IBM
COLLABORATION
SUMMIT

Barcelona, 3 de octubre
Madrid, 10 de octubre

Colaboración contextual y escritorios de trabajo

Daniel Olmo **2.0**

Lotus Sales

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Colaboración contextual

- Surge como necesidad en un **proceso de trabajo** concreto

- Las herramientas están integradas **con** la propia **aplicación de negocio** del usuario

- Es un modelo **formalizado**

Ventajas respecto a otros modelos

- Aumenta la productividad del usuario

- Acelera y optimiza el proceso de trabajo

- Incrementa el valor de las inversiones realizadas

Por otro lado

- Por si sólo, ahoga la creatividad de los usuarios

- Es Imposible formalizar la variedad de tareas diarias

Hacia la colaboración contextual

- Quedarse hasta el final de esta presentación

- La colaboración debe ser planificada y diseñada en paralelo a la solución de negocio

- Requiere una sensibilidad para comprender las relaciones profesionales entre las personas

    - Nuevos roles, nuevos costes. Quizás pero...

    - El potencial de la colaboración es enorme

Ingredientes

Open Account - Lotus Expeditor

File Help

Open | Agent Workplace | Customer Session

Customer Information

Java Swing

☆☆☆☆☆
Customer Number : 365 8666 9512

Contact Information
Mr. Isidre Garriga Oliveras
Av. Diagonal 571, Edifici Oliveras, 2-3
08029, Barcelona
Spain
Spouse :Maria Garriga

☎ 34-93-401-8245
☎ 52223
✉ isidre_garriga@es.ibm.com

View Signature
View Business Card

Bank Representative : John Smith

Web Ajax

Recent Communications

Details	Date	Time	Activity
⊟	09/11/200?	15:45	Expressed concern about funding for kids' education. Disc...
⊟	11/10/200?		...arding mutual fund investments.
⊟	10/09/200?		...ust departed college. Looking into ways to ease fi...

Web ActiveX/Applet

Customer Insight

Launch:

- Search Customer
- End Customer session
- Intranet
- Customer Information
- Documents
- Assisted Processes
  - Customer Details
  - Account Transfer
  - Integrated Open Account
- Other Applications
- Loans
- Todo
- Monitoring
- Transactions
- Sales
- Online admin
- Collaboration Tools

Eclipse SWT

Activity Status | Favorites | Customer Al...

Activity: Open Account

- Select Account Owner
- Open Account Transfer
- Print Open Account contract
- Print Open Account contract
- Transfer to new Account
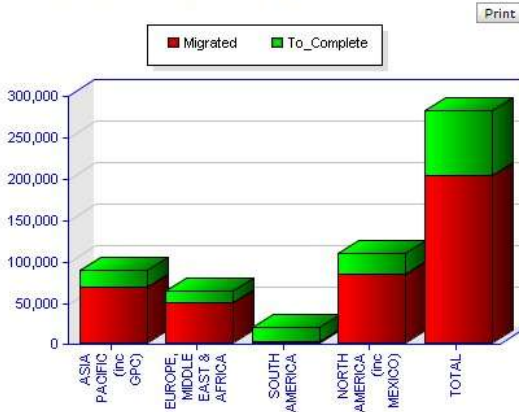- Check cross-sel and up-sell offers
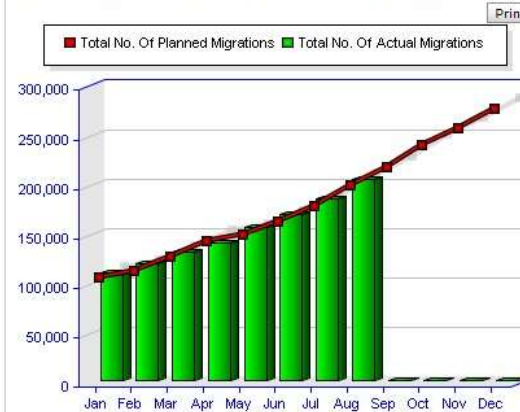
Windows

