

# The w3 Story

w3
April 10, 2001 - 1:30pm (White Plains)
Welcome, Sandesh Bhat - [Homepage Settings](#) | [My Profile](#) | [Log Out](#)

BluePages
Search
Help Now
Feedback

**Tools, Apps & Links** [EDIT] [X]

- ▶ **Skills and Learning**
  - Global Campus
  - Americas Procurement Guide
- ▶ **Team Tools**
  - Sametime meetings
  - Sametime Connect
  - QuickPlace
  - Meeting Wizard
  - Audio/Video Conference
  - IBM Teamrooms
- ▶ **Human Resources**
  - Contact and Phone list
  - Forms and apps
  - Manager services

**Download Central** [EDIT] [X]

Test software is now available at ISSI website!

- System Check
- IBM Standard software installer
- alpha/Works
- develop/Works

**Travel and Expenses** [EDIT] [X]

- EA2000 (expense reimbursement)
- Expense Account Status
- Online Travel Itinerary
- Amex online statements
- Travel website
- Disbursements website
- SiteServ (IBM locations)



great strategy-focused execution-

**ibm wins**  
transcript available

- ▶ **know the business**  
[Transition to e-business: KM](#)  
Front-end kudos; back-end wins
- ▶ **work with my team**  
[IBM teams for RubberNet win](#)  
Four units execute \$40M deal
- ▶ **apply the tools**  
[MyNews upgrades](#)  
External news channel content

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**e-business principals: Learn the business from people who know it well**  
▶ READ

**Scorecard** [EDIT] [X]

**IBM Stock (IBM)**  
Quoted at: 2:37 PM EST



Current: 97.75  
Change: +1.19  
Open: 95.5  
High: 100.30  
Low: 95.5  
Volume: 21,200

Symbol	Last	Change	Volume
MSFT	56.19	-0.56	46,312
CSCO	13.62	-1.31	97,996
CPQ	16.30	-0.66	11,324
DELL	24.81	-0.38	46,238

**My Bluepages** [EDIT] [X]

▶ **My Team**

- 87 **Peter Rodriguez**  
1-415-545-4593 (Tie 473)  
[peterri@us.ibm.com](mailto:peterri@us.ibm.com)
- 87 **Aroopratan Pandya**  
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[aapandya@us.ibm.com](mailto:aapandya@us.ibm.com)
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[insolia@us.ibm.com](mailto:insolia@us.ibm.com)
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[muralin@us.ibm.com](mailto:muralin@us.ibm.com)

▶ **IGS Hosting**

- 87 **Roy Lucchese**  
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1-516-340-3129 (Tie 453)  
[vjpawlo@us.ibm.com](mailto:vjpawlo@us.ibm.com)

**Messaging & Calendar** [EDIT] [X]

Calendar

Schedule Meeting

April 2001						
S	M	T	W	T	F	S
	1	2	3	4	5	6
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- ✓ To-do list
- ✉ Read email
- ✉ Send email
- 📅 Notes Address book
- 📁 My Documents

**IBM Discussion Groups** [EDIT] [X]

- ▶ **Hardware**  
Hardware info, using, developing, ...
  - [discuss.hardware.server.m80](#)
  - [discuss.hardware.thinkpad.600](#)
- ▶ **Software**  
Software info, programming, languages, ...
  - [discuss.software.html](#)
  - [discuss.software.java.ejb](#)
- ▶ **News and Articles**  
News about IBM Internal Discussions ...
  - [discuss.news.announce](#)
  - [discuss.news.articles](#)
  - [discuss.news.wheris](#)

