

IBM System z Technology Summit



Your Enterprise Collaboration Solution
.. Runs on Linux for System Z



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Fundamental Changes (I)

Business

- Fundamental shifts in the ecosystems of partners, competitors and customers
- Globally Integrated Companies, offshoring, alliances, cross linking
- Agility, Adaptability, Change
- Cost efficiency, cost pressure



Knowledge
is the
most
important
resource
and
competitive
factor
of our economy



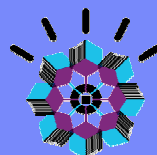
People

- Fundamental demographic changes apply to customers and employees (Digital Natives)
- Fast growing knowledge and abundant information
- New challenges for education, knowledge management and competencies (employability)
- Smarter work
- Global collaboration, remote work, social computing



Technology

- Fundamental trailbreaking developments allow for unimaginable solutions
- 'semantic' Web, situational applications, Web X.0
- Cloud computing
- Seamless communication and connectivity
- Ubiquitous access to information



Fundamental Changes (II)

Business

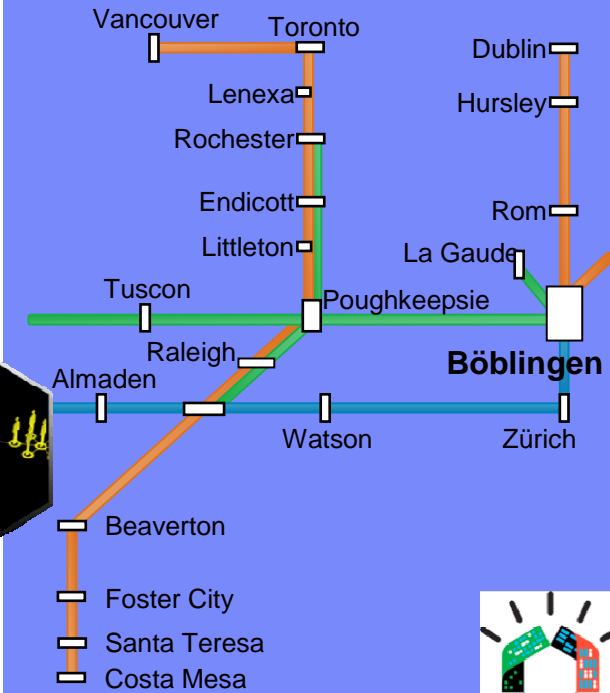
2000	2009	Online Activities Shifting
35%	81%	Research products & services
27%	75%	Buy a product
19%	66%	Make travel reservations
0%	62%	Watch a video
10%	57%	Do online banking
0%	47%	Use a social network site
0%	32%	Read others' blogs
0%	31%	Provide ratings
52%		77% of US adults use the internet



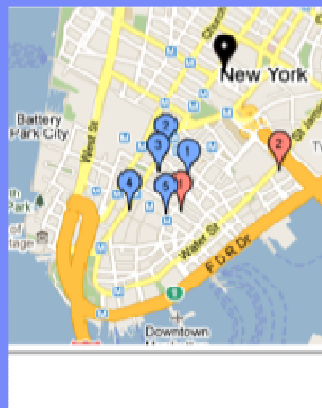
Knowledge
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People



Technology



Tuesday:
Sunny in the morning...then becoming partly sunny.. Highs in the upper 50s.. North wind 5 to 10 mph...becoming w in the afternoon.
Pop: N/A

- IBM Hotels (5 found)

- Club Quarters Wall Street
- Hampton Inn New York Seaport
- Holiday Inn Soho
- The Gem Hotel-Soho, An Ascend Collection
- Hampton Inn Manhattan Soho

- IBM Locations (5 found)





IBM's vision for ***Exceptional Web Experiences***

- *Multi-year strategy to be the standard for customer-facing experiences*
- *Portfolio alignment for simplicity and ease*
- *Guide for organic and inorganic investments*
- *Responsive to technology convergence and advances*



IBM Customer Experience Suite brings together key capabilities to deliver exceptional Web Experiences, such as an enterprise web platform, content management, social and real-time communications, support for analytics, mobility, and search

