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IBM Marketplace Product Detail Page Portfolio

By Matthew J. De Reno

This document contains a sample of product detail pages created by Matthew J. De Reno for IBM Marketplace on IBM.com.

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Portfolio Overview

In February 2017, I signed on as a contract web content writer as part of a massive content marketing undertaking within IBM to retell the entire IBM product story on IBM Marketplace.

My challenge was to help break down content and design silos across the enterprise, ensure a professional level of content, enable intelligent cross selling and to assist in delivering a single product catalog for global consumption. Demonstrable increases in traffic, engagement and revenue were the measure by which the project would be assessed.

I was one of six members of the analytics squad charged with writing and producing PDP (product detail pages). Each squad member was required to deliver 2-3 new pages on a weekly basis related to the IBM analytics portfolio of products.

To do so successfully I either had to write new pages from scratch or work with subject matter experts to weave together content assets into a cohesive and compelling story that was suitable for IBM marketplace. Other times required me to rewrite prototype material, study demo videos, white papers, case studies, infographics and other collaterals to get the information required to build out a new page on IBM Marketplace.

Our analytics squad was reportedly the top producing team out of nine teams on the Catalog Expansion project and I was the highest producing and consistent content writer on the analytics team.

This project garnered much praise and attention for the speed and excellent quality of content that was produced for IBM Marketplace.

As of June 2017, the IBM Marketplace catalog averages an engagement rate 50% higher than the average non-Marketplace product pages across IBM.com. The new pages accounted for 5% of traffic, 15% of all live chats, and 50% of new registrations. In short, we were told they work.

I am extremely proud of being part of that success! It is my hope that if you are reading this you have a need for that kind of content success too.

What follows are a sample of the product pages that I have personally produced on this project. Please contact me if you would like to see more – there are 40 or so others. Unless otherwise noted, all text in the images can be assumed to come from my keyboard. Enjoy and hope you to hear from you soon.

Kind regards,

Matthew J. De Reno

IBM Case Manager

IBM Case Manager empowers case workers with persistent access to critical information, workflow tasks and key analytics in the lab or out in the field.

https://www.ibm.com/kn-en/marketplace/case-manager

Figure 1: Case Manager Landing Page

IBM Case Manager

IBM Case Manager empowers case workers with persistent access to critical information, workflow tasks and key analytics in the lab or out in the field.
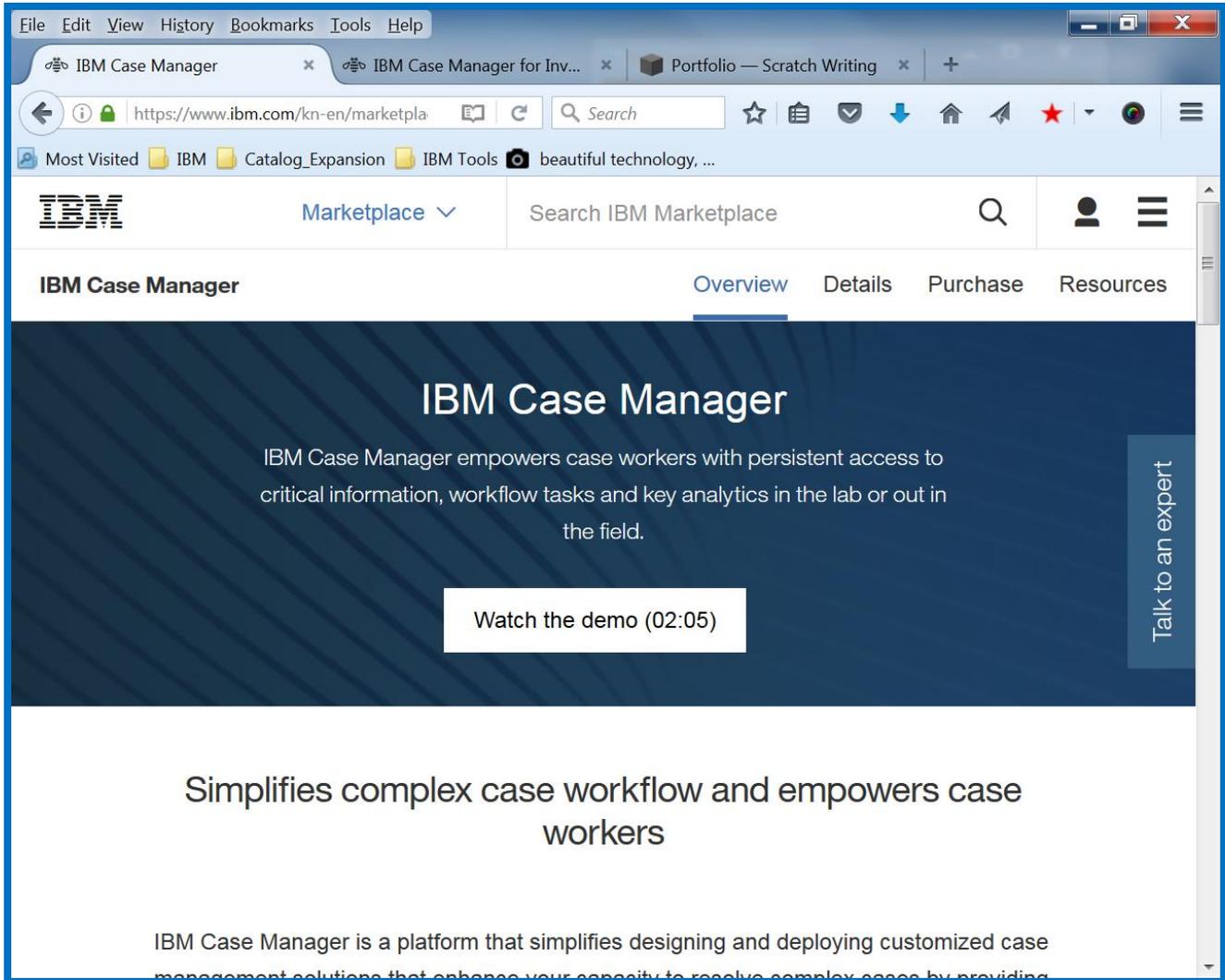
Watch the demo (02:05)

Simplifies complex case workflow and empowers case workers

IBM Case Manager is a platform that simplifies designing and deploying customized case management solutions that enhance your capacity to resolve complex cases by providing persistent access to information, workflow, tasks, and analytics. Case Manager empowers your case workers to make complex, real-time decisions based on constantly changing information with an interface that delivers a seamless and consistent experience quickly and anywhere. Case Manager discovers hard to find correlations and critical insights buried in silos of unstructured data. Integration with third party cloud applications provide a superior ability to collaborate.

02:05

Figure 2: Case Manager Intro and Hero Asset

Transforms the case management process

Enhances the case resolution process by providing access to case content, task workflow, collaborative tools and content analytics to make informed decisions while in the lab or out in the field.

Offers seamless user experience

Delivers a consistent user experience across platforms while providing the capability to tailor case management workflow for specific roles and business groups within your organization.

Facilitates informed decision making

Uses powerful analytics to identify next best actions to resolve cases effectively and fast. Uncovers key insights and links related content buried in large volumes of siloed unstructured data.

Provides a shared services platform

Build, deploy and share solutions across your enterprise. Reuse templates composed of case management elements and other preset configurations to accelerate deployment and shorten your time-to-value.

Improves customer service

Lowers traditional barriers to timely, client engagement by providing your case workers with persistent access to key information and analytics to help resolve cases fast and more efficiently.

Six compelling reasons to use IBM Case Manager

- Empower case managers
- Speed deployment with an agile design and reusable elements
- Generate new insights using content analytics
- Deliver a consistent, seamless user experience
- Streamline information lifecycle governance
- Improve customer service

Learn more

Figure 3: Case Manager Benefits and Feature Tease

Feature spotlights

Empower case managers

Provide a broad spectrum of ready-to-use case management capabilities, collaborative tools and process controls using Case Manager's consistent intuitive user interface in the lab or on the go. Box integration enables secure content collaboration within and outside your organization. Enable rapid development and deployment of customized and persistent case management solutions that meet the unique needs of your entire organization and can be tailored for specific case worker roles within it.

⊙→ Read the data sheet

Speed deployment with an agile design and reusable elements

Quickly assemble and deliver dynamic, content-centric applications for your case workers. Use the integrated case designer to promote efficient solution creation without having to use complex external tools. Reuse existing Case Manager elements to quickly develop and deploy customized solutions across multiple business groups. Reusable templates simplify the ongoing management of your solutions by maintaining consistency from one business group to the next while meeting auditing requirements.

Generate new insights using content analytics

Provide the ability to harness the power of IBM Watson Content Analytics to uncover insights deeply hidden within your own unstructured data. These content analytics capabilities enable your case workers to discover patterns, link related content, and identify trends across cases. An intuitive visualization component provides a history of case elements. With this information, case managers can take proactive measures to improve performance, reallocate work or add supporting case information.

Deliver a consistent, seamless user experience

Leverage the IBM Content Navigator framework to provide a single, consistent and easy-to-use interface across a wide range of devices. The Content Navigator framework helps simplify integration of multiple IBM ECM solutions including IBM FileNet, IBM Content Manager 8, IBM Content Manager OnDemand and other repositories that support the Content Management Interoperability Services (CMIS) standard.

