



# The Journey to Exceptional Web Experiences

**Stephen Ng**  
IBM Software Group, GCG  
Lotus Marketing Manager



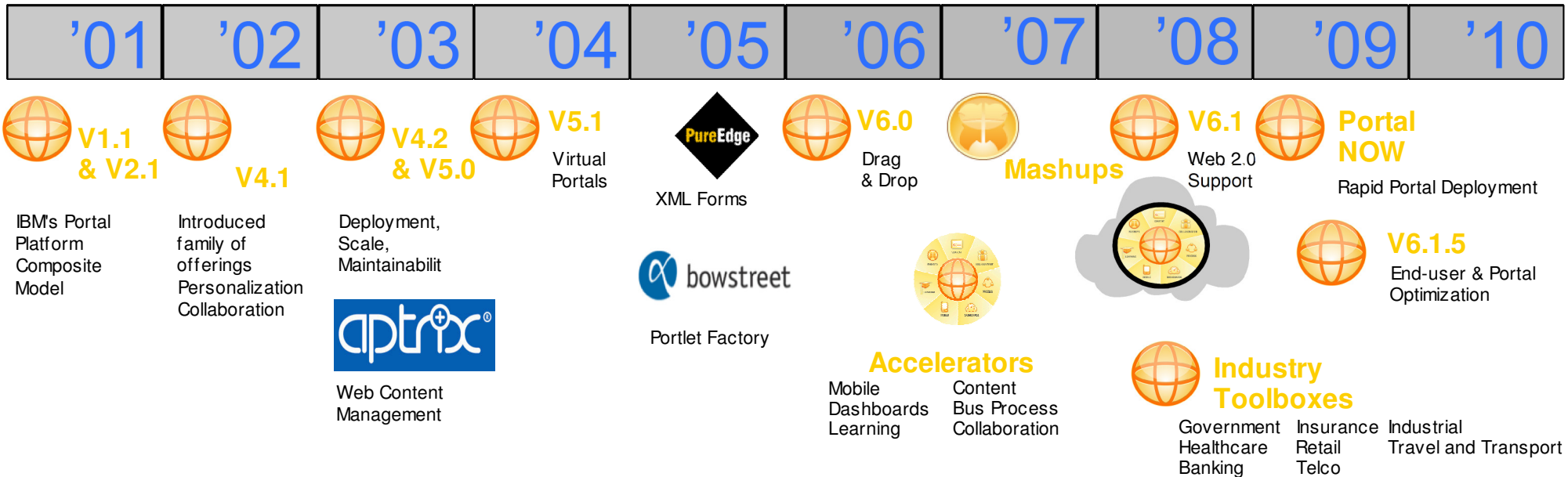
CREATED WITH LOTUS® SYMPHONY™



# History & Evolution of Web Experiences

*Ready for the Next 10 Years*

100+ Worldwide  
Technology Patents



# Award Winning CUSTOMERS



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

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

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

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

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

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

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

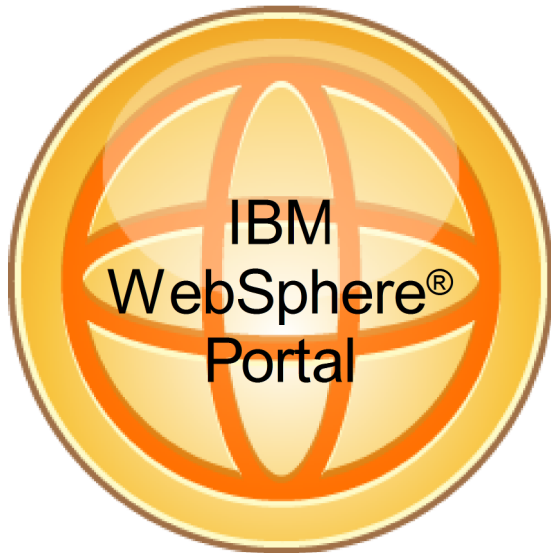
**Bharti Airtel – Mobile Portal**  
2008 Strategy Analytics Wireless Media Lab (Best Portal)

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

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

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

# **WebSphere® Portal Strategy**



**WebSphere Portal**  
*Core Integration Platform*



**IBM Accelerators**  
*extend functionality as needed to match customers needs*



**Industry Toolboxes**  
*Industry templates, assets, and best practices to maximize "Out-of-Box" value*

**Increasing Completeness**




# Since 2009



- WebSphere Portal V6.1.5
- WebSphere Portal Enable for zOS V6.1.5
- Lotus® Web Content Management V6.1.5
- WebSphere Portlet Factory V6.1.5
- IBM Portal NOW V2
- Amazon Cloud: WebSphere Portal, Lotus Forms, Mashups



- IBM Content Accelerator V6.1.5
- IBM Collaboration Accelerator V6.1.5
- IBM Mobile Portal Accelerator V6.1
- IBM Business Process Accelerator V6.1.5
- IBM Dashboard Accelerator V6.1.5
- IBM Mashup Center



- **Toolboxes**
  - Travel and Transportation
  - Industrial Sector
- **Software Templates**
  - Government Self Service
  - Online Banking
  - Retail Vendor On-boarding
  - Preview: Mobile Banking

