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The *Exceptional* Web Experience

Considerations and Trends in Sustainable Multi-Channel Web Experiences

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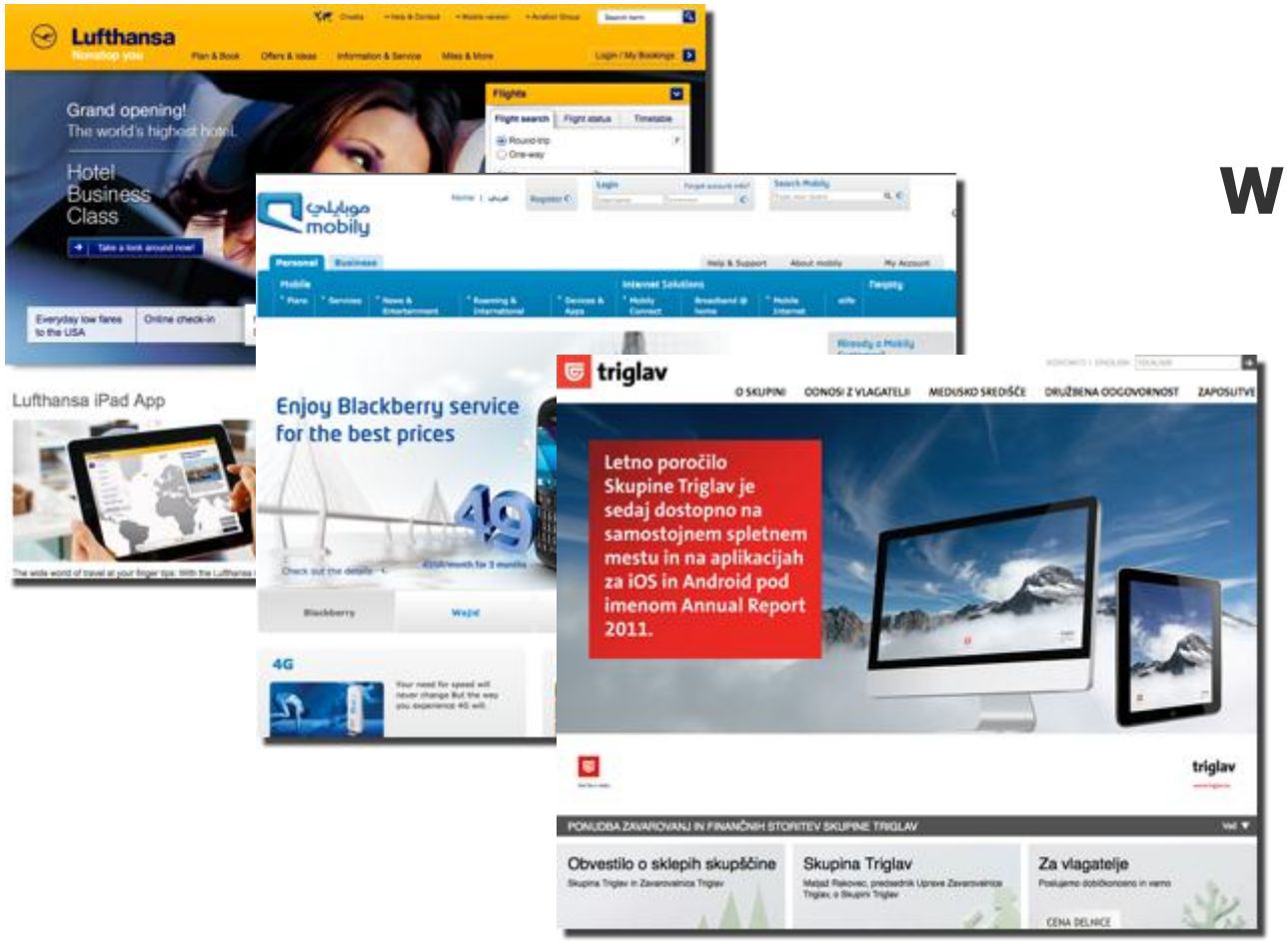
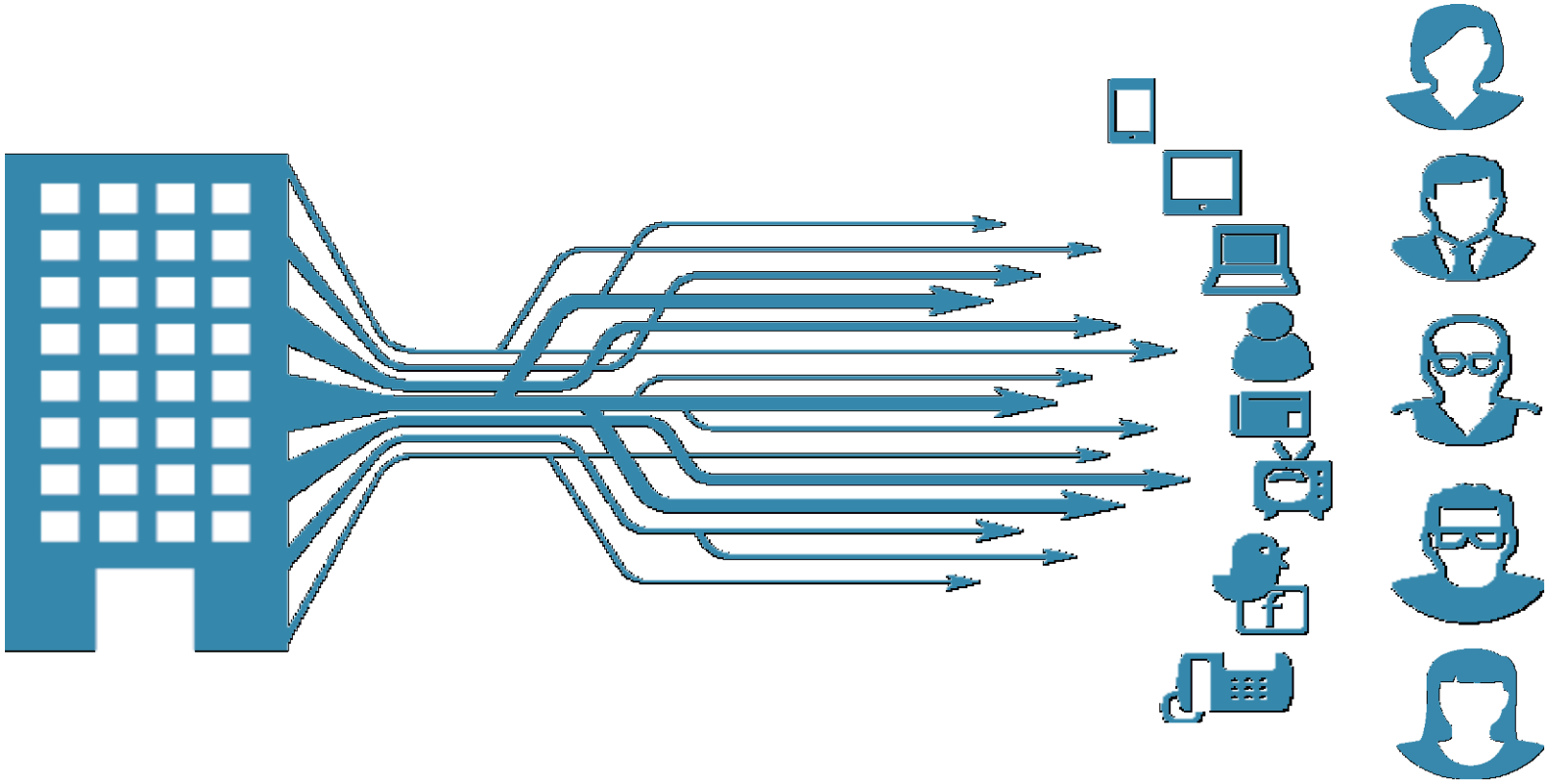
The ***Exceptional Web Experience***



Why now?

