



# Delivering Business Collaboration to a Whole New Level with WebSphere Portal on System z



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# The Evolving Portal Problem Space

## Aggregate

2000 to 2003

Explosive growth of company sites led to inconsistent branding, inconsistent development, end user confusion and redundant work efforts

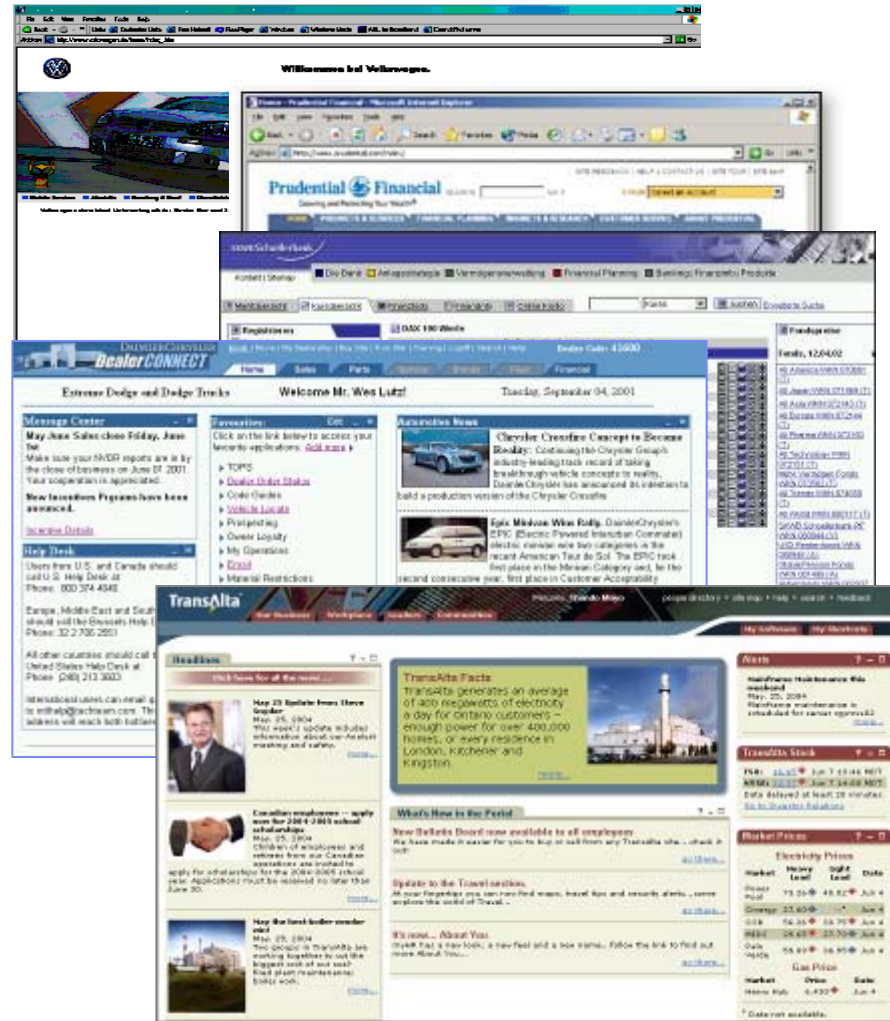
## Integrate

2003 to Today

A wide array of assets that required delivery outside the firewall and no easy way to integrate the applications on the back end

# Portal Principle

- Combines portlets (application user interfaces and/or content) together into one unified presentation
- Delivers a highly personalized experience, considering role, personal settings, and device settings
- Separates site design, site/page assembly/administration, from application design
- Provides application integration, collaboration, single sign-on services and much more

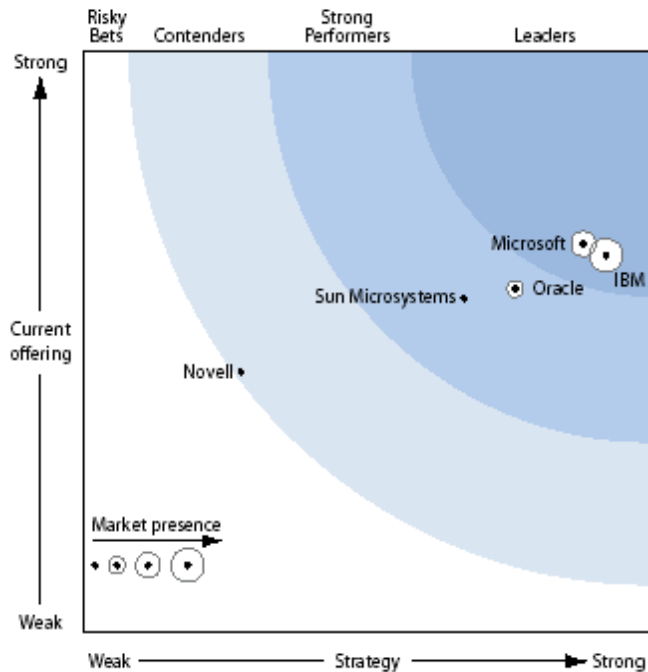




# IBM is the portal and collaboration market leader

Figure 1. Magic Quadrant for Horizontal Portal Products

Figure 3 Forrester Wave™: Collaboration Platforms, Q2 '06



- Solutions - We most often start with a Lotus play (documents/email), but need to converge towards unified communications view (start with Sametime).
- Services – IBM Global Services have a set of offerings that help clients better understand where collaborative & Portal technologies can make a difference in the organization
- Thought Leadership - Regulatory issues often slow the progression of collaboration in FSS, we can help our clients overcome their fear.



Source: Gartner (September 2008)

Source: Forrester Research, Inc.

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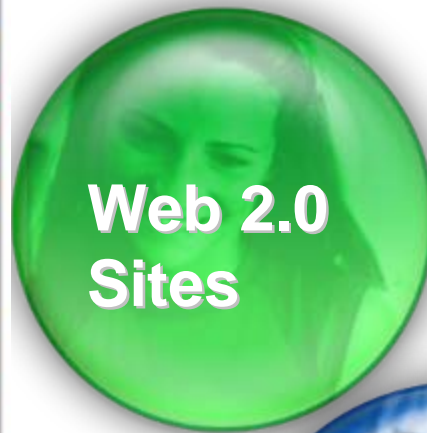
## Innovate

2008 and Beyond

Provide a more inclusive community and foster innovation from anywhere while providing necessary business and technical governance.

