

Lotusphere and InformationOnDemand Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

Project Northstar : A Roadmap to Exceptional Web Experiences

Simon Lee

Regional Executive, Portal & Social Solutions

IBM Software Group, ASEAN



Two years ago



Now

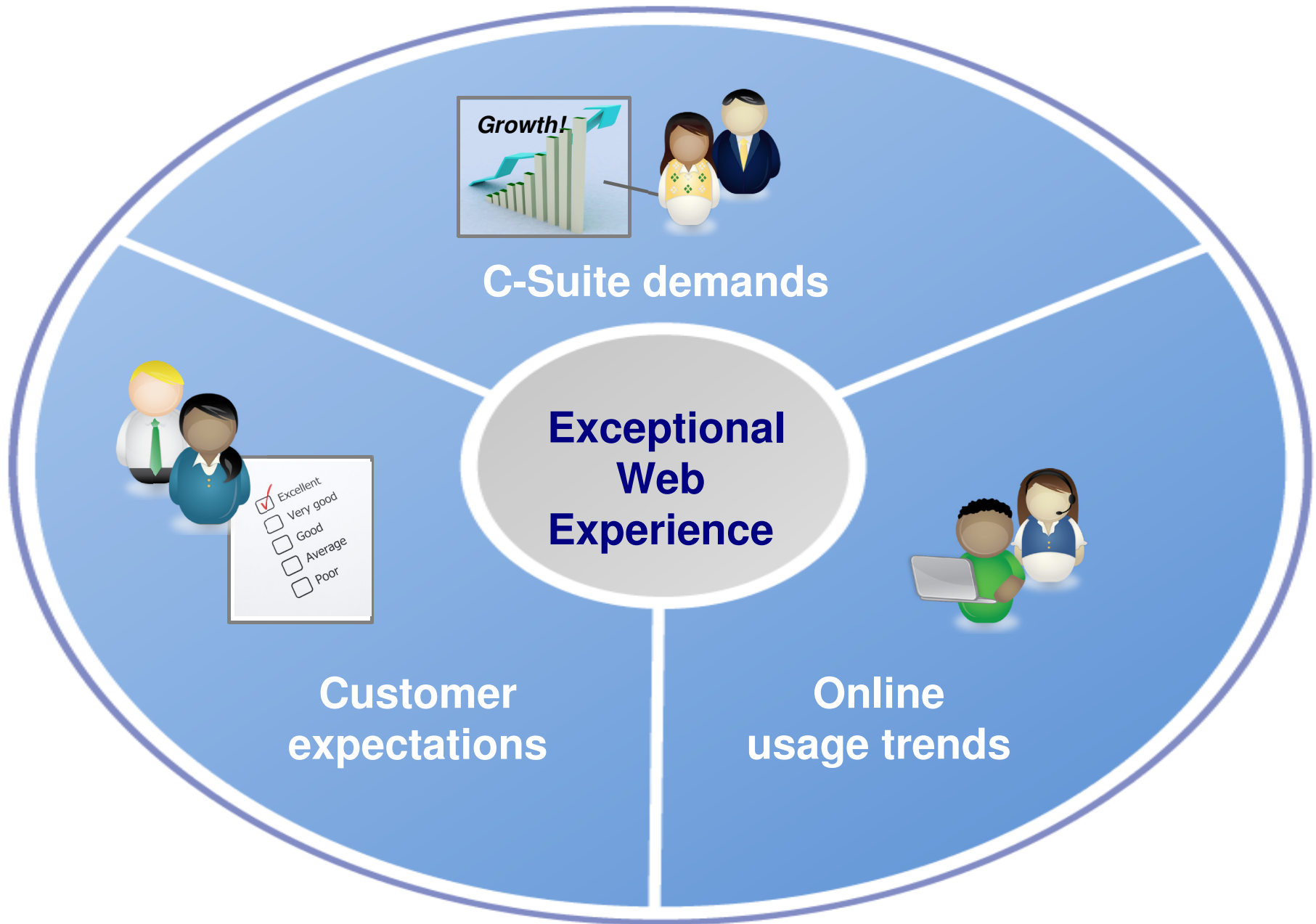




The emergence of the...
*Exceptional
Web Experience*
... as a strategic priority

Now







C-Suite Demands

“Return to Growth” is a top priority...

Gartner (2010 Gartner CEO and Business Executive Survey)*

*“In 2009, CEOs initially placed cost cutting at the top of their priorities to cope with the sudden and severe recession. In 2010, the focus for **71% of business leaders** is a return to revenue growth.”*

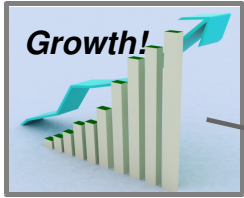
Frost & Sullivan / BusinessWeek (2009 Frost & Sullivan CEO Survey)

*“Top line revenue growth remains the **number one priority** for CEOs across the world.”*

CMO Council (Marketing Outlook 2010)

*“CMOs report their top priorities are... grow or retain market share, **drive top-line growth**, and better define the brand and its value proposition”*

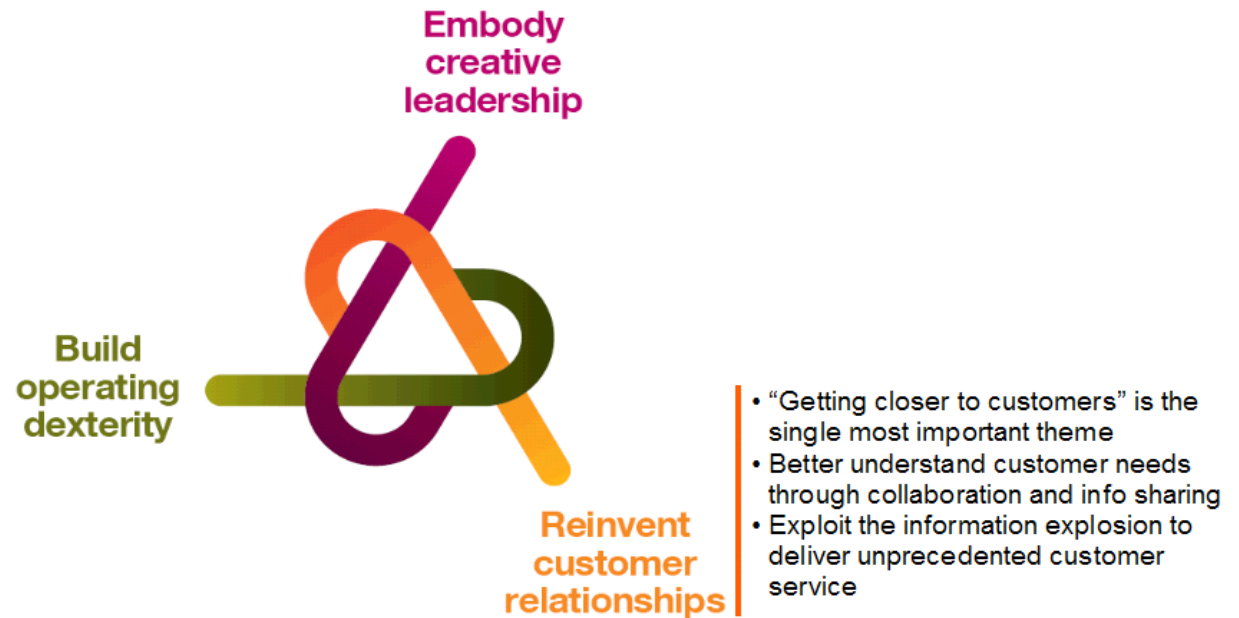




C-Suite Demands

2010 IBM Global CEO Study

High-performing companies differentiate themselves in three ways...





C-Suite Demands

2010 IBM Global CEO Study

How do you reinvent customer relationships?

Recommendations

- **Honor your customers above all else:** Unprecedented level of focus, heightened customer exposure for every employee, measure what customers value.
- **Use two-way collaboration to sync with customers:** Make customers part of your team, solicit customer wants, co-innovate and interact with customers in new ways, deliver true process transparency.
- **Profit from the information explosion:** Tap the value of limitless data, use analytics to translate data into insight into action that creates business results, share information freely to build trust and improve customer relationships.

Tough questions to consider

- How will you engage customers in new ways that increase interest and loyalty to generate new demand and revenue sources?
- How can you involve customers more effectively and directly in product and service development?
- Can you hear the voice of your customers through the vast amount of data? Can you understand and act upon the information?

