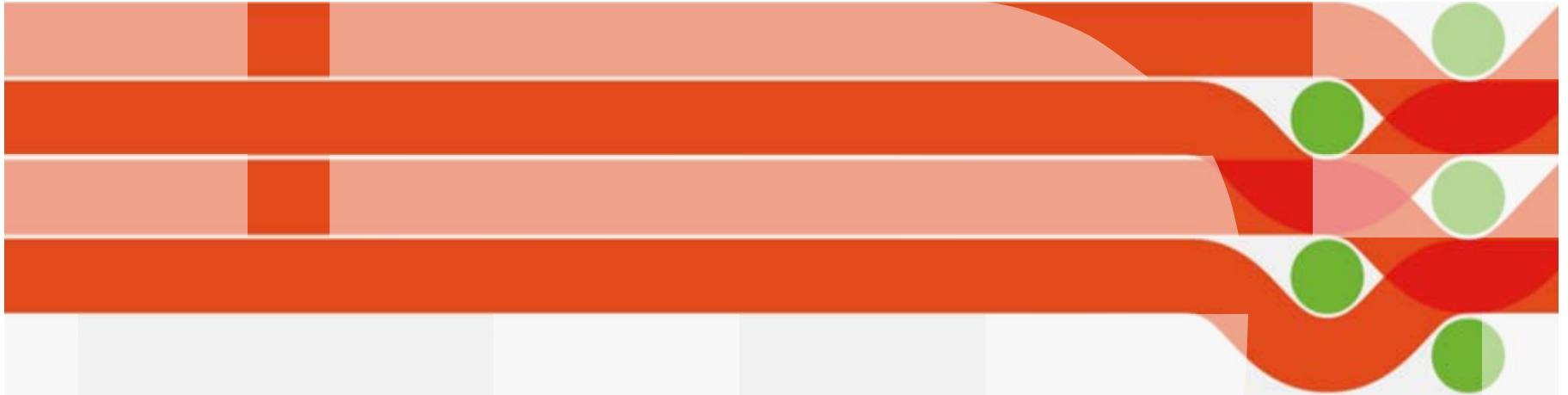


Leading the Transition to Agile, Customer-Focused Web Experiences: **Business Agility in Action**



Agenda

- Exceptional web experiences
- Delivering BPM through Portal
- Customer examples

An Exceptional Web Experience...

Generates strong customer & citizen affinity



Has a wow factor -- memorable, compelling, moments of truth



Is adaptable to changing markets

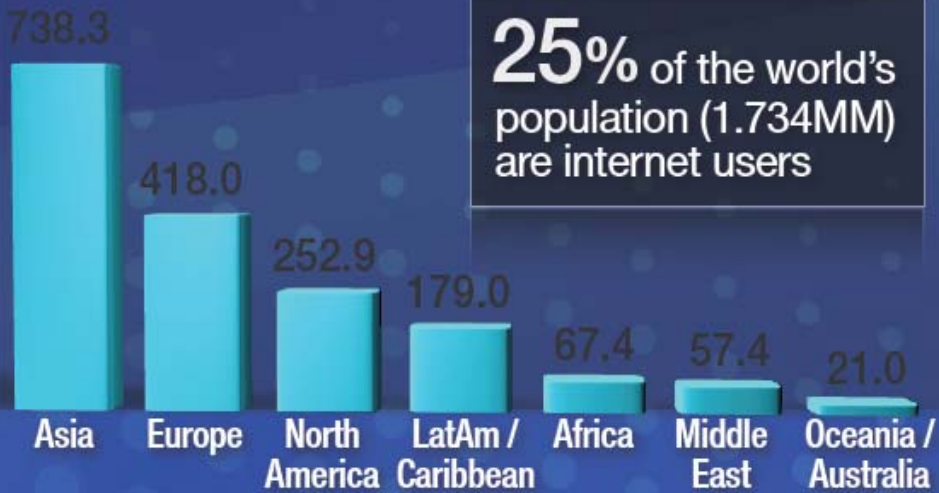


All built on a technology foundation you can trust

Web Use Growing, Shifting

Anywhere, Anytime, Any Way...

Internet Users in the World by Geographic Regions (MM)



Source: Internet World Stats - www.internetworldstats.com/stats.htm
 Estimated Internet users are 1,733,993,741 for September 30, 2009
 Copyright © 2009, Miniwatts Marketing Group

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

52% 77% of US adults use the internet

Source: Pew Internet & American Life Project Tracking surveys (March 2000 – September 2009)

...there are more mobile phones than computers connected to the internet

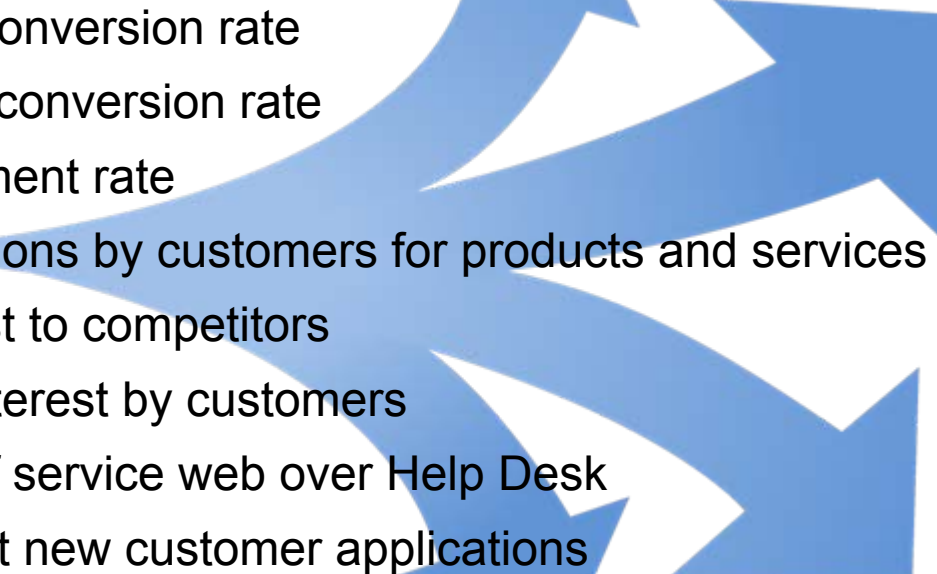
58% of Americans have a mobile phone with Web connectivity

27% of U.S. households are now mobile only

Web visitors using a mobile device increased to 56.9 million in July 2009

Browsing the web was the fastest-growing activity on mobile phones between the 2nd & 3rd quarters of 2009

Exceptional Web Experiences: *Results that can't be ignored*

- **400% higher** visit-to-lead conversion rate
 - **200% higher** visit-to-order conversion rate
 - **41% lower** page abandonment rate
 - **16.6% more** recommendations by customers for products and services
 - **15.8% fewer** customers lost to competitors
 - **14.4% repeat purchase** interest by customers
 - **30% higher rating**** of self service web over Help Desk
 - **75% faster**** time to roll out new customer applications
- 

**IBM customer results.

"Best Practices In User Experience (UX) Design", Forrester Research, Inc., September 2009



Access Business Information

Seamlessly integrate internal & external Applications & Services

Apps

Content

Cloud

Collaboration

Consumer



Role Based Personalized
Contextual Secure
Self Service Dynamic

Portals add personalization, integration, context, roles, agility, community groups, user site creation, etc, to help drive better business outcomes

Introducing...

IBM Project Northstar



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.