Streamline information lifecycle governance

Enhance your ability to meet and manage information lifecycle governance requirements including protecting your customer data and complying with data retention regulations. Case Manager can automatically declare records and manage them using full compliance rules through its integration with IBM Records Manager. Case Manager also enables you to monitor processes, track participation in processes and facilitates auditing to ensure and demonstrate compliance.

Improve customer service

Deliver innovative capabilities that enable your organization to gain deeper customer understanding throughout the customer service lifecycle. By facilitating rapid interaction, investigation and resolution of complex events quickly and anywhere, Case Manager hurdles traditional barriers to meaningful and timely client engagement. These capabilities improve your customer service responsiveness and increase the satisfaction levels of your customers.

Figure 4: Case Manager Details Page

IBM Case Manager for Investigations

IBM Case Manager for Investigations empowers case investigators with persistent capabilities, analytics, tools and process controls to capture and access key case information anywhere.
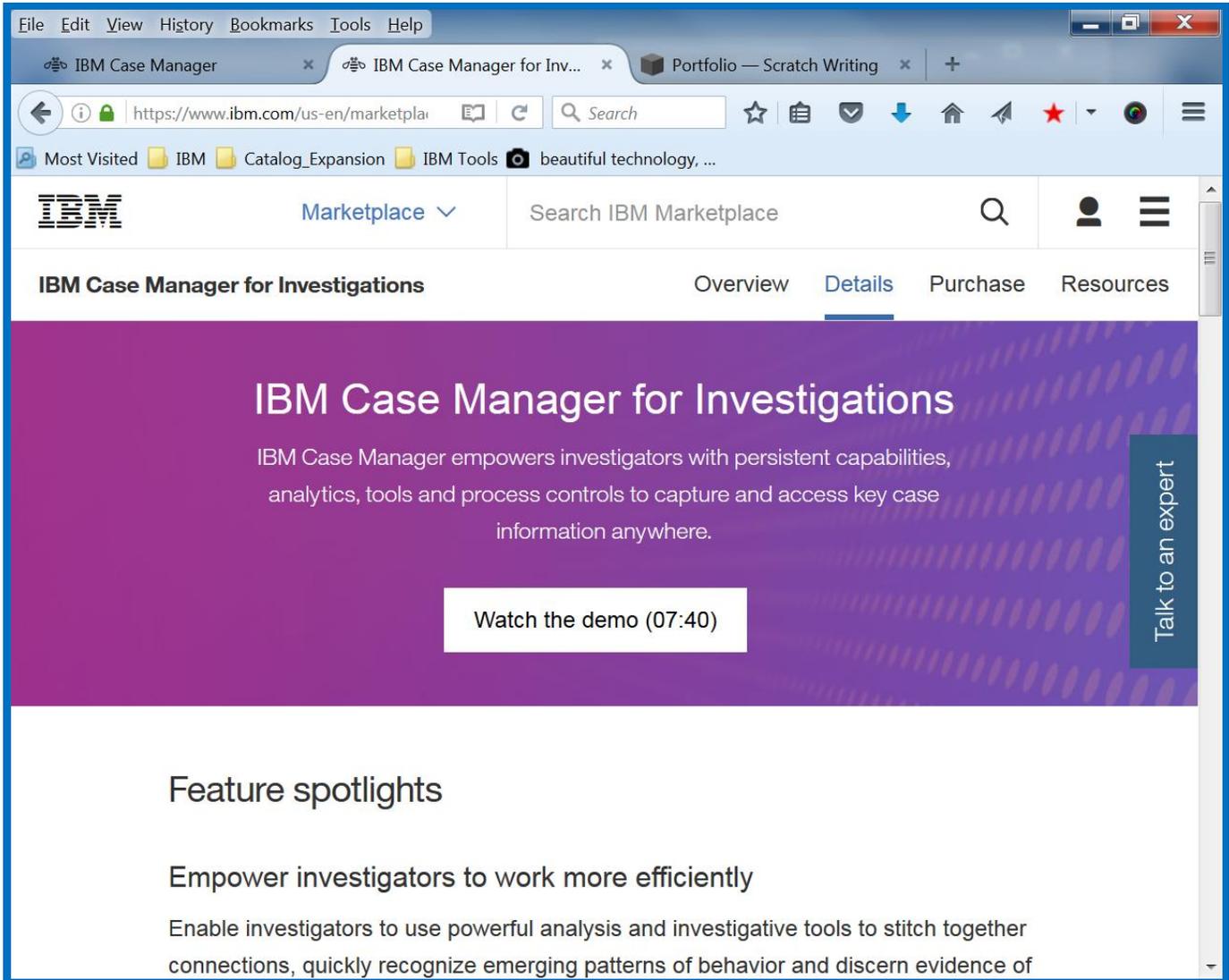
https://www.ibm.com/kn-en/marketplace/case-manager
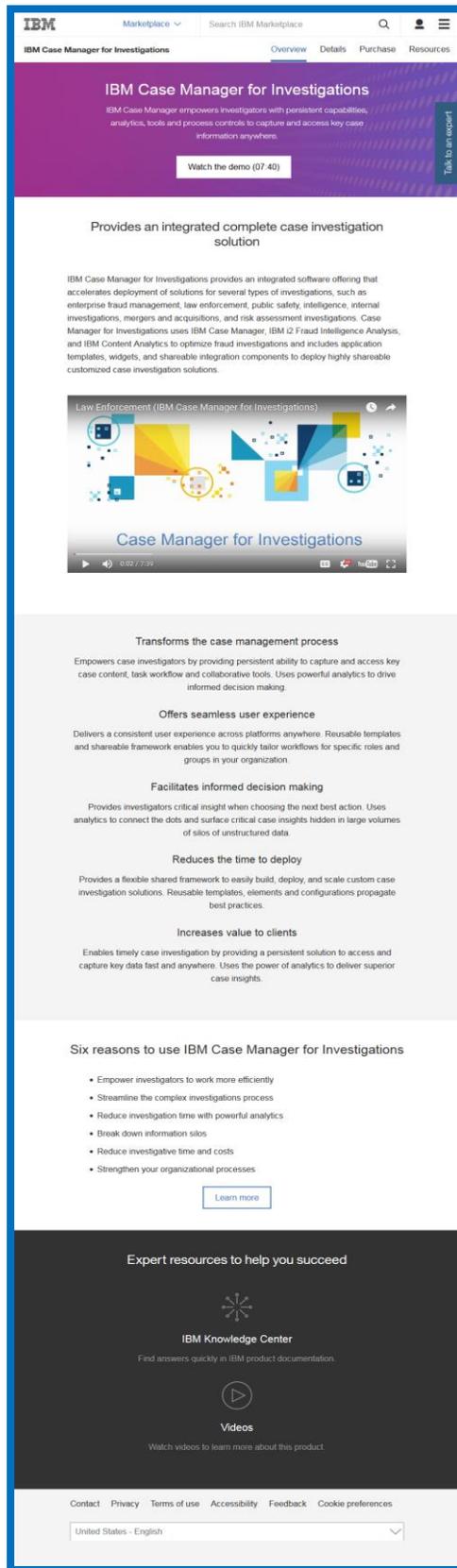

Figure 5: Case Manager for Investigations Landing Page

Figure 6: Case Manager for Investigations Full Page Thumbnail

Provides an integrated complete case investigation solution

IBM Case Manager for Investigations provides an integrated software offering that accelerates deployment of solutions for several types of investigations, such as enterprise fraud management, law enforcement, public safety, intelligence, internal investigations, mergers and acquisitions, and risk assessment investigations. Case Manager for Investigations uses IBM Case Manager, IBM i2 Fraud Intelligence Analysis, and IBM Content Analytics to optimize fraud investigations and includes application templates, widgets, and shareable integration components to deploy highly shareable customized case investigation solutions.

Figure 7: Case Manager for Investigations Intro and Hero Asset

Feature spotlights

Empower investigators to work more efficiently

Enable investigators to use powerful analysis and investigative tools to stitch together connections, quickly recognize emerging patterns of behavior and discern evidence of criminal action. These tools are more than just forensic analysis tools—they can extract and analyze massive amounts of structured and unstructured data from existing, often disparate sources, storing it within the IBM Case Manager repository.

Streamline the complex investigations process

Deliver access to a wide range of information and analytics, along with proper controls to ensure investigations are completed efficiently and in a timely manner, and that they adhere to the rules and guidelines within corporate policies, government regulations or industry standards. IBM Case Manager for Investigations brings these capabilities together so organizations can react quickly, proceed intelligently and maintain compliance while maximizing existing technology investments.

Reduce investigation time with powerful analytics

Expedite investigations with an intuitive interface to manage and access structured and unstructured information pulled from multiple workflows and resources. Advanced entity analytics identify previously hidden relationships in large volumes of information that can help you make informed case decisions anywhere. Uses business rules, process control and workflows to simplify investigations while increasing accuracy, efficiency and transparency.

Break down information silos

Hurdle the challenge of coalescing information from a variety of sources, including previous investigations, existing guidelines or ancillary but associated references. Information sources are often siloed in applications or databases. Case Manager for Investigations helps investigators transcend information silos to enable informed decision-making fast and anywhere.

