



IBM Software Group | IBM WebSphere Portal

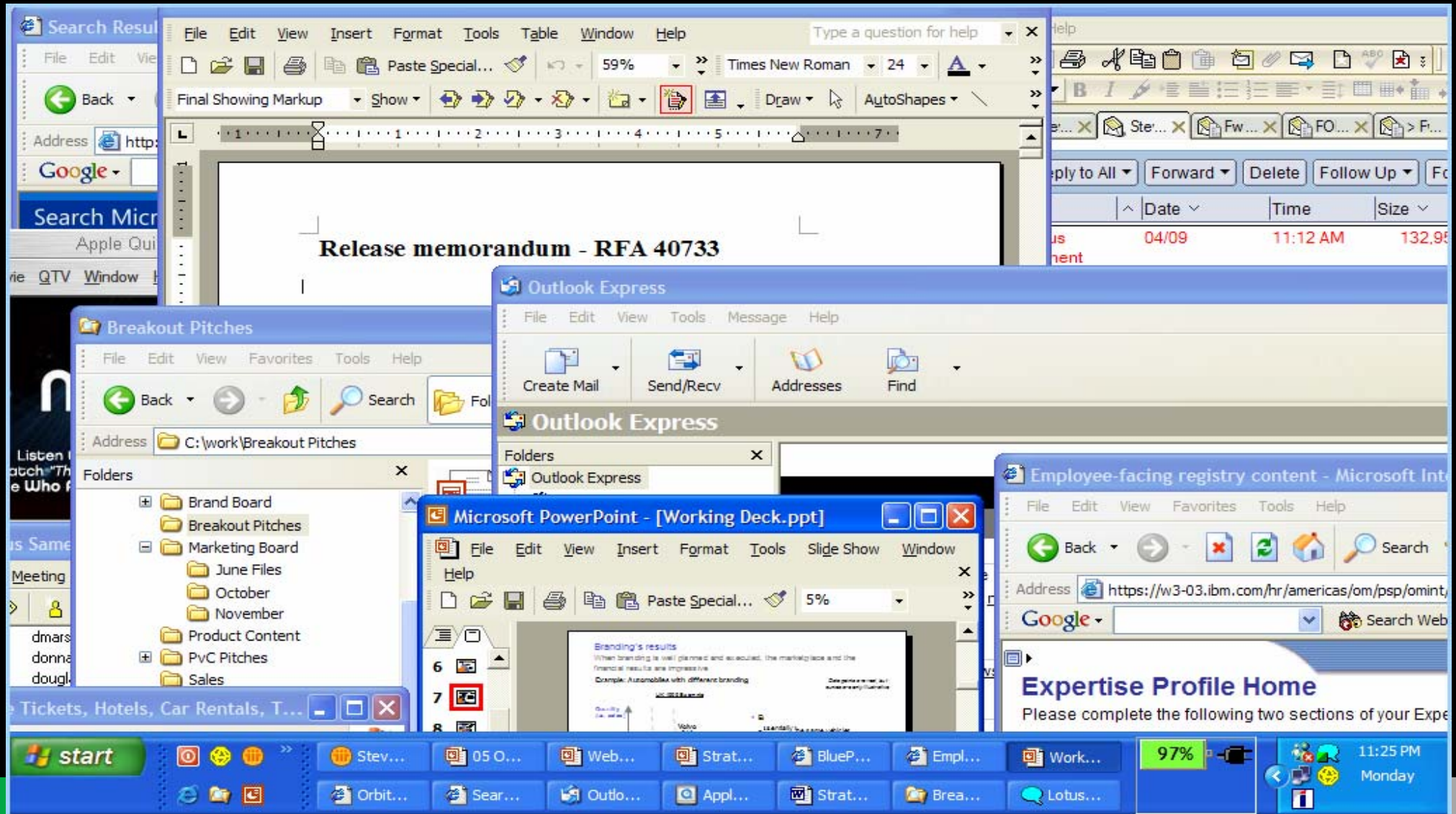
WebSphere Portal: The Platform for Innovation



Lisa Blalock
Portal & Workplace Sales Leader - NE Europe
IBM Software Group

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Today, many people work like this...





CAPITAL BANK

Customer Master Group View

Australia	Current HTD	Semi-Ann. HTD	Last Half	Growth
Assets	12,773,333	12,773,333	7,676,139	66%
Liabilities	-3,530,633	-3,530,633	-3,236,064	-9%
At Call Deposits	6,447,349	6,447,349	3,085,063	109%
Debt Maturities	-28,408	-28,408	-37,087	23%
Inv Maturities	7,428,173	7,428,173	2,927,058	154%
Limit Reductions	-637,252	-637,252	-811,228	21%



UK	Current HTD	Semi-Ann. HTD	Last Half	Growth
Assets	29,954,552	29,954,552	92,441	32,304%
Liabilities	141,790,960	141,790,960	27,161,766	422%
At Call Deposits	54,800	54,800	54,800	0%
Debt Maturities	141,845,760	141,845,760	27,216,566	421%
Inv Maturities	12,331,012	12,331,012	16,973,226	-27%
Limit Reductions	-98,071,120	-98,071,120	-93,572,492	13%



Show Liquidity Trends previous 6 months

Your Instant Consultant

Talk about your money Now! Select an online consultant for your topic.

