

WebSphere software



WebSphere Portal Solutions

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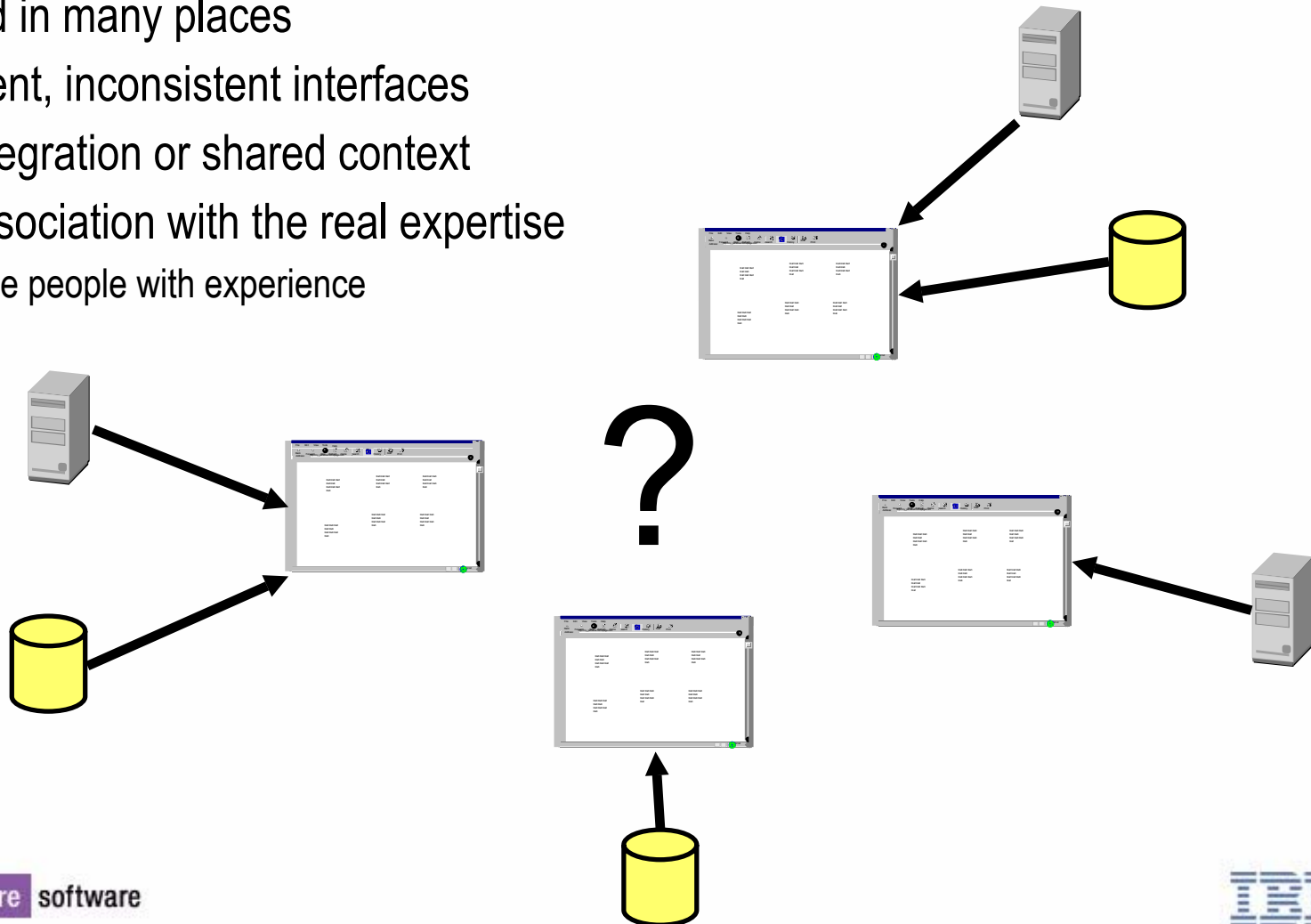
IBM Software Group

Agenda

- what it is that portals are trying to accomplish
 - ▶ fixing business problems
- where and how they should be used
 - ▶ making sure the solution fits the problem
- what our solution is
 - ▶ product details
- how to make it fit your needs
 - ▶ services to assist with deployment

The problem

- more and more information
 - ▶ the amount of information is doubling every three years
- stored in many places
- different, inconsistent interfaces
- no integration or shared context
- no association with the real expertise
 - ▶ the people with experience

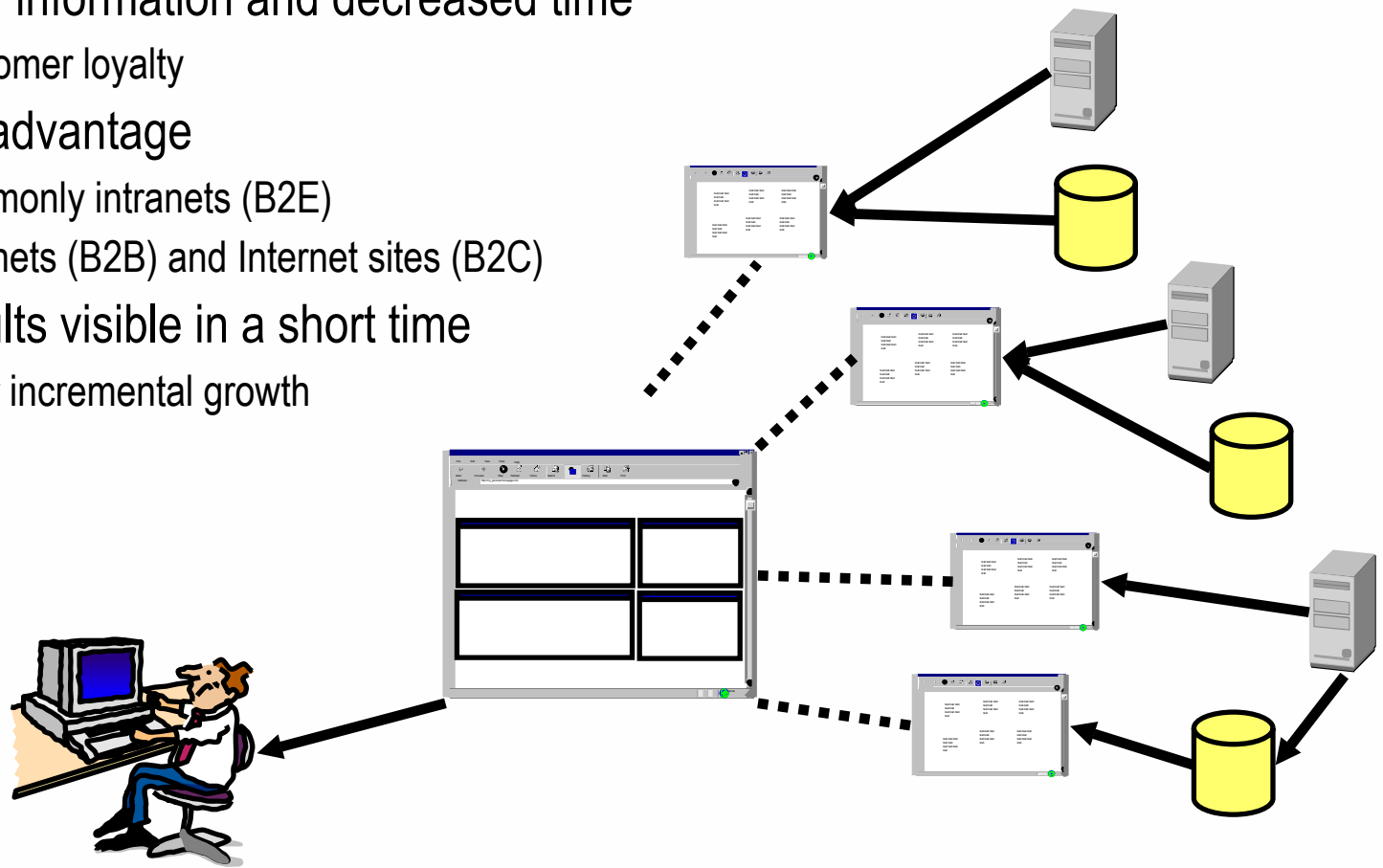


What a portal is

- a targeted web site
 - ▶ with relevant information
 - ▶ access to applications
 - ▶ collaboration services
 - ▶ all personalized to the user
- makes it easier for the user
 - ▶ easier to find information
 - ▶ consistent interface
 - ▶ single username/password
 - ▶ applications working together not separately
 - ▶ people working together not separately

