

Note to Business Partner: This is a modular presentation. There may be charts in this presentation that you may not need. Please feel free to delete charts or modify the presentation for your customer seminar.

# IBM WebSphere Portal Family Strategy and Offerings

Business Partner Name  
Date

IBM Software Group

# Agenda

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- WebSphere Software Platform
- Why Portals, Why Now?
- The Three Portal Imperatives
- WebSphere Portal Family
- IBM Differentiators
- Sample Portal Engagement - B2E
- Customer Proof Points
- Next Steps
- Summary
- Websites and References

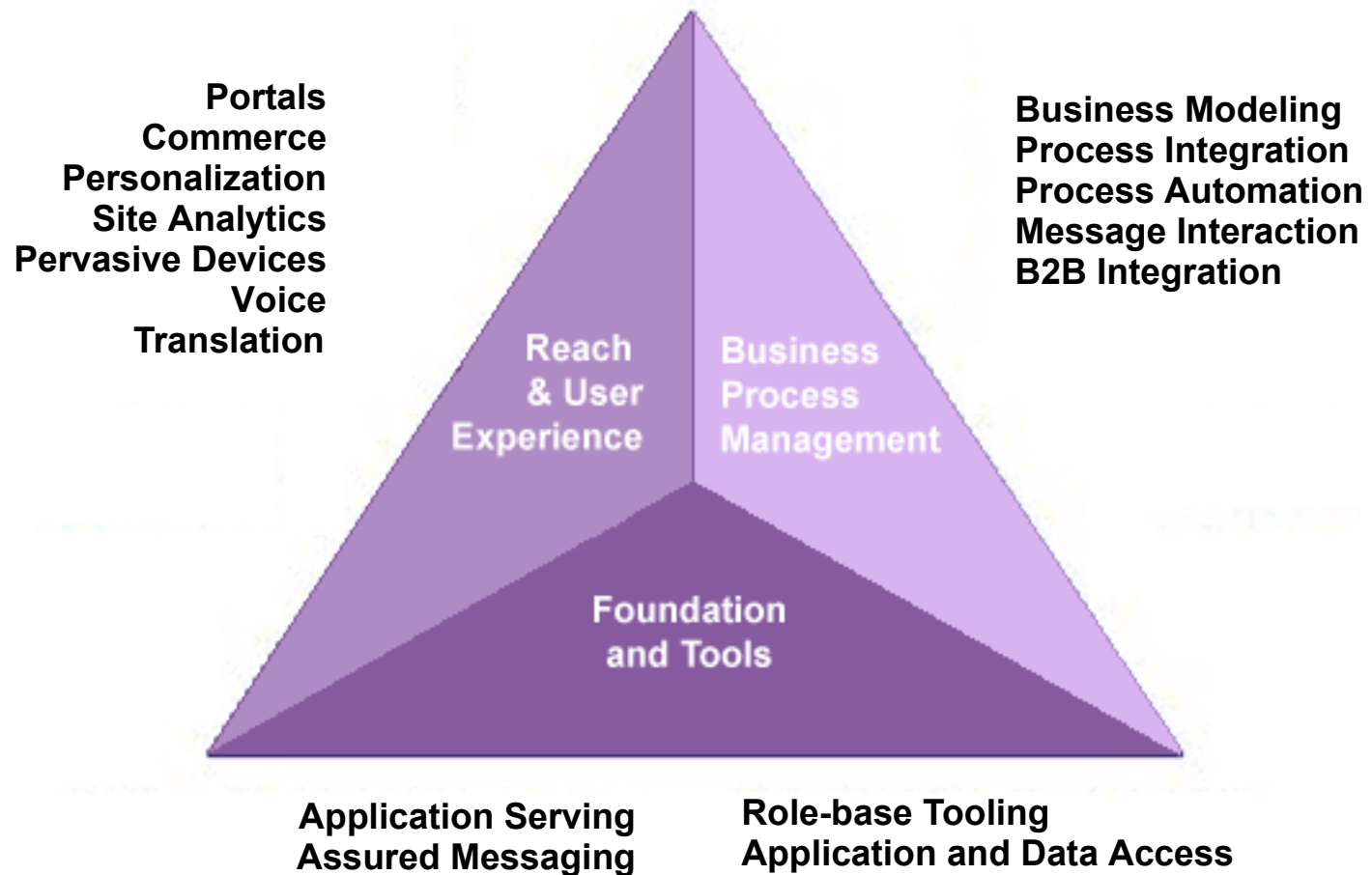
# Seminar Objectives

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- By the end of today's seminar you will know the following about IBM's WebSphere Portal Family Strategy and Offerings:
  - Why Portals?
  - What problems it solves for you and your customers
  - How IBM addresses the three customer imperatives
  - What the offerings are
  - How the offerings work
  - What's new and the importance of the Portal Family 4.1 announcement
  - Value proposition and IBM's competitive advantage
  - And how we can perform an assessment of your business to determine how the WebSphere Portal Family can work for you

# The WebSphere Software Platform

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# WebSphere Market Leadership

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- ★ **50,000** global customers
- ★ **9,000** partners (500% YTY)
- ★ **1,300** certified solution providers
- ★ **5,000** trained global integrators
- ★ **1,000** engagements via WebSphere
- ★ **2:1** Top CIOs prefer WebSphere to nearest competitor
- ★ **11** consecutive quarters of double-digit growth

**Most Rapidly growing  
e-business platform**

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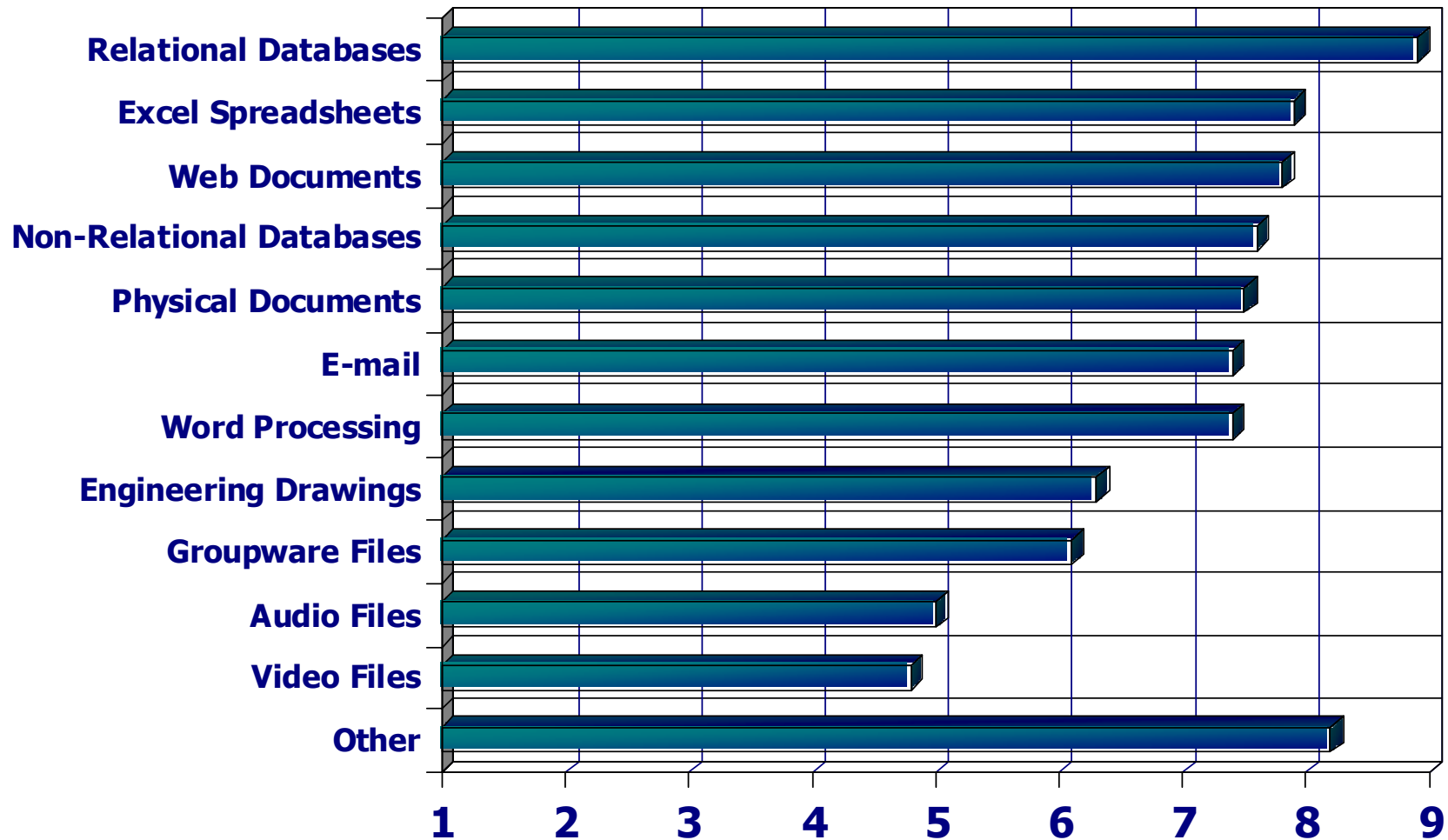
# What's going on?

