IBM

IBM Software Group

IBM WebSphere Portal

Designed to Power Mid-market Solutions
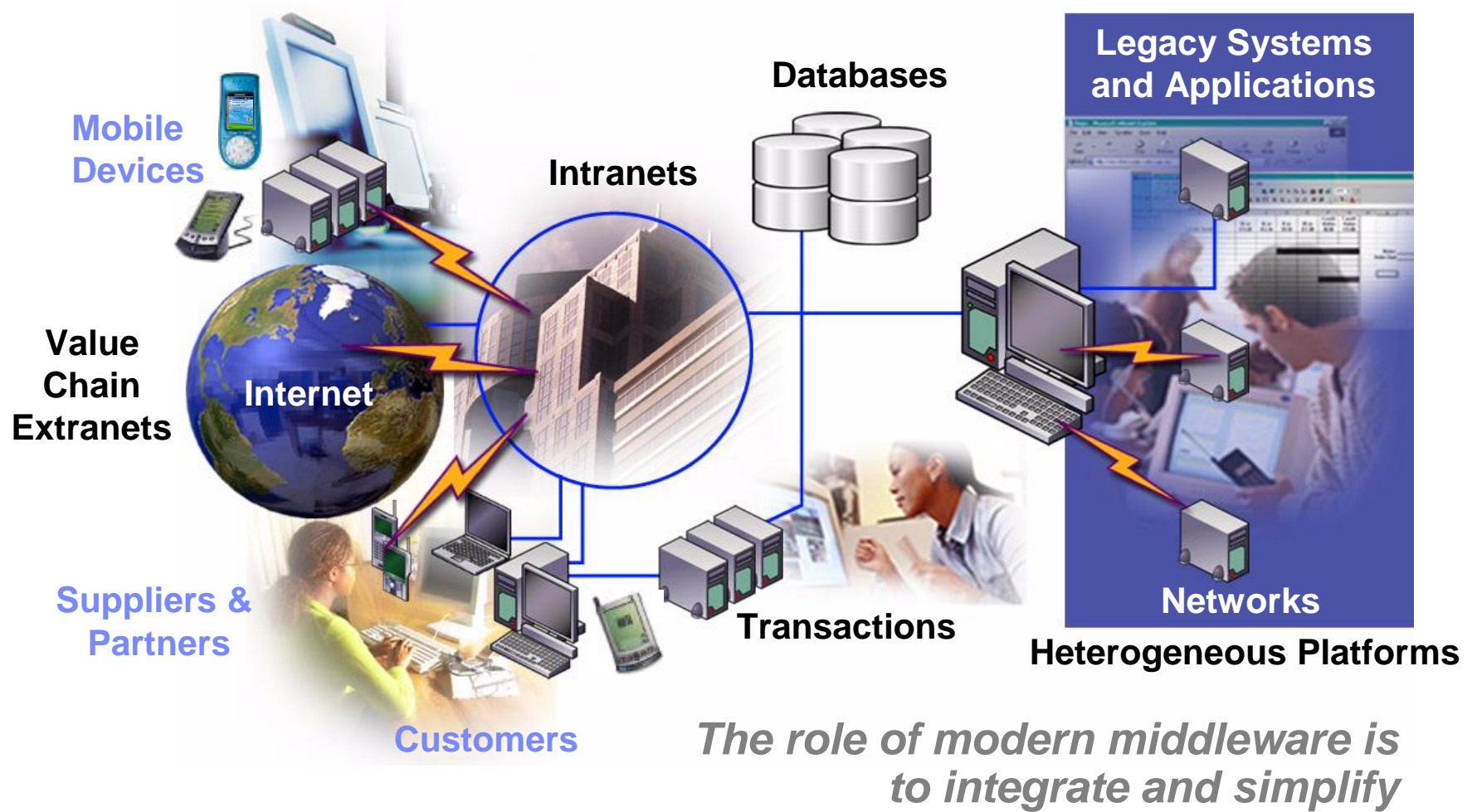
WebSphere software

Lubomir Todorov
SW Specialist
IBM Bulgaria

@business on demand software

Today's IT Environment

IT environments are increasingly heterogeneous and complex

Mobile Devices

Databases

Legacy Systems and Applications

Intranets

Value Chain Extranets

Internet

Suppliers & Partners

Networks

Transactions

Heterogeneous Platforms

Customers

The role of modern middleware is to integrate and simplify

Are you an On Demand Company?

Can you…

…respond in real-time to the most relevant information?

…be easy to do business with anytime, anywhere, any way?

…rapidly adopt & adapt best practices & processes?

…create new business value from your existing IT systems?

…integrate your business operations end-to-end for optimal efficiency?

…quickly adapt to changes, opportunities or threats in your market?

An on demand business Is…

§ **Responsive** to customer needs and wants

§ **Flexible** for optimal execution and results

§ **Integrated** for maximum efficiency

§ **Agile** for sustainable competitive advantage

IBM's Differentiated Value Proposition

Focused on business and economic value

IBM *supports* every major platform; non-proprietary

IBM does *not compete* in the Application Marketplace

IBM has a *proven* Middleware Platform
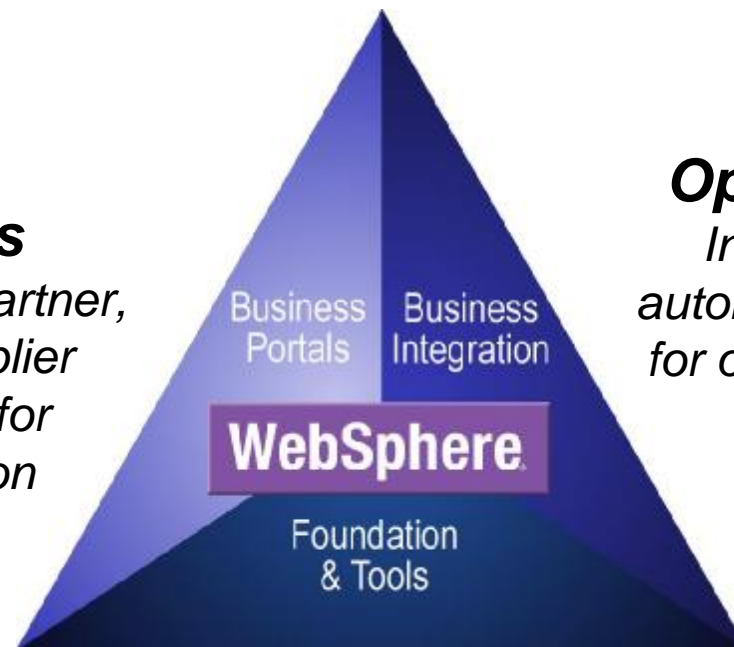
IBM is a *leader* in Open Standards & Open Source

IBM WebSphere Software

The leading software platform for e-business on demand

Strengthen Relationships
Enhance customer, partner, employee and supplier user experiences for optimal satisfaction

