



#### Lakshmi Priya Create Multi-Channel Digital Experiences with IBM Rational Application Developer, IBM WebSphere Portal & IBM Worklight



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Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.



## Agenda

#### What our customers are telling us?

- What's new?
- Multi-channel Web Experience: RAD, Worklight and Portal
- Important Enablers
- Best Practices
- Summary



# Royal Bank of Canada transformed their online experience and self-service capabilities to increase customer satisfaction



- New online channel experience that deepens client relationships
- Leverage the online channel to grow product revenue, improve self- service, and reduce cost of fulfillment
- Flexibility to quickly deploy new business functions and services
- Integrate and leverage the existing RBC back-end online infrastructure

- Advanced from 5th to 1st in online banking satisfaction rankings
- Increased online self service transactions by
- Awarded 2011 Best Consumer Internet Bank in Canada - Global Finance Magazine



## **CEMEX's Shift: Innovation through Collaboration**



• Changed the corporate culture

#### Deploy 1/3 faster

Launching new ready mix
 product GLOBALLY in under
 4 months to dominate the
 market

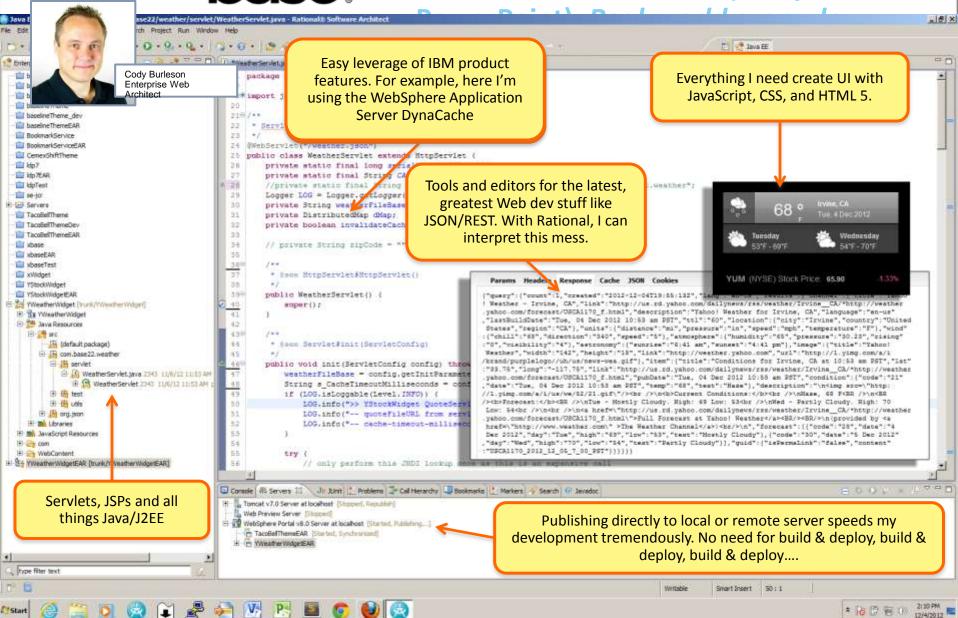
"For the first time in our history, we are creating products designed to be successful in other marketplaces. This innovation is a direct result of collaboration enabled by the IBM solution."

— Gilberto Garcia, innovation director, CEMEX

IBM Technical Summit



#### Why I Love Rational? EVERY SINGLE THING I need in one IDE (except for



## Agenda

What our customers are telling us?