Reduce investigative time and costs

Significantly shrink the complexity, time and expense associated with complex multifaceted investigations by streamlining collaboration and interactions among investigators, analysts, field operatives and subject matter experts. Strong investigative and case-building capabilities support successful negotiations and informed decision making which reduces the overall cost of delivering a superior investigation service value.

### Strengthen your organizational processes

Enable a strong and robust investigative capability through insights that provide investigators better information to recognize potential patterns and report suspicious activity. Go beyond the traditional investigation process by strengthening organizational processes with powerful analytics and tools optimized for collaboration. These analytic capabilities enable investigators to drill down into findings and share insights that can improve your case processes throughout the organization.

Figure 8: Case Manager for Investigations Details Page

IBM InfoSphere Master Data Management

IBM InfoSphere Master Data Management (MDM) manages enterprise data, no matter what type of repository or data model, and presents it in a single trusted view.

https://www.ibm.com/us-en/marketplace/ibm-infosphere-master-data-management
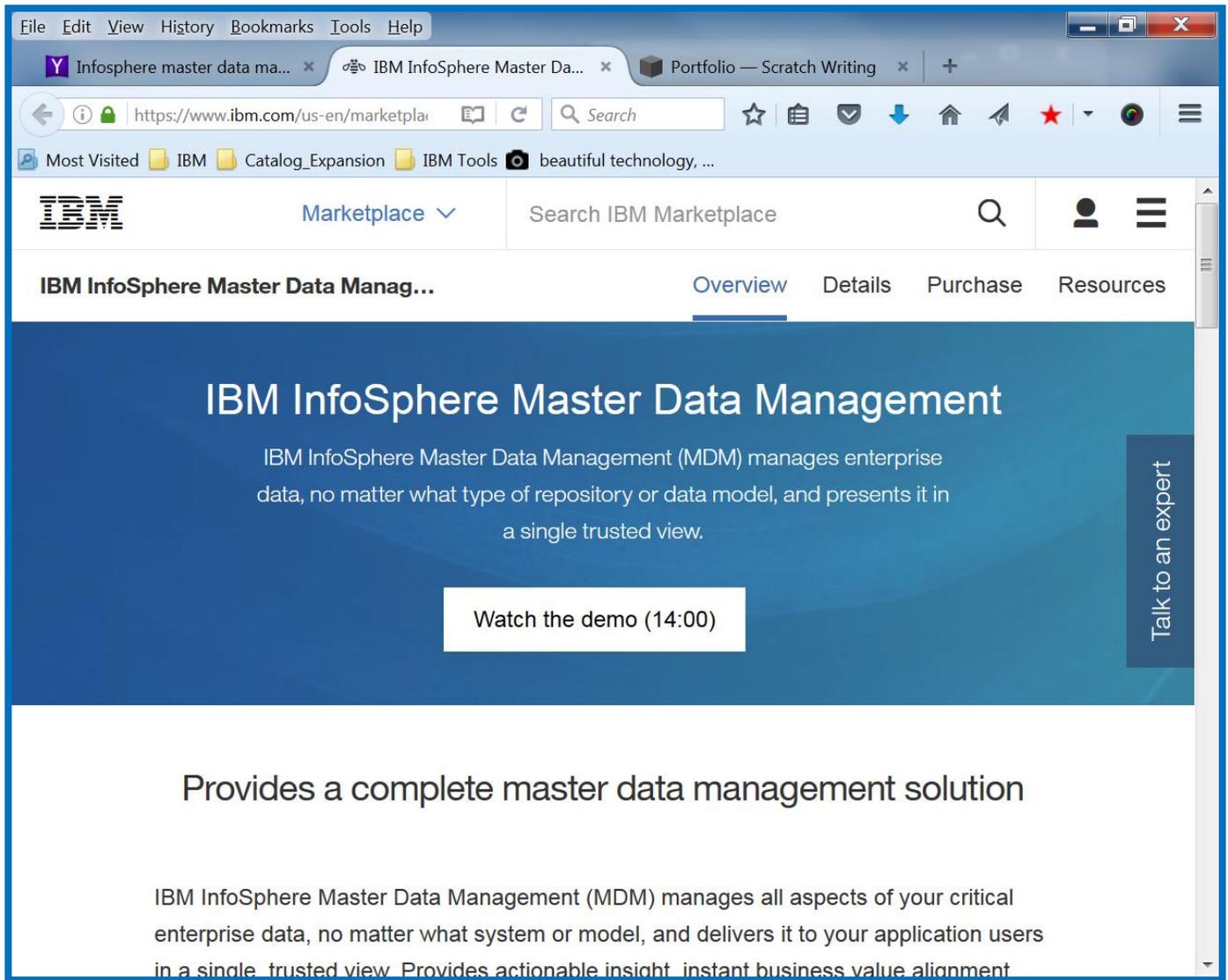
Figure 9: InfoSphere Master Data Management Landing Page

Figure 10: MDM Full Page Thumbnail

Provides a complete master data management solution

IBM InfoSphere Master Data Management (MDM) manages all aspects of your critical enterprise data, no matter what system or model, and delivers it to your application users in a single, trusted view. Provides actionable insight, instant business value alignment and compliance with data governance, rules and policies across the enterprise. InfoSphere MDM orchestrates your data throughout the complete information lifecycle with a highly configurable framework that supports both on premise or cloud-based IT models. It empowers you to get started quickly with ready-to-use data management patterns appropriate for a wide variety of industries.

02:04

Extends your MDM strategy and options

Comprises a complete and trusted MDM solution with built-in domain patterns that support a wide variety of industries. Extend your MDM capacity to the cloud and leverage low-risk subscription pricing.

Reduces costs with IBM MDM on Cloud

Provides IBM MDM on Cloud edition to lower cost through a subscription-based pricing model. Supports a smart approach to developing an MDM solution that is affordable and scales easily.

Delivers MDM data fast and accurately

Delivers accurate, near real-time views of master data throughout your organization. Supports registry or virtual style implementations, which offer quick time-to-value.

Supports effective data governance

Provides the ability to enforce information governance at an organizational level, enabling your business and IT teams to collaborate on data quality, information lifecycle, and policy management.

Enhances your ability to innovate

Unifies disparate sources of data no matter what type of repository or data model. Delivers new insights from them in a single trusted format that enables you to focus on your next great innovation.

Figure 11: MDM Intro, Hero Asset and Benefits Summary

Feature spotlights

Deliver a trusted, accurate view of critical data

Enable highly accurate, trusted and comprehensive data matching to overcome differences and errors that often occur in disparate data sources. The MDM server manages your master data entities centrally, reducing reliance on incomplete or duplicate data while consolidating information from across your enterprise. Deliver a single, highly accurate trusted view of your key business data that improves user confidence and decision-making while offering the ability to migrate MDM data to the cloud.

→ Read the solution brief

Extend your MDM architecture into the cloud

Multiple deployment options enable you to roll out new applications, data and services with impressive speed and place them in the optimal location – whether on-premise, in the cloud or in a hybrid environment. Subscription-based pricing available through the MDM Cloud edition reduces cost and optimizes your IT resources while facilitating an intelligent and smart investment in your future growth that can scale when you do.

Implement an MDM style perfect for your enterprise

Add new data domains or solve new business problems. IBM InfoSphere MDM comprises a complete MDM solution with multi-domain capabilities and built-in domain patterns that support a diverse variety of key industries. InfoSphere MDM offers several editions each designed to integrate with existing architectures and business processes. Choose the edition that best meets your immediate and long-term needs and then shift focus to where it impacts your business the most – innovation.

Harness the power of a complete MDM solution

Maintain a complete, highly accurate, real-time view of your master data through a configurable framework engineered for on-premise or cloud IT architecture models. Designed to support registry or virtual MDM-style implementations. Provide policy management capabilities that help you author, monitor and enforce data quality. Assemble a trusted, tailored view of your data through a virtual master data registry and empower your application users with a flexible MDM solution.

