

Meet the Lab

4. - 5. Juni 2014

IBM Labor Böblingen



IBM Exceptional Digital Experience

Rob Will,
Chief Architect WebSphere Portal and IBM WCM
IBM, willrc@us.ibm.com



Please Note

IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.



IBM's Exceptional Digital Experience Mission:

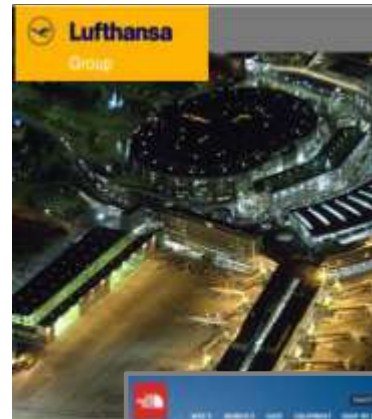
Helping You to...

- Enable your customers, citizens, employees and partners to help themselves and be happy about it
- Enables you to better recruit, reach, engage, support, retain those same groups

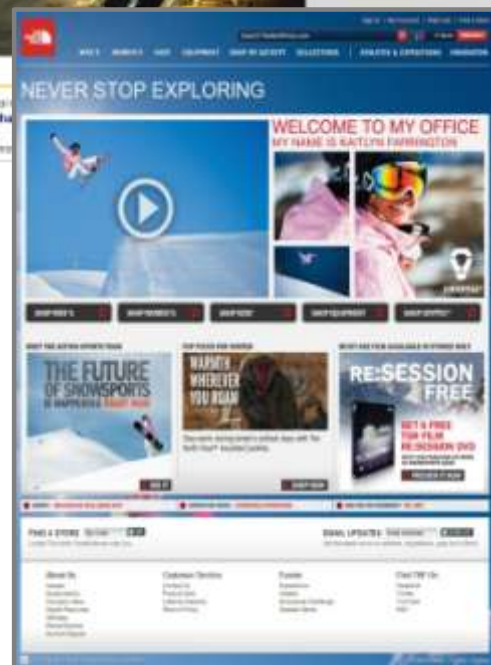
Across Multiple Channels

- Social, mobile, web...

In a consistent, scalable, and personalized manner



Air traffic hub with short route
Flying with a Lufthansa from, to or through Düsseldorf



A Web Site Framework

The image shows a screenshot of the IBM w3 website with several callout boxes highlighting different components of the site framework:

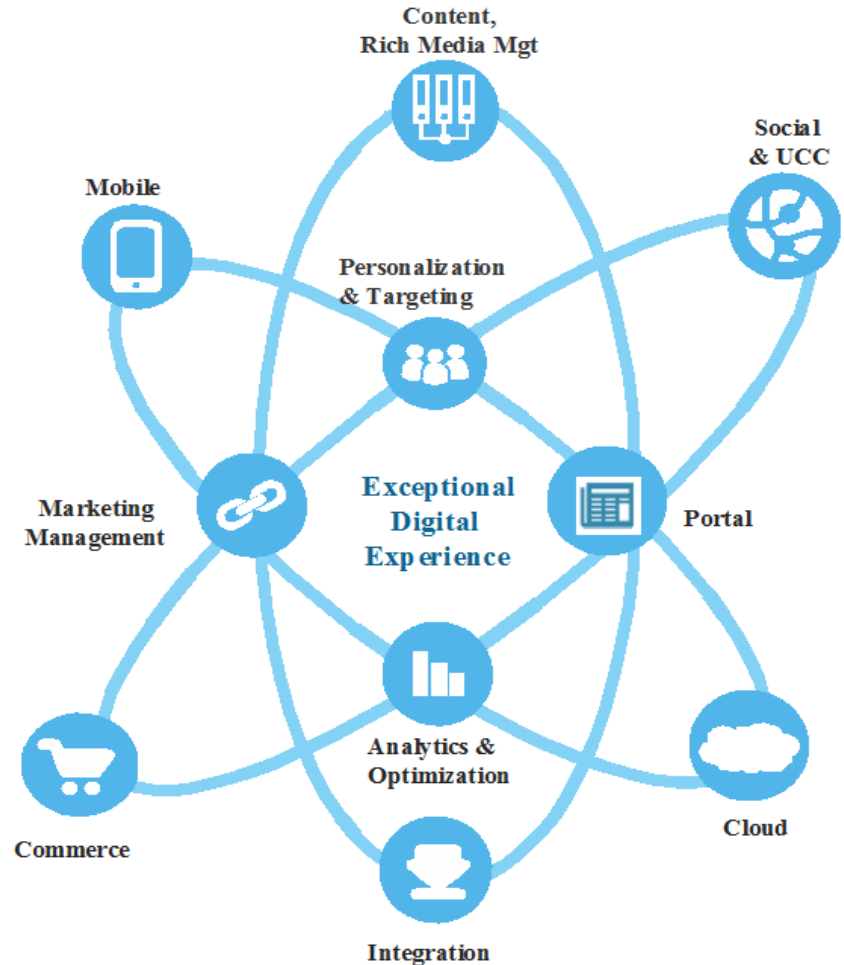
- Navigation:** Points to the top navigation bar containing links like "My Links", "You & IBM", "Collaboration", "About IBM", and "Support".
- Search:** Points to the search bar in the top right corner.
- Theme / Branding:** Points to the "Rob's IBM Workplace" header and the "w3" logo.
- Content:** Points to the "News" section, specifically the "Top stories" area.
- Targeted Content:** Points to the "Competitive profile" article in the news section.
- Analytics:** Points to the "What's new" section.
- Mobile:** Points to the "Essential links" section.
- Composition of many things:** Points to the "Helping schools catch some z's" article in the news section.
- Process:** Points to the "A blockbuster year" article in the news section.
- Social:** Points to the "Connect with our history" article in the news section.

The website layout includes a top navigation bar, a header with the user's name and profile, a main content area with news and articles, and a sidebar with search and market report sections.

IBM's Exceptional ~~Web~~ Experience Strategy

One Robust, Integrated Platform – Built For Flexibility

- **Integrated** – Speed time to market with a core platform
- **Open** – Leverage & extend existing data sources through robust integration capabilities
- **Instrumented** – Support evidence-based decision making through analytics
- **Contextual** – Increase customer satisfaction by with experiences tailored to a user's location, attributes, preferences, device, behaviors.
- **Flexible** – adapt to handle the latest advancements + technology changes
- **LOB Friendly** – enable LOB to manage the digital experience life cycle day to day.



