

WebSphere software



 e-business software

WebSphere Portal Solutions

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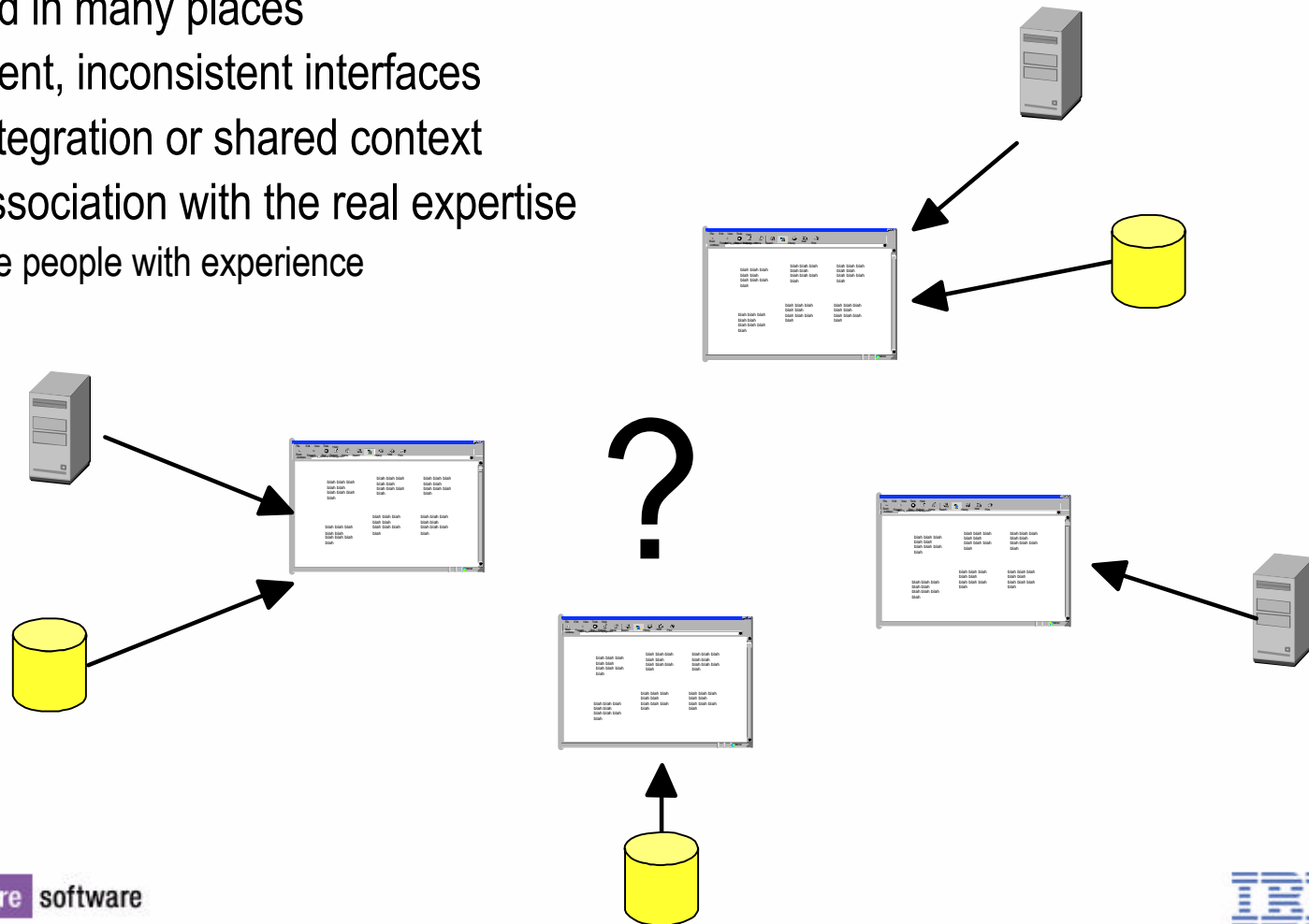
IBM Software Group

Agenda

- what it is that portals are trying to accomplish
 - ▶ fixing business problems
- where and how they should be used
 - ▶ making sure the solution fits the problem
- what our solution is
 - ▶ product details
- how to make it fit your needs
 - ▶ services to assist with deployment

The problem

- more and more information
 - ▶ the amount of information is doubling every three years
- stored in many places
- different, inconsistent interfaces
- no integration or shared context
- no association with the real expertise
 - ▶ the people with experience

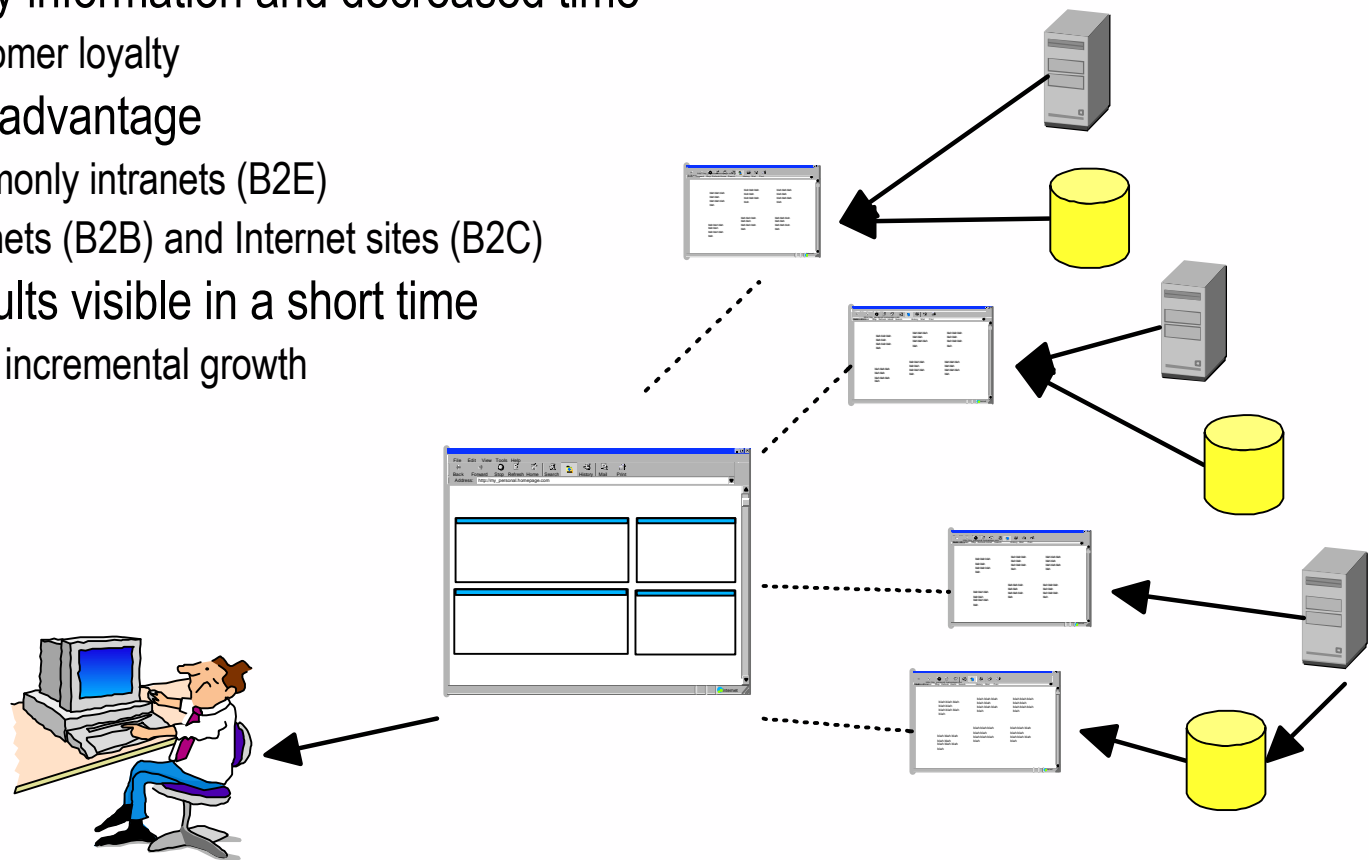


What a portal is

- a targeted web site
 - ▶ with relevant information
 - ▶ access to applications
 - ▶ collaboration services
 - ▶ all personalized to the user
- makes it easier for the user
 - ▶ easier to find information
 - ▶ consistent interface
 - ▶ single username/password
 - ▶ applications working together not separately
 - ▶ people working together not separately

