

The background of the slide is a complex, abstract geometric pattern. It features numerous overlapping, semi-transparent blue and teal squares and rectangles of various sizes and orientations, creating a sense of depth and movement. Two prominent red 3D cubes are scattered throughout the pattern, one on the left and one in the center, both with a bright white light source on their top surfaces, casting a soft glow. The overall aesthetic is clean, modern, and tech-oriented.

**Cognos + IBM Customer Experience Suite:**  
dall' antifrode collaborativo al collaborative decisioning  
all'intelligent multichannel content delivery:  
l'intelligenza integrata nelle nuove interazioni 2.0.

Max Ardigo

# IBM Northstar Vision

La nuova filosofia: web e multicanale operativo, integrato, efficiente, intelligente.



# IBM Customer Experience Suite

Una soluzione per la gestione industriale web e mobile  
Elementi della soluzione IBM



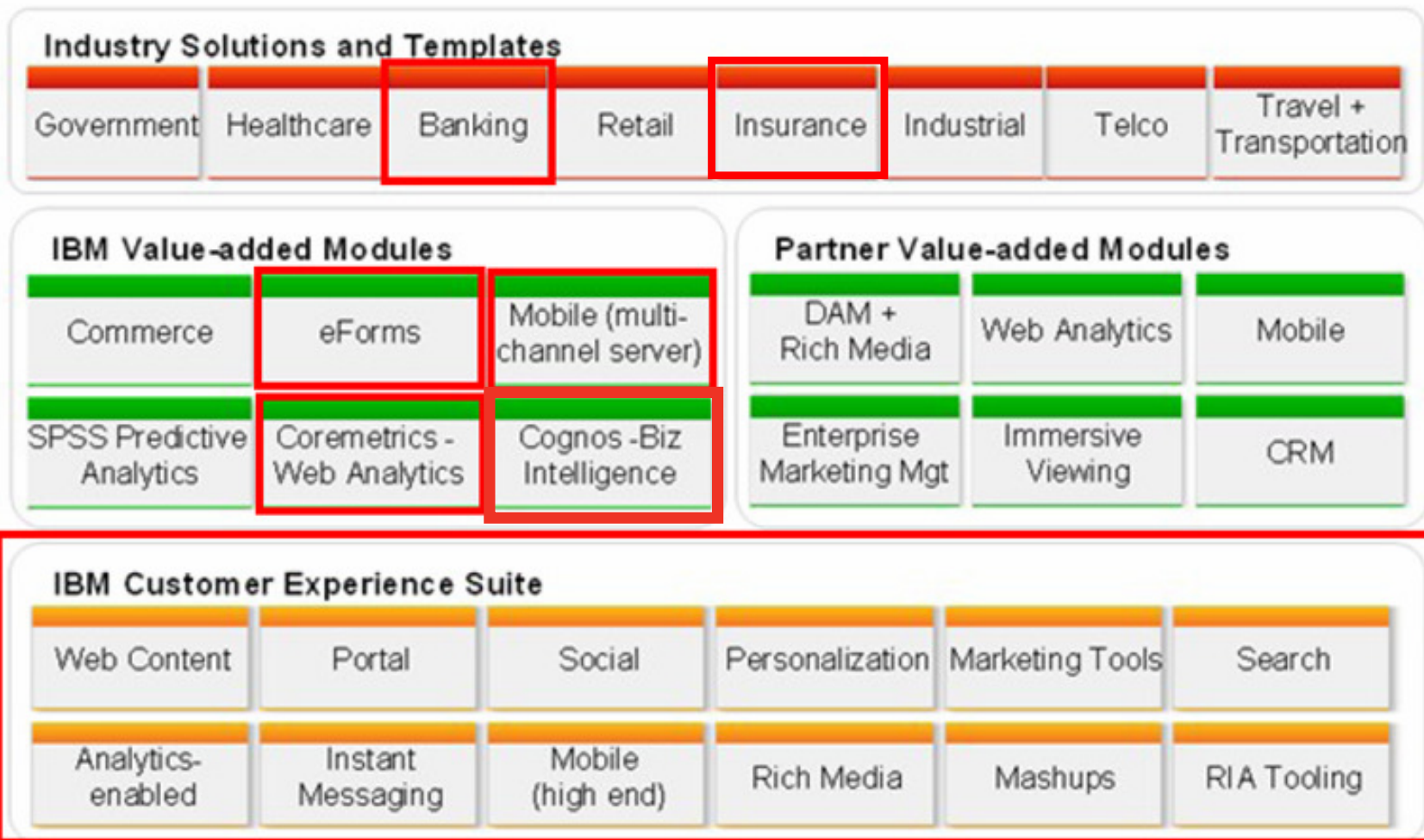
# IBM Customer Experience Suite

Una soluzione per la gestione industriale web e mobile  
Elementi della soluzione IBM



# IBM Customer Experience Suite

Una soluzione per la gestione industriale web e mobile  
Elementi della soluzione IBM



# IBM Customer Experience Suite

## Una soluzione per la gestione industriale web e mobile

### Elementi della soluzione IBM



*End customer*

*Teller web applicaiton*

# IBM Customer Experience Suite Architettura

Social Connectors



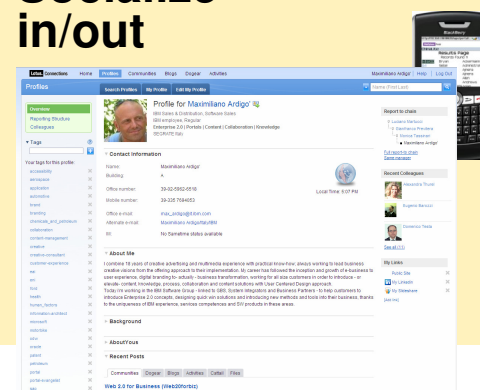
Enterprise User Mgmt

**Enterprise 2.0 Layer**  
User experience, Social, Mobile, Touchpoints  
Portale KM & Collaborazione, Analytics

**Assemble Deliver**



**Socialize in/out**



**Advanced Analytics**



**Enterprise Customer Int**  
BRMS  
Business Intelligence

