Websphere Portal:
The Platform for Innovation

Pam Chandor
Director, WW Portal & Workplace
IBM Software Group

The Market is Driving Renewed Focus on Innovation … and the Innovation Model is Changing

Past	Future

People

Processes

Technology
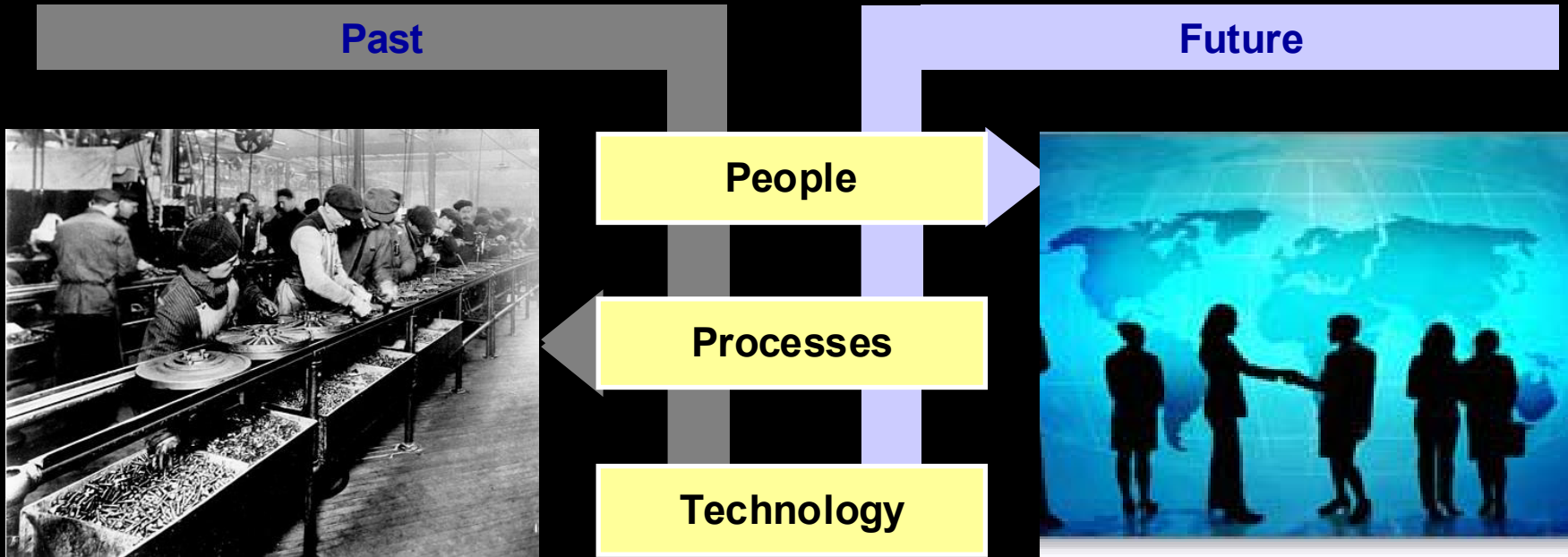
From an economy centered on process efficiency to one centered on knowledge worker creativity and innovation

Top Innovation Priorities:

Extend the ability to collaborate inside & outside
Create innovative, distinct, differentiated products, services, business models & processes
Leverage information for business optimization

2006 CEO Study

CEOs Innovation Focus

% points allocated to each innovation path

50%
40%
30%
20%
10%
0

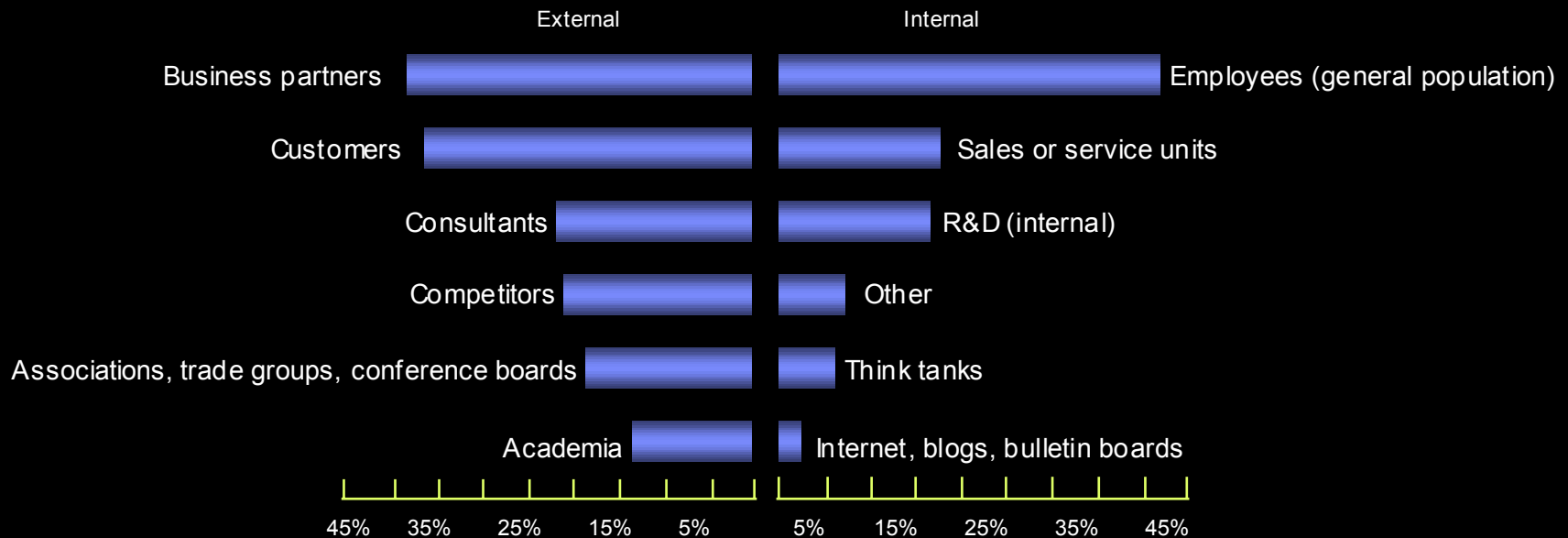Products, Services, Markets | Operations | Business Model

Organization Structure Changes (66%)
Building Strategic Partnerships (53%)

