



**IBM Dynamic Workplaces
for the travel and transportation industry**

State of the marketplace: Deliver more... for less

Facing unprecedented budget pressures, travel and transportation companies are working harder than ever to streamline their business and IT environments, contain costs and achieve employee and infrastructural efficiencies. At the same time, forward-looking organizations are preparing for a return to sustained growth by establishing a flexible, secure and scalable framework for e-business success.

Today's businesses must be both practical and strategic: driven by pragmatism now, yet poised to prosper tomorrow. As a result of this new mandate, travel and transportation entities of all types and sizes are learning to leverage e-business principles and processes internally to optimize the effectiveness of each employee... and each employee relationship. These business-to-employee (B2E) efforts, while less visible than supplier, partner or customer-facing activities, can help companies put their own houses in order, first and foremost.

The IBM Dynamic Workplaces™ offering provides a unique and comprehensive portfolio of software, hardware and services geared toward the creation of B2E portals, intranets and enterprisewide knowledge management, as well as employee self-service and collaboration.

The core of the IBM offering is the portal—a single, unified point of access for employees and others seeking to leverage enterprise information, applications, expertise and community resources. The portal-driven approach can empower the workforce and optimize the use of human and IT assets—helping in turn to drive a better return on overall investment. Plus, the portal establishes a fully-aligned and efficient framework from which to launch business-to-business (B2B) and business-to-consumer (B2C) initiatives.

Dynamic Workplaces Model

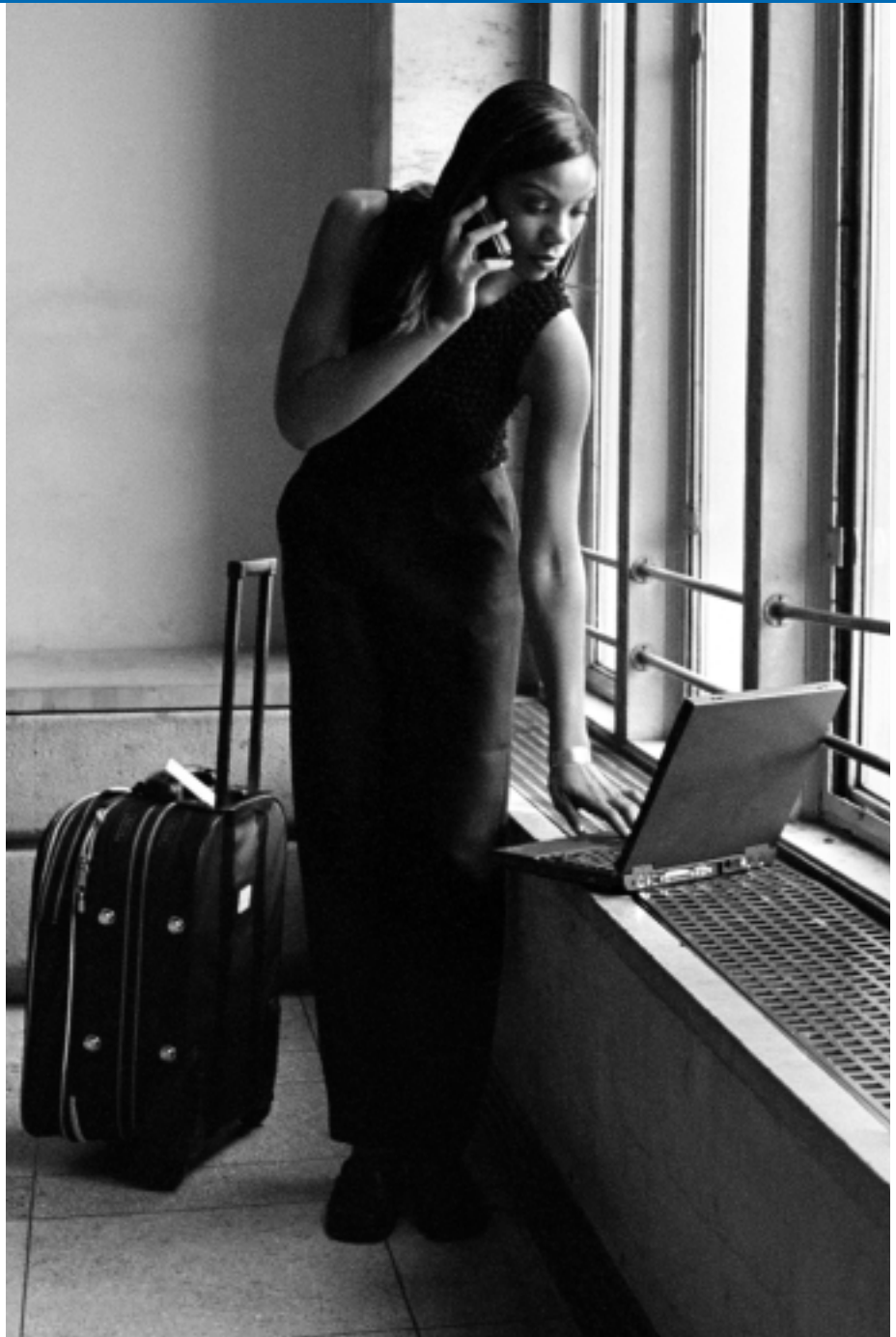
Employee to...

