

# Lotusphere and InformationOnDemand Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

## Project Northstar : A Roadmap to Exceptional Web Experiences

Simon Lee

Regional Executive, Portal & Social Solutions

IBM Software Group, ASEAN



## Two years ago



## Now





The emergence of the...

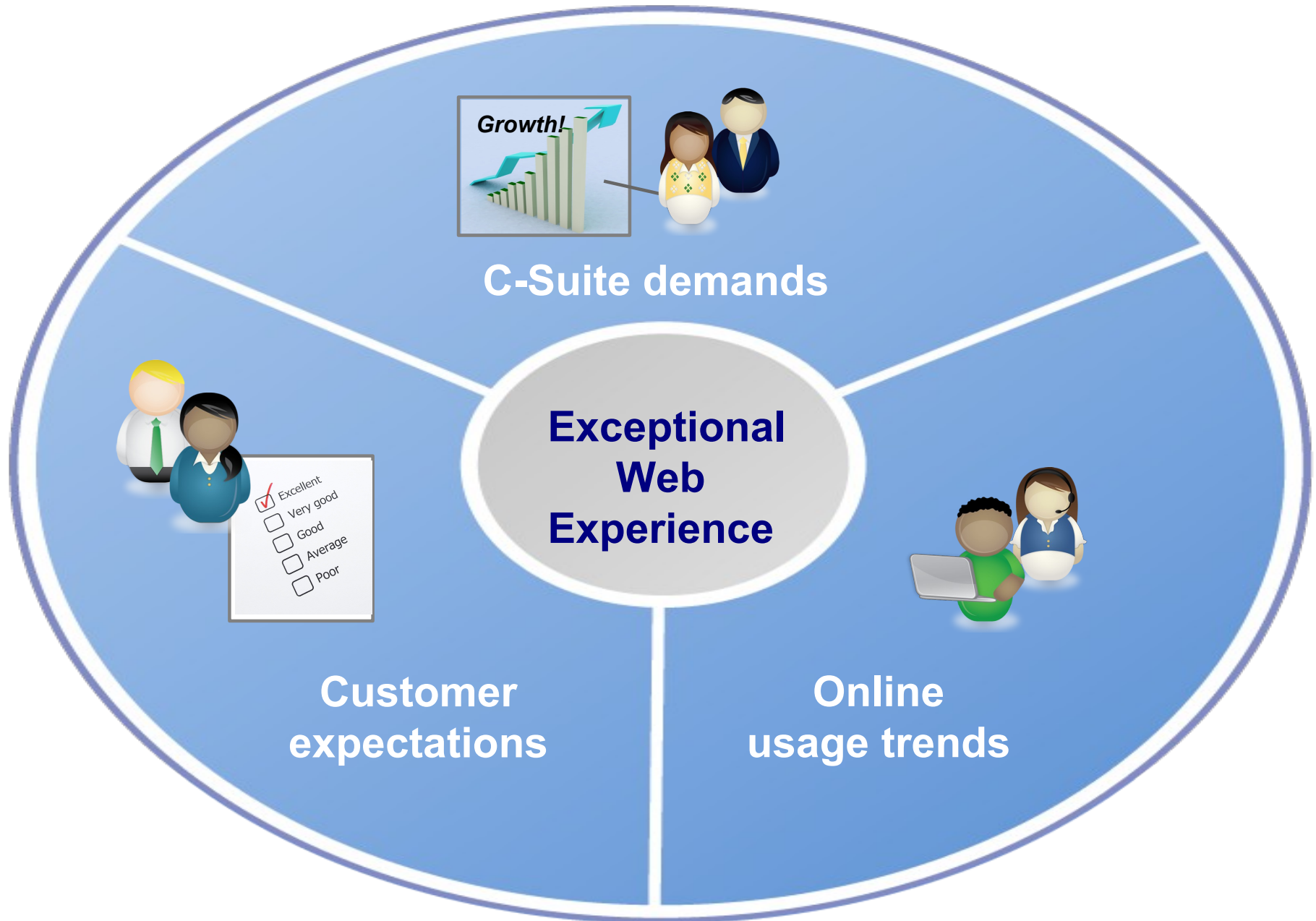
*Exceptional  
Web Experience*

... as a strategic priority

Now









# C-Suite Demands

*“Return to Growth”* is a top priority...

**Gartner** (2010 Gartner CEO and Business Executive Survey)\*

*“In 2009, CEOs initially placed cost cutting at the top of their priorities to cope with the sudden and severe recession. In 2010, the focus for **71% of business leaders** is a return to revenue growth.”*

**Frost & Sullivan / BusinessWeek** (2009 Frost & Sullivan CEO Survey)

*“Top line revenue growth remains the **number one priority** for CEOs across the world.”*

**CMO Council** (Marketing Outlook 2010)

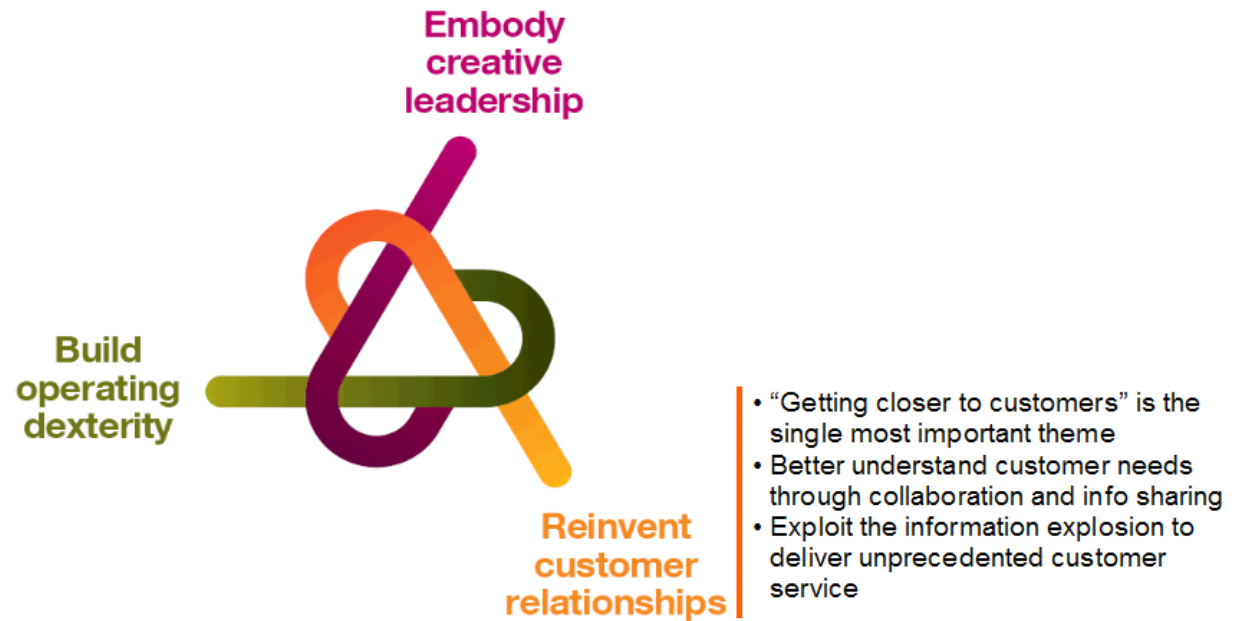
*“CMOs report their top priorities are... grow or retain market share, **drive top-line growth**, and better define the brand and its value proposition”*



# C-Suite Demands

## 2010 IBM Global CEO Study

High-performing companies differentiate themselves in three ways...





# C-Suite Demands

## 2010 IBM Global CEO Study

How do you reinvent customer relationships?

### Recommendations

- **Honor your customers above all else:** Unprecedented level of focus, heightened customer exposure for every employee, measure what customers value.
- **Use two-way collaboration to sync with customers:** Make customers part of your team, solicit customer wants, co-innovate and interact with customers in new ways, deliver true process transparency.
- **Profit from the information explosion:** Tap the value of limitless data, use analytics to translate data into insight into action that creates business results, share information freely to build trust and improve customer relationships.

### Tough questions to consider

- How will you engage customers in new ways that increase interest and loyalty to generate new demand and revenue sources?
- How can you involve customers more effectively and directly in product and service development?
- Can you hear the voice of your customers through the vast amount of data? Can you understand and act upon the information?