Key portal benefits

- increased efficiency in getting information and acting on it
 - ▶ higher productivity and lower costs
- better quality information and decreased time
 - ▶ more customer loyalty
- competitive advantage
 - ▶ most commonly intranets (B2E)
 - ▶ also extranets (B2B) and Internet sites (B2C)
- tangible results visible in a short time
 - ▶ a basis for incremental growth



When to consider a portal

- when your employee or customer has
 - ▶ many sources of information
 - ▶ unclear where to look
 - ▶ many applications
 - ▶ different interfaces
 - ▶ a complex process to follow
- when you have different groups with different needs
 - ▶ who use the similar sets of information and applications

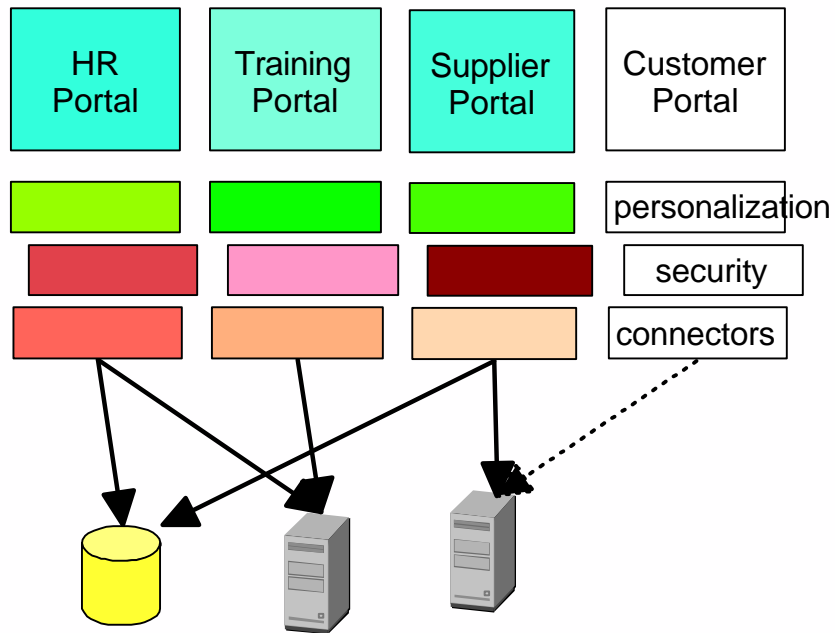
What a portal does not do

- the portal does not replace every interface
 - ▶ not everything is done through the portal
 - ▶ though the portal is the initial point of the process
 - ▶ 80/20 rule
- common tasks enabled through portal
 - ▶ for some applications this is everything
 - ▶ for others the portal will have some function and will link to the application interface
- one portal does not always cover everything
 - ▶ strategy should include more than one

Portal types

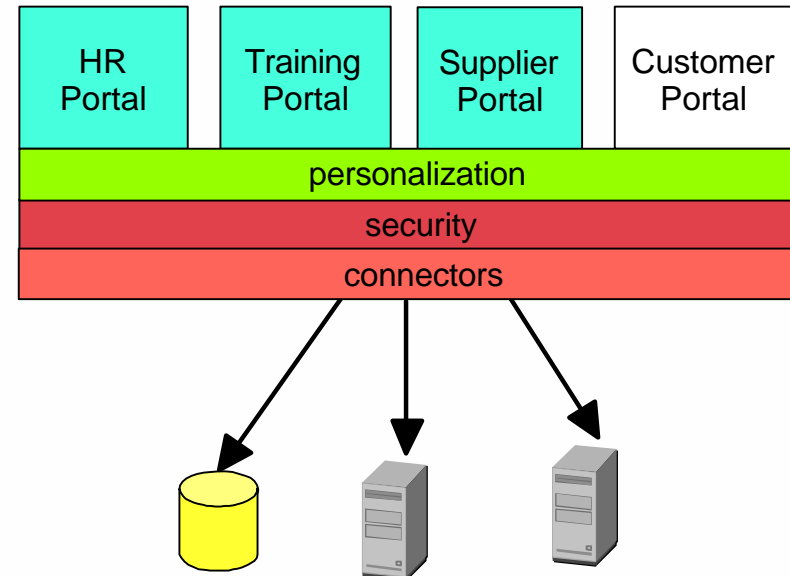
- vertical

- ▶ by industry or by role



- horizontal

- ▶ toolset across industry and role



Portals confusion

- there are 'portals' everywhere...
- every product vendor is putting a web interface on their product and calling it a portal
 - ▶ often with restricted vertical functionality
 - ▶ not enterprise strength
- a true portal should encapsulate these
 - ▶ to give one consistent experience

WebSphere Portal Server

The screenshot shows a Microsoft Internet Explorer browser window displaying the IBM WebSphere Portal Server. The address bar shows the local file path: D:\product\portal server\demos\portal skins\IBM WebSphere Portal Server.htm. The page has a blue header with the text "IBM WebSphere Portal Server", "Welcome Administrator!", and the date/time "October 25, 2001 - 12:27 PM". Below the header is a navigation bar with buttons for "Welcome", "Mobile News", "Mobile Weather", and "Administration".

The main content area is divided into several portlets:

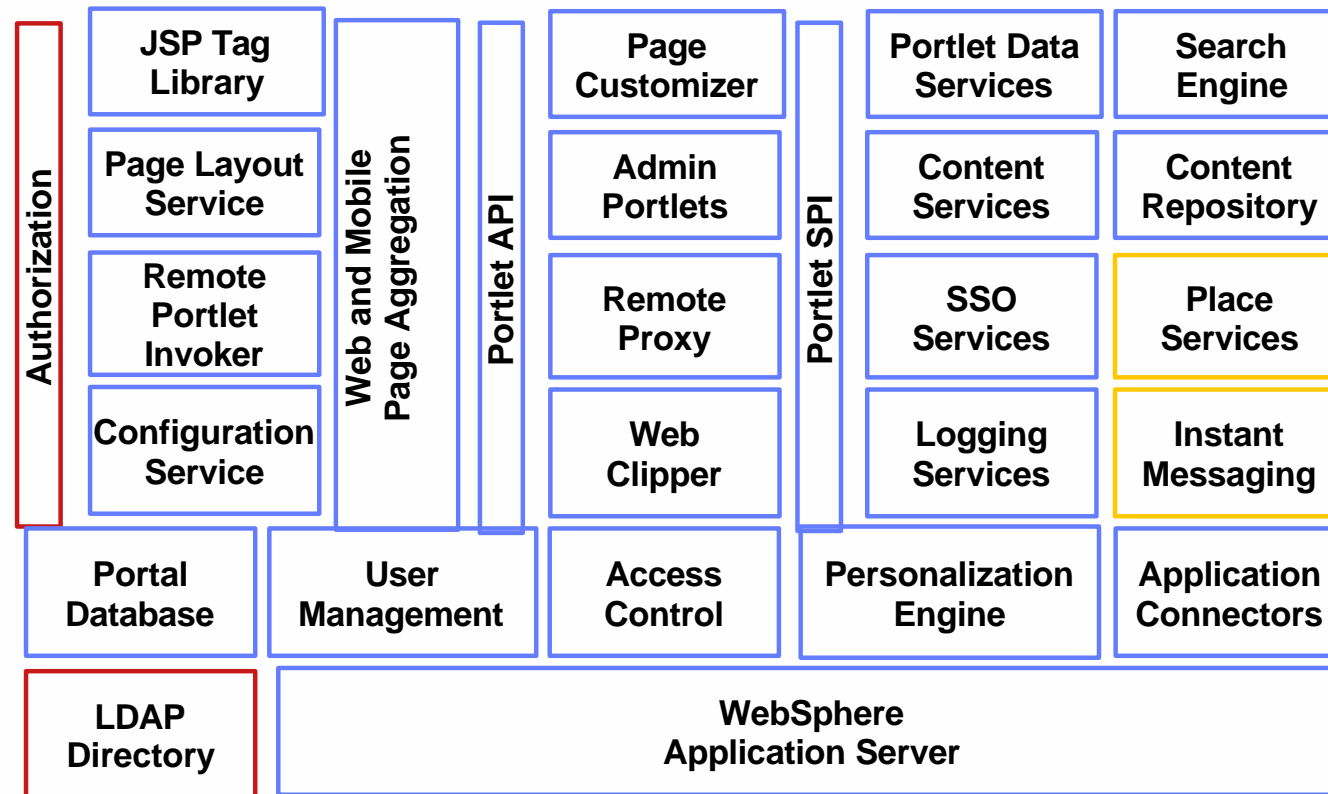
- Welcome to WPS:** Displays version information: "IBM WebSphere Portal Server", "Version: 1.2", "Build Level: 029 2001-07-12", and copyright information: "Licensed Materials - Property of IBM 5724-B12 (C) Copyright IBM Corp. 2001 All Rights Reserved."
- Demo: Weather:** Shows weather for three cities: New York (57 F), Stuttgart (51 F), and Tokyo (66 F). It includes a "Get Forecast" button and a search input field.
- Demo: News Portlet:** Titled "World Politics", it contains two news items:
 - [Donations to Political Parties](#): "The annually updated lists of all known political donations to the main political parties is now available..."
 - [Shoppers Will Soon Find "Good for You!" Food Labels](#): "American shoppers will soon find a "Good for You!" label on fruits, vegetables and meats..."
- Demo: Stocks (USD):** Shows stock price changes for three symbols:

BLUE	93 1/4 USD	+6 15/16 USD
GREEN	15 5/16 USD	-1 3/4 USD
RED	2 1/4 USD	-1/4 USD

Scalable and relevant technology

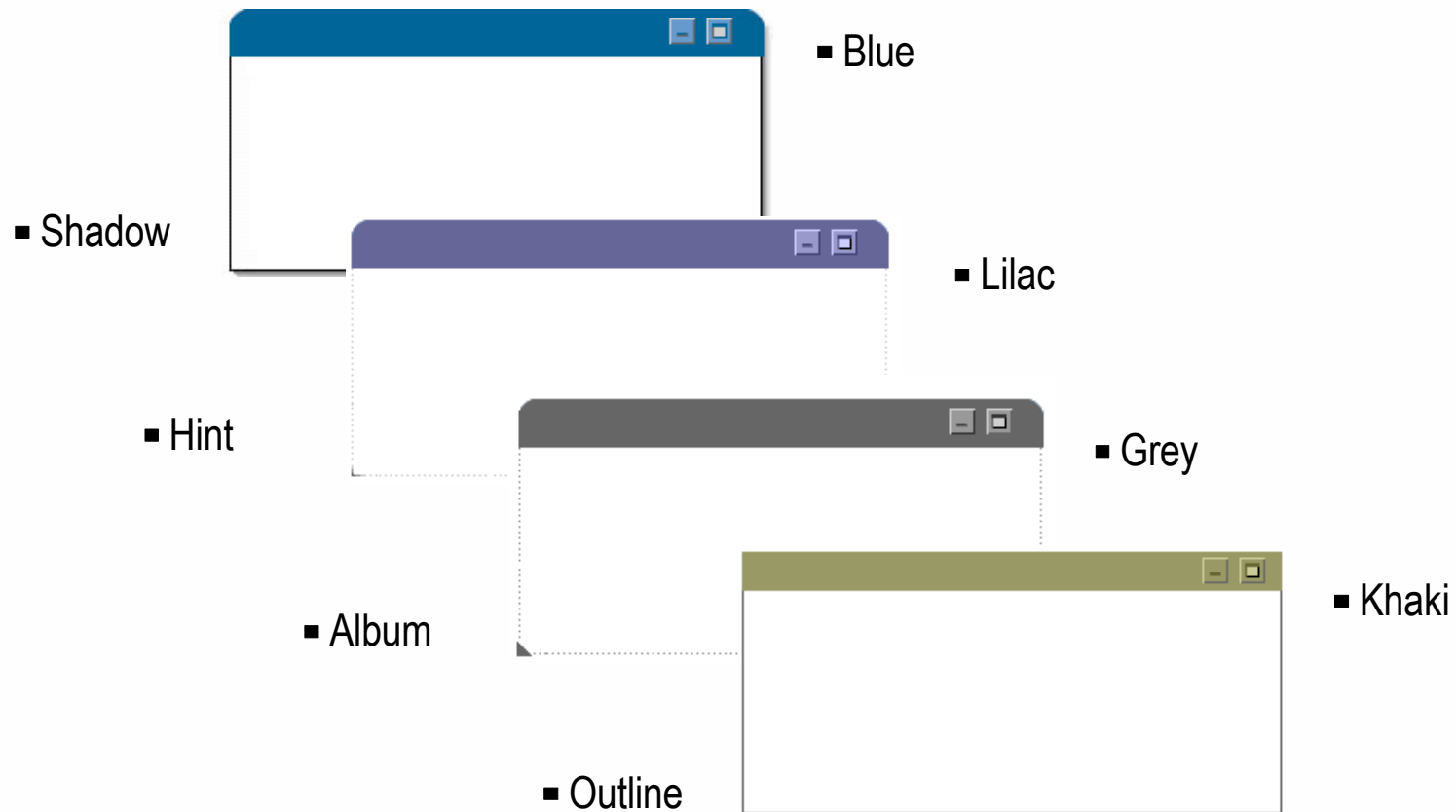
- open source / standards based
 - ▶ portal is a J2EE application
 - ▶ JSP, servlets, EJBs
 - ▶ portable skillset not proprietary
- built on an enterprise platform
 - ▶ scalable, secure, high availability
 - ▶ #1 Java application server in AP
 - ▶ over 35,000 customers
 - ▶ greater than 2/3 of Fortune 500

Portal Server Architecture



Look and Feel

- use templates style sheets and skins and themes



Look and Feel

- quick to set to your own corporate identities

Lotus Portal - Microsoft Internet Explorer

File Edit View Favorites Tools Help

← Back → Search Favorites Media

Address D:\product\portal server\demos\portal skins\Lotus_Portal.htm Links >>

9 September 2001 - 23:01

Lotus. Welcome to WebSphere Portal Server

Welcome Mobile News Mobile Weather

Welcome to WPS

IBM WebSphere Portal Server
Version: 1.2
Build Level: 029 2001-07-12

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5724-B12
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Demo: News Portlet

