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

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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**
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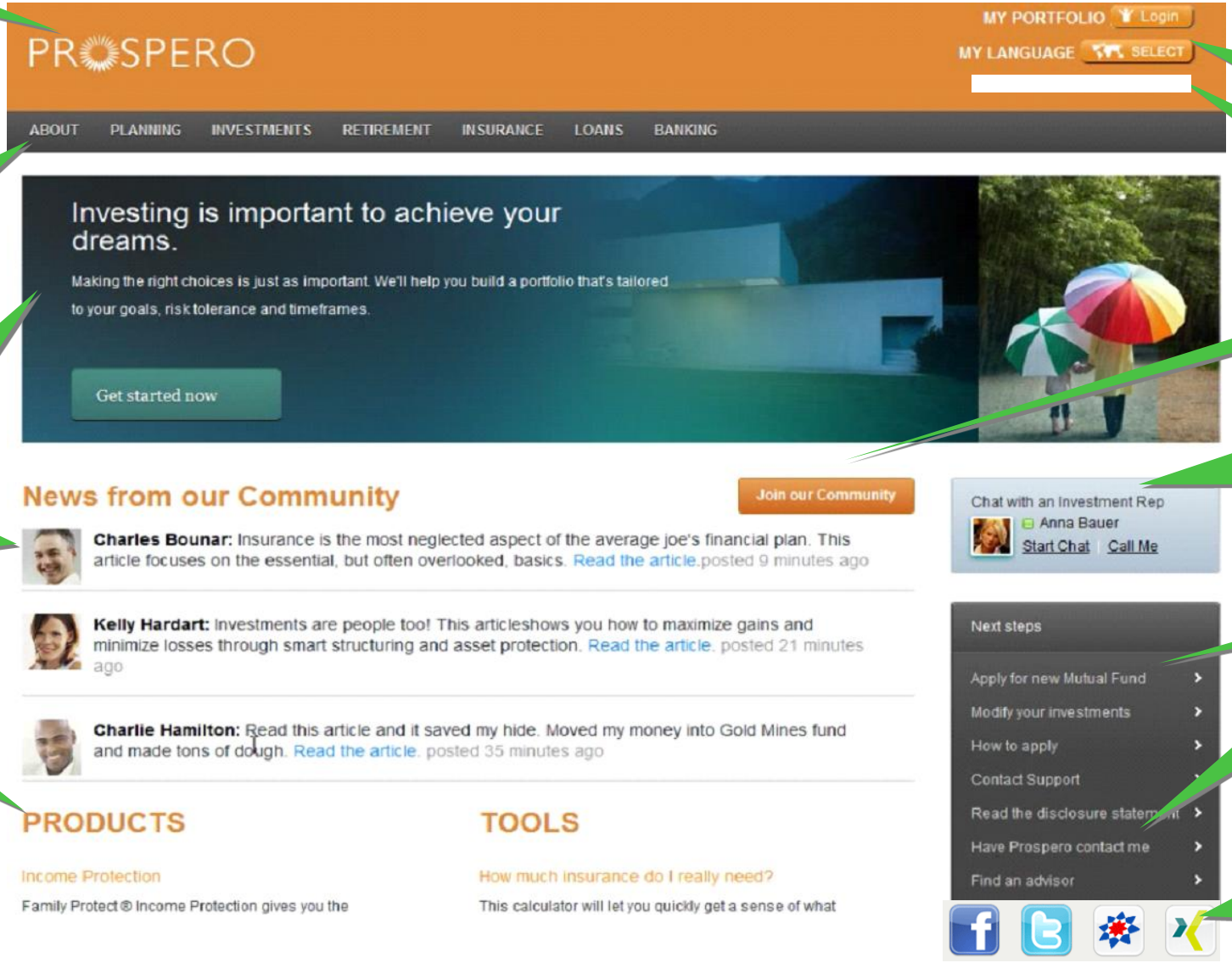
IBM WebSphere Portal

More than Drawing Boxes Neatly on the Screen



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IBM WebSphere Portal

More than Drawing Boxes Neatly on the Screen

- 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

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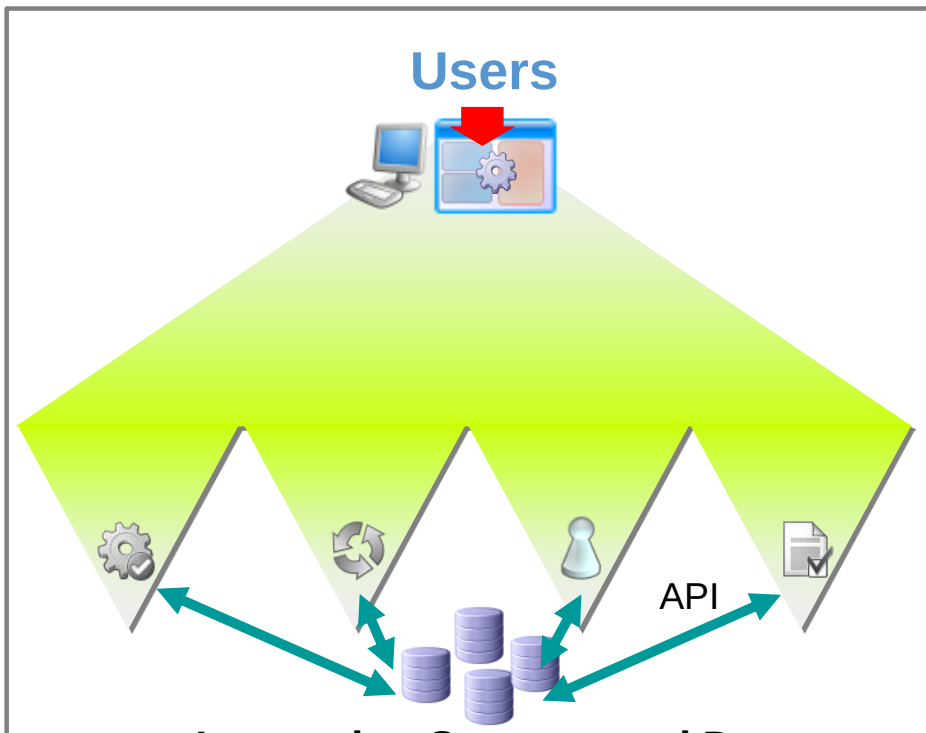
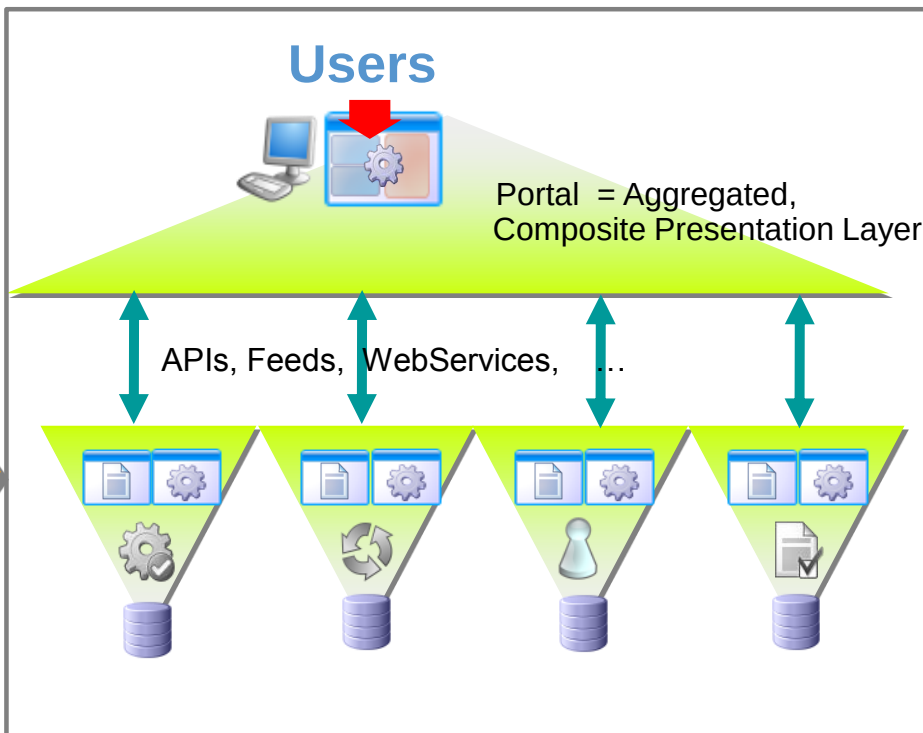
The Portal Approach

Lightweight Integration through Aggregation and Composition



Integrating Systems and Data

- Trying to achieve one fully integrated system in an existing, heterogenous environment is far too invasive and expensive
- It is hard to change a legacy infrastructure



Consuming Legacy Systems and Data

- Portal as a web based application layer accesses legacy infrastructure using lightweight services/interfaces
- Portal provides the illusion of a nicely integrated system

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A „Classic“ WebSphere Portal Page: Aggregate

WebSphere Portal Assembles User Interface Components (Portlets)

- 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

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A „Classic“ WebSphere Portal Page: Interact

Components (Portlets) interact via Eventing Mechanism and Shared Context

- 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

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

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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

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Class Economy

→ Search

→ Search with more options
→ Multi-segment journey
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Current travel information

