

# IBM System z Software Premier Executive Briefing Event



## Portal on System z – Leading the Way to Exceptional Customer Web Experiences

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WebSphere, Collaboration, and Industry Solutions  
Development & Lab Services  
Boeblingen Lab, IBM Software Group

April 2011



# Disclaimer

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

# Agenda

- Portals Today – a Snapshot
- Examples of Portal User Experiences
- Why Customer Experience is so Important
- Moving with Portals towards Exceptional Web Experiences



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- **Portals Today – a Snapshot**
- Examples of Portal User Experiences
- Why Customer Experience is so Important
- Moving with Portals towards Exceptional Web Experiences



# IBM WebSphere Portal

More than Drawing Boxes Neatly on the Screen

Branding

PROSPERO

MY PORTFOLIO [Login](#)

MY LANGUAGE [SELECT](#)

Log in and Self Care

Site Level Navigation

ABOUT PLANNING INVESTMENTS RETIREMENT INSURANCE LOANS BANKING

Search

General and personalized Rich Media Content

Investing is important to achieve your dreams.

Making the right choices is just as important. We'll help you build a portfolio that's tailored to your goals, risk tolerance and timeframes.

Get started now

Application Platform

User Participation

## News from our Community

Join our Community



**Charles Bounar:** Insurance is the most neglected aspect of the average joe's financial plan. This article focuses on the essential, but often overlooked, basics. [Read the article.](#) posted 9 minutes ago



**Kelly Hardart:** Investments are people too! This article shows you how to maximize gains and minimize losses through smart structuring and asset protection. [Read the article.](#) posted 21 minutes ago



**Charlie Hamilton:** Read this article and it saved my hide. Moved my money into Gold Mines fund and made tons of dough. [Read the article.](#) posted 35 minutes ago

User Community And Awareness

Content Integration

Chat with an Investment Rep



Anna Bauer

[Start Chat](#) | [Call Me](#)

Common Links

What's next?

Web 1.0  
Web 2.0  
Web 3.0  
...

## PRODUCTS

Income Protection

Family Protect® Income Protection gives you the

## TOOLS

How much insurance do I really need?

This calculator will let you quickly get a sense of what

Next steps

Apply for new Mutual Fund >

Modify your investments >

How to apply >

Contact Support >

Read the disclosure statement >

Have Prospero contact me >

Find an advisor >

External Services Consumption

Integrating Social Platforms



# IBM WebSphere Portal

*More than Drawing Boxes Neatly on the Screen*

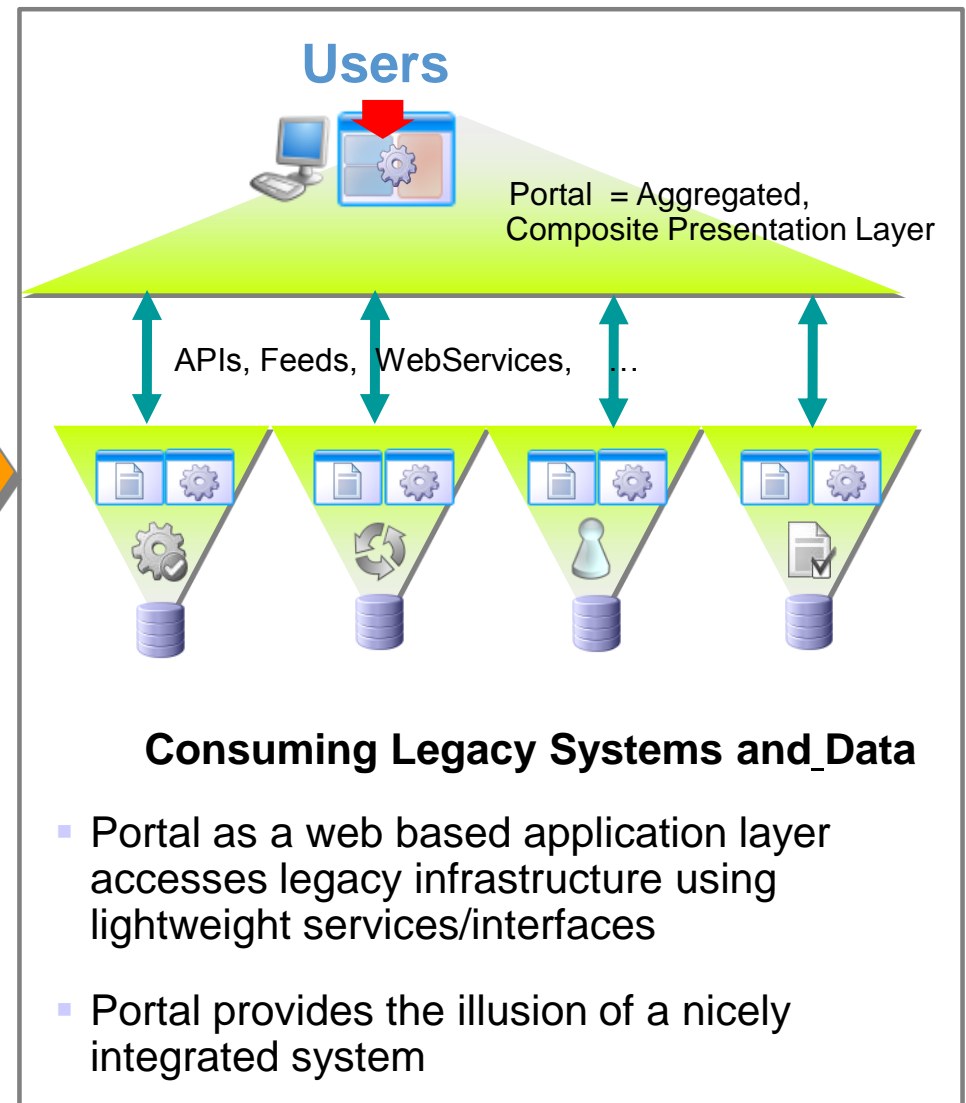
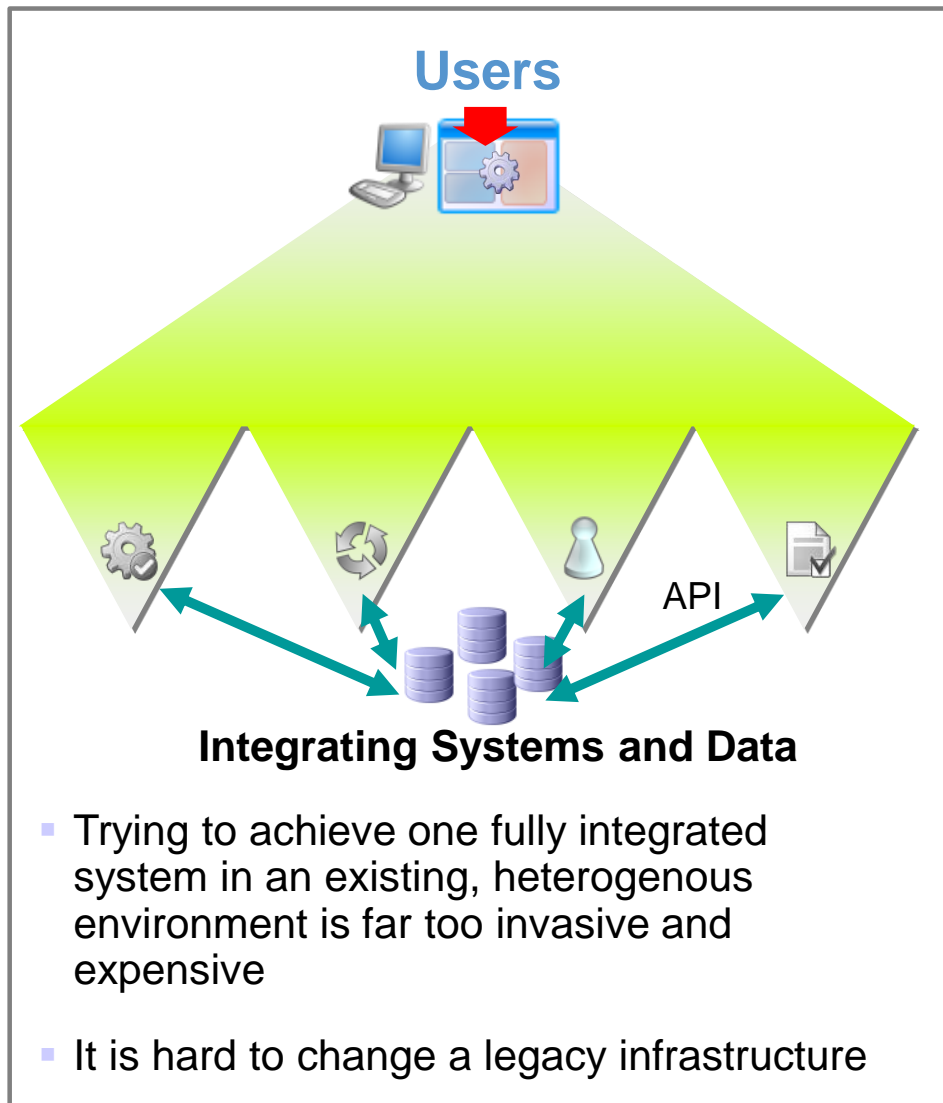
The screenshot shows the IBM WebSphere Portal interface for the SWG Technical Community. The page includes a header with navigation links, a main content area with a welcome message and technical spotlights, and a sidebar with technical feeds and a community explorer. A diagram is overlaid on the bottom of the screenshot, illustrating the portal's architecture.

The diagram, labeled "IBM WebSphere Portal", shows a central box divided into four quadrants: "role-based" (green), "process-driven" (red), "in context" (orange), and "composite applications" (purple). Above the diagram are three colored tabs: grey, purple, and grey.

