IBM Lotus and IBM WebSphere Portal Software
Client Successes

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Sincerely,

Bob Picciano
General Manager, Lotus Software
IBM Software Group

IBM Lotus and IBM WebSphere Portal Software Client Successes

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Lamborghini accelerates time-to-value with IBM Lotus and WebSphere technologies

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Overview

■ **The Challenge**

Automobili Lamborghini has a large worldwide dealer network. The company wanted a solution that would not only improve communications between the dealerships and head office, but would also help individual dealers to collaborate with each other.

■ **The Solution**

Lamborghini implemented a Web portal based on IBM WebSphere Portal Express, and worked with IBM Premier Business Partner Tecla (www.tecla.it) to extend it using Lotus Sametime and IBM Lotus QuickPlace. The company also integrated a corporate intranet into the solution.

■ **The Benefits**

Dealers can order cars and spare parts easily, via a simple interface; they can also work together to trade spare parts for classic models. Lotus QuickPlace makes it easy to publish documentation online, keeping all parties informed about the latest business processes.

Automobili Lamborghini S.p.A is one of the world's most prestigious manufacturers of high-performance sports cars. Based near Bologna in northern Italy, the company employs 672 people and achieved turnover of €346 million in 2006.

Lamborghini operates through a network of nearly 100 dealerships, spread across the world. Dealers need to remain in close contact with the company's head office to order new cars and spare parts, and to keep up-to-date with the latest marketing programmes and business operating procedures.

Until 2003, the company relied mainly on traditional channels – telephone, mail and email – to handle communication with this dealer network. This necessitated considerable paperwork, and it was difficult to support global operations in a responsive manner due to the wide range of time-zones in which the dealerships operate. Lamborghini realised that both of these issues could be addressed by providing browser-based access to its central systems via a Web portal.

Building a portal
Lamborghini implemented a solution based on IBM WebSphere Portal Express. The portal was initially rolled out to 50 of the dealerships, and is now used by more than 100 dealers and service centres.

WebSphere Portal enables dealers to interface directly with Lamborghini's ordering systems, which run on an IBM DB2 database. The solution cuts paperwork and reduces manual processing for Lamborghini staff, as there is no longer any need to re-key data into the central system.

The company was immediately impressed with the flexibility and ease-of-use of the new portal infrastructure: the portal project provided a great platform to build on. IBM WebSphere Portal Express provides a highly flexible, scalable architecture which the Lamborghini IT team can easily extend to deliver new services, as and when the business needs them.

The interoperability of WebSphere Portal Express – not only with other IBM software, but also with third party applications and components – makes it an ideal platform for rapid deployment of new functionalities. If and when Lamborghini feels the need to move towards a full Service Oriented Architecture (SOA), IBM WebSphere technologies will provide the perfect environment for it.

Promoting collaboration
With the basic portal in place, Lamborghini began to think about extending the solution. Working with Tecla, an IBM Premier Business Partner, the company decided to integrate IBM Lotus Sametime and IBM Lotus QuickPlace into the portal, providing a host of collaboration options for the dealer network.

The integration and customisation of the new applications went very smoothly: everything was up and running within a month. The professionalism of Tecla, working closely with the in-house team, meant that there were no unpleasant

surprises – the project was completed on schedule and on budget.

Lamborghini has used Lotus QuickPlace to set up an electronic notice board for the dealers, with pre-defined forms allowing them to request spare parts for classic Lamborghini models. Even if parts are in short supply or are no longer manufactured, dealers now have a good chance of finding what they need.

Lotus Sametime instant messaging adds a further channel of communication, making it easy for dealers to discuss their needs and work together to solve problems in real time, wherever they are in the world.

The whole purpose of the portal project was to improve Lamborghini's communications – not only between the dealerships and head office, but between the individual dealers themselves. Integrating the Lotus collaboration tools with the existing WebSphere portal has made a huge contribution to the dealers' ability to cooperate with one another and deliver what their customers need.

Tecla also deployed a corporate intranet for Lamborghini, built on the same WebSphere Portal infrastructure. The intranet enables Lamborghini to publish the latest operational procedure documents and information quickly and easily, ensuring that the dealer network is kept fully informed about the latest developments. It has also simplified task and event management, making it easy for head office to allocate jobs to area managers worldwide.

The immediacy and simplicity with which documents and applications can be accessed online is the main advantage of the solution. It is easy to use and to extend, helping IT Staff to introduce new functionalities and meet emerging business needs.

Teaming for success

Tecla has also provided extensive training for Lamborghini's in-house team, helping the company to self-manage many of the components of the solution.

"I think a lot of credit should be given to the Lamborghini IT team," says Carlo Visani, President of Tecla. "They were fully engaged with this project right from the start, and their hands-on approach will really help them make the most of this solution in the future."

Marco Capelli at Tecla agrees: "Lamborghini is in a great position to get maximum value from their investment – the solution will really improve the company's ability to share knowledge and communicate effectively at all levels. We are looking forward to helping them upgrade to IBM WebSphere Portal 6.0 and IBM Lotus Quickr – the next generation of Lotus QuickPlace – in the near future."

Working closely with Tecla has been a rewarding experience for the Lamborghini team – "We have really benefited from their technical skills and professional approach. The combination of their expertise and the new IBM WebSphere and Lotus technologies is already delivering real business value for Lamborghini and its dealer network."

> *"The combination of Tecla's expertise and the new IBM WebSphere and Lotus technologies is already delivering real business value for Lamborghini and its dealer network."*
>
> *IT Systems*
> *Automobili Lamborghini*

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B2X Corporation Case Study

Enabling international trade for small and medium businesses

Overview

Business challenge
B2X envisioned a seamless, secure, end-to-end platform that would simplify and bring online the heavily regulated and complex processes of international trade.

Solution
B2X teamed with IBM and Tridion to design, develop and deploy a B2X portal that would offer customers a simplified yet comprehensive online experience to manage international trade.

Benefits
- Automates transactions that used to take weeks into a few keystrokes
- Provides the SMB community with an easy path for entering new markets for goods and services

Business challenge

Founded in 2006, the mission of B2X Corporation is to make it easier for companies, especially small and medium businesses (SMBs), around the world to exchange goods and services. International transactions and the associated logistics of importing and exporting have long been executed using paper-based processes and the telephone. B2X envisioned a seamless, secure, end-to-end platform that would simplify and bring online the heavily regulated and complex processes of international trade. As B2X developed its business, it looked for IT providers that could help it design an easy-to-use, but robust, Web portal solution to make its vision a success.

Solution

B2X teamed with IBM Software Services for Lotus (ISSL), IBM Global Business Services and independent software vendor (ISV) Tridion to design, develop and deploy a B2X portal that would offer customers a simplified yet comprehensive online experience to manage international

trade. The resulting business-to-business (B2B) Web portal is currently being used by Chinese manufacturers and United States-based buyers that want their products to conduct online, international purchasing transactions. B2X automates previously manual and time-consuming processes, and makes it possible for even small buyers and manufacturers to leverage the type of resources (contracts, insurance, product information taxonomy, etc.) previously reserved for large corporations.

"Our motto is simple: 'Anything from anywhere to everywhere,' and IBM is helping to make that vision a reality. We help open up new markets and level the international playing field for SMBs who want to buy and sell their goods around the world."
— Bernard Lin, B2X

IBM WebSphere Commerce Enterprise V6 and IBM WebSphere Portal Enable V6 software provide the framework for the portal, which integrates WebSphere technology with Tridion's content management system and B2X's other back-end systems. The ISSL and Global Business Services groups continue to team with the client to provide requirements clarification, solution design and architecture, and they are assisting the client with the final build of the portal.

Benefits

Both SMBs and large customers can benefit from this first-in-the-industry, end-to-end buying experience via B2X. Now a few key strokes complete transactions that used to take weeks, and involved manual processes, multiple faxes, and paperwork.

B2X expects the IBM software-based solution to drastically streamline and shorten the process of international buying and selling of goods. It also expects the solution to provide the small and medium business community with an easy path to procuring both custom and off-the-shelf goods from Chinese manufacturing companies.

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Lotus® software

Bombardier lays flexible portal foundation for new online services and competitive edge

Overview

■ **The Challenge**

A large aerospace and transportation manufacturer needed to consolidate its Web presence, strengthen its brand and support ongoing provision of new services

■ **The Solution**

A strategic architecture and enterprise-wide portal solution based on IBM® WebSphere® Portal, with IBM WebSphere Portlet Factory and WebSphere Portlet Factory Designer, IBM Lotus Notes® and Lotus® Domino®, IBM OmniFind™ and IBM WebSphere Information Integrator

■ **Key Benefits**

• Single platform and single branded online image strengthens external perception of an integrated company

• Easy access to critical information helps increase customer satisfaction

• Replacing e-mails, phone calls and faxes with online interactions improves efficiency of business processes

• Simplified IT administration helps lower costs

• Flexible, scalable Service Oriented Architecture (SOA) and faster development of new applications and services provide competitive edge
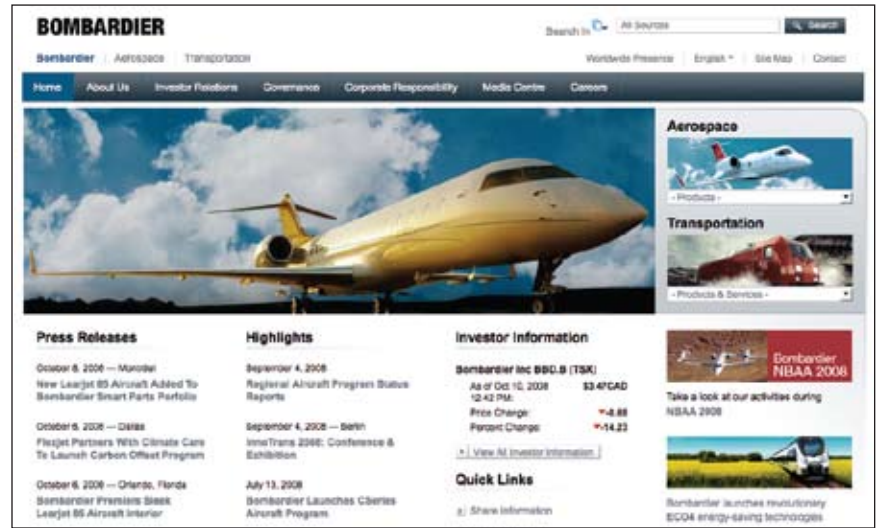
Growth is good, but every so often it is worthwhile to stop, review where growth has taken you, and plot the path ahead. Such has been the experience of Bombardier, Inc. Founded in 1942 by the inventor of the world's first snowmobile, this Canadian company has evolved into a Fortune Global 500 conglomerate with annual revenues of US$17.5 billion and 60,000 employees. Retaining its focus on innovative transportation solutions, Bombardier today encompasses two main divisions: Bombardier Aerospace for aircraft production and services and Bombardier Transportation for railway production and services.

"The portal allows us to be more competitive. We see what others are doing, but we think we've gained a competitive advantage with the infrastructure we have in place today."

*–Sean Terriah,
Head, Solution
Architecture Group,
Bombardier Aerospace*

Key Components

Software

- IBM WebSphere Portal Enable V5 and V6
- IBM WebSphere Portlet Factory V5
- IBM WebSphere Portlet Factory Designer V5
- IBM Lotus Notes 7
- IBM Lotus Domino Enterprise Server 7
- IBM OmniFind Enterprise Edition V8
- IBM WebSphere Information Integrator Content Edition V8

As Bombardier grew through acquisitions, it deployed several enterprise portals as well as a number of Web sites and application-specific portals. But when the company examined its overall Web presence from the viewpoint of its external constituents, it realized it had a problem. Too many Web sites and applications were being delivered externally, and they were not integrated or consistent: they had different URLs, branding and navigation, and each required a different user name and password.

Bombardier wanted to strengthen its brand by presenting an image of itself as one company, but its Web presence was broadcasting the opposite. Customers noticed the disconnect as they navigated the company's multiple Web sites with different passwords and dealt with duplicate data entry requirements. They also had a hard time finding information.

Bombardier's customer ratings had fallen and were getting worse. Additionally, the effort required to develop new applications had become overwhelming because the company didn't have a way to leverage reusable assets.

Company management plans renovated Web presence to yield multiple rewards

In response to these symptoms and the company's overarching goal of building a unified brand image, Bombardier management decided to develop a strategic architecture and an enterprise-wide portal. This would bring sharper focus to its business vision and objectives, help develop more advanced integration strategies and establish a method for all future portal-related development.

With the new architecture and portal in place, the company would be able to consolidate information and services for all its constituents; provide easier access to information; increase revenues through improved communications with customers and the provision of new services; and improve efficiency through better collaboration among employees and partners. Bombardier also anticipated being able to lower its costs by offering more self-service options; reducing the effort and cycle time for developing and deploying new services and applications; and simplifying support and operation of its applications and infrastructure.

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Architecture and portal strategy generates requirements

An internal strategy group was formed to define the company's enterprise architecture and portal strategy. The group recognized early on that it could not think about an enterprise portal in isolation from all the interconnected elements; instead, the group considered the entire "portal ecosystem" and looked at this from many angles to generate requirements.

In addition to portals, the group knew it wanted search and Web content management capabilities, as well as tooling to support rapid application development. Security was a major requirement, as was the ability to create composite applications. The group set a standard that every component built would have to be reusable, be mapped to a business function and reside in a repository where other developers could find it for reuse in the context of their projects—creating, in essence, a Service Oriented Architecture (SOA).

With its requirements in order and some opportunities identified for quick hits on a new portal, the group considered solutions from several top portal vendors. Bombardier already used IBM middleware and data integration technology as well as a lot of IBM hardware, IBM WebSphere Application Server and IBM Lotus Notes and Domino. The company employed an SAP portal to serve its portal content and expected to continue using it for that purpose, but it also had other applications running on different platforms. This heterogeneous infrastructure meant the company needed what it called a "horizontal portal"—a platform that it could plug other modules into and that could integrate with many different back-end systems.

Careful investigation leads to flexible portal solution

After carefully considering the portal platforms available from competing vendors, Bombardier selected IBM WebSphere Portal. With its workflow capabilities and core portal services that aggregate applications and content, this would form the standard for Bombardier's portal technology and business application integration. The company also chose IBM WebSphere Portlet Factory software to streamline portlet and Web application development for fast creation and deployment of composite applications, as well as the WebSphere Portlet Factory Designer tool, which offers

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–Sean Terriah,
Head, Solution
Architecture Group,
Bombardier Aerospace

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prebuilt integration for existing applications such as Bombardier's Lotus Notes applications. These products would allow the portlets to be exposed as services in the architecture. IBM OmniFind would provide the portal search engine.

The first portal implementations are launched

Sean Terriah of Bombardier Aerospace and head of the Solution Architecture Group within Bombardier's centralized IT organization helped start up the portal project. "We overhauled the environment to get the portal ecosystem in place," he explains. "Once the foundation was laid, the objective was to engage the business leaders in discussion of opportunities for providing online services to their customers and suppliers."

A team led by Terriah held visioning workshops to learn what the various business units wanted to see on the portal. Terriah also created a roadmap showing which features would appear in successive releases, and his team embarked on creating the first release of the portal, which went live in June of 2007.

Customer portal offers customers self-service options

The first implementation was a portal for the Bombardier Aerospace Division that would provide self-service to customers—the aircraft owners. The work initially entailed migrating content and services from two of Bombardier's existing Web sites—one for regional aircraft and the other for business aircraft—onto the WebSphere Portal platform. The new portal gives customers access to technical manuals and service bulletins residing in Lotus Notes forms and documents, as well as alerts and news of upcoming events.

To create this portal, Bombardier Aerospace relied heavily on WebSphere Portlet Factory to expose the Lotus Notes documents as services. These had been written over time in various formats and many looked rough on the page. WebSphere Portlet Factory simplified the process of retrofitting this content, reformatting it and making it presentable for surfacing through the portal.

The site supports certain aspects of the engineering, manufacturing and customer support processes. Content is personalized by aircraft program and user profile so that the information displayed to the end user only pertains to his or her fleet.

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For example, a customer who owns Learjet 45 aircraft wouldn't be shown content related to Challenger aircraft or to regional aircraft. Users answer a few questions at sign-on that determine the appropriate content to display.

At first, most of the content was read-only. But as the portal ecosystem stabilized, more transactional functions came online, including self-service workflow applications that enable customers to do things like order spare parts, view order status and file warranty claims. If the customer wants to file a claim, for example, he can click on the pertinent sales order and complete the filing. A Bombardier employee enters the portal to review and validate the claim, and then approve or send it through a work-flow for a higher level of approval if required. The customer can see the status of his claim and any comments related to it as it moves through this process, as well as respond to comments and provide additional feedback. The entire record is written directly into SAP.

Supplier portal eases external collaboration

The second instance of the portal focused on suppliers. Suppliers can use their portal to respond to specification discrepancies found in their manufactured parts, including viewing the notification of a discrepancy and explaining how they are going to correct it. A Bombardier employee reviews and validates the supplier's response, then approves it or forwards it for higher approval. If the proposed measure is approved, the information is filed into a legacy system that handles vendor non-conformance of parts for further processing.

Portal ecosystem will support streamlined future development

Preparing the strategic architecture for these implementations and facilitating streamlined future development required substantial work. "The portal is just a component of an ecosystem of integrated components. You don't just buy the portal product, install and configure it, and then go live. You also have to connect every-thing around it to make it work," says Terriah.

That integration was the biggest challenge Bombardier faced with the first imple-mentations: every service plugged into the portal had to have the same availability and reliability as the portal itself. For example, to provide 24x7 service to customers,

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every moving part of the portal ecosystem had to be available 24x7. Says Terriah, "Many of the components the portal relied on had to be reshaped to make sure they could all support the same service level agreement, which took getting a lot of people on board."

The WebSphere Portal solution helps ensure that business logic is isolated from the presentation layer to enable the reuse of business components and creation of composite applications. This helps the project team "normalize" portal components and application development standards and guidelines, as well as support component modeling and generation. The reusable components will also help minimize use of nonstandard approaches and tools, and help reduce the number of custom applications that must be built from scratch. Terriah estimates that the overall effect will be lower total cost of ownership (TCO) and time to market for deploying additional portal components.

Bombardier portals produce business benefits
The Bombardier enterprise portal has helped simplify IT administration: there is now only one portal infrastructure to manage, and it supports both customers and suppliers. There is also just one platform and one brand for the company's Web presence, helping to strengthen the perception of Bombardier as a single integrated company. Self-service capabilities give customers fast, convenient access to critical information whenever they need it, increasing customer satisfaction and the credibility of Bombardier as a valuable business partner.

Bombardier has also experienced greater efficiency as online interactions replace faxed communications and their high incidence of error and cumbersome manual follow-up. For example, suppliers used to send faxes that a Bombardier employee would need to manually enter into a back-end system. Frequently, some of the data supplied would be wrong or illegible, necessitating further follow-ups and rework. Moving the warranty claims and validations online has radically reduced the amount of time and effort spent getting claims filed correctly, and this time savings can now be applied to higher value work.

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Improved efficiency also yields cost savings. The cost of developing and deploying new services and applications has been reduced now that Bombardier Aerospace has a simple way to integrate Lotus Notes applications into the portal; knows how to index content and expose it through the search capabilities; can orchestrate interactions with SAP; and can manage single sign-on.

Furthermore, developers have a considerable stockpile of reusable assets and services to leverage in new applications rather than starting every new project from scratch. Terriah reports that the cycle time for new application development has been notably shortened, while quality, integrity and integration factors have all improved. The portal infrastructure also helped the company reduce the cost of supporting and operating its applications and infrastructure, and this return on investment is expected to continue to grow over time.

The future looks bright

With its re-architected infrastructure and portal solution, Bombardier has laid a flexible, scalable foundation for rapid creation and easy integration of new online services that will support the company's business objectives far into the future. The team's hard work has paid off: portal usage has grown to about 25,000 registered users, with 2,000 logins per day. In addition to ongoing work on the portal implementations for customers and suppliers, the company transitioned Bombardier.com to run on the same WebSphere Portal platform.

Now, the company's goal is to accelerate delivery of value to the business by creating new services supported by composite applications. Bombardier plans to deploy more self-service capabilities for customers and suppliers in the future.

Another avenue for new development concerns role-based distinctions and personalization. Currently, Bombardier Aerospace is not using the automated personalization features of WebSphere Portal, but intensive work is underway to set up identity management and role-based provisioning in the back-end systems. Examples of different roles include owners, pilots and maintenance workers, each

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of which is looking for very specific information. With the role-specific content, users will be able to tailor what they want to see in terms of private versus public information, timeframes, portlets and RSS feeds.

Bombardier is expanding internationally and will soon need to work with overseas suppliers and partners. The new portal infrastructure will be able to handle those requirements as well, says Terriah. "With our investments in WebSphere Portal technology and SOA, we now have an agile delivery platform in place to support our business priorities of offering an 'amazing customer experience' and collaboration capabilities with our extended partners."

Summarizing the overall benefits of Bombardier's new portal solution, Terriah says, "The portal allows us to be more competitive. We see what others are doing, but we think we've gained a competitive advantage with the infrastructure we have in place today."

For more information

For more information about IBM WebSphere Portal, IBM WebSphere Portlet Factory, IBM Lotus Notes and Domino, IBM OmniFind and IBM WebSphere Information Integrator, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/lotus

Top to Bottom

we know

they know

End to End

Border States Electric reduces costs and boosts sales with SAP and IBM Power Systems

Overview

■ **The Challenge**
To support its strategic acquisition strategy, US-based distributor, wholesaler and logistics company Border States Electric needed a flexible ERP solution, but its legacy software was highly specialized and difficult to modify. The company wanted to move to a more flexible solution that would make it easier to integrate acquisitions and drive efficiencies.

■ **The Solution**
Working with IBM Global Business Services and SAP Consulting, Border States Electric implemented ERP applications from SAP on the IBM Power Systems platform with IBM i, later adding IBM System x and IBM BladeCenter platforms. The solution is integrated with numerous third-party applications and the company's IBM WebSphere Portal implementation.

■ **The Benefits**
Sales have increased by 300 per cent and profits 500 per cent since initial SAP R/3 implementation in 1998, helping to deliver a full return on investment. Improved

accounting processes and hardware infrastructure accelerate month-end reporting by 95 per cent. Enhancement of EDI means over 60 per cent of vendor invoices can be processed automatically. Reliable IBM Power Systems servers deliver near-100 per cent uptime.

■ **Key Solution Components**
Industry: Wholesale distribution
Applications: SAP® R/3® 4.7, SAP NetWeaver® Portal
Hardware: IBM® Power™ Systems servers (System i® 550 and i570); System x™ servers and BladeCenter® HS20 and HS21 with Intel® Xeon® processors, IBM System Storage™ DS8100, Lenovo desktops and laptops
Software: IBM i5/OS®, IBM DB2® for i5/OS, IBM Tivoli® Storage Manager, IBM Lotus® Notes®, IBM Enterprise Content Manager, IBM WebSphere® Portal, SUSE Linux, VMware ESX Server
Services: IBM Global Business Services, SAP Consulting

Border States Electric (BSE) provides a wide range of products and services for the construction, utilities, data communications and industrial sectors. It stocks more than $120 million of inventory and has extensive capabilities in terms of logistics and supply chain management services. Headquartered in Fargo, North Dakota, the company has 51 locations across the USA and Mexico, and employs 1,200+ people.

Over the past decade, BSE has followed a highly successful expansion strategy based on corporate acquisition and organic growth. In the last two years alone, the company has added 27 new branches, helping it to serve customers in multiple sectors across North America.

"When we embarked on this growth strategy, we realized that we needed a highly flexible and efficient IT infrastructure to support our operations," explains Greg Thrall, Senior VP for Operations and IT at BSE. "We were part-owners of a legacy ERP system, which was developed specifically for the

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> *"The combination of the powerful virtualization features, the unbeatable reliability and the fact that DB2 is fully integrated with the operating system makes IBM Power Systems with IBM i the perfect choice for our SAP application landscape."*
>
> Greg Thrall
> Senior VP for Operations and IT
> Border States Electric

electrical wholesale market, so its support for our other business interests was limited. Moreover, since we knew we would need to integrate new acquisitions into our IT environment, we wanted a flexible, solution that would help us develop a repeatable template for new business units."

Finding a solution

BSE began to look for a new ERP solution, and sent a request for proposals to around 20 different vendors. IBM Global Business Services helped the company to evaluate the various proposals and create a shortlist of two vendors – SAP and JD Edwards. Several of the company's vendors were already using SAP applications, and BSE was impressed with the comprehensive functionality offered by the SAP ERP solution.

"Another key factor in the decision was hardware support," explains Greg Thrall. "We have run our core business systems on IBM Power Systems

servers and their predecessors for many years, and we are completely confident in their performance and reliability. For the new solution, we wanted to stay with the platform, and unlike a lot of vendors, SAP has a really convincing proposition for ERP on IBM i."

IBM Global Business Services and SAP Consulting worked with the in-house IT team and senior management to define requirements and create a blueprint for the new ERP environment. Nine months after the start of the project, BSE went live with the solution, which included sales and distribution, materials management, financials and controlling, and human capital management functionalities. The solution also interfaced with third-party applications from Taxware (for sales tax requirements) and Inovis (for EDI).

Leveraging IBM Power Systems

After several years of successful operation, BSE decided to upgrade the environment to its current state, with SAP ERP applications and the SAP NetWeaver technology platform running on two Power Systems servers (System i 570s) – one for production and the other for quality assurance and development. An i550 has also been deployed to run IBM Lotus Notes. IBM WebSphere Portal, running on the IBM BladeCenter platform, surfaces the company's SAP NetWeaver Portal and provides access to online ordering services.

"The interoperability between IBM WebSphere Portal, which is our main corporate portal, and SAP NetWeaver Portal, which enables customers to interact directly with the ERP applications, is really seamless," says Greg Thrall.

The Power Systems servers provide a fully virtualized environment for the SAP applications, enabling optimal utilization of processors and memory and keeping hardware costs to a minimum. Virtualization also makes it easy to rapidly provision new environments, without the need to buy new physical servers, adapters and cabling.

"Another advantage of Power Systems with IBM i is that IBM DB2 is built into the operating system," says Greg Thrall. "The integration is so good that the machine practically runs itself – limiting the need for database administration resources and helping to keep our IT department's costs low. Moreover, the reliability of the IBM i platform is legendary; since implementing SAP ERP, we have experienced almost 100 percent uptime in the server environment.

"The combination of the powerful virtualization features, the unbeatable reliability and the fact that DB2 is fully integrated with the operating system makes Power Systems with IBM i the perfect choice for our SAP application landscape."

System x and BladeCenter – supporting the environment

Border States is also running a number of SAP applications, such as the SAP NetWeaver Master Data Management and Mobile Infrastructure components, as well as the company's Web and portal servers, on rack-mounted IBM System x servers and several IBM BladeCenter chassis containing 36 HS20 and HS21 blade servers.

The System x and BladeCenter architectures leverage high-performance quad-core Intel Xeon processors to provide excellent performance for the SAP applications, which run under Linux. Border States uses VMware ESX to virtualize a number of the blade servers, providing a highly flexible and expandable environment which is based on the integrated storage and networking options of the BladeCenter chassis to simplify infrastructure complexity and manageability while lowering total cost of ownership.

"The real bonus with the IBM BladeCenters is the ability to plug in more processors as and when we need them," explains Greg Thrall. "Supporting business growth is vital, so the faster and more flexibly you can provision and deploy new servers, the better."

Reaping the benefits

Following the most recent upgrade of the SAP application environment and IBM infrastructure, BSE has achieved growth of almost 300 per cent, and increased profitability by 500 percent – even though wholesale is a relatively low-margin sector. Much of the company's growth has been organic, but there have also been a number of acquisitions – including a major acquisition in 2006 that added 19 new branch offices and increased sales volume by 20 per cent.

"This is really why we wanted to implement SAP back in 1998, to position ourselves for an acquisition like this," says Tammy Miller, CEO of BSE. "We completed the acquisition on April 3, and that day we opened up all 19 branch offices as Border States offices – and all of those offices were running our SAP software the day we completed the acquisition."

"The interoperability between IBM WebSphere Portal, which is our main corporate portal, and SAP NetWeaver Portal, which enables customers to interact directly with the ERP applications, is really seamless."

Greg Thrall
Senior VP for Operations and IT
Border States Electric

In addition to the increased flexibility of the new IT landscape, the introduction of SAP ERP on Power Systems has also helped BSE to streamline operations and increase efficiency. The monthly financial close, which used to take 15 to 20 days, can now be completed overnight – an improvement of around 95 per cent. Equally, transaction costs have been dramatically reduced, as more than 60 per cent of vendors' invoices are processed by EDI functionality – minimizing the need for manual intervention and eliminating errors. In addition, customers now have multiple ways to place orders – online, through EDI, or in the traditional manner.

"The implementation of SAP ERP on IBM Power Systems with IBM i has made a huge difference to our business, not only in terms of operational improvements, but also by increasing our ability to expand rapidly and efficiently," concludes Greg Thrall. "Many companies regard expenditure on technology as a 'black hole', but this solution from SAP and IBM has helped us prove that it can be quite the opposite."

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Caritas der Diözese Linz extends a helping hand with IBM Lotus Notes Traveler

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Overview

■ **The Challenge**

Caritas der Diözese Linz wanted to find a way for its mobile personnel to communicate easily with colleagues and with the organisation's headquarters. Caritas needed to enable these remote workers to send and receive information without requiring access to a PC.

■ **The Solution**

Working with ILS Consult (*www.ils-consult.at*), an IBM Business Partner, the organisation upgraded to IBM Lotus Domino 8 with IBM Lotus Notes Traveler software – providing access to central IT systems via PDAs.

■ **The Benefits**

The solution enables employees to check email and access central IT systems wherever they are working – there is no need to for them to travel to the office or find a PC with Internet access. Electronic transmission of timesheets saves time and paper, and reduces workload for administrative staff. Lotus Notes Traveler is a free component of Lotus Domino 8, so there are no additional licensing costs.

IBM® **Premier Business Partner**

ILS CONSULT

> *"Lotus Domino 8 automatically mirrors data between servers, so we can be confident that our systems will be safe even if one of the servers fails."*
>
> *Heike Albert*
> *IT Manager*
> *Caritas der Diözese Linz*

Caritas is the social service organisation of the Roman Catholic church, with 162 subsidiaries working in more than 200 countries around the globe. Caritas supports humanity by providing food, water, medicine, shelter and other services to the world's most vulnerable people, and is one of the most active social organisations in emergency programming and disaster response planning

Caritas has a strong presence in Austria, with more than 10,000 employees across the country. The organisation is administered by state and by diocese, and the division based in Linz employs around 2,500 people at 60 offices across the region. A major part of the work performed by the Mobile Services department of Caritas der diözese Linz involves nursing and home care for elderly people and families, and around 300 of the organisation's employees are trained nursing staff.

"Our nursing staff spend most of their time visiting the people they care for – helping them with their household and caring for children and elderly people," explains Heike Albert, IT Manager at Caritas der diözese Linz. "In some cases, they actually live with the families they support. As a result, they don't have time to visit our offices very often, and in many cases they don't have access to a PC or the Internet, so it can be a challenge to communicate with them effectively."

The nursing staff needed to keep a manual record of the time they spent at work. Once a month, they submitted these records by mail to the central office, which would initiate an automated data collection process. After processing and analysing the data using a program implemented on IBM Power Systems technology, the data was printed out again and sent back to the employees by mail. This was a slow and labour-intensive process, causing a two-week delay every month and creating significant workload for administrative staff. Caritas began to look for a better solution.

Built-in solution

Caritas began experimenting with PDAs, using third-party tools to synchronise them with its central IBM Lotus Domino email servers. However, this was not an ideal solution because the synchronisation tools required the installation of client software on Windows-based desktops, and in many cases, the nurses did not have access to a PC.

"We wanted a solution that would do more than just synchronise the PDAs with the central server – we wanted to provide real-time access to email and other systems," says Andreas Schneeberger, IT Project Manager. "ILS Consult suggested upgrading our IBM Lotus environment, and we were delighted to discover that Lotus Notes Traveler, which is a new component in Lotus Notes and Domino 8, would deliver the functionality we needed."

ILS Consult, an IBM Premier Business Partner and one of the most successful IT consultancies in Austria, helped Caritas der Diözese Linz upgrade its Lotus Domino servers from version 6.5 to version 8 within just two days. Over the next few months, the Caritas IT team will begin rolling out the new Lotus Notes 8 client to users.

"The ILS Consult team worked well with our in-house team, and we were glad to have their expert technical

support during the upgrade," says Heike Albert. "The Lotus Notes and Domino environment is very user-friendly and our in-house team is very experienced, so we are confident that we will be able to manage and maintain the solution without outside help."

Saving time and effort

Lotus Notes Traveler provides automatic, real-time replication of email, contacts, calendaring, tasks and journal functions between Caritas' central Lotus Domino servers and the PDAs of the 300 nursing staff.

"The solution means that our staff can always get access to their email, even if they don't have access to a PC – so they can keep themselves updated with all the latest information and can communicate with us easily," says Andreas Schneeberger. "Another useful feature is that they can now use electronic timesheets, which send data directly to the central human resources system – so there is no longer any paperwork for us to process. It is a much faster and more reliable system, saving time for everyone."

The Lotus Notes Traveler software currently works with any mobile device that runs the Microsoft Windows CE operating system. In the coming months, IBM is planning to extend the range of compatible devices, so Caritas will be able to choose the most reliable and cost-effective handsets.

"We are also looking forward to extending the solution," says Andreas Schneeberger. "We are hoping to give our mobile workers the same degree of access to central systems as our office-based staff. For example, we want to make it possible to use the

PDAs to access the HR system and apply for leave or request training. If we can simplify these processes and reduce the administrative workload for our nursing staff, they will be able to spend more time caring for patients."

Safe data

Aside from the benefits of the new Lotus Notes Traveler solution, Caritas der Diözese Linz is also benefiting from the improved clustering functionalities of Lotus Domino 8. The organisation currently runs Lotus Domino on two IBM System x3550 servers in its data centre, and is planning to move one of the servers to a different location as part of a new disaster recovery strategy.

"The need for a robust disaster recovery strategy has become increasingly clear over the last few years, as more and more of our day-to-day operations depend on email and other Lotus Domino-based databases and applications," says Heike Albert. "Lotus Domino 8 automatically mirrors data between servers, so we can be confident that our systems will be safe even if one of the servers fails."

Flexible working

Heike Albert concludes: "As a social organisation, it is important for us to make the best possible use of our IT budget, so it is a huge advantage that Lotus Notes Traveler is a standard component of Lotus Notes and Domino 8: there are no extra licensing fees or implementation costs.

"By providing mobile access to central IT services, Lotus Notes Traveler makes it easier for our nursing staff to complete vital administrative tasks, enabling them to work more flexibly and spend more time with the people who need them most."

> *"Lotus Notes Traveler makes it easier for our nursing staff to complete vital administrative tasks, enabling them to work more flexibly and spend more time with the people who need them most."*
>
> *Andreas Schneeberger*
> *IT Project Manager*
> *Caritas der Diözese Linz*

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LOC14067-ATEN-00 (September 2008)

IBM

Catholic Healthcare West improves patient care with IBM WebSphere Portal

Stewardship is a powerful word, imply-
ing responsibility and trust. It's a high
standard to meet, and it's one of the
core values of San Francisco-based
Catholic Healthcare West (CHW), a
nonprofit healthcare organization that
comprises the eighth-largest hospital
system in the United States and the
largest not-for-profit hospital provider in
California.

At the 41 CHW network hospitals and
medical centers in California, Arizona
and Nevada, the mission is to deliver
compassionate, high-quality, affordable
healthcare services. Each year, more
than 9,500 physicians and approxi-
mately 53,000 employees provide qual-
ity healthcare services during more than
4 million patient visits. In 2007, CHW
provided more than US$922 million in
unsponsored community benefits and
care for the poor.

