

Portal solutions for SAP systems
To support your business objectives



Lotus software



Deliver a portal solution that helps drive operating efficiencies, increase productivity and build stronger customer relationships.

ON DEMAND BUSINESS™



You've chosen SAP applications to manage valuable information and processes. Make better decisions. Increase efficiencies. And improve customer satisfaction. But now, as you move all of your critical business functions online, you have to pull together information in increasingly diverse formats, from myriad sources. And leverage all of your business assets and human resources. Connect heterogeneous SAP systems, and other disparate applications that support business processes and manual activities. All to create an On Demand Business, where relevant, current data is easily accessible by the people who need it, when they need it.

A portal software infrastructure can help you handle the varying needs of your employees, customers and trading partners—so you can compete more effectively in an ever-changing marketplace. Whether you develop a Web site that enables customers to manage their own accounts and place orders online. Create an on demand workplace that enables your employees to access and share business resources—tailored to their individual or team role. Or connect your trading partners and suppliers to core processes, applications and information to streamline the entire supply chain. Portal technology can help you meet your unique business needs by integrating people with disparate applications, processes and business information—across and beyond your organization. And by effectively using portal technology, you can move beyond accessing information to delivering services that enable employees, trading partners and customers to interact productively in a collaborative, real-time environment.

Delivering business value in an on demand world

You may have an IT infrastructure that allows you to communicate readily with external communities. But within your organization, you may be sitting on a heterogeneous, widely distributed, increasingly complex infrastructure. One that's made up of different kinds of human and IT resources—located and managed through different departments and across geographic locations.

No matter how much you automate back-end processes, you can't make your business run at optimal levels without enabling people to work together effectively. With portal technology at the front end, you can more thoroughly and easily integrate all of the critical elements of your organization in a unified, collaborative environment. One that allows you to cost-effectively leverage, share and reuse business resources throughout your organization. Using portal technology, you can increase overall and individual productivity to meet business objectives faster. And maximize process efficiencies to keep operating costs down—helping to protect profit margins. By improving business flexibility, portal technology can help you respond quickly to satisfy customer demand.

The right portal platform can connect your entire value chain to all of your business processes—including SAP, customer relationship management (CRM), supply chain management (SCM), human resources (HR), hosted applications and manufacturing systems. With portal technology, employees, trading partners and suppliers can rapidly access the resources and applications they need to deliver faster response times throughout critical process cycles. By increasing productivity, portal technology helps open opportunities to innovate your products and services. So you can gain—and sustain—competitive advantage. And respond faster to deliver business value in a highly demanding customer environment.

Increase employee productivity

Your employees must be able to interact effectively with information, applications and people. Product specifics, account management and human resources—every day, your staff must wade through a myriad of information sources to complete business tasks efficiently.

But it's a challenge to navigate and manage these sources when you have separate applications and systems that house disparate information. To improve operational efficiencies, you must move away from an independent, vertically integrated business model. And identify and share common processes across and beyond your organization.

IBM WebSphere® Portal software can help your staff organize their personalized desktops to match their own work patterns, whether they're working directly online or using mobile devices. They can quickly locate critical information and interact with the applications they need—whether SAP or other legacy applications—from a simple Web interface. You can save your organization time and money by providing employees with personalized access to benefits information, your organization's policies and individual projects. With easier access to information, customer-facing employees can become virtual experts about your products and services when the need arises.



Build profitable customer relationships

Customers—armed with more information, more choices and more ways to get what they want—expect more from you. To deliver, you need to provide an exceptional online experience that will motivate customers to do business with you repeatedly—instead of moving on to your competitors. As an On Demand Business, you can offer your customers superior service. Provide distinctive products and services that differentiate your business from your competition—and deliver customer value. Target the right customers at the right time. And concentrate on developing an in-depth understanding of each customer's needs—rather than on the technology that runs your business.

With WebSphere Portal software, you can provide your customers with exactly the information they want, whenever and wherever they want it. Allow your customers to interface seamlessly with

sales and services personnel through the channels they choose. Respond faster to customer inquiries. Offer a single Web presence that delivers around-the-clock access to account information and personalized content about new products and services. Your customers can access the same information from your store, a kiosk, a home PC or a wireless device. With WebSphere Portal software, your employees and partners can more easily share complex information. And your customers receive outstanding service—so they aren't tempted to turn to your competition for answers.

Strengthen partner relationships

Inefficient processes and workflows throughout your organization can slow business growth. You can leverage WebSphere Portal software to build portals that facilitate cost-effective supply-chain practices—enabling stronger business relationships with your trading partners. Portals built with

WebSphere Portal technology can provide security-rich access to research, product and price information, enable account management, and track leads, orders and shipping status in real time. And your trading partners can collaborate with you on the fly to help you get products to market faster. The results? Stronger ties and improved productivity along your entire value chain.

Lower your total cost of ownership

Open-standards-based WebSphere Portal solutions deliver value by helping your organization flexibly adapt to market conditions. You can lower your total cost of ownership by taking advantage of a highly scalable portal solution that can grow incrementally with your business—adding technologies and capabilities as you need them. One that lets you tap the full potential of your corporate resources. Align business processes—and the technology that supports them—with your overall organizational objectives. And build a high-performance workforce that can sense and respond



quickly to the dynamic needs of customers, partners, suppliers and employees. Through a single point of integration in a highly secure environment, your employees can:

- Manage complex needs with less overhead cost—helping to reduce your total cost of ownership and to streamline core business processes.
- Process, share and manage business information across your organization through a secure, resilient infrastructure.
- React to and collaborate about the most up-to-date information in real time—virtually anytime, anywhere and from any device to promote more-informed, faster decisions.
- Connect geographically dispersed teams and outside suppliers through messaging, online meetings, calendaring and scheduling.