Business Portals Business Integration
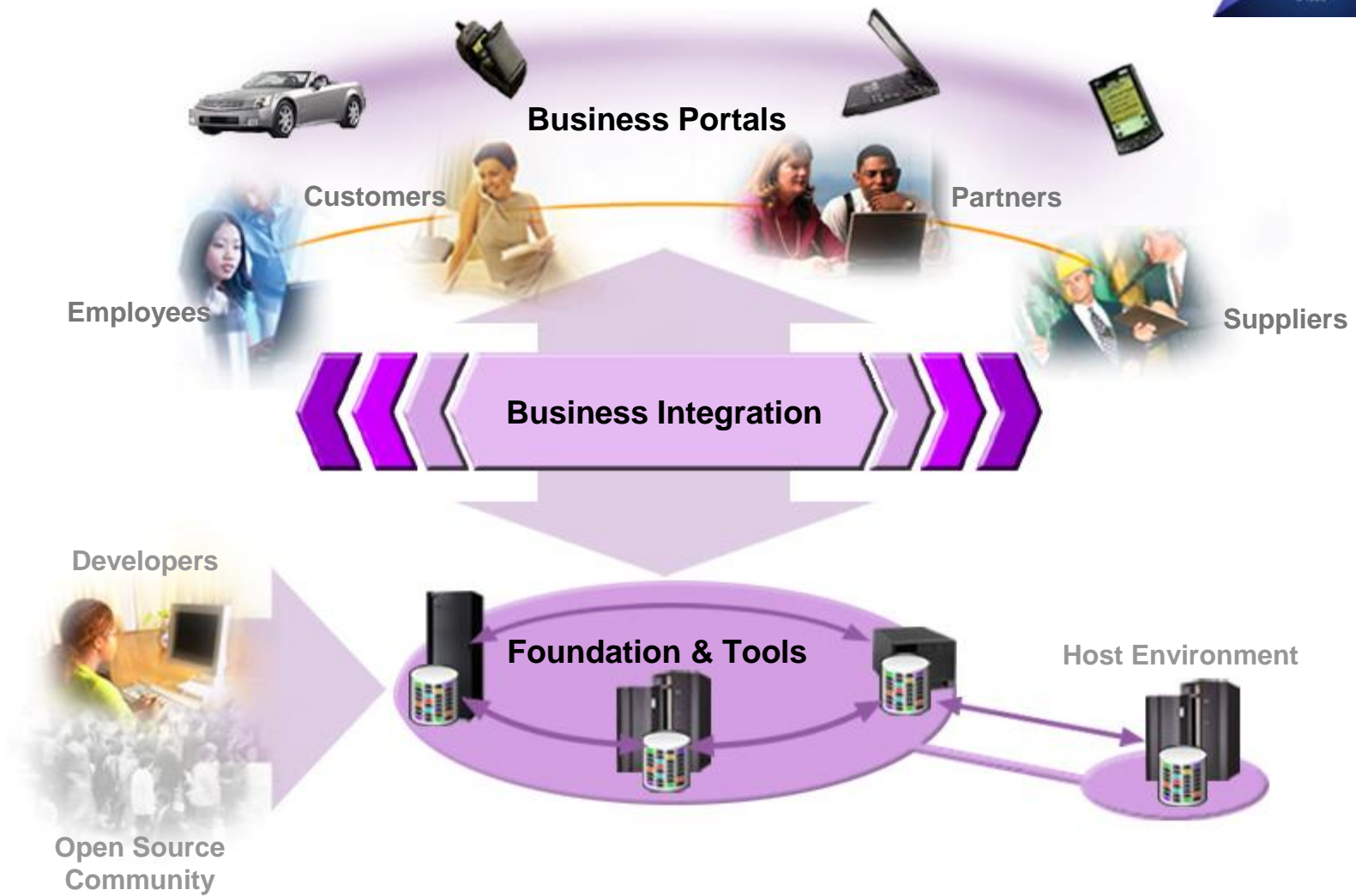
WebSphere

Foundation & Tools

Optimize Operations
Integrate applications & automate business processes for operational efficiency and business flexibility

Reduce Business Risk
Rely upon a high-quality foundation to rapidly build & deploy applications for high-performance e-business on demand

# WebSphere - Express Enabling e-business On Demand

Business Portals

Customers

Partners

Employees

Suppliers

Business Integration

Developers

Foundation & Tools

Host Environment

Open Source Community

IBM WebSphere Portal Family

A single point of personalized interaction with applications, content, processes and people

Portal Experience
Provides the capability for developing, deploying and maintaining advanced enterprise portals

Portal Extend
Allows your portal users to act on information and applications accessed by collaborating with other portal users.

Portal Experience

Portal Extend

Portal - Express Plus

Portal Enable
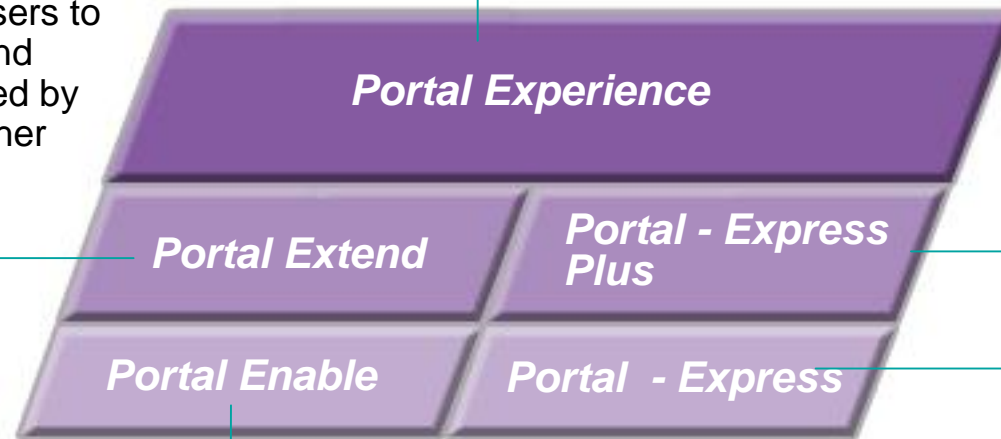
Portal - Express

Portal Enable
Enables you to build scalable portals that simplify and speed a user's access to personalized information and applications

Portal – Express & Portal – Express Plus
Designed for medium size businesses, with simple installation, affordable pricing, and function

Business Portals

IBM Vision for Portals

By definition, a portal must provide

- § Single sign-on
- § Common presentation
- § Application and information integration
- § Collaborative capabilities
- § Personalization and customization
- § A framework for Web Services
- § Extendibility to mobile devices

People   **Processes**   **Applications**   **Content**

Strengthening Relationships

Increase Productivity and Save on Expenses

- Collaborative capabilities deliver immediate cost savings to global teams
- Cooperative portlets share information improving employee productivity
- Targeted information delivery for personalized access to content, on demand

Simplify Access to Resources

- Extend reach beyond desktop to mobile and embedded devices
- Voice enable portals to streamline user interactions for immediate cost savings
- Single point of secure access to content, applications and people

Business Portals

Enhance Business Relationships
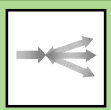
- New channels for customer acquisition through on-line marketplaces
- Build partner and supplier relationships with integrated business processes
- Customer retention via personalization for one-to-one marketing and appeal

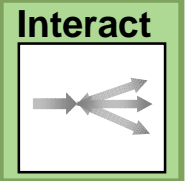*A better way to connect people, processes and content*

IBM
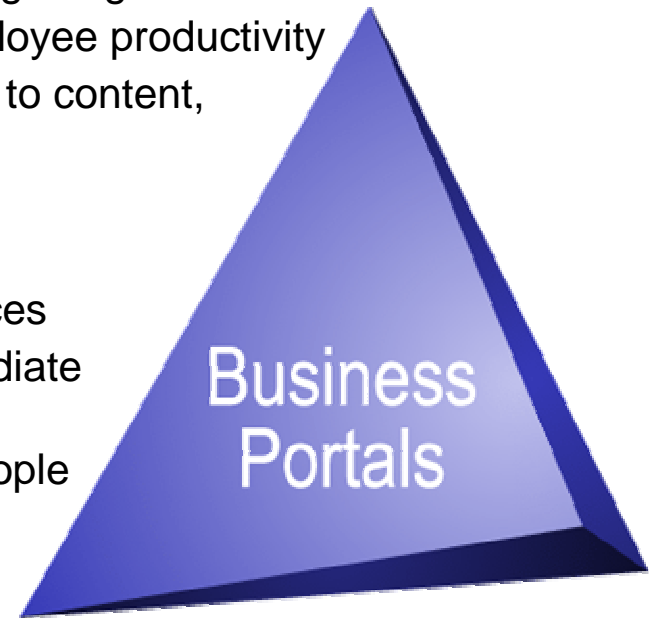
WebSphere Business Portals Key Capabilities

Interact
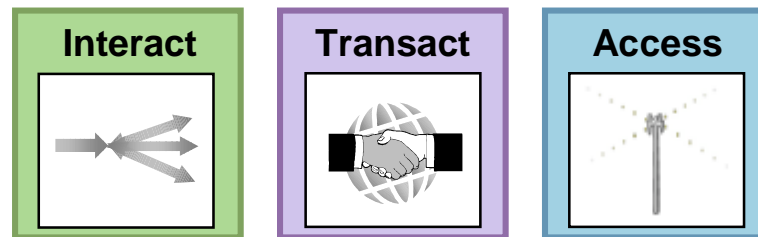
Transact

Access

Interact with people and resources.

