IBM Workplace Web Content Management
Are You Prepared

Brian Aylward
World Wide Executive IBM Workplace Web Content Management
Casas Bahia

- Location: Sao Paulo – Brazil
- Annual Revenue: @ U$1,8b Employees:25,000
- Casas Bahia is the largest non-food retailer in Brazil, specializing in furniture & white goods
- 350 stores and more than 13 million customers
- Casas Bahia is always focused on helping salesperson to sell more efficiently and better
- With 350 stores, one of their main problems was the headquarters-to-store communications for new products, product information and special promotions
- Every day e-mails were sent with attachments to regional and store managers, who in turn had to print information and distribute to every salesperson.
- Result: a paper overload, misinformation and time-consuming activities such as repetitive searching for product information
Solutions Offered

- IBM’s solution: provide a reliable, cheap and secure channel to enhance headquarters-to-store communications.
- WebSphere Portal provides a single point of access for all of the information each salesperson needs.
- Workplace Web Content Management is the tool for publishing and managing all information. “It’s a user friendly tool that business people can use.”
- Tivoli tools were added to monitor, manage and assure environment security.

- Casas Bahia already selected WebSphere Application Server as their main platform for web and new business applications.
- IBM prepared a Retail Portal Solution whitepaper which was delivered to Casas Bahia’s CIO which first got his attention.
- Second Step: Casas Bahia technical folks attend our WebSphere Technical Exchange 2003 in Sao Paulo-Brazil.
- Third Step was a POC conducted successfully by WebSphere, Lotus and Tivoli brands – with the potential for upsell for the DM Brand too.
Customer Benefits

- 100% of Casas Bahia’s salesperson have 24x7 access to all information they need
- Each salesperson can now provide better and more accurate information to customers by browsing and using Portal search engines
- Reduced total cost of printing:
  - 350 stores and 9.000 salespeople
  - Every weekend an average of 20 communications were sent
  - Reduced Total – 180.000 less printouts every weekend
  - Reduced Total – 9.360.000 less printouts every year (Weekends Only)
Our vision of End-to-end content services for Workplace and Portals

<table>
<thead>
<tr>
<th>Creation - Individual</th>
<th>Creation – Team</th>
<th>Management</th>
<th>Deliver and Share</th>
</tr>
</thead>
</table>

- Office integration
- Personalized File Management

Websphere Portal
Document Manager

MyDocs
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Websphere Portal Document Manager

MyDocs

Workplace Documents

Workplace Team Collaboration

MyDocs
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<td><strong>Document Manager</strong></td>
</tr>
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<td><strong>Shared File Management</strong></td>
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<td><strong>Compound document support</strong></td>
<td><strong>Workplace Documents</strong></td>
</tr>
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<td><strong>Library Services</strong></td>
<td><strong>Documents</strong></td>
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<td><strong>Archive/Records</strong></td>
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<td><strong>Policies</strong></td>
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</tr>
<tr>
<td><strong>Document Manager</strong></td>
<td><strong>Workplace Team Collaboration</strong></td>
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<td><strong>DB2 Document Manager</strong></td>
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<td><strong>MyDocs</strong></td>
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Websphere Portal Document Manager

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Our vision of End-to-end content services for Workplace and Portals

- **Creation - Individual**
  - Office integration
  - Personalized File Management

- **Creation – Team**
  - Office integration (Office, MyDocs)
  - Shared File Management (versions, check in/out)
  - Collaboration and discussions

- **Management**
  - Search
  - Taxonomy – Manual, Automated
  - Compound document support
  - Library Services
  - Archive/Records
  - Policies

- **Deliver and Share**
  - Web Content Management
  - Workplace Web Content Management
  - Learning Content Management
  - Workplace Collaborative Learning

- **Team Collaboration**
  - Workplace Team Collaboration

- **Case Management – Tasks and Folders/Compound Documents**
  - Workplace Team Collaboration
  - Workplace for Case Management

- **Document Library**
  - Workplace Documents
IBM Workplace – The Convergence Scenario
Workplace Team Collaboration

The solution for businesses that require secure, scalable integrated team and real-time collaboration capabilities.

