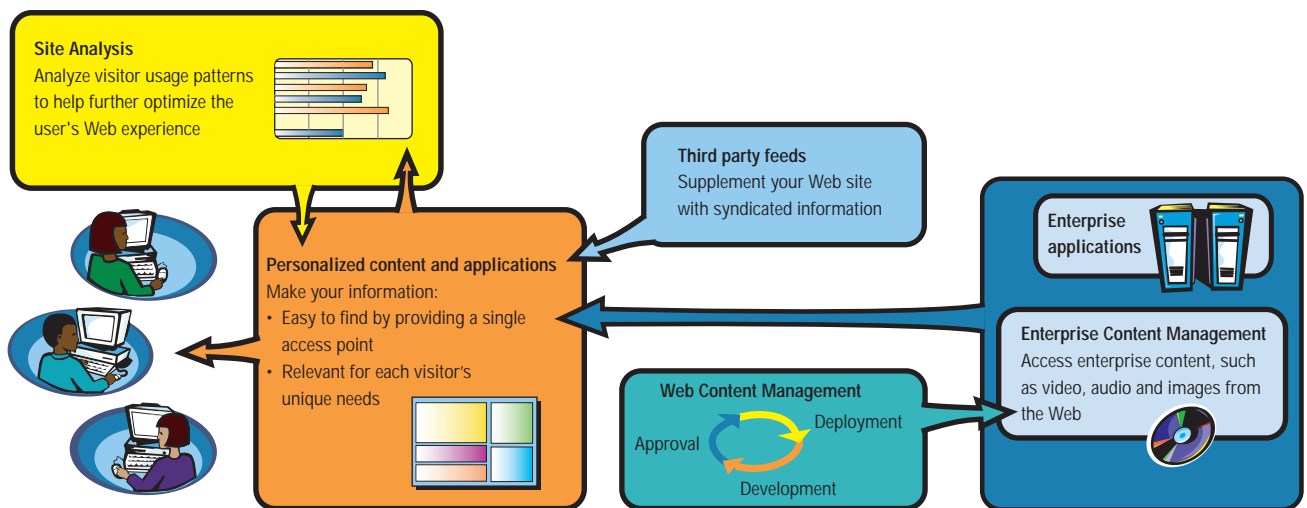*Build tailored Web sites that can attract, engage and retain users with high-quality content and applications.*

# IBM WebSphere User Experience, Version 1.1

**Site Analysis**
Analyze visitor usage patterns to help further optimize the user's Web experience

**Third party feeds**
Supplement your Web site with syndicated information

**Enterprise applications**

**Personalized content and applications**
Make your information:
• Easy to find by providing a single access point
• Relevant for each visitor's unique needs

**Enterprise Content Management**
Access enterprise content, such as video, audio and images from the Web

**Web Content Management**
Approval
Development
Deployment

*The IBM WebSphere User Experience offering provides the solution to help continually improve the user's Web experience.*

## Highlights

■ *Help differentiate your e-business with a first-class Web presence*

■ *Help lower costs for developing and maintaining high-quality content and improving your site*

■ *Help improve customer, trading partner and employee productivity and satisfaction with easy-to-find information*

No matter where you are in the e-business cycle, the challenge is the same. How do you turn browsers into buyers? And how do you lock in those key trading partners? If you're going to differentiate yourself from the competition, you have to be ready to respond to each user's needs personally — and fast. After all, the competition is only a mouse-click away.

Technology is no longer an enabler — it's a key differentiator. A user's experience with your Web site can be limited or enhanced by the technology you deploy. You need a software infrastructure that can handle diverse customer needs and the speed of change in the marketplace.

e·business

The IBM WebSphere User Experience offering brings together WebSphere software components to provide the solution. It includes content personalization capabilities, Web site analysis, content management and portal server technology that dynamically delivers tailored content to users while increasing Web site effectiveness. The offering also includes integration scenarios and a sample Web site that demonstrates how these components can be used together to build a first-class Web site.

