



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

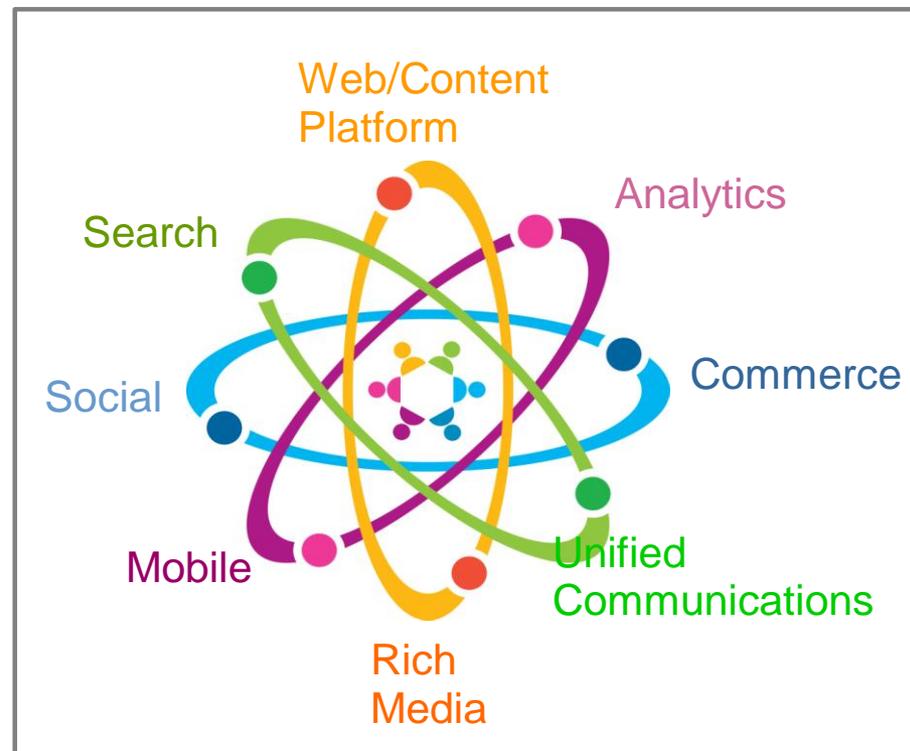
time to roll out new
customer applications

14.1%
repeat purchase
interest by customers

IBM Project Northstar

Leading the way in exceptional customer experiences

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



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



IBM 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



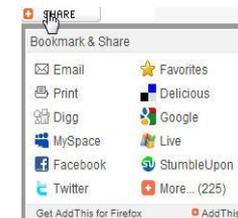
Realize Business Goals



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
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Industry Solutions and Templates

Government	Healthcare	Banking	Retail	Insurance	Industrial	Telco	Travel + Transportation
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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

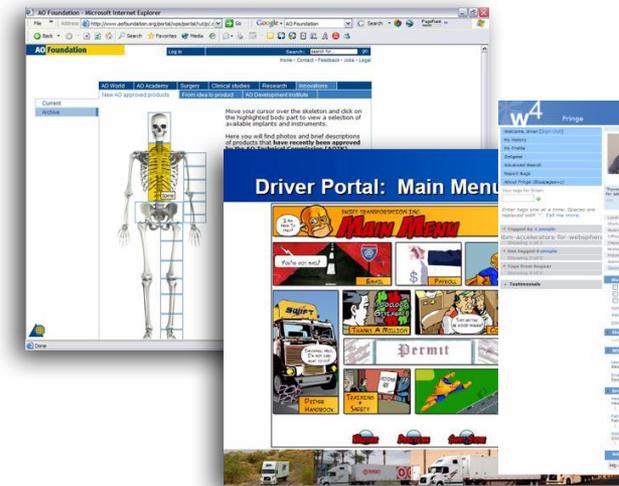
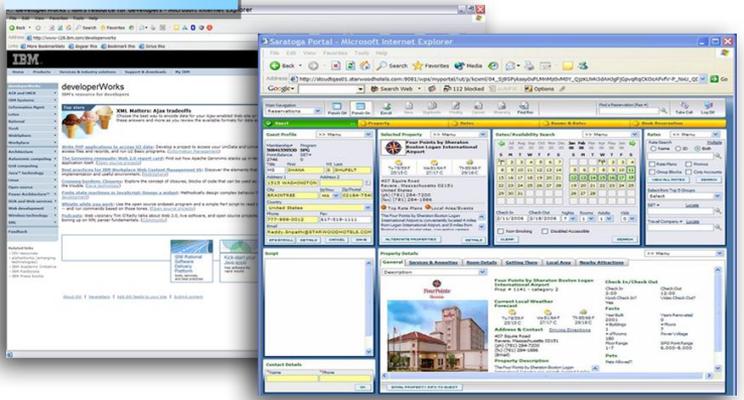


Exceptional Web Experiences

One Platform
Many Different Business Needs

Partners

Customers



Employees



Citizens



HSBC – Global Customer Service

- running the brand on WebSphere Portal



Read Laura's story
How she benefits from having a Premier Relationship Manager
▶ Learn more

