

IBM WEBSHERE PORTAL FAMILY STRATEGY AND OFFERINGS - SPEAKER NOTES

Slide 1 - 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.

Slide 2: IBM WebSphere Portal Family Strategy and Offerings

Welcome and thank you for attending today's IBM WebSphere Portal Family Strategy and offerings seminar. My name is(name), and for the next (length) of time I will be reviewing the Portal Family offerings.

- After this seminar, I hope that you will understand the reasons to adopt the WebSphere Portal Family Strategy, and how (Business Partner Name) can work with you to help enable your company for e-business.

Slide 3 -Agenda

For the next (#of hours), I will give you an overview of WebSphere Portal Family Strategy and Offerings

- I am going to start with an overview of the WebSphere Software Platform and then move into Why portals, Why Now and the three portal imperatives.
- Next we'll review the WebSphere Portal Family, specifically about IBM's WebSphere Portal experience and its overall offering.
- We're going to drill down on specific functionality and its corresponding business value.
- I'll also review the IBM Differentiators, and review a sample B2E Portal Engagement.
- We'll complete the seminar by reviewing a summary of WebSphere Portal and how we can work with you to identify where the Portal Family offering would work for you.

Slide 4 - Seminar Objectives

By the end of the seminar, you will know the following about IBM's WebSphere Portal Family

- Why Portals?
- What problems it solves for you and your customers
- How IBM addresses the three customer imperatives
- What the offerings are
- What the components are in the Portal Family, how you can get started and grow as needed.
- How the offerings work
- What is new in the 4.1 announcement and why this announcement propels IBM to the leadership position in Portal offerings.
- Value proposition and IBM's competitive advantage
- Why you should care about portals, what they can do for you and the cost savings they facilitate.
- And how we can perform an assessment of your business to determine how the WebSphere Portal Family can work for you

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Slide 5 - The WebSphere Software Platform

- The WebSphere Portal Family is a key component of the WebSphere Platform. The chart explains how the WebSphere Platform provides three basic functions needed for successful e-business solutions. The first component is the infrastructure and tooling needed to build a solid foundation. These functions are provided by WebSphere Application Server along with the WebSphere Studio offerings.
- Since e-business is critical business, it has to tie into other business processes and backend systems. Therefore, the second component of the WebSphere triangle is business process management, which is represented by the WebSphere business integration and host integration offerings.
- The last components deal with enhancing user's experience and extending the reach of your e-business. The WebSphere Portal Family is the recommended way to provide a first-class web presence for your portal users. Once you have that first-class portal experience for your users, you can then extend it to pervasive devices and mobile users with WebSphere Everyplace offerings.
- The IBM WebSphere Portal Family delivers a personalized and collaborative portal experience to your customers, suppliers and employees.

Slide 6 - WebSphere Market Leadership

- Now let's review WebSphere market leadership. We feel that the WebSphere Momentum is REAL and that WebSphere is the most compressive e-business platform and the most rapidly growing e-business platform
- WebSphere has the broadest portfolio of Internet infrastructure on the market. According to Gartner Group, "... virtually no vendor has the depth and breadth of IBM's middleware." (Feb 01)
- IBM has invested \$1 billion in WebSphere over the last 3 years to expand our e-business portfolio
- WebSphere offers over 9,000 ISV Applications available for customers (500% year-to-year growth)
- Over 1300 certified Solution Partners and 4700 trained Global System Integrator consultants worldwide are available to support your WebSphere applications.
- According to Giga, last year WebSphere captured 30% of the market, up 14% the year before, while BEA only grew 3%.
- WebSphere has enjoyed 11 consecutive quarters of double-digit growth.

Slide 7 - Agenda

- Agenda Slide - Let's talk about Why Portals, and Why Now?

Slide 8 - What is going on

- Every person today is overwhelmed with data, weeding out what is useful to a particular task or identifying the needed data can result in a great deal of wasted time and resource. Not only in today's economy but for the future as well, we all have to work smarter and be more productive.

