

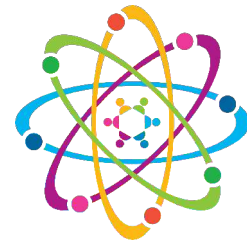


Exceptional Web Experience

IBM Customer Experience Suite

Pam Chandor
Global Director, Social Business & Web Experience
IBM Software Group
April 28, 2011

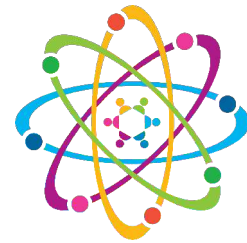




Agenda

Business and technology drivers for
Exceptional Web Experiences

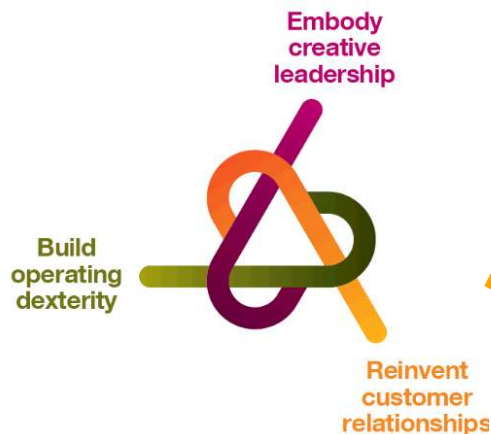
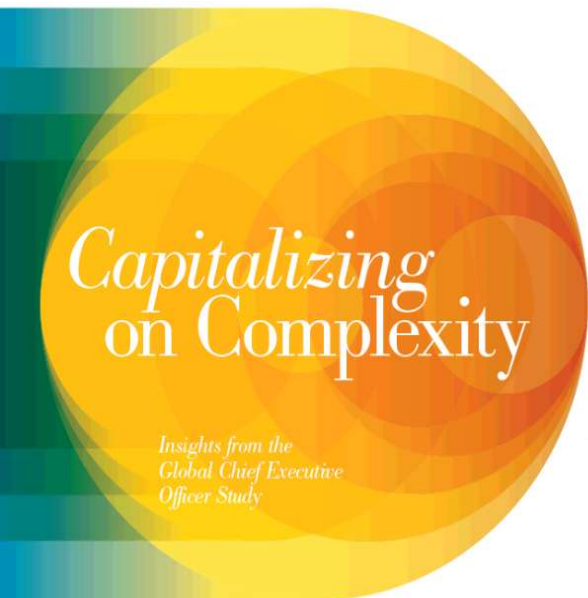
IBM investments in the Web Experience area



Customer Focus is CEO Imperative

2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...



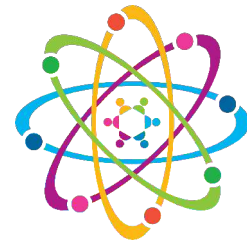
“Getting closer to Customers” is the single most important theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue sources

Better understand customer needs and involve customers more effectively and directly in product and service development

Exploit the information explosion to hear the voice of your customer through the vast amounts of data, understand it , and act.

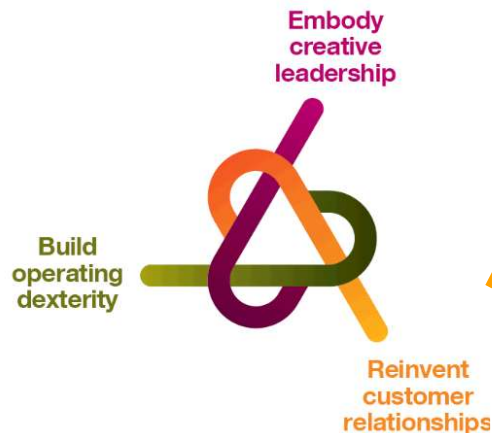
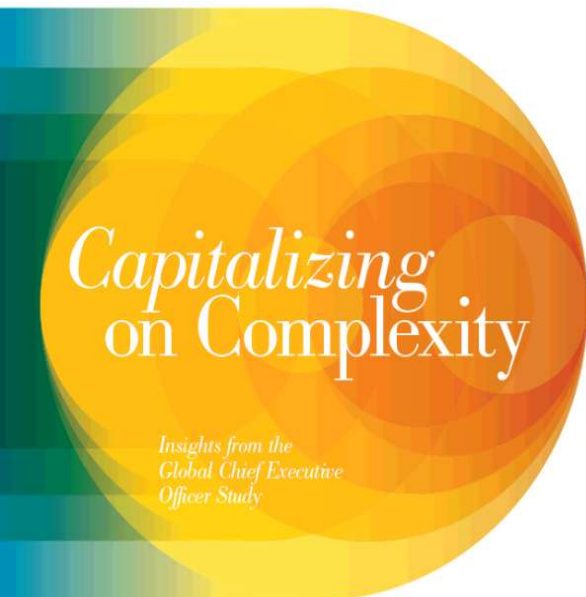
IBM.com/CEOStudy

Customer Web Experience Elements Are Key



2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...