- Your Accounts & Cash Management
- Foreign Exchange
- Trade
- Capital Markets
- Insurance Services

Finance News

- [Greenspan Lauds Sarbanes-Oxley](#)
Federal Reserve Chairman Alan Greenspan praises the controversial Act, but emphasizes that tough laws are no substitute for high ethical standards.
- [Mood Brightens on Wall Street](#)
US stocks staged a strong rally on Monday as traders jumped in for bargains of beaten-down shares in hopes that the worst of the market

FX Online Blotter

Trading Blotter RMM

Defined Filters sok Refresh Define New Edit Filter New Window

Filter Name: sok (Total:5) Delete Filter Export To File

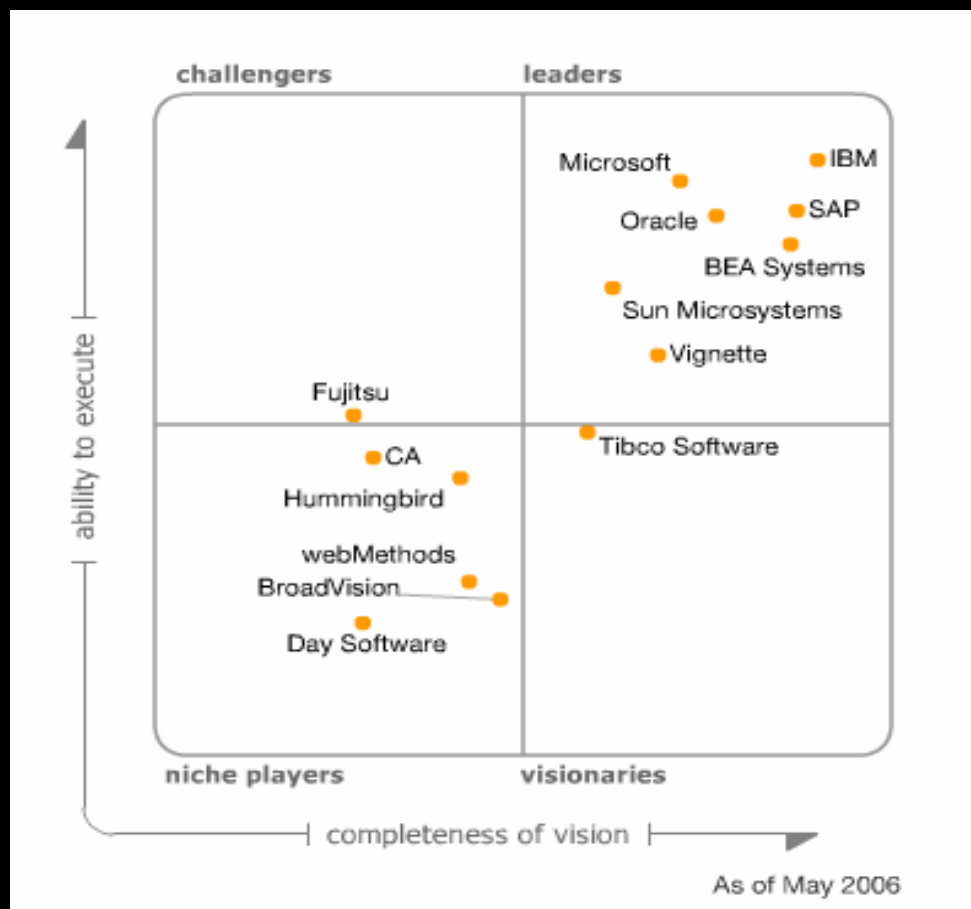
Deal ID	Status	Type	Buy	Buy Amt	Deal Dir	Deal Rate	Fwd Points	Sell	Sell Amt	Value
451234	Expired	Forward	USD	200,000.00	AUD/USD	0.7728	0.7732	AUD	258,794.48	18/05/2005
451233	Expired	Forward	USD	330,000.00	AUD/USD	0.7738	0.7732	AUD	258,794.48	18/05/2005
451168	Expired	Spot	AUD	1,850,000.00	AUD/USD	0.7798	-	USD	1,442,630.00	05/05/2005
451167	Expired	Spot	USD	1,850,000.00	AUD/USD	0.7793	-	AUD	2,373,925.32	05/05/2005
450639	Matured	Swap	USD	1,000,000.00	AUD/USD	0.7832	0.7845	AUD	1,276,804.92	11/05/2005

Indicator Rates

	Swaps	FX Rates	Commodities	Bills
REUTERS Reuters market data is provided on a 60 minute delayed basis and is for indicative purposes only.				
Market Interest Rate Swaps (Wholesale)				
	AUD ACT/365 QUARTERLY		AUD ACT/365 SEMI-ANNUAL	
	Rec	Pay	Rec	Pay
0.0	0.00	0.00	0.00	0.00
1 Year	5.74	5.64	5.82	5.72
2 Years	5.71	5.61	5.79	5.69
3 Years	5.74	5.64	5.82	5.72
4 Years	5.76	5.66	5.84	5.74

Magic Quadrant for Horizontal Portal Products, 2006

May 16 2006 by Gene Phifer, Ray Valdes, David Gootzit,



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IBM WebSphere® Portal – The Industry Leader in Horizontal Portals

+12%^{yty growth in} Portals



intelligent_{enterprise}
"Best Portal Platform"



bowstreet





IBM WebSphere Portal Version 6.0 *helps you ...*

1

Improve Efficiency

Improved operational efficiency with better use of resources

2

Increase Productivity

Increased organizational productivity and responsiveness through collaboration

3

Accelerate implementation

Accelerated implementation; based on an innovative services oriented architecture (SOA)

4

Leverage IBM Leadership

All delivered by a well established leader, IBM, in the enterprise portals market



