

IBM Digital Experience: Überblick

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The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.



Agenda

- Moving towards a Digital Experience
- Getting ready
 - the tools and capabilities in v8.5
- Handing over control
 - Visual page assembly
- Integration
 - Make your IT part of an user experience
- Looking forward
 - The journey continuous
- Summary

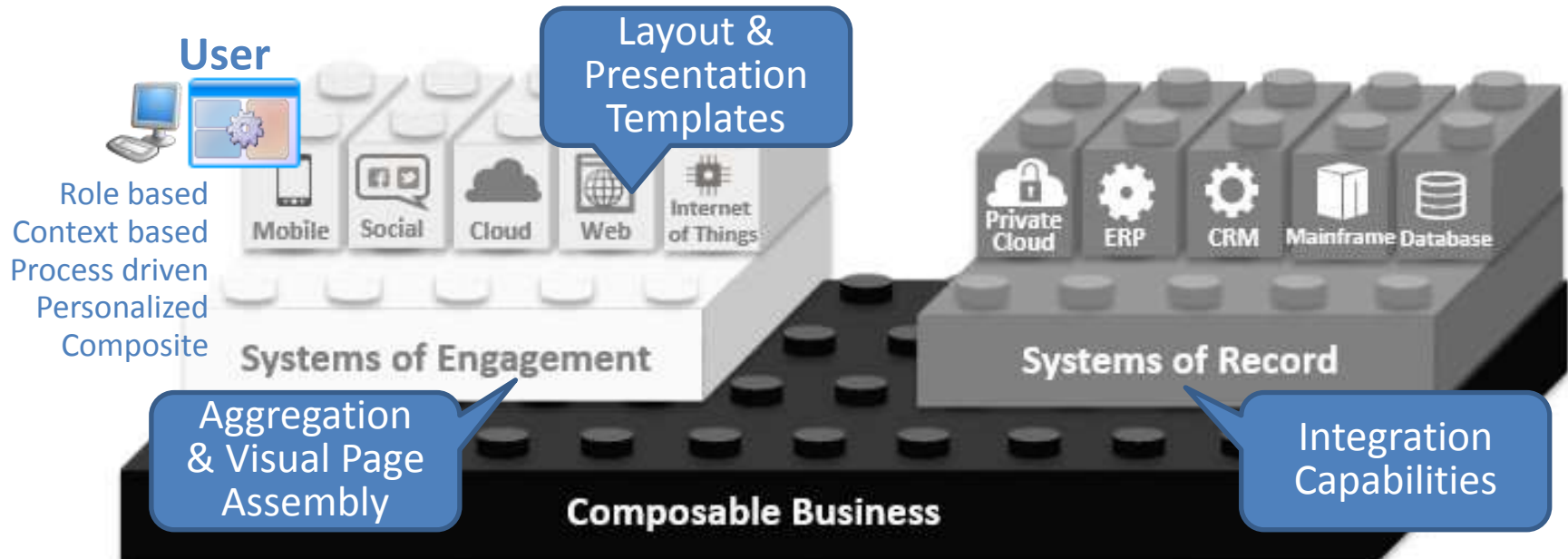


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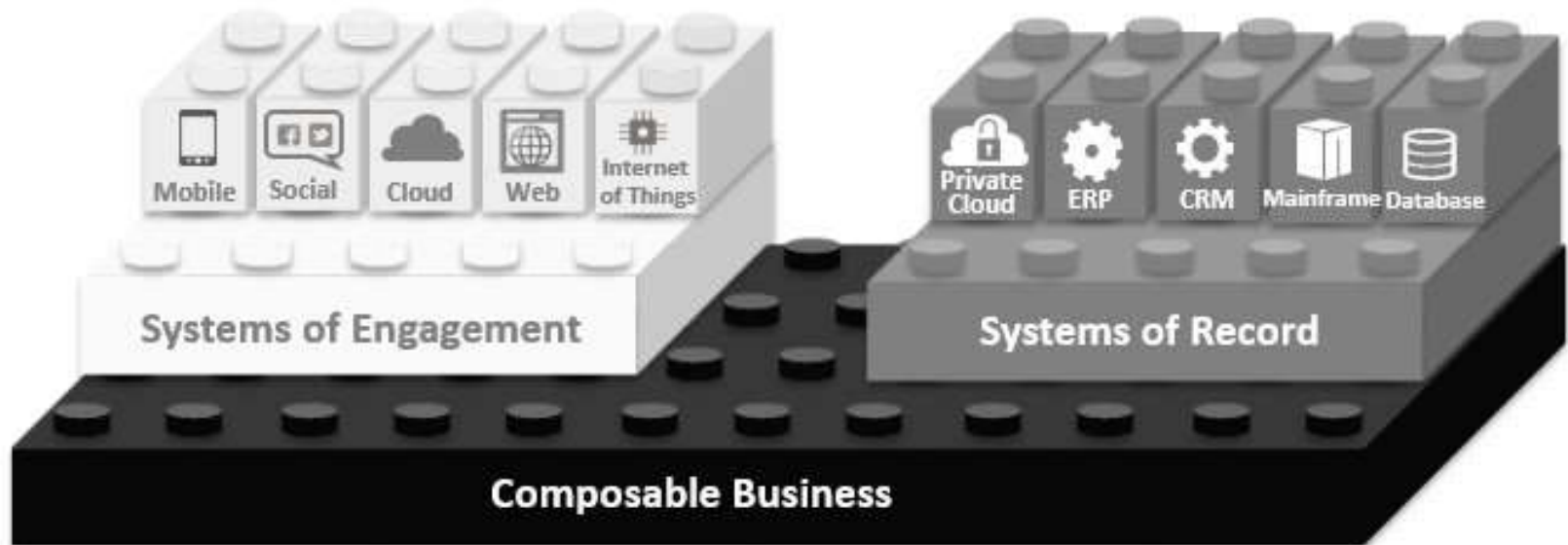
The traditional Portal Paradigma - Reloaded



- Portal gives the **illusion** of a nicely integrated system!
- But it's aggregation, composition and federation of lightweight UI components and services
- Let Portal pick the right face for the result
- Let another tier own the business logic (controller) and the data (model)



The traditional Portal Paradigma - Reloaded



Business

- Faster time to market
- Lower time to change



IT Operations

- Reduced risk during changes
- Failure ready infrastructure



Developers

- Can focus on innovation
- More freedom and choice

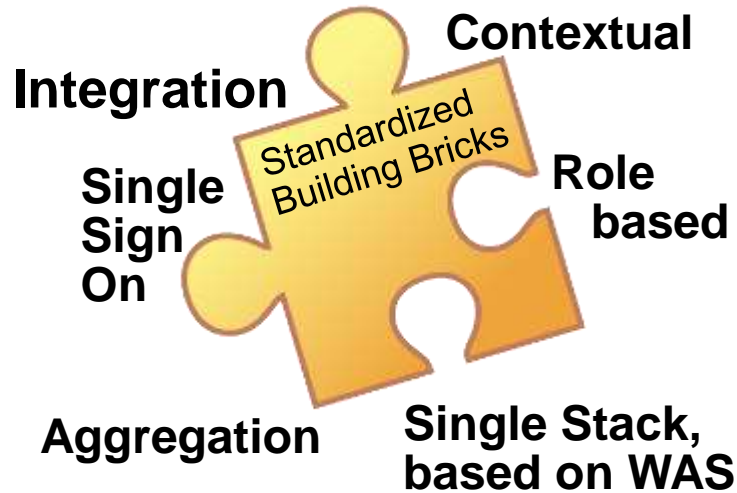


Extended View of a Digital Experience

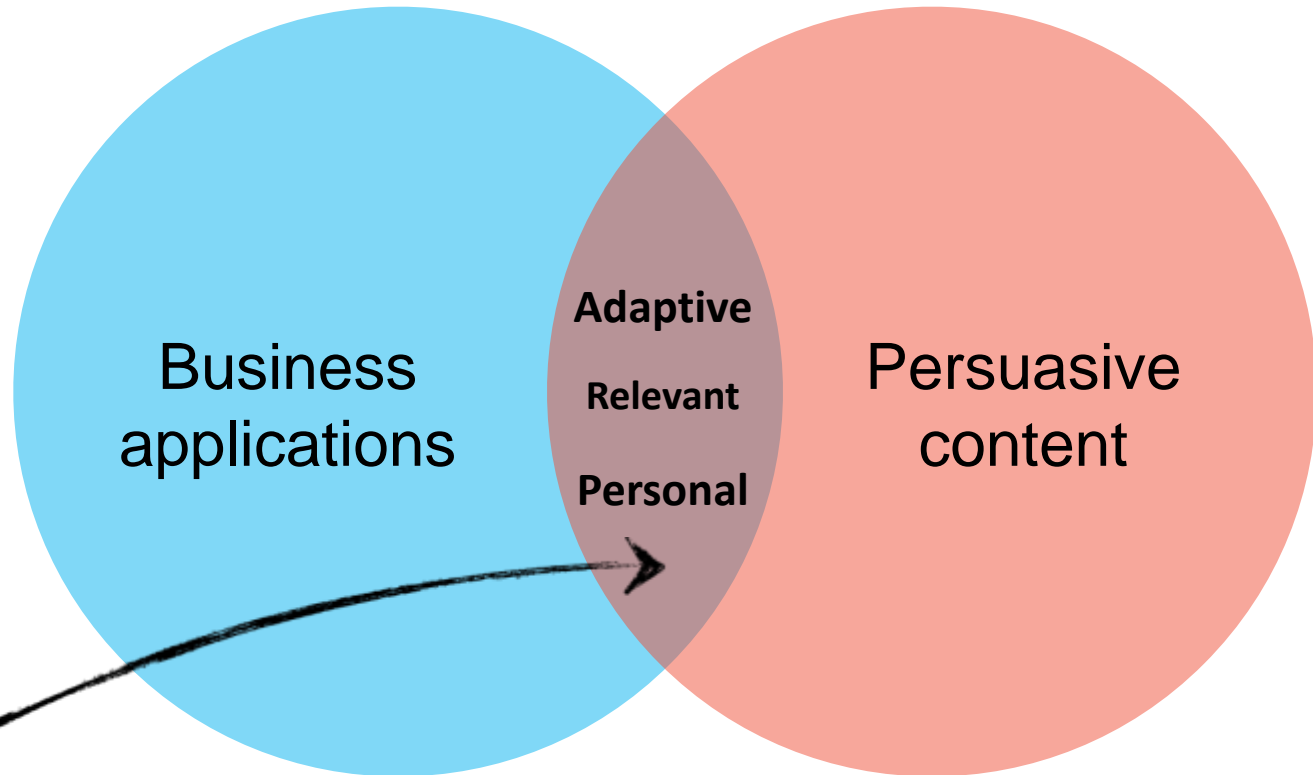
**Componentized
Web Sites**



**Broaden the
Capabilities**



Mixing Web Content and Applications



This is an exceptional user experience:
websites that need BOTH content and applications.

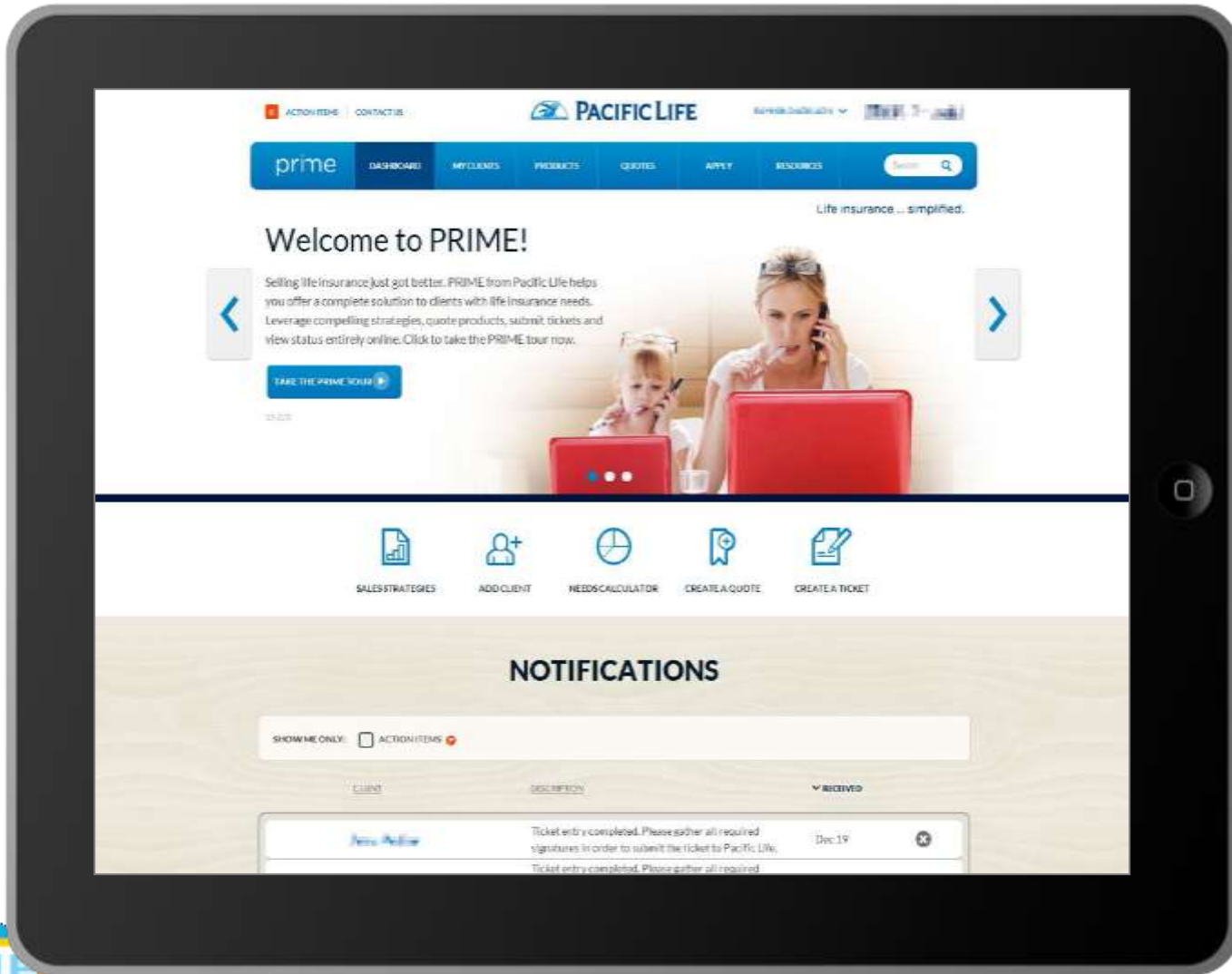


Jyske Bank: Responsive Design



Pacific Life

Mobile App



Fifth Third Bank

Secure Business

The screenshot shows the Fifth Third Bank website homepage. At the top, there is a navigation bar with links for Contact Us, Careers, Branch & ATM Locator, Privacy & Security, FAQs, and Site Map. A search bar is located on the right. Below the navigation bar, there are tabs for personal, small business, commercial, and about Fifth Third. The main content area is divided into several sections:

