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# The power of WebSphere Portal & Portfolio in streamlining your organisation

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# Agenda

- The business value of Portal
  - The On Demand Business
  - Practical implementations of Services Oriented Architecture
  - Composite Applications

- What's New in WebSphere Portal 6.01
  - New Features
  - Portal Accelerators
  - Web 2.0

*The value of Portal continues to grow, this session will present the major new features of WebSphere Portal 6.01 and Lotus Forms 3.01 including Portal accelerators, Web 2.0 delivery of Portal Pages, Remember-Me Site support, improved URL management, template able composite applications, attribute based administration, programming model enhancements, improved operations and development tooling as well as platform directions.*

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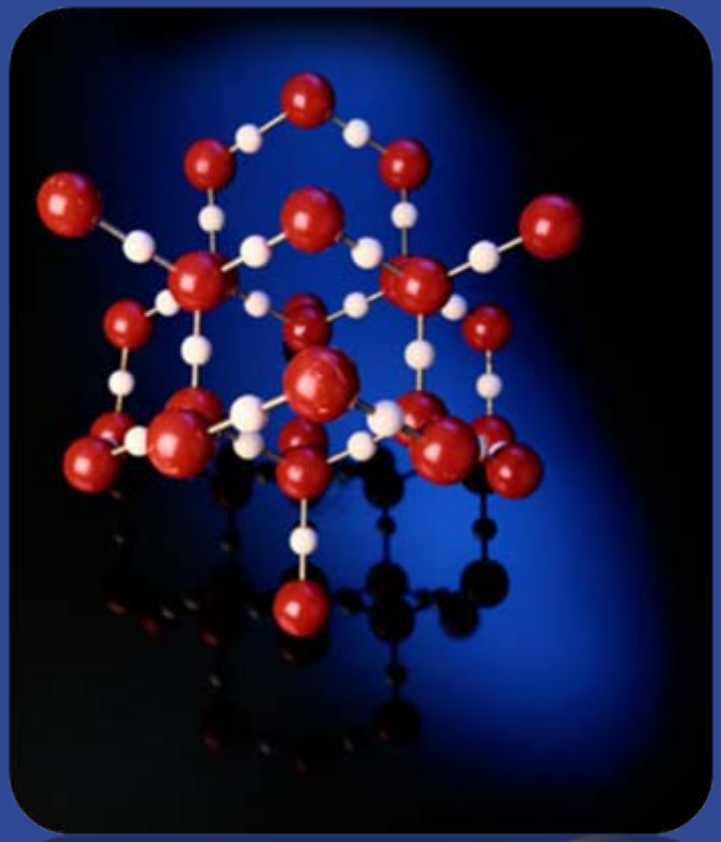
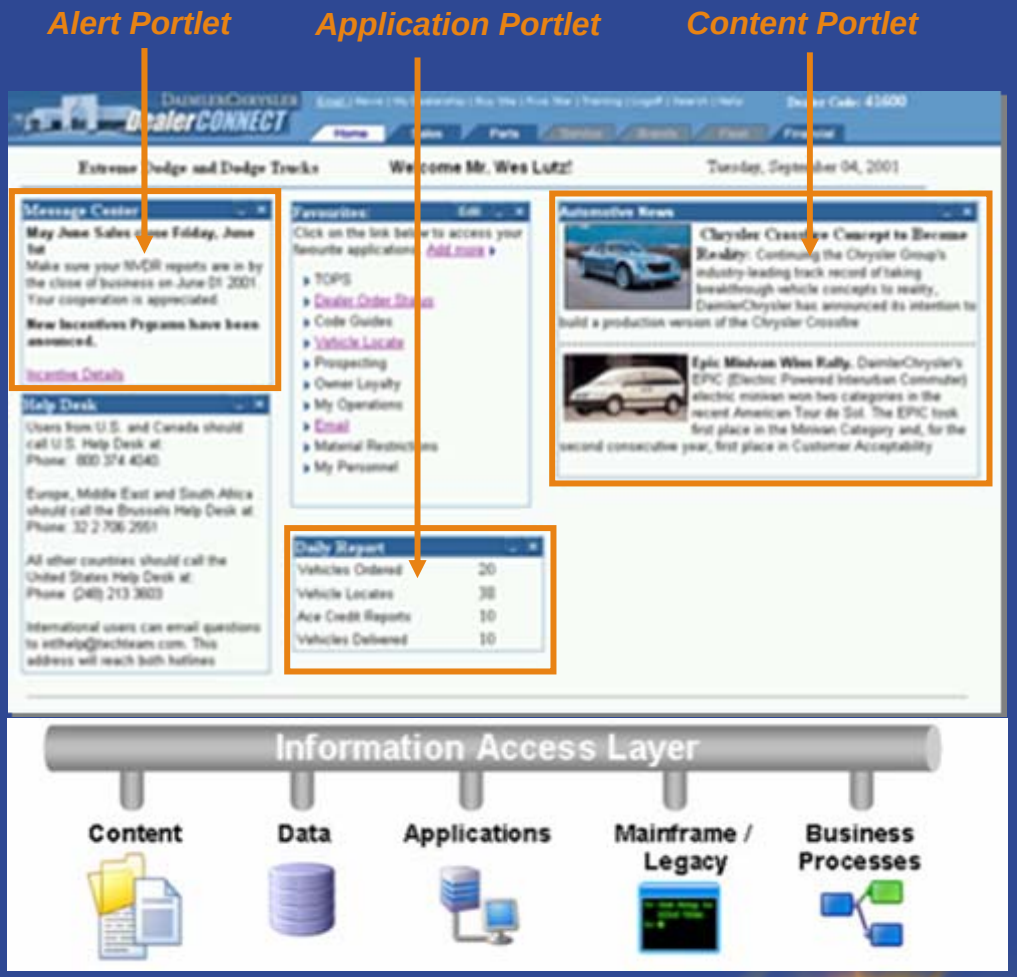
# The Business Value of Portal: On Demand

An on demand business is an enterprise whose business processes—integrated end-to-end across the company and with key partners, suppliers and customers—can respond with speed to any customer demand, market opportunity or external threat.



# The Portal Principle: A single point of personalized interaction with enterprise applications, content, processes and people:

- The portal user interface is made up of dynamic **portlets** which surface underlying **business services**
- Each portlet is a separate application
  - Developed, deployed, managed, and displayed independent of other portlets
  - Can be placed anywhere on the page
  - Can communicate and cooperate
- Delivers a highly personalized experience, considering
  - User's role
  - Security settings
  - Personal settings
  - Device
  - Language

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# Service Oriented Architecture: the blueprint for change

**“Service-oriented architecture deployments are increasing and becoming a mainstream architectural model for developing services, applications and infrastructures.”**

*“Effective Web Services and SOBAs Require Management”*
*Frank Kenney, Gartner*

Why SOA?