**Increasing Completeness** →

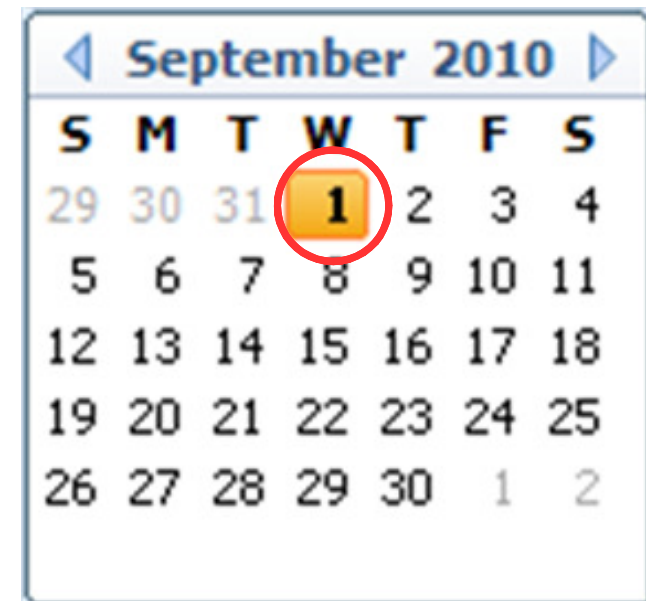
# *The Latest News!*

**WebSphere Portal v7.0**

&

**Lotus Web Content Management v7.0**

*Both ship on  
September 1, 2010!*



September 2010						
S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

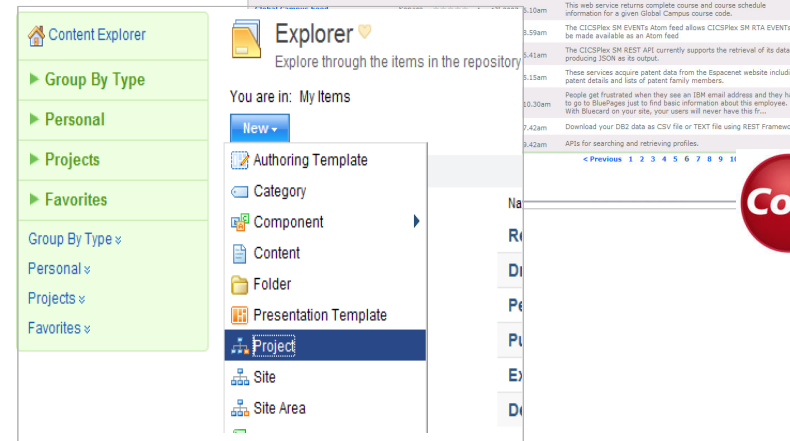
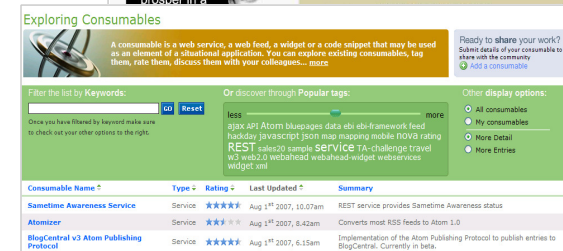
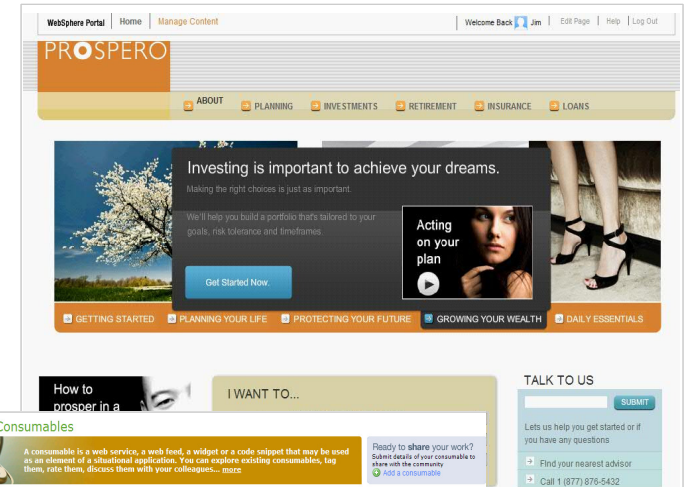
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# WebSphere Portal & Lotus Web Content Management V7.0

## Exceptional Web Experience Foundation

- **Seamless convergence** of Web Portal & Web content management
- **Socially-Infused Web experiences** with out-of-box **Blogs & Wikis, Tagging**
- **Community content value measurement** enabled by **Ratings**
- **Ubiquitous Web experience development** with new **IBM Universal Hub Integration** capability
- **In-line business user content management** via **Rich Editor** enhancements & **Lotus® Symphony™** integration
- **Enhanced Web analytics support** for greater insight into user behavior
- **Virtualization support** increases deployment/cost-of-ownership flexibility
- **Faster custom Web experience development** with new **WebSphere Portlet Factory V7.0**



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# The Latest News



- WebSphere Portal V7
- WebSphere Portal Enable for zOS V7
- Lotus Web Content Management V7
- WebSphere Portlet Factory V7
- WebSphere Portal & Lotus Web Content Management V6.1.5 Hypervisor Editions
- Lotus Web Content Management NOW (V7 preview)



- Lotus Forms with Workflow



- IBM Retail Vendor
- IBM Mobile Banking (preview)

## Strategic Agreements



## Increasing Completeness

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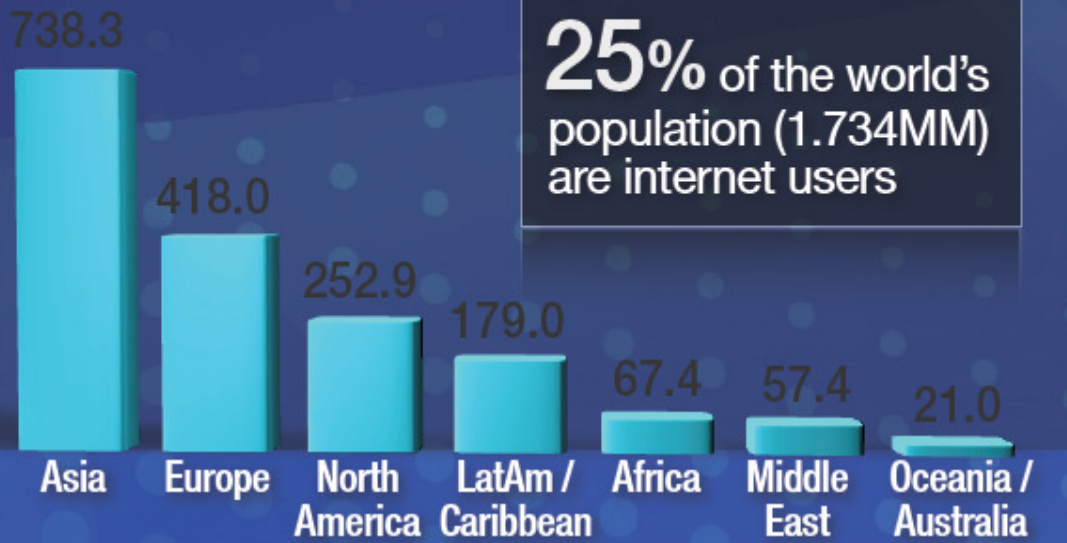
**Significant trends  
influencing future  
strategy**



