



Create a
transformative
digital
experience

Watson Digital Experience



Create your next great digital experience

Think about how we live. People don't really "go online" anymore. We just live our lives, and the online component is part of that rich tapestry.

There's an expectation of excellence about what we'll find online, -- an anticipation of consistent delight. Users, both individual consumers and business users, assume that their online experiences will be rich, engaging, personal and available wherever they choose. They want an experience that delivers value and becomes a seamless extension of their lives.

When something interrupts that flow or fails to meet expectations, people notice. And, moreover, they act. Consumers share their disappointment within their immediate circle as well as with their social networks. And because there are typically multiple competitors, and the web enables easy portability, disappointed visitors often move on to other sites or other businesses that better understand them, and anticipate and meet their expectations.

Delivering on these heightened expectations, and building the relationships that will enable those organizations to thrive, requires businesses to do more. To compete, businesses must pull together data to understand the needs of their clients, partners, citizens and employees, engage the individual and their community and deliver exceptional service, while simplifying the experience for their users.



What is IBM Digital Experience Software?

A platform that provides powerful, flexible tools to enable organizations to create, manage and deliver engaging multi-channel digital experiences to virtually all audiences.

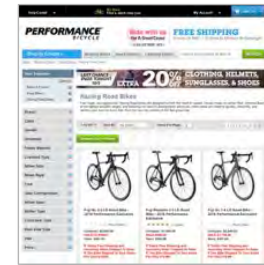
It empowers business owners to deliver engaging customer experiences with interactive content, targeted offers, and consistent branding across channels (web, mobile web, and hybrid apps) without involving IT. It is a platform to help engage your employees and boost productivity in the workforce, aggregating information and business processes to create personalized experiences that deliver role-specific content and accelerate access to experts. It helps you provide outstanding service to channel partners, with access to integrated applications and efficient delivery.



Sites / Micro Sites



Ads / Social



Web Apps
(store front, banking)



