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Smarter software for a Smarter Planet.

Exceptional Web Experience with Government Web Services

Simon Lee | Regional Manager – Portal Solutions

IBM Software Group ASEAN



# Agenda

**What is an Exceptional Web Experience?**

**What types of capabilities does IBM offer in the government 2.0 portal and collaboration space?**

**What types of innovative solutions are governments deploying?**

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# What is an Exceptional Web Experience?



## ...everything I need to make decisions.

- Location, roles based access
- Personalization
- Real time data access
- Content and information
- Context managed integration of different applications
- Dashboards
- Portlet selection
- Independent portlet updates
- PDA Views
- Multi-vendor browser




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## ...is personalized to me.

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

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

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

Search h-dnet.com   ADVANCED SEARCH

**HOME** | DEPARTMENTS ▾ | GENERAL OPERATIONS ▾ | COMMUNICATIONS ▾ | MY LINKS ▾ | MY TOOLBOX ▾

### My Reminders

Date	Description
04/09/2009	Instructor Training Registration Ends for Elkridge, MD - May 9-12 Session
04/11/2009	Deadline to submit claims for Ride Free Offer #2
04/15/2009	Deadline to Order your limited-edition "2009 Celebrate Women's Riders T-shirts and Tanks
04/21/2009	Summer Dealer Meeting Registration Opens
04/28/2009	Warranty Coverage for Buell Product Program 0502 Expiration


[View All Reminders](#)

### My Communications

Date	Description	Type
04/08/2009	<b>New Big Book National Traffic-Driving Promotion Campaign (Promo #300)</b> This letter is to inform you beginning April 10, 2009 through June 30, 2009, there will be a national advertising promotion driving traffic to dealerships for...	Dealer Letter
04/06/2009	<b>Harley-Davidson, Inc. names Keith Wandell President and CEO. Matt Levatich to become Harley-Davidson Motor Company President; Jim McCaslin named Executive Vice President for Corporate Product Planning</b> First things first. I want you to know how excited I am to be joining this legendary company. One thing I've admired over the years, while living here in Harley-Davidson's...	Dealer Letter
04/06/2009	<b>New Motorcycle Competitive Comparison Tool on h-dnet.com!</b> Purpose: We are excited to introduce a new resource, a one-stop competitive intelligence tool that will allow you to compare Harley-Davidson or Buell motorcycles...	Dealer Letter
04/06/2009	<b>Registration for Summer Dealer Meeting begins Tuesday, April 21, 2009 at 10:00 a.m. (CDT)</b> The 2009 Summer Dealer Meeting Registration will open on Tuesday, April 21, 2009 at 10:00 a.m. (CDT) and will close on Monday, June 15, 2009 at 5:00 p.m. (CDT)....	Dealer Letter
04/06/2009	<b>Single Point of Contact (SPOC) Unavailable - Friday, April 10, 2009</b> The office of Harley-Davidson Sales Administration (SPOC) will be closed on Friday, April 10, 2009, in observance of Good Friday. Single Point of Contact service...	Dealer Letter

### My Toolbox

- [HDU Online](#)
- [Vehicle Information](#)
- [Vehicle Locator](#)
- [H.O.G. Membership Verification](#)
- [Kit Inquiry](#)
- [List Availability Program](#)
- [Regulatory University](#)
- [SWR Entry](#)
- [Service Document Viewer](#)
- [Used Bikes](#)
- [Vehicle Sales Opportunities](#)
- [Vehicle Transfer](#)



**TEST RIDE INCENTIVE**  
Promotion #287

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## ...whenever, wherever

The image displays a desktop browser window (Internet Explorer) showing the IBM WebSphere Portal for Lotusphere 2010. The page includes a navigation menu, a 'Conference' section with a 'Lotusphere 2010' banner, and a 'Welcome to Lotusphere 2010!' message. Below this, it states 'This site is powered by WebSphere Portal 6.1 with Mobile Portal Accelerator 6.1' and provides a link to the official site. A 'Daily Schedule of Events' section offers buttons for 'Monday', 'Tuesday', and 'Wednesday'. Two mobile devices are overlaid on the page: an iPhone on the left and a BlackBerry on the right, both displaying the mobile-optimized version of the site. A Mozilla Firefox browser window on the right shows the mobile site being accessed via a mobile browser. The URL <http://lotus2010.com> is prominently displayed in the center.

<http://lotus2010.com>

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# ...More than just text and images

The screenshot shows a web page for NetJets. At the top, the NetJets logo is visible. Below it, there's a large video player showing a close-up of an aircraft's wing and tail. To the right of the video player, the text reads "SERVICE INITIATIVE" in large, bold letters, followed by "Redefining NetJets Service". Below this, there's a section titled "What's New" with two bullet points: "» Testing of Catering Enhancements Begins in Select Markets" and "» Watch the Town Hall Meeting: Redefining NetJets Service". At the bottom of the page, there are four smaller images with labels: "BRAND" (showing the NetJets logo), "EMPLOYEES" (showing a busy office), "OWNERS" (showing two men in business attire), and "AIRCRAFT" (showing a private jet). The page also includes a "LOG OUT" link in the top right corner and a "CONNECTING..." progress bar in the video player.

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## ...makes it easy to find what I need.

The screenshot shows the State Farm website's search interface for finding an agent. The top navigation bar includes 'Insurance', 'Mutual Funds', and 'State Farm Bank'. A search bar is present with a 'powered by Google' logo. The main heading is 'Find an Agent Near You'. Below this, there are two tabs: 'Agents by Location' (selected) and 'Agents by Name'. A form for 'Agents by Location' includes a text input for 'Enter ZIP / Postal Code', a 'Hide Search Options' button, and a section for 'Search by your full address or by City and State/Province' with fields for 'Address', 'City', and 'State/Province'. There are also checkboxes for 'Agent also offers' (Bank, Mutual Funds, Annuities) and 'Agent also speaks' (Chinese, Spanish, Korean, Vietnamese, Polish). A 'Find' button is at the bottom of the form. To the right, a section titled 'We're Here for You' contains a list of bullet points and a small map with 'SF' markers.

State Farm Bank®, Bloomington, Illinois, is a Member of the FDIC and an Equal Housing Lender. The other products, including State Farm Mutual Funds and Variable Products, offered by affiliate companies of State Farm Bank are not FDIC insured, not a State Farm Bank obligation or guaranteed by State Farm Bank, and subject to investment risk, including possible loss of principal.

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The screenshot shows the search results for agents near ZIP code 61704. The top navigation bar is the same as the previous screenshot. The main heading is '20 State Farm Agents near 61704'. Below this, there are two tabs: 'Agents by Location' (selected) and 'Agents by Name'. A search bar contains '61704' and a 'Find' button. To the right of the search bar is a 'Find a claim office' link. Below the search bar, there is a list of five agents, each with a profile picture, name, title, address, and phone number. To the right of the list is a map showing the location of the agents near Bloomington, Illinois. The map includes a 'MAPQUEST' logo and various map controls like 'Zoom In', 'Re-Center', and 'Re-Center and Zoom In'.

State Farm Bank®, Bloomington, Illinois, is a Member of the FDIC and an Equal Housing Lender. The other products, including State Farm Mutual Funds and Variable Products, offered by affiliate companies of State Farm Bank are not FDIC insured, not a State Farm Bank obligation or guaranteed by State Farm Bank, and subject to investment risk, including possible loss of principal.

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## ...protects my personal information.

**BlueCross BlueShield of Florida**  
An Independent Licensee of the Blue Cross and Blue Shield Association  
Serving Residents and Businesses of Florida.

**MyBlueService<sup>SM</sup>**  
Thursday, October 01, 2009

Log Out | Contact Us

My Home | My Benefits | My Profile | BCBSF Products | Living Healthy with WebMD | Member Resources | Customer Service

I want to: Select a task... | Welcome Pat | Messages | My Account | Switch Contracts

### Claims

Expense Summary | View / Search Claims

**View / Search Claims** [Print](#)

Family Members:  Pat Walker  Terry Walker  Sally Walker  Bobby Walker

Claim Type:  Health  Pharmacy

Date of Service: [ ] - [ ]

Facility/Physician: View All

Family Member	Date of Service	Facility/Physician	Claim Charge	
Pat	03/02/09 - 03/02/09	Smith, Michael J	\$648.00	<a href="#">Details &gt;</a>
Pat	12/01/08 - 12/01/08	Baptist Medical Center	\$350.00	<a href="#">Details &gt;</a>
Pat	06/14/08 - 06/14/08	Publix Pharmacy 1099	\$3.97	<a href="#">Details &gt;</a>
Pat	05/13/08 - 05/13/08	Moore, James D	\$76.00	<a href="#">Details &gt;</a>
Pat	05/02/08 - 05/02/08	Walgreen Drug Store 4278	\$10.00	<a href="#">Details &gt;</a>
Pat	03/12/08 - 03/12/08	Walgreen Drug Store 4278	\$42.88	<a href="#">Details &gt;</a>
Pat	03/12/08 - 03/12/08	Moore, James D	\$76.00	<a href="#">Details &gt;</a>
Pat	01/18/08 - 01/18/08	Solantic Llc	\$125.00	<a href="#">Details &gt;</a>
Pat	01/18/08 - 01/18/08	Solantic Llc	\$125.00	<a href="#">Details &gt;</a>
Pat	01/11/08 - 01/11/08	Solantic Llc	\$125.00	<a href="#">Details &gt;</a>

1 2 3 4 5 | Next

---

**BlueCross BlueShield of Florida**  
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Serving Residents and Businesses of Florida.

**MyBlueService<sup>SM</sup>**  
Thursday, October 01, 2009

Log Out | Contact Us

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I want to: Select a task... | Welcome Pat | Messages | My Account | Switch Contracts

### Claims

Expense Summary | View / Search Claims | Claim Detail

**Claim Activity for PAT WALKER (Member)** [Print](#)

**Member Information:**  
 Member Number: H123456789 | Plan: BlueOptions  
 Claim Number: Q12837697069879 | Provider: Baptist Medical Center  
 Status: Processed on 12/20/2008 | Member Responsibility: \$80.00

MEMBER RESPONSIBILITY								
Date of Service	Description of Service	Amount Billed	Amount Allowed	Amount Paid	Deductible Amount	Copayment Amount	Coinsurance Amount	Remarks*
12/01/2008	Office or Other	\$120.00	\$100.00	\$60.00	\$0.00	\$40.00	\$0.00	IPS
12/01/2008	Office or Other	\$230.00	\$150.00	\$150.00	\$0.00	\$40.00	\$0.00	
<b>Totals:</b>		<b>\$350.00</b>	<b>\$250.00</b>	<b>\$210.00</b>	<b>\$0.00</b>	<b>\$80.00</b>	<b>\$0.00</b>	

[Ask a question about this claim](#)

**\*Remarks**

Remark Code	Description
IPS	In-patient services

The information given in this Claim Record is the same as would appear on the Explanation of Benefits form.

