# WebSphere Portal

**Creating personalized and collaborative experience for employees, partners and customers**

10/18/01

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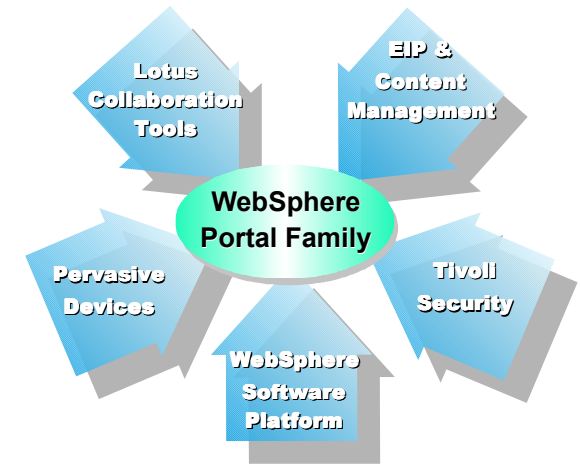(512) 838-9605

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# IBM Portal Strategy

■ **Provide a single family of portal offerings**
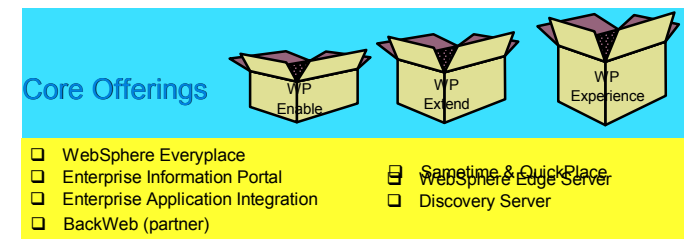
▶ **Based on all relevant products across SWG**

■ **Provide a horizontal portal solution**

▶ **Multiple portal solutions, spanning B2E, B2B, B2C**
▶ **Integrated collaborative services**
▶ **Wired and wireless devices**
▶ **enterprise and service provider requirements**

■ **Provide a framework that enables extended features**

▶ **EIP for advanced information integration**
▶ **Lotus for collaboration and Discovery Server**
▶ **Tivoli for advanced user management/security management**
▶ **Business Partner and Customer provided**

Lotus Collaboration Tools

EIP & Content Management

WebSphere Portal Family

Pervasive Devices

Tivoli Security

WebSphere Software Platform

Core Offerings

WP Enable    WP Extend    WP Experience

❑ WebSphere Everyplace
❑ Enterprise Information Portal
❑ Enterprise Application Integration
❑ BackWeb (partner)

❑ Sametime & QuickPlace
❑ WebSphere Edge Server
❑ Discovery Server

■ **Leverage the robustness of the WebSphere family**

■ **Build portfolio of portlets via**

▶ **In house development**
▶ **Implementing an aggressive business partner program**
▶ **Provide tooling/enablement for customer and business partner development**

# Portal Family Value Proposition

**WebSphere creates a compelling, dynamic user experience for B2E, B2B and B2C Portals**

Effective, efficient access to

content, applications, and people

*They don't know who I am*
*They don't know what I like*
*They can't customize for me*
*They don't let me add value myself*
*They can't make recommendations*
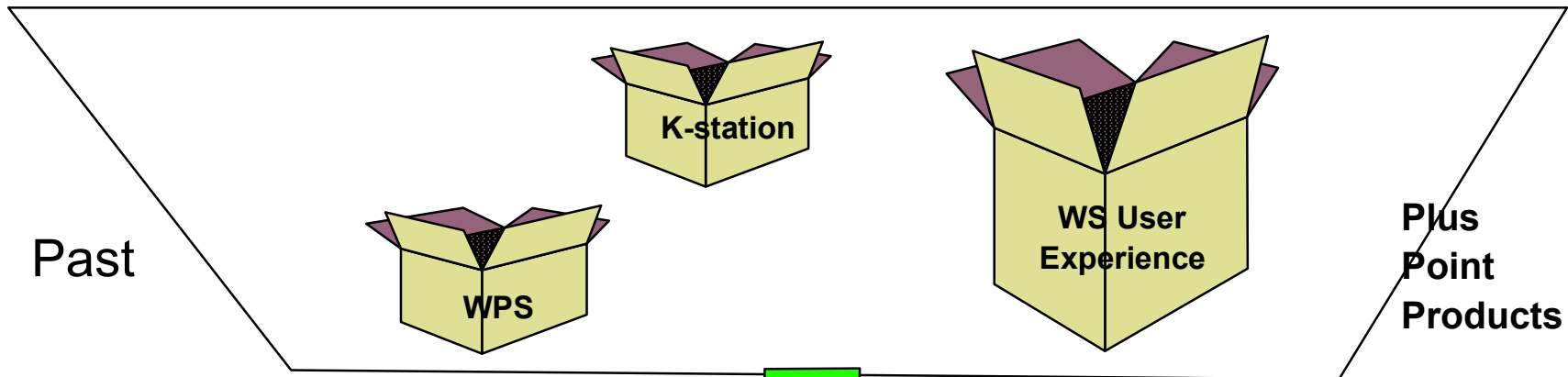*Information is decentralized and hard to find*

*companywebsite.com*

?

**Customization**
**Personalization**
**Recommendations**
**Portalization & syndicated content**
**Collaborative e-Teaming**
**High-quality content**

companywebsite.com

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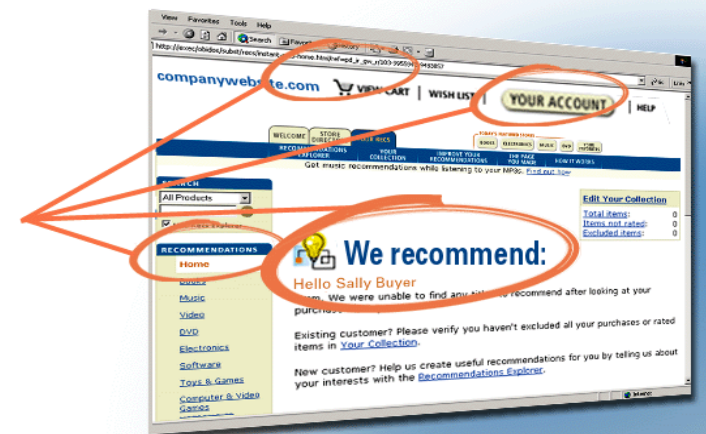
# 10/9 WebSphere Portal Family Ann.

