Brian Chaput:
Hello and thank you for taking the time to listen to this pod cast highlighting the IBM content accelerator. I'm Brain Chaput from IBM and joining me today is Brian Aylward, IBM's Worldwide Sales Leader for the IBM accelerators websphere portal and workplace web content management. Brian thanks for your time today. Before we discuss the IBM content accelerator and its value in more detail can you provide the listeners with a brief overview of the IBM accelerators websphere portal.

Brian Aylward:
Sure Brian, I'm happy to do it. I think it will serve as a good foundation for the listeners as we dive deeper into the content accelerator. Quite simply the accelerators are integrated packages that easily snap-on to websphere portal server, helping to dramatically shorten implementations and really speed time-to-value. They are solution-specific offerings that align with the business scenarios customers are most commonly deploying, such as performance dashboards, employee self service and others.

Brian C:
Okay, so you mentioned performance dashboards and employee self service so just how many of these solution specific offerings or accelerators, as you referred to, are there?

Brian A:
Currently we have five accelerators in market for the websphere portal server. There's the IBM dashboard accelerator for the delivery of portal-based, real-time performance dash boards; the IBM self-service accelerator for employee and self serve HR; the content accelerator and we'll talk more about that in a minute; the IBM collaboration accelerator for instant anytime communication teaming activities and collaboration; and lastly, the Enterprise Suite accelerator which offers an array of capabilities form the many other accelerators we just mentioned plus other IBM offerings from the websphere portal. I should mention that over time we do expect to introduce the additional accelerators.

Brian C:
Thanks for that overview. So as you mentioned earlier the accelerators are in effect solutions that, as you say, snap-on to websphere portal servers, so I assume that means the customers can leverage websphere portal as a single platform to serve multiple requirements by snapping-on accelerators as needed, is that right?

Brian A:
That's exactly correct. With this approach customers can easily create a high-value composite portal application, tailored and delivered on-demand to each and every user. For example, the content accelerator can help dynamically deliver content-rich, personalized web experiences at different constituencies. You can combine that with the collaboration accelerator and then you get seamlessly added integrated communications, such as secure real-time chats, online meeting capabilities, all within a unified web interface delivered by websphere portal. Perhaps later they will want to add dashboards, and so on. With the accelerators they want to have flexibility to add more capability to websphere portal whenever they need to.

Brian C:
That's a really neat approach and really great news for companies considering websphere portal server, to know it can be scaled and be added onto as the needs of their organizations change. So, let's talk specifically about the IBM content accelerator. Give our listeners a summary of what exactly that is.

Brian A:
Sure, the IBM content accelerator provides for a simplified, yet powerful, online web content creation and management to business users removing authoring bottlenecks. It really helps improve productivity and allows organizations to keep web content accurate, up-to-date and easy to find.

Brian C:
To summarize for the listeners, if I understand what you just said, it's a solutions that allows business users to become more involved with, and control the content and over all user web experience. Isn't that the domain of most companies' IT teams however?

Brian A:
Well, that's true. Most often it is owned by the IT and therein lies the issue and the opportunity for those organizations. By just about every survey about web content that we at IBM are aware of, organizations overwhelmingly state that the ownership of the various web experiences is a line-of-business function; however, IT typically does own the tools, and provides the resources to make and manage web site changes.

Brian C:
So, what's the problem, or opportunity, as you mentioned a moment ago?

Brian A:
Well, the problem is that business users are really driven by rapidly changing business requirements and as a result they often want and need the web experience to change quickly, IT of course typically has many other responsibilities beyond website updates. Some requests for changes from the line-of-business can get cued up. The result can be delays to the website changes. Since the web it what many companies are considering as its primary communications vehicle for the varied audiences, missing an opportunity to leverage it due to an IT bottleneck can really impact the business.

Brian C:
I see. So the goal is really to empower users to own that web experience and allowing them to be able to relate new content and to edit and delete existing content and publish it to the web, all without IT environment. And of course in many cases I think IT would prefer this as well as it would free them from having to respond to the seemingly never ending web change request from the line of business and that would free IT to work on other, potentially more strategic initiatives. So this, to me, sounds like the proverbial win-win.

Brian A:

It really is that and the IBM content accelerator websphere portal it what helps them achieve this win-win. Keep in mind that there is three key capabilities provided based of proven IBM technologies. First, it features really easy to use but extremely robust end to end content management for business users, allowing them to control the offering or flow, management integration and delivery of the web content; second there's also a tightly integrated document management capability making it easy to store and organize and view all types of content; and third is scalable, secure, rich search capability, making it easy to extend the search from a multitude of sources to users from within the portal.

Brian C:
So as I understand it, the pharmacy benefit provided by the IBM content accelerator is that it puts more control in the hands of the business user who can make changes and updates faster, while also freeing up IT resources, all of which, when combined together, can translate to increased efficiency and enhanced productivity for the organization.

Brian A:
That's right. But keep in mind there are also some additional benefits as well. We are now insuring a high quality and consistent web experience for users, which can help drive user satisfaction for increased and more compelling website visits and in many cases customers are also trying to reduce their printing, production costs, distribution costs, something that's readily achieved by publishing on the web, and probably, most importantly, by delivering the content within a portal customers and companies can dynamically deliver personalized web experiences based on personal preferences, as well as customize user role and group entitlements. The allows organizations to use a single platform to deliver very high value and use web experiences without the burden of managing multiple infrastructures, delivering further value with greater efficiency.

Brian C:
Brian, this is all great information. Can you share a brief example of a customer that can address some specific business challenges with the capabilities offered by the IBM content accelerator?

Brian A:
Sure. One that immediately comes to mind is the large internationally well known CPA. They, like many others, wanted to implement a content management system for all the reasons we have discussed: to reduce the costs of publishing content, to reduce search time for information through personalization. They selected IBM because of our ability for the content to be created and managed by the departments that own the content and the work we provide to show accuracy and timeliness of the content was also a factor. Having done their next challenge was to provide an online library site that was a front-end to several repositories. The web content management system was one of those repositories but there were others. They included Domino, a database system and an enterprise content management system, using websphere portal and the enterprise search capabilities that are a part of the IBM content accelerator, they were able to add this multiple source search directly within the users' portal, returning summarized information from the search, all in one place. The result was that they were spending less time looking for information and at the same time getting a much broader view on the information that's available. Their investment on the content they have is being realized because it's being used.

Brian C:
Brian, that's a great example of putting the power of content to work. I want to thank you again for our time today, I'm sure our listeners found the brief overview of our content accelerator informative and for those listeners, if you would like more information about the content accelerator or any of the other accelerators we mentioned, I would invite you and ask you to please visit us on the web at ibm.com/websphere/portal. Thank you all for listening.