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- The Internet has been a fantastic method of obtaining data and most companies have taken steps to "web enable" some of their customer or partner applications. However, this means putting a front onto applications and data. These frontends have a different "look and feel" for each application and rarely have any way to personalize the frontend for a particular community much less for an individual. Therefore the organization is not realizing the full ROI they should when they allow access via the Web to their applications and data.
- Companies are realizing that portals are the ubiquitous frontend to e-business, delivering the ease of use, consistency, collaboration and personalization needed to really leverage the Web investments as well as the legacy applications and data.

Slide 9 - Where is Critical Data Stored

- Where is most of the critical data stored? It is easy to see from this chart that it is stored everywhere! In order to make a person truly productive, they must have access to data no matter where or in what format it is stored. The user should not even have to know much less care where the data is.

Slide 10 - Why are Enterprise Portals Used?

- IBM Dynamic Workplaces(TM), integrates six capabilities (portal, e-learning, employee self-service, expert directory, collaboration, and content management) representing a collaborative effort across IBM.
- Dynamic Workplaces describes the use of e-business technology and techniques to improve workforce effectiveness and productivity. Dynamic Workplaces optimize employee-to-employee and business-to-employee communication and business processes leading to enhanced employee-to-customer and employee-to-supplier business relationships.
- Dynamic Workplaces benefits are the primary impetus for portals.

Slide 11 - Agenda

Agenda Slide - Now let's discuss what the 3 Portal Imperatives are - the 3 things that customers must have to stay competitive in today's market?

Slide 12 - Portal Inoperative #1 - Information Aggregation

- This cartoon depicts a user's experience at a Web site. Quite simply, a user's experience at a Web site can make or break an e-business. The challenge is to attract, engage, and retain customers so they linger, spend more, and return to your site.
- Today's Web sites and the overall user experience is more like the poor customer in this cartoon. He may get what he's looking for but the effort to sort through the masses of data and other sites may well turn him off!
- WebSphere Portal Family enables an e-business to differentiate itself by consistently delivering the best possible user experience to its users, be them employees, customers, and/or partners.
- In order to deliver a world-class user experience, it ultimately comes down to tying together the customization, the personalization, recommendations, portalization, collaboration, and syndicated content with high quality Web content.

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- So, our WebSphere Portal Family delivers that integrated solution for the customer service based on user preferences and our customer's business objectives.
- But it's key that it's not just about the user. Obviously, we want to provide that user experience, but it's also about how our customers exploit their visitors' time on the Web site. All the evidence shows that when our customers personalized their sites, their visitors used the Web two to three times more. And there's lots more similar evidence to show that the online experience is really important.

Slide 13 - Portal Imperative #2 - Application Integration

- We've heard from the analysts that legacy access is critical to Portal deployments.
- With 70% of all applications still residing on mainframe systems, products available in the portal market that offer integration with back-end applications are the ones that will be the leaders.
- We've also heard from our customers that having an "out-of-the-box" solution and product interoperability is important.

Slide 14 - How many systems need to be integrated into your portal

- One proof point of the 1st Imperative is a Forrester Research study showing application system integration to be a significant pain point of IT executives. Almost half the respondent organizations need to integrate 7 or more systems into their portal.
- WebSphere Portal provides the means to build portlets as access "windows" to these systems. You can also use WebSphere Host Integration portlets (pre-built) and WebSphere Portal to quickly integrate a broad set of systems into a portal - giving the end user a unified view to their application needs..

Slide 15 - Goal of Integration

- Customers tell us their application integration goals don't stop with access. They need flexibility to provide intuitive interfaces to the applications, include related data and other corporate content, and even real time access to people - experts who can resolve problems on the fly.
- The business needs that are supported by integration are Mergers & Acquisitions, ...We also see customers in manufacturing, retail, and government finding high value in application integrations.

In addition, Forrester:

"The portal server market is broad and confused... those products that offer integration with back-end applications, followed by search and performance capabilities, are the strongest positioned in the marketplace."

