

WebSphere User Experience

Version 1.1

***Differentiate Your e-business With a
Dynamic Web Presence***

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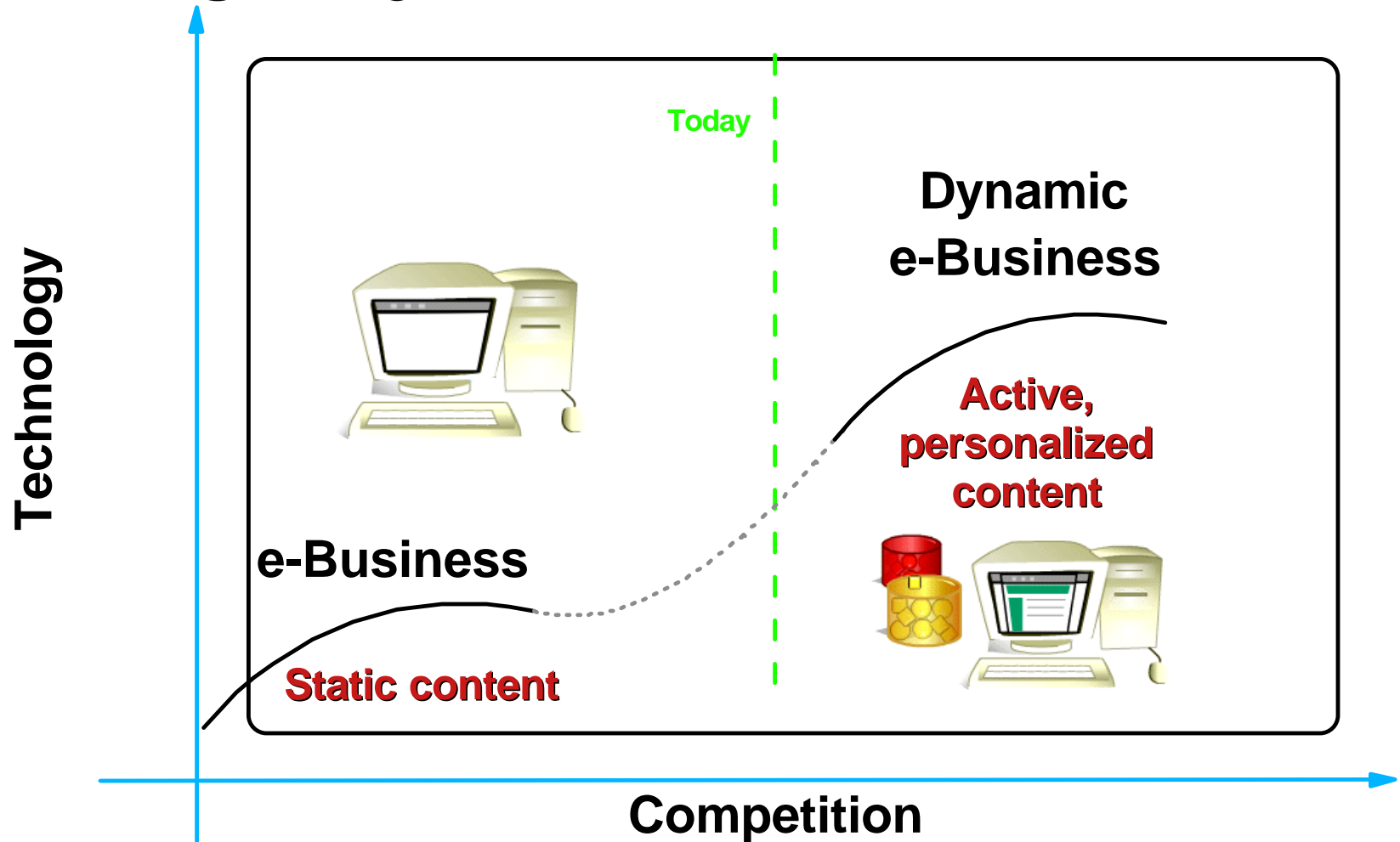
WebSphere

| The Fastest Way to e-business |

Agenda:

- **Why do we need it ?**
- **What is it ?**
- **How do we sell it ?**
- **Questions**

The second wave of e-business is coming -- dynamic e-business



Driving the need for new ways to differentiate your e-business

Customer pains

- Users won't return if they have a poor experience or if another site is better
- Need to achieve "stickiness" by differentiating their web site
- The standards for a first-class web site are constantly rising
- Don't have the resources to deal with the onslaught of new technology