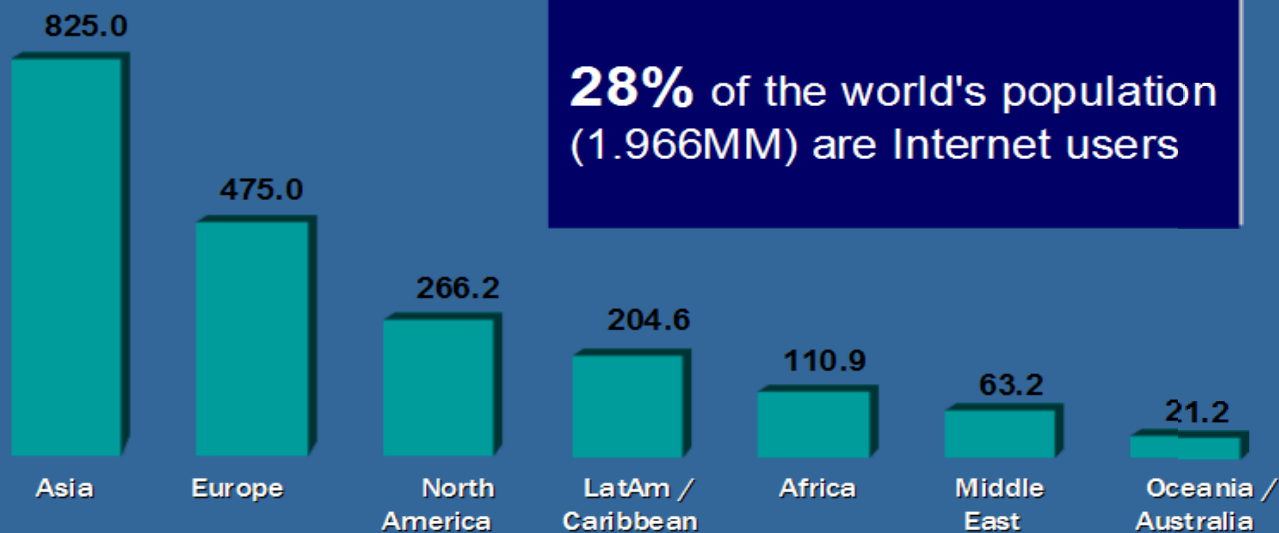


Online Usage Trends

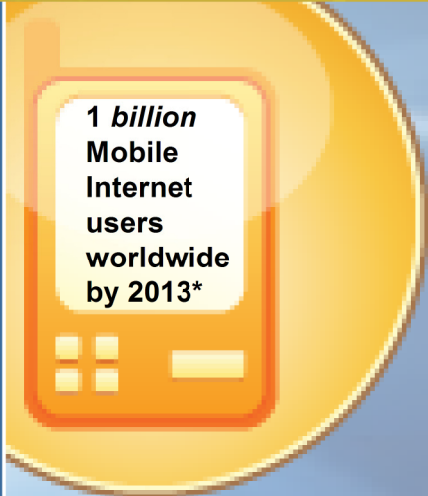
44 million tablets forecast to ship in 2011*

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

Internet Users Worldwide
by Geographic Regions (MM)



28% of the world's population (1.966MM) are Internet users



As of June 30, 2010

Source: www.internetworldstats.com

*Source: IDC

Global, Mobile, rapidly changing



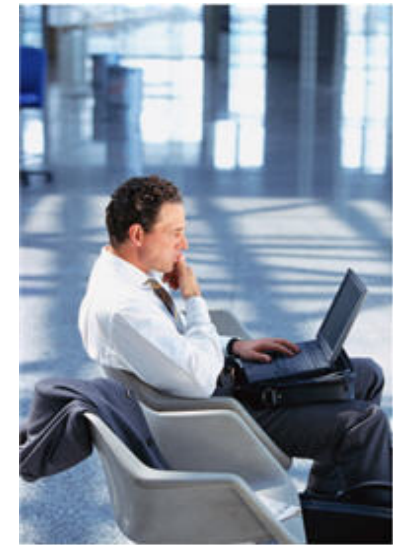


Customer Expectations

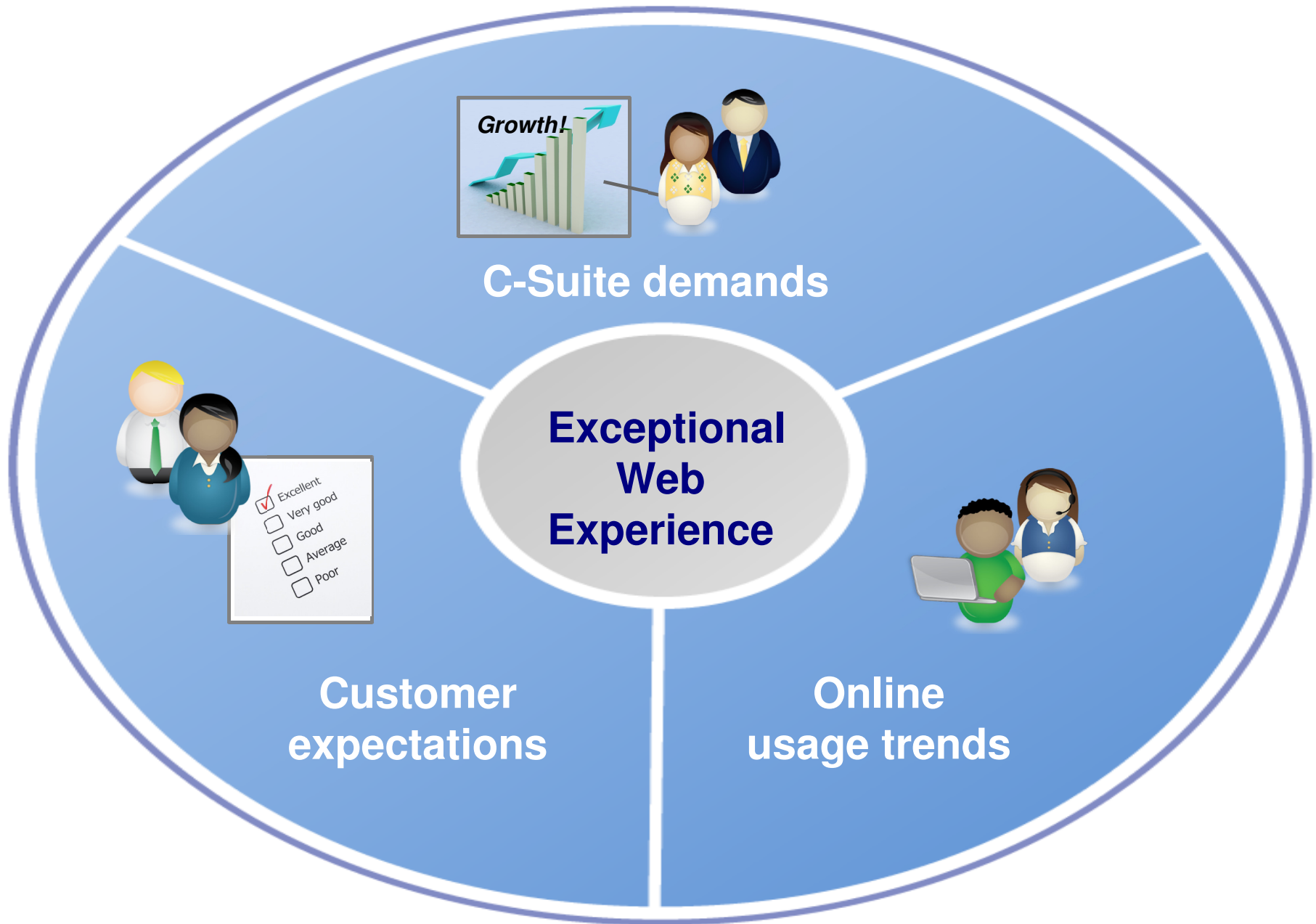
Relevant & personalized to individual needs

Engaging -- memorable, compelling, moments of truth

Portable -- consistent experiences when & where needed



Trustworthy: Delivered with reliability, security, consistency





What should enterprises demand from an ***Exceptional Web Experience*** to deliver the business results they need?

Delights
customers

Creates
sustainable
differentiation

Leverages
investments

Adapts to new
opportunities



Delivers



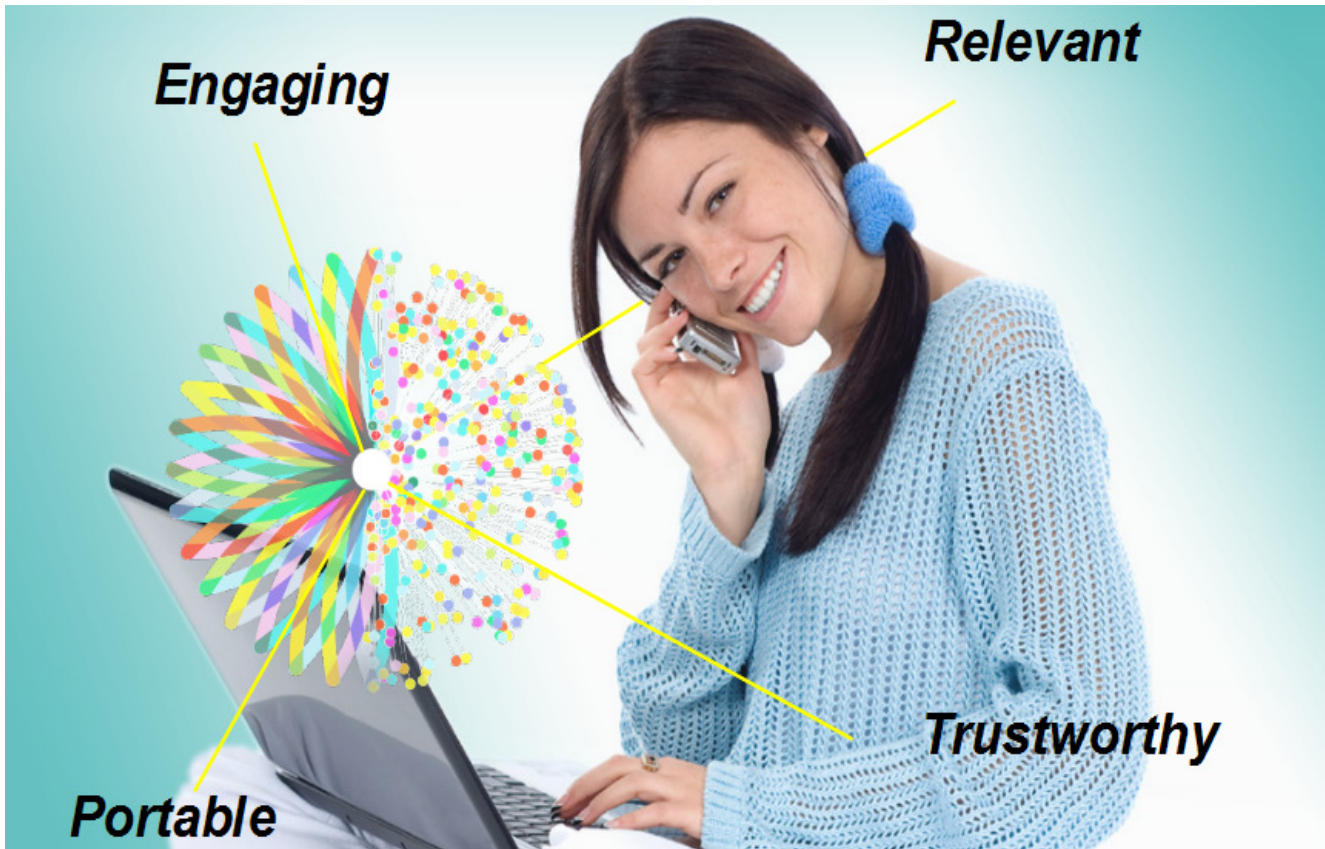
Delights
customers

“Creating a Web presence that draws customers in because it is engaging, responsive, reliable, and intuitive to their needs will be a strong business differentiator.”

