



WebSphere software

Making your portal and mashup decisions: advantage IBM.

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Executive summary

Practically every CIO office is focused on quickly exploiting opportunities to drive value for the business. Decisions about seamlessly integrated and personalized portal infrastructures with high operational efficiencies are top of mind. Through agile and unique online experiences, portals bring together applications, information sources and people—in the contexts of role and associated business processes—on the Web and across the value chain.¹ Additionally, they increase talent effectiveness and productivity while lowering costs, and they drive value chain agility and customer advocacy.

If your organization is considering deploying a new portal or migrating from one solution to another, IBM can help you make an educated and benefits-focused decision. This evaluation guide takes a scenario-based approach to help you navigate the portal decision criteria based on your current business priorities.

Shown in table 1 are 16 decision scenarios that organizations commonly face when exploring portal alternatives to address strategic business priorities. IBM has identified these decision points based on our experiences with customers and IBM Business Partners over the past 12 years. Then, enlightened by this information, we put together best-practices guidance based on press, analyst and social media coverage, as well as customer quotes, to help decision makers wisely choose a portal solution.

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- 1 You're challenged by Microsoft® SharePoint software in terms of cost, scalability, support, best-of-breed capabilities, Web 2.0, service-oriented architecture (SOA) and extranet.
 - 2 You're a BEA WebLogic Portal user who's figuring out an Oracle WebCenter-based future.
 - 3 You're an SAP or Oracle application shop that's looking for a portal infrastructure.
 - 4 You're exploring open source portals.
 - 5 You've already built a portal in-house, and now you're determining a long-term portal strategy or considering to build rather than buy.
 - 6 You're looking at building on current investments in content management, business intelligence, search and/or collaboration capabilities.
 - 7 You're seeking to lower TCO.
 - 8 You want to execute a multichannel or cross-channel integration strategy that includes mobility.
 - 9 You want to consolidate partner-, customer- and/or employee-centric portal projects.
 - 10 You're looking to execute a self-service strategy across customers, employees and partners.
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Highlights

11	You want to drive demand generation/marketing leads through the Web and via social media.
12	You need to make decisions regarding application development investments.
13	You're looking to implement a product development collaboration portal.
14	You want to lower costs and optimize your IBM System z®/mainframe investments.
15	You're seeking to leverage open-standards-based and open source technologies.
16	You want to accelerate time to value by using industry-specific portal solutions.

Table 1: IBM has discovered that these 16 scenarios are the most common for companies that are making the move to new or updated portals.

This evaluation guide discusses the key differentiating marketplace leadership capabilities of IBM WebSphere® Portal software and its related products and services. Recognized by IT analysts such as IDC, Gartner and Forrester as a worldwide marketplace leader, IBM WebSphere Portal products provide a composite application/business mashup framework and advanced tooling to build effective SOA-based solutions.²

Introduction

Portals reduce the need for expensive back-end integration, and, in combination with mashups, they allow users to perform custom integrations as needed—without IT intervention. Providing a core set of services for authentication and authorization (including single sign-on), page aggregation, feeds, templates, workflow, portlets and integration, portals simplify business processes and free up IT resources. They can help even the most geographically distributed users collaborate based on role, project and generational need by integrating e-mail and unified communications as well as Web 2.0 tools such as social software and mashups across applications. Portals can provide users with access to and integration across horizontal self-service applications such as human resources (HR), supply chain management (SCM), enterprise project management (EPM) and customer relationship management (CRM), as well as vertical industry-specific applications. IT departments can deploy portal capabilities centrally according to defined roles, enabling simplified, inexpensive custom deployment and management as well as faster time to value. Portals also support the cultural shift in collaboration: from a document-centric, static, siloed, one-size-fits-all model to a community-oriented, services-driven environment.

In addition to supporting the shift to collaborative communities, portals reduce the need for back-end integration, and they can enable users to perform IT tasks without IT intervention.