Our vision is to help you realize the “art of the possible” for engaging your users through a digital experience.



When we all began this journey, the IT team would build and manage the digital experience

Instant messaging
Security
Forms Scalability
Localization
composite applications
web content management
Globalization
Mobile
portals
portlets
personalized websites
mashups
user customization
site tools
Search
Workflow
ation of disparate sou



But optimizing the experience requires the ability to try things, measure the results and try other things.

A few years ago, it was all IT driven



Now, the business want to control, fine tune and manage the digital experience.



IBM Digital Experience helps our customers manage this separation of concerns where the IT team builds services, applications and processes, and the business assembles them into digital experiences and fine tunes them day to day to optimize their business results.



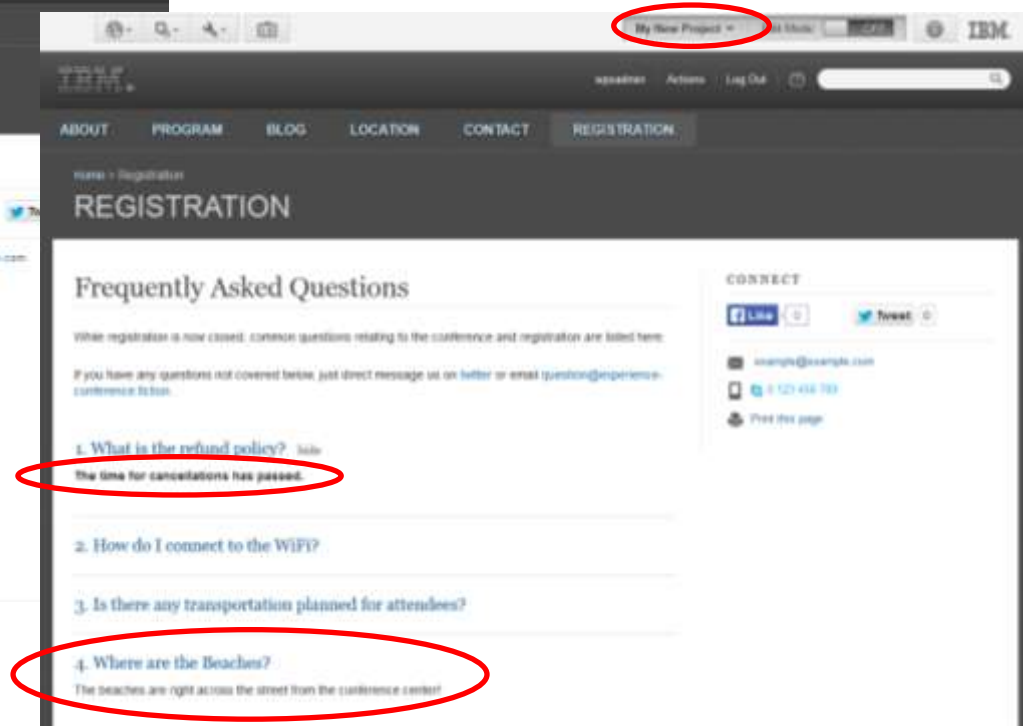
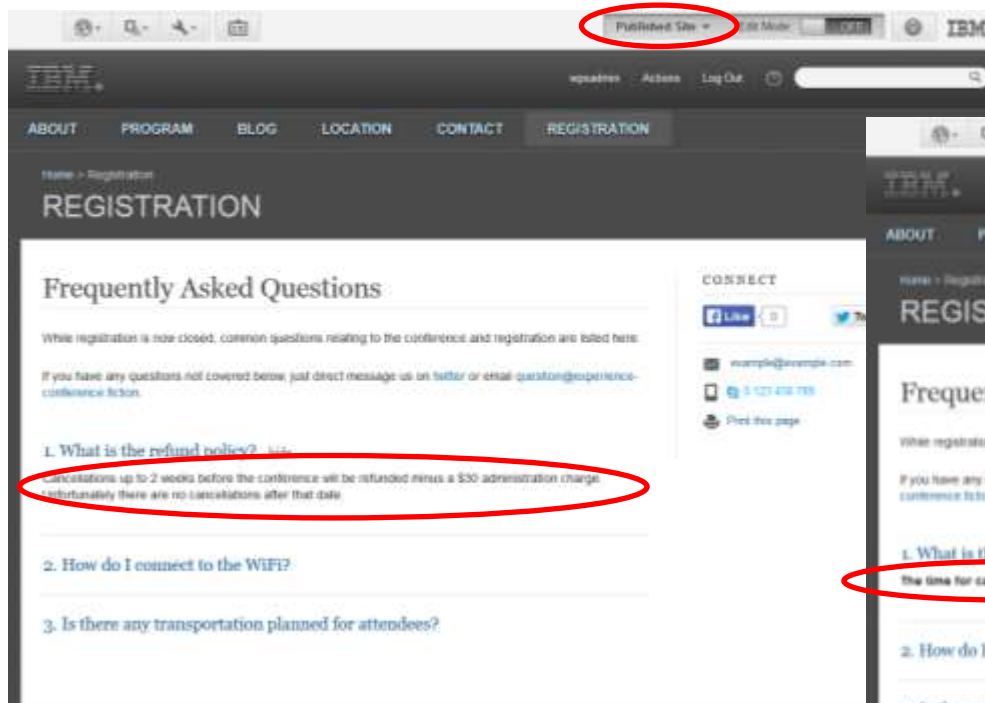
Portal and WCM Convergence

- The Digital Experience Platform requires features normally associated with traditional portals and with traditional WCM systems
- We've been working to integrate the technologies and processes around WebSphere Portal and IBM WCM for a number of releases
 - While they can still be licensed and used independently, they are tightly integrated technically
- This integration is key to **enabling the business to drive and manage the digital experience life cycle.**



Projects

- Most changes to a web site are not just a single item, but rather a collection of coordinated updates
- We enable your content editors to group changes into projects.
- Projects allow different teams to work on changes to the web site in isolation from other changes and without impacting the published site until the new changes are approved and published.



