IBM

UN PIANETA PIÙ INTELLIGENTE IN AZIONE

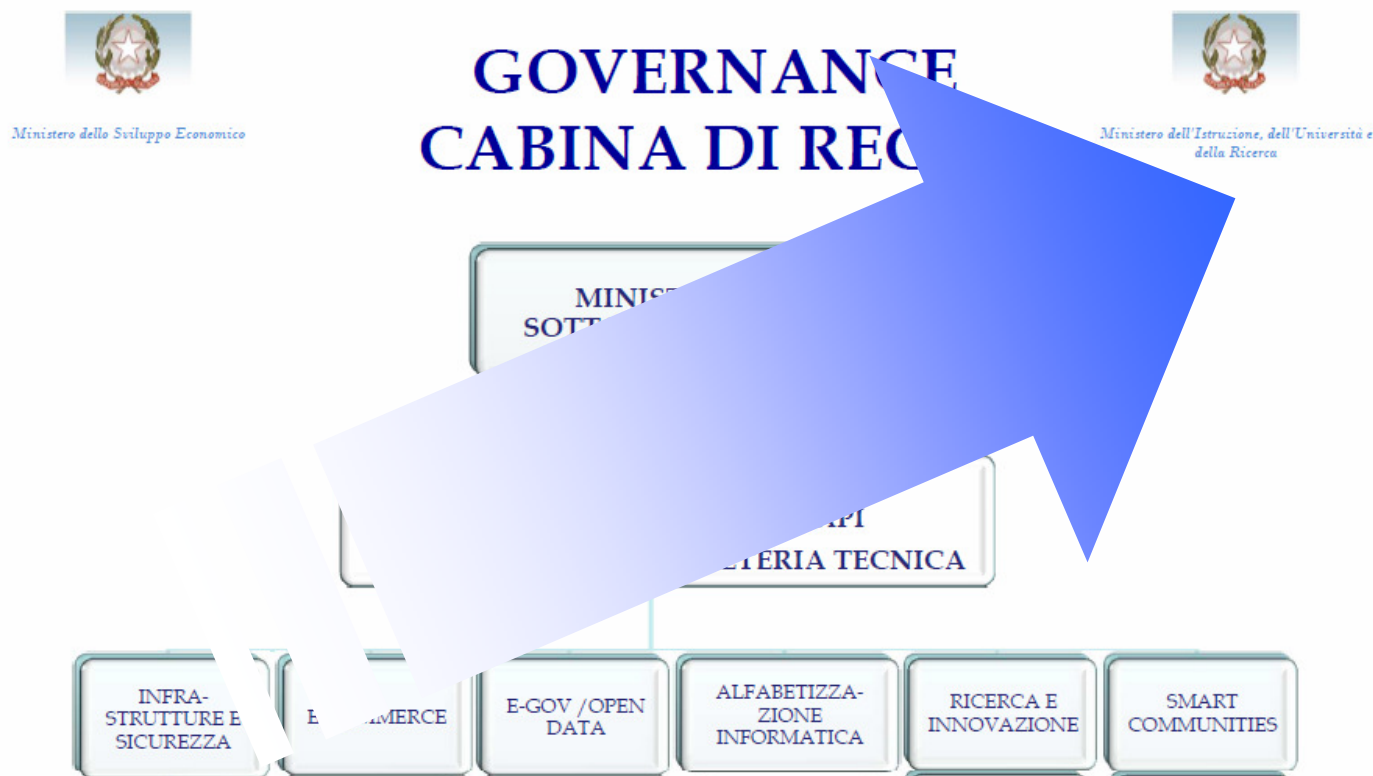Agenda Digitale, percorsi di innovazione per la crescita

Mauro Bonfanti
Industry Solutions Software
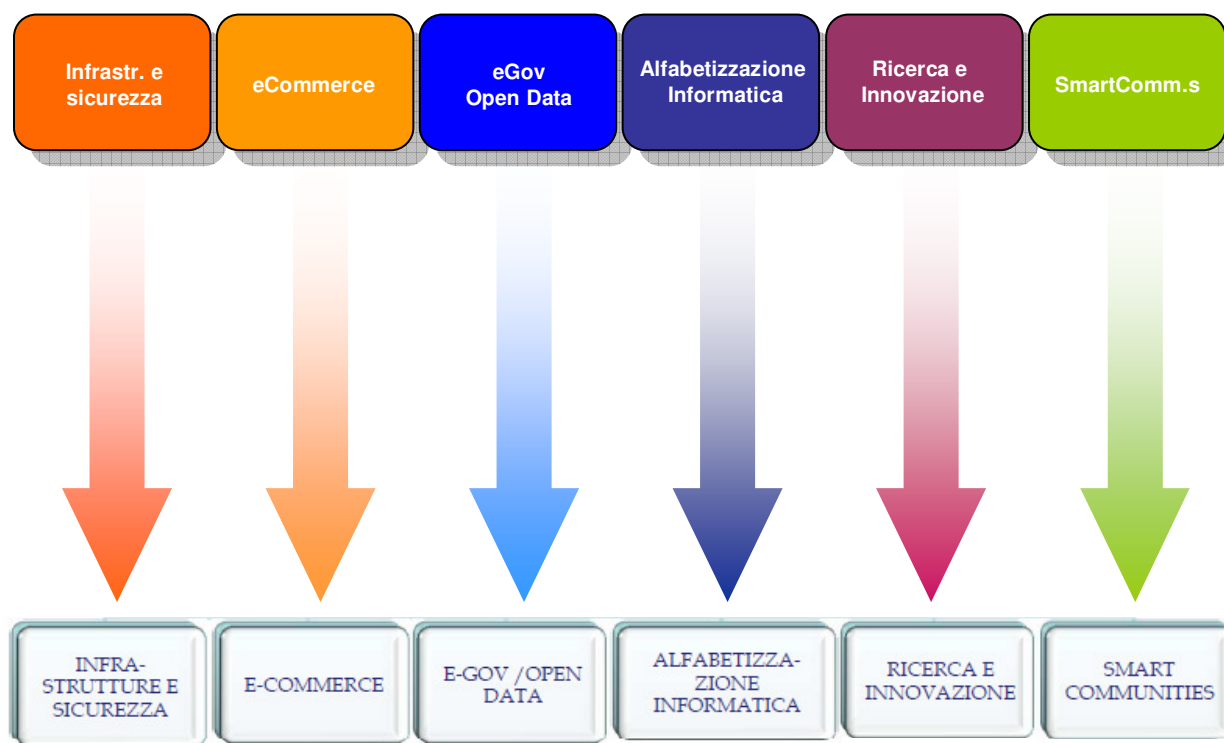
Felice Petrignano
eCommerce

IBM ritiene che la costituzione di una Cabina di Regia per l'Agenda Digitale rappresenti un passaggio fondamentale del processo di digitalizzazione del nostro paese
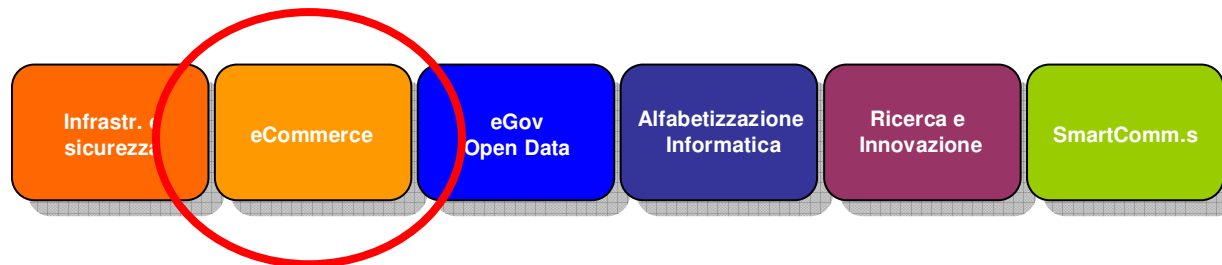
Per questi motivi IBM interviene al ForumPA di quest'anno strutturando la propria partecipazione attorno ai temi della Cabina di Regia del Digitale

Infrastr. e sicurezza	eCommerce	eGov Open Data	Alfabetizzazione Informatica	Ricerca e Innovazione	SmartComm.s

INFRA-STRUTTURE E SICUREZZA	E-COMMERCE	E-GOV /OPEN DATA	ALFABETIZZA-ZIONE INFORMATICA	RICERCA E INNOVAZIONE	SMART COMMUNITIES

3

Nella sessione di oggi parleremo di ...

Infrastr. e sicurezza | eCommerce | eGov Open Data | Alfabetizzazione Informatica | Ricerca e Innovazione | SmartComm.s
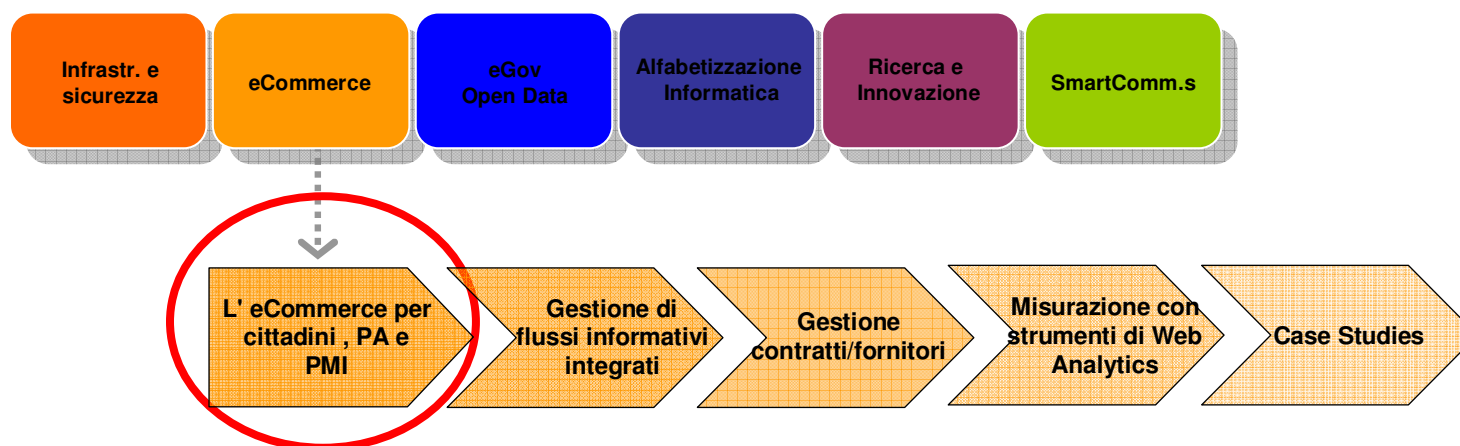
Sui terminali multitouch presenti allo stand IBM potrete trovare ulteriori spunti di riflessione attorno ai temi sviluppati nella sessione di oggi

Infrastr. e sicurezza | eCommerce | eGov Open Data | Alfabetizzazione Informatica | Ricerca e Innovazione | SmartComm.s

L' eCommerce per cittadini , PA e PMI → Gestione di flussi informativi integrati → Gestione contratti/fornitori → Misurazione con strumenti di Web Analytics → Case Studies

Examples and case studies: how eCommerce is applied
in the specific context of public institutions worldwide.

5

Sui terminali multitouch presenti allo stand IBM potrete trovare ulteriori spunti di riflessione attorno ai temi sviluppati nella sessione di oggi

Infrastr. e sicurezza	eCommerce	eGov Open Data	Alfabetizzazione Informatica	Ricerca e Innovazione	SmartComm.s

L' eCommerce per cittadini , PA e PMI → Gestione di flussi informativi integrati → Gestione contratti/fornitori → Misurazione con strumenti di Web Analytics → Case Studies
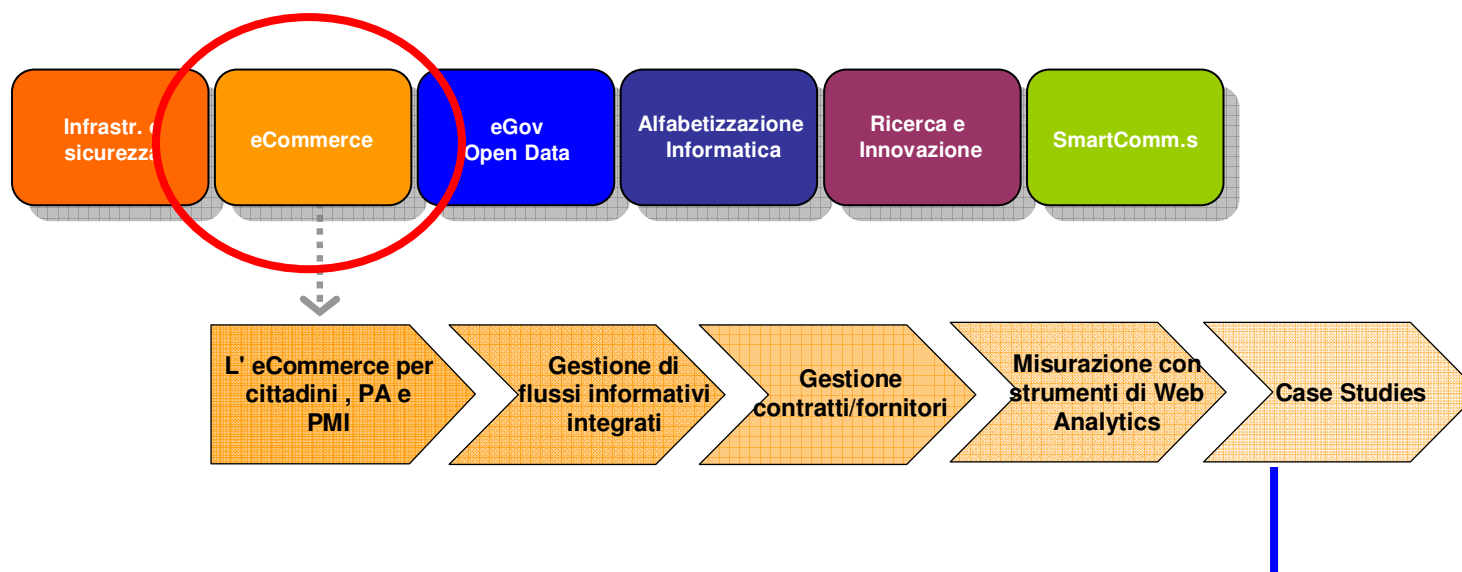
Summary

- **eCommerce represents one of the major areas of business transformation and technological investments in these years.**

- **eCommerce is naturally associated to marketing and sales**

...yet...

- **Public Institutions worldwide are investing in eCommerce technologies with several objectives**

  –leverage on marketing approaches to better understand the citizen

  –leverage on sales approaches to better provide access to citizen

  –the world is digitalized and people expect to find easier, consistent relationships on every different touch points, both with Corporates and Public Institutions.

Summary

- **why eCommerce is relevant today?**

- **do we see common needs for Corporates and Public institutions?**

- **what are Corporates doing and what experiences can be valuable for Public Insitutions?**

- **what are Public Institutions experiencing in the world with eCommerce platforms?**

- **how can we bring value to Italian Public Institutions in the respect of their specific reality?**

A point of view about eCommerce

- **let's speak about digital marketing and eCommerce**

We have entered the Age of the Smarter Consumer & Citizen

Instrumented

95 million tweets are sent each day

Half of consumers globally use two or more technologies to interact online

Interconnected

662 million active users on Facebook

45% of consumers ask friends before purchasing or making a decision

Intelligent

Only 18% of people trust information from retailers and manufacturers

The number one desire while online browsing and shopping is a personalized and relevant experience
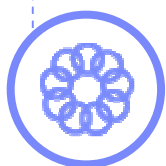
Source: Institute for Business Value Retail 2011 Global = 30624

This is a new "digit" era where people - citizens and consumers - have more access to information and possibility to choose.