World Politics

- [Donations to Political Parties](#)
The annually updated lists of all known political donations to the main political parties is now available...
- [Shoppers Will Soon Find "Good for You!" Food Labels](#)
American shoppers will soon find a "Good for You!" label

Demo: Weather

New York	57 F	
Stuttgart	51 F	
Tokyo	66 F	

Click on the city for an extended forecast. Or search by city or zip code:

Demo: Stocks (USD)

BLUE	93 1/4 USD	+6 15/16 USD
GREEN	15 5/16 USD	-1 3/4 USD
RED	2 1/4 USD	-1/4 USD

Look and Feel

- full control over output format is possible

International TeleCom - Connecting the World, Connecting You - Microsoft Internet Explorer

File Edit View Favorites Tools Help

← Back → → × ↻ Home Search Favorites Media ↻ ↻ ↻ ↻ Links >>

Address <D:\product\portal server\demos\portal skins\International TeleCom - Connecting the World, Connecting You.htm>

International TeleCom *Connecting the World, Connecting You*

Home Company News Sales Figures Service Plans Customer Details Site Map Help 9 September 2001 - 23:03

Gold Class® Conferencing Services

International TeleCom now offers a new level of teleconferencing services for our enterprise customer. Unlimited connect time, unlimited lines and the world standard in all-digital, crystal clear service. Available in multi-year contracts only.

International TeleCom Sales Central

- Travel Conditions
- Customer Details
- Personalized Portal
- Latest Company and Industry News

[Log On](#)

[First time here? Create an account](#)

[Lost your password?](#)

TeleConferencing Services

With six new plans to choose from, as well as our a la carte plans, your customers will not be able to say no.

World-Over® Wireless

IT's new wireless service plan, World-Over, is making headlines. Get the inside scoop on this hot new deal and tips for making the sale.

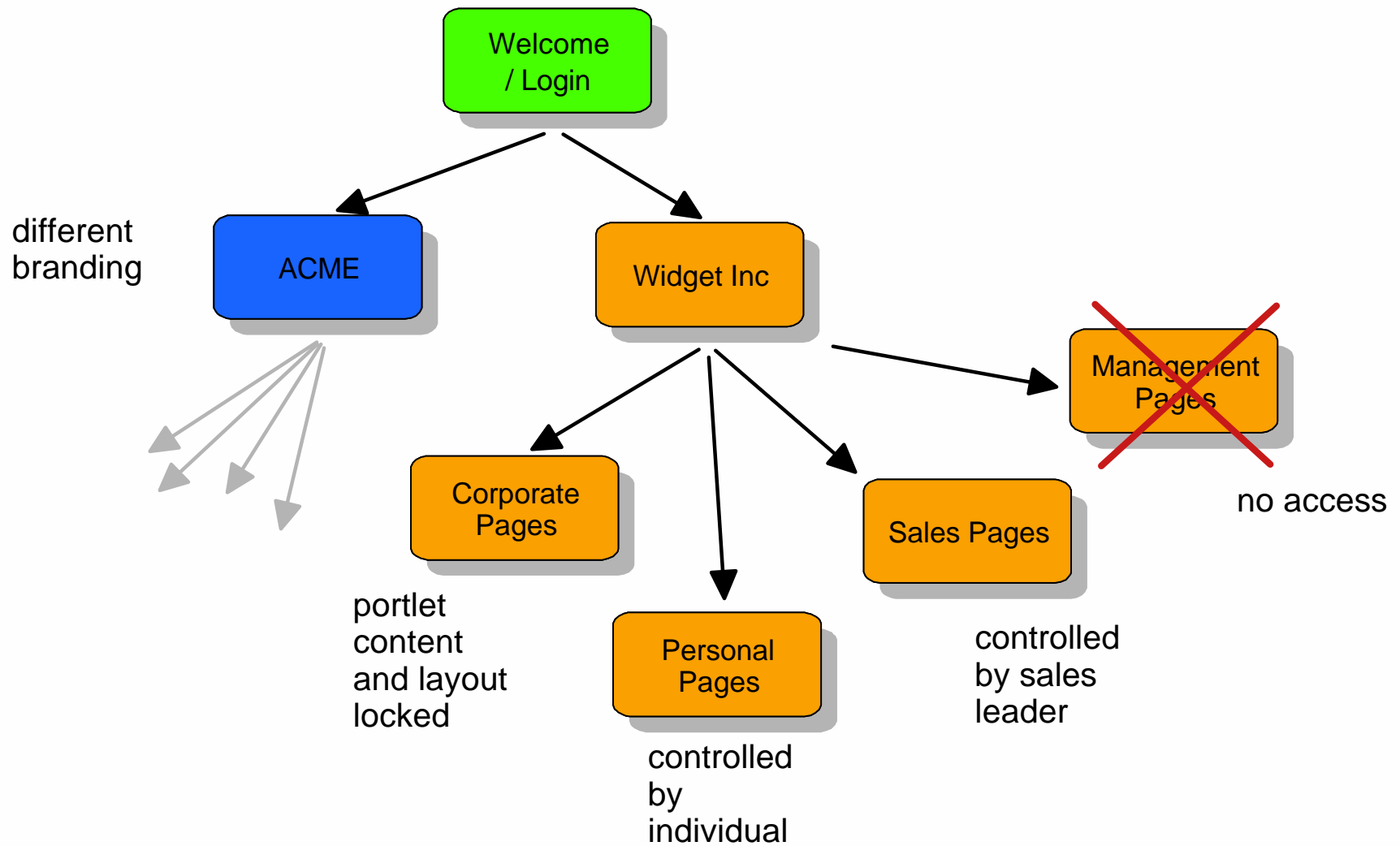
Letter From the Chairman

Following a strong showing in the first quarter of 2001, International Telecom is poised to increase marketshare to 26% overall by 4Q. IT Chairman and

Customization

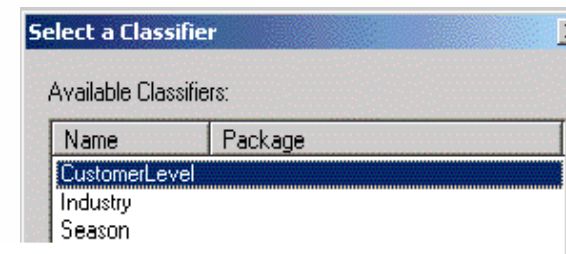
- administrator and user controlled
- what pages / what portlets / what layout
 - ▶ who you are determines what you see and do
- administrator determines
 - ▶ who can create edit and view pages
 - ▶ who can create edit and view portlets
- delegated management permissions

Example Structure

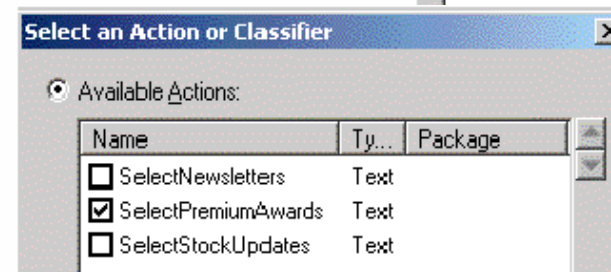


Personalization

- Content of portlets can change in real-time according to
 - ▶ user preferences
 - ▶ user behavior - click stream
 - ▶ group behaviour
- Powerful one-on-one interactions
 - ▶ easily configured through GUI interface