Templates

- LOB users can leverage expertly designed patterns.
- Instead of the business user having to start with a blank page or blank content, they are guided to a compelling result with various templates
 - Content authoring template guide them in content entry
 - Presentation templates format the content in various ways
 - Page templates act as smart masters to format pages to create the overall site's style
 - Site templates create complete starter sites.

SPEAKERS

Rob Will (Confidential)

+ Create new item

Non-displaying fields | Displayed | Hidden

Rob Will

Description

Enter location

Enter email address

Enter phone number

Body

Tags: No tags +

Hide Non-displaying fields

Fields displaying in other views

Index Image

Upload a small image to display in indexes (may be cropped). To use an existing image, leave this field blank and select a Library Index Image in the field below.

Biography Details (Specified)

DETAILS

Link

Attachment - Attachment Link Text

Connect Tools (Specified)

CONNECT

Like 0

Tweet 0

Photograph: Edit

Configure Spot

Rob Will draft

Open Read Form

Open Edit Form

Publish

Delete



Mobile

- WebSphere Portal and IBM WCM have always been in the **web site framework business**, not the application business.
- So we are in the **mobile web site business**, not the mobile web application business.
 - A 'typical' government site might provide their citizens access to 140 different services provided by 25 semi-independent government agencies. This is no more likely to become a single mobile app than it was a single WAS EAR file.
- In particular, we are in the **multi-channel Digital Experience business**
 - And have been since our first release when we were part of IBM's Pervasive Computing division
 - And so we have a lot of existing support that we aren't going to cover today.
- Because **we integrate content, applications and services from a variety of places**, our focus is on HTML based mobile support.
 - Responsive and Adaptive Web Design



A Multi-Channel Web Site Framework.

Navigation

Search

- If more than half of all users will be on a mobile device, can you afford to only provide access to a subset of your applications, services, and information?
- Also, while 'more than half' is a lot, it's not "all", nor is it "only on a mobile device"
- Over the next 2-3 years we believe you will need to
 - Provide more and more of your services through all your channels
 - Provide access to all your existing content
 - Creating content appropriate for each channel
 - Target content based on traditional and mobile criteria
 - Enable search of all the content from any device
 - Integrate process, social, multiple services...

So if you have web sites today, you will have multi-channel digital experiences in the future.

Analytics

Mobile

many things

Process

Social

Firefox

Speakers

localhost:10039/wps/myportal/\$project/Spaker Project/ctcdemo/Program/Speakers/!ut/p/a1/rV

News Travel My Portal Portal Stuff IBM Sites Weather Conferences Personal Stuff Collab Samples Stuff

ABOUT PROGRAM BLOG LOCATION CONTACT REGISTRATION

Index Signpost (Specified)

Home > Program > Speakers

SPEAKERS

Experience 2013 hosts 12 of the most influential web practitioners on the planet. (Contextual)


+ Create new Speakers item

Experience 2013 hosts 12 of the most influential web practitioners on the planet.

The speakers at this year's conference are covering a range of topics in a mix of traditional lecture, hands-on labs, and interactive sessions.

Show Non-displaying fields


Index List (Specified)



Andrew Highton

Andrew is the Director of Engineering for MintMemory.com and an active conference speaker covering user interaction, agile methodologies, and user-centered design.

[MORE INFORMATION](#)





Benji Buttonworth


Benji is the design lead for TekSmurf and the creator of the leading WYSINQWYG rich text editor.


Connect Tools (Specified)


CONNECT

 Like 0

 Tweet 0

 Email

 Phone

 Print this page

Create a New Speaker Bio for my web site



Firefox

Speakers

localhost:10039/wps/myportal/\$project/Speaker Project/ctcdemo/Program/Speakers/!ut/p/a1/rV

News Travel My Portal Portal Stuff IBM Sites Weather Conferences Personal Stuff Collab Samples Stuff Bookmarks

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+ Create new Speakers item


Name: Rob Will Create Cancel


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Connect Tools (Specified)

CONNECT

Like 0

Tweet 0

Email

Phone

Print this page

Enter a name.



Firefox

Rob Will

localhost:10039/wps/myportal/\$project/Spaker Project/ctcdemo/Program/Speakers/Speakers-d

News Travel My Portal Portal Stuff IBM Sites Weather Conferences Personal Stuff Collab Samples Stuff

ABOUT PROGRAM BLOG LOCATION CONTACT REGISTRATION

Detail Signpost (Specified)

Home > Program > Speakers > Rob Will

SPEAKERS

Rob Will (Contextual)


+ Create new item


Non-displaying fields : Displayed | Hidden

Rob Will

Description

Enter location

 *Enter email address*

 *Enter phone number*

Body

Tags: Add Tags

Hide Non-displaying fields


Fields displaying in other views


Index Image Upload a small image to display in indexes/lists (may be cropped). To use an existing image, leave this field blank and select a Library Index Image in the field below.

Photograph

Biography Details (Specified)


DETAILS


 *Link*


 *Attachment - Attachment Link Text*


Connect Tools (Specified)


CONNECT

 Like 0

 Tweet 0

 *Email*

 *Phone*

 *Print this page*

And instead of a pop up content edit form, I'm put into the formatted view of an empty speaker page where I just use in-line editing to enter the information in context.



Firefox

IBM Rob Will

localhost:10039/wps/myportal/ctcdemo/Program/Speakers/Speakers-detail-hidden/rob-will/ut/p/a1/rZVLc5s

News

Travel

My Portal

Portal Stuff

IBM Sites

Weather

Conferences

Personal Stuff

Collab

Samples

ABOUT

PROGRAM

BLOG

LOCATION

CONTACT

REGISTRATION

Home > Program > Speakers > Rob Will

SPEAKERS


Rob Will

Rob is an IBM Distinguished Engineer in the IBM Software Group and lives in Raleigh, NC.

Raleigh, NC

✉ willrc@us.ibm.com

📞 919-254-4249



DETAILS

CONNECT

👍 Like 0

🐦 Tweet 0

🖨️ Print this page

Rob Will is the Chief Architect of WebSphere Portal and IBM Web Content Manager. Rob has been a member of the WebSphere product development team since the beginning working on both the WebSphere Application Server and WebSphere Studio focusing on web applications. Rob's current responsibilities include architecture for WebSphere Portal and IBM Web Content Manager. Rob joined IBM in 1981 and worked in VM/ESA development, System/390 Client/Server development, DCE development and Software Group strategy before joining WebSphere. Rob has an MS (1981) and BS (1979) in Applied Math from Auburn University.

