





**The challenge: Improve business processes to increase customer response and generate additional revenue opportunities**

As a result of a series of acquisitions over the last few years, Spherion Technology Services Group—the world’s largest staffing organization—has become a US\$2.1-billion company with more than 800 locations worldwide. The mergers and acquisitions created tremendous business potential, yet they came at a steep price. The company was burdened with duplicate business processes, incompatible systems, increasing IT costs and inefficient communication across systems and cultures. Spherion needed to find a way to connect employees, suppliers and customers with information and each other quickly and easily to capture new business opportunities. To do this, the company needed an infrastructure that would be available around the clock, with tools that would allow people to function better as a team. And technology components to not only integrate information with a variety of business units, but also to present content in a consistent and timely manner.

### **The answer: IBM people productivity solutions**

IBM helped Spherion build an online knowledge portal that integrated disparate resources, information and people as part of a centralized work environment. Spherion was able to increase employee productivity in the process and significantly cut its request for proposal (RFP) response time. The solution helps deliver relevant content and tools to Spherion employees in real time, allowing them to complete searches in minutes rather than days. And it streamlines communication and collaboration among employees across geographies and business units by providing a single, intuitive interface to critical work tools, including content, applications and business processes. Bringing together IBM WebSphere® Portal, IBM DB2® Content Manager, IBM Lotus® Instant Messaging (formerly IBM Lotus Sametime™) and Lotus Team Workplace (formerly Lotus QuickPlace®) for collaboration has enabled Spherion to connect the pieces of its business that had been previously siloed.

Through the implementation of IBM people productivity solutions, Spherion employees can easily obtain resources on the fly—such as contract forms, team members and market research—without having to search through multiple systems. “By delivering business information in real time, we can help employees make faster and more informed decisions,” says Tina Eyerly, director of Knowledge Management at Spherion. “That level of responsiveness frees employees to focus on their core responsibilities and translates into huge productivity gains.” It also enables employees to respond to new business opportunities more quickly than ever before.

**How can IBM people productivity solutions help *you* meet your business goals?\***





Today, companies realize that to survive, their work environments must be more agile. Efficient. Ready to respond to whatever the business world challenges them with—rising levels of competition, sweeping regulation changes or unpredictable market fluctuations. To keep pace, you want to make the most of the resources you have—your business information and processes, as well as relationships with your employees, trading partners, suppliers and customers. Everyone along your value chain, inside and outside the organization, must act, interact and react as a single entity—in real time.

In short, you must achieve a new level of productivity: an integrated, flexible, highly secure and customized work environment that transcends the limited view provided by standard intranets and point-to-point solutions. An environment built on an open standards-based infrastructure that can adapt to changing market conditions—and grow as your business needs evolve.

IBM people productivity solutions can help you build a high-performance work environment that enables individuals, teams and communities to work together easily and efficiently across boundaries, whether separated by geography, organizational divides, mobility or the enterprise firewall. A unified work environment can help you streamline operational efficiencies while eliminating redundancies. Respond to growing industry and government regulations without costly upheavals or overburdening employees and customers. Reuse knowledge without re-creating it. Improve service and responsiveness to strengthen relationships with customers and trading partners at lower cost. All while giving your workforce the time and resources it needs to focus on core competencies that can deliver value to your customers. By deploying the total IBM people productivity software solution set, you can start realizing these benefits.

### **Prudential delivers rock-solid service with responsive Web portal**

Prudential Financial, Inc. wanted to deliver more responsive customer service while lowering operational costs. The solution? An integrated Web portal that merges real-time account access with insurance product information and planning services.

Built on key IBM technologies, the company's new insurance portal enables policyholders to access account information in real time, learn about various Prudential offerings, find market information and read commentaries from Prudential analysts. Through support for its 300,000 registered users, as well as 400 new registrants and 8,000 unique visits a day, the portal is easing the burden on call-center staff, which now experiences 23 percent less calls than before the portal implementation. And customers are pleased to be able to find answers to routine queries on their own, when they need them.

