



IBM WebSphere Portal

Modernize with WebSphere Portal and Dashboards on System z



Portals

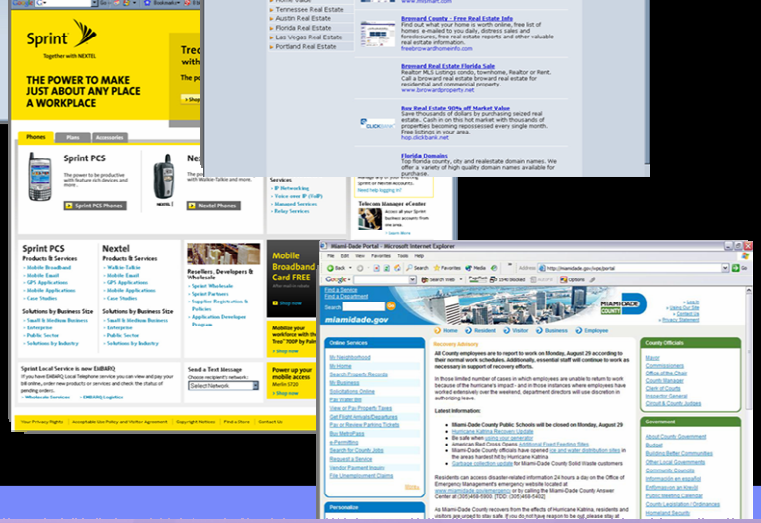
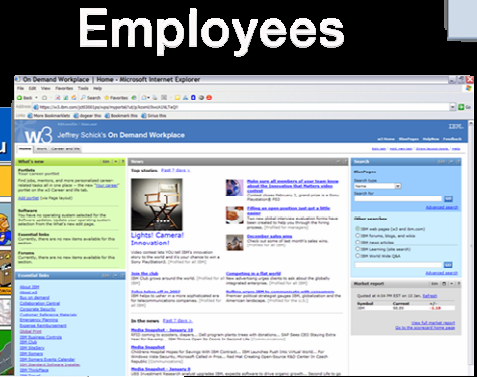
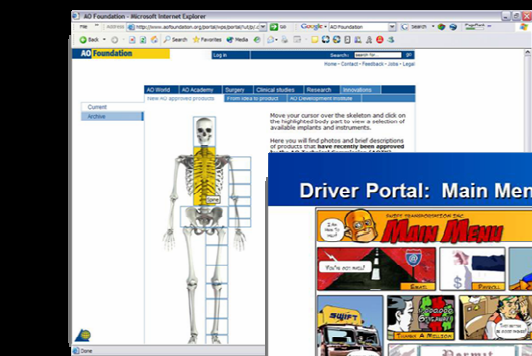
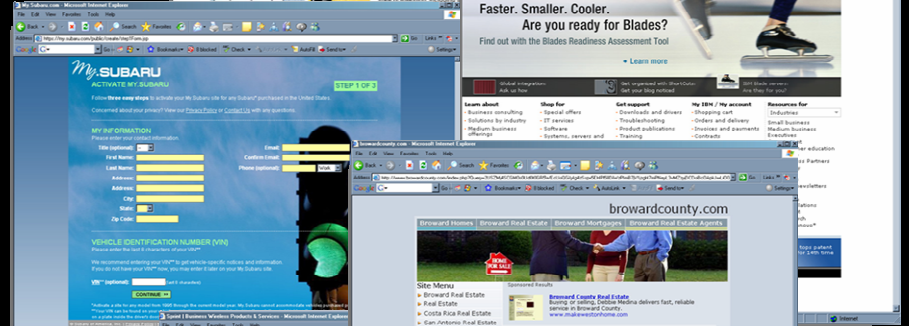
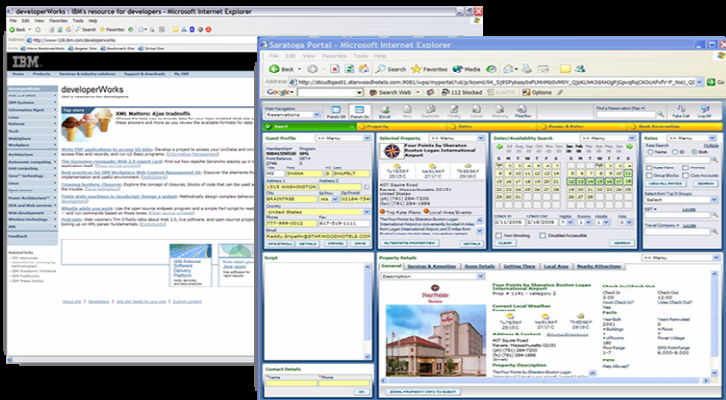
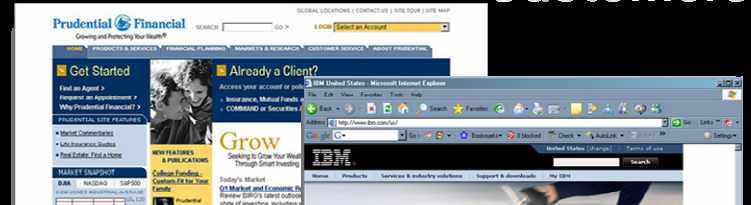
Exceptional Web Experiences

One Platform

Many Different Business Needs

Customers

Partners



Employees

Web 2.0 & IBM Strategy

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



**Web 2.0
New
Markets
& Sites**

**Community
/ Collective
Intelligence**

**Mashups
Tagging
Tag Clouds
Folksonomy
Blogging
wikis**

Semantic Tagging

Technology

Microformats

PHP

Flex

REST

XML

RSS

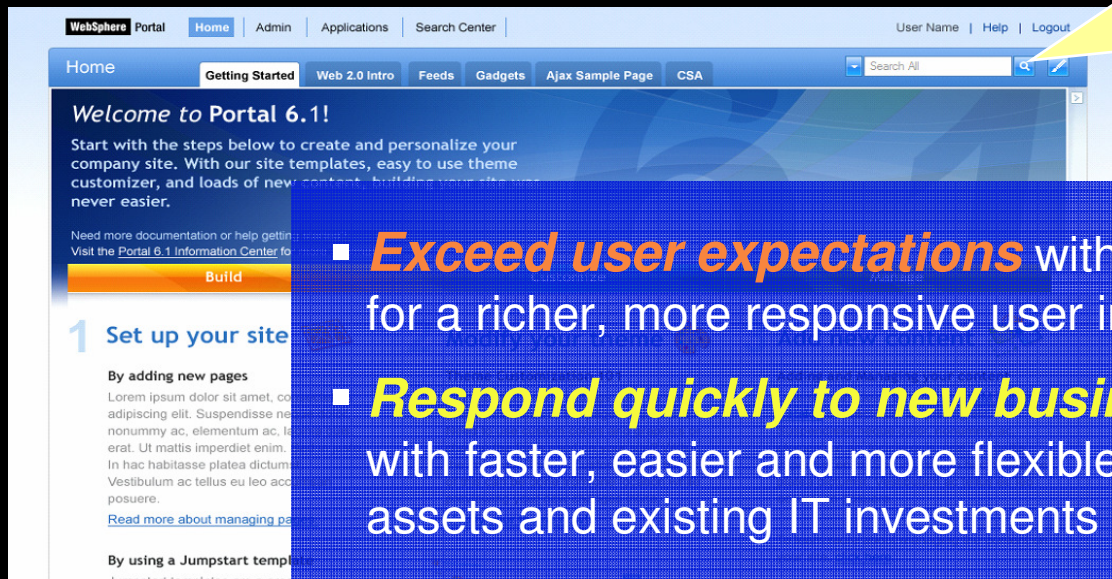
Atom

AJAX



Introducing IBM WebSphere Portal V6.1: THE Web 2.0 Portal !

New Web 2.0 features for increasingly Web-savvy users



- **Exceed user expectations** with latest Web 2.0 features for a richer, more responsive user interface
- **Respond quickly to new business opportunities** with faster, easier and more flexible reuse of Web-based assets and existing IT investments
- **Reduce deployment costs, complexity and maintenance** with more robust site and performance management capability

Exceed User Expectations

Making a personal experience happen

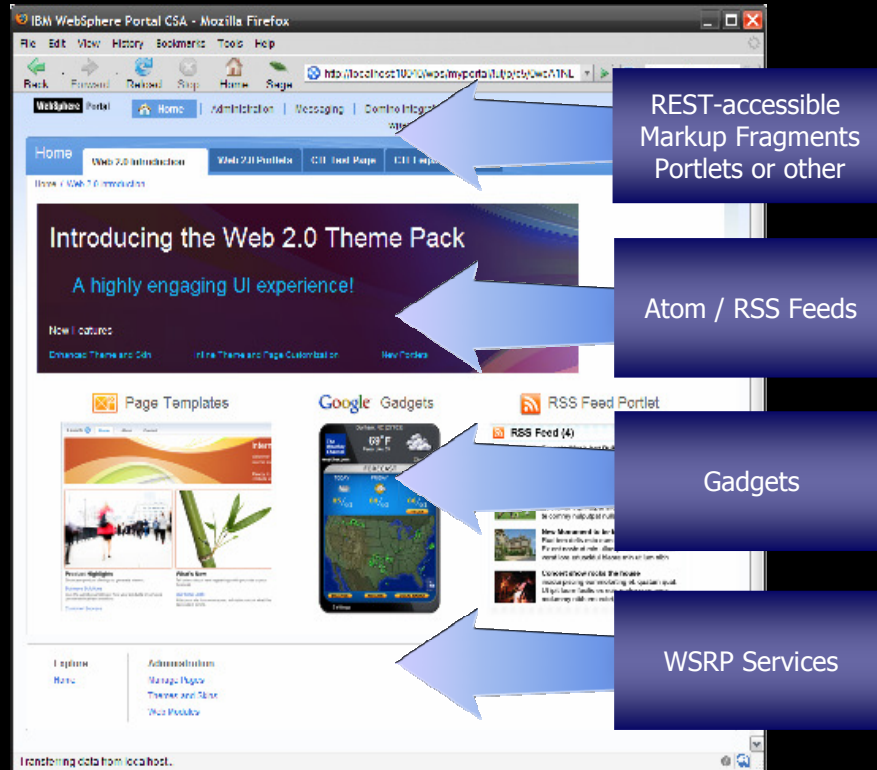
Profile
Drives my look and feel by login

Customization
Allows the user to change their own interface.