Description

- An easy to use, flexible set of self-service team support capabilities including:
  - web conferencing
  - Instant messaging
  - web-based collaborative document management
  - discussion threads
  - project management
- Level A $89/user
Workplace Document Management

- Description
  - Corporate Taxonomy and shared repository for documents
  - Provides key document management features – document indexing, folding, check-in/out, version management and others
  - Desktop integration (Save from Office/ODMA, Round-trip editing)
  - Non-technical users can create/manage content
  - “Federated Search” across Lotus Workplace and Domino Document Manager
  - Ad-hoc and batch email / attachment archival
  - Launch point for finding and filling out forms

Introduces Workplace Managed Client
  - Provides disconnected use
  - Enhanced drag and drop
  - Document Editors: word processing, spreadsheet, presentation

- Integrates with Enterprise Repository Services
  - Leverages PDM or IBM Content Manager
  - Creates a “context” for the documents
  - Enterprise retention of Team Collaboration documents
  - Supports Office Extensions

Pricing: Level A $29/user
Available Q2
Lotus Domino Document Manager
(was Dom.Doc)

Description

- Delivers an organization-wide control system to securely capture, store, manage, and access business documents
  - Library services – check-in/check-out, version control, access control, audit trail
  - Lifecycle – review and approval, publishing, archiving
  - Collaboration – Discussions, Sametime
  - Allows out of the box integration with Lotus Workflow and Sametime instant messaging
  - Solution offerings integrate other Domino, partner components

- Provides Low TCO
  - Leverages existing infrastructure
  - Lower end user training
  - Lower admin training
  - Lower development costs
  - Lower solution cost

Pricing: Level A $99/user
IBM Workplace Web Content Management (WCM)

Integrating LWWCM and DB2 CM with WebSphere Portal Server through LWWCMConnect
WCM: The challenges and the solution

The Challenges:
- Lost personal productivity
- Unrecoverable digital assets
- Anonymous authoring
- Fast, scalable application publishing
- Lower support costs, accelerated decision cycles
- Leverage existing investments

The Solution:
- Simple devolved authoring within complex enterprise controls
- Controlled content production & approval workflows
- Transparent integrated transactions & aggregated display
- Convergence of content and commerce systems

Challenges & Objectives: the business’ view
Evolution of Web Content Management

STATIC HTML & CGI
Evolution of Web Content Management

STATIC HTML & CGI

DATABASE & TEMPLATES
Evolution of Web Content Management
Evolution of Web Content Management

STATIC HTML & CGI
DATABASE & TEMPLATES
WCM: CONTROLLED, DYNAMIC & TAXONOMY
PORTAL & WORKPLACES
What is the value proposition? WCM Overview

End to end web content management

1. **AUTHORING**
   
   Content creators are guided through the authoring process - using familiar applications - without having to learn new technical skills.

2. **WORKFLOW**
   
   The accuracy, relevancy and recency of content is assured by automating the content lifecycle - from creation through approval and delivery to review and archival.

3. **MANAGEMENT**
   
   Content becomes an asset again, as control of the site is placed back in the hands of the users who understand the subject and customers best.

4. **INTEGRATION**
   
   Aggregation, transactional integration and performance enhancing caching enrich the user experience.

5. **DELIVERY**
   
   Content is dynamically generated and presented, allowing the appropriate delivery of relevant and personalized content to users.
WCM- Functionality

- Provides Authoring, Assembly, Staging, Maintenance, and Delivery of all content to web sites

- Template-based content creation
  - Easy for end users to author, review, and publish content
  - Eliminates webmaster bottleneck

- Separation of content, structure and design
  - Reuse of content.

- Sitemap
  - Site structure automatically becomes navigation component

- Taxonomies
  - Categorize documents and reuse in multiple places
  - Personalize delivery

- Security
  - Users only see and do what they have permission to do

- Reusable Components
  - Point and Click components allow rapid development

- Lifecycle
  - Workflows, ownership and dates bring control to your data
# Common Challenges of Web Content

<table>
<thead>
<tr>
<th>Challenge 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keeping your site current</strong></td>
<td></td>
</tr>
<tr>
<td>Why is it a challenge?</td>
<td></td>
</tr>
<tr>
<td>• Only a small group of technical people can change the web site</td>
<td></td>
</tr>
<tr>
<td>• It doesn't demand attention</td>
<td></td>
</tr>
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<td>• Cross-functional effort</td>
<td></td>
</tr>
<tr>
<td>• Time consuming</td>
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</tr>
<tr>
<td><strong>Costs of Outdated Pages</strong></td>
<td></td>
</tr>
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<td>• Lost customer confidence</td>
<td></td>
</tr>
<tr>
<td>• Tarnished image</td>
<td></td>
</tr>
<tr>
<td>• Lower traffic</td>
<td></td>
</tr>
<tr>
<td>• Lost opportunities</td>
<td></td>
</tr>
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<td>• Legal Exposure</td>
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# Common Challenges of Web Content