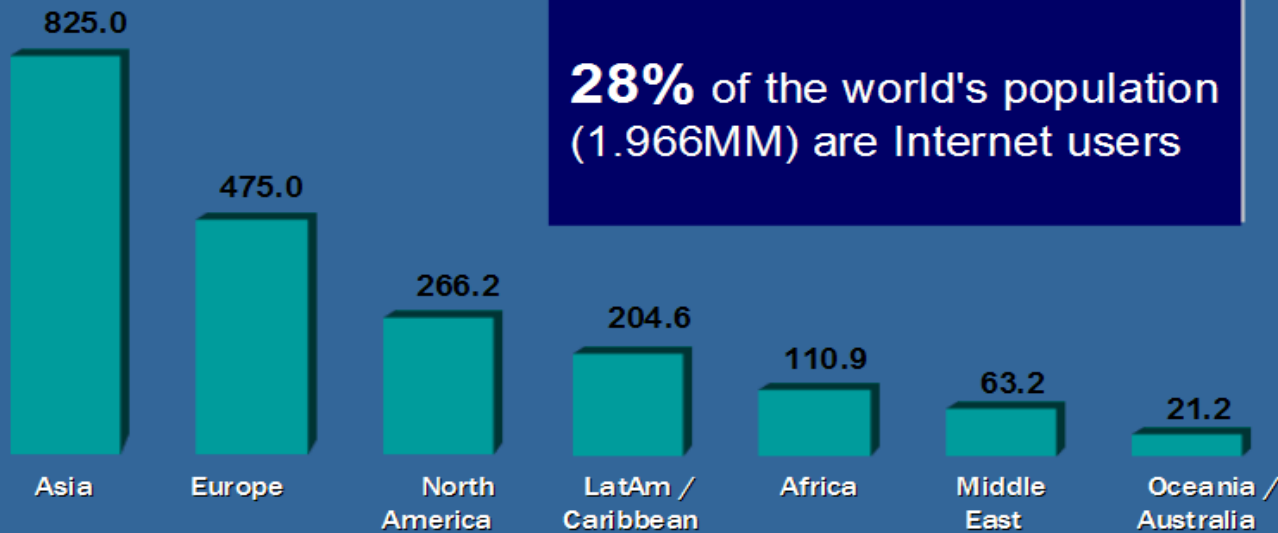


# Online Usage Trends

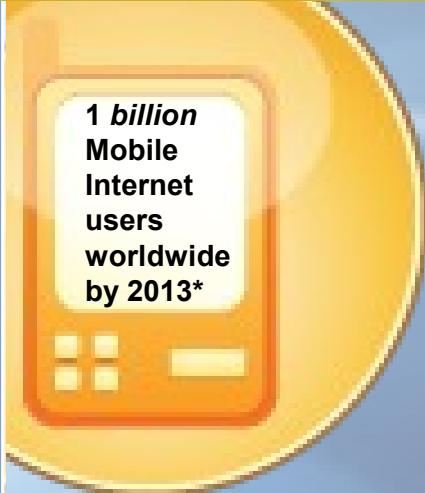
44 million tablets forecast to ship in 2011\*

| 2000 | 2009 | Online Activities Shifting   |
|------|------|------------------------------|
| 35%  | 81%  | Research products & services |
| 27%  | 75%  | Buy a product                |
| 19%  | 66%  | Make travel reservations     |
| 0%   | 62%  | Watch a video                |
| 10%  | 57%  | Do online banking            |
| 0%   | 47%  | Use a social network site    |
| 0%   | 32%  | Read others' blogs           |
| 0%   | 31%  | Provide ratings              |

## Internet Users Worldwide by Geographic Regions (MM)



28% of the world's population (1.966MM) are Internet users



As of June 30, 2010

Source: www.internetworldstats.com

\*Source: IDC

Global, Mobile, rapidly changing





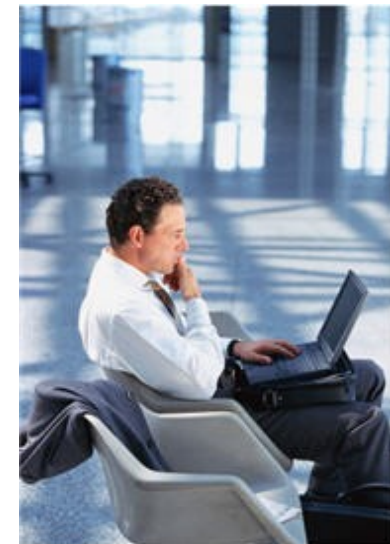


# Customer Expectations

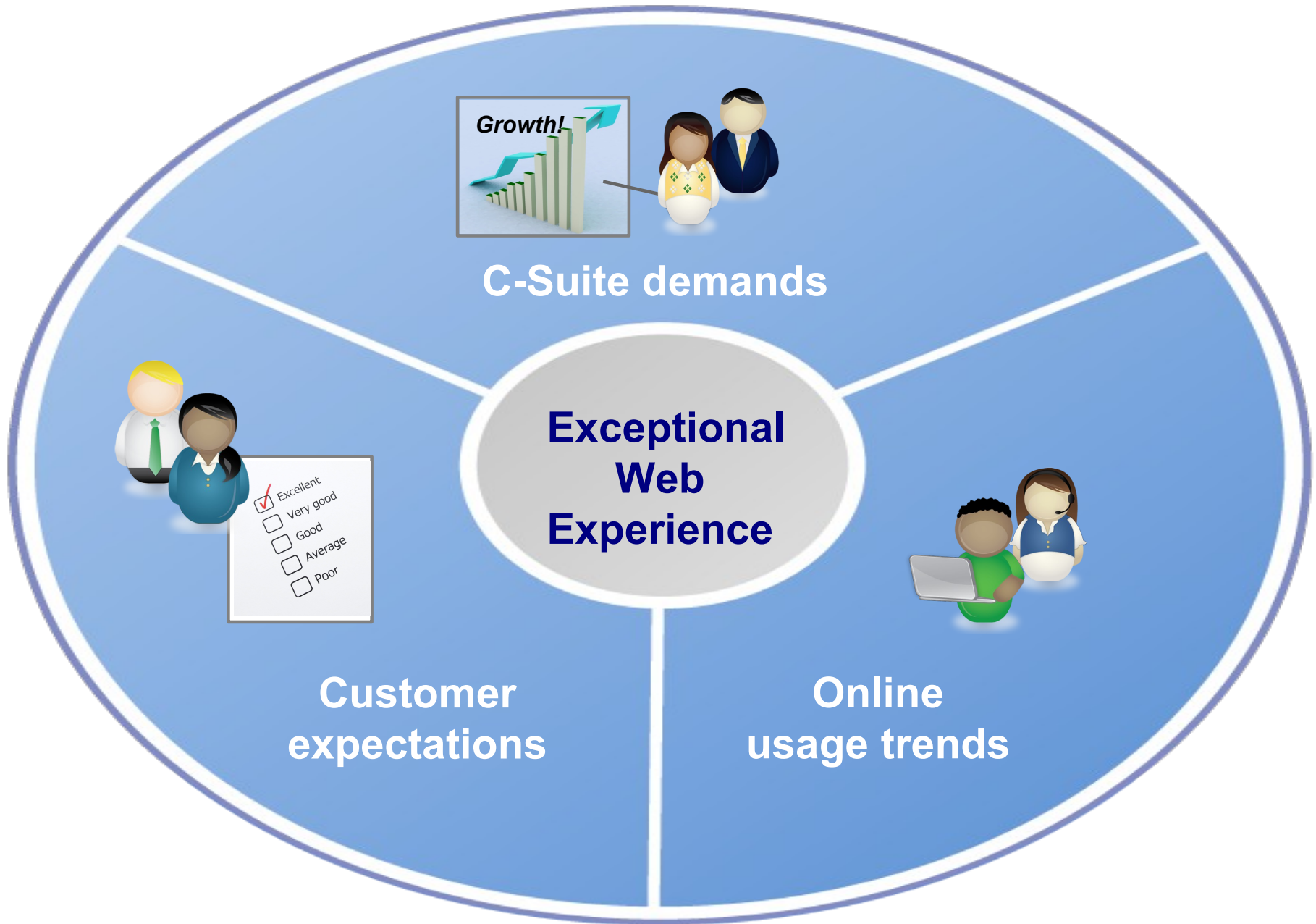
*Relevant & personalized to individual needs*

*Engaging -- memorable, compelling, moments of truth*

*Portable -- consistent experiences when & where needed*



*Trustworthy: Delivered with reliability, security, consistency*





What should enterprises demand from an ***Exceptional Web Experience*** to deliver the business results they need?