- Flexibility
- Facilitates re-use of existing applications
- Supports effective business process implementations
- Designed for change

**Aligns Business and IT goals to grow revenue and contain costs**

# IBM WebSphere Portal: the User Interface to SOA

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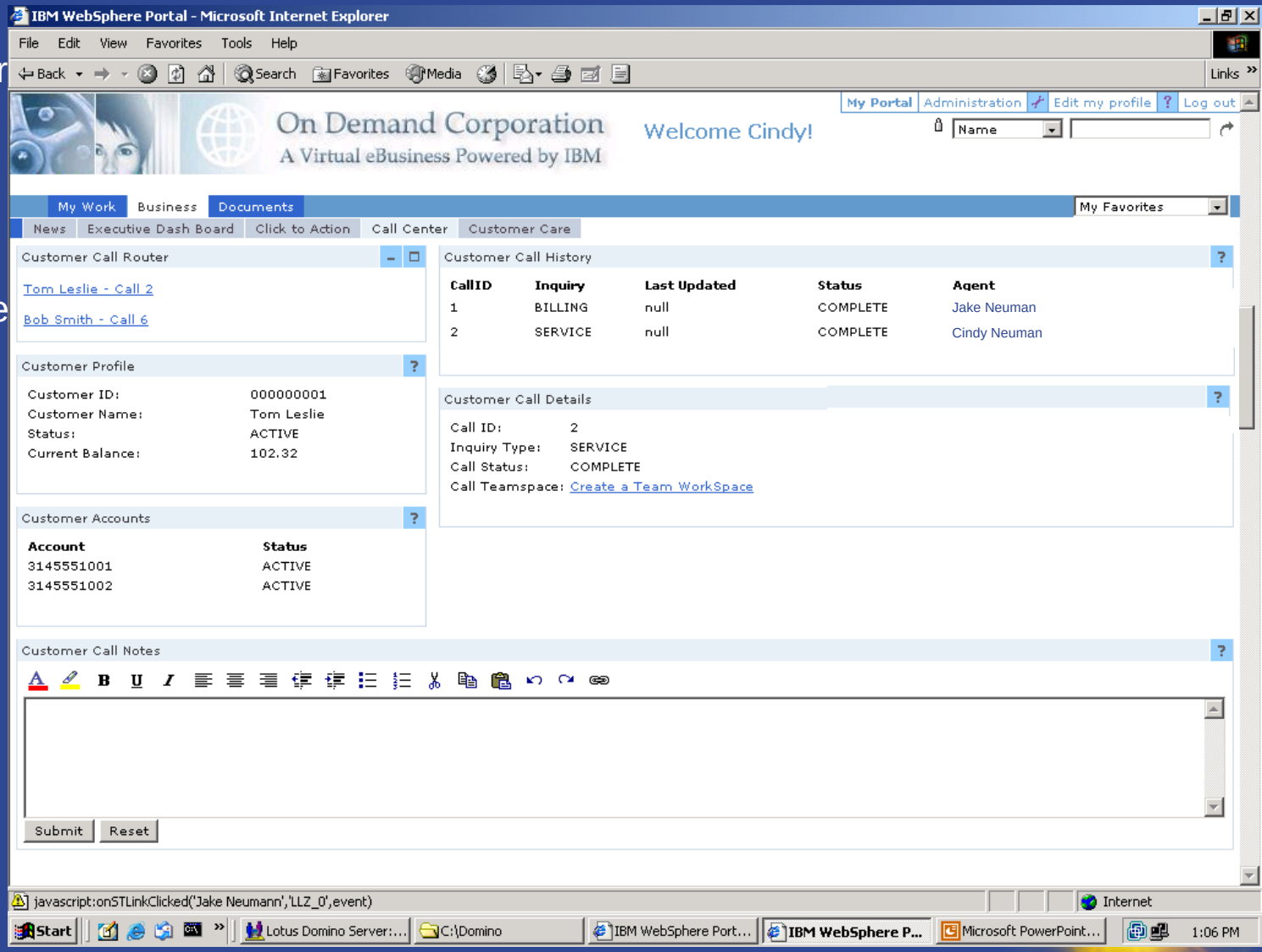
# A Business Problem

## The Call Center

- Info from call Router portlet can populate the call center employee's desktop
- Productivity is improved by integrating disparate applications and allowing focus to remain on the customer
- A Composite Application

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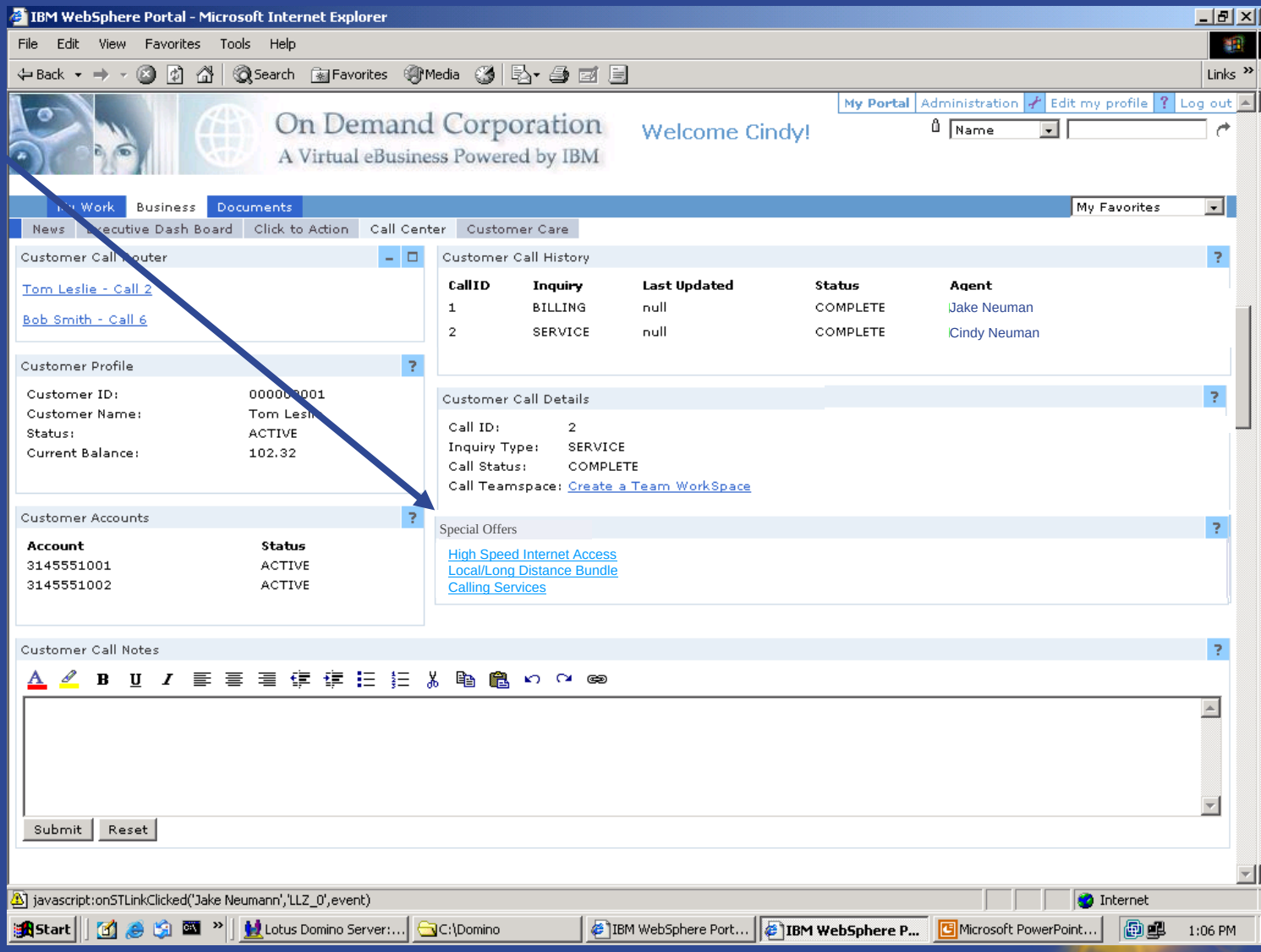
# New Business Requirement
## Increase Sales