◄ Prev. | ► Next | Close

Customer Cash Counters | Open Account ✕

Terminal 3270

```
IBM internal only          E M E A V A M P          TERMINAL= FREK7905/
                        International Applications        VAMP Page 1
                        18:33, WEDNESDAY , JANUARY   17, 2007
APPLNAME STATUS        C |  APPLNAME STATUS        C |  APPLNAME STATUS        C

IBMNET    ONLINE  13:01 |  WWCDMMVS ONLINE  22:50 |  CS1              22:25
ENGINE    ONLINE  12:37 |  BH-VAMP  ONLINE  12:47 |  CTSO    ONLINE  13:04
SERVICE   ONLINE  12:37 |  DK-SMS   ONLINE  11:21 |  D-IPS   ONLINE  22:50
CCDN      ONLINE  13:01 |  EG-VAMP          22:25 |  DECEVAMP ONLINE  22:50
ELINK     ONLINE  13:01 |                         |  DIALO    ONLINE  12:32
EHONENL   ONLINE  13:01 |                         |  DMA              22:25
EHONEGB   ONLINE  22:50 |                         |  DRAMMS           22:25
EMEAVM1   ONLINE  12:33 |  BTSO             22:25 |  NVE      ONLINE  23:11
EMEAVM2   ONLINE  12:33 |  CAINETV3         22:25 |  NVE31    ONLINE  11:02
EMEAVM2A  ONLINE  22:50 |  CAIVAMP          22:25 |  NVE32    ONLINE  11:29
EMEAVM3   ONLINE  12:33 |  CICSKMB  ONLINE  22:50 |  DTSO             22:25
CLAIM     ONLINE  10:55 |  CICSKMF  ONLINE  22:50 |  EDUCVAMP         22:25
WWCPMA    ONLINE  22:50 |  CMATPX           22:25 |  EITIRC   ONLINE  22:50
WWCDMTSO  ONLINE  22:50 |  CPPSIMS  ONLINE  12:33 |  FE1TSO   ONLINE  12:21

PF1 International APPLS, PF2 NORDIC,    PF3 Region NORTH, PF4 Region South
PF5 Region WEST, PF6 Central Region         PF7,8 (scroll),      9 or LOGOFF

==> Isidre Garriga Oliveras - Acc Num: 366385307

*                                                                    24/049
```

Close | Prev. | Next

Online

Aplicaciones compuestas

Mash-ups

Mensajería instantánea
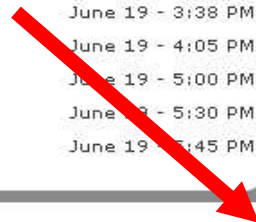
IBM

Search w3   **GO**

IBM.

w3 Global Sales School
Welcome Daniel Olmo

w3 Home | BluePages | HelpNow | Feedback

Learning@IBM Explorer

Sales Learning

Client Business Value
Learning Center (CBV)

IBM Signature Selling
Method (SSM)

Global Sales School

  Your Learning Plan

  Challenges

  PARRs

  Your Expert Mentors

  Resources

  FAQs

  Guidance Team

  About GSS

Other Sales Learning
programs

Other Sales Learning
resources

Contact Sales Learning

Tagging BETA i

[   ]

Add
e.g., ajax, big_blue

▼ My tags
You have not tagged this
link

▼ Related content
There is currently no
related content

an Information Discovery innovation

Tag Clouds BETA
less ─────⬤───── more
global_sales_school (1)
gss (4) parr (3)
raleigh (1)
sales_school (1) std (1)
teamroom (1)
telecommunication (1)

Updated on 28 Sep 2007

Learning@IBM Explorer > Sales Learning >

GLOBAL SALES SCHOOL

Global Sales School helps new IBM sellers become more productive more quickly.

We studied IBM's most successful sellers to identify what they did differently.
Nineteen critical sales activities emerged from these discussions. Global Sales
School focuses on those activities.

Whether you joined IBM immediately upon graduation, from another
organization, or have moved to selling from another role in IBM, Global Sales
School can help you become an effective IBM seller.

The IBM sales environment is exciting, demanding, and complex. Global Sales
School provides an authentic introduction to that environment. You will be using
the same sales and collaboration tools IBM sellers use—and facing the same
competitive environment they work in.

Your work is divided into a series of Team Challenges and PARRs: IBM's
approach to learning in the workplace. To see a timeline for all your Global Sales
School activities whether you are a New Seller or an Experienced Seller, click
here.

Like any opportunity, the more you put into Global Sales School, the more you
get in return. You need to display initiative—but you are never on your own;
you have your Challenge Team. A Facilitator will guide your Team through the
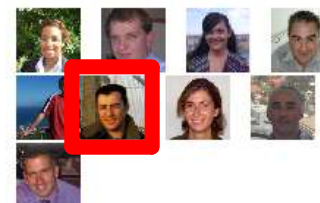Challenges. Your Manager and Expert Mentor will support your learning in the
workplace.

