Anticipate, engage and deliver exceptional web experiences
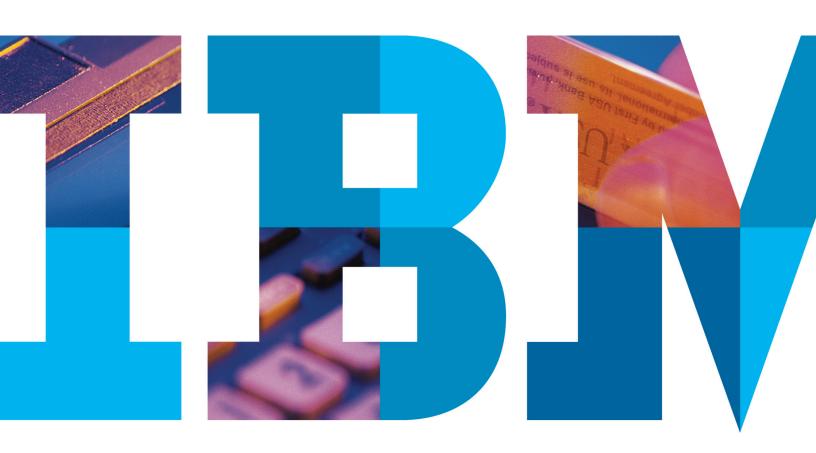
Enabling exceptional web experiences that redefine the ways we live, work and play

IBM

Highlights

- Thrill customers and empower employees with socially-infused web experiences to drive better business outcomes
- IBM Customer Experience Suite features rich, integrated capabilities for managing web content, real-time social communications, robust customer self-service capabilities, business analytics and mobile device delivery
- IBM Intranet Experience Suite enables employees to easily find and share relevant information across multiple platforms and diverse geographies and within the context of business applications.

IBM Customer Experience Suite and IBM Intranet Experience Suite help organizations delight customers through a consistently exceptional web experience and empower employees with the social business tools they need to drive better business results. IBM Customer Experience Suite features rich, integrated capabilities for managing web content, real-time social communications, robust customer and commerce self-service capabilities, business analytics and mobile device delivery. IBM Intranet Experience Suite enables socially infused web experiences through which employees can easily find and share relevant information across multiple platforms and diverse geographies and within the context of business applications.

Redefining the online experience for today's web user

Today, there is the expectation of consistent excellence. An anticipation of delight. Users—both individual consumers and business users—simply assume that their online experience will be rich, engaging, personal and available from wherever they choose. They want an experience that delivers greater value and becomes a seamless extension of their lives.

Think about how we live. People aren't really "going online" anymore. We're just living our lives, and the online component is but one part of that rich tapestry. In our personal lives, we expect to connect and interact easily with family and friends. In businesses, we rely more and more on social networks and online communities to collaborate with peers, partners and extended teams. Increasingly, we build and reinforce these relationships through our ability to communicate and share information and experiences without delay, wherever we go and through the devices of our choice.

When something interrupts that seamless flow or fails to deliver on expectations, people notice. And, moreover, they act. Consumers share their disappointment within their immediate circle as well as their social networks. And because there are typically myriad competitors and the web enables easy portability, they often simply move on to other sites or other businesses that more effectively anticipate and meet their expectations.

Delivering on these heightened expectations—and building the relationships that will enable those organizations to thrive—requires businesses to do more. To compete, businesses must anticipate the needs of their clients and employees, engage the individual and their community and deliver exceptional service while simplifying the experience for their users.

Leveraging the power of social business

At its heart, business comes down to people doing business with people.

The emergence of social business as a major component of today's business strategies reflects the many ways that technology is enhancing—and often driving—interpersonal connections between customers, colleagues, suppliers and business partners. Customers increasingly rely on these relationships, as well as recommendations from their social networks, to guide purchasing decisions. Employees use social tools to foster collaboration,

make better business decisions, connect with subject matter experts and work more efficiently. Supply chain partners leverage these same social tools to predict demand, optimize supply chain mechanics and eliminate process bottlenecks and shorten time to value.

Business users want the ability to transparently collaborate, interact and build those vital relationships whether those colleagues and customers occupy the next cubicle or reside halfway around the globe. They expect to find access to the information, resources and capabilities they need to serve customers and complete their tasks quickly and easily, without needless delays that inject costs and risks into their business processes.

By enhancing the connections between people, eliminating barriers to information and resources, and empowering businesses that serve today's more-informed consumers with rich insight into customer needs, social business technologies enable better business outcomes for prepared organizations. This begins with providing a consistently exceptional web experience.