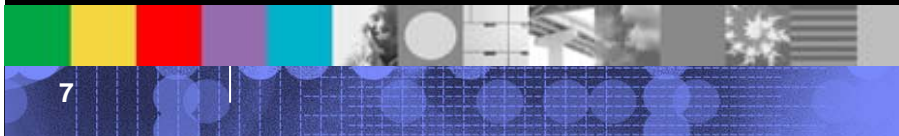
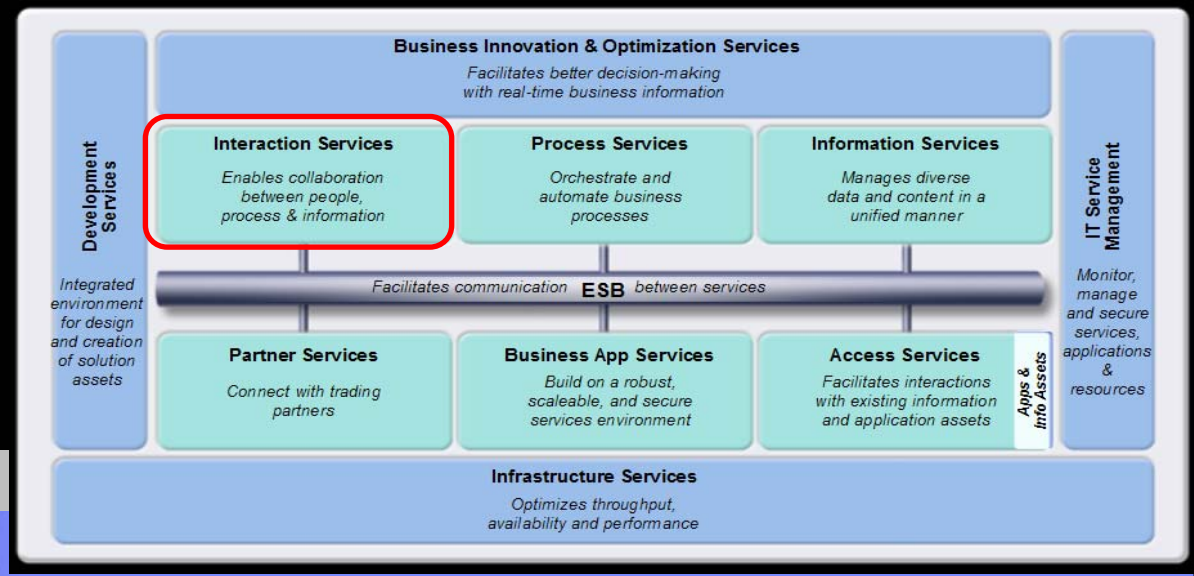
The Dynamic Workplace is the front end to flexibility and business agility driven by SOA

Integrating people, processes and information within the context of your business



Composite applications and front-end integration

- Communications and collaboration services
- Open and flexible access methods



Common Challenges

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."



- Management
- Administrators
- General User
- Developers

Increase Productivity

"People define the speed that our company can adapt to change."



- General User
- Administrators
- Developers

Accelerate Deployments & Reduce Costs

"It's about giving certain users ability to manage content make changes themselves."



- Administrators
- Developers

Composite Applications in WebSphere Portal

Pre-built Extensions enable companies to quickly create composite portlets and applications that leverage data and processes from multiple backend systems via SOA.

The screenshot displays the IBM WebSphere Portal interface with several data-rich portlets:

- Alerts:** A table listing sales and news alerts with columns for Priority, Status, and Alert.
- EBITDA:** A bar chart titled 'EBITDA in Millions of Dollars' comparing Actual, Forecast, Variance, and Previous values.
- Key Performance Indicators:** A table comparing 2004 and 2005 YTD performance against targets and changes for metrics like Operating Profit, Gross Margin, and Return on Equity.
- Sales Activity:** A section with a legend for Sales Qualification, Technical Qualification, Proof, Negotiation, and Close, followed by three pie charts for Inactive Total, Active Total, and Total.
- Top Opportunities:** A table listing the top 10 opportunities by amount, including account names, reps, and stages.

SAP

SAP and Siebel

Web Service

Domino

WebSphere Portal Version 6.0 as platform for Composite Applications

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."

-  Management
-  Administrators
-  General User
-  Developers



- Easily Build and deploy **template-based** composite applications using portal services
 - Personalization, collaboration, search, orchestrated workflow,....
 - Portal framework provides aggregation and integration
- **Accelerate:** Portlet Factory allows for faster WebSphere Portal deployment, requiring lower order development skills than other tools
- **Business Value**
 - Reuse critical assets
 - Business flexibility since it is easier to make changes

The screenshot displays a financial dashboard for IBM. It includes a 'Company Tracker' section with a table of stock prices for International Business Mach. (NYSE), showing a last price of 85.1, a change of 0.39, and a volume of 9,304. Below this is a 'CT Stock' section with a line chart showing the stock price from September to August 2004. The 'My Stocks' section shows a list of stocks including IBM, SCORQ, and SDO1. The 'CT Chart' section features a detailed line chart for IBM's stock price from 2000 to 2004, with various indicators and settings. The 'CT Profile' section provides company information, including the address (One New Orchard Road, Armonk, NY 10504), industry (Computer Hardware), and key ratios like P/E Ratio (T/M) of 18.28. The 'Business description' and 'Officers & inquirers' sections are also visible.

Integrating Process and Flow within IBM WebSphere Portal Version 6.0

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."

- Management
- Administrators
- General User
- Developers



Name	Current Task	Assigned To	Status	Last Date Modified
Mike Potter	Allocate Office Space	Alice Ferrer	In Progress	Sept 10, 2005
Bill Bob Johnson	Purchase Equipment	Amanda Alan	In Progress	Sept 8, 2005
Jane Smith	Allocate Office Space	Lucille Quincey	In Progress	Sept 12, 2005

Process Orchestrating within Portal

Form Driven Workflows



Portlet to Portlet Interaction

Ad-Hoc Person to Person Exception Handling and Problem Resolution

Dynamically Presented Based on Role & Security



Automate Departmental tasks with Workflow Builder

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."