Key portal benefits

- increased efficiency in getting information and acting on it
 - ▶ higher productivity and lower costs
- better quality information and decreased time
 - ▶ more customer loyalty
- competitive advantage
 - ▶ most commonly intranets (B2E)
 - ▶ also extranets (B2B) and Internet sites (B2C)
- tangible results visible in a short time
 - ▶ a basis for incremental growth



When to consider a portal

- when your employee or customer has
 - ▶ many sources of information
 - ▶ unclear where to look
 - ▶ many applications
 - ▶ different interfaces
 - ▶ a complex process to follow
- when you have different groups with different needs
 - ▶ who use the similar sets of information and applications

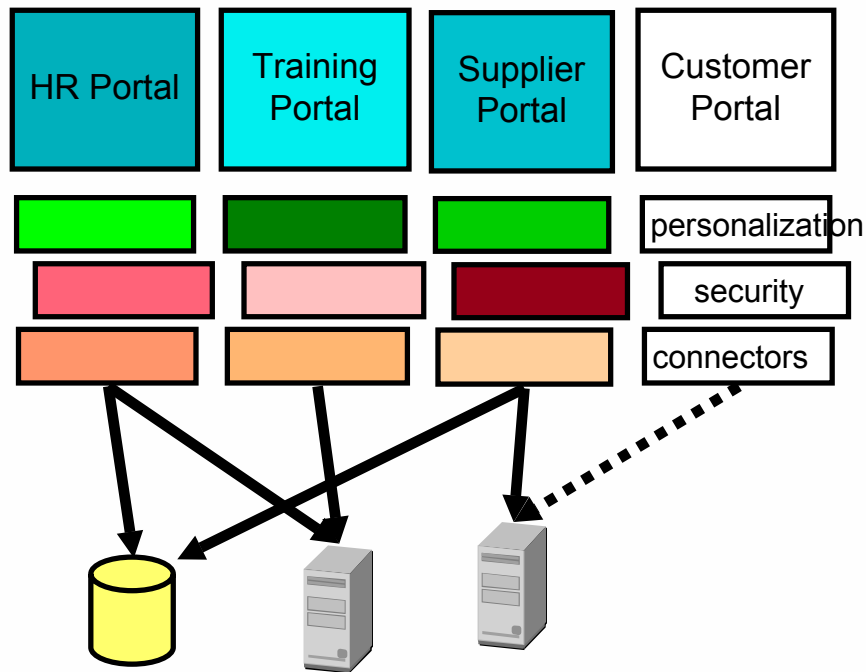
What a portal does not do

- the portal does not replace every interface
 - ▶ not everything is done through the portal
 - ▶ though the portal is the initial point of the process
 - ▶ 80/20 rule
- common tasks enabled through portal
 - ▶ for some applications this is everything
 - ▶ for others the portal will have some function and will link to the application interface
- one portal does not always cover everything
 - ▶ strategy should include more than one

Portal types

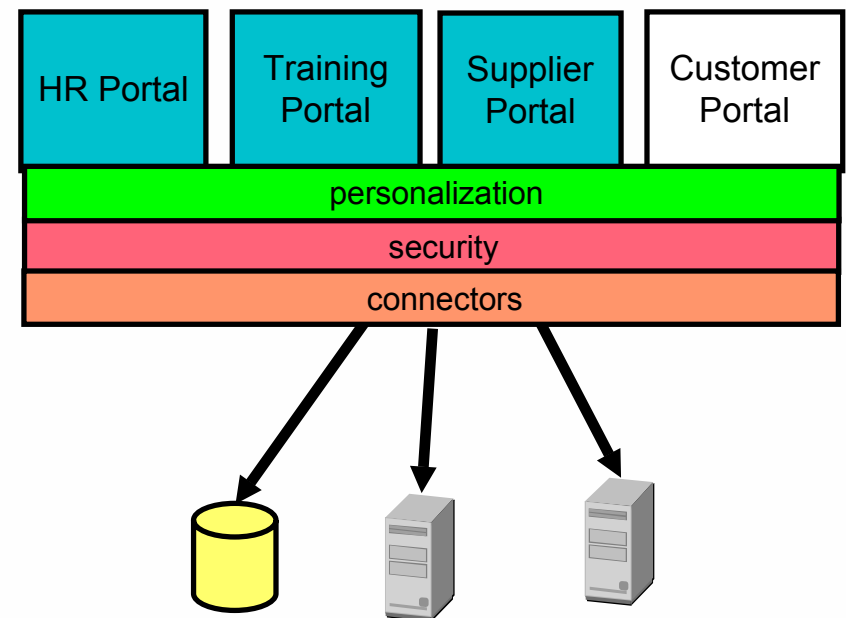
vertical

► by industry or by role



horizontal

► toolset across industry and role



Portals confusion

- there are 'portals' everywhere...
- every product vendor is putting a web interface on their product and calling it a portal
 - ▶ often with restricted vertical functionality
 - ▶ not enterprise strength
- a true portal should encapsulate these
 - ▶ to give one consistent experience

WebSphere Portal Server

The screenshot shows a Microsoft Internet Explorer browser window displaying the IBM WebSphere Portal Server. The browser's address bar shows the local file path: `D:\product\portal server\demos\portal skins\IBM WebSphere Portal Server.htm`. The page title is "IBM WebSphere Portal Server - Microsoft Internet Explorer".

The portal page has a blue header with the text "IBM WebSphere Portal Server" on the left, "Welcome Administrator!" in the center, and "October 25, 2001 - 12:27 PM" on the right. Below the header is a navigation bar with buttons for "Welcome", "Mobile News", "Mobile Weather", and "Administration".

The main content area is divided into several portlets:

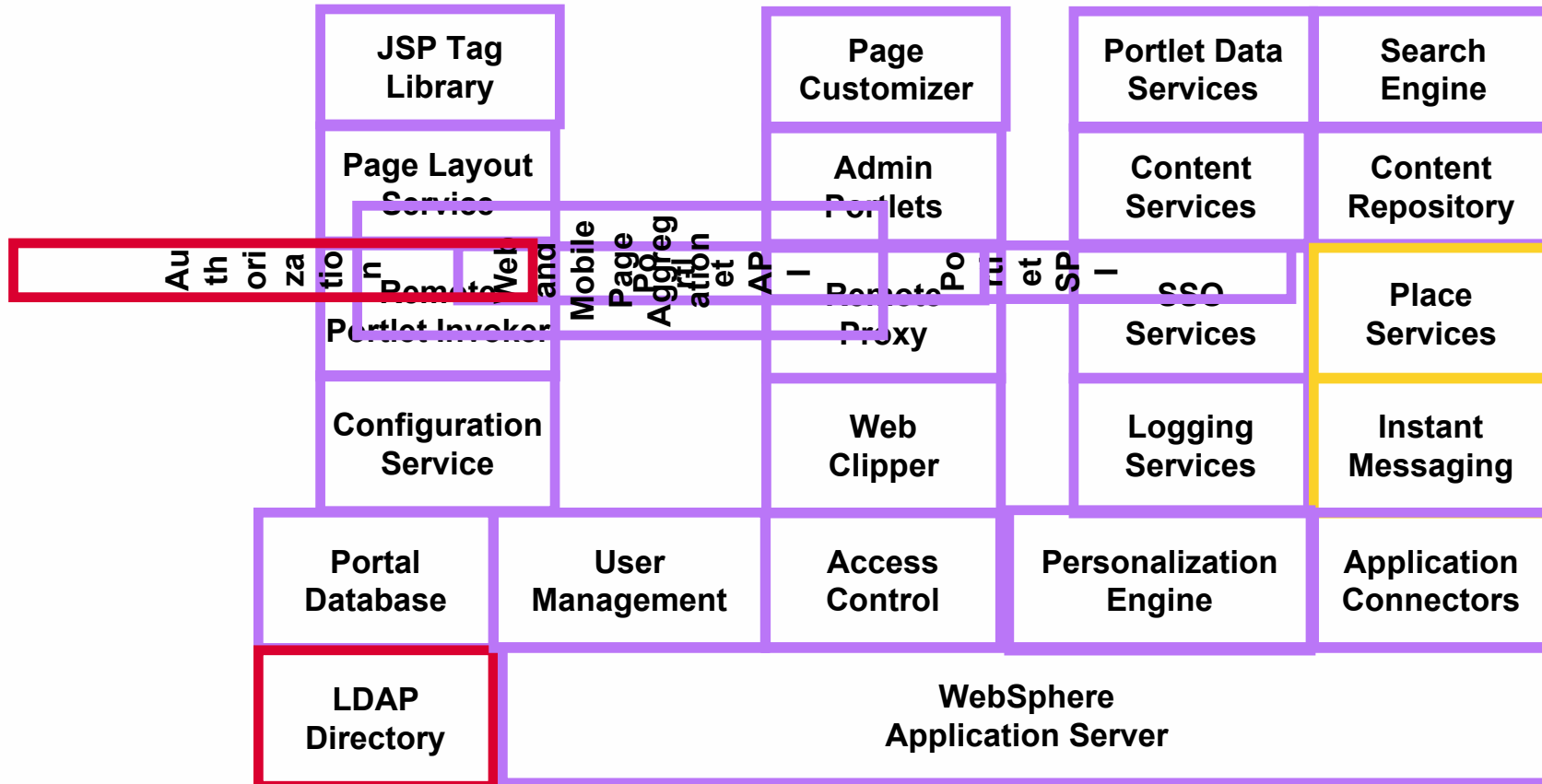
- Welcome to WPS:** Displays version information: "IBM WebSphere Portal Server Version: 1.2 Build Level: 029 2001-07-12". It also includes a copyright notice: "Licensed Materials - Property of IBM 5724-B12 (C) Copyright IBM Corp. 2001 All Rights Reserved."
- Demo: Weather:** Shows weather for three cities: New York (57 F), Stuttgart (51 F), and Tokyo (66 F). It includes a search box and a "Get Forecast" button.
- Demo: News Portlet:** Features a section titled "World Politics" with two bullet points: "Donations to Political Parties" and "Shoppers Will Soon Find 'Good for You!' Food Labels". Below this is a "Business" section.
- Demo: Stocks (USD):** Lists stock prices for BLUE (93 1/4 USD, +6 15/16 USD), GREEN (15 5/16 USD, -1 3/4 USD), and RED (2 1/4 USD, -1/4 USD). It includes a search box and a "Get Quotes" button.