**Learning Resources** [EDIT] [X]

Global campus releases new WebSphere courses

- Global Campus
- eLearning Services
- IBM University Connection
- Redbooks

# MyNews

The screenshot shows a personalized news page for Scott J. Smith. The page title is "Today's News for Scott J. Smith". Below the title, there is a navigation menu with links for "MyNews en français" and "Text-only MyNews". The date is "20 June 2001". There is a search bar labeled "Search MyNews" with a "Go" button. The page content is organized into sections: "IBM INTERNAL NEWS (Archive)" with a count of "670x642" and "No articles for today"; "INDUSTRY NEWS (Archive)" with a count of "670x642"; and "Internet Service Providers" with a list of news items including "360networks ends buyout", "Easy Rider (PC Computing)", "PSINet Devolution Continues", "Word Of Conference Call Drops Excite Shares", "The Miami Herald Chatroom Column", "360networks Inc. withdraws plan to acquire Internet service provider NetRail", "INTERNET: State ISP likely to go solo first, look for partner later", and "FreeServe CEO: Trying To Make 'Broadband Britain' Dream A Reality". At the bottom, there is a navigation bar with links for "w3.ibm.com", "About IBM", "Help", "Search", "Feedback", and "www.ibm.com".

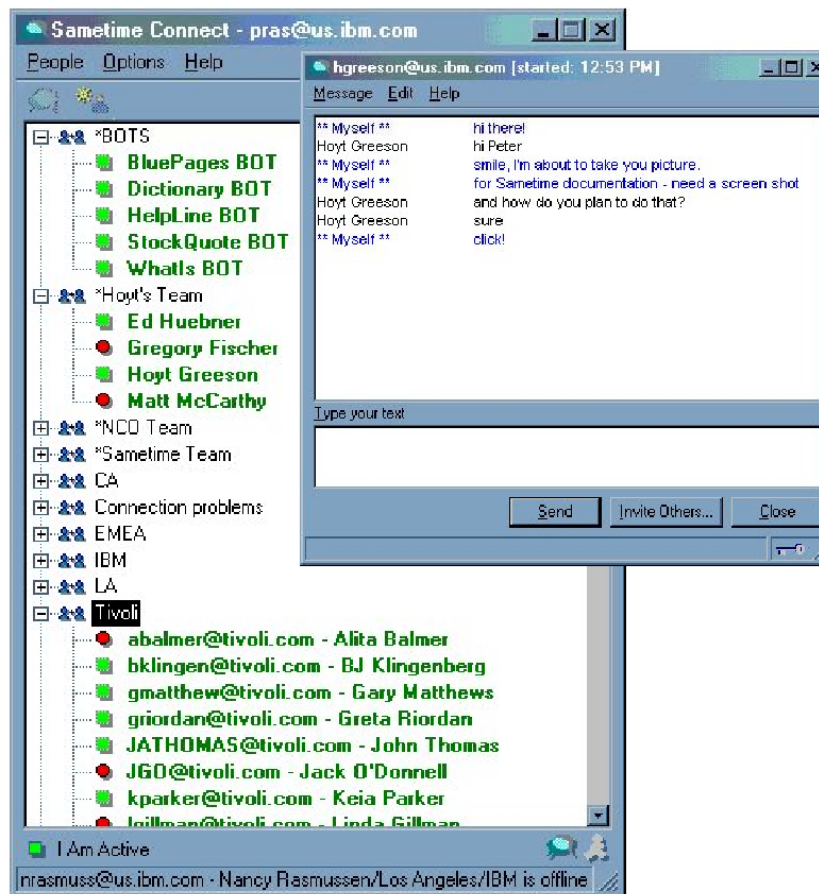
## Description

- ◆ Automated news feeds from numerous and varied news sources
- ◆ Allows individuals the option to choose from various “channels” of information, both w/in their respective organization and across industries / areas of specialization (300 channels)
- ◆ Company-wide authoring and publishing
- ◆ Personalization provided at the main page level as well as at the application level
- ◆ 173,000 subscriptions

## Benefits

- ◆ Enhances individuals’ knowledge about their respective organization and about their industry or specialty area
- ◆ Delivers the information that the individual wants to see -- and nothing else
- ◆ Personalized content boosts individual productivity and efficiency and contributes to higher-quality decision making
- ◆ Enterprise license to news feed vs. department saved 50% on duplicative licenses (\$1M+ annually)

