

IBM Software Demos

Lotus Web Content Management: Create Personalized Promotions

In this demonstration, a fictitious company, Green Insurance, uses IBM Dashboard Accelerator and IBM Lotus Web Content Management to quickly identify problem areas and create solutions. Integration with IBM Websphere Portal 6.1 provides ease of use and single point of access to live business results and web content.

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Alex Kay, the East Region Marketing Manager for Green Insurance has been asked by the East Region Sales Leader to create a promotion to help drive sales in the Scotland county. Green Insurance's Intranet delivers a simple interface through WebSphere Portal, allowing him to focus on his activities. After reviewing a list of current tasks that require his attention, he quickly reads the list of top announcements. Inline edit features provided by Lotus Web Content Management give Alex the ease to quickly create broadcast announcements to his team.

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Dashboards showing a graphical view of the sales pipeline keeps Alex apprised of the latest sales figures. Tooling provided by the Dashboard Accelerator, including end user customization, makes it easier for him to personalize his view within the portlet. And, he can print the data directly from this portlet.

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Automatic status indication based upon real time data can be configured to alert Alex of problem areas. Drilldown capabilities provided by the Dashboard Accelerator and Web 2.0 features of WebSphere Portal work together for quicker access to details. Heatmaps from the Dashboard Accelerator, complete with color coding, make it easier to sift through large amounts of data. He drills down to Scotland county. The data is provided in an easy to view table that can be exported to a spreadsheet, if needed.

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Live Text capabilities provided by WebSphere Portal integrate with dashboard data, giving Alex contextual help menus based upon the item selected. Live Text and personalization within

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WebSphere Portal work together to provide p lists to help him quickly act upon problem areas. A link to create a promotion is added to the Whole Life policy based upon the “At risk” status.

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Alex creates a personalized campaign, inline, using a wizard. Rich text editing capabilities are provided by the Web 2.0 Toolkit within WebSphere Portal. He uses Lotus Web Content Management to fill out the forms to create the personalized campaign and the content is automatically stored and managed..

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A rich user experience allows him to interact with a wizard like a desktop application, including moving the wizard to a more accessible area and type ahead features. After he fills out the form, he can preview the promotion, preview the email, or send the promotion.

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Upon previewing the promotion, Alex decides to add more details. Inline edit and security features give him the ability to instantly edit the promotion. Rich text capabilities provided by Lotus Web Content Management, allow him to copy in text from a document, while keeping style and formatting. Additional styling can be applied through the rich text editor. Easily upload an image to be managed by Lotus Web Content Management. Resizing and placement of the image within the content is made easier through drag and drop features.

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After saving and closing the promotion, his changes are instantly shown. He can now make the promotion available to the public and send out an email promotion.

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Now, Heather Reeds, a Green Insurance customer, receives a personalized email from Green Insurance. By clicking on the link, she is taken to the promotion provided through the Green Insurance portal and managed by Lotus Web Content Management.

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IBM Lotus Web Content Management provides tools such as inline edit, personalization, preview and security, making it easier for content contributors to create content and viewers to find relevant content. Integration with live text and dashboards and providing content through IBM WebSphere Portal helps companies act quickly by identifying problems and finding solutions..

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