#### What's new?

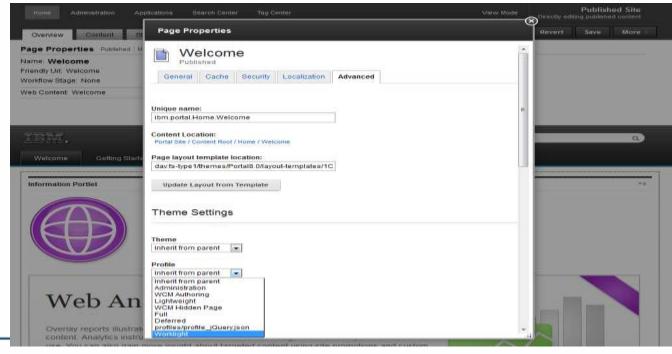
- Multi-channel Web Experience: RAD, Worklight and Portal
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#### What's new in WebSphere Portal 8.0

#### Theme Optimization framework

- Optimized theme presents a modularized framework for greater control of web site design, staging and production. Theme optimization allows the theme to be highly adaptive to the content you are displaying on certain pages.
- On pages where only simple content is displayed you can define a lightweight profile. A lightweight profile causes the system to download few static resources such as JavaScript and CSS files.
- On pages where more advanced scenarios are required you can choose to switch to a more powerful profile that causes more resources to download than on the other pages.
- Only the capabilities you need on certain pages, but all other pages do not pay the penalty. As a result the overall system
  performance increases significantly.

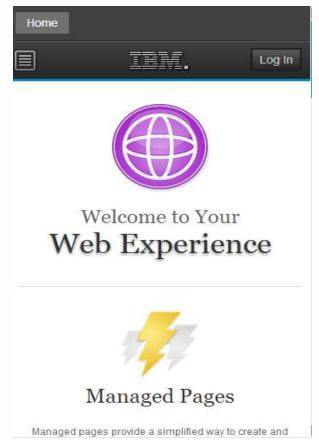






#### What's new in WebSphere Portal 8.0

- **IBM Installation Manager support:** WebSphere Portal V8.0 and Web Content Manager are installed using new IBM Installation Manager, providing a faster, streamlined install, uninstall, modify and update process.
- Responsive Web Design based theme (introduced in WP 8.0.0.1)







## Rational Application Developer Portal Toolkit XwebX development got simpler

#### Improved developer productivity and capabilities:

- Single Click Web 2.0 Features → enabling AJAX proxy, JAX-RS, Dojo, jQuery etc.. for exceptional user interfaces
- Rich Page Editor → massively improved developer and design time tools, including WYSIWYG dojo, html5, css3 and JS mobile designing reducing time to develop
- Multi-Channel development:
  - Mobile Browser Simulator → fast and easy to preview and test multi-channel applications
  - Improved Smartphone and Tablet Support → reducing developer and test time
  - Mobile Dojo, jQuery support → providing an exceptional user interface
  - based on the Composite Capabilities/Preference Profiles (CC/PP) profile and device classes that ensures standardized and uniform development experience



## jQuery Tools

- Client side best practices incorporated
- Auto-generated code to get one started with jQuery
- Content assist in portlet JSP
- Drag and drop of jQuery mobile widgets from palette
- Visualization of jQuery mobile widgets in Rich Page Editor
- jQuery mobile page generation using Mobile Navigation View
- Properties view to help setting jQuery widget properties

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#### jQuery Widget Visualization in Rich Page Editor

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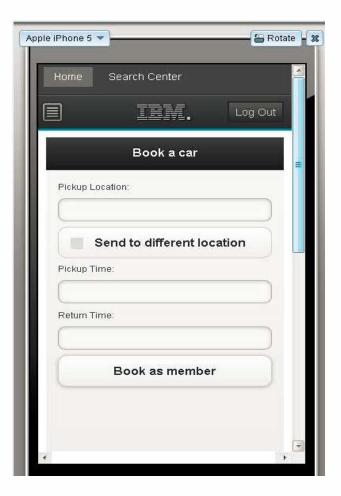


### Palette, Outline and Properties view

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## jQuery Mobile Widgets on a device browser





IBM Technical Summit

#### jQuery mobile page creation - using UI patterns

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#### jQuery mobile pattern - visualized in RPE