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- Too much data
- Too little data
- Data that can't be found
- People working as islands
- A critical mass of “Web Enabled” data and applications, albeit without
  - Consistency
  - Integration
  - Ease of Use
  - Filtering
  - Organization
- Companies are starting to leverage the investments they've made the past few years



# Where is Critical Data Stored?



*Source: Strategic Focus, Inc., of 300 respondents*

# Why are Enterprise Portals Used?

Dynamic  
Workplaces



*Source: InformationWeek Research, of 100 Business professionals;  
multiple responses allowed*

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# Portal Imperative #1 - Information Aggregation

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- Portals reduce
  - Infoflood
  - Infoglut
  - Infofamine
- By providing
  - Relevant and targeted,
  - Primary and related,
  - Integrated,
  - Information
- Resulting in
  - Increased productivity
  - More accurate information
  - More effective actions

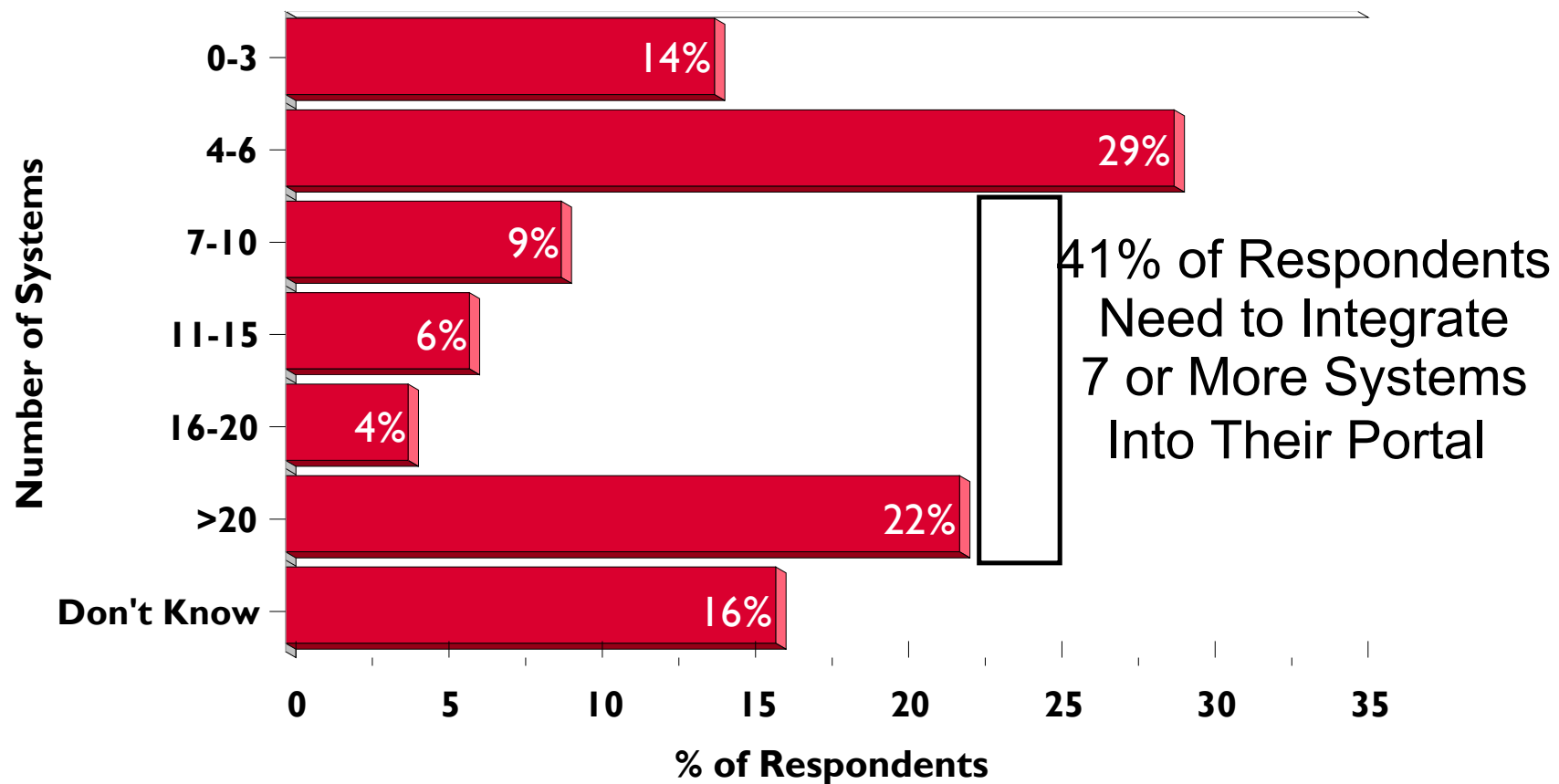


# Portal Imperative #2 - Application Integration

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- Portals provide
  - Common, consistent user interface
    - Reducing training, support costs
  - Single sign-on
    - Improving overall security, reducing support costs
  - Presentation layer
    - For current and future applications, reducing engineering and development costs
  - Integration/transaction framework
    - Maximizing use of stovepipe data and applications, reducing engineering and development costs

# “How Many Systems Need to be Integrated Into Your Portal?”



# Goal of Integration

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- Intuitive, easy to use interfaces on top of complex applications
- Common and consistent functionality
- Universal access point
- Data, process integrity
- Support
  - Mergers and acquisitions
  - Internal business alignment
  - Growth

# Portal Imperative #3 - People Collaboration

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- Portals provide
  - Collaboration
- Across
  - Users
  - Stovepipes
  - Devices
- To
  - Maximize Portal value
    - Increase productivity
    - Accelerate business cycles
    - Promote cooperation



# Metcalfe's Law

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- "The value of a network increases exponentially with the number of interconnected users and resources"
- In other words, a network with 10 times more users and resources is 100 times more valuable
- So, essential to easily get users working
  - Anywhere
  - Anytime
  - On any device
  - Via collaboration/communities

# Collaboration/Communities

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- Teamrooms
- Expert locators
- Project management
- Chat
- e-Learning
- On-Line presence and messaging
- Web conferencing/e-meetings
  - White boards
  - Application sharing
- Knowledge sharing and discovery tools

70% of Portal Implementors  
Desire Collaborative Features  
- META Group, October, 2001

# Business Value of Enterprise Portal

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- Organized information
  - ▶ Targeted, more relevant
  - ▶ Infoglut, Info-famine, etc.
- Single sign-on
  - ▶ Fewer passwords, better user experience
- Common presentation
  - ▶ Consistent user interface
  - ▶ Pervasive access
- Unification of applications
  - ▶ New ways of accessing old applications
  - ▶ Remove Stove Pipe Applications
- Desktop of the future
- Revenue benefits
  - ▶ Hard Dollars
  - ▶ Publishing
  - ▶ Travel, etc.
- Soft Dollars
  - ▶ Work force productivity
  - ▶ Innovation
  - ▶ Reduced cycle times
  - ▶ Customer Loyalty - Experience
- Cost Avoidance
  - ▶ Deployment of new applications
  - ▶ “Rail Road” Tracks

# Agenda

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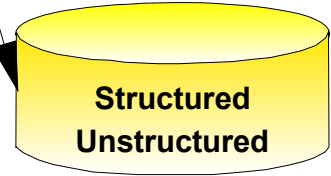
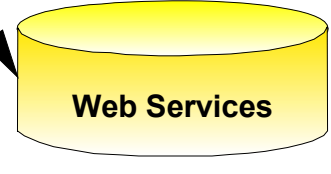
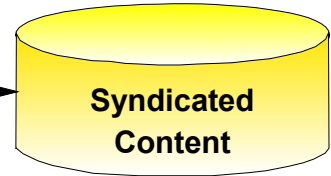
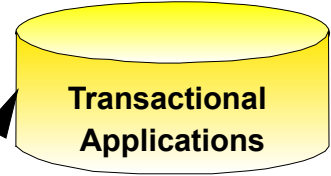
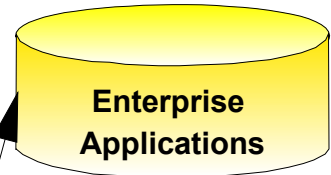
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# WebSphere Portal Experience

