

IBM Software

Impact2010

Comes to You



Extend your existing Websphere platform
to Web 2.0 Collaboration

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Regional Manager – Portal Solutions
IBM Software Group, ASEAN

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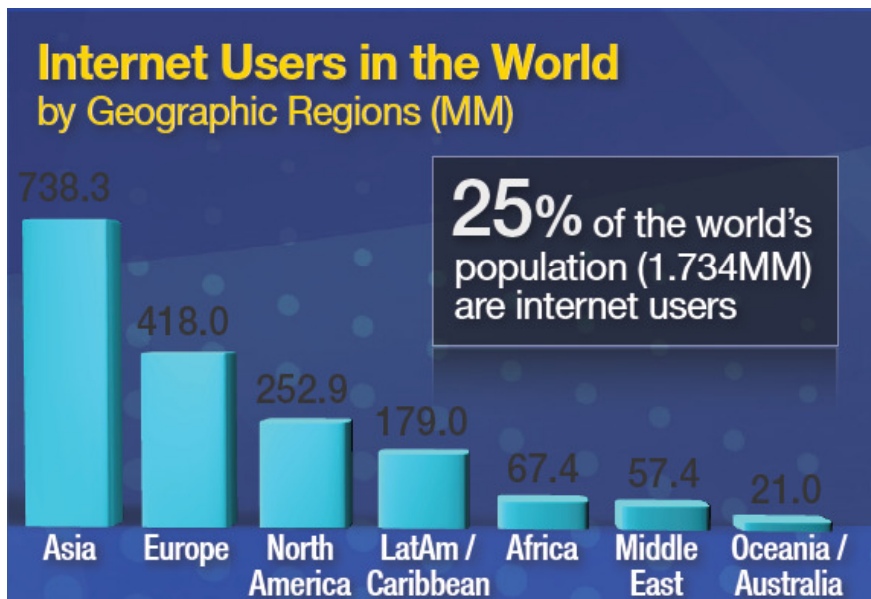
Nguyen Hoang Phuc, phucnh@vn.ibm.com

**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
 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

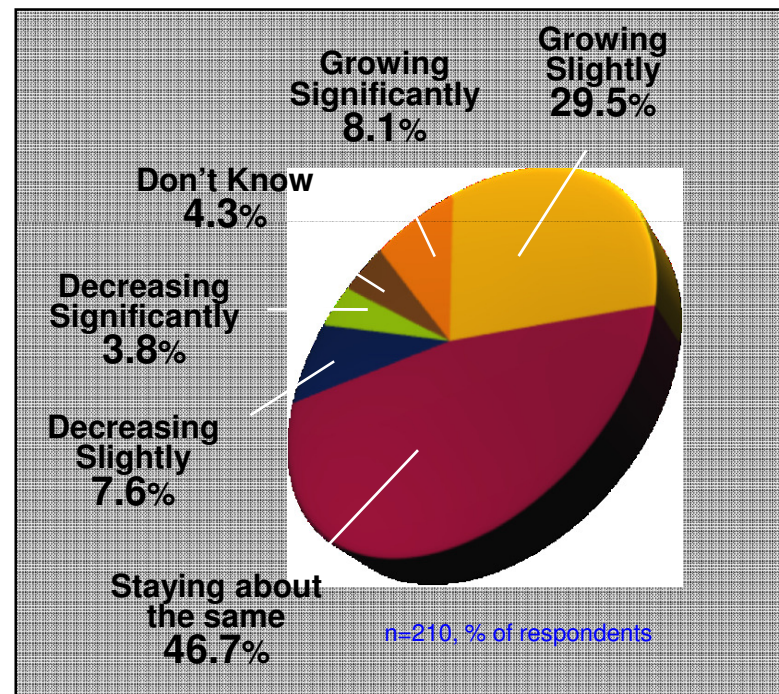
Browsing the web was the fastest-growing activity on mobile phones between the 2nd & 3rd quarters of 2009



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

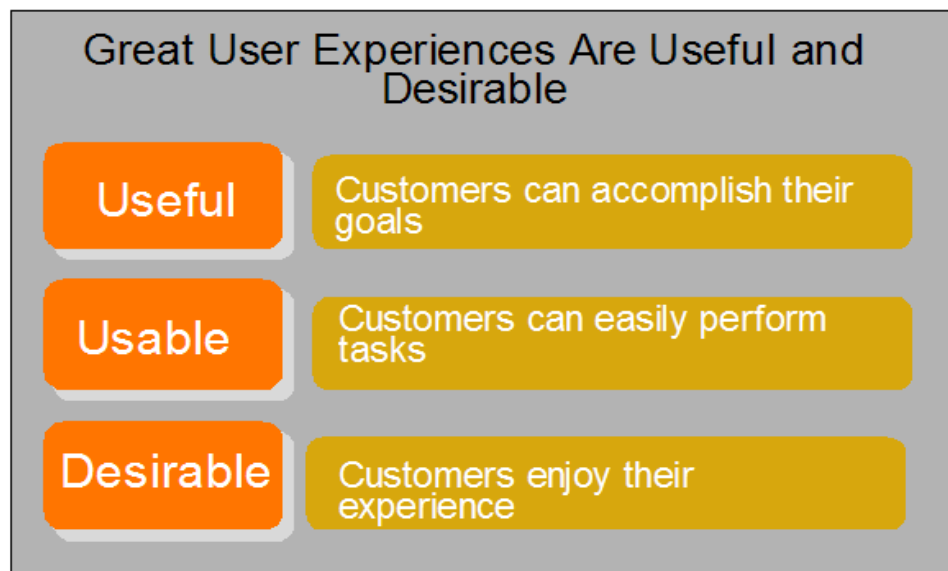
Which of the following best reflects your company's planned investment in public websites over the next 12 months?



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



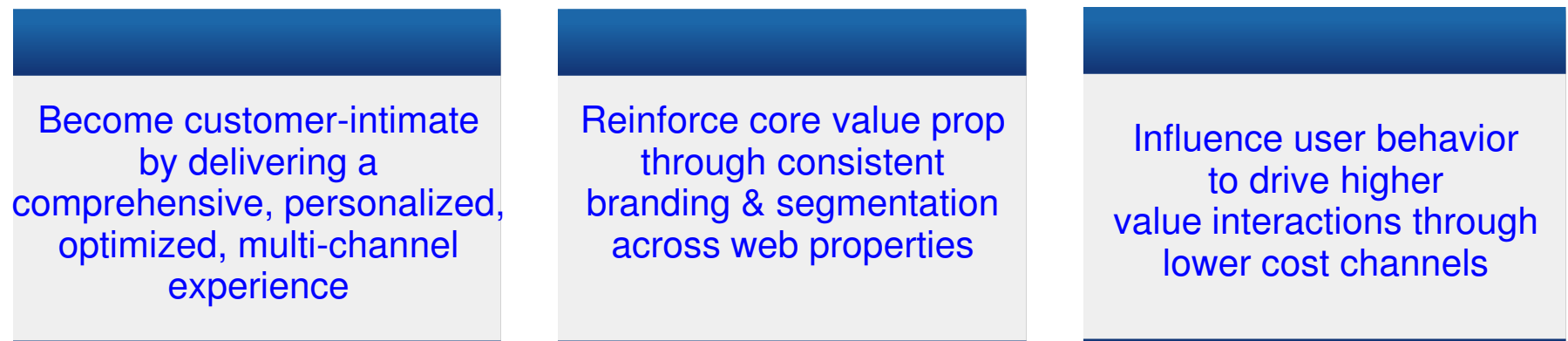
“Best Practices In User Experience (UX) Design”, Forrester Research, Inc., September 2009.