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#### jQuery theme profile creation option

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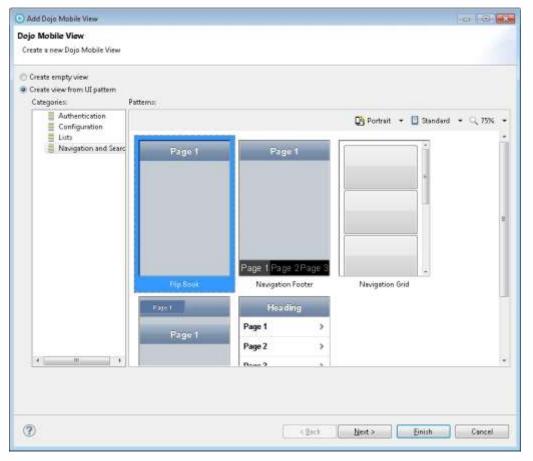
#### Dojo configuration settings can be provided at project creation time

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### Wizard to create and configure new dojo mobile views for portlets

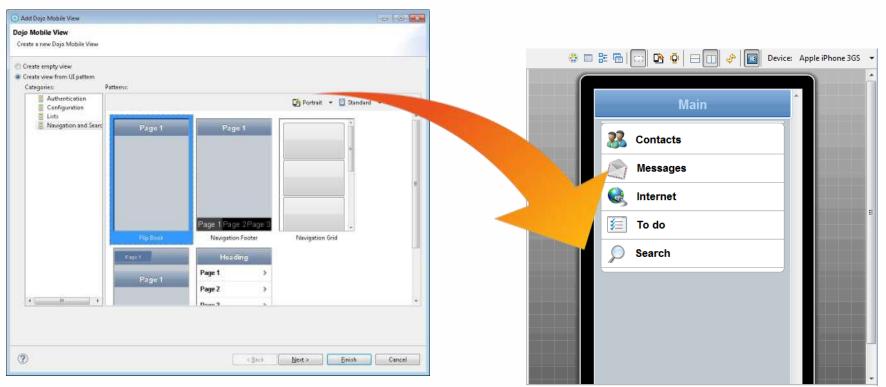
- Views are default containers for any mobile UI.
- Wizards offer an easy out of the box way to insert and configure views





## Wizard to create and configure new dojo mobile views for portlets...

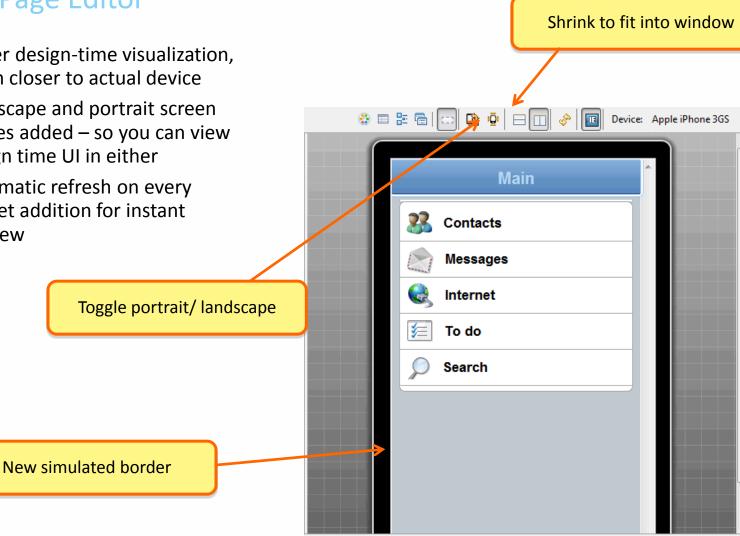
- Easy way to specify the UI control that results in visualization of this view
- Allows for inclusion of default view header
- Convenient way to add a back button that transitions back to base view





