



# IBM's Galactic Web Presence Redesign: 1 Year later...

October 11, 2012






**Ceplenski, Peter** 

**IBM employee, Regular**  
**IBM USA**  
IBM CHQ, BT/IT CIO  
Manager, Enterprise User Experience  
**People Manager: Leadership**  
150 KETTLETOWN RD SOUTHURY, CT, United States  
Building: SBYX | Floor: NA | Office: HOME  
1-914-602-2692  
petec@us.ibm.com  
**Local Time:** 4:53 PM

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What are you working on right now?

**Putting the finishing touches on my presentation next week @ the Intranet Global Forum in NYC.**

Today 4:54 PM [clear](#) [update](#)

[Edit My Profile](#)

- 16 years with IBM
- Studied at the University of CT & Old Dominion University
- Trained in Experimental Psychology, HCI, and Human Factors
- Consultant, Team Lead, Business Lead, UX Advocate, UX Manager
- Two daughters: Dillinger (9) & Parrish (7)
- Interests include motorcycles, wakeboarding, snowboarding
- Connect with me on FB, LinkedIn, & Twitter

# Contents

1. Overview/Recap of redesign including goals
2. Satisfaction measures, analytics, home page heat map
3. Adoption
4. Challenges
5. IBM's Workplace of the Future Vision

## Redesign Goals

Redesign w3 and ibm.com so that they clearly communicate IBM and IBMers at their best.

## Redesign Goals

Should be able to – at first glance – get a sense of who IBM is and what IBM does

*Design a new digital experience for ibm.com that looks, sounds, thinks, and performs like IBM.*

## Redesign Goals

Infuse IBMers into the presentation

*Introduce IBM experts, innovators, collaborators across the web, both internally and externally (.com and external web)*

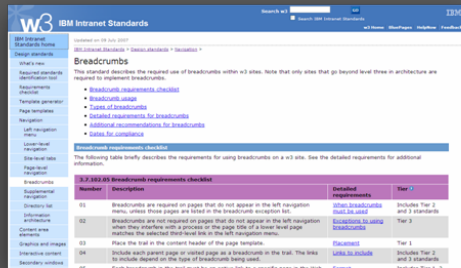
## Redesign Goals

Encourage behaviors that support the workforce enablement strategy

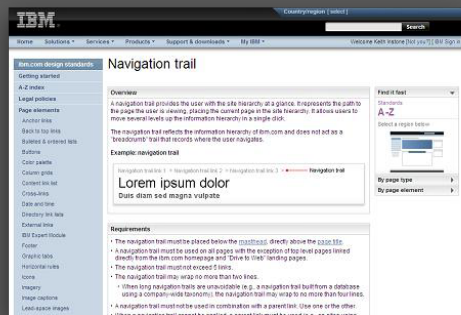
*Recognize and reward IBMers' contributions and professional growth. Amplify IBM's productivity by enabling employees to work smarter, improving and inventing capabilities.*

# v17 is next iteration of IBM's digital design system

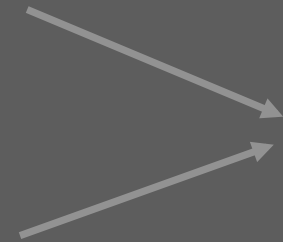
- User interface design: templates, elements, guidelines, standards
- Technical: HTML, CSS, JavaScript
- Process: Agile Scrum, Community-driven, iteration, design patterns, compliance
- Key aspect: converging www & w3 design systems



w3 v8



www v16



Converged v17





# Visual design changes

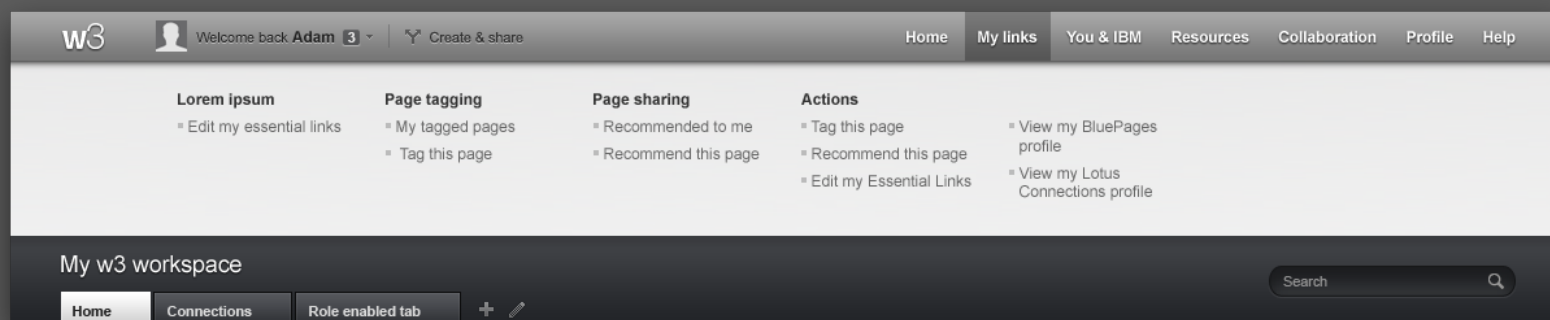
- New visual design for masthead, tabs, local navigation, content modules, etc.

The image displays two versions of the IBM News website side-by-side to illustrate visual design changes. The top version shows the current design, which features a dark header with the IBM logo, a search bar, and navigation links. The main article is titled "Making the Big Apple green" and is accompanied by a photo of Mayor Bloomberg. The bottom version shows an older design with a blue header and a more cluttered layout. The new design includes a more prominent masthead, improved navigation tabs, and a more organized content structure.



# High level information architecture changes


- New categories, implemented as a service, content stored in ECM for easy updating
- Mega menus



# High level IA changes - footer

- New “fat footer” of additional links, stored in ECM, delivered as a service

w3 links	ibm.com links	w3 news links	Business unit links	
▪ BluePedia	▪ Home	▪ w3 news home	▪ Communications	▪ Integrated Supply Chain
▪ On Demand Community	▪ Solutions	▪ News wire	▪ Corporate Headquarters	▪ Marketing
▪ w3 Smarter planet	▪ Services	▪ News archive	▪ Global Financing	▪ Research
▪ w3 Directory	▪ Products	▪ Working knowledge	▪ Systems and Technology Group	▪ Sales and Distribution
▪ IBM design standards	▪ Greater IBM connection	▪ Wall Street Journal	▪ Information Technology Services	▪ Software Group
▪ Terms of use	▪ developerWorks	▪ Google News		