# Web Use Growing, Shifting

*Anywhere, Anytime, Any Way...*

## Internet Users in the World by Geographic Regions (MM)



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://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 2<sup>nd</sup> & 3<sup>rd</sup> quarters of 2009

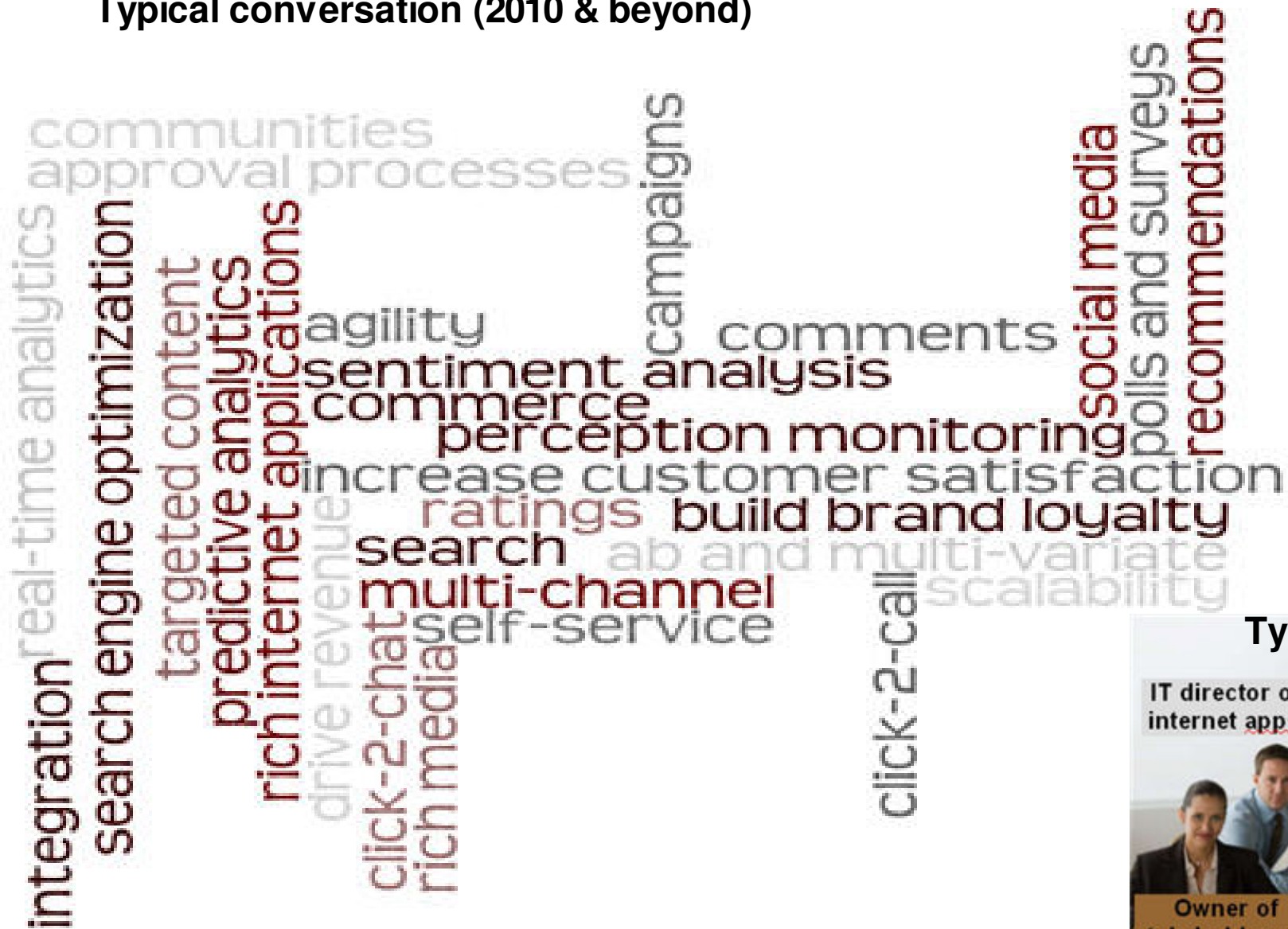
# Scope of Discussions

Typical conversation (through 2009)



# Scope of Discussions

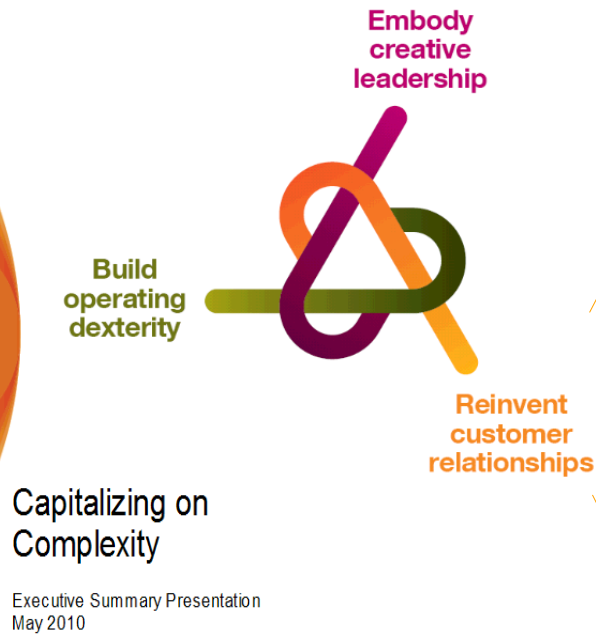
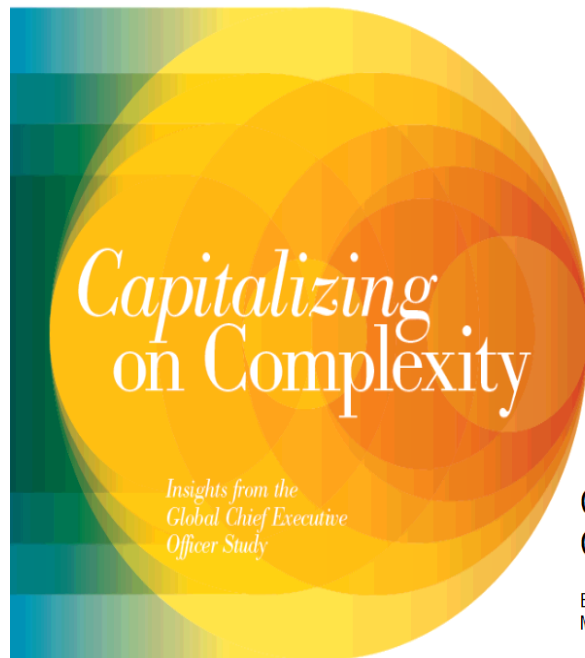
Typical conversation (2010 & beyond)



