

Lotus knows.

Smarter software for a Smarter Planet.

IBM Websphere Portal at the Heart of an Exceptional Web Experience

Pam Chandor | Global Sales Director, Web Experience Software

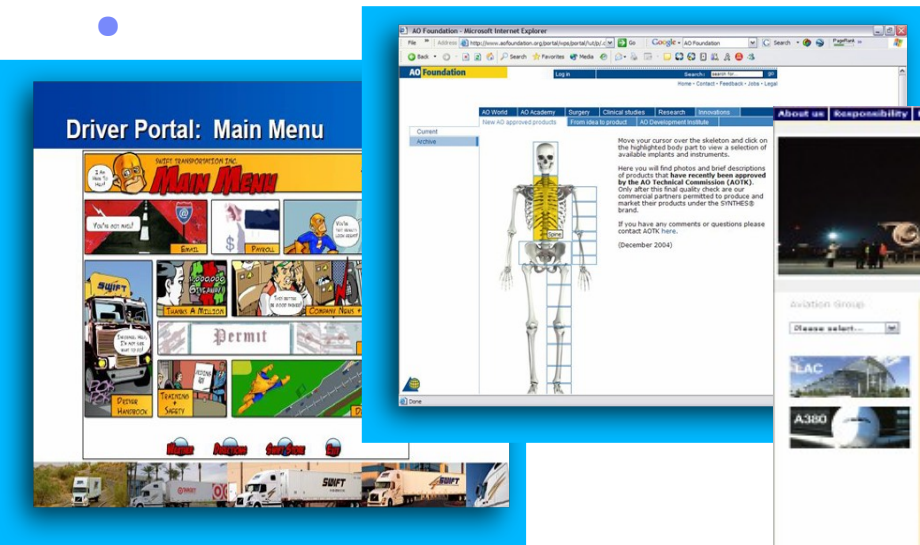
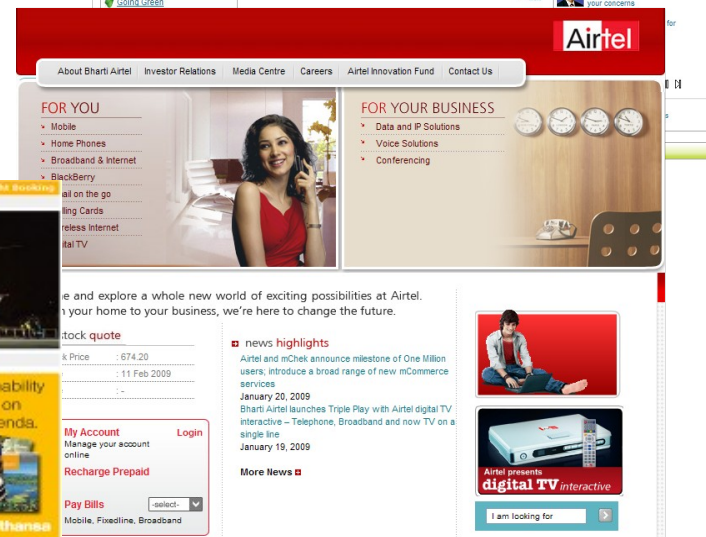
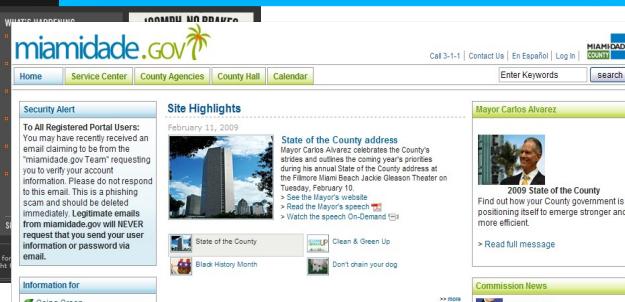
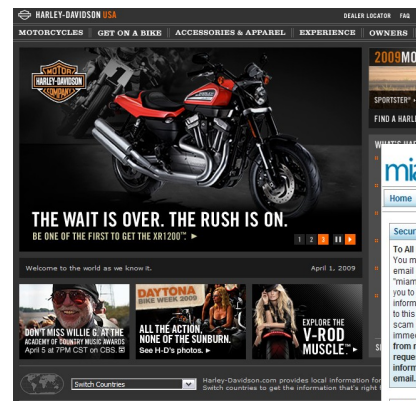
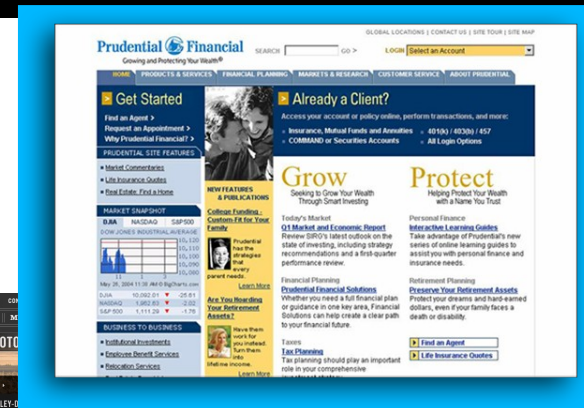




Portals provide a single point of personalized interaction with people, content, processes & applications, in context of the user

WebSphere Portal Solutions

- **Deliver Exceptional User Experiences**
- Differentiate yourself to your customers
- Drive revenue and loyalty with your partners
- Enable productive and efficient employee web interactions
- **Significantly Reduce Costs**
 - Fastest time to market
 - Up to 50% in labor and other savings.



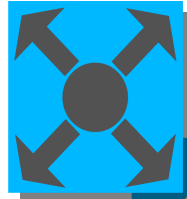
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External

Customer Self Service
Medical
Financial, online banking
Government Tax

Customer Loyalty
Information resource
Education



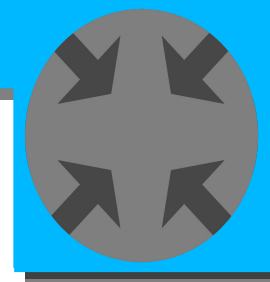
Groups

Retail
Commerce
Gov issue discussions
Aid in self service
Segmentation/demographics
Discover existing communities



Individual

Benefits
Payroll
Retirement
Personalization
Customization
Mashups and site wizards



Internal

Employee Portals
Collaboration, IM, mail, e-meetings, forums, collaborative documents & web content
Role Based personalization
Process integration across groups
Social, blogs, wikis, expertise location & profiles, activity