Work	Company	Employee	Partner (Extranet)	Personal
<ul style="list-style-type: none"> • Role-related information sources/aggregation • Role-related applications • Measures • Financials • Customer information 	<ul style="list-style-type: none"> • Yellow pages • Corporate messaging • Benefits • Job posting • e-procurement • Distance learning • Self-service human resources 	<ul style="list-style-type: none"> • Collaboration • Expert location • Instant messaging • e-meetings/ Webcasting • Community support 	<ul style="list-style-type: none"> • Collaborative commerce • Transactions • Collaboration • e-meetings • Instant messaging 	<ul style="list-style-type: none"> • Shopping • Finances • Leisure • Entertainment

Portals provide a powerful technology for aggregating relevant, personalized content and for providing an intuitive navigational structure for accessing B2E applications and services.

– GIGA¹

IBM Dynamic Workplaces is a proven solution set of virtually unparalleled breadth and depth—fully adaptable to your current environment and fostered by firsthand experience. IBM has aligned and Web-enabled its own complex environment—an effort which has achieved highly lauded and measurable results. Indeed, IBM is a dynamic workplace, tried and true. With our help, your organization can become one, too.



The power of the portal

An employee portal is an intranet Web site that serves as a common, unified and simplified point of access to enterprise information, applications and expertise.

Implementing a B2E infrastructure around a portal can help your organization:

- Improve customer service and sales
- Drive innovation
- Achieve operational efficiencies
- Motivate and educate the workforce
- Reduce employee turnover
- Streamline human resources
- Prepare for growth



The travel and transportation industry:

Aligning a complex value chain

The travel and transportation industry is by definition diverse and tactically complex, comprising air and rail transport enterprises and freight and logistics companies, as well as travel-related businesses such as hotel chains, car rental companies and travel agencies.

Today, many travel and transportation firms encompass globally distributed environments—people and processes extended along broad value chains and segregated by geography, role and function. Industry processes can span marketing and reservations; route planning and crew scheduling; revenue management; maintenance and engineering; logistics; customer service; human resources, and IT-related functions.

The disparate activities of everyone from corporate decision makers and sales and marketing managers to logistics teams, operational planners and reservation agents, are all brought to bear on an organization's ultimate success or failure. While there is no denying the interdependencies that extend across this expansive industry, operational and informational "silos" continue to exist.

As a result, functions are often redundant or contradictory, communications untimely and unreliable, and employees at all levels and in every sector isolated and hampered by inefficient processes. Establishing an integrated, end-to-end dynamic workplace in a travel or transportation environment can help to rectify this situation by:

- *Improving the information flow across internal business units*
- *Enabling more efficient and cost-effective processes*
- *Enriching collaboration*
- *Creating a less complex infrastructure from which to manage all mission-critical relationships—with employees, partners, suppliers, agents and customers*

An IBM Dynamic Workplaces solution can furnish travel and transportation professionals with a personalized "dashboard" from which to quickly, securely and nearly effortlessly acquire the specific information they need to conduct transactions. Personnel in every sector of the organization can become "knowledge workers" by leveraging a wide range of Web-enabled access devices—including desktop PCs, notebooks, conventional and wireless phones, personal digital assistants, specialized handheld devices and self-service kiosks—to retrieve reliable, realtime data. In this way, IBM Dynamic Workplaces serves to minimize time-consuming navigation and process

redundancies, while empowering each and every employee to add value to the enterprise.

IBM Dynamic Workplaces:

How much do you need?

