



IBM Software Group

Why IBM is a Better Choice for Portal and Infrastructure

IBM Software Group



WebSphere software

ON DEMAND BUSINESS™

Why IBM Should Be Your Integration Platform

- Who has the best end-to-end process integration?
- Who has the best portal solution for your enterprise?
- Who has the best enterprise information integration?
- Who has the stronger infrastructure?



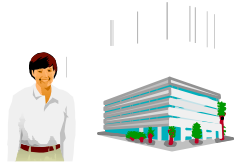
What Should You Consider When Looking for a Portal Solution?



- Capable of supporting customers, employees, and partners
- Deliver information from *any* system to people who need it
- Deliver collaboration capabilities
- Strong Development Tools
- Support for Standards
- A mature product, minimal risk

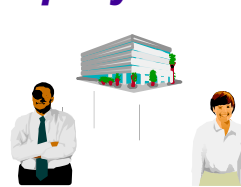
IBM Supports Multiple Portals Across an Enterprise

Customer Portal



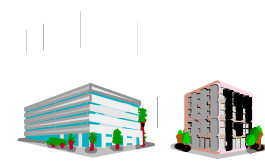
- Customer self-service
- Company information
- Contact information
- Product/service information
- Place an order

Employee Portal



- Customer Service
- Collaboration
- Portal-wide Search
- Company/Industry news
- Enterprise Applications
- Human Resources
- Travel Expense tools

Partner Portal

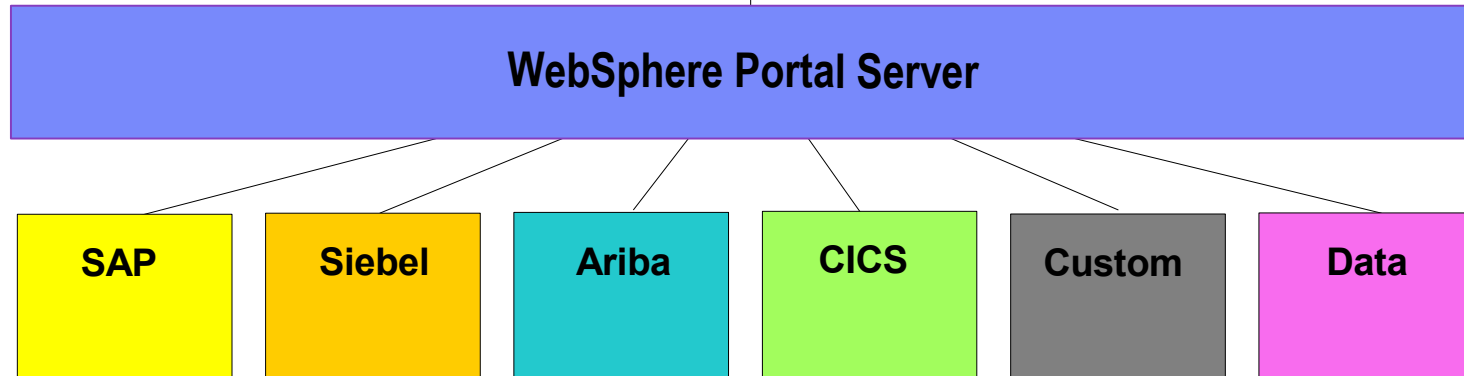
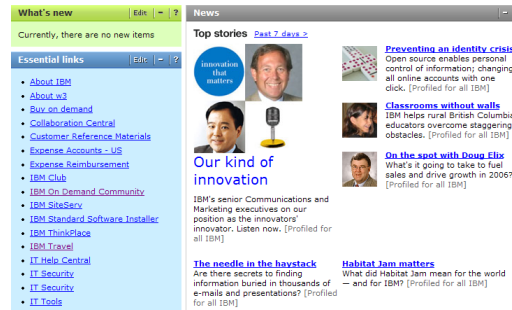


- Account management
- Inventory management
- Order management
- Organization contacts
- Project collaboration
- Procurement

WebSphere Portal Server



IBM's Portal Provides a Universal Access Point for All of Your Enterprise's Applications and Systems



Case Study: A Customer Service Problem in an Insurance Company

We need to improve our customer service.



CEO

A portal solution will give your Customer Service Representatives the information they need to be effective...



