

IBM Software

# Impact2010

Comes to You

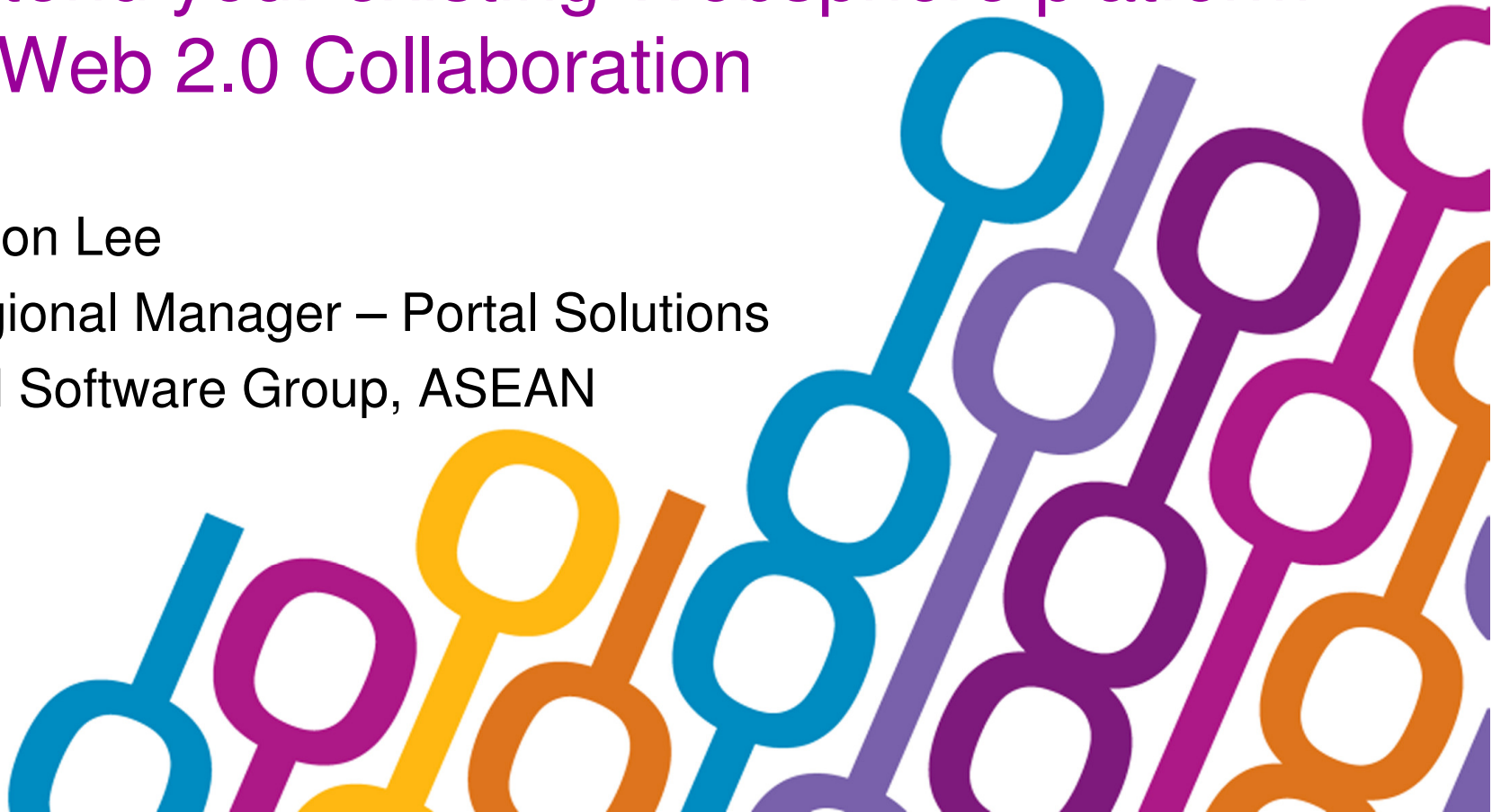


Extend your existing Websphere platform  
to Web 2.0 Collaboration

Simon Lee

Regional Manager – Portal Solutions

IBM Software Group, ASEAN

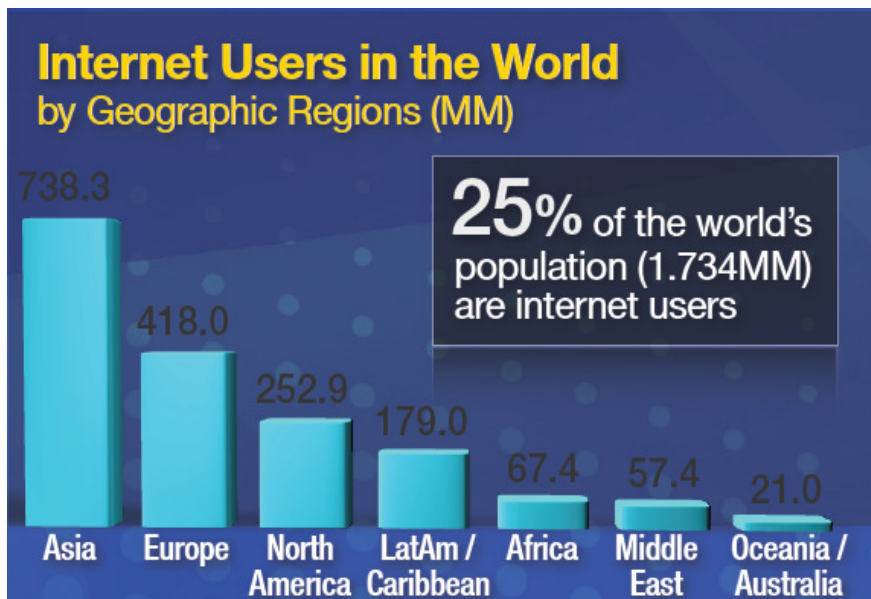


**Help me!!! Am Lost.. Overwhelmed...  
So much wonderful shopping, so little time!  
How do I find what I need! ...When I need it!...Personalised to ME!!!  
Should I give up and go somewhere else - less confusing??**



# Web Use Growing, Shifting

*Anywhere, Anytime, Any Way...*



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
 Estimated Internet users are 1,733,993,741 for September 30, 2009  
 Copyright © 2009, Miniwatts Marketing Group

2000	2009	Online Activities Shifting
35%	81%	Research products & services
27%	75%	Buy a product
19%	66%	Make travel reservations
0%	62%	Watch a video
10%	57%	Do online banking
0%	47%	Use a social network site
0%	32%	Read others' blogs
0%	31%	Provide ratings

**52% 77%** of US adults use the internet

Source: Pew Internet & American Life Project Tracking surveys (March 2000 – September 2009)

...there are more mobile phones than computers connected to the internet

58% of Americans have a mobile phone with Web connectivity

27% of U.S. households are now mobile only

Web visitors using a mobile device increased to 56.9 million in July 2009

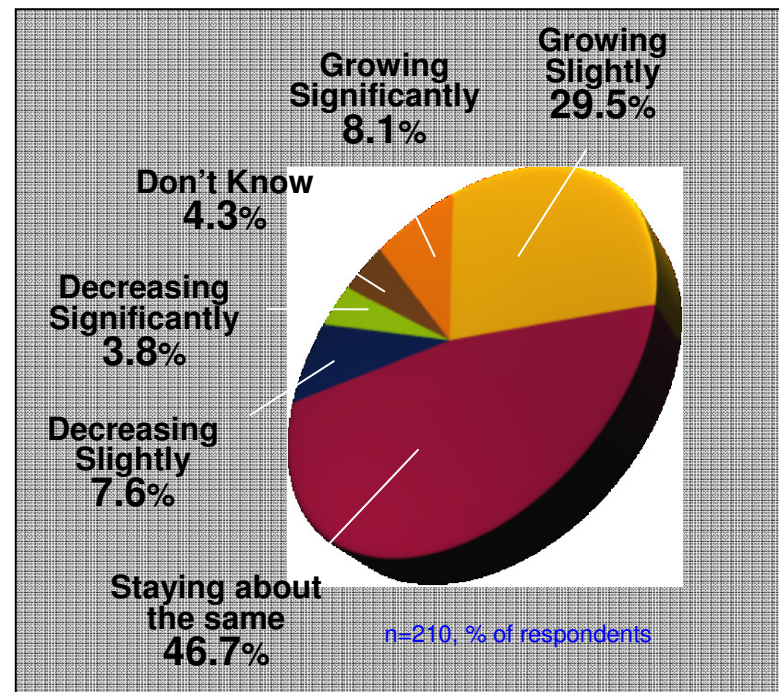
Browsing the web was the fastest-growing activity on mobile phones between the 2<sup>nd</sup> & 3<sup>rd</sup> quarters of 2009



# A Better Web Experience is a Business Priority

(In 2010), We (IDC) expect to see a **continuing focus on making Web sites more interactive and more engaging**; improving customer targeting and personalizing offers and content; and incorporating Web 2.0 capabilities that help to build brand and communities around the brand.”

