

# Engage and delight more customers with an exceptional web experience

*Exceed the expectations of web-savvy users with  
marketplace-leading software solutions*



## **Exceed the expectations of your online audience**

The ubiquity of the web, both for business and for personal use, has created an ever-increasing pool of web-savvy users—customers, employees, partners and suppliers—who expect an exceptional online experience. An “exceptional” web experience is one that achieves a balance between function and form—that is, it is perceived as engaging while also delivering precisely the information, capabilities and resources wanted or needed at the time. Simply put, an exceptional web experience is achieved when it meets or exceeds the expectation of the intended audience. Such experiences are, by definition, engaging, relevant, trustworthy and portable, following audiences wherever they go.

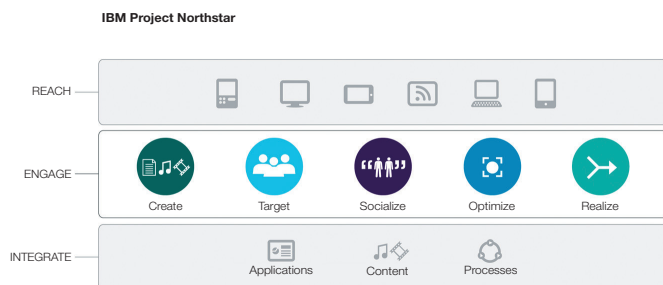
But for many companies, the task of delivering such an experience is daunting. Branding and communicating across different channels, such as mobile phones, social sites and email, can be challenging. Personalizing the online experience by audience or customer behavior can be difficult for even the most skilled marketer. An inability to analyze data and information can make understanding the effectiveness of online campaigns nearly impossible. Even something as simple as changing website content can require extensive IT involvement.

Companies that provide a more engaging, next-generation experience, complete with built-in social capabilities and mobile device support, are bound to attract and retain more customers. Organizations that can easily manage content, enable real-time communication and analyze data can improve customer service, offer more personalized experiences and realize a greater return on investment. But to achieve this level of functionality, most companies have no choice but to rely on a disparate set of solutions, integrate them in an ad hoc fashion and trust that they work together—until now.

## **Providing a new way forward**

Your business is built on the relationships you have with your customers. Increasingly, those relationships develop and grow over the web, making your use of online channels to attract, retain and delight customers, citizens and partners a matter of survival. To help organizations provide meaningful interactions and experiences for the customers who increasingly shape their brand, IBM has introduced IBM Project Northstar—a vision and multiyear roadmap for how organizations can create the next generation of online experiences.

IBM Project Northstar provides a new way forward, defining the comprehensive capabilities organizations need to help them attract and retain the best customers, improve brand loyalty, increase customer satisfaction and lower operational costs.



*Figure 1:* IBM Project Northstar defines the capabilities organizations need to create an exceptional online experience for customers, while improving brand loyalty, increasing customer satisfaction and lowering operational costs.

## Delight your customers with an exceptional web experience

Introducing IBM Customer Experience Suite, a flexible, comprehensive offering that brings together essential features and functionality tailored to help you provide customers with an exceptional and engaging online experience. With capabilities that include web content management, rich social and real-time communication, search, commerce and analytics support,

personalization, rich media management, mobile device support, and comprehensive integration, you can respond more rapidly and confidently to user needs and expectations. Plus, you can reach across multiple online channels, all while helping boost customer satisfaction, brand recognition and profitability.

### IBM Customer Experience Suite capabilities

IBM Customer Experience Suite enables you to create differentiated web experiences by combining robust capabilities and functionality, including the following:

- Web content management
- Rich social and real-time communication
- Search
- Analytics integration support
- Personalization
- Rich media management
- Mobile device support
- Comprehensive integration capability
- Mashups

IBM Customer Experience Suite is designed to make every person's online visit a unique and engaging experience, helping organizations with the following:

- Supporting and enabling conversations with and between users through online communities
- Creating microsites, portals and mashups as well as managing content, rich media and documents with built-in tools
- Personalizing a user's web experience based on identity, clicks, device, browser, social networks, location or even time of day
- Improving customer loyalty and resolving problems more quickly by using built-in social capabilities, including user profiles, wikis, blogs, forums, communities, ratings, commenting, polling, surveys and instant messaging
- Helping optimize selling opportunities and to capture new leads by improving cross-sell and up-sell opportunities and publishing dynamic offers and content
- Adapting content to mobile devices, including popular smart phones, and syndicating content into social networking sites

What's more, the solution is designed to leverage your existing IT and web assets and resources, enabling you to gain value from your current investments without sacrificing flexibility, scalability or security. For example, out-of-the-box connectors

and restful services enable you to smoothly integrate the solution with existing data sources such as enterprise and desktop applications, commerce solutions, cloud-based services, social and rich media sites, databases, web services, widgets, portlets and analytics systems. As a result, people gain a more personalized, cohesive experience that will likely keep them coming back for more.