When CustomerLevel
Is Platinum
Select PremiumAwards



Getting the portlets

- portlet enablement
 - ▶ 100's available out of the box
 - ▶ develop from examples
 - a few days
 - ▶ develop from scratch
 - about a week
 - like writing a servlet with a few additions
 - submitted for standardization

Samples from portlet list

- Email, groupware
 - ▶ Lotus Notes
 - email, calendar, addresses, to-do
 - iNotes
 - ▶ MS Exchange
 - email calendar, contacts, tasks
 - ▶ Sametime, QuickPlace
- Web sites
 - ▶ HTML, JSP, XML (XSLT)
- Files
 - ▶ Text, Word, Excel, PDF, ...
- Databases
 - ▶ Notes apps, SQL queries
- Search
 - ▶ IBM Extended Search, EIP
 - ▶ Lotus Discovery Server
 - ▶ 3rd party engines
- Syndicated content
 - ▶ Screaming Media, Hoovers, Factiva, ...
 - ▶ LexisNexis, MediaApps, NewsEdge, ...
 - ▶ standard XML formats like RSS, OCS, ...
- Catalogue online

Portal Partners



plumbdesign



WebSphere software



Enterprise Application Portlets

401K At Limit
 401K Over Limit
 Birthdate
 Class Fill Information
 Cobra Expirations
 EEO Compliance Monitoring
 Interview Schedule
 Job Postings
 Late Benefits Enrollment
 Late Increases
 New Closed Positions
 New Hires
 Payroll Summary Report
 Penetration Report
 Stale Requisitions
 Training No Show
 Training Schedule
 Turnover
 Upcoming Anniversaries
 Vacation Overdrawn
 Vacation At Limit



Aging Sales Quotes
 Customer Average Arrear Analysis
 Customer Balances By Fiscal Period
 Customer Credit Exposure
 Customer Credit Limited Exceeded
 Employees Per Pay Area
 Exchange Rates
 Expiring Purchasing Contracts
 Expiring Sales Contracts
 Internal Order by Area
 Incomplete Sales Orders
 Past Due Sales Items
 Planned Order List
 Sales Hot List
 Customer Bank Data
 Employee Get List
 Material Availability
 Sales Order Per Customer
 Vendor Open Items
 Shipments Due
 Top 10 Back Orders by Customer
 Top Value Returns
 Non Invoiced Shipments



My Accounts
 Activity Assigned List
 All Activities
 All Assets
 All Billable Projects
 My Opportunities
 All Product Defects
 All Projects
 All Service Orders
 Contact List
 Critical Service Request
 High Severity Product Defects
 Incomplete Deliveries
 My To Do List
 New Product Notification
 New Prospective Accounts
 Open Sales Orders
 Open Service Request
 Open Service Request
 Opportunities Won
 Opportunity Forecast
 Service Request By Priority



Contracts Not Yet Returned
 Expiring Sales Contracts
 Goods Waiting for Approval
 Past Due and Current Sales Orders
 Past Due Purchase Orders
 Past Due Sales Orders
 Purchase Price Variance
 Revenue Drop
 Sales Order Hot List
 Shipment to Problem Customers
 Slow Moving Items
 Top Outstanding Payments
 Top Outstanding Receipts
 Top Returns From Customer
 Top Returns To Supplier
 Total Outstanding Receipts



View Expense Report History
 Purchase Requisition User Analysis
 Inventory Availability
 Supplier Item Summary
 Invoices Received
 Overdue Receipts
 Retired Assets
 Open Delivery Schedules
 All Assets
 Asset Invoices
 Delivery Performance
 Invoices and Debit by PO Number
 Requisition History



Web Content Management

- well managed content allows
 - ▶ efficiently finding information
 - ▶ effective personalization
- the leading web CM vendors
 - ▶ are integrated to the WebSphere platform
 - ▶ displaying content through the portal
 - ▶ producing portlets for WPS to perform content management tasks



Calendar portlet sample

MS Exchange Calendar Portlet

New [Calendar Icon] [Close Icon] [Print Icon] [1] [7] [31]

Portlet Test : Calendar

July 23, 2001 - July 29, 2001

Monday, July 23	Thursday, July 26
Tuesday, July 24	Friday, July 27
Wednesday, July 25	Saturday, July 28
	Sunday, July 29

July 2001

S	M	T	W	T	F	S
24	25	26	27	28	29	30
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Siebel portlet sample

SampleHomePage - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print Mail

Address Go

IBM WebSphere Portal Server June 4, 2001 - 1:13 PM

Siebel SAP Baan PeopleSoft Oracle eRoom Misc

Siebel - All Opportunities

Opportunity	Account	Probability	Expected Value	Close Date
Siebel Support		90	0.00	3/30/01
New User Licenses	Canadian Tire	80	0.00	3/30/01
eBIP Integration	Cisco Corporation	20	800,000.00	9/19/99
Peoplesoft Integration	Dell Corporation	0	0.00	9/20/99
TopTier Portals/Navigators	Dell Corporation	0	0.00	3/20/01
Sell 20000 seats to Dell	Dell Corporation	0	0.00	9/19/99
1000 ADSL Modems	Nortel	100	50,000.00	9/19/99

