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Business Without Limits.

July 18 | Sandton Convention Centre, Johannesburg

Smarter Commerce & Smarter Content in perspective

Erik du Toit



<https://www.facebook.com/IBMSouthAfrica/events>



#IBMBC2013



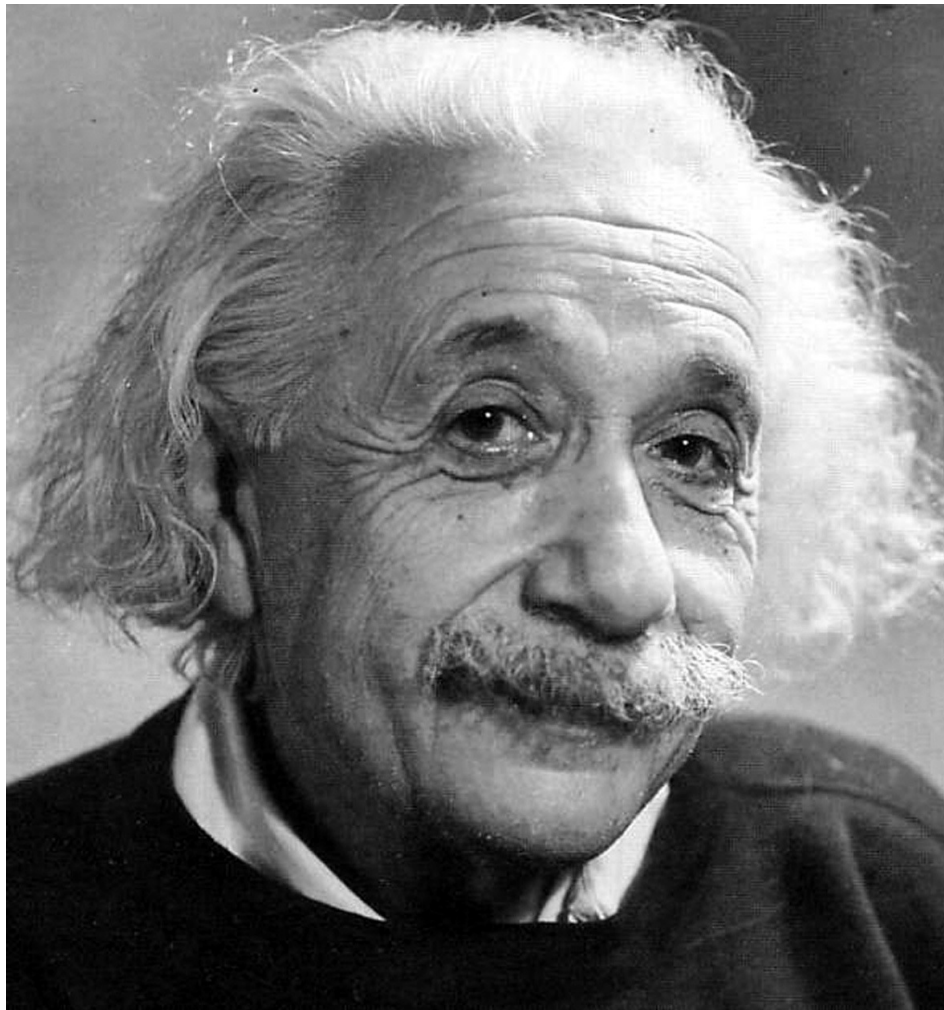
IBM Working Smarter For The Future



AGENDA

1. Smarter Commerce
2. Smarter Commerce and Content together
3. Smarter Content enabling Smarter Commerce
4. Smarter Content in the Buy, Market, Sell and Service play
5. Smarter Content solutions enabling Smarter Commerce
6. Summary
7. Questions

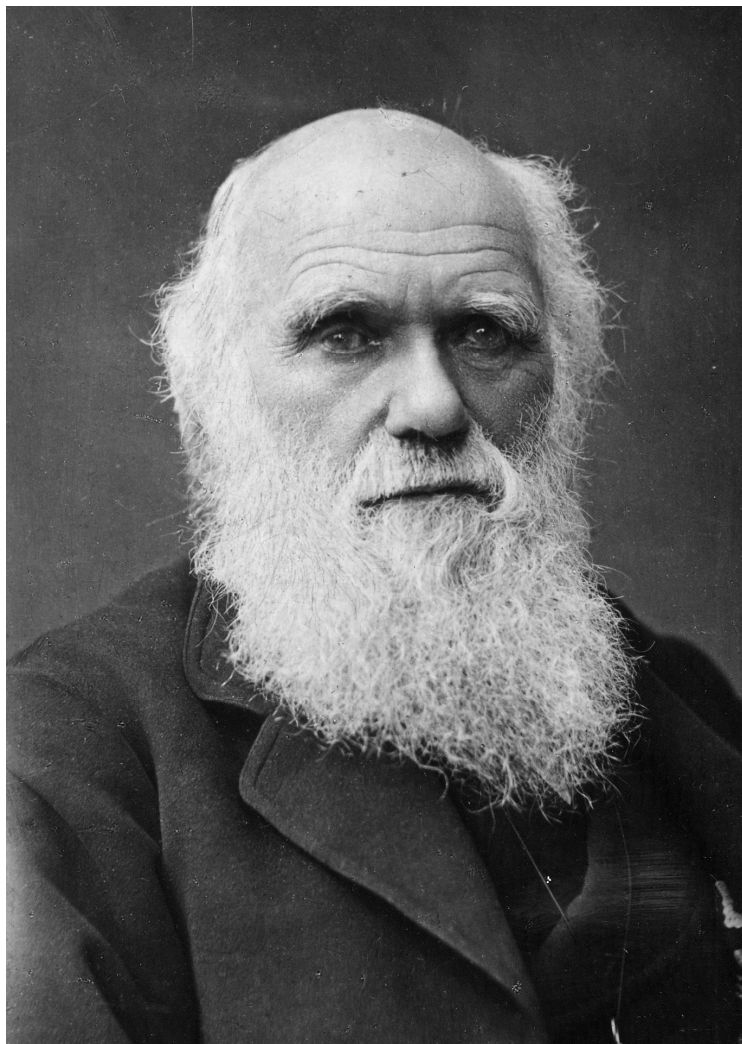




“Any darn fool can make something complex ;
It takes a genius to make something simple”

Albert Einstein





Digital Darwinism is the evolution of consumer behavior when society & technology evolve faster than your **ABILITY TO ADAPT**

Charles Darwin

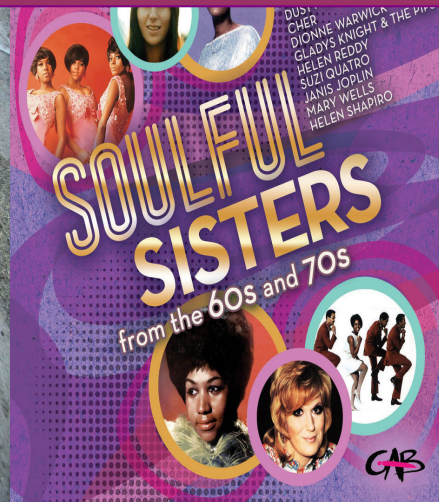


It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.





