



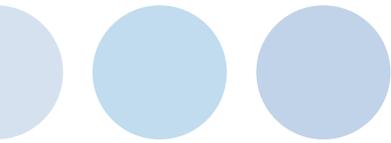
What company wouldn't be thrilled to "wow" its customers, suppliers, partners and employees with a dynamic new interface? Or capture new opportunities more quickly, with less effort? And what if it could all be done while improving performance management and reducing business costs and complexity? It might sound too good to be true—but it isn't.

Businesses like yours face challenges like these—and more—every day. The need to reduce IT costs, to maximize the value of information and to enable more efficient collaboration via easily customized environments can all be addressed with a portal. And that's the basis for the latest IBM WebSphere® Portal family offerings—to not only meet ever-evolving user expectations and business demands, but exceed them.

YOUR WORLD—

people, processes, information and applications
for customers, suppliers, partners and employees—
working together **YOUR WAY.**





The WebSphere Portal family features innovations and enhancements that continue the IBM tradition of consistently delivering a highly flexible and reliable platform that helps organizations deliver high-value Web-based solutions to customers, suppliers, partners and employees. Specifically, WebSphere Portal software can help improve the operational efficiency of your organization by offering flexible solutions and a tailor-made view of your entire business, as well as a role-based work environment that combines personalized content with collaborative capabilities. It provides you with the ability to deliver a single point of personalized interaction to applications, content, business processes and people for a unified user experience.

Duke Medicine improves the health of care delivery and patient satisfaction through better collaboration.

An opportunity: Duke Medicine's IT environment had become largely disconnected as a result of siloed IT initiatives supported by multiple IT vendors. It was difficult and expensive for the organization to launch new services and ensure the seamless delivery of information to caregivers and patients across all its hospitals and outpatient centers—which caused frustration all the way around. The organization needed to enhance its health care delivery and build a more secure foundation for patient-centric care—no small task.

A portal solution in action: One of the key initiatives was to launch a new patient portal using IBM WebSphere Portal, IBM WebSphere Portlet Factory, IBM Workplace™ Web Content Management™ and IBM Tivoli® Identity Manager software. HealthView gives patients access to a range of information—from billing to lab results—and improves communication with their care providers, allowing patients to become active participants in their own care. With this technology, Duke has been able to extend the value of its existing clinical and operation investments and gain greater flexibility in responding to changing care delivery needs—not to mention more satisfied patients.



Innovation. Improved usability. Faster time to market.
Responsiveness and flexibility. Simplified communication
and collaboration.

Delivering powerful—and empowering— portal solutions

IBM WebSphere Portal software helps make your job easier by enabling you to be more responsive, flexible and effective than ever at meeting the expectations you face every day. WebSphere Portal software makes it easy to set up a portal for your company—easy for IT to create the portal and easy for users to get to the information and people they need to do their jobs.

4 With the WebSphere Portal family, your company can provide its employees, partners, suppliers and customers with portals that support intuitive Web 2.0 features and enable business processes, content management, collaboration, dashboards and more. Portals offer the potential to deliver real business

results across your organization, while WebSphere Portal software provides you with the comprehensive portal services necessary to deliver a single point of personalized interaction to applications, content, business processes and people—for a unified user experience.

The underlying WebSphere Portal framework provides common services—like access control, integration, administration and presentation—across IT environments. It's more than just a leading portal solution; it's a strategic investment in a proven, extensible, standards-based platform from IBM—a platform designed to help keep pace with the demanding online needs of your business.

It's WebSphere Portal and Web 2.0, and it can change
the way you do business.



WebSphere Portal software—a strong, flexible foundation

As the foundation for the WebSphere Portal family, WebSphere Portal Server software provides such core portal services as role-based access to applications and content, search, personalization and security, along with new portlet development and Web 2.0 capabilities, enabling exceptional user experiences that include a higher level of responsiveness and usability. It can integrate with other vendors' collaboration, security and extended search systems, and still provide a reliable point of access to your information, applications and people.