CREATED WITH LOTUS® SYMPHONY™



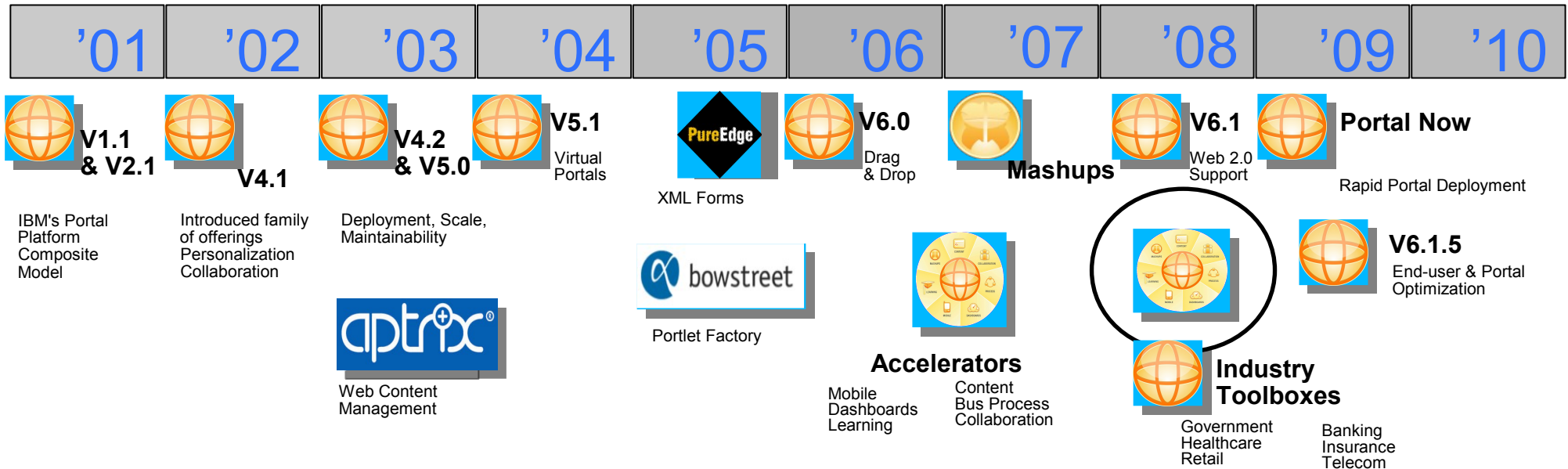
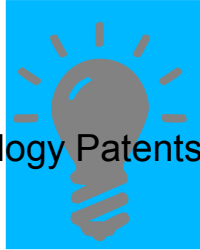
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IBM WebSphere® Portal

Ready for the Next 10 Years

100+ Worldwide
Technology Patents



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Market Share
Leader: 2001-
2008*

2006 SIA
//CODiE//
FINALIST

CRN
BEST
IN SHOW
Source: High Capital Agency

XML
READERS'
CHOICE
AWARD

CRN

2006
JAVAPro
READERS' CHOICE
WINNER

JAVAPro

DMReview

WebSphere.
ADVISOR GOLD
EDITORS' CHOICE 2003



var
Business
TECH INNOVATOR
AWARDS 08

intelligent
2005
READERS'
CHOICE
AWARDS

2004
APEX
AWARDS
for
Lotus
e-PRO MAGAZINE
WINNER



SIA
//CODiE//
WINNER

Lotus.
ADVISOR AWARD
EDITORS' CHOICE 2005

Yphise
AWARD

WebSphere.
ADVISOR MAGAZINE

2005
Editors'
Choice
Awards

2003
JAVAPro
READERS' CHOICE
WINNER

InfoWorld
READERS'
CHOICE
AWARDS
2002

WINNER
eWEEK
EXCELLENCE AWARDS
4TH ANNUAL

Channel
Champions
2003

intelligent
enterprise
Readers'
Choice
AWARD WINNER 2002

TRANSFORM
READERS'
CHOICE
2003

intelligent
enterprise

WebSphere Portal - #1 in Worldwide Revenue from 2001 to 2008 (1) Source: Gartner, Inc.
Market Share: Application Infrastructure and Middleware Software, Worldwide, 2008. Fabrizio
Biscotti, 29 April 2009.

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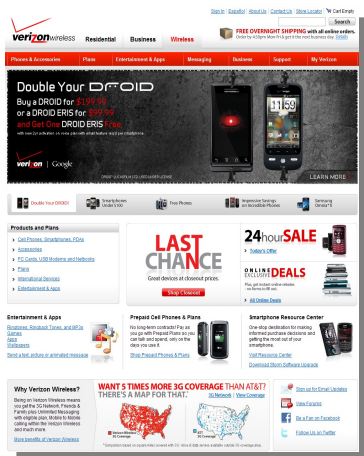
Why the Sustained Leadership?



Partner with our customers on development



Customers creating industry leading Portal sites



Delivering an agile platform

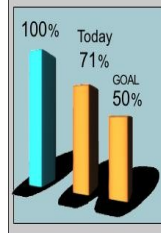
web 2.0
AJAX
WSRP 2.0
JSR 286

Rapid support & inclusion of latest technology

Leading new Web functionality & open standards

Leadership?

Cost to Run Portal...
Custom WebSphere



web 2.0
AJAX

Total cost of ownership advantages



IBM sustained strategic investment area

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Award Winning CUSTOMERS



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

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

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

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

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)

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

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)

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Customer Exceptional Web Experiences

The collage features several distinct web experiences:

- lacounty.gov**: A local government website with a search bar, navigation menu, and news announcements.
- Göteborgs Stad**: A Swedish municipal website with a header in Swedish, a main banner, and a sidebar with navigation options.
- DukeHealth.org**: A healthcare website with a blue header, a navigation menu, and a central content area.
- Airtel**: A mobile service website with a red and white theme, featuring a large advertisement for 'Roaming Incoming & Outgoing 60 paise/min' and various service options.

Recent months have been exciting

WebSphere Portal
Core Integration
Platform



Accelerators Extend
Portal - Matching
Customer Needs

Provide Templates,
Assets & Best
Practices

- **WebSphere Portal**
- **WebSphere Portal (and zOS) v6.1.5**
- **WebSphere Portlet Factory v6.1.5**
- **Portal / Mashups on IBM Smart Business Development & Test Cloud**
- **Portal / Mashups / Forms on Amazon Cloud**
- **IBM Accelerators**
- **IBM Content Accelerator**
- **IBM Collaboration Accelerator**
- **IBM Mashup Accelerator**
- **IBM Business Process Accelerator (zLinux)**
- **Lotus Forms Server: Unlimited Viewer Ed.**
- **WebSphere Portal Templates**
- **IBM Portal NOW v2**
- **Government Industry Template**
- **Banking Industry Template**

Lotus Web Content Management



1 CREATE

- Streamline your content
- Enhanced usability for your non-technical users
- Achieve Interoperability with existing or new content
- Adapting your content to suit a multilingual and multicultural world

Slash Time-To-Market and Reduce Cost



2 TARGET

- Enhanced and Effective Delivery of content
- Increased Brand Awareness
- Design and implement campaigns to respond to your valued customers
- Gain flexibility by targeting multiple devices
- Increase revenue with targeted content

Grow Revenue and Increase Market Size



3 OPTIMIZE

- Optimize your online presence
- Measure the effectiveness of your online presence
- Respond to demand and create competitive advantage
- Optimized recommendations improve effectiveness of delivered content
- Measure participation behavior and drive higher level participation
- Improve your customer adoption

