

**#getsocial11**

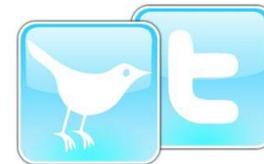
# Get Social **Roadshow**

## Exceptional Web Experiences

**Brandon Seppa**

Social Business and Web/Mobile Experience Consultant  
IBM SWG - CEE, Middle East, and Africa

*Join the conversation*



@Lotus\_CEE  
#getsocial11

Get Social. **Do Business.**





The "web" conversation has changed *dramatically* ...

## Two years ago



## Now







# 2010 IBM Global CEO Study

## Capitalizing on Complexity

Insights from the  
Global Chief Executive  
Officer Study

**Change** becomes **Complexity**

The combined insight from our 1,541 interviews calls for CEOs and their teams to:

<b>Embody creative leadership</b> <ul style="list-style-type: none"><li>• Embrace ambiguity</li><li>• Take risks that disrupt legacy business models</li><li>• Leapfrog beyond "tried-and-true" management styles</li></ul>	<b>Reinvent customer relationships</b> <ul style="list-style-type: none"><li>• Honor your customers above all else</li><li>• Use two-way communications to sync with customers</li><li>• Profit from the information explosion</li></ul>	<b>Build operating dexterity</b> <ul style="list-style-type: none"><li>• Simplify whenever possible</li><li>• Manage systemic complexity</li><li>• Promote a mindset of being fast and flexible</li><li>• Be "glocal"</li></ul>
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*"Simplifying our products and processes is our response to the extended complexity in the world."*

Banking CEO, Netherlands

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# Management priorities have changed ...

The results are consistent across surveys

Achieving growth through improved *focus on the customer...*

## 2010 IBM Global CEO Study

Embody  
creative  
leadership

Build  
operating  
dexterity



Reinvent  
customer  
relationships

- “Getting closer to customers” is the single most important theme
- Better understand customer needs through collaboration and info sharing
- Exploit the information explosion to deliver unprecedented customer service

“ **95%** of standout organizations will focus on 'getting closer to the customer' over the next 5 years ”

## 2010 Gartner CEO and Senior Business Executive Survey\*

The top three business priorities for 2011-12 are:

- 1) Retaining **customer relationships** and **enhancing them online**
- 2) Maintaining competitive advantage
- 3) Attracting new customers

**Gartner**  
Research

\*Source = Gartner Research. Mark Raskino, Jorge Lopez. March 29, 2010





## Why the renewed focus on Customer Relationships?

Retaining customers is linked to increased profitability

- A **2% increase in customer retention** has the same effect on profits as **cutting costs by 10%**
- A **5% reduction in customer defection rate** can **increase profits by 25-125%**, depending on the industry
- Acquiring new customers can cost **5x more** than satisfying and retaining current customers



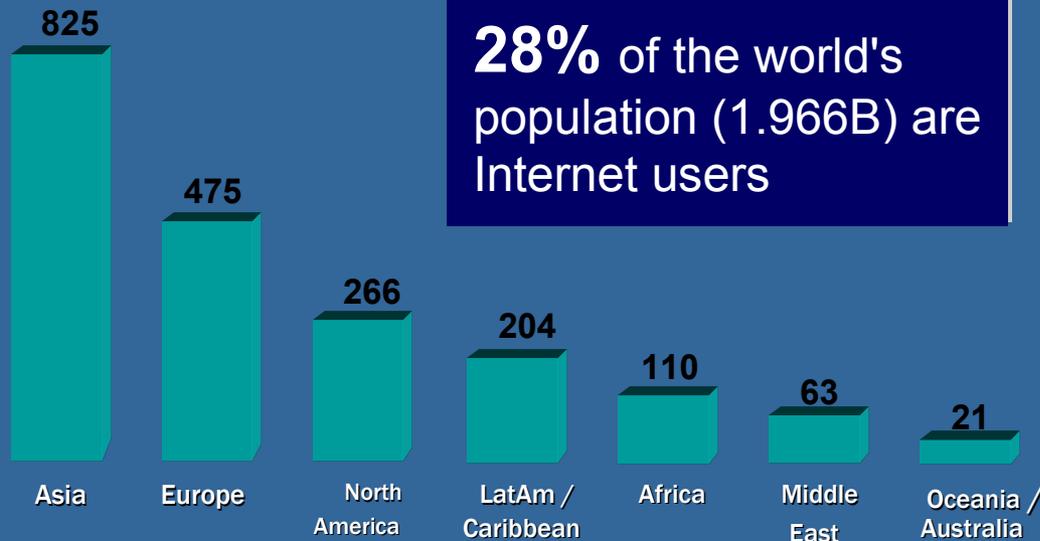


# Why so much focus on the online Customer?

2000	2009	Online Activities Shifting
35%	81%	Research products & services
27%	75%	Buy a product
19%	66%	Make travel reservations
0%	62%	Watch a video
10%	57%	Do online banking
0%	47%	Use a social network site
0%	32%	Read others' blogs
0%	31%	Provide ratings

## Internet Users Worldwide

by Geographic Regions (MM)



As of June 30, 2010

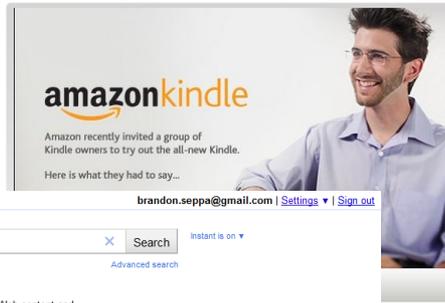
Source: [www.internetworldstats.com](http://www.internetworldstats.com)





# An "Exceptional Web Experience" Can take many forms...

## What Customers are Saying



United States of America | Other countries | Help & Contact

There's no better way to fly.

### Lufthansa

Booking | Top Offers | Information & Service | Miles & More | My Ac

Booking | Flight | Round-trip | From | To | Class | Economy | I have an account | Search with | Multi-segment | Award Book

Everything | Images | Videos | More

Search by | Wonder wheel | More search tools

Adults | Children | Infants | Economy | Business | First

Aviation Group | Imprint | Terms

Google | IBM WebSphere Portal | About 1,540,000 results (0.31 seconds)

IBM Web Portal software from WebSphere | Web Portal software from WebSphere provides a single access point to Web content and applications, personalized to each user's needs.

IBM developerWorks - WebSphere Portal zone | Official IBM Web site for WebSphere Portal developers.