[Ask a Question About This Claim](#) | [View/Search Claims](#)

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...speaks my language.

The image displays three overlapping screenshots of the Bunge website, demonstrating its multilingual capabilities. The top-left screenshot shows the English version with a news article titled "R&D project with Nanjing Agricultural University, 6 August - September 27, 2009". The middle-left screenshot shows the Chinese version with a similar news article. The right-side screenshot shows the Portuguese version, featuring a contest announcement "Participe do concurso 'Quem tem valor, dá o exemplo'" and a news item about the "Semana Florestal de Araxá". Each screenshot includes the Bunge logo, navigation menus, and search bars, illustrating the website's user interface in multiple languages.

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## ...takes care of me.

The screenshot displays the 'Physician Web Portal' for the Visiting Nurse Service of New York. The user is logged in as 'admin'. The main navigation bar includes 'Patients and Orders', 'Patient Details', 'Practice Details', 'Referrals', 'Worklists', and 'Physician Association'. The left sidebar contains links for 'Patient List', 'Order List', 'Order Details', 'Current POC', 'Create Order', 'Signature Cart', and 'Print Cart'. The main content area shows the 'Current Plan Of Care' for a patient named James, Saikavoussi. It includes patient address, clinician information (Best, Tricia Nicole), and case number (003007275). Below this, there is a section for 'ORDERS FOR DISCIPLINES AND TREATMENTS' with a list of instructions for diabetic care and wound care. A 'Printable Copy' button is also visible.

admin | Edit My Profile | Log Out

### Physician Web Portal

Patients and Orders | Patient Details | Practice Details | Referrals | Worklists | Physician Association

Home / Patients and Orders / Current POC

#### Current Plan Of Care

CURRENT PLAN OF CARE	
Patient Name: James, Saikavoussi	VNSNY Clinician: Best, Tricia Nicole
Patient Address: 1250 Broadway 15ane New York Ny, 10010	VNSNY Case Number: 003007275 VNSNY Team: MA03

[Printable Copy](#)

Diagnosis	ORDERS FOR DISCIPLINES AND TREATMENTS
Medications	<u>AT DISCHARGE FROM HOMECARE, A DISCHARGE SUMMARY IS AVAILABLE UPON REQUEST.</u>
- Medication History	SN: 3 TO 4 X WK FOR 7 WK & PRN X 3
Mental Status	PRN PURPOSE(S):
Allergies	IV INSERTION
Prognosis	PROVIDE & INSTRUCT DIABETIC CARE:FOOT/LEG CARE
<b>Orders and Treatments</b>	INSTRUCT DIABETIC CARE:INJURY/INFECTION PREVENTION
Nutritional Requirements	INSTRUCT DIABETIC CARE:SIGNS & SYMPTOMS OF HYPO/HYPERGLYCEMIA
Activities Permitted	PROVIDE & INSTRUCT INSULIN ADMINISTRATION
Functional Limitations	PROVIDE & INSTRUCT INSULIN PREFILL
Safety Measures	- PREFILL Q 7 DAYS
Goals and Discharge Plans	PROVIDE & INSTRUCT BLOOD GLUCOSE MONITORING
	*** WOUND CARE ***
	PROVIDE & INSTRUCT WOUND CARE: PRESSURE ULCER UNABLE TO STAGE
	WOUND TREATMENT:OBSERVATION ONLY
	LOCATION: LOWER EXTREM./FOOT/L/2ND TOE

# Building Blocks of Exceptional Web Experiences

- Portal
  - Web Content Management
  - Social Software
  - Mashups
  - Collaboration
- Search
  - Analytics
  - Digital Media
  - eCommerce
  - Business Processes
  - .....

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## What is a Portal?

**“Access to and interaction with relevant information, people, applications and business processes, by select targeted audiences, in a highly personalized manner.”**

## Portal Principles

- **Aggregation:** Combines portlets (application user interfaces and/or content) together into one unified presentation

**Personalization:** Delivers a highly personalized experience, considering role, personal settings, and device settings

**Modularity:** Separates site design, site/page assembly/administration, from application design

**Integration:** Provides services (single sign on, inter-portlet communication, etc) to enable



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## **What Capabilities can IBM Offer in the Government 2.0 Space?**



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## WebSphere Portal is Flexible

IBM is helping customers deliver the user experiences they choose to their partners, employees, customers, or citizens, with flexibility for change and based on open standards.

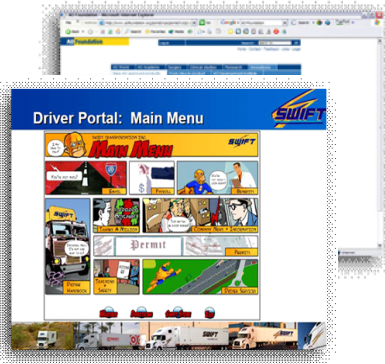


Partners

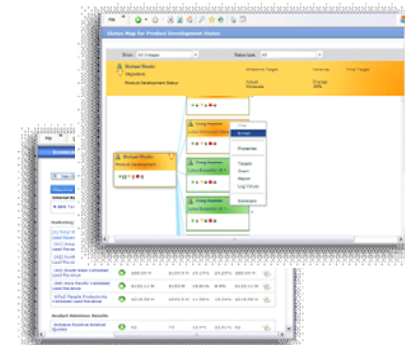
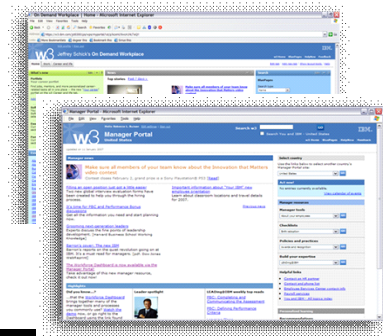


Customer Experience

Company Intranets



Employee and Manager Self Service



Performance Dashboards



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## WebSphere Portal 6.1.5 Delivers

### Exceptional Web Experiences

- Differentiate your organization to your customers
- Drive revenue and loyalty with your partners
- Enable productive and efficient employee web interactions

### Significantly Reduces Costs

- Fastest time-to-market
- Up to 50% in labor and other savings

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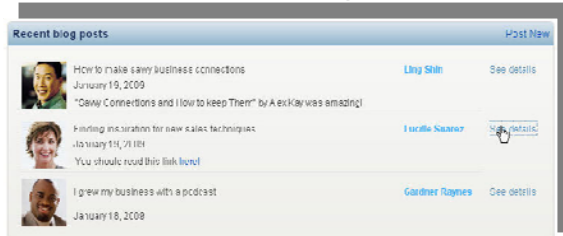
## Users Expect Modern Online Experiences:

*Web 2.0 + Collaboration + Social Tools + Mobile*

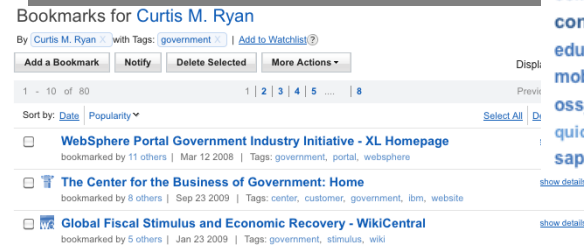
**Instant Messaging**



**Blogs**



**Social Bookmarks**

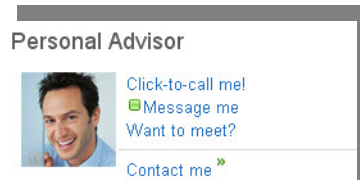


Active Tags

2010 analyst\_report  
collaboration community  
connections data domino  
education ibm lotus  
mobile notes oracle  
oss\_cop ovum portal  
quicr rational sametime  
sap swg websphere wiki