Increase Profitability

The Master's Golf Tournament - April 5-11

- The 2010 Masters.com web site is totally redesigned to tell the "story" of the Masters in a visual manner
- Live Video experience:
 - HD Quality video
 - Unique DVR feature to "rewind to key moments"
 - Live coverage for featured pairings
- Leader board continually updated with video of key shots to enhance the experience and tell the story
- Masters 3D coverage will be streamed Live over the internet and made available via Masters.com
-

an exceptional web experience,
managed by Lotus Web Content
Management



<http://www.masters.com>



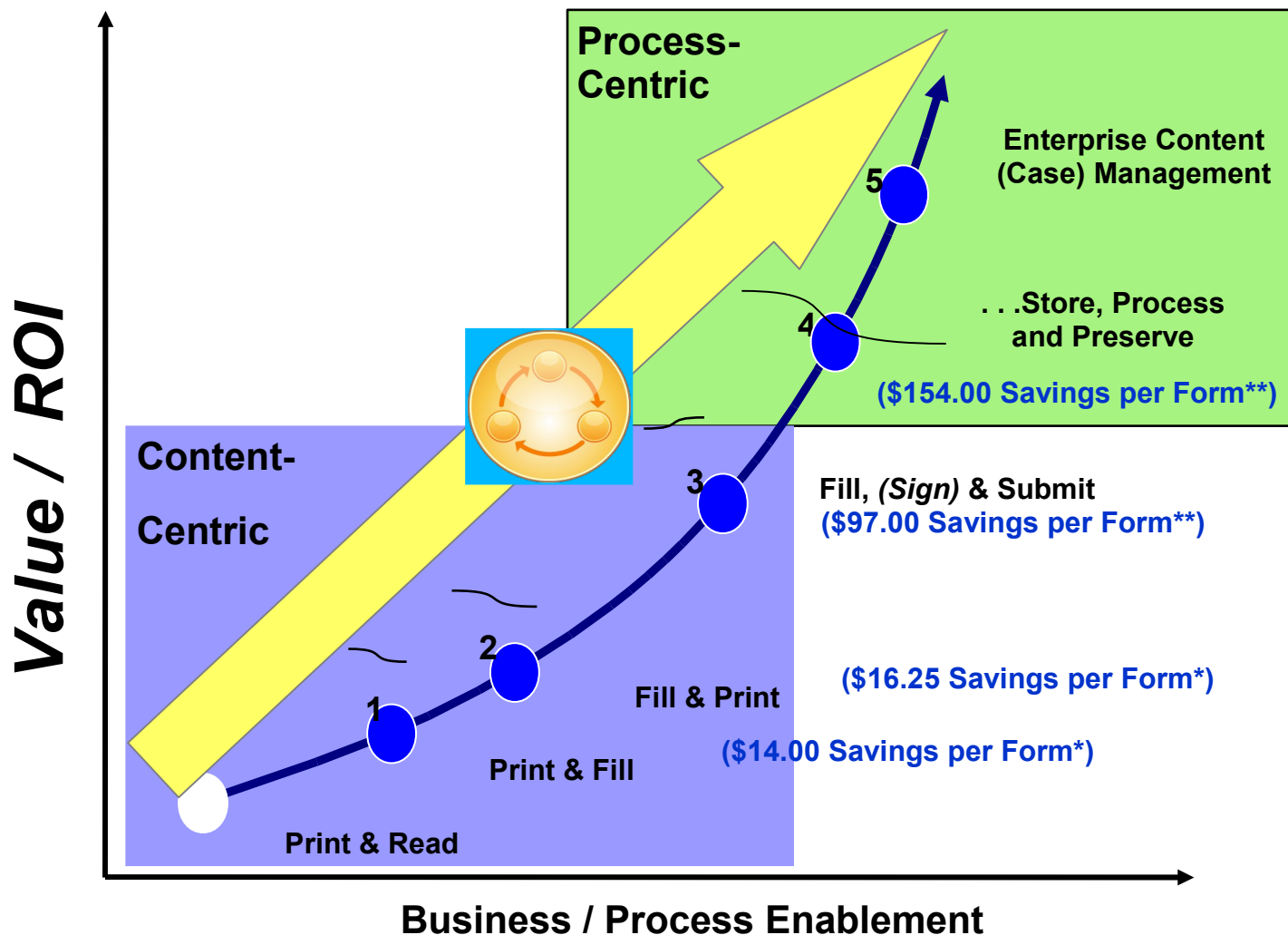
Electronic forms will always save money, always save paper and the environment, always create more productive, happier users and always make data more accurate.

Data accuracy alone can save millions of dollars in most business processes. The world has been waiting for this technology.”

Toby Bell, Gartner Group
November 2008



Profound ROI: Solid, quantifiable benefits for customers, through process automation as well as paper savings



Sources: **Gartner Group

Case Study: AMP

- Australian wealth-management company improves productivity with WebSphere Portal and IBM Process Accelerator.

- **Business Needs**

- Improve access to customer and product information.
- Increase customer face time.
- Seamless integration.

- **Delivery**

- Multi-Channel – Retail, Advisers, Internal.
- Common SOA framework.
- Portal fronts backend systems.
- (Siebel, Oracle, Sharepoint, mainframe)

- **Results**

- Forms met business case in under 10 months.
- Expected 3 year adoption rate met in 3 months.
- 70+% of all forms completed electronically.

“There's a definite link between the efficiency of the portal, increased revenue and cost savings.” Roy Crociani, IT director, AMP

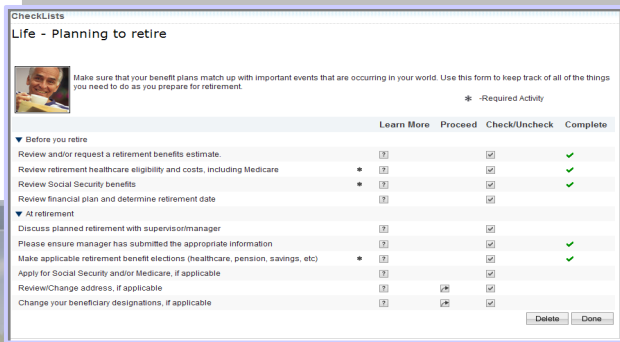
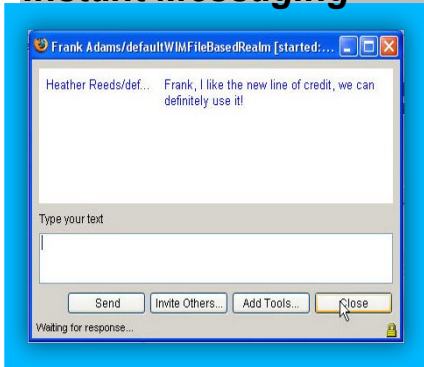


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IBM Collaboration Accelerator enriches Web Experience