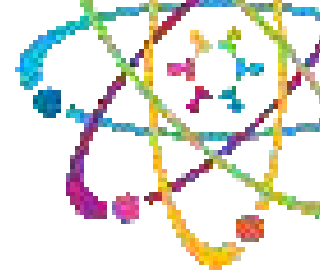


“Getting closer to Customers” is the **Web Platform** theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue sources

Better understand customer needs and involve **Social Web 2.0** effectively and directly in product and service development

Exploit the information explosion to help our customer through the vast amounts of data, understand it, and act. **Analytics**

IBM.com/CEOStudy



Retaining Customers A Priority

“A focus on customers at the top of the list is usual. This year, the “existing customers” imperative is a higher priority than “attracting new customers.””

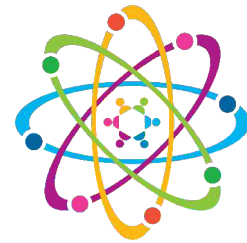
Table 1. Top 10 Business Priorities in 2010

Rank Order	Business Priorities	Mean Rating Score
1	Retaining and enhancing existing customers	6.32
2	Maintaining competitive advantage	6.10
3	Attracting new customers	6.08
4	Attracting and retaining skilled workers and talent	6.03
5	Reducing costs via better efficiency	5.80
6	Balancing short-term goals with long-term strategy	5.74
7	Focusing on core competencies	5.73
8	Improving management decision making via better information and analysis	5.70
9	Building a responsive, flexible organization	5.62
10	Fostering innovation	5.59

Source: Gartner (March 2010)

Source: Gartner, Inc.

Gartner CEO and Senior Business Executive Survey, 2010: Anticipating the Post-Recession Landscape
19 March 2010



Why the Focus on Customers?

Retaining customers is linked to increased profitability

2% increase in customer retention has the same effect on profits as **cutting costs by 10%**

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





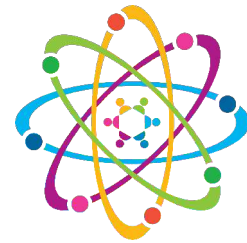
Exceptional Customer Experiences Lacking

In a survey of more than 7,700 US consumers about their interactions with a variety of companies across multiple industries:

*Only **6% of brands** garnered a rating of “**excellent**” in this year’s Customer Experience Index of large US firms...**29% of firms** were rated as “**poor**” or “**very poor**”.*



Source: Forrester Research, Inc.
The Customer Experience Index, January 11,
2011

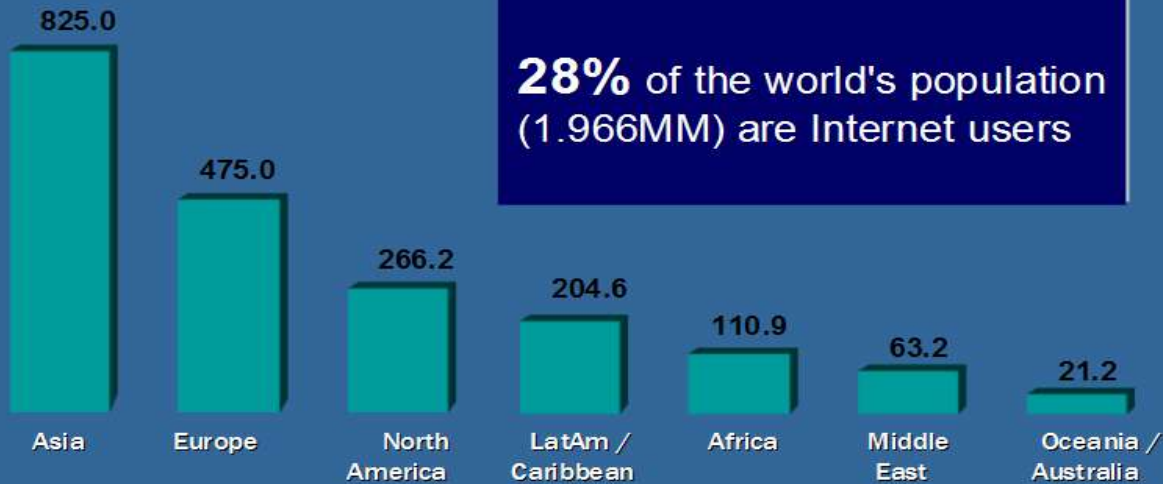


Global, Mobile, rapidly changing

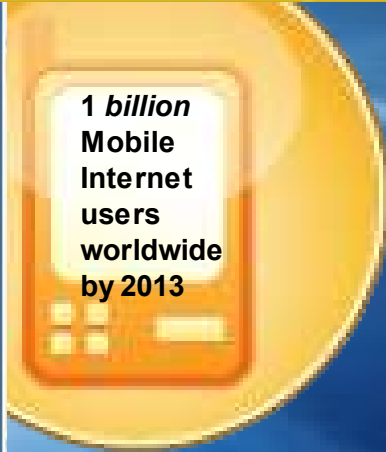
44 million tablets forecast to ship in 2011

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)



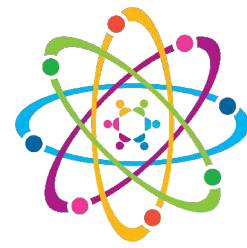
28% of the world's population (1.966MM) are Internet users

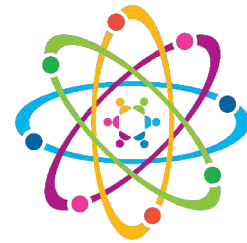


As of June 30, 2010

Source: www.internetworldstats.com

How Can One Stand Out?