- Internet Banking and Bill Payment:** A large section with a login form on the left and promotional text on the right. The login form includes fields for ID and password, a Log In button, and links for forgot ID/password and online demo. The promotional text highlights features like faster bill payment, better spending tracking, and 24/7 account status viewing.
- Commercial Banking Customers:** A section with a Log In link to Fifth Third Direct, a privacy and security statement, and a warning to protect against ID theft.
- In the Community:** A section stating the bank's commitment to strengthening communities.
- Branch and ATM Locator:** A section with radio buttons for Branches and ATMs, and input fields for Street, City, State, and ZIP code.
- Make your money work hard for you:** A section with a list of services: Checking Accounts, Savings Accounts, CDs, and Investments & Wealth Management.
- Low interest Loans to fit your needs:** A section with a list of services: Mortgages, Equity Lines & Loans, Vehicle Financing, and Student Loans.
- All the convenience of cash and more:** A section with a list of services: Credit and Debit Cards.
- PLANNING CENTER:** A section with a heading "Saving for a specific life event?" and a list of services: Expanding your family, Buying a home, Changing jobs, Retirement planning, and More.
- My INVESTMENTS:** A section with a heading "It's all about you." and a link to Learn More.

At the bottom, there is a copyright notice: Copyright © 2005 Fifth Third Bank, Member FDIC, Equal Housing Lender, All Rights Reserved. Navigation links for Home, Contact Us, Careers, Branch & ATM Locator, Privacy & Security, FAQs, and Site Map are provided.



Harley-Davidson

Rich Content

The screenshot shows the Harley-Davidson USA website homepage. At the top, there is a navigation bar with the Harley-Davidson logo and 'USA' on the left, and links for 'MUSEUM', 'DEALER LOCATOR', 'BUILD YOUR HARLEY', 'SHOPPING CART', and 'WISH LIST' on the right. A search bar with a 'GO' button is also present. Below the navigation bar, there are links for 'MOTORCYCLES', 'LEARN TO RIDE', 'TRY A BIKE', 'PARTS', 'APPAREL', 'EXPERIENCE', 'OWNERS', and 'COMPANY'. On the far right of this bar, there are links for 'Log in / Create a Profile'.

The main content area features a large image of a black Harley-Davidson Road Glide Ultra motorcycle parked on a dirt road in a desert landscape. The text 'THE ALL-NEW ROAD GLIDE ULTRA' is prominently displayed in large, bold, white letters. Below this, it says 'LONG HAUL COMFORT WITH ORIGINAL SHARK-NOSED STYLE'. An orange button with the text 'See the Bike >' is positioned to the right of the motorcycle.

On the left side of the main image, there is a vertical navigation menu with the Harley-Davidson logo at the top. The menu items are: 'QUICK START >', 'WHAT'S NEW >', 'COMMUNITY >', 'EVENTS >', 'MOTORCYCLES >', and 'TOOLS >'. Below these items is a 'MY DREAM HARLEY' section with a small motorcycle icon.

At the bottom of the page, there are three promotional banners. The first banner on the left is titled 'TWIN CAM 103™ ENGINE' and features an image of the engine. Below the title, it says 'Available on More Touring Models for 2011 >'. The middle banner is titled 'ABS AVAILABLE ON SOFTAIL® MODELS' and features an image of a motorcycle wheel. Below the title, it says 'New For 2011 - Learn More >'. The third banner on the right is titled 'FIND A DEALERSHIP NEAR YOU' and features a map and the Harley-Davidson logo. Below the title, it says 'Locate a Dealer >'.

IBM Event Connect

Social

The screenshot shows the IBM Event Connect website. At the top, there is a navigation bar with the IBM logo, 'Connect 2014', and menu items for 'Sessions', 'Highlights', 'Information', 'Social', and 'Now'. A user profile dropdown is visible in the top right corner, showing 'Welcome David Strachan', 'Start Here', a profile picture, 'My Profile', and 'Sign Out'. Below the navigation is a large banner for 'Connect2014 Sessions' with the tagline 'Connect in the Cloud'. The main content area is titled 'Session Finder' and includes a search filter for '03. Solutions for Exceptional Customer Experiences' and a search button. The date 'Monday, Jan 27' is displayed. Two sessions are listed: 'A Journey of Canadian Municipalities to Better Serve Citizens - ECE402' by Vivek Vyas, Patrick Casey, and Iqbal Singh, and 'Staying the Course: Building a Strategic Intranet at Prudential - ECE206' by John Huetz and Kirsten Kelley. On the right side, there are links for 'Sessions', 'Tracks', 'Session Finder', and 'My Schedule', along with social media icons for LinkedIn, Facebook, and Twitter, and the hashtag #IBMConnect.

IBM Connect 2014 Sessions Highlights Information Social Now

Welcome David Strachan Start Here

My Profile Sign Out

Connect2014 Sessions

Connect in the Cloud

Session Finder

Find a session. Filter by track and search by keywords.

03. Solutions for Exceptional Customer Experiences Search

Monday, Jan 27

11:00	A Journey of Canadian Municipalities to Better Serve Citizens - ECE402 Swan 7-8 11:00 AM - 12:00 PM	VIVEK VYAS, Patrick Casey, Iqbal Singh	Add
11:00	Staying the Course: Building a Strategic Intranet at Prudential - ECE206 Swan 9-10 11:00 AM - 12:00 PM	John Huetz, Kirsten Kelley	Add

Sessions

- Tracks
- Session Finder
- My Schedule

Stay Connected to IBM Connect

in f t #IBMConnect



Consumer Engagement at illy

Story Telling

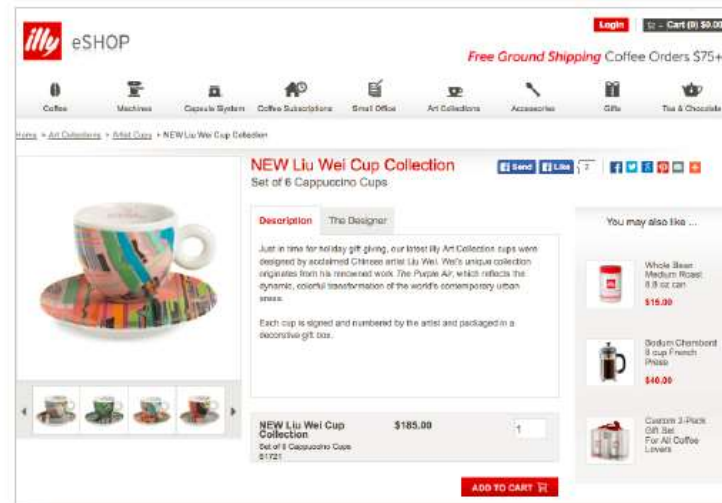
Path to conversion

Make you fall in love

Emotional Path

Make buying frictionless

Product Page



Lufthansa

Scalability

The screenshot shows the Lufthansa website interface. At the top, there is a navigation bar with the Lufthansa logo, the slogan "Nonstop you", and various menu items like "Plan & Book", "Offers & Ideas", "Information & Service", "Miles & More", and "My Bookings". A search bar is also present.

The main content area features a large banner with the text "Rebook flights online" and "From now on you can change your flight booking yourself if necessary..". Below this is a "Learn more now" button. The banner also displays a laptop screen showing a successful rebooking confirmation message: "Your rebooking has been successfully completed. A confirmation email will be sent to you."

On the right side, there is a "Flights" section with a search form. The form includes options for "Flight search", "Flight status", and "Timetable". It has radio buttons for "Round-trip" (selected) and "One-way", a "Recent searches" dropdown, and input fields for "From", "To", "Departing", and "Returning". There is a dropdown for "1 Adult" and a link for "Travel with children". A "Search flights" button is at the bottom of the form.

Below the banner, there are four promotional boxes: "From Friday: 1 million extra tickets", "Oneworld flights from 49€!", "Rebook flights online", and "Where we fly" with a world map icon.

At the bottom, there are three sections: "Trip Finder - for your perfect trip" with a bridge image, "Discover Russia!" with flight prices from 199€ to 429€, and "Quicklinks" with a list of navigation options like "Check-in", "Flight status", "Timetable", etc.





“A great experience is supposed to evoke sensation in the user - not just performing rote tasks, but engaging, participating, getting meaningful value.”



Businesses have some interesting challenges in rolling out their digital strategy...

Hyper-responsiveness to business units

Simplified Web developer skillset

Decentralized decision-making



Use of lightweight site-builder frameworks



IBM Digital Experience

Continuous business transformation

Deep IT driven engagement

Benefits of common services & platform



Adoption of an engagement platform

IBM DX Commitment to YOU

INNOVATE

Help you get to market quickly with web developer & content authoring skillsets

Line of Business

Agility



PRE-INTEGRATE

Purpose-built integration so core elements are ready when you need them

Time to Market

Standardization

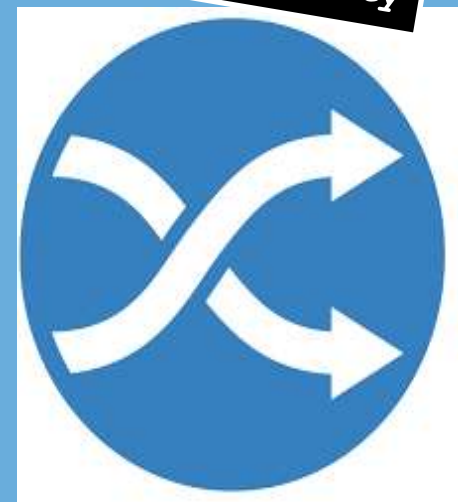


PRESERVE CHOICE

For long-term deployment methods and operations

Platform

Interoperability



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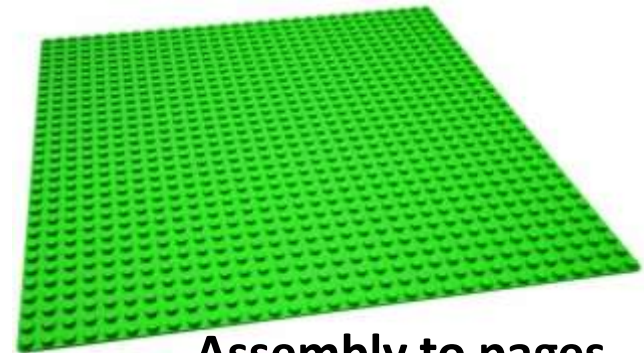
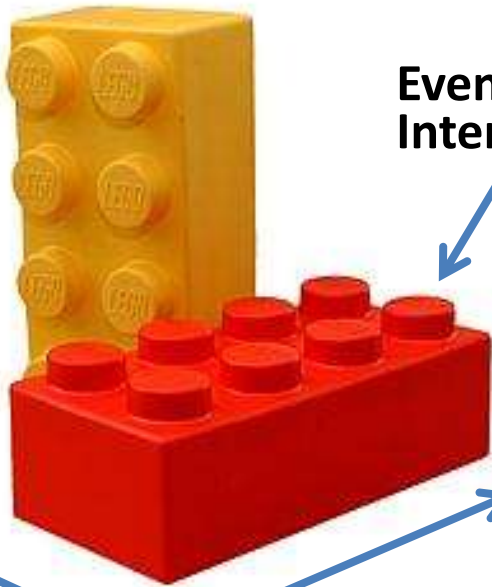
JSR 286 – timeless, re-usable, basic

