



# Web Portals - Vehicles for Collaboration

Stuart Duguid

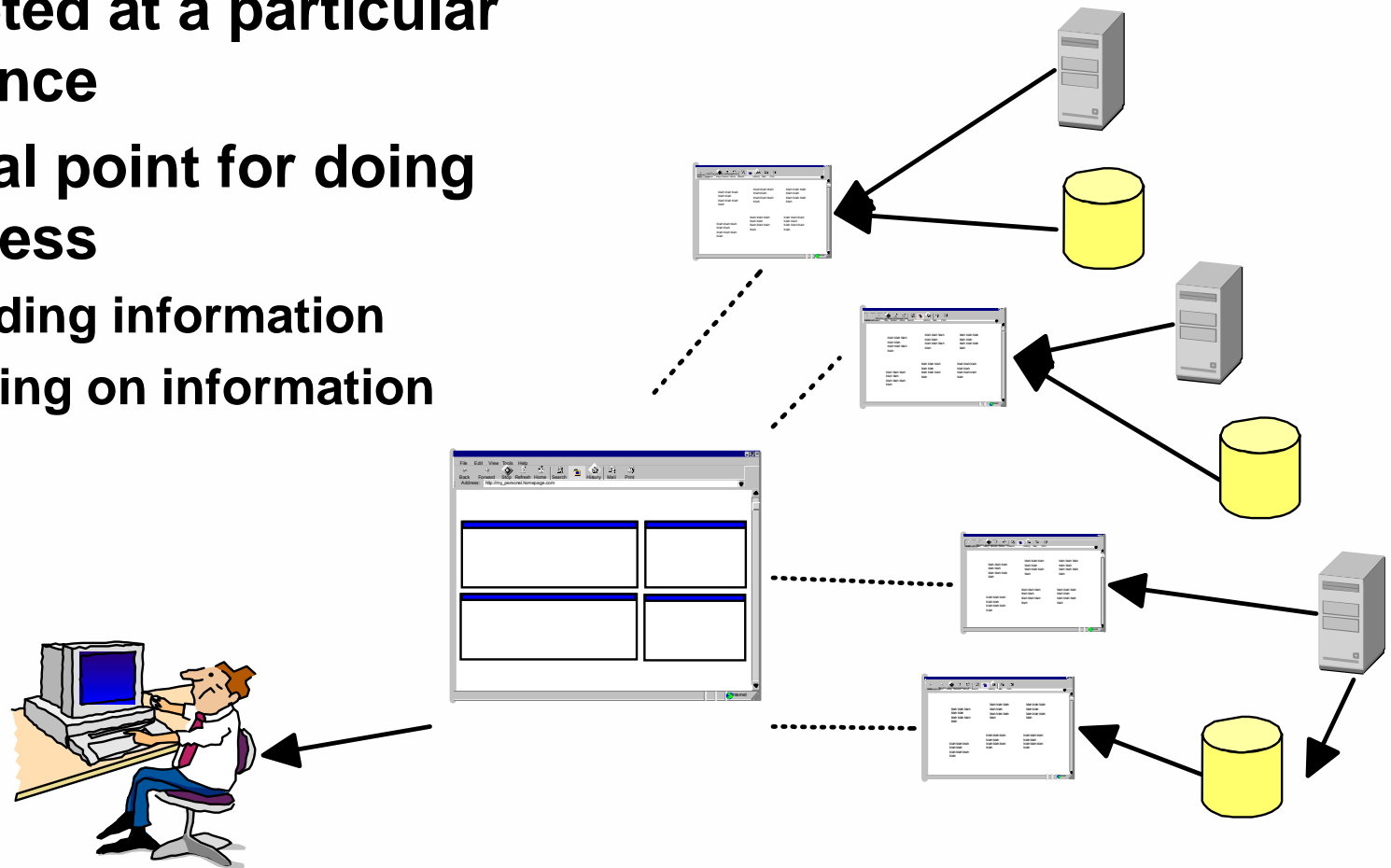
# Agenda

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- **The promise of portals**
  - ▶ Return on investment
  - ▶ Success factors
- **Our portal solution**
  - ▶ Feature overview
  - ▶ New Express offering

# A portal is...

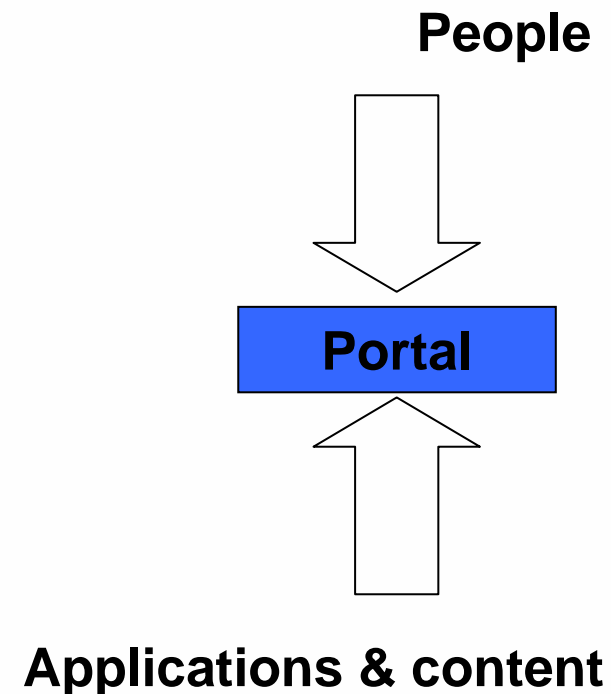
- A web site
- Targeted at a particular audience
- A focal point for doing business
  - ▶ Finding information
  - ▶ Acting on information