*IBM people productivity solutions bring together industry-specific know-how with a dynamic, collaborative work environment that can help your organization become more responsive, focused and resilient — your first steps toward becoming an on demand enterprise.*



### **Respond on demand to new revenue opportunities**

In a fast-paced environment, slow response times and poorly made decisions can cause you to miss opportunities, frustrate customers and even lose revenue to your competition. Streamlining your supply chain and providing superior quality of service can help solidify business relationships and drive higher revenue and profit. At a more strategic level, enabling employees to access information and collaborate more effectively can lead to better ideas, fact-based decisions and faster time to market—key ingredients for your business success.

IBM people productivity solutions offer a way to tap the full potential of your corporate resources. Through a single point of access in a highly secure environment, your employees can:

- Manage complex needs with less overhead—helping to reduce your overall total cost of ownership and streamlining core business processes.
- Process, share and manage content across your organization through a streamlined infrastructure with security-rich capabilities.
- React and collaborate in real time to the most up-to-date information virtually anytime, anywhere and from any device to promote better, faster decisions.
- Connect geographically dispersed teams and outside vendors through messaging, online meetings, calendaring and scheduling in the context of the work they're engaged in, rather than as separate applications.

Ultimately, a highly secure, unified work environment can turn organizational structures into proactive, adaptive value chains ready to respond to market and consumer shifts. The more fully you integrate and leverage your work environment, the more you can take advantage of changing market dynamics—and capture revenue opportunities at a less cost. And the more closely you can come to embracing e-business on demand™ principles.

An on demand e-business is an enterprise whose business processes—integrated end to end across the company and with key partners, suppliers and customers—can respond with speed to almost any customer demand, market opportunity or external threat. More than operational efficiency, e-business on demand is about building a dynamic infrastructure that allows you to create new business processes and leverage existing ones cost-effectively. It enables you to uncover hidden value in your company's operations—while speeding your potential return on investment (ROI).

### **On demand business strategies can help drive productivity by:**

- **Increasing the speed at which you can sense and respond to market changes and opportunities.**
- **Incorporating the latest technology in a way that's aligned with business objectives.**
- **Increasing service and responsiveness to customers, suppliers and trading partners to strengthen business relationships.**

### **Improve information access to accelerate decision making and time to market**

Business content is growing at a phenomenal rate. Across all industries, companies are examining how to securely deliver, manage and share information. While documents, Web content and rich media have traditionally resided in separate, nonintersecting worlds, compartmentalizing content into separate silos is no longer a viable option in an on demand world. Often a company's information is lost or not accessible by everyone who might need it. Industry research firms estimate that knowledge workers today spend as much as a third of their work time looking for information. The costs of inefficient information retrieval can be high—studies have shown that it is four times more expensive to call someone back than to resolve issues in the first call.<sup>1</sup> And with expanding regulatory compliance demands and new requirements for clear audit trails and access to corporate documents, effective content management is no longer a business luxury—it's a necessity.

*“The new system not only fulfills our legal responsibility, it's a huge corporate asset, providing competitive advantages and superior customer service,” says Oren Leiman, Charles Schwab, on meeting regulatory compliance and archiving business documents.*

While the challenge of capturing, organizing, storing, securing and retrieving business-critical content can be daunting, consider the benefits.

- Improved productivity, decision making and collaboration across the enterprise
- Faster, streamlined response to regulatory and corporate accountability requirements
- A central entry point to business information that provides easy access, consistent format and self-service capabilities based on the role of the user
- Extended reach of enterprise applications—virtually anytime, anywhere—to employees using mobile devices.

IBM people productivity solutions can help you provide a highly secure, personalized interface to a wide variety of critical information to enhance your employees' decision-making abilities, when and where they're needed. Beyond merely accessing information, people productivity solutions give you the tools to act on it—to reuse and leverage this knowledge across the organization. To collaborate—through Web conferencing, discussion forums and instant messaging—and help drive innovations and savings that generate immediate business value.