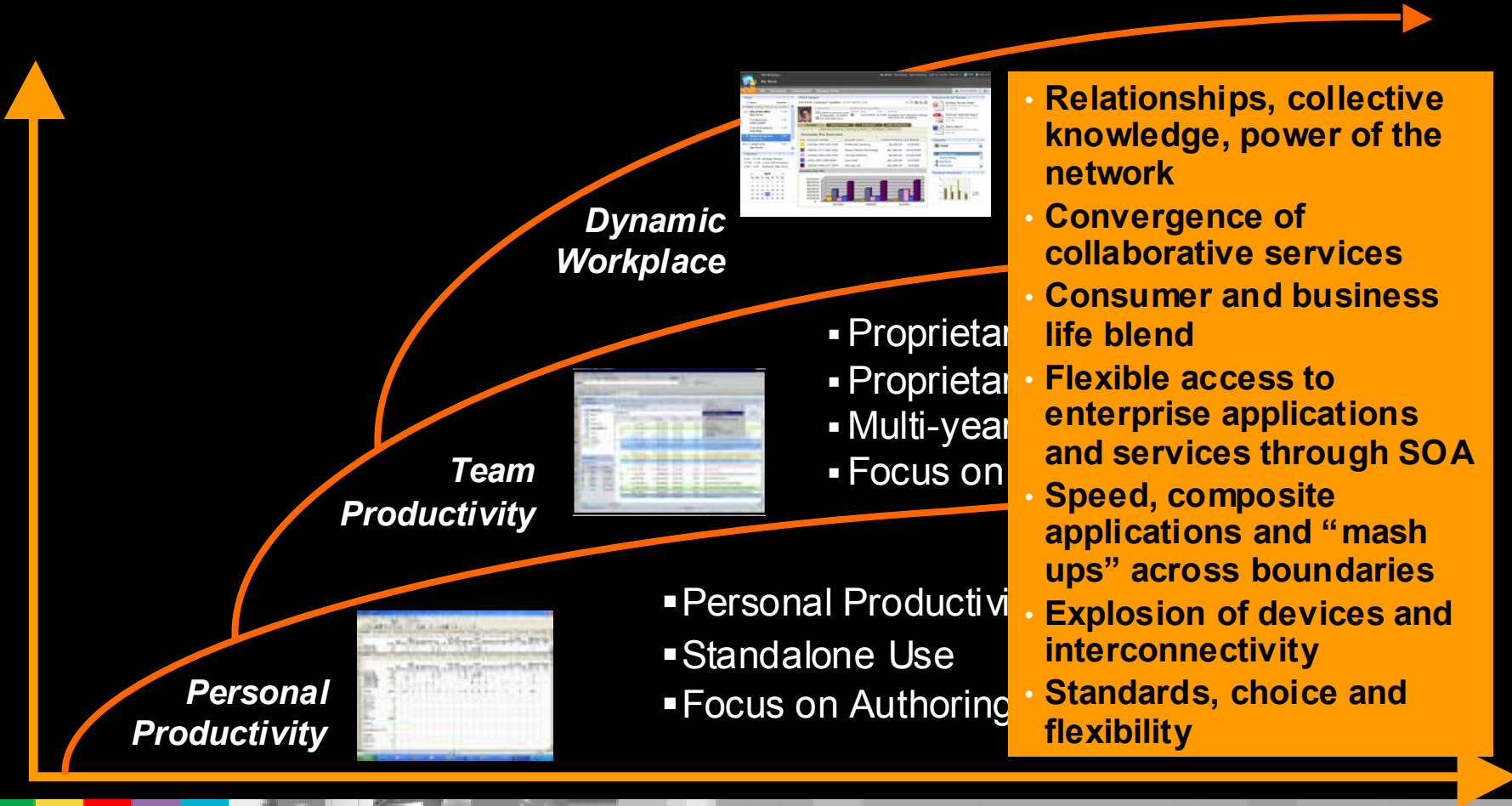*87% OF CEOs believe fundamental change is required in the next two years to drive innovation.*

Ideas come from all over

CEOs: Sources of new ideas and innovation

External	Internal
Business partners	Employees (general population)
Customers	Sales or service units
Consultants	R&D (internal)
Competitors	Other
Associations, trade groups, conference boards	Think tanks
Academia	Internet, blogs, bulletin boards