Management Administrators
General User Developers



- **Business-User Tool for Simple, Vital Workflows**
 - Streamline and optimize processes handled via ad-hoc email today
 - Automate best practices or infrequent tasks
- **Workflow definition: Roles, Tasks, Actions**
- **Workflow Binder includes all related documents for a given workflow**
- **Utilizes BPEL (*Business Process Execution Language*) engine**
- **Part of application template model**

The screenshot shows a web browser window titled 'IBM Workplace - Microsoft Internet Explorer'. The page is titled 'Manage New Hires' and features a navigation bar with 'Manage New Hires' and 'Back to Manager Workbench'. Below the navigation bar, there is a section for 'On Boarding' with a 'Bring On Board...' button and a 'Show: In Progress' dropdown menu. A table displays the 'On Boarding Workflow' with columns for Name, Current Task, Assigned To, Status, and Last Date Modified. The table contains three rows of data:

Name ^	Current Task	Assigned To	Status	Last Date Modified
Mike Motler	Allocate Office Space	Rita Ferrar	In Progress	Sept 10, 2005
Billy Bob Johnson	Purchase Equipment	Amadou Alain	In Progress	Sept 8, 2005
Jane Smith	Approve Large Purchase	Lucille Suarez	In Progress	Sept 12, 2005

Easily Deploy Content with IBM Workplace Web Content Management Version 6.0

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."

Management
 Administrators
 General User
 Developers



Improved authoring usability:

- **Welcome page** to help new users get started
- **Inline Editing** for infrequent users
- **User-friendly, simpler templates** for entering content
- **Full text, attribute and taxonomy search** and searches within searches
- **Simplified process for including personalization rules in content and layout**
- **New views allow users to find their content easily**
- **User interface can be customized easily to provide tailored experience**



Enhancements in Workplace Web Content Management Version 6.0

■ Improved Site Scalability

- Libraries allow delegation of control for specific parts of a site and simplify asset sharing across multiple sites, making it easier to keep large, dispersed websites up-to-date
- WebSphere Clustering Support ensures server demand server is distributed more effectively

■ Greater “Look and Feel” Flexibility for sophisticated websites

- Enhanced Cascading Style Sheets (CSS) support
 - Overall look & feel of the site
 - Specify available styles for different site areas, templates, user profiles, and content types.

■ Protection against broken links

- Maintains updated integrity of all internally referenced website links (e.g. "live" and not "broken")
- Provides a library view to manage external links

■ Simplified Administration

- Integrated administration – no need to learn different UI or administer from different location
- Simplified cache and logging

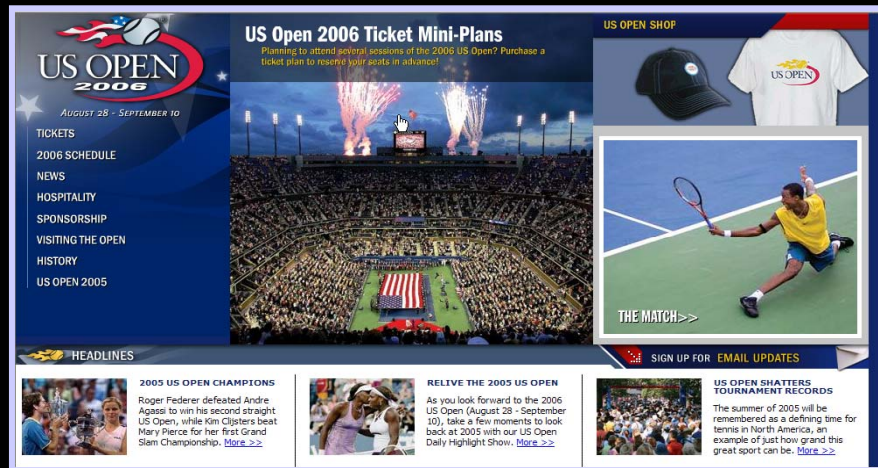
Wimbledon & US Open 2006

- Using Workplace Web Content Management technology:

- Wimbledon in June/July 2006
- US Open in August/September 2006

- IBM Global Services implementation:

- “We built the system so that writers can enter articles, photographers can post pictures, and the web site production staff can publish audio/video content all from this single tool right to the Web site.”





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A Compelling Duo!

IBM Workplace Forms and WebSphere Portal Version 6.0

- Opens the door to the exciting new world of streamlined business processes
- Eliminates unnecessary and low-value process activities
- Directs and focuses the information within a dynamic organization
- Portal delivers forms processes within the productivity worker's desktop

Common Challenges

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."



- Management
- Administrators
- General User
- Developers

Accelerate Deployments & Reduce Costs

"It's about giving certain users ability to manage content make changes themselves."



- Administrators
- Developers

Increase Productivity

"People define the speed that our company can adapt to change."



- General User
- Administrators
- Developers

Improve Productivity Through Enhanced “User Experience”

- **Help increase productivity through usability improvements.**
 - **Pervasive Drag and Drop Support**
 - **Customize your page, your way**
 - **Integrate content from other applications**
 - **Fly Out Menus and Page Navigation**
 - **Easily find key elements and execute functions**
 - **Portlet Palette**
- **Updated Look and Feel**
 - **More easily navigate and work**
 - **Align usability and navigation with commonly used end-user applications**
- **Search Improvements**

Increase Productivity

“People define the speed that our company can adapt to change.”

- General User
- Administrators
- Developers



Welcome to IBM WebSphere Portal

Delivering power and flexibility...on demand!