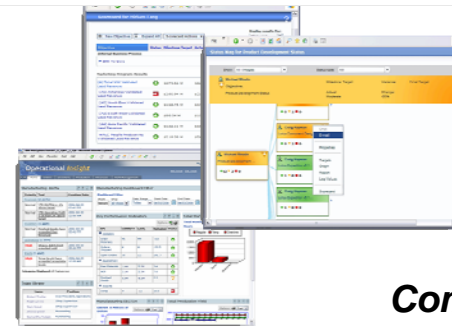
**Education**



**Experts**



**User Ratings**



**Dashboards**

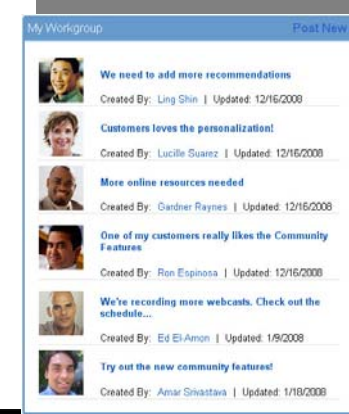


**Social Networking**



**Personalized Content**

**Communities**



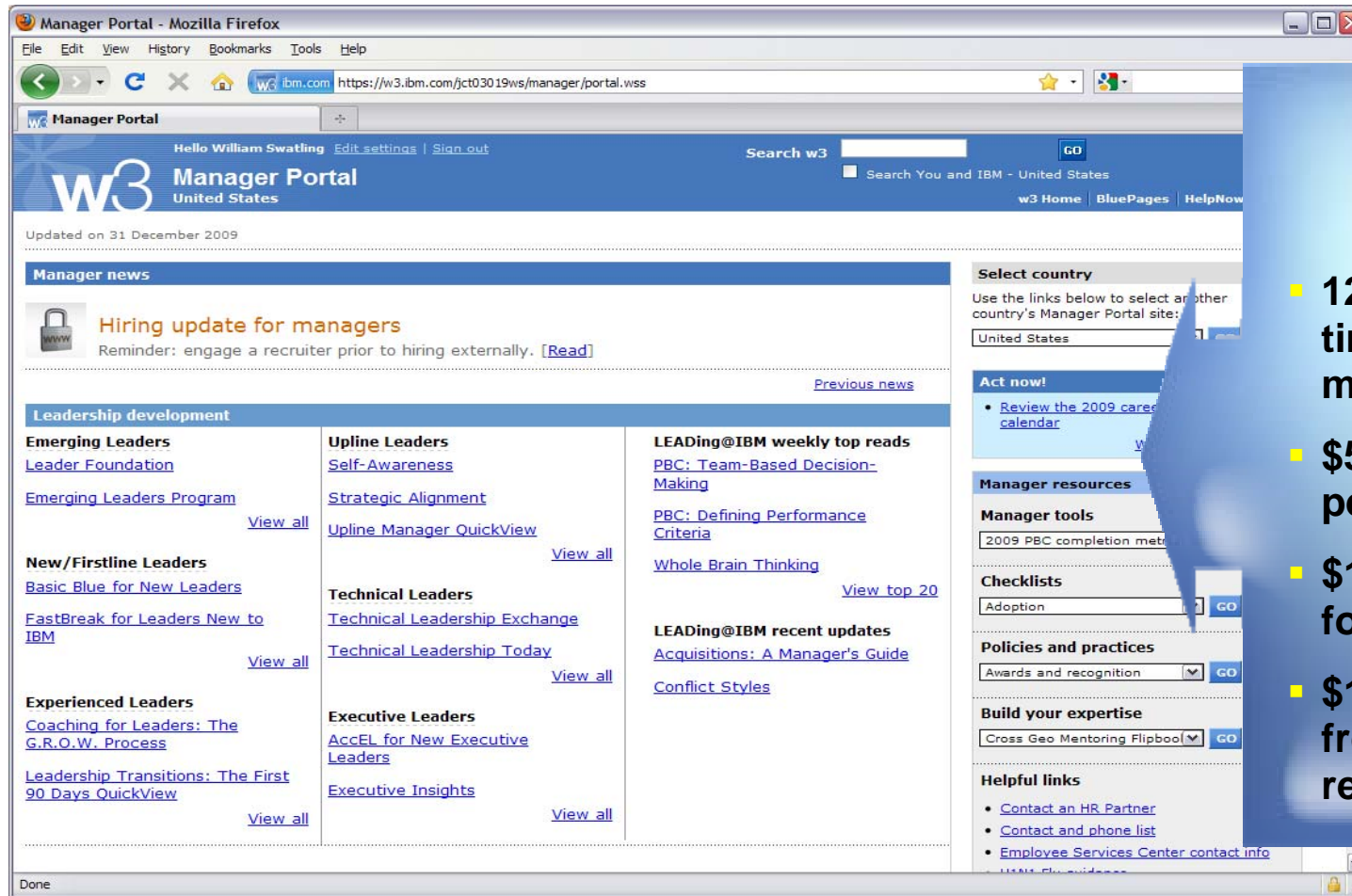
**Video**



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## WebSphere Portal Increases Employee Productivity



### Impact

(2006 – 2008)

- 12 hours annual time saving per manager
- \$571 annual savings per manager
- \$16M total savings for all Mgrs
- \$1.3M hard savings from website reductions

## WebSphere Portal Saves You Money

29% lower 5-year TCO compared to in-house developed portals

78% faster time to production for new applications

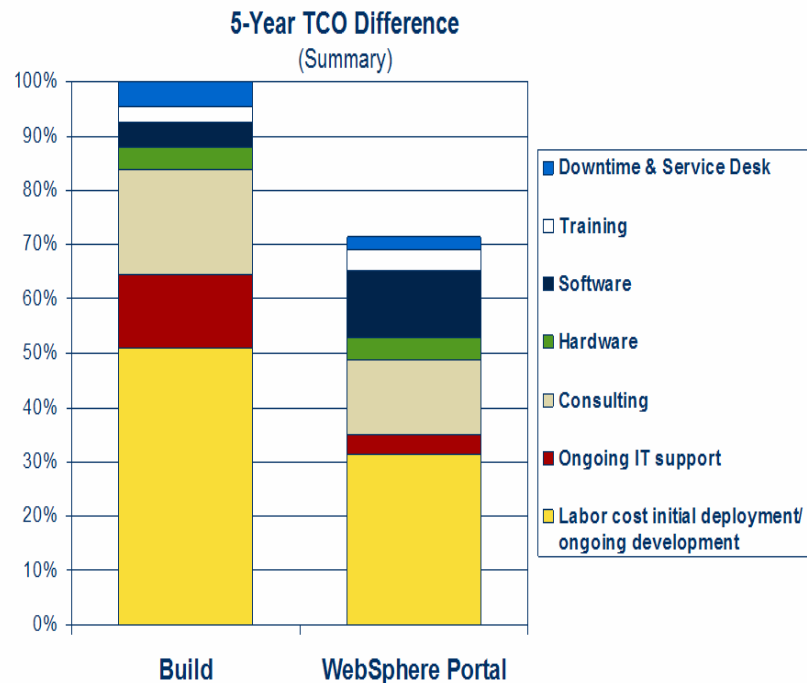
28% increase in server and application availability

25% user productivity increase

38% lower IT labor cost



December 2007



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# IBM WebSphere Portal

*10 out of the top 10 global banks*

*4 out of the top 5 US health insurance companies*

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

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

*8 out of the top 10 worldwide retailers*

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

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



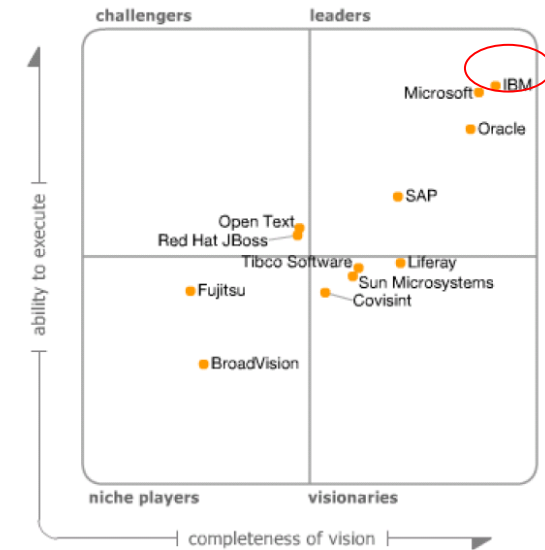
*30 hospitals, clinics and health delivery networks worldwide*

#

## Portal Market Presence

**Horizontal Portal Magic Quadrant, 2009\*** leader for 8 consecutive years!

Figure 1. Magic Quadrant for Horizontal Portal Products



As of September 2009

Source: Gartner (September 2009)

**\*Magic Quadrant for Horizontal Portal Products, 2009**  
Gartner: September 17, 2009 by David Gootzit, Gene Phifer, Ray Valdes

**In May, 2009 Gartner ranked IBM as the worldwide market share leader in the Portal Products and User Interaction Tools segment**

**- Based on total worldwide software revenue for 2008**

\*Magic Quadrant for Horizontal Portal Products, 2008



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# IBM WebSphere® Portal *Ready for the Next 10 Years*

100+ Worldwide  
Technology Patents

by IBM Portal Development



V1.1  
& V2.1

IBM's Portal  
Platform  
Composite  
Model



V4.1

Introduced  
family of  
offerings  
Personalization  
Collaboration



V4.2  
& V5.0

Deployment,  
Scale,  
Maintainability



Web Content  
Management

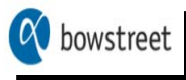


V5.1

Virtual  
Portals



XML Forms



Portlet Factory



V6.0

Drag  
& Drop



Accelerators

Mobile  
Dashboards  
Learning

Content  
Bus Process  
Collaboration



Mashups



V6.1

Web 2.0  
Support



Industry  
Toolboxes

Government  
Healthcare  
Retail



V6.1.5

End-user & Portal  
Optimization

Banking  
Insurance  
Telecom



Portal  
Now

Rapid Portal Deployment



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## WebSphere Portal Awards



## Over 700 Government customers are leveraging WebSphere Portal to help meet these challenges

- Delivering **Exceptional User Experiences**:
  - Deliver innovative, personalized user experiences to their **citizens, businesses, partners, employees, and administration** with flexibility for change, based on open standards
  - Quickly **leverage existing investments**, through market-leading composite application tooling and robust framework
  - Create **highly personalized applications** that adapt to users' context, community, role, actions, location, and preferences
  - Interact with information from the **user's device of choice**
  - Deliver a front-end to SOA, enabling **business flexibility and agility**
  - **Speed time to value** with Prebuilt Portal snap-ons for specific business problems

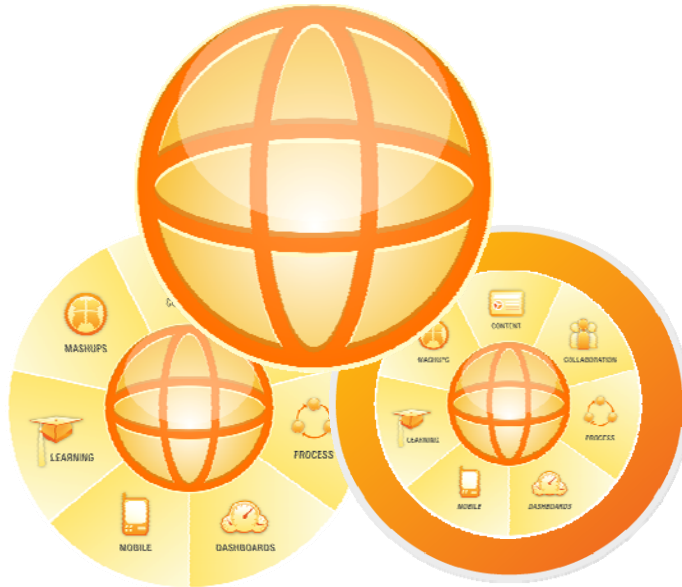




## Wave of New Possibilities

# Last 100 Days

WebSphere Portal  
Core Integration  
Platform



Accelerators  
Extend  
Portal - Matching  
Customer Needs

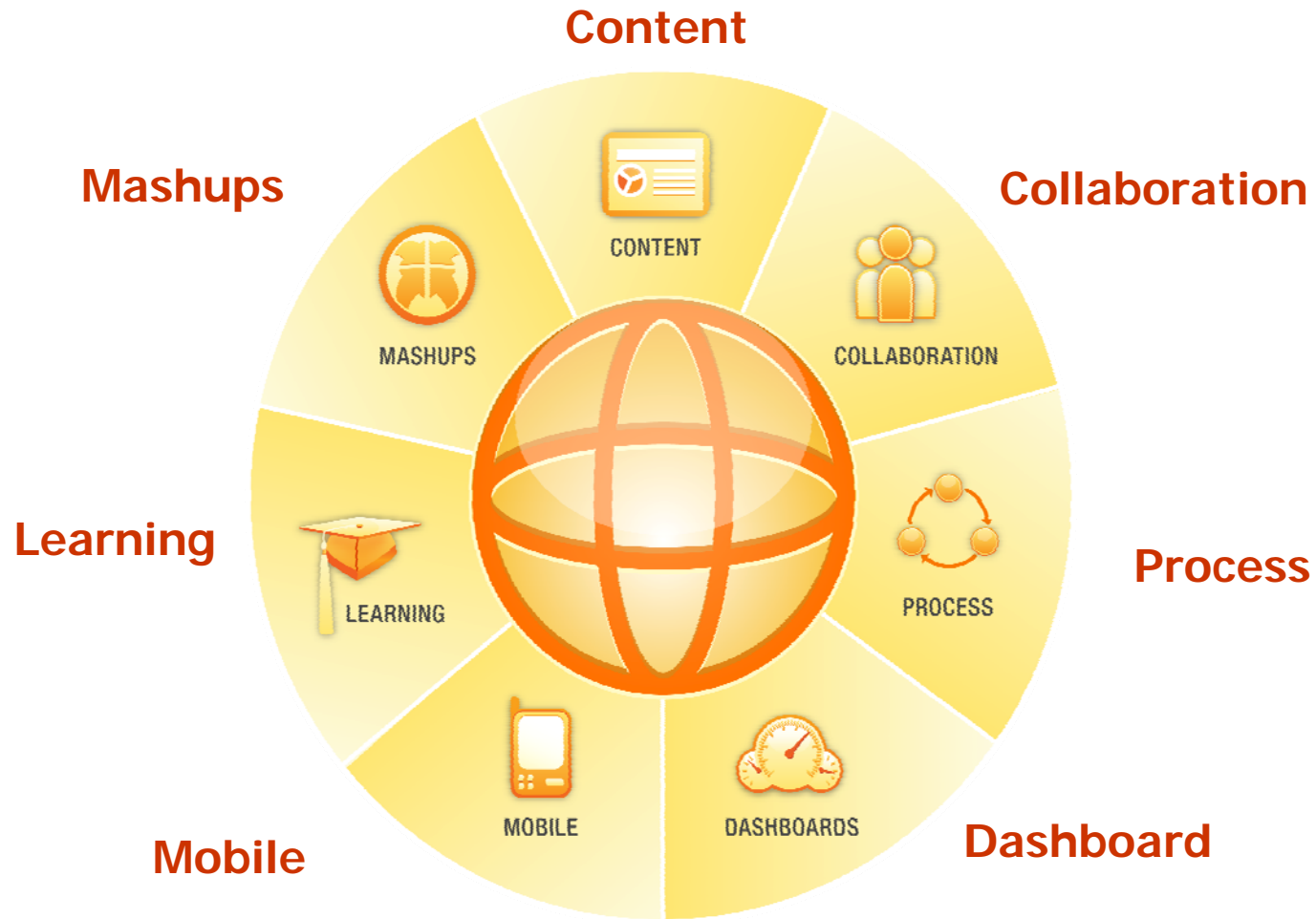
Industry Tooboxes  
Offer  
Industry Templates,  
Assets & Best  
Practices

