

Smart Work for a Smarter Planet



WebSphere Portal

Dirk Wittkopp

Director of Portal and Workflow Development

IBM Germany R&D



IBM WebSphere Portal – The Beginning



6/2001 02:10 PM

To: <... removed by presenter ...>

cc: <... removed by presenter ...>

From: Dirk Wittkopp/Germany/IBM@IBMDE

Subject: *IBM Confidential: WPS 1.1 released

All,

I am proud to announce that we just released the Golden Master of WebSphere Portal Server Version 1.1 on schedule for GA on February 2. This was challenging and exciting project. Now we are looking forward to integrate much more leading-edge technology in the course of the year. We are already engaged with the first hot prospects, [so I am sure that this product will have a great future.](#)

Thanks to everybody who helped to make this happen.

Dirk Wittkopp

Manager Pervasive Computing Development EMEA

Boeblingen Laboratory

IBM WebSphere Portal

#1 Portal Market Presence

10 out of the top 10 global banks

8 out of the top 10 worldwide retailers

“According to IDC, IBM leads the EPS market for the sixth consecutive year in 2007.”

— IDC: “Worldwide Enterprise Portal Software 2008-2012 Forecast Update and 2007 Vendor Shares: A New Landscape”, Doc #213165 July 2008

4 out of the top 5 US health insurance companies

“Gartner, Inc. has ranked IBM as the worldwide market share leader in Portal software based on revenues from 2002 through 2007.”

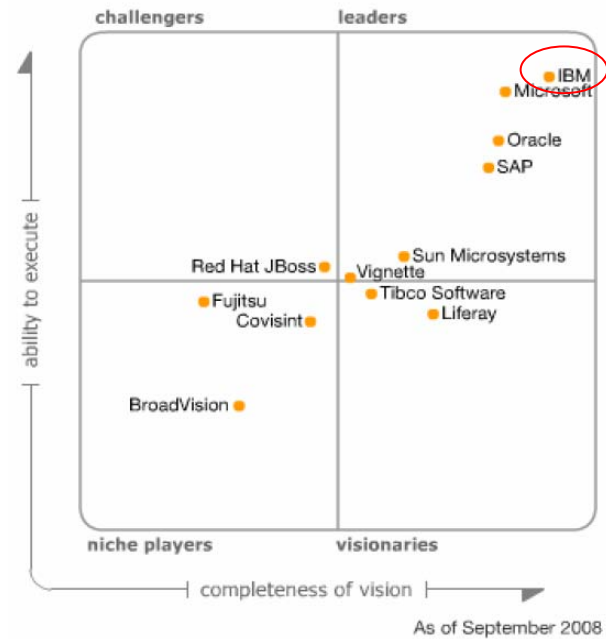
— Gartner Inc. “Market Share: Application Infrastructure and Middleware Software, Worldwide, 2007” by Fabrizio Biscotti, Terese Jones, Asheesh Raini and Joanne Correla June 4, 2008



30 hospitals, clinics and health delivery networks worldwide

Every G8 Country

Horizontal Portal Magic Quadrant, 2008*
leader for 7 consecutive years!

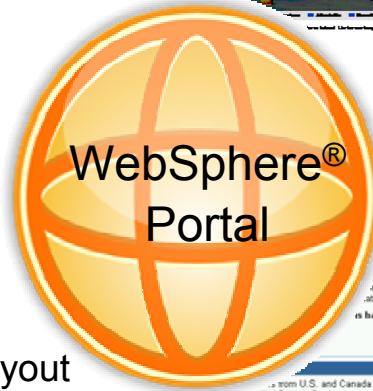


Over 40 U.S. Federal Agencies

**Magic Quadrant for Horizontal Portal Products, 2008
Gartner: September 12, 2008 by David Gootzit, Gene Phifer, Ray Valdes*

Portal Principle – The Core Values

- **Consistent presentation layer**
 - unified display / layout / navigation
 - application integration
 - Display simplicity to User
- **User specific personalization**
 - individual layout and settings
 - role-based view
 - dynamic/contextual content
- **Consistent programming model**
 - Separate application code from UI layout
 - Standardized Portlet API
 - Eventing, interaction, security
- **Consistent administration model**
 - user management / profiles
 - site management
 - hierarchical access control
 - customization, branding



IBM Accelerators for WebSphere Portal

Speed time to value and help you solve your business needs faster



Collection of line of business oriented solutions

Intellectual Property from thousands of customer engagements

Portals & Mashups

Help Drive Better Business Outcomes

Exceptional
Web Experiences

Excellence in
Integration
and Cost Savings

Empowering
Business Users





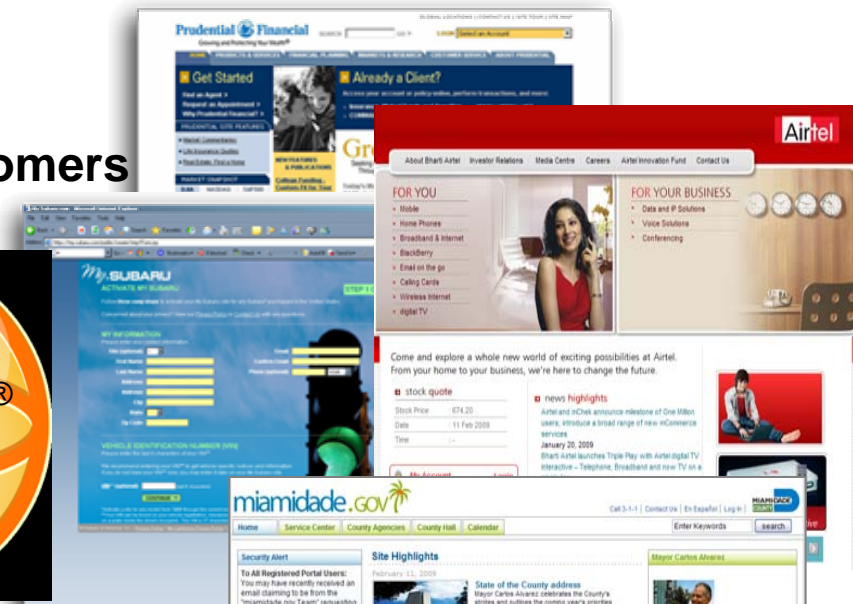
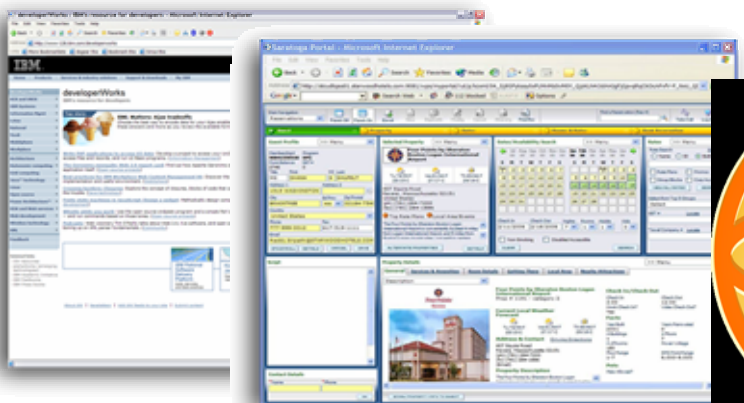
Exceptional Web Experiences

Exceptional Web Experiences

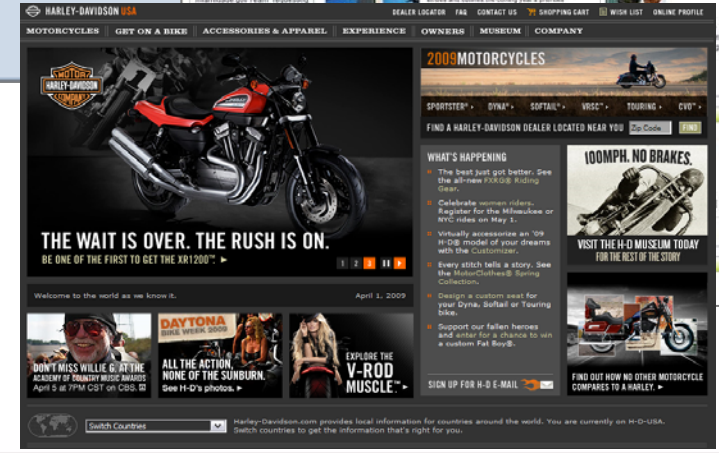
One Platform
Many Different Business Needs

Partners

Customers



Employees



Exceptional Web Experiences

Vital For Organizations To Differentiate



attract

engage



retain

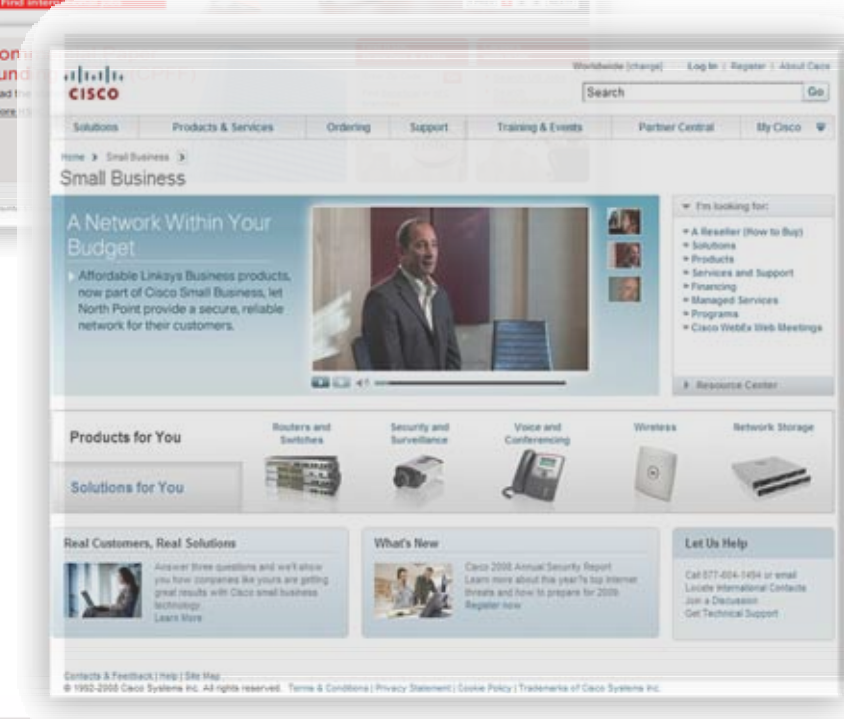
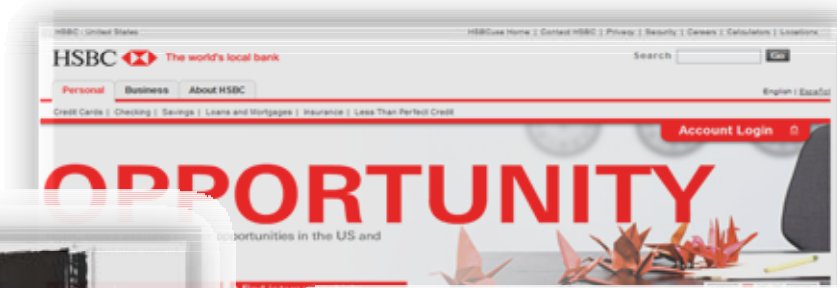
better
Business
Outcomes



delight

Exceptional B2C Web Experiences

Growing Priority: 75% of new Portal projects



Web 2.0 & IBM Strategy

Take Success of Web 2.0 and Make it Ready for the Enterprise



**Web 2.0
New
Markets
& Sites**

**Community
/ Collective
Intelligence**

**Mashups
Tagging
Tag Clouds
Folksonomy
Blogging
wikis**

Technology

Semantic Tagging

Microformats

PHP

Flex

REST

XML

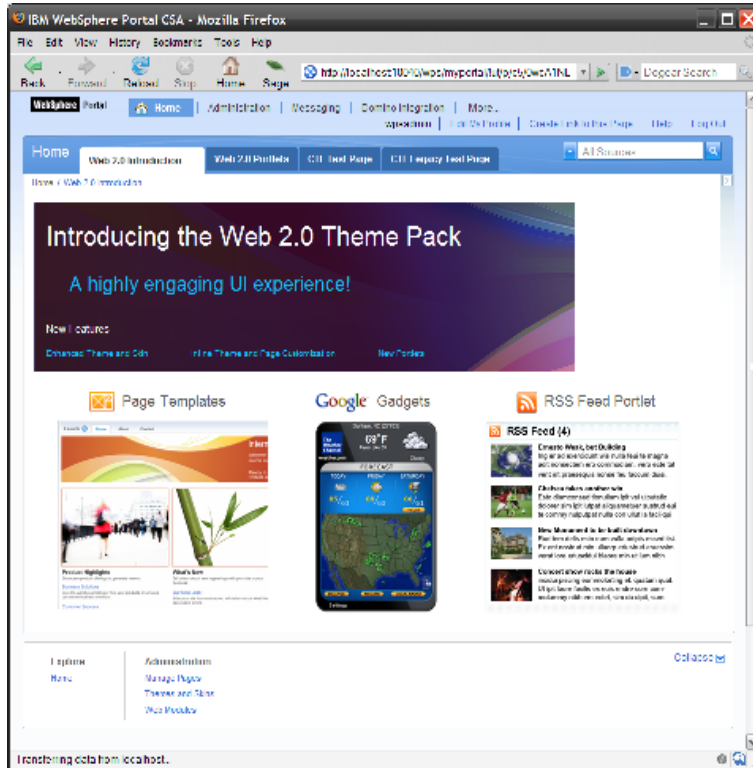
RSS

Atom

AJAX

IBM WebSphere Portal V6.1 - *Exceed User Expectations*

New Web 2.0 Features!