# 1. Stitching the intranet together for you one link at a time


The screenshot displays the IBM w3 intranet interface. At the top left, the 'w3' logo is visible next to a user profile picture and the text 'Welcome back Peter J. Ceplenski'. To the right of the profile are two tabs: 'My Links' and 'You & IBM', with 'You & IBM' being the active tab. The main content area is divided into two columns. The left column is titled 'You & IBM Global' and contains a list of links: 'About you: Career & Life', 'You & IBM- Global', 'CareerSmart', 'Diversity: Global Strategy', 'Employee Stock Purchase Plan(ESPP)', and 'Equity for selected employees'. The right column is titled 'Global Topic Library' and contains a list of links: 'Expense Reimbursement', 'Global Assignments & Immigration', 'Global Incentives', 'Global Opportunity Marketplace(Job)', 'IBM Business Conduct Guidelines', 'Global Work / Life Fund', 'Personal Business Commitments (PBC)', and 'Travel'. Below the main content area is a dark footer section with four columns of links. The first column is 'w3 Quick Links' with links to 'IBM Values', 'You and IBM Global', 'w3 News Home', 'Buy On Demand', 'IT Help Central Home', and 'Business Conduct Guidelines'. The second column is 'www.ibm.com' with links to 'Home', 'Solutions', 'Services', 'Products', 'Support & downloads', 'About IBM', 'A Smarter Planet', and 'developerWorks'. The third column is 'Business units' with links to 'Corporate Headquarters', 'Global Business Services', 'Global Technology Services', 'Integrated Operations', and 'Integrated Supply Chain'. The fourth column is empty. At the bottom left of the footer, there is a link for 'Terms of use'.

- The current w3 design doesn't do a great job of connecting you to the resources you use most often to do your job
- Today, we only have 4 persistent links in the w3 masthead (w3 Home, BluePages, Help Central and Feedback) and no page Footer
- The new masthead will include over 100 links to w3 sites and applications employees use most. The "rich footer" will include 30 or more!
- Over time, new features like your ODW Essential Links, Alerts & Notifications, and collaboration features will be added



## 2. Connecting & Collaborating with others has never been easier


### Connect and share

You have no status message set


  
[Share](#)

**Network** Files Communities Activities


[View status updates](#)  



**Walicki, John A.**  
I just became a member of the Global IT Communications Calendar Community at <http://ibmurl.hursley.ibm.com/1OT7>  
07 Mar 2011 05:24 PM [More](#)  
[Add comments](#)



**Lovelace, Beverly M.**  
Replacing an expired digital certificate. The instructions lead to a broken URL. Called help desk. Waited a long time while t...  
07 Mar 2011 04:37 PM [More](#)

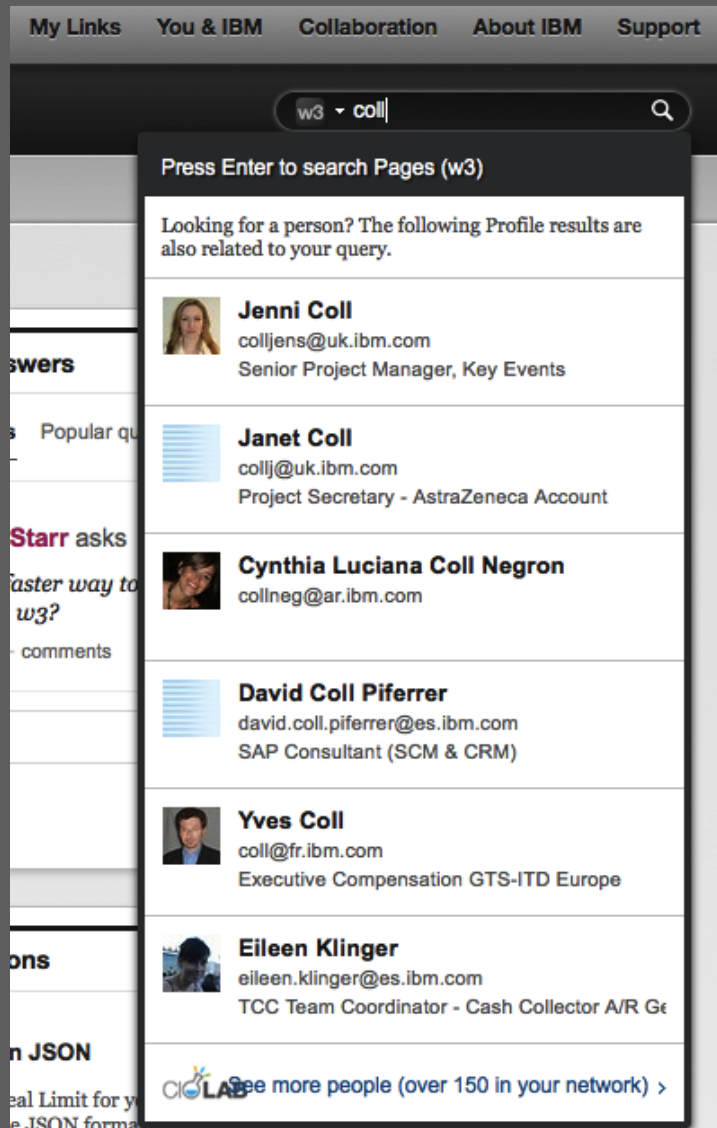


**Moore, Marty T.** - 07 Mar 2011 04:37 PM  
The Help Desk says we no longer need Digital Certificates to access the wireless LAN inside IBM? Is this true? (And if true, why did they send me an email telling me I have to replace my expired digital certificate?) Anybody have insight on this?  
[Add comments](#)

[Go to Lotus Profiles >](#)

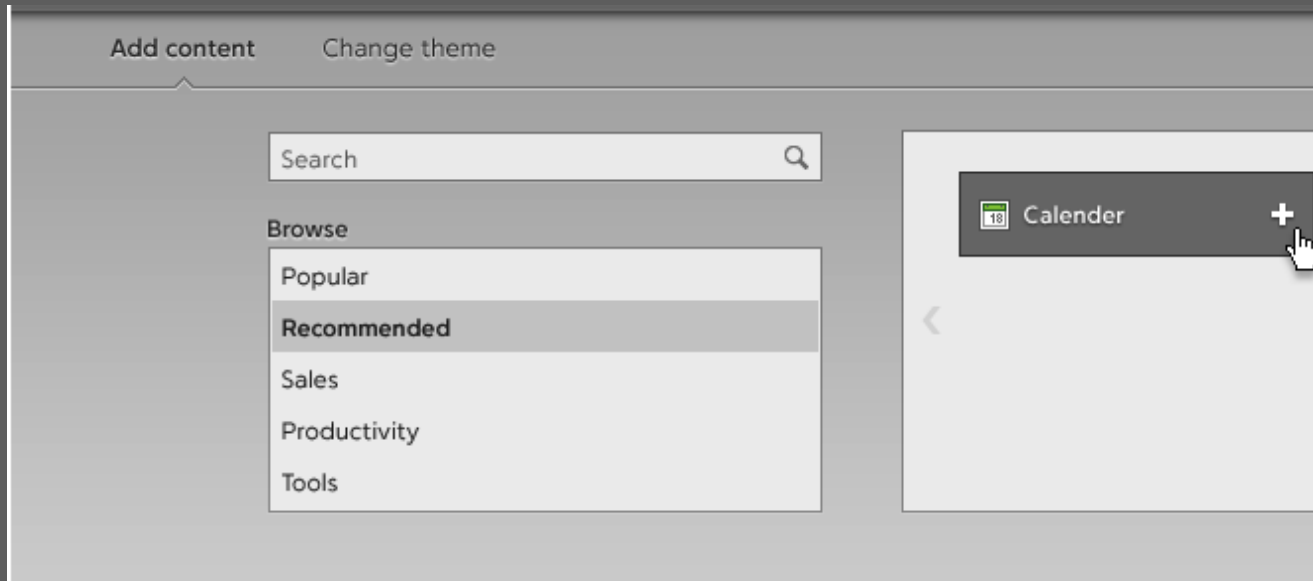
- Employees continually ask us to better integrate the intranet sites and applications we deploy on w3
- Lotus Connections is quickly becoming our premier collaboration and productivity platform so we wanted to integrate and promote it on the w3 home page
- The new w3 home page will help you stay connected with your colleagues, find experts, join communities, upload and manage files all within a single widget!
- You can use the Connect and Share portlet to do this and more...and you can start today! Click on the My w3 tab today on the w3 home page to get started.