- Add the needed component
- "Wire it" into the application
- Composition instead of programming

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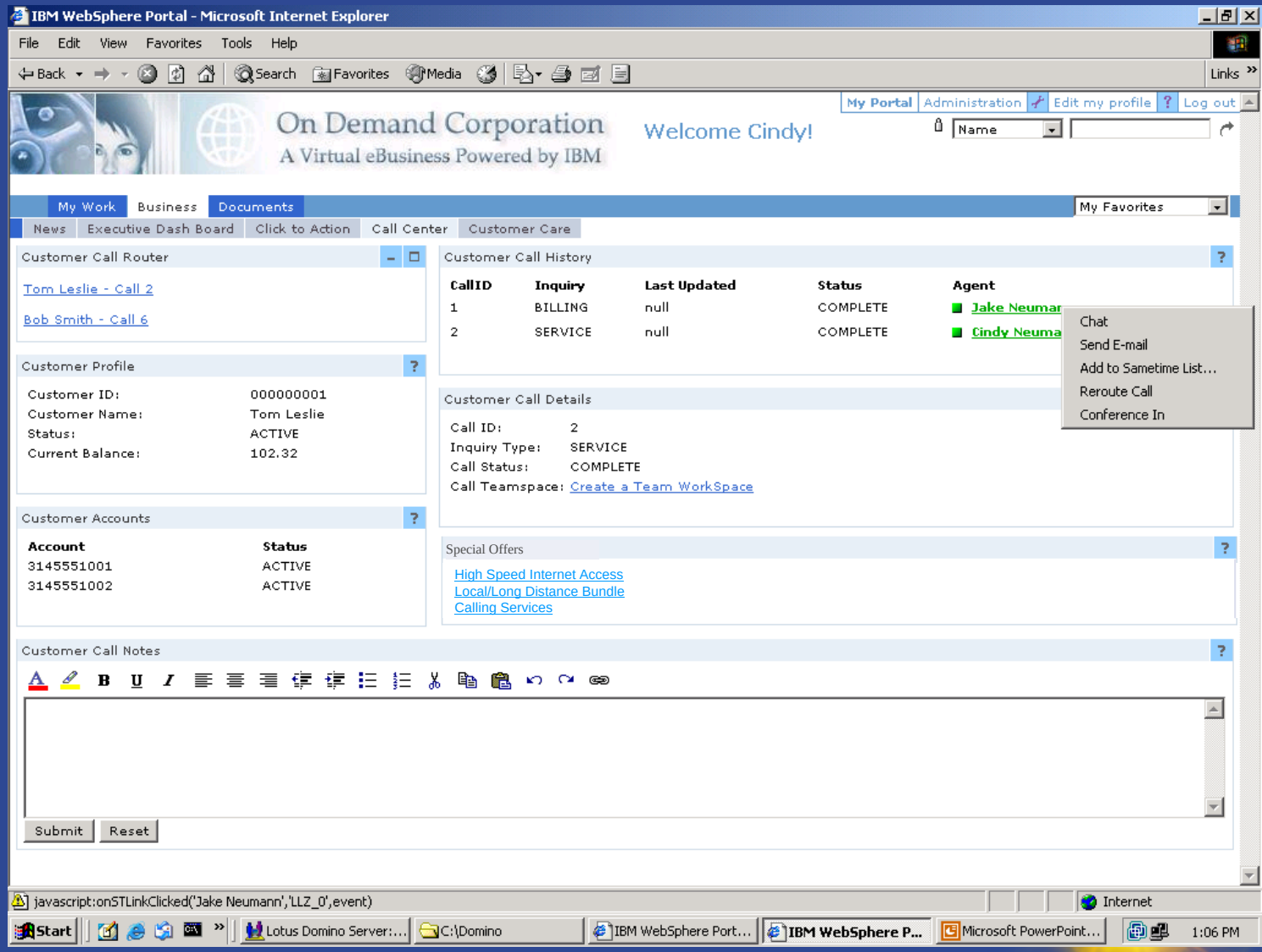
# An Example of Collaboration in Context

- Use Sametime® from within a component
- ‘Buddy’ is in context of application, not people you actually know
- User stays focused on the application

