

e-business on demand Competitive Technical Briefing

Enterprise Portals

Portal in the Enterprise

You just saw how portal-based collaboration can save you money, but did you know that you can also use the portal to enable your employees to access business function without the cost of expensive desktop applications?



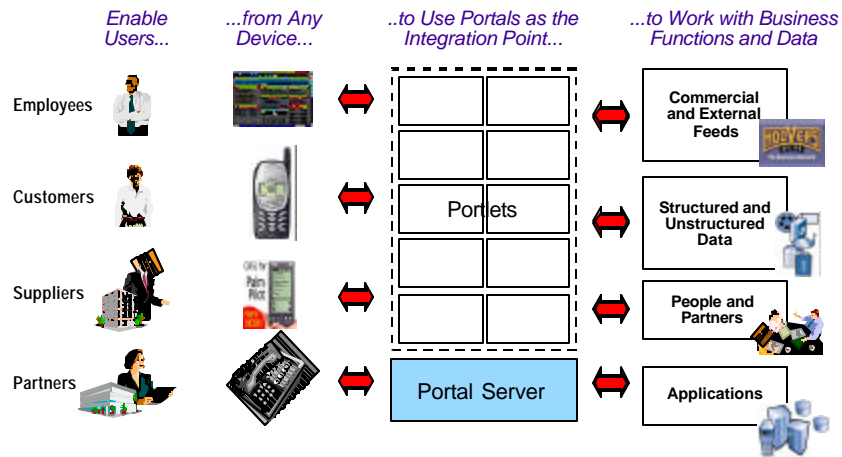
IBM

Show me



Friendly Finance

What Should an Enterprise Portal Do?

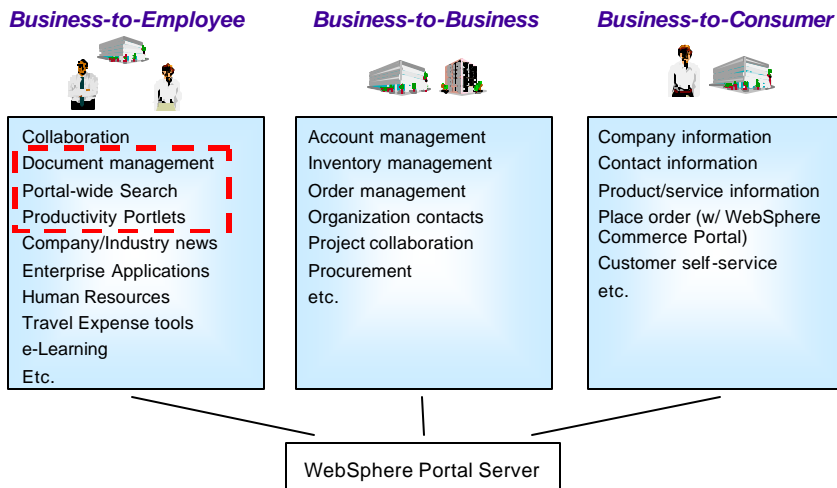


A personal dashboard into the business!

CTS6-03 Enterprise Portals.ppt

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Using WebSphere Portal Server to Deploy All Kinds of Applications

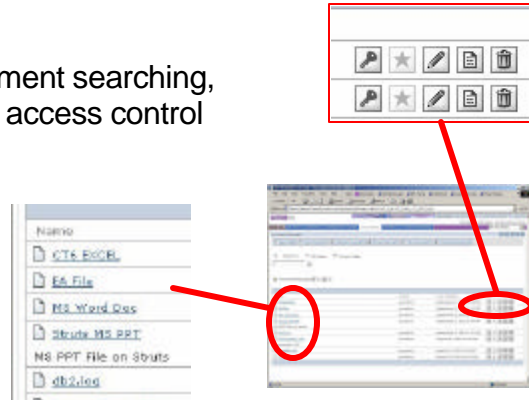


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Manage Documents Easily

- View, add, delete, modify documents, create folders
- Approval workflow
- Versioning
- Folder and document searching, subscription and access control