# Relationship to collaboration

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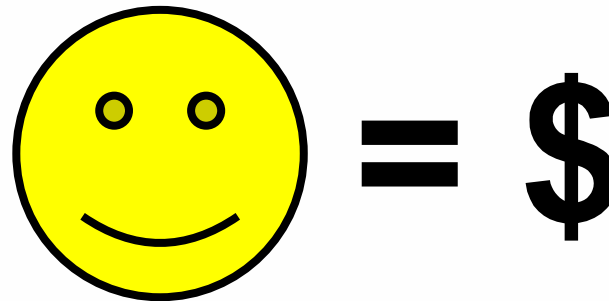
- **Finding information**
  - ▶ Information lives in people as much as in computers
- **Acting on information involves**
  - ▶ Updating the system
  - ▶ Updating the people



# Portals are hot

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- **Being competitive**
  - ▶ Less about what you can do
  - ▶ Than how well you do it
- **Tools for Usability**
  - ▶ The happy customer, partner, employee
  - ▶ Buy more, sell more, be more effective



# ROI – the returns

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- **Easier dissemination**
  - ▶ Production and distribution costs
  - ▶ Improved version control
- **Organised access**
  - ▶ Reduced searching time
  - ▶ Faster collaboration
  - ▶ Faster responses
- **Consistent UI**
  - ▶ Unify Applications
  - ▶ Hide backend changes
  - ▶ Reduced branding, training and support costs
- **Single Sign On**
  - ▶ Simpler for user
  - ▶ Faster login
  - ▶ Reduced password resets
- **Streamlined decision processes**
  - ▶ Merge stovepipe applications
  - ▶ No re-keying Information
  - ▶ Co-locating documentation
  - ▶ More complete information



# IBM Software Group

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- **Where do portals fit in the IBM offerings?**
  - ▶ **Usability, integrated presentation**
  - ▶ **Across the Software Group**