We keep you updated with the newest flight information and schedule

Quicklinks

→ Timetable
→ Arrival and departure
→ Online Check-in
→ My Miles
→ My Bookings
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→ Lounges
→ Newsletter
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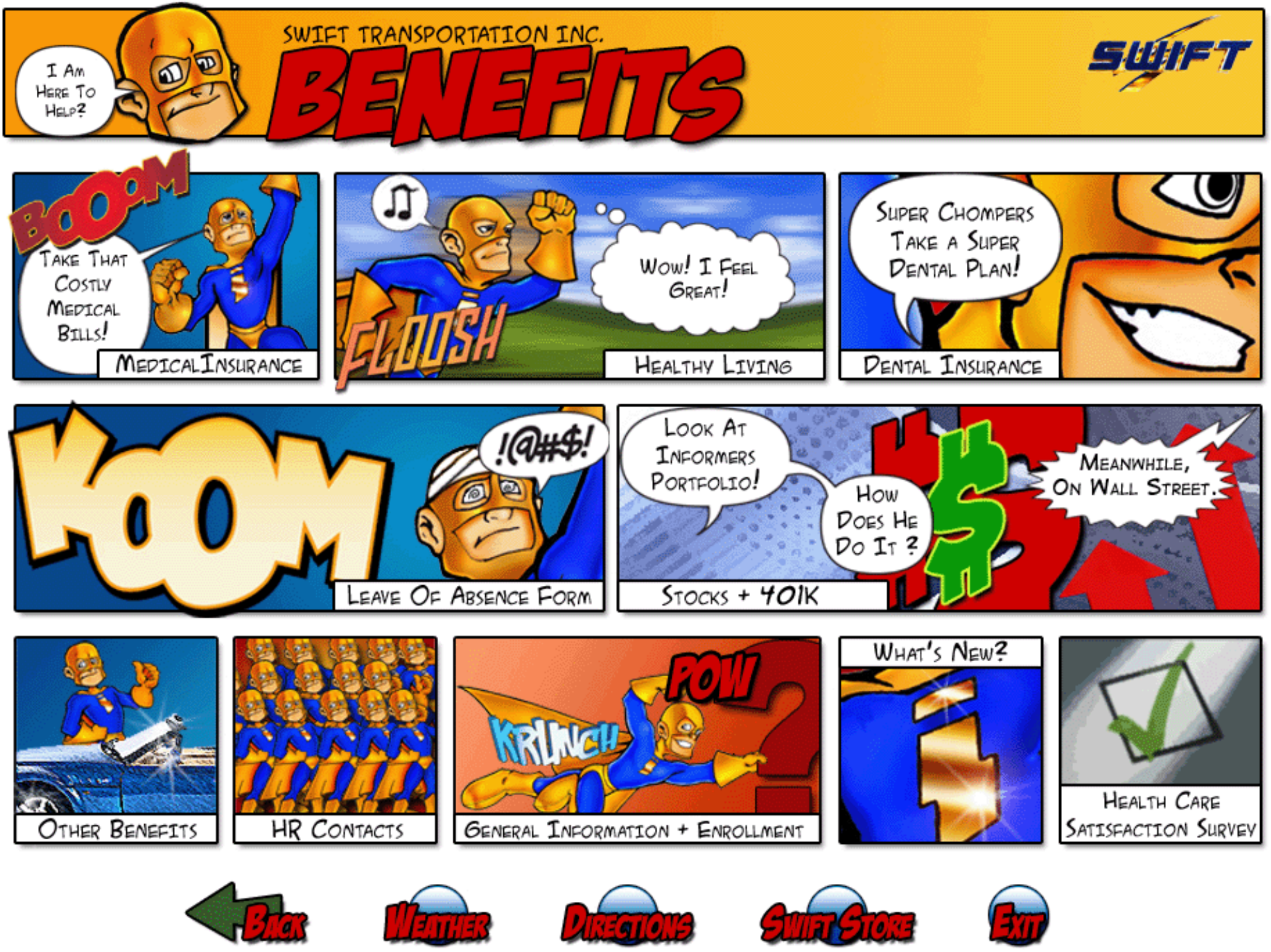
SWIFT TRANSPORTATION INC.
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FLOOSH
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Super Chompers Take a Super Dental Plan!
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Leave Of Absence Form
Look At Informers Portfolio!
How Does He Do It ?
Meanwhile, On Wall Street.
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Other Benefits
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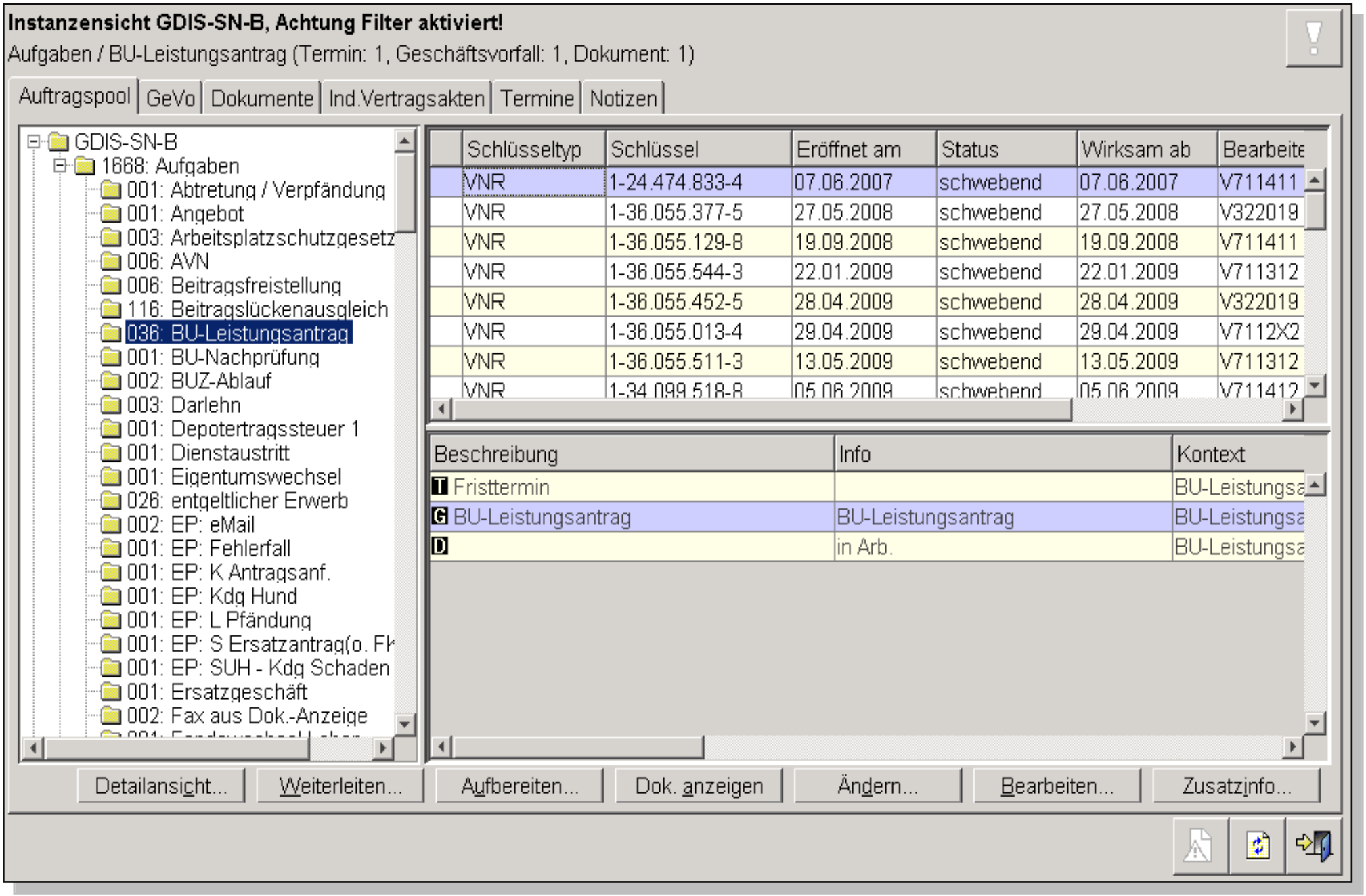
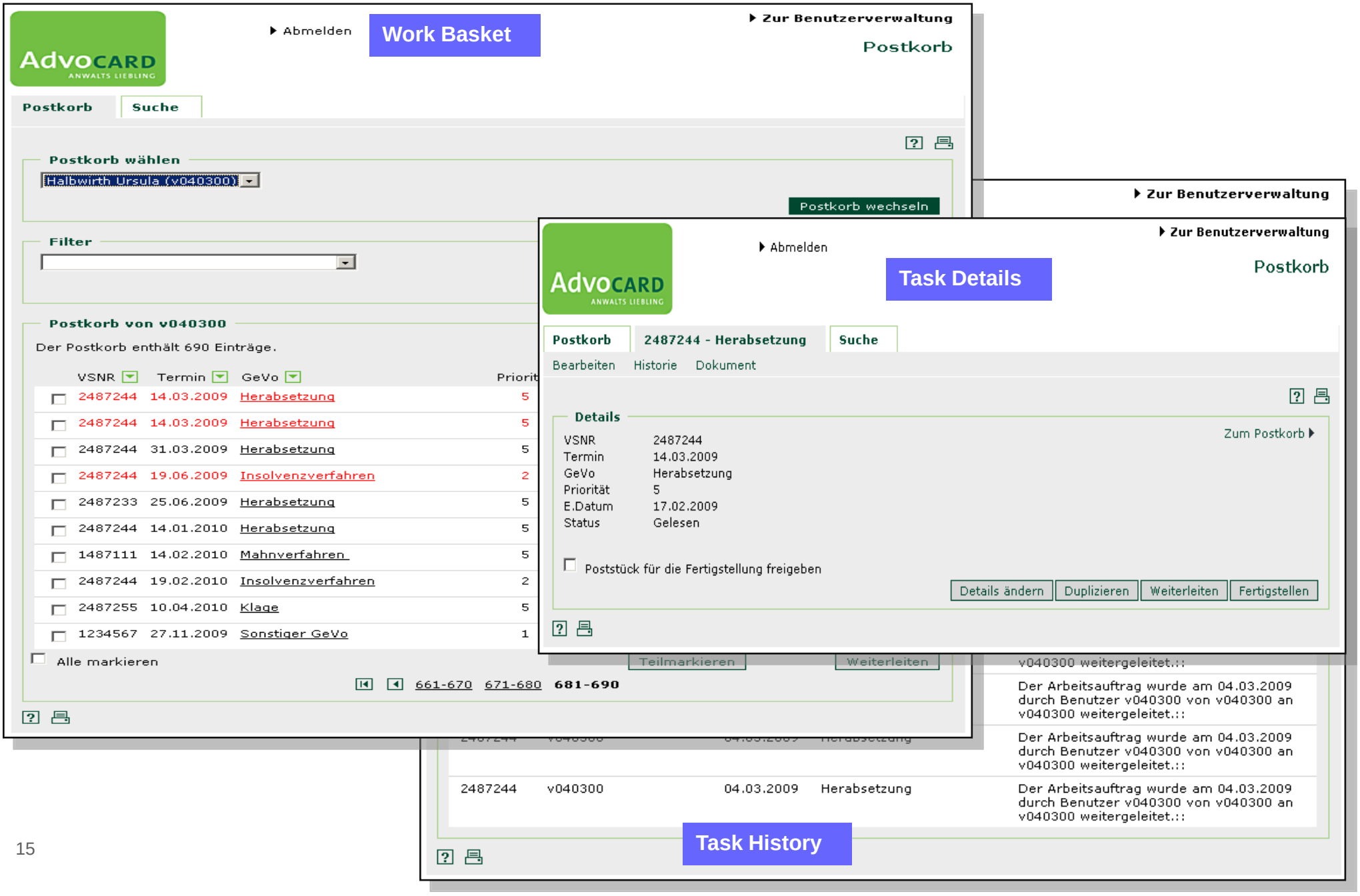
KRUNCH
General Information + Enrollment
What's New?
Health Care Satisfaction Survey
Back
Weather
Directions
Swift Store
Exit

