

# IBM SolutionsConnect 2013

L'IBM TechSoftware nouvelle génération

28, 29 et 30 août  
IBM Client Center Paris



#solconnect13

*Transformez vos opportunités en succès*

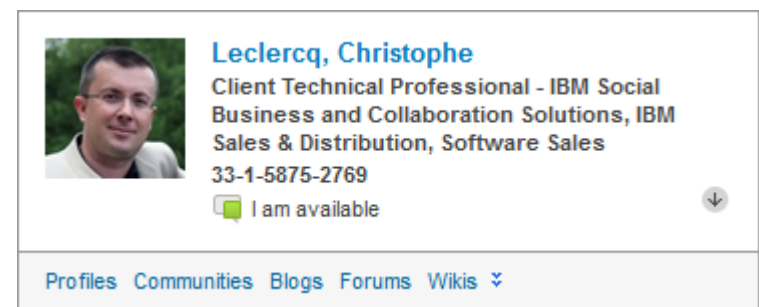


# IBM SolutionsConnect 2013

L'IBM TechSoftware nouvelle génération

## IBM Digital Web Experience


Christophe Leclercq



A screenshot of a LinkedIn profile for Christophe Leclercq. The profile includes a profile picture of a man with glasses, his name 'Leclercq, Christophe', and his title 'Client Technical Professional - IBM Social Business and Collaboration Solutions, IBM Sales & Distribution, Software Sales'. It also shows a phone number '33-1-5875-2769' and a status 'I am available' with a green dot icon. At the bottom, there are navigation links for 'Profiles', 'Communities', 'Blogs', 'Forums', and 'Wikis'.

2

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# La technologie a changé notre vie et nos comportements

## *Comment j'achète*

Interactions avec mes pairs et les relations avec les entreprises avec lesquelles j'opère des transactions.



## *Comment j'engage des relations clients-prospects*

en puisant dans une large palette de données Marché et d'expertises.

## *Comment je travaille*

La collaboration de n'importe où et n'importe quand à partir d'une multitude de canaux.





# La technologie a changé notre vie et nos comportements

**5 secondes** pour engager un visiteur avant qu'il ne parte du site.

**30%** partent

**40%** ne reviennent pas

La population active et mobile sera en 2015 de **1.3 milliard**

Utilisateurs de tablettes :

Taux de conversion **+2%**

Panier moyen **+20%**

D'ici 2014, **50%** des employés seront nés **après 1980**

**44%** des entreprises font appel au crowd sourcing

**4 sur 10** nombre d'utilisateurs de smartphones qui cherchent un article depuis le magasin

**4 à 5 fois** plus que la moyenne est dépensé par des acheteurs multicanaux

**80%** des PDG estiment offrir une excellente expérience client  
**8%** de leurs clients sont d'accord

**45%** des clients demandent l'avis d'un proche avant d'acheter

**81%** des consommateurs se fient aux recommandations de leurs pairs

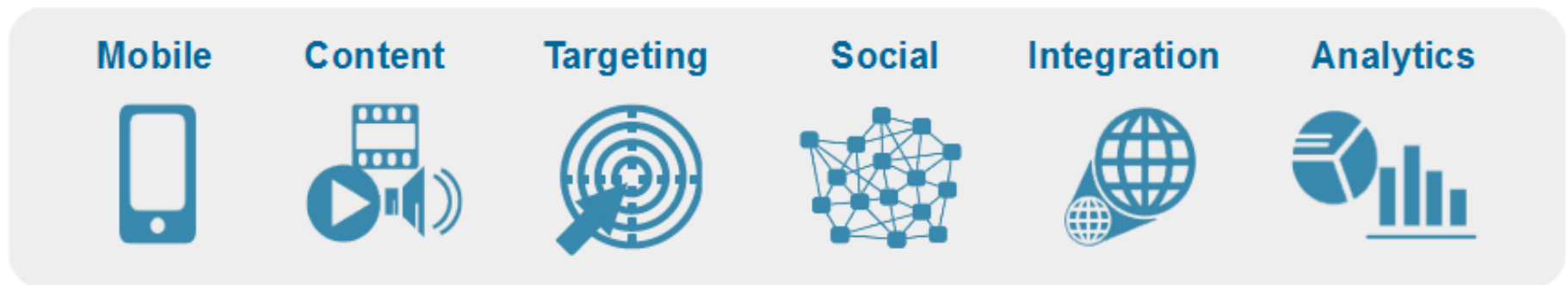


## Exemple: élection du Pape à Rome



**Combien d'images, de vidéo, de « shares », « likes » et autres commentaires ont été échangés sur les réseaux sociaux ?**

# IBM Web Experience platform



IBM SmartCloud



PrivateCloud



On-premise



Hybrid

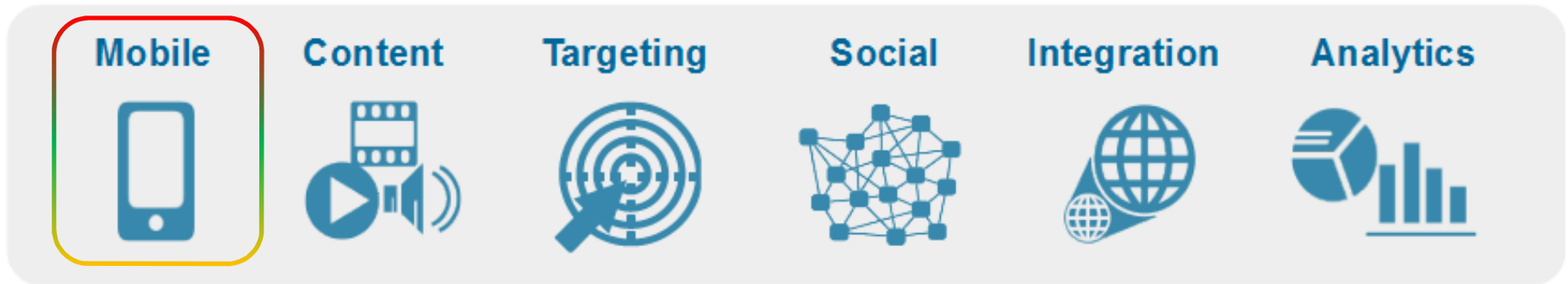
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# IBM Web Experience platform