**Enterprise Master Data**  
(extended user Business & Social data)

**Portal & Commerce 2.0**

Role/Rule based  
Personalization  
Rich Client  
Process  
Dashboards  
Mobile  
Web/Mobile analytics  
Sviluppo web2

**In/Out Co-collaboration**

New features:  
Social Networks  
Social Tools  
Real Time  
Chat/Call/WebConf  
Remote support  
Pervasive feedback  
Social gathering/profiling

**Web, Text, Business, Sentiment,**

Corporate Branding, Reputation, Insight  
Web analytics, Continuous optimization, Sentiment analysis, Corporate & brand reputation

DATA

INTERACTION SERVICES MULTIPIATTAFORMA Linux, Windows, ...

APPLICATIONS



# IBM Customer Experience Suite - Portale

## Il telaio di assemblaggio di esperienze



- ✓ Virtual portals to build and connect internal and external world and extend branded propositions
- ✓ Ready to interact “portlets”
- ✓ Personalization rules to deliver “my experience”
- ✓ Adaptive content (reccomendation, affinity etc)
- ✓ Campaign management
- ✓ Extended master data schema for social (merge business & social data to deliver personalized funny things)
- ✓ Mashups, process integrations, etc. (all in one)
- ✓ Social Network Connectors with **XSSO** (actual 17)
- ✓ Enterprise Search
- ✓ DTP SSO integration, (things together)
- ✓ Multiple directory integration (people together)
- ✓ Portlet Factory for fast composite apps (same feeling)
- ✓ What people want to have, in that moment, for them.
- ✓ Accelerators: mobile (7000 devices), Business process, Dashboard, Forms,
- ✓ 6000 portlets available (enough)
- ✓ Pervasive - Standard compliant for “in customer context delivery”: Portlet, WSRP, JSR168, Web Svcs, JSR170, RSS, XML, REST, AJAX, STRUTS, JSF, LDAP, Eclipse based... (go outside portal)