IBM Project Northstar

IBM's vision for exceptional Web experiences

- *Multi-year strategy to be the standard for customer-facing Web experiences*
- *Portfolio alignment for simplicity and ease*
- *Guide for organic and inorganic investments*
- *Responsive to technology convergence and advances*



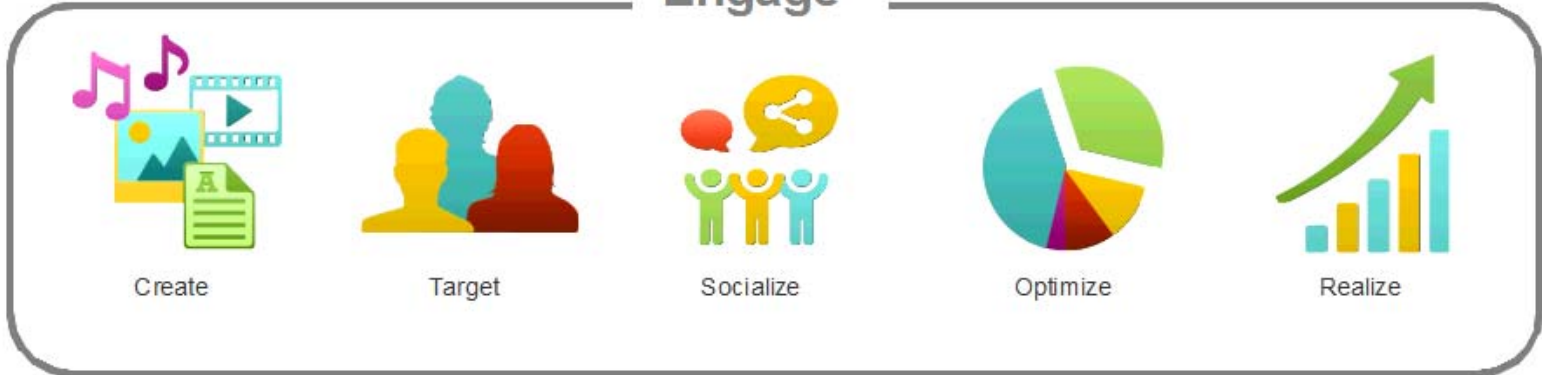
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IBM Project Northstar

Reach



Engage



Integrate



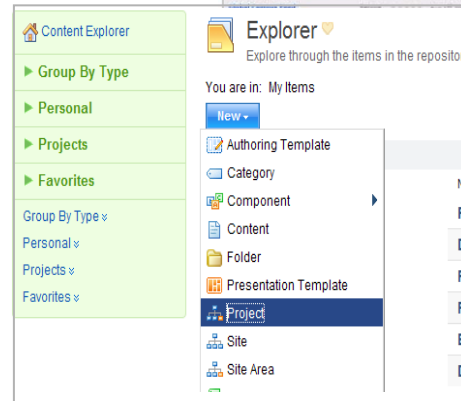
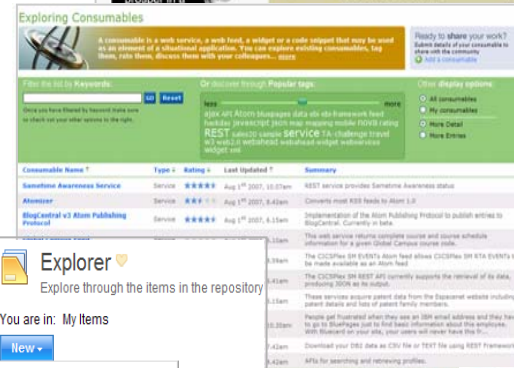
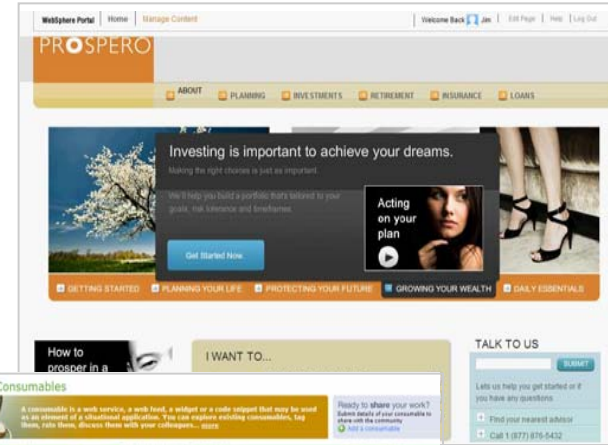
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WebSphere Portal & Lotus Web Content Management V7.0

Exceptional Web Experience Foundation

- **Seamless convergence** of Web Portal & Web content management
- **Socially-Infused Web experiences** with out-of-box Blogs & Wikis, Tagging
- **Community content value measurement** enabled by Ratings
- **Ubiquitous Web experience development** with new IBM Universal Hub Integration capability
- **In-line business user content management** via Rich Editor enhancements & Lotus® Symphony™ integration
- **Enhanced Web analytics support** for greater insight into user behavior
- **Virtualization support** increases deployment/cost-of-ownership flexibility
- **Faster custom Web experience development** with new WebSphere Portlet Factory V7.0

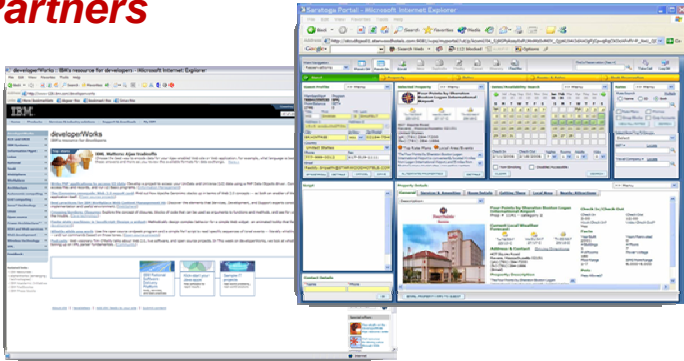


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Partners



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stock quote

Stock Price	: 674.20
Date	: 11 Feb 2009
Time	: -

news highlights

Airtel and mChek announce milestone of One Million users: introduce a broad range of new mCommerce services
January 20, 2009

Bharti Airtel launches Triple Play with Airtel digital TV interactive – Telephone, Broadband and now TV on a single line
January 19, 2009

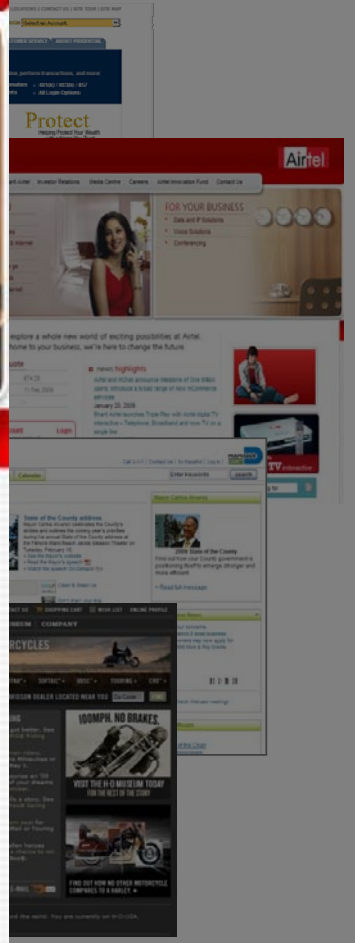
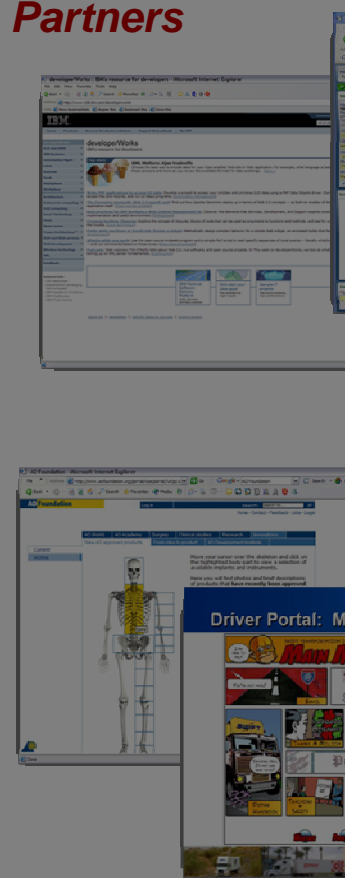
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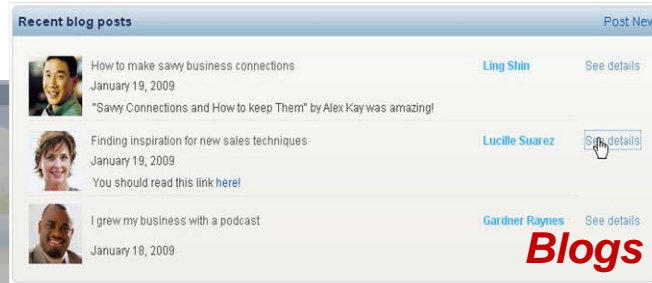
Recharge Prepaid