These key portal offerings address specific environments:

IBM WebSphere Portal Server software—provides foundational WebSphere Portal services and serves as the cornerstone of all WebSphere Portal offerings.

IBM WebSphere Portal Enable software—includes all the features of WebSphere Portal Server software plus significant added content management and workflow functionality to support core business applications and processes.

IBM WebSphere Portal Extend software—includes the capabilities of WebSphere Portal Enable software plus more robust collaboration and electronic forms capabilities.

IBM WebSphere Portal Express software—provides a comprehensive set of out-of-the-box and ready-to-use portal, document management and collaboration features designed for small and midsize businesses and departments within larger organizations.

IBM WebSphere Portal Enable for z/OS software—pairs the enterprise portal leadership of WebSphere Portal software with the hallmark reliability of the IBM z/OS® platform.

Only IBM WebSphere Portal technology can serve organizations, end users, application types and developer skill sets with one common foundation designed to be scalable, flexible, easy to use, simple to implement and adaptable to user demands.





INTERACT—Exceed user expectations with a rich, responsive interface.

RESPOND—Capture new business opportunities faster and more easily.

ADAPT—Help reduce costs and complexity with better performance management.

Accelerate solutions to keep pace with your dynamic business needs

Building upon the base of the WebSphere Portal family, prepackaged and flexible IBM® accelerators for WebSphere Portal software easily “snap on” to your existing environment to address specific business challenges, extend existing investments and simplify portal implementations. They also help shorten implementation times and speed time to value by addressing specific business needs.

IBM® Dashboard Accelerator. Link strategic objectives to realtime performance information using dynamic dashboards and scorecards. Includes integrations to popular business intelligence (BI) systems—and also adds the ability to extend dashboards to multiple platforms, such as IBM Lotus Notes®, IBM Lotus® Quickr™ and IBM Lotus Sametime® software, without additional development. This simplifies the delivery of dashboards to more users with less effort—for greater value.

IBM® Business Process Accelerator. Speed the implementation of business processes by delivering electronic forms as part of composite business applications, presented and personalized in WebSphere Portal software. To provide an even broader spectrum of business process management capabilities, this offering also supports integration with IBM WebSphere Process Server and IBM FileNet® P8 Business Process Manager software.

It's YOUR WORLD.

Work it YOUR WAY.

ACCELERATE time to value.

IBM accelerators easily snap on to WebSphere Portal software to deliver key features including instant messaging, social networking services, team collaboration spaces, document management, electronic forms, advanced search, electronic learning, HR self-service and other out-of-the-box capabilities, helping speed time to value.

IBM® Content Accelerator. Build and manage robust, high-value Web, intranet and extranet sites, and easily create and personalize content using intuitive, Web-based tools. Recent enhancements include simplified authoring templates for the rapid delivery of more types of content (such as blogs) and richer inline content editing—empowering business users to keep Web content current and accurate.

IBM® Collaboration Accelerator. Drive team collaboration and efficiency with dynamic team work environments, instant messaging, realtime Web conferences, access to people profiles and directories, social bookmarking and community tools. Enhancements include options for content sharing and tighter integration between the included IBM Lotus Quickr and IBM Lotus Connections offerings—for an improved overall collaborative user experience.

IBM® Self-service Accelerator. Provide direct access to personalized self-service information and transactions.

IBM® Learning Accelerator. Take advantage of an efficient, cost-effective way to manage your training programs and activities. Access a personalized, online learning environment for “just-in-time” learning within the context of day-to-day work activities.

IBM® Enterprise Suite Accelerator. Support a wide range of portal projects across your connected enterprise with the integrated suite of content, collaboration, dashboards, forms and rich client support capabilities. Now with updated IBM Content and Collaboration Accelerators, and more integration options.





Lamborghini accelerates time to value through dealer self-service.