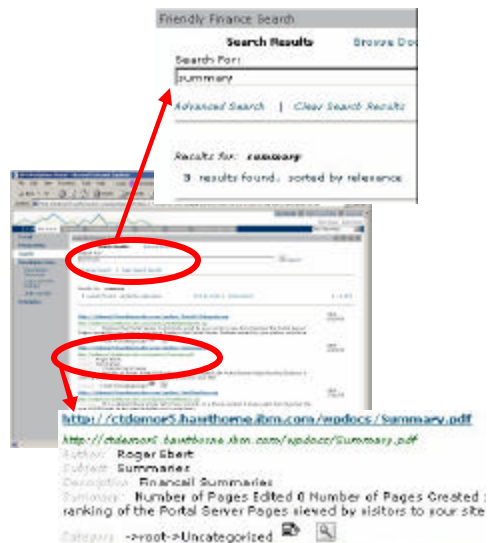


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Find Information With Portal Search

- WebSphere Portal includes a comprehensive search engine
- Supports Web crawling, categorization and indexing
- Provides search result summarization
- Portlet-based administration and search
- Optional add-on products available to also search multiple disparate data sources (e.g. databases, flat files, etc.)

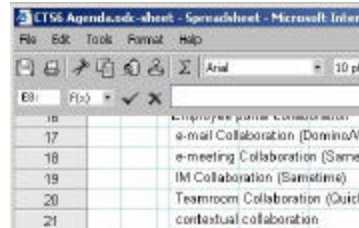


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Productivity Portlets Enable The User

- ✦ Create or modify common productivity files
 - ↳ Document
 - ↳ Spreadsheet
 - ↳ Presentation
- ✦ Import and export from/to common file types, including MS Word, Excel, Powerpoint
- ✦ Common formatting and application functions available
- ✦ Server-based function - No client required



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DEMO: Friendly Finance Has Productive Employees Without the Fat Client



- ✦ Portal-wide search
- ✦ Import/export spreadsheet file
- ✦ Modify spreadsheet with productivity portlet
- ✦ Publish changes using document manager

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*How much money could **you** save by not buying Microsoft Office?*

Friendly Finance: Enabling a Rich User Experience

We need to make sure that the user experience we provide our customers is superior.



Friendly Finance

WebSphere Portal Server can help you achieve this...



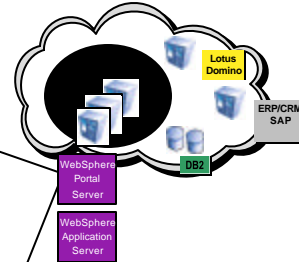
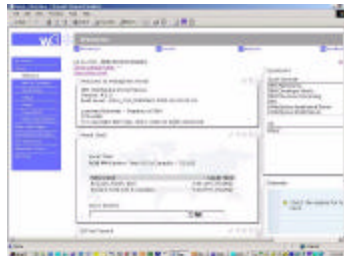
IBM

Using Themes and Skins to Customize Look and Feel

Business to Employees



Business to Customers

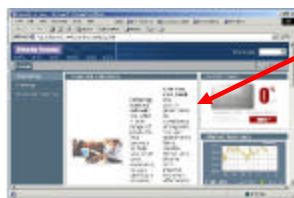


Themes and skins change:

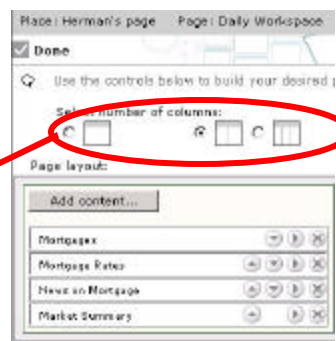
- Look and Feel
- Navigation
- Portlets and Images

Customization

Page and Portlet customization allows **the user** to customize content and presentation according to their needs and preferences

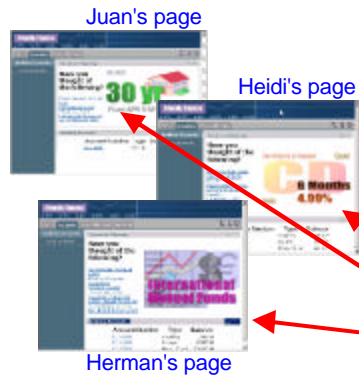


- Portlet selection
- Layout
- Formatting
- Configuration



Personalized Content

Rules-based Personalization allows **the business** to customize content for delivery to customers based on rule classifications and actions