# Web 2.0 & IBM Strategy

## TAKE SUCCESS OF WEB 2.0 & MAKE IT READY FOR ENTERPRISE



Mashups  
 Tagging  
 Tag Clouds  
 Folksonomy  
 Blogging  
 wikis



Semantic Tagging

Microformats

PHP

Flex

REST

XML

RSS

AJAX

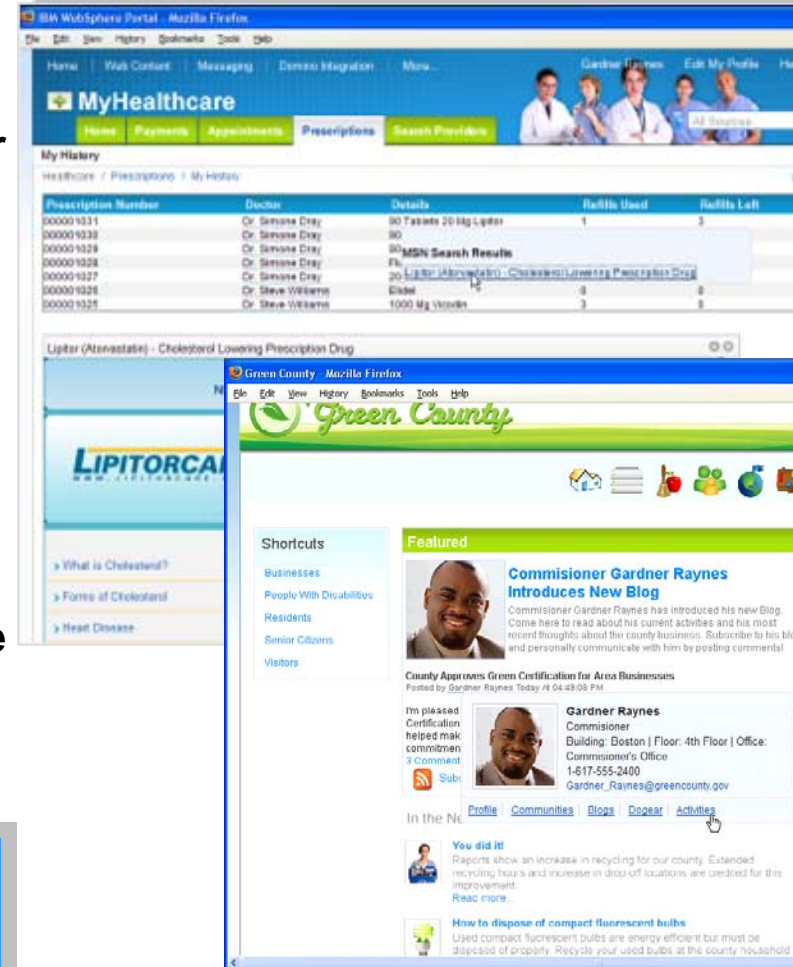
Atom

# WebSphere Portal V6.1

## Rich set of Web 2.0 Features

- **User Contribution** to portal sites through our Web Content Management
- **Situational Development** through Composite Application Templates and through Lotus Designer / Portlet Factory / Forms Designer
- **User Control** of their pages through drag & drop portlet palette and Google Gadget catalog
- **Google Gadgets and iWidgets** – integrate thousands of additional applications
- **Application integration with AJAX and REST support** for core features - context menus, search menu, administration, drag and drop portlet palette
- **Live Text** – Give users one-click access to information that “pops” on the page

Rich, desktop-like application experiences improve performance and increase end user productivity and satisfaction





# What is a Mashup?

A “mashup” is a lightweight web application created by combining information or capabilities from more than one existing source to deliver new functions & insights.

The screenshot displays a web application mashup with three main components:

- Search Form:** A form titled "Search" with the instruction "Enter shipment search criteria:". It includes input fields for "ETA:", "Libellé POD:" (containing "Singapore"), and "Libellé fournisseur:". A "Search" button is located to the right of the "Libellé fournisseur:" field.
- ImprovedDataViewer:** A data viewer window showing a table with columns: "ETA", "Libelle POD", and "Libelle fournisseur". The data rows are:
 

ETA	Libelle POD	Libelle fournisseur
2007-10-01	SINGAPORE	LANDBOND MARKETING (F.E.) PT
2007-10-01	SINGAPORE	LANDBOND MARKETING (F.E.) PT
- Generic Map:** A map of Southeast Asia showing various cities and regions. Labels include "Guilfof Thailand", "Malacca Strait", "Ipoh", "Kuala Lumpur", "Singapore", "Padang", "Jambi", "Palembang", "Nauru Sea", "Pangkalan", and "Aruw". The map includes navigation controls and a "Map Sat Hyb" button.
- ImprovedDataViewer (Bottom):** A more detailed data viewer window with columns: "ETD", "ETA", "Transit Time", "POL", "Libelle POL", "POD", "Libelle POD", "Navire", "NO Voyage", "Compagnie", and "Feeder Arriv". The data row is:
 

ETD	ETA	Transit Time	POL	Libelle POL	POD	Libelle POD	Navire	NO Voyage	Compagnie	Feeder Arriv
2007-10-05	2007-10-08	3	VNSGN	HO CHI MINH CITY THBKK	BANGKOK	HETHI BHUM 5110	SUPPLIER CARRIER			

- Rapid creation (days not months)
- Reuses existing capabilities, but delivers new functions + insights
- Requires limited to no technical skills
- Often mixes internal and external sources

# A global retail distributor's mashup

- **Customer Motivation: Role-based visualization of data across the supply chain**
- **Scenario: Shipment Monitoring Dashboard**
  - In-transit shipment details
  - Shipment location
  - Events that could disrupt shipment
- **Mashup combines data and Internet-based data (piracy incidents and weather)**



**"We are interested in the potential benefits of mashup software to help us quickly create applications to solve a variety of business challenges. One example is transporting food and other items to thousands of stores on time, despite bad weather, custom delays, traffic jams and road closures. This new type software could help warn us of these problems before they happen, allowing us to anticipate supply chain incidences and risk of product unavailability in stores/" – Innovation Manager and company spokesperson, 2008**

# One of IBM's Internal Mashups

File Edit View Favorites Tools Help

IBM Hotel Directory for Business Travel | IBM Travel M...

Destination: 6902 East Greenway Parkway, scottsdale, a:

Site secured by IBM intranet password

**- IBM Hotels (5 Results)**

- Hilton Suites Phoenix
- The Pointe Hilton Resort At Tapatio
- The Pointe Hilton Resort At Squaw Peak
- Doubletree Paradise Valley Resort
- Hilton Garden Inn Scottsdale Old Town

**- IBM Locations (2 Results)**

- IBM PHOENIX
- IBM SCOTTSDALE - FILENET

**+ Hertz Locations (24 Results)**

**- Local Guide**

- Things To Do
- Restaurants
- Entertainment
- Shopping

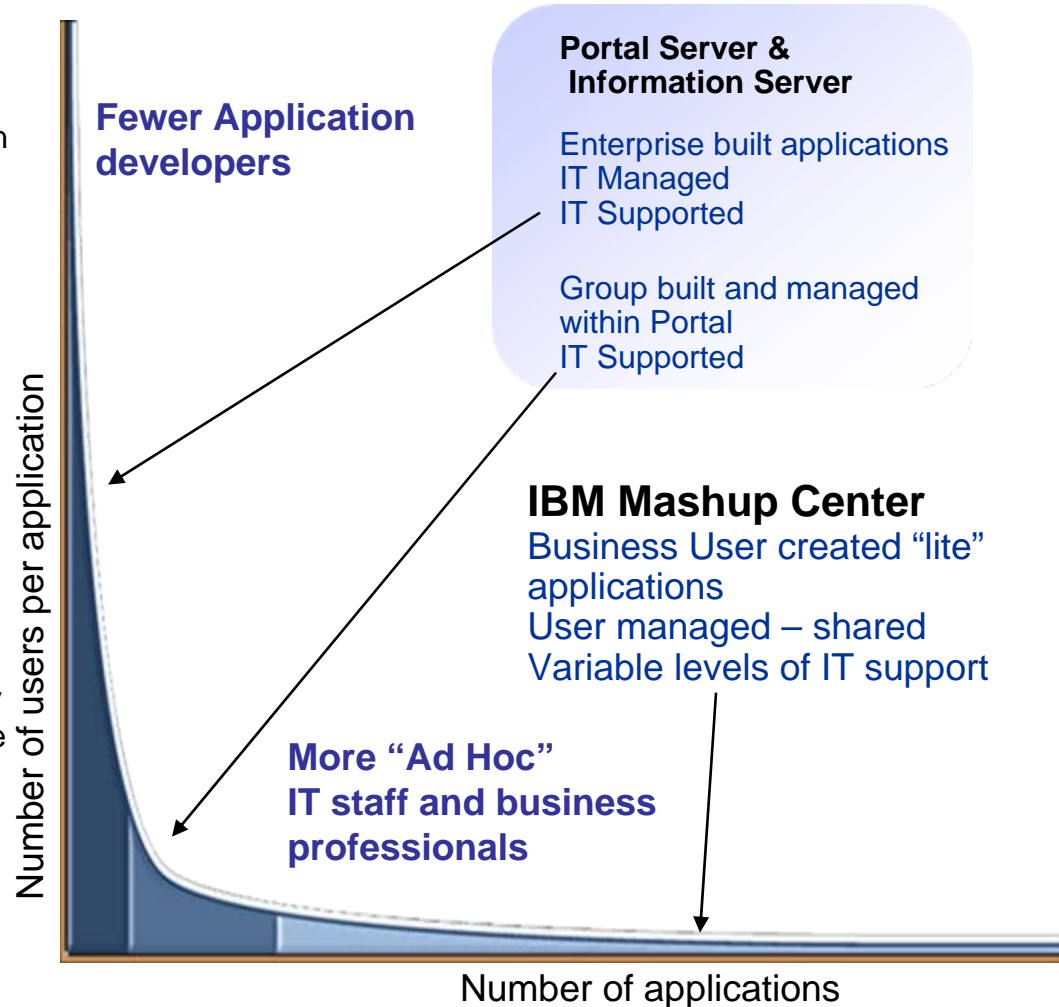
# Mashups Can Solve Pent-up Demand for Applications