- **Browser-side Aggregation, Navigation and Customization**
 - Renders XML obtained from the server in the browser
 - Implemented using AJAX, XML, Dojo, and JavaScript
 - Accesses and manipulates Portal through REST*
- **A highly responsive interface**
 - Many actions possible without server roundtrips
 - Avoids page reloads via more modular calls
 - Portlets refresh independent of the page
- **Improved performance and scalability**
 - Reduced bandwidth requirements
 - Reduced client-side processing
 - Improved cachability

Current WebSphere Portal customers will find most existing Portlets benefit directly from Web 2.0 rendering model without any changes

IBM WebSphere Portal V6.1 – Live Text

Live Text – Give users one-click access to information that “pops” on the page

IBM WebSphere Portal - Mozilla Firefox

Home | Web Content | Messaging | Domino Integration | More... Gardner Raynes Edit My Profile Help Log Out

MyHealthcare

Home Payments Appointments Prescriptions Search Providers

My History

Healthcare / Prescriptions / My History

Prescription Number	Doctor	Details	Refills Used	Refills Left	Date
900001031	Dr. Simone Dray	90 Tablets 20 Mg Lipitor	1	3	2/28/08
900001030	Dr. Simone Dray	90	1	0	1/8/08
800001029	Dr. Simone Dray	80	1	0	10/31/08
800001028	Dr. Simone Dray	Flu	1	0	6/12/07
200001027	Dr. Simone Dray	200-mg Amoxil	1	0	10/8/04
400001026	Dr. Steve Williams	Elidel	0	0	4/25/04
300001025	Dr. Steve Williams	1000 Mg Vicodin	3	0	3/10/03

MSN Search Results

Lipitor (Atorvastatin) - Cholesterol Lowering Prescription Drug

Lipitor (Atorvastatin) - Cholesterol Lowering Prescription Drug

Your Independent Source of News About Lipitor
NEITHER AFFILIATED WITH NOR ENDORSED BY PFIZER INC.

LIPITORCARE
WWW.LIPITORCARE.COM

MY CHOLESTEROL CONTROLLER

What is Cholesterol?
Forms of Cholesterol
Heart Disease

Statin Drug Side Effects
Your doctor might not be aware of the dangers of cholesterol drugs!

HeartAware Heart Scan
Are you at risk for heart disease? Take a free risk assessment.

Ads by Google

Lipitor - Cholesterol Lowering Drug

- Provides an highly contextual user experience
- No programming needed, simply tag the markup
- Supports Web content from all places

IBM Dashboard Accelerator - What's New

Real-time Dashboards for Better Insight



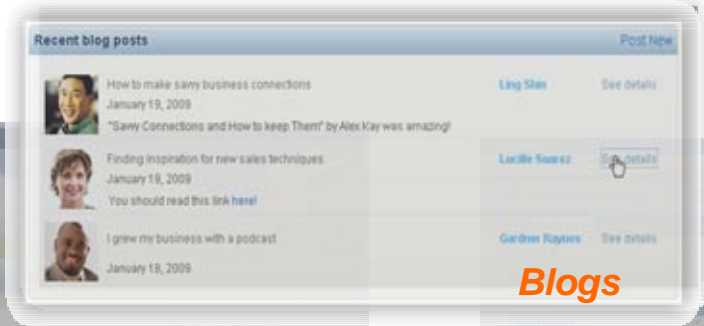
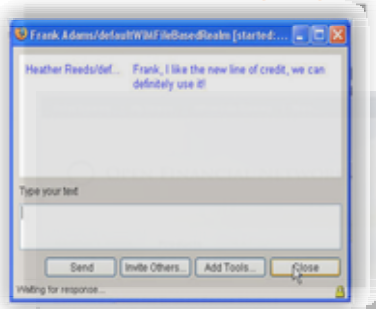
- Business intelligence builders
- Mashups integration via iWidget
- Dashboards in Lotus Notes, Lotus Quickr & Lotus Sametime
- Enhanced 3D animated charting
- Enhanced SMS alerting

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

Elevate Web 2.0 Experiences

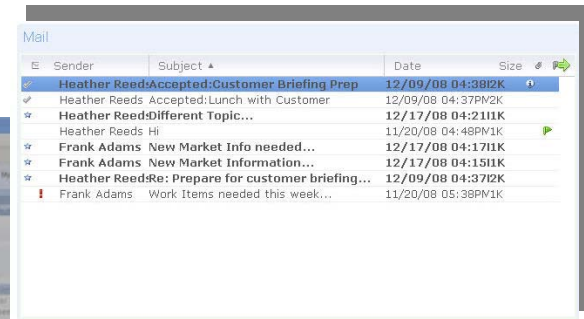
Web 2.0 + Collaboration + Social Tools

Instant Messaging



Blogs

Mail



New Business Workshop
03 Feb 2008, Noon-5pm
Town Hall Commons
Get in contact with and find valuable business resources.
More Info

Personal Advisor

Click-to-call me
Message me
Want to meet?
Contact me

Peers

Experts on this Topic

Vijay Nehry
Sr. Activities Blogs Communities Dogear P...

Vijay Nehry
Vijay_Nehry@innovations.com

Send Mail More Actions

Experts

Related Content

- Building the Best Team**
Published Mon Jan 08, 2008, 5:34PM
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Published Mon Jan 08, 2008, 5:34PM
- OFN Technology helps you grow**
Published Mon Jan 08, 2008, 5:34PM
- 5 Steps to Success**
Published Mon Jan 08, 2008, 5:34PM

Personalized Content

My Workgroup Post New

- We need to add more recommendations**
Created By: Ling Shin | Updated: 12/16/2008
- Customers loves the personalization!**
Created By: Lucille Suarez | Updated: 12/16/2008
- More online resources needed**
Created By: Gardner Raynes | Updated: 12/16/2008
- One of my customers really likes the Community Features**
Created By: Ron Espinosa | Updated: 12/16/2008
- We're recording more webcasts. Check out the schedule...**
Created By: Ed El-Amon | Updated: 1/9/2008
- Try out the new community features!**
Created By: Amar Srivastava | Updated: 1/19/2008

Communities

Education

Open Financial Network Recommends...

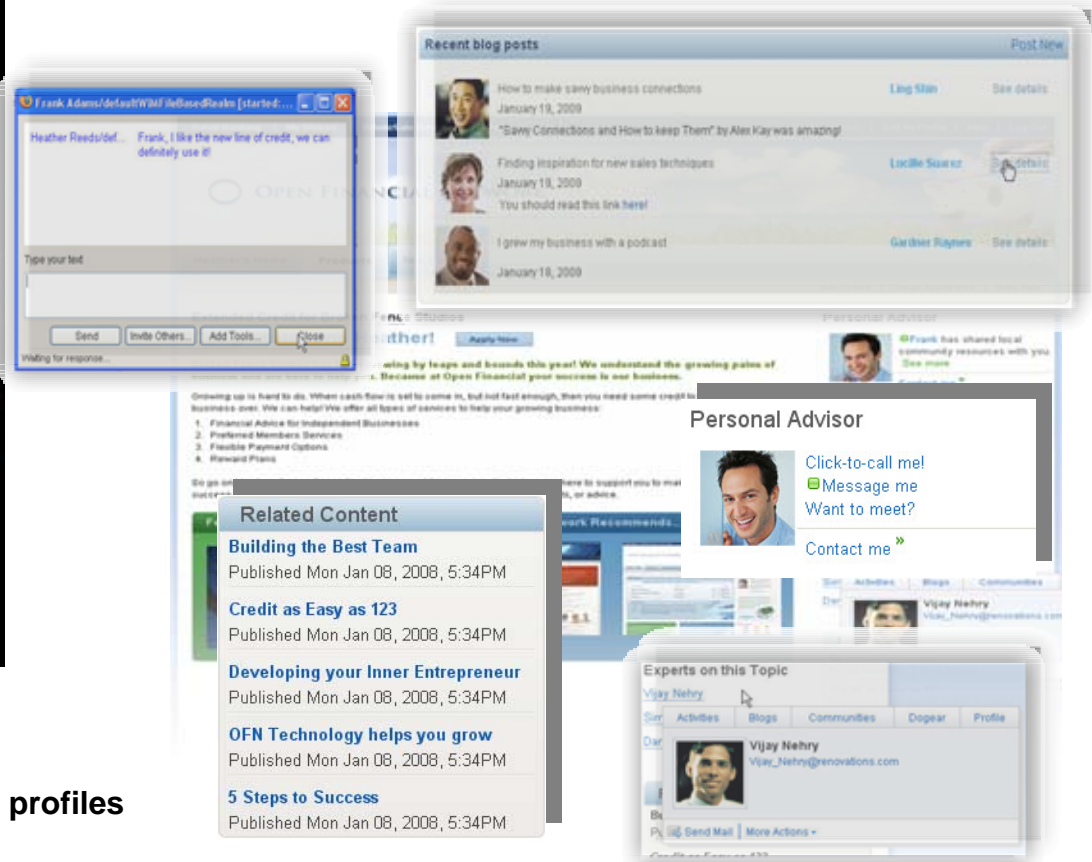
Video

Featured Video

OPEN FINANCIAL NETWORK
FINANCIAL UPDATE

IBM Collaboration Accelerator - What's New

Personalized Web 2.0 Collaboration & Social Networking



- **Content tagging and rating**
- **Lotus Connections Profile integration**
- **Person search using Lotus Connections profiles**
- **Rich Lotus Quickr library integration**
- **Integrated search across WebSphere Portal, Lotus Connections, and Lotus Quickr**
- **Lotus Connections communities as Portal groups**

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Customers Are Everywhere

Deliver Exceptional Web Experiences Anywhere



Laptop



Kiosk



Telephone



TV



Vehicles



IBM Mobile Portal Accelerator - What's New

Extend Rich Web Experiences to Mobile Devices



- **Mobile portal toolkit**
- **Device-independent authoring**
- **Expanding device repository**
- **Jumpstart templates**
- **Lotus Web Content Management integration**