Pay Bills -select-
Mobile, Fixedline, Broadband

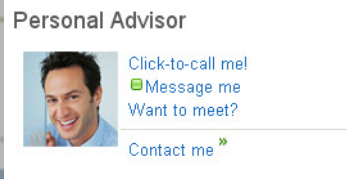
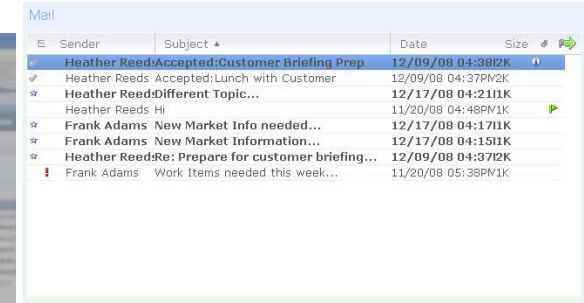


Web 2.0 + Collaboration + Social Tools

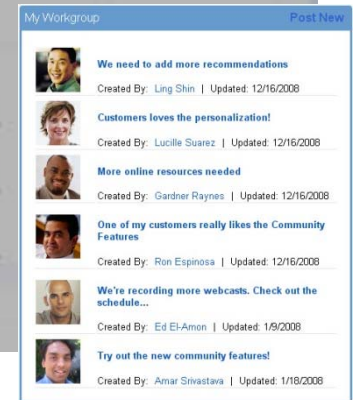
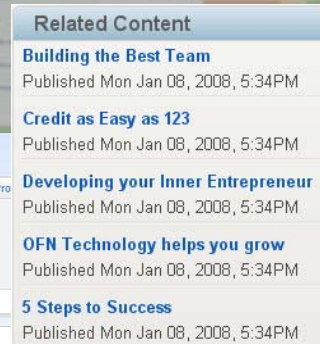
Instant Messaging



Mail



Peers



Education



Video



Experts

Personalised Content

Communities

Know where to start?

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Charles Bounar: Insurance is the most neglected aspect of the average Joe's financial plan. This article focuses on the essential, but often overlooked, basics. [Read the article](#) posted 9 minutes ago



Kelly Hardart: Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. [Read the article](#) posted 21 minutes ago



Charlie Hamilton: Read this article and it saved my hide. Moved my money into Gold Mines fund and made tons of dough. [Read the article](#) posted 35 minutes ago

PRODUCTS

Income Protection

Family ProtectSM Income Protection gives you the peace of mind from knowing that you will still receive regular income if you are injured or too sick to work.

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TOOLS

How much insurance do I really need?

This calculator will let you quickly get a sense of what you need to insure, and for how much. [Read more](#)

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Have you overlooked your most valuable asset?



Savvy Investor Blog, by Charles Bounar

Updated weekly with customer stories and advice for investors with an eye for high-risk opportunities. Find great tips and reviews of updated application opportunities.

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How Much Is Enough?

Tags: [Advice](#), [Article](#), [Insurance](#) Author: [Charles Bounar](#) Created: 19.01.2010 Rating: 20



Insurance is the most neglected aspect of the average Joe's financial plan. Most people don't have enough protection from the financial instability caused by death, injury or serious illness. If something unexpected were to happen to you or your spouse, could your debts be repaid? Where would the family's new source of income come from? Would you, or could you, cash in your assets?

While many people insure their car, home and contents, their most valuable asset is often overlooked. That's right. You. Consider this: A 40-year-old earning \$40,000 per year (increasing 5% per year) will earn \$1,909,000 in total by the time they reach age 85. This makes your ability to earn an income and provide for yourself and your family a valuable asset worth protecting.

You can protect yourself, your earning capacity, and your family from the impact of unforeseen events through a combination of [income protection](#), [Total and Permanent Disablement cover](#), [Trauma cover](#) and of course [Life Insurance](#). Identifying which type of cover you need, the right time to obtain cover and how much is of course the tricky part though.

There are many factors that affect how much cover you need. For instance, to ensure your family is protected if you were to pass away, you may want to have enough cover to allow them to pay off their mortgage and any other outstanding loans, maintain their current lifestyle (without your income) and meet the cost of your children's education.

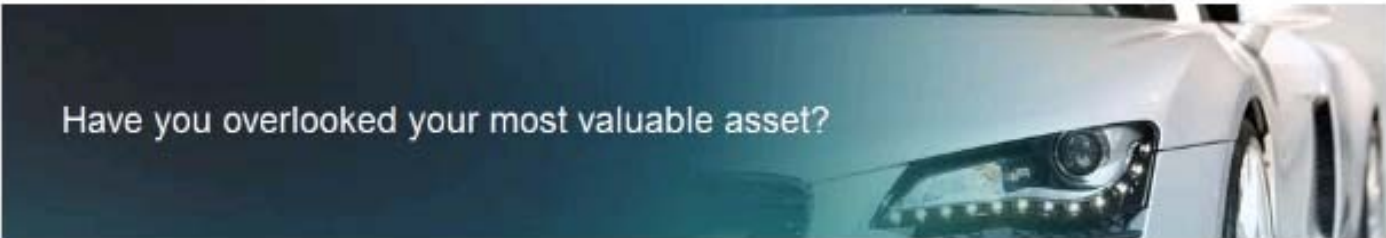
A good way to identify how best to protect yourself and your family, and how much cover you need, is to [talk to a financial planner](#).

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...the average joe's financial plan. Most people don't have enough protection from...
 ...or serious illness. If something unexpected were to happen to you or your...
 ...would the family's new source of income come from? Would you, or could

...and contents, their most valuable asset is often overlooked. That's right.
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- Step 1
- Step 2
- Step 3
- Step 4

Personal Information

Personal Information

Title:	<input type="radio"/> Mr <input type="radio"/> Mrs	Social Security Number:	<input type="text"/>
Last Name:	<input type="text"/>	Your mother's maiden name:	<input type="text"/>
First Name:	<input type="text"/>	E-mail address:	<input type="text"/>
Date of Birth:	<input type="text"/>		

Portfolio Information

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- [INCOME PLUS LS](#)
- [CONSERVATIVE LS](#)
- [LARGE-CAP GROWTH IDX](#)
- [LONG-TERM CORP BOND](#)
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Step 1

Step 2

Step 3

Step 4

Personal Information

Personal Information

Title: Mr. Mrs.

Last Name:

First Name:

Date of Birth:

Call Dan



Your Phone Number:

Dan Misawa, Sr. Financial Advisor

Allow Advisor access to form

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First Name:	<input type="text"/>	E-mail address:	<input type="text"/>
Date of Birth:	<input type="text"/>		

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Dan Misawa
Sr. Financial Advisor

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Title:	<input checked="" type="radio"/> Mr <input type="radio"/> Mrs	Social Security Number:	<input type="text" value="123-45-6789"/>
Last Name:	<input type="text" value="Kay"/>	Your mother's maiden name:	<input type="text" value="Smith"/>
First Name:	<input type="text" value="Alex"/>	E-mail address:	<input type="text" value="akay@gmail.com"/>
Date of Birth:	<input type="text" value="August 6, 1980"/>		

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Transfer Funds

Transfer Amount:

From Account:

Gold City Funds - \$45,103.20

Available Fund

WinterRiver Funds

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Next steps

- Apply for new Mutual Fund >
- Modify your investments >
- How to apply >
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Notifications

3 of 3



Frank Adams

Frank Adams in Chicago, IL:
became the mayor of Portal
Excellence Conference.