# Instant Messaging



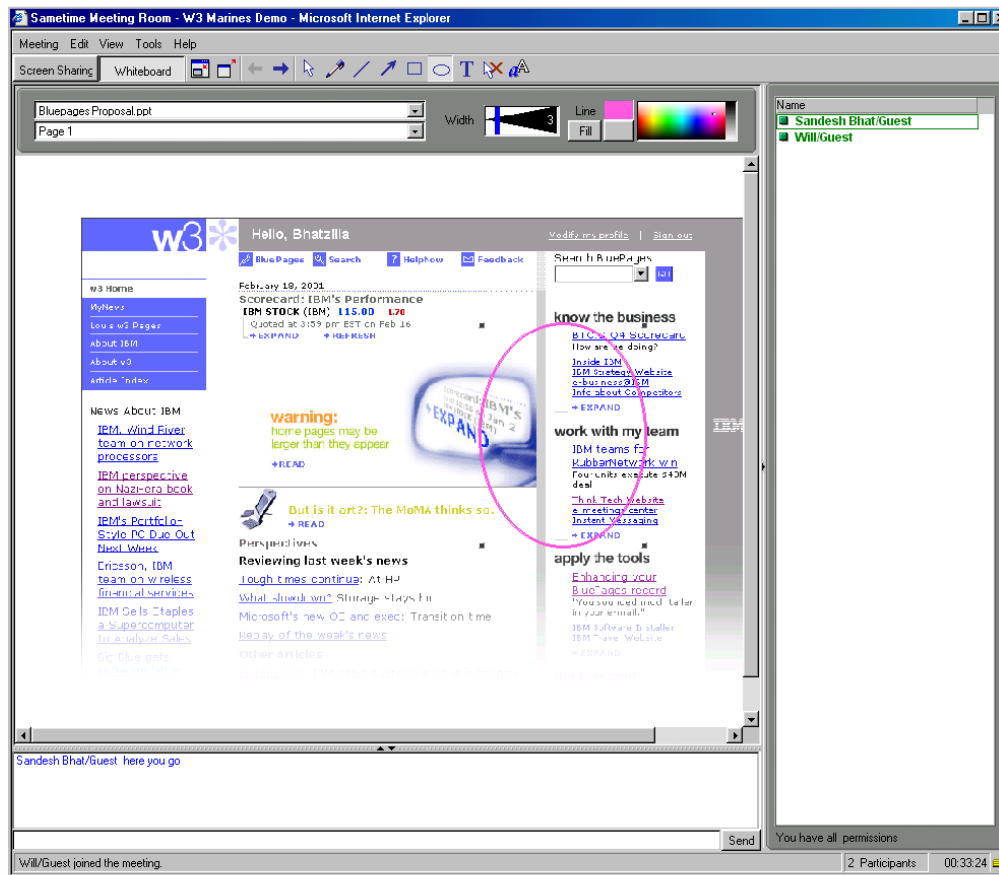
## Description

- ◆ Consists of 3 basic components:
  - The list of 'who is online' and available to talk,
  - An initial contact message
  - The ongoing conversation.
- ◆ Displays a rather extensive list of groups and people currently online.
- ◆ 225,000 Registered Chat users
- ◆ >1 Million Chat messages each day
- ◆ Lotus Sametime Connect 1.5.5.

## Benefits

- ◆ Productive and more efficient collaboration. Whether you send a quick questions to your co-worker who sits down the hall, or in another time zone, or conduct worldwide team conference chats, Sametime saves time and money.

# eMeetings - enabling real time collaboration



## Description

- ◆ 64,834 Registered e-meetings users
- ◆ 47,000 person-hours in e-meetings each month
- ◆ 6.34 average attendees/meeting
- ◆ 1.86 hours is average length of meetings
- ◆ Within and outside company

## Benefits

- ◆ Saves travel costs, meeting coordination / setup costs, and productive work time
- ◆ Helps plan and orchestrate meetings
- ◆ Provides convenience for meeting attendees.
- ◆ Opportunity cost to hold global meetings.