IBM

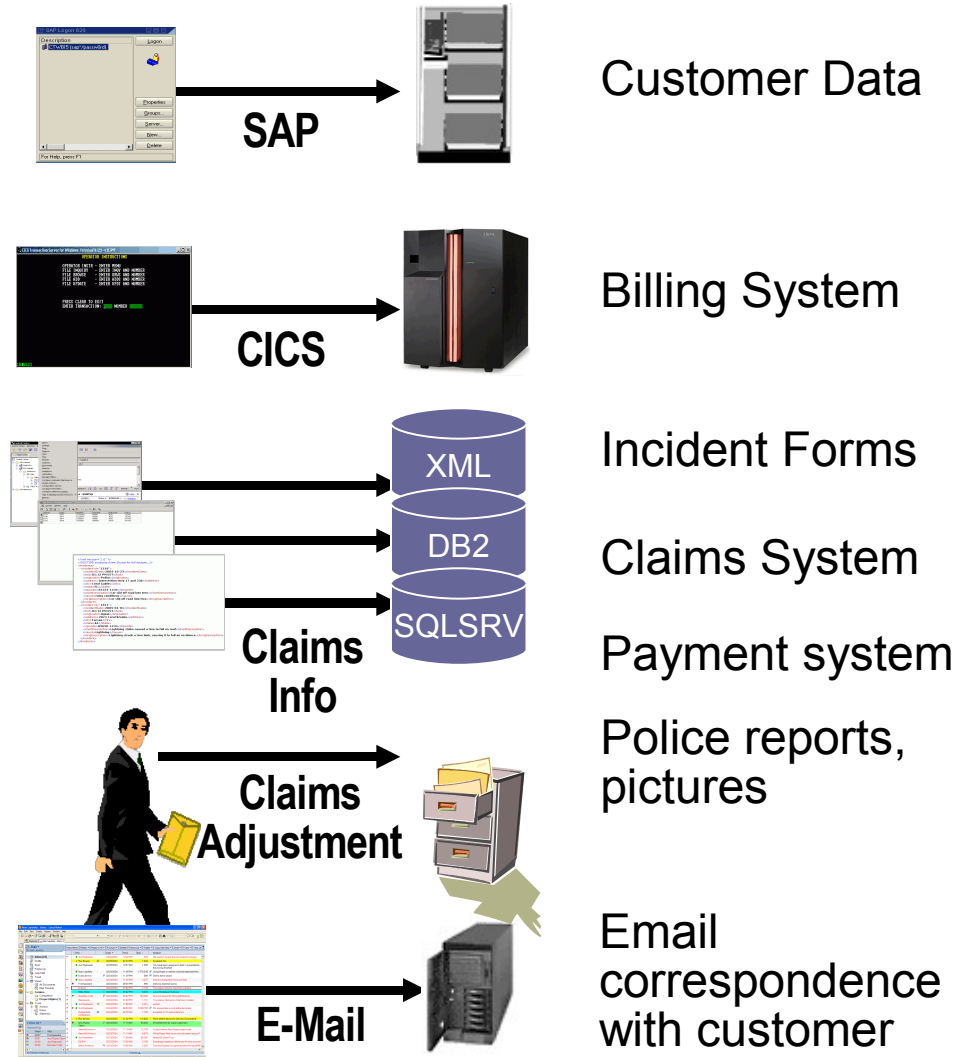


Customer Service Representative Response Is Slow Lacks Unified Access to Claim Information

- ▶ Log on to separate systems
- ▶ Write down information
- ▶ Cut and paste
- ▶ Manual steps
- ▶ Takes too long to get answers



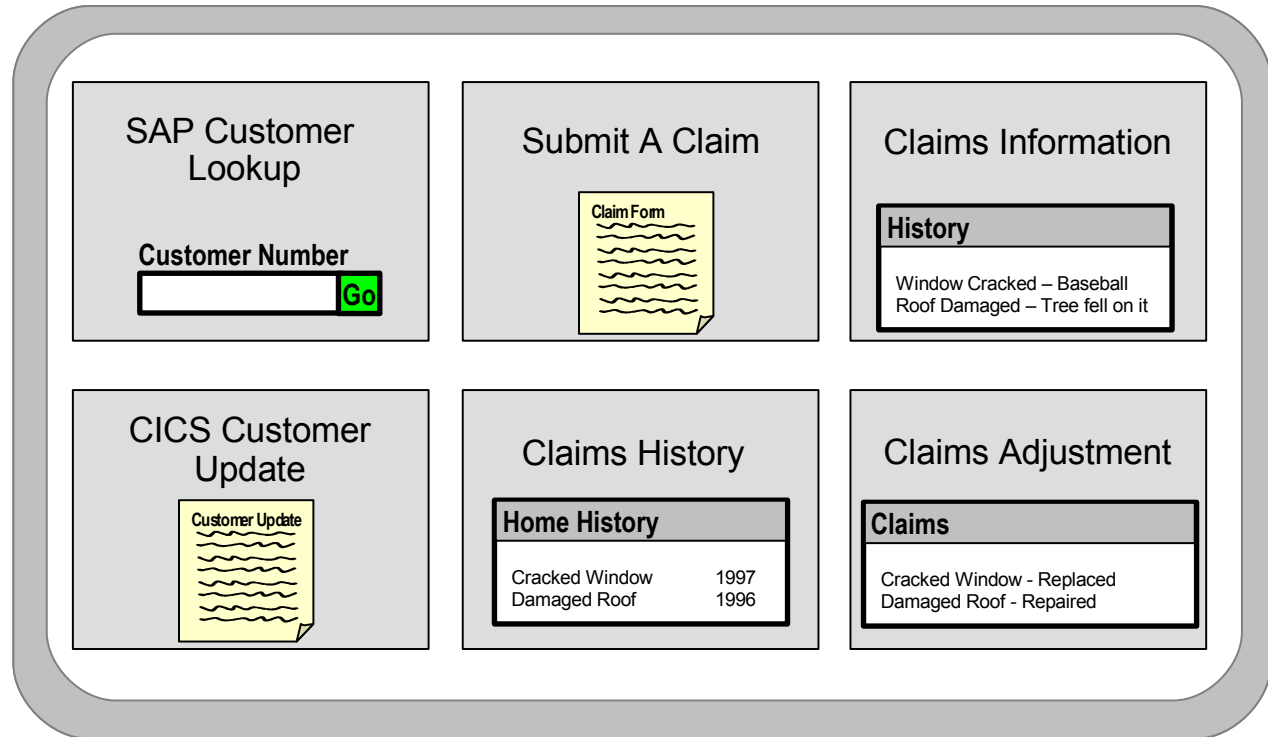
Customer Service Representative



What's Needed: A "Dashboard" for the Customer Service Representative



Customer Service Representative



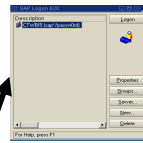
- Group related information on separate pages
 - ▶ Claims information (shown in graphic)
 - ▶ Collaborative functions (e-mail, calendar, schedule, etc.)
- Portal provides easy navigation between pages



Solution: Customer Service Representative's Portal



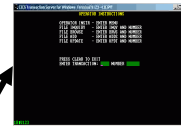
Customer Service Representative



SAP



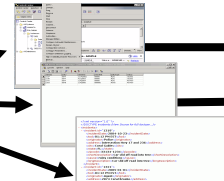
SAP GUI, HTML, BAPI, iView



non-SAP Systems



CICS, Siebel...