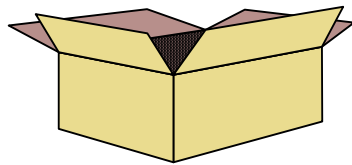
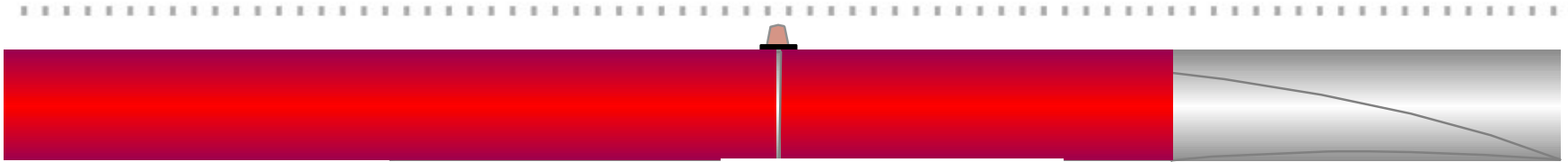


Trans coded  
Multiple Devices  
Proper format

- Single Point of Interaction of the end user
- Personalized for each individual
- Timely notification of information
- Collaborate with other team members
- Workplace for applications, processes, & content
- Preferred Language

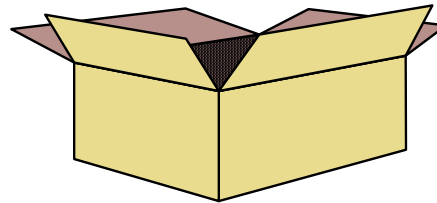


# WebSphere Portal Family



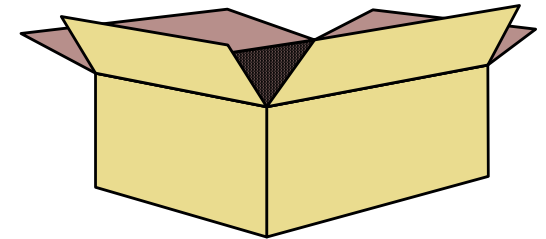
## WebSphere Portal Enable

- Portal Framework
- Portlets
- Personalization
- Administration



## WebSphere Portal Extend

- WP Enable +
- Collaborative Communities
- Project Management
- Instant Messaging
- Federated Search
- Site Analytics



## WebSphere Portal Experience

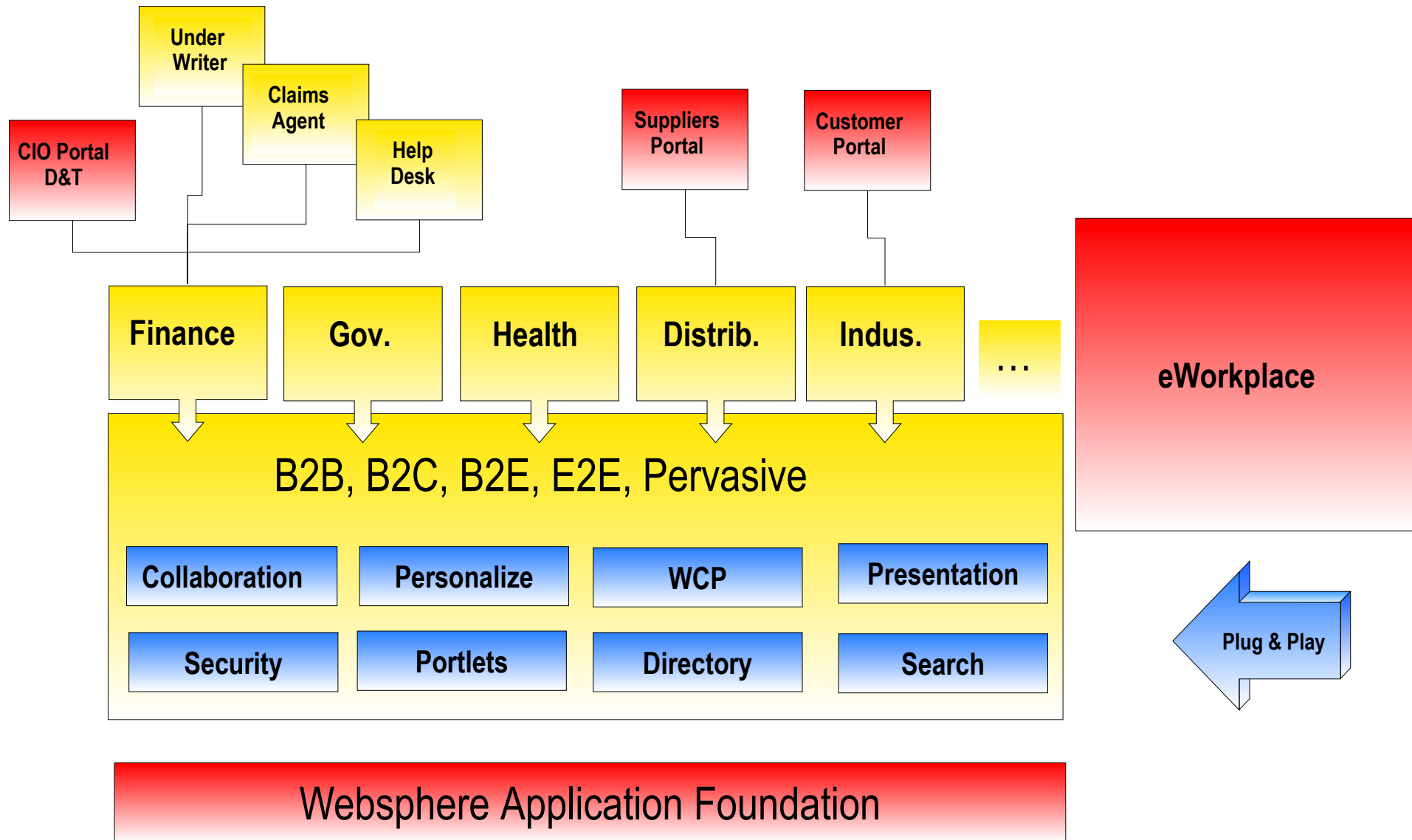
- WP Extend +
- Security Management
- Content, Media Management
- e-Meetings, App Sharing, Whiteboards
- Offline Teamrooms

# Significant Enhancements in 4.1

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- Integration with latest releases of complementary software
  - WebSphere
    - Application Server V4
    - Personalization V4
    - Site Analyzer V4
    - Studio Application Developer V4
  - Lotus
    - Collaborative Places
    - Collaborative Components
    - Domino Extended Search
- Content Publisher
- Usability
  - e.g., any row/column layout
- Administration
- Mobile Support
- Web Services

# Framework: Horizontal & Vertical





# Single Point of Access

## ■ Functionality

- Browser based - Single point of access
- Single Sign On - Global access
- Portlets - Windows to all major applications
- Access - Secure, filtered access to corporate data

## ■ Business Value

- Funnel and filter to the overwhelming information
- Make better designs when you have the right information
- Provide a common "desktop" with the proper tools that different jobs require
- Removing stovepipe applications and departments
- More Effective experience

The screenshot shows a web browser window titled "SampleHomePage - Microsoft Internet Explorer" displaying an IBM WebSphere Portal Server interface. The page is dated June 4, 2001, at 1:13 PM. The interface features a navigation bar with tabs for Home, Shopping, Favorites, Admin, and Misc. The main content area is divided into several portlets:

- News:** Displays headlines such as "The Economist Headlines" and "Cruel, or just unusual?" with timestamps.
- Task List:** Shows a table of tasks with columns for Action, Description, and Received. Two tasks are listed: "Credit Request" received on May 5, 2001.
- Team Rooms:** Includes links for "Architecture Board", "My department", and "Create a new team room".
- Documents:** Lists "My Documents" including "Security White Paper" and "Customer Presentation".
- Buddy List:** Lists users like "Doctor Know/WWC Corp", "Jade Kiro/WWC Corp", and "Nikol Amidas/WWC Corp".
- Stock Quote:** Displays stock information for NYSE: IBM, including current price (\$113.21), change (Up \$0.32), and volume (804,600).
- Top Value Returns:** A table listing top value returns for various companies.
- Calendar:** A calendar for June, highlighted with a red box, showing dates from 3 to 30.



