

IBM

**Moderator: Angelique Matheny
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12:00 pm CT**

Operator: Good afternoon. My name is (Jennifer) and I will be your conference operator today.

At this time, I would like to welcome everyone to the Rational Talks to You Conference Call.

All lines have been placed on mute to prevent any background noise. After the speakers' remarks, there will be a question and answer session. If you would like to ask a question during this time, simply press star then the number 1 on your telephone keypad. If you would like to withdraw your question, press the pound key.

Thank you.

Ms. Matheny, you may begin your conference.

Angelique Matheny: Hello everyone and welcome to this Rational Talks to You teleconference as (Jennifer) stated.

Today's teleconference we're going to cover New Web 2.0 Features & WebSphere Portal. I'm Angelique Matheny with IBM Rational and I'll be your host for today's call.

In today's teleconference, IBM WebSphere Portal product experts and market thought leaders will provide insight into the recently released IBM WebSphere Portal V6.1 Release.

Today, we hope to broaden your knowledge, provide feedback on new features and get your questions answered.

I just want to make some quick introductions. First, please welcome (Lauren) Windel, IBM Product Manager for WebSphere Portal and WebSphere Everyplace Mobile Portal. (Lauren) also organizes content presented at the WebSphere Portal technical conferences.

Joining (Lauren) is Stefan Liesche, the Chief Architect for WebSphere Portal Accelerators and the WebSphere Portal platform working on the technical side of IBM's market leading portal product. Stefan has been working with Portal Technologies and is also an appointed senior technical staff member of IBM in Open Group Master Certified IT.

And also with us today, Thomas Stober, Lead Architect for the WebSphere Portal Foundation. As a release architect, Thomas has been the technology focal point for Portal 6.0 and 6.1 and the co-author of the book "Pervasive Computing Handbook."

Now, you won't find any slides for this teleconference. These calls are really for you. We'll let her open up the lines and you will get a chance to get your questions answered and the opportunity to discuss what's on your mind even if

this is the first time learning about WebSphere Portal software. So don't be shy. We want this to be interactive and this is your chance to get your questions answered.

As the operator mentioned press star-1 when we open up for Q&A and we'll open up your line. Also, if you'd like to submit questions to our panelists regarding today's topic after this teleconference, please email us at askusnow@us.ibm.com. That's A-S-K-U-S-N-O-W @us.ibm.com. Just put the title of this teleconference on the subject one.

Well, I think you've heard about enough for me, so let's get started.

(Lauren), I'll turn it over to you.

(Lauren) Windel: Angelique, thank you very much. And to everybody on this call, thank you so much for spending time with us this afternoon, this evening or this morning, depending on where you are in the world.

My name is (Lauren) Windel and I'm going to take you through a brief overview of our latest product, WebSphere Portal 6.1, which released last month. Then we are going to focus on in particular during this session the new Web 2.0 enablement features of the release.

And we will focus in a couple of areas during this discussion, focusing on the new Web 2.0 capabilities that are technical enablement points including things like client segregations, the new RAS services, new live text capabilities. We'll talk a little bit about Google Gadget integration which is of high interest to so many of our customers, and also new support for social services that you can incorporate into your WebSphere Portal applications.

We will add points during the format, talk about those particular topics. We'll stop, we'll take questions on those particular points. We also know that a number of you, some of whom appeared to have familiarity with WebSphere Portal have submitted a number of questions that are pretty specific, and we will also make sure to take time to address those questions as well.

So again, as Angelique mentioned, you know, wherever your starting point is with WebSphere Portal, we're definitely happy to work with you during this hour, point you to additional resources and make sure you get the understanding you're looking for about WebSphere Portal technology, which continues to be a very useful technology for so many customers around the world. The market is driving WebSphere Portal in very interesting areas.

And many customers are realizing the benefits of leveraging portal technologies to manage the communication with their employees, transactions and business operations with their business partners, and increasingly managing - leveraging the personalization services and aggregation services of WebSphere Portal to present very compelling consumer facing, our customer-facing portal applications.

And we'll talk through those as we talk to some of the features of WebSphere Portal. WebSphere Portal 6.1 is our latest release, as I mentioned. And we've put a lot of emphasis in this particular release in enabling Web 2.0 capabilities as I mentioned earlier, so providing for end users a very responsive participatory user experience.

We've also focused on ease of use capabilities. So for example, end users can now approach WebSphere Portal 6.1 and leveraging a wizard called the "New Site" wizard actually go ahead and create their own independent portal. That's

something that years ago used to require a fair amount of development and consulting with your IT staff.

So with this release, we've taken that to a whole new level enabling business managers or even end users with appropriate privileges to go ahead and create their own portal sites, you know, incorporate they own users and really start to productively use the portal for their own business users very easily, you know, really within the space of 15 minutes depending on the requirements of your portal.

We'll talk about the technical enablement points of Web 2.0 which again deliver increased performance across many scales in a much more participatory and satisfactory experience for end users. IT administrators like these capabilities as well because as those of us who run servers know, you can never deliver a performance that's fast enough.

And this certainly boosts performance, not only for applications that you create on WebSphere Portal new on 6.1, but it also gives performance benefits to your existing applications that might, you know, might reside on an earlier version of WebSphere Portal. So that's a win for everybody.

We also have new capabilities that allow for ease of your customization such as the new theme design portlet that we've provided with this release. We also have updated the included Web content management application which includes out-of-the-box templates that you can use to create employee facing or customer facing Web sites out-of-the-box. We give you those capabilities, you can go in, use those and modify those as you would need.