Federated Data Sources



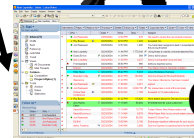
DB2, Oracle, SQLServer



Unstructured Data



Fax, scanned documents



Collaboration

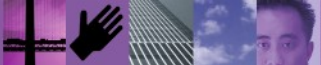
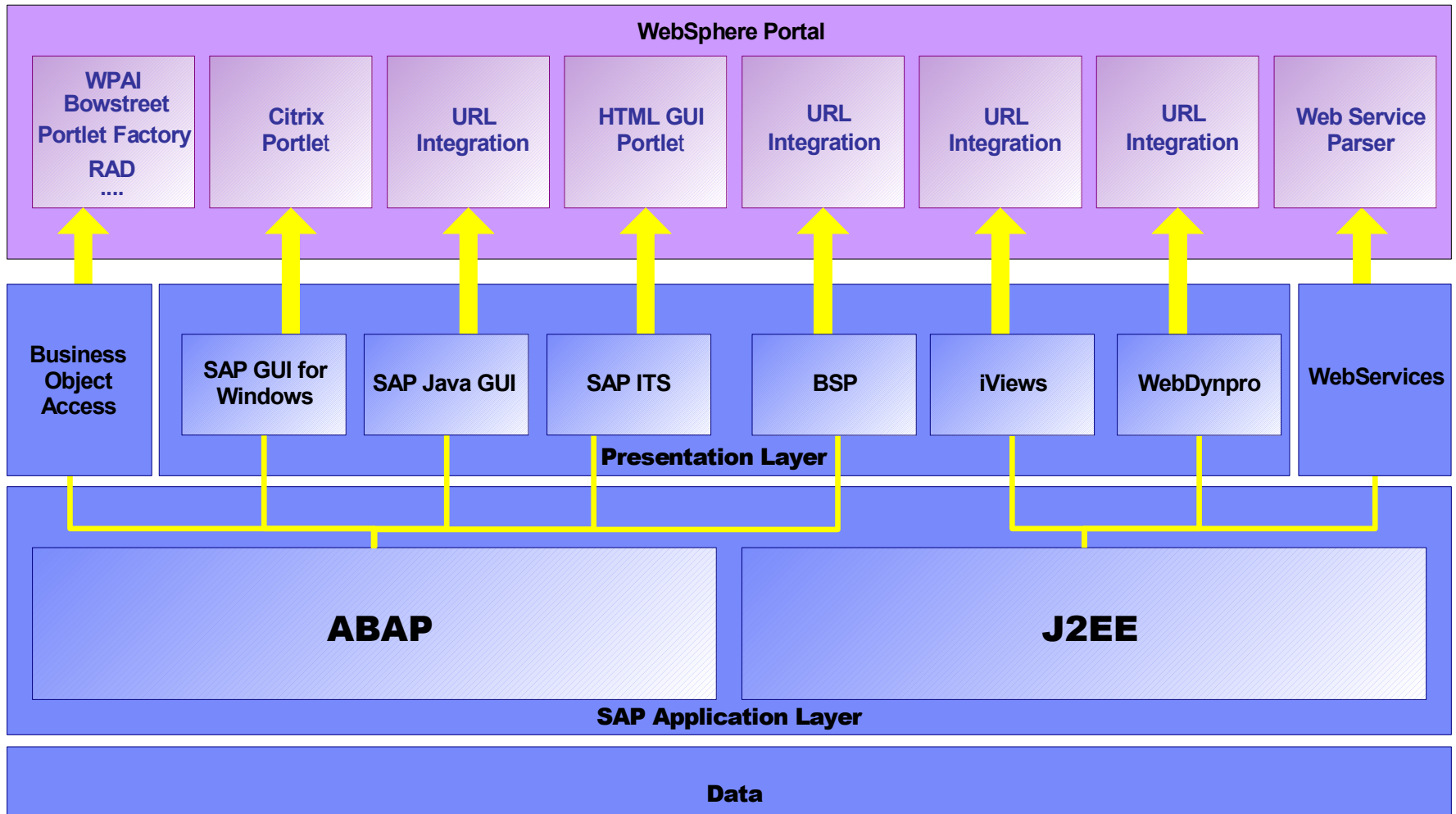


Email, instant messaging, web meetings, personal productivity


Single Sign On Using Credential Vault








WebSphere Portal Has Powerful Integration with SAP





Construct a Portlet from an SAP Application

Find Customer (SAP)   

1 - 1 of 1   Page 1 of 1  

<u>Customer Number</u>	<u>Name</u>	<u>Street</u>	<u>City</u>	<u>Postal Code</u>	<u>Country</u>	<u>Telephone Number</u>	
100051	Neha Shah	2874 Coral Brooke	Boston	02113	US	339-918-1234	

