

# IBM Social Business Symposium

Get Social. Do Business.

## Exceptional Web Experience – Social Business OnDemand

**Rishi Bhargava**  
IBM SWG, India





# Agenda

- **Introductions - Customer Experience Suite**
  - WebSphere Portal Server 7.0
  - IBM Lotus® Web Content Management 7.0
  - The Demo Sites
- **Content Management for designers.**
  - Basics of Building a Web Site with LWCM 7.0





# WebSphere Portal Server 7.0

- Applications
- Content
- Cloud
- Collaboration
- Consumer

Logos included in the funnel:

- CITRIX, MicroStrategy, ORACLE, SAP, WebSphere Process Server, BUSINESS OBJECTS, DASSAULT SYSTEMES, Information Management FileNet, Stellent, Adobe, Cognos software, CISCO, INTERWOVEN, documentum, VIGNETTE, Day, webex, Google, Sametime, Unyte, amazon web services, SuccessFactors, salesforce.com, People Performance, amazon.com, YAHOO!, flickr, GAMMA, YouTube



- Role Based
- Contextual
- Personalized
- Secure
- Dynamic
- Self Service

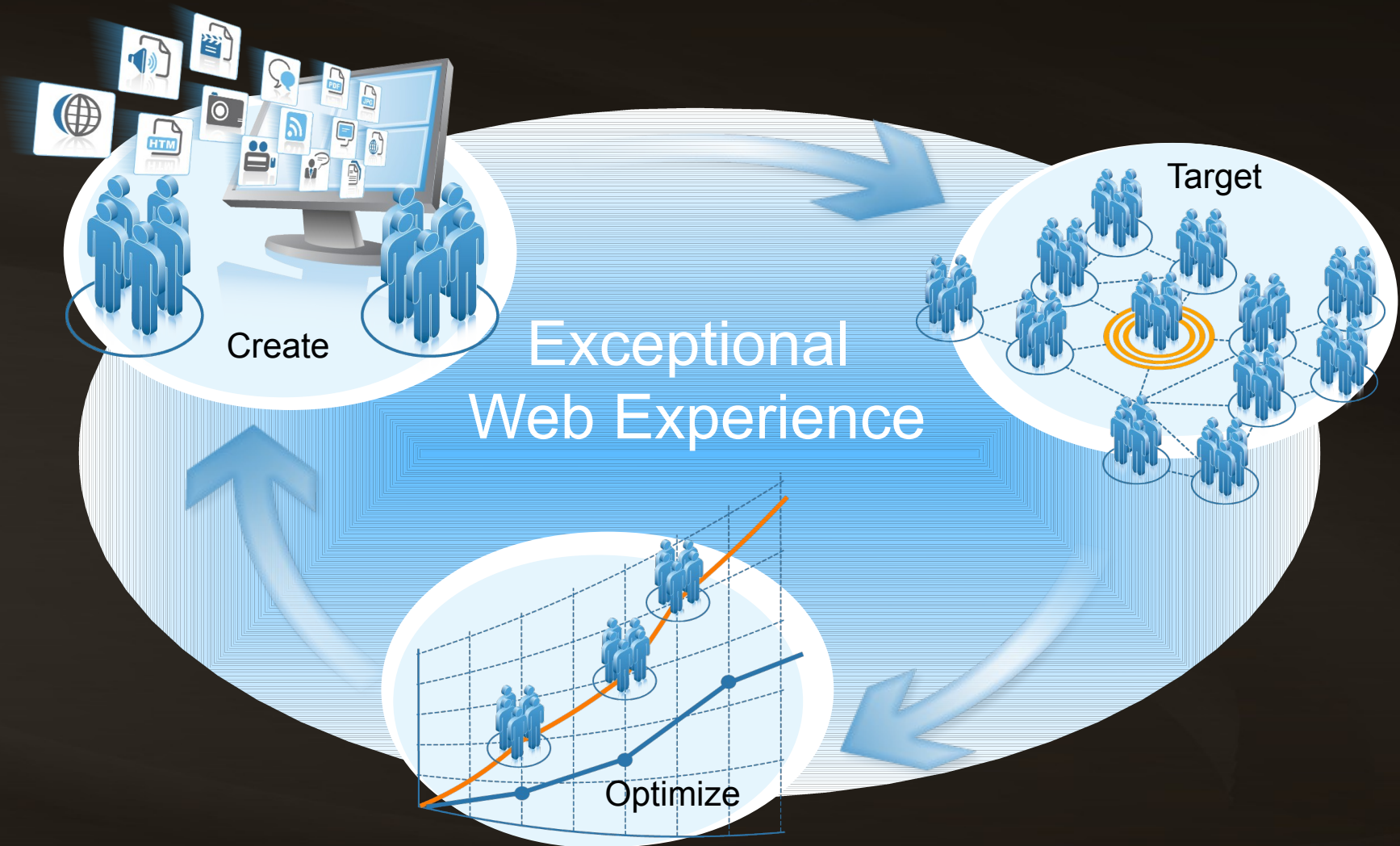


*Combined with Web 2.0 & social capabilities, employee intranets & partner extranets help drive better business outcomes*