Account Type classifiers:

- ⚡ Platinum: has over \$50,000 in savings
- ⚡ Gold: has between \$10,000-50,000 in savings
- ⚡ Silver: has less than \$10,000 in savings

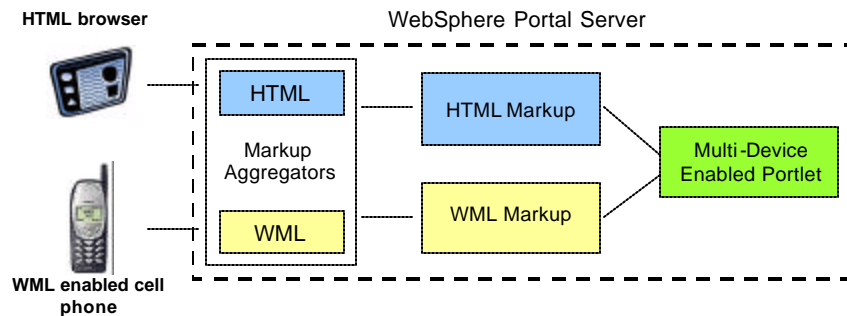
Rule Actions:

- ⚡ display CD Program offerings
- ⚡ display Personal Financial Consulting offerings
- ⚡ display Mutual Fund Club offerings
- ⚡ display Venture Capital Club offerings
- ⚡ display Cruise Club offerings

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Use a Cell Phone to Access Portal Content

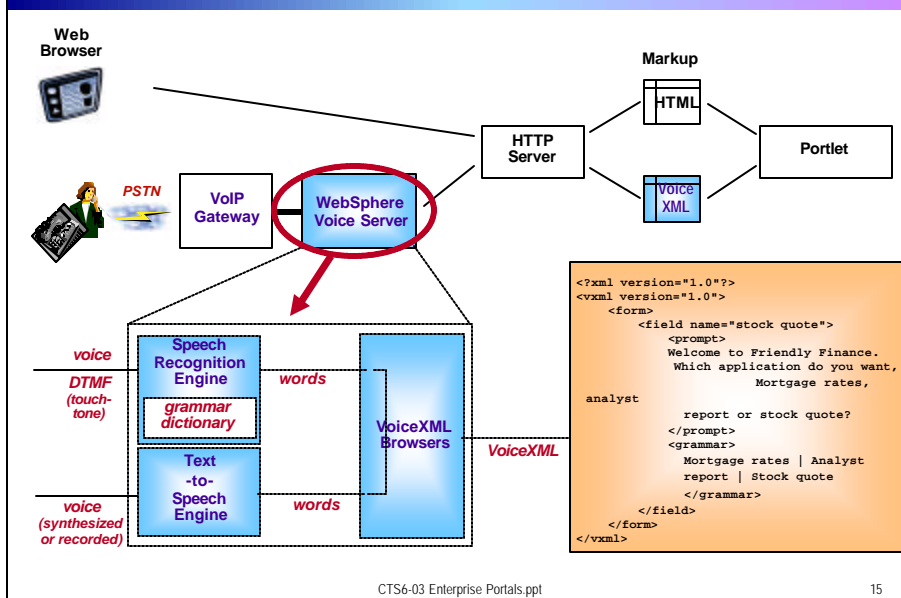


- ⚡ Single portlet can emit multiple markup formats (e.g. HTML, WML, cHTML, etc.)
- ⚡ Aggregator modules consolidate individual portlet markups for delivery to device for rendering
- ⚡ Cell phones require wireless gateway for complete solution (e.g. WebSphere Everyplace Access)

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Voice Access to Portal Content