84% of organizations will maintain or **increase investment** in their public Web site(s) in the next 12 months



IDC, Web Site 2.0: An Updated Survey of Customer Plans and Priorities for WebSite Investments, Doc #220995, December 2009

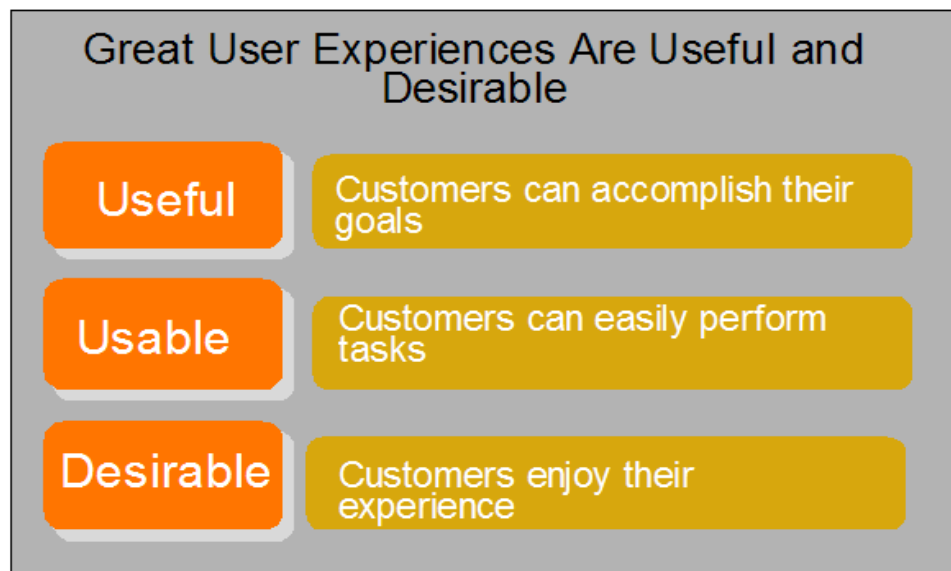
Which of the following best reflects your company's planned investment in public websites over the next 12 months?



# A Better Web Experience = Better Business Experience

## Exceptional Web Experiences can result in:

- **400% higher** visit-to-lead conversion rate
- **200% higher** visit-to-order conversion rate
- **41% lower** page abandonment rate
- **16.6% more** recommendations by customers for your products and services
- **15.8% fewer** customers lost to competitors
- **14.1% repeat purchase** interest by customers



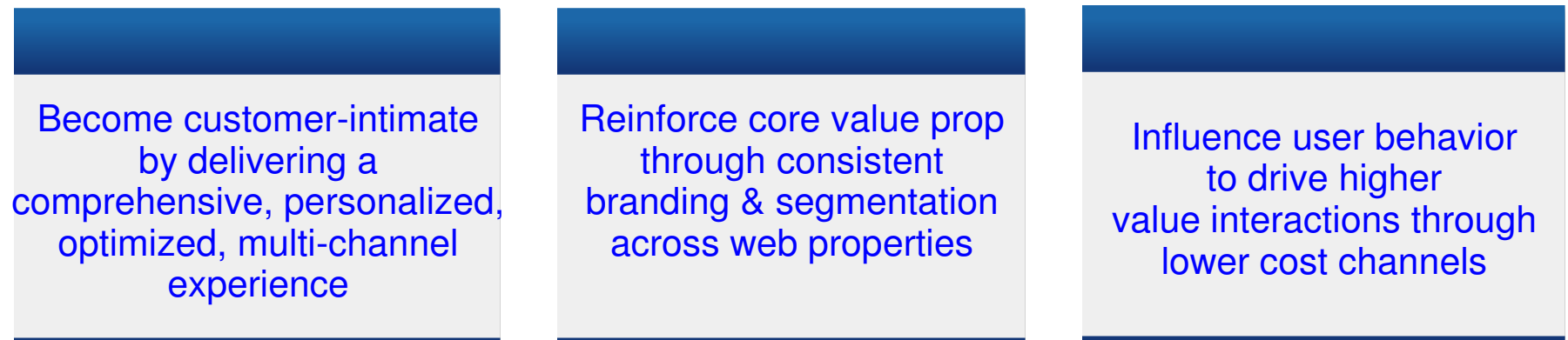
“Best Practices In User Experience (UX) Design”, Forrester Research, Inc., September 2009.



## Example Customer Project Drivers



## Example Customer Strategic Differentiation




# HSBC – Global Customer Service

- running the brand on WebSphere Portal



Read Laura's story  
How she benefits from having a Premier Relationship Manager



Learn more

## HSBC PREMIER SERVICES

Premier is the personal banking service that we reserve for our best customers.

Apply for HSBC Premier

APPLY

Become a Premier customer at no extra cost. You simply need to hold savings or investments of at least £60,000 (or equivalent) with HSBC Bank International.

Forwarding rates and reduced charges

INFO

Free international money transfers\* and

## HELP ME CHOOSE

The Premier Advantage - over £1,000 of potential savings compared to our standard offshore products



Premier interest rates



Case study - how Laura benefits from having a Premier Relationship Manager



M&A Alumni - Wealth planning for the



- Over 50 million customers
- Personalized content based on account level and usage
- Regionalized content delivered to over 40 countries/languages
- Scalability to meet increased demand
  - > 50K concurrent user capacity at one site alone
- Portal supports lines of business:
  - Personal Financial Services
  - Corporate Banking
  - Payments
  - Insurance
  - Premier
  - Stock Trading

<http://www.hsbc.com>

IBM Software  
**Impact2010**  
Comes to You



# HSBC – Targeted Selling

WebSphere Portal and Content Management allow marketers to create campaigns dynamically

- Ability to test-market campaigns *before* general availability
- Give customers an offer they want to see*
- Increase upsell / cross-sell




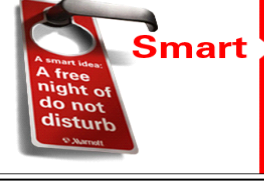


Four identical offers, test-marketed

Portal click-through tracking gave real-time data

HSBC can go to market with best offer

Which picture had the best click thru rate on the Home Page?

A	<p><b>My smart idea:</b> "Empty parking space indicator" Mike Stoopack</p> 	<p><b>Another smart idea:</b> <b>The Smart Package</b></p> <ul style="list-style-type: none"> <li>&gt; Interest Checking Free with Direct Deposit*</li> <li>&gt; Premium Money Market Account Linked to your Interest Checking</li> <li>&gt; And a free night at Marriott®*</li> </ul> <p>▶ Learn More and Apply Now</p>	B		<p><b>Even Smarter</b> <b>The Smart Package</b></p> <p>Get Interest Checking Free with Direct Deposit and a free night at Marriott®* <p>▶ Learn More and Apply Now</p> </p>
<b>1.75%</b>		<b>35% Difference Between Best &amp; Worst</b>		<b>2.30%</b>	
C	<p><b>My smart idea:</b> "Psychiatrist couch/tanning bed" Mark Webb</p> 	<p><b>Another smart idea:</b> <b>The Smart Package</b></p> <ul style="list-style-type: none"> <li>&gt; Interest Checking Free with Direct Deposit*</li> <li>&gt; Premium Money Market Account Linked to your Interest Checking</li> <li>&gt; And a free night at Marriott®*</li> </ul> <p>▶ Learn More and Apply Now</p>	D		<p><b>Even Smarter</b> <b>The Smart Package</b></p> <p>Get Interest Checking Free with Direct Deposit and a free night at Marriott®* <p>▶ Learn More and Apply Now</p> </p>
<b>1.71%</b>		<b>23% uplift just from changing a door color! Who would have guessed?</b>		<b>1.88%</b>	

The optimized content can be anything – image, text, links or tools





# HSBC: Crafting an Exceptional User Experience




Banners using customer data held in the back-end


**Mr Bannister,**  
you can protect your family with our affordable term life plan  
[find out how](#)




**Under Pressure?**  
With your own Relationship Manager, sorting out your finances is fast and convenient. So you can make the most of your free time  
[Learn more](#)




**Mr Parsons,**  
you're important to us so we'd like to offer you your own Relationship Manager  
[Learn more about Premier](#)




**Mr Hicks,**  
if you upgrade to Premier you'll benefit from the advice and insight of your own Relationship Manager  
[Learn more about Premier](#)



**Mr Hamilton,**  
as one of our best customers are you making the most of the rewards available to you?  
[Show me](#)

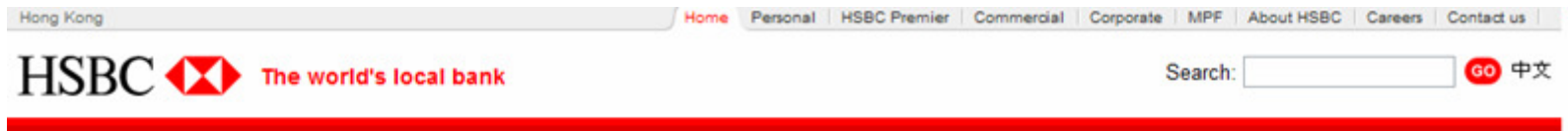


**Mr Fray,**  
we're developing new online services exclusively for Premier customers, so we'd really appreciate your feedback  
[Go](#)





# HSBC Hong Kong – Bringing Mobility to Banking



- ▶ Personal
- ▶ HSBC Premier
- ▶ Banking
- ▶ Investments
- ▶ Cards
- ▶ Mortgages

### RetireEnrich Protection Plus

Successfully enroll to enjoy HK\$800 supermarket coupons

## Mobile Business Banking available at HSBC Hong Kong

November 24, 2008 at 11:23 pm · Filed under [Software](#)

★★★★★ (5 votes, average: 5 out of 5)



### Service Highlights

- Access your account details
- View up-to-date account balances
- View transaction history



Though this mobile service does not provide that much in functions than just passive access it is a step forward. It helps to check on the go if a customer paid invoice number #4711 already or not. The service works pretty well with the BlackBerry Curve 8320 browser (which I used for testing) but it should work on new BlackBerry devices like the Bold, Flip and Storm as well.