Personalization
Drives a custom user experience at all levels based upon personal or other attributes

Exceed User Expectations

Get Desktop Performance in a Browser with Web 2.0



- Turn your existing Portal Applications into “desktop like” applications
 - Highly reactive user interface
 - Many actions possible without server roundtrips
 - Avoids page reloads

- Improved performance and scalability
 - Reduced server side processing
 - Reduced bandwidth requirements
 - Reduced client-side processing
 - Improved cachability

- Browser-side Aggregation, Navigation and Customization
 - Renders XML obtained from the server in the browser
 - Implemented using AJAX, XML, Dojo, and JavaScript
 - Accesses and manipulates Portal through REST*

Client Side Aggregation

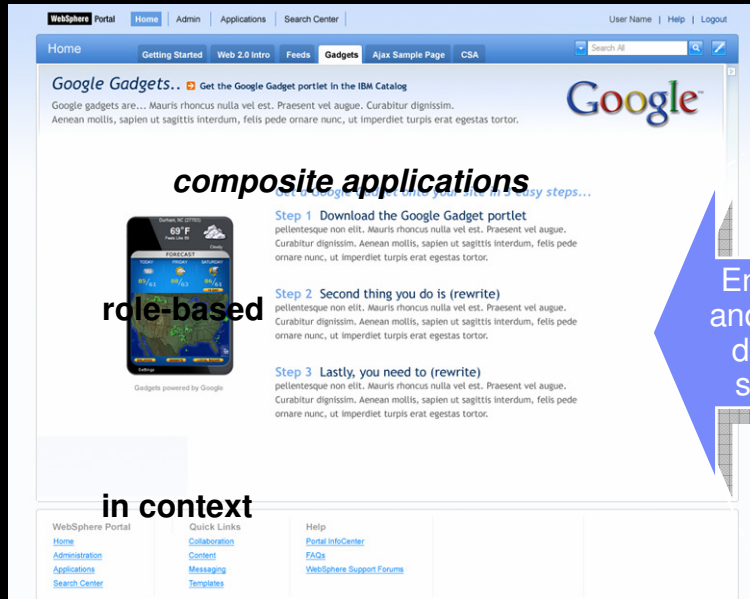
“Most existing Portlets benefit directly from Web2.0 rendering model without any changes.”

Exceed User Expectations

IBM Portlet for Google Gadgets

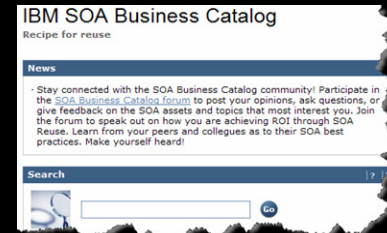
Easily incorporate Google Gadgets into Portal applications:

- Search and select any Google Gadget
- Customize to portlet
- Leverages Portal's Web 2.0 APIs support
- Supports inter-portlet communication between Portal portlets and Google Gadget portlet instances.



Enterprise and internet data and services

Extends reach of rich internet services to role-based business centric composite applications for improved flexibility and responsiveness.

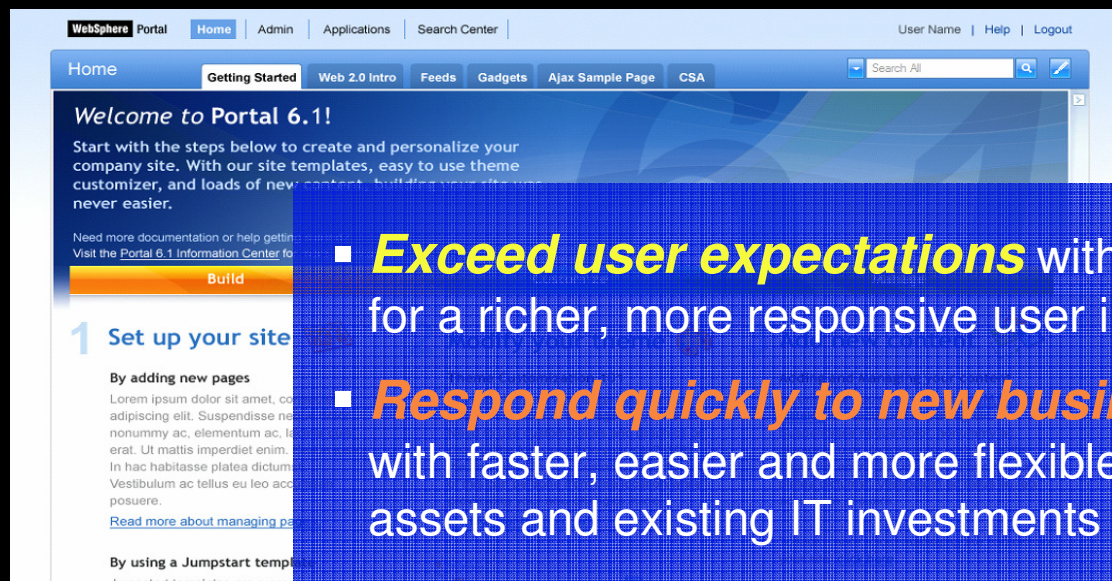


- Community SOA Wiki
- Business Catalog forum
- > 3600 Assets in IBM SOA Business Catalog



- Google Gadget Services
- > 4000 Applications and Utilities

Introducing IBM WebSphere Portal V6.1: THE Web 2.0 Portal !



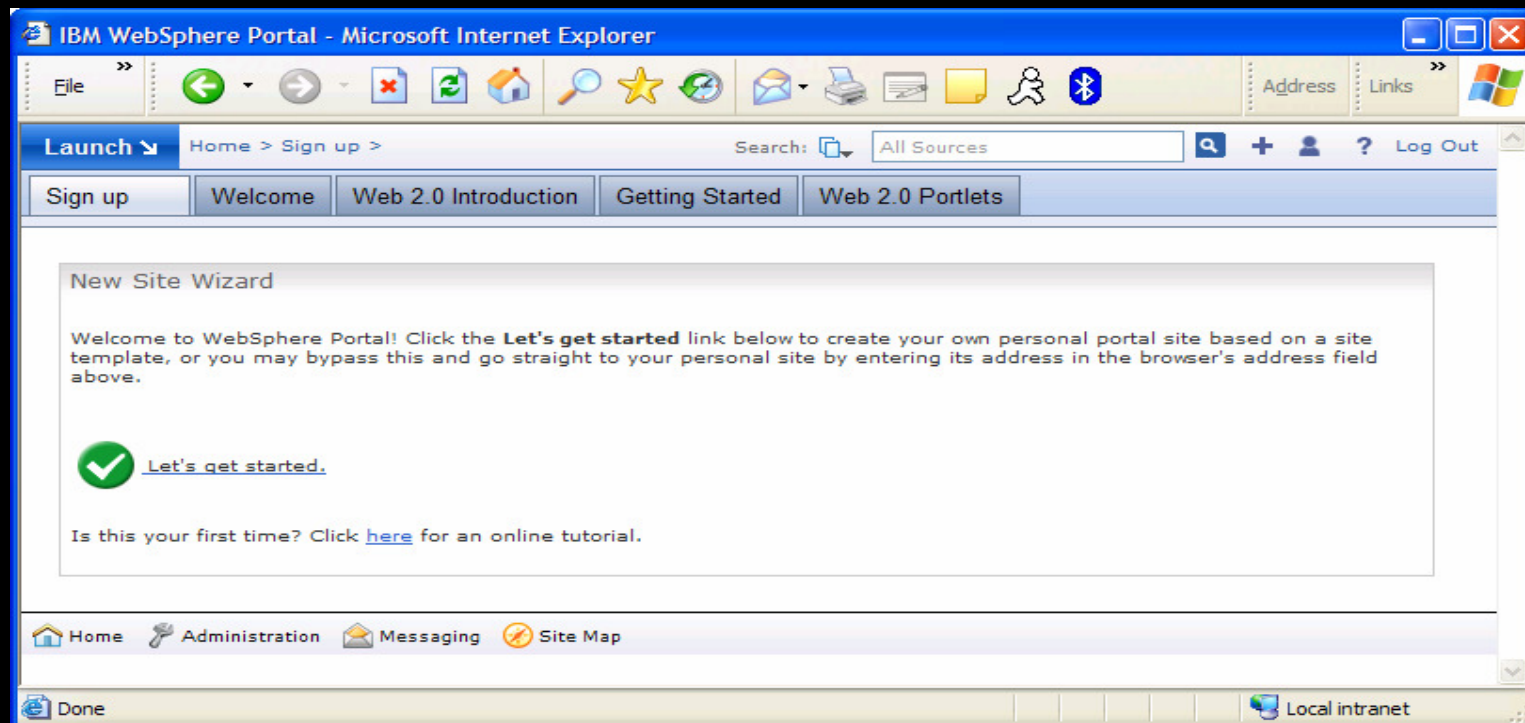
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- **Respond quickly to new business opportunities** with faster, easier and more flexible reuse of Web-based assets and existing IT investments
- **Reduce deployment costs, complexity and maintenance** with more robust site and performance management capability

