

# IBM & Verizon Wireless: Delivering Exceptional Web Experiences to Customers On-the-Go



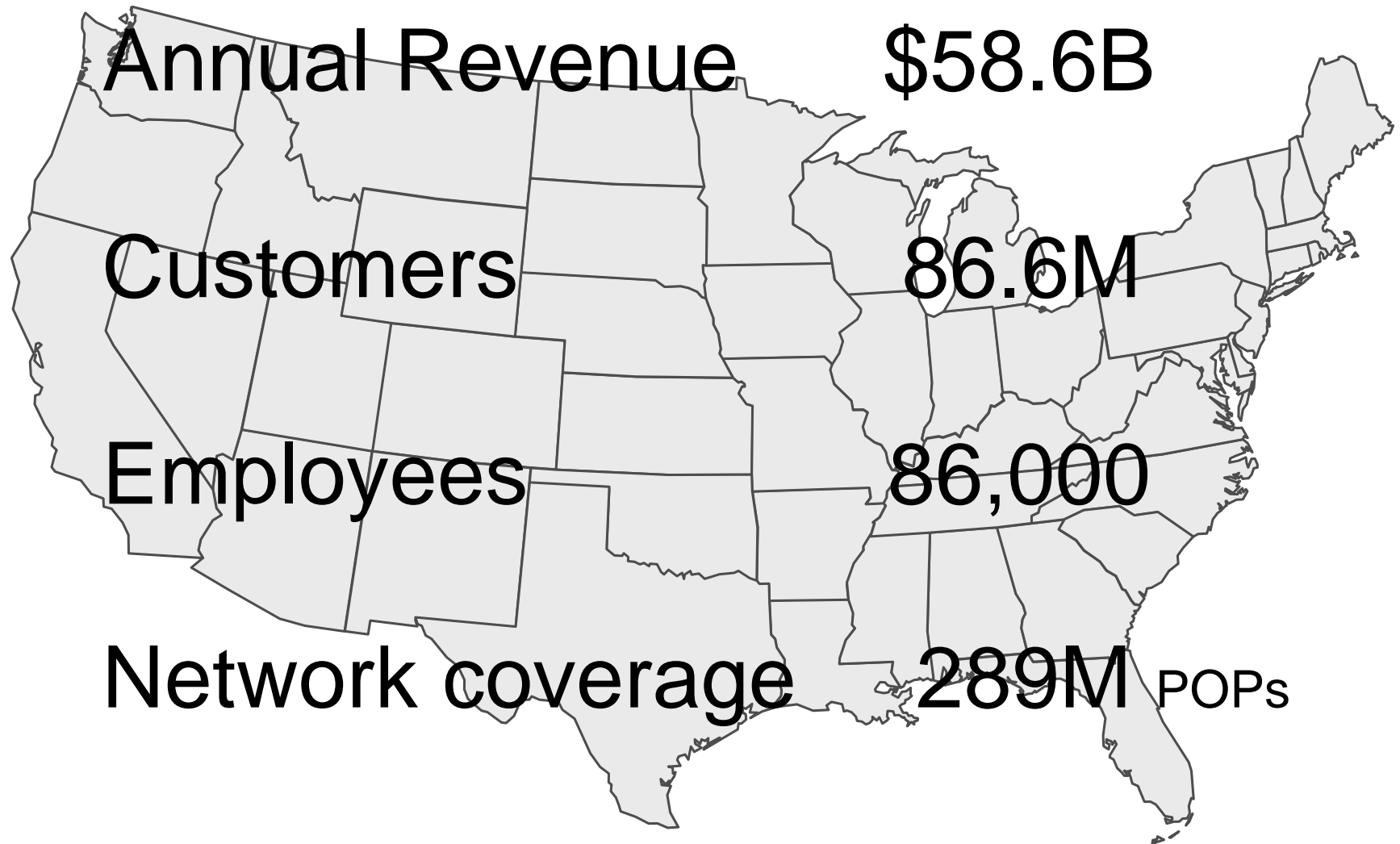
Venkat Gaddam  
Associate Director



# Verizon Wireless Today



*Includes Alltel*



# Industry-leading Highlights

- 57% of Verizon Communications revenues
- Largest U.S. wireless carrier
- Most profitable U.S. wireless company
- Highest customer loyalty
- Most reliable wireless voice & data network
- Largest, most reliable 3G broadband network
- **We want to be YOUR wireless provider**

