



IBM Accelerators for WebSphere® Portal



Alberto Bravo
SW IT Architect
abravo@mx1.ibm.com





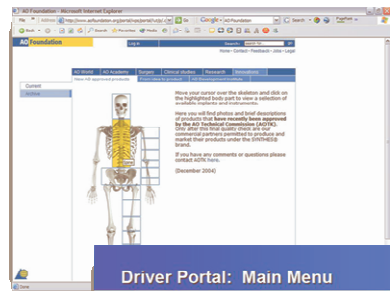
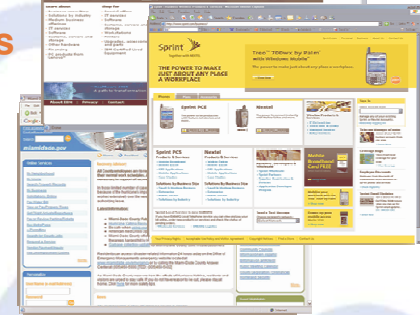
One Platform... For Many Different Composite Application Business Needs



Partners



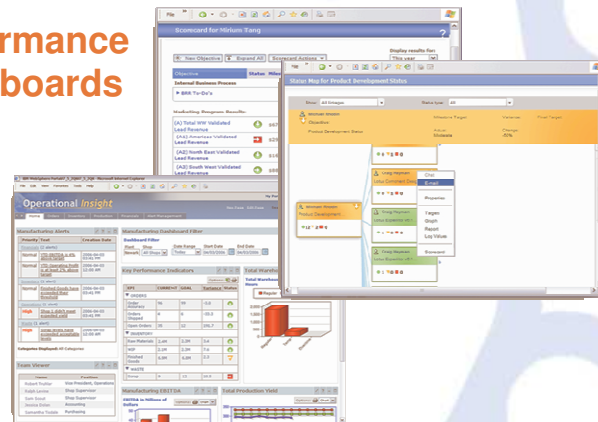
Customers



Company
Intranets

Employee &
Manager
Self-Service

Performance
Dashboards



Recognized Leader Leveraging Extensive Customer Experience

*IBM Positioned in Leaders Quadrant**

- “WebSphere Portal has been successfully deployed by a large customer base across a wide range of complex deployment patterns”
- “The new Accelerator packaging strategy enables IBM to offer solutions targeted at more tactical issues, while maintaining WebSphere Portal as the underlying platform.”

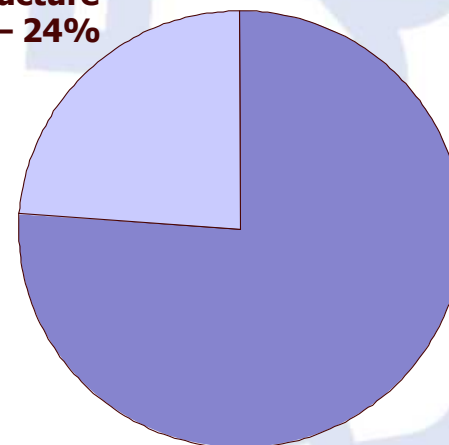


* *Magic Quadrant for Horizontal Portal Products, 2007*
 Gartner: August 24, 2007 by David Gootzit, Gene Phifer, Ray Valdes

Shift in Portal Market Dynamics

- The majority of organizations purchase portal software **to solve a specific business problem** or for a specific project.
 - 3/4 purchased WebSphere Portal as part of a solution rather than as a key infrastructure (*2006 WebSphere Portal Installed Base Survey*)
 - Even for “infrastructure projects” such as SOA, justification is typically centered on tangible, short-term business benefits (*WAS/ Portal to SOA Migration Study, August 2006*)
 - Growth is being driven by departmental solutions or functional portals (*IDC, Worldwide Enterprise Portal Software 2007–2011 Forecast, Doc #206212, Mar 2007*)

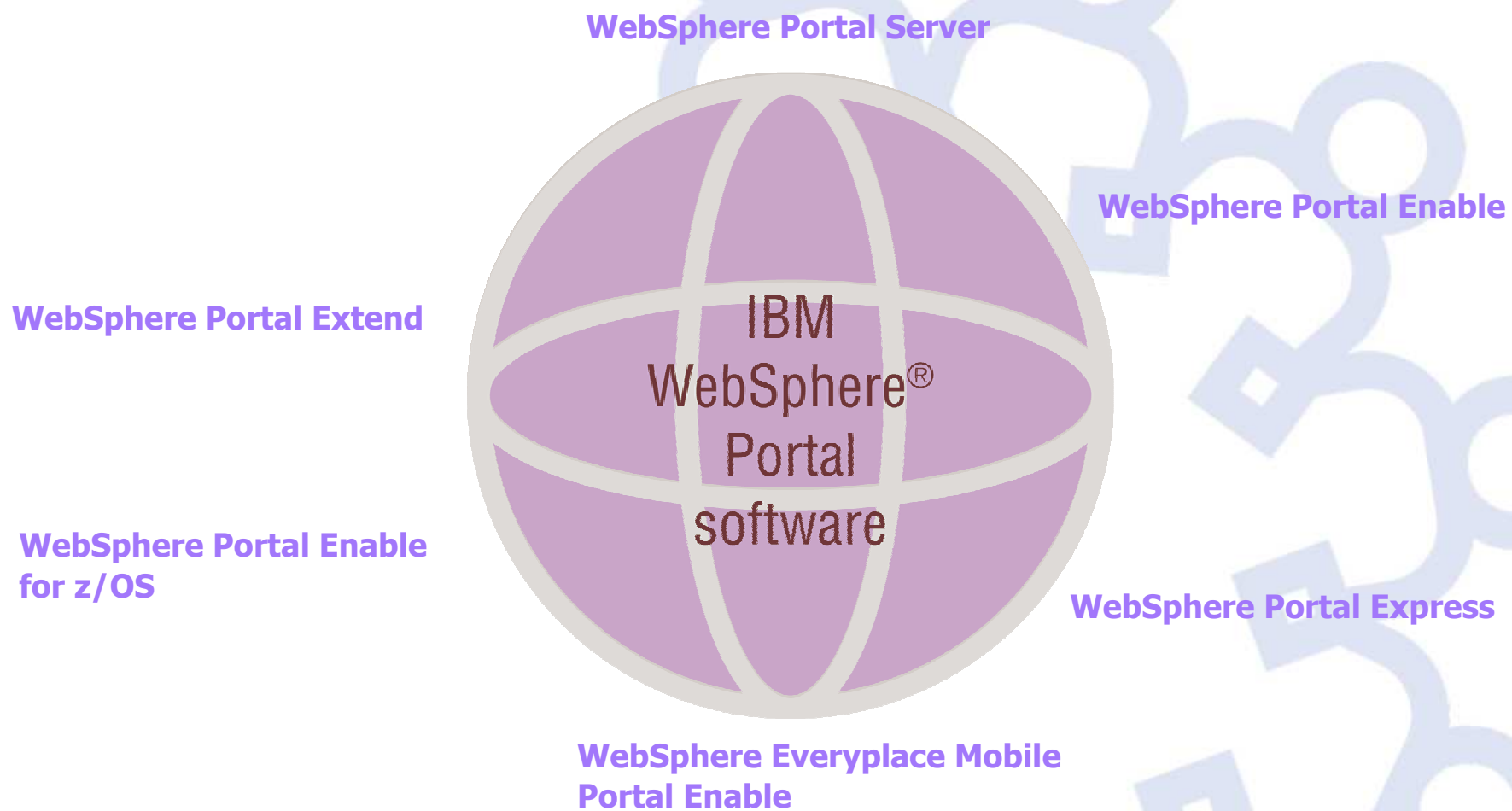
Key infrastructure technology – 24%



As part of a solution – 76%

Types of Solutions: *Business Performance Management, Collaborative Applications, Customer Care/Service...*