# Global Learning Portal



## Description

- ◆ Web portal to learning environment
- ◆ Enables use of video, audio, and multimedia technologies to enhance learning experience
- ◆ Integrated course catalog browse, search, and select functions for over 38,000 learning 'events'
- ◆ Course completion tracking to track employee skill development progress

## Benefits

- ◆ More than 200,000 employees have received education and training online
- ◆ Just-in-time learning for employees who don't have time to sit in a classroom
- ◆ Over \$350M in annual savings with an increase in learner satisfaction and courses delivered
- ◆ 40% of training via Web

# eHR - You and IBM

The screenshot shows the IBM 'You and IBM - United States' eHR portal. The page has a blue header with the 'w3' logo and navigation links: 'BluePages', 'Search', 'Help Now', and 'Feedback'. A left sidebar contains a menu with 'w3 Home', 'You and IBM - Global', 'You and IBM - U.S.', 'Your Money', 'Your Health', 'Your Life', 'Your Career', and 'Need Help?'. Below this is a 'Find it fast!' section with links for 'All Topics Index', 'Contact & Phone List', 'Forms & Apps', 'Manager Services', 'Payroll Services', 'When Life Changes', 'Legal Notices', 'Formal HR', and 'Documents'. The main content area features three articles: 'Watson Scholarships expand horizons' with a photo of a child, 'Talking About Diversity' with a photo of three people, and 'Your Money' with a photo of a person on a beach. At the bottom right, there is a 'manager services' link with a question mark icon.

## Description

- ◆ Complete access to Financial, Health, Benefits, Life, Career, Expense applications
- ◆ Direct linkage to many of the Financial Services providers
- ◆ Dedicated call center support

## Benefits

- ◆ Increased customer satisfaction from 40% to 90%
- ◆ Moved our ratio of Employees to HR staff to a best of breed – significant cost savings in the ratio

# "BluePages" Worldwide Enterprise Directory

## Corporate e-Directory

The screenshot shows the BluePages web interface. At the top, there's a navigation bar with 'w3' logo and 'BluePages' text. Below it, there are search filters for 'Standard', 'Structure', and 'Directory'. A search bar contains the name 'Peter Rodriguez'. The main content area displays a profile for Peter Rodriguez, I/T Architect, e Business Application Development. It includes a photo, contact information (internet mail, notes mail, business address, telephone, fax, pager), and a status indicator 'Online'. There are also links for 'Print', 'Print', 'Expertise', and 'Business Interests'.

## Employee Record

Search on: Search for: Directory:

Name: [input] [Go] ALL

[Same Manager](#)
[Report-To Chain](#)
[Persona Page](#)

DIRECTORY RECORD		PHONES	
Name:	Rodriguez, Peter	Ext. Phone:	1-415-545-4593
Employee Type:	Regular	Tie Line:	473-4593
Is Manager:	N	Fax Number:	1 415 545 4593
E-mail Address:	Peter Rodriguez/Mountain ViewTRM@TRMTIS	Fax Tie Line:	473-4593
Job Responsibility:	Chief Architect, W3 Technology and Architecture	Information Phone:	Port connected
Internet Address:	peterr@us.ibm.com	Pager Number:	1-800-946-4646
Notes Mail:	Peter Rodriguez/Mountain ViewTRM@TRMTIS	Pager ID:	1473525
Manager:	Bhat, Sandesh A.	Pager Type:	A
Business Address:	425 MARKET STREET SAN FRANCISCO, CA 94105		