- Consistent **presentation** layer
  - Unified display / layout / navigation
  - Application integration
  - Display simplicity to users
- User specific **personalization**
  - Individual layout and settings
  - Role-based view
  - Dynamic/contextual content
- Consistent **administration** model
  - User management / profiles
  - Site management
  - Hierarchical access control
  - Customization, branding
  - Simplicity
- Consistent **programming** model
  - Standardized Portlet API
  - Eventing, interaction, security
  - MVC architecture

# The Portal Approach

*Lightweight Integration through Aggregation and Composition*



# A „Classic“ WebSphere Portal Page: Aggregate

## WebSphere Portal Assembles User Interface Components (Portlets)

The image shows a screenshot of a WebSphere Portal page titled "OPEN FINANCIAL NETWORK". The page is personalized for a user named Heather, with a navigation bar for "Heather's Page" containing links for Banking, Wealth Management, Corporate & Small Business, and New Page. The main content area is divided into several portlets:

- Blogs:** A list of blog entries including "How to make savvy business connections" by Maria Portner, "Finding inspiration for new sales techniques" by Satish Rao, and "I grew my business with a podcast" by Andrew Cijalu.
- Local News Triangle Business Journal:** News items such as "Durable goods orders, consumer spending" and "Raleigh home prices remain strong".
- Quick Links:** A sidebar with links for "Foreign exchange resources", "Online banking and deposits", "Business discounts", and "Loan calculator".
- Investor Publications:** Links to "Getting Started with a Mutual Fund Connection" and "A Look at 401(k) Plan Fees".
- Personal Advisor:** A section featuring a photo of Frank and a message: "Frank has shared a page with you. See details. Low-interest line of credit for your growing business. See details. Contact me now >>".
- Chamber of Commerce Local Events:** A detailed view of an event titled "10 Tips for a Successful Business" on Feb 10, 2009, 5-7pm, at the Lines Bookstore, featuring Adam Forrester from the Small Business Administration.

Red dashed arrows indicate the assembly of the page components. One arrow points from the "Personal Advisor" portlet in the main view to a larger, detailed view of the "Personal Advisor" portlet on the right. Another arrow points from the "Chamber of Commerce Local Events" portlet in the main view to a larger, detailed view of the "Chamber of Commerce Local Events" portlet on the right. A third arrow points from the "Blogs" portlet in the main view to a larger, detailed view of the "Blogs" portlet on the right.

- According to the users' identity and role
- Creating a "page" to perform a particular business function
- Composition of local and remote standard based user interface services



# A „Classic“ WebSphere Portal Page: Interact

## Components (Portlets) interact via Eventing Mechanism and Shared Context

The screenshot shows a WebSphere Portal page with the following components and interactions:

- Personal Advisor:** A portlet displaying a user profile (Frank) and a message: "Frank has shared a page with you. See details." Below this, there is a link for "Low-interest line of credit for your growing business. See details." and a "Contact me now" button.
- Blogs:** A portlet displaying a list of blog entries, including "How to make savvy business connections" by Maria Portner, "Finding inspiration for new sales techniques" by Satish Rao, and "I grew my business with a podcast" by Andrew Cijalu.
- Local News Triangle Business Jour:** A portlet displaying local news items, such as "Durable goods orders, consumer s" and "Raleigh home prices remain strong".
- Quick Links:** A portlet with links for "Foreign exchange resources", "Online banking and deposits", "Business discounts", and "Loan calculator".
- Investor Publications:** A portlet with links for "Getting Started with a Mutual Fund Connection", "A Look at 401(k) Plan Fees", and "Tips for Online Investing: What You Need to Know".
- Chamber of Commerce Local Events:** A portlet displaying event information, including "10 Tips for a Successful Business" on Feb 10, 2009, and "Downtown Business Association Sponsors" on Feb 10, 2009.

Red dashed arrows indicate interactions between the Personal Advisor portlet and the Blogs portlet, and between the Personal Advisor portlet and the Chamber of Commerce Local Events portlet. Yellow solid arrows indicate data flow or context sharing between the Blogs portlet and the Personal Advisor portlet, and between the Blogs portlet and the Chamber of Commerce Local Events portlet.

- Portlet to portlet interaction
- No recompile - Dynamic “binding”
- Personalization, context, rules, ...
- Pages, themes, and skins are used to aggregate and customize portlets
- Additional components (remote portlets, widgets) have been added over time

# Agenda

- Portals Today – a Snapshot
- **Examples of Portal User Experiences**
- Why Customer Experience is so Important
- Moving with Portals towards Exceptional Web Experiences



There's no better way to fly.



Booking

Top Offers

Information &amp; Service

Miles &amp; More

My Account

Login

Flights

Hotel

Car

?

 Round-trip
  One-way

 From [→ Airports](#) Depart on  
 01.02.2007

 To [→ Airports](#) Return on  
 09.02.2007

 Search by price +/- 3 days  
 Search for specified travel dates

Adults (>12 years)	Children (2-11 years)	Infants (up to 2 years)
<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

Class [→ Search](#)

[→ Search with more options](#)  
[→ Multi-segment journey](#)  
[→ Award Booking](#)

Dubai now from [↗](#)  
**419 €\***

\*incl. 15 € Lufthansa Ticket  
 Service Charge

### Miles & More drawing [↗](#)

Hit the bull's eye and win dream prizes from AOT CRUISE, Raffles and Swissôtel.

### Online Boarding Pass [↗](#)

Print your own boarding pass at home or in the office when checking in online for major routes within Germany.

### Current travel information [↗](#)

We keep you updated with the newest flight information and schedule

### Ready to fly?

Every Wednesday, you get selected destinations at extremely attractive prices.

→ Athens	from 109 €*
→ Graz	from 109 €*
→ Katowice	from 99 €*
→ Kolkata	from 449 €*
→ Linz	from 109 €*
→ Madrid	from 99 €*
→ Rome	from 99 €*

\* Incl. 10 € or 15 € Lufthansa Ticket Service Charge

### Quicklinks

[→ Timetable](#)  
[→ Arrival and departure](#)  
[→ Online Check-in](#)  
[→ My Miles](#)  
[→ My Bookings](#)  
[→ Baggage guide](#)  
[→ Lounges](#)  
[→ Newsletter](#)  
[→ Take off with SWISS](#)



- QUICK START ▶
- WHAT'S NEW ▶
- COMMUNITY ▶
- EVENTS ▶
- MOTORCYCLES ▶
- TOOLS ▶



MY DREAM HARLEY



THE ALL-NEW  
**ROAD GLIDE ULTRA**  
 LONG HAUL COMFORT WITH ORIGINAL SHARK-NOSED STYLE

See the Bike ▶




**TWIN CAM 103™ ENGINE**

Available on More Touring Models for 2011 ▶



**ABS AVAILABLE ON SOFTAIL® MODELS**

New For 2011 - Learn More ▶



**FIND A DEALERSHIP NEAR YOU**

Locate a Dealer ▶

I AM HERE TO HELP?

# BENEFITS

**BOOM!**

TAKE THAT COSTLY MEDICAL BILLS!

MEDICAL INSURANCE

**FLOOSH!**

WOW! I FEEL GREAT!

HEALTHY LIVING

SUPER CHOMPERS TAKE A SUPER DENTAL PLAN!

DENTAL INSURANCE

**KOOM!**

!@#&!

LEAVE OF ABSENCE FORM

LOOK AT INFORMERS PORTFOLIO!

HOW DOES HE DO IT?

MEANWHILE, ON WALL STREET.

STOCKS + 401K

OTHER BENEFITS

HR CONTACTS

**POW!**

**KRINCH!**

GENERAL INFORMATION + ENROLLMENT

WHAT'S NEW?

HEALTH CARE SATISFACTION SURVEY

**BACK**

**WEATHER**

**DIRECTIONS**

**SWIFT STORE**

**EXIT**

# Before: Desktop Based "Work Basket" System z Client

**Instanzensicht GDIS-SN-B, Achtung Filter aktiviert!**

Aufgaben / BU-Leistungsantrag (Termin: 1, Geschäftsvorfall: 1, Dokument: 1)

Auftragspool | GeVo | Dokumente | Ind.Vertragsakten | Termine | Notizen

GDIS-SN-B

- 1888: Aufgaben
  - 001: Abtretung / Verpfändung
  - 001: Angebot
  - 003: Arbeitsplatzschutzgesetz
  - 006: AVN
  - 006: Beitragsfreistellung
  - 118: Beitragslückenausgleich
  - 036: BU-Leistungsantrag**
  - 001: BU-Nachprüfung
  - 002: BUZ-Ablauf
  - 003: Darlehn
  - 001: Depottragssteuer 1
  - 001: Dienstaustritt
  - 001: Eigentumswechsel
  - 026: entgeltlicher Erwerb
  - 002: EP: eMail
  - 001: EP: Fehlerfall
  - 001: EP: K Antragsanf.
  - 001: EP: Kdg Hund
  - 001: EP: L Pfändung
  - 001: EP: S Ersatzantrag(o. Fk
  - 001: EP: SUH - Kdg Schaden
  - 001: Ersatzgeschäft
  - 002: Fax aus Dok.-Anzeige

Schlüsseltyp	Schlüssel	Eröffnet am	Status	Wirksam ab	Bearbeitet
VNR	1-24.474.833-4	07.06.2007	schwebend	07.06.2007	V711411
VNR	1-36.055.377-5	27.05.2008	schwebend	27.05.2008	V322019
VNR	1-36.055.129-8	19.09.2008	schwebend	19.09.2008	V711411
VNR	1-36.055.544-3	22.01.2009	schwebend	22.01.2009	V711312
VNR	1-36.055.452-5	28.04.2009	schwebend	28.04.2009	V322019
VNR	1-36.055.013-4	29.04.2009	schwebend	29.04.2009	V7112X2
VNR	1-36.055.511-3	13.05.2009	schwebend	13.05.2009	V711312
VNR	1-34.099.518-8	05.06.2009	schwebend	05.06.2009	V711412

Beschreibung	Info	Kontext
<b>F</b> Fristtermin		BU-Leistungsa
<b>G</b> BU-Leistungsantrag	BU-Leistungsantrag	BU-Leistungsa
<b>D</b>	in Arb.	BU-Leistungsa

Detailansicht... | Weiterleiten... | Aufbereiten... | Dok. anzeigen | Ändern... | Bearbeiten... | Zusatzinfo...