With Exceptional Web Experiences That Are...

Balance Form & Function: *Visual Appeal + Ease of Use Equally Important*

People Are Everywhere: *Explosion of Mobile Means A Moving Target!*



Know Your Intended Audience: *Deliver Precisely What They Need/Want*

Turn Customers Into Advocates: *Ensure A Reliable, Secure Experience*

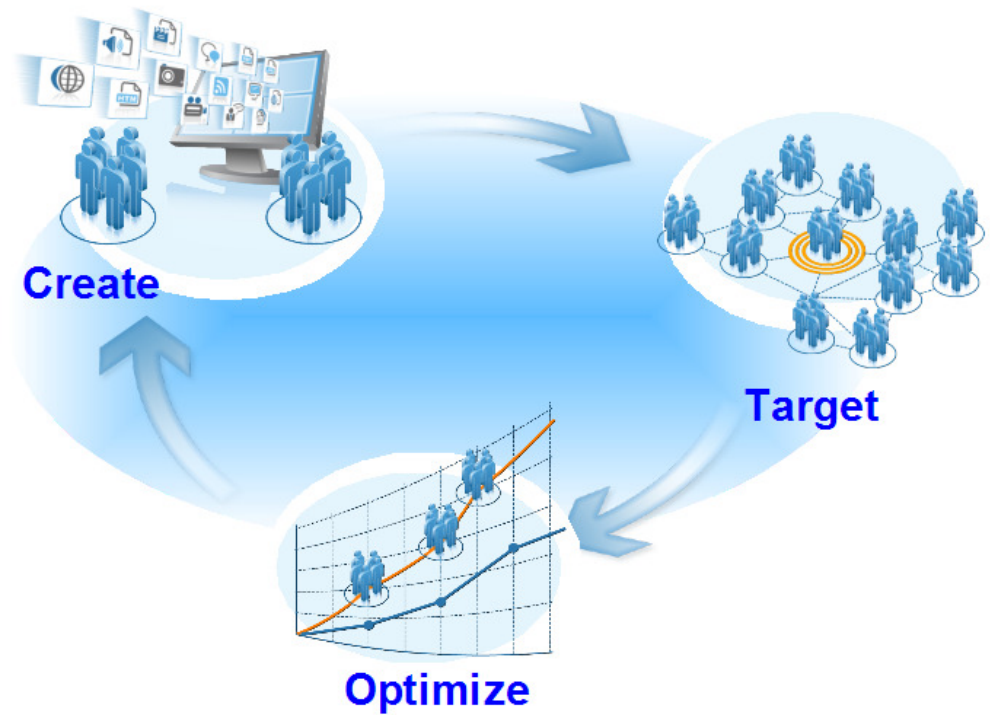


Adapts to new opportunities

Marketing & business tooling

Fast time-to-market

Measure & optimize, don't fire & forget





Creates
sustainable
differentiation

How do you turn the temporary competitive advantage you get from a site launch into sustainable differentiation?



Key: Marketing / IT Alignment

Ability to differentiate using compelling and unique experiences

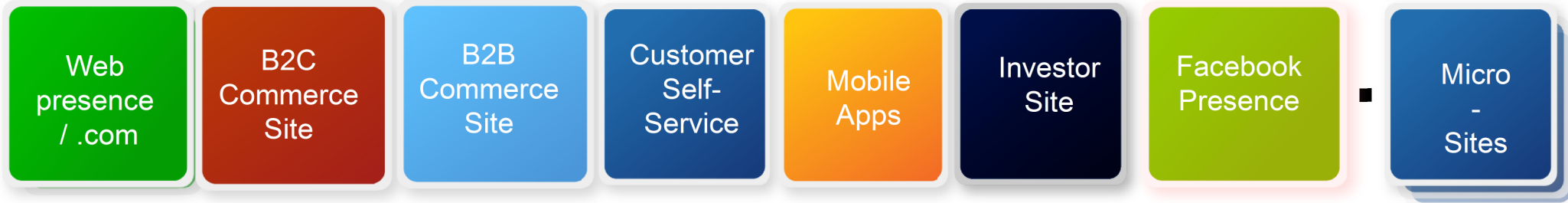
Combined with open, scalable, extensible technologies that can be sustained over time



Leverages
investments

Enterprises have deep business value in existing investments waiting to be unlocked

Web Properties



Information & Process Assets





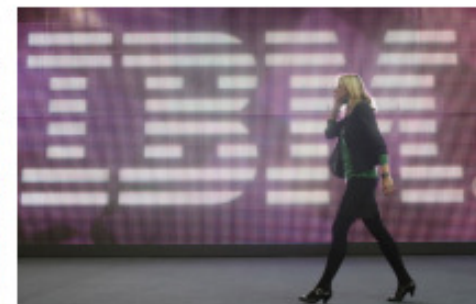
Delivers

Scale when you need it

- *Customers, typical & peak*
- *Web properties*
- *Languages*
- *Content*

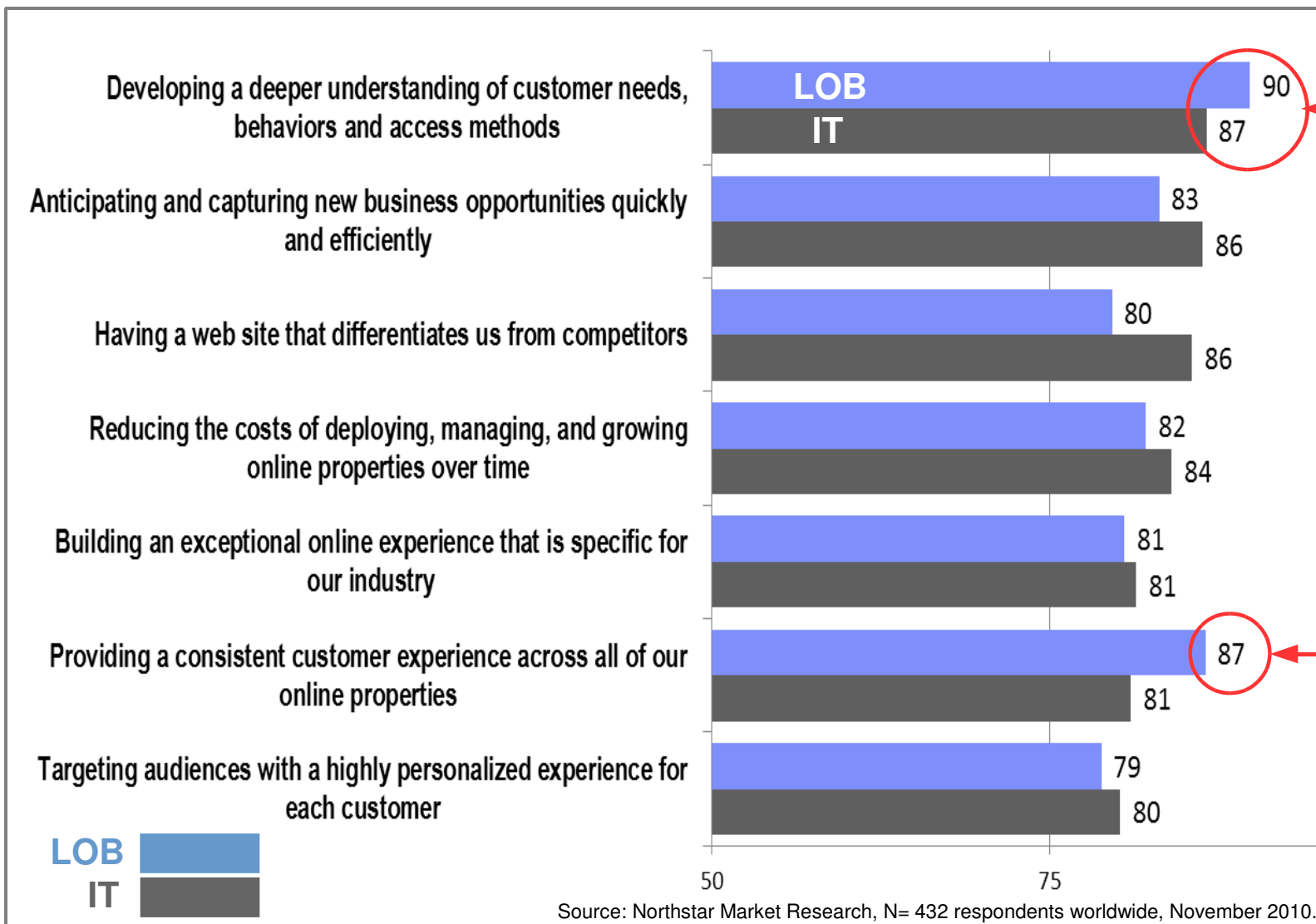
Wrap around customers

- *Traditional web*
- *Rich internet applications*
- *Mobile channels*
- *External social properties*
- *Kiosks, set-top boxes, digital signage, point-of-sale devices, etc.*





Line-of-Business and IT Lockstep: *Understanding Customer Needs is Paramount**



LOB and IT Rated Highest

LOB also ranks "consistent customer experience" high

Source: Northstar Market Research, N= 432 respondents worldwide, November 2010.