Old - Consumerism - New

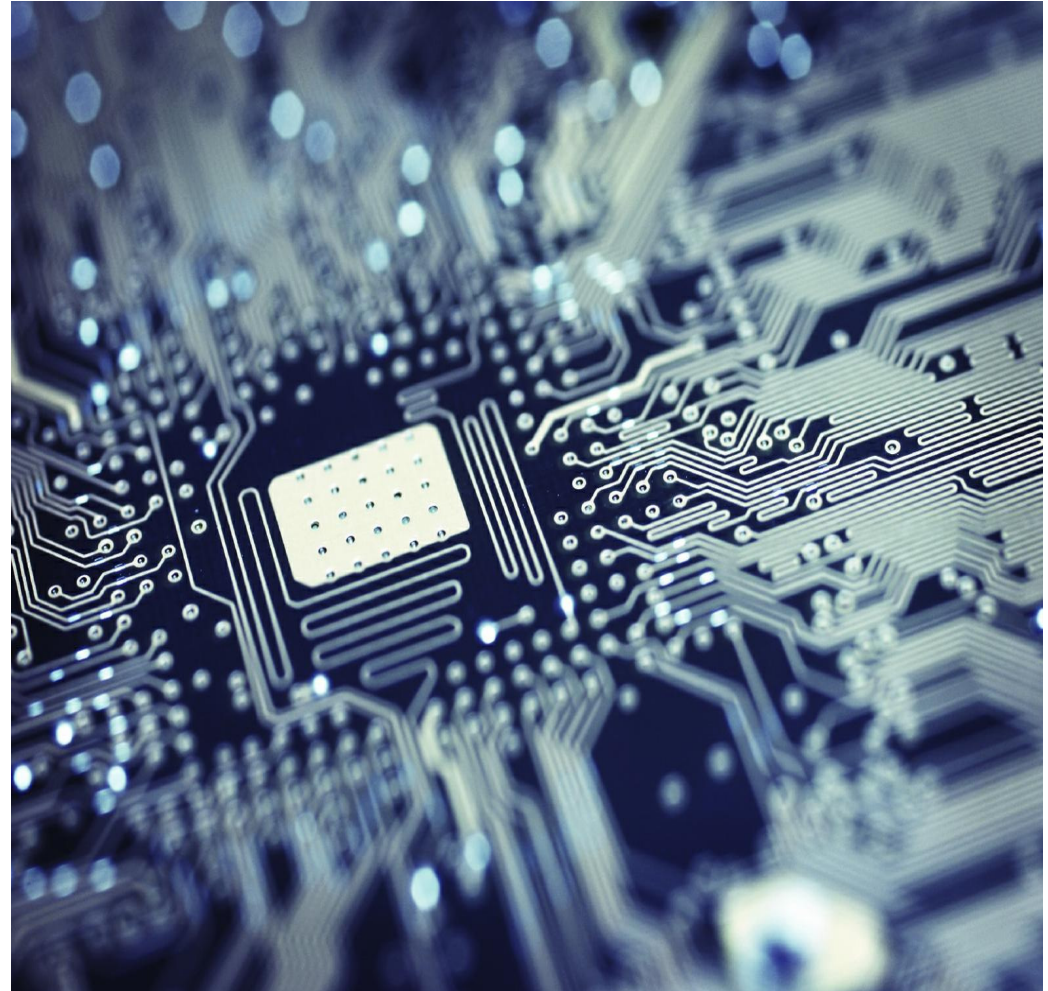


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The new consumer
is wired differently
than you and me



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The new era of consumerism requires businesses to create and lead experiences across multiple channels.

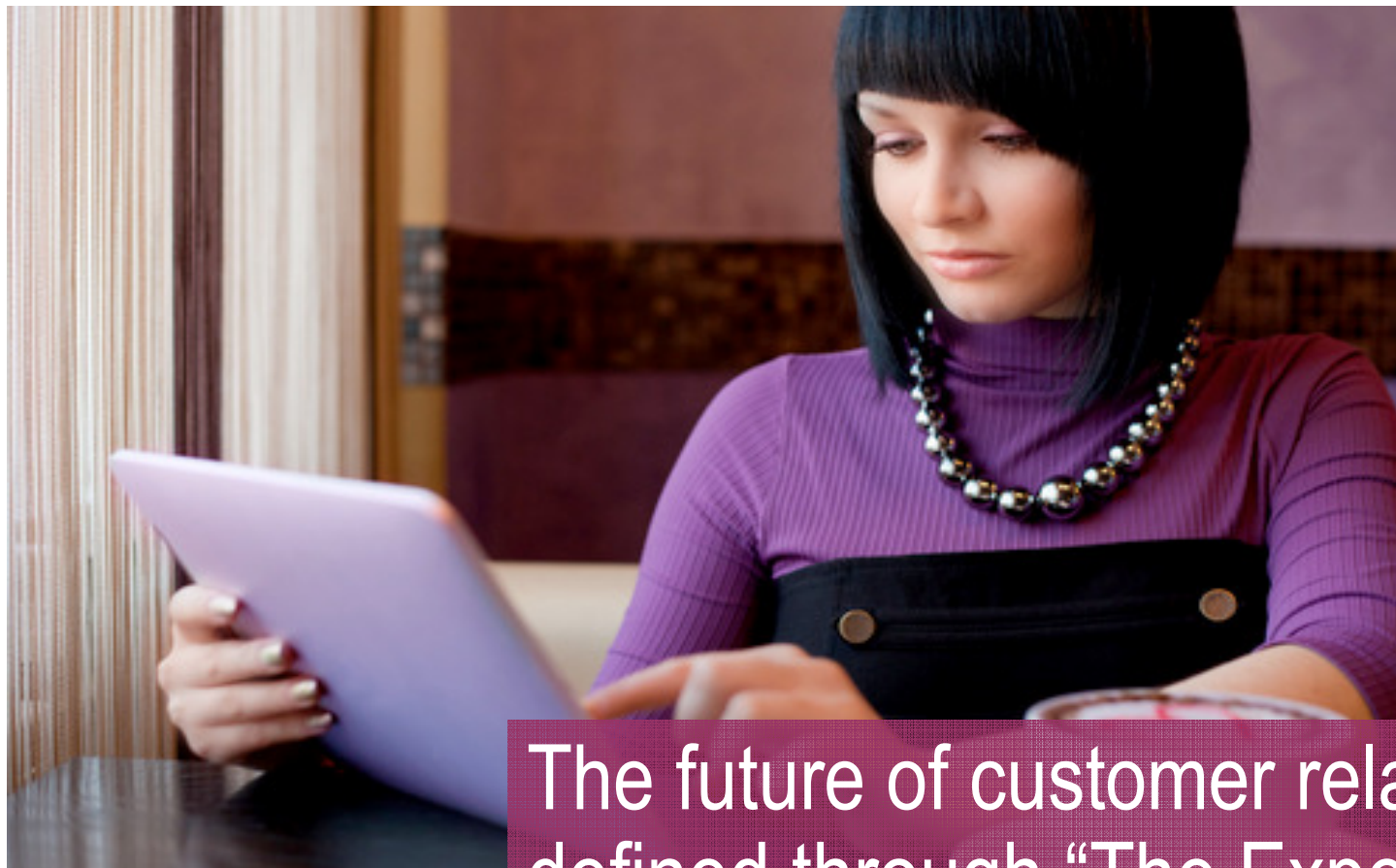
Technology is now part of the consumer lifestyle.

Innovation is now part of your corporate culture.

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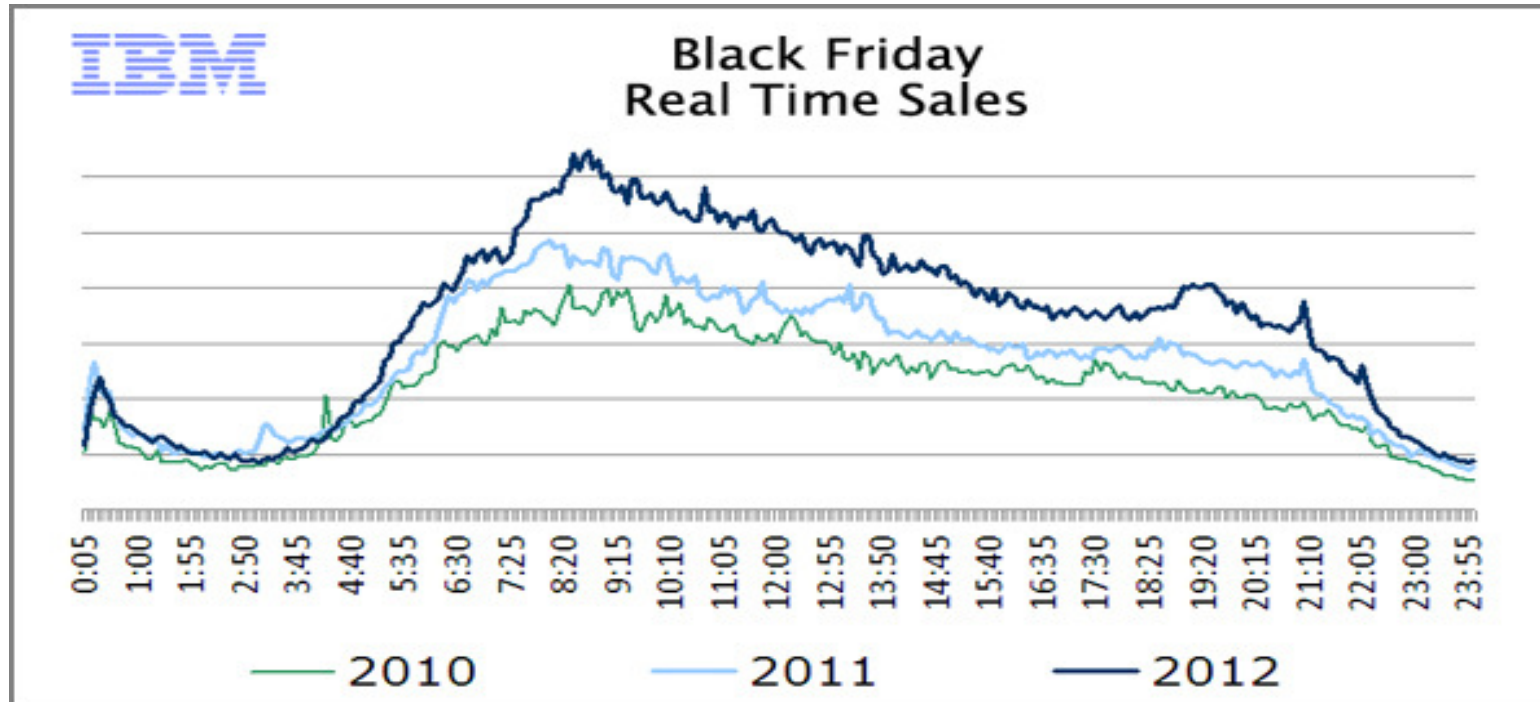
The future of customer relationships is defined through “The Experience”