Action & Render Phase



Packaging & Deployment

Eventing & Interaction



Assembly to pages

Lifecycle



Pre-built Assets

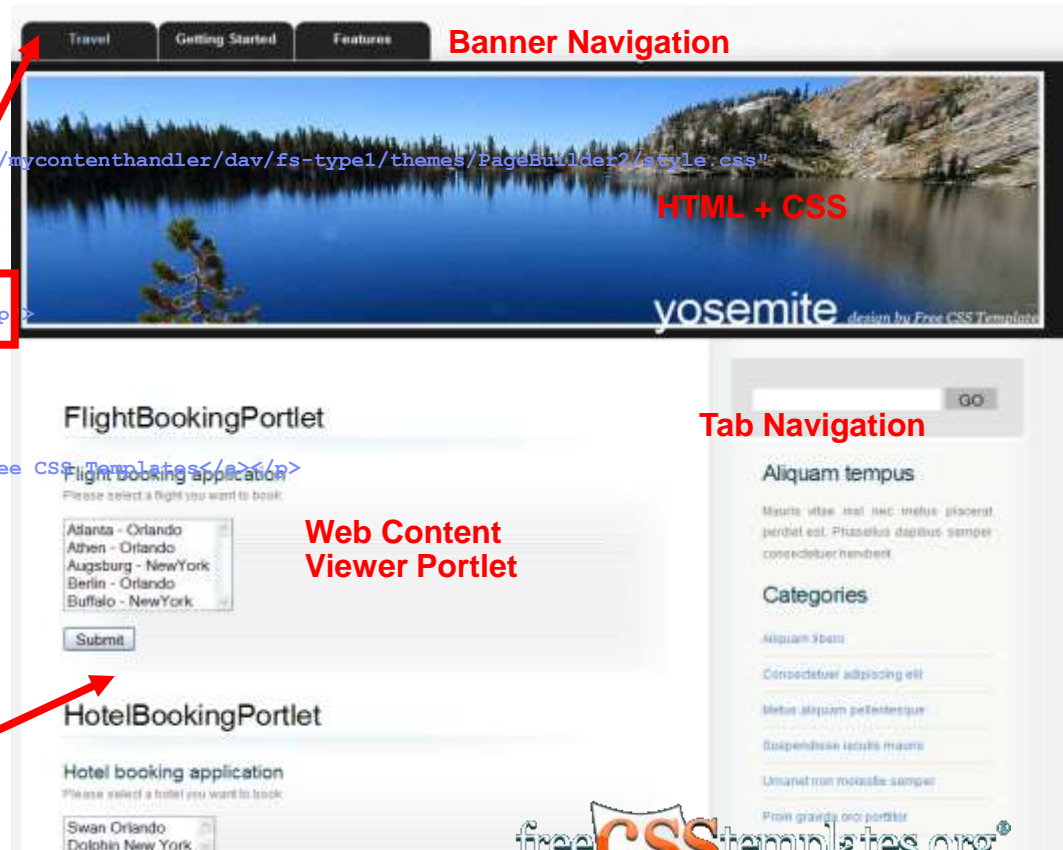
Configuration & Preferences



Theme Architecture

- HTML conform inclusion mechanism of „Dynamic Spots“
- Editing of themes using HTML Design tools possible
- Support of changing themes on running development system using WebDAV

```
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Yosemite by Free CSS Templates</title>
<link href="http://wpsvm084.boeblingen.de.ibm.com:10039/wps/mycontenthandler/dav/fs-type1/themes/PageBuilder2/style.css"
rel="stylesheet" type="text/css" media="screen" />
</head>
<body>
<div id="wrapper">
<a rel="dynamic-content"
href="res:/PageBuilder2/themes/html/PageBuilder2/MyNav.jsp" />
<!-- end #menu -->
<div id="header">
<div id="logo">
<h1><a href="#">Yosemite </a></h1>
<p> design by <a href="http://www.freecsstemplates.org/">Free CSS Templates</a></p>
</div>
</div>
<!-- end #header -->
<div id="page">
<div id="page-bgtop">
<div id="page-bgbtm">
<div id="content">
<a rel="dynamic-content"
href="dyn-cs: id:layout@tl:oid:csa2.theme"></a>
<div style="clear: both;">&nbsp;</div>
</div>
<div style="clear: both;">&nbsp;</div>
```



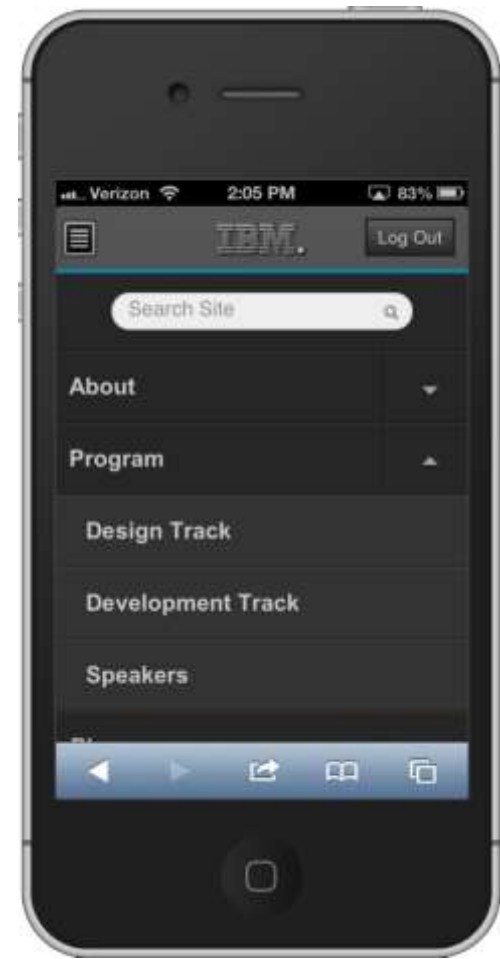
Mobile Directions

- Mobile is Now Part of Everything We Do in Portal and WCM
- Portal, WCM, Tooling, etc.. Just multi-channel by default
- Responsive and Adaptive
- We integrate with and leverage the IBM Mobile stack (Worklight, tools, etc)



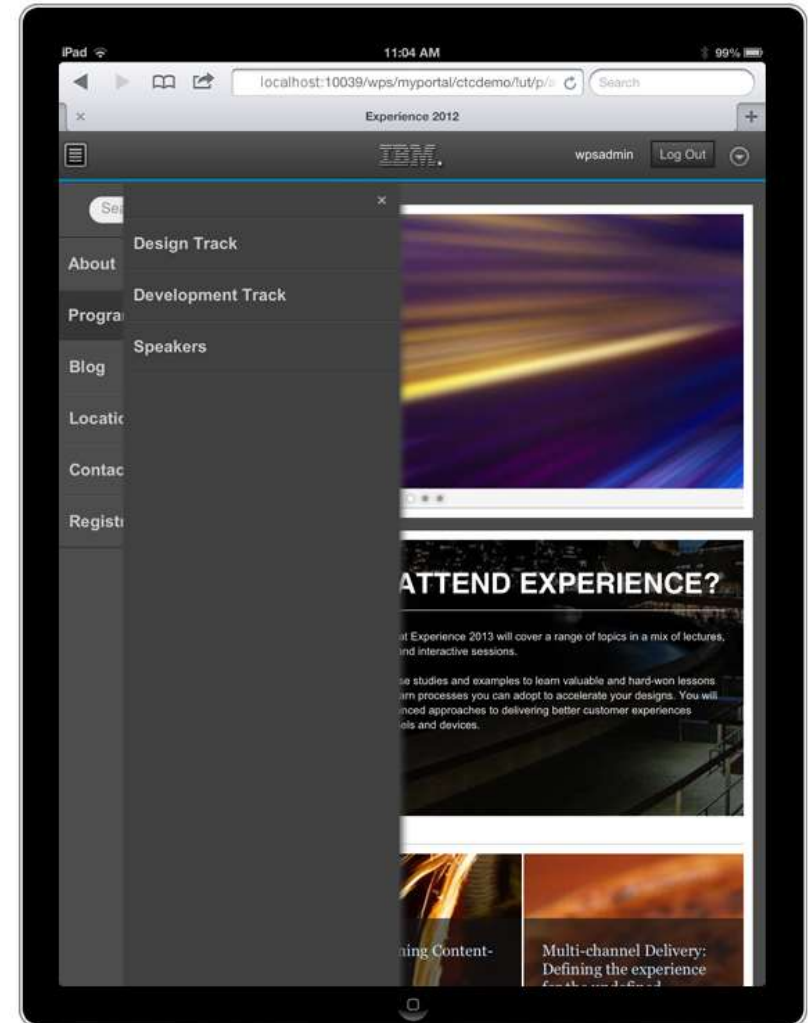
Mobile Web: Smartphone Look & Feel

- Header is simplified
- Primary navigation starts with button at top-left and slides down like a window shade
- Child pages expand and collapse as nested drawers
- Swipe down to see top navigation, which is off top edge of screen
- Elements are sized to be finger-friendly
- Implemented as a device class specific dynamic content spot “mobileNav” for tablets and smartphones



Mobile Web: Tablet Look & Feel

- Header is simplified
- Primary navigation starts with button at top-left and slides in from the left
- Child pages expand and collapse as additional overlapping columns that also slide in from the left
- Top navigation starts with button at top-right
- Sizes are finger-friendly
- Implemented as a device class-specific dynamic content spot “mobileNav” for tablets and smartphones
 - Difference between tablets and smartphones is implemented within dynamic content spot



Mobile Web: Responsive and Adaptive

- Digital Experience will follows patterns of responsive web design
 - Out of the box pages, web content and portlets optimized for desktop and mobile
 - Web Content presentation templates include responsive patterns
- Adaptive content via Rules, Devices Classes, targeted content, selected application portlets



Mobile Web versus Mobile App

Mobile Web Sites

Provide a consistent integrated web experience across multiple channels such as kiosks, desktops, smartphones.

Aggregate multiple applications
Content management
Personalized for roles



Mobile Applications

Take full advantage of the device.
Dedicated, task-focussed apps
Integrates with device capabilities
App store presence such as IBM Connections app.



Mobile Hybrid

Extending web experiences to include on-device capabilities and app stores with entitled IBM Worklight capabilities



Portal and WCM Convergence

- The Digital Experience Platform requires features normally associated with traditional portals and with traditional WCM systems
- We've been working to integrate the technologies and processes around WebSphere Portal and IBM WCM for a number of releases
 - While they can still be licensed and used independently, they are tightly integrated technically
- This integration is key to enabling the business to drive and manage the web experience life cycle.
- We plan to continue to enable more and more power in the hands of the web site owners
- This allows more to be done as needed and independently
- Templates and the corresponding automation framework, enables the IT team to build the key parts to enable the business to quickly act and react.
 - So IT continues to provide appropriate implementation direction.
- Projects and approvals further provides appropriate levels of checks and balances.



Portal and WCM Convergence

- Content as a portlet (generation 0)
 - Portlet as window into content world
- Content as part of the site (generation 1)
 - Content as first class citizen
 - In context search results
 - In context linking
- Project Scoped Authoring of Portal Sites
 - Ease of Use: Authoring of entire Pages with “Site” Projects
 - Workflow Control: Review, Approve, Publish, Expiration, Versioning
 - Agility: Syndication of Sites between Authoring and Rendering Servers

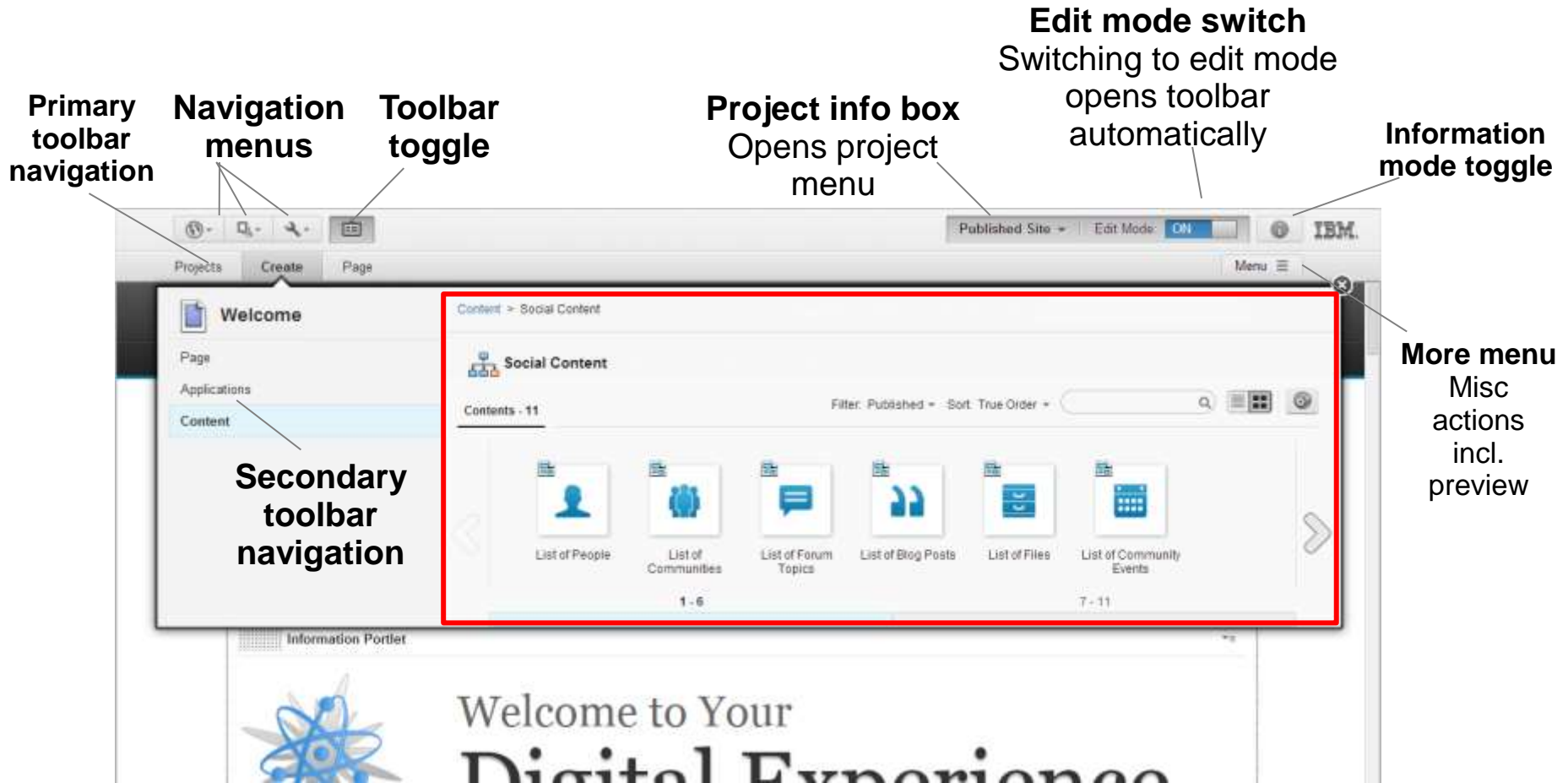


WCM: Visual Page Assembly

- Expose a visual editing experience for portal pages
 - Intuitive and easy-to-use for non-IT users (business users)
 - Provide a WYSIWYG editing model
 - Optimized for inline, drag and drop driven operations
- Leverage the new Portal toolbar concept
 - One place to access a rich administration and page management toolset
 - Decouple product toolbar from custom themes



Empowering the Business: The Toolbar



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Experience 2013. Blog...