My completed new speaker page.




Firefox

Speakers

localhost:10039/wps/myportal/\$project/Speaker Project/ctcdemo/Program/Speakers/lut/p/a1/rVVNc

News Travel My Portal Portal Stuff IBM Sites Weather Conferences Personal Stuff Collab Samples Stuff

Conference speaker covering user interaction, agile methodologies, and user-centered design.

 MORE INFORMATION

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Benji is the design lead for TekSmurf and the creator of the leading WYSINQWYG rich text editor.
MORE INFORMATION

Charles Hemmingworth
Charles is VP of Customer Experience at FindItOutFirst.com, which is a Hired Hot100 startup. He is also the author of the book Experience Matters and a former Director of Design at the New York Herald.
MORE INFORMATION

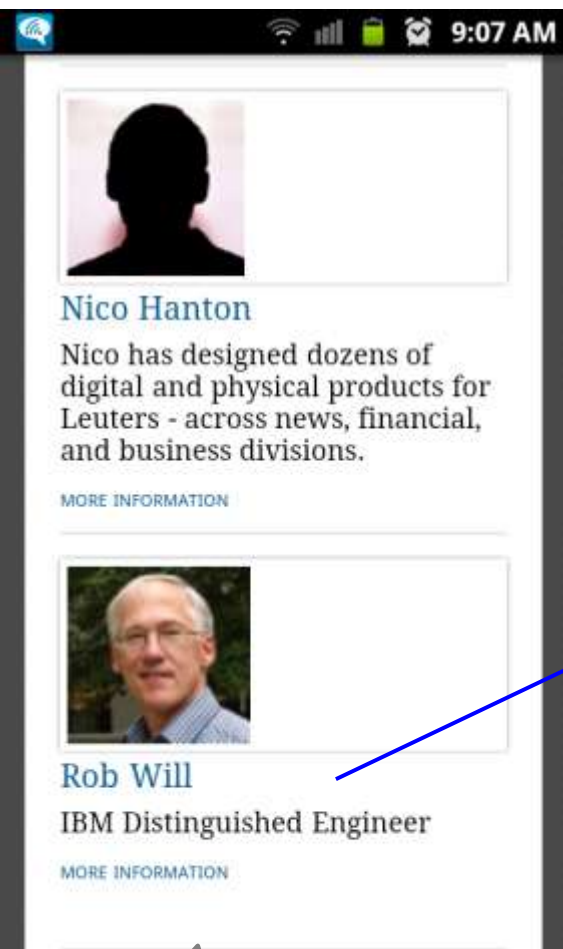
Kenneth Brangles
Kenneth is a freelance user interaction designer based in Sydney, Australia and the creative director of Experience 2013.
MORE INFORMATION

Nico Hanton
Nico has designed dozens of digital and physical products for Leuters - across news, financial, and business divisions.
MORE INFORMATION

Rob Will
Rob is an IBM Distinguished Engineer in the IBM Software Group and lives in Raleigh, North Carolina.
MORE INFORMATION

And it shows up in the summary as well.





And of course the new speaker shows up formatted for mobile devices

Click on the phone number and dial...



IBM Worklight

- Worklight is an application development environment that includes a thin layer of native client code that makes it easy to create **multi-channel web applications** that
 - are **securely packaged for app stores/device installation**
 - can access **native device features** (camera, contacts, etc)
 - can send **alerts** to the device
- **WebSphere Portal sites** can be packaged and installed as **Worklight applications**
 - Portlets that need the Worklight extensions can then easily leverage those features.
- **WebSphere Portal Server customers** are now entitled to two **Worklight containers** (i.e. apps) per Enterprise for development and management of hybrid applications surfaced as part of your Portal managed user experience

Access to camera from a portlet



The screenshot shows a mobile application interface for 'Citizen Reports'. At the top, there is a status bar with a signal icon, a Wi-Fi icon, a battery icon, and the time '2:29 PM'. Below the status bar, the title 'Citizen Reports' is displayed in a large, blue, serif font. Underneath the title, there is a 'Take Picture' button. Below this button, a small, square image placeholder is shown with the text 'Picture captured' underneath it. Below the image placeholder, there is a dropdown menu labeled '* Report' with 'Graffiti' selected. Below the dropdown menu, there is a text input field labeled 'Address or Intersection' with the text '4205 South Miami Blvd, Durham, NC' entered. Below the text input field, there is another text input field labeled 'Description' with the text 'Graffiti on a wall' entered. Below the description field, there are two buttons: 'Submit Report' and 'Show Reports'. At the bottom of the screen, there is a blue banner with the text 'Your City gov' in white.



A few years ago, it was all IT driven



Now, the business want to control, fine tune and manage the digital experience.



IBM Digital Experience helps our customers manage this separation of concerns where the IT team builds services, applications and processes, and the business assembles them into digital experiences and fine tunes them day to day to optimize their business results.



WCM Social Rendering and Digital Data Connector

- Make it easy to render “links to” and “information about” data stored in IBM Connections (aka “Social data”) using **WCM designs**
- Site Designers have **full control over visual appearance** of social data on the web site
- Those lists can be added to the **toolbar** and page editors can drag those lists to pages
- Page editors can **define queries** to select social content on the page
- Page editors can **pick the design** for generating the visual appearance of the result lists

Branding and layout changes are as simple as changing a presentation template.

The screenshot displays the IBM PureSystems website interface. At the top, there's a navigation bar with links like Home, Administration, Applications, Search Center, Tag Center, and Toolbox. Below this is a search bar and user options. The main content area features a 'Conversations' section with a list of items, each including a profile picture, title, update information, tags, and engagement metrics (likes, comments). The items listed are: 'Lessons learned: Usage and accounting for cloud', 'Pure Systems', 'Big fat cloud and very thin clients', 'Optimizing core banking operations with IBM PureSystems', 'Understanding image capabilities with IBM SmartCloud Provisioning', and 'Innovation and cloud adoption'. To the right, there's a sidebar with 'Experts on Pure Systems' (listing Anna Bauer, Paul Clemmons, Noreen Ludlow, and Betty Zechman) and 'Community Files' (listing various whitepapers and PDFs). A callout box points to the sidebar with the text: 'Easily select just the right data based on tags, community,..and more.'