IBM WebSphere Portal - Portfolio



Accelerators Offer Benefits for Line of Business & IT

Accelerators help **businesses achieve goals:**

- **Improve communications and drive operational efficiencies** by easing development and management of dynamic web content
- **Drive innovation** through collaboration and social networking, allowing business people to quickly connect and build new relationships based on their individual needs
- **Improve decision making and visibility** into business operations with real-time dashboards and scorecards
- **Reduce costs** of managing the workforce, while enabling HR to focus on more strategic tasks with self-service

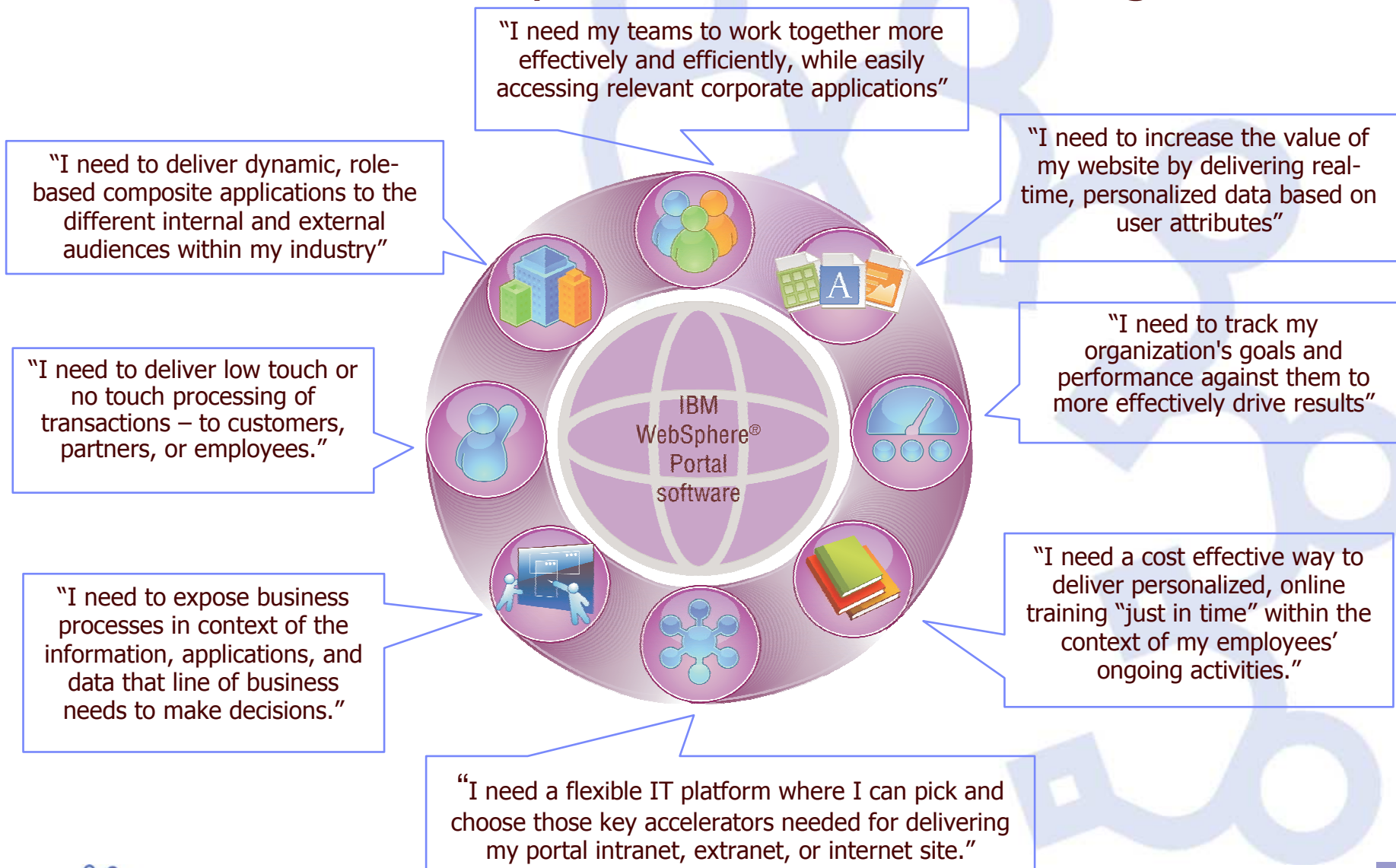
Accelerators help IT to dramatically **speed time-to-market** and **reduce the cost** of deploying portal-based business solutions

- **Shorten implementation cycles**
- Realize **time to value without sacrificing flexibility**
- Realize **quicker ROI** on portal investment
- Highly flexible, configurable, and scalable