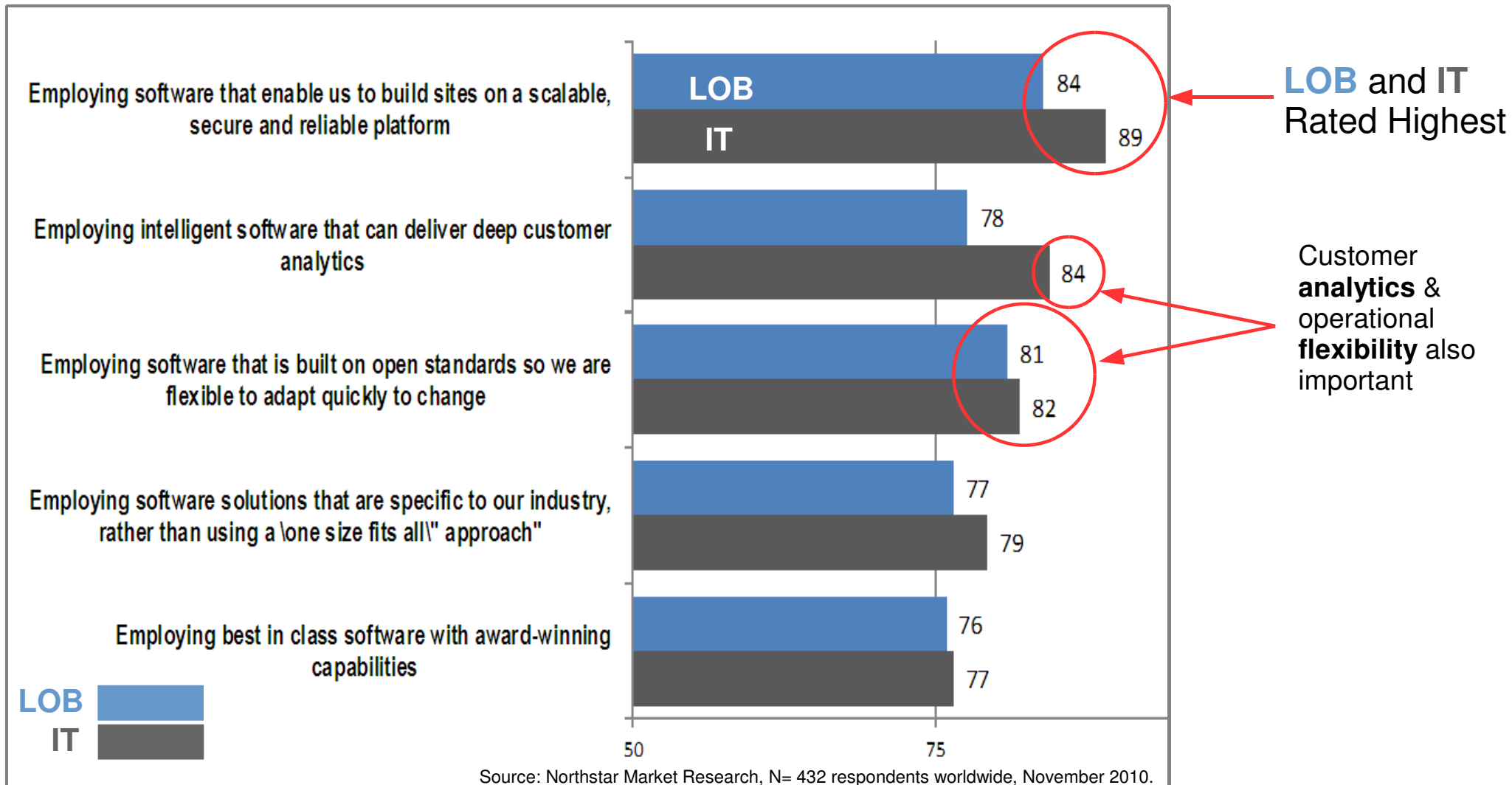
*When asked to rate a range of value propositions of a comprehensive Web experience solution may deliver (% Extremely or Very Important)





Line-of-Business and IT Agree:

*Web Experience Scalability, Analytics, Flexibility Important**



*When asked to rate a range of value propositions important in a comprehensive Web experience investment (% Extremely or Very Important)

Lotusphere and InformationOnDemand Come to You

Exceptional Web Experiences Can Deliver...

200%
higher

visit-to-order
conversion rate

16.6%
more

recommendations
by customers
for products and
services

30%
higher rating

of self service web
over Help Desk

75%
faster

time to roll out new
customer applications

14.1%
repeat purchase

interest by customers

*Based on IBM client engagements



How Do You Stand Out?

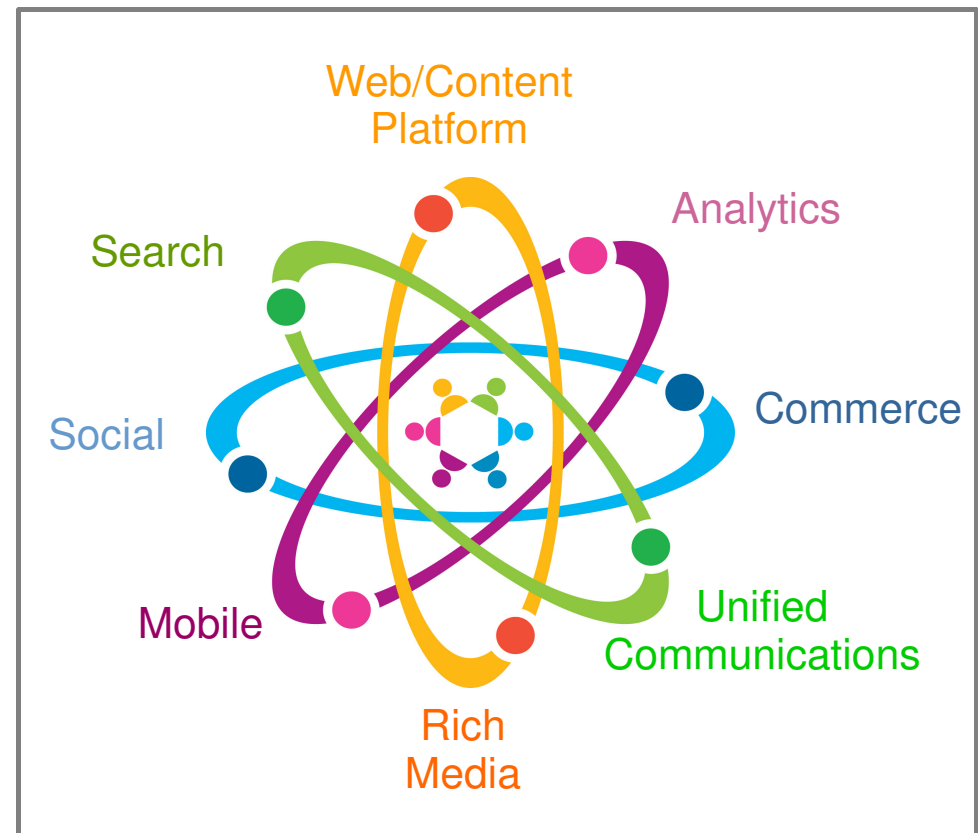




IBM Project Northstar

Leading the way in exceptional customer experiences

- *Vision about the “art of the possible” for engaging Customers on the web*
- *Multi-year IBM strategy to deliver the capabilities for our customer to excel at customer-facing experiences*
- *Guide for IBM investment focus both organic and inorganic investments*
- *Nimble to continually absorb and simplify emerging advances to help customers differentiate sites*



People are at the center of an exceptional experience; Capabilities are employed as necessary to help achieve experiences that meet/exceed the expectations of the intended user(s)



IBM Project Northstar is targeted to most strongly appeal to the roles within an organization that *sponsor and/or operate customer-facing Web properties*

CSO	CCO	CMO	Business Unit Executive	Office of ...
Customer Support	Channel sites for Agents	Company web presence, Demand Generation, On-line Sales	Customer Services (Business Owner)	Citizen Communications and transactions ...etc
Optimizing Self Service	Growing channel share and loyalty	Brand, \$, and single view of Customer	On-line Banking, Patient Portal etc.	Ease tax filings Emergency readiness Education advancement Food safety



IBM Project Northstar Offerings

Services and Support

Industry Solutions and Templates

IBM Value-added Modules

Partner Value-added Modules

IBM Customer Experience Suite



Solution focus

Services and Support

IBM Business Partners	Global Technology Services	Global Business Services	IBM Lab Software Services	Enterprise Software Support
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Industry Solutions and Templates

Government	Healthcare	Banking	Retail	Insurance	Industrial	Telco	Travel + Transportation
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IBM Value-added Modules

Commerce	Forms	Mobile (multi-channel server)
Predictive Analytics	Web Analytics	Business Intelligence

Partner Value-added Modules

Digital Asset Management	Web Analytics	Mobile
Enterprise Marketing Mgt	Immersive Viewing	CRM

IBM Customer Experience Suite

Web Content	Portal	Social	Personalization	Marketing Tools	Search
Analytics-enabled	Instant Messaging	Mobile (high end)	Rich Media	Mashups	Rich Internet App Tooling



IBM Customer Experience Suite



Create Dynamic, Engaging Web Experiences that Wow Customers



Target the Right Experience to the Right User via the Right Channel at the Right Time



