Exceptional Web Experiences for a Smarter Planet

Doug Geiger
Director, WebSphere Portal Engineering
IBM Software
Our world is changing and the demand for progress is clear...

2 Billion
people will be on the web by 2011.*

4 Billion
mobile phone subscribers worldwide by the end of 2008.*

1 Trillion
connected intelligent devices in the world

$650 Billion
in productivity is lost because of unnecessary business process interruptions

85%
of computing capacity sits idle

*Sam Palmisano speech, November 12, 2008
Dubai – circa 1991
Dubai – circa 2005
Dubai – circa 1991

How are companies and their CIO's readying for the change?
NEW CIO STUDY: The Top Ten Visionary Plan Elements...

- Business intelligence & analytics
- Visualization
- Risk management & compliance
- Mobility solutions
- Customer & partner collaboration
- Self-service portals
- Application harmonization
- Business process management
- SOA/Web Services
- Unified Communications

Source: IBM Global CIO Study 2009; n = 2345
Portals & Collaboration help people and organizations…

*Work Smarter*

- **Connect** globally with employees, customers and partners to build strong relationships that drive results
- **Collaborate** from anywhere to become a more agile, adaptable organization
- **Innovate** to leverage the power of participation and generate new ideas
- **Optimize** the cost of enabling people

*71% of CEOs plan to place greater focus on external partnerships and collaboration that extends beyond the traditional walls of the enterprise*

* Source: IBM Global CEO Study 2008; n = 1106
The Portal Mission: Connecting People with Processes and Information Services
Integration Excellence - Seamlessly Combine Internal & External Applications/Services

Combined with Web 2.0 & social capabilities, employee intranets & partner extranets help drive better business outcomes
Portal investments in 2009

Q: “What are your firms plans to implement or expand its use of portal technology in the next 12 months?”

A: 75% surveyed have a portal or are launching a portal

Base: 924 North American and European IT decision-makers
Source: Enterprise And SMB Software Survey, North America And Europe, Q4 2008
- Customer Self Service
  - Medical
  - Financial, online banking
  - Government Tax
- Customer Loyalty
  - Information resource
  - Education

- Benefits
- Payroll
- Retirement
- Personalization
- Customization
- Mashups and site wizards

- Retail – reviews – ratings - advise
- Commerce
- Gov issue discussions
- Aid in self service through crowd service and support
- Segmentation/demographics of communities
- Discover existing communities

- Employee Portals
  - Collaboration, IM, mail, e-meetings, forums, collaborative documents and web content
  - Role Based personalization
  - Process integration across groups
  - Social, blogs, wikis, expertise location and profiles, activity
Building a Smarter Planet: **Smart Work**

**Smarter Patients**

Duke University Health System: A personalized Web self-service experience delivered with WebSphere Portal provides patients tools to help manage their healthcare needs, while also reducing Duke’s peak call center volume by 50%, allowing the call center staff to focus on more value-added activities, leading to increased efficiency and improved overall patient satisfaction.

**Smarter Finance**

AMP Limited: Wealth management business serving more than 3.4 million customers, employs Lotus Forms and WebSphere Portal to save agents time in both completing forms and error follow-up, resulting in an estimated 70% reduction in manual effort, allowing them to focus more on customers and not processes.

**Smarter Dealerships**

Harley-Davidson USA: Worldwide Dealer Web portal deployed with WebSphere Portal delivers access to all the tools, information, news and processes dealer need in a unified, personalized Web experience; this eliminates the need for dealers to access multiple, disparate systems, and makes it easy for Harley-Davidson to get new dealers on-line quickly...

**Smarter Military**

US Army and US Air Force: Serving over 200,000 users, the automation of 118,000+ forms using IBM Lotus Forms reduces cost and increases efficiency with combined estimated ROI of over $1.3B.
Portal Success is Built Upon Clear Business Objectives

Enable collaboration, within and outside company
Intuitive, continuous customer interaction 24/7
Link customer to in context information for cross sell
Reduce administrative costs and bureaucracy
Simplify and standardize, reduce complexity
Reduce costs with self-service (customer, employee, partner)

Revenue Generation
Operating Efficiency
Share single infrastructure and leverage scale
Assemble flexible applications faster and easier
Leverage previous technology investments

Corporate Integration
Productivity Enhancement

Promote one brand, communicate consistently
Provide greater sense of belonging – “Global Glue”
Communicate directly, through 1 high impact channel
Find relevant information faster
Collaborate and learn from collective experience
Leverage expertise and collaborate to reduce cycle times
Portals

Platform that provides latest technology for exceptional user experiences
Today! And tomorrow!

