



e-business

EIP Teleconference

November 17, 1999





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Teleconference Agenda

- Introduction
- Significance of portals
- Announcement Details
- The IKON Portal Experience
- IBM WW Mktg. Activities
- Next Steps
- Q & A



IBM



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Alex Cabane

**Mktg. Manager for
Knowledge Mgmt Portal
Products**

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through the letters, is positioned at the bottom of the vertical sidebar.

IBM



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Leveraging Information

IBM Enterprise Information Portal
relevant information in context

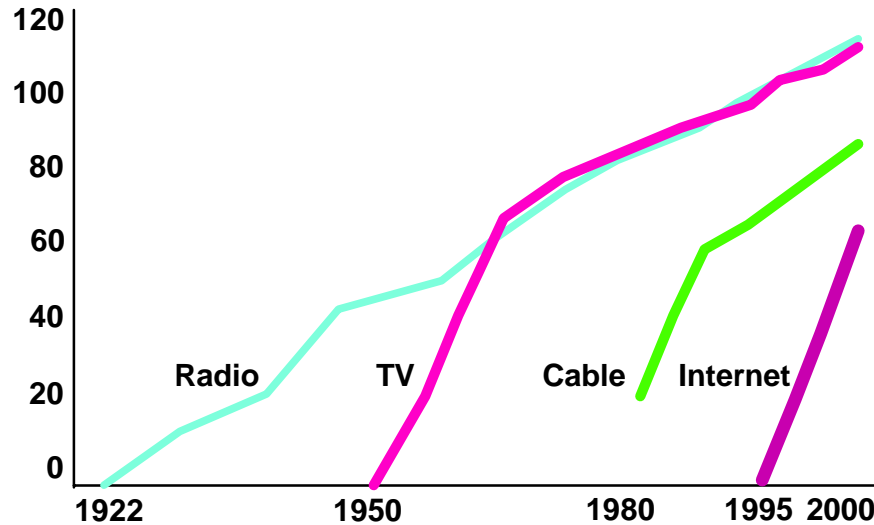


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Internet Adoption is Exploding ...