In this new era, businesses, but also public need to:

- **Understand and anticipate** customer behavior and needs based on customer insights across all channels

- **Adapt** sourcing and procurement based on customer demand **and optimize** supplier interactions across extended value chains
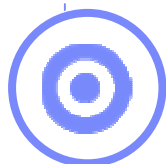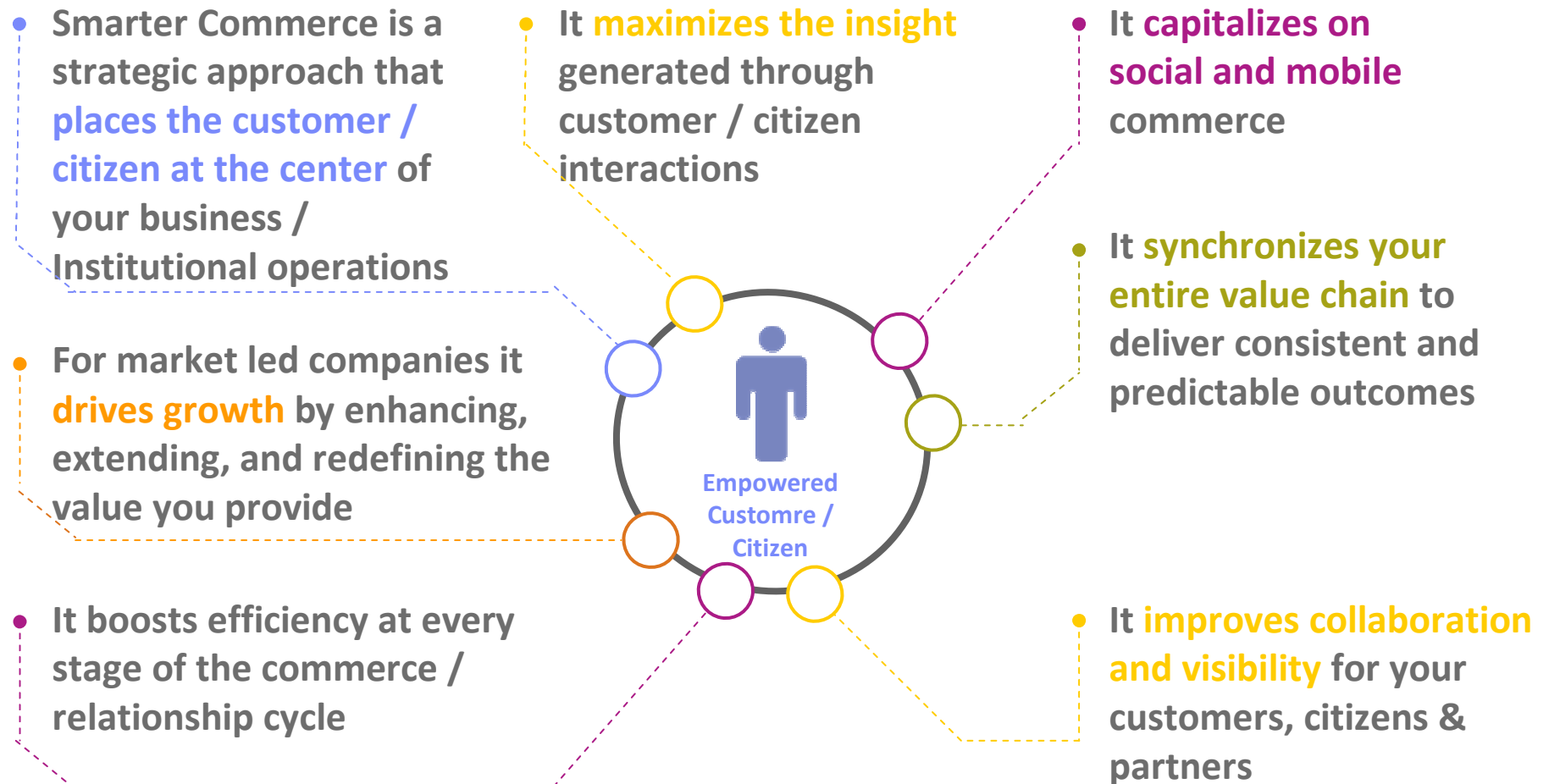
- **Market, sell/provide access and fulfill** the right product and service at the right price, time and place
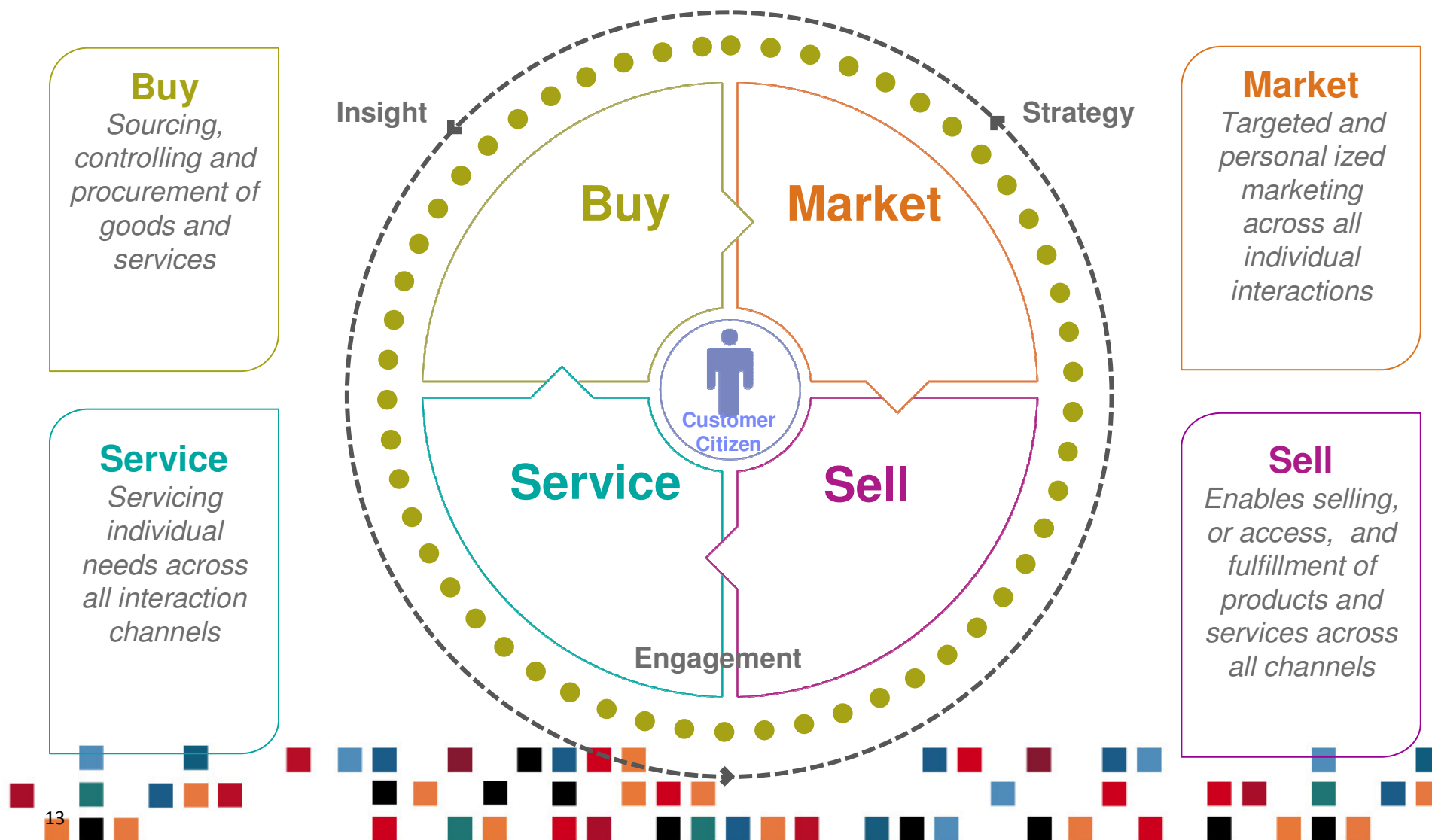
- **Service** customers / citizens flawlessly, **predict and drive their satisfaction and** loyalty

At IBM we call the path forward: Smarter Commerce

- **Smarter Commerce is a strategic approach that places the customer / citizen at the center** of your business / Institutional operations

- For market led companies it **drives growth** by enhancing, extending, and redefining the value you provide

- It boosts efficiency at every stage of the commerce / relationship cycle

- It **maximizes the insight** generated through customer / citizen interactions

Empowered Customre / Citizen

- It **capitalizes on social and mobile** commerce

- It **synchronizes your entire value chain** to deliver consistent and predictable outcomes

- It **improves collaboration and visibility** for your customers, citizens & partners

12

Smarter Commerce can help transform every phase of the commerce cycle

Buy
Sourcing, controlling and procurement of goods and services

Service
Servicing individual needs across all interaction channels

Market
Targeted and personal ized marketing across all individual interactions

Sell
Enables selling, or access, and fulfillment of products and services across all channels

Insight

Strategy

Buy

Market

Customer Citizen

Service

Sell

Engagement

13

UN PIANETA PIÙ INTELLIGENTE IN AZIONE

IBM.

IBM's integrated portfolio for Smarter Commerce

VALUE CHAIN STRATEGY AND SERVICES

Innovation and business value
Innovating and aligning business models to drive value to the customer

Market and customer mgmt
Aligning sales, marketing and operations to engage with customers

Operating and Organization Models
Designing operations, supply chain and the organization model to deliver customer value

CORE BUSINESS SOLUTIONS

Core Business Processes

Buy
- Supplier Integration & Management
- Supply Chain Optimization
- Logistics Management
- Payments and Settlements

Market
- Customer Awareness & Analytics
- Social Media Marketing
- Brand Experience
- Cross-channel Campaign Mgmt
- Digital Marketing Optimization
- Marketing Resource Mgmt

Sell
- Cross-channel Selling
- Distributed Order Management
- Customer Integration & Collaboration
- Fulfillment
- Store Solutions
- Payments & Settlements

Service
- Delivery, Service, & Support
- Customer Self-Service
- Reverse Logistics
- Case Management

Advanced Analytics

Store analytics | Purchase analytics | Consumer loyalty | Predictive and prescriptive | Social Analytics | Master data management
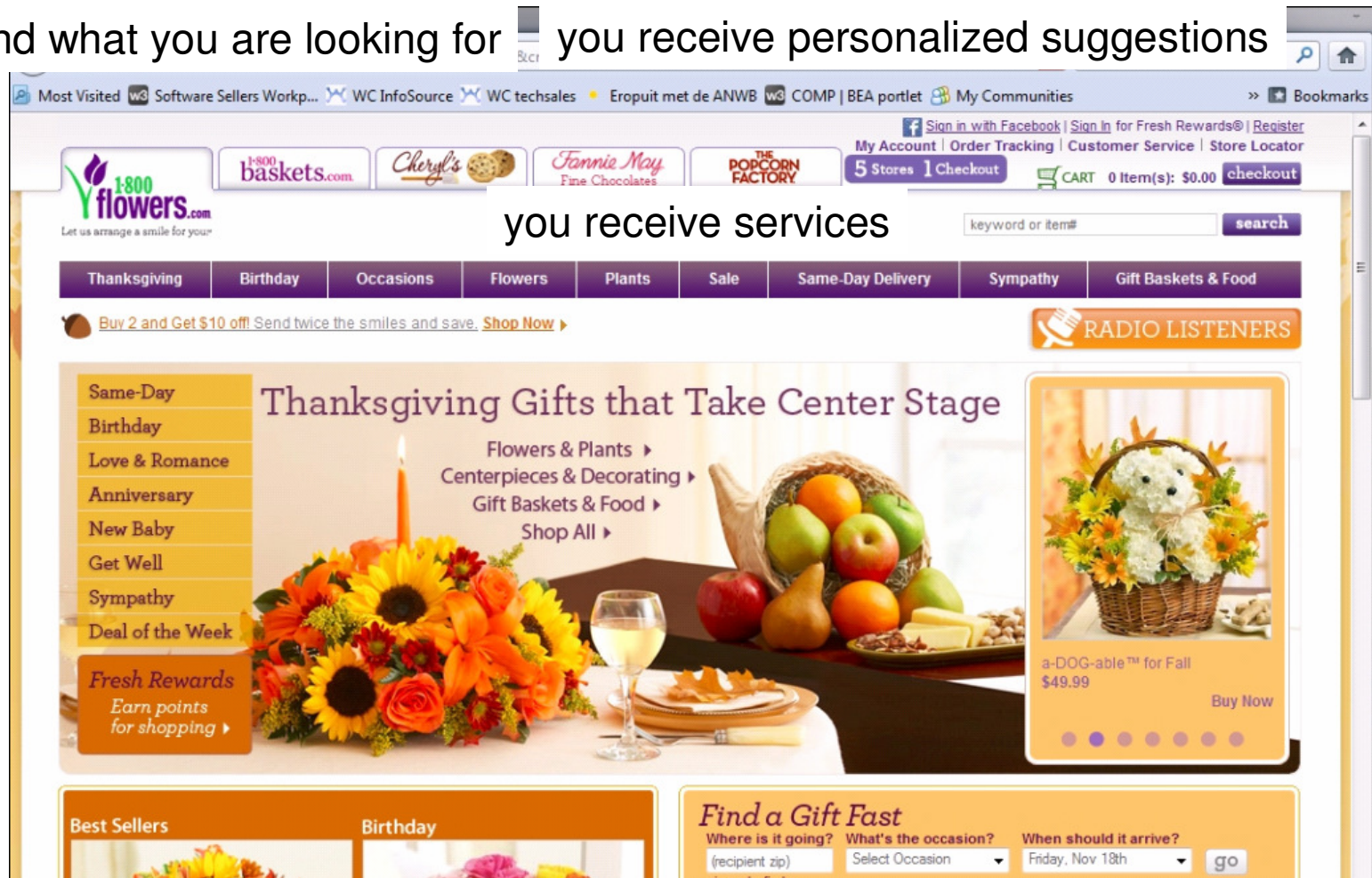
Workload Optimized Systems
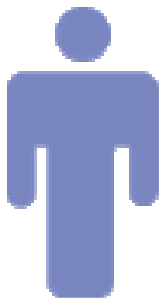**(Z-Enterprise, Power, X, Storage and Systems Software)**
focused on agility, integration and automation to drive relevant business outcomes
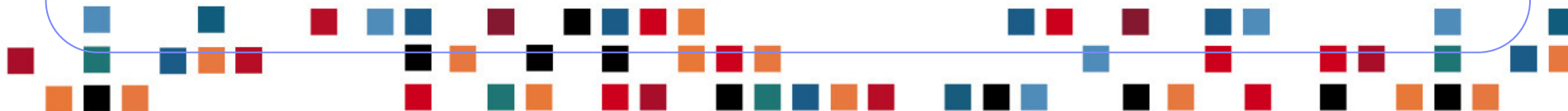
Step 1 - Customer experience designed to be engaging, attracting

you can find what you are looking for   you receive personalized suggestions

you receive services

Engaging web access is key if it is integrated in a real business model transformation

1-800-FLowers

For 1-800-Flowers, Smarter Commerce means having a unified platform for commerce across brands with agility to launch offerings. The commerce platform started with two brands and will eventually drive most brands with cross-selling and information sharing across the enterprise.

ING Bank

For ING Bank*, serving over 8M customers, Smarter Commerce means transforming their marketing so personalized product offers can be delivered across multiple channels in real time for an expected €20M increase in corporate earnings, 35% reduction in marketing costs, and shorter cycle times

Crocs

For Crocs*, a $700M manufacturer, Smarter Commerce means transforming their fulfillment operations and supply chain so internet customer orders are filled with nearly 100% accuracy through their network of suppliers at the lowest cost

*Case studies based on Coremetrics, Sterling Commerce and Unica solutions

Successful companies are staying competitive by transforming their approach to commerce

95%

Amount a major transportation company reduced partner integration time*.
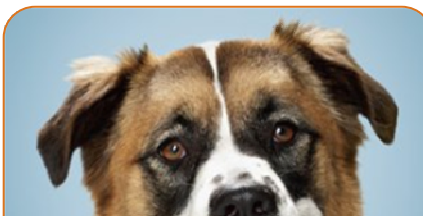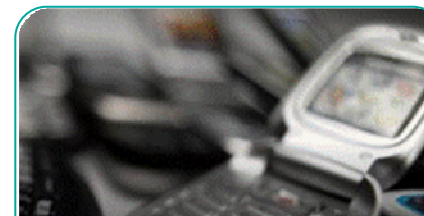
41%

Amount a retail pet company increased sales per unique web visitor. Also increased open and click-through rates to five times the industry average*.

50%

Amount a leading provider of teaching, learning and research solutions grew direct-to-consumer commerce revenues year over year*.

376%

Amount a US-based national communications service provider boosted ROI by reducing customer churn.