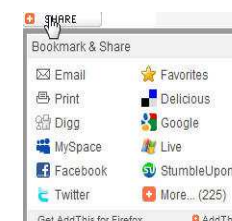




New- IBM Customer Experience Suite

The centerpiece offering in the IBM Project Northstar Vision

- **Deliver exceptional online experiences** without having to stitch together multiple, disparate products from different vendors
- Create highly **personalized customer interactions** by analyzing and then adapting to the preferences, behaviors, location, products owned, device, and sentiments of each visitor
- **Support conversations** with and between users through online communities
- **Empower business owners** to manage the creation and delivery of content, rich media, campaigns, and surveys delivered through multiple channels
- **Deliver rich and engaging experiences** without sacrificing flexibility, scalability, or security
- Compose seamless Web experiences by **connecting into the necessary back-end applications**, commerce solutions, social media sites, and cloud-based services



The WCM and WebSphere Portal Advantage

IBM leads the industry with the [most tightly integrated](#) portal and Web content management solution on the market today.

- Integration with WebSphere Portal helps **lower project costs** and enables projects to go live faster
- Advanced, rules-based personalization capabilities allow **targeted information to be dynamically delivered** to your employees, customers, suppliers and partners via the WebSphere Portal environment
- Enhanced authoring and administration capabilities allow web content to be created and delivered more effectively **via your WebSphere Portal environment**



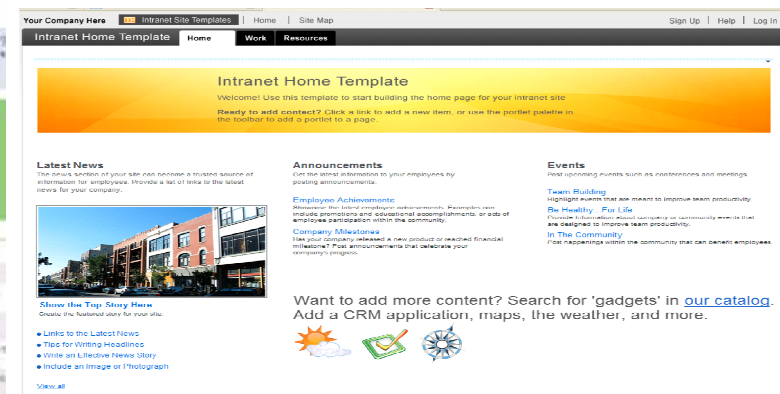
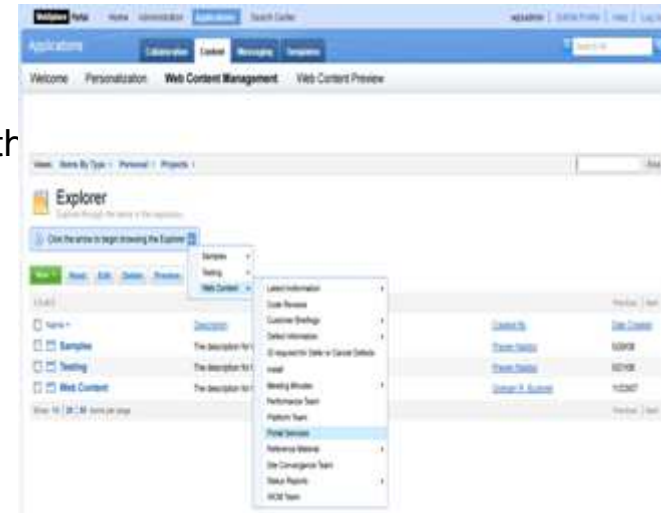
*“WCM is becoming a fundamental part of every portal, helping to enrich exceptional web experiences.”
- Larry Bowden, IBM VP, Portals and Mashups*



IBM Web Content Management V7.0

Deliver Rich, Social Web Experiences Faster, Simpler & More Cost Effectively

- **Immersive, engaging** and **interactive Web experiences** leveraging **rich media** assets
- **Insightful views** into **user behavior** and **content production** with **analytics**
- **Social Web experiences** with **community** driven **tagging** and **rating**
- **Simplified** and **faster content creation** with **Web 2.0** user **authoring experience** enhancements
- **Pre-built** site **templates** for **fast and simple delivery** of **professional Web experiences**
- **Serviceability enhancements** for **reduced total cost of ownership**



Seamless Integration with WebSphere Portal!