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Step 1 Step 2 Step 3 Step 4

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Notifications 3 of 3

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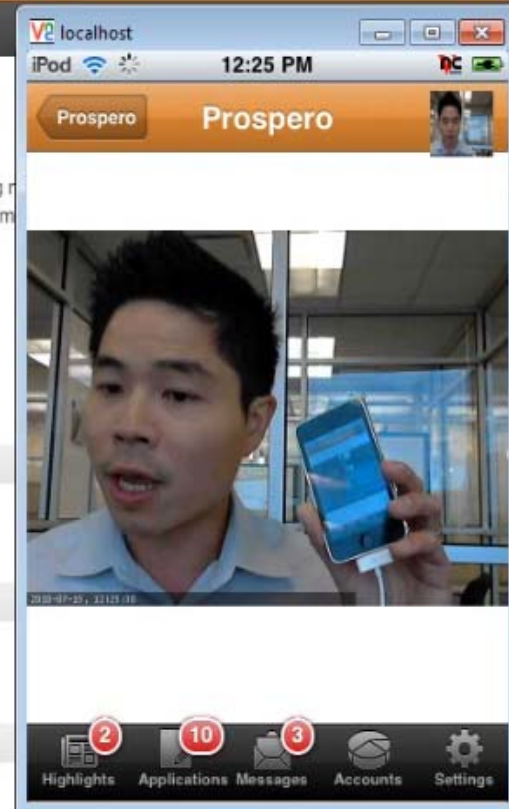
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Step 1 Step 2 Step 3 Step 4

Transfer Funds

Transfer Amount:

From Account:

Gold City Funds - \$45,103.20

Available Fund

WinterRiver Funds

localhost 12:25 PM

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Step 1 Step 2 Step 3 Step 4

Transfer Funds

Transfer Amount:

From Account:

Gold City Funds - \$45,103.20

Available Fund

WinterRiver Funds

localhost
iPod 12:25 PM
Step 1 Step 2 Step 3 Step 4
Transfer Funds
Transfer Amount:
12345
From Account:
Gold City Funds - \$45,103.20
Available Fund
WinterRiver Funds
Previous Next to Fill Done
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ABC space return

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ibmpad.local 12:26 PM AT&T Not Charging

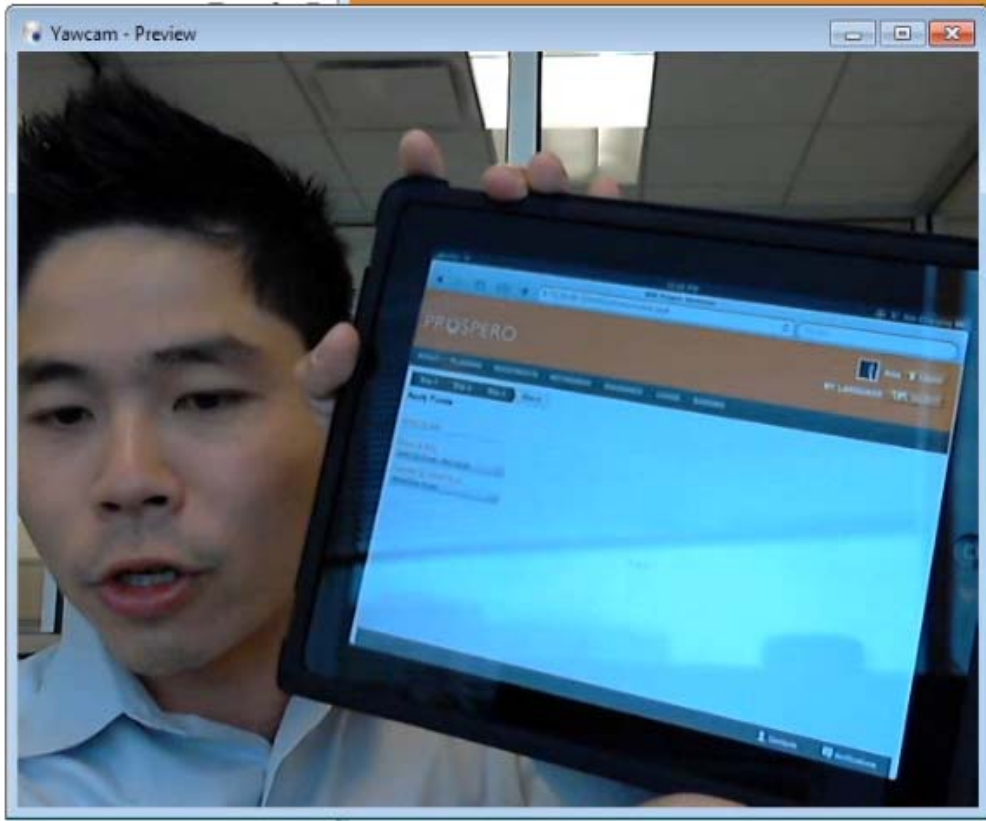
IBM Project Northstar

9.73.26.69:10040/northstar/index.jsp# Google

PROSPERO

Alex Logout

MY LANGUAGE SELECT





Step 1

Transfer Fun

Transfer Amo

From Account

Gold City Fun

Available Fun

WinterRiver F



Step 1 Step 2 Step 3 Step 4

Apply Funds

When to sell

When to Buy

Gold City Funds - \$45,103.20

Transfer to Which fund

WinterRiver Funds

...



When do you want to retire?

It can happen sooner than you think. If you plan it right. Want to retire at 50? How about 40? Or even 30? Prospero can help you decide which plan is right for you... and help you stay retired.

[Retire Now](#)



How to

I WANT TO

TALK TO US



Traffic: Home ×

KPI

Revenue

Page Views

Multi-Channel Report

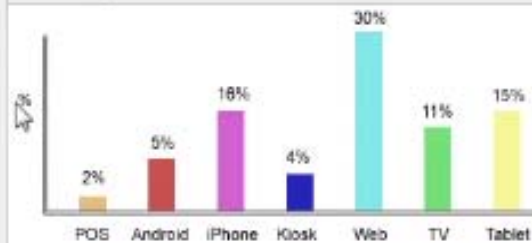
Clickthrough

Multi-Channel Report

[Add](#) [Email](#) [Download](#) [Refresh](#)

Platforms

Last 31 days



Regions

International ▾





Want to retire early?

Prospero will make sure it happens. Retiring early is tricky. However, you can do it, with our help. Our seasoned advisors can help you build a plan. And we can help you stick to the plan. Chat with any of our advisors today to get your free report on retirement as you want to be — educating you along the way.

[Start Getting Early](#)

TALK TO US



Traffic: Home ×

KPI

Revenue

Page Views

Multi-Channel Report

Clickthrough

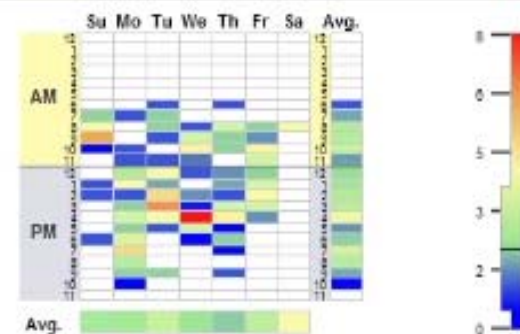
Revenue

[Add](#) [Email](#) [Download](#) [Refresh](#)

Heatmap

4 week average

Total Sessions



Trend

Last 93 days





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How to

I WANT TO

TALK TO US



Traffic: Home x

- KPI
- Revenue
- Page Views
- Multi-Channel Report
- Clickthrough**

Chart: [Show Paths](#) [Show Marketing Spots](#)

Home Page
181,876 sessions, 10%

- Exit**
181,876 sessions, 10%
- Planning**
180,364 sessions, 10%
- Retirement
154,306 sessions, 9%
- Investments
113,398 sessions, 7%
- Loans
112,038 sessions, 7%

- Exit**
181,876 sessions, 10%
- Wealth Management**
180,364 sessions, 10%
- Financial Planning**
154,306 sessions, 9%
- Financial Process**
113,398 sessions, 7%
- Calculators**
112,038 sessions, 7%
- Other pages**



When do you want to retire?

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[View](#) | [Edit](#)

TALK TO US



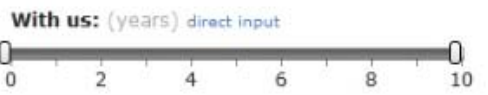
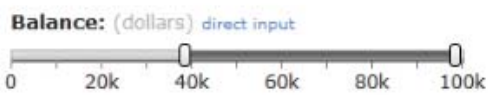
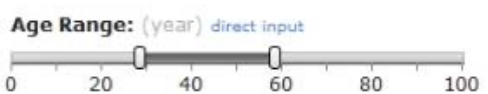
[Save](#) [Preview](#) [Undo](#) [Delete](#)

Customer Segment: Premium Customers

[Save](#)

SAP Attributes [Web Analytics](#) [Facebook Behavior](#) [Twitter Analytics](#)

Ranges: [Add](#) Region: [International](#)



Regions: none selected



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Prospero

www.demolotus.com

Thanks to everyone who made this possible. With the new partnership, being able to consolidate loans and rolling the savings into your retirement is simple.