Respond quickly to new business opportunities

New Site Wizard quickly creates new customized Portal Sites

Combines several administrative actions into a single portlet:

- User enrollment
- Virtual Portal creation
- Portal content import



Respond quickly to new business opportunities

Better content authoring experience and enhanced content security model

- Inherited security enables all sites and site areas to use the same security model
- Simplified authoring templates are very useful for creating "quick" content (i.e. blogs)
- Richer inline editing enables users to easily create folders, sites or site areas. Users can now perform most functions from the website itself (in context) rather than having to go through the central UI of WWCMM

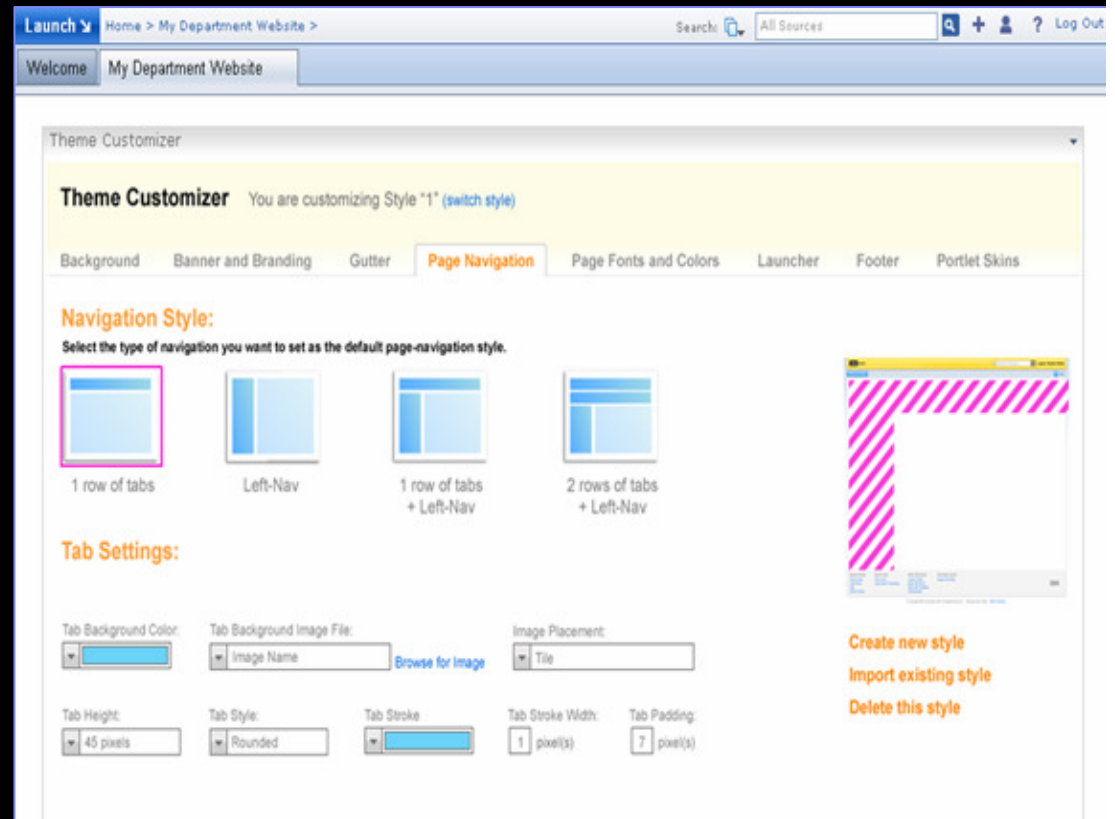
The image displays three overlapping screenshots of the IBM WebSphere Portal interface:

- Top Screenshot:** Shows the 'Company News' page with a navigation menu (Home, Work, Life and Career, About, Search) and a main article titled 'Important news about Showcase Today'. It includes an 'Edit Item' button and a 'Confidential' label.
- Middle Screenshot:** Shows the 'Company News' content editor. It features a toolbar with options like 'Close', 'Save', 'Save...', 'Preview', 'Show Hidden Fields', 'Apply Authoring Template', and 'Manage Elements'. The editor includes sections for 'SC Summary' (with a rich text editor) and 'SC Body' (with a rich text editor). A message at the top states: '"My News for Today is very interesting" was saved.'
- Bottom Screenshot:** Shows the 'Web Content Viewer' displaying search results. It includes a search bar, a 'Submit Query' button, and a list of results with document IDs and summaries. The results are sorted by relevance, with the top two items at 100% relevance.

Respond quickly to new business opportunities

Theme Customizer - Easily change the look of a page - no coding required!

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

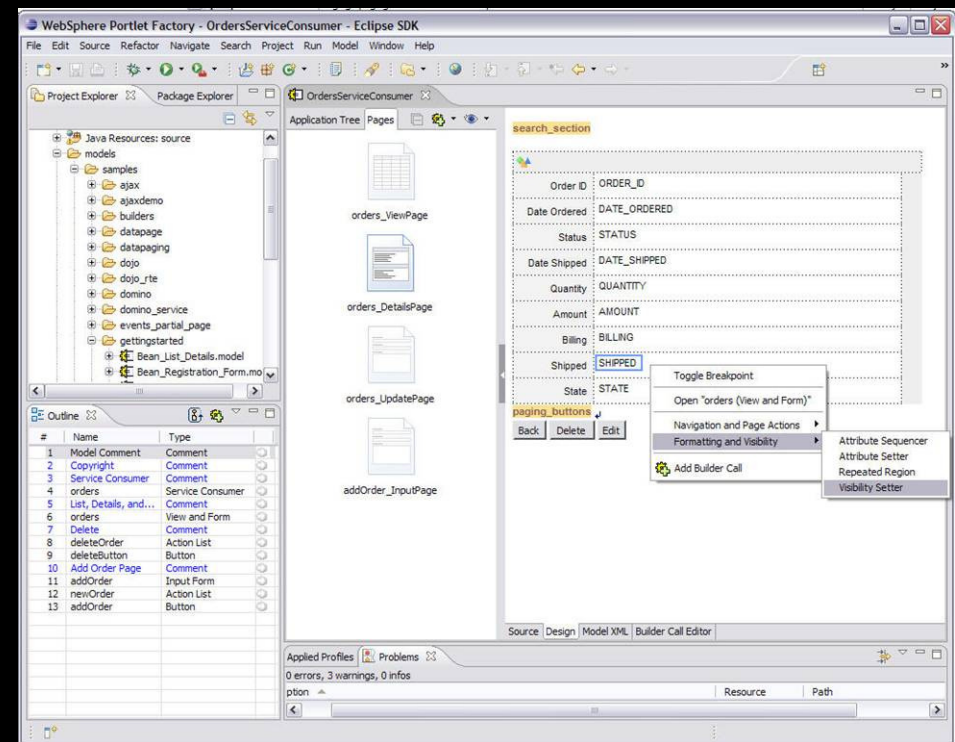


Respond quickly to new business opportunities

IBM® WebSphere® Portlet Factory is an application and portlet creation environment that simplifies & accelerates the development, deployment, maintenance and reuse of custom SOA-based portlets – including **SAP, Domino, PeopleSoft, Siebel** and **Web Service** portlets

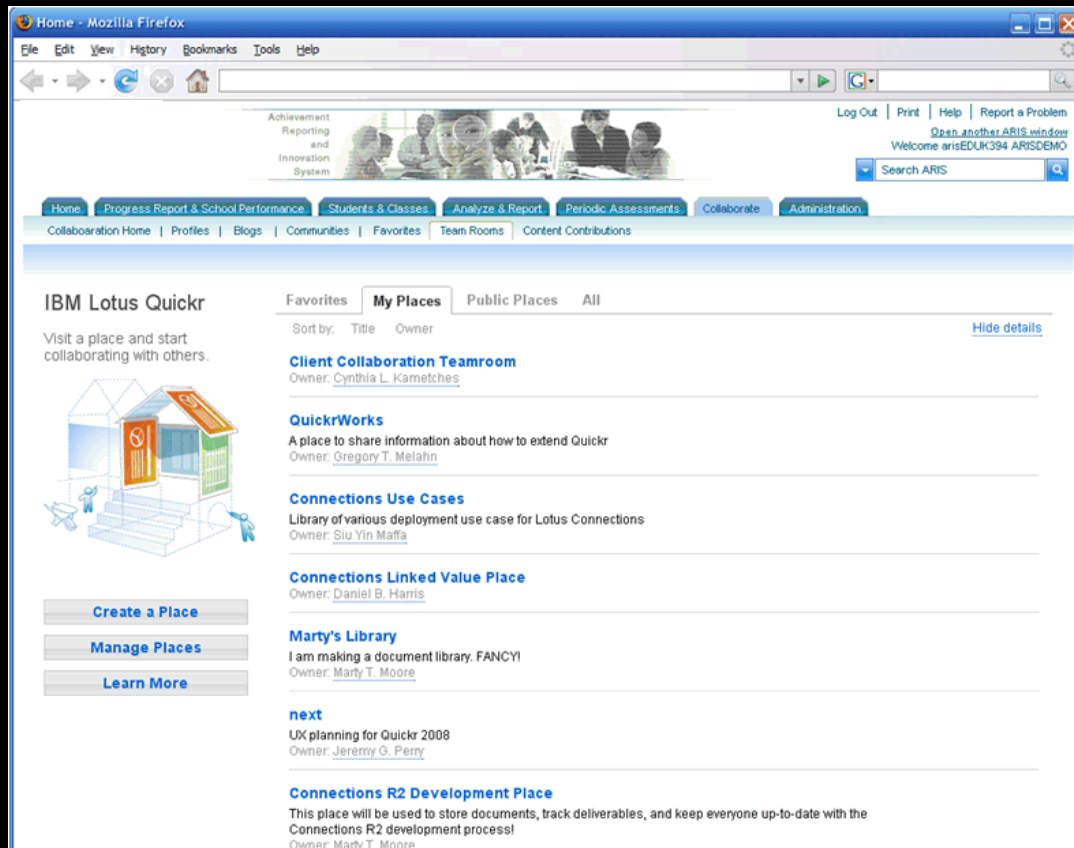
New in Portlet Factory v6.1

- Visual editing capability speeds portlet construction
- Preview how portlets will be rendered on a portal page
- Better Debugging Support
- Improved Builder Selection interface/navigation
- Includes integrations of Lotus products and IBM Accelerators
 - Lotus Forms builder
 - REST support for Quicr & Connections
 - WebSphere Process Server integration sample
 - Expeditor/Notes 8 support
 - Portal Content Repository builder