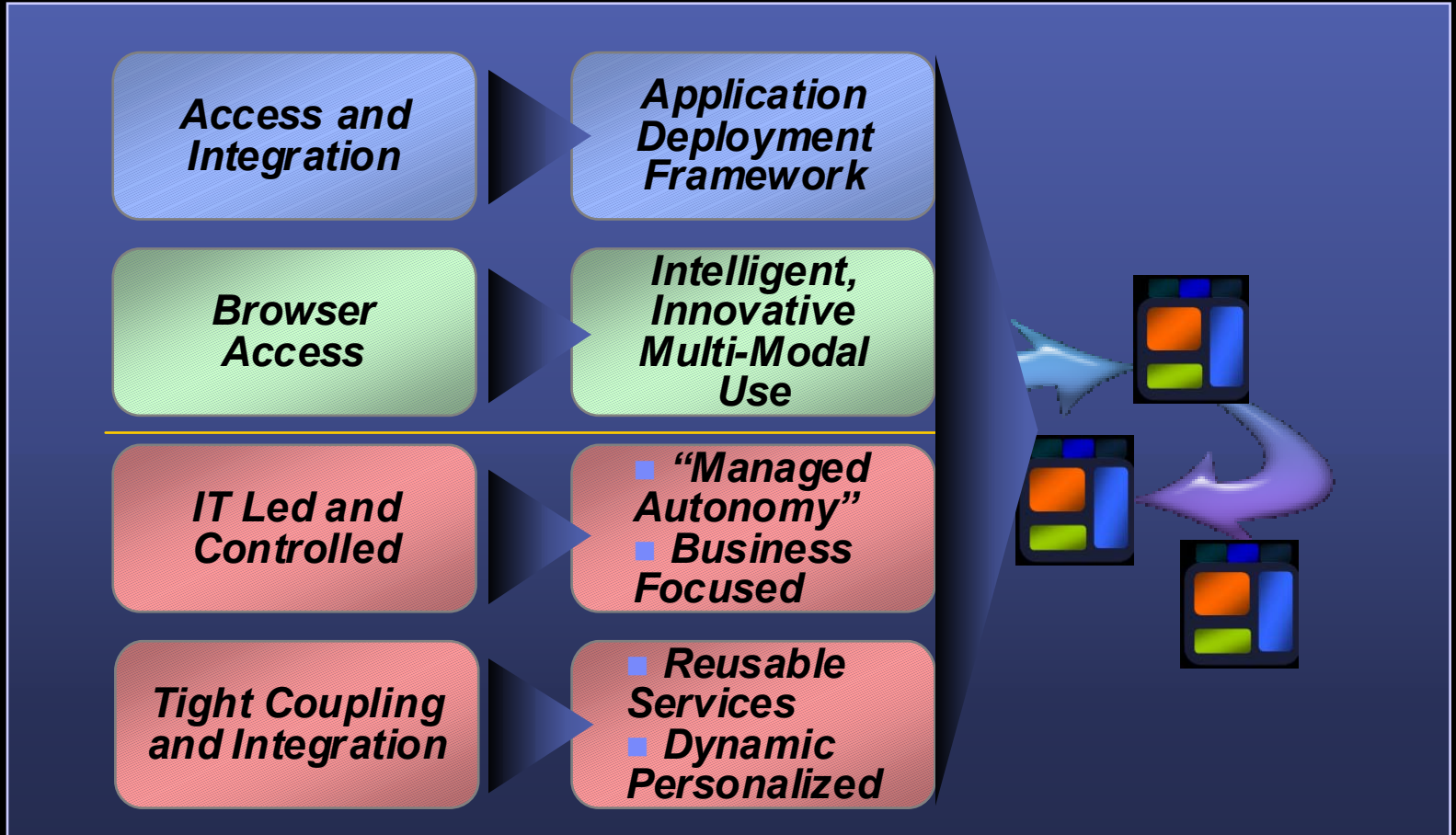45% 35% 25% 15% 5%   5% 15% 25% 35% 45%

How do you harness the creative potential of all the potential sources of new ideas and innovation both inside and outside of the enterprise?

Evolutions in People Innovation

Dynamic Workplace

Team Productivity

- Proprietar...
- Proprietar...
- Multi-year...
- Focus on...

Personal Productivity

- Personal Productivi...
- Standalone Use
- Focus on Authoring...

- **Relationships, collective knowledge, power of the network**
- **Convergence of collaborative services**
- **Consumer and business life blend**
- **Flexible access to enterprise applications and services through SOA**
- **Speed, composite applications and "mash ups" across boundaries**
- **Explosion of devices and interconnectivity**
- **Standards, choice and flexibility**

Portal Trends and Evolution

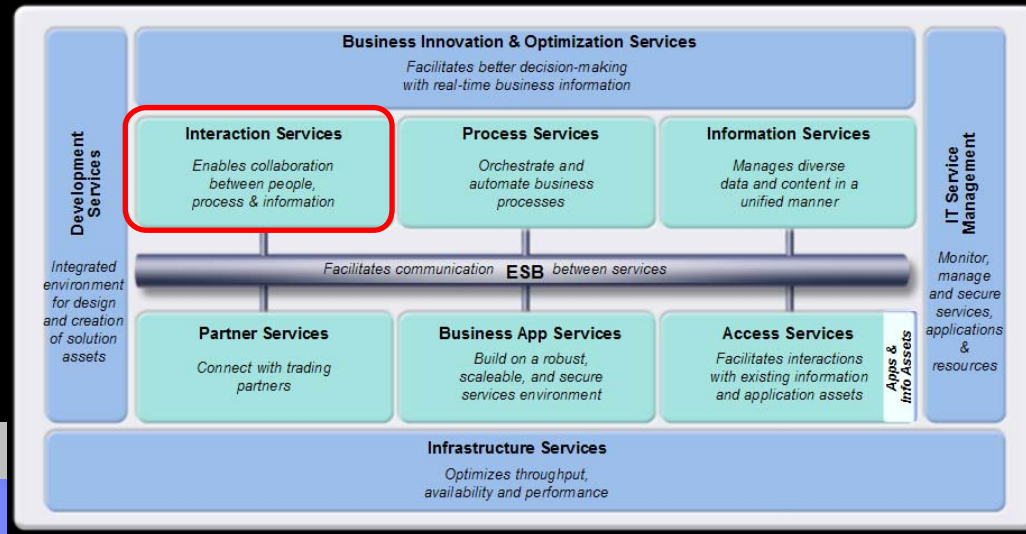|	
Access and Integration	*Application Deployment Framework*
Browser Access	*Intelligent, Innovative Multi-Modal Use*
IT Led and Controlled	■ *"Managed Autonomy"* ■ *Business Focused*
Tight Coupling and Integration	■ *Reusable Services* ■ *Dynamic Personalized*

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

People

Information   Process
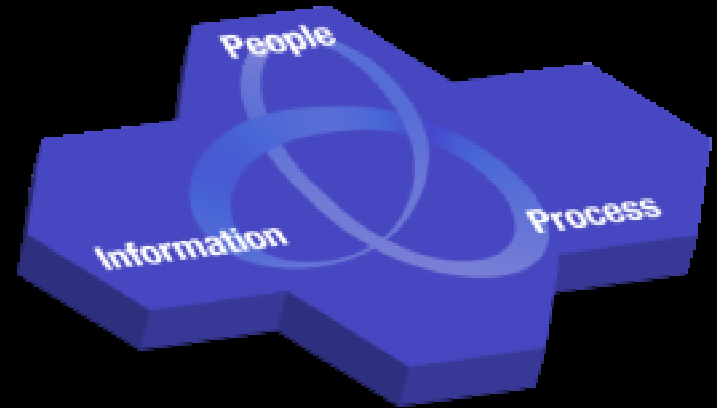
Composite applications and front-end integration

- **Communications and collaboration services**

- **Open and flexible access methods**

Business Innovation & Optimization Services
Facilitates better decision-making with real-time business information

Development Services

Integrated environment for design and creation of solution assets

Interaction Services
Enables collaboration between people, process & information

Process Services
Orchestrate and automate business processes

Information Services
Manages diverse data and content in a unified manner

Facilitates communication **ESB** *between services*

Partner Services
Connect with trading partners

Business App Services
Build on a robust, scaleable, and secure services environment

Access Services
Facilitates interactions with existing information and application assets

Apps & Info Assets

IT Service Management

Monitor, manage and secure services, applications & resources

Infrastructure Services
Optimizes throughput, availability and performance

Composite Applications: Dynamic Delivery of Services

Services

Presence Awareness	Workflows
Instant Messaging	Communication
Business Alerts	E-Forms
e-Mail	Content Management
Document Management	Collaboration
E-Learning	eHR
ERP Information	Composite products
Sales Force Automation	Syndicated Rates
Management Dashboards	Customer Relation Management