# Focus of CEO's

## 2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...



**“Getting closer to Customers” is the single most important theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue sources**

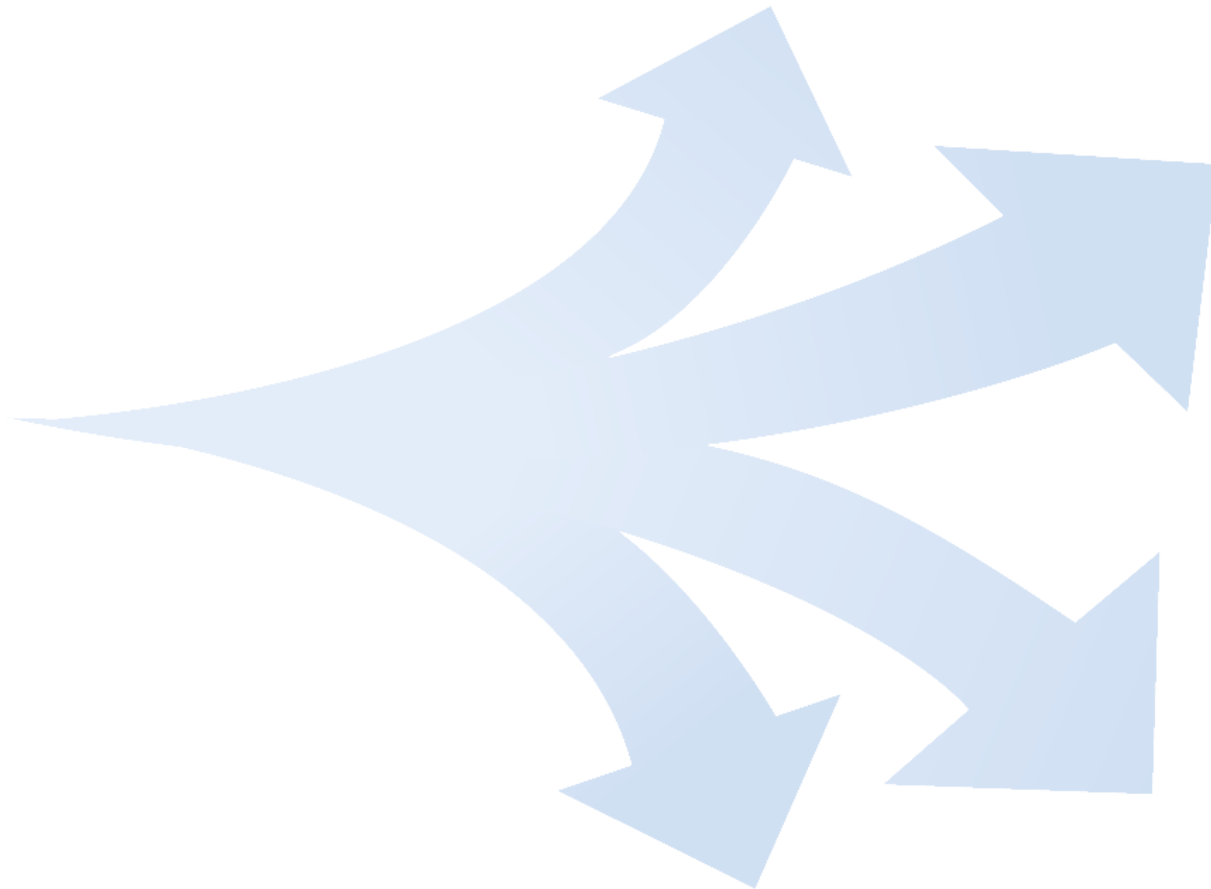
**Better understand customer needs and involve customers more effectively and directly in product and service development**

**Exploit the information explosion to hear the voice of your customer through the vast amounts of data, understand it , and act.**

# Exceptional Web Experiences:

## *Results that can't be ignored*

- **400% higher** visit-to-
- **200% higher** visit-to-
- **41% lower** page aban
- **16.6% more** recomm
- **15.8% fewer** custom
- **14.4% repeat purcha**
- **30% higher rating\*\***
- **75% faster\*\*** time to



\*\*IBM customer results.