Mobile Website for HSBC [Commercial Banking](https://mobile.commercial.hsbc.com.hk): <https://mobile.commercial.hsbc.com.hk>

<http://www.blackberryinsight.com/2008/11/24/mobile-business-banking-available-on-hsbc/>



# Qatar Government Portal : "Hukoomi"



<http://portal.www.gov.qa>



- Hukoomi is home to all e-government services for Qatar
  - 275 services, including 56 e-services
  - 48 Government entities involved in development

- Citizens and Residents can pay traffic fees, find valuable government services and get information on police and fire safety
- Businesses benefit from the new e-services allowing them to register in Qatar and have access to information and services on work visas, and business operating laws

- ***'Hukoomi brings government closer to the people it serves while demonstrating Qatar's commitment to building a modern and responsive government,'***  
 - Dr. Hessa Sultan al Jaber, Secretary General of ictQATAR

**"Qatar launches new e-Government portal"**  
<http://www.ameinfo.com/145928.html>



# Singapore Government – Gov.sg

**SINGAPORE GOVERNMENT**

**MAJULAH SINGAPURA!**

→ Feedback → Contact Us → Sitemap

GOVERNMENT CITIZENS & RESIDENTS BUSINESSES NON-RESIDENTS

→ About Us → Govt Who's Who → Spotlights → Press Releases & Speeches → Careers → Information & Policies → A-Z Government List

**Spotlights**

- National Day Rally 2009
- Updates On Influenza A
- National Day Celebration
- Skills Upgrading with SPUR

Get involved in our National Day Rally by posting your question to the Prime Minister.

**Post Your Question**

SHARE

f [Social Media Icons]

**Latest News**

**Mon, August 10, 5:38 PM**  
Marina Barrage bags top honours at international environment engineering awards

→ More News [RSS]

**Calendar Of Events**

**9 Aug 2009**  
National Day Parade

→ More Events [RSS]

**Subscriptions**

Your Email Address

→ Get Updates

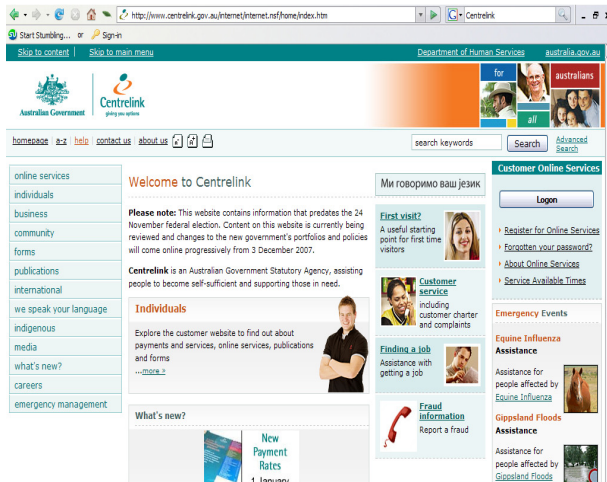
→ Privacy Statement → Terms of Use

© 2004 - 2009 Government of Singapore

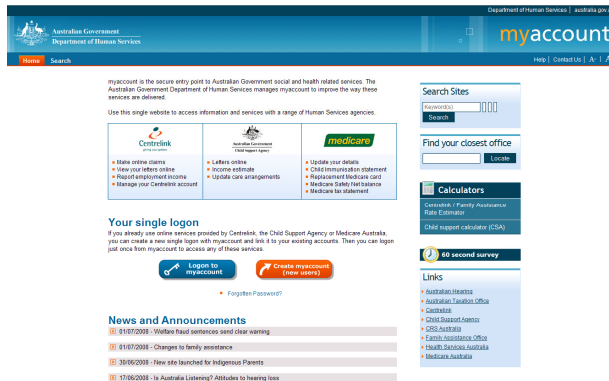
IBM Software  
**Impact2010**  
Comes to You



# “Citizen Services 2.0”: Centrelink delivers multi-channel government services for the Australian Government



<http://myaccount.centrelink.gov.au>



<http://myaccount.humanservices.gov.au>

- **6.5 million customers** (1/3 of Australian population)
- **Administers more than 140 different products and services for 25 government agencies**
- **14+ million online transactions** in 2008
- **Customer Portal**
  - Access to 40+ Services, Advanced Search Engine
  - Single Sign-On, Web Content Mgmt, Personalization, News, Re-use of SOA Applications/Services,
  - **Department of Human Services Portal**
  - Federated Identity Mgmt, Centrelink Services, Medicare Services, CSA Services, Aggregated News via RSS
  - **National Emergency Call Centre Portal**
  - Process-centric, Authenticated, AJAX Compliant, Rich Functionality. Performance, Scalability, Single Sign-On
  - **Business Services / Partner B2B Portal**
  - **Staff Portal**
  - Employee Services Portal + Social Software
  - Task Management / Business Process Management



## FOR YOU

- › Mobile
- › Home Phones
- › Broadband & Internet
- › BlackBerry
- › Email on the go
- › Calling Cards
- › Wireless Internet
- › digital TV



## FOR YOUR BUSINESS

- › Data and IP Solutions
- › Voice Solutions
- › Conferencing



Come and explore a whole new world of exciting possibilities at Airtel. From your home to your business, we're here to change the future.

### stock quote

Stock Price	: 611.65
Date	: 19 Nov 2008
Time	: -

### My Account

- › View and pay bills online
- › View the status of your service request
- › Change your billing address

[Click Here to Login](#)



### news highlights

- Bharti Airtel launches VeriSign® Identity Protection (VIP) Services for Enterprises  
November 15, 2008
- Bharti Unveils Vision 2020 with New Corporate Brand Identity  
November 3, 2008

[More News](#)

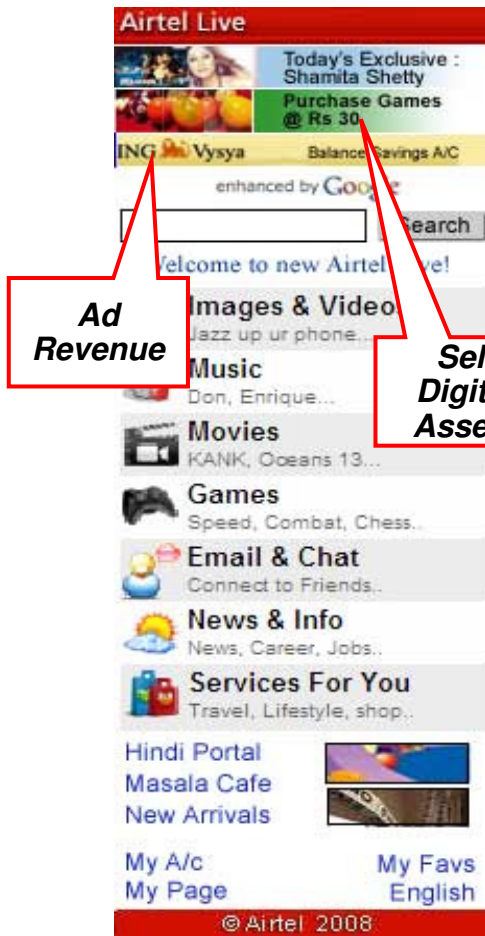


I am looking for



# Portal + Mobile Portal @ Airtel

An exceptional user experience driven to thousands of different devices



Home Page



Google Search Page



Images & Videos




Account Self Service



# Exceptional Web experience, exceptional business results

Grow revenue



**HSBC**  **35% improvement** in marketing campaign revenue and increased customer loyalty  
The world's local bank



First year sales revenue increased by **18 percent**

**PHILIPS**  
sense and simplicity



Selling more insurance – accelerated new business application process from weeks to hours. 30% reduction in call center field support calls

*“Internet Info and Entertainment from the Convenience of your Couch”*

Supporting highly targeted online advertising and laying a foundation for a new revenue stream and business model

**RELIANCE**

Anil Dhirubhai Ambani Group

**100 percent increase** in new business premiums



**More than 7,000 new customers**

signed - first year sales revenue increased by **18 percent** up for online service within two months

miamidade.gov 

Increased revenue via Portal = **US \$4 Million**

**bharti**

Handling hyper-growth like clockwork, from \$6 million subscribers in 2004 to **110 million subscribers** January 2010

IBM Software  
**Impact2010**  
Comes to You





# External

Customer Self Service  
Medical  
Financial, online banking  
Government Tax

Customer Loyalty  
Information resource  
Education

# Groups

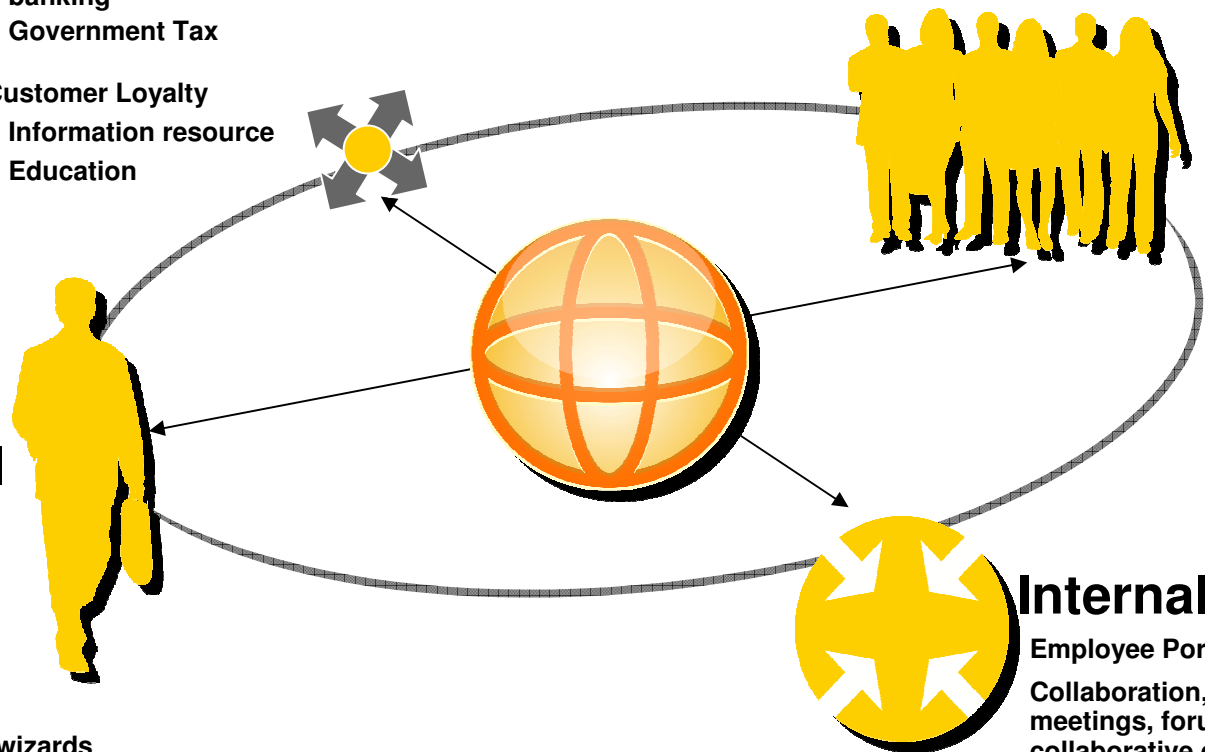
Retail  
Commerce  
Gov issue discussions  
Aid in self service  
Segmentation/demographics  
Discover existing communities

# Individual

Benefits  
Payroll  
Retirement  
Personalization  
Customization  
Mashups and site wizards

# Internal

Employee Portals  
Collaboration, IM, mail, e-meetings, forums, collaborative documents & web content  
Role Based personalization  
Process integration across groups  
Social, blogs, wikis, expertise location & profiles, activity





**Portals** provide a **single point** of personalized interaction with people, content, processes & applications, in context for the user



# WebSphere Portal is Flexible

IBM is helping customers deliver the user experiences they choose to their partners, employees, customers, or citizens, with flexibility for change and based on open standards.