Proof points

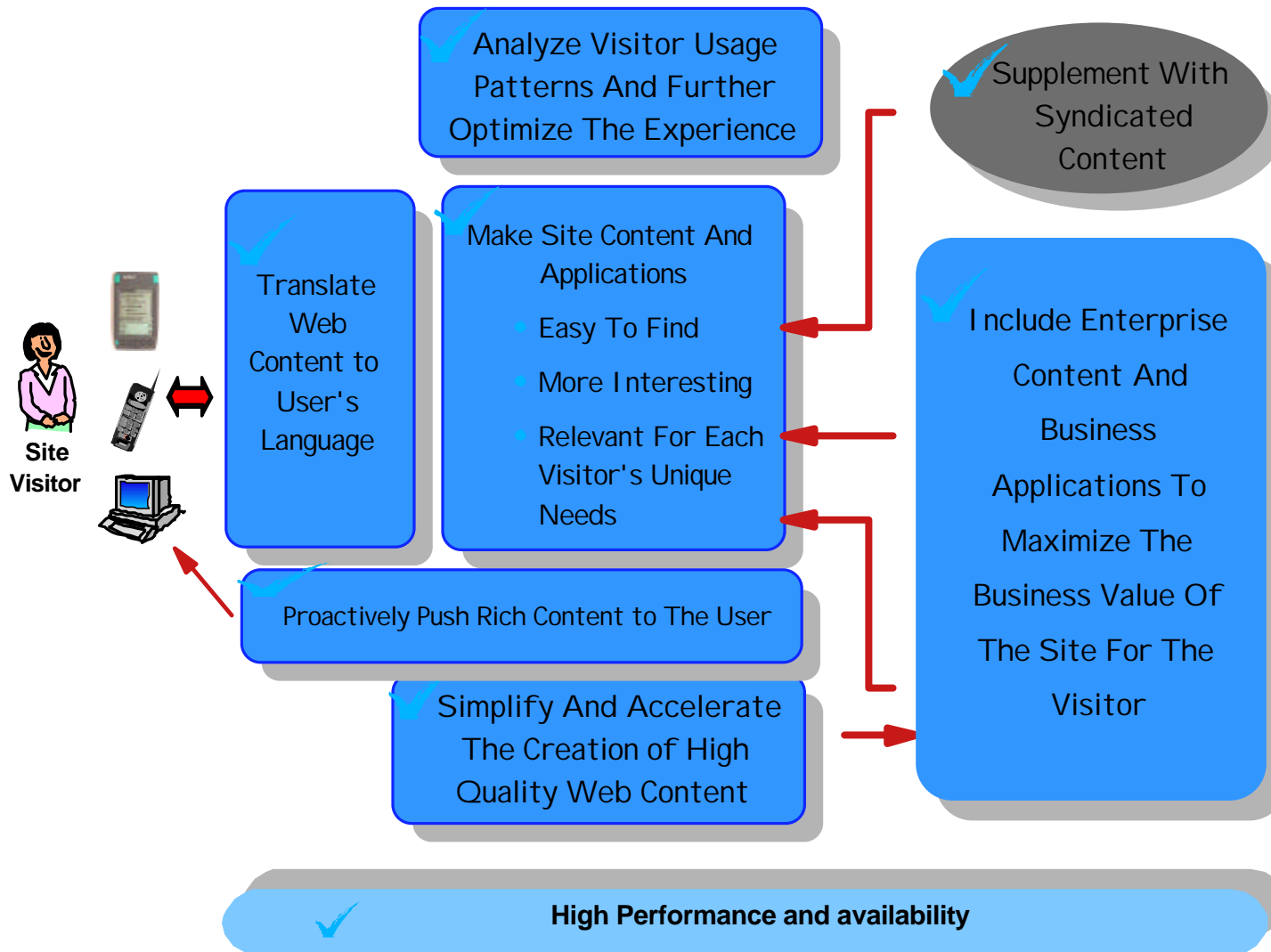
- "By year-end 2002, the top priorities for enterprise site managers regarding website deployment & operations will be enterprise integration and content management." Gartner Group
- "Some 70 percent of online buyers would spend less money at a traditional retailer after having a bad experience with the retailer's online site" Jupiter Media Metrix

IBM WebSphere User Experience

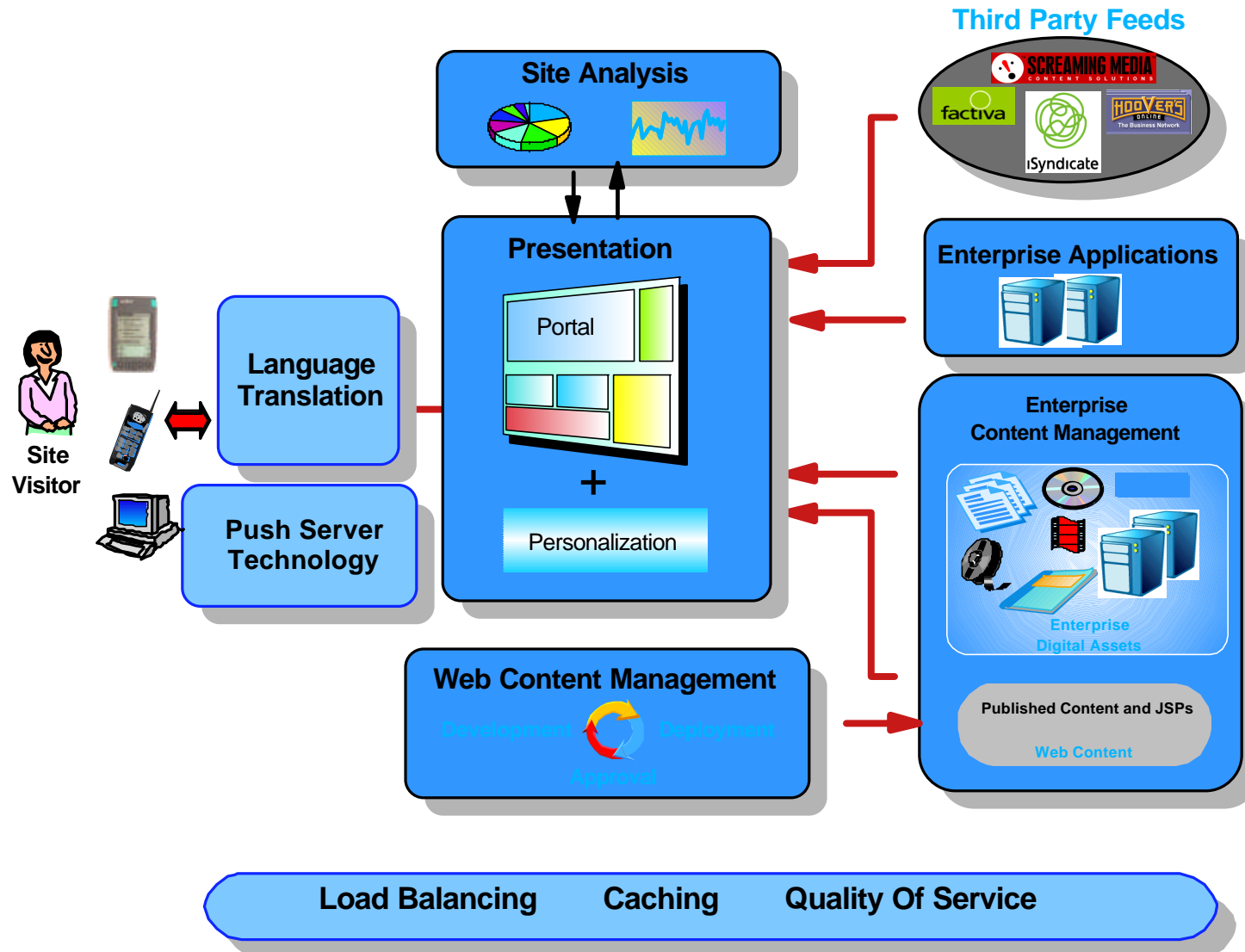
What is it?