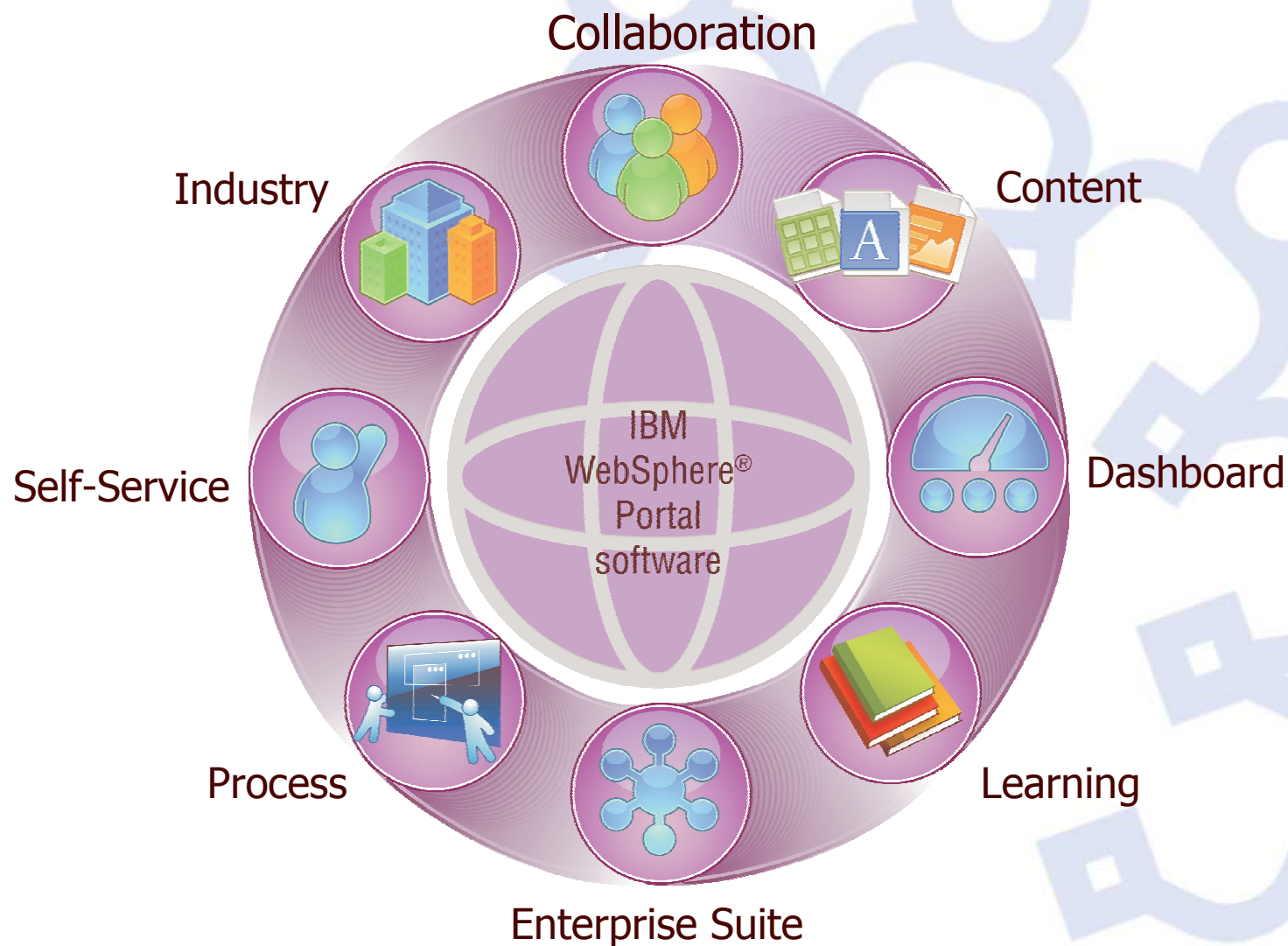


Accelerators are integrated packages that easily snap-on to Portal and address a specific business need

Accelerators Match Specific Business Challenges

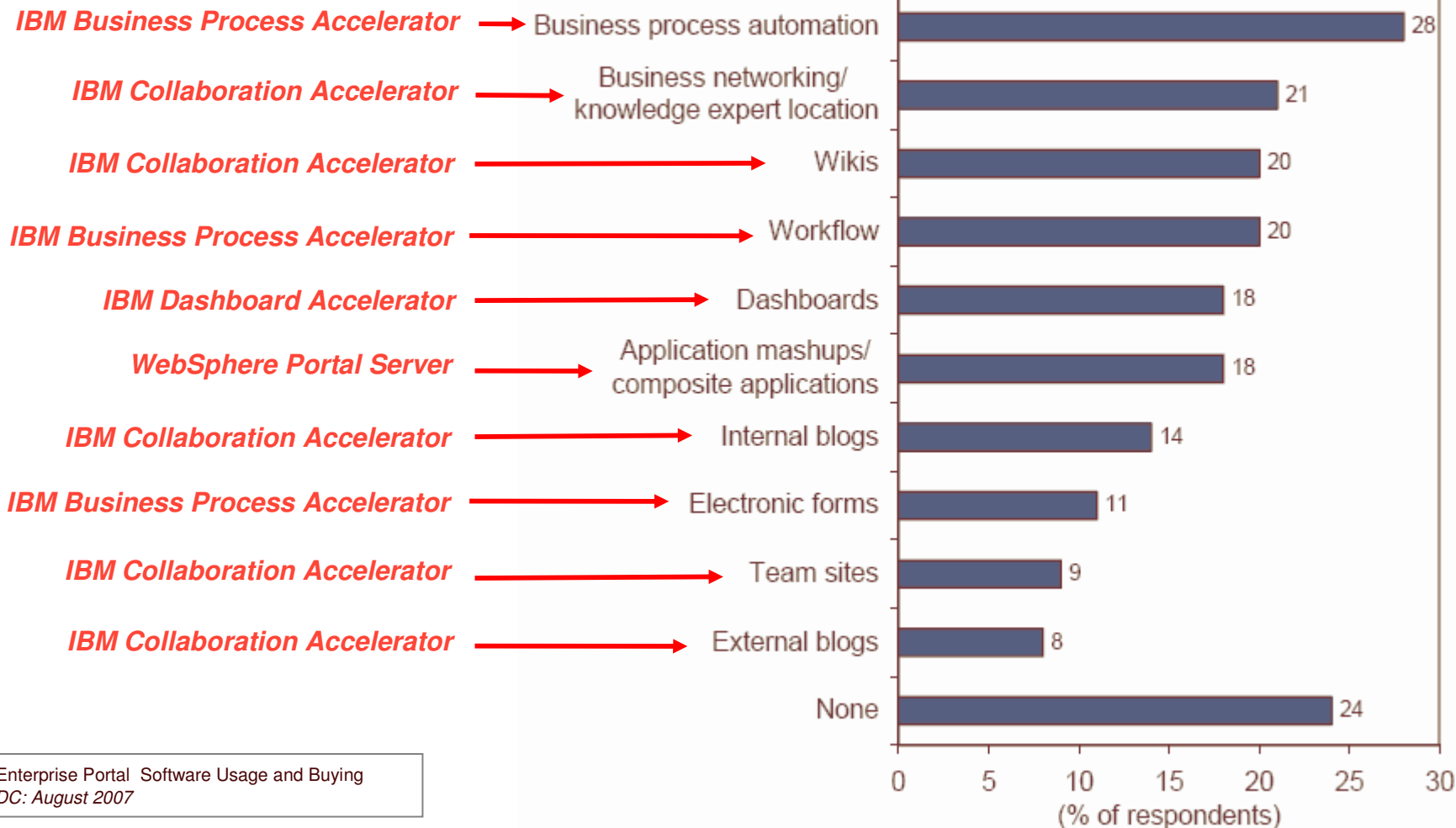


IBM Accelerators for WebSphere Portal Overview



Features in Demand by Portal Users

Q. Which of the following features do you consider will be important to add to your portal(s) in the next 24 months?



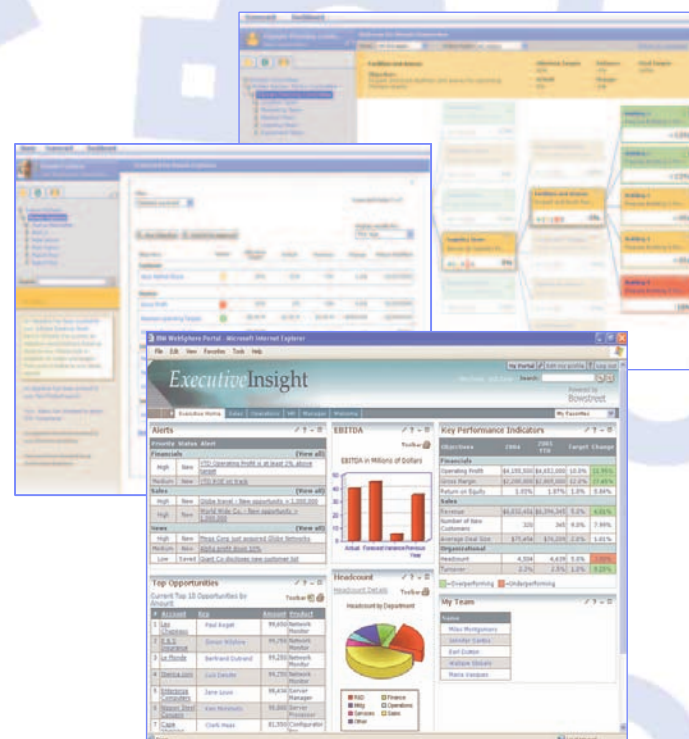
Source: Enterprise Portal Software Usage and Buying Trends, IDC: August 2007



