



Day in the Life Demo of Automotive  
Dealer Collaboration  
SOA LOB 2006



# Role: Splash



# Role: Regional Sales VP

Regional Sales VP | Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**Login**

User Name

Password

# Role: Regional Sales VP

The screenshot shows the MANUCO intranet homepage for a user named Frank Hanson, Regional Sales VP. The browser title is "Regional Sales VP | My Home | Home - Microsoft Internet Explorer". The main navigation bar includes "My Home", "My Workspace", "My Career and Life", "Our Company", and "Business Strategy Execution" (which is circled in pink). The left sidebar contains links for "Home", "My CDS Profile", "My CDS+ List", "Edit Settings", "About CDS+", and "CDS+ Help". The main content area is divided into several sections: "Company Alerts" with a "Complete your annual Benefits Plan Enrollment" alert; "Email" showing 25 new messages in the inbox; "Calendar" with a "Weekly Status Meeting" at 9:30 am; "Stock Quote" for \$7.22; "Bookmarks" with "ManuCo Product Data"; "Daily Headlines" featuring a "New Model Review for ManuCo Dealers" article; "Company News" with PR releases; and "Clipsheet" with automotive electronics supplier rankings. The right sidebar includes "Features" with a "Directory Update" alert, "My Communities" with a "Convertible Quality Blog", and a "Quick Poll" asking "How much time do you spend using the portal each day?" with options for less than 1 hour, 1-2 hours, 2-3 hours, and more than 3 hours.

# Role: Regional Sales VP

Regional Sales VP | Business Strategy Execution - Microsoft Internet Explorer

MANUCO Frank Hanson, Regional Sales VP

Intranet People Advanced Search

My Home My Workspace My Career and Life Our Company Business Strategy Execution Sign Out

**My Scorecard**

Display results for: This Year

Detailed scorecard

New Objective Submit for Approval Alert

Objective	Status	Milestone Target	Actual	Change
Overall	⚠			
<b>Sales Growth Summary</b>				
Total Sales	⚠	+6%	+5.5%	+2%
Dealer Satisfaction - sales	⚠	+3%	+2.8%	0%
Customer Satisfaction - sales	✅	+2%	+3%	+1.5%
<b>Marketing Summary</b>				
Targeted Ad Leads	⚠	+10%	+9.5%	+2%
Cross Sell/Upsell	⚠	+16%	+14%	+1%
Email Marketing	✅	+60%	+79%	+21%
<b>Learning and Growth</b>				
World Class Employer	✅	25%	50%	3%

**Sales VP Revenue Performance**

Month	Hanson	MIs	London
Feb	29	27	30
Mar	30	29	31
Apr	31	31	32
May	32	33	35

**Instant Message**

People Meetings Options Help

I am Active

- Project Team
  - Mike Martin
  - Dennis Curry
  - Sarah Fadden
- Zone Managers
  - Fred Price (Zone Mgr - One)
  - Vince Jones (Zone Mgr - Two)
  - Jane Hart (Zone Mgr - Three)
  - Jim Collins (Zone Mgr - Four)
  - Charles O'Reilly (Zone Mgr - Five)

**Business Performance**

View score By Product

Significantly ahead of target Ahead of target On target Below target Significantly below target

# Role: Regional Sales VP

**MANUCO** Frank Hanson, Regional Sales VP

Intranet | People | Advanced Search

My Home | My Workspace | My Career and Life | Our Company | **Business Strategy Execution** | Sign Out

**Organization Constraint View**

Name	Sales Growth	Alerts	Percentage
Jim Carlson	8%	11	8%
Heather Jones	6%	23	6%
Frank Hanson	5.50%	3	5.50%
Bruce Sharp	5.40%	0	5.40%
Grace Marshall	5.40%	11	5.40%
John Robbins	3.30%	1	3.30%
Jean Douma	1.90%	0	1.90%
Steve Sherrill	4.40%	2	4.40%
Sammy Ely	6.10%	16	6.10%
Amy Lee	3.10%	0	3.10%

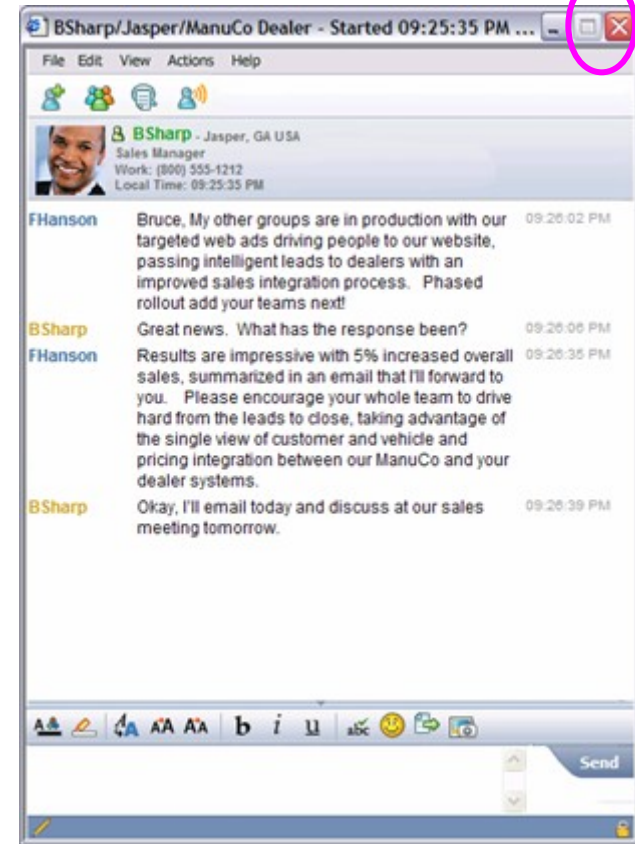
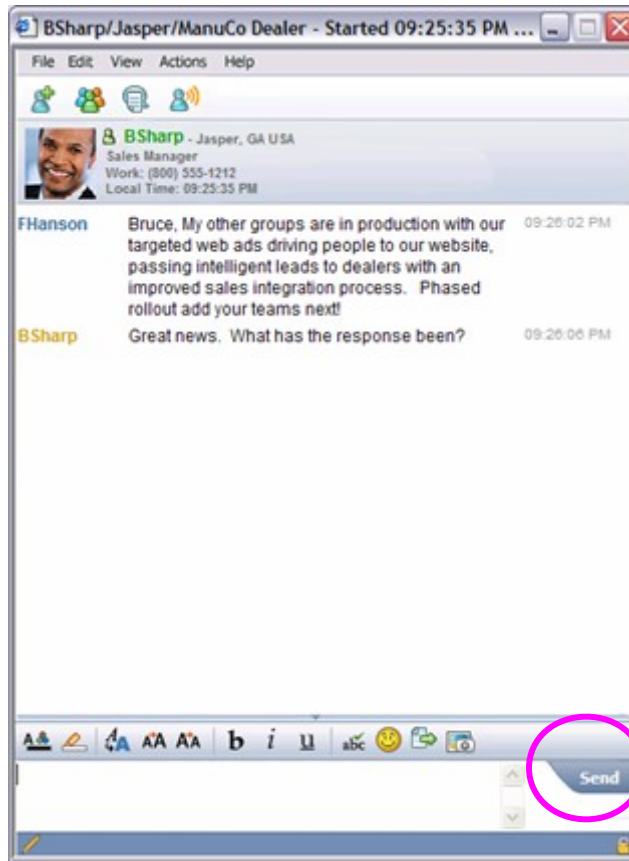
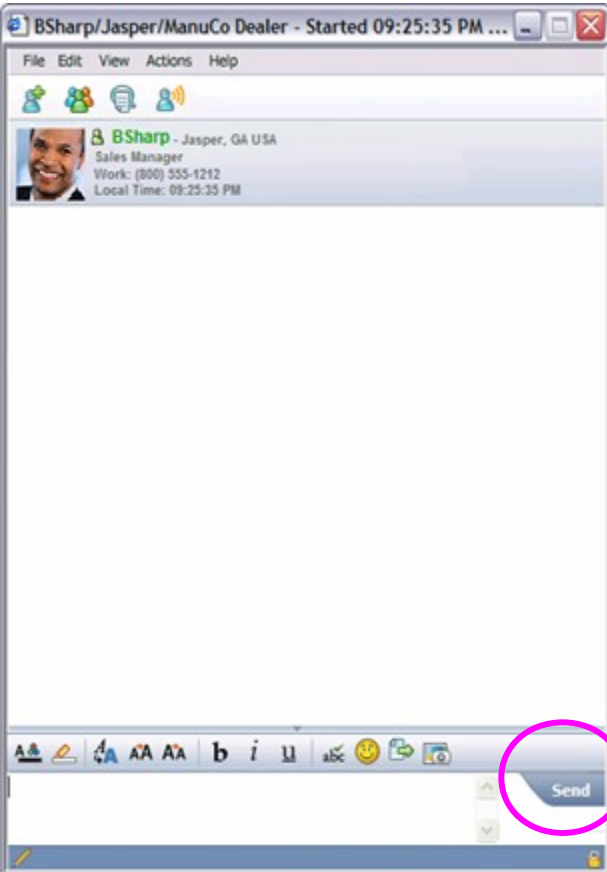
**Sales VP Revenue Performance**