- ▶ An integrated solution focused on providing the best user experience for dynamic e-Business

Requirements for Building a First-class Experience for Your Users



WebSphere User Experience How it all comes together



Personalizing each visitor's experience

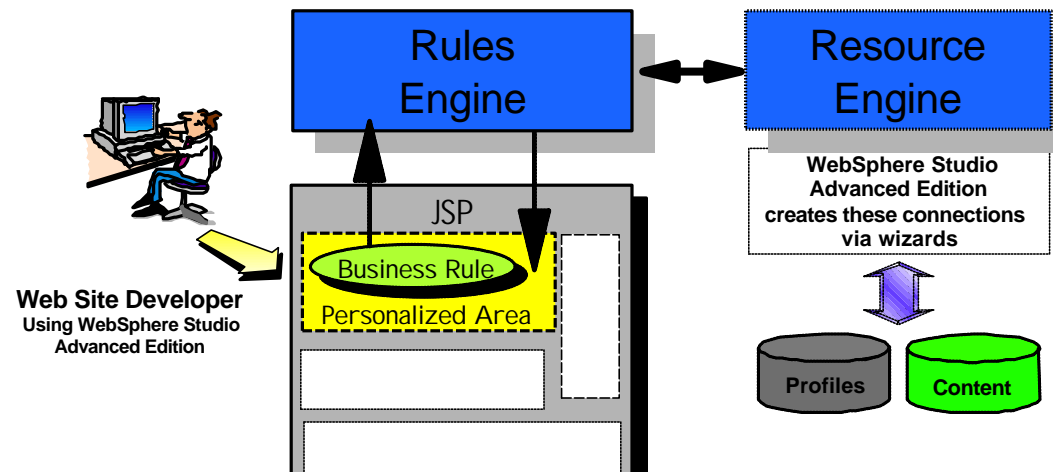
■ WebSphere Personalization

■ Benefits

- ▶ Create personalized Web content for each site visitor
- ▶ Improve profitability through repeat sales, cross-selling, and up-selling
- ▶ Improve user effectiveness in B2B and Intranet applications

■ Features

- ▶ Rules Engine to executes the business rules
- ▶ Recommendation Engine (via Macromedia® LikeMinds™) to perform collaborative filtering
- ▶ Resource Engine to access content and profile information from multiple sources.
- ▶ Integrated with Interwoven TeamXpress, WebSphere Edition



Single point of access for data, people, and applications

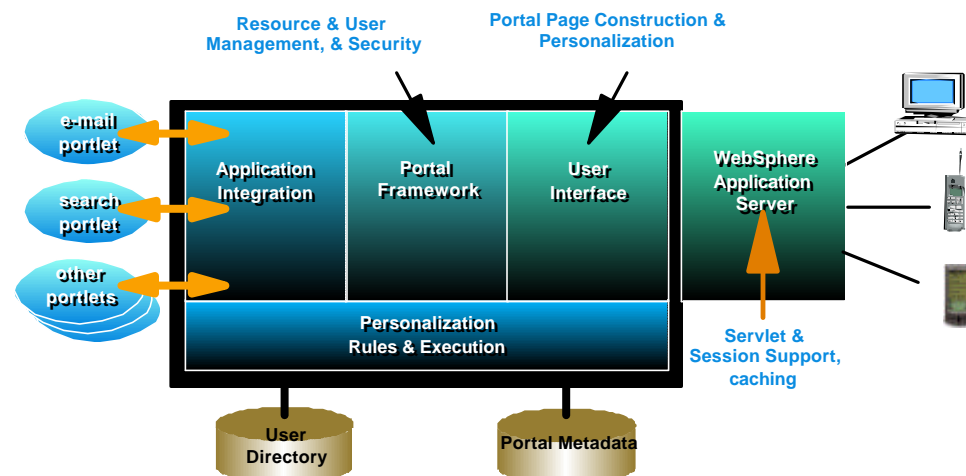
■ WebSphere Portal Server

■ Benefits

- ▶ Deliver a more effective user experience for customer, partners and employees
- ▶ Build customer loyalty by providing single access point and information overload
- ▶ Lower the cost of developing a differentiated Web site

■ Features

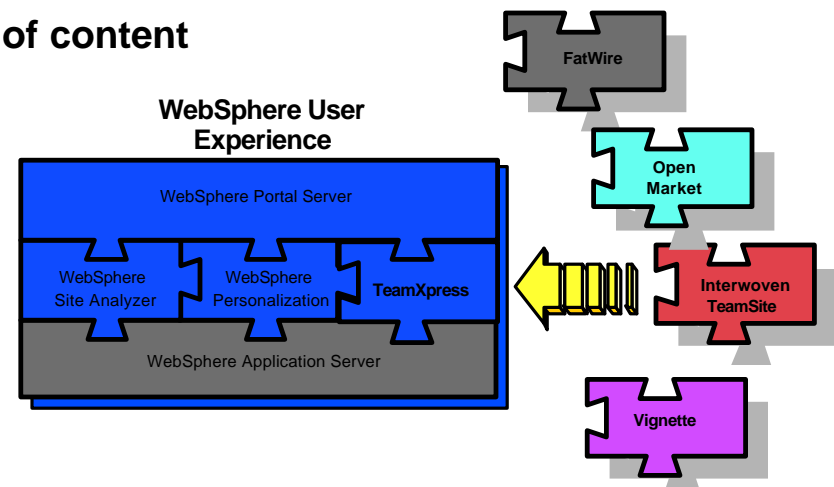
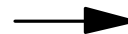
- ▶ Site visitors can organize their page to satisfy their preferences
- ▶ WebSphere Portal Server Framework provides common architecture for connecting applications and services to the end users
- ▶ Portlets: access to syndicated content & customizable samples