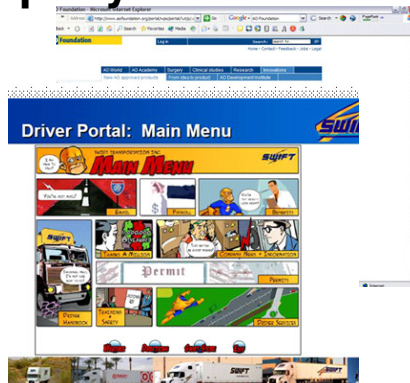


Partners

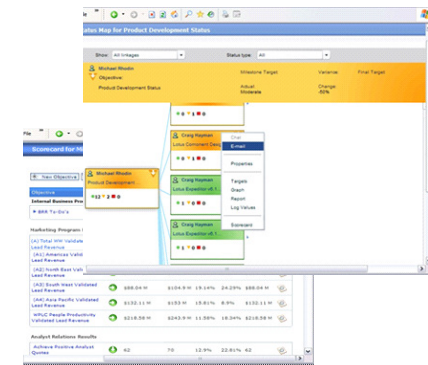


Customer Experience

## Company Intranets



## Employee and Manager Self Service



Performance Dashboards

IBM Software  
**Impact2010**  
Comes to You



# IBM WebSphere Portal

# #1

## Portal Market Presence

*10 out of the top 10 global banks*

*4 out of the top 5 US health insurance companies*

**Horizontal Portal Magic Quadrant, 2009\*** leader for 8 consecutive years!

Figure 1. Magic Quadrant for Horizontal Portal Products

**“According to IDC, IBM leads the EPS market for the sixth consecutive year in 2007.”**

— IDC: “Worldwide Enterprise Portal Software 2008-2012 Forecast Update and 2007 Vendor Shares: A New Landscape”, Doc #213165 July 2008

*8 out of the top 10 worldwide retailers*

**“Gartner, Inc. has ranked IBM as the worldwide market share leader in Portal software based on revenues from 2002 through 2007.”**

— Gartner Inc. “Market Share: Application Infrastructure and Middleware Software, Worldwide, 2007” by Fabrizio Biscotti, Terese Jones, Asheesh Raini and Joanne Correia June 4, 2008



*30 hospitals, clinics and health delivery networks worldwide*



Source: Gartner (September 2009)

**\*Magic Quadrant for Horizontal Portal Products, 2009**  
Gartner: September 17, 2009 by David Gootzit, Gene Phiifer, Ray Valdes

**In May, 2009 Gartner ranked IBM as the worldwide market share leader in the Portal Products and User Interaction Tools segment**  
- Based on total worldwide software revenue for 2008

IBM Software  
**Impact2010**  
Comes to You

Every G8 Country





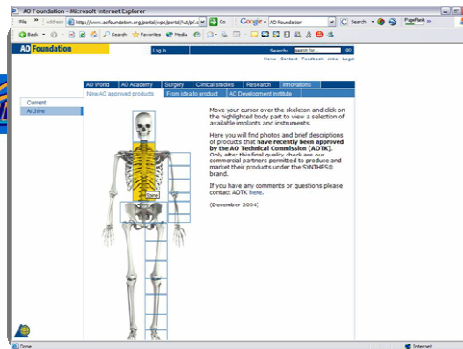
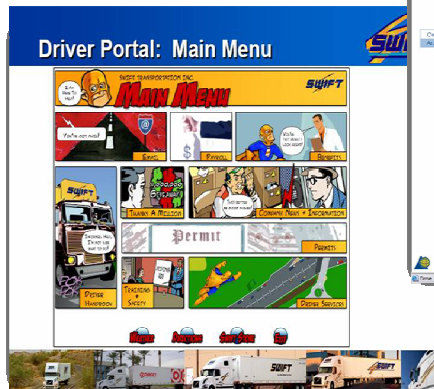
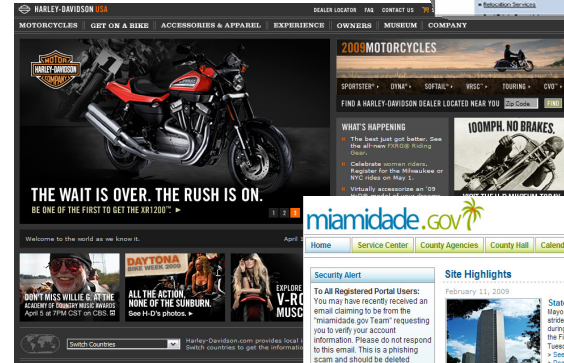
# Web Experience Solutions

## Deliver Exceptional Web Experiences

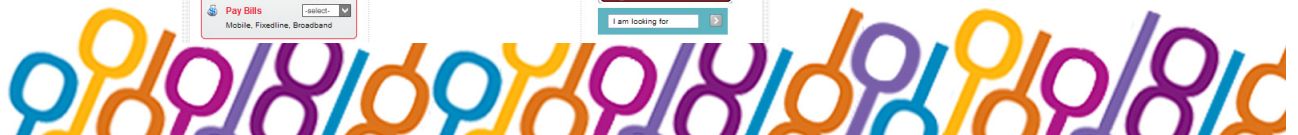
- Differentiate yourself to your customers
- Drive revenue and loyalty with your partner
- Enable productive and efficient employee web interactions

## Significantly Reduce Costs

- Fastest time to market
- Up to 50% in labor and other savings.