### 3. Returning value to YOU with each key stroke

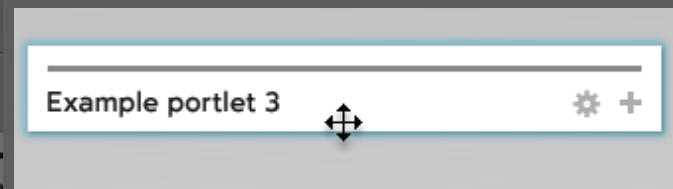
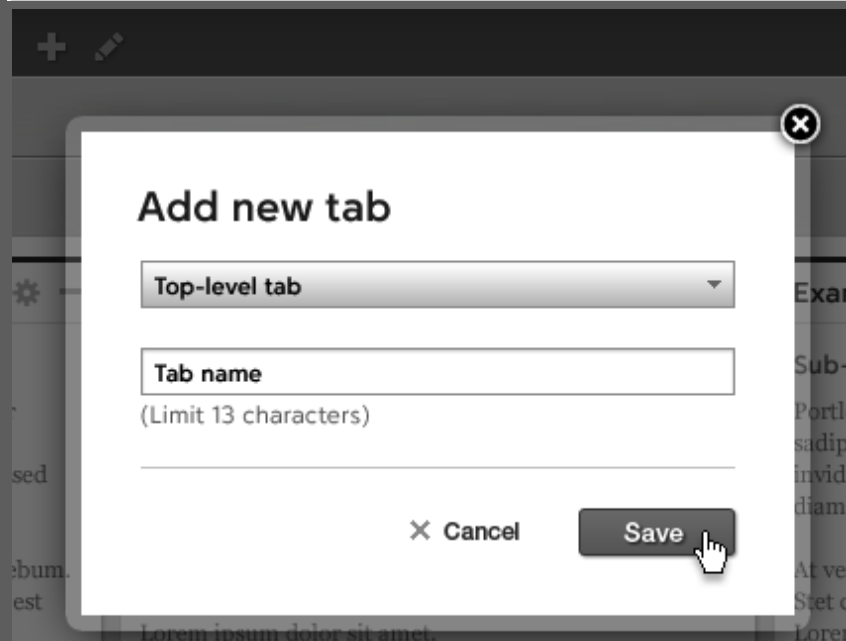


- Faces integration within search is the first step towards a search experience that is not only more useful but one that will delight
- As you type, people results are shown instantly and are click-able, taking you to the associated Lotus Connections profile record
- If you are doing a more general search, you can choose from several collections including a search of Lotus Connections all from within new masthead!

## 4. Making w3 your own just got even easier



- The w3 portal, also known as the OnDemand Workplace (ODW) has been the corner of the intranet you can make your own. However, customization hasn't always been easy or intuitive.
- The new design makes it incredibly easy for you to add and remove widgets from the page, to change the layout of the page, and even allows you to easily add and remove your own pages customizing each for the way YOU work.



- Don't like where we've placed a widget? Drag that widget to a different part of the page or remove it all together replacing it with something that will make you better informed or more productive!

## 5. A cleaner, simpler look and feel where Content is King!

Page 16

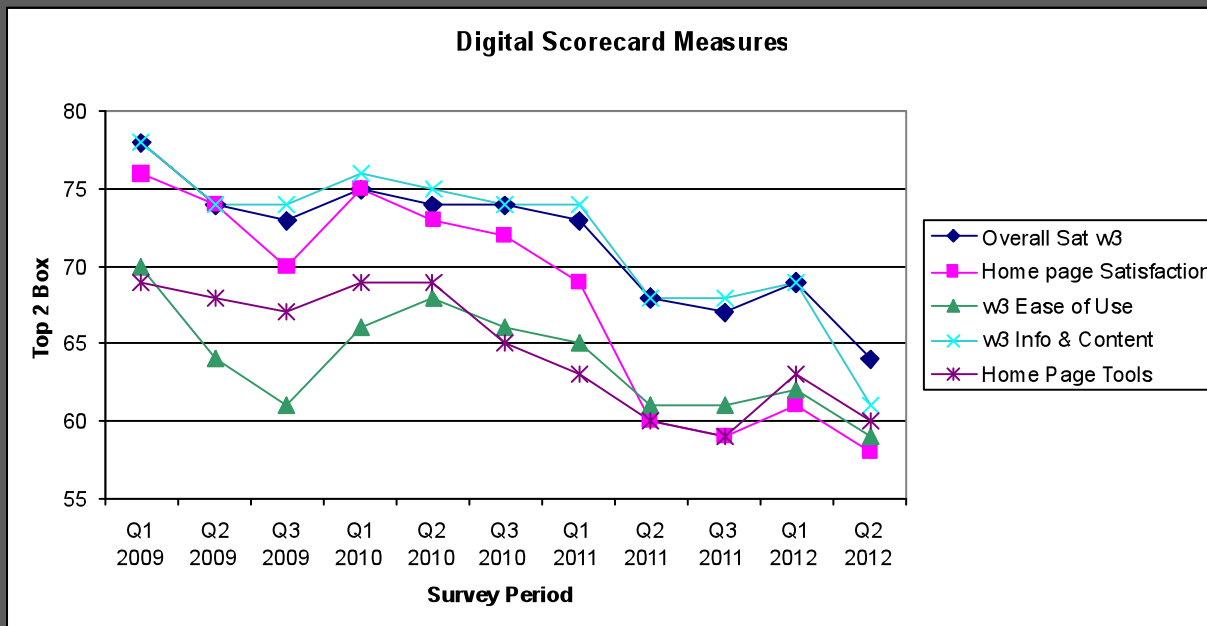
The screenshot displays the IBM w3 workspace interface. At the top, there is a header with the 'w3' logo, a user profile picture, the text 'Welcome back Adam', a notification badge with the number '3', and a 'Create & share' button. Below the header is a dark grey bar with the text 'My w3 workspace'. A navigation menu follows with tabs for 'Home', 'Work', 'Career and life', 'Mail', 'Mobile', and 'Legal'. Underneath, there are sub-tabs for 'Career & Life', 'Works', and 'Mobile'. The main content area is divided into two columns. The left column features a 'News' section with a gear icon and a minus sign. It contains three news items: 'IBM gets a handle on airport baggage' with a photo of an airport and a 'TOP NEWS' badge, 'Inspiring women in GBS' with a photo of Michele Bassir, and 'Amazing Global Race' with a photo of Earth. The right column has a 'Connect and share' section with a 'Network updates Notification' header. It features a post by 'Adam West' with a quote: '"Working on w3 home page next round of user testing."' and a red banner with the text 'What are you working on right now?'. Below this is a post by 'Mattuew Starr' with a profile picture and the text 'How is the survey...'. The date and time '01 Dec 2010 9.00 AM' are visible at the bottom of the post.