<table>
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<th>Challenge 2</th>
</tr>
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<tbody>
<tr>
<td><strong>Keeping your site current</strong></td>
<td><strong>Content Chaos</strong></td>
</tr>
<tr>
<td>Why is it a challenge?</td>
<td>Why is it a challenge?</td>
</tr>
<tr>
<td>- Only a small group of technical people can change the web site</td>
<td>- Where did that come from?</td>
</tr>
<tr>
<td>- It doesn't demand attention</td>
<td>- Who owns it?</td>
</tr>
<tr>
<td>- Cross-functional effort</td>
<td>- How old is it? Is it still current?</td>
</tr>
<tr>
<td>- Time consuming</td>
<td>- Are we still selling that product?</td>
</tr>
<tr>
<td>- Why are 1999 events still listed?</td>
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## Costs of Outdated Pages
- Lost customer confidence
- Tarnished image
- Lower traffic
- Lost opportunities
- Legal Exposure

## Cost of Chaos
- The “hassle” of keeping the site current results in neglect
- Site usage declines
- Content re-creation
- Employee frustration
## Common Challenges of Web Content

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<td><strong>Keeping your site current</strong></td>
<td><strong>Content Chaos</strong></td>
<td><strong>Bringing visitors back</strong></td>
</tr>
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<td>Why is it a challenge?</td>
<td>Why is it a challenge?</td>
<td>Why is it a Challenge?</td>
</tr>
<tr>
<td>- Only a small group of technical people can change the web site</td>
<td>- Where did that come from?</td>
<td>- Low attention span</td>
</tr>
<tr>
<td>- It doesn't demand attention</td>
<td>- Who owns it?</td>
<td>- Lots of competition</td>
</tr>
<tr>
<td>- Cross-functional effort</td>
<td>- How old is it? Is it still current?</td>
<td>- Easy to leave – one click and they’re gone</td>
</tr>
<tr>
<td>- Time consuming</td>
<td>- Are we still selling that product?</td>
<td></td>
</tr>
<tr>
<td><strong>Costs of Outdated Pages</strong></td>
<td><strong>Cost of Chaos</strong></td>
<td><strong>Costs of Losing Customers</strong></td>
</tr>
<tr>
<td>- Lost customer confidence</td>
<td>- The “hassle” of keeping the site current results in neglect</td>
<td>- If they run into problems, 19% of customers will never come back</td>
</tr>
<tr>
<td>- Tarnished image</td>
<td>- Site usage declines</td>
<td>- It costs 6x more to sell to a new customer than to an existing one</td>
</tr>
<tr>
<td>- Lower traffic</td>
<td>- Content re-creation</td>
<td>- You can increase profits 85% by increasing customer retention 5%...</td>
</tr>
<tr>
<td>- Lost opportunities</td>
<td>- Employee frustration</td>
<td></td>
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<td>- Legal Exposure</td>
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WCM Value Proposition

“WCM allows the right information to get to the right people at the right time, so portals & websites are efficient and effective.”

- Easily manage your Content for Portal, Websites, Intranets or Extranets
  - Give LOB users control over THEIR Web content
    - Eliminate the Webmaster bottleneck.
  - Bring Structure to your sites
    - Eliminate Content Chaos with Taxonomy, Ownership and Lifecycle
  - Rapid site development through reusable out of the box components
    - Lower TOC= faster ROI
  - Open Standards-based and integrated with IBM technology:
    - Domino and Java/WebSphere editions
    - Portal Server – Now the WCM tool for Portal
    - Domino – Bridge to Portal
    - DB/2 Content Manager – completes IBM’s ECM offering
IBM Content Management Vision: Convergence

- Enterprise Portal Layer (Presentation)
  - Web Site
  - Websphere Portal
  - Web Site

- Management & Interaction Components
  - Web Content Management (eg Web Sites/Portlets)
  - Workplace Document Management (eg Java Doc Mgt.)
  - Workplace Team Collaboration (eg, Discussion, Teamroom)
  - Other incl. Forms, Instant Messaging etc..

