



IBM Customer Experience Suite V8.0 helps streamline and optimize web experience management with social, mobile, and integration capabilities

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At a glance

IBM® Customer Experience Suite V8.0 enables faster creation and management of highly engaging web sites and content that can be rapidly adjusted and tuned to customers' fast-changing needs.

New features include:

- **Social in context:** New Community Page support delivers greater flexibility to scope and position social capabilities in the right context for better customer engagement.
- **Mobile:** New mobile themes with better control for user experience and navigation, and more support for smart phone interactions to support your customers' growing use of mobile devices.
- **Content:** Expanded set of prebuilt content types to quickly create web sites and enhanced content templating to speed creation and delivery of web content to more quickly adapt to customers' changing behaviors.
- **Managed:** New integrated toolbar and enhanced content approval process to simplify creation and management of pages and web content to deliver more impactful content to customers.
- **Insightful:** Use in-place, real-time web page and channel delivery analyses based on Web Analytics Page Overlays to better understand and optimize customers' web behavior.
- **Agile web applications** for data collection provide simple but powerful user experiences that business users can create, adjust, and deploy in minutes to capture customer sentiment.

For ordering, contact your IBM representative, an IBM Business Partner, or IBM Americas Call Centers at 800-IBM-CALL (Reference: YE001).

Overview

Customer Experience Suite V8.0 enables you to create and manage web content with advanced social, mobile capabilities to engage and delight customers; it delivers advanced web experience management with inline analytics to optimize your customers' web experience.

Customer Experience V8.0 offers these functions and benefits:

- **Social:** Delivers social capabilities and content through Portal and Web Content Management from IBM Connections, other social software and media. It enables social communication where and when you need it.
- **Mobile:** Displays perfectly on smart phones, on desktops, or on just about any device.
- **Content Driven:** Delivers content relevant to each user.
- **Targeted:** Improves online experiences by building websites that can deliver highly targeted and dynamic content to users.
- **Managed:** Enables web pages that can be updated, previewed, versioned, published, and rolled back.
- **Insightful:** Offers in-place, real-time web page and channel delivery analyses based on Web Analytics Page Overlays.
- **Integrated:** Enables site designers to create web portal pages using a broad array of components, including HTML and web content, feeds, portlets, iWidgets, and more.
- **Responsive:** Creates web applications to collect data from customers in minutes without IT involvement for rapid customer feedback.

Key prerequisites

Refer to the [Hardware requirements](#) section for details.

Planned availability date

May 4, 2012: Electronic availability

May 25, 2012: Media availability

Description

Customer Experience Suite benefits in V8.0 include:

Managed pages

- Managed Pages make it easier to create and manage portal pages and web content using a new integrated toolbar.
- New page draft and approval process lets you preview and approve changes to pages before publishing.

Mobile experience

- WebSphere® Portal Mobile Experience is a new theme that helps you control the look and feel, page navigation, and content navigation on a smartphone.
- Rich mobile web interaction patterns such as swipe, carousel, accordion, and swap using CSS3 and HTML5 deliver a complete web experience.

Social

- New community page support lets you more readily scope and place IBM Connections portlets in the right Portal and Web Content Manager context.
- OpenID Authentication lets portal users authenticate with public social network credentials, such as a Facebook ID.

Insightful

- In-place, real-time web page and channel delivery analyses are based on Web Analytics Page Overlays.
- Leverage more flexible options to tag pages, portlets, or web content and measure their usefulness through Campaign and Custom tags.

Content driven

Create WebSphere Content Manager pages and content with point-and-click simplicity with the new content templating user interface.

Integrated

Integrate with Enterprise Content Manager and other systems through Web Content Manager support for the CMIS standard.

Agile data collection

Rapidly collect web based data with easy-to-use, business user-focused tooling for web-based data collection.

Additional features

- New configuration wizard for administrators.
- Search optimization; intelligent pages are optimized for external search for web content rendered through WebSphere Portal.

Due to advancements in page assembly capabilities in WebSphere Portal V8.0, Customer Experience Suite V8.0 will no longer include entitlement to IBM Mashup Center.