IBM enterprise portal software - WebSphere Portal Server | Offers enterprise portal capabilities that enable you to quickly consolidate...

IBM Redbooks | IBM WebSphere Portal V6 Self Help Guide | This IBM Redpaper focuses on considerations for the optimal configuration...

IBM WebSphere - Wikipedia, the free encyclopedia | In computing, IBM WebSphere refers to a brand of software products...

YouTube - IBM WebSphere Portal Web 2.0 Features | This demonstration shows the power of IBM WebSphere Portal Web 2.0 features on a touchscreen.

About this facility - IBM WebSphere Portal | Phone Numbers: Hospital operator: 903-427-5000, Advice/appointments/cancellations/messages: 1-888-750-0036 (toll free).

Home - IBM Lotus and WebSphere Portal Business Solutions Catalog | IBM WebSphere Portal Content Templates Catalog 2.0, May 7, 2010...

Gap Inc. - Media | 30 Nov 2010 ... Gap Inc. Opens First Gap and Banana Republic Stores In Italy.

Amazon.com: Mastering IBM WebSphere Portal: Expert Guidance to... | Maximize on the power of WebSphere Portal to build and deploy portals.

Searches related to **ibm websphere portal**

facebook | Search | Home | Profile | Account

Brandon Seppa | Wall | Info | Photos | Video

What's on your mind? | Attach: | Share

Brandon Seppa | Lunch Hour Stroll Through Old Town (November 30, 2010) | 14 new photos | 20 hours ago via Facebook for Android | Like · Comment · Share | Lindsey Green and Sue Dunlavey like this.

Brandon Seppa Danny-doo and Tara | Tagged: Tara Seppa, Amy Marchibroda | November 26 at 8:35pm via Facebook for Android | Like · Comment · Share | Brigit Famula, Mary Doyle and 2 others like this.

Brandon Pusey | Tron Legacy Efekty 3D - Opening Date: December 17th, 2010 at Oskar Imax in Prague! Let's get tickles for the 20th, want? I mean come on, we're talking imax in efekty 3D here!

Relationship Status: Married to Tara Seppa | Current City: Vnohřady, Praha, Czech Republic | Friends: 166 friends | See All

I purchased this for my wife as a birthday present and she loves it. This is our first and she is well pleased with it and can not wait to get more books.

Great reader | Best reading experience. It is not great with pdf files and it would be great to be able to...

County Offices Closed Monday, Jan. 18 - County offices will be closed on Monday, Jan. 18 to celebrate Martin Luther King Jr.'s birthday.

County Unveils Census 2010 Website - The County has launched a new website to educate and motivate residents to take part in the upcoming 2010 Census.

Recovering from the Fires - Los Angeles County has a new website providing resources for fire recovery and mudslide information.

H1N1 Vaccine Availability Increased - The H1N1 flu vaccine is now available to individuals outside the five vaccine priority groups.

Services Locator | Find the LA County services and facilities that serve your area.

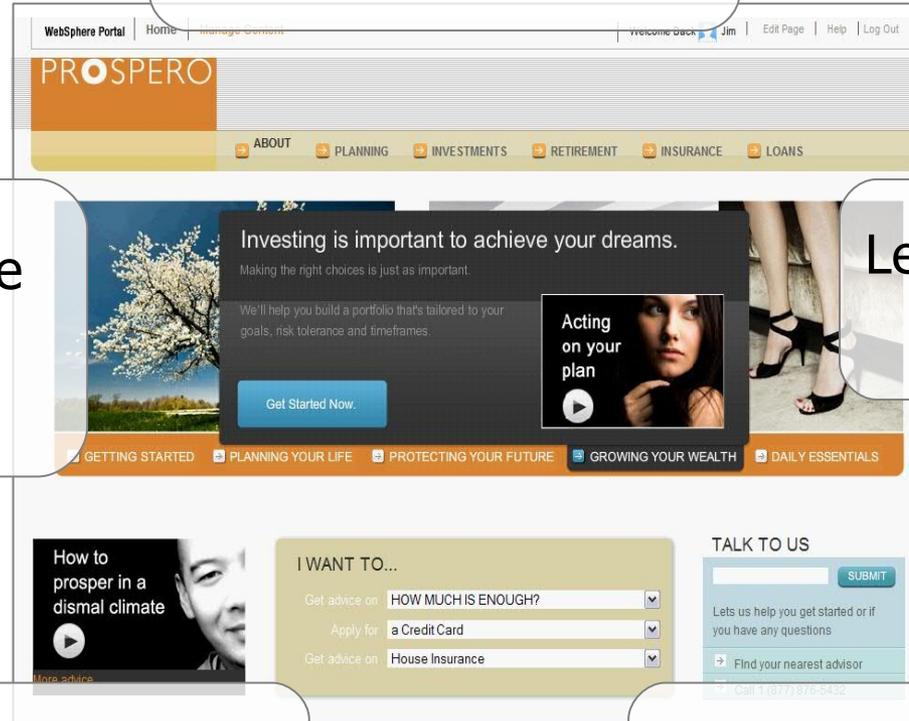
Board of Supervisors





# Key elements of an “**Exceptional Web Experience**” that drive better business results

**Delights your users**



**Creates sustainable differentiation**

**Leverages investments**

**Adapts to new opportunities**

**Delivers in every situation**





## An *Exceptional* Web Experience can deliver *exceptional* business value

- An “Exceptional Web Experience” can provide <sup>1</sup>:
  - **400% higher** visit-to-lead conversion rate
  - **200% higher** visit-to-order conversion rate
  - **41% lower** page abandonment rates
  - **16.6% more** customers who are likely to recommend products and services
  - **15.8% fewer** customers lost to competitors
  - **14.4% more** customers who show repeat purchase interest
- IBM customers have reported:
  - **30% higher** rating of web self-service over the help desk
  - **75% faster** time to roll out new customer applications
  - **30% reduction** in call center field support calls
  - Ability to support **100x increase in web site traffic** during a major event, while maintaining 100% web site availability and protecting the system from unauthorized access <sup>2</sup>

1) Best Practices In User Experience Design, Forrester Research, Inc., September 4, 2009

2) Australian Open [http://www-01.ibm.com/software/success/cssdb.nsf/CS/LWIS-7JMQEX?OpenDocument&Site=software&cty=en\\_us](http://www-01.ibm.com/software/success/cssdb.nsf/CS/LWIS-7JMQEX?OpenDocument&Site=software&cty=en_us)





## And an *poor* Web Experience can *damage* your brand

- 24% of consumers say they have **left a bank** due to a poor online experience \*



\* IDC Financial Insights "Digital Services Impact on Customer Retention and Acquisition", September 2010





# Customer Expectations *online* have changed *significantly*

Customers expect an experience **online** that is ...