Respond quickly to new business opportunities

Web Application Integrator – Available on the Portlet Catalog Today



- Simplicity of iFrames without the drawbacks – No double header or dual navigation
- HTML `<script>` tag executes and can “inject” markup for portal navigation, launch menu, and page breadcrumbs into web app
- Clicking on any Portal specific navigation tab will take you back into Portal. Clicking on any Portal URL page tab will hit the underlying URL.

Any web application can display and make use of Portal navigation

Respond quickly to new business opportunities

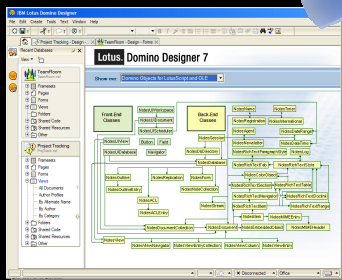
Tremendous Flexibility and choice



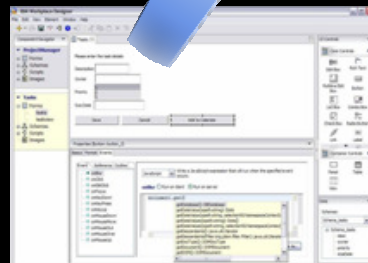
WebSphere Dashboard Framework



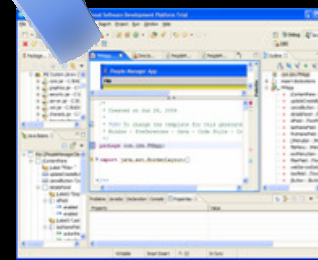
Component built with Portlet Factory



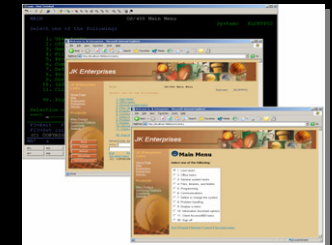
Notes applications built with Domino Designer



Visual Studio Developed Apps with Mainsoft (IBM Partner)



Portlet component built with Rational RAD



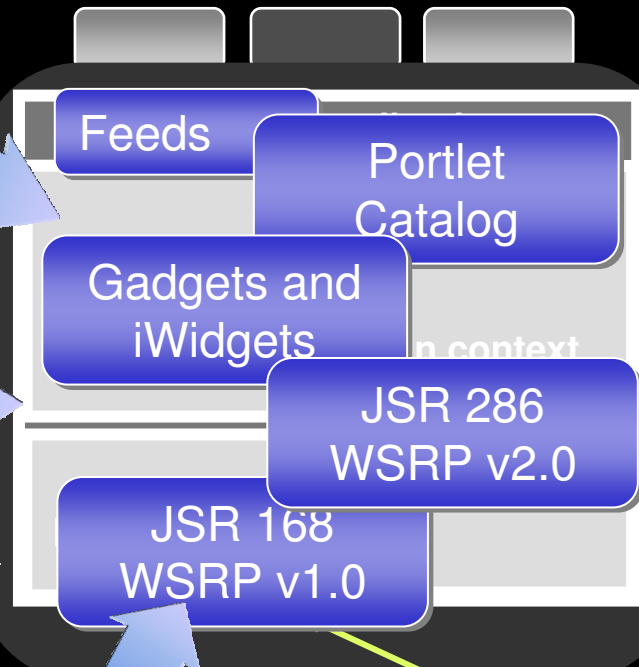
3270 and iSeries screens via HATS



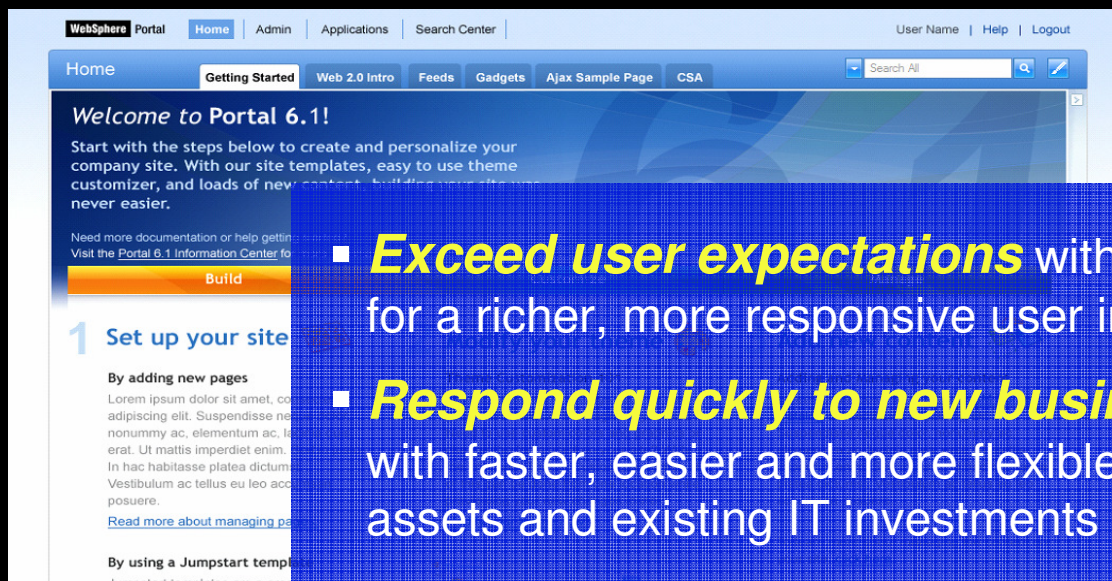
E-form built with Forms Designer



WSRP Producer



Introducing IBM WebSphere Portal V6.1: THE Web 2.0 Portal !

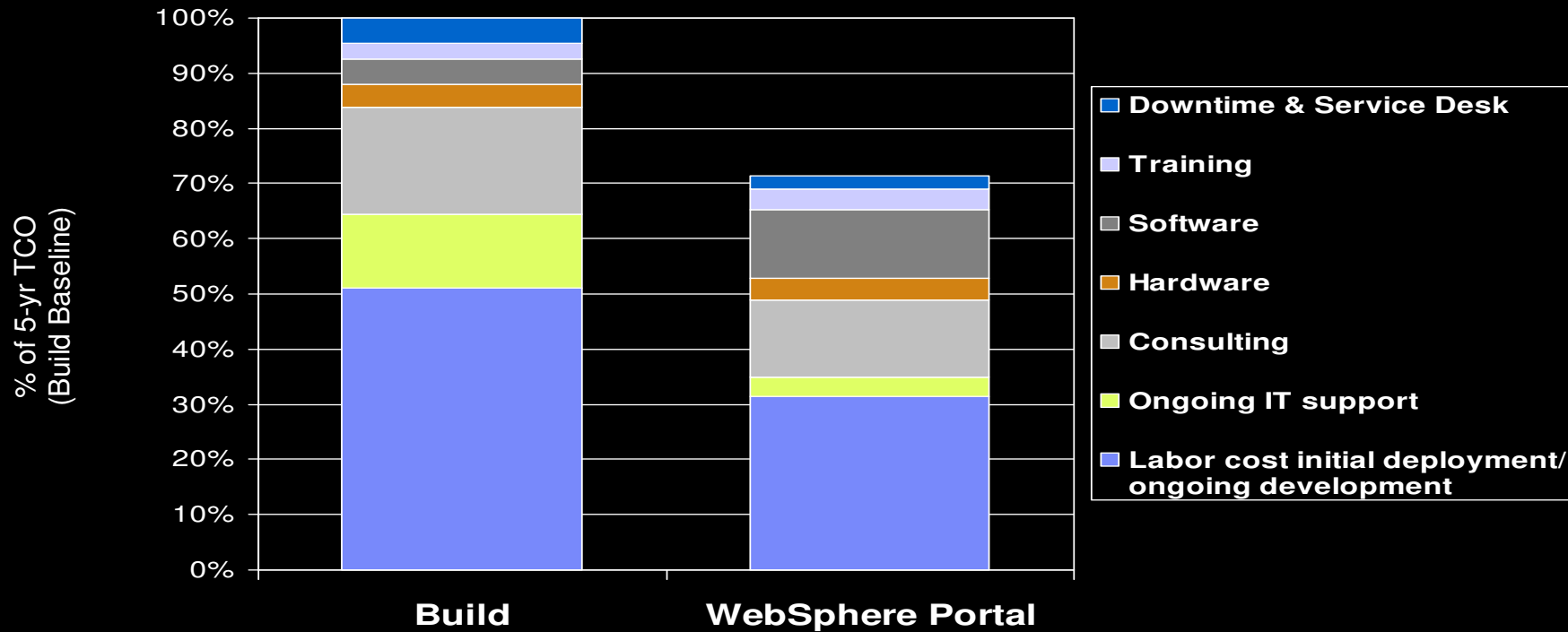


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Reduce deployment costs, complexity & maintenance