- **WebSphere Portal Family Offerings**
  - ► **WebSphere Portal Enable**
  - ► **WebSphere Portal Extend**
  - ► **WebSphere Portal Experience**
  - ► **Can order 10/09**
    - – **English eGA 11/09, GA 11/30**
    - – **NLV eGA 12/09, GA 12/31**

- **SAP iViews, WebSphere Edition**
  - ► **Portlets for SAP, BAAN, Oracle, Peoplesoft and Siebel**

- **New Business Partner agreements**
  - ► **7 new portlet providers**
  - ► **Channel partners (e.g. Perficient)**

- **Withdrawal from Marketing:**
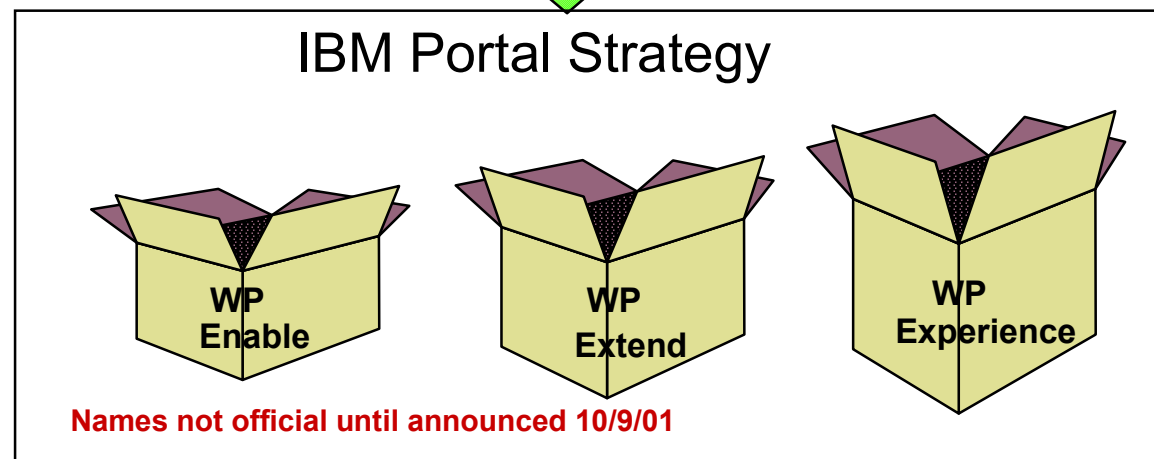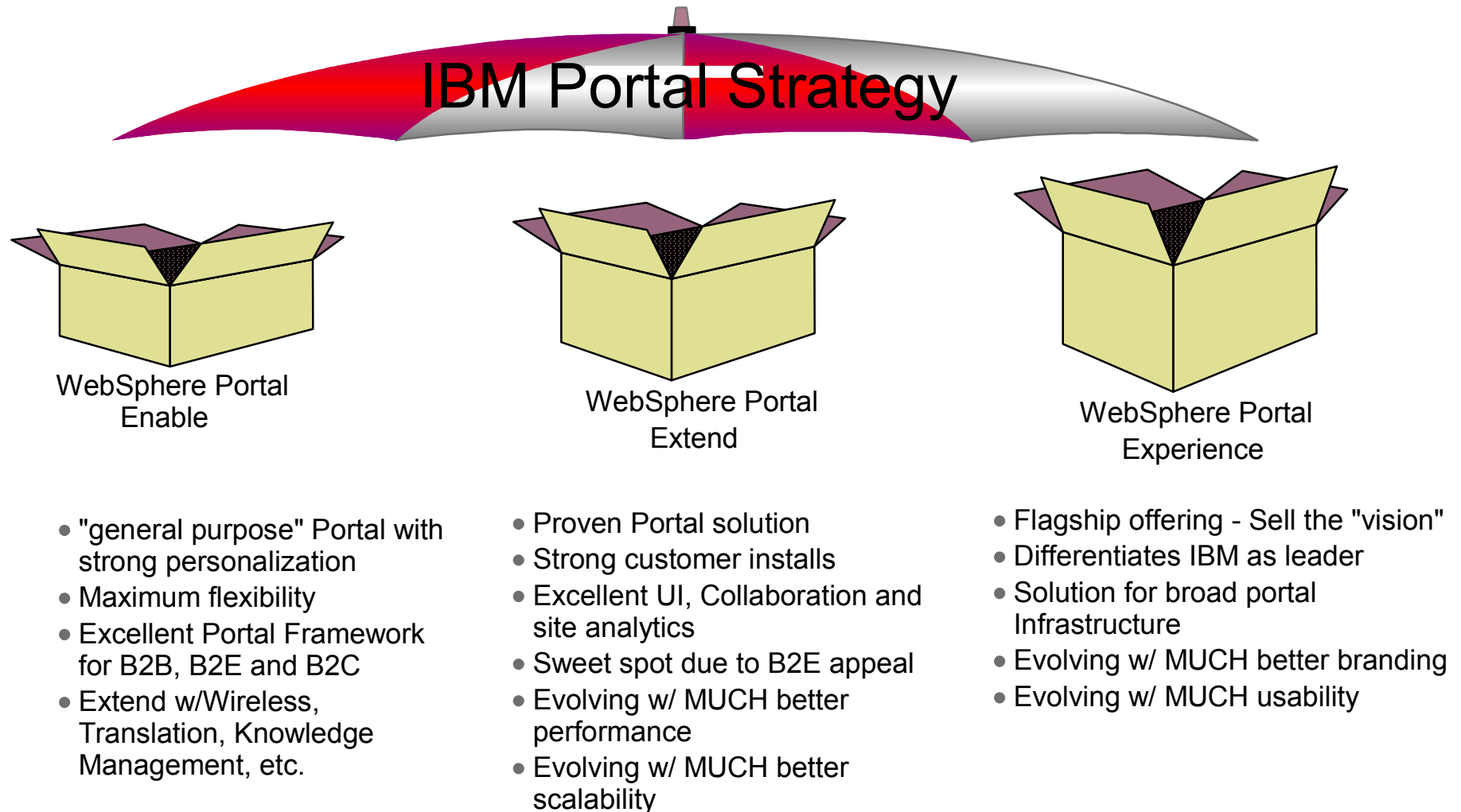  - ► **UEX, Interwoven, WPS 1.2, and K-station**

# Portal Family Offerings Plan

Past

**K-station**

**WPS**

**WS User Experience**

Plus Point Products

**Change Offering Structure**

IBM Portal Strategy

New Offerings

**WP Enable**

**WP Extend**

**WP Experience**

Plus Point Products

Offerings defined and new deliveries in 4Q01 with K-station, WPS, and UEX merged

**Names not official until announced 10/9/01**

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**Enterprise**

# WebSphere Portal Family Positioning

## IBM Portal Strategy

**WebSphere Portal Enable**

- "general purpose" Portal with strong personalization
- Maximum flexibility
- Excellent Portal Framework for B2B, B2E and B2C
- Extend w/Wireless, Translation, Knowledge Management, etc.