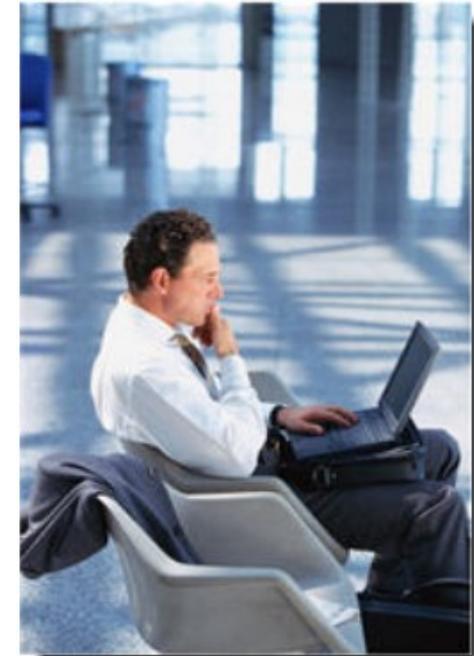
**Relevant & Personalized**  
*to individual needs*



**Engaging**  
*memorable, compelling,  
moments of truth*



**Portable**  
*consistent experiences  
when & where needed*



**Trustworthy:** *Delivered with reliability, security, consistency*





## While we're on the subject ... Mobile usage is **Exploding**

- **Over 85%** of new handsets sold WW in 2011 will have **mobile Web access**
- There were **4.6 billion mobile subscriptions** at the end of 2010 (that's almost 80% of the world population)
- Almost **one in five global mobile subscribers have access to fast mobile Internet (3G or better)** services
- The number of people accessing the **mobile Internet** is growing fast and is **expected to overtake the PC** as the most popular way to get on the Web within 3 years.

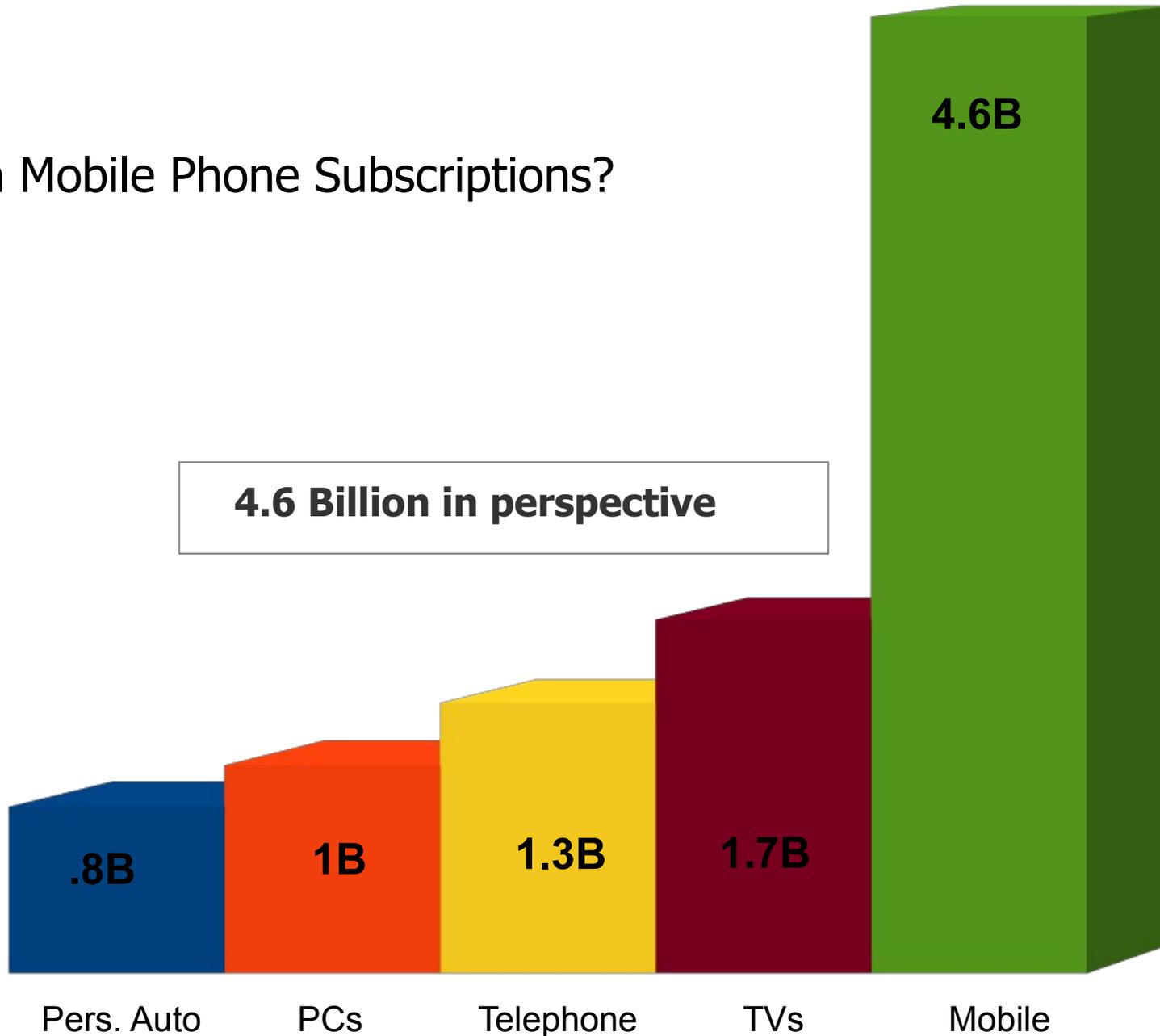


Source : Gartner, International Telecommunication Union, eMarketer; Internet Statistics





# 4.6 Billion Mobile Phone Subscriptions?



**Can you clearly articulate your *Mobile* strategy?**





Indeed, web experience has become a strategic priority

- 1) Enhancing **customer relationships** is a key business priority for 2011-12
- 2) Enhanced customer relationships = **improved customer retention** and **lower customer attrition** = **increased profitability**
- 3) Your customer is increasingly **online** and **mobile**
- 4) To satisfy your customer, you must provide an *exceptional web/mobile experience*