Accessibility by people with disabilities

A US Section 508 Voluntary Product Accessibility Template (VPAT) can be requested via the IBM website

http://www.ibm.com/able/product_accessibility/index.html

Statement of direction

None

IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion. Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Program number

Program number	VRM	Program name
5725-G98	8.0.0	Customer Experience Suite

Education support

IBM training provides education to support many IBM offerings. Descriptions of courses for IT professionals and managers are on the IBM training website

<http://www.ibm.com/services/learning/>

Call IBM training at 800-IBM-TEACH (426-8322) for catalogs, schedules, and enrollments.

IBM Software Services for Education provides education to support many IBM offerings. For a complete list of offerings visit the website at

<http://www.ibm.com/software/lotus/training>

Offering Information

Product information is available via the Offering Information website

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® website

<http://www.ibm.com/software/passportadvantage>

Publications

No publications are shipped with this product.

The IBM Publications Center

<http://www.ibm.com/shop/publications/order>

The Publications Center is a worldwide central repository for IBM product publications and marketing material with a catalog of 70,000 items. Extensive search facilities are provided. Payment options for orders are via credit card (in the U.S.) or customer number for 20 countries. A large number of publications are available online in various file formats, and they can all be downloaded by all countries.

Technical information

Specified operating environment

Hardware requirements

For the latest information on requirements, refer to

<http://www-01.ibm.com/support/docview.wss?rs=1070&uid=swg27007791>

Software requirements

Refer to the [Hardware requirements](#) section.

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a README file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Planning information

Customer responsibilities

Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express®. Product upgrades and technical support are provided by the Software Subscription and Support (also referred to as Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest

versions and releases to entitled software, and technical support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with each program license acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available.

Packaging

IBM Customer Experience Suite V8.0 will be distributed via a media package and electronic software distribution (ESD).

Security, auditability, and control

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Ordering information

This product is only available via Passport Advantage. It is not available as shrinkwrap.

Product information

Licensed function title	Product group	Product category
IBM Customer Experience Suite for Extranet	WebSphere Portal	WebSphere Portal
Program name	PID number	Charge unit description
IBM Customer Experience Suite for Extranet	5725-G98	Per Processor Value Unit for Linux™ on System z
IBM Customer Experience Suite for Extranet	5725-G98	Per Processor Value Unit (PVU)

Charge metrics definitions

Processor Value Unit (PVU)

PVU is a unit of measure by which the program can be licensed. The number of PVU entitlements required is based on the processor technology (defined within the PVU table by processor value, brand, type and model number at

http://www.ibm.com/software/lotus/passportadvantage/pvu_licensing_for_customers.html

The number of processors made available to the program. IBM continues to define a processor, for the purpose of PVU-based licensing, to be each processor core on a chip. A dual-core processor chip, for example, has two processor cores.

Licensee can deploy the program using either full capacity licensing or virtualization capacity (sub-capacity) licensing according to the Passport Advantage Sub-Capacity Licensing Terms (refer to web page below). If using full capacity licensing, licensee must obtain PVU entitlements sufficient to cover all activated processor cores* in the physical hardware environment made available to or managed by the program, except for those servers from which the program has been permanently removed. If using virtualization capacity licensing, licensee must obtain entitlements sufficient to

cover all activated processor cores made available to or managed by the program, as defined according to the Virtualization Capacity License Counting Rules at

http://www.ibm.com/software/lotus/passportadvantage/Counting_Software_licenses_using_specific_virtualization_technologies.html

* An activated processor core is a processor core that is available for use in a physical or virtual server, regardless of whether the capacity of the processor core can be or is limited through virtualization technologies, operating system commands, BIOS settings, or similar restrictions.

Notes: Some programs may require licenses for the program **and** what is being managed. In that case, the following applies: In addition to the entitlements required for the program directly, licensee must obtain PVU entitlements for this program sufficient to cover the processor cores managed by the program.