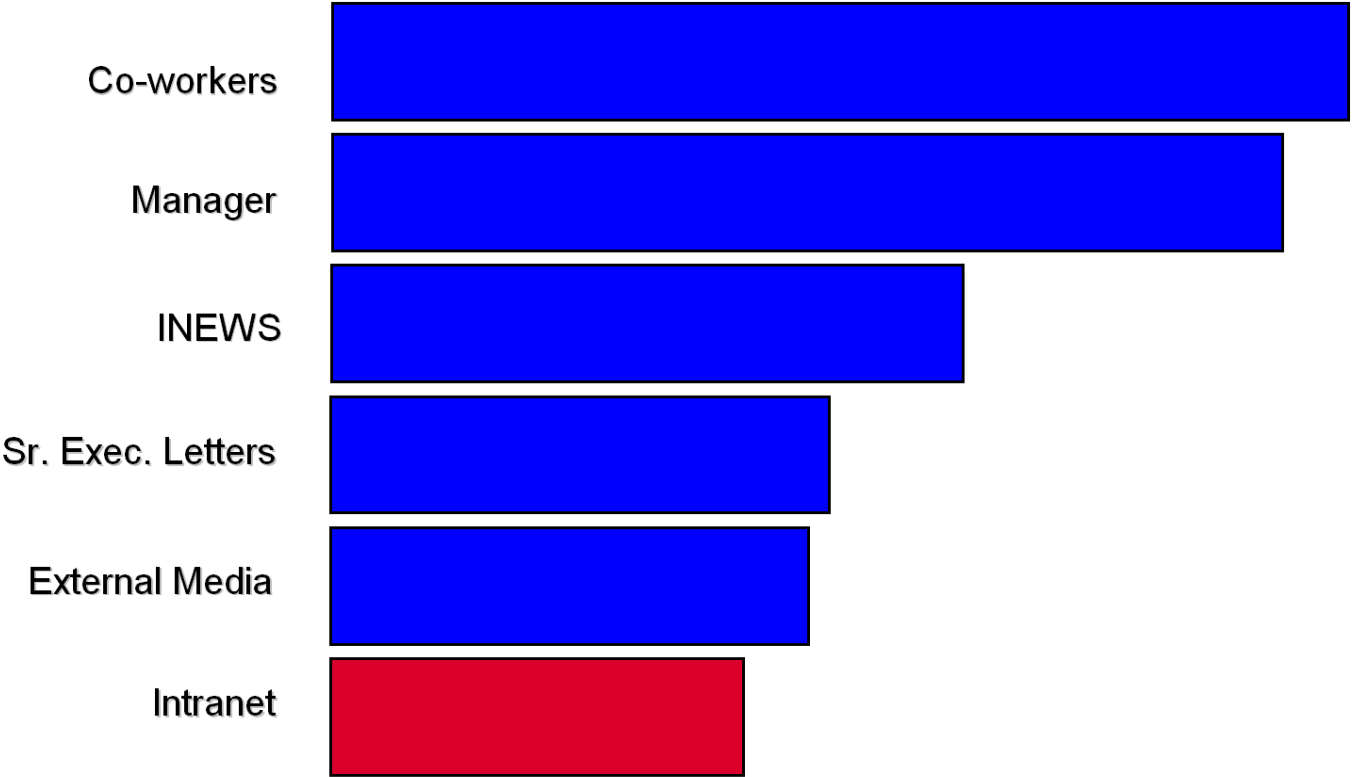
## Description

- One universal directory leveraged by a large population and numerous business applications
- Supports end-user and application directory search and authentication; provides multiple fields as search criteria and wildcard searches
- Scalable and extremely high availability solution
- 50+ applications can access directory data through various interfaces; end users through the intranet (helps optimize IT infrastructure)

## Benefits

- Service 1 million+ hits per day; peak 8000+ per minute
- Utilized by 400,000+ users globally
- Maintains a single Worldwide Enterprise Directory eliminating individual directory tools by person or application
- Provides a single authentication profile
- Saves IBM 400,000+ productive hours annually
- Estimated savings to IBM is conservatively \$10 million annually

