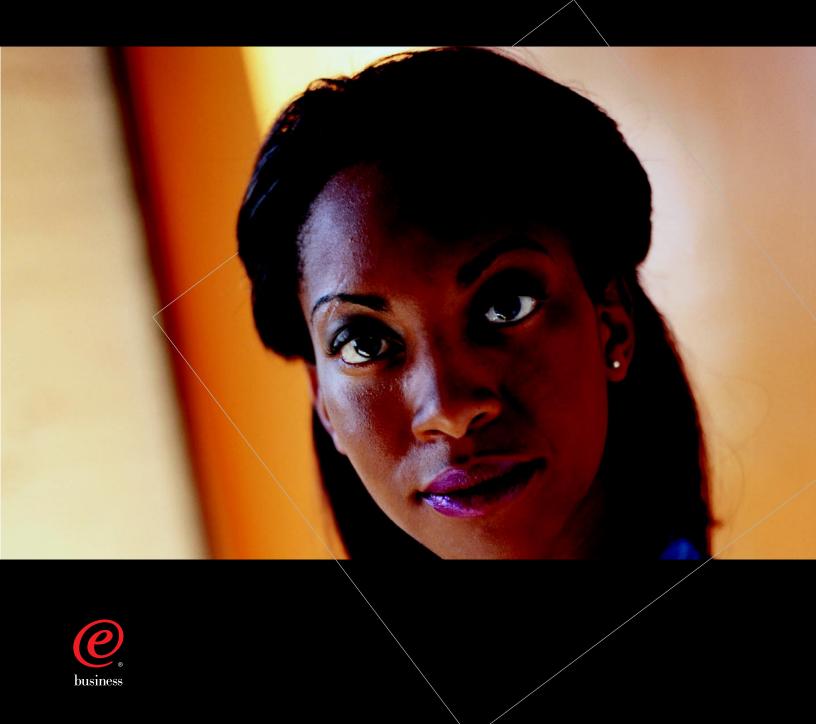IBM

Managing the e-business customer experience.

e business

Provide a first-class customer experience

You want to differentiate your e-business from the competition. It's not enough to simply get potential customers to your Web site. You have to convince them to stay — and to come back. And you have only seconds to provide the high-quality, personalized service loyal customers demand. Your Web site is the storefront, salesperson, customer service representative and accounting department. A customer's experience with your Web site can be limited or enhanced by the effectiveness of the technology you deploy. But your customers don't care about the technology — they just want the best service and experience possible. Quick and easy access to the information they need. High-quality content. Personalized services. If you can't provide first-class service, you don't stand out from the fray.

Offer visitors to your Web site the best experience possible. With offerings from the IBM WebSphere® software platform for e-business, you can quickly build tailored Web sites that attract, engage and retain users with quality content and applications. You can offer expert Web service, delivered efficiently to wired or wireless devices, based on individual customer preferences and your business objectives.

WebSphere software enables you to offer customers more options — and helps increase revenue as customer satisfaction improves. A comprehensive, scalable and flexible platform on which to build and deliver e-business applications, The WebSphere software platform includes personalization tools, wireless and voice options, Web site analysis tools, cross-platform data management, systems and security management tools.

The IBM WebSphere software platform enables you to develop and maintain high-quality content — and improve customer satisfaction in the process.

Attract, engage and retain users with high-quality content and applications.

A personalized solution

To interest potential customers, you have to attract them with intuitive, relevant content. To keep them, you have to provide a personal touch—with user-specific content and differentiated service that singles out regular visitors to your Web site. IBM WebSphere Personalization and IBM WebSphere Portal Server deliver content that is matched to the interests of each site visitor and formatted the way they want to see it.

Combining these personalization capabilities with IBM WebSphere Studio, Advanced Edition enables you to create personalized page templates and business rules that define the content—filling in the templates at runtime. The rules engine component of WebSphere Personalization dynamically evaluates the business rules, retrieves the deployed content that matches the interests of each site visitor and combines the templates and content into personalized pages. By filtering out unnecessary information, WebSphere Personalization allows customers to locate what they need more efficiently. And useful information is readily available.

