# 1) Wing ... What's the problem that we set out to solve?

We wanted to create a new experience that would engage with Practitioners. We wanted that experience to capture the entire lifecycle that you just described Chris.

So it is place where a user can easily and rapidly learn about our capabilities, then explore the capabilities using LIVE guided demos, and actually try the offering through trials hosted on softlayer and of course finally purchase either SaaS or On-Premise .. It is your choice

Clearly we had a design principle around new users for service engage as that forces us to think in terms of creating an accessible experience, but it is not JUST for new users.

It is also for existing users. Our aim is to enable our clients to be able to extend the value of existing investments in our offerings by integrating them with offering in Service Engage.
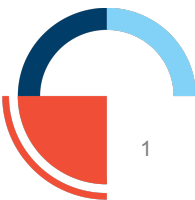
2) Bill, tell us how you built it?

- Two Competing priorities: Rock solid foundation, built for agility.
- Three big decisions – SoftLayer, continuous deployment, loosely coupled web architecture.
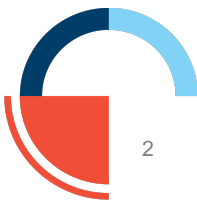
3) So Bill you gave us this great continuous delivery engine – Lise how did you decide what Service Engage should be?

The very first thing we did when we started to map out IBM Service Engage was to identify our end user.

We then engaged with our end users to identify their goals.

Their primary goal was simple to define… Self Service.

But within self service lies the complexities of creating a seamless end to end user experience.

We worked with the user in a series of in iterative planning and review sessions, to defined a priority of features required to quickly and easily progress the end user from Learn, Explore, Try, Buy and Extend.
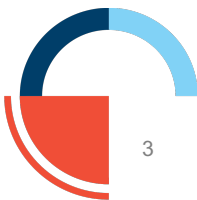
4) Fantastic... lets go explore the site ... lets go learn …Wing - What do you want to happen when your "Learn"?

The way practitioners learn about capabilities is very different from our traditional engagement models. Traditional approaches involve sales people calling upon client showing powerpoints or we ask users to read through multiple dense manuals.

Remember the phrase 'RTFM' … 'Read the … FANTASTIC manual' … well the reality is most of us don't and that hasn't changed. And that is very true of the practitioner.

Practitioners want to learn through the internet by webpages, videos and blogs.

Our aim here is to remove the dependency on having to talk to a sales person or have the practitioner be taken through a huge number of slides.

In fact my product management team are moving away from producing slides .. Our education and communication is through service engage…

Lise can you tell us how what this experience is like ..
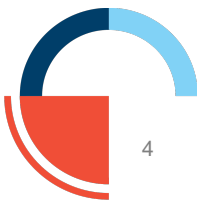
5) …

Well you said it. No one want "Read The Fantastic Manual" anymore. No one wants to download a PowerPoint.

Just like the apps we download and install on our mobile devices we provide a crisp overview or our service with with some gorgeous screens shots and videos.

Because a picture says a thousand words we have a multitude of shots to give you an immediate sense of the applications look, feel and functionality.

And of course we provide a collection of videos which highlight some capabilities.

For those of you still longing for more information you can always take and informational deep dive into factsheets, case studies, white papers and more.
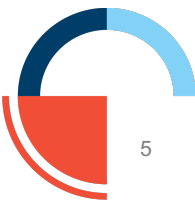
6) So Bill I see that extend tab and we've mentioned it a few times, what is that about?

- Customers need to carefully consider new investments – need to complement and integrate
- For example… on prem customer moves workloads to the cloud
- We can uniquely help monitor both on prem and cloud, send into a unified view of IT health.
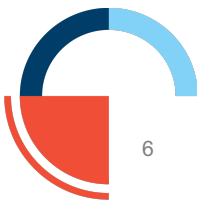
8) So team ... we have a great experience in the making here ... Lets go look at some products.. Lise ... client experience for the live demos ... thoughts on our goals?

This is one of the most exciting features of Service Engage.

With a single click, you can explore our latest portfolio of offerings in a LIVE running DEMO at any time, 24/7, from any where, from your own device.

The Demos are our **real products** with sample data that allow you to quickly see how *awesome* they are.

Let's take a look at the User Experience…

On the left you can see the running product…The exact same product you can try and buy.

And on the right you can see a guided tutorial.. That will guide you step by step through the product.

Of course if you don't want to follow the tutorial you can just jump in and start exploring.
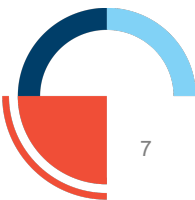
9) So we just got a great understanding of the product via the Live Demo. Where does the user want to go next?

The next step is that a user usually wants to test using the product against their own environment. This is usually through a proof of concept aka POC.   The trouble is for a Practitioner a proof of concept way to slow … we have to procure machines, set up software, apply patches and the list goes on.

Instead of a PoC we created a FREE 30 day ONLINE trial where the trial is hosted on SoftLayer.
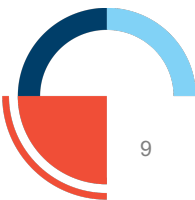
We also wanted the user to be able to start a trial in 5mins. Bill can you show you accomplished this.
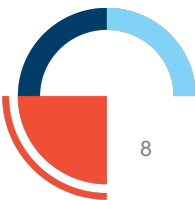
10) Bill - under the covers ... what just happened?

- SE sent a message to the offering
- Our deployment automation spins up and customizes your trial
- While you're waiting, go to My Services to learn how to get started, and download preconfigured agents

11) So Lise ... Are we done? Is Service Engage now complete?

Absolutely not… We're just getting started. You'll keep seeing Service Engage get better and better in the coming weeks and months.

Service Engage is a an awesome combination of continuous delivery and user experience drive design. This allows us to respond incredibly fast and frequently to user feedback and analytics.

The key here is **fast.**

To demonstrate this value…

How many folks out there have heard that feature you want will be in a future release. Put your hands up! Now keep your hand up it that "future" release was months out or worse "To Be Determined."

We operate differently. Service Engage we will continuously deliver new features, site enhancements and refinements in **real time**.

So keep an eye on Service Engage because you will see it evolve quickly and continuously.

And remember to do you part and provide us with your feedback and let us know how we are doing.

Pulse2014 The Premier Cloud Conference
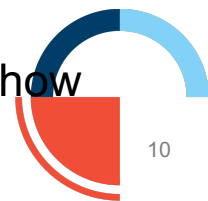
So we've made it so that the practitioner can easily learn about our capabilities, go through a demo on-line the and then trial the offering by themselves.

We wanted to take that experience of speed and ease all the way to purchase.

So we've made it possible to purchase our capabilities on-line using a credit card in 26 countries.

Of course for our existing clients looking to purchase in larger volumes it is still possible to purchase through you usual systems such as PPA and … hey you could even …. have one of our sales teams call if desired.

But for that practitioner experience we now offer the ability to purchase online with a credit card.