# Capital Investment

*Continuous and significant*

**More than \$50 Billion since 2000**

**\$Billions**

7

6

5

4

3

2

1

0

'02

'03

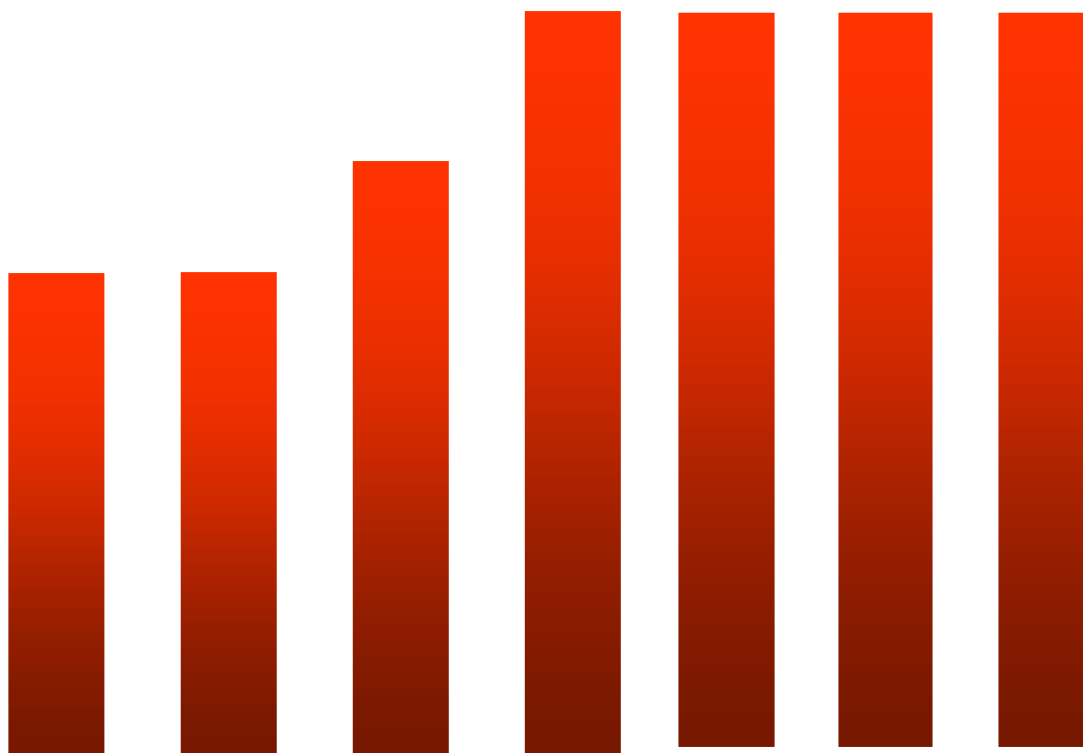
'04

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'08



# MyVerizon on Handset

Prior to WebSphere Everyplace Mobile Portal

**VZW MY ACCOUNT**
  
 Air Time Free

- 1 BALANCE
- 2 USAGE
- 3 PAYMENTS
- 4 MY PLAN
- 5 RESET VM PW

Select

**VZW MY ACCOUNT**
  
 Air Time Free

My Plan: Overview ?

**Current Plan -**  
 AMERICA'S CHOICE FAMSHARE PRIMARY 1200  
 ANY UNL N&W+UNL IN-NET \$79.99 2Y 0204  
 \$79.99/month

**Features-**

- TXT MSG W PER MSG CHARGES
- MESSAGE WAITING INDICATOR
- IN CALL NATL PRI UNLIM - \$0
- NEW EVERY TWO
- CALLER ID
- BASIC VOICE MAIL - \$0
- NATL ENHANCED SVC ACCESS-\$0
- STREAMLINED BILLING - \$0.00
- TEC ASURION - \$5.99
- ROADSIDE ASSISTANCE - \$2.99
- PIX & FLIX 20 MSG - \$2.99
- CALL DELIVERY \$0.00
- CALL WAITING \$0.00
- MOBILE WEB 2.0 SR \$5.00

Select      Menu

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Select      Menu

**VZW MY ACCOUNT**
  
 Air Time Free

MyAccount: Pay Options

- 1 [Pay Now Using Your Handset](#)
- 2 [Additional Pay Options](#)
- 3 [View Last 5 Payments](#)
- 4 [Edit your Payment Accounts](#)
- 5 [Exit Payments](#)

Select      Menu

**VZW MY ACCOUNT**
  
 Air Time Free

- 1 BALANCE
- 2 USAGE
- 3 COMING SOON

Select      Menu

**VZW MY ACCOUNT**
  
 Air Time Free

MyAccount: Usage ?