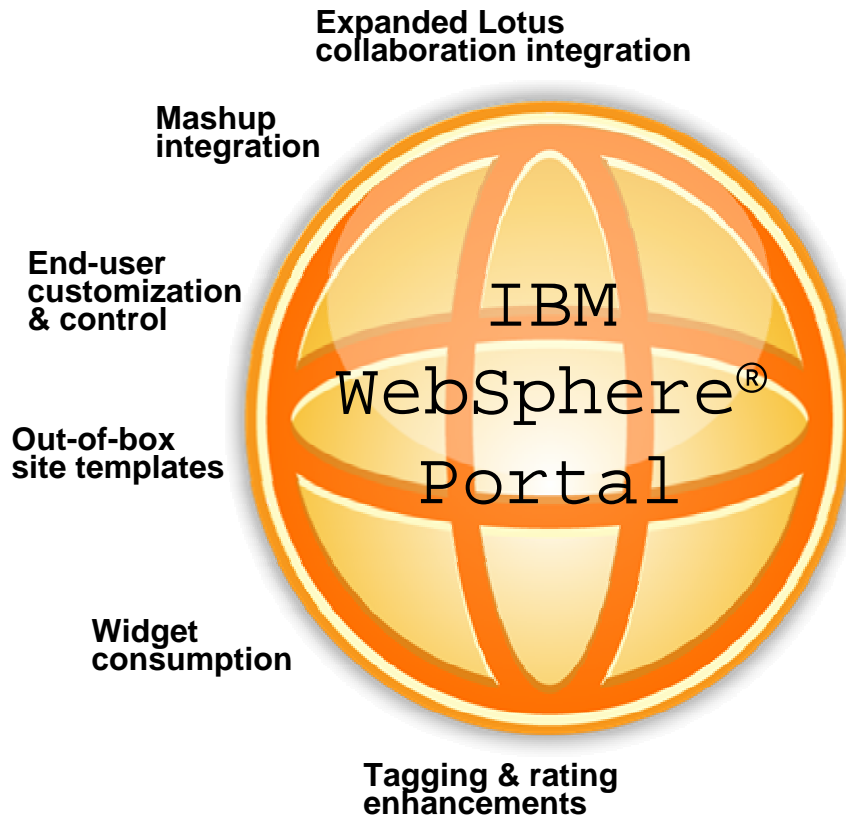
The screenshot shows the IBM United States website interface. At the top, there's a navigation bar with links for Home, Products, Business & industry solutions, Support & downloads, My account, and Personalized settings. A search bar is also present. The main content area features a large banner with the headline "Feel lost in IT complexity? We can help." and three bullet points: "Simplify with a new System i5", "Reduce downtime. Increase flexibility", and "Build a proactive service desk". Below the banner, there are several columns of content, including "Learn about" (Business consulting), "Shop for" (Special offers, IT services, Software, Servers and storage, Workstations, Printers, Upgrades, accessories and parts, IBM e-Service), "Resources for" (Industries, Small & medium business, Large enterprise, Government, Developers, IBM business Partners, Accessibility), and "About IBM" (News and newsletters, Press room, Investor relations, Jobs at IBM, IBM Research, IBM and Lenovo®). There are also links for "IBM products" and "New IBM Podcast: 'The Future of Sports'".



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WebSphere Portal – Coming Attractions

Further Optimizing Web Experiences



Web Analytics Partnerships





Excellence in Integration

Excellence in Integration

Seamlessly Combine Internal & External Applications/Services

Apps

Content

Cloud

Collaboration

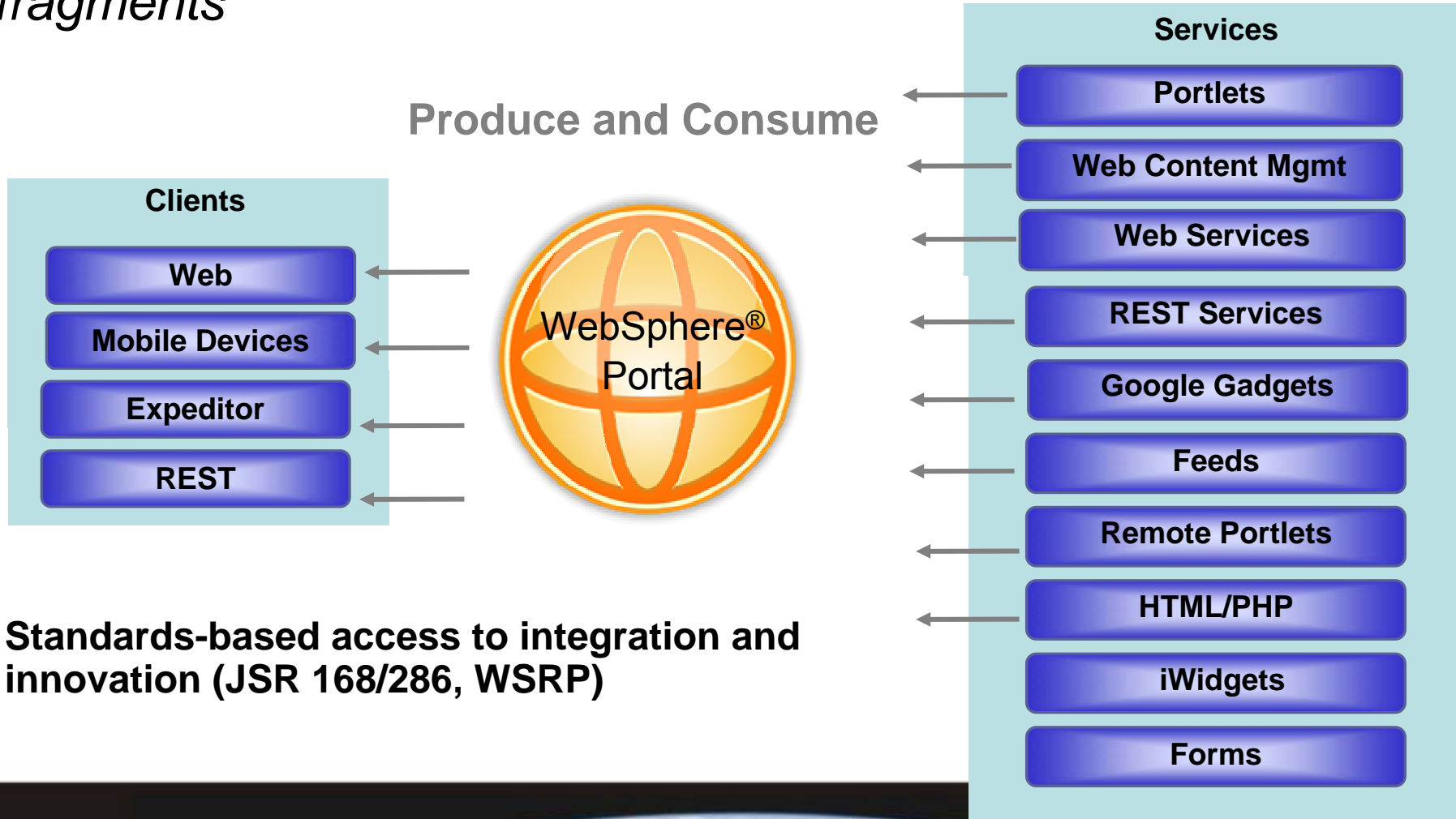
Consumer



Combined with Web 2.0 & social capabilities, employee intranets & partner extranets help drive better business outcomes

WebSphere Portal – Openness

IBM's strategic platform to integrate all types of web UI fragments



Standards-based access to integration and innovation (JSR 168/286, WSRP)

Composite Applications

„The frontend of SOA“



Aggregation of self-contained components “on the glass”

- No recompile
- Dynamic “binding”
- personalization, context, rules, ...
- “Aggregation on the glass”

Interaction in Context

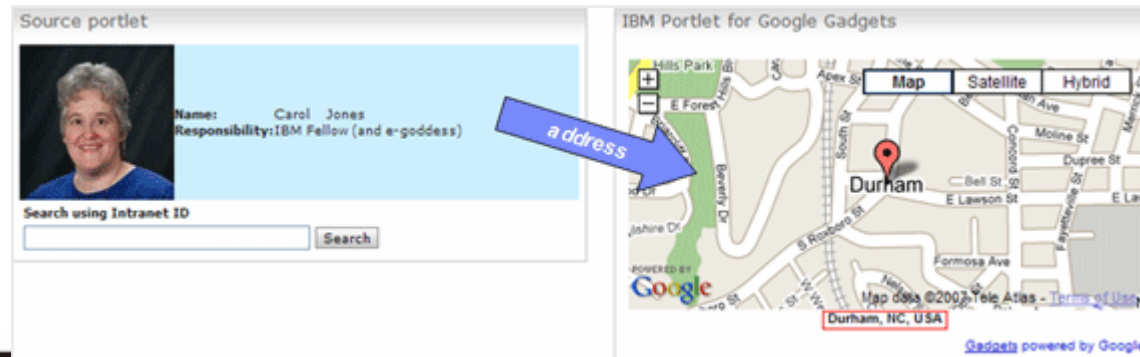
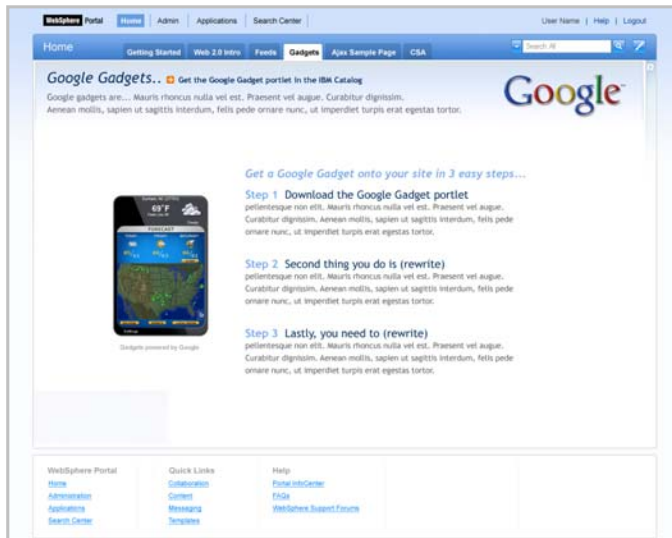
- Portlet Interaction
- Property Broker
- Orchestration
- Business process Integration
- Business User Workflow

IBM WebSphere Portal V6.1 – *Integrate Web Content*

Enhanced IBM Portlet for Google Gadgets

Easily incorporate Google Gadgets into Portal applications:

- Search and select any Google Gadget
- Customize to portlet
- Leverages WebSphere Portal's Web 2.0 APIs support
- Added support for inter-portlet communication between Portal portlets and Google Gadget portlets; provides easy, powerful integration of gadgets in high-value business applications



IBM Content Accelerator - What's New

Business User Web Content Management

Broad multilingual support



**Expanded document management
content source connectors**

**Enhanced site creation
and contextual search**

**Web content
integration**

**Rendering performance
improvement**

**New
Rich Editor**



Memorial Health Systems

Profile

- Colorado-based hospital
- 3,500 employees

Vision

- Improve reliability, security, accuracy, and timeliness of patient website while lowering overall maintenance costs

Solution

- Combined WebSphere Portal Enable with **Web Content Management**
- New system is delivering
 - faster response times
 - more robust functionality
 - enhanced security
 - productivity gains for content authoring teams as well as IT staff

The screenshot shows the Memorial Health System website. At the top, there is a navigation bar with links for Memorial Health System, Memorial Hospital for Children, Foundation, and PhysicianLink. Below this is a banner with the Memorial Health System logo and the slogan "We Hear. We Heal. We Care." followed by the text "Patients First" and four small portraits of people. A secondary navigation bar includes links for ABOUT US, LOCATIONS, OUR SERVICES, HEALTH RESOURCES, PATIENT & VISITOR INFO, FOR HEALTH CARE PROFESSIONALS, and FOR EMPLOYERS. The main content area features a large announcement for "The New Memorial Hospital North" with a sub-headline "Opens April 25th" and a photograph of the new building. To the left of this announcement are several smaller news items under "CLASSES", "CME Symposia", and "EVENTS". On the right side, there is a sidebar with a "CONTACT US" and "EMPLOYMENT" link, a "FIND A DOCTOR" link, a "HEALTH E-NEWSLETTER" sign-up section, and a "NEWS" section with several recent news items.

"Since implementing the Web content management re-architecture project ... we feel better about the security and performance the system is able to provide our customers." -- John Cherry, DBA manager, Memorial Health System

Centrelink – Australian Government Portal

- 6.5 million customers, or approximately one-third of the Australian population
- Administers more than 140 different products and services for 25 government agencies



The screenshot shows the Centrelink website interface. At the top, there's a navigation bar with 'Skip to content' and 'Skip to main menu'. Below that is the Australian Government logo and the Centrelink logo with the tagline 'giving you options'. A search bar is present with 'search keywords' and 'Advanced Search' buttons. The main content area is divided into several sections:

- Welcome to Centrelink:** A 'Please note' section regarding the 24 November federal election and a 'Centrelink is an Australian Government Statutory Agency...' statement.
- Individuals:** A section titled 'Explore the customer website to find out about payments and services, online services, publications and forms' with a 'more...' link.
- What's new?:** A section featuring a 'New Payment Rates 1 January 2008' announcement.
- Customer Online Services:** A sidebar with a 'Logon' button and links for 'Register for Online Services', 'Forgotten your password?', 'About Online Services', and 'Service Available Times'.
- Emergency Events:** A section with 'Equine Influenza Assistance' and 'Gippsland Floods Assistance'.
- Other services:** Links for 'First visit?', 'Customer service', 'Finding a job', and 'Fraud information'.