IBM Dashboard Accelerator (*Lotus ActiveInsight*)

Solution that helps business users define and communicate business goals, view real-time metrics, and take action via composite dashboards and scorecards – improving overall business performance

- **Drive Alignment**
around a common, visible set of performance goals
- **Automate**
today's manual or resource-intensive processes with personalized, graphical UI tailored to each job role
- **Access**
performance information wherever it resides with integrated, real-time views
- **Take Action**
Intuitive views enable proactive response to issues via WebSphere Portal's rich collaboration and workflow integration
- **Cut Costs**
using rapid assembly tools and no charge Dashboard examples that dramatically cut the time, cost and skills required to build dashboards



Why Dashboards?

Executives Today Are Under Constant Pressure to...

- **Improve Decision Quality**
 - Improve decision making with consolidated, timely, contextual data
 - Alert managers to deviations, averting potential problems
 - Facilitate management by exception

- **Speed Decision Execution**
 - Focus teams on key business objectives
 - Eliminate manual processes / reduce data inaccuracies
 - Improve transparency in the organization
 - More interactivity to accelerate problem resolution

- **Monitor and Improve Daily Operations**
 - Provide better customer/partner service
 - Improve supply chain effectiveness / visibility
 - Maintain compliance to industry and regulatory mandates

As many as 70% of CEO failures result not from a poor strategy, but from a lack of execution*

* Fortune Magazine, "Why CEO's Fail", Ram Charan and Geoffery Colvin, June 21, 1999, p. 69.

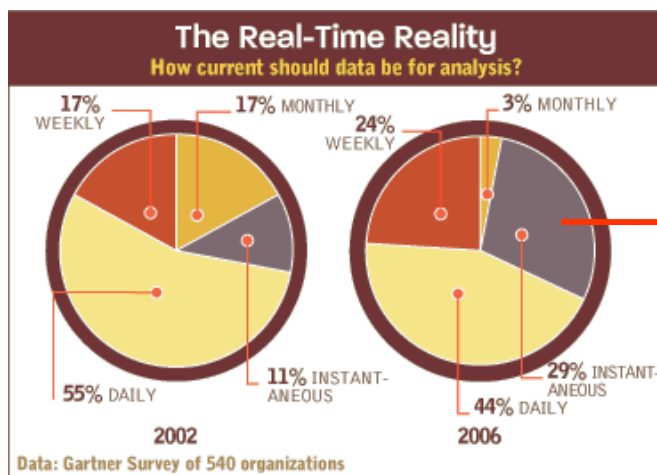
...but Are Still Relying on Spreadsheets....



50% of companies today are managing performance data in spreadsheets*

* Source: BSCOL Member Survey, Spring 2006

...as Demand Grows for Real-time Insight



Instantaneous need for information increased almost **3X** from 2002 to 2006

IBM Dashboard Accelerator: *Dashboard KPI Catalog*

- **Pre-built dashboard examples jumpstart development**
- **Examples:**
 - *Banking*
 - *Insurance*
 - *Local Government*
 - *Manufacturing*
 - *Executive*
 - *Sales*
 - *Information Technology*
- **New examples planned to be added quarterly**
- **Unlimited, *no-charge*, access for ActiveInsight customers**

Dashboard KPI Catalog

Metrics matter. The better the organization's system for metrics, the more their performance improves. Properly implemented, Dashboards - and the key performance indicators (KPIs) that populate them - bring the right metrics, to the right people, at the right time... thus helping improve performance.

Overview
 The Dashboard KPI Catalog features robust, reusable dashboard KPI assets - available at no charge to Lotus ActiveInsight and WebSphere Dashboard Framework licensees - that help jumpstart dashboard deployments for faster time-to-value.
 → Catalog

Dashboard KPIs
 → Banking
 → Insurance
 → Manufacturing
 → Executive
 → Sales
 → Information Technology

Dashboard products
 → Lotus ActiveInsight
 → WebSphere Dashboard Framework

Unlimited Access

TransAlta: Plant Dashboard

Ensuring Environmental Compliance



Profile

- One of Canada's largest non-regulated electric generation and wholesale marketing companies

Challenges

- Provide real-time KPIs of plant operations
- Ensure compliance to stringent environmental requirements (emissions, greenhouse gas)
- Surface data from Oracle, Siebel, SAP, Domino



Solution

- Real-Time** Emissions Dashboard for proactive operations management and problem resolution
- Role-Based** views and alerts for Executive, Plant Manager, Environment and Safety, Operator
- Significantly improved productivity, plant operations and regulatory performance



IBM Content Accelerator

Provides simplified, yet powerful, online Web content creation and management to business users - removing authoring bottlenecks. It helps improve productivity and allows organizations to keep Web content accurate, up-to-date and easy-to-find.

Welcome to Web Content Management
Author, edit, and manage content for your site in a few simple steps.

Get Started Now
Need Help?
Go to the IBM Information Center. The information center has complete and in-depth product information.

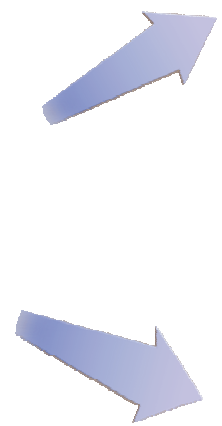
Need Support?
IBM Software Support
IBM NewsGroups

Need More Information?
Get additional information and product news. Visit the IBM WebSphere Portal home page

Other Links
IBM.com
IBM Software Home Page
IBM WebSphere
IBM Software Support
WebSphere Portal Zone
Partner World
Linux at IBM

- 1 Templates. Separate content from design by using authoring and presentation templates.
- 2 Search. Simple and advanced search functionality and the My Items view ensure that you can quickly find and work with Web content.
- 3 Libraries. Use automatic versioning and new library capabilities to organize content just the way you want.
- 4 Personalization. Use Web Content Management with Personalization to present the right information to the right people -- where and when they need it.
- 5 Task bar. Access common tasks quickly from the task bar. Use tabs to work with multiple content items when you create, edit, delete, and preview.
- 6 Simplified authoring environment. Anyone can quickly and easily create, edit, and publish content on the site.

Web Content Management enables end-to-end content creation, approval, management, retention, and publishing across Internet, intranet, extranet, and site assets. By leveraging content in back-end systems, Web Content Management reduces development and implementation time and ensures "author once, publish everywhere" control.



MyBlueCross

Welcome, LARLA. The MyBlueCross home page connects you with everything you can do in our online member service center. If you'd like to learn more, take the tour.