# IBM Customer Experience Suite - Portale

## Posso comporre rapidamente assemblaggi per specifici processi/utenti

### Builder

An adaptive, reusable component that generates Java, XML and JSP for specific portlet functionality

### Profile

A set of parameters that vary Builder inputs to dynamically generate unique versions of the portlet

### Model

A container of Builders

The screenshot displays the IBM Rational Software Development Platform interface. The main window is titled "Domino View & Form" and shows configuration options for connecting to a Domino Server. A red box highlights the "Host server" field, which is set to "DominoViewAndForm\_Ser...". A red arrow points from this field to a "Project Details" window on the right. This window shows information for "Project B", including the Project ID (SL2TGV), Manager (tsnyder), Start Date (03/27/2003), and Ending Date (04/25/2003). Below the project details is a "Task List" table and a "Project Expenses by Submitter" bar chart. The bar chart shows expenses for two submitters: Dee Zept and Kevin Wilmeth. A second red arrow points from the "Task List" to a table of expenses. The table has columns for Date, Manager, Status, and Total. A third red arrow points from the "Database name" field in the "Domino View & Form" window to the "Project Expenses by Submitter" bar chart.

Date	Manager	Status	Total
05/19/2003 01:58:03 PM EDT	Nicole Carrier	Submitted	332
05/19/2003 01:57:21 PM EDT	Nicole Carrier	Submitted	99
04/15/2003 09:31:43 AM EDT	Mike Schatzabel	Sub	204
04/15/2003 09:29:34 AM EDT	Mike Schatzabel	Approved	818
04/15/2003 09:28:41 AM EDT	Nicole Carrier	Draft	100086.99
04/15/2003 09:27:54 AM EDT	Kevin Wilmeth	Draft	283
04/15/2003 09:26:04 AM EDT	Kevin Wilmeth	Submitted	1172

Task	Manager	Starts	Ends
Define Requirements	tsnyder	03/27/2003	04/25/2003

Submitter	Expenses
Dee Zept	~900
Kevin Wilmeth	~900

# IBM Customer Experience Suite - Portale

## Si chiamano “applicazioni composite” o “mashups”

### Agente - Cruscotto

Select an Account

Corporate Citizenship Newsroom

Solutions for Businesses & Organizations

Worldwide Locations [more](#)

Xcel +  
Sametime

Geolocation  
Google

IBM WebSphere Portal - Microsoft Internet Explorer

Welcome Domino My Workplace Documents Personalization My Finances My Favorites

Domino Expenses

Submitter	Date	Approver	Status	Total
Dee Zepf	05/19/2003 01:58:02 PM EDT	Nicole Carrier	Submitted	332
	05/19/2003 01:57:21 PM EDT	Nicole Carrier	Submitted	
	04/15/2003 09:31:43 AM EDT	Mike Schatzabel	Sub	204
	04/15/2003 09:29:34 AM EDT	Mike Schatzabel	Approved	818
	04/15/2003 09:28:41 AM EDT	Nicole Carrier	Draft	1000806.99
	04/15/2003 09:27:54 AM EDT	Kevin Wilmeth	Draft	283
	04/15/2003 09:26:04 AM EDT	Kevin Wilmeth	Submitted	1172

Project Details

Select a project: Project B

This portlet allows you to view details for a Project, including the Manager's Name and Project Dates. It also provides the Task List and a chart showing current project Expenses. To begin, simply select a Project.

Project: Project B  
 Project ID: 5L2TGV  
 Manager: tsnyder  
 Start Date: 03/27/2003  
 Ending Date: 04/25/2003  
 Billable: true

Task	Manager	Starts	Ends
Define Requirements	tsnyder	03/27/2003	04/25/2003

Project Expenses by Submitter:

Submitter	Expenses
Dee Zepf	~800
Kevin Wilmeth	~1100

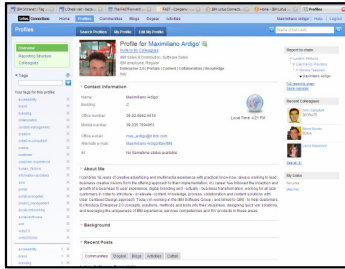
Presence

Cognos

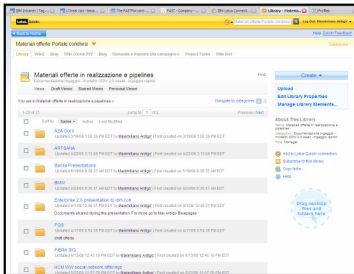
SAP BW

# IBM Customer Experience Suite - Portale

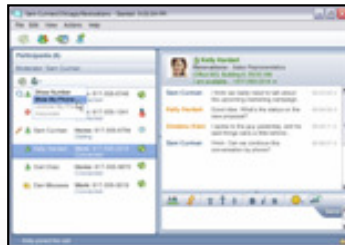
## Servizi che arricchiscono le applicazioni e i contenuti integrati in un portale intra/extra/internet:



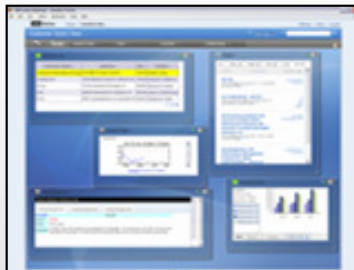
- **Social Connections:** enterprise social, with all the social services a company can need, for external use. Pervasive integration with other core platforms (CRM, HR, Competence mgmt, ERP etc) to mix business/transactional and social data.



- **Social documents** the fastest way to work on documents, both internally or externally with mixed teams. Pervasive integration with ERP's & ECM systems (Filenet, Alfresco, Content manager, Sharepoint...) and awesome ease of use.



- **Real time collaboration** IM, Awareness; extensible with specific license to Webconferences, VOIP, Virtual rooms, and more. This service extend the capability to talk with your peers also through your public site with no need to distribute SW or plugins.

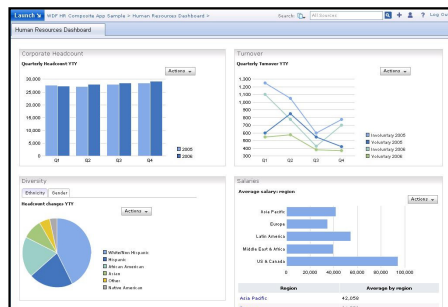


- **Mashups:** situational applications managed by central organizations or by end customers (i.e. Financial Aggregated Dashboard with data from different accounts/banks)

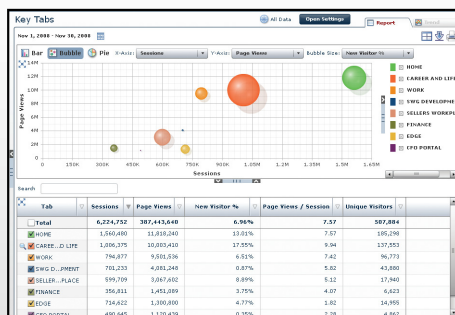
# IBM Customer Experience Suite - Portale Servizi che arricchiscono le applicazioni e i contenuti integrati in un portale intra/extra/internet:



- **Forms:** Simplifies forms processing for end users, preloading secured information from systems through SSO  
 Creates intelligent forms with custom business rules that validate form input at the point of entry (business rules) with workflow and routing  
 Combines form data and business logic into a single document, an intelligent message that flows through an IT environment (platform independent)  
 Allow form-based rapid application development (ie. Order entry, Catalog Management, Expense reports)



- **Dashboards:** Extending deployment options with rich collaborative client dashboards
  - Build Once, Deploy and reuse Anywhere with portlets and widgets
  - Intelligent interaction/caching/prerendering/drill for large deployments
  - Self services alerts via front-end
  - With Dashboard Accelerator, Dashboards can deploy to new collaborative clients
  - Integration from SAP, SAS, Cognos, XCEL and much more



- **Advanced Web Analytics:** Coremetrics (an IBM company), The Coremetrics analytics solution for the IBM Customer Experience Suite is based on a combination of 1) Collecting data on your visitors and their behavior on your site 2) Viewing this information in both data rich and highly visual reports to better understand how visitors are using your website and how well it meets their needs. You can get immediate insight from the provided pre-built bestpractice reports. Or, create your own ad-hoc custom reports to drill into any area that you want to better understand.

