

WebSphere Portal software family
Your world. Your way.



WebSphere® software

People, processes, applications and content:
Your world. Your way.



ON DEMAND BUSINESS™



To improve the operational efficiency of your organization, you need to make better use of all your resources.

Electronic forms instead of paper. Consolidated access to applications, documents and e-mail. To help you work smarter. Beyond information exchange, advanced portal technology allows you to run your entire business more nimbly and efficiently. It's all about your business: the daily transactions, workflow and procedures of your employees, customers and partners. All made easily accessible through one of the industry's leading portal solutions.

To succeed in a highly competitive, dynamic market, you need flexible solutions. A single interface for your entire business. A role-based work environment that combines personalized content with collaborative capabilities. Portals offer the potential to deliver real business results across your organization. And IBM WebSphere® Portal software provides you with the complete portal services necessary to deliver a single point of personalized interaction to applications, content, business processes and people for a unified user experience.



YOUR WORK

What you need—E-mail access, applications, electronic forms and other documents, all at your fingertips

YOUR TEAM

The people you collaborate with—Coworkers, managers, partners, suppliers, wherever they are across the globe

YOUR BUSINESS

What you do—Transactions, internal procedures, the processes and workflows of your business

YOUR PARTNER

IBM—A reliable, responsive leader in the portal marketplace



Connecting people to your business

A portal should enhance your entire IT infrastructure, whether you operate a small-to-midsize business or are part of a larger enterprise. A portal should help your employees work more efficiently—both individually and collaboratively. Boost overall productivity. Make business processes and information easily accessible to people throughout your value chain. The IBM WebSphere Portal family of products can help you deliver a personalized, productive portal experience to your customers, employees and trading partners, helping you build long-lasting business relationships and earn customer loyalty. WebSphere Portal software can help you reduce costs by leveraging existing investments in enterprise applications, data and IT skills—so you can meet the challenges of today's On Demand Business environment.

Timely and reliable access to dynamic information, applications and people is essential to building successful business-to-consumer, business-to-business and business-to-employee portals. WebSphere Portal software can help you quickly build highly scalable portals that meet the performance requirements of a growing business. You can simplify and speed access to business content and processes for your employees, partners and suppliers, and WebSphere Portal software can help reduce the costs of building and maintaining access to your portals. Because WebSphere Portal software utilizes a service-oriented architecture (SOA), portal applications can use existing applications, content, data and workflow assets to quickly meet changing business needs.

The underlying portal framework in WebSphere Portal software provides the common services—like access control, integration, administration and presentation—required across IT environments. Access control and integration services give you dependable, security-rich access to enterprise data, external news feeds or even your trading partners' applications. Presentation services help your employees customize their online work environments to match their individual work patterns and needs, which can help increase productivity throughout your organization. Portlets (the visible, active components in a portal page, such as e-mail) help you control the active flow and display of information, so portal users have the most up-to-date information available. WebSphere Portal software also includes specialized tools for employees with different skill sets—such as administrators, business users and Java™ programmers—so they can create customized portlets to meet their needs.

The WebSphere Portal family includes four software offerings:

- IBM WebSphere Portal Server
- IBM WebSphere Portal Enable
- IBM WebSphere Portal Extend
- IBM WebSphere Portlet Factory



Get your portal up and running— quickly and easily


As the basis for IBM's other enterprise portal offerings, WebSphere Portal Server software provides such core portal services as role-based access to applications and content, search, personalization, security and new portlet development capabilities. It can integrate with collaboration, security and extended search systems from other vendors, while still providing a reliable point of access to your information, applications and people.

WebSphere Portal Server software provides hundreds of portlets for accessing enterprise applications—such as enterprise resource planning, customer relationship management and supply chain management applications. Portlets that provide access to e-mail, calendars, collaboration, syndicated news and other productivity-enhancing functions are also provided. These portlets are either included with the installation of WebSphere Portal software or are available for download at no charge from the WebSphere Portal catalog. And in keeping with its commitment to open standards, IBM supports the Java Specification Request (JSR) 168 standard for portlet application programming and the Web Services for Remote Portlets (WSRP) standard. This support of standards helps provide an easily extensible portal framework to support the emerging needs of your On Demand Business.

By invoking robust business rules or using collaborative filtering technology, WebSphere Portal Server software can dynamically tailor the content that individual portlets display to different users and groups. For example, business rules can be used to show a customer service representative or sales professional product news or information about only the products he or she sells. A customer or trading partner can be shown different content depending on individual account balances or past transactions.

Reduce IT costs

Help reduce your IT costs with easy-to-use cooperative portlets, based on click-to-action (C2A) technology. C2A features in WebSphere Portal Server software allow users to integrate portlets or applications on the screen by clicking on information in one portlet and automatically transferring the information to another portlet for processing. WebSphere Portal Server software also includes WebSphere Portlet Factory software to help you achieve faster time to value, accelerated deployments and greater employee productivity through new portlet development and deployment capabilities.