- Claims
 - Search for claims
 - Check my claim status
 - File a claim
 - File a new claim
 - File a new claim
- Find a doctor
 - Search for a doctor or specialist
 - View my doctor's office information
 - Get appointment information
 - View my doctor's office information
- Health plan
 - View my health plan
 - View my health plan
 - View my health plan
- Prescription drugs
 - Check the cost of my prescriptions
 - Find a pharmacy
 - Get my mail order prescriptions
 - Get my mail order prescriptions

Memorial Health System
We Hear, We Heal, We Care.

Patients First

The New Memorial Hospital North
A new era in health care in Colorado Springs begins April 23rd with the opening of Memorial Hospital North. By continuing to meet the increasing needs of our community, Memorial has grown from a small hospital in 1954 to a world-class health system today. The new hospital brings together state-of-the-art technology and compassionate care in a dynamic new healing environment.

Open April 23rd

Does Your Child Sleep?
The Memorial Health System Sleep Center is pleased to sponsor Sleep in the Springs. Kids from Two to four enter Dr. Memorial Home. The Sleepwell Colorado Springs. Hearing will take place at the Colorado Springs Center, 2224 North Newport Avenue, on Tuesday, April 2 at 8:15 - 6:45 p.m. The event is open to the public.

Thousands Attend Memorial Hospital North Open House
On March 15, dignitaries, stakeholders, and the public got to take a "peek peek" at the first hospital to be built in Colorado Springs in more than 50 years - Memorial Hospital North.

Business Benefits of Web Content Management

■ **Increase Visitations**

- *Rich, accurate, high quality content helps drive visits*

■ **Speed Time-to-Market**

- *Reduce time it takes to get content from producers to consumers*

■ **Consistent Communications**

- *Templates & content stores ensure a consistent look, message*

■ **Cost Savings**

- *Eliminate/reduce print/distribution time and expense*

■ **Improve Efficiency**

- *Reduce Web update/approval cycle time; propagate Web changes automatically*

Significant Customer Demand for WCM Solutions

- **Companies plan to continue to invest heavily in Content software**
 - 68% of Companies with revenue between \$100M and \$1B have **Content** software in their 2007 IT budgets¹
- **LOB increasingly demands ownership of the Web experience - *requiring better and faster content creation and publishing***

¹ February 2007 Research: IT Spending, CIO INSIGHT
(http://www.cioinsight.com/slideshow_viewer/0,1205,1=&s=300&a=200876&po=2,00.asp)

Memorial Health Systems

Profile

- Colorado-based hospital
- 3,500 employees

Vision

- Improve reliability, security, accuracy, and timeliness of patient website while lowering overall maintenance costs

Solution

- Combined WebSphere Portal Enable with Web Content Management
- New system is delivering
 - faster response times
 - more robust functionality
 - enhanced security
 - productivity gains for content authoring teams as well as IT staff

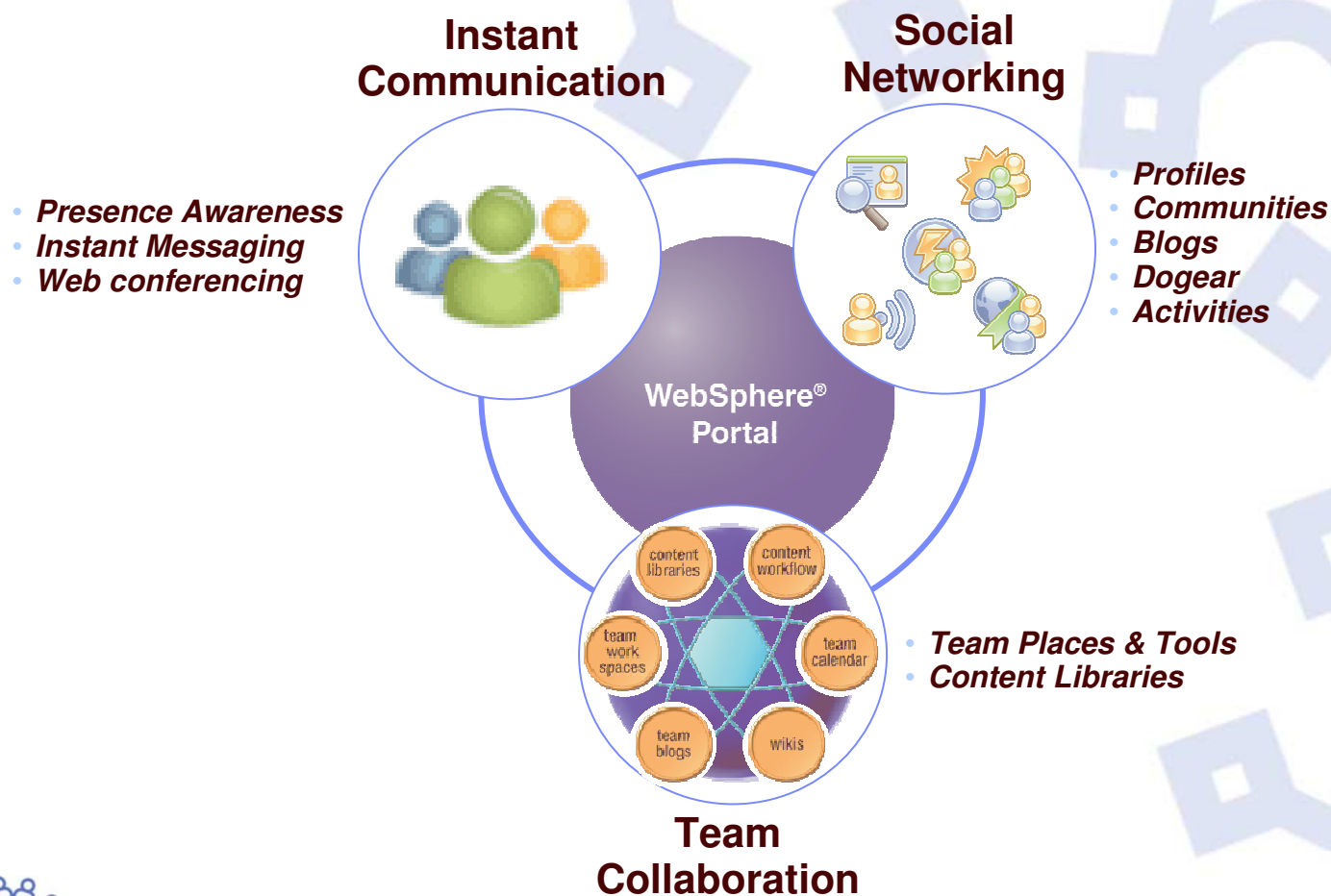


"Since implementing the Web content management re-architecture project ... we feel better about the security and performance the system is able to provide our customers." -- John Cherry, DBA manager, Memorial Health System



IBM Collaboration Accelerator

Delivers an interactive Web-based platform, providing people with more effective and cost-efficient ways of accessing information, sharing ideas, communicating and working together – in the context of their role, processes and activities via a personalized composite portal.