**How will you provide an Exceptional Web Experience to your customers?**





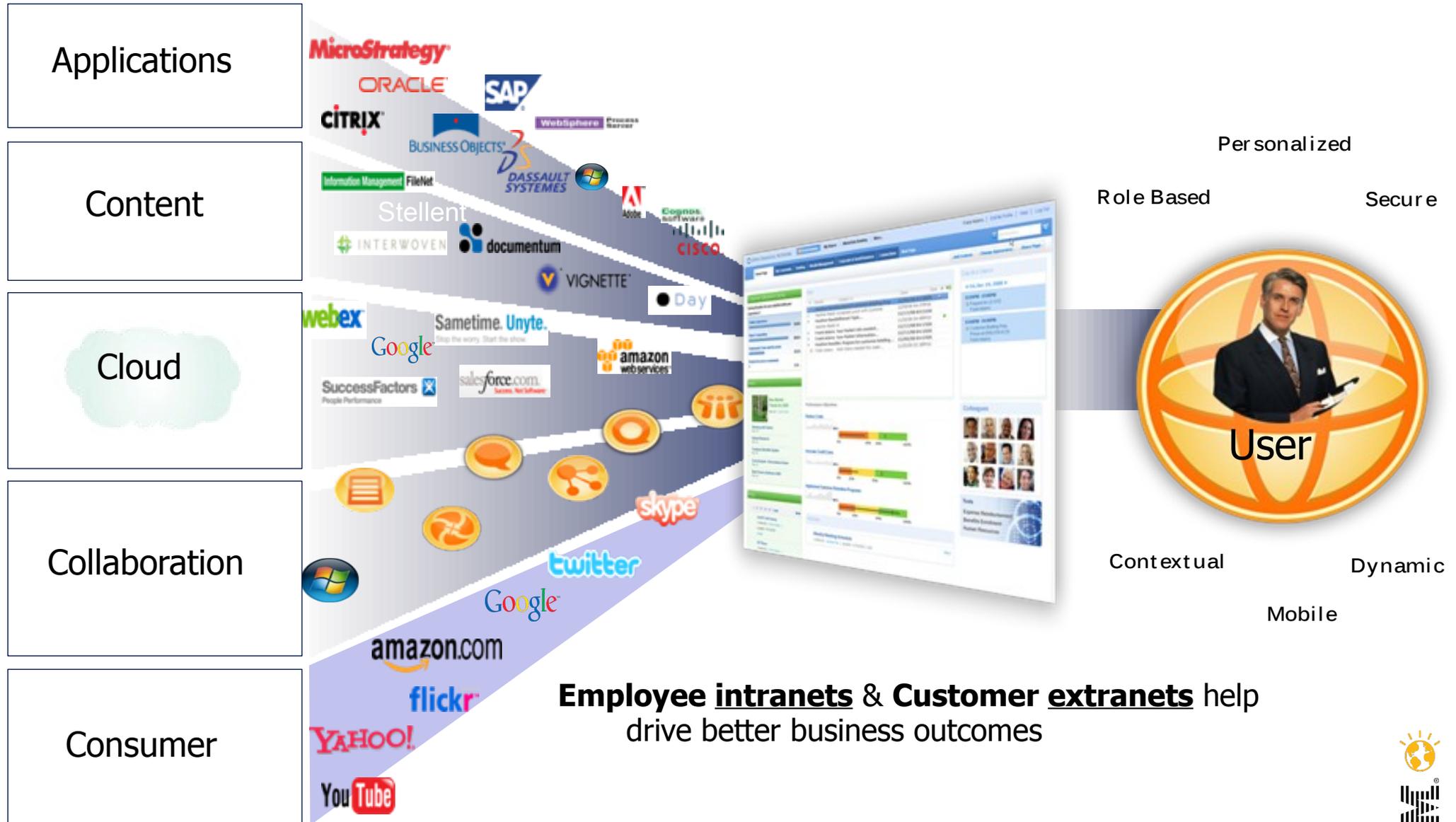
What do “Exceptional Web Experiences” have to do with **WebSphere Portal**?





# WebSphere Portal: Putting all the pieces together

Combine Internal & External Applications/Data into **Exceptional Web Experiences**



## Who is using Portals?





# WebSphere Portal Portfolio Strategy



**WebSphere Portal**  
*Core Integration Platform*



**IBM Accelerators**  
*extend functionality as needed to match key requirements*



**Industry Toolboxes**  
*Industry templates, code assets, and best practices to maximize "Out-of-Box" value*

**Typical solution = Core Portal + Accelerators**



# WebSphere Portal Industry Toolboxes

## Application Briefs

Case Studies describing solution scenarios

## Business Value Guides

Help illustrate best-practice process and information flow

## Pre-built Templates

Help jump-start design & assembly of end solutions

## Demonstrations

Videos/recordings of example solutions that illustrate what end solutions can look like

## Other Code Assets

Sample Forms, Dashboards, or other Portlets which can help expedite the assembly of a solution

[www.ibm.com/software/websphere/portal/industry](http://www.ibm.com/software/websphere/portal/industry)

## IBM Healthcare Industry Toolbox for WebSphere Portal



## IBM Government Industry Toolbox for WebSphere Portal



## IBM Banking Industry Toolbox for WebSphere Portal



### Government to Citizen Port

Give citizens access to gov...  
They can apply and pay for...  
ensure efficient processing...  
stay in touch with citizens in

- [Application Brief](#)
- [Case Studies](#)
- [Demonstrations](#)
- [Business Value Guide](#)
- [Software assets](#)

### Government to Business P

Help foster innovation and...  
Streamline costs, capture r...  
platform for business to inte

- [Case Studies](#)
- [Demonstrations](#)

### Public Safety

Whether dealing with natur...  
security of citizens are chall...  
public to effectively respond

- [Application Brief](#)
- [Case Studies](#)

### Customer Care and Insight

Banking front-office solutions can help you maximize the value of face-to-face and self-service collaboration with your customers

- [Application Briefs](#)
- [Case Studies](#)
- [Demonstrations](#)
- [Business Value Guide](#)
- [Solution Assets](#)

### Multi-Channel Banking

Bank customers are demanding access to products and services based on the customer's schedule and location. "Bankers Hours" are now being defined as 24 hours a day 365 days a year.

- [Application Briefs](#)
- [Case Studies](#)
- [Demonstrations](#)
- [Business Value Guide](#)
- [Solution Assets](#)

### Payments

We're here to help

Easy ways to get the answers you need.

[Request a quote](#)

[E-mail IBM](#)

Call us at:  
7-426-3774  
Priority code:  
M4CBW63

We're here to help

Easy ways to get the answers you need.