At the bottom, there are links for 'accessibility', 'copyright', 'disclaimer', 'feedback', 'help', 'privacy & security', 'quick links', and 'your rights'. The footer includes the date 'Today's Date: 01/06/2008 - Last Modified: 12/04/2007' and the Centrelink ABN: 29468422437.

Staff Online Portal - Released August 2005

- Advanced Search Engine, Currently 5000 views daily

Customer Portal

- Access to 40+ Services, Advanced Search Engine
- Single Sign-On, **Web Content Mgmt**, Re-use of SOA Apps
- Personalization, News by primary benefit type

Department of Human Services Portal

- Federated Identity Mgmt, Centrelink Services, Medicare Services, CSA Services, Aggregated News via RSS
- National Emergency Call Centre Portal
- Process-centric, Authenticated, AJAX Compliant, Rich Functionality. Performance, Scalability, Single Sign-On

IBM Business Process Accelerator - What's New

eForms & Workflow Process Automation



- Rich sample forms catalog
- Advanced digital signatures
- New universal task list
- Mashups integration via iWidget
- Zero footprint Web 2.0 solution – Lotus Forms Turbo

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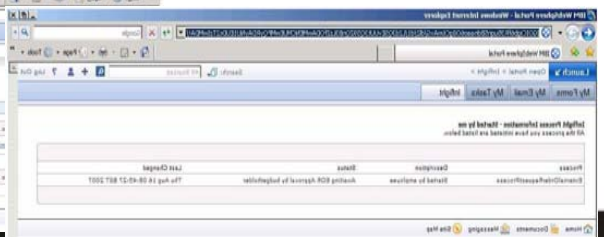
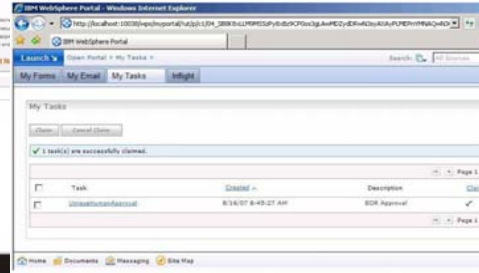
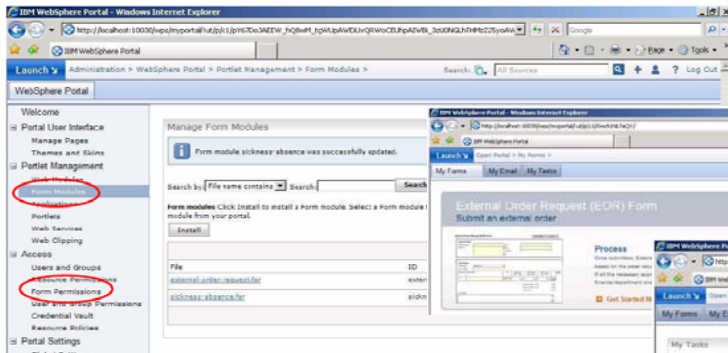
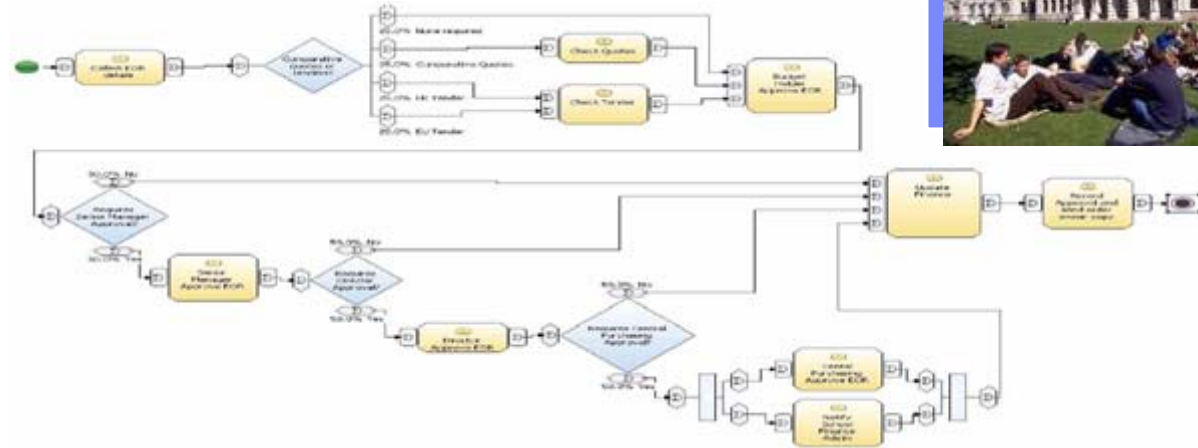
Business Process Improvements at Cardiff University

Process Server + Portal + Lotus Forms



Sample Applications

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

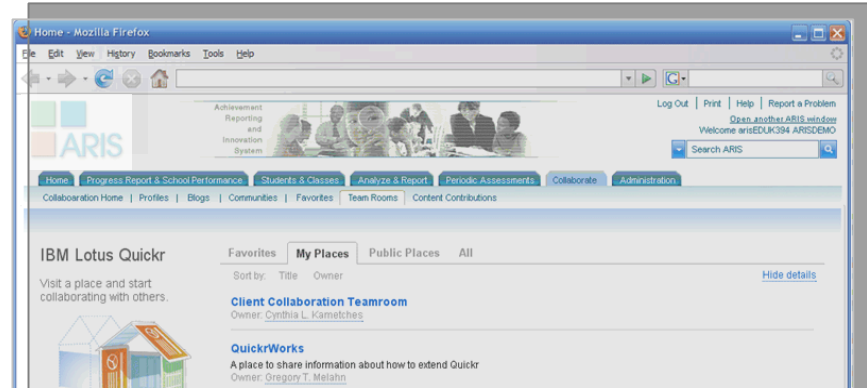


IBM WebSphere Portal V6.1 + WebSphere Portlet Factory 6.1

Respond Quickly To New Business Opportunities

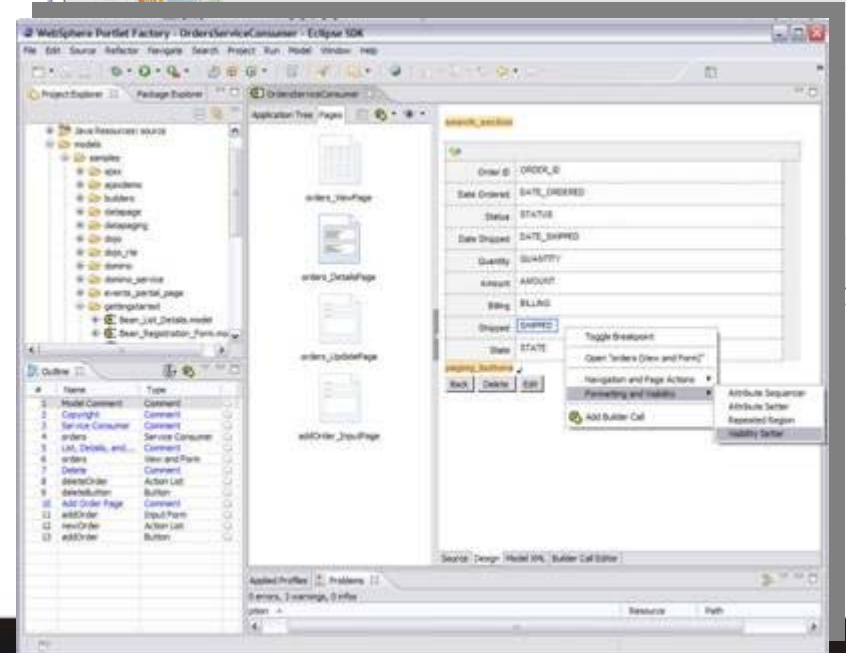
Web Application Integrator

- Easily embed existing Web applications in WebSphere portal for greater value



IBM WebSphere Portlet Factory V6.1

- New visual editing capability and enhancements speed portlet construction



Allmerica Financial/Citizens Hanover

Company Profile

- Mid-sized Insurance and Financial Services company
- Distributes through independent Agents

Challenges

- Focus on improving operation efficiencies – Policy Sales, Claims Processing, and Call Center
- Provide better access to Management Info
- Programmers with minimal exposure to J2EE, Java languages and HTML
- Need to integrate numerous disparate legacy systems – Mainframe, Unix, Microsoft, and Web applications

Results

- Delivered Agent Portal to 2,000 agents - on time and on budget leveraging **Portlet Factory**
- Saved \$1M in development costs
- 75% faster time to market



my profile | contact information | tech support | feedback | log out

CITIZENS & HANOVER INSURANCE

WELCOME, JOHN SWANSON, JR.

my home my agency my customers product information my resources

Services **Portlet Factory**

Policy Search

Producer Code * 3001187

Customer/Last Name

Policy Number

Symbol

Mod

Zip Code

Customer/Account Number

Transaction Date

* These fields are required for a Policy Search

Search Assist

Select	Policy Nbr	Insured Name	Symbol	Mod	Effective Date
<input type="radio"/>	3437234	RUSSELL JOHN SWANSON, JR	HVR	13	08/28/2002
<input type="radio"/>	3437234	RUSSELL JOHN SWANSON, JR	HVR	14	08/28/2003
<input type="radio"/>	3393431	RUSSELL J SWANSON JR	APR	28	12/20/2002
<input type="radio"/>	3393431	RUSSELL J SWANSON JR	APR	29	06/20/2003
<input checked="" type="radio"/>	3393431	RUSSELL J SWANSON JR	APR	30	12/20/2003
<input type="radio"/>	3467803	RICHARD O WASHCO &	AVR	28	08/28/2003
<input type="radio"/>	3467803	RICHARD O WASHCO &	AVR	29	02/28/2004
<input type="radio"/>	3467803	RICHARD O WASHCO &	AVR	27	02/28/2003
<input type="radio"/>	4180519	ROBERT & ELIZABETH WATTS III	HVR	11	09/18/2003
<input type="radio"/>	4180519	ROBERT & ELIZABETH WATTS III	HVR	10	09/18/2002

Return Code: 200 Severity: WARN Message: More than 100 policies matched. Please refine your search criteria.

1 4 91 - 100 of 100

Policy Inquiry Billing Inquiry Claims Inquiry

Copyright © 2004 by Allmerica Financial Corporation Site Map | Legal Notice | Privacy Policy

“Portlet Factory saved \$1 million in development costs. The technology enabled us to build the portal in four months, whereas using API technology would have taken about 16 months.”

**Mike Clifton, Vice President of IT,
Allmerica Insurance**

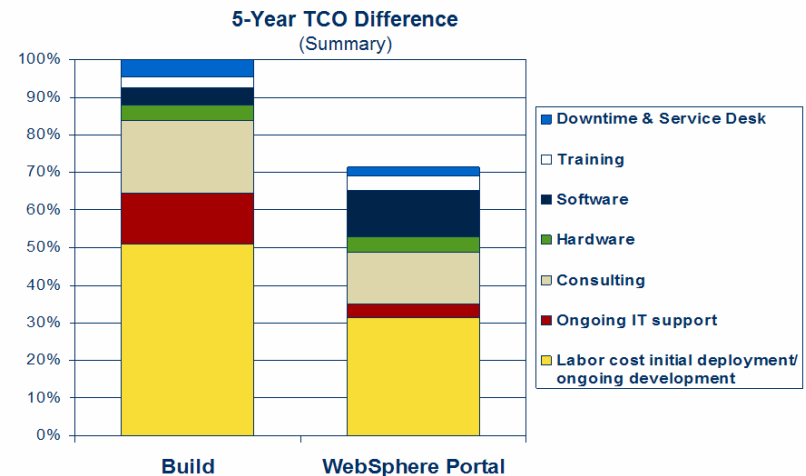


Excellence in Cost Savings

WebSphere Portal Advantages over “Build Your Own”

- WebSphere Portal based solutions had on average a 29% lower 5-Year TCO compared to in-house developed portals
- 38% lower IT labor cost
- 45% faster time to market for initial portal deployment and 78% faster for applications
- 28% increase in server and application availability
- User productivity increase of 25%

* Published in December 2007



WebSphere Portal 6.1

Cost & Performance Improvements

WebSphere Portal zSeries
Performance Improvement almost 3X!