With Exceptional Web Experiences That Are...

Balance Form & Function:

*Visual Appeal +
Ease of Use
Equally
Important*

People Are Everywhere:

*Explosion of
Mobile Means A
Moving Target!*



Engaging

Relevant

Trustworthy

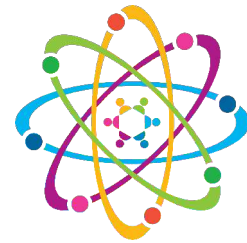
Portable

Know Your Intended Audience:

*Deliver Precisely
What They
Need/Want*

Turn Customers Into Advocates:

*Ensure A
Reliable, Secure
Experience*



Exceptional Web Experiences Can Deliver...



200%
higher
visit-to-order
conversion rate

16.6%
more
recommendations
by customers
for products and
services

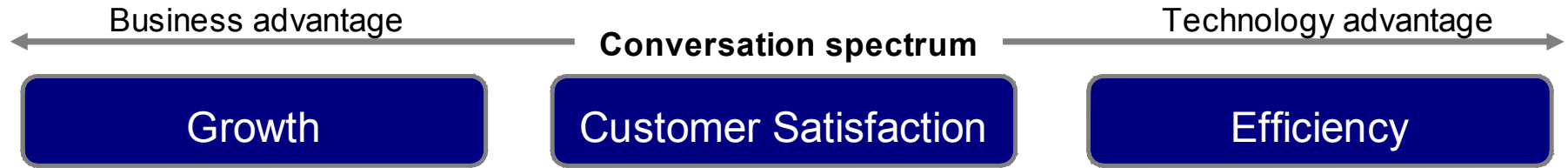
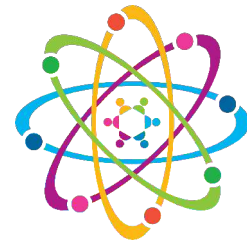
30%
higher rating
of self service web
over Help Desk

75%
faster
time to roll out new
customer applications

14.1%
repeat purchase
interest by customers

*Based on IBM client engagements

Exceptional Web Experiences Deliver Better Business Outcomes



▪ **HSBC** realized a 35% improvement in marketing campaign revenue

▪ **Bharti-Airtel** grew subscribers from 6 million to 110 million in six years while providing quality services and support online

▪ **Lufthansa** supports 16,000 customer check-ins/day. In 2008, 3.7 million online flights were booked, growing by 37% in 2009

▪ **Lufthansa** handles 10,000 people making travel requests every second

▪ **LA County** offers a consistent online experience across 38 departments for 10.4 million constituents

▪ **Boston Medical** increased referrals by 30% and reduced no-show rates by 10%

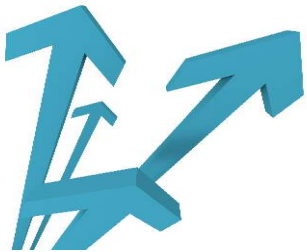
▪ **Woodmen of the World** reduced call center support calls by 30%

▪ **Miami-Dade County** saved \$1 million per year in labor costs

▪ **US Army** saves \$1.3 Billion per year supporting 1.4 million Army personnel

▪ **Harley-Davidson** improved IT efficiency by 80%

▪ **Wimbledon** efficiently scaled its website to serve 12.3 million people in 2009, 23% more than in 2008



Why Yarraa?
Access info anytime anywhere
Keep track, keep organized
Faster servicing & repair
Customer satisfaction assured
Less paperwork, more coverage

LESS PAPERWORK, MORE COVERAGE

Forget about filling in and mailing multiple forms for every product you purchase. With Yarraa, you only need a single account to register multiple products for **warranty protection**. How simple and eco-friendly is that?



EXPLORE YARRAA THROUGH VIDEOS



SIGN UP NOW for FREE

FREEZE ALL YOUR AFTER-PURCHASE WORRIES

What our customers say

Yarraa is a very cost-effective way of implementing...

THE NORTH FACE

NEVER STOP EXPLORING

WELCOME TO MY OFFICE
MY NAME IS KAITLYN FARRINGTON

SHOP MEN'S SHOP WOMEN'S SHOP KIDS' SHOP EQUIPMENT SHOP CRYPTIC®

MEET THE ACTION SPORTS TEAM
THE FUTURE OF SNOWSPORTS IS HAPPENING RIGHT NOW

TOP PICKS FOR WINTER
WARMTH WHEREVER YOU ROAM

MUST-SEE FILM AVAILABLE IN STORES ONLY
RE:SESSION FREE

EVENTS: ENDURANCE CHALLENGE 2010 EXPEDITION NEWS: INCREDIBLE ADVENTURES ARE YOU ON FACEBOOK? WE ARE!

FIND A STORE Zip Code 00 EMAIL UPDATES Email Address SIGN UP

About Us Customer Service Events Find TNF On

The Cheesecake Factory Experience Menu Locations Shop

Sign Up Location: City, State or Zip Code

About Us Careers Share It!