Executives understand that success depends on collaboration

□ **According to a worldwide survey of 394 executives in November 2006¹**

- ▶ *"...executives spend at least **two-thirds** of their time currently working alone, with people in their own functional silos or with people at the same location."*
- ▶ *"But in the next three years, over **one-half** of executives say that they will spend more time working across functions, locations and organizations."*



Executive expect to spend more time collaborating with more distant partners

¹**Collaboration** Transforming the way business works
Economist Intelligence Unit, April 2007

Business Benefits of Collaboration are Many

- Align Collaboration Applications with Enterprise Applications
 - Delivery of documentation within a project or business process
 - Provide just in time tools for critical situations – rapid response
- Facilitate Communication among coworkers
 - Provide users a means to dig deeper into the information
 - Tagging
 - Profiles
 - Provide simple channels to share knowledge and experiences
 - Make things easier to search/retrieve



Source: *Collaboration - Transforming the way business works*, Economist Intelligence Unit, April 2007

Customer Demand for Collaboration Solutions

- **Companies plan to continue to invest heavily in Collaboration**
 - 71% of Companies with revenue between \$100M and \$1B have **Collaboration** software in their 2007 IT budgets¹

- **LOB recognize the need for better communication and collaboration due to:**
 - Expanding global markets
 - More geographically dispersed workforces
 - Pressure to improve performance while reducing costs (do more with less)

¹ February 2007 Research: IT Spending, CIO INSIGHT
(http://www.cioinsight.com/slideshow_viewer/0,1205,l=&s=300&a=200876&po=2,00.asp)

Collaborative Capabilities Commonly Listed as Important

- In a recent survey* of organizations with portal technology, these **Collaboration** capabilities were cited as 5 of the top 10 features important to add to their portal in the next 24 months:

- ▶ ***Business Networking / Knowledge Expert Location***

IBM Collaboration Accelerator helps organizations better communicate, innovate and work together, by combining with WebSphere Portal Server to deliver personalized, *interactive* composite applications.

- ▶ ***External Blogs***

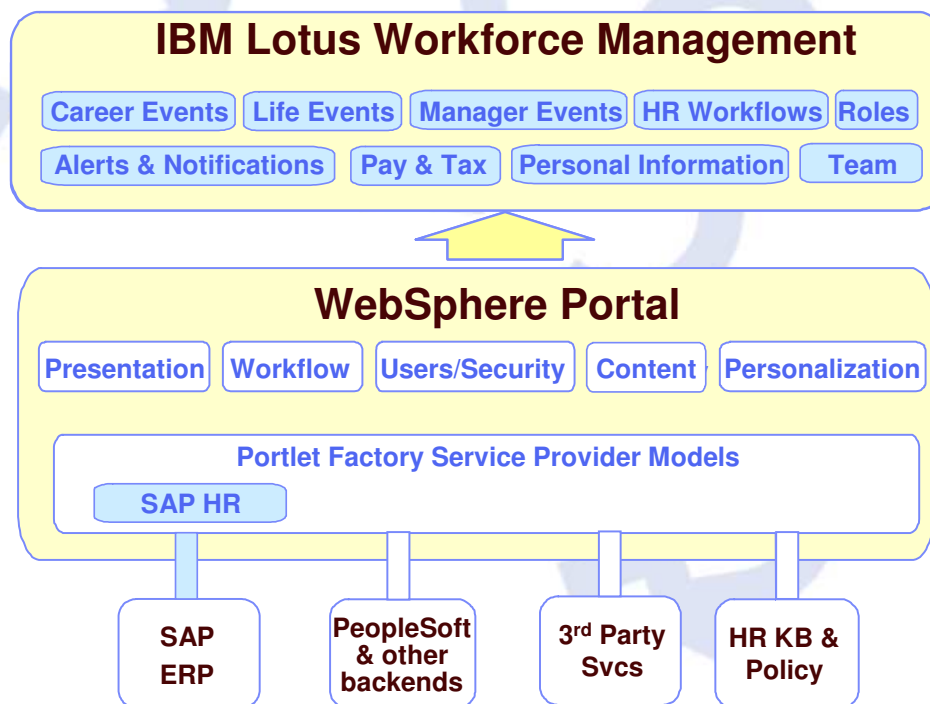
*Enterprise Portal Software Usage and Buying Trends IDC: August 2007



IBM Self-Service Accelerator

Builds on IBM's SOA technologies to extend and enhance a customer's SAP investment

- Set of models and framework for *accelerating development of WebSphere Portal based HR self-service solutions*
- Extensive set of “out-of-the-box” self-service functions
- Service provider models which are “pre-wired” to SAP HR
- Ability to easily integrate other back-ends



Why HR Self-Service?

HR Administrative Challenges

- Multiple systems
- Data inaccuracy
- Manual, administrative work
- Non-strategic focus
- Communication barriers

HR Information Technology Challenges

- Multiple tools, platforms, vendors
- Continual upgrades
- Release dependencies
- Costly support for HR requests
- Hard to deploy applications to workforce



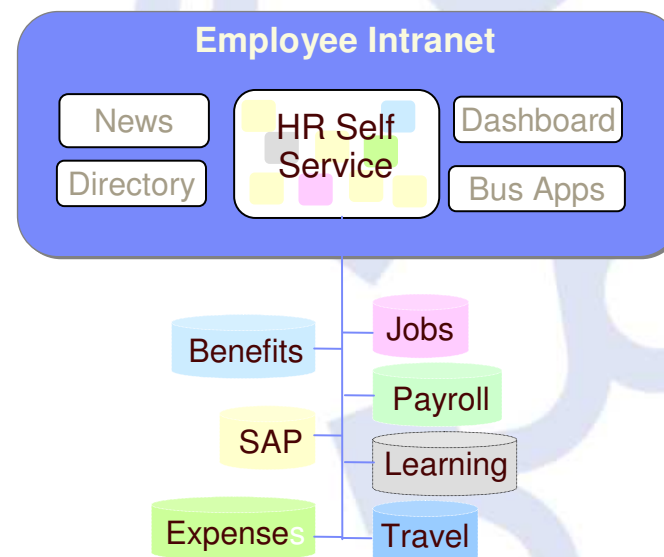
Benefits of IBM Self-Service Accelerator

Lotus Workforce Management for SAP HR

- Ease of Integration
 - Presentation “on the glass”
 - Multiple backend systems
 - Business processes
- Out-of-the-box SAP HR Self-Service Functionality
 - Employee Self-Service (ESS)
 - Manager Self-Service (MSS)
- Ease and Speed of Customization
- Highly Configurable, Dynamic, Role Based Platform
- Increased employee/manager satisfaction
- Decreased individual employee/manager support and HR service costs

HR self-service in the context of an employee portal

more than just HR on the front end



SAP and many others systems on the backend

City of Bradford

Profile

- One of the largest councils in Britain
- Over 20,000 employees
- 7,000 staff are active users of Self Service

Vision

- Improve service delivery through an intuitive personalized user experience
- Provide a consolidate entry point for all systems and data that employees need to interact with
- Have employees focus on desired outcomes vs. managing processes

Solution

- Flexibility to easily craft an intuitive and personalized user experience
- Able to integrate multiple systems (including SAP) into a role-base, highly usable interface
- Cost savings due to self-service capabilities, including change personal details, expense reporting, view pay slip, create leave request, and timesheet management