# Now: Browser & Portal based "Work Basket" System z Client

The screenshot displays the Advocard Work Basket interface, which is browser and portal based. It features a main header with the Advocard logo and navigation options like 'Abmelden' and 'Zur Benutzerverwaltung'. The main content area is divided into several sections:

- Postkorb wählen:** A dropdown menu showing the selected user 'Halbwirth Ursula (v040300)' and a 'Postkorb wechseln' button.
- Filter:** A search and filter input field.
- Postkorb von v040300:** A list of tasks with columns for checkboxes, VSNR, Termin, GeVo, and Priorität. The list contains 690 entries.
- Task Details:** A detailed view for task '2487244 - Herabsetzung', showing fields for VSNR, Termin, GeVo, Priorität, E.Datum, and Status. It includes buttons for 'Details ändern', 'Duplizieren', 'Weiterleiten', and 'Fertigstellen'.
- Task History:** A table showing the history of task '2487244', including user 'v040300' and date '04.03.2009'. It includes a 'Task History' button.

Checkbox	VSNR	Termin	GeVo	Priorität
<input type="checkbox"/>	2487244	14.03.2009	Herabsetzung	5
<input type="checkbox"/>	2487244	14.03.2009	Herabsetzung	5
<input type="checkbox"/>	2487244	31.03.2009	Herabsetzung	5
<input type="checkbox"/>	2487244	19.06.2009	Insolvenzverfahren	2
<input type="checkbox"/>	2487233	25.06.2009	Herabsetzung	5
<input type="checkbox"/>	2487244	14.01.2010	Herabsetzung	5
<input type="checkbox"/>	1487111	14.02.2010	Mahnverfahren	5
<input type="checkbox"/>	2487244	19.02.2010	Insolvenzverfahren	2
<input type="checkbox"/>	2487255	10.04.2010	Klage	5
<input type="checkbox"/>	1234567	27.11.2009	Sonstiger GeVo	1

VSNR	GeVo	Termin	Status
2487244	v040300	04.03.2009	Herabsetzung

# Agenda

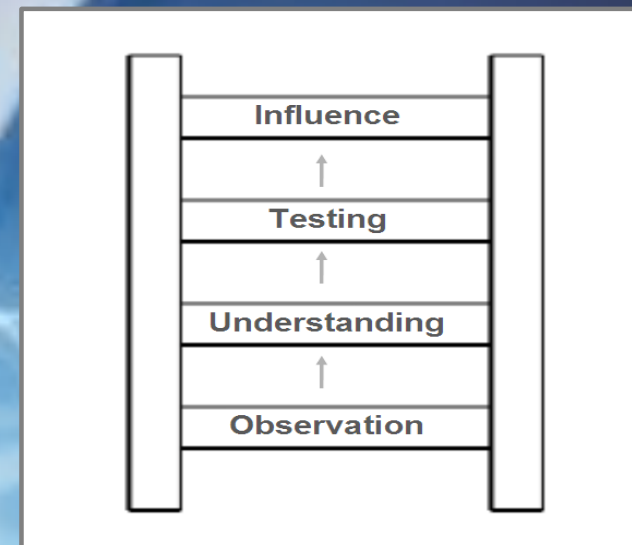
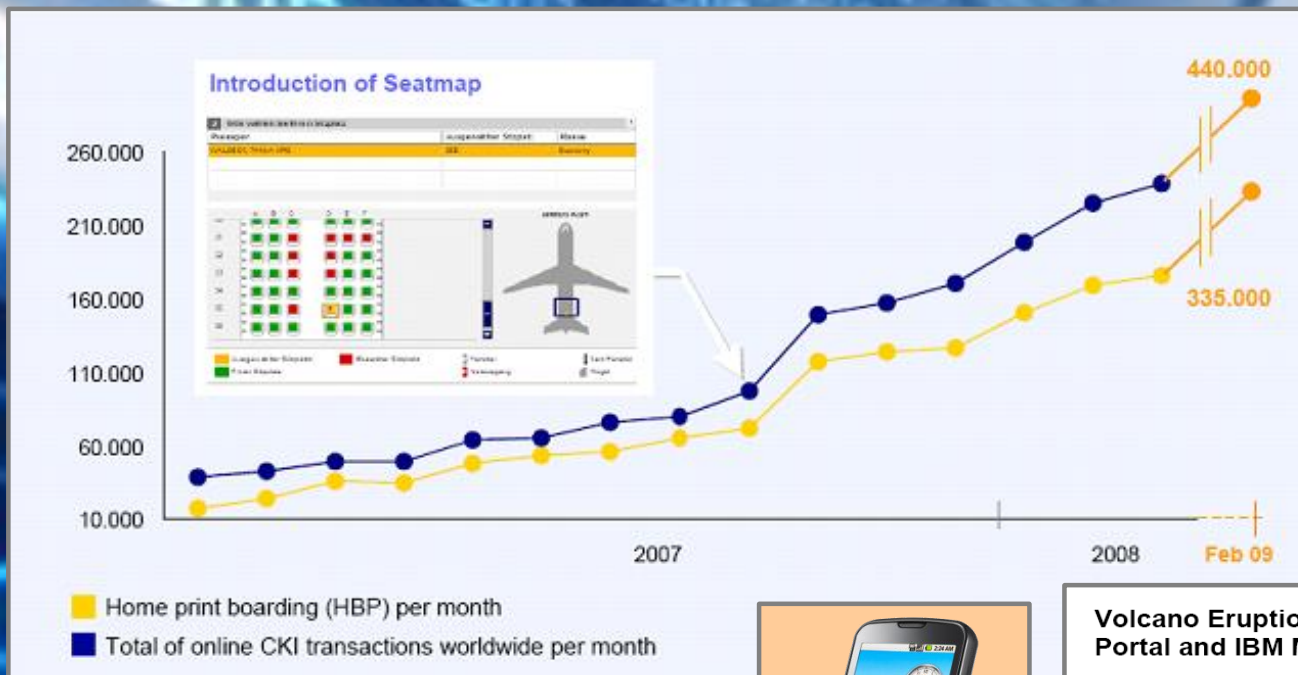
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# Moving Towards Exceptional Web Experiences

## Trends and Observations



2000	2009	Online Activities Shifting
35%	81%	Research products & services
27%	75%	Buy a product
19%	66%	Make travel reservations
0%	62%	Watch a video
10%	57%	Do online banking
0%	47%	Use a social network site
0%	32%	Read others' blogs
0%	31%	Provide ratings



### Volcano Eruption in Iceland – Scaling on Demand with WebSphere Portal and IBM Maintenance & Operations

- Lufthansa.com is the company's face to the customers – stability in crisis is key
- Challenges for IBM's operations & maintenance team
  - Heavily increased load (+ 70%)
  - Shifted customer behavior – different transactions are called
  - Nearly no lead time for preparation
- „Is my flight cancelled?“ – 22 times more online transactions for Arrival / Departure information
- Lufthansa.com Portal is running stable and serves customer requests quickly

April 12th: 51,144 transactions  
 April 19th: 1,197,366 transactions

**28% of the world's population (1.966MM) are Internet users**

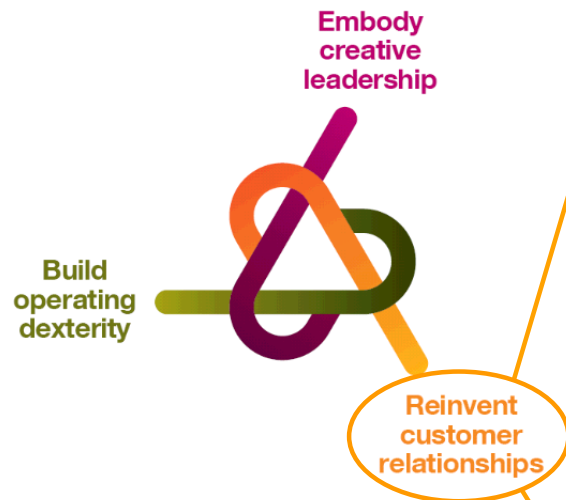
# Customer Focus is a CEO Imperative

2010 IBM Global CEO Study

*High-performing companies capitalize on complexity in three ways*

*Capitalizing  
on Complexity*

*Insights from the  
Global Chief Executive  
Officer Study*



[www.ibm.com/CEOSTudy](http://www.ibm.com/CEOSTudy)

**“Getting closer to Customers”** is the single most important theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue sources.

**Better understand customer needs and involve customers more effectively** and directly in product and service development.

Exploit the information explosion to **hear the voice of your customer** through the vast amounts of data, understand it, and act.

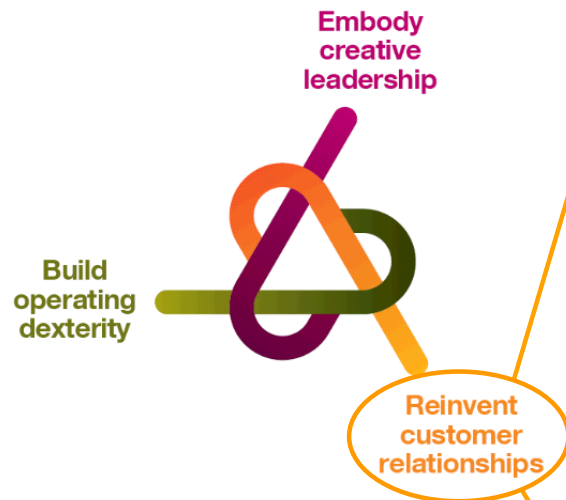
# Customer Web Experience Elements are Key

2010 IBM Global CEO Study

*High-performing companies capitalize on complexity in three ways*

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[www.ibm.com/CEOSTudy](http://www.ibm.com/CEOSTudy)

“Getting closer to Customers” is the single most important customer: **Web Platform** age base interest and loyalty to generate demand and revenue sources.

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# Exceptional Web Experiences Are...