Build it better...faster!

IBM WebSphere Portal provides everything needed to effectively build, customize and manage a portal solution. Listed below are just a few of the new features included with IBM WebSphere Portal. To the right are links to the technologies you may want to use to power your portal.

Build and customize your experience now.

Improve Productivity Through Enhanced Search Capabilities

■ Usability

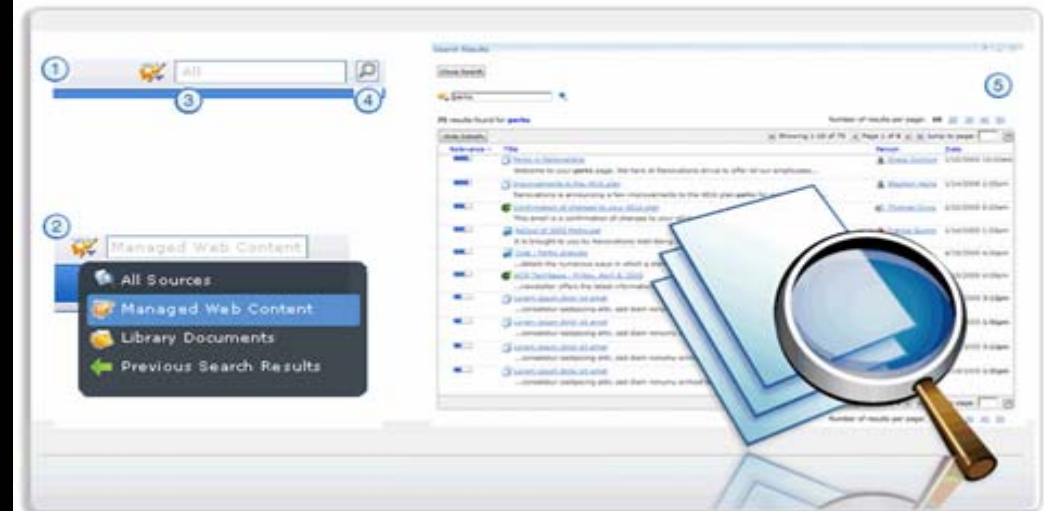
- Search Center improvements
- Search performance improvements on indexing throughput
- Site map provides Secure “outline” of Portal hierarchy
- Search API (SI-API) published externally for applications

■ External Search of Portal Content

- Better search results from Google and other search engines

Welcome to Search Center

Find what you're looking for, anytime, anywhere. . .it's that easy



Improve Productivity Through Enhanced Document Handling Capabilities

Increase Productivity

"People define the speed that our company can adapt to change."

- General User
- Administrators
- Developers



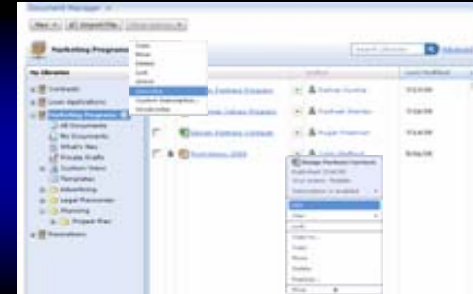
■ Portal Document Manager

– Look and Feel

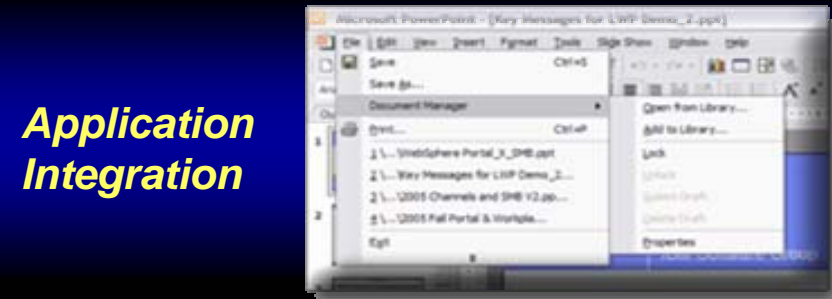
- Native MS Office Icon
- Icons show document state

– Ease of Use

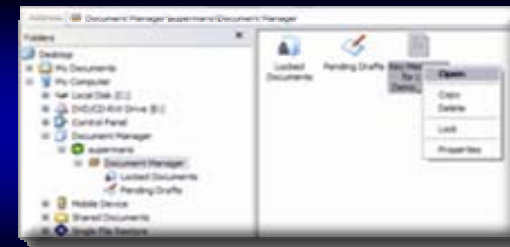
- Drag and Drop in the Browser
- One Click Edit button
- Contextual Menus
- Simplified ACL interface
- Subscribe to document and folder