### **Understand and adapt with powerful analytics**

IBM Customer Experience Suite provides out-of-the-box integration to the leading web analytics providers, thereby delivering powerful, actionable information. You can run A/B tests to help determine content variations and multivariate tests to understand the effectiveness of different areas of a website. Sophisticated personalization capabilities complement analytics support, allowing you to adapt your strategies and tactics according to the preferences, behaviors, location, purchases, device and sentiments of each visitor. IBM Customer Experience Suite makes it easier to improve conversion rates and user engagement as well as to understand and track which of your web investments are most profitable.

## Get more done with more capabilities

The comprehensive IBM Customer Experience Suite solution delivers the capabilities you need to respond to individual expectations, reach more customers and deliver exceptional experiences. Using this agile and scalable solution can help you with the following:

- **Create.** Develop and manage dynamic content and rich media through built-in support and then deliver it to a variety of channels, thereby helping increase visitor responsiveness and reduce web operation costs
- **Target.** Cultivate stronger relationships and boost engagement by creating more-targeted campaigns and dynamically adapting content and offers based on users' actions and preferences
- **Socialize.** Improve loyalty and get more from your customer interactions by making it easier for users to interact with your business and to share their ideas and opinions
- **Reach.** Extend your reach to existing customers and find new prospects by communicating across multiple channels, such as mobile devices, other websites, social sites, kiosks and email
- **Realize.** Get more from your web and business investments via extended capabilities that allow you to create forms-based applications designed to support lightweight business processes; integrate commerce capabilities; and scale the solution to address the demands of new audiences, campaigns, events or announcements

## Use portals to enhance the user experience

Companies looking to deploy employee, partner or supplier-facing websites should consider IBM WebSphere® Portal software—a core component of IBM Customer Experience Suite—and related software. Each IBM portal offering delivers a variety of innovations and enhancements and gives users a single point of access to the applications, content, business processes and other people they need.

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### Enhanced IBM WebSphere Portal software offerings include:

- IBM WebSphere Portal Server Version 7.0 software
  - IBM WebSphere Portlet Factory Version 7.0 software
  - IBM Mobile Portal Accelerator software
  - IBM Dashboard Accelerator
  - IBM WebSphere Portal Enable Version 7.0 software
  - IBM WebSphere Portal Extend Version 7.0 software
  - IBM WebSphere Portal Express Version 7.0 software
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### IBM WebSphere Portal Version 7.0 software

IBM WebSphere Portal software can help you quickly build scalable portals with rich interfaces designed to make it easier for your users to access the tools, information, processes and contacts they need. Plus, with its proven, extensible,

standards-based platform combined with an underlying framework that provides common services, WebSphere Portal software enables you to quickly and easily reuse your existing web-based and IT assets.

### **IBM WebSphere Portal Server Version 7.0 software**

IBM WebSphere Portal Server software is the foundation for the WebSphere Portal family of solutions. With core portal services such as role-based access to applications and content, search, personalization and security features, and Web 2.0 capabilities, WebSphere Portal Server software enables you to create portals that address your specific business needs. And, like other WebSphere software solutions, WebSphere Portal Server software protects your current IT investments by delivering a scalable architecture, providing flexible access to existing enterprise data and applications, and integrating with other companies' collaboration, security, web analytics and extended search systems.