“More than 80% of the processes in public and private businesses depend on forms.” - IDC

Typical Form-Driven Processes

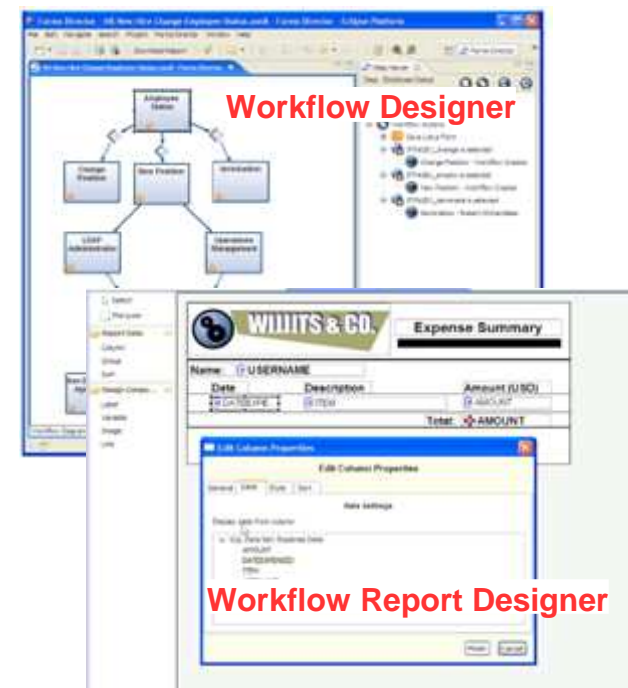
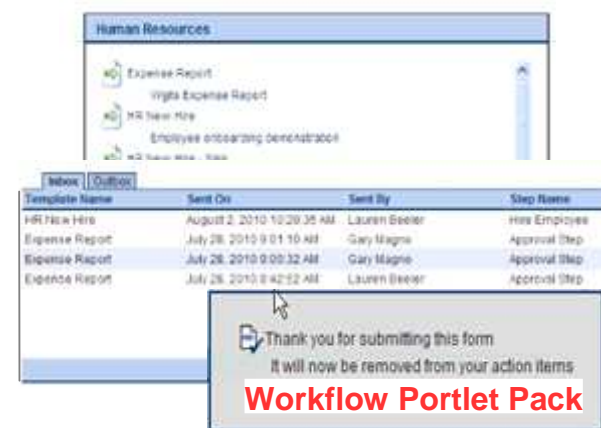
- *New Business Acquisition*
- *Loan Application & Approval*
- *Customer Self Service*
- *Health & Safety compliance processes*
- *Threat and Risk Assessment*
- *Supplier Management*
- *Dealer Management*
- *Leave Request and Approval*
- *Travel Request and Approval*
- *Procurement Approval*
- *Timesheet Recording & Approval*
- *Performance Management*
- *Personnel Profile and Updating*
- *Records Management*
- *Contract Management*
- *Forms Management*
- *Compliant Document Generation*
- *Many, many others*



eForm applications can be
Horizontal
Vertical
External

NEW IBM Forms with Workflow

- **Easy to use** – requires no formal IT training or custom coding to create simple or complex workflows
- *Visual Point and Click Design*
- **Complete** – solution for form based workflow solution
- *Workflow design, runtime, monitoring, reporting and portlets*
- **Flexibility** – to easily monitor and change work flows
- **Integration** – XML for format lets you easily route forms and data to and from content management systems and databases
- **Improve productivity** with **reduced labor**, lost action items and forms processing time



The information on the new product is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.



IBM Collaboration Accelerator

Personalized Web 2.0 Collaboration & Social Networking

Provides people with effective and cost-efficient ways of accessing information, sharing ideas, communicating and working together – **in the context of their role, processes and activities** via a personalized web experience.

- Lotus Connections integration
- Lotus Quickr team collaboration
- Sametime instant messaging
- Integrated search across WebSphere Portal, Lotus Connections, and Lotus Quickr
- More!

The collage illustrates the personalized web experience provided by the IBM Collaboration Accelerator. It features several key components:

- Chat Window:** A window titled "Frank Adams/Default/WM/InfoBase/Stdin [started...]" showing a message from Heather (Reeda/Vel...) and a "Type your text" input field.
- Recent Blog posts:** A list of three blog entries with user avatars, titles, and dates (e.g., "How to make savvy business connections" by Ling Shin).
- Personal Advisor:** A section titled "Personal Advisor" featuring a profile for Frank and a message: "Frank has shared local community resources with you. See more." Below it are options to "Click-to-call me", "Message me", and "Want to meet?".
- Related Content:** A section titled "Related Content" listing five articles published on Mon Jan 08, 2008, 5:34PM, such as "Building the Best Team" and "Credit as Easy as 123".
- Another Personal Advisor:** A section titled "Personal Advisor" featuring a profile for Vijay Nehry and options to "Click-to-call me", "Message me", and "Want to meet?".