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Black Friday



- Black Friday is the day following Thanksgiving Day in the United States
- Retailer open early and offer promotional sales
- It has routinely been the busiest shopping day of the year since 2005



Highlights from Black Friday 2012 - Stats



- **Mobile Shopping** - Mobile purchases increased with 24 % of consumers using a mobile device up from 14.3 % in 2011.
- **Mobile sales** - Exceeded 16 %, up from 9.8 % in 2011.
- **The iPad Factor** - The iPad generated more traffic than any other tablet or smart phone, reaching 10 % of online shopping.
- **Multiscreen Shopping** - Consumers used mobile devices simultaneously to get the best bargains.
- **Social Media Sentiment Index** - Shoppers expressed positive consumer sentiment on promotions, shipping and convenience



A content 'Big Bang'



- Every day, we create 2.5 quintillion bytes of information
- 90 % of information in the world today has been created in the last 2 years alone.
- 80 % of the information is unstructured

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Smarter Content & Commerce Statement



1. Smarter Commerce depends on Smarter Content

- Regardless of the type of transaction - Content Management plays a foundational role .
- Content provides value before, during and after the sales cycle.

2. Content is Essential to Commerce

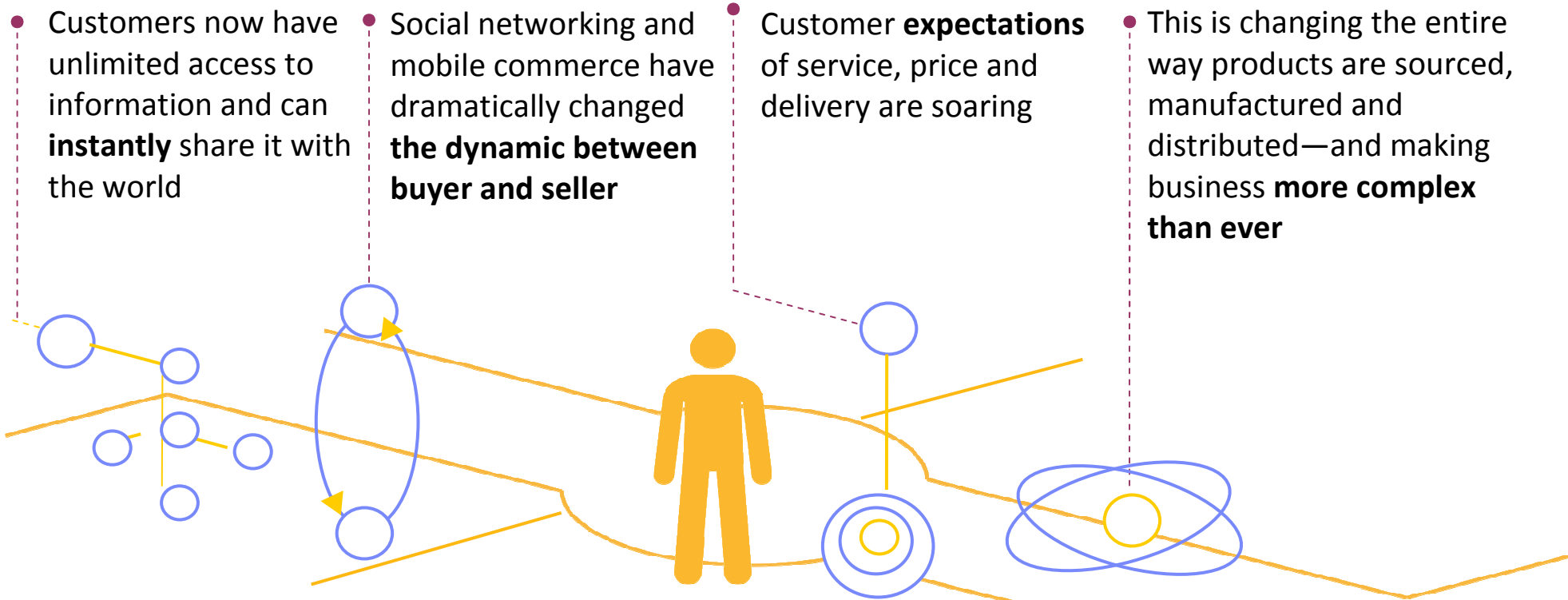
- Without documents, forms, correspondence and the business processes to manage and support the commerce transaction, the transaction can not take place

3. IBM ECM enables greater Efficiency in the Commerce play:

- IBM Smarter Content solutions facilitate greater efficiency in all areas of the Smarter Commerce initiative



We have entered the age of the empowered customer



250 million

Number of tweets sent via Twitter each day

75%

Percentage of people who believe companies don't tell the truth in advertisements

\$93 billion

Amount in sales missed due to out of stock inventory

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Customer (CEC) expectations are soaring



Expects you to know them as an individual

Desires simple, yet feature-rich self-service capabilities

Expects a seamless and integrated experience

What's relevant, timely promotions through social sites

Demands a flawless post-purchase experience

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A winning strategy starts with an integrated approach



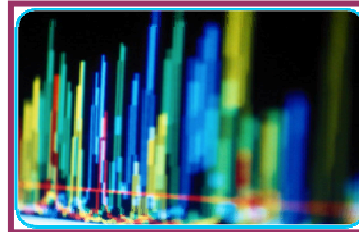
Puts the customer at the **center** of your commerce processes



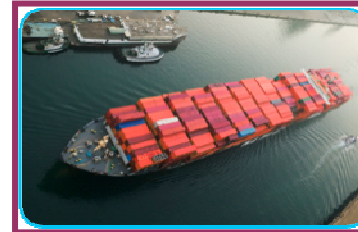
Anticipates and deliver across mobile and social



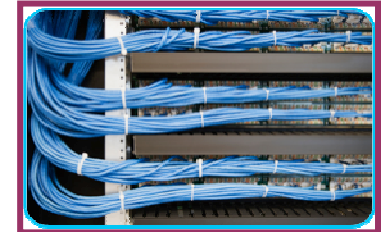
Applies deep insights to take **action** in real time