An opportunity: This classic car company had been handling its dealer network communications through traditional channels such as phone, mail and e-mail for years. But this generated loads of paperwork and made it difficult to support global operations in a timely manner, thanks to time zone differences.

A portal solution in action: After realizing it could largely address these issues by providing browser-based access to its central systems via a Web portal, Lamborghini implemented a Web portal based on IBM Lotus and WebSphere technologies, and included a corporate intranet in the solution. Now, dealers can order cars and spare parts easily via a simple interface, and work together to trade spare parts for classic models—without worrying about what time it is on the other side of the world.



Exceed user expectations with a rich, responsive user interface

It takes a lot to impress today's Web-savvy users, whether customers, suppliers, partners or employees. They expect their Web applications—in the office, on the road or at home—to deliver a rich, compelling experience. It's simply how they work best. So how do you deliver an interface that stands out?

With the advanced features of WebSphere Portal software, you can create these types of satisfying user experiences. For example, you can:

Speed user interactions. Web 2.0 features help reduce total page reload time, enable faster processing for better responsiveness and reduce bandwidth for better performance.

Keep it simple. The Live Text semantic tagging capability gives users quick and direct access to additional contextual information with one-click access and no need to navigate from the task at hand. No programming is needed; users simply tag the markup—perfect for non-HTML-savvy users.



Respond to new business opportunities by reusing what you have today—faster and more easily than ever

Rapidly changing business requirements often create unprecedented opportunities. But is your organization equipped to leverage whatever comes its way? To respond quickly, organizations like yours must empower business units and line-of-business (LOB) users to rapidly deploy and adapt their Web experiences. And they can't afford to start from the ground up. They need to do it by reusing the Web-based assets and IT investments they already have.

By repurposing these existing assets into new portal-based applications, IBM can help organizations realize added value and incremental ROI.

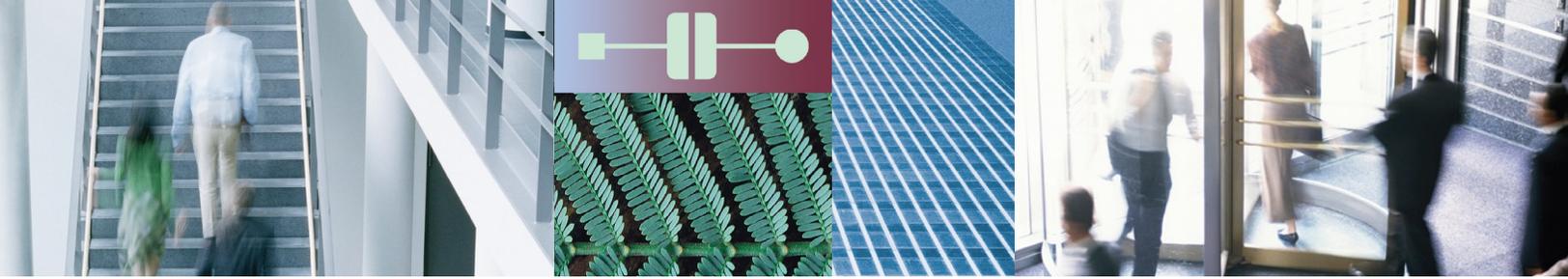
Create new sites in minutes. By combining several administrative actions into a single portlet, the Site Wizard feature enables you to create new, fully functional virtual portals.

Customize user experiences. The enhanced Theme Customizer allows people to create new portal experiences by letting them change the portal site look and feel—everything from logos and banners to fonts and navigation—without coding or IT involvement.

Add new functionality quickly. The new IBM WebSphere Portlet Factory 6.1 visual editing capability allows portlets of all types—including those accessing existing IT assets—to be rendered at design time, speeding portlet development.

Open windows into existing systems more easily. Web Application Integrator makes it easy to integrate existing Web applications directly into a portal—allowing Web applications to be merged into dynamic, portal-based composite applications, both preserving and increasing the value of existing IT investments.