Simplify And Accelerate The Creation of High Quality Web Content

- **Interwoven TeamXpress, WebSphere Edition**
- **Benefits**
 - ▶ Leverages corporate information sources for re-use on the Web
 - ▶ Accelerates Time To Web
 - ▶ Improves Web Site quality while lowering development costs
- **Features**
 - ▶ Provides collaborative development environment, staging and virtualization
 - ▶ WebSphere Personalization support
 - ▶ Supports search/retrieval of content from CM & EIP repositories
 - ▶ Task-Based workflow
 - ▶ Deployment, Version Control and Rollback of content

Complemented by partnerships with other leading WCM suppliers



Leverage Existing Digital Assets

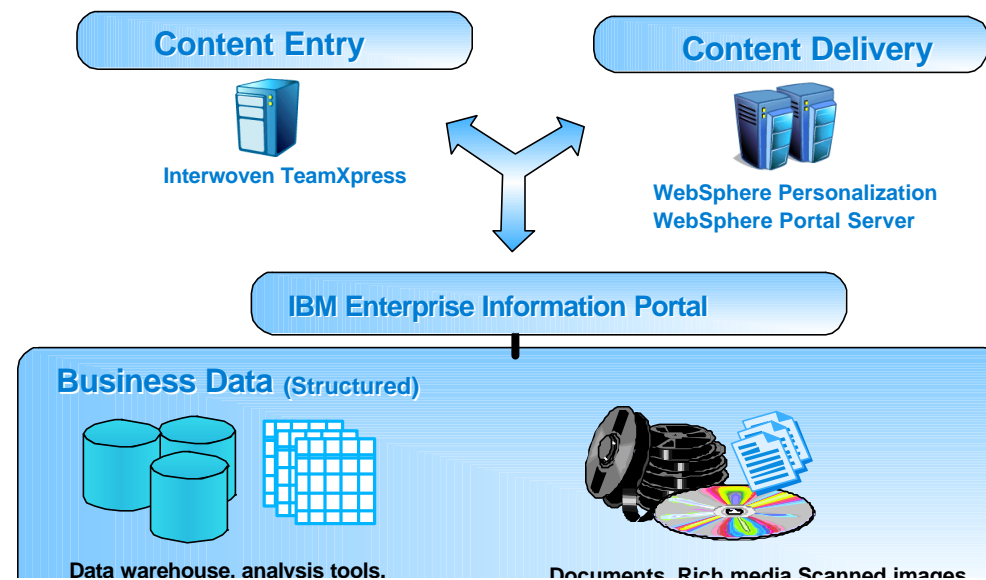
■ IBM Content Manager

■ Benefits

- ▶ Access to the most current enterprise content through including image, video, audio, etc.
- ▶ Lowers the cost of storing and re-purposing content for the web

■ Features

- ▶ Storage, indexing, search, retrieval and archiving of enterprise-wide digital assets
- ▶ Deep security control - down to the object level in a folder
- ▶ Integrated with Interwoven TeamXpress and IBM EIP



Continually Improving the Experience

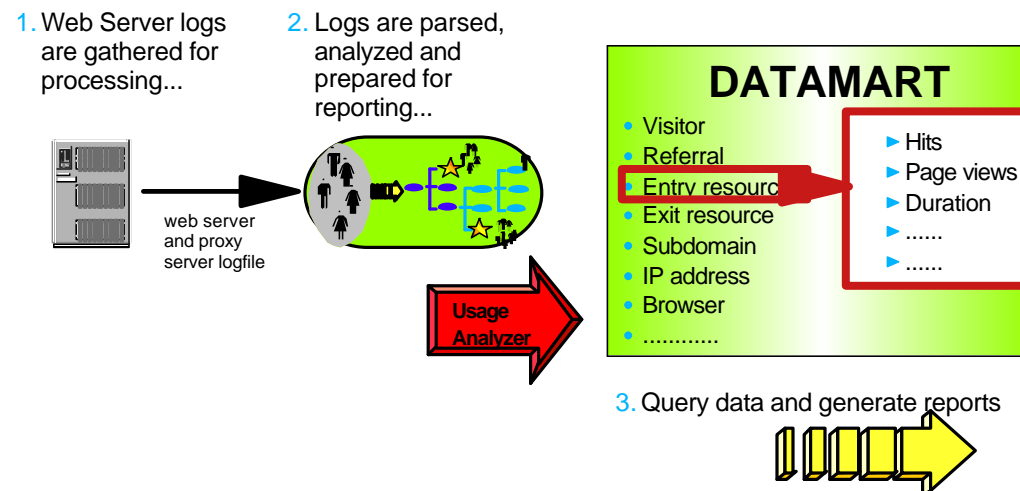
- **WebSphere Site Analyzer**

- **Benefits**

- ▶ Provides the knowledge to continually improve the user's experience
- ▶ Tracks the effectiveness of advertising campaigns, new Web site design or business rules

- **Features**

- ▶ Content and Usage analysis
- ▶ Datamart (DB2 included)
- ▶ Charting and report generation via Wizards
- ▶ Collect data from web server logs, voice server logs, and WebSphere Edge Server logs



Extending the Experience Globally

- **WebSphere Translation Server**

- **Benefits**

- ▶ Reach a larger portion of the Web market
- ▶ Replace non-translation

- **Features**

- ▶ Real time "on the fly" translation (200- 500 words/sec)
- ▶ Language Comprehension Tool for Lotus Domino, SameTime and WebSphere Application Server

Language	Availability	Reverse Directions
English->French	X	X
English->Italian	X	X
English->German	X	X
English->Spanish	X	X
English->Japanese	X	2002
English->Korean	X	2002
English->Chinese (Traditional)	X	2002
English->Chinese (Simplified)	X	2002