Longevity (decades)

Business Impact

Web 2.0
- LOB Accelerators
- SOA
- Process Integration
- Collaboration
- Personalization
- Content management
- Application Composites
- Single point interaction

Web masters
Consolidation point

Next Innovations? …
- Broadcast Station
- Semantic Web
- Social networking
- Mashups
- Mobile Phase
- External Facing Exploitation
**WebSphere Portal Priorities**

**Deliver Exceptional User Experiences**
- Differentiate yourself to your customers
- Drive revenue and loyalty with your partners
- Enable productive and efficient employee web interactions

**Significantly Reduce Costs**
- Fastest time-to-market
- Up to 50% in labor and other savings
Customer Success is the Most Important Measure!

★★ **US Army Publishing Directorate** – Army Action Tracking System (Lotus Forms-based)
2009 Army Knowledge Management Award *(Winner)*

★★ **Los Angeles County** – Municipal Portal
2009 National Association of Counties Achievement Award *(Winner)*

★★ **U.S. Nuclear Regulatory Commission** – Electronic Information Exchange (Lotus Forms-based)
2009 Excellence.Gov Award *(Finalist)*

★★ **Duke University Health System** – Patient Portal
2008 Healthcare Informatics Innovator *(Finalist)*

★★ **Bharti Airtel** – Mobile Portal
2008 Strategy Analytics Wireless Media Lab *(Best Portal)*

★★ **Miami-Dade County** – Housing Central Portal
2007 Digital Government Achievement Award *(Winner)*

★★ **State of Missouri** – Emergency Response Information System Portal
2008 Computerworld Honors *(Laureate)*

★★ **City of Helsinki** – Citizen Portal
2007 UN Report: *Digital Governance in Municipalities (#1 in Europe)*
2009 Shift to Customer Web Experience Priority

- Customer experiences: 63%
- Lower operations cost: 37%
- New eBusiness: 25%
- Improve internal communication: 25%
- IT cost reduction: 16%
- Brand consistency: 12%
- Increased sales: 12%

Source: Forrester October 2008 North America, Europe, and Asia Pacific Online Survey

In 2007, customer experience was 37%.
WebSphere Portal

IBM WebSphere® Portal

WebSphere Portal Core Integration Platform

Accelerators extend functionality as needed to match customers needs

Industry Toolboxes

Industry Toolboxes offer LOB and Industry templates, assets, and best practices to maximize “Out of Box” value
WebSphere Portal 6.1
Rich set of Web 2.0 Features Help Deliver Exceptional User Experiences

- **User Contribution** to portal sites through our Web Content Management
- **Situational Development** through Composite Application Templates and through Lotus Designer / Portlet Factory / Forms Designer
- **User Control** of their pages through drag & drop portlet palette and Google Gadget catalog
- **Google Gadgets** and iWidgets – integrate thousands of additional applications
- **Application integration with AJAX** and REST support for core features - context menus, search menu, administration, drag and drop portlet palette
- **Live Text** – Give users one-click access to information that “pops” on the page

*Now Available in the Cloud!*
http://aws.amazon.com/
**WebSphere Portal 6.1.5 – Coming Next**

**Planned Features**

- **Page Builder** simplifies page creation making it easy for business users to create pages and add content to pages.
- **Portal “Lite” Mode** helps improve cost-of-ownership by dramatically reducing portal start-up time.
- **Integrated Site Analytics** support helps to optimize Portal applications via integration with popular 3rd party solutions.
- **WebDAV** support expands development ease-of-use by enabling direct editing of Portal pages using tools such as Dreamweaver®.
- **Template Page** capability speeds page creation by allowing Portal pages to act as templates when creating other new Portal pages.
- **Mashup Integration** support provides rendering/creation of Mashups directly in Portal as Portal page.

