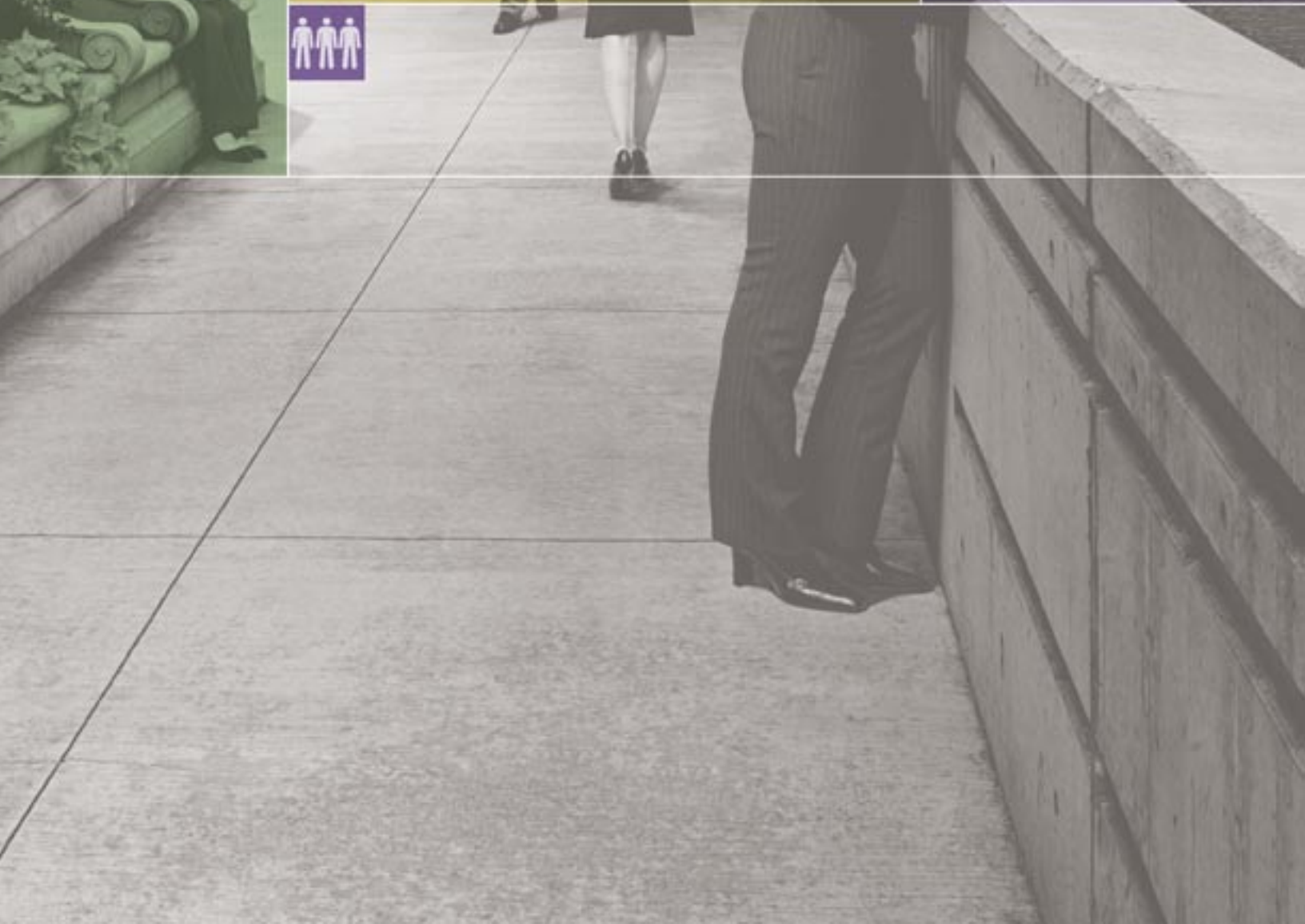


WebSphere® software



**People Integration from IBM.
Connecting people, innovating interactions.**



Providing integrated interaction to applications, processes and information – anytime, anywhere.