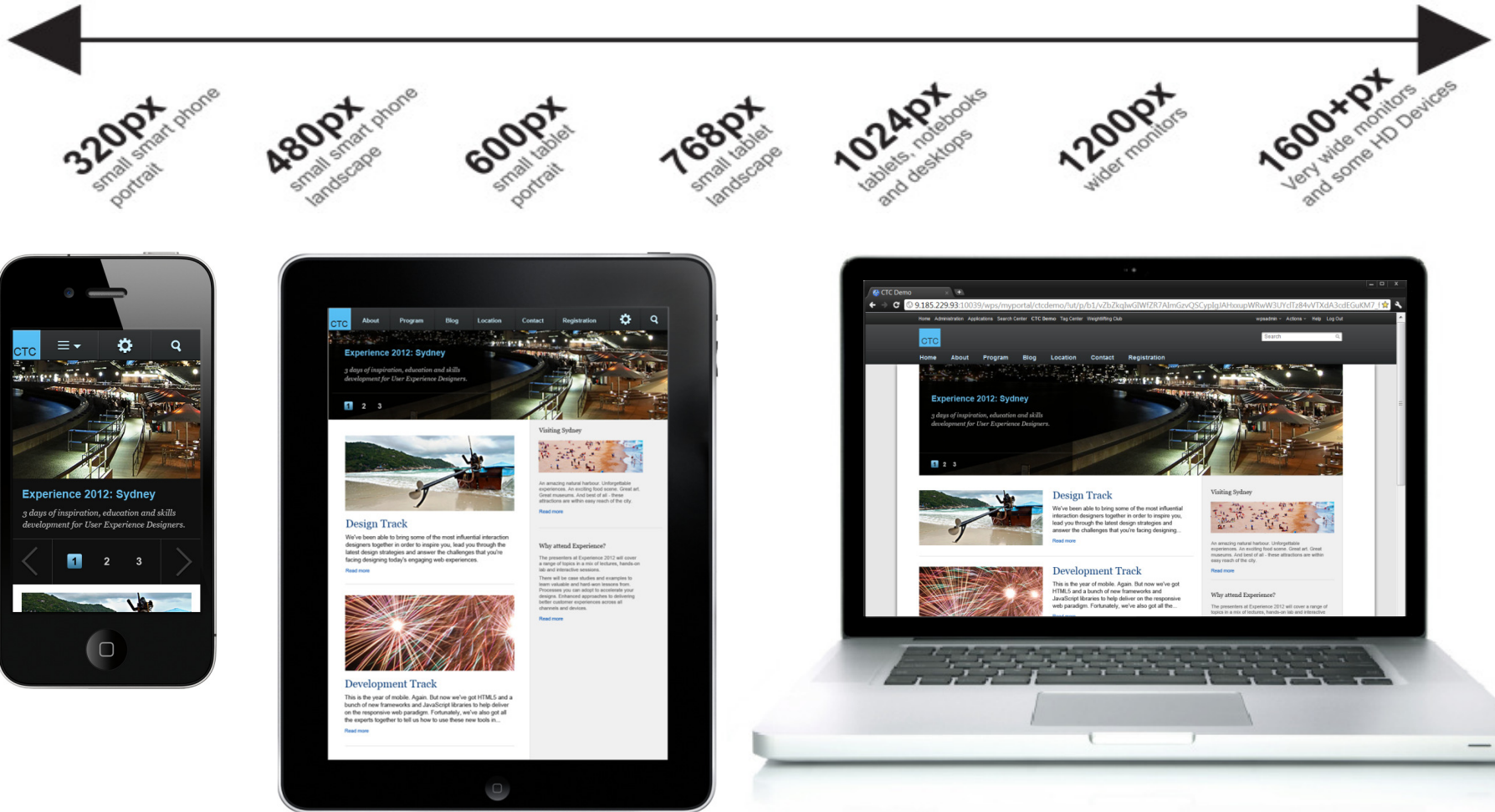
**Client**

**Contexte**

**Conversations**

# Responsive Design

## Comment adapter votre contenu aux mobiles



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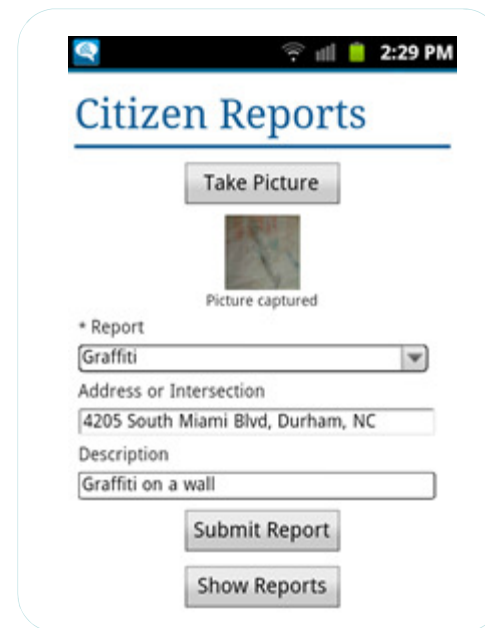
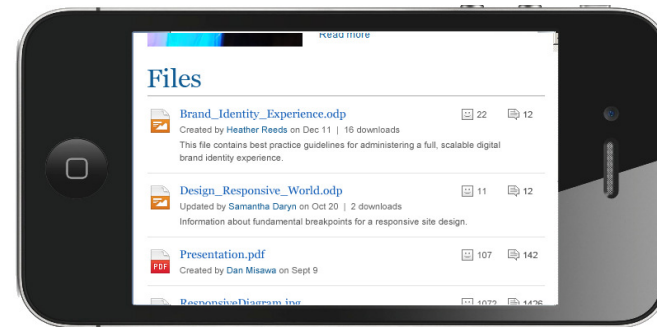
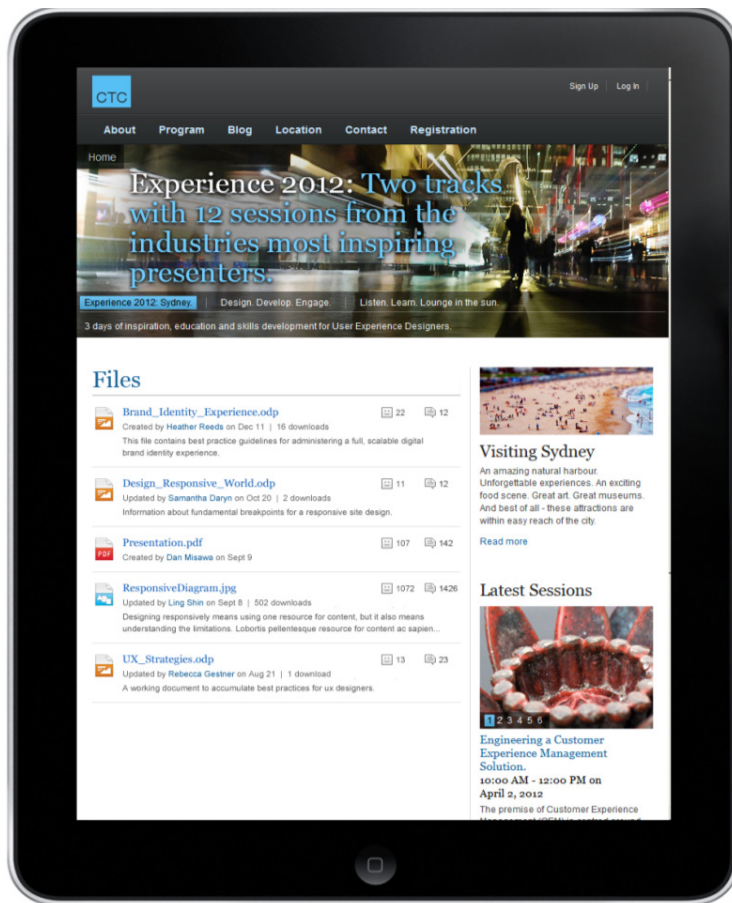
#solconnect13





# Responsive Design

## Intégration sociale: Expérience identique



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# Exemple

**JYSKE BANK** Menu og søg

NETBANK PRIVAT ERHVERV

**Skift til Jyske Bank**  
Det er nemt at skifte - vi klarer alt det praktiske for dig.

**Saml løn, opsparing og lån på én konto**  
Beregn, hvad du kan spare.

**Lån til erhvervs kunder**  
Selvfølgelig låner vi penge ud til erhvervs kunder.

Aktuelt [Flere nyheder](#)

[Forbedringer på vej i netbanken](#)  
[Få hjælp til den nye netbank](#)  
[Finanstilsynets redegørelser](#)

Bolig Bil  
Investering Pension

**JYSKE BANK** Produkter Finansnyt TV Kontakt Søg

NETBANK PRIVAT ERHVERV

## Se dine fordele som kunde i Jyske Bank

Du får en fast, personlig rådgiver, som ikke er bonuslønnert, og du har mulighed for at undgå gebyrer ved at bruge Jyske Netbank og Mobilbank.

**Bliv kunde**

**Skift til Jyske Bank**  
Det er nemt at skifte - vi klarer alt det praktiske for dig.

**Saml løn, opsparing og lån på én konto**  
Beregn, hvad du kan spare.

**Lån til erhvervs kunder**  
Selvfølgelig låner vi penge ud til erhvervs kunder.

Aktuelt: [Forbedringer på vej i netbanken](#) [Få hjælp til den nye netbank](#) [Finanstilsynets redegørelser](#) [Flere nyheder](#)

Bolig Bil Investering Pension Kort Lån Valuta Privat Erhverv Private Banking **Bliv kunde**

**jyskebank.tv** **Finansnyt**

**Tanker til tiden 15: Tro på det - og vind!**  
07.01.2013

**Fem globale aktier som alternativ til virksomhedsobligationer**

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# Exemple

Explications détaillées

<http://ibm.co/124FOI7>

Démonstration avec des sites de production

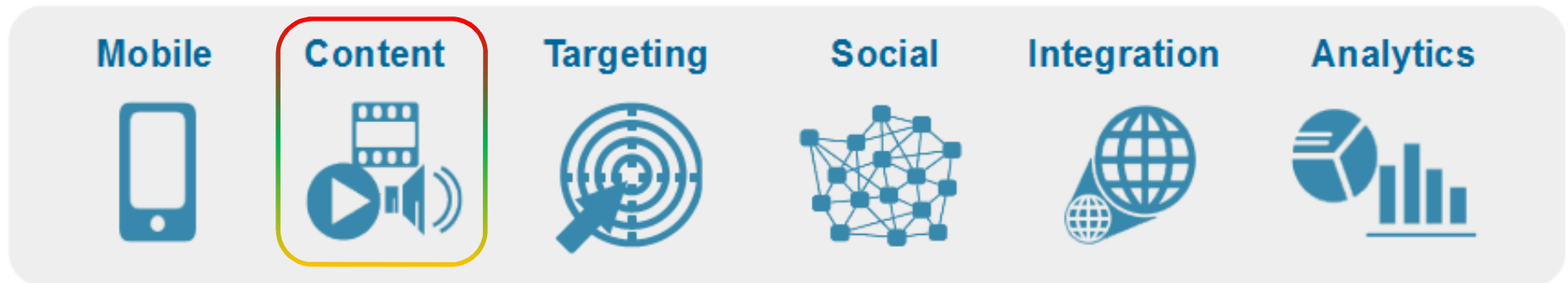
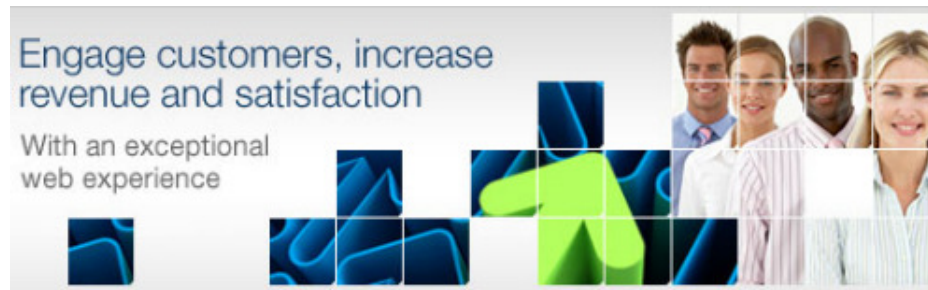
[www.jyskebank.dk](http://www.jyskebank.dk)

[www.base22.com](http://www.base22.com)

[www.capbluecross.com](http://www.capbluecross.com)



# IBM Web Experience platform



**Client**

**Contexte**

**Conversations**

# Gérer, cibler et diffuser vos contenus

## Gérer les contenus

Catalogue de modèles pour accélérer la contribution : types de contenus, composants (carrousel,...), modèles de page, usine à sites  
Généralisation de l'édition en ligne  
Gestion de formulaires pour sondages et enquêtes