*Portal Beta Available in the Cloud!*

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Product release dates and/or capabilities referenced in these materials may change at any time at IBM’s sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.
WebSphere Portlet Factory 6.1.5 – Coming Soon
Supercharges Delivery of Rich, Interactive Web 2.0 Applications

- **Rich, Interactive Applications** with advanced Dojo toolkit User Interface widgets and controls
- **Visual Application Development** for fast, simple application construction
- **Information Integration and Transformation** of data sourced from multiple, disparate back-end systems
- **Hassle-Free Deployment** to remote systems running on-premise or in the cloud
- **Skinnable** application User Interfaces for consistent branding and rapid rebranding
- **Interoperable, Standards Based Applications** via new support for JSON, WSRP 2.0 and JAX-WS
The Ultimate in Business Integration.....Federation

Enabling the True Enterprise Portal

Hide your IT complexity from your customers, partners and employees

Exploit existing asset investments for new uses and incremental value

- Vertical Portals
- Application Portals
- Content Portals
- Websites

One unified user experience that federates disparate portals, including SAP, Oracle, Sharepoint and IBM
IBM Accelerators for WebSphere Portal

Helping to Speed Exceptional Web Experiences
Lotus Web Content Management 6.1
Business User Web Content Management

- **Simplified Authoring** templates *reduce the complexity* of content creation
- **Rich Text Editor** added which *simplifies and speeds* content editing
- **Inline Editing** streamlines content management and further *empowers business users* with robust end-user editing directly within Portal/Web page
- **Multilingual Framework** support makes it easy to *manage multiple language-specific* content requirements
- **Permission/Security** enhancements *simplify process of management/alignment of user roles* consistent with WebSphere Portal
- **Custom Workflow** capability *enables creation of custom workflows* for unique requirements

*Now Available in the Cloud!* http://aws.amazon.com/
Lotus Web Content Management 6.1.5 – Coming Next

**Planned Features**

- **Web Content Integrator** provides *incremental value* by easily rendering existing content assets in LCWM
- **WebDAV** support *expands ease-of-use* by enabling authoring of content and template creation using tools such as Dreamweaver® and WebDAV hooks
- **Document Management Integration** expanded to *leverage investments in other content repositories* (such as FileNet, Lotus Quickr, and IBM Content Manager)
- **Web Content Rendering Portlet** updated to JSR 286 specification for *greatly improved performance*
- **Content Templates** speed creation and delivery of popular Web tool/capabilities
- **Enhanced Syndication Reporting** helps *speed resolution* of content syndication issues
- **Integrated Site Analytics** support *improves* website visitor experience

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Portal and WCM Integration > Convergence

- Enhanced site and page layout management and tools – to build content-rich sites and portals sites in hours
  - Drag and drop page elements
  - In-line page and site management – not just in-line content editing
- Content context awareness in WebSphere Portal – drop elements on pages and immediately show relevant content for that page
- Complete deployment story
- JSR-286 content rendering portlets
- Friendly URLs
Web Content Integrator

- Integrates with virtually any CMS to publish the content to the web via LWCM - Uses standard RSS/ATOM Feeds
- The Content Integrator reads the content feed and writes the content to the WCM repository
- Integration with Vignette, Interwoven, Stellent, Documentum, Lotus Notes
TransWCM is now available!

Transition your Web Content Management to Lotus Web Content Management

What is TransWCM?
- A powerful alignment of skills/experiences of IBM & IBM Business Partners providing a community of resources to help transition customers from legacy web content management systems to Lotus Web Content Management

Who is IBM Partnering with in this initiative?
- Prolifics, Cognizant, Vamosa, Ascendant Technology, Sogeti, Perficient and IBM Software Services for Lotus (ISSL)

What IBM & IBM Business Partners Provide
- Proven Technology & experienced skilled resources
- Whitepapers explaining the benefits of Lotus Web Content Management vs other web content management systems.
- Technology/Marketing briefs on migrating from other WCM vendors to Lotus Web Content Management
- Complimentary Business Value Assessments or similar assessments to help customers develop a business case
- Customer References
Electronic forms will always save money, always save paper and the environment, always create more productive, happier users and always make data more accurate.

Data accuracy alone can save millions of dollars in most business processes. The world has been waiting for this technology.”

Toby Bell, Gartner Group
November 2008
The Impact of eForms on paper-based Processes

- Obvious costs...
  - Paper and printing, transmission
  - Unused form disposal
  - Archival and storage costs

- Hidden inefficiencies that can paralyze organisations
  - Lengthy process cycles
  - Incorrect and incomplete data
  - Data re-keying
  - Physical routing time
  - Complex approval chains
  - Data aggregation across forms
  - Inaccessible data
  - Stove-pipe solutions for each process
Solid, quantifiable benefits for customers, through process automation as well as paper savings

**Sources:** **Gartner Group**
Profound ROI from eForm Processes
If You Have Forms, You Have Savings!

Reduced staffing requirements as well as development, printing, travel and telephone costs. MLB estimates annual savings of more than US$350,000

