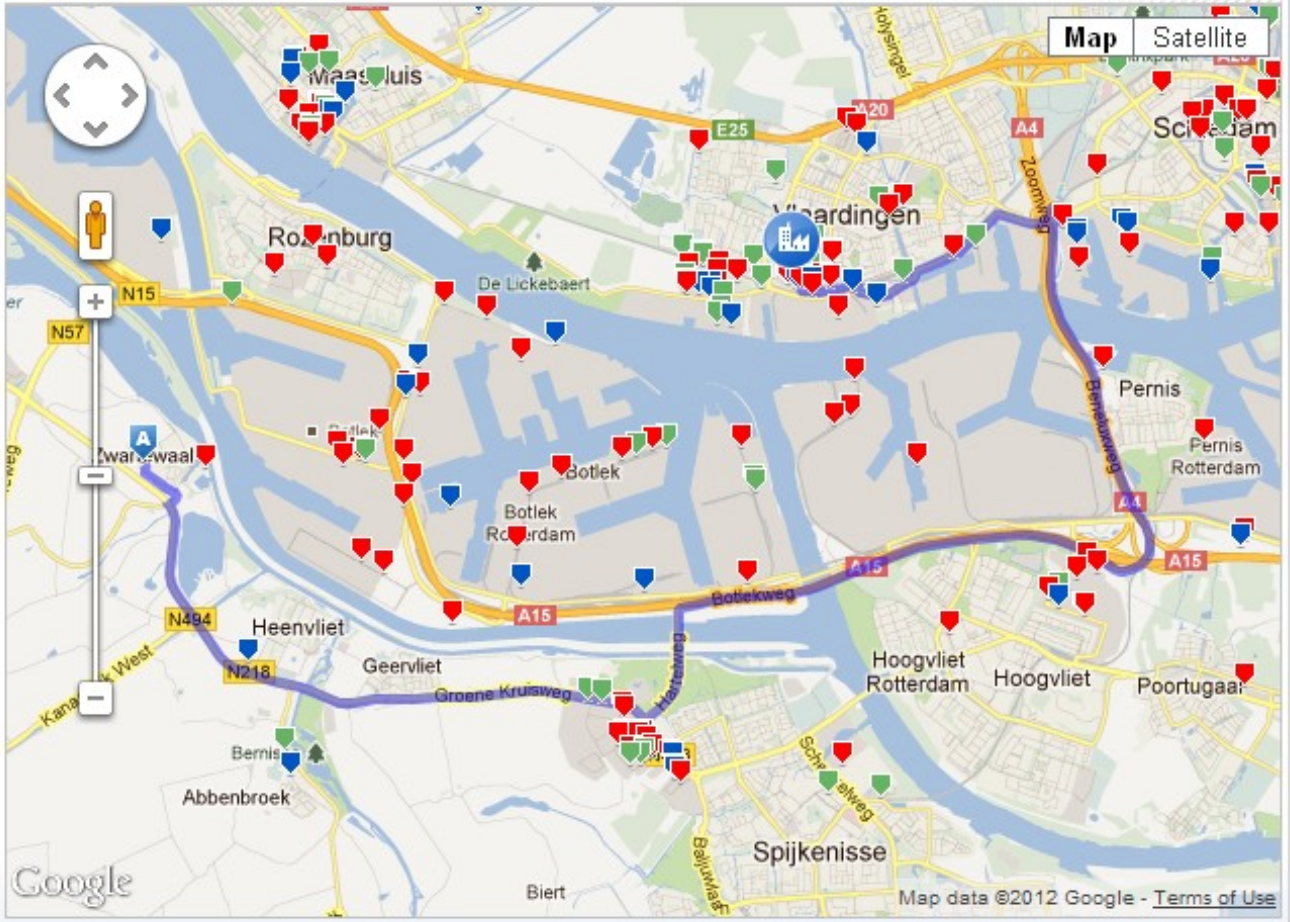
Google route content

A 3238 Zwartewaal, The Netherlands

23.6 km- about 28 mins

1.	Head **southeast** on **Gootsehoek**	50 m
2.	Turn **right** to stay on **Gootsehoek**	37 m
3.	Turn **left** onto **Hollemarestraat**	0.5 km
4.	Turn **right** onto **Henri Fordstraat**	76 m
5.	Slight **right** to stay on **Henri Fordstraat**	87 m
6.	At the roundabout, take the **3rd** exit onto **Groene Kruisweg/N218** Continue to follow N218	7.2 km
7.	Turn **left** onto **Hartelweg/N218** Continue to follow N218	1.5 km
8.	Turn **right** onto the ramp to **A15**	0.2 km
9.	Keep **left** at the fork, follow signs for	4.6 km

Prospect Navigator Map



Prospe
Stephan Pruik

Hoi Michel,

Ziet er echt goed uit !!!!

Met vriendel

Ing. Stepha
Desk Sale

...gator - live at Ozone
...aka to: Michel Min
Cc: Murat Gelmez

Dear Michel

Thanks to all the responsible colleagues who are working on that application, i think it will be very h

...on a map - prospe
...ndo Colas to: Michel Min

This message has been replied to.