[Request a quote](#)

### Fifth Third Bank



"IBM's role is to help us find solutions every day that enable us to reach our objectives efficiently and cost effectively. We don't view IBM as a vendor but as an extension of our organization." – Jim Scott,

[Read now](#)



# WebSphere Portal Retail Banking Template – now includes mobile access

*Helps banks set up social environments where consumers can interact with the bank, manage their accounts, and communicate with experts*

- **Improved Customer Access**  
anonymous and authenticated access
- **Increased Customer Satisfaction**  
personalized services, info. and offers
- **Improved Efficiency**  
by empowering customer self service
- **Greater Banking Innovation**  
by freeing bankers to focus more on services (and less on administrative tasks)
- **Foundation for Multi-Channel Banking**  
extend to Mobile, Kiosks and other platforms

**NEW**

Demo: <http://bit.ly/bankdemo>





# IBM's Exceptional Web Experience portfolio

The most widely used in the world today

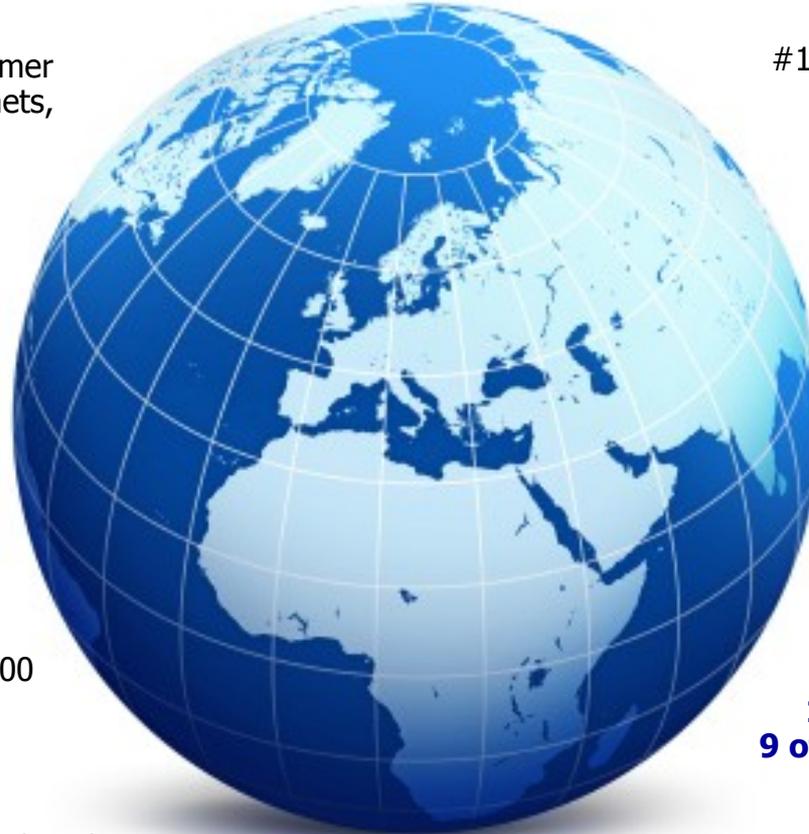
Over 11,000 WW customers with customer facing apps and socially-enriched intranets, B2B, B2C, B2E applications

Industry leading Web analytics integration

80% of all transactions on the Web go through WebSphere software

#1 in BPM market share with over 5,000 customers

#1 Enterprise Social Software market share with IBM Lotus Connections



#1 market share for Portals for 9 years running

WebSphere Commerce Market Leader in Forrester and Gartner ranking

Most customers in Top 100 Internet Retailers

### Globally...

**10 of top 10 Global banks**  
**9 of the top 10 European banks**

8 of top 10 retailers  
12 of the largest telcos  
50 major health providers  
500 gov'ts + every G8 nation

Over **300 million** named users in our top 15 customers alone

**1 in 6 people worldwide** with internet access is a named user in a WebSphere Portal application





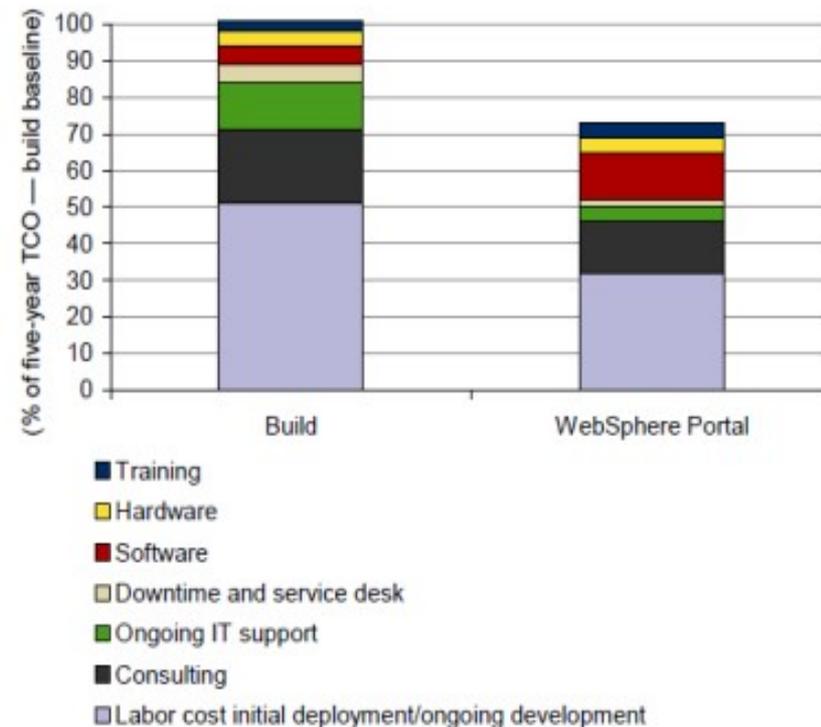
# Why are so many organizations using WebSphere Portal?