Before: Desktop Based “Work Basket” System z Client



Now: Browser & Portal based “Work Basket” System z Client



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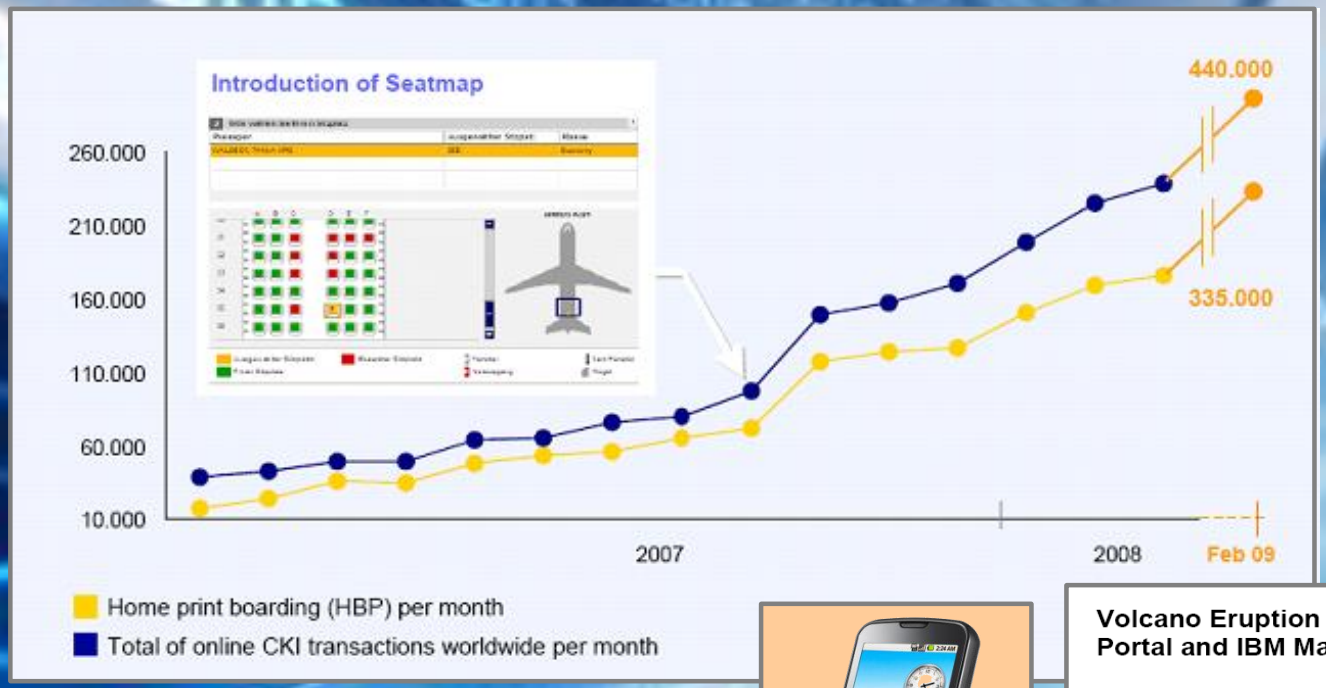
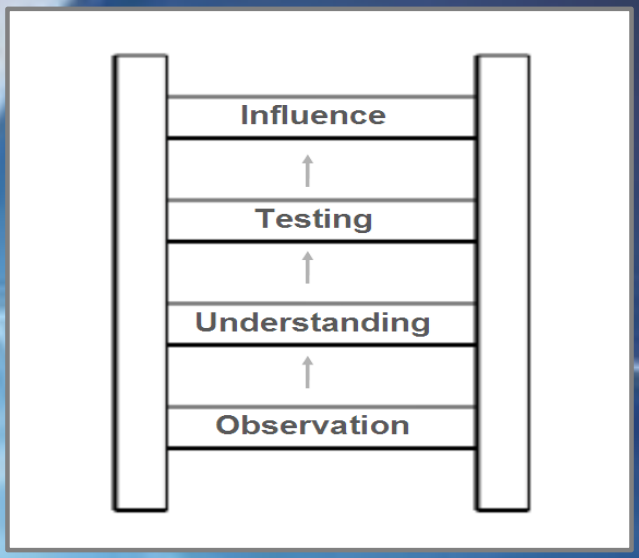
Moving Towards Exceptional Web Experiences

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

1 *billion* Mobile Internet users worldwide by 2013

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

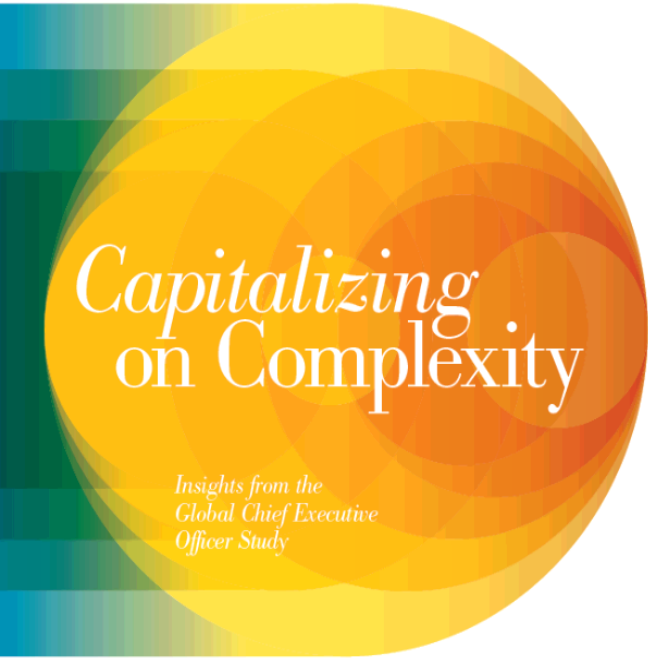
April 12th: 51,144 transactions
April 19th: 1,197,366 transactions

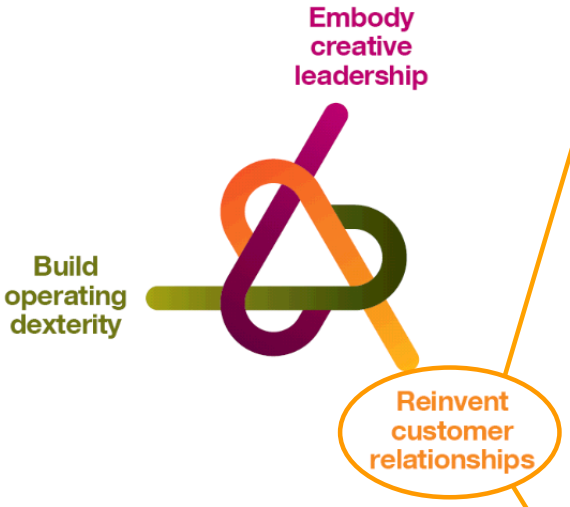
28% of the world's population (1.966MM) are Internet users

Customer Focus is a CEO Imperative

2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways





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.

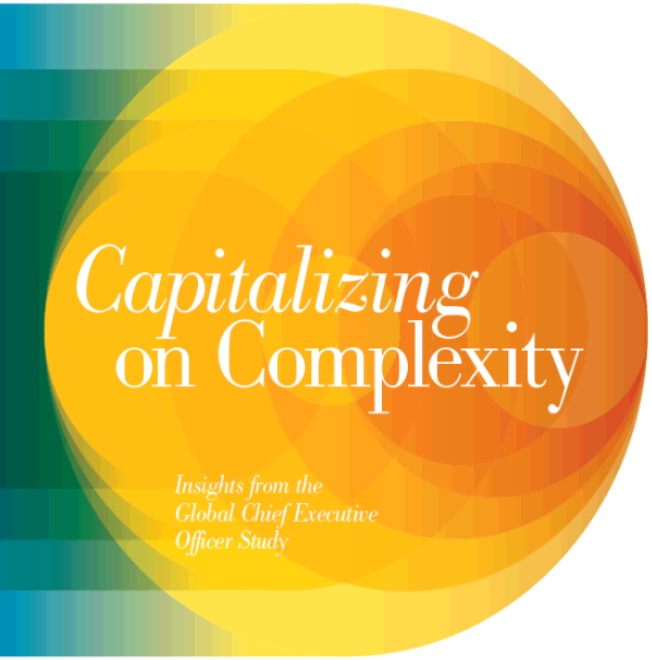
Better understand customer needs and **involve customers more effectively** and directly in product and service development.

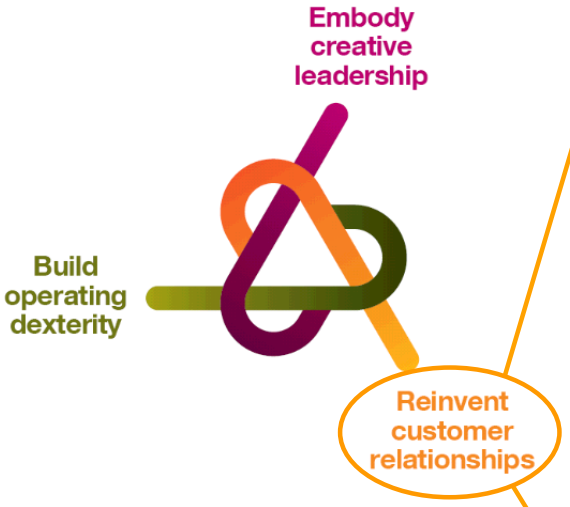
Exploit the information explosion to **hear the voice of your customer t**hrough the vast amounts of data, understand it , and act.