The browser's status bar at the bottom shows the URL `http://finance.yahoo.com/q?d=t&s=GREEN` and the "Internet" icon.

Scalable and relevant technology

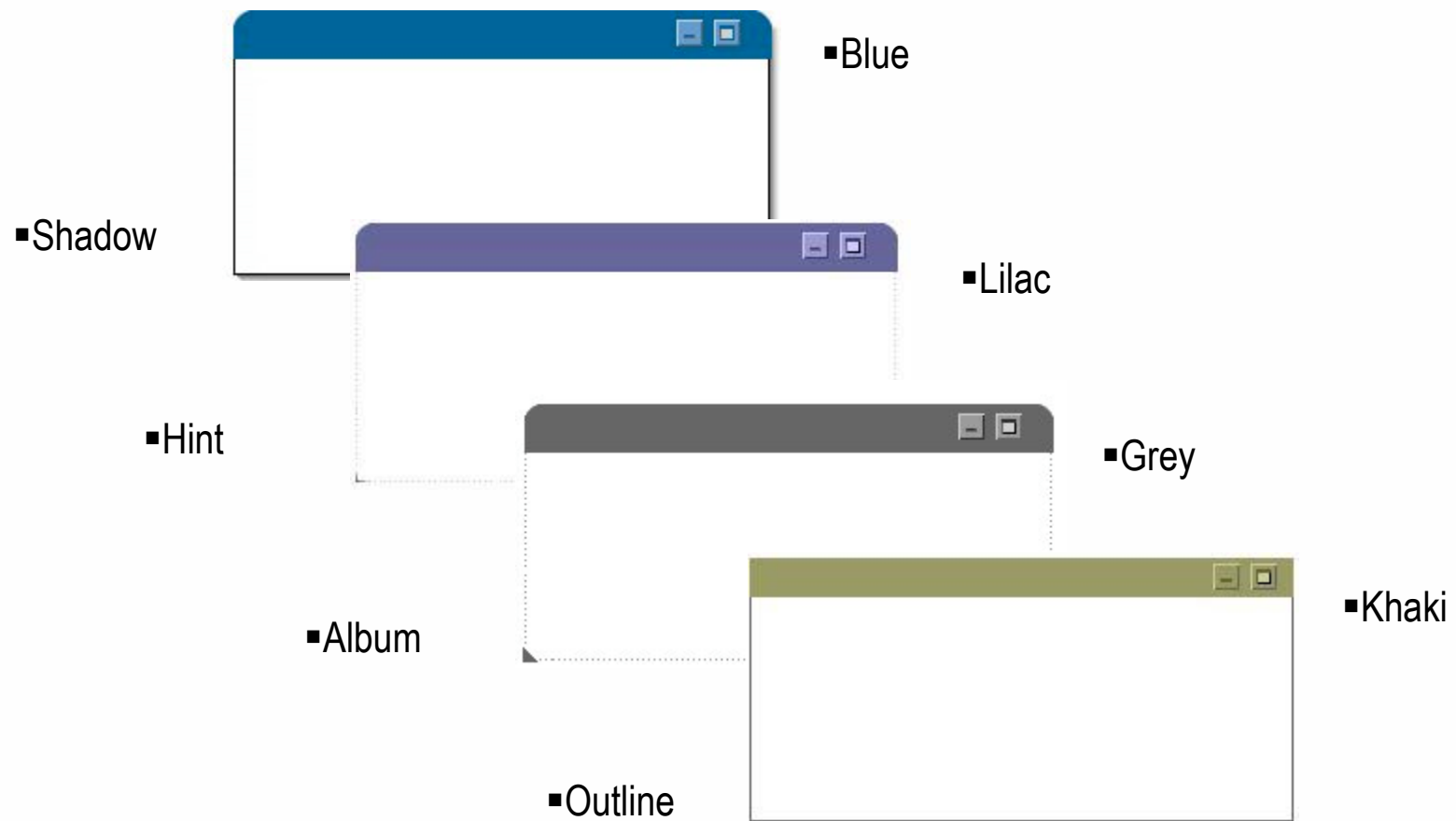
- open source / standards based
 - ▶ portal is a J2EE application
 - ▶ JSP, servlets, EJBs
 - ▶ portable skillset not proprietary
- built on an enterprise platform
 - ▶ scalable, secure, high availability
 - ▶ #1 Java application server in AP
 - ▶ over 35,000 customers
 - ▶ greater than 2/3 of Fortune 500