Optimizes procurement based on demand



Extends core systems to **synchronize** your value chain

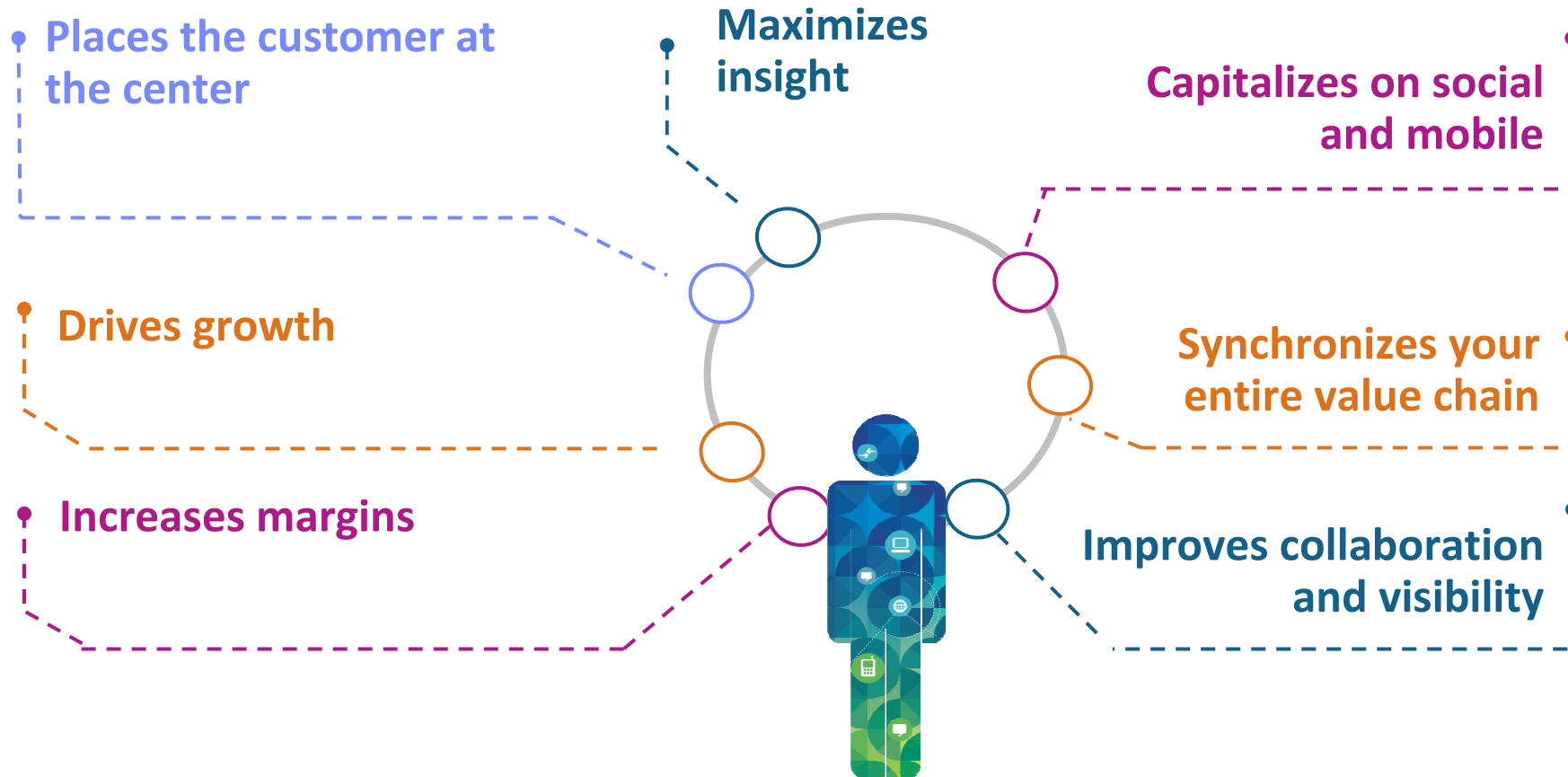


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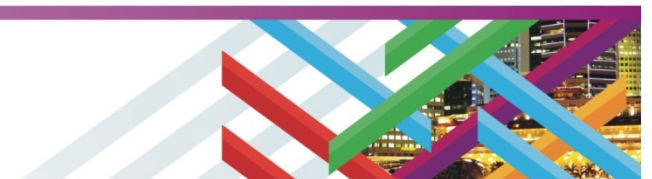


We call the path forward Smarter Commerce



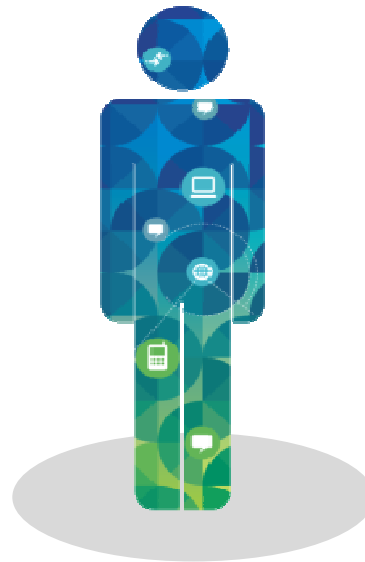
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Leaders are redefining commerce around the customer

A supply chain
prepared
for the unpredictable



Marketing targeted to
every customer
personally

Service that **knows**
what customers want
before they do

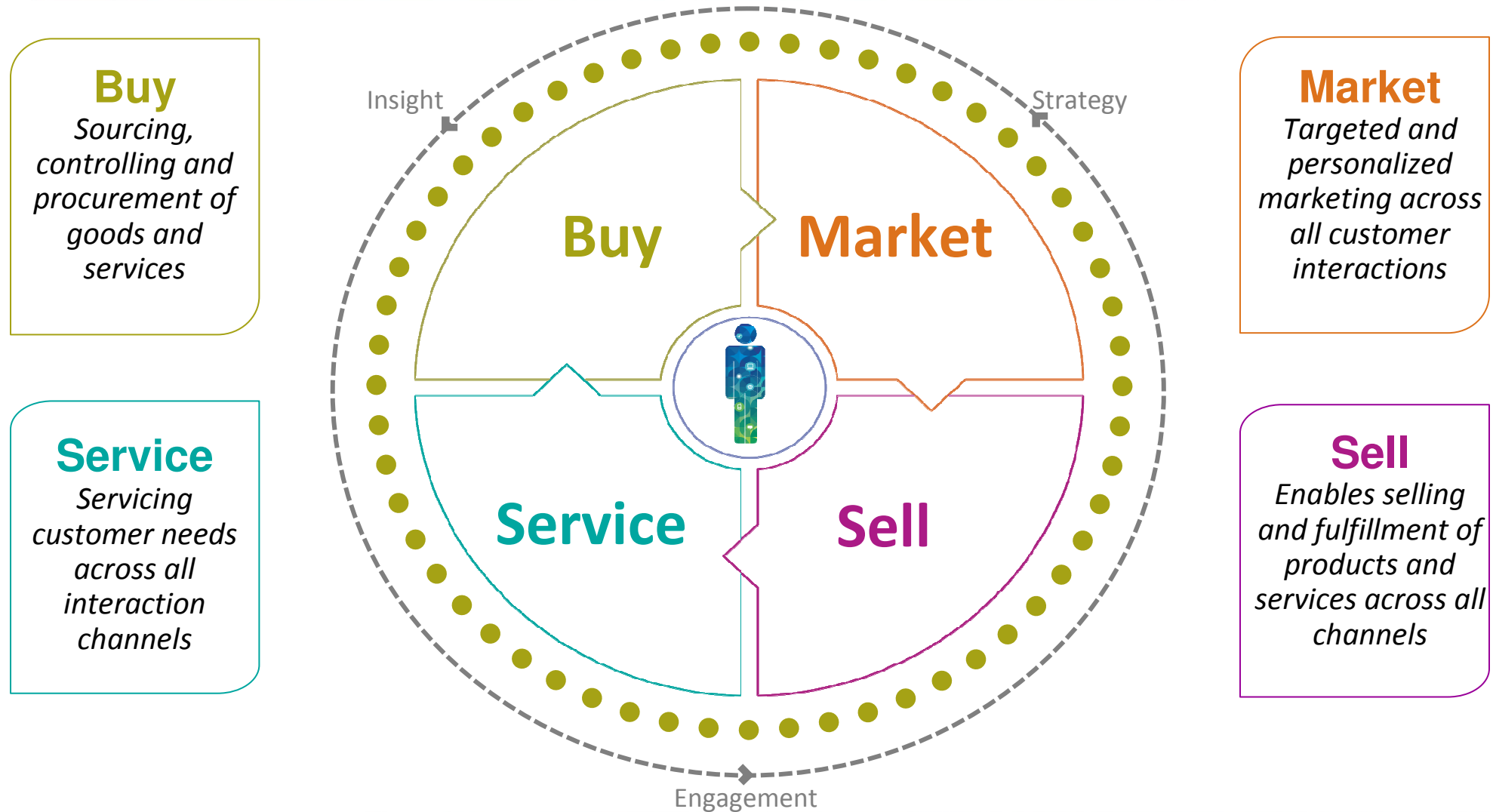
Selling that's there for
your customers,
wherever they are

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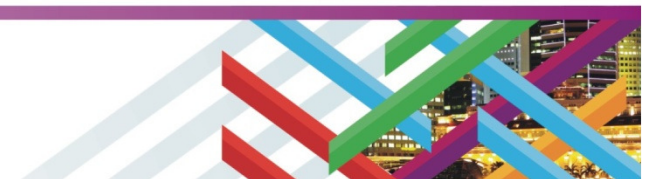


Smarter Commerce can help transform every phase of the commerce cycle



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IBM's integrated portfolio for Smarter Commerce



VALUE CHAIN STRATEGY AND SERVICES

CORE BUSINESS SOLUTIONS

BUY

Intelligent and optimized supply chain strategies in anticipation of demand

MARKET

Personalized and relevant messages, promotions and pricing with unified multi-channel marketing

SELL

Customers and partners buy what they want, when and where

SERVICE

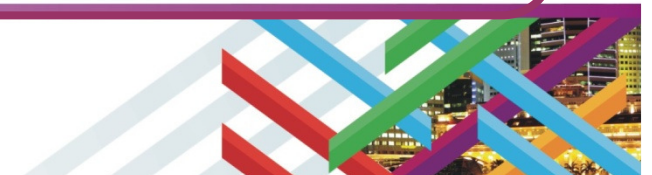
Anticipates behavior and delivers flawless customer service

Advanced Analytics IBM SmartCloud and Workload Optimized Systems



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Opening Questions



- How efficiently do you manage supplier relationships and communications?
- Does your line of business have a “single view of supplier, products/services and most important the customer”?
- How efficiently does product information move from supplier to buyer to channel to customer?
- How easy is it to “become a customer”?
- How do you resolve complex customer service requests?
- What additional customer detail and insight can you obtain from email, call logs, voice to text, chats, product reviews & blogs?