Customer Web Experience Elements are Key

2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways





"Getting closer to Customers" is the single mo **Web Platform** age customer: ase 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

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

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

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

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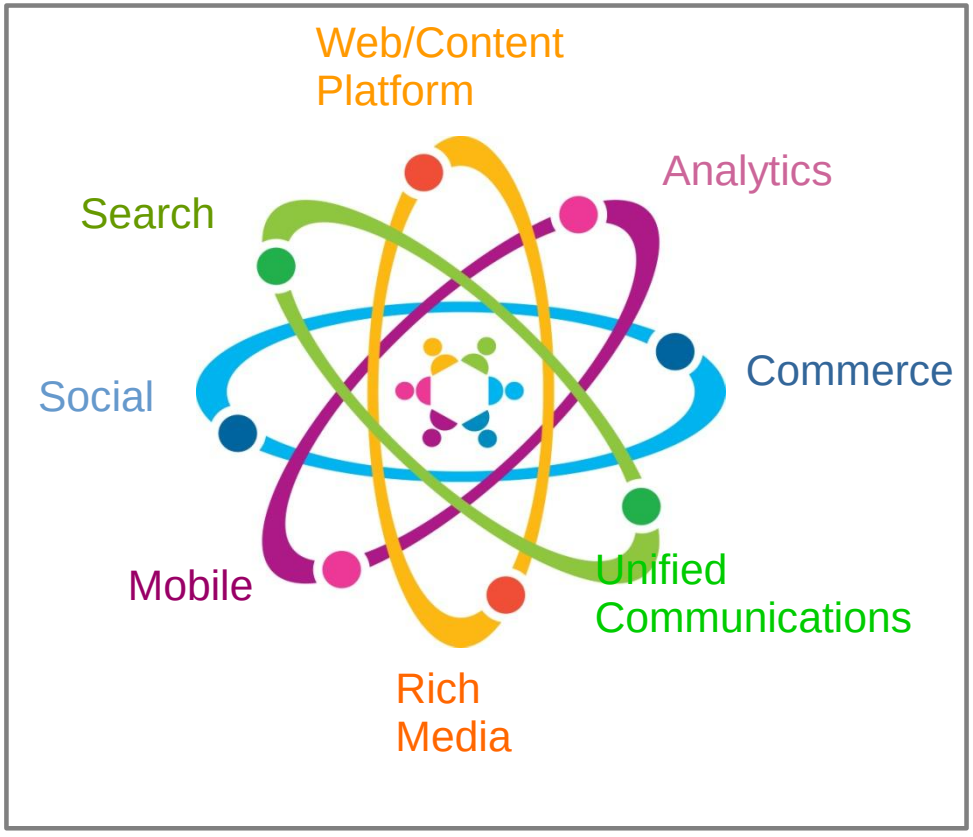
IBM Project Northstar

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/

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.*

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IBM Project Northstar at a Glance

IBM Customer Experience Suite

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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 Optimzing the IT Infrastructure

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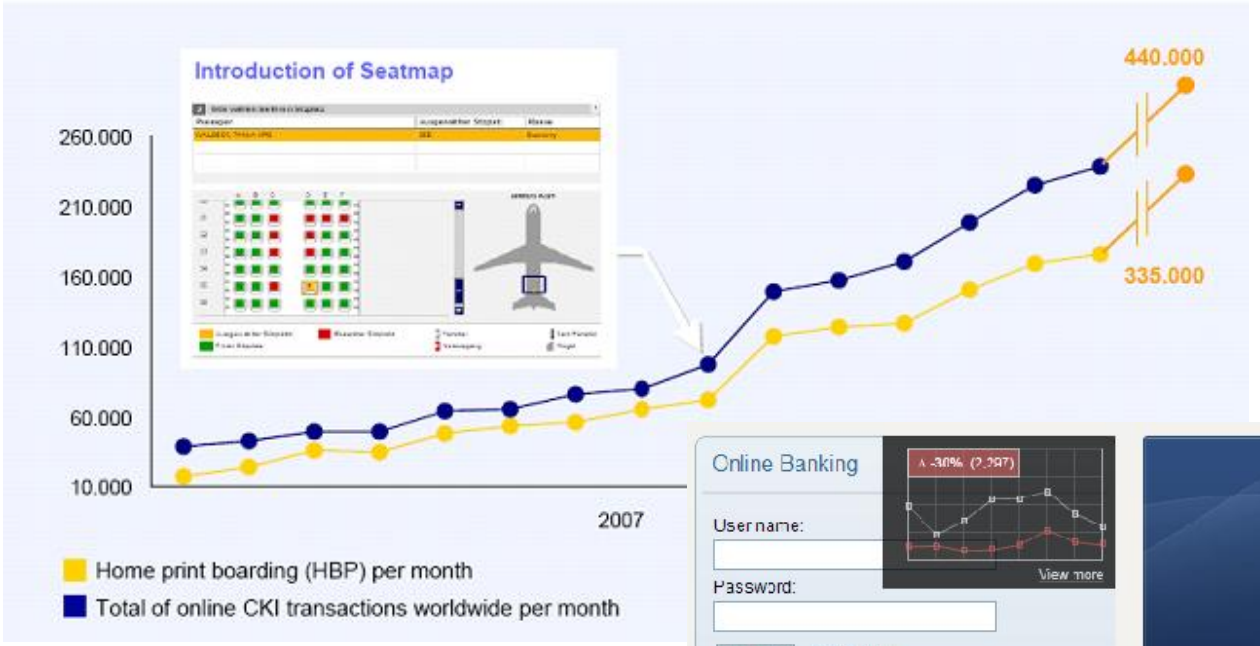
Web Analytics

Sense & Learn. Optimize & Measure.



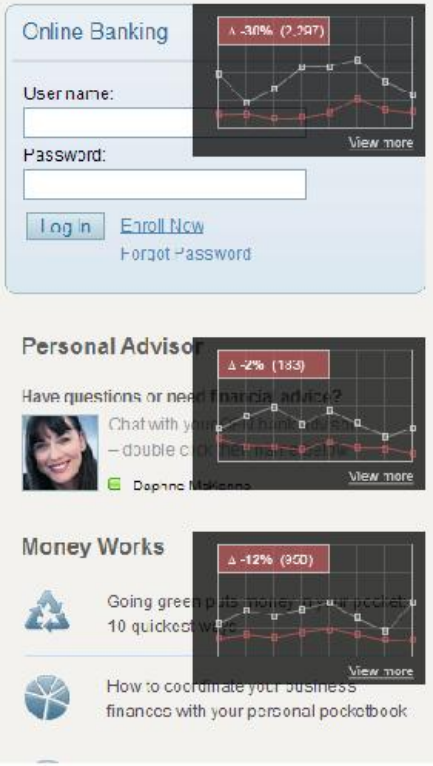
CORE METRICS

OMNITURE

unica

MARKETING SUCCESS STARTS WITH U™

WebTrends



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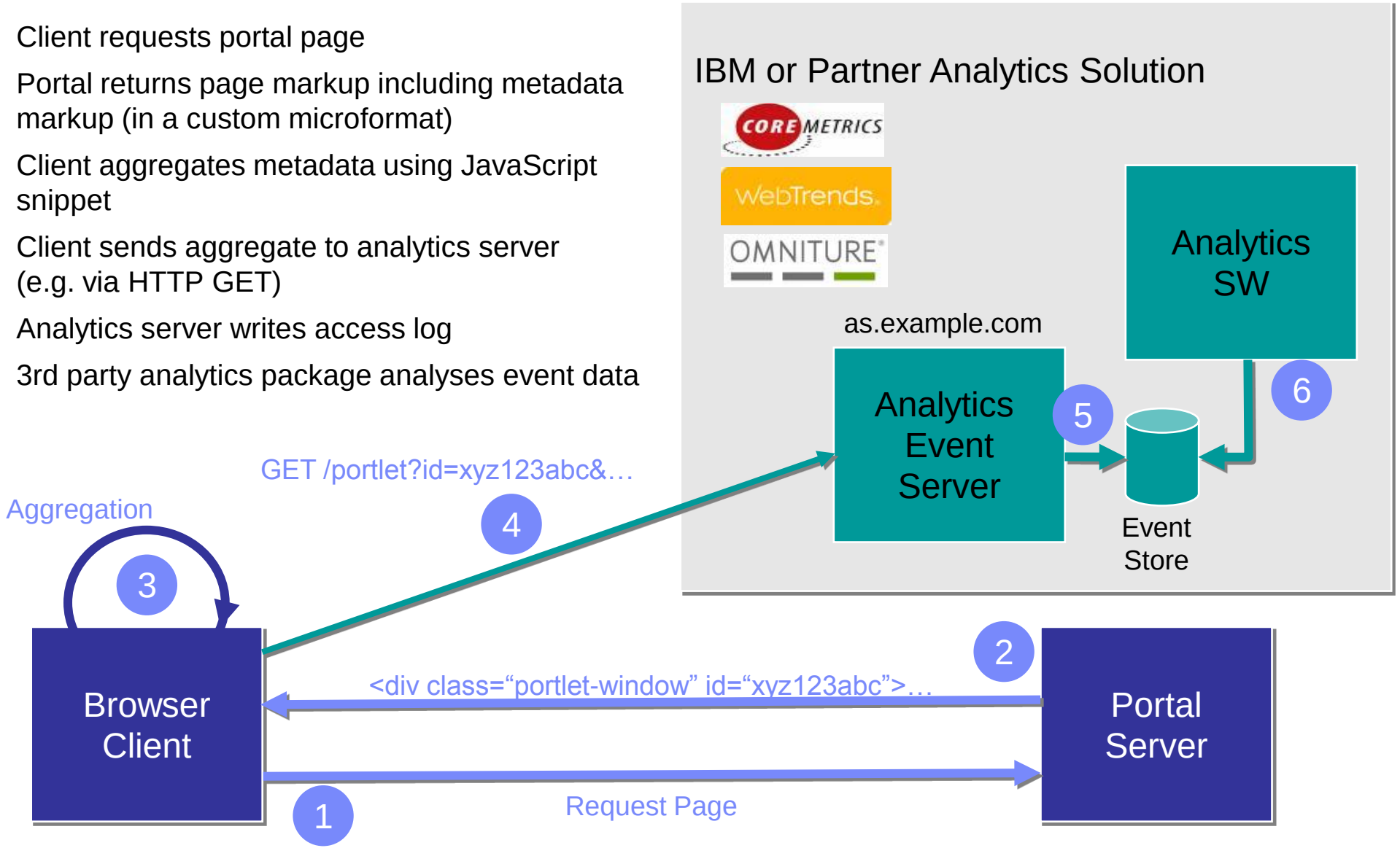
Active Analytics Scenario