## Situational Applications

1. Rapidly created to address an immediate need of an individual or community
2. Typically, but not necessarily, short-lived (a just-in-time solution)
3. Good enough
4. Built by domain experts (knowledge workers) to solve their own problems

## Why Companies want Mashups:

- **Foster innovation** by unlocking and remixing information in ways not originally planned for
- **Quickly uncover new business insights** by easily assembling information from multiple sources on the glass
- **Increase agility** by supporting dynamic assembly and configuration of applications
- **Speed development and reduce development costs** through lightweight integration, reuse and sharing





# IBM Mashup Center

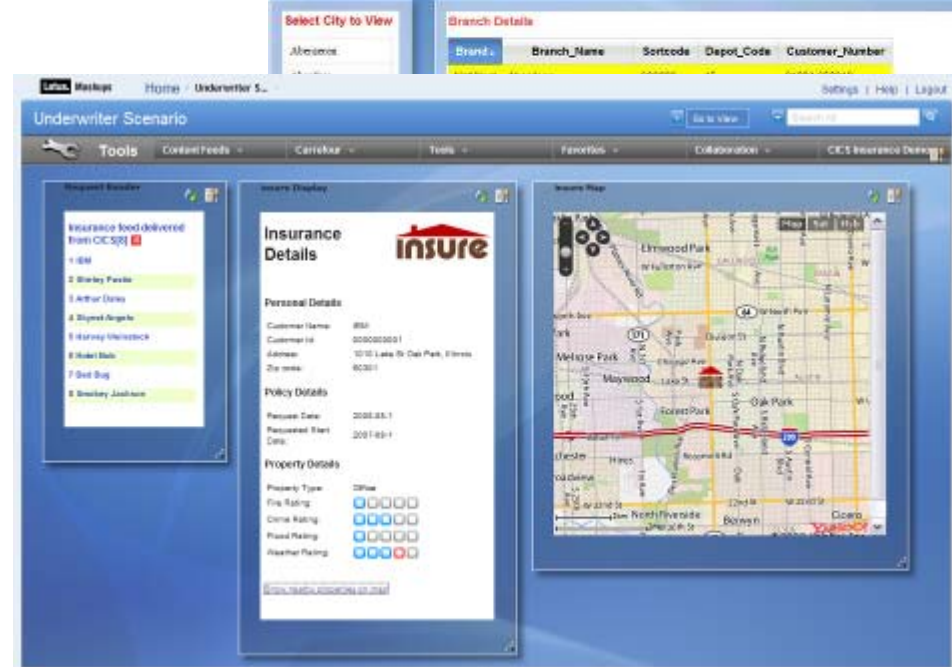
*A lightweight mashup platform, supporting line of business assembly of simple, flexible, and dynamic web applications – with the management, security, and governance capabilities IT requires*

- **Create and Assemble** new applications by reusing existing data and services
- **Unlock** Enterprise, Web, Personal and Departmental Information
- **Develop** widgets from enterprise systems
- **Discover and share** mashups, widgets, feeds, and services
- **Transform** information into new feeds



# Unleash services from CICS in Mashups

- Mashup demonstrates how CICS information can be mashed together using IBM Mashup Center
- Scenario: Risk Analysis
  - Underwriter Agent uses a mashup to look at various “risk factors” associated with a property his company is being asked to insure
  - Insurance policy data is provided to the mashup as an ATOM feed by CICS
  - Other internet based data, fire stations and crime can be mashed together with the insurance data dynamically

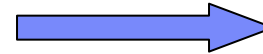


# Freedom vs. Manageable

- How can you allow your users and lines of business to innovate, but not create chaos?
- You want it to be easy to construct a mashup, but also able to control who has access to the result, since that can be exposing key business data.
- Even if end users create mashups, you want to back them up and keep them available.



100's of servers



1 System z server

Backup?                      Availability?  
 Energy Cost?                      Admin Cost?  
 Security?                      Information Silos?  
    Resource Utilization?

# Portal Next

*Build and Share your pages with control and confidence*

- We'll soon be enabling customers to **deploy mashups** made in Mashup Center to their portal pages, and in our next release enable portal users to **create mashups**
- **Share the results** share these mashups with other portal users quickly and easily

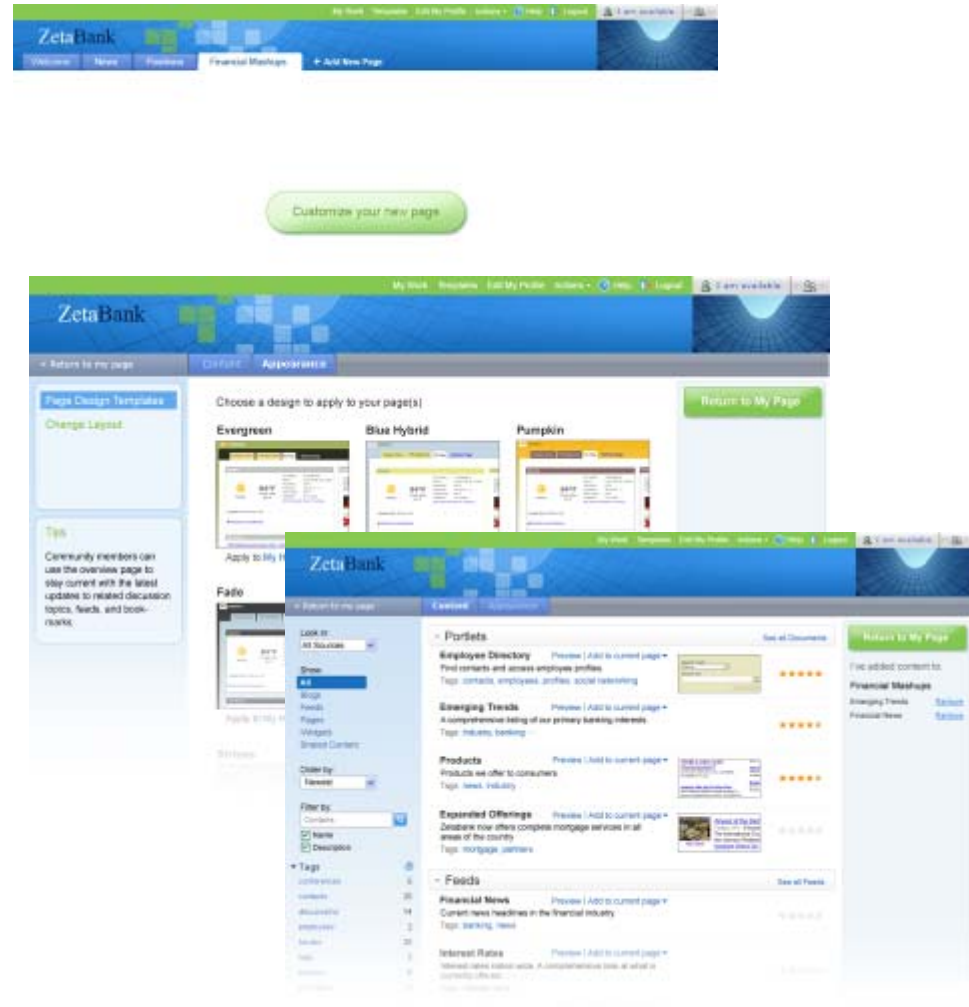




# Portal Next

## *Build and Share your pages with control and confidence*

- Simplified user experience enables **authorized users** to construct mashups gathering corporate information, internet searches, ATOM feeds and REST services
- **Build one page or entire sites** under I/T control and management, but without I/T's direct involvement and **share** them without outside help



# Wikis and Blogs

- Fully Integrate **Lotus Connections** or your existing social software
- Can be **custom built** today by leveraging **Web Content Management**
- We'll be shipping supported **wikis and blogs** via standard content authoring templates

The screenshot shows a web browser displaying a blog post on the 'Green Autos' website. The page has a green header with the 'Green Autos' logo and a search bar. The main content area features a navigation menu with items like 'Home', 'Content Library', 'Proposals', 'Launch Journal', 'Contacts', 'Meetings', 'Launch Meetings', 'Project Tasks', 'Calendar', and 'Index'. The blog post is titled 'Green Autos Roadshow Blog' and is dated '7/6/2007 10:58 AM' by 'Pierre Dumont'. The post content includes a greeting, a request for feedback on collateral text, and two paragraphs of text discussing car design and environmental friendliness. A small image of a green and red car is included. On the right side, there are sidebar widgets for 'Create...', 'Blog Settings', 'Calendar' (showing August 2007), 'Links' (listing Green Autos, Auto Industry News, and Blue Autos Blog), 'Archive' (July 2007), 'Notify Print', and 'About this Folder' (Name, Description, Role: Manager). A 'Subscribe to this Page' button is at the bottom right.

