



IT REVOLVES AROUND **YOU**

# Lotus' collaboration strategy ...

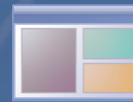
**Rich client**



**Browser**



**Portal**



**Mobile**



## Interaction and client services (online or offline)

**Lotus Domino**

Mail, calendaring and collaborative applications

**Lotus Sametime**

Unified communications and collaboration services

**Lotus Quickr**

Collaborative document management and team services

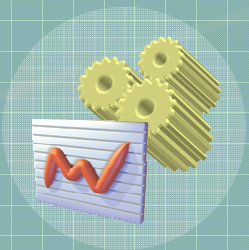
**Lotus Connections**

Social networking services

**WebSphere Portal**

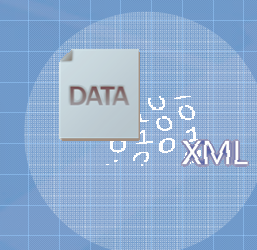
Composite application and integration services

## Composite application framework



**Business process**

**Information**



# The reality of today's business users



## 'Fighting Fires' and Maintenance Rule the Day

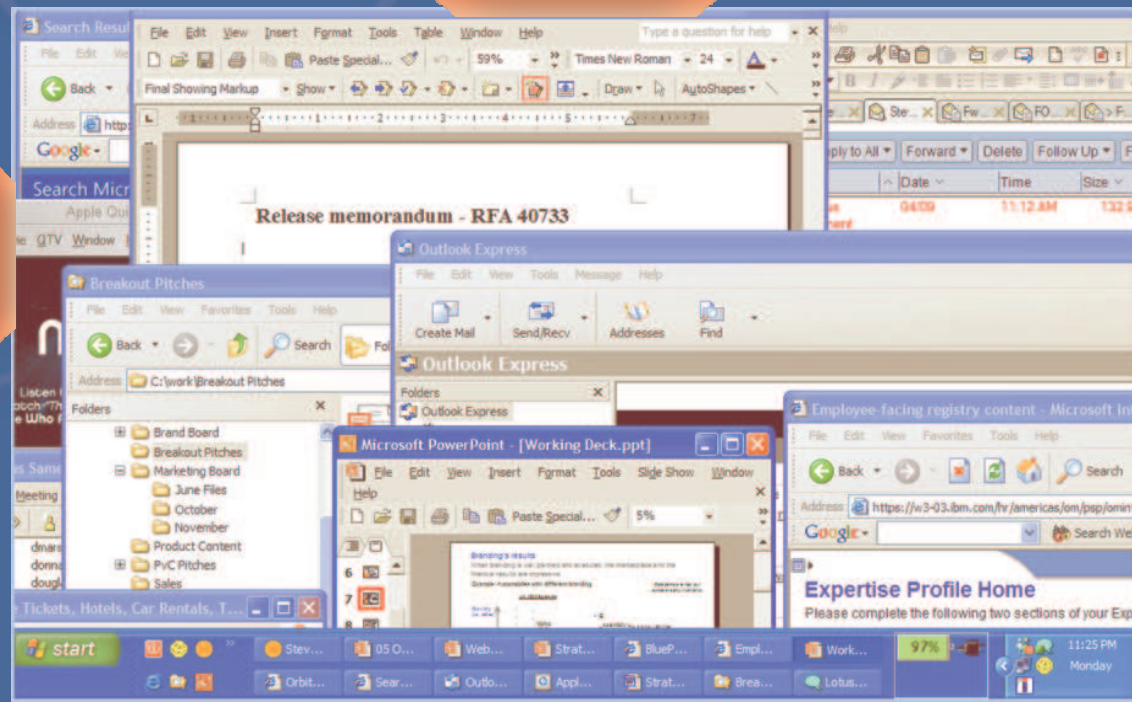
*"We are swamped with 'keeping the lights on' for all the new applications we've churned out the last 5 years."*

## Costs Kept Low By Minimizing New Business Functions

*"Truly innovative projects are too costly since they involve ERP, CRM, or legacy integration plus the new development."*