...n an older brain could have some times inno

...eve this is a nice tool to support our FSE's fo
...e stations ....also Machine builders included .

Re: Prospect Navigator - live at Ozone
Juan Manuel Perez to: Michel Min

History: This message has been forwarded.

Hello Michel:

About the prospect navigator it´s one of the greatest ideas i´ve ever seen in 11 years in Omron.

It´s very usefull, I´m sure it will

This is th ... co

T
pl

with

Best

Juan M

...for exam

History: This message has been forward

Hei Michel,

Great !

Really well done :-)
Thorsten

Re: Prospect Navigator - live at Ozone
Jean-Louis Richard to: Michel Min

Hi Michel

FANTASTIC TOOL for a salesman !

regards

jlou

Jean-Louis RICHARD

F

History: Th

Hi Michel,

Its a very useful to

Re: Prospect Navigator - live at
Poul Dam to: Michel Min
Cc: Ralf Thomsen, Soren Duvier, Jesper N

History: This message has been replied to and forwarded.

Hi Michel,

Brilliant tool. The team gotta get some street credit for this as well :-)

Re: Pros
Antwan

History:

Ooh wat klef :)
super mooi..., m
ik word knetter

Feedback prospect navigator
Reto Stenico to: michel.min

History: This message has been replied to.

Hello Michel

...just amaizing, the new navigator

“… I don’t open all those database.. No way ”

Just give me a quick scan

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OZONE

Search

Home | My Work | Connections | Michel Min (› Logout)

Information

1 Announcements | Large amounts of the work from 2011 are already visible in the design archive (button bel

Light Workload

Your request can be processed within 2 or 3 days.

Welcome at the Design support portal

To make it more visible for you to see how long it will take to get a job done, we have created an indicator. Off course in case of urgency you can always give us a call.

Connections for: design_support

Profiles | Blogs

Twine sensor
30-12-2011 by Antwan van Bruchem

Airborne robots!
30-12-2011 by Antwan van Bruchem

1 - 2 of 6

Recent Designs

Sysmac A5 Advert
Available in Adnovate
Download

Sysmac advert A4
Available in Adnovate
Download

Advert bricks
BREAKING BOUNDARIES
Download

Perfect machine DNA advert
Perfect machine DNA advert
Download

FQ VISION SENSOR
FQ VISION SENSOR advert
Download

+ Design Archive + New Design Request + Add Finished Design

› Omron Europe › Omron Corporation

For internal use only.

OMRON

Conclusions: socialize your portal

- Avoid two separate platforms:
  - **IBM Connections**
  - **IBM WebSphere Portal**

- Inject Social Data where it matters based on:
  - **only RELEVANT Social Data**
  - **only where it matters, i.e. in the RIGHT BUSINESS CONTEXT**