## Diffuser vos contenus

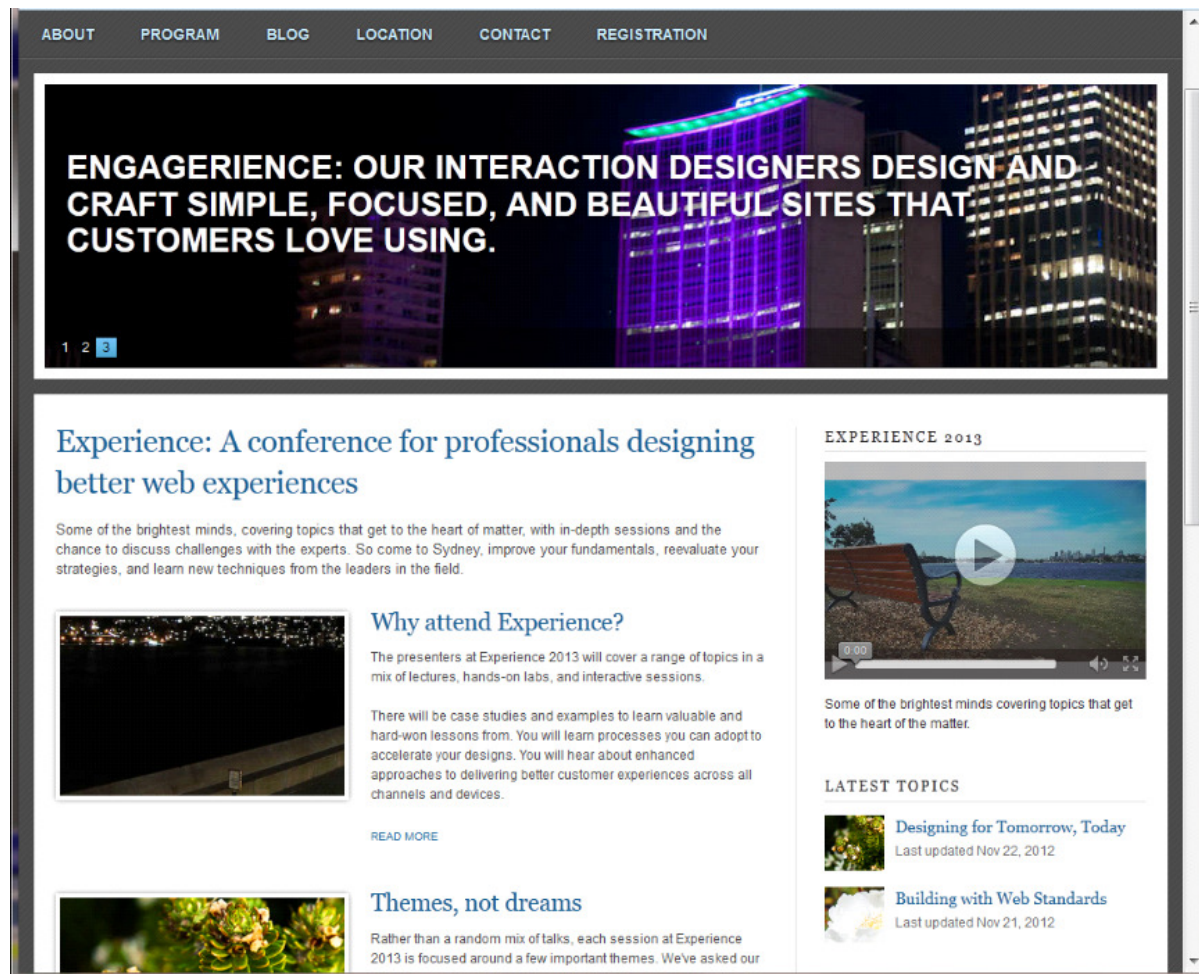
Au travers de workflows  
Date de mise en ligne / expiration  
Sur votre ou vos sites Intranet  
Sous la forme de flux RSS, ...

## Cibler selon les profils

Personnalisation de contenu selon ses attributs de profil  
Personnalisation plus importante sur la page d'accueil  
Gestion multi-langues



# Le catalogue de modèles pour accélérer et simplifier la contribution



## Objectif

Créer  
rapidement  
et  
facilement  
un site d'information

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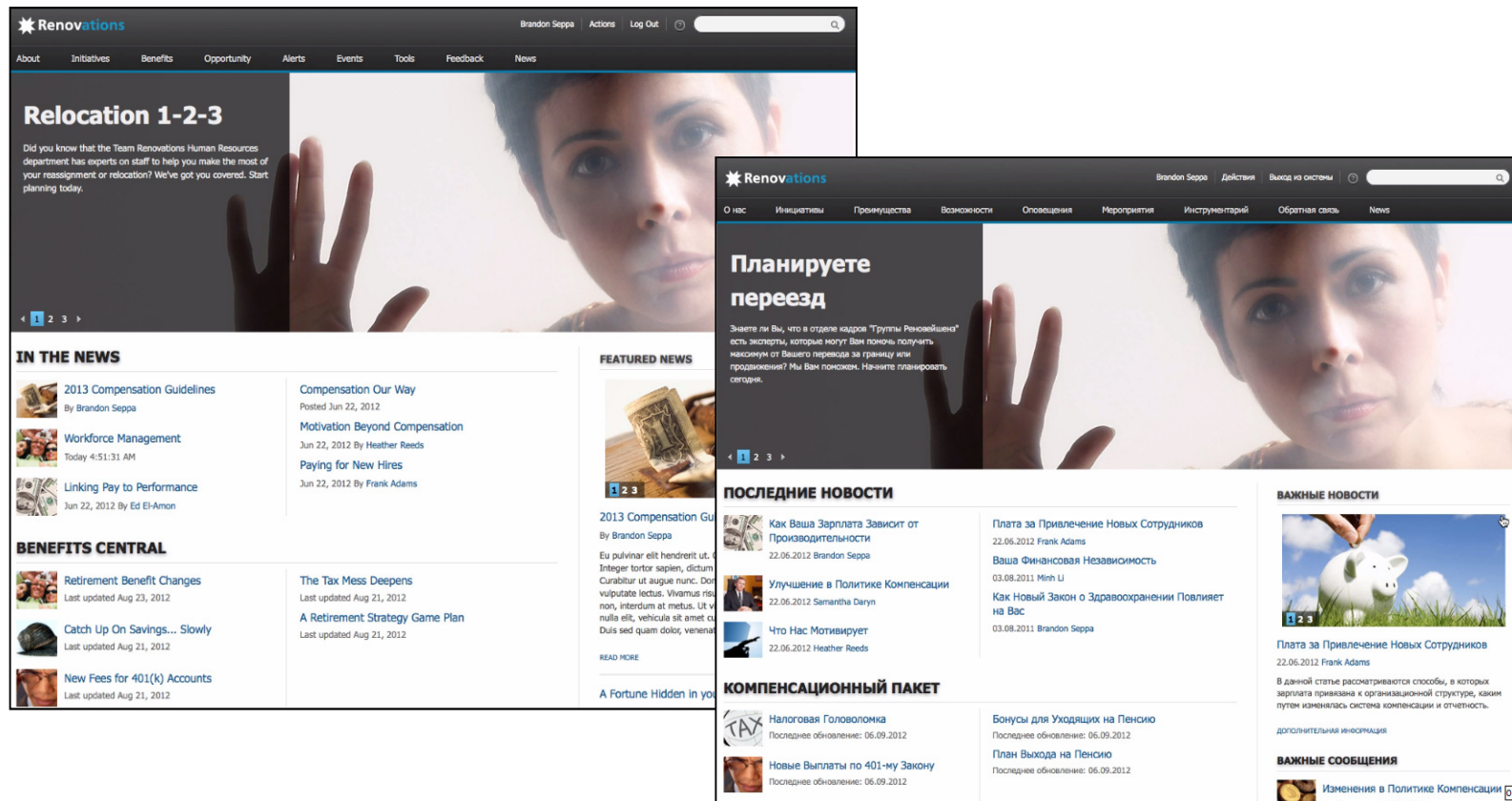
# Diffuser le contenu sur tout type de support

Zoom sur la publication sur les réseaux sociaux



# Multilinguisme natif

Gestion des langues pour la publication de contenu, locales ou régionales



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# Exemples

## Démonstration sur Youtube

<http://bit.ly/13WB7tV>

Slideshow & carousel configuration <http://bit.ly/XhaD12>

In-line editing and page template usage <http://bit.ly/10DKZkA>

Social Media Publisher : <http://bit.ly/13w0lfZ>

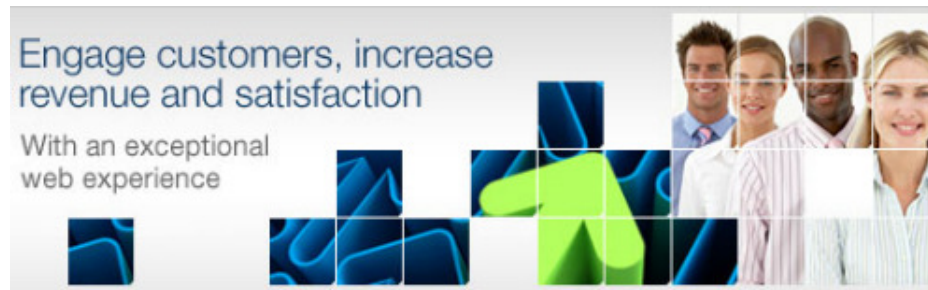
## Démonstration sur des sites de production

[www.illy.com](http://www.illy.com)

40 websites <http://bit.ly/13vSejy>



# IBM Web Experience platform



**Client**

**Contexte**

**Conversations**

# Personnaliser la relation « collaborateurs » pour ensuite les engager

## Cibler les utilisateurs Anonymes

- Browsing behavior
- Device detection
- Geolocation
- Site referrer

## Cibler les utilisateurs Authentifiés

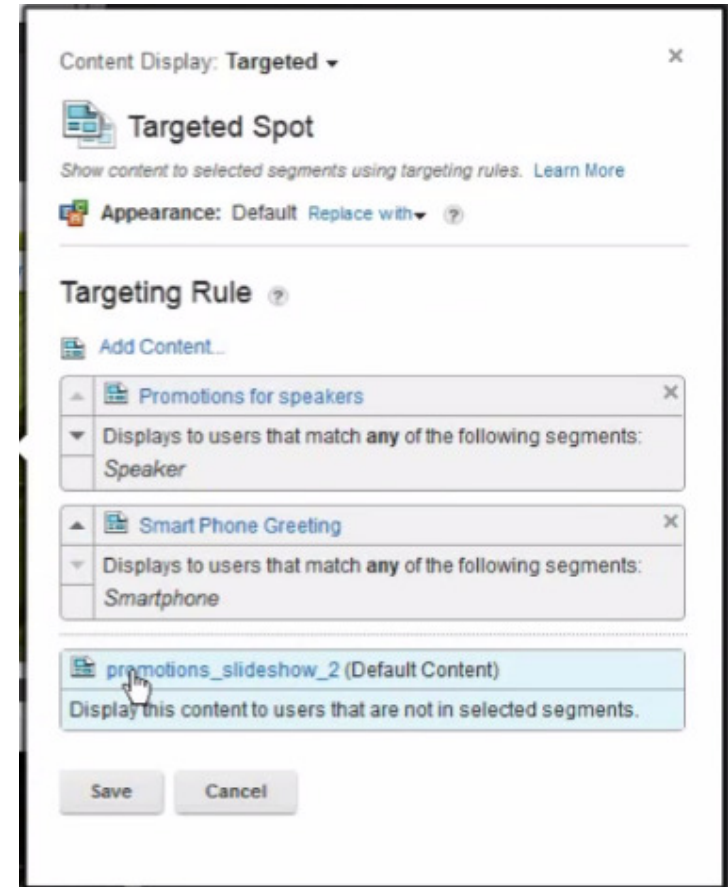
- User attributes: role, dept, mgr,...
- Organization information: contract, SLA,...