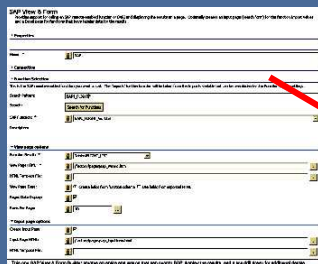
## 'Rapid Development' Leads to Future Headaches

*"Speed often equals 'one-off' siloed development that creates future maintenance costs and issues"*

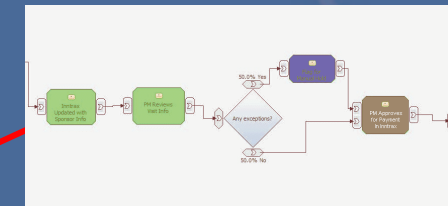
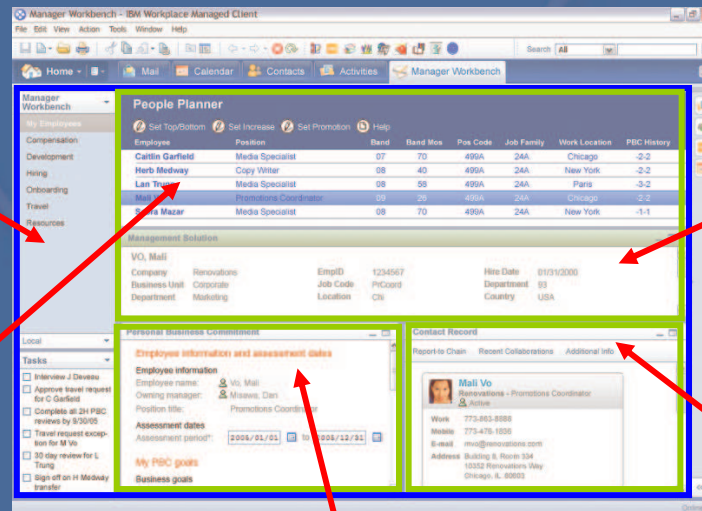


# Composite applications can be rapidly and effectively built leveraging the capabilities of the portal framework

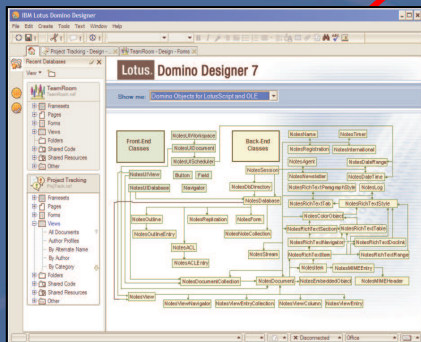
Services can be built with a variety of tools and developer skills.  
Services can be built independently from the assembly