- Enterprise Content Management (Repository)
  - Repository API (eg JSR 170, JCR)

- IBM DB2 Content Manager

- Portal Access Control/Websphere Member Manager
- Workflow / Process Choreographer
- Search
- Personalization

Note: WCM requires services for integration with Content Manager
Section II: Practical Sales Tools

- What IBM Tool to sell When?
- Opportunity Identification & Ownership
- Typical issues & resources for each stage of the sale
- Accessing the base collateral and site demos
- Solutions Delivery: LWWCM Drives Services $$$
- How to get Help: regional, geo, worldwide
- Links to online resources

Appendix: Product feature roadmap – Domino & j2ee editions
What IBM Tool to sell When?

- **Lotus Domino Document Manager**
  - Customers with Domino install base
  - Low-cost DM solution

- **IBM Workplace Document Manager**
  - Workplace, Open Standards, CM Integration
  - Offline Support, Basic Large scale doc management.

- **IBM Workplace Team Collaboration**
  - Collaboration
  - Short term teamwork on documents

- **DB2 Document Manager (Green Pastures)**
  - Compound Document Management
  - Integrates with Lotus Domino Document Manager & DB2 CM

- **DB2 Content Manager**
  - Large object repository
  - Use as a central store for all the above applications

- **IBM Workplace Web Content Management** ……

See the Decision Tree Tool at:

And here
http://swgiwps001.sby.ibm.com/software/xlportal/_s.155/1816?BRAND=websphere&CATEGORY=websphereportalcategory
Opportunity Identification & Ownership

Best practices for Opportunity Identification and Opportunity Ownership. Success stories from current customers, pricing scenarios and sales plays for customer segments will be reviewed.

Objective: You will understand and be able to articulate:

- the key factors for identifying WCM opportunities within customers
- the “BANTA” principles of opportunity qualification for IWWCM
- typical issues and resource requirements for each stage of the sale
- how to get help from within IBM – regional, geo, WW
- how to use customer references
### Key factors in OI: Budget

<table>
<thead>
<tr>
<th>Enterprise</th>
<th>IBM Workplace Web Content Management Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Budgets raise from $100,000 to $750,00</td>
</tr>
<tr>
<td>ELA</td>
<td>IBM Workplace Web Content Management is a common component of Enterprise Licence Agreements</td>
</tr>
<tr>
<td>CEO Portal Workplace Offering</td>
<td>IBM Workplace Web Content Management will get direct revenue from</td>
</tr>
<tr>
<td>SMB Offering</td>
<td>IBM Workplace Standard Edition now available</td>
</tr>
<tr>
<td>Entitlement</td>
<td>Portal 5.+ customers can build in an entitlement at no licence cost, plus can then budget for marginal upsell</td>
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Value Proposition: WebSphere Portal Offer

IBM Workplace Web Content Management Product Number: **5724F88**

<table>
<thead>
<tr>
<th>WPS Purchase</th>
<th>IWWCM entitlement</th>
<th>running total</th>
</tr>
</thead>
<tbody>
<tr>
<td>first WPS CPU</td>
<td>1 x IWWCM JE CPU</td>
<td>1</td>
</tr>
<tr>
<td>Seventh WPS CPU = 1 x</td>
<td>1 x IWWCM JE CPU</td>
<td>2</td>
</tr>
<tr>
<td>thirteenth WPS CPU = 1</td>
<td>1 x IWWCM JE CPU</td>
<td>3</td>
</tr>
<tr>
<td>etc</td>
<td></td>
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**Only for use within the portal environment and for publishing to portlets**

JE version only
**Key factors in OI: Attributes**

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<tr>
<th>A widespread Domino infrastructure</th>
<th>IBM Workplace Web Content Management DE content server directly leverages the Notes infrastructure</th>
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<tbody>
<tr>
<td>A widespread WebSphere infrastructure</td>
<td>IBM Workplace Web Content Management JE content server directly leverages the WAS infrastructure</td>
</tr>
<tr>
<td>expressed an interest in Websphere Portal Server</td>
<td>51% of Portal deals in 2002 were driven by WCM requirements</td>
</tr>
<tr>
<td>recently purchased Websphere Portal Server</td>
<td>IBM Workplace Web Content Management is an enterprise-level value-add upgrade to the basic capabilities of Portal's WPCP</td>
</tr>
<tr>
<td>expressed concern about Domino in their j2ee strategy</td>
<td>The IBM Workplace Web Content Management development roadmap is geared to providing your Domino customer with a future-proof j2ee migration path for the short &amp; long term.</td>
</tr>
<tr>
<td>an in-house WCM</td>
<td>IBM Workplace Web Content Management is a mature product (since 1996/7) and offers the advantage of full documentation, education, 24x7 support, and a long-term upgrade and roll-out plan.</td>
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## Key factors in OI: Attributes

