

Looking in the **Future** Ahead

Thomas Stober | STSM, Lead Architect WebSphere Portal Foundation

Meet the Lab
04. - 05. Juni 2014
IBM Labor Boeblingen



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A Journey towards a Digital Experience

Componentized
Web Sites

Contextual

Integration

Aggregation

Role
based



Standardized
Building Bricks

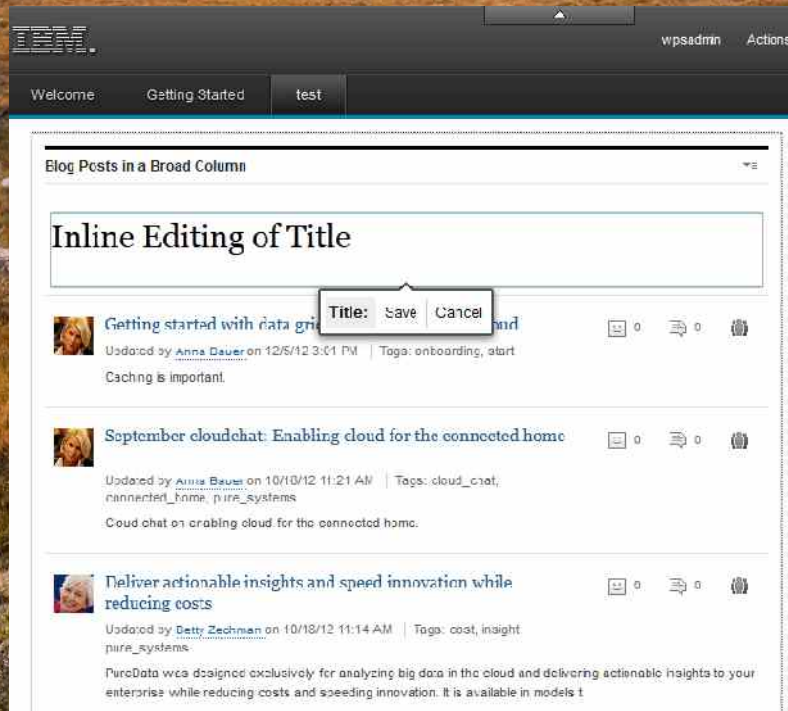
A Journey towards a Digital Experience

Broaden the Capabilities



A Journey towards a Digital Experience

Empower the Business User



Some Thoughts, Looking Foward ...

1. Versatile Programming Approaches for various Audiences
 - Line of Business can develop components and integration patterns
 - They can publish these assets to their web site
2. Business-driven Digital Experiences
 - A product line manager can launch a new product on his website, target specific customers, combine content and rich media that is optimized for any device
3. Self-service Cloud Experience
 - A 20,000 person company, can launch a hosted website/microsite, which is provisioning by a cloud provider