1 - 1 of 1   Page 1 of 1  

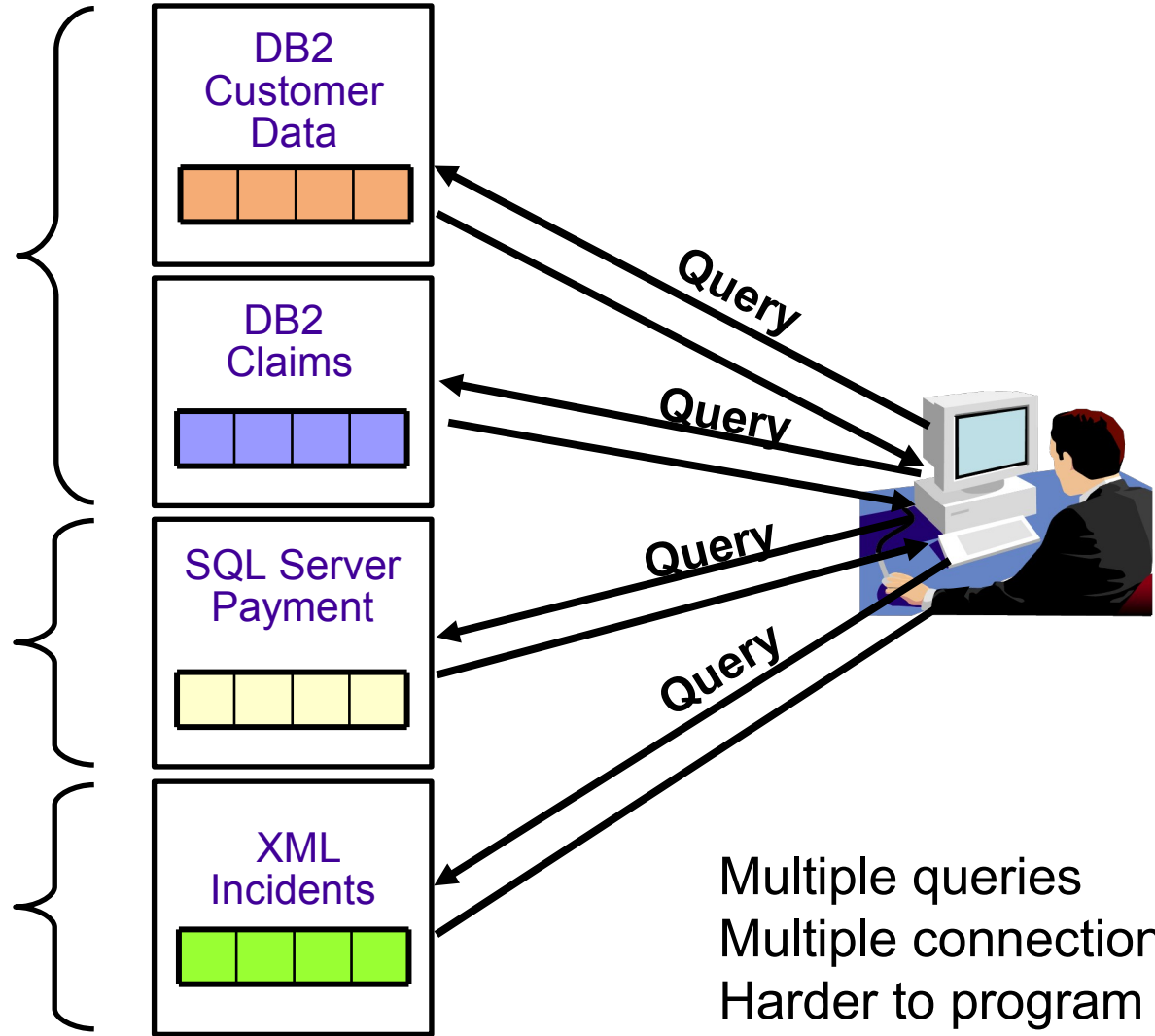


Problem: Information for Claims is Stored in Many Places

Customer and Claims data in DB2

Claim payment data in SQL Server

Submitted claims forms stored in file system in XML format

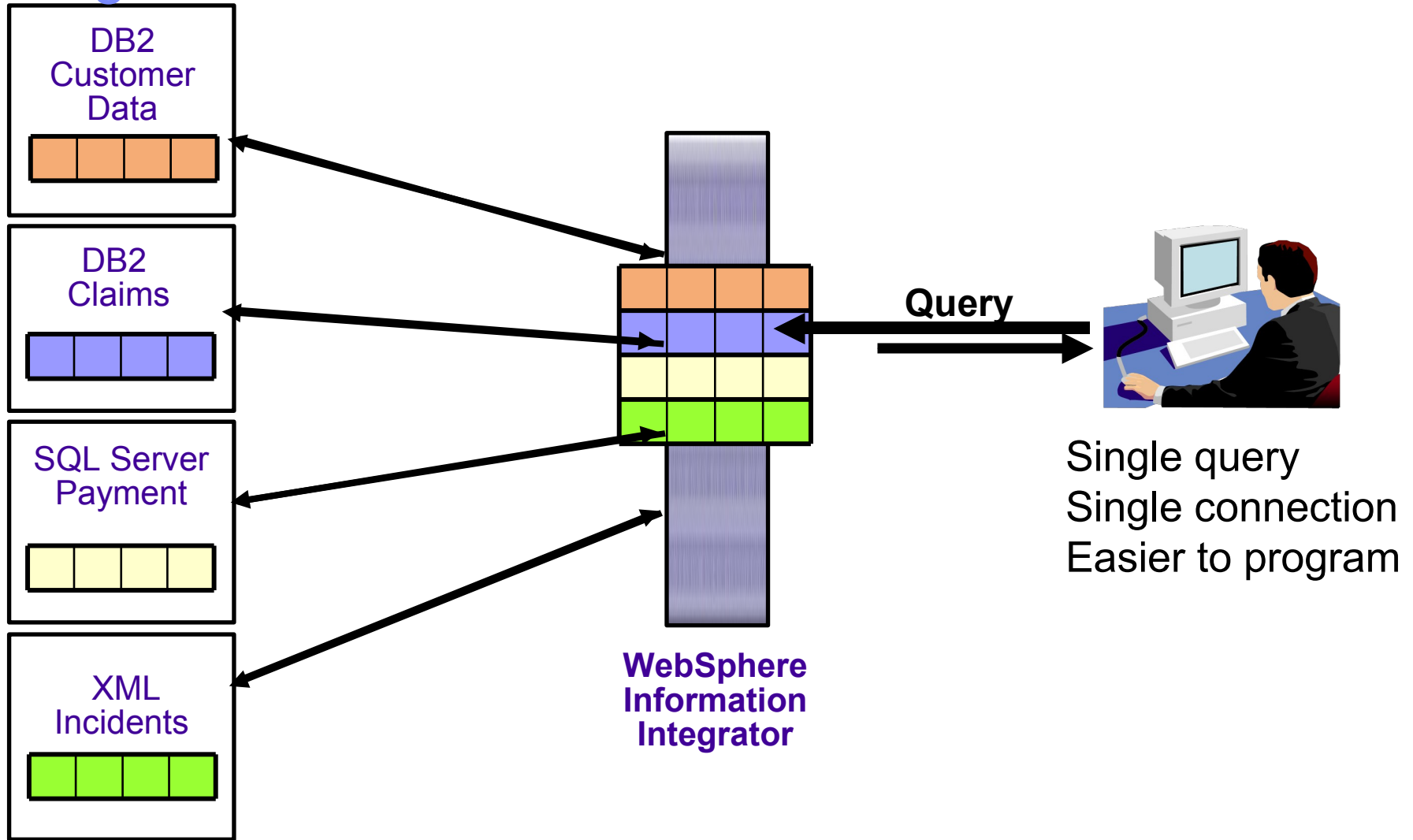


Multiple queries
Multiple connections
Harder to program

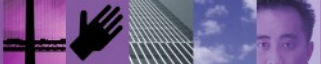
Data sources



Integrated Claims Information

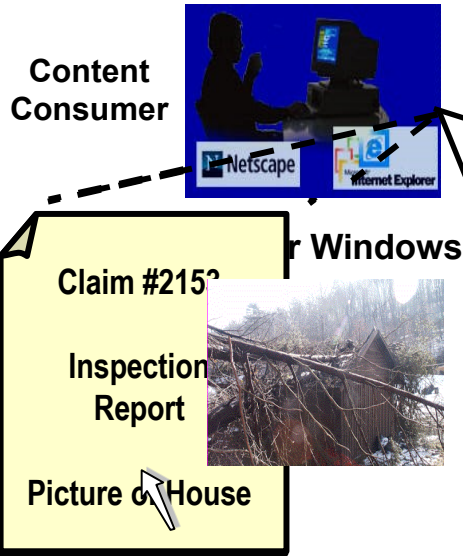


Data sources

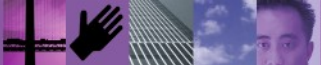
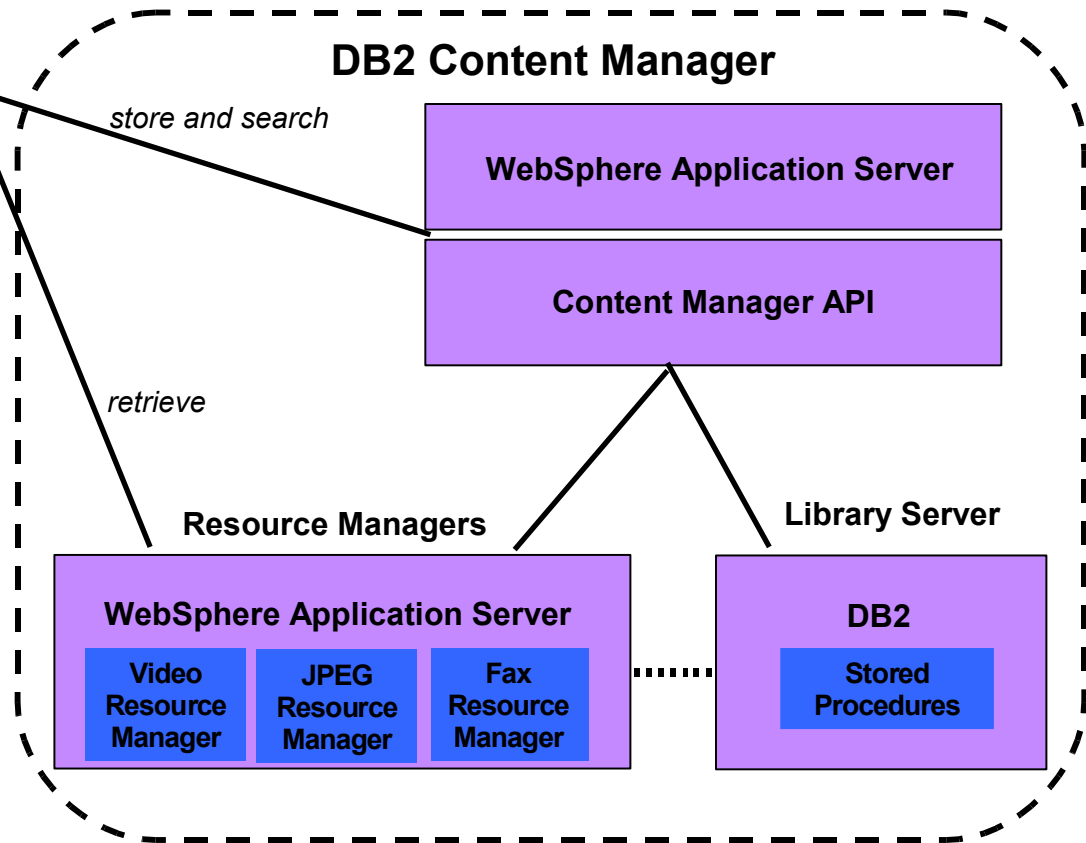


What is Needed to Replace Paper-Based Information With Online Information?

Portal, eClient or Windows



- **Single point of access**
 - ▶ Flexible
 - ▶ Document
- **Highly scalable**
- **DB2 Library Server**
 - ▶ Content categorization / mgmt
 - ▶ Descriptive metadata
 - ▶ Fast content searching