Start by creating your Personalized Learning Plan. It takes only a few minutes.
Click here or click **Your Learning Plan** in the navigation bar on the left.

IBM SmartTips

Move your mouse over any
word or phrase like this to
reveal a definition. Try it!

Connect with IBMers

Click the Sametime status icon to
begin a chat with a recent visitor to
this site, or their picture for BluePages
information

Powered by EXCaliber and BluePages

Site guide

Global Sales School
This is the Global Sales School home
page, and the page you are reading
now.

Your Learning Plan
This is the site for registration for
Global Sales School and for creating
your Personalized Learning Plan. Your
Learning Plan is a record of all the
work you have done. It is your
responsibility to keep it up to date.

Challenges
This is where you can find out about
and access the Challenges your Team
faces.

PARRs
This is where you can find out what a
PARR is—and where you can access all
the PARRs required for Global Sales
School.

Your Expert Mentors
This is where you can find an
up-to-date list of the Expert Mentor(s)
assigned to PARRs by your Manager.
You'll need your w3 ID and password

Terminado

SmartTips

Web 2.0 Semantic tags

BlueCards

Web 2.0 Semantic tags

Connect with IBMers

Click the Sametime status icon to begin a chat with a recent visitor to this site, or their picture for BluePages information
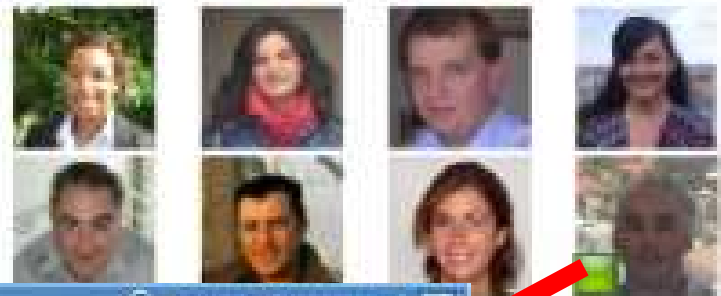
IBM Bluecard

Smith, Greg J.
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Mobile:	61-412-482-252
E-mail:	GREGJSM@au1.ibm.com
Notes mail:	Greg J Smith/Australia/IBM@IBMAU