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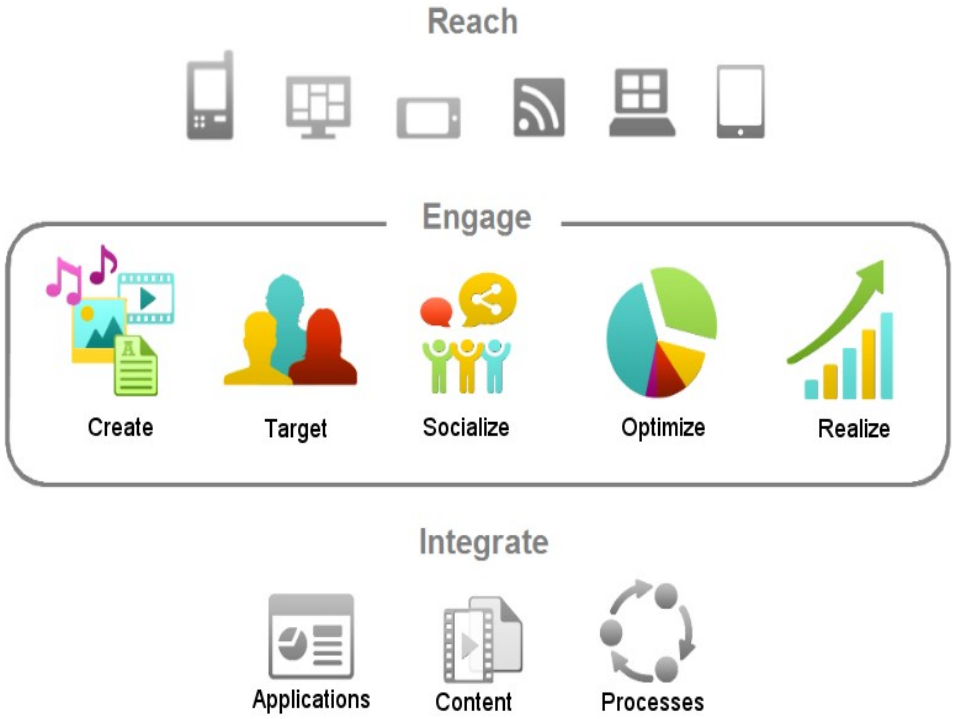
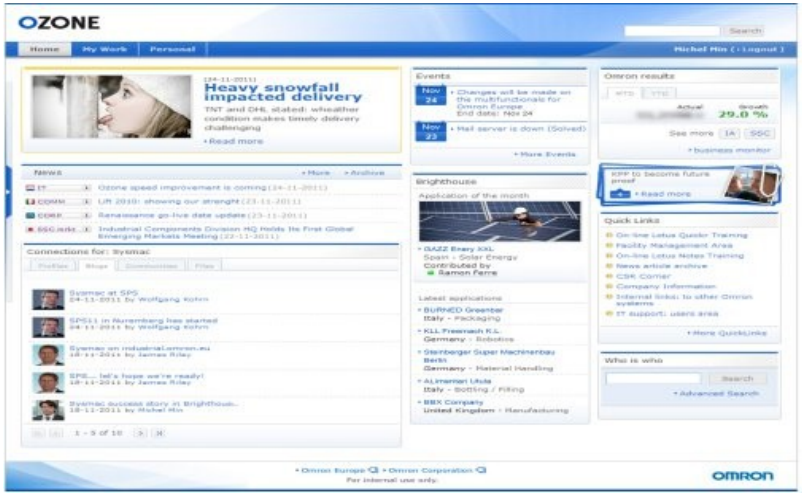
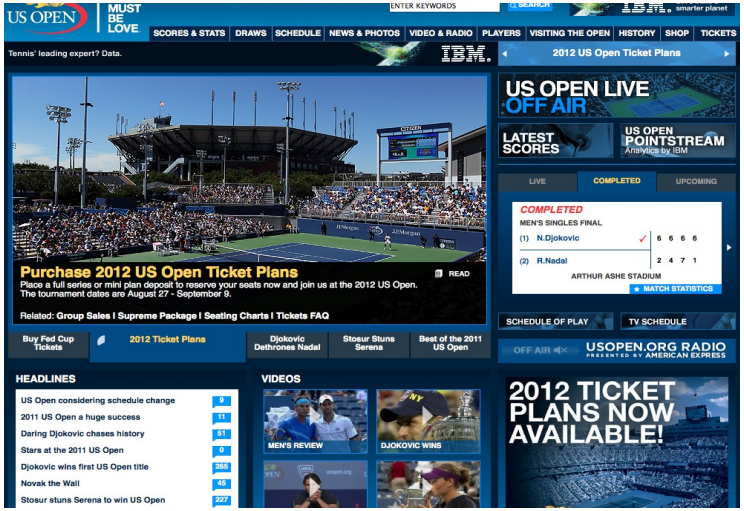


Intranet Experience



Customer Experience



@garydolsen
LS12, #IBM socialbiz, #ibmexperience

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How IBM is investing for your success

Content

Social

Analytics

Mobile

Integration

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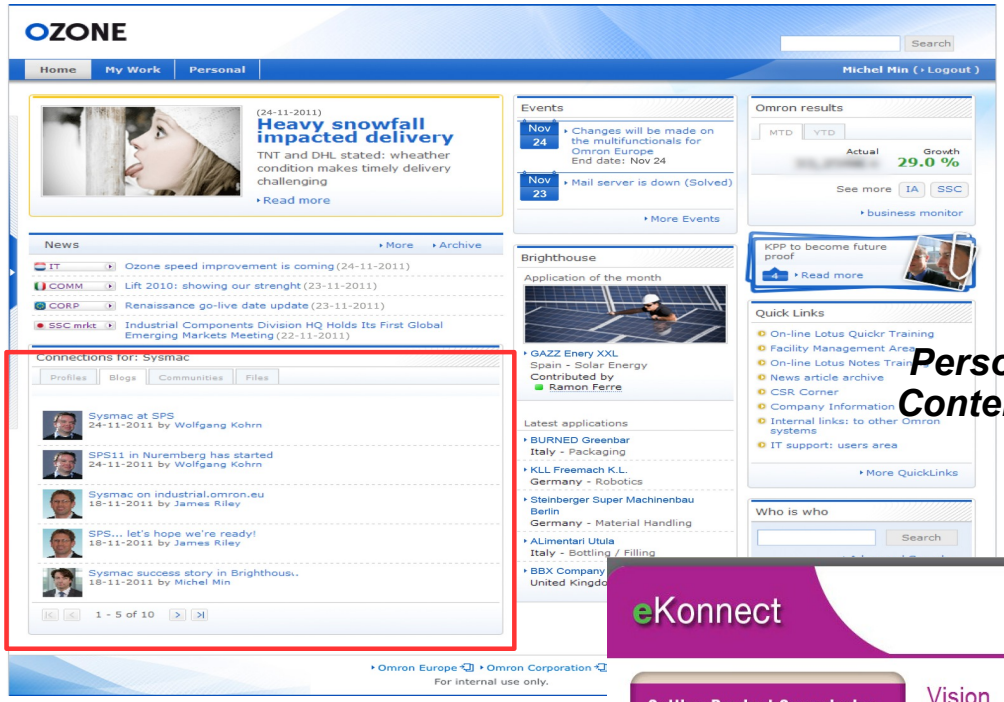
Intranet Experience capabilities deliver engaging experiences that are social, mobile, integrated