- WebSphere Portal (and zOS) v6.1.5
- WebSphere Portlet Factory v6.1.5
- IBM Content Accelerator
- IBM Collaboration Accelerator
- IBM Mashup Accelerator
- IBM Business Process Accelerator (zLinux)
- Lotus Forms Server: Unlimited Viewer Edition
- Government Industry Template
- IBM Portal NOW v2
- Portal / Mashups / Forms on Amazon Cloud
- Portal / Mashups on IBM Smart Business Development & Test Cloud BETA

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# IBM Accelerators for WebSphere Portal



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## IBM Content Accelerator



- **Ephox® Rich Text Editor** seamlessly embedded
- **ECM Integration** leverages existing content
- **Blog & Wiki Templates** speed delivery social tools
- **Web Content Integrator** expands spectrum of content sources
- **WebDAV** expands authoring & management community
- **WCM (JSR 286) Rendering Portlet** enhanced for improved content display in WebSphere Portal
- **IBM WebSphere Portal Content Templates Catalog** provides a quick start for using WCM to build up your own web site
- **Syndication Reporting & Site Analytics** improvements help optimize user experience, identify issues and reduce costs

Title	Authors	Load	Edit	Content Type
DownloadableFile_Large.gif	xyzadmin	↓	✎	image/gif
SOA Process Portal	xyzadmin	↓	✎	application/vnd.ms-powerpoint
Dept. 1 General Guidelines.odt	xyzadmin	↓	✎	application/vnd.oasis.opendocument-text
ppt.jpg	xyzadmin	↓	✎	image/jpeg
processpic.jpg	xyzadmin	↓	✎	image/jpeg
feedback.gif	Dieter Buehler	↓	✎	image/gif
007WebSphere_Portal_Security_TC_2008_cbd.pdf	xyzadmin	↓	✎	application/vnd.ms-powerpoint
file.pdf	xyzadmin	↓	✎	application/pdf
gear3.jpg	xyzadmin	↓	✎	image/jpeg

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# Web Content Management



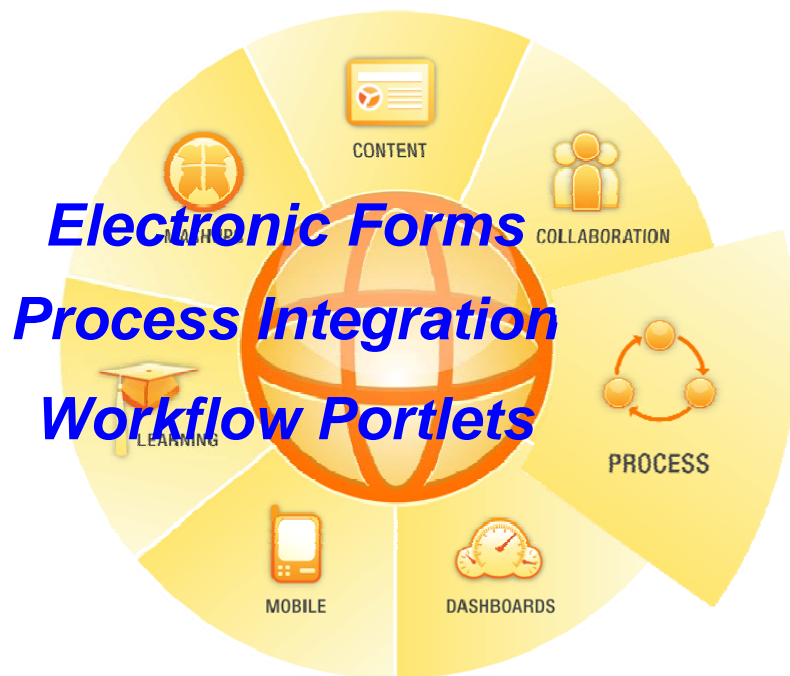
The screenshot shows the Australian Open website interface. At the top, the logo for the Australian Open is displayed with the tagline "The Grand Slam of Asia/Pacific". The main heading reads "YOUR TICKET TO THE WORLD" for the event at Melbourne Park from January 18-31, 2010. A navigation menu includes links for Home, Scores, Draws, Schedule, Players, News & Photos, Video, Radio, Event Guide, Tickets, and Shop. Below the menu, there are sections for "FEATURED MATCHES" (all marked "2009 COMPLETED"), "LATEST SCORES", "INTERACTIVE DRAWS", and "SCHEDULE OF PLAY". A clock widget shows the local Melbourne time (01:27) and the user's time (08:27). A radio player is currently "OFF AIR". The footer includes the Australian Open logo and a small globe icon.

- Australian Open, Jan 18-31
- Olympics, Feb 12-28
- Master's Golf, Apr 5-11
- French Open, May 24 - June 6
- Tony Awards, June 13
- Wimbledon, June 21 – July 4
- US Open Tennis, Aug 30 – Sept 12

# Lotus knows. ..forms start many processes

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## IBM Business Process Accelerator



- Pixel-perfect eForms
- Rich sample forms catalog
- Digital signatures
- Zero footprint Web 2.0 solution – Lotus Forms Turbo

Universal Task List			
<a href="#">Refresh</a>			
Title	Modification date	Due date	Application
New Hire checklist	29-01-2009	3/17/09 12:00 AM	Checklist
Loss of a family member	19-02-2009	4/19/09 12:00 AM	Checklist
Life - Planning to retire	19-02-2009	4/20/09 12:00 AM	Checklist

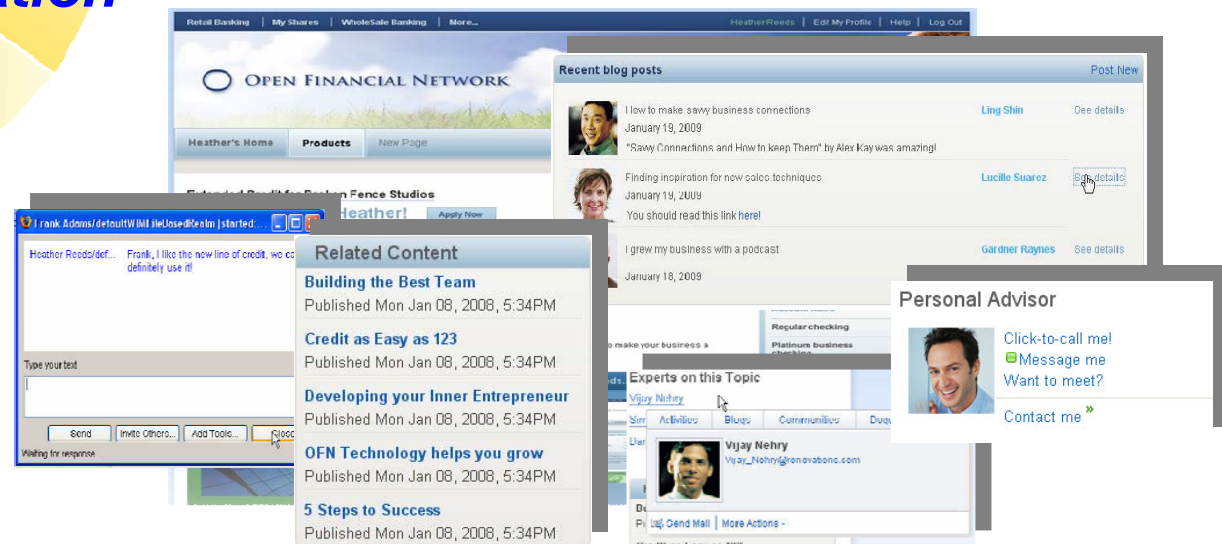
# Lotus knows. ..people need other people

Smarter software for a Smarter Planet.

## IBM Collaboration Accelerator



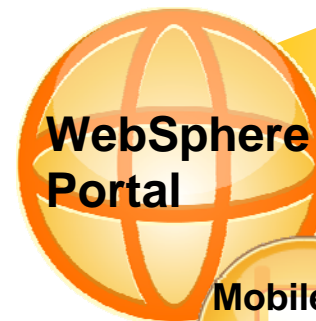
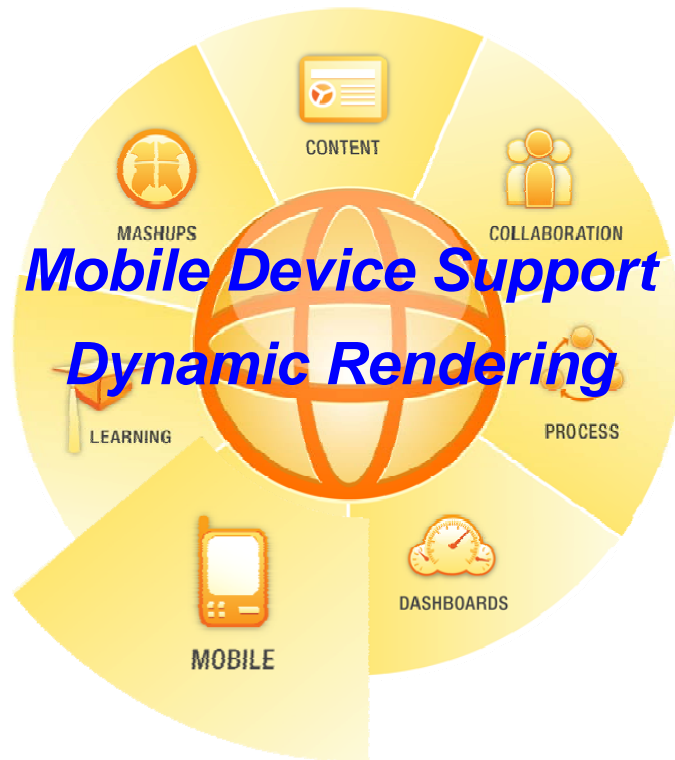
- Seamless Web 2.0 social & collaboration capabilities
- Lotus Connections, Lotus Quickr & Lotus Sametime integration/Portlets



# Lotus knows. ..the Web is everywhere

Smarter software for a Smarter Planet.