The CHW team uses IT extensively to
improve both the quality and scope of
the care that its network provides.
"Like many companies, CHW has been

Overview

■ **Challenge**
  *Provide clinicians with simple,
  fast, anytime, anywhere access
  to relevant patient data from
  relevant health information
  systems—despite disparate
  systems and differing locations*

■ **Solution**
  *A browser-accessible, context-
  sensitive clinical workspace that
  provides an aggregate view of
  patient data, using IBM®
  WebSphere® Portal Enable
  software and Fusion Web from
  Carefx running on the Novell
  SUSE Linux® operating system*

■ **Key Benefits**
  — *Dynamic, easy-to-manage
    portal platform combines a
    rich user interface for Service
    Oriented Architecture (SOA)
    with a deeply integrated,
    standards-based, healthcare-
    specific portal framework*

— *Strategic portal initiative
  improves patient care by
  decreasing time to access
  clinical information*
— *Consolidated access to
  information through portal
  saves some physicians up to
  two to three hours per day*
— *Single sign-on reduces aver-
  age number of logins neces-
  sary to access clinical
  information by 80 percent*
— *Simplified workflow reduces
  average number of steps to
  access frequently used data
  from 30 steps to 10 steps*
— *Portal and SOA enable
  remote access to healthcare
  information*
— *Comprehensive usage track-
  ing and logging simplifies
  HIPAA compliance and
  reporting*

making substantial investments in IT in clinical areas," says Eric Leader, chief technology architect for CHW. "We have an extensive array of information systems and best-of-breed clinical applications that help us better serve our patients."

The organization wanted to find ways to make the information from those disparate clinical applications more easily available to physicians and other hospital staff, as well as caregivers in the community. For example, a physician might need to look at data from four or more different systems to get a complete view of the status of a single patient. In order to perform any comparative analysis of the data, hospital staff needed to aggregate the data manually. "Hospital staff would either print screens of data or—more likely—write it on yellow sticky notes," says Leader.

Logging on to all those systems and navigating to the correct patient took time. Multiple logins were required to access 11 office systems and five health information systems. "One caregiver can be responsible for as many as 50 patients," says Leader. "It wasn't unusual for them to spend two or three hours every day just looking up and aggregating test results." Alternately,

physicians might ask on-duty nurses to aggregate information about a patient, which added to the workload of the hospital staff.

Not all of the physicians associated with CHW work in the organization's facilities—CHW supports a large number of community physicians with independent offices. The CHW team wanted to extend remote access capabilities to these community physicians. "Many of the healthcare applications used at hospitals have significant client components," says Leader. "Also, most community physicians work with several hospitals. Even for the largest practices, it is unrealistic to expect them to integrate the client software necessary to work with multiple hospitals, each with its own set of clinical applications."

IBM open standards support eases legacy data integration and delivery

The CHW IT team began looking at portals as a way to improve access to its health information systems. "We wanted to aggregate data from multiple legacy sources into a single view," says Leader. "We saw portal technology as the most efficient way to accomplish that."

Leader and his team began evaluating portal technology from several vendors, comparing performance against several criteria: ability to scale, total cost of

ownership, and support for open standards and open source software. "We support open standards and open source both because it makes good business sense and because it applies directly to our mission as a healthcare provider," says Leader. "If a physician develops a new procedure, they share it with their colleagues. We want to encourage the same sort of sharing of intellectual property in IT."

Based on those criteria, the CHW team chose IBM. "After reviewing the history of successful large portal implementations at IBM, we were confident that IBM WebSphere Portal Server could easily handle a project of our size and complexity," says Leader.

CHW staff began work on a two-part implementation. One development team designed and created the portal architecture, then began migrating the applications that had already been built using other Web application engines to the WebSphere environment. Meanwhile, a second team focused on building SOA wrappers for the organization's legacy applications so that data from those applications would flow smoothly into the new portal. Eventually, staff from both teams worked together on creating the portlets that would appear in the final Web portal.

Powerful clinician portal rapidly scales to 22,000 users in single year

The portal project at CHW is extensive and ongoing. Clinical systems access is being provided by the DirectConnect clinician portal, which combines the data aggregation and management capabilities of Fusion Web from Carefx with IBM WebSphere Portal Enable software, running on the Novell SUSE Linux operating system. To provide advanced healthcare-specific capabilities, IBM and Carefx integrated Fusion Web with IBM WebSphere Portal. WebSphere Portal provides an Internet standards-based, JSR 168-compliant portal framework, which Fusion Web extends to provide standards-based management across portlets for sharing user, patient and other information in the appropriate context.

The combination of IBM and Carefx provide a highly intuitive clinical portal that aggregates patient data from a number of legacy systems to present a single view of each patient. "With IBM WebSphere Portal and Fusion Web from Carefx, we have been able to smoothly and quickly develop and deploy a portal environment that aggregates data from a wide variety of systems," says Leader. "The Carefx solution was easily integrated with WebSphere Portal, which reduced our development time and cost."

After a six-month pilot at two CHW facilities, the IT team began rolling out the new portal more broadly, adding another 12 facilities over the next six months. "We're moving along very rapidly, with 22,000 authorized DirectConnect users and nine more facilities in the pipeline," says Leader.

> "*Most hospitalists see between 25 and 50 patients each day, so giving them back two or three hours to devote to patient care is a tremendous accomplishment.*"
>
> *– Eric Leader, Chief Technology Architect, Catholic Healthcare West*

Portal access to critical information saves CHW physicians time every day

By using IBM WebSphere Portal and Carefx Fusion Web to create portals that integrate and present critical patient data, the CHW IT team dramatically improved the productivity of the organization's hospital-based staff. Some physicians are reporting that the portal saves them an estimated two to three hours per day. "Most hospitalists see between 25 and 50 patients each day, so giving them back two or three hours to devote to patient care is a tremendous accomplishment," says Leader. The CHW team has seen particularly rapid adoption in situations where hospital staff must quickly review and assimilate large amounts of data, including intensive care units, surgery units and emergency rooms. "I don't know that we've done any other infrastructure project that has had as much immediate impact," says Leader.

Clinician portal helps improve patient care by simplifying workflow

By providing an aggregate view of context-sensitive, clinically relevant patient data within a portal and enabling users to log into multiple systems through a single sign-on, DirectConnect has reduced the number of steps needed to access frequently used data by 66 percent. Instead of spending time entering IDs and passwords and navigating to patient information, hospital staff can focus on analyzing and interpreting the data or otherwise improving patient care. "Our user studies have shown that we've reduced the typical workflow from 30 steps to 10, and in emergency situations staff can access critical information in just two clicks," says Leader. "IBM WebSphere Portal has helped us simplify and streamline our hospital information systems, which helps the staff focus on patient care."

Portal and SOA enable remote access to health information systems

Physicians working outside CHW facilities are now able to remotely access CHW health information systems through the portal created with IBM WebSphere Portal Server. Also, IBM support for open standards and SOA has helped the CHW IT team extend that access to the organization's legacy applications. "Composite applications and SOA are important pillars of our long-term business strategy to build composite applications that aggregate data across the organization," says Leader.

Comprehensive usage tracking helps ensure HIPAA compliance and simplify reporting

With the context sharing and access tracking capabilities of the DirectConnect portal, the CHW IT staff is able to ensure that the portal solution protects the privacy of patients and meets the regulatory standards of the Health Insurance Portability and Accountability Act (HIPAA). "As a healthcare organization, the privacy of our patients and the security of their data are of paramount concern," says Leader. "IBM WebSphere Portal and Carefx Fusion Web helped us meet those design goals."

The high levels of success driven by IBM and Carefx have accelerated plans for other portal projects at CHW. The organization has already created employee- and community-oriented communication portals, and is developing functional portals that will enable patients to schedule appointments, see test results and pay for services. "We are working on providing patients with the same level of process simplification and ease of use that we have put in place for our staff," says Leader.

The new capabilities of the DirectConnect portal at CHW translate directly to better patient care, both at CHW facilities and in the communities that its network serves. At the same time, the portal's simplicity and efficiency improvements advance the standards of service that the team strives to meet.

For more information

For more information on IBM WebSphere Portal, please contact your IBM sales representative or IBM Business Partner, or visit:
ibm.com/websphere/portal

For more information on Catholic Healthcare West, visit:
www.chwhealth.org

For more information on Fusion and Fusion Web from Carefx Corporation, visit: www.carefx.com

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IBM

C-Lock Technology streamlines greenhouse gas emission monitoring processes to help save the planet using an SOA solution from IBM and EIM

"From proposal to implementation, it took EIM and IBM less than a year to turn a vision that's been worked on for nearly a decade into a reality," said Patrick Kozak, director of operations at C-Lock™ Technology, Inc.

C-Lock Technology, a wholly owned subsidiary of Evergreen Energy, Inc., is headquartered in Rapid City, South Dakota. C-Lock Technology was established in March 2007 in response to the growing need for a standard, efficient method for organizations to monitor carbon dioxide and other greenhouse gas (GHG) emissions, an increasingly critical capability for compliance with environmental regulations and competitiveness in the global carbon market.

GreenCert™, a solution developed by Enterprise Information Management, Inc. (EIM), a Premier IBM Business Partner, fulfilled the vision of C-Lock Technology founders to provide science-based tools to accurately quantify, verify, document and market the atmospheric impacts of GHG management changes that can make a positive difference for the planet.

Solving a complex dilemma

"GreenCert is a solution to a very complex information management dilemma," said Bruce Lyman, chief executive officer of EIM, "so when we wanted the best information management software solution to help address the planet's global climate problem, we went to the company with the best software on the planet to manage the information -- and that was IBM."

The GreenCert infrastructure is based on a Service Oriented Architecture (SOA) and runs on a platform made up entirely of IBM technologies. SOA is an approach that supports integrating business processes as linked, repeatable tasks, or services. IBM software components include WebSphere® Portal Enable, WebSphere Process Server, WebSphere Dashboard Frame Work, DB2® Universal Database™, DB2 Content Manager, DB2 Records Manager, Lotus® Forms, Lotus Sametime® and Lotus Quickr™. The current implementation is deployed on a combination of eight IBM System x™ 3250 and two System x 3850 servers.

IBM Business Partner: Enterprise Information Management, Inc.

Enterprise Information Management, Inc. (EIM) is a global provider of information management solutions, leveraging its methodology and enterprise framework for what it calls the rapid automation of business processes. EIM is headquartered in Dayton, Ohio.

EIM Enterprise Information Management
MASTERING COMPLEXITY

Organizations that can show reductions of GHG emitted from their energy-related activities are awarded credits which can be monetized and traded worldwide on major energy commodity exchanges. GreenCert builds upon, integrates and provides an interface to the patented C-Lock procedures initially developed by Dr. Patrick Zimmerman, now chief technology officer of C-Lock Technology. It identifies, quantifies,

"The combination of the C-Lock engine with IBM software will radically change the way greenhouse gas emission reductions are quantified and certified."

Ted Venners,
chief strategy officer,
C-Lock Technology, Inc.

certifies and aggregates GHG emission reductions, removals and avoidances, and packages the results as GHG credits that have maximum value for sellers and buyers.

Kozak said the SOA methodology and the processing power of the IBM platform were key factors in choosing IBM for C-Lock Technology's development of GreenCert. The IBM and EIM solution fulfilled all of the company requirements for a seamlessly integrated, secure, reusable system that would be scalable to the enterprise level.

"From data entry to reporting, everything is done in one framework that we don't need to redesign from the ground up for each customer," Kozak said. "The backbone of the system remains the same, while we can plug in modules for different industry applications." Therefore, GreenCert can be deployed easily throughout power plants, cement factories, steel factories or commercial buildings, quantifying outputs of GHG from coal furnaces, fluorescent lights, printers and just about any other source of energy output.

Kozak said that processing time is dramatically reduced with GreenCert, due to the capabilities of the IBM System x. It took about 32 hours to process a complete run of the C-Lock process on the former C-Lock Technology development system. It now takes less than a half hour.

"And, the system can be easily scaled to the necessary level of service," Kozak said. "To further reduce processing time, or as new application modules and capabilities are added, we can just upgrade or increase the hardware without any change to the software infrastructure," he explained.

GreenCert solution yields multiple benefits

C-Lock Technology cited these other key benefits over traditional, more manual methods of monitoring and reporting GHG emissions:

- The system returns real-time data and analysis that provides complete and immediate GHG status with up-to-the second monitoring.

- With the ability of GreenCert to manage data at even minute levels of detail, it allows for greater precision in results. In power plants, for example, measurements can start at the individual sensor level and build to generate an enterprise view of the entire operation.

- Organizations gain scientific defensibility in reporting to regulatory agencies. The results it generates can be backed up by scientific fact.

- It is cost effective. The system not only measures GHG emissions, but also helps organizations determine where to make improvements that can reduce fuel costs and liability. Plus, the ability to quantify efficiency changes and improvements can have a huge return on investment for customers.

"The combination of the C-Lock engine with IBM software will radically change the way greenhouse gas emission reductions are quantified and certified," said Ted Venners, chief strategy officer of C-Lock Technology. "Every market participant concerned with greenhouse gas emissions will benefit from the dramatic improvement of transparency and certainty of analysis this solution offers. Only by working with IBM and its Business Partner, EIM, were we able to accomplish this vision."

Teaming for a cleaner environment

EIM participates in IBM PartnerWorld® Industry Networks. It is "optimized" in the government industry, which means EIM has optimized its applications with IBM technologies, achieving success with its own solutions and other criteria. The relationship also puts EIM in a prime position to leverage the technical resources, co-marketing support and collaboration that IBM offers its business partners.

"Thanks to IBM," Lyman said, "we're able to be a part of the global solution by helping to pave the path towards a cleaner environment."

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm.com**

For more information about ISV resources from IBM PartnerWorld, visit: **ibm.com**/partnerworld/industrynetworks

To learn more about Enterprise Information Management, Inc., visit: eim-usa.com

To learn more about C-Lock Technology, Inc., visit: c-locktech.com

IBM®

Clipper Group meets the challenge of secure collaboration with i-DocStore and IBM Lotus

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Overview

■ **The Challenge**

With files and documents dispersed across a number of departmental servers, it was difficult for employees at Clipper Group to find information and coordinate projects. Typically, staff used email attachments to share files, which led to a proliferation of different versions of each document, generated very high mail server workloads, and caused a rapid increase in storage requirements.

■ **The Solution**

Clipper Group implemented i-DocStore, a highly customisable document management solution from i-Seven (*www.i-seven.com*), an IBM Business Partner. Based on the IBM Lotus Notes and Domino platform, the solution provides a centralised repository for all documents, with role-based access and full version control.

■ **The Benefits**

i-DocStore automatically stores documents in a project-related structure, helping users to find information quickly. Security has improved, as documents can only be viewed and edited by authorised users. Documents can be shared using links to the repository rather than email attachments – saving storage space, improving email server performance, and ensuring proper version management.

Established in 1972, Clipper Group A/S has grown to become one of the world's leading international shipping consortiums – operating approximately 250 vessels and employing 600 office-based staff. The company operates three divisions – Clipper Bulk, which handles dry cargo; Clipper Tankers, which works with oil and chemicals; and Clipper Projects, a specialist department that delivers customised solutions for almost any transportation challenge.

Each of the group's divisions uses the same chartering system, and there are frequently occasions when teams from different divisions need to work together on the same project or for the same customer. However, with an IT landscape consisting of numerous decentralised file servers, many of which had been inherited from companies acquired by the group, there was no easy way for staff to find information and store or share documents.

"When different teams needed to collaborate, they used to send files to each other in the form of email attachments," explains Maria Bagger Grell, IT Office Administrator at Clipper Group. "This meant that our email servers needed to store several different copies of the same file, and there was no easy way to enforce proper version control. There were also potential security issues, since sensitive files could be sent by accident to the wrong recipients. We wanted to find a new solution that would help us to manage our documents more effectively."

Leveraging Lotus Notes and Domino

Clipper Group was already using IBM Lotus Notes and Domino for corporate email and calendaring, and saw an opportunity to gain more value from the platform by deploying an integrated document management solution on the Lotus Domino server.

"One of the best things about Lotus Domino is its potential as a database and application server that can provide easy integration with email," explains Maria Bagger Grell. "We knew that there were several powerful document management solutions for Lotus Domino on the market, so we began to consider our options."

Choosing a partner

The company considered a range of different products, and ultimately chose i-DocStore from i-Seven, an IBM Business Partner.

"Our group IT department is based in Denmark, and i-Seven has a good local presence – so we knew that we would have no difficulty getting on-site support," explains Maria Bagger Grell. "But more importantly, we were very impressed with the i-DocStore solution. It delivers a range of useful functionalities out of the box, and is also highly customisable, so the i-Seven team was able to adapt it to our specific needs."

i-Seven built a pilot system to demonstrate the capabilities of i-DocStore, and Clipper Group was quickly convinced that it would be the right solution to solve its document management challenges. The company asked i-Seven to proceed with a full implementation, which was completed within six months.

Single source of information

i-DocStore provides a central repository for business data in almost any format – documents, spreadsheets, images and video – and leverages Lotus Domino user management features to provide role-based access. When a new file is added to the repository, access rights can be granted to individuals or groups of users, ensuring that sensitive information does not fall into the wrong hands.

Maria Bagger Grell adds: "As well as improving security, the new solution has a number of other advantages. With i-DocStore, there is no need for users to email files to each other – integration with the Lotus Domino email system means that when a file needs to be shared, the relevant users simply receive a link to the repository. This means that we only need to store one copy of each file – which saves space, reduces workload for our email servers, and enables us to impose proper version control."

With a single repository for all business data, users no longer have to search through individual file servers to find the information they need. If different divisions of the group are working on the same project or with the same customer, it is easier to get an overview of the situation and make the right strategic decisions.

A new way of working

i-Seven has been working with Clipper Group's IT team to train users on the new system. As with most IT projects, the benefits of the technical solution can only be realised if the users adapt their way of working.

"It was crucial to persuade people to work with i-DocStore instead of just saving documents on their local file server and emailing them around," says Maria Bagger Grell. "The i-Seven team really helped us explain the advantages – and because the Lotus Notes interface is so familiar to our users, training them to use i-DocStore has been relatively easy."

She concludes: "By introducing i-DocStore on the IBM Lotus Notes and Domino platform, Clipper Group can keep tighter control of its information assets while promoting collaboration between different teams across the organisation. The technical excellence and responsive support of the i-Seven team have provided a solution that should deliver increasing benefits as our business grows."

"With i-DocStore, there is no need for users to email files to each other… We only need to store one copy of each file – which saves space, reduces workload for our email servers, and enables us to impose proper version control."

Maria Bagger Grell
IT Office Administrator
Clipper Group

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IBM

Lotus. software

Cubist Pharmaceuticals streamlines clinical trial processes and improves CRO collaboration

Overview

■ **The Challenge**

The disparate set of systems Cubist Pharmaceuticals, Inc., was using to manage clinical trials could not scale to handle the company's growth, resulting in a lack of process automation and standardization and an inability for employees to share critical information

■ **Why IBM?**

IBM offers a flexible, comprehensive messaging and collaboration platform with a rapid development environment for creation of new applications

■ **The Solution**

To move the trial oversight in-house, Cubist deployed Protocol Manager™, a robust clinical trial management system from IBM Business Partner Winchester Business Systems that is built on the IBM® Lotus Notes® and Lotus® Domino® platform

■ **Key Benefits**

• *Scalable platform will help Cubist support growth well into the future*

• *Automated workflow of key processes and standardization of forms and reports improves efficiency and allows workers to share information more easily*

• *Increased functionality helps Cubist reduce reliance on outsourcing, lowering overall costs*

• *Full offline functionality with easy synchronization*

In hospitals and clinics all over the world, "super-bugs" are rapidly rendering traditional antibiotics obsolete, putting millions of patients at risk of developing hard-to-treat infections. To help doctors fight these life-threatening illnesses, Cubist Pharmaceuticals, a leading bio-pharmaceutical company headquartered in Lexington, Massachusetts, is dedicated to developing new anti-infective medications for the acute care environment. In fact, Cubist Pharmaceuticals is renowned for developing Cubicin®, the first antibiotic of its kind in a new class of anti-infectives called lipopeptides.

To help keep its life-saving pharmaceutical development efforts on track, Cubist relies on a dependable, integrated IT environment. "IT is an integral part of everything we do," says Ed Campanaro, vice president of clinical operations and data management at Cubist. "From managing clinical trials to facilitating communication between our sales force and our headquarters, IT is essential to ensuring that our business processes run as smoothly and effectively as possible."

Cubist outgrows home-grown clinical trial management system

A few years ago, however, the Clinical Operations group was having a challenging time keeping pace with growth. In particular, as the number of new clinical trials grew, the task of managing them became increasingly difficult. "Clinical trials, especially phase 3 clinical trials, are very complex and very challenging to manage," says Campanaro. "For example, a phase 3 clinical trial program typically involves between two and three thousand patients distributed over 100 hospitals and might run for up to two years."

"Managing such a trial requires significant clinical and logistical oversight—from keeping records of all patients, investigators and sites to monitoring individual sites, managing grant payments and many other administrative tasks," continues Campanaro. "It's a huge job. And because the number of clinical trials running concurrently was increasing, the complexity of managing them got even worse."

Although Cubist had a home-grown CTMS in place, it was inefficient and unable to keep pace with the rapid growth in clinical trials. "We had a system to help us manage the administration and coordination of clinical trials," says Val Montanus, clinical supply and CTMS manager at Cubist. "And it worked fine when we were a small startup company with only one drug in clinical development. But once we got into large-scale, Phase 3 clinical trials and multiple products in trials, the system simply could not scale to meet the record-keeping and process management tasks required. In fact, we would have to juggle between clinical trials, taking one offline so we could work on another, just to keep the system operational."

Also, because the database system had limited reporting capabilities, Cubist employees had to resort to other systems to create reports and share information with other employees both at Cubist and at the various clinical sites. "We had no easy way of generating standardized reports," says Campanaro. "So our employees used what-ever they could—including spreadsheets and even pencil and paper—to analyze trial status data and share critical information with others. It was extremely slow and inefficient and limited our ability to report metrics, spot trends and take proactive steps to correct problems."

2

Additionally, because the system currently in place had no way of automating workflow, managing critical administrative and monitoring processes was also inefficient. "Most of our business processes were handled manually, which was very cumbersome and time-consuming," says Campanaro. "For example, when something needed to be taken care of, such as making a grant payment based on achievement of a milestone or other deliverable, there was no way of automatically alerting anyone that this action was necessary, resulting in delays and the need for human intervention at nearly every step of the way."

Cubist selects Protocol Manager from IBM Business Partner Winchester Business Systems

Campanaro, Montanus and other representatives from the Cubist Clinical Operations and IT departments determined that it was time to look for a comprehensive clinical trial management system. After evaluating several vendors, they decided that Protocol Manager from IBM Business Partner Winchester Business Systems offered Cubist the right combination of functionality, customizability, scalability and cost. "Protocol Manager was very rich in clinical trial management functionality out-of-the-box," says Campanaro. "But because it was based on IBM Lotus Notes and Domino, it also had the flexibility to allow us to create specific modules as well as the exact forms and reports that we needed for our particular business. Plus, the Lotus Notes and Domino platform has a powerful workflow engine that would allow us to automate critical processes. It was a very compelling combination."

Campanaro and his staff were also confident that the system could scale to meet the demands of the rapidly growing company. "We were growing fast, so we had to make sure we had a platform that could handle the increasing amount of trial management data that complex clinical trials generate," says Campanaro. "And knowing that the solution was based on the highly scalable and industry-tested IBM Lotus Notes and Domino platform gave us that assurance."

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—Ed Campanaro
Vice President of Clinical Operations and Data Management
Cubist Pharmaceuticals

IBM Lotus Notes and Domino-based Protocol Manager allows Cubist to streamline clinical trial administration

Cubist Pharmaceuticals implemented Protocol Manager based on IBM Lotus Notes and Domino software to manage the administration of clinical trials. "All of the operational and administrative data needed for day to day management of clinical trials is now stored in and managed by a single system," says Montanus. "And that includes budget information, actual spending, trial status and milestones, site monitoring activities and reports, study supplies and more."

Because the system is based on the flexible Lotus Notes and Domino platform, Montanus and the staff were able to easily customize the system to adhere to the company's unique terminology, standard operating procedures and reporting requirements. "One nice thing about the system being based on Lotus Notes and Domino is that it is so easy to administer," says Montanus. "I'm in the Clinical Operations group, and, after just two Lotus Notes and Domino classes, I learned enough to be able to administer and modify the system with assistance as needed from IT. So we can get the functionality we need when we need it—it's a great time saver."

To facilitate process management, Cubist also integrated Protocol Manager with the company's e-mail system. "We modeled out business processes using the Lotus Notes and Domino workflow engine," says Montanus. "And then we integrated those processes into our e-mail system to provide alerts and notifications. Now, when an employee completes a task and submits it into the system, the next person in the process is automatically notified by the company's e-mail system."

In the future, the team plans to allow partners and clinical site personnel direct access to select areas of the system via the Web. "Currently, some of our partners access the system remotely using VPN," says Campanaro. "But with the help of Winchester, we plan to develop a Web portal so that external users at clinical sites can access our information securely over the Internet."

Standardization and process automation improve efficiency, collaboration

Montanus and Campanaro are impressed with the improved efficiency of managing clinical trials made possible by Protocol Manager. "With Protocol Manager, we have been able to standardize our business practices," says Montanus. "Now, all of our employees and contact research organizations (CROs) see the same information in the same way, which dramatically improves their ability to communicate and collaborate with one another."

Automated workflows have also allowed the company to improve efficiency dramatically. "Because of the built-in workflow engine, we've reduced the turn-around time for key processes while creating an audit trail where needed," says Campanaro. "For example, if a task needs to be taken care of, such as paying a physician or auditing a site, the system will automatically notify the appropriate person without the need for manual intervention. It had really improved the efficiency of our operations."

Reduced reliance on outsourcing helps Cubist lower overall costs

Additionally, the rich functionality available in Protocol Manager has allowed Cubist to lower costs by enabling the company to perform in-house tasks that were out-sourced in the past. "We used to outsource a number of critical functions such as grant payments," says Campanaro. "Now, because much of that functionality is already in the system, we can do it ourselves. It has saved us a lot of money already, and, as we adopt additional features of the product, we expect to reduce our outsourcing costs even further."

Scalable platform will let Cubist support growth well into the future

Overall, the staff at Cubist is very pleased with the performance, reliability and scalability of the Lotus Notes and Domino-based system. "We have been putting data into the system for two years now and we haven't experienced any slow-downs," says Montanus. "Plus, it's never gone down for any reason other than scheduled maintenance. And from a scalability standpoint, we are nowhere near capacity. In the coming years, we plan to optimize our return on investment in Protocol Manager by expanding usage and adding functionality that will be integrated into our clinical trial business practices."

"But because it was based on IBM Lotus Notes and Domino, it also had the flexibility to allow us to create specific modules as well as the exact forms and reports that we needed for our particular business. Plus, the Lotus Notes and Domino platform has a powerful workflow engine that would allow us to automate critical processes. It was a very compelling combination."

–Ed Campanaro
Vice President of Clinical Operations and Data Management
Cubist Pharmaceuticals

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For more information

For more information on IBM Lotus Notes and Domino software, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/lotus

For more information on Winchester Business Systems, visit

www.wbsnet.com

For more information on Cubist Pharmaceuticals, visit

www.cubist.com

Dansikring Direct resolves problems rapidly with Helpdesk.Easy and IBM Lotus technologies

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Overview

■ **The Challenge**

Staff at Dansikring Direct rely on a number of business-critical IT systems, which they need to access on a daily basis. To keep employees working productively, any problems with these systems must be resolved rapidly.

■ **The Solution**

Dansikring implemented Helpdesk.Easy from Sander Software (*www.sander-software.dk*), a solution built on the IBM Lotus Domino platform, which is integrated with IBM Lotus Sametime software and can be accessed by both IBM Lotus Notes and simple Web clients.

■ **The Benefits**

Helpdesk.Easy provides a sophisticated incident management system via simple Web or Lotus Notes interfaces, which should help staff report IT issues quickly and easily, and ensure that each query is directed to the most appropriate person in the IT department for rapid resolution. The solution keeps a full historical record of all incidents, helping with compliance issues and forming a set of frequently asked questions (FAQs) to help staff solve problems themselves.

Dansikring Direct specialises in alarm solutions for the small business and residential sectors. Part of the Securitas Direct group, Dansikring is headquartered at Køge in Denmark, employs around 100 people, and has franchise partners across the country.

Dansikring's day to day operations depend, to a large extent, on its IT systems. The company uses IBM Lotus Notes and Domino 7 for email and calendaring, and also uses a number of Lotus Domino applications to manage HR processes and other core business activities. Lotus Sametime is used to facilitate communications among staff members through instant messaging and Web conferencing, and a corporate intranet keeps staff and franchisees up to date with the latest information.

"IBM Lotus Notes and Domino are the backbone of our IT infrastructure," explains Kenneth Pasciak, IT Manager at Dansikring Direct. "The ability to build database-driven applications that are fully integrated with core functionalities like email and Lotus Sametime instant messaging makes Lotus Notes and Domino the ideal platform for our business."

To ensure that staff can access these core systems at all times, and to resolve any other IT-related issues, Dansikring's IT department runs a helpdesk. To promote rapid resolution of such issues, the company wanted a solution that would make it easier for staff to report problems, and that would help the IT team keep track of the situation and ensure that the right actions were taken.

Leveraging investment in Lotus technologies

"We began looking for a solution that would help us increase the efficiency of the helpdesk, and naturally, we decided to find out if we could leverage our existing investment in Lotus Notes and Domino," says Kenneth Pasciak.

The company researched a number of options, and ultimately chose Helpdesk.Easy from Sander Software – a Danish IBM Business Partner that specialises in system administration consultancy and IBM Lotus technologies.

Helpdesk.Easy

The solution enables all users to create incident reports, which are assigned to the IT team for further action. All emails and information related to the incident are stored in the database, providing a full historical record of every issue. The solution incorporates Lotus Sametime instant messaging with

presence awareness, so users can tell which IT staff members are online and available to deal with IT support issues.

"Helpdesk.Easy tracks every issue from the initial report through to resolution, helping us to ensure that no information gets lost and nothing gets overlooked," says Kenneth Pasciak. "We can assign each issue to the most appropriate member of the IT team – and there is even a statistical analysis tool that shows us who has dealt best with which issues in the past."

Building on experience

When a given issue has been resolved, Helpdesk.Easy makes it possible to create an FAQ document to help other users who are experiencing the same problems. Over time, the solution should generate a knowledge base that will provide simple solutions to the most common problems.

"We now have a comprehensive record of all issues that the helpdesk has dealt with," explains Kenneth Pasciak. "This not only helps us react faster and more effectively to users' inquiries, but also has advantages in terms of IT governance and compliance. We have recently been audited by PricewaterhouseCoopers, and they were very impressed with the system."

Simple upgrades

Dansikring recently upgraded the solution to take advantage of a new feature which provides access to the incident management system via a Web browser – helping the company's franchise partners report issues even if they do not have the Lotus Notes client installed.

"The upgrade was no trouble at all," says Kenneth Pasciak. "Sander Software was able to install the software remotely, and there was no disruption at all for our users. Nobody even noticed the difference until I demonstrated the new Web interface!

"Sander Software is an excellent partner – their software is well-designed and reliable, and the end-to-end service they provide is first class. Building on the foundation of Lotus Notes, Lotus Domino and Lotus Sametime, Helpdesk.Easy helps us resolve problems more rapidly and deliver a better service to business users – boosting productivity and efficiency in the workplace."

"Building on the foundation of Lotus Notes, Domino and Sametime, Helpdesk.Easy helps us resolve problems more rapidly and deliver a better service to business users – boosting productivity and efficiency in the workplace."

Kenneth Pasciak
IT Manager
Dansikring Direct

IBM

The IBM home page can be found at **ibm.com**

IBM

Dexa Medica connects offices and subsidiaries with communications portal

Overview
Dexa Medica
Jakarta, Indonesia
www.dexa-medica.com
Industry
• Healthcare
• Life Sciences
Employees
• 500-999
Products
• IBM® WebSphere® Portal Express
• IBM Lotus® Domino® Enterprise Server
• IBM System p5™ 550

DexaMedica
Expertise for the Promotion of Health

"With WebSphere Portal, Dexa Medica has a platform for collaboration that can easily scale no matter how fast the company grows."

— *Aswil Nazir,
Corporate IT Operation Manager,
Dexa Medica*

Dexa Medica has evolved from a small regional company into one of Indonesia's largest pharmaceutical companies. Established in 1969, the company distinguishes itself with self-funded research and development activities, including the search for new drug delivery systems.

Challenge

As Dexa Medica grew larger and formed more subsidiaries, it strained the capacity of its Oracle E-Business Suite. The pharmaceutical manufacturer needed a flexible, powerful environment to deliver access to critical human resources systems—no matter where employees might be working.

Solution

An IBM System p5 550 server hosts IBM WebSphere Portal Express software, which Dexa Medica leverages to surface its Oracle human resources (HR) module and enterprise-wide communication tools. The portal helps close the communication gap between high-level management and staff and helps connect the company's many dispersed offices, says Aswil Nazir, corporate IT operation manager at Dexa Medica. "Each morning, before they start their day, the employees will log in to the portal and check the latest information," Nazir explains.

Employees can collaborate on projects through the portal, and an audit trail helps keep track of who made which changes. Many HR tasks can be completed using the portal as well, such as filing requests for leave.

Furthermore, distributors and partners can stay up-to-date with Dexa Medica news by accessing the portal via kiosks placed in the lobby of every Dexa Medica branch office.

Dexa Medica also uses its System p5 550 environment to support its IBM Lotus Domino Enterprise Server platform. With Lotus Domino Enterprise Server, Dexa Medica can connect workers at distributed offices and its subsidiaries with comprehensive e-mail, calendaring and workflow functionality—helping to simplify project workflows and speed product development processes.

Benefits

- WebSphere Portal Express software provides access to business-critical human resources tools across Dexa Medica and its subsidiaries

- Lotus Domino Enterprise Server platform simplifies project workflows for new product development and marketing

- Lotus software enables more effective communication and collaboration—both inside Dexa Medica and with partners and distributors

LOC14027-USEN-00

Global heating systems business improves employee collaboration worldwide with solution from IBM and DREGER Information Technology

DREGER Information Technology was formed in 1992 to focus on improving its clients' business processes and IT infrastructures. DREGER IT is an IBM Premier Business Partner with a portfolio that ranges from consulting to implementation. Company expertise includes customer relationship management, Service Oriented Architecture, enterprise application integration, mobile solutions, IT infrastructure and business development consulting. DREGER participates in IBM PartnerWorld® Industry Networks and is optimized in the manufacturing industry.

Overview

DREGER Information Technology
Frankfurt, Germany
www.dreger.de

Products

- D-BUSINESS® Portal Information Integrator
- IBM Lotus® Domino®
- IBM WebSphere® Application Server
- IBM Lotus Domino Express
- IBM WebSphere Application Server Express
- IBM System x™

DREGER
INFORMATION
TECHNOLOGY

"Our partnership with IBM enabled us to add value to the IBM Lotus Notes and IBM WebSphere equation. Our solution required a great deal of support from IBM development organizations.
Jens Dreger,
CEO,
DREGER Information Technology

Challenge

A worldwide heating systems company required the company's 7,000 employees to collaborate closely and exchange technical data across 10 factories and 112 sales agencies in 39 countries. Managers knew that IBM Lotus Notes® is an unquestioned leader in groupware and that IBM WebSphere Application Server is a leader in J2EE portal and database integration. But employees at far-flung locations needed the technology platforms to work seamlessly and easily – with a minimum of IT support.

Solution

The solution was to integrate Lotus Notes and WebSphere using D-BUSINESS® Portal Information Integrator from DREGER. The solution gave company users a single-browser portal for all applications. Now, employees from Frankfurt to Singapore can easily communicate and tap into the company's vast supply of manufacturing and organizational data, as well as collaborate quickly and securely.
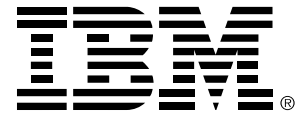
Benefits

- Return on investment in six months
- Highly secure performance
- Easy administration, releasing scarce IT resources for additional projects
- Increase in overall employee efficiency

IBM

EIM Controls reduces costs and streamlines pricing processes with Web-based portal

Overview
EIM Controls, Inc. Missouri City, Texas www.eim-co.com
Industry • Manufacturing
Employees • 100–125
Products • IBM® Lotus® Domino® Enterprise Server • IBM Lotus Notes® • IBM WebSphere® Portal Express
Business Partner • Ixion LLC

EIM CONTROLS

"By empowering distributors with the most up-to-date information possible using IBM WebSphere Portal Express, we've gained newfound agility to adapt to market forces."