- The current w3 portal name (ODW) and look does not reflect the current business strategy or brand image IBM seeks to embody and employees have noticed!
- The new design will provide you with an updated look and feel that not only provides better form but better function!
- The new design uses darker and more subdued colors in the masthead and footer but brighter colors and more readable fonts in the content space making it easier for you to focus on where the real action is happening on the page: the content space!!



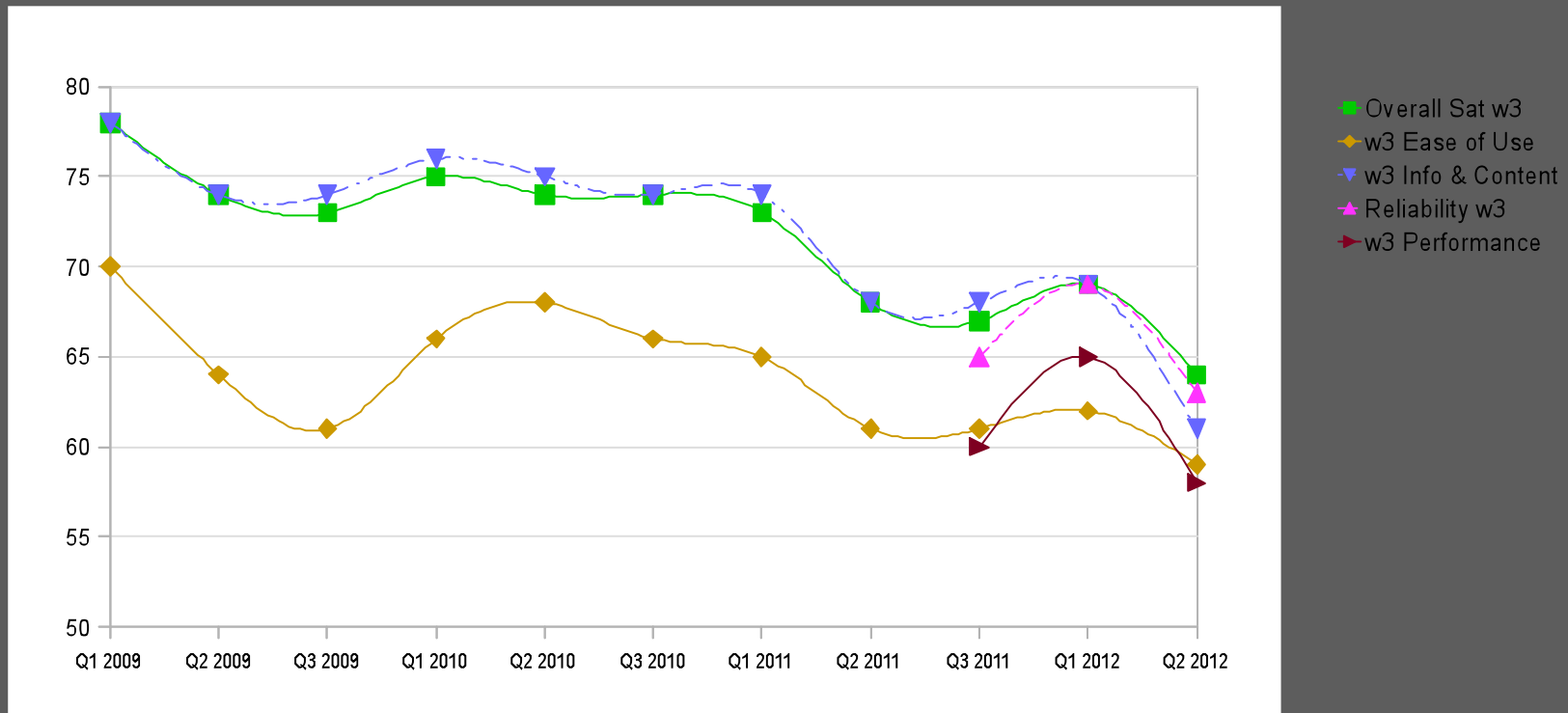
**Satisfaction measures, analytics, home  
page heat map**

## W3 and home page digital scorecard measures



- All w3 and home page satisfaction indicators are down from Q1 2012. Overall satisfaction with w3 (-5% points) and satisfaction with w3 information and content (-8% points) are the largest drops in satisfaction from the previous survey period.
- There has not been a significant recovery from the 9% point drop in home page satisfaction seen in Q2 2011 following the launch of the redesigned home page in May 2011. Satisfaction with the w3 home page is statistically unchanged for the last four assessments.