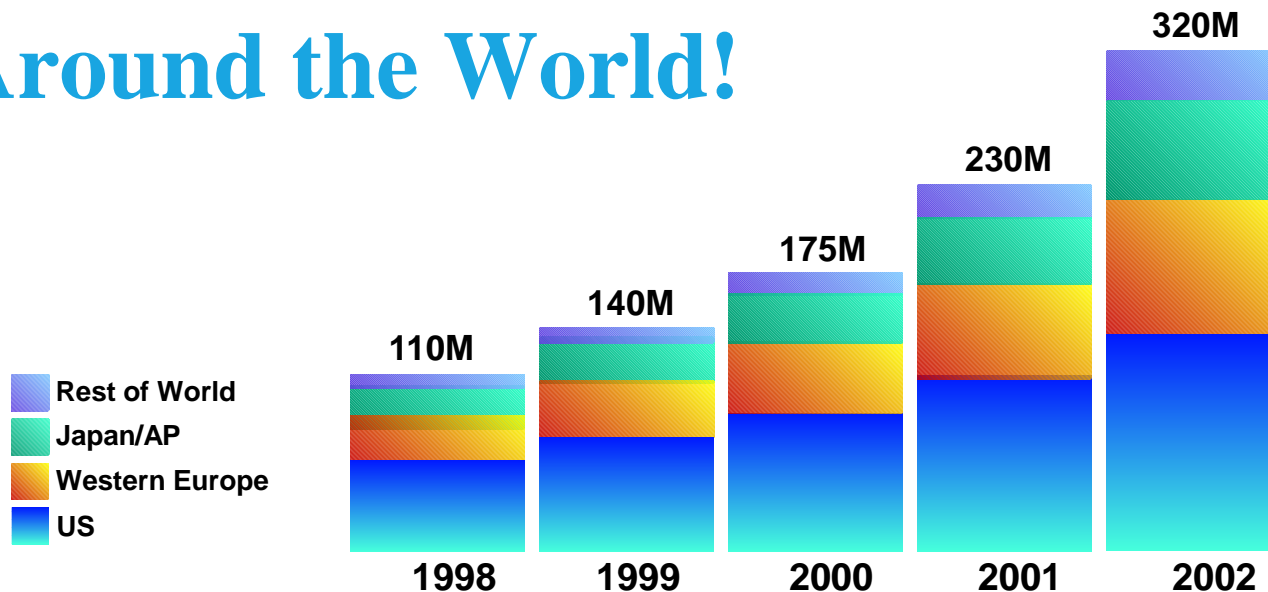


of Years to Reach
50 MM Users (USA)

Radio	38
TV	13
Cable	10
Internet	<5

Source: Morgan Stanley Research

... Around the World!