## The WebSphere Portal (WPS) Advantage

(an IDC Study)

- WPS based solutions had on average a **29% lower 5-Year TCO**
- **38% lower labor cost** to deploy portals and applications with WPS
- Every \$1 spent on WPS SW yielded on average **\$4.80 in IT labor avoidance**
- Initial deployments of portals developed on WPS were **45% faster to market**
- Subsequent applications developed on WPS platform had a **78% faster time to market**
- **28% increase** in server and application **availability**

Comparison of Five-Year TCO



Learn more from IDC and download the white paper at [IDC.com](http://IDC.com)





# WebSphere Portal v7.0

Exceptional Web Experience Foundation

- **Seamless convergence** of **Web Portal & Web content management**
- **Socially-Infused Web experiences** with out-of-box **Blogs & Wikis**
- **Personal/Public content organization** and sharing with **Tagging** and **Tag clouds**
- **Community content value measurement** enabled by **Ratings**
- **Enhanced Web analytics support** for greater insight into user behavior
- **Virtualization support** increases deployment/cost-of-ownership flexibility



### Exploring Consumables

A consumable is a web service, a web feed, a widget or a code snippet that may be used as an element of a situational application. You can explore existing consumables, tag them, rate them, discuss them with your colleagues... more.

Filter the list by Keywords:    Or discover through Popular tags: [less](#) [more](#)

Ready to share your work? Submit details of your consumable to share with the community. [Add a consumable](#)

Other display options:  All consumables  My consumables  More Detail  More Entries

Consumable Name	Type	Rating	Last Updated	Summary
Sametime Awareness Service	Service	★★★★	Aug 1 <sup>st</sup> 2007, 10:07am	REST service provides Sametime Awareness status.
Atomizer	Service	★★★★	Aug 2 <sup>nd</sup>	
BlogCentral v3 Atom Publishing Protocol	Service	★★★★	Aug 1 <sup>st</sup>	
Global Campus Feed	Service	★★★★	Aug 1 <sup>st</sup>	
CICSplex SM EVENTs Atom feed	Service	★★★★	Jul 31 <sup>st</sup>	
CICSplex SM REST API	Service	★★★★	Jul 30 <sup>th</sup>	
Patent Information Services	Service	★★★★	Jul 27 <sup>th</sup>	
Bluecard	Widget	★★★★	Jul 23 <sup>rd</sup>	
REST SERVICE DOWNLOAD	Snippet	★★★★	Jul 16 <sup>th</sup>	
Lotus Connections Profiles	Service	★★★★	Jul 11 <sup>th</sup>	

Didn't find a consumable? If you were unable to find the consumable you were looking for, consider building your own consumable.

### Content Explorer

Explore through the items in the repository

You are in: My Items

- Authoring Template
- Category
- Component
- Content
- Folder
- Presentation Template
- Project**
- Site
- Site Area

Group By Type

- Personal
- Projects
- Favorites

Group By Type

- Personal
- Projects
- Favorites

### TALK TO US

Let us help you get started or if you have any questions

Find your nearest advisor

Call 1 (877) 876-5432

**Do you have a web/mobile experience *foundation* in place today?**

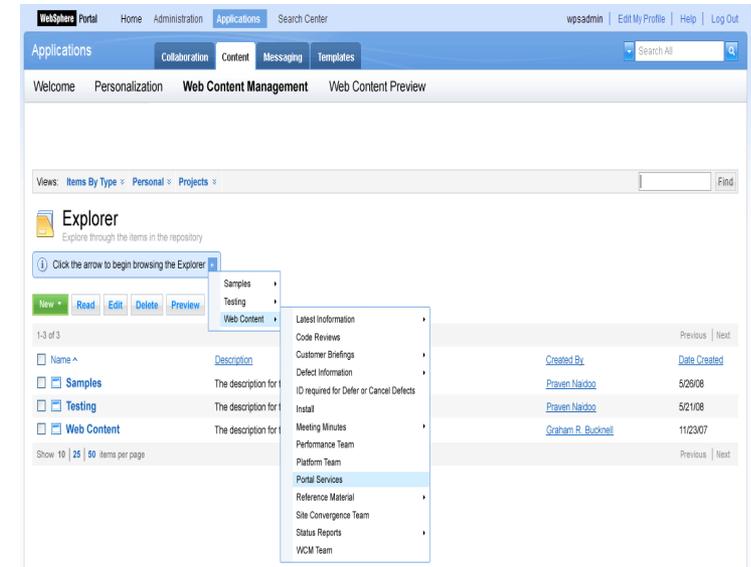




# Web Content Management (WCM) V7.0

Deliver Rich, Social Web Experiences Faster, Simpler & More Cost Effectively

- **Immersive, engaging and interactive Web experiences** leveraging **rich media** assets
- **Insightful views** into **user behavior** and **content production** with **analytics**
- **Social Web experiences** with **community** driven **tagging** and **rating**
- **Simplified** and **faster content creation** with **Web 2.0 user authoring experience** enhancements
- **Pre-built site templates** for **fast** and **simple delivery** of **professional Web experiences**



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A consumable is a web service, a web feed, a widget or a code snippet that may be used as an element of a situational application. You can explore existing consumables, tag them, rate them, discuss them with your colleagues... [more](#)

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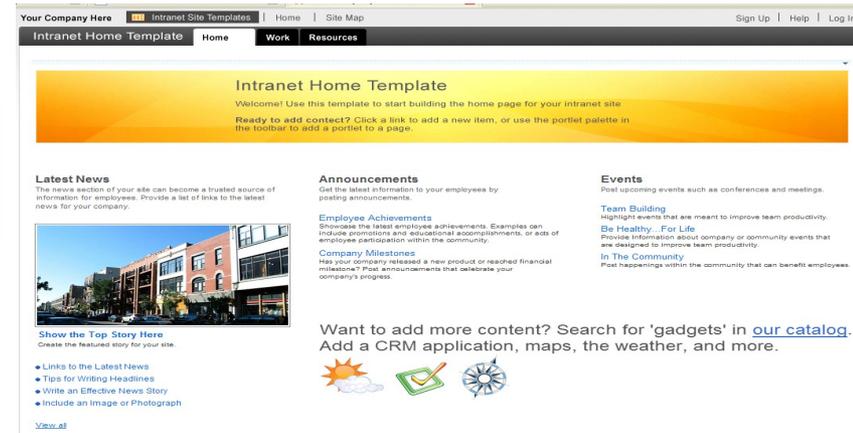
Filter the list by **Keywords:**  [GO](#) [Reset](#) Or discover through **Popular tags:**  [more](#)

Once you have filtered by keyword make sure to check out your other options to the right.