# Tagging and Rating

- **Ratings** allow users to provide their input on information available through your site.
- **Tags** allows users to create a natural taxonomy of the information on your site
- In our next release, we plan to enable users to tag and rate **content you publish** with WCM
- As well as enabling users to tag and rate **content they create** in **wikis and blogs**
- **Integrate** with existing Enterprise Tagging and Rating systems

## 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](#)

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:

less  more  
 ajax API Atom bluepages data ebi ebi-framework feed  
 hackday javascript json map mapping mobile NOVA rating  
**REST** sales20 sample **service** TA-challenge travel  
 w3 web2.0 webahead webahead-widget webservice  
 widget xml

Consumable Name	Type	Rating	Last Updated	Summary
<a href="#">Sametime Awareness Service</a>	Service	★★★★★	Aug 1 <sup>st</sup> 2007, 10.07am	REST service provides Sametim
<a href="#">Atomizer</a>	Service	★★★☆☆	Aug 1 <sup>st</sup> 2007, 8.42am	Converts most RSS feeds to At
<a href="#">BlogCentral v3 Atom Publishing Protocol</a>	Service	★★★★★	Aug 1 <sup>st</sup> 2007, 6.15am	Implementation of the Atom Pub BlogCentral. Currently in beta.
<a href="#">Global Campus Feed</a>	Service	★★★★☆	Aug 1 <sup>st</sup> 2007, 6.10am	This web service returns comple information for a given Global C
<a href="#">CICSplex SM EVENTS Atom feed</a>	Service	★★★★★	Jul 31 <sup>st</sup> 2007, 8.59am	The CICSplex SM EVENTS Atom be made available as an Atom f
<a href="#">CICSplex SM REST API</a>	Service	★★★★☆	Jul 30 <sup>th</sup> 2007, 6.41am	The CICSplex SM REST API curr producing JSON as its output.
<a href="#">Patent Information Services</a>	Service	★★★★★	Jul 27 <sup>th</sup> 2007, 5.15am	These services acquire patent d patent details and lists of patent
<a href="#">Bluecard</a>	Widget	★★★★★	Jul 23 <sup>rd</sup> 2007, 10.30am	People get frustrated when they to go to BluePages just to find b With Bluecard on your site, your
<a href="#">REST SERVICE DOWNLOAD</a>	Snippet	★★★★★	Jul 16 <sup>th</sup> 2007, 7.42am	Download your DB2 data as CSV
<a href="#">Lotus Connections Profiles</a>	Service	★★★★★	Jul 11 <sup>th</sup> 2007, 9.42am	APIs for searching and retrieving

[< Previous](#) [1](#) [2](#) [3](#) [4](#)

### Didn't find a consumable?

If you were unable to find the consumable you were looking for, consider [building your own consumable](#).

# Advantages of Portal on System z

## System z is IBM's fastest growing server platform

- 80% of corporate data resides on or originates on mainframes.
- 95% of Fortune 500 companies continue to run mainframes--and they have available capacity.
- 2/3 of business transactions for US retail banks run directly on mainframes.
- System z servers have less than 5 minutes down time per year.
- IBM funds over 1700 System z IT professionals and 20 System z centers worldwide.

**Portal on z gives you the best access to your corporate data with the ability to mash it up with data and applications from other sources in a controlled way.**



# WebSphere Portal on System z

## Distributed Consolidation

### System z Linux

**Speedy deployment with QOS/integration.**

- Applications that scale out
- Large number of smaller apps
- Lowers TCO
- Speedy deployment
- Align with distributed WebSphere family
- Unrivaled virtualization
- Centralized management
- Web Serving
- Presentation Services
- Development Platform
- Test/Migration/Prototyping Platform

Lotus. software

## Integration Deployment

### z/OS

**High QOS and significant integration with CICS, IMS or DB2.**

- Applications that scale up
- Highest QoS production environment
- Full exploitation of zSeries and z/OS
- Tight integration with DB2, CICS, IMS
- Service level agreement management
- Dynamic load balancing
- Strict security requirements
- Highest availability
- Disaster recovery
- Dynamic I/O configuration
- Storage management
- Enterprise Modernization capability

Lotus. software

A self-managing server environment with the versatility and power to help integrate your business.



# Websphere Portal on zOS

- **Industry leading reliability and availability**
  - Less than 5 minutes downtime Per Year
  - 99.999% at the application level
- **Superior workload management**
  - Workload Manager manages ALL workloads across the entire the z complex
  - Ensures that Portal gets the resources it needs to meet Service Level Agreements
- **Highest U.S. Government security level – z platform exclusive**
  - EAL Level 5 – Highest U.S. government security classification
- **Unmatched options for scalability**
  - Multi-processor models can connect in a Parallel Sysplex
- **100% processor utilization**
  - Drive mixed workloads for ultimate processor utilization
- **Specialized Engines (zAAP) to run JAVA workloads**
  - Portal, WAS, Process Server
- **zAAP processors are equivalent capacity to standard purpose processors, but the processor capacity of the zAAP processors are not included when determine traditional capacity-based software license charges or 3rd Party software charges**
- **Reduced network complexity**
  - “Network in a box” with fewer discrete components



## WebSphere Portal on z/OS (cont.)

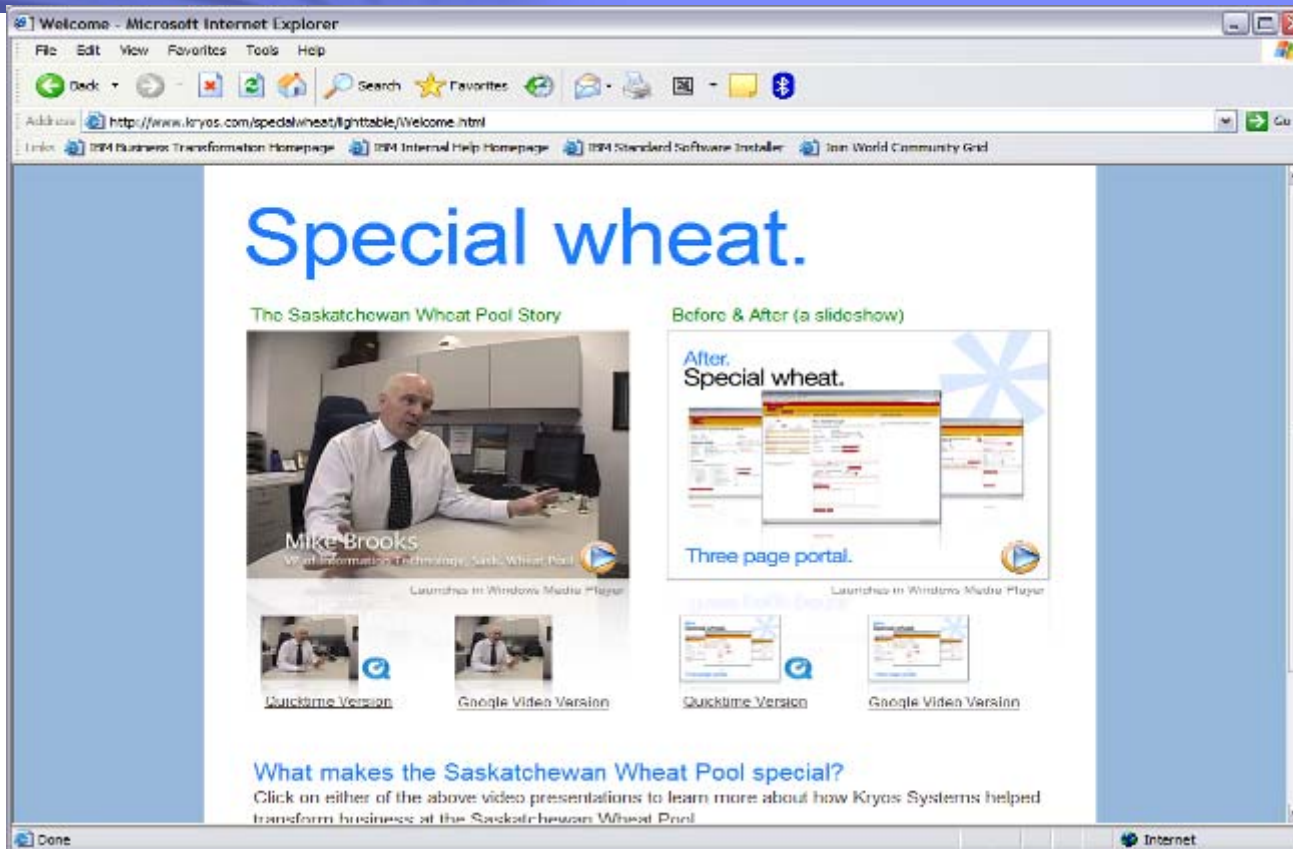
- **Exploit proximity to enterprise data and transactions**
  - DB2 for z/OS:
    - High speed native type-2 connector (RRSAF) that is fully XA compliant and supports 2-phase commit processing
    - DB2 data sharing provides access to shared resources on an almost limitless scale in a parallel sysplex
  - CICS: Portal supports the underlying JCA connector technology for connecting to CICS via high speed 2-phase commit enabled RRS connectors as well as the newer JCA enabled connectors
  - IMS: Portal supports the underlying JCA and OTMA technologies for connecting to IMS via high speed 2-phase commit enabled RRS connectors
- **Exploit z/OS Qualities of Service that WebSphere Application Server for z/OS provides, for example**
  - WLM, LOGGER, SAF, RRS, ARM
  - Clustering : z/OS high-availability Parallel Sysplex clustering, Coupling Facility and GDPS