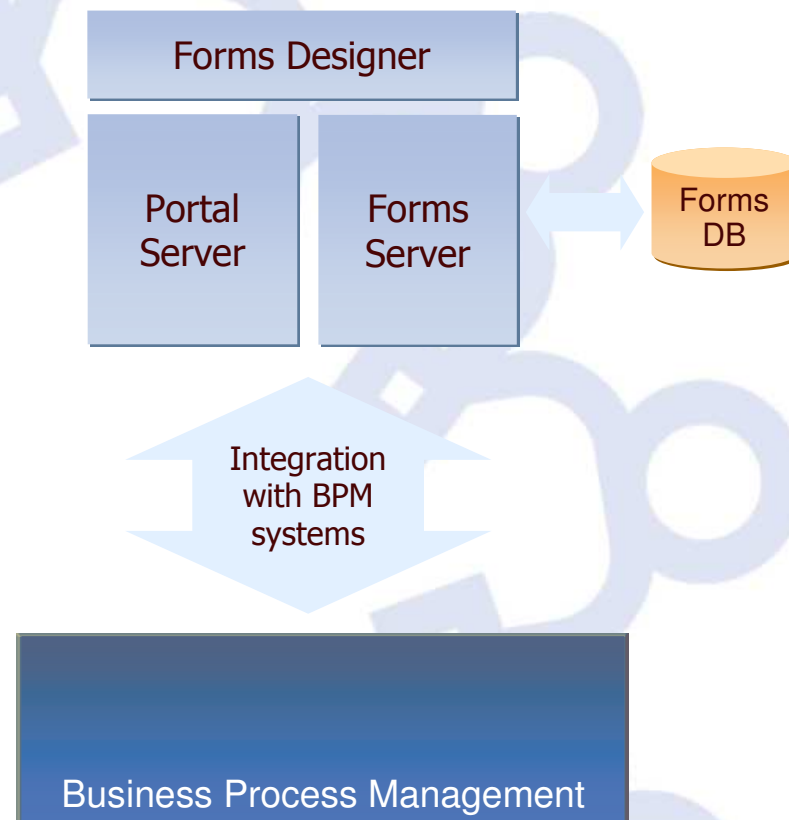


IBM's Self-Service Accelerator enables City of Bradford to more easily achieve their user experience and backend integration goals



IBM Business Process Accelerator

- A faster way to expose, automate and manage input-based business processes
- Enhances and complements IBM Business Process Management offerings including WebSphere Business Modeler, FileNet Business Process Manager and WebSphere Process Server
- Responds to the leading capability that Portal customers deem critical in next 24 months



Why Business Process?

- **Processes Drive Every Organization**
 - Simple to Complex
 - Human and System
 - Both Internal and External

- **To Effectively Compete, Executives Are Under Constant Pressure to:**
 - Reduce Costs
 - Maintain Compliance
 - Improve Service

- **Automating & Improving Business Process Are A Major Focus Of Most Organizations**

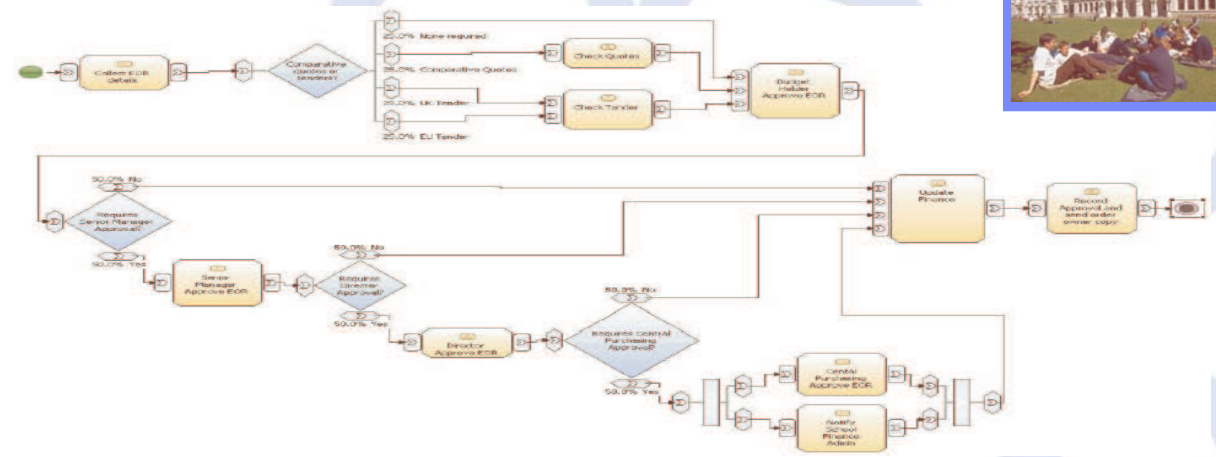
Streamlined Business Processes Benefits Include:

- **Increased revenue** through a faster, more automated and streamlined approval processes based on more accurate data and improve decisions
- **Decreased expenses** through reduced re-work, reduced or eliminated paper handling, and real time identification and validation of required information
- **Increased efficiency** with straight-through-processing to create a once and done environment that can significantly reduces the elapsed time to complete the decision/approval process
- **Assistance with regulatory compliance** through creating a complete record of the entire business transaction
- **Improved customer service** through an easy to use Web-based data capture process

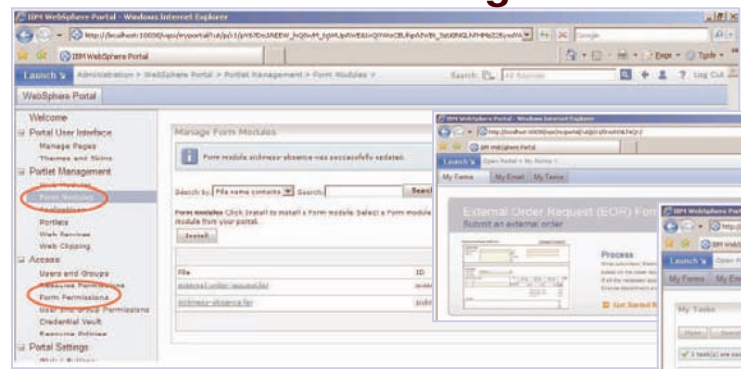
Cardiff University – IBM Business Process Accelerator Example

Process Automation at Cardiff University

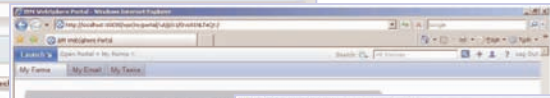
- Candidates**
- Telecoms Change Requests
 - External Order Requests
 - Sickness Absence
 - Leave Requests
 - Library Requisitions
 - Inter-library loans
 - Timesheets
 - Staff Training Requests
 - Transfer Funds
 - Expenses
 - Complexity
 - Appeal