Browser Interface



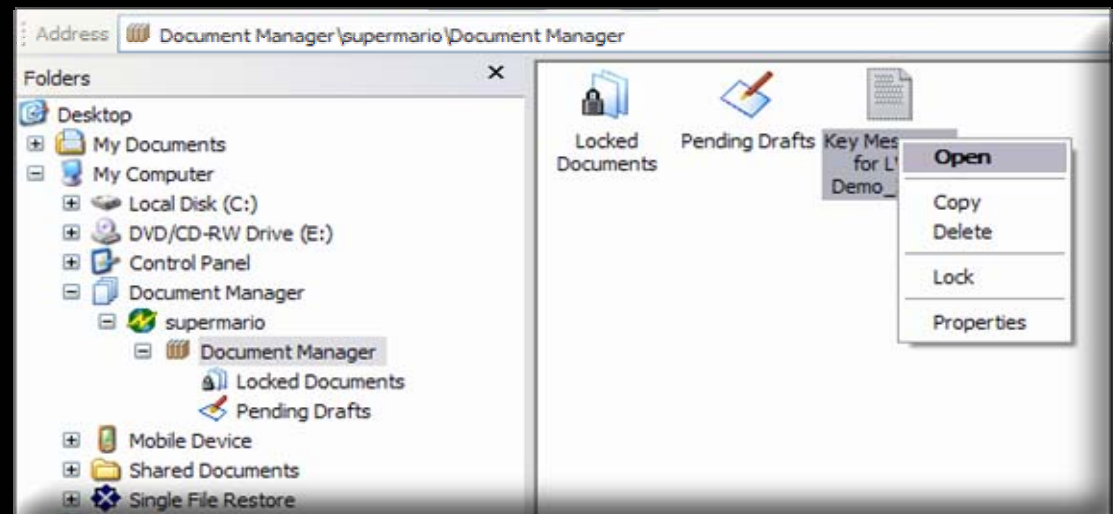
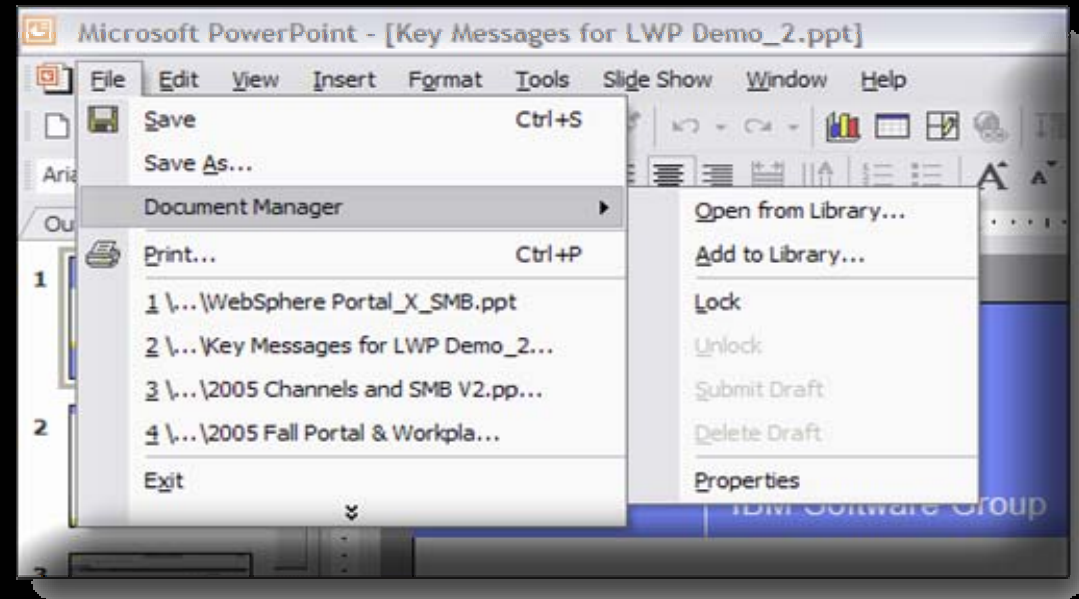
Application Integration



Microsoft Windows Integration

Microsoft Integration

- **Microsoft Office Integration**
 - Power Point, MS Word & Excel
 - Check in, check out
- **Microsoft Windows**
 - Drag & Drop
 - Right click support
- **Business Value**
 - Secure Storage & File level security
 - Leverage existing MS products (MS Office 97 & Higher)
 - One step away from sharing documents





Upgrade e-relationship with customers as a means to competitive advantage

The Challenge:

Build e-relationship with customers & agents to deliver more responsive customer service, while also lowering operational costs

The Solution:

WebSphere Portal selected to provide a single platform for deployment of integrated Java and non-Java applications. Policyholders can access updated account information in real-time & across products

On Demand Business Benefits:

- ✓ Supporting 300,000 registered users
- ✓ 400 new registrants and 8,000 unique visits a day
- ✓ WebSphere Portal easing burden on call center staff, enabling representatives to focus on value-added tasks
- ✓ 15% of exchanges and 5% of redemptions are processed online.

“Insurance customers are enjoying a much richer experience ... And the big payback for Prudential is moving transactions out of the call center & to the Web site--resulting in a significant year-on-year reduction in call volumes.”

***- David Kennington,
Prudential , VP of IS***



WebSphere Portal - Foundation of IBM's own Business Transformation

Reduce Costly Channels

Help Desk

- Desk Side = \$80
- Agent Call = \$15
- Self / Web = \$3

HR Apps

- 164 – 16 Apps
- HR 1:52- 1:120
- Data Centers

Self Service

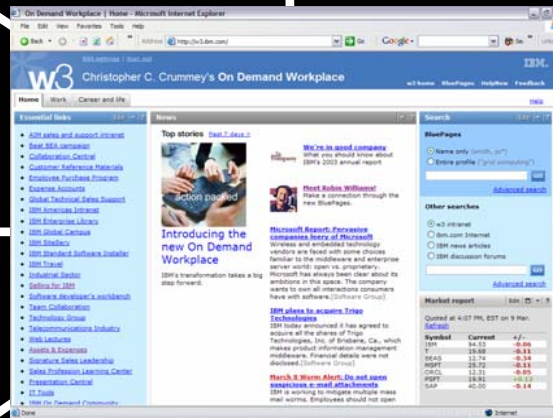
- Travel
- Expenses
- Procurement

Lower Transactional Costs

Reduce Head Count & Redeploy

Expenses

- Staff - 82%
- Cost = \$15 -\$2
- Receipts = 70%



eLearning

- \$248 M savings
- On Line trng

Lower T&E Costs

Lower Transactional Costs and Cost Avoidance

HR on Line

- 88% on Line
- Mail paycheck
- 4M Savings

Collaboration

- 10.7K Month
- 8 M Year travel
- 5.5 M IMs

GWA

- Time – 53%
- Costs – 48%
- Regis – 17M
- Teams – 85-5

Unify IT Platform

Public Web Sites - powered by WebSphere Portal





IBM Software Group | IBM WebSphere Portal

Getting More from a WebSphere Portal Investment with IBM Workplace Composite Products