**WebSphere.** software

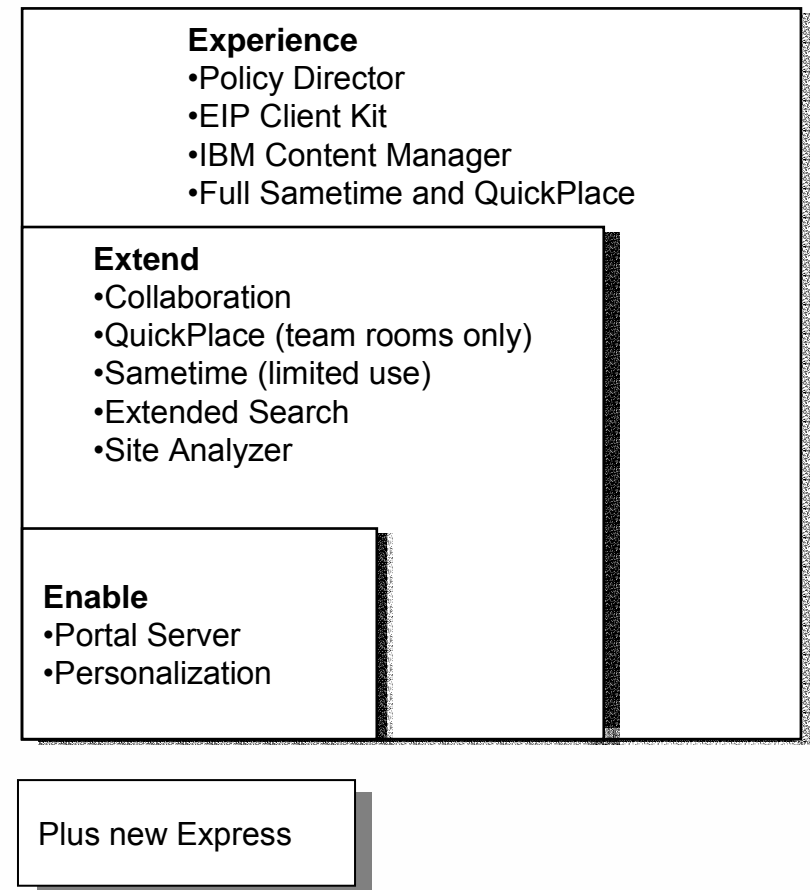
**Lotus** software

**DB2** Data Management Software

**Tivoli.** software

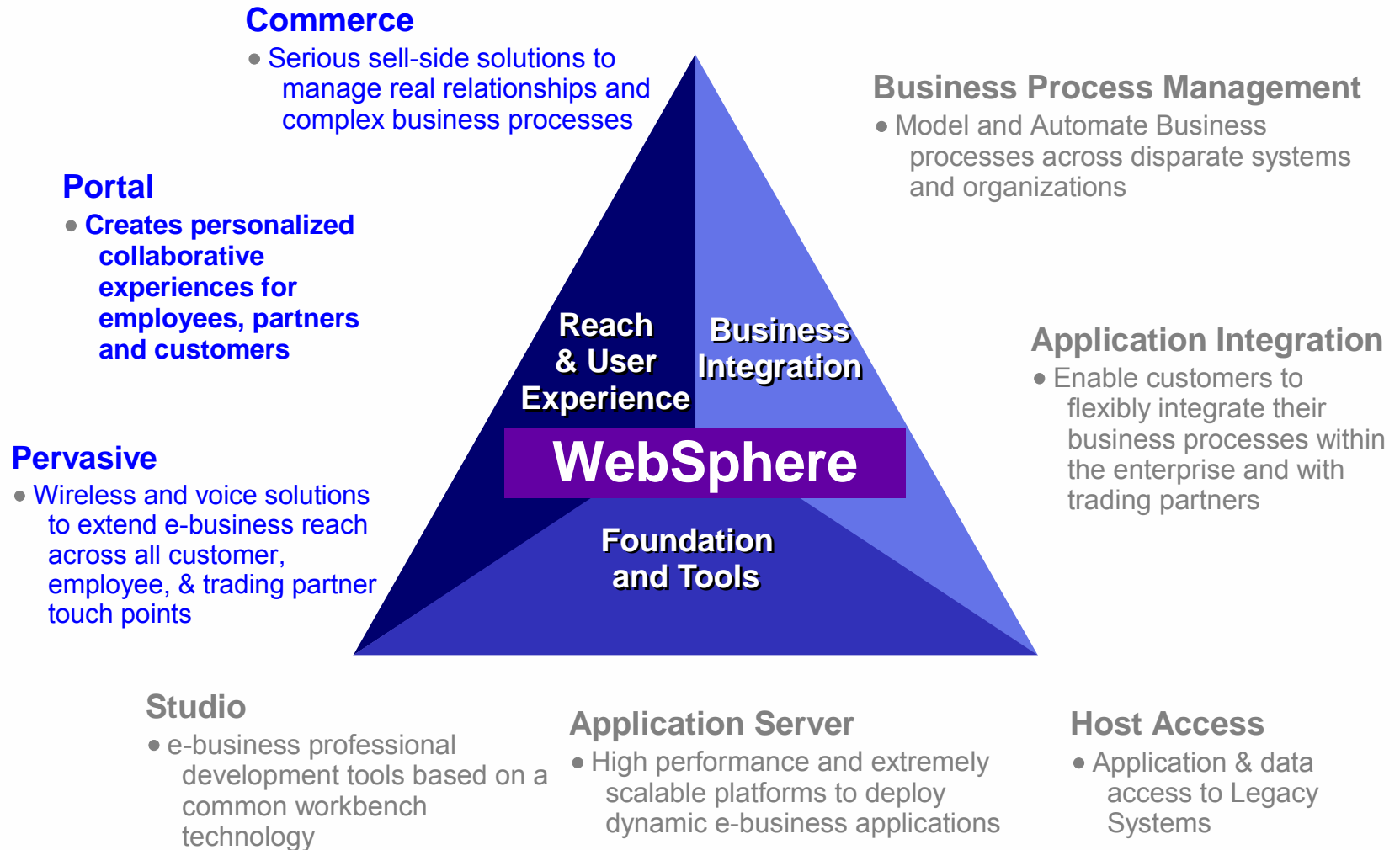
# IBM's Offerings

- **WebSphere Portal Family**
  - ▶ Range of offerings to meet needs
  - ▶ Not one-size-fits-all
- **Designed to integrate**
  - ▶ As part of larger software portfolio
  - ▶ With your existing software