— John Drisko,
Technical Manager,
EIM Controls, Inc.

EIM Controls has been manufacturing high-quality valve actuators since 1949. Today, EIM products can be found at work on every ocean and continent, in applications ranging from water treatment to guided missile cruisers.

Challenge

Updating and publishing new product selection guides and price lists was a difficult, costly, cumbersome and error-prone process for EIM management. By automating the product configuration and quotation process for its global network of distributors, EIM could more flexibly and less expensively update the selection guides and help increase the accuracy of the quotation process.

Solution

IBM Business Partner Ixion developed a sizing and price quote tool using IBM Lotus Domino Enterprise Server and Lotus Notes software. Through a simple wizard process comprising drop-down selections and limited data entry, users can identify the best actuators for a customer's business requirements. The solution matches the input to product data in the Lotus Domino database and presents the user with the optimum three actuator choices and pricing information.

Ixion selected IBM WebSphere Portal Express software to provide a portal that gives distributors access to the EIM quote tool. Distributors can now simply log on to a secure Web site to identify actuators and create price quotes using the five-step wizard process. All entries and changes are saved through the portal, allowing distributors to review and refine job quotes as necessary. The final price quote can be exported to a spreadsheet or printed directly from the portal.

Benefits

• Because EIM no longer has to publish extensive product manuals, it will realize significant savings in printing, distribution and labor costs

• Price quotes can be updated in the Lotus software whenever needed, providing EIM the agility to quickly adapt to fluctuating material costs

• With the distributor portal in place, EIM employees can improve efficiency and focus on business-critical job tasks rather than helping distributors navigate complex product catalogs

• Data entered by the distributor during the quotation process automates the order entry process, eliminating the need for separate order entry forms

Datasys gives FAREN easy access to ERP with IBM WebSphere Portal

Overview

■ **The Challenge**
With an increasingly mobile sales force, FAREN wanted to enable its employees to access product information, check availability and submit sales orders from anywhere and at any time.

■ **The Solution**
FAREN worked with Datasys (www.datasys.it), an IBM Business Partner, to deploy a new version of its ACG ERP software on the IBM System i platform. Datasys built a Web portal front-end for the solution using IBM WebSphere Portal Express 6.0 to provide access to the ERP system for employees and large clients.

■ **The Benefits**
Solution enables user-friendly access to ACG ERP from laptops and mobile phones – increasing flexibility and improving customer service. Self-service functionalities for sales reps and clients reduce workload for call centre staff. Datasys implemented the new system within one week – helping FAREN roll out the solution rapidly.

FAREN Industrie Chimiche SpA is an innovative chemical manufacturer, specialising in the development and production of maintenance, sanitation, lubrication and detergency products. Based in Milan, Italy, the company employs 50 people, operates from twelve locations across Italy, and exports its products across Europe and South Africa.

FAREN relies on a network of highly mobile sales representatives, who spend much of their time visiting client sites to promote and sell the company's products. During sales negotiations, it is critical for these representatives to have access to information such as current stock levels and production capabilities, so

that they can make accurate estimates of lead-times and delivery dates for new orders.

"Our existing IT environment, based around ACG ERP software running on the IBM System i server platform, provided excellent functionality in terms of financial management, production planning and logistics – but it did not offer secure remote access," explains Barbara Altamore, IT Manager at FAREN. "As a result, when our sales teams needed information, they had to ring our call centre and request it over the phone. This was not very secure, and there was a possibility that the wrong information could be passed on. Moreover, it created a lot of work for the call centre staff."

Consulting the experts
FAREN decided to find a better solution, and consulted Datasys, an IBM Business Partner that specialises

in solutions involving IBM Lotus and WebSphere technologies. Datasys helped FAREN evaluate the requirements for a mobile working solution, then recommended upgrading to a new version of ACG and implementing a self-service portal using IBM WebSphere Portal Express 6.0.

"Datasys was involved in this project from beginning to end," says Barbara Altamore. "The Datasys team have an excellent understanding of our business and of the chemicals industry in general; as a result, they invariably come up with innovative solutions to meet our IT needs."

Datasys helped FAREN implement the new ERP platform and design and develop the new Web portal. The implementation itself took just one week, and Datasys has continued to work with FAREN's in-house team to support and improve the new platform.

Easy access to information
IBM WebSphere Portal Express provides a highly intuitive interface for the back-end ACG ERP system, making it easier for sales teams to query product databases and find related documents. It also provides access to the company's ordering system, so orders can be placed almost immediately – eliminating the delays that resulted from the previous paper-based system.

"With the IBM WebSphere Portal Express solution, our agents can log in to our portal whenever they wish and wherever they are – using a standard PC, laptop, or even mobile phone," says Barbara Altamore. "This gives us a more flexible, secure and efficient way to transmit crucial business data, and also allows us to reduce the workload of our call centre staff.

"The Datasys team have an excellent understanding of our business and of the chemicals industry in general; as a result, they invariably come up with innovative solutions to meet our IT needs."

Barbara Altamore
IT Manager
FAREN

Extending the solution
"The portal is becoming a key strategic asset for us," she adds. "We have already given our sale agents access to it, and our aim is to extend it to our biggest customers as well, enabling them to place orders directly into our ERP system. This will mean a further reduction in call centre workload, reducing transaction costs and improving the customer experience by shortening response times."

By providing self-service functionalities for both sales teams and major customers, FAREN will be able to reduce the cost of sales significantly.

"As with any company, reducing operational costs is important to us," concludes Barbara Altamore. "But it is even more important to maintain good relationships with our customers. By making it easier to give customers accurate information about our products and capabilities, and by enabling us to respond to their needs more rapidly, this solution from IBM and Datasys has already become a vital part of our customer service strategy."

IBM

IBM

Continuing the pursuit of "happyness": Gardner Rich improves core-business efficiency, secures data and addresses regulatory compliance using the NitixBlue solution.

Overview

Gardner Rich LLC
Chicago, Illinois, United States
www.gardnerrich.com

Industry
• Financial markets

Employees
• 15

Products
• IBM Lotus Foundations Start
(formerly NitixBlue)

Business Partner
ChicagoConsultants.com
www.chicagoconsultants.com

Lotus® Foundations

"The NitixBlue platform provides the security, business continuity and collaboration functions I need to run my firm efficiently. And now that it is transitioning to IBM Lotus Foundations Start, this great solution will be bolstered by IBM's resources and reputation."

—Chris Gardner, Gardner Rich LLC

Gardner Rich is a private stock brokerage firm with offices in Chicago, New York and San Francisco. The 2006 Columbia Pictures film The Pursuit of Happyness is based on founder Chris Gardner's life story, struggles and successes.

Challenge

Although Gardner Rich relied heavily on technology to run its business, the firm did not have the staff, time or desire to manage IT. It wanted its critical applications to be reliable and secure, yet supported by out-of-the-box solutions with nominal setup, customization and maintenance requirements.

Gardner Rich's IT consultant, Rick Abbott of ChicagoConsultants.Com, sought an efficient, comprehensive solution for the firm that could:

• Provide e-mail archiving, backup and disaster recovery capabilities

• Help facilitate regulatory compliance

• Improve efficiency through anytime, anywhere communications.

Solution

ChicagoConsultants.Com selected NitixBlue, a product created by Net Integration Technologies and acquired by IBM in 2008. The NitixBlue solution provides the core technology behind the IBM Lotus® Foundations Start software appliance.

The software appliance provides IT capabilities needed to run small businesses—even those with little or no technical expertise. It also meets Gardner Rich's needs by:

• Securing electronic data with frequent, automated disk backups—eliminating the need to buy additional backup software.

• Protecting data and applications with integrated firewall, antivirus and antispam capabilities.

• Enabling the creation and sharing of information, e-mail and calendars with IBM Lotus Notes® and IBM Lotus Domino® software

Benefits
• Improves Gardner Rich's efficiency by as much as 50 percent by facilitating anytime, anywhere communications

• Helps eliminate unwanted network intrusions, prevent unauthorized user access and reduce the risk of operational downtime

• Supports investment regulation compliance

IBM

IBM

IBM and Technology for Business enable fiber-optic sensors business in Brazil to meet enterprise and project management needs
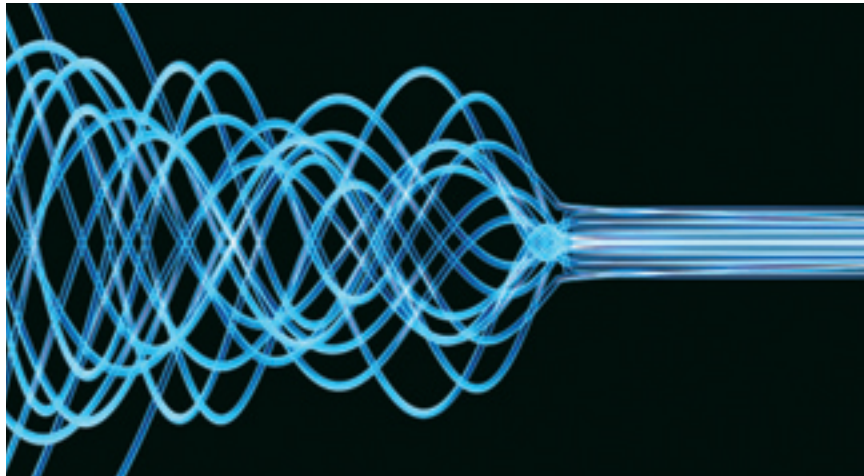
The Brazilian economy has entered into a new age of economic vitality. For example, recent discoveries of vast oil fields have sparked extraordinary investment in the oil and gas sector. The outlook for other industries, such as cosmetics, pharmaceuticals and manufacturing, is bullish.

Such business expansion holds tremendous promise for the increasing number of small and medium-sized companies in Brazil, each competing for a position in the supply chain of larger corporations. But to realize that promise, these businesses must meet the increasingly rigorous demands the large companies are making of their suppliers. And for most of these prospective suppliers, that means enhancing and modernizing their enterprise control and operational processes.

Providing small and mid-size companies a tool to meet that challenge is Technology for Business, an Advanced Business Partner. Technology for Business leverages a range of IBM Lotus® products - IBM Lotus Foundation, Lotus Notes® and

Domino®, Lotus Web Access, Symphony™, Sametime® and Sametime Unyte as the platform for its integrated project management solution, called Follow.

Customer Gavea Sensors, which is headquartered in Rio de Janeiro, Brazil, supplies the oil and gas market with fiber-optic sensors, which it designs, manufactures and calibrates to measure the pressure, temperature and flow inside oil wells. The company, with 25 employees, saw its revenue increase 600 percent in a single year, in part due to it being awarded a contract with one of the largest companies in the oil industry, worldwide.

Along with that opportunity came a challenge: ensuring on-time delivery, which required close control over in-house processes and the ability to closely monitor suppliers, track shipments and manage projects.

"Large companies are very demanding of their suppliers. They expect organization, accountability and in many cases impose requirements for ISO certification," said

IBM Business Partner:
Technology for Business

Technology for Business is the developer of Follow, an enterprise management solution that supports the administration of an organization's internal and external processes — from its relationships with clients, partners and suppliers to its project execution. Technology for Business is headquartered in Rio de Janeiro, Brazil.

FOLLOW
TECHBUSSINESS

Fernando Jefferson, director of Technology for Business. "Their suppliers can no longer get away with managing their business process using spreadsheets, e-mails and post-it notes. Small companies need to think like big companies and be capable of working in many different markets with many different customers and suppliers," Jefferson noted.

"We've found that the expertise, resources and reputation IBM brings to the table have been invaluable in helping a small company like ours open doors to new customers."

Fernando Jefferson,
director,
Technology for Business

Those companies need a strong and integrated communication and control infrastructure, both internally and externally, he said. Follow, with the IBM Lotus family of products at its foundation, provides small and medium business with that infrastructure.

Leveraging IBM Lotus tools for internal and external collaboration

With some parts manufactured by third parties and other imported parts subject to lead times of four months, senior managers at Gavea Sensors rely on Follow, along with the IBM Lotus tools, so essential to its effectiveness, for centralized visibility, reporting and control from the initial order through the final delivery of that order.

Once senior managers identified the systemic challenges in achieving their top priority - consistent on-time delivery – they defined the processes to be monitored by Follow, as well as parameters for reporting and communication within the company and with suppliers, customers and partners.

Using the advanced collaborative functionality enabled by the IBM Lotus Foundation and IBM Lotus Sametime — instant messaging, file sharing, remote access, meeting scheduling and automatic e-mail prompts — is the underpinning of the Follow solution. Follow prompts front-line employees and managers in virtually every department to perform tasks, enter data or report and take steps to resolve issues specific to their area of responsibility.

Concurrently, Follow allows company directors with responsibility for overall business performance to monitor the status of all operations and drill down into project-level analysis.

Such tight management control was virtually unnecessary for

Gavea Sensors until it began competing for the business of industry giants. Winning that business hinged upon an ability to implement ISO 9001 standards and integrate departments and reporting throughout the company, said Luiz Carlos Guedes, a director at Gavea.

"It was an extremely complex task, making it difficult to quantify the value of the IBM and Technology for Business solution except to say we were simply incapable of doing what we do now prior to implementing Follow," Guedes said.

IBM helps open doors to SMB in Brazil

Jefferson, meanwhile, credits being an IBM Business Partner, with helping make the effort a success. "As a small business, our partnership with IBM gives us instant credibility," he said. "I'm able to demonstrate the business value and affordability of Follow, and tell them the solution is built on the IBM Lotus platform," Jefferson explained.

Technology for Business is increasing its marketing efforts in the emerging Brazilian oil and gas sector by leveraging its "optimized" status in the manufacturing industry from IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve.

"We're really using the IBM ISV PartnerWorld site all the time, for information about products, markets and tools and support, and our solution is in the IBM Global Solutions Directory," Jefferson said. Participation in the PartnerWorld Industry Networks has also opened access to IBM funding for the production of a promotional video and a Follow product brochure.

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm**.com

For more information about ISV resources from IBM PartnerWorld, visit: **ibm**.com/partnerworld/industrynetworks

For more information about Technology for Business, visit techbusiness.com.br

For more information about Gavea Sensors, visit gaveasensors.com

IBM®

IBM

GXS automates forms-based business processes with IBM Lotus forms capabilities

Overview
GXS
Gaithersburg, Maryland, USA
www.gxs.com
Industry
• Computer Services
Employees
• 2,000
Products
• IBM® Lotus® Forms
• IBM WebSphere® Application Server

GXS

GXS is one of the world's largest providers of business-to-business (B2B) solutions. Its Trading Grid integration services platform enables real-time flow of information between businesses.

"Lotus Forms helps us improve customer satisfaction and increase our competitiveness with a highly integrated solution built on open standards and Web 2.0 capabilities."

—Tom Varghese, Senior Global Product Manager, GXS

Challenge

GXS Trading Grid is a global B2B e-commerce and integration platform that supports the creation and adoption of on-demand supply chain management solutions for companies of any size. With a broad menu of electronic commerce services for businesses worldwide, GXS sought to increase the functionality of its current forms-based solution to provide new capabilities. The company's customers needed a solution that could render forms that looked like their paper equivalent, perform complex table look-ups and support double-byte character languages such as Japanese and Chinese. The solution had to be cost-effective, efficient and user-friendly with easy-to-use forms and Web 2.0 capabilities that enabled large businesses to trade electronically with their small suppliers and customers.

Solution

GXS deployed IBM Lotus Forms software (including both Lotus Forms Viewer and Lotus Forms Server products) as a key component for GXS Intelligent Web Forms, a Web forms solution that enables small businesses to conduct B2B e-commerce with larger trading partners. IBM WebSphere Application Server provides background support for the Lotus Forms application. GXS uses Lotus Forms software as the front-end interface, while it uses the Lotus Forms Webform Server solution to bring Web 2.0-based forms to the Internet with minimal footprint.

As an example, GXS Intelligent Web Forms was deployed for a prominent U.S. clothing manufacturer with 3,000 small business customers. Through on-demand online document exchange, the manufacturer now can rely on the application to streamline receipt of invoices and advance ship notices for customers. By making it easier for manufacturers' customers to access and receive data via the Web, GXS Intelligent Web Forms, powered by Lotus Forms, helps the manufacturer increase efficiencies within these core business processes, lower operational costs and boost overall competitiveness.

Benefits

• Lotus Forms provides the user-friendly front end that drives automation of forms-based business processes between global partners

• Pre-populated forms increase the speed and accuracy of forms completion; wizard-based forms with built-in template capabilities save users data entry time, minimize data entry errors and accelerate electronic transactions

• GXS enterprise customers can now automate business transactions with small trading partners (customers and suppliers) around the world

i-Seven helps HK Danmark enhance member services with IBM Lotus technologies

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Overview

■ **The Challenge**

With data held in a variety of different IT systems, it was difficult for staff at Danish trade union HK Danmark to access all the information they needed to respond quickly to members' requests. There was also no easy way to review the union's interactions with each member, or to get an overview of all member-related activities.

■ **The Solution**

i-Seven (www.i-seven.com), an IBM Business Partner, helped HK Danmark design and deploy a contact centre solution based on IBM Lotus Notes and Domino 7. The solution is integrated with most of the IT systems that handle membership information, and with a telephony system.

■ **The Benefits**

When members call, staff can obtain access to all relevant information, helping them handle enquiries more quickly. This helps to improve customer service and reduces the risk of member attrition. Reporting tools enable HK Danmark to analyse the most common enquiries and take a more proactive approach. The solution extends the value of the existing Lotus Notes & Domino platform, keeping licensing costs low and reducing the need to train staff on a new system.

i-seven

Innovative solutions

> *"IBM Lotus Notes and Domino has been our corporate email and calendaring solution for a number of years, and we also have found it an extremely efficient and flexible platform for application development."*
>
> Dorte B. Rasmussen
> Project Manager
> HK Danmark

Founded in 1900, HK Danmark is one of the largest Danish trade unions with 325,000 members and 1,400 people at eight locations across the country. In its early years, the union was instrumental in securing workers' rights and unemployment benefit for workers in the clerical and commercial sectors; in recent times, its focus has shifted to deal with modern issues such as equal opportunities, mediation and legal services, and professional development.

Members tend to communicate with HK Danmark by telephone and mail. Until recently, this involved forwarding enquiries to different departments for different services, and it could take time to get through to the right person. Moreover, since membership data is held in a number of different systems – including Microsoft .NET applications and Lotus Notes and Domino based applications – it was difficult for staff to access all the relevant data for each member.

"HK has launched a major strategic initiative to modernise the organisation, and customer service is an important focal point," explains Dorte B. Rasmussen, Project Manager at HK Danmark. "We wanted to create a contact centre with staff who would be able to deal with all enquiries from our members – but we quickly realised that without support from an integrated IT system, the plan would not work."

Choosing a partner

HK Danmark needed a partner with the technical expertise and business consulting experience to design and implement a contact centre solution that would give front-line staff immediate access to all the information they needed.

"IBM Lotus Notes and Domino has been our corporate email and calendaring solution for a number of years, and we also have found it an extremely efficient and flexible platform for application development," explains Dorte B. Rasmussen. "We wanted to leverage this with the new solution, so we looked for partners that had experience with Lotus Domino development – and i-Seven fitted the bill.

"We also knew that this would be an ambitious project, so we wanted a partner with a pragmatic approach to project management. We had worked with the i-Seven team on previous projects, and were impressed with their ability to break complex IT projects down into small, manageable deliverables that can be developed quickly."

Delivering a solution

i-Seven worked closely with business users and the in-house IT team at HK Danmark to design a solution that would align with the organisation's needs.

"We created a Lotus Domino application that is integrated with the telephone system in the contact centre," explains Henrik Hansen, Managing Director of i-Seven. "When a member calls, the system asks them

to key in their membership number before putting them through to a contact centre operator. Once the number is entered, the application calls up the relevant data from all the different systems, and displays it in a single window on the operative's screen – so all the information they need is instantly available."

Despite the complexity of the integration between the new application and the existing.NET and Lotus Domino based systems, i-Seven was able to develop, test and implement the solution within just three months – meeting all of HK Danmark's deadlines. The solution has been rolled out to all seven HK Danmark offices, helping staff collaborate more easily across the country.

Enhancing customer service
With the new solution in place, HK Danmark can provide faster, more efficient service to its members – helping to increase customer satisfaction and improve productivity.

"Our users are very impressed with the solution – they now have all the information they need at their fingertips, without having to log in to lots of different systems," comments Dorte B. Rasmussen. "Moreover, since they were already familiar with the Lotus Notes interface, it was easy for us to train them to use the new application."

The solution keeps a record of all interactions between HK Danmark and its members, so users can quickly see

the status and history of any previous issues. This means that members do not have to explain the same thing every time they call, and leads to more efficient and proactive service.

"Another benefit is that we can now get an overview of all activity handled by the contact centre," explains Dorte B. Rasmussen. "If a lot of members are calling about the same thing, we know that it is an important issue, and we can plan our response more quickly. Again, this means better, faster service for our members."

Good customer service ensures that members get a real sense of the value of their union membership, and helps to reduce attrition rates.

Dorte B. Rasmussen concludes: "HK Danmark plays an important role in Danish society, and its members rely on it for support throughout their working lives. This solution from i-Seven and IBM is helping us serve their needs more effectively, while enhancing operational efficiency within the organisation."

"We looked for partners that had experience with Lotus Domino development – and i-Seven fitted the bill… We were impressed with their ability to break complex IT projects down into small, manageable deliverables that can be developed quickly."

Dorte B. Rasmussen
Project Manager
HK Danmark

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Hess Corporation maximizes its profitability with real-time pricing updates thanks to an SOA built using IBM software.

"With the Openstream and IBM solution, it is so much easier to track inventory across our 870 stores. It streamlines our inventory processes while providing us with the peace of mind of knowing that the data is actually correct."

—Hess Corporation

Hess Corporation engages in the exploration, production and refinement of crude oil and natural gas. Operating more than 1,350 retail gas stations in 14 eastern U.S. states, the organization also offers energy-related utilities services to commercial and retail customers.

Challenge

Locked in stiff competition, Hess Corporation's retail gas station business relied on smooth supply chain operation to minimize costs and maintain high profit margins. But the organization's manual product pricing and inventory processes frustrated these goals by consuming employee resources and leaving the organization open to errors. Even worse, these manual processes led to delays that frequently resulted in data that was out of date before it had been entered into the company's database. Hess Corporation needed a new inventory solution that would automate processes and keep data up to date.

Solution

IBM delivered an IBM Retail Integration Framework solution (built using IBM Lotus® Expeditor software) that leverages a service-oriented architecture (SOA) to provide Hess Corporation with real-time insight into the inventory levels of its retail gas stations. Using personal digital assistants (PDAs) and software from IBM Business Partner Openstream Inc., the client's staff can scan station inventory and upload that data to a local database. This information is then distributed to the client's headquarters using Lotus Expeditor and IBM WebSphere® Process Server software via the SOA. The solution also enables Hess Corporation to update pricing information across its entire enterprise at one time, removing manual steps.

Benefits

• Maximizes profitability by supporting real-time price change updates

• Reduces inventory-tracking errors and duplicate orders by eliminating manual processes

• Streamlines order and inventory processes with an SOA, improving employee productivity

Lotus® software

Tourism office in the Alps provides peak vacation experiences with help from IBM Lotus Notes and Domino

Overview

■ **The Challenge**
An Austrian tourism organization with a distributed workforce needed to reduce security threats to its messaging environment, orchestrate the activities of its employees and keep everyone abreast of the latest information

■ **Why IBM?**
IBM offers market-leading, security-rich and easy-to-maintain software for messaging and collaboration

■ **The Solution**
IBM Lotus Notes® and IBM Lotus® Domino® software help speed collaboration, ease remote access, simplify and streamline workflow management and boost security

■ **Key Benefits**
• Better security protection helps reduce downtime, data loss caused by system viruses and outsourced IT support costs
• Group calendaring helps manage workflows, ensures coverage of important events and gives employees a shared view of team activities and colleague availability

• Shared address book of client contacts increases data accuracy and efficiency
• Lotus Notes replication supports mobile and home office work hours, which helps increase productivity

Austria's natural beauty and cultural heritage make it a prime destination for vacationers during all seasons. With that in mind, the country maintains a national office of tourism to promote and support the tourism industry. 31 offices around the world are tasked with marketing Austria as a vacation destination, including the Tourism Office for Holiday Region Lammertal-Dachstein West in Abtenau, Austria—a picturesque little village in a spectacularly scenic part of the world.

"Our Lotus solution is running well and has no problems, which is a huge benefit for us. We don't have to think about it. It has been affordable, and it supports the collaboration requirements of our business."

—Stefan Brandlehner, Manager of the Lammertal Tourism Office

Key Components

Software

- IBM Lotus Notes
- IBM Lotus Domino

Hardware

- IBM System x

Tourism Office supports information needs of both guests and hosts

Tourism is a major industry in Abtenau. To serve the information needs of both the region's guests and its local businesses, Stefan Brandlehner, manager of the Lammertal Tourism Office, operates a Web site as well as three physical tourist centers in Abtenau and neighboring villages. Employees either staff the tourist centers or work in the background, supporting the office by collaborating with tour operators, executing marketing activities or maintaining the Web site.

For guests already in the area, the tourist centers provide basic information such as how to get to the ski slopes, bus shuttle schedules and restaurant and activity suggestions. However, the Lammertal Web site is heavily used as a comprehensive information source and marketing tool. Whether looking for sports and activities or rest and relaxation, the Lammertal region offers something for everyone, and the Lammertal Web site brims with information for planning a perfect holiday.

In addition to information about lodging, weather, and regional news, the site details specific opportunities for hiking and trekking, mountain biking, swimming and water sports, downhill and cross-country skiing, sightseeing, family holidays, group adventures, festivals, sporting and arts events. A valuable feature of the site is the Vacation Planner, which describes current vacation packages, details various types of accommodations and their availability on specific dates and even enables travelers to put their travel dates and requirements up for competitive bidding by the local lodging proprietors.

IBM messaging infrastructure provides reliability

Staying current with ever-changing information about vacation packages, accommodations, activities and events—and ensuring that the Web site features the most up-to-date details—requires the Lammertal Tourism Office to partner closely with the tourism provider community. It must also orchestrate the activities of its own employees and keep everyone abreast of the latest information.

With so much information being exchanged, the organization depends on e-mail to communicate both internally and externally. The Lammertal Tourism Office had been using Microsoft® Outlook® Express for its messaging solution. But the office found that it lacked robust security, leaving the organization vulnerable to viruses and hackers. Without a skilled IT administrator, the organization relied on a costly outside service provider to perform the frequent security updates required by Outlook Express.

The Lammertal Tourism Office needed to replace the Microsoft Outlook solution with an easy-to-maintain, highly secure e-mail and database infrastructure that would

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not require extra support and could also address specific collaboration needs. Based on the recommendation of its trusted IT consultant (Fritz und Macziol GmbH, A-Grödig), the Lammertal Tourism Office deployed a robust, security-rich IBM Lotus Notes and Domino messaging solution running on an IBM System x™ server with the Microsoft Windows® 2000 operating system. IBM Lotus Domino Utility Server mail server software offers reliable Simple Mail Transfer Protocol (SMTP) functionality and acts as a powerful platform for groupware databases. Employees use the IBM Lotus Notes client to access the messaging system.

The Lotus Notes software has a built-in execution control list that grants access rights to code based on the signer of the code. This feature guards against scripting attacks in e-mails, such as worm viruses, without requiring too much attention from IT staff.

With its higher security level, the new Lotus Notes and Domino solution helps reduce downtime and data loss due to system viruses. It therefore requires less onsite assistance to monitor, configure and update the system, which cuts IT support costs.

Group calendaring keeps everyone in the loop

According to Brandlehner, one of the most useful Lotus software tools is group calendaring. Though the Lammertal Tourism Office does not have a large staff, employees are distributed among the three tourist centers in different towns, some are frequently out of the office on business and some work part of the time from home.

With group calendaring, everybody can see everyone else's calendar. For example, if there is a fair or a marketing appointment that must be covered, an employee can look at the group calendar to see who is assigned to the event and the time period that person will be away. The group calendar serves as a scheduling and planning tool and helps ensure coverage of important events.

Group calendaring also makes it easier to schedule meetings. The meeting moderator can choose a good date and time based on an availability display that is automatically compiled from staff members' individual calendars. He can then send a meeting invitation directly from the calendaring system to all invitees, and they can accept or decline within the system. Those who accept get an automated entry in their own calendars. "Before we changed to Lotus Notes, we didn't even know that there were solutions like this on the market," says Brandlehner. "But now we have it and we use it, and it is really helping us to keep everyone on the same page."

"With the help of Lotus Notes and Domino messaging and collaboration, we are able to improve those holidays by providing better service to our tourists."

> —Stefan Brandlehner,
> Manager of the Lammertal
> Tourism Office

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Shared client address book facilitates data accuracy and efficiency

Another helpful new tool is a shared address book. This is not the standard Lotus Domino directory of employees but rather a Lotus Domino application that holds the names, addresses and other contact information of all Lammertal Tourism Office clients. Any employee can add or modify client information in the database, helping ensure that it is always up-to-date. Because employees often work with the same clients, having a shared address book increases data accuracy and efficiency.

Replication boosts productivity

The Lotus Notes and Domino replication feature is also important because some employees frequently work away from the office (often at odd hours from home) and do a lot of work offline. Lotus Notes replication and location-based settings enable users to work from local replicas when out of the office, then check their e-mail and quickly replicate messages and offline work to the office server later when they connect to the Internet. Employees no longer have to track down an Internet connection before beginning their work—a boon to productivity.

In the future, the organization expects to synchronize e-mail, calendars and contacts with employees' personal digital assistants (PDAs). Says Brandlehner, "We learn more about the capabilities of Lotus Notes and Domino every day. As our IT consultant calls our attention to additional capabilities, we try to incorporate them into our business processes."

Lotus tools help Lammertal Tourism Office provide good service

Brandlehner is happy with his decision to adopt Lotus Notes and Domino. "Our Lotus solution is running well and has no problems, which is a huge benefit for us," he says. "We don't have to think about it. It has been affordable, and it supports the collaboration requirements of our business."

With less time spent worrying about security patches and database maintenance, the Lammertal Tourism Office employees are better able to help travelers get the most out of their vacations—and to enjoy working each day in their scenic mountain setting. "We work in an industry that thrives on how much people enjoy their holidays," says Brandlehner. "With the help of Lotus Notes and Domino messaging and collaboration, we are able to improve those holidays by providing better service to our tourists."

For more information

For more information on Lotus Notes and Domino, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/lotus/

For more information on the Tourism Office for Holiday Region Lammertal-Dachstein West, visit www.lammertal.com

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Lotus® software

IBM Office of the CIO implements IBM Lotus Notes and Domino 8 for open, efficient communication and collaboration

Overview

■ **The Challenge**
The IBM Office of the CIO needed to cost-effectively deliver global communication and collaboration tools in a secure and heterogeneous environment to a broad array of 450,000 IBM end users

■ **Why IBM?**
IBM integrates market-leading messaging, collaboration, information management and business productivity tools and provides an enterprise application development environment, support for open standards and composite applications; the IBM open collaboration client solution offers a security-rich and cost-effective platform

■ **The Solution**
IBM implemented IBM Lotus Notes® and Lotus® Domino® 8, IBM Lotus Symphony™ and IBM Lotus Sametime® software running on Microsoft® Windows®, Linux® and Macintosh operating systems

■ **Key Benefits**
• Integrated communication, collaboration, instant messaging and business productivity tools help users connect efficiently, simplify workflows, save time and increase productivity
• Robust inbox management, extensive offline support and a

customizable cross-platform interface can give users optimal control of their work environment
• Self-service features help reduce administration costs and let the business manage applications through policies that can help meet governance and controls needs
• A platform for over- and under-provisioned users with a single client programming model offered through IBM Lotus Expeditor software helps reduce costs and provides an alternative to Microsoft software

Working with colleagues, customers and partners scattered around the world is becoming more commonplace in many industries. At IBM, large, mobile, global teams are the baseline. "Worldwide, we have 450,000 end users in 64 countries across 2,041 locations," says John Walicki, open client architect for the IBM Office of the CIO.

As working with team members on multiple continents and in multiple time zones increasingly becomes the rule rather than the exception, daily communication and collaboration take on

Key Components

Software

- IBM Lotus Notes and Domino 8
- IBM Lotus Sametime 7.5.1
- IBM Lotus Symphony
- IBM Lotus Expeditor
- Red Hat Enterprise Linux 5

new dimensions. "I'm in my home office in New Jersey and I talk to someone in every corner of the world on a daily basis: Brazil, China, Europe and people throughout the United States," says Walicki, adding that this is a common scenario for IBM end users, who often are not tied to a consistent office location. "Roughly 40 percent [of IBM employees] work from home or customer locations, and more than 70 percent of them use laptop computers."

Communication becomes even more challenging when a conversation needs to be scheduled or involves more than two people. "Clearing time on four calendars in three different time zones is no picnic," says Walicki.

IBM's globally dispersed and varied workforce also generates and processes massive amounts of information. That information is delivered in a myriad of formats, including desktop documents, messages from group mailing lists, metrics and logs from auto-mated monitoring applications and updates to corporate wiki knowledge bases, blogs and other Web sites. "IBM has a tremendous information-sharing infrastructure," says Walicki. "For example, we have 29,000 wikis that generate a combined total of 1 million page views every day. The variety is amazing, but users need tools to handle the infor-mation flow."

Meeting these high-performance communication and collaboration needs would be a challenge even if every IBM end user had identical hardware and software. But cost-effectively delivering IT services to a user population so numerous that it could qualify as one of the 100 largest cities in the United States requires a strategy much more sophisticated than broad standardization. "One-size-fits-all computing does not cover business needs anymore," says Walicki. "A user in Sao Paulo isn't going to have the same hardware as a user in London or Beijing, and a field consultant doesn't need the same software as someone in a call center."

Instead, the IBM Office of the CIO uses a role-based computing strategy, employing Linux and other open-standards tools and applications to deliver finely differentiated computing environments according to a user's working needs. "With a Linux desktop client—a security-rich desktop alternative —we can deliver specific functionality that's tightly integrated and tailored to a user's job requirements and hardware capabilities at a lower cost. We have around 30,000 IBM end users using this open collaboration client solution with Linux," explains Walicki.

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"Using open standards like OpenDocument Format (ODF) in Lotus Symphony instead of continuing to support only proprietary document formats means that our users can create and collaborate on documents without having to worry if their documents will be accessible across the company, either today or in the future," continues Walicki. "Use of open standards keeps IBM flexible and agile; we have more opportunities to find lower cost options, and we can simplify our operations and focus on business value."

The Office of the CIO needed a communication and collaboration solution that would work with its role-based computing strategy. The solution needed to work smoothly across heterogeneous environments, enable end users to efficiently communicate and collaborate with their IT colleagues around the globe and help users effectively manage high volumes of information.

To meet these requirements, the Office of the CIO is rolling out the Lotus Notes and Domino 8 messaging and collaboration environment to IBM end users, starting with the Office of the CIO. The latest version of Lotus Notes and Domino software features improved and more tightly integrated e-mail, contacts and calendaring tools. With an integrated and fully functional Lotus Sametime instant messaging client, Lotus Notes and Domino 8 also enable users to communicate quickly and effectively with their colleagues. Integrated Lotus Symphony office tools enable users to create, edit and view documents, spreadsheets and presentations in a wide variety of formats, including OpenDocument Format, Adobe Portable Document Format (PDF) and Microsoft Office.

The new release also supports the capability of combining elements from diverse applications and data streams for fast creation of composite applications. An intuitive interface—uniform across Microsoft Windows and Linux (Red Hat Enterprise Linux 5 or Novell SUSE Linux Enterprise Desktop)—helps simplify navigation and provides quick access to tools, applications and information. The customizable user interface, with Eclipse-based Lotus Expeditor as its foundation, enables users to define their own workspace with the features that they use most, such as day-at-a-glance calendar views, a robust set of activity-centric collaboration repositories, RSS feeds and instant message contact lists.