WebSphere Portal Server Version 7.0 software offers significantly increased data protection, scalability and performance for its database-intensive operations. Based on IBM DB2® software technology, WebSphere Portal Server Version 7.0 software enables you to manage data more

effectively and efficiently. In addition to enhanced analytics integration, an updated configuration wizard, and more-detailed error reporting and messages, innovative new functionality has been added, including the following:

- **IBM universal hub integration**—Render components developed with different tools and frameworks, such as portlets, iWidgets, feeds and HTML pages, with a unified page presentation service
- **Tagging and rating features**—Give users the power to organize and evaluate content using the tagging and rating feature within the page builder theme
- **Virtualization support**—Take advantage of VMware or IBM WebSphere CloudBurst™ Appliance support for replicating operating environments configured with WebSphere Portal software
- **Multiple profile support**—Speed and simplify your administrator's ability to create a portal farm or clustered environment for increased scalability
- **Simplified migration**—Simplify migration efforts when moving from WebSphere Portal Version 6.1 to version 7.0 with features that handle the transition as an in-place software upgrade

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## Case study: Duke University Health System

### The need:

Duke University Health System (Duke) has a strategy of becoming a continuously learning healthcare provider. As part of its strategy, Duke recognized the need for a new level of patient engagement for healthcare transformation initiatives to achieve their full potential. It sought a way to provide more deeply personalized services with the help of a powerful analytics solution.

### The solution:

Duke implemented a health analytics solution from IBM, which can drill down into millions of clinical records, that enables it to identify patients with chronic conditions and to intervene through a primary-care setting to help them manage the condition. The framework provides powerful tools for caregivers, such as the ability to guide clinicians to best practices for specific conditions based on the tracking of real-world results.

### The benefit:

- Helped increase patient engagement and satisfaction through proactive health management
  - Led to better clinical outcomes and patient safety through defined best clinical practices
  - Improved the ability of patients to manage chronic diseases through personalized health coaching
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## IBM WebSphere Portlet Factory Version 7.0 software

With its innovative tools and technology, IBM WebSphere Portlet Factory Version 7.0 software speeds and simplifies application development, making it easier to create, customize, deploy and maintain portlets, widgets, and web and rich clients. Without coding and by leveraging existing enterprise

applications and IT assets, developers can create dynamic, robust portlets, based on Java™ Platform, Enterprise Edition (Java EE) technology, that change to address business needs and can be modified by users in real time. With WebSphere Portlet Factory software, you can dramatically increase developer productivity, reduce development costs and enable developers of practically all skill levels to build multipage, complex IBM Customer Experience Suite or WebSphere Portal software-based applications.

In addition to new and enhanced visual application development features, tighter integration with WebSphere Portal software themes, and new support for IBM ILOG® JViews charting components, WebSphere Portlet Factory Version 7.0 software provides the following:

- Richer applications with expanded Dojo toolkit user interface widgets, animations and controls
- Advanced interactive applications via skinning capabilities, providing intelligent application refresh for a page-flicker-free user experience
- Visually compelling applications with sophisticated user interface capabilities
- Extreme application automation, enabling the creation of comprehensive applications in seconds
- Cloud optimizations with automatic hot deploy support for remote run times, enabling faster, more cost-effective solution delivery

### **IBM Mobile Portal Accelerator software**

IBM Mobile Portal Accelerator software enables developers to easily and cost-effectively design and deploy mobile solutions and deliver portal content and applications to mobile devices. With out-of-the-box mobile portal samples and tools, plus an intelligent multichannel server that adapts content for each mobile device, developers can write once and deliver personalized web content quickly to mobile workers. When mobile teams have simplified access to enterprise services and information, organizations are better positioned to react to business opportunities, improve customer service and gain marketplace advantage.

### **Choose a solution that's right for you**

WebSphere Portal software is a recognized marketplace leader, with offerings for large enterprises and small businesses alike. Portals enable your partners, employees and customers to personalize their web experience and access the information and applications they need based on role, context or preferences. And by taking advantage of other portal solutions from IBM, you can do even more—manage content, share and organize documents, and offer collaboration capabilities and electronic forms.

### **Manage web content more efficiently**

IBM WebSphere Portal Enable Version 7.0 software includes all of the features of WebSphere Portal Server software as well as integrated web content management, document libraries and advanced portal search. Version 7.0 also supports popular social features via out-of-the-box blog and wiki content templates.

### **Leverage hardware consolidation initiatives**

IBM WebSphere Portal Enable for z/OS® software allows you to more easily share, view and organize documents and spreadsheets via a portal. Designed specifically for the IBM z/OS platform, the solution offers a comprehensive set of portal services; centralized document storage; and security-rich access to backend systems, data and applications.