The Strategy Challenge

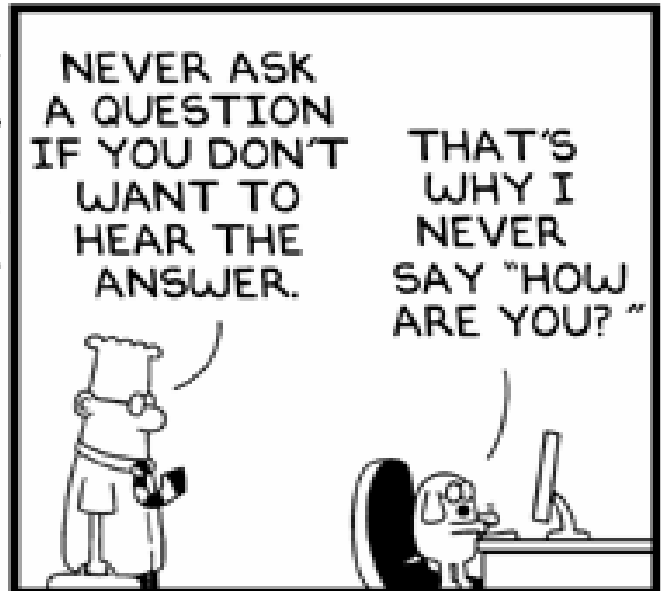




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The Cost of Strategy Failure is Great...

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

-- Fortune Magazine

Companies typically realize only about 60% of their strategies' potential value because of defects and breakdowns in in planning and execution

-- Harvard Business Review

But the Benefits of Success are Significant

The prize for closing the strategy to performance gap is huge – an increase in performance of anywhere from 60% to 100% for most companies

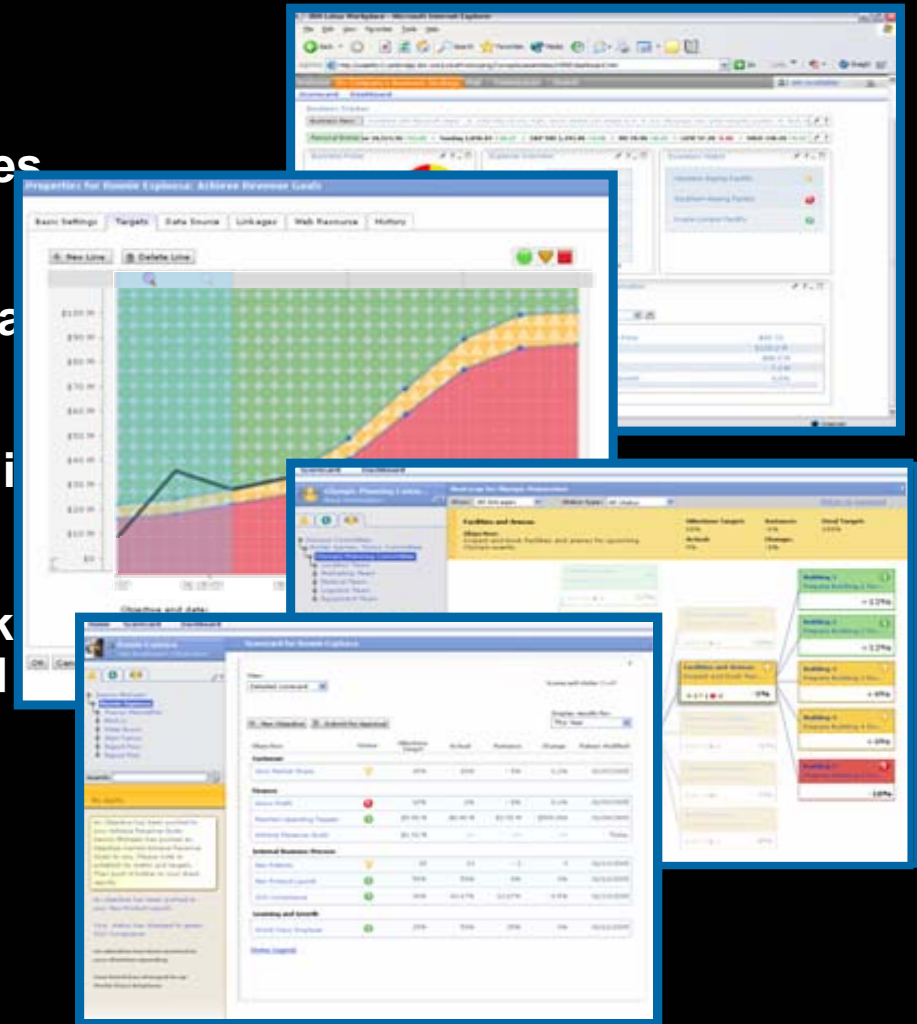
-- Harvard Business Review

R.Charan and G. Colvin, "Why CEO's Fail," *Fortune*, June 21, 1999.