Natural, Intuitive, Adaptive User Experience

role-based

process-driven
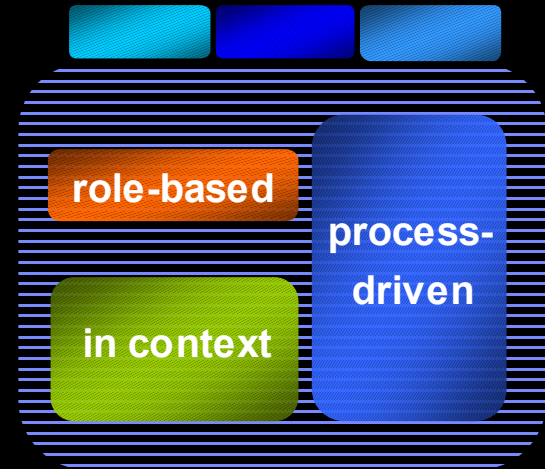
in context

Composite application or view, that assembles and delivers services in the form of portlets , within a secure environment, in the context of a business process
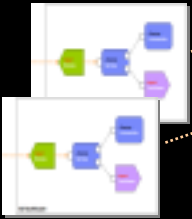
Composite Applications in WebSphere Portal

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

…Dynamically Delivered Based on Choice, Openness, Flexibility

Natural, Intuitive, Adaptive User Experience

role-based

process-driven
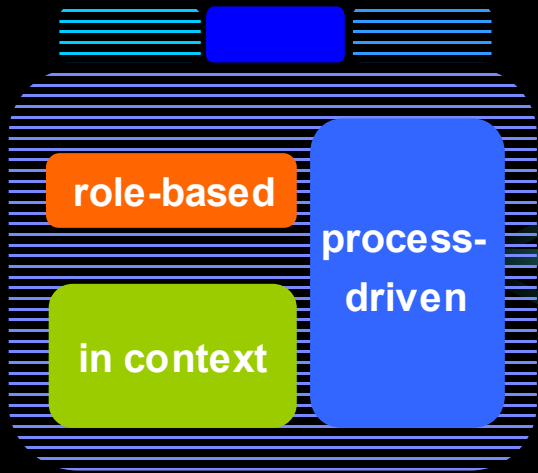
in context

Composite application or view, that delivers services in the form of portlets , within a secure environment, in the context of a business process

Rich Clients

Browser

Mobile Clients

Customers, Constituents

Employees

Partners, Suppliers, Sub-Contractors

IBM WebSphere® Portal – *The Industry Leader* *in Horizontal Portals*

+12% *yty growth in* **Portals**

2005 READERS' CHOICE AWARDS

intelligent enterprise "Best Portal Platform"

bowstreet

PureEdge

Magic Quadrant for Horizontal Portal Products, 2006

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

DAIMLERCHRYSLER

Building a "proactive infrastructure" for flexibility and responsiveness

The Challenge: **Increase competitive strength to sense everything from shifting customer preferences, to changes, to shipment dates -- & having the means to respond dynamically.**

The Solution: **A standards-based infrastructure & application framework based on Services Oriented Architecture for developing / deploying / running apps & integrating processes end-to-end.**

> *"The IBM solution provides a flexible, efficient means to break down silos across DaimlerChrysler, giving us the foundation to become a nimbler, more responsive company."*
> *-- Dr. Seshu Bhagavathula, Director Technology Strategy*

On Demand Business Benefits:
- ✓ **Reduced development cycle times and app lifecycle costs**
- ✓ **~50% reduction in installation costs for new apps**
- ✓ **~30% reduction in ongoing operations costs**
- ✓ **DaimlerChrysler a stronger, faster, more adaptive competitor in the global auto market**

Prudential **Financial**
Growing and Protecting Your Wealth®

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 Version 6.0
Business Agility, Innovation and Responsiveness

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

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 the ability to manage content & make changes themselves."*

Administrators

Developers

WebSphere Portal Version 6.0 as platform for Composite Applications

- **Easily Build and deploy** <u>template-based</u> **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**
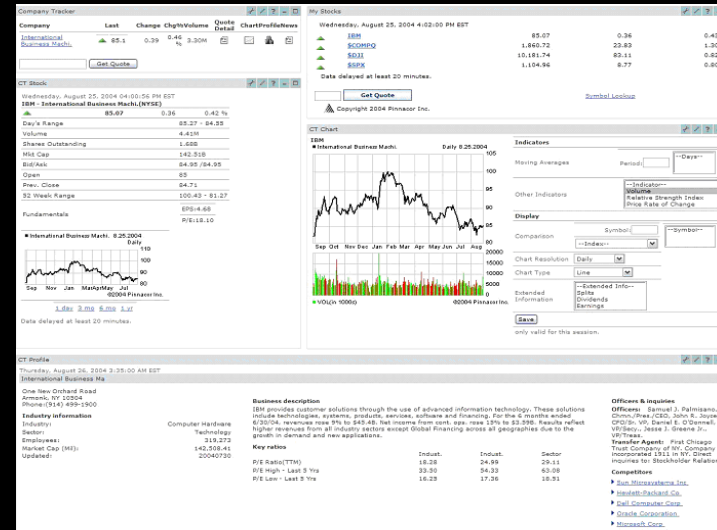
Integrating Process and Flow within IBM WebSphere Portal Version 6.0

Improve Operational Efficiency

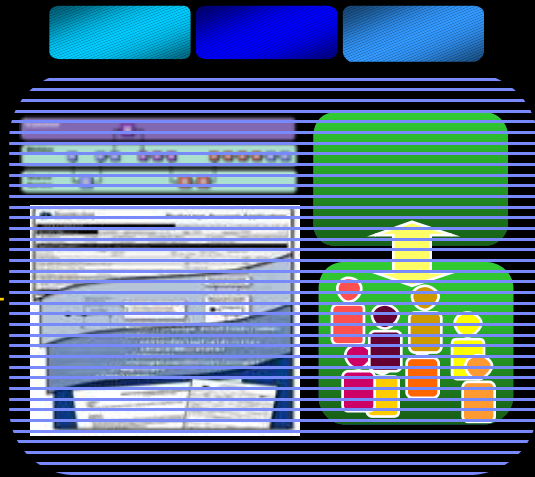*"We need to be more efficient, to drive more business and add to the bottom line."*