Improve Customer Loyalty by Enabling Users to **Socialize**



Optimize the Experience to Maximize Results



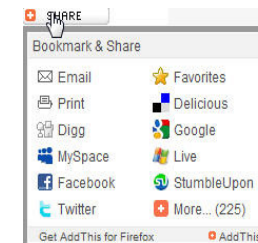
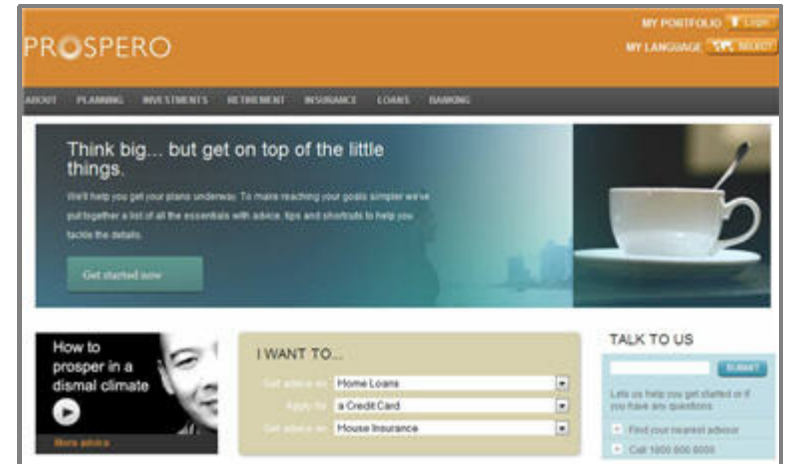
Realize Business Goals



Reach Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



Integrate Across Heterogenous Systems to Deliver New Value





Create Dynamic, Engaging Web Experiences that Wow Your Customers



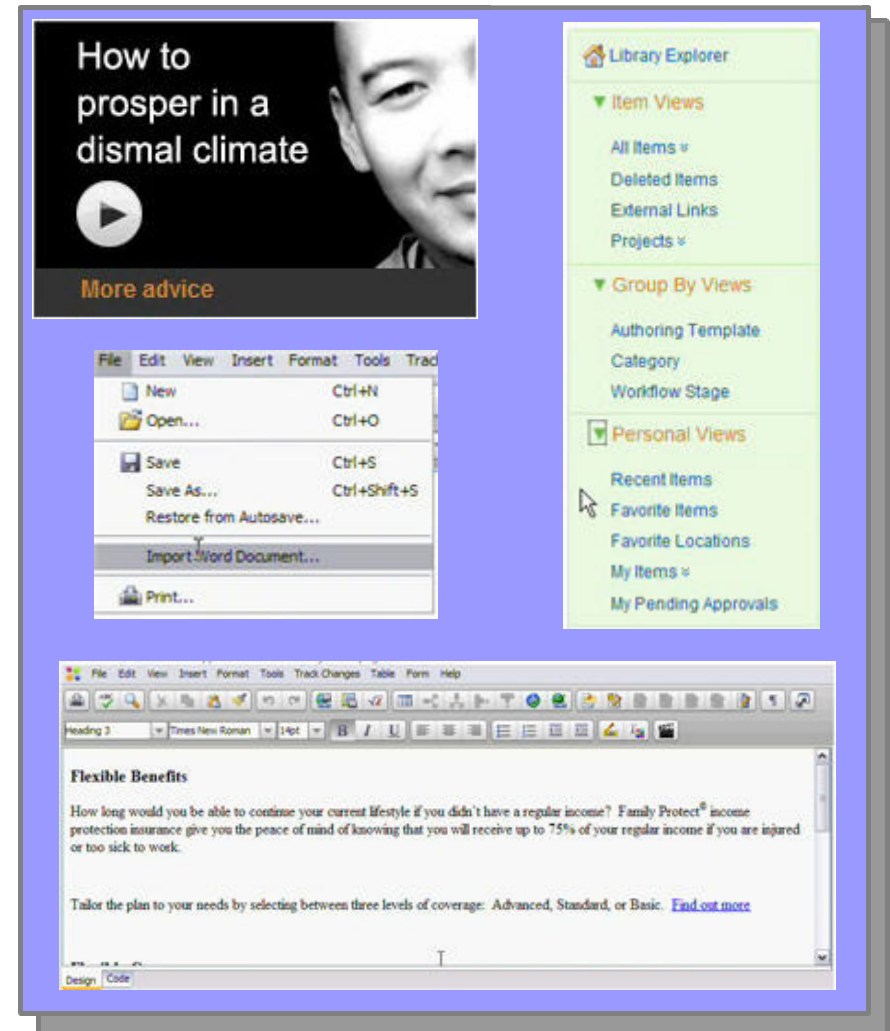
- **Increase responsiveness** by empowering business owners to manage the creation & delivery of dynamic web content, entirely new websites or micro-sites, mashups, rich media & documents.

- **Leverage existing skillsets and familiar tools** to control the web sites' look & feel (e.g, Dreamweaver) or create content (Microsoft Word, Lotus Symphony).

- **Improve site consistency, quality, and accuracy** with a configurable workflow capability.

- **Reduce the cost of web operations** with a robust tools for easing site management.

- **Speed time to market** with a rich set of pre-built templates (e.g., news, events, jobs offers FAQs, training announcements, etc.)





Target the Right Experience to the Right User via the Right Channel at the Right Time



- **Deliver highly personalized, memorable experiences** that adapt to a user's preferences, behaviors, location, relationships, device, sentiment, or even time of day.
- **Enhance cross-sell and up-sell** by providing tailored **recommendations** based on users' similarity to like-minded folks.
- **Keep online experiences dynamic and relevant** by leveraging **campaign** management tools to drive automated, personalized email and web campaigns
- **Increase customer engagement** by allowing users to tailor their own web experiences through drag and drop.
- **Appeal to a global audience** by delivering globalized and localized sites.

Personalized Experiences Drive Big Business Benefits:

- Personalization can increase conversion rates by 70% <http://searchenginewatch.com/3634419>
- “The majority of marketers who have implemented strategic personalized marketing techniques have seen decidedly greater success over traditional mass marketing approaches” *CMO Council*
- 66% of shoppers report purchasing additional products based on merchant recommendations at least once in a while, with 21% doing so most or all of the time. *Emarketing and Commerce*



Improve Customer Loyalty by Enabling Users to Socialize



- **Support conversations and information sharing** with and between users with capabilities such as wikis, blogs, forums, communities, ratings, commenting, tagging, shared bookmarks & files, and activities for organizing work & ideas.
- **Allow users to find the right people** based upon their profile: expertise, projects, responsibilities, and interests.
- **Enable customers to get problems resolved quickly** with click-to-chat functions.
- **Improve SEO and brand awareness** by syndicating content across the web, into other online properties, such as Facebook.

The screenshot displays a web interface with several key components:

- Article Snippet:** Features a profile picture of a man, the title "HOW MUCH IS ENOUGH?", a five-star rating, and a short text preview about insurance. It includes tags for "Advice", a creation date of "Feb 27, 2010" by "Frank Adams", and a "Comments" link.
- Share Menu:** A dropdown menu titled "SHARE" and "Bookmark & Share" listing various sharing options: Email, Print, Digg, MySpace, Facebook, Twitter, Favorites, Delicious, Google, Live, StumbleUpon, and a "More... (225)" option.
- Community Section:** A "News from our Community" section with a "Join our Community" button. It features a profile picture and a snippet from "Charles Bounar" about insurance.
- Related Experts:** A grid of small profile pictures under the heading "RELATED EXPERTS".
- Chat Function:** A "Chat with an Investment Rep" section featuring a profile picture of "Anna Bauer" and buttons for "Start Chat" and "Call Me".



Optimize the Customer Experience to Maximize Results



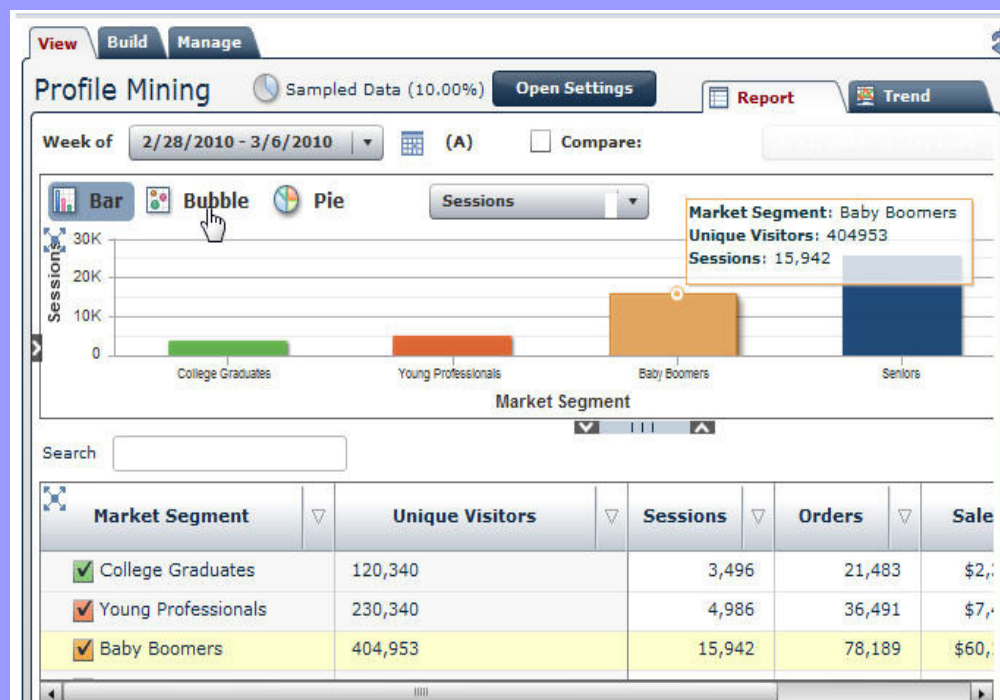
Leverage analytics to:

- Improve user engagement by measuring and then fine tuning the customer experience
- Intelligently manage your marketing resources
- Make better decisions faster

Experience Suite supports:

- Out-of-the-box integration to the leading analytic providers: Coremetrics, WebTrends, Unica, & Omniture
- A/B + multi-variate tools
- Ability to create sites optimized for search engines

Gain deeper business insights with Coremetrics:



PROTECTING INVESTMENTS AGAINST LOSS

Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. 4.2%

Tags: Advice

Created on Feb 27, 2010 by Heather Reeds

1.3% ents

2.5% E



Realize Your Business Goals



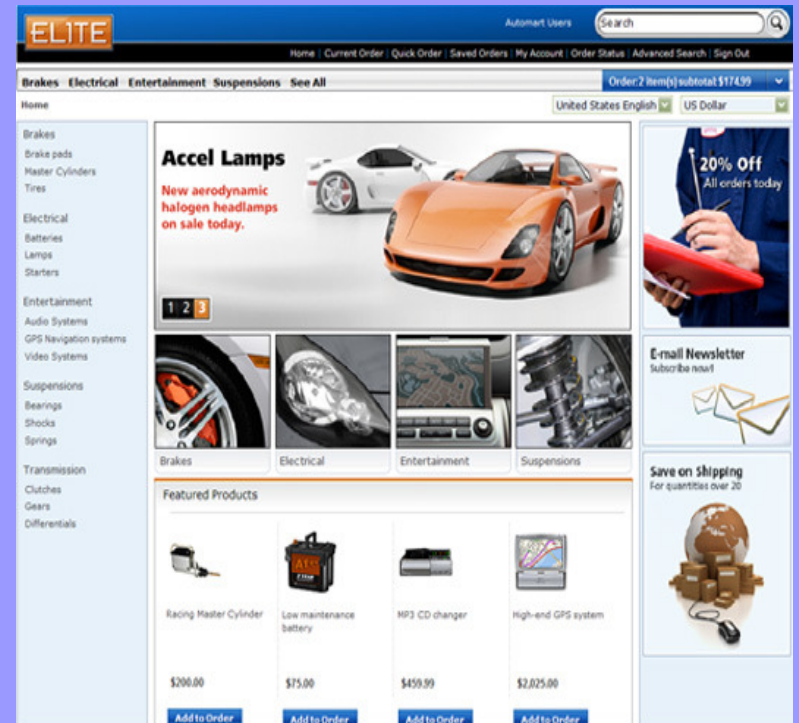
With Experience Suite, you can:

- **Improve self-service** by leveraging robust tooling and integration capabilities to deliver rich, intuitive web applications that support business transactions.
- **Scale to meet the demands** of new campaigns, events, & announcements.
- **Capture new leads** by easily publishing dynamic, compelling offers and content.
- And much more!

Enhance results with value-added features:

- **Further improve efficiency & reduce costs** by automating paper-based processes with Lotus Forms.
- **Improve profits** by converting visitors into buyers with seamless integration of WebSphere Commerce functions such as product catalog and shopping cart

Leverage WebSphere Commerce to deliver a tailored shopping experience:

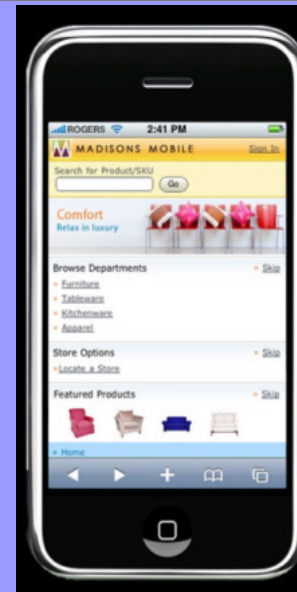




Reach Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



- Utilize built-in support for **client detection** to return the appropriate pages and content depending upon the device
- **Leverage one common theme** to deliver content through the browser to desktop + mobile
- **Leverage out-of-the-box tooling** to create a single application that can support both smartphones and full-sized desktop browsers.
- Add on: Use the Mobile Module to **dynamically adapt content** to the unique display characteristics of over 7,000 different mobile device types, including smartphones



Support mobile shopping through WebSphere Commerce

Out-of-the-box mobile support included for social capabilities.





Integrate Across Heterogenous Systems to Deliver New Value



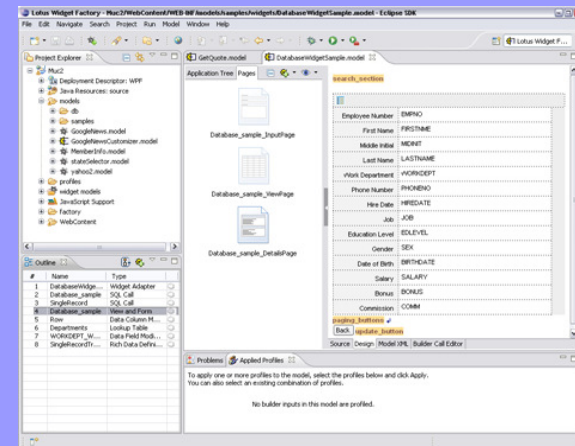
- **Deliver more personalized, relevant web experiences** by leveraging out-of-the-box connectors and restful services to integrate with data sources such as SAP, Excel, Siebel, Facebook, twitter, YouTube, databases, web services, widgets, portlets, analytics systems, and much more.

- **Aggregate disparate systems into a seamless, cohesive experience** by utilizing the built-in mashup and portal framework.

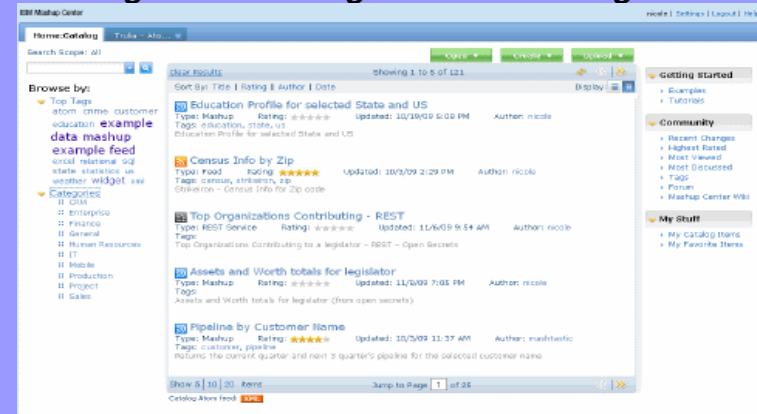
- **Facilitate sharing** of components (feeds, widgets, pages) **and speed time to market** with a social catalog.

- **Encourage reuse** by turning content and information into standards-based feeds and web services.

Speed integrations through no-code, visual tooling



Encourage reuse through a social catalog





2010 New Releases

Exceptional Web Experience Advancements

- **IBM Customer Experience Suite**
 - Exceptional customer-facing online experiences
- **IBM WebSphere® Portal, IBM Web Content Manager, WebSphere Portlet Factory 7.0**
 - Further converged Portal and Web content management
 - Socially-infused web experiences
 - TCO and virtualization excellence
- **IBM Mobile Portal Accelerator 7.0**
 - New platforms, samples, and component tooling
- **IBM Forms 4.0 with Workflow**
 - Scalable Web 2.0 experiences with built-in routing
- **Templates**
 - Portal NOW in 16 languages
 - Mobile and eBanking
 - Retail Vendor Onboarding
- **IBM Dashboard Accelerator 6.15**
 - Featuring iLOG® jViews
- **IBM Mashup Center 3.0**
 - Open Social gadgets, Portal client side aggregation
- **IBM Learning Accelerator**
 - New Saba portlets



2011 Exceptional Web Experience Focus





Tapping Social Communities in Context

Managing social networking integration into web properties or Portal applications

Social collaboration in the context of a portal application

- Growing Catalog of Lotus® Connections Integration Portlets
- Controllable access via portal profiling
- Built with WebSphere Portlet Factory, includes customizable builder code
- Supports read / write ATOM feeds using Connections REST APIs
- Dynamically filtered
- Features
 - *Activities*
 - *Blogs*
 - *Bookmarks*
 - *Tag Clouds*
 - *Profiles, networks*
 - *Wikis*
 - *Doc libraries*

The screenshot displays a WebSphere Portal interface with several portlets. At the top, there's a navigation bar with 'Home', 'Search Center', and 'Tag Center'. Below it, a 'Connections 3.0 Portlets' section shows a user profile for Thomas Schaeck. A 'Community at OFN' portlet displays a list of blog entries with titles like 'College Savings: Didn't save enough? A low interest loan may help.' and 'Home Buying: Nervous Nellies (and Neds)'. A 'Tag Cloud' portlet shows a list of tags such as 'home_buying', 'retirement_planning', and 'college_savings'. A 'Blogs' portlet shows a list of blog entries with titles like 'Home Buying: Ways to make your mortgage closing easier'. A 'Tag Cloud' portlet shows a list of tags such as 'home_buying', 'retirement_planning', 'college_savings', 'closing_costs', 'fees', 'tax_break', 'special_offer', and 'as cloud | list'. A 'Personal Advisor' portlet is visible at the bottom left.

Configure Profile, see network contacts, accept pending invitations

In context communities, blogs, wikis or activities

Tag Clouds filter entries through inter-portlet communication

Content Teasers launch Connections portlets with content filtered by configured tag





Mobile Options

Extend & Deliver Exceptional Experiences on Virtually Any Device

CUSTOMER NEED

- ...mobile Web applications or content for **virtually any mobile device** browser



7,500 + Devices

SOLUTION



IBM Mobile Portal Accelerator

- ...extend a Web experience to mobile devices for specific smart phone browsers



Portal Mobile Webkit Themes

- Available today for iPhone
- Coming soon for Android, Blackberry, iPad
- Works with your favorite development tools!