Extend the Experience to Busy People

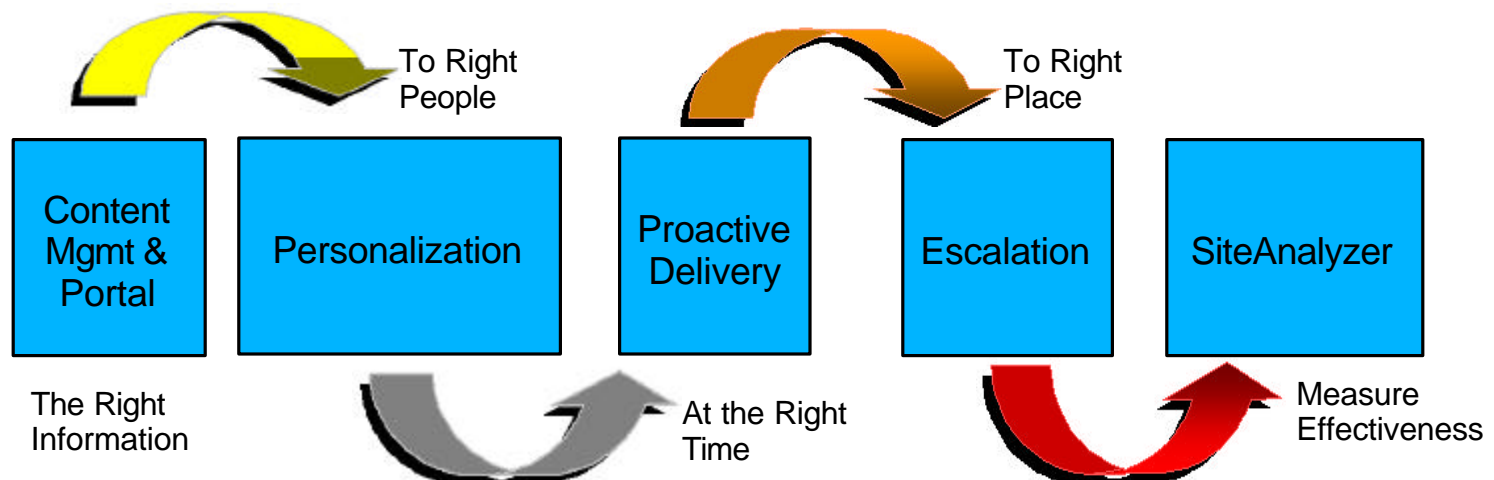
- **Push Server Technology via relationship with BackWeb Technologies**

- **Benefits**

- ▶ Increase web site effectiveness to when users are not even viewing
- ▶ Strengthen relationships with customers, partners and employees
- ▶ Accelerate knowledge transfer

- **Features**

- ▶ Proactively deliver rich web content to users desktop
- ▶ Notifies user when content is delivered
- ▶ Delivery escalation
- ▶ Closed loop feedback on business-critical communication



WebSphere User Experience - Packaging

Offering Components

- ✓ *WS Personalization (4 cpu licenses)*
- ✓ *WS SiteAnalyzer (1 cpu license)*
- ✓ *WS App Server, Adv. (4 cpu licenses)*
- ✓ *WS Studio (1 developer license)*
- ✓ *Interwoven TeamXpress (1 cpu license)*
- ✓ *IBM Content Mgmt (1 cpu license)*
- ✓ *WS Portal Server (4 cpu licenses)*
- ✓ *Integration scenarios and sample code*

Pricing

- ✓ \$261,000 (4 processor min)

GA

- ✓ 5/31/01

Optional

- ✓ *WS Edge Server*
- ✓ *WS Translation Server*
- ✓ *Push Server Technology*
- ✓ *1 Year Supportline*

NLS

- ✓ Group 1 and 2
IBM Content Mgr
- ✓ Group 1
Personalization
Site Analyzer
App Server
- ✓ Group 1 (4Q)
Interwoven
Portal

Platforms

- ✓ AIX
- ✓ NT/Windows 2000
- ✓ Solaris
- ✓ some products have additional platform support including Linux



