Realize the Business Value of Web 2.0 and Enterprise Portal Solutions

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Topics

- WebSphere Portal: The front end of SOA
- WebSphere Portal V6.1: SOA meets WOA
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.
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
September 28, 2004

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
SOA Entry Points
Getting Started with SOA

- **Extend the ability to collaborate inside & outside**
  - Enhancing people to people collaboration
  - Support multi-channel delivery

- **Leverage information for business optimization**
  - Deliver trusted information real time and in context
  - Reduce risk and improve visibility into business operations

- **Model & process innovation**
  - Seamless coordination between automated and people/information driven business processes
  - Increase organizational effectiveness
“Forrester research has suggested that 80 percent of new application development is going to be in composite applications, rather than more-traditional apps.”


“Through 2007, an enterprise portal will be the first major application of SOA concepts for more than 50 percent of enterprises (0.6 probability).”

Analytical source: Gene Phifer, Gartner Research; Publication Date: 12 October 2005/ID Number: G00132930 Gartner 10/12/05
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
New Business Requirement
Increase Sales

- Add the needed component
- “Wire it” into the application
- Composition instead of programming
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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  - Increase organizational effectiveness
Many businesses are a long way from the goal
Formalizing Business Processes help

- Understand your business
- Communicate
- Deploy solutions
- Establish and make measurements
- Improve your business
- Standardize and comply
- Make change happen fast
IBM WebSphere Process Software for SOA

**WebSphere Integration Developer**

Easy-to-use integration to simplify and speed the assembly of composite applications.

**WebSphere Business Modeler**

Simple to use process modeling for the business analyst to help maximize process and business resource re-use.

**WebSphere Process Server**

Flexible deployment of business processes, making plug-and-play of components a reality, powered by WebSphere ESB.

**WebSphere Business Monitor**

Real-time visibility into process performance enabling process intervention and continuous improvement.
People, Process and Information

People

Information

Process

Call Center Portal

- Receive Request
- Order Handling Process
- Check Account
- Ship Order
- Check Order Policy
- Check Order
- Cust omer Orders
- Order History Service
- Cust omer Order
- Order Status
- Check Order
- Check Account
- Cust omer Account Info
- Cust omer Account
- Cust omer
- Account Info
- Cust omer Order History Service
- Cust omer Order History
Travel Booking
Doug can see the information that Rob provided for the process.

Seeing that there's enough money in the budget for this trip, Doug decides to approved it.

- Siebel to show Opportunity
- Domino to show corporate travel policy
- RSS feed to show travel advisories?
Components can be built with a variety of tools, and developer skills. Components can be built independently from assembly.
WebSphere Portal V6.1 Big Themes

- Enable customers to deploy on WAS 6.1 and WAS 7.0**
- Continue to simplify the creation, customization and deployment of portal
- Improve UI responsiveness
- Continue to open Portal up to ‘non-Portlet’ technologies
  - Web 2.0 (Feeds, ATOM, AJAX,...)
  - Plain HTML, PHP, etc.
  - Gadgets and Widgets (iWidgets)
- Continue Portal standards

** at or near WAS 7.0 GA
Portal V6.0 has many other 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**
Google Gadget Integration

- Enable customers to easily integrate Google Gadgets into portal pages

- If allowed by admin, users can drag Generic Gadget Portlets on their pages and select Gadgets to display from the Gadget Catalog

- Administrators can pre-define Gadget Portlets for the portlet palette
WebSphere Portlet Factory 6.0.1 and 6.0.2

- Enhanced Support for Rich Internet Applications (AJAX)
- REST Services & Connections Support
- Exeditor / Notes 8 Support
- New Integration Builders
- New Integration Samples
- Additional Samples and Tutorials
- Developer Enhancements
- Updated Platform Support
Lotus Quickr

Fastest way to share everyday content across connected teams.

- IBM Lotus Quickr is team collaboration software that helps you share content, collaborate and work faster online with your teams.
- **Content libraries**
  Organize and share content faster.
- **Team places**
  Create online places for projects or teams.
- **Templates**
  Use prebuilt team places to get started fast.
- **Connectors**
  Work where you are without

- Requires separate purchase; supported in future release of Lotus Quickr.
Lotus Connections

**Profiles**
Quickly find the people you need by searching across your organization using keywords that help identify expertise, current projects and responsibilities

**Communities**
Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise

**Blogs**
Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog

**Dogear**
Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise

**Activities**
Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables
NATIONAL LEAGUE

BREWERS 10, REDS 5: Host Milwaukee became only the third team in major league history to open a game with three straight home runs when Rickie Weeks, J.J. Hardy and Ryan Braun connected off Phil Dumontrait, and hit six homers altogether in vaulting back into first place all alone in the NL Central.