So again, increasing your time to value by letting you leverage the out-of-the-box capabilities that we provided with the product.

We've also provided a number of capabilities that make it easier to manage and configure WebSphere Portal. So for example we have a new capability called Site Management which makes it very easy for you literally just using point-and-click operations to identify applications on a test server and very quickly move them to production with all the controls in place that you might want.

For example, leveraging those capabilities, you might want to be able to leverage workflow to be able to have a certain set of users view those changes before you open a map to the greater population.

So this new Site Management capability makes it very easy for you to control, moving applications from a test to production server with the capability to limit that initial release to a certain set of users for verification if that's indeed what you want to provide to your greater community. Also with rollback services, (unintelligible) if you didn't like what you put into a test production, you can roll that back. And that's customers are telling us that's a great feature to have, so a lot more control.

We have greater integration with underlying WebSphere Application Server 6.1 configurations. So it's even easier to deploy new applications on WebSphere Portal, manage certain components and equally important, you're able to actually monitor the performance of new applications using the WebSphere Application Server console to be able to understand and really pinpoint on any performance issues with specific isolated applications before you roll them out.

Other very important new introductions with this release, our support for the latest portal standard. As you know, if you worked with IBM, IBM endorses

and puts a lot of resource behind the development of open standards across vendors, across operating systems which provides all of our customers and the IT community with many benefits of being able to easily integrate across applications.

On our portal team, we actually have architects who participate in the portal API standards, the JSR 168 maybe familiar to you as successor JSR 286 is enabled now in WebSphere Portal 6.1 as is WSRP, the Web services standards that encourages cooperation across different portlets operating on portal applications or different servers. And WSRP 2.0, the very latest standard, is also supported in this WebSphere Portal 6.1 release.

So again there's a quite a bit that we deliver to you in this release. It is a fairly major release and we look forward to uncovering more details on through the topics that - through the particular focus areas that we'll be talking about today as well as your questions. So we look forward to receiving your questions too; we'll keep it participatory.

So with that I will turn the call over to Thomas who will talk about the new Web 2.0 enablement capabilities, client segregations and associated APIs which deliver a lot of these user performances that I mentioned.

Thomas Stober: Okay. Thanks, (Lauren).

This Thomas Stober here. Hello. Is everyone here?

So what I'll do now, I'll start in one particular topic here and dive a bit deeper. Web 2.0 in generic is a very generic term. So it comprises a lot of social aspects, social computing and as well as also technology aspects, which are beyond collaboration, participation, and leveraging the wisdom of crowds.

So one of the technology aspects I would like to focus on right now is the client segregation. So you all know the classical model of a browser is the traditional full page reload, so you send HTTP request to your server, to your portal through WebSphere, and what you get is the full page.

Now a key technology here is part of Web 2.0 is Ajax. And the key here is that you only download from the portal server what you always - what you need, what has changed since the last HTTP request.

And one way here really is that on the client side, we provide a special team, our client segregation's team. So once the page is loaded to the client, we build on the browser a model of your page. And we only refresh those pieces worth changing. So when you change a portal and portlet or (wizard) or whatever you want to have from the clients, only that information is retrieved again.

So this is of course as you can imagine saves a lot load on the server to increase your performance, you're much more flexible. And also you get a much better user experience in your browser because you don't have those white blank pages in between during the reload; you really have a nice user experience with that load.

And what's also important is it's not only about the UI element which gets reloaded with the client segregation. What you can always also leverage is the data reload in a more efficient way because what you can do, you can tap fee for many service provider who delivered your data and you mix that data into user interface on the browser side.

So again, the key benefits of the key client segregation is to provide with a much more enhanced and nice user experience on your browser, and your off-loads, performance load from your server.

With that, (unintelligible) on the client segregation and what we said here, we want to do Q&A after each of those topics we want to highlight. So please open the lines for the questions now, (Jennifer).

Operator: At this time, if you'd like to ask a question, please press star then the number 1 on your telephone keypad.

We'll pause for just a moment to compile the Q&A Roster.

Your first question comes from the line of Ed Janx

Mr. Janx, your line is open.

((Crosstalk))

Operator: Okay. We'll move to the next person in queue.

The next person is Michael Steck.

Michael Steck: Hello. My question really is in regards to the reduced server load that you're mentioning with these of Ajax. Do we have any specifications or benchmark numbers that come out to show any kind of reduction or what the production would be?

Thomas Stober: Well, we don't have benchmark numbers which you can easily use. So it's strongly depends on the application. So you can imagine that if you have for

instance email portlet, whether UI is rather static but the data changes frequently, if you solve that problem by for instance using a feed which serves you with email if you want to display, then the performance gain is significant because you don't have to refresh and refresh.

So it really depends on the application. So you need to look what you want to do, what is refreshing, what is static and then you can make a decision. And you can also mix from the same page portlet which do the client segregation and consume fees and others, you can just leave the way they are. So that depends.

Michael Steck: Yeah, so a lot of variation there.

Thomas Stober: Yup.

Michael Steck: Okay.

Thomas Stober: Probably one aspect to add to that. When you do individual request coming from the browser to the server, you get actually two benefits. First, the server only needs to regenerate the fragment that you just requested. And the second one is as you only get a single fragment in divert. You can apply your caching logic to the single fragment and don't need to go the minimum for all fragment container in the page.

Michael Steck: Yeah, sure.

((Crosstalk))

Thomas Stober: So if you have areas that are fairly static mixed with very dynamic area, you get a far higher caching rate which significantly contributes to that user

perceived performance when they spend more times on a single click on the page. So applications benefit the most. If it's just the news page where people wouldn't (dibbling) be blink into, you wouldn't probably see any gain.