IBM WebSphere User Experience

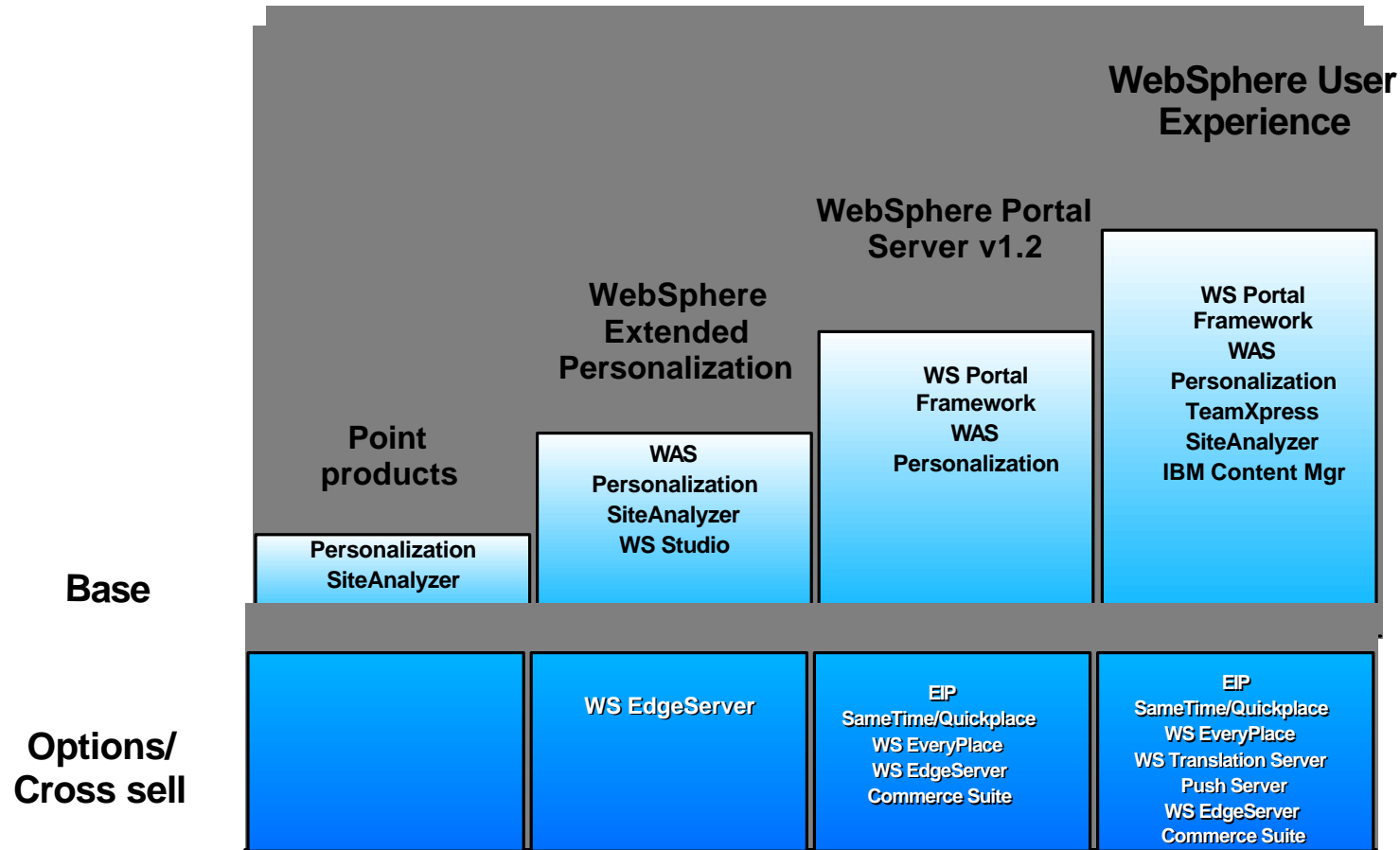
How do we sell it

▶ Sell the Vision

Key messages

- **Differentiate your e-business** by providing the best user experience
- **Lower costs** for developing and maintaining high-quality content
- **Improves** customer, partner and employee **productivity** and satisfaction
- Built on and benefits from the **WebSphere platform**

Sell the User Experience Vision



Targeted Segments and Audience

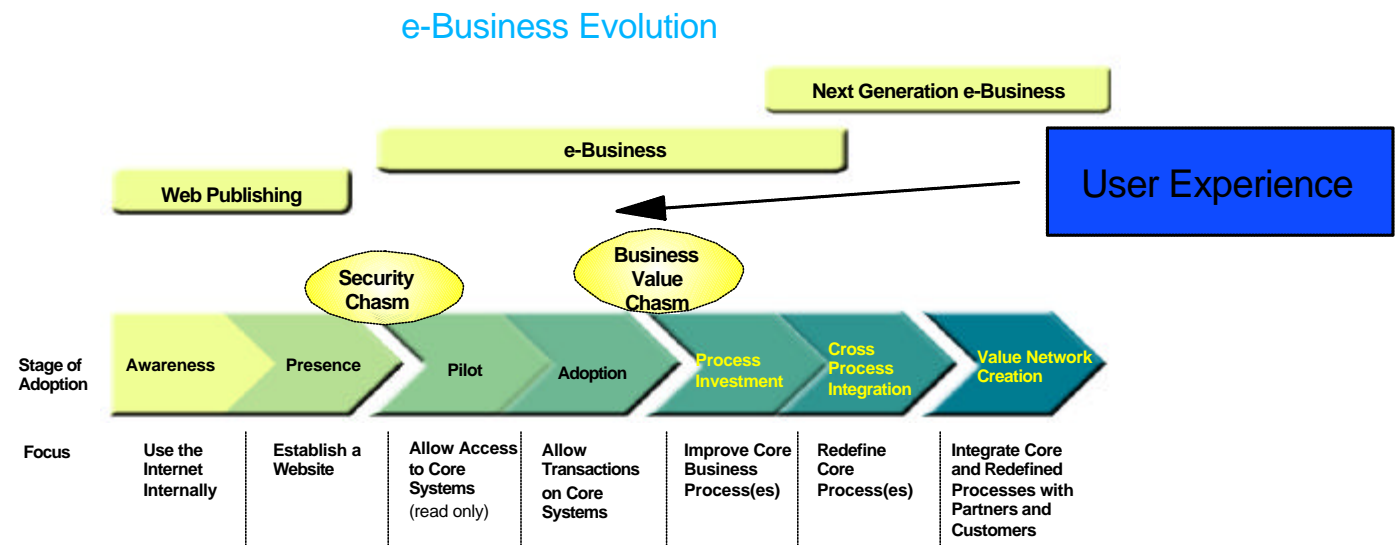
- **Segments experiencing the pain and spending**
 - ▶ Retail, BF&S, Manufacturing, Wholesale/Distribution
 - ▶ Confirmed customer appeal via conjoint study on Foundation Extensions
 - ▶ Maps directly to WebSphere industry targets identified by strategy team

- **Audience**
 - ▶ LOB Manager
 - ▶ CTO/CIO
 - ▶ Web Master

How do you know they are ready

■ State of e-Business adoption

- ▶ **Basic web site running-**
 - existing WebSphere App Server customers
- ▶ **Competition from NetGen and industry leaders**
- ▶ **Need to enhance B2C, B2B and B2E experience to differentiate themselves**