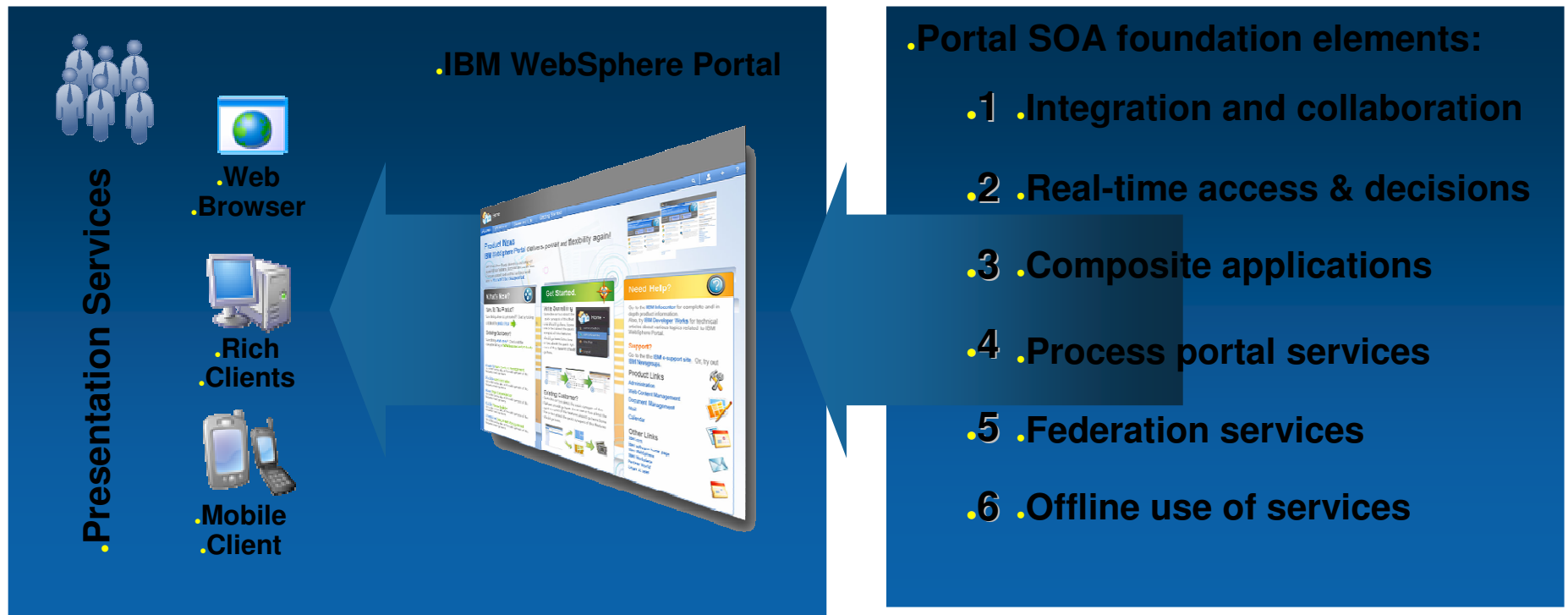


IBM Software  
**Impact2010**  
Comes to You

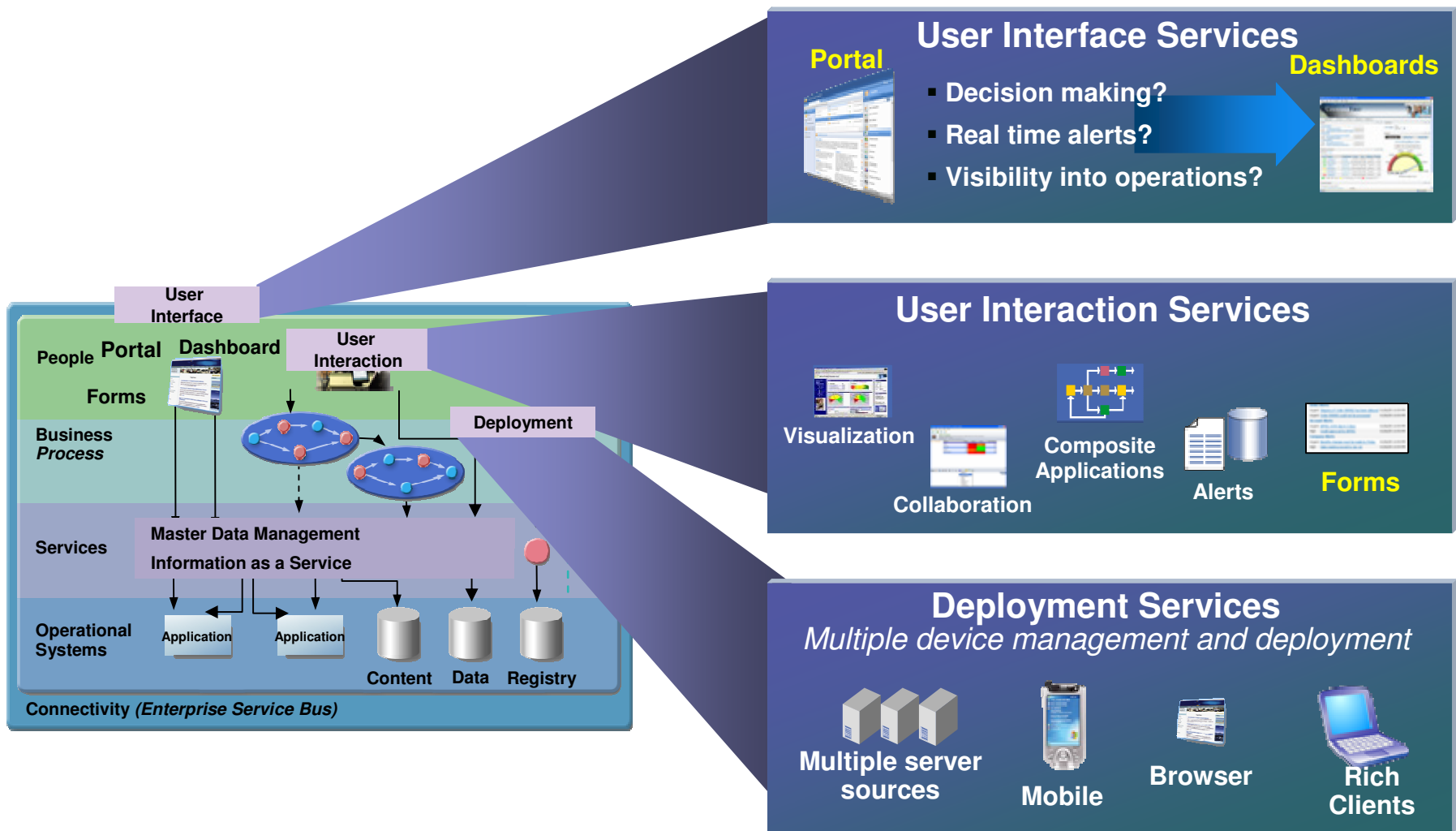


# SOA Solutions: An Extensible Portal Framework for SOA

The foundation for user interface, user interaction and deployment



# SOA Solution Elements – Services for People



# Integration Excellence

*Seamlessly Combine Internal & External Applications/Services*

Apps

Content

Cloud

Collaboration

Consumer



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

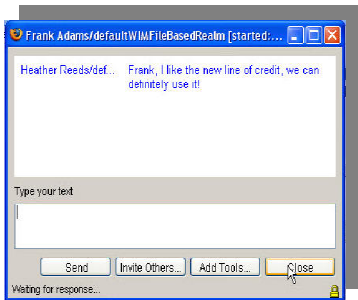




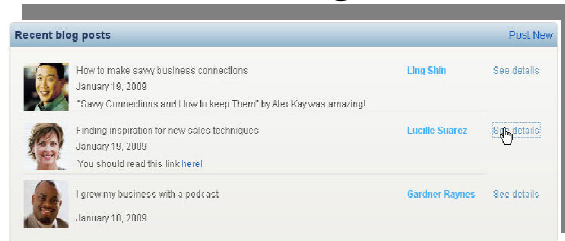
# Users Expect Modern Online Experiences:

*Web 2.0 + Collaboration + Social Tools + Mobile*

**Instant Messaging**



**Blogs**



**Social Bookmarks**



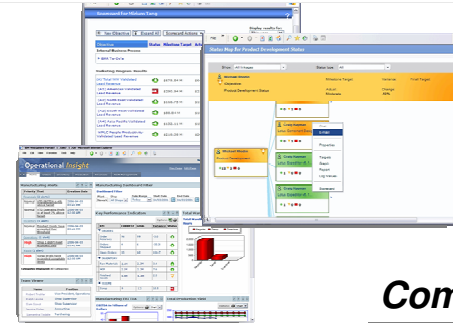
**Active Tags**

2010 analyst\_report  
collaboration community  
connections data domino  
education ibm lotus  
mobile notes oracle  
oss\_cop ovum portal  
quicrk rational sametime  
sap swg websphere wiki

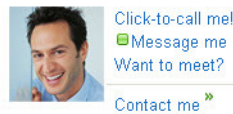


**User Ratings**

**Dashboards**



**Personal Advisor**



**Experts**

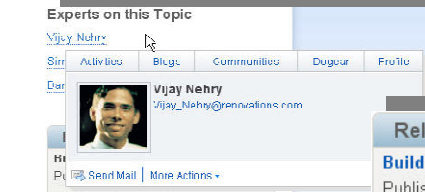
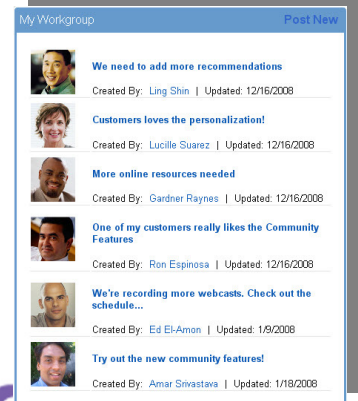
**New Business Workshop**

03 Feb 2008, Noon-5pm  
Town Hall Commons  
Get in contact with and find valuable business resources.

[More Info](#)

**Education**

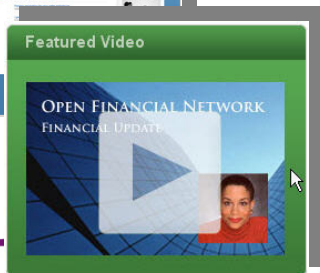
**Communities**



**Social Networking**

**Personalized Content**

**Video**

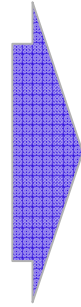


IBM Software  
**Impact20**  
Comes to You

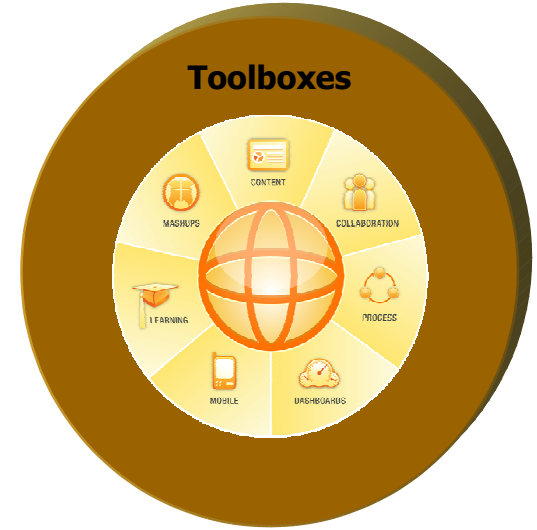
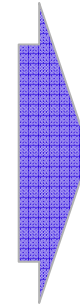
# WebSphere Portal Trends



*Core Integration Platform*



*Accelerator Suites of Functionality to Match Customers Needs*



*Industry and LOB templates, assets, and best practices to maximize "Out of Box" value*

## Platform Excellence

2000 to Present:

- . Platform vs pure play battles
- . Build Portal Applications
- . Market consolidated to the largest platform players

## Suite Excellence

2006 to Present

- . Suites by big players
- . Build Suite Composite Apps
- . Integration of Components
- . More Consolidation – ROI, Business Impact focus