Michael Steck: Okay.

Thank you very much.

((Crosstalk))

Man: Any question.

Operator: Your next question comes from Ed Janx.

Ed Janx: Hi. I'm wondering what the preferred or recommended integrated development environment is for the portal, particularly within the IBM brand?

Thomas Stober: Well, it depends again. It depends what you want to achieve and how flexible you want to be. So definitely, an excellent tool for the development of portlet is the Portal Factory. This gives you a very easy, very quick wizard-based (more or less) access to development and produces very quickly your portlet. So that's an excellent way to deliver - to create and develop portlet.

The other way is really use the RAD tools which give you a little about flexible because you can do decisions on your own. You don't get that grid or you don't (hit stop) generate, you can have control on every single line of code. That's the other major (unintelligible).

(Lauren) Windel: This is (Lauren). I'll just add to that. Customers have seen very good success with Portlet Factory and all of the tools including other tools can be used to

create portlets. But in particular, Portlet Factory, I think customers see very good success with that because it does have sort of a model-driven approach. And that means for example, if you want to create portlets to a number of SAP applications, you can build that portlet interface once. And again, it is point and click and Portlet Factory actually has a number of builders that let you select what you essentially want in your portlet.

You save that model once and then you can sort of reapply that many, many times against different SAP business objects, tweak a little bit for each business object. I've customers in a few days create say 50 portlets to an SAP system. So there's a lot of benefit from that approach and customers really have gotten up and running pretty quickly, which is just another example of how you (fill) that tool in particular.

Ed Janx: What about for non-portlets, say for developing Web applications that will be exposed to the portal or a lot of content-based applications that will be accessible via portlets or via the top of a portal pages?

(Lauren) Windel: There are a number of different approaches. I'll start and I'm sure Thomas has 1752to follow and jump right in. We have technologies that are very simple, you know, for example the Web pages portlet which lets you essentially enable an I-frame like experience which is quick, pretty static, but you are able to expose that Web page.

With Web clipper technology which enables you to point to have an external Web site and essentially pull back content in where the portal is actually acting as a client presenting dynamically information from that external server.

And there are a lot of controls within that Web Clipping approach. And I would say that far, many of our customers, probably 90%, have used one or the other or some combination.

With WebSphere Portal 6.1, we've taken that concept a bit further and we have something called the Web Application Integrator which lets you identify an external Web server and essentially pull it in as an embedded part or it appears to be an embedded part of the portal navigation. That's really (close) and very satisfactory experience. And we can probably talk a little bit more about that.

So those are the three techniques. Another new one that comes with WebSphere Portal 6.1 that's quite popular and has been very well received is something we called Static Page Integration. And it's kind of a funny name in the technical term, but it essentially lets you use your development tool of choice.

Say you're an expert in Dreamweaver. Create your gorgeous, you know, HTML page and then you can simply go into the administrator functions of WebSphere Portal Create a new page and point to that application, that page where you developed with an external source, and pull that in and present it as it is, you know, native WebSphere Portal content.

So that gives you a lot of flexibility. It also starts to open up the portal to a wider set of development skills or design skills. So if someone who is expert in Dreamweaver and maybe now another portal development tool can now easily add their own contributions to WebSphere Portal.

And of course we also have our included Lotus Web Content Management application which is a full-fledged Web content publishing environment. So

you have a number of different approaches that you can use with WebSphere Portal, really there's no limit.

Stefan and Thomas, anything you'd like to add to that.

Thomas Stober: I just wanted to emphasize again this static page is HTML page integration. This is really great stuff. And the possibilities you have to create - really create these pages is incredible. You can use the tool of choice, you can use the richness of HTML, and you just integrate into portal. You can have portlets of those HTML pages which behave just like portlet on traditional portal pages.

So, I would suggest before I switch to the next topic, maybe one more question?

Operator: At this time, there are no further question.

Thomas Stober: Okay. Excellent.

So, I would like to move to RAS services because that's another key element of a Web tool strategy. And just to jump a little bit more to something generic, so portal is conceived as a great tool to integrate, various backend systems to consume from various sources, you know, to share this environment. So it really combines data information users to a user experience front-end.

But besides that, it's also producer of information. And that's something we're exposing with RAS services as feeds. And those feeds can be consumed by other products. And they are consumed by other products, you know, in a Lotus strategy.

So, while we're consuming a portal services like auto portlets, like Web services, WSRP portlets on remote systems, HTML, we talked about that, portal can also produce information and services which can be consumed by virtually anything else.

And one thing we change on the technical side, you know, architecture is that besides the typical entry into portal by our HTTP request and respond, we also opened a door which is called our Feed Provider which allows you to retrieve information about your page layout, about users, about configuration, and many, many other things.

And we're using that backdoor, for instance, to do our clients (identification). So, this is exactly the way our clients and (team), which we talked about in the previous section, get all the information about the page structure and the things which are loaded and managed by the browser. But this factory is also open to our customer in terms of public API.

So that's the second major point which I wanted to raise. I think this is significant architectural enhancement in Portal 6.1. And I'm happy to take questions now to this second topic.

Operator: At this time, if you'd like to ask a question, please press star then the number 1 on your telephone keypad.

At this time, there are no questions.

Thomas Stober: Okay. So...

Angelique Matheny: So, (Lauren) and Thomas and Stefan, I had some questions coming early about this particular topic that came to the Ask Us Now mailbox. I'll start

with this one. Are there other IBM products that take advantage of RAS services that can now be used in portal?