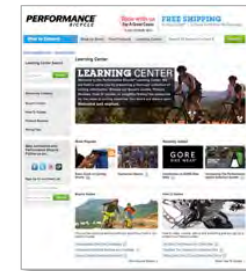
Emails



Apps



Landing Pages



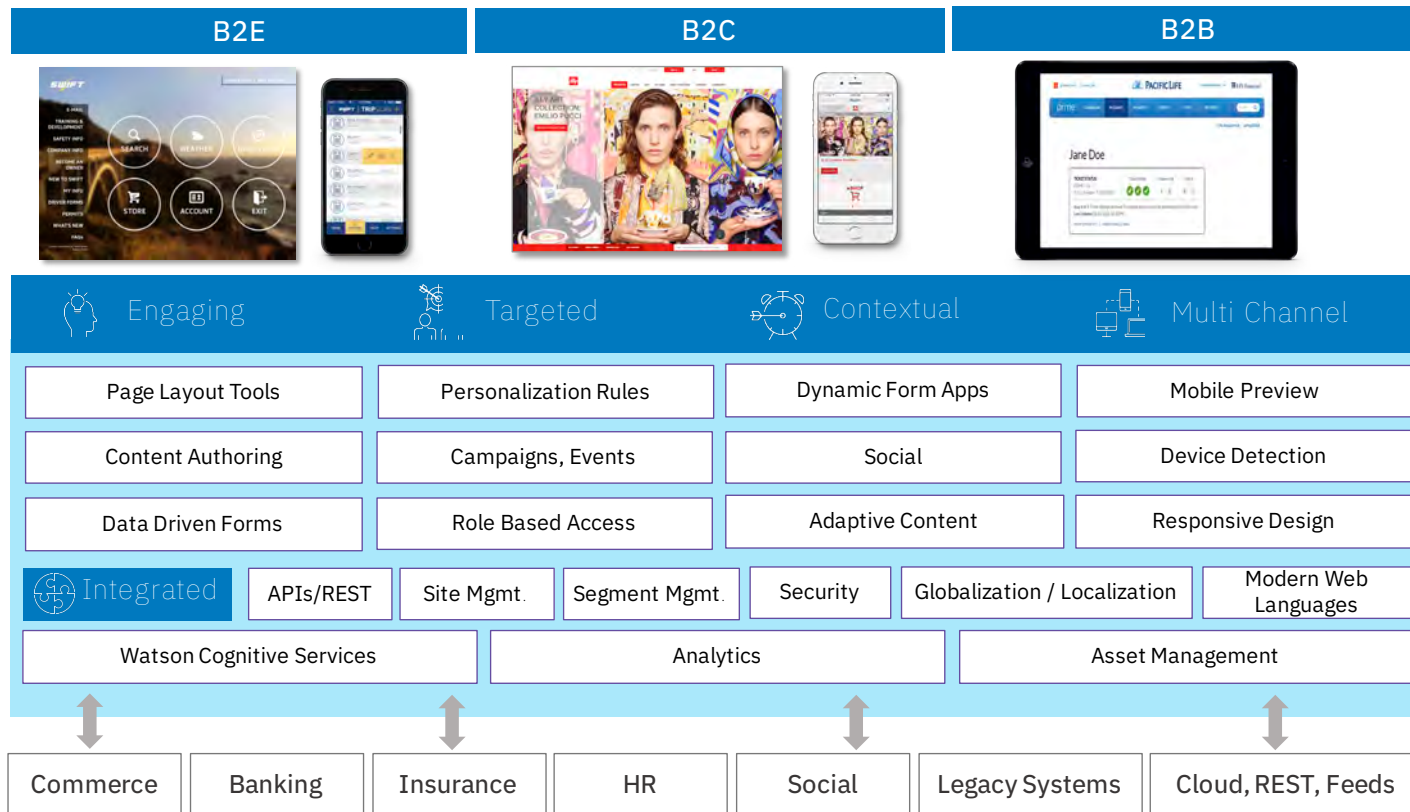
Customer Service

What makes a digital experience platform work?

Effective digital experience platforms are the foundation for lifelong relationships with customers. Good ones provide the tools and services required to build engaging, differentiated, and consistent experiences, across all the channels you use, to capture the attention

of consumers, partners, citizens and employees. IBM Digital Experience software provides a best-in-class, agile toolset, so you can bring the right elements together to create an interactive experience for your target audience.

Helps build solutions targeted to customers, employee or citizens across all industries



Leading digital experience platforms should be engaging, targeted, contextual, multi-channel and integrated.

Engaging: Connected consumers expect to be engaged by memorable, personalized experiences across all of their digital interactions. IBM DX software provides the tools for both marketing and IT to deliver what is needed. Business users can easily author content with intuitive UI and tooling without requiring help from IT. Robust page layout tools and editing capabilities make it easy for both marketing and IT to preview content layouts and dynamically move components on the page to create customized templates. IT can also use flexible tools and modern web languages to make it easy to integrate rich media content and assets across any channel, even those yet to come.

Targeted: You need to create personalized experiences for customers by analyzing their current needs, past interactions and future interests. With IBM Digital Experience software, you can continuously optimize the experience by understanding usage, effectiveness and the relative value of business assets -- resulting in a tailored experience that drives an increased return on investment. Out-of-the box integrations connect enterprise portal, web analytics and marketing execution solutions, to create personalized, targeted experiences that increase engagement. Personalization rules, audience segments, and device detection make it easy to connect on a personal level and put you in touch with valuable insights.

Contextual: IBM DX core infrastructure helps you create contextual experiences that will resonate with all of your audiences. From infusing social capabilities into any digital experience so people can seamlessly interact with each other in a way that is meaningful, to incorporating adaptive

forms applications that dynamically change based on a user's responses and device, IBM DX solutions provide an experience that will delight your audience. Built on open standards, the platform provides incredible flexibility, allowing organizations to optimize the user experience and functionality to deliver an experience that will keep customers engaged and coming back again and again.

Multi-Channel: The rapid rise of connected multi-device audiences is broadening your engagement models, not replacing them. Your customers, partners and employees are looking to engage seamlessly through multiple touch points (web, mobile web, mobile apps) while jumping from device to device in the stream of a single conversation or transaction. IBM Digital Experience software allows you to preview what your site will look like on hundreds of devices to ensure a delightful experience for your customers, and provides responsive pages and content that automatically adapt to the device that is calling it from a single source. Build it once – seamlessly deploy it across any device.