Connect 2014 Web Site

Connect
Example

An example of the kinds of things this can be built with WCM
and Connections together

The screenshot shows the IBM Connect 2014 website. The header includes the IBM logo, navigation links for 'Connect 2014', 'Sessions', 'Highlights', and 'Information', and a search bar. The main banner features the text 'ENERGIZING LIFE'S WORK Connect 2014 January 26-30 Orlando, Florida' with colorful graphics of a globe, buildings, and speech bubbles. Below the banner, there are sections for 'Connect 2014 News', 'Conference Updates', 'Conference Sponsors', and 'Featured Events'. Two callout boxes are present: one pointing to the 'Connect 2014 News' section with the text 'News and Updates are managed in Connections' Blogs and rendered via WCM', and another pointing to the 'Featured Events' section with the text 'Events are WCM content'.

News and Updates are managed in Connections' Blogs and rendered via WCM

Events are WCM content

IBM

Connect 2014

Sessions

Highlights

Information

people, sessions and more

Connect2014 Sessions

Portal Search seamlessly integrates search of WCM, Communities, Profiles and Blogs.

ID500 IBM WebSphere Portal and IBM Web Content Manager: What's New and Future Directions

5: Infrastructure

Mon, Jan 27, 2014

11:00 AM - 12:00 PM


Dolphin Southern Hemisphere - III

Tags: portal, WCM, websphere-portal

Description:

Powered by IBM WebSphere Portal and IBM Web Content Manager, IBM's Web Digital Experience platform continues to integrate together all the key user experience capabilities you need to engage and retain your customers, employees, partners and citizens. This session will review the latest features introduced in IBM WebSphere Portal and IBM Web Content Manager since Connect 2013. This is a great way to hear about what's new and help choose other sessions to attend during the week. This presentation will focus on new capabilities and assumes some prior understanding of IBM WebSphere Portal and IBM Web Content Manager.

Speakers:



Rob Will

Downloads:

No results were found.

Discussion:

Click reply to add to the conversation.

Add

209 others have added this session




Sessions

Tracks

Session Finder

My Schedule

Stay Connected to IBM Connect



Session info is in WCM and links to corresponding Connections content parts.

Add button writes entry to my personal schedule (a DB2 table) and micro blogs that I'll be attending this session.

Speaker info is self managed within Profiles.

Connections Files allow session owner to update the latest after the session.

Speakers can answer questions before and after their session. There is a Community per Track and a Forum per Session.

Portal Admin

IBM WebSphere Portal and IBM Web Content Manager: What's New and Future Directions

Today 4:29 PM | Tags: None

Reply

Rob Will

Re: IBM WebSphere Portal and IBM Web Content Manager: What's New and Future Directions

Today 4:28 PM | in response to Portal Admin

Will the presentation be available to download?

Reply | Edit | Delete

Rob

Re: IBM WebSphere Portal and IBM Web Content Manager: What's New and Future Directions

IBM Software

Impact2014

Be **First.** ▶▶▶

What's New in IBM WebSphere Portal & IBM Web Content Manager - IEC-1172

[Integration - Enterprise and Cloud Integration](#)

Rob Will (IBM)

Mon, Apr 28, 2014

02:30 PM - 03:30 PM

Marcello 4403

Add165 others have added
this session

Description:

IBM's Digital Experience platform continues to integrate together all the key user-experience capabilities organizations need to engage and retain their customers, employees, partners, and citizens. This session reviews the latest features introduced in IBM WebSphere Portal and IBM Web Content Manager since Impact 2013. This is a great way to hear about what's new and help choose other sessions to attend during the week. This presentation focuses on new capabilities and assumes some prior understanding of IBM WebSphere Portal and IBM Web Content Manager.

Learn More About The Speakers:



Rob Will

Downloads:

[Impact2014_1172.pdf](#)

Discussion:

To add to the conversation below, click reply

Sessions

[Tracks](#)[Roadmaps](#)[Session Finder](#)[My Schedule](#)

Stay Connected to IBM Impact



#IBMImpact

Conference
Admin

Whats New in IBM WebSphere Portal & IBM Web Content Manager

Apr 2 | Tags: None

[Reply](#)

The Script Portlet

Leverage Scripting Skills

Enable exploitation of key portlet and portal concepts

- Start the programmer off requiring only the skills they already have.
- Progressively disclose to them additional Portal/Portlet capabilities