Highlights

IBM’s portal strategy is founded on open-standards-based best-of-breed middleware and time to value.

You have a choice in delivery model: in-premise, hosted or in the cloud (e.g., Amazon Web services).

WebSphere Portal software is one of the best choices for a broad range of use cases across virtually all industries.

Portal vendors have evolved their product strategy based on different design points and marketplace strengths, including middleware, applications, desktop, Web-based advertisement, search, business intelligence and content management. IBM’s portal strategy for customers is rooted in open-standards-based best-of-breed middleware and time to value. We also believe in establishing collaboration as a strategic asset to help organizations (large enterprises, small businesses and governments worldwide) stay ahead of paradigm shifts and drive organizational productivity (table 2).³

Emerging paradigm shifts	
From	To
Focus on communication and application integration	<ul style="list-style-type: none"> Focus on contextual, realtime, role-based business process (structured and ad hoc) execution
Orientation on portlet/portal page customization/personalization solutions	<ul style="list-style-type: none"> Orientation on situational and mashup solutions
Web-based applications	<ul style="list-style-type: none"> Integrated workspaces available anytime, anywhere, on any device, enabling multiple-channel and cross-channel access/interaction with people, process, information sources and applications Rich, thin, virtual, mobile access options Audio, video, data convergence A variety of delivery models (in-premise, hosted, software as a service [SaaS], cloud, appliance)
Collaboration capabilities	<ul style="list-style-type: none"> Collaboration as a strategic asset
Separate portal delivery programs for employees, partners and customers	<ul style="list-style-type: none"> Converged portal program

Table 2

The advantages of an IBM WebSphere Portal software and services solution

Web portals allow partners, employees and customers to choose their user experience, with personalized applications based on role, context, actions, location, preferences and team collaboration needs.

Why IBM WebSphere Portal software?

WebSphere Portal software has earned recognition and accolades over the years and across industries as a first-rate portal solution.

- *A marketplace leader, WebSphere Portal software has been successfully deployed by more than 6,000 customers (2,000-plus SMB customers) across a wide range of simple and complex deployment scenarios, including high-scalability (top customer nearing 100 million users), commerce, social and transactional environments.*
- *More than 1,500 Business Partner solutions are included in the IBM WebSphere Portal business solutions catalog.*
- *WebSphere Portal software offers a compelling vision for unified application compositing, mashups and deployment across a variety of user interfaces, including IBM Lotus Notes® and IBM Lotus® Expeditor, as well as multichannel and cross-channel integration and rapid development using IBM WebSphere Portlet Factory software and templates.*
- *Offering a variety of cost-reduction strategies, building a portal with WebSphere Portal software can facilitate a 29 percent lower TCO than building one in-house.⁴*
- *WebSphere Portal software offers flexibility and choice of access, platforms (such as IBM System z, IBM System p® and x86), operating systems (including Linux®), and choices of uberportals and virtual portals.*
- *Offering leadership in portal standards, WebSphere Portal software supports Java™ Specification Requests (JSRs) 168 and 268, representational state transfer (REST) services, service data objects, and Web Services for Remote Portlets (WSRP).*
- *WebSphere Portal software allows users to leverage existing Microsoft IT investments in a heterogeneous IT environment.*
- *Providing open, customizable solutions, WebSphere Portal software supports Web 2.0, Web content management, unified communications and social software including live text semantic tagging.*
- *Bolstered by an accelerator strategy, WebSphere Portal software offers easy deployment and customization.*
- *WebSphere Portal software provides site management, wizards and layout capabilities.*

Providing a composite application and business mashup framework, IBM WebSphere Portal software (IBM WebSphere Portal Express™ software exists for small businesses) offers the advanced tooling you need to build flexible, SOA-based solutions, as well as the scalability required by virtually any size organization. The WebSphere solution supports 20 users, 20 million users or 1 billion users, and it has been deployed by some of the world's smallest companies as well as some of the largest.