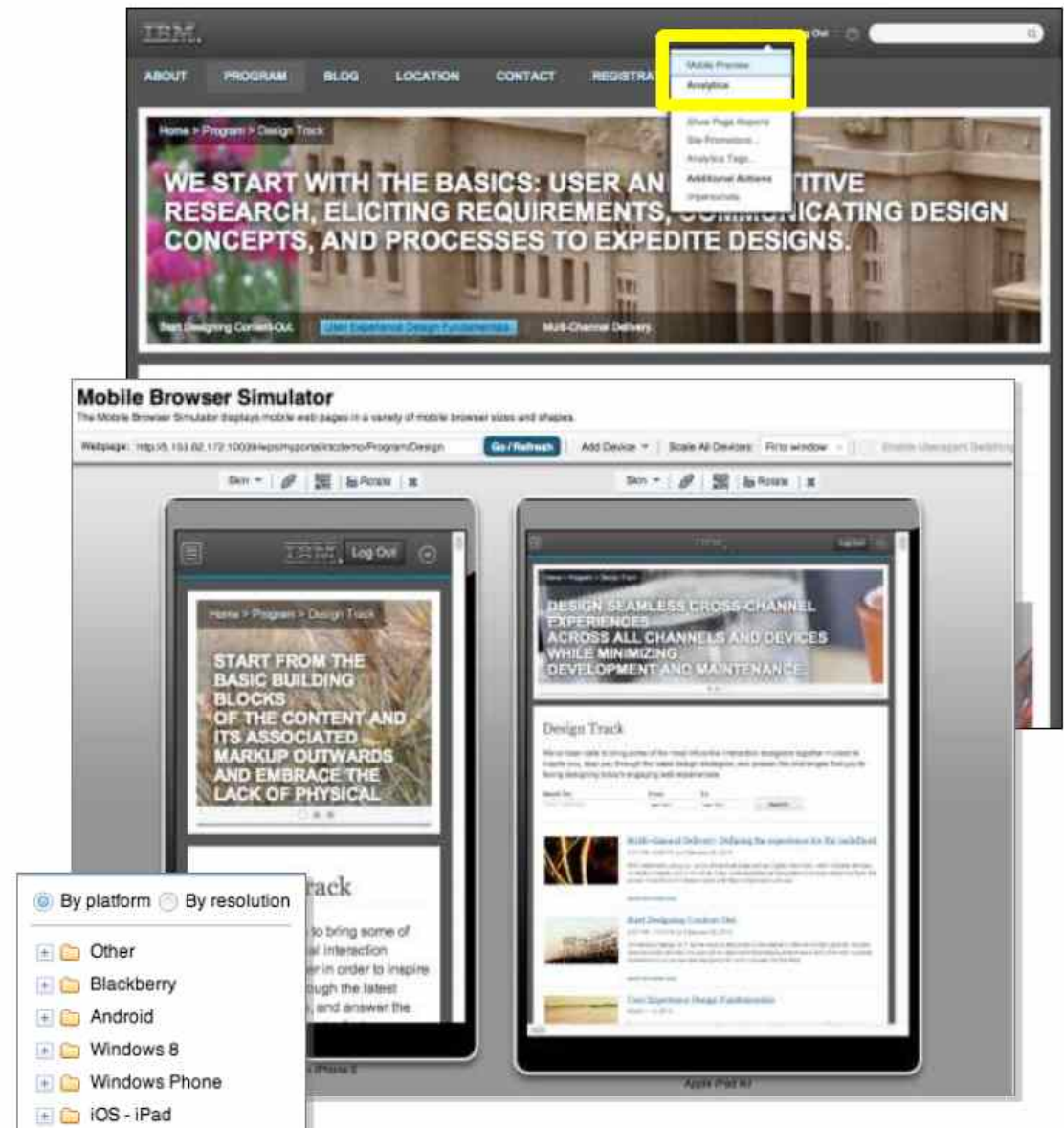
Focus Area: Programming Model

1



Mobile Device Simulator and Preview

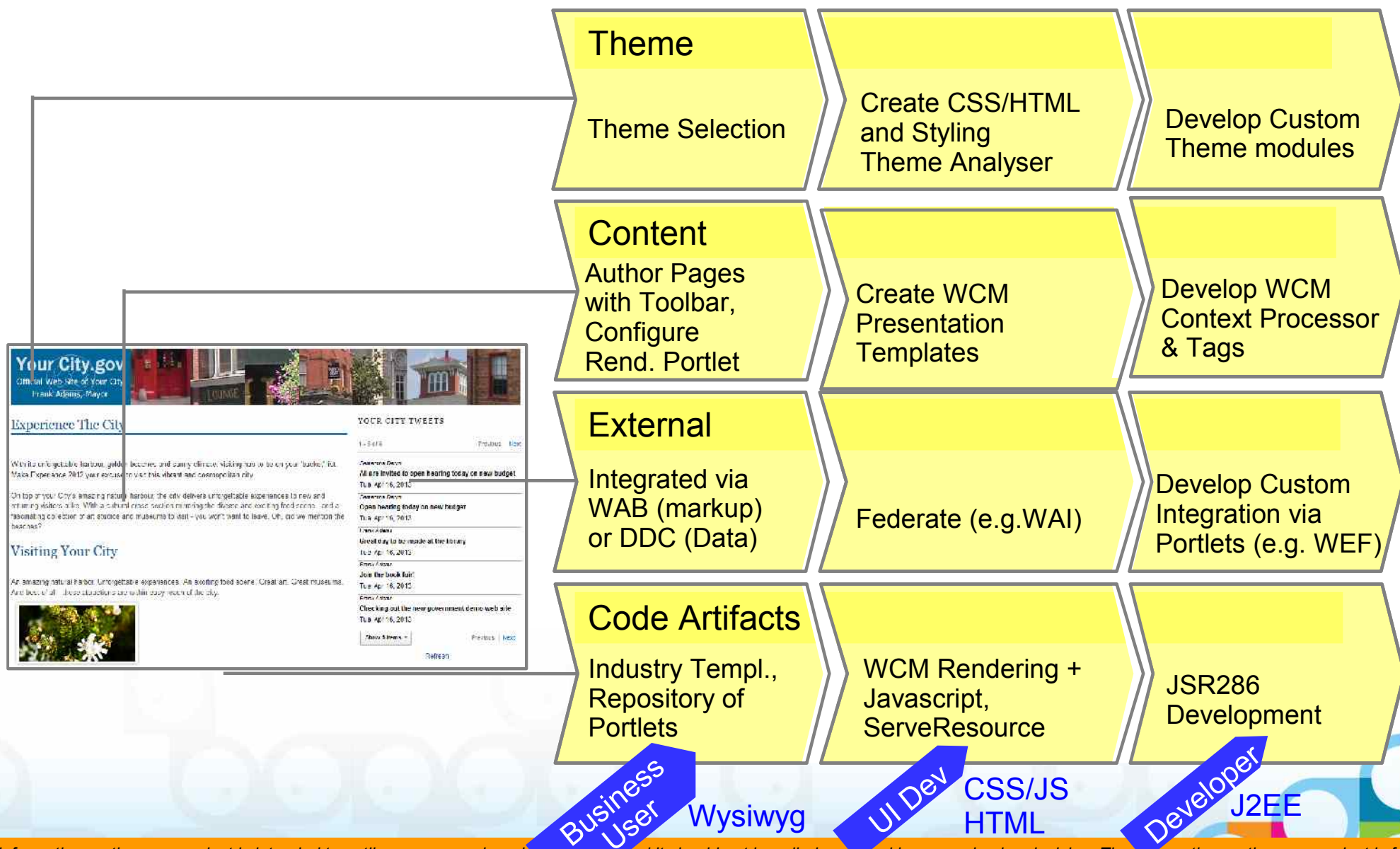
- The new mobile simulator capability provides a real time preview of Portal and WCM sites on a variety of mobile devices
- Preview your digital experience on Android, iPhone, iPad, BlackBerry 6 and 7, Windows Phone 8 devices
- Interact with the digital experience within the simulator to see how navigation, pages and applications look and react before going to production
- Rotate, add new and size devices to get a complete picture of your mobile experience



The new JSR 362 Portlet Specification

- The JSR 362 Expert Group was formed in April 2013
 - Participants: IBM, Oracle, Liferay, RedHat, Apache Foundation, Independents
- In accordance with the JCP process version 2.9, our work is public
 - JCP page for JSR 362: <http://www.jcp.org/en/jsr/detail?id=362>
 - Project web site: <http://java.net/projects/portletspec3>
 - Interested parties can subscribe to an observers mailing list at the site
 - JIRA Issue tracker: <http://java.net/jira/browse/PORTLETSSPEC3>
 - Portlet API working docs: <http://msnicklous.github.io/portletspec3/>
- Focus
 - API Improvements
 - AJAX Support
 - JSF
- The Portlet Specification 3.0 Reference Implementation
 - Work will begin in 2014
 - Apache Pluto subproject of Apache Portals project
 - Volunteers welcome!

A new Programming Model is emerging



Focus Area: Enterprise Marketing Management

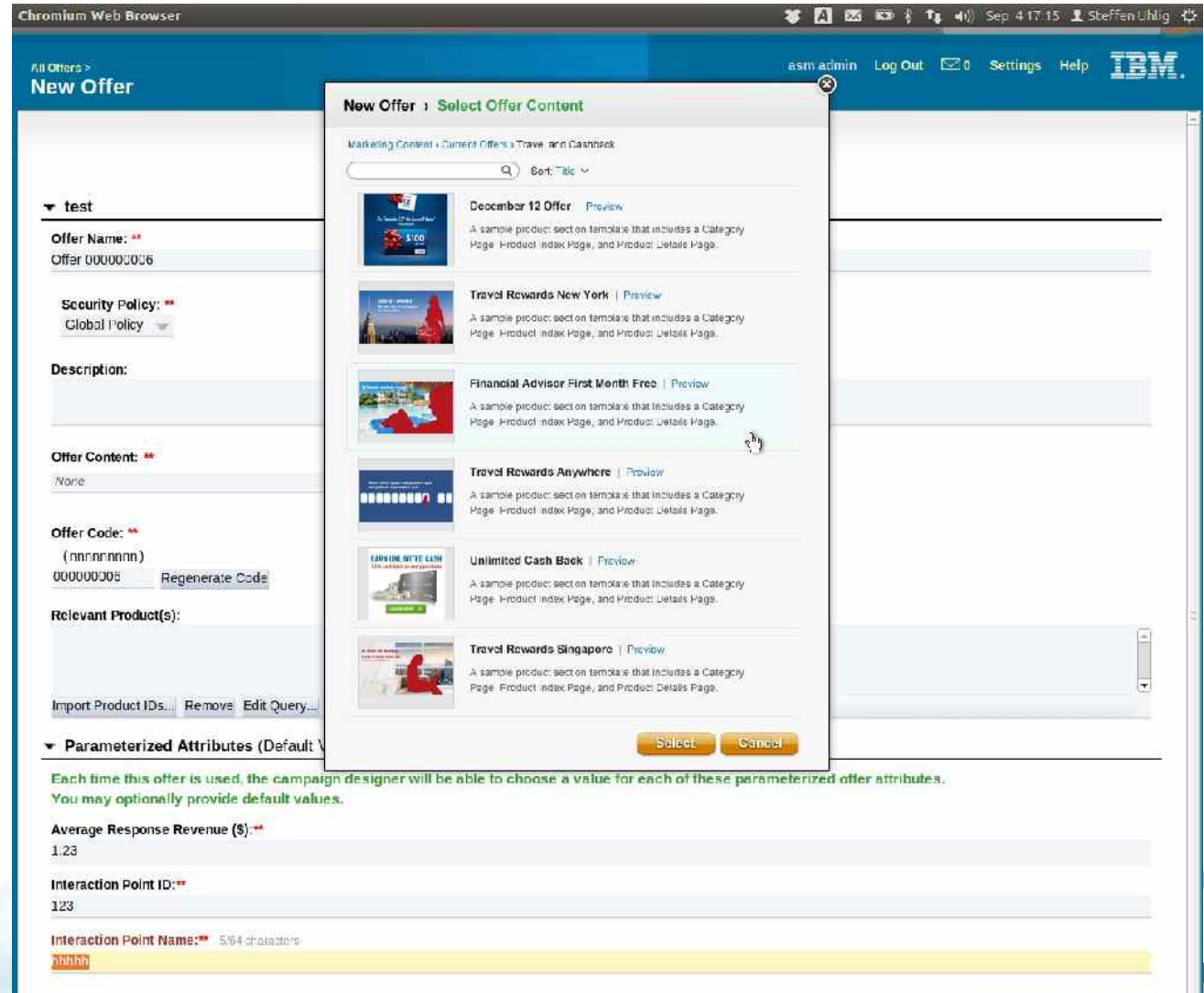


- Deepen integration with IBM Interact
- Integrate further products
 - Tealeaf
 - Xtify
 - Maximizer
 - ...
- Provide addt'l capabilities,
 - e.g. A/B Testing
- ExperienceOne