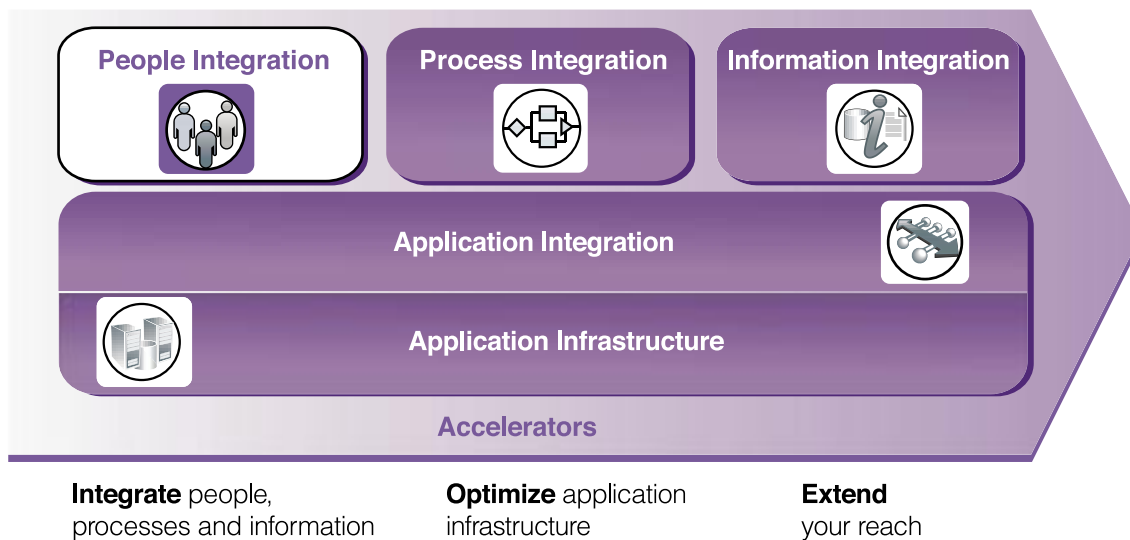
The most common challenge echoed by CEOs today is the need to better respond to changing market conditions and other forces that drive business in order to achieve revenue growth. To survive and thrive, you need to improve responsiveness and agility. Yet, according to a recent survey, only 10 percent of CEOs believe their organizations have the ability to be very responsive to market conditions.¹

Becoming a more responsive, on demand business means establishing real-time response capabilities. Or, to put it another way, your business must be time sensitive. Implementing such real-time capabilities can reduce time to information, which benefits both you and your customers. That means the real key to success is defined by ensuring anytime, anywhere secure access to critical business information needed by your employees, partners and clients in order for them to make better, quicker business decisions and take action on those decisions. This, in turn, effectively increases your employee productivity as well as your customer service and satisfaction, while reducing your overall costs.

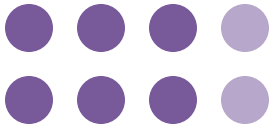
This transition to an on demand business can be powered by IT — enabling the people interacting with your company to access information, applications and processes whenever and wherever they need them. To do this, you need to base your systems, processes and information on a common yet flexible infrastructure that can personalize, dynamically and reliably enable and extend secure access.

Provide better access to information with WebSphere

IBM WebSphere® software enables on demand flexibility through integration and infrastructure capabilities. These capabilities help you integrate people, processes, information and applications, create a better application infrastructure and use pre-built capabilities to reach customers and employees in new ways. Streamlining business processes through these channels can help your company innovate interactions, improve flexibility and achieve operational excellence.



People Integration capabilities from IBM utilize WebSphere software to help innovate interactions between people, processes and information. It's part of a complete set of WebSphere IT offerings designed to maximize both flexibility and responsiveness.



Most CEOs expect to transform their enterprises to become more responsive, particularly to customer demand, within the next five years.

– IBM's Global CEO Survey, February 2004 ¹

Within these WebSphere offerings are a set of people integration capabilities. These capabilities help extend business processes to people, process and applications by leveraging portal, mobile and voice solutions. Optimizing these channels of communication allows customers and employees to interact on demand with your company's critical information, applications and business processes.