**WebSphere Portal Extend**

- Proven Portal solution
- Strong customer installs
- Excellent UI, Collaboration and site analytics
- Sweet spot due to B2E appeal
- Evolving w/ MUCH better performance
- Evolving w/ MUCH better scalability

**WebSphere Portal Experience**

- Flagship offering - Sell the "vision"
- Differentiates IBM as leader
- Solution for broad portal Infrastructure
- Evolving w/ MUCH better branding
- Evolving w/ MUCH usability

# WebSphere Portal Enable

- **WebSphere Portal Server 'V2.1'**
  - ▶ **WPS Framework**
    - – Presentation Services
    - – Portal Services
    - – Portal Infrastructure
  - ▶ **Portlets**
    - – Ready to run
    - – Samples

- **WebSphere Personalization 3.5.2**
  - ▶ **Rules engine**
  - ▶ **Recommendation engine**

- **WebSphere Application Server, Advanced Edition 3.5.4**

- **IBM Secureway Directory 3.2.1**

- **DB2 UDB 7.2**

- **Price (USD):**
  - ▶ **PPA level A: $61,875**

- **Licensing**
  - ▶ **For use with Portal only**
    - – WAS
    - – Personalization
    - – UDB
    - – Secureway Directory
  - ▶ **Personalization**
    - – License for 25k profiles
  - ▶ **UDB/Directory can be installed on separate processor**

Enable does not contain Domino Extended Search

# WebSphere Portal Server

- **Provides a secure single point of access to diverse information and applications, personalized to the needs of the user**

- **Provides an open framework for creating multiple portal solutions**
  - ► **B2E, B2B, B2C**

- **Removes much of the overhead of developing user interfaces for multiple browsers or mobile devices**

- **Provides a portfolio of Portlets for the integration of content into the portal:**
  - ► **applications**
  - ► **syndicated content**
  - ► **collaboration**

- **Extensible through a flexible API based on industry web standards**

- **Includes industry leading Personalization technologies that can be utilized to improve the overall user experience**

# WPS New Additions

- **Portlet Support**
  - ▶ **Portlet Applications**
    - – **Enables inter portlet communication**
  - ▶ **Portlet Cloning**
  - ▶ **Improved ACL Portlet**
    - – **Support for Portlet Applications, Cloning, and Child Portlets**

- **WES 2.1 support**

Enhancements also included in WPS 1.2 Fixpak 2

# Personalization

- **Portal screen <u>Customization</u>**
  - ► **Layout, formatting, color schemes**
  - ► **Manually add portlets**

- **Portlet Filters & <u>Parameters</u>**
  - ► **Each user Sets controls by portlet**

- **WebSphere <u>Personalization</u> -- Rules Engine**
  - ► **Rules & Scripts based on user profiles**
  - ► **Resource Engine -- Role-based groups of people**
  - ► **Interacts with Java Server Pages**

- **WebSphere <u>Personalization</u> -- Cross-selling**
  - ► **Recommendation Engine -- predict**
  - ► **Observation based - watches website behavior**
    - – **ClickStream analysis**
  - ► **Product affinity analysis for cross selling**

# WebSphere Portal Extend

- **WebSphere Portal Enable**

- **Lotus K-station 1.1**
  - ▶ **WPS Interoperability bridge**

- **Lotus Domino 5.0.8**

- **Lotus Sametime 2.5**

- **Lotus QuickPlace 2.0.8**

- **Lotus Domino Extended Search 3.5.1A**

- **WebSphere Site Analyzer 4.0**

- **Price (USD)**
  - ▶ **PPA Level A: $106,875**

- **Licensing**
  - ▶ **Allow WPS to be installed twice:**
    - − **Once as WPS**
    - − **Once for use with k-station bridge**
  - ▶ **Allow WAS to support**
    - − **WPS**
    - − **WPS with k-station bridge**
    - − **K-station**
  - ▶ **K-station on separate processor from WPS**
  - ▶ **ST&QP**
    - − **Restricted function:**
      - • **Instant Messaging**
      - • **Real-time awareness**
      - • **Place-based repositories & search**
    - − **Limited to portal users**
  - ▶ **Domino for k-station support only**
  - ▶ **DES for use within portal**
  - ▶ **All other Enable licensing conditions apply**

# K-station

# WPS to K-station Bridge

- **K-station 1.1 installed on Domino 5.0.7a server or greater**

- **WPS component acts as portlet server to K-station**

- **Portlet configuration through WPS UI**
  - ▶ **WPS administrative task**

- **Portlet discovery through K-station UI**
  - ▶ **K-station user task via portlet catalog**

- **WPS with bridge code cannot be used as Portal server**
  - ▶ **portlets on this particular box cannot be shared with other WPS servers**
  - ▶ **Separate install of WPS required to get full portal capability**