Figure 12: MDM Details Page

IBM InfoSphere Information Governance Catalog

IBM InfoSphere Information Governance Catalog is an interactive, web-based tool that enables users to create, manage, share and use trusted business knowledge.
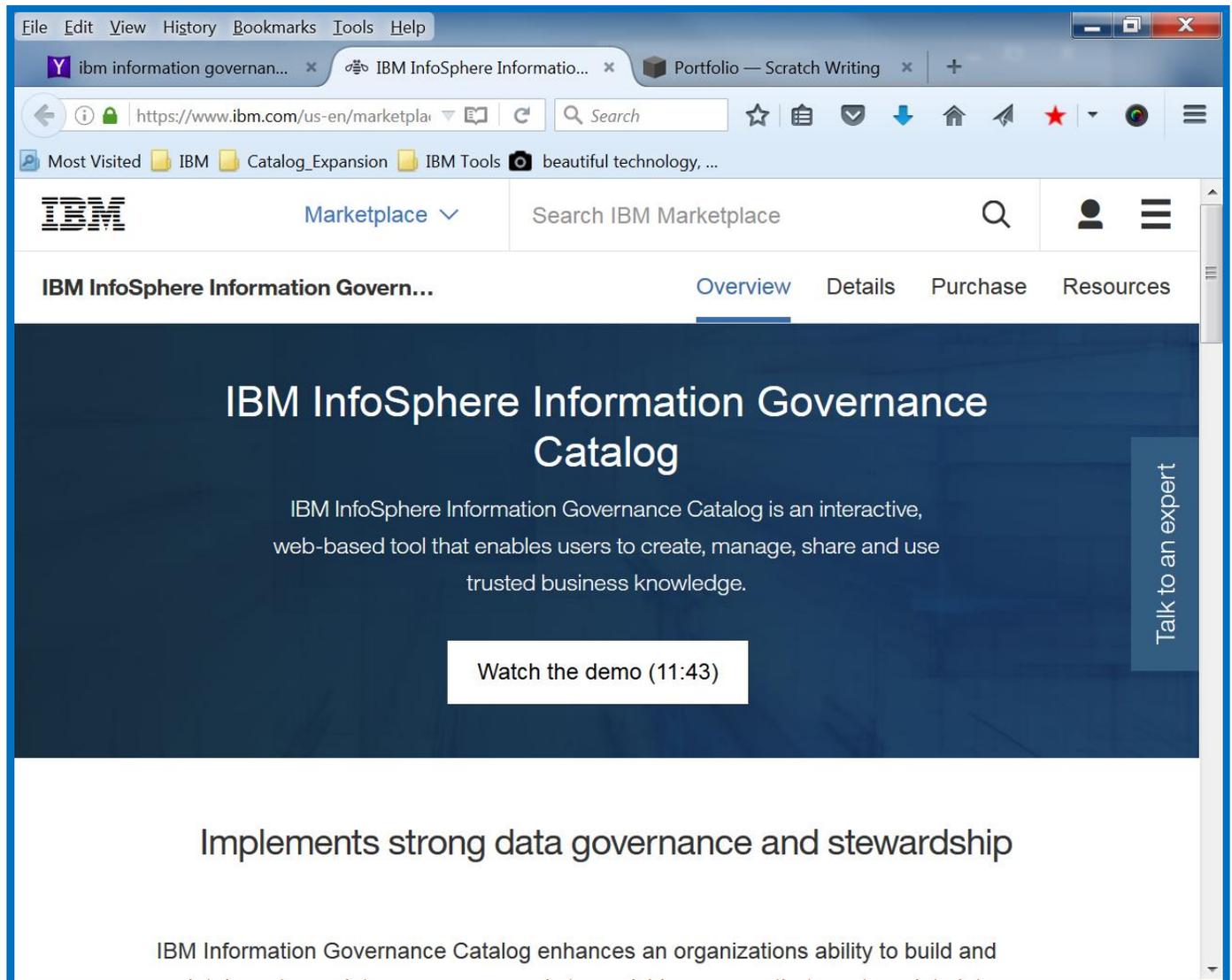
https://www.ibm.com/us-en/marketplace/information-governance-catalog

Figure 13: Information Governance Landing Page

Figure 14: Information Governance Full Page Thumbnail

Implements strong data governance and stewardship

IBM Information Governance Catalog enhances an organizations ability to build and maintain a strong data governance and stewardship program that can turn data into trusted information. This trusted information can be leveraged in various information integration and governance projects, including big data integration, master data management (MDM), lifecycle management, and security and privacy initiatives. By leveraging the comprehensive capabilities in Information Governance Catalog, you are better able to align IT with your business goals.

Establishes a common vocabulary

Establishes a common business language and vocabulary within your enterprise. Enables a deep understanding of business knowledge that can be shared, trusted, and acted upon consistently.

Manages information architectures

Enables you to understand the nature of the information architecture that is the foundation of today's data driven enterprises.

Explores data lineage

Provides an ability to understand how data is connected across the enterprise. Enables a capacity to keep pace with rapidly changing information and its potential to shape business outcomes.

Enables governance rules and compliance

Creates consistent governance policies that deliver the ability to define how information should be structured, stored, transformed and moved.

Figure 15: Information Governance Intro, Hero Asset and Benefits Summary

IBM InfoSphere DataStage

IBM® InfoSphere® DataStage® integrates data across multiple systems, supports extended metadata management and scalable, big data enterprise connectivity.
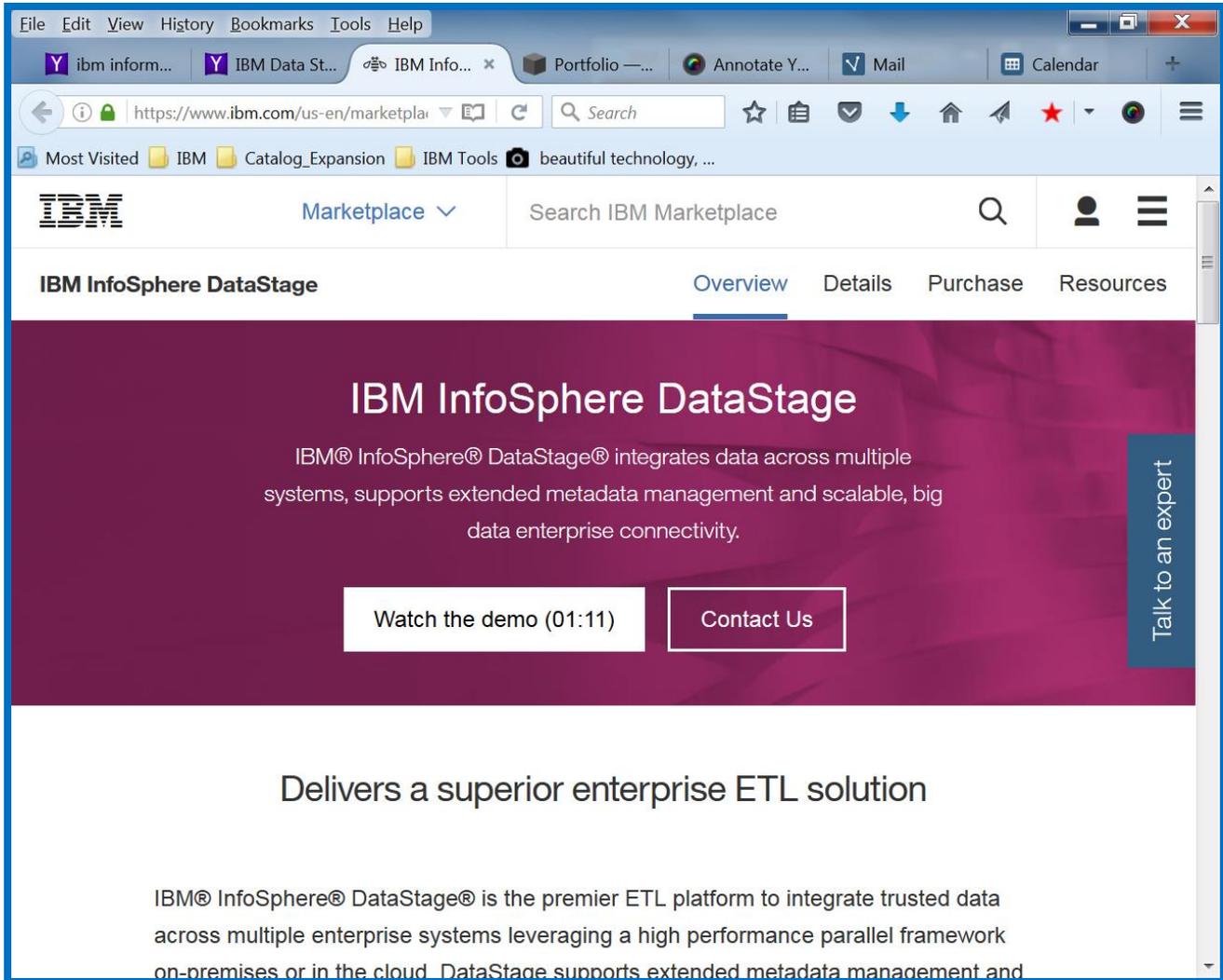
Figure 16: DataStage Landing Page

Delivers a superior enterprise ETL solution

IBM® InfoSphere® DataStage® is the premier ETL platform to integrate trusted data across multiple enterprise systems leveraging a high performance parallel framework on-premises or in the cloud. DataStage supports extended metadata management and ubiquitous enterprise connectivity. The scalable, powerful platform provides flexible integration of heterogeneous data, including big data at rest (Hadoop-based) or big data in motion (stream-based), on both distributed and mainframe platforms. Provides support for DB2Z and DB2 for z/OS, applies workload and business rules and integrates near real-time data in an easy to deploy, scalable platform.

Figure 17: DataStage Intro and Hero Asset

Deploys on-premises or in the cloud

Rapidly provision new ETL environments on cloud or on premise as project needs dictate.

Supports big data and Hadoop

Enables you to directly access big data on a distributed file system, and helps clients more efficiently leverage new data sources by providing JSON support and a new JDBC connector.

Enforces workload and business rules

Helps you optimize hardware utilization and prioritize mission-critical tasks.

Improves enterprise ETL efficiency

Helps improve speed, flexibility and effectiveness to build, deploy, update and manage your data integration infrastructure.