Integrated: Providing a unified digital experience that delivers the information users need, in a format that works for them, regardless of which application, or tool, or database the data lives in, is essential. In today's digital age, this has become even more complex. Every day there is more content that resides in back end systems, 3rd party applications, social media, processes and other sources, that need to be pulled together in a way that makes sense. IBM's Digital Experience platform provides a framework for developers to quickly integrate applications developed in open and modern web languages to streamline their development.

IBM Digital Experience Offerings

Digital Experience Manager

(WebSphere Portal + Web Content Manager + Forms Experience Builder)

Digital Experience on Cloud

Watson Content Hub

Forms Experience Builder on Cloud

For digital experiences that are omni-channel, integrated, targeted, engaging and contextual

Anywhere, anytime, any device

Digital Experience Manager

IBM Digital Experience Manager empowers you to create, manage and deliver engaging omni-channel digital experiences to virtually all audiences. Offer an engaging customer experience with responsive content, targeted offers and consistent branding across channels (web, mobile web, and hybrid mobile/web applications). Provide outstanding service to your channel partners with integrated applications. Bring in powerful, flexible tools that allow business users to easily manage and create better content -- and free IT staff to focus on other projects.

With IBM Digital Experience Manager,:

- Upgrade the user experience
Deliver consistent, personalized user experiences and improved branding efforts across a range of channels and devices, for both web and mobile platforms.
- Save time while improving consistency
Save users time with automatic device detection and dynamic image optimization as you bridge gaps between media, silos and systems. Provide a unified experience across all applications.
- Let users develop independently
Enable business users to create innovative digital experiences while reducing the time and cost of relying on IT. Non-technical users can easily create sophisticated web applications using flexible tools.

IBM Digital Experience Manager is an integrated platform to help you build engaging, contextual experiences. It is made up of the following products: IBM WebSphere Portal, IBM Web Content Manager and IBM Forms Experience Builder.

IBM WebSphere Portal

IBM WebSphere Portal is a flexible platform that enables companies to build and manage web portals. It provides a single access point to web content and applications, while delivering differentiated, personalized experiences for each user. It also provides preinstalled, preconfigured images, expert deployment patterns and rich API tools so you can create an integrated, consistent, user experience that is optimized for any channel. WebSphere Portal is a framework to integrate content, applications and processes from diverse sources into one seamless user experience, and is REST enabled so that applications and sites can easily request content and framework services such as CaaS.

The software supports flexible workflows, rich content management, integration, cloud, social services and mobile web delivery. It's based on open industry standards and offers simplified usability and administration and cost-effective scalability.

With IBM WebSphere Portal software:

- Quickly create and manage powerful, integrated and engaging multi-channel digital experiences, on virtually every channel, whether engaging with customers, business partners or employees
- Be ready for quick deployment on the next channel
- Thrill users with engaging digital content and applications that present an integrated, differentiated experience for each user
- Empower developers to easily infuse applications like eCommerce store fronts or social components into a site or page with powerful pre-build integration capabilities
- Extend your business assets by creating and deploying custom-branded, marketplace-driven solutions, comprising existing and new business assets that can be repurposed and reused as needed
- Grow as you go with ready-to-use, business-specific capabilities that help cut time to value and allow you to pursue new marketplace opportunities while reducing the cost of deploying portals



IBM Web Content Manager

Easily create and manage rich digital content with **IBM Web Content Manager** software. Delight customers with personalized web experiences based on their behaviors, roles, language, devices, location and preferences. Keep content fresh and relevant, and extend your reach through simple syndication across multiple channels and social media, with dynamic content, rating, tagging, commenting and other interactive features.

IBM Web Content Manager can help drive higher conversion rates, improve customer loyalty and increase user engagement.