IBM Mobile Portal Accelerator

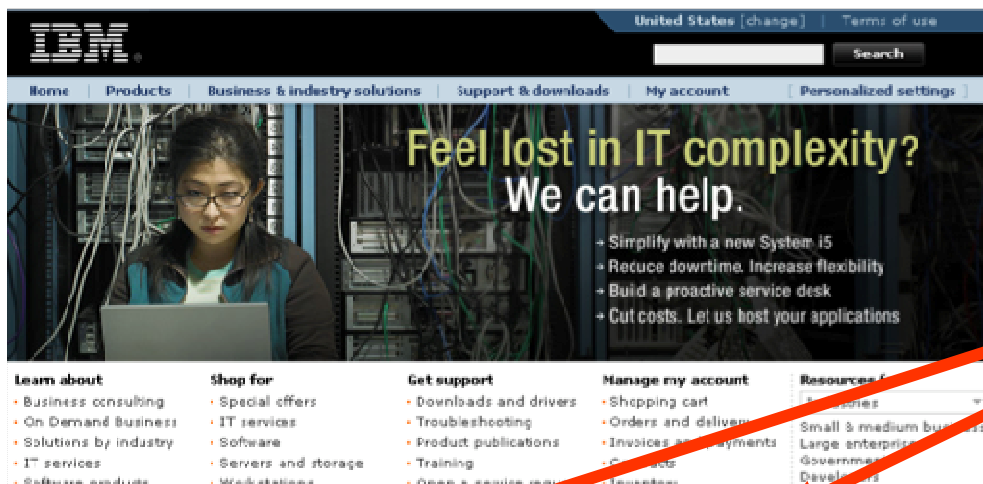
Extend Rich Web Experiences to Mobile Devices



- Mobile portal toolkit
- Device-independent authoring
- Expanding device repository
- Jumpstart templates
- Lotus Web Content Management integration



Designers can't push "Exceptional Web Experiences" on all devices uniquely...it's too much work



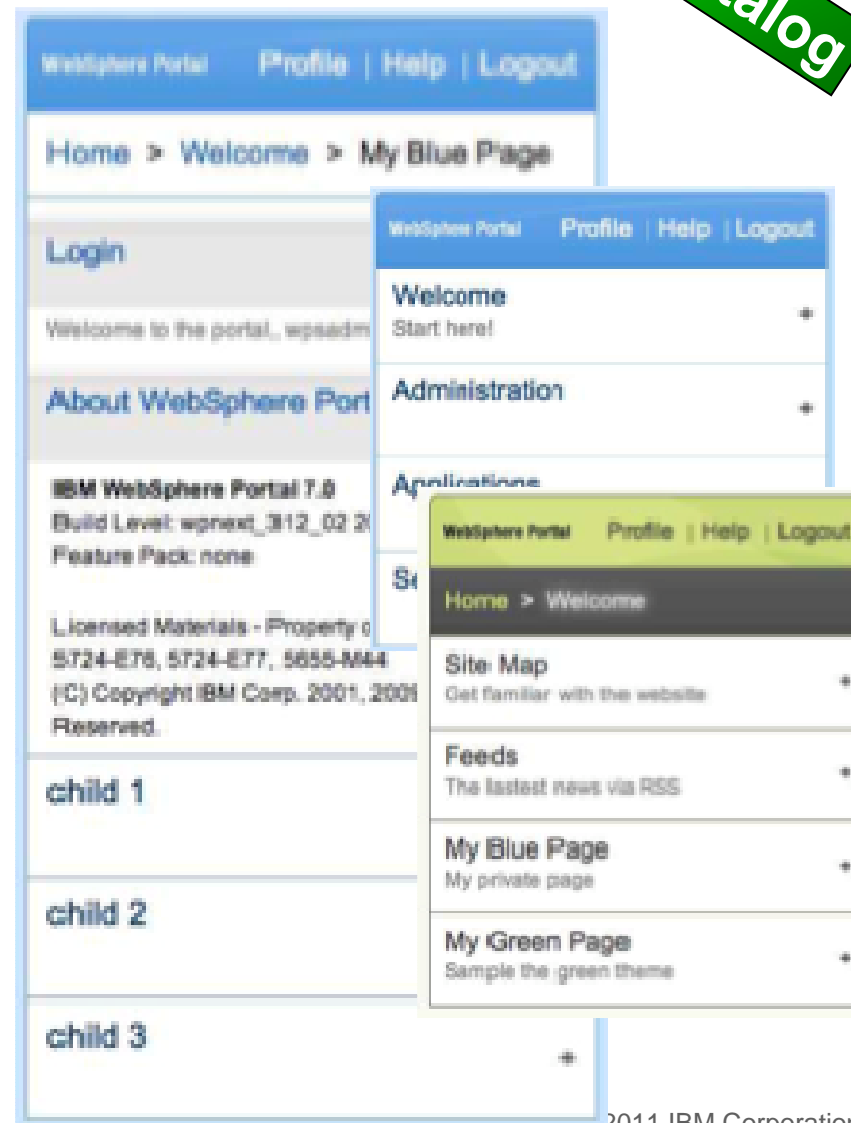
How do you get this web page onto these phones