HSBC PREMIER SERVICES
Premier is the personal banking service that we reserve for our best customers.
Apply for HSBC Premier **APPLY**
Become a Premier customer at no extra cost. You simply need to hold savings or investments of at least £60,000 (or equivalent) with HSBC Bank International.
Rewarding rates and reduced charges **INFO**
Free international money transfers* and

HELP ME CHOOSE
The Premier Advantage - over £1000 of potential savings compared to our standard offshore products **i**
Premier interest rates **i**
Case study - how Laura benefits from having a Premier Relationship Manager **i**
MELA Akanni - Wealth planning for the **i**

- 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

My smart idea:
"Empty parking space indicator" Mike Stoopack



Another smart idea:
The Smart Package

- > Interest Checking Free with Direct Deposit*
- > Premium Money Market Account Linked to your Interest Checking
- > And a free night at Marriott**

▶ Learn More and Apply Now

B



Smart

Even Smarter
The Smart Package

Get Interest Checking Free with Direct Deposit and a free night at Marriott**

▶ Learn More and Apply Now

1.75%

35% Difference Between Best & Worst

2.30%

C

My smart idea:
"Psychiatrist couch/tanning bed" Mark Webb



Another smart idea:
The Smart Package

- > Interest Checking Free with Direct Deposit*
- > Premium Money Market Account Linked to your Interest Checking
- > And a free night at Marriott**

▶ Learn More and Apply Now

D



Smart

Even Smarter
The Smart Package

Get Interest Checking Free with Direct Deposit and a free night at Marriott**

▶ Learn More and Apply Now

1.71%

23% uplift just from changing a door color! Who would have guessed?

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

HSBC The world's local bank

Search: 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](https://mobile.commercial.hsbc.com.hk)

on
g Kong

A Class Above

le Protection Plan
(ness)

to enjoy up to
on premium
ar

PLY

An Exceptional Web Experience Delivers Superior Customer Service

RELIANCE
Anil Dhirubhai Ambani Group
Life Insurance

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



Business Need

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

Real Results

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

Bharti Airtel

CHALLENGE:

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

IBM SOLUTION:

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

RESULTS:

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



PERFORMANCE:

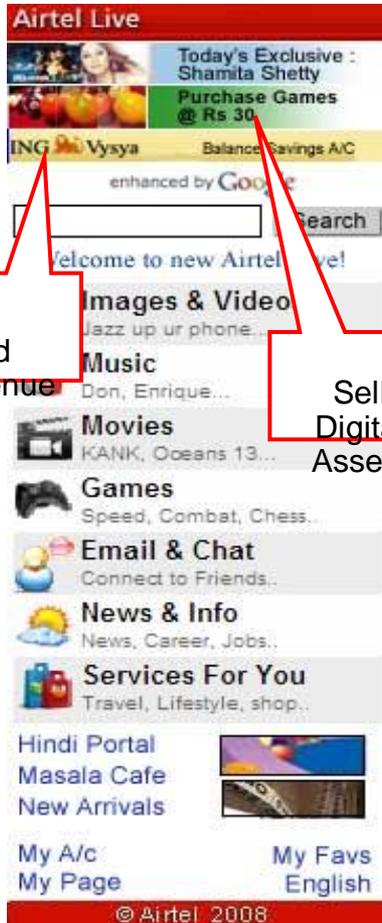
- The first telecom supplier to offer integrated services across the country
- Subscriber base grew to 100 million in 2009
- Bharti's subscriber base grew from a CAGR of 82 percent in 2004 to over 450 percent in 2006

BENEFITS

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

Portal + Mobile Portal @ Airtel

An exceptional user experience driven to thousands of different devices



Home Page



Google Search Page



Images & Videos



Account Self Service

“Citizen Services 2.0”: Centrelink delivers multi-channel government Human Services for the Australian Government

- **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

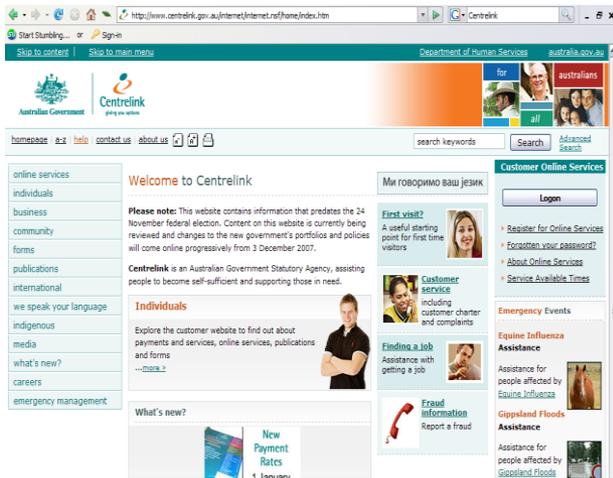
National Emergency Call Centre Portal

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

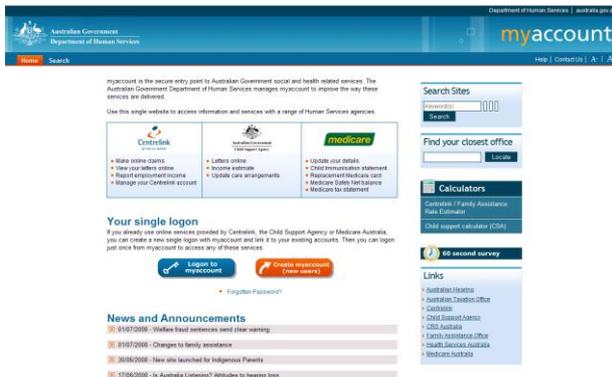
Business Services / Partner B2B Portal

Staff Portal

- Employee Services Portal + Social Software
- Task Management / Business Process Management