To Bar & Bakery To Restaurant

SIX SPATIAL INFORMATION EXCHANGE

Ask Government | Contact LPMA

HOME VIEW ONLINE SHOP EXPLORE CONNECT SUPPORT SERVICES

Welcome to SIX

Aerial/Satellite Imagery and Spatial Information

LOGIN TO SIX

View enables users to integrate and view a wide selection of NSW spatial datasets...

Online Shop provides direct access to various online searches such as land title searches, valuation services and image and plan services.

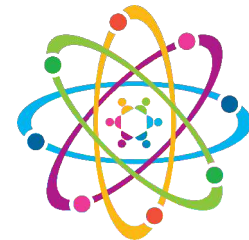
Explore enables users to search, access and view LPMA's metadata, as well as to contribute to the NSW Spatial Data Infrastructure (SDI) hosted by LPMA.

Connect provides details about the electronic delivery channels available to customers wanting to access and apply LPMA's key spatial datasets within their own applications.

Support provides access to the latest information on LPMA Spatial developments as well as help and support contacts, privacy statement and the terms of use of the information contained here.

WHAT'S NEW? SIMON TROUBLESHOOTING

Exceptional Web Experience: United States Tennis Association (USTA)



US OPEN IT MUST BE LOVE

ENTER KEYWORDS SEARCH

IBM Let's build a smarter planet

Click Here For 2011 US Open Ticket Information

US OPEN LIVE OFF AIR

SLAMTRACKER

LATEST SCORES INTERACTIVE DRAW

LATEST NEWS MOST POPULAR MOST COMMENTED

2010 US Open one of most successful in history
Nadal completes Slam cycle by winning first Open
Rafael Nadal: Modest King
By the Numbers: Nadal vs. Federer
Best and worst of the US Open

VIEW MORE

SCHEDULE OF PLAY TV SCHEDULE

OFF AIR USOPEN.ORG RADIO PRESENTED BY AMERICAN EXPRESS

2010 SALE

Official Merchandise of the US Open
International shipping available

SHOP NOW

COMPLETE	EXPAND	COMPLETE	EXPAND	COMPLETE	EXPAND
MEN'S SINGLES FINAL		WOMEN'S SINGLES FINAL		MEN'S DOUBLES FINAL	
(1) R. Nadal 6 5 6 6		(7) V. Zvonareva 2 1		(1) B. Bryan 7 7	
(3) N. Djokovic 4 7 4 2		(2) K. Clijsters 6 6		(16) R. Bopanna 6 6	
ARTHUR ASHE STADIUM		ARTHUR ASHE STADIUM		ARTHUR ASHE STADIUM	

EVENT CARDS US OPEN SHOP PLACE 2011 TICKET PLAN DEPOSIT AUCTIONS OWN A PIECE OF HISTORY

Enhancing the US Open tournament experience to millions of tennis fans worldwide

Business Need



- Expand USTA/US Open's reach (geographic and demographic)
- Engage fans with innovative technology that offers a **differentiated experience**
- Increase advertising and sponsor revenue

- The site attracted over **13.5 million fans**, a **47% increase**
- Combined **live video with statistics**, and delivered **real-time data visualization** of match data for **fans to gain deeper insight** into players, live action and results
- “Around Me” **iPhone app** launched to **augment the on-site experience** for fans



Exceptional Web Experiences Recognized



Lufthansa – Customer Site 2010 WEBAWARD - Web Marketing Association (Best Airline Website)

RBC Royal Bank – Online Banking Site 2010 Survisor's Online Banking scorCard (Winner)

Brocade Communications – B2B Site 2010 WEBAWARD - Web Marketing Association (B2B & Technology Standard of Excellence)

US Tennis Association – US Open Site 2010 Webby Award Nominee – Event Site (Finalist)

Saudi Shoura Council – eGovernance Portal 2009 Best Website for Parliaments (Winner)

Duke University Health System – Patient Portal 2008 Healthcare Informatics Innovator (Finalist)

HSBC Bank Brazil – Employee Portal 2009 Intranet Design Award, Nelson Norman Group (Recipient)

US Army Publishing Directorate – Army Action Tracking System 2009 Army Knowledge Management Award (Winner)

City of Gothenburg – Citizen Portal 2009 GT Newspaper Achievement Award (Recognized)

Los Angeles County – Municipal Portal 2009 National Association of Counties Achievement Award (Winner)

Bharti Airtel – Mobile Portal 2008 Strategy Analytics Wireless Media Lab (Best Portal)

Miami-Dade County – Housing Central Portal 2007 Digital Government Achievement Award (Winner)

Boston Medical Center – Patient Site 2010 WEBAWARD - Web Marketing Association (Outstanding Website)

International Enterprise Singapore – G2B Site 2010 WEBAWARD - Web Marketing Association (Government Standard of Excellence)

Tyco International – B2B Site 2010 WEBAWARD - Web Marketing Association (B2B Standard of Excellence)

Finnair – Customer Site 2010 WEBAWARD - Web Marketing Association (Airline Standard of Excellence)

Cars.com – Customer Site 2010 WEBAWARD - Web Marketing Association (Automobile Standard of Excellence)

IBM – developerWorks 2010 Forrester Groundswell Award – Forrester Research (Winner: B2B division)