- **Information delivered via content manager eclient**
 - ▶ J2EE implementation
 - ▶ Can be consumed by web clipping portlet



Customer Statements on WebSphere Portal



Volkswagen:

“Today, 70% of the time of our people is spent by analyzing, searching information and only 30% by making intelligent decisions. We want to flip the ratio 70/30, by providing 70% of intelligent and analytical time decision making and only 30% of administrative work.”

Dr. Martin Hofmann, Exec. Director, Group Supply Strategy, Volkswagen AG, 10.,2003)

VW deployed the purchasing portal through 2004; **result: procurement productivity increased by 20%**



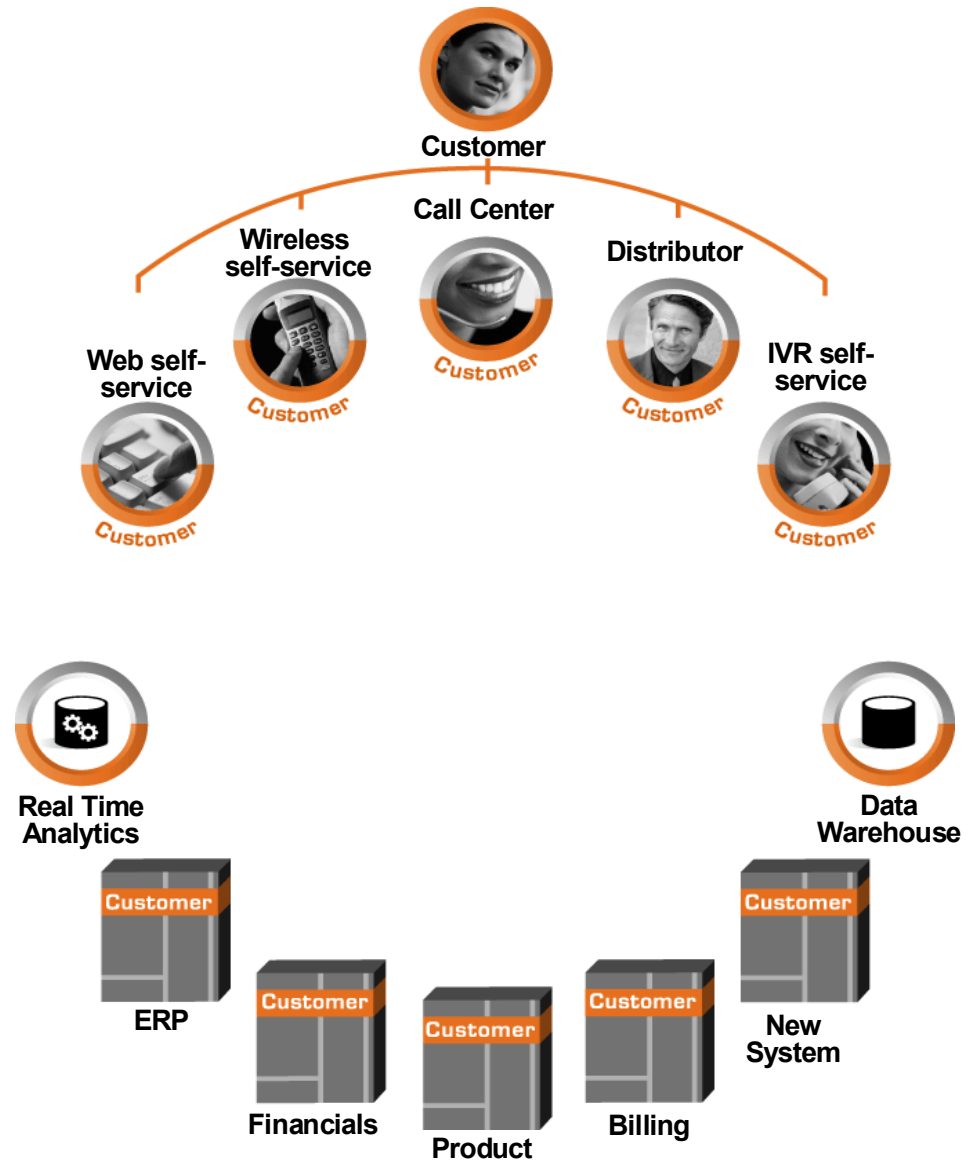
Why IBM Should Be Your Integration Platform

- Who has the best end-to-end process integration?
- Who has the best portal solution for your enterprise?
- Who has the best enterprise information integration?
- Who has the stronger infrastructure?