Available Now

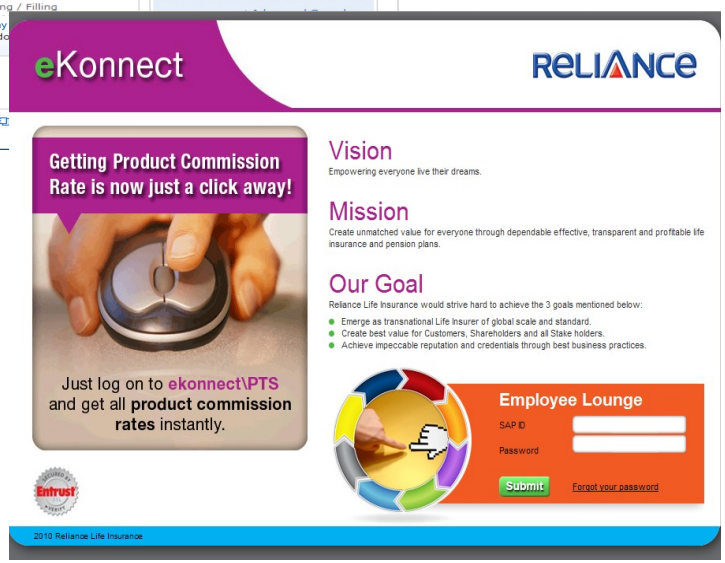


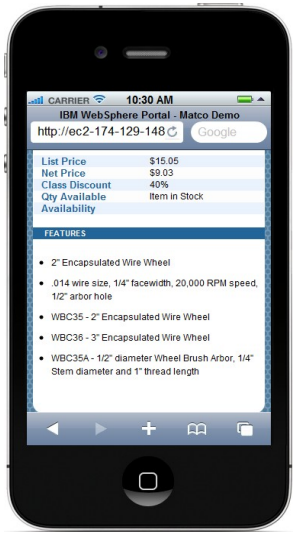
Experts

Communities

Personalized Content

Video





Mobile

Content Management

Analytics

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Content Template Catalog V3

Dramatically Speeding the Time to get an Initial Site Going

Available Today

- Complete set of templates – content, page, site – makes initial web site development a snap
  - Dramatically eases process of setting up a WCM page or site – simply select from the pre-built components and build up a site
  - Use samples as is, or copy, customize, and combine with your own assets
- Prescriptive approach makes it easy to 'get it right'
- Content items show up on palette
  - Easy drag & drop of content onto the page
- Page metadata/SEO
  - Title, keywords, categories, etc taken from WCM content and rendered as keywords in the HTML HEAD
- Analytics instrumentation

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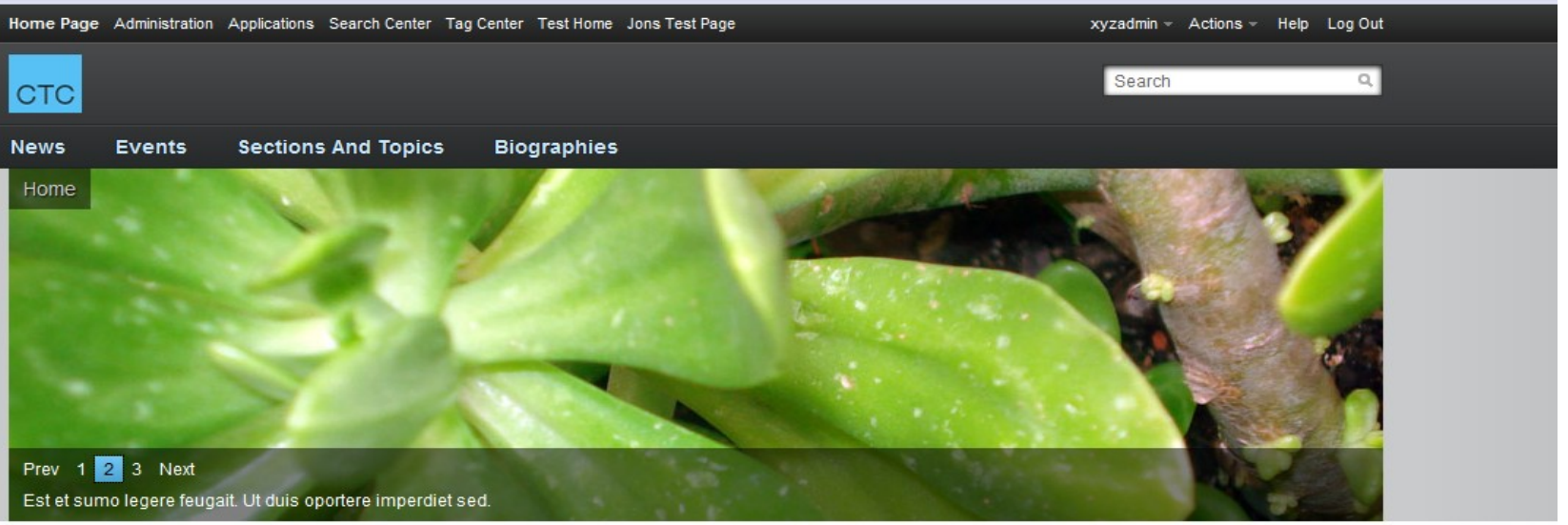
29



IBM

Latest News

Appetere definiebas et qui

Jun 11, 2011 by xyzadmin

Nisl ferri detraxit et nec, ea eam enim graecis. Est et sumo legere feugait. Ut duis oportere imperdiet sed.