## Personnaliser l'information grâce aux règles métier

- Filter and Display (or not)
- Pages – Blocks – Content – Look & feel

## Prévisualiser le résultat

- Trigger a rule
- “Impersonate” to see the whole site



# Personnaliser la relation « collaborateurs » pour ensuite les engager

Par la définition de règles métiers décrites dans un langage naturel, les utilisateurs métiers personnalisent la “relation collaborateur” en fonction de leur rôle, de leurs attentes et de leurs usages

Profil

Pages

Cookie

Segments

Règles  
Métiers

Services

Contenus

HTTP

Apps





# Illustration de la personnalisation pour cibler le contenu

## Contenu Marketing

Segments Utilisateur is

- Marketing when
  - current Portal Users.departmentNumber is included in Marketing Communication and
  - current Portal Users.countryName is France
- add Condition
- IT when
  - current Portal Users.departmentNumber is Informatique and
  - current Portal Users.countryName is France

## Contenu Marketing

Select Web Content

- whose Location is value and
- whose Authoring Template is CTC Design/Event and
- whose Category falls under marketing

add Condition

Include only

- do Action

order by

- Publish date descending
- attribute

show 5 items

## Contenu IT

Select Web Content

- whose Location is value and
- whose Authoring Template is CTC Design/Event and
- whose Category falls under information technology

add Condition

Include only

- do Action

order by

- Publish date descending
- attribute

show 5 items

## Règles d'association

- When Segments Utilisateur is Marketing or Profile
- do Contenu Marketing
- IT or Profile
- do Contenu IT

# Exemples

Démonstration sur Youtube

Adaptation du slideshow pour les utilisateurs venant du site Facebook

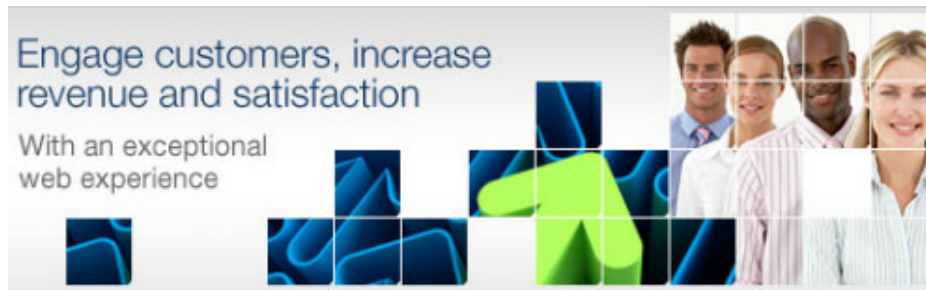
<http://bit.ly/10DKSW7>

Changement d'un bloc de contenu si l'utilisateur vient sur le site à partir d'une tablette

<http://bit.ly/13vXBPI>



# IBM Web Experience platform



**Client**

**Contexte**

**Conversations**

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# L'intranet d'IBM: expérience sociale Web 2.0


w3next workplace Welcome Christophe Leclercq Switch back to ODW Déconnexion

Home Search Sales Local Social Mail Community AppStore Mode édition search w3 or directory w3

### What's New

**March 8 - w3next now upgraded to...**

Clustered WebSphere Portal and Web Content Manager V8.0.0.1



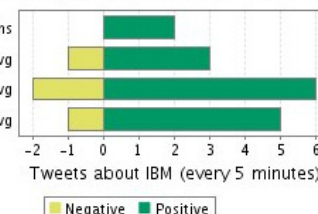
**Mobile too!**

... stay tuned for new responsive theme, allowing common portal access from all device types! [More](#)

---

### IBM Sentiment

#### InfoSphere Twitter Stream



Last 5 mins  
Hourly avg  
Daily avg  
Weekly avg

Tweets about IBM (every 5 minutes)

Legend: Negative (Yellow), Positive (Green)


[\[Detailed graph\]](#) [\[Discussion forum\]](#) [\[IBM tweets\]](#)

Update 04:03 AM, Wednesday, March 20, 2013 (ET)  
Started 08:52 PM, Monday, March 18, 2013 (ET)

---

### Transformation Metric

### Connect and Share



**christophe.leclercq@fr.ibm.com** IBM Business Connect Paris 2013

effacer


Sur quoi travaillez-vous actuellement ?

Share

**Réseau** | Fichiers | Communautés | Activités


Vue : Mises à jour d'état

---



**Luis Suarez** Good morning, Paris! Crispy morning! Brrr En route now to the Enterprise 2.0 Summit where I will be participating in 2 differ...


20 mars 2013 08:15 AM [Plus](#)



**Francoise Otte** 20 mars 2013 09:04 AM

the agenda seems very interesting. looking forward to your feedback. enjoy the exchanges and the place, as it is very nice #e20s.

[Ajouter des commentaires](#)



**Christophe Leclercq** IBM Business Connect Paris 2013

20 mars 2013 08:58 AM [Plus](#)

[Accéder à Profils IBM Connections](#)

### March 12-15, 2013

## Client Experience Jam

Defining the behaviors that make us IBM.

- **Register**  
to Jam on 12-15 March.
- **Prepare**  
to participate in the Jam.
- **Engage**  
with IBMers 12-15 March.

---

### My Links

[Expand all](#) [Collapse all](#)

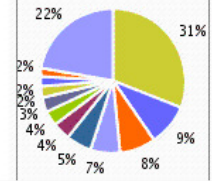
**[Essential Links]**

(source: ODW Essential Links)

---

### w3next Users by Location


**25705 in 88 countries**



Country	Count
us	7969
in	2404
jp	2112
de	1698
uk	1401
br	1011
fr	901
it	871
cn	581
au1	578


### My News

#### Top stories



**Sunseting Windows XP - New operating systems support business needs and enhance secure computing. [Profiled for all**

IBM



**Client Experience Jam: Thank you**

# Engager vos utilisateurs au sein de votre intranet

« Des collaborateurs engagés amènent une expérience client particulière, qui elle même génère des résultats business supérieurs »

Home Administration Applications Search Center Tag Center wpsadmin Actions Help Log Out

CTC Search

Latest Updates Meetings & Events Our Company Executive Insights Sales Dash Social Sales Dash

Welcome to the Sales Dash. This is where you can check out the status of our hot deals. Also latest and greatest on what products are trending.

### Recent Sales Activity

1 - 5 of 16 Page 1 | 2 | 3 | 4 Previous Next

008731	\$79,000.00	Samantha Daryn	<a href="#">Details</a>
000715	\$45,000.00	Lucille Suarez	<a href="#">Details</a>
004912	\$1,630.00	Amar Srivastava	<a href="#">Details</a>
005978	\$3,400.00	Ted Amado	<a href="#">Details</a>
001629	\$5,120.00	Dan Misawa	<a href="#">Details</a>

Show 5 items Jump to page 1 of 4 Previous Next

Create Chart

Bases on Category: Beverages

- C  te de Blaise
- Chai
- Chang
- Chartreuse verte
- Guaran   Fant  stica
- Irish Coffee
- Likab  l  t  
- Laughing Lumberjack Lager
- Outback Lager
- Pho  bo  u Vitebeer
- Sasquatch Ale
- Stoutley Stout

Dashboard Filter

Category	Product	lot	Local	Salesperson	Datefilter Date Range
Beverages	All	USA	All		Current and last 4 quarters



**Contextualisation de l'info**  
**Contenu cibl  **  
**Contenu social appropri  **

Home Administration Applications Search Center Tag Center wpsadmin Actions Help Log Out

CTC Search

Latest Updates Meetings & Events Our Company Executive Insights Sales Dash Social Sales Dash

### Recent Sales Activity

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001629	\$5,120.00	Dan Misawa	<a href="#">Details</a>

Show 5 items Jump to page 1 of 4 Previous Next

Create

Sort by: **Recommends**

- Learning new tricks - Heather Beeds | Today 2:01 PM
- 2012 looking forward: Impressions on the Catering Industry - Frank Adams | Today 1:59 PM

Chart

Bases on Category: Beverages

- C  te de Blaise
- Chai
- Chang
- Chartreuse verte
- Guaran   Fant  stica
- Irish Coffee
- Likab  l  t  
- Laughing Lumberjack Lager
- Outback Lager
- Pho  bo  u Vitebeer
- Sasquatch Ale
- Stoutley Stout

### Welcome to Sales Community

Sales community - join an collaborative to help us help you win new business.