By consolidating the various intranets and extranets that you already have, you can virtually eliminate the need to maintain duplicate subscriptions and maintenance costs—all with nominal retraining of existing human resources. Empowering end users to manage and access their own content through self-service helps promote faster, better decision making. And by moving content control out of IT into the business user's hands, you can help give your IT staff more time to focus on integrating your existing systems and extending your network.

*AT&T, a major telecommunications company, wanted to extend self-service payment to its small and midsize business customers. IBM provided a scalable, reliable server infrastructure to AT&T's call centers and an online bill presentation solution. The results? In the first six months of the implementation, customers handled 5,000 of their own disputes, significantly reducing manual customer service costs, with a potential of saving US\$25 million annually in statement printing costs.*

### **Sales channel keeps profits flowing**

With three major lines of business and 40 disparate data sources spread throughout the enterprise, Flowserve Corporation—the world's largest manufacturer of industrial flow management products—found it difficult to share information with employees, customers and suppliers.

The solution: Flowserve Corporation deployed an IBM on demand infrastructure to help streamline its processes through an e-marketplace sales channel that provides automated processes for ordering products, making inquiries and collaborating about design.

The results: vastly improved customer service, up-to-date information and faster order turnaround. The bottom line is US\$100 million in revenue generated through deployed Web solutions and e-marketplaces; 100 percent ROI expected in one year; 50 percent reduction in sales cycle times.



*“Our employees cringed when they had to tell a customer they couldn’t answer a question immediately. We were literally placing our business in jeopardy by not giving our staff the tools they needed to work productively,” says Jana Bulkin, senior consultant, Archive and Workflow Solutions, HypoVereinsbank GmbH.*

*“By transforming our business processes to give employees real-time, electronic access to a common repository of comprehensive information, the bank is now meeting our very high quality-of-service standards. We provide instant answers to customer or employee questions.”*



**Leverage your collective information to provide superior levels of service to customers and trading partners**

In a fast-paced marketplace, having easy access to the right information and expertise at the right time can help you translate that information into a wider profit margin. By delivering critical business information to customers and partners, you can move beyond mere transactions to discovering new ways to interact and build stronger business relationships. IBM people productivity solutions can help you leverage information to meet and exceed expectations at every customer and trading-partner encounter. Improve the quality of interactions, and provide your customers, trading partners and suppliers with direct access to employees who understand their organization, its values and its needs. Through IBM people productivity solutions, you can:

- Enable customers to make intelligent, confident and informed choices by providing self-service product and policy information.
- Give suppliers and distributors pertinent, timely information—like contract pricing, inventory levels, terms and conditions—to help optimize sales, while increasing operational efficiencies.
- Enable on demand delivery of appropriate training and knowledge.
- Automate and optimize commerce-related business processes and effectively manage trading relationships with channel partners.
- Give customer service staff fast access to the right tools, information and expertise they need to respond more quickly and accurately to customer product inquiries.



**Extend the value of existing IT resources and lower total cost of ownership through a flexible, open platform**

Managing your IT infrastructure requires special focus on raising enterprise productivity to help you maintain a competitive advantage. You need a flexible, secure foundation that enables you to leverage existing investments and skills while incrementally adding capabilities as you need them. An infrastructure built on open-source technologies—like Linux—means you aren't confined to a single, vendor-proprietary offering. Open standards make it easier—and more cost-effective—to integrate your disparate systems, so you can focus on your business, and not the technology behind it.

IBM people productivity solutions are built on an open, highly available infrastructure that connects—and protects—your business assets and information, helping to reduce the time and cost required to manage it. Extend the value of your legacy IT investments through technologies from a range of vendors to meet changing business requirements and increasing demand. IBM people productivity solutions support not only a vast array of IBM solutions but can be combined with many vertical solutions provided by thousands of IBM Business Partners.

You don't have to do everything at once. Add the capabilities at a pace that suits your needs. Solve specific industry or business needs. Small companies can start small. Big companies can operate as nimbly as small companies, while creating economies of scale. And employees of any company can be more productive than ever before.