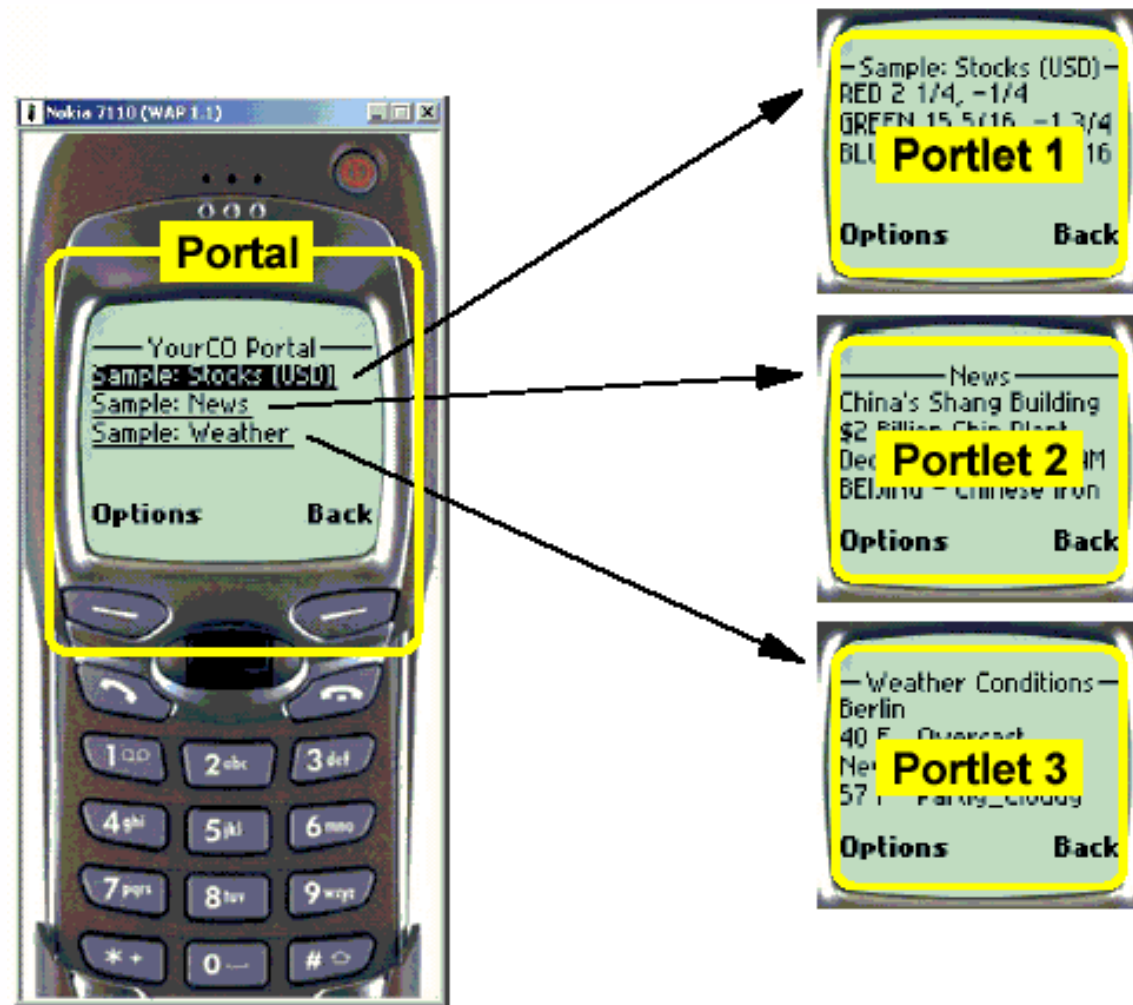
1-7/7

Siebel - All Billable Projects About 100 ERP and CRM functions will be available

Project Number	Account	Class	Billing Type	Status
1-5SN	Siebel Systems	Client Billable	Fixed Fee	Active

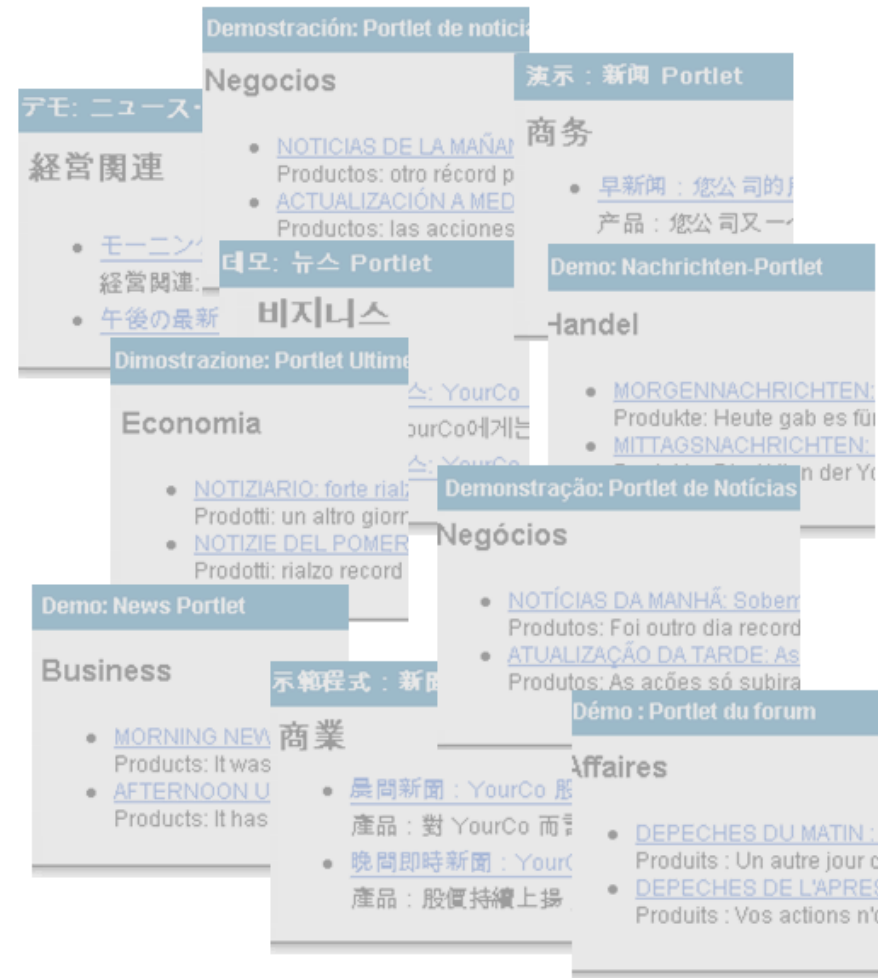
Pervasive Support

- HTML
- WML
- cHTML (iMode)
- plus
 - ▶ more coming



Language support

- Provided out of the box
 - ▶ English, French, German, Italian, Spanish, Brazilian, Portuguese
 - ▶ Japanese, Korean, Simplified and Traditional Chinese
- IBM provides sample pages and portlets that show
 - ▶ how to isolate translatable strings
 - ▶ and set browser encoding correctly
- WebSphere Translation Server can help you translate the content



Security infrastructure

- authentication
 - ▶ LDAP directory
 - IBM SecureWay
 - Domino directory
 - iPlanet LDAP directory
 - MS Active Directory
 - ▶ proxies
 - WebSEAL, SiteMinder
- authorization
 - ▶ page and portlet access provided by WPS application
- single sign-on
 - ▶ Java security APIs - JAAS

Web Services

- portlets can provide SOAP interface
- portlets can utilize web services via SOAP
- easy integration and extension to base platform

Collaborative Components

Names

- ▶ Sametime Awareness
- ▶ Instant Messaging (Chat)
- ▶ Send Mail
- ▶ Membership Actions

Documents

- ▶ Document Actions
- ▶ Document Workflow

Notes Mail Portlet with Collaborative Components Integration

Subject	Sender	Date	Count
Welcome to the Broadband Transition Support Project	Pete Vargas	05/08/2001	90,878
Changes to Escalation Central for KM	John Gilliam	05/03/2001	3,492
KDS First Customer Ship Coverage Summary	Colleen Tarry	05/03/2001	41,595
Your Autobytel.com Purchase Request #8423582	ConsumerCare	05/02/2001	5,261
Sexual Harassment Prevention Program	LearningSpace team	05/01/2001	6,575
Access to the Portal Opportunity Center ??	Joe Baxter	04/25/2001	7,843

Context Menu 1 (Left):

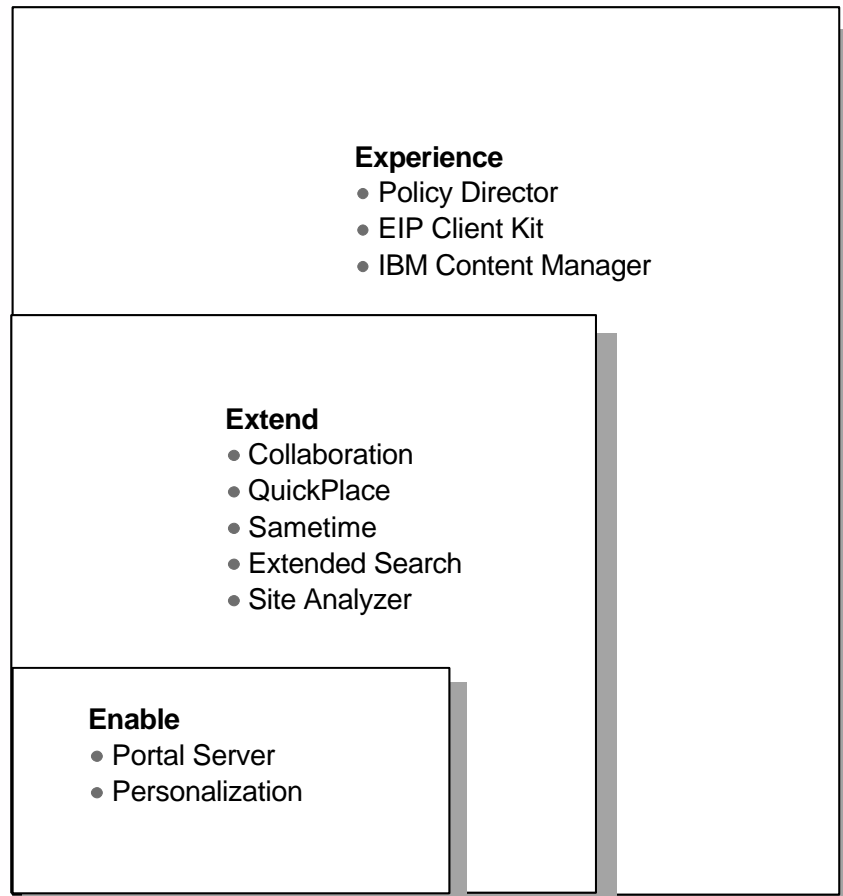
- Open
- Edit
- Reply
- Reply with History
- Reply To All
- Reply To All with History
- Forward
- Delete