Other display options:

- All consumables
- My consumables
- More Detail
- More Entries

Consumable Name	Type	Rating	Last Updated	Summary
Sametime Awareness Service	Service	★★★★★	Aug 1 <sup>st</sup> 2007, 10.07am	REST service provides Sametime Awareness status
Atomizer	Service	★★★★☆	Aug 1 <sup>st</sup> 2007, 8.42am	Converts most RSS feeds to Atom 1.0
BlogCentral v3 Atom Publishing Protocol	Service	★★★★★	Aug 1 <sup>st</sup> 2007, 6.15am	Implementation of the Atom Publishing Protocol to publish entries to BlogCentral. Currently in beta.
Global Campus Feed	Service	★★★★★	Aug 1 <sup>st</sup> 2007, 6.10am	This web service returns complete course and course schedule information for a given Global Campus course code.
CICSplex SM EVENTS Atom feed	Service	★★★★★	Jul 31 <sup>st</sup> 2007, 8.59am	The CICSplex SM EVENTS Atom feed allows CICSplex SM RTA EVENT be made available as an Atom feed
CICSplex SM REST API	Service	★★★★★	Jul 30 <sup>th</sup> 2007, 6.41am	The CICSplex SM REST API currently supports the retrieval of its data producing JSON as its output.



Do you still have separate infrastructure for *web applications* and *content* ?





# HSBC – Targeted Selling

WebSphere Portal with WCM allows marketers to create campaigns dynamically

- Ability to test-market campaigns *before* general availability
- ***Gives customers an offer they want to see***
- Increases upsell / cross-sell opportunities



Which picture had the best click thru rate on the Home Page?

Four identical offers, test-marketed

A	<p><b>My smart idea:</b> "Empty parking space indicator" Mike Stoopack</p>		B	<p><b>Smart</b> ▶ <b>Even Smarter</b> <b>The Smart Package</b></p> <p>Get Interest Checking Free with Direct Deposit and a free night at Marriott®</p>
	1.75%	<p><b>35% Difference</b> Between Best &amp; Worst</p>		2.30%
C	<p><b>My smart idea:</b> "Psychiatrist couch/tanning bed" Mark Webb</p>		D	<p><b>Smart</b> ▶ <b>Even Smarter</b> <b>The Smart Package</b></p> <p>Get Interest Checking Free with Direct Deposit and a free night at Marriott®</p>
	1.71%	<p>23% uplift just from changing a door color! Who would have guessed?</p>		1.88%

Portal click-through tracking gives real-time data

HSBC goes to market with best offer





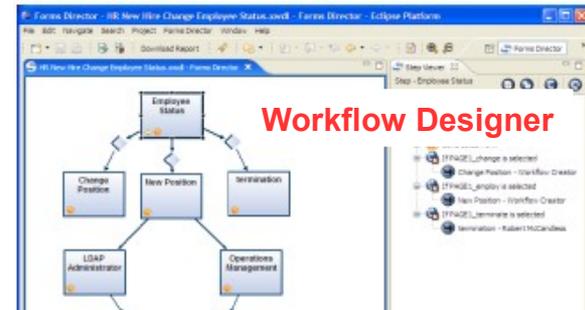
# IBM Forms with Workflow

Dramatic reduction in cost and time for form processing

- **Easy to use** – requires no formal IT training or custom coding to create simple or complex workflows
  - *Visual Point and Click Design*
- **Complete** – solution for form based workflow solution
  - *Workflow design, runtime, monitoring, reporting and portlets*
- **Flexibility** – to easily monitor and change work flows
- **Integration** – XML for format lets you easily route forms and data to and from content management systems and databases
- **Improve productivity** with **reduced labor**, lost action items and forms processing time

Template Name	Sent On	Sent By	Step Name
HR New Hire	August 2, 2010 10:20:35 AM	Lauren Beeler	Hire Employee
Expense Report	July 28, 2010 9:01:10 AM	Gary Magno	Approval Step
Expense Report	July 28, 2010 9:00:32 AM	Gary Magno	Approval Step
Expense Report	July 28, 2010 8:42:52 AM	Lauren Beeler	Approval Step

**Workflow Portlet Pack**



**Workflow Report Designer**

Expense Summary

Name: USERNAME

Date	Description	Amount (USD)
DATEEXPE	ITEM	AMOUNT
Total:		AMOUNT

Edit Column Properties

Display data from column:

- SQL Data Set: Expense Data
- AMOUNT
- DATEEXPENSED
- ITEM
- USERNAME

What is in those paper file cabinets at your office?



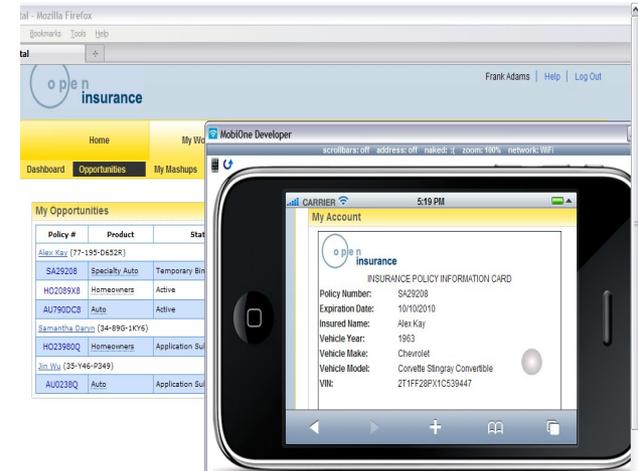


# Mobile Portal Accelerator V7.0

Deliver Exceptional Mobile Web Experiences



- The Mobile Portal Accelerator (MPA) is a plug-in to WebSphere Portal. It installs a mobile aggregator which accesses a repository of > 7,400 mobile device rendering directives
- The MPA customizes mobile output by generating code which accounts for up to 200 variables between different devices
  - "Hard" (height, width, color depth, etc.)
  - "Soft" (browser type, cookie handling, Javascript, etc.)
- V7 offers **Faster time to Deployment** with out of the box solutions and examples
  - Deployment best practices, cluster installation, using virtual portals, updated troubleshooting guide
- More and better **"How to" documents**
  - Create a Mobile Layout, mobile-enable an existing portlet, integrate web services and javascript features, stream video content



