



IBM Lotusphere Comes to You 2009



Building Customer-facing Web Sites with IBM® WebSphere Portal® and Lotus Web Content Management® (LWCM)

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Agenda



- Differences between Internal and External sites
- Best practices for leveraging WebSphere Portal
- Content-centric site design
- Web 2.0
- UI frameworks
- Self service and personalization
- Search
- Site analytics
- Mobile device support

Notice



Some of the material in this presentation is directional in nature and does not imply any product plan commitment on the part of IBM.

Some of the ideas presented here may be delivered in future version of WebSphere Portal, but some will not.

A typical internal site



Site level navigation

General and personalized content

Log in and self care

Search

External content integration

Common links

The screenshot shows the IBM's On Demand Workplace (w3) internal site. The header includes the IBM logo, a 'Sign in' link, and navigation links for 'w3 Home', 'BluePages', 'HelpNow', and 'Feedback'. Below the header are tabs for 'Home', 'Work', and 'Career and life'. The main content area is divided into several sections: 'Sign In' with a login form, 'News' with 'Top stories' and 'Smart people' articles, 'Academy of Technology' news, and a 'Receive personalized content' banner. A 'Search' sidebar on the right offers search options and a 'Market Report' section at the bottom right. Callouts highlight various site features: 'Site level navigation' points to the top navigation; 'General and personalized content' points to the news and personalized content sections; 'Log in and self care' points to the sign-in form; 'Search' points to the search sidebar; 'External content integration' points to the market report; and 'Common links' points to the 'Add link' button in the essential links section.

Sign in

w3 IBM's On Demand Workplace

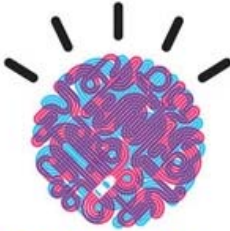
Home Work Career and life

Sign In

Internet e-mail ID:
(e.g., joe@us.ibm.com)
Password:
[Forgot your password?](#)

News

Top stories [Past 7 days >](#)


Smart people
Meet four IBMers making traffic smarter. [Profiled for all IBM]

Academy of Technology
The Academy inducts 35 new members and begins a transformation. [Profiled for all IBM]

Receive personalized content
Receive content for your business unit, location, and employee type by simply [Signing in](#) to the ODW. Once you are signed in, you can update your [w3 profile](#) to receive even more personalized content for your job role, industries, and areas of interest.

In the news [Past 7 days >](#)

Big Blue's Big Plan
As companies around the globe try to get ahead of the economic maelstrom by

Search

BluePages

Search type
Name

Search for

[Advanced search](#)

IBM searches

- Web pages (w3 and ibm)
- Forums, blogs and wikis
- News articles
- Knowledge assets
- Tagged pages
- IBM Learning (site search)
- IBM World Wide Q&A
- Client Value Source

[Advanced search](#)

Market Report

Quoted at 10:54 AM EST on ...
[Refresh](#)

Symbol	Current	+/-
IBM	78.77	-2.83

Indices

Index	Last
AMEX	1,277.66
DOWJONES	8,421.08
FTSE	4,099.19
HANG SENG	14,108.84
NIKKEI	8,397.22
S&P 500	846.90
NASDAQ	1,451.35
NKCE	5,822.92

IE

A typical external site



Search

The screenshot shows the IBM Lotusphere website interface. At the top, there is a navigation bar with the IBM logo on the left, a location selector for "United States [change]", and a search bar on the right. Below the navigation bar is a main menu with categories: Home, Solutions, Services, Products, Support & downloads, and My IBM. The "My IBM" menu is expanded, showing options like My accounts, My profile, My interests, My community spaces, My support, My customer support, Subscriptions, and More. A callout points to this menu with the text "Site level navigation".

The main content area features a large banner for "Vehicles keep getting smarter" with the subtext "So why are the roadways such a pain?" and a link "Exit ahead for smart traffic". A callout points to the banner with the text "External content integration". Below the banner are several smaller content blocks, including "Strategies for success in changing times" and "IBM BladeCenter takes a top position in the NFL". A callout points to these blocks with the text "Lots of graphics and Flash".

At the bottom, there is a footer with navigation links: About IBM, Privacy, Contact, Terms of use, Accessibility, and IBM Feeds. A callout points to this footer with the text "General and personalized content".

Site level navigation

Log in and self care

External content integration

Lots of graphics and Flash.

General and personalized content

Key differentiator - Competition



✓ *Intranet* sites have captive audiences

→ Information is more important than presentation

✓ *Internet* sites need to attract an audience, and keep them

→ Presentation is as important as the information

✓ *Beyond that, not much is different*

→ Certain features become more important, though

Best practices for leveraging WebSphere Portal

- **Leverage WebSphere Portal Server as a “Platform”**
 - Consider pilot applications rather than going big bang implementation; as good portal implementation can last up to one year with custom applications
 - Find a solution that is available “**out of the box**” and “**easily customizable**” rather than building your own
- **Look out for the standards**
- **IBM is listening to what the customers are saying**
 - Many custom developed solutions for older version of WebSphere Portal Server are now provided as a part of Portal Server
 - Collaborate with IBM to make the products **RICH** and your investment future proof

Using WebSphere Portal for external sites

- **Challenge:** how to make a portal-based Internet site not look like a portal
 - Compelling design and integration of “flashy” graphic elements
 - High-fidelity controls and interaction (Web 2.0)
 - Drop the grid-based layout pattern
- **Leverage portal features** to improve competitiveness
 - Content oriented - content authors control site navigation and composition
 - Site analytics – how effective is the site?
 - Search – extend the reach of the site's effectiveness
 - Self service - end user targeted content and capability

How customers are using IBM WCM today



Types Of Websites

Internet

- Corporate Information
- eCommerce
- Customer Self Service

Intranet

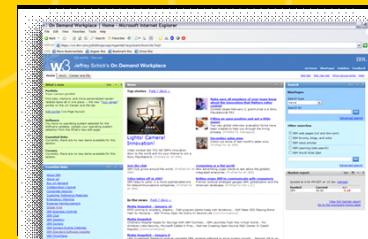
- Employee HR Portal
- LOB/Departmental Team Website
- Employee Directory
- WIKIs/ Blogs

Extranet

- Crossorganization S&M Collaboration
- Partner Self Service

...and also

- Composite applications
- Information workspaces
- Collaborative document management
- ECM platform integration
- Social networks



Delivering the Content with IBM WCM

- Out-of-the-box portlets for administrators and business users
- Content is separated from presentation so that the same content can be displayed in different formats in many places on the portal
- Integration with the portal's user management creates a consistent approach for access control to pages, portlets and content items
- Portal search only returns content that users have permission to see
- Integration with the portal Personalization Engine (PZN) allows business users to target audiences based on business rules
- Syndication of content in geographically distributed environments

IBM Lotus WCM provides an end-to-end content management technology solution that also drives real business value

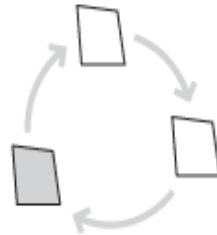


End-to-End Web Content Management



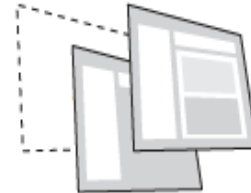
1 AUTHORING

Content creators are guided through the authoring process - using familiar applications - without having to learn new technical skills.



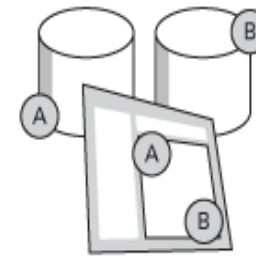
2 WORKFLOW

The accuracy, relevancy and recency of content is assured by automating the content lifecycle - from creation through approval and delivery to review and archival.



3 MANAGEMENT

Content becomes an asset again, as control of the site is placed back in the hands of the users who understand the subject and customers best.



4 INTEGRATION

Aggregation, transactional integration and performance enhancing caching enrich the user experience.



5 DELIVERY

Content is dynamically generated and presented, allowing the appropriate delivery of relevant and personalized content to users.

Some Public Web Sites running on IBM WCM



■ NJE Corporate Portal

- Communication and collaboration across all departments: Includes
- NJE-branded home page
- corporate news
- job postings
- department pages
- document access

Some Public Web Sites running on IBM WCM



DLF

The Client Need :

The client has existing Websphere Portal & Web content management Infrastructure used for Internet & Intranet purpose . Customer wanted to develop B2B & B2C site for their existing & and forthcoming Shopping Malls wherein they can market these sites on-line and have more footfalls in case of B2C and manage their retailers in better way for B2B operations . Initially customer was aligned with a local vendor for doing the static website on freeware . Team IBM started interacting with business users at customer end and highlighted the benefits of developing these sites as an extension of the existing Infrastructure

Completely Dynamic Environment

More Interactive in case of B2B sites.