Tags: Owners: Frank Adams

[Follow this Community](#)

[Join this Community](#)

Sort by: Name

View All (11)

### Activities and Tasks

Sort by: Last Updated | Due Date

- ACME University Catering RFP Community Activity Updated Today 1:55 PM | Published Apr 4
- Notify all customers on Choi shortage Community Activity Updated Today 1:59 PM | Published Apr 4

Viewing 1 - 2 of 2 Previous Next

### Discussions

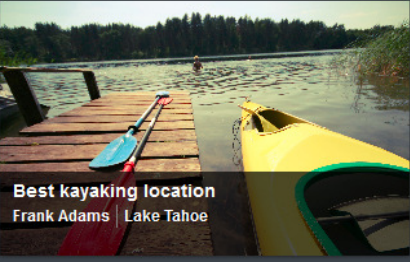
- Anyone dealt with Competitor XY - Gardner Reeves | Today 1:51 PM | replies (1)
- Thoughts on discounting for End of Quarter? - Frank Adams | Apr 4 | replies (0)

### Latest News


- Product Trends for the next 5 years Aug 3, 2011 by uid=wpsadmin,ondelaujWIMFileBas
- Analyst Report - The Who's Who of the Coffee World Aug 2, 2011 by uid=wpsadmin,ondelaujWIMFileBas
- Who's leading the catering industry? Aug 1, 2011 by uid=wpsadmin,ondelaujWIMFileBas

# Fédérer les utilisateurs autour des communautés

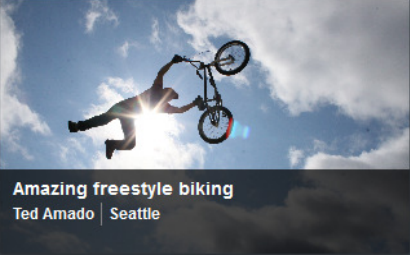
### Outdoor Adventures



**Best kayaking location**  
Frank Adams | Lake Tahoe



**Humbling historic archs**  
Lucy Suarez | Grand Canyon



**Amazing freestyle biking**  
Ted Amado | Seattle






1 - 3 of 9  
Refresh

### latest community content

	Latest climbing and canyoneering bookmarks	0	0
	3 Knots for Rappelling	7	5
	Don't hug the rock!	6	5
	Canyoneering Training at Bluejohn Canyon	0	0
	Cool canyoneering jump.mp4	6	5

[First](#) | [Previous](#) | [Next](#) | [Last](#)

### community discussions

	How to prevent rope abrasion?
	Rope management - bag or coil?
	Marking your rope
	Hangers coming loose on bolts
	Climbing helmet vs whitewater helmet?

[First](#) | [Previous](#) | [Next](#) | [Last](#)

### discussion leader

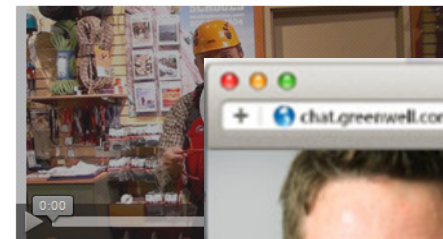
I am here to help. [Ask me anything!](#)



### experts



### recommended video




### connect



 Like

 Tweet

 Print this page



Participants (2)

-  Samantha Daryn
-  Ted Amado



# Associer des experts à des contenus


Accueil   Actualités   Nos Métiers   Mon Réseau   MySpace   Cours de l'action : 21.47

Accueil > Nos Métiers > Messaging

LECLERCQ Christophe

## Nouveau Plug-ins Connections for Notes

IT Support,video,Messaging,Voix,LAN,WAN,IP Services et Messagerie | connections,notes,plugins,messagerie | 24 avr. 2013 | Auteur : **FERNANDO ALONSO**

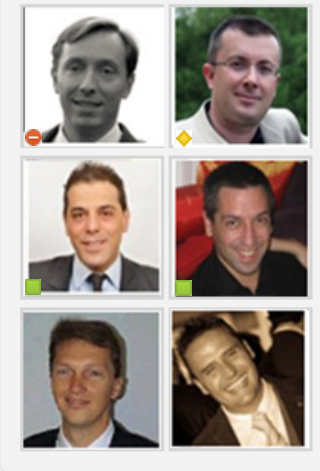


The IBM Connections Plug-ins for IBM Notes are provided in a single install package. **New to this release is Support for Notes 9.0.** The list of plug-ins and their features is as follows:

- Status Updates
- Files
- Activities
- Business Card

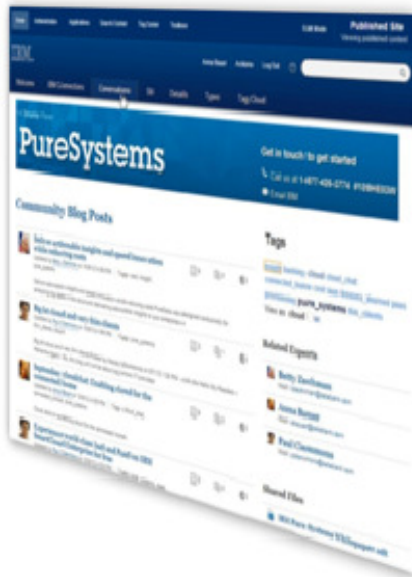
The Status Updates plug-in provides the following features:

- Attach a file to a status update
- Like / unlike a status update
- Activity stream integration allows to monitor updates for all Connections services
- Search by people and communities
- Post status letting your colleagues know what you are doing
- View status for people in your network
- Comment on status updates
- Delete your status or associated comments



**Affichage d'experts liés à un thème donné via le tagging des personnes**

# Social Web Experience



**Social Web Experience**

**Portlets natives**

**IBM Connections**

Interface unifiée qui associe les applications, les contenus web et les capacités sociales pour construire l'Expérience utilisateur

WCM Rendering portlets  
WEF, Activity Stream etc...

Socle collaboratif complet:  
fichiers, forums, blogs, wikis,  
activités etc ...

# Exemples

**CEMEX | Shift** Translate Help Log Out

Home **My Workspace** My Services Life at CEMEX Inside CEMEX All Sources

Dashboard Profiles Communities Apps Policy Center Think n' Build iNotes CDM

**Luis Fernando Lozano Belaunzaran** Edit My Profile

**My Network** MORE

**Global Initiatives**

- Global transformation of collaboration practices
- Aggregates
- Government relations
- Infrastructure projects
- Alternative fuels and biomass
- Improve Clinker Factor Reduction
- Promote development and sales of new readmix product

Communities I Follow

Popular Services

My Communities

My Forums

My Wikis

**Share**

Status Thank you Tap Bookmark File

What are you working on? Share

**Blogs** Network Communities Everything Discover Tag

**Re: How often do you give informal feedback?**  
James Fairclough | 2012-05-18

**China Cement Industry News(7 to 18 May)**  
Sally Yang | 2012-05-18

**PRUEBA / INFORMATIVO PARA APERTURA DE MAÑANA EN PD 212 HMO**  
ruben ussiel sanchez leyva | 2012-05-17

**Entrega de regalos - Día del Niño**  
Luis Fernando Gonzalez Hernandez | 2012-05-17

**El ABC del Vino: Introducción a un Mundo de Sabores**  
Violeta Adriana Ramirez De Alejandro | 2012-05-17

**Dove Pride Day**  
Neil Farmer | 2012-05-17

**Collaborate by difference**  
Ricardo Torres de Acha | 2012-05-16

**Revelación de Secretos Industriales DuPont**

**Today** Coming Events

- Inauguration du site CE Dolus d'Oléron (UP BPE et granulats). | 2012/06/15
- Réunion de concertation de-France, CXG Val de Seir | 2012/05/21

Shift App now available  
Download CEMEX Apps

How to Worksp property  
Find out

Still work  
What is S  
Click HERE

## Objectifs

Créer les conditions de l'innovation au travers d'un Intranet mêlant contenus, processus et collaboration

## Solution

Employee Exp Suite pour ses collaborateurs disponible en 11 langues.



# Exemples

Démonstration sur Youtube

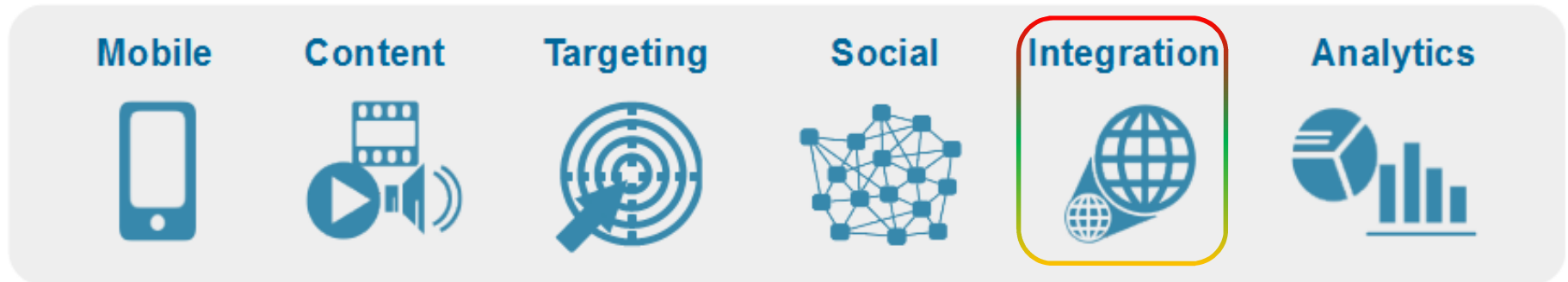
Integration de l'expérience Social au sein d'un website