Context Menu 2 (Right):

- Message...
- Share Application...
- Send E-mail...
- Add as Place Member...
- Add to Contacts...

Offering Detail

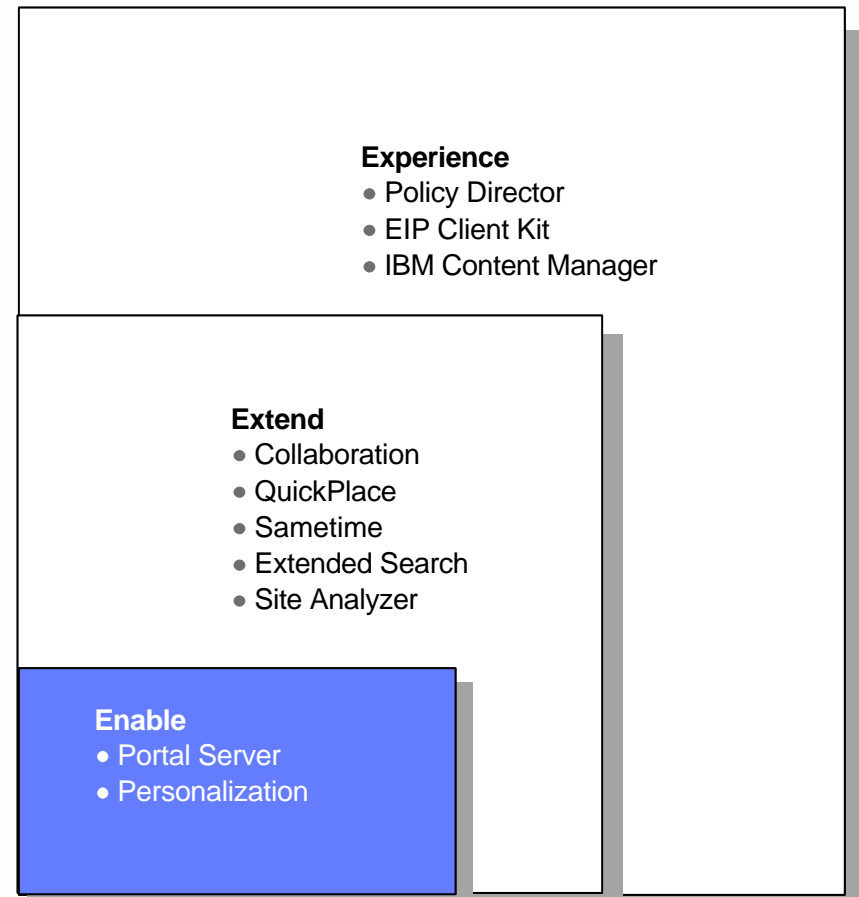
- 3 solutions around our portal offerings
 - ▶ basic entry point
 - ▶ added collaboration
 - ▶ digital content management and security server



WebSphere Portal Enable

- all the components needed to build a basic portal
 - ▶ WebSphere Portal Server
 - ▶ WebSphere Personalization*
 - ▶ WebSphere Application Server*
 - ▶ IBM Secureway LDAP Directory*
 - ▶ DB2 Universal Database*
 - ▶ WebSphere Studio*