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







## What the analysts said ...

*“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”*

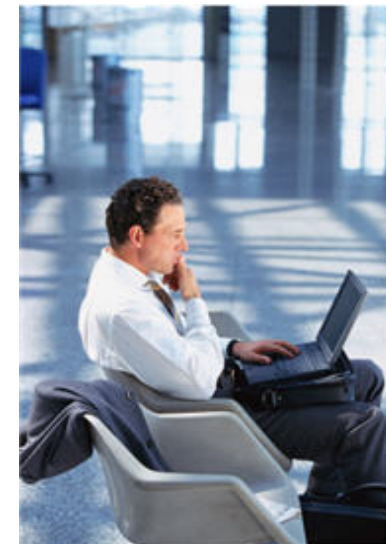


# Customer Expectations

*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***

# Exceptional Web Experiences Deliver Better Business Outcomes

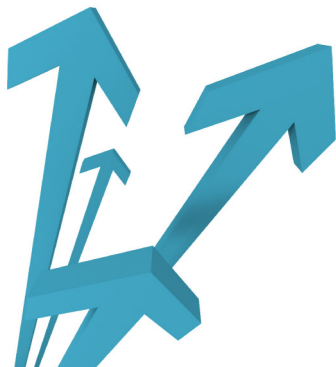
Business advantage ←

Technology advantage →

## Conversation spectrum

### 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

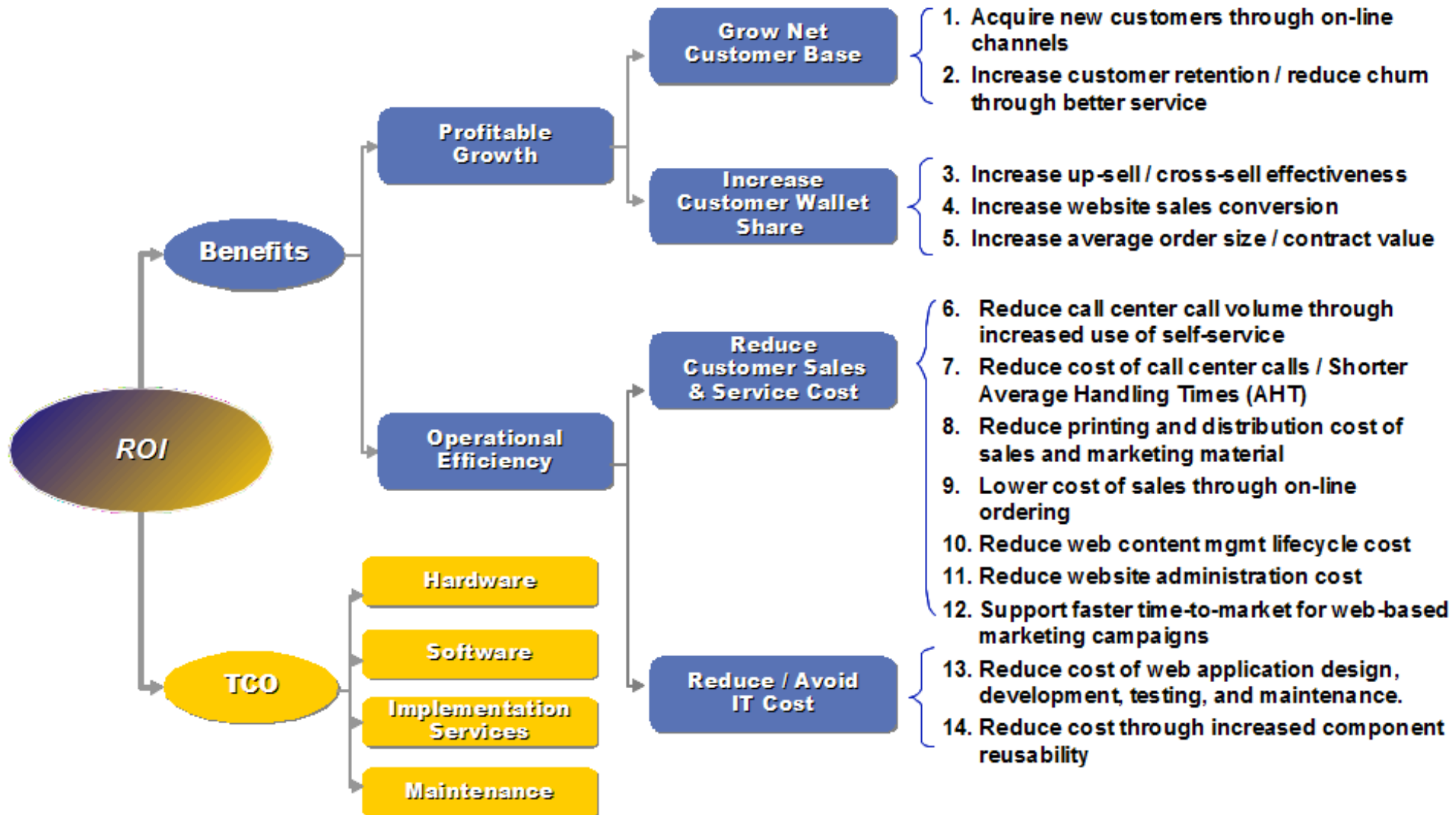
- **Lufthansa** handles 10,000 people making travel requests every second
- **LA County** offers a consistent online experience across 38 departments for 10.4 million constituents
- **Boston Medical** increased referrals by 30% and reduced no-show rates by 10%
- **Woodmen of the World** reduced call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

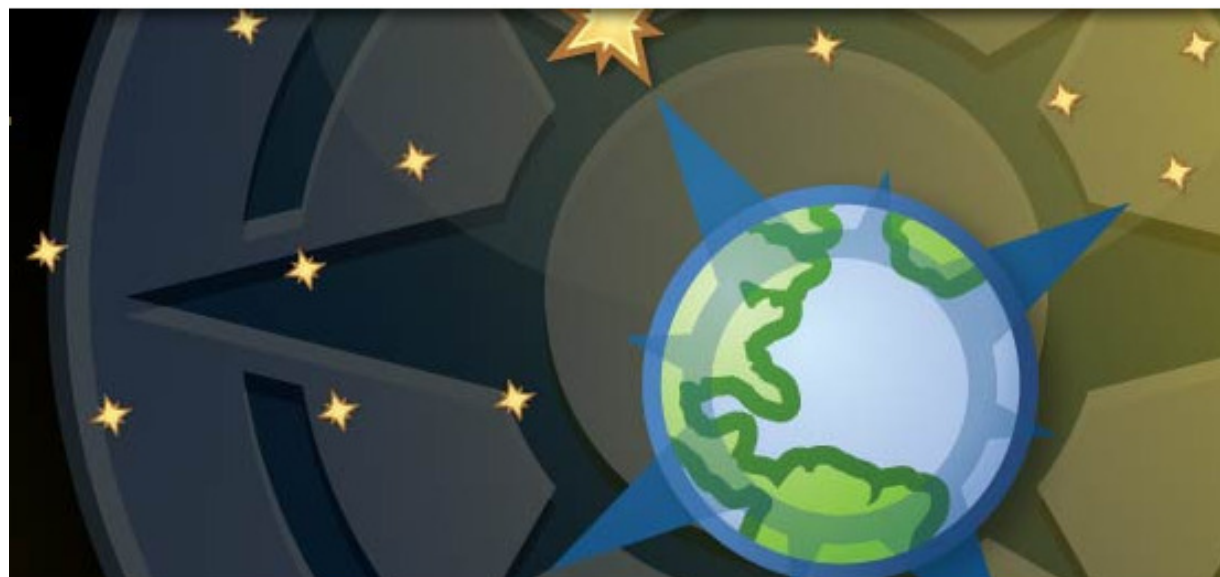






# Introducing...

## *IBM Project Northstar*



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## IBM Project Northstar

IBM's vision for exceptional Web experiences



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



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**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