Some programs may be licensed on a managed basis only. In that case, the following applies. Instead of the entitlements required for the program directly, licensee must obtain PVU entitlements for this program sufficient to cover the processor cores managed by the program.

A few programs on an exception basis may be licensed on a referenced basis. In that case, the following applies. Rather than obtaining entitlements for the activated processor cores available to the program, licensee must obtain PVU entitlements for this program sufficient to cover the environment made available to the referenced program as if the program itself were executing everywhere the referenced program was executing, independent of the basis on which the referenced program is licensed.

Passport Advantage program licenses

Customer Experience Suite

Part description	Part number
IBM Customer Experience Suite for Extranet	
IBM Customer Experience Suite Processor Value Unit Annual SW S&S Rnw1	E0DT6LL
IBM Customer Experience Suite Processor Value Unit Lic + SW S&S 12 Mo	D0PQ5LL
IBM Customer Experience Suite Processor Value Unit SW S&S Reinstate 12 Mo	D0PQ6LL

Passport Advantage trade-up licenses

Customer Experience Suite

Precursor product	Trade-up product	Trade-up part number
IBM Customer Experience Suite for Extranet		
IBM WebSphere Portal Enable	IBM Cust Exp Suite PVU fr WS Portal Enable PVU Trdup Lic+SW S&S 12Mo	D0PQ9LL
IBM WebSphere Portal Extend	IBM Cust Exp Suite PVU fr WS Portal Extend PVU Trdup Lic+SW S&S 12Mo	D0PQALL
IBM WebSphere Portal Server	IBM Cust Exp Suite PVU fr WS Portal Server PVU Trdup Lic+SW S&S 12Mo	D0PQBLL

Passport Advantage supply

Program name/description	Part number
Customer Experience Suite V8.0.0 IBM Customer Experience Suite 8.0 Multiplatform Multilingual Media Pack	BS0CCML

Passport Advantage customer: Media pack entitlement details

Customers with active maintenance or subscription for the products listed are entitled to receive the corresponding media pack.

Customer Experience Suite V8.0.0

Entitled maintenance offerings description	Media packs description	Part number
IBM Customer Experience Suite PA per Processor Value Unit	IBM Customer Experience Suite 8.0 Multiplatform Multilingual Media Pack	BS0CCML
IBM Customer Experience Suite PA per Processor Value Unit Linux on System z	IBM Customer Experience Suite 8.0 Multiplatform Multilingual Media Pack	BS0CCML

Cross-platform products

Cross-platform products for use on System z

Order the part numbers that follow when the product is used for either the development of code that will be deployed on System z® servers or when the product will be communicating or transferring data between a distributed server and a System z server. Otherwise order from the other set of part numbers in this announcement. This set of part numbers provides the identical supply and authorization as the other set in this announcement.

Cross-platform product for use on System z IFL engines

Order the part numbers that follow when the product is intended to run on the Linux operating system on System z IFL engines. If the product is not intended to run on the Linux operating system on System z IFL engines, order from the other set of part numbers in this announcement. This set of part numbers provides the identical supply and authorization as the other set in this announcement.

Customer Experience Suite

Part description	Part number
IBM Customer Experience Suite for Extranet	
IBM Customer Experience Suite Processor VU Lnx on Sys z Annual SW S&S Rnw1	E0DT7LL
IBM Customer Experience Suite Processor VU Lnx on Sys z Lic + SW S&S 12 Mo	D0PQ7LL
IBM Customer Experience Suite Processor VU Lnx on Sys z SW S&S Reinst 12 Mo	D0PQ8LL

Trade-up licenses for cross-platform products

Customer Experience Suite

Precursor product	Trade-up product	Part number
IBM Customer Experience Suite for Extranet IBM WebSphere Portal Enable	IBM Cust Exp Ste PVU LxSysz fr WS Portal Enable PVU LxSysz TU Lic+SWS&S12Mo	D0PQCLL
IBM WebSphere Portal Extend	IBM Cust Exp Ste PVU LxSysz fr WS Portal Extend PVU LxSysz TU Lic+SWS&S12Mo	D0PQDLL
IBM WebSphere Portal Server	IBM Cust Exp Ste PVU LxSysz fr WS Portal Server PVU LxSysz TU Lic+SWS&S12Mo	D0PQELL

Terms and conditions

The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction with IBM are contained in the applicable contract documents such as the IBM International Program License Agreement, IBM International Passport Advantage Agreement, and the IBM Agreement for Acquisition of Software Maintenance.