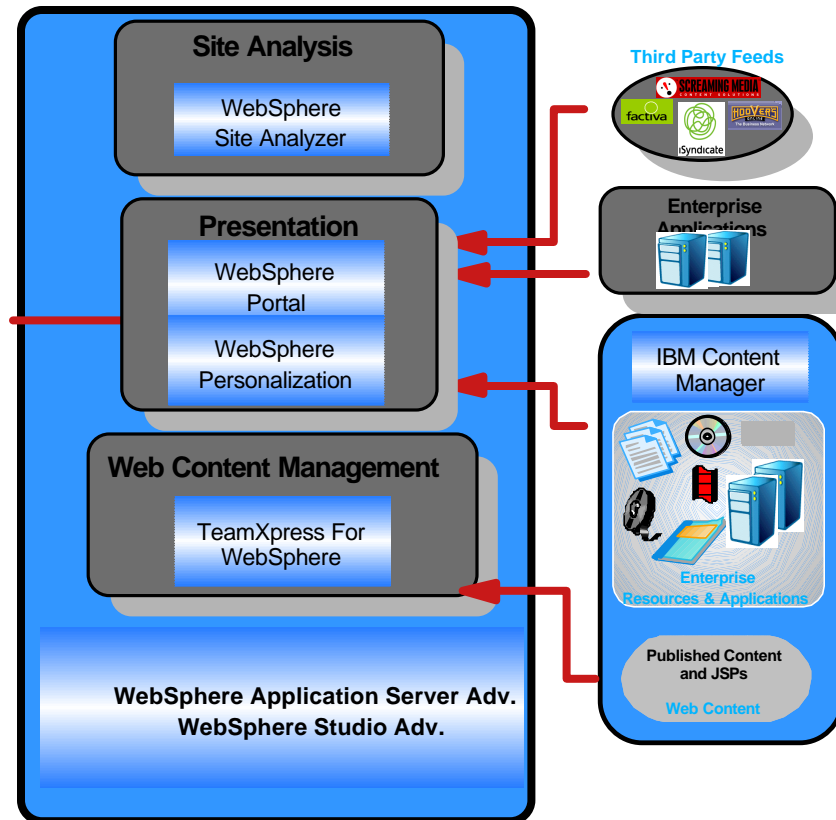


Competitive Summary

- **Challenges will come from the Tier 1 Vendors (& their Partners)**
 - ▶ **Microsoft will accelerate the rollout of .Net offerings**
 - ▶ **Oracle will focus on their Internet Application Server (9i) offerings**
 - ▶ **BEA & BroadVision have teamed up to exploit their strengths in Web App Servers (WebLogic) & eCommerce/Personalization (One-to-One)**
 - ▶ **Sun, via iPlanet, will exploit their strengths in the ISP marketplace**
- **None of these players have a focused offering in this space - we will define the market**

WebSphere User Experience Summary

An integrated solution focused on providing the best user experience



- Differentiate your e-business by providing the best user experience
- Lower costs for developing and maintaining high-quality content
- Improves customer, partner and employee productivity and satisfaction
- Built on and benefits from the WebSphere platform