***Delights***  
customers

***Creates***  
sustainable  
differentiation

***Leverages***  
investments

***Adapts*** to new  
opportunities



***Delivers***





**Delights**  
customers

*“Creating a Web presence that draws customers in because it is engaging, responsive, reliable, and intuitive to their needs will be a strong business differentiator.”*

## With Exceptional Web Experiences That Are...

**Balance Form & Function:** *Visual Appeal + Ease of Use Equally Important*

**People Are Everywhere:** *Explosion of Mobile Means A Moving Target!*



**Know Your Intended Audience:** *Deliver Precisely What They Need/Want*

**Turn Customers Into Advocates:** *Ensure A Reliable, Secure Experience*





*Adapts* to new opportunities

**Marketing & business tooling**

**Fast time-to-market**

**Measure & optimize, don't fire & forget**





***Creates***  
sustainable  
differentiation

**How do you turn the temporary competitive advantage you get from a site launch into sustainable differentiation?**



***Key: Marketing / IT Alignment***

**Ability to differentiate using compelling and unique experiences**

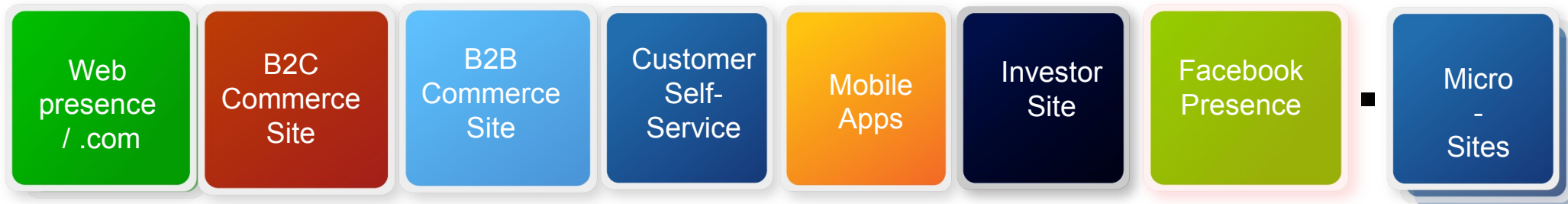
**Combined with open, scalable, extensible technologies that can be sustained over time**



*Leverages*  
investments

**Enterprises have deep business value in existing investments waiting to be unlocked**

### Web Properties



### Information & Process Assets





*Delivers*

## Scale when you need it

- *Customers, typical & peak*
- *Web properties*
- *Languages*
- *Content*

## Wrap around customers

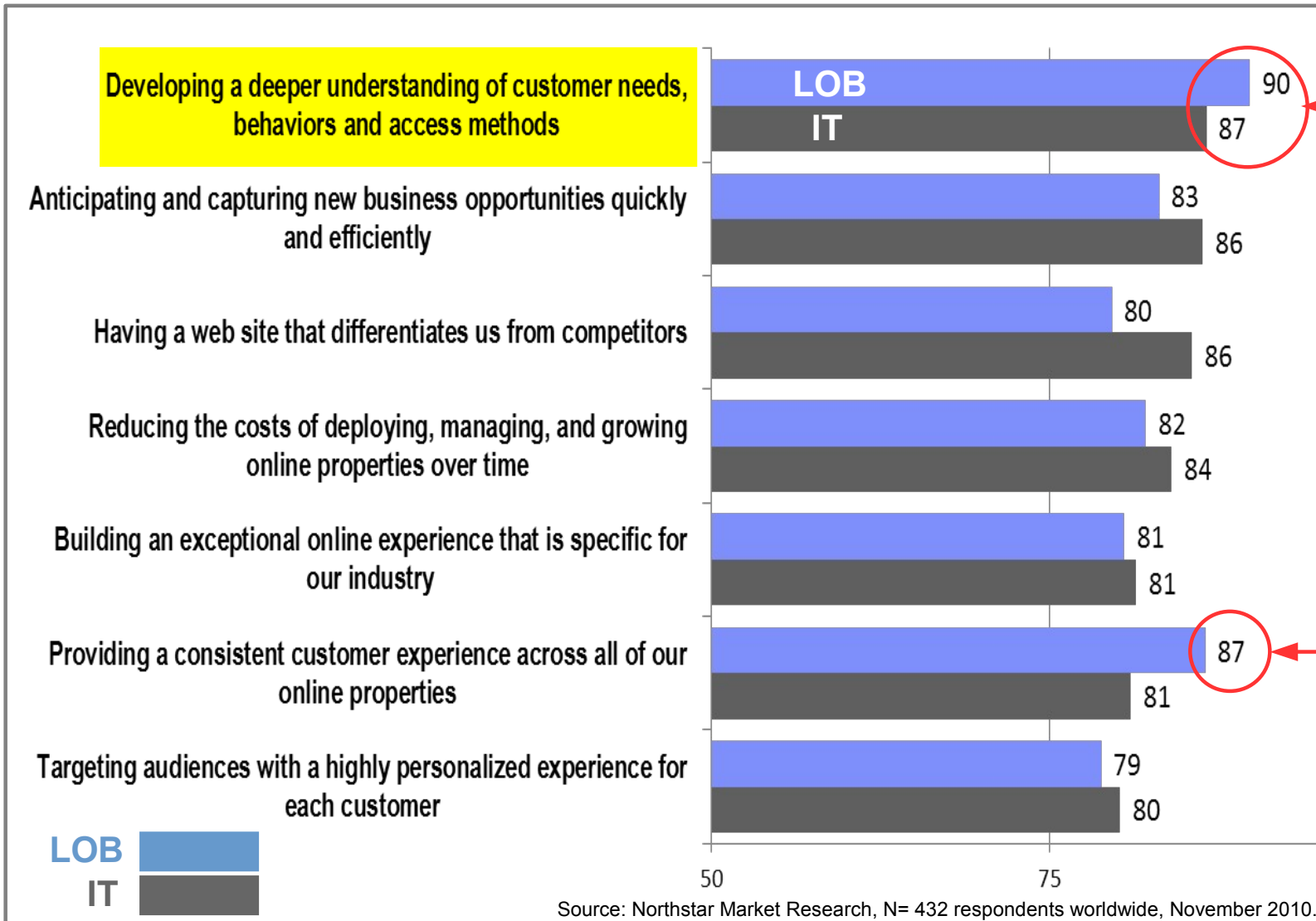
- *Traditional web*
- *Rich internet applications*
- *Mobile channels*
- *External social properties*
- *Kiosks, set-top boxes, digital signage, point-of-sale devices, etc.*







# Line-of-Business and IT Lockstep: *Understanding Customer Needs is Paramount\**



LOB and IT Rated Highest

LOB also ranks "consistent customer experience" high

Source: Northstar Market Research, N= 432 respondents worldwide, November 2010.

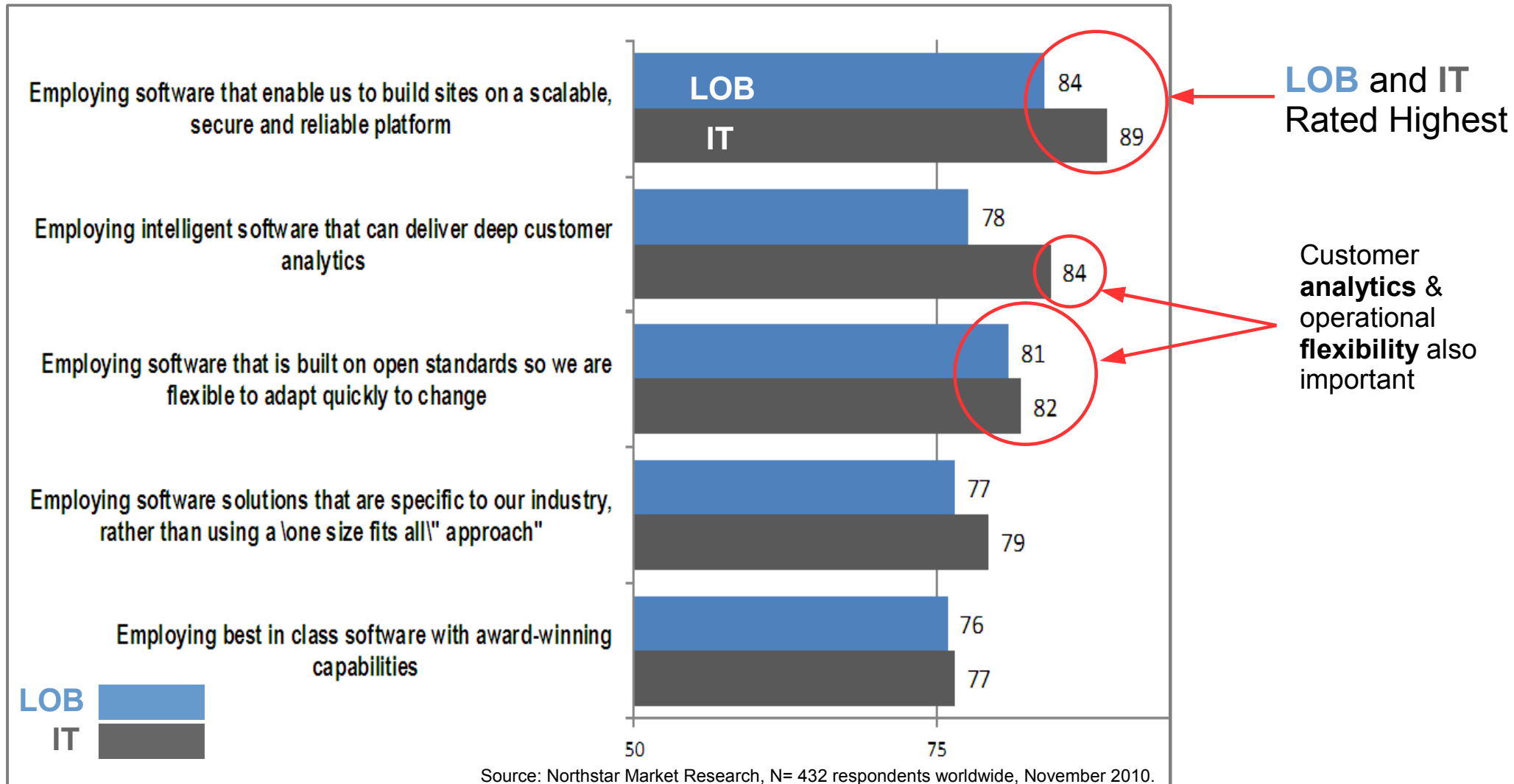
\*When asked to rate a range of value propositions of a comprehensive Web experience solution may deliver (% Extremely or Very Important)