- **Bridge only supported on Windows NT/2000**

# Bridge: End User View



**Websphere Portal Server Portlet**
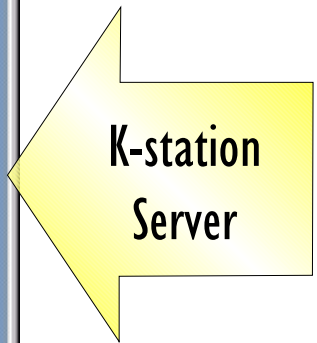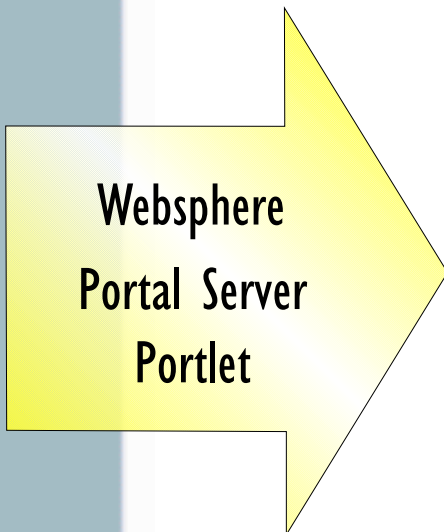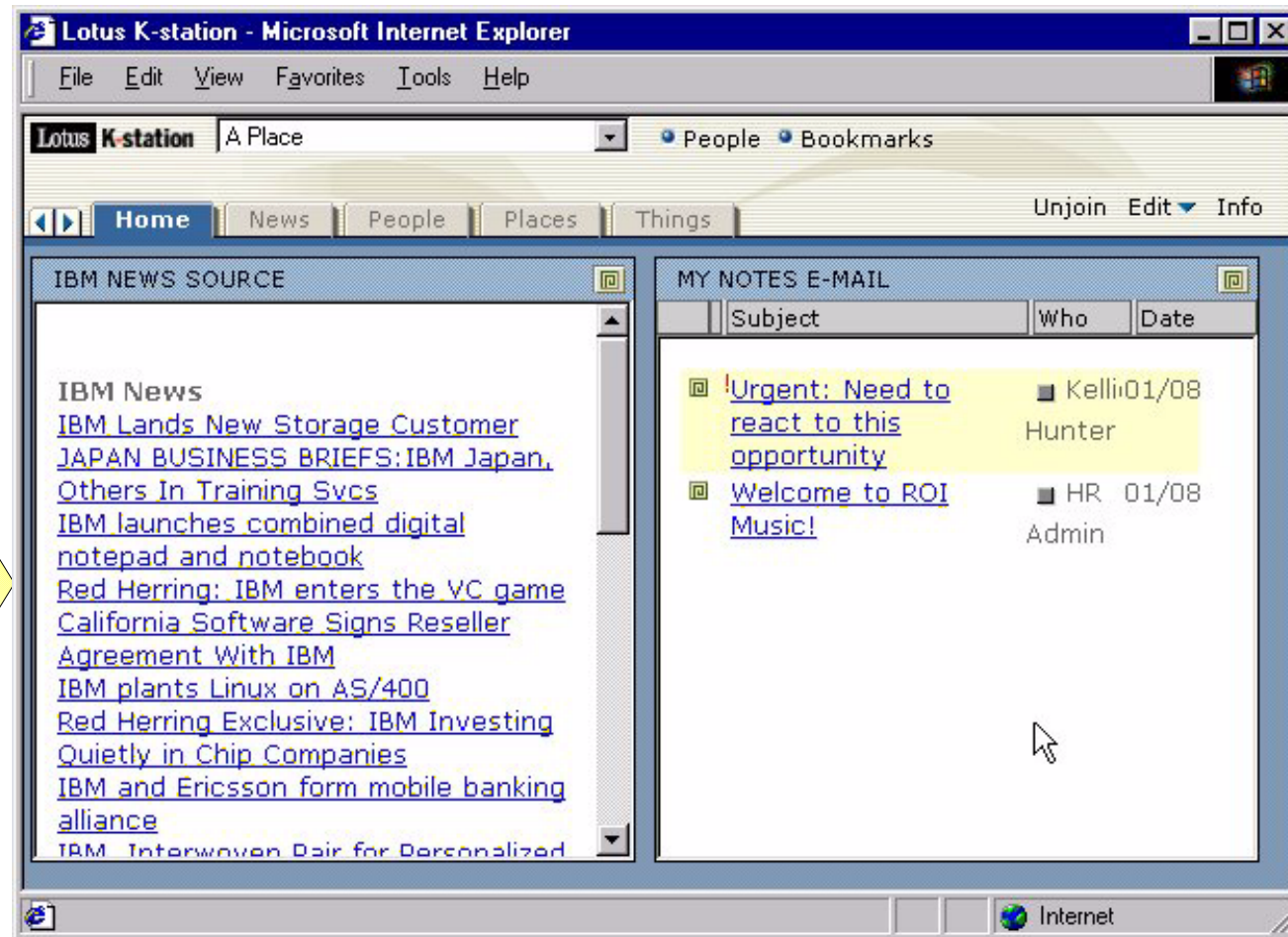
**K-station Server**

# K-station WAS Hybrid

- **New in K-station 1.1**

- **Domino's Servlet engine is default**

- **WAS can optionally be used as a Servlet engine**
  - ► Domino Plug in available out of the box with WAS
  - ► Tested with WAS 3.5 (service Pack 4)

- **K-station servlets need to be registered in WAS**

- **User experience is not changed**

- **Performance is improved by up to 300%**
  - ► Recommended for large scale environments
  - ► PIM Portlets (email, calendar, notes views) do benefit

# Extended Search

- It accesses your information no matter where it is or how it is stored.
- It employs a distributed search technology.
- Supports multiple, heterogeneous indices.
- Does not require re-indexing of data.
- Lets indices be co-located or dispersed.
- Executes multiple searches in parallel.
- Supports federation of fields across disparate data sources.

Search

Jaguar + Automobile + merger

SSL → WebSphere (authentication)

config DB

Administration & Monitoring

query    hits    fetch

portlet
ES Broker

Agent — DB2
Agent — Oracle
Agent — ODBC DBMS
Agent — SQL Server
Broker — Agent — Text Indices / File Systems
Agent — Notes DBs
Agent — MS Indices
Agent — WWW Search Engines