Thomas Stober: Yeah, obviously, there are. So, RAS services or IBM has a greater (story) in only the UI. The RAS services as an architectural principle that actually is used for a long time within the Web as a key driver to define dateless access to individual components and servers and data items, which actually mandates or drives towards a very decomposed architecture.

So, you will see that across a lot of products within the IBM portfolio. Notably, within that is our quicker product that provides Wikis and blogs and document management libraries and all the information about the content in these libraries, and the content itself is completely available VRP.

Our second product in the same family, they are bundled also within the collaboration accelerator is Lotus connection that (bides) blogging activity services and book-marking services that you can use. And all these data is not only available through the UI interconnection service but also available through RAS services.

And when we talk about data being available through RAS services, it means they follow a well-defined naming schema URL pattern that public clients who can use them can rely on them. And IBM promises to keep them stable for an extended period of time, across release and we will announce whenever (incompatible) changes come out if there's enough time to move to the newer version before the older version would go away.

But it doesn't stop at the WPLC products. So it also goes down into the app server Web. The Web 2.0 feature pack provides actually access in (unintelligible) format and feed format to a lot of RAS services that you might

have provided within your (unintelligible) environment that you can directly exposed to the Web 2.0 (world).

Angelique Matheny: Thanks. (Jennifer), are there any questions in queue?

Operator: Yes. You have a question from Harshdeep.

Harshdeep Sklara: Yeah. Hi. See, I have two questions. First, how was the security model changed in 6.1 with the WM - coming into the WM perspective?

And second thing, is there anything IBM has done to streamline the solution process for portal?

Thomas Stober: Okay. The first question is the security model has not really changed. But we're using a different components from the (wire) side. From RAS application server side, it's no longer WMS, now VMM. So this has a couple of implications on portal and on those customers who are using a custom user registry in some cases.

So, that's - it's an enhancement of our infrastructure. There are security enhancements which you made in particular for Web Sphere to make that secure. So, for instance, in order to consume information, the client segregation from multiple sources we have on the portal server or Ajax proxy, which is a security component to which the browser goes in order to get information and that proxy can redirect to different sources to gather information in a secured manner.

So, that's maybe the, I think, the significant change or enhancement I would rather say in terms of security.

The other question you asked was about installation. So, I think one of the key innovation areas or improvement areas which we're pursuing in portals since 6.0 is really to make it easier for you to maintain an install a portal survey. And we're continuously going on that route to get the install done quicker, so faster and simpler. And I think we've got another milestone on that Lotus with 6.1.

There are no significant changes in terms of hey, this is completely different than in the past, but we're just trying to solve the ends and the odds to make it more straightforward and easy.

Man:

And probably one thing you would recognize when you initiate the installing portal that there's a panel that will ask you what you want to install. So, we provide a panel where you can select I want to install enhancement portal that only has the admin pages, so that you can directly start up and bringing your own content to populate the My Portal site.

And also (unintelligible) demo site and samples of pages we have already populated. So if you want to learn about portal and play with it, that will be the convenient way to install.

And as the (unintelligible) for developer community and trusting install option is to use the (unintelligible) and install and run a smooth complete step that is documented as the last step in the install that you run to completely take down the recycle time of a portal server during development below minutes.

So, when you start and you change your (unintelligible) class that is loaded in the shared library and you can directly recycle portal server, get in new classes and you don't need to wait minutes, so that is actually below minutes, which are probably some enhancements we did that you recognize when you initiate

the install and on the others where reliability and stability items that Thomas has mentioned earlier.

Thomas Stober: But the thing as far as the install option or something to highlight because many customers in the past had issue; they wanted to start up with their own content from scratch more or less. So now you have the opportunity to install completely empty portal and then you can have the choice yourself what you want to install and what not without first removing the pre-deployed content.

So, that's, I think, also something which makes it easier especially in the environment with a complex (stage) into production process.

Operator: At this time, there are no further questions.

Thomas Stober: Okay. So, I'll move to second Stefan now.

Stefan Liesche: Okay. And I'll pick it up from there.

Sorry. I was speaking before, but I didn't tell you which name goes with that voice.

Well, I'm Stefan. And Tom and (unintelligible) we are room sharing. So it was very easy for me to jump in before, and so I gratefully did.

The next topic I would like to bring up is called Live Text which processed a very important step forward to opening up context to other areas. So, when you look into what IBM was doing when we were leading the standard on JSR 286 and WSRP 2.0, the main enhancements centered around standard ways or components to send out event or receive event or read and consume public

rendered parameters to get more components on a page behaving context on a single page.

IBM had that technology for a long time, so, in part, we introduced back on 5.0 version. And we had a lot of positive customer interactions and customer feedback on that. So, we were taking that forward and made it available to the broader market, we're taking it to the standards body. And that was incorporated with the vision in mind that a really productive, efficient user interface and the Website people like to come back really behaves (unintelligible).

But we didn't want to limit the ability to provide - to only portal (component). We're talking about other ways how content can be consumed within portal. You can have static - or it's not really static, it is HTML pages and they might even contain Java script if you wanted to, to make them dynamic.

So, if you have markup pages that go in, if you have got content coming from a content management system or markup coming from another backend system, how can you get the context transfer from these spaces into your other applications that they can pick up the context and allow the user to progress from these (unintelligible) or static parts into more into active dynamic components and take them (in transition done).

And the technology we're using is called Live Text which is based on text that you inject right into the HTML markup. And portal has ability (unintelligible) actually indexes this text markup and allows you to click on them or allows the user to click on them and drive context to other components around.