IBM – developerWorks 2010 US SMB Social Media Marketing Award – AMI-Partners (Winner: Community Development award)

U.S. Nuclear Regulatory Commission – Electronic Information Exchange 2009 Excellence.Gov Award (Finalist)

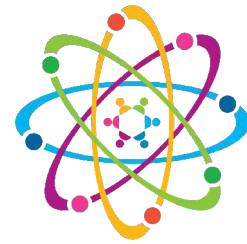
Spatial Information eXchange Portal 2008 Delivering the plan – Business (NSW Premier's Gold Award)

State of Missouri – Emergency Response Information System Portal 2008 Computerworld Honors (Laureate)

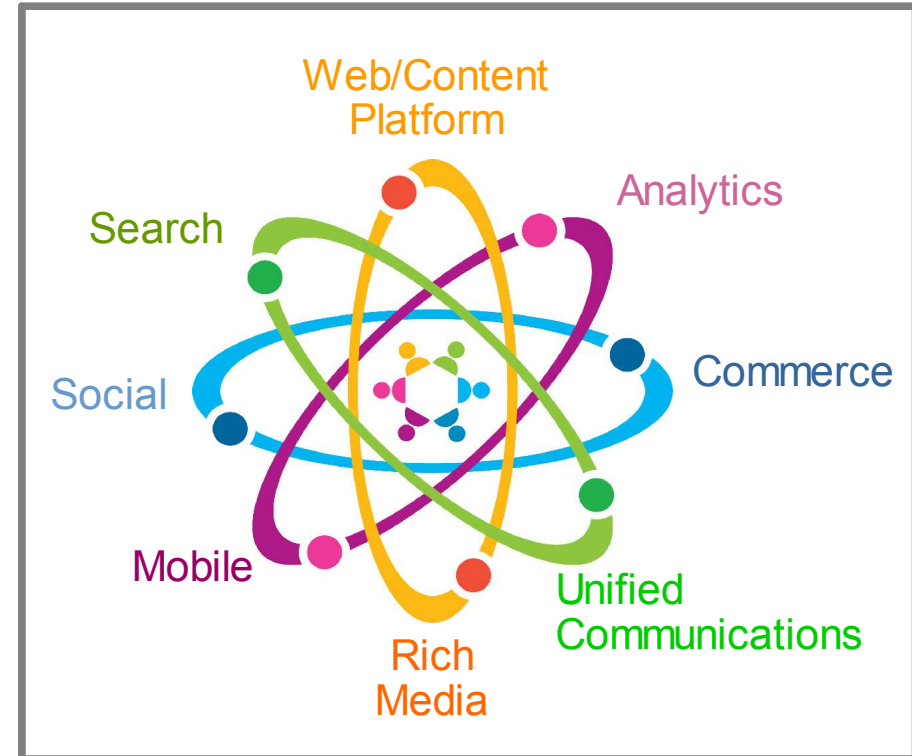
City of Helsinki – Citizen Portal 2007 UN Report: Digital Governance in Municipalities (#1 in Europe)

IBM Project Northstar

Leading the way in exceptional customer experiences



- *Vision about the “art of the possible” for engaging customers on the web*
- *Multi-year IBM strategy to deliver the capabilities for our customer to excel at customer-facing experiences*
- *Guide for IBM investment focus both organic and inorganic investments*
- *Nimble to continually absorb and simplify emerging advances to help customers differentiate sites*



People are at the center of an exceptional experience; Capabilities are employed as necessary to help achieve experiences that meet/exceed expectations of the users

Reach



Engage



Create



Target



Socialize



Optimize



Realize

Integrate



Applications



Content



Processes

IBM Exceptional Customer Experience



Services and Support

Industry Solutions and Templates

IBM Value-added Modules

Partner Value-added Modules

IBM Customer Experience Suite

NEW

IBM Exceptional Customer Experience Offerings



Services and Support

IBM Business Partners	Global Technology Services	Global Business Services	IBM Lab Software Services	Enterprise Software Support
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Industry Solutions and Templates

Government	Healthcare	Banking	Retail	Insurance	Industrial	Telco	Travel + Transportation
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IBM Value-added Modules

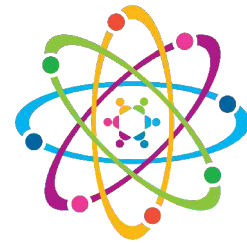
Commerce	Forms	Mobile (multi-channel server)
Predictive Analytics	Web Analytics	Business Intelligence

Partner Value-added Modules

Digital Asset Management	Web Analytics	Mobile
Enterprise Marketing Mgt	Immersive Viewing	CRM

IBM Customer Experience Suite **NEW!**

Web Content	Portal	Social	Personalization	Marketing Tools	Search
Analytics-enabled	Instant Messaging	Mobile (high end)	Rich Media	Mashups	Rich Internet App Tooling



2011 Exceptional Web Experience Focus



Social



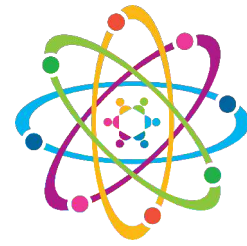
Mobile

***Business
Driven***



Tapping Social Communities in Context

Managing social networking integration into web properties or Portal applications