Transact to build business relationships.

Access resources via any device.

Interact

Interact With People and Resources

Interface via customized workplaces to collaborate with employees, customers, and partners

Requirements:

§ Providing a simple, **single point of access** to resources from anywhere, any time

§ **Integrating disparate environments** and data formats in real time

§ Enabling users to **interact & collaborate**

§ Extending customer reach and **easily customizing content** for the user

Benefits:

§ **Increased user productivity**

§ **Stronger relationships** with customers, partners, and suppliers

§ **Reduced expenses** for a more effective and efficient workplace

§ **Enhanced access** to people, processes and content

IBM WebSphere Portal
*A single point of personalized interaction with applications, content, processes and people*

Portals are being deployed today to meet these challenges

B2E Portals improve employee
productivity and speed decision making

B2C Portals
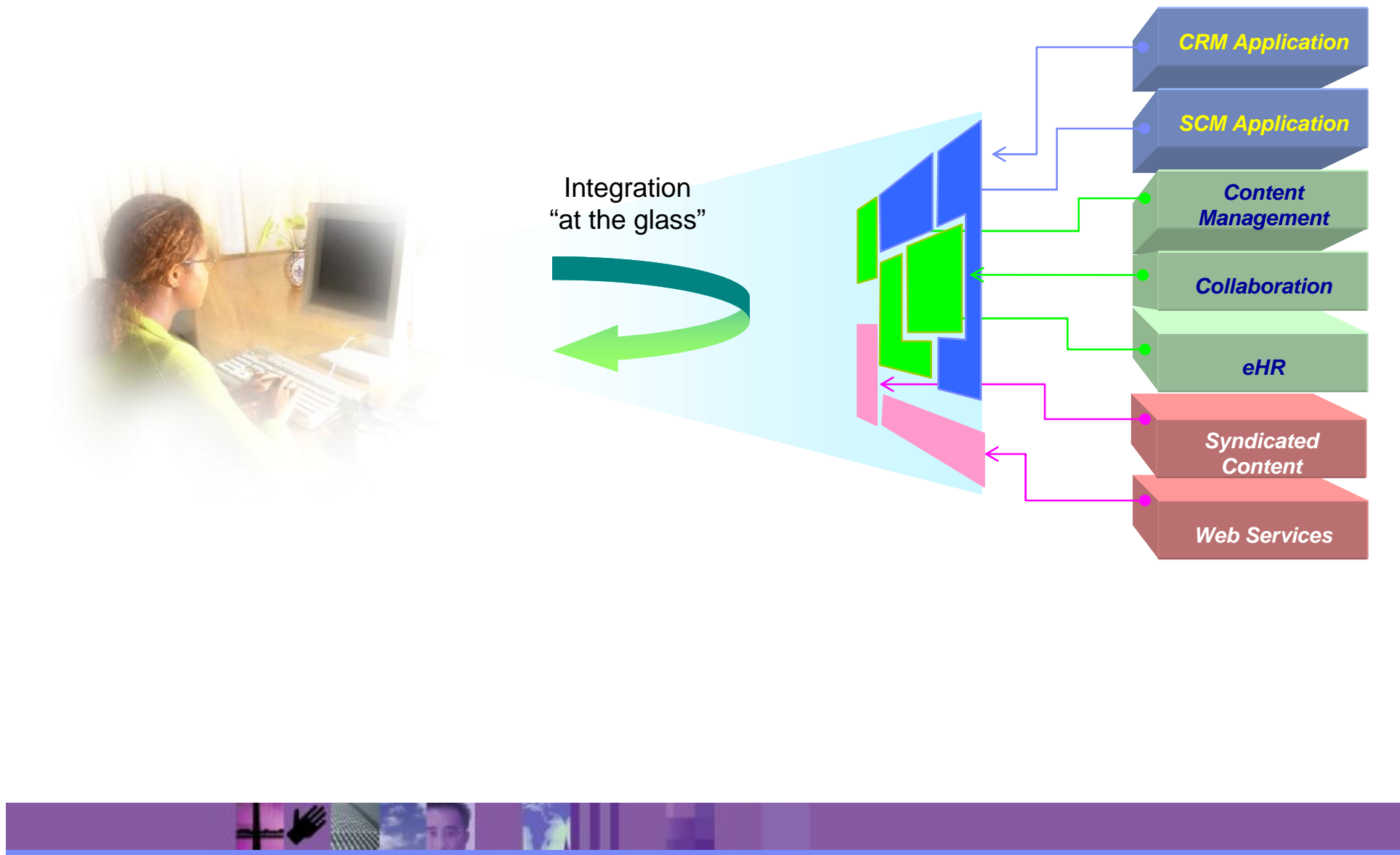increase
customer
loyalty and
cross-sell
revenue

B2B Portals
build partner
relationships
through
integration with
your business
processes

Content

Applications

People

Processes
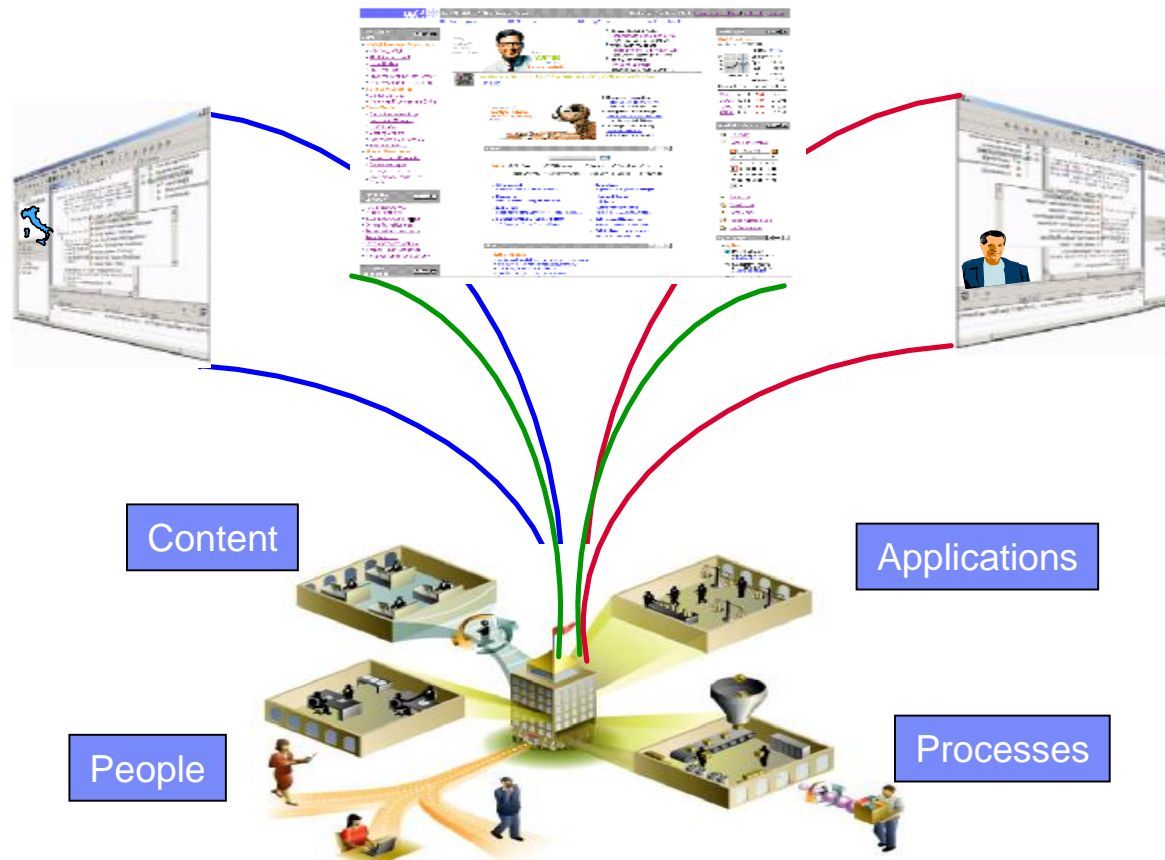
Common portal framework reduces costs and meets changing requirements