Why IBM Global Business Services?

In conjunction with WebSphere Portal software, the Human Capital Management practice from IBM Global Business Services focuses on solving the following business challenges related to portal solutions:

- *Provide employees with a seamless ability to find the right information and to connect to experts, ensuring that they know what they know.*
- *Maintain effectiveness in nontraditional work environments like global sourcing and mobility.*
- *Increase innovation across the organization's value chain.*
- *Drive brand loyalty and revenue by providing customers with a rich collaborative environment to connect with other customers and with the company.*
- *Ensure that the right people with the right skills are in the right place at the right time with the right motivation.⁵*
- *Address dynamic workforce issues such as globalization, outsourcing, the virtual workplace and the loss of key skills that can occur with retirement.*
- *Change people's behaviors to align with business strategy.*
- *Implement the most flexible and cost-efficient HR service delivery model.*
- *Enhance employee access and services through innovative HR technology and processes.*
- *Create a strategic HR organization that enables enterprise change and workforce transformation.*

Why IBM Global Technology Services?

IBM Global Technology Services and IBM Software Services provide a variety of migration and implementation services, as our professionals are intimately familiar with portal technology and other vendors' portal solutions.

Why IBM Business Partners?

A large ecosystem of IBM Business Partners includes independent software vendors (ISVs), systems integrators, solution providers, value-added distributors, resellers and content/SaaS providers that offer a variety of complementary solutions.

Key differentiators of an IBM WebSphere Portal solution

Not only does WebSphere Portal software offer features and capabilities that set it apart from other solutions, it also offers significant business benefits.

Highlights

WebSphere Portal software is a marketplace leader ahead of such competitors as Oracle, Microsoft and SAP for B2B, B2E and E2E portals. One of our largest installations has nearly 100 million customers.

Take advantage of Web 2.0 capabilities without migrating or reworking the portlets.

Opportunities to reduce cost and TCO

Key cost-reduction strategies include the following five options:⁶

- 1. Taking an alternate procurement strategy by not renewing or signing Microsoft enterprise agreements may save you up to 40 percent or more of the cost of the enterprise agreement. The strategy here is to go à la carte instead of buffet. Engage the IBM Project Liberate team for a no-cost assessment. IT analysts such as Gartner and Forrester provide similar advice.⁷*
- 2. Migrating to WebSphere Portal software can lower TCO.⁸ In many cases you may want to use WebSphere Portal as an uberportal that integrates disparate portals/applications/Web sites/information sources and people.*
- 3. Many customers have lowered TCO by moving workloads from the Microsoft Windows[®] operating system to the Linux on System z, the Linux on System p, the Linux on System p5[®], or other platforms.*
- 4. The IBM Lotus portfolio supports a variety of hardware platforms as well as operating systems that can bring down costs significantly. Reducing operational costs through server-based provisioning and thin clients can reduce TCO.⁹*
- 5. Adopting solutions that support green priorities can reduce TCO. Your business can benefit from server consolidation, migration to the Linux environment and deployment of thin-client-based solutions.*

Functional and nonfunctional capabilities

Unlike many of the other portal vendors, IBM delivers innovations that protect our customers' investments by not requiring users to migrate or rework their portlets in order to take advantage of the latest Web 2.0 features. IBM also supports the seamless deployment of portlets through different platforms. WebSphere Portal software offers a rich set of Web 2.0 features that span user contributions to portal sites through built-in content and document management; situational development through composite application template and rapid development tooling; user control; asynchronous JavaScript and XML (AJAX) support including context/search menus, admin portlets and drag-and-drop portlet templates; and partial page refresh capabilities that improve performance and increase end-user productivity and satisfaction through a rich desktop-like application experience.

Highlights

The WebSphere Portal application integrator allows any Web application to display and make use of portal navigation.