WebSphere Portal TCO was 29% lower than average build your own effort

5-Year TCO Advantage (Summary)

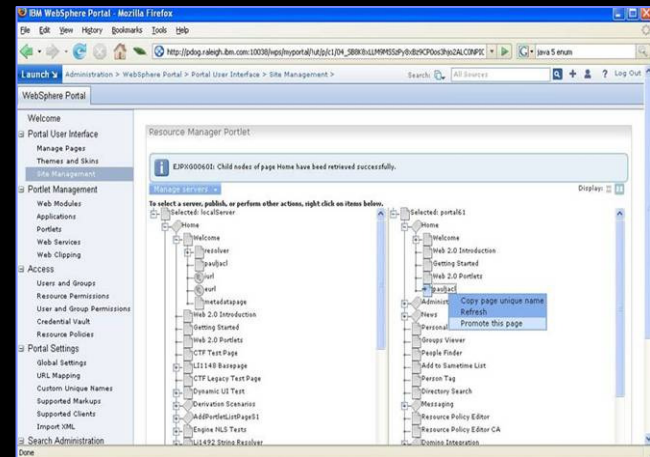


Source: IDC, 2007

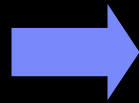
Reduce deployment costs, complexity & maintenance

Site Management enables fast and flexible staging-to-production operations

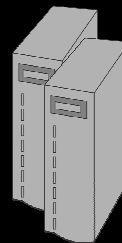
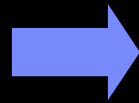
- Reduce the effort to move portal pages, content and their related artifacts
- Support for multiple daily updates and publishing whole sites
- Version-able and Archive-able, Workflow pluggable
- Return to a previous version very quickly
- Validate that a publish occurred correctly
- Improve management and readability of URLs



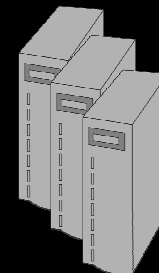
Development



Staging



Integration



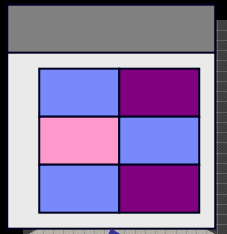
Production

Reduce deployment costs, complexity & maintenance

Workload Distribution / Isolation – Remote Portlets

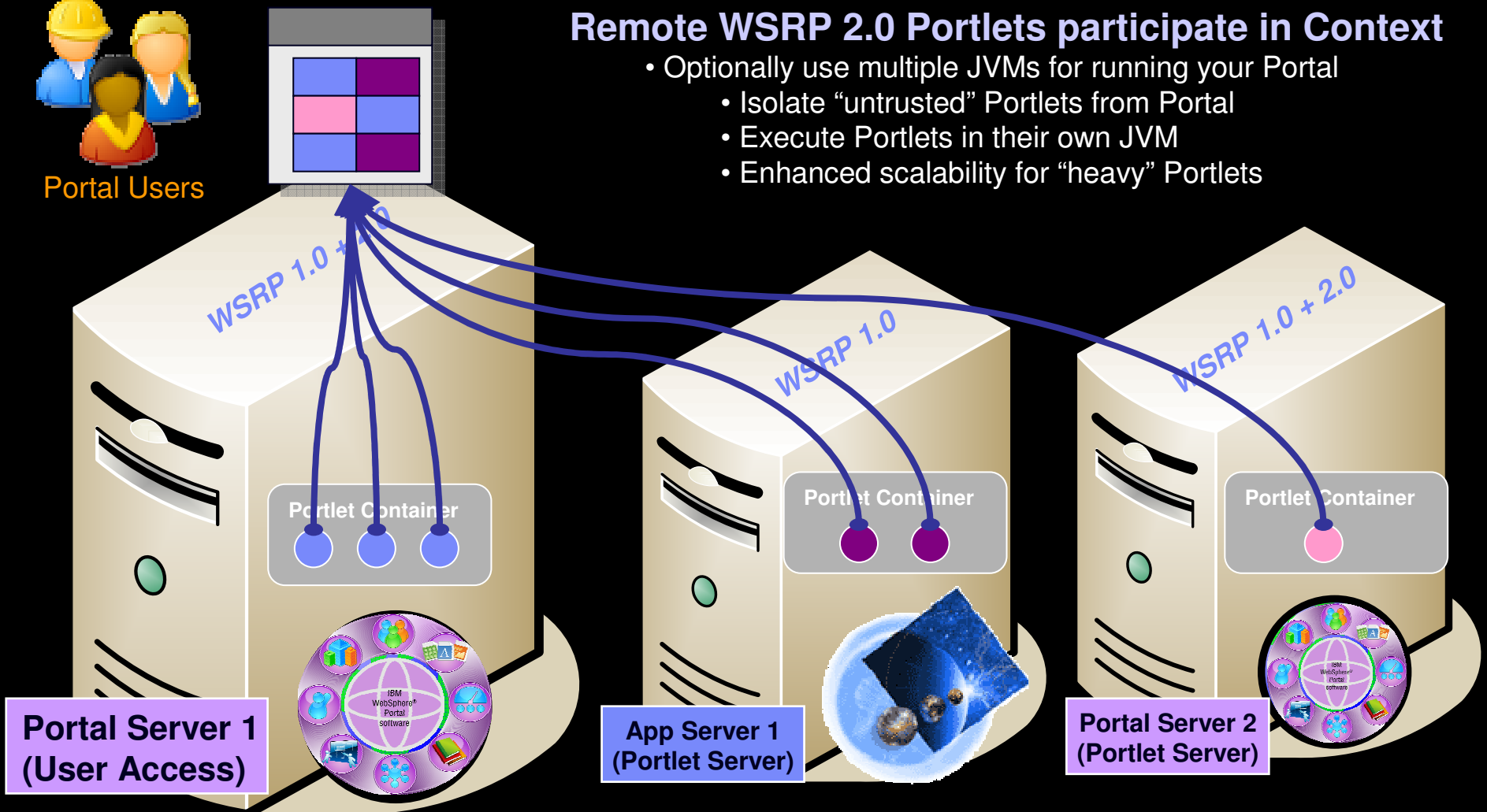


Portal Users



Remote WSRP 2.0 Portlets participate in Context

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





MANAGE FOR RESULTS WITH PERFORMANCE DASHBOARDS

Lotus ActiveInsight for System z

The screenshot displays the Lotus ActiveInsight for System z dashboard within a Microsoft Internet Explorer browser window. The dashboard is titled "Executive Insight" and is powered by Bowstreet. It features several key sections:

- Alerts:** A section for "Priority Status Alert" with a table of alerts.

| Priority | Status | Alert |
|----------|--------|--|
| High | New | YTD Operating Profit is at least 2% above target |
| Medium | New | YTD ROE on track |
- Key Performance Indicators (KPIs):** A table comparing 2004 and 2005 YTD performance against targets.

| Objectives | 2004 | 2005 YTD | Target Change |
|------------------|-------------|-------------|---------------|
| Operating Profit | \$4,155,500 | \$4,652,000 | 10.0% 12.35% |
| Gross Margin | \$2,200,000 | \$2,805,000 | 12.0% 27.45% |
| Return on Equity | 1.03% | 1.87% | 1.0% 0.84% |
- EBITDA:** A bar chart showing EBITDA in Millions of Dollars for Actual, Forecast, and Variance.

| Category | Value (Millions) |
|----------|------------------|
| Actual | ~45 |
| Forecast | ~45 |
| Variance | ~5 |
- Headcount:** A pie chart showing headcount by department.

| Department | Headcount |
|------------|-----------|
| RSD | 4,504 |
| Finance | 4,639 |
| Marketing | 2.3% |
| Operations | 2.6% |
| Services | 1.0% |
| Sales | 0.20% |
| Other | - |
- My Team:** A list of team members: Miles Montgomery, Jennifer Santos, Earl Duman, Wallace Shokaly, and Maria Vasquez.
- Top Opportunities:** A table listing the top 10 opportunities by amount.

| # | Account | Rep | Amount | Product |
|---|------------------------|------------------|--------|------------------|
| 1 | Lea Chase, Inc | Paul Rogot | 99,650 | Network Monitor |
| 2 | R.S.S. Insurance | Simon Wilshire | 99,250 | Network Monitor |
| 3 | Le Monde | Bertrand Dufrand | 99,250 | Network Monitor |
| 4 | Iberica.com | Luis Desoto | 99,250 | Network Monitor |
| 5 | Enterprise Computers | Jane Louis | 98,434 | Server Manager |
| 6 | Nippon Steel (Sohjori) | Ken Morimoto | 98,000 | Server Processor |
| 7 | Cape Computers | Clark Neas | 81,500 | Configurator Box |

Executives Today Are Under Constant Pressure to...