Why is there so much **WW investment** in xWebX in 2012?

The ***Exceptional Web Experience Challenge***

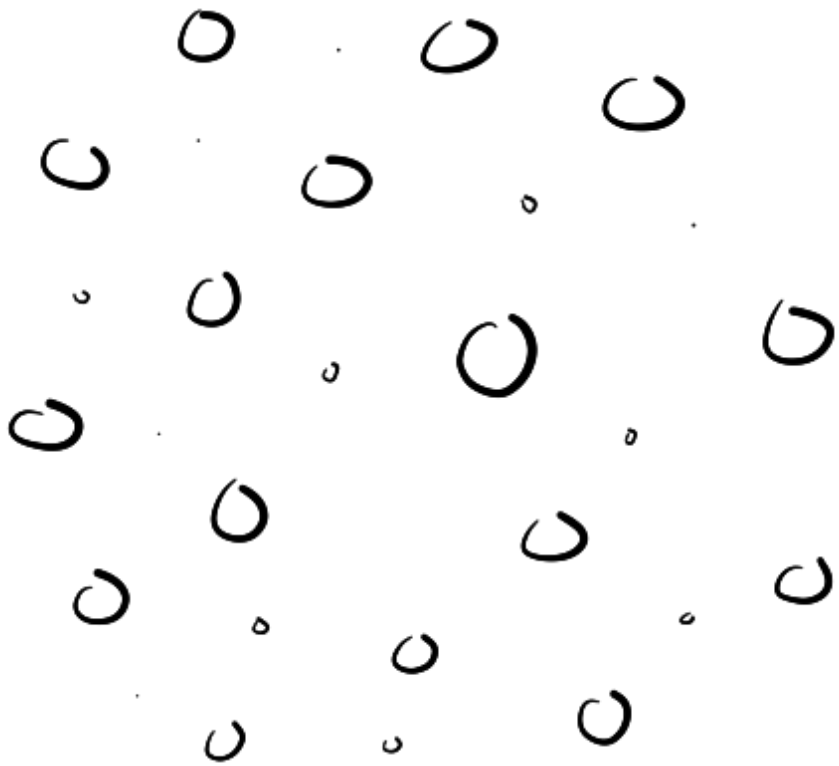


How to reach all channels (customers, partners/suppliers, employees) across different devices and sites?

Why is there so much **WW investment** in xWebX in 2012?

Why Now?