Concept of Mall Management and extending entire services (i.e. **On-line Payment Facilities , Integrated Service desk for Complain Management , MIS Detail to Tenants pertaining to account details and lease Management etc**) to its retailers incl **Mall Layouts, Services pertaining to food court & Movies** (On line Table/Movie Ticket Booking) to end customers .

Secured & Role Based access to their Retailers., User friendly Content Management with strong search capabilities, Last but not the least leveraging on Investment already made for existing Internet & Intranet environment.

The IBM Solution: IBM team proposed the solution based on Websphere Portal & Web content Management . Client saw enormous value in the End to End Integrated solution and can leverage existing deployment, which help DLF Technically and Commercially. Regular Interaction over last four to five months helped us to win this deal against freeware and local vendor.

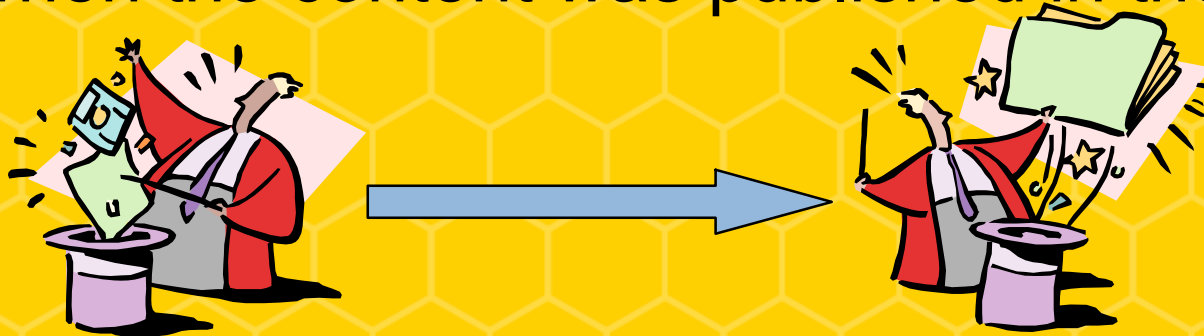


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Lotus software

Twist in the tale: Bridging the Content Gap with IBM Web Content Integrator (WCI)

- What if we use IBM WCM just to deliver content to the portal?
- Content owners continue to use their existing content management system (CMS) to author and publish content
- Then, when the content was published in the CMS...



- The content would be magically transferred into the IBM WCM repository for presentation on the portal

A content portal page



6.1.0.7

WebSphere Portal Administration Applications Search Center

Administration WebSphere Portal

Welcome

- Portal User Interface
 - Manage Pages
 - Themes and Skins
 - Site Management
 - Theme Customizer
- Portlet Management
 - Web Modules
 - Applications
 - Portlets
 - Web Services
 - Web Clipping
- Access
 - Users and Groups
 - Resource Permissions
 - User and Group
 - Credential Variables
 - Resource Pools
- Portal Settings
 - Global Settings
 - URL Mapping
 - Custom Unique
 - Supported Modules
 - Supported Clipping
 - Import XML

Manage Pages

Use the controls below to work with your pages. Browse or search for pages to work with. Click properties and layout, move, export, assign permissions and delete pages. For more information, see the Web Content Manager documentation.

Search by: Title starts with Search: Search

Select Page > Content Root

Pages in Content Root Add, Edit, Delete, and Reorder pages

* New Page * New Label * **New Web Content Page**

New page type for content.

WebSphere Portal Page Properties

Page Properties

New Web Content page:Content Root

Use the controls below to specify your page properties. Web Content options to choose a Web Content folder and a template page.

Title:

Site area 2

Friendly URL name:

sitearea2

I want to make this page my private page

Web Content Options

Web Content folder: No Selection Select

Select a shared page as Web Content to use: WCM Advanced Template (6_CGA)

OK

Please choose a Web Content folder

Select a site area.

Select a site area, then click OK. To clear all selections, click Cancel.

Library: NewSample

Select	Type	Title	Status	Date Saved	Path
<input type="radio"/>	Folder	Site Area 1	OK	Oct 28, 2007 9:28:38 AM CET	/NewSample/site
<input checked="" type="radio"/>	Folder	Site Area 2	OK	Oct 28, 2007 9:28:40 AM CET	/NewSample/site

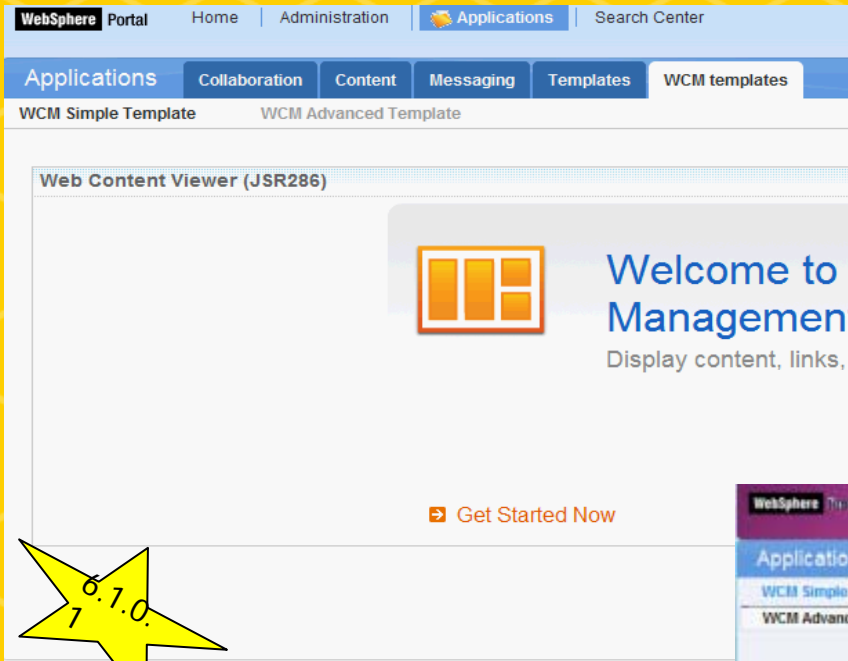
Page 1

OK Cancel

Assign a site area to provide content for this page.

Select a portal page as the layout template.

Content portal page templates



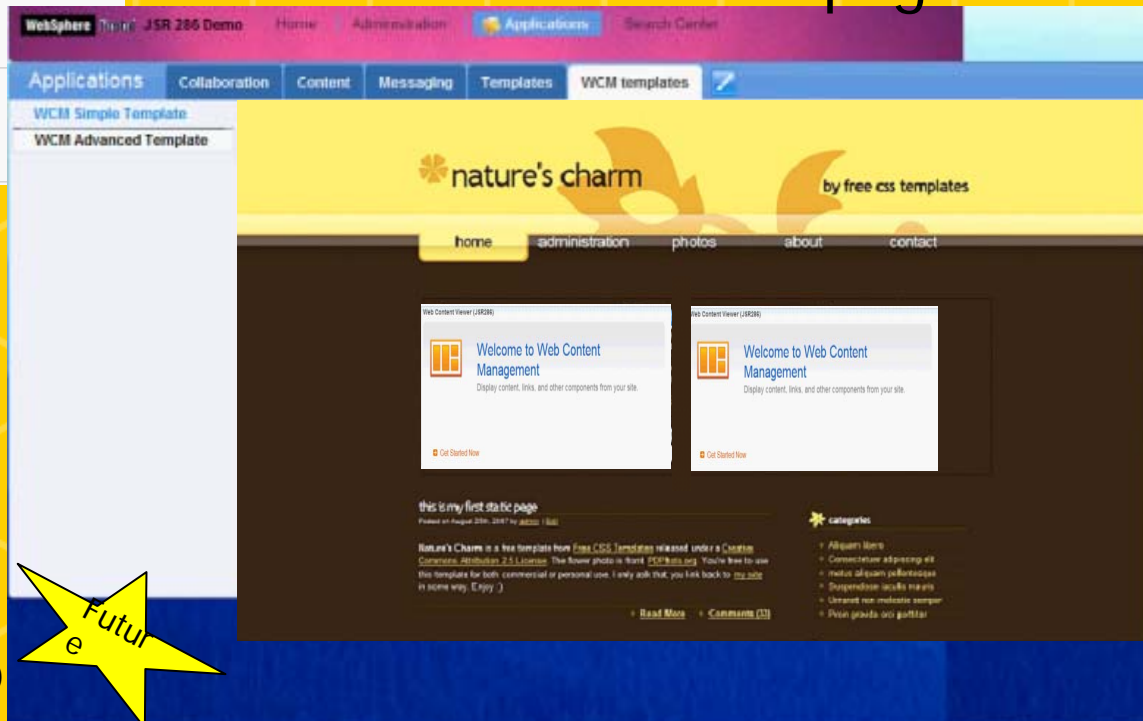
Page template with one rendering portlet

Page template based on a static HTML page.



Portal pages can serve as templates for rendering Web Content Manager® content and are stored in a specific location in the navigation hierarchy.