*Case studies based on Coremetrics, Sterling Commerce and Unica solutions

IBM is the right partner for Smarter Commerce

- **Leading industry capabilities and offerings**

  o Analytics, B2B Integration, Decision Optimization, Enterprise Marketing Management, Order Management, Selling and Fulfillment
  o Modular approach to address key challenges today and grow with confidence

- **Leader in research and development**

- **$2.5 billion invested since 2010 to create a truly smarter approach to commerce**

- **New services practice with more than a thousand dedicated experts**

- **Expertise in over 20 industries to help create a solution customized for your specific needs**

- **Leader in Smarter Computing - Over 50,000 hardware and software developers optimizing systems to manage needs driven by commerce applications**

Industrialize to innovate

IBM is the right partner for Smarter Commerce

- **Leading industry capabilities and offerings**
  - Analytics, B2B Integration, Decision Optimization, Enterprise Marketing Management, Order Management, Selling and Fulfillment
  - Modular approach to address key challenges today and grow with confidence

- Leader in **research and development**

- **$2.5 billion invested** since 2010 to create a truly smarter approach to commerce

- New services practice with more than a **thousand dedicated experts**

- **Expertise in over 20 industries** to help create a solution customized for your specific needs

- Leader in **Smarter Computing** - Over 50,000 hardware and software developers optimizing systems to manage needs driven by commerce applications

In a world of growing challenges and continous innovation, IT solutions need to be developed on an industrial basis.

IBM investments let companies and public insitutions access a source of industrialized innovation.

Result.

Keep pace of change at a reasonable cost of maintenance

Focus IT customization where it makes the real difference case by case, basing it on a solid, reliable industrialized innovation basis.

Sui terminali multitouch presenti allo stand IBM potrete trovare ulteriori spunti di riflessione attorno ai temi sviluppati nella sessione di oggi
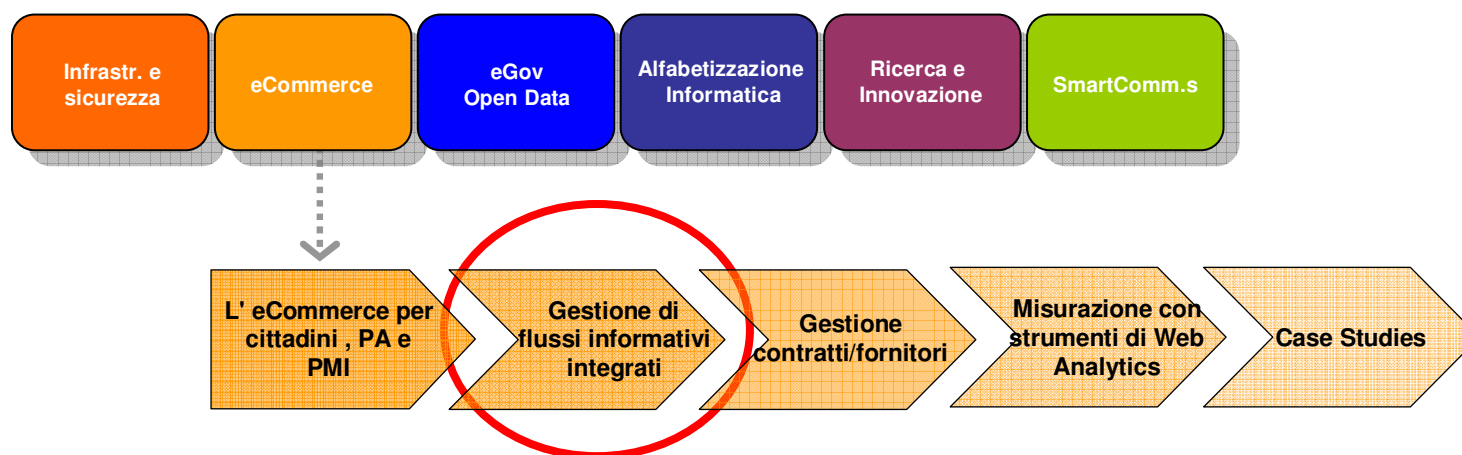
eCommerce is more than a website - it is a superior shopping/access experience based on an integrated value chain.
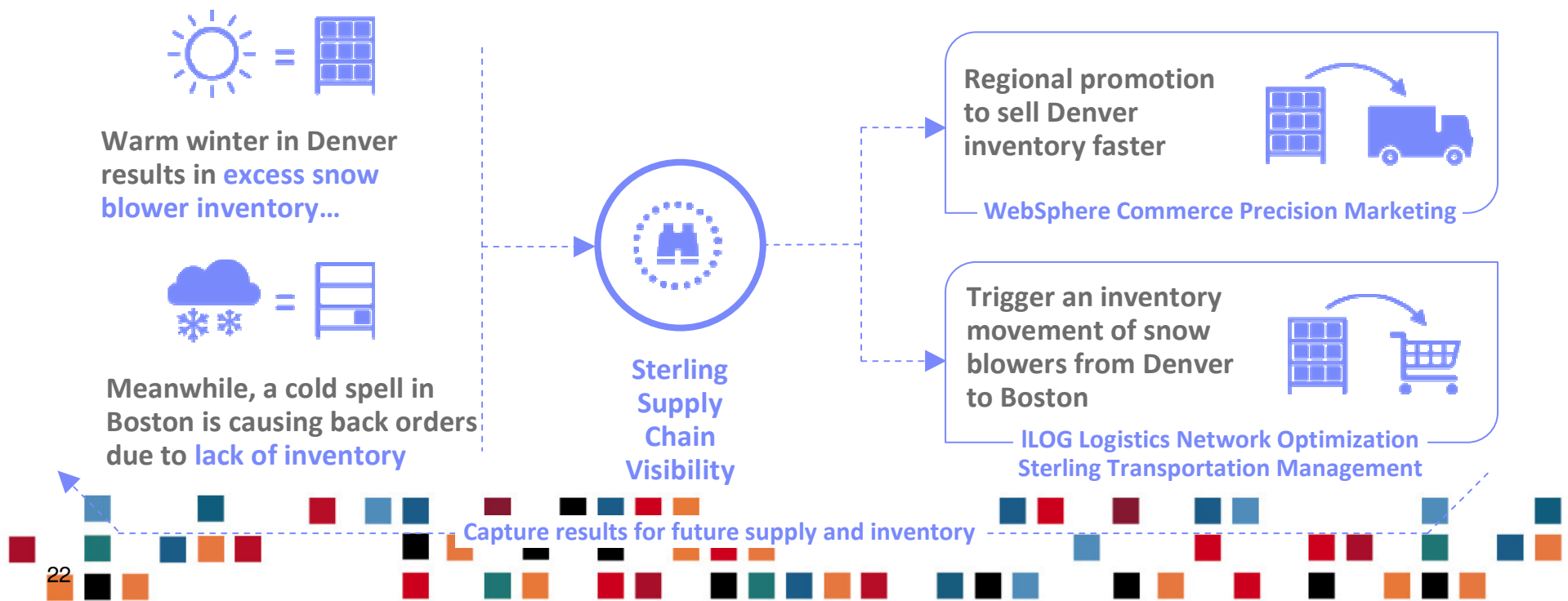

Optimized Supply chain

Sentiment analysis

The "science" of marketing
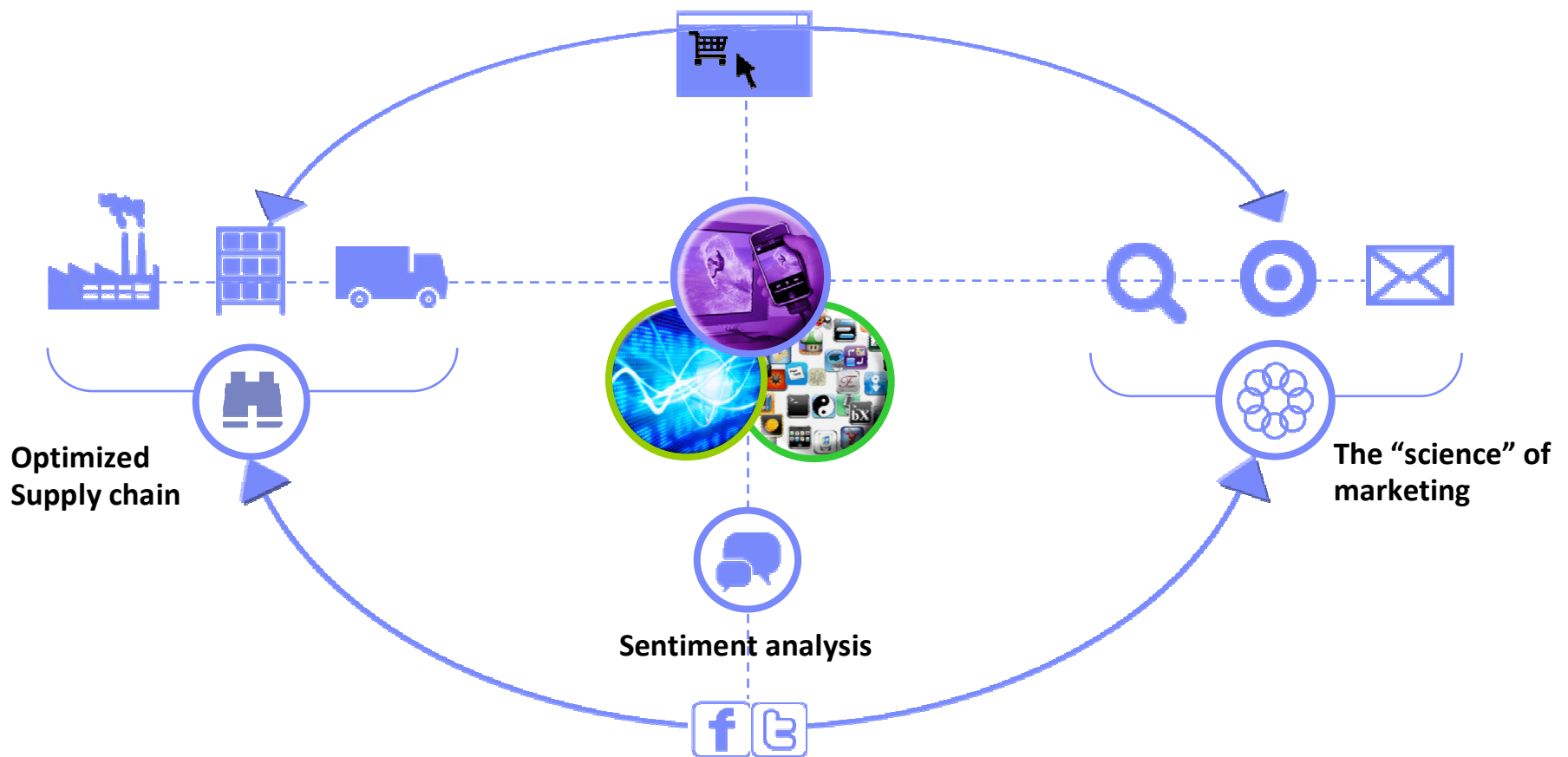
Leveraging supply chain intelligence to shift inventory & execute regional promotions

Solution Scenario

Offer regional product promotions and optimize inventory distribution

- **Sterling Supply Chain Visibility** monitors flow of inventory vs. annual norms
- **ILOG** is used to optimize the logistics network
- Network details are deployed into the **Sterling Transportation Management System**
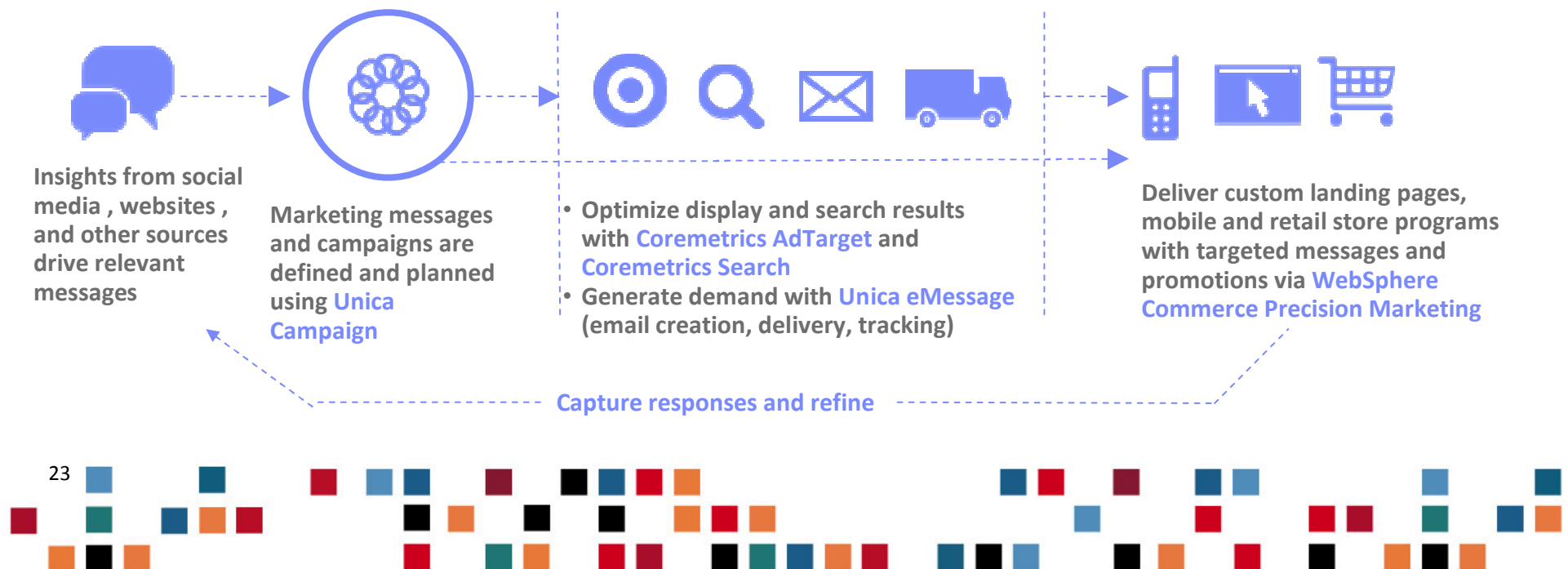- **WebSphere Commerce** leverages this intelligence to issue custom regional promotions

Warm winter in Denver results in **excess snow blower inventory…**

Meanwhile, a cold spell in Boston is causing back orders due to **lack of inventory**