"Lotus Notes 8 helps IBM users be more productive as individuals, connect to our networks of colleagues and focus on business value, all of which makes IBM a better company."

—John Walicki
Open Client Architect
Office of the CIO
IBM

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"The Lotus portfolio provides an open, powerful desktop platform, with differentiated collaboration and communication capabilities that support role-based execution of business processes in a global, heterogeneous environment and provide an alternative to Microsoft software," says Walicki.

Interface integration and task automation help save time and increase user productivity

CEO, CFO, CIO and human capital management studies, as well as Global Innovation Outlook projects conducted by IBM in 2007, point to collaboration in context as the key enabler for enterprise adaptability and innovation. At IBM, supporting collaboration in context involves leveraging the new features of Lotus Notes and Domino 8 to directly address the communication and collaboration challenges faced by IBM workers.

For example, the tightly integrated e-mail, calendaring and contact features can help users to perform common tasks, such as scheduling meetings, more efficiently. The time saved can increase productivity by enabling knowledge workers to focus on the content of their activities rather than on tools and logistics. "If I'm swapping e-mails with somebody and I need to schedule a call with them, I can just right-click on their name, bring up their calendar and find an open time, and I'm done," says Walicki. "With Lotus Notes 8, scheduling and coordination tasks that I do every day take a couple of seconds instead of many minutes."

Similarly, Lotus Notes and Domino 8 software can save users time and help them be more productive by automating short but repetitive and labor-intensive tasks. "On days when I had a series of back-to-back phone meetings, I would print out my calendar so that I wouldn't waste time hunting for dial-in information," says Walicki. "Now, I can click on the phone number in the Lotus Notes 8 calendar entry and the soft phone automatically dials and logs me into the conference. That automation removes a stumbling block from my day."

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Tools to manage information flow help increase efficiency

Information management tools, like the RSS reader built into the Lotus Notes 8 client, can improve productivity by helping users navigate the oceans of information generated by IBM workers. Users can harvest the data critical to them and customize the delivery to match their work needs. "I can subscribe to feeds and have updates delivered to my work space instead of having to hunt them down on a blog or wiki," says Derek Burt, associate IT architect for the Office of the CIO. "The Lotus Notes 8 feed reader makes it easy to build communities and pull experts into a team, no matter where they're located or what time zone they're in. That improves the quality of the teams that we build and ultimately improves the quality of the products that IBM creates."

Open standards and integration help increase productivity, reduce hardware costs

Lotus Notes 8 supports the role-based computing strategy at IBM, helping the Office of the CIO reduce infrastructure and support costs by closely tailoring client deployments to the specific business needs of the end user. "With Lotus Notes 8 and the Lotus Symphony editors, we can reconfigure a two-year-old system with 1 GB of memory that's struggling to keep up with other applications," says Walicki. "The worker gets all of their communication and collaboration tools and access to all of their documents in an intuitive interface, which helps make them more productive; we can extend the life of that system for another two years, which reduces our equipment expenditures."

Uniform cross-platform interface helps reduce support issues, increase flexibility

Because the Lotus Notes 8 interface is the same across Linux and Windows, users generally need less training time and administrators can more quickly provide user support. "Lotus Notes and Domino 8 provides the same experience on either platform," says Burt. "The support team doesn't need to maintain a separate knowledge base for Linux users, which makes them more efficient. We also can move users from Windows to Linux without needing to retrain them on their basic productivity tools. It reduces user downtime after a move and makes our IT team much more efficient."

"The Lotus portfolio provides an open, powerful desktop platform, with differentiated collaboration and communication capabilities that support role-based execution of business processes in a global, heterogeneous environment and provide an alternative to Microsoft software."

—John Walicki
Open Client Architect
Office of the CIO
IBM

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Business productivity tools help simplify workflow

Users can work with and share documents without leaving the inclusive Lotus Notes 8 workspace—improving productivity by helping staff stay focused on the task at hand and allowing them to quickly share documents with colleagues. "When I receive a document, I don't have to find another application to open it," says Walicki. "I can edit it in context with my other Lotus Notes 8 tools available and easily gather feedback from the team."

In addition, the Office of the CIO has implemented self-service capabilities for a number of collaborative services, with automatic charge-back mechanisms to the appropriate departments and divisions within IBM. Business users are now able to set up their own repositories, Web conferences and collaborative applications through a simple interface. The self-service capabilities help reduce administration costs, and the business can manage applications through policies that can help you meet governance and controls needs.

Integrated presence information helps users connect efficiently

Office of the CIO team members use the presence awareness indicator in Lotus Notes 8 to save time by moving interactions on the fly to the most efficient medium—from e-mail to instant messaging, for example—using the integrated, fully functional Lotus Sametime client. "E-mail is the killer application at IBM, but being able to see that the person who sent me an urgent question is online at the moment saves me an incredible amount of time," says Walicki. "I can just click and start a chat in Sametime, and they get the information they need right away. It helps us move more quickly through projects and resolve situations where a single person can be a bottleneck for an entire process."

The advanced collaboration features of Lotus Notes and Domino 8 help the IBM Office of the CIO team communicate more efficiently and effectively and improve productivity, as well as helping team members find ways to make the IBM work-force more productive. Walicki expects that the Lotus Notes and Domino 8 rollout will help the Office of the CIO with its role-based computing strategy, using Linux and other open standards like ODF to deliver targeted, cost-effective desktop and laptop configurations to IBM end users around the world. "One of the biggest challenges that we see today is how to enable collaboration across the entire company," says Walicki. "Lotus Notes 8 helps IBM users be more productive as individuals, connect to our networks of colleagues and focus on business value, all of which makes IBM a better company."

For more information

For more information about Lotus Notes and Domino, please contact your IBM sales representative or IBM Business Partner, or visit: **ibm.com**/software/lotus

Lotus® software

IBM reaps business benefits and major cost savings from unified communications and collaboration

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Overview

■ **The Challenge**
Large enterprise with globally distributed, mobile workforce must foster collaboration through the most efficient channels to optimize productivity and contain costs

■ **Why IBM?**
IBM offers an industry-leading, open and extensible software platform for unified communications and collaboration

■ **The Solution**
IBM® Lotus® Sametime® software for instant messaging, Web conferencing, voice over IP (VoIP) and more

■ **Key Benefits**

• Higher productivity due to faster, easier collaboration and decision making and more effective meetings

• Estimated savings of US$16.5 million per year in reduced phone costs from use of instant messaging (see page 3)

• Estimated savings of US$97 million per year in travel costs from use of Web conferencing (see page 4)

• Client programming model offered through IBM Lotus Expeditor supports plug-in applications to meet specific business needs

• Open standards-based platform runs on alternatives to Microsoft® Windows® for potential cost savings on unified communications and collaboration

In recent years, the traditional model of work and the place where work happens has changed. Due to the ubiquitous connectivity the Internet and other technologies provide, the number of "virtual" workers has grown exponentially over the past few years. Employees work in home offices, from field locations, airports and customer sites. Those who work every day in company offices may still be separated geographically from teammates and colleagues. In a 2008 study conducted by IBM Global Business Services, the ability to collaborate effectively across an

organization and to locate experts are cited as critical to having an adaptable workforce that can rapidly respond to changes in the outside market.[1]

International Business Machines Corporation (IBM) has experienced this phenomenon on a massive scale. Known for most of its recent history as the world's largest computer technology and consulting company, it is also the world's largest employer in its industry. More than 360,000 employees work out of more than 2,000 locations in 64 countries, and 40 percent of them are mobile or work

at home. With this highly distributed workforce and a culture defined by collaborative knowledge sharing and teaming, IBM has found real-time communication to be a business-critical requirement.

Open, extensible Lotus Sametime platform connects users of all types

This need is met within IBM by use of its own products—the award-winning, industry-leading IBM Lotus Sametime software for enterprise instant messaging, presence awareness, Web conferencing, point-to-point video, Internet telephony and much more. Instant messaging is set up in IBM as an extranet service and is available to nearly all employees as well as to certain customers and business partners. There are about 380,000 users today (internal and external combined), with an average of 200,000 online concurrently, generating roughly 5 million chat messages daily.

The primary means of access is through a desktop client, and most employees use the standalone Lotus Sametime client. Others use the IBM Lotus Notes® release 7 or release 8 clients which incorporate instant messaging capabilities. There is a Web client for browser access, and employees with RIM BlackBerry, Symbian or Microsoft Windows Mobile devices can access instant messaging through a mobile client on those devices. Customers and business partners can connect through the IBM Lotus Sametime Gateway or through **ibm.com** via the browser interface.

Instant messaging is uniquely able to serve specific needs

IBM relies on Lotus Sametime software to conduct its business, and use of instant messaging has almost surpassed e-mail as a primary means of communication. Chris Pepin, senior architect for the IBM Global account, explains: "The immediacy and spontaneity of instant messaging help bring together individuals and teams— very important in a company where people in the same department may be in different states or countries. We've also extended Lotus Sametime collaboration to some of our customers—more than 15,000 customer users per month take advantage of these capabilities."

Presence awareness lets people catch others when they are available, and the real-time instant messaging connection provides timely access to information and expertise. It is easier to coordinate work efforts. People can get answers fast

2

and pick up right where they left off. And being able to confer with colleagues in context at the moment of need facilitates faster, better problem solving and decision making. In fact, at IBM the number of phone mail messages has decreased considerably, as people are able to find, reach and collaborate with each other when available using the presence awareness and instant messaging capabilities of Lotus Sametime software. "Lotus Sametime makes our globally dispersed employees feel that they are part of an effective and innovative collaborative community," Pepin says. "People are constantly telling us that they could not perform their work without Lotus Sametime."

Large benefits come at relatively small cost

"The cost savings from use of Lotus Sametime instant messaging is staggering," says Pepin. "We estimate that instant messaging has helped IBM avoid approximately US$1.4 million per month in phone usage alone, or about US$16.5 million a year. It costs IBM a small fraction of this amount to run instant messaging for the corporation." The estimate using figures for 2006 was based on 380,000 users worldwide, with 200,000 concurrent users and 4 million chat messages per day. This volume included 5,000 external customers a week via ibm.com. The calculation was based on the average number of unique users per day, an estimate of the number of times instant messaging is used instead of phone, average minutes per call, and the phone rate. Quick access to expertise and support of mobile workers are also factored into the calculation. Additional savings can result from reduced use of e-mail, reduced use of paper and the cost benefits of high productivity.

Convenient Web conferencing supports all size groups and many purposes

The Web conferencing component of Lotus Sametime provides similarly impressive advantages to IBM and is embedded in the environment as an indispensable tool. Like instant messaging, Web conferencing is set up as an extranet service and is available to both employees and external users. Only employees can schedule Web conferences, but customers and business partners can participate in them. They do not need any special access to join meetings to which they have been invited; they can just click on the meeting URL and enter the password to join in.

"The immediacy and spontaneity of instant messaging help bring together individuals and teams—very important in a company where people in the same department may be in different states or countries. The cost savings from use of Lotus Sametime instant messaging is staggering."

—Chris Pepin
Senior Architect
IBM

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"The flexible options of instant messaging, Web conferencing and voice over IP give users the freedom to choose the mode by which they communicate in real time. Costs are down, customer satisfaction is up and people are more productive."

—Chris Pepin
Senior Architect
IBM

Web conferencing is part of a suite of e-meeting services IBM provides for its employees, which also includes Webcasts and audio and video conferences. But Web conferencing is by far the most heavily used. There are roughly 1,000 Web conferences per day, involving 5,000 participants and ranging in size from small group or team meetings to division- or company-wide gatherings. Web conferences are most frequently used for sales and technical training, team project work, new product introductions and for conveying updates and strategic direction at all-hands events. Web conferences help get everyone on the same page no matter where or how they work.

A pay-per-use funding model is used in which charges are generated back to the departments of the meeting moderators. Fees are based on the lengths of meetings and numbers of participants, and they are nominal—similar to a per-minute charge for using a phone. This model gives IBM fine control over who is using the services and extensive usage statistics, plus helps in managing IT costs.

Web conferencing delivers return on investment

Teams and groups need to be able to meet without unnecessary time loss and the inconvenience of travel, whether the members are distributed locally or globally. The availability of Web conferencing reduces the need for co-located work and helps to improve meeting effectiveness while reducing travel and related costs. The cost savings for IBM are significant. It has been estimated that Web conferencing helps IBM avoid about US$8 million per month in travel costs, or about US$96 million annually. This estimate using figures from 2006 was based on number of meetings a year requiring travel, average number of participants per meeting, percent of people who would travel if there were no other option, price of travel per person, and average travel savings per month. Productivity enhancements from avoidance of travel and support of mobile workers were also taken into account.

As with instant messaging, it costs IBM a small fraction of this amount to run the Web conferencing service. So just in this one small area—reducing travel—Lotus Sametime Web conferencing can deliver a dramatic return on investment. Added to that are the cost benefits that stem from greater meeting effectiveness and support of mobile workers.

4

Lotus Sametime 7.5.1 unifies communications and collaboration

IBM is currently upgrading to the Lotus Sametime 7.5.1 release. More than an application, Lotus Sametime is the software platform upon which the IBM Unified Communications and Collaboration (UC$^2_{TM}$) strategy is built. A UC^2 strategy makes it simple for people to find, reach and collaborate through a unified user experience.

Lotus Sametime 7.5.1 is an open, extensible platform that in addition to security features and enhanced instant messaging and Web conferencing capabilities, offers integrated VoIP within the enterprise, location awareness, managed interoperability with supported public instant messaging networks, mobile clients, integration with Microsoft Office and Outlook® software, and telephony and video integration. These capabilities can be further integrated within business processes and line of business applications. This ubiquitous access through deep integration of the communications and collaboration environment facilitates a global, collaborative culture by making it simple to locate expertise, innovate and make collective business decisions—all while reducing the cost and time required to bring the right people together.

IBM targets specific gains with Lotus Sametime upgrade

IBM's upgrade to Lotus Sametime 7.5.1 software is spurred by several immediate objectives. A primary driver is the need to standardize on a single supported instant messaging client that meets the needs of the business. Standardizing on a single version of the Lotus Sametime client is also a more cost-efficient way to operate, and provides capabilities from leading networking and communications Business Partners that support the IBM UC^2 strategy.

A second driver is the extensibility of the Lotus Sametime 7.5.1 client. Built on Eclipse and Lotus Expeditor technology, this open platform will enable new solutions incorporating tightly integrated capabilities from IBM's UC^2 industry Business Partners, who are leaders in networking and communications. The extensible platform also lets internal developers create plug-in applications to address IBM-specific business needs without going back to the Lotus product developers and requesting new features in the Lotus Sametime product.

"Lotus Sametime makes our globally dispersed employees feel that they are part of an effective and innovative collaborative community. People are constantly telling us that they could not perform their work without Lotus Sametime."

–Chris Pepin
Senior Architect
IBM

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"The open programming model enables incremental enhancements to Lotus Sametime via plug-ins without the need to push out an entirely new client every time we want to deliver new functionality. This is a huge productivity benefit for us—plus, it's less disruptive for the user community."

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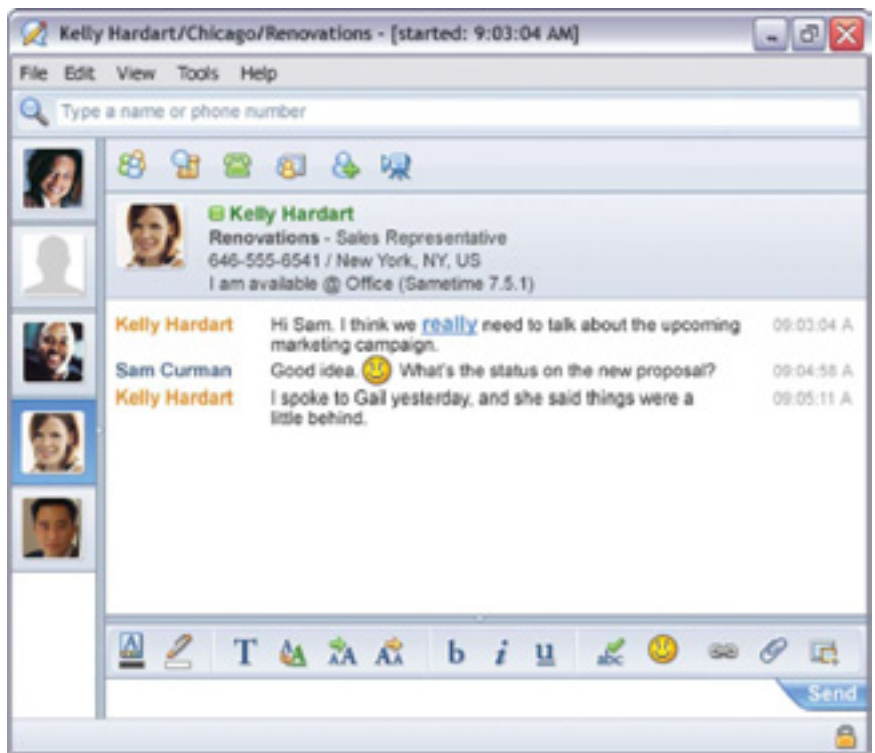
Instant messaging makes it easy for employees to chat with colleagues within the organization, and contact lists can include pictures, so you can see the people you're talking to.

Support for multiple clients is another important consideration. In addition to Microsoft Windows, the Lotus Sametime 7.5.1 client supports the Linux® (in line with the IBM open client initiative) and Apple Macintosh operating systems, which allows the many IBM employees who use these operating systems to use a local Lotus Sametime client.

Improved support for the users of mobile devices is equally important as more and more IBM employees rely on them to conduct business. IBM Lotus Sametime Mobile provides out-of-the-box mobile support for the full Lotus Sametime 7.5.1 environment, letting users take the functionality with them wherever they go. This gives traveling employees the same access to instant messaging as office-bound staff, and the security features enable them to share sensitive information comfortably from their mobile devices.

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In terms of Web conferencing, the enhanced user experience in the Lotus Sametime 7.5.1 release addresses needs identified by employees who participated in the IBM internal early adoption program, a testing ground for new technologies. With its drop-down menus and intuitive display of features, the new Web conferencing interface simplifies management of options and settings, making it easier for users to get up and running quickly. The improved application sharing and performance are also key and will help IBM keep costs down without adding more infrastructure.

IBM is moving up the UC^2 path and enjoying benefits

IBM users and internal developers have already created a number of plug-ins and client applications that integrate with Lotus Sametime 7.5.1. The best example involves IBM's corporate directory, "Blue Pages," a Web-based application that has been integrated with Lotus Sametime. If a user looks up someone in the corporate directory and then wants to talk to him, she can instantly see if that person is online and start a chat session right from the Web browser. Conversely, a user can access Blue Pages from within Lotus Sametime; a right click on a contact in the user's Lotus Sametime "buddy list" will bring up a full Blue Page record lookup on that individual.

A second plug-in for enhanced audio conferencing coordinates the user's phone and PC for a simpler and more convenient user experience. A third is for a voice suite that offers voice over IP from within the Lotus Sametime client so that users within the enterprise can switch seamlessly from instant messaging to voice conversation within the same session. All three of these plug-ins are bundled with the Lotus Sametime client now being made available to IBM employees. Employees can also install and use any of the 30 other plug-ins that currently exist, and they are invited to develop additional ones. An update site keeps users current on what is available. Says Pepin, "The open programming model enables incremental enhancements to Lotus Sametime via plug-ins without the need to push out an entirely new client every time we want to deliver new functionality. This is a huge productivity benefit for us—plus, it's less disruptive for the user community."

Near future plans to extend IBM's own implementation of the UC^2 strategy include an internal pilot of the IBM Lotus Sametime Unified Telephony offering and work on a plug-in that will allow users to schedule Web conferences directly from their Lotus Notes calendar.

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As for how matters stand at present, Pepin summarizes: "The flexible options of instant messaging, Web conferencing and voice over IP give users the freedom to choose the mode by which they communicate in real time. Costs are down, customer satisfaction is up and people are more productive."

For more information

For more information on IBM Lotus Sametime, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/sametime

IBM

Isuzu Australia takes the road to collaboration success with IBM® WebSphere and Lotus technologies

Overview

- **Problem**

  Isuzu Australia Limited (IAL) has a large national dealer network which is the driving force behind the business. The company needed a solution to improve the speed and accuracy of communications between head office and the dealerships as well as facilitate increased collaboration with business partners.

- **Solution**

  IAL chose to implement IBM WebSphere® Portal linked to other collaboration tools including Lotus® Sametime®, Lotus Quickr™, Portal Document Manager (PDM) and Web Content Management.

- **Benefits**

  Communications both internally and externally with dealers and partners have been radically improved. Information is now hosted centrally on a web-based portal, allowing all parties to access real time, up to date information at any time.

About Isuzu Australia Limited

Isuzu Australia Limited is a wholly-owned subsidiary of Isuzu Motors Limited (Japan), and is responsible for the marketing, distribution and support of Isuzu Trucks in Australia. With just 65 employees in Australia, IAL depends largely on its national dealer network of over 1000 dealership staff to drive its business and maintain its market leading position.

Looking towards the latest technology

The Isuzu Truck national dealer network is the retail end of the distribution channel for Isuzu Trucks sold in Australia, hence the requirement for access to the latest materials and information from IAL head office. In 2005 the company (IAL) was distributing all information to dealers manually in printed format via surface mail. Not only was this system

expensive and time-consuming, it was also vulnerable to errors. Dealers were responsible for the internal distribution of the various materials, resulting in frequent failure to reach the appropriate dealer recipients. In addition to this any errors or update to materials meant a repeat of the above process, and again there was no immediate confirmation of receipt and use by dealers of the up to date information.

It was evident to IAL that both internal and external communications could be improved through utilisation of new technologies. Aninka Morhall, Staff Operations Manager at Isuzu Australia's Head Office, in Port Melbourne, was tasked with sourcing an online portal and content management solution to supercede the existing manual processes.

Selection of a portal

Morhall evaluated solutions from a number of leading vendors, but settled on IBM WebSphere Portal along with Workplace Web Content Management (WCM). Commenting on IAL's reasons for selecting IBM technology Morhall said, "We chose WebSphere Portal and WCM because this solution was more capable of meeting our needs than the other offerings in the market, in particular in terms of its scalability. We were also interested in all of the extra collaborative components. As a long time Lotus Notes® user we knew these systems would integrate seamlessly with our existing technology platforms."

IAL also elected to expand its collaboration capabilities by adding Lotus Sametime instant messaging, Lotus Quickr for team based project management and Portal Document Manager (PDM) to create a central repository for documents. "These additional systems were implemented to enable teams to collaborate around specific projects and documents and to cut down on sharing of documents as email attachments" Morhall commented.

The portal and collaboration tools were rolled out to staff and 1000+ dealership staff, with access controlled by a complex security structure allowing the right people to see the right content at the right time. The systems were quickly adopted by the majority of users and today are used companywide.

Collaboration pays off

The implementation of the WebSphere Portal enhanced by Lotus collaboration tools has totally transformed the communication processes between Isuzu and its dealer network. Today all materials are hosted on the portal and dealers simply have to log on to instantly access the latest information. The result has meant vastly improved, more accurate and timely communications with IAL's dealer network enhancing most areas of their business operations, and even increasing their ability to sell more effectively. The dealers can also log onto Sametime instant messaging through a web interface, enabling them to communicate with head office contacts in real time and quickly trouble-shoot any current queries.

Internal communication within IAL has also improved. Staff can now publish information themselves, expediting access to important information. Instant messaging has also meant employees rely less on email and more business decisions can be made in real time. The discipline of using a central document repository hosted online means fewer documents are shared as attachments and users can be more confident they are accessing the most recent version.

"We chose WebSphere Portal and WCM because this solution was more capable of meeting our needs than the other offerings in the market, in particular in terms of its scalability. We were also interested in all of the extra collaborative components. As a long time Lotus Notes user we knew these systems would integrate seamlessly with our existing technology platforms."

- Aninka Morhall, Staff Operations Manager, Isuzu Australia

Morhall explained, "Now our company announcements are no longer sent by email – people know they have to log into the portal if they want to be kept up to date. Anyone can publish information, it's simply reviewed for appropriateness, and then it is posted immediately. All our business policies and procedures are hosted on the portal as well."

Since the portal went live in 2006 Isuzu has realised substantial business benefits. The company has enjoyed cost reductions since it no longer has to print materials for the dealer network and distribute them through the mail. Cost aside, Isuzu now distributes information to its dealers instantaneously, confident in the knowledge that dealers are always just a click away from the latest information. This has reduced errors across the entire dealer network.

Armed with the latest technology tools, collaboration and knowledge sharing has increased – for example teams can discuss a particular document over a web meeting, or individuals can access the real-time status of a project, task or milestone simply by logging into the portal.

Continuing the journey

The implementation of WebSphere Portal and Lotus collaboration tools has given IAL a taste for more technology and the productivity gains it can deliver. Morhall is currently rolling out the use of wiki technology which is available in Quickr, "We are going to start using wiki technology in Lotus Quickr to further improve information sharing – that's our latest exciting project here." Morhall is also looking at incorporating IBM's Workplace learning management system into the portal to further extend knowledge sharing and collaboration based e-learning throughout the organisation.

Leading Communication for the Truck Market leader

As Australian truck market leader for 19 consecutive years (20 by the end of 2008), Isuzu Australia recognises that maintaining this enviable record is dependent on providing leading products and services. IAL is also committed to demonstrating leadership in all areas of its operations, and by selecting IBM WebSphere Portal and Lotus Software technologies to provide leading communications between IAL and its dealer network its market leadership is more easily maintained.

"Now our company announcements are no longer sent by email – people know they have to log into the portal if they want to be kept up to date. Anyone can publish information, it's simply reviewed for appropriateness, and then it is posted immediately. All our business policies and procedures are hosted on the portal as well."

- Aninka Morhall, Staff Operations Manager, Isuzu Australia

ISUZU AUSTRALIA

For more information

Please call **132 426** in Australia or
0800 801 800 in New Zealand.

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IBM

Jibes creates dynamic demand planning for semi-conductor industry using enterprise mashups from IBM

Overview

■ **Challenge**
Provide real-time, customizable manufacturing information for semiconductor supplier

■ **Solution**
Enterprise mashups of information from semiconductor manufacturer's portal and supplier's ERP system

■ **Key Benefits**
— *Reassigned one full-time employee to higher value work; significant decrease in planning and production mistakes; reduced total cost of ownership by 40%*

Powerful business-to-business tools for building portals and business intelligence solutions exist in the marketplace today, and IBM is a well-known leader in the marketplace for such enterprise software solutions. It's no surprise, then, that IBM is also at the forefront of Web 2.0 development initiatives, empowering users to access, manage, visualize and reuse assets without the need for IT expertise.

"The ability to program an Excel® spreadsheet is all that is necessary to customize robust mashups that provide a flow of real-time information to users, whether those are employees or customers," says Ivo-Paul Tummers, CEO

of Jibes, an IBM Business Partner specializing in enterprise mashups using IBM Websphere® sMash and IBM Mashup Center (composed of IBM InfoSphere™ Mashup Hub and IBM Lotus® Mashups). Jibes is based in Amsterdam, the Netherlands.

A mashup is a lightweight Web application created by combining information or capabilities from more than one existing source to deliver new functions and insights. "Companies don't want to be compelled to undertake major reengineering projects that involve heavy IT investments," says Tummers. "Mashups provide quick, relatively inexpensive situational solutions that can grow and even become part of upgrades to larger projects. Once we implement them using IBM software, business users can adapt them to their changing needs."

Enabling creativity and control

IBM has a complete portfolio of tools to create and manage enterprise mashups—IBM Mashup Center for the assembly and information centric aspects of mashups and WebSphere sMash for dynamic scripting of mashup components. IBM Mashup Center is a new commercial version of the Alpha Works QED Wiki solution that proved to be highly popular with users. WebSphere sMash emerged from

Project Zero, a community-driven development site that brings IBM's considerable development resources to the Web 2.0 market. Project Zero represents the people that build and use WebSphere sMash and the incubation of new technology that will deliver in future versions of WebSphere sMash. Why did Tummers think that IBM would be the right partner for his venture?

"IBM has the ability to enable users to be creative in structuring their own information assets, while ensuring that the data is absolutely accurate and secure," says Tummers. "You have to be certain that only authorized persons will access the data and that the data will be complete. Enterprise mashups have to provide both creativity for the user and control for the owner of the information, and IBM has the skills to bring those together."

Leveraging information for better business performance
Jibes's work with a major semiconductor manufacturer illustrates how serious big business is about adopting mashup solutions and how IBM is helping Jibes meet that need.

The semiconductor industry adjusts production goals on an hourly basis, which creates a volatile situation for subcontractors. Jibes's client, the

semiconductor manufacturer, needed to be able to feed its suppliers information on its "reschedule-ins" and "reschedule-outs"—its information on rescheduling more or less product to meet a fluctuating market. One of the suppliers was Aalberts Industries, which supplies precision engineered components and frames.

"For Aalberts Industries, the impact of this information could be tremendous," says Erik Zantinge, Division Director Industrial Services. "It's not just a question of putting in or taking out one machine. The re-ins and re-outs of the bigger company can force changes in the whole value chain. Aalberts Industries has to analyze the information, simulate various scenarios and recalculate its own plans before it puts information into its ERP system. It did this using huge Excel sheets, and doing a lot by hand, which is inefficient, fault sensitive and does not allow the company to respond to the data in real time."

The semiconductor company uses portal technology to provide all its employees with access to the information they need to do their jobs. This portal technology can also be extended to

partners, but Aalberts Industries doesn't have a portal or any vehicle for making the information accessible to its needs. Nor was it about to undertake a lengthy and expensive integration project.

"Aalberts Industries wanted to throw away the spreadsheets and work with real-time information, but there was no infrastructure to attach the information to," says Zantinge.

From spreadsheets to intuitive graphics
Jibes put together different widgets in a graphical user interface, which combines the flow of information from the semiconductor manufacturer's portal and the ERP system of Aalberts Industries.

"We got rid of the Excel spreadsheets, and we got Aalberts Industries comfortable with the idea of the one-screen solution," says Rob Guikers, CTO of Jibes. "But then Aalberts Industries said, 'Every time we have a question,

the parameters change—we're looking at different factors. We have to be able to combine and recombine different information streams from the two sources.' What they are actually saying is that most solutions are too static. That's where the mashups came in."

Using IBM technology, Jibes integrated the information from the semiconductor company's portal with the ERP system of Aalberts Industries using a graphical building-block approach that enables users to combine the two as they like. "The users mash up the data from their own ERP system and the semiconductor company's portal, choosing from business intelligence feeds and internal databases as well as the re-ins and re-outs," says Guikers. "One block is the re-ins and another block is the forecasting information. They can choose a graphical tool which shows a timeline widget to create their own timeline and then show their work orders or their sales orders on a daily or hourly basis. And when the semiconductor company changes one of its demands, Aalberts Industries can analyze the impact on its work orders and its sales orders and connect to its own ERP system. The IBM technology ensures that the data is

pure and given only to the people who should have access to it in a simplified manner, and that's actually the unique selling point."

InfoSphere Mashup Hub provided the connectors that enabled Jibes to feed data from several data sources in the portal to the widgets. Staff can easily tag and rate the information assets so that data can be used and reused as needed WebSphere sMash enables Web developers to create new feeds or widgets that Mashup Center does not provide and store them in the IBM Mashup Center catalog, where business users working can then visually assemble a browser-based application for their specific needs. WebSphere sMash and IBM Mashup Center provide browser-based assembly and scripting tools instead of requiring extensive coding, which provides the productivity we need in dynamic, situational applications. This has been essential in helping the staff of Aalberts Industries unlock the value of enterprise information and optimize business results.

Saving $400,000 per year

The ability to access the information it needs in real time has saved Aalberts Industries one full-time employee (FTE), whose job it was to produce daily and hourly spreadsheets. That FTE now does more valuable work in the planning department.

In addition, Aalberts Industries is using the information available from the IBM and Jibes solution to avoid production overruns and other errors that occurred previously due to mistakes in calculations. The savings are not calculated yet, but may amount to $400,000 per year.

"Enterprise mashups are producing good business results for Aalberts Industries," says Tummers, "and if Aalberts Industries is happy, the semiconductor company can be happy, too."

Enterprise mashups are designed to be simple to get up and running, but real savings come after the mashup is live—helping users quickly solve specific problems. As shown here, Mashups complement Portals— leveraging content in new ways for even greater return on investment. "The user makes changes at will, with no need for consultants or other IT help. That pushes down the total cost of ownership by about 40 percent for these projects. Creativity is up to the people who use the mashups," says Tummers. "IBM makes them secure for the owners of the information."

IBM

For more information

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Recyclable, please recycle.

KNMI forecasts increased efficiency and usability with EForms and IBM Lotus Forms

Overview

■ **The Challenge**

Dutch meteorological service KNMI found that training and support costs required by its forecasting applications, developed over the years in a variety of programming languages, were rising while productivity was constrained. Time and money spent on IT maintenance, application development and staff training could be better directed to business development and forecasting accuracy.

■ **The Solution**

Working with EForms (*www.eforms.nl*), an IBM Business Partner, KNMI consolidated its ten forecasting systems to a single application, based on IBM Lotus Forms running under Linux. EForms also developed a Java-based work scheduling system, which allocates tasks to the meteorologists and provides a checklist to ensure that forecasts are completed on time.

■ **The Benefits**

The new integrated system is designed to be easier for meteorologists to learn, reducing training workload and improving productivity. The single open standards-based solution is designed to be less costly to maintain and develop; it also enables KNMI to free itself from the proprietary technologies of individual vendors.

KNMI (Koninklijk Nederlands Meteorologisch Instituut) is a government organization that provides weather forecasts and warnings to the people of the Netherlands, as well as to the maritime and aviation sectors. Based in De Bilt, near Utrecht, the Institute employs around 500 people, including 60 meteorologists.

Weather forecasting is a 24x7 business, and KNMI divides the day into three shifts of eight hours, with five meteorologists working on each shift. Meteorologists need to be able to create multiple forecasts within very strict deadlines, serving aviation and maritime customers, and the general public.

Marcel Molendijk, Program Leader at KNMI, explains: "There are maybe 80 different types of weather report that we produce – some for the maritime sector, some for aviation and some for the public. Each report follows different standards, and we had gradually built up a number of IT systems to help us generate them. At one point, we had ten different applications in production, just for forecasting."

The systems were written in a number of programming languages – Microsoft Visual Basic, Microsoft Access, Java, Delphi and others. As a result, KNMI's IT department required a large number of highly skilled staff to maintain them – and it could be difficult to develop some of the legacy applications to reflect the changing needs of the Institute. Relying on proprietary technologies meant that software

licensing could be expensive, and KNMI was locked in to its vendors, instead of being able to take the most cost-effective option for moving the environment forward.

Equally, when a new meteorologist joined the staff, training on all the different systems was a lengthy and complex process. Since almost all of the applications worked on a server-client basis, each forecasting workstation needed to be kept updated with the latest versions of the client software, limiting workplace flexibility and preventing meteorologists from being able to work outside the weather room environment.

"We decided to look for a solution that could consolidate the functionality of all ten applications into a single system with a simple interface," explains Marcel Molendijk. "We also wanted to ensure that this solution would be fully compliant with open standards, and accessible from anywhere."

Finding a solution
KNMI began looking for solutions, and soon discovered EForms, an IBM Business Partner specialising in solutions based around IBM Lotus Forms.

"It was important for us to find a partner that not only had a strong technical pedigree, but could also understand the complex requirements of our organization," explains Marcel Molendijk. "EForms was definitely the right choice. One

of the EForms consultants worked so closely with us throughout the project that he has practically become a meteorologist himself."

Leveraging Lotus Forms
Lotus Forms provides a single Web interface that enables KNMI to generate, edit and store more than 50 different types of weather report form. As more of the existing form-creation applications are replaced by Lotus Forms, KNMI is reducing its maintenance, development and training workload, while increasing flexibility.

"The Lotus Forms solution makes it much easier to develop and update the IT environment," says Marcel Molendijk. "For example, we know that a new set of international standards is going to be introduced later this year, and this will require changes to several of our reports. Previously, making changes would have been a very complex process – but with a single open standards-based platform, we can handle the development quickly and cost-effectively."