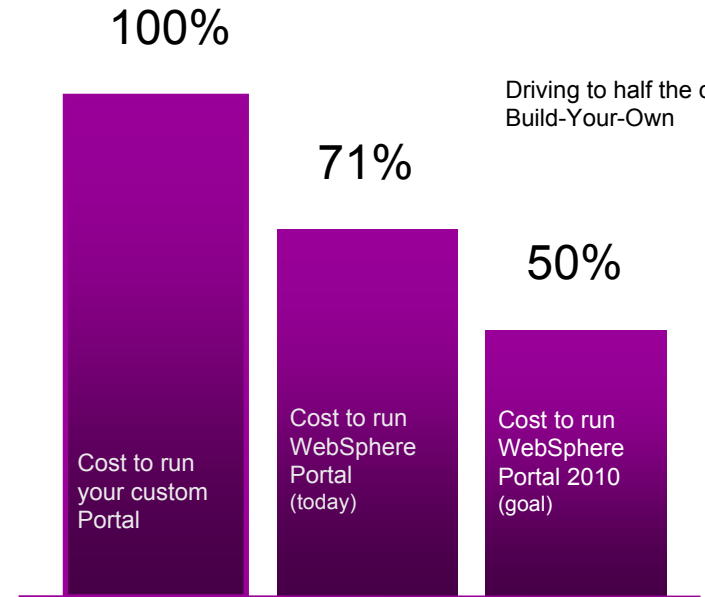
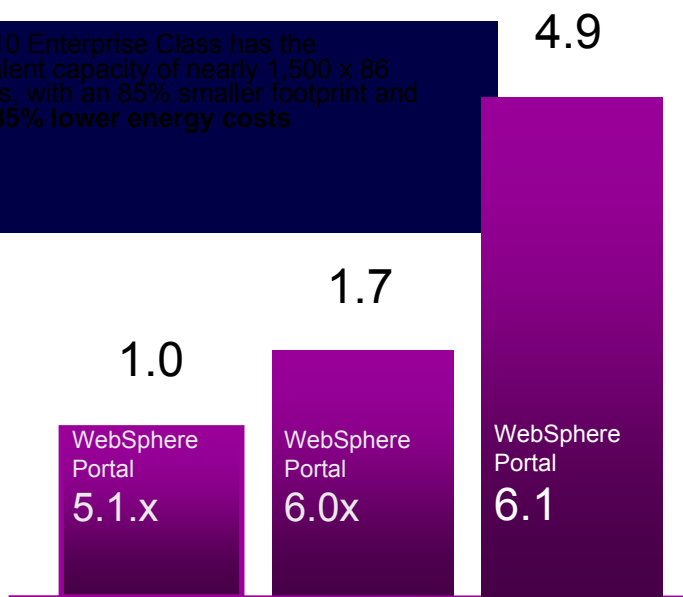
30% Lower TCO

BUILD VS. BUY

Comparison of 5 year Total Cost of Ownership

RELATIVE THROUGHPUT

The z10 Enterprise Class has the equivalent capacity of nearly 1,500 x 86 servers, with an 85% smaller footprint and up to 85% lower energy costs



Driving to half the cost of Build-Your-Own

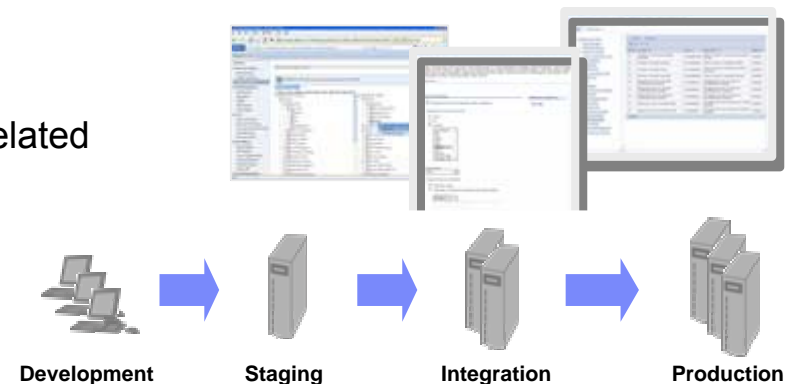
IBM WebSphere Portal V6.1

Reduce deployment costs, complexity and maintenance

Faster, more flexible staging-to-production operations

Site Management - Enhancements

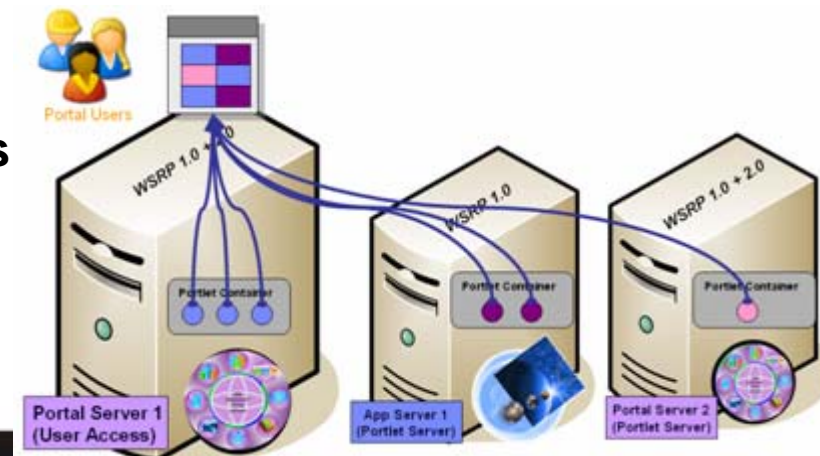
- Elimination of custom scripting/coding required pre-V6.1
- Reduced effort to move portal pages, content and their related artifacts
- Support for multiple daily updates
- Version-able and Archive-able, Workflow pluggable
- Return to a previous version very quickly
- Validate that a publish occurred correctly



Offload portlets to better manage Portal performance

New Support for Distributed Servers, JVMs

- Optionally use multiple JVMs for running your Portal
- Isolate “untrusted” Portlets from Portal
- Execute “mission-critical” Portlets in their own JVM
- Enhanced scalability for “heavy” Portlets



WebSphere Portal Server & Lotus Web Content Management on Amazon Web Services™ (AWS)

New!

What is AWS?

- AWS is an infrastructure web services platform in the cloud, offering organizations a cost effective, dependable and flexible way to manage their infrastructure.
- 400,000+ Developers using AWS today – growing at 10,000 each month

What has IBM and AWS announced?

- IBM and AWS have teamed up to provide:
 - No-charge development Amazon Machine Instances (AMI). WebSphere Portal Server and Lotus Web Content Management Development AMI – **available NOW!!!!**
 - License portability for new and existing IBM customers to deploy existing IBM products and services on AWS
 - Production/paid hourly pricing for offerings available soon



What does this mean for me?

- **For customers:** a great way to run your portal proof of concept, development and test efforts minimizing setup time and infrastructure costs.
- **For partners:** Lower cost for development, test and demo facilities. Ability to easily re-bundle applications and tap into 400,000+ development community

How do I get Started? <http://www.ibm.com/developerworks/downloads/ls/wps-wcmse/ec2.html>

Industry Emphasis for WebSphere Portal



IBM WebSphere® Portal

- Government →
- Banking →
- Healthcare →
- Retail →
- Insurance →
- Telco →
- Other →



Needs of the Business

IBM Industry Toolboxes for WebSphere Portal



WebSphere Portal
Core Integration
Platform



Accelerators extend
functionality as needed
to match customers
needs

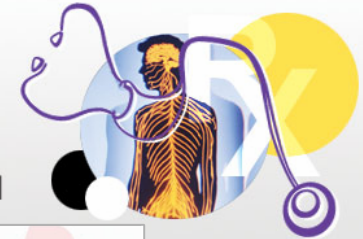


Industry Toolboxes offer
LOB and Industry
templates, assets, and best
practices to maximize
“Out of Box” value

Toolbox Contents

- **Application Briefs**
describing solution scenarios.
- **Business Value Guides**
describing the value enabled by the WebSphere Portal and Accelerators, and help illustrate best-practice process and information flow.
- **Templates**
which can be used on top of WebSphere Portal to help jumpstart design and assembly of end solutions.
- **Demonstrations**
and recordings of example solutions design that illustrate how end solutions can look like.
- **Other Code Assets**
include sample Forms, Dashboards, or other Portlets which can help expedite the assembly of a solution.

IBM Healthcare Industry Toolbox for WebSphere Portal



IBM Government Industry Toolbox for WebSphere Portal



Government to Citizen Portals

Give citizens access to government information. They can apply and pay for services online, ensure efficient processing. Plus support and stay in touch with citizens in new and cost-effective ways.

- Application Brief
- Case Studies
- Demonstrations
- Business Value Guide
- Software assets

Government to Business Portals

Help foster innovation and growth by providing a platform for business to interact with government. Streamline costs, capture revenue associated with the platform for business to interact with government.

- Case Studies
- Demonstrations

Public Safety

Whether dealing with natural or man-made disasters, the security of citizens are challenged with the need for a public to effectively respond.

- Application Brief
- Case Studies

IBM United States [change]

Home Solutions Services Products Support & downloads My IBM [IBM Sign in]

IBM Industry Toolboxes for WebSphere Portal

Case Studies
Demos
Software Templates
Business Value Guides

Government Healthcare

Introducing IBM Industry Toolboxes for WebSphere Portal

Freedom. Individuality. Speed.

Industry Toolboxes for WebSphere Portal provide a resource forum for customers and partners. They pair technology expertise with industry thought leadership to offer best-practice guidance optimized for the particular business you are in.

In this forum, you'll find resources that

- Showcase solutions from other customers in your industry
- Help concretely define and measure ROI and business value
- Demonstrate solution patterns
- Help jumpstart implementations through downloadable code assets

Watch the video (3.7MB)
Read more about the solution
Get Adobe® Reader®

"Our new h-dnet Dealer Portal is a HUGE success. Now dealers can spend less time online and more time helping customers get out on the road."
Tony Re, Director Global IS
Harley-Davidson

Healthcare Patient Portal Template

For Hospitals and Providers

- Improved Patient Care through better patient communication
- Increased Patient Satisfaction by improving the patient experience
- Improved Efficiency by empowering the patient
- Greater Healthcare Innovation by freeing people to focus more on care (and less on administrative tasks)
- Foundation for additional Health Portals e.g. Physician, Clinician and other Portals



Patients are consumers, and as such have an expectation to be able to do everything via the Web – including managing their healthcare – in real time.



From Zero to Portal in 14 weeks—



The Duke Medicine Patient Portal

Goals

- Provide patients access to health records
- Build deeper relationships with patients & physicians
- Improve patient satisfaction, safety, and outcomes through empowerment and transparency



- **Business Drivers**
- Patient satisfaction
- Operational efficiency – call center & registration (portal sponsored by Patient Revenue Mgt Org)
- Patient safety
- Drive online channel for routine transactions
- Competitive advantage to attract new patients

“We received applause in the Board Room from our Patient Advocacy Council”

-Pete L'Engle, Senior Program Manager, Duke Health



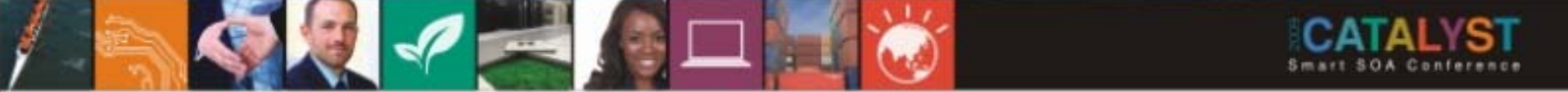
Introducing the WebSphere Portal NOW Template

A complete, ready to use business solution

- Reusable, extensible software templates for WebSphere Portal that solve 90% of your needs immediately
- Services from ISSL or Partners to have Intranet site up and running in less than a month

The screenshot displays a WebSphere Portal interface with several key features highlighted by purple callout boxes:

- Internal Documents:** Located in the top navigation bar.
- Portal Search:** A search bar in the top right corner.
- Security:** A lock icon in the top right corner.
- Personalized Pages:** A central banner area with a '2.0' graphic.
- Real time communication:** A section on the right side of the page.
- Links to Applications:** A section on the left side of the page.
- News and Events:** A section on the right side of the page.
- Feeds and Gadgets:** A section at the bottom of the page.
- Flexible Portal Structure:** A callout at the bottom of the page, indicated by a bracket.



