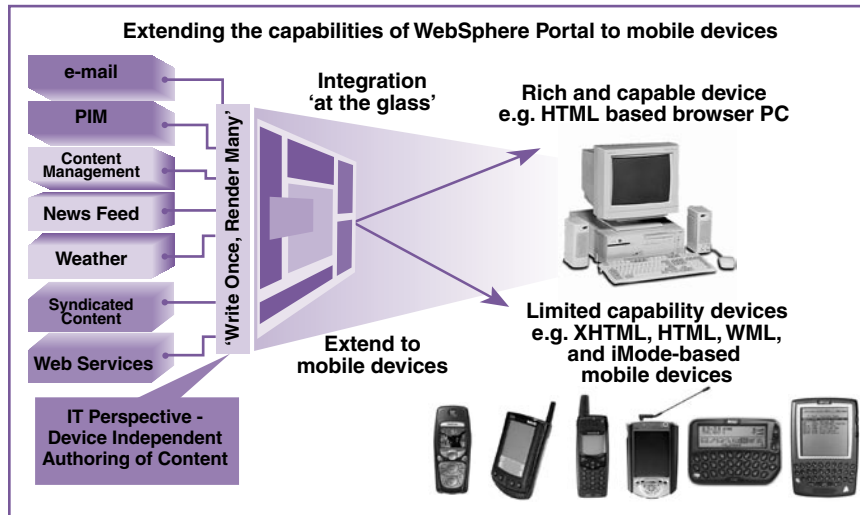


WebSphere® software

## IBM WebSphere Everyplace Mobile Portal.



### The on demand service provider

Profits for service providers and wireless carriers are being driven by their ability to offer services that their customers value—and to do it quickly. This is especially true in today's on demand world, where competitive advantage is determined by the speed and flexibility of responding to customer demands and market challenges.

Mobile portals are a strategic key to the future of on demand business. IBM WebSphere Everyplace Mobile Portal is a major component of WebSphere Everyplace Service Delivery V5, family of offerings which enables service providers and wireless carriers to better leverage the data network—to gain competitive advantages, enhance customer loyalty and increase revenues.

### Highlights

- **Extends the capabilities of the IBM world-class WebSphere® Portal**
- **Delivers the promise of 'write once, render many' to mobile devices through device-independent authoring**
- **Leverages the value of the data network to increase customer loyalty and drive subscriber growth in an on demand environment**
- **Allows new devices to be introduced without changes to the style guide or impact to the existing applications or products**
- **Updates and maintains current profiles of new devices as they reach market**
- **Helps service providers and wireless carriers to deliver services, content and applications quickly to subscribers and customers, and in real-time, worldwide**

### **Delivers Web services—fast**

The WebSphere Everyplace Mobile Portal offering allows you, as a provider or carrier, to deliver services quickly and retain the loyalty of your best customers. That's because every service provider is in a race to deliver the newest, most appealing, network-based services, content and applications—ahead of other providers. This offering gives you an edge over competitors by helping you:

- *Deliver a stream of new network services, applications and content—fast*
- *Respond intelligently to marketplace demands by modifying your offerings as needed*
- *Create content using device-independent markup as a basis for the creation of mobile applications*
- *Create differentiated services and offerings to establish a stronger, unique brand identity*

Additionally, WebSphere Everyplace Mobile Portal provides a delivery platform that supports aggregation of content and services from both internal and outsourced providers. This capability ensures the availability of multiple sources, a feature that is critical to attracting and retaining subscribers.

This solution also includes a repository of mobile device profiles that describe the characteristics of a broad range of devices, and is frequently updated as new devices become available. Maintaining current profiles enables service providers to rapidly support new devices as they reach the market.

Additionally, as an advanced content adaptation product, WebSphere Everyplace Mobile Portal addresses many key elements of a mobile portal strategy. Most importantly, it provides structure for a Web site or carrier home page, structure for portlet applications, support for device-independent markup language ('write only, render many'), and tooling support for application development.

### **Enhances user experience**

WebSphere Everyplace Mobile Portal enhances and improves the user experience as well. Support for the mobile portal navigation model enables more usable and flexible navigation on wireless devices. WebSphere Everyplace Mobile Portal offers:

- *Navigation, personalized experience, multi-device rendering*
- *User registration and profile management from land-line Web sites*
- *Security, access control, single sign-on*
- *Aggregation of any mix of applications into a unified display*

### **Addresses mobile device diversity**

As the diversity of mobile devices continues to increase, so do their capabilities. Devices differ in their physical characteristics (screen size, keyboard), as well as in the markup languages supported by their browsers. Providing a high-quality user experience is increasingly dependent on device-aware tooling and run-time device recognition that can optimize delivery based on device-specific capabilities. This capability is delivered via a complementary service for WebSphere Everyplace Mobile Portal—IBM WebSphere Everyplace Mobile Device Update.

To that end, WebSphere Everyplace Mobile Portal offers the following benefits:

- *Defines a ModelView Control (MVC) structure, models and view states*
- *Offers services for storing data, single sign-on, content access, and more*
- *Includes integration services such as click-to-action, page sequencing, enterprise applications, and collaboration*
- *Separates portlet development from page layout and branding*
- *Supports application integration on the screen*

### **IBM WebSphere Everyplace Service Delivery family— Foundation for flexibility**

The WebSphere Everyplace Service Delivery family of offerings—which serves as the platform for WebSphere Everyplace Mobile Portal—will offer expanded opportunities into the mobile e-business on demand world. It will provide a platform that allows service providers to purchase only the functionality they require while delivering a consistent architecture to build on in the future. It is designed to take the future in stride—to enable service providers to meet a broad spectrum of varying needs, and satisfy growing customer demands going forward.

This complete and versatile set of offerings provides you with many key benefits, including:

- *Leverage wireless technology to reach new markets*

You can connect, adapt, manage, transform and scale cutting-edge Web applications for a wide range of pervasive devices.

- *Adapt content dynamically*

You can extend business content to an almost limitless range of wireless and wire connected devices, including wireless access protocol (WAP) phones, wireless personal computing devices, intermittently connected devices and digital set top boxes. Business content can also be extended to computers in cars, mobile equipment and household appliances. You can tailor content to match device software characteristics—such as screen size or graphics capabilities—to extend your market reach.

### **Telecommunications Mobile Services Delivery solution**

WebSphere Everyplace Service Delivery is at the core of the IBM Middleware for Telecommunications Mobile Services Delivery solution, based on IBM Service Provider Delivery Environment reference architecture. Mobile Services

Delivery builds on the base functionality of WebSphere Everyplace Service Delivery software to securely deliver applications, content and enable and deploy other revenue generating mobile services, such as subscription management, seamless connectivity and roaming, and presence and location-based services, regardless of access network or device.

### **IBM stands ready to help**

At IBM, we have built lasting relationships with industry leaders in telecommunications, network services and Internet services. We understand your business and can provide custom solutions to expand your portfolio of services and speed your time to return on investment. With worldwide resources and an extensive Business Partner network, IBM stands ready to help.

### **For more information**

To learn more about IBM WebSphere Everyplace Mobile Portal, or to learn how you can begin developing a pervasive computing solution for your e-business, contact your IBM sales representative or visit:

**[ibm.com/pervasive](http://ibm.com/pervasive)**



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