WebSphere Portlet Factory software supercharges WebSphere Portal software with automation tools and technology to rapidly create, customize, maintain and deploy portlets. With WebSphere Portlet Factory software, the portlet development process is greatly accelerated. Developers with a range of skill levels are able to quickly and easily leverage their companies' core assets, automatically assembling them into custom, high-value portlets.

In addition to speeding initial portlet development, WebSphere Portlet Factory software allows the reuse of existing portlets—without additional coding—to meet the varied needs of the enterprise without additional IT burden. With a feature called *profiling*, developers can quickly and easily create multiple, highly customized applications from one portlet code base to create adaptive, role-driven applications that change on demand.

WebSphere Portal software now also allows you to build portal applications using templates. Once the applications and pages are built, they can be deployed to different communities throughout your organization. Application owners in the communities can then modify the applications to meet their specific requirements. While still using the core business logic

and components as defined by IT staff, the application owners can modify the look and feel, the members accessing the application or even the definition of roles using the application. For example, multiple branch offices could optimize an application for their staffs and skills to help them be more efficient. And they can do this without additional requests to IT.

WebSphere Portal software helps lower the cost of supporting multiple portal sites by allowing you to create virtual portal sites on one instance of WebSphere Portal software. Each Web site has its own URL, look and feel, pages and portlets, users and groups, and search index, and now can also leverage directories on separate Lightweight Directory Access Protocol (LDAP) servers. All sites share the same IBM WebSphere Application Server instance, portal software and hardware. Sharing these resources can help lower your capital and maintenance costs while helping expand the business value of WebSphere Portal software to new user communities.

The combination of WebSphere Portlet Factory software and the core portal services included in WebSphere Portal Server software provides an ideal entry point for organizations seeking to improve operational efficiency, increase organizational





Cathay Life Insurance enables organization- wide collaboration with an employee portal

Cathay Life Insurance in Taiwan enhanced employee collaboration and productivity in accordance with a company-wide initiative to unify its business, when it created an integrated employee online work environment based on IBM WebSphere Portal software. Cathay employees can now interact with all their business applications through a single point of access, with a consistent presentation and user interface. Users can customize their portals by adding portlets—or component-like gateways—to business applications, consolidating all of the resources they need in an interface that accommodates single sign-on capabilities.

For example, insurance agents around the world now use the portal to enter data into the accounts receivable system. And the marketing department uses the portal to collect and analyze information from a wide range of systems. Cathay has already extended the WebSphere software-based portal to more than 50 of its organizations and 36,000 employees, and it plans to build on this open-standards-based foundation to enable cross-selling activities that can help solidify customer loyalty and maximize revenue potential for the company.

The new integrated online work environment saves Cathay more than 3,000 employee working hours each day. Full return on investment is expected in less than one year. The stage is now set for value-added, revenue-driving activities that require organization-wide collaboration—cross-selling, in particular.



productivity and accelerate implementations through innovative use of an SOA. And WebSphere Portal Server software is ready to grow with the needs of your organization, as more advanced portal services and collaboration are just an upgrade away. All from a leader in the portal marketplace, IBM.

The information you need

One of the advantages of a portal is your ability, as a portal user, to choose which applications, or portlets, you wish the portal to display, or even which information you wish the portlet to display. WebSphere Portal Server software goes beyond such basic functionality with personalization. A portal site using personalization can show different news articles to managers than it shows to regular employees, for example. Or it can provide different information to special customers. Personalization technology allows appropriate content selections to be made based on user metadata versus user metadata rules.

If you don't know where to find the information you need, you can use portal search, which has been significantly enhanced in WebSphere Portal, Version 6.0 software. In addition to a number of administrative enhancements, portal search now allows you to define additional remote search services. It also supports user-configurable search scopes that allow for more focused searches or the addition of links to external search engines. And portal search now provides support for additional search criteria and a site map portlet, among many other enhancements.

Advanced portal services that grow with you

Built upon the reliable core portal technologies of WebSphere Portal Server software, WebSphere Portal Enable software delivers advanced portal services such as document management, orchestrated workflow and Web content management.

Help maximize the value of business-critical information

Often, the difference between capitalizing on and missing a new business opportunity depends on your organization's ability to maintain accurate, up-to-date content on its Web site. By including IBM® Workplace™ Web Content Management™ functionality in WebSphere Portal Enable software, IBM gives business users the tools to easily create and administer their own portal content. You can increase employee productivity by taking some of the burden from your IT staff and empowering nontechnical users to create Web-specific content. Placing the ability to update content into the hands of subject matter experts can help improve the return rate of portal users and potentially increase sales revenue.