# Line-of-Business and IT Agree:

## Web Experience Scalability, Analytics, Flexibility Important\*



\*When asked to rate a range of value propositions important in a comprehensive Web experience investment (% Extremely or Very Important)

Lotusphere and InformationOnDemand Come to You

# 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



# How Do You Stand Out?



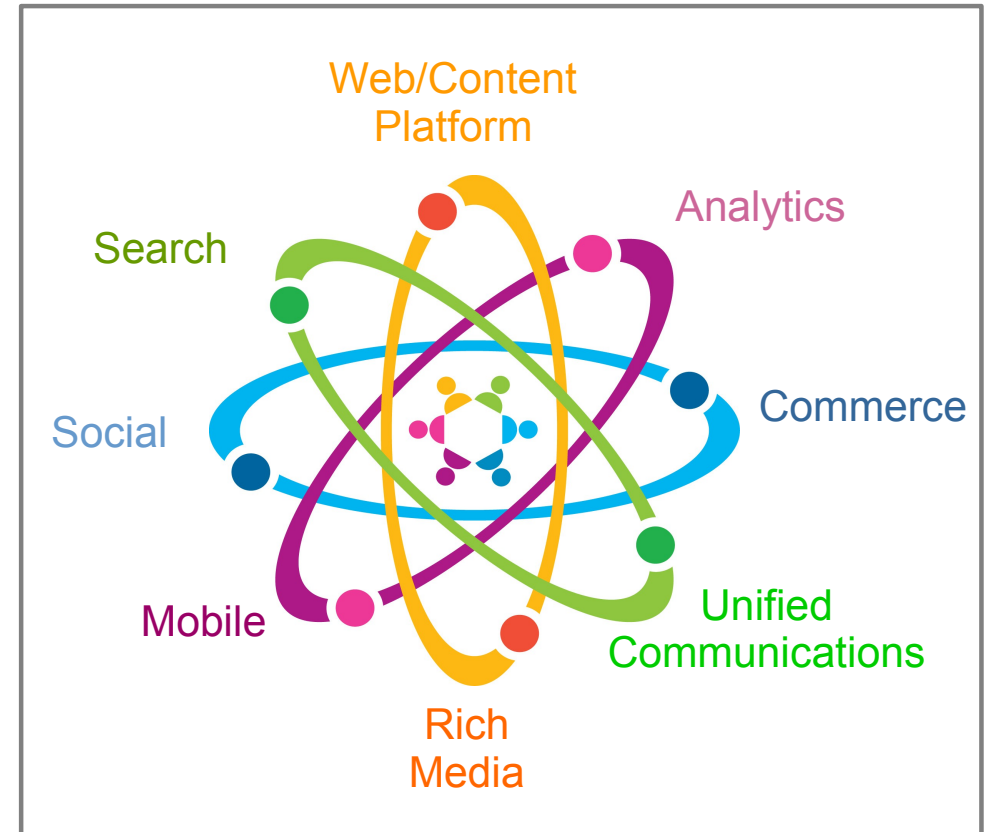




# IBM Project Northstar

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 Project Northstar** is targeted to most strongly appeal to the roles within an organization that *sponsor and/or operate customer-facing Web properties*

| <b>CSO</b>              | <b>CCO</b>                        | <b>CMO</b>   | <b>Business Unit Executive</b>       | <b>Office of ...</b>  |
|-------------------------|-----------------------------------|--|--------------------------------------|---|
| Customer Support        | Channel sites for Agents          | Company web presence, Demand Generation, On-line Sales | Customer Services (Business Owner)   | Citizen Communications and transactions ...etc                                  |
| Optimizing Self Service | Growing channel share and loyalty | Brand, \$, and single view of Customer                 | On-line Banking, Patient Portal etc. | Ease tax filings<br>Emergency readiness<br>Education advancement<br>Food safety |



# IBM Project Northstar Offerings

**Services and Support**

**Industry Solutions and Templates**

**IBM Value-added Modules**

**Partner Value-added Modules**

**IBM Customer Experience Suite**



# Solution focus

## 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 |





# IBM Customer Experience Suite



**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



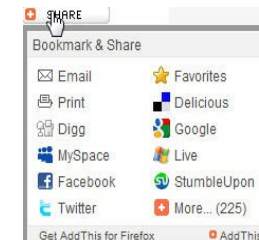
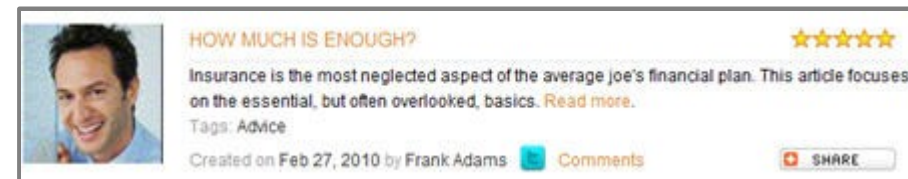
**Realize** Business Goals



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



**Integrate** Across Heterogenous Systems to Deliver New Value





# Create Dynamic, Engaging Web Experiences that Wow Your Customers



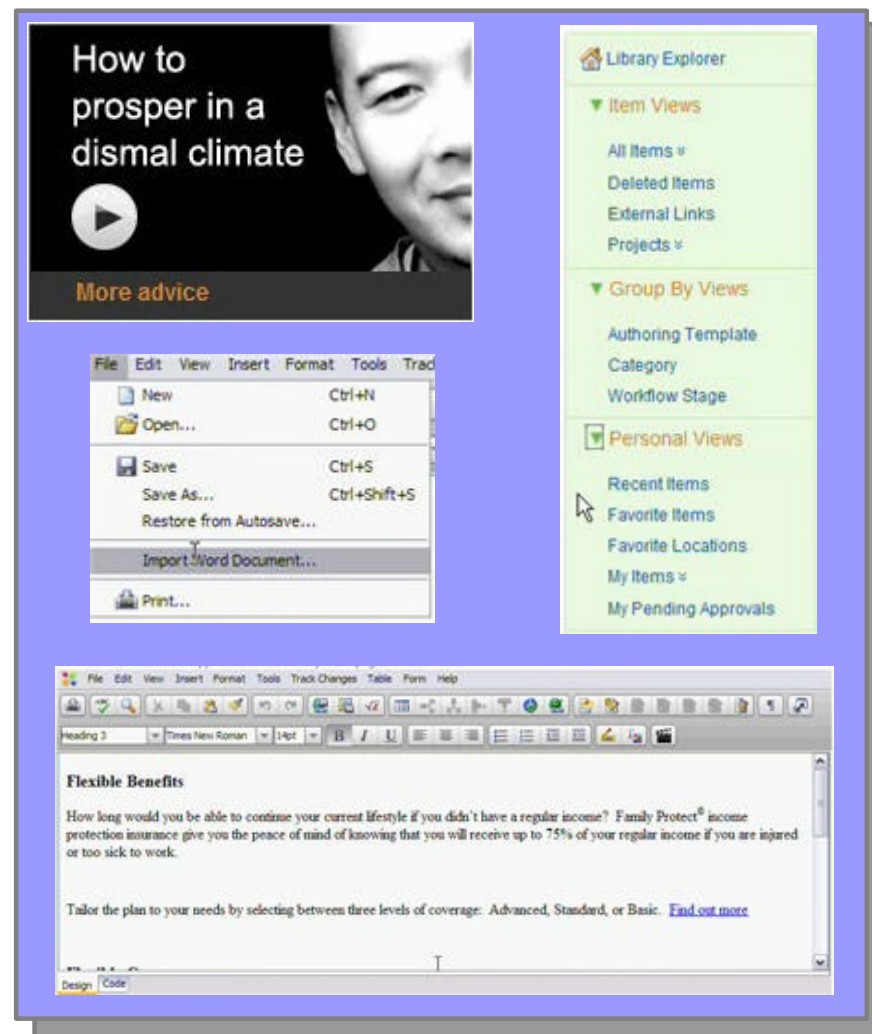
- **Increase responsiveness** by empowering business owners to manage the creation & delivery of dynamic web content, entirely new websites or micro-sites, mashups, rich media & documents.