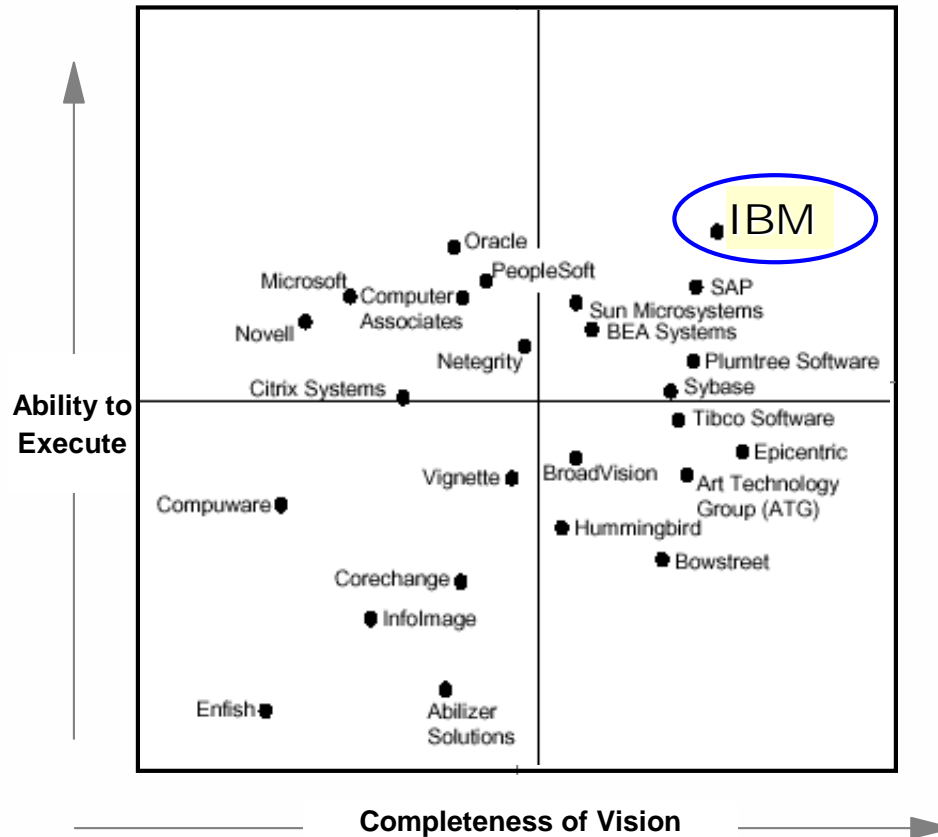




# Reach & User Experience

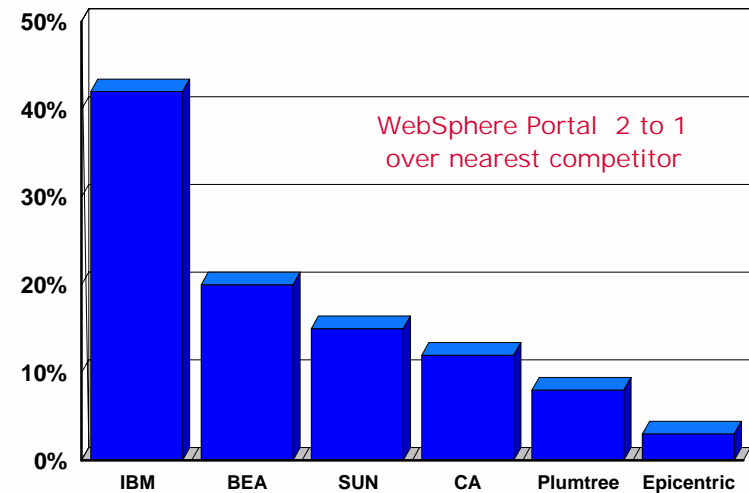


# Industry Leadership



Infoworld's Reader's Choice Awards 2002

"Votes for Best Portal Server"



WebSphere Portal 2 to 1 over nearest competitor

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# Important Portal Attributes

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- **Access to content and applications**
  - ▶ Integrated search and interaction
- **Personalization**
  - ▶ The experience suits the individual
- **Collaboration**
  - ▶ More than just email access
- **Pervasive access**
  - ▶ Timely information/transactions
- **Robust**
  - ▶ Built for growth

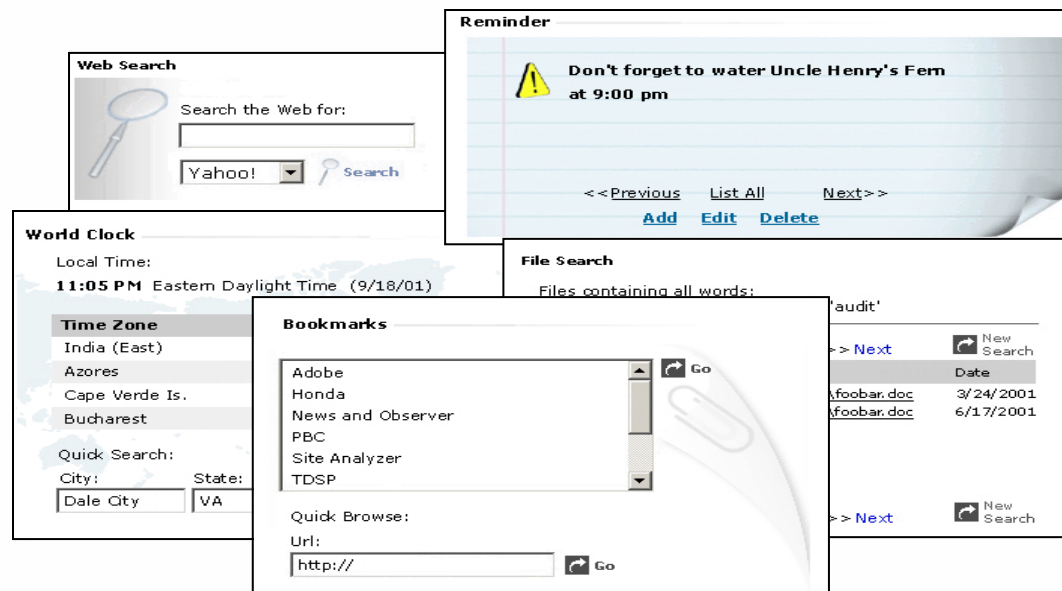
# Portal Framework

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- **Core of all offerings**
  - ▶ J2EE – standards based
- **Accelerate development**
  - ▶ Pre-built functionality - ‘portlet’ applications
  - ▶ Easily extended
- **Reduces time-to-market**
- **Promotes fast, iterative development**

# Portlets

- Packaged applications
  - ▶ Integrate existing infrastructure
- Online catalogue for download
  - ▶ Instant functionality



# Standards

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- Portlet API

- ▶ Standardization in JSR in the Java Community Process
- ▶ JSR co-lead by IBM and Sun
- ▶ IBM will provide the reference implementation
  - <http://jcp.org/jsr/detail/168.jsp>

- Portlet Web Services

- ▶ OASIS Web Services for Remote Portals (WSRP) Workgroup
- ▶ IBM leads workgroup and will provide reference implementation
  - [https://www.oasis-open.org/news/oasis\\_news\\_01\\_28\\_02.shtml](https://www.oasis-open.org/news/oasis_news_01_28_02.shtml)



# Content Access

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- **Expose content in portal**
  - ▶ Search, browse, act
- **Faster to find information/expertise**
  - ▶ Federated search
    - Look through multiple repositories simultaneously
  - ▶ Better quality of information
    - Less likely to overlook relevant data
- **Organise content**