Month	Hanson	Mills	London
Feb	~29	~30	~27
Mar	~30	~31	~29
Apr	~31	~32	~31
May	~32	~33	~32

**Instant Message**

- I am Active
  - Project Team
    - Mike Martin
    - Dennis Curry
    - Sarah Fadden
  - Zone Managers
    - Fred Price (Zone Mgr - One)
    - Vince Jones (Zone Mgr - Two)
    - Jane Hart (Zone Mgr - Three)
    - Jim Collins (Zone Mgr - Four)
    - Charles O'Reilly (Zone Mgr - Five)

# Role: Regional Sales VP



# Role: Regional Sales VP

**Organization Constraint View**

Name	Sales Growth	Value
Jim Carlson	8%	11 1 0
Heather Jones	6%	23 0 0
Frank Hanson	5.50%	3 1 1
Bruce Sharp	3.40%	0 0 3
Sammy Ely	6.10%	16 1 0
Grace Marshall	5.40%	11 9 1
John Robbins	3.30%	1 5 6
John Dwan	1.90%	0 2 7
Steve Sherrill	4.40%	1 4 2
King Lee	3.10%	0 4 6

**Sales VP Revenue Performance**

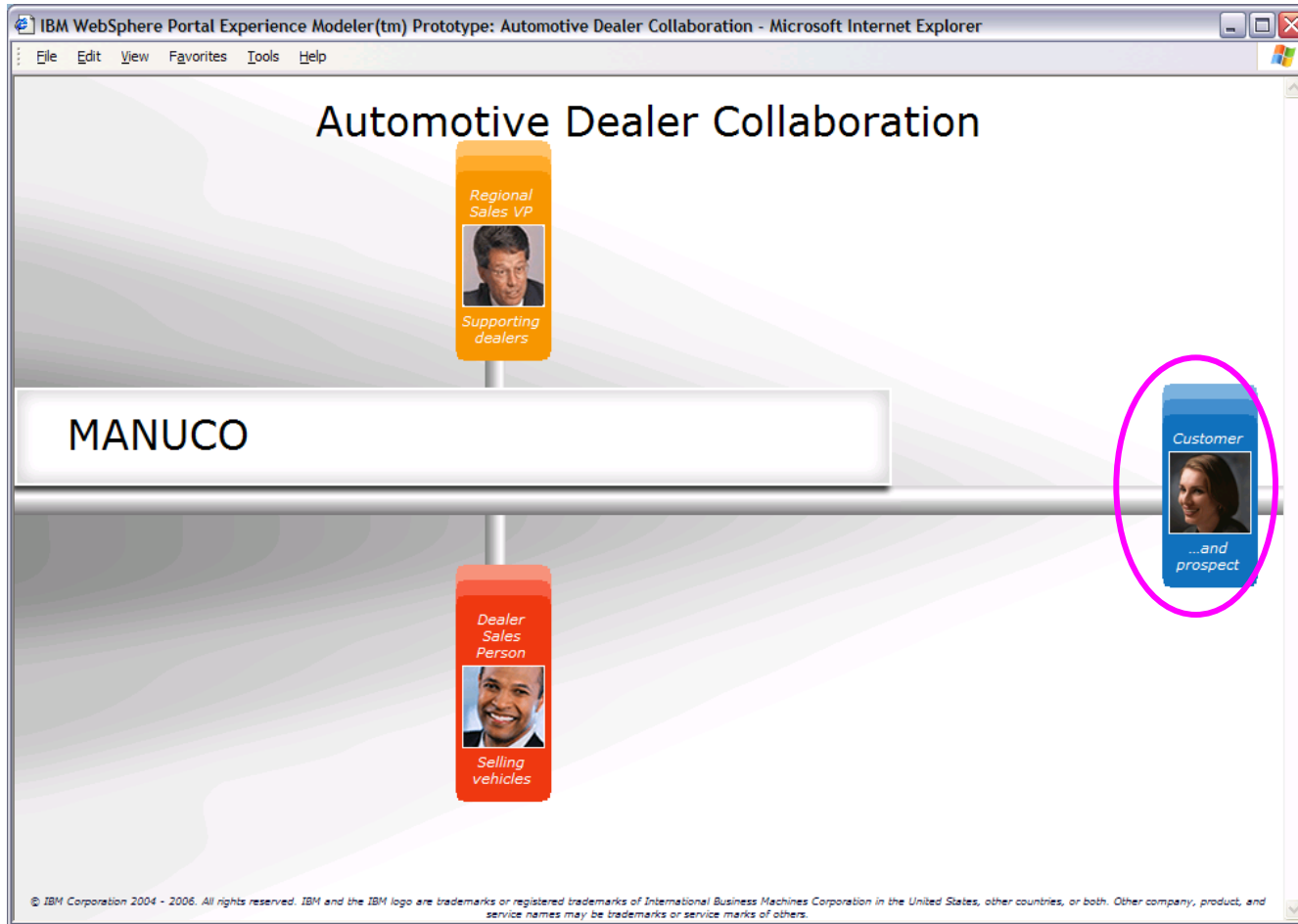
Month	Hanson	MMs	London
Feb	~29	~27	~25
Mar	~30	~29	~28
Apr	~31	~30	~29
May	~32	~31	~30