**Personalize for unique needs and interests**
Customizing your Web site's content for each user makes the site more interesting and more meaningful. You can attract and retain users while improving the level of service you provide. Information is easier to find which can improve staff productivity and reduce costs. The WebSphere

User Experience offering enhances your user's experience by generating personalized content using IBM WebSphere Personalization. By adding rules, resource and recommendation engines to WebSphere Application Server, you can individualize the interaction between your users and your Web site. Visitors get views and information customized to meet their specific needs.

The WebSphere Personalization rules engine can determine what content is presented to each site visitor by executing business rules against group profile data. This feature can be used to classify visitors into market segments that support your business strategy. The resource engine combines Java™ technology-based interfaces and resource management to provide the
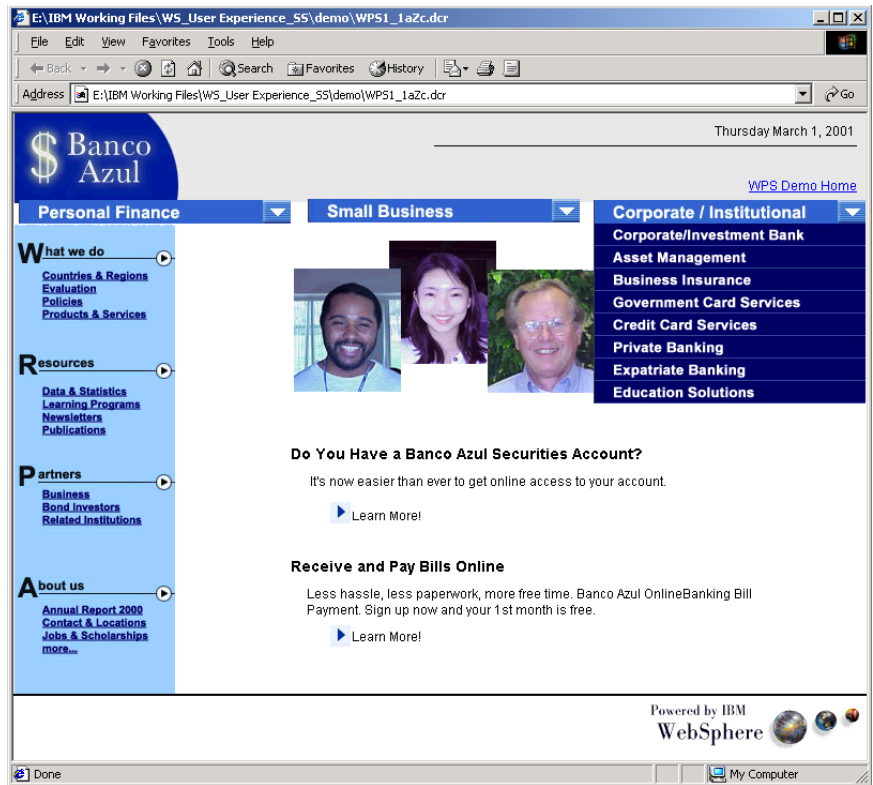


*IBM WebSphere Portal Server allows visitors to your Web site to get a single, personalized entry point to information and applications.*

rules engine with access to back-end databases, such as employee and customer profiles. And using sophisticated statistical approaches to extract trends from user behavior, the recommendation engine can provide content and product suggestions to help customers view information relevant to their needs and interests. You can quickly respond to shifts in user attitudes — without programming new business rules.

### A single point of entry

In e-business, portals support personalized easy-to-use access to a broad range of integrated applications, information and expertise inside and outside your enterprise. Site visitors sign on to the portal and receive customized Web pages giving them access to the content and applications they need. Visitors can choose the information presented and receive external syndicated content, such as news feeds or stock quotes.

IBM WebSphere Portal Server is a framework the WebSphere User Experience provides for building highly scalable portals for business-to-business (B2B), business-to-consumer (B2C) and business-to-employee (B2E) transactions. It allows users to construct and manage the content of their personal home pages — without requiring you to write any code. Visitors to your Web site get a single, personalized entry point to information sources and applications. And as data resources expand, you're prepared to handle the increase — helping to minimize development costs and speed time to market.