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Nicole Carrier



Pam Chandor



Chris Crumney

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- [Modify your investments](#) >
- [How to apply](#) >
- [Contact Support](#) >
- [Read the disclosure statement](#) >
- [Have Prospero contact me](#) >
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Become one of the many investors today who are willing to put capital into one of our burge... While these investment schemes tend to be higher risk, many investors are experiencing p... outcomes. [Click here](#) to review last month's statistics in this market.

Step 1 | Step 2 | Step 3 | Step 4

Personal Information

Personal Information

Title: Mr Mrs Social Security Number:

Last Name: Your mother's maiden name:

E-mail address: First Name:

Date of Birth:

Portfolio Information

- [STABLE VALUE](#)
- [INCOME PLUS LS](#)
- [CONSERVATIVE LS](#)
- [LARGE-CAP GROWTH IDX](#)
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StockTwits

The Friends Stream is now live on the new @chartly! <http://stk.ly/d18FKO> \$\$

about 2 hours ago via StockTwits Web

Still some time left to record your Talk Your Book vids on <http://beta.chart.ly> for tonights show! \$\$

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Is the \$VIX a signal of further selling to come? <http://stk.ly/9BpHWQ>

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\$JPM is up a bit after earnings but some StockTwits users are saying there was some weakness underlying. <http://stk.ly/b0GH6W>

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The StockTwits Education stream is already rockin! <http://stk.ly/9nFIDO>. Tag your educational questions/ideas w/ \$STUDY

about 22 hours ago via StockTwits Web

StockTwits

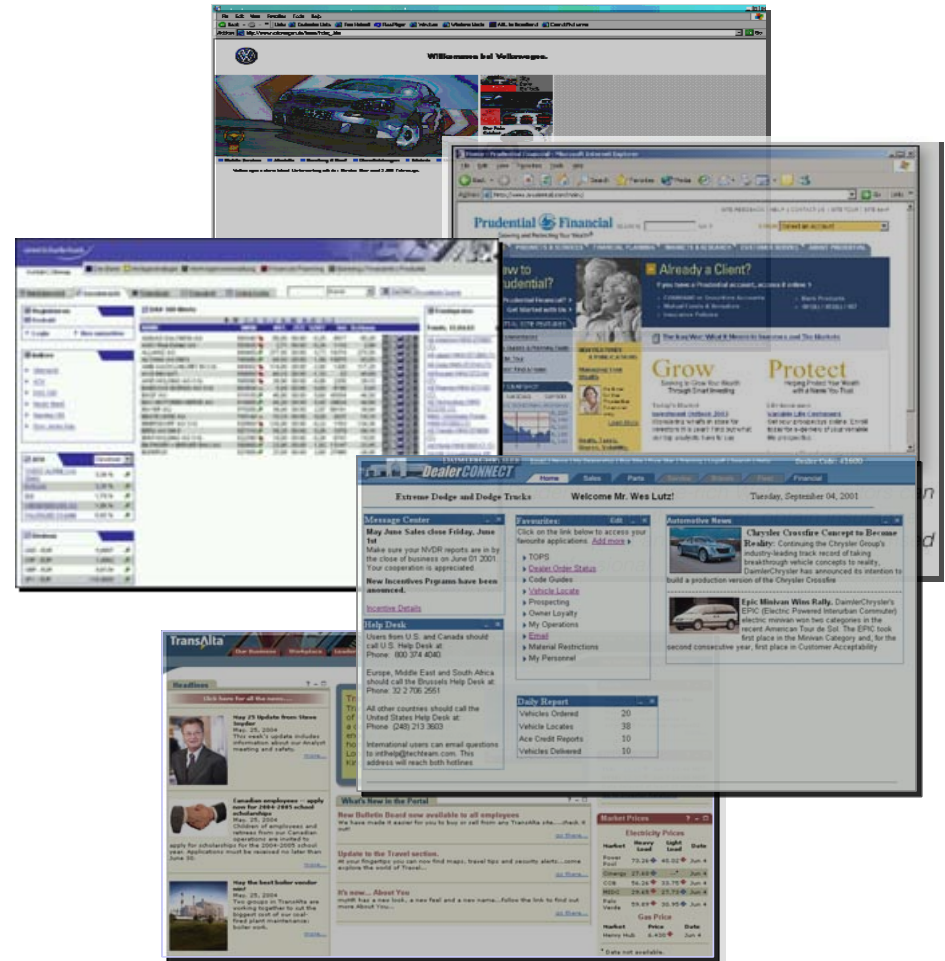
Stock Twits

StockTwits The Friends now live on the new @ <http://stk.ly/d18FKO> \$ 2 hours ago

StockTwits Still some t record your Talk Your B <http://beta.chart.ly> for show! \$\$ 3 hours ago

Core Values permeate the behaviour of the portal

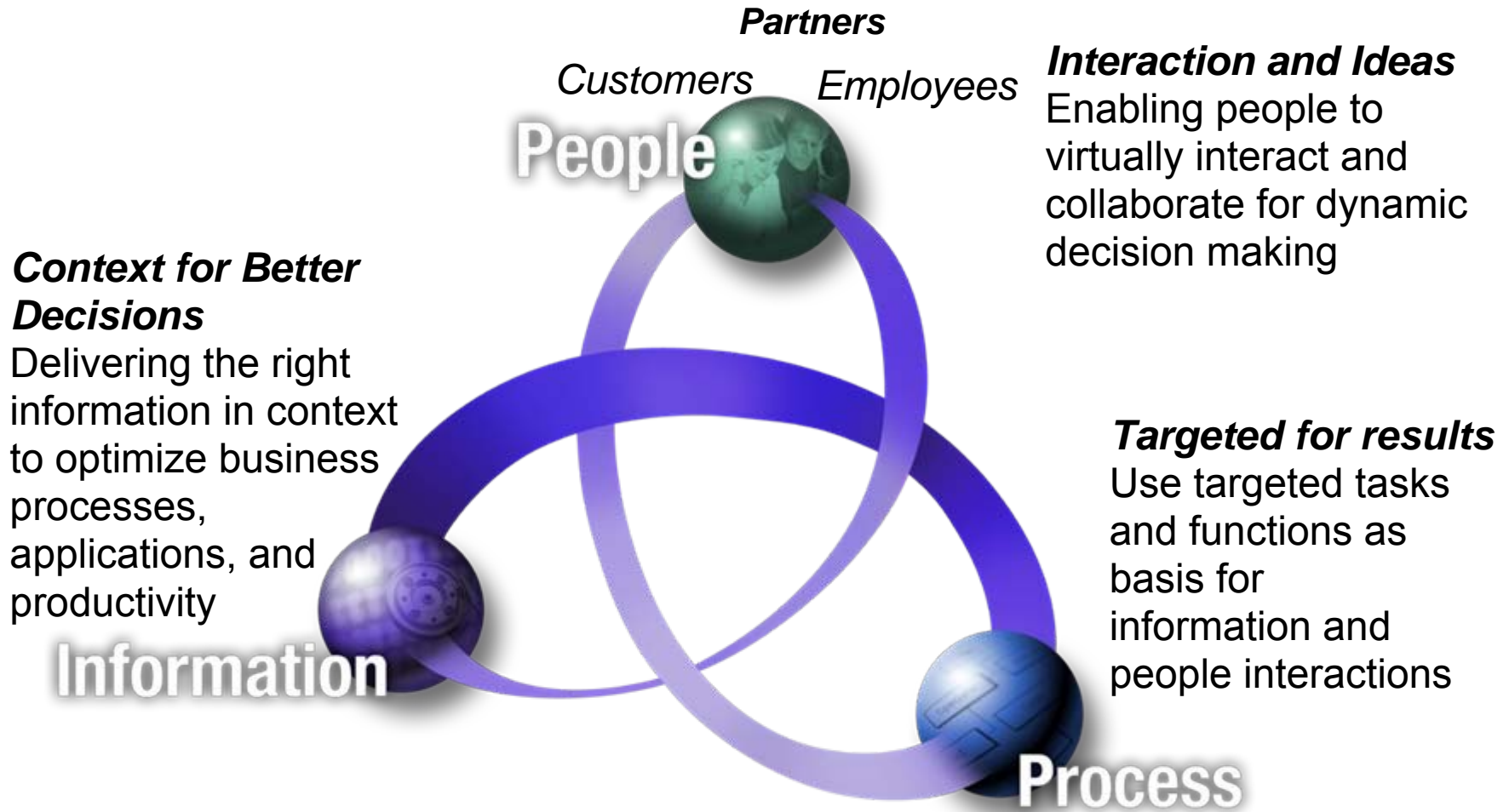
- **Consistent presentation layer**
 - Unified display / layout / navigation
 - Application integration
 - Display simplicity to User
- **User specific personalization**
 - Individual layout and settings
 - Role-based view
 - Dynamic/Contextual content
- **Consistent programming model**
 - Separate application code from UI layout
 - Standardised Portlet API
 - Eventing, interaction, security
- **Consistent administration model**
 - User management / profiles
 - Site management
 - Hierarchical access control
 - Customization, branding