#1 Infrastructure **Complexity**



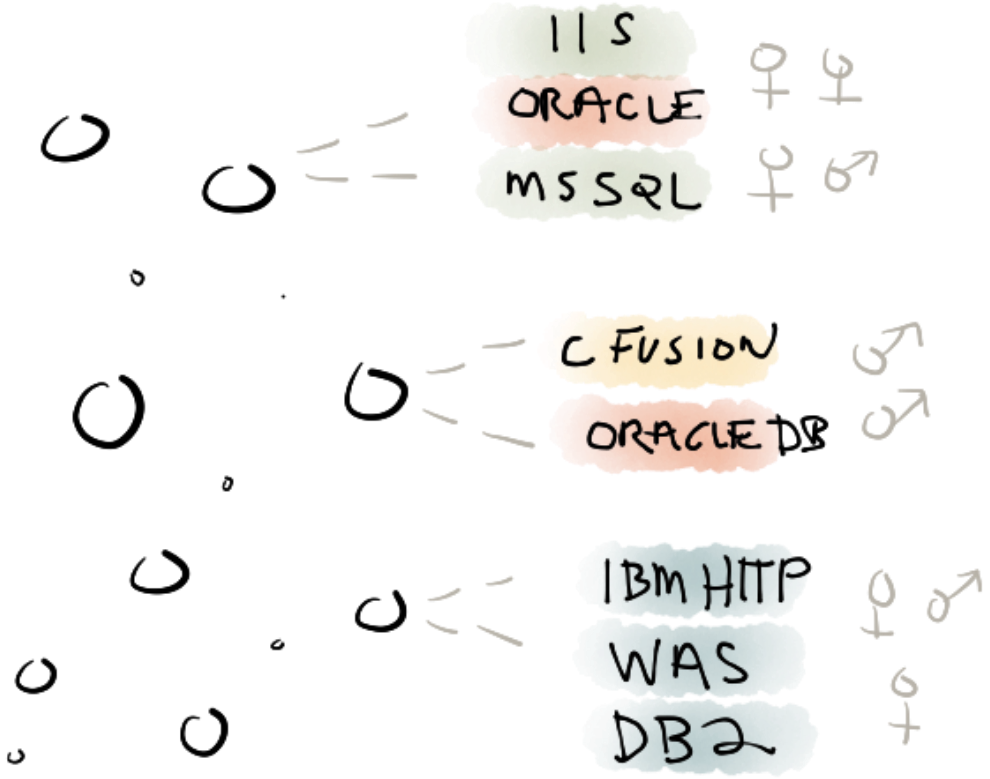
With a traditional, "build-it-yourself" approach to multi-channel management, each existing, in-process, or future web or mobile channel represents:

- Request for Information (**RFI**)
- Vendor/BP solution **briefings**
- Request for Proposal (**RFP**) or Tender
- Complex proposal/solution **evaluations**
- IT/LoB budget **negotiations**
- Time consuming **politics**
- Vendor **selection**
- Complex **procurement** phase
- …

The time from identified business need to solution deployment is ***unacceptable***

Why Now?

#1 Infrastructure **Complexity** (cont'd)



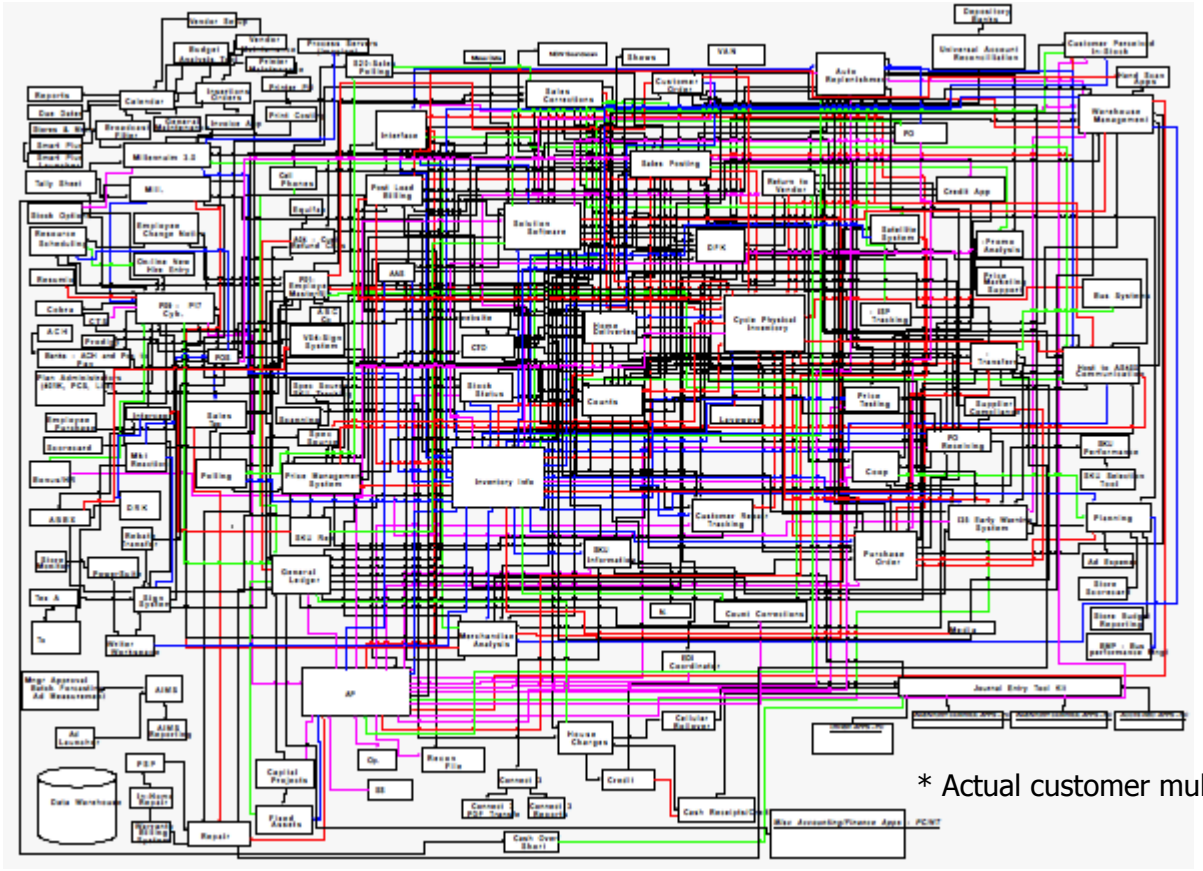
*A traditional, "build-it-yourself" approach to multi-channel management **inevitably** results in:*