- Page
- Applications
- Content**

Content > Social Content

Social Content

Contents - 11

Filter: Published - Sort: True Order - X Search



List of People



List of Communities



List of Forum Topics



List of Blog Posts



List of Files



List of Community Events



List of Community Forum Topics



List of Community Blog Posts



List of Community Content



Forum Topic Details

Show Non-displaying fields

Index List (Specified)

Search for:

From:

To:

Search

Note: New items may not show up in the search immediately



Schedule announced. Registration now open!

Oct 10, 2012 By [virtuser](#)

We're pleased (and somewhat relieved) to publish the finalized schedule for Experience 2013. Registration for the event is now open too - so get in quick - if you don't want to miss seeing some of the world's finest web engagement experts.

[READ MORE](#)



Interview with Jeremiah Ablett on HTML5

tweet 0

example@example.com

0 123 456 789

Print this page

Sidebar Featured Slideshow List (Specified)

FEATURED POSTS



Schedule announced. Registration now open!

Oct 10, 2012 By [virtuser](#)

We're pleased (and somewhat relieved) to publish the finalized schedule for Experience 2013. Registration for the event is now open too - so get in quick - if you don't want to miss seeing some of the world's finest web engagement experts.



Detail Signpost (Specified)

Residents > Parks and Recreation > Content > Web Experience Park

Web Experience Park (Contextual)

+ Create new item

Non-displaying fields : [Displayed](#) | [Hidden](#)

Web Experience Park

An exceptional park to experience all the city has to offer both physical and digital

Description

Video

Video



Video Width

Video Width

Video Height

Video Height

Body

Show Non-displaying fields

Web Experience Park Photos (Specified)

+ Create new Web Experience Park item

Web Experience Park Photos

Photo Gallery List (Specified)

Park Information (Specified)

PARK INFORMATION



Web Experience Cen... draft

Open Read Form

Open Edit Form

Publish

Delete

Edit Content Spot

RS

Fri 9am - 9pm

Sun 9am - 9pm

Park Contact (Specified)

PARK CONTACT



Samantha Daryn

Princess Ann Park Manager

(315) 555-4321

sdaryn@cityofbellwyn.com

Connect Tools (Specified)

CONNECT

Like 0

Tweet 0

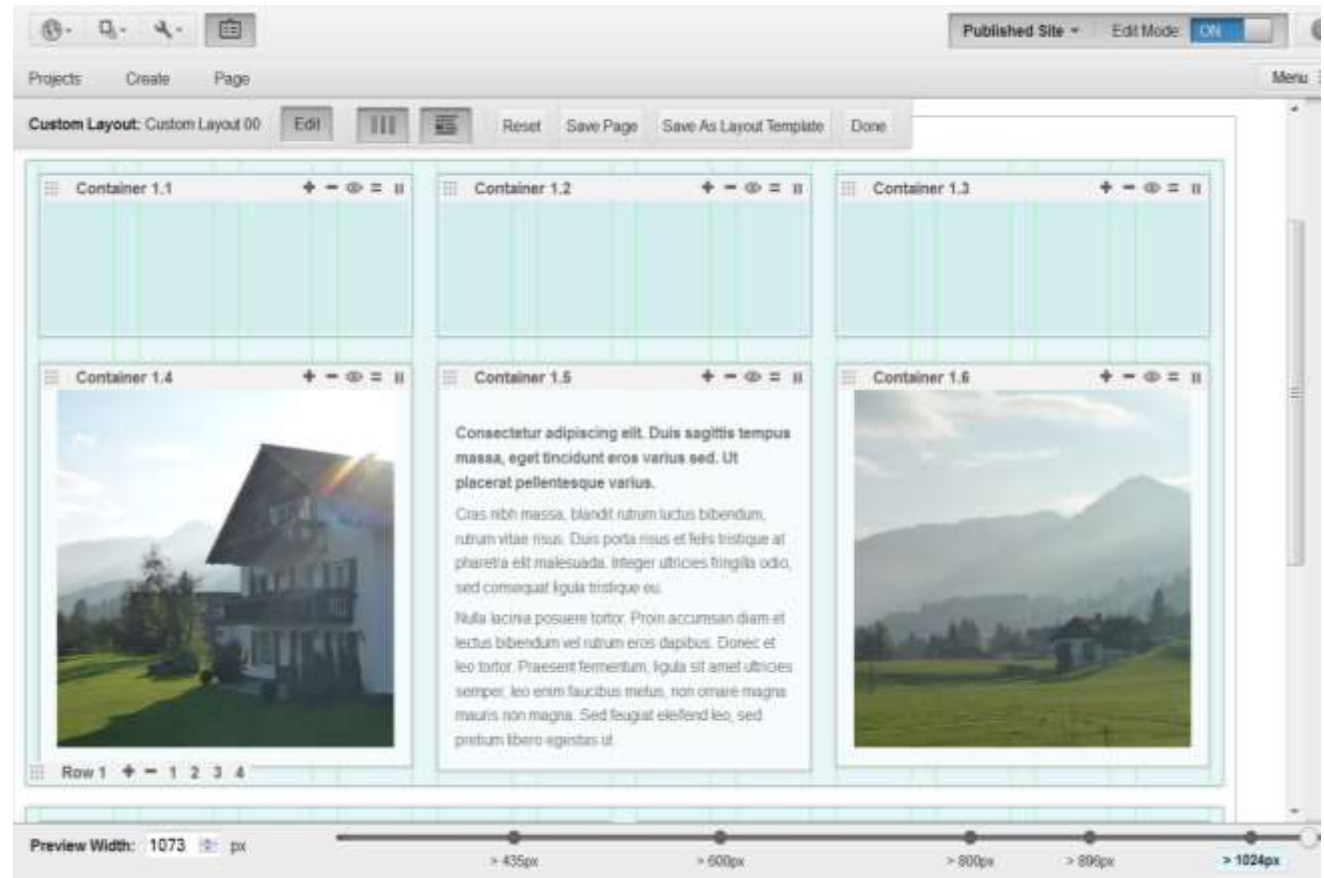
Print this page

Digital Experience Layout Editor

COMING SOON

Features

- Graphical definition of page layouts across multiple device aspects
- Ability to define page flow, structure, content visibility across multiple responsive breakpoints
- Ability to preview pages across your targeted device classes



Projects

- Projects group changes that you and other users are making together and allow you to treat them as one unit for preview, publishing and syndication
- Projects enable collaboration and large site updates
 - Multiple users can work in a single Project and individual items in a Project are not visible on the published site until the entire Project is published regardless of the item's workflow state
- All changes bundled in a project can be previewed together prior to publishing
 - New items appear in all menus and navigators
 - Deleted items are hidden
 - Moved items appear in their new position in the site



Page Templates

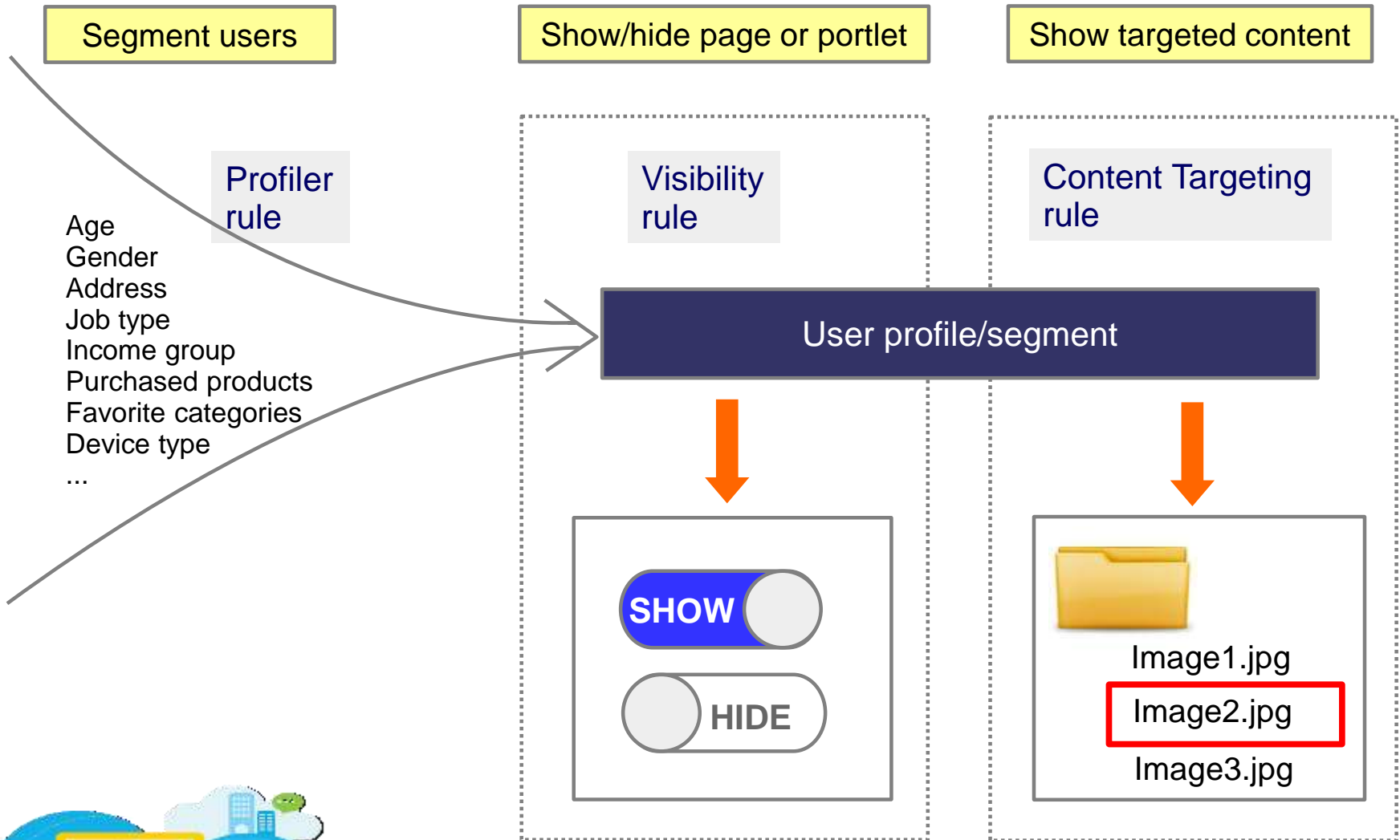
The screenshot displays the IBM web management interface for creating a page. The top navigation bar includes 'Published Site', 'Edit Mode: ON', and the IBM logo. The main interface is divided into three panels:

- Left Panel:** Shows the project name 'The Experience Confer...' and a sidebar with 'Page' (selected), 'Applications', and 'Content'.
- Center Panel:** Titled 'Templates', it features a search box 'Filter templates', a sort option 'Sort: Title ↑', and a 'Show Details' link. A list of templates is shown, with 'Basic' selected and highlighted. Other templates include 'Articles', 'CTC: Alerts Details', 'CTC: Alerts Index', 'CTC: Biographies Details', 'CTC: Biographies Index', 'CTC: Blank', and 'CTC: Communications Details'.
- Right Panel:** Titled 'Page Settings', it contains fields for 'Page title', 'Friendly URL name: ctcdemo /', and 'Page insertion point'. The 'Page insertion point' section has three radio button options: 'Last child of current page' (selected), 'Previous sibling of current page', and 'Next sibling of current page'. A 'Create Page' button is located at the bottom.

At the bottom of the interface, there is a navigation bar with page numbers 1, 2, and 3, and a decorative blue and purple background.

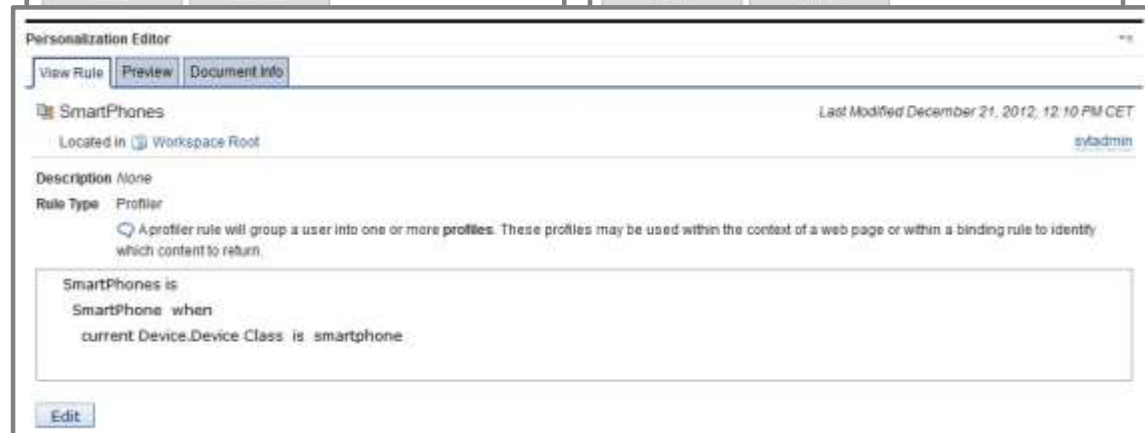
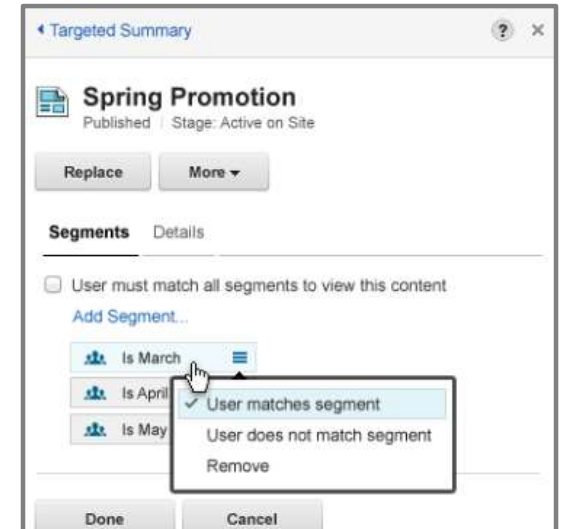
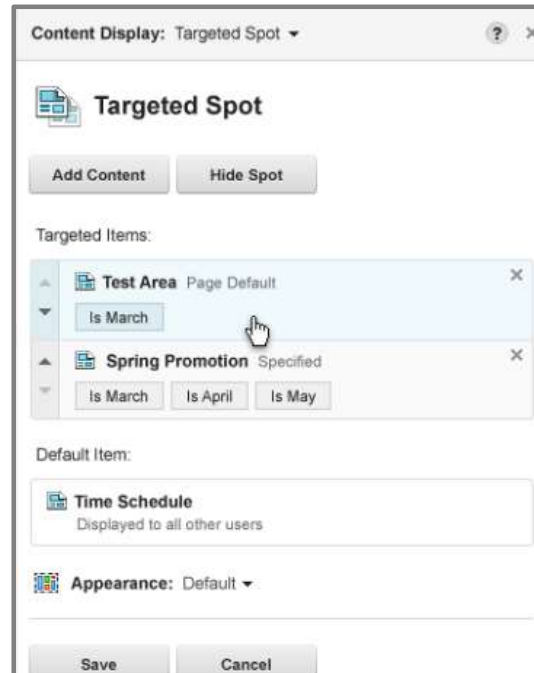