#### **Rich Page Editor**

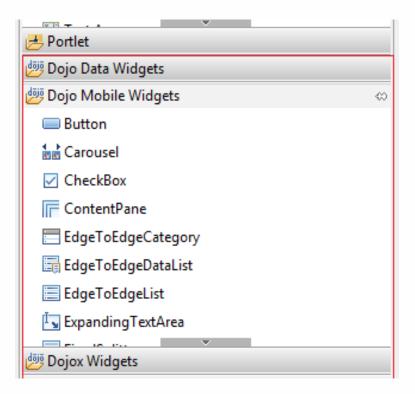
- Better design-time visualization, • much closer to actual device
- Landscape and portrait screen • modes added – so you can view design time UI in either
- Automatic refresh on every • widget addition for instant preview





#### Relevant palette drawers only for mobile portlet views

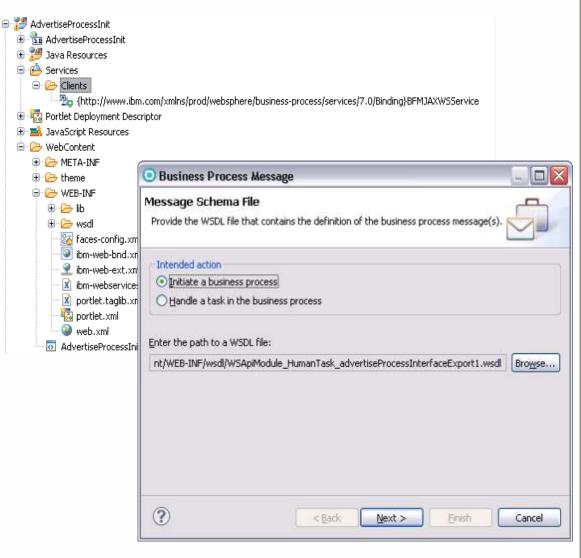
- Mobile views should preferably only have mobile widgets to gain from dojo mobile advantages
- So we show only mobile widgets in palette for inclusion in mobile portlet JSPs





## **Business Process Portlet using JAX-WS**

- EJB APIs used for communicating with WebSphere Process server deprecated
- With WebSphere Portal v8.0, JAX WS is the supported technology for communication with
   WebSphere Process server
- Process Initiation and Task processing portlets use web services exposed by WebSphere Process server
- Business Process portlet projects
   created using wizard generate
   proxy classes for the Web service.
- "Business process message' palette option auto generates the code for business process operations
- Business Process UI generation with simple drag and drop option from page data view





### Business Process UI auto-generation using page data view

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## Maven Support for portlet projects

- Maven Benefits:
  - Easier build process
  - Uniform build system
  - Can provide project info

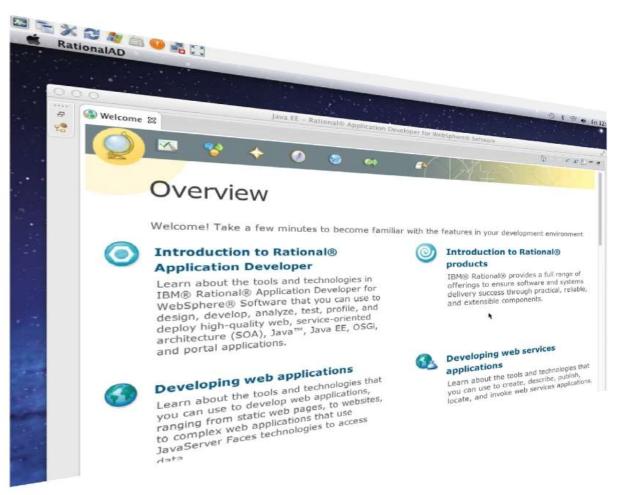
#### • Features:

- IBM archetype for portlet project based on Maven
- IBM deployment plugin for WebSphere Portal based on Maven
- Capabilities to mavenize existing portlet project
- Tools to integrate public API jars with pom.xml

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#### Support for Apple Mac





## Agenda

- What our customers are telling us?
- What's new?