Operating System	Symbian	Symbian	Palm	BlackBerry	Microsoft Windows
Display	Black/White	Color	Color	Color	Color
Screen	120 x 120	176 x 220	240 x 400	240x160	200 x 320
Interface	Number pad	Number pad	Stylus	Keyboard	Keyboard

WebSphere Portal - Mobile Themes

- **Objective:**
- Mobile devices with internet capabilities are becoming increasingly popular. Oftentimes, web authors will create a version of their site that is optimized for viewing on a specific mobile device or a smaller known set of mobile devices (e.g. iPhone, Blackberry, Android,..).
- **Soution:**
- **Dedicated Theme:** Use WebSphere Portal's built-in support for markups and client detection to redirect mobile users to a specialized new theme.
- **Combined Theme:** Display all content as it is seen on a traditional browser and device support is added into a single theme.



How are other customers using Exceptional User Experiences?

An Exceptional Web Experience Attracts and Retains Customers



Attracting and retaining more customers while differentiating the Lufthansa brand & site



Business Need

- Attract **more customers**
- Deliver a **consistent and sophisticated brand image**
- Encourage **brand interaction** and build **brand loyalty**

Real Results

- Delivers a **personalized web experience** for millions of customers in more than 80 countries and 12 languages
- Supports **16,000 customers** check-ins/day, and **3+ million** online ticket sales/year
- Showcases a **single, consistent brand image** across 4 different online presences

Exceptional Web Experiences (Grow the online business - CMO)



Enhancing the US Open tournament experience to millions of tennis fans worldwide



Business Need

- Expand USTA/US Open's reach (geographic and demographic)
- Engage fans with innovative technology that offers a **differentiated experience**
- Increase advertising and sponsor **revenue**

Real Results

- In 2009, the site attracted over **13.5 million fans**, a **47% increase** from 2008
- Combined **live video with statistics**, and delivered **real-time data visualization** of match data for fans to gain **deeper insight** into players, live action and results
- “Around Me” **iPhone app** launched to **augment the on-site experience** for fans

An exceptional Web experience helps deliver better services to more people with greater efficiency



Consolidating multiple online properties to deliver a seamless e-government experience



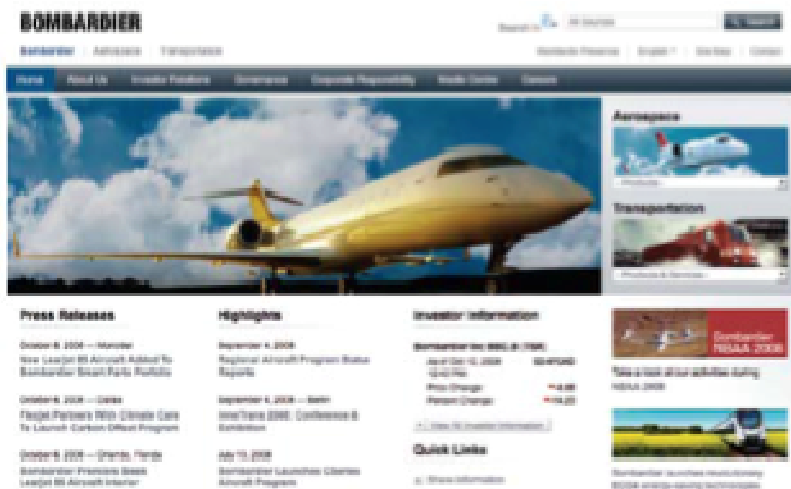
Business Need

- Establish and promote the LA County brand
- Create a more cohesive and interactive communication channel with its residents
- Reduce the number of external facing websites managed by different departments