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

i

Premier interest rates

i

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

i

M&A Alumni - Wealth planning for the

i

- 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>

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HSBC – Targeted Selling

WebSphere Portal and Content Management allow marketers to create campaigns dynamically

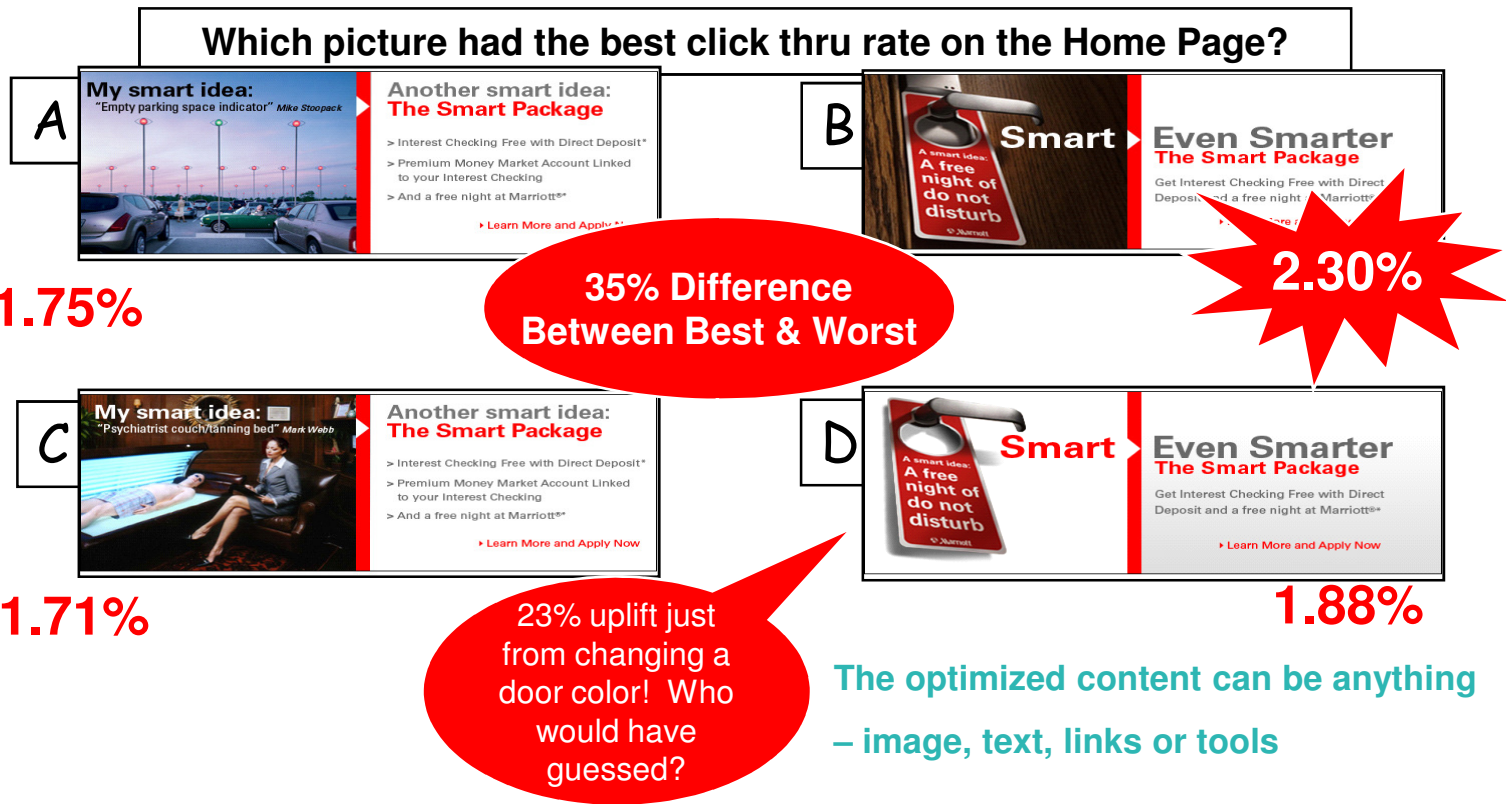
- Ability to test-market campaigns *before* general availability
- Give customers an offer they want to see*
- Increase upsell / cross-sell



Four identical offers, test-marketed

Portal click-through tracking gave real-time data

HSBC can go to market with best offer




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](#)

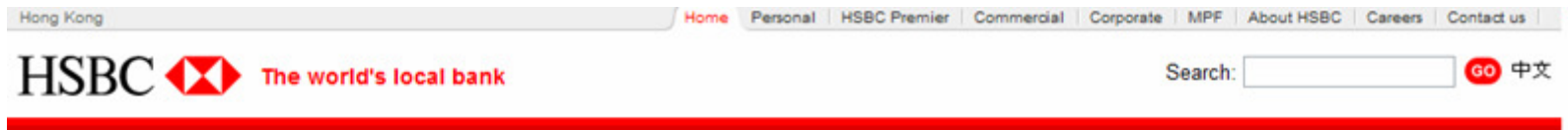


Mr Fray,
we're developing new online services exclusively for Premier customers, so we'd really appreciate your feedback
[Go](#)





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)

A Class Above

The Protection Plan

enjoy up to premium

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



Qatar Government Portal : "Hukoomi"

English

بحث

أنا

بحث متفصل

قائمة أ-ي

- الوزارات
- المجالس
- الهيئات
- المؤسسات

الخدمات

- معرض جميع الخدمات
- معرض الخدمات الإلكترونية

كيف يمكننا...؟

من فضلك اختر...

روابط سريعة

- استكشف الموقع في ثلث
- الهيئات الصحية
- السجل التجاري
- خدمات الإقراض
- خدمات الكهرباء
- خدمات ممتلكات المرور
- البطاقة الذكية (جديدة)

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

أخبار

Search

Advanced Search

A-Z Links

- Ministries
- Councils
- Authorities
- Institutions

Services

- View All Services
- View e-Services

How do I...?

Please select...

Quick Links

- Commercial Registration
- Electricity and Water
- Explore Locations in Qatar
- Health Cards
- Resident Permits
- Traffic Violations
- Visit Visa
- Smart Card (NEW)

Latest News

Government Calendar of Events

Hukoomi Announcements

- 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!