Capabilities of WebSphere Portal

Integration
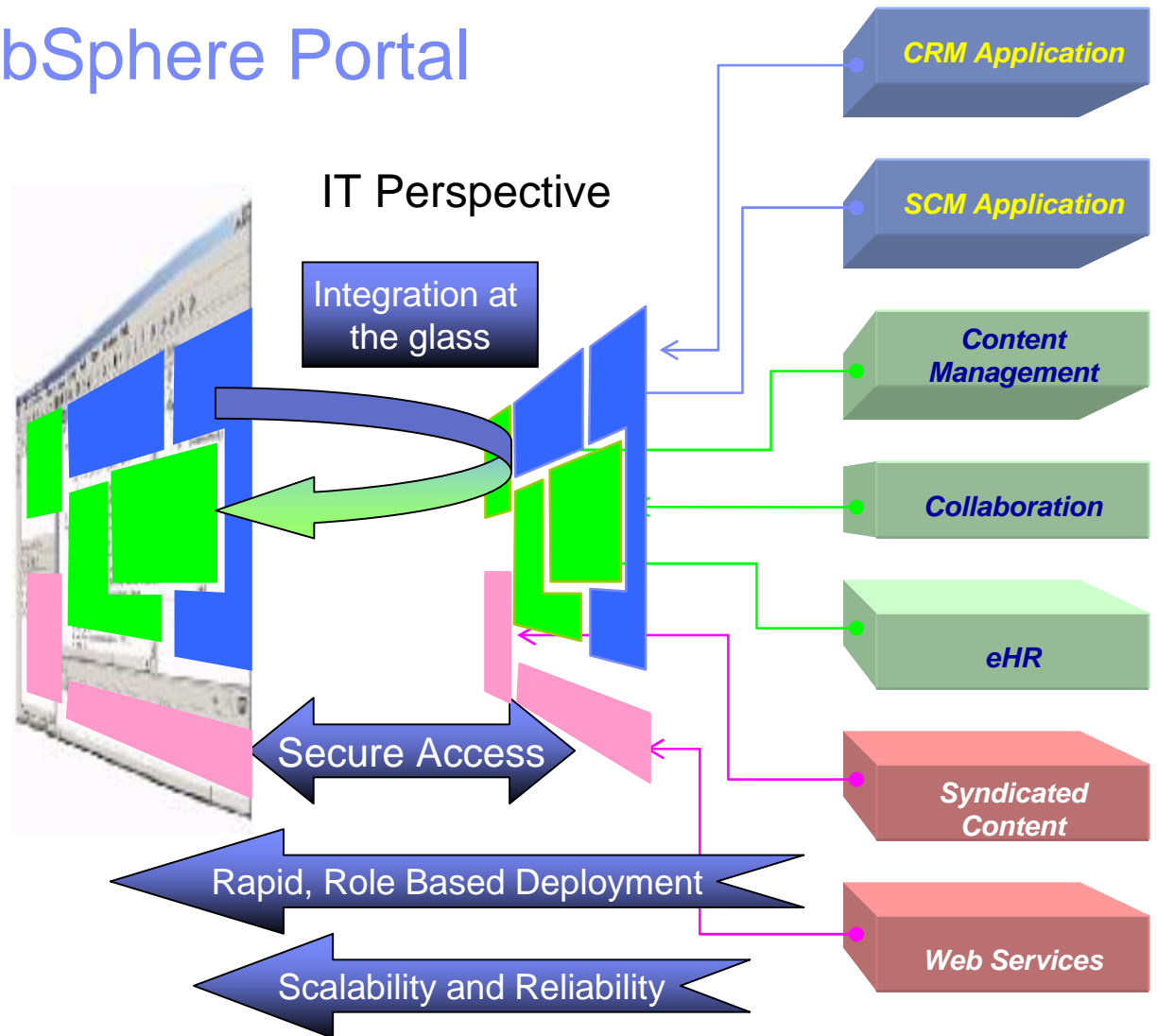"at the glass"

CRM Application

SCM Application

Content Management

Collaboration

eHR

Syndicated Content

Web Services

IBM

Capabilities of WebSphere Portal

CRM Application

SCM Application

User Perspective

IT Perspective

Integration at the glass

Personalization

Customization

Navigation

Single Sign On

People Awareness

Content Management

Collaboration

eHR

Secure Access

Syndicated Content

Rapid, Role Based Deployment

Scalability and Reliability

Web Services

WebSphere Portal Productivity Components

§ **Features**

§Portal users can view, edit and share <u>basic</u> documents, spreadsheets and presentations through a portal interface

§Editing services have been added to the portal framework so they can be used by other portlets

§Use advanced browser features to deliver these features "on demand" without any client-side installation or browser plug-ins

§ **Benefits**

§Improves the productivity of users executing business processes that require basic editing and spreadsheet functions

§Lowers total cost of ownership for applications and user requiring basic editing and spreadsheet functionality

Direct access to editors from Portal interface

File editors can be launched from inbox portlet

Rich text editor launched from a Portlet

Files can be stored, shared and edited from the Portal Document Manager

Portal Application using spreadsheet functions

Easily deploy/share spreadsheet calculators

Presentation editor accessed from Inbox Portlet

View, edit and create presentations that have been converted to XML
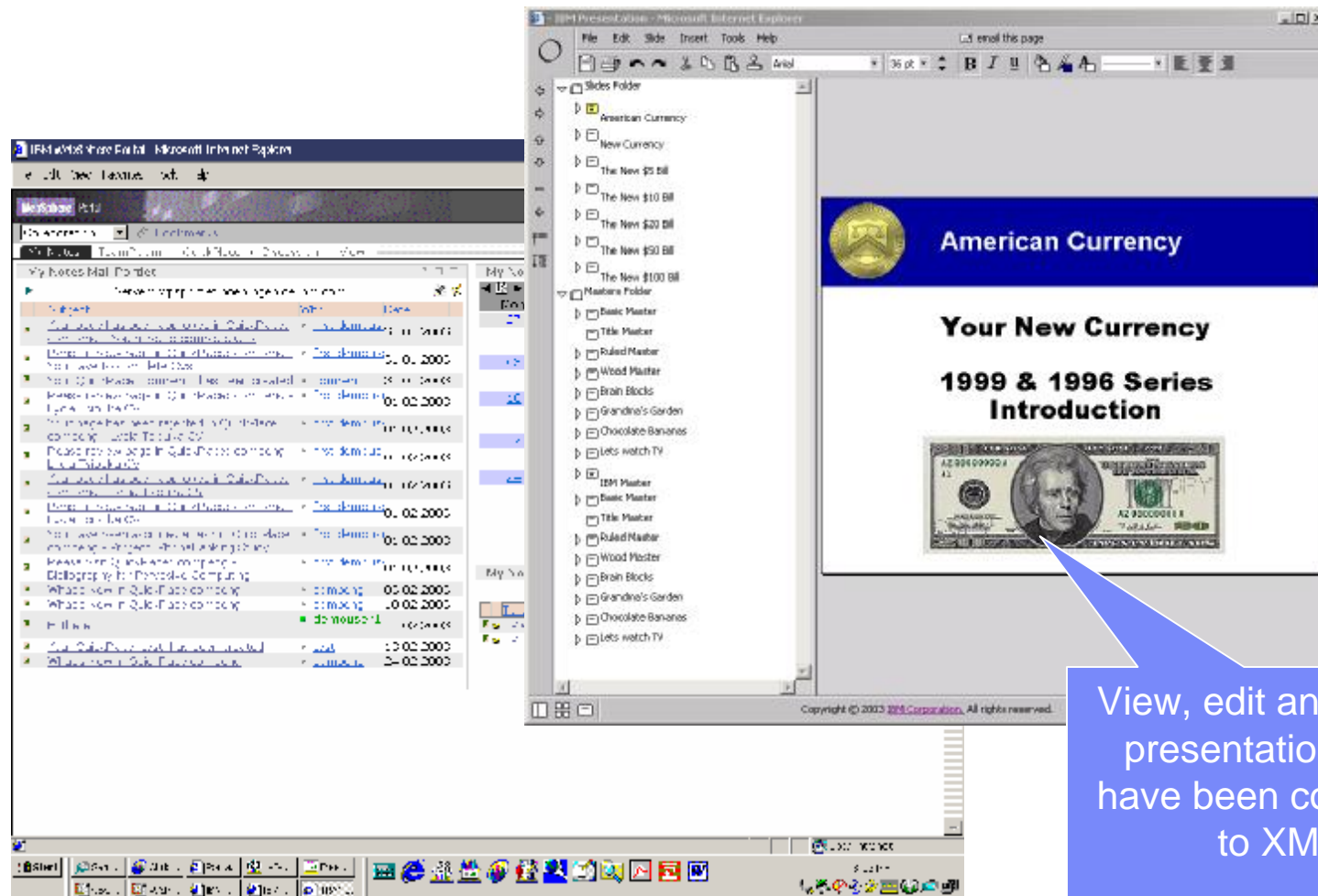
Portal Document Manager