# Customer Case Study



- USDA needed to provide a portal strategy based on a **single web standard**.
- There were over 10 competitors including BEA, Microsoft's Sharepoint, Oracle and SAP
- The **System z server** was chosen to support the Portal because it provided the **highest availability and security**.
- The following is a customer quote: “ The success and speed of IBM's implementation of WebSphere Portal Server on Linux for System z will lead to additional processor licenses of WPS for multiple portal sites across the country and additional user licenses of the WebSphere Development tools.....these acquisitions will equal continued investments in System z hardware”.





## .....A portal for 40,000 clients

Viterra (formerly Saskatchewan Wheat Pool) delivers information via their portal enabling their 40,000 clients to access their own data on the Web; checking their reports anytime in real time, seeing commodity pricing and information about shipping and delivery as well as reviewing their statements. They also find out about – and take advantage of – specials right away.

Some of the advantages are less customer facing, but no less important for the Pool. Up **until business partner Kryos came along** with the new portals, Viterra **had an underused SystemZ mainframe**. Now WebSphere Portal takes advantage of its capacity. ....

My Health Toolkit - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.myhealthtoolkit.com/vps/portal?Preferred=SC

BlueCross BlueShield of South Carolina  
An Independent Licensee of the Blue Cross and Blue Shield Association

myHEALTH TOOLKIT

MANAGE MY BENEFITS HEALTH MONEY

Login Enter Your Username Enter Your Password LOGIN Register Why Register? Password Help

My Insurance Manager™  
Personal Health Record  
Personal Health Assessment  
Health Library  
Personal Savings Accounts  
Compare Hospital Quality

BENEFITS  
HEALTH  
MONEY

**MANAGE MY Benefits**

- ✓ My Insurance Manager™
- ✓ Compare Hospital Quality
- ✓ Plan Comparison Tool
- ✓ Estimate Treatment Costs
- ✓ Compare Drug Costs
- ✓ Find a Doctor

Find Out More

Personal Health Record  
Start Today!  
Track appointments, doctors, prescriptions and more.  
Find Out More

Health Library  
Medical Knowledge:  
health topics from A-Z,  
wellness tools, guides and more.  
Start Now

Register Now  
Start Today!  
Register to access  
personalized tools and  
information.  
Register Now

LOGIN

## Business Need:

BCBSSC struggled to manage the increasing complexity of its distributed server environment. Specifically, the environment lacked standardized software across all servers. In addition, BCBSSC had historically utilized Web portal solutions that were hard to maintain and modify. Therefore, the organization wanted to partner with an industry leader to develop a standard Web content platform that offered the flexibility to meet its changing needs.

## Solution:

To implement a comprehensive Web portal solution, BCBSSC engaged IBM Software Services for Lotus (ISSL). The ISSL Lab Services team, working with IBM Business Partner Ascendant Technology, LLC, assisted with development by building a plan comparison tool and personalized health toolkit. IBM Software Services for WebSphere provided the underlying WebSphere infrastructure, which included IBM WebSphere Portal Enable V6 software and IBM WebSphere Application Server V6.0.2 software.

## Benefits of the Solution:

By virtualizing its Linux environments on two IFLs, BCBSSC reduced its environmental management costs and improved the efficiency of its hardware and software assets. Furthermore, the highly flexible WebSphere environment allows the organization to quickly and easily modify its Web portal to meet ever-changing business requirements.

# UK Land Registry

## The Challenge

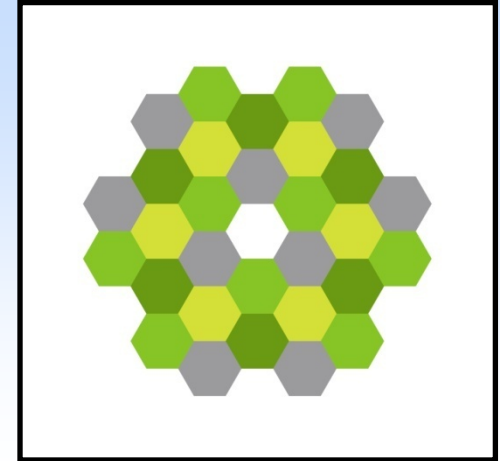
UK Government is modernising many of its services to allow them to be simpler and more accessible. The Land Registry is the government organisation that holds the register of land in England and Wales with over £1,300bn worth of property ownership guaranteed. Existing processes were manual and paper intensive where there was no single view of the current state of a specific transaction.

## The Solution

WebSphere Portal for z/OS provided a framework for the delivery of a new range of electronic processes to Citizens, conveyancers, financial institutions and a number of other partners.

## Benefits

- Harness existing skills
- Keep presentation close to data
- Integrated with other technology components
- Framework for implementing new services
- Make processes accessible to outside world
- Improve transparency and reduce home movers stress



<b>Software</b>	<ul style="list-style-type: none"> <li>▪ WebSphere Portal for z/OS v6.0</li> <li>▪ WebSphere Application Server for z/OS v6.1</li> <li>▪ DB2 for z/OS v8.1</li> </ul>
<b>Hardware</b>	<ul style="list-style-type: none"> <li>▪ IBM eServer zSeries z9-709</li> </ul>

# The IBM internal On Demand Workplace based on WebSphere Portal transformed the way employees work at IBM ...

- **Providing “one place” with personalized access to IBM resources**
  - 2.8 million page views per business day
  - 130 million hits per week
  - 80% of IBMers visit w3 ODW at least once per day
- **Integrating content, learning, expertise, collaboration and business applications**
- **Enabling increased productivity through role-based delivery of resources**
  - *Productivity savings estimate of \$80.6 million*
- **Reducing development & deployment costs through reuse**
  - *Every major web project potentially saves over \$200K in develop & deploy costs*
  - *Millions in savings from site consolidation from hosting charges to content management*



IBM demographics: roughly 380,000 employees, 160+ countries, 2000+ locations, highly mobile workforce



# Standardization of common tools and design ensures investment focus is on a single access point: a single portal

- IBM standardized on one single portal interface and platform avoiding an average \$120M in competing portal investments.
- Created standards for:
  - Content Management
  - Security /Authentication
  - Data Warehousing
  - Profile Management
  - Search and Taxonomy
  - Enterprise Brand (Look, Feel, Navigation)
  - Metrics / Scorecard
- Global Web Architecture standards have been applied to ensure consistency in content and design processes yielding a 20% reduction in the cost to deploy web applications