WebSphere User Experience Sales Kits

- **Internal**

- ▶ w3.ibm.com/software/sales/aim

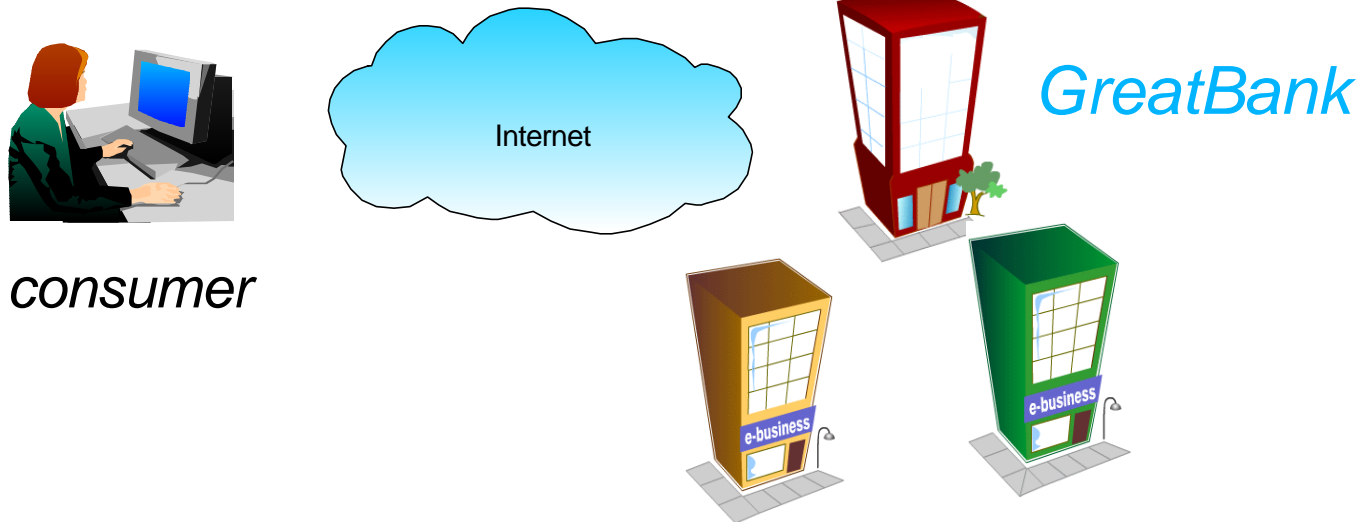
- **External**

- ▶ ibm.com/websphere/partners



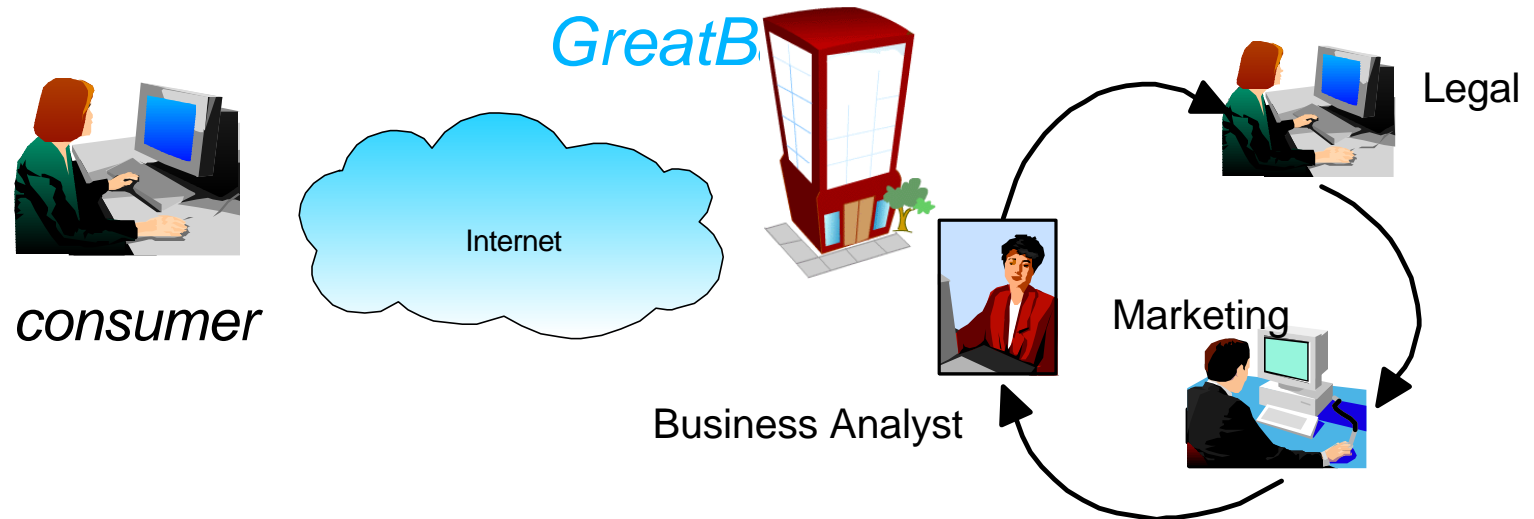
Backup Charts

Scenario 1: Differentiate your e-Business



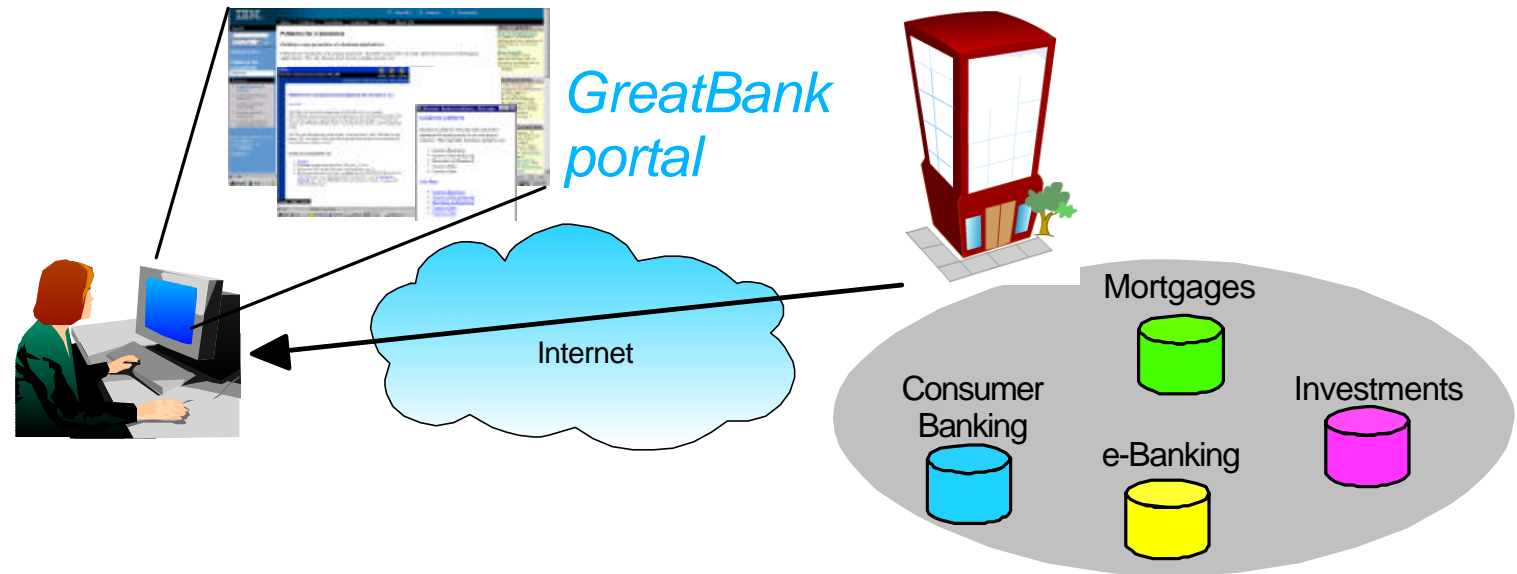
- ★ In order to simplify her banking, a busy professional compares web sites for various banks
- ★ While most banks present a common set of services via the Internet, the "Investment Analyzer" is a unique service provided by GreatBank
- ★ The Investment Analyzer service uses WebSphere Personalization technology to track account balances and suggest portfolio changes that maximize the customer's return.
- ★ **Benefit = GreatBank differentiates itself from the competition by providing a better user experience and attracts a new customer**

Scenario 2: Continuous Improvement



- ★ Since switching costs are low, GreatBank needs to continually improve the consumer's banking experience
- ★ Using WebSphere Site Analyzer, GreatBank analyzes how customers access web site content and services
- ★ This information can then be used to improve the business rules implemented by WebSphere Personalization and drive the creation of new content.
- ★ GreatBank can develop the new, high-quality content quickly by utilizing the content management system supplied with the offering
- ★ **Benefit = GreatBank retains it's customers by constantly improving the customer web experience**

Scenario 3: Increase customer loyalty



- ★ Using WebSphere Portal technology, GreatBank can become the customer's single source for their financial needs.
- ★ Through the integration with IBM Content Manager, the portal can dynamically access customers bank statements and bills from the line of business repositories.
- ★ Customer loyalty also requires the ability to reach customers when they are not viewing GreatBank's site. By utilizing push technology, GreatBank can send rich web content directly to the customer's desktop
- ★ **Benefit = Greatbank turns an infrequent customer into a frequent customer by providing a "first class" banking experience**