Personalization Rules



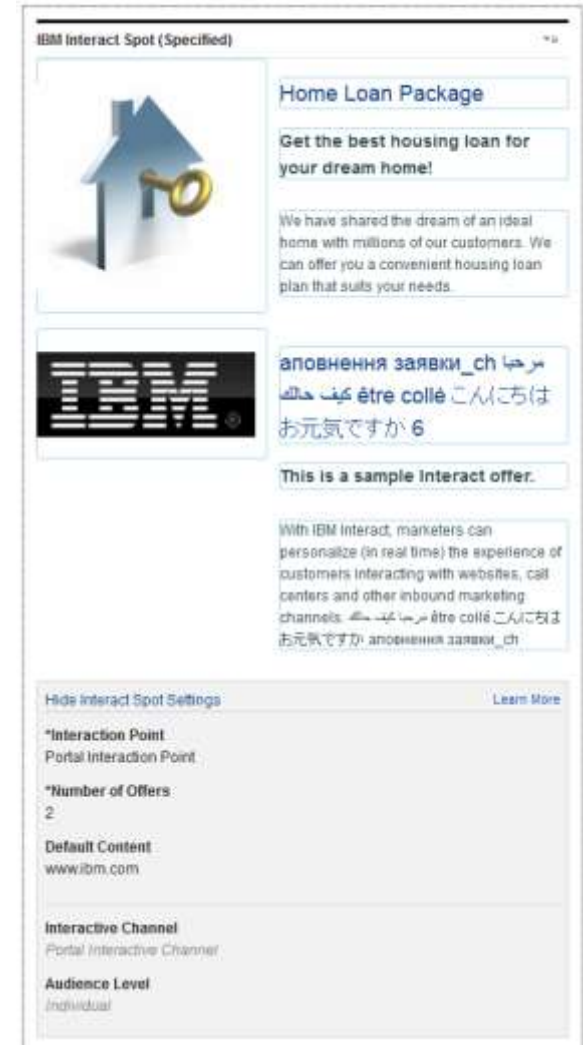
Content Targeting

- Personalizes your site using business rules
- Rules use attributes such as ...
 - device type
 - date & time, geo-location
 - session information
 - referer and search keywords
 - user specific information
 - any kind application specific data
- User friendly content targeting interface
 - inline dialog to define and edit rules
 - Preview in context



Extended Content Targeting based on external Marketing Tools

- Integration with IBM Interact and IBM Marketing Center
- The edit mode of a Portal/WCM page can be used to configure the link between a offer in IBM Interact/IBM Marketing Center and the corresponding web content



Obtaining Targeted Information



CTC Demo City of Bellwryn Home Administration Applications Search Center Intranet Internet Tag Center Site Builder View Mode Published Site Directly editing published content

Overview Content Style Layout

Page Properties Published Today

Name: CTC Demo
Friendly Url: ctcdemo
Workflow Stage: None
Web Content: Home [1 more]
Community: None

IBM.
ABOUT PROGRAM BLOG

Promotions Slideshow (Specified)
+ Create new Promotion

EXPERIENCE 20 SYDNEY

Page Properties

Add template associations

Metadata

Inspect, change or set metadata for the page.

Key	Value
param.sharing.scope	ibm.portal.sharing.scope.page
wcm.template.oid	Z6_F4DJKKG10GLT40IENA31C33001
colorPalette	CTC/css/bordered/bordered.css
asa_aggregator	http://service.maxymiser.net/
asa_dependency	http://service.maxymiser.net/odn/ibm/cor
param.sharing.scope.{http://www.ibm.cor	ibm.portal.sharing.scope.page
ring.scope.page	ring.scope.page
_ctc_deferred.json	_ctc_deferred.json

Save Cancel

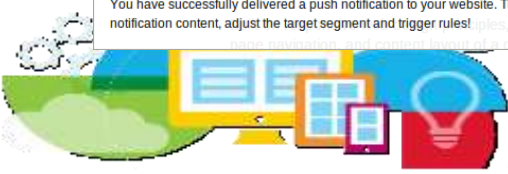
IBM. Sign Up Log In

Welcome CTF JSR Test Page CTF Legacy Test Page

Welcome to Your Digital Experience

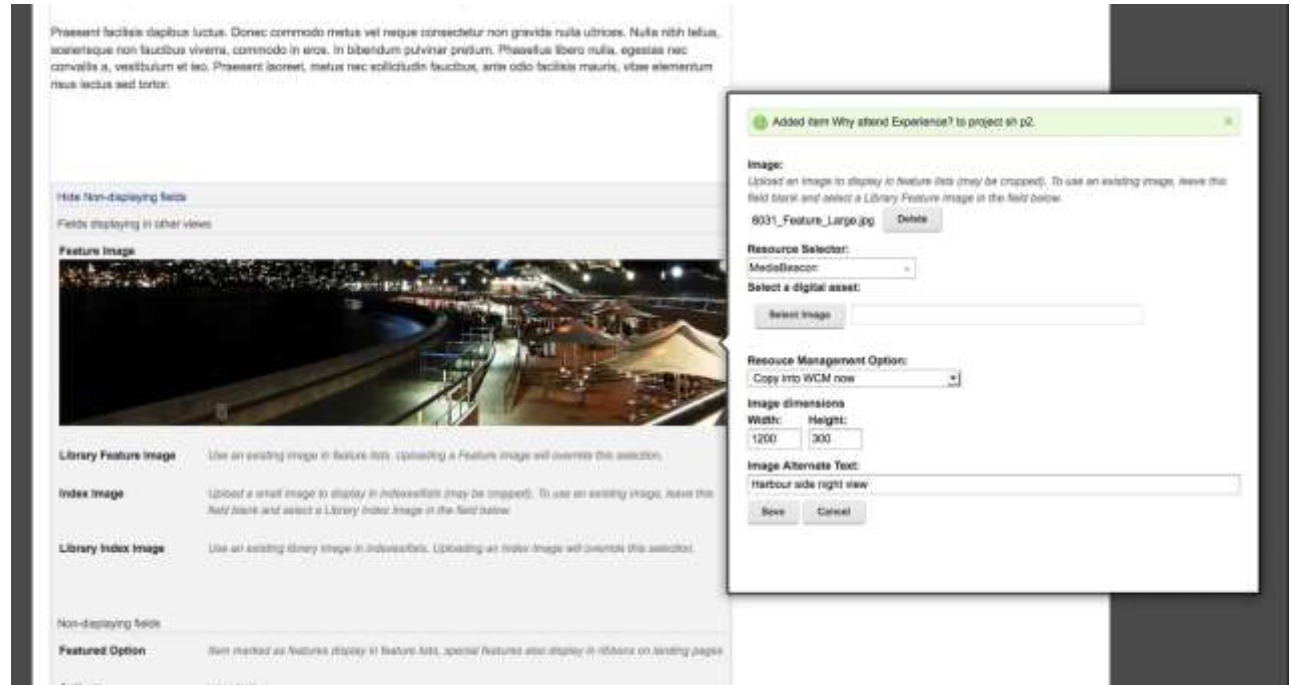
Mobile

You have successfully delivered a push notification to your website. This message is shown to the Segment 'First Time Visitors' and is triggered on 'PAGE_VIEW'. Use the Campaign Manager to update the notification content, adjust the target segment and trigger rules! Also, the theme dynamically controls the appearance, navigation, and content layout of a digital experience on a wide range of devices.



WCM: Rich Media Management

- Digital Asset Manager (DAM) capabilities to differentiate and manage digital brand consistently across channels
- Seamlessly incorporate rich media assets into web and mobile web experiences
- Maximize impact of rich media with centralized management, search and comprehensive editing support for images, video and more
- Unleash the creative production process with collaborative features for designers, agencies and all creative professionals



IBM Customer Experience Suite Rich Media Edition /
IBM Web Content Manager Rich Media Edition



Deliver and Stream HD Videos



For Captivating, Immersive Digital Experiences Across Web and Mobile Channels

- Delivers professional quality video to audiences on any device using the digital channel
- Automatically detects device and bandwidth and uses best rendition for highest quality playback
- Customizes viewer experience by styling player with WYSIWYG point and click capabilities for branding
- Broadens audience reach with CDN integration for fast and secure delivery across the globe



Social Portal: Seamless Integration of IBM Connections



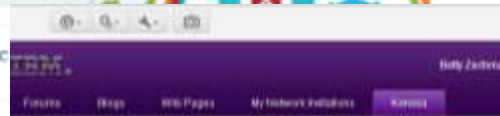
Has anyone found an effective way to collect basic apply?

Updated by Paul Clemmons on July 22, 2014 | Tags: Jobs

We were going to implement Social Source as a CRM, but it was not up to date on it we look into other CRMs, I'm curious if anyone has found a way to collect basic can having to create a login and go through multiple screens.

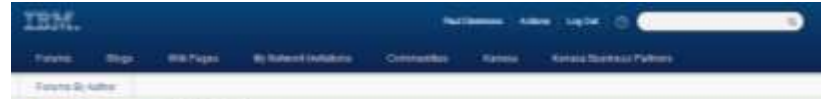
Discussion

- Betty Zechman**
You can attach a small candidate form to a basic talent gateway that is on searching and reporting. We have a custom URL that routes directly to the
July 22 | 0 | Reply
- Paul Clemmons**
That's a great idea. Thank you!
July 22 | 0 | Reply
- Anna Bauer**
Hi Kristi, My company builds exactly what you are looking for, in fact our create a login. We work with companies like Nike, Prosenus, Lotus, and T...
Thanked!



Recent Discussions

- Password Recovery Emails for applicants**
Updated by Paul Clemmons on April 15, 2014 | Tags: recently, applicants, Jobs
Hi all, I seem to be having a large number of applicants claiming not receive a password recovery email after clicking 'Forgot Password'. They check their spam/junk and all other folders and by all email addresses they may have separately used to create their account to no avail. I think part of the problem is that it doesn't seem to be a validation when entering usernames. Have others experienced this issue as well? This creates problems when we are delivering offer documents for new hires to accept.
- Has anyone found an effective way to collect basic candidate info without having them fully apply?**
Updated by Anna Bauer on April 15, 2014 | Tags: Jobs
We were going to implement Social Source as a CRM, but it was not up to date on browser version, so we had to remove that from our implementation. While we look into other CRMs, I'm curious if anyone has found a way to collect basic candidate data (contact info and previous job title or employer) without them having to create a login and go through multiple screens.



Betty Zechman
Marketing & Advertising | Marketing



Office:
Mobile number:
Telephone: 1 224 655 8400
Office number:
Emails: bzechman@zetabank.com
Tags:
Account Name:
Support Card:
Write to My Network:

Recent Blog Posts by Betty Zechman

- Kennedy's Creative Team Named 2014 Winner in Small to Midsize Design Awards**
Updated by Betty Zechman on 07/21/14 11:21 AM
04/16/14, by: (2) | 11,211 | Views | 0/12 | 0/0/0 | a great provider of business solutions for small-to-medium, today announced that projects ranked by its 4th Annual Creative Team Award as the...
- Betty's Entry for real**
Updated by Betty Zechman on 02/03/14 03:36 PM
Betty's Entry for real

List of Community Members

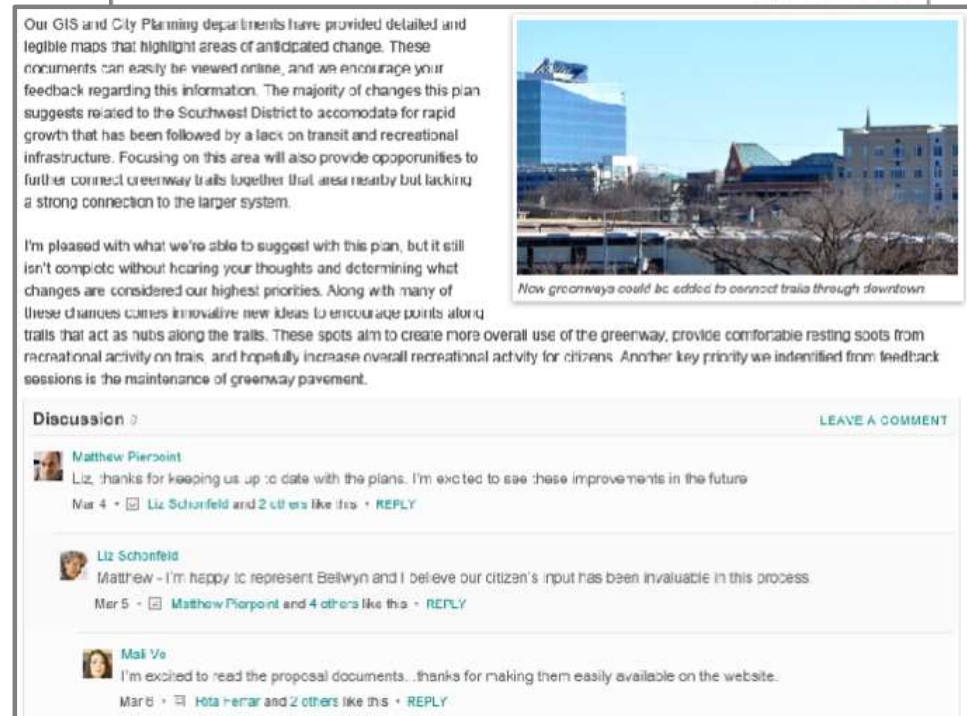
- Anna Bauer**
abauer@zetabank.com
- Samantha Daryn**
sdaryn@zetabank.com
- Heather Reeds**
hreeds@zetabank.com
- Betty Zechman**
bzechman@zetabank.com
- Paul Clemmons** Owner
pclemmons@zetabank.com