**Balance Form & Function:**  
*Visual Appeal + Ease of Use Equally Important*

**People Are Everywhere:**  
*Explosion of Mobile Means a Moving Target!*



**Know Your Intended Audience:**  
*Deliver Precisely What They Need/Want*

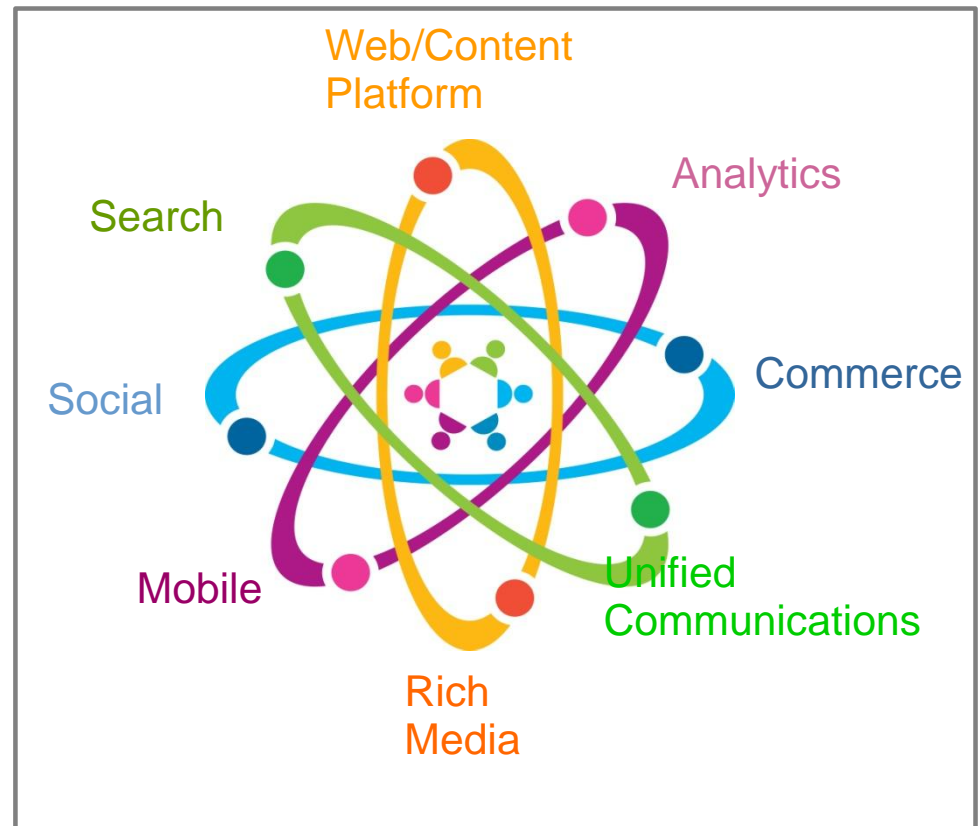
**Turn Customers Into Advocates:**  
*Ensure A Reliable, Secure, Highly Available Experience*

# IBM Project Northstar

Leading the way in exceptional customer experiences

- **Vision** about the “art of the possible” for engaging customers on the web
- **Multi-year IBM strategy** to deliver the capabilities for our customer to excel at customer-facing experiences
- **Guide for IBM investment** focus both organic and inorganic investments
- **Nimble** to continually absorb and simplify emerging advances to help customers differentiate sites

[www.ibm.com/software/info/northstar/](http://www.ibm.com/software/info/northstar/)



**People** are at the center of an exceptional experience. **Capabilities** are employed as necessary to help achieve experiences that meet/exceed the expectations of the intended users.

# IBM Project Northstar at a Glance

IBM Customer Experience Suite



# IBM Project Northstar Focus Areas

- 1 Web Analytics Partners, Integration, Consuming Feedback
- 2 Rich Media / Rich Internet Applications Leveraging HTML, Widgets, and more
- 3 Business User Focus Social Capabilities, Web Content Management
- 4 Mobile Device Detection, Device support, Channel Hopping
- 5 Integrating More and More Leverage your Investments and stay open
- 6 Deployment Operating and Optimizing the IT Infrastructure

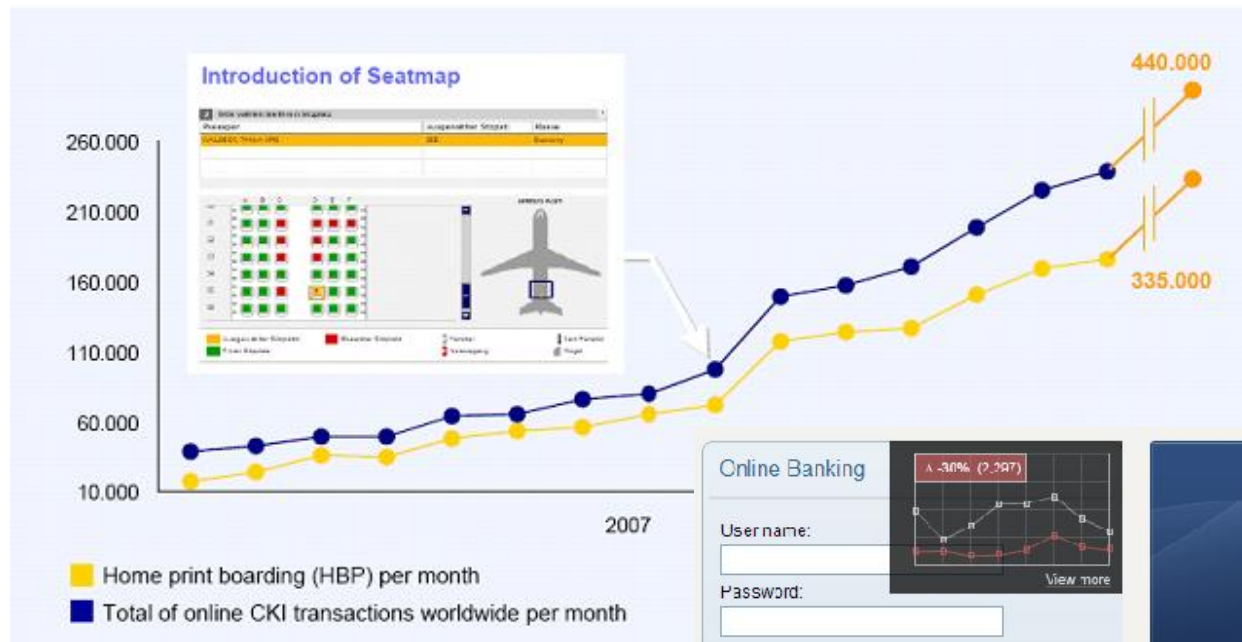


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# Web Analytics

Sense & Learn. Optimize & Measure.



MARKETING SUCCESS STARTS WITH U™



**Online Banking** Δ -30% (2,997)

Username:

Password:

[Log In](#) [Enroll Now](#) [Forgot Password](#)

**MORTGAGES** Δ -25% (1,917)

With you every step of the way to your new home

[learn more >](#)

**Personal Advisor** Δ -2% (133)

Have questions or need financial advice?

Chat with your advisor

Daphne Michaels [View more](#)

**OFN Events** Δ -16% (1,210)

**Mortgage Closing Costs**  
Main Street branch - Mar 2010 1:00 PM  
Contact: Dennis Michaels [View more](#)

**Loans and Mortgages 101**  
Downtown branch - Apr 6, 2010 1:00 PM  
Contact: Steve Smith

**First-time home buyers seminar**  
Oak Street branch - May 14, 2010 9:00 AM  
Contact: Melissa Clark

**Quick Links** Δ -14% (1,112)

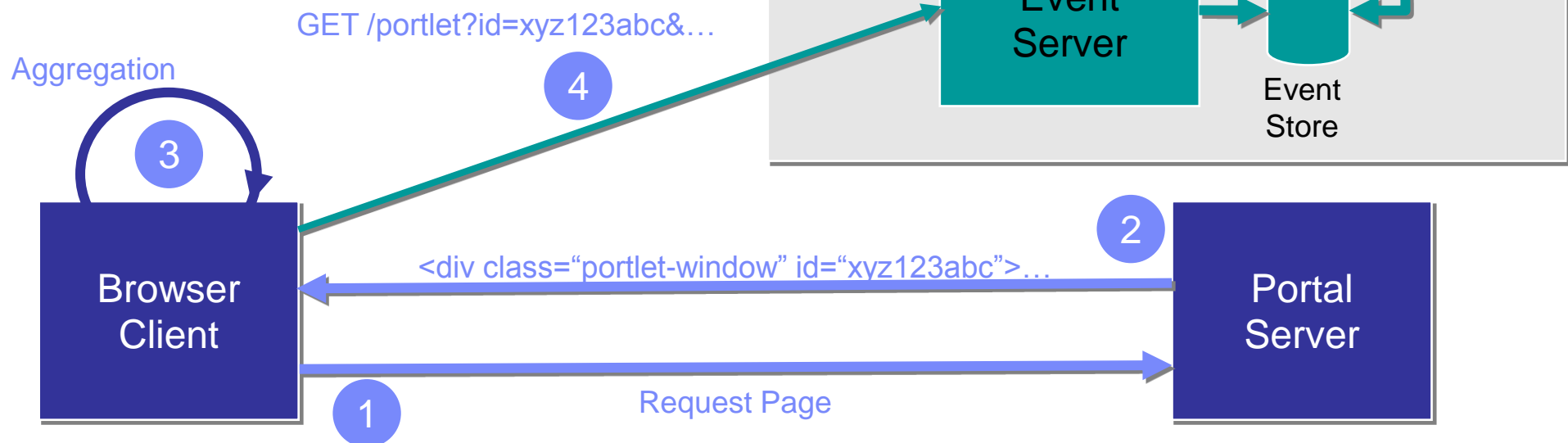
[Savings Accounts >](#)

[Mortgages >](#)

[Home Equity Loans >](#)