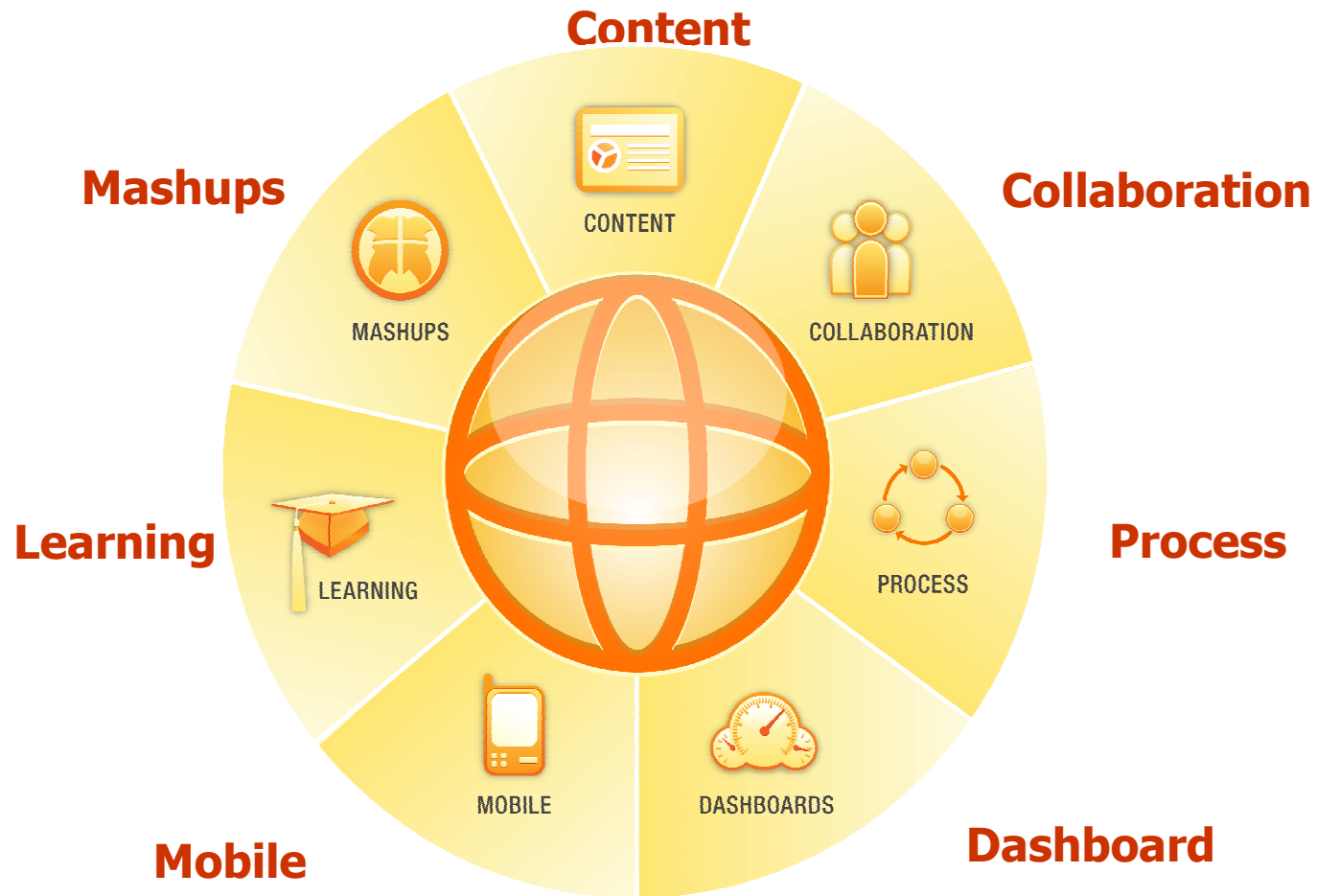
## “Out of Box” Excellence

2009 into Future

- . Out of box value from Suites
- . Customized Templates
- . Deployment Flexibility
  - Click To Cloud, Host-SaaS
- . Agile, Business user directed

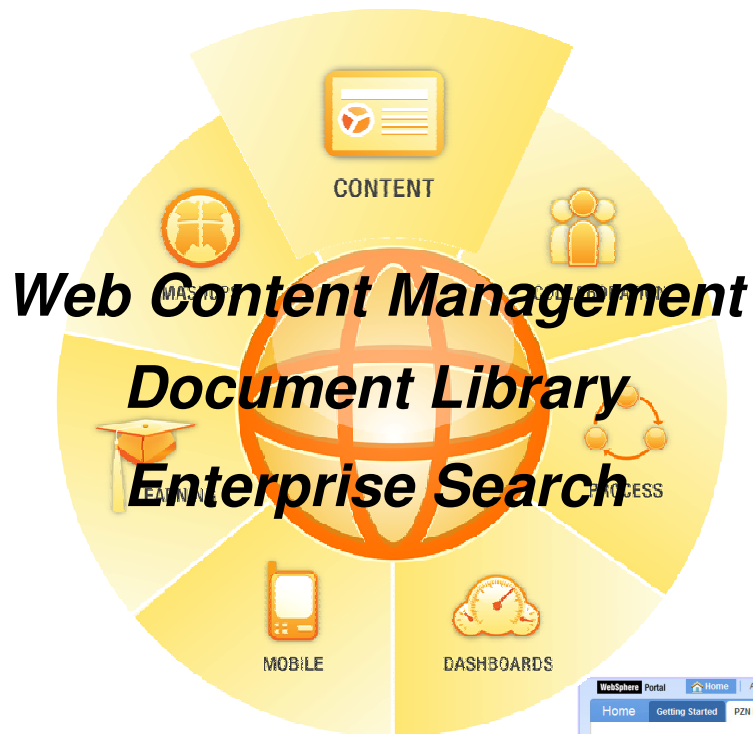


# IBM Accelerators for WebSphere Portal



# IBM Content Accelerator

## ..content is still king

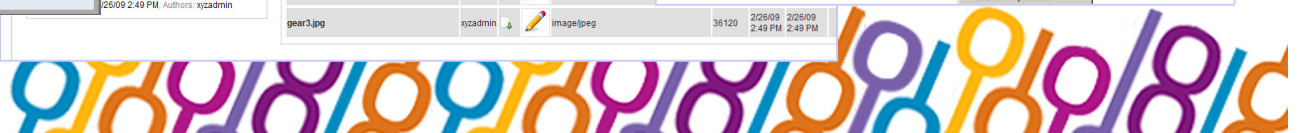


- **Ephox® Rich Text Editor** *seamlessly embedded*
- **ECM Integration** *leverages existing content*
- **Blog & Wiki Templates** *speed delivery social tools*
- **Web Content Integrator** *expands spectrum of content sources*
- **WebDAV** *expands authoring & management community*
- **WCM (JSR 286) Rendering Portlet** *enhanced for improved content display in WebSphere Portal*
- **IBM WebSphere Portal Content Templates Catalog** provides a quick start for using WCM to build up your own web site
- **Syndication Reporting & Site Analytics** *improvements help optimize user experiences, identify issues and reduce costs*

Title	Authors	Load	Edit	Content Type
DownloadableFile_large.gif	xyzadmin	↓	✎	image/gif
SOA Process Portal	xyzadmin	↓	✎	application/vnd.ms-powerpoint
Dept-1 General Guidelines.odt	xyzadmin	↓	✎	application/vnd.oasis.opendocument-text
ppt.jpg	xyzadmin	↓	✎	image/jpeg
processpic.jpg	xyzadmin	↓	✎	image/jpeg
feedback.gif	Dieter Buehler	↓	✎	image/gif
B07WebSphere_Portal_Security_TC_2008 -db5.ppt	xyzadmin	↓	✎	application/vnd.ms-powerpoint
Some RTE file.ort	xyzadmin	↓	✎	application/vnd.ibm-odt
gear3.jpg	xyzadmin	↓	✎	image/jpeg

Design	Code
36120	2/26/09 2:49 PM

IBM Software  
**Impact2010**  
 Comes to You



# IBM Web Content Management 2010



**Australian Open, Jan 18-31**  
**Olympics, Feb 12-28**  
**Master's Golf, Apr 5-11**  
**French Open, May 24 - June 6**  
**Tony Awards, June 13**  
**Wimbledon, June 21 – July 4**  
**US Open Tennis, Aug 30 – Sept 12**



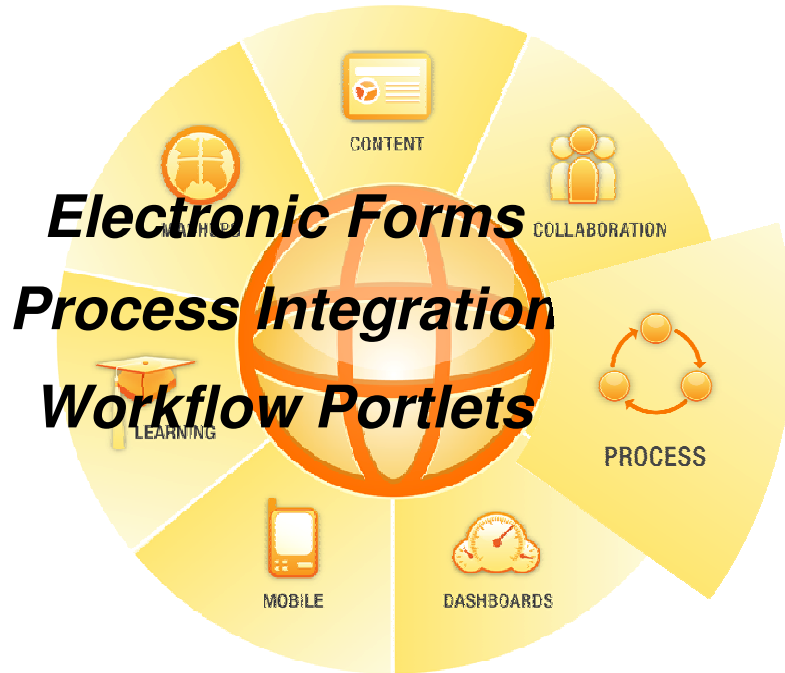
IBM  
Ir

comes to you



# ..forms start many processes

## IBM Business Process Accelerator



- Pixel-perfect eForms
- Rich sample forms catalog
- Digital signatures
- Zero footprint Web 2.0 solution – Lotus Forms Turbo

Universal Task List

Refresh

Title	Modification date	Due date	Application
<a href="#">New Hire checklist</a>	29-01-2009	3/17/09 12:00 AM	Checklist
<a href="#">Loss of a family member</a>	19-02-2009	4/19/09 12:00 AM	Checklist
<a href="#">Life - Planning to retire</a>	19-02-2009	4/20/09 12:00 AM	Checklist

**Lotus Forms Turbo**  
Zero to eForms in 15

**How can we help?**  
 I'm interested in ...  
 Lotus Forms Turbo  Lotus Forms  Other IBM products  
 My Industry:   
 Size of Org:

**Contact Info**  
 My Name:   
 Company:   
 Contact me by:  
 Phone  e-Mail  
 Phone Number:   
 eMail:

**Life - Planning to retire**  
 Make sure that your benefit plans match up with important events that are occurring in your world. Use this form to keep track of all of the things you need to do as you prepare for retirement.