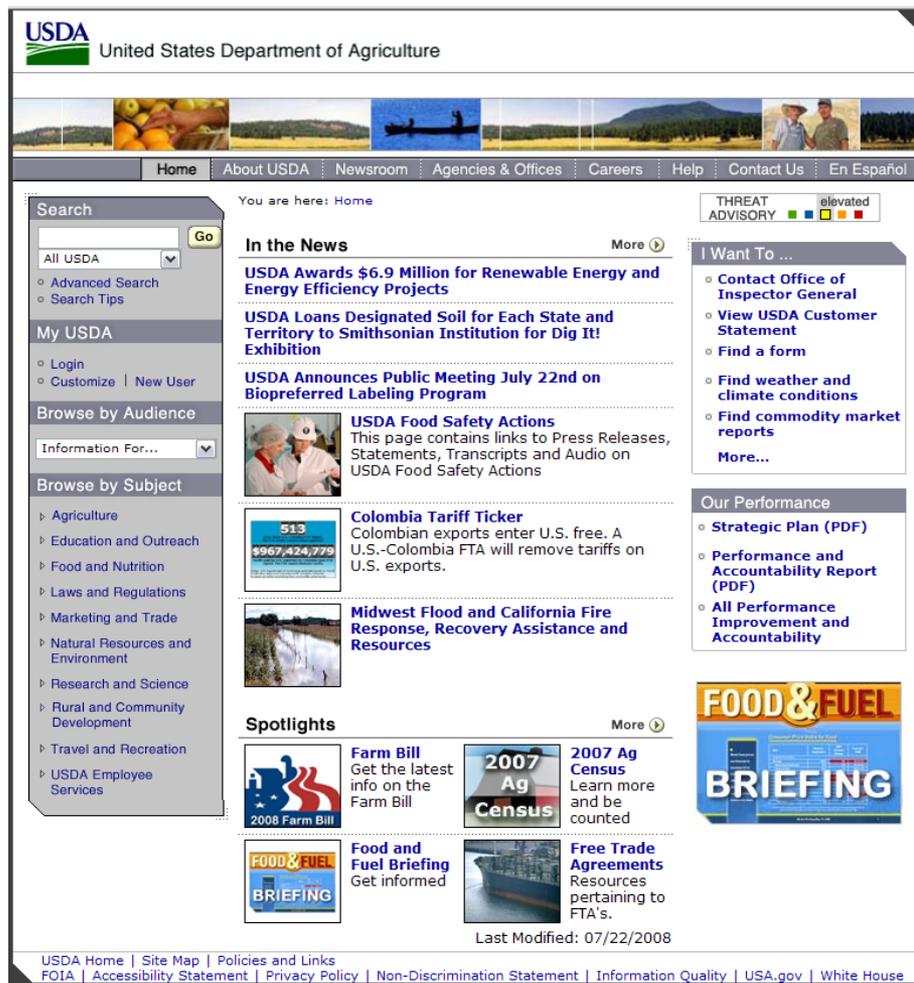
<http://myaccount.centrelink.gov.au>



<http://myaccount.humanservices.gov.au>

“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
- Navigation:** 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
- 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
 - 2007 Ag Census
 - Food and Fuel Briefing
 - Free Trade Agreements
- FOOD & FUEL BRIEFING** banner
- 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** indicator
- 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

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

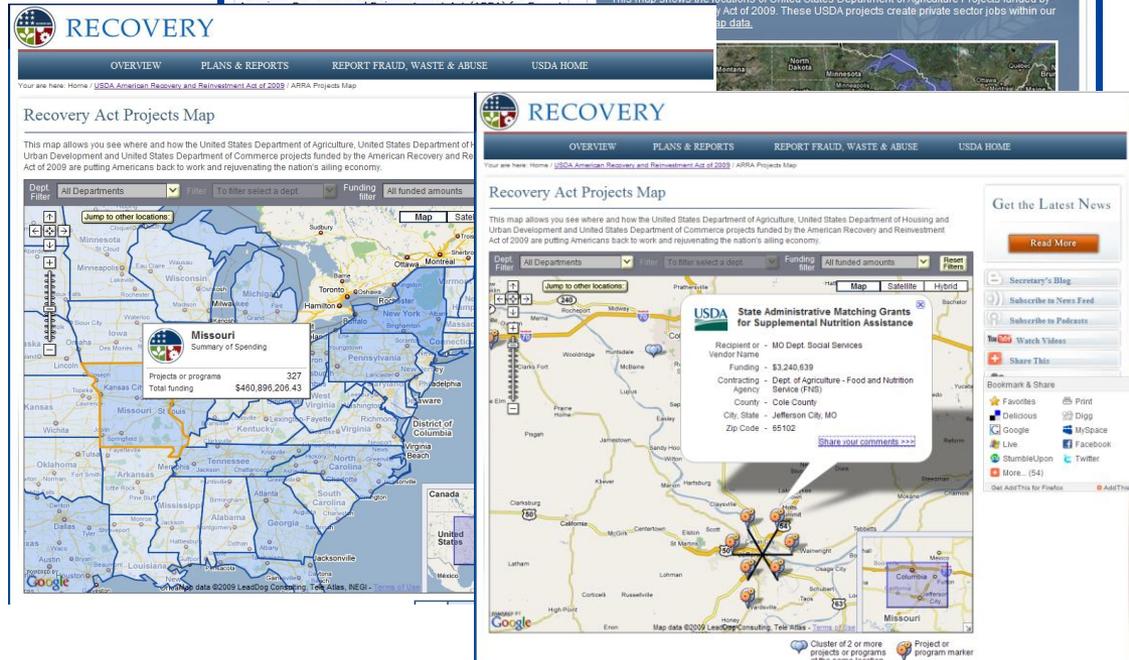
- WebSphere Portal based site launched quickly to provide transparency and communication for ARRA recovery efforts from multiple agencies