And actually, to make that story complete, there's a wealth of types that we support - auto support. One example is a (V card). If you have a person

identified in your markup somewhere, you can put a (V card) identifier surrounding that, and then the person would automatically be injected that you can get, for example, the (person card) is displayed when you click on the name.

And you can also go beyond and invent your own types and (plugs) them into the Live object framework that we are providing that provides that dynamic behaviors.

And even further, if you invested into portlet and continue to write your application in portlet in JSR 286 and has the (eventing) model or JSR 168 plus property broker, they actually tend to become consumers of this context automatically.

So, you don't need to decide to either go to the (eventing) model and programming model or follow the Live Text. The portal makes sure that all the event consumers' portlet that can receive events from other components automatically enable to receive events from semantically text environment as well.

So, you can actually have a portlet receiving an event and you have a static HTML page where you inject the semantic text, click on it and your portal will get an event delivered on a server that carries the page load carrying forward the context that you were driving into.

So, I think I have to stop at that point before I get too excited. And if there's some question, we can open up the line.

Operator: If you would like to ask a question, please press star then the number 1 on your telephone keypad.

At this time, we have no questions.

Woman: Stefan, I have a question for you. How long does it take to implement Live Text? And are there any specific technical skills required?

Stefan Liesche: Okay. So, injecting Live Text into the market that you would like to have doesn't require any skill beyond HTML. So, you can really go there; it's another (TAC), you put in the (span) element, put in the class name you want to decorate the markup with and you're done. So it's a matter of seconds or minutes to inject that specific markup area.

As you wanted to plug in something into the Live object framework as well that you have your own (handlers) or types like order entry items or specific customer IDs or whatever you might have, you would implement another JavaScript library. And the (sizing) that we typically get from our teams asking them to implement the certain types we are already supporting, we get (sizing) back in the range of days (for secure) development.

That's really not a complicated, sophisticated infrastructures that you need to do. It's very straightforward and documented into (info center) and just start from there.

Angelique Matheny: Thank you.

(Jennifer), do we have any questions at this time?

Operator: Not at this time.

Stefan Liesche: Okay. Probably, I'd really (addressed) (unintelligible), but I'll add one.
Nobody asked me whether the idea was Live Text and event and window parameters were locally as well as...

Were the portlets could be installed in the same container (unintelligible)?
And the answer I would hope to give to that question was no, there isn't. So, you can use it locally or remote; it's all the same -- WSRP 2.0, JSR 286 are so closely aligned that Live Text, eventing all works within the single JVM, a single portal or across multiple portal boundaries when you're injecting...

Okay. I'll leave the topic, otherwise, I've got one (for hours).

(Lauren) Windel: I was just going to say - this is (Lauren). I think that Live Text maybe pretty new to people, but it is a great way to be able to work within one application. You know, just (hover) your texts over particular field like a draft and automatically get that address coming from another application on the same page. It really is quite dynamic and responsive and very useful and, you know, sort of ground setting Web 2.0 like in this experience.

And if people want to visualize what we're talking about (unintelligible), there's a very nice demonstration if you go to the IBM.com Portal page. There's a Web - there's a Portal 6.1 demonstration which actually shows you Live Text.

So, if you're not familiar with what we're talking about and what it actually looks like, you can go to that demonstration and you'll see what we mean. So we encourage all of you to take a look at if you haven't seen the WebSphere Portal 6.1 demo off of the IBM Portal page, go ahead and do that.

Operator: You do have a question from the line of Michael Steck.

Michael Steck: Yes, on the Live Text, you said it's injected into the HTML markup. Is that the only way that Live Text can be used or implemented, I should say?

Man: Yeah, I think, the answer is yes. So, what really works is to have the (TAC) and the markup and then a Java script calling function identifies the (TAC) and injects the menus in that place. You can also automate the injection of these (TACs) if you wanted to so you can have intermediary filters that would inject the markup if the markup in the original source isn't already (tacked). But what really make the user experience (behavioral) look is the markup itself.

Do you have a specific area in mind in the way you'd like to inject them beyond the market?

Michael Steck: No, just trying to understand how you use the Live Text.

Man: Okay.

Thank you for your question.

Operator: And there are no further questions.

Stefan Liesche: Okay. And then I'll go ahead with the next topic I had on my list which is the Google Gadget integration that we provided already on Portal 6.0 and continue to do. And we also improve that from the very first inception where you can actually go download Adobe gadget portal from the catalog install on top of your portal server, and then you as an administrator can go up and grab - get it from the gadget catalog and inject them and use them within your portal site.

Well as the end-user, you would just see a portal on the page that you can drag around as any other portlet, so you can use it very straightforward and the way you use this other portlet.

If the administrator allows a little bit more control to the users, you can also allow the users themselves to go up to the gadget catalog and pick the catalog for (the round) that they place on to their pages and work that way.

But in the very first version, the gadgets were just on the page and displaying the information. So, we enhanced this quite a bit to get context also in these spaces. So, in the current version of the Google Gadget, you can actually send events from your portlet into the Google Gadget, and then the Google Gadget will respond to these events; was displaying information that corresponds to the context that you were sending in.

Example might be you're sending in a person name and you get all the recent blogs that this person has done on his blogging Web site if you use the Google Gadget to show his blogging website. And you can do this kind of scenarios out of the box with the Google Gadget portlet.

To make it easier to adopt the events that you are sending to the way as the Google Gadget receives this event, there's a little transformation engine embedded into the Google Gadget portlet that you can use to transform the event into the right ID or into the right configuration that the Google Gadget, will understand. So, you can decouple the two with this flexible transcoding engine that takes an event to formulate it into the right configurations screen that are then handed off the Google Gadget.