### Know your customers

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 have to know:

- *Who is using your Web site?*
- *Where do users enter?*
- *How long are they staying?*
- *Is my Web site effective?*

As part of the WebSphere User Experience offering, IBM WebSphere Site Analyzer can provide extensive enterprise Web site analysis of visitor usage trends and preferences. By understanding how users access your site, you can make the changes necessary to improve each customer's experience. Marketing managers can track the effectiveness of a recent advertising campaign, new Web site design or business rules. And developers can use information about duplicate pages, unavailable resources and broken links to continually enhance the user's experience.

### Easily manage and control access to Web site content

To help you separate content from application logic and site design, the WebSphere User Experience offering provides content management capabilities.

Interwoven TeamXpress, WebSphere Edition is a complete platform designed so you can develop, test and deploy WebSphere applications and Web content. Through tight integration with the other components of the WebSphere User Experience offering, it can enable you to rapidly build and manage high-quality, personalized Web sites built on the WebSphere software platform. Interwoven TeamXpress, WebSphere Edition:

- *Can enable nontechnical authors to submit content, automatically prompting the author to categorize content so it can be dynamically personalized according to WebSphere Personalization rules*
- *Helps reduce the cost of keeping Web content current, by providing task-based workflow to automate content creation, approval and publishing*
- *Searches, retrieves and reuses a variety of content stored in IBM Content Manager to help enhance the user's Web experience*

A powerful browser-based graphical user interface (GUI) gives users flexibility by enabling them to drag-and-drop file-based content so that nontechnical authors can submit text and file attachments. And if needed, you can develop directly from the WebSphere Studio tool. Deliver up-to-date content quickly and easily without compromising the consistent look and feel of your Web site. Enable content authors and editors to work independently or in teams to create, modify and approve content and preview their work with a virtualized view of your Web site.

Interwoven TeamXpress, WebSphere Edition can leverage the power of IBM Content Manager.

IBM Content Manager and Interwoven TeamXpress integrate with the other components of the WebSphere User Experience offering, helping give users access to the most up-to-date information, whenever they need it. Automatically deploy 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. Information is dynamically accessed to help ensure high-performance delivery without replicating the content. Web site developers can easily select content to incorporate with Interwoven TeamXpress customer-facing materials, helping to further ensure quick and easy access to the information they need. Everyone has access to current data — at lower cost to you.

**Extend personalized information to wireless customers**
Use of wireless devices is growing by leaps and bounds, driving the demand for anywhere, anytime access to information. Customers want the ability to conduct transactions at their convenience, regardless of how and where they access your Web site. To be competitive, you have to be able to extend the Web experience.

When used with the WebSphere User Experience offering, the IBM WebSphere Everyplace Access offering helps you extend dynamically customized Web content to a variety of devices. Help gain competitive advantage by creating integrated Web and telephone self-service access to your business data and processes. The WebSphere Everyplace Access offering can enable you to leverage existing Web development investments — reducing development costs and improving time to market — so you can reach your customers, wherever they may be.

**A proven, reliable foundation**

It's not enough to provide customers with personalized Web content, you have to ensure that it is built on a sound foundation that can scale as your business grows. The foundation of the WebSphere software platform is the award-winning IBM WebSphere Application Server, Advanced Edition. An open, cross-platform, Java™ technology-based solution, it provides the performance and scalability you need with application-level workload management and clustering, so you can get your e-business applications up and running quickly. Transform static information into dynamic Web content — and make it available to users faster.

Because WebSphere Application Server, Advanced Edition, is based on open standards, you get a full range of development capabilities. Leverage current skill sets — and quickly add functionality as your business needs change. Built on this solid platform, the WebSphere User Experience offering enables you to operate in even the most transaction-intensive B2B, B2C and B2E environments.

**Get ready for dynamic e-business**

Users demand a unique, relevant, meaningful experience each time they visit your Web site. The IBM WebSphere User Experience offering provides you with the resources not only to help attract users but to help entice them to return to your site time after time. Building a first-class Web site with the IBM WebSphere software platform for e-business means you can grow your business — at the speed the market demands.

**For more information**

Scalable. Flexible. Cost-effective. The IBM WebSphere software platform for e-business and platform-based solutions can enable you to develop and maintain high-quality Web site content — and improve customer satisfaction in the process. To learn more, visit:

**ibm.com**/websphere/experience

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