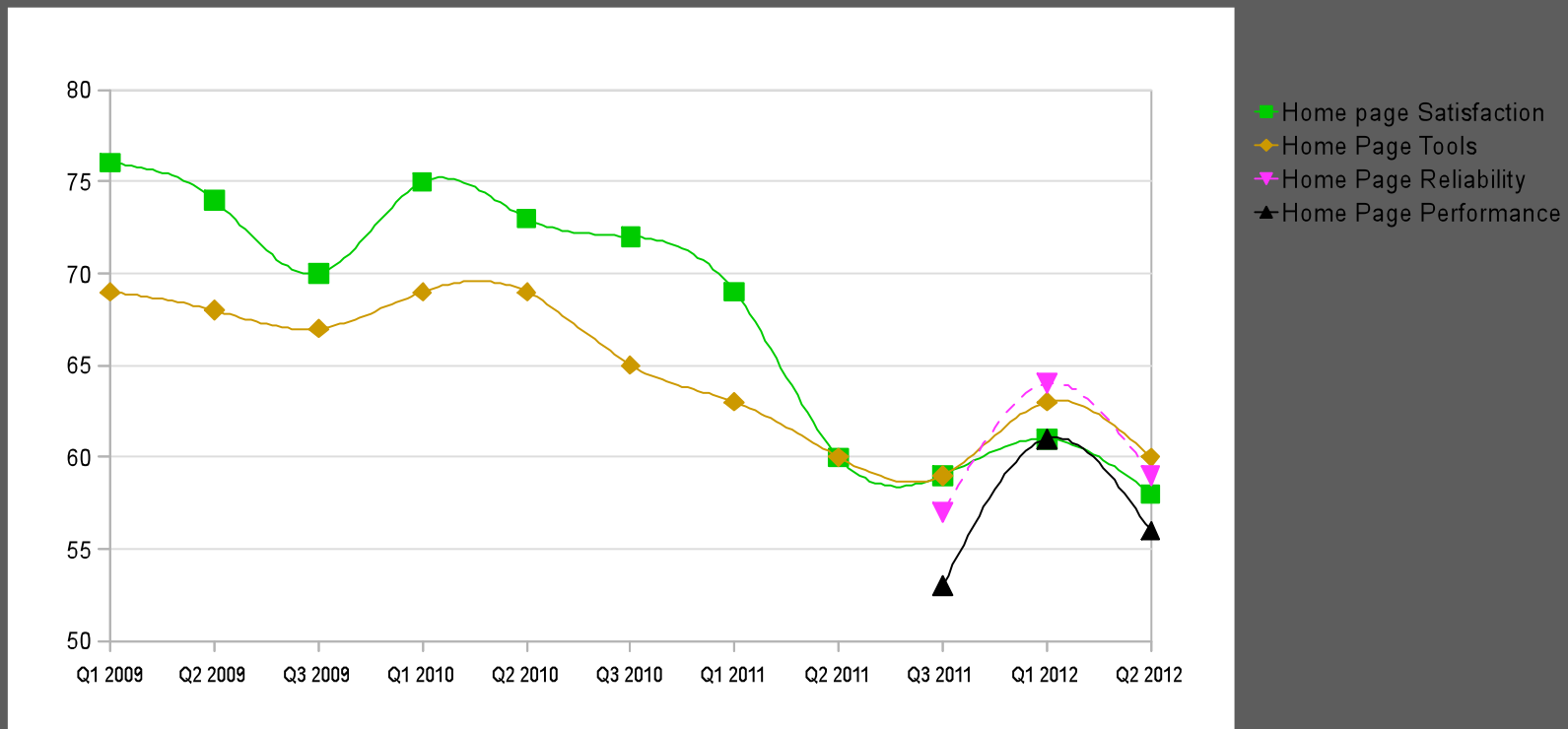
## All w3 satisfaction indicators declined in Q2 2012.



### Groups with high or low satisfaction

- Sellers and IT Architect consistently have lower satisfaction with w3
- GTS employees have higher satisfaction
- SWG employees are lower
- New employees (<5 years) consistently have higher satisfaction
- CHQ employees lower on overall sat, ease of use and info/content
- Mobile use does not have a significant impact on satisfaction

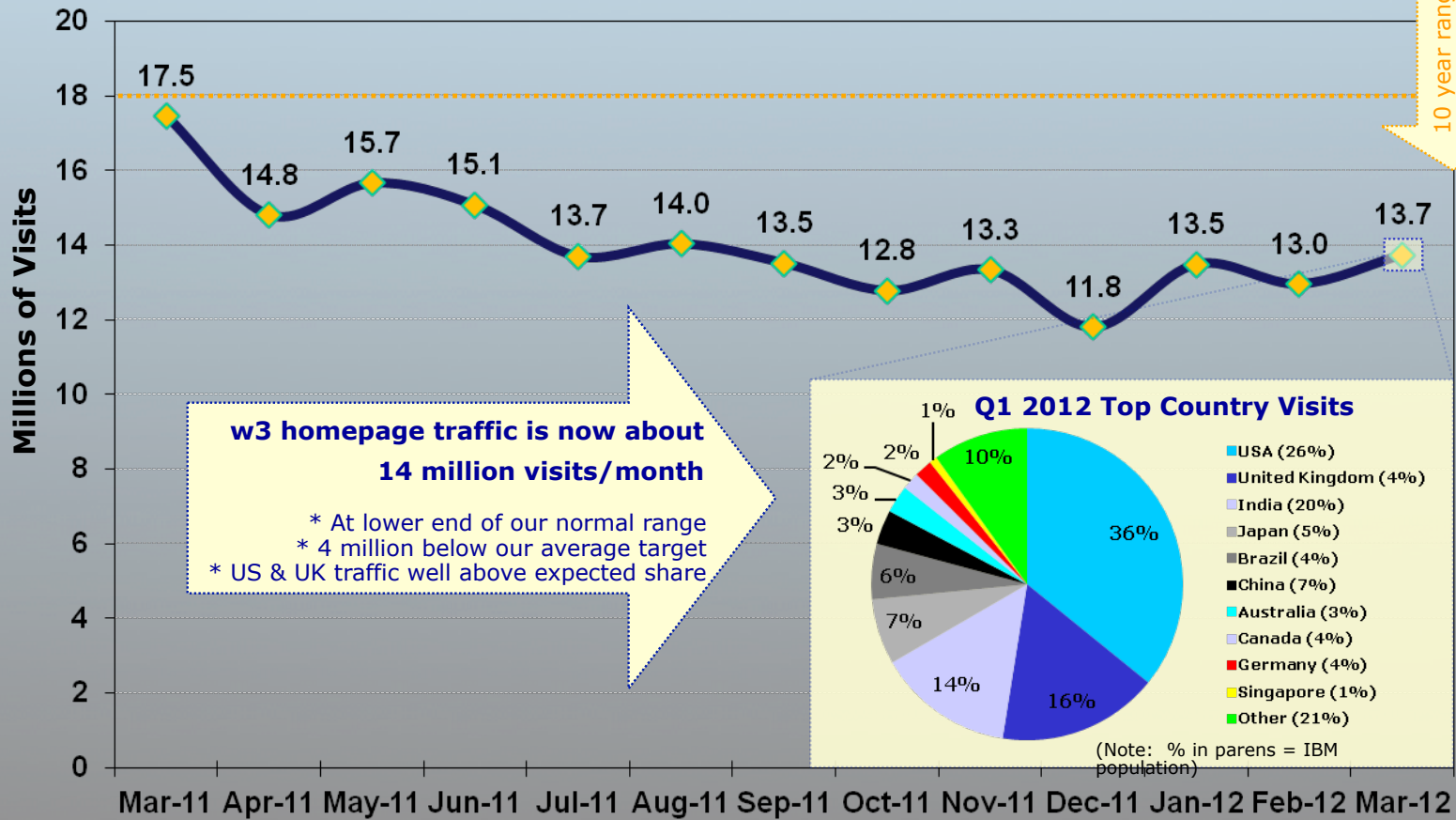
## Home page reliability and performance scores are also down



### Groups with high or low satisfaction

- Sellers low on reliability and performance
- IT Architects are lower in satisfaction
- New employees (<5 years) consistently have higher satisfaction
- CHQ employees lower on overall sat, ease of use and info/content
- Mobile use does not have a significant impact on satisfaction