## IBM Mobile Portal Accelerator



Mobile Portal Accelerator

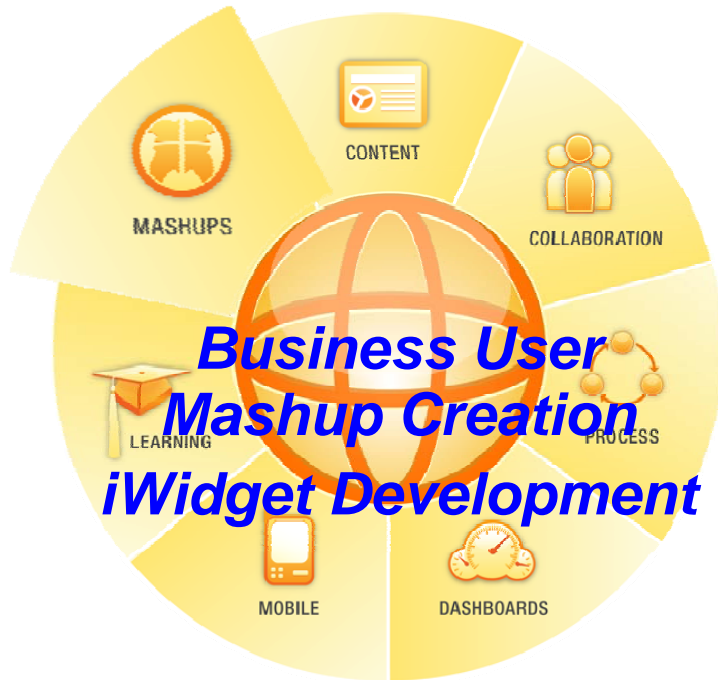


- **WebSphere Portal Extension** that *extends portal navigation* to mobile devices
- **Mobile Portal Toolkit** *eases development* of device-independent portlets
- **Mobile Device Update Service** *simplifies process of supporting* growing market of mobile web

# Lotus knows. ..information needs change

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## IBM Mashup Accelerator



- Assemble mashups in minutes in WebSphere Portal
- Unlock desktop, departmental, enterprise and web sources into easily accessible feeds
- Search and discover feeds, widgets, mashups from inside WebSphere Portal
- Enterprise Security and Feed Control for IT Governance and Management

GP	Name	Address	Postcode	Phone	Area	
Dr Agarwal V	The Medical Centre	Gun Lane Stroud	Rochester	ME2 4JW	01634 726555	Medway PCT
Dr Ahmad Q W	Summerhouse Medical Practice	Beaconsfield Road	Maypole Bevilay	DAS 2AE	01322 402210	WEST KENT PCT
Dr Alyot A & Partners	100 Newington Road	Ramsgate	Kent	CT12 6EW	01843 595951	EASTERN AND COASTAL KENT PCT
Dr Ali I M	The Halfway Surgery	68 New Road	Chatham	ME4 4QR	01634 829955	Medway PCT

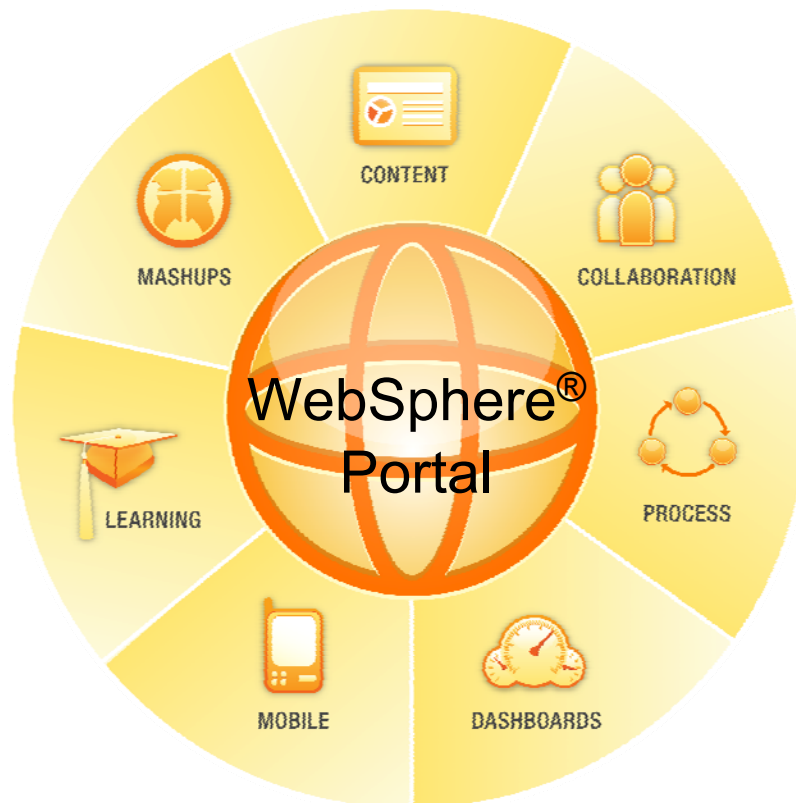
Source_ID	Account_ID	Area_description	Notam_ID	Part
1	KL	XXL CLEVELAND, OH, US, (79418N, 83402W) [CZ] 1708	171	Th
2	KL	XXL CLEVELAND, OH, US, (81261N, 79170W) [CZ] 3281	171	Th



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# Industry Emphasis for WebSphere Portal



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



**Needs of the Business**

## Toolbox Contents

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

### IBM Healthcare Industry Toolbox for WebSphere Portal



### IBM Government Industry Toolbox for WebSphere Portal



### IBM Industry Toolboxes for WebSphere Portal

Case Studies  
Demos  
Software Templates  
Business Value Guides

#### Introducing IBM Industry Toolboxes for WebSphere Portal

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

In this forum, you'll find resources that

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

#### Freedom. Individuality. Speed.



"Our new h-dnet Dealer Portal is a HUGE success. Now dealers can spend less time online and more time helping customers get out on the road."

Tony Re, Director Global IS  
Harley-Davidson

Watch the video (3.7MB)

Read more about the solution

Get Adobe® Reader®

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## **What Types of Solutions are Governments Deploying?**

3



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## “Citizen Services 2.0”: Centrelink delivers multi-channel government services for the Australian Government

- 6.5 million customers (1/3 of Australian population)
- Administers more than 140 different products and services for 25 government agencies
- 14+ million online transactions in 2008

### Customer Portal

- Access to 40+ Services, Advanced Search Engine
- Single Sign-On, Web Content Mgmt, Personalization, News, Re-use of SOA Applications/Services,

### Department of Human Services Portal

- Federated Identity Mgmt, Centrelink Services, Medicare Services, CSA Services, Aggregated News via RSS

### National Emergency Call Centre Portal

- Process-centric, Authenticated, AJAX Compliant, Rich Functionality. Performance, Scalability, Single Sign-On

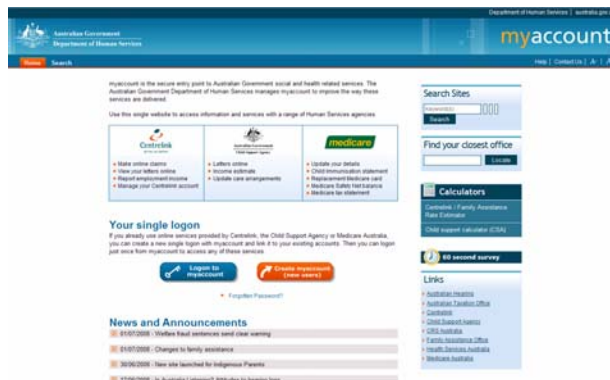
### Business Services / Partner B2B Portal

### Staff Portal

- Employee Services Portal + Social Software



<http://myaccount.centrelink.gov.au>

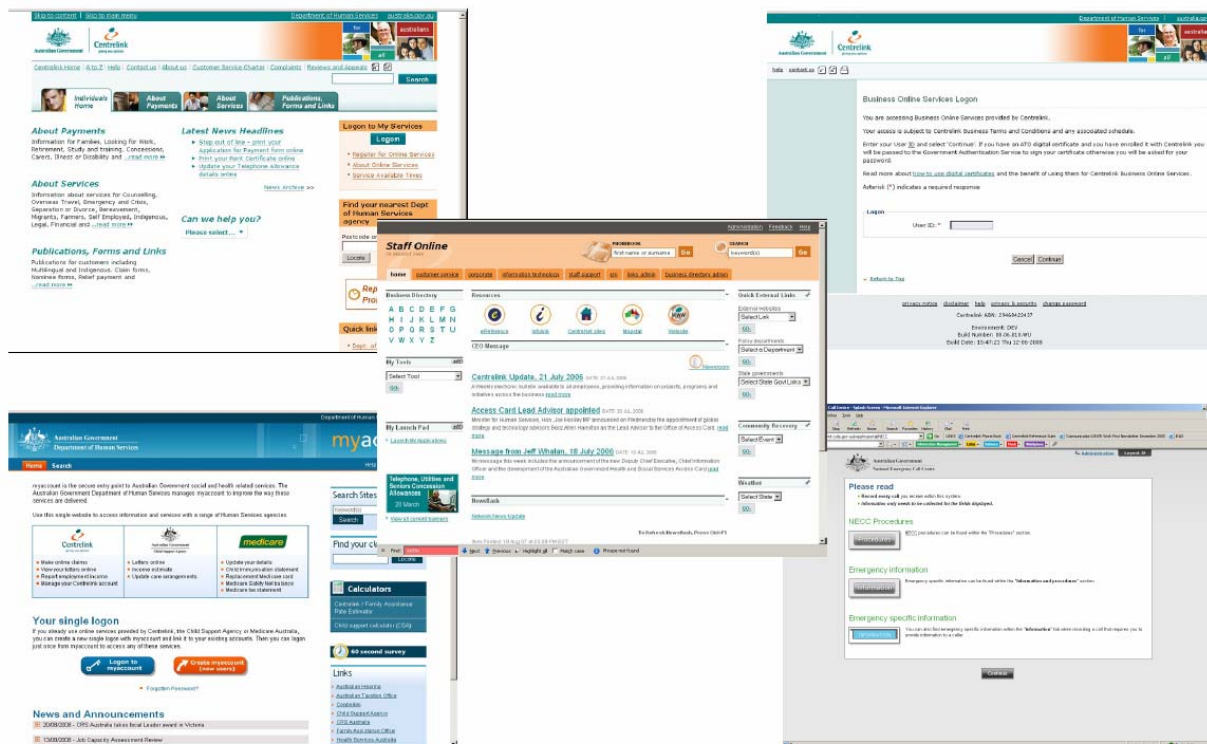


<http://myaccount.humanservices.gov.au>

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## “Reuse 2.0”: Centrelink uses repeatable “portal patterns” to speed the development of innovative sites and capabilities