Moving to open standards
Lotus Forms uses the XForms standard, which is based on XML. The use of open standards means that KNMI can draw on a much wider support base than with proprietary technologies – which should help to keep IT costs low and avoid vendor lock-in. KNMI is running Lotus Forms under Linux, and is also using a Java-based workload scheduling solution built by EForms.

"Linux, Java and XML are crucial parts of KNMI's overall IT strategy, which is to move as far as possible towards an open source strategy," says Marcel Molendijk. "It is especially important for us as a government institution to make the best use of public money, so open source software is an excellent way to reduce costs without compromising on quality, reliability, or the availability of technical support."

Simple, browser-based interface
The Web browser-based workload scheduling solution provides each meteorologist at the start of their shift with a checklist of tasks to be completed. When a task is completed, it is automatically taken off the list, while any overdue tasks appear in red. When the tasks involve the creation of a form, a single mouse-click takes the forecaster through to the Lotus Forms system.

"It is a much simpler interface for the forecasters, so much less training is required," says Marcel Molendijk. "Equally, the ability to access the system via a Web browser means that they can work from any PC, with no client software required."

Marcel Molendijk concludes: "Working with EForms to build this consolidated solution was a major strategic decision for KNMI, and it has already delivered numerous benefits: increased flexibility and usability with a reduced need for user training; and a much simpler, more cost-effective maintenance and development capability."

"The Lotus Forms solution makes it much easier to develop and update the IT environment… with a single open standards-based platform, we can handle the development quickly and cost-effectively."

Marcel Molendijk
Program Manager
Koninklijk Nederlands Meteorologisch Instituut

WebSphere® software

Large food company streamlines business processes with IBM WebSphere solution and SOA.

Overview

■ **Challenge**
Streamline business processes by integrating enterprise applications to provide information integrity

■ **Why IBM?**
IBM was able to provide proven software for implementing the customer business solution, services for faster implementation, skills transfer, an end-to-end solution from inception to completion and a customer SOA roadmap

■ **Solution**
"Build-as-you-go" SOA which can be implemented one application at a time to integrate information and applications

■ **Key Benefits**
Managers have trusted information which helps them maximize sales, exert more timely control over capital expenditures and streamline the supply chain for faster processing and delivery of products; IT administrators spend less time monitoring databases and save overhead costs from duplicate entries, also minimizing error; IT developers' time is spent productively writing business logic instead of interface and connectivity logic

When a large, Philippines-based food company needed to efficiently integrate its applications to make the organization more efficient, it turned to IBM for an SOA solution.

Candy, snack foods and soft drinks are little treats, but big business in many countries such as the Philippines, where one IBM customer reigns as one of the largest branded food product companies. Like many enterprise-scale organizations, the Philippines-based food company has over the years acquired several "best-of-breed" solutions focused on addressing its business requirements. Such solutions include SSA Baan for enterprise resource planning (ERP) and SAP APO for integrated supply chain planning. Other solutions exist such as in-house

"Not only do business managers get their information where and when they want it, thanks to IBM WebSphere software and SOA, there's only one view of the data even though it can be presented in different ways."

– CIO of large food company

Key Components

Software

- IBM PM4Data
- IBM WebSphere® Adapters for SAP Software and JDBC
- IBM WebSphere Everyplace Access
- IBM WebSphere HATS
- IBM WebSphere Integration Developer
- IBM WebSphere MQ
- IBM WebSphere Portal
- IBM WebSphere Process Server

"We wanted our supply chain processes aligned with our operating plans across the region and internationally. WebSphere software proved to be the foundation for tackling this challenge."

– CIO of the food company

developed Encore for sales order processing and billing, Cognos for sales information and business intelligence, and various online workflow applications.

The company depends on innovation to stay ahead of its competitors, and whether they're selling noodle cups or noncarbonated soft drinks, its managers thirst for information to keep their results growing steadily. The big challenge for the company, however, is efficiently integrating its applications so it can maximize its sales and make the organization more efficient.

In the past, the company's integration efforts have been solution-specific, meaning expertise had to be developed for every new solution and technology acquired. The process involved the tedious maintenance of mapping data between applications, requiring programming for every change in the business process.

The results did not meet the high standards of the CIO of the food company. "What we want is not just for information to be available but for it be deployed effectively to the different business users in the company," she says. "For instance, our top management wanted to use mobile devices to get daily information about sales. They closely monitor sales, especially during the last week of the month, and the sales management team has to know what to do before the end of the month comes."

IBM shows its expertise in SOA

The company heard that the best solution for leveraging information was a service oriented architecture (SOA)—breaking down business processes into repeatable business services. IBM invited the company IT team to an IBM SOA event in Macau. The staffers learned all they could about SOA technology and what it could do for the company. IBM demonstrated WebSphere software for building an SOA architecture and followed up with another event in Vietnam continuing the discussion about business process serving and modeling. "IBM showed that the flexibility of an SOA can make a business more agile, more responsive to its customers," says the group business systems manager, "and that IBM has the expertise to provide the roadmap with its products."

To solve the immediate problem of developing a portal with up-to-date sales and revenue data accessible through mobile devices, IBM performed a proof-of-concept using IBM WebSphere Everyplace Access, IBM WebSphere Portal and IBM WebSphere Adapter for JDBC. Constructed on an SOA architecture, the

portal extracts data from the ERP system and consolidates it with several in-house workflow applications along with the sales order processing application and the corporate performance monitoring and business intelligence tool. WebSphere Everyplace Access makes it possible to extend e-mail, workflow applications and sales information to mobile devices. The result is a view of information which is personalized and consistent with data presented elsewhere.

"Not only do business managers get their information where and when they want it," says the CIO of the food company, "thanks to IBM WebSphere software and SOA, there's only one view of the data even though it can be presented in different ways. There are no differences of opinion over what the right figures are, which often happened when department managers were extracting their own data and putting it into their own contexts."

The portal provides sales information and workflow approval, enabling executives to approve transactions. This institutes more timely control over capital expenditures. The management team also has a human resources application enabling them to file for vacation and sick leave, a major convenience for those who are frequently traveling.

Building an SOA, one solution at a time
IBM introduced the company to the IBM SOA Reference Architecture, providing a view of existing IBM solutions that would aid the company into achieving its desired SOA maturity level. These capabilities can be implemented on a "build-as-you-go" basis, allowing project-level solutions to be easily added when new requirements are addressed over time.

The company has many projects lined up, and it wants to accomplish them using SOA for optimum flexibility and agility. "Our plan is to add more dashboards into our sales information portal and make critical information available to our management across the supply chain," says the CIO of the company. "We also wanted our supply chain processes aligned with our operating plans across the region and internationally. WebSphere software proved to be the foundation for tackling this challenge."

The first obstacle was integrating the company's SAP APO integrated supply chain planning with its SSA Baan ERP solution. Previously, the two systems were not perfectly synchronized. This introduced redundant tasks and the possibility of error.

IBM delivered a proof-of-concept to provide the food company's sales staff with a portal showing up-to-date sales and revenue data accessible through mobile devices. .

"IBM showed that the flexibility of an SOA can make a business more agile, more responsive to its customers, and that IBM has the expertise to provide the roadmap with its products."

– Group Business Systems Manager of the large food company

The company integrated the two systems using IBM WebSphere Process Server, IBM WebSphere Integration Developer, and IBM WebSphere Adapter for SAP and WebSphere HATS. The company used SAP Adapter and HATS to update data between SSA Baan and SAP. "One of the key benefits we derived from implementing WebSphere Process Server is that we were able to eliminate data duplication," says the CIO of the company. "Also, by creating composite applications via WebSphere Process Server we were able to plug in human tasks to complete the business process.

"Now that we are keeping information in our ERP system without having to maintain any intermediary databases, we've reduced database maintenance time and don't require any other staff members to monitor the database. From the IT perspective it's less work for the business users. It's also less work because previously they had to create a purchase order manually in SSA Baan instead of it being integrated directly through SAP, so with this we hope to streamline the process and integrate the data more properly."

Experience with SOA drives future projects

Other projects are also lined up. The company plans to use IBM PM4Data with IBM WebSphere MQ to integrate its centralized sales and distribution system with its warehouse management system. "With the help of IBM and SOA, we will be able to process and deliver orders in a more timely fashion, keeping customer satisfaction high," says the CIO of the company, "which is what we need to continue being a market leader. We're now total believers in SOA."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit us at:
ibm.com/websphere

WSC14021

IBM

Lodge Cottrell empowers employees with unfettered access to information and robust collaboration tools using an IBM Lotus software suite.

Overview

- ■ **Business Challenge**
  Implement an easy-to-deploy collaboration platform and find a cost-effective way to make accounting data transparent.

- ■ **Solution**
  Upgrade an aging collaboration and communication environment with a suite of IBM Lotus solutions to improve its enterprisewide communications, collaboration and integration capabilities

- ■ **Key Benefits**
  - *Improves communication and collaboration capabilities*
  - *Facilitates working remotely*
  - *Reduces travel costs by using web conferencing*
  - *Facilitates improved end-user efficiency*

Lodge Cottrell Ltd. (www.lodgecottrell.com) is a leading designer, supplier and installer of large-scale, industrial air pollution control equipment. The company operates internationally through a network of associates, partners, agents and licensees.

Requiring a robust collaborative environment, Lodge Cottrell wanted to migrate to a single yet comprehensive integrated platform. Simultaneously, it sought a new accounting system that would enable back-office employees to monitor financial information. Lodge Cottrell needed an easy-to-deploy collaboration platform and a cost-effective way to make accounting data transparent, thus eliminating the need to purchase an accounting system license for every employee.

Enterprise solutions for enhanced collaboration and transparency
To improve its communications, collaboration and integration capabilities, Lodge Cottrell upgraded its software environment with a suite of IBM Lotus® solutions. IBM Lotus Notes® V8 and

> *"Not only did IBM Lotus software supply us with great collaboration capabilities, but it also solved our information accessibility problem by integrating our operational software with our financial system."*
>
> —John Westbury, IT manager, Lodge Cottrell

IBM Lotus Domino® Express™ V8 software were initially installed in a test and training environment. Subsequently, the working environment was upgraded to IBM Lotus Domino V7 software to provide enhanced e-mail functionality. Training and testing evaluation programs were initiated to help make sure that IBM Lotus Domino V8 software would be rolled out successfully to the client base early in 2009.

In addition, IBM Lotus Sametime® V8 software was installed, delivering robust enterprise instant messaging (IM), presence awareness and internal conferencing capabilities to Lodge Cottrell's employees immediately.

To provide its employees with access to the company's financial data, Lodge Cottrell implemented IBM Lotus Enterprise Integrator V7 software. The solution provides a data integration path between the new financial accounting software and the Lotus Notes business-support applications.

In addition, Lodge Cottrell deployed:

- *IBM Lotus Quickr™ V8.1 document management software.*
- *IBM EasySync® Pro tool.*
- *IBM Lotus Domino Designer V8 software.*

IBM Business Partner Kelros Ltd. provided kelros.sales and kelros.intranet software, easily integrating the applications into the IBM solution. Kelros Ltd also developed — in cooperation with Lodge Cottrell — customized proposal, project and procurement modules to provide a totally integrated system based on IBM software.

Empowering end users with improved communication and accessibility tools

By implementing the Lotus applications, Lodge Cottrell improved its communications and collaboration capabilities and cost-effectively provided its employees with access to financial information. In turn, the IBM software yields improved efficiency and greater customer satisfaction. The total solution provides a flexible and highly configurable system that will meet the current and future business needs of Lodge Cottrell in a challenging marketplace.

Specifically, Lotus Sametime software helps the client reduce travel costs by using its Web conferencing feature in place of onsite meetings. The Lotus Sametime software also benefits employees by facilitating the ability to work remotely.

For more information

To learn more about IBM Lotus software, please contact your local IBM sales representative or visit:

ibm.com/lotus

IBM

M/A Design Group creates superior interior design files, while the IBM Lotus Foundations *Start* software appliance automates file backup.

Overview

M/A Design Group
Los Angeles, California,
United States
www.madg.net

Industry
- Professional services

Products
- IBM Lotus Foundations *Start* (formerly Nitix Blue)
- IBM Lotus Domino
- IBM Lotus Notes

M/A DESIGN GROUP

"With the IBM [Lotus] Foundations Start software appliance, we shortened our system recovery time and cut the time our designers have to wait on AutoCAD files by two-thirds, and now we don't hope our clients receive our files—we know they do."

—Murrie Alcorn, owner, M/A Design Group

M/A Design Group (M/A Design) relies heavily on technology to deliver timely, top-notch interior designs to its customers. Its staff is focused on the business of design—not on the business of managing complex IT infrastructures.

Challenge

As M/A Design grew past the capabilities of its Microsoft® Windows® Server 2003 platform, it began to experience system lag, unreliable file management and inconsistent (or nonexistent) e-mail delivery that hurt the firm's productivity and frustrated its customers. In the system's worst moment, a total crash took 20 hours to restore and cost the firm US$150,000 in lost AutoCAD files. The company wanted an automated solution that would help secure and back up its business-critical information, make it easier to share files via FTP or e-mail, and integrate easily into existing systems while requiring limited IT management.

Solution

Guided by its IT service provider, Shaffer Computer Solutions, M/A Design chose to deploy the IBM Lotus® Foundations *Start* (formerly Nitix Blue) software appliance. Running on the open-source Linux® operating system, the IBM Lotus Foundations *Start* software appliance easily integrated with the company's existing IT investments to achieve automated, hourly backup, fast system recovery, and highly available operations through exceptional, yet manageable, redundancy. The time it took designers to open AutoCAD files dropped from 15–20 seconds to 5–7 seconds. With the built-in IBM Lotus Notes® and Lotus Domino® platform, the new solution enables M/A Design to e-mail large files to clients with ease and on time.

Benefits

- Automates system backup and restores files with little or no IT support

- Increases system availability and designer productivity

- Leverages existing IT investments

- Improves customer satisfaction with reliable file delivery

IBM

Manatee County Sheriff's Office facilitates community access to public information and records with an easy-to-manage Web site.

Overview

Manatee County Sheriff's Office
Brandenton, Florida, United States
www.manateesheriff.com

Industry
- Government

Products
- IBM Lotus Web Content Management
- IBM WebSphere Portal Express, Version 6

IBM Business Partner
- Prolifics

"In just six weeks, we had an easy-to-use Web portal that enables our staff to create and update content — even though they have no IT or Web training"

— Valerie Griest, application services manager, Manatee County Sheriff's Office

Located in the heart of Florida's west coast, the Manatee County Sheriff's Office provides law enforcement and corrections services for the county's residents, and many agricultural, commercial and industrial constituents. It prides itself on its state-of-the-art technology and highly trained staff.

Challenge

As the county continues to grow in population, the workload of the sheriff's office grows right along with it. The sheriff's office staff was challenged to answer almost 2,500 weekly phone calls from the community regarding various public safety issues and arrest inquiries.

Solution

Working with IBM Business Partner Prolifics, the sheriff's office deployed an information portal built with IBM WebSphere® Portal Express V6 software, which includes IBM Lotus® Web Content Management™ software. Staff can now use the portal to create and manage content for the sheriff's office Web site — even though they have no special IT or Web training. Staff can control the look and feel of the site, providing a sleek, professional appearance. The portal is integrated with the organization's existing IT systems so staff can easily push information out to the Web.

Accessing the portal, citizens can review 911 and police calls in near real time. They can inquire about recent arrests and access mug shots of arrestees. They can view recent police announcements, such as amber alerts and public safety warnings, and they can even use the Web site to apply for jobs.

Benefits

- Helps keep the public better informed by providing more up-to-date information

- Decreases the volume of calls from the public, and improves staff productivity

- Provides a cost-effective Web solution, along with a platform for continued growth and the addition of new features

IBM®

Memorial Health System heals patient services with PhysicianLink portal and content management solutions.

Overview

■ *Challenge*
Provide physicians and other care givers with the information they need, on demand, to treat the patient on the spot, regardless of where in the system the information originally resided

■ *Why IBM?*
IBM had proven itself to be a high quality provider of highly available systems and IBM offered the breadth of products, due to the extent of its R&D activities, to solve the customer's needs

■ *Solution*
Portal, content management and electronic medical record (EMR) solution makes the most efficient use of stored patient information

■ *Key Benefits*
Improved patient satisfaction; reduced redundant paperwork, mailing costs, phone/fax time and personnel costs; increased documentation access for the physician's office staff and the hospital; decreased time from diagnosis to treatment; provided ability to retrieve information in seconds, rather than hours required previously; easier compli-ance with regulations regarding release of information; reduced costs and errors through elimina-tion of manual paper-handling processes; acceleration of return on investment for new EMR system

The policy of the Memorial Health System is to treat all patients, whether or not they are insured; so the hospital had to innovate in order to keep costs down.

Known for its excellence and innovation, the Memorial Health System (Memorial) in Colorado Springs, Colorado, is an example of a hospital system that has evolved from paper records and manual records handling to electronic information and records accessible through a convenient Web portal.

Memorial is growing fast along with the burgeoning half-million population of Colorado Springs. It needs to treat all of the citizens of its city, regardless of their ability to pay, which puts pressure on the hospital to maximize efficiency.

"We selected an IBM infrastructure based on IBM DB2 Content Manager because of our long experience as an IBM customer. IBM provides high-quality information systems that are available 24 hours a day, 7 days a week."

– Tom Kerwin, Vice President of Information Services and CIO, Memorial Health System

As it sought to provide better care and reduce patients' costs, Memorial realized that it would need to switch to electronic health records to help it optimize the health, safety and comfort of patients, their families and the community. Such a solution would ensure that Memorial remains the preeminent healthcare provider in the community, leveraging technology and accelerating innovation to deliver predictable, stable and seamless patient care.

Vital link to 1,400 physicians

In its first step, Memorial used IBM components such as IBM DB2®, IBM WebSphere® Application Server and IBM WebSphere Portal on IBM System p™ and System i™ servers to create and implement its PhysicianLink portal.

With PhysicianLink, physicians can quickly access patient lab and radiology results, patient demographics and insurance information, rounds, on-call lists, digitized radiology images, patient eligibility, transcribed reports, current national medical information, order procedures and much more from the Internet in a secure environment.

The success of PhysicianLink has helped Memorial establish itself as a leader within its healthcare community. "Our PhysicianLink portal is an example of how our investment in IT gives us a competitive advantage," says Dick Eitel, CEO, Memorial Health System. "Fourteen hundred physicians in our community use the product. They love it. It gives them the information that they need, when they need it in a format that's easy for them to access. This really forms a support platform for all their systems and makes them want to work with us."

"Our PhysicianLink portal is an example of how our investment in IT gives us a competitive advantage. Fourteen hundred physicians in our community use the product. They love it. This really forms a support platform for all their systems and makes them want to work with us."

—Dick Eitel, CEO, Memorial Health System

With the physician portal developed with WebSphere Portal, physician offices no longer have to make telephone calls to access patient information from Memorial. This frees up staff to focus on productive business, instead of waiting on the phone for patient results. Benefits for the physician offices include:

- *Reduction of redundant paperwork, mailing costs, phone/fax time and personnel costs while increasing documentation access for the physician's office staff and the hospital.*
- *Decrease in time from diagnosis to treatment by having results more accessible.*
- *Provision of an accurate audit trail for communications and compliance.*
- *Reduction of admission and registration time while increasing the accuracy of patient information.*

Information availability with content management

To broaden its electronic document and content management capabilities and deliver more online information to doctors and other healthcare givers, Memorial implemented IBM DB2 Content Manager Enterprise Edition and IBM DB2 Content Manager OnDemand. Using Kofax Ascent Capture, employees captured millions of records going back six years including clinical notes, test results, diagnosis reports and other records.

"We selected an IBM infrastructure based on IBM DB2 Content Manager because of our long experience as an IBM customer," says Tom Kerwin, vice president of information services and chief information officer for Memorial Health System. "IBM provides high-quality information systems that are available 24 hours a day, 7 days a week."

DB2 Content Manager serves more than a single purpose for Memorial. "In researching content management systems, we were looking for a system that was robust enough to take care of our business processing needs as well as our clinical needs," says Kerwin. "So we chose DB2 Content Manager — for the financial and human resources operations of the organization as well as for the clinical operations."

Instituting electronic medical records system

Most recently, the hospital has implemented a comprehensive electronic medical records (EMR) system based on Cerner PowerChart and supported by an IBM infrastructure. The hospital is now leveraging information for maximum efficiency throughout its organization, reaching more than 3,000 users, including remote physicians and healthcare providers such as nurses, clinical staff and ancillary departments.

The PowerChart solution streamlines multiple workflow processes into a single desktop application that provides access to various functions that support the EMR system. It's also the foundation for numerous Cerner point-of-care solutions, including those for home care, physicians' offices, clinics, acute patient care, critical care, and long-term and rehabilitation services.

Key Components

Software

- IBM DB2
- IBM DB2 Content Manager Enterprise Edition
- IBM DB2 Content Manager OnDemand
- IBM WebSphere Application Server
- IBM WebSphere Portal

Hardware

- IBM System p p630, p650
- IBM System i i570

Services

- IBM Software Services

"IBM has delivered on its vision of open standards-based solutions, which has enabled us to serve our communities with prompt, authoritative information that can be easily accessed."

– Tom Kerwin

Memorial engaged IBM Software Services to integrate the new PowerChart system with its existing DB2 Content Manager implementation so that electronic patient records such as scanned documents and printed documents in PDF format could be made available through the PowerChart interface. Now, when a user wants to view patient information — such as face sheets, lab results, doctors' notes, progress notes, graphics, medications, discharge plans and consent forms — the PowerChart interface links with the DB2 Content Manager software's eClient viewer, and the viewer conveniently opens in a separate window on the user's desktop.

Leveraging a new weapon against illness

For this implementation, IBM Software Services combined the skills of the Information Management Software Services team with those of the Healthcare Software Solutions team. To integrate the DB2 Content Manager software with the Cerner PowerChart system, the combined IBM team used the Health Level 7 (HL7) standard, the predominant open standard in the healthcare industry for integrating information and applications.

By integrating the Cerner EMR solution with DB2 Content Manager software from IBM, Memorial improved the efficiency of its health records which in turn improved the delivery of care. Staff can now access pertinent patient information quickly and easily, whenever it's needed. The solution enables the hospital to offer better quality of care, reduce risk and comply more easily with regulations regarding release of information. The solution also:

- *Reduces costs by eliminating manual paper-handling processes and mitigating the costs of potential litigation.*
- *Helps to make the overall EMR system more complete.*
- *Accelerates the hospital's return on investment for the new EMR system.*

"The main reason that we have partnered with IBM has to do with the robust infrastructure it can bring to the table," says Kerwin. "IBM does more R&D than its competition, which allows it to deliver more products that meet our needs. Also, IBM has delivered on its vision of open standards-based solutions, which has enabled us to serve our communities with prompt, authoritative information of the highest quality that can be easily accessed."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit our Web sites at:
ibm.com/healthcare
ibm.com/db2
ibm.com/software/data/cm
ibm.com/software/genservers/portal

You can get even more out of Information Management software by participating in independently run Information Management User Groups around the world. Learn about opportunities near you at
ibm.com/software/data/usergroup

For more information on Memorial Health System, visit:
www.memorialhealthsystem.com

GC38-0771-01

IBM

Moosejaw Mountaineering reaches new heights of customer engagement through social commerce.

Overview

■ *Business Challenge*

To thrive in the highly competitive market for outdoor adventure gear, Moosejaw Mountaineering needed to create a customer experience that would engage a customer community whose appetite for extreme sports is matched by a hunger for communication and collaboration.

■ *Solution*

Moosejaw sought to make its site the go-to destination for young, hip high school and college students and for hard-core outdoor enthusiasts by embedding rich community features into its online commerce experience, thus becoming one of the first outdoor-adventure retailers to make multichannel "social commerce" the cornerstone of its growth strategy.

Based in Madison Heights, Michigan, Moosejaw Mountaineering, Inc. is one of the nation's leading outdoor-adventure retailers. With seven retail locations employing 250 in Michigan and Chicago, the company's online retail, Moosejaw.com, was rated a top 50 Web site according to Internet Retailer.

■ *Key Benefits*

- *Increased revenue from an expected increase in conversion rate (based on an initial increase to 50 percent)*
- *Expected increase in customer loyalty and word-of-mouth expansion through a more engaging and collaborative online retail experience*
- *Ability to deliver seamless messaging, programs and customer experience across all channels*
- *Expected increase in customer satisfaction through richer, more informative pre-purchase support (e.g., customer ratings)*

Online commerce has changed a lot in the decade since it entered into the cultural mainstream. Driven by relentlessly rising customer expectations, sites have become easier to use, merchandising has improved and, to put it simply, companies have gotten better at online commerce because they've come to understand its many nuances. In spite of these changes, however, the essential character of online retail – namely, the extension of traditional retail practices to the Internet channel – has remained largely unchanged. So, too, have some basic and long-held assumptions about the way consumers buy and what they are looking for from an online retailer.

Enriching the retail experience with the power of social networking

Business Benefits

- Increased revenue from an expected increase in conversion rate (based on an initial increase to 50 percent)

- Expected increase in customer loyalty and word-of-mouth expansion through a more engaging and collaborative online retail experience

- Ability to deliver seamless messaging, programs and customer experience across all channels

- Expected increase in customer satisfaction through richer, more informative pre-purchase support (e.g., customer ratings)

- Stronger brand through a more consistent multi-channel experience

"Our strategy has been to reinvent the way people shop for outdoor, surf, skate and snowboard apparel and equipment. IBM – through its technology and retail thought leadership – has been instrumental in helping us realize this vision."

– Jeffrey Wolfe, COO,
Moosejaw Mountaineering

The traditional view of online transactions is anchored on the idea that online stores are first and foremost a venue for transactions, which, by and large, tend to be tightly structured interactions involving the buyer and the retailer. Within this interaction, the retailer's key job is to provide customers with the information they need to purchase – such as pricing, product descriptions and orderly merchandising – and to deliver all within the context of a superior customer experience. However, the way customers are seeking and processing this information is beginning to change, and that's expected to have a big impact on tomorrow's online experience.

The biggest reason is the sweeping impact of Web 2.0, a term that describes a paradigm shift in the way people use the Internet to interact with each other – and with information. The key earmark of Web 2.0 is the exploding popularity of user generated content, examples of which range from blogs, wikis and discussion groups to YouTube and MySpace. What each has in common is a decidedly "bottom-up," approach to generating and sharing information that's heavy on collaboration and light on hierarchical structures. So how does this impact online retail? The answer, in large measure, lies in demographics and changing expectations.

Community meets commerce

When the younger consumers driving the Web 2.0 wave want to buy online, they'd prefer the same kind of collaborative, bottom-up information exchange in their shopping experience. This, in effect, resets the goals and parameters that retailers have to consider in configuring their online strategies. While issues like merchandising and navigation remain important, retailers also need to provide an environment that supports the interaction of customer communities, which are exerting more and more influence on buying behavior. This is especially true for products that reflect a lifestyle or a set of emotional values. That's why Moosejaw Mountaineering (www.moosejaw.com), a fast-growing retailer specializing in outdoor, surf, skate and snowboard equipment and apparel, is such a good example of how it can work. Relying on a host of retail solutions from IBM and IBM Business Partner CrossView, Moosejaw sought to make its site the go-to destination for young, hip high school and college students and for hard-core outdoor enthusiasts by embedding rich community features into its online commerce experience, thus becoming one of the first retailers to make "multi-channel, social commerce" the cornerstone of its growth strategy.

Now a fast-growing chain with seven stores and 250 employees, Moosejaw owes much of its success to a fiercely loyal customer base. The roots of this loyalty lay in the company's ability to make shopping fun, as well as its ability to provide the right product mix, strong product and technical support and a constant drive to develop unique, innovative ways to communicate with their customer. But with no shortage of competitors in the "outdoor adventure"

space – many large and well known – Moosejaw faces the ongoing challenge of making itself the destination of choice. Rising to this challenge, the company has introduced a steady stream of features that have resonated with customers, including over 50,000 customer reviews, texting of tracking numbers and promotions to mobile phones, and its Moosejaw Madness community, where customers post photos from their latest adventures, read the irreverent Daily Remark and immerse themselves in Moosejaw's unique culture. While features like these have been highly successful, Chief Operating Officer Jeffrey Wolfe believes that Moosejaw has only scratched the surface of what it can do for its customers. "We are on the verge of truly blurring the lines between Web, retail, mobile, catalog, call center and kiosk, taking the best of each channel and making it possible across all channels."

Moosejaw's approach to multi-channel, social commerce was to implement a new solution from the ground up with help from IBM and IBM Business Partner CrossView. One of the key benefits of the solution is its ability to create a seamless, interactive, community shopping experience across every sales channel. For instance, by integrating IBM Lotus® Connections social networking software with its retail solution, Moosejaw is adding social commerce features like product level blogging, public facing customer profiles with photos, videos, adventure stories and gear lists for upcoming trips. Customers can interact with Moosejaw staff and with other customers on the Moosejaw Web site and then connect those threads on their mobile phones and when they come into the Moosejaw retail stores. Perhaps more valuably, it provides Moosejaw with a ready-made platform for integrating these social networking capabilities deeply into its commerce platform. Imagine, for example, a customer looking for a tent suitable to use at 20,000 feet and 20 below zero. Instead of simply searching through a catalog, customers can now search by a product's rating, while also taking into account customer profiles that include product usage experience. Getting product feedback from someone who has actually used that tent on Mount Everest or K2 is a far cry from standard catalog information – and that's exactly what Moosejaw is shooting for. Key to the realization of this vision is the company's work with IBM Toronto Software Lab, which is working with Moosejaw to develop this breakthrough capability.

Moosejaw's physical stores also figure prominently in its strategy. A standout feature of the new solution is its ability to provide truly seamless support to – and thus create a common, superior experience through – all of Moosejaw's channels. Key to this capability is CrossView's Point of Sale solution which extends the capabilities of IBM WebSphere® Commerce into retail stores with a solution that utilizes WebSphere Commerce as its engine at the enterprise and IBM WebSphere Remote Server in the stores. CrossView's solution utilizes a common information platform based on IBM DB2® and validated for the IBM Retail Integration Framework, making it easy for Moosejaw to extend its

Key Components

Software

- IBM WebSphere Commerce

- IBM WebSphere Remote Server

- IBM DB2

- IBM Lotus Connections

Hardware

- IBM SurePOS™ 500 Express

Services

- IBM Toronto Software Lab

- IBM Global Technology Services

- IBM Retail Store Solutions

IBM Business Partner

- CrossView

Timeframe

- Core platform implementation: 9 months

- Social commerce platform: 5 months

Why it matters

Moosejaw Mountaineering is making itself one of the leading places to be for outdoor adventurers by leading the way in the integration of social networking capabilities like blogging, group discussion and customer product ratings across all of its retail channels.

online channel programs and tactics into its store environment. For instance, using IBM SurePOS 500 dual-screen point-of-sale terminals in-store customers are now able to buy, ship and pay with the exact same services they are familiar with online, and they will be offered the same targeted promotions and cross-sells while they read reviews, blogs and recommendations. With all this new technology, that same fun and irreverence that has been a part of the Moosejaw culture from the beginning will now be part of the in-store check-out process.

Multichannel benefits

To enable a consistent shopping experience for customers across channels, the Moosejaw solution integrates and registers orders and inventory changes for every channel, offering increased visibility and optimum resource alloca-tion across channels. The multichannel capability also provides Moosejaw's in-store sales associates and call center agents with the tools they need to provide more interactive and insightful support to customers. It's seen in the small things, like being able to tell a customer how close they are to a reward point threshold or asking about their satisfaction with a recent pur-chase. But it's also seen in the bigger things, like the system's ability to see inventory in near real time so an associate can find just the right Patagonia coat for a customer – whether it's in the store, in the warehouse or at a supplier's warehouse – and send the order via XML straight to the other shop, warehouse or supplier for processing and fulfillment. It's seen in the way it enables call center agents to get a full profile of a customer and provide the most knowl-edgeable and comprehensive support.

Altogether, it's about providing the kind of customer experience that will continue to make Moosejaw the premier destination for the outdoor, surf, skate and snowboard community and in the process enable Moosejaw to sustain its high rate of growth. Wolfe sees the company's advanced social commerce capabilities playing an important role by strengthening loyalty, increasing the conversion, or "browse-to-buy," rate of the Moosejaw site and by building word-of-mouth support, which thus far has been one of the biggest factors in its growth. "Our strategy has been to reinvent the way people shop for outdoor, surf, skate and snowboard apparel and equipment," says Wolfe. "IBM – through its technology and retail thought leadership – has been instru-mental in helping us realize this vision."

For more information

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ODC03073-USEN-01

Lotus.® software

The NFL scores a win with extranet media portal

Overview

- **The Challenge**

  Outdated extranet sites and inefficient content management were limiting provision of best possible information services to the media and other industry partners

- **Why IBM?**

  Prior high satisfaction with IBM technologies, excellent services available from IBM Business Partner Gemini Systems and faith in IBM's robust extranet portal platform due to its market leadership and the extensive experience behind it

- **The Solution**

  Extranet media portal based on IBM® WebSphere® Portal and IBM Workplace Web Content Management™, with groundwork laid for future rapid development of other custom sites

- **Key Benefits**
- The NFL can provide more content in new, more accessible ways
- Automated content management and reuse simplify site administration
- Easier, faster content management and access helps increase efficiency and productivity for both NFL staff and media reporters
- Media-friendly environment generates goodwill and supports primary goal of promoting professional football

The National Football League (NFL) is America's most popular sports league and has the highest per-game attendance of any domestic sports league in the world.[1] The league's 32 teams compete each year to win the Super Bowl, the world's biggest sporting event. Founded in 1920, the NFL developed the model for the successful modern sports league, and as the professional sports industry leader on a wide range of fronts, it has been called "one of America's best-run businesses" by *BusinessWeek* magazine.[2]

"We have a very good relationship with our media and are proud of the services we provide for them. The media portal is an extension of that, which is why we want to keep moving forward and making it the best resource we can."

—Leslie Hammond
Director of Media Services
National Football League

Key Components

Software

- IBM WebSphere Portal Server
- IBM WebSphere Information Integrator OmniFind Edition
- IBM WebSphere Application Server Network Deployment
- IBM WebSphere Portlet Factory Designer
- IBM Workplace Web Content Management
- IBM Rational® Application Developer
- IBM Rational Performance Tester

Hardware

- IBM LS21 AMD Opteron Blade Server for IBM BladeCenter®

With offices in New York, New Jersey and Los Angeles, the NFL provides central services for producing and promoting the game of professional football and supporting the league's teams. Various departments are dedicated to working with broadcasters, game officials, sponsors, fans, product sales, the national media and other industry leaders, as well as with teams and players. The league offices manage huge amounts of information, much of which must be made available to these external constituencies.

The goal of improved information services generates a game plan

Extensive game and team information is made available externally to fans and others via the NFL's official Web site as well as individual team Web sites. In 1997, the NFL was the first sports league to develop a media-only site. Ten years later, with the same technology still in place, the media site and other external sites had become dated while users had become more experienced and used to more sophisticated Web capabilities. It was time for a change.

With the help of Gemini Systems, an IBM Premium Business Partner, the NFL embarked on a comprehensive needs analysis to determine how best to serve the diverse information needs of its staff and industry partners. As part of the process, the league underwent an IBM Business Value Assessment (BVA) for Portals and a Day-in-the Life Demo to see where in the business a portal could add value and how it could support different functions.

At the end of its decision process, the NFL determined it wanted a robust extranet portal platform capable of supporting multiple custom portals. The end goal was to provide portal entries to the extranet customized for various industry partners, where they could find the content, information and applications relevant to their needs and tailored for their unique consumption. Secure and robust infrastructure as well as scalable design and administrative flexibility were defined as key requirements to allow for continuous growth of the user base and the volume of content.