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Content and page correlation

IBM

6.7.0.7

WebSphere Portal | Home | Administration | Applications | Search Center

Home | Getting Started | JSR 286 demo | NewSiteWizard | WCM Demo | Framework demos

SampleNavPage
Site area 1

Web Content Viewer (JSR286)

All Content within the site:

- Content 1
- Content 2
- Content 3
- Content 4
- Content 5
- Content 6
- Content 7
- Content 8

A red arrow points from 'Content 3' in this list to the 'NewSiteWizard' tab in the second screenshot.

WebSphere Portal | Home | Administration | Application | Search Center

Home | Getting Started | JSR 286 demo | NewSiteWizard | WCM Demo | Framework demos

SampleNavPage
Site area 1

Web Content Viewer (JSR286)

All Content within the current site area:

- Content 1
- Content 2
- Content 3
- Content 4

Web Content Viewer (JSR286)

Content 3 (Site area: Site Area 1)

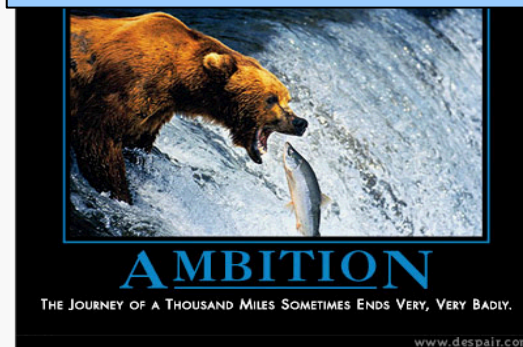
All Content within the site:

- Content 1
- Content 2
- Content 3
- Content 4
- Content 5
- Content 6
- Content 7
- Content 8

All Content within the current site area:

- Content 1
- Content 2
- Content 3
- Content 4

- Links to other site areas automatically change to the page configured to render that site area.
- The page automatically displays the selected content.
- Facilitated using JSR 286 public render parameters and a custom state preprocessor.



At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Highly responsive and engaging UIs



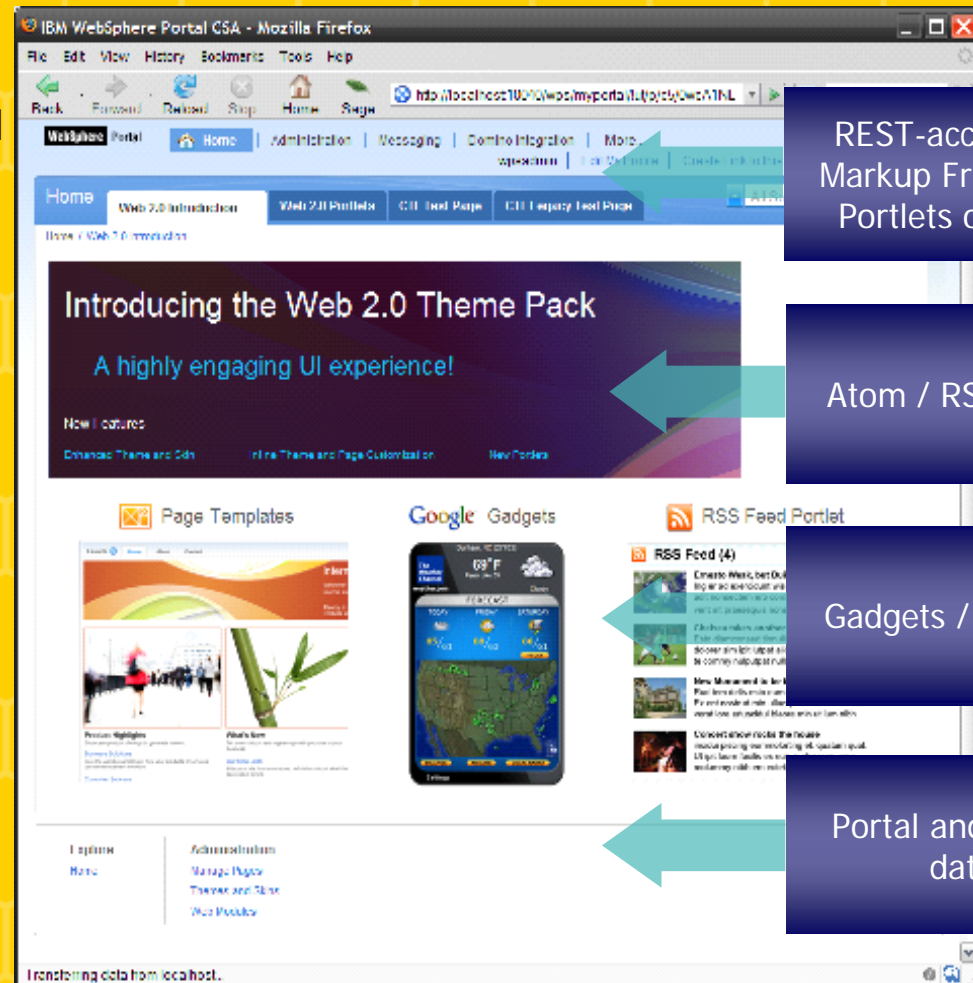
- **A slow external site will lose customers**
- **Cannot afford to wait for full page refreshes for simple actions**
 - Must strike a balance between client-side versus server-side logic
 - Especially for searchability reasons
- **Web 2.0 features are a must**
 - AJAX-based updates of the current page
 - End-user contributed content (feedback, tagging, rating)
 - More efficient in bandwidth constrained networks
- **Leverage the latest in UI frameworks**
- **Enablement through comprehensive tooling support**

Client-side programming



Shift more work to the browser and off the server!

- **Leverage JSR 286 for resource serving**
 - Until V6.1, AJAX usage required an XML utility servlet
 - Now AJAX and View handling encapsulated in one portlet
- **Leave full page refreshes for page changes**
- **Portal tooling enables AJAX**
 - Both Rational® Application Developer® and Rational Portlet Factory®
- **Build composite applications on the glass**
 - “Live Text” enables sharing of data between portlets and other services in the browser context



“Live text”



- **Provides an interactive user experience**

- With no page refresh

- **Integrates applications and services on the glass**

- All client-side

- **No programming needed**

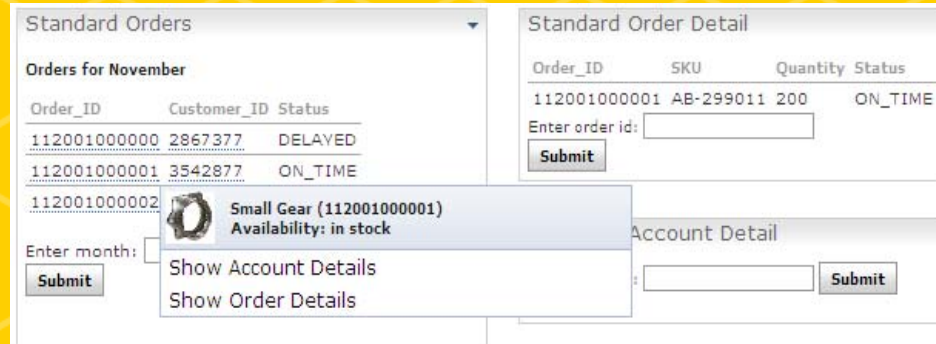
- Simply tag the markup using microformatting