### **Develop and deploy collaborative portals with extensive capabilities**

Building on the capabilities of WebSphere Portal Enable software, IBM WebSphere Portal Extend Version 7.0 software lets you develop and maintain more robust and dynamic portals. With services for collaboration and electronic forms, the software enables you, your colleagues, and your constituents to collaborate and exchange ideas on projects; chat with other portal clients with instant messaging; and enable employees, customers and partners to fill out, view and store forms electronically.

### **Use portals in your small to midsize business**

IBM WebSphere Portal Express Version 7.0 software is designed specifically for small and midsize businesses, making it easier to create portals that give you a single view of the people, data and applications you need every day. With a comprehensive set of out-of-the-box and ready-to-use portal, document management and collaboration features, WebSphere Portal Express Version 7.0 software lets you share information, respond to customers and conduct business transactions. Together with the IBM WebSphere Portal NOW deployment model, a turnkey portal solution can be live in as few as three weeks.



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## Take content management to the next level

A key component of an engaging and exceptional web experience is content. Ideally, web content should be targeted and personalized to deliver information relevant to the person, whether that person is a customer, partner, supplier or employee. It should also be easy for business personnel to use and edit website information as needed, without involving IT personnel. A web content management solution should provide an easy way to deliver optimized content based on the ability of marketers to easily understand customer behavior and respond with adapted content to drive an effective marketing campaign.

IBM Lotus® Web Content Management 7.0 software can help you more easily create content, target individuals with relevant content, and optimize content delivery on your website by analyzing visitors' behavior—plus so much more. Lotus Web Content Management 7.0 software enhances the web experience by bringing together the key capabilities and functionality people expect, such as an easy-to-use interface, new and improved social features, enhanced content support, improved search and search engine optimization capabilities, simplified editing and publishing of digital media, and integration with rich Internet applications such as Flash. Comprehensive and agile, Lotus Web Content Management 7.0 software is the solution many organizations rely on to quickly and easily create rich and dynamic websites, respond to ever-changing customer demands and expectations, and boost customer satisfaction.

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## Get even more from your content management solution

IBM Lotus Web Content Management 7.0 software delivers all of the powerful capabilities of version 6.1.5, plus the following:

- An improved creation and editing interface to speed productivity
- Enhanced authoring forms for easy content creation
- Simplified change management functionality through projects
- Enhanced analytics integration support to understand user behavior and improve conversion rates
- Tags, ratings and improved blogs and wikis to harness the expertise of user communities
- New and enhanced website templates to speed time to value
- Simplified round-trip content editing through integration with IBM Lotus Symphony™ software
- Virtualization support for platform optimization
- Serviceability enhancements to lower cost of ownership

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Lotus Web Content Management 7.0 software can help you ensure an engaging and rewarding web experience that spans multiple channels—smart phones, websites, social sites, kiosks and email—and helps boost customer satisfaction, brand awareness and profitability. The software's robust features and functionality also help you do more with your website content.

With a comprehensive set of authoring, editing, sharing, designing, management and delivery features, along with powerful analytics integration support that enables you to understand visitor behavior, you can transform your website's most important component—its content.

Lotus Web Content Management 7.0 software can help you with the following:

- **Create.** Improve productivity with enhanced functionality that makes it easier for business users to create and publish multilingual content and create engaging social websites
- **Design.** Speed time to value with prebuilt templates for microsites, blogs and wikis as well as industry-specific templates and theme customizer features
- **Collaborate.** Get the most from your team with serial and parallel workflows, audit trails, and track changes features that boost collaboration during the content creation process
- **Target.** Help increase revenue, market share and brand awareness by designing and implementing targeted campaigns across multiple channels. You can also take advantage of reusable content to target site visitors, personalize sites with role-based content and map site-visitor preferences
- **Optimize.** Maximize your investments and improve conversion rates with analytics integration support and reporting capabilities that enable you to understand visitor behavior, publish site visitor and content usage patterns, create search engine optimized content, and manage and track online campaigns more effectively

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### Case study: Wimbledon

#### The need:

Wimbledon, the world-renowned professional tennis tournament, wanted to create a rich, stable website to increase fan involvement. It needed a web content management system to facilitate streamlined publication of text, photography and audio-visual content.

#### The solution:

IBM Global Business Services implemented the IBM Lotus Web Content Management solution, a flexible and easy-to-use publishing system that helps nontechnical subject matter experts create and publish interactive content to the web.