**Instant Message**

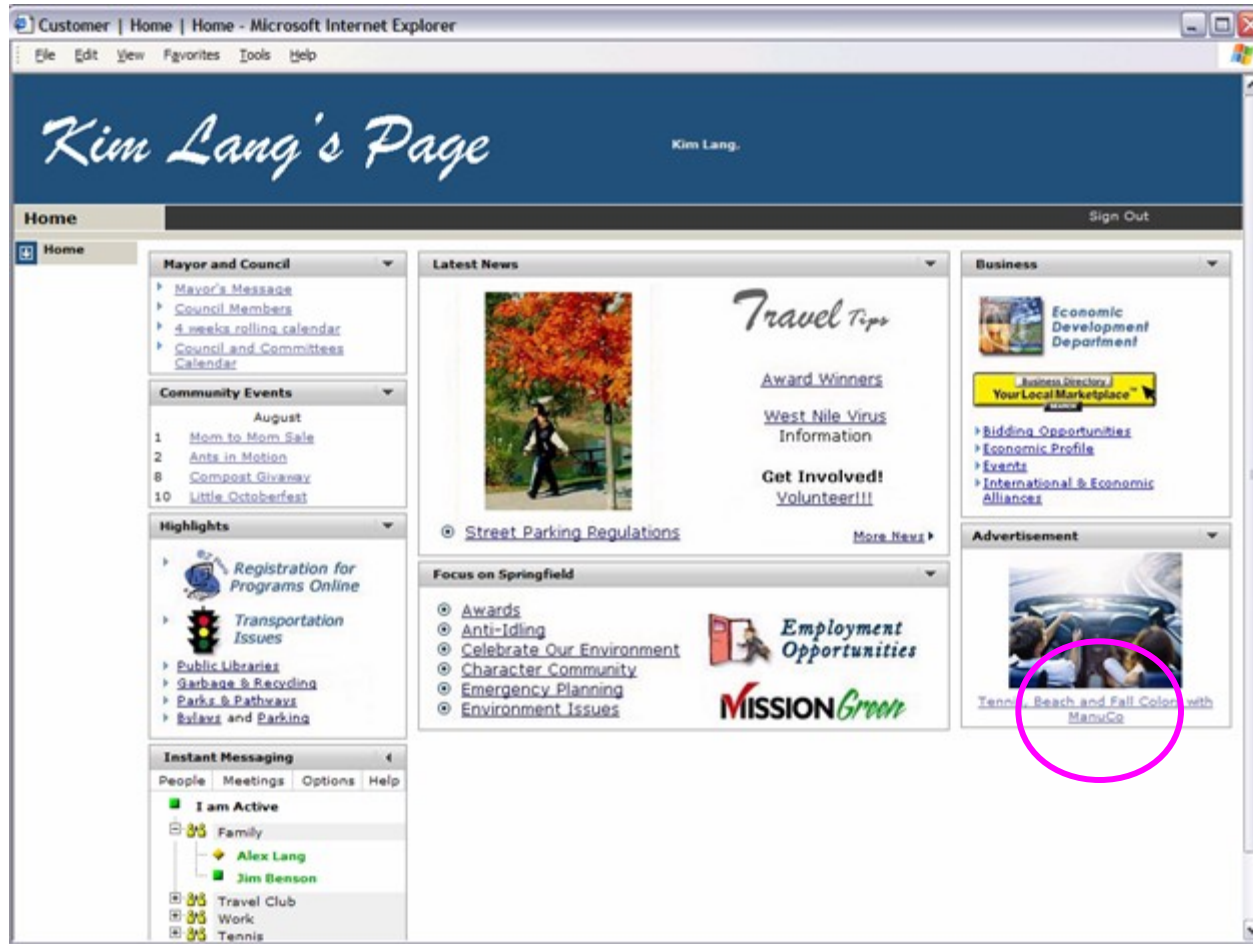
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- Project Team
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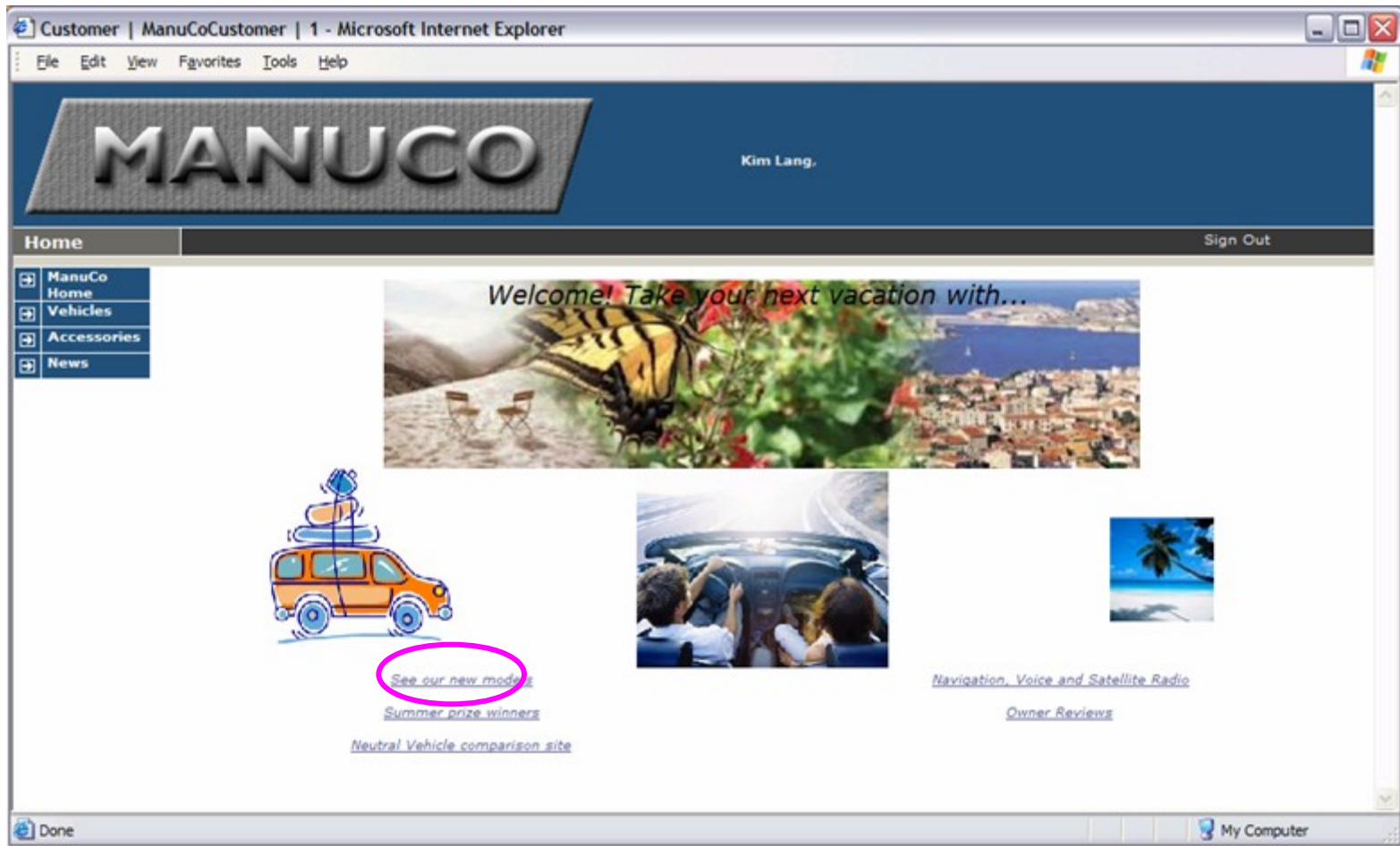
# Role: Customer



# Role: Customer



# Role: Customer



# Role: Customer



# Role: Customer

Customer | Owner Reviews - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**MANUCO** Kim Lang, Sign Out

Home

Convertibles

Shopping Cart  
0 Items in cart  
Subtotal: \$0.00

Select Language  
English GO

Select Currency  
US Dollar GO

Contact Dealer  
Kim's Favorite GO

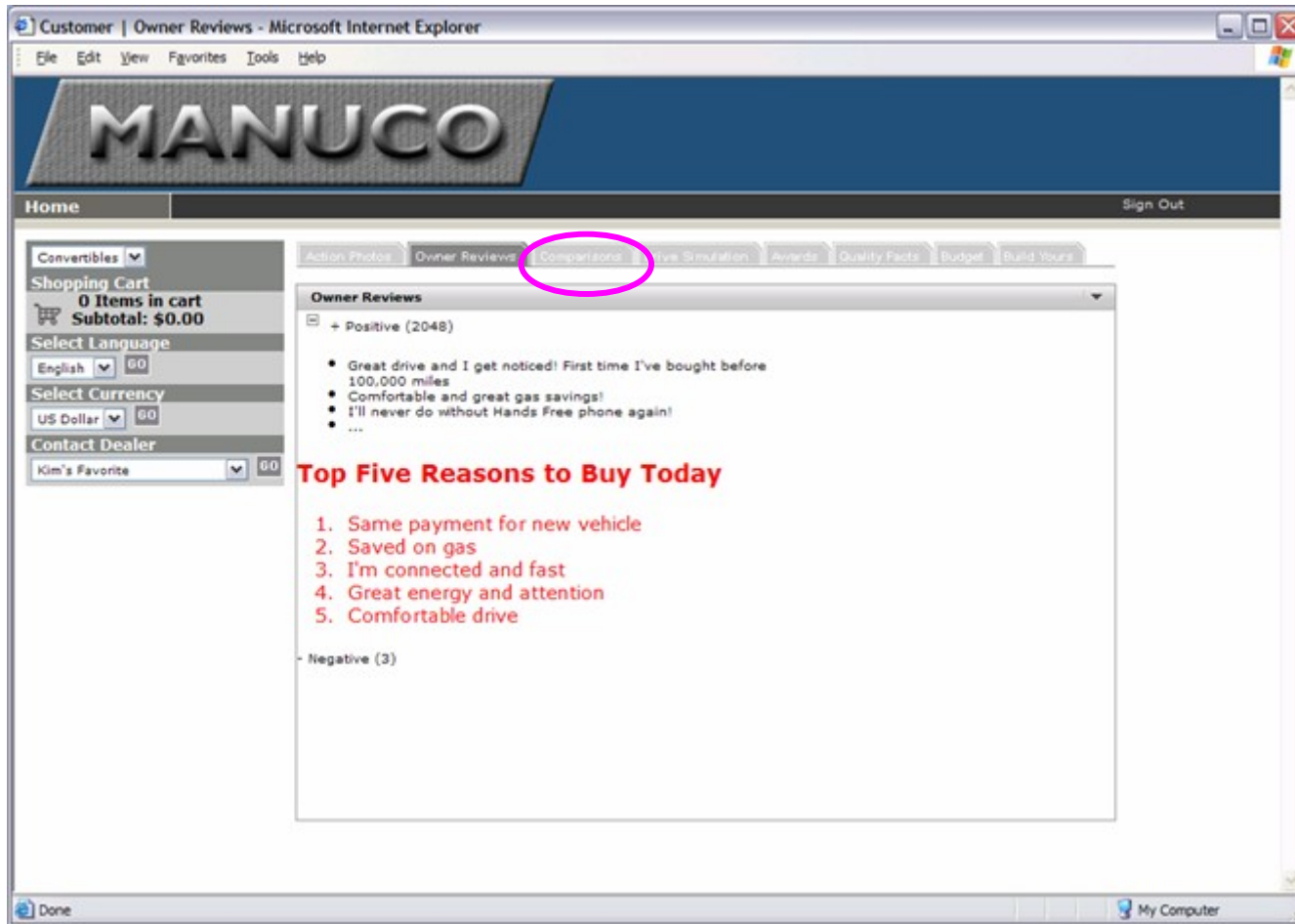
Action Photos Owner Reviews Comparisons Drive Simulation Awards Quality Facts Budget Build Yours

**OwnerReviews**

- + Positive (2048)
  - Great drive and I get noticed! First time I've bought before 100,000 miles
  - Comfortable and great gas savings!
  - I'll never do without Hands Free phone again!
  - ...
- Negative (3)

Done My Computer

# Role: Customer



# Role: Customer

Customer | Comparisons - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**MANUCO** Kim Lang.