With IBM Web Content Manager software:

- Leverage powerful content creation and collaborative management tools that enable line-of-business professionals and content owners to quickly create and manage rich digital content — without IT involvement
- Employ design tools that enable the line-of-business users to interactively crop, edit, rotate and scale images and video, to reduce costs and speed time to market
- Leverage an extensive catalog of prebuilt, high-value content templates for microsite and web page creation.
- Create, approve, version, publish and syndicate web content through an intuitive, dynamic, contextually-aware toolbar and built-in project management features
- Use flexible workflows built into the platform to ensure that the content lifecycle follows desired business processes and approvals before going live



Forms Experience Builder

IBM Forms Experience Builder enables nontechnical users to create and distribute customized surveys, feedback forms, order forms and custom forms-based applications — without IT involvement. This helps to automate forms-based business processes for improved efficiency, more responsive customer service and shortened time to value.

With IBM Forms Experience Builder:

- Create responsive forms that will adapt how they render depending on which device is being used
- Provide a dynamic experience based on rules and allow services to be invoked automatically during workflow steps
- Create online forms, collect data, and view results with an easy-to-use with intuitive interface
- Rapidly create and deploy apps that engage customers and collect the information you need
- Easily add role-based access control and workflow for approvals, and integrate with your information
- Add custom styling and functionality
- Improve productivity through virtually anytime, anywhere access of forms-based applications on Apple iOS and Android operating system-based devices



IBM Digital Experience on Cloud

IBM Digital Experience on Cloud accelerates digital experience delivery. IBM has become a trusted provider of powerful, secure and scalable digital experiences through its IBM Digital Experience platform. We also offer the same proven functionality in a convenient, easy-to-manage Platform-as-a-Service (PaaS) cloud offering.

IBM Digital Experience on Cloud provides benefits to both business and IT leaders. Line of business owners can start adopting the industry-leading digital experience platform within days of placing an order. Digital Experience on Cloud eliminates long procurement cycles, cuts down on complexity in the infrastructure deployment, and frees up resources to support new initiatives. Best of all, business owners no longer have to choose between the benefits of a comprehensive, extendable platform and the ability to get something started right now.

IT knows that the solution platform will be able to grow along with the organization's needs, helping to create value in the form of efficiency and cost control. You focus on creating a great experience for your users, and IBM handles the operations, upgrades and monitoring of your digital experience platform.

With IBM Digital Experience on Cloud:

- Free up IT resources to focus on creating and managing your websites
- Deliver differentiated, contextual, and consistent experiences across channels
- Address the unique needs and behaviors of individual customers
- Achieve the right balance of CapEx and OpEx



Watson Content Hub

Watson Content Hub is headless and cloud-based software that helps you build content in any application, from mobile apps to single page applications, billboards, embedded devices and more. Rich APIs let developers place content wherever it is needed, and our zero-configuration, embedded Akamai CDN ensures high performance and global scale.

An intuitive UI lets marketers work with content easily, making updates fast and fuss-free. Watson services such as cognitive tagging help transform disorderly assets into an easily searchable library, so everyone can always find just what they need.

With Watson Content Hub:

- Build a rich content model and update images and text easily and quickly. Automatic image profiles adapt your images for every usage.
- Watson cognitive tagging augments your content meta-data to make it easier than ever to find just what you need.
- Our integrated, zero-config Akamai CDN lets you scale flexibly, and rich REST APIs make it easy to integrate content and content management functions wherever you need them.
- Content management is a team sport! We don't price Watson Content Hub by user so everyone can contribute at no extra cost.