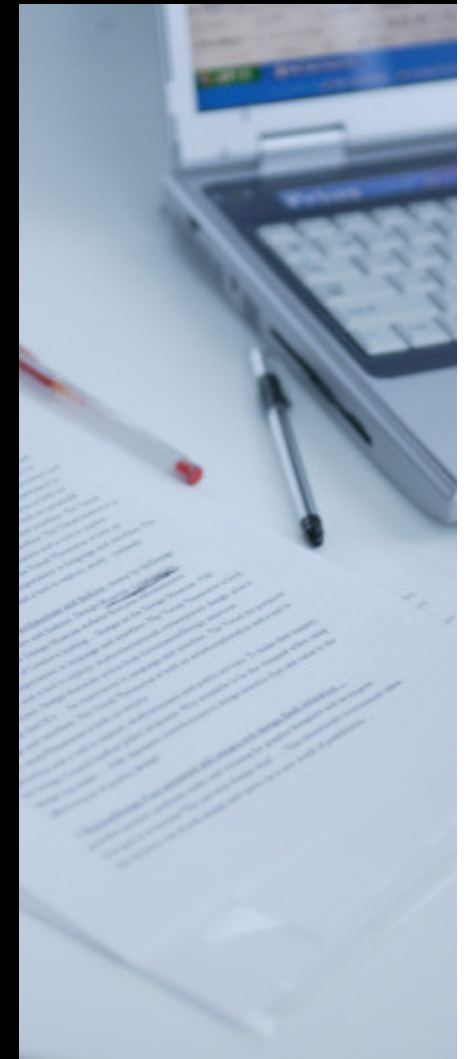
- *Improve Decision Quality*
 - Improve decision making with consolidated, timely, contextual data
 - Alert managers to deviations, averting potential problems
 - Facilitate management by exception

- *Speed Decision Execution*
 - Focus teams on key business objectives
 - Eliminate manual processes / reduce data inaccuracies
 - Improve transparency in the organization
 - More interactivity to accelerate problem resolution

- *Monitor and Improve Daily Operations*
 - Provide better customer/partner service
 - Improve supply chain effectiveness / visibility
 - Maintain compliance to industry and regulatory mandates

As many as 70% of CEO failures result not from a poor strategy, but from a lack of execution*

* Fortune Magazine, "Why CEO's Fail", Ram Charan and Geoffrey Colvin, June 21, 1999, p. 69.



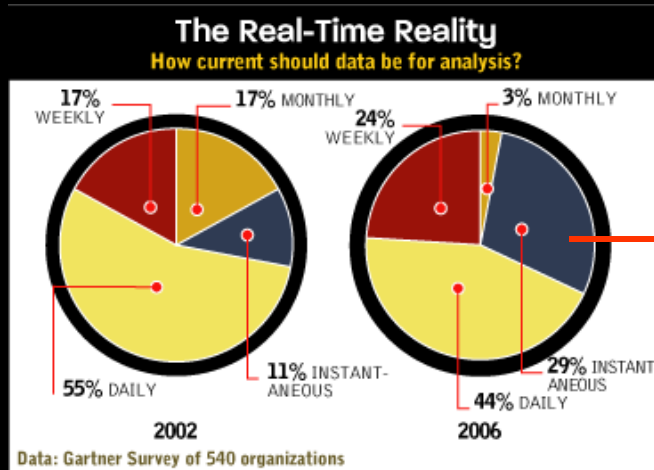
...but Are Still Relying on Spreadsheets....



50% of companies today are managing performance data in spreadsheets*

* Source: BSCOL Member Survey, Spring 2006

...as Demand Grows for Real-time Insight

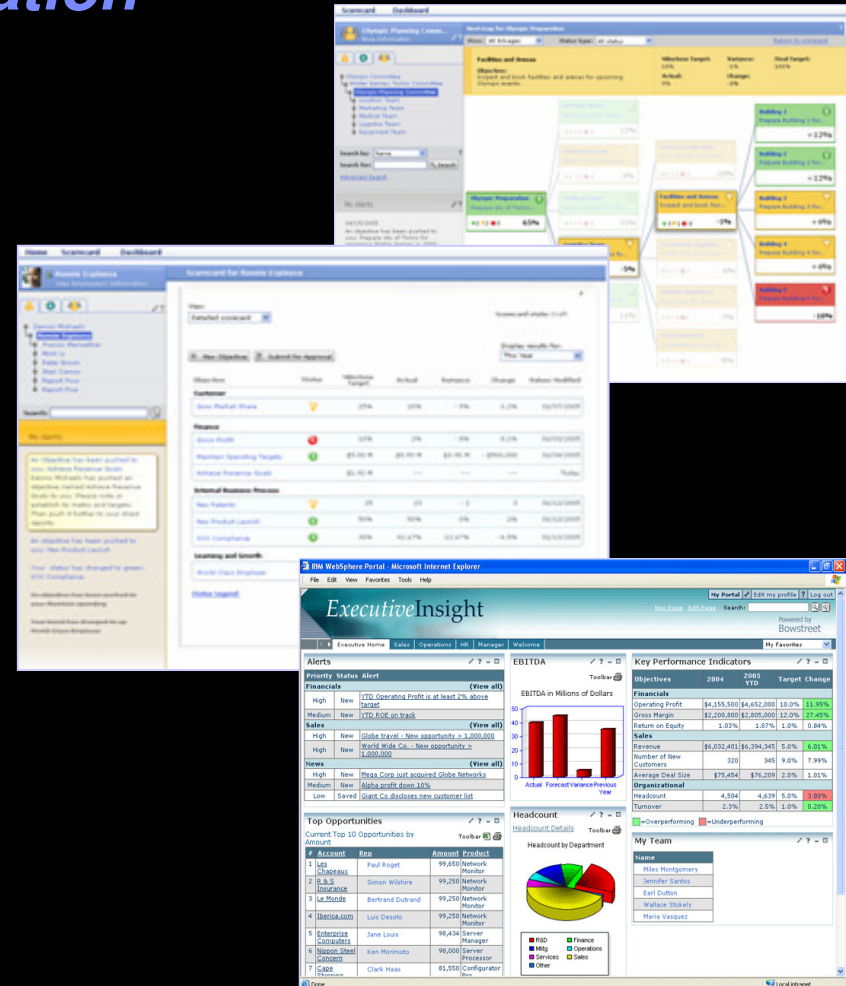


Instantaneous need for information increased almost **3X** from 2002 to 2006

The IBM Performance Dashboard Solution

The most effective way to link corporate objectives with relevant business information

- **Drive Alignment**
around a common, visible set of performance goals
- **Automate**
today's manual or resource-intensive processes with personalized, graphical UI tailored to each job role
- **Access**
performance information wherever it resides with integrated, real-time views
- **Take Action**
Intuitive views enable proactive response to issues via WebSphere Portal's rich collaboration and workflow integration
- **Cut Costs**
using rapid assembly tools that dramatically cut the time, cost and skills required to build dashboards



Flexible and Powerful ActiveInsight Framework

Provide a set of reusable assets, robust administration tools, and dashboard-specific features that speed the creation of custom dashboards.

Reusable Components

Business User Configuration

Hi-Fidelity Charting

Centralized Admin. Console

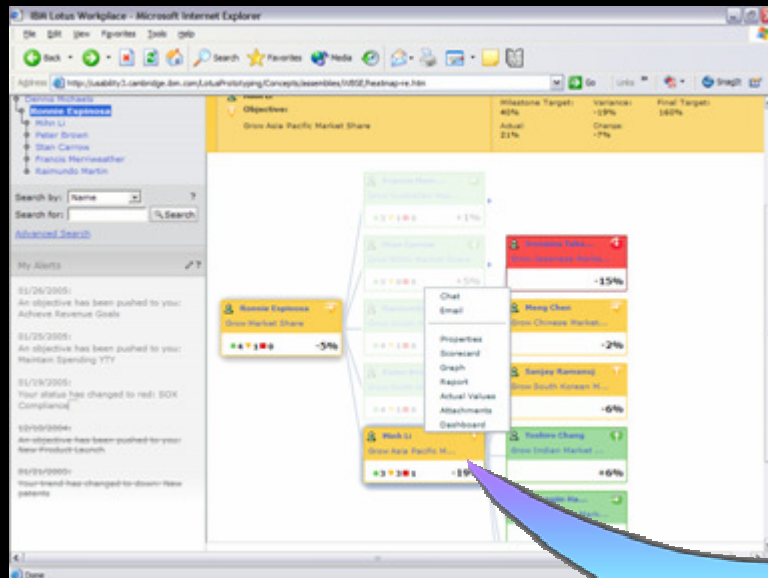
Robust Alerting Module

| Priority | Status | Alert |
|---|--------|--|
| Accounts (View All) | | |
| Urgent | Read | AMTEC POC stage 1 has completed |
| Urgent | New | AMTEC SOW due in 3 days |
| High | New | AMTEC customer support request resolved |
| Sales (View All) | | |
| Urgent | New | Deal Closed - MegaCorp! |
| Urgent | New | Acme opportunity regressed to stage 4 |
| High | New | Globe travel - New opportunity > 1,000,000 |
| Financials (View All) | | |
| High | New | Dollar down compared to Euro |
| High | New | YTD ROE on track |
| High | New | YTD Operating Profit is at least 2% above target |

Flexible Filtering

Link Real-time Key Performance Metrics to an Organization's Goals and Objectives

Drill down for additional insight and information about an objective



Status Map



Dashboard Drill Down

Automate Manual Processes with Customized and Secure Role-Based Views

Sales Vice President

| Status | Region | Regional Mgr | Actual | Plan | Difference | % of Plan |
|----------|------------------|----------------|-------------|-------------|------------|-----------|
| On Track | Southwest US | Clark Riley | \$729,091 | \$606,000 | \$123,091 | 120.31 |
| On Track | West Coast US | Mark McCracy | \$1,349,562 | \$1,212,000 | \$137,562 | 111.02 |
| On Track | Midwest US | Sarah Lewis | \$957,279 | \$922,000 | \$35,279 | 106.76 |
| On Track | North East US | Colleen Lannon | \$1,671,959 | \$2,010,000 | -\$338,041 | 83.10 |
| On Track | High Atlantic US | George Hinkle | \$890,175 | \$1,200,000 | -\$309,825 | 72.37 |
| On Track | South East US | Jeff Torres | \$825,294 | \$1,160,000 | -\$334,706 | 69.99 |