Ideas around IBM Interact

User experience enhancements, e.g. Offer/Content selector UI (“Picker”)

- As part of the offer definition in Interact, a Marketing User is able to pick specific web content from Portal/WCM (using a convenient picker user interface)



The screenshot shows the 'New Offer' form in the IBM Interact system. A modal window titled 'New Offer : Select Offer Content' is open, displaying a list of available content items. The background form contains fields for Offer Name, Security Policy, Description, Offer Content, Offer Code, Relevant Product(s), and Parameterized Attributes.

New Offer : Select Offer Content

Marketing Content : Current Offers : Travel and Cashback

Search: [] Sort: Title

- December 12 Offer** | Preview
A sample product section template that includes a Category Page, Product Index Page, and Product Details Page.
- Travel Rewards New York** | Preview
A sample product section template that includes a Category Page, Product Index Page, and Product Details Page.
- Financial Advisor First Month Free** | Preview
A sample product section template that includes a Category Page, Product Index Page, and Product Details Page.
- Travel Rewards Anywhere** | Preview
A sample product section template that includes a Category Page, Product Index Page, and Product Details Page.
- Unlimited Cash Back** | Preview
A sample product section template that includes a Category Page, Product Index Page, and Product Details Page.
- Travel Rewards Singapore** | Preview
A sample product section template that includes a Category Page, Product Index Page, and Product Details Page.

Select Cancel

New Offer

test

Offer Name: **
Offer 000000006

Security Policy: **
Global Policy

Description:

Offer Content: **
None

Offer Code: **
(nnnnnnnn)
000000005 Regenerate Code

Relevant Product(s):

Import Product IDs... Remove Edit Query...

Parameterized Attributes (Default)

Each time this offer is used, the campaign designer will be able to choose a value for each of these parameterized offer attributes. You may optionally provide default values.

Average Response Revenue (\$): **
1.23

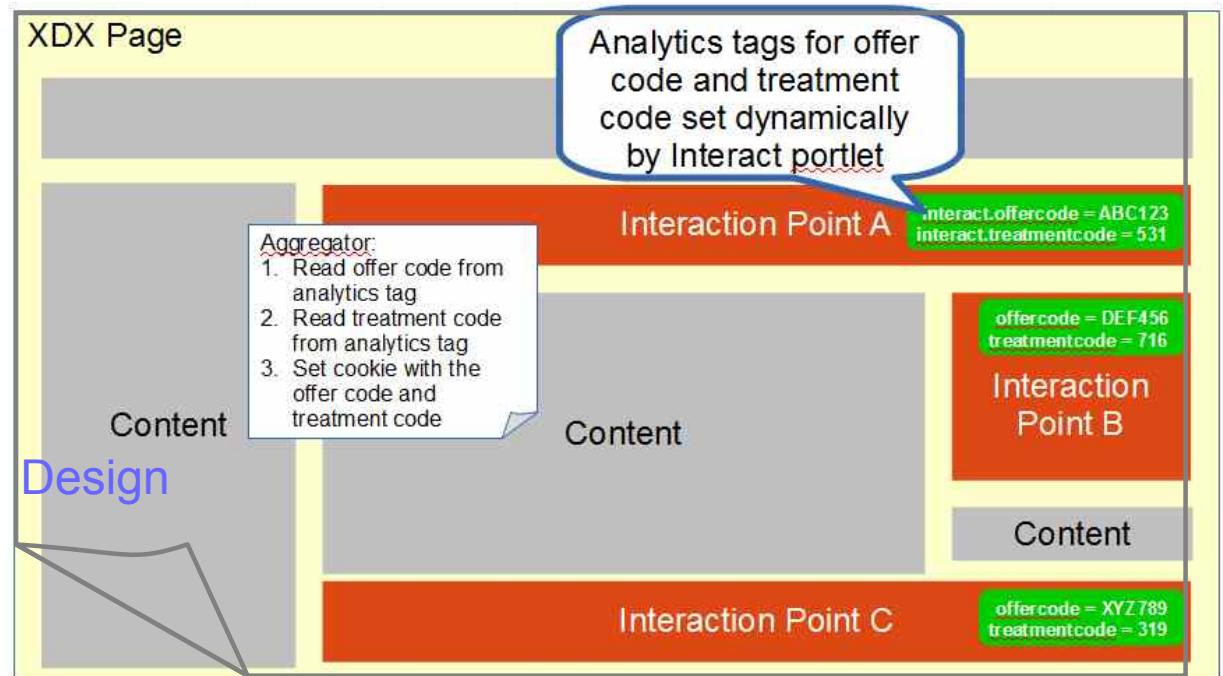
Interaction Point ID: **
123

Interaction Point Name: ** 5/64 characters
nnnnn

Ideas around IBM Interact

Exchange live Events as user clicks through a web site (behavioral personalization)

- A digital marketing manager can associate real-time event with prepared offers and ensure that end-users received targeted offers, based on their current viewing habits within the current session



Ideas around A/B Testing (standalone Portal/WCM)

- A web content author can choose alterate web content and test the conversion rate of each alternative (A/B testing of web content within a web page)

ab test target_3-HG (Specified)

A/B Test Resolution Target [Learn More](#)

***A/B Test Name**
Newsletter A/B Test

A/B Tests

Test Name: Anon A/B Test

Start Date: 2014-02-01

Total Visitors: 1998

End Date: 2014-02-28

Variation	% Visitors	Conv / Visitors	Conversion Rate	% Improvement	Statistically Signif
Control	53%	53 / 1044	5.08%	-	-
Experimental	47%	82 / 954	8.6%	69.31%	Yes

ab test_3-GL (Specified)



Control Item

newsletter
sign up
click here

Experimental Item

[Hide A/B Test Settings](#) [Learn More](#)