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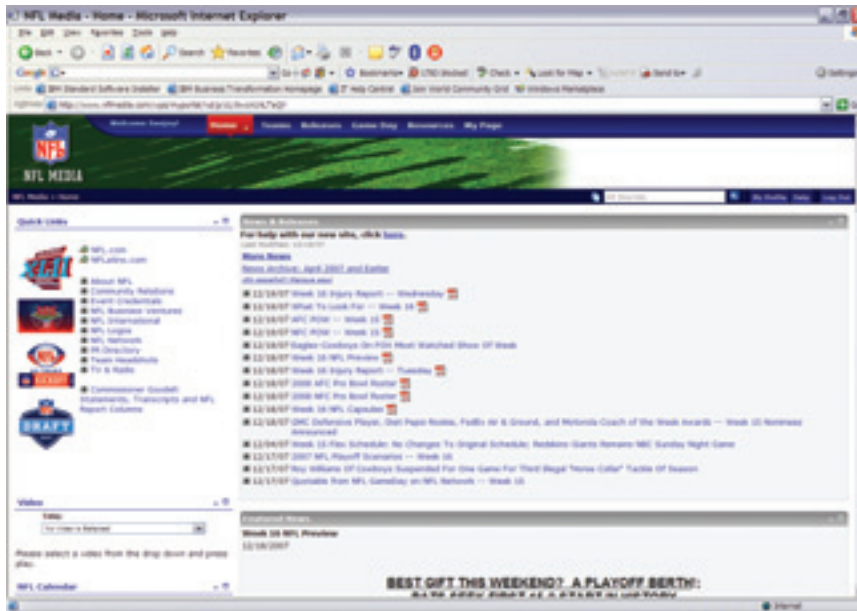
"We decided in favor of IBM WebSphere Portal to take advantage of the years of experience behind it and the number of companies that can support it."

—Joe Manto
VP of Business Services
and User Support
National Football League

The NFL selected IBM WebSphere Portal as the platform for its new extranet portal. "We decided in favor of WebSphere Portal to take advantage of the years of experience behind it and the number of companies that can support it," says Joe Manto, VP of business services and user support for the NFL. The choice was also influenced by the NFL's prior good experience and success with other IBM technologies, the excellent services and counsel provided by Gemini and specific faith in the WebSphere Portal product based on its market leadership.

NFLMedia.com provides information hub for the media

With a scalable infrastructure in place, the NFL was in a position to meet its PR organization's need for a first custom portal while simultaneously planning for more custom portals in future. It chose a media portal as the first site to be rebuilt on the new extranet portal platform. Three primary goals were identified: First, provide one-stop-shopping for concise, intuitive, searchable and immediately consumable league, game and team information that would help reporters write better stories quickly. Second, establish a system permitting better Web-based content administration, reuse and scalability. And third, lay the groundwork for future custom portals.

3

The portal redesign incorporates many user suggestions and some newer capabilities they have come to expect such as video, content archiving and history. Personalization is also an important new capability.

The NFL polled media partners prior to development of the new portal to elicit their wants and suggestions. Gemini played a key role in defining the business and system requirements, designing the technical and system architecture and rolling out the system. The portal redesign incorporates many user suggestions and some newer capabilities they have come to expect such as video, content archiving and history. Personalization is also an important new capability. In the past, everyone came on to the site with just a shared login; now, each user has their own login and user profile that specifies their role, location and the team they cover. This makes it possible to provide custom views of information tailored to the user for greater convenience.

The portal provides access to every possible type of information of interest to the media, yet organization and custom sorting make things easy to find. The NFLMedia.com home page features current news and press releases with a link to the archives, the current league standings and links to related entities and Web sites. There is also information on prominent events in the time period, history and policies of the NFL, press credentialing for games, calendars and schedules, community relations activities, league statements and transcripts and officiating and rules change videos.

A Teams Page provides weekly releases, transcripts, statistics and game books for each of the 32 NFL teams. There are team media guides and links to all of the teams' own Web sites. There are also links to Team Media Only sites, where registered members of the media can access custom views of information specific to the team they support.

A Release Page provides game capsules and other NFL releases. A Game Day Page provides all the available information about games being played on any given date. The Resource Page offers encyclopedic information about the NFL's history, policies and extended activities, as well as a directory for the NFL Communications Department and Team Public Relations (PR) Contacts. In addition to all the above, there is an e-mail link for sending inquiries to the NFL's league offices.

4

Improved content management simplifies site administration

All the information that populates the media site is funneled through the league's PR department, which is responsible for maintaining community, business and interleague relationships. Additionally, information arrives daily from other league departments and the individual teams. There may be five to ten people at a time from the PR department working to transform these inputs into content for the media site. All of these people produce content, though only a few are authorized to publish and update content on the site.

To orchestrate all this activity, the NFL PR team is using IBM Workplace Web Content Management, which is tightly integrated with WebSphere Portal. Surfaced through a set of portlets, this technology enables users to create and edit content from
wherever they are working. Automated workflows coordinate the end-to-end content creation process, from co-authoring and approvals to publication and post-publication management. Actions can be scheduled in advance for specific dates and times, such as for when particular pieces of content will first appear or when they will expire.

Metadata tags guide content reuse and direct the contexts in which content may appear, so that putting a piece of content in one place can make it show up in multiple places throughout the site where it is relevant. Dynamic loading enables assembly of custom views on the fly. For example, if a user wants to see the sched-ule for week three of the current NFL season, he can set that selection and the pieces of content flagged for that week will come up. Or the user may wish to see all the information concerning a particular game, which of course involves two teams. A compilation of the information pertaining to both teams is then assem-bled so the user can see everything about that game in one place.

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The NFL is also using document management capabilities that are available with some IBM WebSphere Portal offerings, as well as a self-service portlet that comes bundled with WebSphere Portal. A lot of data, such as game schedules, injury repots, team standings and more, is obtained from internal NFL systems through Web services. This data is then brought together with other Web content to create the Game Day page. IBM WebSphere Portlet Factory was used to develop these custom portlets and inter-portlet communications that bridge system-to-system processes for capture and retention of data and data exchange.

The integration of Web and document managers within the NFL media portal enables better re-use of documents, such as allowing the same content to be rendered as a news story or as a downloadable PDF file. The capability to search all content—irrespective of its original storage location—is enabled by use of OmniFind™ as the back-end search engine. All information is disseminated in accordance with access controls defined in Microsoft® Active Directory®, which is integrated into WebSphere Portal through the Member Manager tool.

Sophisticated portal promotes efficiency and goodwill

The new NFL media portal provides more content in new ways, with tools that make it easier to manage and viewing capabilities that make it easier to use. Higher efficiency increases productivity. In addition to the efficiencies achieved by automated workflows for creating and managing content, the NFL PR staff—many of whom travel—appreciate being able to make content updates to the portal at any time, from wherever they are, via the Web. They are not bound to software installed on a particular machine, which helps reduce the chance of forced delays in posting late-breaking news. Another productivity boon is being able to post content once and automatically populate multiple locations with the same content. This helps reduce the number of postings required and the number of links to be set up.

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The media users also benefit from new efficiencies, such as streamlined access to the portal. They can register via a self-service portlet without waiting for someone else to set up an account and password; a tight approval process on the NFL side gets them up and running quickly. Once the media member accesses the portal, everything they could want is readily available to help them craft their stories from any angle. When covering a game, they can see all the information associated with that game and both teams in one place—from injury reports to links to the local press in the teams' cities, as well as recent and archived information.

Making the portal such a media-friendly environment fosters goodwill. The information is accurate, timely and in usable form. The users know that releases and statements they get from NFLMedia.com are up-to-date, so they can convey this information to their newspapers, Web sites or other media outlets with confidence.

Although the media portal is new, it is already being heavily used. About 3,500 users signed up to use it within the first month, and with the football season in progress, it is carrying heavy loads. Users are embracing the portal, engaging as "co-owners" of the site and coming up with suggestions for making it even better. As Hammond puts it, "We have a very good relationship with our media and we are proud of the services we provide for them. The media portal is an extension of that, which is why we want to keep moving forward and making it the best resource we can."

Media portal groundwork will help speed creation of other custom sites

The media portal was launched at the beginning of the 2007 NFL season and will be used for the entire 2007 season as well as in preparation for Super Bowl XLII and beyond. It laid the groundwork that developers of subsequent custom portals can leverage to speed their tasks and lower development costs.

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The NFL intends to support its other partner relationships through the portal platform and will migrate its existing sites to the portal in the future. This will standardize the experience people have coming into the NFL environment, with a common entry point offering alternate paths to custom sites. Current plans include portals for broadcast operations partners, NFL players, and NFL business partners such as licensees and retailers. With its extranet portal in place and its current and planned custom sites, the NFL is on track to provide the best possible information services to its industry partners.

For more information

For more information on WebSphere Portal, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/websphere/portal

Lotus® software

Greece's national Nissan distributor drives costs down, service quality up with dealer network built on IBM Lotus Domino

Overview

■ **The Challenge**
Nissan distributor Nic J. Theocarakis SA and its dealers had to rely on inefficient, error-prone phone and fax communications to transact business, and lack of standard practices impacted service quality

■ **Why IBM?**
IBM offers a market-leading, flexible and Web-ready messaging and collaboration platform that provides rapid application development and favorable TCO

■ **The Solution**
A Web-based dealer network built on IBM® Lotus® Domino® and a Lotus Domino application package from IBM Business Partner e-On Integration SA, with IBM Lotus Sametime® for instant messaging and IBM Lotus Domino Everyplace® for wireless communications—all running on IBM System x™ servers

■ **Key Benefits**
• Real-time information reduced turnaround time to deliver and fulfill car orders from 11 days to 7 days
• Central IT management reduced dealers' IT costs by 69 percent and reduced overall IT costs to 0.21 percent of sales
• Standardized business processes, practices and procedures helped ensure consistent service quality
• Automated ordering helped enforce "first come, first served" car availability policy

Comfortably established, yet innovative—these qualities characterize the firm of Nic J. Theocarakis SA (NJT). The first company to represent Nissan cars in Europe, NJT is the national distributor for the Nissan Motor Company in Greece and the only company that can import Nissan cars and trucks in that country. Already highly competitive with other brands in its market, NJT recently revolutionized the operations of its extended enterprise by creating a sophisticated online dealer network.

NJT meets regularly with Nissan representatives to reach agreement on sales volume targets, policies and prices. It then seeks to meet or exceed the sales targets via a network of 130

"Of our 130 dealers, about 100 of them had different, local systems that couldn't accommodate any of our standards. The Lotus Domino–based system we designed with e-On Integration enabled us to bring the whole network together and standardize processes."

–Michalis Moraitis
CIO
Nic J. Theocarakis SA

Key Components

Software

- IBM Lotus Domino
- IBM Lotus Domino Everyplace
- IBM Lotus Notes®
- IBM Lotus Sametime
- e-On Retail Internet Exchange application package

Hardware

- IBM System x servers
- IBM System Storage DS4700

Business Partners

- e-On Integration SA

independent dealers. The dealers provide the showrooms and service departments, and sell the vehicles; NJT provides training, support and inventory to the dealers and derives its revenue from sales of vehicles and spare parts to customers.

Inefficiencies prompt call to action

The NJT network of dealerships has existed for years, but prior to 2002, it relied on inefficient manual processes for dealer interactions. Daily communications could happen only through phone calls and faxes, often resulting in frustrating delays. For example, if a dealer had to determine the availability of a specific car and model to make a sale, he could only call or fax the distributor between 9 a.m. and 5 p.m. on weekdays—weekend car shoppers had to wait. To obtain spare parts, dealers could only fax in orders once a day, and the warehouses did not respond until the following day. Similar time lapses accompanied daily transactions in all business processes.

Selling approximately 20,000 cars a year nationwide based on phone and fax procedures was time-consuming, costly and required too many personnel—and there was no way to track these exchanges. Further, the many business processes that spanned the divide between distributor and dealers were frequently hampered by discrepant information because people were working in disparate systems. The lack of standardized practices, particularly in the service departments, also made it more difficult to ensure that Nissan standards were being met and customers were receiving a uniformly high level of service.

Ambitious objectives determine the path to a solution

NJT decided to solve these problems by standardizing and automating business processes through a centralized, Web-enabled network. The first objective was to eliminate the use of paper and fax for processing customer orders. Beyond that, NJT wanted a solution that could support radical improvements in efficiency and customer service. For example, the company wanted to institute a nationwide "first come, first served" policy for allocating cars to buyers when demand exceeded current supply of specific models. It also wanted customer submissions of warranty claims to initiate claims processing procedures immediately, helping to speed up

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determinations and payments. Finally, it wanted to enable automated, on demand ordering of spare parts, and wanted to make information and strategic contacts available 24 hours a day—including weekends—to support sales.

Further, Nissan processes were to be streamlined and standardized across the entire network, eliminating ad hoc processes, reducing paperwork and helping to ensure uniform service quality. For customers, NJT wanted to create ongoing histories for all vehicles sold or serviced in its network based on their unique vehicle identification numbers (VINs). The ownership and maintenance record would be visible to any service department in the network, regardless of where the vehicle had been serviced in the past or who currently owned it.

NJT builds on long-standing Lotus relationship

To achieve its goals, NJT implemented a Web-based solution that employed IBM Lotus Domino, IBM Lotus Sametime and the e-On Retail Internet Exchange (RIX) application package from IBM Business Partner e-On Integration, which is built on the Lotus Domino platform, all running on IBM System x servers and IBM System Storage™ DS4700. The solution provides an online, real-time, 24/7 collaborative working environment for about 1,000 users at NJT and its 130 dealers across Greece.

NJT had been an IBM customer since 1984 and Lotus Notes and Domino users since 1995, so Lotus software already served as the messaging and collaboration infrastructure for the company and many of its dealers. The company evaluated several local software solutions for this project, but e-On RIX had a number of valuable attributes that were especially important to NJT. For example, Lotus Domino can be used in conjunction with any client type (browsers and mobile devices as well as the Lotus Notes client), making it both Web-ready and flexible. The rapid application development environment with its many templates would give NJT an "all-in-one" solution for developing forms, reports, agents, views and applications to run on the Web. This would help speed development of the overall solution, keeping development costs to a minimum. Moreover, the solution would have an attractive total cost of ownership (TCO).

"I believe we have one of the best systems in the world. It helps us not only to manage our business well, but to provide excellent service and additional benefits to our end customers."

–Michalis Moraitis
  CIO
  Nic J. Theocarakis SA

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"This was ideal for us and our environment," says Michalis Moraitis, CIO of Nic J. Theocarakis SA. "Of our 130 dealers, about 100 of them had different, local systems that couldn't accommodate any of our standards. The Lotus Domino–based system we designed with e-On Integration enabled us to bring the whole network together and standardize processes."

Skillful change management overcomes resistance

Like any change process, the transformation represented by the new dealer network had to overcome some obstacles. Dealers initially resisted giving up their own systems to join a centrally managed one, expressing particular concern about data privacy and security. NJT offered confidentiality agreements assuring the dealers that their data would be stored in the NJT data center for operational purposes only, and that the new system is designed to sequester each dealer's data from other users of the system. NJT also worked with the dealers to explain the many advantages of the centralized system, such as being able to see availability of cars and spare parts online and to place spare parts orders throughout the day. Dealers were also to receive central IT support, lowering their costs. Eventually, resistance vanished and all the dealers accepted the new system.

Another big challenge concerned data communications over the physical network because Internet lines in Greece were not very reliable and many points in Greece had no Internet access at all. To address this, NJT joined the biggest ISP vendor in Greece, OTEnet, and developed a stable, powerful virtual private network (VPN) over ADSL.

Sophisticated dealer network links sales, service, management

The e-On Web-based dealer network now in place encompasses distinct but integrated processes for the distributor, the dealers, and communications, with 18 Lotus Domino–based application modules that address sales, service, finance, general management and customer needs. The application modules share common information to ensure consistency across all business processes. For example, an overarching CRM application shares information with every process and creates a comprehensive view of all activities for each customer. Another application based on VINs compiles records of the activities associated with each car.

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The e-On RIX application package supports interactions among the application modules and helps ensure data confidentiality and integrity for each dealer's local activities and business. At the VPN level, the applications include a strong security and control procedure based on Lotus Domino access control lists. Data is segregated by organizational unit such as department or dealer, and most users can see only data related to their own company as controlled by the User Roles and the Hierarchical Security Level defined in e-On RIX.

The solution also incorporates IBM Lotus Sametime software for instant messaging and IBM Lotus Domino Everyplace software that gives mobile Lotus Notes and Domino users access to e-mail, calendars, to-do lists, directories and other applications from virtually anywhere, at any time.

Results meet and exceed expectations

Results have been transformative. Immediate online access to information streamlines execution of business processes; having a single, centralized source for all data helps eliminate confusion and simplify collaborative workflows. Data redundancy and inconsistencies are a thing of the past.

As a result of standardized, streamlined processes, forms and practices, NJT has reduced the turnaround time to deliver and fulfill a car order from 11 days to 7 days. As Moraitis attests, "There is no way dealers can make sales outside the e-On RIX system." It is now easy to enforce a "first come, first served" policy when a particular model is scare and dealers are competing for those available in the warehouse. And regardless of where customers go to purchase or maintain their vehicles, they can expect to receive the same high quality of service.

Moreover, central management of the system is radically reducing costs. The dealers, who formerly depended on contract IT support for their local system environments, are now supported by an IT staff of six at Nissan headquarters in Athens. This has resulted in an overall 69 percent reduction in dealers' IT costs. The ratio of IT costs to total sales across the extended enterprise is now just 0.21 percent, compared to averages of 1 percent and 4 percent for businesses in Greece and the United States, respectively.

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Planning for the future

Near-term plans for NJT include moving data storage from the Notes Storage Format (.nsf) to the IBM DB2® format to accommodate increasing volumes of data and acquire the capabilities of a relational database. Two new application modules are also in the works: one concerning stolen cars, and the other for managing test drives and vehicle replacements during customer car repairs. Asked if he is almost finished with creation of his dealer network, Moraitis replies, "No, I think there are some other places where we can grow bigger. New demands come in every day. The system is alive, it grows along with us."

For now, however, the NJT dealer network is providing a significant competitive advantage. "I believe we have one of the best systems in the world," says Moraitis. "It helps us not only to manage our business well, but to provide excellent service and additional benefits to our end customers."

For more information

For more information on IBM Lotus Notes and Domino, IBM Lotus Sametime and IBM Lotus Domino Everywhere, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/lotus

Niro gains easy access to information with IMAM and IBM Lotus Sametime

Overview

■ **The Challenge**

Because of the nature of its business, engineering design company Niro stores data in numerous repositories – including a Microsoft Dynamics AX ERP system, an Oracle document management system, and various IBM Lotus Domino databases. Accessing these data sources required client software and specialist knowledge, and it could be difficult for business users to get the information they needed, especially when they were out of the office.

■ **The Solution**

Niro deployed IMAM technology (www.imam.dk), an IBM Lotus Sametime solution from IBM Business Partner Semaphor (www.semaphor.dk). IMAM facilitates the creation of IM agents that can enable users to quickly query the company's databases and retrieve information via a simple Lotus Sametime interface.

■ **The Benefits**

IMAM can connect to almost any data source, which should eliminate the need for specialised client software and make it easier for users to access information. IMAM is designed to enable non-technical users to create IM agents quickly and easily, without any need for coding – Niro was able to set up three new IM agents on the day the solution went live. Lotus Sametime supports mobile devices, so Niro will be able to extend the solution to travelling sales teams.

> *"Creating robots in IMAM requires no programming knowledge at all. The solution provides a very simple, GUI-based process that non-technical staff can easily master – saving the cost of development and greatly increasing the speed of deployment."*
>
> Pernille Herold
> Lotus Notes Administrator
> Niro A/S

Niro A/S, part of the GEA Group, is a Danish company that specialises in the development, design and engineering of liquid and powder processing equipment for the manufacture of products in powder, granular or agglomerate form. Niro leads the GEA Group's Process Engineering Division, which employs 4,500 people in 50 countries; of these, around 500 work directly for Niro in Soeborg, Denmark.

The company relies on a number of key IT systems to support its operations. Microsoft Dynamics AX provides an ERP solution to handle supply chain management and production processes, while project documentation, drawings and blueprints are stored in an Oracle document management solution. In addition, the company uses a number of database-driven IBM Lotus Notes and Domino applications, as well as email and calendaring functions.

"With so many different data sources, it was becoming difficult for users to get access to all the information they needed," says Pernille Herold, Lotus Notes Administrator at Niro. "Most of the databases required client software, so users could not access the data they needed unless they were using a PC with the right software installed. Often, they had to ask their colleagues to get the information for

them, which was inefficient. Moreover, provisioning all the company's desktops and laptops with the latest client software was a headache for the IT department."

Finding a more flexible solution

Niro started looking for a solution that could provide a more flexible way to access its various data sources, and discovered IMAM (Instant Messaging Agent Manager), a solution for IBM Lotus Sametime from Semaphor, a Danish IBM Business Partner.

"IMAM is an application that integrates with Lotus Sametime and enables the design, execution and management of instant messaging agents, or chat robots," explains Tobias Fonsmark, Managing Director of Semaphor. "These agents can connect to almost any data source – JDBC/ODBC, XML, SQL, Lotus Domino, Google and so on – and extract information for the user."

Niro was already using Lotus Sametime 8 for presence awareness, instant messaging and Web conferencing, so the IMAM solution seemed an ideal way to maximise the value of its existing investment in the Sametime platform.

Pernille Herold comments: "All that our users need is a Lotus Sametime client; they use the simple interface to interact with the chat robots and request data from our databases. For example, we

have built a robot which enables users to check inventory in our Microsoft Dynamics AX ERP system – all the user has to do is type in a product code and the robot immediately queries the relevant database."

Niro has also designed IM agents that connect to the Oracle document management system and to the Lotus Notes and Domino calendaring system. The latter is particularly useful, enabling users to search the calendars of groups that they are not members of. They can simply type in the name of one of their colleagues and the agent will return a list of that person's appointments for that day.

Avoiding development costs

"IM agents for Lotus Sametime have been available for a while now, but building them always used to require expensive custom development work," says Pernille Herold. "By contrast, creating robots in IMAM requires no programming knowledge at all. The solution provides a very simple, GUI-based process that non-technical staff can easily master – saving the cost of development and greatly increasing the speed of deployment. In fact, on the same day that the solution went live, we were able to set up three new robots from scratch."

The simplicity of the IMAM solution means that Niro should be able to

design and deploy IM agents very rapidly in response to changing business needs. Instead of a lengthy development process, IMAM should reduce the lead time on the introduction of new functionalities to a matter of hours.

Niro's next step will be to leverage the mobile capabilities of Lotus Sametime by rolling out IMAM to users' mobile phones. The potential benefits of this rollout for the company's travelling sales teams are enormous – for example, it could enable them to check customer information, order status, current inventory and production scheduling even when they have no access to their PCs.

In the future, Niro also intends to extend the use of Lotus Sametime in other areas of the business – for example, by integrating the software with the company's IP telephony system.

"IMAM from Semaphor is an ingenious solution that leverages the simplicity and flexibility of Lotus Sametime to open up a world of possibilities for our business," concludes Pernille Herold. "With easier access to business data, our users and IT staff save time, and the ability to deploy new IM agents rapidly makes a significant improvement to our business agility."

"IMAM from Semaphor is an ingenious solution that leverages the simplicity and flexibility of Lotus Sametime to open up a world of possibilities for our business."

Pernille Herold
Lotus Notes Administrator
Niro A/S

IBM

Lotus software

Nutra-Flo drives global business with robust collaboration platform

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Overview

- **The Challenge**
  Relying on e-mail when working with teams around the world resulted in slow response times and version-control errors on business-critical documents

- **Why IBM?**
  IBM offers a robust, easy-to-manage collaboration platform that transforms the inbox into an integrated workspace and offers innovative team collaboration

- **The Solution**
  IBM® Lotus Notes®, Lotus® Domino® 8 and Lotus Sametime® software integrated with IBM Lotus Quickr™ team places creates a complete global collaboration environment

- **Key Benefits**
- Lotus Quickr team spaces help increase accuracy and efficiency by means of centralized document libraries and version control while reducing the impact of large attachments on e-mail systems
- Lotus Notes and Domino 8 collects collaborative applications in a single customizable interface and conveniently groups communications, helping to improve staff productivity
- Built-in RSS and blogging capabilities provide cutting-edge communication tools for richer, more timely information access and sharing
- Lotus Sametime instant messaging and Web conferencing help increase productivity

It's no secret that we are what we eat—but what about our crops and livestock? Since 1928, Iowa's Nutra-Flo Company has developed high-performance nutrients to make sure distributors, agridealers, farmers and ranchers around the world are feeding crops and animals only the best. Supported by continuous research, the company's cutting-edge products help its customers remain competitive in an ever-changing marketplace.

Although the company's Nutra-Flo Protein and Biotech Products division has a reputation for quality and innovation that extends around the world, its IT systems were ill-prepared for the demands of global business. "As a medium-sized company, IT wasn't a focus area beyond our own office,"

"With Lotus collaboration capabilities, we can better harness the value-added information that comes as a result of collaboration—and we can continue to stay on the cutting-edge of our industry."

—Eric Lohry
President
Nutra-Flo Company

Key Components

Software

- IBM Lotus Notes and Domino 8
- IBM Lotus Sametime
- IBM Lotus Quickr

"Lotus Notes and Domino 8 has given us affordable access to cutting-edge communication tools that previously fell outside our IT expertise."

–Eric Lohry
President
Nutra-Flo Company

explains Nutra-Flo President Eric Lohry. "But growing relationships with overseas distributors made it obvious that we needed tools that could help us turn partnerships into real collaboration."

Collaboration is especially critical to Nutraferma, the company's latest and most extensive joint venture. Nutra-Flo is working with Genebiotech, a Korean biotechnology firm, to create a high-tech soy facility in North Sioux City, Iowa—the first of its kind in the United States. "Relying on e-mail to communicate with the Asia Pacific region meant a lot of wasted time—they were asleep while we were awake and vice versa," says Lohry. "We needed to increase productivity with a more effective way to work with a dispersed team."

Nutra-Flo also found itself mired in document management challenges resulting from its new global project. Product registration issues and planning for the Nutraferma plant necessitated lengthy trips overseas and generated vast amounts of paperwork. "The volume of technical, construction, registration and sales information was overwhelming," says Lohry. "Without a central place to store, exchange and search these crucial documents, we risked version control issues and expensive project slowdowns."

Lotus Notes and Domino 8 fosters collaboration inside and outside the office

Lohry and his team saw an upgrade to Lotus Notes and Domino 8 software as an opportunity to give Nutra-Flo the latest tools for supporting global collaboration. Lotus Notes and Domino 8 can help Nutra-Flo staff work more productively, access information more easily and collaborate more effectively than ever before.

The Lotus Notes 8 client features a new customizable interface, which can boost productivity by giving Nutra-Flo team members access to many of the tools they need in one place. In addition to integrated instant messaging, the new release of Lotus Notes includes Lotus Symphony productivity tools for creating documents,

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spreadsheets and presentations. There is also tight integration with document management capabilities. Improved communications management allows users to group and quickly find all interactions with a given person, whether they occurred via e-mail, instant message, calendar entry or shared document. "The conversation threads add a whole new level of organization to my inbox," says Lohry. "Less time spent searching allows me to spend more time on action items."

With Lotus Notes and Domino 8 software, Nutra-Flo can now better support its workers regardless of location. Team members on the manufacturing plant floor or those who fly regularly to Asia Pacific, Europe or South America can use RIM BlackBerry mobile devices to access critical business information and stay in touch with head-quarters. "Beyond remote access to information, Lotus Notes 8 saves us time by allowing us to easily synchronize contacts from three different address books—a process that we used to do manually," adds Lohry. "I can now connect with my team from anywhere business takes me."

Web 2.0 features incorporated into Lotus Notes and Domino 8—including RSS feeds and blogs—offer Nutra-Flo employees cutting-edge communication tools for richer, more timely information access and sharing among teammates. In the future, Nutra-Flo could use these capabilities to better communicate with customers and partners. For the Nutraferma project, the company is using an internal blog to track project status; workers can simply read recent posts to get the latest news. Nutraferma is also syndicating the blog's content via RSS feeds, enabling team members to get updates automatically by subscribing to the feed and using the RSS reader built into the Lotus Notes client. The RSS feeds and internal blogs help eliminate mass mailings and the recipient list maintenance they require. "We easily customized the standard Lotus Domino blog template to create a unique communications tool, and we didn't need IT support to do it," says Lohry. "We've even extended that capability to external blogs that allow us to interact directly

"The conversation threads add a whole new level of organization to my inbox. Less time spent searching allows me to spend more time on action items."

–Eric Lohry
President
Nutra-Flo Company

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with customers outside our normal distribution channels. Lotus Notes and Domino 8 has given us affordable access to cutting-edge communication tools that previously fell outside our IT expertise."

Real-time communication enables close interaction for globally dispersed team

Lotus Notes 8 software features an integrated Lotus Sametime client for instant messaging and presence awareness, and licenses for the full Lotus Sametime product mean Nutra-Flo can take advantage of Lotus Sametime Web conferencing. With these capabilities, Nutra-Flo can stay in contact with its Korean partners without the time delay issues of e-mail and can communicate more effectively in between face-to-face meetings. Plus, instant messages are now saved within the e-mail data-base, so users can view chat histories from within the Lotus Notes 8 client.

"Instead of wasting time watching my inbox or leaving a voice mail, I can simply click to see if a team member is present online and then open an instant messaging session to connect," explains Lohry. "Plus, team members can carry this capability with them on mobile devices, so they can stay connected with colleagues via instant messaging even when in the field. For example, Sametime enabled me to check on production issues with the plant while I was on a recent trip to Thailand." With Lotus Sametime Web conferencing, Nutra-Flo can save travel costs to the Asia Pacific region. "Web conferencing allows us to stay in touch with partners around the world without being there in person, and owning this capability means we don't have to rely on an external service," says Lohry.

Lotus Quickr offers central global resource for critical documents

Nutra-Flo chose IBM Lotus Quickr software to centralize documents related to the Nutraferma project and facilitate easier management of international product reg-istration and shipping processes—while freeing information trapped in e-mail silos. Instead of e-mailing files back and forth or working from a local version on the desk-top, users store common files in Web-based Lotus Quickr software. Integration with

"Beyond remote access to information, Lotus Notes 8 saves us time by allowing us to easily synchronize contacts from three different address books—a process that we used to do manually. I can now connect with my team from anywhere business takes me."

> *–Eric Lohry*
> *President*
> *Nutra-Flo Company*

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> *"Lotus Quickr has been indispensable to the development of our global operations. We finally have a truly collaborative work environment."*
>
> *–Eric Lohry*
> *President*
> *Nutra-Flo Company*

Lotus Notes allows large e-mail attachments to be added directly from e-mail, which can then be replaced by links to materials in the Lotus Quickr content libraries that lead recipients directly to the most up-to-date file.

Now Nutra-Flo employees and partners can download and upload files on demand, rather than waiting for an employee or business partner to e-mail the files. This saves the company time while providing a secure method for retrieving documents. Eliminating large attachments can also help Nutra-Flo relieve the storage strain on e-mail systems and reduce the need to back up redundant documents spread across multiple inboxes.

Because Nutra-Flo team members around the world develop documents that can reach up to 30 revisions, adopting a more efficient data management system was a top concern. With Lotus Quickr software, team members no longer risk working on an incorrect version or losing progress in an e-mail mishap—comments and changes by the entire team are captured in a central location. "Lotus Quickr has been indispensable to the development of our global operations," says Lohry. "The Nutraferma project manager can post updated files from the construction site and partners in Korea can respond immediately. We finally have a truly collaborative work environment."

When connection speeds are slow or non-existent, work doesn't have to stop—Nutra-Flo team members can access Quickr content using Lotus Domino Off-Line Services technology. "I was recently able to use Quickr offline in an Asian customer's office to locate a presentation, which had been updated in the United States while I was asleep," says Lohry. "All I needed to do was grab my laptop and I was ready to show the most recent version of the file without needing to connect again."

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Key to supporting Nutra-Flo's global efforts, Lotus Quickr is easy to set up and extend to partners around the world. "In a matter of days, we had set up Lotus Quickr to help us deal with global product registration," says Lohry. "After sending simple instructions to a representative in China, we were up and running on the other side of the world—without IT support or any phone calls at all."

Expanded capacity for collaboration fuels global success

Ultimately, Lohry feels that Lotus software helps Nutra-Flo focus more on its core business: the research that will drive product development and growth at home and abroad. "We no longer have to worry about how we collaborate," he says. "With Lotus collaboration capabilities, we can better harness the value-added information that comes as a result of collaboration—and we can continue to stay on the cutting-edge of our industry."

For more information

For more information on IBM Lotus, IBM Lotus Sametime and IBM Lotus Quickr software, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/lotus

For more information on Nutra-Flo Protein and Biotech Products, visit nfprotein.com

IBM

Quintana Capital Group invests in Web presence with solution from IBM and Ixion

Quintana Capital Group, L.P. is a private equity fund based in Houston, Texas, with long-standing roots in the energy business. In 2006, the group formed Quintana Energy Partners, L.P, a new fund to make investments across the oil, natural gas, coal and power industries.

To give the overall energy industry and potential portfolio companies a useful tool about Quintana for the newly-formed fund, leaders turned to IBM and Ixion, L.L.C., an IBM Business Partner, to build a Web site complete with extranet portal for ongoing communication with investors.

The solution, designed and implemented by Ixion, uses the IBM WebSphere® Portal Express platform, IBM System i® and the Linux® operating system.

Now, with an updated communication infrastructure in place, the fund is able to manage information exchange quickly and easily and is well positioned for continued success. In addition, employee workload has been reduced.

"We're able to reach more people than we were able to previously and to provide more detailed, relevant information to fund participants," said Loren Soetenga, chief operating officer of Quintana Capital Group.

Quintana and Ixion credit IBM WebSphere Portal Express for a major role in the solution's success. "The simplicity of WebSphere Portal Express was one of our key decision drivers, and we've been impressed with how intuitive the software is to utilize," Soetenga said.

IBM WebSphere Portal Express provides collaboration, document management, Web content management, presence awareness and instant messaging in an easy-to-deploy solution. Built on open standards, the WebSphere Portal Express package includes Lotus® Sametime®, Lotus Web Content Management, Lotus Quickr™, DB2® Express and WebSphere Portlet Factory for application development.

With $650 million in capital commitments, Quintana Energy Partners was established to support

proven energy and power and service-oriented management teams looking to start or grow new companies. The fund was designed to explore a variety of investment ideas throughout the energy field -- from exploration to oilfield service, from coal to power opportunities.

As Quintana began building a portfolio of investments, management realized a Web presence would be critical for ongoing success. Prior to the Web site, all communication to industry groups and portfolio companies had been handled by phone, e-mail and face-to-face meetings.

"The simplicity of WebSphere Portal Express was one of our key decision drivers."

Loren Soetenga,
chief operating officer,
Quintana Capital Group, L.P.

"It was important to provide our potential investments with quick, easy access to professionally-presented information," Soetenga recalled. "We needed to modernize our information with a Web site, one that would be available 24/7. Just as importantly, we wanted to establish a long-term tool for communication with our investors."

Focused on fund operations for Quintana, Soetenga engaged Ixion to recommend and implement a solution. "Outsourcing the project allowed us to retain executive control without expending unnecessary effort," Soetenga said. "We needed an expert to guide us through the technology options and help us make informed decisions."

WebSphere Portal Express emerges as ideal platform

After conducting a joint needs assessment and further understanding the fund's goals, Ixion architects recommended IBM WebSphere Portal Express.

"Based on our experience with numerous platforms, we felt IBM WebSphere Portal Express was the ideal technology to help Quintana market its fund and establish an ongoing platform for communication," said Steven Gerhardt, client manager for Ixion L.L.C. "Not only is WebSphere easy to deploy and manage, but it's also scalable and can grow in lockstep with the fund. Combined with IBM's reliability and flexible pricing structure, it became the clear first choice."

With the platform selected, Ixion presented multiple design concepts to the Quintana team and began building the site.

"Our first objective was to design and deploy the Web site itself so Quintana could begin using it as a marketing tool," Gerhardt said. "Leveraging the power of WebSphere Portal Express, we knew we could easily deploy the portal extranet in a second phase."

In accordance with the project plan, the Quintana Capital Group Web site was launched in September 2007. The portal extranet was completed the following month.

Improved communication, reduced effort

The Web site, which contains essential company information available to all users, is complemented by the portal which offers qualified users secure access to specific financial data. Through a single sign-on, qualified users can view and download investment-specific data.