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# WebSphere Site Analyzer 4.0
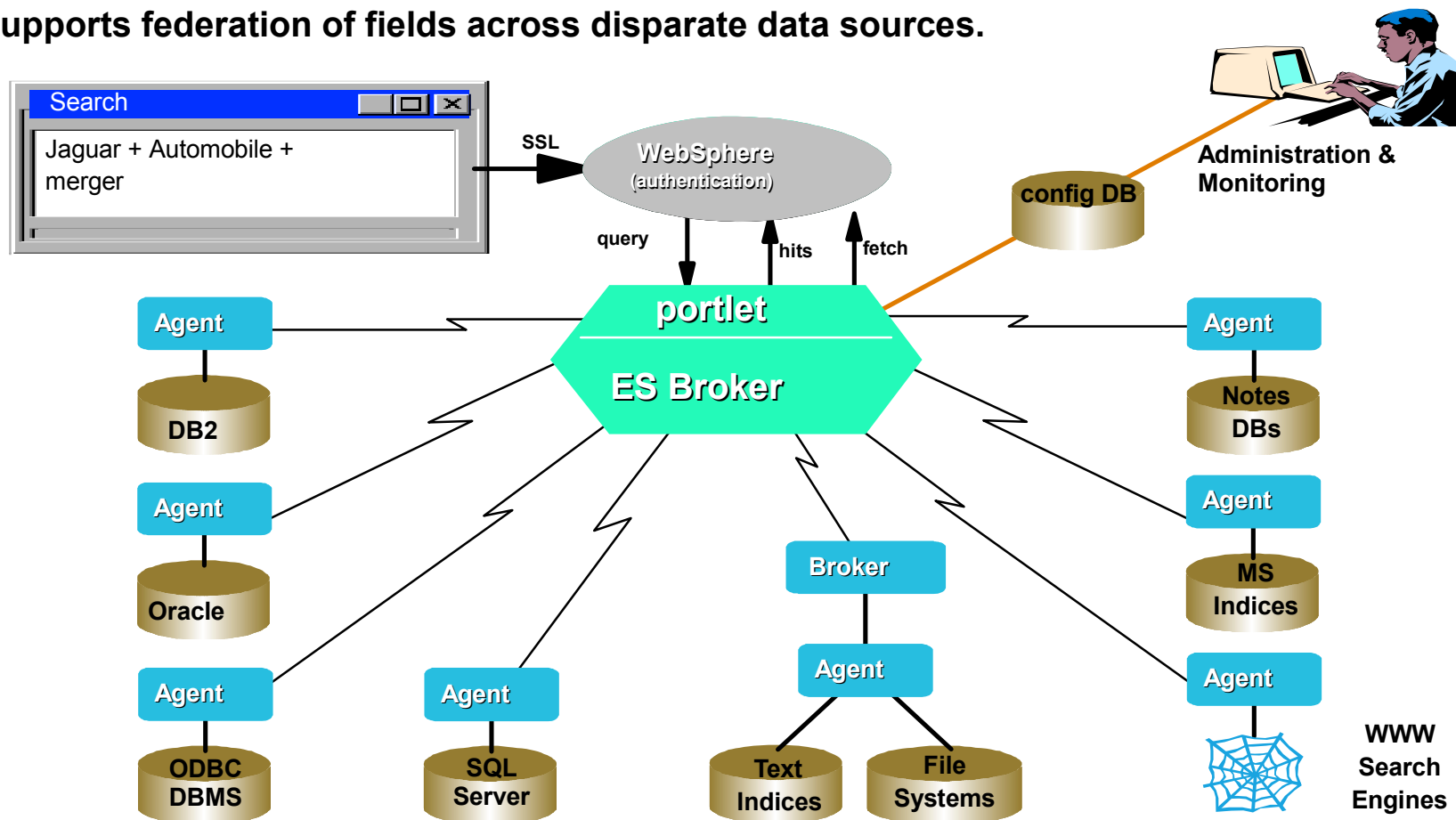
WebSphere Site Analysis
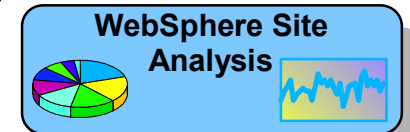
- Detailed content and usage analysis of your Web site

- Rich reporting capabilities: reports formatted in HTML and XML can be distributed via e-mail or published to a Web site

- Analysis of Web content and site integrity

- Data capture from multiple sources including: HTTP server, FTP servers, application servers, WebSphere Application Server V4, WebSphere Edge Server, WebSphere Commerce Suite, and WebSphere Personalization

- Browser-based, real-time data capture via WebTracker

- Generates proxy traffic analysis for WebSphere Edge Server users

- Campaign and rule effectiveness analysis for WebSphere Personalization

- Shopping cart analysis for WebSphere Commerce Suite users

- Web Browser user interface for easy administration

- Includes IBM DB2 Universal Database(TM), and optional Oracle support

- International language support, including support for Spanish, French, German, Italian, Brazilian Portuguese, Japanese, Traditional Chinese, Simplified Chinese and Korean

# WebSphere Portal Experience

- **WebSphere Portal Extend**

- **Tivoli Secureway Policy Director 3.8**

- **IBM Content Manager 7.1**

- **IBM EIP Client Kit 7.1.2**

- **Full function license for Sametime & QuickPlace**
  - ▶ **Limited to 1000 users**

- **Price (USD)**
  - ▶ **PPA Level A: $652,500**

- **Licensing**
  - ▶ **Includes 4 licenses of Enable**
  - ▶ **Full WAS & Personalization license**
  - ▶ **ST&QP**
    - − **Full function license for 1000 users each**
    - − **Do not have to be portal users**
  - ▶ **Policy Director**
    - − **License for 4 x 2500 portal users**
  - ▶ **IBM Content Manager**
    - − **License for 1 server node for CM**
    - − **Gateway limited to 5000 unique users/month**
  - ▶ **EIP Client Kit licensed for 4 processors**
  - ▶ **All other Extend licensing conditions apply**

# Sametime Collaboration

| Awareness | Conversation | Shared Objects |
|---|---|---|
| ► **Presence lists** | ► **Instant Messaging** | ► **Whiteboard** |
| ► **People links** | ► **Group Chat** | ► **Applications** |
| ► **Place awareness** | ► **Audio Video over IP** | ► **Entire PC** |

core product marketing
- Brennan O'Hara/CAM/Lotus
- Ed Brill/CAM/Lotus
- Ida Parisi/CAM/Lotus
- Jeanette Medlin/CAM/Lotus
- Maria Sciortino/CAM/Lotus
- Pamela Came/CAM/Lotus
- Sheryl Higgins/CAM/Lotus

Chris Crumm.. Are you the fisher
Cliff Reeves/.. Yes, I caught it to
Chris Crumm.. Lets talk about wl
Cliff Reeves/.. Sure, I can show
Cliff Reeves/.. I will meet you the

**Sametime Meeting Room - Test**
Meeting  Edit  View  Tools  Per
Screer Sharing   Whiteboard
**Lotus SMART Suite** 1-2-3 - [Fishin
File  Edit  View  Create  R

| Name | Description |
|---|---|
| Chris Crumm.. | Am Active |
| Cliff Reeves/.. | Am Active |
| Chris Recklin.. | Am Active |