	Learn More	Proceed	Check/Uncheck	Complete
Before you retire				
Review and/or request a retirement benefits estimate.	?		✓	✓
Review retirement healthcare eligibility and costs, including Medicare	*	?	✓	✓
Review Social Security benefits	?		✓	✓
Review financial plan and determine retirement date	?		✓	
At retirement				
Discuss planned retirement with supervisor/manager	?		✓	
Please ensure manager has submitted the appropriate information	?		✓	✓
Make applicable retirement benefit elections (healthcare, pension, savings, etc)	*	?	✓	✓
Apply for Social Security and/or Medicare, if applicable	?		✓	
Review/Change address, if applicable	?	?	✓	
Change your beneficiary designations, if applicable	?	?	✓	

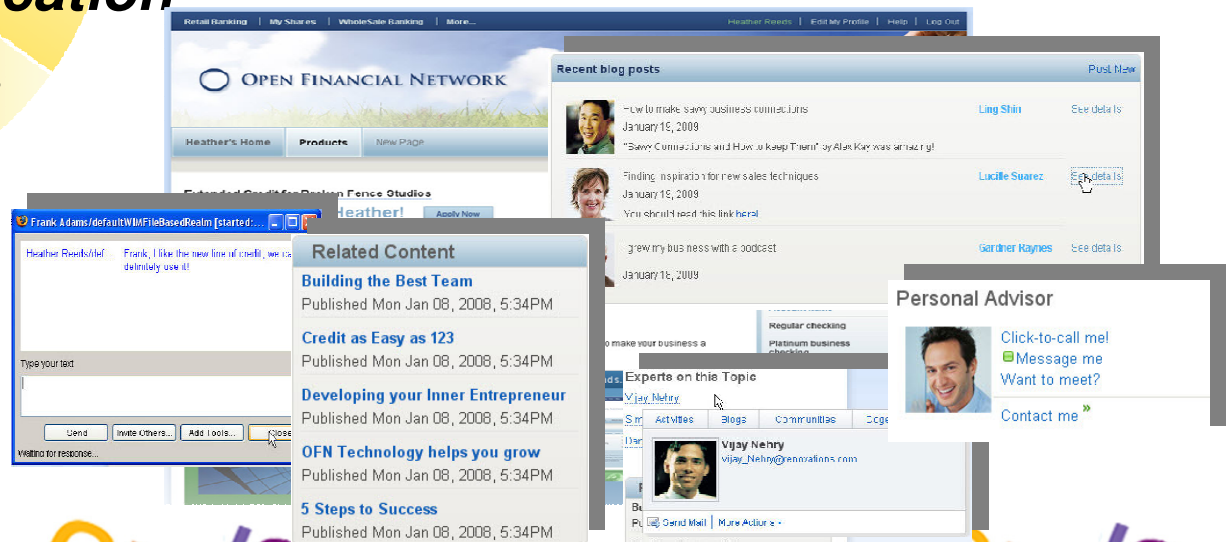


..people need other people

## IBM Collaboration Accelerator



- Seamless Web 2.0 social & collaboration capabilities
- Lotus Connections, Lotus Quickr & Lotus Sametime integration/Portlets

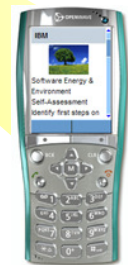
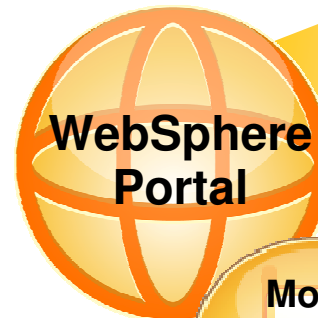
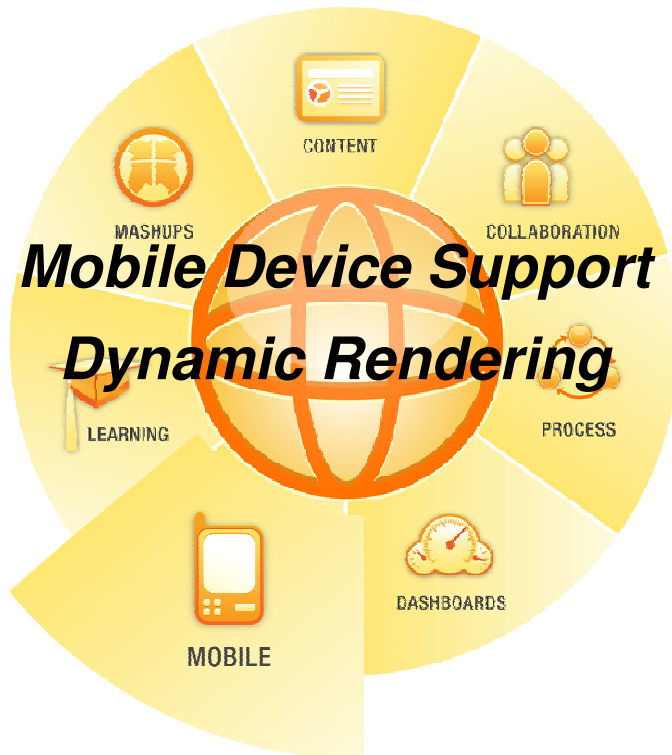


IBM Software  
**Impact2010**  
Comes to You



..the Web is everywhere

## IBM Mobile Portal Accelerator



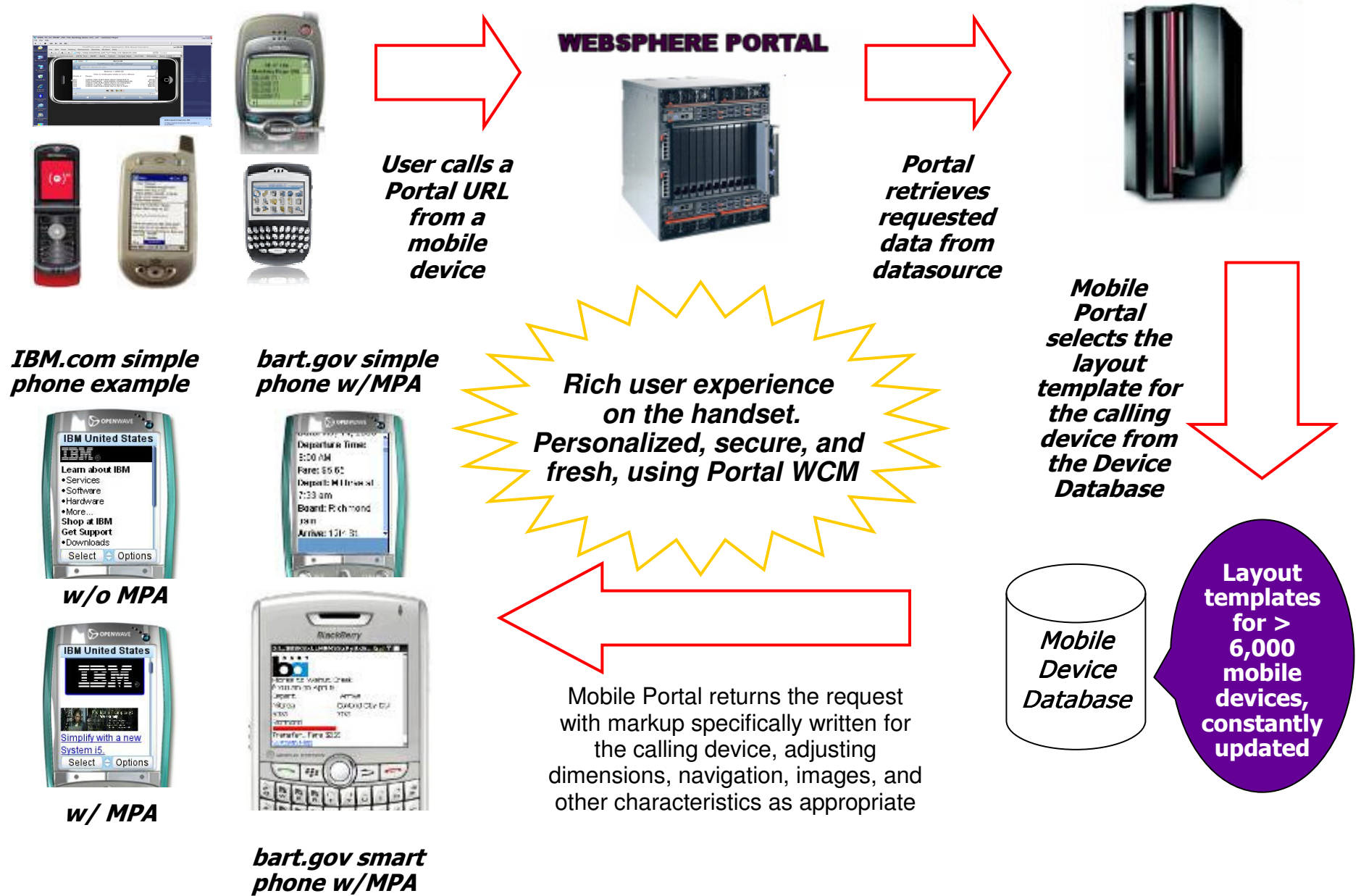
- **WebSphere Portal Extension** that extends portal navigation to mobile devices
- **Mobile Portal Toolkit** eases development of device-independent portlets
- **Mobile Device Update Service** simplifies process of supporting growing market of mobile web devices

IBM Software  
**Impact2010**  
Comes to You





Extend the user experience to ANY mobile handset, providing competitive advantage and increased revenue opportunities.