- 1 [Minutes](#)
- 2 [TXT Messages](#)

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<< MAIN MENU

Select      Menu

# Pre-Mobile Portal

- XHTML and Java in a Struts framework
- Least common denominator technology approach
- Limited variations
- BREW devices only
- Device specific coding
- Lengthy time to market

# Business Environment Pressures

- Timely adoption of smart phones
- Promote mobile web growth and data usage
- Reduces call center costs via customer self service
- Support for diversified handsets and custom browsers
- Cross sell/Up sell (ring tones/ring back tones, games, etc)

# Challenges and Opportunities

- Device agnostic presentation
- Common business logic
- Device specific requirements
- Limited real estate
- Response time
- Broad band limitations
- Need for enterprise level scale and failover



# Post-Mobile Portal

- Single device independent code base
- Only view components were rewritten
- Minimum changes in business logic layer
- Standards based implementation
- Solution leverages strengths of WebShere Portal for scale, failover and more

# How it works

## Feature Phones

**My Verizon**  
No airtime or data charges apply.

- Balance
- Usage
- Payments
- My Plan
- My Features
- Chg Vmail Pswd
- Find Store
- Mobile to Mobile
- FAQs

Drive safely! Search Bluetooth at vzw.com.

## Smart Phones

**My Verizon**  
No airtime or data charges apply.

- Balance
- Payments
- Gift Cards
- My Usage
- My Plan
- My Features
- Vmail Pswd
- Find Store
- FAQs

## VZAM

VZAM interface showing usage statistics and connection logs.

Connection	Date/Time	Duration	IP Address	Bytes
NationalAccess - Broad...	2/21/2008 3:37 PM	5:14:27	75.195.180...	
NationalAccess - Broad...	2/21/2008 3:26 PM	12 seconds	70.198.220...	

View: Selected connection: NationalAccess - BroadbandAccess  
Date range: From: 2/21/2008 To: 3/ 5/2008  
2 sessions, 6.5 MB, duration: 5:14:39

In partnership with **vodafone**  
The world's largest mobile community

Device not inserted  
Not Connected 0:00:00

## VZStart

**verizon**wireless

- News
- Sports
- Weather
- Get Apps
- Connect
- E-Mail
- Help
- My Verizon

## Self Provisioning

**Verizon Services**

- My Verizon** **FREE**  
- Manage Your Account
- Mobile Web 2.0**  
- Subscribe now for access to Email, News, Sports, Weather, Travel & more...