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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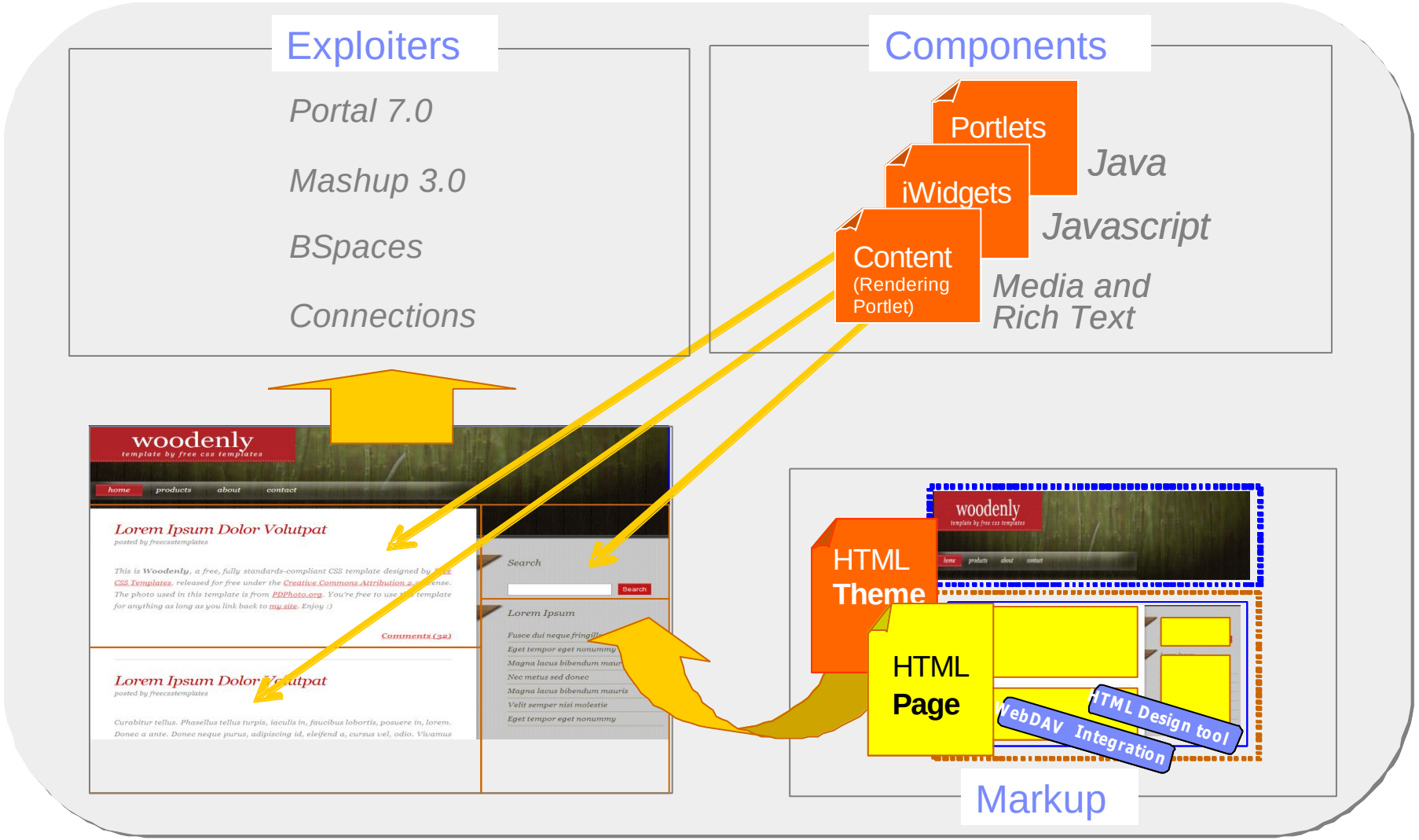
IBM WebSphere Portal as the Unified Integration Hub



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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**