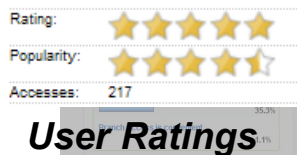
Instant Messaging



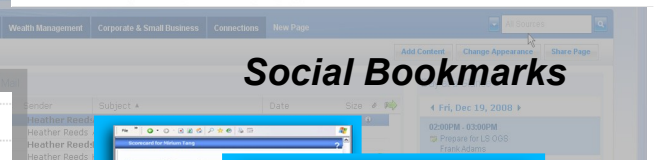
Bookmarks for Curtis M. Ryan



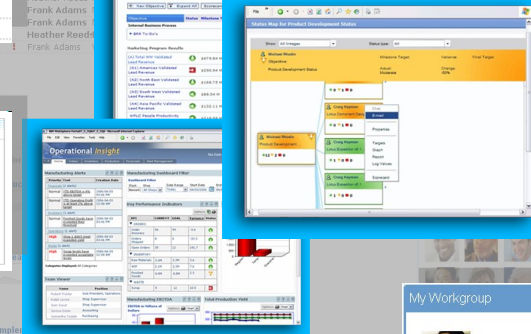
Team Rooms



Social Bookmarks



Dashboards



New Business Workshop

03 Feb 2008, Noon-5pm
Town Hall Commons
Get in contact with and find valuable business resources.
More Info

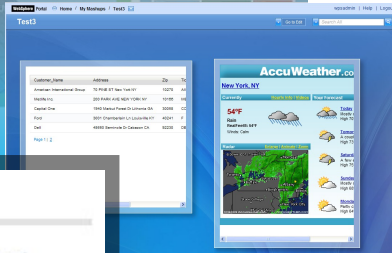
Universal Task List

Title	Modification date	Due date	Application
New Hire checklist	29-01-2009	3/17/09 12:00 AM	Checklist
Loss of a family member	19-02-2009	4/19/09 12:00 AM	Checklist
Life - Planning to retire	19-02-2009	4/20/09 12:00 AM	Checklist

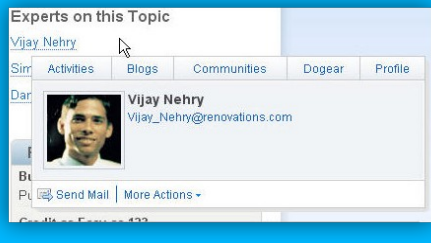
User Ratings



Authoring

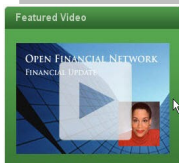


Documents



Experts

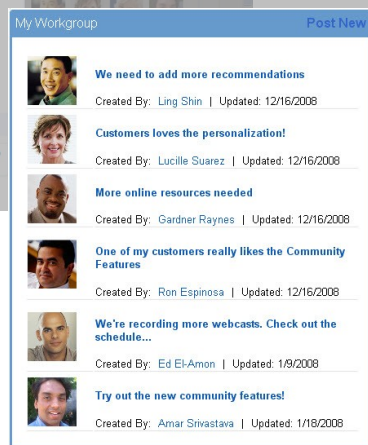
Personalized Content



Active Tags

2010 analyst_report
collaboration community
connections data domino
education ibm lotus
mobile notes oracle
oss_cop ovum portal
quicr rational sametime
sap swg websphere wiki
Tagging

Mashup



Communities

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Singapore Polytechnic's Web 2.0 Portal Architecture

[About SP](#) [FAQs](#) [Visiting SP](#) [Contact Us](#) [Media Room](#) [eServices](#)

SINGAPORE POLYTECHNIC | SP

- Courses
- Academic Schools
- Admissions
- Financial Matters
- Life@SP
- Publications
- Further Studies
- Continuing Education

Future Students
Current Students
Staff
Alumni
Industry
Teachers
Parents

Quick Links

AVIL 10 M M YouTube f

Calendar of Events

BOOKMARK

SPotlight

New
5+1

We've got 5+1!
That's five new full-time diploma courses and one great programme for you.

Get your degree at SP!

Achieve@SP

SPBuzz

Beauty queens in the making
Secondary school students get up close and personal with new perfumery and cosmetic science course.

Global exposure for poly

Now@SP

The one place for you
Get the all-in-one experience at our Student Service Centre!

Entrepreneurship in SP

New campus Subway a hit

EventSPlash

Accepting applications now!
Join the Bachelor of Science (with Honours) in Optometry programme.

SPVideo

New Courses and Programme!
In 2010

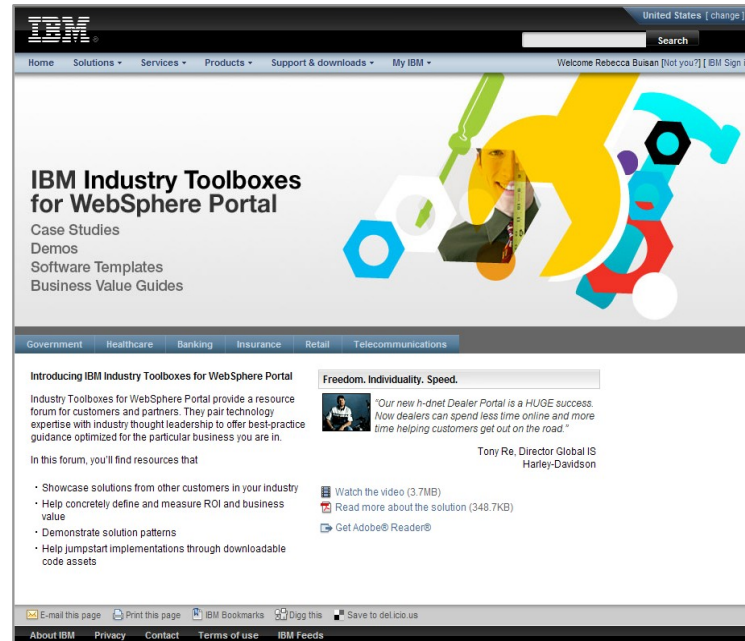
SP Open House
7 - 9 Jan 2010
Watch this space for more!

BE AN SP Buddy TODAY!

Singapore Polytechnic

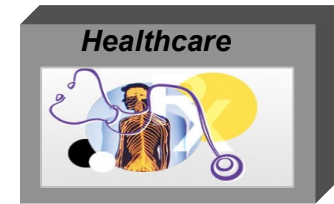
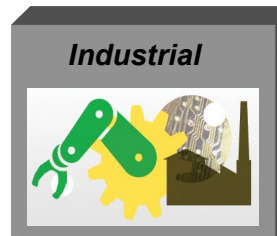
IBM Industry Toolboxes for WebSphere Portal

- **Application Briefs**
describing solution scenarios.
- **Business Value Guides**
describing the value enabled by the WebSphere Portal and Accelerators, and help illustrate best-practice process and information flow.
- **Templates**
which can be used on top of WebSphere Portal to help jumpstart design and assembly of end solutions.
- **Demonstrations**
and recordings of example solutions design that illustrate how end solutions can look like.
- **Other Code Assets**
include sample Forms, Dashboards, or other Portlets which can help expedite the assembly of a solution.



www.ibm.com/websphere/portal/industry

NEW!