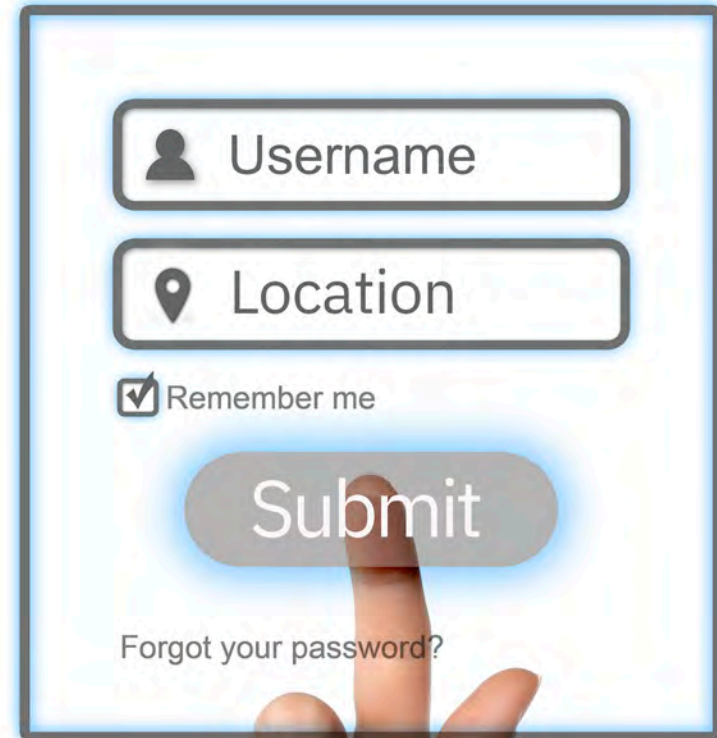


IBM Forms Experience Builder on Cloud

IBM Forms Experience Builder on Cloud is an easy-to-use tool that enables users to create web forms applications for stand-alone use or as part of a customer or employee website. Even non-technical users can create sophisticated web applications complete with forms, database, workflow, reports, security, automate processes and more. It puts business users in control by enabling them to create web form applications with little or no training. Technical users can work with business users to extend and integrate applications using common web development skills. Applications can be used stand-alone, in customer websites and even email campaigns. Solutions designed with IBM Forms Experience Builder are agile and can be easily changed to accommodate changing business requirements for quicker responsiveness to customer and market needs.

With Forms Experience Builder on Cloud:

- Quickly create customer, employee and partner engagement applications
- Speed approval process with flexible role-based workflow and access control
- Easily integrate data-collection web apps in existing digital experiences or use stand-alone
- Engage users across all channels with dynamic web forms that render correctly on the device that is calling it

A hand is shown pointing at a digital form interface. The form is enclosed in a light blue rounded rectangle and contains the following elements: a 'Username' field with a person icon, a 'Location' field with a location pin icon, a 'Remember me' checkbox which is checked, a large grey 'Submit' button, and a link that says 'Forgot your password?'. The hand is positioned at the bottom, with the index finger pointing directly at the 'Submit' button.

The IBM Digital Experience platform is the only offering on the market that can create a complete digital experience solution for any channel or audience – customer, employee or partner.

Case study: Performance Bicycle

Performance Bicycle is a leading retailer of cycling products. With 1,800 employees, a presence in 20 states and a comprehensive offering of more than 10,000 products, the company operates bricks-and-mortar stores, a printed catalog business and an e-commerce website.

Performance Bicycle wanted to harness its employees' cycling knowledge to attract and inspire customers. How could it deliver this knowledge to customers in an engaging way?

With the help of the IBM Digital Experience platform, Performance Bicycle created an interactive Learning Center seamlessly linked to its e-commerce site – enabling knowledgeable employees to share their tips, tricks and expertise with customers and visitors.

The Learning Center attracted a 300 percent traffic increase by its fourth month online. By leading inspired visitors to the e-commerce site, the Center boosts conversion by up to 20 percent, driving sales.

300% traffic increase by fourth month
online drove sales with a
20% conversion boost



Read what the analysts say about IBM Digital Experience solutions:

Gartner: “WebSphere Portal offers the rock-solid reliability and performance characteristics that IT demands, while steadily improving the ability for the business to build and manage user experiences.”¹

¹<https://www.gartner.com/doc/reprints?id=1-3K45WSZ&ct=161017&st=sg>

IDC: “On average, over a five-year period, customers are realizing total benefits of \$144,043 per 100 users (\$13.12 million per organization), which would equate to a five-year return on investment (ROI) of 606%.”²

²https://www-01.ibm.com/marketing/iwm/dre/signup?source=mrs-form-9486&S_PKG=ov31071

Where do you rank in digital maturity?

Take the assessment

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Produced in the United States of
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March 2017

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prevention, detection and response
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outside your enterprise. Improper
access can result in information being
altered, destroyed or misappropriated
or can result in damage to or misuse
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others. No IT system or product should
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