Provides powerful ETL platform

Supports the collection, integration and transformation of large volumes of data, with data structures ranging from simple to complex.

Six compelling reasons you need DataStage

- Enhance your enterprise ETL solution
- Provide trusted ETL data anytime, anywhere
- Solve complex big data challenges
- Add features at no extra cost
- Use the power of Hadoop
- Integrate cloud apps easily

Figure 18: DataStage Benefits Summary and Feature Tease

Feature spotlights

Enhance your enterprise ETL solution

The end-to-end ETL capabilities of DataStage enable you to understand, cleanse, monitor, transform and deliver your data. DataStage bridges the gap between business and IT. Use the "anywhere integration" capabilities to ensure that the key data that drives your business and strategic initiatives—from big data and point-of-impact analytics to master data management (MDM) and data warehousing – is trusted, consistent, shareable and governed with a superior ETL solution.

⊕ Read the solution brief

Provide trusted ETL data anytime, anywhere

A new era of computing has unfolded. Enterprises must deal with an ever accelerating explosion in the volume, variety and velocity of mission critical enterprise data – to say nothing of the challenges of establishing data veracity. DataStage provides the ability to integrate information quickly and efficiently. Apply sophisticated rules and use its open architecture to govern ETL data and empower your users with trusted data available anytime, anywhere, and anyway across the enterprise.

Solve complex big data challenges

Provide scalability and high performance for fast access to trusted data that your enterprise can count upon. Use the massively parallel processing engine of DataStage to run natively in Hadoop and access the silos where your data resides. Enable a uniquely rich set of integration and governance features. Improve the speed at which you integrate data and your ability to apply governance rules. Improve data connectivity. Enhance how your data is transformed, cleansed, enriched and delivered.

Add features at no extra cost

Your organization can benefit from additional features at no extra cost such as access to popular enterprise applications, including: Salesforce, Hyperion Essbase, Siebel, JD Edwards EnterpriseOne, PeopleSoft Enterprise and Oracle applications. Take advantage of push-down optimization through DataStage Balanced Optimization, which enables you to fully harness available capacity and computing power that exists in your relational databases.

Use the power of Hadoop

All connectivity, transformation and data delivery features can now run natively in Hadoop. Provide expanded and simplified access to Hadoop Distributed File System (HDFS) files in various formats and character sets, including critical security features, such as Kerberos and secure gateways.

Integrate cloud apps easily

Provide quick and easy data integration for cloud environments. When running on premises, DataStage supports direct integration with the Amazon Simple Storage System (S3) to load data from and into the cloud. Once data is integrated within S3, it may be then be integrated with other cloud database technologies. Additionally, DataStage includes a hierarchical stage that supports interaction with REST application APIs, enabling support for XML and JavaScript Object Notation (JSON) messages.

Figure 19: DataStage Details Page

IBM ILOG CPLEX Optimization Studio

IBM ILOG CPLEX Optimization Studio provides an enterprise model development toolkit for mathematical and constraint programming to optimize business decisions.

https://www.ibm.com/us-en/marketplace/ibm-ilog-cplex
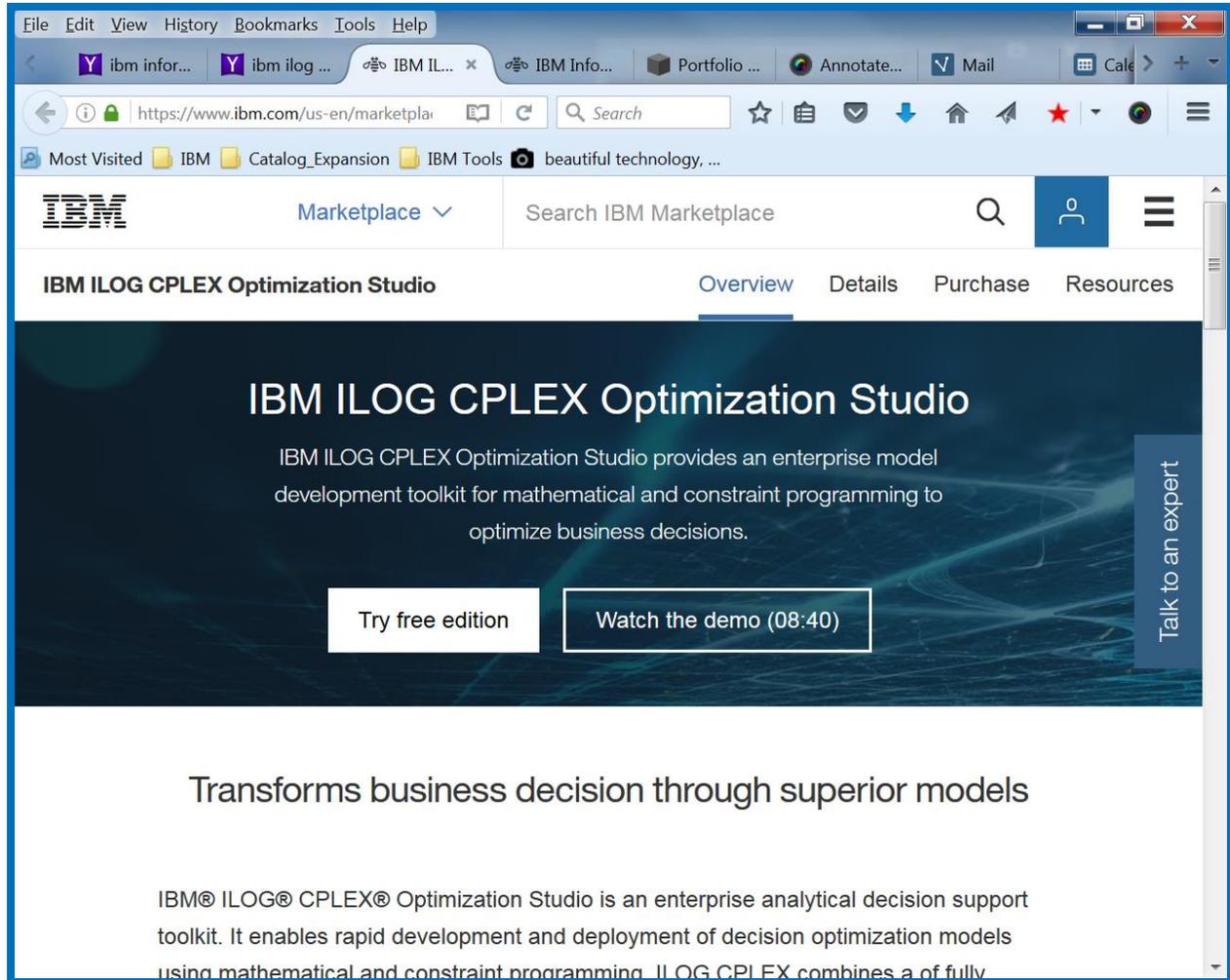
Figure 20: ILOG CPLEX Landing Page

Transforms business decision through superior models

IBM® ILOG® CPLEX® Optimization Studio is an enterprise analytical decision support toolkit. It enables rapid development and deployment of decision optimization models using mathematical and constraint programming. ILOG CPLEX combines a of fully featured integrated development environment (IDE) that supports Optimization Programming Language (OPL) application development to create high-performance ILOG CPLEX optimizer solvers. ILOG CPLEX enables you to optimize your business decisions, develop and deploy optimization models quickly and create real-world applications that can significantly improve business outcomes.

Figure 21: ILOG CPLEX Intro and Hero Asset

Feature spotlights

Use the power of predicative analytics

Use the predictive analytics capability of ILOG CPLEX to empower your managers to anticipate likely scenarios for a proactive – rather than reactive – approach to decision making. Employ predictive analytics, rooted in statistical techniques and mathematical models, to apply advanced algorithms that enable you to process historical data. Create models to make decisions about current or future cases by uncovering patterns, interactions and relationships hidden within your data.

(→) Read the white paper

Achieve smarter business outcomes

Provide your organization with the ability to make the right business decisions at the right time. ILOG CPLEX delivers the capacity to make accurate predictions about the future and and to use those insights in alignment with organizational goals. Identify the best possible actions that your users should take by using powerful predictive analytics and robust decision optimization algorithms that provide your organization with the critical ability to turn data insight into the right action.

Understand all business possibilities

Leverage mathematical optimization methods to rapidly explore every possible scenario and recommend the "best" action that meets a given business objective. Use the power of prescriptive analytics to determine the next critical step on the path to insight-based decision making. ILOG CPLEX creates value through synergy with predictive and prescriptive analytics. It takes predictive analysis to the next level by infusing it with the power to identify the optimal present or future situation.

Compare and analyze solutions

Leverage IBM CPLEX-powered optimization technology to compare and analyze new solutions against key performance indicators to identify the most cost-effective business solutions.

Develop and deploy optimization models quickly

Develop or prototype your optimization model quickly using OPL, an algebraic modeling language that makes it easier to understand and see constraints, assumptions, goals and costs. Deploy an optimization model in your applications using a large set of interfaces, programming languages or deployment scenarios. Deploy in Java, .net, C and C++ or with a client/server architecture. Use built-in development tools for debugging, profiling, tuning and conflict detection.