Web 2.0 Tagging

Web 2.0 Arrastrar y soltar

Web 2.0 Software social

Web 2.0 Software social

Flujos de trabajo

Escritorio 2.0

- Integrar aplicaciones y herramientas en procesos comunes

- Reutilizar las aplicaciones existentes y dejar espacio para nueva tecnología

- Optimizar la experiencia de trabajo de los usuarios

- Minimizar las dependencias del sistema operativo y del hardware

- Eliminar costes de despliegue y mantenimiento

- Independizar el canal de negocio de los sistemas informáticos

Modelo de arquitectura multicanal

Back-end, datos, legacy

Servicios de negocio
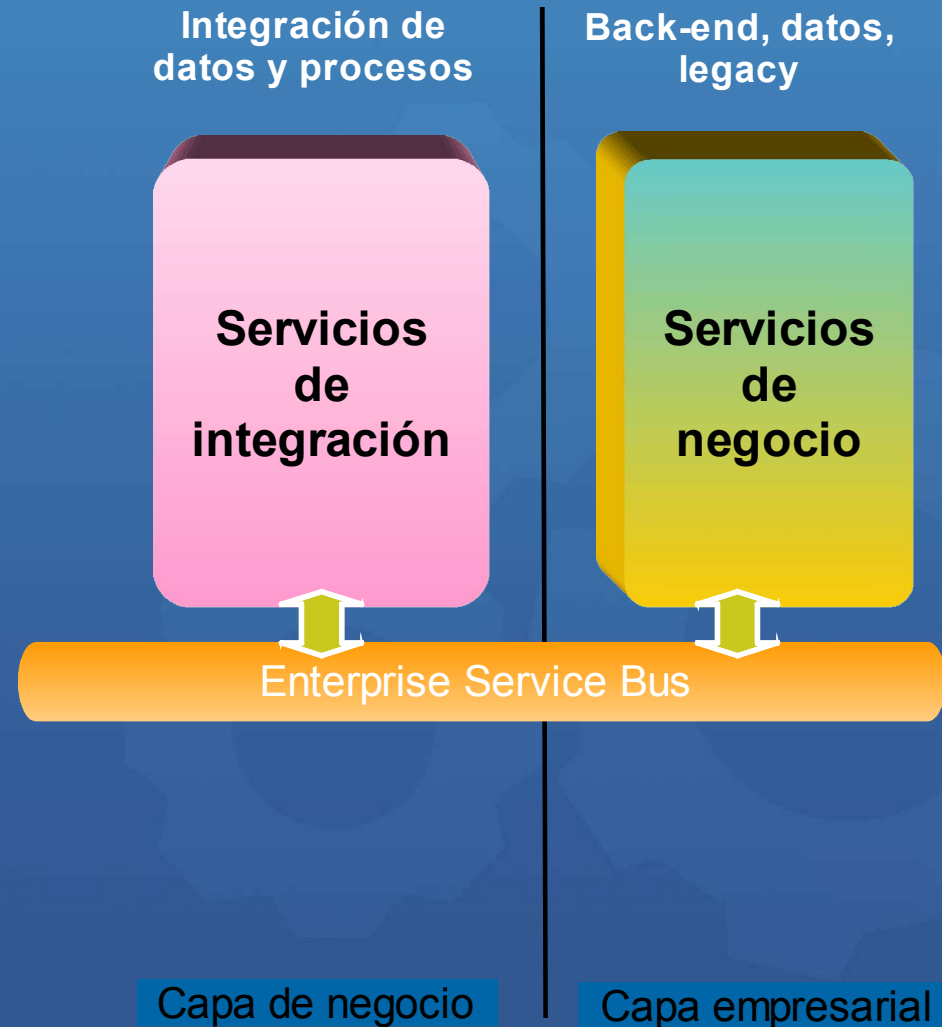
Modelo de arquitectura multicanal

Channels (Banking Example)
- Internet
- Branch Front Office
- ATM Kiosk
- Desktop PDA
- Call Centre
- Other

Integración de datos y procesos

Servicios de integración

Back-end, datos, legacy

Servicios de negocio

Enterprise Service Bus

Capa de negocio

Capa empresarial

Modelo de arquitectura multicanal
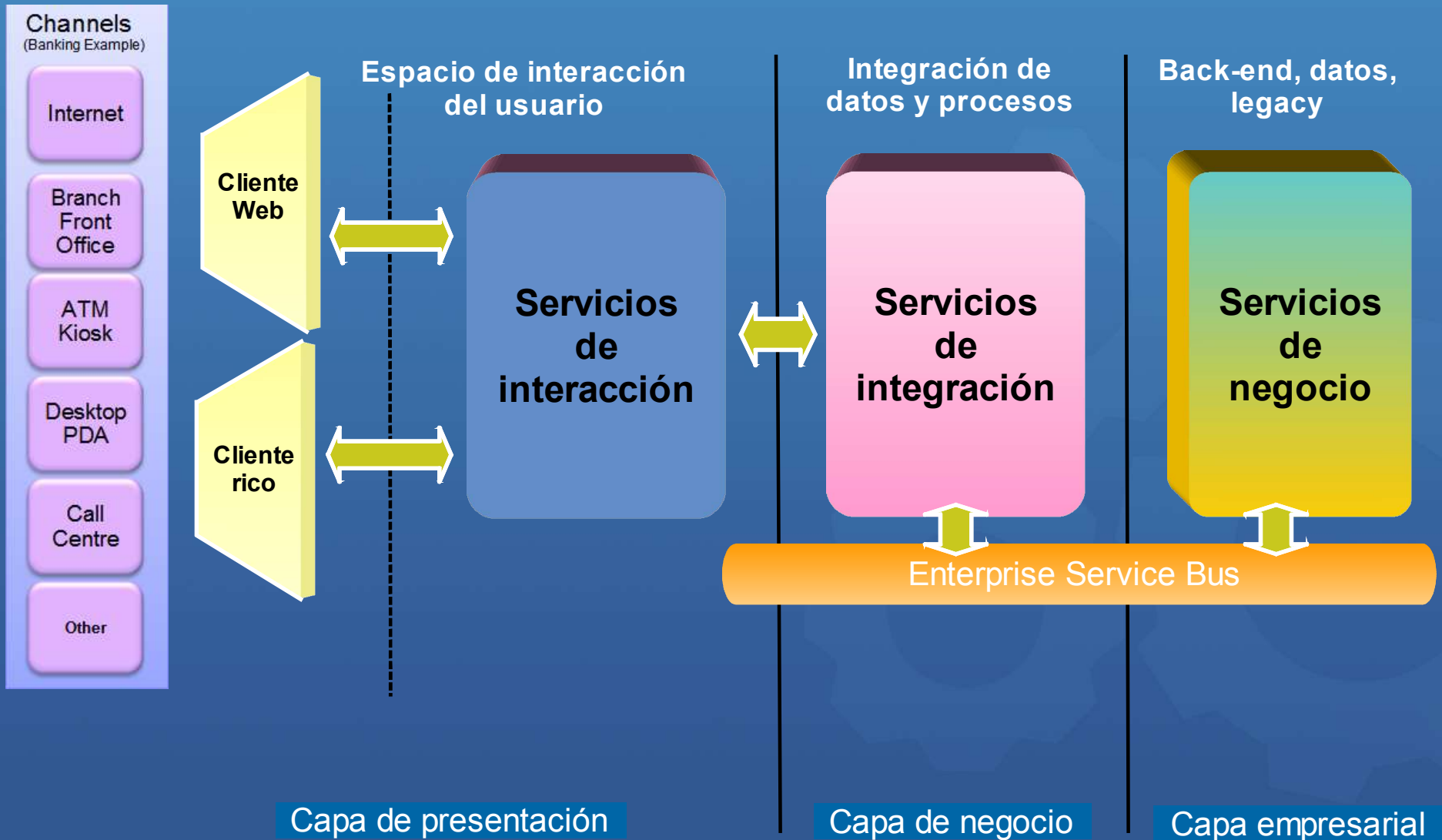
Cliente ligero *(navegador)*