That also obstructs you from the way if the gadget happens to change. Then you can adopt that little adoption engine and don't need to change all the events in the portlet that you were sending out.

With that introduction, I would be curious if there's questions on that topic. And I would give it to you, (Jennifer) to ask whether we have somebody on the line.

Operator: At this time, if you would like to ask a question, please press star then the number 1 on your telephone keypad.

There are no questions.

Stefan Liesche: Okay.

Do we have any feed questions on that that were sent in before or don't we?

Angelique Matheny: Yes, we do. I have a couple of questions.

One, how many gadgets are there?

Stefan Liesche: Well, that's hard to say. The easiest one is going off into the catalog side and count them. I think it would be probably (650,000) or something.

(Lauren) Windel: It's actually way over that. This is (Lauren). It's grown as financially. So, there are a number of gadgets out there and - yeah, so, there's really no limit to what you can integrate.

And again, customers love the fact that, you know, you're able to use this portlet as Stefan said, make it available to you, your administrator or to end-

users who can very quickly incorporate, you know, the gadget service that they might like such as, you know, package (tracking) or, you know, Wikipedia for some quick research, or you may elect to make these gadgets accessible for your portal long term. That's up to you.

So, it's definitely sort of support that ad hoc, I-need-it-now situation, as well as your long term requirements that you might have. And customers really like the fact that you can mix external services that people are quite used to using in, you know, their home environment and, otherwise, into your portal, but leverage the portal's ability to control what's exposed to your user population.

So it's a great combination. And the number of gadget continues to grow. Google has been very open about providing their direction as to how to create gadgets. And there are a number of people with creative imaginations out there. So you'll find a lot of utility and other classes of interesting applications. That's what we're seeing.

Man: I think it's another point to mention that we have very strong story. In the raised funds in the past, it was easy for portal to write some code to get data from SAP, for instance with Portal Factory's address.

So you do need to do the kind of backend integration. Now we're enhancing this to do on the front-end integrating things on the class from Google Gadgets, for instance -- the feeds, we mentioned those, the HTML page which you can integrate.

So, various things to make it really easier for you to interrogate UI elements into your portal page.

Angelique Matheny: And I have another question. What is involved in connecting gadgets to other portlets so they interact with each other?

Man: You can go up as an administrator and configure the gadget and enable it to receive events. Out of the box, say Google Gadget portal is open to receive a specific event (former) that you can send it and all your portlets can be directed wired to it.

Probably in that aspect, there's another topic that that gets pop up when we talk about wiring and wiring events together There's a new area in Portal 6.1 that many people don't see on the first (spot). So when you go to the wiring portlet, in Portal 6.1 you can wire it multiple level. So you can wire events to each other that shares the same even name. That is a model that was there already in prior versions of portal.

But with Portal 6.1, you can actually lessen the constraints on wireless a little bit. And you can wire things together that happen to have the same implementation time. So it doesn't need to be the same event time, because wire those things together is to have the same Java time. If you have two strings, you can wire them together. It doesn't matter if you call one string an email address and the other one the customer ID. If those happen to be in the same strings, you can wire them together and connect these components.

And the same applies to the Google Gadgets where you can used the lessened wire approach, send in the event or just transform into the configuration screen straight forward. There's no further development or implementation needed that you do. A simple - a set of simple configuration step and your gadget behaves in context with your main application within the Portal...

Angelique Matheny: (Jennifer), do we have any questions?

(Jennifer): Not at this time.

Angelique Matheny: I think we can move to the last topic we have today.

Man: Yeah. We can do. I can go to the next topic on my list which is talking a little bit more about the soulful aspect of the Web 2.0.

So we spent a little bit time up to now to talk about the technology, how WebSphere Portal uses Ajax to deliver more responsive pages and inject that automatically into the portlets that were pre-existent that you don't need to touch your code but can leverage these dynamics.

We talked about Live Text to bring in context around. We talked about integration capabilities taking pieces for more pages. And now we're looking into the social aspect where people come together and meet each other, share their ideas and bring little seeds of ideas to grow, really some life-changing (unintelligible) ideas.

And so (unintelligible) knowing other people, protecting the people, sharing - ideas...

...with the portal that integrates your blogs and Wiki sites that are coming out of a quicker component. You can use your shared bookmarks within your firewall and can use them right away and put them into your portal environment to display the bookmarks that your fellow colleagues have created and the people you work with and share ideas.

You can have your person profiled, presented and displayed to a (portal). So if you try to find an expert in a certain area, you can go search for that person and just see the description he has provided about himself.

So when we talk about person's profile, it goes far beyond what you would maintain in your HR database. It's just really the data that people are open to share about themselves and also information that people share about other people. So it really builds the community and brings people together to lower the burden of shyness of people tapping into each other's skills and to reaching out to each other.

And the portal environment brings that actually close and alongside with the traditional working environment for people. So you don't need to educate your employee or your partners or your customers that are working on a Web site to go the other Web 2.0 service they can go to start collaborating somehow. Surely, you can do it alongside with your central application and your day-by-day application that you use automatically drawn to it.

I can even go up and put information about this social software and the social components and interactive component alongside with search center in portal. So you can put them there and as the user enters the search term, as he's used to do in the Web 1.0 world where searching for Web site entering a rich (TAC) and then hoping to find a result for that.

You can present them that there's colleagues with (TAC) - with a similar term he used as a search (TAC), but where's the interesting link and bookmarks on that he should follow, or who's an expert in that specific domain that you are looking for, or where the location you're interested in, is there activity going on amongst my colleagues that matter to the aspect I'm looking to.