Drive   Fit to Wincow
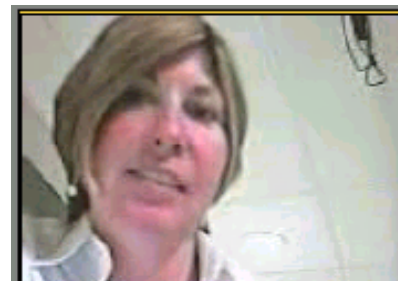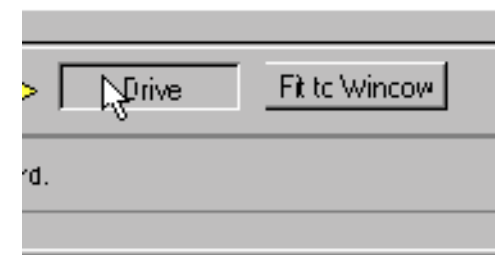
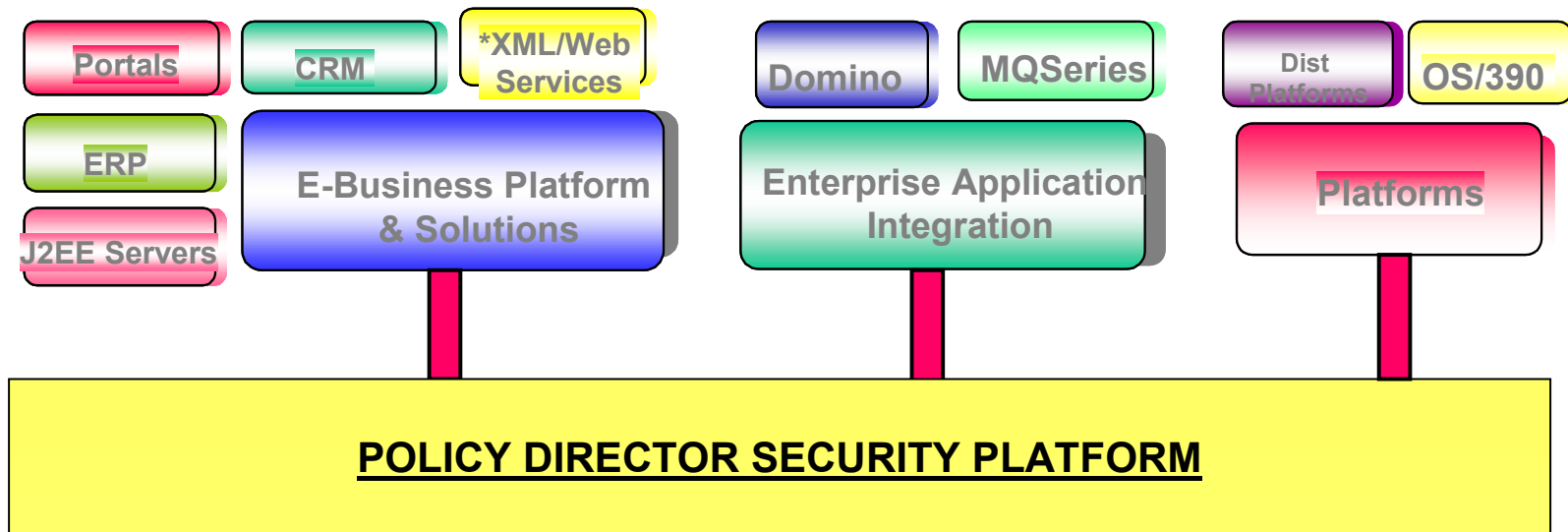# QuickPlace Ad Hoc Collaboration
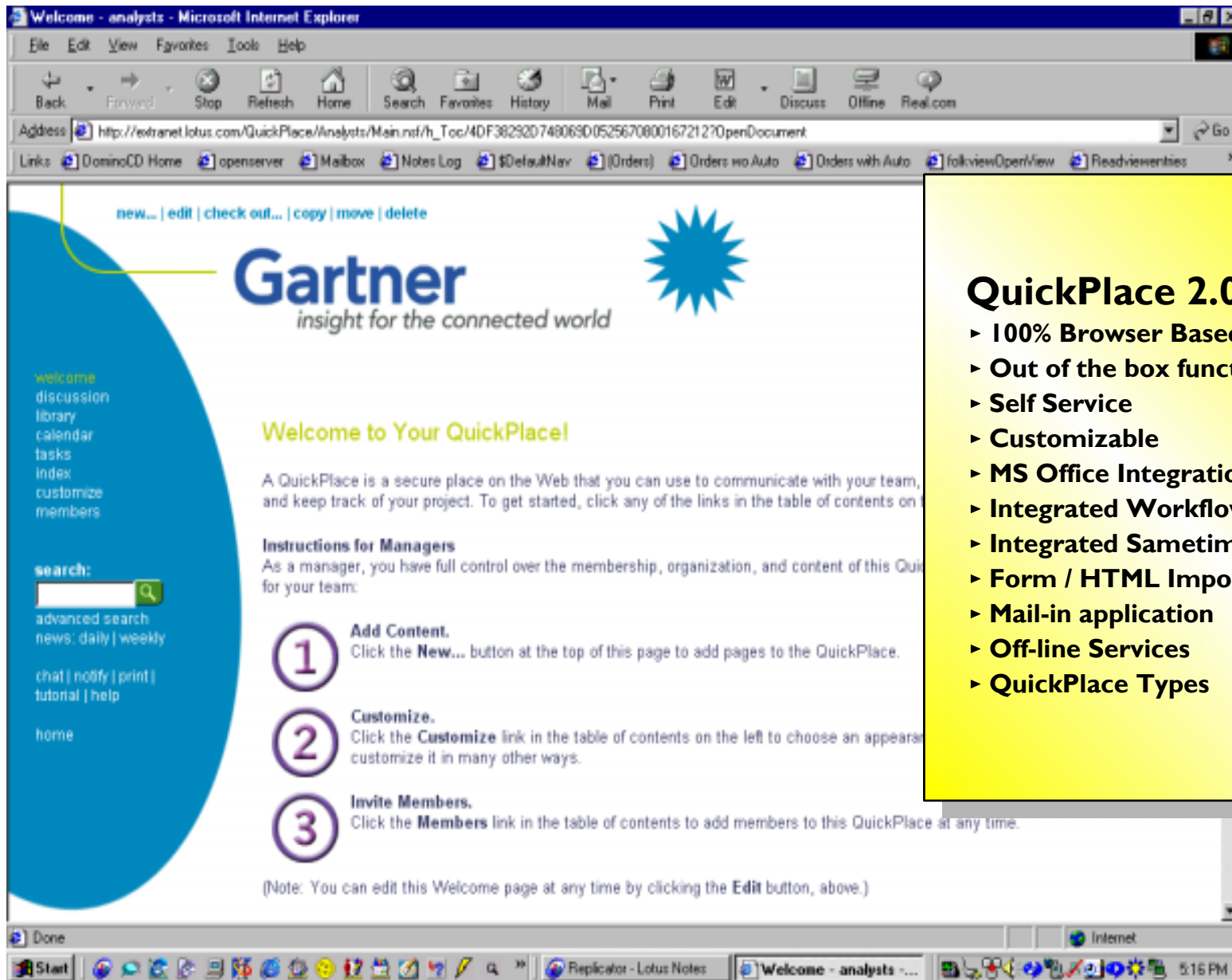