# Active Analytics Scenario

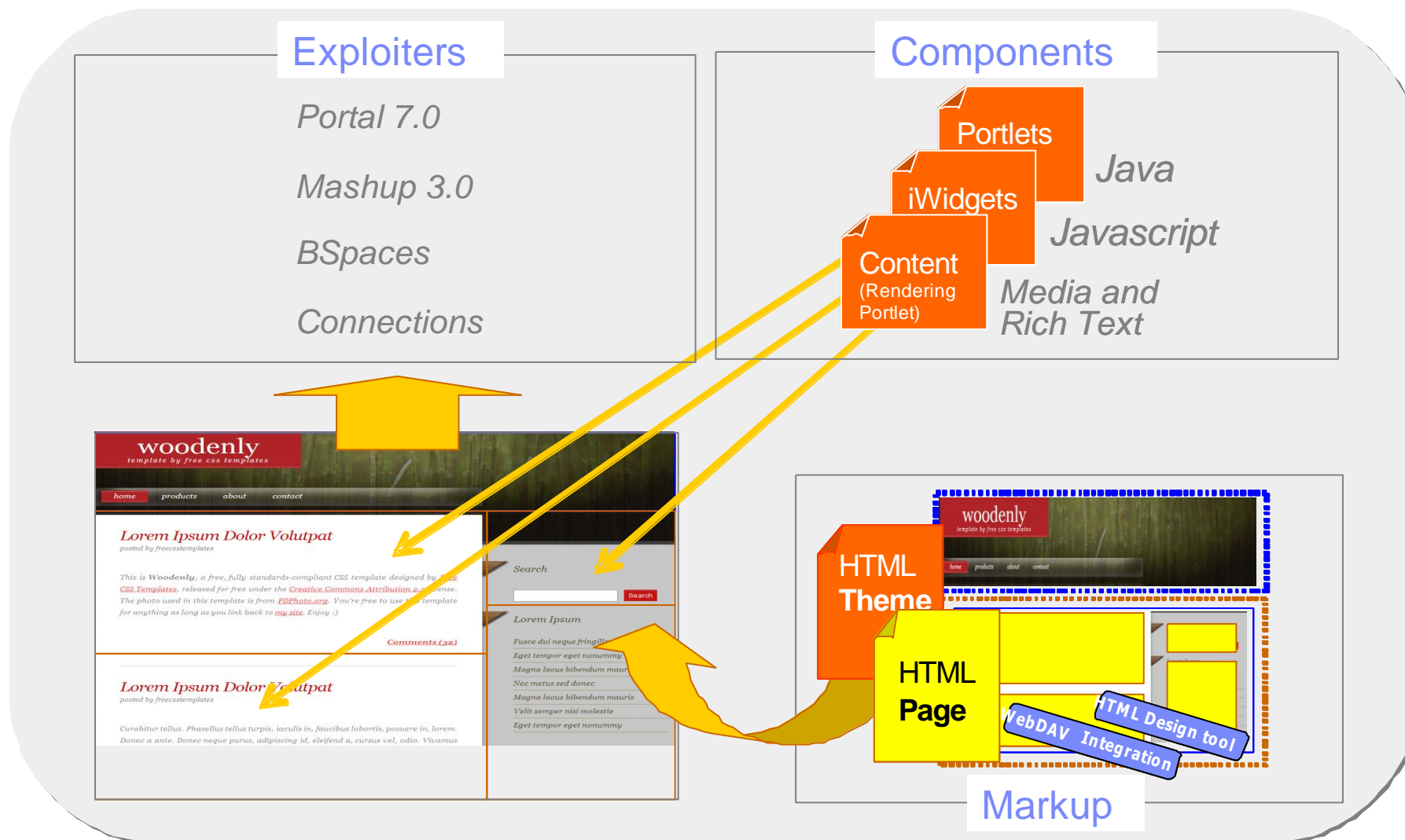
1. Client requests portal page
2. Portal returns page markup including metadata markup (in a custom microformat)
3. Client aggregates metadata using JavaScript snippet
4. Client sends aggregate to analytics server (e.g. via HTTP GET)
5. Analytics server writes access log
6. 3rd party analytics package analyses event data



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# IBM WebSphere Portal as the Unified Integration Hub



# IBM WebSphere Portal as the Unified Integration Hub

- **Custom themes** can be implemented with HTML and CSS using your favorite tools
- „**Dynamic spots**“ allow to insert active components, like menus, or portlets and widgets
- Editing of themes on running system using **WebDAV**



<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd"> **Banner Navigation**

```
<!--
Design by Free CSS Templates
http://www.freecsstemplates.org
```

```
<link rel="dynamic-content" href="dyn-cs:id:head@tl:oid:csa2.theme">
```

```
<!-- #Common Actions -->
```

```
<div id="menu">
  <a rel="dynamic-content"
  href="dyn-cs:id:bannerNav@tl:oid:csa2.theme">
```

```
<!-- #menu -->
```

```
<div id="menu">
  <a rel="dynamic-content"
  href="dyn-cs:id:tabNav@tl:oid:csa2.theme">
```

```
<!-- #content -->
```

```
<div id="content">
  <div class="post">
    <div class="entry">
      <a rel="dynamic-content"
      href="lm:template">
        Page content goes here <img src='http://www.f.f' />
      </a>
```

```
</div>
```



HTML + CSS

Working with Page Builder

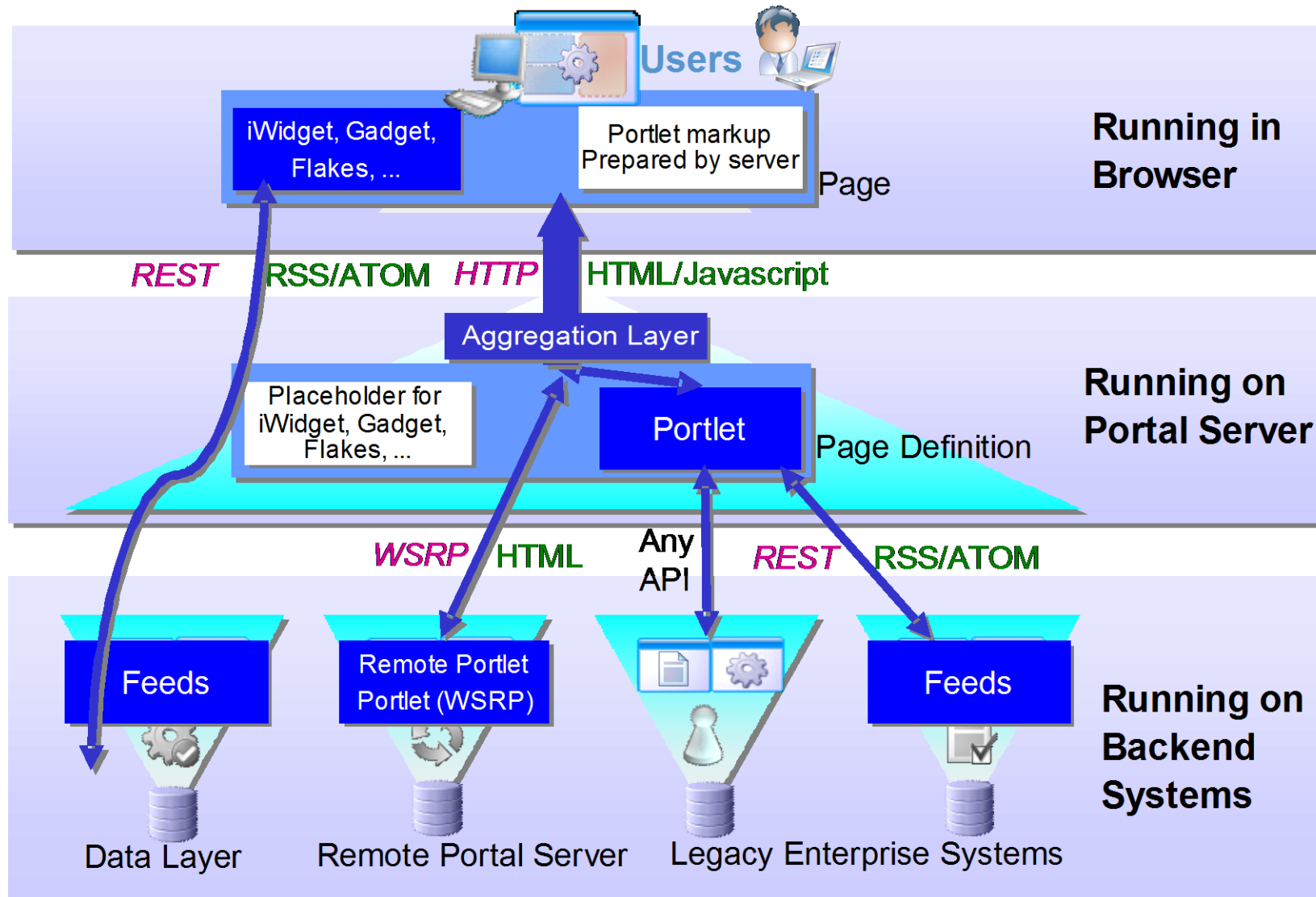
Page creation and customization is easier than ever before. You can create a page with a single click by using the Page Builder theme. Users can use the portal page builder feature to quickly and easily create, customize, and share pages with teammates and community members. They can add content to these pages using a variety of sources made available on the content catalog, such as portal portlets and shared pages. Other custom content sources that you can configure include IBM® Mashup Center feeds, widgets, and pages, and IBM Lotus Connections activities, communities, and social bookmarks.

Web Content Viewer Portlet

Tab Navigation

# A Look under the IBM WebSphere Portal Covers

*WebSphere Portal Integrating Components on various Tiers*



# IBM Project Northstar Focus Areas

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- 2 Rich Media / Rich Internet Applications Leveraging HTML, Widgets, and more
- 3 **Business User Focus** Social Capabilities, Content Management
- 4 Mobile Device Detection, Device support, Channel Hopping
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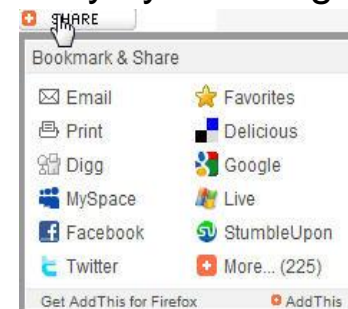
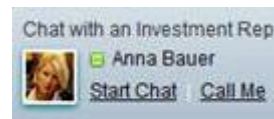
# Collaboration is Key

## ■ In Intranet scenarios

- **Attract talents** by offering **social capabilities** in their IT landscape
- **Support talents** to work like they are used to work at university and in their social networks

## ■ In Internet / Extranet scenarios

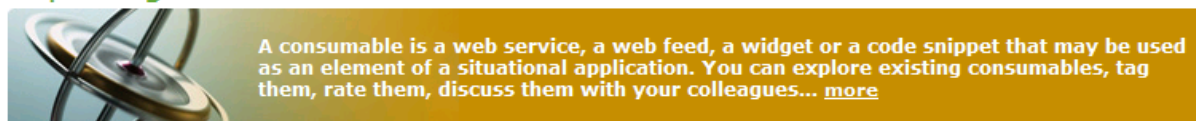
- Improve customer loyalty by enabling users to **socialize**
- Support **conversations and information sharing** with and between users with capabilities such as wikis, blogs, forums, communities, ratings, commenting, tagging, shared bookmarks & files, and activities for organizing work & ideas.
- Allow users to **find the right people** based upon their profile: expertise, projects, responsibilities, and interests.
- Enable customers to get **problems resolved quickly** with click-to-chat functions.
- Improve **Search Engine Optimization** and **brand awareness** by syndicating content across the web, into other online properties, such as Facebook.