- **Integrates seamlessly with JSR 286 portlet events**

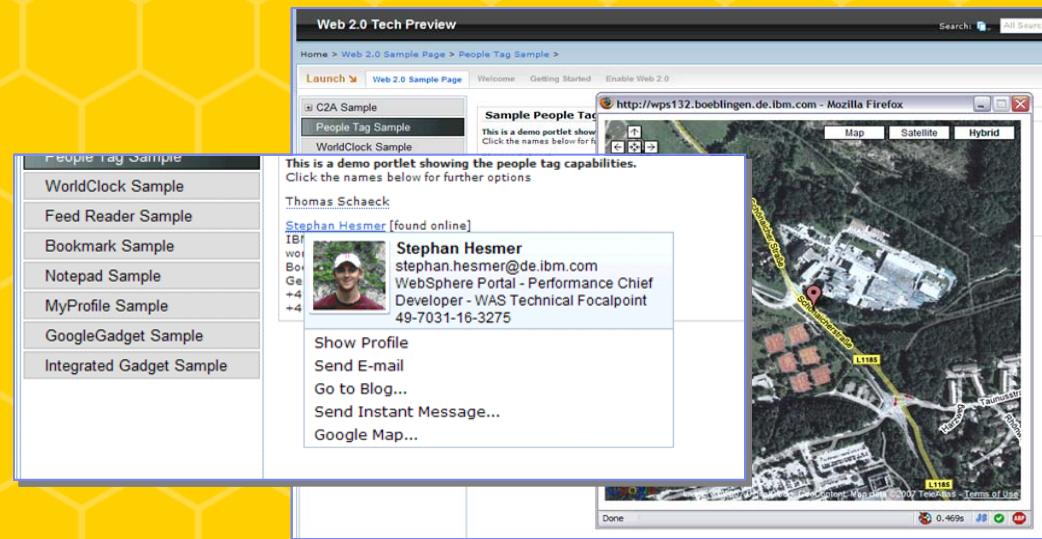
- **Real world examples**

- Select a context-sensitive term and issue a search based on it

- View market info on a catalog item



` 112001000001 `



` Stuttgart `

UI frameworks

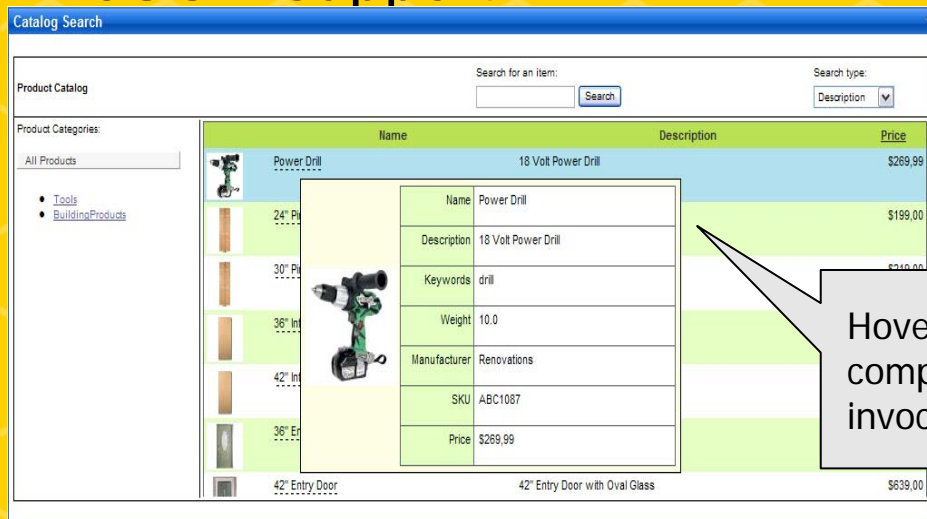


- **In general, WebSphere Portal is UI framework agnostic**
 - Frameworks claim support for WebSphere Portal, not the other way around
- **Many different frameworks have been used with WebSphere Portal over the years**
 - Struts[®], JavaServer Faces[™], Spring[®], and Adobe Flex[®] mainly
 - Struts portlet framework initially provided by WebSphere Portal for Struts 1.1, but pushing now to the Apache Struts Portlet Bridge for Struts 1.2 and 2.0
- **Struts and JSF tooling available through Rational Application Developer**
- **Flex integration example available from the WebSphere Portal**

Wiki <http://www-10.lotus.com/ldd/portalwiki.nsf/dx/17.09.2008050832WEBCQV.htm>

AJAX tooling – Rational Portlet Factory

- Partial-page refresh
- Drag and drop
- In-line editing
- Tool tips
- Type-ahead
- Timed action
- Hover highlighting
- JSON support



Catalog Search

Search for an item: Search type:

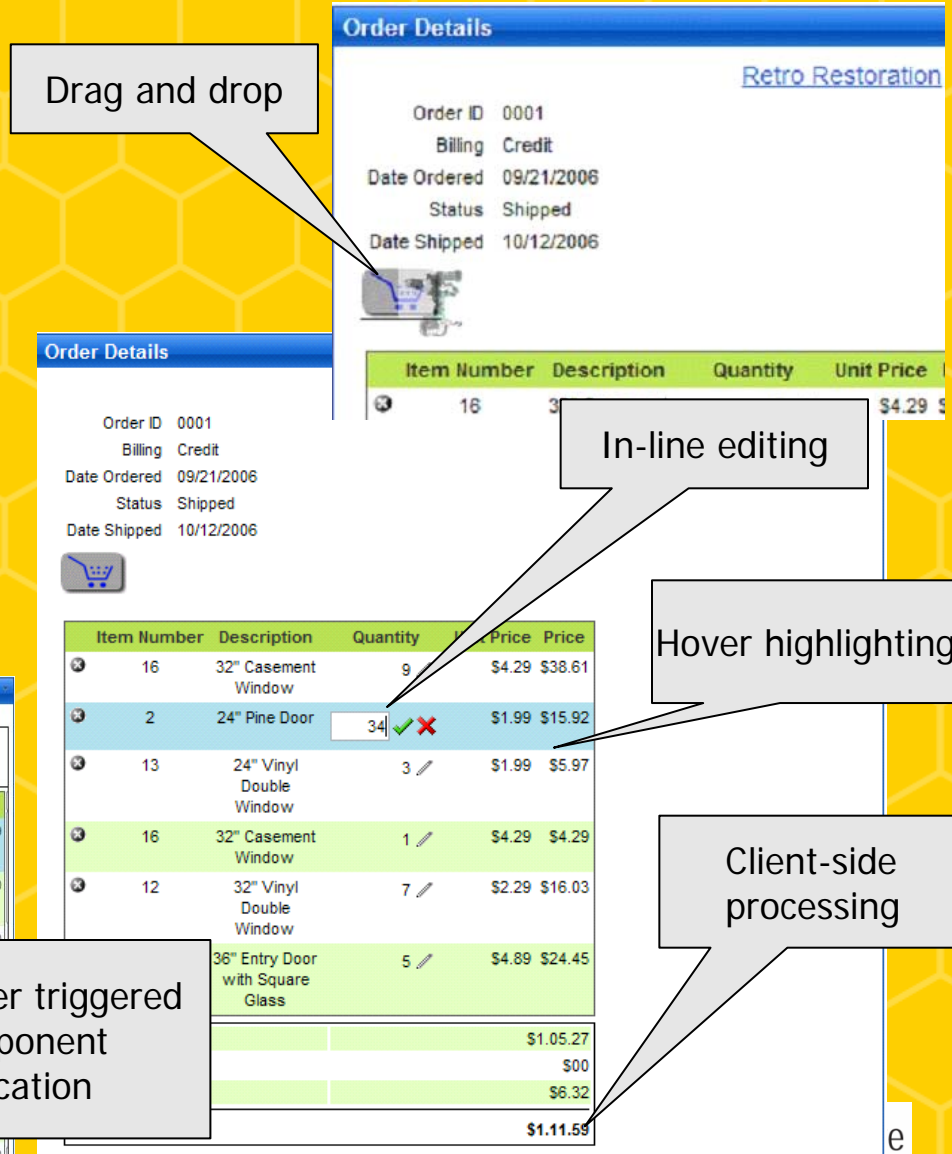
Product Catalog

Product Categories: All Products

Name	Description	Price
Power Drill	18 Volt Power Drill	\$269.99
24" Pine Door		\$199.00
30" Pine Door		\$240.00
36" Entry Door		
42" Entry Door		
36" Entry Door		
42" Entry Door		

Product Details:

Name	Power Drill
Description	18 Volt Power Drill
Keywords	drill
Weight	10.0
Manufacturer	Renovations
SKU	ABC1087
Price	\$269.99



Order Details [Retro Restoration](#)

Order ID 0001
Billing Credit
Date Ordered 09/21/2006
Status Shipped
Date Shipped 10/12/2006

Item Number	Description	Quantity	Unit Price	Price
16	32" Casement Window	9	\$4.29	\$38.61
2	24" Pine Door	34	\$1.99	\$15.92
13	24" Vinyl Double Window	3	\$1.99	\$5.97
16	32" Casement Window	1	\$4.29	\$4.29
12	32" Vinyl Double Window	7	\$2.29	\$16.03
36" Entry Door with Square Glass		5	\$4.89	\$24.45
				\$1.05.27
				\$00
				\$6.32
				\$1.11.59

Order Details

Order ID 0001
Billing Credit
Date Ordered 09/21/2006
Status Shipped
Date Shipped 10/12/2006

Item Number	Description	Quantity	Unit Price	Price
16	32" Casement Window	9	\$4.29	\$38.61
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12	32" Vinyl Double Window	7	\$2.29	\$16.03
36" Entry Door with Square Glass		5	\$4.89	\$24.45
				\$1.05.27
				\$00
				\$6.32
				\$1.11.59