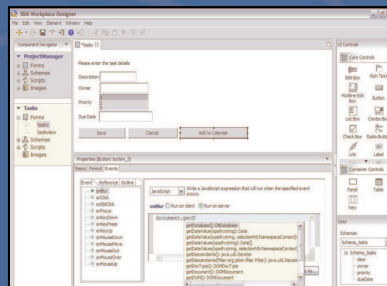
ERP or CRM integrated



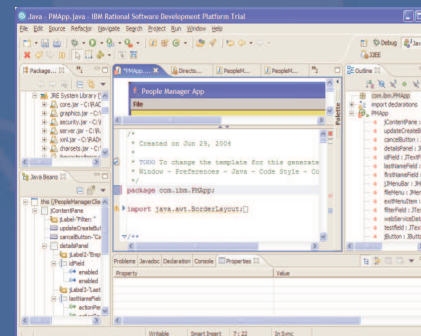
Workflow



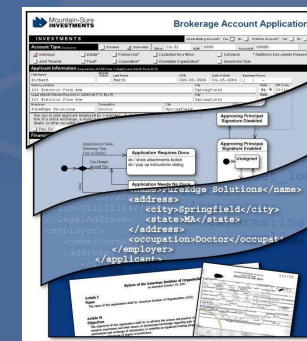
Notes applications



JAVA and .NET Application



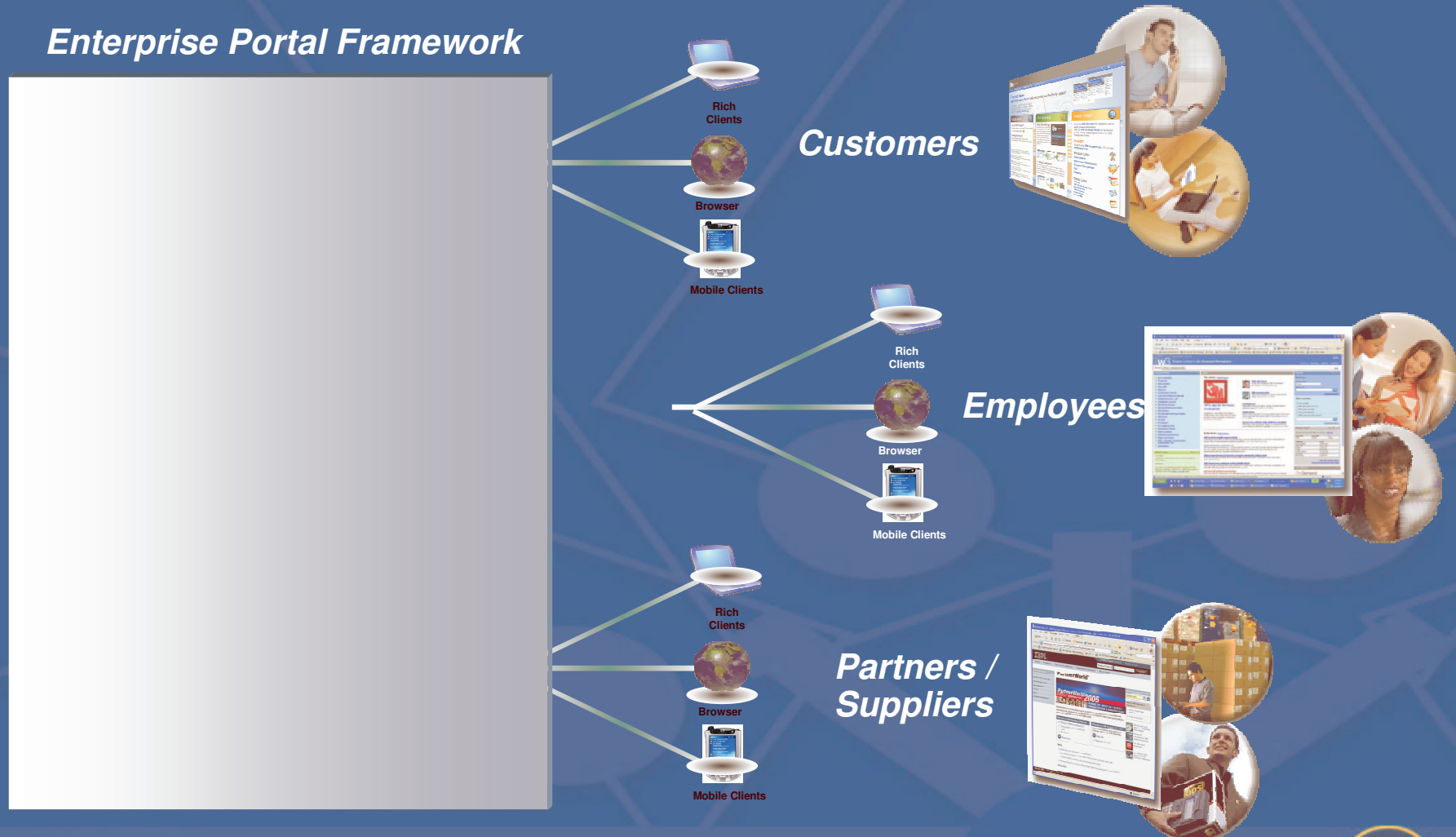
Other



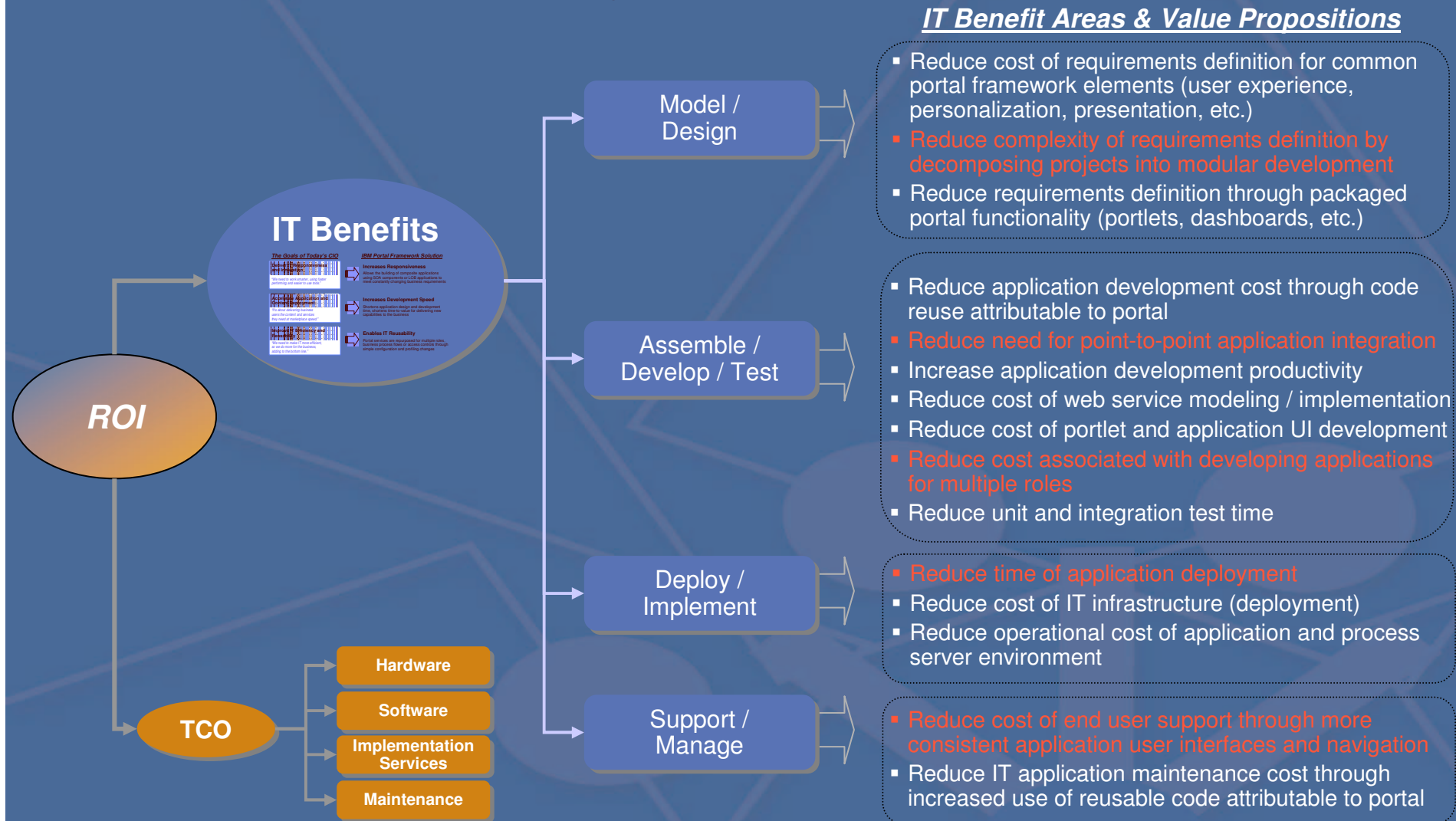
E-form

# The enterprise portal framework simplifies the delivery of the right services to the right audience via the optimal device

## Enterprise Portal Framework



# The benefits of leveraging IBM's Portal framework extend across the entire IT lifecycle



# IBM's portal framework provides a rich array of off-the-rack, configurable components to support a shift to an assemble-to-order IT delivery model