■ Management ■ Administrators
■ General User ■ Developers

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

- **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**

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
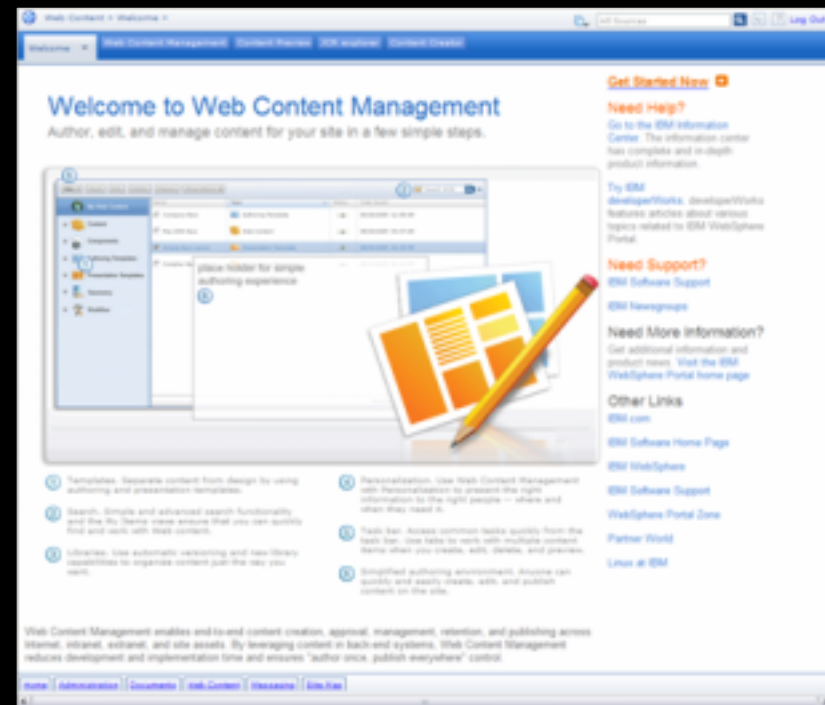
More key enhancements in Workplace Web Content Management Version 6.0

- **Improved** Site Scalability
  - Libraries allow delegation of control for specific parts of a site, as well as simplifying the sharing of assets 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 and reduces administration efforts

- **Greater** "Look and Feel" Flexibility **for sophisticated websites**
  - Enhanced Cascading Style Sheets (CSS) support enables designers to not only define the overall look & feel of the site, but also to specify available styles for different site areas, templates, user profiles, and content types for authors to use

- Protection against broken links

  - New Link Management enhancements ensure all internally referenced website links will be up to date (e.g. "live" and not "broken") and provide a library view to manage external links

- **Simplified** Administration
  - Integrated administration within Portal – no need to learn a different UI or administer from different location
  - WebSphere clustering support: Administration of multiple WCM servers as one
  - Simplified cache and logging

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**

IBM

IBM Lotus Expeditor:
Extend Composite Applications to Portal-Managed Clients

- **Portal applications available on managed clients, whether connected or disconnected**

- **Enhanced role-based portal administration**

- **Increased User Productivity through access to enterprise portals**

- **Help lower TCO through remote deployment and maintenance**

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 the 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"

Increase Productivity

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

- General User
- Administrators
- Developers

- **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**

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 Document Handling Capabilities

- **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**
- **Microsoft Office Integration**
  - **Power Point, MS Word and Excel**
  - **Check in, check out**
- **Microsoft Windows**
  - **Drag and Drop**
  - **Right click support**
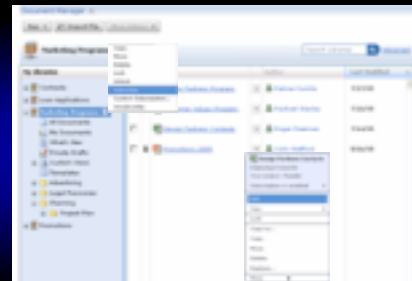
Browser Interface
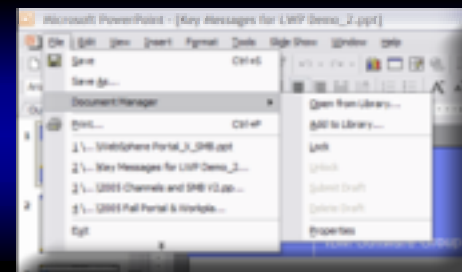
Application Integration
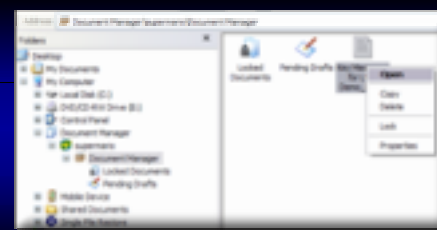
Microsoft Windows Integration

Extending Lotus Notes and Domino with WebSphere Portal

composite applications

role-based

process-driven

in context

Lotus. **Domino**

eMail / Calendar

Collaboration applications
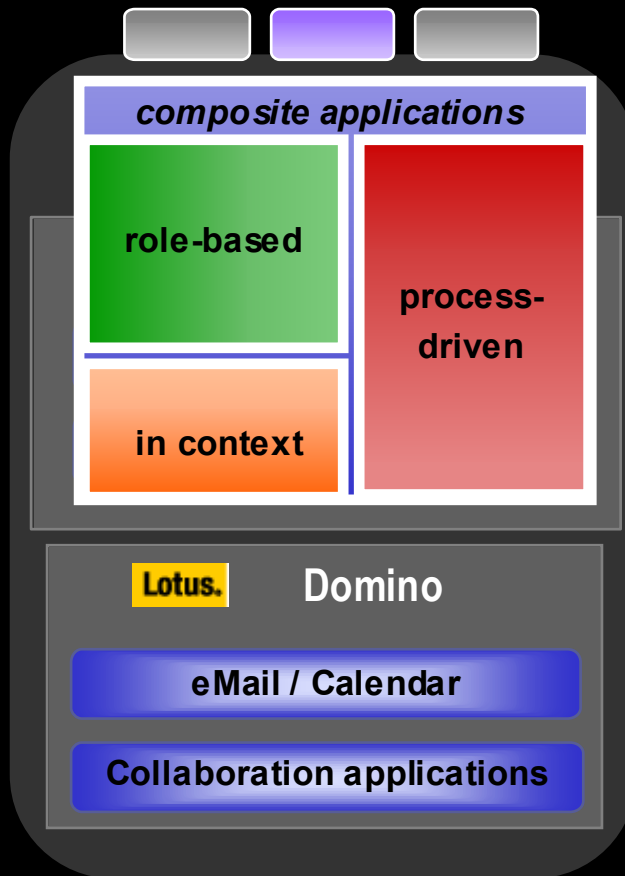
Domino + Portal Integration

Integrated installation

Integrated administration

Directory integration

Composite application support

Server-managed client technology

IBM Workplace Strategy

Extending Lotus Notes and Domino with WebSphere Portal

"Hannover"