- **Leverage existing skillsets and familiar tools** to control the web sites' look & feel (e.g, Dreamweaver) or create content (Microsoft Word, Lotus Symphony).

- **Improve site consistency, quality, and accuracy** with a configurable workflow capability.

- **Reduce the cost of web operations** with a robust tools for easing site management.

- **Speed time to market** with a rich set of pre-built templates (e.g., news, events, jobs offers FAQs, training announcements, etc.)





## Target the Right Experience to the Right User via the Right Channel at the Right Time



- **Deliver highly personalized, memorable experiences** that adapt to a user's preferences, behaviors, location, relationships, device, sentiment, or even time of day.
- **Enhance cross-sell and up-sell** by providing tailored **recommendations** based on users' similarity to like-minded folks.
- **Keep online experiences dynamic and relevant** by leveraging **campaign** management tools to drive automated, personalized email and web campaigns
- **Increase customer engagement** by allowing users to tailor their own web experiences through drag and drop.
- **Appeal to a global audience** by delivering globalized and localized sites.

### Personalized Experiences Drive Big Business Benefits:

- Personalization can increase conversion rates by 70% <http://searchenginewatch.com/3634419>
- “The majority of marketers who have implemented strategic personalized marketing techniques have seen decidedly greater success over traditional mass marketing approaches” *CMO Council*
- 66% of shoppers report purchasing additional products based on merchant recommendations at least once in a while, with 21% doing so most or all of the time. *Emarketing and Commerce*





# Improve Customer Loyalty by Enabling Users to **Socialize**



- **Support conversations and information sharing** with and between users with capabilities such as wikis, blogs, forums, communities, ratings, commenting, tagging, shared bookmarks & files, and activities for organizing work & ideas.
- **Allow users to find the right people** based upon their profile: expertise, projects, responsibilities, and interests.
- **Enable customers to get problems resolved quickly** with click-to-chat functions.
- **Improve SEO and brand awareness** by syndicating content across the web, into other online properties, such as Facebook.

The screenshot displays a web application interface with a light blue background. At the top left, there is a profile picture of a man and the article title "HOW MUCH IS ENOUGH?". The article text discusses insurance as a neglected aspect of financial planning. Below the text are tags for "Advice" and a "Comments" link. A "SHARE" button is visible. To the right of the article is a "Bookmark & Share" menu with options for Email, Print, Digg, MySpace, Facebook, Twitter, Favorites, Delicious, Google, Live, StumbleUpon, and More... (225). Below the article is a "News from our Community" section featuring another article by Charles Bounar. On the far right, there is a "RELATED EXPERTS" section with a grid of profile pictures and a chat window titled "Chat with an Investment Rep" featuring Anna Bauer with "Start Chat" and "Call Me" buttons.





# Optimize the Customer Experience to Maximize Results



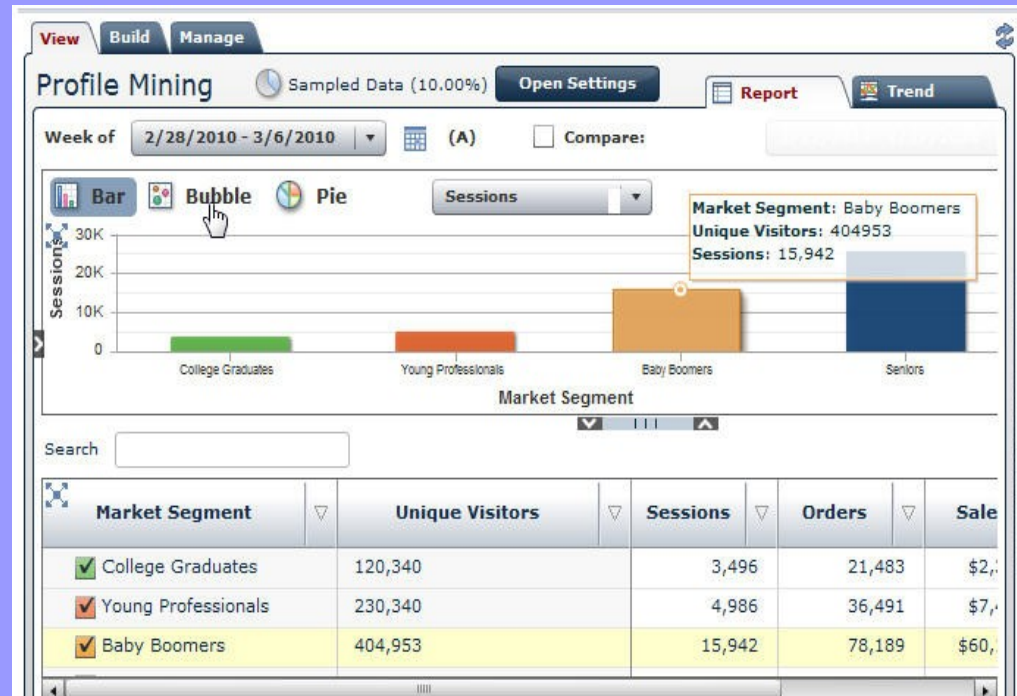
## Leverage analytics to:

- Improve user engagement by measuring and then fine tuning the customer experience
- Intelligently manage your marketing resources
- Make better decisions faster

## Experience Suite supports:

- Out-of-the-box integration to the leading analytic providers: Coremetrics, WebTrends, Unica, & Omniture
- A/B + multi-variate tools
- Ability to create sites optimized for search engines

## Gain deeper business insights with Coremetrics:



### PROTECTING INVESTMENTS AGAINST LOSS



Investments are people too! This articleshows you how to maximize gains and minimize losses through smart structuring and asset protection.

Tags: Advice

Created on Feb 27, 2010 by Heather Reeds

4.2%

1.3%

2.5%



## Realize Your Business Goals



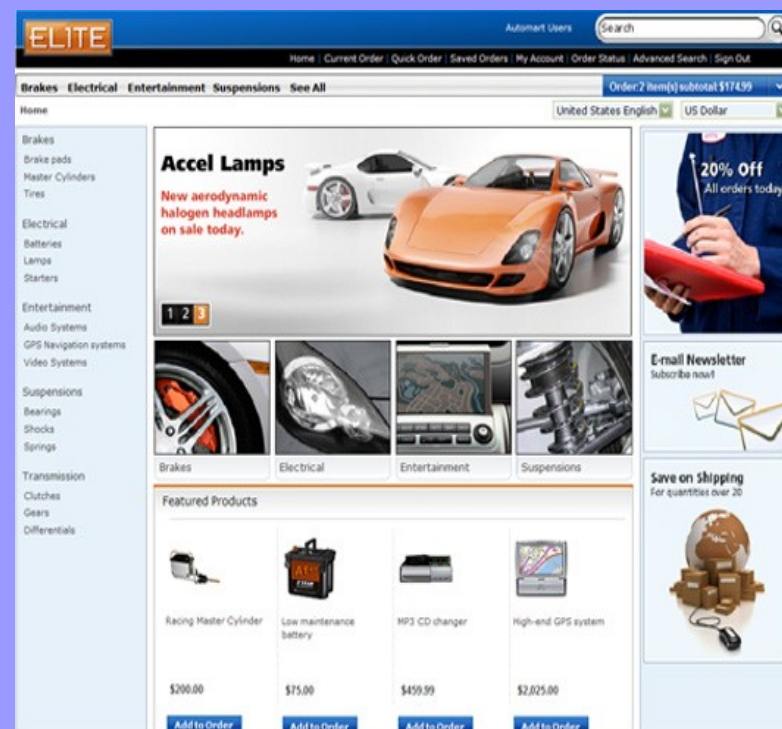
### With Experience Suite, you can:

- **Improve self-service** by leveraging robust tooling and integration capabilities to deliver rich, intuitive web applications that support business transactions.
- **Scale to meet the demands** of new campaigns, events, & announcements.
- **Capture new leads** by easily publishing dynamic, compelling offers and content.
- And much more!