# IBM Customer Experience Suite – Portale

Il portale integra le componenti Cognos (WSRP, Servizi, Widget). Il portale possiede connettori per chiamare viste ad hoc, contestuali in uno specifico processo.



The image displays a screenshot of the IBM WebSphere Portal interface, showing a composite application with various data visualizations and a mobile device (BlackBerry) displaying the same content. The main dashboard includes:

- Project Expenses Table:** A table listing project expenses with columns for Submitter, Date, Approver, Status, and Total.
- Project Details:** A section for selecting a project and viewing details such as Project ID, Manager, Start Date, and Ending Date.
- Task List:** A table listing tasks with columns for Task, Manager, Starts, and Ends.
- Project Expenses by Submitter:** A 3D bar chart comparing expenses for two submitters: Dee Zepf and Hank Wilbath.
- Quarterly Revenue YTD:** A bar chart showing quarterly revenue for 2005 and 2006.
- Quarterly Revenue YTD (Line):** A line chart showing quarterly revenue for 2005 and 2006.
- Salaries:** A section for average salaries by region, including a pie chart and a bar chart.
- Customer Sales:** A section for customer sales, including a pie chart and a table of sales data.

The mobile device (BlackBerry) displays the same content, showing the IBM WPE logo, Customer Sales, and Customer KR Percentages.

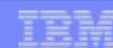
Region	Forecast Sales	Actual Sales	Percentage
Central	\$1,000,000.00	\$785,248.00	78.52%
North East	\$1,000,000.00	\$514,380.00	51.43%
North West	\$670,000.00	\$97,602.00	14.58%
South East	\$1,500,000.00	\$1,145,080.00	76.34%
South West	\$700,000.00	\$700,754.00	100.11%



# IBM Customer Experience Suite & Cognos Esempio 1 – Collaborative decisioning

Azienda Latte & IBM 2.0

La Tecnologia 2.0



Il tutto si è sviluppato sul portale pronto al'uso per intra/extra:  
con **PortaNOW** up & running in 1 mese, partendo da zero.

Front-end SOA / Web 2.0

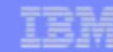


# IBM Customer Experience Suite & Cognos Esempio 1 – Collaborative decisioning



Parmalat & IBM 2.0

La Tecnologia 2.0



I Dashboards SOA aggregano e relazionano dati destrutturati, strutturati (Cognos). In piano: alert e mobile access (nativo).

Front-end SOA / Web 2.0

The screenshot shows a web dashboard with a navigation menu on the left and a main data table. The table displays financial data for various countries, comparing Actual 2008 and Actual 2009 performance. A mobile phone is shown displaying the same data, illustrating mobile access. The dashboard also includes charts and other data visualizations.

Schema	Actual 2008			Giugno			Actual 2009			
	Fatturato Netto	Mil	Mol %	€ ml	Fatturato Netto	Mil	Mol %	Fatturato Netto	Mil	Mol %
Italia	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Canada	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Australia	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Africa	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Portogallo	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Russia Operative	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Romania	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Nicaragua	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Cuba	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Venezuela	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Ecuador	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Colombia	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Paraguay	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%
Altro	10000	1000	10%	10000	1000	10%	10000	1000	10%	10%

# IBM Customer Experience Suite & Cognos Esempio 1 – Collaborative decisioning

**Social**

Chiara [redacted] sta connettendosi con i suoi colleghi Risk nel mondo  
Today 7:46 AM [clear](#)  
[What are you working on right now?](#)