One solution – many industries

A global logistics provider creates its next-generation logistics management platform using IBM ILOG CPLEX Optimization Studio. An arc welding systems and power source manufacturer in Italy reduces inventory by 15 percent and cuts lost orders by 70 percent. A financial services company helps banks reduce cross-shipping fees by 63 percent. A Central Securities Depository (CSD) builds a new securities settlement systems fast and efficiently and a energy company optimizes its electric distribution.

Figure 22: ILOG CPLEX Details Page

IBM Content Navigator

IBM Content Navigator enables users to access, manage and use enterprise content from nearly any mobile device, anytime and from anywhere across the enterprise.

https://www.ibm.com/us-en/marketplace/content-navigator
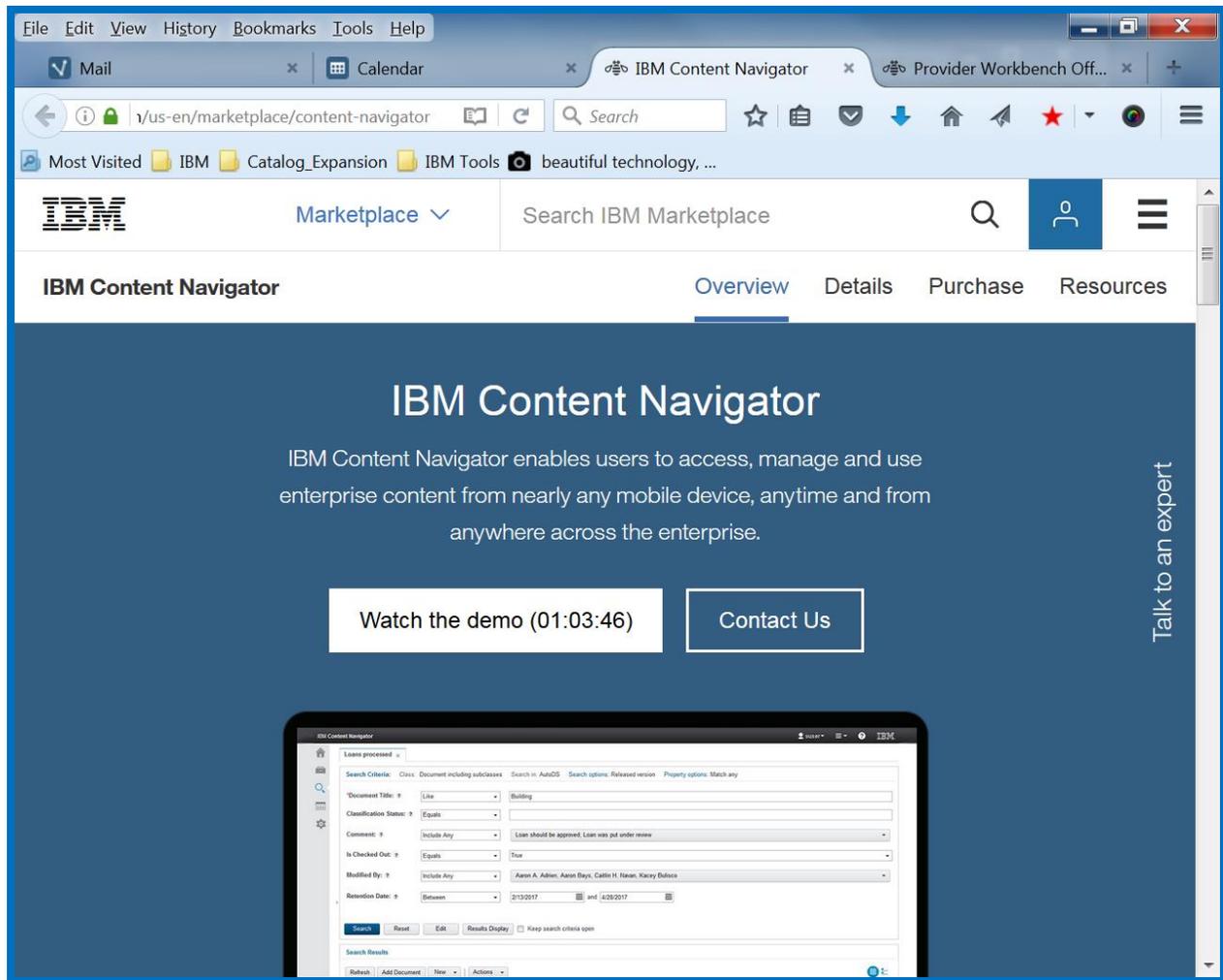
Figure 23: Content Navigator Landing Page

Figure 24: Content Navigator Call to Action and Offering Image

Improves content collaboration across the enterprise

IBM® Content Navigator® enhances your business processes, improves productivity and increases customer engagement by transforming how content is accessed, delivered and presented. Content Navigator uses a powerful, easy-to-use interface that delivers trusted data quickly, no matter where the content is located or what type of data source. Content Navigator enables secure, easy-to-integrate, custom applications development and delivers a consistent experience on any device. Role-based redaction protects sensitive data while Teamspaces enable focused collaboration with powerful team and project site content capabilities.

Figure 25: Content Navigator Intro and Hero Asset

Feature spotlights

Take your ECM solution to the next level

IBM Content Navigator enables you to extend your existing IT content investments and tap the power of cloud-based applications to truly deliver a comprehensive content management solution whether users are in the office or on the go. Gain flexibility with a unified interface that seamlessly works with desktop and mobile devices. Leverage the open architecture framework to create secured deployable applications quickly. Manage key business content efficiently and productively.

Integrate with powerful business applications

Integration with Box, Microsoft SharePoint, Microsoft Office and Office Online enables you to extend your existing IT investments to deliver a truly comprehensive content management solution. Gain the flexibility of an easy-to-use unified interface for both desktop and mobile devices. Leverage the open architecture of Content Navigator to create your own unique apps to manage and access your critical business content efficiently and productively.

Create your own ECM apps

Leverage Content Navigator's open architecture to custom tailor the ways you manage your business content. Develop content intensive solutions and applications through open APIs. Build your own plug-ins for Content Navigator. Gain additional capabilities from IBM Business Partners including information rights management, digital asset management and more.

Access and use trusted content fast

Provide a single platform for your users to engage all of your trusted content, regardless of where it resides or where your users are located. Content Navigator enables your users to add documents, folders, check in and check out content, tag, comment and view properties.

Leverage easy-to-use APIs

Integrate content intensive solutions and applications through open APIs to promote extensibility and data integration. Deliver all of your content on any device to drive better and faster decision making. Provide superior access to trusted content anywhere across the enterprise.

Protect sensitive data with role-based redaction

Enable documents to be redacted automatically based on the role of the requester, blocking out information according to a user's specifications. Speed response time by facilitating immediate access to the right information, streamline security, reduce storage and document management costs by keeping only the original document of record.

Figure 26: Content Navigator Details Page

ILOG Daeja ViewONE

IBM Daeja ViewONE opens, reviews, marks up and redacts content without requiring a document's native application.
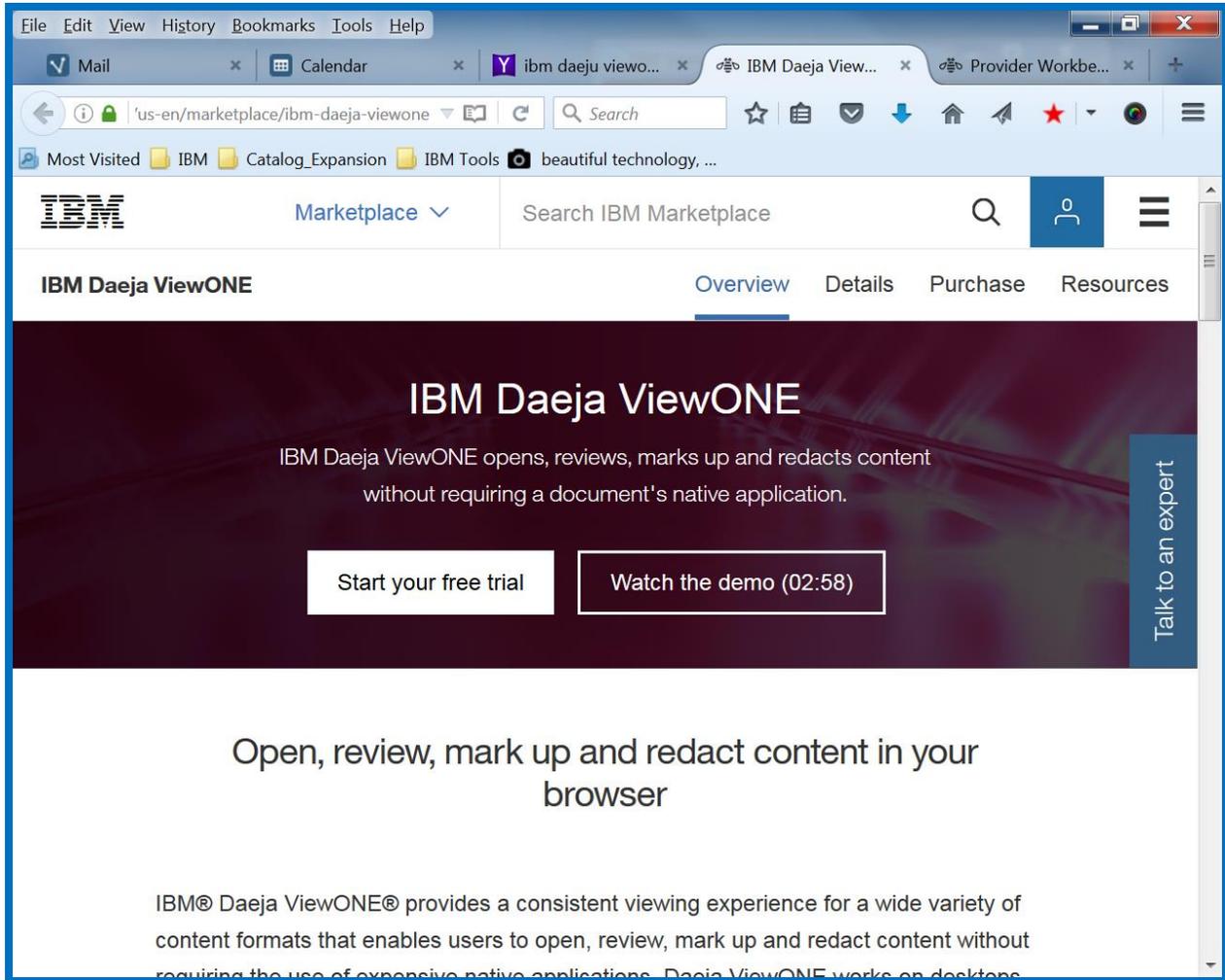
https://www.ibm.com/us-en/marketplace/ibm-daeja-viewone