Read more...

Awesome Great News Item - changed 2
Jun 20, 2011 by xyzadmin

Congue tollit recusabo pri in.
Jun 17, 2011 by xyzadmin

Appetere definiebas et qui
Jun 11, 2011 by xyzadmin

Inermis delicata eloquentiam
Jun 2, 2011 by xyzadmin

His timeam petentium
May 11, 2011 by xyzadmin

Denique iudicabit cu ius
May 10, 2011 by xyzadmin

Cu feugait vivendum
Apr 20, 2011 by xyzadmin

Integre denique lucilius
Apr 20, 2011 by xyzadmin

Connect

Subscribe to News Feed

Like Be the first of your friends to like this.

Tweet 0

news@ctc.org

1 300 CTC CTC

Print this page

Awesome Great News Item - changed

Appetere definiebas et qui

Vestibulum lacinia arcu eget nulla

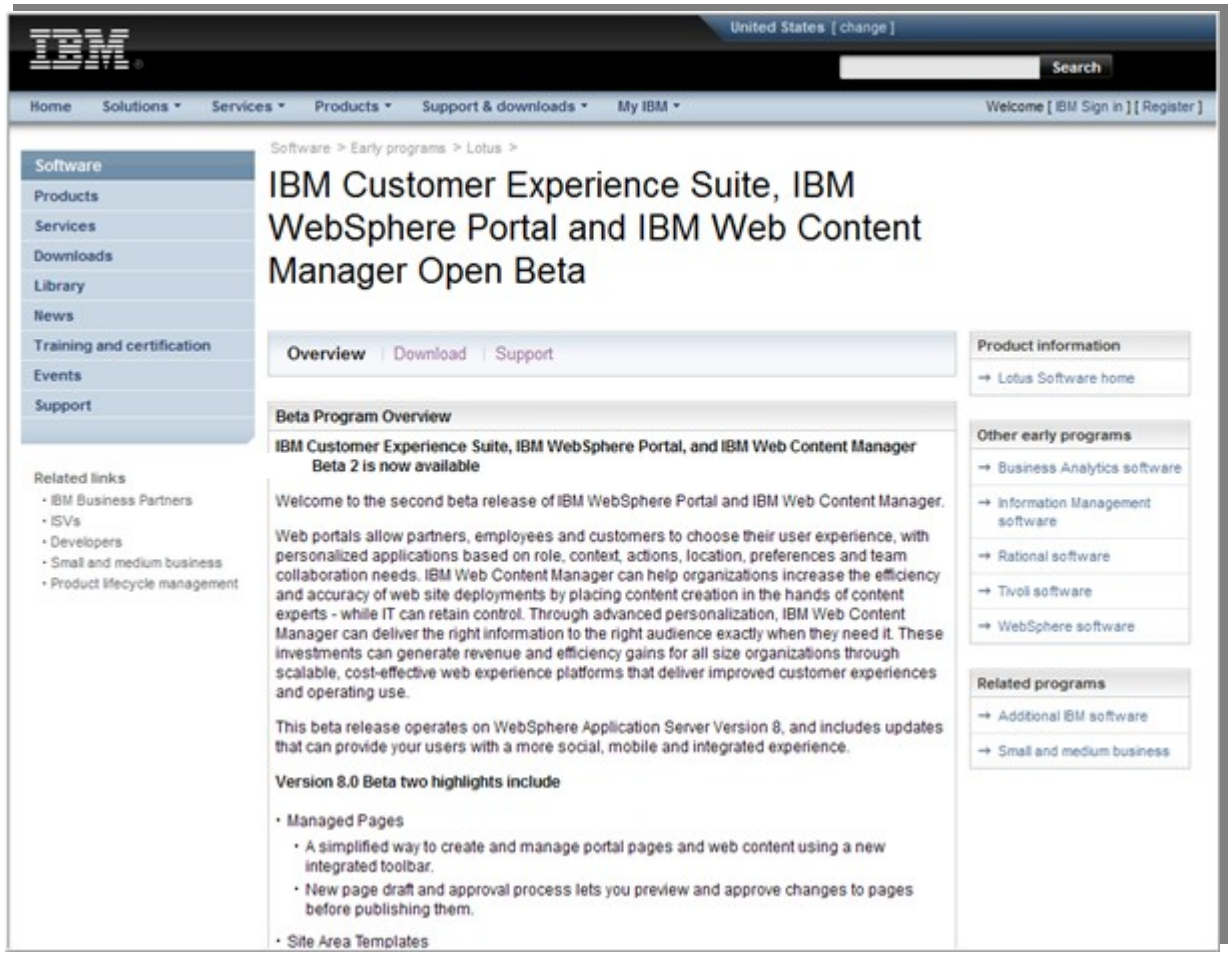
Sed sit amet metus vitae neque

Fusce scelerisque risus

Out of the Box functions-

- Rotating Images
- Highlighted Item and Item List
- Subscribe and Print
- Social Buttons
- Scrolling Nav
- Tagging & Rating
- ...and Much More!!