The Role of Enterprise Content Management

Before you as customer receive goods

- Signed a supplier agreement,
- Approved and invoice,
- Prepared home loan documents,
- Wrote a user's manual,
- Reviewed loan documents,
- Created marketing collateral,
- Published customer support information

Without - documents, forms, correspondence content, processes to manage them, these commerce transactions – buy, market, sell and service will not happen

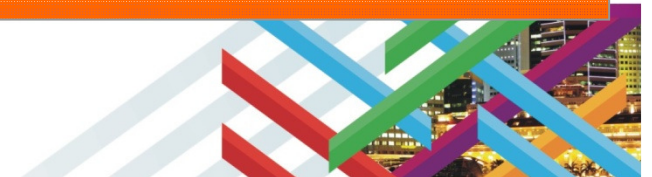
Documents define business agreements and guide daily operations

Business process management brings greater efficiency to these transactions

Content analytics provides insight into the customer needs, concerns and opinions

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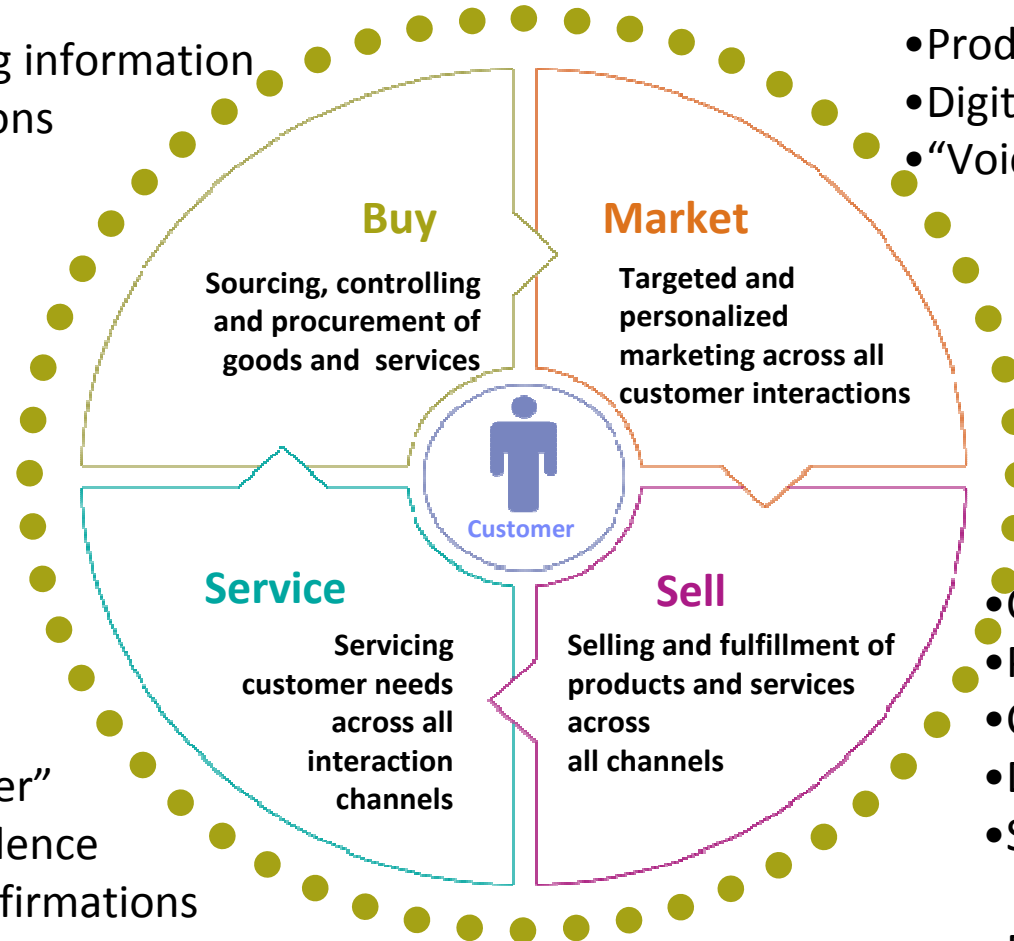


IBM ECM Enables All Domains of Smarter Commerce



- Contracts & supporting information
- Supplier communications
- Accounts payable
- Product information
- ERP integration

- Product/service Information
- Digital Asset Management
- “Voice of the customer”



- ERP integration
- CRM integration
- “Voice of the customer”
- Customer correspondence
- Statements, bills, confirmations
- Product/service policy & procedure information

- CRM integration
- Product Information
- Customer “On-boarding”
- Digital Asset Management
- Statements, bills, confirmations
- Product/service policy & procedure information

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Where & How IBM ECM Can Positively Impact Key Commerce Domains



Buy	Supplier Lifecycle Management	Contract Management	Accounts Payable	
Market	Product, Service, Policy & Procedure	Digital Asset Management	Voice of the Customer	
Sell	Product, Service, Policy & Procedure	Customer "On-Boarding"	Complex Corporate Sales	Statements, Bills & Confirmations
Service	Product, Service, Policy & Procedure	Complex Customer Care	Voice of the Customer	"Single View" of Customer

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IBM ECM Capabilities to Support Key Commerce Domains



	Supplier Lifecycle Management	Buy-Side Contract Management	<u>Accounts Payable</u>
Capture	■	■	■
ERP Integration	■	■	■
Email Management	■	■	■
Imaging/Content Management	■	■	■
Case Management	■	■	
MSFT Office Integration	■	■	
Records & Retention Management	■	■	■
Partner Solutions	■	■	■
Benefits	<ul style="list-style-type: none"> Accelerate supplier evaluation & selection process Enable single, secure point of access for all relevant supplier content, communications and supporting information Retain supplier content as corporate record 	<ul style="list-style-type: none"> Accelerate contract development, negotiation and approval Enable secure enterprise access to contract and supporting information Retain contract and supporting information as corporate record 	<ul style="list-style-type: none"> Reduce cost, reduce errors, manage cash flow, eliminate late payment penalties, respond to audit requests Reduce storage costs Retain invoices and supporting information as corporate record

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Accounts Payable



Intelligent Enterprise Capture & Processing

- Supports paper, fax, email and file invoices; full line item capture, PO reconciliation, AP validations, tight handoff to ERP
- Distributed services - allow invoice capture at point of entry & secure processing (including privacy compliance)
- “fingerprints” – assigned to each new invoice format; handles new invoice formats to create new fingerprints on the fly
- Rules - handle variability within a single document class, include logic in the data recognition/validation process, reusable and extensible
- Invoice images & attachments stored in content repository; can be automatically retained per legal requirements



Document imaging & capture

IBM Datacap
Taskmaster Accounts Payable

IBM Production Imaging Edition

Datacap

Locate

- + Document Level Rule
- + Page Level Rules
- + Invoice Number Rule
- + Invoice_Date Rule
- + PO_Number Rule
- + Remittance_Zip Rule
- + Tax Rule
- + Shipping Rule
- + Detail Rule
- + LineItem Rule

The screenshot shows the IBM Datacap software interface. On the left is a 'Locate' sidebar with various rule categories. The main window is titled 'Verify - Batch Pilot' and displays an invoice capture form. The form includes fields for Remittance_Zip (80202-4628), Vendor_Number (80202-4628), Invoice_Date (02/26/07), Invoice_Number (# 28100), Invoice_Total (1551.39), PO_Number (155139), and Shipping (777.59). Below these are fields for ItemID (201), Qty (10), and ItemDesc (Trucking - Ticket 138432). The Price is 70.00 and the LineTotal is 700.00. On the right, the 'Image View' window shows a scanned invoice from JWS of Colorado, Inc. with a table of line items:

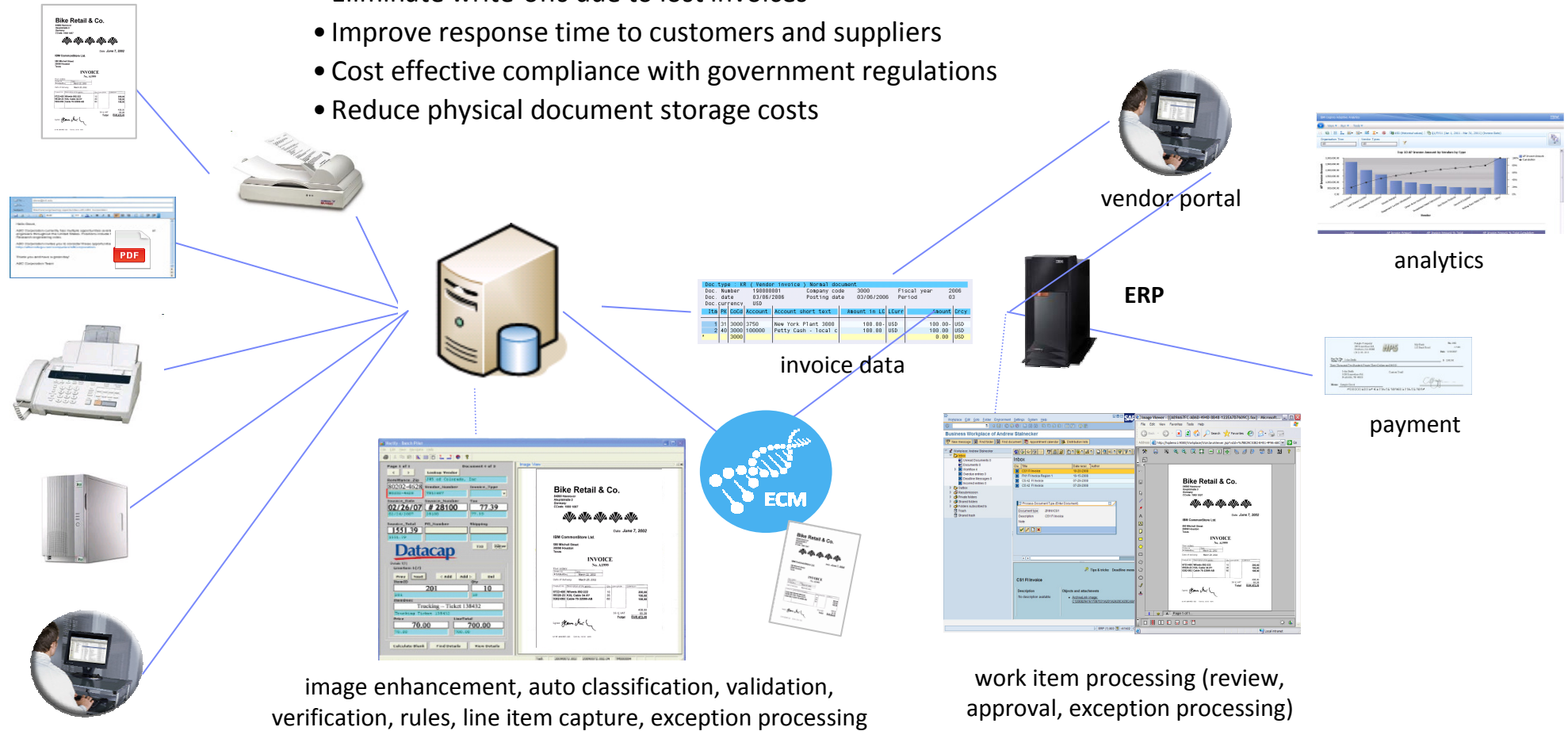
ITEM	QTY	DESCRIPTION	UNIT PRICE	AMOUNT
100	100	Trucking - Ticket 138432	7.00	700.00
100	200	Other Charge	0.00	0.00
100	200	Truck Meter	0.00	0.00
20	200	ACLS	6.00	1200.00
4	200	Trucking - Ticket 138432	6.00	1200.00
100	200	Truck Meter	0.00	0.00
10	200	ACLS	6.00	1200.00



Accounts Payable Process



- Reduce or eliminate manual data entry and associated errors
- Streamline invoicing and payment validation
- Eliminate write-offs due to lost invoices
- Improve response time to customers and suppliers
- Cost effective compliance with government regulations
- Reduce physical document storage costs



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IBM ECM Capabilities to Support Key Commerce Domains



	Product, Service, Policy & Procedure	Digital Asset Management	<u>Voice of the Customer</u>
Content Analytics			■
MSFT Office Integration	■	■	
SharePoint Integration	■		
Content Management	■	■	
Case Management	■		
Records & Retention Management	■		
Partner Solutions	■	■	■
Benefits	<ul style="list-style-type: none"> Enable formal process for creation, review, approval and publishing Single source for collateral & supporting information Publish consistent information across channels Retain per compliance requirements 	<ul style="list-style-type: none"> Effectively organize, manage and secure media and brand assets Single source for digital assets Enable multi-channel distribution of digital assets 	<ul style="list-style-type: none"> Obtain a more detailed and accurate understanding of market and customer needs Plan and execute more effective campaigns, promotions, product positioning, sales tactics

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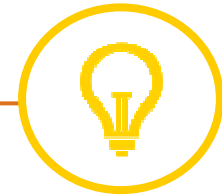


Voice of the Customer



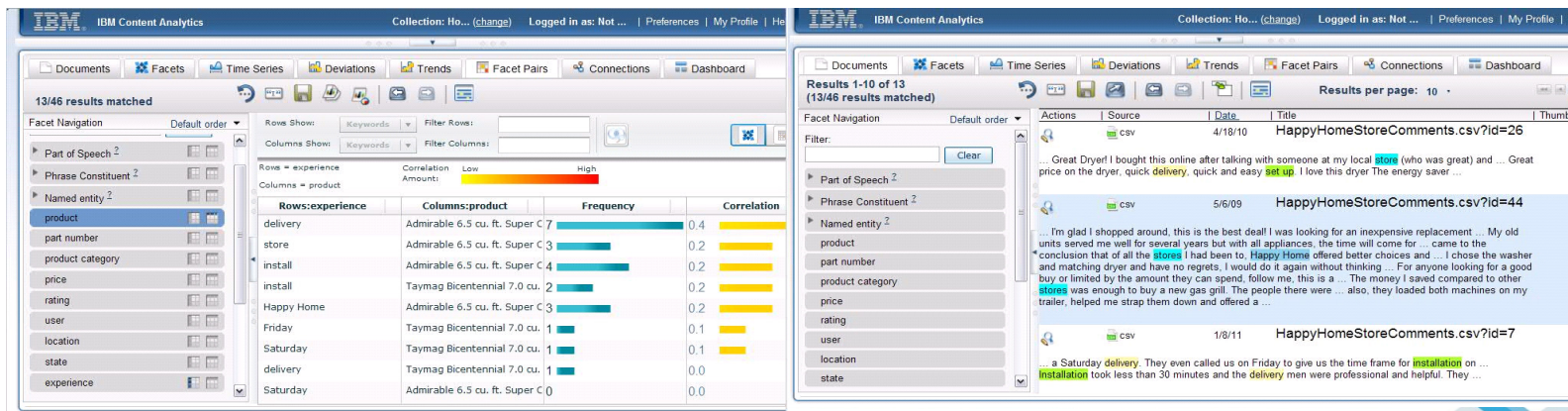
Analyze “Unstructured” Information to Obtain Detailed Insight

- Analyze and explore customer insight contained in email, call center logs, chats and product reviews.
- Transform raw information into business insights without building models or complex systems
- User-friendly, graphical views - aggregate to granular - specific to LOB requirements
- Supports 30+ sources and 250+ content types



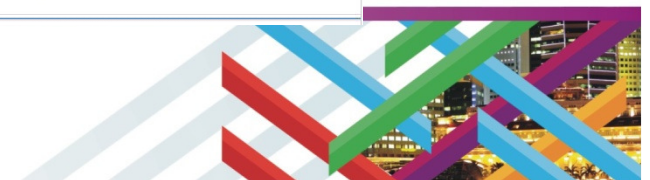
Content analytics

IBM Content Analytics with Enterprise Search



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Customer Insight Benefits Multiple Lines of Business