Home Sign Out

Motorcycles

Shopping Cart  
0 Items in cart  
Subtotal: \$0.00

Select Language  
English GO

Select Currency  
US Dollar GO

Contact Dealer  
Kim's Favorite GO

Factors to Compare  
Select Factor GO

Models to Compare  
Neutral Auto Site GO

Action Photos Owner Reviews Comparisons Drive Simulation Awards Quality Facts Budget **Build Yours**

Luxury	area 1	area 2	area 3
a	↔	↔	↔
ManuCo	↔	↔	↔
b	↔	↔	↔
c	↔	↔	↔

Value	area 1	area 2	area 3
a	↔	↔	↔
ManuCo	↔	↔	↔
b	↔	↔	↔
c	↔	↔	↔

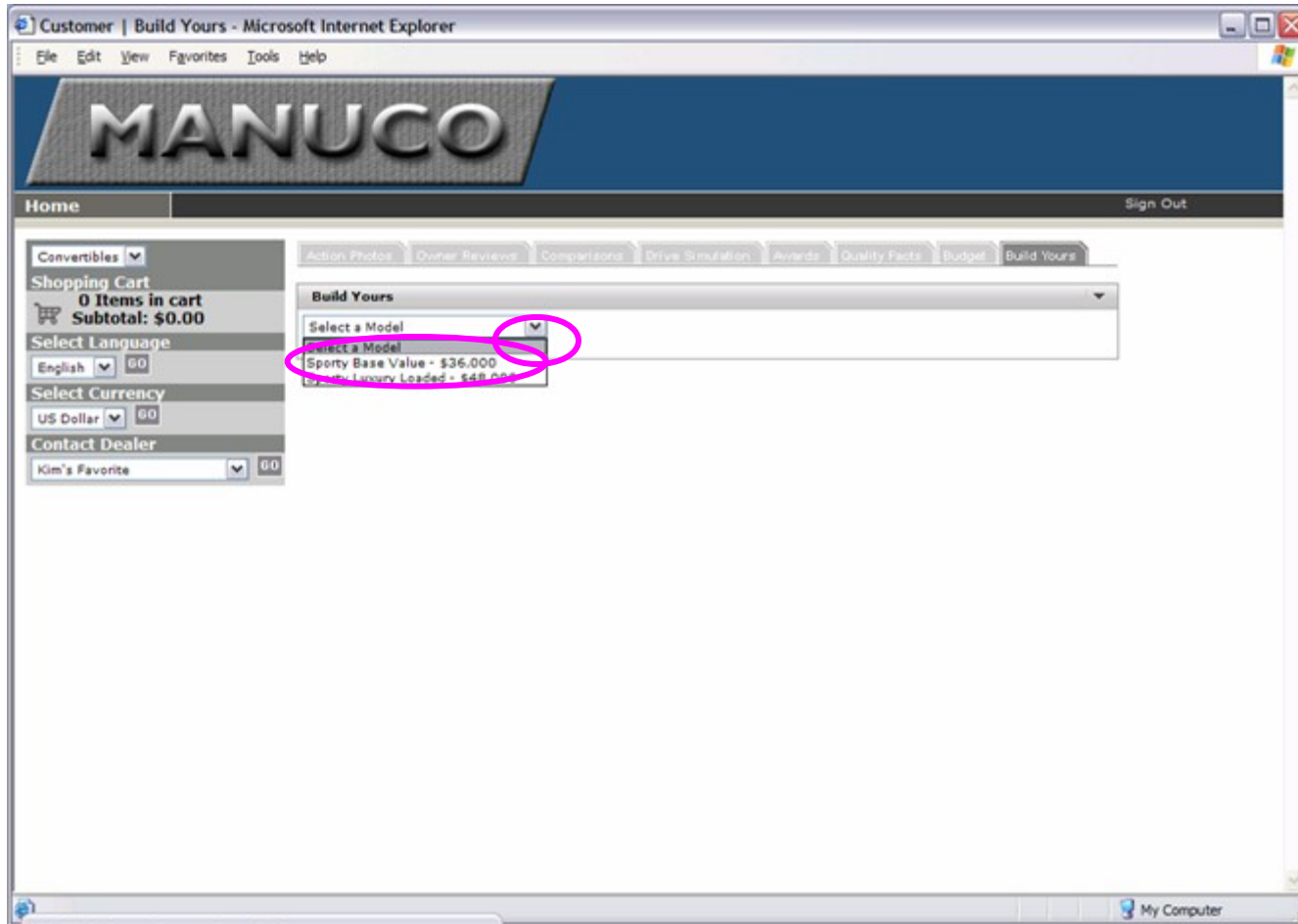
Safety	area 1	area 2	area 3
a	↔	↔	↔
ManuCo	↔	↔	↔
b	↔	↔	↔
c	↔	↔	↔

Environment	area 1	area 2	area 3
a	↔	↔	↔
ManuCo	↔	↔	↔
b	↔	↔	↔
c	↔	↔	↔

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Done My Computer

# Role: Customer





# Role: Customer

The screenshot shows a web browser window titled "Customer | Build Yours - Microsoft Internet Explorer". The main heading is "MANUCO". Below the heading is a navigation bar with "Home" and "Sign Out". The page content is divided into several sections:

- Shopping Cart:** Shows "0 Items in cart" and "Subtotal: \$0.00".
- Select Language:** A dropdown menu set to "English" with a "GO" button.
- Select Currency:** A dropdown menu set to "US Dollar" with a "GO" button.
- Contact Dealer:** A dropdown menu set to "Kim's Favorite" with a "GO" button.
- Build Yours:** A section with a "Sporty Base Value - \$36,000" dropdown. Below it is a "Package" section and an "Options" table.

Options	Price
<input type="checkbox"/> Hands Free Phone	200.00
<input type="checkbox"/> Heated Seat	600.00
<input checked="" type="checkbox"/> Navigation System	1200.00
<input type="checkbox"/> Satellite Radio	900.00
<input type="checkbox"/> Wheel Lock	40.00
<input type="checkbox"/> Sports Rack	200.00

A tooltip is displayed over the "Show me related options" link, listing "Colors", "Colors", "Options", and "Luxury Options".

At the bottom right of the "Build Yours" section, there are two buttons: "Save Draft" and "Retrieve".