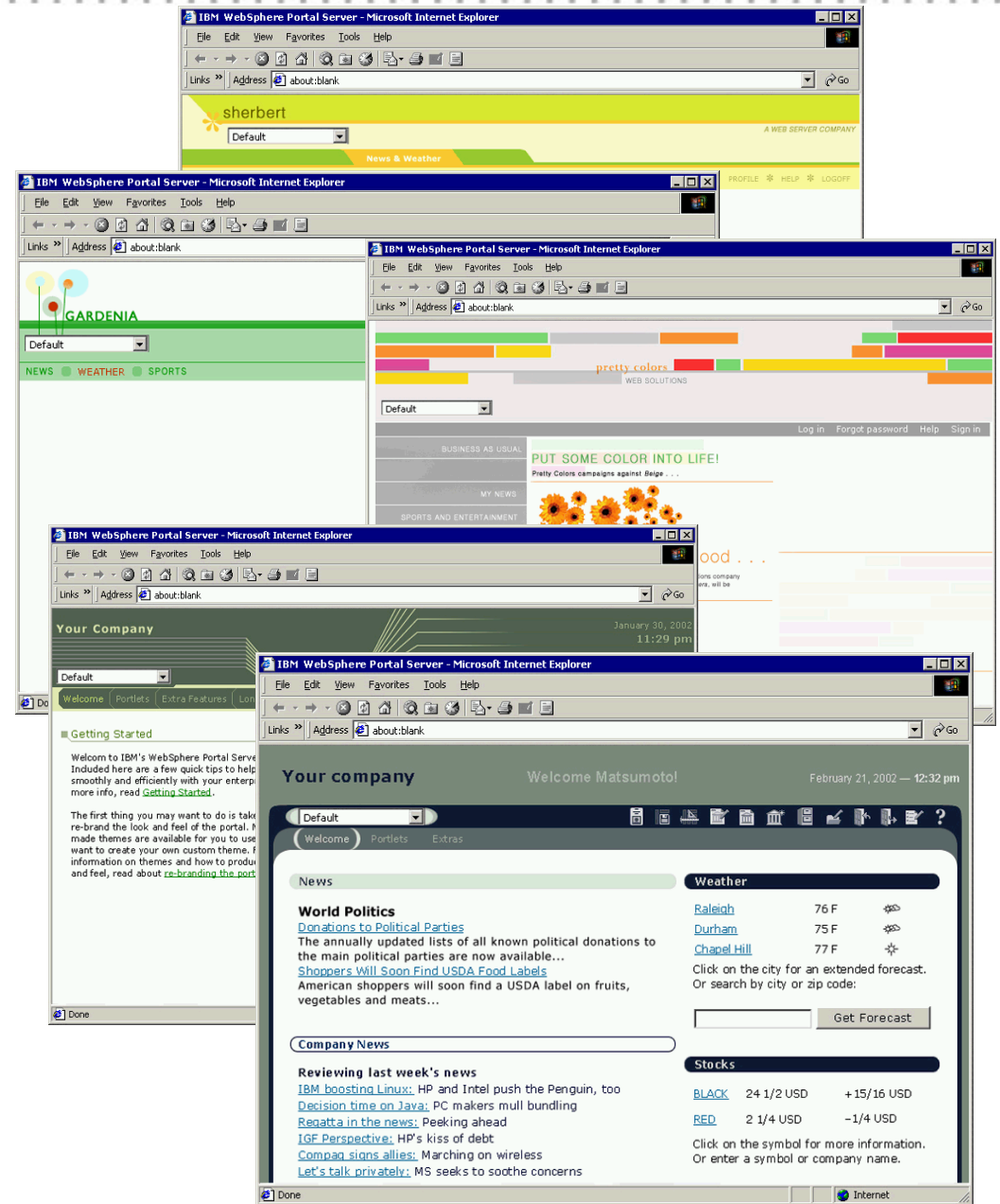
# Customization

## ■ Functionality

- ▶ Themes - Apply an over all look and feel to your portal pages
- ▶ Skins - Apply an over all look to your portlets
- ▶ Navigation Models

## ■ Business Value

- ▶ Create "Branded" portal and page groups for different departments and Business units.
- ▶ Create "virtual" portals with in one portal infrastructure.



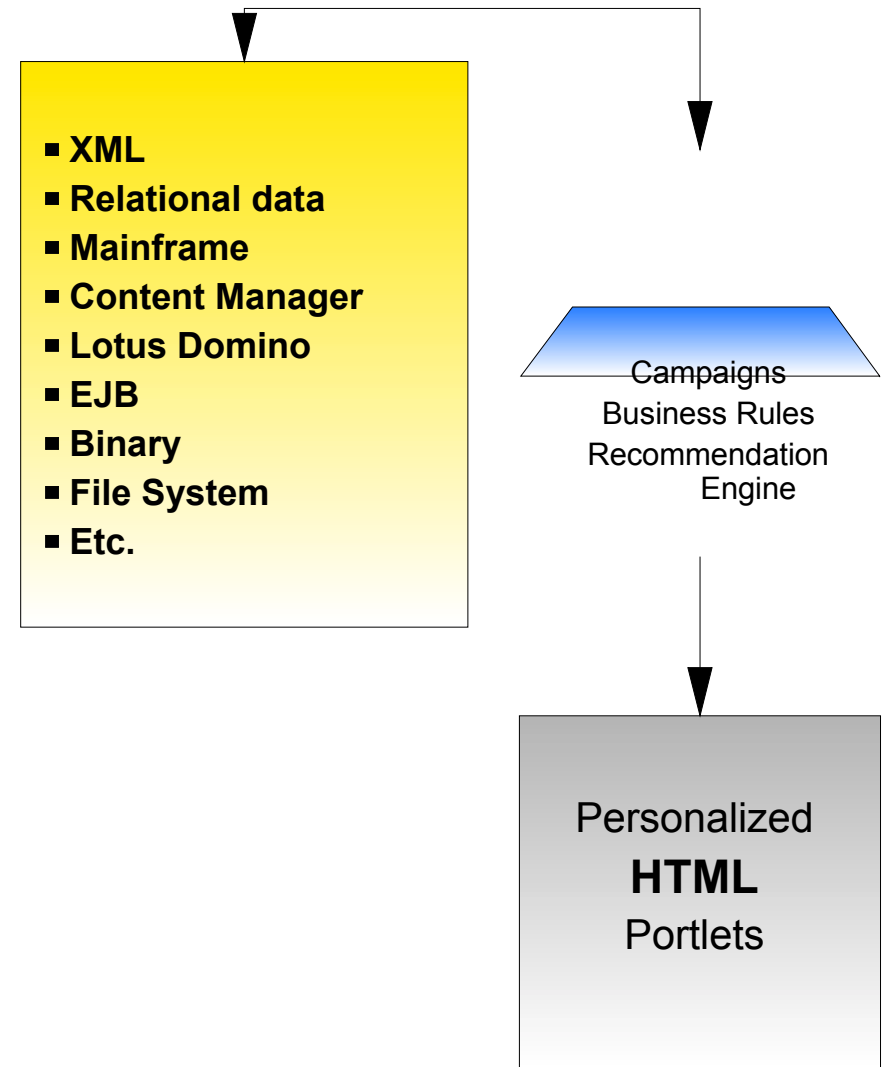
# Personalization

## ■ Functionality

- Personalization Engine with ability to create Rules for triggering personalized content
- Tools - Campaigns, Business Rules, Recommendation engine
- Translated - Enterprise data translated to HTML and personalized to HTML and portlets
- Mail Campaigns - Provide custom mailings

## ■ Business Value

- Provide content based on profiles, job, location, business rules, etc.
- Filter and personalize content for customers, business partners and employees
- Increase loyalty to portal / web site