Sterling Supply Chain Visibility

Regional promotion to sell Denver inventory faster

WebSphere Commerce Precision Marketing

Trigger an inventory movement of snow blowers from Denver to Boston

ILOG Logistics Network Optimization
Sterling Transportation Management

Capture results for future supply and inventory

IBM

Planning, coordinating & executing marketing campaigns to stimulate commerce demand
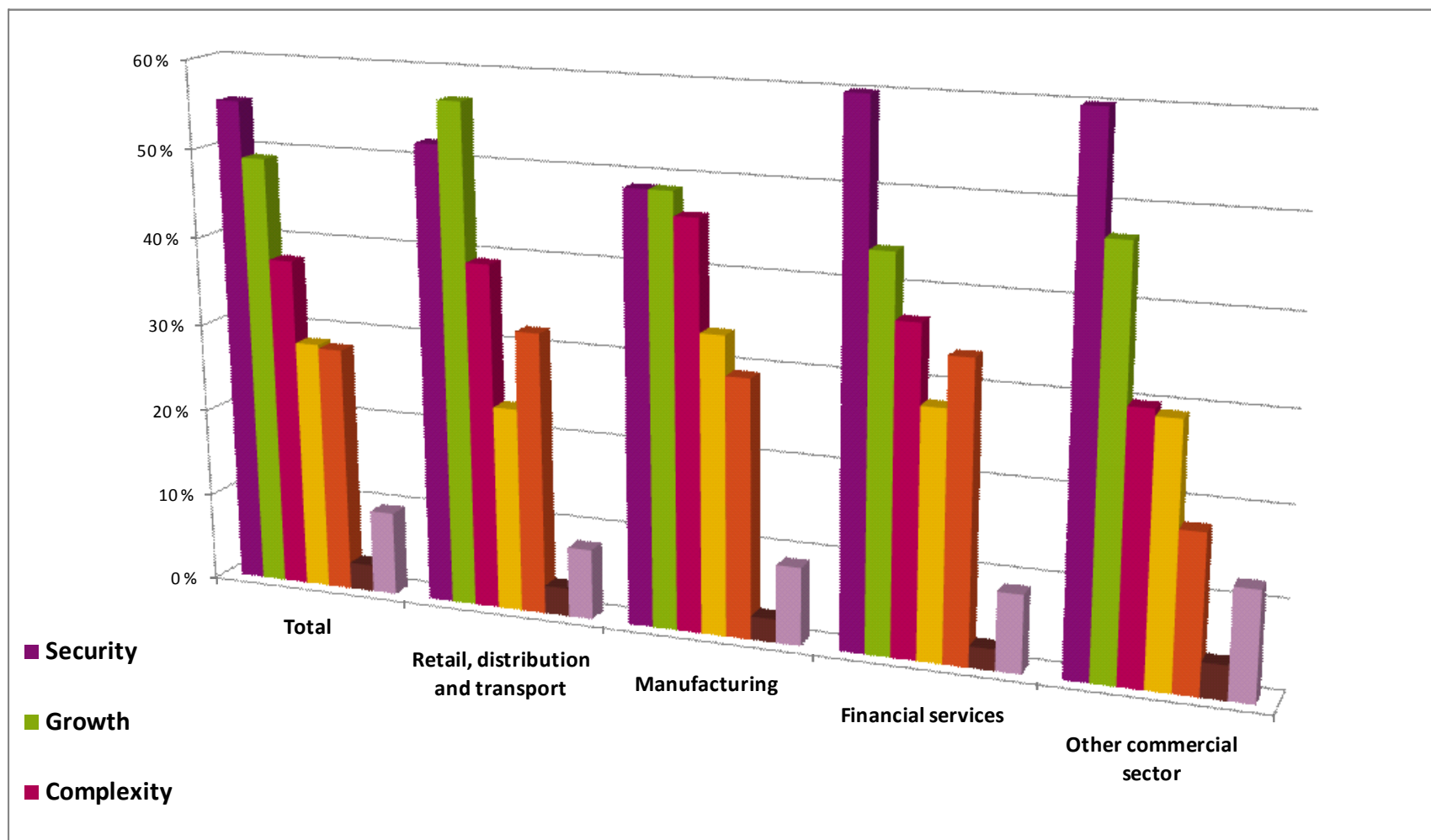
Solution Scenario

Manage marketing across multiple interaction channels

- **Cross-channel marketing strategy is defined and planned using Unica**
- **Coremetrics is used to track consumer actions, and make relevant recommendations**
- **The e-commerce web site and order capture is provided by WebSphere Commerce**
- **Customer experience with responsive interaction is guaranteed by workload optimized systems**

Insights from social media , websites , and other sources drive relevant messages

Marketing messages and campaigns are defined and planned using Unica Campaign

- **Optimize display and search results with Coremetrics AdTarget and Coremetrics Search**
- **Generate demand with Unica eMessage (email creation, delivery, tracking)**

Deliver custom landing pages, mobile and retail store programs with targeted messages and promotions via WebSphere Commerce Precision Marketing

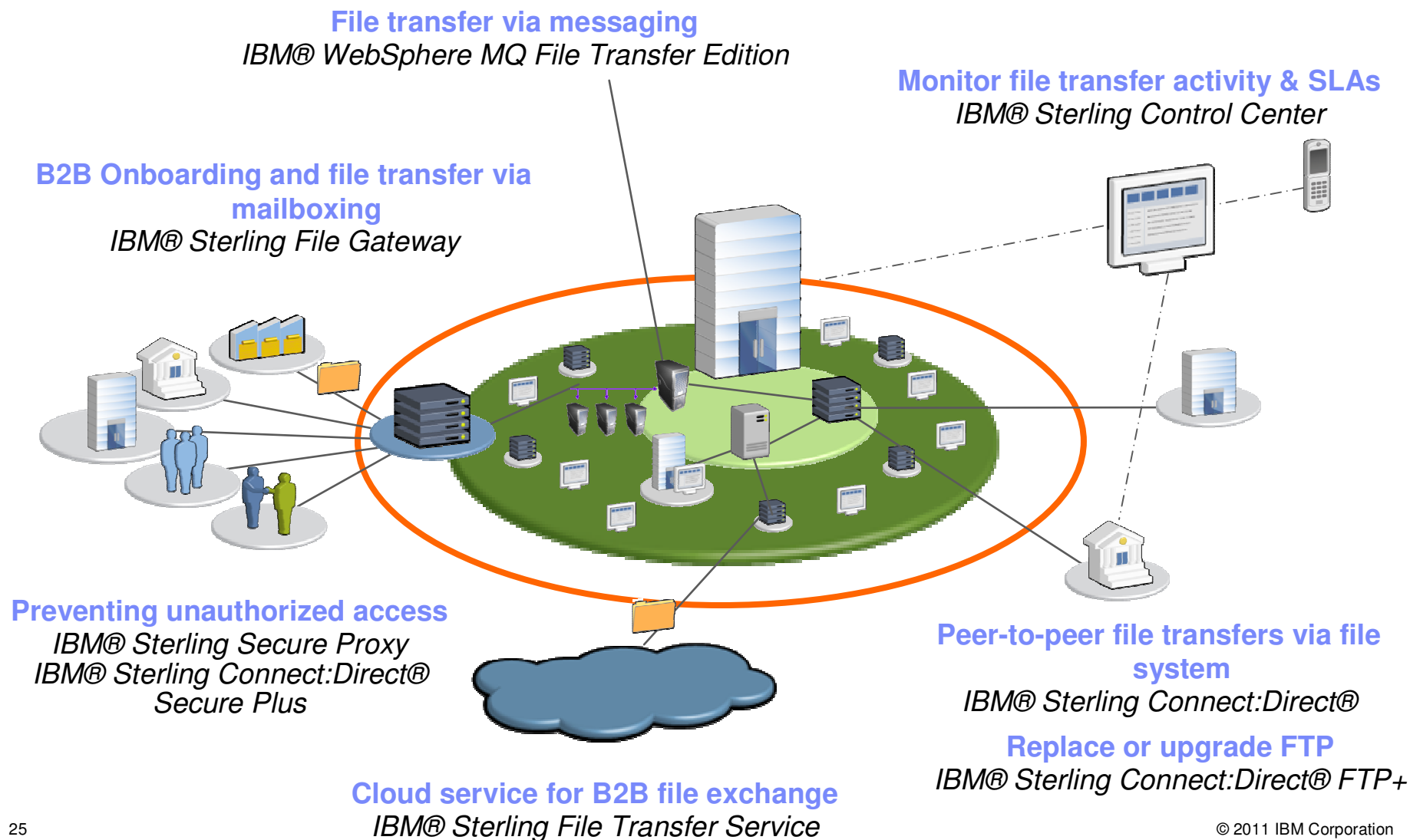**Capture responses and refine**

23

These concerns have been validated across industries

Which of the following issues limits the effectiveness of your on-premises file transfer systems?

VansonBourne

■ **Security**

■ **Growth**

■ **Complexity**

File Transfer Research Study, Vanson Bourne, October 2010

The IBM® Managed File Transfer solution is a comprehensive MFT suite

File transfer via messaging
IBM® WebSphere MQ File Transfer Edition

Monitor file transfer activity & SLAs
IBM® Sterling Control Center

B2B Onboarding and file transfer via mailboxing
IBM® Sterling File Gateway

Preventing unauthorized access
IBM® Sterling Secure Proxy
IBM® Sterling Connect:Direct® Secure Plus

Peer-to-peer file transfers via file system
IBM® Sterling Connect:Direct®

Replace or upgrade FTP
IBM® Sterling Connect:Direct® FTP+

Cloud service for B2B file exchange
IBM® Sterling File Transfer Service

25

© 2011 IBM Corporation

Resulting in MFT projects being back on the IT agenda

Regulation, compliance and risk mitigation

- Failed audit remediation
- Mandated FTP encryption
- All file servers out of the DMZ

Expand the reach of the partner community

- Grow number of file transfer connections
- Grow the number of application transfer connections

Rationalize and lower infrastructure cost through consolidation

- Consolidate department FTP servers
- Offload attachments from Email servers
- Enable partner self-service

Increase straight through processing performance

- Provide tighter SLA's for data transmissions that drive higher level business processes

26

IBM

Sui terminali multitouch presenti allo stand IBM potrete trovare ulteriori spunti di riflessione attorno ai temi sviluppati nella sessione di oggi

| Infrastr. e sicurezza | eCommerce | eGov Open Data | Alfabetizzazione Informatica | Ricerca e Innovazione | SmartComm.s |

L' eCommerce per cittadini , PA e PMI

Gestione di flussi informativi integrati

Gestione contratti/fornitori

Misurazione con strumenti di Web Analytics

Case Studies
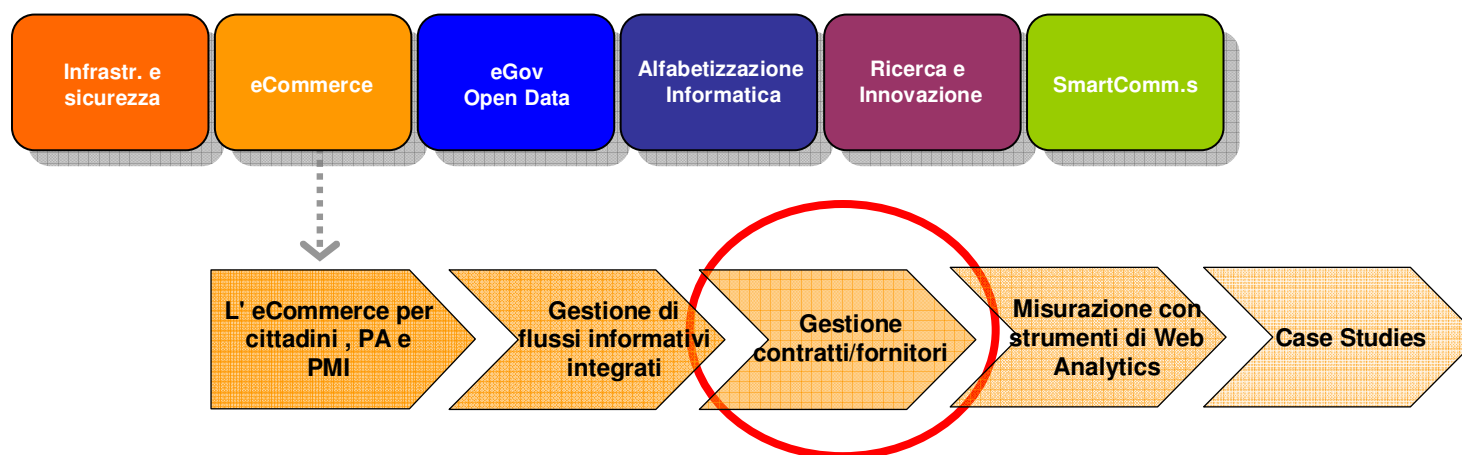
Optimizing and managing spend, contract management, supplier life cycle management, and sourcing are key to sourcing and procurement professionals

Spend Management

• Competitive pressures to economize on spend across categories and divisions is driving the need for greater spend visibility and better sourcing decisions

Contract Management

• Intense focus on achieving the bottom line means contracts need to be profitable and managed against compliance and risk

Supplier Lifecycle Management

• Empowered customers are raising expectations for product availability and demanding shorter cycle times driving need for more effective supplier collaboration

Sourcing
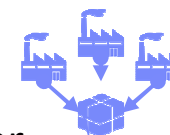
• Customers continually expect higher value, lower costs, and compliance to sustainability driving the need for more effective and agile sourcing strategies

Driving Value with Industry Leaders

Emptoris Provides a Full Range of Supply Management Solutions

IBM

Spend Analysis

Provide Complete Visibility to all Enterprise Spend

Contract Management
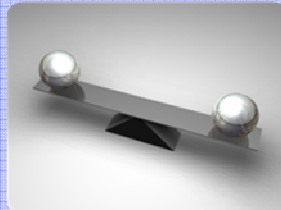
Increase Quality of Negotiated Contracts and Enforce Compliance to Terms

Supplier Lifecycle Management

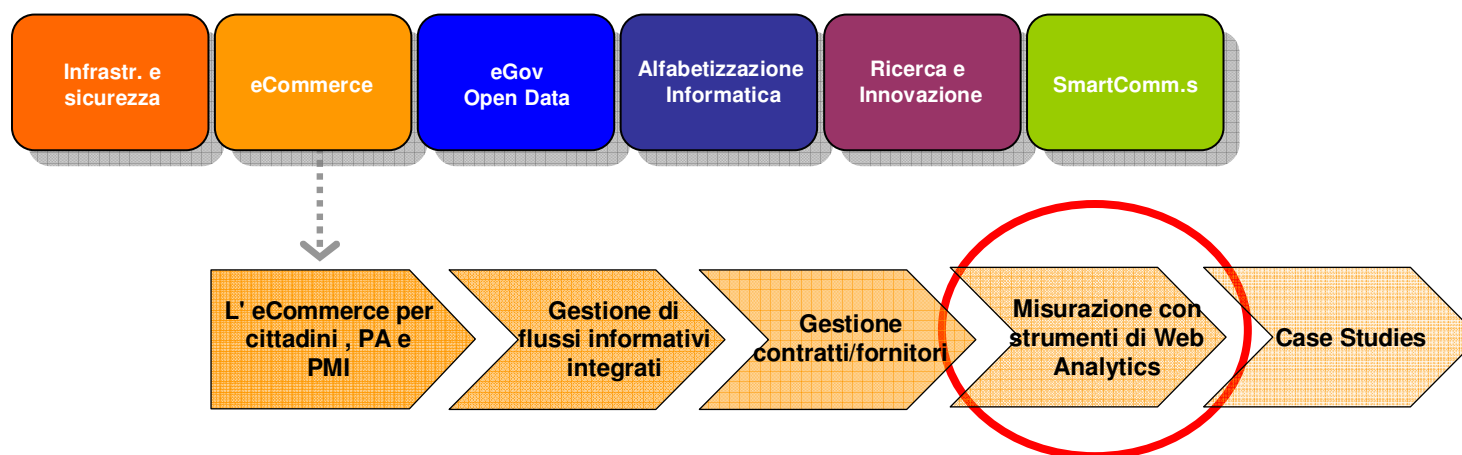Complete Supplier Performance and Risk Management, Visibility and Intelligence

Sourcing

Drive Cost Savings while Reducing Risk through Optimized Supplier Selection

Category Solutions

Manage Complex Spend Categories, such as Contract Labor and Telecom Expenses

IBM

Sui terminali multitouch presenti allo stand IBM potrete trovare ulteriori spunti di riflessione attorno ai temi sviluppati nella sessione di oggi
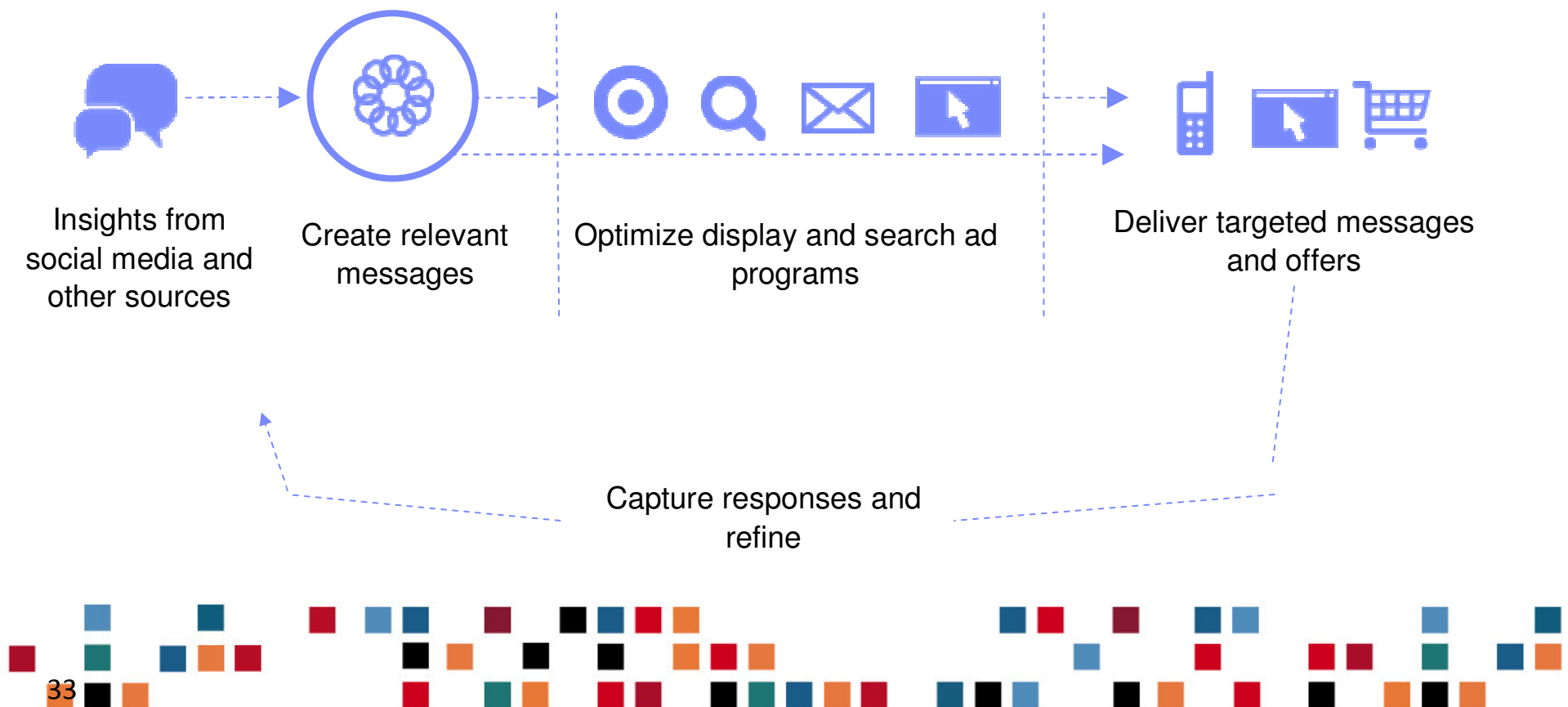
Infrastr. e sicurezza	eCommerce	eGov Open Data	Alfabetizzazione Informatica	Ricerca e Innovazione	SmartComm.s