- Disparate **environments**
- Slow **initial deployments**
- Complex **upgrades**
- A need for highly **specialized skills**
- Gross **version dependencies**
- Server/application **availability** problems

Meanwhile, each new channel/device is driving ***increased complexity***

Why Now?

#2 Out of Control **Costs**



* Actual customer multi-channel topology

76%

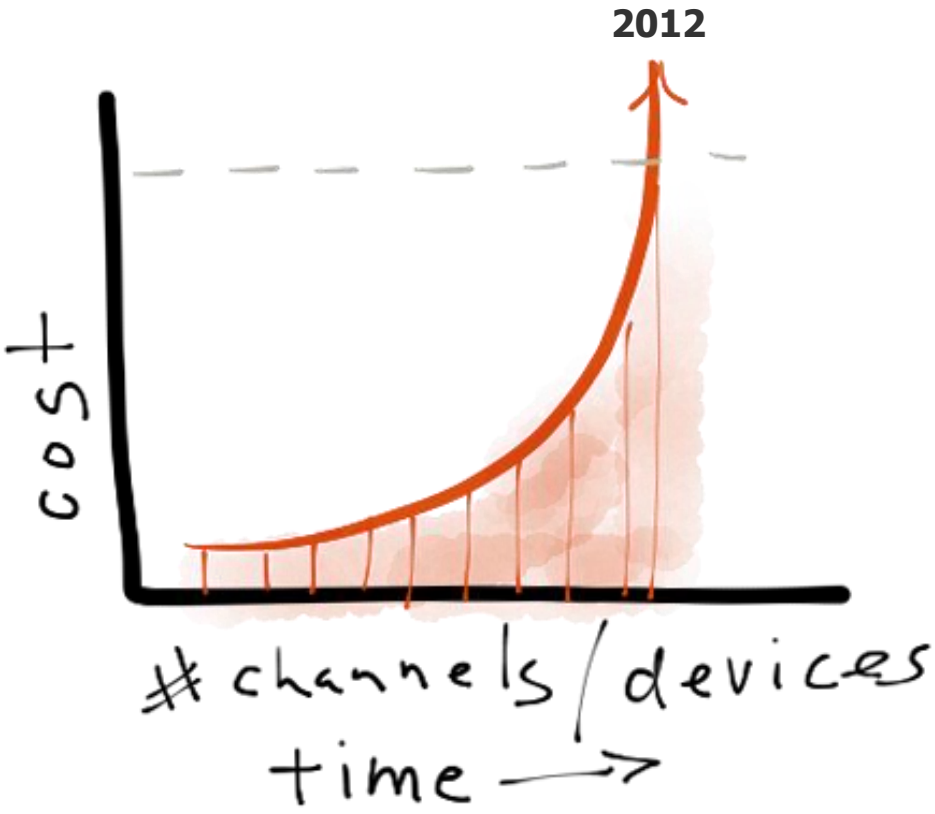
"76% of IT budgets today are spent on maintenance, leaving only 24% for new investments"