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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

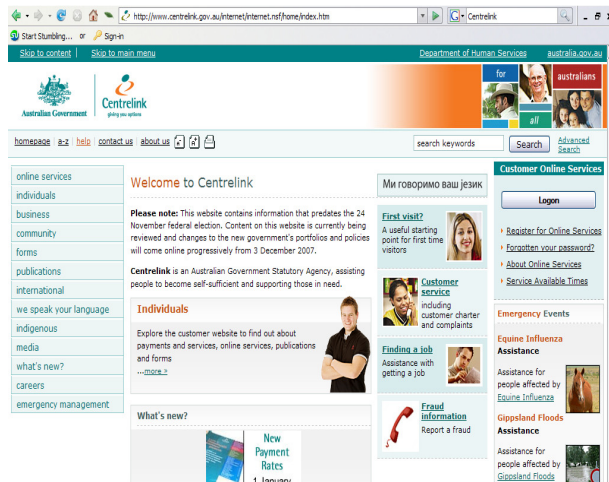
→ Privacy Statement → Terms of Use

© 2004 - 2009 Government of Singapore

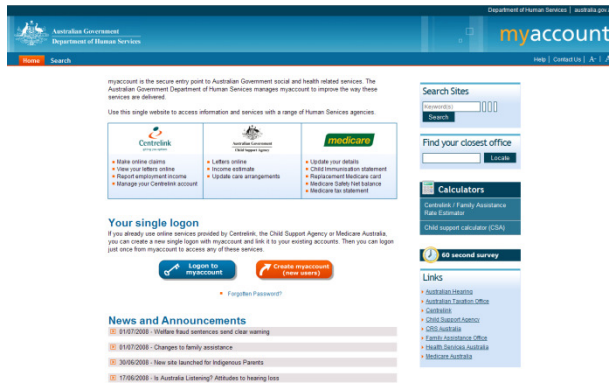
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“Citizen Services 2.0”: Centrelink delivers multi-channel government services for the Australian Government



<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](#)

Block

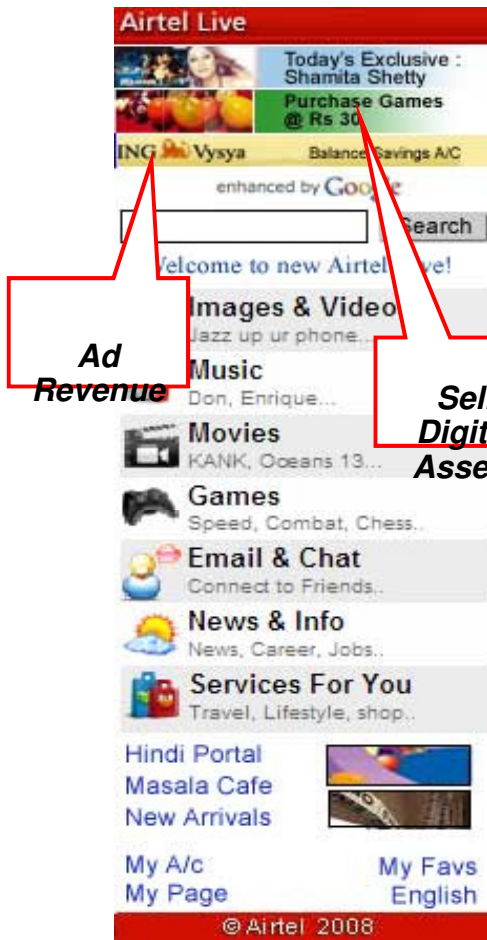


I am looking for



Portal + Mobile Portal @ Airtel

An exceptional user experience driven to thousands of different devices



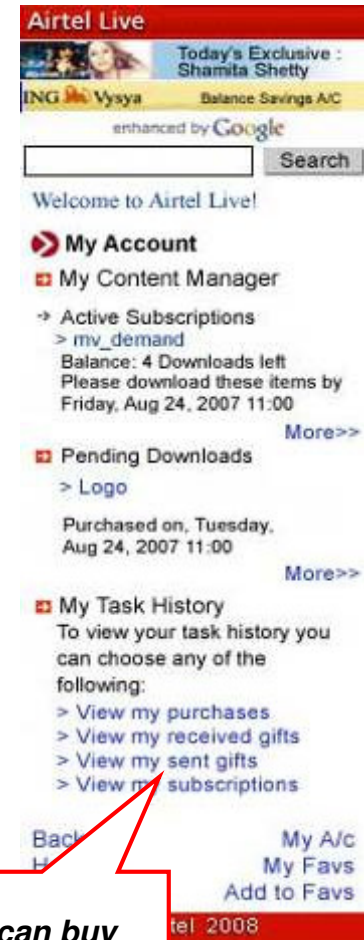
Home Page



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



miamidade.gov 

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

More than 7,000 new customers signed - first year sales revenue increased by **18 percent** up for online service within two months

bharti

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

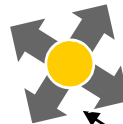
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External

Customer Self Service
Medical
Financial, online banking
Government Tax

Customer Loyalty
Information resource
Education



Groups



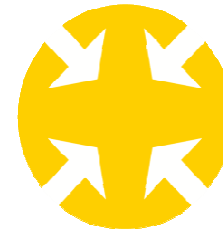
Retail
Commerce
Gov issue discussions
Aid in self service
Segmentation/demographics
Discover existing communities

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.