L' eCommerce per cittadini , PA e PMI

Gestione di flussi informativi integrati

Gestione contratti/fornitori

Misurazione con strumenti di Web Analytics

Case Studies

IBM

we need following the customer along all the journey through the different Brand touch points

- Behavioral data collection -

Social
Became a Facebook fan and read user reviews about Product A

Mobile
Purchased out-of-stock Product B after scanning QR code in-store

Email
Responded to newsletter Product C clearance link

Natural Search
Came to the site via Natural Search accessed site for Product A and identified nearest Store

Display Ad
Returned via a display ad click; picked a product recommendation on site

Off-line
Calls support center for help setting up the Product E

Paid Search Web Site
Searched for Product A on Google

Integrated marketing allows you to manage marketing across multiple interaction channels

Planning, coordinating and executing marketing campaigns to stimulate commerce demand

Insights from social media and other sources

Create relevant messages

Optimize display and search ad programs

Deliver targeted messages and offers

Capture responses and refine

33

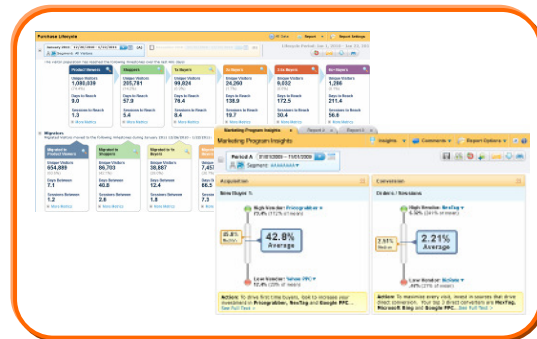Bringing science to the art of marketing with actionable analytics and end to end Marketing Optimization
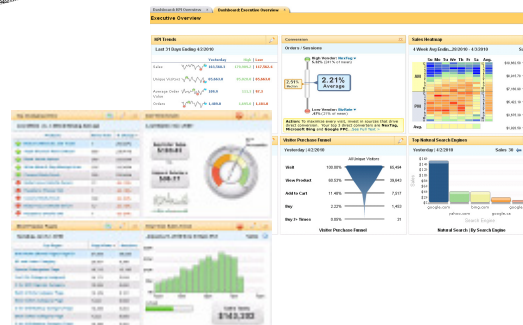
Link online, offline, and off-site behavior
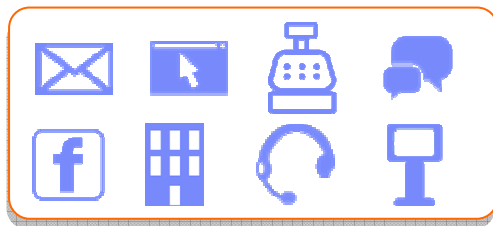
Understand web site, program, and customer details to build deep customer profiles

LIVE Profiles
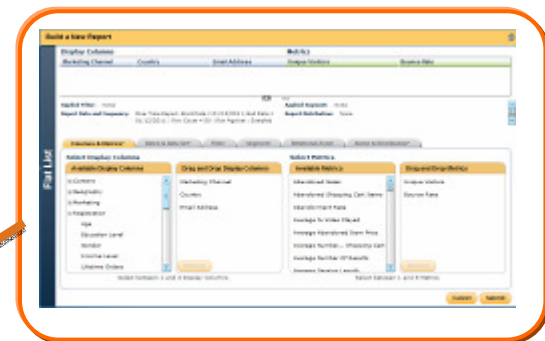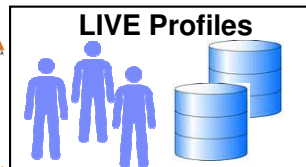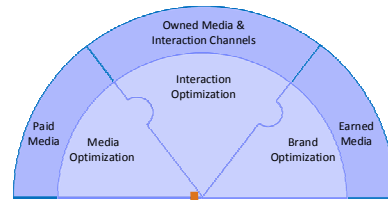
Easily build custom reports, tracking performance over any specified period
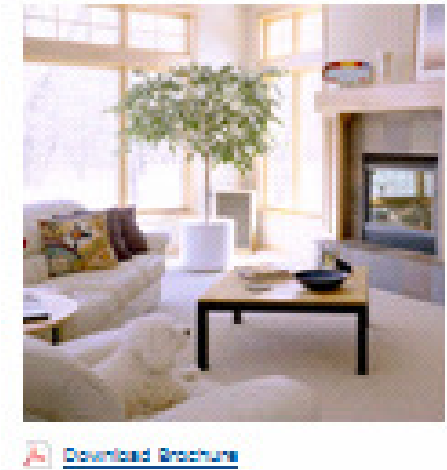
Track customer behavior

Dashboards
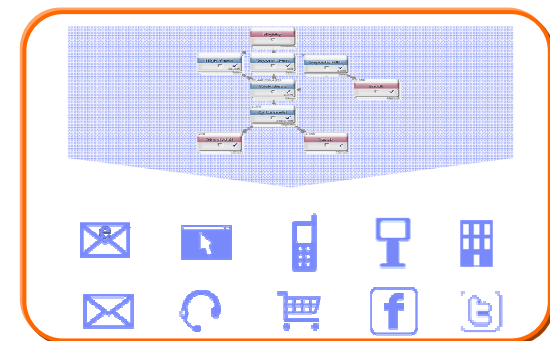
optimized marketing campaigns and tactics

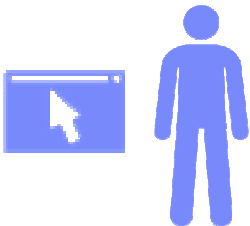## Visitor Journey – behavior learning

a) the visitor accesses the Commerce site

b) he selects an offer

c) the system tracks the client's behaviour, his visit, and his view of a specific product / offering

Cookie ID	Registration ID	Event 1	Event 2	Event 3	Event 4
1234567	-	Visit	Product12 view		

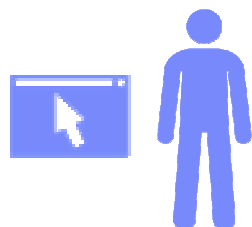## Visitor Journey – behavior learning

Ad →

```
Name

email

address....
```

The client enters the site from the Ad-space click

The site page invites him to register offering some advantage

He registers on the site - Inputs data - Name - Email Address

He subscribes to a newsletter service

Cookie ID	Reg. ID	Birthday	Address	Social data	Event 1	Event 2	Event 3	Event 4
1234567	mario@gmail.com	30/11/1975	Via Sciangai, 53 Roma	…	Registration			

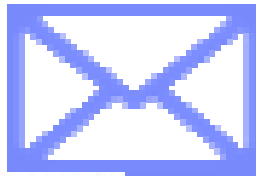Holistic Profile - Behaviour + Demographics

Visitor Journey – retargeting by email

What's new

The newsletter is personalized

The email contains a

personalized message

<u>relevant for him/her</u>

<u>on the basis of past behaviour</u>
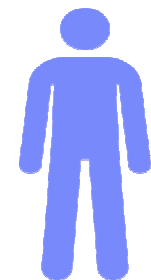
General Newsletter

he clicks on the link inside the personalized newsletter

he is redirected to the Commerce site

or to the Store

an intelligent offer engine shows
what you saw
or affiliated products
based on catalogue, behaviour,
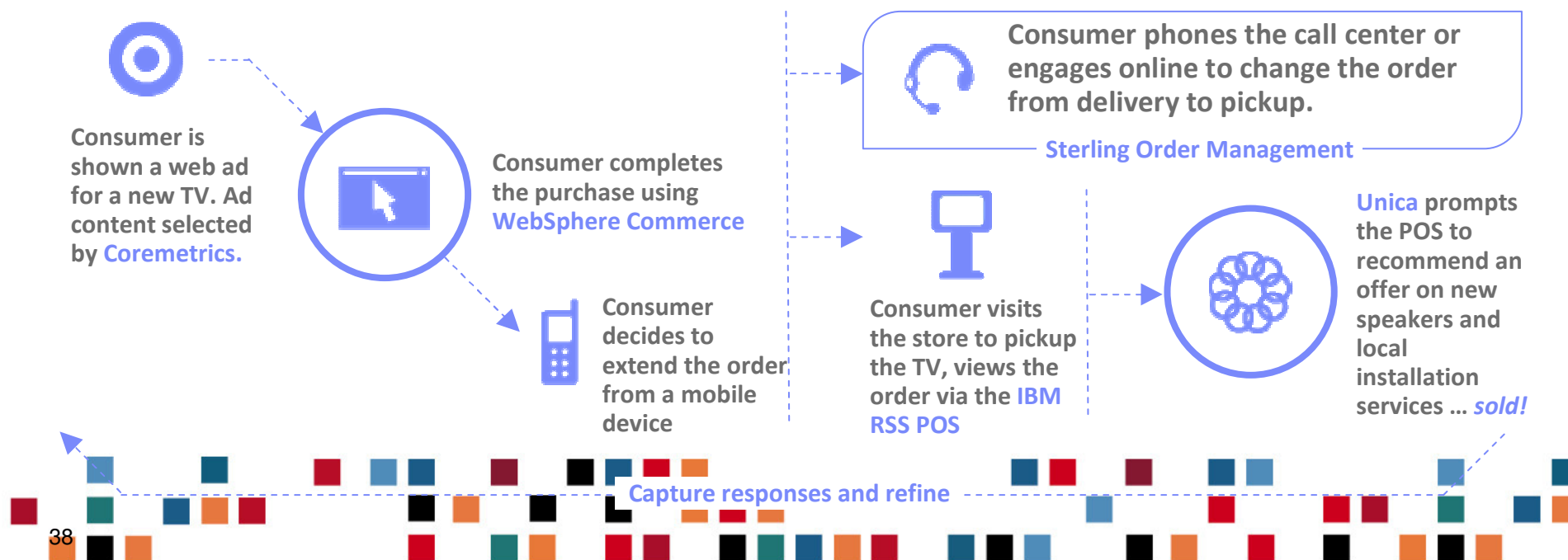and wisdom of the crowd

mario@gmail.com

What's in it relevant for me?

IBM

A unified, cross-channel shopping experience

Take action based on a consistent view of a consumer's order across multiple channels
- **Coremetrics** is used to track consumer actions, and make relevant recommendations
- The e-commerce web site and order capture is provided by **WebSphere Commerce**
- **Sterling Order Management** maintains a consistent view of the consumer's order
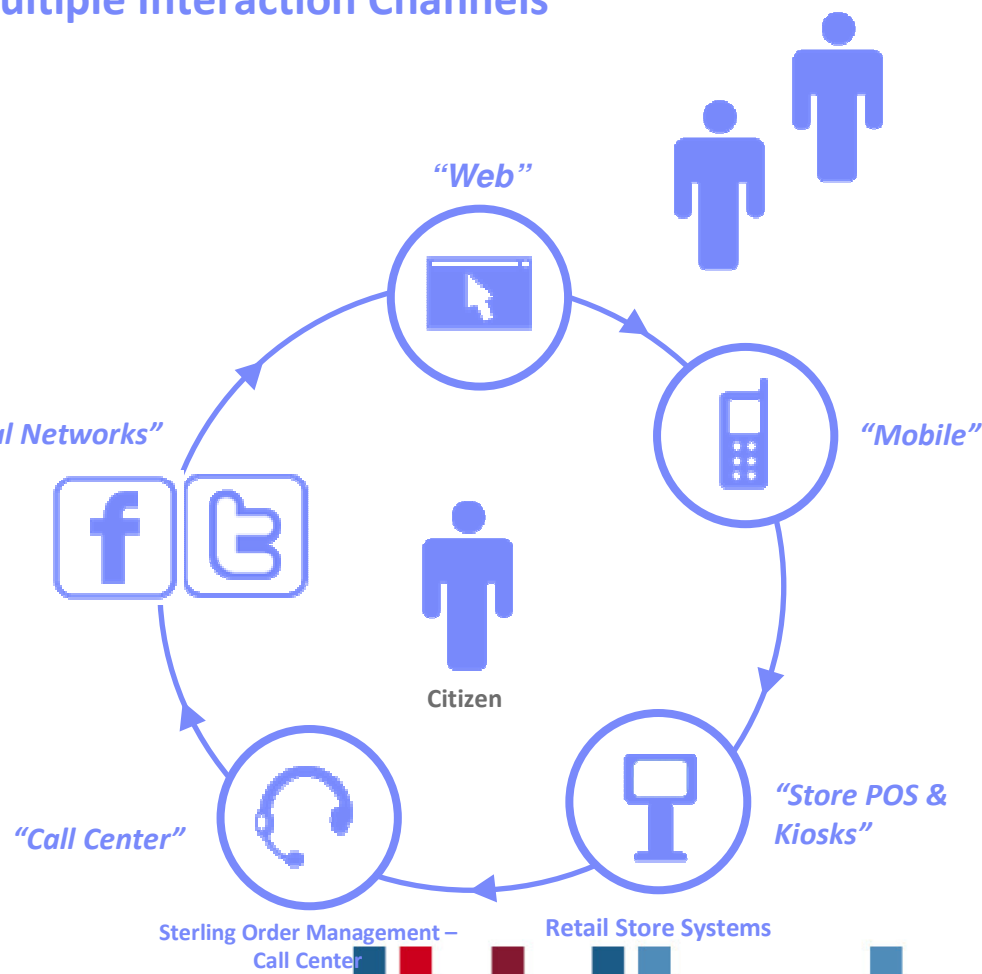- The POS from **Retail Store Systems** integrates with the entire system to maximize POS sales

Consumer is shown a web ad for a new TV. Ad content selected by **Coremetrics.**

Consumer completes the purchase using **WebSphere Commerce**

Consumer decides to extend the order from a mobile device

Consumer phones the call center or engages online to change the order from delivery to pickup.

Sterling Order Management

Consumer visits the store to pickup the TV, views the order via the **IBM RSS POS**

Unica prompts the POS to recommend an offer on new speakers and local installation services ... *sold!*

Capture responses and refine

38

Application to public: a better comprehension leading to better service

Seamless Customer Experience across multiple Interaction Channels

In the _PUBLIC SECTOR_ this means enabling
a new self service access to citizens.
with a measuring process to improve day
after day.

Result: reduce costs in traditional channels
(local agencies) and provide institutional
service levels at the defined target.
Limited queues, reduced costs.

"Web"

"Social Networks"

"Mobile"

Citizen

"Call Center"

"Store POS & Kiosks"

Sterling Order Management –
Call Center

Retail Store Systems

Privacy

- Privacy is a focus area for Coremetrics.