Portal Server Architecture



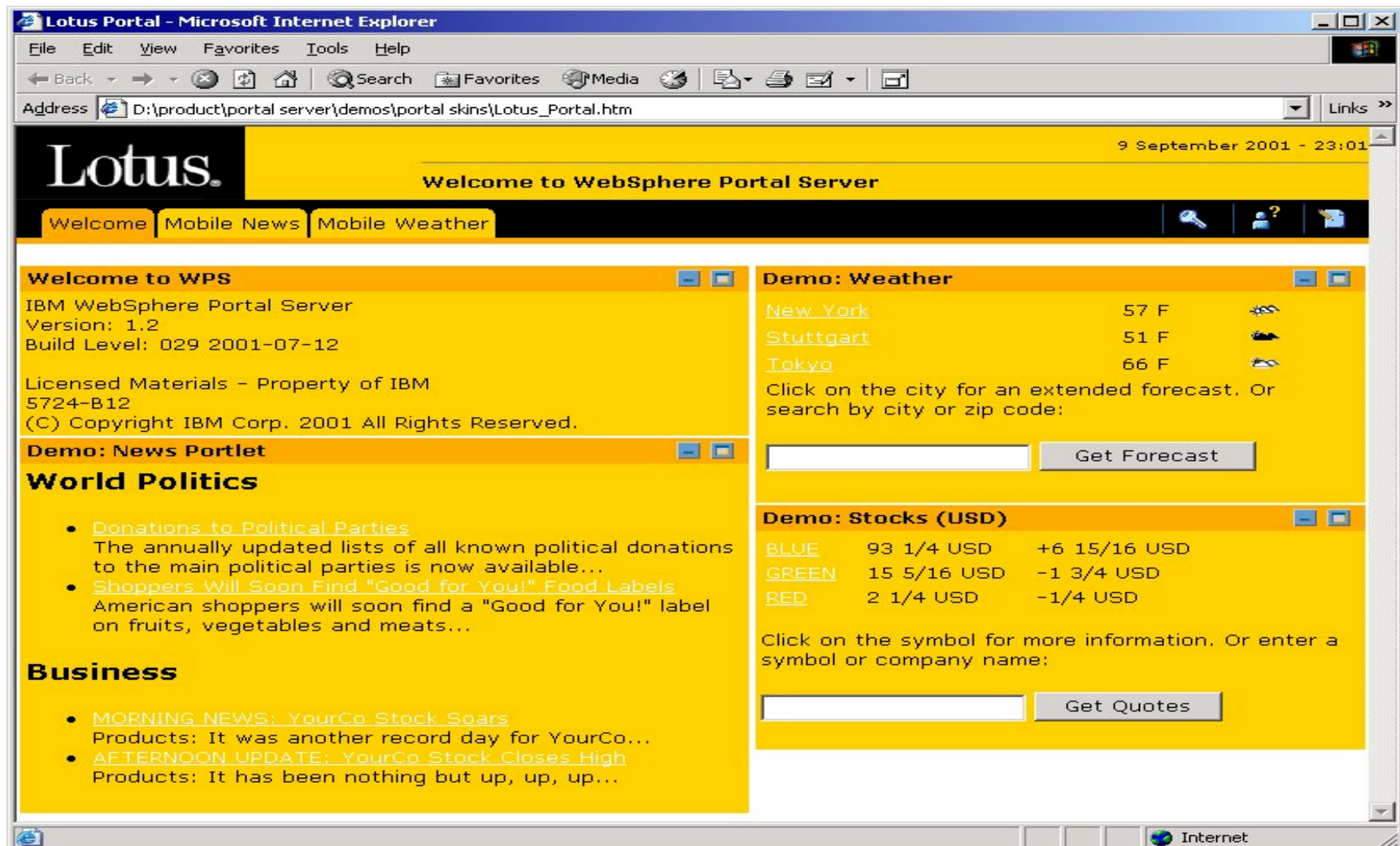
Look and Feel

- use templates style sheets and skins and themes



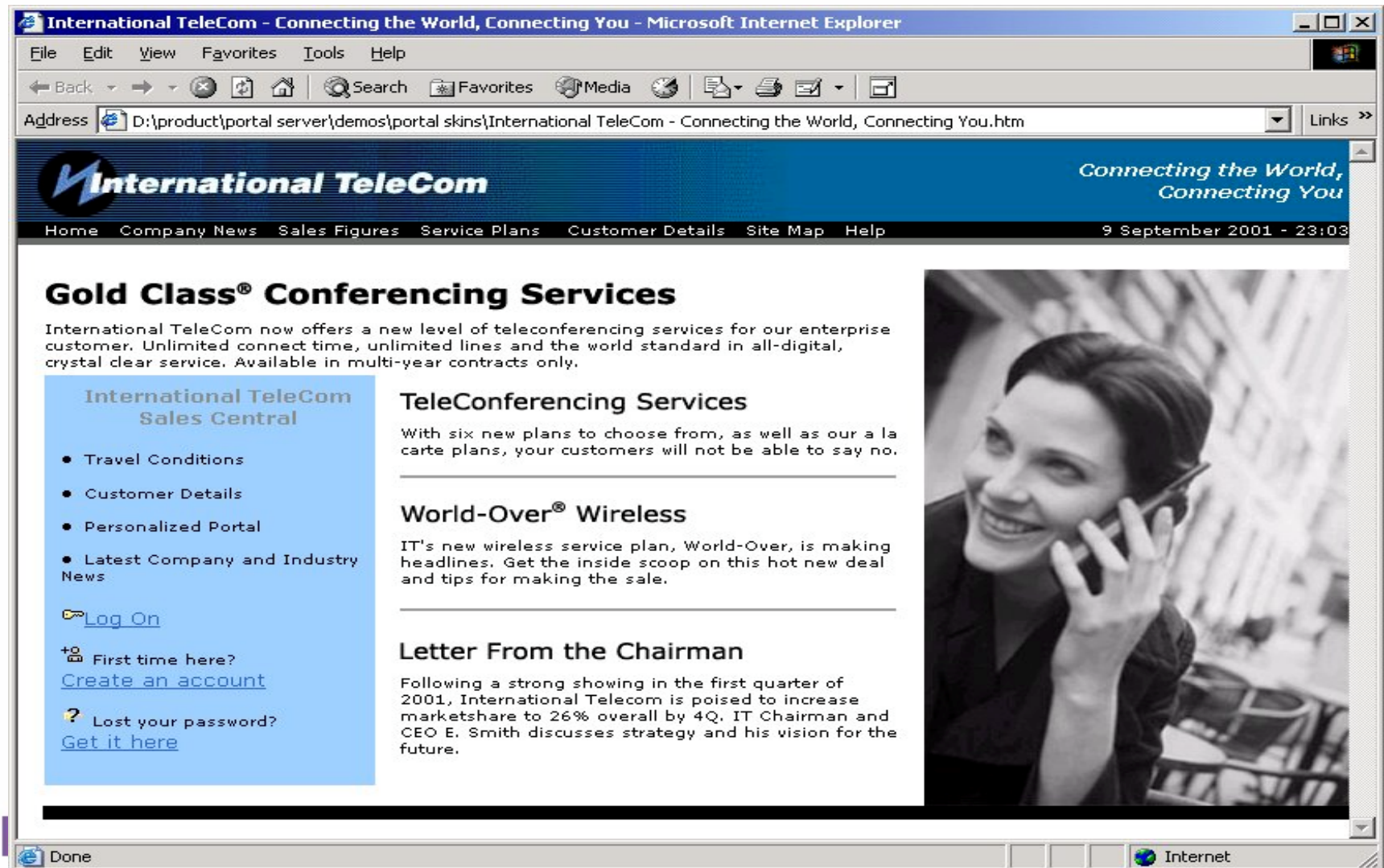
Look and Feel

- quick to set to your own corporate identities



Look and Feel

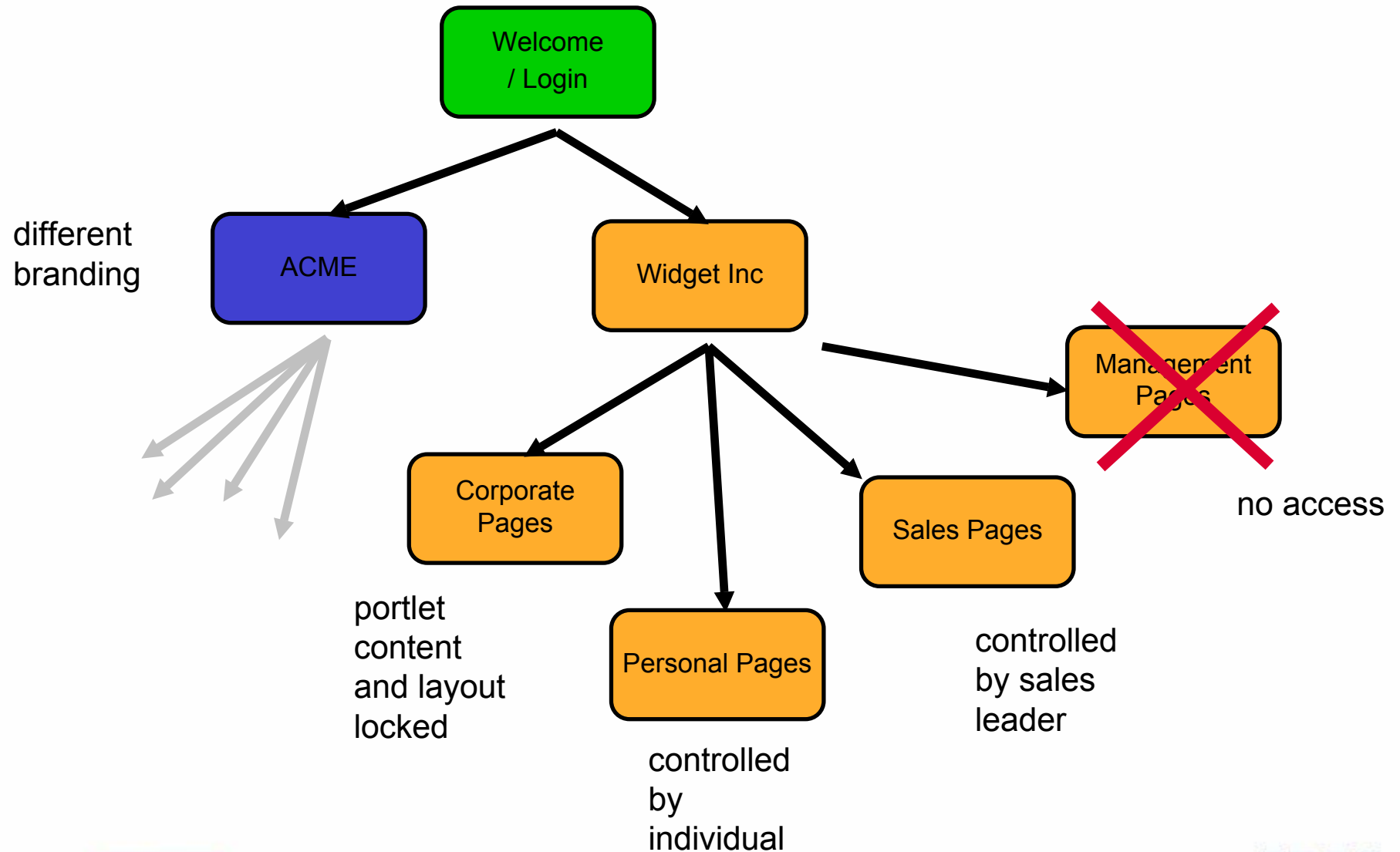
- full control over output format is possible