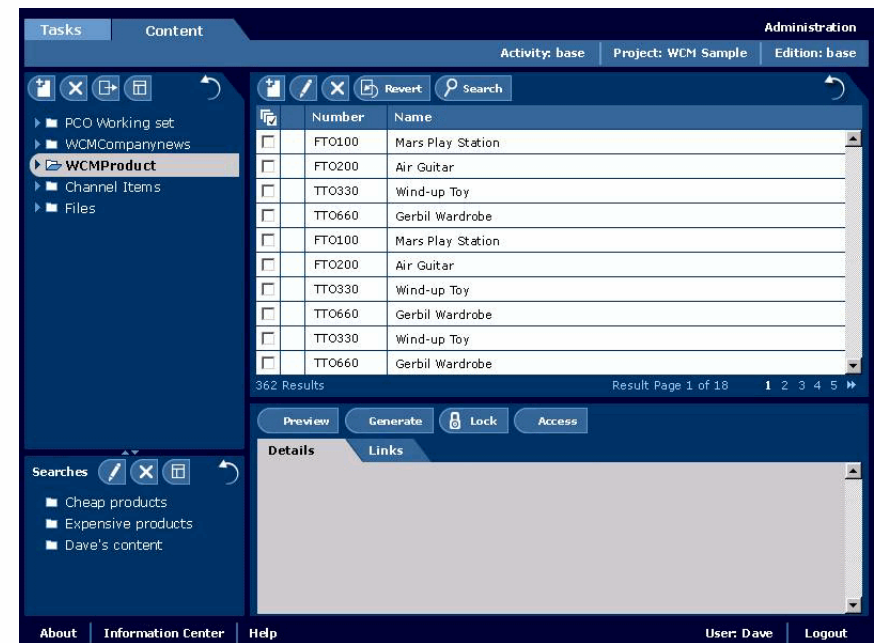
# Content Access Solutions

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- **Variety of approaches**
  - ▶ **Portal Search**
    - Text/HTML crawling and indexing
  - ▶ **Lotus Extended Search**
    - Leverage existing searches
  - ▶ **Lotus Discovery Server**
    - Taxonomy, expertise and search
  - ▶ **3<sup>rd</sup> party searches**
- **All with prewritten portlets**

# WebSphere Portal Content Publisher

- **Web Content Management solution**
  - ▶ **Simple UI**
  - ▶ **Authoring**
    - Templates
    - Preview
  - ▶ **Access control**
  - ▶ **Workflow**
    - Role based task management
  - ▶ **Versioning**
  - ▶ **Archiving**
  - ▶ **Publishing**
- **Or partner solutions**

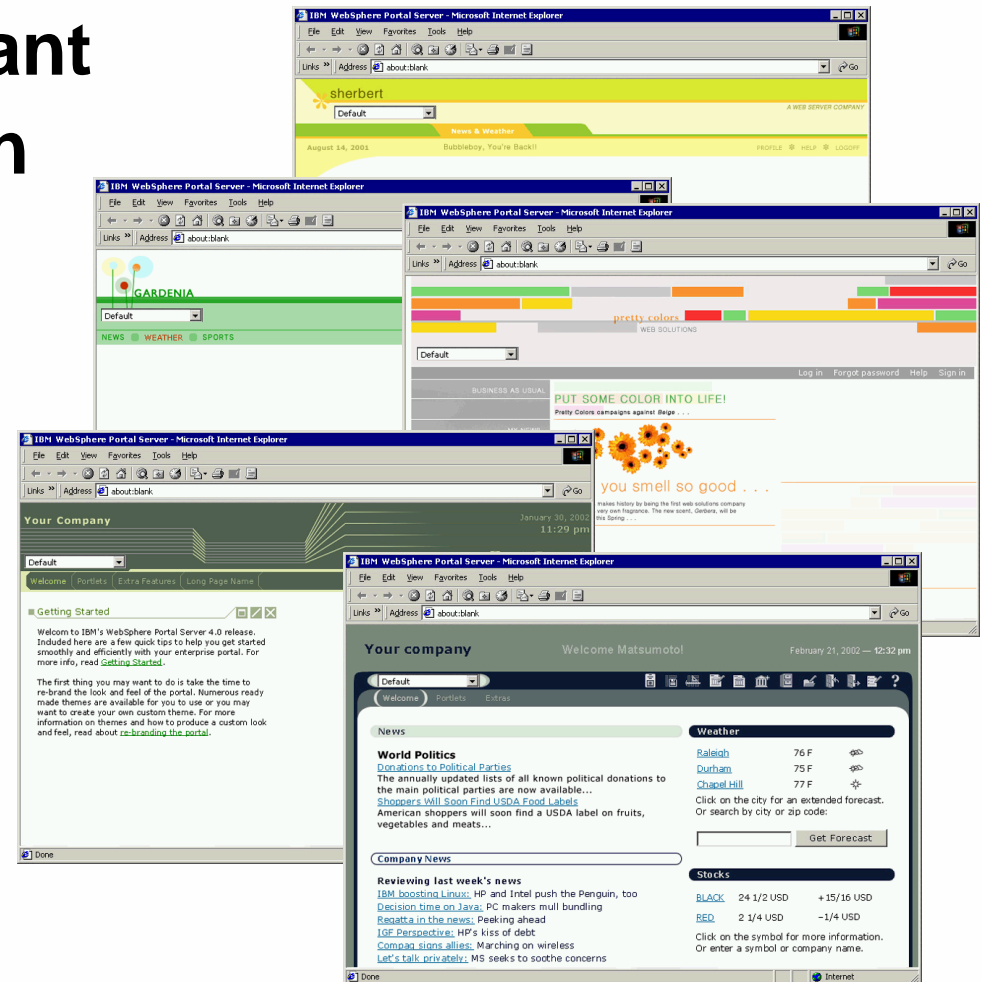


The screenshot displays the WebSphere Portal Content Publisher interface. The main window is titled "Content" and shows a list of content items. The interface includes a navigation pane on the left with folders like "PCO Working set", "WCMCompanynews", "WCMProduct", "Channel Items", and "Files". The main area contains a table with columns "Number" and "Name". Below the table are buttons for "Preview", "Generate", "Lock", and "Access". The bottom of the interface shows "About", "Information Center", "Help", "User: Dave", and "Logout".