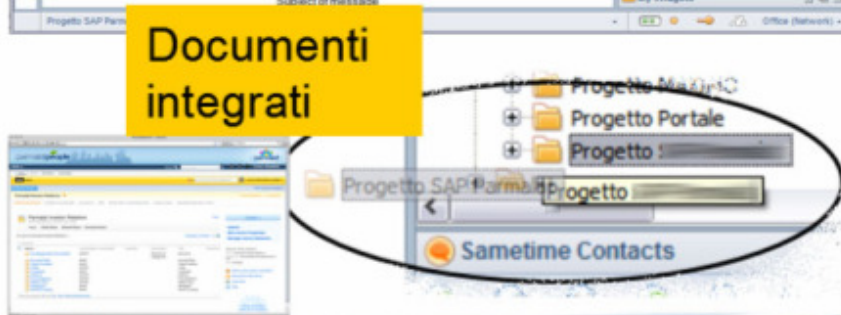
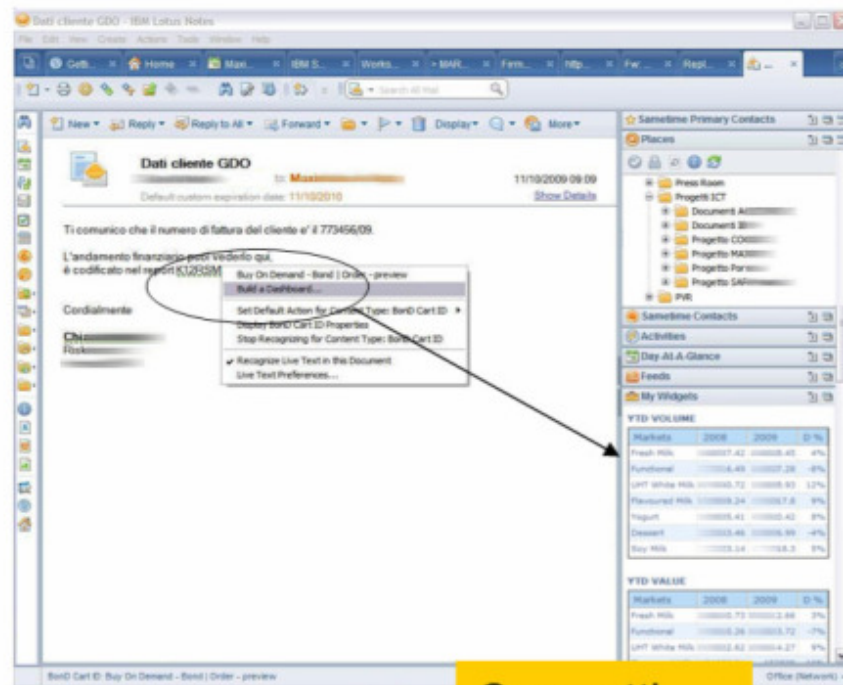
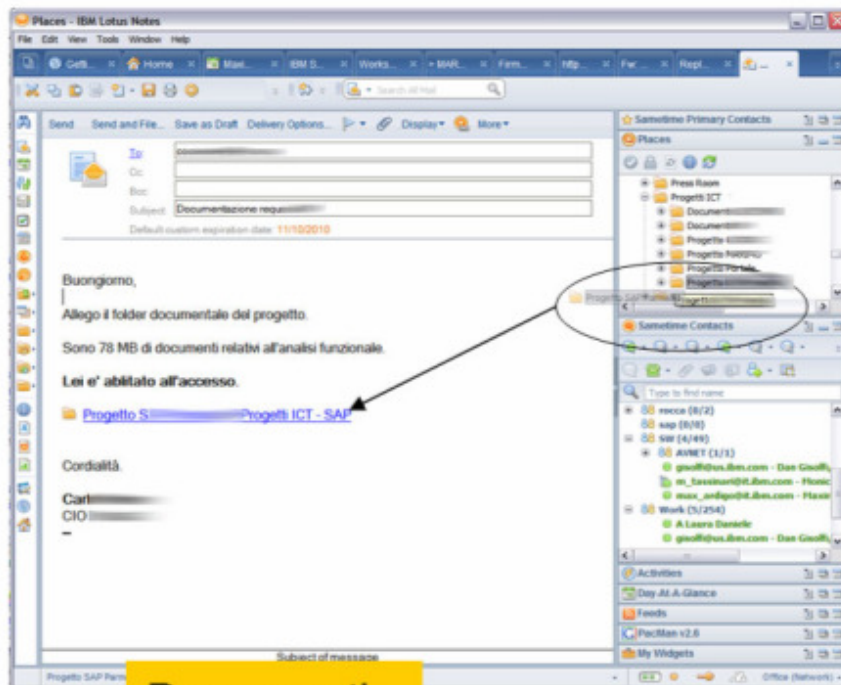
**Mobile**