# Tagging and Rating with IBM WebSphere Portal

- **Tags** allow users to create a natural taxonomy of the information on your site
- **Ratings** allow users to provide their input on information available through your site
- Enables users to tag and rate **content published** with WCM, user generated content, and portal pages and portlets

## Exploring Consumables



Filter the list by **Keywords:**

Once you have filtered by keyword make sure to check out your other options to the right.

Or discover through **Popular tags:**

less  more

ajax API Atom bluepages data ebi ebi-framework feed hackday javascript json map mapping mobile NOVA rating REST sales20 sample **service** TA-challenge travel w3 web2.0 webahead webahead-widget webservices widget xml

Consumable Name	Type	Rating	Last Updated	Summary
<a href="#">Sametime Awareness Service</a>	Service	★★★★★	Aug 1 <sup>st</sup> 2007, 10.07am	REST service provides Sametime
<a href="#">Atomizer</a>	Service	★★★★☆	Aug 1 <sup>st</sup> 2007, 8.42am	Converts most RSS feeds to Atom
<a href="#">BlogCentral v3 Atom Publishing Protocol</a>	Service	★★★★★	Aug 1 <sup>st</sup> 2007, 6.15am	Implementation of the Atom Publ BlogCentral. Currently in beta.
<a href="#">Global Campus Feed</a>	Service	★★★★☆	Aug 1 <sup>st</sup> 2007, 6.10am	This web service returns complet information for a given Global C
<a href="#">CICSplex SM EVENTS Atom feed</a>	Service	★★★★★	Jul 31 <sup>st</sup> 2007, 8.59am	The CICSplex SM EVENTS Atom f be made available as an Atom fe
<a href="#">CICSplex SM REST API</a>	Service	★★★★☆	Jul 30 <sup>th</sup> 2007, 6.41am	The CICSplex SM REST API curr producing JSON as its output.
<a href="#">Patent Information Services</a>	Service	★★★★★	Jul 27 <sup>th</sup> 2007, 5.15am	These services acquire patent da patent details and lists of patent
<a href="#">Bluecard</a>	Widget	★★★★★	Jul 23 <sup>rd</sup> 2007, 10.30am	People get frustrated when they go to BluePages just to find be With Bluecard on your site, your
<a href="#">REST SERVICE DOWNLOAD</a>	Snippet	★★★★★	Jul 16 <sup>th</sup> 2007, 7.42am	Download your DB2 data as CSV
<a href="#">Lotus Connections Profiles</a>	Service	★★★★★	Jul 11 <sup>th</sup> 2007, 9.42am	APIs for searching and retrieving

< Previous 1 2 3 4

### Didn't find a consumable?

If you were unable to find the consumable you were looking for, consider [building your own consumable](#).

# Tapping Social Communities in Context

## Integrating Social Networking with IBM WebSphere Portal

- Growing Catalog of **Lotus Connections** Integration Portlets
- Controllable access via **Portal profiling**
- Built with **WebSphere Portlet Factory**, including customizable builder code
- Supports read/write **ATOM feeds** using Connections REST APIs
- Dynamically **filtered**
- Features:
  - Activities
  - Blogs
  - Bookmarks
  - Tag Clouds
  - Profiles, networks
  - Wikis
  - Doc libraries

Social collaboration in the context of a web experience

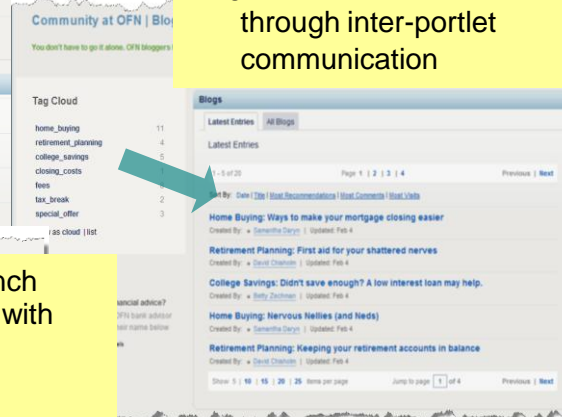


Configure Profile, see network contacts, accept pending invitations

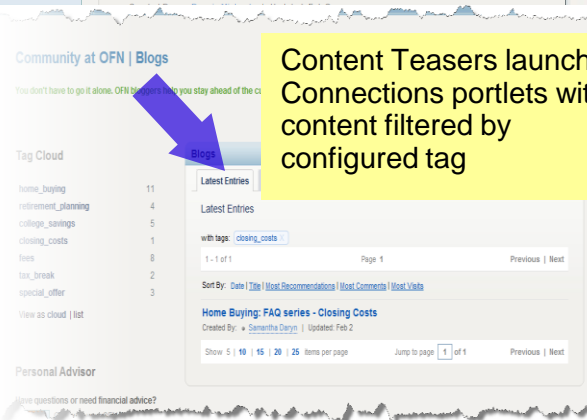


In context communities, blogs, wikis or activities

Tag Clouds filter entries through inter-portlet communication



Content Teasers launch Connections portlets with content filtered by configured tag



# Exceptional Portal Web Content Management Authoring

## Major Improvements:

- **Activity-based UI:** More granular and personal authoring views: “my items”, “current projects”, “my folders” etc.
- Address list/view/browser usability. With drill down views similar to Quickr. **More flyouts** reduce clicks.
- **New folder metaphor** (separate site framework from repository structure) – and users can just see the folders they have access to
- Major **Rich Text Editor** enhancements
- Further **simplification of the content forms** – move metadata to properties section (custom fields too!)
- **Templating** enhancements

The screenshot displays the IBM WebSphere Portal's Web Content Management interface. At the top, the navigation bar includes 'Applications', 'Collaboration', 'Content', 'Messaging', and 'Templates'. Below this, the 'Web Content Management' section is active, showing a list of folders: 'Samples', 'Testing', and 'Web Content'. A context menu is open over the 'Web Content' folder, listing various actions such as 'Latest Information', 'Code Reviews', 'Customer Briefings', 'Defect Information', 'ID required for Defer or Cancel Defects', 'Install', 'Meeting Minutes', 'Performance Team', 'Platform Team', 'Portal Services', 'Reference Material', and 'Site Convergence Team'. Below the Explorer, a table displays content items with columns for 'Created By' and 'Date Created'. In the foreground, a 'My content item' dialog box is open, showing fields for 'Name', 'Display Title', 'Description', and 'Body', along with 'Ok', 'Cancel', and 'Apply' buttons.

# Web Content Management Templates on the Catalog Now

## Latest News

Have a small introduction here ... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Edit

News Details  
New | Edit | Delete

## Public Water Quality

Aug 18, 2009



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New | Edit

## Upcoming Events

<< < 1 > >>



**Lougy Festival**  
Jul 22, 2010, 12:00 AM

Venue: Vanyhouse  
Contact: Mrs Muller



**Town Hall Conference**  
Oct 9, 2010, 09:00 AM

Venue: Lum Conference Room  
Contact: Fritz Hauser



**Talk: Technology & Society**  
Nov 12, 2010, 10:00 AM

Venue: Conference Center  
Contact: Helga Schmidt



**Talk: Startups - Risk Analysis**  
Nov 17, 2009, 09:00 AM

Venue: Gym - Main Hall  
Contact: Jennifer Johannis



**Workshop Public Safety**  
Dec 23, 2010, 09:00 AM

Venue: Main Conference Room  
Contact: Laura Fischer

<< < 1 > >>

## Latest News

<< < 1 2 > >> #1/2

**Public Water Quality**  
Aug 18, 2009

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**Green Energy**  
Jun 7, 2009  
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**High school**  
Jun 7, 2009  
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## Course Announcement

Have a small introduction here ... Lorem ipsum dolor sit amet, consectetur adipiscing elit, ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Edit

Course Details  
New | Edit | Delete

## A Poisonous Animal

Status: Open for registration  
In brief: Learn which animals you'd never touch  
Start: Jun 18, 2009, 12:00 AM then Weekly - Tuesdays 9:00pm - 10pm  
Venue: Zoo  
Contact: Mrs Francis  
eMail: Francis@education-berkeury.edu  
Notice: **Cancelled for X-Mas week**

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Templates / Page Templates / FAQs 1C

## Frequently Asked Questions

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### Frequently Asked Questions

<< < 1 2 > >>

#1/2

- 1: Who is the 44th president of the United States of America?
- 2: When is Armistice Day?
- 3: What is the capital of Australia?
- 4: What is a calorie?
- 5: Which notable architect designed Casa Batllo in Barcelona, Spain?
- 6: Which five counties comprise the province of Connacht?
- 7: What are the six characters on the top left row of most keyboards?
- 8: What is the largest animal to have ever lived?
- 9: Who was killed at the Battle of the Little Bighorn in 1876?
- 10: What is the longest river in the world?