People integration capabilities from IBM are ideal for companies that want to:

- Make systems and applications automated and easier to use for employees, partners and customers.
- Offer an employee, partner or customer who is mobile a higher level of productivity, increasing the efficiency of access, interaction and reach of these mobile sales, field service or professional workers.
- Lower the costs of developing, deploying, integrating and maintaining Web, mobile or voice applications.
- Use a solution that is built on open standards so that there's no lock into proprietary solutions in the future.
- Transform and integrate customer-facing processes like call centers with other customer-facing processes and the rest of the IT environment.

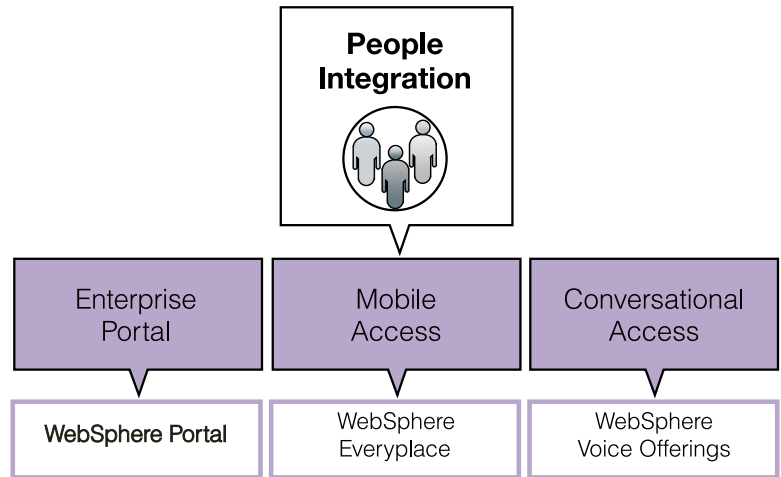
IBM WebSphere's people integration capabilities can help you create a single, integrated and secure access point to multiple processes and applications. There are three areas in which people integration is necessary for on demand success. You can create a portal to integrate multiple applications and information sources into a single view. You can also securely extend the reach of your applications to mobile users, allowing employees and customers mobile or voice access to the information they need. Finally, you can utilize simple-voice interfaces such as traditional phones to automate routine call center functions, which can improve customer experience and convenience as well as integrate the multi-channel customer-facing processes with these automated call centers.

Develop an integrated enterprise portal

Business applications deliver limited value if they are being accessed and delivered independently. Without an underlying architecture or strategy for integrating applications, they become “pieced together.” When this happens, the burden falls on the end-users — customers, suppliers, partners and employees — to sift through all of the information to find only what they are looking for. This haphazard integration results in haphazard usability and very little value to the end user. It can also create redundancy and drive low productivity.

An enterprise portal can address these issues by integrating processes and applications into a personalized role-based environment, greatly improving productivity for external and internal users. IBM WebSphere Portal is the foundation for this solution set. Unlike other industry portals, it enables an open infrastructure, supporting personalized integration of all vendor applications, systems and information. It can also integrate existing applications including SAP, Oracle, Microsoft® and IBM Lotus® software, as well as newly implemented systems.

Financial organization Fifth Third Bank used WebSphere’s enterprise portal solution to address its integration needs. The organization needed to support all of its diverse business units and resources with “mix and match” business functions, providing capabilities ranging from connectivity to interfacing. It used WebSphere Portal along with WebSphere Application Server, which resulted in a high reuse of skills without requiring additional training, support or downtime. It also helped employees deploy and manage processes more easily, reducing risk, cost and time-to-market while providing a single, familiar interface for customers.



IBM’s people integration capabilities help extend critical information, applications and business processes through portal, mobile and voice solutions.

Enable security-rich mobile access

People integration can provide valuable end-to-end secure mobile application integration and services on the WebSphere platform. This capability can extend your enterprise-based applications and business processes to a variety of wireless handheld devices carried by your company’s field service employees or mobile sales force. It allows field service employees to access work orders, dispatching information and route plans while providing form completion and alerts. This reduces cost through increased worker productivity, better inventory control and reduced paperwork.