***A/B Test Name**
Newsletter A/B Test

Control Item
Newsletter Signup 1

Experimental Item
Newsletter Signup 2

***Percentage Visitors for Control Item**
49

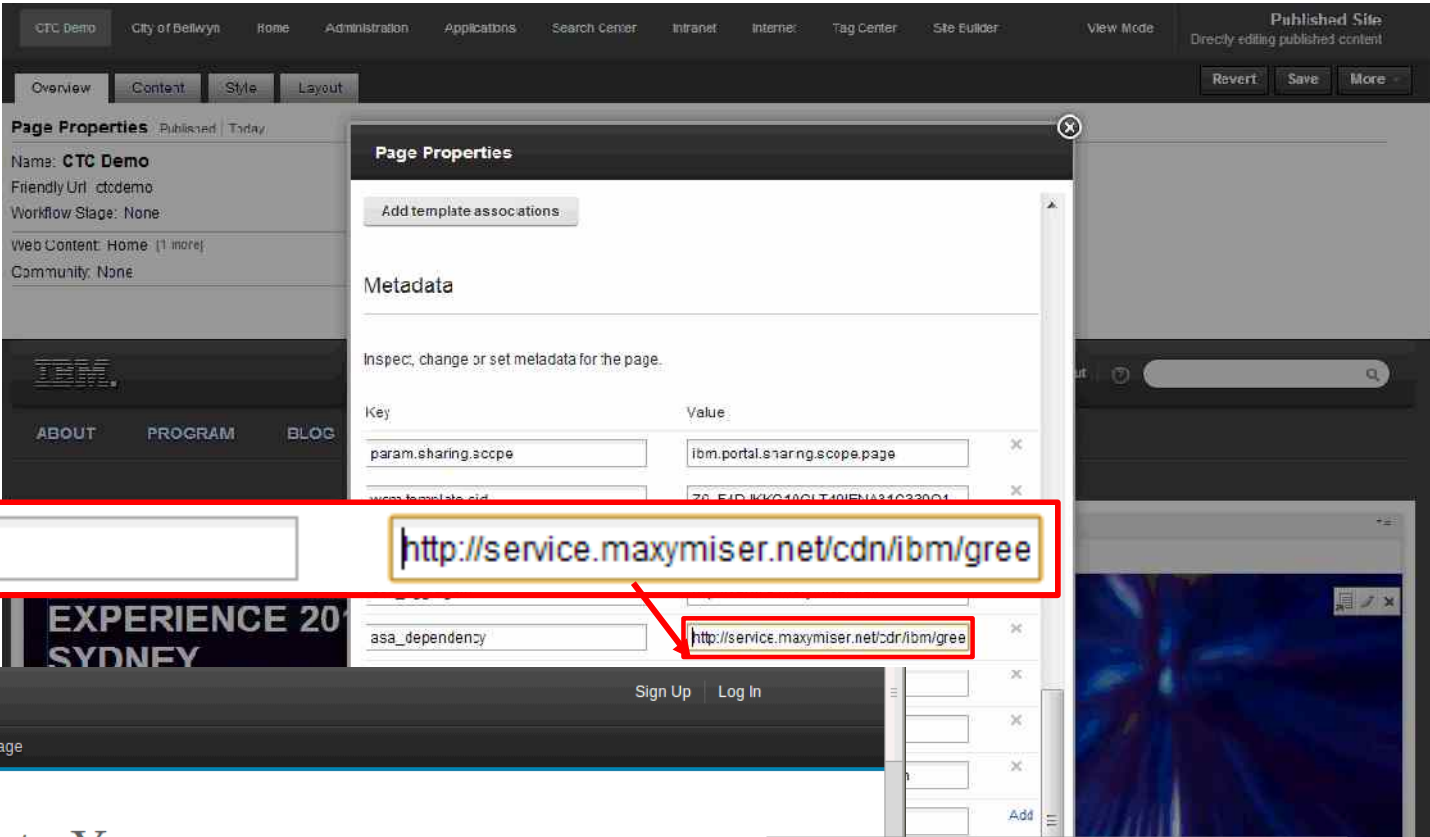
Start Date
None

End Date
Mar 31, 2014

[Refresh](#)

Ideas around additional Integration Patterns

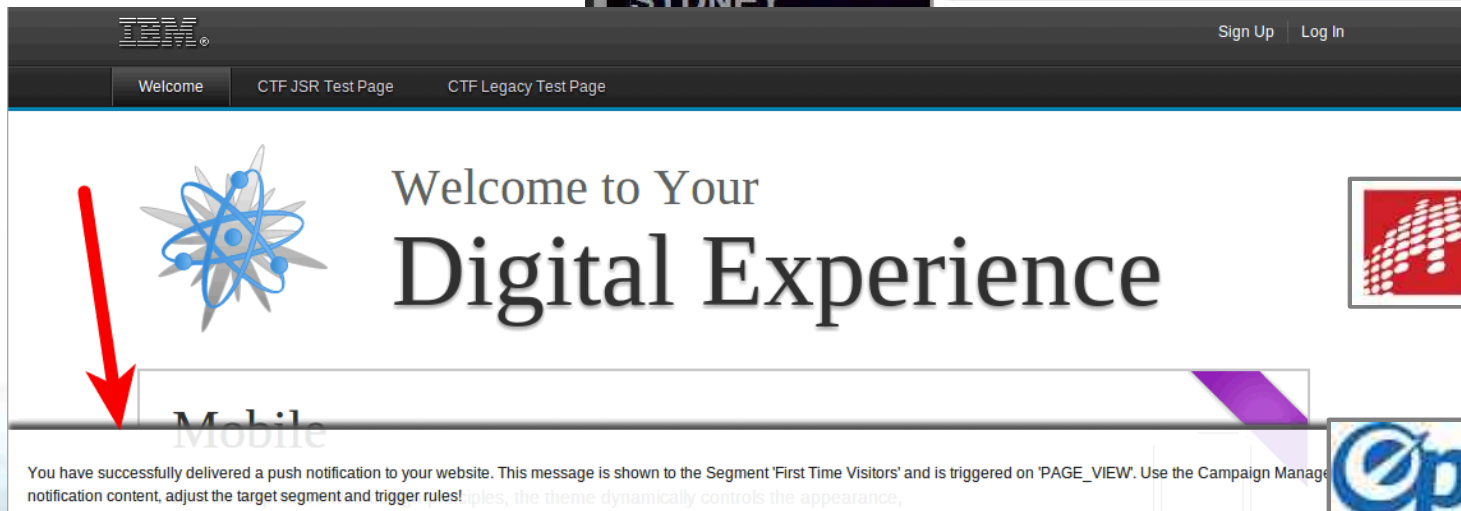
- Leverage the existing Active Site Analytics capability to inject code
- e.g. include client side libraries to run Maxymizer, Optimizely, or Xtify



The screenshot shows the IBM Content Manager interface. The 'Page Properties' dialog is open, displaying the 'Metadata' tab. A table lists metadata keys and values:

Key	Value
param.sharing.scope	ibm.portal.sharing.scope.page
www.template.sid	70_FID_8K040GLT40IEM34C33001
asa_dependency	http://service.maxymiser.net/cdn/ibm/gree

Below the table, there is a search bar containing 'asa_dependency' and a dropdown menu showing the same URL. A red arrow points from the URL in the dropdown to the URL in the table.



The screenshot shows the IBM website with the 'Welcome to Your Digital Experience' message. A red arrow points from the 'asa_dependency' field in the metadata table to the 'Mobile' section of the website.

Logos for Maxymizer, Xtify, and Optimizely are visible in the bottom right corner.

ExperienceOne

Leading companies are re-writing the rules of engagement

Know each customer in context.



Innovate and scale personally relevant and rewarding experiences.