Agenda

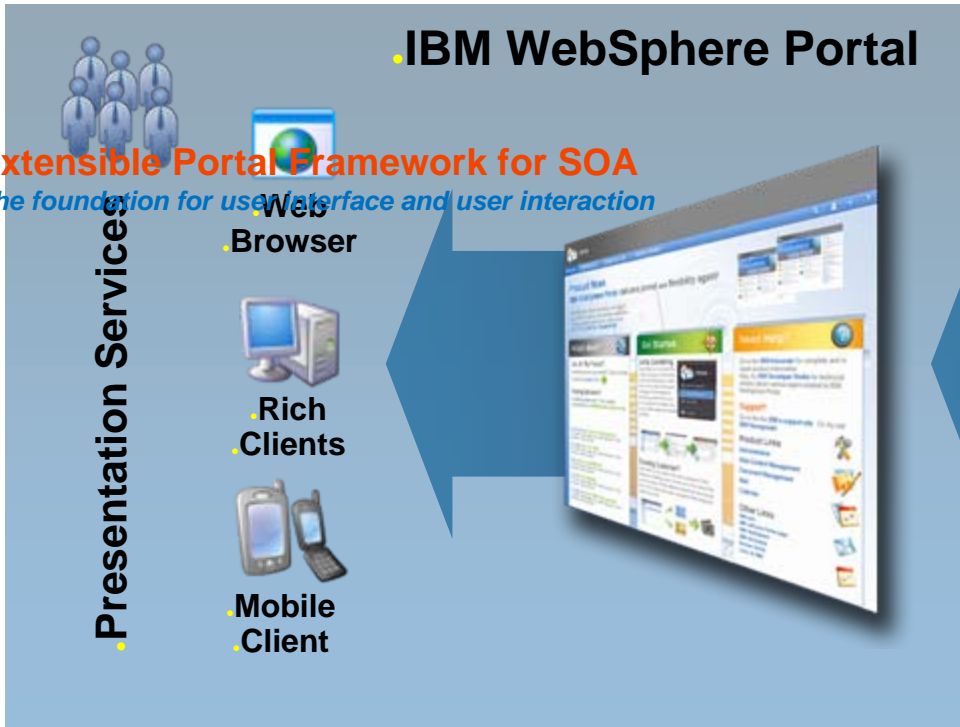
- Exceptional web experiences
- Delivering BPM through Portal
- Customer examples

Portal as the Front-End of BPM

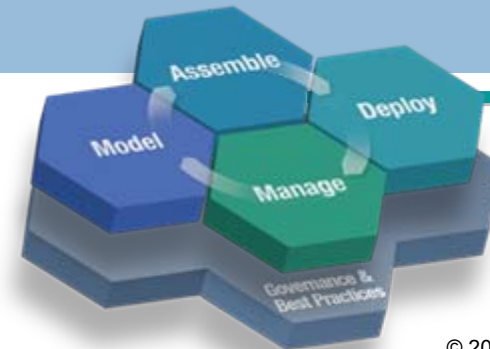


Extensible Portal Framework for SOA

The foundation for user interface and user interaction



- Portal SOA foundation elements:**
- 1 Integration and collaboration
 - 2 Real-time access & decisions
 - 3 Composite applications
 - 4 Process portal services
 - 5 Federation services
 - 6 Offline use of services



IBM WebSphere Portal

Portal SOA foundation elements:

1 Integration and collaboration

Composite Applications

5 Federation services

6 Offline use of services



Presenta



Mobile Client

Composite Applications

Announcements

New Item

Author: Thomas Stober

Description:

Created: Dec 6, 2005 7:36 AM

Last modified: Dec 6, 2005 7:36 AM

Links

Provide links to useful websites.

FAQs

Members

All users have access as: Contributors. (Public)

Show: All members and groups

Moderators

Contributors

Travel Budget

Department: Marketing

Budget: \$20,000

YTD: 10,0

Planned: 7,0

Balance: 2,9

Travel Requests

Help text about travel requests.

Traveler: Mike Morrissey ID: RO9558 Department: Marketing

Trip Name: AAB Conference Trip Number: TK4950

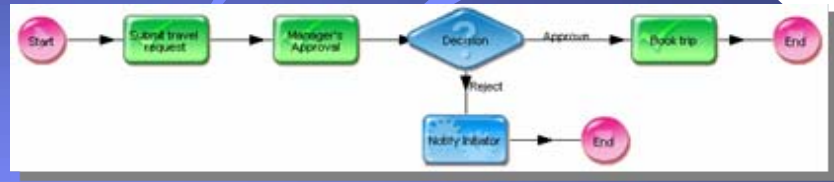
From: New York To: Frankfurt

Depart: 07/31/05 Return: 08/04/05

Purpose: Conference Must be approved by: Amadou Alain



Community & Roles



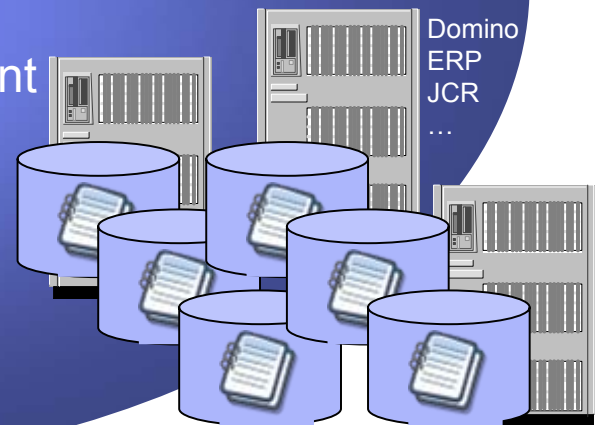
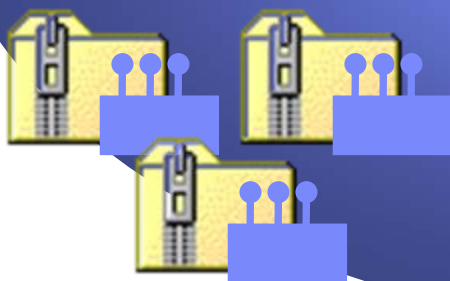
User Interface

Process Workflow and Dynamic User Interface

Business Components

Content

Composite Application



Domino
ERP
JCR
...

Composite Applications in WebSphere Portal

Pre-built Extensions enable companies to quickly create composite portlets applications that leverage data and processes from multiple backend systems via SOA

The screenshot displays the IBM WebSphere Portal interface with several portlets:

- Alerts:** A table showing sales alerts with columns for Priority, Status, and Alert. Alerts include "Globe travel - New opportunity > 1,000,000" and "World Wide Co. - New opportunity > 1,000,000".
- News:** A table showing news items such as "Mega Corp just acquired Globe Networks" and "Alpha profit down 10%".
- Top Opportunities:** A table listing the top 10 opportunities by amount, including accounts like Nike Corp, American Research, and Initech, Inc.
- EBITDA:** A bar chart titled "EBITDA in Millions of Dollars" comparing Actual, Forecast, Variance, and Previous values.
- Key Performance Indicators:** A table showing financial metrics for 2004 and 2005 YTD against targets. Metrics include Operating Profit, Gross Margin, Return on Equity, Revenue, Number of New Customers, and Average Deal Size.
- Sales Activity:** A section with a legend for Sales Qualification, Technical Qualification, Proof, Negotiation, and Close, and three pie charts showing Inactive Total, Active Total, and Total sales activity.