So connect people and bring them altogether to work within the same environment. That is the second large aspect of the Web 2.0 enablement that we have within the portal environment enabled for you.

Angelique Matheny: Sir, are you ready to take some questions?

Man: Yes, I am.

Angelique Matheny: Okay. (Jennifer), can you open up the lines, please.

Operator: At this time, if you would like to ask a question, please press start then the number 1 on your telephone keypad.

Angelique Matheny: I'm going to ahead and start with the question that I have from the mailbox is are there builders and portlets for integrating Lotus connections and Lotus Quicker into Portal? And how hard is it to integrate these products?

Man: Yes, they are ready made portlet that you can use. So there is - the (Mighty Service Portlet) for connection that integrates all service that you have within connection. So it can show (unintelligible), your bookmarks. It can show your activities, personal profile, communities, personal blogs.

You can all present them through your portal site alongside with a (tacking) environment, the (TAC load) that you can drill down to scope on the information you're interested on.

The same is to as far as a Quicker environment where you have your blogs, your Wikis, your document libraries that you want to share and work with each other. You have - on my place, this portal that lists all of the components

within that environment that you are entitled to use. And you can also maintain your own favorites along in that side.

If you wanted to see the components even closer down into your own application portal, so build your own UI surrounding that (unintelligible) using hours, there is a (RUS-TA bidder) within Portal Factory.

And actually within the Portal Factory Wiki, there's a long article describing on how you can use the (RUS-TA bidder) within Portal Factor to connect to the connection services and display them in a very convenient effective way alongside of the portal environment.

Angelique Matheny: Okay. Thank you.

And (Jennifer), are there any questions?

Operator: We do have a question from Michael Steck.

Michael Steck: Hi. Actually, my original question was exactly what she just asked about the connections and quicker portlet. But kind of a follow up question, we haven't touched on it, but virtual portals used in portal, is there any enhancements or changes in that or...?

Man: True. There is one. There's a couple, but one - almost one that we got a lot of request in.

So in Portal 6.0 you can identify virtual portals by your (out patterns). So you would give a friendly URL through a virtual portal and then that URL prefix would identify which portal you are navigating.

Michael Steck: Uh-huh.

Man: But all portals would be addressed with the same host name. Actually, you could have multiple host names, but there was not quite a string mapping between virtual portal and host name. And Portal 6.1, you can use the host name to differentiate between multiple virtual partners. Host name itself gets a differentiator.

And another aspect in enhancements we did is what we call the site creation wizard that (Lauren) was talking about before where you can go up and create very efficient, very comprehensive virtual portal easily.

So you fill out the wizard, answer a couple of questions, provide user IDs and passwords and click go and the wizard will create a virtual portal for you, will populate the WCM Web site to you, will bring out the pages that contains a WCM portlet showing the content, so that right after the wizard is finished, you can go into what's in place editing, quickly transform that site into your own department Web site or your own company Web site, whatever you feel is appropriate.

So the feeding of the WebSphere Portal really goes well beyond pages and portal to really have content and all contained within that wizard.

Michael Steck: Okay. Good.

And then the second question or I guess it would have been third question, it's kind of outside this well a little well, but we currently use Tivoli Site Analyzer or Portal Page Activity and Hit Activity User Activity. Do you think that has been discontinued as a product? Is there any thought - I mean what direction we should be using or outside product that is available or...

((Crosstalk))

Man: Yeah. There's a large market on product out there actually.

Michael Steck: Uh-huh.

Man: So there is - services that you can use freely within the Internet if you're keen on providing that statistics data also to these providers of these services that you can leverage in. And we see a couple of customers doing that.

And there's also a commercial product out that you can use. And we invested into WebSphere Portal to make sure that we write our (Lockformers) that can be read and understand by these tools.

Michael Steck: Yeah, good.

((Crosstalk))

Man: In fact with these, (unintelligible), we tell that the market is moving to have a standardized reporting environment that covers your aesthetic Web site as well as your portal Web site. So we try to make it easy to get it into the same tools that you use for other place rather than having a dedicated tool for your portal environment.

Michael Steck: Uh-huh. Good.

Angelique Matheny: (Jennifer), do we have any more questions?

Operator: There are no questions at this time.

I'm sorry. We have a question from Peter Kempf.

Peter Kempf: Hello. I just have a question about WSRP whether in this version there's any way we can extend it easier than the last version.

Man: Extend it easier to deliver context rule data or to plug in additional protocol handlers?

Peter Kempf: To, you know, add any particular - the WSRP standard as extension points whether if we want to plug something in there in the past it was quite a challenge.

Man: Uh-huh.

Peter Kempf: If there's any direct means of hooking into the WSRP communication other than the prior version that we had to work within Web services (TAC).

Man: I think that hasn't changed in 6.1. So there's a lot of more data that the WSRP protocol carries with additional end points for receiving events and receiving render context data, but something that there's a pluggable endpoint yet. So I can get back to you and find out more detail. I'm not 100% sure that I covered it completely. So that is my current understanding.

((Crosstalk))

Peter Kempf: Hopefully we won't need it, but it seems to be...

Man: Okay.

Stefan Liesche: If you drop me an email at L-I-E-S-C-H-E@de.ibm.com, I'll follow up and get back to you.

Peter Kempf: Sure.

And I just want to follow up, will IBM be providing a WSRP producer that just runs in a plain WebSphere Server and when that would be with WSRP 2.0? Sorry.