Forrester Research

What happens when this number reaches *80%*, *90%*, *95%*? Right, ***game over***.

Why Now?

#2 Out of Control **Costs** (cont'd)

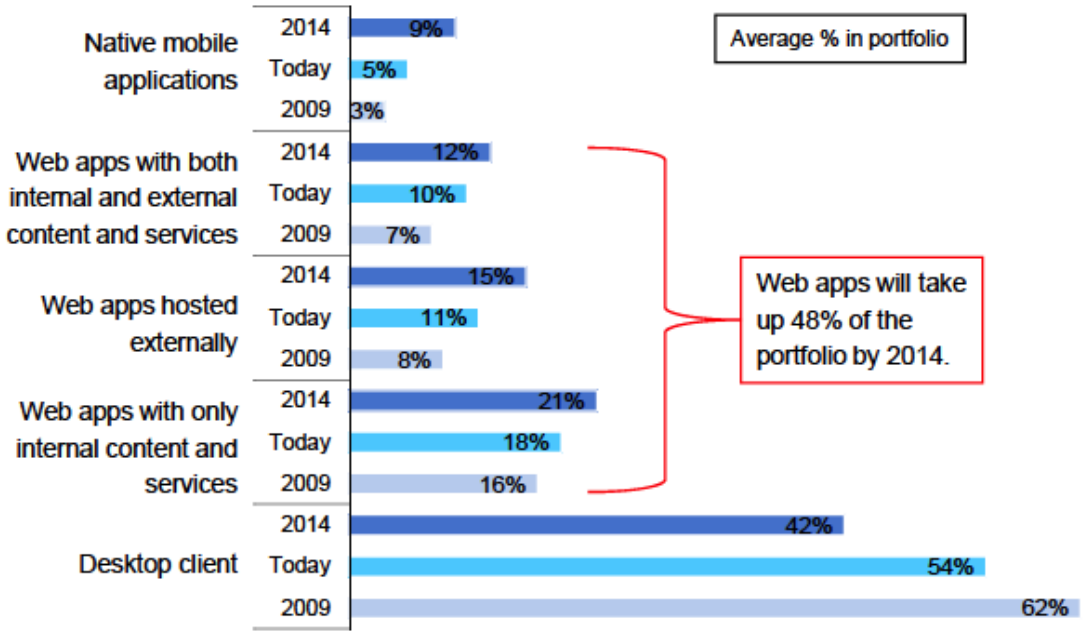


*In 2012, the cost of maintaining a traditional, "build-it-yourself" multi-channel environment has **finally** caught up with us ...*

This problem has developed over many years but has become ***acute in 2012***

Why Now?

#3 Significantly Increased **Demand**



*By 2014, nearly **50% of all applications** supported by IT will be web or mobile-web (up from 39% in 2009)*

Forrester Research: "A Tidal Wave of Dynamic Web Content Is Coming — How Will You Respond?" (March 2012)

How will you cope with ***demand growth*** for web & mobile channels?

Why Now?

#4 Quantifiable **Opportunity**

- *An "Exceptional Web Experience" provides* * :
  - **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

* Forrester Research: Best Practices In User Experience Design (September 2011)

For an increasing number of businesses, web/mobile is their ***primary route to market***

Why Now?