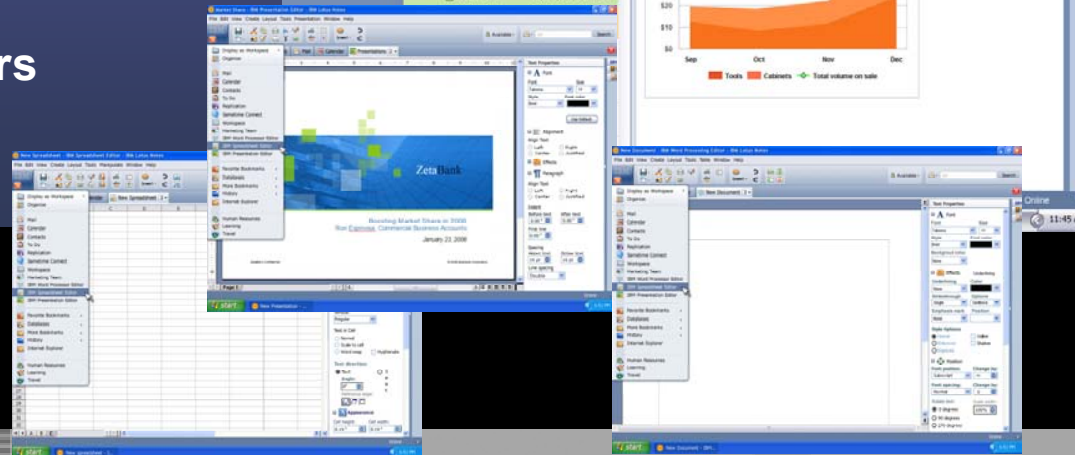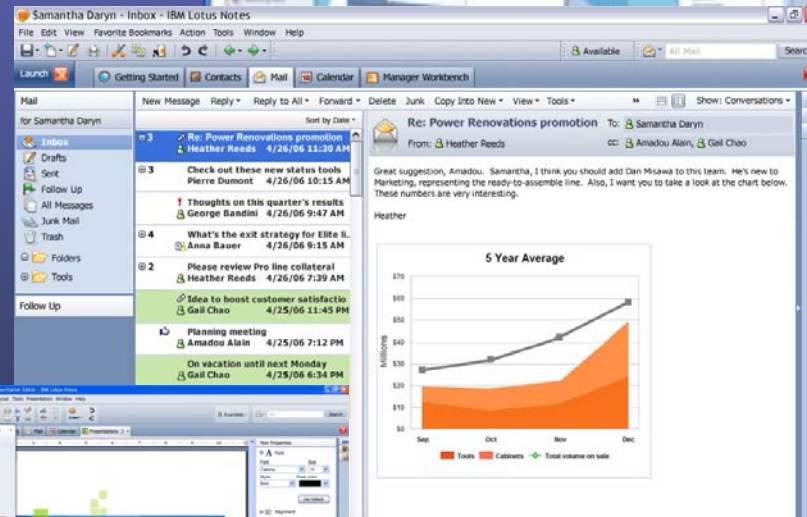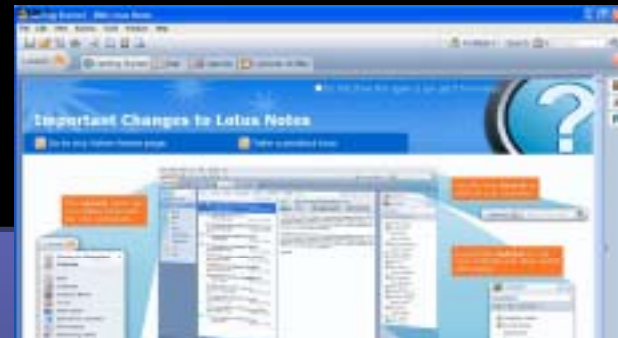- **Next generation user experience**
- **Enhanced mail, calendar, contacts**
- **Composite applications**
- **Integrated Document Editors**
- **Server managed client**

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 (SIAPI) 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

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 the 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

Helping to Accelerate Deployment

Accelerate Deployments & Reduce Costs

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

Administrators
Developers

- **Optimized Deployment of Custom Pages and Portlets through Advanced Personalization**

- **Policy Management Streamlines Deployment**

- **Reuse Portal deployments both inside and outside firewall using Virtual Portal function**

- **Enhanced Management of WebSphere Portal Version 6.0 in a Clustered Environment**

- **Improved Performance!!!**

Description

Rule body

Condition: When the following conditions are met...

-- Select Attribute -- ▾   --Select Operator-- ▾   -- Select Value -- ▾

+ Add

Action: Perform the following action...

-- Show Page -- ▾

Save   Cancel

Workplace Policies

Edit Properties
Set the conditions and actions for the workplace application policy.

* **Name:**
Default Workplace Application Policy

Maximum workplace application size:
- ○ No limit
- ◉ Limit   60   MB
- ☐ Send warning message at   60 ▾ %

Send warning message when maximum workplace application size is exceeded to:
- ☐ Administrator
- ☑ Moderators
- ☐ Members
- ☑ Display warning message in Home page of application.

Length of time to keep after no activity:
- ○ No limit
- ◉ Limit maximum days with no activity to   90   days
- ☐ Send warning message after   days

Send warning message for maximum days with no activity to:
- ☐ Administrator
- ☑ Moderators
- ☐ Members

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

IBM Workplace Composite Products

Extending Portal to solve specific business needs

composite applications

Focus
Solving a Particular Business problem vs a functional component

Accelerate
"time to value"

Benefits
"Out of the box" end user product

Maintains flexibility with SOA platform & tools to Extend capabilities

Business Oriented
Focused on emerging business needs

IBM Workplace for Business Strategy Execution
Simply a better way to manage your business objectives

- **Translates company strategy into specifics for execution**

- **Cascades, interlocks and links objectives**

- **Supports real time management of interactions, metrics, and dependencies**

- **Rapid resolution of existing and projected gaps in plans**
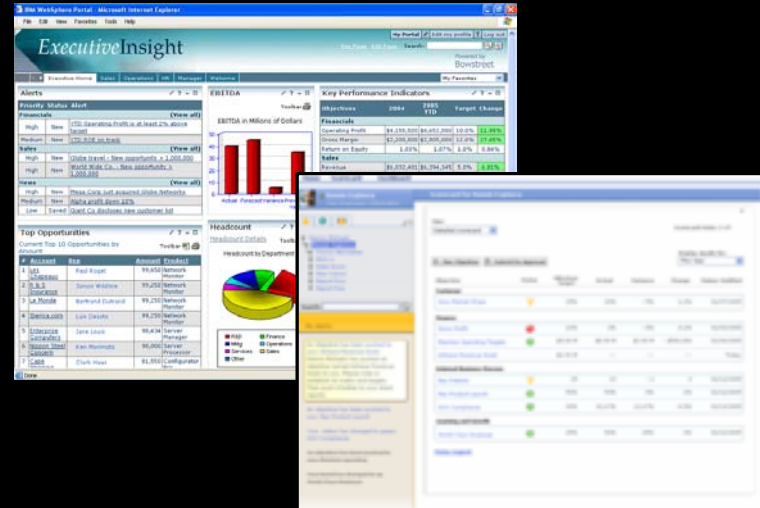
- **A dynamic change management system to quickly push, reach agreement, and implement modified objectives**