Yellow callout boxes identify the data sources for various components:

- Oracle:** Points to the Alerts and News portlets.
- SAP:** Points to the EBITDA bar chart.
- SAP and Siebel:** Points to the Key Performance Indicators table.
- .Net:** Points to the Top Opportunities table.
- Web Service:** Points to the Sales Activity section.

IBM WebSphere Portal

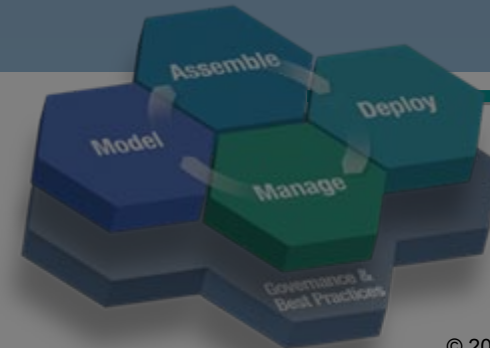
Portal SOA foundation elements:

1 Integration and collaboration

Process Portal Services

5 Federation services

6 Offline use of services

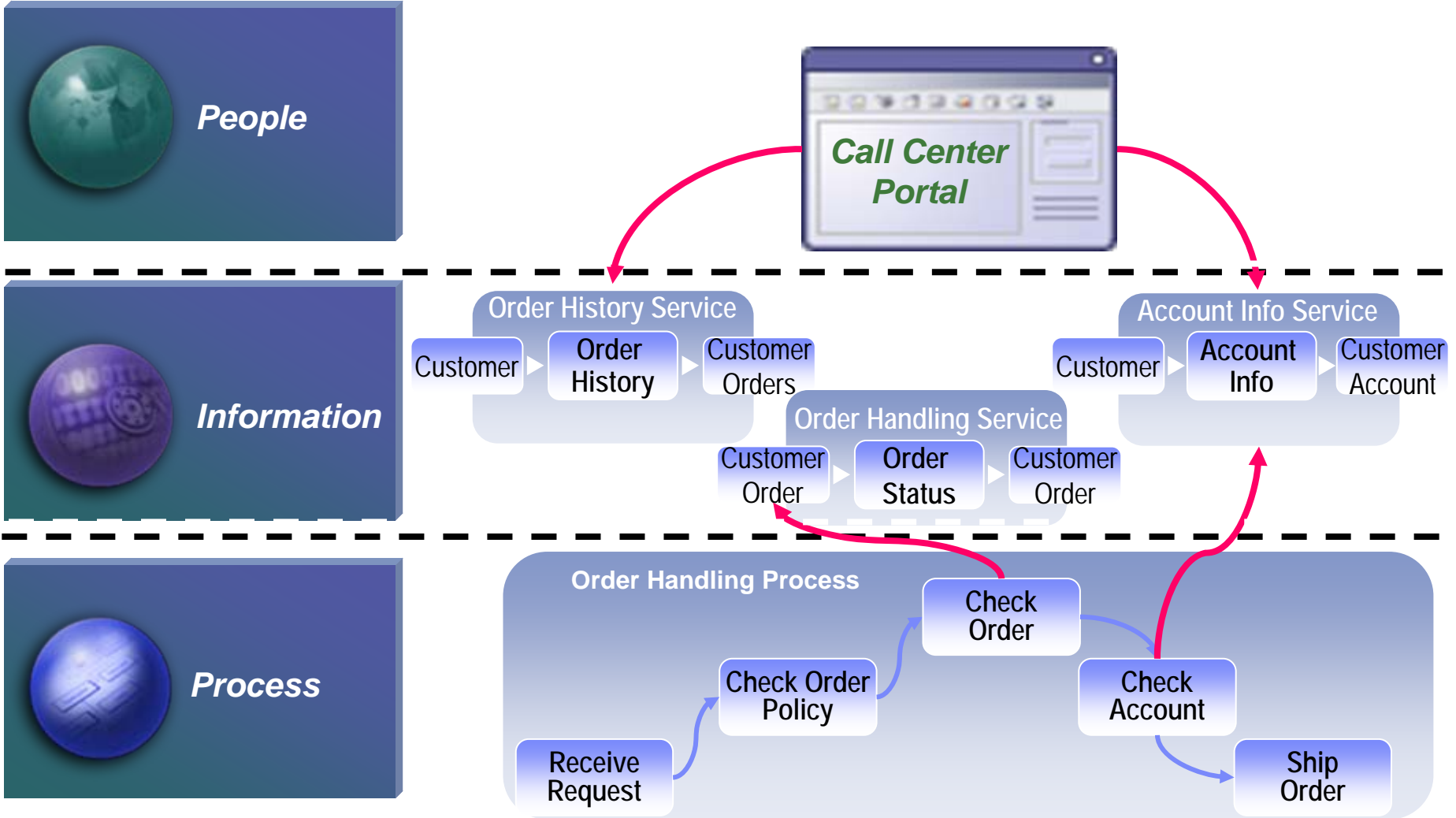


Presenta



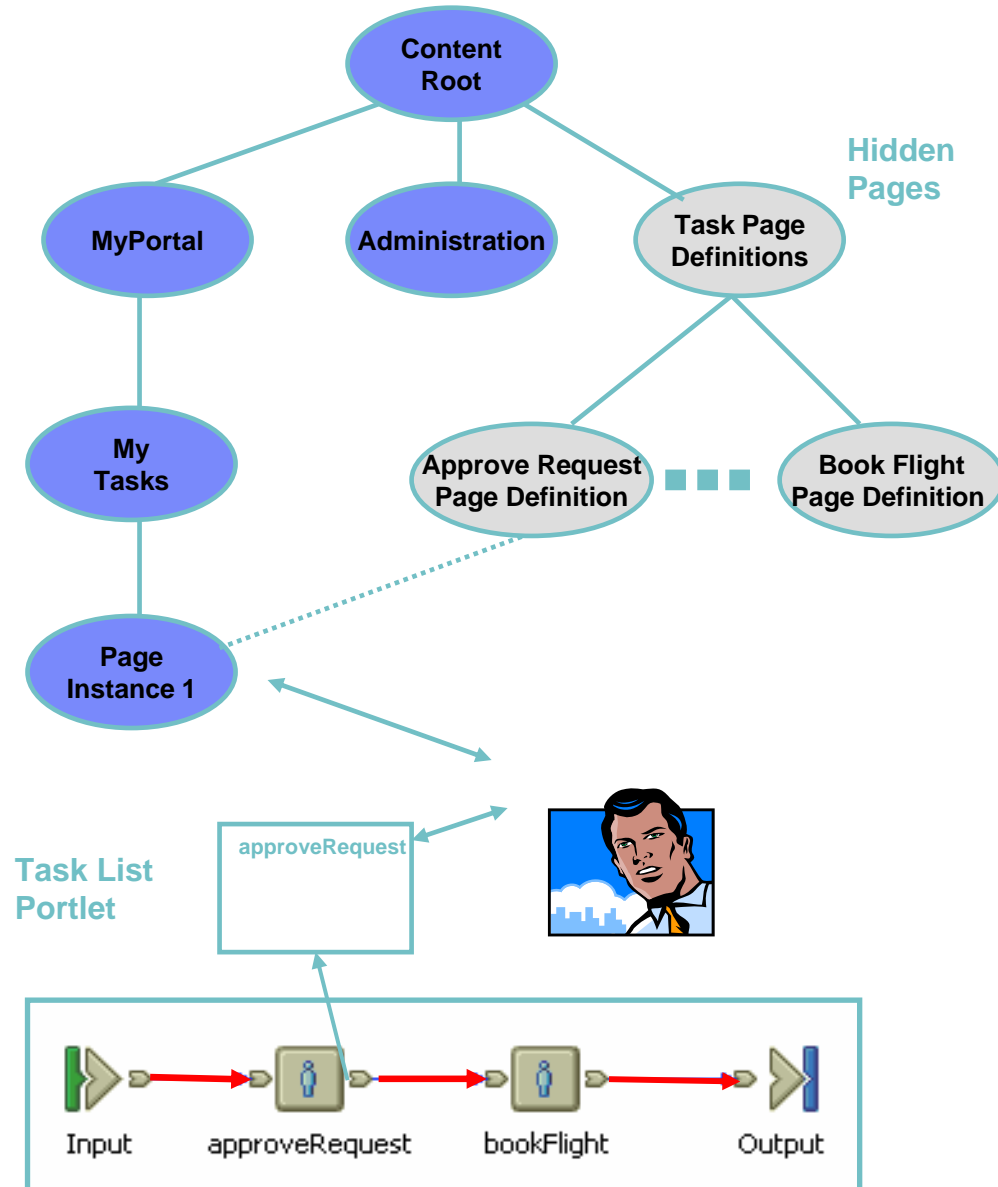
Mobile Client

People, Process and Information



Task Page Instances

- At runtime, each time a user selects a task, a new **task page instance** is dynamically created within the portal and presented to the user.
- This page instance is associated with a page context that can be parameterized by the task list portlet.
- The task page instance exists until the processing of the task is either aborted or successfully finished.
- Launching of multiple page instances allows switching between the task page instances without changing the portlet programming model.