Templates / Page Templates / Job Offer 1C

## Job Offers

Have a small introduction here ... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eget tortor at orci semper condimentum eget a nisl. Mauris dapibus justo sodales orci rutrum tincidunt. Mauris sodales libero ac mi placerat ullamcorper. Etiam a sem ut tellus laoreet commodo. Mauris euismod lorem in velit placerat convallis. Phasellus tincidunt massa consequat lorem porttitor tincidunt. Praesent vestibulum orci ac diam rhoncus lobortis. Edit

### Job Offer Overview

<< < 1 > >>

#1/1

<b>Bus Driver</b>	Public Transportation Department	North-South Route	Full-Time
<b>Gardener</b>	Recreation Unit	Center Park	Part-Time
<b>Manager</b>	HR Unit	Corner 4, Logtown	Full-Time
<b>Pre-Sales Senior Executive</b>	Product Marketing	Red House City	Full-Time
<b>Senior Architect</b>	Department of Planning	Greenburgh	Full-Time
<b>Superintendent</b>	Department of Education	Greenhouse City	Full-Time

<< < 1 > >>

#1/1

### Detailed Job Description

New | Edit | Delete

## Bus Driver

Job Category: Public Transportation Department

Position Type: Full-Time

Job Location: North-South Route

Date Posted: Nov 7, 2009



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### Job Responsibilities:

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### Your Qualifications:

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# Targeting Content at Specific Audiences

[http://www.youtube.com/results?search\\_query=websphere+portal&aq=0](http://www.youtube.com/results?search_query=websphere+portal&aq=0)  
<http://www.youtube.com/watch?v=qWkDv4FLVKY>

**Main Features**

This campaign is performing \$2,800 under target.

[Edit Campaign](#) [View Analytics](#)

Profiles: Platinum, Bronze  
 Campaign Length: 14 days  
 Revenue: \$10,034.96  
 Target: \$12,000



**Recommend Content** Save

**Content Details:**  
 Display: Carousel  
 Type: Promotion  
 Order: Manual  
 Tags: main feature, finance, investr

**Content Item(s): add item**

- Investment is important... [View](#)
- Wealth Planning starts... [View](#)
- Growth does not occur... [View](#)
- Know where to start? [View](#)

**Associated Files:**  
 happy family.jpg  
 investment wizard.flv

**Age Range:** (year) direct input  
 0 20 40 60 80 100

**Balance:** (dollars) direct input  
 0 20k 40k 60k 80k 100k

**With us:** (years) direct input  
 0 2 4 6 8 10

# IBM Project Northstar Focus Areas

- 1 Web Analytics Partners, Integration, Consuming Feedback
- 2 Rich Media / Rich Internet Applications Leveraging HTML, Widgets, and more
- 3 Business User Focus Social Capabilities, Web Content Management
- 4 **Mobile** Device Detection, Device support, Channel Hopping
- 5 Integrating More and More Things Leverage your Investments and stay open
- 6 Deployment Operating and optimizing the IT Infrastructure

# IBM WebSphere Portal Mobile Themes

## Requirements:

- **Mobile devices** with Internet capabilities are becoming increasingly popular
- Often, web authors create a version of their site that is **optimized** for viewing on a specific mobile device or a smaller known set of mobile devices (e.g. iPhone, Blackberry, Android, ...)
- **Broad variety** of screen sizes and user interfaces (keyboards, touch screens, stylus, ...)

## Solutions:

- **Dedicated Theme:** Use WebSphere Portal's built-in support for markups and client detection to redirect mobile users to a specialized new theme.
- **Combined Theme:** Display all content as it is seen on a traditional browser with device support added into a single theme.

<http://greenhouse.lotus.com/catalog>

The image displays three overlapping screenshots of the IBM WebSphere Portal mobile interface, illustrating different themes and navigation styles.

**Top Screenshot (Desktop View):** Shows a blue header with "WebSphere Portal" and navigation links "Profile | Help | Logout". Below the header is a breadcrumb trail: "Home > Welcome > My Blue Page". The main content area includes a "Login" section, a "Welcome to the portal, w" message, and an "About WebSphere" section. At the bottom, there is a "Search" bar and a list of "child" items (child 1, child 2, child 3).

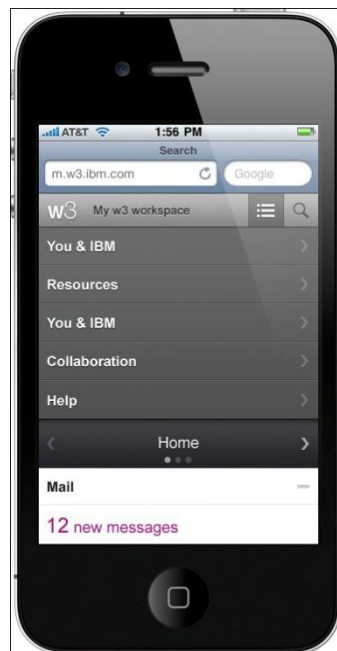
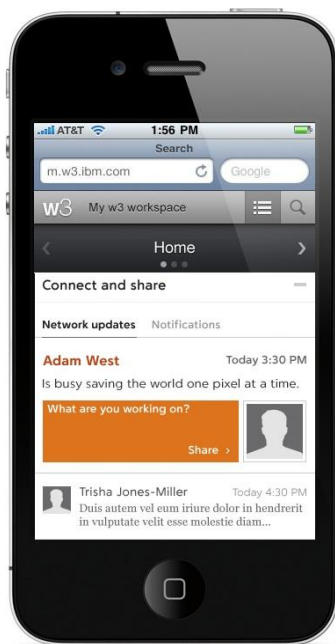
**Middle Screenshot (Mobile View):** Shows a white background with a blue header containing "WebSphere Portal" and "Profile | Help | Logout". Below the header is a "Welcome" section with "Start here!" and a right-pointing arrow. Below that is an "Administration" section with a right-pointing arrow. At the bottom, there is a "Search" bar.

**Bottom Screenshot (Mobile View):** Shows a green header with "WebSphere Portal" and "Profile | Help | Logout". Below the header is a breadcrumb trail: "Home > Welcome". The main content area includes a "Site Map" section with "Get familiar with the website" and a right-pointing arrow. Below that is a "Feeds" section with "The latest news via RSS" and a right-pointing arrow. Below that is a "My Blue Page" section with "My private page" and a right-pointing arrow. At the bottom, there is a "My Green Page" section with "Sample the green theme" and a right-pointing arrow.



## IBM WebSphere Portal Mobile Themes for Smart Devices

- **Mobile themes** – lightweight, visually rich, exploiting Webkit CSS3 visual effects
- **Mobile navigation widgets** – set of showcase samples of common mobile app navigation patterns
- **Mobile page layouts** – set of showcase samples of content interaction patterns



# Mobile Options for IBM WebSphere Portal

Extend & Deliver Exceptional Experiences on Virtually Any Device

## Customer Needs

- ...mobile Web applications or content **for virtually any mobile device browser**



7,500 + Devices

## Solutions



**IBM Mobile Portal Accelerator**

- ...extend a Web experience to mobile devices **for specific smart phone browsers**



## Portal Mobile Webkit Themes

- Available today for iPhone
- Coming soon for Android, Blackberry, iPad
- Works with your favorite development tools

- ..rapidly develop & deploy **web & hybrid** mobile applications that have a native smart phone look and feel
- ..write once, run on many devices  
- *Browsers and Smartphones, Tablets, Kiosks, even Web TV*



## WebSphere Portlet Factory

## + Portal Mobile Webkit Themes

Q1 2011 Beta Preview available now!

# IBM Project Northstar Focus Areas

- 1 Web Analytics Partners, Integration, Consuming Feedback
- 2 Rich Media / Rich Internet Applications Leveraging HTML, Widgets, and more
- 3 Business User Focus Social Capabilities, Web Content Management
- 4 Mobile Device Detection, Device support, Channel Hopping
- 5 **Integrating More and More Things** Leverage your Investments and stay open
- 6 Deployment Operating and optimizing the IT Infrastructure

# IBM WebSphere Portal Integration with SAP NetWeaver Portal

WebSphere Portal | Home | Administration | Applications | Search Center | wpsadmin | Edit My Profile | Help | Log Out

Home | Getting Started | Web 2.0 Introduction | Feeds | Gadgets | Sascha SAP Portlets | Federation SAP Root | TestNavil1

Company | Work | Teams | Documents | Portal Information | Overview

**SAP Enterprise Portal 6.0**

SAP Enterprise Portal 6.0 | Guided Tour

1. Introduction
2. Portal Desktop
  - Header Area
  - Navigation Panel
  - Content Area
3. Personalizing Portal Preferences
4. Working with Content
  - iViews & Pages
  - Working with iViews
  - Working with Portal Pages
5. Personalizing & Assembling Content
  - Personalizing Pages
  - Personalizing iViews

Welcome to SAP Enterprise Portal 6.0.

SAP Enterprise Portal is a building block in the SAP NetWeaver architecture. Specifically designed to meet all your work-related needs, SAP Enterprise Portal is your single point of access to information, enterprise applications, and services both in and outside your organization. It provides you the tools to manage this knowledge, to analyze and interrelate it, and to share and collaborate on the basis of it. With its coherent interface, role-based content, and personalization features, the portal enables you to focus exclusively on data relevant to your daily decision-making processes.

If you have any questions, contact your portal administrator.

**Business Packages**

Business Packages for SAP Enterprise Portal | Guided Tour

Business packages support predefined and role-specific content. This content is ready to use straight out of the box, saving you the time needed to build your own portal content from the beginning.