"...firms want portal servers that help employees use the applications and information they need to do their jobs."

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Slide 16 - Portal Imperative #3 - People Collaboration

- People collaboration is a natural business function that needs to be extended to portals. The value of being able to call on an expert or a person with more detailed information than an application view can provide also increases productivity by a large measure.
- Imagine a CRM user being able to get real time access to the inventory manager or shipping manager to ask a question related to a customer's order while talking to the customer?
- WebSphere Portal is alone in the marketplace in providing fully integrated collaboration technologies (from Lotus).

Slide 17 - Metcalfe's Law

- The only way to have productive, returning users is to build an enterprise portal that is personalized, allows the user to get their specific data and allows collaboration with others.

Slide 18 - Collaboration/Communities

- This is just a partial list of the collaborative functions requested by portal implementors.
- All these capabilities are integrated in WebSphere Portal in a feature called Collaborative Places.
- Collaborative Places are virtual workplaces in the portal in which users can find information and people that are related to the place they visit. They tie together content, processes, and communities around a common area, function, or project. The key point is that Places connect together the people who use the portal together, and providing the tools to enable and enhance their interactions online.
- A Sales Place could bring all sales people together to a common placearea where they can not only could find out information about the company's products as well as , but also interact with the product experts in the corporation. This kind of place helps to streamline the information flow in a larger setting, even if people who don't know each other. Another type of enterprise-wide place is horizontally focused, such as one for human resources information.

Slide 19 - Business Value of Enterprise Portal

So, to summarize the overall business value of portals:

- One is its ability to organize information, to make it targeted, more relevant. There seems to be so much information existing inside of intranets and extranets. There needs to be a tool that allows you to organize and target individuals. This is specific because you need to target your HR employees, your sales employees, and each requires different sets of information. With the vast amount of applications that exist in a business-to-employee portal, a lot of customers need a single sign-on mechanism and a portal offers that ability and a better user experience.
- The portal also offers a common presentation layer, a consistent user interface, across these multiple applications. This user interface could also be your pervasive devices, your handheld devices. Besides organizing information, it also acts as a great unifier of different applications. A lot of companies are suffering from stove pipe type business units and applications. The portal actually goes across all of those departments, different stove pipe

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applications, and allows different users to share and retrieve different types of information. Analysts refer to the portal as the next desktop of the future. This is something that offers a lot of value to enterprises.

- Now, not only are there tactical business values, but there are also revenue benefits to companies. We use some of the collaborative technologies that exist inside of the portal to reduce travel. You can have e-meetings and not necessarily pay for employees' travel.
- Some folks use the portal as a mechanism to publish new information and not actually have to publish hard documents. There is a lot of cost savings that goes along with that.
- Another concept is a soft dollar benefit, that's increased productivity, the ability to generate innovation across business units, reduce cycle times because I'm getting information faster and quicker, and that leads to a higher loyalty and a better customer experience, both internally and also customers externally, in a business to consumer model where your loyalty is increased due to the greater experience and greater amount of information focused and targeted towards you.
- Some companies are also using the portal platform as a way to justify cost avoidance and they do that by deploying new applications via portals rather than installing let's say a fat client on each desktop. Some customers look at the portal as a set of railroad tracks that you can place applications on, and these railroad tracks touch all desktops. And allowing that you could put your applications via the portal onto those railroad tracks and deploy them to everyone.

Slide 20 - Agenda

Agenda slide - WebSphere Portal Family

Slide 21 - WebSphere Portal Experience

- Now, let's take a different look at that concept through a graphical diagram here of a WebSphere portal interface. On the right hand side you have things like your enterprise applications, that's your Lotus Notes mail or your Microsoft Exchange mail, your SAP or Peoplesoft applications, your Siebel applications, maybe this would include your transactional applications, maybe even outside the firewall you can bring in your syndicated content, your application that leverages topics like web services, your structured data like your relational data, unstructured data such as presentations and press releases. Those can all be brought together in a single user interface, that information can be personalized, it can be done in a very timely fashion, you could use the portal as a type of infrastructure to collaborate with other team members, and even some of this content translated into some language of choice. As I move from the right hand side of this diagram all the way over to the left hand side, we also offer the ability to transcode into different device types and into proper format. Maybe the majority will be to the browser but it could also be done to the handheld devices.