**QuickPlace 2.0**

- ► 100% Browser Based
- ► Out of the box functionality
- ► Self Service
- ► Customizable
- ► MS Office Integration
- ► Integrated Workflow
- ► Integrated Sametime
- ► Form / HTML Importing
- ► Mail-in application
- ► Off-line Services
- ► QuickPlace Types

# Tivoli Policy Director

**Secure, Unified User Experience !!!**

| Portals | CRM | *XML/Web Services | | Domino | MQSeries | | Dist Platforms | OS/390 |

| ERP | E-Business Platform & Solutions | Enterprise Application Integration | Platforms |

| J2EE Servers |

## POLICY DIRECTOR SECURITY PLATFORM

**Multi-enterprise Web Management Portal !!!**

Policy Director

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# IBM Content Manager

**Content Manager**

● Full management of process supporting documents & rich media

Archiving

■ **Enterprise-wide solution for storage, management, and distribution of all types of digital content, including:**

► **Document images,**

► **Electronic office documents,**

► **Audio/video, Text**

► **XML & HTML files**

■ **Designed to manage and administer any file type, providing logically organized central and/or distributed repositories:**

► **File cabinets**

► **Microfilm archives**

► **Multiple, unrelated file servers across an enterprise**

■ **Working to provide integration and backend management to Web Content Management solutions**

► **Interwoven, Open Market, Presence Online, ...**

■ **Supports AIX, Windows NT and 2000**

# EIP Client Kit for Content Mgr

- **UI to enable users or applications to execute simultaneous search across multiple repositories**

- **Java Beans(TM)-based client toolkit to incorporate Content Manager functionality into applications**

- **Full text search and query by image content optional feature for flexible search capabilities across a broad range of content types**

- **Includes connections to Content Management repositories, including :**
  - ► **EDMSuite(TM)**
  - ► **Lotus Domino.Doc**
  - ► **DB2(R) Digital Library**
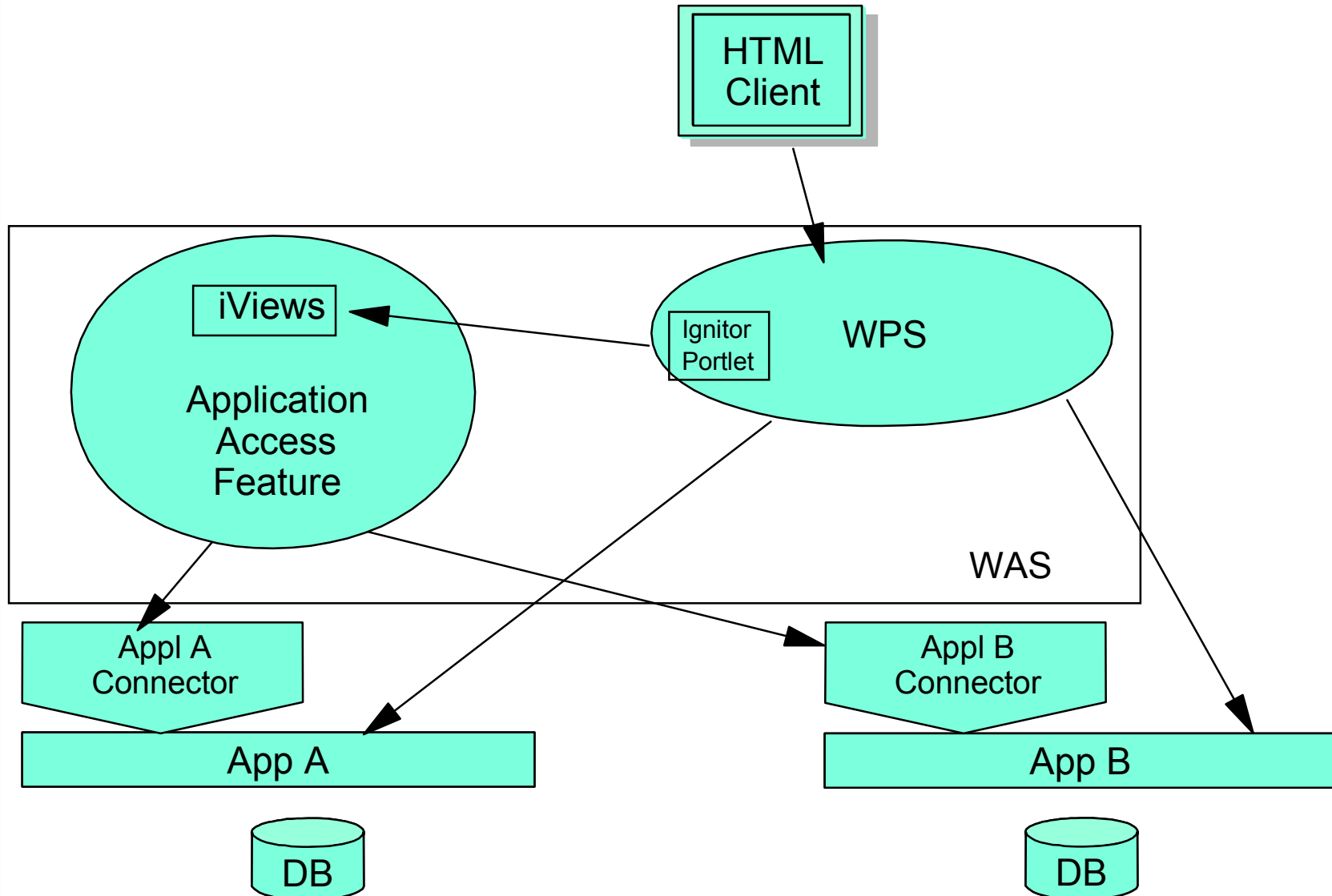
# Portlet Business Partners

- Hoover's Online
- iSyndicate
- Factica
- ScreamingMedia
- Crystal Decisions
- AltaVista
- Fast Search & Transfer
- Inktomi
- Verity
- Autonomy
- OnePage
- PlumDesign Thinkmap
- Kivera
- Webraska
- Netonomy
- LexisNexis

- Mediapps
- NewsEdge
- YellowBrix
- Atomica
- Correlate
- Interwoven
- InstraNet
- en technologies
- TheBrain Technologies *
- Datamonitor *
- FatWire *
- Documentum *
- Infisys *
- River Run *
- Citrix *