The enhanced IBM portlet for Google gadgets makes it easy to incorporate Google gadgets into portal applications. Features such as live text semantic tags, fly-out menus, HTML page support, authoring templates, rich in-line editing, theme customization, WebSphere Portlet Factory, and site wizard and management capabilities provide a differentiated content creation experience. WebSphere Portal software allows virtually any Web application to display and make use of portal navigation using the application integrator. Providing the simplicity of iFrames without the drawbacks and an HTML `<script>` tag that can inject markup for portal navigation, launch menus and integrate page bread crumbs into Web applications, the support assistant is designed to improve your ability to resolve software problems quickly. Performance monitoring tools allow you to see how your portal site and portlets perform while you build your site. And portal cloning promotes reuse.

“In just six weeks, we had an easy-to-use Web portal that enables our staff to create and update content — even though they have no IT or Web training.”

— Valerie Griest, application services manager, Manatee County Sheriff's Office, USA

Facilitating innovation and agility, the IBM Mashup Center enables nontechnical users to drag and drop components from Web sources to quickly create customized mashups.

The IBM Mashup Center tool is designed to provide business users and IT staff with the key capabilities needed to quickly and easily create, share, customize and secure enterprise mashups. It facilitates innovation and agility by enabling nontechnical users to drag and drop components from personal, enterprise and Web sources to easily create and share customized mashups in minutes. With this lightweight enterprise mashup environment, organizations can unlock and transform enterprise, Web, personal and departmental information into consumable or “mashable” assets, including information feeds and widgets. These assets can then be dynamically assembled — at the glass — into new applications that address daily business challenges.

WebSphere Portal accelerators bring together best-of-breed capabilities that you can add as required.

One of the key differentiating capabilities provided by IBM WebSphere Portal software is a series of accelerators that brings together best-of-breed marketplace-leading capabilities across collaboration, content management, dashboards/business intelligence, learning, business process management/workflow, and self-service with SAP and other applications. The accelerators also augment industry-specific solutions. These offerings give you and our IBM Business Partners flexibility, choice and the opportunity to add a variety of capabilities as required.

Highlights

Every G8 nation in the world uses WebSphere Portal software. And nearly 100 million users at IBM's top banking customer rely on the software every day.

Chances are good that IBM WebSphere Portal software can improve your Web capabilities.

You can provide a security-rich, differentiated and integrated end-user experience for your employees, customers, partners and prospects using WebSphere Portal and Mashup Center software.

Product strategy and roadmap, support, and marketplace leadership

IBM is the marketplace leader in horizontal portals as defined by IT analysts such as IDC, Gartner and Forrester. The product strategy is rooted in open standards, time to value for the end user and for the IT shop, integration, strong Web 2.0 enhanced collaboration services and an SOA foundation.

WebSphere Portal software is used across virtually all industries worldwide. Globally, more than 500 government customers—including every G8 nation, 50 percent of the state governments in the United States, and 75 percent of Middle East nations—use it. The largest-ever public education portal is based on WebSphere Portal software. Four of the top 5 U.S. healthcare insurance companies and 30 hospitals, clinics and delivery networks worldwide use WebSphere Portal software. The application is used by 12 online healthcare providers with more than 20,000 users each, and 2 online healthcare providers with more than 5 million users each. WebSphere Portal software is used by 9 out of the top 10 global banks, 7 out of the top 10 European banks, 29 out of the top 50 global banks, and 8 out of the top 10 Asia Pacific banks. Our top banking customer is nearing 100 million users. Eight of the top 10 global retailers, 35 of the top 100 global retailers, 9 of the top 10 U.S. retailers, and 40 of the top 100 U.S. retailers use WebSphere Portal software.

Decision scenarios and guidance

Does your corporate intranet site need to have lots of news clips, corporate information, HR policies, product literature, sales collateral or other forms of content? Do you want to create an Internet-facing site with corporate information, investor information, product guides or customer support information? Personalize the content being displayed to the customer using customization/rule engine/collaborative filtering? Provide online applications for customers to perform transactions?