- Citizens and consumers are informed they can receive a better service if they accept coremetrics monitoring their behaviour online.

- They can opt not to provide this authorization. And this can happen, but statistics show people appreciate the service they can receive.

- *IBM Coremetrics is a leader in online privacy. This Privacy Statement is designed to inform you (i) of our privacy beliefs and practices; and (ii) about how to take greater control over your own online privacy.*
- *This Privacy Statement includes (i) the privacy policies for our collection of visitor data at our own web site, www.coremetrics.com, and (ii) a description of the services that we provide to our clients, including our analytics services (the "Services"). This Statement also discusses our visitor opt-out policy. Unless otherwise stated, this Statement does not cover our offline data practices.*

privacy example

http://www.davidsbridal.ca/webapp/wcs/stores/servlet/misc?contentName=/Footer/privacy_cm_optou

DAVID'S BRIDAL

FREE SHIPPING ON SALE & OUTLET
Orders $49+

REQUEST AN APPOINTMENT
877-923-2743

Find a Store   Enter Zip Code   ▶

Search Keyword or Style #   ▶

wedding solutions ▶   dress your wedding ▶   style & fashion guide ▶   color inspiration ▶

bridal gowns | bridal party | special occasion | accessories | invitations | ceremony | reception & favors | gifts | prom | tuxedos | buy online | sale | outlet

Register with Us
Request an Appointment
Style & Fashion Guide
Real Weddings
Honeymoons
Wedding Gift Registry
Wedding Solutions
Special Offers
Online Catalogs
Help

WIN *your gown* or 5 bridesmaids dresses
ENTER TODAY ▶

SAVE 20%

David's Bridal respects your privacy as set forth in our Privacy Policy. We understand, however, that not all of our visitors wish to have information collected regarding their shopping experience. Use the opt-out form below to opt out from the regular process of data collection by Coremetrics. If you choose "Anonymous Visitor" or "Total Opt-Out", your status is maintained by placement of an "opt-out cookie" on your computer. If this cookie is removed or deleted, if you upgrade your browser to a new version or if you visit us from a different computer, you will need to return to this form to re-select your preference. Please understand that whatever selection you make here will apply to Coremetrics's data collection abilities at other websites served by Coremetrics.

○ **Anonymous Visitor:** Allow our third-party vendor to anonymously collect shopping actions at this website and at other websites that it services. David's Bridal will have access to this information, but it will be presented as part of a pool of general, anonymous visitors.

○ **Total Opt-out:** Do not allow our third-party vendor to capture data regarding your shopping experience. I understand, however, that the fact that a "Total Opt Out" election has been made will be recorded, so that aggregated totals of "Total Opt Out" elections can be calculated and recorded.

○ **Cancel Opt-out:** Allow our third party vendor to capture data regarding your shopping experience at this website and at other websites that it services.

SUBMIT

A point of view about eCommerce: Conclusions section 1.

- let's speak about digital marketing and eCommerce...some principles from the private market eCommerce

eCommerce is more than a webpage with sales functionalities

It includes a transformation of the business, where the focus is on the people who expect better comprehension and improving services.

Companies achieve success when they provide relevant, targeted, reliable messages.

And their messages need to be sustained by efficiency, optimized costs, and secure flows on information and documents all through open interconnected value systems. Buy Market Sell Service is the mantra of Smarter Commerce.

Technology plays a key role as enabler of this business transformation. IBM provides access to industrialized assets and investments to focus custom differentiation and innovation where it really matters.

A point of view about eCommerce: section 2.

- let's speak about digital marketing and eCommerce in Public Sector

- worldwide experiences

Sui terminali multitouch presenti allo stand IBM potrete trovare ulteriori spunti di riflessione attorno ai temi sviluppati nella sessione di oggi

Infrastr. e sicurezza	eCommerce	eGov Open Data	Alfabetizzazione Informatica	Ricerca e Innovazione	SmartComm.s

L' eCommerce per cittadini , PA e PMI → Gestione di flussi informativi integrati → Gestione contratti/fornitori → Misurazione con strumenti di Web Analytics → Case Studies

Examples and case studies: how eCommerce is applied
in the specific context of public institutions worldwide.

44
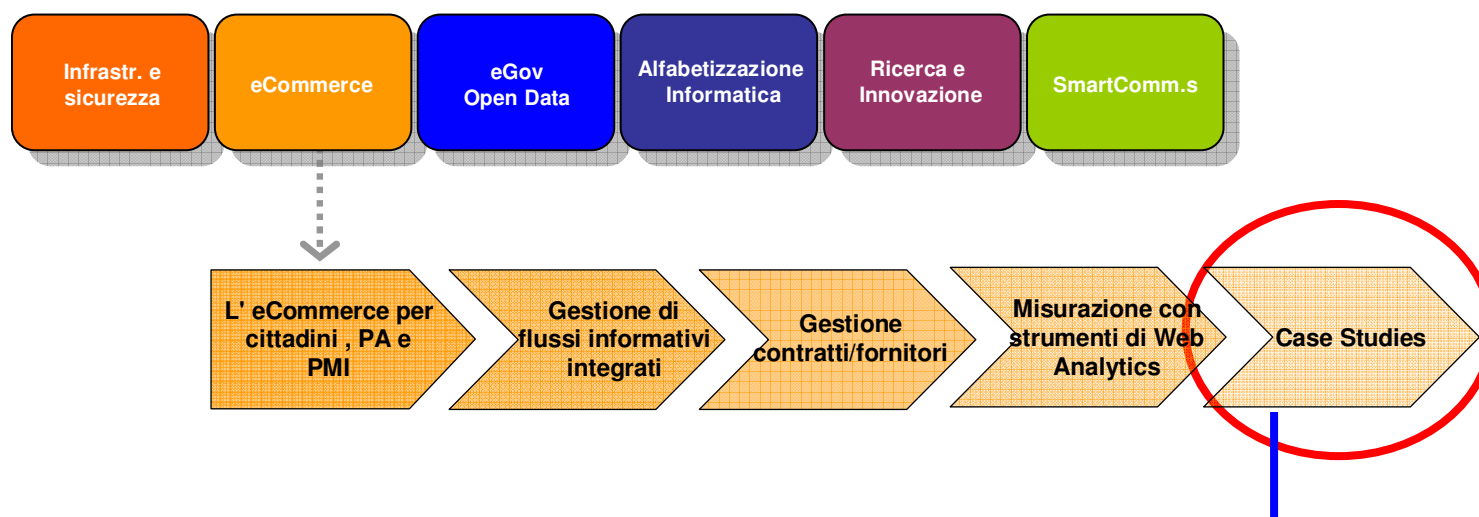
Agenda: eCommerce and eGovernment

- Market Forces Driving Innovation

- The Phases of e-Government

- WebSphere Commerce for e-Government

- WC e-Government Success Stories

- Key WC Capabilities for e-Government

- The e-Government Journey

- Recommendations for Successful e-Government

E-Government

- **E-Government means the usage of information and communication technology with the purpose to improve the management of *internal* and *external* processes in public administration, and to facilitate delivery of services and information to citizens and enterprises**

- **Types of eGovernment**

  - G2C – Government to Citizen

  - G2B – Government to Business

  - G2G – Government to Government

  - G2E – Government to Employees

Market forces drive need for change and innovation

Business flexibility and responsiveness enables innovation

Market forces

Innovation by flexible / responsive agencies

Citizen Expectations

✓ Active and informed citizens demanding more convenient and reliable service

→ **Provide seamless 24x7 access to services, government programs and information**

Agency Performance

✓ Pressure to deliver citizen services faster across multiple channels of distribution

→ **Innovate citizen services to offer improved quality of service and deliver new services via web, call center, or mobile**

Government Operations

✓ Need to improve efficiency and effectiveness of operations at reduced costs

→ **Create reusable business processes which optimize linkages with citizens, agencies and third party providers**

Regulatory Environment

✓ Increased regulatory, auditing and reporting requirements

→ **Leverage industry standards (e.g. Web service standards) to provide single entry connectivity and improved reusability**
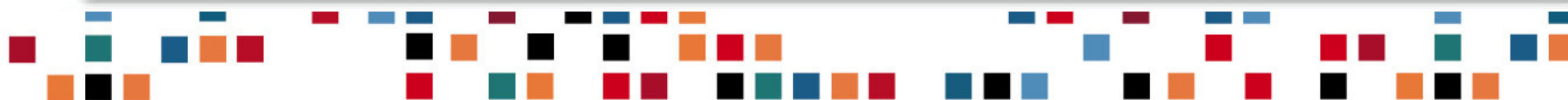
To ensure the economic health, welfare and security of their citizens, smart governments are working toward…

CITIZEN-CENTERED EXPERIENCES
Connecting people to programs based on individual needs — achieving sustainable outcomes while reducing operational costs and maximizing taxpayer value.
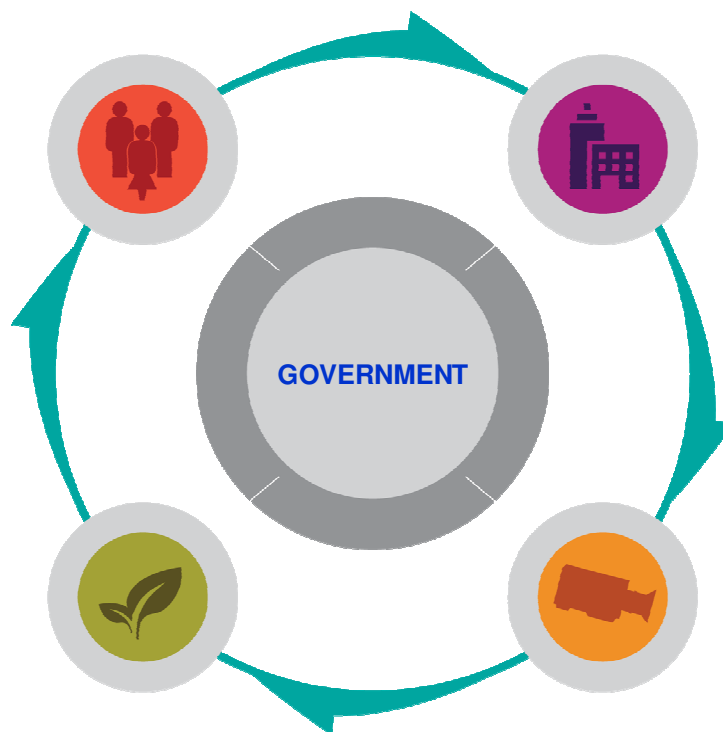
GOVERNMENT ACCOUNTABILITY
Leveraging business intelligence and planning to improve insight and elevate performance with visibility and control.

GOVERNMENT

GREEN GOVERNMENT FOR A GREENER PLANET
Deploying environmentally responsible operations, from energy efficiency and conservation to the pursuit of renewable resources.

SENSE AND RESPOND CAPABILITIES
Enabling defense and law enforcement organizations to achieve situational awareness, increased speed of command and combat superiority.

Agenda

- Market Forces Driving Innovation

- **The Phases of e-Government**

- WebSphere Commerce for e-Government

- WC e-Government Success Stories

- Key WC Capabilities for e-Government

- The e-Government Journey

- Recommendations for Successful e-Government

The Three Phases of E-Government

Publish

- Enables citizens and businesses to readily access government information without having to travel to government offices or stand in lines

- Publish sites seek to disseminate information *about* government compiled *by* government to a wide audience

- It is the first step in e-Governement

Interact

- Interactive e-Governement involves two-way communications, starting with basic functions like email contact information for government officials or feedback forms that allow users to submit comments on legislative or policy proposals

Transact

- Citizens expect governments to offer their services through the Web, similar to retailer's eCommerce services

- By revamping procedures and automating processes, especially in revenue-generating areas such as tax and fine collection, governments improve revenue, stem corruption, and improve trust in government
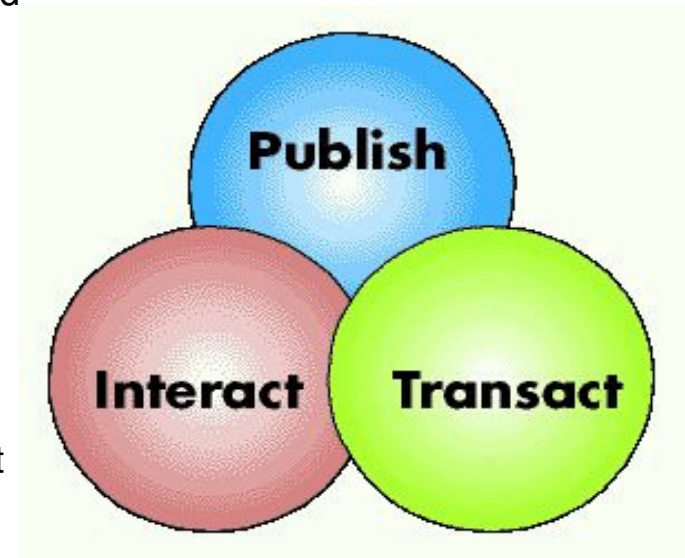
Source: Center for Democracy & Technology

Recommendations to Succeed in eGovernement

Recommendations for *Publish* Projects

- Begin with a strategy to get information online
- Post information of value to people in their daily lives
- Consider mandate that all agencies publish a specified range of information online
- Seek attainable results using available resources
- Focus on content that supports other goals, e.g. economic development, transparency, etc.

Recommendations for *Interact* Sites

- Be proactive about soliciting participation; use traditional media to publicize online consultations
- Show citizens that their engagement matters, by informing them of outcomes of their online comments
- Break down complex policy issues into easy-to-understand components

Recommendations for *Transact* Projects

- Integrate e-Governement with *process reform*, streamlining and consolidating processes before putting them online
- Target audiences that will have immediate use for online services
- Enlist support of those who will be using the site and address concerns of government workers whose role will change as result of innovation
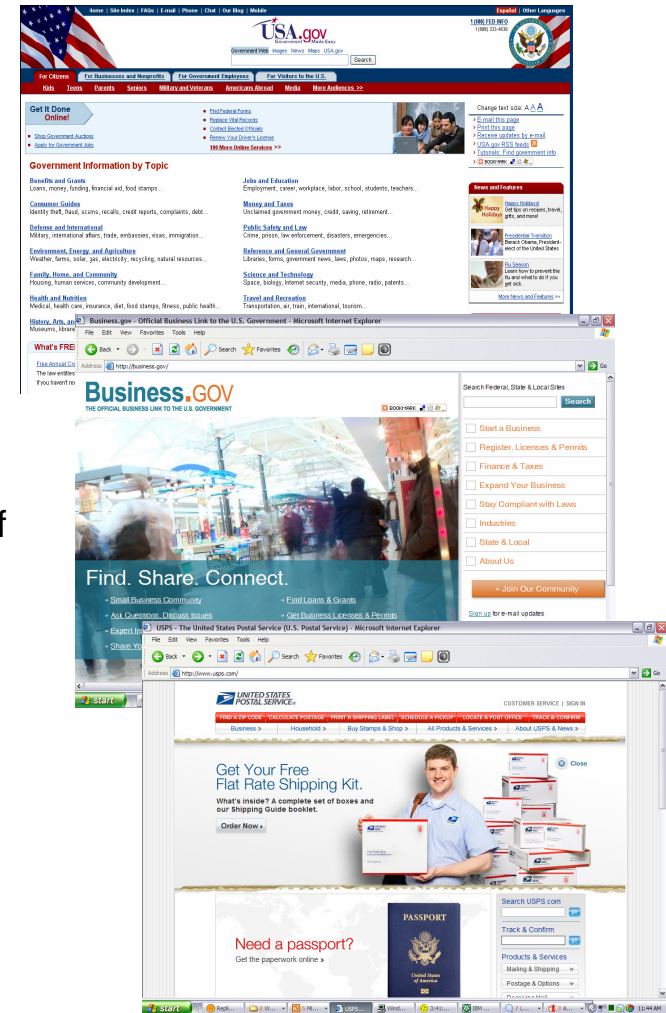
Source: Center for Democracy & Technology

Position Your Agency for Today and Tomorrow

- Government agencies *are* multi-channel retailers allowing citizens choices on how they interact

  – Internet, Mail, Counter, Telephone, eMail, Mobile

- Agencies should select a flexible platform to deploy their website so they can grow and change as online marketplace evolves