Multi-channel Web Experience : RAD, Worklight and Portal

- Important Enablers
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The Industry's Most Comprehensive Mobile Portfolio

# IBM MobileFirst



1 The Broadest Portfolio of Mobile Solutions

The Deepest Set of Services Expertise New Industry Partnerships and Resources for Developers

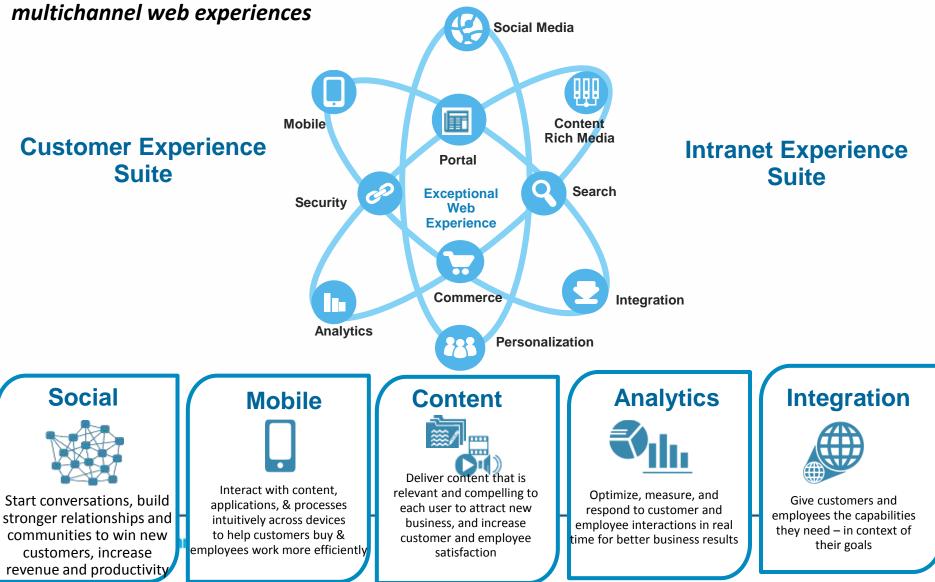
3





### **IBM's Vision for Exceptional Web Experiences**

Bringing together the essential capabilities to create, manage, and deliver powerful



#### Optimize

(††††

# Delivering Web experiences for the device requesting it

#### **Business Benefits**

- Reach as many customers as possible
- Consistent messaging and branding across channels and form factors
- Provide right experience for the right device
- Faster time to market
- Write once and deliver to many strategy can save time and money
- Maintenance and updates can quickly be pushed to all channels

#### Capabilities

- Out of the box Web Experience themes built using responsive design techniques that are:
- Extensible
- Built on open web technologies (HTML5, CSS3, Java Script)
- Sites created are multichannel ready (desktop, smart phone, tablet)
- Extend web experience to use on device (camera, secure off-line storage, accelerometer, maps) features
- Device classification capabilities help deliver the right CSS for the appropriate device



#### Web Sites

Integrated content/applications into a unified web experiences optimized for desktop browsers



#### Mobile Web

Optimized for mobile browsers (phones, tablets) using themes and responsive web design techniques



#### **Hybrid Mobile**

Extending web experiences to include ondevice capabilities and app stores with entitled IBM Worklight capabilities



#### IBM Worklight – shell share installation with RAD

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## IBM Worklight – shell share installation with RAD

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# Rapid multi-platform development using a single shared codebase

From the complexity of many...