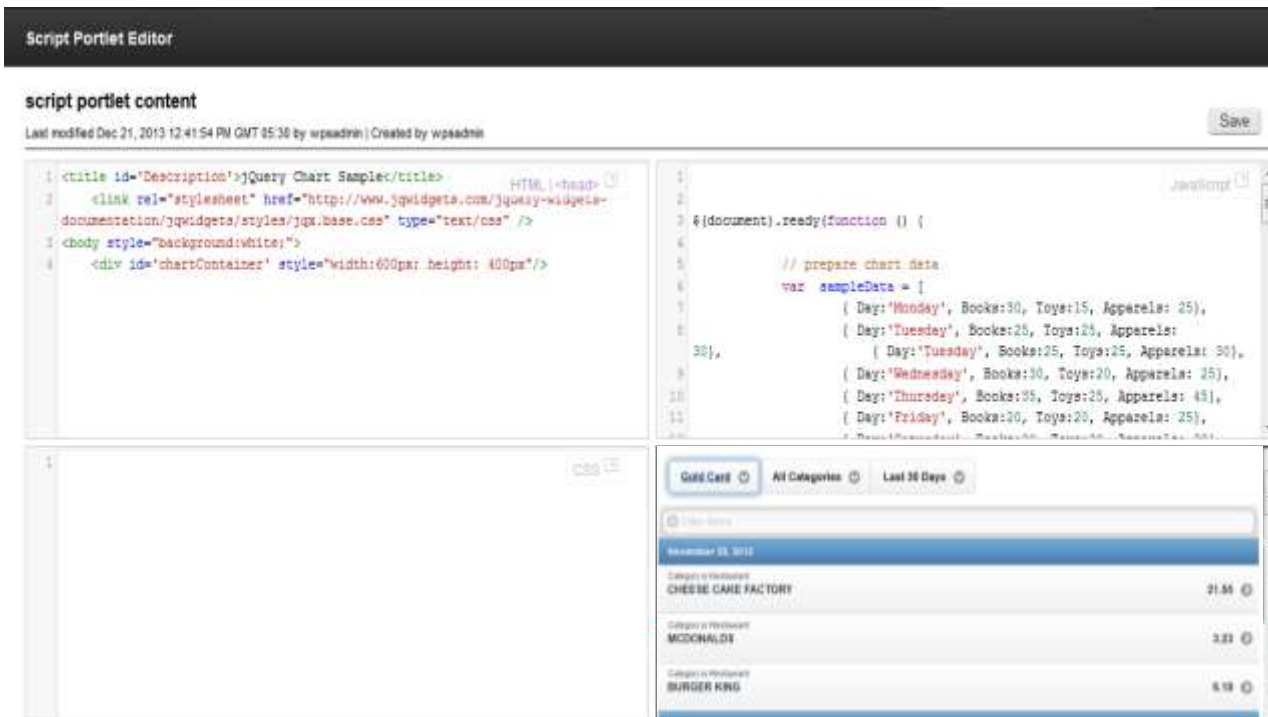


Access to

- Shared render parms
- Portlet preferences
- Portal AJAX proxy
- Script snippets
- Portal Styles
- etc

Managed by WCM

- Updates can be made in a project, previewed in isolation, approved, etc
- Changes can be published without an IT help



A few years ago, it was all IT driven



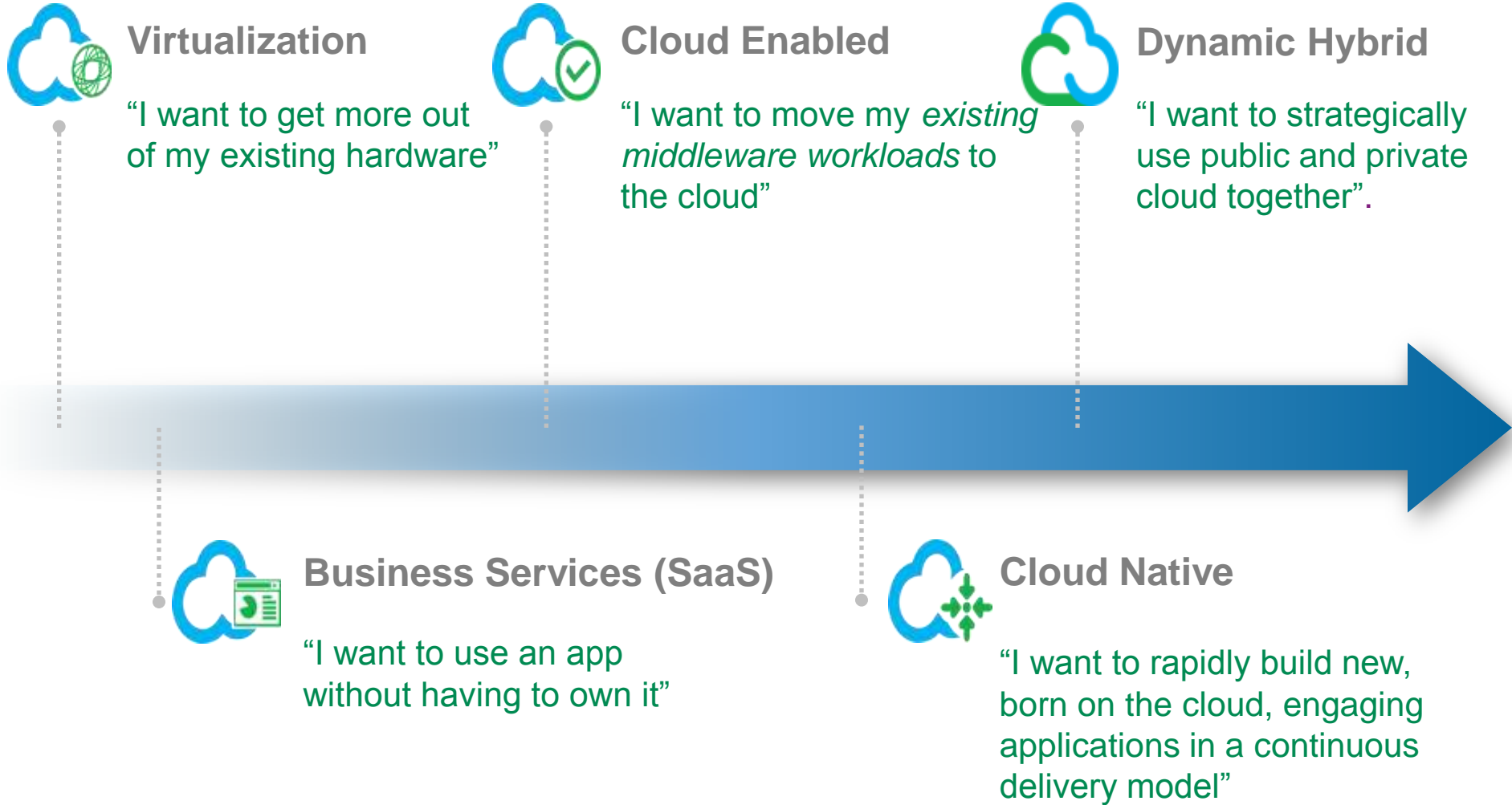
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The Evolution of Cloud



IBM Digital Experience Patterns for WebSphere Portal Server and Web Content Manager Hypervisor Editions V8.5

Simplify installation, apply expert patterns, reduce cost, and improve availability of Digital Experience solutions

Features/Business Value

Enables delivery of engaging digital content and applications in an integrated, differentiated and personalized experience

Includes WebSphere Portal and Web Content Manager installation patterns and script packages based on expert practices that can further automate setup of simple to complex digital experience deployments.