3. La página se construye
   agregando portlets como HTML

4. El código HTML final se transmite
   al navegador para hacer el
   rendering

<html>	**<html>**
	<html>
<html>	**<html>**

Conte
de Po
y serv

CIÓN

AUTHORIZACIÓN

1. Logon

Navegador

WebSphere Portal Server

2. El modelo de la página se
define
   a partir del rol y perfil del
usuario

Archivo Editar Ver Historial Marcadores Herramientas Ayuda

https://w3.ibm.com/wps/myportal/!ut/p/kcxml/04_Sj9SPykssy0xPLMnMz0vM0Y_QjzKLN4g38zQ1BcmB2MZAFrqYI5KQr0d-bqp-kL63foB-QW5oRLmjoyIAI_EpqQ!!/

Comenzar a usar Fire...   Últimas noticias

Editar mi perfil | Sign out

IBM.

w3 Daniel Olmo's **On Demand Workplace**

w3 Home | BluePages | HelpNow | Feedback

Home | Work | Career and life | **Seller's workplace** | SWG Development

| Mostrar herramientas | Ayuda

My quota

Dashboards

- FMS
- FMS Achievement Reports
- Global Incentives

Mis favoritos

Intranet links

Financial Services Sector
About w3
About IBM
Buy on demand
Collaboration Central
Customer Reference Materials
Find WPLC Software in XL
IBM On Demand Community

IT tools and support
IBM ThinkPlace
IBM Tra...
Learning@IBM
Our Values at Work
Presentation Central
Microsoft competitive portlet
Xtreme Leverage
Innovation and On Demand
OurSpace wiki
Technology Adoption Program
IBM SiteServ
Sam's w3 page
Corporate strategy
Innovation and On Demand Business
w3 Media Library
Client Reference Program
Client Reference Database
Concerns & Appeals

Terms of use

My opportunities

CRM

View all of my opportunities

My top opportunities

View by: Total revenue   GO

Data is updated once per day and is current as of 28 sep 2007.
Total revenue displayed as **US dollars**.

Note: All links in the table below will open in a new browser window.