# Best (credible, preferred, useful) sources of information: 1997

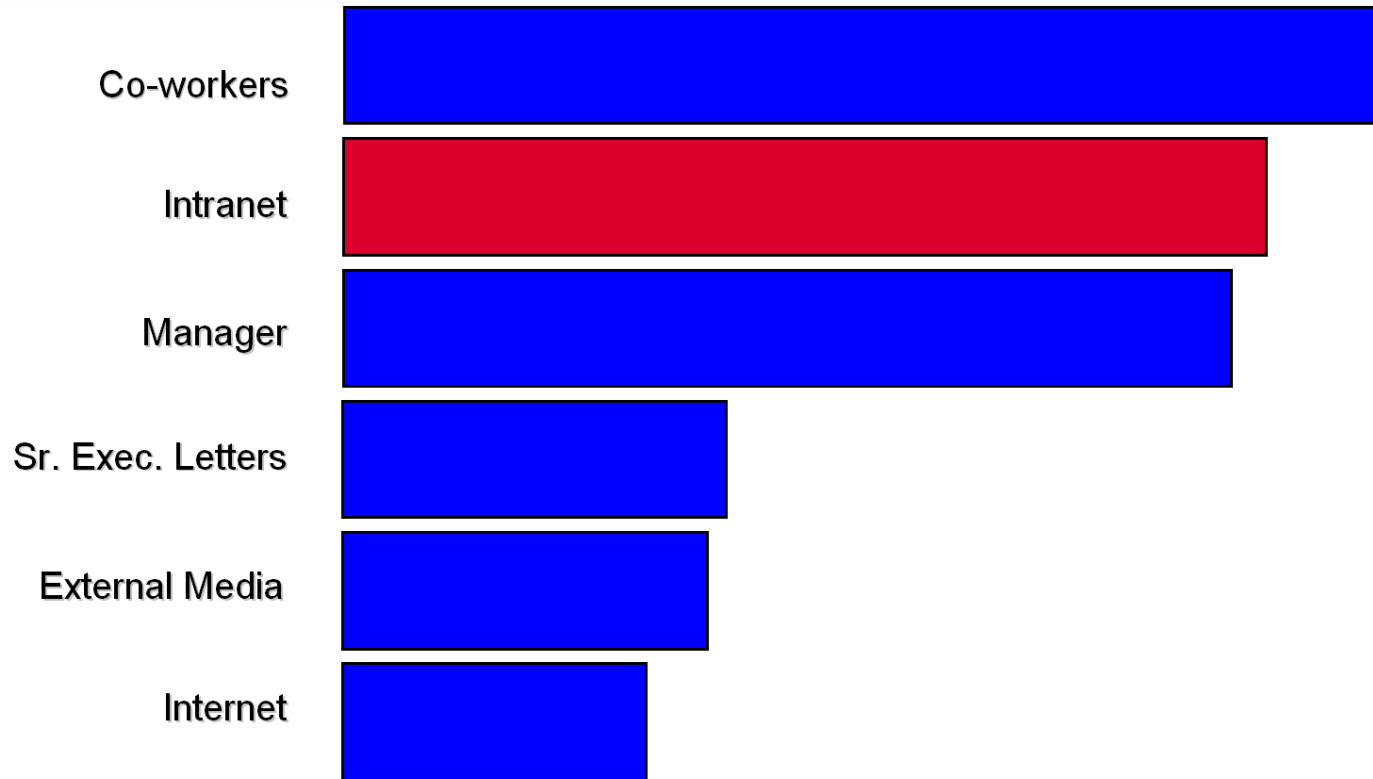


(SOURCE: IBM Global Employee Survey 1997)