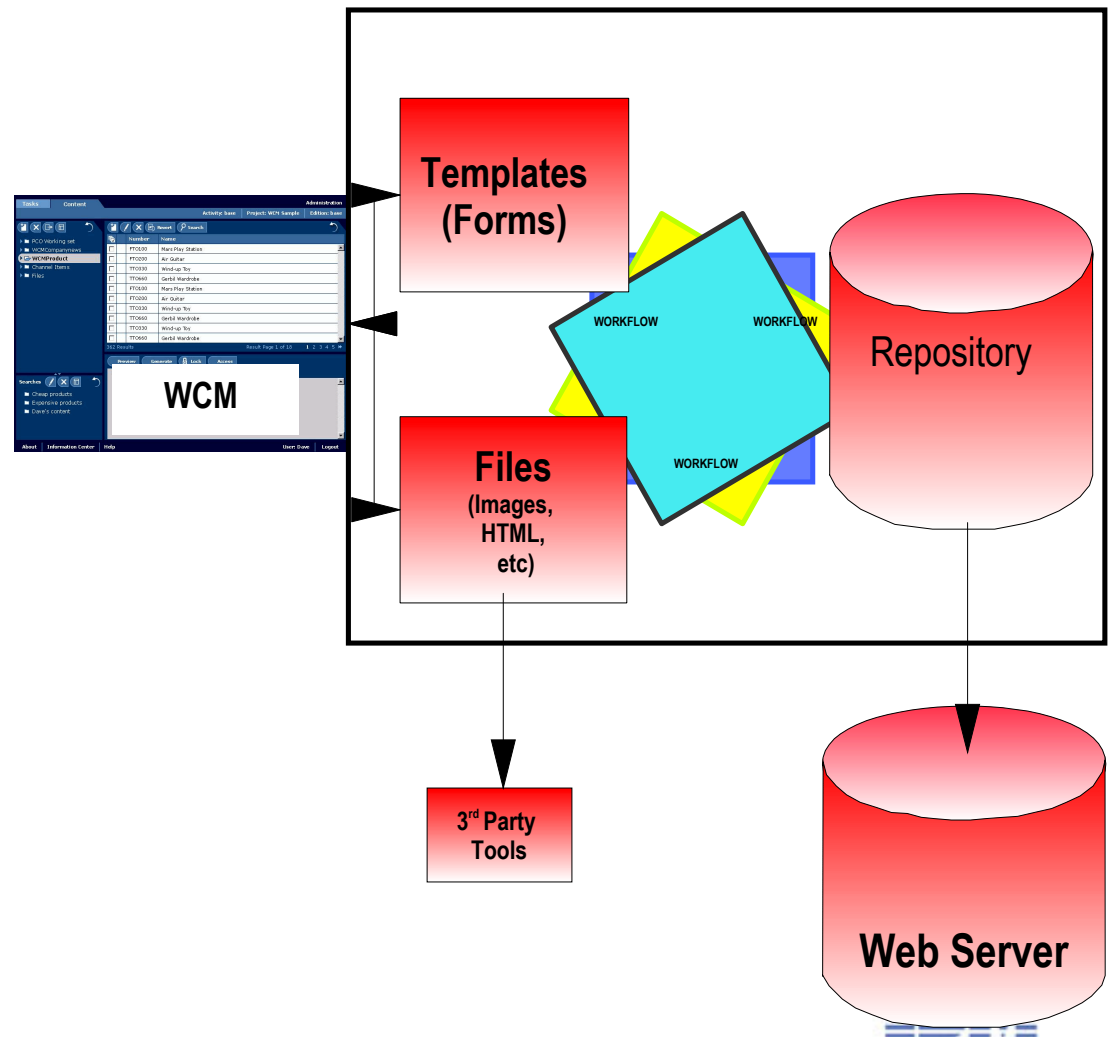
# Web Content Publishing

## ■ Functionality

- ▶ Web Content Publishing
- ▶ **Template based** - Template based content creation
- ▶ Integration - Integration with Industry Web Content players
- ▶ Workflow - Workflow and approval process provided
- ▶ Publish - Publish to portlets for review

## ■ Business Value

- ▶ Dynamic content
- ▶ Provide out of the box Web content publishing with portal
- ▶ Cost savings
- ▶ Move to "Distributed" Web Content Publishing
- ▶ Provide approval process for content



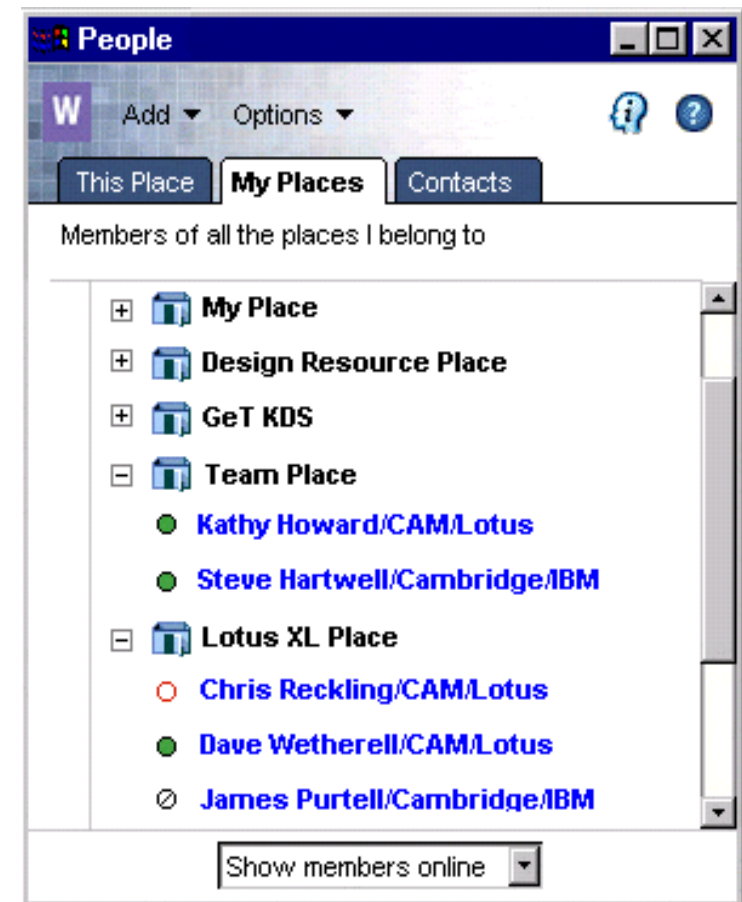
# Collaboration

## ■ Functionality

- Instant Messaging & Awareness - IM with team members
- eMeetings - Via a browser, users can "white board", "Application Share" either side of firewall.
- "Lotus Places" - Secure web based "community" to organize related tools, content, and team members.
- QuickPlace - Web based tool added to "Lotus Places" that provides rich functionality

## ■ Business Value

- First portal offering that provides "Contextual Collaboration"
- Moves away from the individual to Teams
- Provides both "View" & "Act"
- Higher increase in productivity
- Hard Dollar savings



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# Imperative #1-Information Aggregation and WebSphere Portal

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- Strong Data Management offerings
  - EIP, IBM Content Manager
- Lotus Discovery Server
- Aggressive partnering
  - Autonomy, Verity, Lexis Nexis, Atomica, Hoover's, Factiva, etc.
  - Interwoven, Vignette, etc.
- New built-in content publishing function
- Personalization

# Imperative #2 - Application Integration and WebSphere Portal

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- WebSphere MQSeries: the market leading business integration solution
  - WebSphere MQ
    - Any to any connectivity and coordination
  - WebSphere MQ Integrator
    - Rules driven dynamic routing
  - WebSphere Partner Agreement Manager
    - Enforce and control relationships between organizations
  - Crossworlds
    - Business Integration
- Tivoli
  - End to end security
- WebSphere Commerce Suite
  - Pre-built, high value application accelerator
- Host Integration
  - Easily leverage existing resources



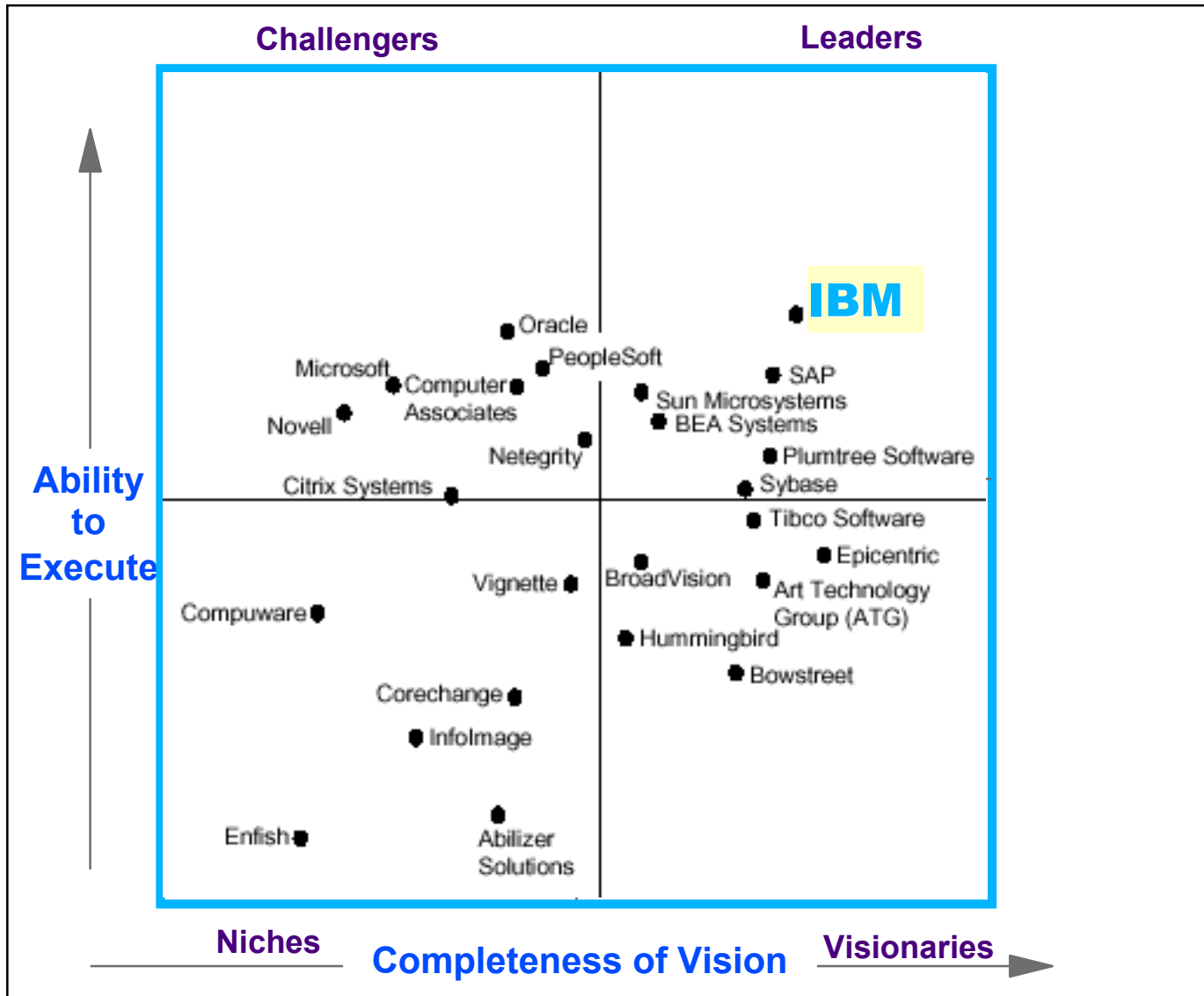
# Imperative #3 - People Collaboration and WebSphere Portal