- Base Portal Pattern
  - Common services
  - Security
  - Personalization
  - etc
- Reusable Business Patterns
  - Customer accessing Customer data
  - Staff accessing Customer data
  - Staff accessing non-Customer data
  - etc

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## “Efficiency 2.0” High volume efficient government services: United States Department of Agriculture

USDA United States Department of Agriculture

Home About USDA Newsroom Agencies & Offices Careers Help Contact Us En Español

Search You are here: Home

THREAT ADVISORY elevated

**In the News**

**USDA Awards \$6.9 Million for Renewable Energy and Energy Efficiency Projects**

**USDA Loans Designated Soil for Each State and Territory to Smithsonian Institution for Dig It! Exhibition**

**USDA Announces Public Meeting July 22nd on Biopreferred Labeling Program**

**USDA Food Safety Actions**  
This page contains links to Press Releases, Statements, Transcripts and Audio on USDA Food Safety Actions

**Colombia Tariff Ticker**  
Colombian exports enter U.S. free. A U.S.-Colombia FTA will remove tariffs on U.S. exports.

**Midwest Flood and California Fire Response, Recovery Assistance and Resources**

**Spotlights**

**2008 Farm Bill**  
Get the latest info on the Farm Bill

**2007 Ag Census**  
Learn more and be counted

**Food and Fuel Briefing**  
Get informed

**Free Trade Agreements**  
Resources pertaining to FTA's.

**FOOD & FUEL BRIEFING**

Last Modified: 07/22/2008

USDA Home | Site Map | Policies and Links  
FOIA | Accessibility Statement | Privacy Policy | Non-Discrimination Statement | Information Quality | USA.gov | White House

- **Offers over 550 online services** While the site contains a massive amount of information and services, it is well organized and provides a number of features designed to help people find what they are looking for.
  - Finding forms and information is simple by using the “I want to...” box, and the site is customizable by registering with **MyUSDA**.
  - “Information For...” menu organizes information based on the user. Users can access **image and video libraries, radio broadcasts and transcripts of speeches**, and the site can be translated into Spanish.
- **3-5 Million hits a day. Spikes to 95-100 million hits a day during scares such as mad cow and e-coli tomatoes.**

<http://www.usda.gov>

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## Miami-Dade County Portal: Best in Class Online Local Government Services

**“Get Online not in line”**

- **Exceptional User Experience**
  - Single point of contact
  - Community Access – (40 different departments)
- **Creating Value with Online Services**
  - Pay parking tickets,
  - Obtain Lic of businesses
  - Find Court Documents
  - View Property Taxes
  - On Line Golf reservations
- **Cost Avoidance**
  - Replaced entire departments with Portal Self Service
  - Reused employees for strategic value
- **Drive Revenue**
  - Increased revenue via Portal = **US \$4 Million**
    - 5K Recycle Bins
    - 300,000 Books on Line
    - 60K On line transactions

The screenshot displays the Miami-Dade County Portal homepage. At the top, the logo 'miamidade.gov' is visible alongside navigation links for 'Home', 'Service Center', 'County Agencies', 'County Hall', and 'Calendar'. A search bar is located on the right. The main content area is divided into several sections:

- Things You Can Pay Online:** Includes links for Water Bill, Metropass, Parking Ticket(s), Vehicle Renewal, Driver's License Renewal, Hunting or Fishing License, Local Business Tax Receipt, Real Estate Property Tax, Seaport Gate Passes, Tangible Personal Property Tax, Traffic Ticket, US Mint Coins, and US Savings Bonds.
- Things You Can Do Online:** Includes links for County Jobs, Library Card, Ask-a-Librarian, Book Your Tee Time, Buy Government Surplus, Estimate Real Property Tax, File Business Forms and Taxes, File Unemployment Claims, Get Water & Sewer Service, Inmate Search, Order Recycling Bins, Platting Information Search, Public Works Permit Inspection Request, and Register to Vote.
- servicedirect:** A section for reporting problems, featuring a table of 'Top Reported Problems (online and by phone) this month':

2435	Pothole
1805	Tree Trimming
1124	Stray / Dog-at-Large
779	Junk and Trash / Overgrowth
460	Signs on the Right-of-Way
395	Dead Animal Pickup - MD
388	Illegal Dumping

A 'Report a Problem Online' button is also present.
- RED TAPE ESCAPE:** A promotional banner for a video series.
- Watch It! On-Demand:** A section for video content.
- Research Tools & Maps:** A section for various utility and location tools.
- Services by Topic:** A section with links for Animals & Pets, Arts & Culture, and Attractions & Events.

*1<sup>st</sup> Place “Best of the Web County Portal”  
2004 Center for Digital Government Awards*

[http://www.centerdigitalgov.com/surveys.php?tid=4&survey=cdg\\_bow&loc=2004](http://www.centerdigitalgov.com/surveys.php?tid=4&survey=cdg_bow&loc=2004)

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## “Housing 2.0”: Miami-Dade Housing Central Portal: Winner of 2007 Digital Government Achievement Award

Miami-Dade Home | Glossary

MIAMI-DADE COUNTY **Housing Central**  
Opening Doors to Housing

Home Rent Own Provide

Find Your Next Home Online

**Housing Locator**

Own Rent

+ Add a Free Listing

Your Source For All Things Housing!

Renters Homeowners Providers

Housing Reports

**Affordable Housing Report**  
This report provides a comprehensive summary of the available information, the existing policies, and the recommended initiatives currently guiding our understanding of the affordable housing issues facing our community.

**Miami-Dade Housing Agency Management Assistance Team Progress Report**  
Read the report that includes recommendations for consideration by the Board of County Commissioners regarding MDHA and the other affordable housing programs that will correct deficiencies at MDHA and advance our affordable housing agenda.

**Housing Summit Final Report**  
The Miami-Dade County Community Affordable Housing Strategies Alliance has issued the Miami-Dade Housing Summit final report online.

**Housing Data Clearinghouse**  
The Clearinghouse will assemble, produce, and provide easy access to data, primarily on

Search for Section 8 Housing Online

**GoSection8**  
Section 8 voucher holders can now search for available properties conveniently online!

Search Section 8 Listings  
Post Landlord Listings

Housing News

**Apply Online for Public Housing, Section 8**  
The application period for the Miami-Dade Housing Agency's lottery-style waiting list for public housing and Section 8 is now open through July 31. Find out how you can apply online. >> more

**Foreclosure Clinic Can Help You Save Your Home**  
Families unable to maintain their mortgage payments or facing foreclosure can receive information on foreclosure prevention; understanding their loan terms; loss mitigation counseling; refinancing; workouts; reverse mortgage options; and legal assistance. >> more

**Housing Assistance Grants Available**  
Miami-Dade County's Housing Assistance Grant Program can help eligible residents with relocation expenses. >> more

**Infill Homes Available for Immediate Purchase**  
New homes developed through the County's Infill Housing Program are available for immediate purchase by low to moderate income buyers. >> more

**Housing Central Wins Award!**  
Miami-Dade County's Housing Central Portal has been recognized by *The Center for Digital Government* and *Government Technology* magazine with a 2007 Digital Government Achievement Award. >> more

- “Opening Doors to Housing” with Online Services for
  - Section 8 Public Housing
  - Foreclosure Assistance
  - Real Estate Listings
- Miami-Dade Housing Central Portal won the **2007 Achievement Award for Government-to-Citizen Local Government Portal**

Center for Digital Government  
A national research and advisory institute on information technology policies and best practices in state and local government.

Home Contact Us

Publications Surveys People Products Search

Surveys and Awards News

**Best of the Web and Digital Government Achievement Awards**

For more than a decade, the leading edge of service delivery has been at the portal where governmental and ed presented a single face to their respective publics. The Best of the Web (BOW) has been there to recognize and celebrate the innovatio providing solutions and communicating well with citizens, businesses or educational communities.

The Digital Government Achievement Awards focuses more specifically on e-initiative, projects and intranet applications at the infrastru the same time a broader and global audience is invited to participate.

2007 2006 2005 2004 2003 2002 2001 2000

**Top State and Local Government Web Portals and Applications Awarded**

[http://www.centerdigitalgov.com/surveys.php?survey=cdg\\_bow](http://www.centerdigitalgov.com/surveys.php?survey=cdg_bow)

<http://miamidade.gov/wps/portal/housing>

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## “City 2.0” : #1 rated Municipal Portal in Europe powered by WebSphere Portal and Content Accelerator

The screenshot shows the Helsinki city portal interface. At the top, there are search bars and language options (På svenska, In English, Auf Deutsch, En français, По-русски). The main header features the city logo and a navigation menu. Below the header, there are several sections: 'Ajankohtaisia ja uutisia' (News and updates) with a list of recent news items; 'Matkailu' (Travel) with weather and appointment information; 'Helsinki palvelee kun' (Helsinki serves the city) with a list of services; and 'Nopeasti' (Quickly) with search options for various services like 'Etsi osoite', 'Etsi reitti', 'Etsi kirjastoista', and 'Etsi tapahtuma'. The footer contains copyright information and contact details.

- Via the **City of Helsinki** portal, citizens can communicate and exchange information, access the city's health service, reserve appointments, and fill out forms.
- The solution focused on **usability, privacy/security, content, services** and the opportunity for **people to participate** in the affairs of their government.