# ..information needs change

## IBM Mashup Accelerator

- Assemble mashups in minutes in WebSphere Portal
- Unlock desktop, departmental, enterprise and web sources into easily accessible feeds
- Search and discover feeds, widgets, mashups from inside WebSphere Portal
- Enterprise Security and Feed Control for IT Governance and Management



**Business User  
Mashup Creation  
iWidget Development**

GP's	GP's	GP's
Dr Agawal V	The Medical Centre	Gun Lane Strood Rochester ME2 4UW 01634 726555 Medway PCT
Dr Ahmed Q W	Sunmerhouse Medical Practice	Beaconsfield Road Maypole Bexley DAS 2AE 01322 402210 WEST KENT PCT
Dr Aiyol A & Partners	100 Newington Road	Ramsgate Kent CT12 6EW 01843 595951 EASTERN AND COASTAL KENT PCT
Dr Ali I M	The Halfway Surgery	68 New Road Chatham ME4 4QR 01634 828665 Medway PCT

Source_id	Account_id	Area_description	Notam_id	Part
<	KL	KL, CLEVELAND, OH, US, (734191N, 834822W) [CSE]	1/1	Thu
<	KL	KL, CLEVELAND, OH, US, (912861N, 77975W) [CSE]	3/281	Thu

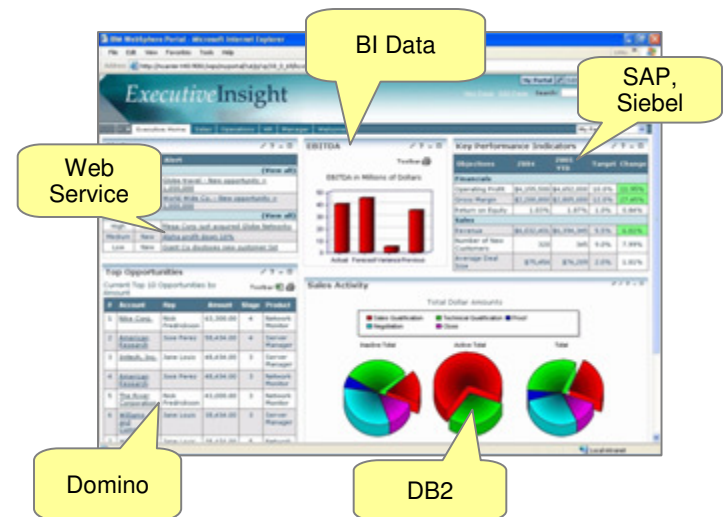




# IBM Dashboard Accelerator

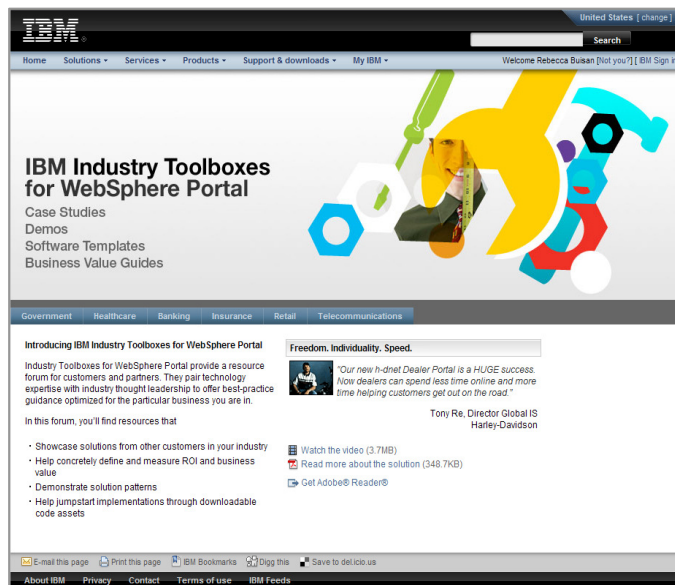
Helps organizations reach performance data wherever it resides, delivering it as real-time key performance indicators via personalized, portal-based dashboards. It also provides alerts and tools to help users take action at the greatest point of impact - before issues become critical.

- **Drive Alignment** around a common, visible set of goals
- **Automate** manual or resource-intensive processes with personalized, graphical UI tailored to each job role
- **Access** information wherever it resides with integrated, real-time views
- **Take Action** through intuitive views that aid proactive response to issues via Portal collaboration and workflow integration
- **Cut Costs** using rapid assembly tools that cut the time, cost, and skills required to build dashboards

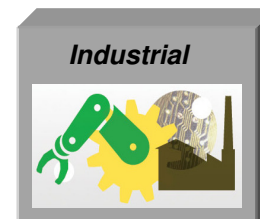
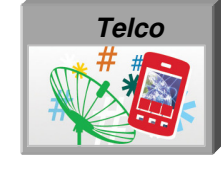
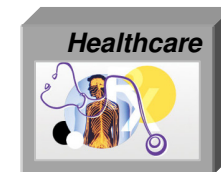


# Introducing IBM Industry Toolboxes for WebSphere Portal

- **Application Briefs**  
describing solution scenarios.
- **Business Value Guides**  
describing the value enabled by the WebSphere Portal and Accelerators, and help illustrate best-practice process and information flow.
- **Templates**  
which can be used on top of WebSphere Portal to help jumpstart design and assembly of end solutions.
- **Demonstrations**  
and recordings of example solutions design that illustrate how end solutions can look like.
- **Other Code Assets**  
include sample Forms, Dashboards, or other Portlets which can help expedite the assembly of a solution.



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



Newly  
Launched...

IBM Software  
**Impact2010**  
Comes to You



# Customer Exceptional Web Experiences

The collage features several distinct web experiences:

- lacounty.gov**: A local government website with a search bar and navigation menu.
- Helsingin kaupunki**: A Finnish city website with a large aerial image and navigation options.
- Göteborgs Stad**: A Swedish city website with a news section and a table of council members.
- DukeHealth.org**: A health portal with a 'HealthView' section and a 'Vaccine Availability & Scheduling' section.
- Airtel**: A mobile service provider website featuring a 'Roaming Incoming & Outgoing 60 paise/min' offer and a 'Speed on Demand' promotion.
- World S**: A news website with a 'DTH Superior Picture Clarity' advertisement.
- Netjets**: An airline website with a 'NEXTGEN AIRCRAFT DESIGN' banner and a 'THE NETJETS EUROPE LOUNGE AT LONDON CITY AIRPORT' article.

IBM Software  
**Impact2010**  
Comes to You

**NETJETS** BE THERE™



## **Why IBM? Real customers, real results –** *track record from IBM's Exceptional Web Experience solutions portfolio*

Over 11,000 WW customers with customer facing apps and socially-enriched internets, B2B, B2C, B2E applications

Industry leading Web analytics integration

80% of all transactions on the Web go through WebSphere software

#1 in BPMS market share with over 5,000 customers

IBM Lotus Connections  
#1 Enterprise Social Software market share



#1 market share for Portals for 9 years running

WebSphere Commerce  
Market Leader in Forrester and Gartner ranking  
Most customers in top 100 Internet Retailers

Globally...  
10 of top 10 banks  
8 of top 10 retailers  
12 of the largest telcos  
50 major health providers  
500 gov'ts + every G8 nation

*Over 300 million named users in our top 15 customers alone!!  
1 in 6 people worldwide with internet access is a named user in an IBM WebSphere Portal application*

IBM Software  
**Impact2010**  
Comes to You



# Additional Information and Resources for Exceptional Web Experiences

WebSphere Portal – IBM Site

<http://www-3.ibm.com/software/genservers/portal/>

WebSphere Portal Business Solutions Catalog

<http://catalog.lotus.com/wps/portal/portal>

WebSphere Portal Developer's Zone

<http://www-106.ibm.com/developerworks/websphere/zones/portal/>

Product Documentation and WebSphere Portal Wiki

<http://www-3.ibm.com/software/genservers/portal/library/>

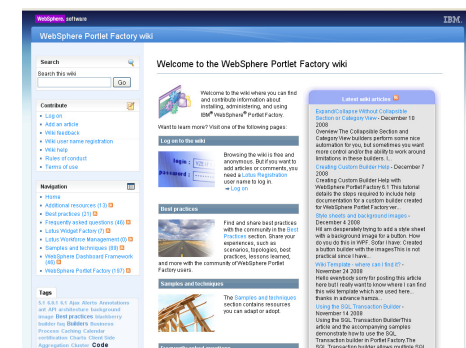
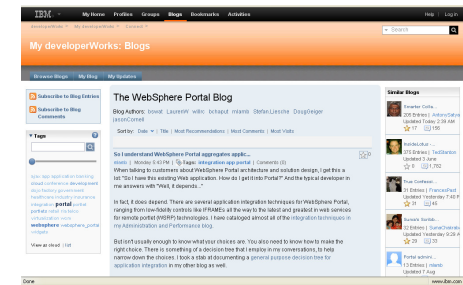
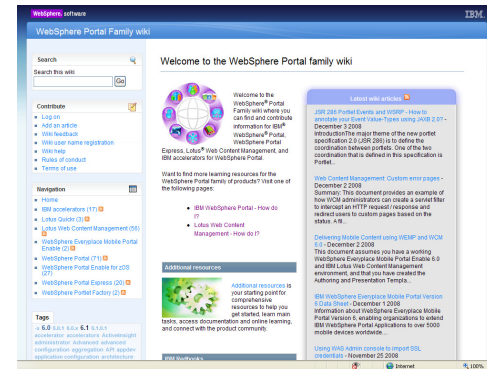
<http://www-10.lotus.com/ldd/portalwiki.nsf>

Education

<http://www-01.ibm.com/software/lotus/training/portallofferings.html>

WebSphere Portal Blog

<https://www.ibm.com/developerworks/mydeveloperworks/blogs/WebSpherePortal/>



IBM Software  
**Impact2010**  
Comes to You