New entitlements for IBM Mobile Application Pattern Platform Consumer Edition extend the multichannel capabilities of the IBM Digital Experience Pattern Hypervisor solutions to include hybrid mobile applications

Enables organizations to achieve superior IT economics in cloud environments

Gives LOB managers flexibility and speed to support a dynamic portfolio across multiple digital properties

Benefits

• **Designed to reduce the time** it can take for configuration and deployment from 1-3 weeks to only 30 minutes, **accelerating availability** of new web experience solutions **for lower cost**

• **Helps to reduce configuration and deployment errors** allowing your team to focus on value add solutions



Deploy Digital Experience Virtual System Patterns using PureApplication System

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Introducing the PureApplication Patterns on SoftLayer Beta

- Accelerate Portal, Analytics, BPM, and Mobile projects on the cloud
- Clients focused on enhanced digital experience, extract business analytics, mobile apps, and business process flows, can now **get operational in minutes than in days** with the PureApplication Patterns on IBM SoftLayer



Beta Catalog of Patterns

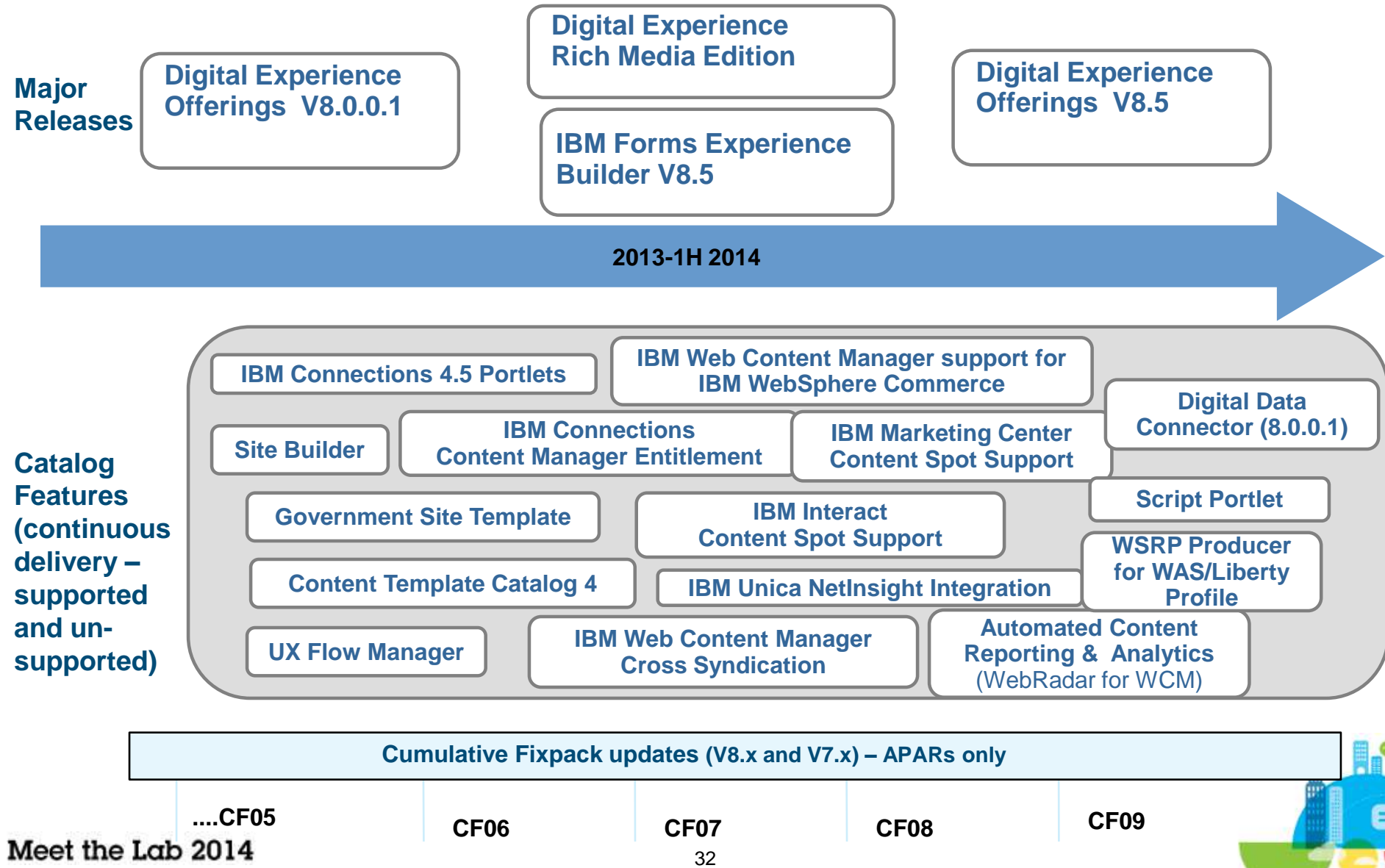
- WebSphere Portal & IBM Web Content Management
- Business Process Management, Decision Management
- WorkLight
- Business Intelligence
- WebSphere Application Server
- DB2
- Java