That's been a tough challenge for many enterprises. But IBM can help.

Two ways to deliver better online experiences

To help our clients delight their own customers and empower employees with the tools they need to drive better business results, IBM introduces two flexible and comprehensive solutions designed for today's social businesses:

- *IBM Customer Experience Suite*
  IBM Customer Experience Suite helps organizations deliver to their customers a consistently engaging, personalized and relevant online experience across multiple channels and touch points. It provides rich, integrated capabilities for managing web content, real-time social communications, robust customer and commerce self-service capabilities, business analytics and mobile device delivery.

- *IBM Intranet Experience Suite*
  IBM Intranet Experience Suite provides a broad and deep toolset for enabling socially infused web experiences for employees of medium and large enterprises. These solutions help drive innovation and collaboration by empowering employees with the ability to easily find and share relevant information across multiple platforms and diverse geographies and within the context of business applications.

Based on open industry standards and sharing a single common code base for aligned products, IBM Customer Experience Suite and IBM Intranet Experience Suite help protect investments and enable organizations to leverage the rich capabilities they need, exactly when they need them. They offer extreme flexibility to help businesses respond quickly to shifting marketplace opportunities and evolving business requirements.

Inside IBM Customer Experience Suite

Enrich and extend customer relationships, enhance self-care, and drive greater satisfaction and loyalty for your valued customers with consistently outstanding web experiences. IBM Customer Experience Suite brings together critical capabilities:

- *Create and manage engaging content* that helps increase the efficiency and accuracy of website deployments by placing rich content creation in the hands of content experts who can deliver outstanding experiences across multiple channels.
- *Personalize the web experience* through relevant and highly targeted, dynamic content delivery that can be based on real-time analytic features tracking things such as clicks, browser, device, identity, location and time of day.
- *Streamline brand web presence* by extending your brand marketing through content with syndication that has been optimized for a wide variety of devices and channels, such as popular smartphones and other mobile devices, social networks, email campaigns, kiosks, and more

- *Drive engagement* by fostering online communities, creating conversations to gain insights and drive brand loyalty.
- *Help control costs and protect investments* through support of an open-standards software approach and deep integration capabilities.
- *Drive brand loyalty* by making it easier for customers to interact with your business, wherever they are, and creating a consistent experience.
- *Encourage community involvement* through capabilities that dissolve the barriers to communication between staff, customers and individuals who share interests.
- *Integrate disparate systems into a cohesive whole* by linking web experiences with back-office applications, cloud-based services and social sites.

IBM Customer Experience Suite can bring it all together

The rich capabilities of IBM Customer Experience Suite give you the ability to more consistently delight customers through a differentiated web experience that takes full advantage of the following capabilities:

- Web content management
- Rich social and real-time communication
- Search
- Analytics integration support
- Personalization
- Rich media management
- Mobile device support
- Comprehensive integration capability
- Forms creation with built-in workflow

IBM Customer Experience Suite can leverage your existing IT investments and web assets, further extending their value. It features out-of-the-box connectors and RESTful services that can facilitate seamless integration with your current enterprise and desktop applications, commerce solutions, web and cloud-based services, widgets and portlets, data analytics solutions, and more.

Anticipate and prepare

In a dynamic marketplace, it is not enough to merely respond to opportunities or threats. You've got to anticipate what's coming, recognize trends and understand more, faster. That makes the suite's ability to leverage rich analytics capabilities particularly valuable for today's marketplace.

Case study: Royal Bank of Canada (RBC)

The need:
Canada's largest bank serves nearly 18 million clients through offices in Canada, the United States and 50 other countries. It sought a new online experience to deepen client relationships, grow product revenue through the online channel, improve self-service and reduce fulfillment costs. The bank needed to improve the speed of deployment for new business services and capabilities while integrating and leveraging the existing back-end online infrastructure.

The solution:
RBC engaged with IBM to implement and deliver a rich and engaging online customer experience featuring sophisticated advice and self-help capabilities.

The results:
The new online experience helped RBC move to first place in Global Finance magazine's ranking of the 2011 Best Consumer Internet Banks in North America.[1] At the same time, the volume of RBC's online self-service transactions increased by 100 percent, as customers could find what they needed online without call center support.