Reduce deployment costs, complexity and maintenance with better performance management

Regardless of an organization's size, number of users, complexity and types of Web applications delivered, containing deployment costs and ensuring application availability and responsiveness require continual focus. IBM understands these challenges and continues to provide improvements and innovations that help make it easier to deploy and maintain your organization's Web portals.

Specifically, with WebSphere Portal software, you can benefit from the following:

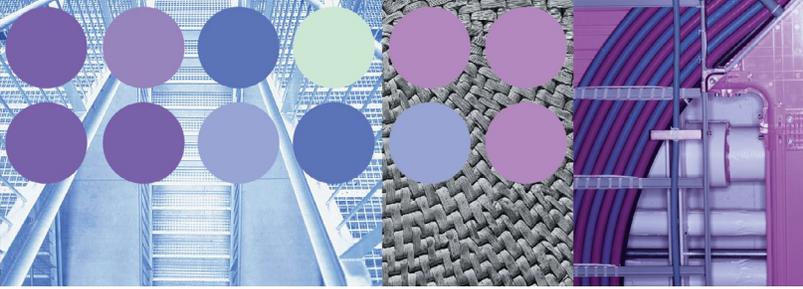
- **Enhanced site management** helps reduce staging-to-production time.
- **Improved performance monitoring** capabilities allow portal and portlet performance monitoring during development—to help optimize performance before deployment.
- **Faster issue identification and resolution** with an enhanced support assistant helps make it easier to locate, troubleshoot and report issues.
- **Better portlet availability** through support for optional multiple Java™ Virtual Machines (JVMs) allows discrete isolation of mission-critical portlets to help ensure portlet performance.

Power and protect your unified user experience

Portals that you've built, deployed and maintained using WebSphere Portal software leverage IBM's security-rich technology to support high-volume, personalized transactions. Authentication and access-control services for Web-based and enterprise applications and resources can help you safeguard customer, supplier, employee and trading-partner connectivity, ultimately helping you build trust among users.

Now more than ever, WebSphere Portal software helps you effectively manage the growth of your business as your IT systems become more complex, while also helping you control escalating management costs and directly tackle the difficulties of implementing security policies across a wide range of Web and application resources. The result? Your clients and partners can use your portals safely and reliably, while you help reduce deployment time and cut maintenance costs for new applications.





Your world, your way—with the *right* portal solution

IBM WebSphere Portal software enables you to develop, deploy and maintain cost-effective portals for a small number of users up to sophisticated, multinational enterprise portals supporting millions. With improved installation and ease of use, WebSphere Portal software can help you build a collaborative online work environment that connects your entire business community—more quickly and easily than ever.

While WebSphere Portal software continues to provide leading portal, content management, collaboration, business integration and security technology to help you improve your employee productivity and increase customer loyalty, it also does more than that. WebSphere Portal software can help you exceed user expectations, respond to new business opportunities and reduce deployment costs, complexity and maintenance—with unprecedented efficiency.

Richer Web capabilities help the NFL score a win with fans.

An opportunity: Although the NFL was the first sports league to develop a media-only Web site in 1997, that technology was outdated 10 years later. The media Web site and other external sites had become outdated as users had become more experienced and accustomed to more sophisticated Web capabilities. The organization wanted to update the Web site to a more robust extranet portal platform that could support multiple custom portals.

A portal solution in action: The NFL adopted an extranet media portal based on IBM WebSphere Portal and IBM Workplace Web Content Management software, and laid the groundwork for a future of rapidly developed custom sites. It now provides more content in more accessible ways, as well as automated content management and simpler site administration. It's also seeing easier, faster content management and access, which helps increase efficiency and productivity for both NFL staff and media reporters. This media-friendly environment generates goodwill and supports the main goal—promoting pro football.



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Software Group
Route 100
Somers, NY 10589
U.S.A.

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06-08
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