Creating a Smarter Web Experience with IBM Portal, Collaboration and Social Software solutions

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Connect and engage. The time for social business is now!

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IBM Web Experience Evolution

- **Internal Enterprise Application, Information & Content Sprawl**
  - B2E

- **Business Web Emergence**
  - B2E / B2B
  - Personalization
  - Collaboration
  - Scalability

- **Internet / Web Self-Service**

- **Optimizing Web Experience**
  - Rapid Portlet Development
  - Electronic Forms
  - Drag & Drop
  - Analytics Integration

- **Web / User Proliferation**
  - B2-All
  - Out-of-Box Web Experience
  - Industry Templates

- **Composite Web Application Foundation**
  - Integration

- **Web Content Management**
  - Virtual Portals

- **Web 2.0**
  - Mobile
  - Mashups
  - Cloud & Virtualization

- **Performance / Scalability / Reliability Enhancements**
Social Business is the Next Evolution...
Exceptional Web Experiences 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 & Employees Into Advocates:**
Ensure A Reliable, Secure Experience

Engaging

Relevant

Trustworthy

Portable
Systems of Record & Systems of Engagement

Systems of Record create **efficiency**
- Impossible to do global commerce without them
- Focus on cost, quality, and contractual commitments

Systems of Engagement create **effectiveness**
- Address the complexities of global business relationships
- Create compelling consumer interactions on line

Correct architecture
- SOEs operating **on top of and in touch with** SORs
- This is where the evolution in infrastructure comes in

Geoffrey Moore, TCG Advisors
*A Sea Change in Enterprise IT*
February, 2011
For Systems of Engagement, Focus on Moments of Engagement

1. Every strategy is made or broken during a handful of moments of engagement—what are yours?

2. Who represents your enterprise in these moments, and what have you done to empower those people specifically?

3. What Systems of Engagement would make them more powerful, and how quickly can you get them into their hands?
Exceptional Web Experiences
Engaging across all web experiences – customer, partners, employees and more
Products released in last 12 months

IBM Customer Experience Suite
Portal & WCM version 7
Web Experience Factory v 7
Mobile Portal Accelerator v 7
Forms v 4 with Workflow
Virtual and cloud deployment strategies
Horizontal and vertical templates
Mashup Center v 3
Key Investment Areas for Web Experience

- Content
- Social
- Analytics
- Mobile

Integration
Key Investment Areas for Web Experience

Emphasis on business results

2% increase in customer retention has the same effect on profits as cutting costs by 10%
5% reduction in customer defection rate can increase profits by 25-125%

Acquiring new customers can cost 5x more than satisfying and retaining current customers
Key Investment Areas for Web Experience

Content  Social  Analytics  Mobile

Integration
Web Content Template Catalog V3
20+ Templates to Speed the Time to get a Site Going- in 30 seconds!

- Complete set of templates – content, page, site – makes initial web site development a snap
- Prescriptive approach makes it easy to 'get it right'
- Instrumented for Analytics
- Ready for SEO
- Drag & Drop of content

Available Now on Portal Business Solutions Catalog!
Business user driven data capture
Seamlessly integrated into web experience

Benefits
- Business agility to capture data for new initiatives and services w/o waiting for IT to deploy
- Enterprise grade scalability and performance that's trusted by IT
- Simple reporting and export to spreadsheet
- Mobile-ready – target browsers and smartphone browsers
Key Investment Areas for Web Experience

Content | Social | Analytics | Mobile

Integration
IBM Social Portal Strategy
Flexible Approaches for Using WebSphere Portal and IBM Connections Together
Community Pages

Infusing social communities in Portal

• Consistent User Experience
  - Common page navigation, look and feel between IBM Portal pages and Connections

• In Context
  - Scope and associate Connections with relevant web content or portal page

• Targeted Social Content
  - Display the appropriate social content to the right users

• Extensible
  - Customize portlets with Web Experience Factory

Ability to deliver context-sensitive content from Connections, business applications or processes (customer portlets), WCM or other content based on a specific community (such as the Retirement Planning Community)
New Community-Aware Portlets Coming Soon!

Blogs Summary:

- Recent Blogs
- Sort by:
- Recommend

Member Summary:

- Members
- Sort by:
- Name

Forums – Summary + Detail:

- Discussions
- Follow this Topic
  - 5 replies
  - Last Post Apr 18 2010 by Ray Davies

- New Widgets Catalog
  - Apr 7 2010 | replies (0)

- Anyone need Windows...
  - Apr 7 2010 | replies (0)

- Blog entry, Wiki e...
  - Mar 25 2010 | replies (0)

- Myths concerning L...
  - Feb 27 2010 | replies (5)

And more!
- Integrated Portal/Connections Search
- Profiles
- Activities (Detail)
- Community Overview
- Wiki's
- Tag Cloud
- Bookmarks

The information on the new product is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.
Support for Open ID

Link Social Sites to Your Web Site

Enable Log On From Facebook, Google and more!