# Role: Customer

Customer | Build Yours - Microsoft Internet Explorer

File Edit View Favorites Tools Help

# MANUCO

Home Sign Out

Convertibles ▾

**Shopping Cart**  
1 Items in cart  
Subtotal: \$38,500.00

Select Language  
English ▾ GO

Select Currency  
US Dollar ▾ GO

Contact Dealer  
Kim's Favorite ▾ GO

Action Photos Owner Reviews Comparisons Drive Simulation Awards Quality Facts Budget Build Yours

**Build Yours**

Sporty Base Value - \$36,000 ▾

Package

Options	Price
<input checked="" type="checkbox"/> Hands Free Phone	200.00
<input type="checkbox"/> Heated Seat	600.00
<input checked="" type="checkbox"/> Navigation System	1200.00
<input checked="" type="checkbox"/> Satellite Radio	900.00
<input type="checkbox"/> Wheel Lock	40.00
<input checked="" type="checkbox"/> Sports Rack	200.00

Exterior Colors

Interior Colors

Safety Options

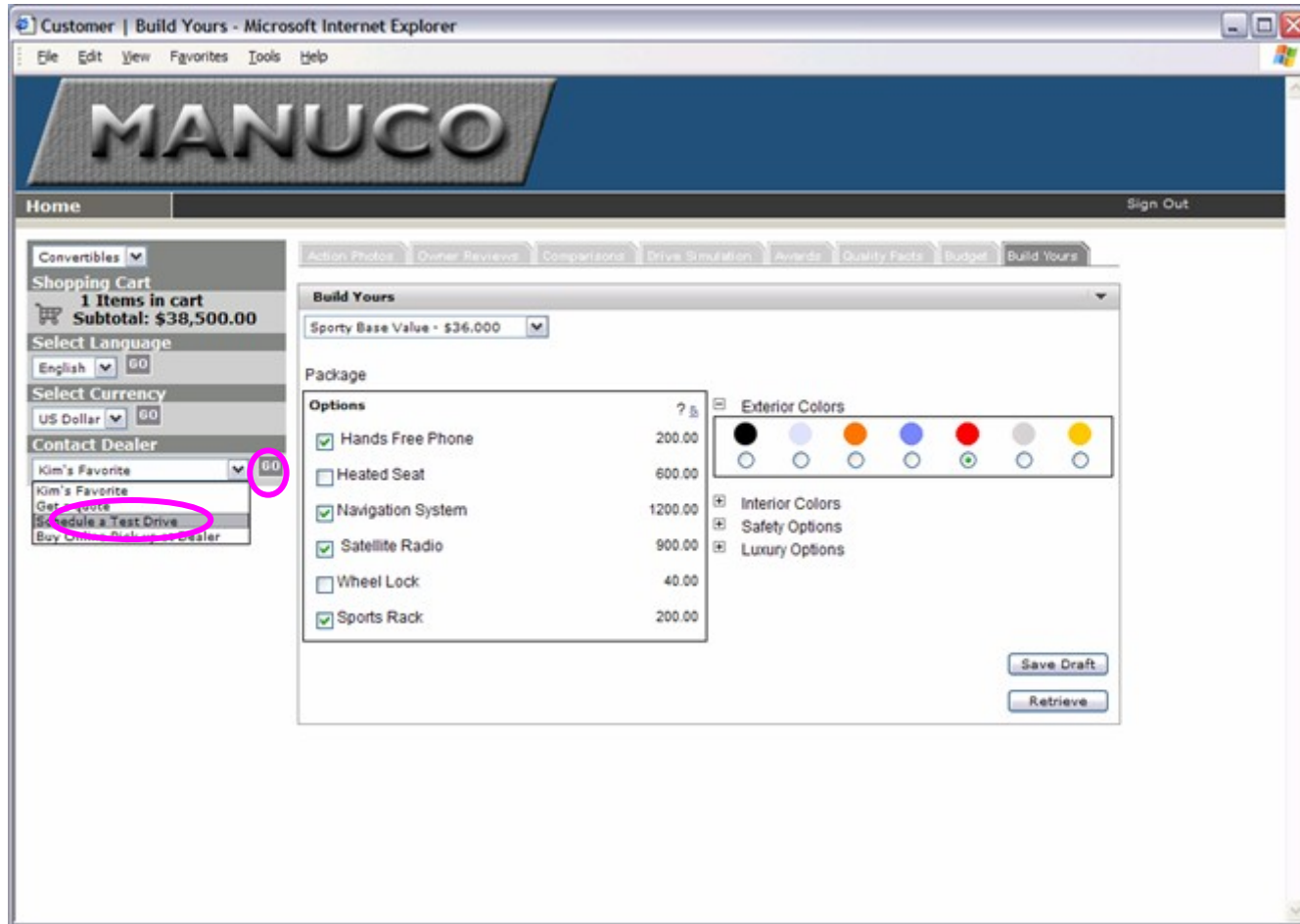
Luxury Options

**Save Draft**

Retrieve

Done My Computer

# Role: Customer



# Role: Customer

Customer | Build Yours - Microsoft Internet Explorer

Home Sign Out

Convertibles

Shopping Cart  
1 Items in cart  
Subtotal: \$38,500.00

Select Language  
English GO

Select Currency  
US Dollar GO

Contact Dealer  
Schedule a Test Drive GO

Kim's local dealer

Date for test drive  
07/19/2006

Preferred Time  
10 : 30 AM

Send Draft  
 Y  N

Action Photos | Owner Reviews | Comparisons | Drive Simulation | Awards | Quality Facts | Budget | Build Yours

Build Yours  
Sporty Base Value - \$36,000

Package

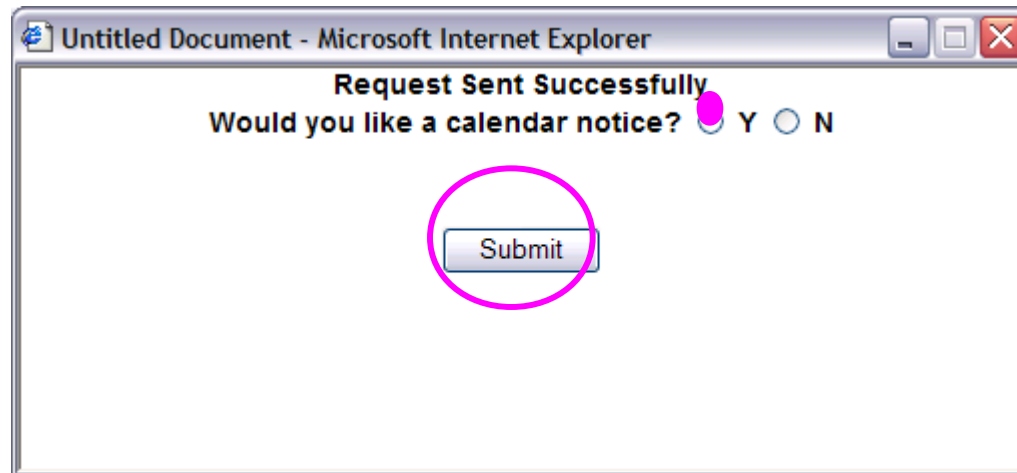
Options	Price
<input checked="" type="checkbox"/> Hands Free Phone	200.00
<input type="checkbox"/> Heated Seat	600.00
<input checked="" type="checkbox"/> Navigation System	1200.00
<input checked="" type="checkbox"/> Satellite Radio	900.00
<input type="checkbox"/> Wheel Lock	40.00
<input checked="" type="checkbox"/> Sports Rack	200.00

Exterior Colors

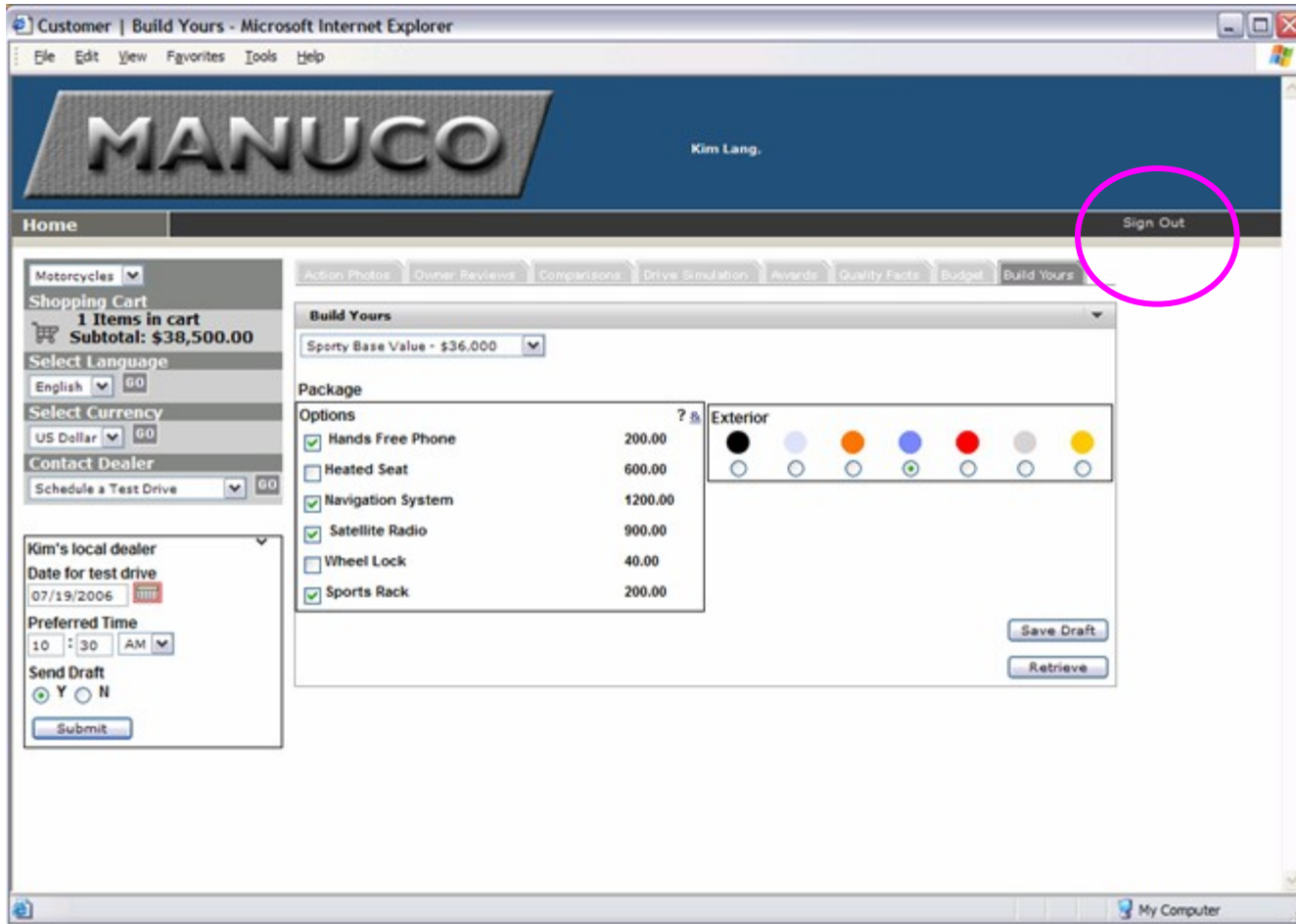
Interior Colors  
 Safety Options  
 Luxury Options