### Enhance results with value-added features:

- **Further improve efficiency & reduce costs** by automating paper-based processes with Lotus Forms.
- **Improve profits** by converting visitors into buyers with seamless integration of WebSphere Commerce functions such as product catalog and shopping cart

### Leverage WebSphere Commerce to deliver a tailored shopping experience:

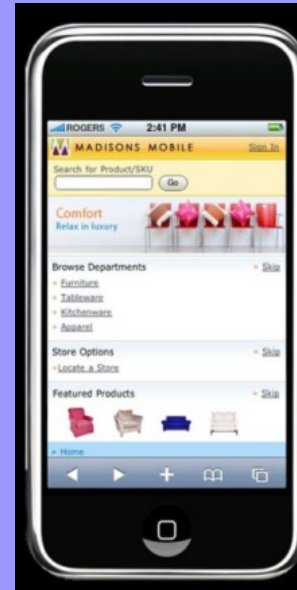




## Reach Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



- Utilize built-in support for **client detection** to return the appropriate pages and content depending upon the device
- **Leverage one common theme** to deliver content through the browser to desktop + mobile
- **Leverage out-of-the-box tooling** to create a single application that can support both smartphones and full-sized desktop browsers.
- Add on: Use the Mobile Module to **dynamically adapt content** to the unique display characteristics of over 7,000 different mobile device types, including smartphones



*Support mobile shopping through WebSphere Commerce*

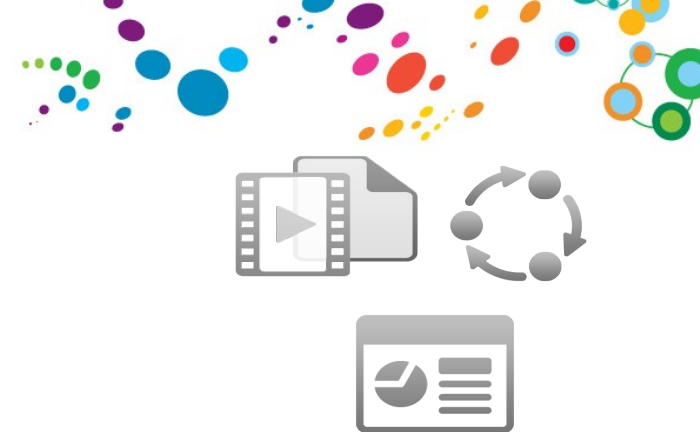
*Out-of-the-box mobile support included for social capabilities.*







# Integrate Across Heterogenous Systems to Deliver New Value



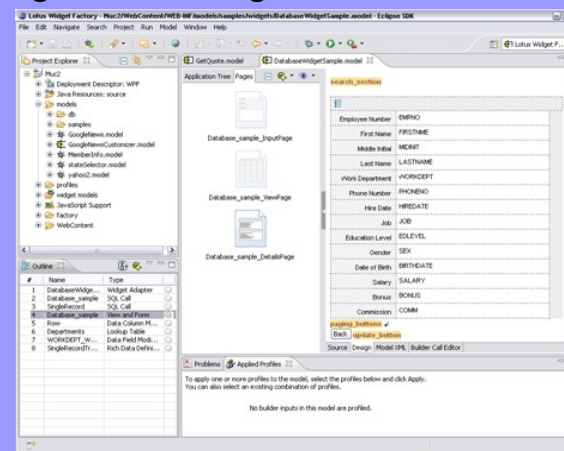
• **Deliver more personalized, relevant web experiences** by leveraging out-of-the-box connectors and restful services to integrate with data sources such as SAP, Excel, Siebel, Facebook, twitter, YouTube, databases, web services, widgets, portlets, analytics systems, and much more.

• **Aggregate disparate systems into a seamless, cohesive experience** by utilizing the built-in mashup and portal framework.

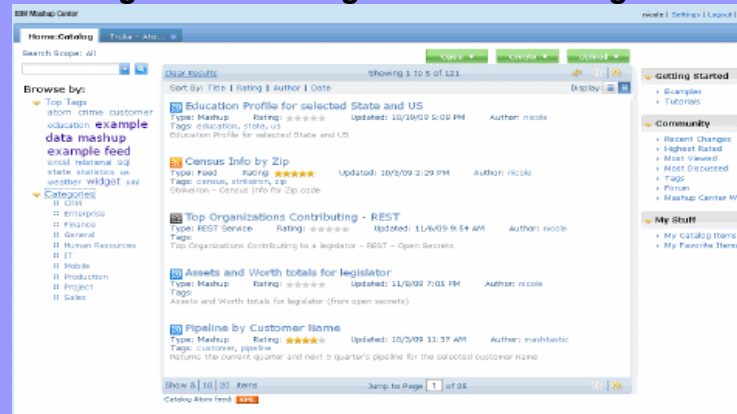
• **Facilitate sharing** of components (feeds, widgets, pages) and **speed time to market** with a social catalog.

• **Encourage reuse** by turning content and information into standards-based feeds and web services.

## Speed integrations through no-code, visual tooling



## Encourage reuse through a social catalog







## 2010 New Releases

### *Exceptional Web Experience Advancements*

- **IBM Customer Experience Suite**
  - Exceptional customer-facing online experiences
- **IBM WebSphere® Portal, IBM Web Content Manager, WebSphere Portlet Factory 7.0**
  - Further converged Portal and Web content management
  - Socially-infused web experiences
  - TCO and virtualization excellence
- **IBM Mobile Portal Accelerator 7.0**
  - New platforms, samples, and component tooling
- **IBM Forms 4.0 with Workflow**
  - Scalable Web 2.0 experiences with built-in routing
- **Templates**
  - Portal NOW in 16 languages
  - Mobile and eBanking
  - Retail Vendor Onboarding
- **IBM Dashboard Accelerator 6.15**
  - Featuring iLOG® jViews
- **IBM Mashup Center 3.0**
  - Open Social gadgets, Portal client side aggregation
- **IBM Learning Accelerator**
  - New Saba portlets



## 2011 Exceptional Web Experience Focus



***Social***



***Mobile***



***Business  
Driven***



# Tapping Social Communities in Context

Managing social networking integration into web properties or Portal applications

Social collaboration in the context of a portal application

- Growing Catalog of Lotus® Connections Integration Portlets
- Controllable access via portal profiling
- Built with WebSphere Portlet Factory, includes customizable builder code
- Supports read / write ATOM feeds using Connections REST APIs
- Dynamically filtered
- Features
  - *Activities*
  - *Blogs*
  - *Bookmarks*
  - *Tag Clouds*
  - *Profiles, networks*
  - *Wikis*
  - *Doc libraries*

The screenshot displays a WebSphere Portal interface with several portlets. A profile for Thomas Schaeck is visible, showing his role as a Distinguished Engineer at IBM. Below the profile, there are sections for 'Latest News', 'Latest Blog Entries', and 'Latest Bookmarks'. A 'Tag Cloud' is also present, showing various tags like 'home\_buying' and 'retirement\_planning'. A 'Community at OFN | Blogs' section is also visible, showing a list of blog entries with titles like 'Home Buying: Ways to make your mortgage closing easier' and 'Retirement Planning: First aid for your shattered nerves'.

**Configure Profile, see network contacts, accept pending invitations**

**In context communities, blogs, wikis or activities**

**Tag Clouds filter entries through inter-portlet communication**

**Content Teasers launch Connections portlets with content filtered by configured tag**



# Mobile Options

Extend & Deliver Exceptional Experiences on Virtually Any Device

## 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

- Available today for iPhone
- Coming soon for Android, Blackberry, iPad
- 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*



**WebSphere Portlet Factory + Portal Mobile Webkit Themes**  
Q1 2011 Beta Preview





## Analytics Support Available Today

### ▪ Active, Client-Initiated Site Analytics

- Out of the box instrumentation of data collection tags to capture user profile and behavior information
- 17 Tags for web analytics reporting
  - Any page rendering action in the browser: portal pages, portlets, Web content, Site searches, user entry and exit points, referral URLs
- Customizable - administrators can modify or turn on the insertion of appropriate scripts onto pages, portlets, or Web content

- Who is coming to my site?
- How did they find it?
- What are they doing?
- What did they search for? Did they find it?
- What are the most popular areas?
- What are the most popular topics/content?
- What if I try this image vs that image? Do more people click on it?
- What if I pick content with Rule B instead of Rule A?
- Are they using the benefits tool?