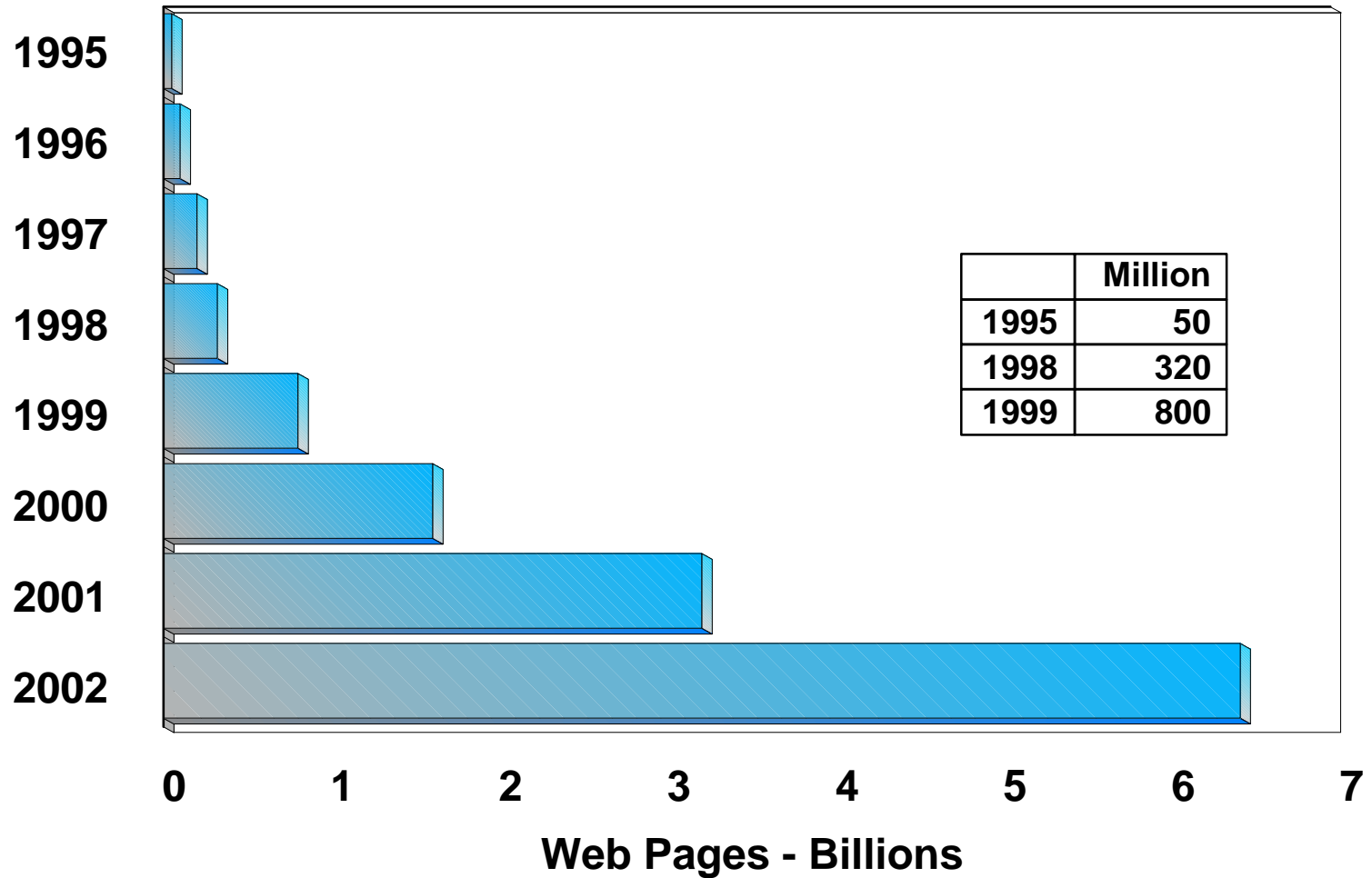


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Data is doubling every 18 months!



Recent estimates of 800 million web pages, 180 million images and only 16% (15 Terabytes) are indexed by the "best" of the Internet portal sites ...

*Source: Nature, Accessibility of Information on the Web (July 1999)
by Steve Lawrence and C. Lee Gilles of NEC Research Institute*

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How much information is there?

300 Exabytes

Analog data

20 Exabytes

Off-line

1000 Petabytes

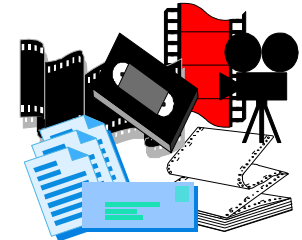
Online

100 Terabytes

Internet

15

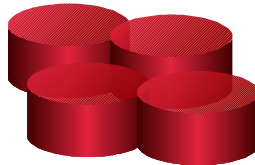
HTML



- Paper
- Film
- Videotape



- CDs
- Digital cameras
- Tape



- Disk drives
- File systems

note:
 tera- 10-12
 peta- 10-15
 exa- 10-18
 yotta- 10-21





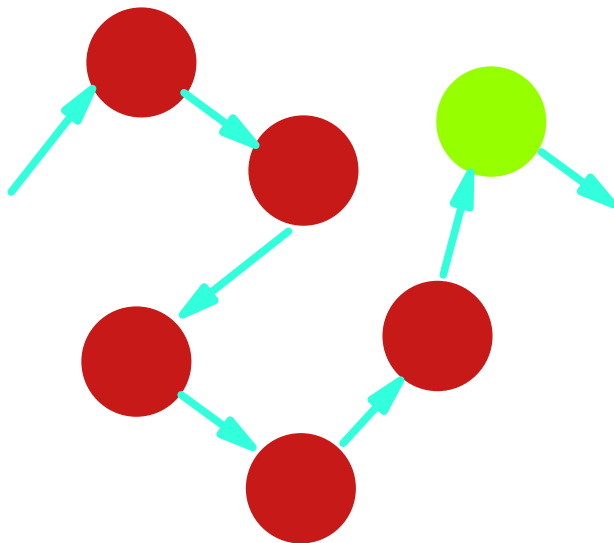
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Portal becomes an organizing principle

Definition: a *portal* is a framework that enables differing levels of functionality (e.g. content, applications) and interactivity (e.g. community) to members based on preferences and business rules. Portals provide better **"context"** around work activities and add value to existing sites thru customized connections.