With WebSphere Portal Server, you can quickly build and deploy your own custom portal Web site. Site visitors sign on to the portal and receive personalized Web pages that provide access to the content and applications they need. Visitors can customize the information presented or receive external syndicated content, such as news feeds or stock quotes. And the flexibility and scalability of WebSphere Portal Server allows you to build a wide variety of portal solutions when combined with IBM WebSphere Everyplace Suite or IBM WebSphere Commerce Suite. As data resources expand, you're prepared to handle the influx—minimizing any increase to development costs or time-to-market.

Know what your customers want

Creating effective Web rules based on the knowledge of your specific site enables the success of your e-business. You can't just launch the site and wait for something to happen. You need to know if your Web site is effective. Who is using it. Where visitors enter. How long they stay. IBM WebSphere Site Analyzer provides in-depth analysis of trends, usage, performance and content.

Usage analysis reveals how your site is being used, including how users get to your site, which pages they use most and when they leave your site. Comprehensive reports generated by WebSphere Site Analyzer allow you to track results of an advertising campaign or to determine how potential customers are navigating through your site.

Web page and content analysis provides information about the performance and structure of your site, including information regarding duplicate pages, unavailable resources, broken links and content with excessive load sizes. You can use this information to continually improve performance and enhance the visitor's experience.

Optimize the wireless Web experience
Your customers expect convenient access to information — regardless of the device they may use. IBM WebSphere Transcoding Publisher helps manage the complexity of new devices and markup languages, allowing you to focus on core business functions. With WebSphere Transcoding Publisher, wireless handheld devices, traditional personal computers and backend systems can communicate and readily exchange data.

By dynamically adapting existing content and transforming it for new environments, WebSphere Transcoding Publisher extends Web content to wireless devices, allowing you to reach new markets and provide new services without reauthoring. Delivery of information is streamlined so that content is provided efficiently to a variety of users. Content can be customized for end users to enable more effective interaction with customers, trading partners and employees. WebSphere Transcoding Publisher propels your business to the wireless Internet — and helps extend the reach of your data and applications to customers and employees — in most any environment.

You can extend the reach of your Web site even further with IBM WebSphere Voice Server. Text-to-voice capabilities provide voice recognition technology allowing you to quickly develop and deploy conversational e-business solutions. Combined with existing Web and call-center infrastructure investments, IBM WebSphere Voice Server enables you to leverage existing applications. You get the advantage of open architecture and industry-standard technology — such as Java™ and Voice XML — to build scalable, flexible applications.

Manage content without reauthoring code

To help you separate content from application logic and site design, the WebSphere software platform provides Web content management capabilities. Browser-based content contribution and flexible workflow enable non-technical content authors and editors to contribute, review and approve content stored in the authortime repository prior to deployment. Web content management also provides roles-based access control, version control and workflow to help manage content quality while supporting both JavaServer Pages™ (JSP™) components, Extensible Markup Language (XML) and Extensible Stylesheet Language (XSL) technology-based templates.

The authortime repository supports both file system and database assets and provides flexible publishing options for deploying approved content to the file system and database of the runtime server. Web content management can automatically deploy the content in a format that enables WebSphere Personalization and WebSphere Portal Server to select, assemble and deliver personalized content according to rules set by the WebSphere Personalization rules policy and the customized interface of WebSphere Portal Server.

Build on a solid platform

The foundation of the WebSphere software platform is the proven and reliable IBM WebSphere Application Server, Advanced Edition. It is an open, cross-platform, Java technology-based solution — and provides performance and scalability through application-level workload management and clustering. With features such as advanced security, transaction management, protocol and application adaptation, WebSphere Application Server, Advanced Edition can be used for even the most transaction-intensive environments.