Man: Yeah. For WSRP 2.0, we are looking towards the (WAS) provider container that would support JSR 286. So the first thing that needs to come to market is the next version of app server that will carry support for that version. As well on top of that, we plan to provide WSRP 2.0 producer soon out there as well as we did with the prior version.

I don't have any firm date that I can announce right now, but we are in the work in providing that WSRP 2.0 producer on top of the JSR 286 containers.

Peter Kempf: Okay. Thanks.

Operator: And at this time, there are no further questions.

Angelique Matheny: I did have some general questions come in and we do have a minute. Do you mind taking just a general question?

(Lauren) Windel: I think that's a great idea.

Angelique Matheny: Okay. This is one. It says according to the description, it seems that Portal 6.1 is allowing a number of content management abilities. What about workflow management?

(Lauren) Windel: That's a great question. This is (Lauren). I'll start and Thomas and Stefan will likely pipe right in.

Web Sphere Portal and all of the IBM software products are very open. So if you have - if you use another workflow engine that supports standard, for example BPEL, business process execution language, you can certainly incorporate that use that tool into WebSphere Portal.

WebSphere portal also supports application called IBM Accelerators. Now, these IBM Accelerators are packages specifically constructed for WebSphere Portal that essentially can be added onto your WebSphere Portal deployment. And the goal with these IBM Accelerators is just what the name connotes: accelerate your deployment of WebSphere portal.

So we have accelerators for collaboration. We have IBM accelerators focusing on content management. We also have a business process accelerator which has a number of capabilities including applications which are designed from the get-go to be fairly open. So you can leverage say a workflow inbox that we provide with the business process accelerator. And it has been designed to be able to work with, for example, processes server or the FileNet engine for example.

So it's a very open-ended architecture which enables you to just snap in the standard-based process - workflow process engine you may be using.

Your questions maybe a little bit more elaborate than fairly generic ways that I've described to integrate, but the answer is certainly yes. WebSphere Portal enjoys over 6,000 customers and it has been designed to able to let customers

integrate what they have with Web Sphere portal. So that just one example of how you might approach that.

Stefan and Thomas, any additional ideas there?

Man: The only thing that comes to my mind right now, if you have a process deployed on process server, there's an enhancement on Portal 6.1 that you can directly show all the human-phasing task within that process without the need for any further portlet development.

So we would pick the description and directly render the UI without any further investment of the IT team needed. If you wanted to enhance the UI beyond that there's a builder in portlet factory and a wizard and WebSphere Integration Developer and in relation, now application developer to create task processing portlet that you can apply to the spaces and then to task pages that are used by many people that very frequently.

But you don't need to care to provider portlets for all the tasks, all the (unintelligible) are generated automatically for you. You we don't need to define a task page it just works (unintelligible).

Woman: I know we can go on about this topic forever but we have which the top of the hour line. I know you wanted to have some parting thoughts before I close the teleconference.

Woman: Thank you. This has been great and as you suggested, portal is a broad topic and we really could spend many days with you I think addressing the spectrum of questions, which is great. That's why the product remains interesting and of high interest.

We did want to mention as well, and we alluded to this earlier in the discussion, we do have the two WebSphere Portal specific conferences coming out and we encourage you to attend those if it's convenient for you. They're great ways to clear more about WebSphere Portal.

So there's a conference in Berlin that will happen October 6 through 8. And you can actually go to the ibm.com site, search for WebSphere Portal, go to the WebSphere Portal site and you'll find information about the conference.

You also can sign up to receive our newsletters through which you'll receive more direct information. But there're over 100 specific unique sessions focusing on WebSphere portal ranging from, you know, beginning with WebSphere portal to very specific detailed sessions focusing on administration, what's new, development, and also understand the business value of WebSphere Portal.

There are also a lot of hands on lab sessions. So it's a great way to meet with folks like Stefan and Thomas who you've spent some time with today, as well as other folks here in the marketing team.

So I encourage you to consider that as a very good way to get an even deeper understanding of the capabilities of WebSphere Portal, also learn from customers that will present at the conference, how they've accomplished what they've accomplished and what their next steps are.

There's also a US-based WebSphere Portal conference that will occur the week after in Nashville, Tennessee. We're looking forward to those conferences. And that will happen on October 13 through 16. And for those business partners who may attend in Nashville, there's also a business development day for business partners on Sunday, October 12.

So I encourage you to take a look at those conferences. If you have any question, my email address is Wendel, W-E-N-D-E-L, @us.ibm.com, feel free to send me a note and I'd be happy to send you pointers to those conferences.

And again, we thank you. And I'll let Angelique probably wrap it up. She's probably a pro at this. But we do thank you for your great questions and your interest and for spending time with us during this hour.

Angelique, any further comments?

Angelique Matheny: I do. I just wanted to thank all of you very much. Today was a very valuable session and we appreciate sharing your knowledge and experience on today's topic.

If you like to listen to this conference again or share it with your colleagues, this will be made available for replay and MP3 format in about a week or so on the Rational Talk to You site, www.ibm.com/rational/talk.

Our previous teleconferences are available there as well.

Again, I'd like to thank our guests, (Lauren) Windel, Stefan Liesche and Thomas Stober for being with us to talk about New Web 2.0 features and WebSphere Portal. We appreciate you taking out, Tom, and your day to be with us. I know it's late over there where you are in Germany.

We would also like to thank you, our audience, for your interest in IBM. We hope to see you back for one of our events in the near future.

Thank you very much. Talk to you soon.

Operator: This does conclude today's conference call. You may disconnect.

Presenters, please hold the line.

END