**Get a Mobile strategy overnight!**





# IBM Connections V3.0

More effectively engage your customers online



## Communities

People with interest overlap commune and share advice and expertise



## Forums

Exchange ideas with, and benefit from the expertise of others



## Wikis

Collaborate on web content



## Files

Post, share, and discover documents, presentations, and more



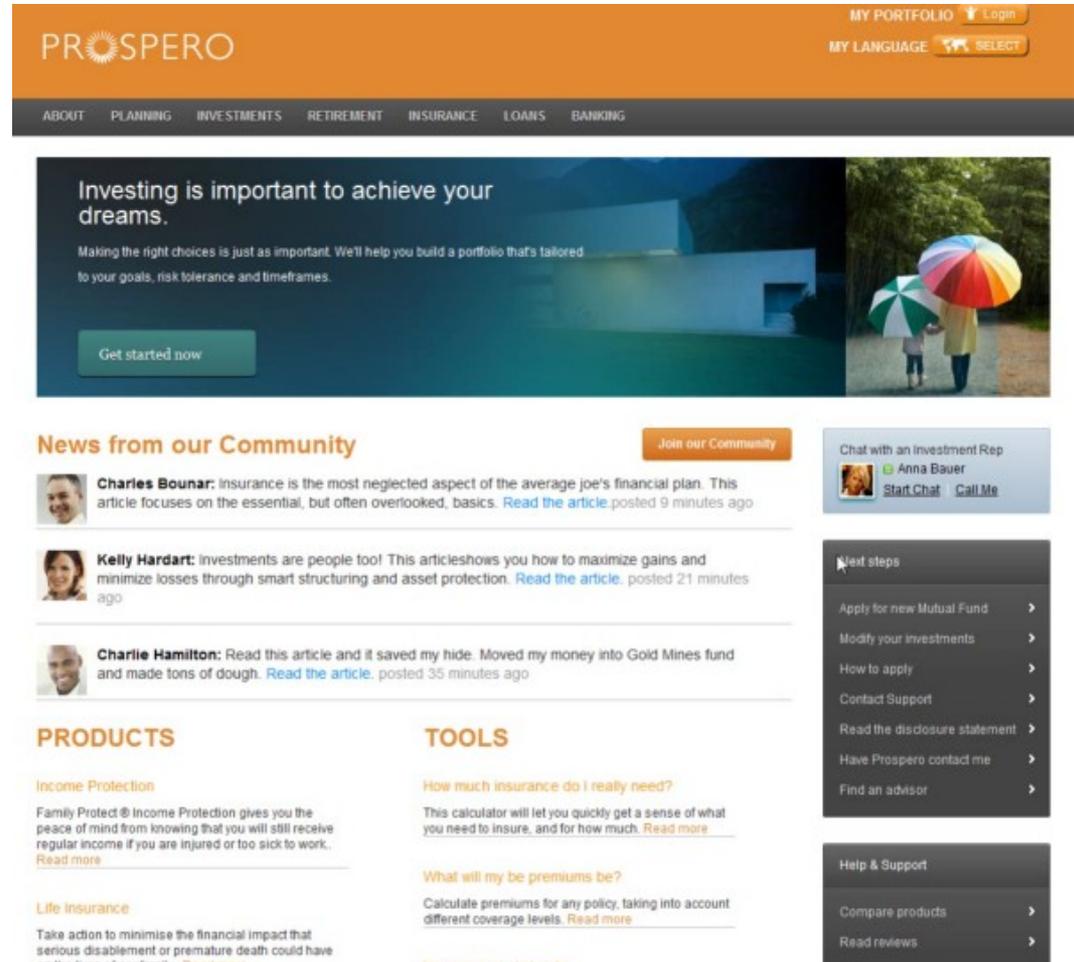
## Social Analytics

Discover who and what you don't know via recommendations



## Blogs

Subject matter experts present their ideas, and learn from others



**What are you doing to encourage a two-way dialogue with your customers?**





# Where are we going with the portfolio?

IBM's near-term exceptional web experience priorities

- Continued convergence in the larger IBM SW portfolio
  - Commerce, BPM, Business intelligence, Search, Rich Media



- Better mechanisms to achieve *consistency across content channels and devices*
- Easier creation of *mobile applications for smart phones, tablets, and kiosks*
- Better *analytics for evidence-based decision making*





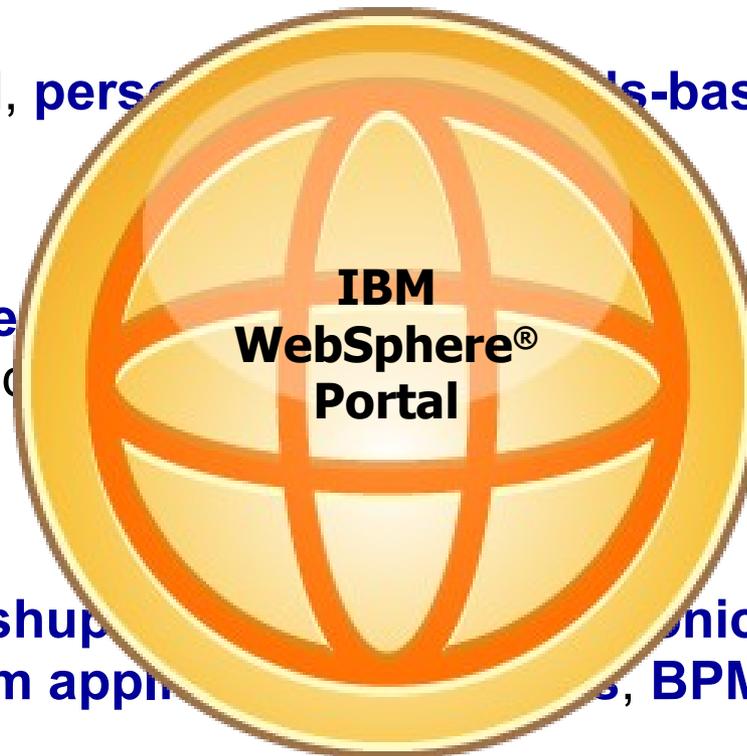
How about a single platform that meets all of your web experience needs, *internal and external* ?

A platform ...

... that is **integrated**, **personalized**, **cloud-based**, **scalable**, and **secure**?

... that **eliminates** redundant enterprise assets and **maximizes** reuse of existing

... that exposes **mashups**, **social forms**, **collaborative & social tools**, **custom applications**, **BPM**, **web content**, and **mobile**?





I leave you with these important questions ...

- Do you have an **exceptional web experience strategy** in place today?
- Can you clearly articulate your **mobile strategy** ?
- Do you still have **separate infrastructure** for applications and web content?
- What is in all those **paper file cabinets** at your office?
- Are you leveraging the **power of analytics** to improve your business online?
- What mechanism do you provide to create a **two-way dialogue** with your customers/constituents?



# Get Social Roadshow

**Thank You !**

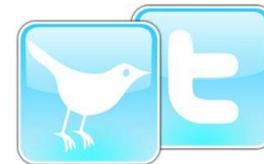
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