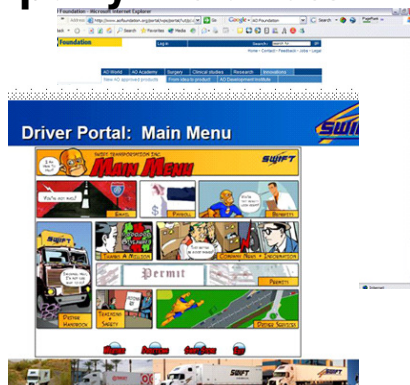


Partners

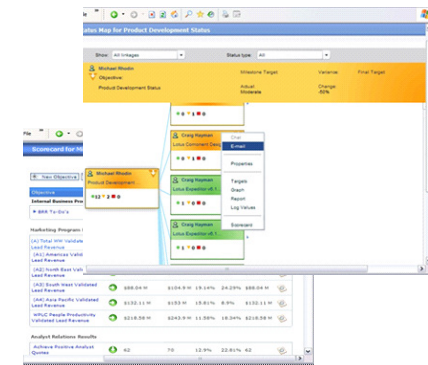


Customer Experience

Company Intranets



Employee and Manager Self Service



Performance Dashboards

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IBM WebSphere Portal

#1

10 out of the top 10 global banks

4 out of the top 5 US health insurance companies

Portal Market Presence

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

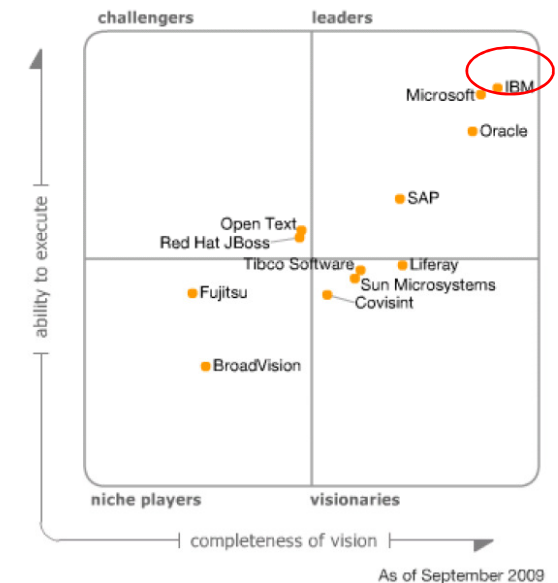
8 out of the top 10 worldwide retailers



“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

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Every G8 Country





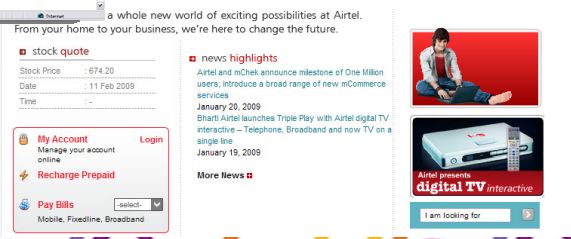
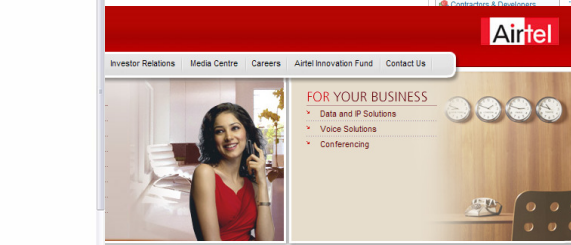
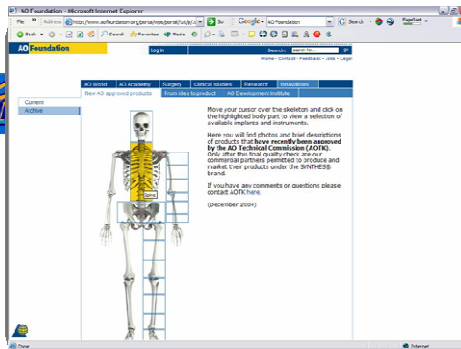
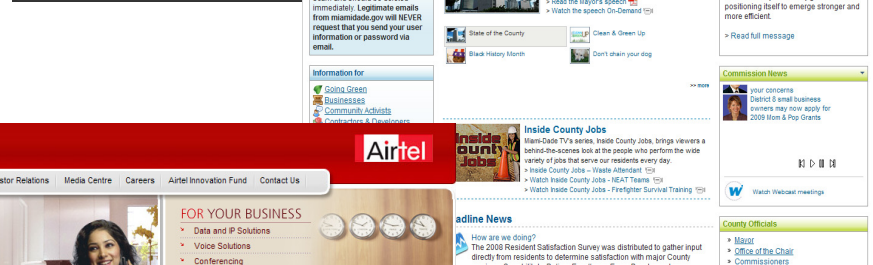
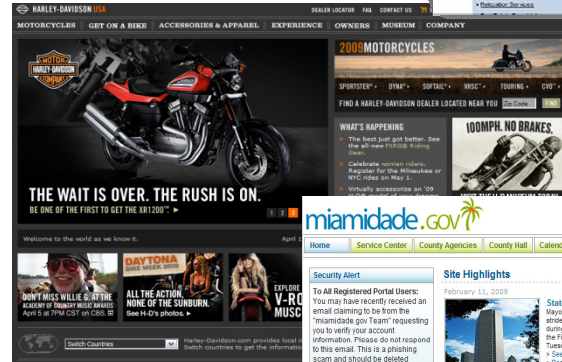
Web Experience Solutions

Deliver Exceptional Web Experiences

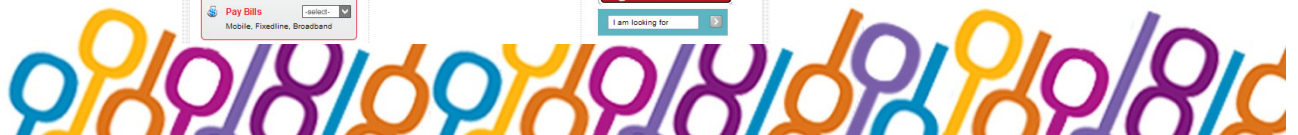
- Differentiate yourself to your customers
- Drive revenue and loyalty with your partner
- Enable productive and efficient employee web interactions