<http://bit.ly/ZZ1isL>

<http://bit.ly/10x2lzp>



# IBM Web Experience platform

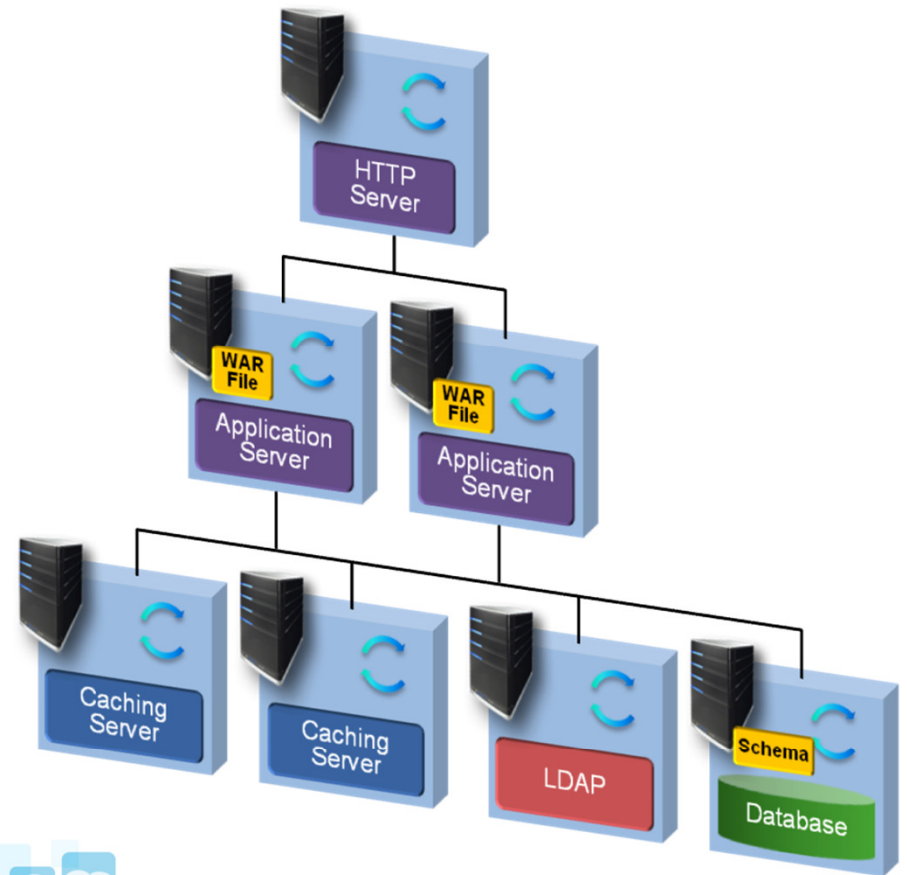
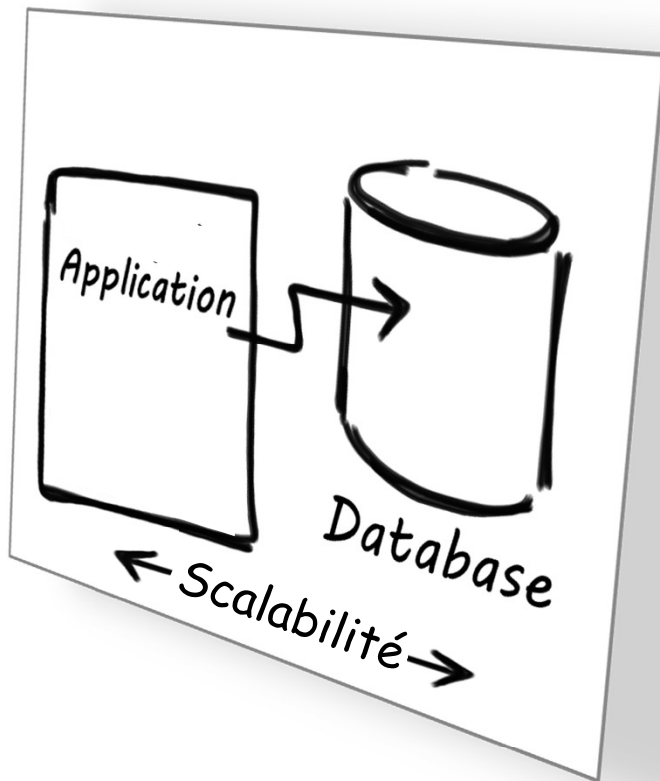


**Client**

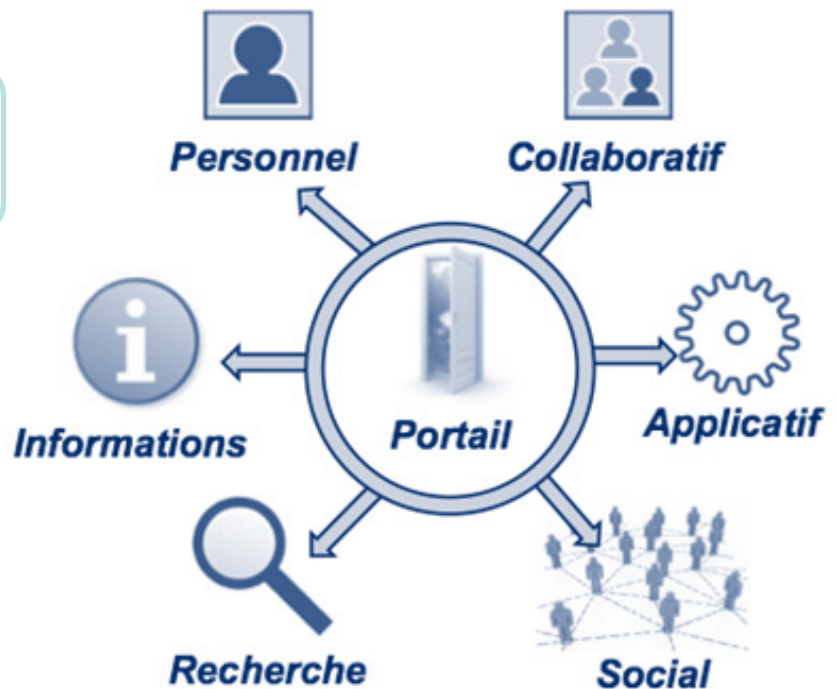
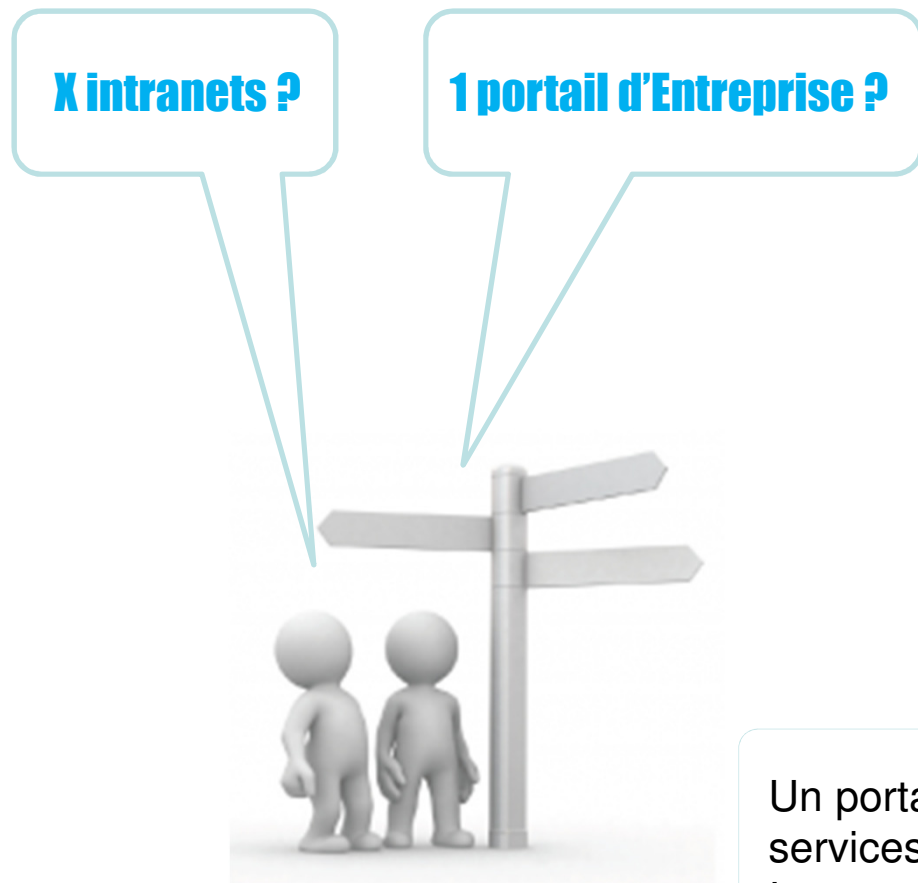
**Contexte**

**Conversations**

# Plus value du portail ...technique



# Plus value du portail ...pour les métiers



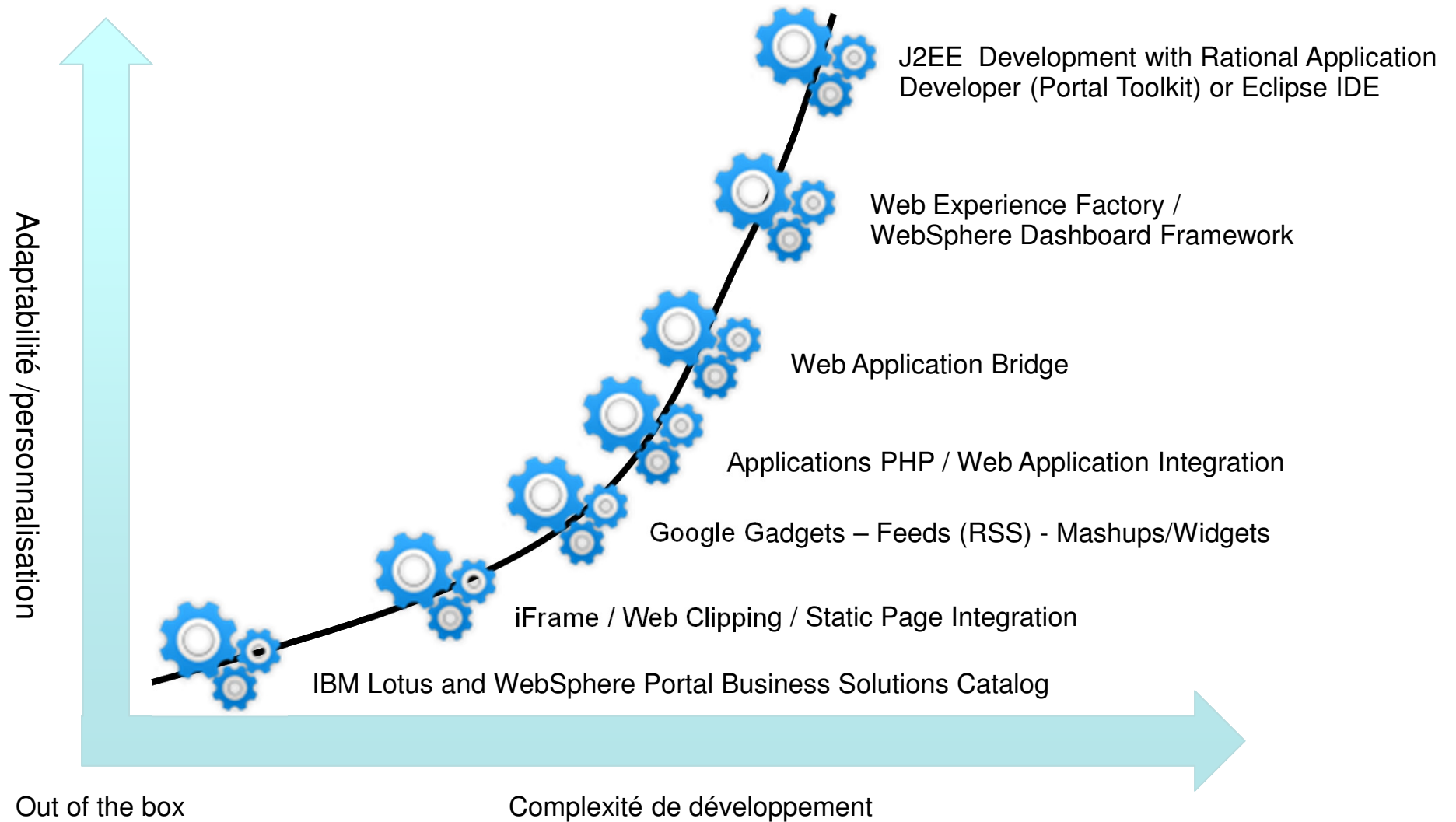
Un portail d'entreprise est aussi utile pour agréger des services ou applications que de développer des Intranets ou des univers métiers