- **Embeds collaborative services to support correcting objective shortfalls**

- **Tools to rapidly build and link composite, role-based 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 architecture

- Integration Extensions including Domino

- Profiling engine

Workplace Dashboards

Dashboard Framework

Portlet Factory Tooling
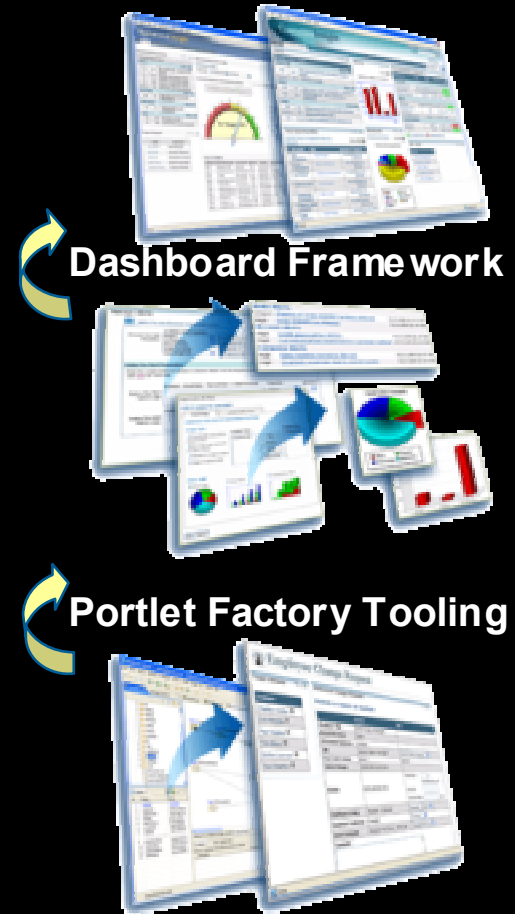
IBM Workplace for Business Controls & Reporting
Provides a simple way to navigate and monitor control activity across your business

- **See business control organization and ownership over units**

- **Follow business processes for each unit**

- **See controls and evaluation histories**

- **Global shared controls and documentation to reduce ambiguity**

- **Integrated collaborative tools teams remediate issues**

- **Audit trail to track changes and increase transparency**

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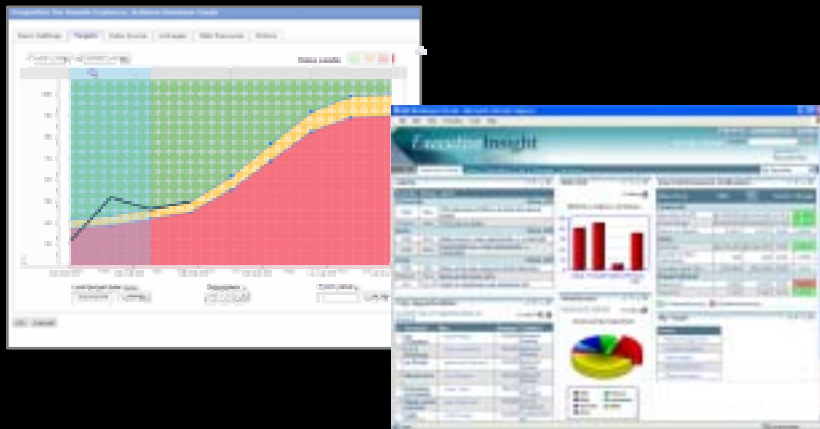
- **Pre-built functions utilize SAP & other applications to enable better business strategy execution**
- **Rapid application development environment with many pre-built assets**
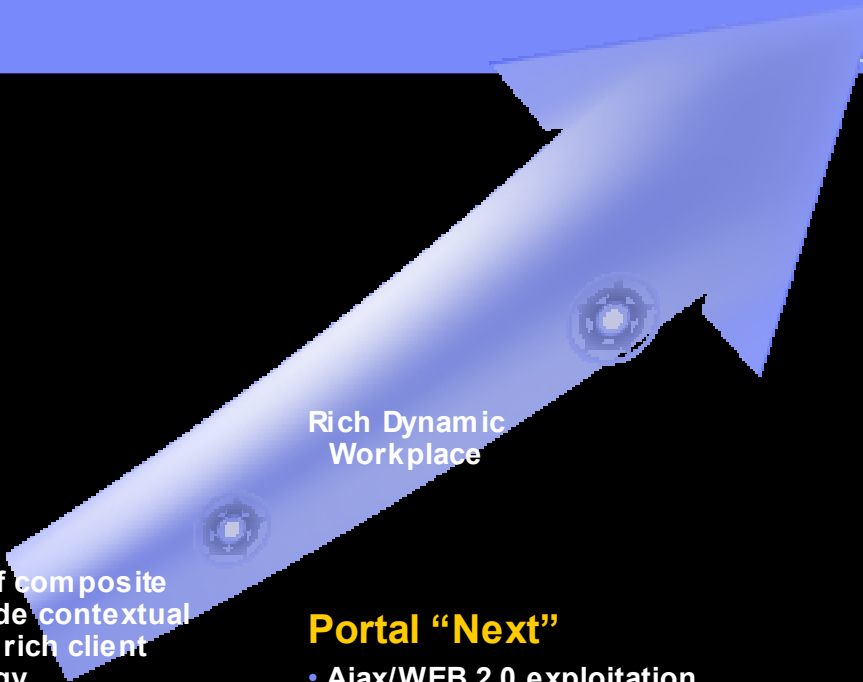- **Flexible, new capabilities via intelligent, interactive Web-based forms**

Final Thoughts

Portal Continued Evolution

- **Portal is the center of composite applications and interaction services in SOA frameworks**