\* Announced 10/9/01

# Enterprise Applications Access

- **Provide access to 5 key cross industry enterprise applications**
  - ►**Integrated in to WebSphere Portal through a Portlet**

- **6 Offerings, 1 for each applications and an 'enterprise pack'**
  - ►**SAP Portals iViews for SAP, WebSphere Edition for Multiplatforms**
  - ►**SAP Portals iViews for PeopleSoft, WebSphere Edition for Multiplatforms**
  - ►**SAP Portals iViews for Baan, WebSphere Edition for Multiplatforms**
  - ►**SAP Portals iViews for Siebel, WebSphere Edition for Multiplatforms**
  - ►**SAP Portals iViews for Oracle Financials, WebSphere Edition for Multiplatforms**
  - ►**SAP Portals iViews 5-Pack, WebSphere Edition for Multiplatforms**

- **Sold by IBM under reseller agreement established with SAP Portals**
  - ►**Priced on a per/user annual subscription basis, not part of PPA**
  - ►**Sold in 50 user packs**
    - –**$1000 for each application pack**
    - –**$2500 for 5-Pack**
  - ►**Available 11/09/01, electronic only**

- **Require the installation of the WebSphere Portal Application Access Feature**
  - ►**Supported on all WebSphere Portal offerings and WPS 1.2**

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# WPS/SAP iViews Integration Flow

HTML
Client

iViews

Application
Access
Feature

Ignitor
Portlet

WPS

WAS

Appl A
Connector

Appl B
Connector

App A

App B

DB

DB

# Perficient, Inc.

**Perficient:** a System Integrator specializing in service including Enterprise Portals, eBusiness Solutions and Web Services

➡ - Perficient switched to WPS from Plumtree for their internal B2E portal

➡ - Uses experience gained to create new standardized bridge migration offering for existing Plumtree Customers (migrations begin Oct 30)

➡ - Perficient expands IBM Partnership by building a WPS practice and adds capability to perform 100+ WPS implementations per year -

"IBM's WebSphere Portal Family addresses Perficient's need for a secure means through which our mobile consulting professionals can communicate, collaborate, and gain access to dynamic information and applications. Perficient is a 'virtual' organization, with our consultants spending the bulk of their time solving problems at client locations.

WebSphere Portal Server helps us build a sense of community among our distributed workforce. For us and for our clients, the IBM WebSphere Portal Server offers all of the essential components for building a highly scalable, collaborative and productive portal. We expect to realize an excellent return on investment and increased partner loyalty as a result of migrating our Plumtree based portal to WebSphere Portal Server."

**Sam Fatigato, President , Perficient, Inc.**

# WebSphere Portal Pre-reqs

- **WebSphere Portal Server requires:**
  - ► **AIX 4.3.3, or higher, with AIX 4.3.3 PTF levels**
  - ► **Windows NT Server V4.0, SP 6a, or later**
  - ► **Windows 2000 Server or Advanced Server 1.0, or later**
  - ► **Solaris 2.7 at a maintenance level of 4/2000, or later, or Solaris 2.8**
  - ► **There are additional requirements for some of the portlets**

- **Browsers**
  - ► **Navigator 4.7+, Internet Explorer 4.0+, Opera 5.0+**
  - ► **WML 1.1 and 1.2 browsers**
    - **– Nokia 7110**
    - **– Ericsson R320**
    - **– Motorola Timeport P7389i**
    - **– Siemens C35i**
  - ► **PDA versions of HTML and WML browsers**
  - ► **cHTML (for iMode networks)**

# WebSphere Portal Pre-reqs

- **K-station software requires:**
  - ► Windows NT Server 4.0, SP 6a, or later
  - ► Windows 2000 Server or Advanced Server 1.0+

- **SAP Portals iViews software requires:**
  - ► Any of the WebSphere Portal Family V2.1 offerings on Windows NT, Windows 2000, or Solaris
    - – AIX support in next release
  - ► WebSphere Portal Server V1.2 with fix pack 2 on Windows NT, Windows 2000, or Solaris.
    - – AIX support in next release
  - ► The WebSphere Portal Application Access Feature available from http://www.ibm.com/software/webservers/portal
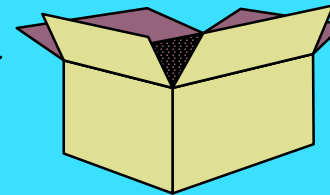  - ► The "Ignitor" portlet from the Portal Catalog.

# Complementary Products
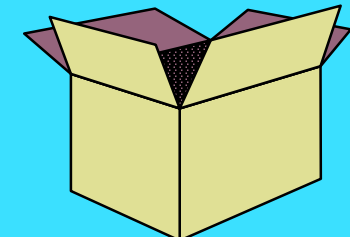
**IBM Portal Strategy**

**Core Offerings**

WP
Enable
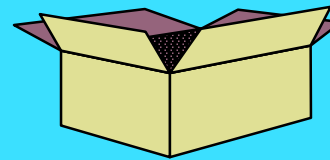
WP
Extend

WP
Experience

## Add-on examples

- ❑ WebSphere Everyplace
  - – Wireless network
- ❑ Enterprise Information Portal
  - – Structured and unstructured data & analysis
- ❑ Enterprise Application Integration
  - – B2B Integrator, MQSeries Integrator
- ❑ BackWeb (partner)
  - – Proactive Rich Media Push and disconnected Portal

- ❑ Sametime & QuickPlace
  - – Full product license capabilities for use with WP Extend Offering
- ❑ WebSphere Edge Server
  - – caching for responsiveness for large distributed deployments
- ❑ Discovery Server
  - – Search, Categorization, Expertise, Content metrics

# Additional Resources

- **Portal sales support web site**
  - ► **http://swpi.boulder.ibm.com/smi.nsf/docs-us/ibmwebsphereportalfamily formultiplatformsversion2.1overview?opendocument**
  - ► **Also available to Business Partners on SMI**

- **Portal technical support web site**
  - ► **http://w3.transarc.ibm.com/websphere/stew2001/uex**

- **Portal Family product web site**
  - ► **http://www-4.ibm.com/software/info/websphere/solutions/offerings/portalfamily.html**

- **K-station product web site**
  - ► **http://www.lotus.com/k-station**

- **Lotus sales support**
  - ► **http://w3.lotus.com/knac**

- **Portlet catalog**
  - ► **http://www.ibm.com/software/webservers/portal/portlets**