### ▪ Server Side Analytics

- Users requesting pages, incl. contained Portlets
- Session activities (login, logout, timed out, login failed)
- Page management (creating, updating, deleting a page)
- User Management actions (creating, updating, deleting users and groups)



webtrends

OMNITURE

# Jump-Start Templates Speed Time-to-Value

**Business  
Driven**

- Extensible, Configurable Software Templates**

- Software to accelerate solution construction for specific business needs
- Prebuilt collaboration components, Portal sites and structure commonly used in a target industries
- 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

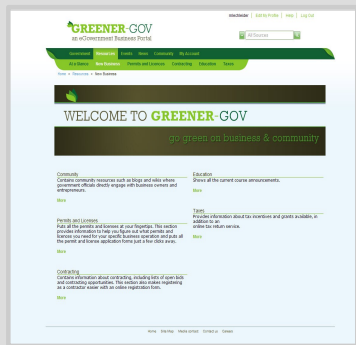
- Showcase for successful interaction patterns spanning the Lotus collaboration portfolio**

### Healthcare Patient Portal



Portal, WCM

### Government Self Service



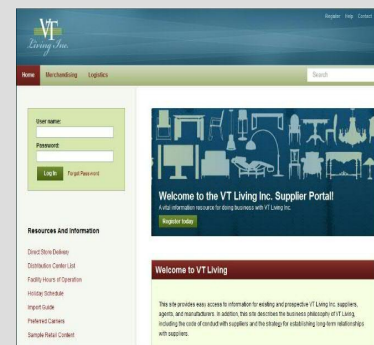
Portal, WCM, Forms

### Online Banking



Portal, WCM, Connections, ST

### Retail Vendor Portal



Portal, WCM, Forms, ST

### Insurance Agency Portal



Portal, WCM, Forms, Connections, ST, Dashboards

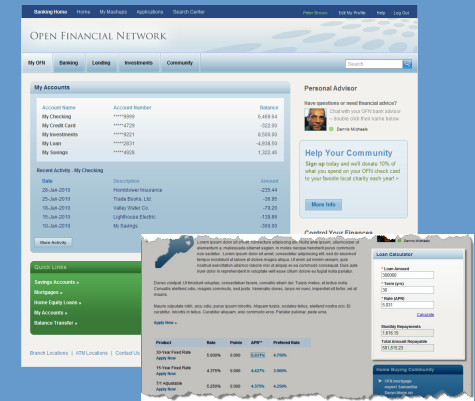
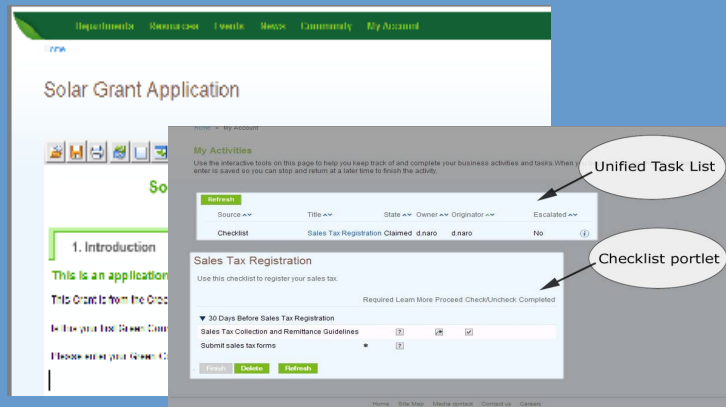
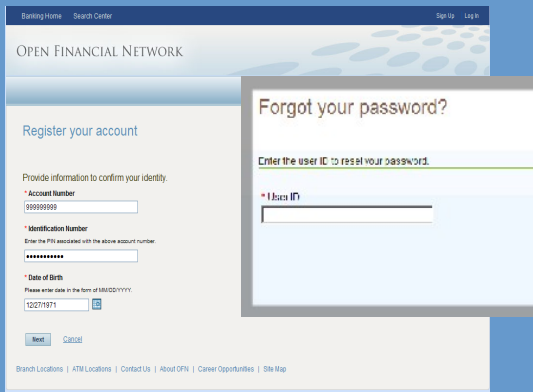
# Web Experience Integration Modules

## Customizable Source Files for Common Integration Scenarios

**Business Driven**

- Available as component downloads from Greenhouse catalog

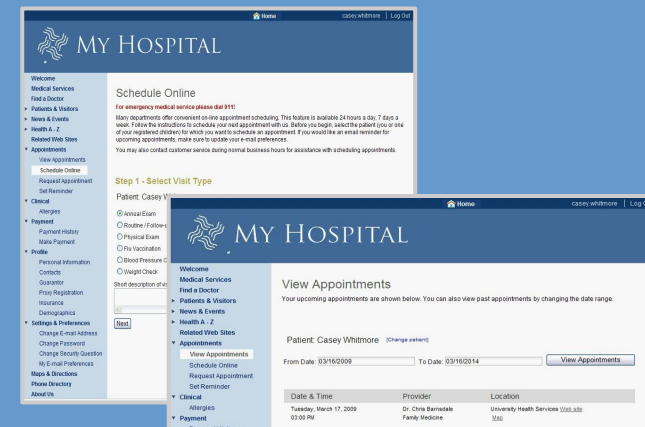
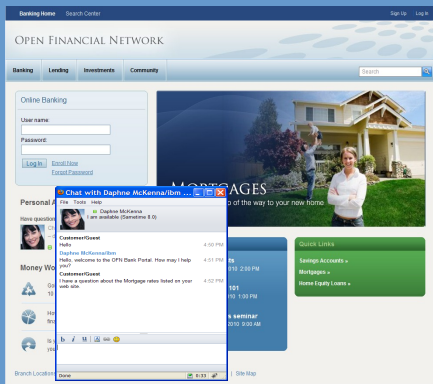
[http://www-10.lotus.com/idd/portalwiki.nsf/dx/Reusable\\_assets\\_and\\_resources\\_for\\_WebSphere\\_Portal](http://www-10.lotus.com/idd/portalwiki.nsf/dx/Reusable_assets_and_resources_for_WebSphere_Portal)



**Account Registration and Self Care**  
Models provide a presentation layer where portal users create, modify, or delete data in the user registry.

**Unified Task and Check Lists**  
Aggregate tasks from multiple systems into a single UI. Users can complete to advance workflows or launch an inline eform

**eBanking Portlets**  
Customizable transaction and simulator portlets for a range of e-banking services for both web and mobile devices



**Live Chat**  
Portlet featuring ST chat integration

**Web Content Template Catalog**  
A quick start for creating dynamic Web content when creating portal sites.

**Appointment Scheduling**



## Portal & WCM NOW

**Business  
Driven**

*Software Asset and Deployment Method Delivering  
Production Intranets and Websites in Just Weeks*

### What are the “NOW” Assets?

- Reusable, customizable **Portal** and **WCM software templates**
  - Easily configurable to fit many customer use cases for a rich content portal
  - WebSphere Portal structure with Web 2.0 themes
  - Pre-configured WCM with support for rich text editing
  - Ready to use services, application or web links, feeds, ST contacts, documents, people finder, Google gadgets
- A proven, **predictable deployment methodology** speeds time to production



### New News

- **New version 3.0** software asset
  - *Turnkey interoperability with **Industry Templates** and **WebSphere Portal 7.0***
  - *Helps customers consume solutions at their rate and pace – start small and grow*
- New **WCM NOW** template – for customers who want an interactive website but lack skills to manage and deploy