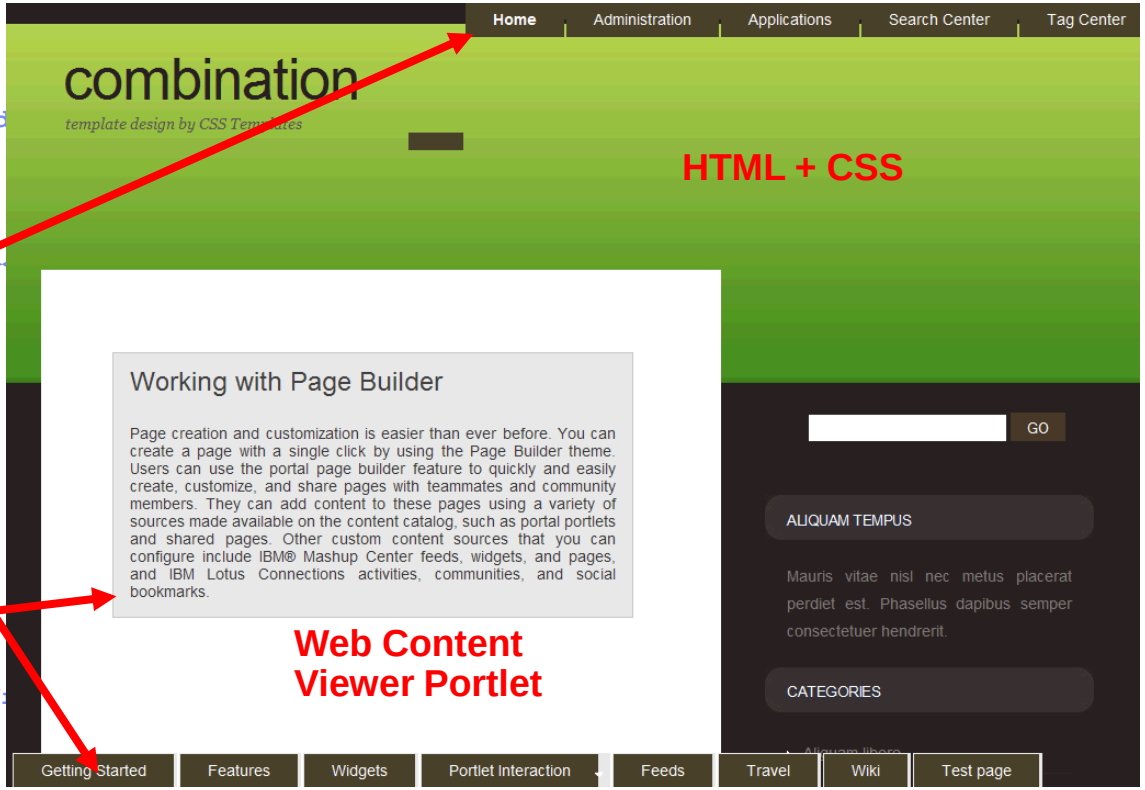
```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<!--
Design by Free CSS Templates
http://www.freecsstemplates.org

<link rel="dynamic-content" href="dyn-cs:id:head@tl:oid

<!-- #Common Actions -->
<div id="menu">
        <a rel="dynamic-content"
        href="dyn-cs:id:bannerNav@tl:oid:csa2.theme">
</div>

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

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



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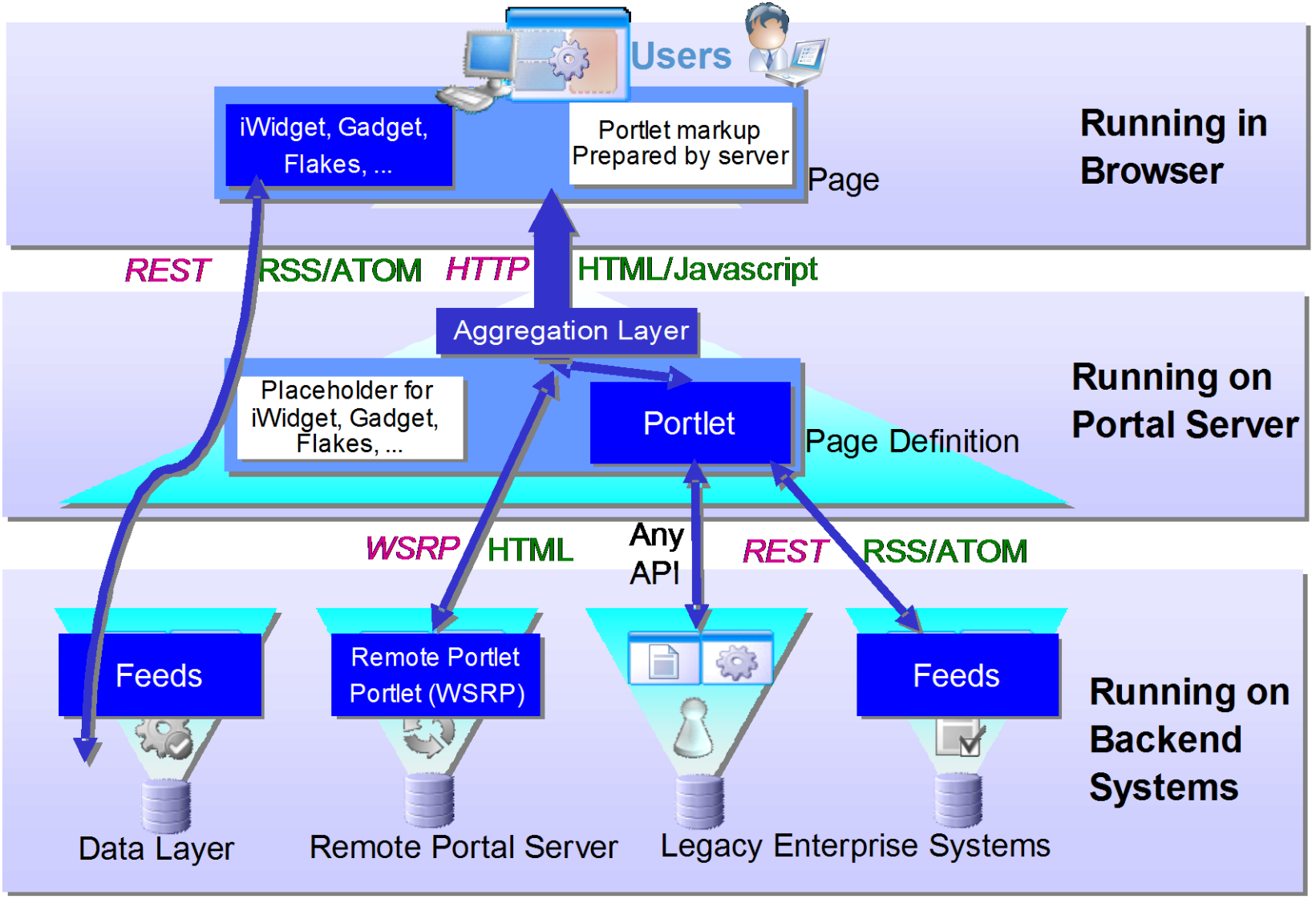
A Look under the IBM WebSphere Portal Covers

WebSphere Portal Integrating Components on various Tiers



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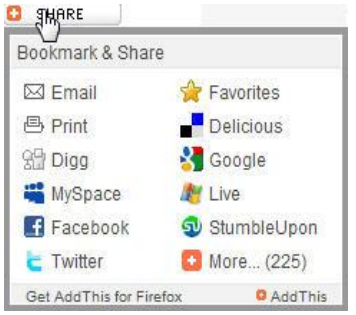
Collaboration is Key

- **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 acr[illegible] web, into other online properties, such as Facebook.



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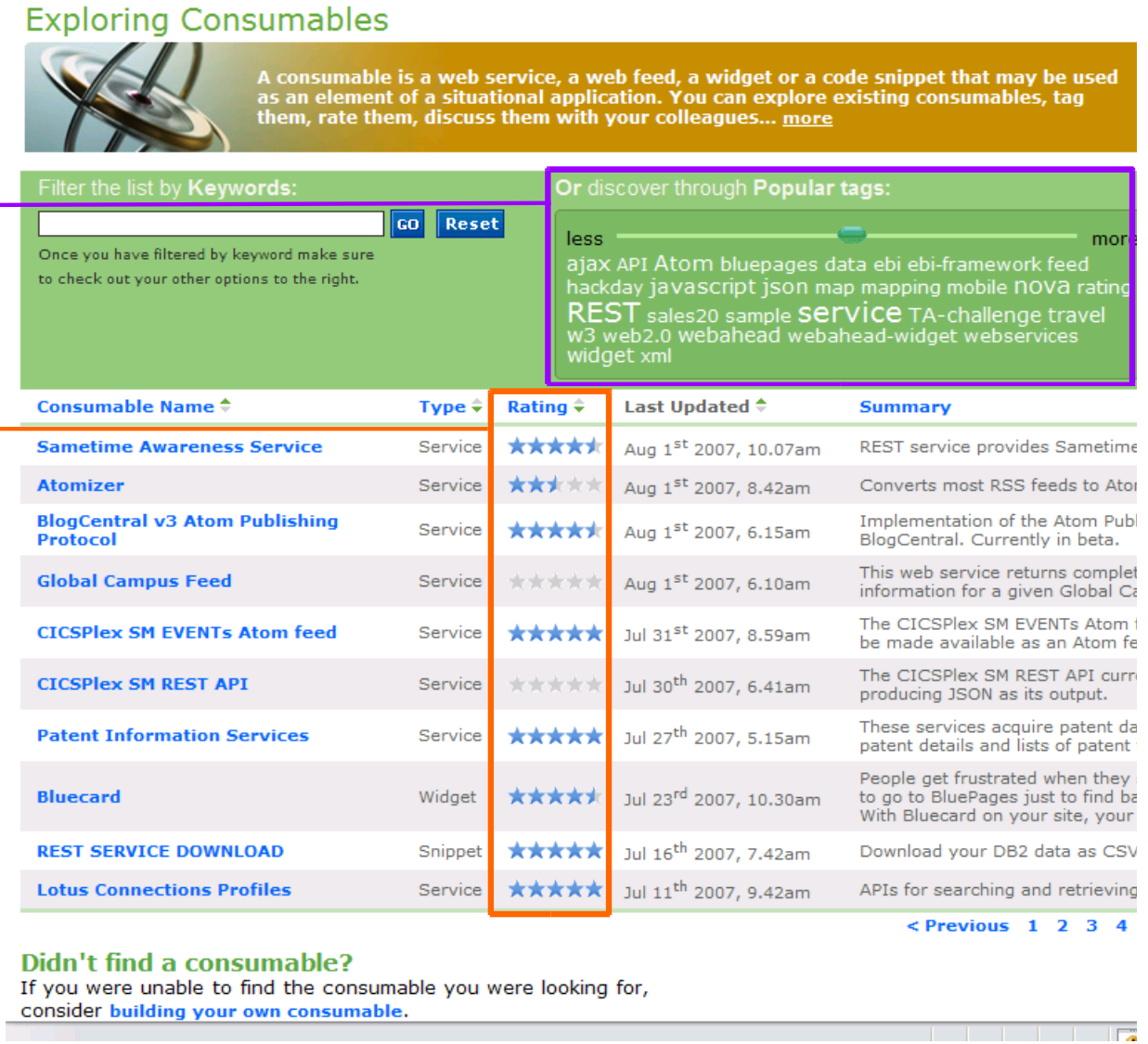
Tagging and Rating with IBM WebSphere Portal

- **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



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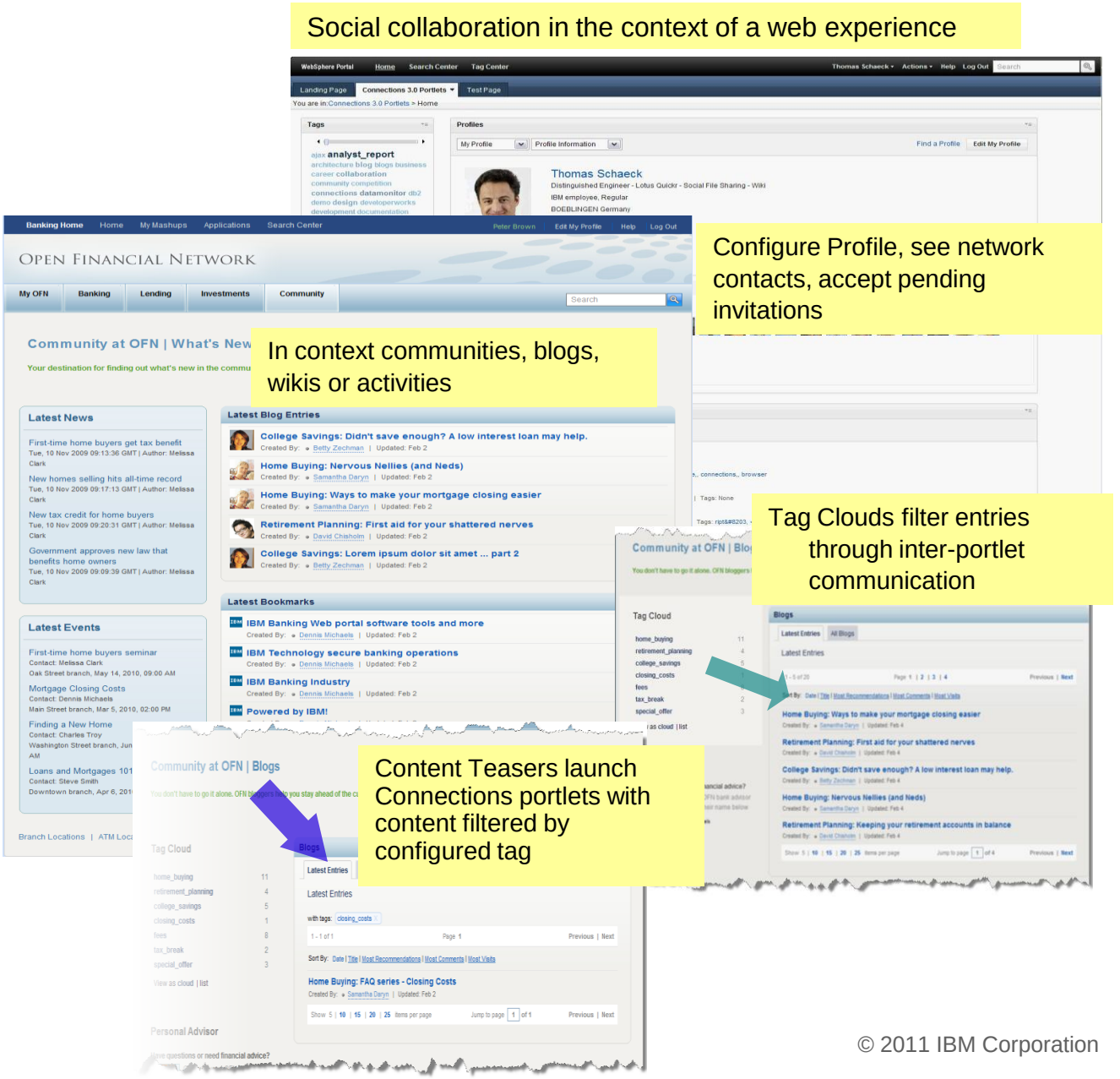
Tapping Social Communities in Context

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



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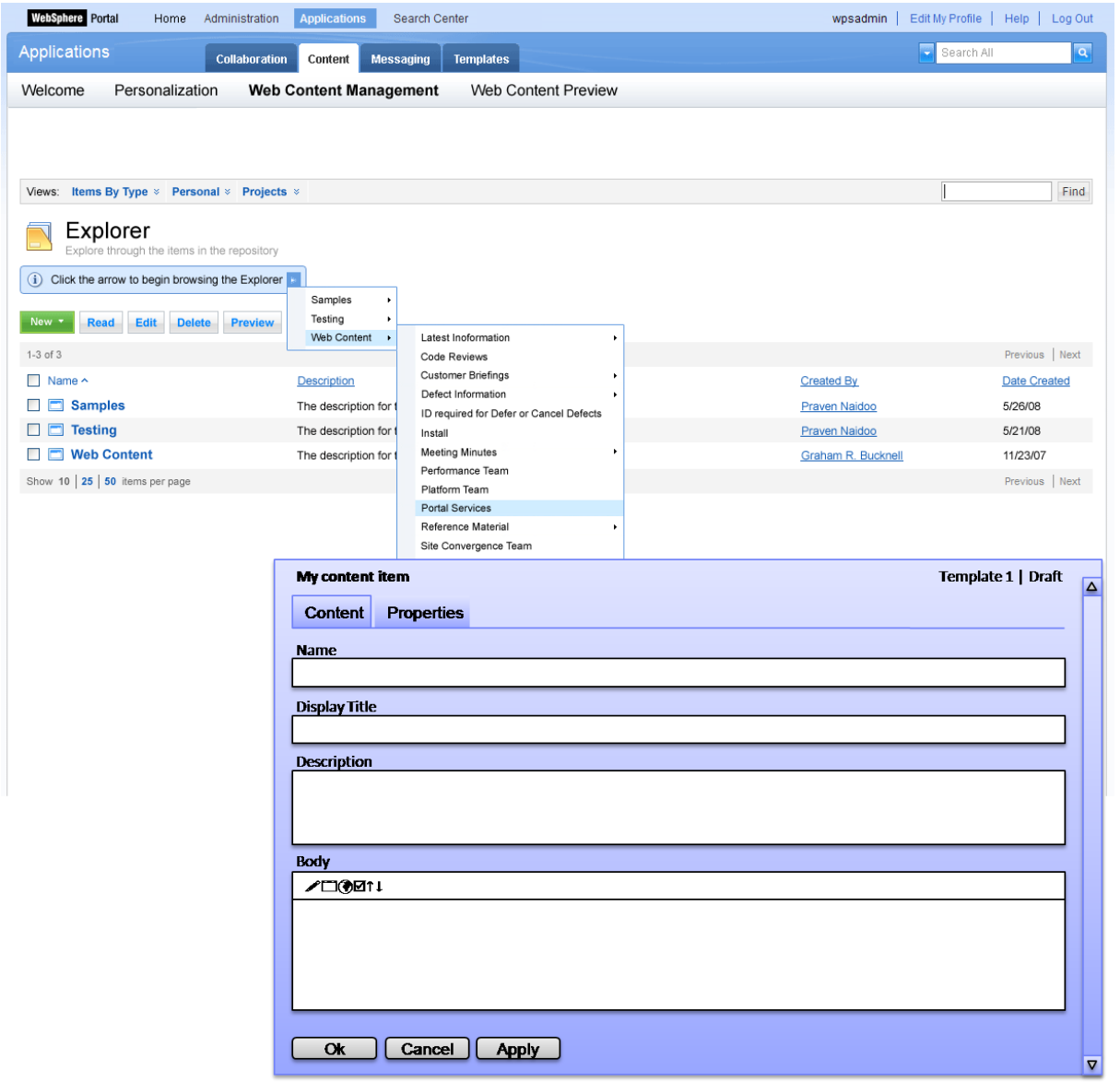
Exceptional Portal Web Content Management Authoring

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



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Web Content Management Templates on the Catalog Now

Latest News

Have a small introduction here ... Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy 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 clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Edit