Do you need your corporate intranet to work across multiple languages and to support mobile devices? Do you need to target content to specific employees? For example, maybe you'd like a reminder to pop up for employees to enroll in the benefits plan. Do you need to surface data from a back-end system such as a database, IBM Lotus Domino® software, a Microsoft Excel spreadsheet, an enterprise resource planning (ERP) system, a Web service or a message queue?

Highlights

A robust and flexible tool, WebSphere Portal software can help you build portals for practically anything.

Do you need to assemble custom portlets into a composite application? Do you need to pass work through a process before it is approved? Use Java Content Repository (JCR) 170-compliant tools to share documents?

Provide self-service HR, electronic forms with pixel-perfect rendering and support of open-standard Xforms? Conduct training or disseminate information via a Web conference? Provide relevant search results using semantic tags? Do you want an enterprise-wide organization directory that can be easily browsed and searched? Take a portal application offline for availability or performance reasons? Provide application services to a supplier's portal site?

Let's look again at our 16 customer decision scenarios associated with portals, and find guidance on what to do and why based on customer/IT analyst proof points.

1 You're challenged by Microsoft SharePoint software in terms of cost, scalability, support, best-of-breed capabilities, Web 2.0, SOA and extranet.

- Cost: Microsoft enterprise agreements, product interdependencies (for example, Microsoft Office SharePoint Server (MOSS) 2007 relies on SQL Server, active directory, Microsoft Office 2007 as well as the Microsoft Windows operating system), limited platform support, and customization required to address feature gaps increase the TCO for MOSS 2007.
 - "IBM WebSphere Portal – Express ... is a reliable, low-cost solution that is a positive asset to developing the business," — Jarmo Oksman, managing director, Satamaito Dairy
 - Cost, compliance: According to *CMS Watch*, "The backlash will be twofold. First larger enterprises will exhibit major compliance and litigation discovery issues across numerous unmanaged and unaccountable SharePoint locations. You will also see a backlash against sizable development costs and times to build maintainable applications in the MOSS environment. With the more complex SharePoint projects struggling to launch, customers are realizing a disconnect between Redmond's heavy promotion and the realities of a product that is significantly less out-of-the-box than most expect." (Capital management)¹⁰
 - Support: CMP Channel says, "According to a recent study, nearly a quarter of the 258 organizations surveyed were either 'dissatisfied' or 'very dissatisfied' with Microsoft's support for SharePoint."¹¹
 - Best-of-breed capabilities: CRN says, "According to a recent report by Michael Sampson, a New Zealand-based independent consultant, SharePoint suffers from a number of fundamental limitations that underscore the immaturity of the product and keep it from being a truly pervasive collaboration tool." An IDC 2008 SharePoint survey indicates that "organizations face significant challenges managing the content that resides on SharePoint team sites. Overall, 57% of SharePoint adopters agree/strongly agree that managing content is a tremendous challenge for their company."¹²
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- Web 2.0: According to *CIO Magazine*, "SharePoint users have sometimes found basic Web 2.0 features difficult to use, and complain about a lack of advanced features commonly found in best-of-breed products."¹³ "IBM and Microsoft showed off their social software for businesses at the Enterprise 2.0 Conference in Boston today in a three-hour session meant to compare and contrast their offerings. While both vendors showed their products could integrate with existing e-mail systems (especially e-mail systems that they sell, such as Notes and Exchange), IBM's Lotus Connections looked, at minimum, a year or more ahead of SharePoint in its social computing capabilities out of the box. It was a lot prettier looking, too." — C.G. Lynch, CIO.com Rants, "Enterprise 2.0 Faceoff: Microsoft Lags Behind IBM in Social Software," June 10, 2008
 - SOA: WebSphere Portal software is IBM's people entry strategy to the IBM SMART SOA™ approach. "Composite applications and SOA are important pillars of our long-term business strategy to build composite applications that aggregate data across the organization." — Eric Leader, chief technology architect, Catholic Healthcare West
 - Extranet/Web content management: IBM provides a management portlet that allows you to view all your content by different views for Web content management. You can also view all the content that needs your approval in a single view. Content can be grouped as well as searched. It also has a sophisticated workflow builder and can process multilevel stages with multiple approvers. Content can be published to portal as well as to standard HTML-based Web sites (additional license is required for this). "With IBM WebSphere Portal and IBM Workplace Web Content Management, we can offer a more convenient and flexible service to members and the public, improving the customer experience while reducing workload for internal staff." — Josef Trischler, member of the board of directors responsible for IT, VDMA
 - You can use the Mainsoft Visual Studio tool to surface Microsoft .NET applications in WebSphere Portal, Lotus Expeditor or WebSphere Application Server software. IBM Lotus Quickr™ Content Integrator software can store and synchronize content between WSS/MOSS and Lotus Quickr. Use the Mainsoft solution to surface MOSS/WSS content through portlets in WebSphere Portal and/or through the sidebar in Lotus Notes.
 - IBM WebSphere Portal works with multiple third-party security providers using TAIs (Netegrity, IBM Tivoli® software). It can work with multiple Lightweight Directory Access Protocols (LDAPs) simultaneously.
 - *CMS Watch* 2009 predictions: "Pausing a bit on SharePoint is not a bad thing. Customers who limit their investment to what SharePoint does best 'out of the box' (we argue: workgroup file sharing)." <http://www.cmswatch.com/Feature/189>
 - IBM WebSphere Portal offers an alerts framework that includes several notification methods and escalations.