- ..rapidly develop & deploy **web & hybrid** mobile applications that have a native smart phone look and feel
- ..write once, run on many devices - *Browsers and Smartphones, Tablets, Kiosks, even Web TV*




WebSphere Portlet Factory + Portal Mobile Webkit Themes
Q1 2011 Beta Preview



Analytics Support Available Today

▪ Active, Client-Initiated Site Analytics

- Out of the box instrumentation of data collection tags to capture user profile and behavior information
- 17 Tags for web analytics reporting
 - Any page rendering action in the browser: portal pages, portlets, Web content, Site searches, user entry and exit points, referral URLs
- Customizable - administrators can modify or turn on the insertion of appropriate scripts onto pages, portlets, or Web content

- 
- Who is coming to my site?
 - How did they find it?
 - What are they doing?
 - What did they search for? Did they find it?
 - What are the most popular areas?
 - What are the most popular topics/content?
 - What if I try this image vs that image? Do more people click on it?
 - What if I pick content with Rule B instead of Rule A?
 - Are they using the benefits tool?

▪ Server Side Analytics

- Users requesting pages, incl. contained Portlets
- Session activities (login, logout, timed out, login failed)
- Page management (creating, updating, deleting a page)
- User Management actions (creating, updating, deleting users and groups)



webtrends

OMNITURE

Business Driven

Jump-Start Templates
Speed Time-to-Value

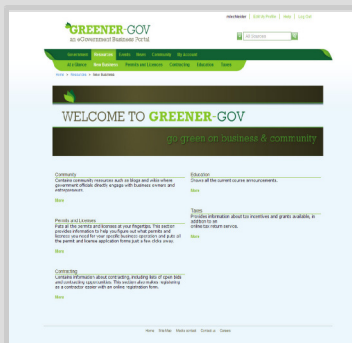
- **Extensible, Configurable Software Templates**
 - Software to accelerate solution construction for specific business needs
 - Prebuilt collaboration components, Portal sites and structure commonly used in a target industries
 - Code that customers or partners can easily modify and customize
- **Built-in Best Practices**
 - To help IT speed deployment and reduce the cost of portal-based business solutions
 - Solve recurring user needs in a best practice way
- Showcase for successful interaction patterns **spanning the Lotus collaboration portfolio**

Healthcare Patient Portal



Portal, WCM

Government Self Service



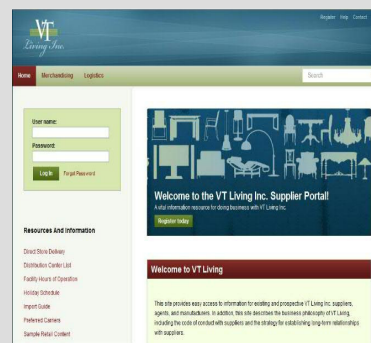
Portal, WCM, Forms

Online Banking



Portal, WCM, Connections, ST

Retail Vendor Portal



Portal, WCM, Forms, ST

Insurance Agency Portal



Portal, WCM, Forms, Connections, ST, Dashboards

Product Pre-Requisites

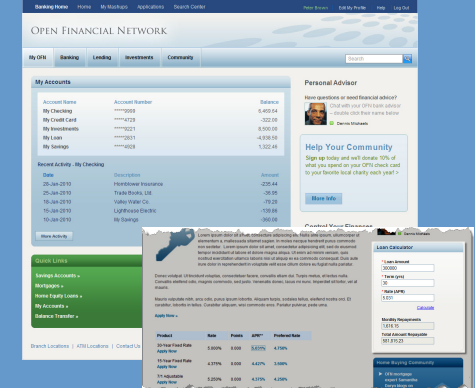
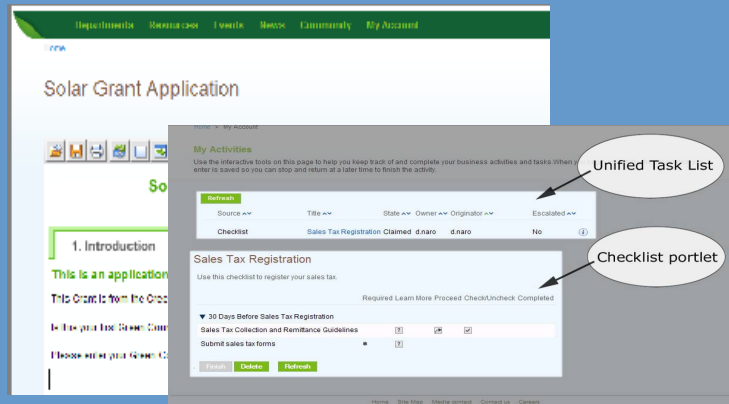
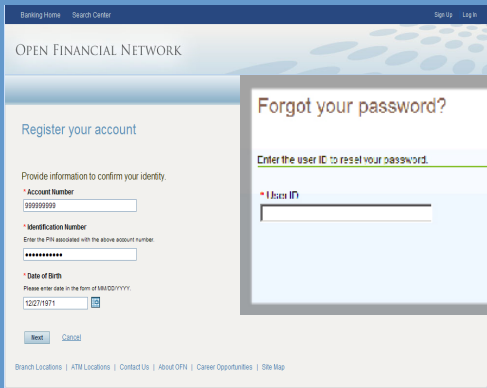
Web Experience Integration Modules

Customizable Source Files for Common Integration Scenarios

Business Driven

- Available as component downloads from Greenhouse catalog

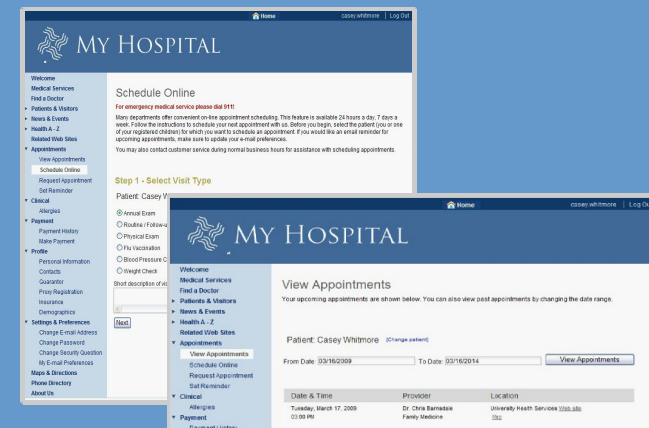
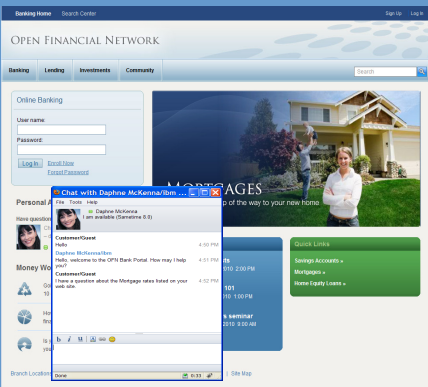
http://www-10.lotus.com/idd/portalwiki.nsf/dx/Reusable_assets_and_resources_for_WebSphere_Portal



Account Registration and Self Care Models provide a presentation layer where portal users create, modify, or delete data in the user registry.

Unified Task and Check Lists Aggregate tasks from multiple systems into a single UI. Users can complete to advance workflows or launch an inline eform

eBanking Portlets Customizable transaction and simulator portlets for a range of e-banking services for both web and mobile devices



Live Chat
Portlet featuring ST chat integration

Web Content Template Catalog
A quick start for creating dynamic Web content when creating portal sites.

Appointment Scheduling



**Business
Driven**

Portal & WCM NOW

*Software Asset and Deployment Method Delivering
Production Intranets and Websites in Just Weeks*

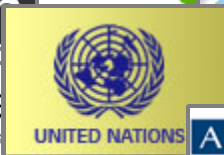
What are the “NOW” Assets?

- Reusable, customizable **Portal** and **WCM software templates**
 - Easily configurable to fit many customer use cases for a rich content portal
 - WebSphere Portal structure with Web 2.0 themes
 - Pre-configured WCM with support for rich text editing
 - Ready to use services, application or web links, feeds, ST contacts, documents, people finder, Google gadgets
- A proven, **predictable deployment methodology** speeds time to production



New News

- **New version 3.0** software asset
 - Turnkey interoperability with **Industry Templates** and **WebSphere Portal 7.0**
 - Helps customers consume solutions at their rate and pace – start small and grow
- New **WCM NOW** template – for customers who want an interactive website but lack skills to manage and deploy





Exceptional Web Experiences Recognized



Lufthansa – Customer Site 2010 WEBAWARD - Web Marketing Association (Best Airline Website)

RBC Royal Bank – Online Banking Site 2010 Surviscor's Online Banking scorCard (Winner)

Brocade Communications – B2B Site 2010 WEBAWARD - Web Marketing Association (B2B & Technology Standard of Excellence)

US Tennis Association – US Open Site 2010 Webby Award Nominee – Event Site (Finalist)

Saudi Shoura Council – eGovernance Portal 2009 Best Website for Parliaments (Winner)

Duke University Health System – Patient Portal 2008 Healthcare Informatics Innovator (Finalist)

HSBC Bank Brazil – Employee Portal 2009 Intranet Design Award, Nelson Norman Group (Recipient)

US Army Publishing Directorate – Army Action Tracking System 2009 Army Knowledge Management Award (Winner)

City of Gothenburg – Citizen Portal 2009 GT Newspaper Achievement Award (Recognized)

Los Angeles County – Municipal Portal 2009 National Association of Counties Achievement Award (Winner)