IBM Customer Experience Suite, IBM WebSphere Portal & IBM Web Content Manager Beta



https://www14.software.ibm.com/iwm/web/cc/earlyprograms/lotus/portalopenbeta/

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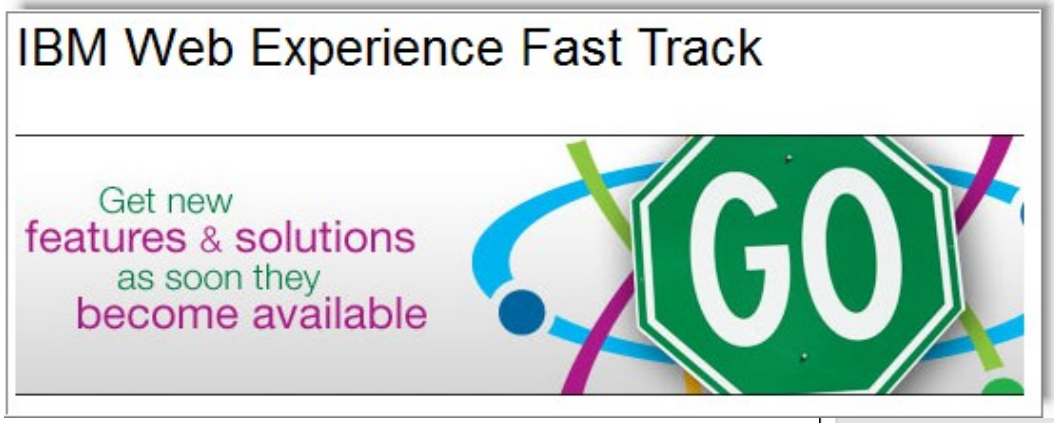
Web Experience Fast Track

- Delivering new, valuable, web experience features and solutions to existing implementations as soon as they become available.
- Eliminates the need to wait for the next major web experience release(s) to get new features

Available Now



Available Now

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Socialize

Community Pages

Infusing social communities in Web Experiences

- **Consistent User Experience**
  - Common page navigation, look & feel
- **In Context**
  - Scope and associate communities with relevant Web Experience page
- **Targeted Social Content**
  - Display the appropriate social content to the right users
- **Extensible**
  - Customize portlets with Web Experience Factory

Available Now

BusinessGetsSocial2012
IBM Software Roadshow

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Mobile

Tiered strategy

CUSTOMER NEED

- ...mobile Web applications or content for **virtually any mobile device** browser

7,500 + Devices

SOLUTION

IBM Mobile Portal Accelerator

- ...extend a Web experience to mobile devices for specific smart phone browsers

Portal Mobile Webkit Themes

- Works with your favorite development tools!

- ..rapidly develop & deploy **web** & **hybrid** mobile applications that have a native smart phone look and feel
- ..write once, run on many devices - *Browsers* and *Smartphones, Tablets, Kiosks*, even *Web TV*

Web Experience Factory

+ Portal Mobile Webkit Themes

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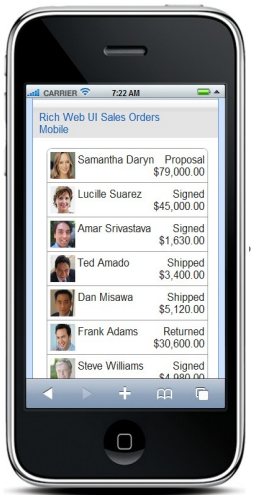
IBM Web Experience Factory

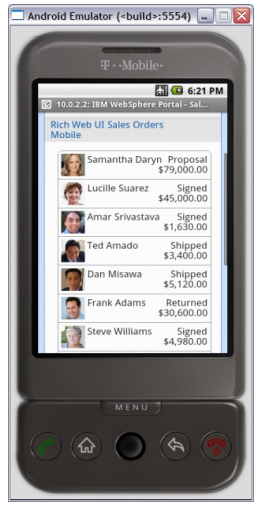
New Smart Phone Builders & Samples

- Automation components that help developers **rapidly construct** great-looking **mobile applications with a native smartphone look & feel**:
  - Scrolling lists with configurable display options: thumbnail images, multi-line text with multiple styles
  - Native-looking navigation tabs and lists, buttons and controls
  - Access to smartphone features such as HTML 5, geo-location, and orientation
  - Complete CRUD (create, read, update, delete) applications tailored for smartphone display
  - Input UI patterns suitable for smartphones such as selectable lists and checkbox lists
- Sample application using Phonegap to access device features such as camera
- Sample offline form application using HTML 5

iPhone

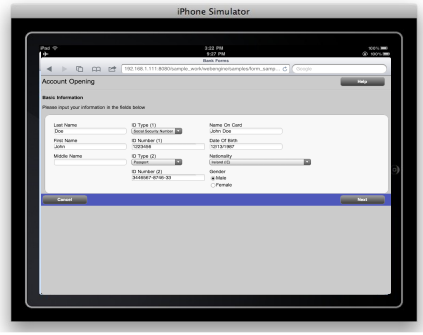


Android



BlackBerry

iPad



Build once, deploy anywhere
Portal, Web App Server, Mobile Device, Kiosk, WebTV

Available Now

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Instrumented Out Of The Box For Web Analytics

17 integration points to answer

Who's coming?