Market

Marketing



- Campaign Planning
- Customer Segmentation
- Competitive Assessment

- Collateral Development
- Monitor FAQs
- Effective Promotions

Product Management



Service Management



Sales



Customer Service



Suppliers



Search and Explore

 Analyze and Visualize

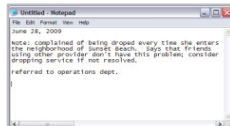
 Aggregate and Extract



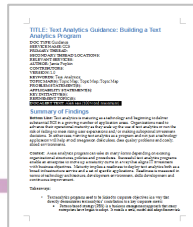
Email



Market Research Transcripts



CSR Logs



Internal Docs and Reports

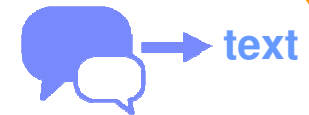
I like using my own brand of coffee

I did not realize that this machine needed one shot small pre-packaged cups of coffee. I like to use my own brand of coffee. So I returned the coffee-maker for a refund. Also since the mailing charge was not refunded, I will not order on-line in future, unless the shipping is free. Customers should not have to bear the loss of the mailing charge, because they are buying sight unseen and could have a chance of being dissatisfied with the purchase when they actually see the product.

Product Reviews



Blogs



voice

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IBM ECM Capabilities to Support Key Commerce Domains



	Product, Service, Policy & Procedure	Customer “On-Boarding”	Complex Corporate Sales	<u>Statements, Bills & Confirmations</u>
Capture		■	■	
Email management		■	■	
MSFT Office Integration	■		■	
Content Management	■	■	■	
Case Management	■	■	■	
CRM integration		■	■	
Content Manager OnDemand				■
Records & Retention Management	■	■	■	■
Partner Solutions	■	■	■	■
Benefits	<ul style="list-style-type: none"> ▪ Single source for collateral & supporting information ▪ Publish consistent information across channels 	<ul style="list-style-type: none"> ▪ Efficiently capture customer information at POS ▪ Retain as corporate record ▪ Quickly initiate provisioning process 	<ul style="list-style-type: none"> ▪ Accelerate contract development, negotiation and approval ▪ Enable secure enterprise access to contract & supporting information 	<ul style="list-style-type: none"> ▪ Reduce/eliminate printing & postal costs ▪ Archive high-volumes of customer receipts ▪ Retain as records

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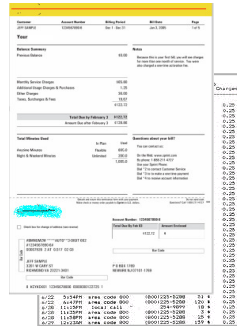


Sell

Electronic Statement Presentment & Archiving



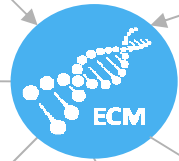
billing system



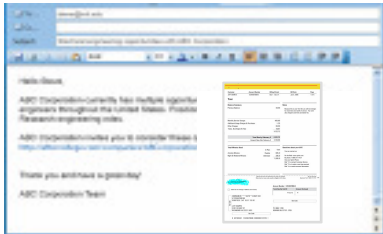
eliminate printing and postage

- Save on bill by eliminating print & posting
- Reduce time & cost of billing process
- Reduce call center costs via self-service
- Investigate for discovery, litigation or audit
- Analyze subscriber usage to recommend better plan or bundle

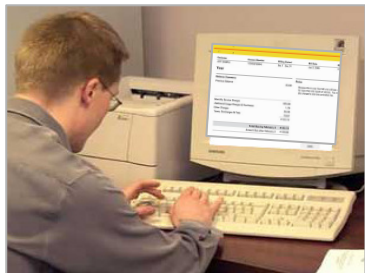
archive



retention, e-discovery, holds & audits



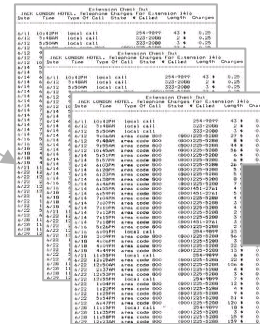
email delivery



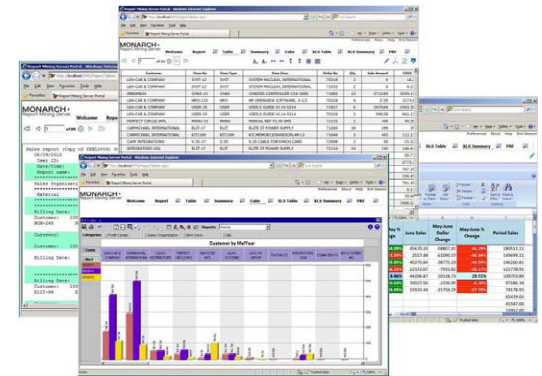
self service



rapid billing inquiry resolution

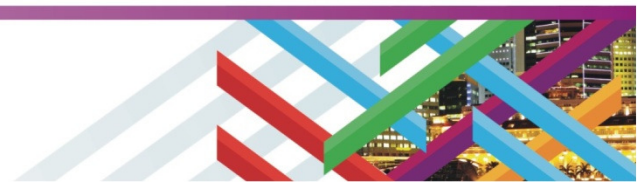


analyze usage and recommend better service or plan



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IBM ECM Capabilities to Support Key Commerce Domains



	Product, Service, Policy & Procedure	Complex Customer Care	Voice of the Customer	“Single View” of Customer
Capture		■		■
Email management		■	■	■
MSFT Office Integration	■	■		■
Content Analytics			■	
Imaging/Content Management	■	■		■
CRM integration		■	■	
ERP Integration		■	■	
Case Management	■	■	■	■
Content Manager OnDemand		■		■
Records & Retention Management	■	■		■
Partner Solutions	■	■	■	
Benefits	<ul style="list-style-type: none"> Single source for collateral & supporting information Publish consistent information across channels Improve self-service 	<ul style="list-style-type: none"> Complete context to understand customer issues, collaborate and facilitate resolution Record and retain key decisions, actions and communications 	<ul style="list-style-type: none"> Exploit insight obtained from email, call logs chats and voice to text to improve service Identify FAQs Improve self-service 	<ul style="list-style-type: none"> Immediate, secure access to relevant customer content & communications Enable self service Reduce cost of customer care

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Complex Customer Care



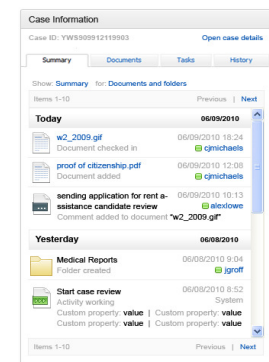
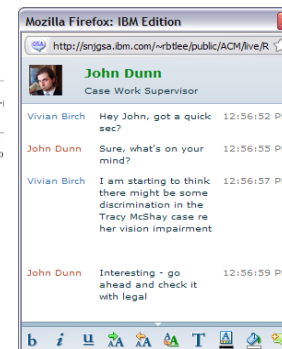
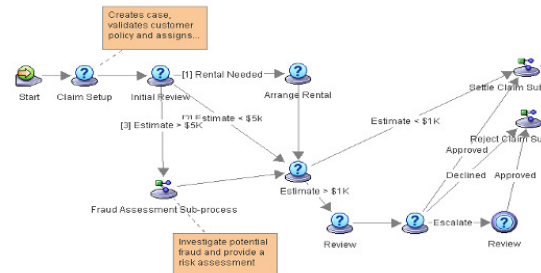
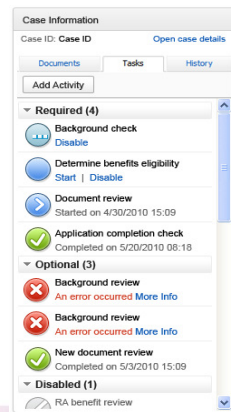
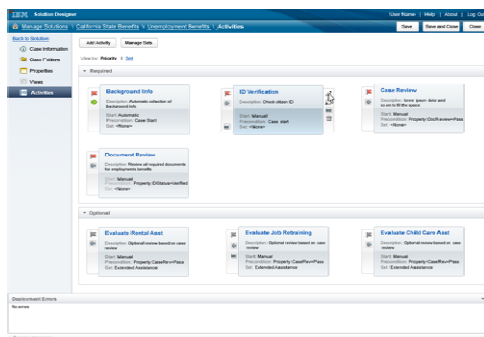
Efficiently Process & Resolve Complex Inquiries & Requests