- Multiple sets of tools & frameworks
- Four codebases to develop and maintain



To the simplicity of one

- One development environment
- One codebase to develop and maintain





## IBM Worklight app fetching content from IBM WebSphere Portal

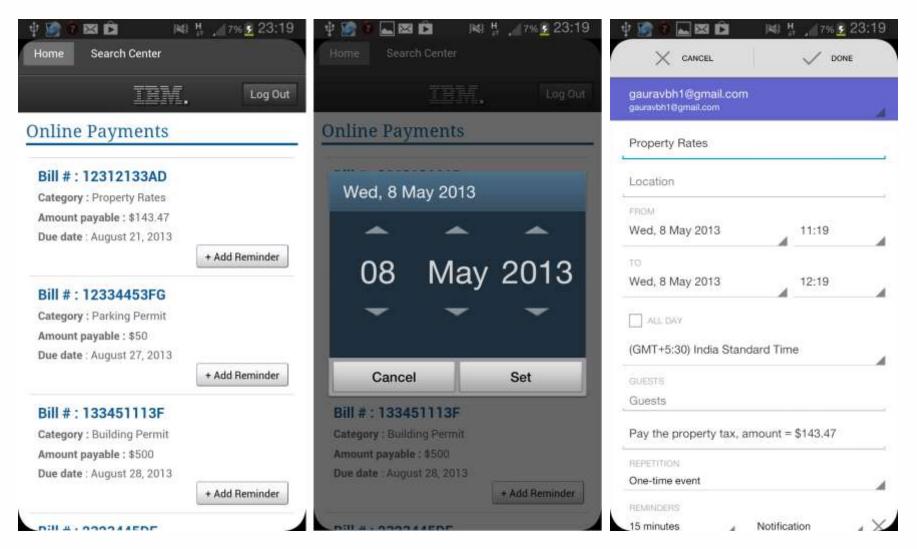
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IBM Technical Summit



## IBM Worklight app fetching content from IBM WebSphere Portal and invoking native functionality from Worklight shell

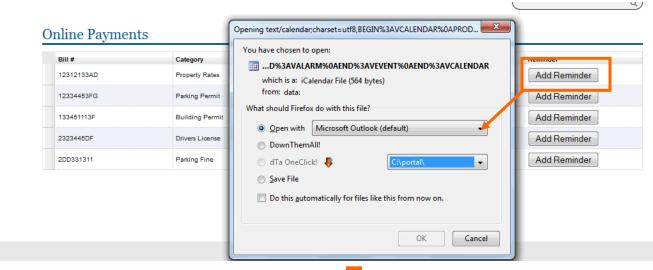






#### Multi-channel portlet application

- Desktop view of the same application serves different UI.
- Clicking on Add Reminder button invokes the desktop calendar app.



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## Agenda

- What our customers are telling us?
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- Action: RAD, Worklight and Portal
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## Open Source JSF 2.0 component libraries samples published

- Widely popular UI libraries are tested\*
  - PrimeFaces
  - ICEFaces
  - RichFaces
  - Trinidad
- See product wiki articles on implementation <u>http://ibm.co/VzVgQ2</u>

\*These are provided AS-IS by IBM







## JEE UI Frameworks samples published

#### Whitepapers available for:

- Struts
- Spring
- See wiki for details: *http://ibm.co/VzVgQ2*

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\* These are provided AS-IS by IBM





#### **Custom WCM portlet**

- Detail article and sample is created
- See wiki for details: • http://ibm.co/VzVgQ2

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## RAD Portal Tools resources on the web, including the following knowledge series:

- Creating a multichannel portlet application accessing data from IBM Connections, MS SharePoint, and IBM DB2, a 5 part series http://ibm.co/AtzSfj
- A collection of articles detailing latest features of RAD Portal Tools (v8.5.1) http://ibm.co/VVTnLW
- RAD Portal Tools product wiki for latest articles, tips & suggestions, and samples http://ibm.co/VzVqQ2
- **Developing Exceptional Multi-**Channel Web Experiences redwiki http://bit.ly/multichannelwiki

diverbeatWorks >Technics topics > Rational > Technical library > Rational Application Developer Portal Tools Rational Application Developer Portial Tabling development team, IBM Summary: This series is authored by Rational Application Developer Portal Tooling development to am, and is intended to be one-stop resource to master the new capabilities in portal boling component that's released in IBM Rational Application Developer Version 8.5. for IBM WebSphare Portal v8.0.

