

IBM Watson Digital Experience

Newsletter

February 2019

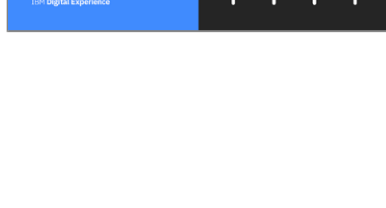
You've Spoken, We're Listening

We couldn't wait to share the news with you! **IBM Digital Experience will have its own track at the IBM Think conference!** The premier conference will be held from February 11-15, 2019 in San Francisco, and during the first 2 days, we will hold IBM Think Exchange where we will have our own track dedicated to IBM Digital Experience solutions. We have **almost 20 sessions** during the week that are focused on DX – Including customer speakers from BlueCross Blue Shield of Tennessee, The State of Ohio, Soccer.com and more!!! We hope you can join us!

[See more details on the Think Exchange page.](#)

What's New

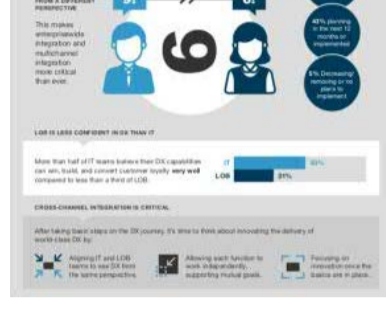
We want YOU! Sign up for the 2019 #DXInspire JAMS & User Groups!



It is our shared priority to ensure that YOU, our customers have an opportunity to share your thoughts, ideas, and feedback on the WebSphere Portal, Web Content Manager, and related solutions roadmap for 2019 and beyond. Let us know of your interest to participate in either a virtual or in-person design workshop or User Group in early 2019 – we already have dates in Amsterdam, NL, Dallas, TX, San Francisco, CA and Atlanta, GA!

[Learn more](#)

New Forrester Research finds that Excellence in Digital Experiences requires alignment between IT and LOB



- [Check out this infographic](#) which summarizes some of Forrester's latest research highlighting the impact this misalignment can have on the success of an organization's digital experiences, and the importance of multichannel integration.

- And see the differences in what is important to companies in different industries in [this infographic](#) to learn more about this new research.

Want to see how your DX stacks up?

IBM Digital Experience Assessment

Are you building the seamless experiences that build loyal customers and brand advocates?

People expect tailored interactions 24 hours a day, on any device, anywhere they connect with the organizations they trust. These interactions:

- Demonstrate the organizations know them as individuals
- Deliver a consistent and helpful experience on any device
- Are continually improving and transforming

Is your organization leveraging advances in mobile, cloud, and AI to your greatest advantage to build that market-leading, tailored experience?

Take the Assessment. Get your results.

At the end of this assessment, you'll receive a customized report that will identify the next steps you need to take to improve your brand's digital experience.

[→ Planning](#) [→ IT](#)

All of your audiences expect and need personalized, fast, secure, omnichannel experiences online. But are you able to deliver? Take the new Digital Experience Assessment to receive a customized report that will identify the next steps you need to take to improve your brand's digital experience for all of your audiences.

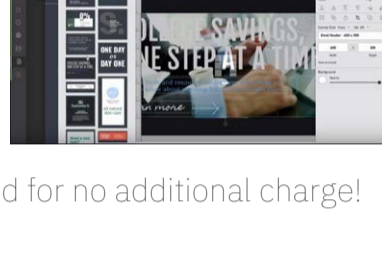
[Take the assessment today!](#)

What's New In Watson Content Hub?

- We continue to roll out new features for Watson Content Hub to help content authors, administrators and developers be more efficient in creating and publishing content to all their marketing channels. Since our last issue, we have **Extended WCH with webhooks**, enhanced content creation with the ability to **upload assets from your pallet**, added **new configuration options** and lots more!
[Learn more!](#)

- **Powerful Shutterstock in-line Image Editor now part of Watson Content Hub**

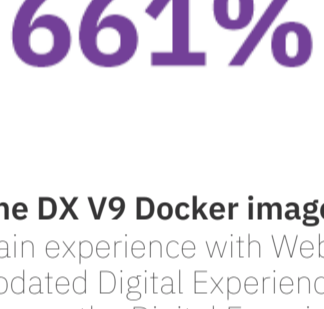
Whether using content for marketing pages, email campaigns, or dynamic commerce sites, you can now use Shutterstock's flexible image editor to modify content without leaving WCH, and for no additional charge!
[Learn more](#)



- **Get better results from your digital experience with Watson Content Hub and Optimizely.**

Optimizely® is a Digital Experience Optimization Platform that helps you customize user experience and perform feature and A/B testing on your website among other things. Now you can quickly integrate Optimizely with Watson Content Hub, and its flexible Oslo templates, to test content for different audiences, and determine which content performs best!
[Learn more](#)

IDC finds that IBM Digital Experience customers are realizing 661% ROI!