# w3 Homepage Trend



# w3 Homepage Visitor Activity Heatmap – March 2012

10 Most Active w3 Homepage Areas	Q1 2012 Clickthru	Q4 2011 Clickthru
1 w3 Search	28%	15%
2 Profiles Search	21%	22%
3 News module	10%	13%
4 BluePages Search	9%	19%
5 Career & Life tab	7%	5%
6 Home tab	4%	7%
7 Work tab	3%	3%
8 BluePages link	3%	---
9 IBM Travel Site	2%	2%
10 My w3 tab	2%	3%
<b>Top 10 Total:</b>	<b>89%</b>	<b>91%</b>

## Heatmap Legend

>= 5% Clickthrough

<5% Clickthrough

The screenshot shows the w3 homepage with several heatmap overlays. The most active areas are highlighted in green and yellow, corresponding to the top 10 areas listed in the table. The page layout includes a navigation bar at the top, a 'What's new' section, a 'News' section with top stories, an 'Essential links' section, a 'Search' section, a 'Market Report' section, and a 'Discounts' section. The footer contains quick links and IBM information.

# **Why are we seeing across the board decreases in key success measures?**

- 1. Performance, Reliability, Stability**
- 2. Diverse IT Platforms make consistency extremely difficult**
- 3. Many strategic tools in “steady state”**
- 4. Lack of integration between solutions**
- 5. Lack of agility / rapid iteration across the portfolio**
- 6. w3 home page: stagnation, unable to deploy new home page**

## Featured Topics



### Driving new value in 2012

Ginni shares her views on the opportunities before us. [Profiled for all IBM]

#### Bruno Di Leo

on aligning for growth and client value.

#### Mike Rhodin

on reaching new buyers and creating new markets.

#### Bridget Van Kralingen

on unlocking new growth via new relationships.

[View the News archive index](#)

## IBM news



IBM 211.15 +3.7 [View chart](#)

### Headlines

View



**Ginni receives Appeal of Conscience Award**  
IBM President & CEO receives the 2012 Appeal of Conscience Award for our vision, practice of globalization. [Profiled for all IBM]



**TAP tops a million downloads**  
IBM innovation reaches a major milestone – find out how we did it and what's next. [Profiled for all IBM]



**CIO BT/IT news in review**  
A summary of CIO

## Connect and share



You have no status message set.

What are you working on now?

Network

Files

Communities

Activities

View:



**McNairn, I (Ian)** Amazing ... Am posting this from my iOS device without needing a VPN, courtesy of Traveler. The IBM Connections Pilot ROCKS!  
01 Oct 2012 09:42 AM [More](#)



**Barnett, Danny** 01 Oct 2012 09:45 AM  
I'll be joining you soon, I hope.



**HUTTON, RYAN J.** 01 Oct 2012 12:42 PM  
Definitely, great for us to be on it. Now, I scan internal streams as well as Twitter when I'm waiting anywhere. :-)

[Add Comments](#)



**LI, YI (Jessie)** Hi Luis - We have proposed a few time slots. Could you please pick one of the AM

[Go to Lotus Profiles](#)

## Recommended for you



[Information Development \(ID\) Info Center](#)



**239. How to incorporate a 2D barcode in a Lotus Notes mail...**

This video explains how to create a Lotus Notes mail signature that contains a 2D barcode (QR-code) and an IBM logo. By Didier Boullery. Added on February 28, 2011, Updated on June 20, 2011.



**IBM Sicherheitsunterweisung**

Auch im Jahr 2011 geben wir Ihnen die Moeglichkeit die "Jaehrliche Sicherheitsunterweisung in der IBM" fuer die vier Bereiche Datenschutz,

## Manager resources



### Manager tools

Tools for managing your employees.

### Manager quick links

How-to's that help with you or your employee's life or career changes.

### Policies and practices

Helpful resources for developing and managing your people.

### Build your expertise

Resources for growing your management skills.

### Need to reach someone?

- [Contact an HR Partner](#)
- [Contact and phone list](#)
- [Employee Services Center contact info](#)
- [Global administration](#)
- [H1N1 Flu guidance](#)
- [IBM Manager Community](#)
- [LifeWorks](#)
- [Manager services](#)
- [Payroll services](#)
- [What's Hot in HR for U.S. managers](#)
- [You and IBM - All topics index](#)

## Ask an IBMer



### More on IBM Answers

[Citris .ica files under virtual Windows 7](#)



# 'v17' Adoption

# w3 Top 20 sites/apps

Page	Template	Locale	Views
w3.ibm.com/wps/myportal/home	v17	us	15823633
w3.ibm.com/jct03019wt/bluepages/simplesearch.wss	v8	zz	5436803
w3.ibm.com/jct03019wt/bluepages/searchbyname.wss	v8	zz	2572159
w3.ibm.com/jct03018ws/services/competencies/profdev/protect/core/pdtool.wss	v8	us	1829047
w3.ibm.com/bluepages/searchbyname.wss	v8	zz	1442025
w3.ibm.com/jct03019wt/bluepages/index.wss	v8	zz	1159439
w3.ibm.com/jct03019wt/bluepages/oc_people_managed.wss	v8	zz	929626
w3.ibm.com/bluepages/simplesearch.wss	v8	zz	892471
w3.ibm.com/jct03019wt/bluepages/oc_same_manager.wss	v8	zz	285077
w3.ibm.com/bluepages/index.wss	v8	zz	282792
w3.ibm.com/jct03019wt/bluepages/oc_report_to_chain.wss	v8	zz	207534
w3.ibm.com/wps/myportal/career	v17	us	192168
w3.ibm.com/jct03019wt/bluepages/editjobcontact.wss	v8	zz	117557
w3.ibm.com/wps/myportal/myw3	v17	us	87439
w3.ibm.com/jct03019wt/bluepages/editprofile.wss	v8	zz	83316
w3.ibm.com/ibm/resource/sk_slovakiahomepage.html	v8	zz	82940
w3.ibm.com/bluepages/editprofile.wss	v8	zz	79635
w3.ibm.com/wps/myportal/profile	v17	us	76103
w3.ibm.com/wps/myportal/mail	v17	us	74565
w3.ibm.com/ibm/resource/italy.html	v8	it	55087

5	V17
15	V8

# Site maps

www (68%)
132 V17
59 V16-V11
4 None
W3 (39%)
57 V17
87 V8-V7
4 None

IBM Solutions Services Products Support & downloads My IBM August 2012  
132 v17  
59 non-v17  
4 unknown

## Site map

**Solutions**

**Solution overviews**

- A smarter planet
- Industry solutions
- Case studies
- Medium business solutions
- Small business solutions
- Financing solutions
- Cloud computing
- All solutions