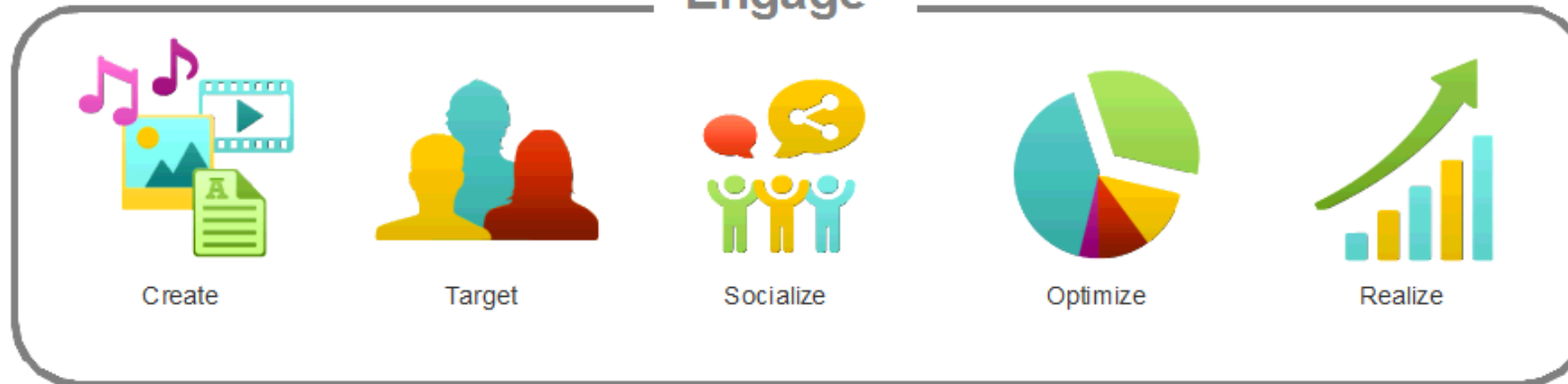
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# IBM Project Northstar

## Reach



## Engage



## Integrate



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# IBM Customer Experience Suite

*Exceptional Web Experiences Guided by IBM Project Northstar*

**Engaging**

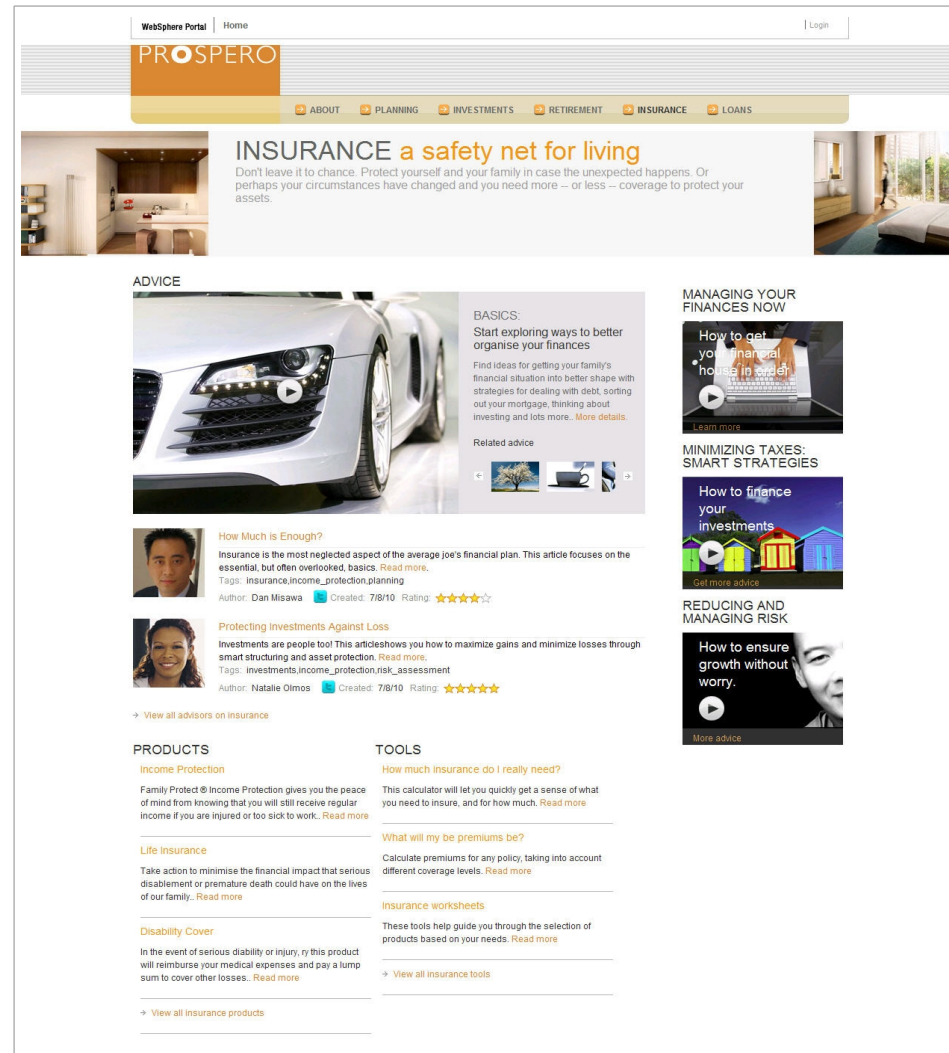
*Personalized*

“Conversational”

*Everywhere*

**Empowering**

*Integrated*







# 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.)

The screenshot displays a web application interface. At the top left, there is a video player with the title "How to prosper in a dismal climate" and a play button. Below the video player is a "More advice" link. To the right of the video player is a "Library Explorer" sidebar with sections for "Item Views", "Group By Views", and "Personal Views". The bottom part of the screenshot shows a web page editor with a menu bar (File, Edit, View, Insert, Format, Tools, Track Changes, Table, Form, Help) and a content area with the heading "Flexible Benefits" and a paragraph of text. A "Design | Code" toggle is visible at the bottom left of the editor.