The screenshot displays the IBM On Demand Workplace portal for a user named Brian. The interface includes a top navigation bar with 'Home', 'Work', and 'Career and life' tabs. The main content area is organized into several sections:

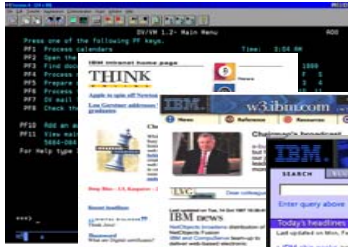
- MyNews:** A list of news items including 'IT News', 'Three new courses are being offered by IBM PC Institute to US IBM employees...', 'IBM Travel Programs & TEA Reimbursement Info', 'UPDATE TO OTR MAINTENANCE...', 'Computers & IT', 'UlumProvident Selects Verint ULTRA Solution: Leading', 'E-Business: Help is at hand for', and 'Laptop & Mobile Computing'.
- Working knowledge:** A section for personalized content with articles like 'CIO', 'Information Technology', 'Restoring files just got easier...', 'Corporate marketers try out blogs', 'New patent aims to search on quality, not just quantity', 'Multiple E2Update patches rolling out in April', and 'Firefox passes 50 million download mark'.
- Assets and expenses:** A section titled 'My assets and expenses for March 2005' featuring a pie chart showing the breakdown of IT expenses:
 

Category	Percentage
Notes Expense	58%
Notes DB	15%
Print Expense	13%
Remote Access	7%
Other I/T	0%
Storage	2%
VM Expense	0.02%
- Search:** A search bar with options for search type and advanced search.
- BluePages:** A section for finding internal resources like 'w3 intranet', 'IBM discussion forums', 'IBM news articles', 'IBM.com Internet', 'IBM Learning (site search)', 'North America', and 'Research'.
- Forums:** A section for community discussions with links to various forum topics.
- Links:** A list of external links related to IBM services and software.
- Selling for IBM:** A section for client plan infrastructure transformation.

# Reusable Services and Applications Make up Today's On Demand Workplace (w3.ibm.com)

- **News Portlet** – push profile-specific content and all IBM corporate news
- **Essential Links** – URLs to profile-specific tools/applications/resources and content
- **MyNews** – email delivery capability of internal org news and Factiva-supported external channels
- **Seller's Workplace** – employee specific client opportunities linking to Siebel, cadence reports, SSM steps
- **Working Knowledge** – timely aggregation of internal and external “actionable” content specific to unit, role, industry and work-related interests (e.g., client wins, papers)
- **Learning@IBM** – push profile-specific learning activities and manage certifications
- **Act Now** – alerts to time sensitive activities
- **What's New** – highlight new resources on ODW from profile changes to new Essential Links
- **You and IBM** – All IBM and country-specific employee HR news

# Evolution of w3.ibm.com



Launch of w3.ibm.com

Corporate news and links  
17k page views/day



Version 2.0

Standard design and navigation  
38k page views/day



Versions 3 & 4

Bluepages, MyNews, Web tools, Info Central  
500k page views/day



Versions 5 & 6

Profile, Dynamic Content, Taxonomy, Integrated Search  
1m page views/day



ODW R1 & R2

Business Portals, Personalization  
2m page views/day

ODW 2008-2009

Self-deployment, Mobility, web 2.0 portal "stickiness"

Corporate Communications

Common Function

Personalization

Participation

CONSUME

CONTRIBUTE

1996

1998

2000

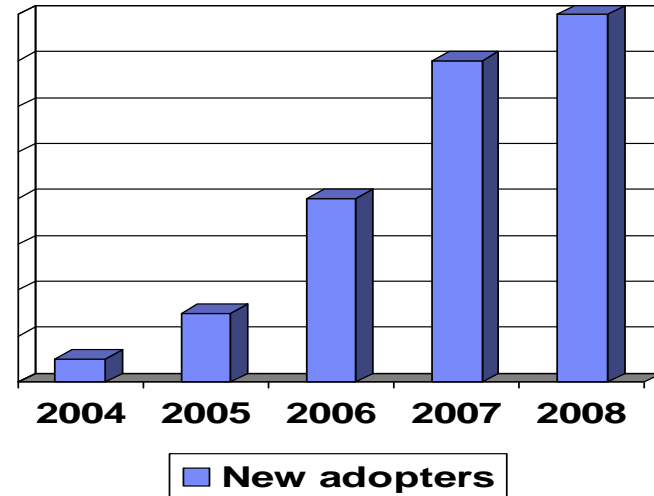
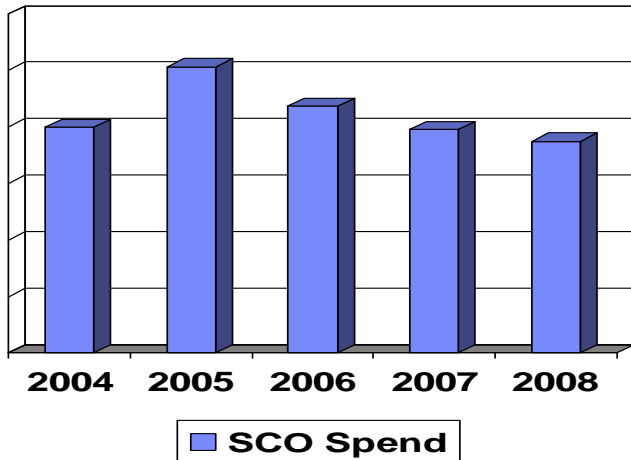
2002