How find it?

Search for? Find?

Most popular content?

Response/clicks for images?

Using tools?

What are they doing?

Most popular areas?

Pick content w/ Rule A or B?

Coremetrics
Relentless Made Easy

In beta

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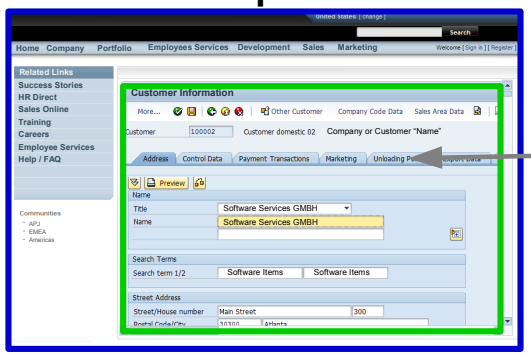
Enables Customers To Craft A Targeted Web Experience With SAP In Context

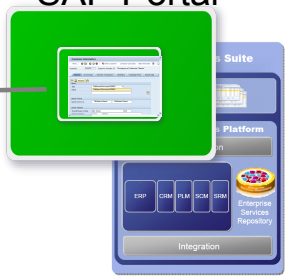
Integrator for SAP

Selectively expose SAP User Experience Elements and Navigation

IBM Web Experience



SAP Portal



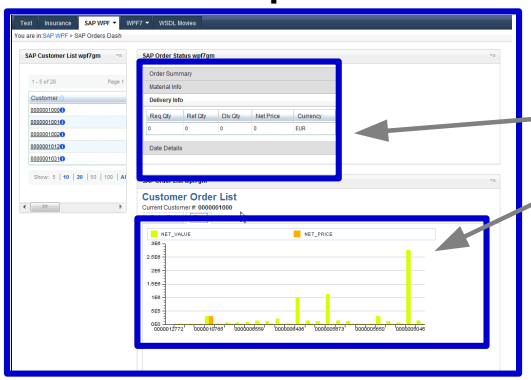
SAP Services

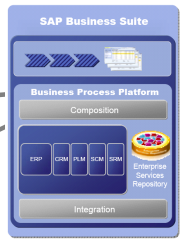
Use where SAP UI value is high and re-use desired

Web Experience Factory

Build Web Experiences that tap directly into SAP services

IBM Web Experience





SAP Services

Use where new UI to SAP function is desired

Available Now

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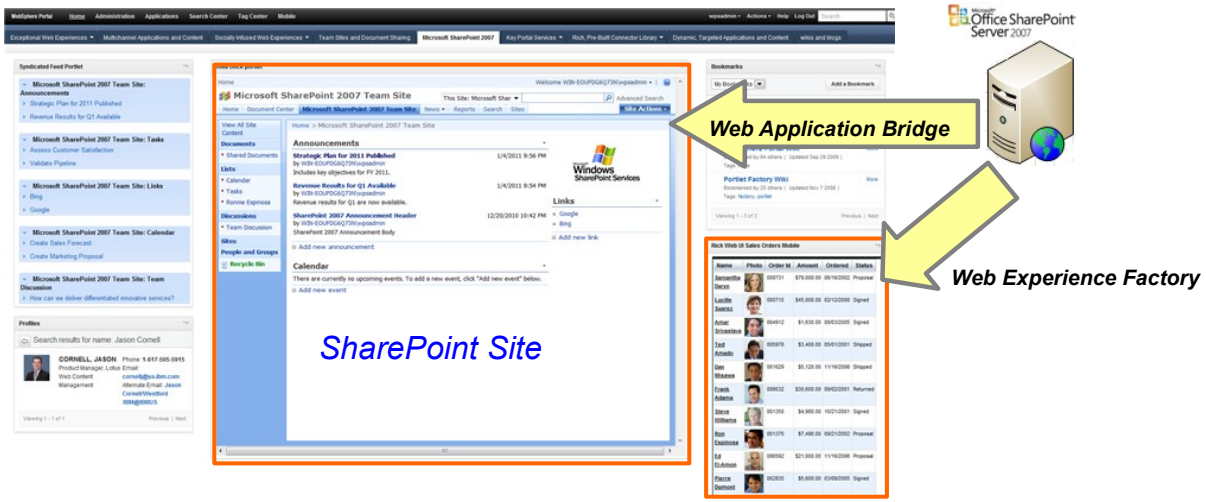
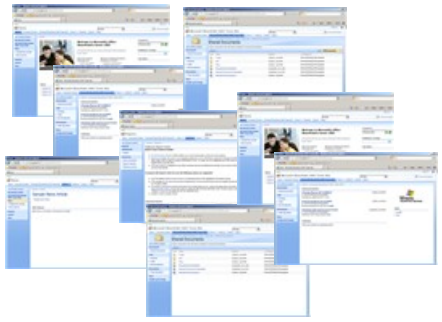
SharePoint Integration