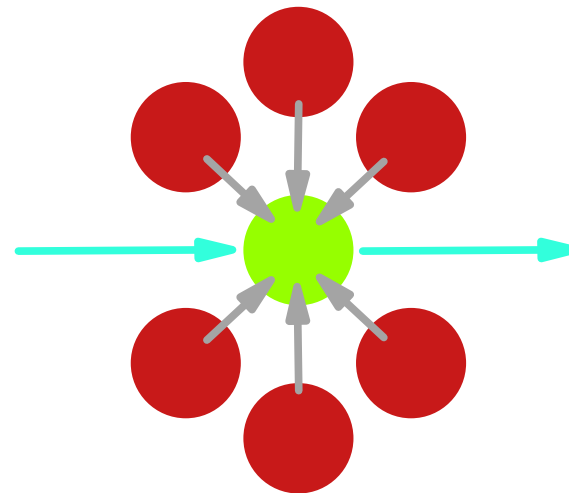
Before

you are the portal



After

the portal surfs for you



Source: META Group, Matt Cain, Vice President
Workgroup Computing Strategies, April 1999





More than a launch pad





More than a launch pad...



Integrated access to information,
applications and people in context

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More than a launch pad...

Access / search

delivering information in context regardless of type, location, platform

Categorization

cataloging information assets and understanding relationships via metadata

Collaboration

the ability to connect users of a similar interest and work together

Expertise / profiling

driving the user's experience based on a set of organizational priorities and personal behavior



Application integration

integrating information with process

Security / management

protecting assets and simplifying the user's experience with all the underlying technology

Personalization

customizing the user's experience based on their preferences

Development

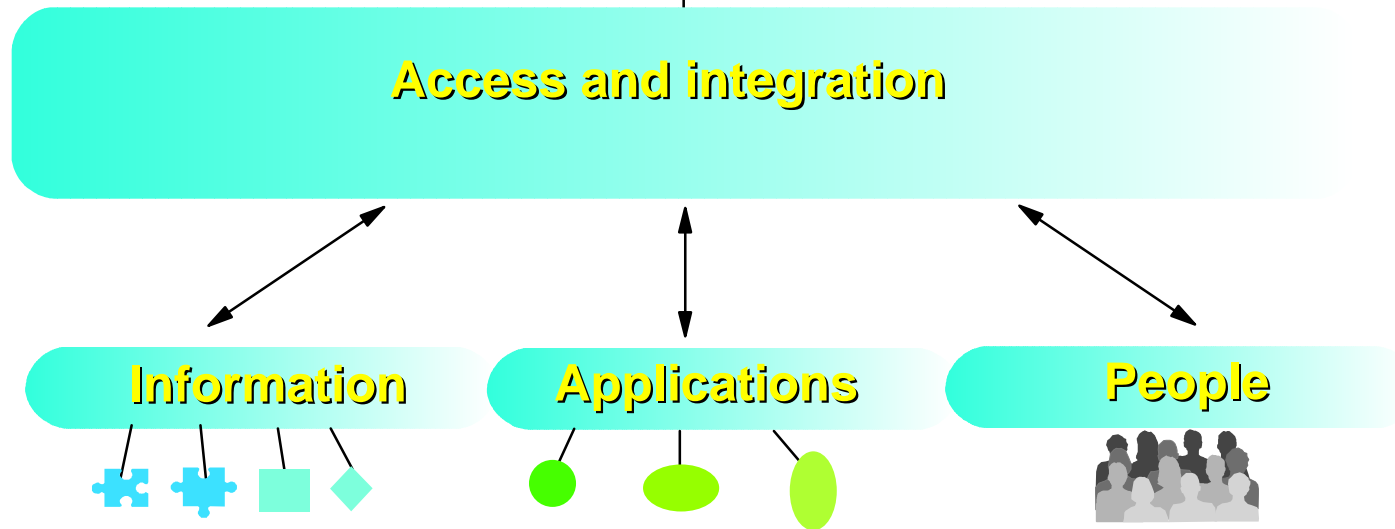
providing tools, interfaces and components for rapid development





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IBM/Lotus e-business portal strategy



Provide secure, single point of access to diverse information, business processes, and expertise regardless of location or structure...in context to a user's needs and responsibilities - leveraging all forms of information, applications and people.