- IBM WebSphere Commerce allows Government agencies to create a cohesive strategy with one centralized connection point

Agenda

- Market Forces Driving Innovation

- The Phases of e-Government

- **WebSphere Commerce for e-Government**

- WC e-Government Success Stories

- Key WC Capabilities for e-Government

- The e-Government Journey

- Recommendations for Successful e-Government

WebSphere Commerce for e-Government

- WebSphere Commerce is a powerful and versatile sell-side commerce solution that can be used to streamline and enhance Government agency interactions with its constituents

- WebSphere Commerce allow Governments to focus on enhancing constituent services and quality while simultaneously increasing efficiency

- WebSphere Commerce has over 33 e-Government live sites today

WebSphere Commerce Strategic Vision

The strategic vision for WebSphere Commerce is to become the market-leading "Citizen Interaction Platform", enabling agencies to deliver rich and contextual experiences across all channels and touch points

WebSphere Commerce helps government achieve its modernization objectives of becoming:

- Simple and user-oriented
- Participative and inclusive
- Transparent and accountable
- Joined-up and networked
- Efficient and innovative

By delivering:

- A single platform & common services to provide personalized and relevant experience
- Consistent experience across every interaction channel: Web, Mobile, Contact Center, Kiosk
- Cross-channel and backend integration of data and processes
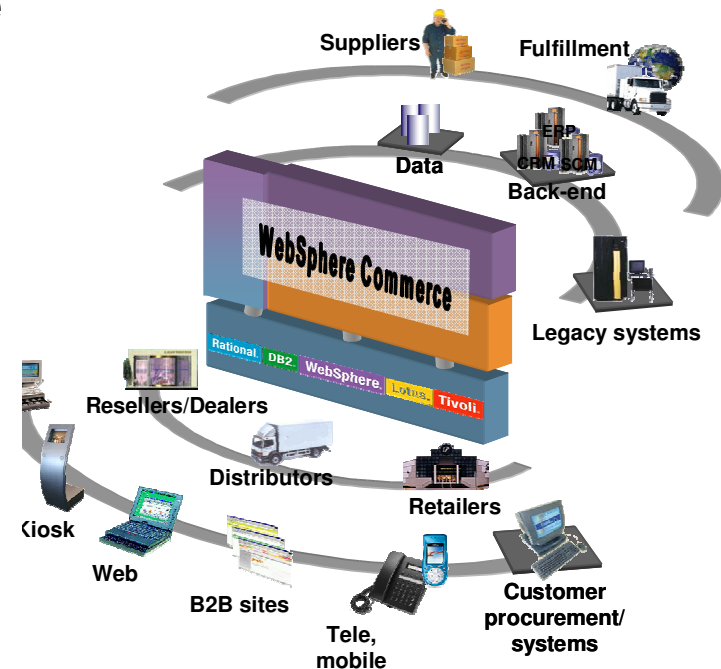
WebSphere Commerce – Citizen Interaction Platform

WebSphere Commerce Value in e-Government

- **Rich & Personalized Citizen Experience**
  - Provide an optimized, personalized experience quickly driving constituents and businesses to the products and services they are looking for. Key Capabilities include: Advanced personalization, Precision marketing, Faceted search

- **Flexible catalog**
  - Advanced catalog may be used to support a wide range of products & services Governments provide

- **Account Management**
  - Enables constituents and businesses to manage key accounts: Toll Systems, Tax Collection, Utility Billing, Recurring Services such as permits, etc.

- **Multi-Channel Touchpoints**
  - Support a wide range of touchpoints making it even easier to do business: Web, Mobile, Contact Center, Kiosk

- **Micro-Sites Support**
  - Enable Governments to run multiple agencies w/ unique offerings, look & feel, business processes, etc. on a single instance of WebSphere Commerce

WebSphere Commerce e-Government Scenarios

- **Tax Collection and Management**

  - Example: NY State tax

- **Citizen and Business Interactions**

  - Anything governments sell from permits and registrations to reports

    - Example: State of Oregon which has 40 agency on-line "stores", USMint

- **Toll Collection and Account Management**

  - Automate customer billing and account management + sales/distribution of transponders via web, mobile, and contact center

    - Example: Missouri DOT

- **Government Surplus Auctions**

- **Water Billing and Waste Services**

Agenda

- Market Forces Driving Innovation

- The Phases of e-Government

- WebSphere Commerce for e-Government

- **WC e-Government Success Stories**

- Key WC Capabilities for e-Government

- The e-Government Journey

- Recommendations for Successful e-Government

WebSphere Commerce e-Government Customer Examples

Federal/Central
U.S. Mint

State/Province
State of Oregon

Federal/Central
U.S. Portal Service

Federal/Central
Australia DOD

State/Province
Liquor Control
Board of Ontario

Federal Emergency
Management Agency

some links

- http://oregon.gov/
- http://www.michigan.gov/
- http://www.tax.ny.gov/
- **and many more worldwide**

- **http://www.usmint.gov/ even a real shop on line**

Example: United States Mint

United states mint

Marketplace

- **think about Italian tradition of Mercato Rionale**

- **the Municipality hosts sellers and shoppers in a Placa**
  - provides services, security vigilance,clean streets, maintenance

    more it creates a way to improve economic environment

    both for citizens as clients and citizens as sellers

eMarketplace

- **Municipalities and other local Governments can leverage on**

  - our tradition

  - new technologies and business models

  - to provide same services on the web

  - improving access of clients and sellers, local brands, on the global market place

  - and promote value of local resources - tourist etc.

  - and better provide access to local public services

  - the technology WSCommerce enables this business model

  - but again it is more than the web page

State of Louisiana

Customer Pains

➢ No single online image leading to operational inefficiencies
➢ Agencies were not sharing information assets or services
➢ Inconsistent navigation and processes among multiple agency sites

Solution

➢ Single unified platform for all portal initiatives *without* agencies losing control over their own site
➢ Self-service access to information and ability to purchase and pay for licenses, permits, government services, maps, etc.
➢ Streamlined and consistent payment process across agencies

Benefits

➢ Reduced IT costs and gained efficiencies by sharing common business portal infrastructure
➢ Increased citizen satisfaction by providing self-service information without having to stand in line
➢ Reduced operational and employee costs by enabling citizens to find answers to their questions online or by sending an e-mail; greatly reducing time-consuming phone calls
➢ Increased operational efficiency by automating the collection and process flow of taking payment and calculating taxes

State of Michigan

Customer Pains

➢ Broad-based state initiative to be more responsive to citizens and easier to work with
➢ Need to have one "look and feel" across multiple agencies over time. Decentralized and department-based infrastructure expensive to maintain and difficult to integrate new features
➢ Silos of information difficult to navigate resulting in poor customer experience & high administrative costs
➢ 100,000 pages of content from 20 departments made it difficult to manage content and required time and skills of technical staff

Solution

➢ Offer citizens web based mechanism to make camping reservations and purchase various online state regulated products & services (e.g., hunting licenses)
➢ Integrated Infrastructure for multiple State Agencies (i.e., Dept of Natural Resources, State History, and Park Services)
➢ Standards-based solution adapted to legacy architecture, allowed for easy integration of new features and rapid deployment

Benefits

➢ Robust and scalable commerce catalog with multiple views for each state agency. Use commerce order management to control reservations, license purchases, etc.
➢ Scalable Standards-based architecture
➢ Ability to use Java-based infrastructure platform to grow as multiple agencies came on line
➢ XML integrates Commerce to external fulfillment centers, to financial service providers for credit authorization, and provides access to State Police database for purchase of background checks

State of Oregon Saves Time and Money with Increased Efficiencies

➢ Oregon processes over $1B in license fees (professional, business, recreational, and personal)

➢ Oregon decided to transform business processes and automate key systems, boosting productivity and providing citizens more self-service options

➢ Benefits

  – Provide faster services – online not in-line!

  – Lowered administrative and operational costs by shifting service delivery online

  – Online credit card payments reduced manual check processing and number of bad checks processed by State agencies

  – Process offers improved internal controls through preset banking times and automated posting of accounting information

  – Increased customer convenience – State agencies "open" 24 x 7 over the Internet
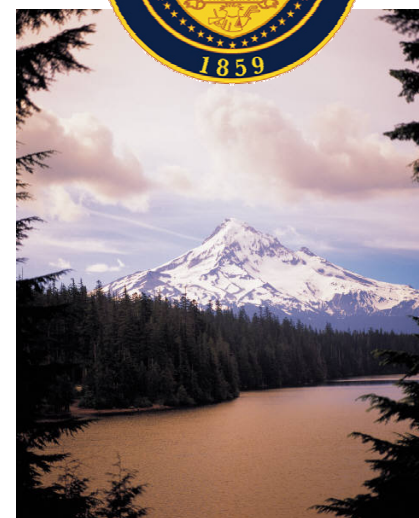
Agenda

- Market Forces Driving Innovation

- The Phases of e-Government

- WebSphere Commerce for e-Government

- WC e-Government Success Stories

- **Key WC Capabilities for e-Government**

- The e-Government Journey
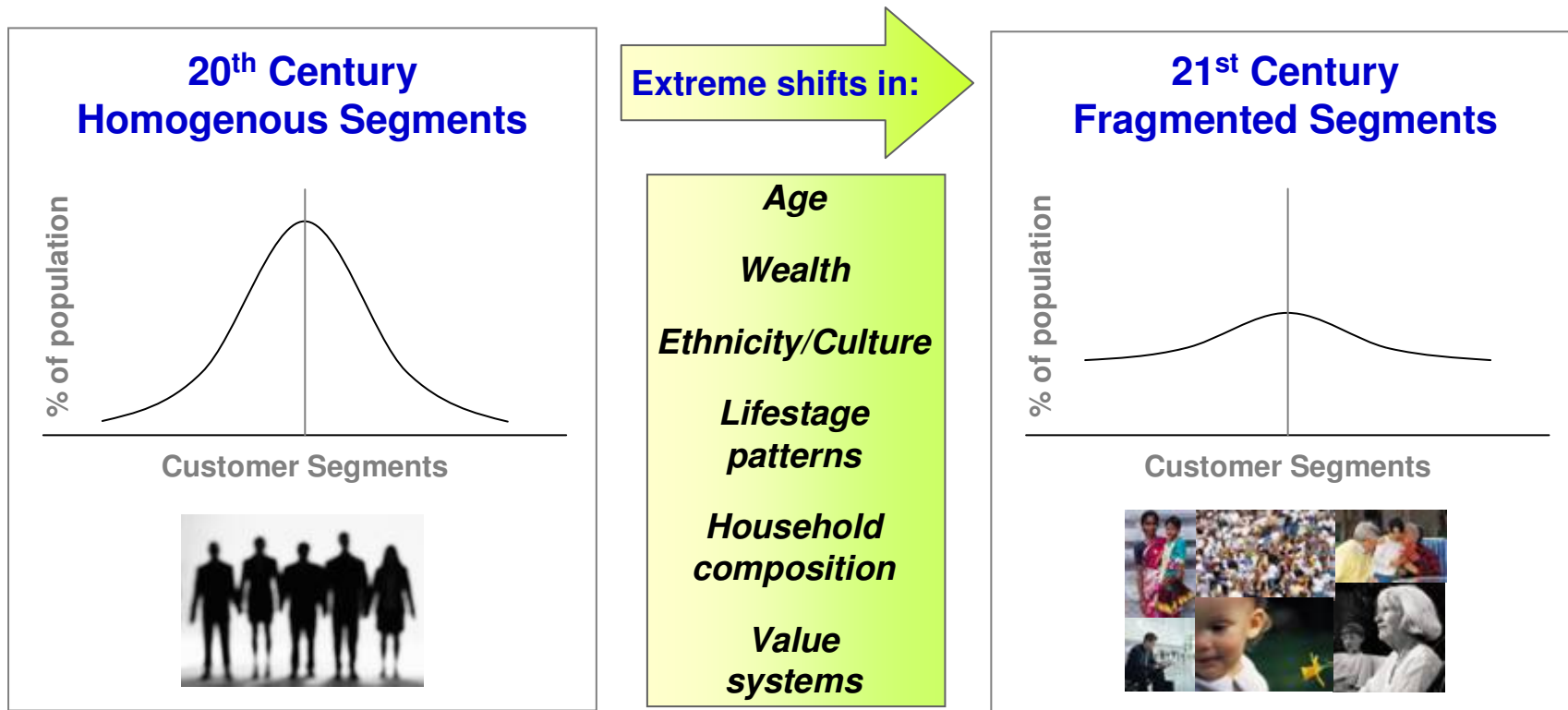
- Recommendations for Successful e-Government

Social Trend – People needs and preferences continue to fragment as result of changing demographics and value systems

Citizens Value Personalization

20th Century Homogenous Segments

% of population

Customer Segments

Extreme shifts in:

Age

Wealth

Ethnicity/Culture

Lifestage patterns

Household composition

Value systems

21st Century Fragmented Segments

% of population

Customer Segments

Organizations face new challenges meeting needs of diverse constituents

The Solution: Citizen-Centric e-Government with Extended Sites

Extended Sites deliver targeted lifestyle or personalized experience for different constituent services, regions, or segments
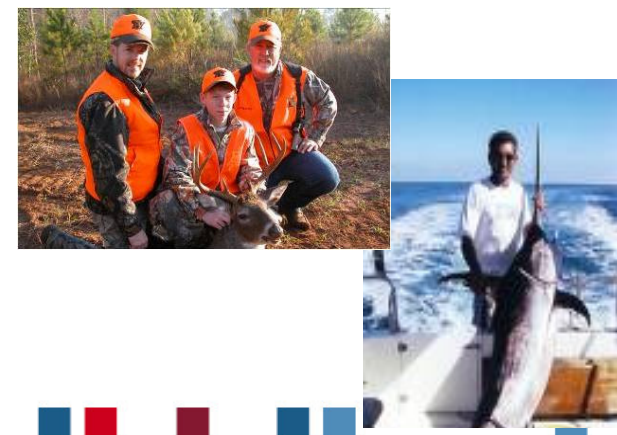
1 Manage and deliver tailored experience for multiple services from a single platform; e.g., driver license renewal vs. unemployment benefits
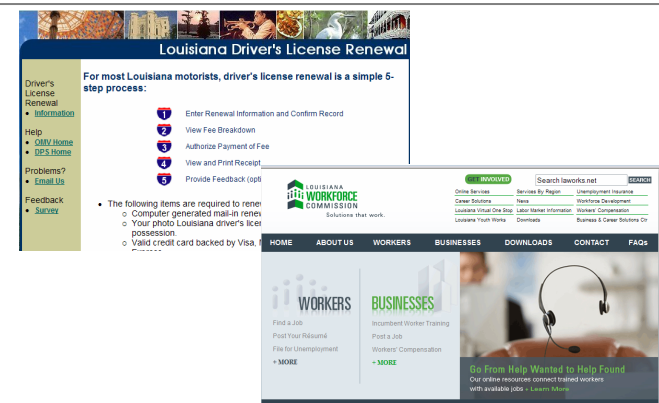
2 Provide lifestyle sites and messages for different target segments from a single WebSphere Commerce instance; e.g., hunting vs. fishing

The Issue: *Continuing to Engage Constituents After a Transaction*

FORRESTER®

Email is second only to search in online marketing budgets today, with 80% of marketers using or planning e-mail marketing programs

- More and more citizens use more than one channel – Dialogs should span channels. E-mail can bridge the gap

- Most citizens and businesses have a positive attitude toward relevant, permissioned e-mail which they have "opted-in"

- Batch-and-blast e-mailing approach, where all recipients receive the same message, still dominates but is highly ineffective

The Solution: *Targeted E-Mail Campaigns*

Targeted E-Mail Campaigns allow government agencies to stay engaged with constituents after first interaction to keep them coming back

- Personalized, targeted e-mails

- Manage static or dynamic lists of recipients through customer profiles

- Manage e-mail templates

- Citizens can opt-in / out

- Capture and analyze statistical reports with Coremetrics web analytics (separate solution)

- Bounce-back, open rates, click-through rates

Benefits of Targeted E-Mail Campaigns

internet **retailer**

51% of internet users in U.S. take action from opt-in e-mails

Benefits

- ROI for e-mail marketing tops all other channels, except telemarketing

- Improve loyalty and lifetime value through relevant, ongoing communications

- Maximize e-mail effectiveness through improved content, targeting and tracking

- Use e-mail to drive traffic between channels (entice Web users to visit facilities or walk-in citizens to visit the Web)