- 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



“Get Online not in line”

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

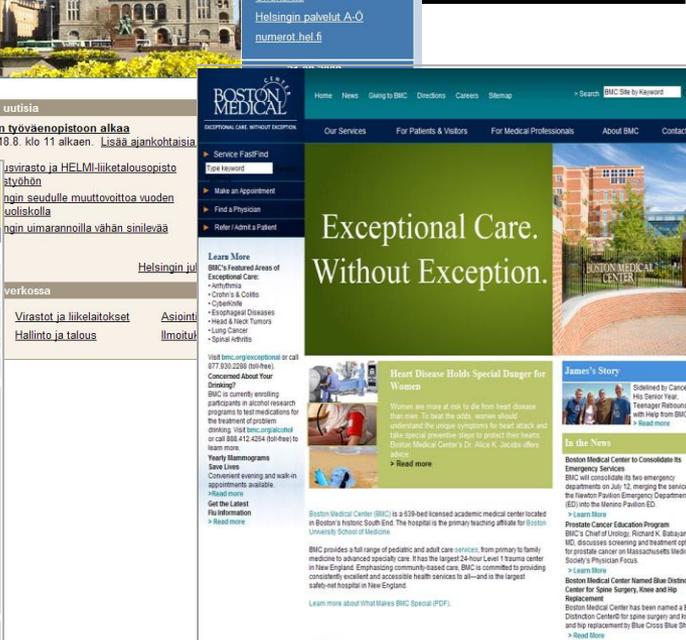
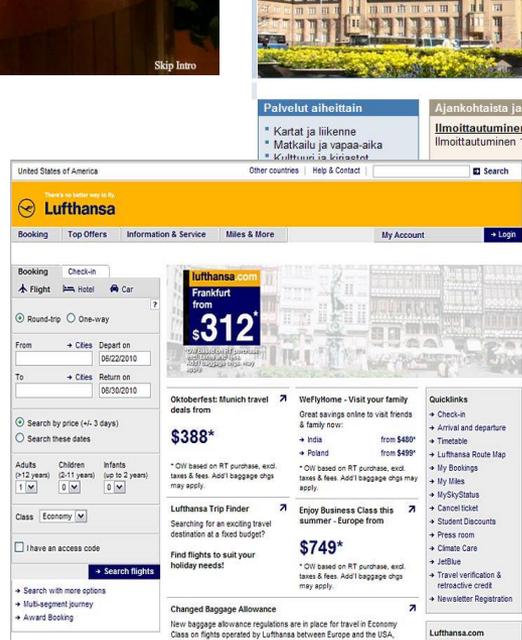
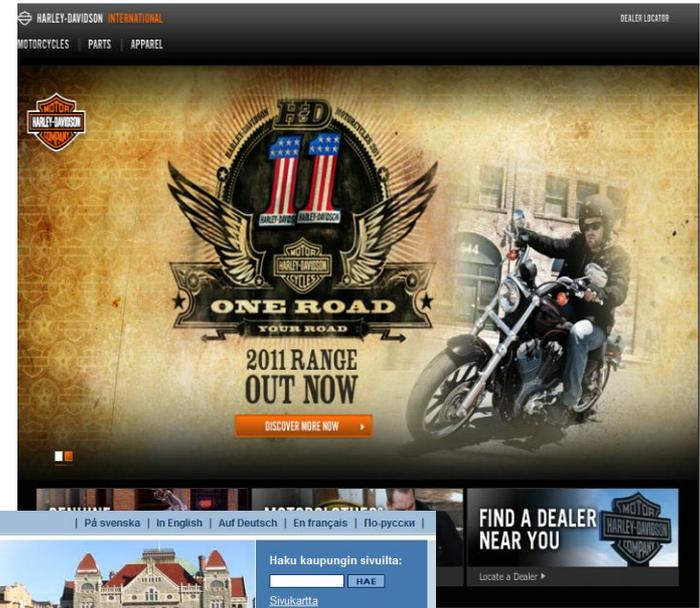
- “Opening Doors to Housing” with Online Services for
 - Section 8 Public Housing
 - Foreclosure Assistance
 - Real Estate Listings
- Miami-Dade Housing Central Portal won the **2007 Achievement Award for Government-to-Citizen Local Government Portal**