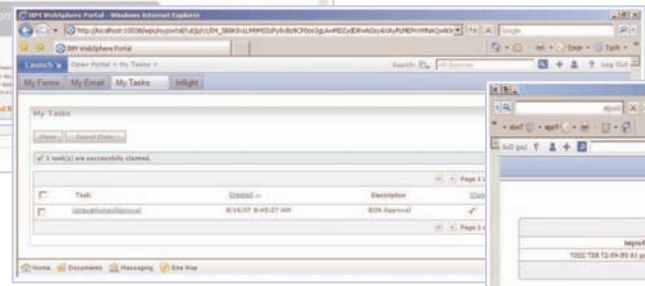
Manage



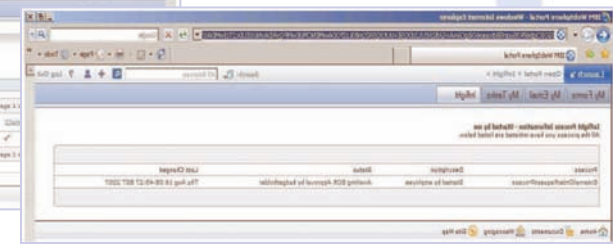
Initiate



Send for Approval



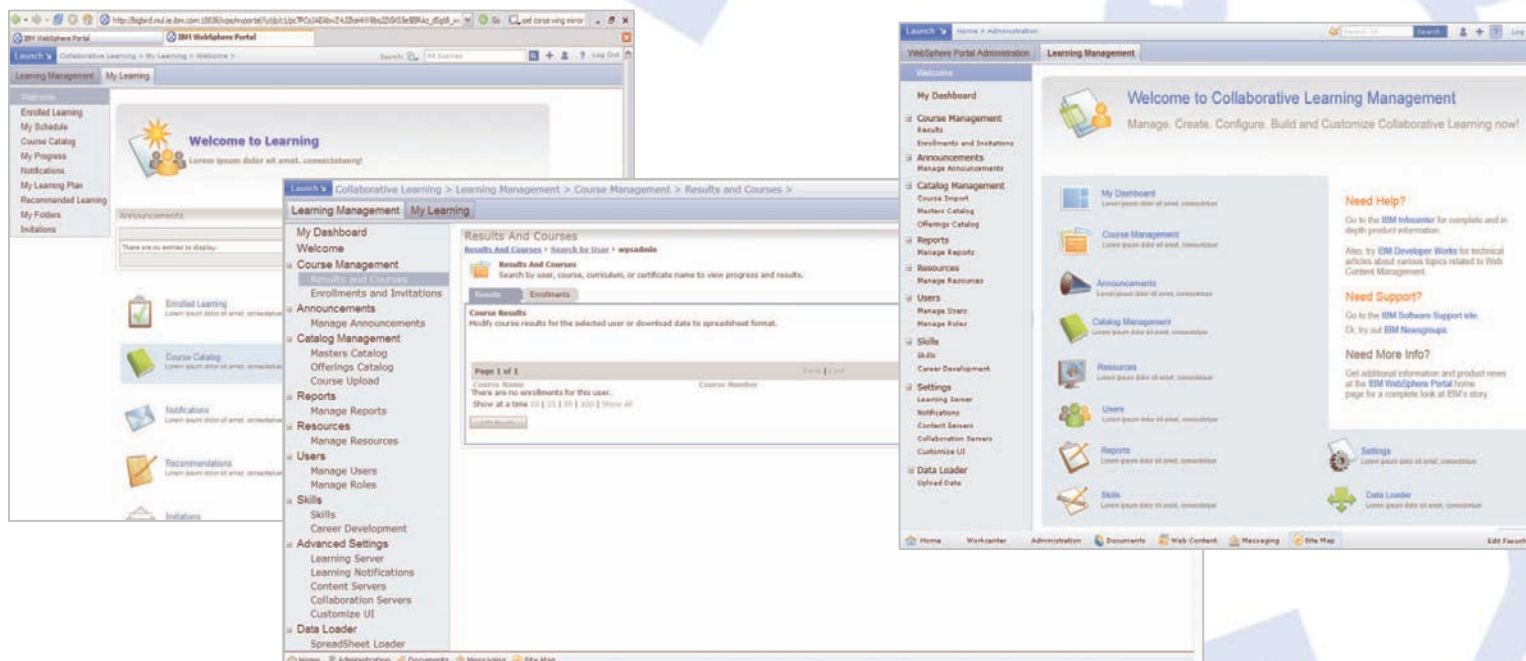
Check Status





IBM Learning Accelerator

Helps organizations provide a cost effective way to deliver personalized, online training “just in time” within the context of employees’ ongoing activities



Why Learning?

Organizations need to...

- Develop a skilled workforce to become or remain competitive
- Attract and retain talented employees
- Provide learning opportunities for employees to enhance and broaden their skills
- Provide training for employees on core company processes
- Efficiently manage company wide learning initiatives
- Standardize learning content across the enterprise
- Reduce overall training costs
- Provide employees access to training anytime anywhere
- Take advantage of current technology and infrastructure



Benefits of Online Learning

Organization

- Easily manage learning for large groups of employees
- Reduce overall training costs
- Consistency of content delivery and message
- Centrally manage learning
- Learning time reduced
- Proof of completion of courses and certifications
- Learning Content managed centrally

Learner

- On-demand Availability - users can take training anytime, anywhere
- Self-Paced - Users can take training at their time and at their own pace



Norwegian Defense

Profile

- Government
- 15,000 Users

Vision

- Provide just in time elearning courses to train all levels of the armed forces organisation
- Manage classroom based courses

Solution

- IBM Learning
- Offering approx. 100 elearning courses and managing 1,656 classroom courses to train all levels of the Norwegian armed forces.





IBM Enterprise Suite Accelerator

A platform supporting multiple portal projects to meet the growing and evolving needs of the organization, including:



*Real-time Performance **Dashboards** and **Scorecards***



*Online Instant **Communication**, **Teaming** and **Social Networking***



*End-to-End **Web Content Management** and **Search***



*Security-rich **Electronic Forms***



*Offline Managed **Rich Client** Support*

Enterprise Suite Accelerator Supports Multiple Projects

■ According to one CIO research report¹:

- IBM Enterprise Suite Accelerator + WebSphere Portal Server directly addresses 6 of the top 20 budgeted IT investments for 2007

WHERE THE MONEY IS GOING IN 2007		WHAT'S IN THE 2007 BUDGET?				
RANK	Category	total	COMPANY SIZE			% change from 2006
			less than \$100 million	\$100-\$999 million	\$1 billion or more	
1	Database systems	91%	86%	90%	96%	2%
2	Email and instant-messaging software	82	82	76	91	1
3	Business intelligence/analytical data-mining software	76	64	75	84	17
4	Corporate portals	72	64	66	85	9
5	Collaboration software	71	69	67	79	11
6	Content/information lifecycle management software	68	63	61	82	11
7	Customer self-service technologies and applications	63	53	59	74	11
8	ERP systems	60	49	55	73	3
9	E-commerce systems	59	48	53	75	6
10	IT governance and asset management software	59	47	51	78	9
11	CRM software	58	57	51	69	6
12	Business process reengineering and modeling software	54	45	47	70	13
12	Engineering/product development software	54	55	42	71	1
14	Open-source applications and systems	53	53	47	62	7
15	Product lifecycle management software	45	31	38	63	8
16	Corporate performance management software	44	38	36	60	8
17	Knowledge management software	43	36	33	63	6
18	Supply-chain management software	40	21	32	65	5
19	Smart cards	39	32	31	54	5
20	Blog/wiki/social networking platforms	28	30	22	36	8

¹ February 2007 Research: IT Spending, CIO INSIGHT
http://www.cioinsight.com/slideshow_viewer/0,1205,l=&s=300&a=200876&po=2,00.asp

धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Dziękuję

Polish

Thank You

English

شكراً

Arabic

Obrigado

Brazilian Portuguese

多谢

Simplified Chinese

Danke

German

Grazie

Italian

Merci

French

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

Korean