**ACUITY increases business efficiencies through on demand e-business**

ACUITY is a 600-employee company offering insurance to over 170,000 customers. “Along with IBM, ACUITY is setting the industry’s standards by using today’s most cutting-edge technology to propel past competition and serve our agents like never before,” says Neal Ruffalo, vice president, Information Technology, ACUITY.

To help enhance communication all along its value chain, ACUITY implemented a solution that enables real-time [business-to-business] B2B interactions. The results: US\$200 million on premiums over a 2-year period, full ROI in one year, 33% decrease in processing time, 97% customer satisfaction rating, 40% increase in premiums per agency; and 46% higher productivity per employee than the national average for insurance companies.

### Scalable solutions to build your on demand e-business

Through a single, integrated foundation, IBM people productivity solutions deliver a full portfolio of content management, collaboration, portal and security management solutions capabilities designed to work together seamlessly. Yet each can also stand on its own, so you can always choose the capabilities that can benefit your business the most. Begin with the features that can help drive the greatest value today, and then build out more as your needs change:

- Better manage and leverage the volumes of information that your organization generates through a scalable content management infrastructure provided by DB2 Information Management software.
- Provide a secure, single point of entry to simplify interaction with people, information and business processes through WebSphere Portal capabilities.
- Enable employees, customers, trading partners and suppliers to communicate and collaborate quickly and accurately to speed decision making, improve responsiveness and strengthen relationships through Lotus Domino and Workplace collaboration capabilities.
- Provide an on demand learning environment that empowers employees to learn at their own pace to help deliver better retention and improved productivity.
- Protect your workplace from unauthorized access and improve the availability of business-critical information through IBM Tivoli® security management solutions capabilities.
- Empower employees to execute, connect and collaborate virtually anytime, anywhere, using any device resulting in more flexibility, enhanced productivity and reduced costs through Everyplace® and access technologies from IBM.
- Deploy a variety of e-commerce initiatives — from a simple, online storefront to e-procurement, to an integrated, multitier sales channel — all on a single platform through IBM WebSphere Commerce software.
- Reduce legal risks by setting up internal compliance policies through DB2, Tivoli and Lotus compliance and records management solutions.



IBM people productivity solutions are backed by best-of-breed IBM Business Partner applications, independent software vendor partnerships and the expert consulting, skills and services you need to build or extend your enterprise. IBM and its Business Partners offer industry-specific experience in combining business process knowledge and technology, through flexible options, to help you accelerate decision making and capture new revenue opportunities without putting new strains on your company's IT organization.

IBM and its Business Partners, with their combined end-to-end solutions, can help you develop a customized roadmap, focused on the needs of your business in the context of your industry—from a single technology purchase through an enterprise transformation—that will provide you with both immediate return and long-term value to help you become an on demand business.

**For more information**

To learn more about IBM people productivity solutions or to find out how IBM can help you develop a workplace strategy to meet your unique business requirements, visit:

**ibm.com**/software/people

*“IBM’s leadership position in the portal space is well deserved and should be maintained for the foreseeable future. With WebSphere Portal, IBM has been able to combine a powerful architecture, a broad and deep set of features, the leveraging of other IBM technology assets, and a passionate vision of the portal as the workplace of the future to create a compelling and potentially market dominating product.”*

*–David S. Marshak, Patricia Seybold Group  
February 13, 2003, “IBM WebSphere Portal:  
A Market, Functionality, and Vision Leader”<sup>3</sup>*





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<sup>1</sup> Janet Perna, "Doing More For Less with e-business On Demand" AIIM 2003 Exposition and Conference Association for Information and Image Management, Jacob K. Javits Convention Center, New York, New York. April, 2003.

<sup>2</sup> David S. Marshak, Patricia Seybold Group, "IBM WebSphere Portal: A Market, Functionality, and Vision Leader," February 13, 2003.

\* The product functionality discussed in this brochure, including collaboration, portal and content management, is available to customers deploying all of the IBM people productivity solutions.

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