100,000 forms, used by 1.4 million Army personnel around the world – ROI estimated to be $1.3B / year

18,000 forms, serving 700,000 people globally – ROI: $50 Million annually

Users (3,000 agents) estimate savings of 1h per day in completing application forms and following up errors etc. 70% reduction in manual effort

Accelerated new business application process from weeks to hours. 30% reduction in call center field support calls

Directorate of Defense Trade Controls shortens application process to as little as 9 days (from up to 66 days)
User Contribution enriches Web Experience

Instant Messaging
Workflow
User Ratings
Dashboard
Blogs
Communities

Task List
Experts
Personalized Content

Mashup
Video

New Business Workshop
03 Feb 2008, Noon-5pm
Tavern Hall Commons
Get in touch with and find valuable business resources.

More Info
Web Portals + Social Networks

Social Network “Perfect Storm” Brewing

This year, the first generation of Web and social network-savvy youth (those who were born after the popularity of the Internet) graduate from high school...and will enter the workforce over the next 6 years

The social network and blogging audience is becoming more diverse in terms of age: *the biggest increase in visitors during 2008 to “Member Community” Web sites globally came from the 35-49 year old age group (+11.3 million)*

*One in every 11 minutes online* globally is accounted for by social network and blogging sites.¹

¹Source: Nielsen-Online [http://www.nielsen-online.com/pr/pr_090309.pdf](http://www.nielsen-online.com/pr/pr_090309.pdf)
Your Portal...More Social

- **Out of the box Portlets** can be quickly employed by new and existing WebSphere Portal deployments - greatly increasing time-to-value

- Leverage the social aspects of Web 2.0 provided by Lotus Connections applications -- Activities, Blogs and Dogear
  - Discover bookmarks that have been qualified by others with similar interests and expertise
  - Present your ideas and get feedback from others
  - Leverage the expertise and experience of other bloggers
WebSphere Portal / Lotus Connections Integration
Lotus Connections Portlets Assume Portal Look & Feel
IBM Mobile Accelerator 6.1

WebSphere Portal Services

- Portlets
- Web Content
- Web Services
- REST Services
- Feeds
- Gadgets & Widgets
- Mashups
- SOA & Composite Apps
- Tasks, Workflow
- Documents
- Syndicated Content

IBM WebSphere Portal

- Personalization
- Processes
- Syndication

IBM Mobile Portal Accelerator

Mobile Devices

PCs & full browsers

Dynamically Adapted & Rendered
IBM Mobile Portal Accelerator 6.1
Extend Exceptional Web Experiences to Mobile Devices

- **WebSphere Portal Extension** that *extends portal navigation* to mobile devices
- **Mobile Portal Toolkit** *eases development* of device-independent portlets
- **Mobile Device Update Service** *simplifies process of supporting* growing market of mobile web devices

**What’s New**
- WebSphere Portal Version 6.1.x support
- Updated / enhanced multi-channel server, supporting XDIME 2
- New ‘portrait to landscape’ & 'rollover image' mobile rendering option support
- Improves usability of mobile user experience for ‘smart’ rich client capable mobile devices
- Framework Client creation of XDIME applications and sample widgets with rich client-side user interface that works across range of ‘smart’ mobile devices
- New XDIME enabled portlets provided for out-of-the-box capability and as samples for demonstration purposes: 1) Mobile Portal RSS 2) Mobile Portal Stock portlet 3) Mobile Portal Client Framework Sample portlet
- Updated Image Conversion Server (ICS) Version 4.3.5
- New Healthcheck utility to improve verification of product installation
- Updated runtime and development code
Deliver Industry Specific Exceptional Web Experiences & Achieve Significant Cost Savings with Accelerators
IBM Industry Toolboxes for WebSphere Portal

- **Application Briefs**
  describing solution scenarios.

- **Business Value Guides**
  describing the value enabled by the WebSphere Portal and Accelerators, and help illustrate best-practice process and information flow.

- **Templates**
  which can be used on top of WebSphere Portal to help jumpstart design and assembly of end solutions.

- **Demonstrations**
  and recordings of example solutions design that illustrate how end solutions can look like.

- **Other Code Assets**
  include sample Forms, Dashboards, or other Portlets which can help expedite the assembly of a solution.

www.ibm.com/websphere/portal/industry
Healthcare Patient Portal Template

For Hospitals and Providers
The IBM Healthcare accelerator combines with IBM WebSphere® Portal software to help Hospitals empower patients via an online Patient Portal.