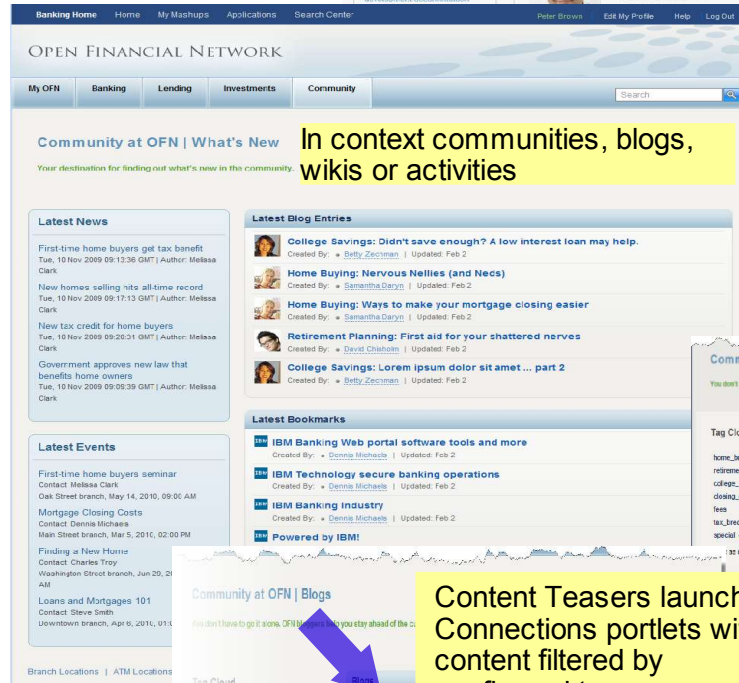


- Growing Catalog of Lotus® Connections Integration Portlets
- Controllable access via portal profiling
- Built with WebSphere Portlet Factory, includes customizable builder code
- Supports read / write ATOM feeds using Connections REST APIs
- Dynamically filtered
- Features
- Activities
- Blogs
- Bookmarks
- Tag Clouds
- Profiles, networks
- Wikis
- Doc libraries

Social collaboration in the context of a portal application

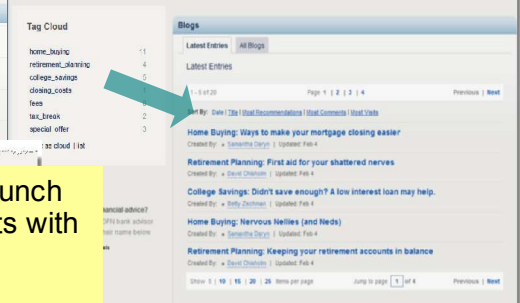


Configure Profile, see network contacts, accept pending invitations

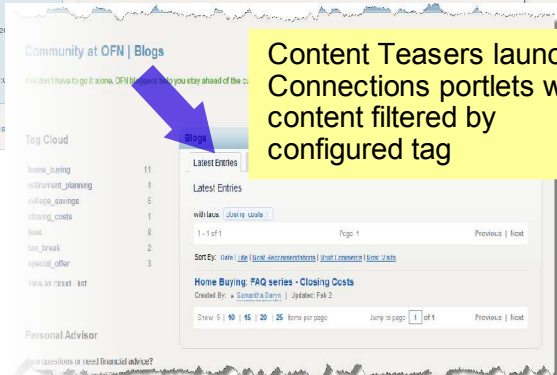


In context communities, blogs, wikis or activities

Tag Clouds filter entries through inter-portlet communication



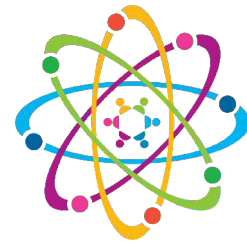
Content Teasers launch Connections portlets with content filtered by configured tag





Mobile Options

Extend & Deliver Exceptional Experiences on Virtually Any Device



CUSTOMER NEED

- ...mobile Web applications or content for **virtually any mobile device** browser



7,500 + Devices

SOLUTION



IBM Mobile Portal Accelerator

- ...extend a Web experience to mobile devices for specific smart phone browsers



Portal Mobile Webkit Themes

- Available today for iPhone
- Coming soon for Android, BlackBerry, iPad
- Works with your favorite development tools!

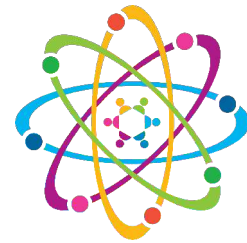
- ..rapidly develop & deploy **web & hybrid** mobile applications that have a native smart phone look and feel

- ..write once, run on many devices - *Browsers and Smartphones, Tablets, Kiosks, even Web TV*