**Surf Mobile Web for 24 hrs for \$1.99.**

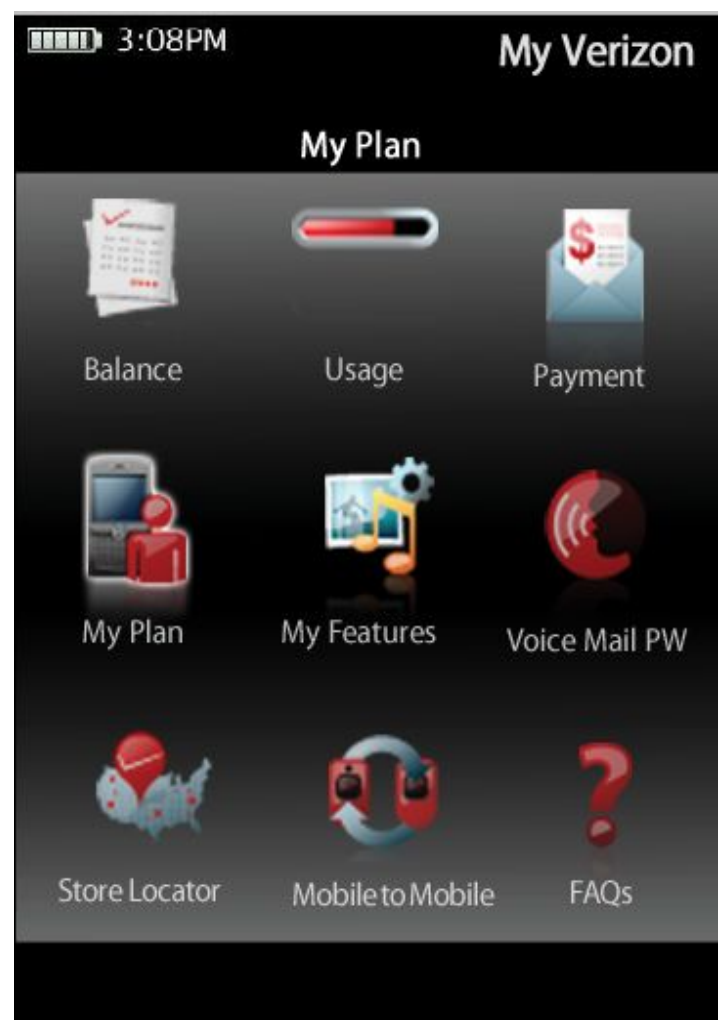
## OTA Downloads

- Mobile Banking
- E-Mail
- Mobile IM
- VZ Navigator
- VZAM OTA
- Firmware

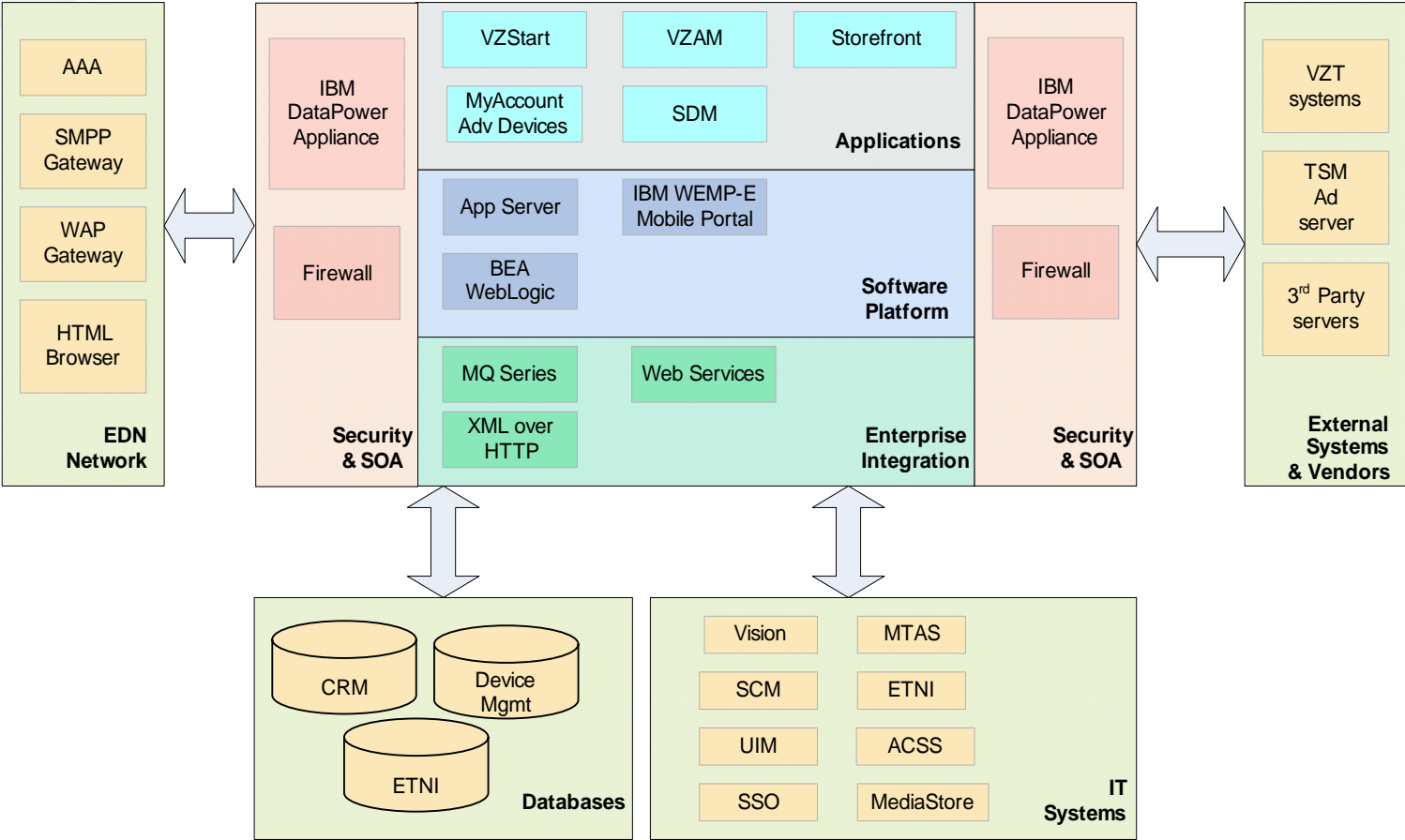
# Widgets & Midlets



Balance - View Account Balance



# Smart Mobile Interface (SMI) Platform - Architecture



# Why IBM and WebSphere Portal?

- Our business is to deliver value to our customers
- While we leverage technology we needed a partnership with a technology innovator to be successful
- IBM was a partner committed to VzW success
  - Technical resources on site
  - Support for standards
  - Frequent visits by IBM senior management
- WebSphere Mobile Portal skill requirements matched our skill set and were augmented by IBM
- WebSphere Portal is market leader with the reliability and scalability that we require