Significantly Reduce Costs

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

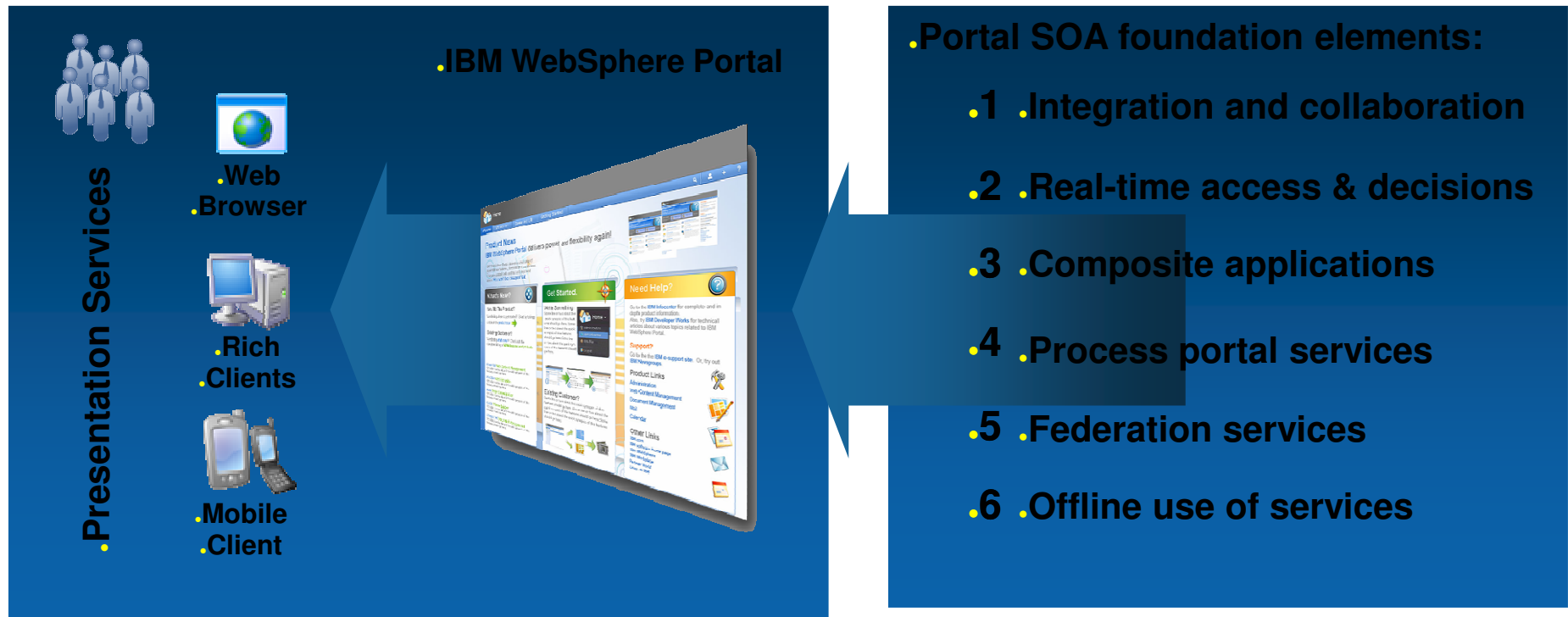


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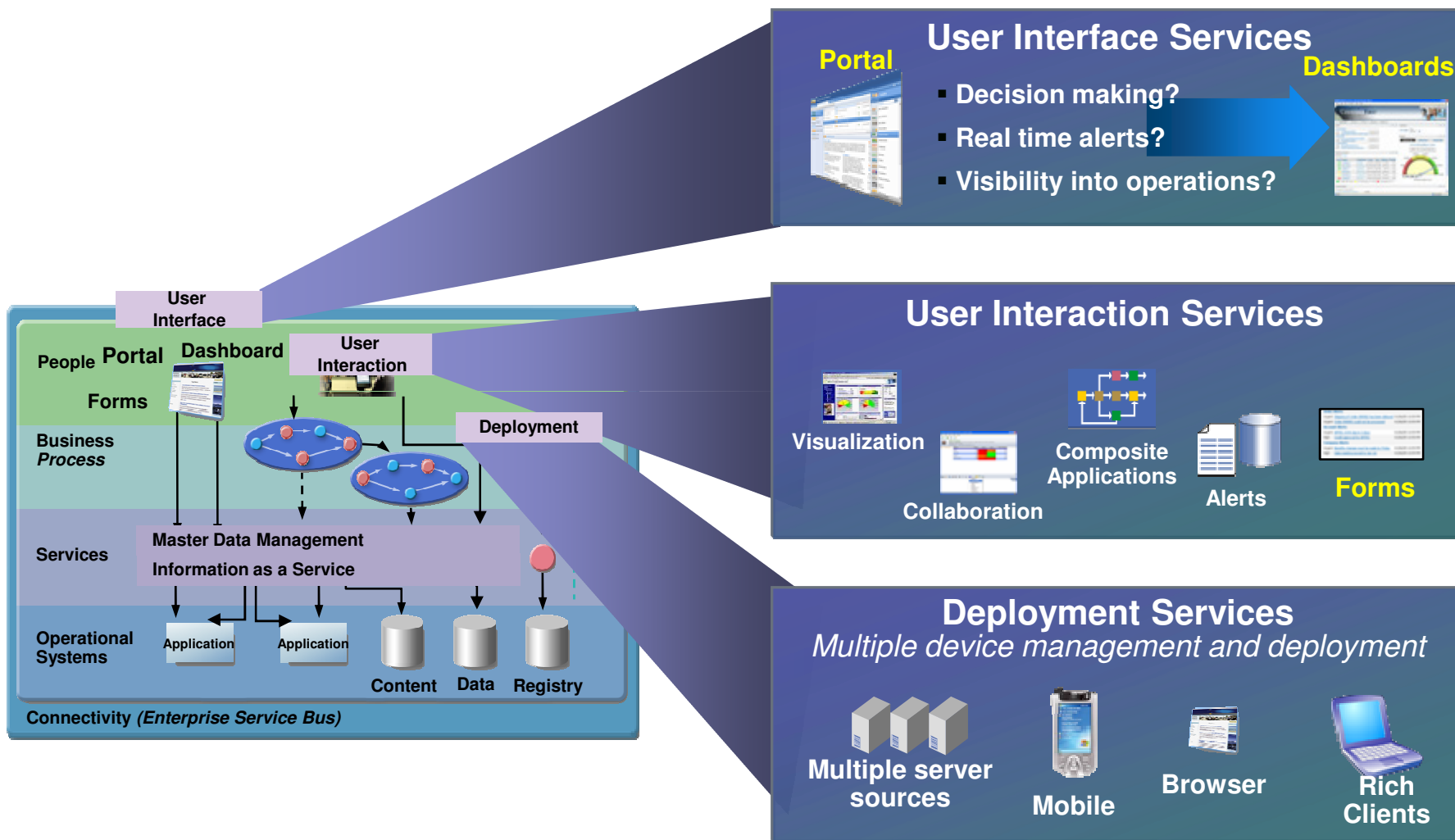


SOA Solutions: An Extensible Portal Framework for SOA

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



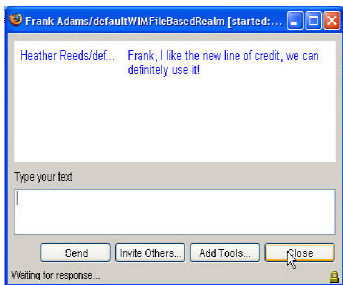
Combined with Web 2.0 & social capabilities, employee intranets & partner extranets help drive better business outcomes



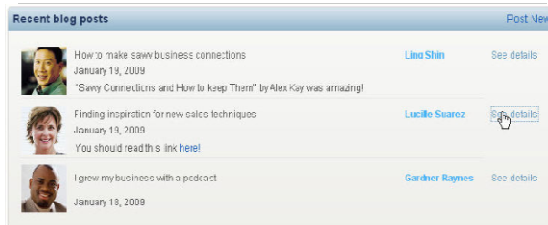
Users Expect Modern Online Experiences:

Web 2.0 + Collaboration + Social Tools + Mobile

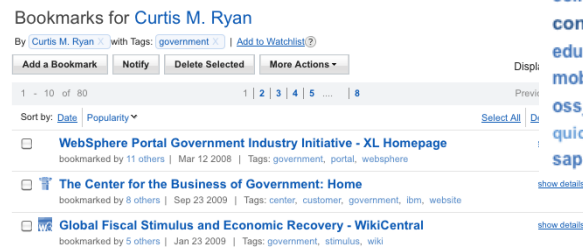
Instant Messaging



Blogs



Social Bookmarks



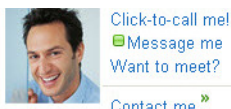
Active Tags

2010 analyst_report
collaboration community
connections data domino
education ibm lotus
mobile notes oracle
oss_cop ovum portal
quickr rational sametime
sap swg websphere wiki

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

[More Info](#)

Personal Advisor

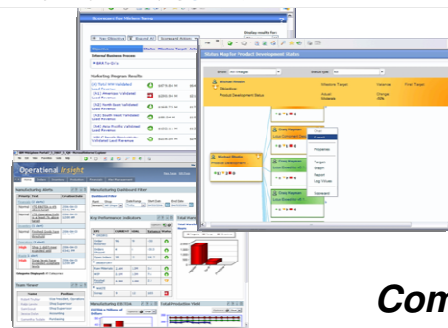


Click-to-call me!
Message me
Want to meet?
Contact me »

User Ratings



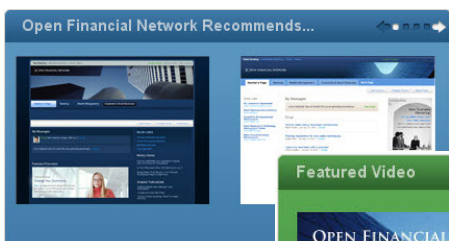
Dashboards



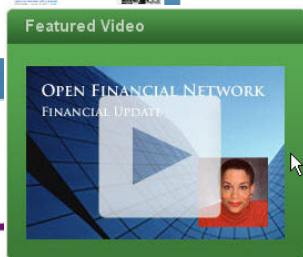
Education

Experts

Communities



Video



Experts on this Topic

Vijay Nehry

Sir: [Activities](#) [Diags](#) [Communities](#) [Dugear](#) [Profile](#)

Vijay Nehry
vijay_nehry@ornustions.com

[Send Mail](#) [More Actions](#)

Social Networking

Related Content

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Developing your Inner Entrepreneur
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Personalized Content



My Workgroup

We need to add more recommendations
Created By: Ling Shin | Updated: 12/16/2008

Customers loves the personalization!
Created By: Lucille Suarez | Updated: 12/16/2008

More online resources needed
Created By: Gardner Raynes | Updated: 12/16/2008

One of my customers really likes the Community Features
Created By: Ron Espinosa | Updated: 12/16/2008

We're recording more webcasts. Check out the schedule...
Created By: Ed El-Amon | Updated: 1/9/2008

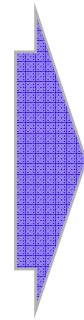
Try out the new community features!
Created By: Amar Sinastava | Updated: 1/18/2008