Drag and drop

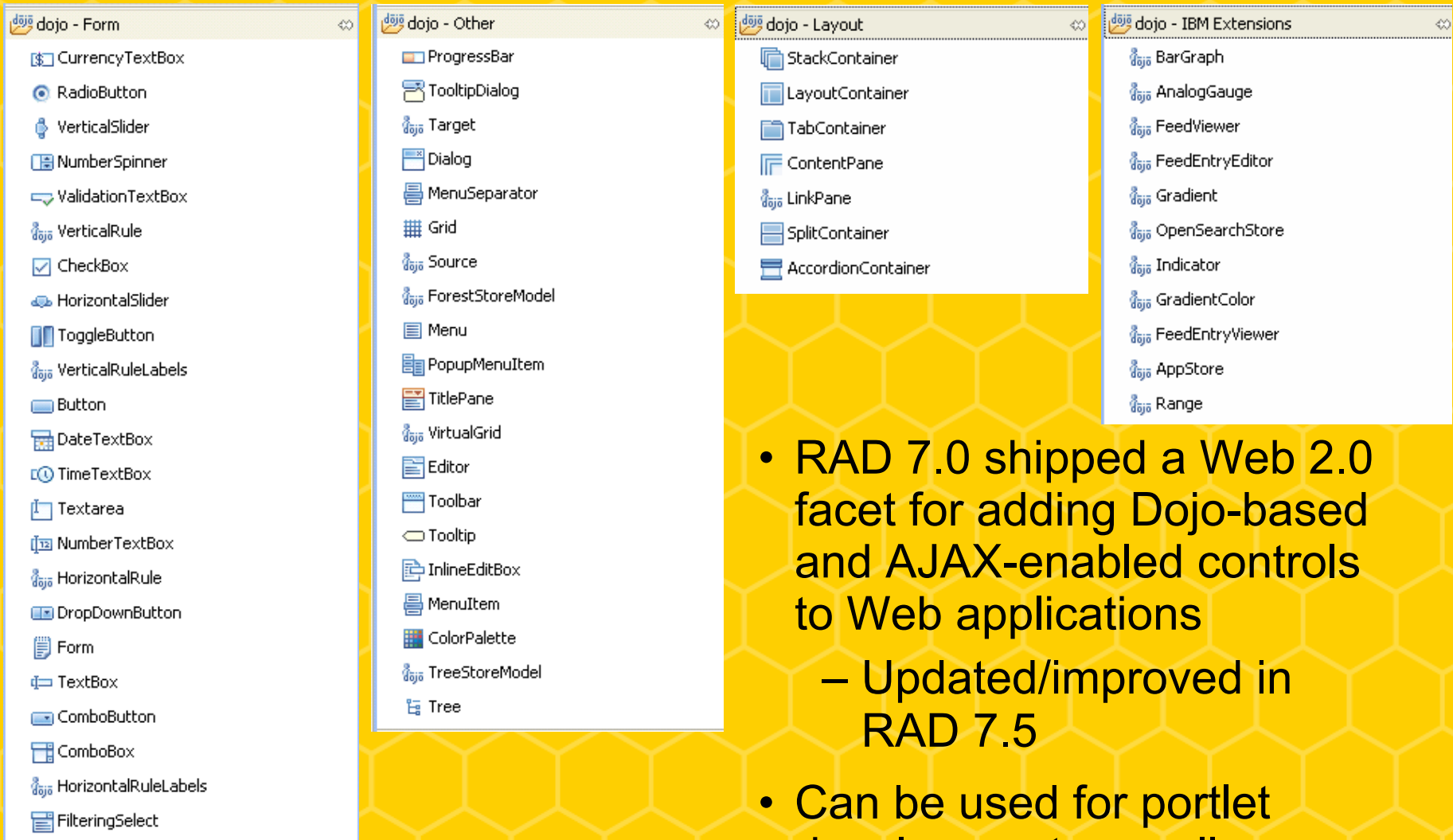
In-line editing

Hover highlighting

Hover triggered component invocation

Client-side processing

AJAX tooling – Rational Application Developer



- RAD 7.0 shipped a Web 2.0 facet for adding Dojo-based and AJAX-enabled controls to Web applications
 - Updated/improved in RAD 7.5
- Can be used for portlet development as well

Step-up Authentication and “remember me” IBM

The screenshot shows a web browser window with the URL `http://w3.ibm.com/jct03001pt/wps/mvportal!ut/p/kcxml/0wca1NLTeO!!`. The page title is "On Demand Workplace | Home - Windows Internet Explorer". The main content area is titled "w3 Sign In" and includes a search bar and navigation links. A callout box points to the browser's address bar with the text "Access to sensitive service or operation,...". Another callout box points to the sign-in form with the text "...requires user authentication...". A third callout box points to the "Edit w3 profile" link with the text "... before access is provided." The profile page shows the following information:

Name	Dieter Buehler
Email ID:	buehlerd@de.ibm.com
Lotus Notes ID:	Dieter Buehler/Germany/IBM@IBMDE
Work location:	SCHOENAICHER STR. 220
Country/region:	Germany
Geography:	Northeast Europe
Type of employment:	IBM Employee, Regular

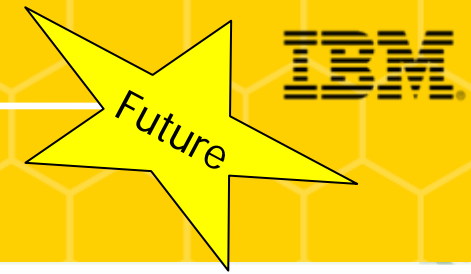
Improve customer loyalty by recognizing them on their return

Control access based on “identified” versus “authenticated”

Automatically authenticate using remember-me cookie, then challenge for additional credentials for more sensitive operations

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Tagging and rating



- A site's value is determined by its community
 - In a Web 2.0 world, you know what others are thinking
- Rating and tagging by both content authors and end users allows users to get to the information they need quickly
- The next release of WebSphere Portal will feature the ability to rate and tag authored content
- Search on tags and sort on ratings

SAE Home > Consumables >

Exploring Consumables

A consumable is a web service, a web feed, a widget or a code snippet that may be used as an element of a situational application. You can explore existing consumables, tag them, rate them, discuss them with your colleagues... [more](#)

Ready to share your work? Submit details of your consumable to share with the community. [Add a consumable](#)

Filter the list by Keywords:

Once you have filtered by keyword make sure to check out your other options to the right.

Or discover through Popular tags:

Other display options:
 All consumables
 My consumables
 More Detail
 More Entries

Consumable Name	Type	Rating	Last Updated	Summary
Sametime Awareness Service	Service	★★★★★	Aug 1 st 2007, 10.07am	REST service provides Sametime Awareness status
Atomizer	Service	★★★★★	Aug 1 st 2007, 8.42am	Converts most RSS feeds to Atom 1.0
BlogCentral v3 Atom Publishing Protocol	Service	★★★★★	Aug 1 st 2007, 6.15am	Implementation of the Atom Publishing Protocol to publish entries to BlogCentral. Currently in beta.
Global Campus Feed	Service	★★★★★	Aug 1 st 2007, 6.10am	This web service returns complete course and course schedule information for a given Global Campus course code.
CICSplex SM EVENTS Atom feed	Service	★★★★★	Jul 31 st 2007, 8.59am	The CICSplex SM EVENTS Atom feed allows CICSplex SM RTA EVENTS to be made available as an Atom feed
CICSplex SM REST API	Service	★★★★★	Jul 30 th 2007, 6.41am	The CICSplex SM REST API currently supports the retrieval of its data, producing JSON as its output.
Patent Information Services	Service	★★★★★	Jul 27 th 2007, 5.15am	These services acquire patent data from the Espacenet website including patent details and lists of patent family members.
Bluecard	Widget	★★★★★	Jul 23 rd 2007, 10.30am	People get frustrated when they see an IBM email address and they have to go to BluePages just to find basic information about this employee. With Bluecard on your site, your users will never have this fr...
REST SERVICE DOWNLOAD	Snippet	★★★★★	Jul 16 th 2007, 7.42am	Download your DB2 data as CSV file or TEXT file using REST Framework
Lotus Connections Profiles	Service	★★★★★	Jul 11 th 2007, 9.42am	APIs for searching and retrieving profiles.

[< Previous](#) 1 2 3 4 5 6 7 8 9 10 ... 12 [Next >](#)

Didn't find a consumable?
If you were unable to find the consumable you were looking for, consider [building your own consumable](#).

Personalized content delivery



Personalization rules can be used to target content, pages, and portlets.

IBM. w3 Home | BluePages | HelpNow | Feedback

Edit Profile | Sign out

w3 Joe Developer's On Demand Workplace

Home | Work | Career and life | **SWG Development** | Edit tab | Add new tab | Add portlets | Help

What's new

Portlets
Currently, there are no new items available for this section.

Software
Currently, there are no new items available for this section.

Essential links
Emergency Planning
Helpful information about readying yourself and your family to be better prepared.
[Add link](#)

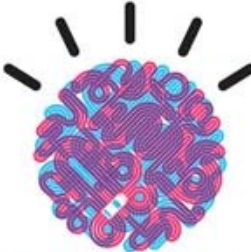
Forums
Currently, there are no new items available for this section.