WebSphere Portlet Factory

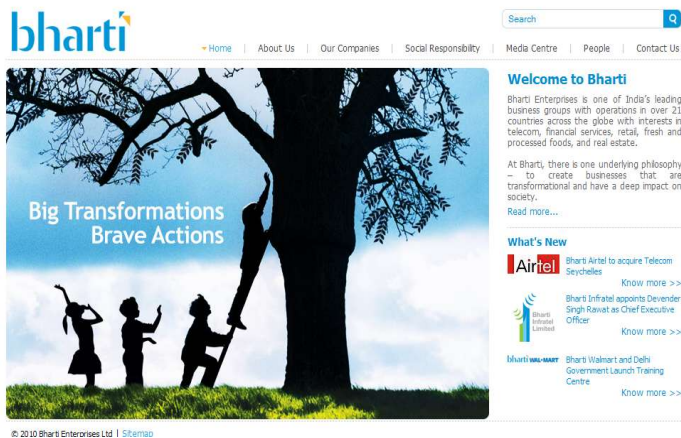
+ Portal Mobile Webkit Themes



An Exceptional Web Experience Helps Grow Your Business



Growing at a stunning pace by keeping its focus on the customer

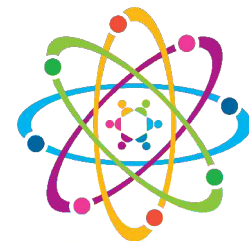


Business Need

- Deliver new services rapidly
- Develop new services that could set it apart from the competition
- Strengthen its customer relationships

Real Results

- Added an astounding **1.5 million new customers per month** without a hitch
- Created a more **seamless, efficient total customer experience**
- Improved **cross-selling and targeting** of new offers to customers




Analytics Support Available Today

▪ Active, Client-Initiated Site Analytics

- Out of the box instrumentation of data collection tags to capture user profile and behavior information
- 17 Tags for web analytics reporting
 - Any page rendering action in the browser: portal pages, portlets, Web content, Site searches, user entry and exit points, referral URLs
- Customizable - administrators can modify or turn on the insertion of appropriate scripts onto pages, portlets, or Web content

▪ Server Side Analytics

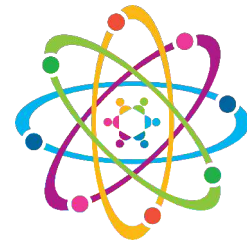
- Users requesting pages, incl. contained Portlets
- Session activities (login, logout, timed out, login failed)
- Page management (creating, updating, deleting a page)
- User Management actions (creating, updating, deleting users and groups)

- 
- Who is coming to my site?
 - How did they find it?
 - What are they doing?
 - What did they search for? Did they find it?
 - What are the most popular areas?
 - What are the most popular topics/content?
 - What if I try this image vs that image? Do more people click on it?
 - What if I pick content with Rule B instead of Rule A?
 - Are they using the benefits tool?



**Business
Driven**

Analytics



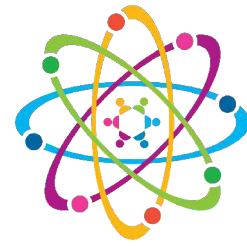
Special Offer!

New and existing customers of IBM Customer Experience Suite, WebSphere Portal, or IBM Web Content Management are eligible to:

- Purchase 24-month service bundle of Coremetrics Web Analytics, Explore, AdTarget, LIVEMail with
- No Charge for Quick Start Implementation
- 3 Months service subscription at no charge

- Available through June 30, 2011

The image shows a screenshot of the Coremetrics dashboard on the left and the DirectShop.com.au website on the right. The Coremetrics dashboard displays various analytics metrics such as Page Views (899,254), Sales (AU\$246,93), Orders (3), Conversion (0.0%), Clicks (611,353), and Sessions (950,153). The DirectShop.com.au website features a navigation menu, a main banner for 'Special DVD Offer!', and several product listings with price changes and percentage indicators. The website header includes the text 'Over 6,000 products, shop direct and SAVE!' and 'Subscribe now for newsletter discounts!'.



- **Extensible, Configurable Software Templates**
 - Software to accelerate solution construction for specific business needs
 - Prebuilt collaboration components, Portal sites and structure commonly used in a target industries
 - Code that customers or partners can easily modify and customize
- **Built-in Best Practices**
 - To help IT speed deployment and reduce the cost of portal-based business solutions
 - Solve recurring user needs in a best practice way
- **Showcase for successful implementation patterns**

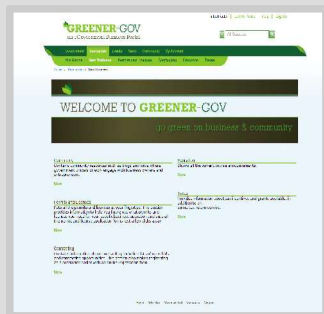
Healthcare Patient Portal

Government Self Service

Online Banking

Retail Vendor Portal

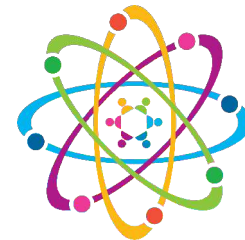
Insurance Agency Portal



**Business
Driven**

Portal & WCM NOW

*Software Asset and Deployment Method Delivering
Production Intranets and Websites in Just Weeks*



What are the “NOW” Assets?