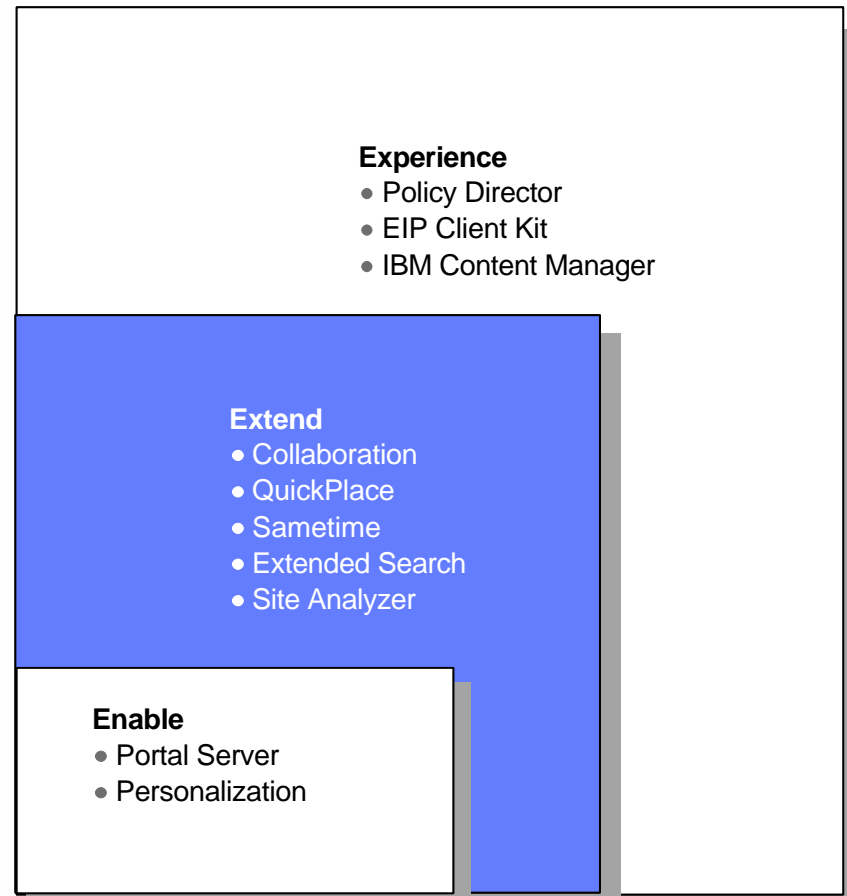
* limited license



WebSphere Portal Extend

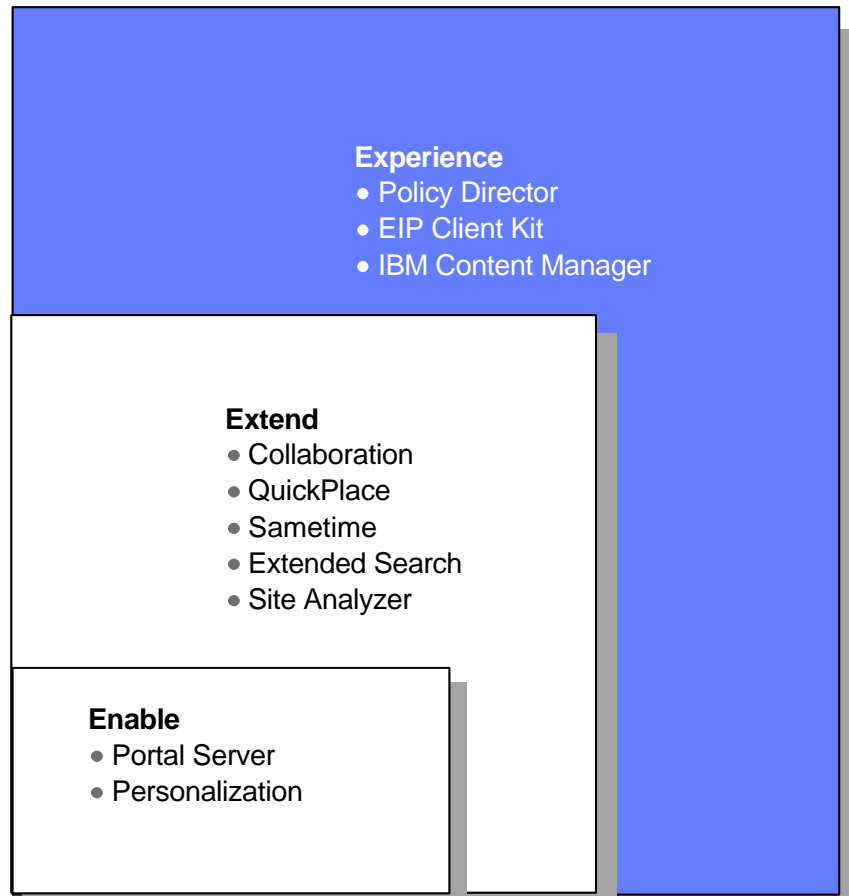
- all that is in Enable plus
 - ▶ K-Station interface option
 - ▶ Sametime capability
 - ▶ QuickPlace capability
 - ▶ Lotus Domino Extended Search*
 - ▶ WebSphere Site Analyzer*

* limited license



WebSphere Portal Experience

- all that is in Extend plus
 - ▶ Tivoli SecureWay Policy Director
 - ▶ EIP Client Kit
 - ▶ IBM Content Manager
 - ▶ Full licences Sametime
 - e-meetings
 - application sharing
 - electronic whiteboarding
 - ▶ Full licences QuickPlace
 - offline services
 - ▶ Removed license limitation
 - WebSphere Application Server
 - WebSphere Personalization



Analyst Views

WebSphere Portal Server is the most advanced Enterprise Portal solution that we have reviewed

(Bloor Research)

The net effect is that IBM is in an excellent position to clean up: its (Portal) product is comprehensive and superior and almost all from one vendor

(Bloor Research)

Bottom Line: WebSphere Portal Server positions IBM in the select group of long-term enterprise portal players.

(Meta Group)

IBM has all the components necessary to build compelling portal solutions, and Butler Group believes that combined with the strengths of its Global Services division, the company has the potential to be a major force in the portal market.

(Butler Group)

Large industry players that offer strong infrastructure components and models for integration will dominate this space by 2002.

(Giga)

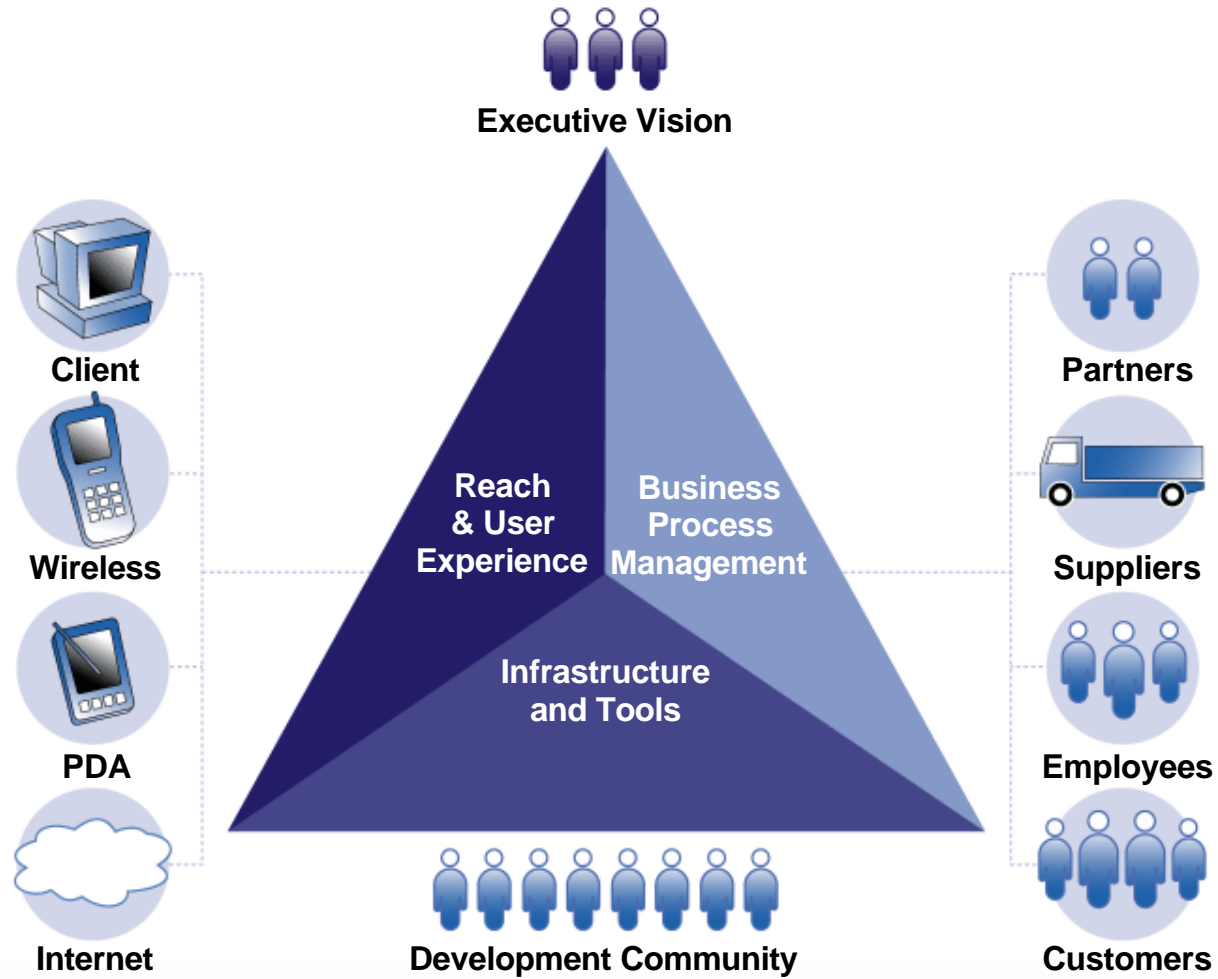
IBM's portal strategy is the most defined.....IBM should be commended for taking the hype out of the portal market and focusing on the infrastructure necessary

(Cutter Information)

IBM is weighing-in by far with the most significant contribution to the exploding corporate portal market

(Delphi Group)

WebSphere Platform



Extensible solution

- grow with pre-integrated components from platform
 - ▶ WebSphere Commerce Suite
 - ▶ Pervasive
 - WebSphere Everyplace Suite
 - Transcoding Publisher
 - ▶ Translation Server
 - ▶ Voice Server

Summary

- standards based enterprise platform
 - ▶ large number and wide variety of portlets
- real collaboration ability
- comprehensive application integration
 - ▶ leverages existing investments
- investment in ongoing development
- integrated into complementary offerings
- history of success
 - ▶ built on the leading platform
 - ▶ using proven components