Essential links


[IT tools and support](#)
[About IBM](#)
[About w3](#)
[BlogCasting with WPLC](#)
[Building a Smarter Planet](#)
[Buy on demand](#)
[Collaboration Central](#)


News

Top stories [Past 7 days >](#)


Smart people
Meet four IBMers making traffic smarter. [Profiled for all IBM]


Found in translation
Steve Mills discusses software development, cloud computing and green initiatives. [Profiled for SWG]


Leading the way to success
WPLC Everyday Hero Hitomi Yaguchi raises the bar for service delivery [Profiled for Lotus]


AIM Everyday Hero
Subhash Kumar turns around a client relationship [Profiled for AIM]

Paper's last stand
New software cuts reliance on paper. [Profiled for SWG]

Academy of Technology
The Academy inducts 35 new members and begins a transformation. [Profiled for all IBM]

In the news [Past 7 days >](#)

IBM makes banks...better

What does IBM make in 2008?
This series will explain. [Profiled for all IBM]

Redefining where discovery happens

IBM and IDA Ireland launch the first "collaboratory." [Profiled for Research and various topics]

Search

BluePages

Search type
Name

Search for

[Advanced search](#)

IBM searches

Web pages (w3 and ibm.com)
 Forums, blogs and wikis
 News articles
 Knowledge assets
 Tagged pages
 IBM Learning (site search)
 IBM World Wide Q&A
 Client Value Source

[Advanced search](#)

Market Report

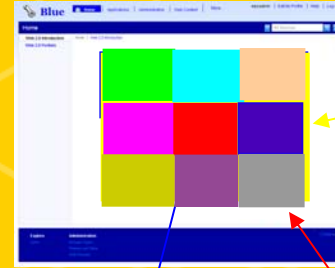
Quoted at 3:40 PM EST on 3 Dec.
[Refresh](#)

Personalized application behavior



- Using Rational Portlet Factory, build applications that change personality based on who is using them
- Share common models between different interaction patterns
- Maximize component and pattern reuse
- Enforce coding and data access standards

Healthcare Portal



Physician

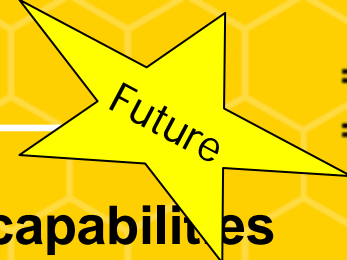


Patient



Executive

Advanced Self - Registration



- **New registration capabilities**
 - Email verification
 - Terms and conditions
 - Connect to existing profile or record
- **Self care**
 - Change/reset password
 - Security questions

Step 1 - Create Login

Basic account information and account security information must be specified on this form. An email address is required. You will use the email to activate your account prior to logging in for the first time. The security questions are used to verify your identity whenever you need to reset your password. Answers to the security questions must be 4-20 characters long.

Registration Information

User Id for Login: *

Re-Enter User Id: *

Email Address: *

Recalling Your Password

First Security Question: *

Your Answer: *

Second Security Question: *

Your Answer: *

Step 2 - Validate Identity

For your security, please complete the following information to validate your identity.

Registration Information

First name: *

Last name: *

Birthdate: (mm/dd/yyyy) *

Enter ONE of the following to confirm your identity

Medical Record Number:

-OR-

Your Health Insurance Member Number from one of your insurance cards:

-OR-

Account/Encounter Number from a recent statement:

Forgot your Password

Initiate the reset of your password by entering your User ID.

For your own security, choose a new password that contains lowercase and uppercase letters.

Step 1 - Enter Your Userid

User Id:

Thank you for registering for a IBM Healthcare portal Account.

UserID: robin.whitmore

Please activate your account by clicking the following link or pasting the link into your browser:
<http://wems22.rtp.raleigh.ibm.com:10040/wps/portal/uxhospital/a>

Enter your UserID and choose a password to activate your account using your UserID and the password you provided.

If you need further assistance or did not register for a IBM Healthcare portal Account, please contact IBM Healthcare Customer Service support at [1-800-xxx-xxxx](tel:1-800-xxx-xxxx) and someone will assist you.

Thank you,
IBM Healthcare Customer Service

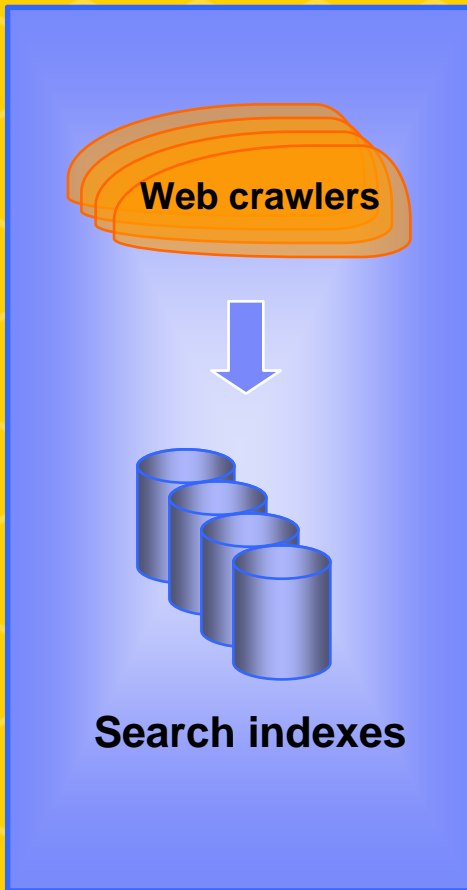
Search relevance

- Internet search attracts users to a site
- Site search keeps the user in the site and helps him find relevant information
- WebSphere Portal provides both the ability to be externally searched as well as promote internal search

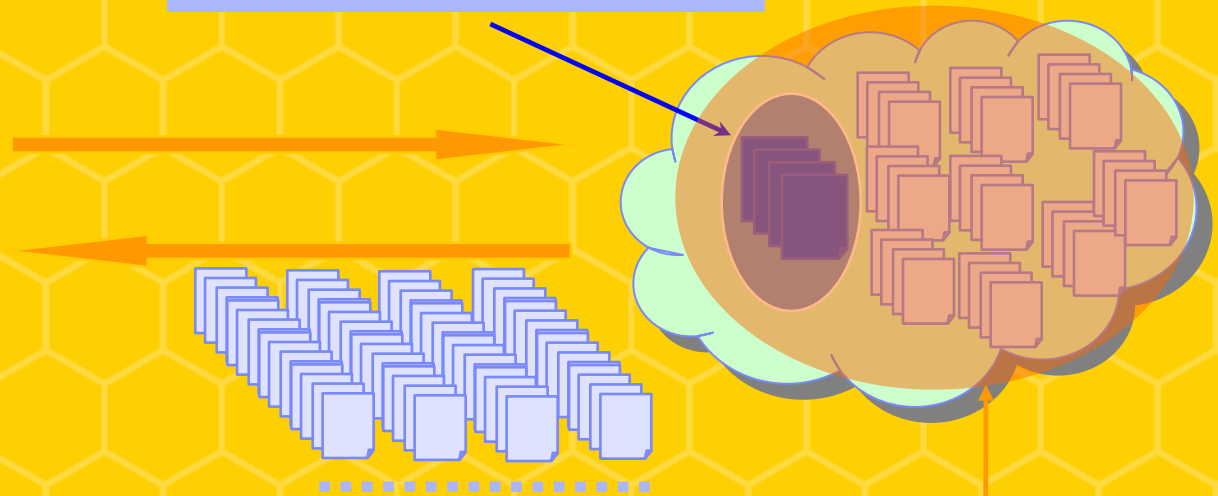
How Internet search engines used to see a Portal site



****Pre 6.0**



This set of pages represents the structure of the Portal site.



This set of pages the crawler retrieves and assumes to be unique based on the link structure of the site.

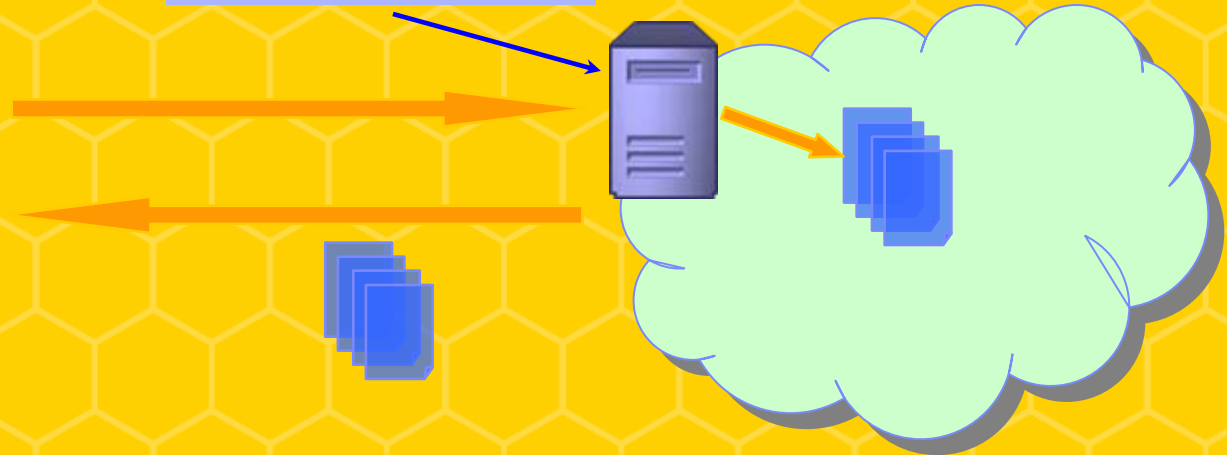
Result:

- A few thousand pages will grow into hundred-thousands
- The crawler might have to give-up .. no end of the site seen
- Few or none of the pages will be indexed

WebSphere Portal V6 – crawlability enablement!