Number	Name
FT0100	Mars Play Station
FT0200	Air Guitar
TT0330	Wind-up Toy
TT0660	Gerbil Wardrobe
FT0100	Mars Play Station
FT0200	Air Guitar
TT0330	Wind-up Toy
TT0660	Gerbil Wardrobe
TT0330	Wind-up Toy
TT0660	Gerbil Wardrobe

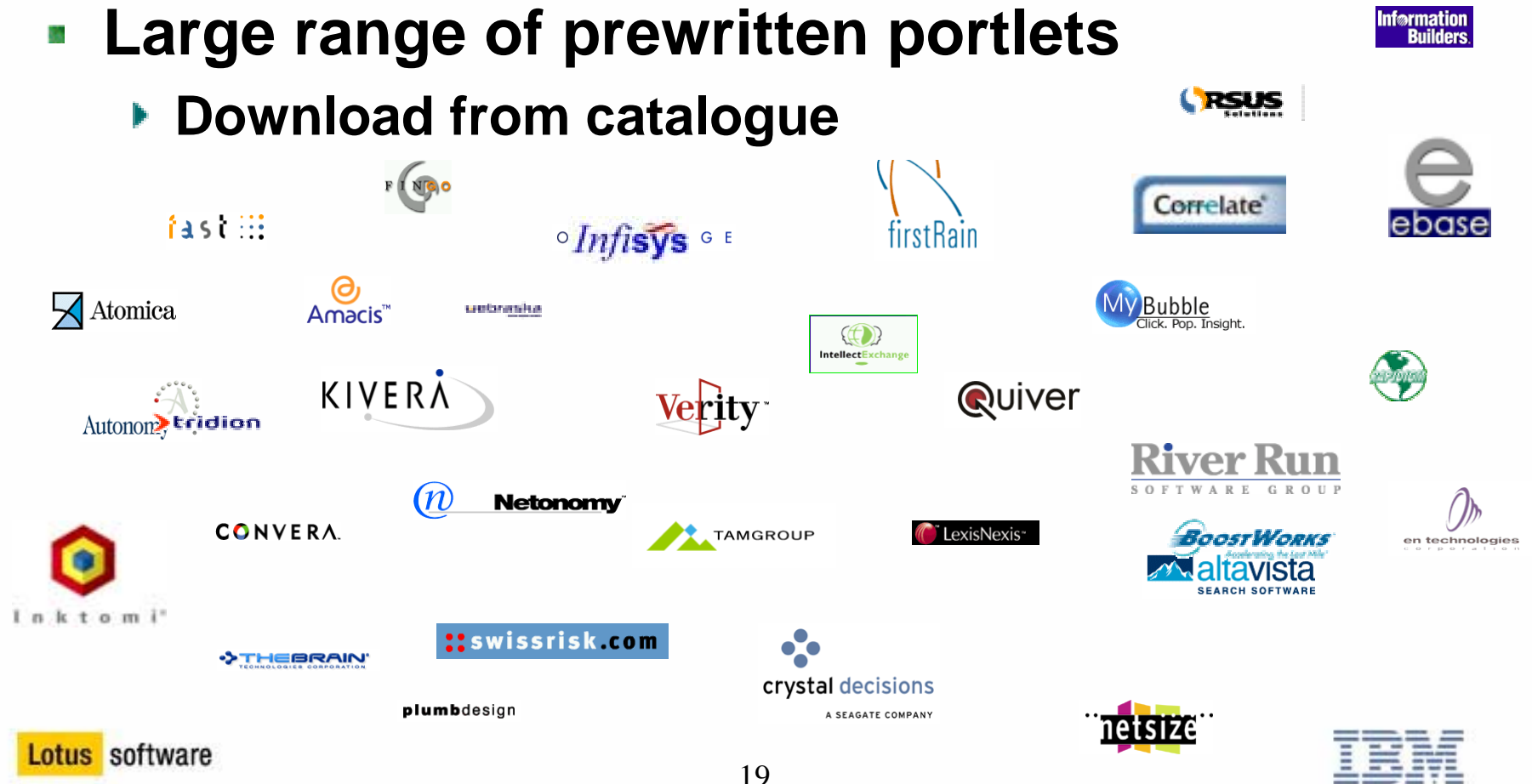
# Personalization

- Remove the clutter
- Highlight most relevant
- Simple customization
  - ▶ Layout
  - ▶ Branding
  - ▶ Pages
  - ▶ Navigation
- Advanced personalization
  - ▶ Targeted rules-based content
  - ▶ GUI based editing



# Application Access

- **Expose common functionality in portal**
  - ▶ Though the UI is important
  - ▶ The plumbing is critical too
- **Large range of prewritten portlets**
  - ▶ Download from catalogue