IBM Workplace for Business Strategy Execution

Helping Organizations Better Manage and Execute Business Objectives

- Translates company strategy into specifics for execution
- Cascades, interlocks and links specific objectives
- Supports real time management of interactions, relevant metrics, Dashboards, forecasts, etc., that affect meeting objectives
- Rapid resolution of existing and projected gaps in plans to meet objectives
- A dynamic change management system to quickly push, reach agreement, and implement modified objectives
- Embeds collaborative services to support correcting objective shortfalls
- Tools to rapidly build customized dashboards



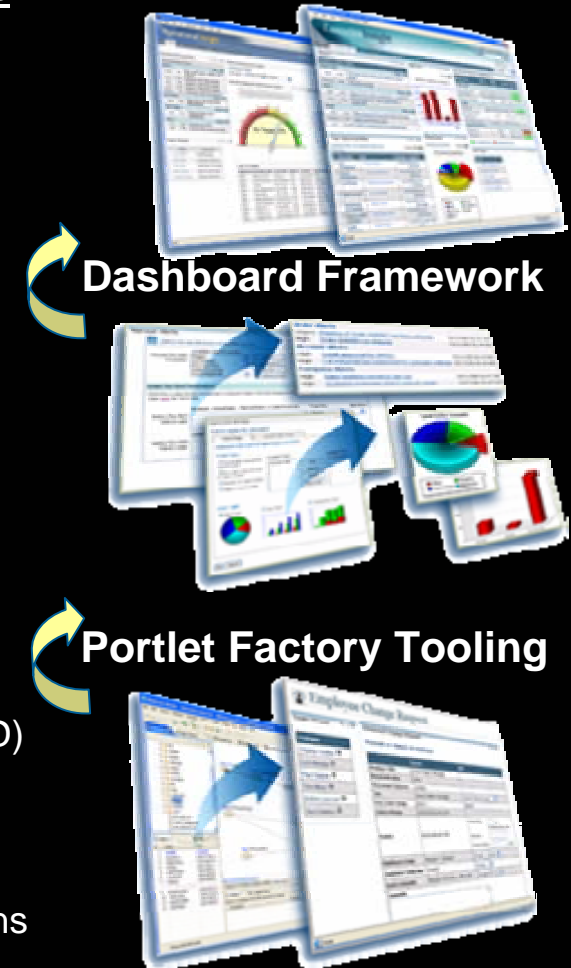
IBM Workplace Dashboard Framework and Workplace Dashboards

- **Accelerate:** Portlet Factory allows for faster WebSphere Portal deployment, requiring lower-order development skills than other tools
- **Respond:** Help organizations large and small to create *dynamic* portal solutions, that are easy to modify as market conditions dictate
- **Strengthen:** Fortify the overall IBM SOA tooling advantage with the compelling value of Portlet Factory

Available Dashboards

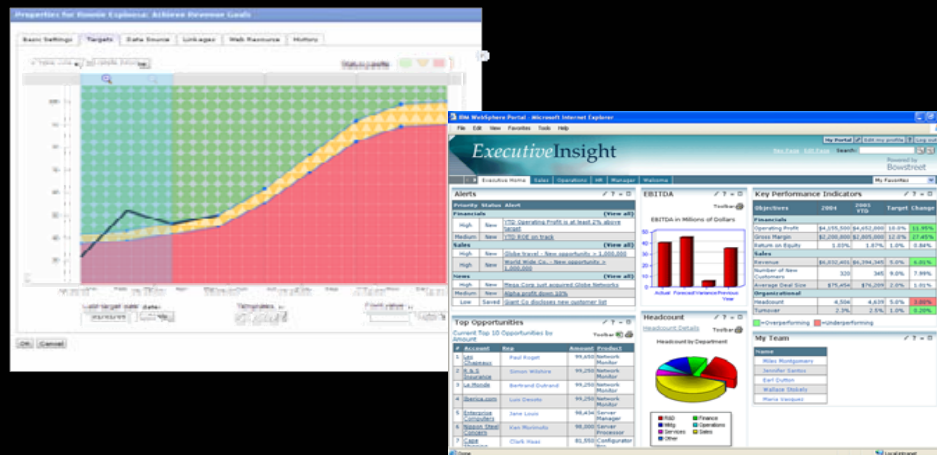
- Executive
- Sales
- Alerting
- Charting
- Reusable Design Components
- Business User Configuration
- Common Administration
- Rapid App Dev (RAD)
- Service-oriented arch
- Integration Extensions including Domino
- Profiling engine

Workplace Dashboards



IBM® Workplace™ for SAP® Software

- Offers SAP customers new ways to extend, enrich, & complement existing investments...in an SOA environment
- Faster, less-expensive integration with SAP and non-SAP processes and data sources
- Greater productivity with world-class dashboard & collaboration capabilities



- Pre-built functions utilize SAP & other applications to enable better business strategy execution
- Rapid application development environment with many pre-built assets
- Flexible, new capabilities via intelligent, interactive Web-based forms

Portal Continued Evolution

- Portal is the center of composite applications and interaction services in SOA frameworks
- Portals evolve to rich dynamic workplace capabilities



Expanding reach of composite applications to include contextual collaboration and rich client technology

Rich Dynamic Workplace

Portal "Next"

- Ajax/WEB 2.0 exploitation
- Rich Portal Client & "offline" support
- Common WAS & portal base & platform coverage
- New Portal based Workflow Builder
- Continued focus on robustness, scalability and performance
- WSRP 2.0, JSR268

Portal 6.0

- Template Programming model – Workplace Designer support
- New User Interface
- Attribute-based Admin
- Multi-LDAP support
- In-line Content Authoring
- Improved Portal Content Services
- Integration with WebSphere Process Server

Role-based composite applications with single sign on



Portal 5.1.0.x

- Common programming model
- New and Updated APIs
- Domino 7 support

Note: Information is subject to change



IBM Software Group | IBM WebSphere Portal

WebSphere Portal Version 6.0

The Platform for Innovation

Thank You!