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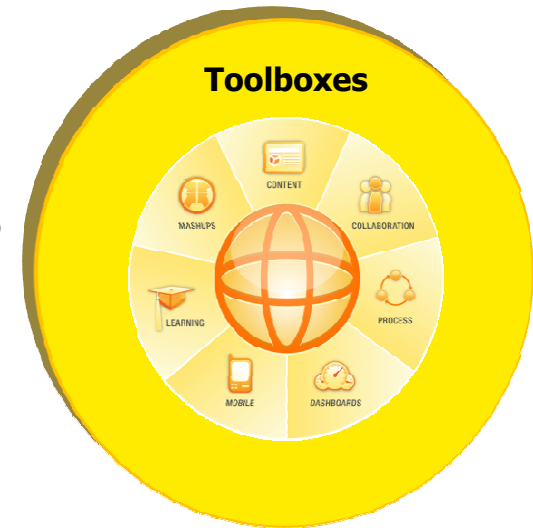
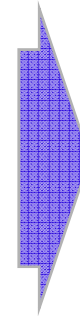
WebSphere Portal Trends



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

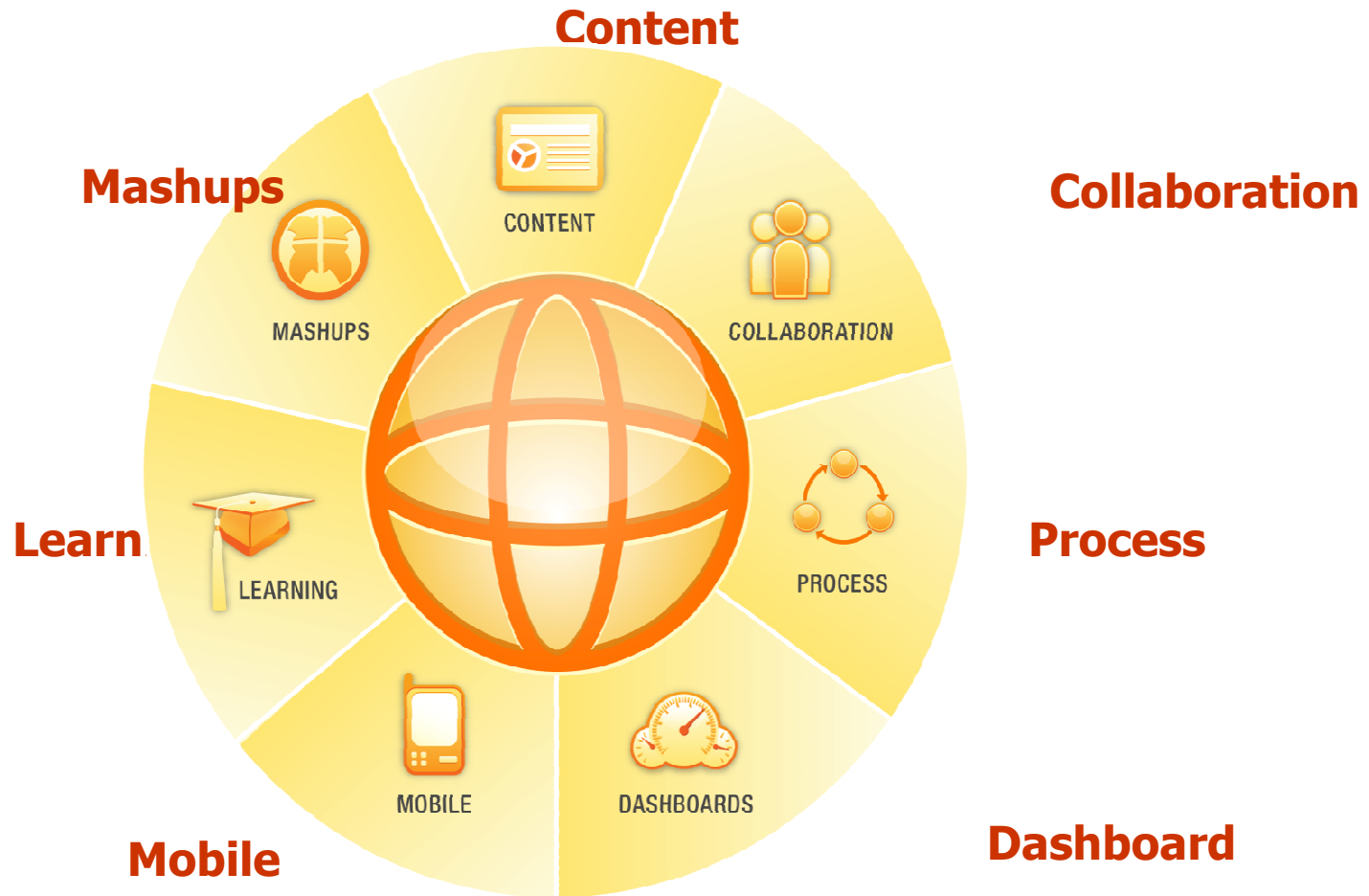
- 2006 to Present
- Suites by big players
 - Build Suite Composite Apps
 - Integration of Components
 - More Consolidation – ROI, Business Impact focus

"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

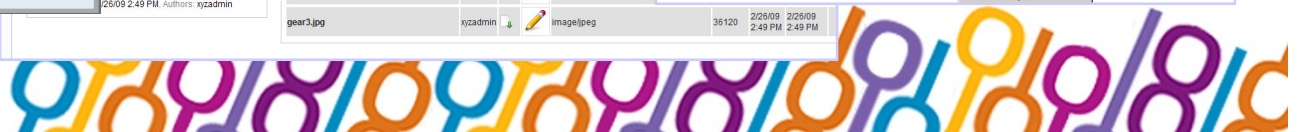
..content is still king



- **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*

Increase content author productivity	Deliver enterprise quality content	Minimize technology costs
<ul style="list-style-type: none"> • Get started quickly • Word-like track changes • Clean copy and paste from Word 	<ul style="list-style-type: none"> • 100% W3C content • Spell check type • Accessibility compliance 	<ul style="list-style-type: none"> • Customized and enhanced interface according to role

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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



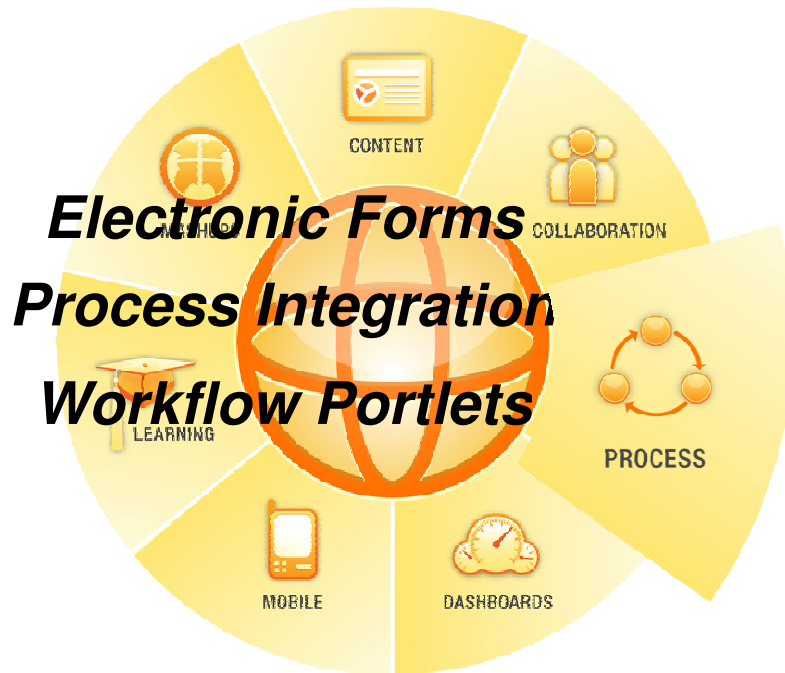
IBM
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..forms start many proces