§ Features

- – Subscribe to, View, Add, Delete, and Modify documents and folders

- – Approve changes via customizable workflow

- – Version documents

§ Benefits

- – Business user productivity; text editing & spreadsheet functions are critical to many processes

- – IT cost reductions for simple editing features
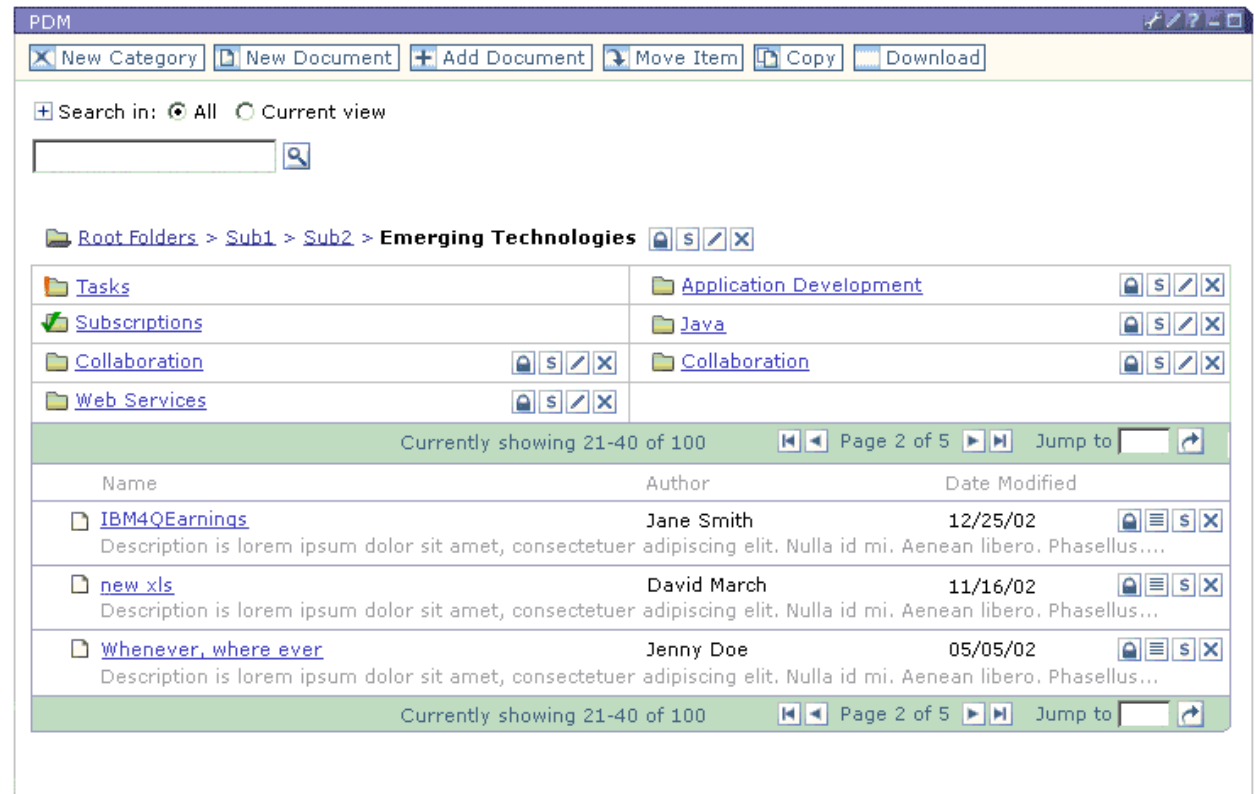
Portal Document Manager

Configure PDM with or without a workflow process

Utilize subscription to get the latest information

Documents

New folder | Document | Create document | Search

Approvals   Subscriptions

Portal Market   Solutions
Business Press, Web Services, Industry   Manufacturing, Pharmaceuticals

Customer Support   Technologies
Case Studies, Development   Extensible Markup Language

Product Information
Enable, Experience, Extend

Documents

My Portal > Portal Market

Business Press   **Industry Press**
Company News

Add folder | Add document   Show | all | Go

2 Documents in Portal Market Subfolder:

February 2002 Business 2.0: The case against knowledge management, no knowledge
SearchEBusiness.com is a EBusiness-specific, Free search enginge for IT professionals.
Site features include fast, ocused search capabilities using an EBusiness-specific search
engine, editorial insight and summaries...
subscribe | edit | properties | delete

December 12, 2001 Business 2.0: Listing of Portal Vendors, Plumtree Included With
Epicentric, SAP & IBM
Lets business users personalize data queries, search effectively for very specific needs,
and utilize relevant results --from across an unrivaled number of IBM and non-IBM data
sources, both traditional and multimedia.
subscribe | edit | properties | delete

Authorized users can Add/Modify/Delete documents and folders

Documents and folders can be searched by metadata or full text search

Content Publishing

§ Features

  – Files, structured content, rules, campaigns and personalized email

  – Workflow

  – Un-publish, recycle bin, content expiration

  – Template generation and registration within content wizards

§ Benefits

  – Increase business user productivity and site appeal

  – Content more timely and relevant

  – Reduce IT costs in content creation and management
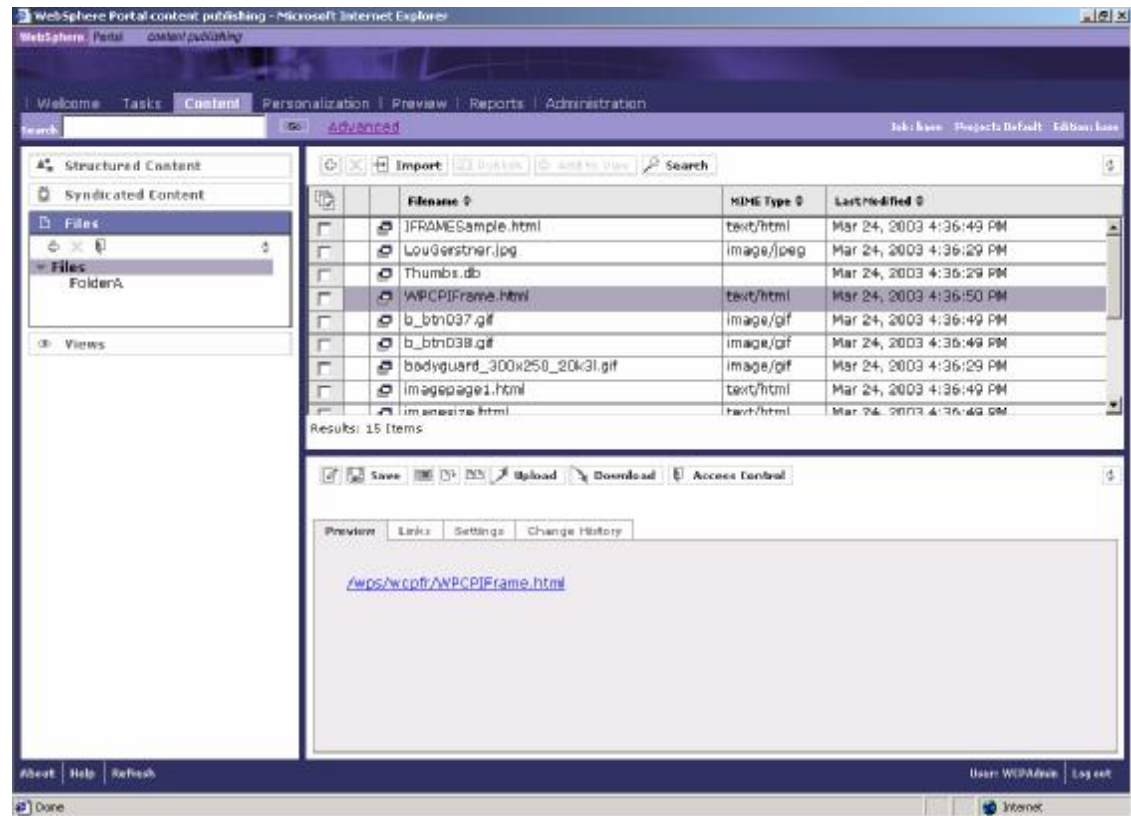
Ease of Integration
WebSphere Portal is:

§ Single, integrated product (not just integrated parts)

§ Works with what you have (platforms, databases, directories, applications, etc.)