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Public Water Quality

Aug 18, 2009

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Latest News
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Public Water Quality
Aug 18, 2009

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Jun 7,

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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 - Risc 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

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Course Announcement

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Course Details
New | Edit | Delete

A Poisonous Animal

Status: Open for registration
In brief: Learn which animals you'd never touch
Start: Jun 16, 2009, 12:00 AM then Weekly - Tuesdays 9:00pm - 10pm

Venue: Zoo
Contact: Mrs Francis
eMail: Francis@education-berkeury.edu
Notice: Canceld 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

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

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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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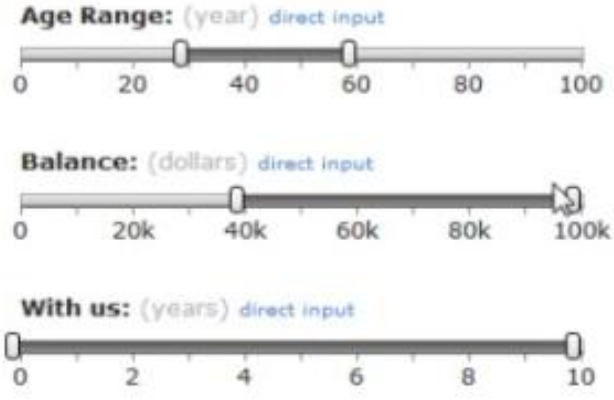
Targeting Content at Specific Audiences

Demo

http://www.youtube.com/results?search_query=websphere+portal&aq=0
http://www.youtube.com/watch?v=qWkDv4FLVKY



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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

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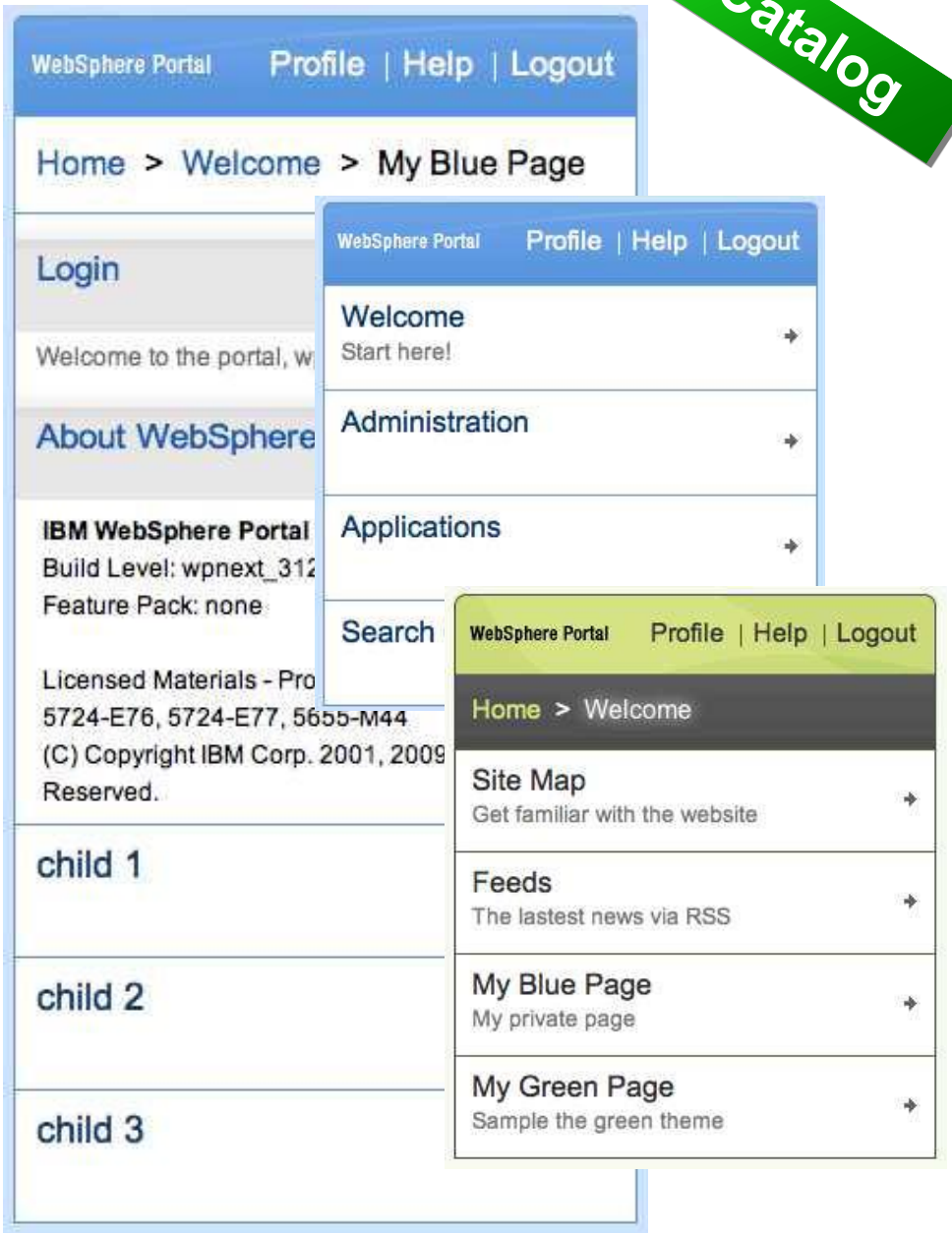
IBM WebSphere Portal Mobile Themes

Solution Catalog

- **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



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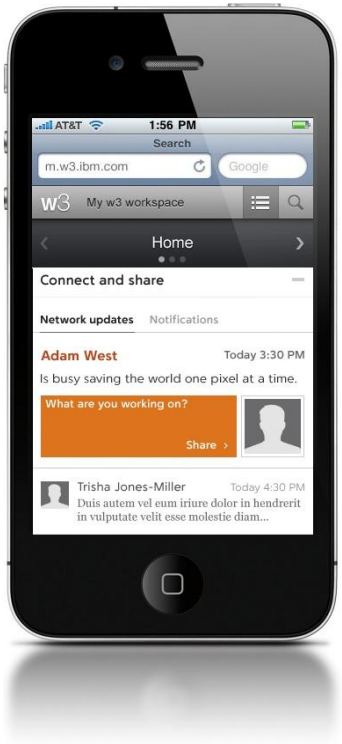