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

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

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

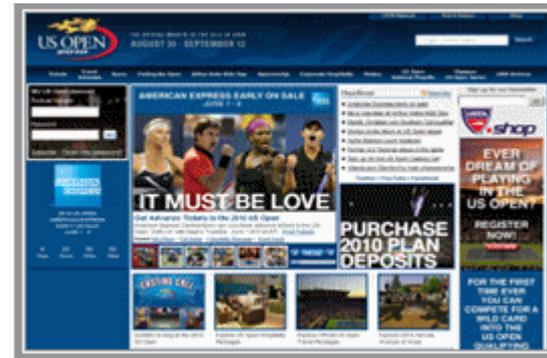
Many more customer examples



IBM Portal & Web Content Management events



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



Smarter examples with WebSphere Portal

Smarter Patients



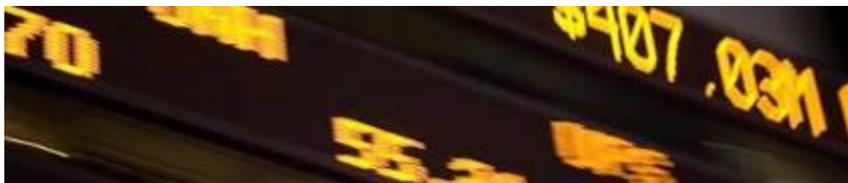
Duke University Health System A personalized Web self-service experience delivered on the IBM Web platform provides patients tools to help manage their healthcare needs, while also **reducing Duke's peak call center volume by 50%**, allowing the call center staff to focus on **more value-added activities**,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

Smarter Dealerships



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

Smarter Finance



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

Smarter Military



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

Exceptional Web experience ...Exceptional business Results

HSBC  **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



"Internet Info and Entertainment from the Convenience of your Couch"

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

RELIANCE
Anil Dhirubhai Ambani Group

100 percent increase in new business premiums

Supporting highly targeted online advertising and laying a foundation for a new revenue stream and business model



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

2011 Customer Awards



BNY Mellon won the CIO 100 Award for BNY's TeamSource solution, based on IBM Connections.



IBM DeveloperWorks won a Forrester Groundswell award in the business-to-business category for the DeveloperWorks Portal.



Global Finance magazine named Royal Bank of Canada the best consumer internet bank in Canada based on their Portal/WAS Online Banking applications.



Cemex has also won a Forrester Groundswell Award for Cemex Shift -- their social platform built on IBM Connections.



WebSphere Portal – Integration Excellence

CITRIX *Seamlessly Combines Internal & External Applications/Services*

MicroStrategy

ORACLE **SAP**

WebSphere Process Server
BUSINESS OBJECTS
Information Management FileNet
DASSAULT SYSTEMES

Stellent
INTERWOVEN documentum
Adobe
Cognos software
CISCO

webex Sametime. Unyte.
Google Stop the worry. Start the show.
VIGNETTE Day

SuccessFactors salesforce.com amazon webservices



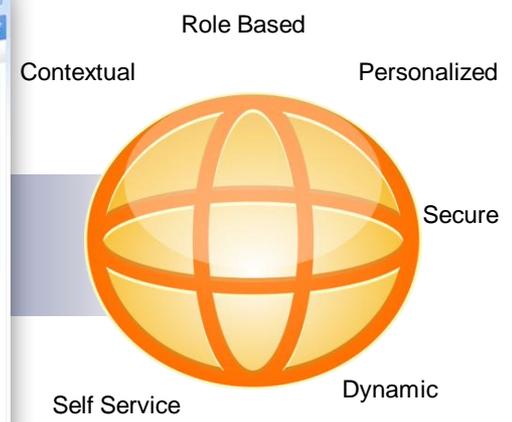
amazon.com
skype

twitter
Google

amazon.com
YAHOO! flickr

YouTube

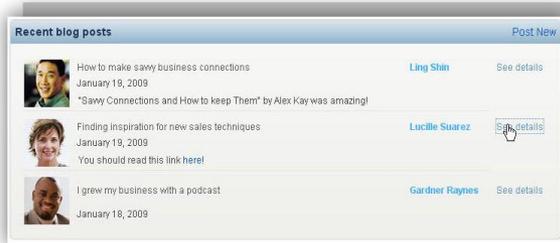
- Applications
- Content
- Cloud
- Collaboration
- Consumer



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



Tagging

Blogs



User Ratings

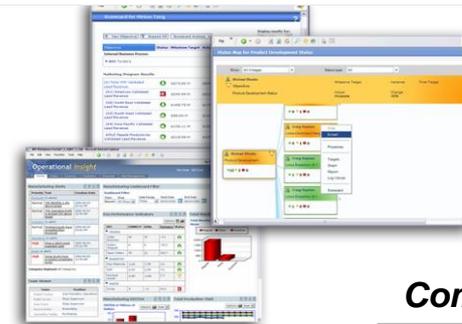
New Business Workshop
03 Feb 2008, Noon-5pm
Town Hall Commons
Get in contact with and find valuable business resources.
[More Info](#)

Personal Advisor



Experts

Dashboards



Education



Video

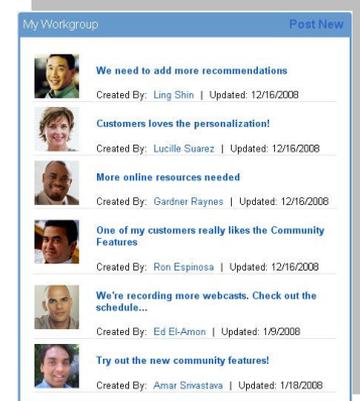


Social Networking



Personalized Content

Communities



IBM Connections

IBM Lotus Connections Home Page - Mozilla Firefox: IBM Edition

Welcome to Lotus Connections on v3. Get answers on how to handle IBM confidential content and other questions.