Multilanguage Enablement

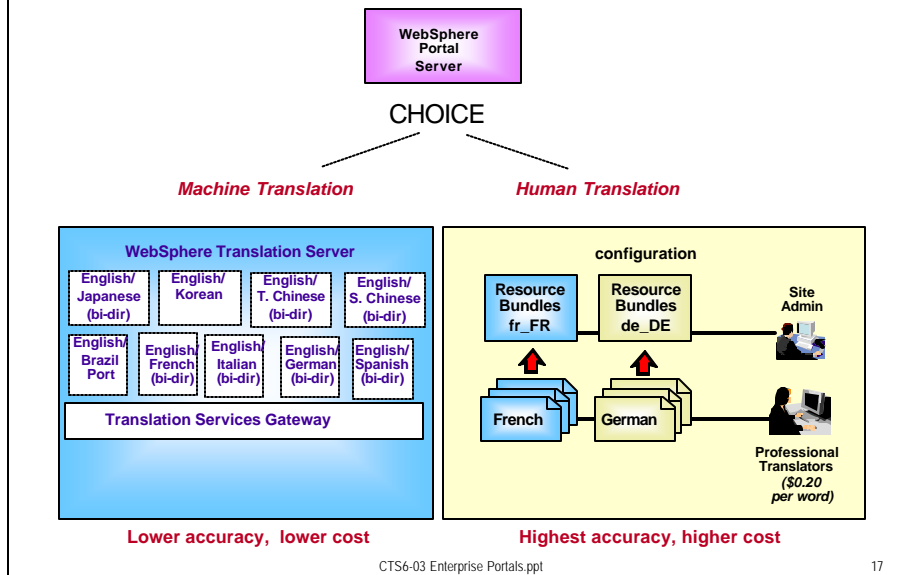
browser setting

on demand portal

portlet configuration

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Enabling Language Translation



DEMO: User Experience: Friendly Finance Online Mortgage Application



Customer
Herman



- ☞ Themes & skins
- ☞ Customize portal page
- ☞ Access mortgage information via browser
- ☞ Access mortgage rates via mobile phone
- ☞ Voice access
- ☞ Use language translation
- ☞ See personalized offers
- ☞ Apply for a new mortgage via browser

Friendly Finance: Call Center Support

We need to support our call center employees too... in case customers call with questions



Friendly Finance

No problem

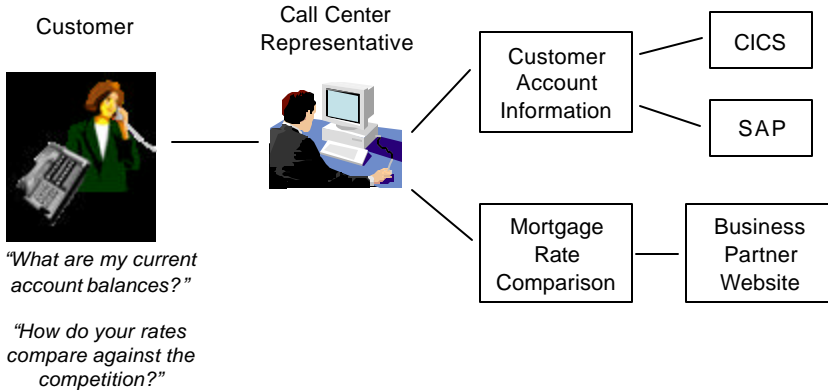


IBM

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Call Center Support Requirements



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WebSphere Portal Servers Makes it Easy Access to Enterprise Applications

- Develop customized portlets for accessing selected HR/CRM/ERP systems
- Works with customized systems



Use Application Integrator (WPAI) for Custom-Made Access to HR/CRM/ERP Application

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WebSphere Portal Servers Makes it Easy to Access Legacy Applications

Host-On-Demand
(emulation)

Host-On-Demand Portlet

3270/5250 Application

Green screen in a portlet

Host Application Transformation Server (HATS)
(presentation integration)

Portlet

"New" Web App

HATS Plugin (Studio)