Opportunity	Customer	Total revenue
PROYECTOS SW 2007 12KY-P82EN9		$1,710,000
Escritorio y Terminal Financiero 12KY-OMNXEV		$838,000
SW SVCS: Escritio integrado Nuevo Terminal Financiero 12KX-JVKWOQ		$300,000
SW Lotus: Expeditor para Nuevo Escritorio 12KY-QA9WUJ		$200,000
WebSphere Portal 12KY-S9CLJ4		$200,000
Nuevo Escritorio de Oficinas 12KY-R51FB3		$100,000
Sametime 12KY-PMHBA5		$90,000
Proyecto Samatime 12KY-QJPPII		$85,000
Reinstatement Lotus de 12KY-O14035		$80,000
Regularizaci-n de licencias Lotus en empresas de Espa-a 12KY-OP0NWR		$40,000

Top 10 of 16 opportunities

View all of my opportunities

My accounts

Domino

Search across all accounts to which you have access.

Search by:
Top account name of hierarchy

Search for:
GO

View my accounts
Browse all accounts

Search

Omnifind

BluePages

Search type
Name

Search for
GO

Advanced search

Other searches

- IBM web pages (w3 and ibm.com)
- IBM forums, blogs, and wikis
- IBM news articles
- IBM Learning (site search)
- IBM World Wide Q&A

GO

Advanced search

My prospects

Business Intelligence

Use the drop-downs below to use OnTARGET to find prospects within a brand by sales play, or to open a saved targeting list. Required fields are marked with an asterisk (*) and must be filled in to complete the form.

Terminado

w3.ibm.com

Cliente rico

3. Se crea un documento XML que describe el contenido de la página

4. El documento XML se transmite al cliente

AUTENTICACIÓN

Agregación de paginas

**Conte...
de Po...
y ser...**

`<CAxml>…`

1. Logon

AUTORIZACIÓN

WebSphere Portal Server

Lotus Expeditor

Java	Notes
	Native
HTML	Windows
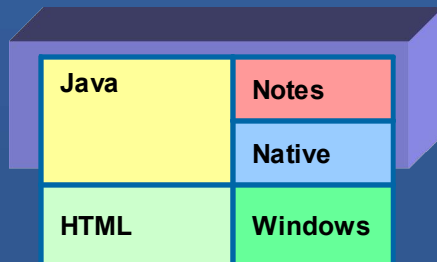
5. El cliente construye la página a partir de descripción del XML

2. El modelo de la página se define
   a partir del rol y perfil del usuario

File Application View Help

Agent Control

Agent Status - Ready

Native

Interaction Status - Online

Online	Hold
Mute	Transf.
Confer.	Wrap up
Hang up	Callback

SSA Global Customer Profile | Contact History | ▌▌▌ Offers | Interactive Scripting

Score	Bonus	Description	Status	
20%	$45.00	**Home Equity Line of Credit**	Not Offered ▼	View Detail
2%	$0.99	Debit Card Reward Points	Not Offered ▼	View Detail
10%	$9.99	Unsecured Debt	d ▼	View Detail
10%	$12.99	Overdraft Credit L	d ▼	View Detail
10%	$19.99	Visa Overdraft Protection	Not Offered ▼	View Detail

Java Swing

Refine Offers

Select... ▼

Submit

Refine Offers

Home Equity Line of Credit

Home Equity Line of Credit with interest rates as low as 6.50%

Prev | Next

Menu | ⊙ CRM Orders ✖

Contact Information Scorecard

Call Type

Type INBOUND

Eclipse SWT

Details

☐ Support ☑ ☐

Details

Call details

☐ 😏 ☐ 🤔 ☐ 😋 ☐ 😖
☐ 😊 ☐ ☹️ ☐ 😛 ☐ 😬
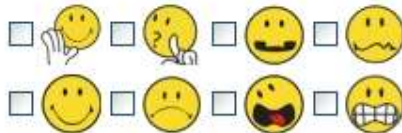
Details (CTRL + D)

Add

Orders Management

Search for...

| User-ID | Order Status |
| YHY007 ▼ | New ▼ |

Period

[   ] S

[   ] S

Back | Search

Branch Num.	Date/Time	Type	Group	Status	User-ID
615/0300681	08.02.2005, 18...	Other	Default	New	YHY007
615/0300681	11.02.2005, 14...	Authorization cance...	Partner	New	YHY007
615/0300681	11.02.2005, 18...	Other	Credit	New	YHY007
615/0300681	15.02.2005, 13...	Other	Homebanking	New	YHY007
615/0300681	15.02.2005, 13...	Other	Homebanking	New	YHY007
615/0300681	15.02.2005, 16...	Other	Complaint	New	YHY007

Web Portlet

Details

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Madrid, 10 de octubre