Jump-Start Templates Speed Time to Value

- **Extensible, Configurable Software Templates**
 - Software to accelerate solution construction for specific business needs
 - Prebuilt Portal sites, structure, and collaboration components commonly used in a target industry
 - 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 interaction patterns *spanning the Lotus collaboration portfolio*

"We see the IBM solution as more than just a one-off project. It's a platform for change that is transforming our company from the inside out."

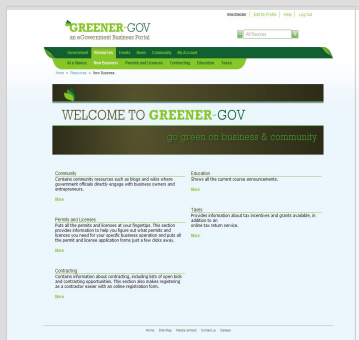
Geoff Pearce
Store Systems Applications Manager
The Reject Shop

Healthcare Patient Portal



Portal, WCM

Government Self Service



Portal, WCM, Forms

Online Banking



Portal, WCM, Connections, ST

Retail Vendor On-Boarding



Portal, WCM, Forms, ST
(coming soon)

Insurance Agency Portal



Portal, WCM, Forms,
Connections, ST, Dashboards
(coming soon)

Product, Pre-Requisites



“As for the future, your task is not to foresee it, but to enable it.”

- Antoine de Saint Exupéry

*“When it comes to the future,
there are three kinds of people:
those who let it happen,
those who make it happen,
and those who wonder what happened?”*

- John M Richardson Jr

The future has a way of arriving unannounced.

- George Will

Doing More Anywhere, Anytime... and Growing

Internet purchases will
grow to **\$16 trillion** by
2013...

**...rich media,
participation, and
social** will be ubiquitous

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
52%	77%	of US adults use the internet

Will your organization **keep up?**

Doing More Anywhere, Anytime... and Growing

...**Fastest** growing activity on
mobile phones is
browsing the web...

...**Six-times** as many
non-PC devices to be
connected to networks
as PCs by 2012...

...there are more
mobile phones than
computers connected
to the internet

27% of U.S.
households are
now mobile only

Web visitors using a
mobile device
increased to 56.9
million in July 2009



58% of Americans
have a mobile phone
with Web
connectivity

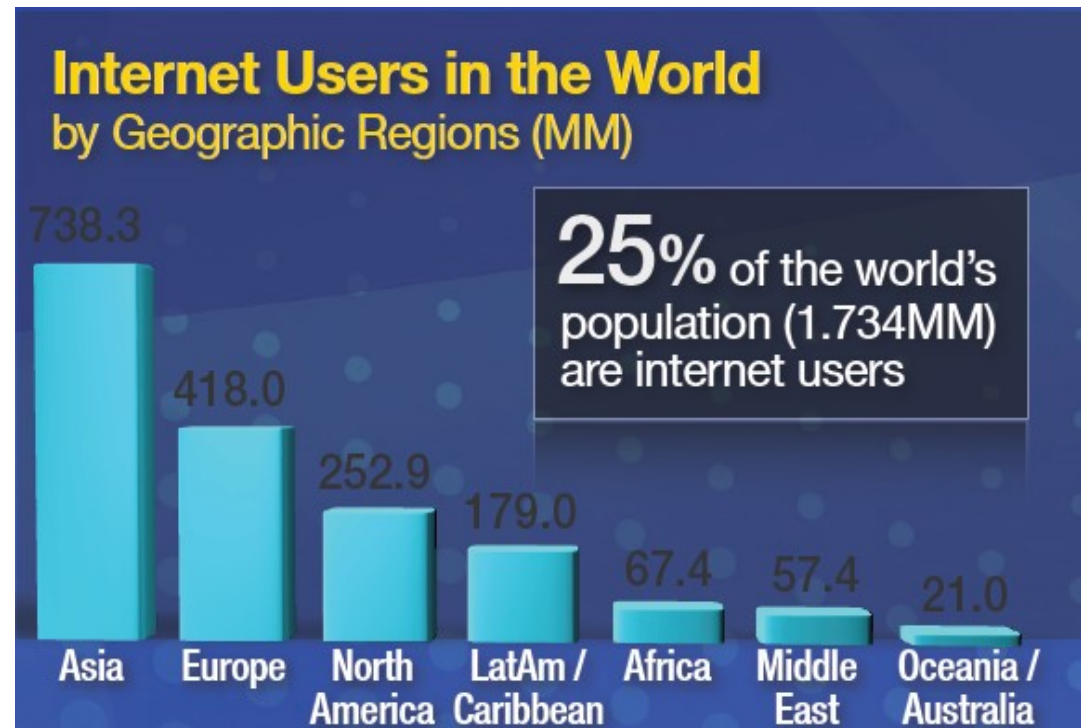
Browsing the web
was the fastest-
growing activity on
mobile phones
between the 2nd & 3rd
quarters of 2009

Will they be able access your business?

Doing More
Anywhere, Anytime... and Growing

2 billion
Internet users
by 2011...

...can you **engage**
them...in their
language...on their
device?



Will you **know** them?

Lufthansa.com

- Major international airline serving over 70m customers annually
- Over 3.7m online bookings per year (growing at 37% annually) from 18m registered users
- Fully integrated transactional B2C portal with online fares, bookings, customer self service, account self service and more
- Rapidly scalable infrastructure to handle planned and un-planned spikes in volume
- Supporting more than 200 schedule inquiries per second
 - Fare Sales
 - Online check-in

The screenshot displays the Lufthansa website interface. At the top, there's a navigation bar with 'Deutschland', 'English', 'Andere Länder', 'Hilfe & Kontakt', and a search box. Below this is the Lufthansa logo and a navigation menu with 'Buchung', 'Angebote', 'Info & Service', 'Miles & More', 'Urlaubsangebote', 'Mein Konto', and a 'Login' button.

The main content area is divided into several sections:

- Booking Form:** Includes tabs for 'Buchung' and 'Check-in', options for 'Flug', 'Hotel', and 'Car', and radio buttons for 'Hin- und Rückflug' (selected) and 'Einfacher Flug'. It features input fields for 'Von' and 'Nach' cities, and 'Hinflug am' and 'Rückflug am' dates. There are also options for 'Ich bin zeitlich flexibel' and 'Ich muss am ausgewählten Tag fliegen', and a section for 'Erwachsene', 'Kinder', and 'Babys' with dropdown menus for counts. A 'Klasse' dropdown is set to 'Economy'.
- Special Offers:** A banner for 'USA ab 349€' with a background image of a sunset over a desert landscape. Below it, a list of destinations with prices: Atlanta (469€), Kairo (249€), Nanjing (579€), Tunis (299€), and Washington (499€). A note states '*inkl. 15 € Lufthansa Ticket Service Charge'.
- Quicklinks:** A list of links including 'Check-in', 'Tickets stornieren', 'Ankunft und Abflug', 'Flugplan', 'Lufthansa Route Map', 'Mein Profil', 'Mein Meilenkonto', 'Meine Buchungen', and 'Lufthansa und SWISS'.