1. Introduction
2. Getting Business Packages for SAP Enterprise Portal
3. What's Coming Next?

**Knowledge Management & Collaboration**

Knowledge Management & Collaboration | Guided Tour

One of the key factors in keeping up with today's fast-paced, technological world is the need to share information, and to

Role Based Navigation from SAP federated into WebSphere Portal

SAP content is available in WebSphere Portal without additional administration

Page from SAP within Portlet in WebSphere Portal

WebSphere Portal | Home | Applications | Search Center | sascha.schefenacker | Edit My Profile | Help | Log Out

Home | Welcome Federation | SAP single iView or page | SAP on a page | Federation SAP Root | Lotus Connections

**IntegrationIFrame**

**Universal Worklist**

Tasks (128 / 130) | Alerts | Notifications | SAPoffice Mails | Tracking

Show: [New and In Progress Tasks (128 / 130)] | [All]

Subject	From	Sent Date	Priority	Due Date	Status
z_decsn_esc	Workflow-System	Jun 24, 2010	Medium	Jun 24, 2010	New
z_decsn_esc	Workflow-System	Jun 24, 2010	Medium	Jun 24, 2010	New
decide	Workflow System	Yesterday	Medium		New
Error when generating Doc from MC document	Workflow System	Yesterday	Medium		New
Error when generating Doc from MC document	Workflow System	Yesterday	Medium		New

**z\_decsn\_esc**

Sent Date: Jun 24, 2010 By Workflow-System | Priority: Medium

Due Date: Jun 24, 2010 | Status: New

GroupAction:

**Blogs Summary**

Blogs

Sort By: Date | Title | Most Recommendations | Most Comments | Most Visits

**【Blog第34弾】2週間分！11/12からの出来事 中国へ。 2006/11/29**  
Created By: [Hiromi Kimura](#) | Updated: Today 8:46 AM

**new TSM package**  
Created By: [Hans-Udo Erdmenger](#) | Updated: Today 8:40 AM

**Special Orders on Us project - Phase 2 successfully implemented**  
Created By: [G. J. Strijland](#) | Updated: Today 8:26 AM

**Re: Thank you Participants !**  
Created By: [PRASAD PARAMASHIVAPPA](#) | Updated: Today 8:11 AM

**最近の活動**  
Created By: [Ikuo Saiga](#) | Updated: Today 8:07 AM

Show 5 | 10 | 15 | 20 | 25 items per page | Jump to page 1 of 1662 Previous | Next

IntegrationIFrame URL send

iView within Portlet in WebSphere Portal

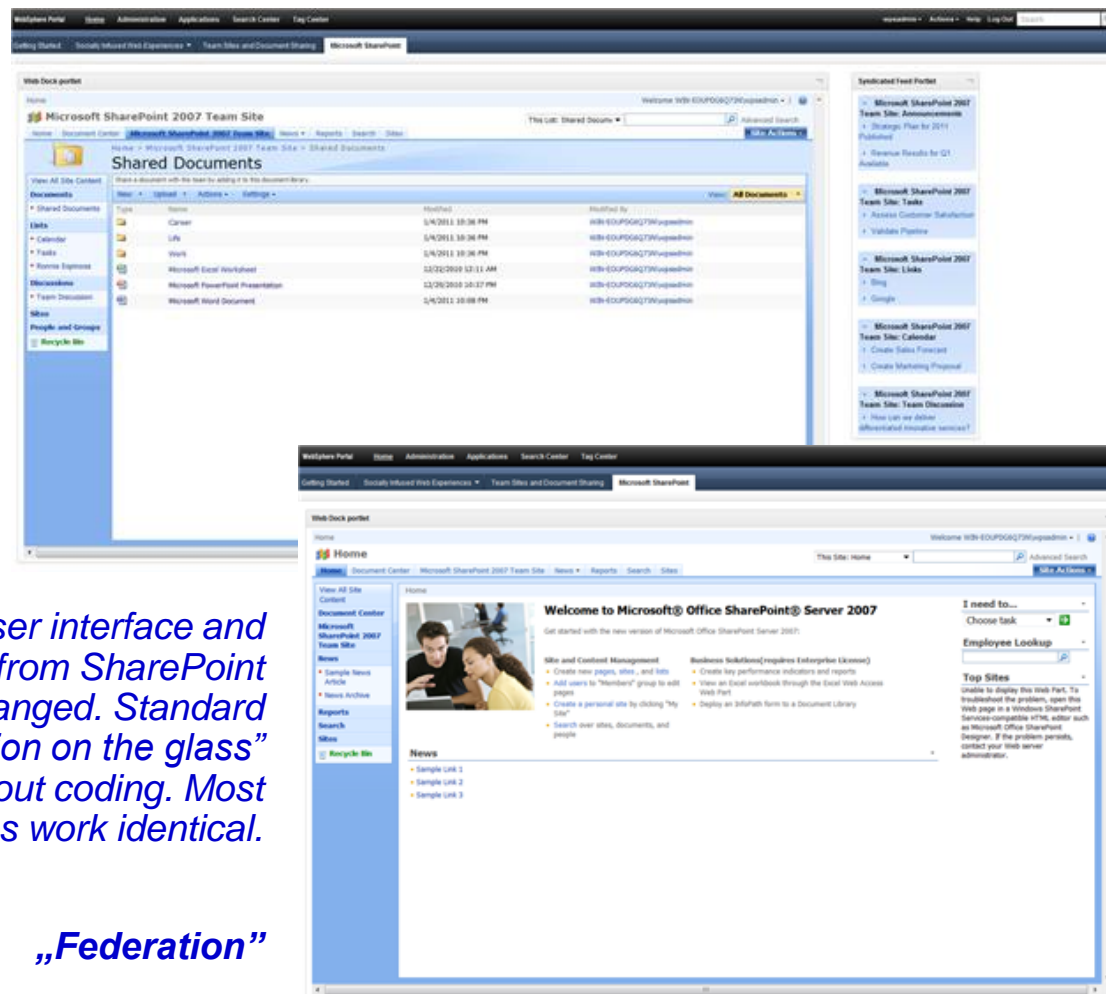
Single iView integration lets you create pages with different layouts for SAP UIs as well as composites with different SAP and non SAP applications

# IBM WebSphere Portal Integration with Microsoft SharePoint

- Provides lightning-fast, low-cost and simple integration of **Microsoft SharePoint 2007** sites and document libraries
- Enables **reuse** of entire SharePoint sites as-is, without modification
- Unifies access to **all SharePoint site content** for the enterprise including:
  - Team sites
  - Document libraries
  - Lists
  - Wikis
  - Blogs
  - Announcements
  - Team discussions
  - Tasks and more!

*Keep the user interface and look & feel from SharePoint unchanged. Standard "integration on the glass" without coding. Most features work identical.*

**„Federation“**



# Business Process Integration for IBM WebSphere Process Server

**Unified Task List**

You are in: Unified Task List > All Tasks

**Unified Task List**

Refresh Claim Release More ...

Source Title

Process Server Approve Standard Applicati

Process Server Approve Standard Applicati

Process Server Approve Standard Applicati

**Claim Task**

Drop a task here to claim a task.

**Start Task**

**Input1**

**Applicant**

Ssn \* [ ]

Last Name \* [ ]

First Name \* [ ]

Middle Initial [ ]

Apt No [ ]

Street Address \* [ ]

City \* [ ]

State \* [ ]

Zip Code \* [ ]

Home Phone [ ]

Date Of Birth [ ]

**Job**

Salary \* [ ]

Position \* [ ]

Is Executive \*

**Documentation**

Content Id [ ]

Resume [ ]

Reference [ ]

Signature [ ]

First Approval \*

Final Approval \*

Applicant Accept \*

**Complete**

**ExampleTaskProcessing**

**Output**

**Applicant**

Ssn \* 1

Last Name \* Johnson

First Name \* Charles

Middle Initial D

Apt No 12

Street Address \* The Glen

City \* New York City

State \* New York

Zip Code \* UH114E

Home Phone 01080483475

Date Of Birth 3/2/2011

**Job**

Salary \* 1,827,332,423

Position \* Outfield

Is Executive \*

**Documentation**

Content Id 12834

Resume outfield

Reference outfield

Signature JD

First Approval \*

Final Approval \*

Applicant Accept \*

**Task Processing**

**Complete Save Cancel**

Integration with WebSphere Process Server provides:

- **New:** Task provider for **user specific task lists** leveraging the query table API (using the web service interface)\*\*
- Task provider for user specific task lists based on Query API (using the web service interface)
- WebSphere Portlet Factory Builders for building **custom task processing portlet**

\*Provided as supported component via Portal Solution Catalog:  
[https://greenhouse.lotus.com/catalog/home\\_full.xsp?fSearchValue=unified%20task%20list](https://greenhouse.lotus.com/catalog/home_full.xsp?fSearchValue=unified%20task%20list)

\*\*WebSphere Process Server 7.0.0.3 and later

# IBM Project Northstar Focus Areas

- 1 Web Analytics Partners, Integration, Consuming Feedback
- 2 Rich Media / Rich Internet Applications Leveraging HTML, Widgets, and more
- 3 Business User Focus Social Capabilities, Web Content Management
- 4 Mobile Device Detection, Device support, Channel Hopping
- 5 Integrating More and More Things Leverage your Investments and stay open
- 6 Deployment Operating and optimizing the IT Infrastructure

# IBM WebSphere Portal Deployment Choices on System z



## WebSphere Portal V7.0 for Multi-platforms

SDK V6 & Web Services  
 Common code base  
 Benefits from hardware reliability  
 Benefits from virtualization

**Linux**

- Server consolidation with z/VM
- Reduced costs
- Availability of Unix like skills
- Large number of applications



## WebSphere Portal V7.0 for z/OS

SDK V6 & Web Services  
 Common code base  
 Benefits from hardware reliability  
 Benefits from z/OS QoS and Security



**z/OS**

- Highest mission critical QoS and security
- z/OS integration:
  - RACF, ICSF, WLM/IRD, RRS
  - Control/Servant regions
  - Parallel Sysplex
- Enterprise application integration





# IBM WebSphere Portal on z/OS

Includes all capabilities of WebSphere Portal on Multiplatform, **plus z/OS specific enhancements...**

- Support for zFS file system
- ISPF panel-driven configuration
- Type 2 and type 4 connectivity to DB2 for z/OS
- Improved database creation jobs and scripts

WebSphere Portal on z/OS **benefits from many other WebSphere Application Server specific z/OS strengths**, like e.g....

- JCA support for connecting to CICS and IMS
- Dedicated zAAP co-processor for Java workloads



# Take-Aways: Exceptional Web Experiences Can Deliver...



# IBM WebSphere Portal

*A Strategic Product for Your Strategic Applications*

10.000+ worldwide clients  
with customer-facing apps,  
B2B apps, & intranets

47% of clients are small  
& medium businesses

Smallest client has  
11 employees

Largest client has  
1.8M+ employees



#1 market share for  
10 years running

Globally...

10 of top 10 banks

8 of top 10 retailers

12 of the largest telcos

50 major health providers

500 gov'ts

+ every G8 nation

***Over 300 million named customer users in our top 15 clients alone!***