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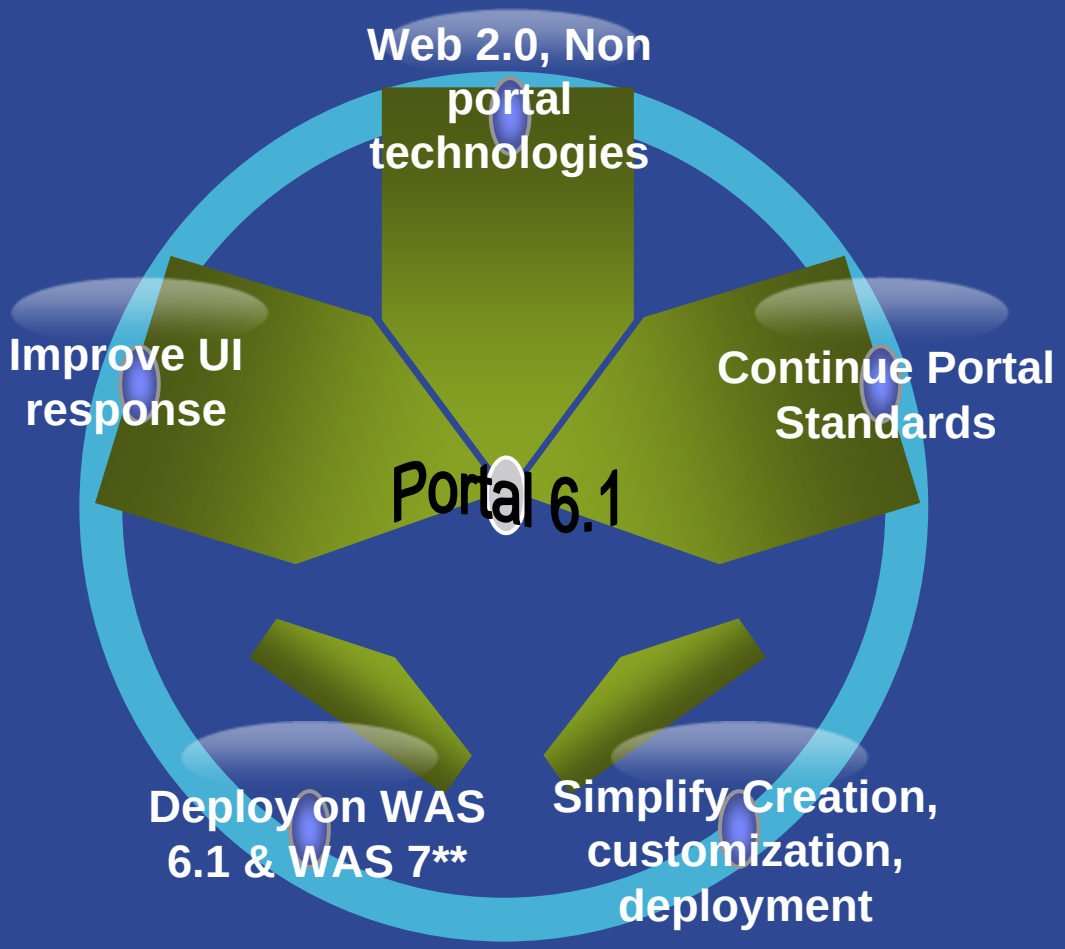
# What's New in WebSphere Portal

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# What's New in WebSphere Portal

- Features in Portal 6.01
  - Remember-Me Site support,
  - improved URL management,
  - template composite applications,
  - attribute based administration,
  - programming model enhancements,
  - improved operations and development tooling
- Portal Accelerators
- Web 2.0

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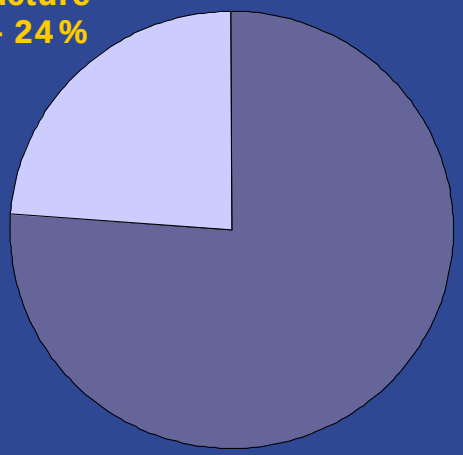
# *Shift in Portal Market Dynamics*

- The majority of organizations purchase portal software **<u>to solve a specific business problem</u>** or for a specific project.
  - 3/4 purchased WebSphere Portal as part of a solution rather than as a key infrastructure *(2006 WebSphere Portal Installed Base Survey)*
  - Even for "infrastructure projects" such as SOA, justification is typically centered on tangible, short-term business benefits *(WAS/ Portal to SOA Migration Study, August 2006)*
  - Growth is being driven by departmental solutions or functional portals *(IDC, Worldwide Enterprise Portal Software 2007–2011 Forecast, Doc #206212, Mar 2007)*




**Types of Solutions**: *Business Performance Management, Collaborative Applications, Customer Care/Service…*

# *Accelerators Match Specific Business Challenges*

**"I need my teams to work together more effectively and efficiently, while easily accessing relevant corporate applications"**

**"I need to deliver dynamic, role-based composite applications to the different internal and external audiences within my industry"**

**"I need to increase the value of my website by delivering real-time, personalized data based on user attributes"**

**"I need to deliver low touch or no touch processing of transactions – to customers, partners, or employees."**

**"I need to track my organization's goals and performance against them to more effectively drive results"**

**"I need to expose business processes in context of the information, applications, and data that line of business needs to make decisions."**

**"I need a cost effective way to deliver personalized, online training "just in time" within the context of my employees' ongoing activities."**

**"I need a flexible IT platform where I can pick and choose those key accelerators needed for delivering my portal intranet, extranet, or internet site."**

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# Accelerators Offer Benefits for Line of Business & IT

Accelerators help **businesses achieve goals**:

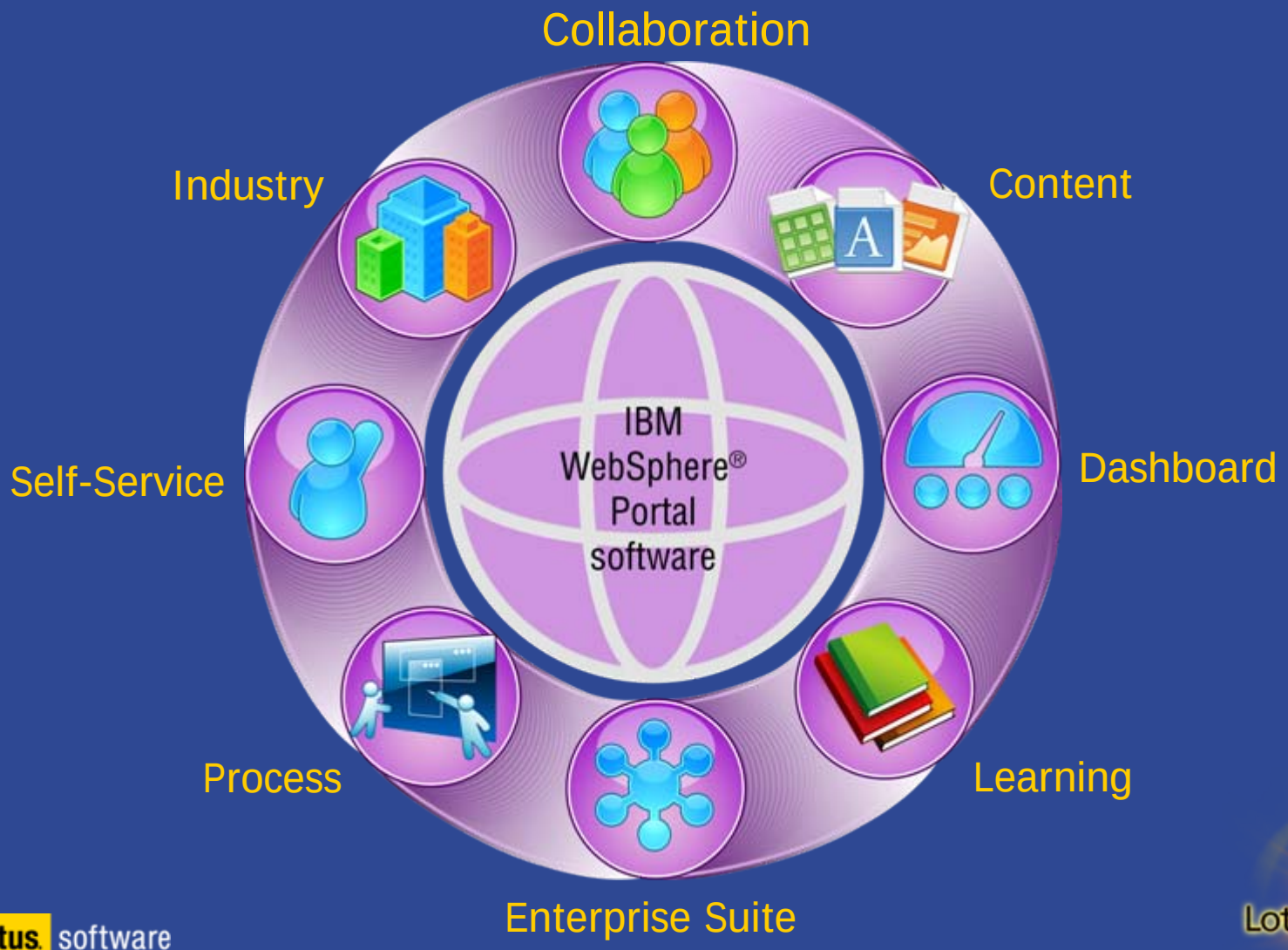
- **Improve communications and drive operational efficiencies** by easing development and management of dynamic web content
- **Drive innovation** through collaboration and social networking, allowing business people to quickly connect and build new relationships based on their individual needs
- **Improve decision making and visibility** into business operations with real-time dashboards and scorecards
- **Reduce costs** of managing the workforce, by enabling HR to focus on more strategic tasks with self-service

Accelerators help IT to dramatically **speed time-to-market** and **reduce the cost** of deploying portal-based business solutions

- **Shorten implementation cycles**
- Realize **time to value without sacrificing flexibility**
- Realize **quicker ROI** on portal investment
- Highly flexible, configurable, and scalable

***Accelerators are integrated packages that easily snap-on to Portal and address a specific business need***

# *IBM Accelerators for WebSphere Portal Overview*

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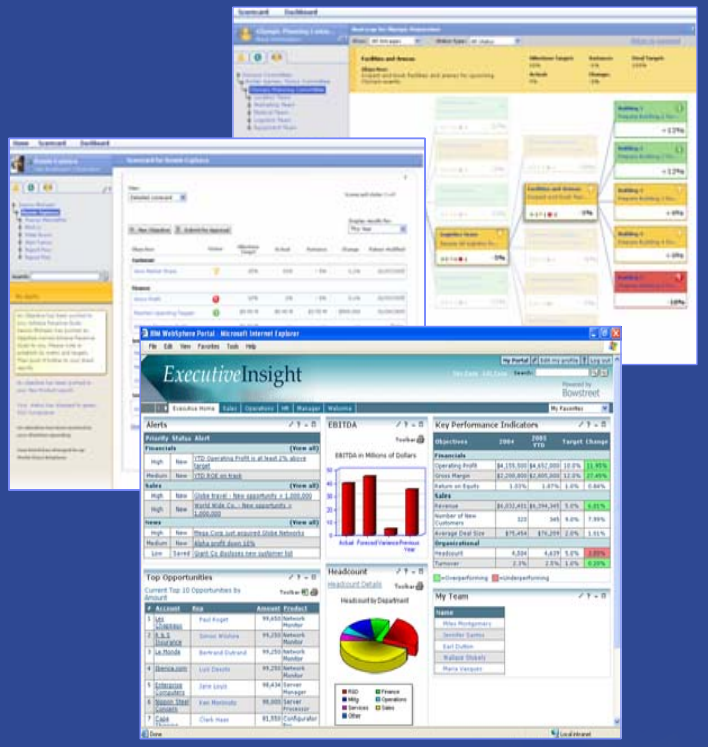
# IBM Dashboard Accelerator (*Lotus ActiveInsight*)

*Solution that helps business users define and communicate business goals, view real-time metrics, and take action via composite dashboards and scorecards – improving overall business performance*




- **Drive Alignment**
  around a common, visible set of performance goals
- **Automate**
  today's manual or resource-intensive processes with personalized, graphical UI tailored to each job role
- **Access**
  performance information wherever it resides with integrated, real-time views
- **Take Action**
  Intuitive views enable proactive response to issues via WebSphere Portal's rich collaboration and workflow integration
- **Cut Costs**
  using rapid assembly tools and no charge Dashboard examples that dramatically cut the time, cost and skills required to build dashboards