Customer Success: BMW Italia

• Needs

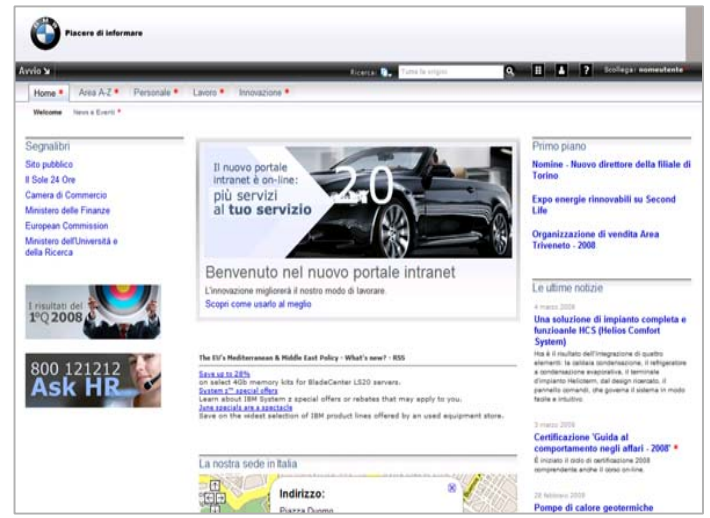
- To eliminate terabytes of uncontrolled disk-shared documents
- To share content and documents within the company and with dealers, controlling what content to is externalized
- To increase user productivity by better integrating different information sources into a meaningful context (including documents, Domino applicaitons, back-end systems)

• Solution:

- Implemented WebSphere Portal Server, WCM and Quicr using the **Portal NOW template**
- Deliver personalized desktops with rich content and collaboraton – internally to employees as well as externally with dealers
- Now WCM manages more than 1 terabyte of useful documentation, delivered through the portal.
- Centrizes and granularly profiles content to control access to the right audiences – whether employees or dealers

• Benefits

- Implemented intranet content portal in a month. In 2 months, were delivering highly profiled information for the intranet, and planning for the extranet.
- Now they can manage and find documents easily, avoid duplicatons and all the benefits coming from a file system management (delegation, duplication, obsolescence, profilaton etc).
- Next steps include Extranet and addition of other capabilities delivered by Portal Accelerators.





Empowering Business Users



Empowering Users

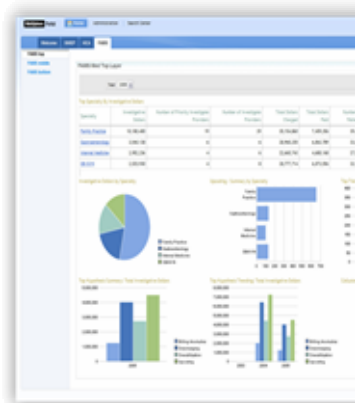
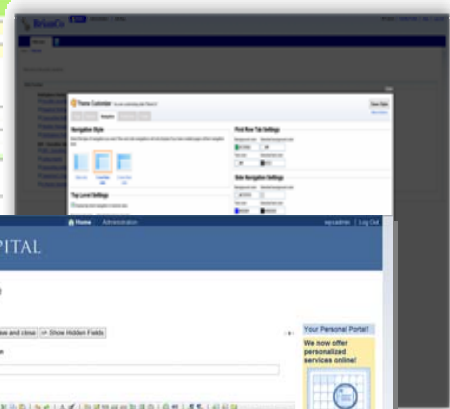
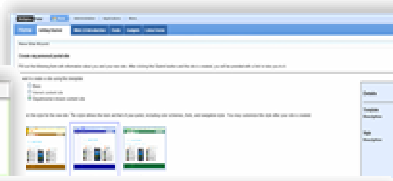
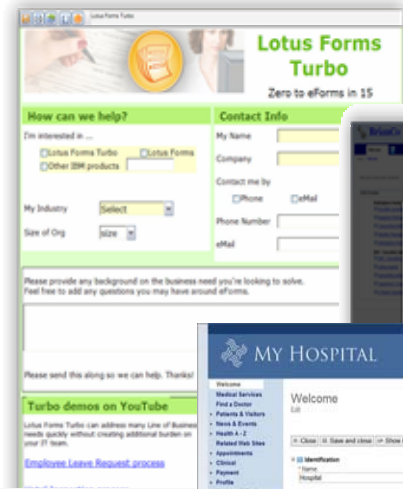
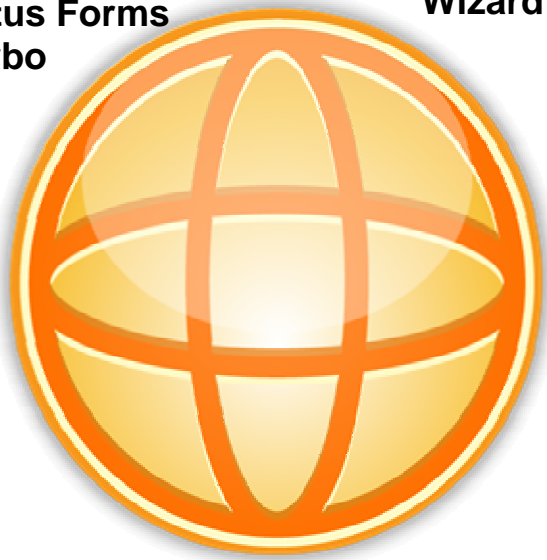
Lotus Forms Turbo

Portal Site Wizard

Customizable Dashboards

Portal Theme Customizer

Inline Web Content Editing



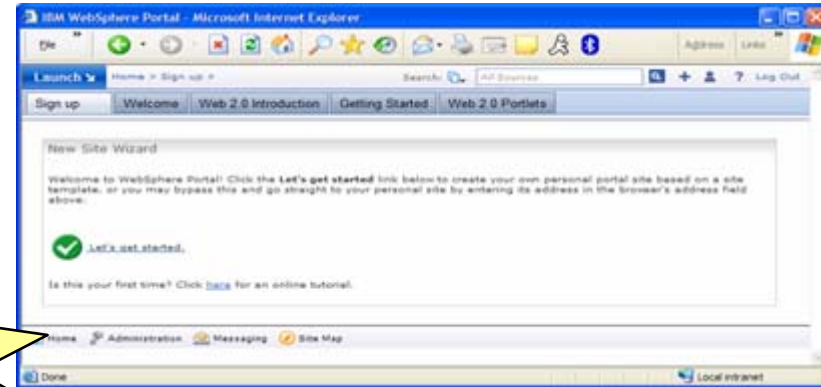
IBM WebSphere Portal V6.1

Respond Quickly To New Business Opportunities

Site Wizard

Create new sites quickly without IT

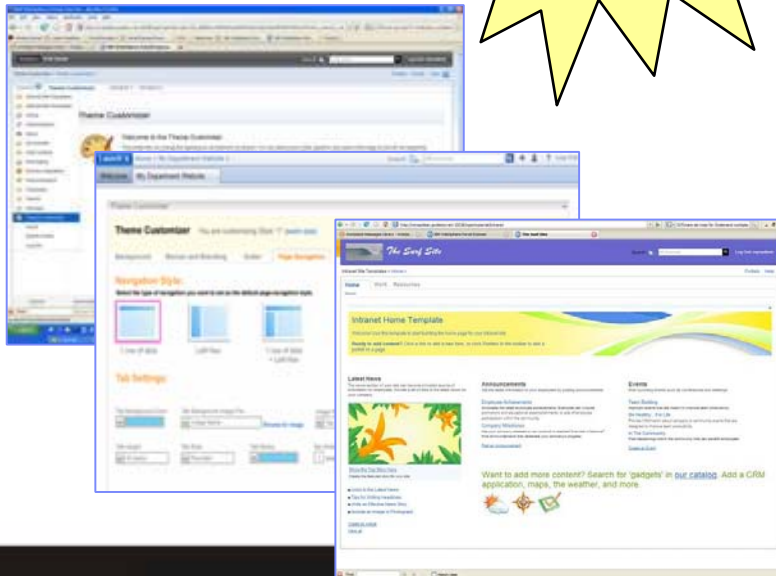
- Create a Virtual Portal
- Enroll users
- Import Portal content



Theme Customizer

Change the look - no coding required!

- Change the banner: logo, color, typography, border, background
- Change the typography: default size, color and style, headline size, color, etc.
- Change the navigation: orientation, tab colors, tab text
- Change the colors: page color or background, highlight color
- Change the buttons: text, color, selected and unselected states
- Show and hide footers, gutters, links, breadcrumbs, etc



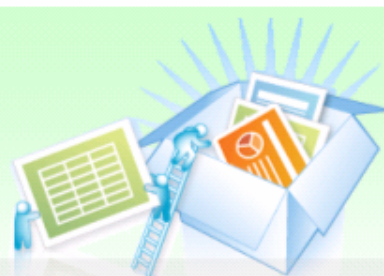


Home

Department Template / Home

- ▶ [About Us](#)
- ▶ [What's New](#)
- [Products & Services](#)
- [Documents](#)
- ▶ [HR](#)
- [Admin](#)

Welcome



Your new Department Wiki is ready to go!

- > To begin customizing this site for your department, edit this content by clicking the "edit" link
- > Browse the site and edit the other pages that have been created as placeholders for your content
- > Create new content using the "create..." links on relevant pages

[Open](#) | [Edit](#) | [Delete](#)

Leader's Blog



Your first blog post
 This is the first blog post. Change this entry by clicking the "Edit" link above, or create a new ...

[Read the leader's blog...](#)

News

- [Welcome news](#)
Welcome to the news area!

[More News...](#)

Alerts

- [Welcome Alert](#)
Welcome to the alerts section!

[More Alerts...](#)

New Products and Services Information

- [Data Sheet: IBM Workplace Web Content Management, Standard Edition 6.0](#)
IBM Workplace Web Content Management, Standard Edition 6.0 - Enables small and midsize businesses to rapidly develop and manage Web content to help drive productivity and reduce IT costs
- [Overview of IBM Workplace Web Content Management Version 6.0](#)
Overview: IBM Workplace Web Content Management Version 6.0

15 minutes later...

Department Template

Department Template / Home

- Home
- About us
- Our products
- Your health
- Responsibility
- Our work with communities**
- Research & development
- Investors
- Media centre
- Careers



Climate change

Energy and the environment... human activity is changing our planet. GSK is playing its part in tackling the issues.

Find out more about climate change

Open | Edit | Delete

Leader's Blog

- [Corporate Responsibility Review 2007](#)
Corporate Responsibility Review 2007 Six Questions. Six Answers. One mission. > > >...



[Read the leader's blog...](#)

News

- [Avandia press kit](#)
Avandia (rosiglitazole maleate) was the subject of an article in the 14 June 2007 edition of the New England Journal of Medicine (NEJM*) about cardiovascular risk. This page provides various press releases
- [Quarterly results](#)
We announce our results on a quarterly basis. This section contains details of our results announcements, to view and download, along with links to related webcasts and presentations. Results from previous years are archived by date.
- [Welcome news for GSK](#)
Welcome to the news area for GSK

[More News...](#)

Alerts

- [Please make sure that you are filling out your HR forms](#)
Please make sure that you are filling out your HR forms
- [World Malaria Day](#)
The humble mosquito may be tiny, but it carries some of the worst diseases in the world and kills more people than any other animal. One of those diseases is malaria. Feared since the days of the Roman Empire, malaria remains a major health problem

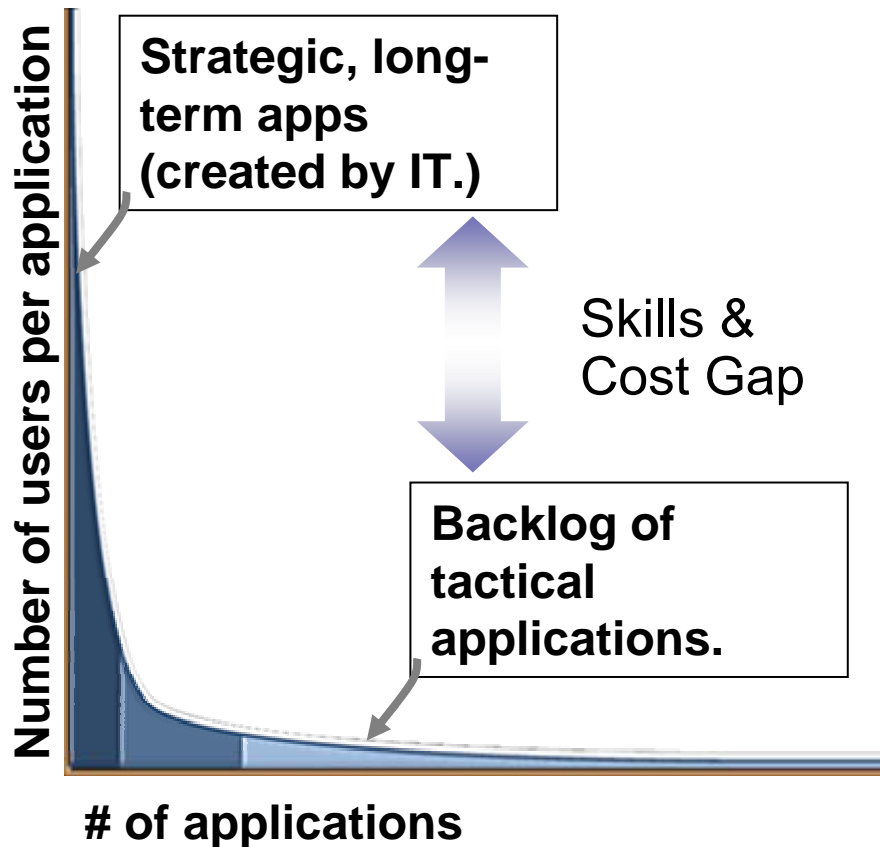
[More Alerts...](#)

New Products and Services Information

- [AMOXIL - amoxicillin capsules, tablets, chewable tablets, and powder for oral suspension](#)
(amoxicillin capsules, tablets, chewable tablets, and powder for oral suspension) To reduce the development of drug-resistant bacteria and maintain the effectiveness of AMOXIL (amoxicillin) and other antibacterial drugs.
- [DYAZIDE - hydrochlorothiazide/triamterene](#)
Each capsule of DYAZIDE (hydrochlorothiazide and triamterene) for oral use, with opaque red cap and opaque white body, contains hydrochlorothiazide 25 mg and triamterene 37.5 mg, and is imprinted with the product name DYAZIDE and SB.