Save Draft  
Retrieve

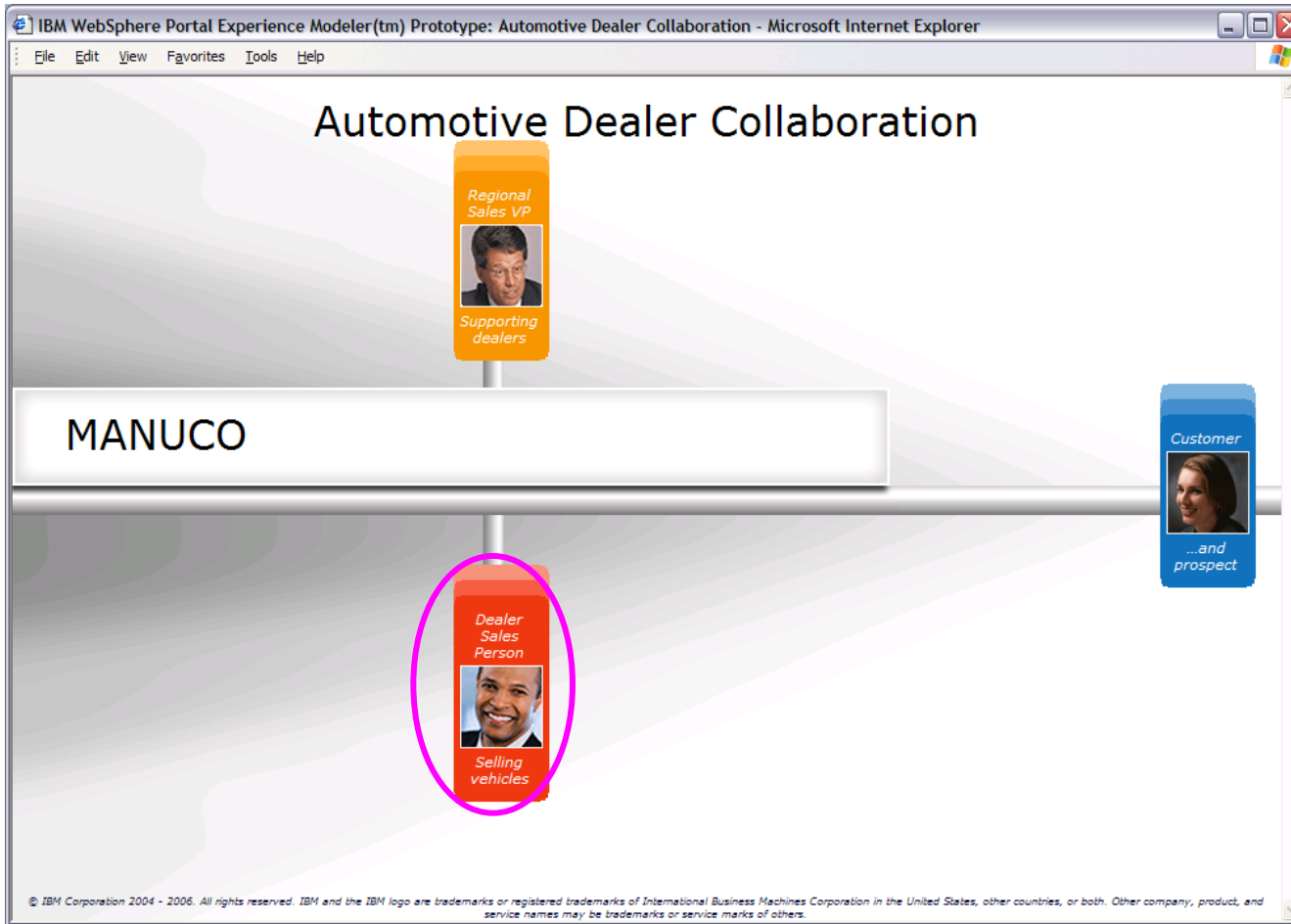
# Role: Customer



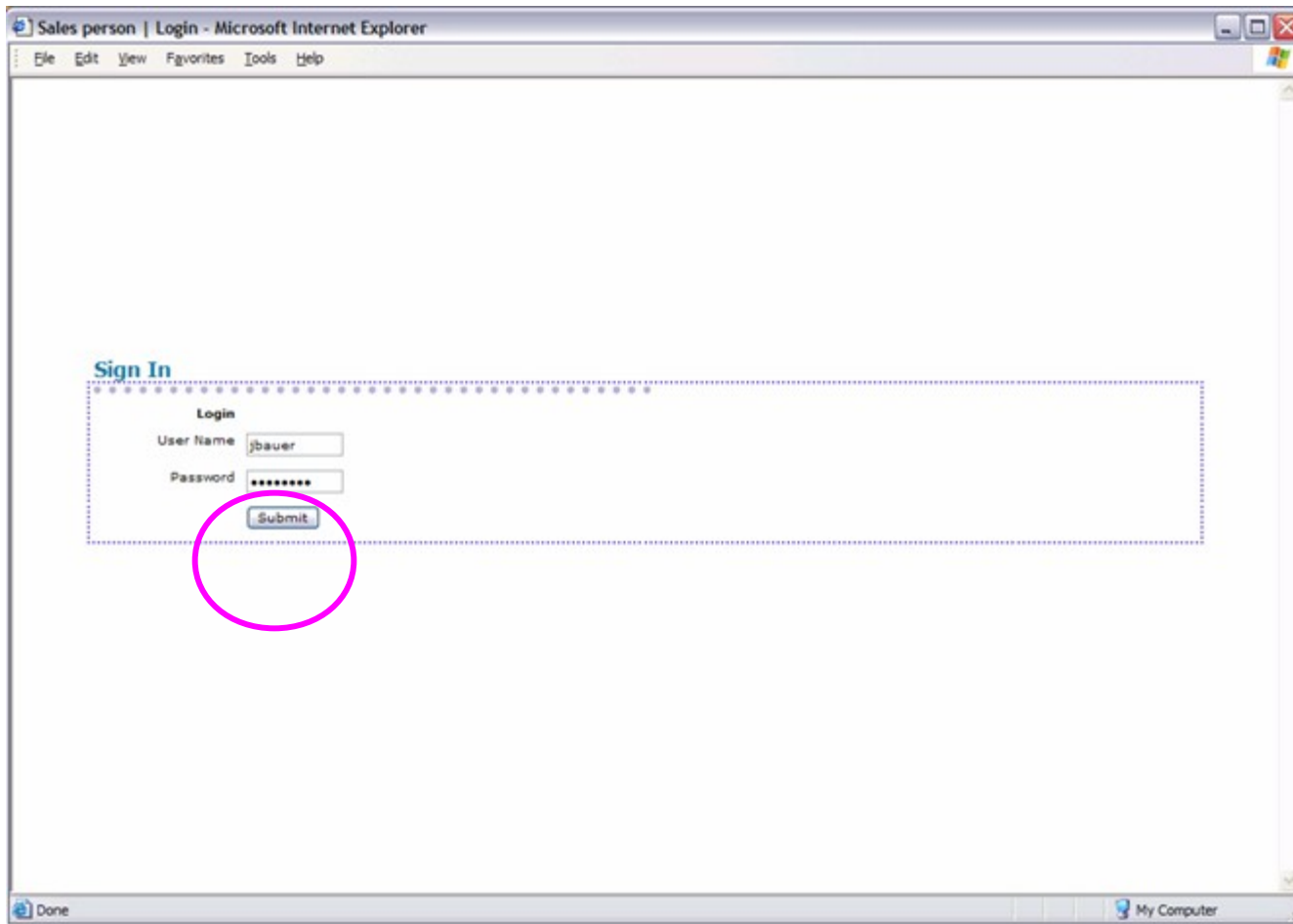
# Role: Customer



# Role: Dealer Sales Person



# Role: Dealer Sales Person



Sales person | Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**Sign In**

**Login**

User Name

Password

Done My Computer



# Role: Dealer Sales Person

**MANUCO DEALER**  
Jean Bauer, Dealer Sales Person

**My Home** | **My Workspace** | Sign Out

**Company Alerts** Edit | ? - X  
 Complete your annual [Benefits Plan Enrollment](#)

**Email**  
 New Messages\*  
**Inbox:** 14 Messages (5 new)  
 Drafts: 1 saved  
 Sent: 6 messages  
 Trash: 0 total

**Calendar**  
 Open Calendar  
 Today's Calendar  
 9:00 am Weekly Sales Meeting  
 10:30 am Test Drive - Kim Lang  
 1:15 pm Test Drive - Roger Jones

**Promotions**  
 Web Lead Bonus  
 ManuCo Warranty  
 ManuCo Accessories

**Dealer Inventory**  
 New Models  
 Used Models  
 Find Vehicle

**Daily Headlines**  
  
[New Model Review for ManuCo Dealers](#) [Profiled for: All ManuCo Marketing and Sales] Dealer satisfaction for our ManuCo new model webinar excellent with best presentation award for New Internet Sales Lead Process.  
 ACRC pre-competitive research reports available at our libraries [Profiled for: all ManuCo]  
 Style guidelines available for ManuCo's brand identity [Profiled for: all ManuCo]  
 ManuCo internal combustion engine expertise enables hybrid and advanced powertrains [Profiled for: all ManuCo]  
 More...

**Company News**  
 PR: ManuCo Releases Preliminary Fourth Quarter and Full Year Results  
 PR: ManuCo visible throughout International Auto Show  
 More...

**Clipsheet**  
 Automotive electronics supplier rankings  
 Targeted Marketing Ads success rate climbing with ManuCo and Dealer integration rollout  
 Fast sales follow-up linked to closure rate  
 Sales feedback summary  
 More...

**Sales Tools**  
**New Leads**

Customer	Source	Contact
Kim Lang	ManuCo Web	KLang@aol.com
Roger Jones	ManuCo Web	(481)-322-8614
Jan Hesker	Service	jhb2@de.edu
Frank Flo	ManuCo Web	fflo@juno.com
Kelly Rose	Refer a Friend	kellyrose@yahoo.com

# Role: Dealer Sales Person

Dealer Sales Person | My Workspace | Email - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**MANUCO DEALER** Jean Bauer, Dealer Sales Person

Go

Intranet People

Advanced Search

Sign Out

**My Home** My Workspace

My Dashboard

Email

Business Monitor

Tools and Applications

Collaboration Central

Services and Policies

Projects

Manager Resources

Message Center

Inbox X Address Book X Drafts X Sent X Trash X Chats X Calendar X

New Message Reply Forward Delete Folder Mark Unread

From Subject Date Time

New Message Reply Forward Delete Folder Find Print Send

**ManuCo deploys integrated marketing and sales to us!**

Priority: Urgent

From: Bruce Sharp

To: Sales People

Sales Team -

Great news for our sales meeting today! Use this to drive sales TODAY.

----- forwarded email of Frank Hanson -----

Bruce,

Phased rollout continues to your dealerships.

My other groups are in production with our targeted web ads driving people to our website, passing intelligent leads to dealers with an improved sales integration process. Phased rollout add your teams next!

Results are impressive with 5% increased overall sales. Please encourage your whole team to drive hard from the leads to close, taking advantage of the single view of customer and vehicle and pricing integration between our ManuCo and your dealer systems.

Regards - Frank Hanson

Calendar

Thursday 15

9:00 am Weekly Sales Meeting

9:30

10:00

10:30 Test Drive - Kim Lang

11:00

11:30

12:00 pm