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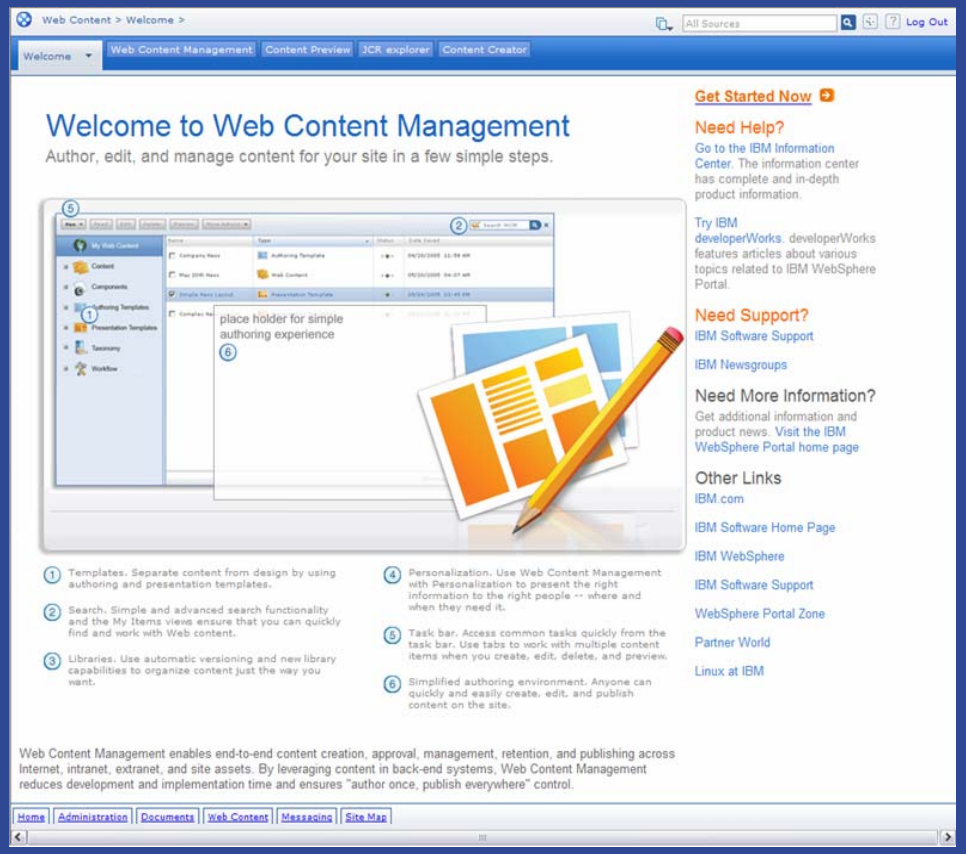
# IBM Content Accelerator

*Provides simplified, yet powerful, online Web content creation and management to business users - removing authoring bottlenecks. It helps improve productivity and allows organizations to keep Web content accurate, up-to-date and easy-to-find.*



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# IBM Collaboration Accelerator

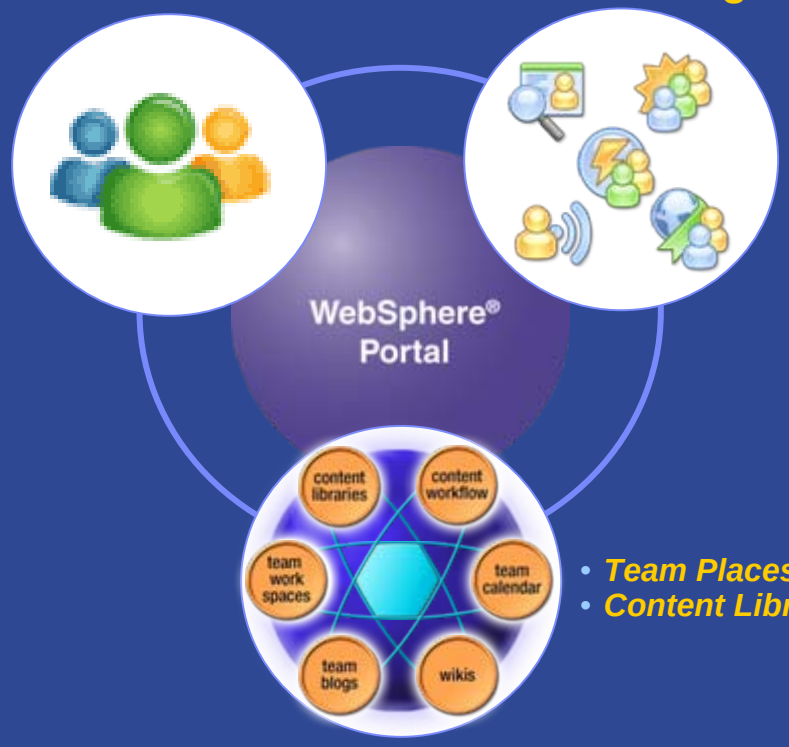
*Delivers an interactive Web-based platform, providing people with more effective and cost-efficient ways of accessing information, sharing ideas, communicating and working together – in the context of their role, processes and activities via a personalized composite portal.*

**Instant Communication**

- *Presence Awareness*
- *Instant Messaging*
- *Web conferencing*

**Social Networking**

- *Profiles*
- *Communities*
- *Blogs*
- *Dogear*
- *Activities*




- *Team Places & Tools*
- *Content Libraries*

**Team Collaboration**

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# Collaborative Capabilities Commonly Listed as Important

- In a recent survey* of organizations with portal technology, these **Collaboration** capabilities were cited as 5 of the top 10 features important to add to their portal in the next 24 months:
  - ***Business Networking / Knowledge Expert Location***
  - ***Wikis***
  - ***Internal Blogs***
  - ***Team Sites***
  - ***External Blogs***

**IBM Collaboration Accelerator** helps organizations better communicate, innovate and work together, by combining with WebSphere Portal Server to deliver personalized, *interactive* composite applications.

***Enterprise Portal Software Usage and Buying Trends** *IDC: August 2007*

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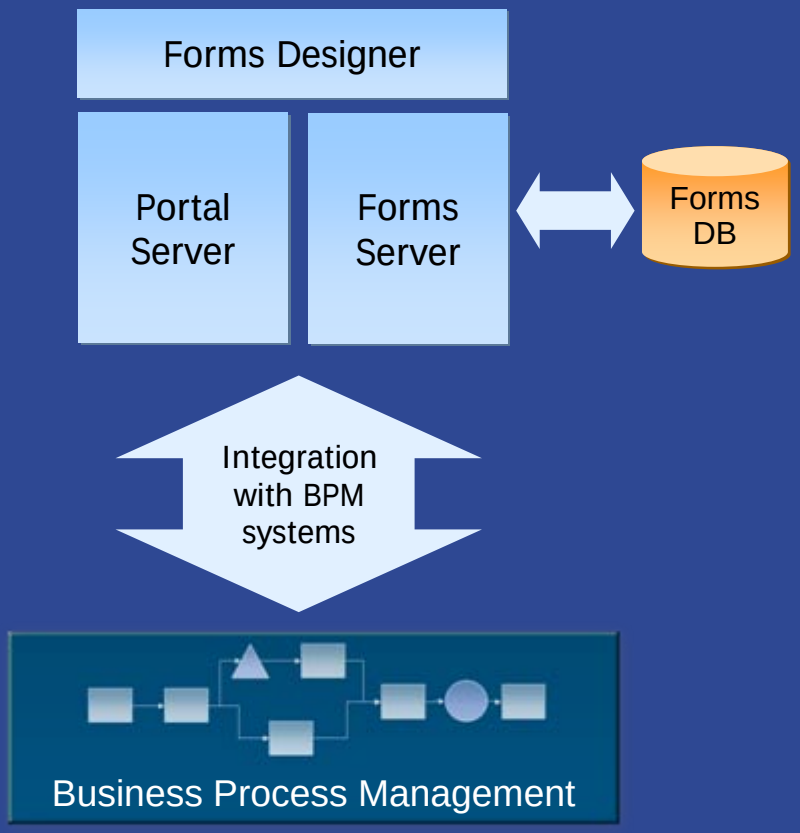
# IBM Business Process Accelerator