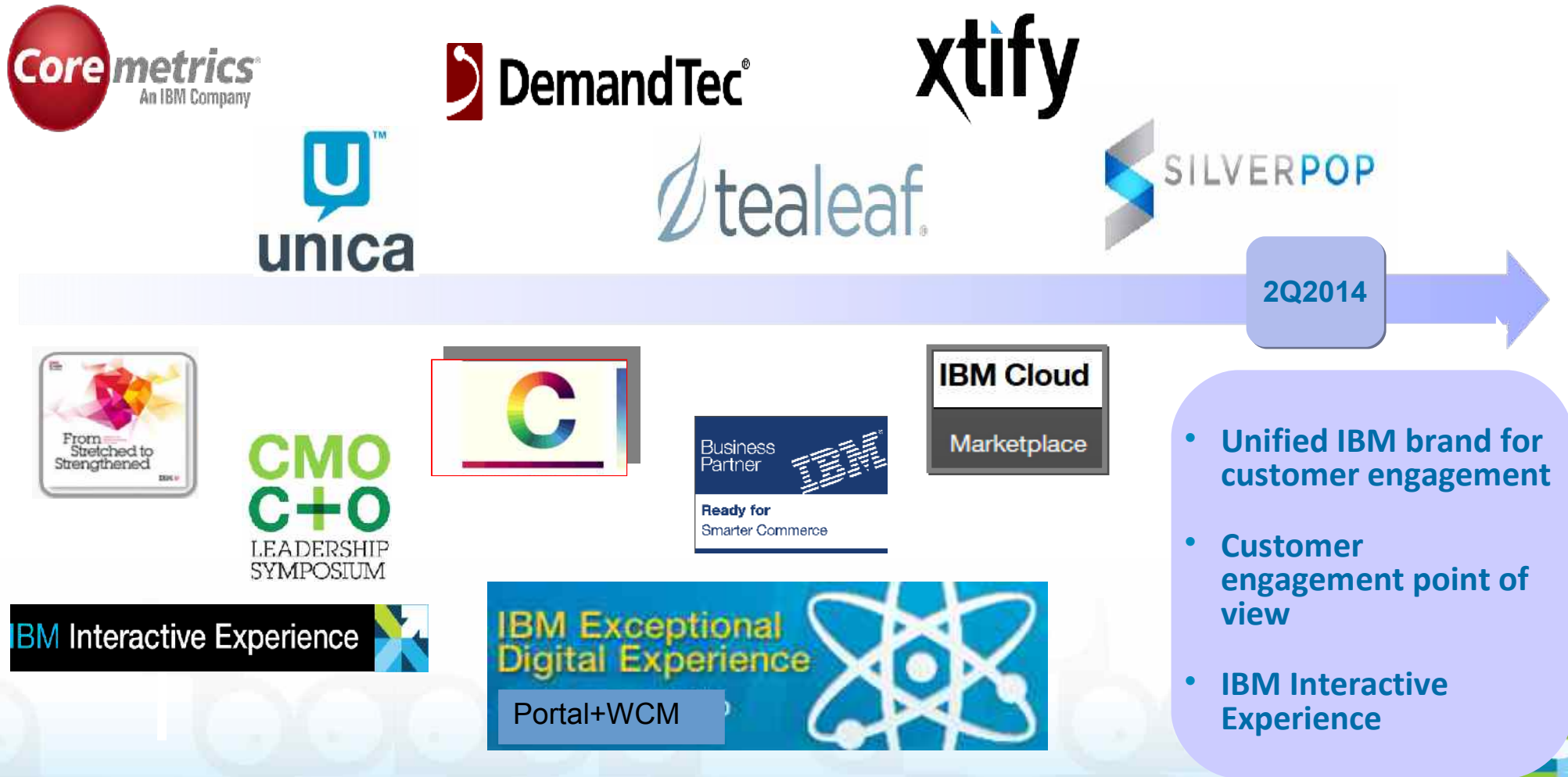


Co-create with customers, employees and partners.



ExperienceOne

We've led the way in helping clients make the shift to continuous customer engagement, with many milestones along the way



ExperienceOne Announcement @Smarter CommerceSummit/Tampa



IBM Software Enterprise Marketing Management

IBM ExperienceOne

customer engagement solutions

Overview Solution Sets Demos & Videos




The banner features a blue-tinted background image of a modern office with several people working at desks with computers. The text 'IBM ExperienceOne' is prominently displayed in a large, bold, sans-serif font, with 'customer engagement solutions' in a smaller font below it. Navigation tabs for 'Overview', 'Solution Sets', and 'Demos & Videos' are located at the bottom of the banner. On the right side, there is a vertical stack of social media sharing icons.

Attract, delight, and maximize lifetime value of customers

Understand not only what your customers are doing, but why. Deliver real-time flow of insights and interactions—at scale. Empower marketers, merchandisers, sales and service leaders to coordinate interactions to create ongoing customer/client dialogs across channels. Infuse that dialog with real-time and mobile capabilities. Measure performance and predict outcomes to prioritize resources against the customers and moments that matter most to your business.

Contact IBM

Considering a purchase?

-  Request a proposal
-  Request a demo or information
-  Or call us at: 877-426-3774
Priority code: EMM

<http://www-01.ibm.com/software/marketing-solutions/experienceone/solutions.html>

ExperienceOne



Understand Your Customers
with customer analytics



Curate Meaningful Customer Interactions
with real-time personalization



Ignite And Grow Customer Relationships
with omni-channel marketing



Convert Digital Prospects To Loyal Customers
with digital marketing



Personalize The Store Experience
with store of the future



Reinvent And Automate Complex B2B Sales Processes
with B2B commerce



Serve And Delight Your Customers
with customer experience for service



Maximize Sales, Profit, And Shopper Loyalty
with omni-channel merchandise optimization

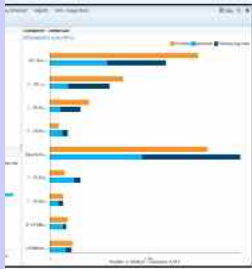


Deliver Empowering Digital Experiences
with customer digital experience



Deliver Exceptional Experiences Across All Channels
with omni-channel customer engagement

Empower Marketing, Merchandising, Sales and Service to engage in Real-Time



**Maximize Sales,
Profit And Shopper
Loyalty**
with omni-channel
merchandise
optimization

- Optimize and co-ordinate competitive pricing across stores and online channels with new Price Dashboard
- Easier creation, editing and management of promotion plans
- Deeper shopper insights through analytics of key shopper segment behavior



**Deliver Empowering
Digital Experiences**
with customer digital
experience

- Empowers business professionals to be creative and nimble
- Easy integration of dynamic real-time offers
- Flexible cloud delivery options



**Convert Digital
Prospects
To Loyal Customers**
with digital marketing

- Lead-to-revenue services
- Real-time email execution
- Behavioral marketing with customer behavior profiles and engagement mapping