2 You're a BEA WebLogic Portal user who's figuring out an Oracle WebCenter–based future.

- Oracle has said that BEA's WebLogic and AquaLogic User Interaction portals are not strategic and will "evolve to converge" with Oracle's WebCenter Suite.

- “WebLogic Portal shops will need to consider extensions and plot their future path. WebLogic Portal is not a strategic product for Oracle, and so most shops should not start new projects on it. Oracle’s plan gives WebLogic Portal users portlet-based integration with its Oracle Universal Content Manager product, WebCenter’s Web 2.0 features, and connectors to major Oracle applications and some of the business intelligence products. Start understanding the realities of not only integrating with WebCenter to extend your existing WebLogic Portal applications but also of migrating to it. Migration to WebCenter Suite will be a big effort, as it will require migration of content as well as code.” — Forrester, “Oracle Absorbs BEA’s Middleware: The Impact On Application Development Managers,” July 30, 2008
- “Customers are already feeling indigestion, as different Oracle teams market overlapping and often incomplete solutions. For example, Oracle is struggling to combine four different enterprise portal offerings, and many customers are chafing at the financial and architectural challenges of aligning with the putative winner, Oracle WebCenter Suite (OWS). Similarly, collaboration and social software services remain divided between OWS and the new Beehive offering—a bad situation made worse by the fact that both are really development platforms and not finished toolsets.” — *CMS Watch* 2009 predictions: <http://www.cmswatch.com/Feature/189>

3 You’re an SAP or Oracle application shop that’s looking for a portal infrastructure.

- WebSphere Portal Self-Service accelerator provides significant integration with SAP applications. More integration studies are available at ftp://ftp.software.ibm.com/software/lotus/lotusweb/lotusforsap/WPLC_for_SAP_Case_Studies.pdf.¹⁴
- Many customers are using WebSphere Portal software as the uberportal that integrates SAP and Oracle applications. “The interoperability between IBM WebSphere Portal, which is our main corporate portal, and SAP NetWeaver Portal, which enables customers to interact directly with the ERP applications, is really seamless.” — Greg Thrall, senior VP for operations and IT, Border State Electric, USA

4 You’re exploring open source portals.

- *CMS Watch* report (2009) on enterprise portal positions Liferay under the shifting category (rapid vendor evolution and normal product development), Jboss under slow product development and Jetspeed under slow vendor evolution. IBM WebSphere Portal software is positioned under the rapid product development and normal vendor evolution category. (<http://cmswatch.com/Reports/Try>)

5 You’ve already built a portal in-house, and now you’re determining a long-term portal strategy or considering to build rather than buy.