The portal replaces a cumbersome e-mail and spreadsheet process, and provides investors a consolidated view of critical financial documents. To add or update Web content, an administrator can simply copy and paste text into an authoring template and publish to selected site areas. The software includes built-in workflow capabilities so content can be routed for approval automatically before being published live on the site. The portal document manager tool is similarly structured for ease of management.

Ixion participates in IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve. Ixion is "optimized" in the energy and utilities industry, which means it has developed further specialization by optimizing its applications with IBM technologies, achieving success with its own solutions and other criteria.

Gerhardt said, "Being an IBM Business Partner and participating in IBM PartnerWorld Industry Networks have helped Ixion increase its business and improve our reputation for dependability, thoroughness and credibility. IBM provides us with

technical and marketing assistance that enhances our relationship with our customers."

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm**.com

For more information about ISV resources from IBM PartnerWorld, visit: **ibm**.com/partnerworld/industrynetworks

For more information about Ixion, L.L.C., visit: ixiononline.com

For more information about Quintana Capital Group, visit: www.qeplp.com

IBM

RACV teams with IBM Business Partner Synergy Plus to reduce costs and streamline business processes by revamping its intranet.

Overview
RACV Victoria, Australia www.racv.com.au
Industries • Associations, Insurance
Employees • 1,932
Products • IBM Workplace Forms
IBM Business Partner • Synergy Plus

RACV

"The solution . . . enables nontechnical staff to dynamically produce Web-based forms and surveys, and it also improves the responsiveness and accuracy of our call center staff."

—Megan Ballantyne, manager of staff communications and events, RACV

The Royal Automobile Club of Victoria (RACV) was established in December 1903 to promote the use and enjoyment of motor vehicles. Today, it is a multifaceted organization offering a diverse range of products and services to its members and customers.

Challenge

RACV's call center staff conducts a large volume of form-based surveys for its members. When the company decided to redevelop its intranet site, RACV opted to improve the processes surrounding the creation of business forms, surveys and related data analysis by enabling its business areas to produce their own. It had been using an in-house resource with limited availability or outsourcing the development of its forms, but this strategy had led to delays, higher costs and an inconsistant appearance of the forms.

Solution

RACV teamed with IBM Premier Business Partner Synergy Plus to implement IBM Workplace Forms™ software as part of a total intranet platform upgrade. Synergy Plus deployed the solution leveraging the client's existing infrastructure, which helped to avoid costs, and it enhanced the Workplace Forms platform to allow business users to design, create and deploy their own forms in a controlled and consistent manner.

The solution also provides easy integration with portal technology, which will help the company prepare for future development of its intranet.

Benefits

• Reduces costs by eliminating the need to outsource the production of forms

• Provides a consistent appearance for all of the company's forms

• Improves data analysis through increased visibility

• Helps the company prepare for future intranet development

IBM®

Revision 88 facilitates compliance with complex auditing regulations using Revimentor and IBM Lotus technologies

Overview

■ **The Challenge**

In response to an increasingly complex and rigorous regulatory environment, Danish chartered accountancy firm Revision 88 needed a quality management solution to help ensure compliance during audits of its clients' businesses.

■ **The Solution**

Revision 88 implemented a solution from Revimentor (www.revimentor.dk), an IBM Business Partner, which provides advanced quality control and document management for the audit process. The solution is built on the company's existing IBM Lotus Notes and Domino 7 platform and combines information extracted from the company's email environment with letters, telephone logs and other documentation.

■ **The Benefits**

Inbuilt workflows and checklists make it easier to keep track of vital documentation, replacing paper-based processes and saving time and effort. The Revimentor solution provides a single repository for all information and interactions related to each client, including fully integrated content from the Lotus Notes and Domino email and calendaring system. With a single source for all client information, Revision 88 staff should find it easier to collaborate with each other on specific client accounts, and should also interact more successfully with other firms in its group.

"By leveraging the powerful email and collaboration features of IBM Lotus Notes and Domino, Revimentor helps us work smarter, both within Revision 88 and across the entire Danrevi group."

Michael Fedder Jensen
Chartered Accountant
Revision 88

Revision 88, based in Esbjerg, Denmark, is one of eleven chartered accountancy firms in the Danrevi Group. The group employs 110 people.

An important part of the company's business comes from auditing the accounts of its clients – and auditing regulations in Denmark are becoming increasingly complex and rigorous. Michael Fedder Jensen, a chartered accountant at Revision 88, explains:

"One of the main challenges in auditing is to comply with the Danish government regulations in terms of quality control. This became compulsory in 2002, and the regulations have been revised numerous times since then. It used to be possible to keep track of the required information using paper-based processes, but the situation is now so complex that this is practically impossible. We needed an IT solution that would help us to stay in control."

Selecting a solution

Revision 88 realised that its existing IBM Lotus Notes and Domino environment could provide an ideal platform for a workflow-based quality control system, and began to evaluate applications from various suppliers. Ultimately, the company chose a solution called Revimentor, developed by an IBM Business Partner of the same name.

"Although there are several Lotus Notes and Domino-based solutions on the market that are designed to help auditors with compliance, we soon discovered that Revimentor was the most sophisticated," says Michael Fedder Jensen. "The Revimentor team includes a number of accountants and auditors, so the solution is always kept up-to-date with the latest regulations. Other vendors just couldn't offer the same level of experience and industry knowledge; only Revimentor gave us confidence that it could deliver what we needed."

Compliance and collaboration

Revimentor gathers and integrates data from a number of sources, including IBM Lotus Notes and Domino. It captures and stores emails, letters, phone-call records and other documentation on a client-by-client basis, providing a single repository for all customer-related data. It also provides workflows and check-lists that help Revision 88 ensure that it has followed all the procedures necessary for compliance.

"Revimentor provides a simple, single view of all our interactions with each of our clients – which not only helps us with compliance, but also

makes it easier for us to collaborate within the organisation," explains Michael Fedder Jensen. "If one of our accountants is sick or on holiday, it is relatively easy for someone else to take over their clients until they return, because all the information is stored in the system, not in people's heads."

Moreover, because of the tight integration between Revimentor and IBM Lotus Notes and Domino, Revision 88 can create letters and emails that are pre-populated with data from the customer database – saving more time for employees.

Cooperation across the entire Danrevi group should be easier to manage too. Michael Fedder Jensen gives an example:

"If we are organising an event that other Danrevi companies could benefit from, we can simply replicate the relevant information and documents from Revimentor across to their Lotus Domino servers. Equally, we can check the calendars of every employee in the group, so collaboration is made much easier."

Efficient and sophisticated solution
By eliminating the old paper-based processes and providing simple, efficient workflows for quality management and compliance,

Revimentor has reduced the amount of time Revision 88's employees need to spend on low-level administration tasks – increasing their availability for customer-facing roles.

"It is difficult to put a figure on the amount of time that Revimentor saves us, because without it we would probably need to spend almost all of our time on compliance issues," says Michael Fedder Jensen. "The solution has become absolutely vital to our business, and it is improving all the time. Because the Revimentor team are auditors themselves, they understand how to adapt their software to new regulations and keep the processes simple – providing an efficient and sophisticated solution for document management and quality control.

"Finally, by leveraging the powerful email and collaboration features of IBM Lotus Notes and Domino, Revimentor helps us work smarter, both within Revision 88 and across the entire Danrevi group."

"It is difficult to put a figure on the amount of time that Revimentor saves us, because without it we would probably need to spend almost all of our time on compliance issues."

Michael Fedder Jensen
Chartered Accountant
Revision 88

IBM ®

IBM

Shakespeare Squared streamlines processes, improves communication, increases profitability with CRM solution from IBM and Catwalk Consulting

A growth rate of more than 800 percent in its first three years is a remarkable accomplishment for any young company – and that's exactly what Shakespeare Squared experienced after its inception in 2003.

A full-service educational company, Shakespeare Squared creates textbooks, lesson plans and Web sites for textbook and trade book publishers. It is now a multi-million dollar company with 30 full-time employees at its headquarters in Glenview, Illinois, and a network of more than 500 freelance writers, editors and educators.

But even success can have a downside. As quickly as its business increased, Shakespeare Squared began to outgrow the mostly manual processes it used to track and manage projects, writers and assets.

Using a cumbersome mix of Microsoft® Exchange, SharePoint® and Excel® applications, employees were spending an inordinate amount of time working on bid processing and managing projects and documentation. Communications were falling through

the cracks, and Shakespeare Squared was in danger of having more business than it could handle.

Kim Kleeman, president and chief executive officer of Shakespeare Squared, said her management team was "screaming for a more automated, integrated process."

In January 2008, after a year of researching more efficient, effective ways to handle its business, Shakespeare Square decided on a customer relationship management (CRM) solution from IBM and Catwalk Consulting, an Advanced IBM Business Partner.

It was the only proposal that met the diverse set of requirements. Powered by IBM Lotus® Notes®/Domino® 8.0 collaboration software, the solution included an IBM System x™ 3650 server with DB2® Universal Database™. The core Catwalk CRM solution was enhanced with custom modules for contact, bid and project management, along with a writer resume tracking system developed specifically for Shakespeare Squared.

IBM Business Partner:
Catwalk Consulting
Catwalk Consulting provides management consulting, project planning, business systems analysis, application development and training to help small and medium-sized customers bridge the gaps between their business and technology needs. Catwalk is headquartered in Schaumburg, Illinois.

CATWALK CONSULTING

Kleeman said the security of the IBM platform and its ability to combine personal computers and Macintosh workstations across a vast network of remote workers, along with flexible payment options provided through IBM Global Financing, helped seal the deal.

Catwalk listened

Angelika Coghlan, president and managing partner of Catwalk, founded her company on the premise

"Shakespeare Squared would not have been able to take on any new clients or new projects without the implementation of this solution."

Kim Kleeman,
president and CEO,
Shakespeare Squared

that technology consulting should be one of human interaction, not a one-size-fits-all process. Kleeman was particularly impressed with how the Catwalk account team took the time to truly listen to her and her staff as they described the challenges and goals.

"They examined each of our processes to gain a thorough understanding of what we were doing and what we wanted to achieve. With their help, we were able to identify what was working, and what wasn't to streamline our processes," Kleeman said.

Immediate improvements

The solution was fully implemented in July 2008 and, with training provided by Catwalk, Shakespeare Squared employees came quickly up to speed. "The improvements for our business were immediate and substantial," Kleeman said. "Shakespeare Squared would not have been able to take on any new clients or new projects without the implementation of this solution," she noted.

Where different groups on the same project once worked separately, information now flows seamlessly and securely to all. Anyone with granted authority can access current information and check the status of each aspect of a project at any time.

This is especially important for the finance department, which needed checkpoint capabilities to support billing procedures that begin when projects are 25 to 50 percent completed. The system also allows adjustments to be made along the way, instead of waiting until the end of a project and looking back to see where money could have been saved.

What Kleeman described as a "needle in a haystack" method is now an organized contact management system, providing easy access not just to information about individuals, but to

the hierarchy and corporate structure of each customer. With the new writer resume system, project managers can easily identify the people who have the right skills for each project, check their availability and select alternate writers for backup.

The Catwalk bid management system simplified bidding procedures, eliminating more than a dozen steps from the previous process. Now Shakespeare Squared can track past bids, reuse pricing and other pertinent information, compensate for unknown variables and bid out projects more closely than ever before. Kleeman said that this ability has increased profitability and enabled her team to handle about 50 percent more bids than before with faster payback for their efforts.

While Shakespeare Squared's old calendar system was confusing to the staff, communications are now greatly improved with Lotus Notes e-mail, calendar capability and Sametime instant messaging.

Co-funded marketing event yields new business

Catwalk participates in IBM PartnerWorld® Industry Networks, where it is "optimized" in the retail industry. That means that Catwalk has optimized its applications with IBM technologies, achieving success with its own solutions and other criteria.

It also means that Catwalk is eligible to use a special set of go-to-market benefits, such as the client events package, which Catwalk used to co-host live customer meetings at the IBM Innovation Center in Chicago. That's where Catwalk and Shakespeare Squared first connected, leading to this successful implementation of the Catwalk and IBM solution.

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm**.com

For more information about ISV resources from IBM PartnerWorld, visit: **ibm**.com/partnerworld/industrynetworks

To learn more about Catwalk Consulting,visit: catwalkconsulting.com

To learn more about Shakespeare Squared, visit: shakespearesquared.com

IntelliGlobe and IBM solution helps a small Danish company that produces and sells cleaning products to increase its business

When a company goes through a major information technology upgrade, it's not unheard of for a few brief glitches to crop up before everything settles down.

But for Simi A/S, a Danish company that produces and sells cleaning products, an upgrade gone wrong was "a yearlong nightmare," said Gregers Bisgaard, sales manager at Simi.

"For example," he recounted, "our sales representatives would enter data in the morning, and it would disappear by noon. We were losing data because of the method of synchronization in the system. It was totally wrong and we had to make a change," Bisgaard said.

Simi A/S dropped Microsoft® and saved money by turning to IBM and IntelilGlobe, an IBM Business Partner, whose software is based on IBM Lotus® Notes® and Lotus Domino®. The solution for Simi A/S included the IntelliGlobe Customer Relationship Management Solution (CRM), IBM Lotus Notes, Lotus Domino and IBM iSeries® and xSeries® servers.

Simi needed a sure upgrade in short timeframe

Beyond needing to correct what was wrong with the previous system, Simi wanted its managers to have the latest information on sales but not to spread that information too widely for fear it might get into the hands of a competitor. And, given the ongoing problems with the prior installation, Simi needed a quick solution to get out from under an intolerable situation.

Bisgaard said he had known of the reputation of Lotus Notes, and a friend recommended he contact IntelliGlobe. The friend was right.

"A month after we signed the deal with IntelliGlobe, we were up and running with only a few requirements not implemented, and they were implemented shortly," Bisgaard said.

The benefits for Simi A/S and its employees have been exceptional.

Sales people, often working remotely, can respond quickly to customer

IntelliGlobe

requests. They can enter new orders and check the status of orders immediately. Simi A/S managers have real-time information about financial information, particularly sales and delivery. And, there is no need for a full-time IT person.

IntelliGlobe replaced the malfunctioning system and added new features. These included the CRM that was easily integrated with the existing finance system running on an IBM iSeries.

"Frankly, we couldn't have grown as rapidly as we have without the IBM and IntelliGlobe solution."

Gregers Bisgaard,
sales manager,
Simi A/S

With IBM Lotus Notes and Lotus Domino, plus the IntelliGlobe CRM Solution, Simi A/S manages all customer data in its finance system running on an iSeries server," Bisgaard said. All the CRM data and back-office information are managed from smaller xSeries servers, he said.

"Because of the IBM and IntelliGlobe solution, when one of our sales people sits down with a customer, he has all of that customer's information on his laptop. As he works with the customer, he can enter new orders and check on the status of previous orders. What all this means is our company can respond faster to customer requests," Bisgaard explained.

"The laptop also gives the sales representative immediate access to other business information such as sales statistics, meetings, correspondence and documents -— regardless of where he's located. Each morning he just has to replicate his Lotus Notes system with our in-house servers," he said.

"At the same time, in headquarters, we can see all the data and know what our sales people are doing," Bisgaard continued.

Customer service improves

Bisgaard cited another advantage. "Customers get very professional service because they can contact the Simi order desk and find out exactly what they've discussed and agreed to with the sales representatives," he said.

Simi A/S has 15 employees. The company is headquartered in Farum, Denmark, and serves about 6,000 customers and prospects with a database covering millions of transactions. "Frankly, we couldn't have grown as rapidly as we have without the IBM and IntelliGlobe solution," Bisgaard said.

"By choosing IBM, we don't need a full-time IT person running around to make sure our servers are up and working properly."

Partnership with IBM 'most beneficial'

Alon Ekelund, a partner in IntelliGlobe, said Simi A/S managers tell him the company has experienced improvements in "buying behavior, sales opportunities, contacts, customer interests and customer satisfaction." He attributes that to the solution being "user friendly and easy to navigate, so there's no need for extensive training."

Another advantage is cost savings. "They saved money by completely eliminating the expense of their previous software supplier. They dropped Microsoft for Lotus," Ekelund said.

IntelliGlobe participates in IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve. IntelliGlobe is "optimized" in the manufacturing industry, which means it has developed further specialization by optimizing its applications with IBM technologies, achieving success with its own solutions and other criteria.

"The association with IBM has been most beneficial to us," Ekelund said, "especially the joint marketing campaigns we run. It's hard to find a better partner." IBM has provided IntelliGlobe with solid sales leads, Ekelund said.

"We're pleased with the number of solid leads we've received from IBM. For example, IBM gave us the lead on our sale to a company that makes products such as membrane switches, silicon keyboards and front panels and sells

them throughout Western Europe, North America and Scandinavia."

For more information

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IBM

Sirius Computer Solutions reduces costs, boosts satisfaction through IP Telephony from IBM and 3Com

3COM

When a product enables a company to slash the costs of a core business operation by 95 percent while also improving user satisfaction, that product will get noticed. Sirius Computer Solutions realized those efficiencies after discarding its stand-alone voice telecom system and replacing it with an Internet-protocol (IP) telephony solution that met the company's data as well as voice needs.

Sirius, which is itself a nationwide IT solutions provider, began its search for an IP telephony solution in 2006. That was when company leaders realized that the company's voice infrastructure, based on multiple Windows/Intel processor-based servers with a private-branch-exchange (PBX) application on each, was becoming too difficult and too expensive to manage.

Sirius wanted a unified messaging solution, one that could be centrally managed and support the full range of collaborative applications — email, instant messaging and other Web-based communications — as well as advanced voice services.

Mulling the choice

IP telephony would fill the bill, but there were many competing offerings, so which one to choose? After several months of analysis under the direction of its vice president of information technology, Tony Tomasi, Sirius went with the IBM System i™ for IP Telephony Solution — a joint development of IBM and 3Com Corporation, a Premier IBM Business Partner.

The selection rested on three main factors, Tomasi said. "First, we're not that big an enterprise [Sirius has about 700 employees nationwide], therefore price was key. We didn't want to pay for features we would never use, so it was nice that the IBM and 3Com solution allowed us to select features and functions on an a la carte basis."

Second, he said, "The System i is a super-robust platform; and it was already providing great support for our instant messaging and email applications" — Lotus® Sametime® and Lotus Notes®, respectively.

Tomasi explained, "We'd been using Notes and Sametime for years and found them to be tops in capabilities, performance and security. We also liked that 3Com was a pioneer in the open-standard IP telephony technology known as session initiation protocol (SIP), which would open the door to an array of new collaboration capabilities."

Third, he said, "IBM and 3Com are fully committed to open source computing, and their technologies are fully time-tested in resilience, availability and reliability."

> *"IBM and 3Com are fully committed to open source computing, and their technologies are fully time-tested in resilience, availability and reliability."*
>
> Tony Tomasi,
> vice president,
> information technology,
> Sirius Computer Solutions

Full redundancy

Implementation at Sirius, also a Premier IBM Business Partner, began in August 2007, with operational cutover starting in October 2007 and finishing in March 2008. Basic components consist of the Linux® operating system running on an IBM POWER™ server Model 520 (IBM POWER being the newest generation of IBM mid-range server, bringing both System i™ and System p™ capabilities together) situated at Sirius headquarters in San Antonio, Texas; a second Linux operating system on IBM POWER 520 at a different location for redundancy and backup; the 3Com IP telephony suite known as VCX; and the latest version (Version 8) of Lotus Sametime and Notes.

At the same time, Sirius was starting to roll out Lotus Connections and Lotus Quickr™, both of which bring new social-networking tools to the collaboration mix, Tomasi said.

Benefits were quickly realized:

- Whereas it had been taking 15 man-hours per month to manage and maintain a separate PBX in each of 11 regional offices and headquarters — for a total of 165 hours — the time fell to five hours per month for the whole network, a better than 95 percent reduction

- Costs for meeting all of the telecommunications needs for small-office or home-office locations were down 30 percent

- Bringing more business functions into the IBM Power server was a significant leveraging of earlier investments in the System i, with an anticipated return on investment of nine months

- Introduction of full redundancy and failover backup across the enterprise brought enormous improvements in network reliability, availability, resilience, and scalability.

Customer satisfaction?

And what about customer satisfaction? That question was answered by one of Tomasi's internal customers, Sue Griffin, corporate communications manager. "What's amazing," she said, "is the simplicity of using this, the ease and speed of getting a new user up and running with all the necessary communications tools, wherever the user may be. It's terrific, and we're just starting to understand all the benefits."

3Com participates in IBM PartnerWorld® Industry Networks (PWIN), which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve. 3Com is "optimized" in the telecommunications industry, which means it has developed further specialization by optimizing its applications with IBM technologies, achieving success with its own solutions and other criteria.

"The IP telephony solution on System i shows how effective PartnerWorld Industry Networks can be," said John Tsang, 3Com senior director for business development with IBM. "As a program for solutions developers like 3Com, Industry Networks is best-in-class in helping us drive awareness to some of our key offerings."

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: **ibm**.com

For more information about ISV resources from IBM PartnerWorld, visit: **ibm**.com/partnerworld/ industrynetworks

For more about 3Com Corporation and its products and services, visit: 3com.com

For more about Sirius Computer Solutions, visit: siriuscom.com

IBM

Australian Social Security Appeals Tribunal streamlines business processes using IBM Lotus collaboration tools

Social Security Appeals Tribunal

"Together, Lotus and WebSphere Portal offer us collaboration that helps us spend more time serving our clients."

—*Greig Morris*
  Information Technology
  Business Manager
  Social Security Appeals Tribunal

The Australian Social Security Appeals Tribunal (SSAT) reviews administrative decisions made under social security, family assistance law and child support legislation.

Challenge

The SSAT members and staff require access to a wide range of resources—including e-mail, calendaring, electronic documents and records and workflows—regardless of a user's physical location. The organization also needed a high level of consistency and quality in its decision-making processes, which were hampered by inefficient distribution of information and decentralized electronic and paper-based resources.

Solution

With assistance from IBM Business Partners e-Centric, Hyperware Consulting and Preemptive Consulting, SSAT developed an employee and member portal based on IBM WebSphere Portal Enable.

The SSAT Portal provides role-based access to internal business systems, content repositories and discussion forums via the Web. By logging on, employees and members can access e-mail, calendar appointments and reference information to assist in decision-making processes. Users can search the SSAT corporate directory for contact information, and the organization plans to support internal collaboration with IBM Lotus Quickr software.

SSAT uses IBM Lotus Notes software as its primary e-mail and messaging solution, which can be accessed through the SSAT Portal via IBM Lotus Domino Web Access. IBM WebSphere Portlet Factory helped ease the creation of portal functionality by enabling SSAT to develop portlets to existing Lotus Domino applications and surface them through the SSAT Portal. The portal also harnesses IBM Lotus Sametime presence awareness and instant message capabilities to allow users to see and connect with other employees and members who are logged onto the network.

Benefits

- The SSAT Portal allows the organization to quickly standardize key business processes and implement a range of capabilities that enable a more collaborative approach to business processes

- The easy-to-manage solution provides quick access to agency information and applications, including e-mail, databases, electronic documents and records, workflow forms and more

- The SSAT Portal will provide timely information and improved accessibility to electronic resources for all tribunal members to assist in the decision-making process

IBM

Telenor pioneers a new way to bring the benefits of RFID to small and mid-sized companies.

Overview

■ **Business Challenge**

Intent on expanding its revenue base with high-value services, Norway-based Telenor set its sights on the fast-growing market for "machine-to-machine" (M2M) services, targeting small and mid-sized businesses for whom M2M have been out of reach due to cost and complexity, as well as larger enterprises looking for a low-cost, entry-level M2M solution.

■ **Solution**

Telenor teamed with IBM to create the first-ever hosted M2M offering. By creating a flexible, low-cost shared services platform, Telenor has drastically expanded the number of companies that can make a strong business case for offering M2M.

■ **Key Benefits**

• *Increased wireless traffic over Telenor's network*

• *A new revenue stream for Telenor, leading to higher average revenue per user (ARPU)*

• *Enhanced ability to leverage the growth of M2M and move up the wireless value chain*

• *Improved ability to penetrate the small and mid-sized business market*

Headquartered in Fornebu, Norway, Telenor is emerging as one of the world's fastest growing providers of mobile communications services, with approximately 130 million subscribers spread over 12 countries in Scandinavia, eastern Europe and Asia. Telenor also has a strong position in the growing Scandinavian market for broadband services and is the largest provider of television and broadcast services in the Nordic region.

For providers of telecom services, intense competition has become a way of life. One of the biggest challenges they face is the need to establish a solid foundation for future revenue growth. While traditional voice service still represents the primary component of average revenue per user (ARPU) for the industry as a whole, voice is rapidly becoming a commodity service and the epicenter of aggressive price competition between providers. Thus, even as user volume rises, the "treadmill effect" of falling prices is making it increasingly difficult for providers to increase ARPU.

"By enabling us to be the first Nordic telecom service provider to offer a hosted M2M service, IBM has helped us to open a new door for the rapid growth of the market."

– Rolv-Erik Spilling, manager, Telenor Business Norway

A new business model opens a new market opportunity for RFID

Business Benefits

- Increased wireless traffic over Telenor's network

- A new revenue stream for Telenor, leading to higher average revenue per user

- Enhanced ability to leverage the growth of M2M and move up the wireless value chain

- Improved ability to penetrate the small and mid-sized business market

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"We looked at IBM's thought leadership in RFID – as well as its clear ambitions in this field – and we concluded that it was a good opportunity to partner with the best in the industry."

– Rolv-Erik Spilling

That's just one dimension of a deeper strategic imperative of telecom providers, namely that they carve out a sustainable role for themselves in an increasingly complex and diverse services environment.

Moving up the chain

This is especially true in the realm of wireless communications, which has witnessed an explosion in the number and variety of services around messaging, music, video and gaming – to name a few. An important underpinning of this growth has been the efficient, reliable and affordable transport services that telecom service providers have been able to deliver over their networks. However, when it comes to future growth and profitability, most providers see the need to move beyond their role as a "pipe" in the services ecosystem and move up the value chain. This goal is perhaps the biggest reason providers are investing billions to build next-generation networks through which they can add value and thus extract a greater piece of the growing service pie. But they also realize that technology change is only half of the formula for success. The other half is a change in mindset, with service providers energized to find new opportunities and apply innovative approaches to capitalizing on them. Telenor (www.telenor.com), a diversified provider based in Norway, is showing how such an approach can fuel rapid growth and success in today's global telecom market.

Telenor's aggressive pursuit of opportunity has been most evident in the mobile communications arena, where it serves an estimated 130 million subscribers worldwide. It's seen in the company's expansion into a number of rapidly growing markets in eastern Europe and Asia. Another recently seen facet of the company's vibrant growth strategy – and the focus of this story – is Telenor's first-of-a-kind initiative aimed at developing the market for "machine to machine" (M2M) communications, which is expected to be among the fastest-growing wireless applications.

The main thrust of M2M communications is the use of RFID tags and sensors to track and monitor dispersed assets without human intervention. Some key uses of M2M include the tracking of shipments in transit, tracking vehicles within fleets and tracking inventory as it moves through a supply chain. The data captured by M2M systems range from basic geographic location (such as ensuring that a high-value shipping container is where it's supposed to be) to more parametric data such as temperature (such as ensuring that a perishable shipment stays continuously within a prescribed temperature range).

Because of the cost and complexity of deploying M2M solutions, adoption has been mainly focused within larger companies, which are more likely to have the resources to build and manage the stand-alone solutions that typify M2M today.

Fresh thinking on M2M

Telenor's insight was that many small and medium-size businesses in the same vertical segments driving large-company M2M adoption – transportation, utilities and retail, for instance – also have a compelling need for M2M capabilities, but lack the resources and in-house expertise required to make it happen. On paper, offering M2M as a managed service held the promise of overcoming these barriers, and, in so doing, unlocking a huge new source of revenue potential. This is amplified by the high probability that the European Union will issue new rules that require companies to improve their ability to track the conditions of perishable shipments while in transit.

To realize this potential, Telenor faced the technical challenge of taking what has traditionally been a custom, stand-alone solution and reincarnating it as a flexible, shared-services platform. In addition to the strong security that is critical to M2M, Telenor also needed to make the system easy enough to use for small and mid-sized companies with lean IT departments. More fundamental was the need to develop a viable go-to-market strategy and business model for what would be a truly first-of-a-kind offering.

IBM's key contribution was the design and development of a shared-service M2M platform that employs SOA features at its core. To accommodate a variety of customers and needs, the IBM La Gaude European Business Solution Center (EBSC) designed the M2M solution for maximum flexibility and versatility. This refers to the ability to gather remote sensing data from a variety of different sources (including – but not limited to – RFID), as well as to make that data accessible to other parts of the solution for purposes of business process automation, reporting and sharing. This role is played by IBM WebSphere® Enterprise Service Bus, which provides a simplified integration layer for sharing data between applications and services in the solution.

For example, in the case of a customer using RFID-based sensing, the solution uses IBM WebSphere RFID Premises Server to collect and filter RFID data from remote sites. From that point, the data can be used to trigger automated business process events through IBM WebSphere Process Server (also connected via WebSphere Enterprise Service Bus), or can be made available to IBM WebSphere Portal to generate customer reports on demand. The solution relies on Tivoli® Monitoring Server and Tivoli Enterprise Portal for end-to-end monitoring and runs on IBM System x™ servers, chosen for their inherent scalability.

Key Components

Software

- IBM WebSphere Enterprise Service Bus
- IBM WebSphere RFID Premises Server
- IBM WebSphere Process Server
- IBM WebSphere Application Server
- IBM WebSphere Portal
- IBM Tivoli Monitoring Server
- IBM Tivoli Enterprise Portal Server

Servers

- IBM System x

Services

- IBM Global Business Services
- IBM Global Technology Services – Integrated Communications Services
- IBM La Gaude EBSC

Business Partner

- Intermec

Timeframe

- Design and implementation: 4 months

Why it matters

Determined to move up the telecom value chain, Nordic wireless giant Telenor teamed with IBM to create a new, hosted business model to deliver RFID-based asset management capabilities to the largely untapped small and medium-sized business segment. By simplifying and standardizing "machine-to-machine" applications, this new model promises to speed up the adoption of M2M by all segments.

The customer engagement model developed by Telenor and IBM is a model of collaboration. Before a new customer is brought on board the hosted M2M solution, IBM Global Business Services conducts a thorough business process audit to ensure that the customer's processes are optimally configured to get the most out of the solution. The installation of wireless equipment at the customer premises is performed by IBM Global Technology Services, while Telenor personnel are responsible for integrating remote wireless devices back to the host platform. IBM Global Technology Services also performs integration as needed to generate custom reports (such as temperature readings for perishable products) or to automate processes (such as triggering alerts when temperatures go out of range).

M2M for the masses

The notion that M2M services can improve a company's supply-chain transparency, decision-making and process optimization – to name just a few – is beyond doubt, and a big reason it's projected to grow faster than any other wireless service. But before Telenor and IBM broke ground with a hosted M2M offering, it was also beyond the reach of most companies due to cost and complexity. What changed this formula was fresh thinking all around. IBM technology, expertise and access to strong wireless partners enabled Telenor to create a new business model for offering M2M services. By the same token, Telenor's strategic vision ultimately promises to change the business case for companies seeking the benefits that M2M technologies have to offer.

Rolv-Erik Spilling, manager of Telenor Business Norway, sees the success of the M2M initiative as a testament to Telenor's strategic vision and to IBM's track record of helping to translate bold visions into solid businesses. "By enabling us to be the first Nordic provider to offer a hosted M2M service, IBM has helped us to open a new door for the rapid growth of the market."

For more information

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IBM Business Partner

The Sydney Diocese of The Anglican Church of Australia spreads the word with the help of IBM® Lotus collaboration tools

Overview

■ *Problem*

The Sydney Diocesan Secretariat (SDS), was looking for a communications solution to help it send and receive vast amounts of information across a large and geographically distributed organisation.

■ *Solution*

IBM Premier Business Partner ISW recommended IBM's collaboration tools including Lotus Notes and Domino version 8, Lotus Sametime and Lotus Quickr to build a Unified Communications Strategy embracing Web 2.0 tools and increased collaborative capabilities throughout the organisation.

■ *Benefits*

SDS now boasts a state of the art web-based communications infrastructure capable of supporting applications such as, Diocesan Business Management Dashboards, web based accounting, Parish & Clergy Management Systems, online sermons, web casting, social networks and mobile messaging. Consequently, communications and information sharing both internally and externally have been radically improved.

ISW

About the Diocese of Sydney, Anglican Church of Australia

The Sydney Diocesan Secretariat (SDS), part of the Anglican Church of Australia is the central administrative organisation of the Anglican Church in the Diocese of Sydney, supporting a extensive number of independent Anglican organisations including parish churches, Independent and local schools, Anglican Retirement Villages and Anglican Youthworks just to name a few. With over 1,000,000 parishioners and 4,000 employees in the Sydney Diocese alone, not to mention its thousands of customers,

SDS is the body corporate of the Anglican Church in Australia. Its main function is to provide administrative, secretarial and accounting services to the Diocese's governing body "the Synod", as well as supporting many of the Anglican Church's diocesan entities including over 280 Parishes, 53 schools, two universities, 13 retirement villages and 12 hospices.

More importantly in providing these services SDS is dedicated to protecting the Diocesan Endowment (Financial, Property and Investments) while serving the front-line parish community in spreading the Gospel.

Bringing Everyone Together

From the outset, George Lymbers, CIO for SDS and IBM business partner ISW identified one main objective; improving communication across the Diocese in order to empower its users to spread the Christian faith and run its business operations more cost effectively and efficiently.

Secondary to this were a number of other objectives such as a desire to obtain cost savings, enhance productivity and achieve a growing need for organisational compliance within the Diocese. There was also a recognition that the latest web 2.0 collaboration technologies such as instant messaging and social networking, as well as the ability to effectively reach mobile users, were 'must-have' tools in order to attract and retain generation X and Y within the Anglican Church; as students, employees and followers.

"Many of the people we reach out to in our community, such as the young people who participate in our youth programmes, use a mobile phone as the primary way to communicate. If we want to attract and retain these young people in the Anglican Church we need to communicate with them in the ways they understand and respond to," said George Lymbers, CIO of SDS.

From an operational perspective, managing communications and information systems across multiple geographically disparate organisations, incorporating operations from schools to respite homes to youth services, was proving challenging. Over the years information silos had developed and each organisation had adopted its own technology tools, resulting in a mix of technologies from a variety of different vendors. Not only was

this not cost effective it was also exceedingly difficult for Lymbers and his team to manage the organisation's IT infrastructure. Lymbers commented, "The Diocese lacked an integrated information strategy, which meant we had no standardised approach to things like web portals or collaboration tools. On further examination we could see that information sharing was being hindered and that other information and business processes were being duplicated. We urgently needed to take action."

"Many of the people we reach out to in our community, such as the young people who participate in our youth programmes, use a mobile phone as the primary way to communicate. If we want to attract and retain these young people in the Anglican Church we need to communicate with them in the ways they understand and respond to."

- George Lymbers, CIO of SDS

A Unified Communications Strategy

SDS engaged IBM Premier Partner ISW to help perform a communications review, and to help develop a strategic plan to address some of the challenges it was facing.

With extensive use of Lotus Notes 8 already embedded throughout the organisation, SDS and ISW decided to standardise on an IBM collaboration platform utilising IBM middleware and Lotus technologies, integrated with Cisco's collaboration platform. These technologies would enable the Diocese to embark upon an ambitious unified communications journey - IBM Lotus collaboration tools including Lotus Notes 8.0 and Domino email, Lotus Sametime instant messaging and web conferencing, and Lotus Quickr to provide team collaboration rooms and online file sharing. Business Partner ISW enhanced these tools by implementing its customised Workflow-Xpress application to enable SDS to adopt defined best practise business processes.

Explaining the reasons SDS selected IBM Lotus and ISW technologies Lymbers said, "Standardising on the Lotus platform with additional applications from ISW would allow us to implement best practise business process enabled applications and help us to achieve efficiencies as well as mitigate risk across the Diocese where SDS operates in."

As an IBM authorised education centre, ISW was asked to train users across the Diocese on the new Lotus tools. Lymbers viewed this significant undertaking and investment as key to the implementation's success; he recalls, "ISW trained everyone from the Archbishop down and the high quality of this training meant there was almost universal acceptance of the new systems and processes, and people really understand how to use the technology to its full potential."