- Presentation & Navigation
- Administration
- **Virtual Portals**
- Mobile Device Access
- Multi-Platform Support
- **1000s of Pre-built Portlets for ISV Apps**
- Portlet Builders
- Workflow Builder
- **SSO Integration**
  - **Portlet-to-Portlet Communication**
- Pre-built Dashboards
- Web Content Mgmt
- **Document Mgmt**
- Personalization
- E-Forms
- Search
- Instant Messaging with VoIP
- **Presence Awareness**
- Web Conferencing
- E-Mail Integration
- **Teamrooms**



# The Evolution Continues

- So what's going on in the portal space now?
  - New market conditions
  - New customer requirements
  - New and innovative capabilities
- What does this mean to portals?
  - Connecting users to **Service Oriented Architectures**
  - **Composite Applications** for added business value
  - **Process Integration** for improved productivity





# Exposing Services to Users

- Bring services together based on the **task** at hand
- A big myth is that a “Service” (a unit of business activity) needs to be automated to be part of an SOA
  - In fact, most business services actually involve humans in their execution
  - And many business services are actually collaborations between a number of people
  - Humans use various IT services in the execution of tasks
- Portals expose services to users in meaningful ways
  - Compose services into tasks driven by users
  - Create sections of your portal targeted at specific tasks

# Portlet Factory: Shorten Design Through Pre-built Extensions

Pre-built Extensions enable companies to quickly create composite portlets and applications that leverage data and processes from multiple backend systems via SOA.

Lotus software

ORACLE



SIEBEL

ORACLE  
BASIS

WSRP

PeopleSoft

SAP



PeopleSoft EnterpriseOne

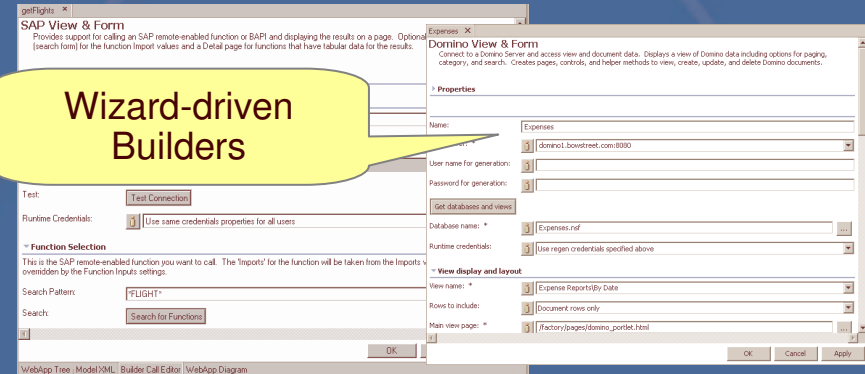
Excel

JAVASERVER PAGES™  
DYNAMICALLY GENERATED WEB CONTENT

axis

JDBC™ Data Access API

Wizard-driven Builders



```
* Generated Method [_pageDispatcher]
* Generated by builder call [bc21]
*/
public void _pageDispatcher(WebAppAccess webAppAccess)
{
    com.bowstreet.webapp.JSPSupport.dispatch(webAppAccess);
}

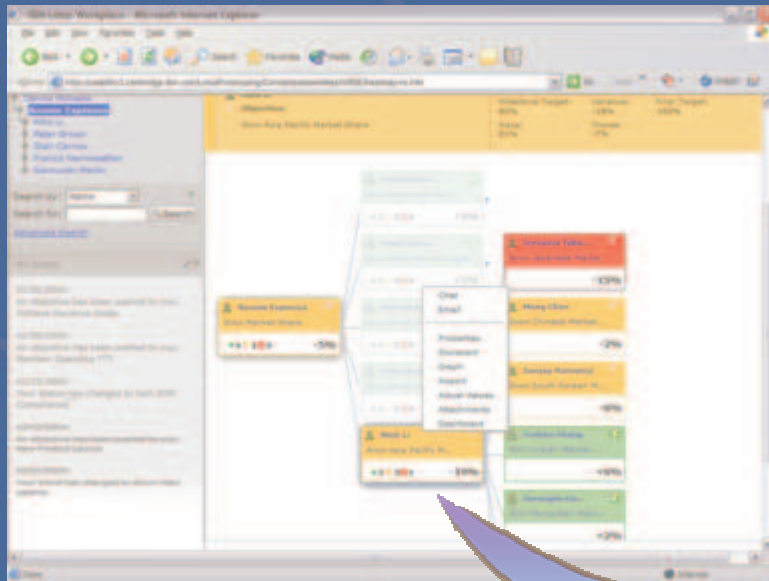
/**
 * Generated Method [getFlights_Pagein
 * Generated by builder
 */
public String getFlights
{
    PagingAssistant asst
    String img = button + "&#x2013;";
    if ((button.equals("First") || button.equals("Prev")) && !asst.hasPreviousPage())
        img = button + "Disabled";
    if ((button.equals("Next") || button.equals("Last")) && !asst.hasNextPage())
        img = button + "Disabled";
    return webAppAccess.getVariables().getXmlText("getFlights_PagingButtonImages", img);
}
```