Additional benefits for your sales force include increased sales call opportunities and productivity and reduced travel and phone expenses. Sales force automation can allow customers to securely extend applications such as HR, calendars, addresses, order entry, order status, credit and inventory checking and account inquiry to on-the-road salespeople. Customers can achieve further productivity improvements by securely accessing e-mail, calendars, contacts and tasks and by collaborating with peers anywhere, anytime through WebSphere Everyplace Access and WebSphere Everyplace Connection Manager.

Pfizer Finland used IBM's security-rich mobile access to give its more than 100 sales representatives the tools they need while on the move — so they can reduce reporting time, increase productivity and generate better leads. During sales visits, Pfizer's sales representatives rarely have more than ten minutes to convince physicians that their products provide the best treatment. They must also take careful notes of their encounter to better understand how to market to that doctor and potentially others in the same office.

The company chose Nokia 9500 Communicators to run its IBM-developed Customer Relationship Management (CRM) over the IBM WebSphere backbone. The solution included WebSphere Everyplace Connection Manager software, which allows an enterprise to affordably extend its existing applications to mobile workers. It offers seamless cross-network roaming, network choice, high security and automatic bandwidth optimization. WebSphere Everyplace Access software — IBM's integrated mobile application platform — was used to seamlessly connect Pfizer Finland's multiple applications, email and data. And IBM Lotus Sametime[®] software extended instant messaging capabilities to the sales force.

Pfizer Finland's sales representatives can now simultaneously run multiple applications to communicate with headquarters and other sales representatives while on the road. They can also complete their reporting in the field in real time. This slashes reporting time and makes the sales force more productive.



“Field service organizations that have provided mobilization technology to field personnel for at least two years outperform those that have not by a margin of two to one.”

– Mark Vigoroso, analyst, Aberdeen Group²

Improve voice access

Your call center is the heart of your customer service and your company's front door — and a key area that can cost your business valuable time and money if not integrated efficiently. People integration capabilities from IBM WebSphere enable automated voice access to call centers, delivering a differentiating customer service experience while improving operational effectiveness and creating new channels of revenue generation.

IBM and its award-winning WebSphere Voice family of products brings to market more than 30 years of experience, more than 250 speech patents and more than 1,000 consultants dedicated to transforming your business by transforming your call center.

This product portfolio provides robust capabilities connected in an open, flexible manner that is:

- Modular, built on open standards.
- Functionally rich and able to adopt incrementally.
- Simple to develop, deploy and manage.
- Integrated, with role-based tools for development and administration.

Voice access can also improve interaction with business applications through any phone, which allows customers, employees, suppliers and partners on demand access to the enterprise. This capability is helping residential real estate agents work on closing new business without returning to the office.

Based on IBM WebSphere Voice Server technology, anytimeMLS uses a voice interface to request and retrieve information via mobile phone. With the technology, real estate agents can deliver time sensitive market information when out in the field with a client, which can ultimately increase annual property sales.

The technology is being utilized by companies like Newport Wireless, based in Irving, California, that uses it to help develop, market and host mobile information for both real estate enterprises and

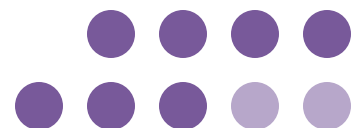


telecommunication carriers.

Learn more

IBM helps your company become more flexible and responsive by having the best products in the industry with the most comprehensive range of capabilities at the lowest cost of ownership. IBM and its Business Partners have the expertise and capabilities to provide integrated access to information whenever and wherever your users need it — bringing you closer to creating an on demand business environment.

To learn more about IBM's people integration capabilities, visit ibm.com/websphere/portal and ibm.com/websphere/integratepeople





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- 1 IBM Global CEO Survey, February 2004.
- 2 Mobile Pipeline News, "Field Service Strengthened By Mobile Access, Study Claims," *Mobile Pipeline*, October 5, 2004.