- Discover SharePoint servers using the **new Omnifind crawler**
- Access SharePoint sites and teamrooms using the **Web Application Bridge,** with a simplified configuration process*
- Single Sign-On: **IBM Portlet for Exchange** supports Microsoft Exchange 2010 for Mail and Calendar functions leveraging new Exchange Web Services.
- Access SharePoint 2010 documents or services through
  - **CMIS interface** in IBM Web Content Manager beta
  - New **CMIS builders**
- New sample RAD application showcasing easy SharePoint integration

http://www.yourcompany.com/wps



Custom Apps or Sharepoint Document Library



Do you know where SharePoint servers are on your intranet? New Omnifind crawlers let you locate them easily

* Supports SharePoint 2007 today, with 2010 to follow

In beta

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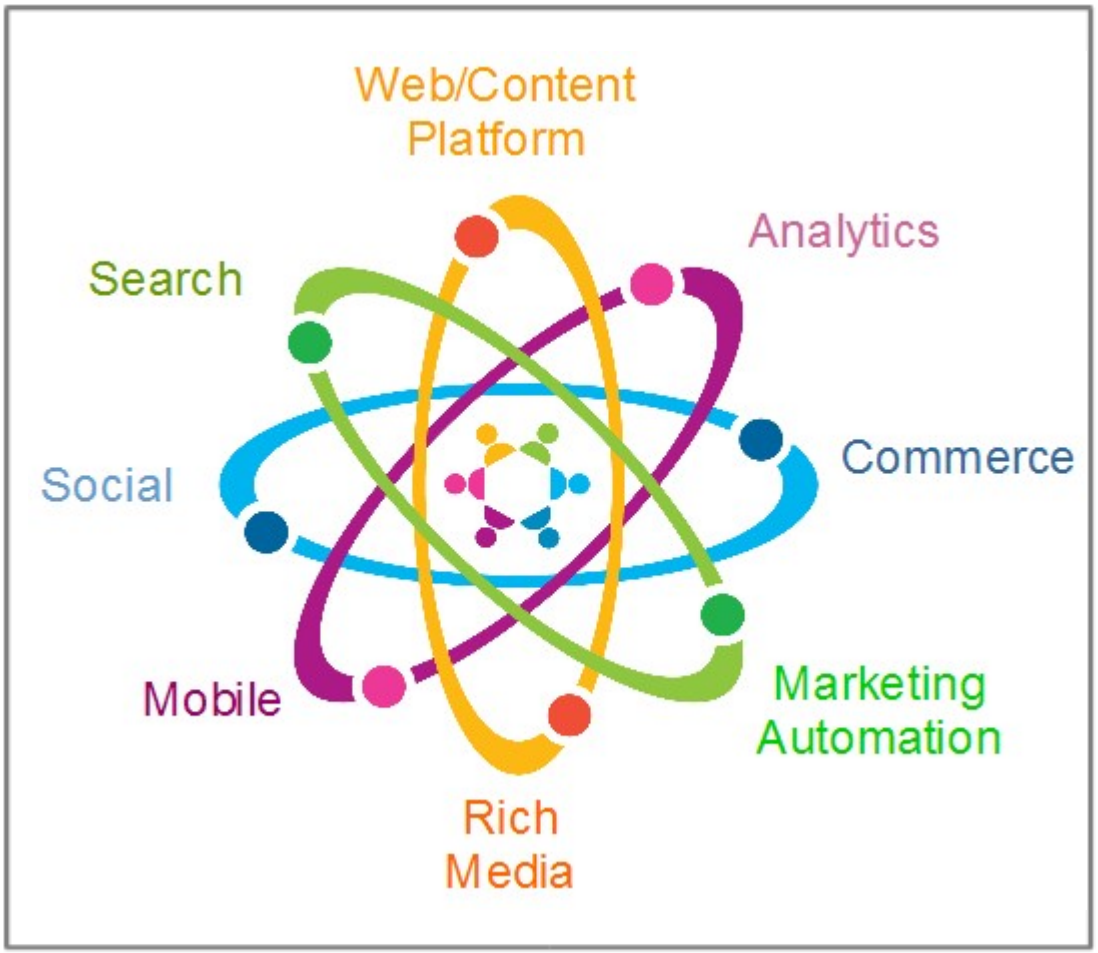
Summary

- Our primary goal is to help our customers create engaging, exceptional, and differentiated online experiences
  - Drive revenue, improve brand loyalty, and increase customer satisfaction through customer experiences
  - Drive innovation and lower costs through partner extranets
  - Improve productivity, lower costs, and improve employee satisfaction through intranets
- Focus on seamless integration of key elements: social, mobile, analytics, web content, etc.
- Release approach – major releases every 2 years, enhanced by Fast Track releases of incremental functionality



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