Licensing

IBM International Program License Agreement including the License Information document and Proof of Entitlement (PoE) govern your use of the program. PoEs are required for all authorized use.

Part number products only, offered outside of Passport Advantage, where applicable, are license only and do not include Software Maintenance.

This software license includes Software Subscription and Support (also referred to as Software Maintenance).

License Information form number(s)

Program name	Program number	Form number
Customer Experience Suite	5725-G98	L-RSHR-8RYTX7

The program's License Information will be available for review on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

Limited warranty applies

Yes

Limited warranty

IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the program. IBM does not warrant uninterrupted or error-free operation of the program or that IBM will correct all program defects. You are responsible for the results obtained from the use of the program.

IBM provides you with access to IBM databases containing information on known program defects, defect corrections, restrictions, and bypasses at no additional charge. For further information, consult the IBM Software Support Handbook found at

<http://www.ibm.com/support/handbook>

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

Program technical support

Technical support of a program product version or release will be available for a minimum of five years from the general availability date, as long as your Software Maintenance is in effect. This technical support allows you to obtain assistance (via telephone or electronic means) from IBM for product-specific, task-oriented questions regarding the installation and operation of the program product. Software Maintenance also provides you with access to updates (modifications or fixes), releases, and versions of the program. You will be notified, via announcement letter, of discontinuance of support with 12 months' notice. If you require additional technical support from IBM, including an extension of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

Money-back guarantee

For clarification, note that if for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

- For clarification, note that for programs acquired under the IBM International Passport Advantage Agreement, this term applies only to your first acquisition of the program.

Volume orders (IVO)

No

Passport Advantage applies

Yes, and through the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

This product is only available via Passport Advantage. It is not available as shrinkwrap.

Software Subscription and Support applies

Yes. Software Subscription and Support is included with licenses purchased through Passport Advantage and Passport Advantage Express. Product upgrades and technical support are provided by the Software Subscription and Support offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software and Technical Support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support with each program license acquired. The initial period of Software Subscription and Support can be extended by the purchase of a renewal option, if available.

While your Software Subscription and Support is in effect, IBM provides you assistance for your routine, short duration installation and usage (how-to) questions, and code-related questions. IBM provides assistance via telephone and, if available,

electronic access, to your information systems (IS) technical support personnel during the normal business hours (published prime shift hours) of your IBM support center. (This assistance is not available to your end users.) IBM provides Severity 1 assistance 24 hours a day, 7 days a week. For additional details, consult your IBM Software Support Handbook at

<http://www.ibm.com/support/handbook>

Software Subscription and Support does not include assistance for the design and development of applications, your use of programs in other than their specified operating environment, or failures caused by products for which IBM is not responsible under the applicable agreements.

For additional information about the International Passport Advantage Agreement and the IBM International Passport Advantage Express Agreement, visit the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

System i Software Maintenance applies

No

Educational allowance available

Not applicable.

IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered destroyed or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective. IBM does not warrant that systems and products are immune from the malicious or illegal conduct of any party.

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for problem reporting enables IBM to provide better support and service for your IBM server.

Prices

Passport Advantage

For Passport Advantage information and charges, contact your IBM representative or authorized IBM Business Partner, or authorized IBM Business Partner for Software ValueNet®, if applicable. Additional information is also available at

<http://www.ibm.com/software/passportadvantage>

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<https://www.ibm.com/software/howtobuy/passportadvantage/paoreseller>

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Mail: IBM Teleweb Customer Support
ibm.com® Sales Execution Center, Americas North
3500 Steeles Ave. East, Tower 3/4
Markham, Ontario
Canada

Reference: YE001

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Note: Shipments will begin after the planned availability date.

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