#5 *Technical* problem = ***Business*** **problem**

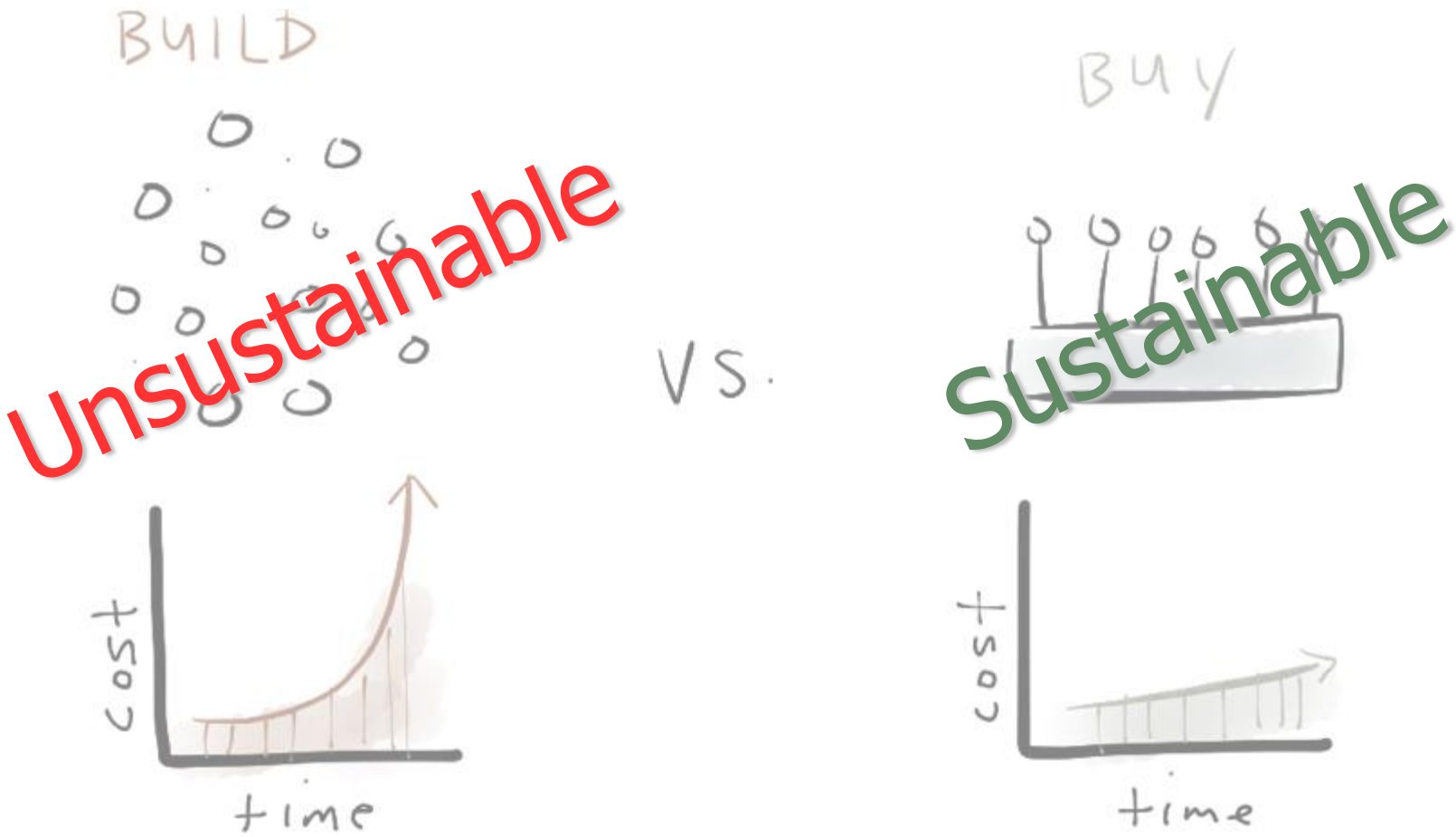
*In 2012, what was a **technical problem** has become an urgent **business problem** …*