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IBM/Lotus e-business portal strategy



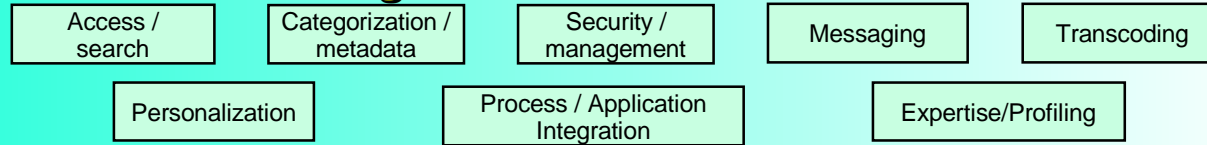
Development Services

Components	Java, C++, ActiveX, Dynamic Server Pages, LSX, Domino ServerPages
OO Classes	ServerPages

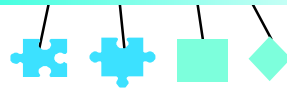
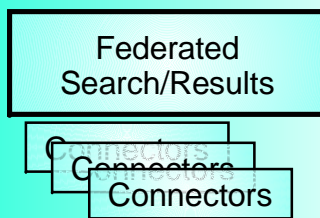
Management Services

Systems Mgmt.
Network Mgmt.

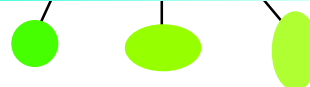
Access and integration services



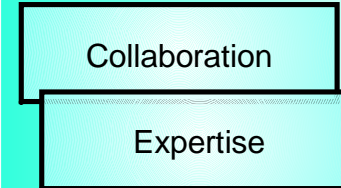
Information Services



Application Services



Collaboration Services

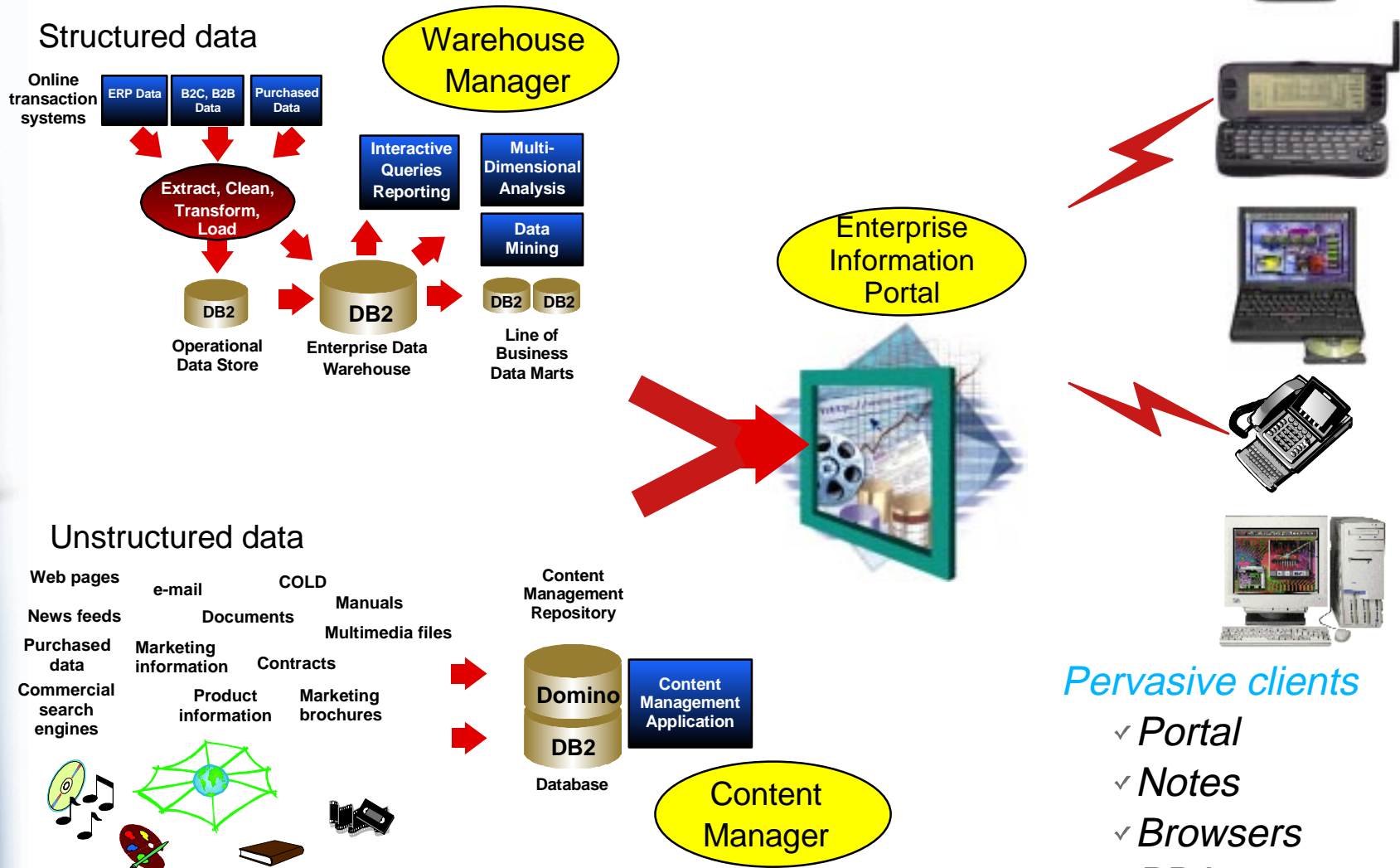


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Leveraging information



Pervasive clients

- ✓ Portal
- ✓ Notes
- ✓ Browsers
- ✓ PDAs
- ✓ ISV integrated
- ✓ ...





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IBM Enterprise Information Portal

*integrating content to provide
information in context*

Wide ranging
application
support



IBM and
partner
solutions

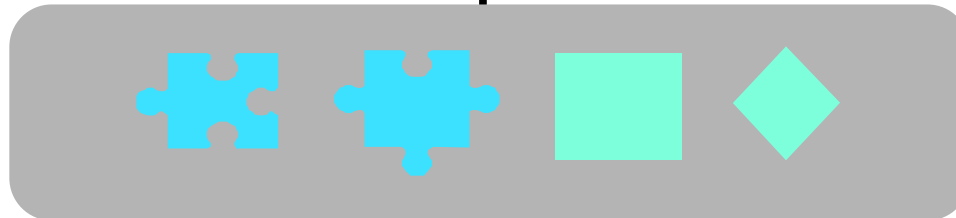
IBM & Partner
solutions

Comprehensive API set
supporting rapid,
object-based
development

IBM Enterprise Information Portal

Access and
integration

Broad range of
information feeds



Structured
and
unstructured
information
sources





BACKUP CHARTS





Enterprise Information Portal



Corporate ... [Calendar](#), [Investor Relations](#), [Philanthropy](#), [Policies](#), [Travel](#)

Directory: [Expertise Map](#), [Reporting Structure](#)

Services: [Legal](#), [Media Production](#), [Office Services](#), [Procurement](#), [Property Management](#), [Receiving](#), [Security](#), [Shipping](#)

Strategy: [Business Development](#)

Customer Support ... [Contacts](#), [Documentation](#), [Incidents](#)

Distribution ... [Channel Requests](#), [Invoices](#), [Return Authorizations](#), [Shipping](#), [Stock Reports](#)

Finance ... [Accounts Receivable](#), [Budget](#), [Expense Reports](#), [Planning](#), [Procurement](#), [Time Sheets](#)

Accounts Payable: [Check Requests](#), [Travel Advance](#)

Performance: [10K Report](#), [Analysts Assessment](#)

Human Resources ... [Announcements](#), [Education](#), [Policies and Procedures](#)

Benefits: [ESOP](#), [Medical](#), [Retirement](#)