[More Products and Services...](#)

Demand for Applications within the Enterprise



Business Challenges

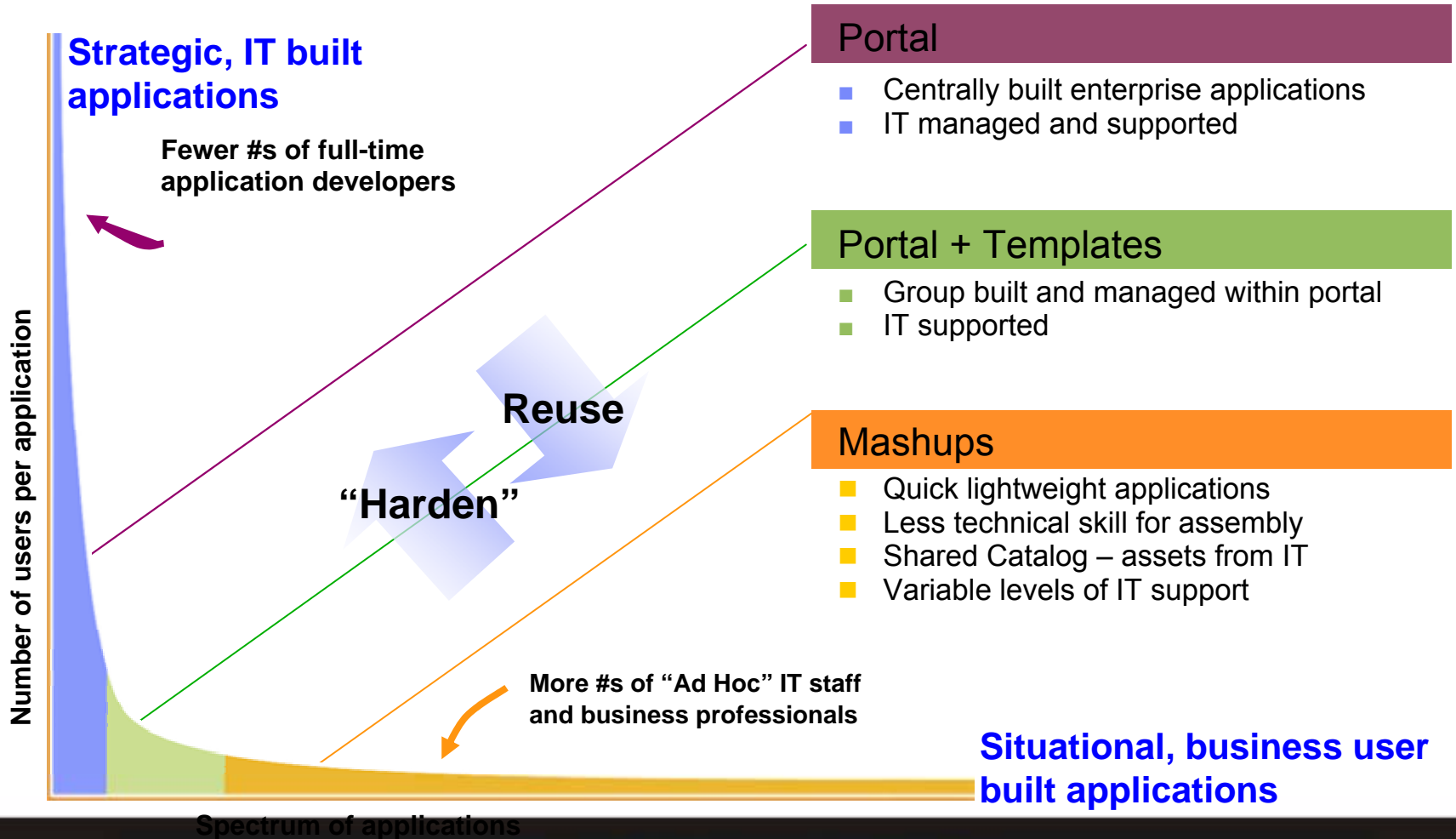
- Lack of agility, visibility, and inability to quickly innovate– IT can't respond fast enough to business requirements
- Hard to Manage, Share, and Analyze information critical to the job
- Silo-ed, outdated, inaccessible data

IT Challenges

- IT is resource constrained, new business requests create a backlog
- Too expensive to use traditional skills/processes for quick applications
- Organizational challenges in crossing system boundaries
- Business needs change faster than ability to change applications
- Business users go around IT – creating more problems

Enabling More People to Do More

Portal & Mashups - Greater Participation



IBM Mashup Center

A end to end mashup platform, supporting line of business assembly of simple, flexible, and dynamic web applications – with the management, security, and governance capabilities IT requires

- **Create** new applications by reusing existing data and services
- **Unlock** Enterprise, Web, Personal and Departmental Information
- **Develop** widgets from enterprise systems
- **Discover** and share mashups, widgets, feeds, and services
- **Transform** information into new feeds



Mashups and Portals

- Mashups deemed valuable for a larger audience could be pushed out to portal for additional management and IT control, such as role-based security, rich personalization services, etc.
- Portals can also consume feeds and widgets generated by lightweight mashup environments.



Mashups, widgets, feeds



IBM Mashup Accelerator – What’s New

Empowering Business Users to Create Web Applications



- WebSphere portal integration**
- OpenAjax widgets**
- Business ready widgets**
- Enterprise security & feed control**
- OpenAjax secure mashups**
- Mobile & expanded platforms**



Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

A final customer example ...

Presented by Tony Re, Director Global IS, Harley-Davidson
at IMPACT 2009, Las Vegas



SOA and Portals are not about Technology

They are however about this...

“We RIDE Together”





“We RIDE Together”



Our GIS Strategic Vision...

- **Common, Simple and Integrated systems Worldwide**

“We RIDE Together”



Dealer Portal Background

- Key communication tool for our dealers
- In place for over 10 years
- Dealers were inundated with content and no structure
- No search capability

“We RIDE Together”



Our Approach – North America

- Selected WebSphere Portal as our Enterprise Portal
- Re-launched h-dnet in North America with ‘Global’ in mind
- Role based security, targeted and restricted content, improved navigation and search integrated with security
- HUGE success with our Dealers!

“We RIDE Together”



Our Approach – Globally

- **Support Strategic Direction**
 - Grow Worldwide Retail Sales by increasing Customer Focus
- **Leverage common global platform**
 - Single front-end for dealer interface
 - Single back end for portal, content, search, security
- **Improve Security**
- **Europe and Australia first**

“We RIDE Together”



Global Challenges

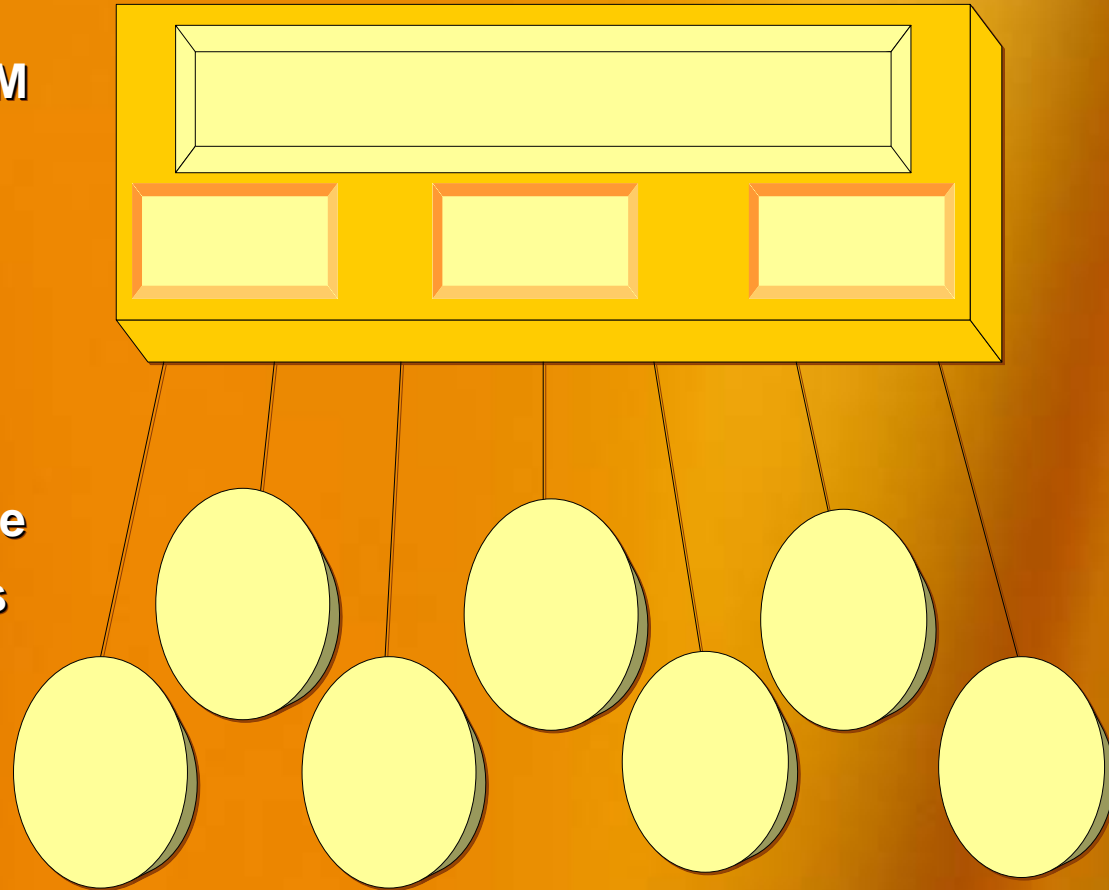
- Old client server system was breaking
- SAP to replace back-end JD Edwards
- Multi-Language Applications, Navigation and Content
- Local Dealer Management System integration

“We RIDE Together”



Technology Leveraged

- **Integrated Security ITIM/TAM**
- **Integrated Tivoli Monitoring**
- **Incident & Problem Mgmt utilizing Tivoli Service Request Manager**
- **Content integration with Documentum and WCM**
- **IBM Omnifind Search Engine**
- **IBM Lotus Forms & Process Server Integration**
- **Omniure Web Analytics**



“We RIDE Together”



Dealer Portal

- Delivering a Personalized User Experience
 - Name and Dealer
 - Role based content targeting
 - Multi-Language
 - Role based application security
- Integrated Search
- Integrated Online Help

Wednesday, April 8, 2009

English (change) | Contact Information | Help | Logout

h-dnet.com
A BUSINESS TOOL FOR HARLEY-DAVIDSON AND BUELL DEALERS

Welcome Adam Acker
HDMC Internal Employee Dealer (2198)
Last logged in: 04/08/2009 12:08 PM