# Integrated Access

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- **Processes often span multiple systems**
  - ▶ Integrate in the UI
- **Portlet messaging**
  - ▶ Portlets programmed to interact
- **Click-2-Action**
  - ▶ Ad-hoc interaction by the user



# Click 2 Action

The screenshot displays a web application interface with several panels:

- Order Summary:** A table titled "Orders for March" with columns "Order ID" and "Customer ID". It lists orders 695011 through 695017, each with a corresponding customer ID (51122, 51121, 51123, 51127, 51126, 51125, 51124). A yellow highlight is on the "Order Details" link next to order 695017.
- Order Details:** A table with columns "Order ID", "Part Number", "Units", "Status", and "Tracking ID". It shows order 695017 with part number TR-21234, 5000 units, status ORDER\_SHIPPED, and tracking ID 213246.
- Tracking Details:** A table with columns "Tracking ID" and "Package Status". It shows tracking ID 213246 with package status TRANSIT. Below this, the text "Raleigh, NC" is visible.
- Accounts:** A table with columns "Order ID" and "Value". It shows order 695017 with a value of \$200,405.
- Customer Details:** A table with columns "Customer ID", "Name", "Address", and "Contact". It shows customer 51124, name Alex Bro, and contact alex\_brown@intellibro.com.

Two callout boxes provide instructions:

- 1 Click on an order ID & choose a destination:** An arrow points from this box to the "Order ID" column in the "Accounts" table.
- 2 Destination updates with order details:** An arrow points from this box to the "Tracking ID" column in the "Tracking Details" table.

# Contextual Collaboration

- Streamlined, intuitive collaboration
- Act on the data in context
  - ▶ Click on a name or data to chat/email...

MY NOTES E-MAIL

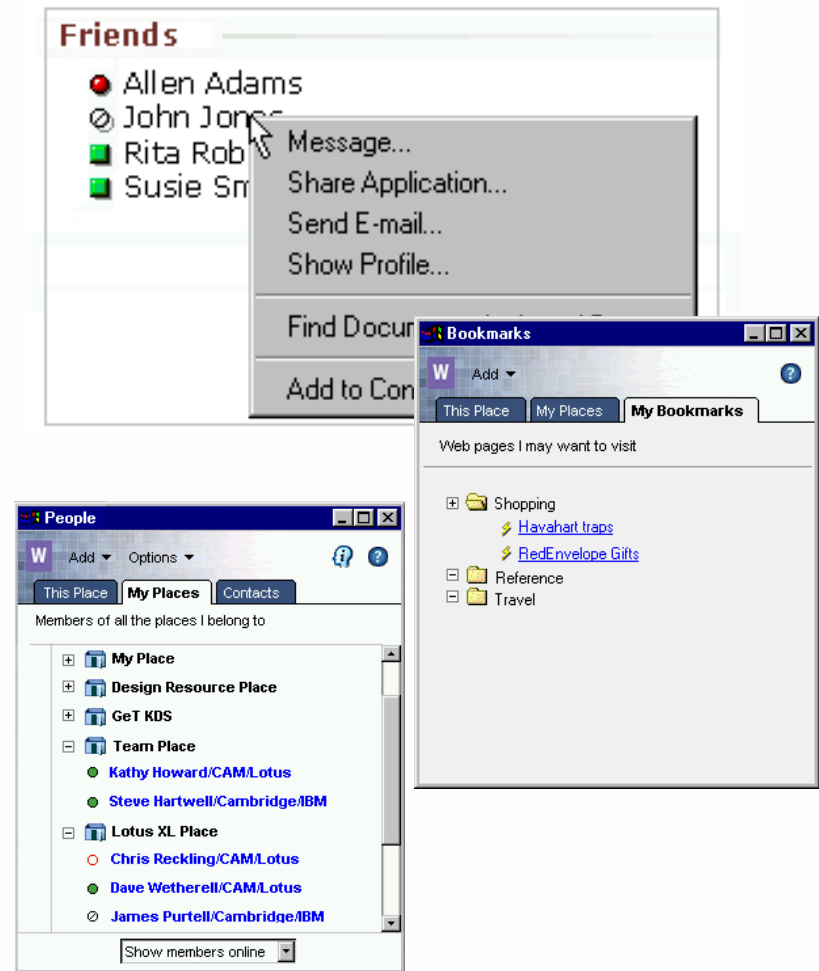
Subject	Who	Date	Size
<a href="#">IBM Service Request #07675096</a>	<a href="#">Ibm Nm</a>	12/05/2001	3,233
<a href="#">IBM Service Request #07773237</a>	<a href="#">Ibm Nm</a>	12/05/2001	3,229
<a href="#">PWC Briefing</a>	<a href="#">Susan Janiak</a>	12/05/2001	116,728
<a href="#">Re: REMINDER - KM S&amp;S TEAM MEETING TODAY 9:00-10:00</a>	<a href="#">Glen Kelley</a>	12/05/2001	10,757
<a href="#">SWG Portal Family Offerings: Updated Pipeline/Milestone Portal &amp; UEX worksheet</a>	<a href="#">Peter Miller</a>	12/05/2001	1,309,05
<a href="#">Using the Conference Call Number</a>	<a href="#">Sandra</a>	12/05/2001	1,410
<a href="#">REM Update Series - Dec. 14th</a>	<a href="#">Ferd</a>		4
<a href="#">L2K Pow Wow</a>	<a href="#">S</a>		47
<a href="#">Adv information</a>	<a href="#">Mar</a>		50
<a href="#">Daily Recovery Server</a>	<a href="#">L</a>		35
<a href="#">Re: no</a>	<a href="#">Jose Bravo</a>	12/05/2001	18,727