1 - 5 of 5 [Previous](#) [Next](#)

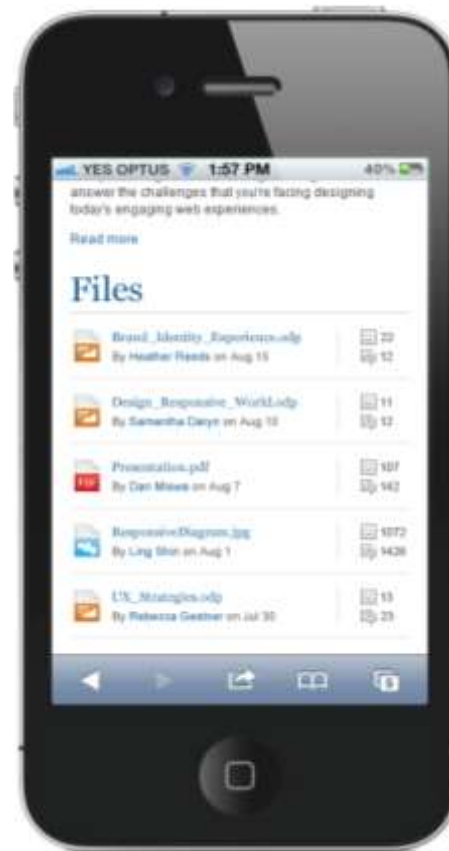


Mixing IBM Connections and Web Content

- Allow users to discuss web content items:
 - The discussion itself is hosted on a remote IBM Connections server
 - Display of social information from IBM Connections via Social Rendering techniques
 - Posting of new information (e.g. replies) from WCM to IBM Connections
 - Automatic linking between WCM content items and discussion topics in IBM Connections
- Visual appearance can be fully controlled using WCM design components
 - Out of the box presentation templates include responsive design patterns supporting tablets and smart phones



Social Portal: Seamless Integration of IBM Connections



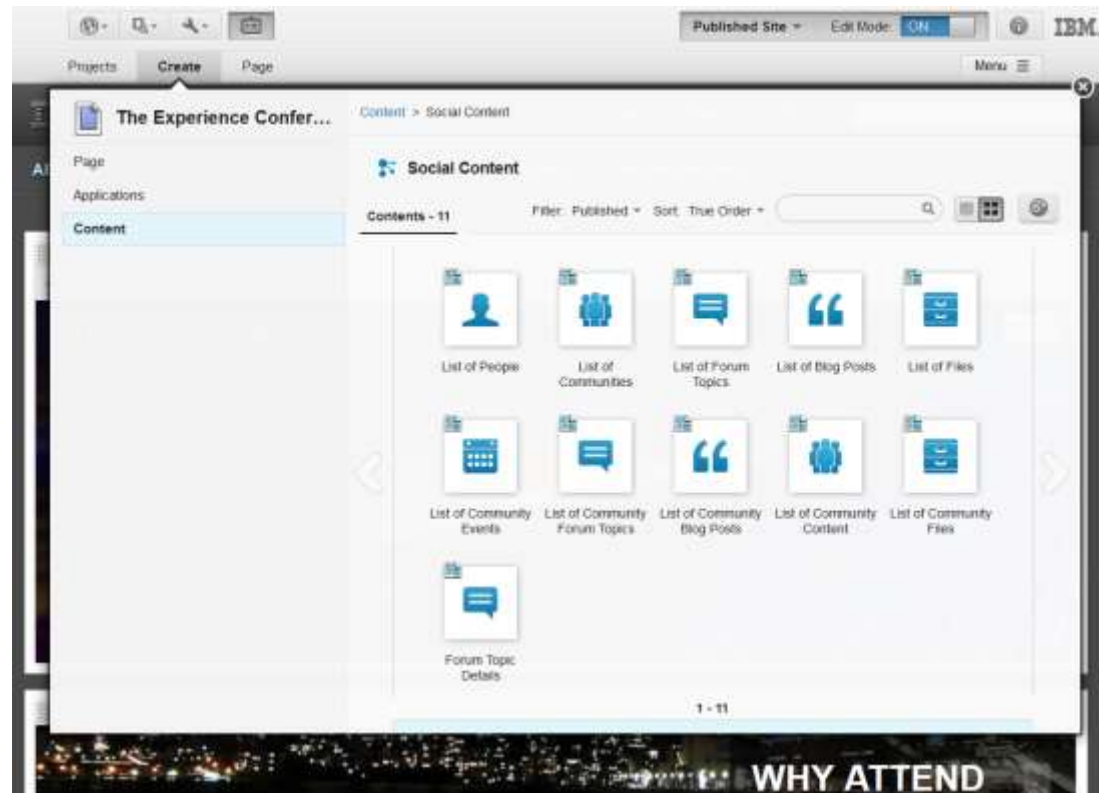
Agenda

- Moving towards a Digital Experience
- Getting ready
 - the tools and capabilities in v8.5
- Handing over control
 - Visual page assembly
- Integration
 - Make your IT part of an user experience
- Looking forward
 - The journey continuous
- Summary



Add Social Collaboration

- Expose and manage social media information from IBM Connections like any other piece of web content
- Full control on formatting and layout
 - Incl. responsive design
- Read and Write Operations
- Extremely customizable!

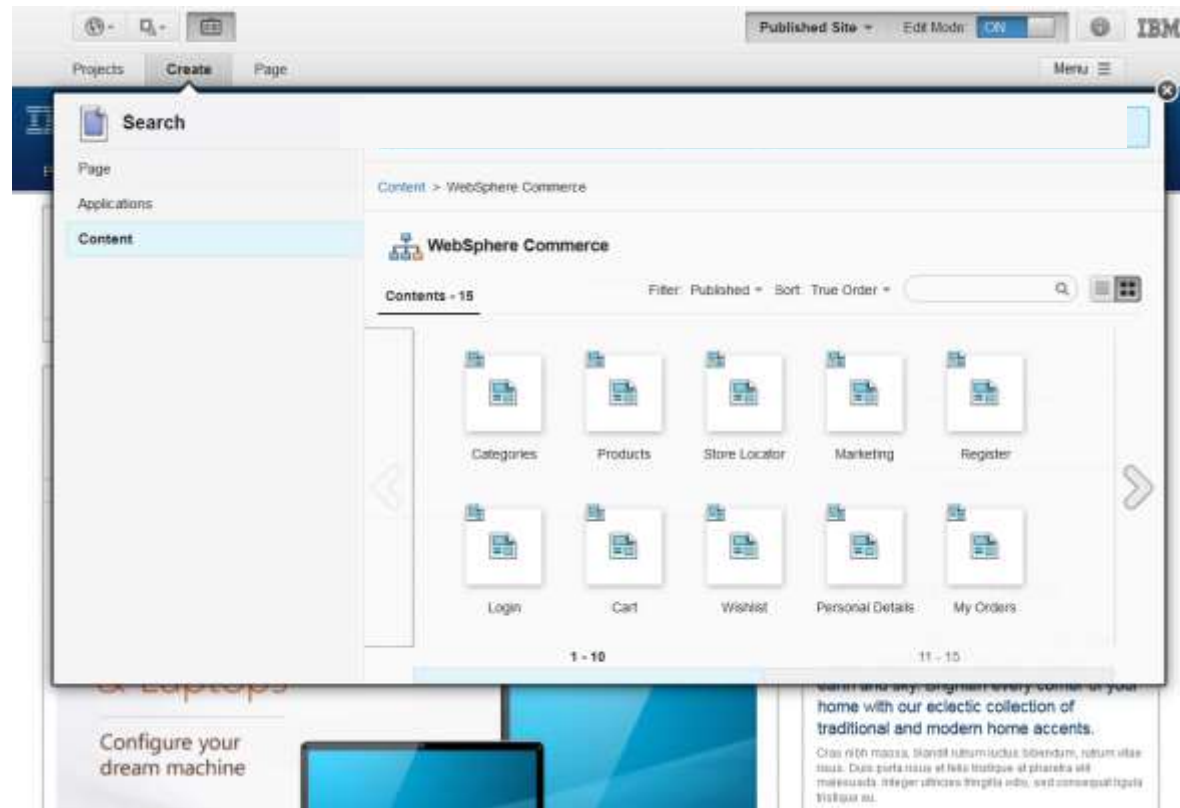


Infuse **social information** into web sites and mix it with any other web content



Add a Shop

- Drag and drop support for all common Commerce storefront services
- Fully customizable script and markup based components
- Source code included
- Both authoring and presentation fully customizable!
- Leveraging new Commerce public REST service interfaces
- Read and Write Operations



Infuse shop information into web sites and mix it with any other web content



Powerful Integration Tools



Agenda

- Moving towards a Digital Experience
- Getting ready
 - the tools and capabilities in v8.5
- Handing over control
 - Visual page assembly
- Integration
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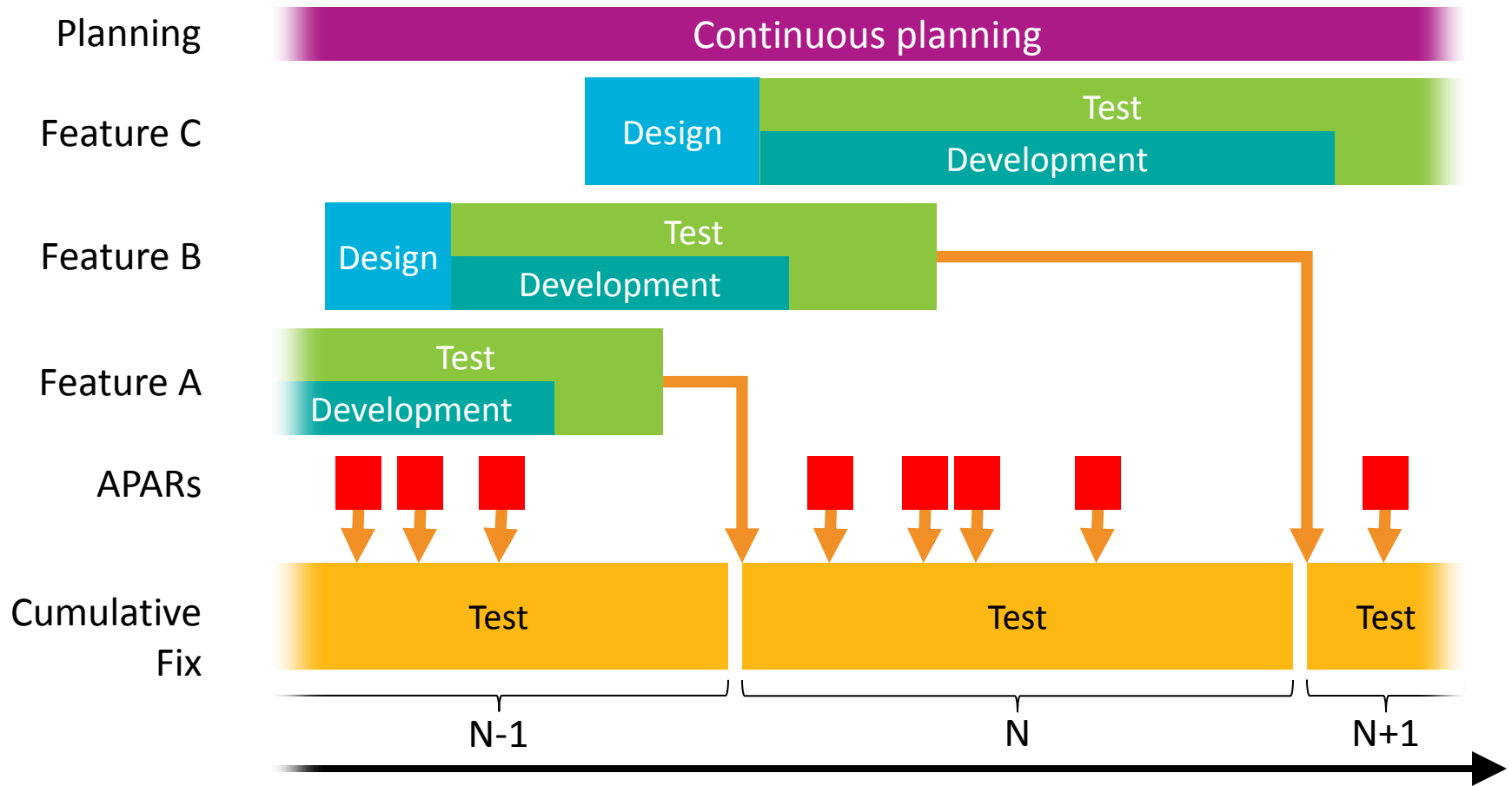


Continuous Delivery: Definition

- Approach of Software Engineering
 - Short development cycles
 - Continuous Integration
 - Highly automated tests, carried out continuously
 - Releasable product at any time



Cumulative Fix Release Cycle



Ensuring Highest Quality – *continued*

Automated tests for **each** build:

Automated
user acceptance tests

Integration tests

Migration tests
(to version 8.5)