Personnel: [Compensation](#), [Corporate Directory](#), [Employee Handbook](#), [Jobs](#), [Job Profiles](#), [Performance Review](#), [Recruitment](#)

Manufacturing ... [Inventory](#), [Management](#), [Operations](#), [Production Services](#), [Suppliers](#)

Marketing ... [Branding](#), [Collateral](#), [Competition](#), [Corporate Communications](#), [Direct Mail](#), [Events](#), [Market Research](#), [Telemarketing](#)

Public Relations: [Press Activity](#), [Press Releases](#)

Advertising: [Broadcast](#), [Campaigns](#), [Electronic](#), [Outdoor](#), [Print](#), [Production](#)

News ... [Business Announcements](#), [Top Stories](#)

Reference ... [Acronyms](#), [Business Publications](#), [Calendars](#), [Corporate Presentations](#), [Dictionaries](#), [Directories](#), [FAQ's](#), [Industry Analyst Research](#), [Industry and Trade Press](#), [Libraries](#), [Maps](#), [Patents](#), [Press Activity-Competitors](#), [Research](#), [White Pages](#), [Yellow Pages](#)

Sales ... [Account Listing](#), [Contracts & Legal](#), [Customer References](#), [Organization](#), [Performance](#), [Pricing](#), [Product Collateral](#), [Product Information](#), [Prospects](#), [Tools and Programs](#), [Training](#), [White Papers](#)



Enterprise Information Portal



My Customers

edit _ X

[Background](#), [Financials](#), [News](#), [Events](#), [Stock](#), [Analysis](#), [Alerts](#)

Company

Account Activities

Team

Lucent

■ Interested in purchasing Portal product

■ [Alex Cabanes](#)



Organization

■ Attended IBM Customer Briefing

■ [Teresa Whittle](#)



Financials

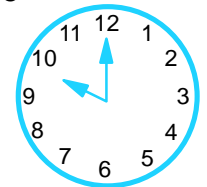
■ Currently participating in beta program.

■ [Griff Weber](#)

My Calendar

edit _ X

8:00 am Call product development team
 9:00 am Conference Call re: Lucent
 1:00 p.m. Call sales team
 2:00 p.m. Meeting to review product plans
 3:00 p.m. Finalize press release
 4:00 p.m.



My IBM

edit _ X

[Background](#), [Financials](#), [News](#), [Events](#), [Stock](#)
[Products: Hardware, Software, Services](#)
[Support: Travel, People Finder, Facilities, Forms](#)
[Sites: Maps & Directions, Weather](#)

Stock Quote

NYSE: IBM

Current Price

\$116.25

Change

+4 1/4

High - Low

116.25 - 112.00

My Competition

edit _ X

[Background](#), [Financials](#), [News](#), [Events](#), [Stock](#), [Analysis](#), [Alerts](#)

Company

Stock

News

COMPAQ

\$23.25

Reuters: Industry Tries To Create E-Biz Buzz Like IBM's (May 28, 1999)



Organization

Reuters: Abovenet buys Compaq Internet network facility (May 24, 1999)



Financials

Reuters: Compaq , Fujian revamp venture (May 21, 1999)



Event Schedule

Today's forecast

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[Boston, MA](#)

73°...77°F



Mild and cloudy

[San Jose, CA](#)

67°...81°F



Warm and sunny

Context-Sensitive Knowledge?