Search h-dnet.com GO

HOME DEPARTMENTS GENERAL OPERATIONS COMMUNICATIONS

MY LINKS MY TOOLBOX

My Reminders		My Communications			My Toolbox
Date	Description	Date	Description	Type	
04/08/2009	Instructor Training Registration Ends for Elkridge, MD - May 9-12 Session	04/08/2009	New Big Book National Traffic-Driving Promotion Campaign (Promo #300) This letter is to inform you beginning April 10, 2009 through June 30, 2009, there will be a national advertising promotion driving traffic to dealerships for...	Dealer Letter	HDU Online
04/11/2009	Deadline to submit claims for Ride Free Offer #2	04/06/2009	Harley-Davidson, Inc. names Keith Wandell President and CEO. Matt Levatich to become Harley-Davidson Motor Company President; Jim McCaslin named Executive Vice President for Corporate Product Planning First things first. I want you to know how excited I am to be joining this legendary company. One thing I've admired over the years, while living here in Harley-Davidson's...	Dealer Letter	Vehicle Information
04/15/2009	Deadline to Order your limited-edition 2009 Celebrate Women's Riders T-shirts and Tanks	04/06/2009	New Motorcycle Competitive Comparison Tool on h-dnet.com! Purpose: We are excited to introduce a new resource, a one-stop competitive intelligence tool that will allow you to compare Harley-Davidson or Buell motorcycles...	Dealer Letter	Vehicle Locator
04/21/2009	Summer Dealer Meeting Registration Opens	04/06/2009	Registration for Summer Dealer Meeting begins Tuesday, April 21, 2009 at 10:00 a.m. (CDT) The 2009 Summer Dealer Meeting Registration will open on Tuesday, April 21, 2009 at 10:00 a.m. (CDT) and will close on Monday, June 15, 2009 at 5:00 p.m. (CDT)....	Dealer Letter	H.O.G. Membership Verification
04/28/2009	Warranty Coverage for Buell Product Program 0502 Expiration	04/06/2009	Single Point of Contact (SPOC) Unavailable - Friday, April 10, 2009 The office of Harley-Davidson Sales Administration (SPOC) will be closed on Friday, April 10, 2009, in observance of Good Friday. Single Point of Contact service...	Dealer Letter	Kit Inquiry
View All Reminders					List Availability Program
					Regulatory University
					SWR Entry
					Service Document Viewer
					Used Bikes
					Vehicle Sales Opportunities
					Vehicle Transfer

SUPER RIDE
TEST RIDE INCENTIVE
Promotion #287

"We RIDE Together"



Portal Security

- Security portlet with seamless integration to ITIM
- Delegated approach enables dealers to control security
- Role based security
 - User access controlled by role assignments
 - Templates allow for easy role management
 - Account status and login information provided

Wednesday, April 8, 2009 English (change) | Contact Information | Help | Logout

h-dnet.com
A BUSINESS TOOL FOR HARLEY-DAVIDSON AND BUELL DEALERS

Welcome Adam Acker
HDMC Internal Employee Dealer (2198)
Last logged in: 04/08/2009 04:32 PM

Search h-dnet.com ADVANCED SEARCH

HOME DEPARTMENTS GENERAL OPERATIONS COMMUNICATIONS

MY LINKS MY TOOLBOX

Employee Management

Dealership Information

Dealership ID: 2198
Legal Name: H-D Dealership Type: Status: Active
City: Milwaukee State/Prov: WI

Employee List

From this screen, you are able to initiate the following activities:

- View a list of your dealership's employees, including their username, role(s) they've been assigned, whether or not they have h-dnet.com access, whether or not they have registered their username, and the last time they have logged in.
- Edit an employee's personnel information by clicking on the employee name link.
- Change an employee's h-dnet.com access by clicking on the Access/Status link.
- Add an employee by clicking on the <Add Employee> button.
- Reset an employee's password if they cannot do their own by clicking on the <Reset Password> button.
- If you have several employees with the same role and/or h-dnet.com access level needs (e.g. technicians), a template for their access can be created through the Template Management link and then can be copied for each employee.

[Employee Management](#) | [Area Management](#) | [Tools Management](#) | [Role Management](#) | [Template Management](#)

1 - 25 of 79 Next> | Last

Username	Full Name	Role(s)	Access/Status	Last Logged In
<input type="checkbox"/> a.acker	Acker, Adam	Buell Vehicle Assistant Sales Manager Finance and Insurance Business Manager H-D Vehicle Sales Manager Successor h-dnet Security Administrator	Yes-Enabled	04/08/2009 04:32 PM
<input type="checkbox"/> a.acker1	Acker, Allen	H-D Vehicle Sales Manager	Yes-Enabled	
<input type="checkbox"/> s.adams17	Adams, Scott	Buell Vehicle Assistant Sales Manager Finance and Insurance Associate H-D Vehicle Sales Associate	Yes-NR	
<input type="checkbox"/> s.adams15	Adams, Steve	Apprentice (Europe Only) Assistant General Manager Finance and Insurance Business Manager	No	
<input type="checkbox"/> s.adler	Adler, Steve	Marketing Assistant Manager	Yes-Enabled	01/09/2009 09:21 AM
<input type="checkbox"/> j.admin	Admin, John	General Merchandise Manager h-dnet Security Administrator	Yes-NR	02/15/2008 09:48 AM

“We RIDE Together”



Business Value Delivered

- **Real-time Ordering and improved Order Visibility**
- **Accessible from anywhere**
- **Consistent look and feel**
- **Improved Navigation and Security**
- **Uncovered local Dealer issues ahead of SAP Rollout**

“We RIDE Together”



What Dealers Are Saying...

- **“It’s wicked”** ... *Jon Millard – Silverstone H-D*
- **“Finally, something that works”** ... *Robert Sleat – Silverstone H-D*
- **“It’s a really big improvement”** ... *John Phelan – Oxford H-D*
- **“This is the best day of my life”** ... *Steve Willis – Shaw H-D*

“We RIDE Together”



What's Next

- Upgrade to WebSphere 6.1
- Leverage for Employee Portal
- Consolidate Portal technologies
- Leverage enhanced inter-portlet communication features
- Social Networking/Web 2.0 features



In the end it translates into...

“We RIDE Together”



...an Exceptional Experience!



"We RIDE Together"

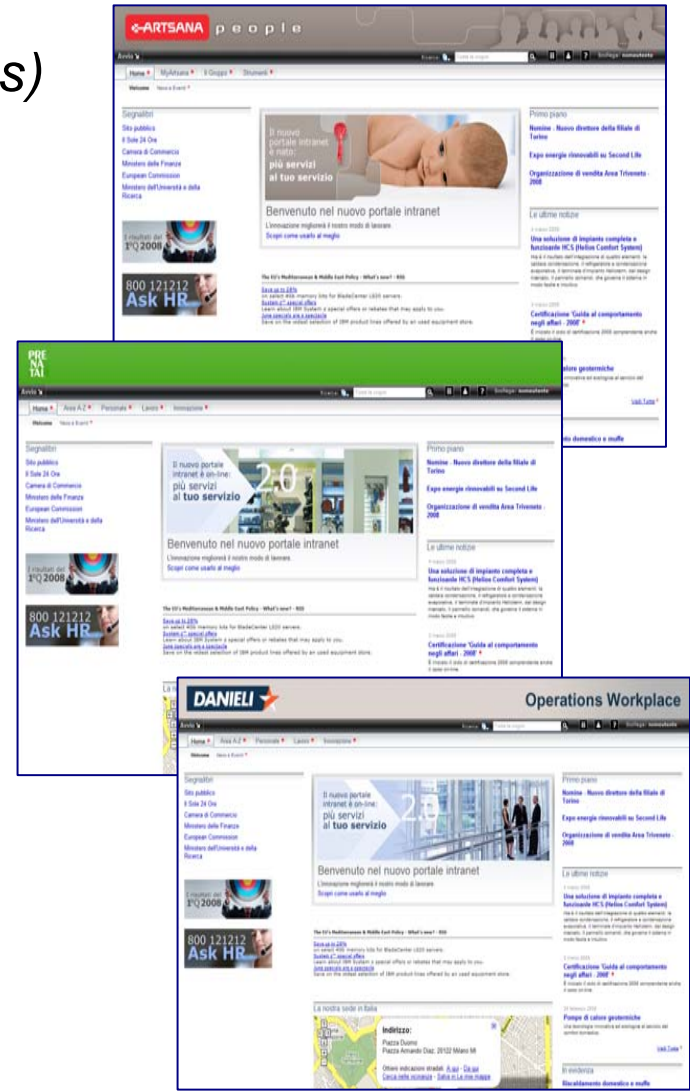




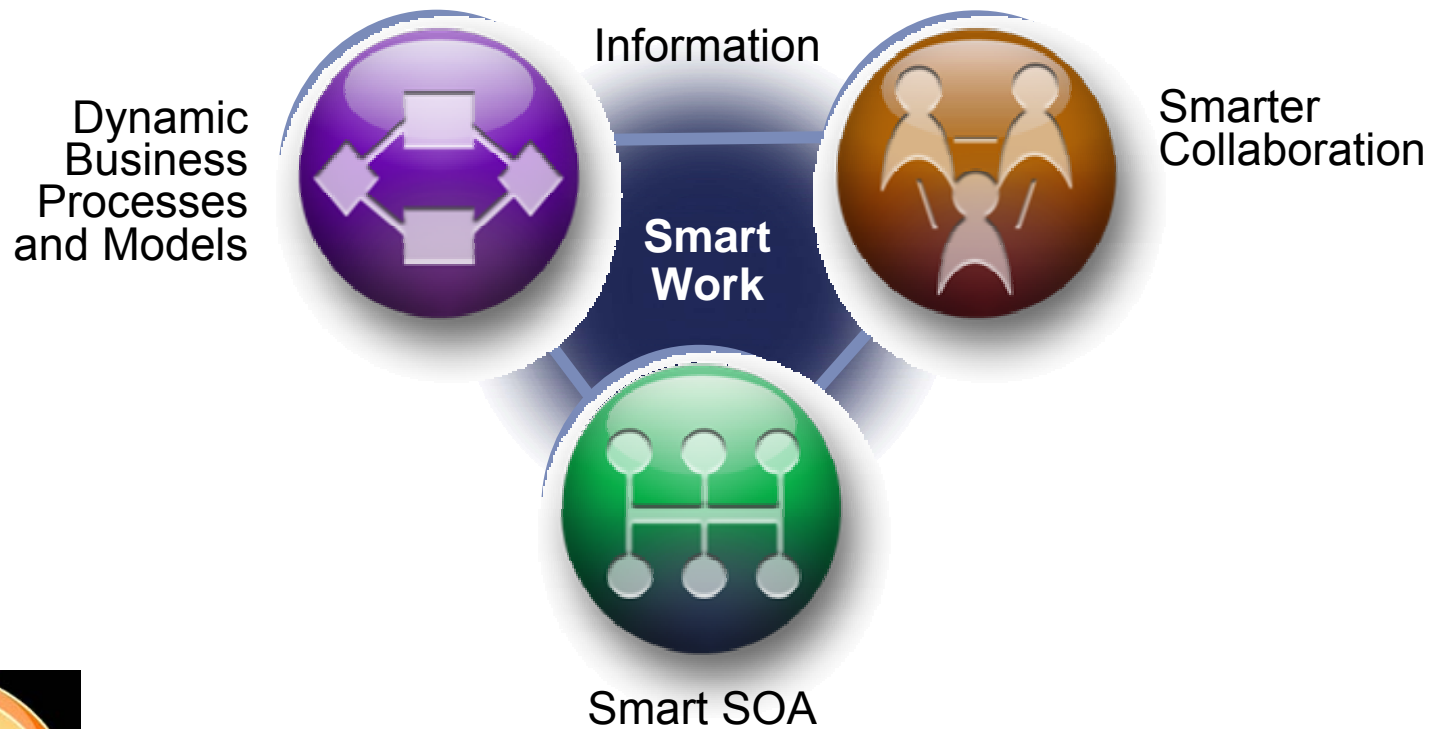
Getting started is Easy

(as well as moving forward to exploit new features)

- There are many more reference customers for WebSphere Portal out of our huge install base
- Leverage Portal NOW
- Speak to us at the conference or visit one of our lab briefing centers



Smart Work starts with a Smart User Interface



**Exceptional Web Experience
delivered by WebSphere Portal**

Smart Work for a Smarter Planet



Thank You