Figure 27: Daeja ViewONE Landing Page

Open, review, mark up and redact content in your browser

IBM® Daeja ViewONE® provides a consistent viewing experience for a wide variety of content formats that enables users to open, review, mark up and redact content without requiring the use of expensive native applications. Daeja ViewONE works on desktops, web and mobile applications. Save time and money while improving content quality by providing a fast and consistent way to look at different content types such as TIFF, PDF and Microsoft Office-based files. Enables safe and easy content annotation without altering the original source file. Offers a wide variety of configurations. Uses role-based redaction to protect sensitive data.

Figure 28: Daeja ViewONE Intro and Hero Asset

Delivers consistent viewing

Empower content collaborators with a document viewing solution that provides a consistent user experience on desktop and mobile devices.

Annotates and censors documents

Hurdles barriers to quick and easy document collaboration by enabling immediate user feedback and role-based redaction on documents shared across the enterprise.

Supports numerous document types

Takes the guess work out of identifying which native app opens what document format. Supports numerous document types with add-on modules enabling quick collaboration using only one application.

Integrates into enterprise applications

Provides a powerful and efficient document viewing solution that easily integrates into a variety of enterprise applications. Enhance your ECM solutions with a premier document viewing tool.

Provides role-based redaction

Enable documents to be redacted automatically based on the role of the requester, blocking out information according to a user's specifications.

Six compelling reasons why you need IBM Daeja ViewONE

- Simplify document viewing
- Use powerful and intuitive tools
- Energize team collaboration
- Protect sensitive data with role-based redaction
- Reduce IT costs
- Improve team performance

Learn more

Figure 29: Daeja ViewONE Benefits Summary and Feature Tease

Feature spotlights

Simplify document viewing

View hundreds of document formats, including images and Microsoft office files without the hassle of ensuring you have the right native application for the content type. Provide a consistent viewing experience that works on multiple devices whether your users are behind a desk or on the go.

Use powerful and intuitive tools

Easily rotate, pan, zoom and annotate hundreds of different document formats with a streamlined, easy-to-user document viewing interface that enables fast collaboration.

Energize team collaboration

Preserve and access your content ideas, thoughts and comments fast and efficiently. Collaborate on documents on the go or in the office with rich and robust annotation and highlighting tools that enhance your teams ability to collaborate while maximizing the value of your ECM investments, applications and solutions.

Protect sensitive data with role-based redaction

Protect sensitive data with powerful role-based redaction capabilities. Enable your content collaborators to easily censor above pay grade information. Strike confidential data. Mask and restrict content for users and deliver only the key content that is necessary – when it is needed and for whom it is intended.

Reduce IT costs

Improve your IT department bottom line with significantly reduced software licensing costs. Daeja ViewONE is the only application you need for accessing, sharing, annotating and editing hundreds of common document formats – including image and Microsoft Office file types.

Improve team performance

Increase performance with document streaming and keep users in the application or web page.

Figure 30: Daeja ViewONE Details Page

IBM Algorithmics Portfolio Construction and Risk Management

IBM Algorithmics Portfolio Construction and Risk Management is an advanced portfolio and risk analysis platform.

https://www.ibm.com/us-en/marketplace/ibm-algorithmics-portfolio-construction-
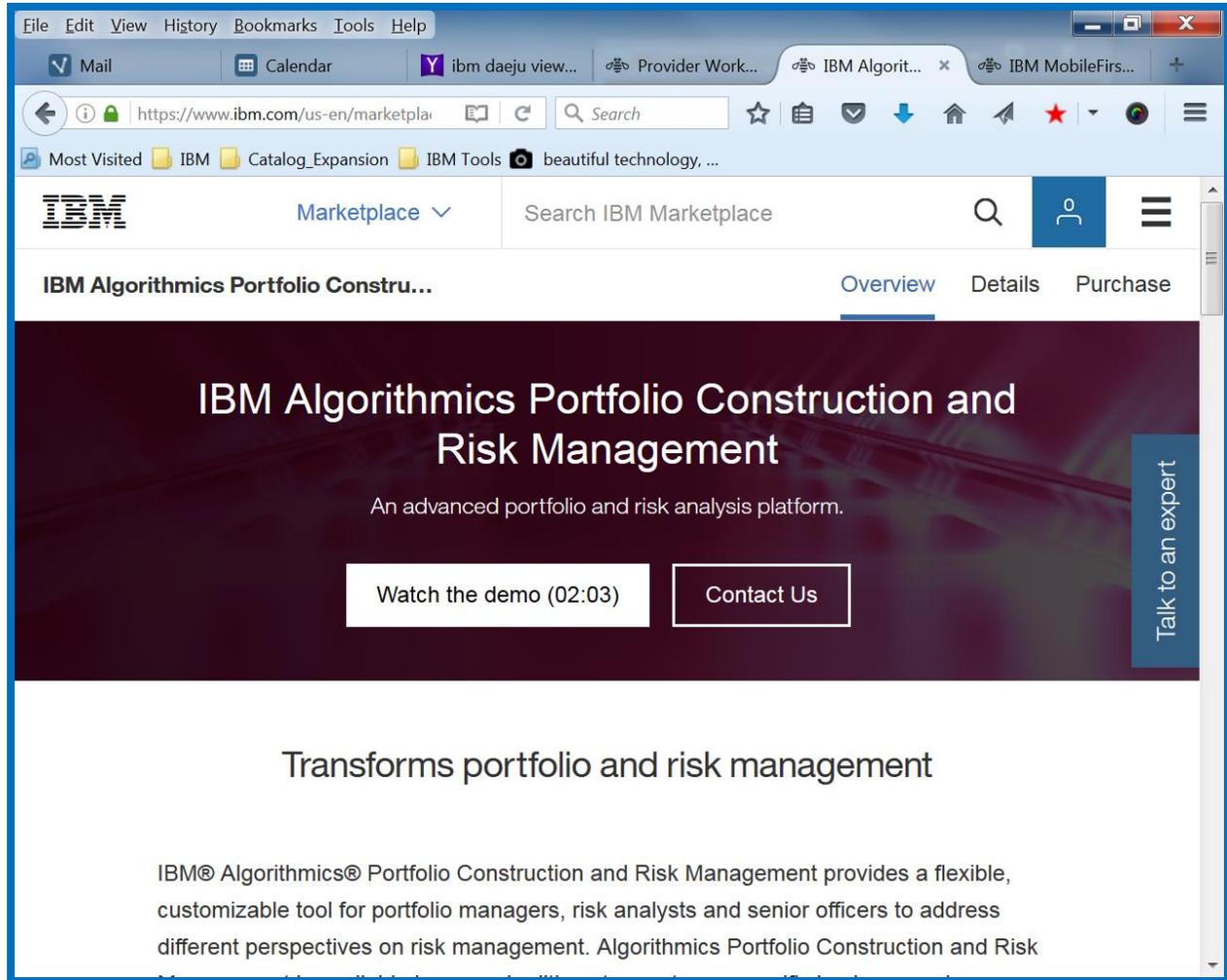
Figure 31: Portfolio Construction and Risk Management Landing Page

Transforms portfolio and risk management

IBM® Algorithmics® Portfolio Construction and Risk Management provides a flexible, customizable tool for portfolio managers, risk analysts and senior officers to address different perspectives on risk management. Algorithmics Portfolio Construction and Risk Management is available in several editions to meet your specific business and deployment needs. Select the Managed edition, a cloud-based service hosted by IBM, to get up and going fast and scale when you need it to. Choose the on-premise edition for absolute control. Opt for the hybrid deployment to combine the best of in-house and cloud-based systems.