Enterprise Information Portal



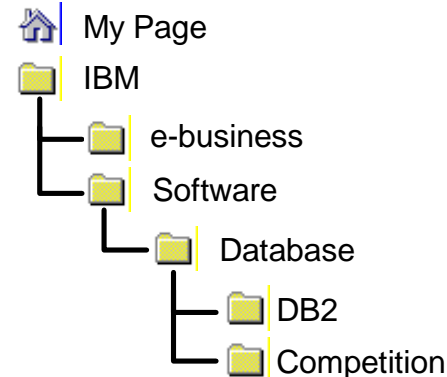
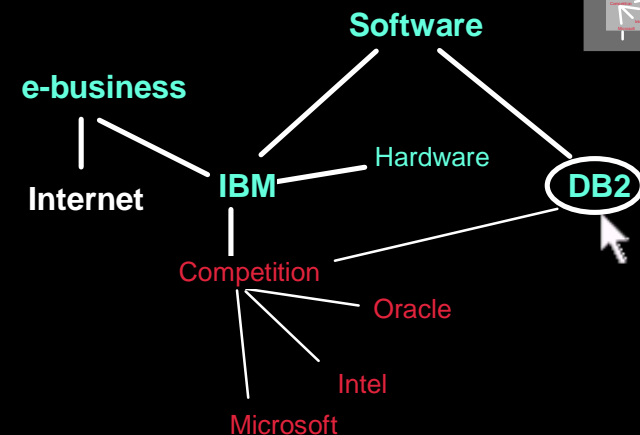
Industry Tries To Create E-Biz Buzz Like IBM's

SAN FRANCISCO - For years now, [IBM](#) has been telling its story for all who would listen: The one-time mainframe computer giant is now the [Internet](#)-friendliest company on the planet.

"[IBM](#) is setting the agenda in the computer business for the first time in years -- taking back some of that role from [Microsoft](#) and [Intel](#)," said David Card of Jupiter Communications Corp. "They are creating the terminology of [e-business](#) and becoming synonymous with all the things business can do electronically."

"The [e-business](#) campaign from [IBM](#) has been terrific," concedes [Oracle](#) marketing vice president, Mark Jarvis. "They have successfully created a category that the industry has been able to deliver on."

Map





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IBM Enterprise Information Portal- at a glance

- **Federated access to wide ranging information sources**
 - ▶ single point of access and integrated results
 - ▶ content repositories
 - EDM Suite and DB2 Digital Library sources
 - OnDemand
 - Image Plus
 - Domino.Doc
 - VideoCharger
 - Notes (beta)
 - ▶ Web search engines (beta)
- **Information in context**
 - ▶ personalization filters and security
 - ▶ relevance ranking
- **Fast, easy development via comprehensive API set**
 - ▶ portal application development in days not months
 - ▶ comprehensive set of objects and services
 - Visual and non-visual components, class libraries
 - ▶ multiple languages / programming models
 - Java, Java Beans, C++, ActiveX, LSX...
 - ▶ visual development with popular tools - e.g. VisualAge for Java...
- **Generally available November 30, 1999, worldwide**
 - ▶ Windows NT
 - ▶ simplified pricing
 - unlimited users and information sources





Hewitt Associates

e-business

Vision:

Improve client services and optimize internal efficiency leveraging the web

Solution:

Provide business clients and employees with direct access to relevant information via portals

Value:

- Prompt, consistent and accurate client assistance
- Improved customer satisfaction
- Improved productivity
- Rapid, easily managed deployment

www.hewitt.com



Products:

- IBM Enterprise Information Portal
- EDMSuite VisualInfo
- DB2 Universal Database

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News summary

- **Unified e-business portal strategy from IBM/Lotus**
 - ▶ Integrating information, applications, people
 - ▶ Leveraging IBM/Lotus technology
 - ▶ Embracing industry standards
- **The IBM Enterprise Information Portal**
 - ▶ Foundation to provide integrated information in context for portal solutions
 - ▶ Generally available on 11/30/99
- **Services offerings for portal solutions**
 - ▶ 5 offerings - consulting to implementation
 - ▶ Fast implementations, high quality, low risk
- **Lotus "Raven" leverages EIP**
 - ▶ Expanding Lotus collaborative experience
 - ▶ Knowledge management portal
- **EIP business partner support**
 - ▶ 16+ partners
 - ▶ IBM training, marketing support, technical support



IBM



e-business

Jerry Jones

**Worldwide Content
Management Sales Support**



IBM



e-business

Scott Goodhew

(IKON)