Focus Areas: CloudFirst

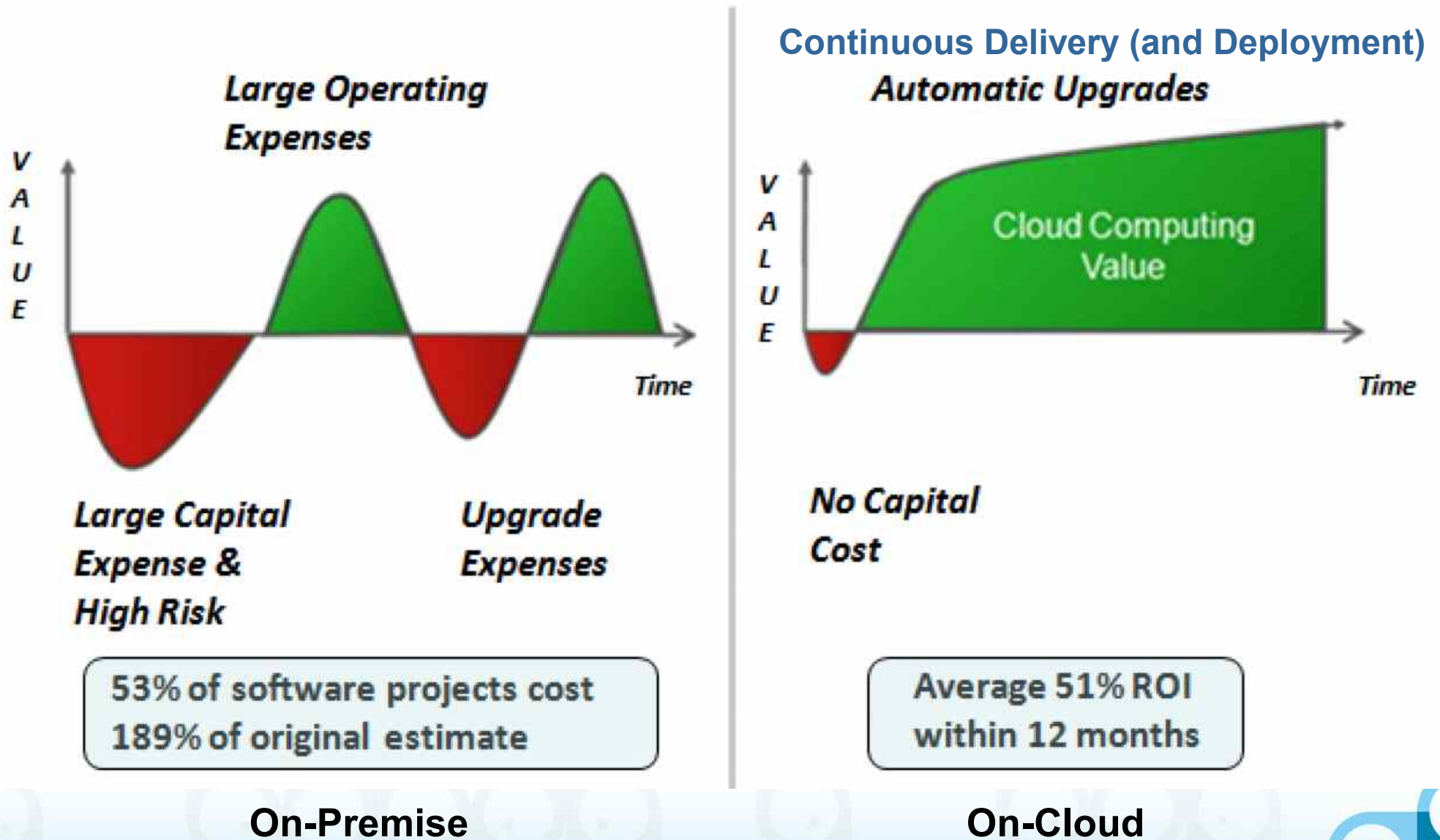
- Platform as a Service
- Software as a Service
- PureApp
- Bluemix
- Liberty



Digital Experience in the Cloud

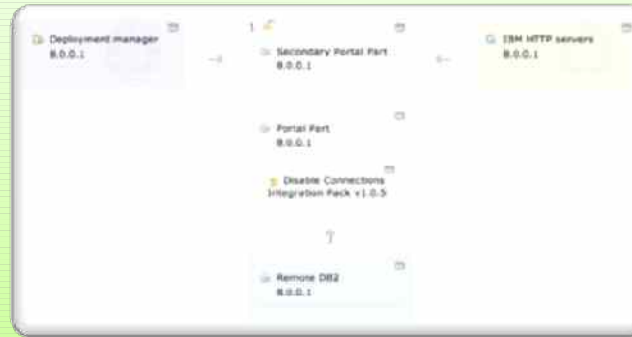
- An interesting challenge for Digital Experience
 - We are a framework / middleware that helps you build and manage *your* digital experience
 - Your digital experience is about providing access to your apps, services and content to your customers, partners, employees and citizens
 - Strategic enhancements to our programming model will support this:
 - DDC, Javascript Portlet and WAB
- We have two areas of focus for cloud:
 - PaaS/IaaS: For customers and partners looking to cut operational costs
 - While today's customers can already run our software on SoftLayer, we want to make it easier for the IT team to get started on Soft Layer with pre-built Portal/WCM images and config patterns
 - Also, we understand that you need new different licensing options to make it more cost effective to manage capacity on the cloud
 - SaaS: For customers that don't want to build and manage the solution
 - We need to enable the LOB to quickly get up and running by providing SaaS capabilities for a few key solutions.

Comparing On-Premise to On-Cloud



“Self-Managed” IBM Digital Experience on cloud today

IBM Exceptional Digital Experience Platform Patterns



- **Patterns and script packages** based on expert practices, deployments that automate setup of simple to complex deployments.
- **Enables rapid setup and use of fixpacks** and solution updates to Platform Patterns