- According to an IDC study on build versus buy, the buy option costs (TCO over a five-year period) 29 percent lower than the average build your own effort.¹⁵
- WebSphere Portal software is available in the cloud such as Amazon Web Services (<http://www-03.ibm.com/press/us/en/pressrelease/26673.wss>).

6 You’re looking at building on current investments in content management, business intelligence, search and/or collaboration capabilities.

- IBM WebSphere Commerce software, IBM FileNet®, IBM OmniFind® and IBM Cognos® are best-of-breed marketplace leaders in commerce, content management, and search and business intelligence, and they integrate well with WebSphere Portal software.¹⁶
- WebSphere Portal portlets are available for leveraging current investments in content management applications such as Vignette, Interwoven and open text. Check out the IBM WebSphere Portal and Dashboard KPI catalogs. ^{17,18}
- IBM Web content management capabilities promote the separation of authoring and presentation using templates.

7 You're seeking to lower TCO.

- Do you have a Microsoft enterprise agreement signed/considering to sign/renew? Engage the IBM Project Liberate guidance/team (<http://www.ibm.com/software/info/liberate>) to take an alternate procurement strategy that can help you free up 40 percent or more of the Microsoft enterprise agreement costs in your IT budget.

8 You want to execute a multichannel or cross-channel integration strategy that includes mobility.

- IBM WebSphere Everyplace Mobile Portal outputs Website Markup Language (WML) that can be viewed by both new and old devices, including the inexpensive US\$30 prepaid phone from a convenience store. WebSphere Portal software can also output cHTML, a markup language that is used by NTT Docomo, which is popular in Japan.
- Integrate with IBM Unified Communications and Collaboration solutions provided by a combination of the IBM Lotus Sametime® family of products, Global Technology Services and strategic IBM Business Partner products.
- "With the IBM WebSphere Portal Express solution, our agents can log in to our portal whenever they wish and wherever they are—using a standard PC, laptop, or even mobile phone. This gives us a more flexible, secure and efficient way to transmit crucial business data, and also allows us to reduce the workload of our call centre staff." — Barbara Altamore, IT manager, FAREN

9 You want to consolidate partner-, customer- and/or employee-centric portal projects.

- "With our investments in WebSphere Portal technology and SOA, we now have an agile delivery platform in place to support our business priorities of offering an 'amazing customer experience' and collaboration capabilities with our extended partners." — Sean Terriah, head of the solution architecture group centralized IT organization, Bombardier Aerospace

10 You're looking to execute a self-service strategy across customers, employees and partners.

- "The IBM WebSphere Portal software architecture allows us to consolidate information from a variety of sources. It enables collaboration within our user community and provides a strong platform for future growth and development." — Mike Morris, vice president of application development and program management, Major League Baseball, USA

11 You want to drive demand generation/marketing leads through the Web and via social media.

- "Our first objective was to design and deploy the Web site itself so Quintana could begin using it as a marketing tool. Leveraging the power of WebSphere Portal Express, we knew we could easily deploy the portal extranet in a second phase."
— Steven Gerhardt, client manager, Ixion, LLC