Islands of Customer Information Result in Missed Sales

- Inaccurate and incomplete view of the customer relationship
- Inability to understand the value of the customer
- Difficult to determine the correct product offer based on inaccurate customer data
- Inefficient customer service
- Multiple repositories for customer data are difficult to synchronize



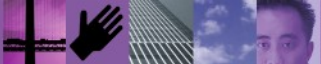
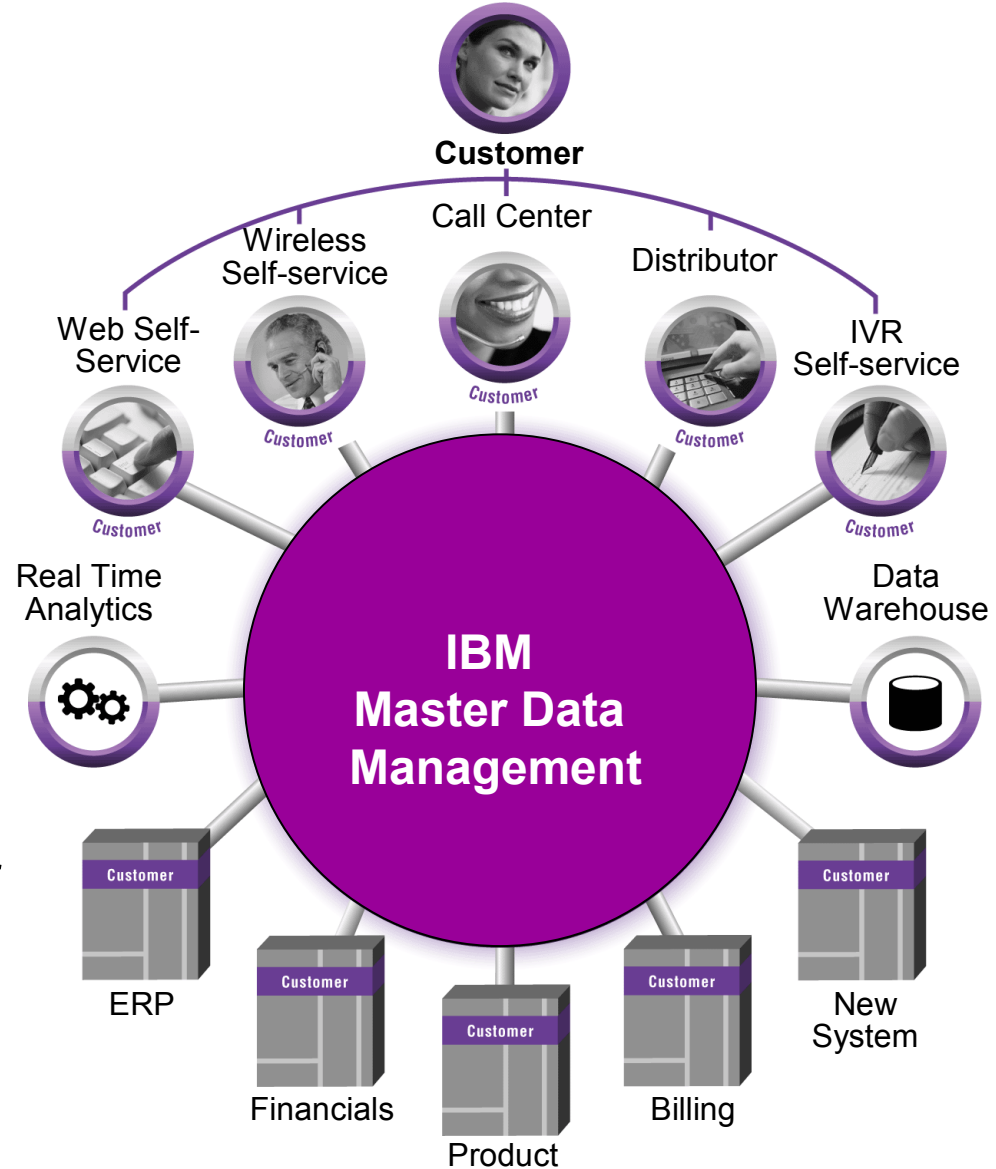
Incomplete Product Data Inhibits Bringing Products to Market

- Product information is in multiple places:
 - ▶ ERP
 - ▶ Pricing systems
 - ▶ Marketing systems
 - ▶ Spreadsheets
 - ▶ Image files
- The need to pull together all of this information results in a very long time to bring a product to market, change the price, or offer a promotion
- Many products have incomplete and inaccurate information, resulting in lost sales
- Incorrect pricing reduces profitability and causes invoicing errors that are expensive to correct



IBM Master Data Management Adds Value to SAP Applications

- Consolidates master data across disparate systems in the enterprise, including SAP ERP and CRM
- Complete, accurate view of customer relationship improves customer service and generates more revenue opportunities
- Supplies a central repository of product data to enable value-added business processes to update product-related data



IBM MDM Customer Successes

- Localized and translated product information for over 25 European markets via tightly integrated workflow with translation agency
- Published rich product information directly into Quark for print catalog publishing
- Synchronized price changes with SAP R/3, so that the price information was consistent across all sales channels

- Unified 25 million customer records across 5 Lines of Business, 30 back office and CRM systems, and dozens of product lines.
- Ensured consistent and differentiated customer service across all channels
- Identified cross and **up sell** opportunities

Europe
Panasonic

MetLife[®]



Why IBM Should Be Your Integration Platform

- Who has the best end-to-end process integration?
- Who has the best portal solution for your enterprise?
- Who has the best enterprise information integration?
- Who has the stronger infrastructure?