Ultimately, a security-rich, unified work environment can turn organizational structures into proactive, adaptive value chains ready to respond to market and consumer shifts. The more fully you integrate and leverage your work environment, the faster you can take advantage of changing market dynamics—and capture revenue opportunities at a lower cost.



Nextra banks on WebSphere Portal software to ease business process integration

In the financial services industry, mergers and acquisitions are the norm. But combining disparate resources can negatively impact quality of service. And can mean the difference between business growth and decline. When Nextra Investment Management SGR (Nextra) faced merging with another institution, its primary concern lay in retaining its loyal customers—and in maintaining its competitive edge.

As the merger approached, Nextra officials could see that bringing together two large institutions could be challenging. One company used standardized processes to identify and target valuable customers for priority service. The other company relied on more informal procedures, and communicated largely by paper-based memos, e-mail messages or face-to-face meetings.

To continue delivering consistent, responsive service after the merger, Nextra worked with IBM to design and implement an employee portal that would provide a single point of access to the bank's business processes and systems. Now, employees have immediate access to the information they need to handle customer-service requests in real time. Provide targeted up-sell and cross-sell offers. And promote new products and services effectively. All in keeping with Nextra's established quality-of-service objectives.

As Massimo Paglietti, IT manager at Nextra, points out, "Real-time access to information and business processes has increased our productivity by helping to ensure we're all using the same best practices and by reducing the time required to locate information."



TransAlta powers enterprise integration with WebSphere Portal solution

Generating 10,000 megawatts of electricity packs a significant punch. That's what makes TransAlta Canada's largest company specializing in generating, marketing and trading wholesale, non-regulated power. But the company's move into U.S., Mexican and Australian energy markets—and its diversification into fuel- and wind-generated electricity—left the company with human and IT resources distributed across the globe. To bring them together efficiently, TransAlta needed an IT infrastructure that could connect people, processes and information across the company. And enable TransAlta to focus on providing its wholesale customers with reliable, low-cost power.

In 1995, TransAlta migrated some 40 applications to an SAP platform to help the company manage a range of business processes. An SAP Enterprise Portal was installed to integrate these assets. But an ambitious growth and diversification strategy made replacing all of the company's critical legacy applications cost-prohibitive. To help integrate these vital business resources, TransAlta turned to IBM.

IBM implemented a robust WebSphere Portal solution to operate at the front end, integrating all of TransAlta's assets—including its SAP portal. Now, TransAlta can provide access to all its business tools through a single, easy-to-use, intuitive interface. The new portal also provides a performance dashboard for senior executives that features e-mail, calendaring and collaboration capabilities, based on IBM Lotus® software. Leveraging a WebSphere Portal solution to integrate its SAP portal with other applications and systems company wide helps TransAlta increase productivity and reduce training and maintenance costs. All enabling the company to focus more effectively on its business-growth objectives.

Open standards are the key to success

Consider the flexibility you need to support a full range of business activities. The cost of managing diverse IT and other resources. The challenges of building business-partner relationships amidst mergers and acquisitions. The unpredictability of customer needs in a dynamic marketplace. The need to grow your business—without a huge investment in time, money or other resources. A portal solution based on open standards lets you choose the right combination of tools to pursue your business goals. Protect your current investments—whether inherited or purchased. And better leverage your organization's full potential to beat the competition to market.

Using open-standards-based WebSphere Portal software, you can:

- Integrate marketing, sales and customer-service systems to share resources efficiently, drive revenue and build lasting customer relationships.
- Unite manufacturing, content-management and commerce applications to eliminate redundancies, reduce operating costs and get products to market faster.
- Connect collaboration services, like Web conferencing, e-mail, document management and team workplaces to maximize productivity and make better business decisions, faster.

Integrating back-end systems to front-end Web sites can help you lower administration costs and increase business efficiency. Make new products and services available more rapidly. And consistently deliver innovative products and services to market ahead of your competition.

Connect your SAP and enterprise systems with portal software

A portal solution built with WebSphere Portal software can help you deliver on demand access to the same, relevant business information from almost anywhere, at anytime. And tailor portal content to each user's or team's specific

business role, need or personal preference—regardless of device or platform.

With WebSphere Portal software, you can connect your SAP and other systems to:

- Provide roles-based interaction with business resources through dynamic, security-rich, personalized workplaces.
- Simplify interaction between processes, applications and people to enable continuous business operations and improve employee efficiency.
- Enrich the customer experience with personalized services to meet unique needs—improving satisfaction and building loyalty.

Put WebSphere Portal software to work for you

IBM has the breadth and depth of expertise to address your unique business requirements. Using WebSphere Portal software to integrate your SAP and other enterprise systems can help you maximize your business performance and lower costs. This full suite of best-of-breed, integrated portal software based on open standards gives you the flexibility to choose the function that meets your specific needs. Improve employee effectiveness and customer retention. Create a personalized, dynamic Web experience for customers, employees, suppliers and partners. And increase employee productivity by providing ready access and interaction with business-critical information and people.

For more information

To learn more about how IBM WebSphere Portal solutions can help you make the most of your SAP systems, visit:

ibm.com/websphere/portal

“IBM (WebSphere Portal, Version 5.0) is particularly strong in business process management, collaboration, customization and advanced personalization – all of which are key to creating context-based portal user experiences.”

*–David Marshak, Patricia Seybold Group**



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08-04
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