Alerts personalized

Regional Mgr

| Status | Office | Office Manager | Actual | Plan | Difference | % of Plan |
|----------|---------|--------------------|-----------|-----------|------------|-----------|
| On Track | El Paso | Marcus San Antonio | \$210,060 | \$220,000 | -\$9,940 | 95.48 |
| On Track | Dallas | Jane Schaefer | \$269,522 | \$254,000 | \$15,522 | 106.14 |
| On Track | Atlanta | Helen Black | \$133,773 | \$172,000 | -\$38,227 | 75.50 |
| On Track | Houston | Robert | \$211,899 | \$28,000 | \$183,899 | 649.4 |

Data filter adapts

Local Sales Mgr

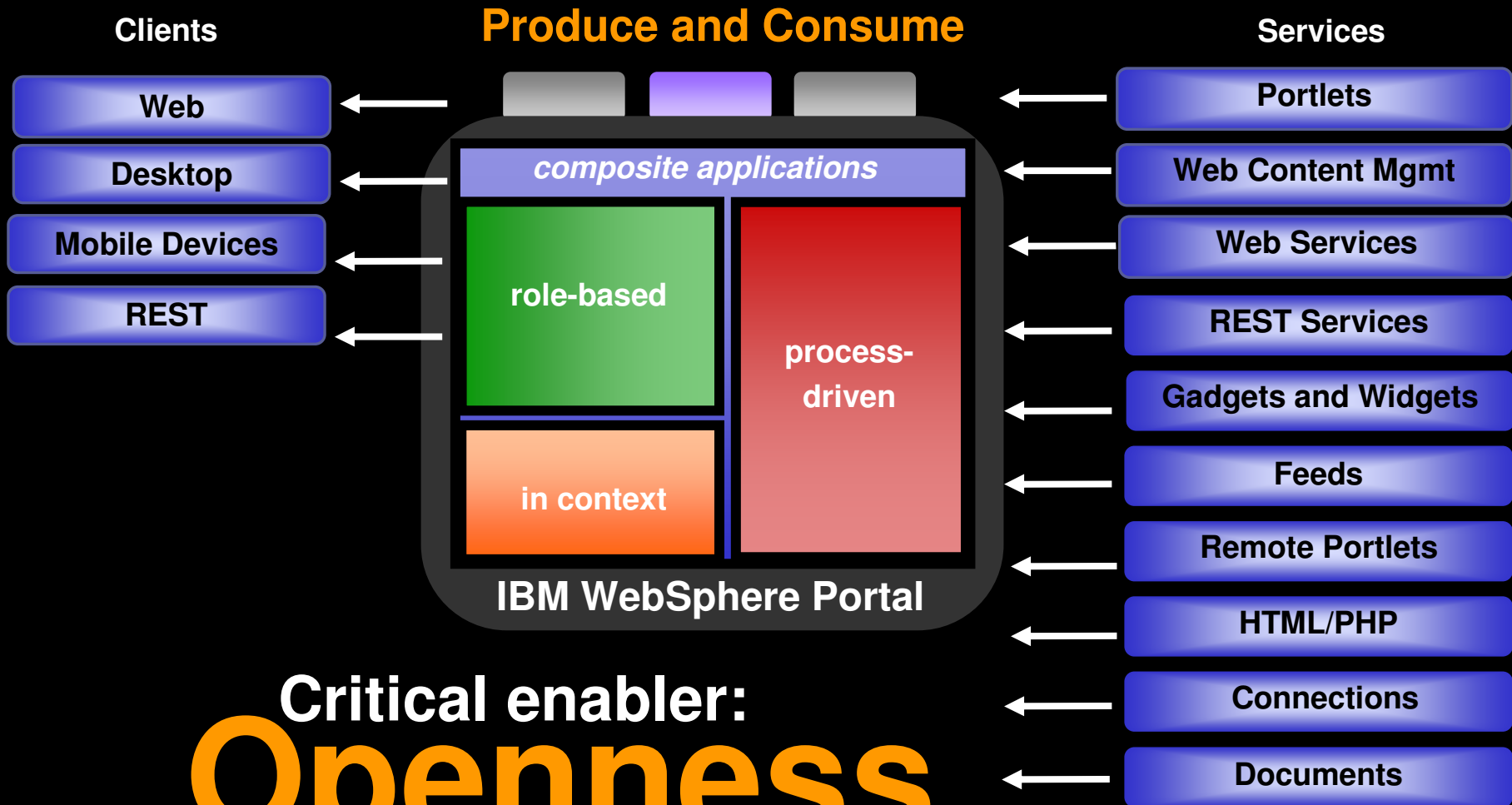
| Status | Office | Office Manager | Actual | Plan | Difference | % of Plan |
|----------|---------------|----------------|-----------|-----------|------------|-----------|
| On Track | San Jose | John Thompson | \$430,259 | \$400,000 | \$30,259 | 107.56 |
| On Track | San Francisco | John Thompson | \$440,682 | \$400,000 | \$40,682 | 110.17 |
| On Track | San Diego | John Thompson | \$395,300 | \$177,000 | \$218,300 | 123.33 |

Graph displays revenue for selected office

Scorecard shows regional info only

Scorecard shows office info only

WebSphere Portal



Critical enabler:
Openness

– Standards based access to integration and innovation

Advantages of Portal & Dashboards on System z

System z is IBM's fastest growing server platform

- 80% of corporate data resides on or originates on mainframes.
- 95% of Fortune 500 companies continue to run mainframes-- and they have available capacity.
- 2/3 of business transactions for US retail banks run directly on mainframes.
- System z servers have less than 5 minutes down time per year.
- IBM funds over 1700 System z IT professionals and 20 System z centers worldwide.

System z options for WebSphere Portal

IBM @server zSeries



Portal on zLinux

J2EE 1.4 & Web Services
Common code base
Passive benefits from zSeries

Portal for z/OS V6

J2EE 1.4 & Web Services
Unique infrastructure
Active exploitation of zSeries-z/OS

**IBM WebSphere Portal
Enable/Server/Extend for Linux
on System Z, Version 6.1**

**IBM WebSphere Portal Enable
for z/OS, Version 6.1**

- Both adhere to the WebSphere Portal development model and tools
- Both adhere to the WebSphere Portal systems management/admin model and tools
- Each provides a unique value-add in the deployment of WebSphere Portal portlets

The Linux value proposition: simplify and optimize existing infrastructure for end-to-end WebSphere applications with the goal of reducing costs and complexities.

The z/OS value proposition: provide highest possible Qualities of Service (QoS) in an efficient, cost-effective manner.

Special optimizations are available when Linux and z/OS interact on the same server.

WebSphere Portal on System z

Distributed Consolidation

Linux on zSeries

Speedy deployment with QOS/integration.

- Applications that scale out
- Large number of smaller apps
- Lowers TCO
- Speedy deployment
- Align with distributed WebSphere family
- Unrivaled virtualization
- Centralized management
- Web Serving
- Presentation Services
- Development Platform
- Test/Migration/Prototyping Platform

Lotus. software

Integrated Deployment

z/OS

High QOS and significant integration with CICS, IMS or DB2.

- Applications that scale up
- Highest QoS production environment
- Full exploitation of zSeries and z/OS
- Tight integration with DB2, CICS, IMS
- Service level agreement management
- Dynamic load balancing
- Strict security requirements
- Highest availability
- Disaster recovery
- Dynamic I/O configuration
- Storage management
- Enterprise Modernization capability

Lotus. software

A self-managing server environment with the versatility and power to help integrate your business.



Advantages for z/Linux customers

■ TCO

- Lowers Software Cost
- Lowers Energy Costs
- Utilize Existing IT Staff

■ Rapid Deployment

- Virtualization
- Scalability – Allows for rapid scaling for unpredictable Portals

■ Consolidation

- Many to 1 server consolidation potential.
- Allows for improved application TCO

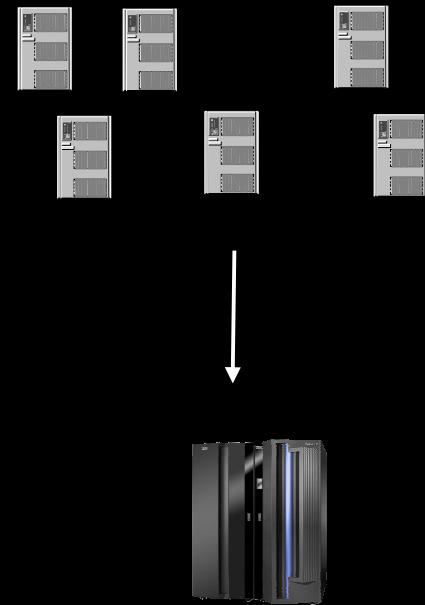
Customer Case Study



- **USDA needed to provide a portal strategy based on a single web standard.**
- **SERVER:** USDA has two z9s, 7 IFLs total with high availability clusters.
- **USDA NITC (National IT Center) hosts 3 Portals on SUSE Linux.**
 - USDA.gov: 3-5 Million hits a day. Spikes to 95-100 million hits a day during scares like mad cow and ecoli tomatoes.
 - Forest Service Intranet: Portal for 38,000 employees. 1,000-2,500 concurrent users with 300-500k hits per day.
 - Forest Service Internet: 8,500 concurrent users max.