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- "Lotus gives the WebSphere Portal Family a competitive advantage, since Lotus provides the most complete collection of collaborative services, and (as we predicted) IBM is leveraging this advantage." - META Group, 10/2001
  - ▶ Out-of-the-box community workspaces
    - Integrated project management tools (QuickPlace)
    - Integrated presence awareness, Instant Messaging & e-Meetings (Sametime)
- Pervasive Computing
  - ▶ WebSphere Portal is based on a wireless framework
- Voice Server
- Translation Server

# Gartner Magic Quadrant 2H02 Horizontal Portal Products

Source:  
Gartner  
Research  
April 2002



WebSphere software



## WebSphere Portal Family and Host Integration together...

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- Deliver a **single, Web-based interface** with access to multiple host applications and other Web-based data
- Dynamically build JSP pages with unique end-user sessions for each specific end-user
- Embed **direct** and **live** access to legacy applications in a Portal environment, managed via the Portal
- Avoid prompting users multiple times for security credentials within a given trusted domain
- Provide access to legacy applications in a Portal environment without any rewriting of code!

# What is the Host On-Demand Portlet?

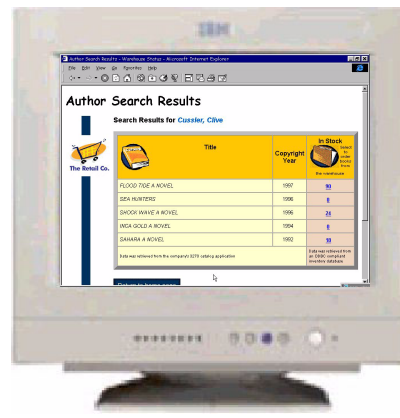
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- The portlet enables the integration of legacy applications into a WebSphere Portal environment, with no coding
- Coupled with WebSphere Portal, it provides one desktop solution for traditional and web-based applications
- Host On-Demand is a Java applet requiring the browser have a suitable JVM
- The Host On-Demand Deployment Wizard allows you to identify and configure 3270 and 5250 sessions
- The Custom Portlet Generator uses the Deployment Wizard output to create a portlet for easy host access and flexible user options
- The portlet requires Host On-Demand, which is available through the Host Access Client Package

# What is the Host Publisher portlet?



Merge two or more existing applications ...



into a single composite web page



into a consolidated enterprise portal page

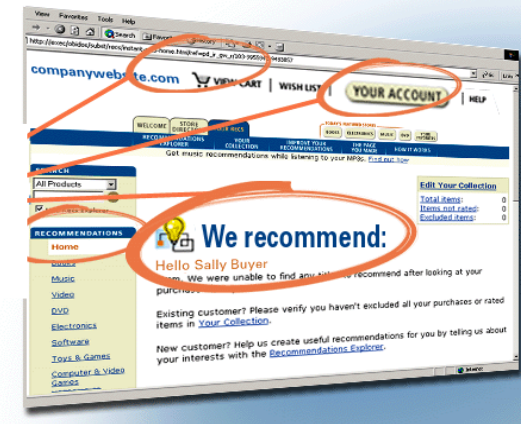
- Enables legacy content and services to quickly and easily be extended as new portal content
- Incorporate your huge inventory of legacy application content within the personalized single point of access provided by the WebSphere Portal Family
- Delivers the state management capabilities needed to enable complex interaction with existing legacy applications while enabling the navigational ease of use characteristics of the WebSphere Portal

# IBM's Commerce-enabled Portal: Easy To Do Business With

Strengthen  
Relationships

*Integrates commerce functionality into a portal framework*

- **Increases Customer Satisfaction & Retention**
  - ▶ Single "face" to customers, partners, employees
  - ▶ Consistent UI & service for all divisions & brands
  - ▶ More efficient access to multiple apps / divisions
- **ROI - Reduces Costs**
  - ▶ Common infrastructure for managing customers & personalized content
  - ▶ Same tools & skills for Commerce, other applications
  - ▶ Reduces TCO
- **ROI - Increases Revenue**
  - ▶ Creates cross-sell opps across divisions, brands
  - ▶ Sophisticated targeted marketing
- **Speeds Time-to-Market**
  - ▶ New business functions surfaced in Portlets
  - ▶ Shared infrastructure



*Easy to do business with means that from the customer's standpoint, interacting with you is as inexpensive and effortless as possible.*

Michael Hammer, *The Agenda: What Every Business Must Do to Dominate the Decade*

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# How to Get Started?

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- Take an inventory
  - Of assets
  - Of users
  - Of projects
- Take the user's perspective
  - "Model office"
- Select an initial "end to end" set of assets
- Prototype and refine



# Examples of B2E Portals

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If you are planning to lead with a B2E Portal, the next charts are available for explaining the benefits to the customers.

# What's a Portal to do?

Create a positive experience with the relevant information & communication, so you can take the right action

April 10, 2001 - 1:30pm (White Plains) Welcome, Sandesh Bhat - [Homepage Settings](#) | [My Profile](#) | [Log Out](#)

**Tools, Apps & Links**

- Skills and Learning**
  - Global Campus
  - Americas Procurement Guide
- Team Tools**
  - Sametime meetings
  - Sametime Connect
  - QuickPlace
  - Meeting Wizard
  - Audio/Video Conference
  - IBM Teamrooms
- Human Resources**
  - Contact and Phone list
  - Forms and apps
  - Manager services

**Download Central**

Test software is now available at ISSI website!

- System Check
- IBM Standard software installer
- alphaWorks
- developerWorks

**Travel and Expenses**

- EA2000 (expense reimbursement)
- Expense Account Status
- Online Travel Itinerary
- Amex online statements
- Travel website
- Disbursements website
- SiteServ (IBM locations)
- Hertz car rental reservations

**BluePages** Search HelpNow Feedback

great strategy-focused execution - **ibm wins** transcript available

- know the business**
  - [Transition to e-business, KM](#)
  - Front-end kudos, back-end wins
- work with my team**
  - [IBM teams for RubberNet win](#)
  - Four units execute \$40M deal
- apply the tools**
  - [MyNews upgrades](#)
  - External news channel content

**e-business principals: Learn the business from people who know it well**

**Messaging & Calendar**

Calendar

Schedule Meeting

April 2001

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

To-do list  
Read email  
Send email  
Notes Address book  
My Documents

**IBM Discussion Groups**

- Hardware**
  - Hardware info, using, developing, ...
  - discuss.hardware.server.m80
  - discuss.hardware.thinkpad.600
- Software**
  - Software info, programming, languages, ...
  - discuss.software.html
  - discuss.software.java.ejb
- News and Articles**
  - News about IBM Internal Discussions ...
  - discuss.news.announce
  - discuss.news.articles
  - discuss.news.wheris

**Learning Resources**

- Global campus releases new WebSphere courses
- Global Campus
- eLearning Services
- IBM University Connection
- Redbooks