§ The integration platform for advanced portal solutions

§ Pre-built integration with IBM products including portlets

§ Complete content management solution/integration

§ Complete and easy WAS single sign-on for all portal components

Portal Standards Initiatives (delivered in refresh)

§ Portlet API: http://jcp.org/jsr/detail/168.jsp

 – Achieves Interoperability between local Portlets and Portals

 – Standardization via Java Community Process, co-led by IBM and Sun

 – IBM will provide the reference implementation; Sun will edit the spec and provide the compliance test kit

§ Portlet Web Services: https://www.oasis-open.org/news/oasis_news_01_28_02.shtml

 – Achieves Interoperability between visual web services and portals

 – Standardization vis OASIS, led by IBM

 – IBM leads workgroup and will provide reference implementation
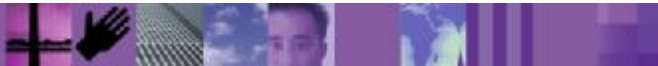
Portlet Co-operation

§ Key principle: the portal server aggregates applications together into one unified presentation while delivering a highly personalized experience to every user

§ This is really user-oriented process integration or *integration on the glass*

§ To achieve this, we need "portlet co-operation" where portlets work together to present the user with a unified view

User-driven Process Integration: Click to Action

Helps users connect applications more easily.

Clicking in one portlet sends data to others; works by matching data types to portlet actions.

User-driven Process Integration: Cooperative Portlets

§ **Cooperative Portlets** – portlet messaging enables rich portlet applications

§ Builds on Click to Action and portlet API for portlet-to-portlet communication

§ Uses Property Broker component
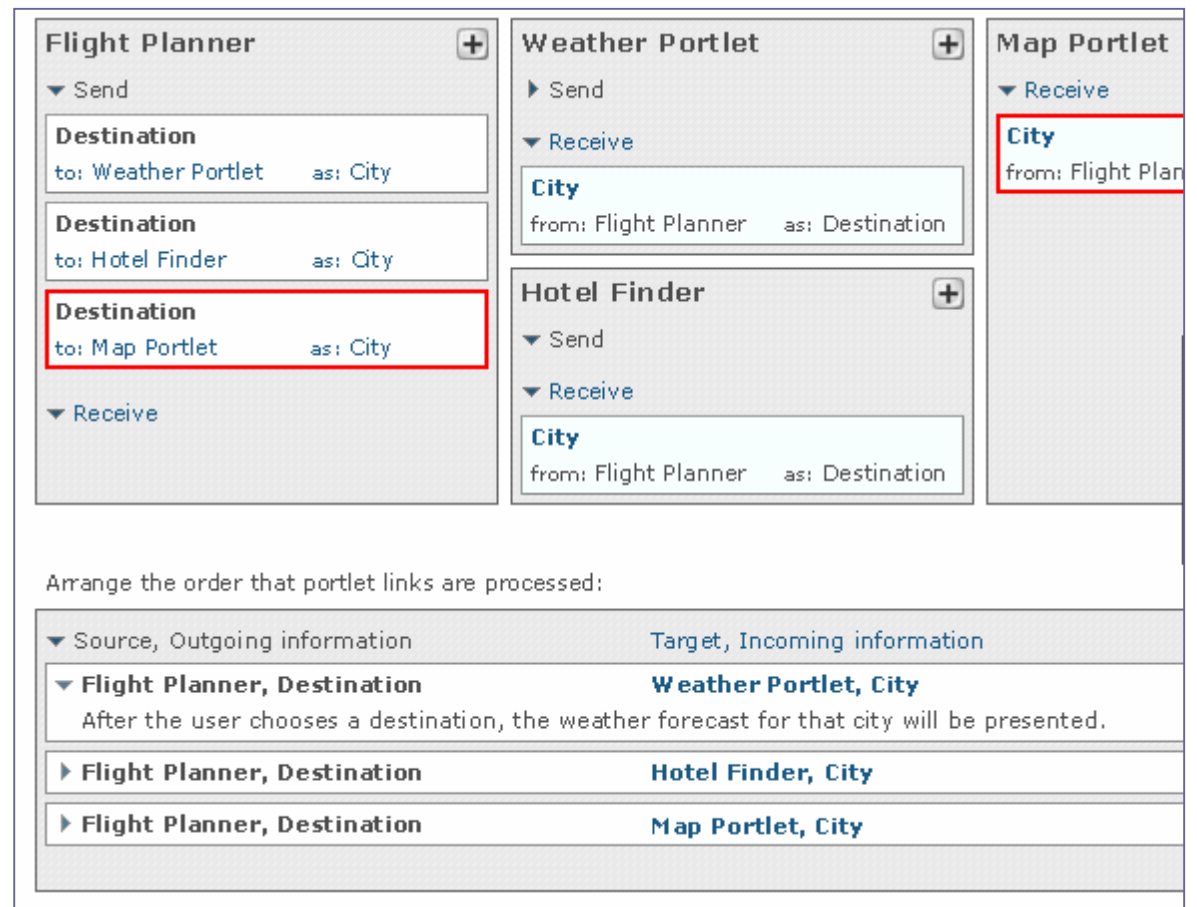
Additional Portlet Builders

§ <u>JDBC Builder</u> – Create portlets that display and update data from a database (DB2, Oracle, SQL Server, etc.)

§ <u>Domino Builder</u> – Builds portlets for Domino/Notes databases

Accelerating Time to Value

§ **Collaboration Center**

– For enterprises that seek to extend web portal infrastructure with a pre-built e-Workplace solution.

§ **Includes New Portlets**
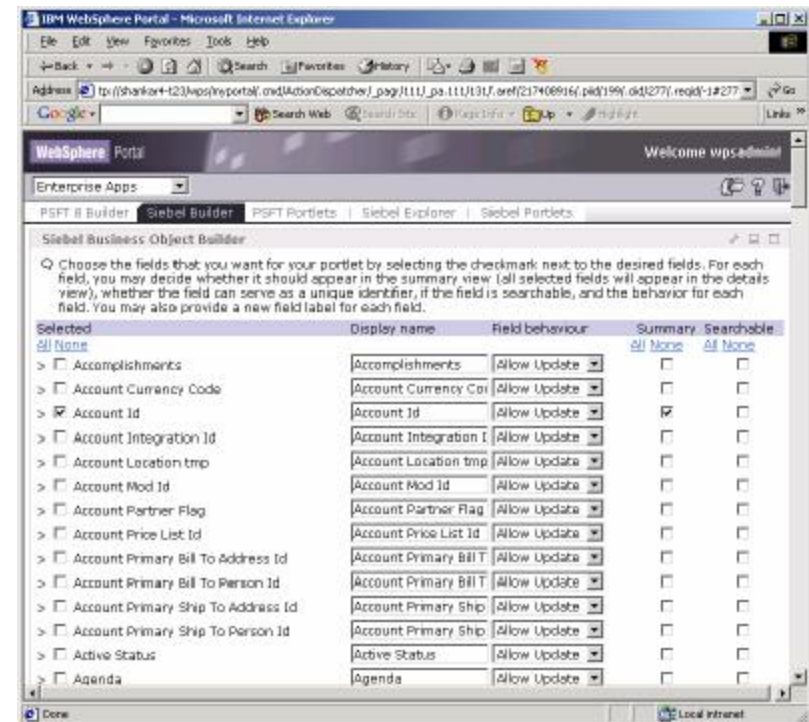
– People Finder – On-line company directory with built-in instant messaging and people awareness

– My eMeetings – View, schedule and attend Sametime e-meetings

– My Quickplaces – Display, search and launch Quickplace project team rooms

Portal Search Engine

§ Search Web sites and Portal Document Manager

§ New features:

– Document Filters (MS Office, Lotus 1-2-3, etc)

– Summarization

– Categorization

– Stemmer (improves languages support)

– Metadata search

– Tag library and portlet services for developing customized search portlets

Search Results   ?