#### The benefit:

- Provided for flexible workflows to support and control the creation, approval and publishing of website content without IT assistance
- Enabled nontechnical personnel to publish multimedia content for an immersive tournament website

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### Automate your forms-based processes

With so many business processes based on completing forms, any errors made in completing those forms can cost your company time and money. Electronic forms can help address this challenge. IBM Lotus Forms software is designed to automate forms-based business processes, reduce errors and speed transaction times, helping you improve efficiency, cut costs, reduce hardcopy waste and improve customer service.

### Addressing the needs of many industries

Because different industries rely on their own unique processes, Lotus Forms software-based solutions have been used to address the specific needs of the government, insurance, banking, retail, manufacturing and healthcare sectors. For each, Lotus Forms software delivers security-rich forms that leverage existing IT resources and integrate with backend systems, helping ensure data accuracy. In addition, the software creates an auditable, digitally signed record of business transactions and enables users of practically all skill levels to create, store and route electronic forms. Lotus Forms software can help you streamline your workflow, increase productivity and reduce costs.

### Reach and exceed your business goals

IBM Dashboard Accelerator helps you reach your business goals and objectives by interconnecting the people, processes, systems and technology you rely on to achieve those goals. Scorecard and dashboard components can help your employees understand performance objectives and can help you focus on company priorities via current status and risks, allowing you to identify and respond to potential issues before they become larger problems.

With IBM Dashboard Accelerator, you can build and deploy dashboards to mobile devices, rich clients, teamrooms, instant messaging clients and mashups, giving employees quick access to the information they need. What's more, business intelligence builders deliver data in the context of a worker's role, thereby helping drive better decision making. With its flexible, robust platform that leverages an open service-oriented architecture, plus a suite of out-of-the-box tools and advanced

visualizations from ILOG JViews Enterprise software, IBM Dashboard Accelerator can help your company make the most of its current technology and respond to ever-changing marketplace conditions.

### Turn to the experts for help

IBM Industry Toolboxes for WebSphere Portal software are your sources for information, resources and reusable assets for IBM Customer Experience Suite and WebSphere Portal software. The forums match technical expertise with industry thought leadership to provide you with best-practice guidance for your particular business.

Industry toolboxes are available for the government, healthcare, banking, insurance, retail, telecommunications, industrial, and travel and transportation industries. Each forum contains a variety of application briefs, case studies, solution areas, demonstrations, white papers and more to help you with the following:

- Exploring solutions from other companies in your industry
- Defining and measuring return on investment and business value
- Demonstrating solution patterns
- Jumpstarting implementations through downloadable code assets

Also included in select industry toolboxes are templates for IBM Customer Experience Suite and WebSphere Portal software that include industry-specific samples, including content, layouts and portlets that can be customized and configured to address your specific requirements.

For more information, go to:

[ibm.com/websphere/portal/industry](http://ibm.com/websphere/portal/industry)

## Accelerate the time to value of your software investment

IBM Software Services for Lotus and select IBM Business Partners can help you better understand your technology options and how to leverage Lotus collaboration solutions to help you lower your IT total cost of ownership and increase your organization's productivity. Find out more about the technical consulting, training and Software Accelerated Value Program services available to help you accelerate your success with IBM technology. For more information, go to:

[ibm.com/software/lotus/services](http://ibm.com/software/lotus/services)

## For more information

To learn more about IBM Customer Experience Suite Version 7.0 software, contact your IBM representative or IBM Business Partner, or visit: [ibm.com/northstar](http://ibm.com/northstar)

To learn more about IBM WebSphere Portal and related solutions, contact your IBM representative or IBM Business Partner, or visit: [ibm.com/websphere/portal](http://ibm.com/websphere/portal)

To learn more about IBM Lotus Web Content Management 7.0 software and other IBM Lotus solutions, contact your IBM representative or IBM Business Partner, or visit: [ibm.com/lotus/webcontentmanagement](http://ibm.com/lotus/webcontentmanagement)

Additionally, financing solutions from IBM Global Financing can enable effective cash management, protection from technology obsolescence, improved total cost of ownership and return on investment. Also, our Global Asset Recovery Services help address environmental concerns with new, more energy-efficient solutions. For more information on IBM Global Financing, visit: [ibm.com/financing](http://ibm.com/financing)



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