**Scorecard**

**IBM Stock (IBM)**  
Quoted at: 2:37 PM EST

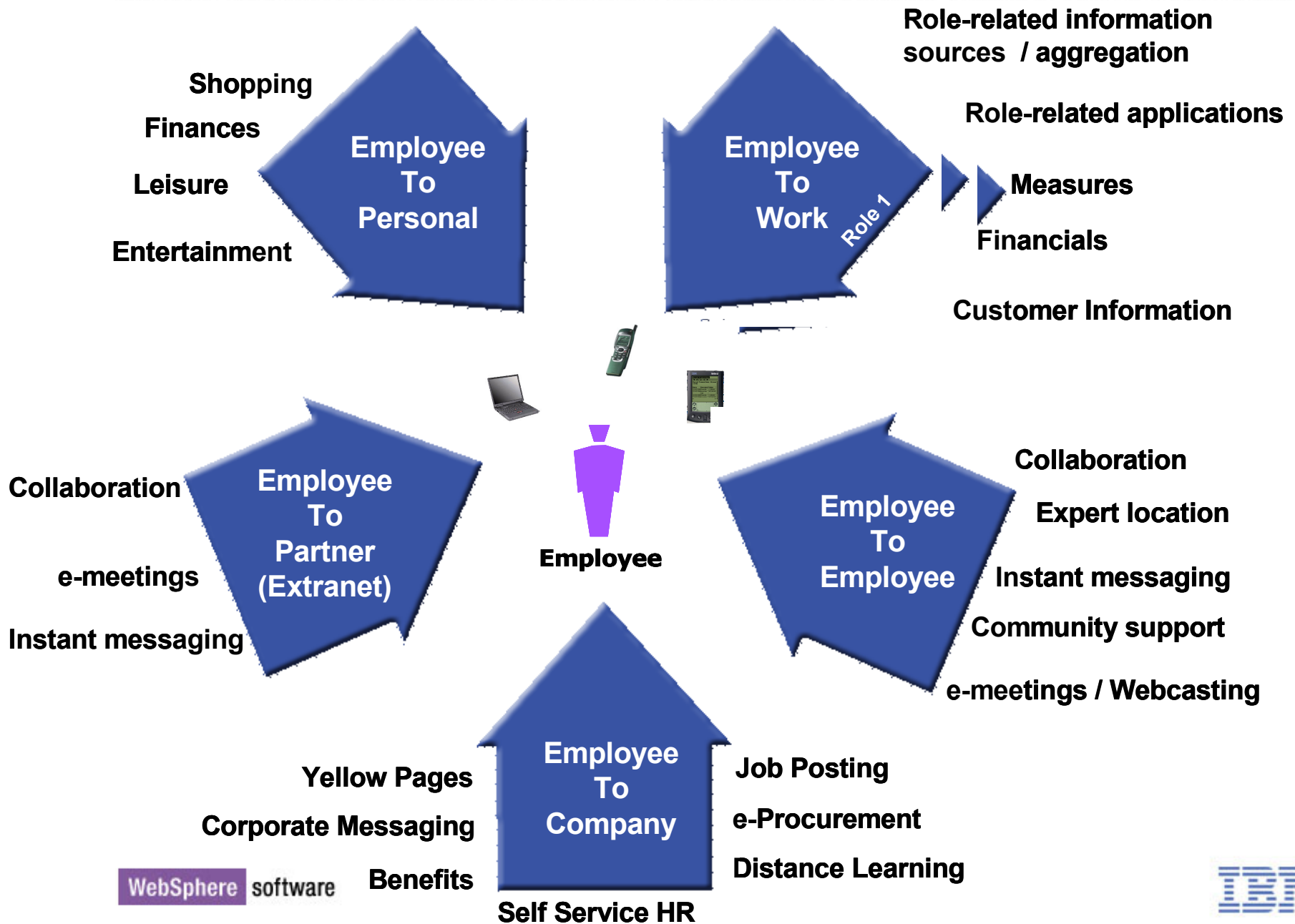
Current 97.75  
Change +1.19  
Open 95.5  
High 100.30  
Low 95.5  
Volume 21,200

Symbol	Last	Change	Volume
MSFT	58.19	-0.56	46,312
CSCO	13.62	-1.31	97,996
CPQ	16.30	-0.86	11,324
DELL	24.81	-0.38	46,238

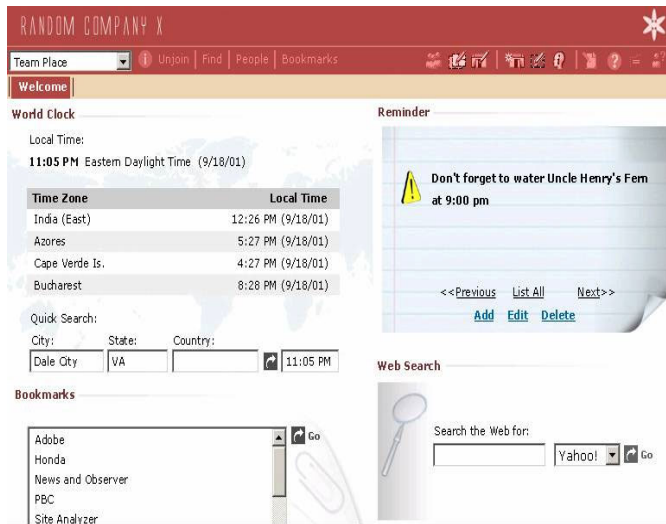
**My Bluepages**

- My Team**
  - Peter Rodriguez**  
1-415-54-54-593 (Tie 473)  
[peter@us.ibm.com](mailto:peter@us.ibm.com)
  - Aroopratan Pandya**  
1-945-425-7047 (Tie 295)  
[apandya@us.ibm.com](mailto:apandya@us.ibm.com)
  - Anthony Insolia**  
1-914-760-2543 (Tie 828)  
[insolia@us.ibm.com](mailto:insolia@us.ibm.com)
  - Murali Narasimhadevara**  
1-212-746-7118 (Tie 243)  
[muralin@us.ibm.com](mailto:muralin@us.ibm.com)
- IGS Hosting**
  - Row Lucchese**  
1-203-486-7457 (Tie 376)  
[lucchese@us.ibm.com](mailto:lucchese@us.ibm.com)
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1-845-433-2815  
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  - Vincent Pawlowski**  
1-516-349-3129 (Tie 453)  
[vpawl@us.ibm.com](mailto:vpawl@us.ibm.com)
- My Customers**
  - Mike Boose (Uniliver)**  
1-203-486-7457  
[mboose@uniliver.com](mailto:mboose@uniliver.com)
  - John Simpson (GE)**  
1-845-433-2815  
[jims@ge.com](mailto:jims@ge.com)

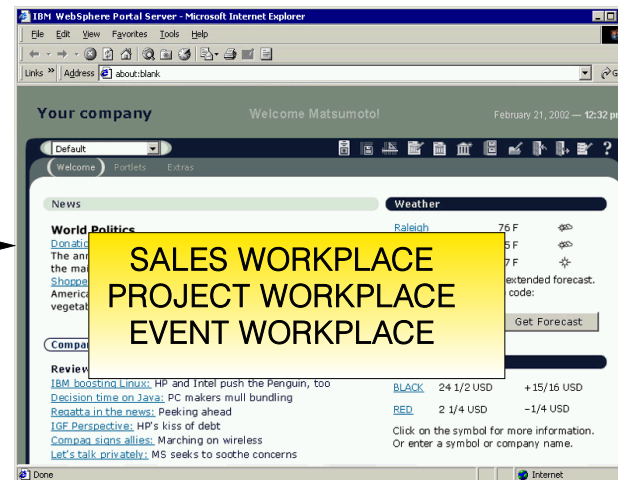
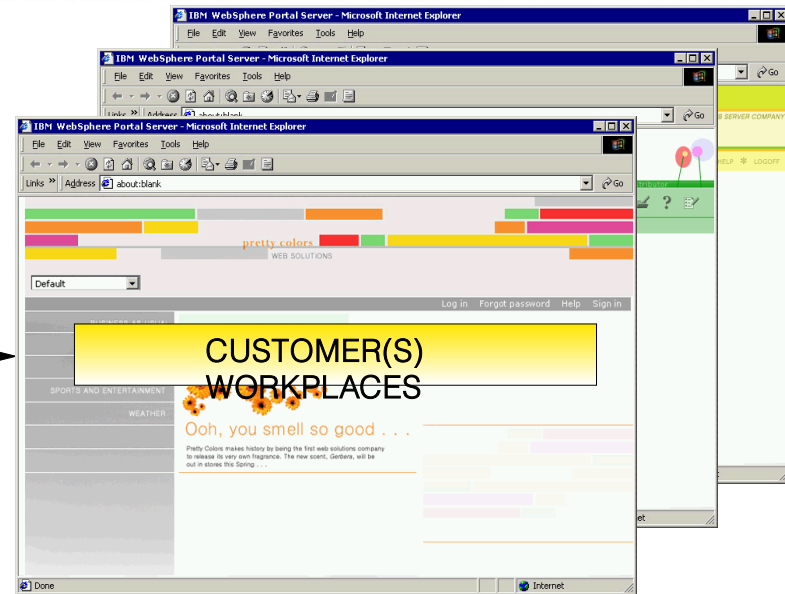
# IBM Dynamic Workplaces Model