IDC undertook a Business Value ROI study of behalf of IBM to assess the economic impact of utilizing IBM Digital Experience software to implement engaging, relevant experiences. On average, the IBM customers IDC spoke with are realizing a 5-year ROI of 661%, and driving \$41.7M in new revenue. [See the infographic](#) to learn more!

The DX V9 Docker image (Trial Use) is updated to CF16

Gain experience with WebSphere Portal and WCM V9 in Docker with the updated Digital Experience V9 CF16 Docker image (Trial Use, 60 days). Access the Digital Experience (WebSphere Portal Express V9 Trial Use instance) on Docker Hub.

[Learn more](#)

Join the Online User Community

The Digital Experience interest group in the [IBM Marketing and Commerce online community](#) offers you a platform to network with industry peers and IBM experts, share ideas, ask questions and learn the latest news about your IBM Digital Experience solutions. The community is a convenient way to stay connected, informed and plan your activities at the Think conference.

[Learn more](#)

Did you Know...?

New! Submit your key WebSphere Portal and WCM V.Next requirements early in solution planning cycles!

The Watson Marketing Ideas Portal integrated feedback system will connect your IBM Digital Experience WebSphere Portal and Web Content Manager idea submissions with the Digital Experience product and engineering team. They will review your input and provide status updates as decisions are made regarding the requests. How to construct a solid requirement? View guidance [here](#), and get started today!
<https://watsonmarketing.ideas.aha.io/>

[Learn more](#)

Now you can build Progressive Web Apps with WCH!

Progressive Web Apps are apps that are hosted like regular web apps, and offer benefits like Availability on the Home Screen and Offline Support similar to native apps – making a mobile web page behave a lot more like an app. Use this technology to build really fast & engaging mobile user experiences. Watch the tutorial to see how to do this with Watson Content Hub.

[Learn more](#)

The power of your words – tell your peers about IBM Digital Experience solutions

The opinions and perceptions of industry peers is usually valued and trusted above any other information source, especially before making a critical organizational purchase. Share your perspective about using IBM Digital Experience solutions by completing a brief [survey for IBM Watson Content Hub](#) or [IBM Digital Experience Manager](#), and your industry colleagues can review your comments on G2Crowd, IBM's independent user review partner. As a solution user, your opinion counts. **Thanks!**

Upcoming Events

Forrester Webinar: The secrets to Digital experience transformation – its harder than you thought!



In order to win, convert, and build customer loyalty organizations in all industries need to provide exceptional experiences across all channels and touchpoints – but the misalignment of goals between IT and the LOB has made it more challenging! Do you see a 6 or a 9? IBM commissioned Forrester Research to evaluate how an omnichannel, open-content delivery platform could help businesses deliver world-class digital experiences digital experiences. [Register now to join this webinar](#) and learn how to exceed expectations and overcome the hurdles of creating exceptional digital experiences.

[Register now](#)

On demand Webinar - IDC Research findings: Organizations drive 661% ROI and derive \$41.7M more revenue through better digital experiences with IBM! Webinar

Total new revenue gained per year

\$41.7M

IDC surveyed IBM DX customers to quantify the business benefits our customers have realized including increased revenue and quicker time to market, reduced costs and improved staff productivity, and increased customer and employee engagement. [Join this webinar](#) to hear from IDC about the findings in their latest report.

[Register now](#)

On Demand Webinar – See how easy it is to get personal in 2019 with IBM DX

Want to be a DX superpower? Looking to learn how to integrate IBM Digital Experience, Customer Experience Analytics, and Interact? Want to see how easy it is to gather information on your website, generate meaningful reports, show real time personalization and drive real results?

[Register now](#)

Register now for Think 2019

think 2019

Commerce, amplified. See how you can deliver customer happiness, at Think Exchange.

IBM

[Register Now](#) →

Register for IBM's premier client conference, [Think 2019 in San Francisco February 11-15](#) in San Francisco, CA. New this year Feb 11 -12 is the Think Exchange, a pre-conference event exclusively for IBM Digital Experience, Marketing, Commerce, and Supply Chain clients. Use promo code DC19MCSX when you register and Think Exchange is added to your registration. We look forward to seeing you there!



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