Customization

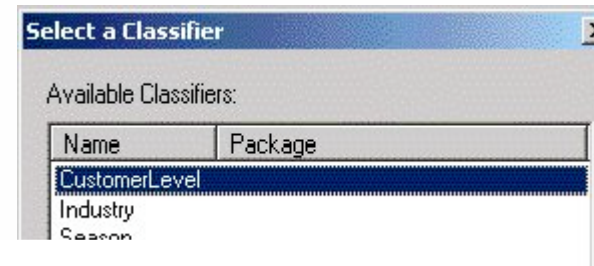
- administrator and user controlled
- what pages / what portlets / what layout
 - ▶ who you are determines what you see and do
- administrator determines
 - ▶ who can create edit and view pages
 - ▶ who can create edit and view portlets
- delegated management permissions

Example Structure

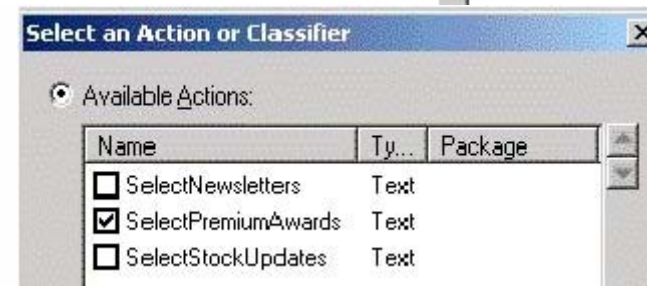


Personalization

- content of portlets can change in real-time according to
 - ▶ user preferences
 - ▶ user behavior - click stream
 - ▶ group behaviour
- powerful one-on-one interactions
 - ▶ easily configured through GUI interface



When [CustomerLevel](#)
Is [Platinum](#)
Select [PremiumAwards](#)



Getting the portlets

■ portlet enablement

- ▶ 100's available out of the box
- ▶ develop from examples/components
 - a few days to a week
 - like writing a servlet with a few additions
 - submitted for standardization
 - Java Community Process JSR 162
 - Portlet API a Jetspeed proposal
- ▶ tools
 - WebSphere Studio Application Developer

Samples from portlet list

■ email, groupware

- ▶ Lotus Notes
 - email, calendar, addresses, to-do
 - iNotes
- ▶ MS Exchange
 - email, calendar, contacts, tasks
- ▶ Sametime, QuickPlace

■ web sites

- ▶ HTML, JSP, XML (XSLT)

■ files

- ▶ Text, Word, Excel, PDF, ...

■ databases

- ▶ Notes apps, SQL queries

■ search

- ▶ IBM Extended Search, EIP
- ▶ Lotus Discovery Server
- ▶ 3rd party engines

■ syndicated content

- ▶ Screaming Media, Hoovers, Factiva, ...
- ▶ LexisNexis, MediaApps, NewsEdge, ...
- ▶ standard XML formats like RSS, OCS, ...

■ mainframe access

- ▶ Host on Demand

■ catalogue online

- ▶ most free for download

Portal Partners



l n k t o m i[®]

plumbdesign




WebSphere software




Enterprise Application Portlets

- views into applications
- define your own
- others available

401K At Limit
 401K Over Limit
 Birthdate
 Class Fill Information
 Cobra Expirations
 EEO Compliance Monitoring
 Interview Schedule
 Job Postings
 Late Benefits Enrollment
 Late Increases
 New Closed Positions
 New Hires
 Payroll Summary Report
 Penetration Report
 Stale Requisitions
 Training No Show
 Training Schedule
 Turnover
 Upcoming Anniversaries
 Vacation Overdrawn
 Vacation At Limit




Aging Sales Quotes
 Customer Average Arrear Analysis
 Customer Balances By Fiscal Period
 Customer Credit Exposure
 Customer Credit Limited Exceeded
 Employees Per Pay Area
 Exchange Rates
 Expiring Purchasing Contracts
 Expiring Sales Contracts
 Internal Order by Area
 Incomplete Sales Orders
 Past Due Sales Items
 Planned Order List
 Sales Hot List
 Customer Bank Data
 Employee Get List
 Material Availability
 Sales Order Per Customer
 Vendor Open Items
 Shipments Due
 Top 10 Back Orders by Customer
 Top Value Returns
 Non Invoiced Shipments




My Accounts
 Activity Assigned List
 All Activities
 All Assets
 All Billable Projects
 My Opportunities
 All Product Defects
 All Projects
 All Service Orders
 Contact List
 Critical Service Request
 High Severity Product Defects
 Incomplete Deliveries
 My To Do List
 New Product Notification
 New Prospective Accounts
 Open Sales Orders
 Open Service Request
 Open Service Request
 Opportunities Won
 Opportunity Forecast
 Service Request By Priority



Contracts Not Yet Returned
 Expiring Sales Contracts
 Goods Waiting for Approval
 Past Due and Current Sales Orders
 Past Due Purchase Orders
 Past Due Sales Orders
 Purchase Price Variance
 Revenue Drop
 Sales Order Hot List
 Shipment to Problem Customers
 Slow Moving Items
 Top Outstanding Payments
 Top Outstanding Receipts
 Top Returns From Customer
 Top Returns To Supplier
 Total Outstanding Receipts



View Expense Report History
 Purchase Requisition User Analysis
 Inventory Availability
 Supplier Item Summary
 Invoices Received
 Overdue Receipts
 Retired Assets
 Open Delivery Schedules
 All Assets
 Asset Invoices
 Delivery Performance
 Invoices and Debit by PO Number
 Requisition History



WebSphere software



Web Content Management

- well managed content allows
 - ▶ efficiently finding information
 - ▶ effective personalization
- the leading web CM vendors
 - ▶ are integrated to the WebSphere platform
 - ▶ displaying content through the portal
 - ▶ producing portlets for WPS to perform content management tasks



Calendar portlet sample

The screenshot displays the MS Exchange Calendar Portlet interface. The window title is "MS Exchange Calendar Portlet". The main content area shows a calendar for the period "July 23, 2001 - July 29, 2001". The calendar is presented in a split view, with days grouped into columns. The days shown are Monday, July 23; Tuesday, July 24; Wednesday, July 25; Thursday, July 26; Friday, July 27; Saturday, July 28; and Sunday, July 29. To the right of the main calendar is a smaller calendar for the month of "July 2001", showing the days of the week (S, M, T, W, T, F, S) and the dates from 24 to 31. The dates 22, 23, 24, 25, 26, 27, and 28 are highlighted in blue, indicating the current view's range.

July 23, 2001 - July 29, 2001	
Monday, July 23	Thursday, July 26
Tuesday, July 24	Friday, July 27
Wednesday, July 25	Saturday, July 28
	Sunday, July 29

July 2001						
S	M	T	W	T	F	S
24	25	26	27	28	29	30
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Siebel portlet sample

The screenshot shows a Microsoft Internet Explorer browser window titled "SampleHomePage - Microsoft Internet Explorer". The address bar is empty, and the page content is displayed on an IBM WebSphere Portal Server. The page header includes the date and time: "June 4, 2001 - 1:13 PM". Below the header, there are navigation tabs for "Siebel", "SAP", "Baan", "PeopleSoft", "Oracle", "eRoom", and "Misc". The main content area features two portlets:

Siebel - All Opportunities

Opportunity	Account	Probability	Expected Value	Close Date
Siebel Support		90	0.00	3/30/01
New User Licenses	Canadian Tire	80	0.00	3/30/01
eBIP Integration	Cisco Corporation	20	800,000.00	9/19/99
Peoplesoft Integration	Dell Corporation	0	0.00	9/20/99
TopTier Portals/Navigators	Dell Corporation	0	0.00	3/20/01
Sell 20000 seats to Dell	Dell Corporation	0	0.00	9/19/99
1000 ADSL Modems	Nortel	100	50,000.00	9/19/99