Private
On-Premise



Deploy in Minutes



Move Workloads as Needed

Public
Off-Premise



GA Available
June 13, 2014

Control
Price Advantage

SLA

Access

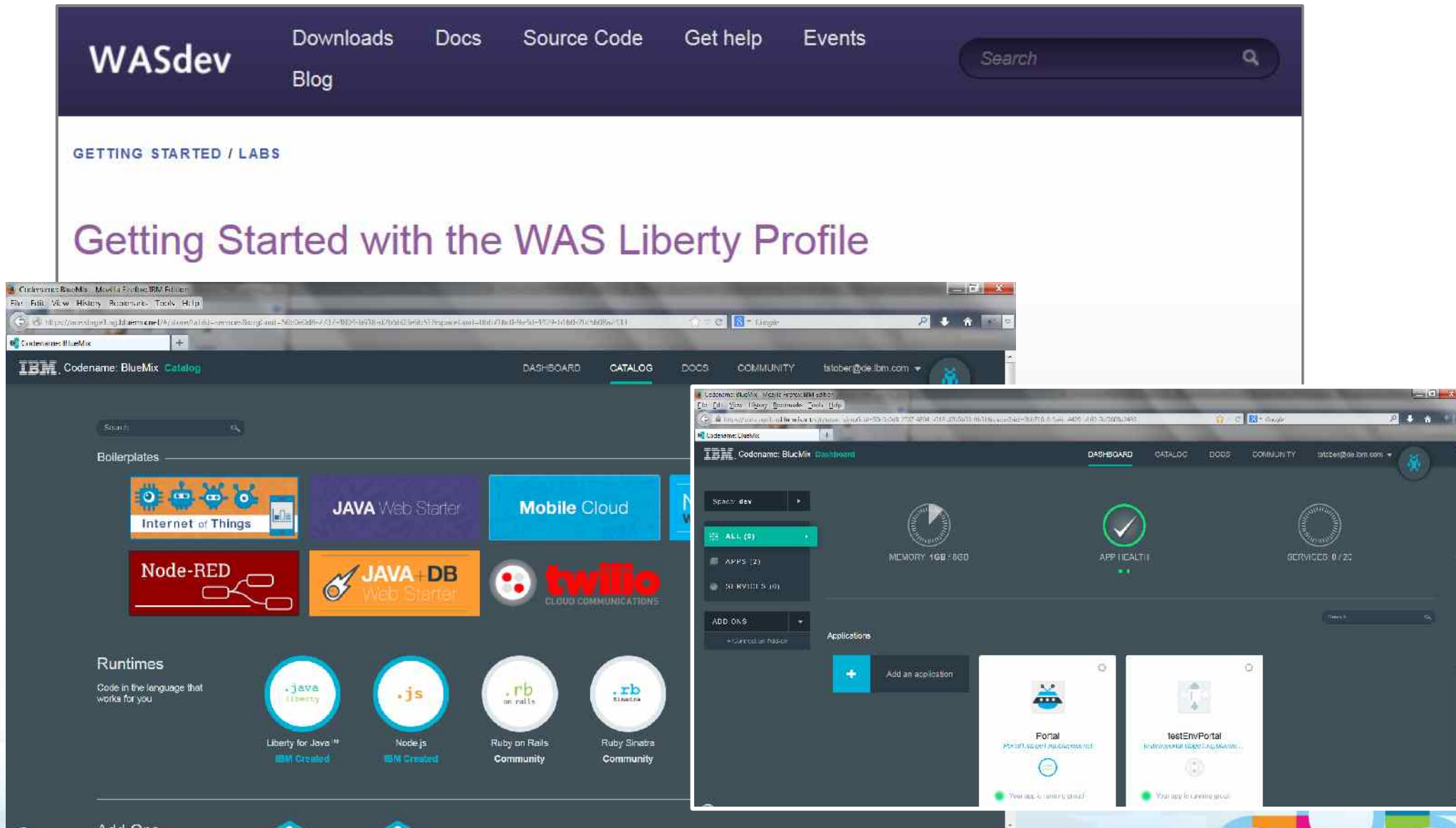
Specialization

Elasticity

Security

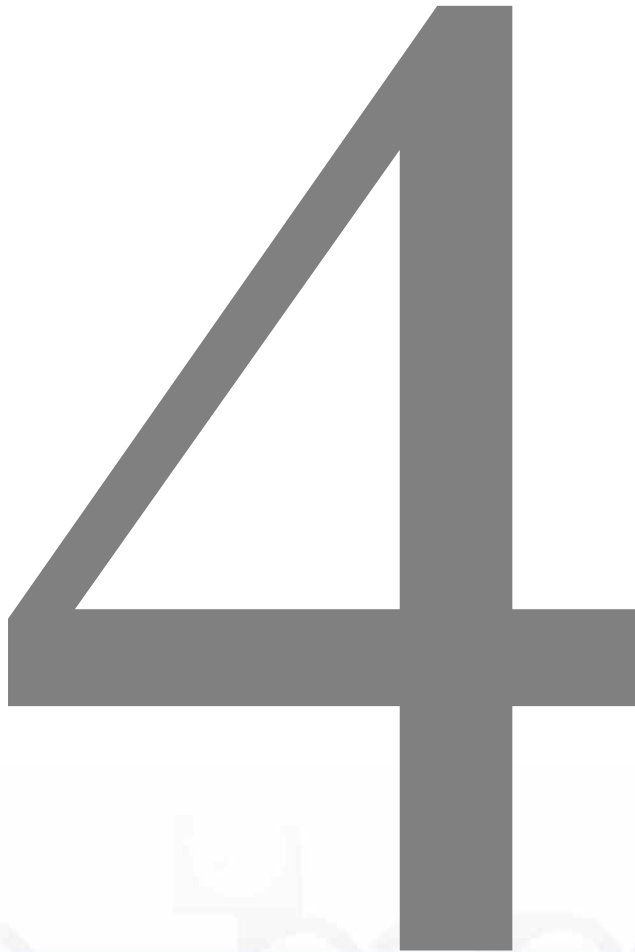
Agility

What will happen around Liberty and Bluemix ?



The image displays two overlapping screenshots of IBM development and cloud management interfaces. The top screenshot shows the 'WASdev' website with a dark blue header containing navigation links: Downloads, Docs, Source Code, Get help, Events, and a search bar. The main content area is titled 'GETTING STARTED / LABS' and features a large heading 'Getting Started with the WAS Liberty Profile'. The bottom screenshot shows the 'IBM Codename: Bluemix' dashboard. The left sidebar lists 'Boilerplates' (Internet of Things, Java Web Starter, Mobile Cloud, Node-RED, Java+DB Web Starter, twilio) and 'Runtimes' (Liberty for Java, Node.js, Ruby on Rails, Ruby Sinatra). The main dashboard area includes a search bar, a list of applications (ALL (2), APPS (2), SERVICES (0)), and a section for 'Applications' with a '+ Add an application' button and two application cards: 'Portal' and 'testEnvPortal'.

Focus Area: Continuous Delivery

A large, bold, grey number '4' is positioned on the left side of the slide. Below it, there is a row of stylized, light blue robot heads. A single, solid grey circle is placed to the right of the number '4', aligned with its base.

- Agile Software Development
- Design Thinking
- Strong customer interaction
- Continuous Feature Delivery outside of major releases