# Combinaison d'intégration d'application et de services, internes ou externes



# Plusieurs méthodes d'intégration



# Une méthode d'intégration: Forms

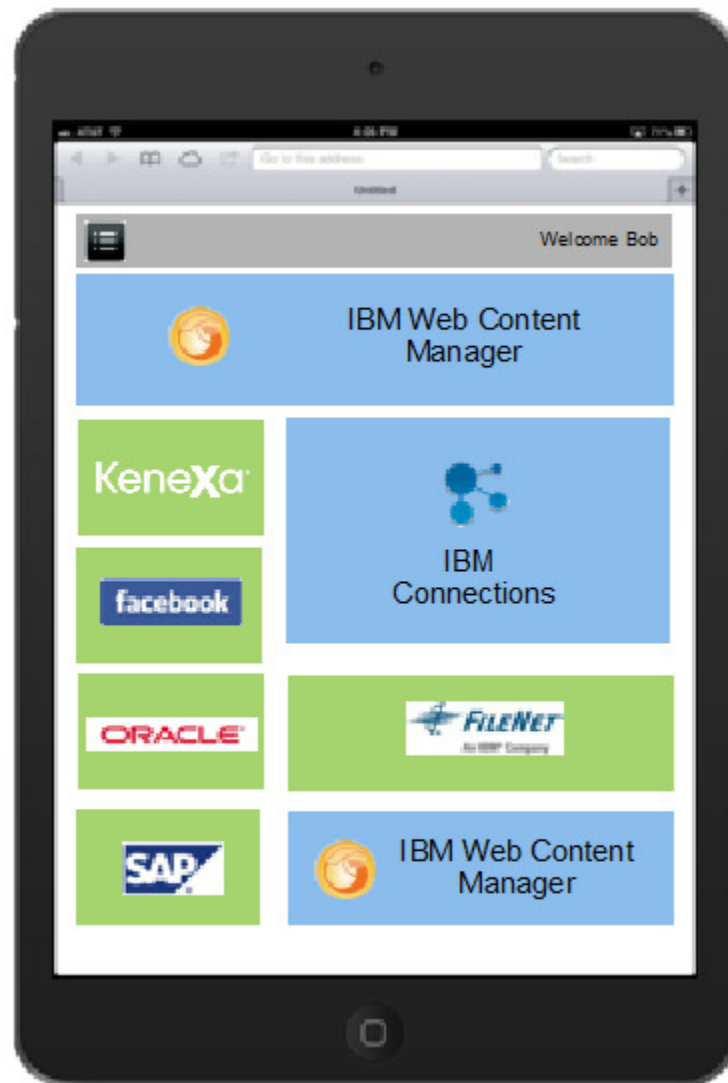
The image shows two screenshots related to web forms. The top screenshot is a form builder interface for 'Savings Application' on ZetaBank. It features a sidebar with 'Form Items' including Basic Fields, Currency, Date, Drop Down, E-mail, Number, Password, Person Name, Select One, Select Many, Survey, and Web Site. The main area displays a form with a ZetaBank logo, a 'Savings Application' title, a photo of a woman, and a 'One Month Offer' section with details like 'Free Mobile Device and Access' and 'Rebate on Credit Card Fees'. A 'Sign Up Now' button is visible. The bottom screenshot is a live website page for ZetaBank. It features a search bar, navigation tabs for 'How to Bank', 'Online', 'Mobile', 'Bank Machine', and 'Branch Banking'. A 'Special offer!' section highlights a 2.17% APY rate with a list of benefits: 'No Fees', 'FDIC Insured', and 'Free overdraft promotion!'. A large green 'Apply Now!' button is prominent. A sidebar on the left lists 'Products' such as 'Checking Account', 'Savings Account', 'CDs', and 'Credit Cards'. A 'Complete our Survey for a chance to WIN' banner is also present.

## Objectifs

Créer des formulaires  
Créer des applications  
interactives et  
dynamiques permettant  
la collecte de données

- ✓ **Agile, facile a utiliser** – Réduction des cycles de développement.
- ✓ **Mobile-ready** – Navigateurs Web et smartphones
- ✓ **Performance** - Montée en charge, déploiements B2C/G2C
- ✓ **Experiences utilisateurs engageantes** - Best-of-breed Web 2.0 (CSS, HTML Dojo)
- ✓ **Intégration** - Portal, SOA et BPM

# Exemple d'une expérience utilisateur xWebX



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# Exemple d'une expérience utilisateur dynamique



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# Exemple d'une expérience utilisateur personnalisée



# Exemple dans le secteur de l'assurance

La chaîne de valeurs simplifiée



Opérations



Agent / Courtier



Client

# Comment cela fonctionne-t-il aujourd'hui?



L'utilisation indépendante de chaque système aide-t-il véritablement les individus à travailler efficacement?



# Exemple de poste de travail intégré aujourd'hui



# Exemple de poste de travail intégré demain

Infuser les technologies sociales 2.0 dans vos processus métier

Action à réaliser

Flux d'Activités

De manière sociale

The image shows a screenshot of a 'Broker Dashboard' with a 'Customer Events' list on the left and a 'My Business Overview' section on the right. A social activity overlay is centered on the screen, showing a comment thread for a suspended mortgage application. The dashboard includes a navigation bar with 'Home', 'Broker Dashboard', 'Samantha Daryn', 'Recent Applications', and 'Help'. The 'Customer Events' list contains various entries with status icons (green checkmarks, yellow warnings, red crosses). The 'My Business Overview' section features a 'Business Trend' chart and several key metrics: Net Change (19, +3.2%), New Business (32, +4%), Business Lost (13, +.8%), Renewals (22, +4% Last Month), and Lapsed (83, +12% Last Month). The social activity overlay is titled 'John Smith's mortgage application has been suspended' and includes a comment from Dan Misawa (Aug 11) and a response from Samantha Daryn (Today). A 'View All Online' link is visible at the bottom right.

Metric	Value	Change
Net Change	19	▲ 3.2%
New Business	32	▲ 4%
Business Lost	13	▲ .8%
Renewals	22	▲ 4% Last Month
Lapsed	83	▲ 12% Last Month

# Exemple

The screenshot shows the Lufthansa website interface. At the top, there's a navigation bar with 'Germany', 'Deutsch', 'Other countries', 'Help & Contact', 'Mobile version', and a search box. Below this is the Lufthansa logo and a tagline 'There's no better way to fly.'. The main navigation includes 'Book & Plan', 'Offers & Ideas', 'My Bookings', 'Information & Service', 'Miles & More', and a 'Login' button.

The 'Booking' section is active, showing options for 'Flight', 'Hotel', and 'Car'. It includes a 'Round-trip' vs 'One-way' selector, 'From' and 'To' city dropdowns, and 'Depart on' and 'Return on' date pickers. There are also fields for 'Adults', 'Children', and 'Infants' with dropdown menus, and a 'Class' selector set to 'Economy'.

A prominent promotional banner for 'Street View live' is displayed, featuring a couple and a price of '469€' for a flight from the USA. Below this, there are sections for 'Fly within Europe' (with a price of 'from 99 €\*') and 'Worldwide offers' (with a price of 'from 599 €\*').

The 'My bookings' section includes a 'My booking' button, 'Frequent flyer card', 'Seat', 'Special meals', 'Visa/APS data', and 'Cancellation' options. A 'Quicklinks' section provides links for 'Check-in', 'Flight status', 'Timetable', 'Lufthansa route network', 'Newsletter Registration', and 'Current travel information'.

At the bottom, there's a footer with 'Aviation Group', 'For corporate customers', 'For travel agencies', 'Travel tips', 'Partners', 'Careers', and 'A STAR ALLIANCE MEMBER' logo. There are also links for 'Imprint', 'Terms & Conditions', 'Passenger Rights', 'Privacy Statement', 'Terms of use', and 'Sitemap'.