1-7/7

Siebel - All Billable Projects About 100 ERP and CRM functions will be available

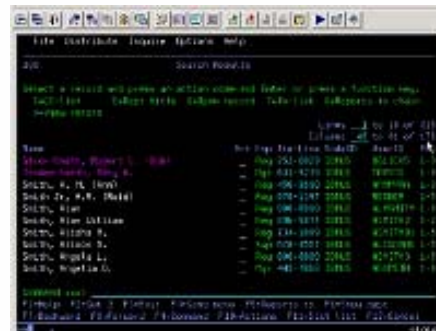
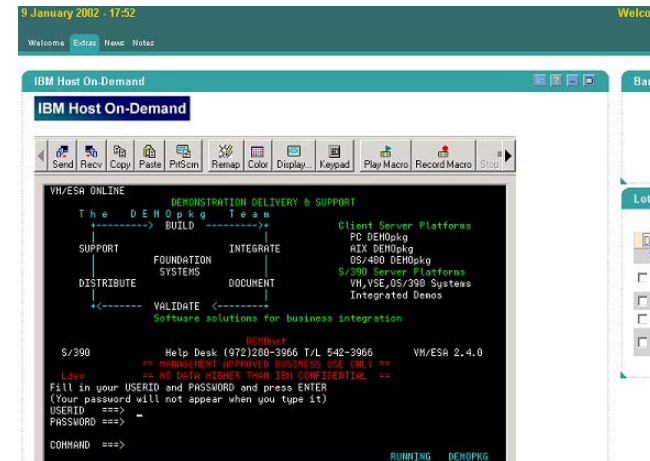
Project Number	Account	Class	Billing Type	Status
1-5SN	Siebel Systems	Client Billable	Fixed Fee	Active
1-60P	Microsoft	Client Billable	Time & Materials	Active

1-2/2

Done - WebEx (1) Local intranet

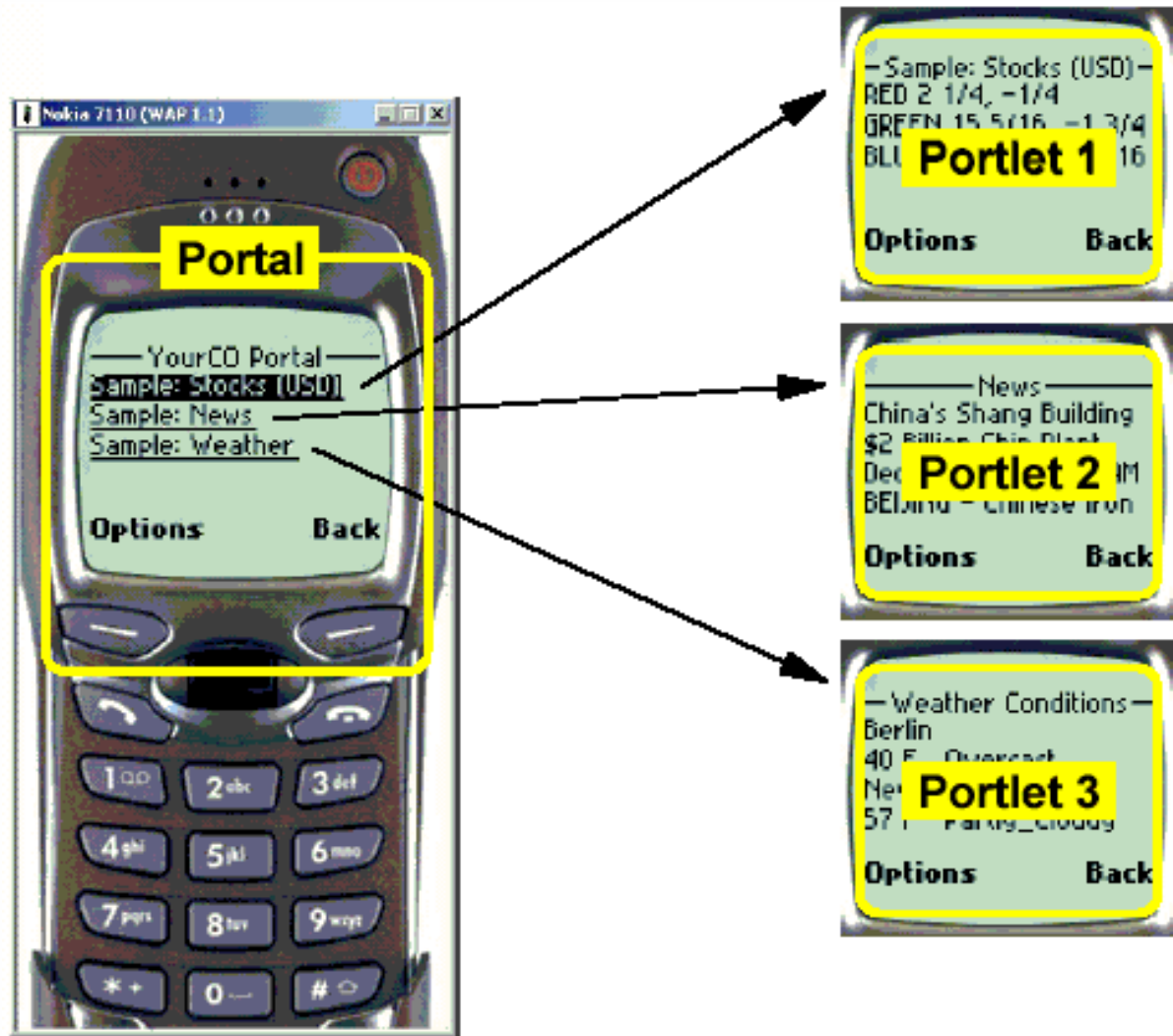
Mainframe Access

- IBM Host on Demand
 - ▶ 'green screen' within a portlet
- Host Publisher
 - ▶ HTML portlet with look and feel of portal



Pervasive Support

- HTML
- WML
- cHTML (iMode)
- plus
 - ▶ more coming



Language support

- provided out of the box
 - ▶ English, French, German, Italian, Spanish, Brazilian, Portuguese
 - ▶ Japanese, Korean, Simplified and Traditional Chinese
- IBM provides sample pages and portlets that show
 - ▶ how to isolate translatable strings
 - ▶ and set browser encoding correctly
- WebSphere Translation Server can help you translate the content



Security infrastructure

- authentication

- ▶ LDAP directory
 - IBM SecureWay
 - Domino directory
 - iPlanet LDAP directory
 - MS Active Directory
- ▶ proxies
 - WebSEAL, SiteMinder

- authorization

- ▶ page and portlet access provided by WPS application

- single sign-on

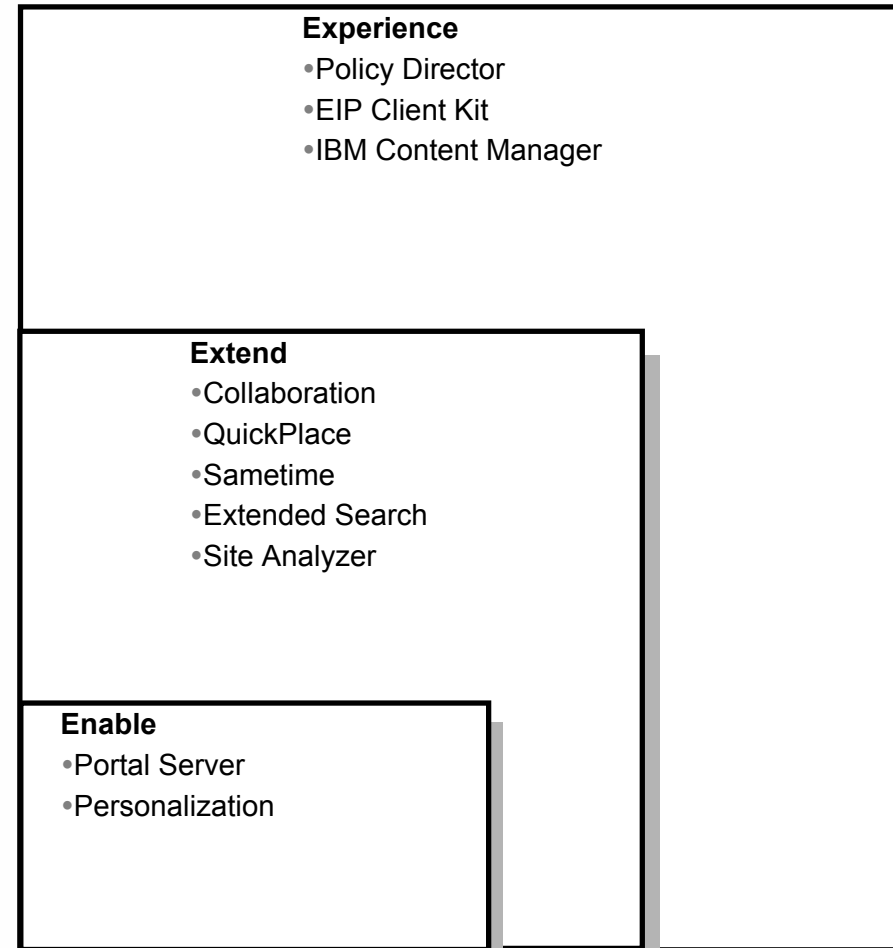
- ▶ Java security APIs - JAAS

Web Services

- XML defines a platform-independent way of representing data
 - ▶ making data integration easy and standard
- Web Services define a platform-independent way of exchanging data
 - ▶ process-level integration becomes easy
- portlets can provide web services (SOAP) interface
 - ▶ register with UDDI server
- portlets can utilize web services via SOAP
 - ▶ lookup via WSDL
- easy integration and extension to base platform