# Moving from the Individual to the Team



PERSONAL PLACE  
"PORTAL"



- Workflow
- Security
- Tool Sets
- Awareness
- Branding

# Single Point of Access

IBM WebSphere Portal Server - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://IBM/WebSphere/Portal/Server> Go

RANDOM COMPANY X

Default

Welcome Portlets

**World Clock**

Local Time:  
11:05 PM Eastern Day

**Time Zone**

India (East)	12:26 PM (9/18/01)
Azores	5:27 PM (9/18/01)
Cape Verde Is.	4:27 PM (9/18/01)
Bucharest	8:28 PM (9/18/01)

Quick Search:

City: Dale City State: VA

**Bookmarks**

- Adobe
- Honda
- News and Observer
- PBC
- Site Analyzer

**Reminder**

Don't at 9:00

<< Previous List All Next >>

**Local Weather**

Fri	Sat	Sun	Mon	Tue
▲ 84°F	▲ 85°F	▲ 80°F	▲ 82°F	▲ 73°F
▼ 62°F	▼ 62°F	▼ 62°F	▼ 56°F	▼ 56°F

Done Internet

- Organized workspace
- Documents and search
- Calendar and e-mail

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- **Customer Proof Points**
- Next Steps
- Summary
- Websites and References

## ■ Business Needs

- ▶ Behr needed to roll out a paperless office to improve the efficiency of its information access. Previously, employees were unable to access data and the training costs of supporting multiple front ends to various applications was too high. Overall, Behr wanted to provide access to business data based upon the role of the individual within the company, increasing responsiveness to customers and productivity.

## ■ Business Benefits

- ▶ Although quantifiable benefits aren't available, the customer is confident that the IBM solution will reduce paperwork and improve communication within the company. The Lotus Domino.Doc and WebSphere Portal Extend products also will provide a common presentation of applications and data repositories to all employees within Behr.

## ■ Solution

- ▶ WebSphere Application Server - Advanced Edition, WebSphere Portal Extend, Lotus Software: Lotus Domino, Lotus Domino.Doc

# DaimlerChrysler



## ■ Business Needs

- ▶ DaimlerChrysler wanted to achieve considerable savings for its suppliers, and for the company as a whole, to improve competitive position. To smoothly and efficiently carry out the delivery process with its suppliers, DaimlerChrysler started a supplier portal. In the future, all e-business activities between DaimlerChrysler and its suppliers will be dealt with through this single point of entry.

## ■ Business Benefits

- ▶ The supplier portal, as a new solution, is the single point of entry for communication between DaimlerChrysler and its suppliers. The portal is still too new for the customer to have quantified its benefits. However, the solution allowed DaimlerChrysler to meet four objectives:
  - Common and effective processes, synchronous and integrated with regard to the technologies used and underlying standards.
  - Improved supplier relations. In cooperation with the suppliers, the electronic delivery chain is optimized (e-SCM) . Numerous routine activities are automated and the management of the suppliers can be consolidated
  - Improvement of information quality. Along the complete supply chain, information is available in realtime
  - Process running times are shortened by the avoidance of unnecessary information.



# Portal Version 4.1 Customer Testimonials

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"We're the first Australian company to use WebSphere Portal and are pleased with how it has fulfilled our expectations as a knowledge management tool." -- **Paul Yeo, Business Analyst, Tip Top Ice Cream**

"In our business, the supply chain is as important to our competitive advantage as the quality of our products. Our WebSphere - based partner trade portal dramatically improved ordering time and cut our costs by more than 80 per cent." -- **Jim Haney, Vice President Architecture and Planning, Whirlpool Corporation**

"At Southwest Airlines, we are providing our employees a portal environment that will allow them to have easier access to information and data. Now, with WebSphere Portal Version 4.1, we'll be able to do the customization faster and at a lower cost than before. IBM has done a great job wrapping integrated, out-of-the-box functionality together into a rich, unified portal environment. Today's WebSphere Portal is truly leading the industry." -- **John Yarrow, Senior Manager Enterprise Architecture Services, Southwest Airlines**

# Agenda

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- WebSphere Software Platform
- Why Portals, Why Now?
- The Three Portal Imperatives
- WebSphere Portal Family
- IBM Differentiators
- Sample Portal Engagement - B2E
- Customer Proof Points
- **Next Steps**
- Summary
- Websites and References

# Why IBM?

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- “The most complete solution”
- Portals are critical system software components
  - IBM is leader in system software
    - Operating systems
    - Transaction systems
    - Database systems
- “Portal is a well-behaved WebSphere application”
- Partners, partners, partners
- Expertise across all elements of Portals
- Leading standards efforts
  - OASIS, JCP
  - Web services
- Market momentum

# Why Portal?

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- Addresses customers' key issues
  - Productivity
  - Cost reduction
  - Cost avoidance
- Provides framework for current and future development
- Enables new initiatives



# Why Now?

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- Addresses immediate problems
- Competitive advantage
- Start now!
  - More effective to build early rather than retrofitting applications in the future



# Key Benefits of WebSphere Portal

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- Current economy conditions have forced ROI to be the critical success factor for any e-business. By providing the most complete portal solution in the market , IBM can help improve a firm's ROI by providing the following benefits:
  - Increasing employee productivity with personalized and collaborative access to information, applications and people
  - Improving customer and business partner loyalty with a secure and dynamic user experience that differentiates your e-business
  - Reducing the cost of building and maintaining first-class B2E, B2B and B2C portals with the most complete portal solution in the market

# Business Partner Services

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- This page is for the business partner to indicate what services they will provide to the customer
  - Business Partner Supplied Bullet #1
  - Business Partner Supplied Bullet #2
  - Business Partner Supplied Bullet #3
  - Business Partner Supplied Bullet #4
  - Business Partner Supplied Bullet #5

# Next Steps

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## ■ WebSphere Portal Family Executive Assessment

- Using the IBM Executive Assessment, **(IBM Business Partner)** will meet with you to conduct an e-business assessment of your company
  - Will work with you to map out the required hardware, software and services necessary to meet your company's needs
  - This assessment takes approximately 2 – 3 weeks
- After the initial visit, the customer will get:
  - An in-depth analysis of findings which includes the recommended business solution(s)
  - Strategic and tactical proposal
  - Competitive Website analysis (as applicable)
  - ROI analysis (where appropriate)
- Download the executive assessment at:
  - <http://www.ibm.com/partnerworld/software>



# Summary

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- Most "Complete" portal offering on the market
  - ▶ Portal - Personalization - WCP - Collaboration - Security -etc....
- Leadership role in development and deployment of Open Standards
- Larger "eWorkplace" eBusiness Strategy
- Leadership role in fundamental areas of infrastructure (Magic Quadrants)
  - ▶ Web Services
  - ▶ Portal
  - ▶ KM / Collaboration
  - ▶ Infrastructure / Middleware
- Result = Significant Business Value for your e-Business
  - ▶ Increased employee productivity
  - ▶ Improved customer loyalty
  - ▶ Lower cost of portal deployment

# For More Information...

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## WebSphere Portal Family Sites:

Home Page	<a href="http://www.ibm.com/websphere/portalfamily/">http://www.ibm.com/websphere/portalfamily/</a>
Portlet Catalog	<a href="http://www.ibm.com/software/webservers/portal/portlets">http://www.ibm.com/software/webservers/portal/portlets</a>
Portal Zone for developers	<a href="http://www.ibm.com/websphere/developer/zones/portal/">http://www.ibm.com/websphere/developer/zones/portal/</a>
Developers Home Page	<a href="http://www.developer.ibm.com/welcome/websphere/wps/index.html">http://www.developer.ibm.com/welcome/websphere/wps/index.html</a>
Portal News	<a href="news://news.software.ibm.com/ibm.software.websphere.portal-server">news://news.software.ibm.com/ibm.software.websphere.portal-server</a>

## WebSphere Host Integration Sites:

Home Page	<a href="http://ibm.com/software/webservers/hostintegration">http://ibm.com/software/webservers/hostintegration</a>
Portlet Demos	<a href="http://websphere.dfw.ibm.com/whidemo/">http://websphere.dfw.ibm.com/whidemo/</a>
Library	<a href="http://www.ibm.com/software/webservers/hostintegration/library.html">http://www.ibm.com/software/webservers/hostintegration/library.html</a>

## WebSphere Commerce Sites:

External Site	<a href="http://www.ibm.com/software/webservers/commerce">www.ibm.com/software/webservers/commerce</a>
Commerce Community	<a href="http://www.ibm.com/software/webservers/commerce/community">www.ibm.com/software/webservers/commerce/community</a>

WebSphere software



Thank You

Business Partner Name, Date

IBM Software Group