The bottom section of the screenshot shows the 'Online Check-in' page. It has a navigation bar with 'Germany', 'Home', 'Deutsch', 'Other countries', and 'Help and Contact'. The main heading is 'Online Check-in' with a sub-heading 'Home > Information & Service > Online Check-in'. Below the heading is a list of links:

- ↓ Check in online here (for flights from Switzerland and Scandinavia too)
- ↓ News about online check-in
- ↓ How to obtain your online boarding pass
- ↓ Other boarding passes
- ↓ Quick boarding - even with bags
- ↓ Changing a flight after you've checked in
- ↓ Advice on printing out the online boarding pass
- ↓ Advice on passengers' rights under EU legislation (EC Regulation No 261/2004)

At the bottom right, there's a small image of a woman sitting on a couch using a laptop. The footer contains the Lotus logo and the text 'CREATED WITH LOTUS SYMPHONY'.

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Multiple Audiences - Single Infrastructure

•“Virtual portals” capability delivers custom branded experiences from a single Portal infrastructure

Welcome to Lufthansa-Agent.com!
The online portal for Lufthansa and SWISS travel agents

LH/LX-Agency ID Password
→ Forgotten Password
Login

Online Demo
An online demo is available to familiarize yourself with the benefits and features of Lufthansa-Agent.com UK.

Germany Deutsch | Other countries | lufthansa.com | Help & Contact | Search

Miles & More Lufthansa

Earn miles Spend miles The programme

Thank you for visiting us today

WORLDHOTELS
Double miles
Plus: 5% discount on the best available rate and free breakfast throughout your stay. [more...](#)

Login
Card no. / Username PIN / Password
Help with login
Forgotten PIN
Login

STAR ALLIANCE MEMBERS

WeFlyHome.com[®] Lufthansa

Choose Destination Country
--Select Destination--
Find flights

Visit friends and family
Lufthansa serves more than 416 destinations in over 98 countries. It is renowned for its service to Germany, Europe, and beyond. The U.S. is host to many communities with strong ties to their homeland. With WeFlyHome, Lufthansa bridges the gap by offering you exclusive low fares from its 17 U.S. gateways bringing you closer together. Our program includes great offers to [Bosnia Herzegovina](#), [Bulgaria](#), [Croatia](#), [Czech Republic](#), [Egypt](#), [Greece](#), [Hungary](#), [India](#), [Israel](#), [Poland](#), [Russia](#), [Serbia](#), [Turkey](#) and the

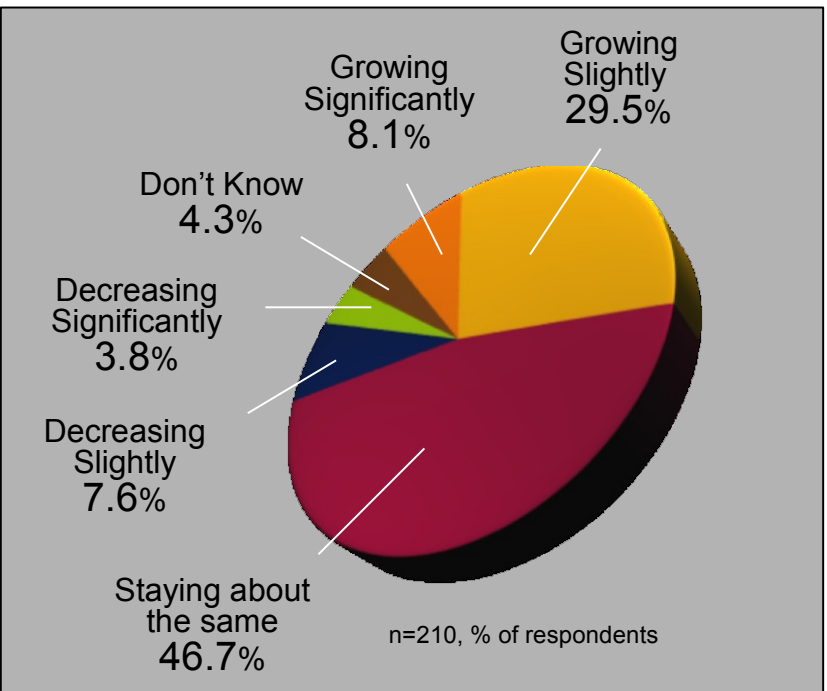
External-Facing Web Site Priorities

84% of organizations will maintain or **increase investment** in their public Web site(s) in the next 12 months

“...it's too **difficult** for content creators to **publish content** (and keep the site fresh and up to date)...”

“...the **explosion** in the number and types of content — particularly **rich media** and other **persuasive content** — underscores the urgency in organizations today to make their Web sites more **compelling and engaging.**”

Which of the following best reflects your company's planned investment in public websites over the next 12 months?



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An Exceptional Web Experience...



has a wow factor, is memorable, and compelling

is built on a platform you can trust



generates strong customer, partner, or employee loyalty

is intelligent and adaptable to changing



Better Web Experience = Better Business Experience

- **Exceptional Web Experiences can result in:**
- **400% higher** visit-to-lead conversion rate
- **200% higher** visit-to-order conversion rate
- **41% lower** page abandonment rate
- **16.6% more** recommendations by customers for your products and services
- **15.8% fewer** customers lost to competitors
- **14.1% repeat purchase** interest by customers

Useful

Customers can accomplish their goals

Usable

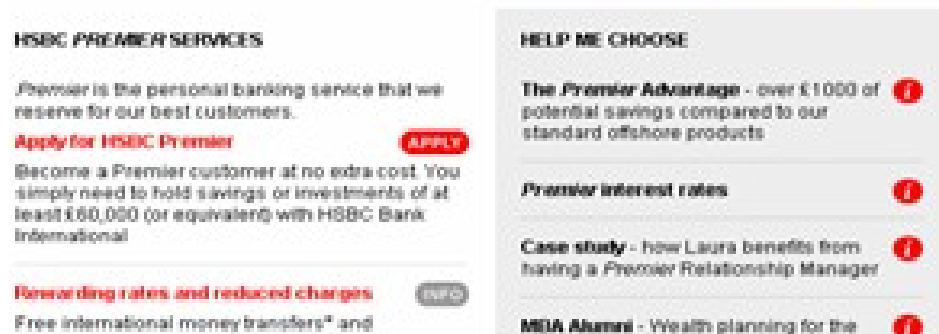
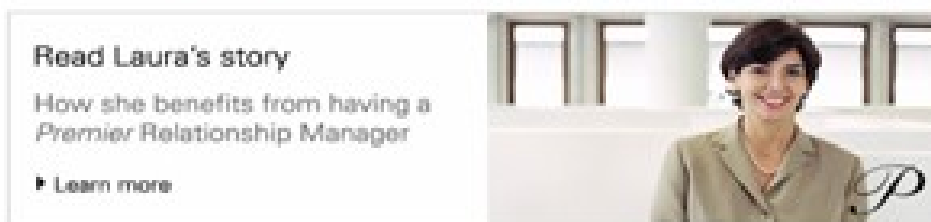
Customers can easily perform tasks