Out-of-the-box integration with many leading web analytics providers enables the suite to deliver rich insights into how users are experiencing your web offerings. Run A/B tests to help determine content variations and multivariate tests to understand the effectiveness and appeal of various pages or sections of a website. Sophisticated personalization capabilities complement the analytics support, allowing quick adaptation of strategies and tactics according to the preferences, behaviors, location, purchases, device and sentiments of each visitor. The rich toolset of IBM Customer Experience Suite makes it easier to recognize and track which of your web investments are the most profitable and which most effectively improve conversion rates and drive higher user engagement.

The next generation of work—IBM Intranet Experience Suite

IBM Intranet Experience Suite enables new ways of integrating social software and innovative intranet technologies with enriched web experiences to extend a more efficient and collaborative working experience to employees. It enables the creation of tailored user experiences that can help key decision makers and stakeholders across the enterprise find more-complete information, faster and more easily. Drive productivity by tapping into previously undiscovered expertise within the organization. Empower workers to collaborate more effectively—in the office, on the road, or anywhere work takes them—through social business tools that enable better outcomes.

IBM Intranet Experience Suite

The rich capabilities of IBM Intranet Experience Suite can provide significant benefits for today's enterprises:

- Increase employee satisfaction by enhancing the ability to locate and use information quickly
- Automate and execute business processes faster
- Enhance collaboration and knowledge sharing by nurturing internal business communities with social tools that span multiple platforms
- Leverage native mobile capabilities for improved productivity and user satisfaction

IBM Intranet Experience Suite delivers rich capabilities for the way work gets done today:

- *Provide a seamless, consistently appealing intranet experience* that spans multiple channels and styles of working
- *Improve productivity with dynamically adapted content* based on user roles, job requirements, and relationships
- *Simplify the creation and management of rich user content* through highly flexible, integrated development and deployment tools and support
- *Build and leverage relationships with and between knowledge workers* by making it easy for employees and partners to share ideas, connecting employees to experts and bridging organizational silos
- *Empower today's mobile workers* with intranet technologies for tablets, smartphones and other digital devices
- *Help control costs and protect investments* with standards-based technologies that can leverage existing investments
- *Optimize enterprise infrastructure* through a combined solution that leverages web experiences, social tools, back-office applications, and cloud-based services

IBM WebSphere Portal 8.0 software

Deliver engaging web content and applications with core portal services that aggregate applications and content as role-based applications for rich and personalized multichannel web experiences. Thrill users with engaging web content and applications that present an integrated, differentiated web experience for each user. IBM® WebSphere® Portal, Version 8.0 software supports workflows, content management, social services and mobile web delivery. It is based on open industry standards and offers simplified usability and administration and cost-effective scalability. These capabilities provide an exceptional web experience to help you become a social business.

Case study: Omron

The need:
As a global manufacturer with more than 200 locations worldwide and over 200,000 products, Omron needed to improve knowledge management and collaboration through sharing of its technical, application and business knowledge. It also sought to improve operational synergies and unlock efficiencies in business process areas.

The solution:
Omron implemented the IBM web experience software including IBM WebSphere Portal and IBM Connections software, which enabled it to create a contextual social intranet.

The results:
Knowledge sharing has been enhanced dramatically, as workers now have immediate access to comprehensive product information, internal and external company news, and a broad array of marketing materials—and the experts within the company associated with each.

With IBM WebSphere Portal 8.0 software, you can:

- **Deliver exceptional web experiences, virtually everywhere**, whether engaging with customers, business partners or employees
- **Extend your reach** by delivering exceptional multichannel web experiences to employees and customers on their device of choice—desktop, smartphone or tablet
- **Enable social communication, in context**, by infusing social communication within the context of personalized content and applications, where and when it can most influence communication and productivity
- **Extend your business assets** by creating and deploying custom-branded, marketplace-driven solutions comprising existing and new business assets that can be repurposed and reused as needed
- **Run your business efficiently** using IBM WebSphere software that enables enterprise-class applications, processes and transactions to reside on a proven, highly reliable, scalable and high-performance foundation.
- **Grow as you go** with ready-to-use, business-specific capabilities that help cut time to value and allow you to pursue new marketplace opportunities while reducing the cost of deploying portals

IBM WebSphere Portal 8.0 software offers even greater functionality and flexibility with rich new features:

- *Managed pages* can simplify creation and management of portal and web content pages using a new integrated toolbar. Draft and approval processes include workflow, version control and syndication for robust, integrated web site management.
- An *optimized, modular framework* offers greater control over web site design, staging and production.
- The *IBM WebSphere Portal Mobile Experience theme* can easily extend web content to smartphones, including mobile web page look and feel, page and content navigation, and mobile web interaction patterns such as swipe, carousel, accordion and swap using Cascading Style Sheets (CSS) 3 and HTML5.
- *IBM WebSphere Community page support* helps simplify the scope and placement of IBM Connections services in appropriate context.
- *OpenID authentication* enables portal users to authenticate with public social network credentials, such as a Facebook ID, extending web presences to new social channel audiences.
- *New web analytics page overlays* can deliver in-place, real-time web page and channel delivery analysis. Tag pages, portlets or web content and measure results through campaign and custom tags for greater insight into web content value and user and channel interactions.
- *Blog, article and wiki capabilities* are delivered through business-ready content templates.
- *Enhanced IBM Web Content Manager templates* feature simple point-and-click creation of dozens of rich social web experiences.
- *Support for the Content Management Interoperability Services (CMIS) standard*, through IBM Web Content Manager and IBM Web Experience Factory, supports easy integration with enterprise content management and other systems.
- *IBM Installation Manager support* streamlines install, uninstall, modify and update processes.
- *Granular search index algorithms* help optimize search results.
- The *new administrator configuration wizard*, is designed to save time and effort.
- *Simplified migration from IBM WebSphere Portal, Version 6.1.5 or 7* software is managed as an in-place software upgrade.

IBM Web Content Manager 8.0 software

Delight customers with personalized web experiences based on their behaviors, roles, language, devices, location and preferences. Keep content fresh and relevant, and extend your reach through simple syndication across multiple channels and social media, with dynamic content, rating, tagging, commenting and other interactive features. IBM Web Content Manager can help drive higher conversion rates, improve customer loyalty and increase user engagement.

- *Speeds time to market*
  - Powerful content creation and management tools can enable line-of-business professionals and content owners—without IT involvement—to quickly create and manage rich web content.
  - Leverage an extensive catalog of prebuilt, high-value content templates for microsite and web page creation.
  - Create, approve, version, publish and syndicate web content through an intuitive, dynamic, contextually aware toolbar and built-in project management features.
  - Flexible workflows help ensure that the content lifecycle follows desired business processes and approvals before going live.
- *Enhances user engagement*
  - Built-in personalization tools enable the creation of tailored web experiences that address user needs, behaviors, role, language, device, location and preferences.
  - Social features drive higher user satisfaction through easy-to-deploy blogs and wikis that invite users to participate in the conversation.
  - Real-time chat features improve customer service requests.
  - Content rating and tagging help you keep relevant content in front of users and measure and share content popularity.

- *Optimizes the web experience through real-time analytics*
  - Embedded web analytics can deliver real-time insight at a glance.
  - Recognize trends and predict behaviors from directly within the context of the web experience.
- *Delivers consistent multichannel experiences*
  - Present unified messages, offers and content across multiple online channels.
  - More easily syndicate content to social channels, such as Facebook, Twitter, LinkedIn and IBM Connections, and then track the effectiveness of that content.
  - Improve the mobile experience through mobile themes that match the mobile device form factor and support customer interaction and navigation patterns.
- *Manages complex enterprise requirements*
  - Integrate the solution with existing CMIS and enterprise content management (ECM) repositories, such as IBM FileNet® Content Manager software and other IBM content management products, as well as Microsoft SharePoint and IBM Lotus® Quickr® software.
  - Help lower project costs and speed time to value through tight integration with IBM WebSphere Portal software.
  - More easily integrate content created in third-party content management systems.
  - Take advantage of multilingual support, advanced caching, clustering and easier scalability.

IBM Web Experience Factory 8.0

This leading portlet server makes it easier to create, customize, deploy and maintain multichannel portlets, widgets and web applications for desktop browsers, tablets and smartphones. IBM Web Experience Factory is designed to enable developers to easily leverage their company's core assets and automatically assemble them into custom, high-value portlets. These dynamic, robust Java Platform, Enterprise Edition (Java EE) applications can react automatically to change, supporting a consistent brand experience independent of the device being used. The portlets can be further modified by business users in real time to address changing business requirements—without coding, duplicating or versioning of assets. That can dramatically simplify development, deployment and change management processes; save time and money; and free developers to focus on more important work.