Figure 32: Portfolio Construction and Risk Management Intro and Hero Image

Improves risk-based decisions

Delivers access to advanced features for risk aggregation, attribution and decomposition of portfolio risks. Obtains better insights for immediate and smarter risk decision-making.

Provides flexibility for your business

Empowers your team with a flexible solution that addresses the requirements of executives, chief investment officers, chief risk officers, compliance officers, portfolio managers and researchers.

Supports complex regulation requirements

Provides the ability to meet complex regulatory compliance. Addresses continuously evolving rule across many geographies and jurisdictions.

Why use Portfolio Construction and Risk Management?

- Provide Advanced analytics
- Gain an edge with bundled market data
- Turn the corner on meeting complex regulations
- Tailor a solution for your specific needs

Figure 33: Portfolio Construction and Risk Management Benefits Summary and Feature Tease

Figure 34: Portfolio Construction and Risk Management Details Page with Case Study

IBM BigInsights BigIntegrate

BigInsights BigIntegrate provides a flexible and scalable platform to transform and integrate Hadoop data.
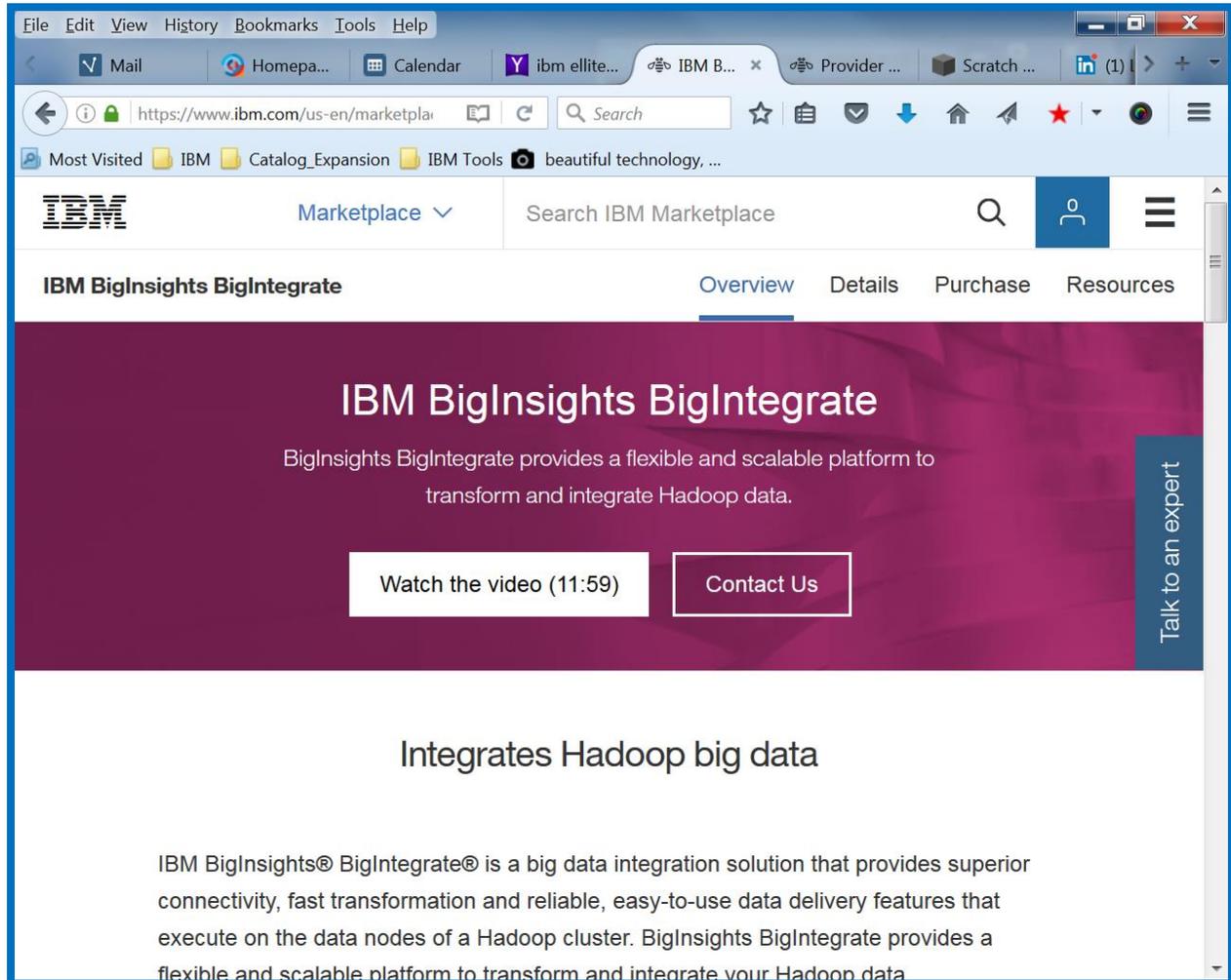

Figure 35: Big Insights BigIntegrate Landing Page

Figure 36: Big Insights Big Integrate Intro and Hero Asset

Provides Hadoop big data integration

Provides a massively scalable, shared-nothing, in-memory data integration engine running natively in a Hadoop cluster to help bring enterprise robust capabilities to the data lake.

Empowers data profiling

Delivers a rich set of data profiling capabilities to understand the assets that are moved into Hadoop.

Improves big data navigation

Uses metadata management to help make sense of the enormous quantities of information in the data lake.

Applies big data governance

Delivers big data-related governance features such as impact analysis and data lineage on any integration points, enabling scalable analytics without sacrificing organizational insight.

Uses real time analytics

Transforms big data projects with real-time analytical processing. Integrates with IBM Streams. Uses standard data integration conventions to gather and pass data to powerful big data analytics.

Figure 37: Big Insights BigIntegrate Benefits Summary

Feature spotlights

Connect to many data sources

The feature-rich palette includes connectors to a wide range of data sources including all major traditional databases running on all platforms including distributed, IBM z/OS® and file type systems. BigIntegrate supports common big data enterprise storage applications including those built upon Oracle, Salesforce, SAP, Hadoop and other distributed big data warehousing frameworks. Make data sources easily available through a simple drag-and-drop user interface.

Tap the full value of Hadoop big data

Empower your application developers to easily manage and seamlessly integrate Hadoop distributed big data sources. Provide a fully-featured, scalable Hadoop integration platform for discovery, finding, transforming and integrating big data – no matter where it resides or what data type. Apply governance rules fast and effortlessly enabling scalable analytics, such as impact analysis and data lineage, without sacrificing organizational insight.

Transform data warehousing

Combine traditional data warehouse tools with current big data distributed storage techniques and technologies. Use the unique capabilities of BigInsights BigIntegrate to tap the full potential of Hadoop data storage clusters, stream computing technologies, data exploration, advanced analytics and IBM Watson™ cognitive computing. Deliver the true power of big data insights to your enterprise application users efficiently and fast.

Harness the power of BigInsights BigQuality

Fully leverage the scale and capacity of Hadoop big data by using BigInsights BigIntegrate with BigInsights BigQuality to achieve information empowerment across your big data ecosystem. Continuously cleanse and monitor data quality to transform your integrated Hadoop big data into consumable trusted information for a wide range of enterprise applications.

⊕ Read the solution brief

See how it works	Buy now and get started
Watch the video (11:59)	Contact Us

Figure 38: BigInsights BigIntegrate Details Page and Call To Action

Endorsements

Matt DeReno: Experienced, fast, autonomous, talented writer/content lead available at the end of June

There are a few rare times when you work with someone who "just gets it," who has the right expertise for the job, who is able to autonomously handle all the little blockers that pop-up and progress a project towards its stated objectives. They do so easily, and with professionalism. They have a great attitude, and are reliable -- moreover, their work achieves results.

Matt DeReno is such a person, and he has been making my life easier and consistently producing quality PDP pages since coming onboard the IBM Catalog Squad in Q1. Unfortunately, our migration project will be completed end of June our budget won't be able to support additional resources beyond that time.

It would be benefit IBM to keep Matt. In addition to the above, he came to my project with previous IBM experience and he knows how we work and how to get things done here. If any of you have need of a qualified writer or web content lead—I'd pick up Matt.

—Kevin M.
IBM Content Strategist

Re: IBM Daeja ViewONE Marketplace page

I want to see if I can get Matt to finish up the IBM Daeja page because there were some edits that still need to be done previously and he did a great job of creating the page - and knows the product very well. He had some changes to suggest to the team, and I just want to ensure he can finish it up and get your permission. Thanks!

—Stephanie W.
IBM Portfolio Marketing Manager

Subject: Matt's Web page screenshot guidelines

Matt has done an amazingly thorough job of creating a "how to" on capturing screen shots and formatting them into one PDF page. Please see attached.

Once you've gotten to the step of entering your page in PWB and generating a preview without errors, please use these procedures to create a single PDF (per page) to send to Ron for Apple review and approval.

If you have questions how to use these guidelines, please contact Matt as I'll be learning how to do this along with everyone else.

Thanks again, Matt. Great job!

—Thomas S.
IBM Web, Marketing and Video Writer

Contact

Thank you for reviewing this work sample. I appreciate your valuable time.

It is my hope that one day I might help tell your story.

Matthew J. De Reno

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