Lotus Connections Home | Profiles | Communities | Blogs | Bookmarks | Activities | Files | Wikis

My Page | All Connections | Search

Profiles

My Profile

Lee, Cheen Sing (Simon) | profile | edit

ASEAN Portal Sales Leader
PETAJALING 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

Activities

My Activities

July 2010

S	M	T	W	T	F	S
27	28	29	30	31	1	2
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

Communities

My Communities

Lotus AP Lotus Community
Craig A. Hart | Today 6:41 AM
Feeds | Bookmarks | Forums

Lotus Social Software Community
Adrian Paiva Marcondal | Today 5:48 AM
Feeds | Bookmarks | Forums

AIM Portal Sellers Community
Thomas J. Menner | Today 4:13 AM
Feeds | Bookmarks | Forums

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 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

Profiles Home - Mozilla Firefox: IBM Edition

Welcome to Lotus Connections on v3. Get answers on how to handle IBM confidential content and other questions.

Profiles Home | My Profile | Edit My Profile

Organization Tags

Status Updates

Lee, Cheen Sing (Simon) presenting in WebSphere Impact event in Bangkok, Thailand Today 6:41 AM

Lee, Cheen Sing (Simon) presenting in WebSphere Impact event in Bangkok, Thailand Today 6:41 AM

Ogdenby, Larry C. developerWorks is a great example of Lotus Connections used in an external. 1000 new Profiles add! User metrics slide here: http://my.ct...

Lotus Connections Home | Profiles | Communities | Apps

Lotus Connections Home | Profiles | Communities | Apps

My Communities | Public Commu

Project Zeus

Overview | Members | Media Gallery | IdeaBlog | Forums | Files | Bookmarks | Wiki | Events

Profiles My Profile - Mozilla Firefox: IBM Edition

Welcome to Lotus Connections on v3. Get answers on how to handle IBM confidential content and other questions.

Profiles Home | My Profile | Edit My Profile

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 PETAJALING JAYA, 10, Malaysia
Building 091 | Floor: 10 | Office: MOBILE
603-2301-8648
Simon_Lee@my.ibm.com

Report to chain

Contact information

Background

The Board

Recent Posts

AP Lotus Community created by Henri Christaan | Nov 21 2009 | updated by Henri Christaan

Lotus Social Software Community created by Ole Lynges | May 2 2007 | updated by Ole Lynges

AIM Portal Sellers Community created by David W. Peterson | Jun 20 | updated by David W. Peterson

WW IT Specialist created by Chris S. Bennett | Feb 9 2009 | updated by Chris S. Bennett

Technine Software User Community

Christiaan, Henri
Senior IT Specialist
AUCKLAND, AUK New Zealand
Building 0914 | Floor: 01 | Office: A00V-
0800-01-7298-860-3996
henri@ct.ibm.com

My Blogs | Public Blogs | My Updates

This IdeaCtr Blog | Search

Project Zeus

Follow - IdeaCtr Blog Actions - Community Actions -

Project Zeus

Cancel Graduation | New Idea | Settings

2 Voted

Graduated

The Project Zeus public launch should have it's own Twitter channel

Samantha Daryn | Jan 25 | 1 comment | 8 visits

When we launch the project Zeus product line, we should use social media such as twitter to promote the products and get the name out there.

Add a Comment | Edit | Open Activity for This Idea | More Actions -

Comments (1)

Samantha Daryn commented Jan 25 Permalink 0

I also think we should have a Facebook group

Add a Comment

Previous | Main | Next

Feed for IdeaCtr Blog Ideas | Feed for IdeaCtr Blog Comments | Feed for Comments for this Idea