IBM

The Issue: *Cost-effectively Supporting a Variety of Payment Methods Online*

CyberSource

Sellers who support payment types beyond credit cards (gift certificates, e-checks, etc.) typically see significant increases in online sales

- Automating online payment processing and special handling

- Supporting multiple payment methods (even per order) including non-credit card payment methods

- Cost-effectively integrating with back-end payment systems

- Supporting increased order capture flexibility in the back-end payment process (e.g., processing individual order items as they become available for shipping)
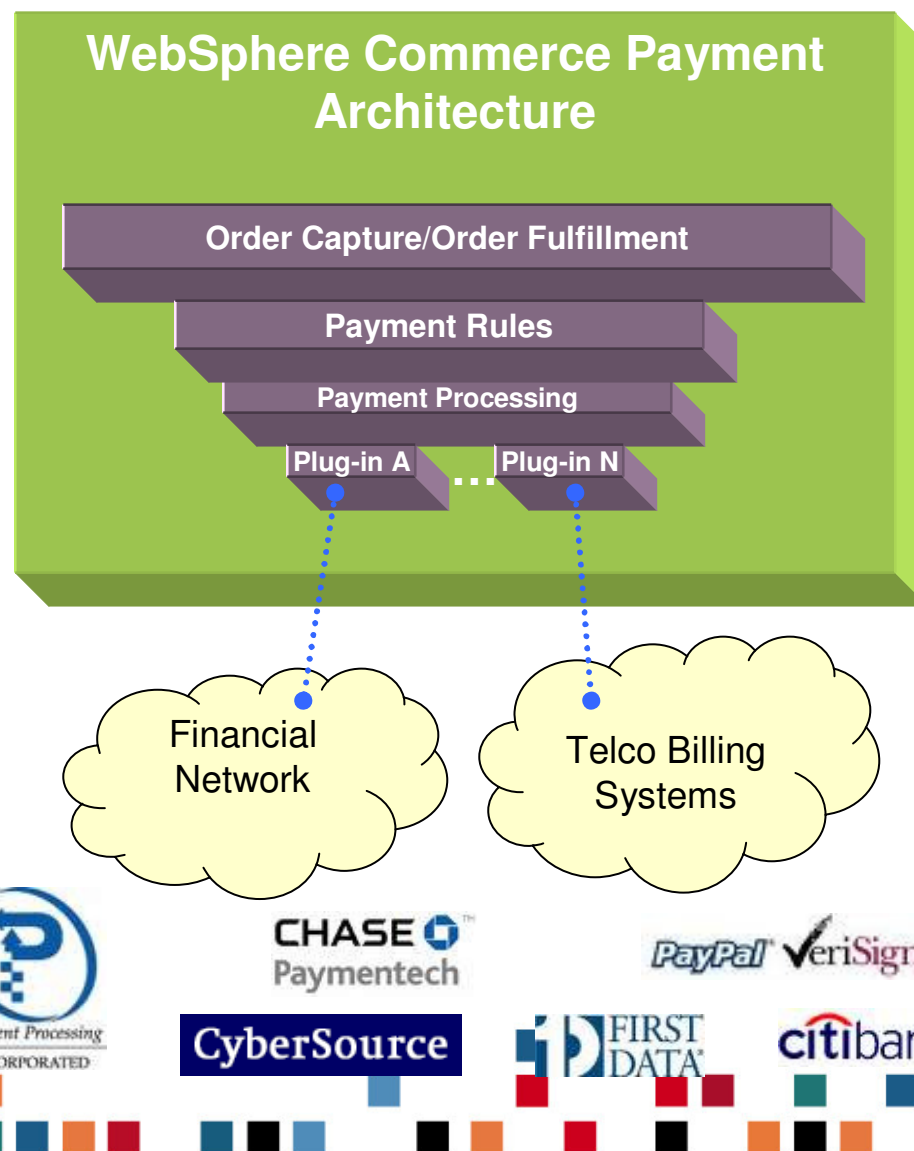
The Solution: *Payment Plug-in Architecture*

Payment Plug-in Architecture

Provides maximum payment flexibility and simplifies integration with payment back-end systems

- Plug–ins for: credit cards, e-checks, stored value cards, COD, purchase orders, Bill Me Later, other
- Payment rules configurable through a set of default XML files
- Payments can be processed for multiple releases of an order
- Multiple payment methods per order
- Issue refunds for returns on one or more orders
- Special handling instructions
- Fail-over support in clustered environment

WebSphere Commerce Payment Architecture

Order Capture/Order Fulfillment

Payment Rules

Payment Processing

Plug-in A ... Plug-in N

Financial Network

Telco Billing Systems

Payment Processing INCORPORATED

CHASE Paymentech

PayPal VeriSign

CyberSource

FIRST DATA

citibank

TRANSLATE

Benefits of Payment Plug-in Architecture

Through seamless integration with a payment processor, clients save tens of thousands of dollars per year that used to be spent on third-party credit card processing fees

Benefits

- Increase citizen satisfaction and decrease abandonment rates by offering maximum choice and flexibility for check-out and fulfillment

- Shortens payment cycles through efficient payment processing and invoicing

- Simplify the integration with payment back-end systems

- Simplify the return/refund process

Agenda

- Market Forces Driving Innovation

- The Phases of e-Government

- WebSphere Commerce for e-Government

- WC e-Government Success Stories

- Key WC Capabilities for e-Government

- **The e-Government Journey**

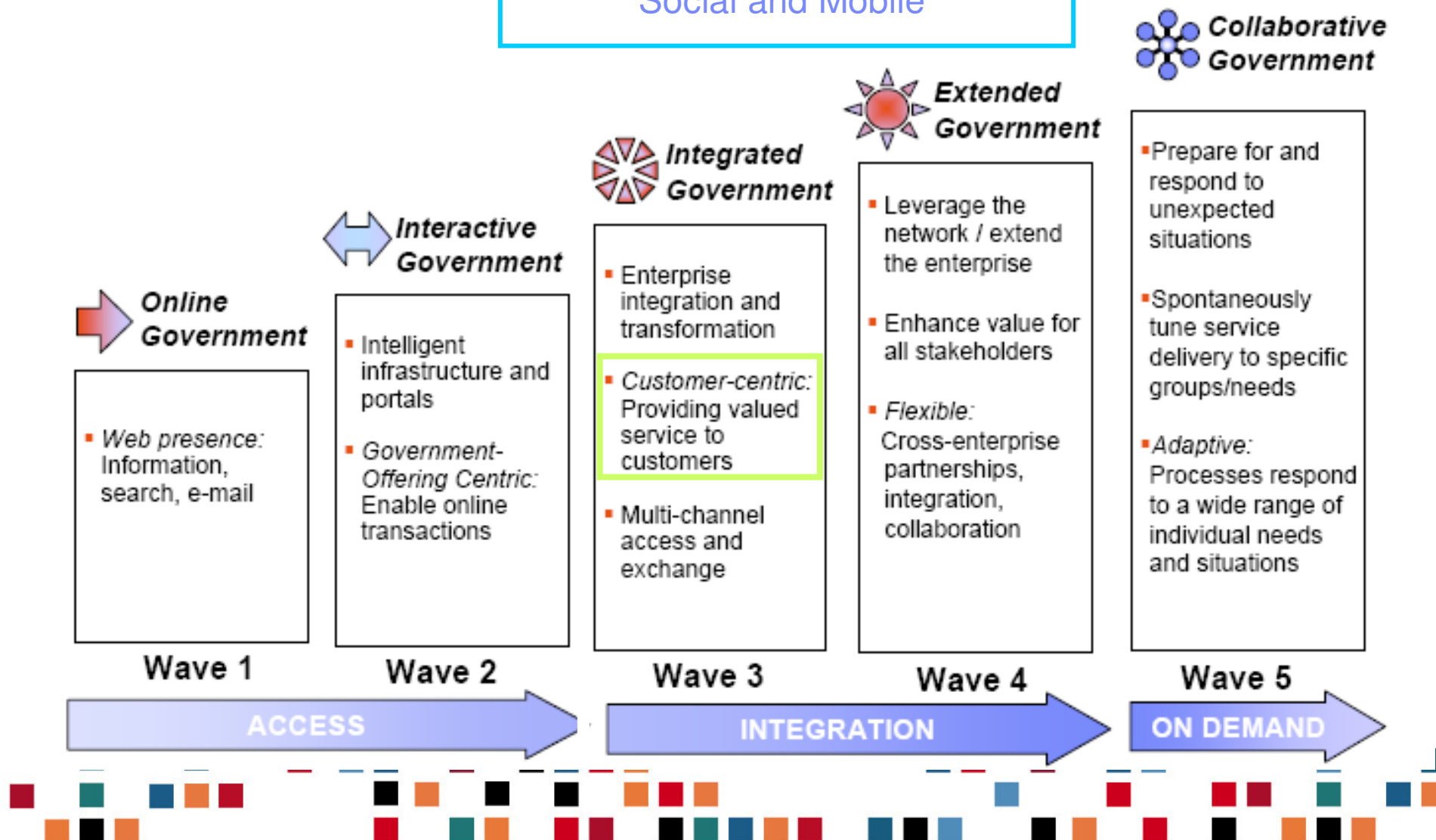- Recommendations for Successful e-Government

The e-Government Journey

Source:

IBM Global Technology Outlook
Government

Social and Mobile

Collaborative Government

Integrated Government

Extended Government

Interactive Government

Online Government

- Web presence: Information, search, e-mail

- Intelligent infrastructure and portals

- Government-Offering Centric: Enable online transactions

- Enterprise integration and transformation

- Customer-centric: Providing valued service to customers

- Multi-channel access and exchange

- Leverage the network / extend the enterprise

- Enhance value for all stakeholders

- Flexible: Cross-enterprise partnerships, integration, collaboration

- Prepare for and respond to unexpected situations

- Spontaneously tune service delivery to specific groups/needs

- Adaptive: Processes respond to a wide range of individual needs and situations

Wave 1   Wave 2   Wave 3   Wave 4   Wave 5

ACCESS   **INTEGRATION**   **ON DEMAND**

Recommendations for Successful e-Government

- **Provide multichannel solutions.**

- Private sector has established multichannel access to services as an accepted reality; government agencies have to do the same

Recommendations for Successful e-Government

- **Enjoy benefits of being a late adopter.** Government doesn't have to embrace everything that private industry adopts. Better to learn from mistakes industry has made and be more selective

- **Change processes first, then technology.** One of the most critical lessons agencies can learn from successful eBusiness implementations is the importance of rethinking and redesigning processes before adding on technology

- **Focus on hitting singles.** Agencies need to focus on agency-specific efforts — separate from the large line-of-business consolidations — that address key performance problems. Apply targeted solutions that provide incremental improvement; avoid going down the grand designs road

Agenda

- **Market Forces Driving Innovation**

- **The Phases of e-Government**

- **WebSphere Commerce for e-Government**

- **WC e-Government Success Stories**

- **Key WC Capabilities for e-Government**

- **The e-Government Journey**

- **Recommendations for Successful e-Government**

Future of e-Government

E-Government is

- Moving away from one-stop Portal
- Turning more towards mashups
- Focusing on *reusability* of content and web services

> *"The ability to integrate information and services more easily with Web 2.0 technologies will cause a fundamental rethinking of how government services are delivered online and of what constitutes government data and processes"*
>
> Gartner. The Future of e-Government. From Joined-Up to Mashed-Up.

Summary

- **why eCommerce is relevant today?**

- **common needs for Corporates and Public institutions.**

- **what are Corporates doing and what experiences can be valuable for Public Insitutions?**

- **what are Public Institutions experiencing in the world with eCommerce platforms?**

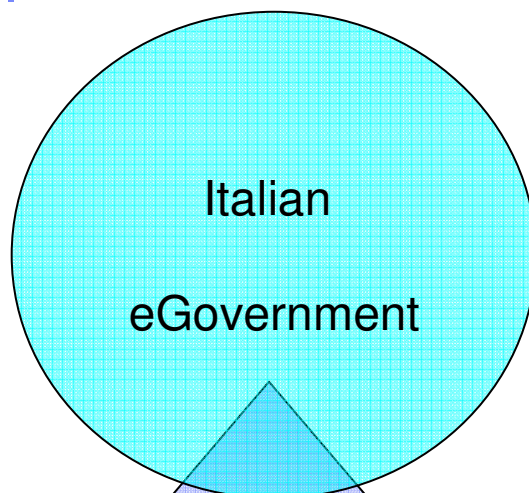- **how can we bring value to Italian Public Institutions in the respect of their specific reality?**
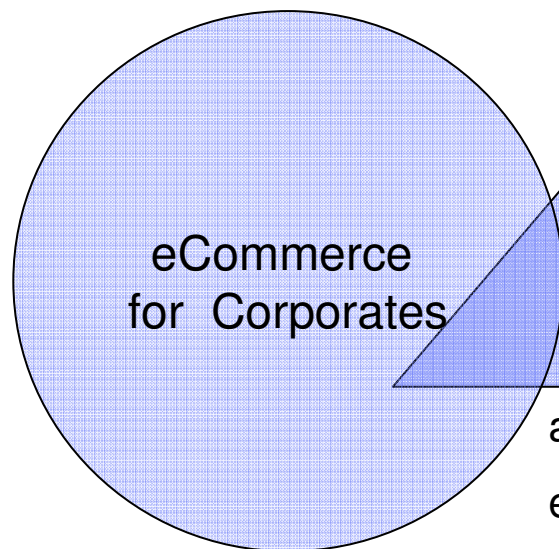
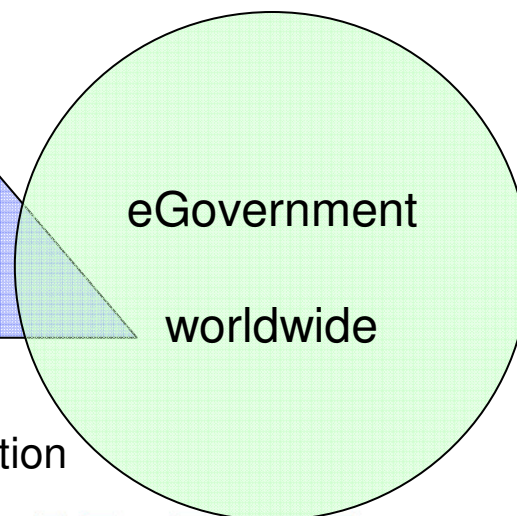IBM provides a method to adapt this transformation in a proper, shared and actionable roadmap.

Innovate in the respect of
the Value of
Italian Public resources
and competences

Innovate in the respect of
Italian regulatory
and specific reality.

Italian
eGovernment

Specific
Methodology
IBM Business
Value Assessment

eCommerce
for Corporates

eGovernment
worldwide

age of raising expectations
easy access and personalization

IBM provides a method to adapt this transformation in a proper, shared and actionable roadmap.
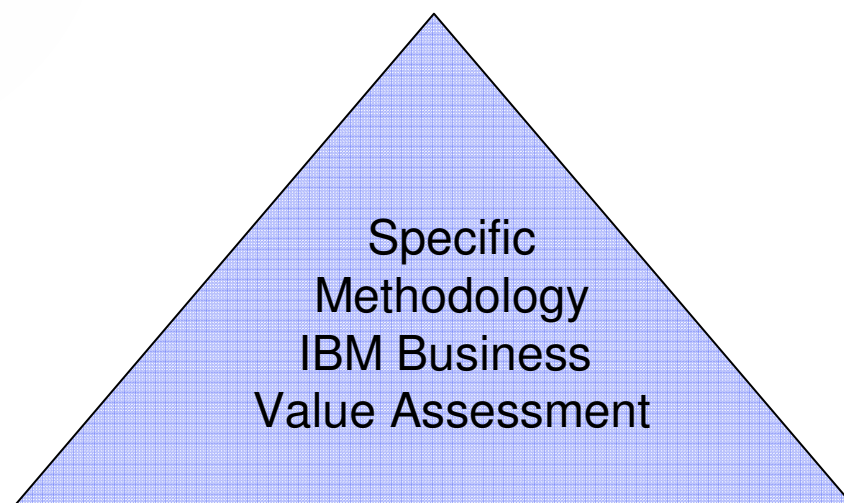
Institutional Objectives

Issues, Barriers

Opportunities Resources Competences

Shared Action Plan

Specific Methodology
IBM Business
Value Assessment

Grazie per la vostra partecipazione

Domande?