Agenda

- Exceptional web experiences
- Delivering BPM through Portal
- Customer examples

NSW Department of Lands

"Building this channel took **one month**. Prior to SIX, such an initiative would have taken closer to a year to deploy"

Premier's **Gold Award in 2008** for 'Achieving the business vision'.

Business Objectives

- Provide greater responsiveness
- Remove barriers to find/access spatial data
- Reduce paperwork between agencies
- Streamline Government services
- Reduce transaction time

Implementation Objectives

- Merge 3 existing portals/websites into 1
- Design new taxonomy, design, & navigation
- Create composite applications using enterprise web services as building blocks
- Utilise Profiling capabilities to target specific audiences with different functions and content



The Spatial Information eXchange (SIX), is the official source of NSW's geospatial information, possessing the most comprehensive, accurate and reliable spatial data for the State

Citizen Services 2.0

Centrelink and Department of Human Services deliver multi-channel government human services for the Australian Government



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



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

Centrelink and Dept of Human Services

- Centrelink is Australia's welfare services delivery agency
- Centrelink is part of the Department of Human Services
- **6.5 million customers** (1/3 of Australian population)
- Administers more than **140 different products** and services for **25 government agencies**
- **14+ million online transactions** in 2008

Centrelink Customer Portal

- Access to 40+ Services, Advanced Search Engine
- Single Sign-On, Web Content Management, Personalization, News, Re-use of SOA Applications/Services

Department of Human Services Portal

- Federated Identity Management between: Centrelink, Medicare and Child Support Services
- Federated Search across all site as well
- Aggregated News via RSS

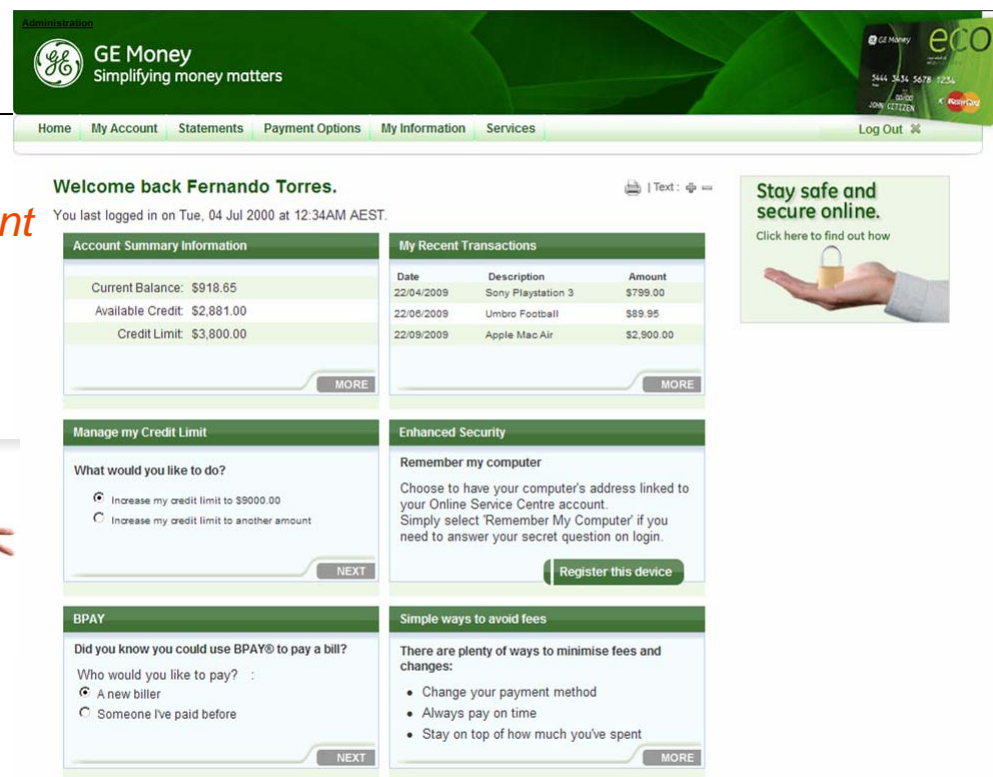
Business Services / Partner B2B Portal

Staff Portal

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

GE Capital – A/NZ

Business Transformation - Online engagement



New Levers

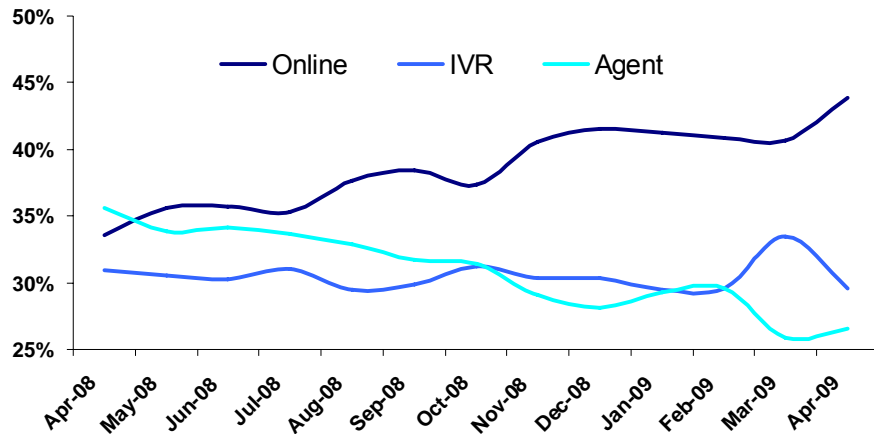


Revenue

Digital Process

eMarketing

Online Usage Growth



Strong Payback

- **Increased Revenue:**
 - 4x increase in cross sell and
 - Massive adoption of BPay (far exceeding target)
- **Cost Reduction:**
 - 2x uptake in straight through digital processes
 - Massive adoption of e-Statements
- **Increased Customer Satisfaction:**
 - On mass adoption of email alerting functionality
 - Huge swing in NPS moving 29bps

WebSphere Portal...a strategic technology for business

Apps

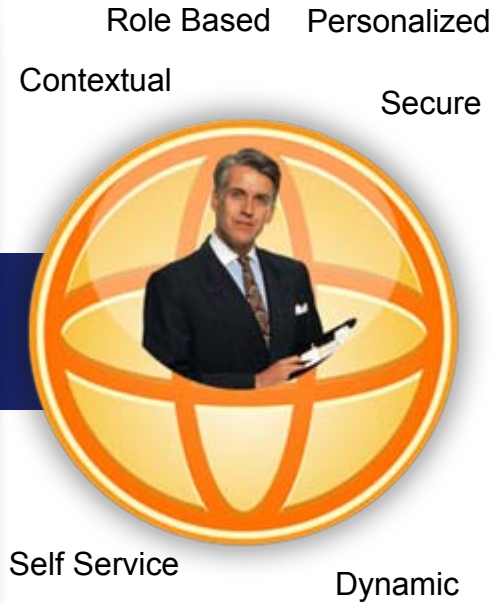
Content

Cloud

Collaboration

Consumer

7th straight year of leadership (Gartner)
#1 market share for 8 straight years



**Over 300 million named users –
1 in 6 people worldwide with internet access is
a named user in a WebSphere Portal application**

Thank You



Mike Handes
Portal & Emerging Technology
Lotus Software, A/NZ

601 Pacific Highway
St Leonards NSW 2065

Tel: +61 402 090 923
mhandes@au1.ibm.com