# 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 Preview:** A featured article titled "HOW MUCH IS ENOUGH?" with a 5-star rating. The text states, "Insurance is the most neglected aspect of the average joe's financial plan. This article focuses on the essential, but often overlooked, basics." It includes a "Read more" link, a "Tags: Advice" section, and a "Comments" button. The article was created on Feb 27, 2010, by Frank Adams.
- Share Menu:** A "SHARE" button is highlighted, opening a "Bookmark & Share" menu. This menu lists various social media and utility options: Email, Print, Digg, MySpace, Facebook, Twitter, Favorites, Delicious, Google, Live, StumbleUpon, and a "More... (225)" option. There is also a "Get AddThis for Firefox" link and an "AddThis" button.
- Community Section:** A "News from our Community" section features a "Join our Community" button and a snippet of the same article by Charles Bounar, posted 9 minutes ago.
- Related Experts:** A "RELATED EXPERTS" section shows a grid of 12 small profile pictures of various individuals.
- Chat Widget:** A "Chat with an Investment Rep" widget is visible, featuring a profile picture of Anna Bauer and buttons for "Start Chat" and "Call Me".



# Optimize the Customer Experience to Maximize Results



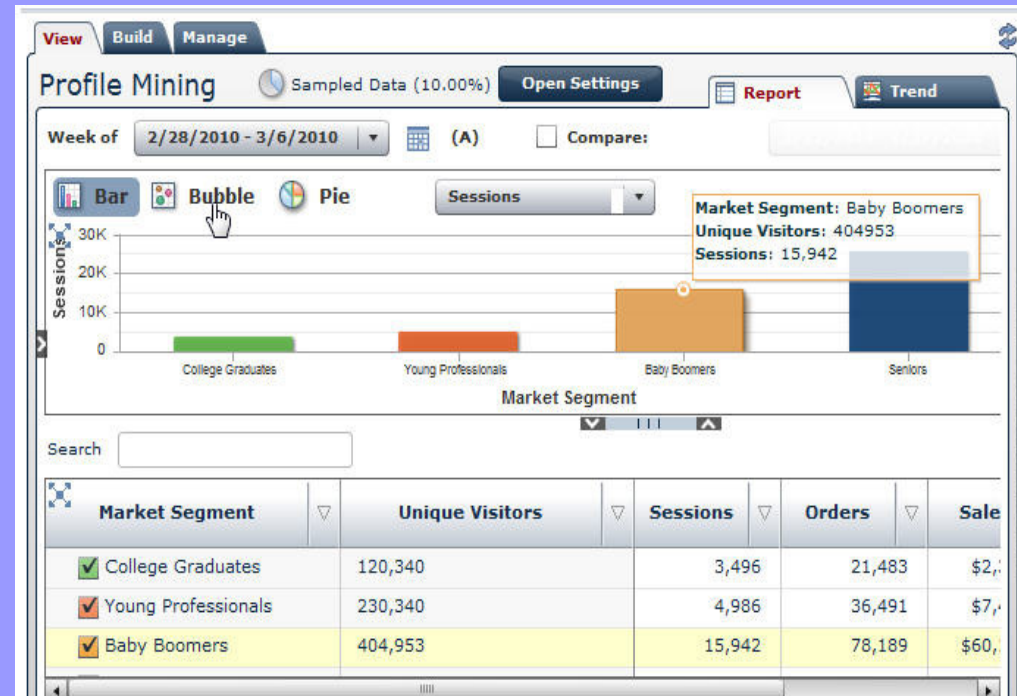
## Leverage analytics to:

- 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.

Tags: Advice

Created on Feb 27, 2010 by Heather Reeds

1.3%

2.5%





# 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

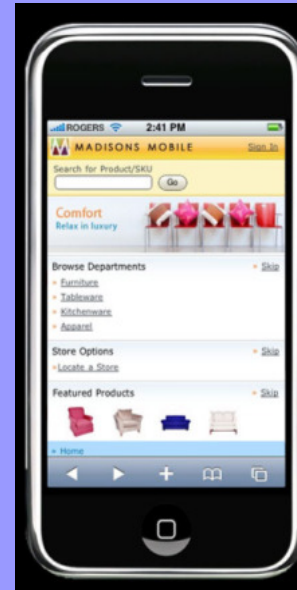
The screenshot shows the ELITE e-commerce website. The header includes the ELITE logo, user account options, and a search bar. The navigation menu lists categories: Brakes, Electrical, Entertainment, Suspensions, and See All. The main content area features a large banner for 'Accel Lamps' with a car image and a '20% Off' promotion. Below this is a 'Featured Products' section with four items: Racing Master Cylinder (\$200.00), Low maintenance battery (\$75.00), MP3 CD changer (\$459.99), and High-end GPS system (\$2,025.00). The right sidebar contains an 'E-mail Newsletter' sign-up and a 'Save on shipping' offer for quantities over 20.



# 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*

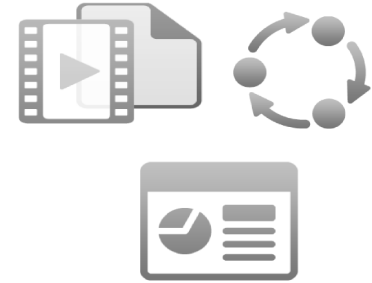
*Out-of-the-box mobile support included for social capabilities.*







# Integrate Across Heterogenous Systems to Deliver New Value



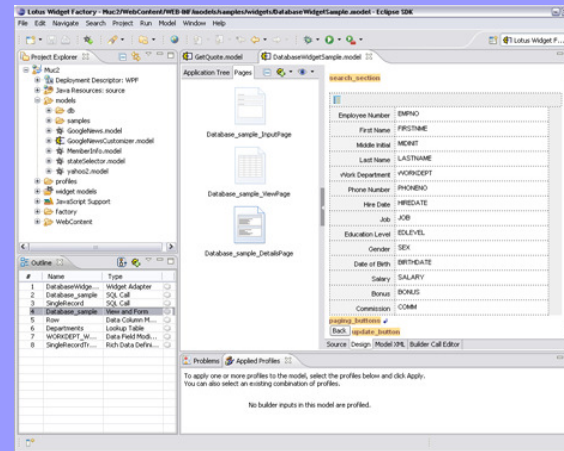
- **Deliver more personalized, relevant web experiences** by leveraging out-of-the-box connectors and restful services to integrate with data sources such as SAP, Excel, Siebel, Facebook, twitter, YouTube, databases, web services, widgets, portlets, analytics systems, and much more.