[www.hel.fi](http://www.hel.fi)

The screenshot shows the United Nations Public Administration Network (UNPAN) website. The header includes the UN logo and the text 'United Nations Public Administration Network'. Below the header, there is a navigation menu with options like 'Home', 'What's New', 'Regions', 'E-Learning', 'News', 'Library', 'Events', 'Directories', and 'Contact Us'. The main content area features a search bar and a 'Register | Login' link. A prominent section titled 'Digital Governance in Municipalities Worldwide' highlights a '2007 Publication'. The publication cover is shown, along with a brief description of the report and a 'Read more' link. The footer contains the URL: <http://www.unpan.org/Library/MajorPublications/DigitalGovernanceinMunicipalitiesWorldwide/tabid/804/Default.aspx>

*The City of Helsinki Portal was rated #1 in Europe (and #3 in the World) for Municipal websites according to 2007 United Nations Report*

<http://www.unpan.org/Library/MajorPublications/DigitalGovernanceinMunicipalitiesWorldwide/tabid/804/Default.aspx>

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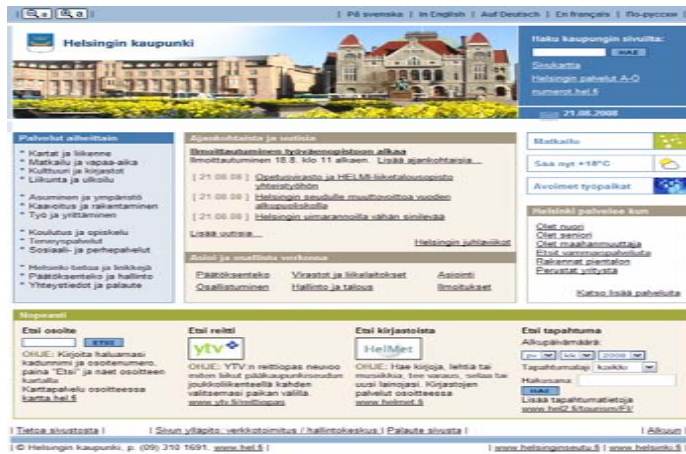
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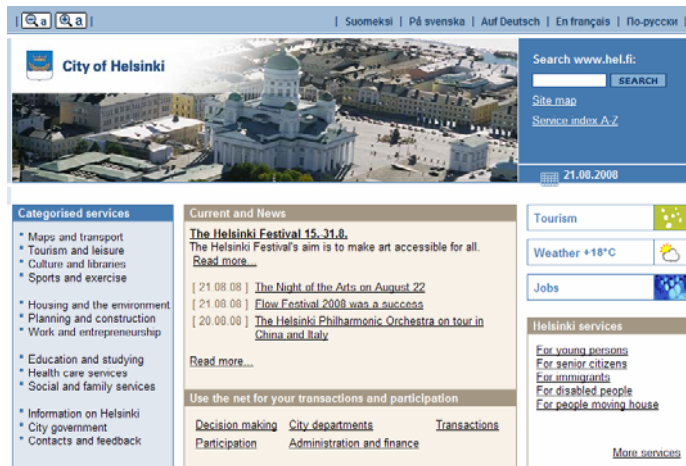
## Robust content management is critical to providing a highly effective government portal

- Over 80% of the city's residents use e-mail/Internet, so online services are expected from the city administration. This includes **health services, digital educational material, and online electronic participation** in the city's affairs
- The Content Accelerator platform is a **business critical tool** for communicating **timely information** to the citizens of the Helsinki region, providing general information services in **multiple languages - Finnish, Swedish, and English**
- The city has 15000 employees, with more than **200 content authors** and **over 30 departments**

Finnish



English



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The screenshot shows the Singapore Government website homepage. At the top left is the Singapore Government logo. The main navigation bar includes categories like GOVERNMENT, CITIZENS & RESIDENTS, BUSINESSES, and NON-RESIDENTS. A secondary navigation bar lists various services such as About Us, Govt Who's Who, and Press Releases & Speeches. A large central banner features a portrait of the Prime Minister and a call to action for the National Day Rally. To the right, there's a search bar and a 'Spotlights' section with links to National Day Rally 2009, Influenza A updates, and SPUR skills upgrading. The bottom of the page is divided into three columns: Latest News, Calendar Of Events, and Subscriptions, each with a featured item and a 'More' link. The footer contains a privacy statement, terms of use, and copyright information for the Government of Singapore.

**SINGAPORE GOVERNMENT**

MAJULAH SINGAPURA!

→ Feedback → Contact Us → Sitemap

GOVERNMENT CITIZENS & RESIDENTS BUSINESSES NON-RESIDENTS

→ About Us → Govt Who's Who → Spotlights → Press Releases & Speeches → Careers → Information & Policies → A-Z Government List

Get involved in our National Day Rally by posting your question to the Prime Minister.

Post Your Question

SHARE

→ National Day Rally 2009

Updates On Influenza A

National Day Celebration

Skills Upgrading with SPUR

**Latest News**

Mon, August 10, 5:38 PM

Marina Barrage bags top honours at international environment engineering awards

→ More News

**Calendar Of Events**

9 Aug 2009

National Day Parade

→ More Events

**Subscriptions**

Your Email Address

→ Get Updates

→ Privacy Statement → Terms of Use

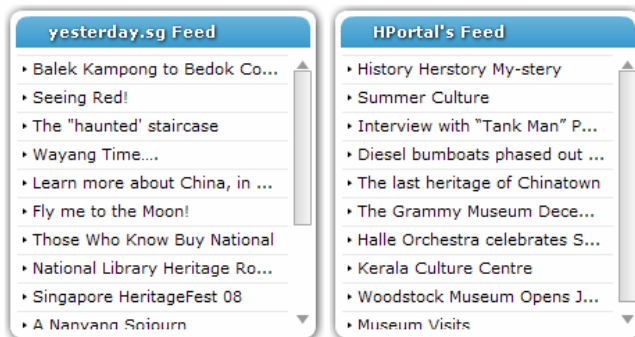
© 2004 - 2009 Government of Singapore



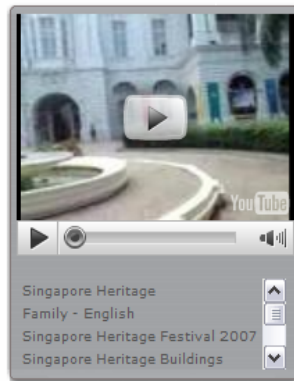
## Web2.0 and constituent participation are the core of NHB's Portal strategy

### Heritage Online

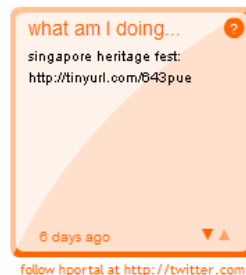
Here are some useful heritage widgets. When you register as a member, you can add these content to your customised page. You can also copy these widgets to your own blogs or websites.



### Museum Podcast



### H-Portal Twitter



- A single point of access to resources both inside and outside the NHB
- Web 2.0 collaboration technologies that bring people together;
  - Forums
  - Blogs
  - Wikis
  - Instant Messaging
  - RSS
  - Podcasts
  - Widgets
- Personalized interaction with the portal services;
- Integration with other NHB applications and websites.

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## Qatar Government Portal : "Hukoomi"



<http://portal.www.gov.qa>



- Hukoomi is home to all e-government services for Qatar
  - 275 services, including 56 e-services
  - 48 Government entities involved in development
- Citizens and Residents can pay traffic fees, find valuable government services and get information on police and fire safety
- Businesses benefit from the new e-services allowing them to register in Qatar and have access to information and services on work visas, and business operating laws
- **'Hukoomi brings government closer to the people it serves while demonstrating Qatar's commitment to building a modern and responsive government,'**  
- Dr. Hessa Sultan al Jaber, Secretary General of ictQATAR

**"Qatar launches new e-Government portal"**

<http://www.ameinfo.com/145928.html>

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## 2010 World Cup Futbol Games – Gauteng Province, South Africa

### CHALLENGE

In the event of a large-scale emergency, the Virtual Ops Center (VOC) Solution was installed in the new, state of the art Disaster Management Center to coordinate police, firefighters, emergency medical services and government agencies, across the South African Province of Gauteng, in the fastest and most effective response possible. The existing communication systems lacked collaborative capabilities, requiring personnel to make numerous phone calls to convey critical information.

### SOLUTION

**VOC Solution** is positioned for more effective emergency response with a resilient communications network that people can count on even when power and phone lines are inoperative. Implemented by IBM, the fully integrated, wireless rapid response solution enables seamless interoperability and data exchange, allowing VOC to instantly deliver critical information to responders across the region.

### BENEFITS

- 40 -65% responder productivity increase expected during emergencies
- Greater public safety
- Multidisciplinary integration serves as a model nationwide



***"This IBM portal software is absolutely critical because our on-line center is used to protect and save lives,"*** - Colin Deiner of the Gauteng Disaster Management Center <http://www.03.ibm.com/press/us/en/pressrelease/24507.wss>

## Boeing and the Federal Aviation Administration: using IBM Mashup Center to resolve emergencies

*Enable government officials (FAA) to quickly identify the nearest airport that can safely handle an incoming aircraft for emergency response*

Select a location

View functioning airports

View details for runway to assess fit with aircraft needs

Visually assess nearest airport for proximity

City	State	Radius (in miles)	Min Runway Length
Los Angeles	CA	50	3000

Airport Name	ICAO	Runway Length
LOS ANGELES AAF	KSLI	5
LOS ANGELES INTL	KLAX	5

Airport Name	Location	ICAO	Latitude	Longitude	Elevation
LOS ANGELES INTL	06	KLAX	33.942526	-118.408075	126

Length	Width	Surface type
13285	150	CON

Source_id	Account_id	Area_description	Notam_id	Part
K	KL	KXL CLEVELAND, OH, US, (224243N, 326383W) [CLE] 5/999		1/1 Thu
K	KL	KXL CLEVELAND, OH, US, (409104N, 831007W) [CLE] 3/677		1/1 Thu

*"As an established innovator, Boeing believes in the power of Web 2.0 and embraces it not only for collaborative work, but also for the heavy lifting of enterprise planning and execution... IBM Mashup Center is playing a key role in our visionary approach to strategic asset management. It's critical to know where your major assets are and how to use them at any given time, situation or condition." Paul Comitz, Boeing, IBM Press Release – 5 June 2008*