In the past, content repositories typically were optimized to support one specific type of content, one specific type of application or a single user population. In the On Demand Business world, such separation of content into silos is no longer viable. All content types share similar requirements for search, access control, workflow, collaboration and personalization. Leveraging a common repository to manage content across all your portal applications can keep information—the lifeblood of your organization—flowing and can help reduce deployment costs. WebSphere Portal Enable software includes an IBM DB2® Content Manager repository to enable users to easily store, retrieve and manage content, such as Web content, e-mail, documents, digitized paper documents, images, audio and video, and text messages.

Schering AG goes to market faster and more efficiently with improved management of pharmaceutical clinical trials

“Introducing IBM portal technology substantially eased global distribution of information and use of Web-based applications.”

—Dr. Walter Beck, global head of medical data sciences, Schering AG

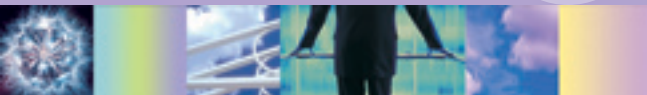
Schering AG, which is based in Berlin, Germany, is a 150-year-old pharmaceutical company that has grown up with the modern development of clinical trials—carefully controlled experiments with patients that new drugs and medical intervention techniques must pass before they can be brought to market.

As with many other medical developments, the complexity of clinical trials has ballooned in recent years. At their heart, they are complex statistical models of reactions to drugs and therapies across thousands of patients. Ironically, the use of specialized computer models for handling specific areas of a clinical trial—such as patient selection, prescriptions, medicine dosages and report generation—now poses a problem for researchers in running a trial.

A typical medical researcher at Schering can be confronted with anywhere from 5 to 20 separate programs to conduct a complete clinical trial over the course of several years. Accessing all these programs requires a high overhead of nonproductive work, such as using 5 to 20 passwords and IDs, learning how to operate each program and then “diving down” four or five levels in each program to get the needed data.

Schering managers saw this as a rising problem in the hugely expensive (US\$850 million or more) programs that typically are required to develop a new drug. This inefficiency adds to the time, and thus cost, of testing new therapies and drugs and, not incidentally, requires increased training costs for researchers.

The solution for Schering was a plug-in to IBM WebSphere Portal software. Developers from entimo, an IBM Business Partner also based in Berlin, tailored the dashboard to specific roles that various researchers play in running different aspects of a clinical trial. Schering researchers now have alternate views and entries to their clinical systems applications through entimo's entimICE PORTAL. With such powerful capabilities and the ability to use a single sign-on across literally dozens of applications, user productivity has increased. At the same time, training costs have been greatly reduced. By lowering the barrier to entering information in clinical trial systems, the integrity and quality of data also are enhanced—a key factor in today's carefully watched medical environment.



WebSphere Portal Enable document manager enables portal users to share, search, organize and edit word-processing, spreadsheet and presentation files. The files can then be indexed, categorized and searched by other portal users.

With this productivity enhancement, you can:

- Develop simple approval processes for file contribution.
- Integrate document management with instant messaging, so work associates can discuss documents with authors.
- Provide versioning so users can track the evolution of content.
- Offer access control to manage viewing and editing privileges of different content items.

The business process integration capability also included in WebSphere Portal Enable software can deliver orchestrated workflow as part of a user's portal experience. Business process integration combines a robust workflow engine with a dynamic portal experience to speed up the running of business processes. Most workflow systems just tell you what task you must perform, and then you have to search for the information before completing the process. WebSphere Portal software can present the task and dynamically provide access to all the applications and information needed to complete the process or make the decision. Through business process integration, WebSphere Portal software now combines people and applications at a process level—offering the potential to further improve productivity and helping to ensure that processes run faster.

Creating customized, collaborative environments

As your workforce grows and becomes more distributed, or as you need to connect previously separate areas of your enterprise, you can leverage even more advanced portal functions. WebSphere Portal Extend software features powerful

collaboration, forms and communication tools that can enable all members of your team to gain instant access to the people and information they need.

- Find and connect people easily, using an employee directory that offers “reports-to,” chain-of-command information.
- Set up and administer Web conferences, group calendars and assigned tasks.
- Create and manage customizable, online work environments for individuals, teams or communities within a personalized portal.
- Send and receive instant messages from colleagues and use portlets to track your team members' online availability.
- Discuss and collaborate on documents stored in document libraries.

The collaboration and communication tools included with WebSphere Portal Extend software can help your team work more effectively on shared tasks, including those that require information to be exchanged with trading partners, so you can respond faster to changing market conditions.

Business processes run faster when portal users can productively collaborate and act on the information they're viewing. WebSphere Portal Extend software enables you to make information easier to share and update on employee intranets—reducing maintenance time and cost. Out-of-the-box portal page templates provide customizable online work environments that let individuals, teams or communities view, search, create, convert and edit basic documents, spreadsheets and presentations stored in document libraries. The result is a collaborative work environment in which decisions—based on shared knowledge and access to dynamic information—can be made faster.