**Real Time**

Region	Forecast Sales	Actual Sales	Percentage
Central	\$1,000,000.00	\$756,346.00	75.63%
North East	\$1,000,000.00	\$514,500.00	51.45%
North West	\$670,000.00	\$897,653.00	133.98%
South East	\$1,500,000.00	\$1,345,000.00	89.67%
South West	\$750,000.00	\$708,764.00	94.50%



# IBM Customer Experience Suite & Cognos Esempio 1 – Collaborative decisioning



# IBM Customer Experience Suite & Cognos

## Esempio 2 – Anticontraffazione Social

### Primo scenario : soluzione per la rete ispettiva – Connected working teams

- La soluzione social consente di integrare strumenti di collaborazione Real Time per l'interazione web 1:1/1:M (instant messaging, webconference, controllo remoto, registrazioni audio e video, auditing) direttamente dall'interfaccia di controllo di tracciabilità.
- L'interazione IM avviene sull'interfaccia web desiderata, utilizzando la rete internet
- Possibilità di integrazioni con centralini telefonici / click to call

Chat / Awareness

Video / Voce

Conferenze web

Monitoraggio / Auditing

Estensioni

The screenshot displays a web interface for 'Inspections by City' for the year 2009. A map of China is shown with various cities highlighted in green and blue, indicating inspection activity. A legend on the right indicates the number of inspected items, with a scale from 837 to 2,045. Below the map, a chat window is open, showing a list of participants (6) and a chat history. The chat history includes messages from Sam Curman, Kelly Hardart, Amadou Alain, and Sam Curman. A 'Click to Call' button is visible in the chat window, and a small window above it shows a phone dialer interface.

# IBM Customer Experience Suite & Cognos Esempio 3 – Sales / Multichannel delivery

## Esempi – IBM Social Commerce 7



The screenshot displays the Moosejaw e-commerce website during a 'SUMMER SALE up to 50% off'. The page features various brand logos like The North Face, Arc'teryx, and Patagonia. A Facebook social login overlay is visible in the foreground, titled 'Connect with moosejaw mountaineering', with options to 'Sign up and start connecting', 'Sign up for Facebook to connect with Moosejaw Mountaineering', and 'Already a Member? Login'. The overlay also includes 'Sign Up' and 'Cancel' buttons.

Sales Catalog & Social SSO integration  
 Social data collection & Bus analytics integr.  
 BI integration in commerce rules



# IBM Customer Experience Suite & Cognos

## Come partire: intranet 2.0 pronta all'uso in 3 weeks

**NomeAzienda** Web2.0 ODW Portal

Avvio ▾ Ricerca:  Tutte le origini     Scollega: nomeutente\*

Home \* Area A-Z \* Personale \* Lavoro \* Innovazione \*

Welcome News e Eventi \*

---

**Segnalibri**

- Sito pubblico
- Il Sole 24 Ore
- Camera di Commercio
- Ministero delle Finanze
- European Commission
- Ministero dell'Università e della Ricerca

**Benvenuto nel nuovo portale intranet**

Il nuovo portale intranet è on-line: **2.0** più servizi al tuo servizio

L'innovazione migliorerà il nostro modo di lavorare.  
[Scopri come usarlo al meglio](#)

---

**Primo piano**

- [Nomine - Nuovo direttore della filiale di Torino](#)
- [Expo energie rinnovabili su Second Life](#)
- [Organizzazione di vendita Area Triveneto - 2008](#)

---

**Le ultime notizie**

4 marzo 2008

**Una soluzione di impianto completa e funzionante HCS (Helios Comfort System)**

Hcs è il risultato dell'integrazione di quattro elementi: la caldaia condensazione, il refrigeratore a condensazione evaporativa, il terminale d'impianto Helioterm, dal design ricercato, il pannello comandi, che governa il sistema in modo facile e intuitivo.