IBM Web Experience Factory 8.0 offers significant benefits:

- Accelerates portal deployment to support faster time to revenue and reduced development costs
- Extends portlet creation to a broader development community, helping enable developers of varying skill levels to build complex, multipage portlets without coding
- Leverages existing enterprise applications and IT assets (e.g., IBM Lotus Domino®, SAP, PeopleSoft, Siebel, web services and data capabilities) to quickly create composite, high-value portlets

- Simplifies portlet creation through feature-rich Web 2.0 user interfaces, including drag and drop, in-line editing, tooltips, directory search, contextual menu, and intelligent page refreshing
- Automates frequently occurring development tasks, design patterns and company-specific business processes as reusable components for developers, with enforced application architecture and development best practices
- Supports deployment to IBM WebSphere Application Server software from a single code base
- Helps reduce bandwidth requirements and improve responsiveness for mobile applications
- Simplifies development of solutions that integrate CMIS content, including CMIS standard data stores such as IBM FileNet Content Manager and Microsoft SharePoint software

IBM Forms 8.0 software

Automate forms-based business processes for improved efficiency, more responsive customer service and shortened time to value. IBM Forms is a unified, integrated package that enables line-of-business and IT users to collect data and automate processes via agile web applications as well as through classic document-based forms applications. The new Forms Experience Builder capability enables nontechnical users to create and distribute customized surveys, feedback forms, order forms and more—without IT involvement.

- *Helps control costs*
  - Improves efficiency and shortens time to revenue by automating paper-based processes
  - Cuts costs by eliminating printing, distribution, processing and storage of paper
  - Lessens environmental impact through use of electronic forms
  - Reduces transaction times and error rates
  - Produces auditable, industry-compliant records formats
  - Improves productivity through virtually anytime, anywhere access of forms-based applications on Apple iOS and Android operating system-based devices
  - Offers dramatic performance improvements and scalability for data-centric solutions
- *Simplifies creation of web-based data collection applications*
  - Enables users to build and deploy web applications based on HTML, JavaScript and CSS languages
  - Implements lightweight routing for approvals and notifications
  - Integrates relational data repository and lightweight reporting
- *Streamlines process automation*
  - Provides customers, suppliers and partners with access to key business processes and applications through built-in workflows
  - Shares information automatically with the appropriate people, systems and applications in your business from a single electronic form

- *Integrates with many existing systems*
  - Integrates with many enterprise information systems, such as IBM WebSphere Portal, IBM WebSphere Process Server and IBM FileNet P8 software and other products from IBM and third-party providers
  - Invokes and integrates via REST application programming interface (API)
  - Creates forms-based applications in 28 languages on a broad range of platforms and operating systems
- *Delivers a security-rich, scalable environment*
  - Embeds standards-based digital signatures to support audits and compliance efforts
  - Supports advanced scalability and performance by running IBM Forms Server software on a 64-bit operating system or on the Linux operating system for IBM System z® platforms

IBM Connections and IBM Sametime software

IBM Connections social software for business facilitates simple, seamless access to your professional network, including colleagues, customers and partners. New capabilities include moderation, ideation blogs and media gallery, providing you better ways to connect with additional networks of engaged, active participants and to work more agilely and transparently to drive business value.

IBM Sametime® unified communications and collaboration software makes it easier to locate expertise, chat, share files, and collaborate with colleagues and business partners through enterprise instant messaging.

Together, these flexible offerings can help your organization become a more effective social business. In addition, you can more seamlessly access people and information in your IBM Lotus Notes®, IBM Lotus Quickr, IBM Rational® Team Concert™, IBM FileNet Content Manager and IBM Content Manager software. Benefits can include:

- *Respond more quickly to the changing marketplace*
Give teams the ability to get the answers they need from across the organization, from business partners and from customers, even while on the go.

- *Streamline business processes*
Obtain approvals and answer customer questions faster with standards-based, Web 2.0 tools that enable software vendors and enterprise developers to create communications-enabled business processes.

- *Nurture talent communities*
Build a collaborative culture across teams, wherever they are located—around the world or in the same building. Keep employees happier through better work-life balance by extending the ability to work virtually anywhere while managing efficiency.

- *Improve decision making*
Be more confident knowing that decisions were vetted by experts across the organization.

- *Encourage innovation*
Develop products and services using the expertise of communities of employees, partners and customers.

- *Build and sustain competitive advantage*
Leverage innovation from across your value chain and build stronger relationships inside and outside of the organization.

For more information

To learn more about the IBM Customer Experience Suite or IBM Intranet Experience Suite, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: **ibm.com**/software/collaboration/webexperience

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: **ibm.com**/financing

[1] "World's Best Internet Banks 2011," Global Finance, November 4, 2011; http://www.gfmag.com/tools/best-banks/11485-worlds-best-internet-banks-2011.html#axzz1xEPj3C00

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