Portal Server recognizes the crawler and triggers URLs to be normalized.



Normalized URL = all navigational state information is discarded from the URL

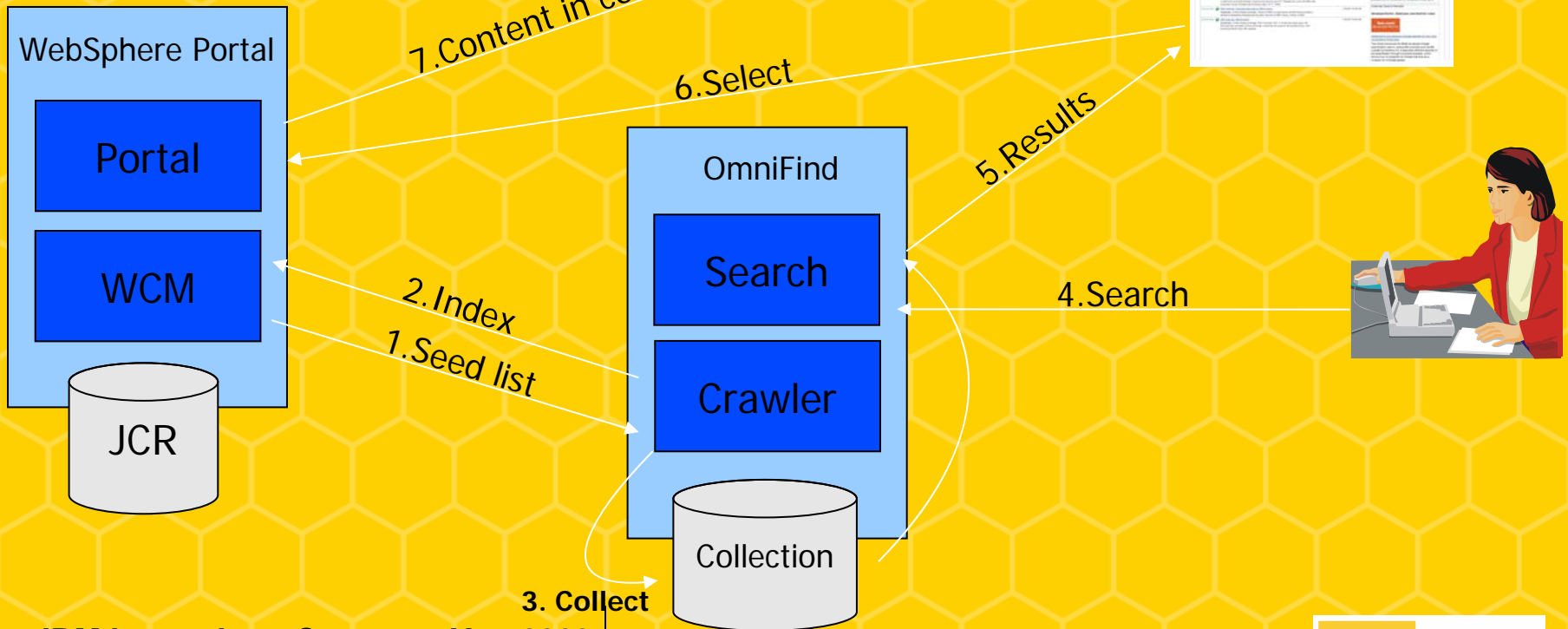
Result:

- No more 'duplicate' pages
- All linked and public Portal pages are crawled and indexed

Seedlist support



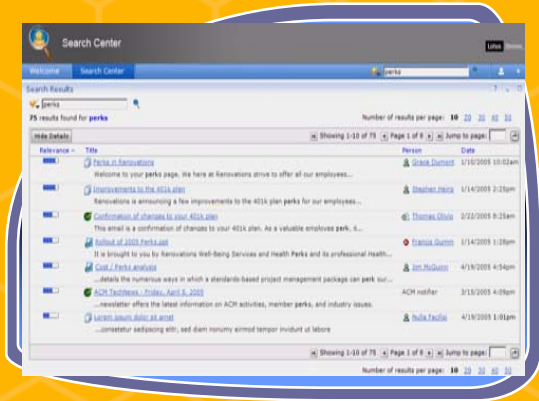
- Web Content Manager content externally searchable through seedlist support
- Index content contains special links back to Portal for displaying search results in the context of a Portal page
- Seedlists only so far supported by IBM search engines
 - Working on broader adoption



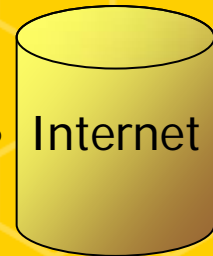
Integration of various search services using the Search Center



Search Center



IBM Lotus® Quickr®



Internet



IBM Lotus Domino®



IBM OmniFind® Enterprise Edition



Websites

WCM

Portal site

SOAP

EJB

Local



Remote Search 1



Remote Search 2

IBM Lotusphere Comes to You 2009

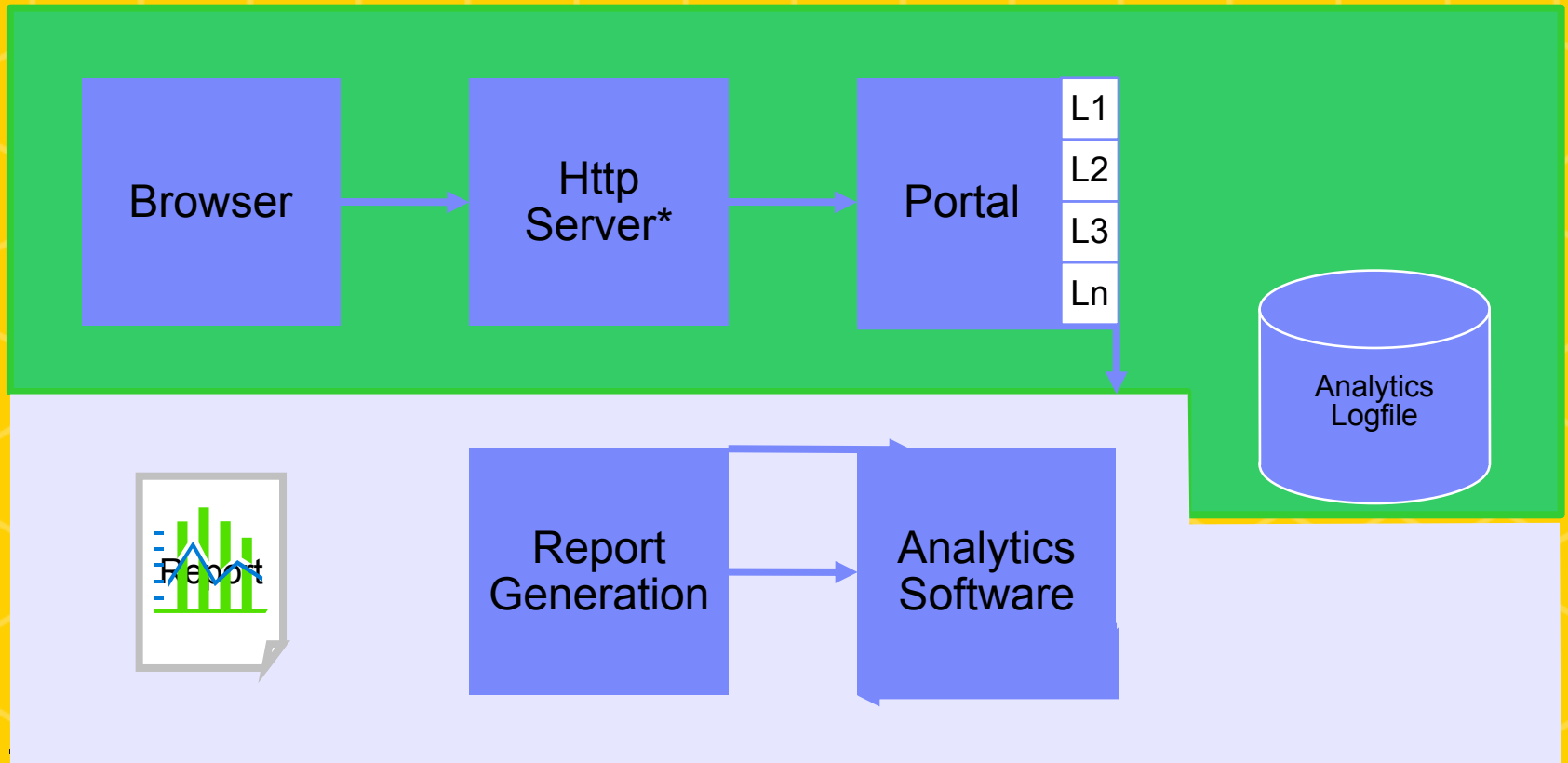
Lotus software

Portal site analytics



- **Analytics help you understand how your site is being used**
 - Effectiveness of advertising campaigns
 - Page/portlet popularity
 - **Measuring load**
 - Page views/second
 - Unique logins/hour
 - **Modeling real user behavior for capacity and performance tests**
- **Analytics measured in one of two ways**
 - **Site analytics (SA) logging**
 - Fine-grained resource usage reporting
 - Offline and historical analysis
 - **“Web bugs”**
 - Client side script-based reporting
 - Not Portal-specific
 - Real-time measurement