3 marzo 2008

**Certificazione 'Guida al comportamento negli affari - 2008' \***

È iniziato il ciclo di certificazione 2008 comprendente anche il corso on-line.

28 febbraio 2008

**Pompe di calore geotermiche**

Una tecnologia innovativa ed ecologica al servizio del comfort domestico.

[Vedi Tutte \\*](#)

---

**The EU's Mediterranean & Middle East Policy - What's new? - RSS**

[Save up to 28%](#) on select 4Gb memory kits for BladeCenter LS20 servers.  
[System z™ special offers](#)  
 Learn about IBM System z special offers or rebates that may apply to you.  
[June specials are a spectacle](#)  
 Save on the widest selection of IBM product lines offered by an used equipment store.

---

**La nostra sede in Italia**

**Indirizzo:**  
 Piazza Duomo  
 Piazza Armando Diaz, 20122 Milano MI

Ottieni indicazioni stradali: [A qui](#) - [Da qui](#)  
[Cerca nelle vicinanze](#) - [Salva in Le mie mappe](#)

---

**In evidenza**

**Riscaldamento domestico e mufe**

# IBM Customer Experience Suite & Cognos

Contatti: [max\\_ardigo@it.ibm.com](mailto:max_ardigo@it.ibm.com)  
<http://it.linkedin.com/in/maxardigo>

**Linked in** Tipo di account: Business ▼ Maximiliano Ardigo [Aggiungi collegamenti](#)

Home Profilo **Contatti** Gruppi Lavoro Posta in arrivo 1 Altro Persone |

**Product Realisation - Work with you to take your electronics product from concept to manufacture** - From Keith Barclay

---

**Modifica profilo** Visualizza profilo

**Maximiliano Ardigo** [Modifica](#)

Solution Leader | Enterprise 2.0 | People | Culture | Knowledge | Content | Collaboration | Portals

Milan Area, Italy | Information Technology and Services

[Modifica](#)

**Maximiliano Ardigo** Presentazione Evento SOIEL 23 nov - Lead Generation & Customer Retention / IBM Customer Experience Suite & projects

**IBM New Customer Experience Suite - macchine di vendita 2.0** slideshare.net

SOIEL presentation @ Milan on Nov 23rd

1 ora fa • [Consiglia](#) • [Commenta](#) • [Condividi](#) • [Visualizza tutte le attività](#) • [Pubblica un aggiornamento](#)

**Attuale**

- **Solution Leader | Enterprise 2.0 | People | Culture | Knowledge | Content | Collaboration | Portals** presso **IBM software group** [Modifica](#)
- **Creative Director - Comunicazione integrata** presso **IBM** [Modifica](#)
- + [Aggiungi una posizione lavorativa attuale](#)

---

**Precedente**

- On Demand Workplace Service Area Leader - Portal, Productivity, Collaboration, Culture & Innovation presso IBM Human Capital Management
- Senior Consultant / Creative Director / Interactive branding and Multichannel customer experience presso IBM Interactive
- Creative director presso McCann Interactive

[visualizza tutto...](#)

- + [Inoltra il profilo a un collegamento](#)
- + [Modifica impostazioni di contatto](#)
- + [Modifica le impostazioni del profilo pubblico](#)
- + [Crea profilo in un'altra lingua](#)

100% del profilo è completo

**Linked in. Funzionalità**

**Tieni aggiornata la tua rete. Imposta il tuo stato**

Basta un clic! ➔

**Maria Rossi**

Responsabile di prodotto presso Snyder Electronics

[A cosa stai lavorando?](#)

Il tuo profilo è completo al 90% [\[Modifica\]](#)

**Attività di Maximiliano** [Modifica](#)

**Maximiliano Ardigo** Presentazione Evento SOIEL 23 nov - Lead Generation & Customer Retention / IBM Customer Experience Suite & projects