12 You need to make decisions regarding application development investments.

- IBM Lotus Expeditor software can integrate text terminals, Eclipse Standard Widget Toolkit (SWT), Microsoft ActiveX, Java Swing, Microsoft Visual Basic, AJAX, Adobe® PDF, Java Server Pages, and IBM Lotus Forms components along with IBM WebSphere Portal. You can use WebSphere Portal software-based applications offline, using Lotus Expeditor software.
- Unique portlet wizards and visual drag-and-drop allow development using JavaServer Faces (JSF) widgets.
- "IBM WebSphere Portal using Mainsoft's Portal Edition was the only solution that met all of the business and technical requirements for the University Hospital Ghent. It enabled the hospital to utilize existing code, Microsoft applications and .NET technical skills to target an IBM-based enterprise portal solution that today serves a large and diverse community of users." — Bart Sijnave, CIO of UZ Ghent, Belgium

13 You're looking to implement a product development collaboration portal.

- Enable tighter integration and collaboration of the design process within your organization and beyond so you can develop and deploy new and more innovative products in less time.
- Reduce development cycles with online data sharing.
- Drive supply chain efficiency with greater visibility.
- Increase the flexibility and control of your business operations.

14 You want to lower costs and optimize your IBM System z/mainframe investments.

- Many customers have consolidated their workloads as well as WebSphere Portal software on System z on Linux software. WebSphere Portal software allows IT departments to scale vertically. WebSphere Portal software can harness the power of the IBM System p or System z environment to handle more users on a single hardware box. The partitioning features of the underlying operating system can also be used to run multiple logical partitions (LPARs) each with its own copy of WebSphere Portal software. On Intel® platforms with Microsoft Windows, a feature known as virtual portals allows IT departments to run multiple portal sites on the same hardware. Each portal is completely independent and can even access its own directory for users. With virtual portals, hardware utilization is optimized so you have fewer servers sitting around doing nothing.
- “With WebSphere on the System z platform, Erie 1 BOCES has a highly automated, scalable and cost-effective solution which can support growth and promote development, providing a higher level of service to our customers. We considered a Microsoft .NET solution but felt that the Java capabilities of WebSphere [Portal] would help Erie 1 BOCES collaborate with other BOCES—enabling them to use applications we have developed, and vice versa.” — Carol Troskosky, CIO, Erie 1 BOCES

15 You're seeking to leverage open-standards-based and open source technologies.

- The IBM strategy includes responsible use of open source technology and of active participation in standards and communities (e.g., Eclipse, Apache—including Derby and Geronimo—Linux, SyncML, OSGi, WSRP, JCP—JSRs 168, 116, 32, and 170, OASIS, W3C, WS-I, XForms, Dojo, WML).
- You can run WebSphere Portal software on Linux Red Hat as well as SuSe Linux Enterprise (from Novell) software on servers as well as through a Web browser on Linux desktops.
- Lotus Expeditor software is based on Eclipse open source technology.

16 You want to accelerate time to value by using industry-specific portal solutions.

- The IBM Healthcare Accelerator combines with IBM WebSphere Portal software to help hospitals empower patients via an online patient portal.
- The business solutions catalog provides a rich choice of industry-specific and horizontal solutions based on IBM WebSphere Portal software.

Table 3: Customer scenarios and recommendations

Highlights

As you evaluate portal solutions, keep in mind the 16 decision scenarios that WebSphere Portal software can help you address.

Conclusions

The IBM portal strategy for customers and IBM Business Partners, the associated capabilities provided by the WebSphere Portal family of products, and IBM services differentiate us from other vendors in terms of (a) opportunities to reduce cost; (b) functional and nonfunctional capabilities, including architecture and the ability to leverage open standards and open source; and (c) a product strategy and roadmap, as well as support and marketplace leadership. As you evaluate portal solutions, be sure to consider the 16 decision scenarios discussed here to see how well IBM WebSphere Portal can address your business needs and strategies.

For more information

To learn more about IBM WebSphere Portal software, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/websphere/portal



Endnotes

- 1 *IBM Global Human Capital Study 2008*: ibm.com/services/us/gbs/bus/html/2008ghcs.html
- 2 *Magic Quadrant for Horizontal Portal Products*, Gartner, September 2008, <http://mediaproducts.gartner.com/reprints/oracle/article42/article42.html>
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