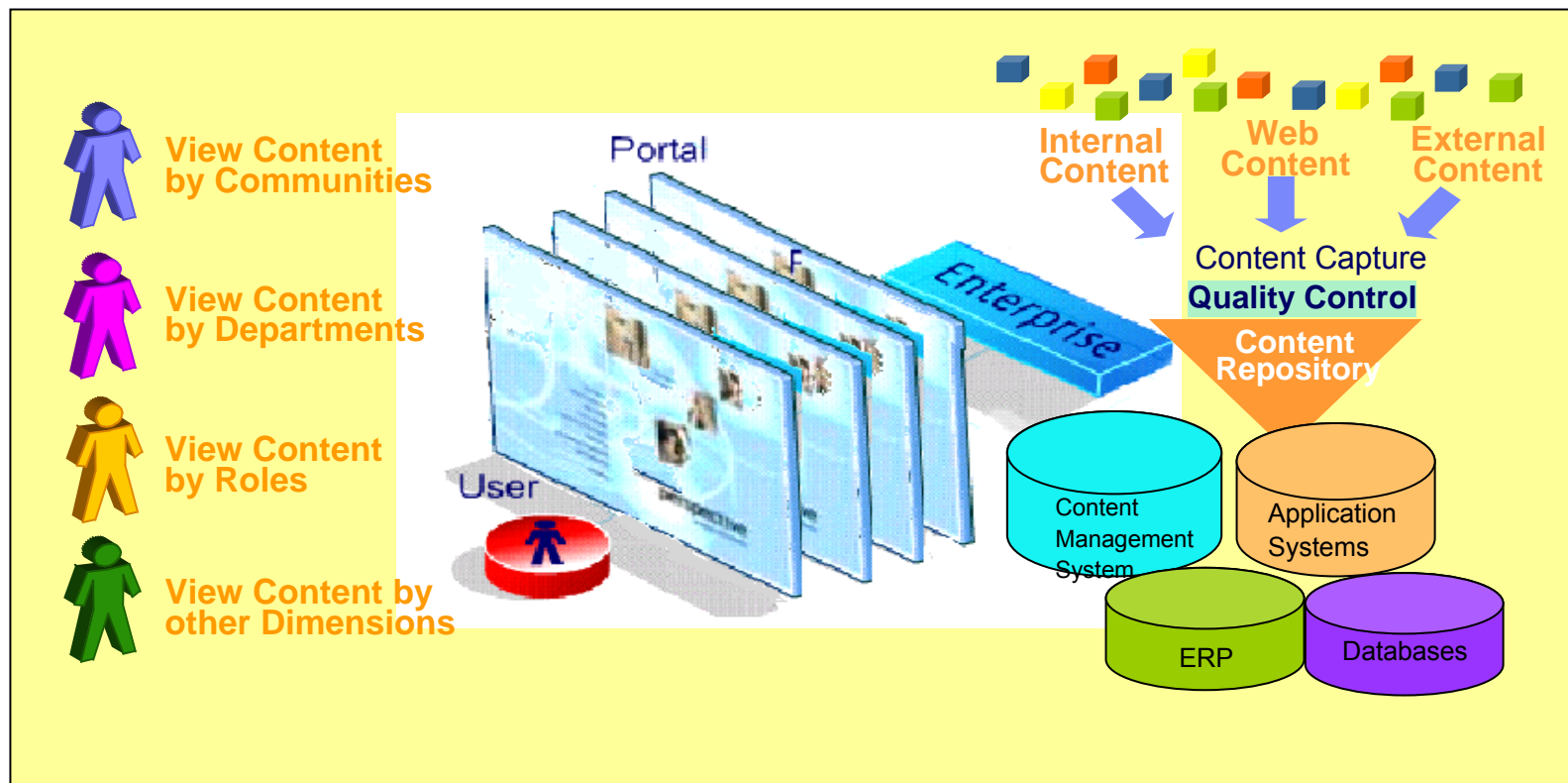


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## Web 2.0 Student Portal

- **What we want to achieve: Key information and knowledge is consolidated, stored and made accessible to stakeholders based on roles through personalised portal:**
  - Student: To provide students with a seamless integration of learning and living e-Xperience
  - Alumni: To foster kinship among the alumni through greater connectivity





SINGAPORE  
POLYTECHNIC



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## Freshmen Orientation



Good Morning, Chang-Tan Pek Kin - SAS Test a/c

Search:

[User Guide](#) | [FAQ](#) | [Feedback](#) | [Log Out](#)

[New Students](#)
[Final Year Students](#)
[My Page](#)
[My SP](#)
[My Study](#)
[Student Admin](#)
[Principal's Corner](#)
[My Clubs](#)
[Socialspace](#)
[Info Web](#)
[Theme Test](#)

[Freshmen Orientation](#)
[Student Clubs](#)
[Important Information](#)

New Students > [Freshmen Orientation](#) >

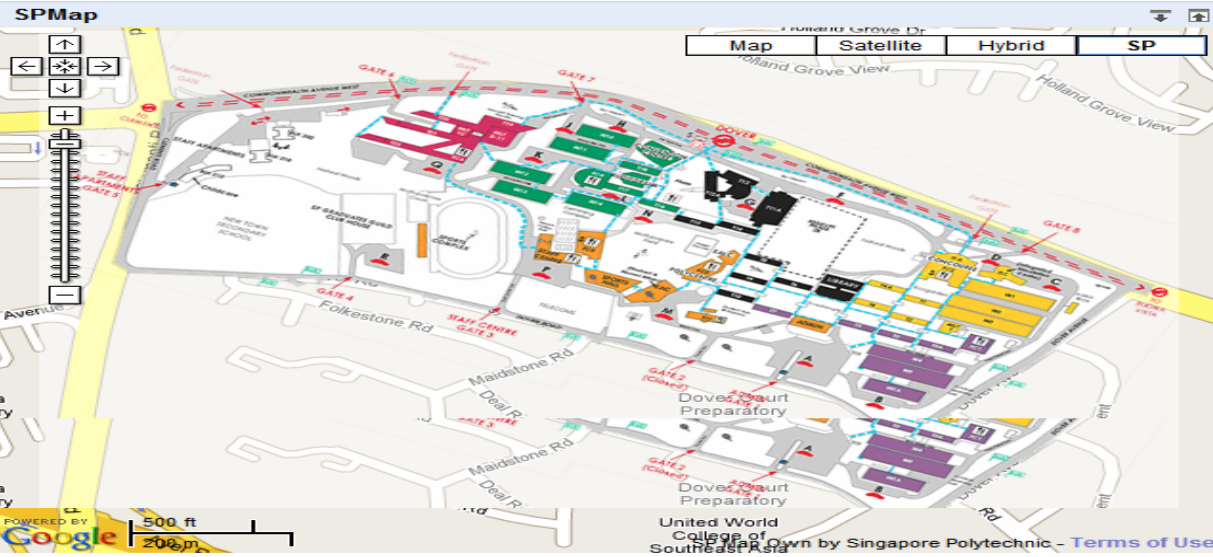
### Freshmen Orientation Programme

Please see below for Freshmen Orientation Programme of class

You can locate the building on the campus map when you click the venue of the programme.

Date	Time	Venue	Description
07/04/2008	09:00 -	<a href="#">SPCC</a>	Freshmen mingle with new classmates at SP Convention Centre
07/04/2008	09:25 -	<a href="#">SPCC</a>	Freshmen to be seated
07/04/2008	09:30 -	<a href="#">SPCC</a>	EEE Entertainment Set 1
07/04/2008	09:45 -	<a href="#">SPCC</a>	Principal's Address
07/04/2008	09:55 -	<a href="#">SPCC</a>	Welcome speech by EEE Director
07/04/2008	10:00 -	<a href="#">SPCC</a>	Library Presentation
07/04/2008	10:10 -	<a href="#">SPCC</a>	Presentation from the Student Affairs
07/04/2008	09:55 -	<a href="#">SPCC</a>	Welcome speech by EEE Director
07/04/2008	10:00 -	<a href="#">SPCC</a>	Library Presentation
07/04/2008	10:10 -	<a href="#">SPCC</a>	Presentation from the Student Affairs
07/04/2008	10:40 -	<a href="#">SPCC</a>	EEE Entertainment Set 2
07/04/2008	11:00 -	<a href="#">SPCC</a>	SP Flag Day (President Challenge Charity) Briefing by Mr Goh PH
07/04/2008	11:30 -	<a href="#">SPCC</a>	End of Programme
08/04/2008	09:00 - 12:00	<a href="#">Sports Hall</a>	"Glimpse of Life in EEE" Workshop
08/04/2008	13:30 - 16:30	<a href="#">T1451</a>	SPICE Notebook

### SPMap



Map | Satellite | Hybrid | SP

United World College of Southeast Asia

Go to:

Go to:

Food Court 1-6

Bus stop

Places to Chill

Parking Lots


Go





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## Student Clubs

**SINGAPORE POLYTECHNIC**  **MIKE** Good Evening, Chang-Tan Pek Kin - SAS Test a/c

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You are strongly encouraged to join at least one or more of the student clubs or interest groups. Please browse through them to find out more details.



### Club Video

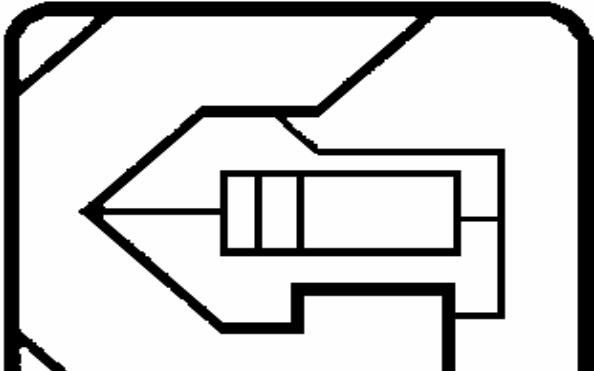


00:16 / 01:20

### Club Information

#### club-eee

Electrical & Electronic Engineering club , also known as the E.E.E.C. We provides loaning services for games, sports equipment and technical equipment to the students and staff of EEE. By default, all students from the School of Electrical & Electronic Engineering are members of the EEE Club. We're located at the corner of SAC, where you can easily spot us cause we're a 24/7 club. "United we stand, divided we fall" is our motto, and we live up to it. Guitars, carrom, risk, soccer, bball are our interests, never fails not doing that. we're also bunch of nonsensical person, fun to play with and leave with wonderous memories.





**SINGAPORE  
POLYTECHNIC**



**Lotus knows.**

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# US Army to save \$1.3billion through the use of Portal-based online forms solution

## Overview

The US Army had already converted the front end of the traditional paper-based authorization processes with computer-produced dynamic documents that helped soldiers locate, download and fill out forms. However, the form still needed to be printed, signed and routed through traditional approval processes.

## Business need:

The paper-based forms system the U.S. Army utilized could no longer handle the speed and flexibility required in the field.

## Solution:

The Army chose to re-engineer its processes with IBM Lotus Forms™ and other IBM middleware, hardware and software, plus the program and technical analysis provided by Enterprise Information Management

## Benefits:

Estimated total savings of US\$1.3 billion annually in administrative processing costs • Anticipated improvements in Army field efficiency Projected one-third less time required to fill out forms

Read more in the case study on [ibm.com](http://www.ibm.com):

[http://www-01.ibm.com/software/success/cssdb.nsf/CS/JKIN-7BMS8M?OpenDocument&Site=default&cty=en\\_us](http://www-01.ibm.com/software/success/cssdb.nsf/CS/JKIN-7BMS8M?OpenDocument&Site=default&cty=en_us)

*"The Forms Content Management Program will not only provide **fillable forms**... using **digital signatures**, the program will also provide the US Army the means to develop **one single enterprise solution for automating functional business processes for the Army's use.**"*

- Jeanne Harman, chief of the Army Publishing Division, Alexandria, Virginia



## Introducing WebSphere Portal NOW

A complete, ready to use business solution

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



## IBM uses a proven and structured approach to identify and assess business value opportunities for a portal solution



### BVA Components

**Value  
Alignment**

*“What could we or should we do with a portal?”*

**DITL  
Visualization**

*“What might the portal experience be for us?”*

**Business  
Case**

*“How can we financially justify our portal investment?”*

**Lotus knows.**

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**WebSphere Portal**

# A strategic product for your strategic applications

7000+ WW customers  
w intranets, B2B apps,  
& customer-facing  
internet apps

47% of customers are  
SMB

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11 employees

Largest customer has  
1.8M+ employees



#1 market share for  
8 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 users in our top 15 customers alone!!  
1 in 6 people worldwide with internet access is a  
named user in a WebSphere Portal application***

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