- Improved Patient Care through better patient communication
- Increased Patient Satisfaction by improving the patient experience
- Improved Efficiency by empowering the patient
- Greater Healthcare Innovation by freeing people to focus more on care (and less on administrative tasks)
- Foundation for additional Health Portals e.g. Physician, Clinician and other Portals

Patients are consumers, and as such have an expectation to be able to do everything via the Web – including managing their healthcare – in real time.
Introducing WebSphere Portal NOW
The Three Week Portal Project!

A simple, complete and “out of the box” ready to use business solution

Reusable, extensible software templates

Well defined services process to define and implement in weeks
Installation of the Portal Infrastructure

- Validate that the technical prerequisites have been met for installation activities
- Plan the installation and configuration activities
- Install the WebSphere Portal Server
- Perform the security configuration and integration of the LDAP provided by customer
- Activation of the Web Content Management components
- Setup of Portal to use an external database server and transfer of configurations

Implement the Portal NOW Template

- Implement the Portal NOW Template, preconfigured theme chosen by the Customer
- Implement the foundation features of the solution (link to applications, RSS feeds, People Finder, Google Gadget), as standard portlets to be configured within the Customer context. Implement Content management infrastructure to allow the publishing of web content (news, events, content with attachments, content with links). WCM library contains the solution will be imported into Portal. LDAP groups required to contain content authors will be created within the customers LDAP.

Configuration and Knowledge Transfer

- Customer end users trained on content authoring and publishing
- Customer technical staff trained on BASIC portal administration
- Portal NOW customized to customer environment
PortalNOW Customer Success: BMW Italia

Solution

• Deliver personalized desktops with rich content and collaboraton – internally to employees as well as externally with dealers
• Implemented WebSphere Portal Server, Lotus WCM and Lotus Quickr using the PortalNOW template
• WCM manages more than 1 terabyte of documentation delivered through the portal.
• Granularly personalizes and secures content to the right audiences – whether employees or dealers

Benefits

– 1 month portal implementation
– Within 2 months, were delivering highly profiled information on the intranet, and extending solution to a dealer extranet
Accelerate time to value on your IBM software investment

IBM Software Services for Lotus provides the technical and subject matter expertise needed to design and deploy solutions that can help maximize the return on your Lotus and WebSphere Portal investment and optimize the performance of your mission-critical applications.

ibm.com/software/lotus/services

Consulting
- Assessment and planning
- QuickStarts and pilots
- Deployments and Upgrades
- Health checks and environment reviews
- Innovative solutions to business/IT challenges

Software Accelerated Value Program
- Personalized guidance on deployments and upgrades
- Proactive problem resolution
- Best practice knowledge sharing
- Single point of contact with IBM

Training and Certification
- Technical training and certification on Lotus and WebSphere Portal products
- WW Lotus and WebSphere Portal conferences and events
WebSphere Portal

IBM WebSphere® Portal

Accelerators extend functionality as needed to match customers needs

Industry Toolboxes offer LOB and Industry templates, assets, and best practices to maximize “Out of Box” value
Our Best Measure of Success is our Customers!

7,000+ WebSphere Portal Installations Worldwide
7,000 Customers - expanding use of portals in new ways, and new customers coming on board

**Selected Industry Highlights**

**Banking**

**WebSphere Portal in:**
- 10 out of 10 Top Global Banks
- 7 out of 10 Top Euro Banks
- 30 out of 50 Top Global Banks
- 8 out of 10 Top AP Banks
- Top customer nearing 100 Million users

**Government**

**WebSphere Portal in:**
- > 500 Government customers
- every G8 nation
- 50% of US States
- 75% of mid-east nations
- Largest ever public education portal

**Healthcare**

**WebSphere Portal in:**
- 4 of 5 Top US Healthcare Insurance Companies
- 30 Hospitals, clinics & delivery networks worldwide
- 12 online healthcare providers > 20,000 users
- 2 online healthcare providers with more than 5,000,000 users

**Retail**

**WebSphere Portal in:**
- 8 of 10 Top Global Retailers
- 35 of top 100 Global Retailers
- 9 of 10 Top US Retailers
- 40 of top 100 US Retailers
WebSphere Portal…
A strategic product for your strategic applications

Over 300 million named users in our top 15 customers alone!!
1 in 6 people worldwide with internet access is a named user in a WebSphere Portal application