An Integration Platform Requires a Strong Foundation

- **Cross Enterprise Consistency**

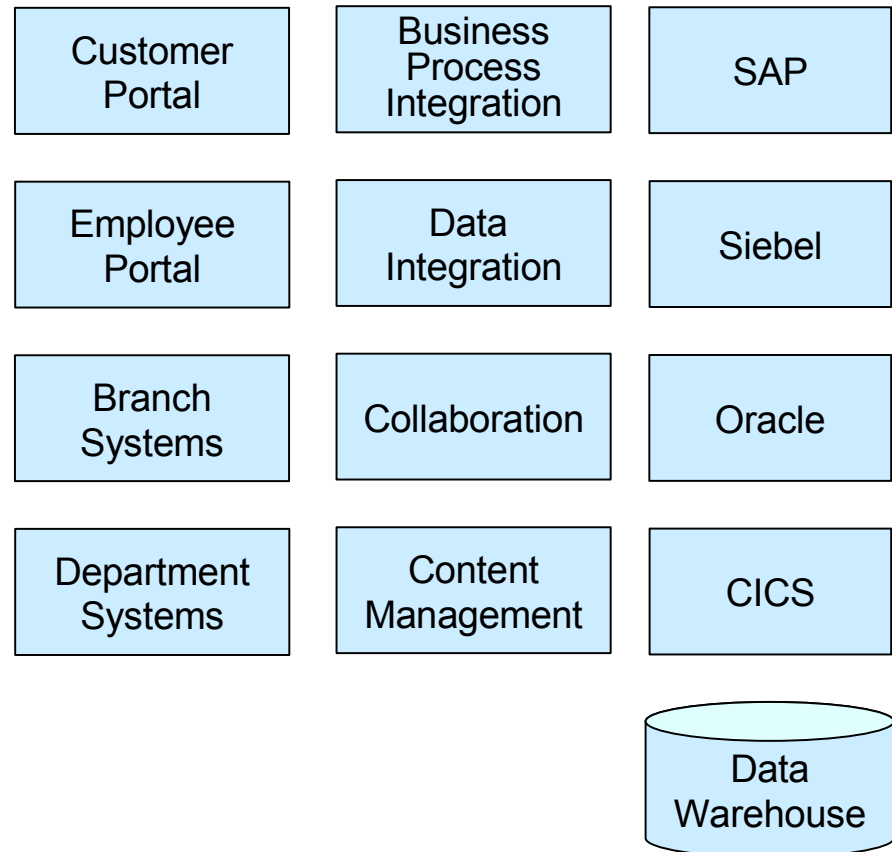
- ▶ One consistent programming model on an integrated stack
- ▶ Standards support

- **Consumability**

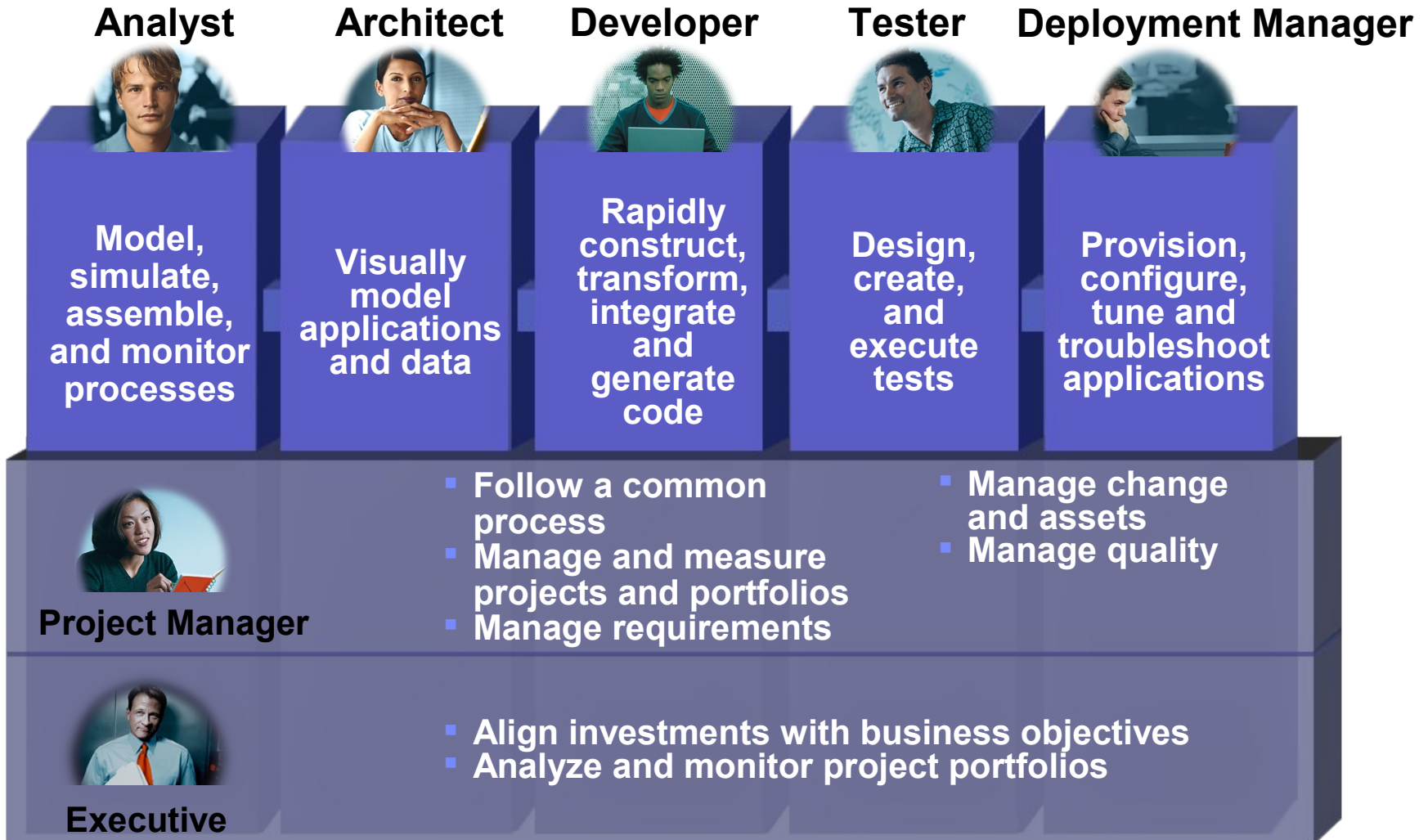
- ▶ Documentation
- ▶ Easy to install
- ▶ Small footprint
- ▶ No I/T specialists to help
- ▶ Easy administration