- A faster way to expose, automate and manage input-based business processes
- Enhances and complements IBM Business Process Management offerings including WebSphere Business Modeler, FileNet Business Process Manager and WebSphere Process Server
- Responds to the leading capability that Portal customers deem critical in next 24 months



# *Streamlined Business Processes Benefits Include:*

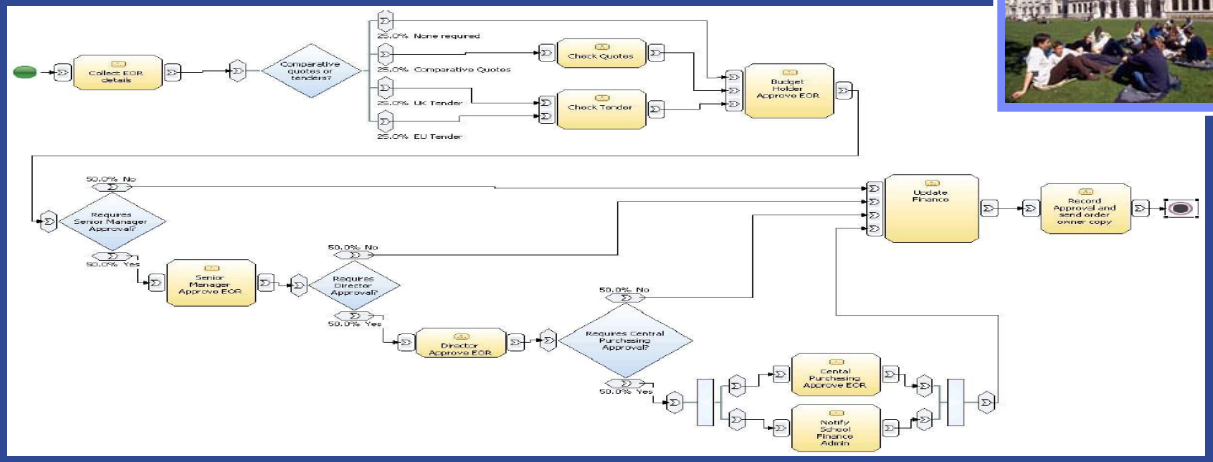
- **Increased revenue** through a faster, more automated and streamlined approval processes based on more accurate data and improve decisions
- **Decreased expenses** through reduced re-work, reduced or eliminated paper handling, and real time identification and validation of required information
- **Increased efficiency** with straight-through-processing to create a once and done environment that can significantly reduces the elapsed time to complete the decision/approval process
- **Assistance with regulatory compliance** through creating a complete record of the entire business transaction
- **Improved customer service** through an easy to use Web-based data capture process

# Cardiff University – IBM Business Process Accelerator Example

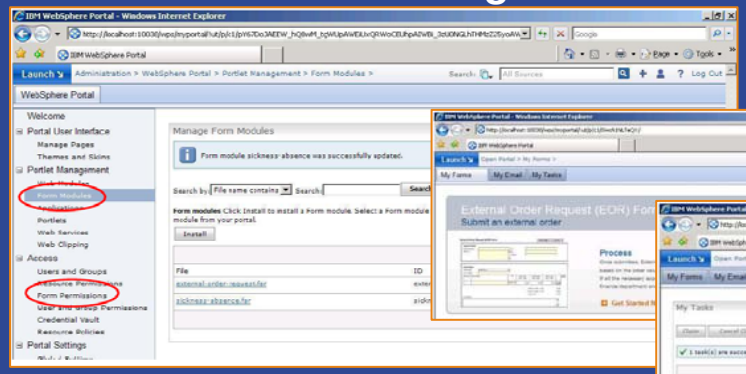
## Process Automation at Cardiff University

**Candidates**

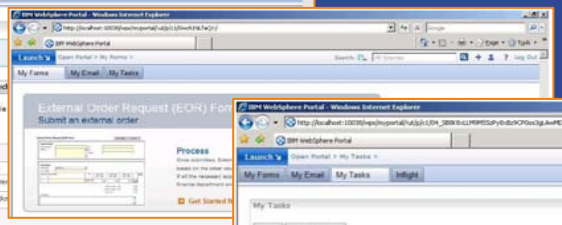
- Telecoms Change Requests
- External Order Requests
- Sickness Absence
- Leave Requests
- Library Requisitions
- Inter-library loans
- Timesheets
- Staff Training Requests
- Transfer Funds
- Expenses
- Complexity
- Appeal



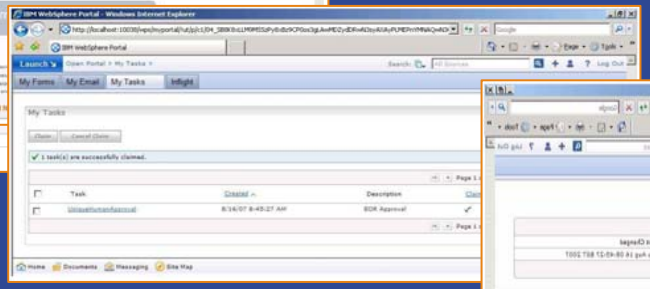
Manage



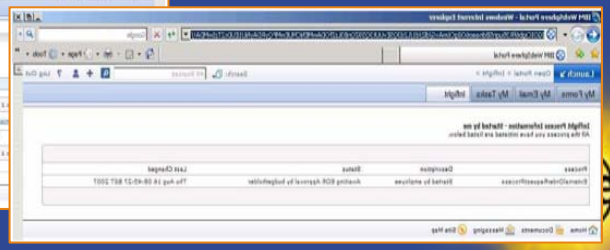

Initiate




Send for Approval




Check Status



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# IBM Enterprise Suite Accelerator