- **Portals evolve to rich dynamic workplace capabilities**

Rich Dynamic Workplace

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

Role-based composite applications with single sign on

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**

Portal 5.1.0.x

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

Note: Information is subject to change

IBM WebSphere Portal Version 6.0 *helps you…*

1   **Improve operational efficiency**

2   **Increase organizational productivity**
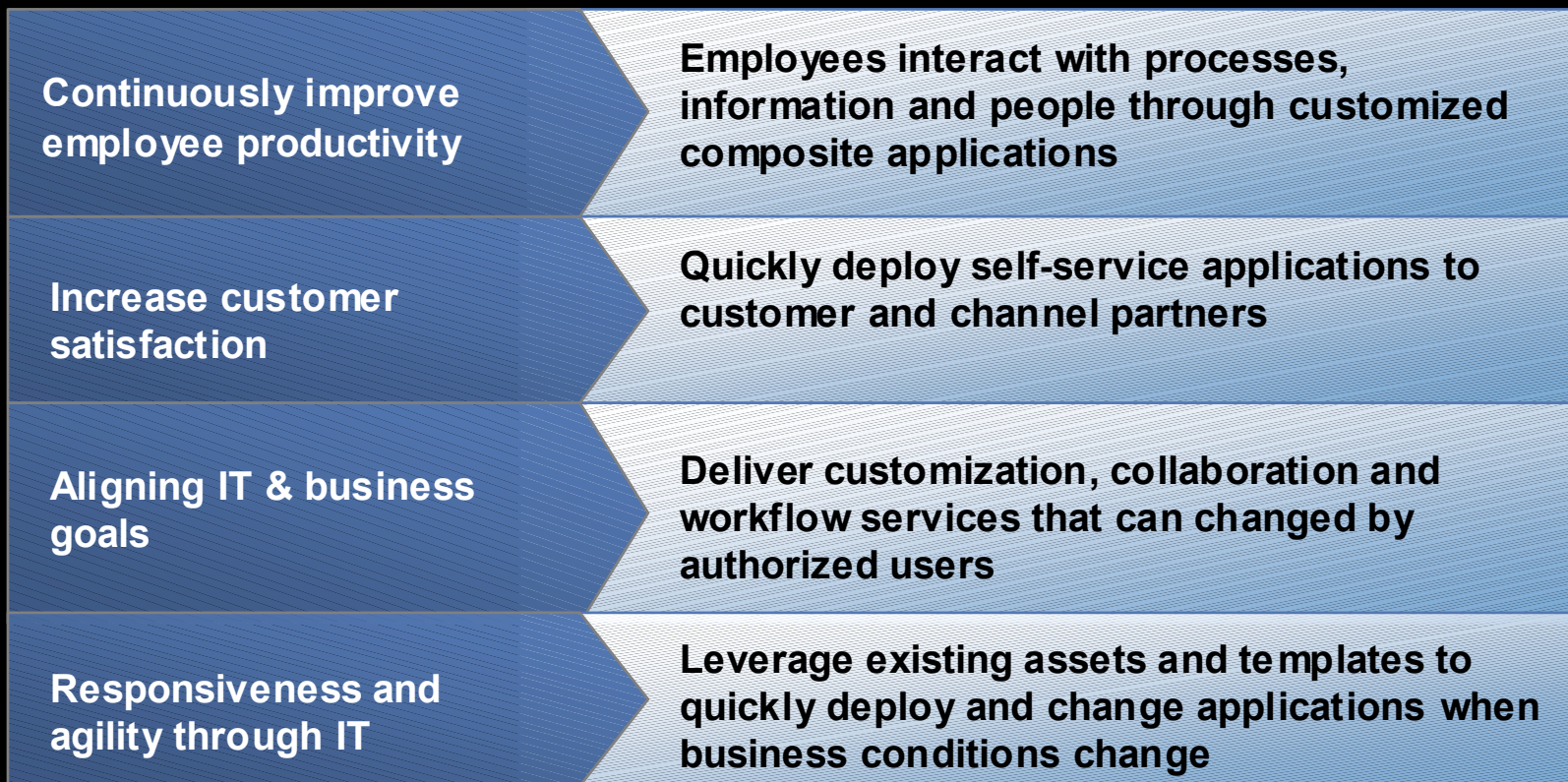
3   **Accelerate implementation**

4   **Delivered by an established leader - IBM**

WebSphere® Portal Version 6.0

Challenges …	*The business value of WebSphere Portal*
Continuously improve employee productivity	**Employees interact with processes, information and people through customized composite applications**
Increase customer satisfaction	**Quickly deploy self-service applications to customer and channel partners**
Aligning IT & business goals	**Deliver customization, collaboration and workflow services that can changed by authorized users**
Responsiveness and agility through IT	**Leverage existing assets and templates to quickly deploy and change applications when business conditions change**

WebSphere Portal Version 6.0

The Platform for Innovation

Thank You!

- **Backup**

The Interface for SOA

IBM

The Basics of SOA

… a service?

A **repeatable business task** – e.g., check customer credit; open new account

… service oriented architecture (SOA)?

An IT **architectural style** that supports integrating your business as linked services

"Technology is certainly key to a successful SOA integration, [but] it is the coalescence of the people, process and information [with] business insight and emerging best practices for overall organizational change through SOA."

zapthink

# Enterprise Portals Represent a Compelling _First_ SOA Project

"Through 2007, an **enterprise portal will be the first major application of SOA** concepts for more than 50 percent of enterprises."

Analytical source: Gene Phifer, Gartner Research;
Publication Date: 12 October 2005/ID Number: G00132930 Gartner 10/12/05

Websphere Portal is the front end to flexibility and business agility driven by SOA

Extend the ability to collaborate inside & outside

- Enhancing people to people collaboration
- Support multi-channel delivery
- Portal Composite Applications
- as a front end to SOA

People

Information

Process
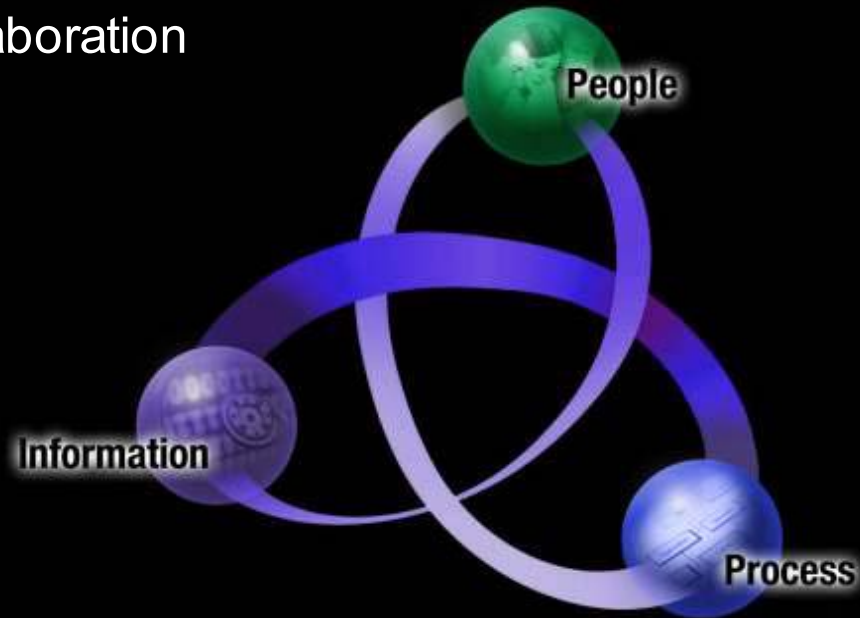
Critical enabler:

Openness

– Standards based access to integration and innovation

Source: IBM Global CEO Survey, 2006