- **Data Center Requirements**

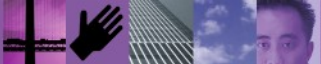
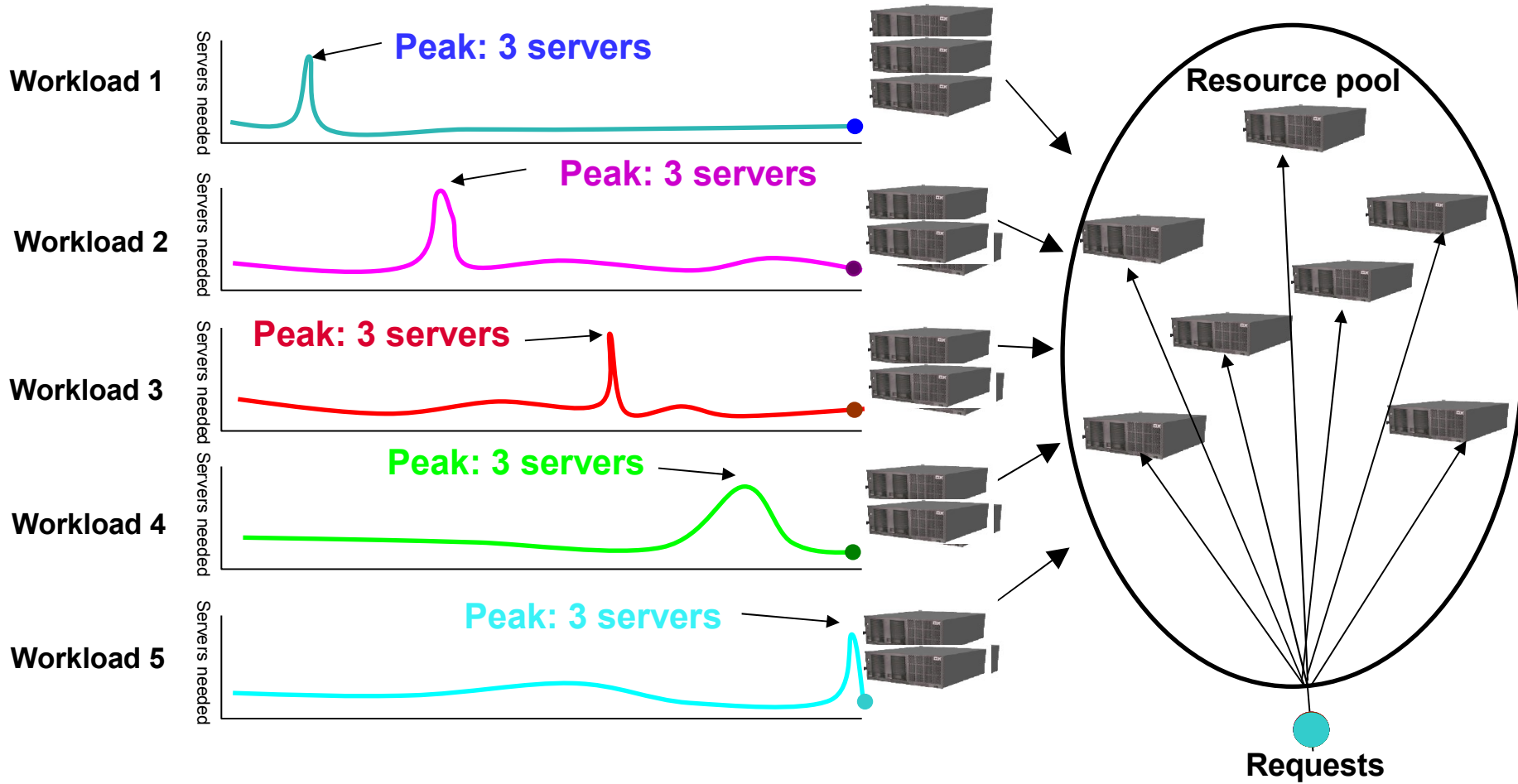
- ▶ Good performance and scalability
- ▶ Reliable operation
- ▶ Dynamic provisioning to improve utilization



IBM Has an Integrated Tools Platform



Optimal Utilization with IBM WebSphere Extended Deployment

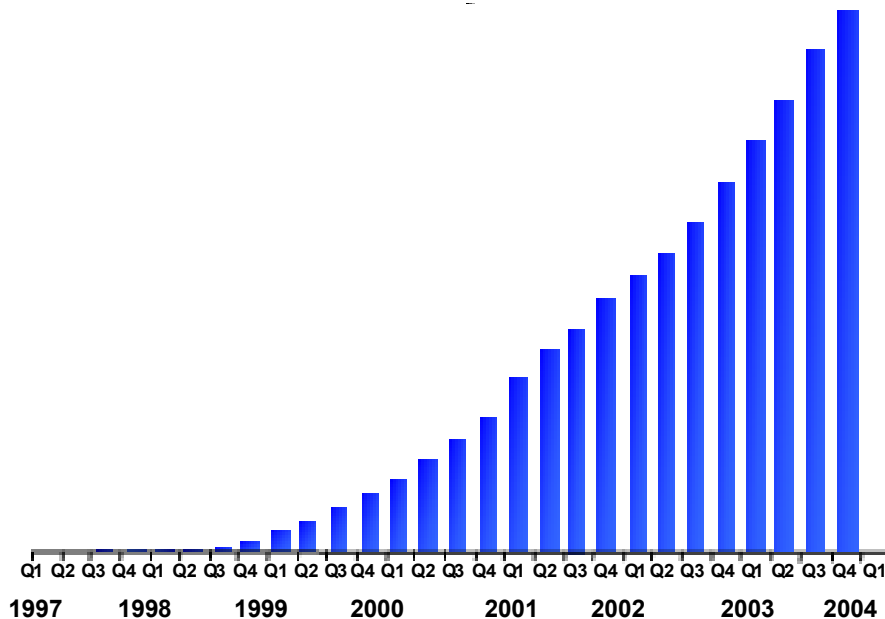


ebay is a WebSphere Site



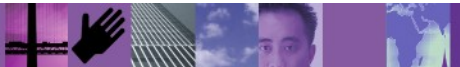
Registered Users (Millions)

100M Registered Users



Web Site Load

- 6000 IBM xSeries servers
 - ▶ 3000 run WebSphere
- **1 Billion** page views per day
 - ▶ 20,000 pages per second at peak
 - ▶ 500 Million with WebSphere
- **3.5 Million** items listed per day
 - ▶ 240,000 per hour at peak
 - ▶ 17 Million items for sale every day
 - ▶ 295 Million items for sale in 4Q '03
- **3 Million** concurrent users at peak
- **20 Million** Service API calls per day
 - ▶ 1 Million for listing new items



Conclusion: IBM Has a Strong Infrastructure

Cross Enterprise consistency

- Strong support of standards

Consumability

- Easy to install
- Productive for administrators

Data Center Requirements

- Excellent performance
- High Availability
- Improved utilization
- Support for zSeries



Thank You