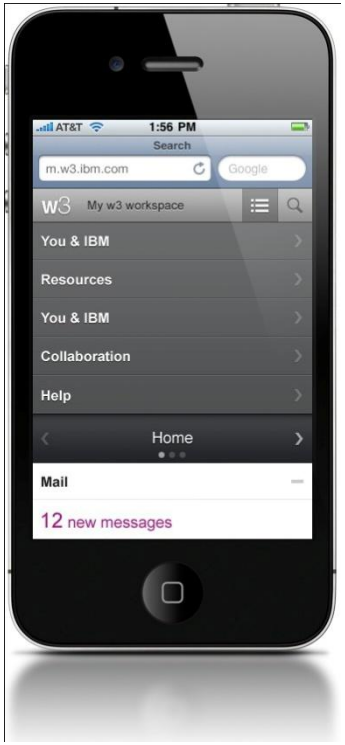
IBM WebSphere Portal Mobile Themes for Smart Devices

Future

- **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





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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!

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IBM Project Northstar Focus Areas

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5	Integrating More and More Things	Leverage your Investments and stay open
6	Deployment	Operating and optimizing the IT Infrastructure

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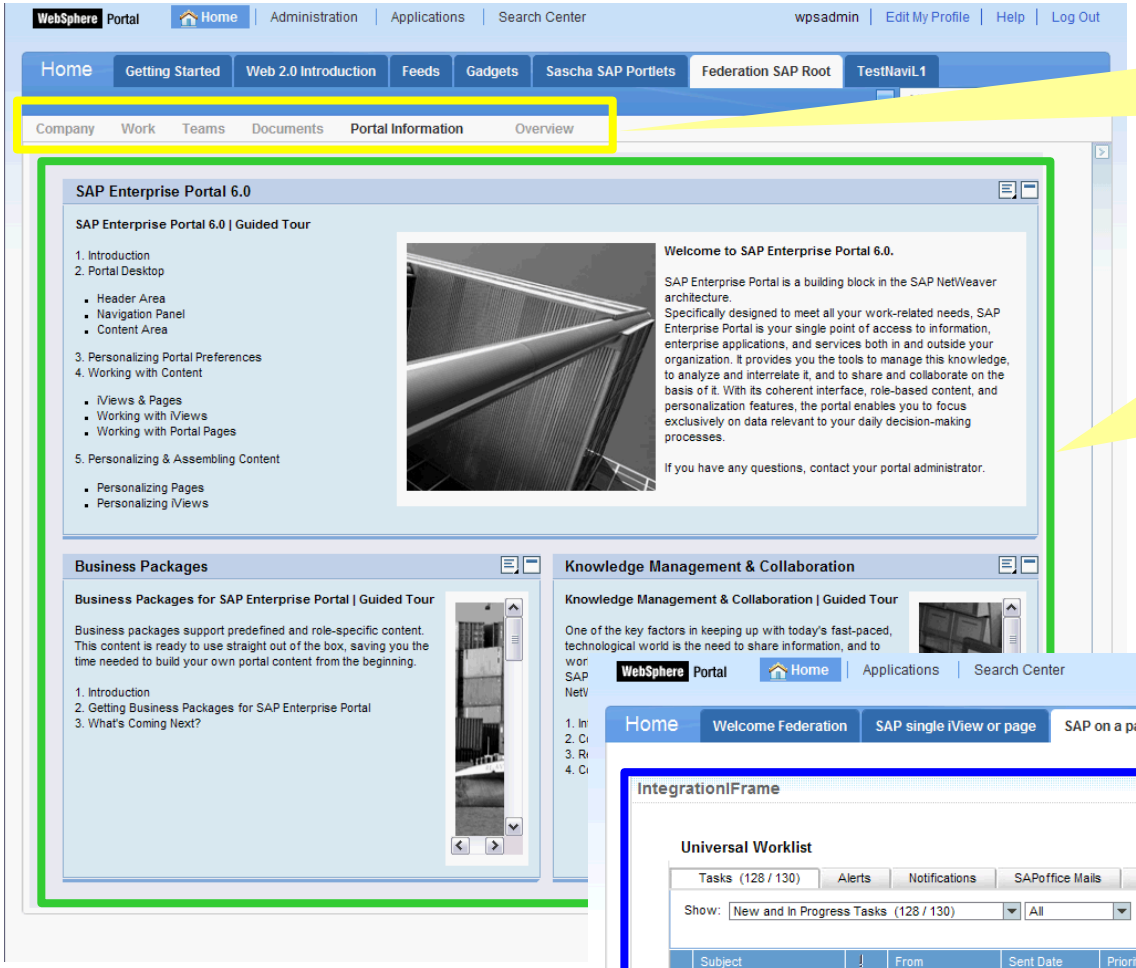
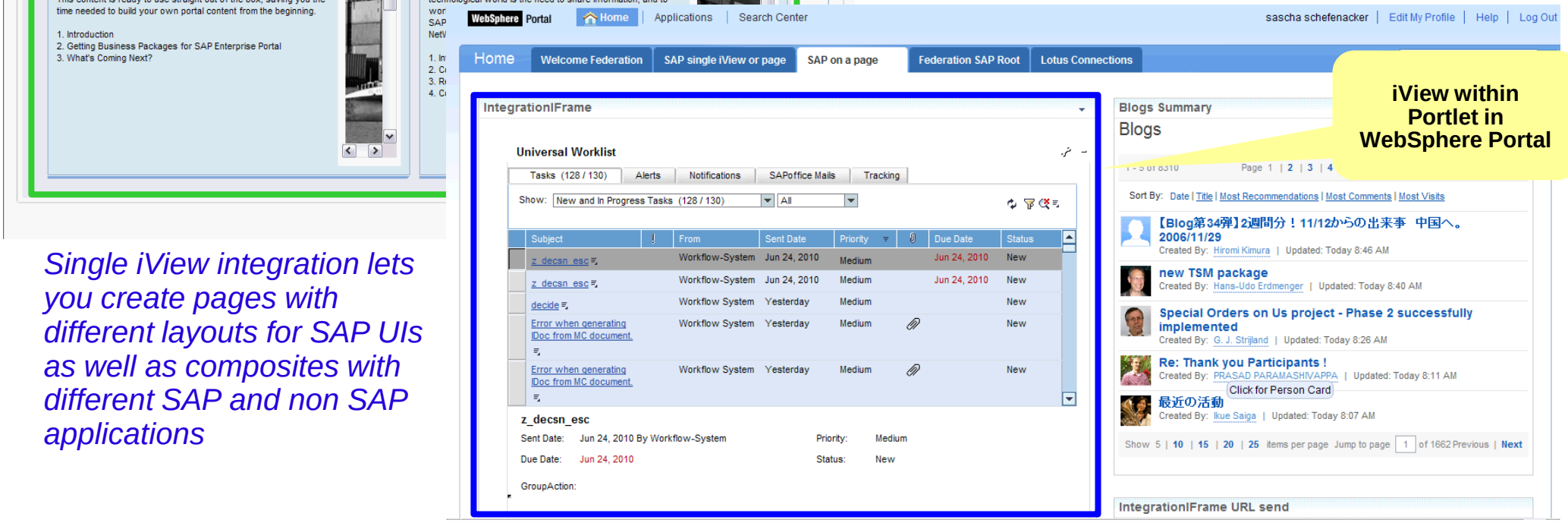
IBM WebSphere Portal Integration with SAP NetWeaver Portal



Role Based Navigation from SAP federated into WebSphere Portal

Page from SAP within Portlet in WebSphere Portal

SAP content is available in WebSphere Portal without additional administration

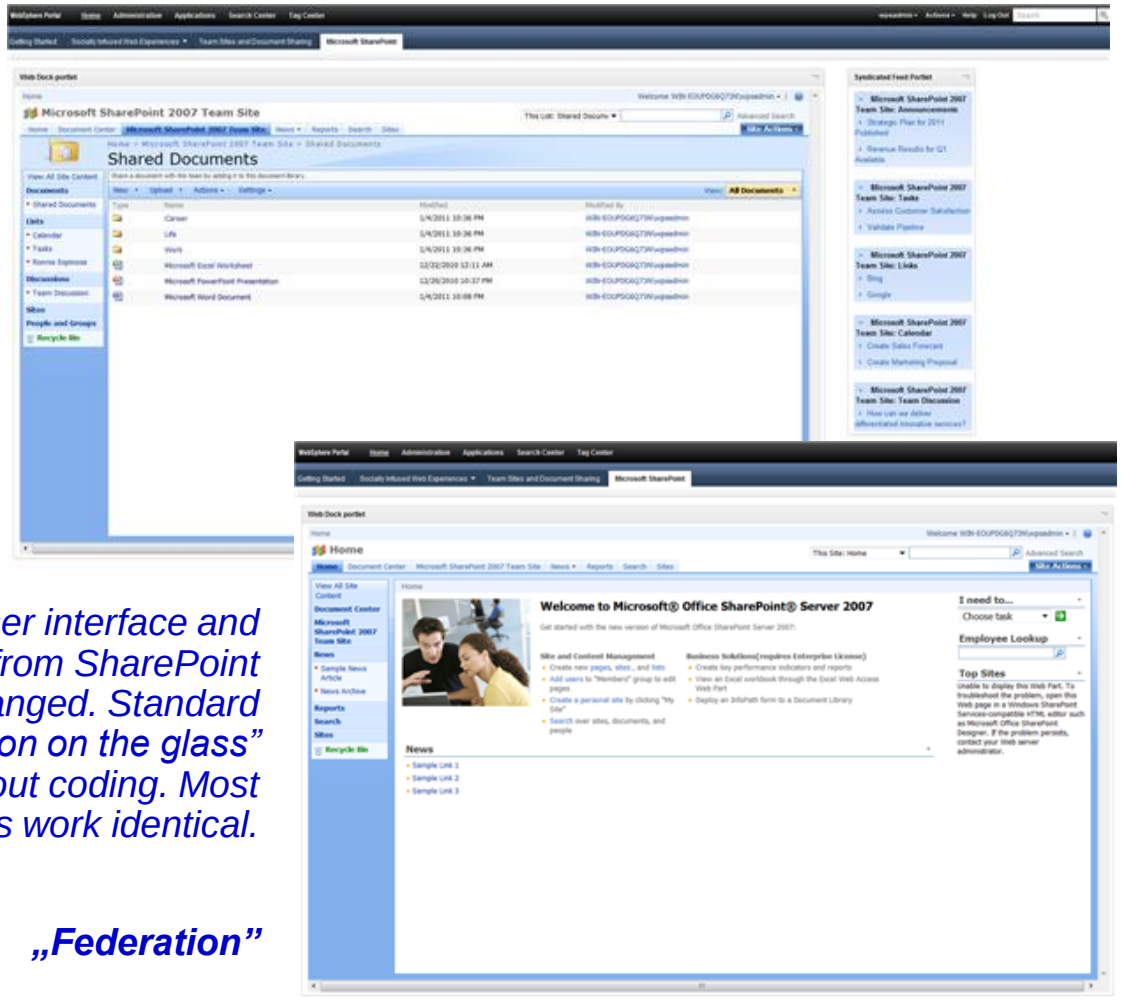


iView within Portlet in WebSphere Portal

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"

https://greenhouse.lotus.com/plugins/plugincatalog.nsf/assetDetails.xsp?action=editDocument&documentId=9FAAD6D44DC64231852577EB006F4D9D

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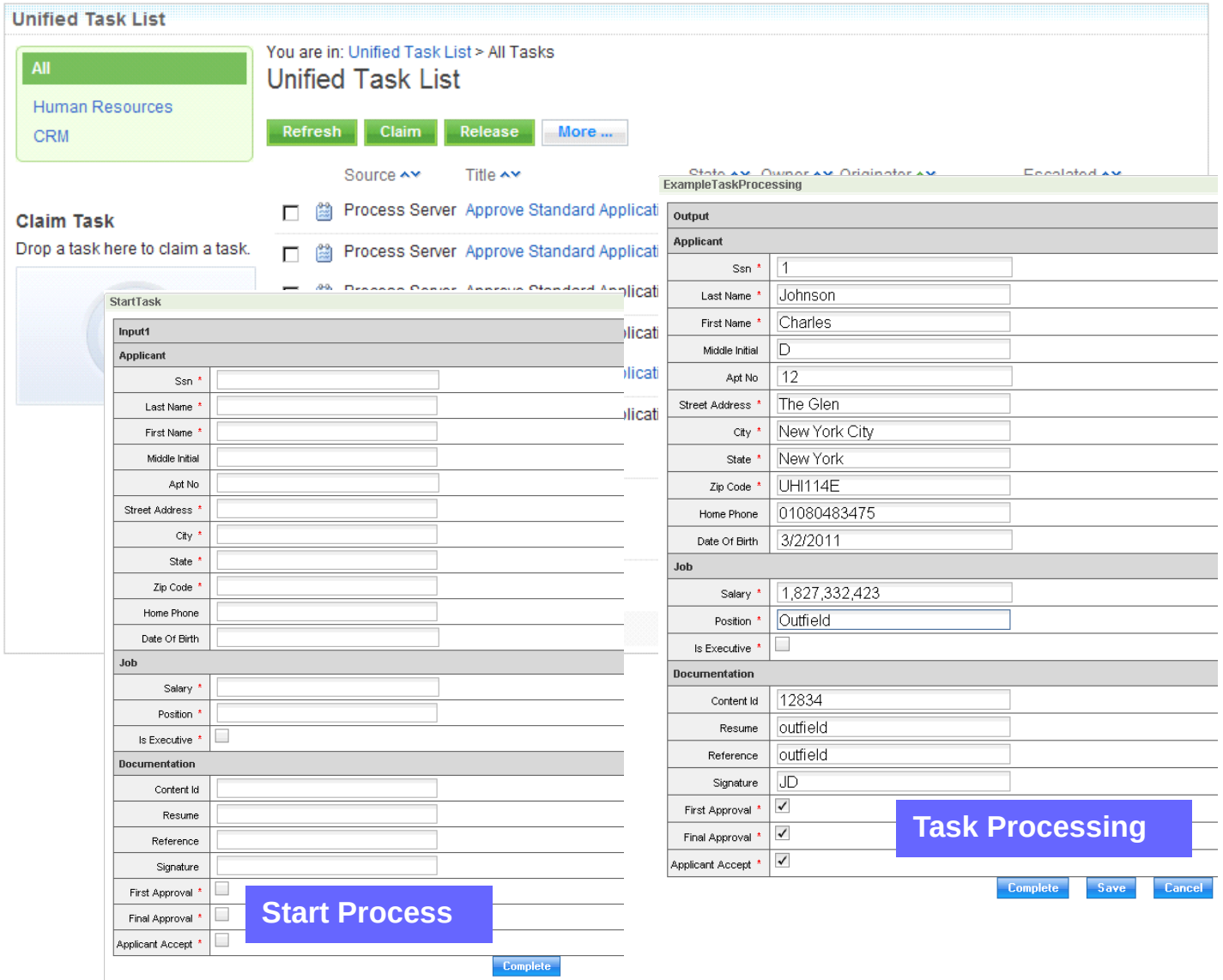
Business Process Integration for IBM WebSphere Process Server

Updated



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

**WebSphere Process Server 7.0.0.3 and later

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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 form 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...

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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!

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