Archive

January 2011

Recent Contributors

Samantha Daryn

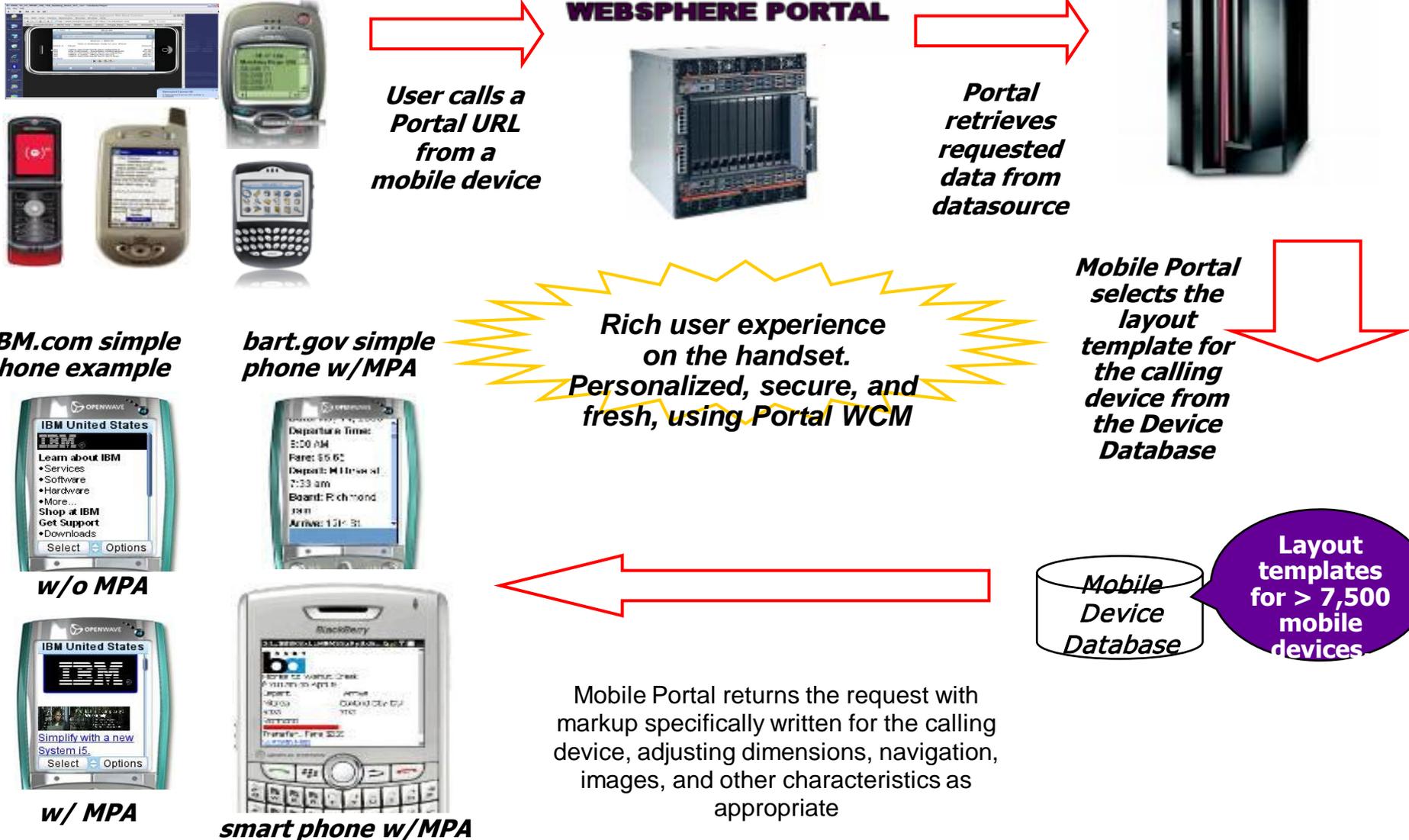
Gardner Raynes

1 - 2 of 2 authors

Subcommunities

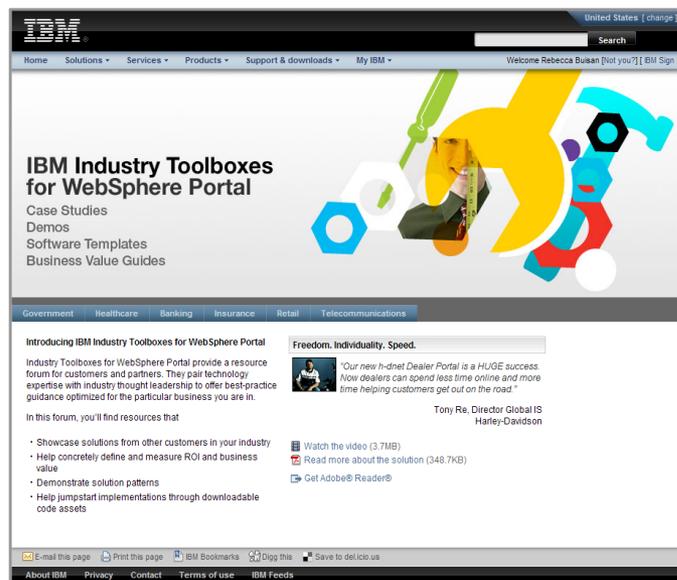
IBM Mobile Portal Accelerator

Extend the user experience to ANY mobile handset, providing competitive advantage and increased revenue opportunities.

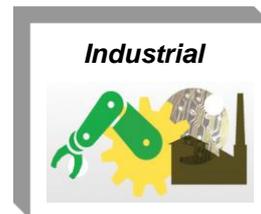


Introducing IBM Industry Toolboxes for WebSphere Portal

- **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

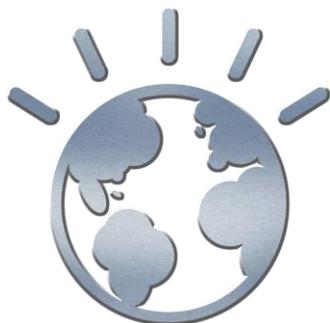
WebSphere Portal Business Solutions Catalog