# IBM Lotus Web Content Management 7.0





# Combining Rich Social and Real-time capabilities with Lotus Connections & WebSphere Portal

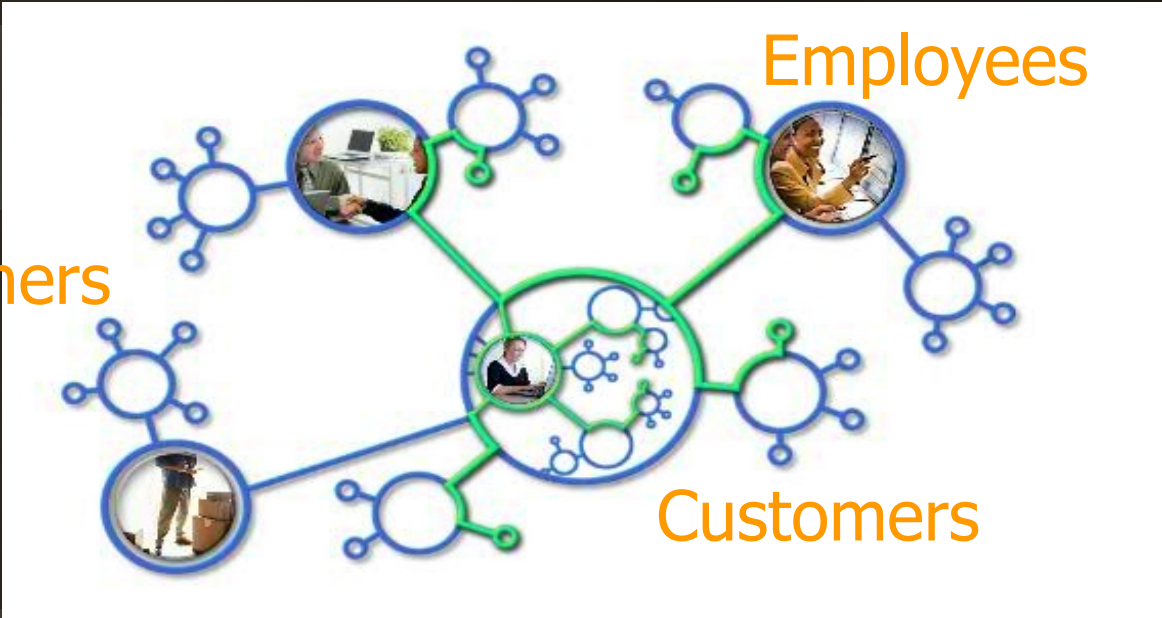
Leverage what others know

Manage your work more effectively

Stay in touch with team products & services

Share expertise

Partners



Find the right people

Keep track of group documents

Instant messaging with experts and teammates

Virtual meetings, real-time brainstorming





# The Demo Site


- i Life Insurance, the leading Life & General Insurance Provider in India wanted to revamp their Web Site to be:
  - More appealing enterprise platform
  - Provide contents in **multiple languages**
  - Instead of content provisioning via “Agency”, reduce the “Turn Around Time” by letting LOB manage the contents
  - Make their “Executives” more **social** “**within Organization**” and “**Outside**”
  - Provide their top “**Advisors**” a platform to provide their contents “**Micro Sites**” and allow them to manage
  - Applications in multiple languages, Rich Capabilities like AJAX, Flash etc...