Context menus are open over the following elements:

- Over [Susan Janiak](#): Message..., Share Application..., Send E-mail..., Show Profile..., Find Documents Authored By..., Add to Contacts...
- Over [PWC Briefing](#): Open, Edit, Reply, Reply with History, Reply To All, Reply To All with History, Forward, Delete

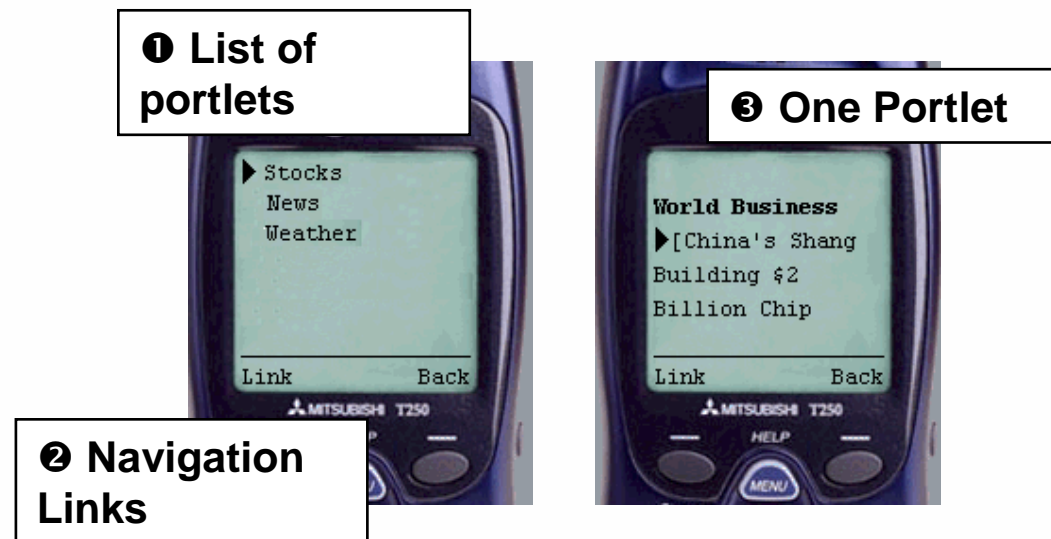
# Lotus Collaborative Services

- Messaging
- People Awareness
- Instant Messaging
- Collaborative Content
- Discovery Search
- QuickPlace



# Pervasive Access

- **Maybe not wanted today**
  - ▶ but ready when needed
- **Supported in framework**



# Platform

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- **Portals become key to business**
  - ▶ Plan for growth
- **Scalability**
- **High Availability**
- **By-products of the leading platform**
  - ▶ WebSphere Application Server
  - ▶ Runs Portal framework and interface
    - Designed to scale
    - Designed for availability
- **One infrastructure**
  - ▶ B2E, B2B, and B2C portals

# Administration

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- **Ongoing costs of maintenance**
  - ▶ **Updating content**
  - ▶ **Personalizing**
  - ▶ **Changing layout**
  - ▶ **Usage analysis**
- **Flexible administration**
  - ▶ **Portlets for tasks**
    - **Allows granular distributed administration**
    - **Delegation**
  - ▶ **Virtual portal support**



# WebSphere Portal Express

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- **Mid-market offering**
- **Full featured, low pricing**
- **Designed to meet needs as surveyed**
- **Same successful framework**
- **First of more mid-market offerings**



**New!**

# Offering Detail

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- Includes
  - ▶ Same framework
  - ▶ Customization, Rule-based personalization
  - ▶ Portlets
  - ▶ Portlet Toolkit
  - ▶ Directory support
    - MS Active Directory, IBM Directory Server, Domino
  - ▶ Application Server

# Portal Express Highlights

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- Installs on a single Windows 2000 server
  - ▶ Simplified install / maintenance
- Collaboration as option
- Protected investment
  - ▶ Portlets compatible
  - ▶ Upgrades available
- Uses existing database
  - ▶ DB2 or Oracle

# IBM WebSphere Portal Express...

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- **Intranet for Windows**
  - Per user pricing (approx A\$150), employees/contractors
- **Extranet for Windows**
  - Per processor, non-employees (~A\$60k)
- **Intranet Plus for Windows**
  - Per user pricing, employees/contractors (~A\$240)
  - Includes collaboration features
- **Extranet Plus for Windows**
  - Per processor, non-employees (~A\$98k)
  - Includes collaboration features

# Portal Express Summary

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- **Price**
  - ▶ Low "per-user" pricing
- **Cost of ownership**
  - ▶ Can run on just one server
- **Scalability / investment protection**
  - ▶ Supports progressively more users
  - ▶ Easy transition to enterprise versions
  - ▶ Same portlets
- **Value**
  - ▶ Designed for market with requested features
- **Ease of use**
  - ▶ Simple deployment
  - ▶ Simple Administration
- **Return on Investment**
  - ▶ Leverage existing software

# Conclusion

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- Portals have promise
  - ▶ Fast ROI
- WebSphere Portal Family
  - ▶ Framework gives clear benefit
  - ▶ Range of offerings
  - ▶ Industry leadership
- Integrated
  - ▶ Overall software platform & others
    - Contextual Collaboration