

ISW Ignition™ for IBM® WebSphere® Portal

Designed for anyone interested in delivering an exceptional web experience for their Intranet, Extranet, or Internet users



ISW

Premier
Business
Partner

Drive Your web experience with WebSphere Portal



ISW (www.isw.com.au),
an IBM Premier Business

Partner and recognised leader in
collaborative software implementation,
development, customisation, education, and support,

is pleased to announce our latest ISW Ignition offering: **ISW Ignition for WebSphere Portal.**

WebSphere Portal is designed to act as the gateway for integrated web based materials provided through one entry point. Having been declared #1 in USA web portal market share by Gartner, it is one of the most comprehensive portal offerings in the Web 2.0 environment, providing capabilities that can function on the B2C, B2B and B2E level.

As a set of software tools, WebSphere Portal enables companies to build and manage web portals that deliver an exceptional web experience to their users. It can be used as both an internal and external facing single point of entry to valuable web based resources. These tools enable organisations to create next-generation, online experiences that are highly engaging, context-aware, and differentiated from the competition.

Why Do You Need An Exceptional Web Experience?

For your customers: Delivering an exceptional web experience is fast becoming recognised as a key element in the eternal endeavour to attract and retain loyal, valuable customers; a desire that placed among the top business priorities in the 2010 Gartner CEO and Senior Business Executive Survey.

For your employees or partners: WebSphere Portal can bring your staff and partners single point access to a range of materials and applications that are needed for everyday operation. Whether it be human resources, customer management, financial records & business analytics, email & collaboration, content management, or any other number of solutions. WebSphere Portal is also able to deliver social software capabilities to your organisation enabling your teams to increase collaboration and innovation. These tools are set to become expected features of a working environment for young people entering the workforce.

Why WebSphere Portal?

- Deliver an exceptional web experience to your customers, partners, and employees
- Simple content creation and publication with workflow approvals
- Integration with IBM Lotus Web Content Management Software
- Provide a personalised experience to every user
- Provision of single sign on to your web based systems and applications
- Aggregate information from disparate back end systems to improve the user experience
- Integrate Web 2.0 capabilities such as Blogs, Wikis, Forums

Some Results Of Using WebSphere Portal:

400% higher visit-to-lead conversion rate

41% lower page abandonment rate

16.6% more recommendations by customers for products

15.8% fewer customers lost to competitors

14.1% repeat purchase interest by customers

Forrester Research, Inc

What Is Ignition?

ISW Ignition is a series of programs that are allowing businesses to implement key IBM software into their operations faster, limiting the often large up-front infrastructure investment.

ISW has developed Ignition as a cost effective way for businesses to fully evaluate the benefits of WebSphere Portal without incurring significant costs and time delays. Also included in an Ignition is the full support and training options of qualified experts in IBM software and business technology.

WebSphere Portal was chosen for an Ignition Program because of the importance of the Portal technology for engaging both internal and external stakeholders and driving business productivity and growth. With the adoption of new Portal technology often being a complex and drawn out process, Ignition's role is to ensure you make the correct choice for your business needs as well as making the the adoption process as simple as possible.

Offer Details

- Fully featured hosted or on premise portal solution in 8 weeks
- User driven design sessions & clear implementation methodology
- Ability to deliver functions such as News, Events, Blogs, Wikis, Communities, Online Meetings, Corporate Directory and Profiles, Forums, Advanced Collaboration
- Platform to pull information from back end systems, combine it, and deliver personalised to users
- Customised Web Content Management capabilities for an Internet/Intranet/Extranet environment
- Design and delivery of a number of custom portlets to demonstrate rapid integration of your systems
- Integration of collaboration and social business tools to enhance the user experience and value delivered by the portal
- Ability to rapidly deliver Web 2.0 capabilities to your users
- End user & administration training
- Executive briefing sessions



Licensing

There are no license fees associated with the ISW Ignition for WebSphere Portal. Effectively you are conducting an evaluation under the IBM International License Agreement for Evaluation of Programs. We will provide you with a copy of this agreement for your acceptance.

At the completion of the Ignition program, continued use of WebSphere Portal will require software licensing. ISW will work with you to ensure you get the best pricing available.

Availability

ISW's Ignition for WebSphere Portal program is **available now!**

What happens once we are accelerating!

Once you have completed the proof of concept period, ISW is confident you will understand the capabilities of WebSphere Portal and how it can help you in delivering an exceptional web experience.

ISW can then either assist you with migrating your environment to your own infrastructure based on VMware or alternatively we can continue to host WebSphere Portal for you on an ongoing basis.

How Do You Start Your Engines!

To get started today all you need to do is contact ISW and schedule your Ignition! We will meet with you and answer any questions you might have to make sure you are accelerating your proof of concept faster than Michael Schumacher!

Contact ISW at:

ignition@isw.net.au

<http://www.isw.com.au>

1800 456 001

For other ISW Ignition Programs visit:

www.isw.com.au/ignition



Trademarks: The ISW Logo is a registered trademark of ISW Technology Pty Ltd ABN: 30 105 880 233, IBM, WebSphere, and the IBM, WebSphere, and the IBM Business Partner logo are trademarks or registered trademarks of International Business Machines Corporation in the United States, or other countries, or both. Other company product and service names may be the trademarks or services marks of others. 'Business Partner' is used informally and does not imply any legal partnership. © Copyright 2010 ISW Development Pty Ltd ABN 51 107 983 157. All rights reserved.