Pain Points Addressed

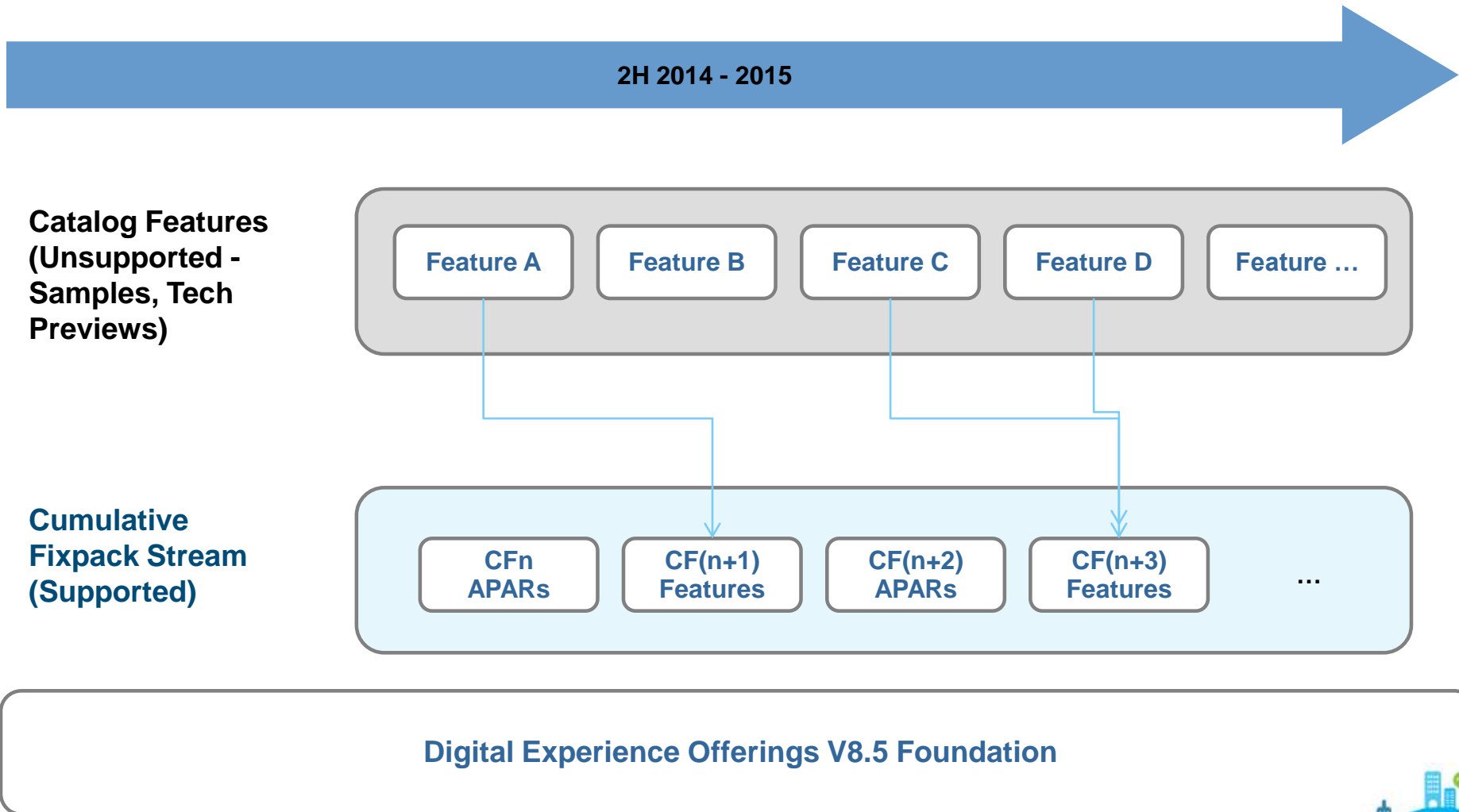
- To respond to changing business needs, need dev / test / non-mission critical production workloads deployed quickly
- High CapEx & OpEx in setting up hardware, OS, middleware environment before developers can use it
- Need faster access to run a pilot, proof of concept or other temporary workloads
- Economize by renting resources on public cloud and bring workload on-prem as required



How we deliver deliver new capability incrementally today

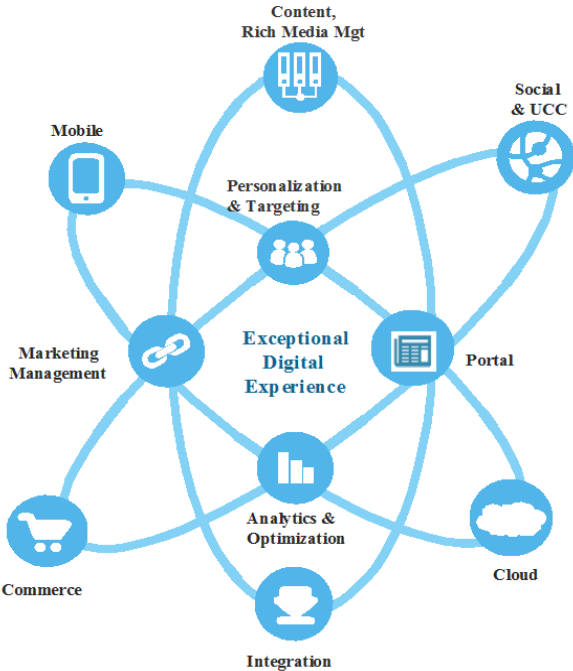
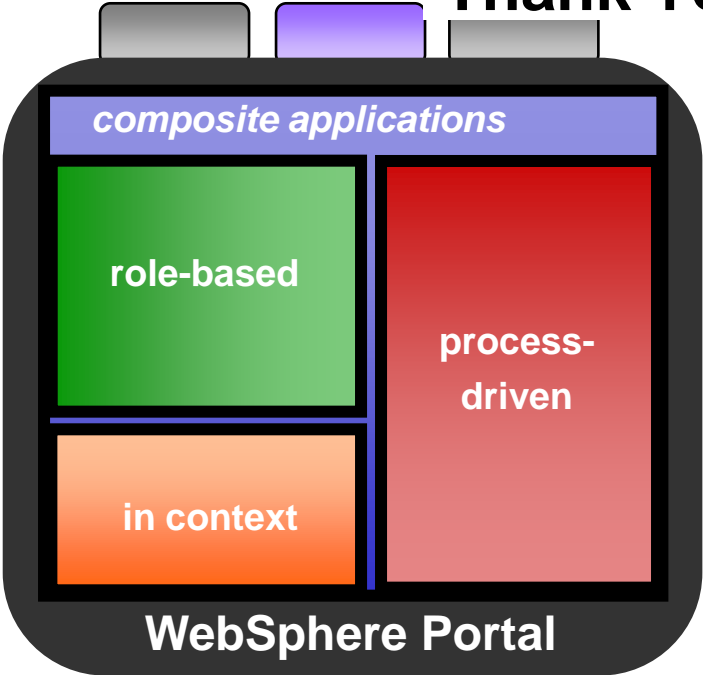


Future continuous delivery model



Our Journey Together Continues

Thank You all for your trust and partnership.



Instant messaging
Security
Forms Scalability
Localization
composite applications
web content management
Globalization
Mobile
portals
portlets
personalized websites
mashups
user customization
disparate sources
tools
search
forkflow



integration
real-time analytics
search engine optimization
targeted content
predictive analytics
rich internet applications
live level
k-2 chat
self-service
multi-channel
search
ratings
increase customer satisfaction
perception monitoring
comments
social media
recommender
click-2-call
build brand loyalty
ab and multi-variate
scalability



Vielen Dank!

Ihr Feedback ist uns wichtig!



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All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

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