Date: 20 Nov 2012 PDF: A4 and Letter (112 KB | 4 pages) 🕞 Get Adobe® Reader®

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#### Table of contents Summary Summary Trisseries is written by the IBMB Rational® Application Developer Portal Tools development team. It is a one-stop resource Download the articles and their where you can master the new portal and portlet tools released in Rational Application Developer Version 8.5, for IBM® related files WetSphereb Portal Version 8.0. This is a tutorial approach, so it's easy to understand and includes sample code and snippets. Resources You will learn through using all of these approaches. Java Enterprise Edition (JEE) technologies, such as JavaServer Faces (JSF) 2.0 and Java Persistence API (JPA) 2.0, to About the author develop portlet applications Comments Web 20 technologies such as the Dojo toolkit to develop multichannel web applications Java API for XINL Web Services (JAX-WS) to create business process portlets Combining the power of JSF 2.0 and JSR 286 (Portiet 2 specifications) for developing portlet applications Next steps from IBM Download the articles and their related files \* Back to top <u>Consuming JPA 2.0 in a JSF 2.0 portiet application</u> 1 NB compressed file Consumption of USE 2.0 in a USR 285 portlet application using Rational Application Developer 8.5 Portal Toolkit Try: Rational Application Developer for WebSphere Software Steating of tweinness process portiets with JAX-VIS using Rational Application Developer Portal Toolkit 8.5.1 Buy Rational Application Developer for WebSphere String the power of JSF2 0 and JSR 286 Instancion on WebSphere Portal using Rational Application Developer v8.5 hortal look. Software

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-\* Overview



#### IBM Technical Summit 🔰 Stay ahead

## Agenda

- What our customers are telling us?
- What's new?
- Action: RAD, Worklight and Portal
- Important Enablers
- Best Practices
- Summary



#### **Best Practices**

- JSF Portlet application development http://ibm.co/UN88m1
- Portlet application development using JPA <u>http://ibm.co/Z37UVW</u>
- Portlet application development using Dojo <u>http://ibm.co/Z3893v</u>
- WSRP and JSR 286 development <u>http://ibm.co/WqPYmB</u>
- WebSphere Portal Application Development Best Practicies using Rational Application Developer http://ibm.co/Zkqyxx



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## **Summary**

IBM provides an extensive set of tools for creating exceptional multi-channel web experiences:

Strong for developing multi-channel web experiences

Continued investment to help improve developer productivity and support of latest development standards including HTML5 and CSS3

Many new features to help improve creating of exceptional Web Experiences e.g. jQuery tools, Worklight integration

#### **Additional Info:**

RAD Community: http://ibm.co/kpirj6





# QUESTIONS

IBM Technical Summit



## Thank You



## For More Information

## IBM Customer and Employee Experience Suite, WebSphere Portal and Web Content Manager Software and Solutions

http://www-01.ibm.com/software/info/customerexperience/

http://www-01.ibm.com/software/collaboration/products/employeeexperience/

#### WebSphere Portal and IBM Web Content Manager Information Center

http://www.ibm.com/developerworks/websphere/zones/portal/proddoc.html

#### WebSphere Portal and Web Content Manager Version 8 Reviewer's Guide

ftp://ftp.software.ibm.com/common/ssi/ecm/en/lob14007usen/LOB14007USEN.PDF

#### **IBM Web Experience Fast Track Offerings**

http://www-01.ibm.com/software/genservers/portal/fasttrack/

#### WebSphere Portal and Web Content Manager Business Solutions Catalog

https://greenhouse.lotus.com/catalog/



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