*A platform supporting multiple portal projects to meet the growing and evolving needs of the organization, including:*

- *Real-time Performance **Dashboards** and **Scorecards***
- *Online Instant **Communication**, **Teaming** and **Social Networking***
- *End-to-End **Web Content Management** and **Search***
- *Security-rich **Electronic Forms***
- *Offline Managed **Rich Client** Support*

# Accelerators Roadmap

**IBM Dashboard Accelerator**
**Shipped Apr 2007**
- Scorecards, Dashboards, Objectives Management
- Expanded repository of design components - controls and visualizations
- Enhanced collaboration

**IBM Self-Service Accelerator**
**Shipped July 2007**
- HR Portal solution for manager and employee self-service
- SAP ECC 6 (mySAP) integration
- Life and career event processes

**IBM Content Accelerator**
**Sept 2007**
- Web Content Management
- Document Management
- Enterprise Search

**IBM Collaboration Accelerator**
**Sept 2007**
- Collab Document Management
- Real Time communications,
- Social Networking

**IBM Enterprise Suite Accelerator**
**Sept 2007**
- Content Accelerator
- Collaboration Accelerator
- Dashboard Accelerator
- Forms Server and Designer
- Disconnected Portal, (Expeditor Client)

**IBM Business Process Accelerator**

**IBM Learning Accelerator**

**IBM Industry Accelerators**

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**Demo**

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# IBM Industry Accelerators

Industry Assets packaged to assist in rapid deployment

## Government

**WebSphere Portal server in:**

- every G8 nation
- 50% of US States
- 75% of mid-east nations
- Largest ever public education portal

## Banking

**WebSphere Portal server in:**

- 9 out of 10 Top Global Banks
- 7 out of 10 Top Euro Banks
- 29 out of 50 Top Global Banks
- 8 out of 10 Top AP Banks

## Healthcare

**WebSphere Portal in:-**

- 4 of 5 Top US Healthcare Insurance Companies
- 30 Hospitals, clinics & delivery networks worldwide
- 12 online healthcare providers with more than 20,000 users
- 2 online healthcare providers with more than 5,000,000 users

## Retail

**WebSphere Portal in:-**

8 of 10 Top Retailers

- 9 of 10 Top US retailers

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# Web 2.0 & IBM Strategy

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

**Web 2.0 Sites**

**Techniques "Services"**

Mashups
Tagging
Tag Clouds
Folksonomy
Blogging
wikis

**Technology**

Semantic Tagging
PHP
REST
RSS
AJAX
Atom
XML
Flex
Microformats

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# How do Web 2.0 Sites differ from Web 1.0 Sites ?

**Next generation World Wide Web Applications and Services:**

**Approaches** such as services instead of products, the web as a platform, ...
**Concepts** such as folksonomies, syndication,
**Business Models** that proved to survive and have promise for the future participation,
**Technologies** such as AJAX, REST, Tags, Microformats, ...

- Classic Web 1.0 site
  - Web Master“ runs web site, end users only consume
  - Few content editors
  - Web site provides limited content
  - Accumulates relatively small amounts of information and content
  - Unidirectional
  - View-only markup
  - Only human users
  - Admin defined Fixed categories
  - → Limited value

- Modern Web 2.0 site
  - End users contribute to the web site, user empowerment
  - Every user is a content editor and rater
  - Web site provides collective contributions of all users
  - Accumulates huge amounts of information and content from end users
  - Bi-directional
  - Semantically tagged markup
  - Humans and applications as users
  - User defined FlexibleTagging Folksonomy

→ As much value as users add

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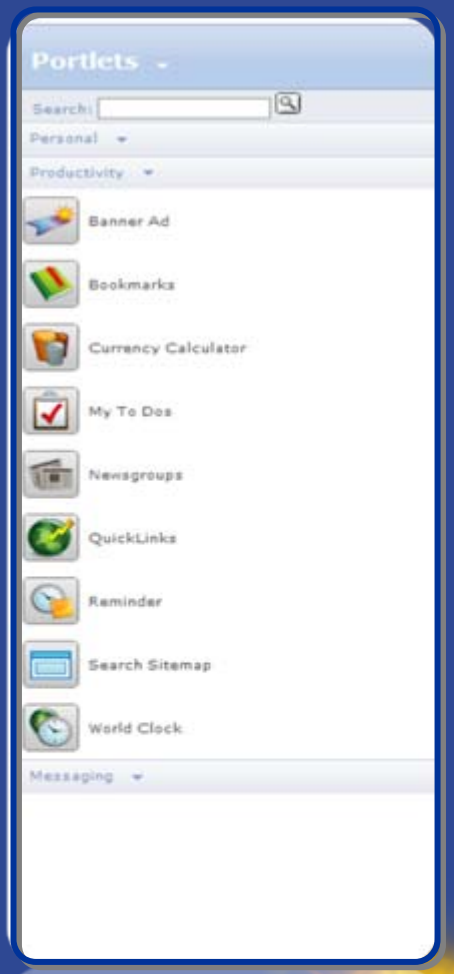
# Portal V6.0 has many Web 2.0 Features

- Allows **User Contribution** to portal sites through both WCM and PDM
- Enables **Situational Development** through the Portllet Pallette, Drag and Drop page composition, and Composite Application Templates
- A rich set of portlets that users **can add to their own pages** including content, feeds, and gadgets
- **Custom AJAX Portlets** can be written today to run on WebSphere Portal using Portlet Factory's or RAD's AJAX support and/or frameworks such as the Dojo framework
- **Exploits AJAX** for context menus, search menu, and some admin portlets
- **Blogs and wikis, and forums** in **Quickr**
- **Social Software** with **Lotus Connections**

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**Demo**

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# And There is Even More Web 2.0 in V6.1
(now in beta)

- **REST Services** to open up portal for mashup applications – services for server persistence, portlet settings and user profile access to simplify Web 2.0 application development
- **AJAX Portlet Programming Model Extensions** based on Dojo+IBM Extensions
- **Client Side Aggregation and Customization** using *REST Services* for better UX and improved performance
- **AJAX Client Side Feed Consumption** to enable highly efficient integration of information through feeds (Atom and RSS)
- **Semantic Tags** to allow smart markup to enable value add by portal, e.g. dynamic menus
- **Client Side C2A/Property Broker and Drag & Drop** based on *Semantic Tags* integrated with server side property broker and C2A support to enable cross-portlet interaction locally in the browser as well as with server side code
- **Sample AJAX Portlets** with source showcasing the new capabilities to demonstrate and give samples to customers for how to exploit all the above

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