**Attirer** et **fidéliser** plus de clients en se différenciant et en travaillant sur la marque et sur le site

## Objectifs

- Séduire **plus de clients**
- Délivrer une image de marque **sophistiquée et consistante**
- Encourager une **interaction avec la marque**
- Travailler la **fidélité client**

# IBM Web Experience platform



Mobile



Content



Targeting



Social



Integration



Analytics



Client

Contexte

Conversations

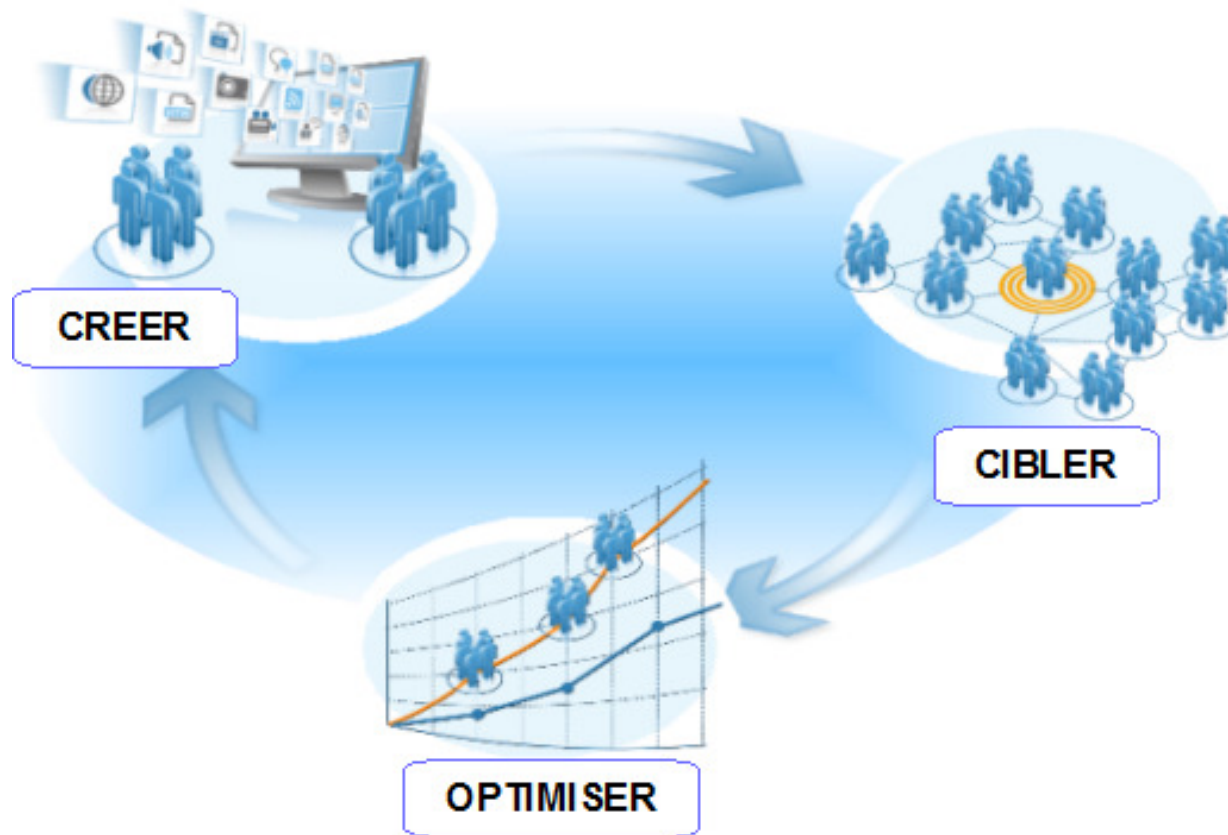
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# Comprendre le comportement utilisateur améliore sa « Web Expérience »



# Statistiques sur les pages

Promotions de sites, campagnes, retour d'informations sur les publications...



OPEN FINANCIAL NETWORK

Banking Lending Investments Community

Search

Online Banking Avg: 2,297

User name:

Password:

Log In Enroll Now Forgot Password

MORTGAGES Avg: 1,917

With you every step of the way to your new home

learn more >

Personal Advisor Avg: 183

Have questions or need financial advice?

Chat with your advisor - double click to chat

Daphne

View more

Money Works Avg: 950

Going green - 10 quickest ways to reduce your carbon footprint

How to coordinate your business finances with your personal pocketbook

View more

OFN Events Avg: 1,210

Mortgage Closing Main Street branch - May 14, 2010 9:00 AM Contact: Dennis Michael

Loans and Mortgages 101 Downtown branch - Apr 6, 2010 1:00 PM Contact: Steve Smith

First-time home buyers seminar Oak Street branch - May 14, 2010 9:00 AM

Quick Links

Savings Mortgages Home

Add "Getting Started" to analytics tag

Analytics tag name:

Analytics tag value:

Analytics tags associated with "Getting Started":

bannertest star x

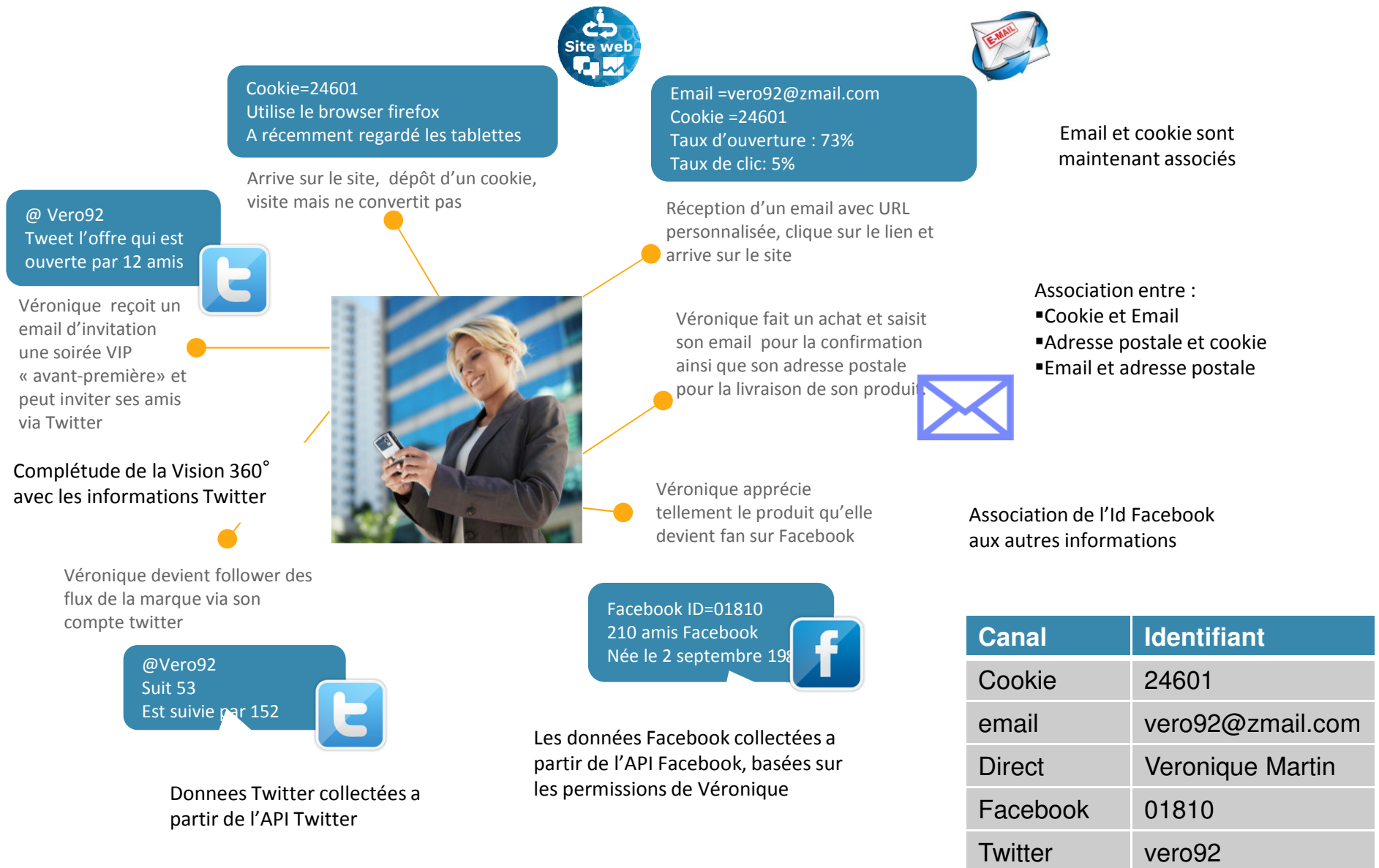
Add Done

# Détail du module Analytics\* de la Web Experience



\*: nécessite un produit tiers type IBM Coremetrics , Unica , Google analytics,...

# Exemple de collecte de données





# Les critères d'une "Web Experience" réussie

Communiquer | Agréger | Intégrer | Personnaliser | Multi-canaux



## ENGAGEANTE

**Equilibrer la forme et les fonctions**

*Visuel, simple et social*

## PERTINENTE

**Connaître sa cible**

*Anticiper & délivrer ce qui est attendu*

**Etre accessible**

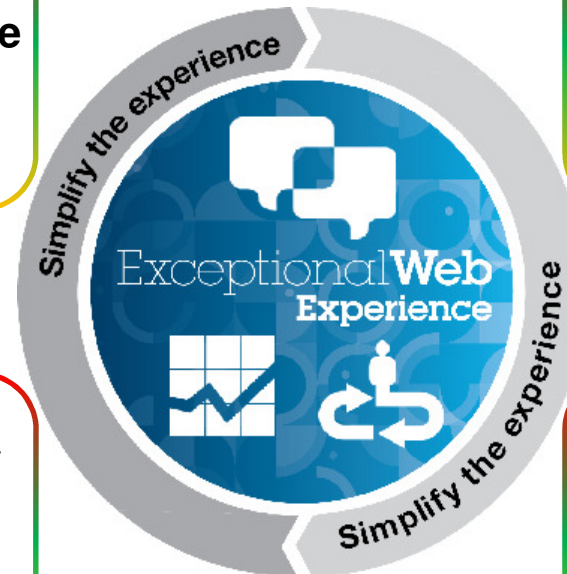
*Quelque soit l'endroit et la manière*

## MOBILE

**Faire d'un utilisateur un ambassadeur**

*Une expérience fiable et sécurisée*

## DIGNE DE CONFIANCE



# IBM SolutionsConnect 2013

L'IBM TechSoftware nouvelle génération



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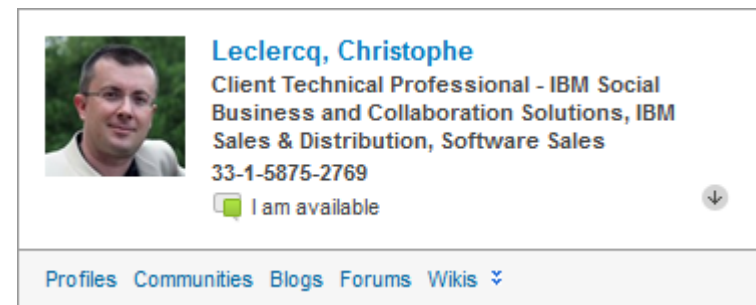
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# IBM SolutionsConnect 2013

L'IBM TechSoftware nouvelle génération

## Merci



 **Leclercq, Christophe**  
Client Technical Professional - IBM Social Business and Collaboration Solutions, IBM Sales & Distribution, Software Sales  
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