- Provide a complete case context to understand the issues, collaborate within case teams, record decisions and achieve resolution
- Leverage capabilities of content and business process management, collaboration tools, social software, business rules & analytics
- Rapid application case design shortens time-to-value
- Comprehensive reporting and analysis; real-time dashboards; unique content analytics for deeper case insight



Advanced case management

IBM Case Manager



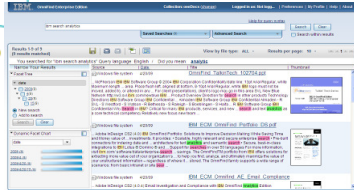
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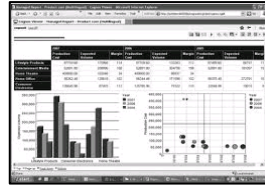


Service

Accelerate Investigation & Resolution



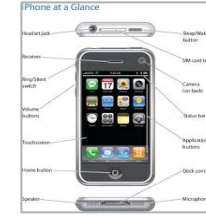
search relevant product, service, supplier, customer, procedure, policy information



system reports

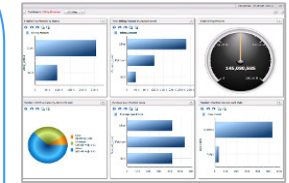


SLA

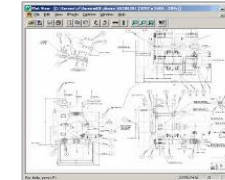


product information

transaction receipts



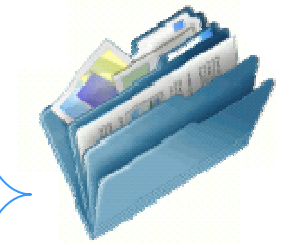
monitor activities & performance



technical documents



track in/out-bound communications



aggregate & retain relevant information

Call Center Escalation

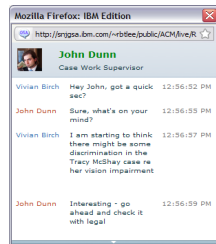
Complex Customer Issue Resolution

Fraud Investigation

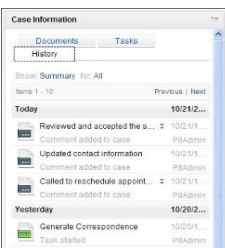
Corporate Account Management

Billing Disputes

Incident/Outage/Accident Investigation



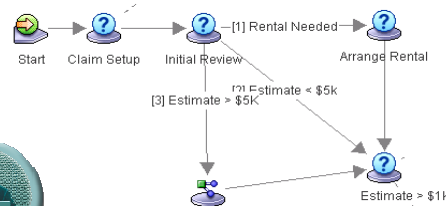
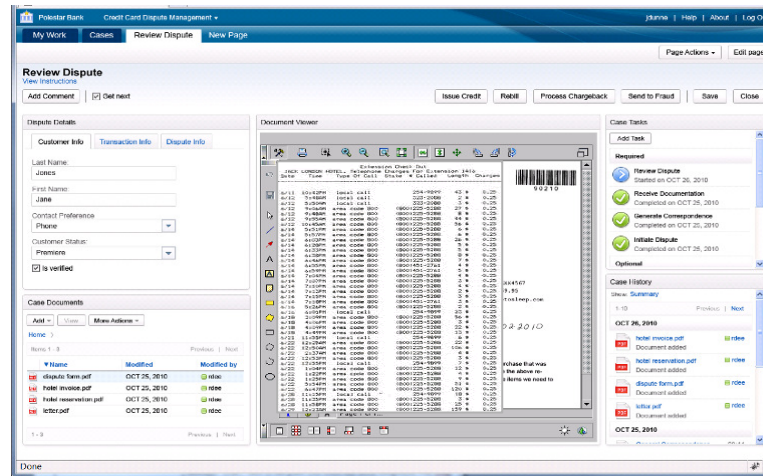
real-time collaboration



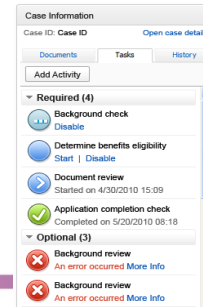
capture SME notes & comments



coordinate expertise & skills of SMEs



ad-hoc workflows



task management



CRM



ERP



LOB

integrate with key information sources

IBM Business Connect

Business Without Limits.

Content is BIG This “explosion” is vast

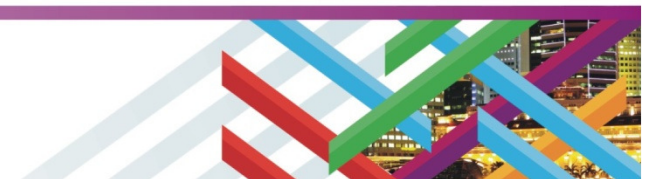


- Content represents 80% of all information created and stored



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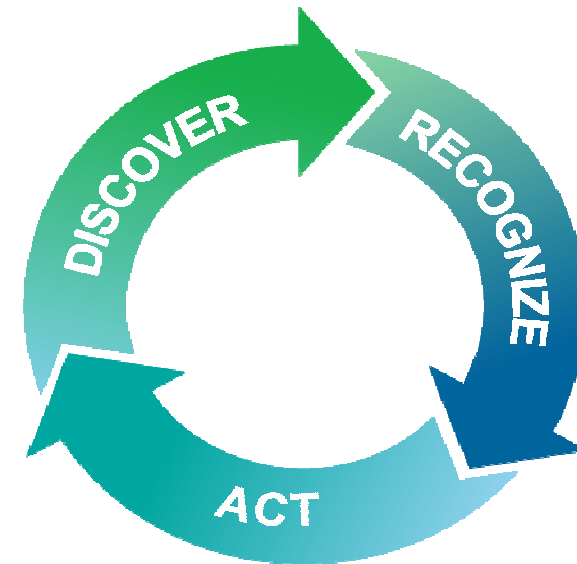
Business Without Limits.



Unlock the value of content



Content in Motion = Value, Content at Rest = Cost



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Business Without Limits.



You Have the **Opportunity** ...



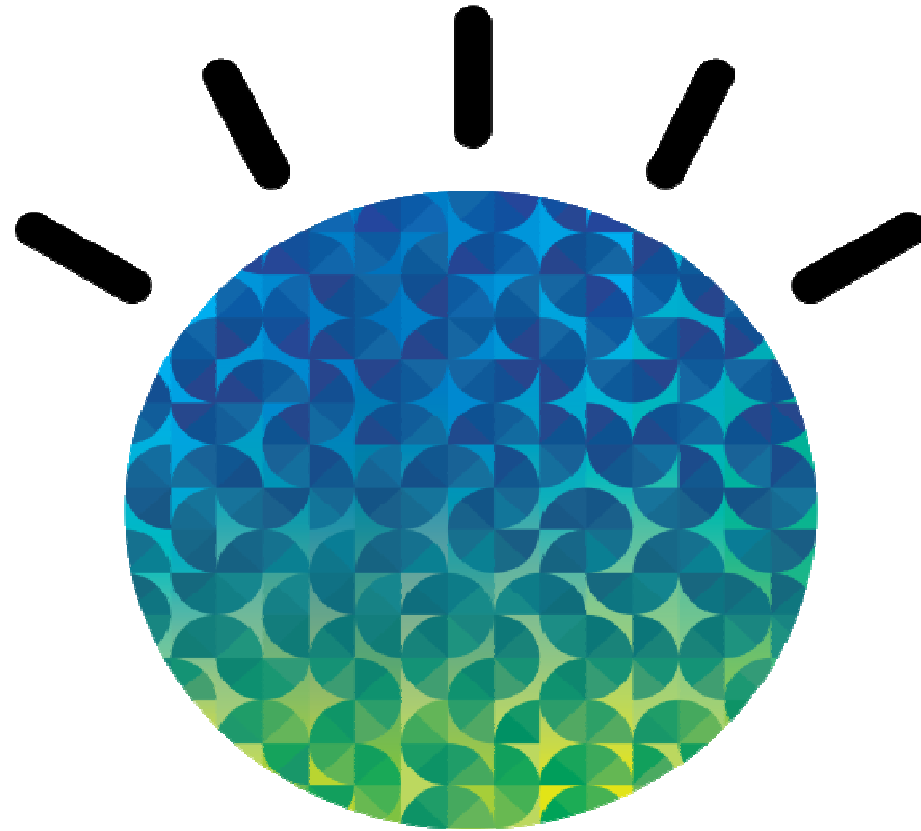
To unlock the value of content Talk to us

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Thank You



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