Tim Royle, Director & Principal Consultant at ISW said, "The Lotus Software collaboration tools from IBM have provided a strong framework upon which we are delivering unified communications to SDS. The real gains are being seen where we have provided business process enabled applications using IBM Lotus Notes & Domino this allows users to instantly collaborate in the context of any given point in the business process."

Spreading The Word

Collaboration and information sharing has improved dramatically throughout the Diocese and the organisation is expecting significant cost savings. "We are aiming for a 20% resource saving, and we will look to put these savings into other areas such as the services we offer the Diocesan community," said Lymbers. The organisation also takes a strong thought leadership position on green ICT and adopting a unified communications strategy ties into the Australian Anglican Church's call to reduce energy consumption across the organisation by eliminating unnecessary travel, and hence cut carbon emissions.

For SDS this is only the start of the unified communications journey, and the team is currently profiling Lotus Connections in order to extend its collaboration strategy even further with social networking capabilities. "In consultation with ISW we have designed a clear vision of where we want to take our collaboration strategy and we believe this technology will help us be more successful in bringing the community into our Church," concluded Lymbers.

"In consultation with ISW we have designed a clear vision of where we want to take our collaboration strategy and we believe this technology will help us be more successful in bringing the community into our Church."

- George Lymbers, CIO of SDS

For more information

Please call **132 426** in Australia or
0800 801 800 in New Zealand.

A Web 2.0 consultancy streamlines collaborative proposal writing and document management with IBM Lotus Quickr

"Web 2.0" represents a new era in computing in which the Web is used as a delivery platform to bring people together in interactions that generate value. A recent start-up, Trovus was founded on observations of how the Web is changing in this way and the assumption that what happens in the consumer world usually flows to the business world a short time later.

Having seen the revolution in the consumer space around Web 2.0, the founders considered how the new technologies and behaviors would impact the enterprise. And as they considered related business opportunities, they saw a wide-open field around helping companies address the cultural issues involved in leveraging Web 2.0 capabilities to advance their business objectives. Thus was born this young consulting firm that provides services to companies who want to extract maximum value from the Web for business advantage.

Business relationships can be strengthened via the Web

Jon Mell, sales and marketing director for Trovus, explains: "We see Web 2.0 as being about relationships. Web 1.0 was about putting out lots of information, some of it quite sophisticated and

Overview

■ *Challenge*
  Eliminate document management bottlenecks and foster collaboration among staff and with clients while maintaining a virtual office operation to hold down costs

■ *Solution*
  IBM® Lotus® Quickr™ supplants e-mail for collaborative document creation and management with version control

■ *Key Benefits*
  — *Staff can co-author proposals faster and more effectively while leveraging input from all team members*
  — *Clients can be made part of the proposal process while gaining insight into a new way of working*
  — *The quality of proposals has improved, and co-development with clients increases likelihood of closing the deal*
  — *Integration of Lotus Quickr with popular desktop software allows users to continue working with the tools they know*

supported by clever backend integration, but confined to information available through people/computer interactions. By contrast, Web 2.0 involves people-to-people interactions."

When Trovus engages with its clients, it asks about the relationships that are important to them and how those relationships might be improved through use of the Web. For example, does the client need to close on a higher percentage of new prospects? Does it need to improve customer satisfaction? Does it need to increase staff retention, or to extract business value out of the alumni network of people who have left the company? "Whereas a concern in the 90s was about the cost of relationship management," says Mell, "Web 2.0 is about relationship management in its own right."

Business conducted through documents needs a good way of managing them

As a consulting organization, Trovus does much of its work and communicates with its clients through documents and presentations. In particular, proposals are key for this small, young company that is breaking new ground. Each requires careful preparation involving successive iterations with input from multiple contributors, and everyone is expected to review a proposal before it

goes out. Without a brick-and-mortar office, Trovus needs a way to collaborate and review documents quickly to ensure that each team member's input is taken into account and that the document meets the company's high quality standards.

Through experience, the company found that e-mailing attachments was cumbersome, confusing and time-consuming. For example, when an e-mail with a document attached was sent to two people, they would return edits and comments on their own copies, which then had to be aggregated in a new draft before review by anyone else. If two versions of a document were created by different contributors, these had to be merged. There was no way to be sure the team was looking at the most recent iteration because all versions resided only in e-mail attachments shooting back and forth between various contributors. And there was no easy way to roll back just a selected few of the edits to an earlier version based on disagreements.

"Our document management system was our 'Sent' folders," says Mell, "and even at the beginning when there were only a few of us, we ended up

with enormous revision fragmentation." Further complicating matters, there was no single place where the Trovus team could see all the documents relating to a single client or project.

Being an ambitious organization, Trovus wanted to grow and realized it would be in big trouble as it scaled up its number of employees. Trovus needed to simplify and accelerate internal collaboration within its virtual office environment, be able to collaborate online with clients, and demonstrate to clients a technology it could recommend to them based on shared experience.

Trovus seeks optimal collaboration and document management solution

As it set out to purchase the best solution for its needs, Trovus laid down the key criteria. First, the solution had to be Web-based—most importantly because Trovus wanted to use the Web in the way it was advocating the Web should be used. Being Web-based would also take care of back-ups: if a laptop had to be reformatted, there would be no worry about saving all the documents because they would be on a server. Second, the solution had to integrate easily with Microsoft® Outlook® and Exchange and Microsoft Office without requiring special technical skills. Finally, it had to be easy for the end users to

adopt without requiring them to learn new tools, comfortably embracing current ways of working familiar to everyone.

As part of its search process, Trovus considered MediaWiki, a free, light-weight open source platform, but it felt it needed the full formatting and control functionality of Microsoft Office. It then considered Microsoft SharePoint. Trovus uses Microsoft Exchange hosted by a third party for its messaging solution, and it was being offered Microsoft SharePoint by the third party as well on a hosted basis. "But to our surprise," says Mell, "we found that the IBM Lotus Quickr solution integrated with Microsoft Office much better than did Microsoft's own SharePoint, with better interfacing and ease of use." So Trovus purchased Lotus Quickr and deployed it on-site.

Lotus Quickr changes things for the better
Trovus was able to implement the Lotus Quickr software quickly and easily. "This was important to us," says Mell. "We don't have an IT department, and everything else we do is based on software as a service. We're not used to

having to deal with IT, but apart from one or two configuration changes we really just did a straight departmental out-of-the-box install—we didn't change anything. It's been running now for a year and we haven't touched it."

Simple installation meant that the system was running within a few hours of downloading the software. All documents are now accessed through the Web. Users do not need to install any additional software, and new employees can be brought up to speed quickly as they come on board.

Since deploying Lotus Quickr, many things at Trovus have changed for the better. For example, "If you look at my inbox now compared to before, the size has shrunk dramatically," says Mell. "We don't send documents around in e-mail anymore so I don't have to sit waiting for a 10 megabyte document to download. I know where it is, and I've already got a copy of it." Additionally, version control issues have gone away.

Trovus makes heavy use of the Lotus Quickr document libraries, with multiple libraries for client documents, all-hands documents that educate staff, meeting

minutes, and financial spreadsheets. Because they are able to store rich media, the libraries can house PowerPoint presentations, spread-sheets and other document types. Users also take advantage of the Lotus Quickr Wiki feature to kick ideas around before putting them into a document.

The ease-of-use of Lotus Quickr facilitates ready adoption. Trovus has been able to say to its users: "Your documents are in Quickr, don't e-mail them to each other," and by and large everyone has come on board. Ever attuned to the cultural issues, Mell observes about user behavior in general that: "Half the people will ignore such mandates and continue to e-mail attachments to each other if they want to, so you have to make it as easy as possible for them to actually use the tools you put in front of them. The fact that you don't have to download any other software with Lotus Quickr really helps with getting people to use it," as does being able to post and access content in Quickr from favorite applications like Microsoft Outlook and Office, Internet

Explorer or Firefox. These advantages are especially important when extending access to an array of external users such as Trovus clients.

Faster, better proposals may even involve client co-authors

The ability to write proposals faster and better while leveraging input from all contributors has had by far the most value for Trovus. The iterations happen in Lotus Quickr where all contributors can see them, focus on the latest version, and pool their edits efficiently to reach the final draft in record time. And now Trovus has begun taking the innovative next step of involving clients in helping to create their own proposals.

Mell explains, "We were doing a proposal to help a client make its Web site more valuable and improve its Google rankings. As we were writing it, we said to ourselves, 'Why should we e-mail a proposal to this client? Why don't we just provide a login to our Lotus Quickr server and ask the client to join us in drafting the proposal.'"

Mell is quick to point out that this arrangement wouldn't be suitable in all cases and is only for clients that already enjoy a close working relationship with Trovus. But the company has been quite successful with this approach to date. Instead of sending a proposal to a client via e-mail and waiting for an e-mail response to come back saying things like: "… on page 3, I don't like this, on page 7 I don't like that, on page 10 can you do this…," the client is invited to change or augment the draft to its liking. This way of interacting is far more efficient, resulting in fewer iterations to arrive at a proposal that pleases the client. Because there is version control, Trovus can see the changes and easily roll back any it can't agree to.

This approach has yielded three important results. First, the client tends to be very impressed with how open Trovus is in partnering with them. Second, the client is much more likely to approve a proposal that it has had a hand in

writing. And finally, a client has so appreciated the convenience of working this way in Lotus Quickr that it wanted to buy Lotus Quickr for itself, resulting in a product sale. Additionally, co-authoring the proposal strengthens the consultant/client relationship while demonstrating the way of relating that Trovus seeks to promote. "By using tools such as Lotus Quickr internally and with our clients," says Mell, "Trovus lives and breathes the strategies it was founded on to demonstrate a concrete example of the business benefits possible with Web 2.0."

> *" By using tools such as Lotus Quickr internally and with our clients, Trovus lives and breathes the strategies it was founded on to demonstrate a concrete example of the business benefits possible with Web 2.0."*
> – *Jon Mell*
> *Sales and Marketing Director*
> *Trovus*

Second-generation Web application gives multiple benefits

Lotus Quickr is a second-generation Web application based on several attributes, not the least of which is that, as Mell observes, "The more people who use it, the better it gets." The more information and content people put into a shared Lotus Quickr team space, the more valuable it becomes as a resource. Moreover, because it delivers content via the Web, users can access the documents they are authorized to see at any time, from anywhere. Documents don't get lost in people's mail files, and they are protected from local hard drive failures. Also important is the natural way of working Lotus Quickr supports by enabling users to keep working within their familiar content creation tools and bringing content and collaboration together in one place.

In addition to the efficiency gains due to document version control and speedier reviews, Mell feels the increased clarity around document versions and their

edits has improved the quality of Trovus proposals. Though it is too soon to generalize, it is hoped that proposals jointly developed with clients will help close more business as well as open minds about new ways of collaborating. Lotus Quickr helps make Trovus a more appealing environment for the younger workers the company is keen to recruit, who are pleasantly surprised to learn Trovus uses Web 2.0 technology to manage its documents. And as Trovus expands, this Web-based tool that requires virtually no training will make it easy to bring new people onboard and get them contributing quickly.

Social computing applied to strategic relationships will win big

Going forward, Trovus has just started to evaluate the Activities component of IBM Lotus Connections as a tool for managing its projects and sales. Based on its impressions as a beta participant for Lotus Connections 2 plus the

responses of analysts and the market, Trovus considers Lotus Connections the dominant contender for enterprise social software and of potential interest to many of its clients.

Looking at the future of social computing in business environments, Mell forecasts a typical pendulum effect as initial skepticism swings towards overly inflated expectations and then settles in the middle with a realistic view. He sees social computing as making businesses more agile as they are able to ramp up partnerships quickly for skills needed to meet fluctuating customer demand. "Companies that can tie social computing to traditional corporate objectives such as generating more sales leads or winning more business or securing customer loyalty will be the big winners," says Mell. "The key to extracting the most business value will be in focusing on particular relationships and how social computing can enhance and leverage these relationships to achieve business goals."

For more information

For more information on IBM Lotus Quickr and IBM Lotus Connections, please contact your IBM sales representative or IBM Business Partner, or visit: **ibm.com**/software/lotus/

For more information on Trovus, visit:

trovus.co.uk

Recyclable, please recycle.

IBM

TUI Nordic Fritidsresegruppen increases competitiveness and improves customer service with value-added mobile messaging

Overview
TUI Nordic Fritidsresegruppen AB Stockholm, Sweden www.fritidsresor.se
Industry • Travel and Transportation
Employees • 1,600
Products • IBM WebSphere Application Server • IBM WebSphere MQ • IBM WebSphere Portal Enable

World of TUI

Based in Stockholm, Sweden, Tourism Union International (TUI) Nordic Fritidsresegruppen AB charters trips throughout Denmark, Sweden, Norway and Finland.

"With the IBM WebSphere Portal, we can make sure our customers have a great vacation—no matter where they might be."

—Mats O. Eklund, IT Director, TUI Nordic Fritidsresegruppen

Challenge

TUI Nordic Fritidsresegruppen's Web site kept customers informed regarding trip status prior to their departure date, but it could not provide updated travel information once travelers had left their homes. Similarly, internal staff was not supplied with current information about flight delays, hotel transfers or weather conditions when interacting face-to-face with customers—and customer service was suffering.

Because Internet access is limited in some travel destinations, TUI turned to cell phone-based short message service (SMS) communications to deliver up-to-date information to customers and staff.

Solution

Built on a foundation of IBM® WebSphere® software, the company's new Guide Online system fosters competitive customer service by enabling tour operators to communicate schedule changes, weather warnings and other travel information via cell phone.

Through a staff messaging portal based on IBM WebSphere Portal Enable, company tour operators can improve customer service by more easily communicating with staff and travelers—IBM WebSphere MQ queues between 5,000 and 10,000 incoming and outgoing SMS messages each week. IBM WebSphere Application Server provides a stable and reliable operating platform for Guide Online, and helps to ensure that travelers continue to receive appropriate regional messages.

As one of the first companies to market with this type of service, TUI expects to generate increased overall sales while improving customer satisfaction levels. Furthermore, the mobile messaging solution allows the company to offer services to individual travelers who avoid organized group-based travel—a market that has been steadily growing over the past several years.

Benefits

- WebSphere enables TUI to tap a growing market segment by offering a value-added service that drives new revenues while honing the organization's competitive edge

- With a flexible and highly scalable infrastructure, TUI can better adapt to shifting market requirements

- WebSphere Portal Enable provides a secure, easily accessible framework to manage communication with customers, making the company more responsive

University of London builds a comprehensive student portal with IBM and Open Logic

Overview

■ The Challenge

The University of London provides administrative services for over 41,000 distance learning students as well as lead college academics and administrators. While some services can be provided online, most are still dependent on the hard-copy production and distribution of documents and study materials – and process improvements have been hampered by outdated and inefficient IT systems. The University also wanted to foster a greater sense of community among distance learners, but lacked the tools to promote collaboration.

■ The Solution

Working with Open Logic (*www.openlogic.co.uk*), the University is implementing IBM WebSphere Portal to surface SITS:Vision applications and a suite of IBM Lotus software – providing online learning environments, email and administrative support to every student via a simple Web interface. Secure single sign-on to the portal is provided by IBM Tivoli software.

■ The Benefits

Students will be able to access email, collaboration tools, and educational and administrative materials instantly, anywhere in the world – facilitating distance learning and reducing paperwork. The solution is expected to deliver future savings in the region of £300,000 per year in print, courier and administration costs alone. Centralised identity management should simplify the creation and deletion of online student accounts, helping the IT team deal with student management issues in a more effective manner.

> *"The Open Logic team clearly understand the needs of the educational sector… their expertise in IBM software and portal design matched with our in-house Web and infrastructure know-how makes a potent combination."*
>
> Craig O'Callaghan
> Director of Business Transformation
> University of London

The University of London is one of the oldest, largest and most diverse universities in the UK. The University consists of 19 self-governing Colleges – including UCL, King's College and the London School of Economics and Political Science – as well as the prestigious School of Advanced Study. In total, over 90,000 people study as internally registered students on campus. In addition there are also more than 41,000 distance learning students, registered by the University of London through the External System.

The University of London's External System currently employs more than 180 staff, who are engaged in a wide range of administrative and academic activities. These administrative functions encompass the whole student lifecycle, from admission and enrolment through to graduation. The efficient and cost-effective delivery of these services is one of the principal challenges that the External System faces.

Craig O'Callaghan, Director of Business Transformation at the University of London, explains: "For a number of years, the back-end of our administrative processes has been driven by IT systems that have not enabled us to deliver the level of service which we would ideally like to give our students, particularly in the area of online services.

"Many of our processes are still paper-based, and somewhat time consuming to perform – which is not only a heavy burden on our administrative staff, but is also not cost-effective. We are currently spending approximately £2 million per year on print and distribution costs. We decided we needed a new IT infrastructure and software system that could help us

reduce costs and improve our ability to deliver our diverse range of services to students online."

The University also wanted to foster a greater sense of community in the distance learning programme by providing collaboration tools to help students communicate and exchange ideas – both as an aid to the learning process and to help improve the University's competitiveness in a global distance learning market.

Choosing a solution

After a comprehensive RFI process, the University of London chose the Tribal SITS product as its student information system.

"The SITS:Vision suite of applications offered excellent functionality as a general student information system, but we felt its portal and Web services capabilities were somewhat lacking," says Craig O'Callaghan. "On the other hand, we were very impressed with IBM – especially in terms of the quality of the WebSphere Portal product and associated software products, which would enable us to deliver the SITS functionality via a sector-leading portal solution for distance learning students."

IBM recommended working with Open Logic, an IBM Premier Business Partner, to design and implement a solution based on IBM WebSphere Portal. The portal would surface SITS:Vision and a suite of IBM Lotus applications – IBM Lotus Quickr, IBM Lotus Connections and IBM Lotus Sametime – as well as providing access to an IBM Lotus Domino email account for every student.

"Open Logic helped us draw up a detailed five-phase plan for the implementation, which would deliver

the core functionality as soon as possible without the risks of a 'big bang' approach," says Craig O'Callaghan. "The Open Logic team clearly understand the needs of the educational sector, and we were impressed by their work on a similar project at Cardiff University. Their expertise in IBM software and portal design, matched with our in-house Web and infrastructure knowledge, made a potent combination."

Secure single sign-on

To handle secure access to the new portal, Open Logic is helping the University of London deploy IBM Tivoli Access Manager and Tivoli Identity Manager. These tools are designed to provide a simple, single point of control for IT administrators, helping to deal with the significant student churn.

"With more than 41,000 students, we tend to have around 10,000 new registrations each year, and a similar number of accounts need to be archived as students graduate," explains Craig O'Callaghan.

"With the Tivoli solution, we can provide secure single sign-on access to all our students, delivering a customised view of their resources, which includes integration with the virtual learning environment (VLE). The solution enables students to take greater ownership of their learning experience, while at the same time reducing the administrative burden on the University staff who manage the business process."

Single sign-on provides a single username and password for each student that can be changed regularly, helping to increase security, with the aim of preventing unauthorised access to University resources.

Looking to the future

When the new solution goes live, the University of London will be able to provide its students with a more personalised online experience, with secure access to key administrative services, virtual learning environments and email via a single user-friendly Web interface.

"Above all, the advantage of the WebSphere Portal solution is its extensibility and service-orientation," says Craig O'Callaghan. "There is almost no limit to the range of services we can offer – and with WebSphere Portlet Factory, we can keep adding functionality to improve the student experience."

In financial terms, the outlook is positive. By eventually replacing paper-based administrative processes and reducing workload for staff, the University expects to realise savings of approximately £300,000 per year.

"The reduction in print, distribution and processing costs is going to make a significant difference to our budget, and we expect to see a full return on investment for the project – hardware, software and services included – within the next ten years," says Craig O'Callaghan. "In addition, the reduction in paperwork will help us meet environmental objectives, which are very important for the University as a whole."

He concludes: "Open Logic is helping us use IBM technologies to build a solution that offers significant benefits for the University, its distance learning students and its academic and administrative staff, both now and for the future."

"Above all, the advantage of the WebSphere Portal solution is its extensibility and service-orientation. There is almost no limit to the range of services we can offer – and with WebSphere Portlet Factory, we can keep adding functionality to improve the student experience."

Craig O'Callaghan
Director of Business Transformation
University of London

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IBM

U.S. Army targets saving billions of dollars in processing costs with new forms-automation solution from IBM

IBM Business Partner Enterprise Information Management provides program, technical analysis and develops ROI plan

Overview

The Challenge

The paper-based forms system the U.S. Army utilized could no longer handle the speed and flexibility required in the field

The Solution

The Army chose to re-engineer its processes with IBM Workplace Forms™ and other IBM middleware, hardware and software, plus the program and technical analysis provided by Enterprise Information Management

The Benefit

- *Estimated total savings of US$1.3 billion annually in administrative processing costs*

- *Anticipated improvements in Army field efficiency*

- *Projected one-third less time required to fill out forms*

With a mandate to protect freedoms and to preserve the peace, effective and rapid decision making is of paramount importance to the U.S. Army. Thousands of decisions are made daily—from supply orders to medical, logistical, transportation and personnel matters.

Those decisions can't be implemented until they are properly authorized. And for centuries, the best way to confirm that authorization was with a signature on a paper form.

But that paper-based system can no longer handle the speed and flexibility that is required in the field today. Not to mention the costs and exposures of maintaining such a labor-intensive workflow.

The Army already had converted the front-end of that traditional process with computer-produced dynamic documents that helped

soldiers locate, download, store and fill out forms. But the last mile in the process was the same: the form needed to be printed, signed and routed through the traditional approval processes. In addition, the Army was looking for a way to use its forms-based processes to create an enterprise-wide backbone to automate many business processes with a single, Internet-based solution.

As a result, the Army chose to completely re-engineer its forms-based business processes with an integrated forms management solution using IBM Workplace Forms, along with middleware and hardware from IBM and software from Silanis Technology, Inc.

> *"With outstanding IBM resources….. EIM can provide better quality and more responsive support to our customers and be more agile in a growing global marketplace."*

Bruce Lyman,
chief executive officer,
Enterprise Information
Management

Solution enables soldiers in field and in offices to make decisions quicker on everything from supply orders to personnel matters

Benefits
• Anticipated total savings of $1.3 billion annually in administrative processing costs when the system is fully automated • Projected improvement of Army efficiency in the field, as well as reduced exposure to enemy fire in transporting paper forms • Users of the system are projected to save about one third of their time required to fill out forms when the system is fully automated

"At the end of the day, it came down to what was the best solution for the soldiers in the field, and the Army's clear choice was……IBM."

Bruce Lyman,
chief executive officer,
Enterprise Information
Management

Enterprise Information Management (EIM), an IBM Business Partner, headquartered in Arlington, Virginia, helped make the solution successful by performing program and technical analysis, developing a five-year program budget and return on investment plan and assisting with hardware and software acquisition.

The Army has an inventory of more than 100,000 different types of forms, used by about 1.4 million Army personnel around the world. Many of the forms will be converted to an e-forms process that enables digital signing, as well as transmission and approval of forms over the Internet.

The new forms program is expected to save $1.3 billion annually in administrative processing costs alone when the system is fully automated—to say nothing of making Army personnel more efficient, productive and responsive. For the first time, the Army will have a single, centralized format for electronic documents based upon open standards.

"The Forms Content Management Program will not only provide fillable forms, storage of data, and enable a form to be pushed from PC to PC using digital signatures, the program will also provide the U.S. Army the means to develop one single enterprise solution for automating functional business processes for the entire Army's use," said Jeanne Harman, chief of the Army Publishing Division, in Alexandria, Virginia.

Productivity gains

The implementation of XML electronic forms with digital signatures promises to improve efficiencies of Army personnel in the field. XML stands for Extensible Markup Language and is a specification designed especially for Web documents.

As a recognized standard, XML allows for the definition, transmission, validation and interpretation of data between applications and organizations. Support for XML documents, such as IBM Workplace Forms built into IBM's on demand operating environment, enables the exchange of information among applications, systems and people.

The use of electronic signatures in the e-form eliminates the need for soldiers to organize combat patrols to get documents signed. These convoys consisted of several Army personnel in a three-to-four vehicle convoy transporting a printed form to a fort operating base for signature in combat areas, such as Iraq. Similarly, palettes of paper forms were flown by air cargo ships through war-torn countries back to the United States for processing and storage.

The new process will eliminate the need for Army personnel to be exposed to enemy fire in transporting forms for signature and approval.

Previous paper-based form processes were estimated, conservatively, to take 10 hours to complete each form. With one form being handled by about six personnel throughout the year, it is anticipated that Army personnel will save a total of 60 hours annually per form.

In total, the implementation of XML e-forms with electronic signature capabilities, is expected to save the Army millions of person hours across numerous departments.

The new e-forms program also is projected to yield the following benefits:

- Reduced development and system maintenance costs

- Reduction of system redundancies and common user errors

- Improved security of information and provision of auditable records

- Interoperability with existing infrastructures and system extensibility—the ability to add new features to an existing program without disturbing any existing code

- Regulatory compliance (Government Paperwork Elimination Act)

How does it work?

Customers can work on their e-forms online or offline. A user-friendly IBM Workplace Form interface guides them easily through the form completion process. Form users can now save their work, then add to it, revise it or review it later at their convenience.

IBM WebSphere Portal will allow Army personnel to open multiple windows or portlets. Within a portlet, they can view items, such as an in-basket, a list of commonly used forms, or forms awaiting completion. They can access, use and share information or applications.

The Army now can add secure electronic signatures to forms, including a detailed approval audit trail. The signer's identity and certificate status is verified, and signatures are visibly invalidated on any document that has been modified. The new solution enables validation of a user's authorization throughout an entire enterprise workflow process.

IBM middleware – underneath the covers

The new solution is based on IBM DB2® Content Manager, IBM WebSphere® Application Server, IBM WebSphere Portal, IBM DB2 WebSphere Information Integrator for Content and IBM DB2 Universal Database™, as well as DB2 Records Manager, IBM Tivoli® Access Storage Manager and IBM Tivoli Identity Monitoring Suite Manager.

"The selection of the IBM software suite was the best choice for the Army enterprise program," said Bruce Lyman, chief executive officer of EIM. "The requirements were very specific on availability, technical capabilities and scalability to the size and global nature of the Army enterprise," he said.

Key Components of the U.S. Army solution

Software

IBM Middleware Solution for Government E-Forms and Records Management

- IBM DB2 Content Manager (Version 8.3)
- IBM DB2 Records Manager (Version 4.1)
- IBM DB2 Universal Database (Version 8.2)
- IBM WebSphere Application Server (Version 5.1)
- IBM WebSphere Business Integration Server Foundation (Version 5.1)
- IBM WebSphere Information Integrator for Content (Version 8.3)
- IBM WebSphere MQ (Version 5.3)
- IBM WebSphere MQ Workflow (Version 3.5)
- IBM WebSphere Portal (Version 5.1)
- IBM Tivoli® Access Manager
- IBM Tivoli Identity Manager
- IBM Tivoli Storage Manager (Version 5.3)

Hardware

- The software solution runs on a variety of IBM eServer® xSeries® and pSeries® using IBM TotalStorage® products for data storage.

IBM Workplace Forms

- IBM Workplace Forms™ Designer
- IBM Workplace Forms Server
- IBM Workplace Forms Viewer Silanis
- ApproveIt Desktop
- ApproveIt XHTML Server

The solution needed to be robust and provide value. "At the end of the day, it came down to what was the best solution for the soldiers in the field, and the Army's clear choice was the integrated content management suite from IBM," Lyman said.

EIM participates in IBM PartnerWorld® Industry Networks, which offer a rich set of incremental industry-tailored resources to all PartnerWorld members who want to build their vertical market capabilities and attract potential customers in the markets they serve worldwide. Whether a company focuses on one or more industries – or serves small, medium or large companies – IBM has the technology and resources to help members more effectively meet their clients' needs.

EIM is an "optimized" member of the government network. "Optimized" means it has developed further specialization by optimizing its applications with IBM on-demand technologies, achieving success with its own on-demand solutions and other criteria.

Other networks are: automotive, banking, education and learning, electronics, energy and utilities, fabrication and assembly, financial markets, healthcare and life sciences, insurance, media and entertainment, retail, telecommunications, travel and transportation and wholesale.

Lyman said being an IBM Business Partner enhances the services his company provides. "With outstanding IBM resources available to us at the touch of a button, EIM can provide better quality and more responsive support to our customers and be more agile in a growing global marketplace."

For more information

Please contact your IBM sales representative or IBM Business Partner. Or, you can visit us at: **ibm.com**/e-business

For more information about ISV resources from IBM PartnerWorld®, visit: **ibm.com**/partnerworld/industrynetworks

To learn more about Enterprise Information Management: visit www.eim-usa.com

Yulon Motors and IBM break new ground for Web 2.0

Overview

■ **The Challenge**
To meet customer demand, Yulon Motors needed to provide in-car information, products and services that would allow users to participate in a value-added, interactive Web 2.0 community

■ **The Solution**
IBM® WebSphere® Everyplace Suite and IBM WebSphere Portal software provide integrated connectivity for Yulon's in-car iMove service, creating an innovative environment that delivers maps, traffic reports, entertainment and more to Taiwanese travelers

■ **Key Benefits**
• Innovative solution goes beyond static data to create an environment that supports user-created and shared route planning, destination ratings, special events and themed routes
• With the on-board wireless portal, it is no longer necessary to choose a Web page or dial a phone when retrieving information while on the road
• Integrated design invisibly connects multiple backend data sources, presenting a single easy-to-use interface to end users

The move from Web 1.0 to Web 2.0 changed the definition of Internet service. But what will happen when people on the go meet Web 2.0? The sharing of experiences and routes on the Web by travelers, plus travel business operators, has redefined the value of service. However, in order for Web 2.0 to bear fruit, the question of how to provide a network platform technology that is Web 2.0–compliant is crucial.

There is an enormous gulf between software companies and Internet service providers. If there is no contact with Internet users who require special services, how can companies understand what type of interaction these users need? Or what functions? It is by no means easy to create a Web 2.0 service or Web site that truly matches the needs of Internet users.

"The process of using a car and arriving at a destination are basics that the Yulon brand improves. How to use a vehicle to enrich one's life has become the matter of most concern to us."

  —Hsu Kuo-hsing,
    Vice-chairman,
    Yulon Motors

Key Components

Software

- IBM WebSphere Everyplace Suite
- IBM WebSphere Portal
- IBM WebSphere Enterprise Bus

As a result, coordinated innovation has become the key to resolving these questions. It combines innovation in service and technology, and keeps a finger on the pulse of market demand. Web sites and services are more popular as a result, and it is possible to change in response to the market, adjusting and adding different services and functions when appropriate.

The iMove Travel Network jointly created by Yulon Motors and IBM is a great example of coordinated innovation.

First cooperation between Yulon and IBM

As early as 1999, Yulon had already begun to add innovation to its traditional motor vehicle business. Yulon vice-chairman Hsu Kuo-hsing says cars should not be merely a tool for transport, because for consumers, that is not the point of buying a vehicle. Cars are a means to get from point A to point B, but point B is a moving target.

"The process of using a car and arriving at a destination are basics that the Yulon brand improves," says Hsu. He continues: "How to use a vehicle to enrich one's life has become the matter of most concern to us."

The "TOBE" system was born from a consideration of how to provide Yulon's customers with safety, convenience and sportiness. TOBE is aimed at enriching customers' lives, meaning that the hope is that consumers who have Yulon vehicles have a richer life as a result. Drivers can obtain all sorts of information from the Yulon Call Center on demand, and can use a general packet radio service (GPRS) or global system for mobile communications (GSM) for more data. They can even use their cars to study a foreign language or listen to the news, and if their cars are broken into or moved, the vehicles automatically send an alarm to the police and the owner.

"If the car is really gone, TOBE can even help look for it." Hsu says, "A car with the TOBE anti-theft system is three times less likely to be stolen. Theft rates are as low as 0.2% to 0.3%."

The birth of TOBE was also the beginning of IBM's move into the "car service business." Yulon's cars use IBM WebSphere Everyplace Suite solution for a smooth rollout of the TOBE service. IBM provides a wireless portal site and voice recognition technology that enables car owners to use voice commands in their vehicles. With the on-board wireless portal, it is no longer necessary to choose a Web page or dial a phone, making the TOBE service that much more convenient.

That was IBM's first foray into Taiwan's domestic car business. In the past, other vehicles in Taiwan had offered data services, but most of them consisted of a PDA mounted in the vehicle, to facilitate looking up information online or off. The TOBE service, on the other hand, is a true integration of the Internet and customer service by IBM.

2

Satisfying customer demand and technical support

But between the process of moving and mobile destinations, consumers actually need more information, products and services, including maps, traffic reports, entertainment products and food. Statistics from the Bureau of Tourism at the Ministry of Transportation and Communication show that approximately 83 percent of the people in Taiwan would choose to drive when traveling for pleasure, but they don't want to waste time gathering data before setting off, nor do they know what to do when faced with the need to make arrangements and do pre-trip planning.

Customer demand spurred further innovation, and with assistance from the Yulon Group's Molife, Yulon became the leader in the value chain among Taiwanese auto makers, as well as beginning to play an important role in the mobile value chain.

When Yulon rolled out TOBE, Molife served as the platform, including integrated hardware (telematics), software (CTI-GIS), group horizontal business, strategic alliances and customer service data. Consequently, to respond to customer travel demands, IBM and XINGBIANTIANXIA started to jointly implement the next step in innovation—the iMove Travel Network.

iMove service resolves the travel arrangement and planning needs for most customers. iMove provides information on scenic destinations and routes as well as the *Molife Travelcom* magazine, providing services that include route planning, destination feature searches, current special events and themed routes.

However, the distinguishing characteristic of iMove is its use of a Web 2.0 interactive community network, which allows members to share, promote or rate destinations or routes. Member plans on iMove can even be downloaded to the TOBE system and linked to the TOBE Call Center service, providing the final degree of integrated service.

However, "The data interactions between the TOBE system, the Call Center and iMove are very complex," says Hsu Kuo-hsing. "iMove's innovative model and demand were brought out by Molife, but in the actual implementation, IBM helped quite a bit."

IBM provided the basis for the innovative Web 2.0 solution—WebSphere Portal V6 and WebSphere Enterprise Service Bus V6, and researchers at IBM's software development center also participated in creating the Web 2.0 iMove service, featuring cutting-edge service and technology.

"The process of interacting with IBM provided a model for innovation. This was the biggest distinction between IBM and other companies,"

—Hsu Kuo-hsing, Vice-chairman, Yulon Motors

3

For example, says Hsu, IBM added a feature to iMove that allows members to make selections with a cursor and to save graphics by clicking and dragging them. In this way, members can drag and drop any information they want to save into a folder. This is a convenient way to handle data and makes the entire usage process simple. However, without IBM's vast experience in integrating other databases, this user-friendly interface design would have been difficult to implement, and indeed IBM spent considerable effort integrating iMove data with the TOBE system and Call Center.

"The process of interacting with IBM provided a model for innovation. This was the biggest distinction between IBM and other companies," says Hsu. The characteristics of Web 2.0 service put the user in the driver's seat, but even with this convenience, if the resulting data is poorly formatted, automatic handling is difficult. The moment it is used across platforms, Molife needs technical support that can simultaneously guarantee the compatibility of the data and maintain user autonomy. This is precisely the greatest benefit to the cooperation between Molife and IBM.

Coordinated innovation creates a new operations model

With iMove, the sources originally available through Molife were integrated, creating a greater synergy. There was also a considerable amount of innovation in service and operating procedures. If TOBE is "Travel 1.0," then the Web 2.0–compliant iMove could be regarded as "Travel 2.0."

As modern man uses his car more and more, the car has long ceased to be a mere instrument to get from place to place. Between the means, the process and the destination, there must be more innovative operational models. But perfect innovative operational models must not only answer customer demand; they must also be able to provide true implementation of technical promises made to the customer. Only thus can there be simultaneous implementation of an innovative operational model and value for the customer.

The cooperation between Yulon and IBM on TOBE and between Molife and IBM on the iMove Travel Network are both a sort of "new state of mobile life." From this, we can also see how cooperative innovation can open up new models in the mobile lifestyle services industry.

For more information

For more information on IBM WebSphere products, please contact your IBM sales representative or IBM Business Partner, or visit **ibm.com**/software/websphere

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