- No **360° view** of the customer
- No *consistent* **view of YOU** to your customers and partners
- No capacity to meet accelerating business need for **new channels/devices and updates/improvements**

To compete, LoB will need increasingly exceptional ***web & mobile channels***

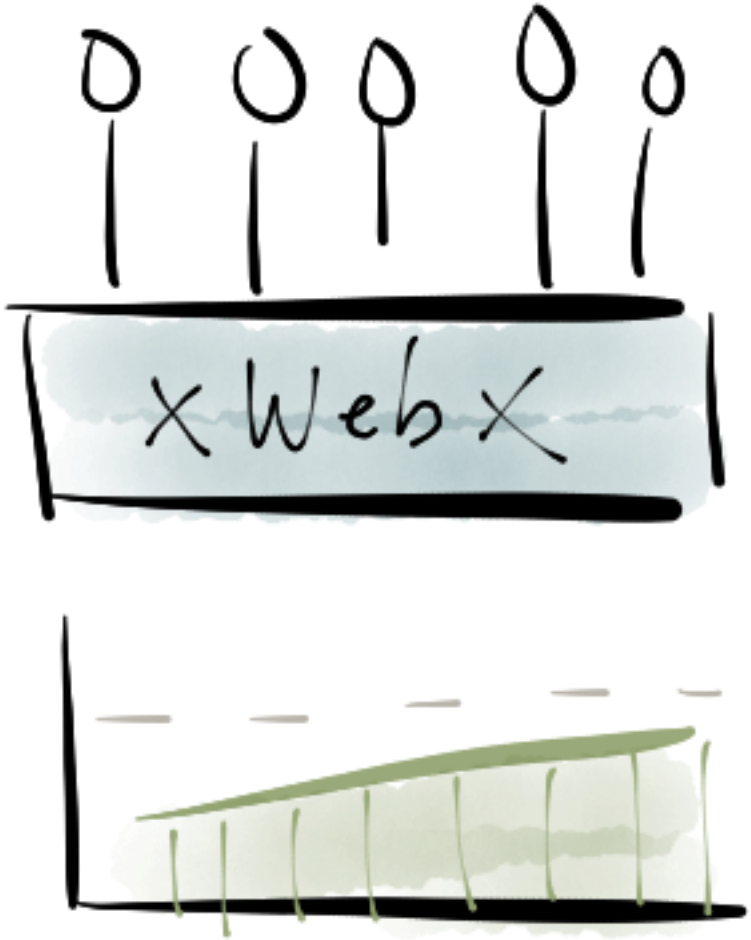
Why Now?

But really, it comes down to this ...



The key is to use a budgeted project to ***start bending the cost curve***

Choose "Buy" … It's the *right* move



*A modern, purpose-built, **multi-channel** management infrastructure solution offers:*

- **29% lower** 5-year TCO for web/mobile apps *
- **38% lower** labor costs for web/mobile apps *
- Every $1 spent on IBM xWebX = **$4.80 in labor cost avoidance** *
- **45% faster** initial deployments *
- **78% faster** subsequent deployments *
- **28% increase** in server/application availability *

* IDC: "The IBM [xWebX] Advantage" (August 2010)

Invest in IBM xWebX and start moving toward **sustainability**

Demonstration

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 IBM middleware software

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

#1 Enterprise Social Software market share with IBM Connections

#1 market share for Portals for 11 years running

WebSphere Commerce Market Leader in Forrester and Gartner ranking

Most customers in Top 100 Internet Retailers

Globally…

9 of top 10 Global banks
9 of the top 10 European banks
10 of the top 10 US banks
7 of top 10 Global P&C insurance
8 of top 10 Global Life Insurers
8 of top 10 retailers
12 of the largest telcos
50 major health providers
500 gov't + every G8 nation

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

1 in 6 people worldwide with internet access is a named user in an IBM xWebX application

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