WAS

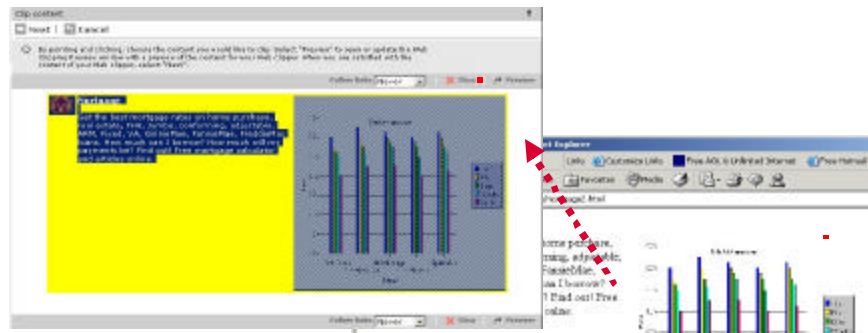
3270/5250 Application

Add a rich user interface on existing 3270/5250 applications

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Web Clipper Adapts Existing Web Content



- ✦ Visually clip a portion of a web page
- ✦ Clip text between specified tags
- ✦ Authentication may be specified
- ✦ Clipped content is dynamic, not "snap-shot"

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DEMO: Creating the Support Page for Call Center Employees



Online
Mortgage
Business
Plan

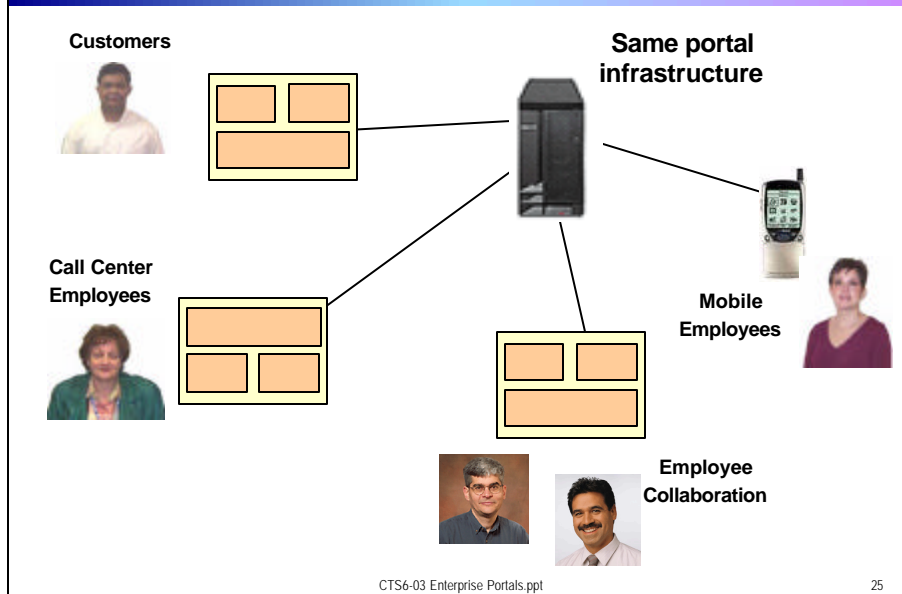


- ✦ Create SAP access portlet with Portlet Builder tool
- ✦ Create CICS access portlet with Host On Demand
- ✦ Create rate comparison portlet with Web Clipper tool

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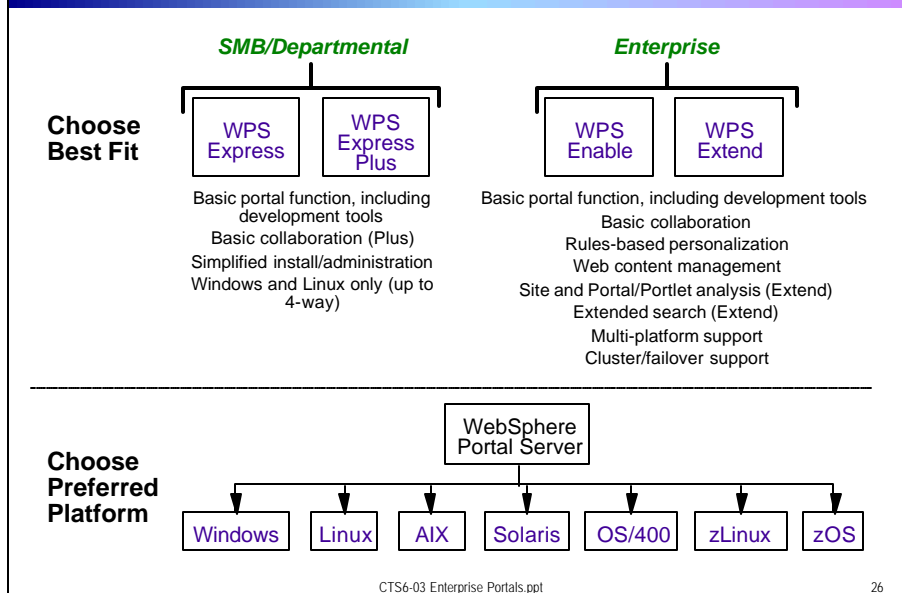
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Friendly Finance Enterprise Portal in Action