Desirable

Customers enjoy their experience

HSBC – Global Customer Service

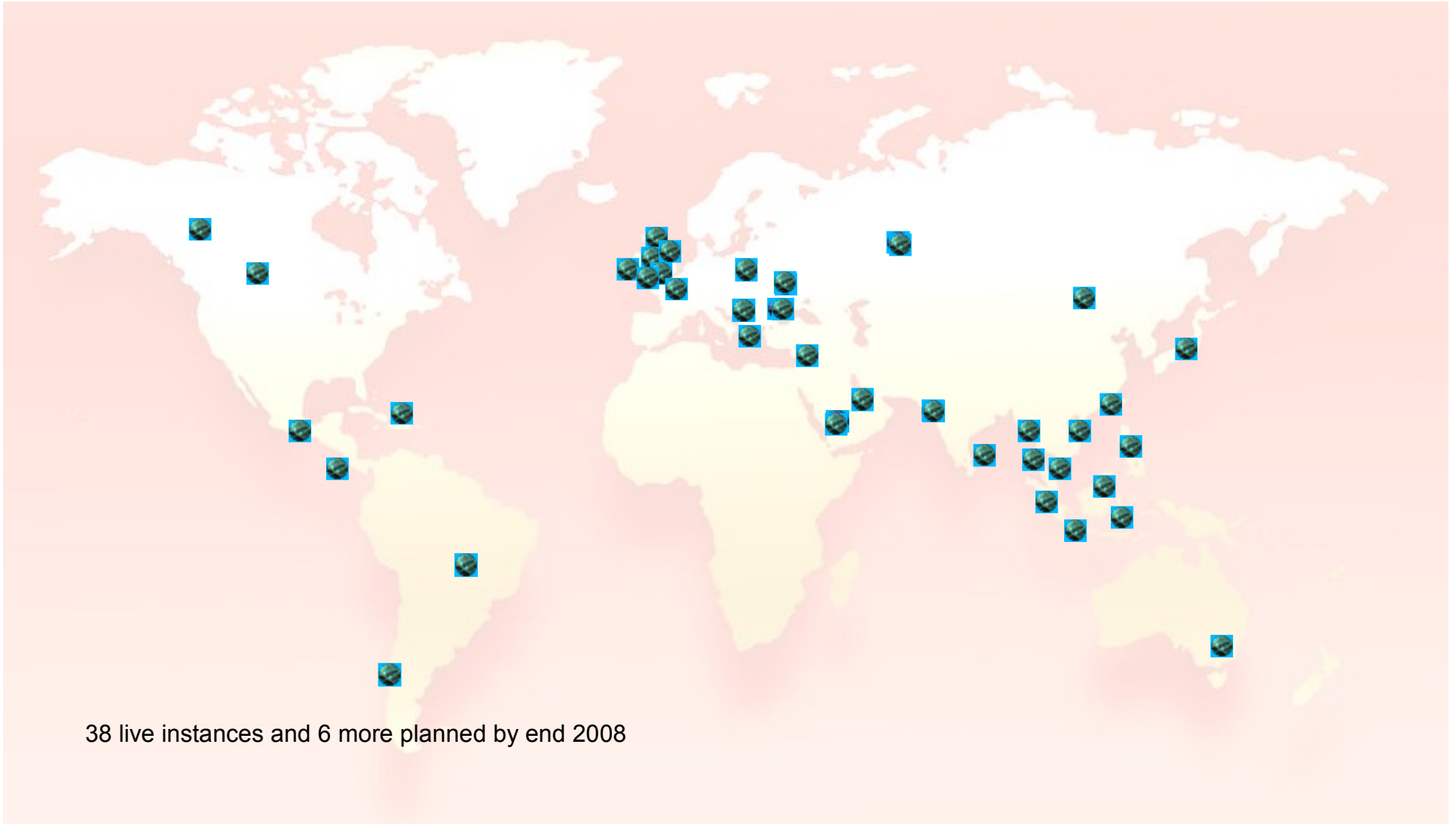
- running the brand on WebSphere Portal



- Over 50 million customers
- Personalized content based on account level and usage
- Regionalized content delivered to over 40 countries/languages
- Scalability to meet increased demand
 - > 50K concurrent user capacity at one site alone
- Portal supports lines of business:
 - Personal Financial Services
 - Corporate Banking
 - Payments
 - Insurance
 - Premier
 - Stock Trading

<http://www.hsbc.com>

HSBC - Global Internet Implementations



38 live instances and 6 more planned by end 2008

HSBC: Crafting an Exceptional User Experience



Banners using customer data held in the back-end

Mr Bannister,
you can protect your family with our affordable term life plan
[find out how](#)



Under Pressure?

With your own Relationship Manager, sorting out your finances is fast and convenient. So you can make the most of your free time

[Learn more](#)



Mr Parsons, you're important to us

so we'd like to offer you your own Relationship Manager

[Learn more about Premier](#)



Mr Hicks, if you upgrade to Premier

you'll benefit from the advice and insight of your own Relationship Manager

[Learn more about Premier](#)



Mr Hamilton, as one of our best customers

are you making the most of the rewards available to you?

[Show me](#)



Mr Fray,
we're developing new online services exclusively for Premier customers, so we'd really appreciate your feedback

[Go](#)



Extending the NEXT Generation Web Experience Platform

2010 Portal Segment Roadmap...

Simpler, Richer Web Experiences

•Web Content Management Excellence

- Improved **Authoring & User Experience**
- Tighter **Portal integration**

•Multi-Channel Delivery

- Improved **personalization**
- Out-of-box **mobile** application support
- Client framework **widgets**, samples

•Web 2.0 & Social

- Web content **tagging**, **rating**, and **searching**
- Portlets for Lotus Connections **profiles**, **wikis**, **tags** & more
- Enhanced **web 2.0 eForms**
- Saba eLearning enhancements

•Cost of Ownership

- Virtualization** and portal farming
- Serviceability
- Public and Private **Cloud** Deployment Options

•Analytics

- Tooling that enables onsite **analytics** to **optimize** your site

•Value & Customization

- Industry** and Portal NOW Templates
- Best practice** guidelines spanning WPLC portfolio
- Out of the box samples continuously delivered via Portal Catalog

•Rapid Application Development

- New Dashboard **builders** and ILOG jViews **charting**
- Usability** and visual application support

The information on the new product is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.