Bharti Airtel – Mobile Portal 2008 Strategy Analytics Wireless Media Lab (Best Portal)

Miami-Dade County – Housing Central Portal 2007 Digital Government Achievement Award (Winner)

Boston Medical Center – Patient Site 2010 WEBAWARD - Web Marketing Association (Outstanding Website)

International Enterprise Singapore – G2B Site 2010 WEBAWARD - Web Marketing Association (Government Standard of Excellence)

Tyco International – B2B Site 2010 WEBAWARD - Web Marketing Association (B2B Standard of Excellence)

Finnair – Customer Site 2010 WEBAWARD - Web Marketing Association (Airline Standard of Excellence)

Cars.com – Customer Site 2010 WEBAWARD - Web Marketing Association (Automobile Standard of Excellence)

IBM – developerWorks 2010 Forrester Groundswell Award – Forrester Research (Winner: B2B division)

IBM – developerWorks 2010 US SMB Social Media Marketing Award – AMI-Partners (Winner: Community Development award)

U.S. Nuclear Regulatory Commission – Electronic Information Exchange 2009 Excellence.Gov Award (Finalist)

Spatial Information eXchange Portal 2008 Delivering the plan – Business (NSW Premier's Gold Award)

State of Missouri – Emergency Response Information System Portal 2008 Computerworld Honors (Laureate)

City of Helsinki – Citizen Portal 2007 UN Report: Digital Governance in Municipalities (#1 in Europe)



Lotusphere and InformationOnDemand Come to You Exceptional Web Experiences Deliver Better Business Outcomes



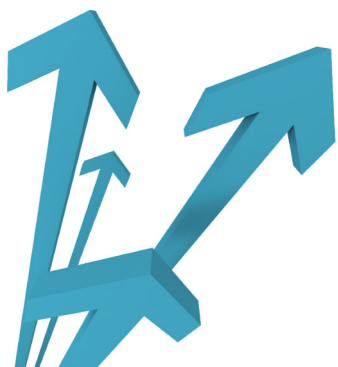
Business advantage ←

Conversation spectrum

→ Technology advantage

Growth

- **HSBC** realized a 35% improvement in marketing campaign revenue
- **Bharti-Airtel** grew subscribers from 6 million to 110 million in six years while providing quality services and support online
- **Lufthansa** supports 16,000 customer check-ins/day. In 2008, 3.7 million online flights were booked, growing by 37% in 2009



Customer Satisfaction

- **Lufthansa** handles 10,000 people making travel requests every second
- **LA County** offers a consistent online experience across 38 departments for 10.4 million constituents
- **Boston Medical** increased referrals by 30% and reduced no-show rates by 10%
- **Woodmen of the World** reduced call center support calls by 30%



Efficiency

- **Miami-Dade County** saved \$1 million per year in labor costs
- **US Army** saves \$1.3 Billion per year supporting 1.4 million Army personnel
- **Harley-Davidson** improved IT efficiency by 80%
- **Wimbledon** efficiently scaled its website to serve 12.3 million people in 2009, 23% more than in 2008





Exceptional Web Experience: Lufthansa

The screenshot shows the Lufthansa website interface. At the top, there's a navigation bar with 'Deutsch', 'Other countries', 'Help & Contact', and 'Mobile version'. Below that is the Lufthansa logo and a navigation menu with 'Book & Plan', 'Offers & Ideas', 'My Bookings', 'Information & Service', and 'Miles & More'. The main content area features a 'Street View live' banner for USA flights starting at 469€, a 'Fly within Europe' section with offers from 99€, and a 'Worldwide offers' section with flights to Dubai, Johannesburg, Kuwait, Mexico City, Osaka, Tampa, Tokyo, and Tunis. There are also sections for 'Discover India', 'Lufthansa Trip Finder', and 'My bookings'. The footer contains links for 'Aviation Group', 'For corporate customers', 'For travel agencies', 'Travel tips', 'Partners', 'Careers', and 'A STAR ALLIANCE MEMBER'.

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

- Delivers a **personalized web experience** for millions of customers 80+ countries & 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



An Exceptional Web Experience Delivers Superior Customer Service



Differentiating by offering fast & reliable service that better anticipates & caters to customer needs



Business Need

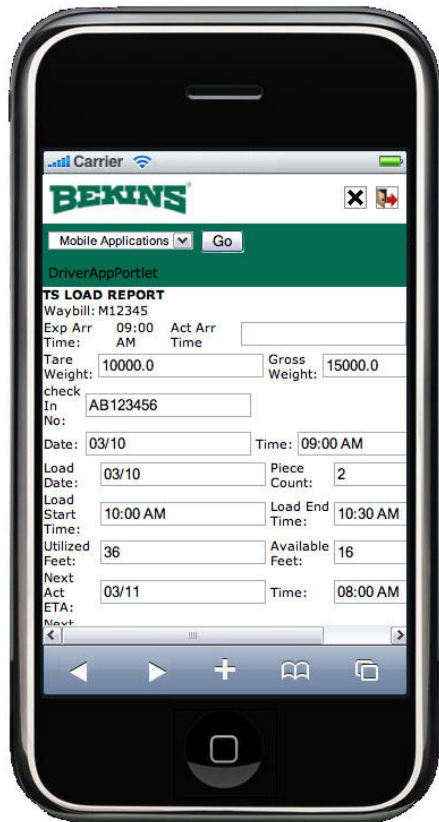
- Leverage existing customer & financial data to **improve delivery of marketing & sales**
- Utilize self-service to gain the advantages of **speed to market and agility** over more brand-dependent competitors

Real Results

- Delivers insights that enable the company to optimize products and bring them to market in **half the time**, leading to **100% year-on-year growth in premiums**
- **Reduced customer and agent service costs by nearly 50%**
- Links the web portal with core insurance systems in near-real time, powering self-service infrastructure that saves the company **millions of dollars**

Lotusphere and InformationOnDemand Come to You Exceptional Web Experience:

Bekins Van Lines



Objective:

- Reduce/eliminate field paper work

Solution:

- WebSphere Portal
- IBM Mobile Portal Accelerator

Business Benefits:

- More accurate reporting
- Less time spent waiting at cargo bays and drop off locations
- Reduction of inbound calls to dispatchers
- Better customer and driver satisfaction



The Cheesecake Factory Experience Menu Locations Shop

Sign Up Location: City, State or Zip Code

About Us Careers Share It!

To Bar & Bakery To Restaurant

Yarraa Your after-sales Whiz

ABOUT YARRAA KEY SERVICES NEWS BLOG FAQS CONTACT US

Sign In / Sign Up

Why Yarraa? Access info anytime anywhere. Faster servicing & repairs. Less paperwork, more coverage. Keep track, keep organized. Customer satisfaction assured.

LESS PAPERWORK, MORE COVERAGE

Forget about filling in and mailing multiple forms for every product you purchase. With Yarraa, you only need a single account to register multiple products for **warranty protection**. How simple and eco-friendly is that?

View our brochure

EXPLORE YARRAA THROUGH VIDEOS

SIGN UP NOW for FREE

FREEZE ALL YOUR AFTER-PURCHASE WORRIES

14494 service centers 382 product types 3014 cities 1615 brands

What our customers say

Yarraa is a very cost-effective way of implementing our new operational systems. It's also a user friendly system.

UET (Danny Oo, Consultant, U E-Technologies, Member of UMW Group - Malaysia)

THE NORTH FACE Sign In | My Account | Wish List | Find a Store

Search TheNorthFace.com 0 Items CHECKOUT

MEN'S WOMEN'S KIDS' EQUIPMENT SHOP BY ACTIVITY COLLECTIONS | ATHLETES & EXPEDITIONS INNOVATION

NEVER STOP EXPLORING

WELCOME TO MY OFFICE MY NAME IS KAITLYN FARRINGTON

SHOP MEN'S SHOP WOMEN'S SHOP KIDS' SHOP EQUIPMENT SHOP CRYPTIC

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SIX SPATIAL INFORMATION EXCHANGE

Ask Government | Contact LPMA

HOME VIEW ONLINE SHOP EXPLORE CONNECT SUPPORT SERVICES

Welcome to SIX

The official source of NSW's geospatial information, possessing the most comprehensive, accurate and reliable spatial data for the State and we currently service the needs of many sectors within the spatial data community.

Aerial/Satellite Imagery and Spatial Information

Login access to SIX Portal is provided to Government users, rating authorities, survey sector clients and authorised Land Valuers. Login arrangements are detailed in Support.

LOGIN TO SIX

User Name Password SIGN IN

I accept the SIX Terms & Conditions

Forgotten Password?

HAVE YOU SEEN?

- LPMA Aerial Photography Flight Schedule
- Pixel provides easy access to maps and plans
- SIX Lite - Public access to NSW spatial information
- SIX Viewer - Access to advanced tools & rich data
- GNSS reference station network

WHAT'S NEW?

SIMON TROUBLESHOOTING

View enables users to integrate and view a wide selection of NSW spatial datasets, including property, cadastral and topographic information, satellite data and aerial photography.

Online Shop provides direct access to various online searches such as land title searches, valuation services and image and plan services.

Explore enables users to search, access and view LPMA's metadata, as well as to contribute to the NSW Spatial Data Infrastructure (SDI) hosted by LPMA.

Connect provides details about the electronic delivery channels available to customers wanting to access and apply LPMA's key spatial datasets within their own applications.

Support provides access to the latest information on LPMA Spatial developments as well as help and support contacts, privacy statement and the terms of use of the information contained here.

Click here to discover the SIX viewers

Click here to access the Online Shop.

Click here to explore LPMA's Metadata

Click here to connect to LPMA's webservices

Click here for more information

LPMA | Terms & Conditions | Privacy | Contact | Help

NSW Land & Property Management Authority

IBM 40



Questions?





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