# Exceptional Web Experiences Recognized



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

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

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

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

**Saudi Shoura Council – eGovernance Portal** 2009 Best Website for Parliaments (Winner)

**Duke University Health System – Patient Portal** 2008 Healthcare Informatics Innovator (Finalist)

**HSBC Bank Brazil – Employee Portal** 2009 Intranet Design Award, Nelson Norman Group (Recipient)

**US Army Publishing Directorate – Army Action Tracking System** 2009 Army Knowledge Management Award (Winner)

**City of Gothenburg – Citizen Portal** 2009 GT Newspaper Achievement Award (Recognized)

**Los Angeles County – Municipal Portal** 2009 National Association of Counties Achievement Award (Winner)

**Bharti Airtel – Mobile Portal** 2008 Strategy Analytics Wireless Media Lab (Best Portal)

**Miami-Dade County – Housing Central Portal** 2007 Digital Government Achievement Award (Winner)

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

**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)

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

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

**IBM – developerWorks** 2010 Forrester Groundswell Award – Forrester Research (Winner: B2B division)

**IBM – developerWorks** 2010 US SMB Social Media Marketing Award – AMI-Partners (Winner: Community Development award)

**U.S. Nuclear Regulatory Commission – Electronic Information Exchange** 2009 Excellence.Gov Award (Finalist)

**Spatial Information eXchange Portal** 2008 Delivering the plan – Business (NSW Premier's Gold Award)

**State of Missouri – Emergency Response Information System Portal** 2008 Computerworld Honors (Laureate)

**City of Helsinki – Citizen Portal** 2007 UN Report: Digital Governance in Municipalities (#1 in Europe)



# Lotusphere and InformationOnDemand Come to You Exceptional Web Experiences

## Deliver Better Business Outcomes



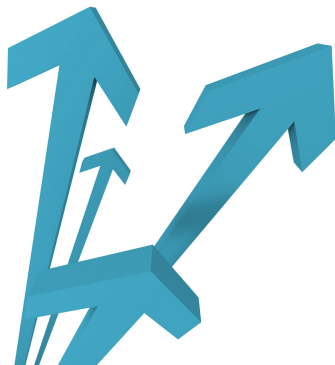
Business advantage ←

Conversation spectrum

→ Technology advantage

### Growth

- **HSBC** realized a 35% improvement in marketing campaign revenue
- **Bharti-Airtel** grew subscribers from 6 million to 110 million in six years while providing quality services and support online
- **Lufthansa** supports 16,000 customer check-ins/day. In 2008, 3.7 million online flights were booked, growing by 37% in 2009



### Customer Satisfaction

- **Lufthansa** handles 10,000 people making travel requests every second
- **LA County** offers a consistent online experience across 38 departments for 10.4 million constituents
- **Boston Medical** increased referrals by 30% and reduced no-show rates by 10%
- **Woodmen of the World** reduced call center support calls by 30%



### Efficiency

- **Miami-Dade County** saved \$1 million per year in labor costs
- **US Army** saves \$1.3 Billion per year supporting 1.4 million Army personnel
- **Harley-Davidson** improved IT efficiency by 80%
- **Wimbledon** efficiently scaled its website to serve 12.3 million people in 2009, 23% more than in 2008





# Exceptional Web Experience: Lufthansa

The screenshot shows the Lufthansa website interface. At the top, there's a navigation bar with 'Deutsch', 'Other countries', 'Help & Contact', 'Mobile version', and a search box. Below that is the Lufthansa logo and a tagline 'There's no better way to fly.'. The main content area features a 'Booking' section with options for 'Flight', 'Hotel', and 'Car'. A prominent banner for 'Street View live' advertises flights to the USA from 469€, with a deadline to book by 11 January 2011. Below the banner, there are sections for 'Fly within Europe' (offering additional seats for return flights from 99€), 'Worldwide offers' (listing various international routes with prices), and 'Discover India' (offering flights from 599€). A 'My bookings' section is also visible, along with a 'Quicklinks' menu and a 'Stay connected' social media link. The footer contains links for 'Aviation Group', 'For corporate customers', 'For travel agencies', 'Travel tips', 'Partners', 'Careers', and 'A STAR ALLIANCE MEMBER'.

*Attracting and retaining more customers while differentiating the Lufthansa brand & site*



## Business Need

- Attract more customers
- Deliver a consistent and sophisticated brand image
- Encourage brand interaction and build brand loyalty

- Delivers a **personalized web experience** for millions of customers 80+ countries & 12 languages
- Supports **16,000 customers** check-ins/day, and **3+ million** online ticket sales/year
- Showcases a **single, consistent brand image** across 4 different online presences





## An Exceptional Web Experience Delivers Superior Customer Service



*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

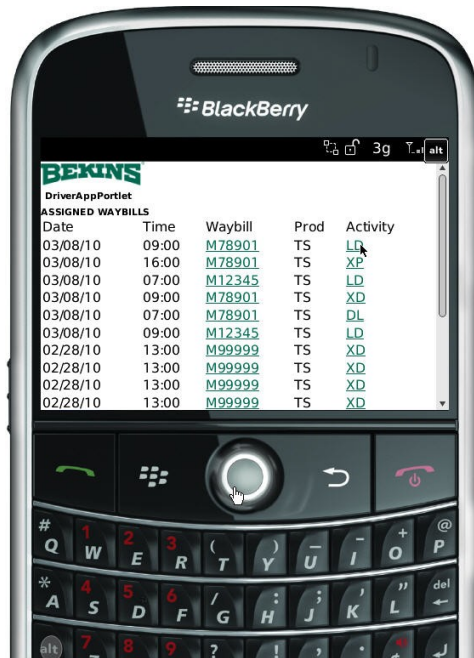
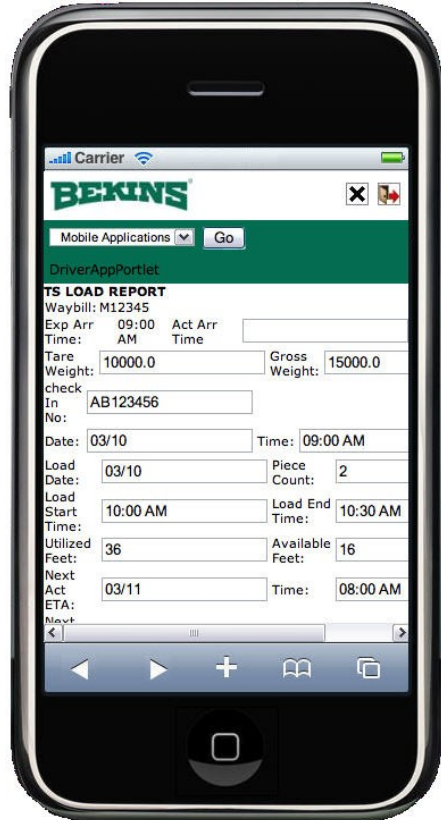
### Real Results

- 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**



# Lotusphere and InformationOnDemand Come to You Exceptional Web Experience:

## Bekins Van Lines



### Objective:

- Reduce/eliminate field paper work

### Solution:

- WebSphere Portal
- IBM Mobile Portal Accelerator

### Business Benefits:

- More accurate reporting
- Less time spent waiting at cargo bays and drop off locations
- Reduction of inbound calls to dispatchers
- Better customer and driver satisfaction



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UET (Denny Oo, Consultant, U E-Technologies, Member of UMW Group - Malaysia)

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SIX SPATIAL INFORMATION EXCHANGE

Ask Government | Contact LPMA

HOME VIEW ONLINE SHOP EXPLORE CONNECT SUPPORT SERVICES

Welcome to SIX

The official source of NSW's geospatial information, possessing the most comprehensive, accurate and reliable spatial data for the State and we currently service the needs of many sectors within the spatial data community.

Aerial/Satellite Imagery and Spatial Information

Login access to SIX Portal is provided to Government users, rating authorities, survey sector clients and authorised Land Valuers. Login arrangements are detailed in Support

View enables users to integrate and view a wide selection of NSW spatial datasets, including property, cadastral and topographic information, satellite data and aerial photography.

Online Shop provides direct access to various online searches such as land title searches, valuation services and image and plan services.

Explore enables users to search, access and view LPMA's metadata, as well as to contribute to the NSW Spatial Data Infrastructure (SDI) hosted by LPMA.

Connect provides details about the electronic delivery channels available to customers wanting to access and apply LPMA's key spatial datasets within their own applications.

Support provides access to the latest information on LPMA Spatial developments as well as help and support contacts, privacy statement and the terms of use of the information contained here.

LOGIN TO SIX

User Name Password SIGN IN

I accept the SIX Terms & Conditions

Forgotten Password?

HAVE YOU SEEN?

LPMA Aerial Photography Flight Schedule

Pixel provides easy access to maps and plans

SIX Lite - Public access to NSW spatial information

SIX Viewer - Access to advanced tools & rich data

GNSS reference station network

WHAT'S NEW?

SIMON TROUBLESHOOTING

LPMA | Terms & Conditions | Privacy | Contact | Help

NSW Land & Property Management Authority

IBM 46





# Questions?





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