Lotusphere Offer Extended to June 25 for LCTY attendees



Lotusphere Portal Reporting & Analytics OFFER Summary

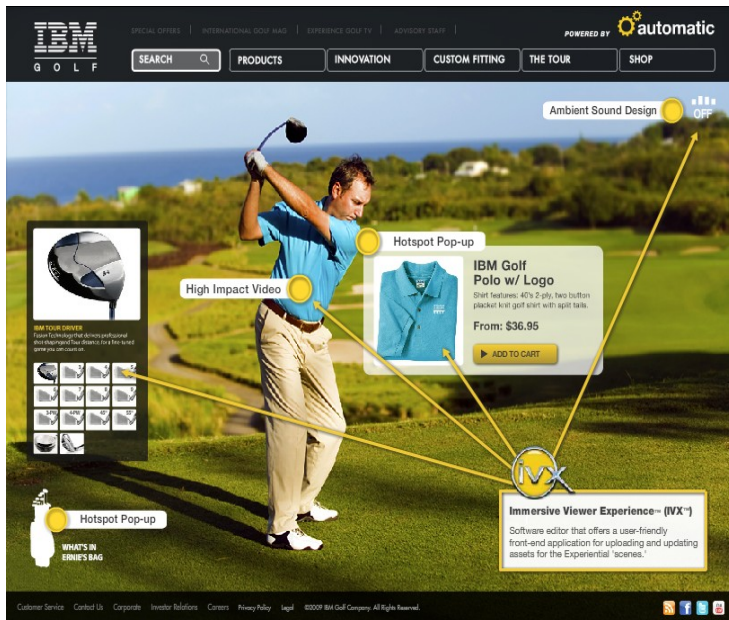
- . Requires 24 month term
- . No Charge for Coremetrics for WebSphere Portal module for entire term
- . No Charge Coremetrics Analytics for 90 days (*new Coremetrics clients only*)
- . No Charge Coremetrics Benchmark for entire term
- . No Charge Coremetrics Explore Reporting for 90 days (*new Coremetrics clients only*)
- . No Charge 'Quick Start' Implementation

for Lotusphere Attendees ONLY

- . No Charge Operational Assessment (*SOW & market needs TBD*)

Register at: www.coremetrics.com/solutions/websphere-portal.php

The Wave of Future Possibilities



• Immersive Viewer Experience

- Full motion on-demand, fly-in video objects
- Keystrokes calibrated with sound feedback
- Mouse-driven Axial pan navigation (5-axes)
- Intelligent Feedback: click one path and the site returns content to the user based on that set of keystrokes



• Converted Broadband Applications

- High definition & high quality
- Social applications
- Games & two-way interactions
- Personalized entertainment
- Personal content, for sharing
- Mobile access
- Consumable on all screens (TV, mobile, PC)

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Lotus knows.

Smarter software for a Smarter Planet.

New Generation Exceptional Web Experiences!



2010
2011
2012

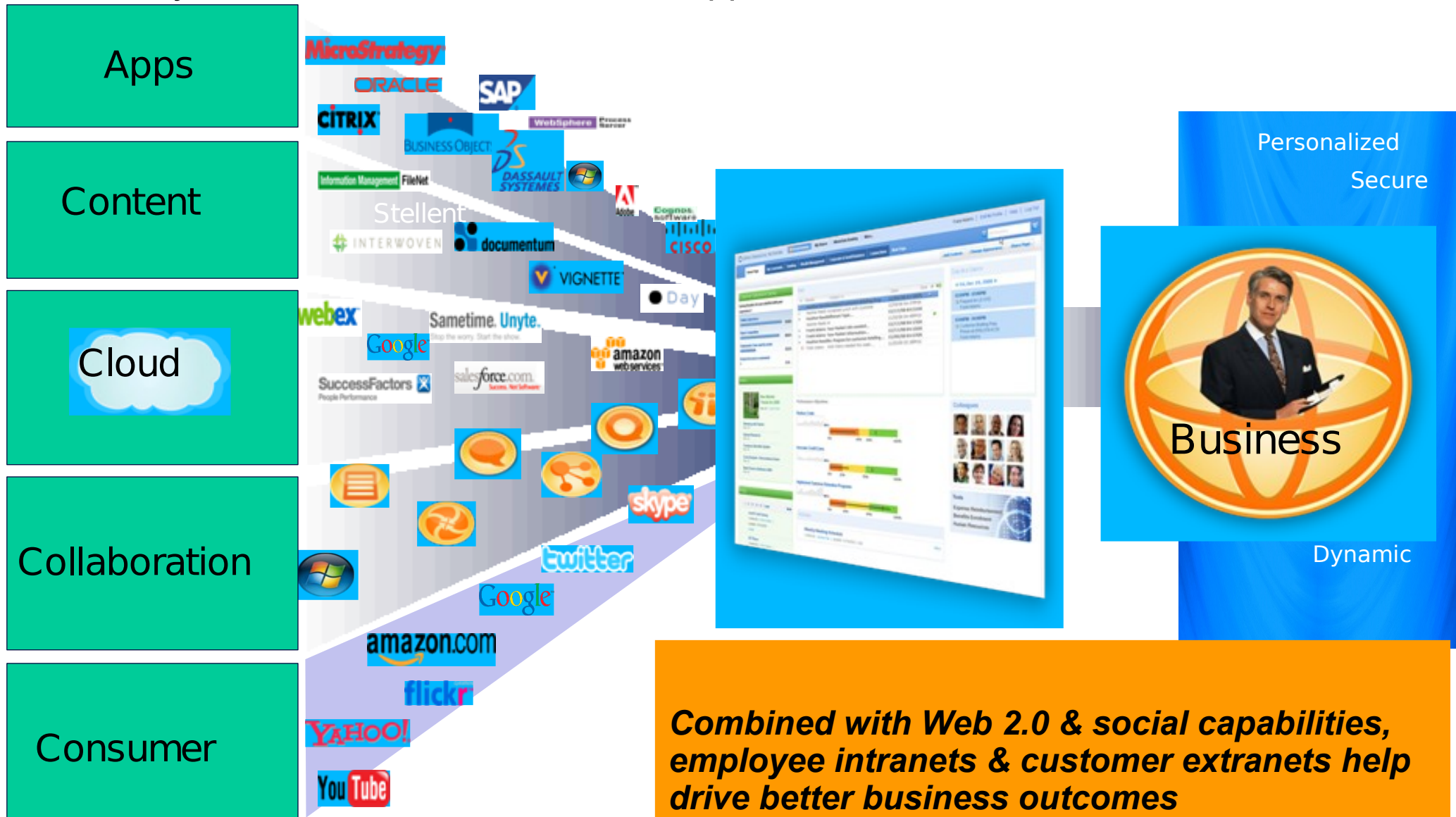


Lotus knows.

Smarter software for a Smarter Planet.

Portal: Putting it all together

Seamlessly Combine Internal & External Applications/Services



Where should you go from here?

v6.1.5



v6.1.5

Explore the latest **WebSphere Portal** web experience capabilities



v6.1.5

Discover how **Lotus Web Content Management** places more control of Web experiences in the hands of business users



Experience how **Lotus Connections** and **Quickr** can link people to people, and people to information across your enterprise



Learn how to cut costs, improve efficiency with **Lotus Forms**



See how to extend your reach with **Mobile Portal Accelerator** Web experiences



WebSphere Portal NOW

Experience how **WebSphere Portal NOW** can jumpstart your next portal



Leverage the **WebSphere Portal Industry Templates** can add value to your next project

Industry Templates

Lotus knows.

Smarter software for a Smarter Planet.

thank you



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Lotus knows.

Smarter software for a Smarter Planet.