IBM Dynamic Workplaces offers modular and customer-tuned solutions—supported by IBM consultants who are prepared to assess and quickly define what services would most fully benefit your enterprise and provide the most rapid and assured ROI. These offerings include, but are not limited to:

- *e-mail and instant messaging*
- *e-meetings*
- *Companywide directories*
- *Self-service human resources (eHR)*
- *Online libraries, policies and procedures*
- *Key performance indicators*
- *Distance learning opportunities*
- *Online expenses management*
- *Remote access*
- *Wireless solutions*

Next, IBM can help you develop a strategy and design a customized Dynamic Workplaces framework with built-in, role-based functionality to support your employees, regardless of level, locale or business unit. IBM consultants will then perform rapid prototyping to support seamless implementation of your chosen solutions on an aggressive timeline.

“E-learning has enabled us to reach more customers with flexible and cost-effective training that has greatly improved satisfaction and overall service levels. It is a great convenience that has more than doubled the number of travel agents involved in our training programs.”

Debbie Wilcox
director of training
Worldspan L.P.

IBM Dynamic Workplaces: Connectivity, integration and personalization

IBM Dynamic Workplaces provide a holistic, scalable and cost-effective solution tailored to your business needs and designed to function seamlessly within your current IT environment. IBM Dynamic Workplaces is based on WebSphere® Portal Server enhanced by best-of-breed search and personalization capabilities, as well as collaboration and workflow solutions from leaders like Lotus® and Microsoft®.

The IBM WebSphere Portal Family is open and standards-based, enabling snap-in connections to a wide variety

Inside IBM: Real workplace results

IBM employees consider their global intranet their single most credible and useful source of enterprise information.

Nearly 15 million accesses a day can attest to this preference. Quantifiable results include:

- The company's Blue Pages corporate directory gets more than one million accesses per day, saving IBM approximately US\$10 million per year through time efficiencies.
- More than 4,800 e-meetings are conducted within IBM each month, and employees participate in over one million instant message chats via intranet each day.
- Forty percent of IBM training is now done online, saving the company more than US\$350 million in 2001 alone.
- Nearly all IBM human resource services have moved to the intranet. Online health and pension services have saved more than US\$1 million per year.

of leading applications. Plus, IBM has many existing integrations with popular independent software vendors (ISVs)—enabling faster workplace deployment and precise alignment with your B2B and B2C systems.

IBM is dedicated to delivering the world's richest and most comprehensive workplace solution. Toward that end, 300 IBM researchers continue to generate sophisticated technologies for collaboration, pervasive computing, e-learning and knowledge management. At the same time, IBM has developed a proven set of e-workplace assets through its own internal transformation. These customizable solutions—designed to reduce cost, risk and deployment time—include:

- *Reusable portlets*
- *Personalization and profiling solutions*
- *e-directory templates*
- *Intranet forum and discussion support*
- *Wireless device support*
- *Media Jukebox for audiovisual needs*
- *Expense reporting solutions*

These elements are further fortified by a broad range of capabilities from across IBM Global Services, including:

- *Systems integration*
- *Content management*
- *Rapid workplace implementation using a Workplace Framework*
- *Data and IT hosting*
- *Travel and transportation industry expertise*

With IBM, you can have complete confidence in a speedy, successful implementation of a total workplace solution—proven and prepared to grow.

For more information

To learn more about IBM Dynamic Workplaces, please contact your IBM sales representative or visit:

ibm.com/industries/travel

ibm.com/industries/transport

Picture this: More flexibility, less complexity

The IBM Dynamic Workplaces offering furnishes tailored, role-based “dashboards” and self-service opportunities for associates in every sector of the travel and transportation industry. This solution can help:

- Line of business executives, revenue management professionals, and scheduling planners or logistics teams participate in enterprisewide digital collaboration to inform operational and sales decisions.
- Reservation agents access realtime schedules, promotional fares, security regulations and frequent flier data via an online portal.
- Mobile service and transport workers stay abreast of company procedures and enrich their customer service skills at a reduced cost through distance learning.
- Sales and marketing professionals collaborate to empower competitive bidding processes.
- Air crews, cabin crews and truck and train drivers gather current scheduling, benefits and salary data via intranet and call center-supported human resource services.
- Logistics and transport teams enjoy anytime access to assignments, routing updates and order status via wearable, wireless PCs.



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¹ "IT Trends 2002: Business to Employees Applications," GIGA, December 5, 2001.



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