↩ Return

Document A Title (95%)
Date: 2002-09-22
Author: James Hodges
This is a summary of Document A Title. The summary is a brief description of the document to describe in summary fashion what the document is about. To actually see the document click on the title name.
IT->Help Desk->Procedures

Document B Title (90%)
Date: 2002-10-16
Author: William Banks
This is a summary of Document B Title. The summary is a brief description of the document to describe in summary fashion what the document is about. To actually see the document click on the title name.
Accounting->Best Practices

↩ Return

WebScanner

§ **Part of Portal Search Engine**

§ **Crawl websites for documents based on filters and categories**

§ **Select approved documents for inclusion in the search index**

§ **Document security**
  – Encode user group and role information into the document before indexing
  – Search results are filtered by role/group info
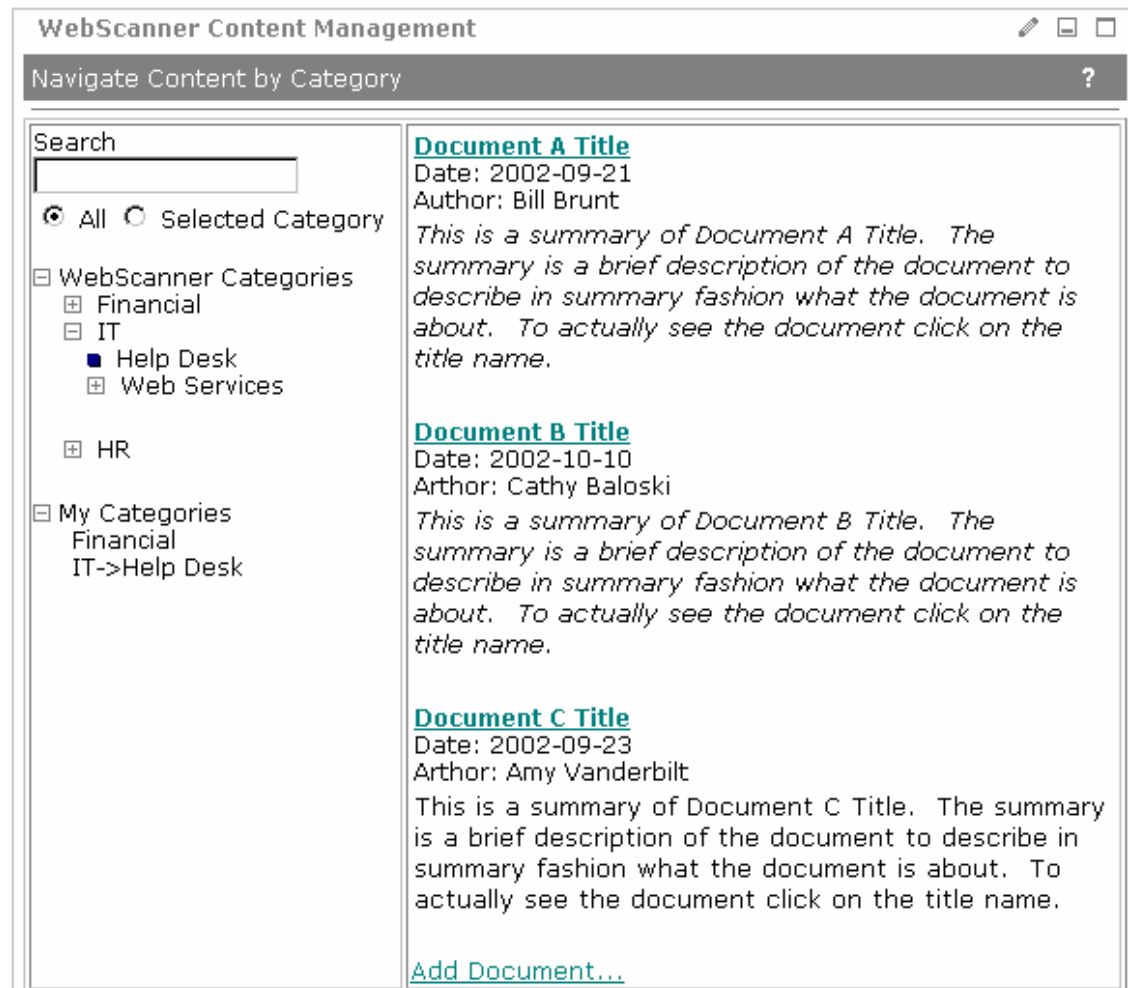
IBM Technology Leadership

All areas cited for leadership position in Gartner Magic Quadrant rankings

Portal

Collaboration

Wireless

Extranet Security

Commerce

Java Tools

Web Application Server
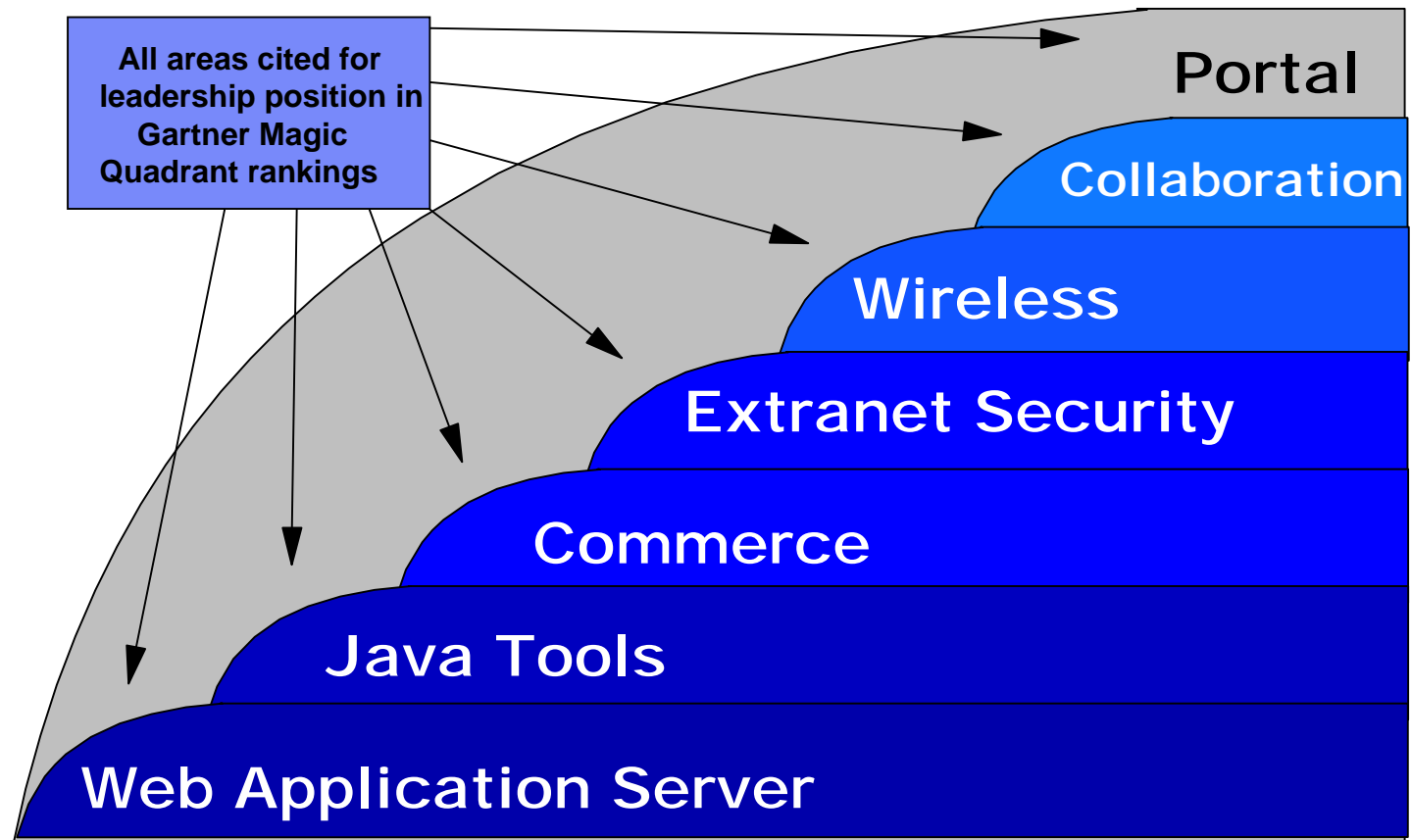
IBM WebSphere Momentum Tops the Charts