**Solution topics**

- Analytics
- Application lifecycle management
- Asset management
- Application infrastructure
- Business process management
- Cloud computing
- Commerce
- Complex and embedded systems
- Connectivity and integration
- Data management
- Data warehousing
- Energy & environment
- Enterprise content management
- Commerce
- Complex and embedded systems
- Connectivity and integration
- Data management
- Data warehousing
- Energy & environment
- Enterprise content management
- Security

**Services**

**Business services**

- Application innovation
- Business analytics
- Business strategy
- Commerce consulting
- Midmarket expertise
- All business services

**IT services**

- Application management
- Business continuity and resiliency
- Cloud
- Data center
- Integrated communications
- Mobility services

**Security**

- Security
- Software
- Strategy and design
- Systems lab
- Technical support
- Workplace

**Outsourcing services**

- Application outsourcing
- Business process outsourcing
- IT outsourcing and tooling

**Training**

- Offerings
- Certification
- Conferences & events

**Additional services**

- Consulting alliances
- IT services financing
- Project financing
- Working capital
- All services

**Business Partners**

- IBM and Cisco
- IBM and Dassault Systèmes
- IBM and Oracle
- IBM and SAP
- More alliances
- Business Partner solutions
- Find a Business Partner
- Service oriented architecture (SOA)
- Smarter computing
- Social collaboration
- Unified communications
- Virtualization
- Web experience
- More capabilities

**Products**

**Software**

- Product finder
- Downloads
- Business analytics (Cognos, SPSS)
- Enterprise Content management
- Information management (DB2, Informix, InfoSphere)
- Lotus (collaboration)
- Rational (software and systems delivery)
- Tivoli (service management)
- WebSphere (integration and optimization)
- Information management (DB2, Informix, InfoSphere)
- System z software

**Systems**

- PureSystems
- Power Systems (AX, IBM I, Linux)
- System z (Mainframe)
- System x (xSeries)
- BladeCenter
- LINUX servers
- Systems software

**Storage**

- Disk systems
- Tape systems
- Storage area networks
- Network attached storage

**Additional products**

- Certified used servers and storage
- Certified used personal computers
- Networking
- Point of sale
- Security
- Semiconductors
- Upgrades, accessories and parts
- Hardware financing
- Software financing
- Financing for medium business
- All products

**Support & downloads**

**Downloads**

- Fixes, updates and alerts
- Trials and demos

**Technical support**

- Documentation
- Communities
- Service requests and FAQs
- Warranties and licenses

**Developer support**

- DeveloperWorks
- Emerging technologies
- Design at IBM
- Human ability and accessibility
- Information centers and libraries
- Redbooks

**Customer support**

- Contracts, agreements
- Order status
- Inventory maintenance status
- Invoices, payments

**Former IBM products**

- Printing systems from InfoPrint
- Lenovo ThinkPads and ThinkCentres
- UltraStar, Deskstar, Travelstar, Microdrive storage

**My IBM**

**My IBM**

- Accounts
- Profile
- Community spaces
- Technical support
- Shopping cart
- Subscriptions
- All My IBM

**Customer support**

- Contracts
- Orders and delivery
- Inventory and maintenance
- Invoices and payments

**Information for**

- C-suite executives
- Industries
- Small and medium business
- Developers
- IBM Business Partners
- Investors
- Journalists
- Job seekers

**Shop & buy**

- Special offers
- Personal computers
- Ready to buy?
- Financing
- Find a sales rep
- Find a Business Partner
- IBM logo merchandise

**About IBM**

- Latest news
- IBM's Centennial
- IBM Research
- Corporate responsibility
- Employee directory
- More about IBM

**Popular links**

- Careers
- Fix central
- Passport Advantage
- Product security bulletins
- Software
- System x
- Watson

**Connect with us**

- Create a profile
- Communities
- Events
- Academic collaboration
- Research collaboration
- IBMers past and present

**Key topics**

- A smarter planet
- Analytics
- Cloud computing
- Security and resilience
- Smarter commerce
- Smarter Computing
- Sustainability

**Information for**

- C-suite executives
- Industries
- Small and medium business
- Developers
- IBM Business Partners
- Investors
- Job seekers

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- Fix central
- Passport Advantage
- Product security bulletins
- Software
- System x
- Watson

Contact Privacy Terms of use Accessibility

W3 Sign in My Links You & IBM Collaboration About IBM Support August 2012  
Search Pages(w3) 57 v17  
87 non-v17  
4 unknown

## Site map

**My Links**

**Essential Links**

- About IBM
- About w3
- BlueTlx
- Building a smarter planet
- Business Controls
- Buy on demand
- CareerSmart
- Collaboration Central
- Concerns & Appeals
- Corporate Citizenship Central
- Corporate Strategy
- Corporate Trust and Compliance
- Employee Purchase Program
- Expense Reimbursement
- Global Administration
- Global Opportunity Marketplace
- H1N1 flu resources
- IBM Club
- IBM Values
- IT Help Central
- KnowledgeGate
- Learning at IBM Explorer
- Lotus Symphony Resources
- New IBMer Zone
- On Demand Community
- Presentation Central
- Sam's w3 Page
- Travel
- Travel & immigration (cross border)
- SiteServ
- Smarter Planet Solutions Guide
- w3 Media Library

**You & IBM**

**You & IBM Global**

- About you: Career & Life
- You & IBM: Global

**Global Topic Library**

- CareerSmart
- Diversity: Global Strategy
- Employee Stock Purchase Plan(ESPP)
- Equity for selected employees
- Expense Reimbursement
- Global Assignments & Immigration
- Employee Stock Purchase Plan(ESPP)
- Global Incentives
- Global Opportunity Marketplace(Job)
- Business Conduct Guidelines
- Global Work / Life Fund
- Personal Business Commitments (PBC)
- Travel

**New IBMer Resources**

- New IBMers Zone

**Collaboration**

**Discover**

- w3 Connections
- Latest Blogs
- All Blogs
- Popular Bookmarks
- Public Files
- Public Wikis
- Public Communities

**Connect & Share**

- Share a File
- Write a Blog
- Start an Activity
- Start a Community
- Add a Bookmark

**Explore Expertise**

- Launch SmartCloud Meetings
- Connect to Sametime Web
- Browse Media Library
- Digital IBMer Hub
- Become an expert
- Ask experts, get answers
- Search Profiles
- Search Bluepages

**Learn & Contribute**

- Collaboration Central
- Collaboration Help
- Social Computing Guidelines
- Blog Central
- Wiki Central

**Other Sources**

- Cattail
- BlueGroups
- Forums
- Blog Central
- Wiki Central

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**Organization**

- Global Business Services
- Global Technology Services
- Integrated Operations
- Integrated Supply Chain
- Research
- Sales and Distribution
- Software Group
- Systems and Technology Group

**Support**

**IT Help**

- IT Help Central Home
- View/Edit my tickets
- Help Ticketing and Support
- System Status
- IT Information
- Using IT Help Central
- Deployment Support Portal