Fifth Third banks on automated processes and flexible systems to deliver world-class reliability

“We place an unbelievable amount of trust in our relationship with IBM, because we know they are committed to our success—however we define it.”

—Jim Scott, CTO, Fifth Third Bancorp

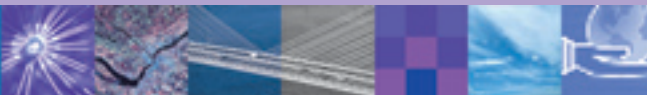
Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The bank’s electronic payment transaction unit—Fifth Third Processing Solutions—is the nation’s fourth largest, with an annual transaction volume in excess of 17 billion. Its customers include banks and retailers.

Through its Fifth Third Processing Solutions division, the bank provides merchant services for retailers as well as automated teller machine (ATM) processing services for small-to-midsize banks to the tune of 17 billion transactions worth more than US\$138.6 billion annually. During peak periods, its systems process roughly US\$1.2 billion per day, representing millions of dollars per minute in retail revenue that would be at risk if the Fifth Third systems became unavailable. For Fifth Third, the need to minimize this risk is a central focus of its strategy and a reason it chose to work with IBM.

With its business growing more dynamic and competitive, Fifth Third Processing Solutions knew it needed a strategy that not only met its technology requirements, but did so in the context of its ever-shifting business environment. Making it succeed, says CTO Jim Scott, required a provider willing to work shoulder to shoulder with the bank in its ongoing transformation—one with the depth and flexibility to meet an evolving set of business challenges. IBM fit the bill.

To gain operational flexibility, Fifth Third and IBM have embraced an SOA approach, relying to a growing degree on standard technology and integration frameworks—the key benefit being the ability to more efficiently and cost effectively leverage Fifth Third’s existing systems and data. To meet its customers’ increasing demands for transparent, self-service capabilities, Fifth Third is migrating its merchant support system to a solution using IBM WebSphere Portal and DB2 software. This solution allows customers to be supported dynamically from many platforms.

By working with IBM to become an On Demand Business, Fifth Third is now in a stronger position to meet the growth of its customer transaction volume and is more flexible in its ability to adapt to the evolving needs of the market.



Online customers expect relevant, timely information. With WebSphere Portal Extend software, you can enhance each portal visitor's personalized experience through integrated electronic forms capabilities provided by IBM® Workplace Forms™ software. By automating the accurate capture and processing of information, Workplace Forms software helps you reduce manual intervention, speed up transactions and increase operational efficiency. Workplace Forms software helps eliminate or reduce costly exception handling, so organizations can achieve "once and done" processes. And by using open standards for data integration, Workplace Forms software enables your organization to achieve straight-through, electronic forms-based transaction processing.

Built on open-standards-based component architecture, IBM Workplace Forms software provides a familiar interface for starting or finishing a process or transaction—all from the intuitive interface of WebSphere Portal Extend software. Workplace Forms software easily integrates with your back-end systems by supporting the creation of a single, intelligent message that flows through an SOA and supports such standards as JSR 168, JSR 170, Java Platform, Enterprise Edition (Java EE), WSRP and XForms.

Providing a protected, unified user experience

Portals you build, deploy and maintain using WebSphere Portal software leverage security-rich technology to support high-volume, personalized transactions. Authentication and access-control services for Web-based and enterprise applications and resources can help you safeguard customer, supplier, employee and trading-partner connectivity, and build trust.

You can also more effectively manage the growth of your On Demand Business as your IT systems become more complex. WebSphere Portal software helps you control escalating management costs and directly tackle the difficulties of implementing security policies across a wide range of Web and application resources. The result? Your customers and partners can use your portals safely and reliably, while you help reduce deployment time and cut maintenance costs for new applications.

A proven, reliable foundation

It's not enough to provide users with personalized information through a portal; you have to ensure that your portal is built on a sound foundation that can scale as your business grows. WebSphere Portal software runs on and includes the award-winning IBM WebSphere Application Server software, an open, cross-platform, Java technology-based platform that combines the performance and scalability you need with application-level workload management and clustering. This combination provides enterprise-class availability and scalability to handle millions of users. Transform static information into dynamic Web content, make it available to users faster and help ensure it remains available for your critical business transactions.

Choosing a comprehensive portal solution

IBM WebSphere Portal software enables you to develop, deploy and maintain cost-effective, small-to-midsized business portals and sophisticated enterprise portals. With its improved installation and ease of use, WebSphere Portal software can help you quickly build a collaborative online work environment that connects your entire On Demand Business community. And WebSphere Portal software provides best-in-class portal, content management, collaboration, business integration and security technology to help you improve employee productivity and increase customer loyalty.



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ibm.com/websphere/portal