"**IBM Has Top Share in All Application Integration, Middleware Markets**"
Gartner Dataquest, May 2003

Worldwide IBM Market Share Position Based on New License Revenue

Gartner Dataquest, May 2003	2000	2001	2002
Application Servers	2	2	1
Integration Broker Suites	1	1	1
Portals	N/A	3	1
Message-Oriented Middleware	1	1	1
Application Platform Suites Composite Market	2	2	1
Transaction Processing Monitors	1	1	1
Total Market	1	1	1

IBM WebSphere Express Momentum Accelerating in the Marketplace

§ Over **1,350** registered partners in Express Enablement Program

§ Over **500** revenue-generating partners

§ Over **315** ported applications

– Over 230 more in the pipeline

§ Over **3,200** Express education courses taken

§ Partners from **61** countries and increasing

Source: IBM Weekly Channel Report, September, 2003

WebSphere Portal Momentum

Number of New Customers reported

Market Share Leadership !
§WebSphere Application Server = 37%

§WebSphere Portal = 14%

§WebSphere Business Integration = 17%

Gartner Dataquest, May 2003

Legend:
- Plumtree
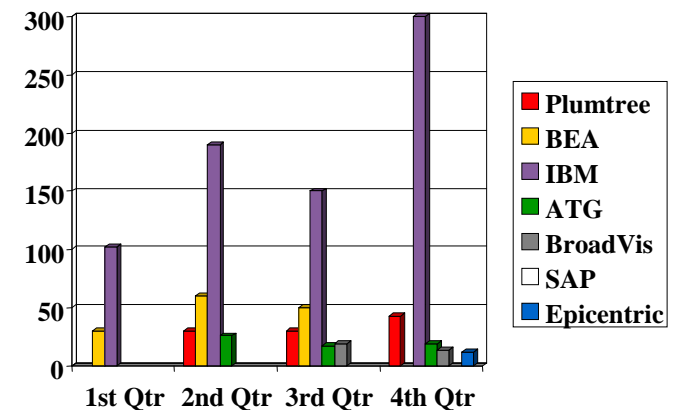- BEA
- IBM
- ATG
- BroadVis
- SAP
- Epicentric

Leading Indicators !
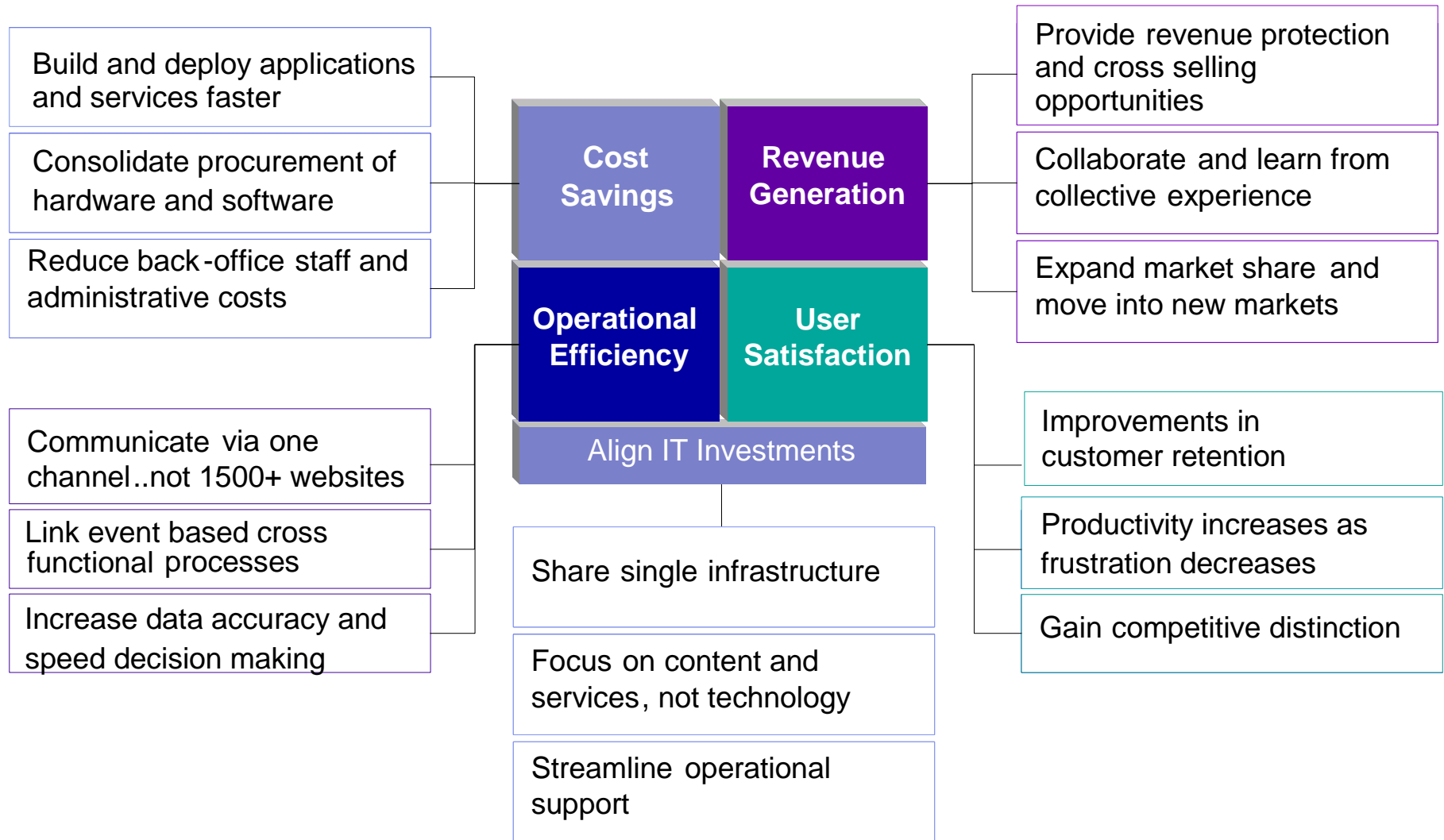§Sold 4100 Server Licenses in 2002 *Source: IBM Finance 4Q02*

§0 to 1200+ Portal Customers in 2 years *Source: IBM Finance 4Q02*

§475+ ISVs, SIs & VARs Registered *Source: Portal Business Development*

Business Case View – WebSphere Portal ROI

Build and deploy applications and services faster

Consolidate procurement of hardware and software

Reduce back-office staff and administrative costs

Communicate via one channel..not 1500+ websites

Link event based cross functional processes

Increase data accuracy and speed decision making

| Cost Savings | Revenue Generation |
| Operational Efficiency | User Satisfaction |

Align IT Investments

Provide revenue protection and cross selling opportunities

Collaborate and learn from collective experience

Expand market share and move into new markets

Improvements in customer retention

Productivity increases as frustration decreases

Gain competitive distinction

Share single infrastructure

Focus on content and services, not technology

Streamline operational support

THNAK YOU !

For More Information

IBM WebSphere Portal
A single point of personalized interaction with applications, content, processes and people

Portal Home Page   ibm.com/websphere/portal

Portal Developer's Site   ibm.com/websphere/portal/developer

Portlet Catalog   ibm.com/websphere/portal/portlet/catalog