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
New Hire checklist	29-01-2009	3/17/09 12:00 AM	Checklist
Loss of a family member	19-02-2009	4/19/09 12:00 AM	Checklist
Life - Planning to retire	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

Contact Info
 My Name: _____
 Company: _____
 Contact me by:
 Phone eMail
 Phone Number: _____
 eMail: _____

CheckLists
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.	[?]		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Review retirement healthcare eligibility and costs, including Medicare	* [?]		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Review Social Security benefits	[?]		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Review financial plan and determine retirement date	[?]		<input checked="" type="checkbox"/>	
▼ At retirement				
Discuss planned retirement with supervisor/manager	[?]		<input checked="" type="checkbox"/>	
Please ensure manager has submitted the appropriate information	[?]		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Make applicable retirement benefit elections (healthcare, pension, savings, etc)	* [?]		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Apply for Social Security and/or Medicare, if applicable	[?]		<input checked="" type="checkbox"/>	
Review/Change address, if applicable	[?]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Change your beneficiary designations, if applicable	[?]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

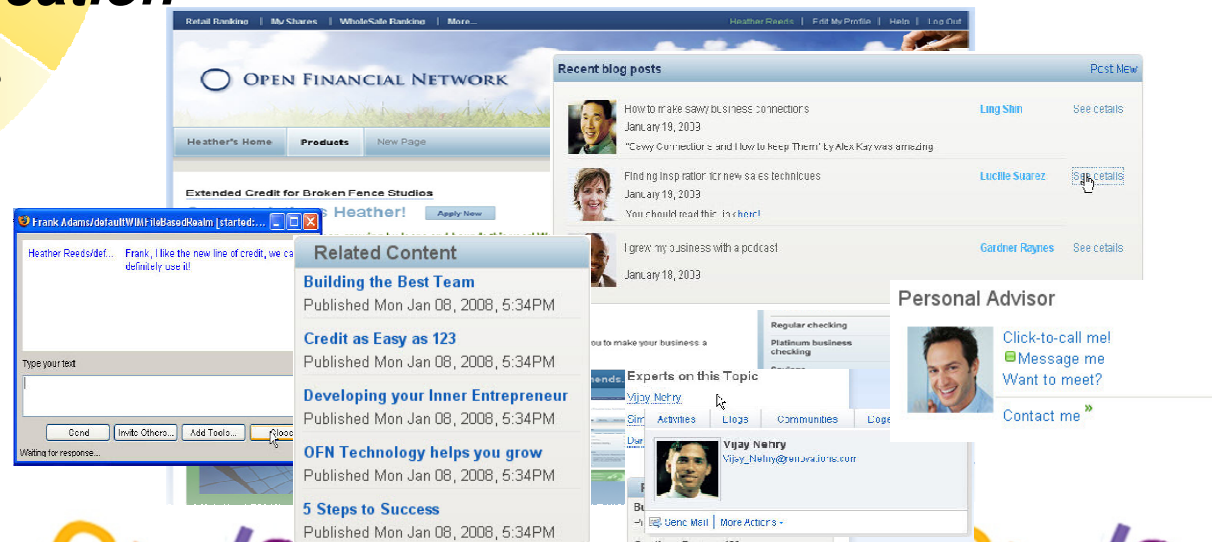


..people need other people

IBM Collaboration Accelerator



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

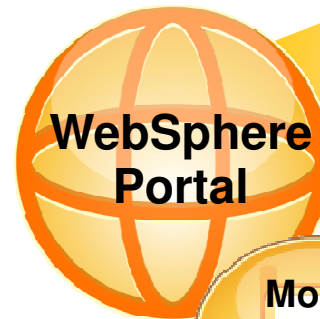
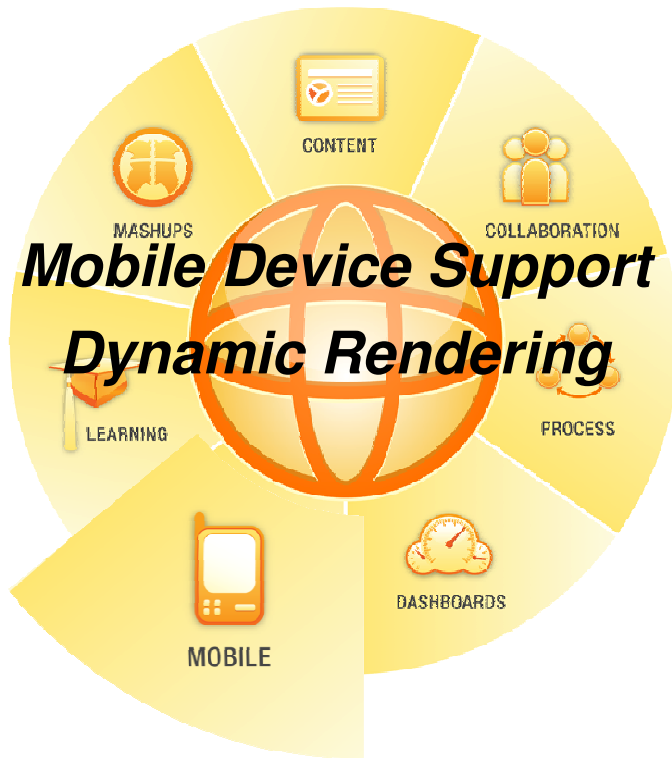