12:30

1:00

1:30 Test Drive - Roger Jones

2:30

Instant Contacts

Work (1)

- Anders Hamilton
- Carlos Branda
- Karl Muller
- Renee Boulanger
- Silvio Damato

Technical Round Table (3)

- George Martin

# Role: Dealer Sales Person

MANUCO DEALER  
Jean Bauer, Dealer Sales Person

My Home My Workspace

Company Alerts  
Complete your annual [Benefits Plan Enrollment](#)

Email  
New Messages\*  
Inbox: 14 Messages (5 new)  
Drafts: 1 saved  
Sent: 6 messages  
Trash: 0 total

Calendar  
Open Calendar  
Today's Calendar  
9:00 am Weekly Sales Meeting  
10:30 am Test Drive - Kim Lang  
1:15 pm Test Drive - Roger Jones

Promotions  
Web Lead Bonus  
ManuCo Warranty  
ManuCo Accessories

Dealer Inventory  
New Models  
Used Models  
Find Vehicle

Daily Headlines  
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More...

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More...

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Sales feedback summary  
More...

Sales Tools  
New Leads

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Jan Hesker	Service	jhb2@de.edu
Frank Flo	ManuCo Web	fflo@juno.com
Kelly Rose	Refer a Friend	kellyrose@yahoo.com

Right Click and  
select Details

# Role: Dealer Sales Person

Dealer Sales Person | My Home - Microsoft Internet Explorer

MANUCO DEALER Jean Bauer, Dealer Sales Person

My Home My Workspace

**Company Alerts**

Complete your annual [Benefits Plan Enrollment](#)

**Email**

New Messages\*

**Inboxes:** 14 Messages (5 new)

**Drafts:** 1 saved

**Sent:** 6 messages

**Trash:** 0 total

**Calendar**

Open Calendar

Todays Calendar

9:00 am	Weekly Sales Meeting
10:30 am	Test Drive - Kim Lang
1:15 pm	Test Drive - Roger Jones

**Promotions**

- Web Lead Bonus
- ManuCo Warranty
- ManuCo Accessories

**Dealer Inventory**

- New Models
- Used Models
- Find Vehicle

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Kelly Rose	Refer a Friend	kellyrose@yahoo.com

**Lead Details**

**Kim Lang**

- Web Config
- ManuCo Vehicles
- Dealer Records

# Role: Dealer Sales Person

Dealer Sales Person | My Home - Microsoft Internet Explorer

MANUCO DEALER Jean Bauer, Dealer Sales Person

My Home My Workspace

Company Alerts Complete your annual [Benefits Plan Enrollment](#)

Email New Messages\*

Inbox: 14 Messages (5 new)

Drafts: 1 saved

Sent: 6 messages

Trash: 0 total

Calendar Open Calendar

Today's Calendar

9:00 am Weekly Sales Meeting

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Promotions

- Web Lead Bonus
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Dealer Inventory

- New Models
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Frank Flo	ManuCo Web	fflo@juno.com
Kelly Rose	Refer a Friend	kellyrose@yahoo.com

Lead Details

**Kim Lang**

Web Config

Model: Sporty Base Value  
Options: Hands Free Radio, Navigation System, Satellite Radio, Sports Rack  
st: \$38,500

Up Sell Ideas

Price with Dealer labor

Find Vehicle

Get Dealer Price

ManuCo Vehicles

2001 ManuCo Sedan, Financed, 5 year warranty  
2003 ManuCo SUV

Dealer Records

10 Service visits for \$1764  
with online coupons saved \$450

# Role: Dealer Sales Person

**MANUCO DEALER**  
Jean Bauer, Dealer Sales Person

My Home | My Workspace | Sign Out

**Company Alerts**  
Complete your annual [Benefits Plan Enrollment](#)

**Email**  
New Messages\*  
Inbox: 14 Messages (5 new)  
Draft: 1 saved  
Sent: 6 messages  
Trash: 0 total

**Calendar**  
Open Calendar  
Calendar Notice Reminder  
Kim Lang Test Drive in 10 minutes  
klang@aol.com  
**OK**

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Frank Flo	ManuCo Web	fflo@juno.com
Kelly Rose	Refer a Friend	kellyrose@yahoo.com