# More appealing enterprise platform


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# Provide contents in multiple languages


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डाउनलोड
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**प्रेस कक्ष > २०१०**

क्रमबद्ध करें: २०११ | २०१० | २००९ | २००८ | २००७ | २००६ | २००५ | २००४ | २००३

१४/१२/२०१०	आई जीवन पेश करते हैं एक नई गारंटीड एनएवी यूनिट लिंक्ड बीमा योजना - आई बाजार शील्ड
२६/१०/२०१०	आई जीवन एक नई यूनिट लिंक्ड बीमा उत्पाद पेश करते हैं - आई सफल जीवन
२४/०८/२०१०	आई जीवन पेश करते हैं एक अद्वितीय शिशु उत्पाद - आई आर्शावाद
१३/०७/२०१०	आई जीवन भारत बीमा उद्योग में पहली बार प्रस्तुत करते हैं : मद्रै में 'अपना सलाहकार चुनें'
१३/०७/२०१०	आई जीवन भारत बीमा उद्योग में पहली बार प्रस्तुत करते हैं : त्रिची में 'अपना सलाहकार चुनें'



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▶ **हमें यूट्यूब पर पालन करें**





# Manage the contents in-house, reduce TAT

The screenshot shows a web application interface for managing content. At the top left is the 'LifeInsurance' logo. At the top right, it says 'LIFE INSURANCE'. Below the logo is a navigation bar with links: Home | PickUrAdvisor.com | Advisor Portal | Sitemap | Public Disclosures | Administration | Applications | Log Out. Below that is another navigation bar with links: About Us | Products & Solutions | Planning Tools | Premium Payment | Downloads | Media Desk | Resources | Customer Helpdesk | Hindi. Below that is a sub-navigation bar with 'Individual Solutions' highlighted. The main content area is titled 'XEdit' and contains a toolbar with buttons: Save, Save... (dropdown), Preview, Show Hidden Fields, and Close. Below the toolbar are two tabs: 'Content' and 'Properties'. The 'Properties' tab is active and shows three text input fields: '\*Name:' with 'Individual Solutions', 'Display title: Localizations' with 'Individual Solutions', and 'Description:' with 'Individual Solutions'. Below the properties is a section titled 'Body' with a dropdown arrow. Underneath is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, link, unlink, text color, background color), alignment (left, center, right, justified), and other functions. Below the toolbar is a preview window showing a photograph of a woman and a man smiling.





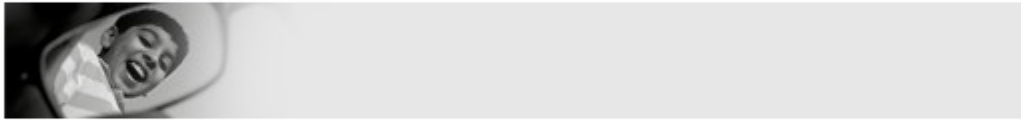
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 <b>Vishal Gupta, Territory Manager, U.P.</b>	<p>a varied experie          rural markets, au          cars &amp; sales of life insurance products          across the Indian market.</p> <p>monitoring, enhancing and expanding the          agency distribution.</p>
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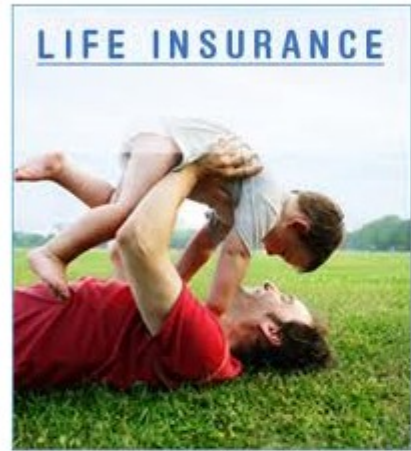
# Provision Applications



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Sudhir has 12 years of successful experience with consistent record of outperforming targets and being recognized for the same. An organized and detail oriented manager, able to prioritize and delegate tasks effectively to ensure profitable insurance business.

**Padmanabham Durgam, Chief Life Insurance Advisor, Royal Star Assurance**

Paddy has an immense pleasure for providing service through i Life since 12 years long lasting by support of their clients in South and all over India. They have an HI Tech Customer Care Center to provide excellent service in the area of Insurance.

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**Client Testimonials**


*"I was impressed with the process that has been established for reviewing our claims. It is clear she is an advocate for your clients. I now see why this process has been so impacting over the last eighteen months. Great team approach...."*

**- Amar Gupta, Chief Financial Officer, Universal Travel Service**

**From our company's desk!!!**



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# Lets Explore Enterprise Collaboration

- How **Communities** are formed within Enterprise?
- How to **market and make yourself available** within Enterprise via **Profiles**?
- How to enable Employees via **Video** Sharing?
- How to manage and get the work done via **Activities**?
- How to promote “Ideas” and execute them via “**Ideation Blogs**”?
- How to get everyone involved in “**Discussions**”?





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