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WebSphere Portal Server: Freedom-of-Choice



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IBM's Employee Portal has Saved \$6.2B in the Past 4 Years!

- ✦ 2001 33% of classes moved online, **saving \$350m**
- ✦ 2000, 90% of employees did their benefits on line, **saving over \$1 million**
- ✦ Health and pension benefits information online **saves over \$1 million** in mailing costs
- ✦ Over 40 million customer self-service transactions, through w3/ibm.com, **saved over \$700 million**
- ✦ Worldwide enterprise directory ("Blue Pages") connects people across the world, **saving approx.\$10 million**
- ✦ News online, **saved in excess of \$2 million**
- ✦ HR process reengineering to leverage the web reduced costs by 40% and increased satisfaction to 92%



These benefits do not measure:

- Cost savings of e-meetings and instant messaging
- Revenue creation by finding experts

Enterprise Portal Comparison Summary

IBM	Microsoft	BEA
Full capability for Enterprise and other portals	Enterprise requirements will require multiple add-ons	Enterprise requirements will require multiple add-ons
Enterprise-proven, market leader	Security model different from .NET security	Minimal security integration
Flexible deployment supports department and enterprise solutions	Significant upgrades required to existing infrastructure	No integrated content management
Strong feature advantages	No native device support	No native device support
Excellent cost/value in any size deployment	Higher cost with CAL requirements	No native site analysis support

Enterprise Portals and Beyond

Thank you

WebSphere Portal Server: The Most Complete Portal Platform

Portal Features	IBM WebSphere Portal	Microsoft SharePoint Portal	BEA WebLogic Portal	Oracle Portal	SAP Portal
J2EE Application Server support	yes (IBM WAS)	no	yes (BEA WLS)	yes (Oracle 9IAS)	no
Portlet framework	yes	yes	yes	yes	yes
User/group management	yes	yes	yes	yes	yes
LDAP directory included	yes	no	yes	yes	no
Security/authentication	yes	yes	yes	yes	yes
Single Sign-On (SSO)	yes	yes	no (3 rd party)	yes	no
Multi-device enablement	yes	no	no	no	no
Built-in rule-based personalization	yes	no	yes	no	yes
Recommendation engine	yes	no	no	no	no
Built-in content management	yes	no	no	yes	yes
Integration with 3rd party content management providers	yes	no	yes	no	yes

WebSphere Portal Server: The Most Complete Portal Platform (cont'd)

Portal Features	IBM WebSphere Portal	Microsoft SharePoint Portal	BEA WebLogic Portal	Oracle Portal	SAP Portal
Content organizer	yes	yes	no	no	no
Basic search engine	yes	yes	yes	yes	yes
Extended/federated search	yes	yes	no	yes	yes
Collaboration services built-in	yes	no	no	no	yes
Site analysis	yes	no	no	yes	yes
Custom, read/write access to Enterprise Information Systems	yes	no	yes (J2EE CA)	yes	yes (proprietary)
Commerce services	yes (via WCS)	no	yes	yes (via Oracle Commerce)	yes
Inter-portlet communication	yes (Click-to-Action)	yes	no	no	yes (Drag and Relate)
Portlet catalog	yes	yes	yes	yes	yes