...generate J2EE-compliant code automatically

Lotus software

Lotusphere 2007

# Link Real-time Key Performance Metrics to an Organization's Goals and Objectives



Status Map

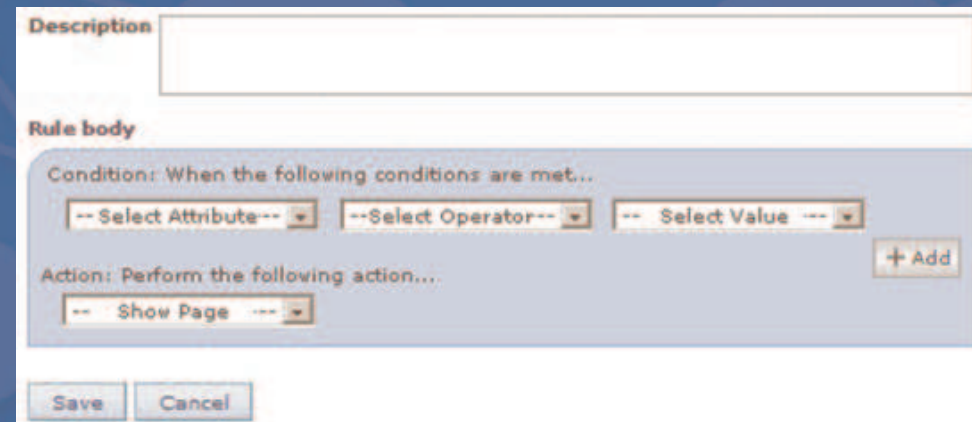
Drill down for additional insight and information about an objective



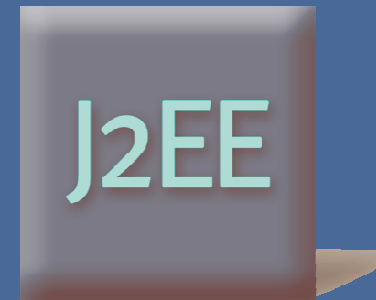
Dashboard Drill Down

# Advanced Personalization

- Administrators can apply “Personalization rules” to both portlets and portal pages
  - Use of Business logic to provide “dynamic” experience
    - Ex. Show HR Benefits Page during enrollment period
- Personalization rules dialog accessed in context
- Business Value
  - Further map the business requirements to the Portal
    - Ex. Marketing campaign



# Lotus Expeditor



# Expeditor: Composite application

The screenshot displays the Lotus Expeditor composite application interface. It features several overlapping windows:

- Agent Status - Ready:** A control panel with buttons for Break, Not Read, Online, Hold, Mute, Transf., Confer, Wrap up, Hang up, and Callback.
- Home Equity Loan:** A window showing details for a loan, including a description, benefits, and terms. It includes a "View List" button.
- Open Financial Client Platform:** A browser window displaying the "Open Financial Network" website. The page includes a navigation menu, a search bar, and a news article titled "IBM knows enterprise data management". The article text reads: "A report from consultancy Aite Group predicts that spending on enterprise data management (EDM) will grow to more than \$2 billion by 2009, a forecast that is likely to please IBM, which narrowly beat SunGard Data Management Systems (SDMS) in the EDM category, achieving 23.7 percent of the vote. Last year's leader, SDMS, came in at just over 1 percent behind IBM this year, with 22.5 percent of the vote, while Asset Control garnered 15.3 percent of the vote." The page also features a "Free Checking Accounts" section and a "DM award" badge.
- Customer Session:** A sidebar window for "Customer Session: Mike Blair" with a tree view containing options like Show Account Details, Account Maintenance (Host), Customer Relationship, Customer Profile, Contact History, Offers, Send Brochure, Transactions, Show Current Web Campaigns, Show Journal, and Close Customer Session.
- Employee News:** A sidebar window displaying various news items, such as "IBM knows enterprise data management", "Dow Jones Indexes selects IBM to power indexes and Dow Jones Industrial Average", and "Russell and IBM enter strategic relationship to provide next generation superannuation administration services".

3rd Party (People)

# Extensible clients, enabling innovation



- Extensible plug-in architecture
- Rich application ecosystem
- Server managed
- Advanced client services
- Offline support
- Multiplatform support

Rich clients



Lotus Sametime



Lotus Notes

3<sup>rd</sup> party applications

Run time platform



Lotus Expeditor

# Lotus Expeditor: Server managed client, Offline, cross platform, cross applications, cross IBM/ISV **EXTENSIBLE & OPEN**



**Desktop**



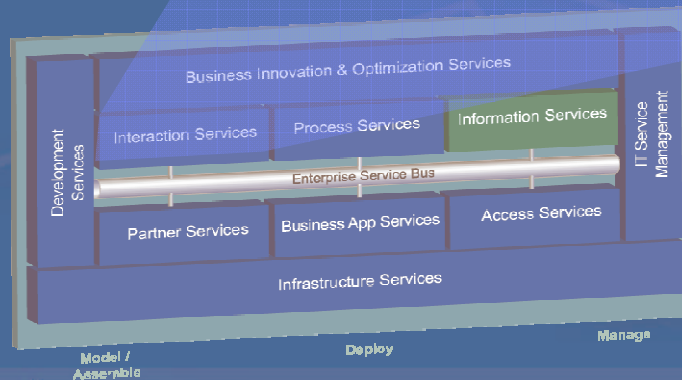
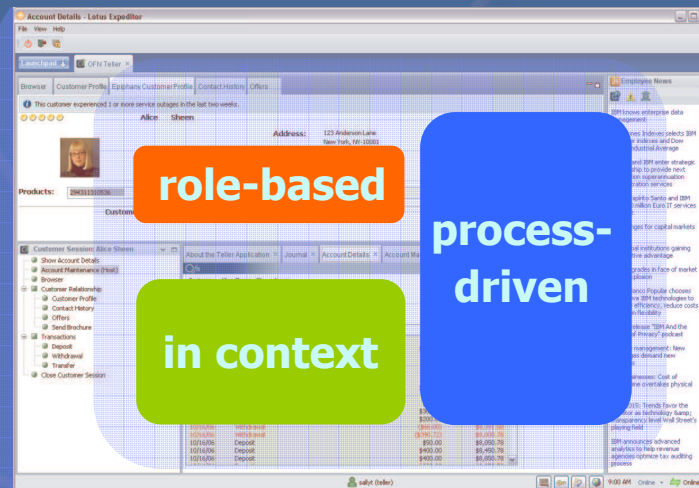
**Laptop**



**Kiosk**



**PDA/Smartphone**





# Mashups for business

- Build and deploy next-generation composite applications
- Leverage easy-to-use composite application templates
- Customize interfaces easily
- Get high value for low cost—quickly
- Take advantage of client and server frameworks

## Domino and WebSphere Portal

Composite application framework

External feeds and services

Business Partner / supplier information

Ad hoc fit for purpose applications

Business intelligence

Long-lived corporate IT applications



# Demand for Portal solutions

- Portal products must step up to an expanded role in the enterprise of today
  - Meet the demands of emerging SOA
  - Support the evolution of composite applications
  - Integrate with business process and workflow
  - Extend the reach of Portal Clients