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<th>Description</th>
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<tr>
<td>no WCM</td>
<td>Your customers are already facing the pains of slow, expensive, complex &amp; uncontrolled publishing processes whilst the volume of content continues to rise exponentially.</td>
</tr>
<tr>
<td>A competitive WCM: Microsoft, Interwoven, Vignette, Stellant etc</td>
<td>IBM Workplace Web Content Management is now the only WCM solution being proactively developed exclusively to suit the Websphere Portal and Lotus Workplace environments.</td>
</tr>
<tr>
<td>Vignette 5x, 6x renewals customers</td>
<td>Vignette renewals customers are being asked to make a costly and time-consuming upgrade to Version 7, and to a platform that will no longer support Websphere Application Server. This would be an ideal time for any such customer to review the alternative now offered by Lotus Workplace Web Content Management.</td>
</tr>
<tr>
<td>an extensive IBM hardware infrastructure</td>
<td>IBM Workplace Web Content Management is the only WCM solution that inter-operates across every IBM hardware platform, and across both Domino and WebSphere.</td>
</tr>
<tr>
<td>identified target cost savings / ROI, budget, needs and timeline</td>
<td>The IBM Workplace Web Content Management value proposition is fundamentally based on low total cost of ownership, returns on investment and fast, easy, maintainable execution.</td>
</tr>
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Key factors in OI: Needs

| Infrastructure decision (IT) | IT has identified the need to:  
|                             | - Put SME’s on the critical path of the publishing process  
|                             | - Establish and ECM strategy  
| Vignette renewal            | Vignette is:-  
|                             | - Mandating renewal upgrade to v7  
|                             | - No longer supporting WAS  
|                             | - Embedding BEA  
| New Line of Business Need   | - Tied to new extranet, internet etc  
|                             | - Need for collaboration etc  
|                             | - Tie in with Portal, Workplace &/or CM purchase  

And don’t forget timeline & authority!
Typical issues & resources for each stage of the sale

<table>
<thead>
<tr>
<th>SSM Stage</th>
<th>Activity</th>
<th>Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build Relationships / Noticing</td>
<td>Analyse sweetspots; OI conversations</td>
<td>SSR, Specialty Reps, Telecoverage, Partners</td>
</tr>
<tr>
<td>Explore Opportunities / Identifying</td>
<td>OI slides (this presentation)</td>
<td>SSR, Specialty Reps, Partners, SSSR</td>
</tr>
<tr>
<td>Describe Capabilities / Validating</td>
<td>Presentations &amp; Discussions</td>
<td>Account Team * may comprise P/W; ECM; Services; Business Partners etc</td>
</tr>
<tr>
<td>Articulate IBM Value / Qualifying</td>
<td>BANTA; Follow-up Presentations,</td>
<td>Account team; may require ATS resources plus access to w/w Sales &amp; Product Management (road map, competitive etc)</td>
</tr>
<tr>
<td>Develop Solution / Gaining Agreement</td>
<td>Proposal/RFI; Proof of Concept</td>
<td>Account team; may require ATS resources plus access to w/w Sales &amp; Product Management (road map, competitive etc)</td>
</tr>
<tr>
<td>Close Sale / Winning</td>
<td>Negotiations</td>
<td>SSR plus account team</td>
</tr>
<tr>
<td>Meet Expectations / Implementing</td>
<td>Services</td>
<td>ISSL, BCS, IGS, Business Partner, Education</td>
</tr>
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Solutions Delivery: IWWCM Drives Services $$$

The IWWCM QuickStart Offering is a structured services offering designed to create an Intranet/Internet site based on LWWCM.

A phased approach based on a proven methodology and best practices.

Each phase is milestone defined, tightly scoped and supported by Project Management activities. Phases include:

- Define Business Requirements
- Define Architecture and Infrastructure
- Determine Design
- Develop Site
- Test Solution
- Conduct Training
- Rollout
Questions