Continuously running
automated regression tests

Installation &
rollback tests



Ensuring Highest Quality – *continued*

- Continuous regression tests of performance and long-runs
 - Regression test of complex enterprise scale environments
 - Migration, installation / rollback
 - Continuous refinement and improvement of test cases based on PMR review and support feedback
 - Test teams focus on CF tests only, no release development in parallel
- ➔ **Release-grade tests for each and every CF**



Overview of Delivered Features

- **CF03**
 - Theme analyzer for portlet modules
 - Resource aggregation for portlets
 - Public ResourceCombinerService API
 - Syndication extension points
 - Worklight 6.2 integration
 - SmartCloud for Social Business Search (SAML)
 - Invalid friendly URLs
 - SmartCloud for Social Business HTTP Outbound
 - @mentions
 - SmartCloud for Social Business Connections integration
 - Web Application Bridge Mobile support
 - Windows Mobile support
 - Web Content Manager REST API
 - Inplace editing for Web content
- **CF04**
 - Validation improvement for the Configuration Wizard
 - Renditions
- **CF05**
 - UX Screen Flow Manager
 - Project publish and validation updates
 - Folder updates
- Syndication modes
- SmartCloud for Social Business integration by using Active Directory Federation Services (ADFS)
- Searching in a multilingual environment
- Content as a Service pages
- Improved WSRP consumer markup caching
- **CF06**
 - Configuration wizard supports transfer to multiple Oracle databases
 - Improved page loading performance by asynchronous web content rendering
 - Integrating remote JSON data by using the Digital Data Connector
 - Web Application Bridge support for SAML
 - WSRP remote session invalidation
 - WCM REST service supports creating and updating authoring templates
 - Updates to image and file elements in WCM
 - Custom search boxes can display results in Search Center
 - Deprecation of OneUI
 - Document Services feeds for Federated Documents

Visit [“Knowledge Center > IBM WebSphere Portal and IBM Web Content Manager V8.5 > Overview > What's new > What's new in the combined cumulative fixes”](#) for a comprehensive list



In Addition: Features delivered on the Collaboration Solutions Catalog

- Script Portlet
- Connections portlets
- CTC – Content Template Catalog
- Commerce portlets
 - WebSphere Commerce Sample for IBM Digital Data Connector in WebSphere Portal
- Digital Experience File Sync
- Cache Viewer portlet
- IBM Social Rendering Templates for Digital Data Connector
- Integration for Enterprise Marketing Management V2.0

https://greenhouse.lotus.com/catalog/home_full.xsp?fProduct=WebSphere0Portal



Feature Enablement

- Features muted by default, non-disruptive
- Individual configuration tasks enable features
 - E.g. for feature “Content as a Service pages” run
`ConfineEngine.sh install-caas`
- No migration needed
- Starting point in documentation: Roadmap
https://www.ibm.com/support/knowledgecenter/SSHRKX_8.5.0/mp/install/rm_cf.dita



Projectable Maintenance

- CFs are released every 10 to 12 weeks
 - Release Portal 8.5
 - CF01 → July 2014
 - CF02 → September 2014
 - CF03 → October 2014
 - CF04 → December 2014
 - CF05 → March 2015
 - CF06 → May 2015



The Priorities beyond version 8.5

- Programming Model Simplification
 - e.g. Simple Theme
- Integration with Enterprise Marketing Management
 - e.g. Maximizer Integration
- Content as a Service
 - e.g. for Mobile Apps
- CloudFirst
 - e.g. Cloud based Offerings



COMING SOON

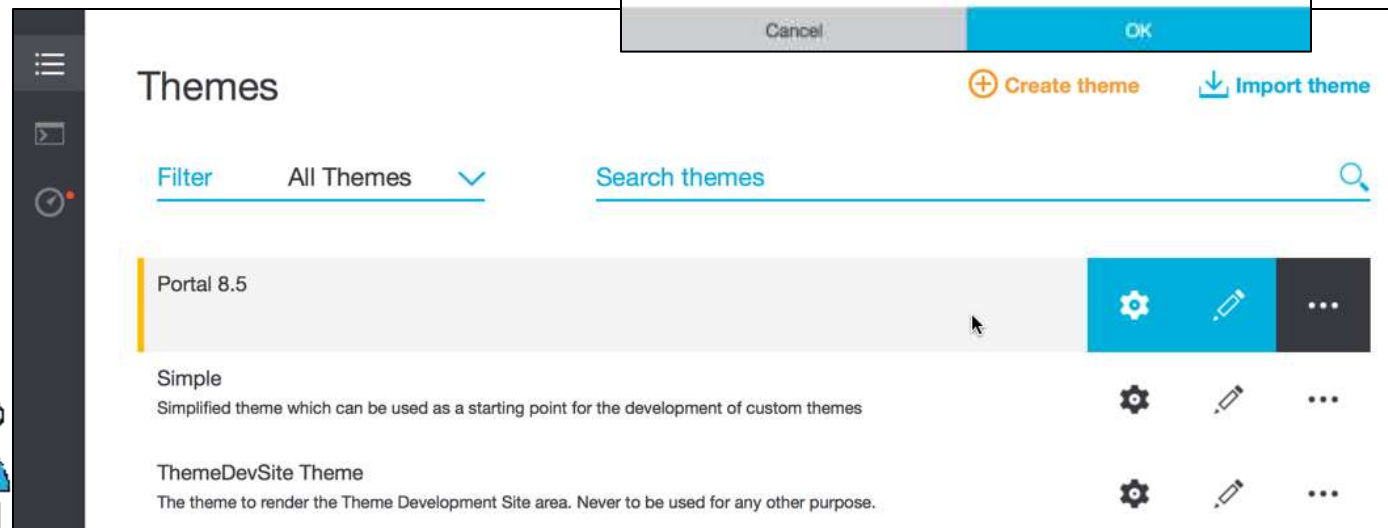
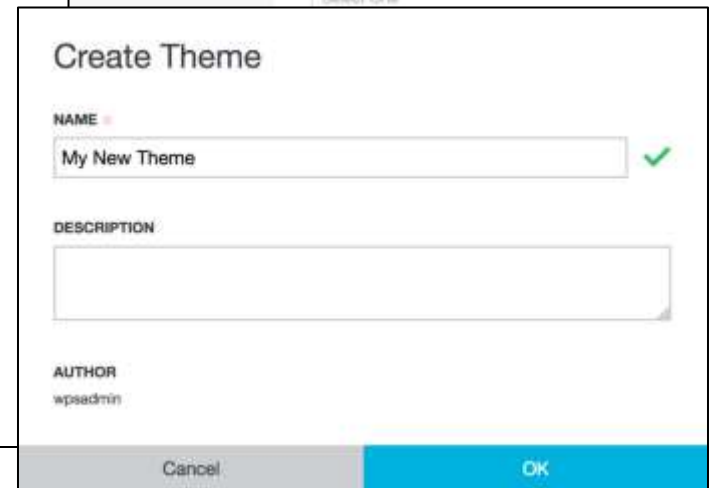
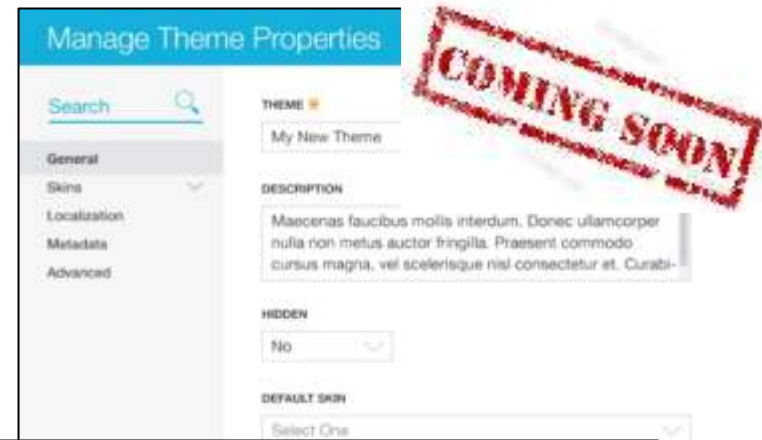
Simple Theme

- *Simple Themes* are designed to be a starting point for theme development. Contains minimal artifacts for an easy starting point and quick learning curve.
- Fluid responsive design to support mobile devices
- Highly brandable through CSS/JS/HTML and exclusively editable through WebDAV
- A number of generic dynamic content spots to choose from
 - Top Navigation, Mega Menu, etc.
- New look & feel and support for HTML5



Theme Self Service / Tooling

- New Development Platform for Web Developers.
- Easy 1-Click Creation of Themes
- Ability to see all themes in one spot, change all its properties, ...
- Ability to export themes as deployable artifact

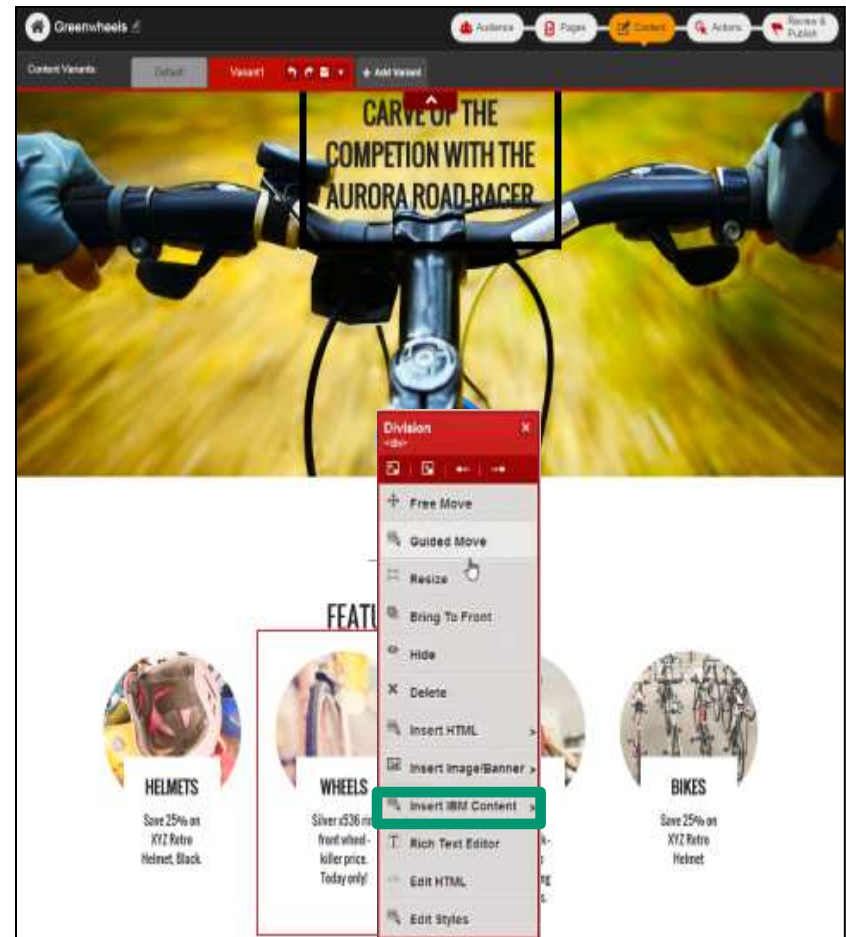


IBM Digital Experience (DX) 8.5 & Maxymiser Integration*



Design and Execute Advanced Content Tests for Optimizing Customer Experiences

- Enables marketers to visually build and launch tests leveraging IBM DX Content
- Simply browse and select IBM DX content with packaged Maxymiser Visual Campaign Builder integration
- Increase marketer satisfaction and boost productivity with single sign-on
 - Build tests frustration-free and eliminate too many passwords syndrome



Seamlessly Incorporate IBM DX Content

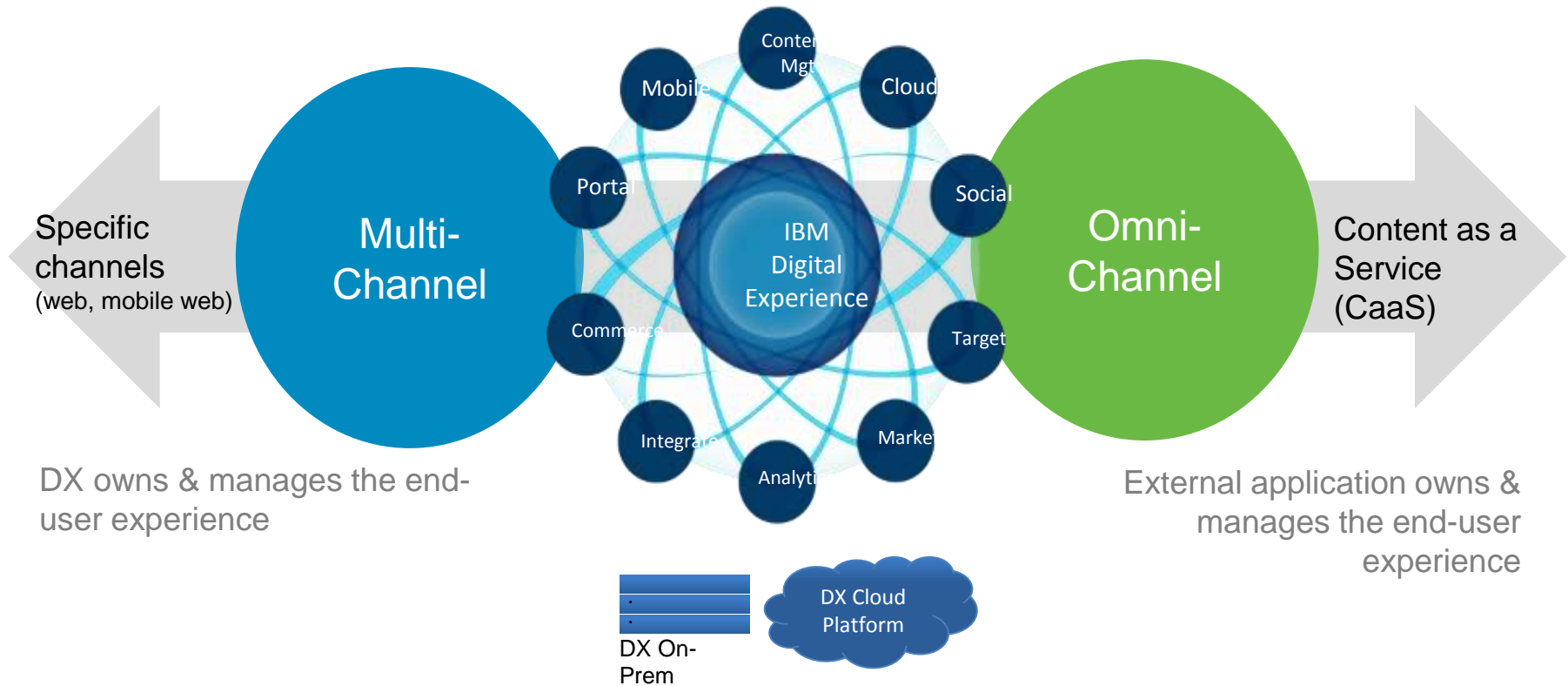
**Integration delivered by Maxymiser*



Content as a Service Vision

COMING SOON

Providing personalized, adaptive, relevant experiences that allow employees, customers, and citizens to interact with people, content, and applications anywhere, anytime