2004

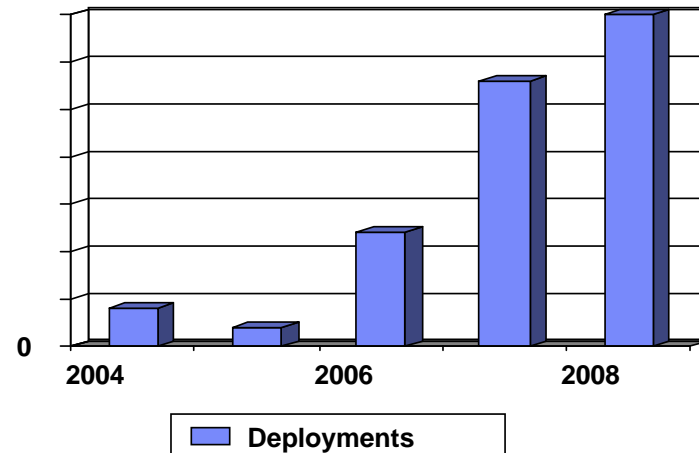
2006

2008

# Intranet (ODW) Spend and Growth

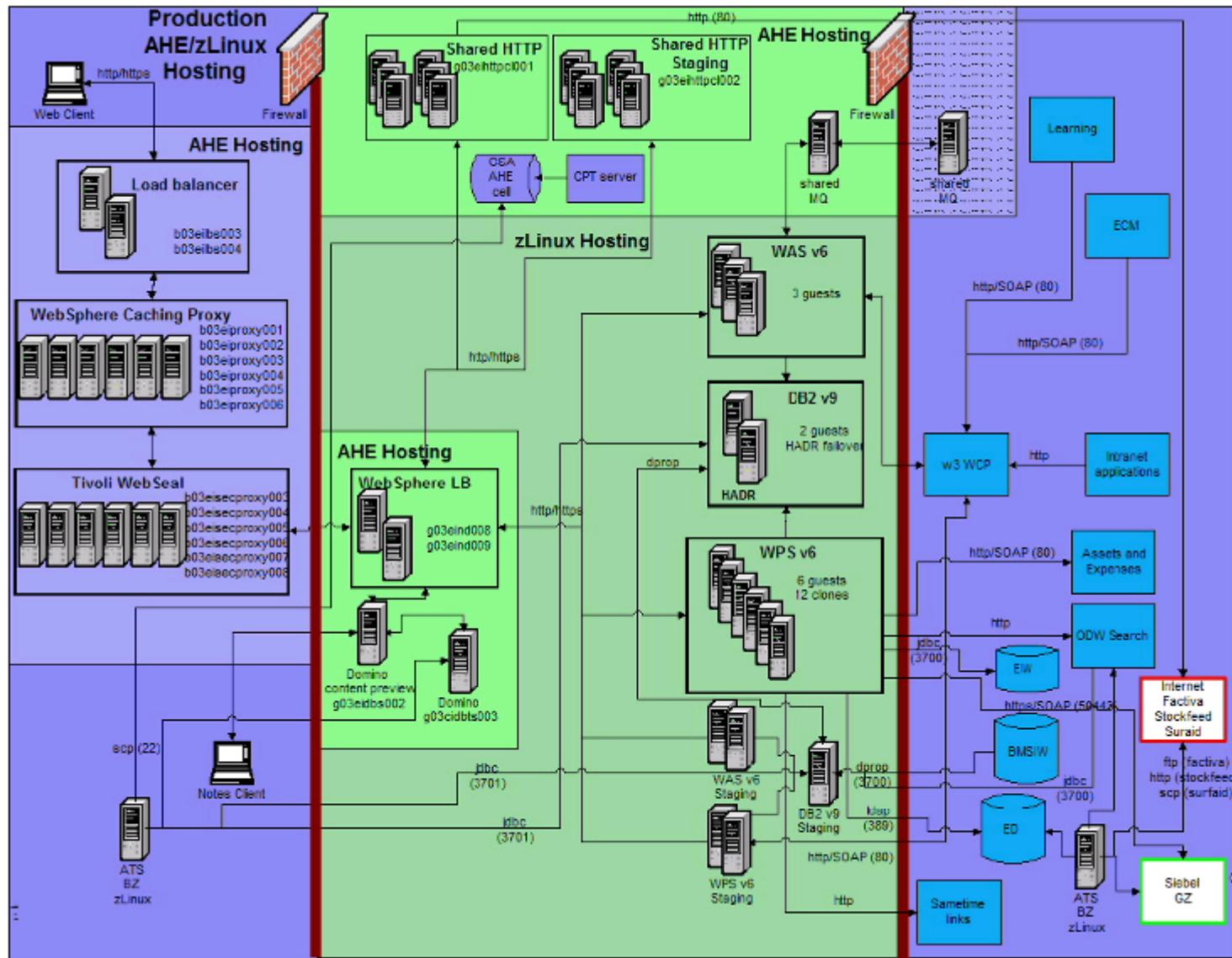


- 2 M requests per hour for our Photo API
- 8 M home page hits / day
- 23 k / minute average active users
- 276 k average unique visitors per day





# Intranet (ODW) Infrastructure

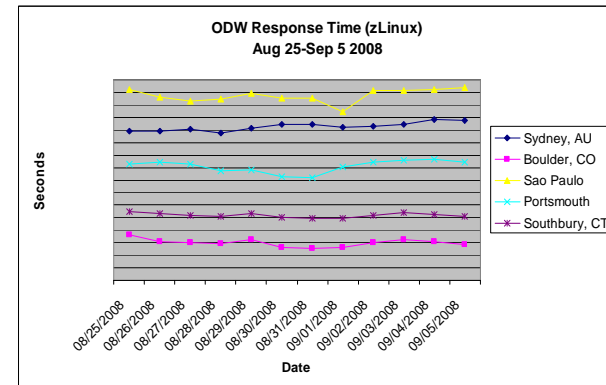
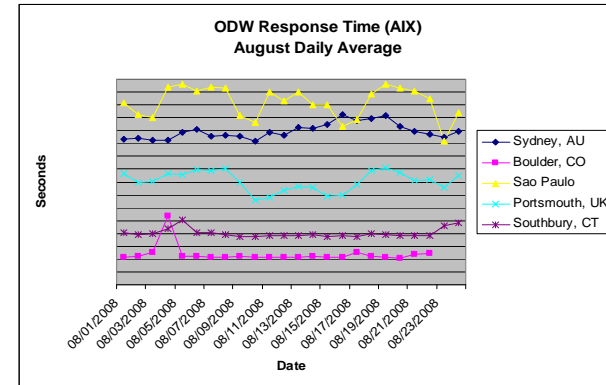


## Laying the foundation to move into the future....

- **System z Linux**
  - **Scalability – support exponential growth**
    - Ability to clone systems easily: days, not weeks
    - Add CPU and other resources in hours, not days
  - **Performance – Response time**
    - More consistent results
    - Quicker results
  - **Efficiency**
    - I/O Intensive applications
  - **Reliability**
    - Improved availability of business critical applications
  - **Cost**
    - Moving to better utilized System z Linux images
    - Less labor costs for less manual intensive tasks
  
- **Portal R6.1**
  - **Web 2.0 capabilities**
    - participatory business applications
    - Allows social interaction
  - **Scalability – support exponential growth**
    - JVM improved performance (Java Virtual Machine)
  - **Portlet Independence**
    - CSA – Client Side Aggregation
  - **Shorter development time/cost**
    - Identified state – allows us to remove home grown functionality

## ODW Benefits Realized in first month running on zLinux

- **Performance:**
  - More consistent response times on ODW
  - Average 2 seconds quicker for our BluePages application
- **Scalability:**
  - Immediate results to add CPUs to environment
    - Task completed in hours; labor cost minimal
- **Go Green!**
  - Energy Efficiency Certificates verify savings



# Our continued intranet evolution and innovation: ODW Next

- Perpetual Beta
- Dynamic switching between ODW and ODW Next
- Enables integrated innovation
- Built on Portal 6
- Web 2.0
- Google Gadgets
- New model for self deployment
- Remote portlets





# Web 2.0 is about user participation – a goal of the future ODW is to be an employee Participatory Portal

ODW Next - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help

http://odwwpsn1.ihe.ibm.com/wps/myportal!/ut/p/c1/hy1NC4JAGIR\_Uez46r5uRz9alcyN5jMv4FIbVD9PTgg5BNXN8eGZE16Y03

switch back to ODW w3 Home | BluePages | HelpNow | Feedback W3alert Bot edit profile | sign out

ODW NEXT w3 Home Search News Mail Connections Personal Mobile

TWE Sellers Managers Test

### ODW Next Users Profile

21542 Users in 88 Countries

us	5862
in	2720
jp	1406
de	1212
uk	1108
br	1066
ca	739
it	635
fr	539
au1	503
es	428
Other	5324

11:01 AM, Thursday, August 07, 2008 (eastern)

### User Contributed Portlets

18 Portlets from 5 Countries

us	12
ca	3
dk	1
in	1
at	1

03:00 PM, Thursday, August 07, 2008 (eastern)

### Pulse Poll Observer

If a self-deployment portlet infrastructure could be established with ODW Next, with "near production" portal resiliency, but variable SLAs per portlet, would you be willing to use peer-contributed portlets or to contribute to the palette?

No, and I'd prefer to see only formally developed business portlets in the palette. **2.8%** 47 votes

I may not try contributed portlets, but OK to include as long as identifiable in the palette. **8.5%** 145 votes

Sure, willing to try new portlets, as long as the portlet contributor is IIP-identified. **34.2%** 580 votes

I would try new portlets, but only after peer reviews and owner reputation data is available. **21.5%** 364 votes

I look forward to peer contributions and also want to develop and contribute to the public palette. **33.0%** 560 votes

Back to Options

### Portlets

Search:

User Contributed

What is this?  Search

membership flickr classifieds

**situational-applications portal** BlueTwit poll ODW seasonal pulse kv-search statistics dogear fringe KnowledgeViewSearch COMP photos resources Research javascript halloween swg-development articles team bluegroups links sale users chart learning survey swap json news IDC Gartner **Recent Popular**

**Fringe Search** by Brian P. Oloro Provides a Fringe search box in a portlet for ODWNext ★★★★★ by 3 users

**w3 News for all IBM** by Michael Vandermeulen Temporary portlet for ODW Next users to view w3 Top Stories and other "non-profiled" current news articles ★★★★★ by 5 users

**Top recent dogears** by Sharon Lymer A portlet that gets and displays the top 5 recent dogear bookmarks. ★★★★★ by 2 users

**ODW Next Users by Country** by Michael Vandermeulen Portlet to chart ODW Next registered users. ★★★★★ by 4 users

**Links to analyst research in COMP** by Flemming Hansen Portlet to provide links to analyst research in COMP from ODW Next. ★★★★★ by 1 user

Community Finance News

http://w3.tap.ibm.com/innovatorslibrary/asset\_view?assetId=426

# Outlook: “innovation with integration”

Web 2.0 features  
- WP 6.1

Social Tagging

Social Search

Profiling -  
Personalization

Integration with  
web mail, calendar

Harvesting via  
“natural  
selection”

New model for  
self-deployment

The screenshot shows the ODW Next website interface. The browser title is "ODW Next - Mozilla Firefox: IBM Edition". The address bar shows "http://w3.ibm.com". The page has a navigation bar with links for Home, Career and life, Google Gadgets, Search, Seller's Workplace, Lotus Connections, and dwa. Below the navigation bar are several content widgets:

- What's New:** Alerts about a new look and feel, and New Portlets section.
- w3 News [profiled for all IBM]:** Top stories including "Friday fun" and "Raising the game".
- Search:** Search type dropdown, search box, and advanced search options.
- My Links:** Expand all / Collapse all button and a list of links.
- My Stocks:** Table of stock prices for Wednesday, August 6, 2008 1:53:00 PM EST.