This is not a user experience

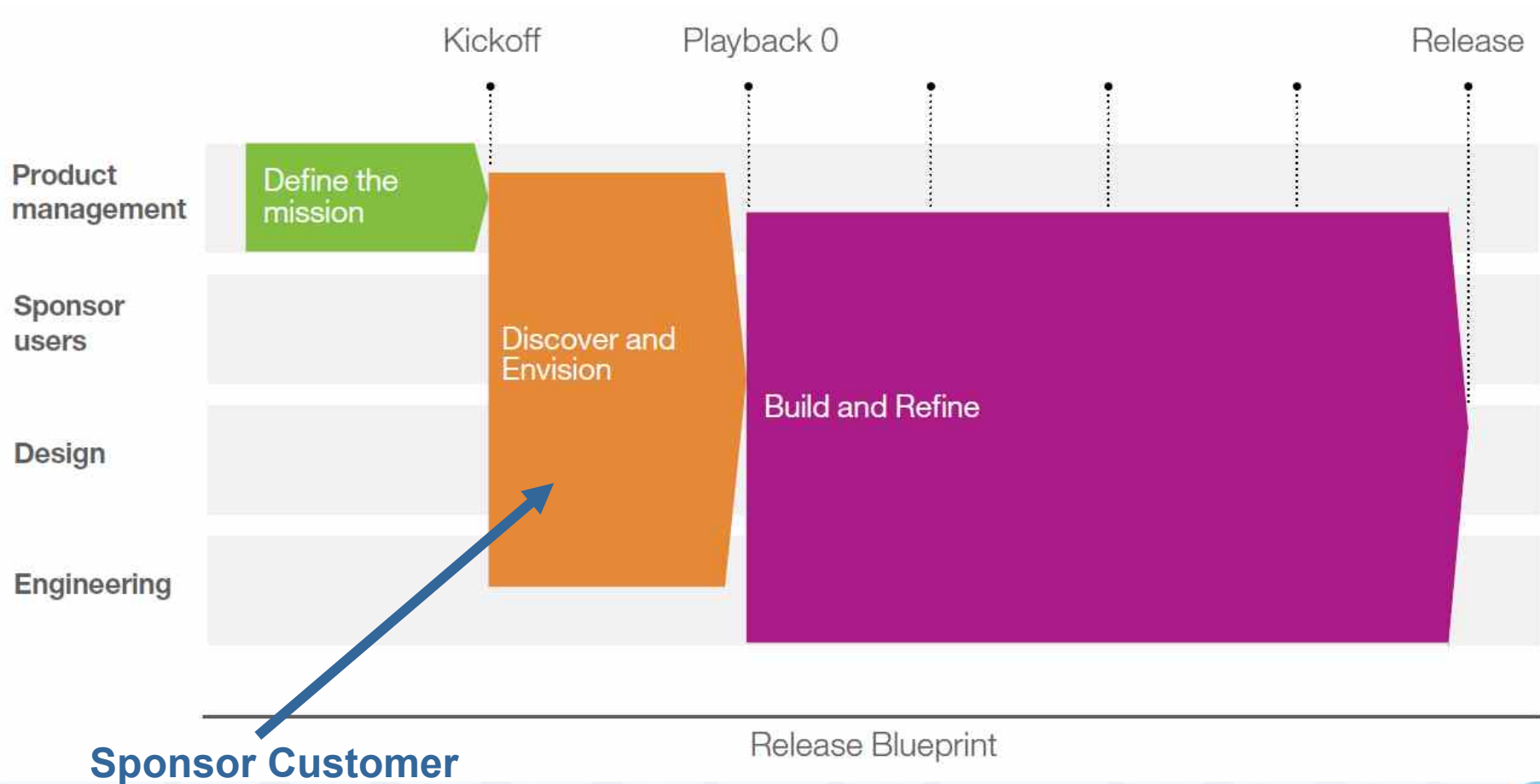


This is a user experience



IBM Design Thinking

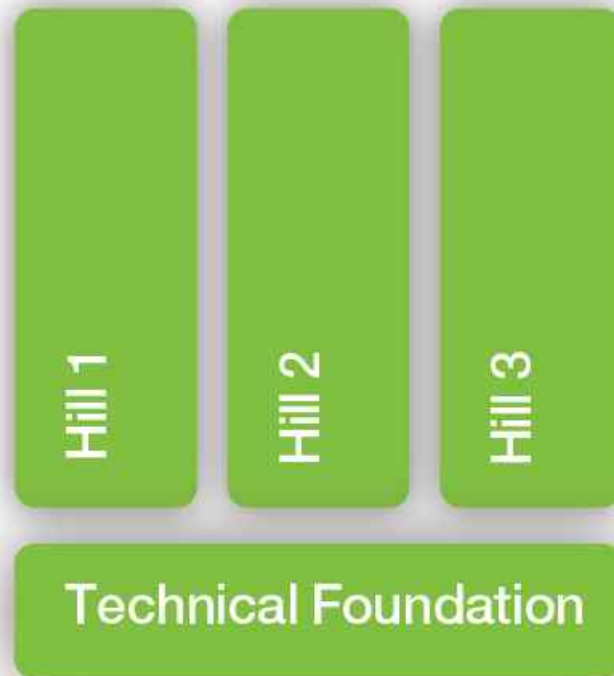
- **Cross-Functional** – **Customer Involvement** – **Completely Agile**



IBM Design Thinking

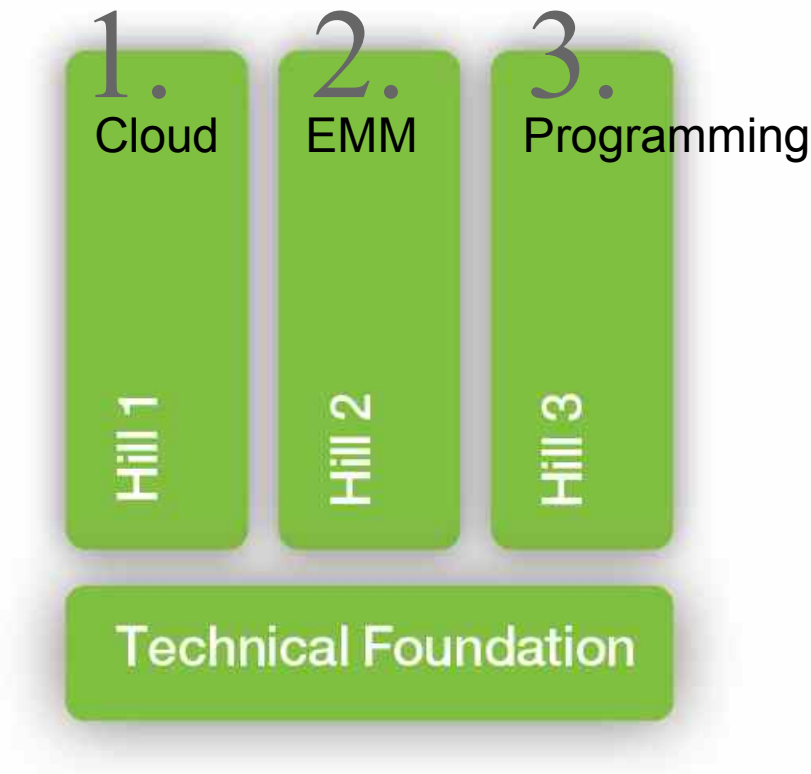
Hills:

- Business goals for the release, framed around user experience
- Set Initial conditions for a deliverable in user centric statements
- Measurable
- Can be accomplished in a reasonable amount of time



Given the problem, what are the hills?

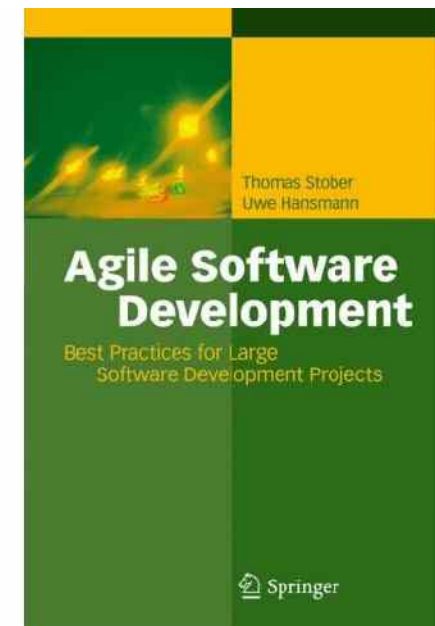
IBM Design Thinking



Focus Areas in 2014

Continuous Delivery

- Today, we've already delivered about half, probably more, of what is in V8.5 as updates to V8.0
- Going forward, that is the default model we'd like to be on for our feature delivery
 - Deliver new features on top of V8.5 using the existing fix pack process
 - Non-disruptive updates only
 - In theory, there will be roll-up releases for new customers, but no further migrations for existing customers
- Roadmap vs Plans
 - Since there is no „big bang“ VNext, we are able to adjust our plans more quickly to meet your needs
 - Design Partnerships



WebSphere Portal & WCM Development Lab in Boeblingen

- Customer specific Lab Briefings
 - Sales support, technical reviews, targeted issues
- Lab Advocates
- Lab Services
- Skill Transfer
- Design Partnership



IBM Germany Lab

- Largest IBM Development Lab in Europe
- About 1800 Employees
- Founded 1953
- Sites: Boeblingen (HQ), Mainz, Kassel, Walldorf, Berlin, Munich, Hamburg



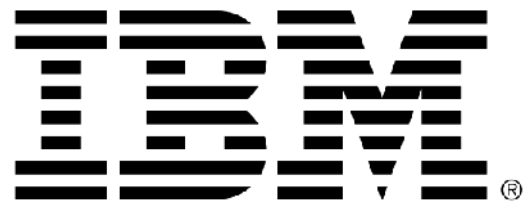
Summary

„User Experience Portals (UXP) supply **consistent, high-fidelity user experiences across a breadth of services.**

Sites and apps can be **deployed across multiple channels and devices.**“

Gene Phiifer, Gartner





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