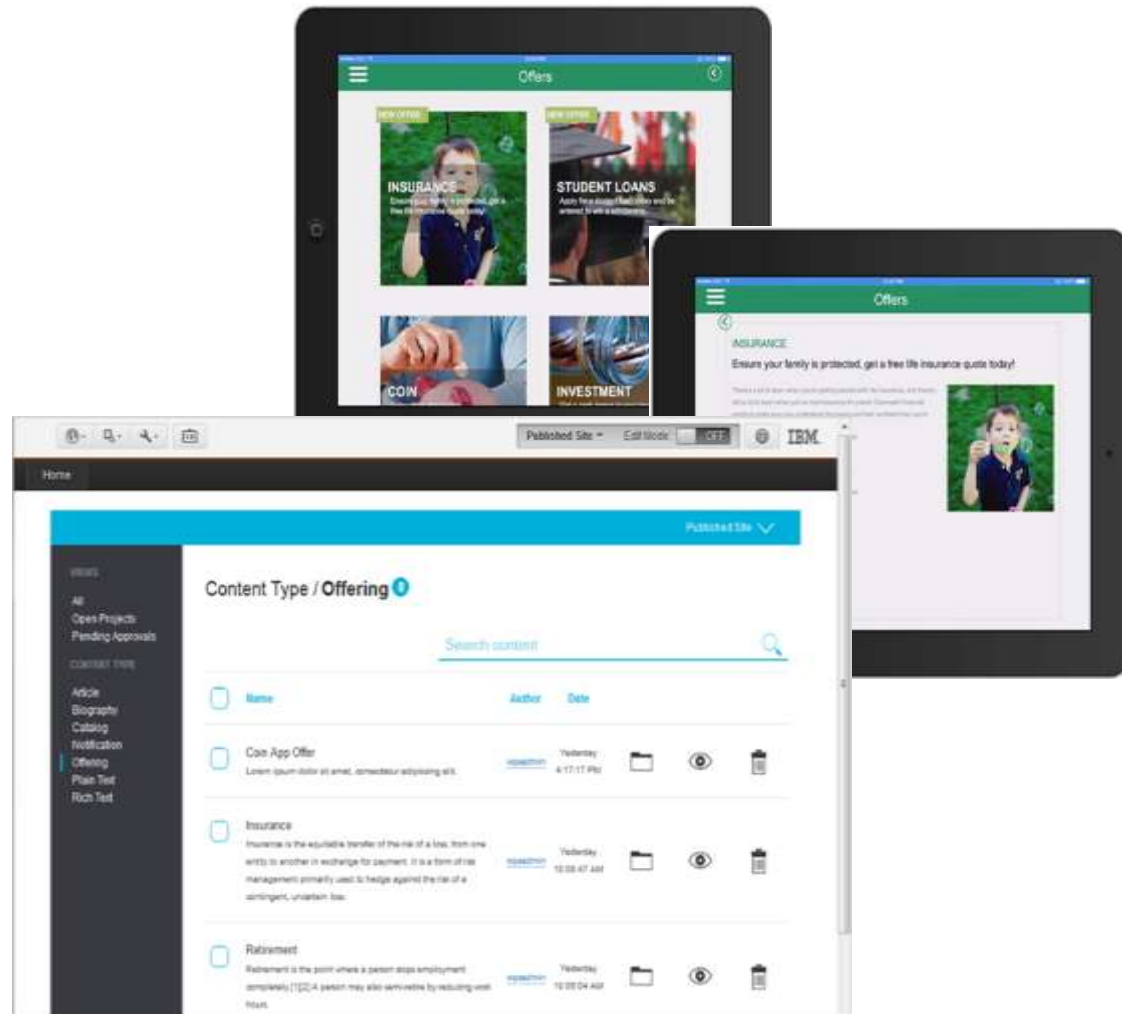


Content as a Service for Mobile Apps

COMING SOON

Key Features:

- New customizable authoring experience, designed for Native Mobile applications
- Support for IBM MobileFirst platform
- Ability for Script Portlet applications to be available on the toolbar for a convenient drag and drop addition to the page
- Picker for inserting WCM tags
- Resource aggregator support, for performance improvement of complex applications





VIEWS

- All
- Open Projects
- Pending Approvals
- Targeting Spots

CONTENT TYPE

- Article
- Biography
- Catalog
- Notification
- Offering
- Plain Text
- Rich Text

CUSTOM VIEWS

- Car Buyer Offers
- High Net Worth Offers
- Home Buyer Offers
- Retiree Offers
- Student Offers

Content Type / Offering 6

Search content

<input type="checkbox"/>	Name	Author	Date			
<input type="checkbox"/>	Auto Loan Auto loans starting at only 1.9% for 60 months and no money down.	wpsadmin	Yesterday 10:55:18 AM			
<input type="checkbox"/>	Student Loans Apply for a student loan today and be entered to win a scholarship. Enter short description	wpsadmin	Jan 27, 2015			
<input type="checkbox"/>	foo Enter short description	wpsadmin	Jan 21, 2015			
<input type="checkbox"/>	Coin App Offer Lorem ipsum dolor sit amet, consectetur adipiscing elit.	wpsadmin	Jan 19, 2015			
<input type="checkbox"/>	Insurance Insurance is the equitable transfer of the risk of a loss, from one entity to another in exchange for payment. It is a form of risk management primarily used to hedge against the risk of a contingent, uncertain loss.	wpsadmin	Jan 19, 2015			



First | Previous | [Next](#) | [Last](#)

IBM Digital Experience on Cloud

our fastest ever time to value

IBM Digital Experience on Cloud

- Focussed on Content Management.
- 99.93% Availability.
- Client Success Manager.
- Pre-tuned authoring and production environments.

IBM Digital Experience Plus on Cloud

- Focussed on Integration.
- 99.93% Availability.
- Client Success Manager.
- Pre-tuned production, authoring, pre-production & QA environments.



Secure

Dependable

Scalable

IBM Digital Experience on Cloud

it just got even easier to get started

More flexible entry points for IBM Digital Experience on Cloud family

- Smaller initial configurations available, scale up as your needs require.

New single-environment offering now available

- Get started quickly for a prototype or test; perfect for smaller production needs.
- Combine with other Digital Experience on Cloud family for custom configs.
- 99.5% Availability SLA.



Cloud Offerings

Digital Experience on Cloud Family

New offering

Coming Soon

Single environments available in a range of selectable sizes

CIO/IT Executives

DX on Cloud

Launched Dec 2014

Deliver content focused sites to engage users

CMO Exec

CMO & Industry specific – e.g., VP
Consumer Lending

DX Plus on Cloud

Launched Dec 2014

Integrate business applications for customer & employee productivity


Customer Service / CHRO

We will provide customers with a choice of entry points to get started, provide a natural progression to our existing offerings, and also expand usage for customers of current offering.



A SaaS* Example - Portico's Employee Portal base pack and business apps.

Please Sign Up



Full Name *

Company Name *

Email Address *

IBM Contact Name (optional)

IBM Contact Email (optional)

Seeing is believing...

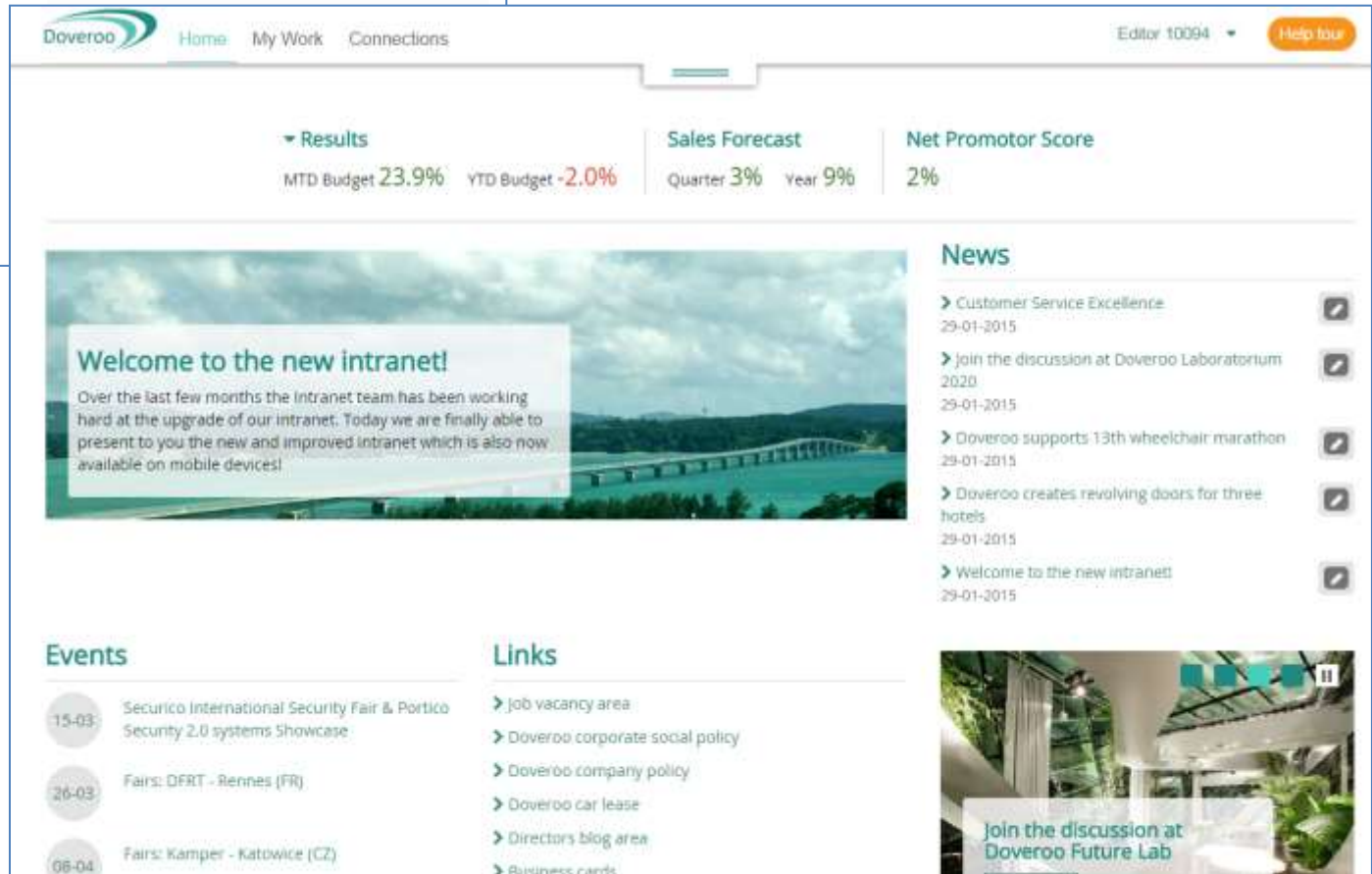
Running your web site in a cloud environment is a fast and easy way to take advantage of the capabilities of IBM's Digital Experience. It becomes even more interesting when you add Portico's Employee Portal base pack and business apps.

Register for a free 30 day trial on this page and get inspired by what you can offer your employees with this solution.

For more information on tailoring it to your own functional needs and connect to your own IT landscape, please [contact us](#).

IBM Home | IBM Digital Experience Cloud | Portico Consulting

Registration page url
<http://trial.myxdx.com/register>



Doveroo Home My Work Connections Editor 10094 Help tour

Results Sales Forecast Net Promotor Score

MTD Budget 23.9% YTD Budget -2.0% Quarter 3% Year 9% 2%

News

- Customer Service Excellence 29-01-2015
- Join the discussion at Doveroo Laboratorium 2020 29-01-2015
- Doveroo supports 13th wheelchair marathon 29-01-2015
- Doveroo creates revolving doors for three hotels 29-01-2015
- Welcome to the new intranet! 29-01-2015

Events

- 15-03 Securico International Security Fair & Portico Security 2.0 systems Showcase
- 26-03 Fairs: DFRT - Rennes (FR)
- 06-04 Fairs: Kamper - Katowice (CZ)

Links

- Job vacancy area
- Doveroo corporate social policy
- Doveroo company policy
- Doveroo car lease
- Directors blog area
- Business cards

Join the discussion at Doveroo Future Lab

*SaaS or “near SaaS”

Agenda

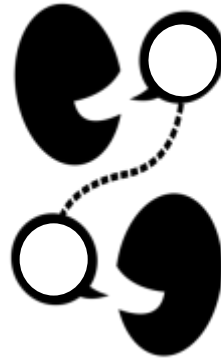
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Feed back, optimize



Deliver
**exceptional
experience**



Target
**customers
as individuals**



Understand
**what works and
why**



„User Experience Portals (UXP) supply **consistent, high-fidelity** user experiences across a **breadth of services**.

Sites and apps can be **deployed** across **multiple channels and devices**.“

Gene Phifer, Gartner



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