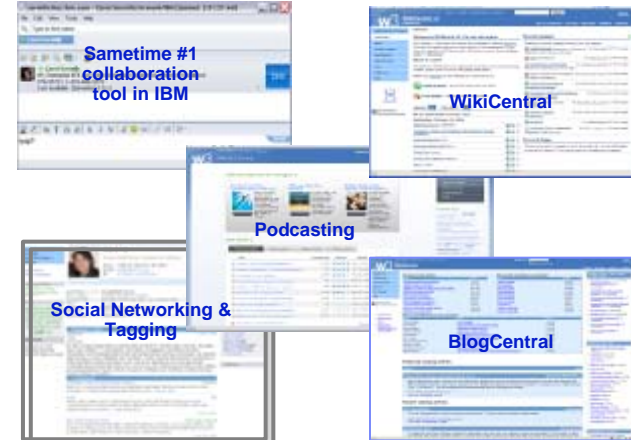
Symbol	Price	Change	% Change
IBM	128.70	0.33	0.26%
HPQ	45.20	0.20	0.44%
AAPL	163.27	2.63	1.64%
XXAX	2,133.99	5.86	0.28%
NYA	8,472.31	0.46	0.00%
THX	4.05	0.04	1.02%
COMPQ	2,366.80	16.97	0.72%
DIJ	11,605.51	-10.26	-0.09%
SPX	1,284.86	-0.02	0.00%

# Using Lotus products, e.g. Lotus Connections to achieve Web 2.0: - Services based – collective intelligence – Light Weight UIs -



60% of IBM population Role Enabled (e.g Sellers Workplace, Managers Portal, Finance Workplace)  
- *Services Based*

- Sametime – 380K users - largest installation of Sametime in the world. What users are saying: \$80M Productivity increase
- 97 portals integrated



- 250k tagged URLs
- 75k unique tags
- adopted by 100+ apps

- Access via mobile devices
- 15K Wikis,
- 217K readers,
- 34K IBM Authors
- *Device Independent*
- *Participatory beginnings*



*Dogear & ETS (Tagging)*  
Improved content relevancy & employee satisfaction. Estimated \$3.3M productivity increase



ThinkPlace:  
• 16K+ ideas  
• \$574M impact  
• 20 Exec Challenges

Jams drove \$50M Services & SW Revenue

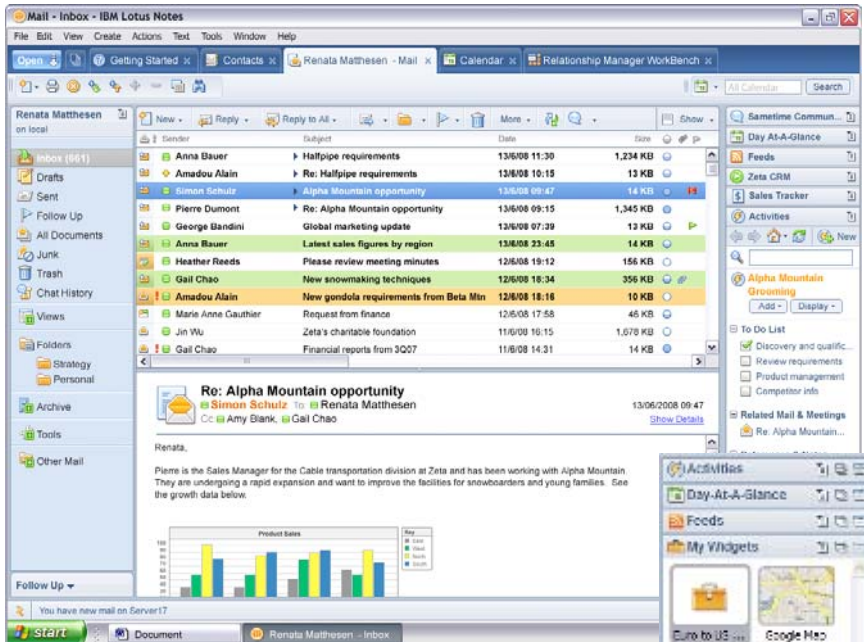


Bluepages – highest employee sat at 89%  
- *Base for Profiles*



# Notes and Domino for System z

Collaborating in context from a single, customized view



- Unified and intuitive workspace**
- email, calendaring, contact management, to do**
- Instant messaging and presence awareness**
- Office productivity tools**
- Personal library for easy file sharing**
- Teamroom, blog templates and Search Center**
- Web 2.0: My Widgets / Live Text and RSS feeds**
- Access from web, rich and mobile clients**
- Mac, Linux and Windows**
- Support Google Calendar and .vCard format**
- Evolution from z/OS to System z Linux 64 bit**
- IBM CIO office is consolidating Domino messaging on z**

- Significant cost reductions**
- Easier to administrate**
- Green savings (smaller footprint, etc.)**

Leveraging new Web 2.0 features in IBM Lotus Notes and Domino 8.x





## Summary

- **Web 2.0, Social Software and user contribution and collaboration are hot topics and will be leveraged by leading companies to spur innovation and accelerate their business goals**
- **WebSphere Portal provides a proven, enterprise class solution that enables I/T to deploy these web 2.0 user experiences, with more web 2.0 and social elements coming in the future.**
- **WebSphere Portal when deployed on z systems provides a centralized, scaleable and manageable platform with unmatched price/performance for integrating core business processes with user contributed and customized content to maximize business impact.**






# Resources

## Learn more

- **WebSphere Portal:** <http://www-01.ibm.com/software/websphere/portal/>
  - zOS: <http://www-01.ibm.com/software/genservers/portalmaz/>
  - Library: <http://www-306.ibm.com/software/genservers/portal/library/>
  - Webcasts
    - “WebSphere Portal and Dashboards on System z: <http://www-01.ibm.com/software/os/systemz/telecon/10sep/>
    - “Unleash the power with WebSphere Portal 6.1 and Web 2.0”: <http://www.ibm.com/software/info/people/portalwebcast/index.jsp>
    - “IBM WebSphere Portal Web 2.0 Features”: <http://www.youtube.com/watch?v=Mr5g2Lh4HmA>
  
- **Lotus Notes & Domino:** <http://www-01.ibm.com/software/lotus/notesanddomino/index.html>
  - Library: <http://www-01.ibm.com/software/lotus/notesanddomino/library.html>
  
- **IBM Mashup Center:** <http://www-01.ibm.com/software/info/mashup-center/>
  - Library: <http://www-01.ibm.com/software/info/mashup-center/library.html>
  - Try out IBM Mashup Center on Lotus Greenhouse: <https://greenhouse.lotus.com/home/product.jsp?p=mashups>
  - Other sources:
    - Keep Up with New Developments at our “Mix and Mash” blog: <http://www.mix-and-mash.com>
    - IBM Mashup Center on DEMOZone: [http://demos.dfw.ibm.com/on\\_demand/Demo/IBM\\_Demo\\_IBM\\_Mashup\\_Center-Jul08.html](http://demos.dfw.ibm.com/on_demand/Demo/IBM_Demo_IBM_Mashup_Center-Jul08.html)
    - How-to Details for IBM Mashup Center: <http://youtube.com/user/ItsMashtastic>



# Thank You!



The logo for IBM WebSphere Portal software is a circular emblem. At the center is a white globe with latitude and longitude lines, surrounded by the text "IBM WebSphere Portal software". This central element is encircled by a ring of ten smaller icons, each representing a different business or technology concept: a bar chart, a group of people, a calendar, a document with a large 'A', a pair of glasses, a stack of books, a network of nodes, a person at a computer, a person icon, and a bar chart.

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