PIRATES 10, CUBS 5: Freddy Sanchez’s bases-loaded triple highlighted host Pittsburgh’s six-run second inning against new Cub Steve Trachsel (0-2).

D-BACKS 6, CARDINALS 5: Jose Valverde retired pinch-hitter Yadier Molina with the bases loaded for the final out and host Arizona held on for its fifth straight victory.

Social Bookmarks Examples
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
REST style Web Services exposing Portal to Mashups

Goals:
- Separate portal user experience from portal data
- Expose relevant data separately for use by other apps (→ Mashups)

Public REST style Web services for
- Access to **Navigation Node Hierarchy**
- Access to **Page Definitions**
- Access to **User Profiles**
- Access to generic **Content Persistence**
- Access to **markup fragments of individual portlets**

Mashups can use these services to implement custom applications leveraging portal infrastructure services

WebSphere Portal’s Web 2.0 Client Side Aggregation uses these services as well
Web 2.0 Fragment Model

- **Simple and extensible** Web 2.0 fragment programming model

- **Agnostic of how fragments are generated**, may be
  - generated by portlets on WebSphere Portal
  - generated by PHP code on Web.0 or PHP servers
  - generated by .NET servers

- Can **start simple**, with option to **grow more sophisticated**
  - Basic fragments – HTML only
  - Slightly more advanced – add use of Semantic Tags
  - More advanced – add use of Dojo and custom JavaScript

- Fragments can use **public JavaScript interfaces** to conveniently invoke WebSphere Portal’s REST-style Web services
Web 2.0 Client Side Aggregation

- **Browser-side Aggregation, Navigation and Customization**
  - Renders XML obtained from the server on the browser side
  - Implemented using AJAX, XML, Dojo, and JavaScript
  - Accesses and manipulates Portal through REST* services

- **Superior user experience**
  - Highly reactive and direct user interface
  - Many actions possible without server roundtrips
  - Avoids page flickering

- **Improved performance and scalability through**
  - Reduced server side processing - offloads rendering to browser
  - Reduced bandwidth requirements between server and browser
  - Reduced client-side processing – mostly fragment reloads, few page reloads
  - Improved cache-ability, all artifacts can be cached independently

*REST is the acronym for “Representational State Transfer” – it is the architectural model on which the WWW is based*
China says sanctions will not help Iran dispute

BEIJING, Nov 12 (Reuters) - Sanctions are not the way to resolve the deepening international confrontations, China said on Tuesday, while also urging Tehran to tone down its ambitions.

The comments by Foreign Minister Yang Jiechi came in a speech to a conference on Iran's nuclear program, and while a senior U.S. Treasury official was in Beijing to discuss financial penalties on Iran.

"We urge Iran to respond positively to international calls and adopt a flexible stance. We hope that through dialogue and consultation we can promote progress towards resolution," ministry spokesman Liu Jianchao told a regular news conference.

"We believe that sanctions, especially unilateral sanctions, are of no help."

Washington and its allies accuses Iran of seeking to develop an atomic weapon capability, but Washington and its allies accuse Iran of seeking to develop an atomic weapon capability, but...
New Bridge Being Built over Yangtze
Wednesday, October 13, 2010
Yangzhong City of east China’s Jiangsu Province, a prospective bridge spanning the Yangtze on Saturday. This website powered by IBM WebSphere Portal.
AJAX based RSS/Atom Feed Consumption

- Display of ATOM and RSS Feeds in portal pages
- Implemented using AJAX, Dojo and JavaScript
- Gets settings defining the feed to display from portal
- Retrieves feeds from origin servers via AJAX proxy
- Renders feeds in the browser rather than causing server load
Demo

WEB 2.0 INTEGRATION

and provide one-click access to major areas of the site.

Quickly rearrange page content. Just drag and drop a portlet to a new location.
Demo

Add a portlet to a page with ease. Just drag a portlet from the Portlet Palette to a page. Click the icon in the header to open the Palette.
WebSphere Portal V6.1

Clients
- Web
- Mobile Devices
- Expeditor
- REST

Produce and Consume

- composite applications
- role-based
- process-driven
- in context

IBM WebSphere Portal

Services
- Portlets
- Web Content Mgmt
- Web Services
- REST Services
- Google Gadgets
- Feeds
- Remote Portlets
- HTML/PHP
- Connections
- Documents

Critical enabler: Openness
- Standards based access to integration and innovation
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