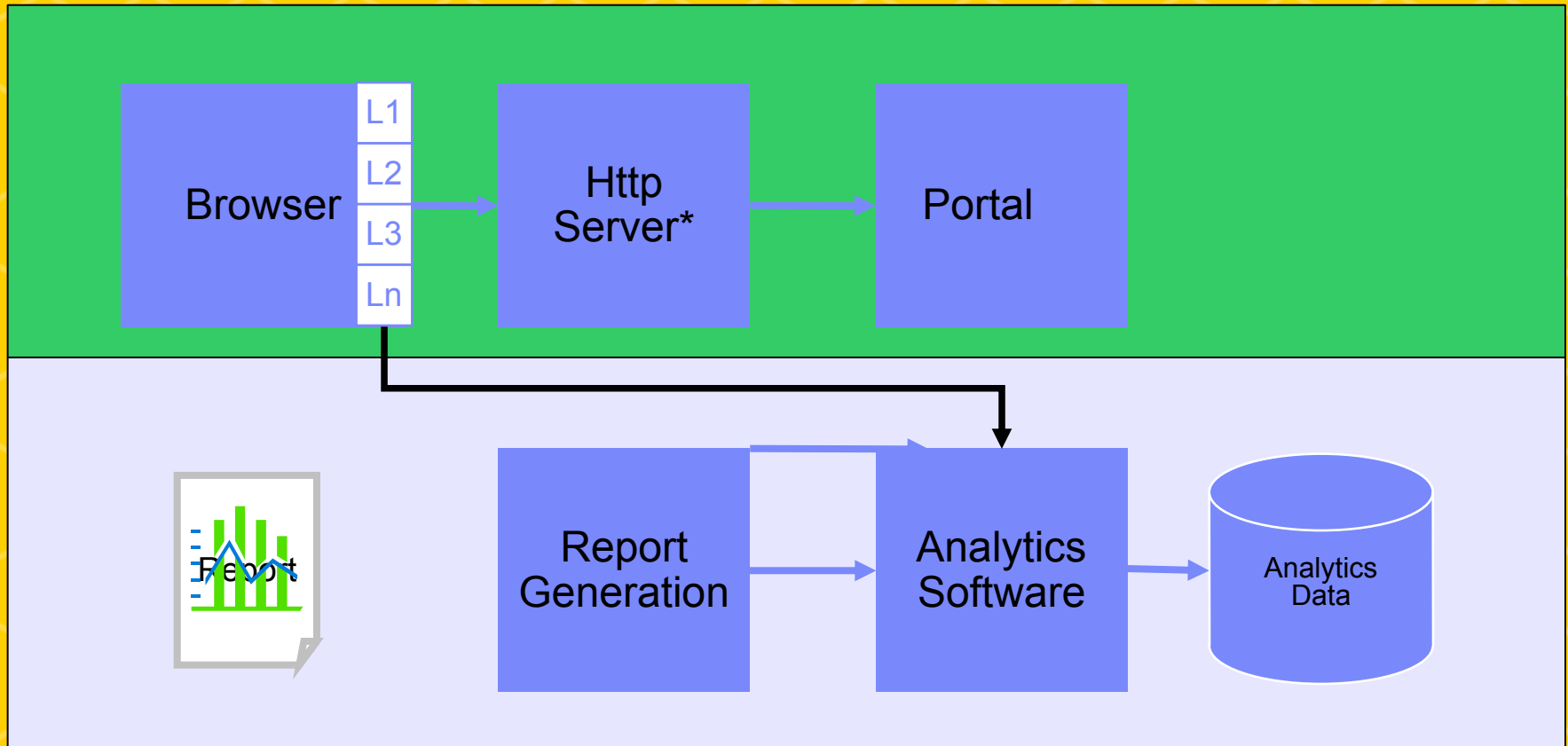
Analytics Architecture – Log file based approach



What is recorded?

- Users requesting pages and portlets
- Session activities (login, logout, timed out, login failed)
- Page management (creating, updating, deleting a page)
- User Management actions (creating, updating, deleting users and groups)
- Virtual portal (WebSphere Portal 6.1.0.1)
- WCM viewed (WebSphere Portal 6.1.0.1)

Analytics Architecture – Script / Web Bug injection based



What is recorded?

- Depends on the specific solution
- Information is sent to analytics system from the browser (web bug, Javascript)
- Some tools cover multiple request per single page (page+portlet+content)
- Includes static and cached content

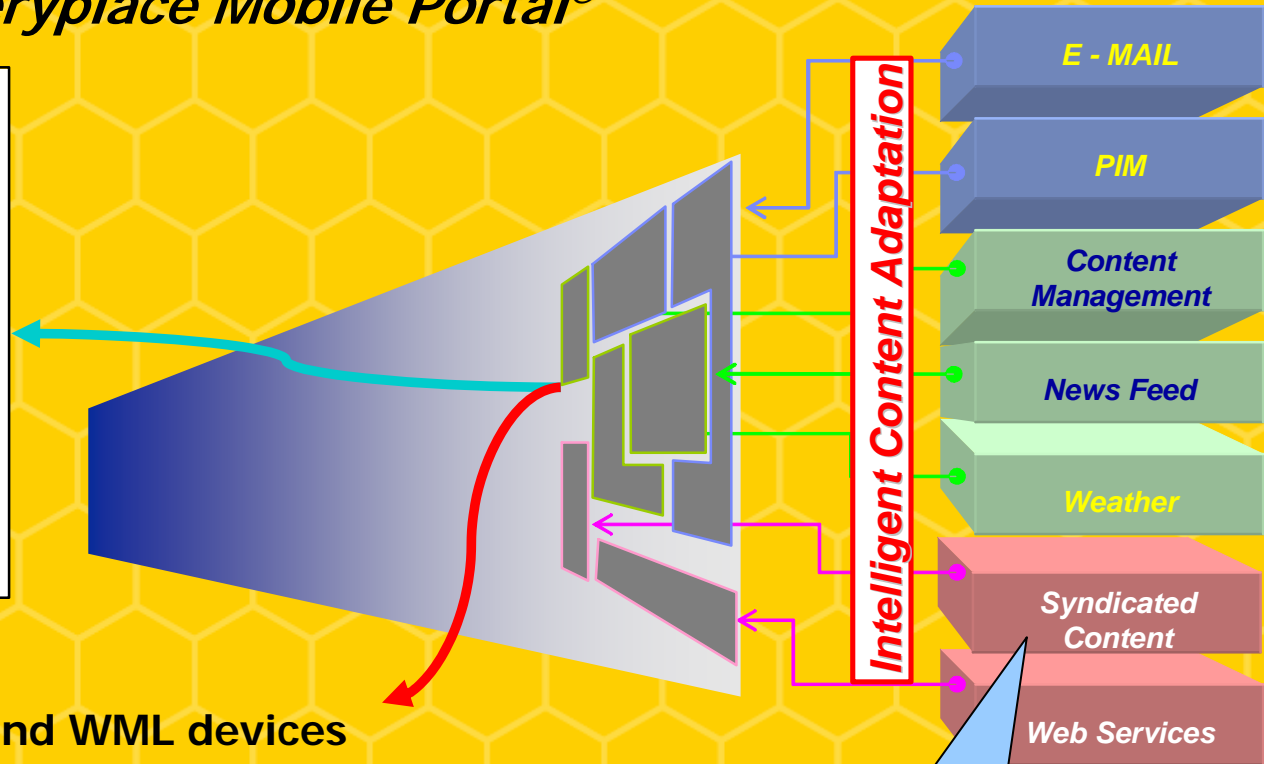
Extending your Portal site to mobile devices



Using WebSphere Everyplace Mobile Portal®



Limited capability devices
e.g. Reduced form factor and WML devices



Device-independent content authoring

End of presentation



धन्यवाद

Thank You

நன்றி

Thanks for attending!

Any questions?

(and please don't forget to fill out the survey before you leave)