Real Results

- **Over 75% increase** in unique visitors per month
- 1.2 million page views from 500,000 visits per month, a **48% increase**
- **Constituents** now make up **70% of visitors**, up from 40%
- Delivers a **cohesive and consistent user experience** to over **10.4 million citizens**
- Eliminated silos by **consolidating online services from 47 different departments**

Bombardier lays a flexible foundation for new online services and competitive edge



BOMBARDIER

Client Results

- Single platform and single branded online image strengthens external perception of an integrated company
- Easy access to critical information helps increase customer satisfaction
- Replaced e-mails, phone calls and faxes with online interactions improves efficiency of business processes

Business Need

- Consolidate Web presence and strengthen the Bombardier brand
- Collaborate in a global economy
- Optimize self-service
- Agility to meet shifts in business priorities

Customer Portal Objectives

- Provide an Exceptional Customer Experience (1 of top 3 business priorities) through Customer Self-Service
- Reduce Operational Costs (IT, Business)
- Deliver time-to-value
- One-stop shop

Supplier Portal Objectives

- Supplier Self-Service
- Reduce Operational Costs (IT, Business)
- Deliver time-to-value
- One-stop shop

Delivering better care across multiple organizations and providers via a streamlines referral process



Improve operational effectiveness

5:1 ROI

Doubled the referral volume

Reduced no-shows by 25%

Reduced operational time by 46%

Reduced operational costs by 16%

Reduced paper, fax

Deliver collaborative care for prevention and wellness

Closed the loop between PCP and Specialist

Reduced duplicate labs

Improved physician/patient follow-up

Achieve better quality and outcomes

40 K more patients per year scheduled for care.

Better care outcomes due to complete medical information available at point of care

Faster treatments

Improved care team satisfaction

Business Need: Inefficient Referral Process

Less than 30% of referral orders were getting scheduled

25-30% appointments 'no show'

Minimum of 4 weeks between Referral Order and Scheduling of Appointment

Referring provider does not always receive the

final visit documentation



EXCEPTIONAL CARE. WITHOUT EXCEPTION.



Kenneth L. Webster's IBM Workplace

Search w3

- Home
- My w3
- Work
- Career and life
- Mail
- BI@IBM
- Mobile
- Sales
- Legal
- +

IBM at 100



The Social Security System

In the midst of the Great Depression, Franklin D. Roosevelt signed the Social Security Act—creating a gigantic, nationwide information problem with the stroke of...

[More](#)

[Explore the Icons of Progress](#)

Connect and share



You have no status message set.

What are you working on now?

Share

- Network
- Files
- Communities
- Activities

View: Status updates



Maguire, Sheila F. Just attended ECM Usernet in Boston. Our records management value prop is simple and compelling.

02 Jun 2011 08:31 PM

[More](#)

[Add Comments](#)



Painter, Kevin L. Headed back from New York...

02 Jun 2011 08:02 PM

[More](#)

[Add Comments](#)



BlueThx *APPLICATION-ID* BlueThx from Simon_Lee@my.ibm.com: "Thanks for giving me the opportunity, Sandy! First time speaking to a WW audience! A bit ..."

02 Jun 2011 07:31 PM

[More](#)

[Go to Lotus Profiles](#)

Welcome



Welcome to My w3

Over the coming months My w3 will become a home page that helps you work more efficiently, find key information and expertise, and create stronger connections to the

Search

People search

[GO](#)

w3 search

[GO](#)

[Advanced Search](#)

Lotus Connections search

[GO](#)

Top searches: [Show...](#)

Top pages: [Show...](#)

For: [US](#) | [Worldwide](#)

Quickactivities



[Essential Links](#)



[n.Fluent Translation](#)

To launch an activity click on the icon. For more information about an item, position your mouse over the icon and a description will appear in this space.

Real Customers - Real Results

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

#1 market share for Portals for 9 years running

Industry leading Web analytics integration

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

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

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

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

IBM Lotus Connections

#1 Enterprise Social Software market share



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