Offering Detail

- 3 solutions around our portal offerings
 - ▶ basic entry point
 - ▶ added collaboration
 - ▶ digital content management and security server

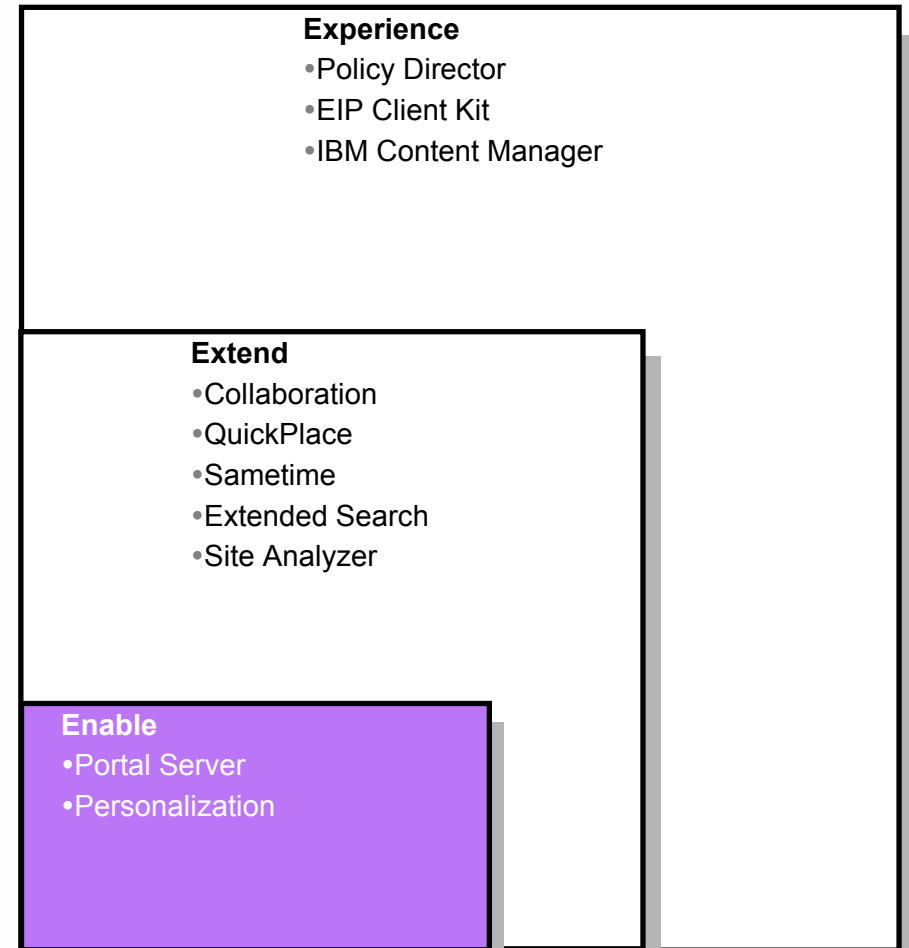


WebSphere Portal Enable

■ all the components needed
to build a basic portal

- ▶ WebSphere Portal Server
- ▶ WebSphere Personalization*
- ▶ WebSphere Studio*

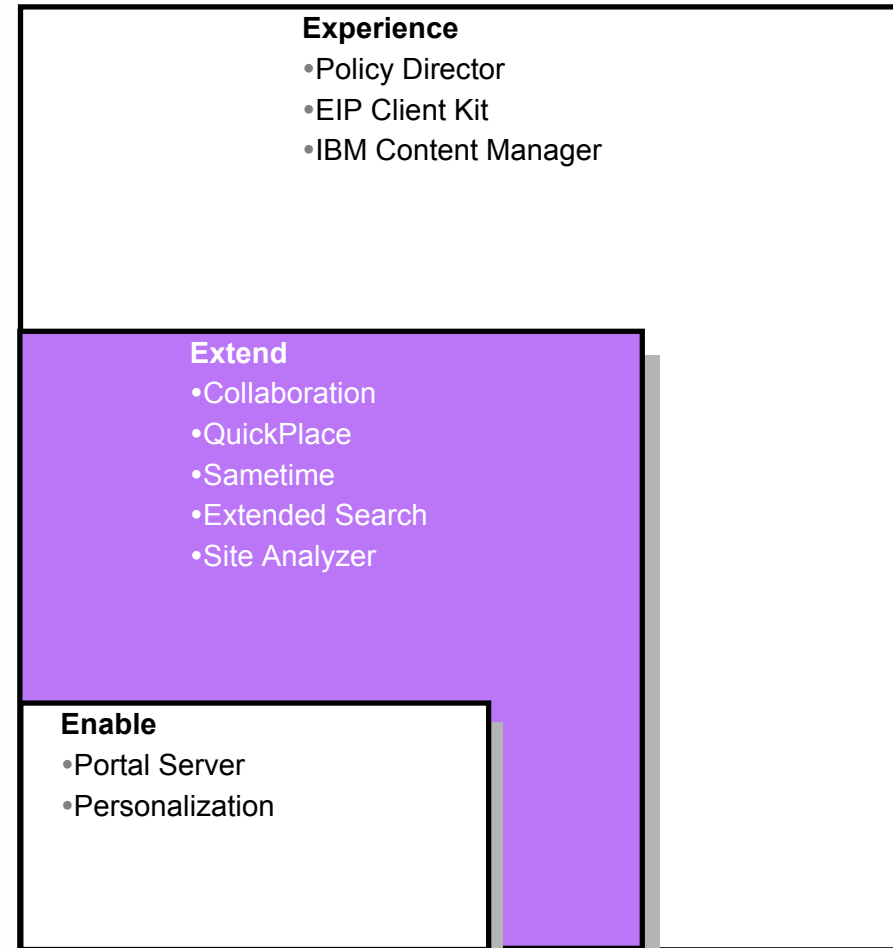
* limited license



WebSphere Portal Extend

- all that is in Enable plus
 - ▶ K-Station interface option
 - ▶ Sametime capability*
 - ▶ QuickPlace capability*
 - ▶ Lotus Domino Extended Search*
 - ▶ WebSphere Site Analyzer*

* limited license



Collaborative components

names

- ▶ online awareness
- ▶ instant messaging (Chat)
- ▶ send mail
- ▶ membership actions

documents

- ▶ document actions
- ▶ document workflow

Notes Mail Portlet with Collaborative Components Integration

	Welcome to the Broadband Transition Support Project		Pete Vargas	05/08/2001	90,878
	Changes to Escalation Central for KM		John Gilliam	05/03/2001	3,492
	KDS First Customer Ship Coverage Summary		Colleen Tarry	05/03/2001	41,595
	Your Autobytel.com Purchase Request #8423582		ConsumerCare	05/02/2001	5,261
	Sexual Harassment Prevention Program		LearningSpace	05/01/2001	6,575
			team		
	Access to the Portal Opportunity Center ??		Joe Baxter	04/25/2001	7,843

1 → [Context Menu: Open, Edit, Reply, Reply with History, Reply To All, Reply To All with History, Forward, Delete]