Hannaford Supermarket Chain Goes Real Time with Linux on System z

- **Northeastern United States supermarket chain**
- **Reduced costs while improving customer and partner satisfaction using Linux on z/VM**
- **Consolidated 300 store servers on to a mainframe with 2 IFL processors – 150 to 1 consolidation**
 - Orders now direct from the aisles, just-in-time inventory management
 - Introduced new web portal for business partners



“The only way we’d consider consolidating critical data from hundreds of servers onto one system was by choosing an IBM mainframe for its legendary reliability and availability,”

Bill Homa, senior vice president and CIO of Hannaford

More on Hannaford: <http://www-03.ibm.com/systems/z/testimonials/customer.html>

WebSphere Portal on zOS

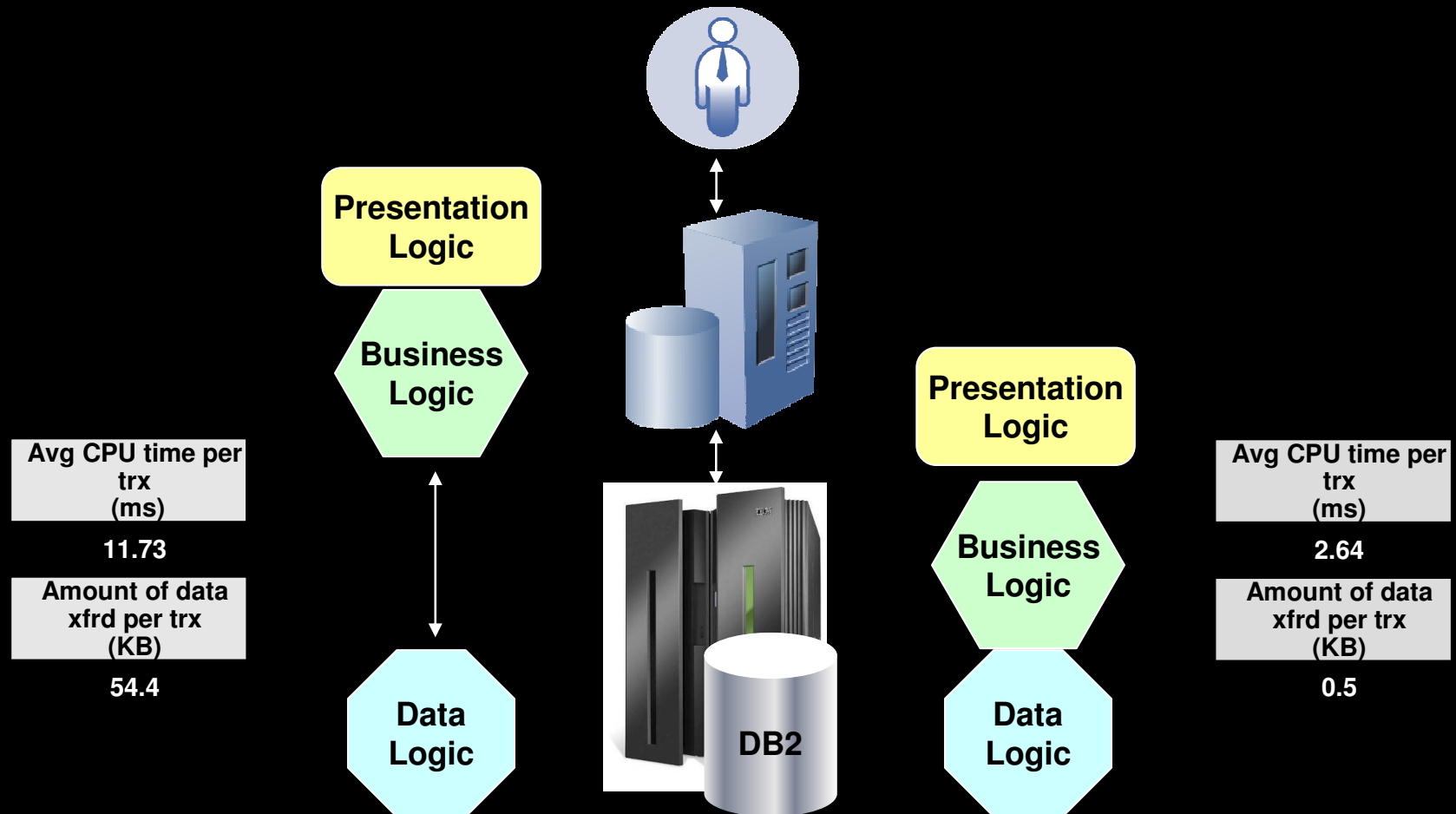
- **Industry leading reliability and availability**
 - Less than 5 minutes downtime Per Year
 - 99.999% at the application level
- **Superior workload management**
 - Workload Manager manages ALL workloads across the entire the z complex
 - Ensures that Portal gets the resources it needs to meet Service Level Agreements
- **Highest U.S. Government security level – z platform exclusive**
 - EAL Level 5 – Highest U.S. government security classification
- **Unmatched options for scalability**
 - Multi-processor models can connect in a Parallel Sysplex
- **100% processor utilization**
 - Drive mixed workloads for ultimate processor utilization
- **Specialized Engines (zAAP) to run JAVA workloads**
 - Portal, WAS, Process Server
- **zAAP processors are equivalent capacity to standard purpose processors, but the processor capacity of the zAAP processors are not included when determine traditional capacity-based software license charges or 3rd Party software charges**
- **Reduced network complexity**
 - “Network in a box” with fewer discrete components



WebSphere Portal on z/OS (cont.)

- **Exploit proximity to enterprise data and transactions**
 - DB2 for z/OS:
 - High speed native type-2 connector (RRSAF) that is fully XA compliant and supports 2-phase commit processing
 - DB2 data sharing provides access to shared resources on an almost limitless scale in a parallel sysplex
 - CICS: Portal supports the underlying JCA connector technology for connecting to CICS via high speed 2-phase commit enabled RRS connectors as well as the newer JCA enabled connectors
 - IMS: Portal supports the underlying JCA and OTMA technologies for connecting to IMS via high speed 2-phase commit enabled RRS connectors
- **Exploit z/OS Qualities of Service that WebSphere Application Server for z/OS provides, for example**
 - WLM, LOGGER, SAF, RRS, ARM
 - Clustering :

The Value of Proximity



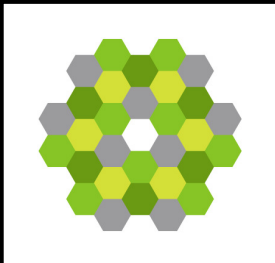
- **Effect of refactoring business logic to be co-resident with z/OS data:**
 - Average CPU time per EJB transaction was reduced by over 77%
 - Number of bytes of data transferred per EJB transaction was reduced by 99%
- <http://www.ibm.com/support/techdocs>, Optimizing WebSphere Performance on DB2, WP100558*

UK Land Registry – Portal on z/OS

The screenshot displays the UK Land Registry website interface. At the top, there's a navigation bar with tabs: 'Land Registry gateway', 'Primary website', 'Find a property', 'Land Registry Direct', and 'Prif wefan'. Below this is the 'Land Registry Cymraeg' logo and a search bar. A horizontal menu contains links for 'About us', 'FAQs', 'Forms & publications', 'Latest information', 'Customer service', and 'Fees'. The main content area is divided into several sections: 'House Prices' with a 'House Price Index' box showing 'April 2008: 223.2 (April 2000: 100)', 'Average price £183,626', 'Monthly change -0.2%', and 'Annual change 2.7%'; 'Land Register Online' with a 'Postcode' search field; 'Important developments' listing 'Framework document 2008', 'Practice Guide and Public Guide updates', 'Changes to 0870 telephone numbers', 'Business Plan 2008/9', and 'Landnet 17'; 'Consultations' with 'Developing and improving the services we provide'; and 'EUUS' with 'Working across borders - become a pilot user of the new European Land Information Service'. The footer of the page shows '© Crown copyright 2008' and 'Terms and conditions'.

- Business need**
 The Land Registry has undertaken a major initiative to change the property transaction process in England and Wales. Historically, the conveyance process has been highly manual and paper-intensive. Paper documents were transferred directly between conveyancers and mortgage lenders, resulting in a loss of clarity as to what tasks in the transaction had been completed.
- Solution implementation**
 The Land Registry adopted IBM WebSphere Portal Enable middleware running on the IBM z/OS operating platform to serve as the backbone of its new conveyance processes, allowing partners to test connectivity to the new system and its authentication mechanism. The portal system hosts the Land Registry's corporate Web site and is supporting various applications through portlets, including a Chain Matrix application through which authorized users can view the status of property transactions in which they are involved.
- Benefit of the solution**
 The Land Registry anticipates that the solution will shorten its time to market for new products, improve availability and streamline its internal and external business processes. The WebSphere middleware offers a secure, flexible framework for the organization's new user-based services while utilizing Land Registry's existing framework.

And many more...



UK Land Registry



Clear and Present Leader

Gartner ranks IBM #1 in the enterprise portal software market, June 21, 2008

“With over 6,000 enterprises worldwide using IBM portal software in industries that range from communications to government, including fast growing market segments like SMB, IBM is the leader. In fact, industry analyst, Gartner, recently ranked IBM the worldwide market leader in the enterprise portal software marketplace based on total software revenue for 2007 for the seventh year in a row. According to the Gartner report published in June, 2008, the enterprise portals software market grew 16.5 percent in 2007 to approximately \$1.1 Billion.”

Thank You !