**Lead Details**  
Kim Lang  
Web Config  
Model: Sporty Base Value  
Options: Hands Free Radio, Navigation System, Satellite Radio, Sports Back  
List: \$34,999  
Electronics Deluxe Package adds 10 CD changer with extended electronics warranty for \$2800  
Find Vehicle  
Get Dealer Price  
ManuCo Vehicles  
2001 ManuCo Sedan, Financed, 5 year warranty  
2003 ManuCo SUV  
Dealer Records  
10 Service visits for \$1764 with online coupons saved \$450

# Role: Dealer Sales Person

Dealer Sales Person | My Home - Microsoft Internet Explorer

MANUCO DEALER

Jean Bauer, Dealer Sales Person

Go

Intranet People

Advanced Search

My Home My Workspace **Sign Out**

**Company Alerts** Edit | ? - x

Complete your annual [Benefits Plan Enrollment](#)

**Email**

New Messages\*

Inbox: 14 Messages (5 new)

Draft: 1 saved

Sent: 6 messages

Trash: 0 total

**Calendar**

Open Calendar

Today's Calendar

9:00 am	Weekly Sales Meeting
10:30 am	Test Drive - Kim Lang
1:15 pm	Test Drive - Roger Jones

**Promotions**

- Web Lead Bonus
- ManuCo Warranty
- ManuCo Accessories

**Dealer Inventory**

- New Models
- Used Models
- Find Vehicle

**Daily Headlines**

[New Model Review for ManuCo Dealers](#) [Profiled for: All ManuCo Marketing and Sales] Dealer satisfaction for our ManuCo new model webinar excellent with best presentation award for New Internet Sales Lead Process.

ACRC pre-competitive research reports available at our libraries [Profiled for: all ManuCo]

Style guidelines available for ManuCo's brand identity [Profiled for: all ManuCo]

ManuCo internal combustion engine expertise enables hybrid and advanced powertrains [Profiled for: all ManuCo]

[More...](#)

**Company News**

- PR: ManuCo Releases Preliminary Fourth Quarter and Full Year Results
- PR: ManuCo visible throughout International Auto Show

[More...](#)

**Clipsheet**

- Automotive electronics supplier rankings
- Targeted Marketing Ads success rate climbing with ManuCo and Dealer integration rollout
- Fast sales follow-up linked to closure rate
- Sales feedback summary

[More...](#)

**Sales Tools**

**New Leads**

Customer	Source	Contact
Kim Lang	ManuCo Web	KLang@aol.com
Roger Jones	ManuCo Web	(481)-322-8614
Jan Hesker	Service	jhb2@de.edu
Frank Flo	ManuCo Web	fflo@juno.com
Kelly Rose	Refer a Friend	kellyrose@yahoo.com

**Lead Details**

**Kim Lang**

Web Config

Model: Sporty Base Value  
Options: Hands Free Radio, Navigation System, Satellite Radio, Sports Rack  
List: \$38,500

[Up Sell Ideas](#)

[Price with Dealer labor](#)

[Find Vehicle](#)

[Get Dealer Price](#)

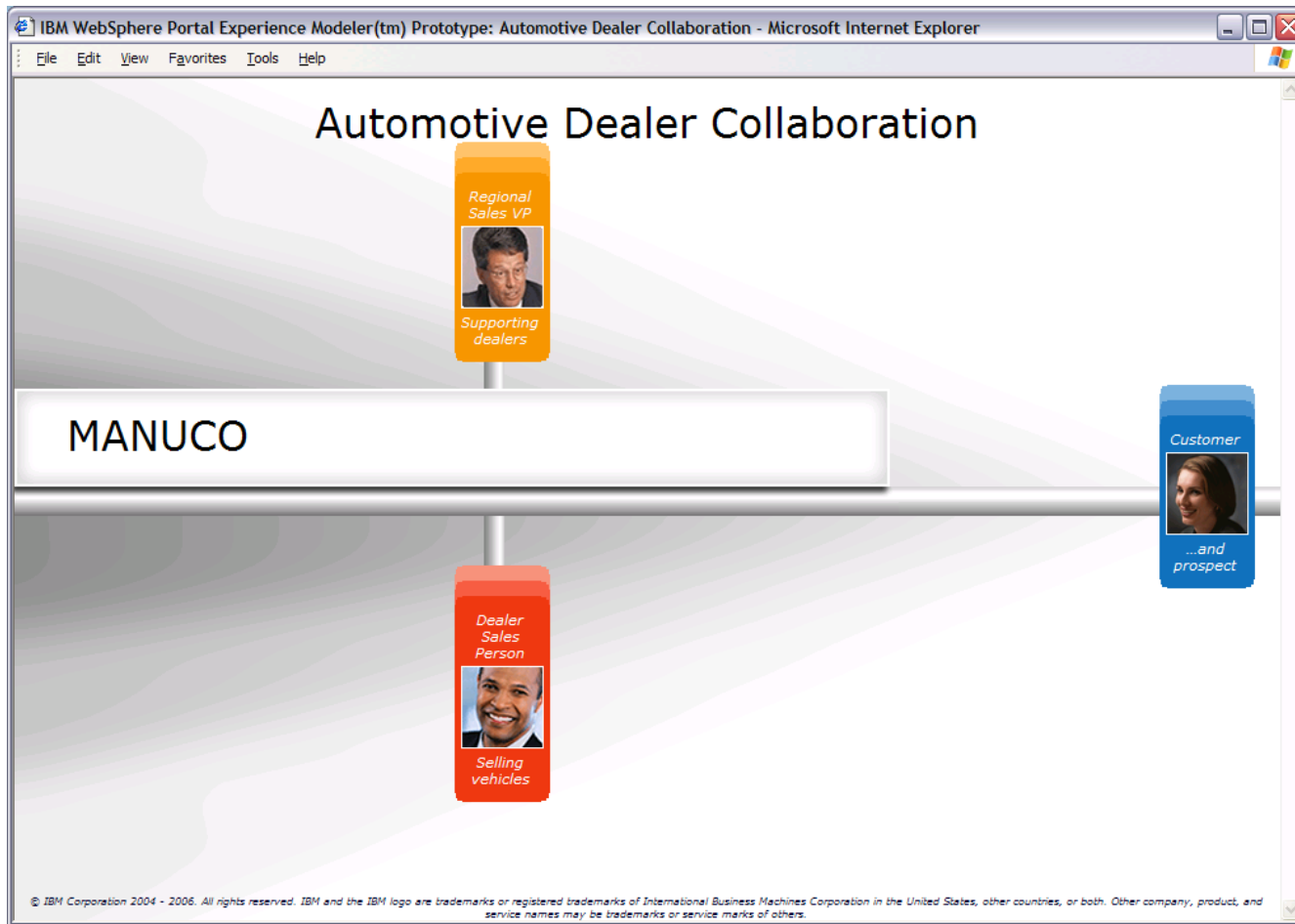
ManuCo Vehicles

- 2001 ManuCo Sedan, Financed, 5 year warranty
- 2003 ManuCo SUV

Dealer Records

- 10 Service visits for \$1764 with online coupons saved \$450

# Role: Summary of Dealer Collaboration Day in the Life Demo





Many IBM Software products are explicitly shown and more are used in the infrastructure. The main products with their role are:

## Product

## Role in demo

WebSphere Process Server	Process integration platform with STAR standards used for SOA services
WebSphere Business Monitor	Real time process visibility and management of business
WebSphere Business Modeler	Business measures and process modeling shown via Monitor
Workplace & WebSphere Portal	People view of information and processes
Lotus Sametime and Notes	Instant Messaging, Email and Calendar
Workplace Business Strategy Execution	performance measurements across the organization
WebSphere Product Center	
WebSphere Commerce	Single view of products and options with internet shopping
WebSphere Information Integrator	Enterprise search across multiple systems
DB2	Data management
Quality Insight solution	Quality information and analytics used across the organization
Tivoli Security management	Secure access and collaboration
Tivoli Storage management	Maintain critical business data
Tivoli Provisioning management	Automatically directing IT resource to meet dealers' demands
Rational Business Driven Development	Application development and testing
WebSphere Integration Developer	Application development