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..the Web is everywhere

IBM Mobile Portal Accelerator

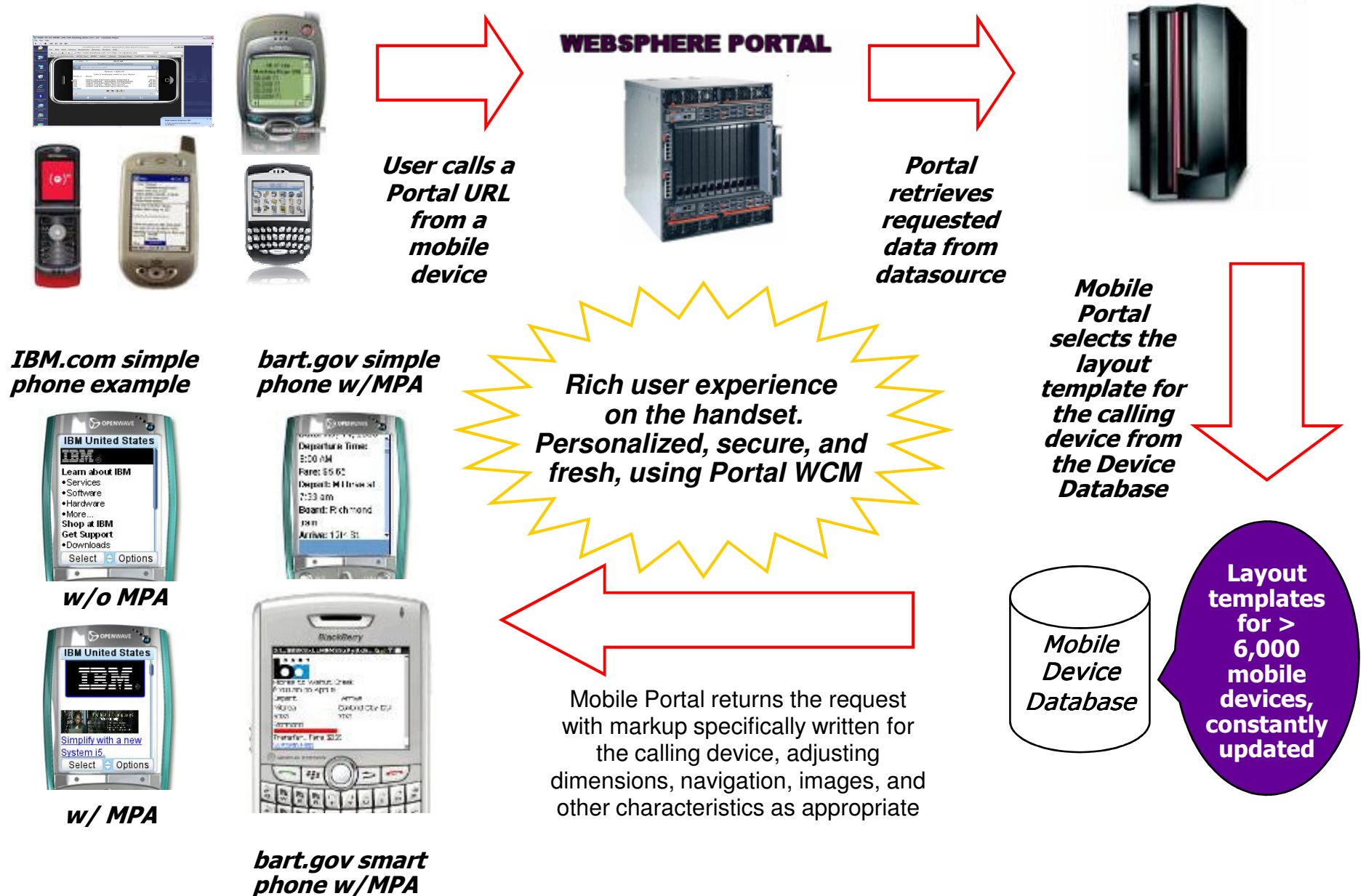


- **WebSphere Portal Extension** that extends portal navigation to mobile devices
- **Mobile Portal Toolkit** eases development of device-independent portlets
- **Mobile Device Update Service** simplifies process of supporting growing market of mobile web devices

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



..information needs change

IBM Mashup Accelerator



**Business User
Mashup Creation
iWidget Development**

- 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

The screenshot displays a web application interface with a map and data tables. The map shows a location in Kent, England, with a pop-up window displaying 'Chatham Kent England ME4 4 GB'. Below the map is a table of GP (General Practitioner) data:

GP	Name	Address	Postcode	Phone	Service	
Dr Agarwal 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 Alyol 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

Below the table is a small table with columns: Length, Width, Surface type. The data row shows: 7010, 150, ASP.

On the right side of the screenshot, there is a 'Generic Map' widget showing a map of the UK with several location markers. Below it is an 'Airport Details' widget showing a table with columns: Airport Name, Location, ICAO, Latitude, Longitude, Elevation. The data row shows: LA GUARDIA, 38, KLSA, 40.777245, -73.872688, 32.

At the bottom right, there is a 'WebM Message' widget showing a table with columns: Source_id, Account_id, Area_description, Notam_id, Part. The data row shows: <, KL, KKL, CLEVELAND, OH, US, (734191N, 834622W) [CL] 1/108, 1/1, Thu.





IBM Dashboard Accelerator

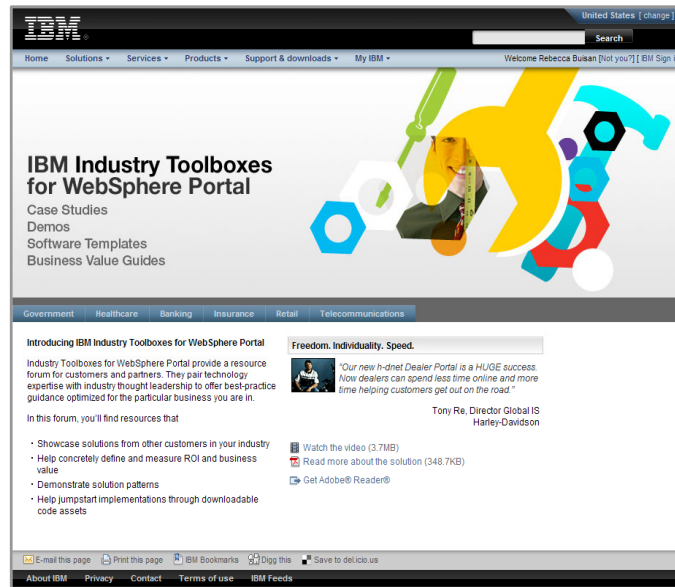
Helps organizations reach performance data wherever it resides, delivering it as real-time key performance indicators via personalized, portal-based dashboards. It also provides alerts and tools to help users take action at the greatest point of impact - before issues become critical.

- **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

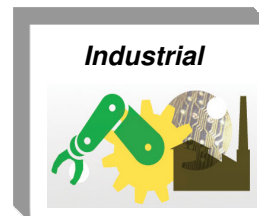
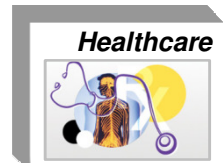


Introducing IBM Industry Toolboxes for WebSphere Portal

- **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



Newly
Launched...

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Customer Exceptional Web Experiences

The collage features several distinct web interfaces:

- lacounty.gov**: A local government website with a search bar, navigation menu, and news section.
- Göteborgs Stad**: A Swedish municipal website with a top navigation bar and a main content area with various news items.
- DukeHealth.org**: A healthcare portal with a blue header, a 'HealthView' section, and a 'Vaccine Availability & Scheduling' section.
- Airtel**: A mobile service provider website with a red and white theme, featuring a 'Roaming Incoming & Outgoing 60 paise/min' offer and a 'DTH Superior Picture Clarity' advertisement.
- NextGen Aircraft Design**: A website for an aircraft design company, featuring a large image of a jet and text about 'NextGen Aircraft Design'.
- Netjets**: An airline website with a dark theme, featuring a 'NETJETS BE THERE™' logo and various flight-related content.
- Other sites**: Includes a 'Helsingin kaupunki' (Helsinki City) site, a 'Beats & Sounds' site, and a 'Virastot ja liikelaitokset' (Public and Business Enterprises) site.

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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

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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/>

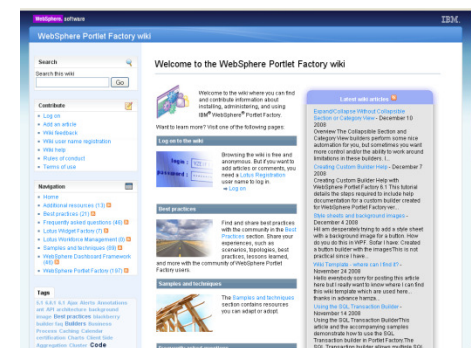
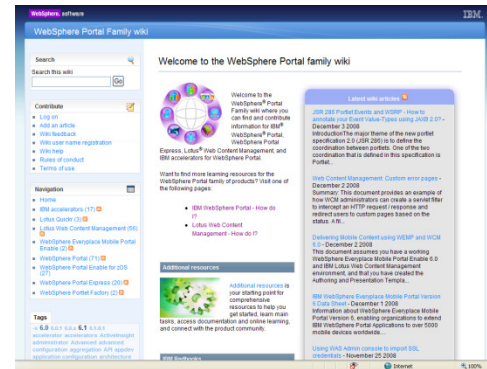
<http://www-10.lotus.com/ldd/portalwiki.nsf>

Education

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

WebSphere Portal Blog

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



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