- Enable Users to authenticate, register & access shared profile settings using an existing OpenID with Portal

- Provides SSO experience for your site with full control of allowed external services

- Implementation can be either standalone or based on Tivoli Federated Identity Manager (TFIM)

- Available from Solutions Catalog for WebSphere Portal 7.0.0.1

Available Now & in Beta V8
### Key Investment Areas for Web Experience

<table>
<thead>
<tr>
<th>Content</th>
<th>Social</th>
<th>Analytics</th>
<th>Mobile</th>
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**Integration**
Instrumented out of the Box for Web Analytics

- 17 integration points
- Add additional metrics including logging for WCM content
- Post install config enables you to turn on the appropriate scripts within portal pages (themes)
- Scripts for partner analytics products OOTB
- Extensible architecture to integrate with other analytics providers

Available Now
Instrumented for Analytics

- Overlay analytics results from your analytics software directly in context.
- View the effectiveness of a page, portlet, web content or custom application through inline overlays
- Support for flexible new campaign and generic tags that analytics engines can query
- Instrument custom applications with new Web Experience Factory 7.01 web analytics builder (and in RAD).
- Some report enablement in future CTC templates.

Optimize a Web Property for the Greatest Results

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WebSphere Dashboard Framework entitlement

Full entitlement in:

- Portal Extend v 7.0
- Customer Experience Suite v 7.0

- New Version in Q4 2011
  - Focused on building dashboards for Exceptional Web Experiences
  - Based on Web Experience Factory 7.0.1
  - Support for Portal 7.0.x

- Business Intelligence Builders
  - Surface Cognos, Hyperion or Business Objects data in a Portal dashboard

- Build once, deploy where you need Portal, WAS, iPhone, iPad, Android, Blackberry

Available Now

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Integration
Mobile Tiered strategy

CUSTOMER NEED

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

SOLUTION

- IBM Mobile Portal Accelerator

7,500 + Devices

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

- Portal Mobile Webkit Themes
  - Works with your favorite development tools!

- ..rapidly develop & deploy web & hybrid mobile applications that have a native smart phone look and feel

- ..write once, run on many devices - Browsers and Smartphones, Tablets, Kiosks, even Web TV

- Web Experience Factory
  + Portal Mobile Webkit Themes
Mobile Themes
Control look and feel, Site and Portlet Navigation

Sample iPhone theme can be downloaded on Portal Solutions catalog.

Available Now
IBM Web Experience Factory 7.0.1
New Smart Phone Builders & Samples

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

• Sample application using Phonegap to access device features such as camera
• Sample offline form application using HTML 5

Build once, deploy anywhere
Portal, Web App Server, Mobile Device, Kiosk, WebTV
Available Now
Key Investment Areas for Web Experience

Content  | Social  | Analytics  | Mobile

Integration
Flexible integration approaches enable customers to craft a targeted web experience w/ SAP in right context

SAP Portal 7.3 Program

IBM® WebSphere® Portal Integrator for SAP*

IBM® Web Experience Factory

SAP Services
Sharepoint Integration

- Discover SharePoint servers using the new Omnifind crawler now entitled as a feature of Portal 7.0

- Access SharePoint sites and teamrooms through an IBM Portal interface using the new Web Application Bridge, with a simplified configuration process*


- Access SharePoint 2010 documents or services through
  - CMIS interface in IBM Web Content Manager 8.0 beta
  - New CMIS builders in Web Experience Factory 7.0.1

- New sample RAD application showcasing easy SharePoint integration

* Supports SharePoint 2007 today, with 2010 to follow
Unified (Process) Task List Portlets integrated to multiple process engines

- **Launch a task page**
  - The dynamic user interface of WebSphere Portal allows to launch task pages which are specific to a selected task instance.

- **Open an external URL**
  - An external URL could be launch to reuse an existing workflow user interface.

- **Use portlet communication**
  - The task id could be sent to one or more portlets on the same or different portal page (portlet wiring).

- **Development of Human Task User Interfaces with Portlet Factory/Web Experience Factory (Builders) and IBM Forms**

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IBM Business Process Manager (WebSphere Process Server & Lombardi)  
SAP  
FileNet BPM  
Custom Engines  
IBM Case Manager  

**Available Now on Catalog**
Key Investment Areas for Web Experience

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Emphasis on business results
Industry Templates

*Industry templates & components now free on the catalog*

- **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

Healthcare Patient Portal  Government Self Service  Online Banking  Retail Vendor Portal  Insurance Agency Portal

Available Now on the Catalog
NOW for Portal, WCM, Forms
from Zero to Production in Weeks

- Customers get
  - Reusable, customizable Portal, WCM or Forms templates
  - Easily modified to fit most customer use cases
  - Available at NO COST with services
  - Proven services method delivered by trusted partners
- Rapid growth with >125 certified, active partners since 2009
## Time to value progress

*Exponentially faster - from 6.1 to 8.0*

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<th>Optimize</th>
<th>Mobile</th>
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<tbody>
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<td>Instrument for analytics</td>
<td>Create mobile app w/ device rendering</td>
</tr>
<tr>
<td>3 wks</td>
<td>4 wks</td>
<td>4 wks</td>
</tr>
<tr>
<td>2 hrs</td>
<td>30 min</td>
<td>1 hr</td>
</tr>
<tr>
<td>30 clicks</td>
<td>30 clicks</td>
<td>30 clicks</td>
</tr>
<tr>
<td>10 seconds</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Create
- Create page w/ Connections portlets
  - 30 clicks
  - 5 clicks

### Optimize
- Integrate SAP iViews
  - 3 wks
  - 5 clicks
- Integrate Sharepoint 2011 screens
  - 2 wks
  - 5 clicks

### Mobile
- Integrate web application
  - 2 wks
  - 1 hr
Customer Successes - Web Experience

City of Gothenberg  
City of Wroclaw  
Vasaloppet  
Bekins

DAIMLER  
Content  
Social  
Analytics  
Mobile

Integration

Russian State of Voronezh

AEGON  
PHOENIX CONTACT  
AVIVA  
AMP