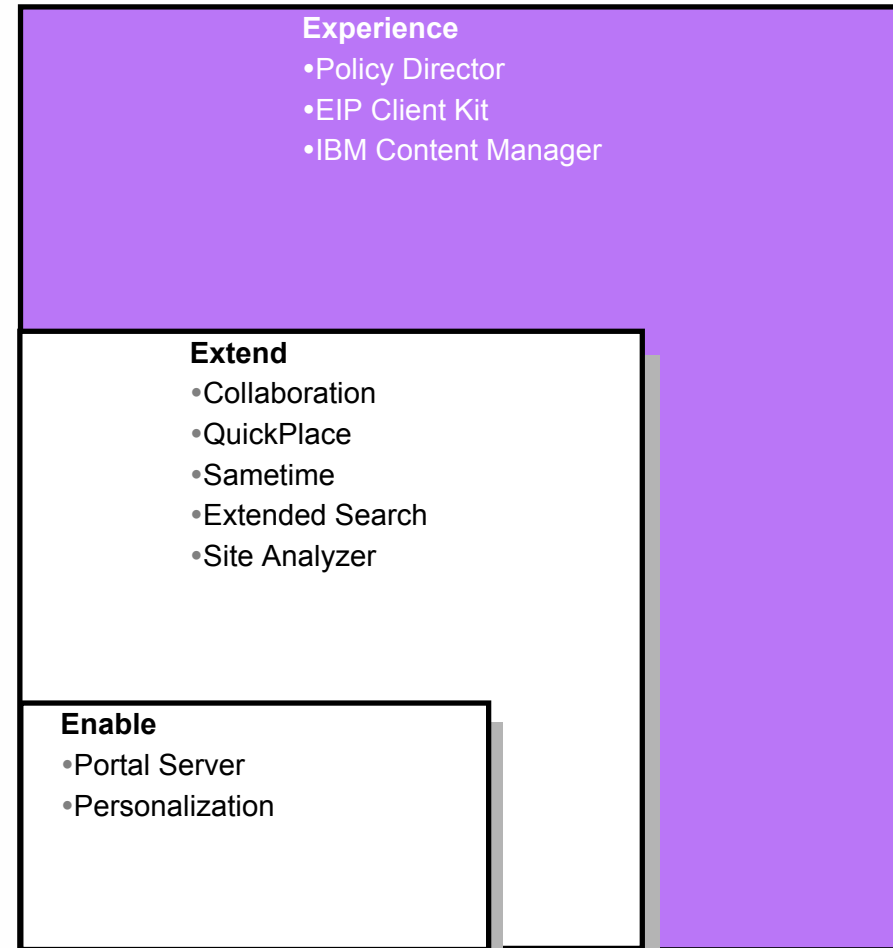
2 → [Sub-menu: Message..., Share Application..., Send E-mail...]

3 → [Sub-menu: Add as Place Member..., Add to Contacts...]

4 → [Sub-menu: Add as Place Member..., Add to Contacts...]

WebSphere Portal Experience

- all that is in Extend plus
 - ▶ Tivoli SecureWay Policy Director
 - ▶ IBM Content Manager
 - ▶ EIP Client Kit
 - ▶ Full licences Sametime
 - e-meetings
 - application sharing
 - electronic whiteboarding
 - ▶ Full licences QuickPlace
 - offline services
 - ▶ Removed license limitation
 - WebSphere Application Server
 - WebSphere Personalization



Experience components

■ Tivoli Policy Director

- ▶ Uniform security model across applications
- ▶ authentication server (WebSeal)
- ▶ authorization services
- ▶ role-based policy management
- ▶ PKI enablement
- ▶ supports Java 2 (JAAS) security and aznApi from the Open Group

■ IBM Content Manager

- ▶ manage large collections of digital content
- ▶ e. g. scanned images, mail attachments, facsimiles, electronic office documents, XML and HTML files, audio, and video

■ EIP Client Kit

- ▶ toolkit and runtime support for accessing IBM Content Manager

Analyst Views

WebSphere Portal Server is the most advanced Enterprise Portal solution that we have reviewed

(Bloor Research)

The net effect is that IBM is in an excellent position to clean up: its (Portal) product is comprehensive and superior and almost all from one vendor

(Bloor Research)

Bottom Line: WebSphere Portal Server positions IBM in the select group of long-term enterprise portal players.

(Meta Group)

IBM has all the components necessary to build compelling portal solutions, and Butler Group believes that combined with the strengths of its Global Services division, the company has the potential to be a major force in the portal market.

(Butler Group)

Large industry players that offer strong infrastructure components and models for integration will dominate this space by 2002.

(Giga)

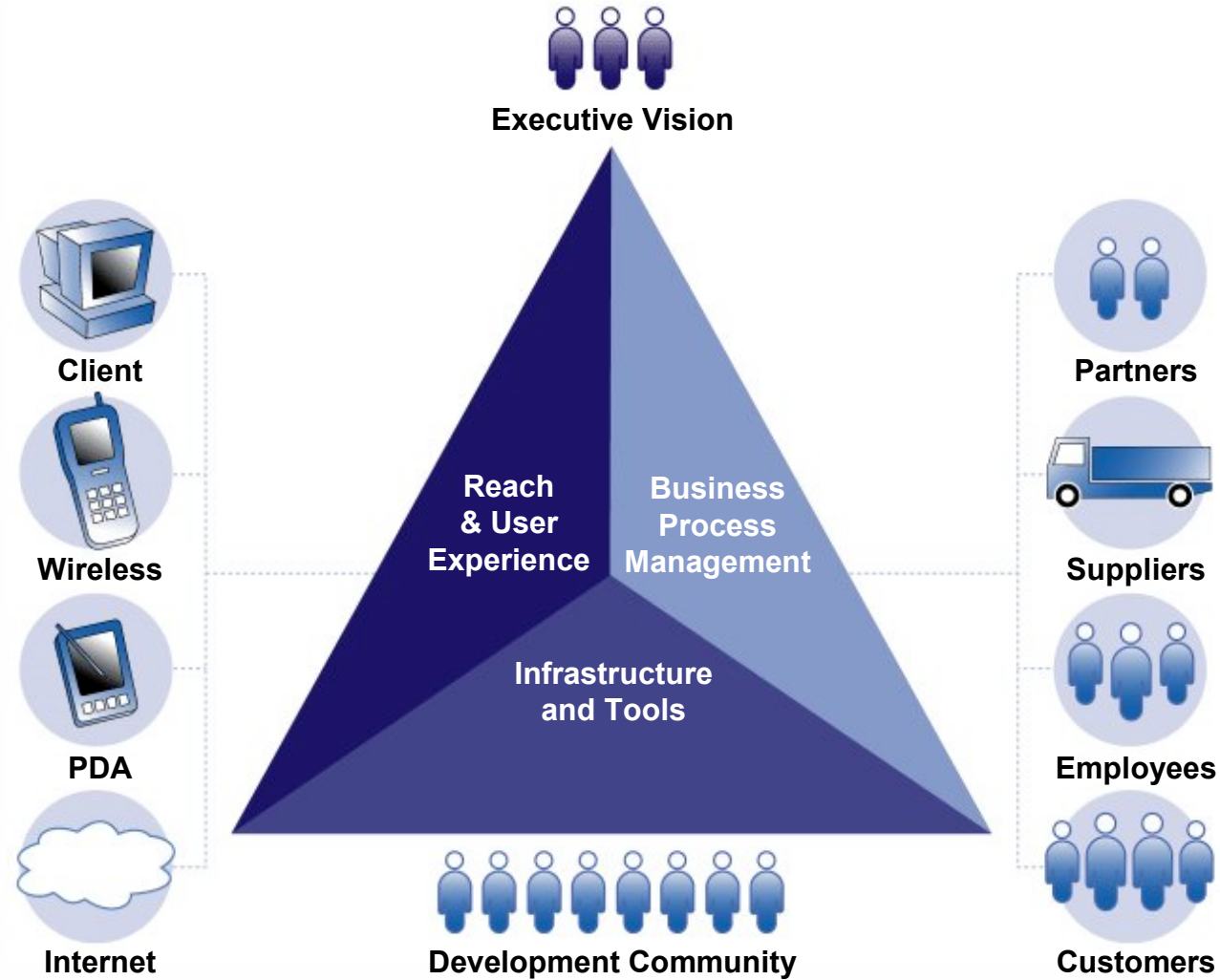
IBM's portal strategy is the most defined.....IBM should be commended for taking the hype out of the portal market and focusing on the infrastructure necessary

(Cutter Information)

IBM is weighing-in by far with the most significant contribution to the exploding corporate portal market

(Delphi Group)

WebSphere Platform



Extensible solution

- grow with pre-integrated components from platform
 - ▶ WebSphere Commerce Suite
 - ▶ Pervasive
 - WebSphere Everyplace Suite
 - Transcoding Publisher
 - ▶ Translation Server
 - ▶ Voice Server
 - ▶ MQ application integration
 - Integrator, workflow
- total IBM software portfolio
 - ▶ Lotus
 - Discovery Server
 - ▶ Data Management
 - ▶ Tivoli Systems Management
- plus services
 - ▶ portal specific services packages

Summary

- standards based enterprise platform
 - ▶ large number and wide variety of portlets
- real collaboration ability
- comprehensive application integration
 - ▶ leverages existing investments
- high investment in ongoing development
 - ▶ US\$1bn in 2001 on WebSphere
- integrated into complementary offerings
- history of success
 - ▶ built on the leading platform
 - ▶ using proven components