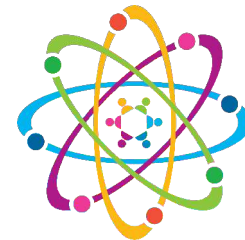
- Reusable, customizable **Portal** and **WCM software templates**
- Easily configurable to fit many customer use cases for a rich content portal
- WebSphere Portal structure with Web 2.0 themes
- Pre-configured WCM with support for rich text editing
- Ready to use services, application or web links, feeds, ST contacts, documents, people finder, Google gadgets
- A proven, **predictable deployment methodology** speeds time to production



New version 3.0 software asset

- *Turnkey interoperability with **Industry Templates** and **WebSphere Portal 7.0***
- *Helps customers consume solutions at their rate and pace – start small and grow*
- New **WCM NOW** template – for customers who want an interactive website but lack skills to manage and deploy





Available Today

Offerings

- WebSphere Portal
- IBM Web Content Manager
- IBM Forms Turbo
- Lotus Mashup Server

Hosted by

- Amazon Web Services™
- IBM Smart Business Cloud

Managed Services Partners

- IBM GTS
- Ascendant Technology
- Ixion Cloudcast Blue

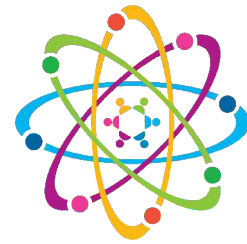
Planned for 2011

IBM Cloudprint for IBM
Customer Experience
Suite

*Operational Model conveys
what's possible on the IBM
Cloud*

*Entry point organizations can
leverage to build out and/or
augment to meet their needs
for exceptional web
experiences*

Exceptional Web Experience: Lufthansa



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To → Cities Return on
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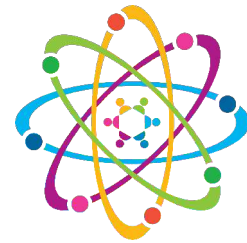
Attracting and retaining more customers while differentiating the Lufthansa brand & site



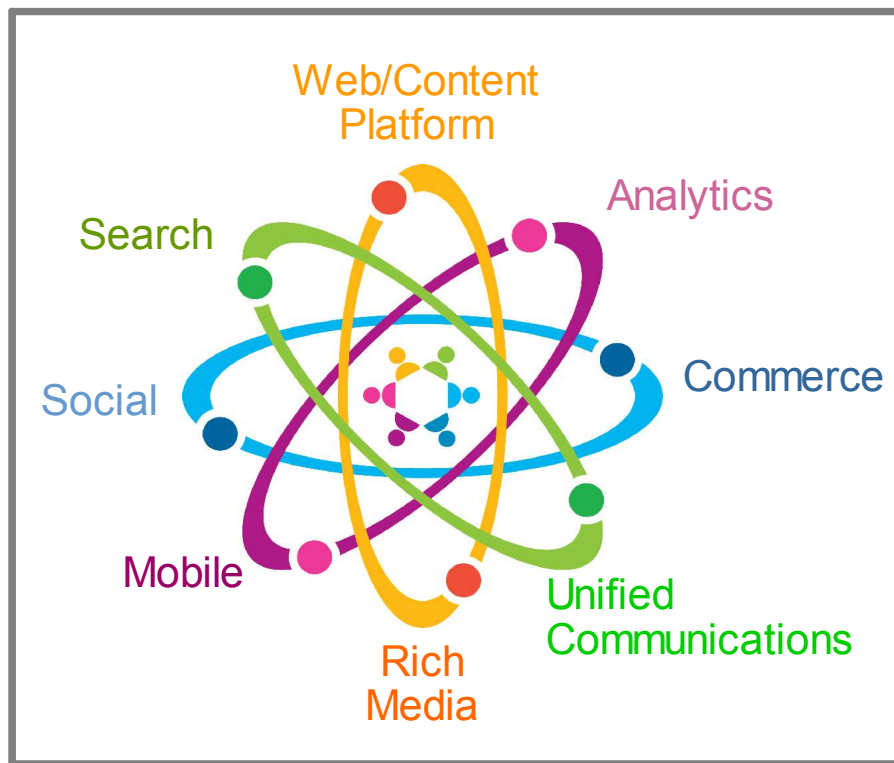
Business Need

- Attract more customers
- Deliver a consistent and sophisticated brand image
- Encourage brand interaction and build brand loyalty

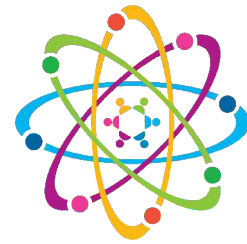
- Delivers a **personalized web experience** for millions of customers 80+ countries & 12 languages
- Supports **16,000 customers** check-ins/day, and **3+ million** online ticket sales/year
- Showcases a **single, consistent brand image** across 4 different online presences



Thank you!



IBM Customer Experience Suite launched October 2010



Create Dynamic, Engaging Web Experiences that Wow Customers



Target the Right Experience to the Right User via the Right Channel at the Right Time



Improve Customer Loyalty by Enabling Users to **Socialize**



Optimize the Experience to Maximize Results



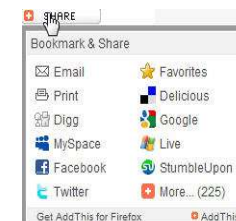
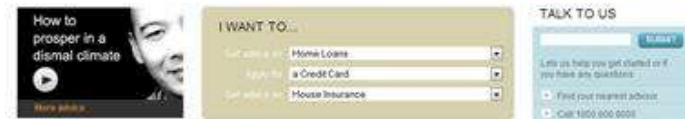
Realize Business Goals



Reach Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



Integrate Across Heterogenous Systems to Deliver New Value



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