IBM WebSphere software platform provides the tools you need not only to attract customers but to help entice them to return to your e-business time after time. With the standards for delivering a first-class Web site continuously on the rise, you need the resources to deal with the demands of new technology. With WebSphere software, you can deliver tailored content based on user preferences, collaborative filtering and business rules.

Scalable. Reliable. Cost-effective. The WebSphere software platform enables you to develop and maintain high-quality content — and improve customer satisfaction in the process.

A total e-business solution

From creating a dynamic, interactive Web site to conducting large volumes of e-commerce transactions — the IBM WebSphere software platform for e-business can help you build, manage and deploy robust, security-rich, portable e-business applications that meet your unique business requirements:
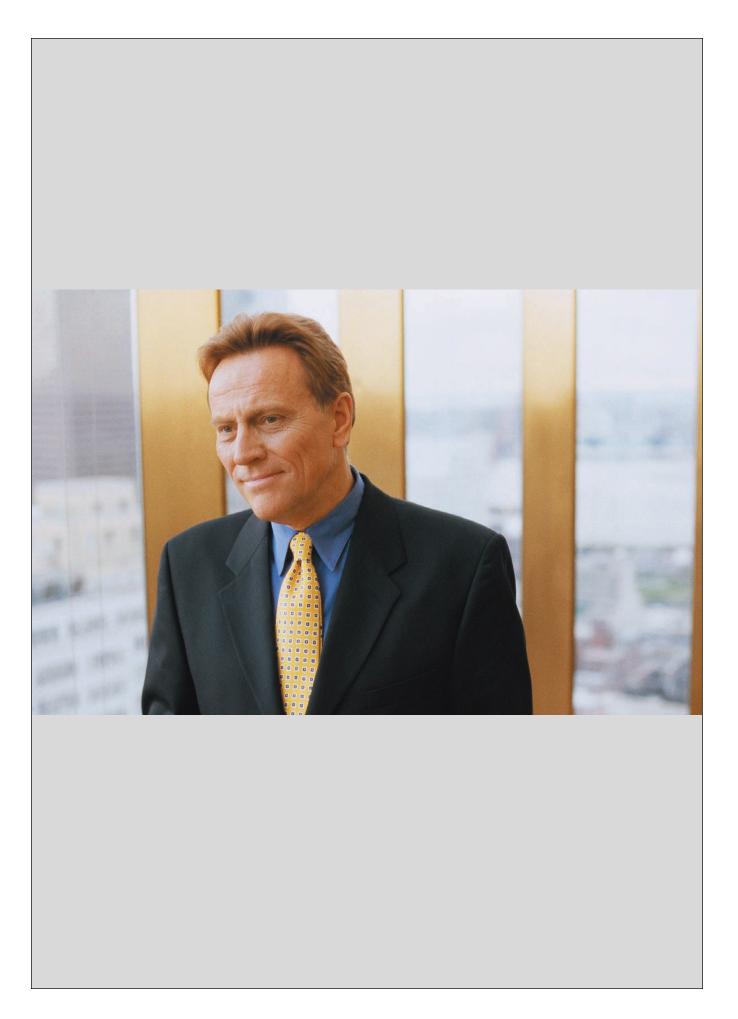
- *Get your e-business up and running with new applications that integrate seamlessly with existing ones.*

- *Enhance customer satisfaction by delivering a meaningful purchasing experience and prompt, personalized service.*

- *Adapt as markets shift and business goals evolve.*

- *Conduct business on a genuinely global scale, whether you're a start-up or a large enterprise.*

- *Streamline your supply chain by collaborating with trading partners and suppliers.*

The WebSphere software platform has the award-winning, proven offerings you need to create a total e-business solution — regardless of the business you're in.

For more information

The IBM WebSphere software platform for e-business. Innovative technologies. Flexible, plug-and-play, modular solutions that let you leverage your existing investments in applications, systems and skill sets. And designed to help you gain — and maintain — a competitive advantage. To learn more, visit:

ibm.com/websphere

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