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

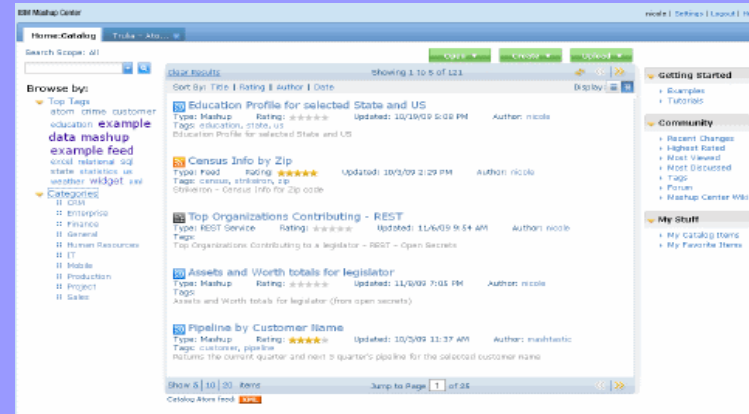
- **Facilitate sharing** of components (feeds, widgets, pages) **and speed time to market** with a social catalog.

- **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*



# IBM Project Northstar Offerings

**Services and Support**

**Industry Solutions and Templates**

**IBM Value-added Modules**

**Partner Value-added Modules**

**IBM Customer Experience Suite**

# IBM Project Northstar Offerings

## 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

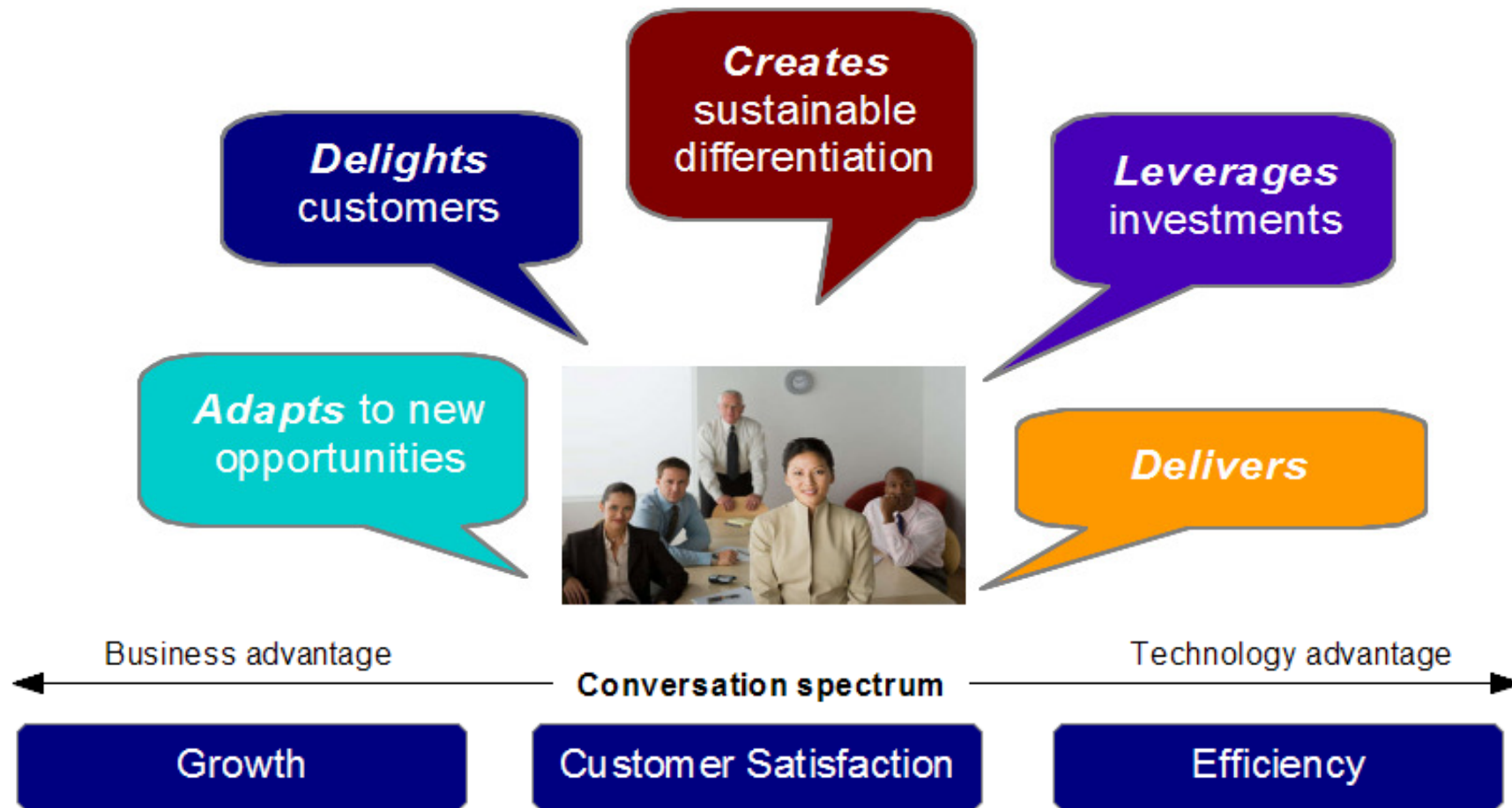
Digital Asset Management	Web Analytics	Mobile
Enterprise Marketing Mgt	Immersive Viewing	CRM

## 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 Project Northstar

## IBM Customer Experience Suite





## IBM Project Northstar

IBM's vision for exceptional Web experiences

# *Vision Demo*



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謝謝!