**Work Tools**

- Accessible Workplace Connections (AWC)
- BlueGroups
- Buy on Demand
- Electronic Asset Management Tool (eAMT)
- Global Print
- IBM Intranet Password(IPF)
- IBM Standards Software Installer(ISSI)
- SmartCloud Meetings
- Meeting room reservations
- Sametime Web
- Workstation Security Tool(WST)
- IBM Intranet Password(IPF)
- Lotus Symphony

**Search & Know**

- w3 Search
- w3 Media Library
- Bluepedia
- IBM Multilingual Terminology
- Collaboration and Productivity Resources
- Collaboration and Productivity Community

**w3 Quick Links**

- w3 Search
- You and IBM Global
- w3 News
- BluePages
- w3 Connections
- Sametime Web
- IBM Values
- Social Business Guidelines
- Bluepedia
- Buy on demand
- Technology Adoption Program (TAP)
- IT Help Central

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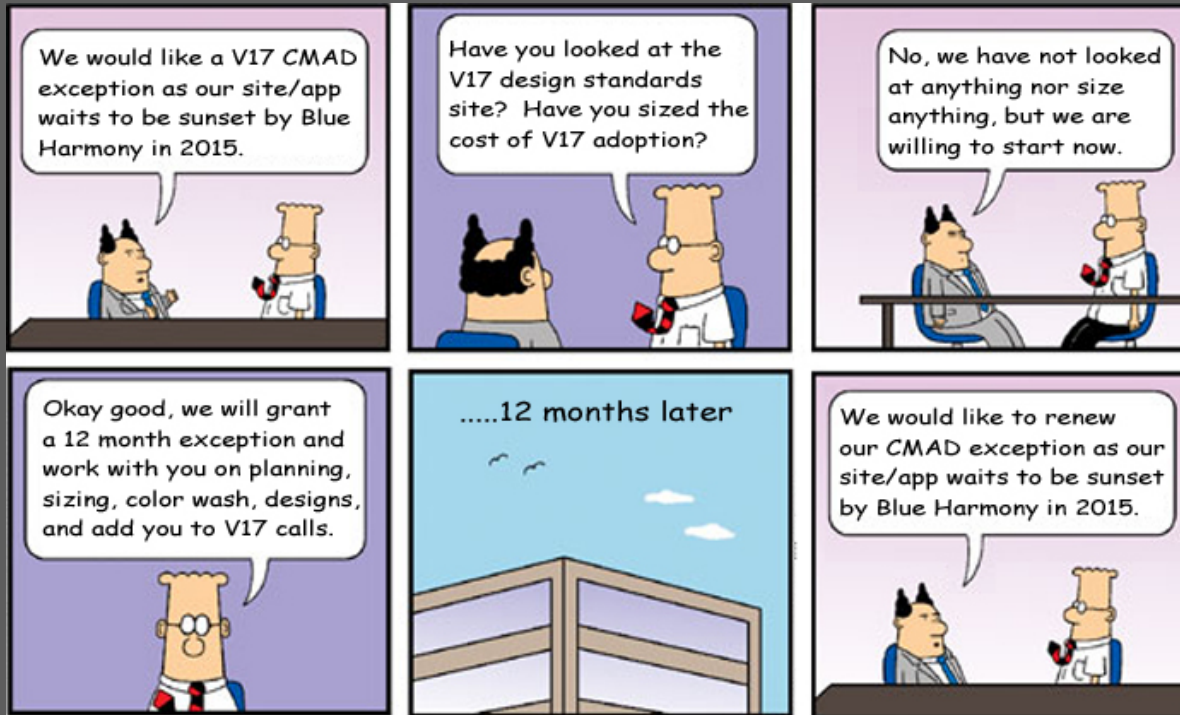
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# V17 CMAD Exceptions

V17 CMADs exceptions will no longer be granted without a detailed adoption roadmap (plans, milestones, funding, resources, etc.)

New EU directive provided by TRUSTe with regards to cookies and privacy requirements support the legal requirement to adopt V17. Older design systems and implementations do not support this new directive and pose a legal exposure to IBM.

CMAD Exceptions	
26	Pending 2012
5	Rejected 2012
31	Approved 2012
84	From 2011
63	From 2010



## Challenges to v17 Adoption

- Many strategic tools in “steady state”
- Redesign falling “below the line” during Fall Plan
- No real penalty for non-compliance
- Plethora of 3<sup>rd</sup> party solutions within the intranet
- It is often difficult to even identify the owners of a site/application

## What are we doing about it?

- “Digital Backbone” Initiative – reduce/eliminate exceptions, tax, delay deployments (stick)
- Tools not rules (automating migration/compliance)
- Focusing on “big rocks” (SAP deployments)
- Migrating to HTML5 & CSS3 providing “automatic” mobile support and responsive designs with appropriate device “break-points” (carrot)
- Create a lighter-weight w3 home page in our Events Infrastructure to provide 100% availability and high performance
- Integrate core productivity capabilities into the “chrome” (masthead, footer) that are ubiquitous and require NO work on the part of the app/site owner


File Edit View History Bookmarks

http://www.w3.ibm.com

W3 Workplace Expertise Compensation Life

My: Dashboard People Community Assistant

# Noreen Ludlow



**I am available @ Michigan office**  
**Chief Information Officer (CIO)**  
 1244 Mason Square  
 Marquette, MI  
 Phone: (828) 349-9456

★ Accolades: [SmartCloud Expert](#), [IT Cloud Specialist](#)  
 🏷️ Tags: [Information Technology](#), [Systems Management](#), and 5 others

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**General Information**

**PUBLIC** PRIVATE

Country	USA
Title	Chief Information Officer (CIO)
Sector	IBM Software Group, Sales

**Personal Statement** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent imperdiet, nibh a posuere consequat, arcu diam porta diam, at rhoncus nisi metus id arcu. Suspendisse velut massa, ultrices at ultrices vitae, ultricies nec risus.

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- Dan Misawa** 2:03 PM  
 Ted will be out of the office today  
 Reply | Forward | Folder | Delete
- Minh Li** 1:30 PM  
 [Files] Renovations logo.jpg  
 Here is the logo you had requested
- Dan Misawa** 11:03 AM  
 Invitation: Project Green Presentation  
 Call-in information 1.222.111.2222
- Charlie Hamilton** 9:03 AM  
 Re: Information for those attending  
 I added in the latest figures from the

RT @ibmssoftwarevalu: Gain the fastest & highest ROI on your software - Visit the AVP Red Carpet Lounge at #ibmpulse ow.ly/8YhM3

**jmspool** 3 hours  
 Twitter constantly monitors #FailWhales per second, especially during high demand events like the Superbowl — Raffi Krikorian #Webstock

**ibmPulse** 3 hours  
 How about what happens on @livestream stage? RT @iantsmith: Im blogging at #ibmpulse what topics or suggestions would people like to see?

**BuddyRoemer** 3 hours  
 [VIDEO] "The Corruption Within" blip.tv/wake-up-americ... #rootstrikers

# **IBM's Workplace of the Future Vision**



**Thank You**