The screenshot displays the IBM Lotus and WebSphere Portal Business Solutions Catalog website. The page features a navigation bar at the top with the IBM logo and links for 'Lotus', 'Greenhouse', 'Try', 'Germinator', 'Product Info', and 'Forums'. Below the navigation bar, there are links for 'My Account' and 'Log Out'. The main content area is titled 'IBM Lotus and WebSphere Portal Business Solutions Catalog' and includes a search bar with a dropdown menu for 'Solution Area' and a search text input field containing 'WCM'. A 'Filter Results' sidebar on the left allows users to filter by 'Product', 'Industry', and 'Search Text'. The main list of solutions includes entries such as '银讯Rcms内容管理解决方案', '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', 'Virtual Store®', 'Site Publisher® Web Content Manager', 'WebRadar Data Extractor', and 'Operation of vehicles'. A pop-up window highlights the 'IBM WebSphere Portal Content Templates Catalog' entry, showing it was submitted by Wendy Mills on Jan 14, 2010, has been downloaded 18 times, and has not been rated. The description states: '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>

Social Business



On a smarter planet, people are transforming the way they interact... and this transformation is impacting the way business is being done

95% of standout organizations will focus more on “getting closer to the customer” over the next 5 years.

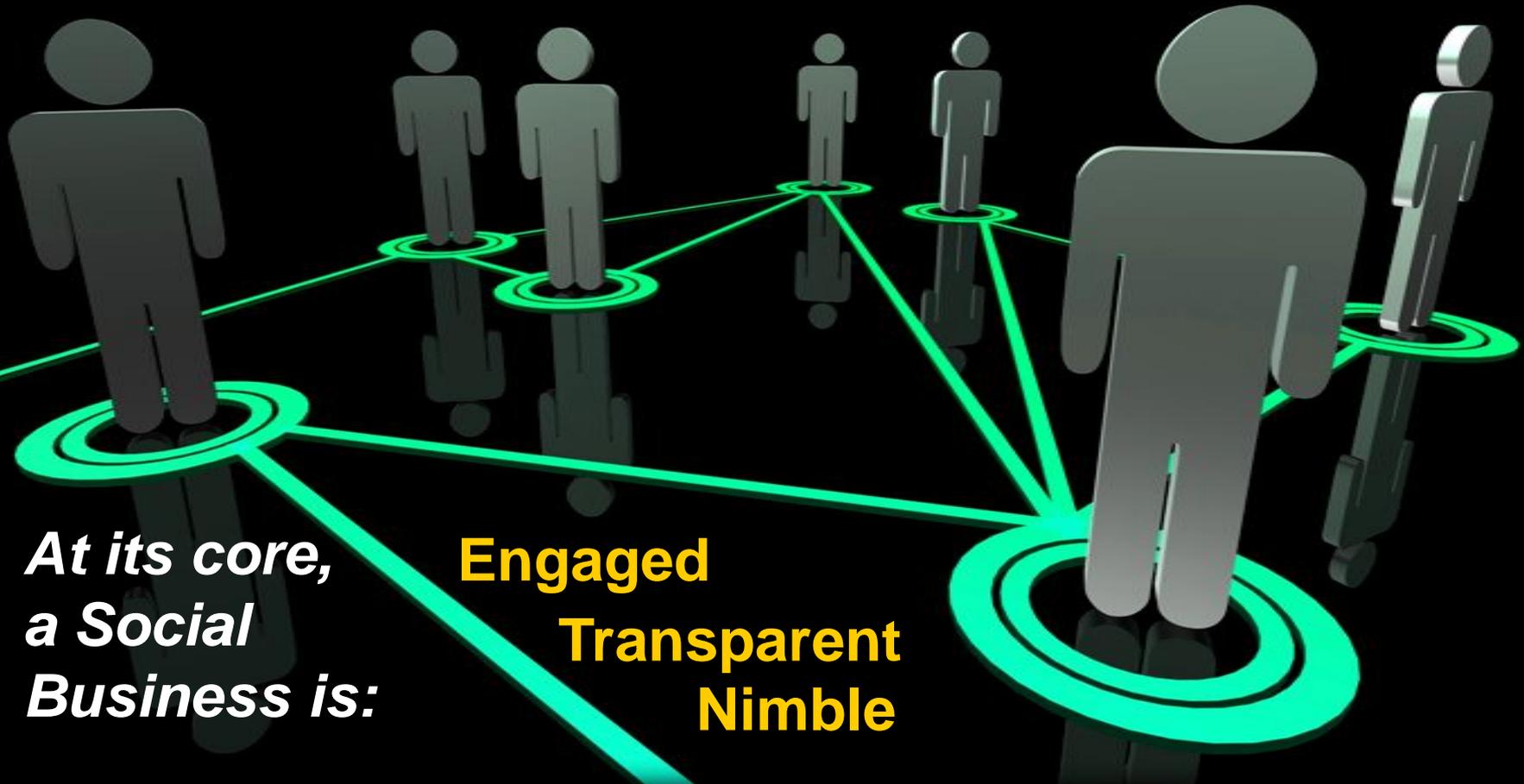
– IBM CEO Study 2010

Standout organizations are 57% more likely to allow their people to use social and collaborative tools.

– IBM CHRO Study 2010



A Social Business embraces networks of people to create business value



Question :

What is Social Business?

- A. A business that uses a lot of Facebook and Twitter to do business
- B. A business that organizes a lot of social community events & functions
- C. A business that leverages networks of people to create business value and innovation

PIN CODE : 2401

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.



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