# Best (credible, preferred, useful) sources of information: 1999

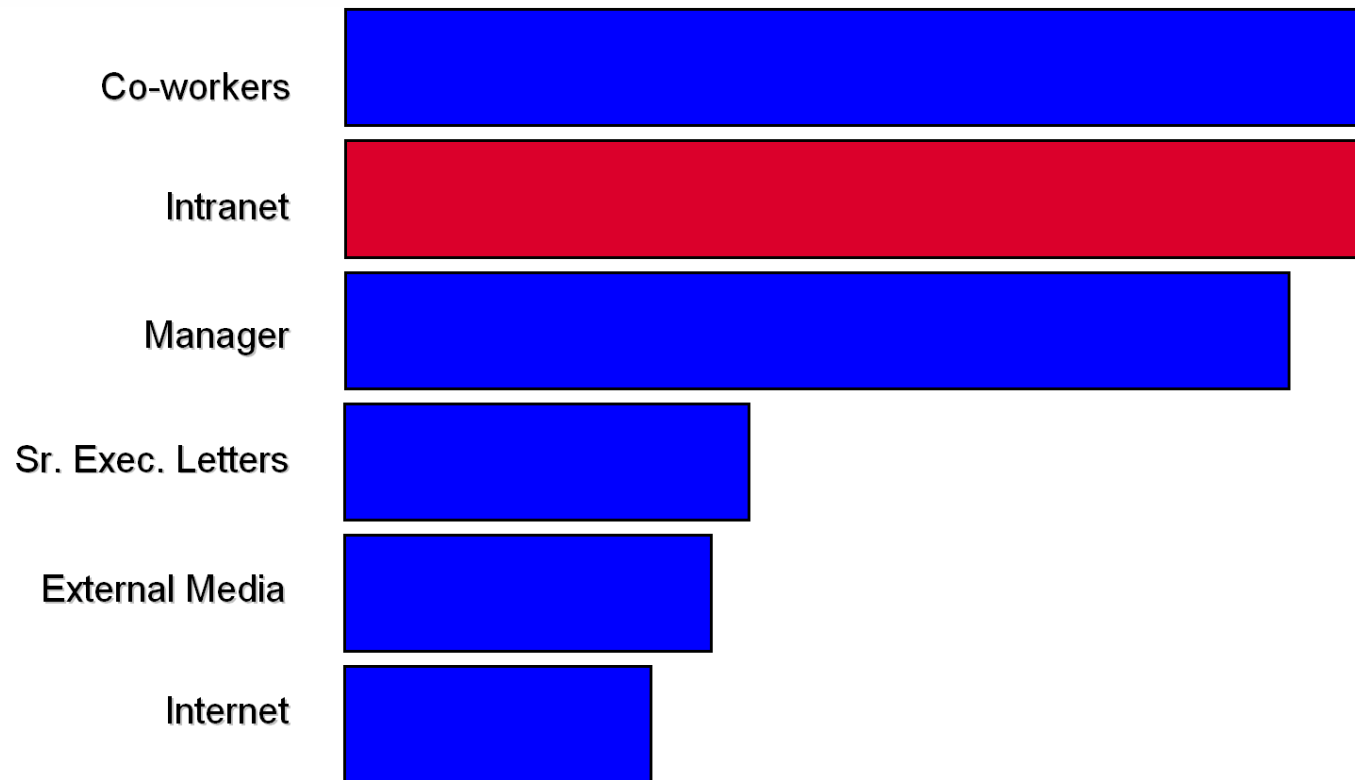
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(SOURCE: IBM Global Employee Survey 1999)

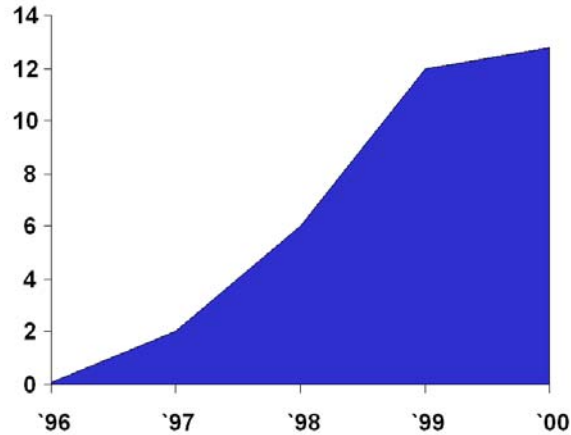
# Best (credible, preferred, useful) sources of information: 2000

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(SOURCE: IBM Global Employee Survey 2000)

# Average Number of Daily Hits (millions)



Average total hits per business day: Million	11.0
Average homepage visits per business day: 497,230	
Average html/page views per business day: Million	1.5
Maximum hits in one day: Million	11.4
Total hits for the week: Million	58.3

## w3 Sample Benefits

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### ROI:

- e-learning - over \$350 million in 2001
- Customer self-service - over \$700M
- On-line Health Enrollment - over \$1M in 2000
- Blue Pages - estimated \$10M
- Consolidating News Sources - \$2M
- HR Process Reengineering - reduced costs by 40% and increase satisfaction to 92%

### Transformational:

- A key tool to facilitating the integration of IBM from the dis-integration strategy of the early 90s
- w3 is the most useful and trusted source of information for IBM professionals to get their work done

# Questions??

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