Slide 22 - WebSphere Portal Family

WebSphere Portal Enable

- The WebSphere Portal Enable solution is IBM's entry-level offering and provides maximum flexibility for customers.

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- The solution provides core portal capabilities and is attractive to customers who need to get a portal up and running quickly.
- Based on the WebSphere Portal Framework, it can be upgraded to IBM's advanced portal offerings as the installation moves through the portal lifecycle.
- This solution is also attractive to customers who have already made decisions on other portal components such as collaboration and site analysis.
- The open architecture of the WebSphere Portal framework allows integration with other systems

WebSphere Portal Extend

- The WebSphere Portal Extend solution is positioned as the offering of choice for customers who are deploying multiple business-to-customer, business-to-business, and business-to-employee portals.
- It features powerful teaming and collaboration functionality
- Web analysis to obtain and leverage critical knowledge
- Search across expanded variety of data stores

WebSphere Portal Experience

- The WebSphere Portal Experience is positioned as IBM's flagship portal offering. It delivers the industry's most complete solution for the deployment and management of portals and provides a first-class experience for users. It lowers integration and support expenses by providing a complete solution from a single vendor for enterprises that:
 - Want a common e-business infrastructure from a single vendor
 - Have unique requirements for enterprise content management, collaboration, and security
 - Have advance collaboration needs featuring eMeetings, application sharing with online and offline capabilities
 - Have advances security needs that insure security across all applications and platforms

Effective July 2, 2002, there is new pricing for WebSphere Portal as indicated below.

PPA Band A	Old price	New Price	Bridge from Old	Price Incr
Enable	\$61,875	\$72,000=	\$55,000/processor +	\$10,000 + PPA maint & subscription
Extend	\$106,875	\$116,000 =	\$95,000/processor +	\$10,000 + PPA maint & subscription
Experience	\$652,500	\$696,000 =	\$580,000/processor +	\$40,000 + PPA maint & subscription

Slide 23 - Significant Enhancements in 4.1

- IBM(R) WebSphere(R) Portal V4.1 provides a single point of interaction with dynamic information, applications, processes and people-to help build successful business-to-employee (B2E), business-to-business (B2B) and business-to-consumer (B2C) portals. WebSphere Portal also supports a wide variety of pervasive devices enabling users to interact with their portal anytime, anywhere-using any device, wired or wireless. It delivers

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IBM's unified portal strategy by bringing together the best of breed products and depth of resources that IBM has to offer. WebSphere Portal offerings are packaged so that a single part number delivers products installable on all supported platforms.

The IBM(R) WebSphere(R) Portal Version 4.1 consists of three offerings:

- IBM WebSphere Portal Enable
- IBM WebSphere Portal Extend
- IBM WebSphere Portal Experience

Slide 24 - Framework: Horizontal and Vertical

- Now let's discuss some of the details of WebSphere Portal:
- One of the most important areas and value is the ability of the portal to offer a framework. And that framework is both horizontal and vertical. As you can see in the middle, we offer one framework to generate a B2B, B2C, B2E, E2E, and pervasive in a single framework. That is the horizontal concept. In the blue area you will see services such as collaboration and security, personalization, portlets, web content publishing, the directory, the presentation layer, the search engine. These are plug and play. If you have an existing search engine that can be plugged in. If you have an iPlanet or active directory or LDAP type of directory, a dominant directory, that can be plugged in there. You could use different security policies to be applied here. It's very much a plug and play model for this framework. As we move up this diagram you'll notice a very vertical framework, a financial oriented portal, a government oriented portal, a health, a distributed, an industrial type. So there are customers who are creating a B2B portal using this framework as a suppliers' portal, allowing them to have an e-relationship with their suppliers. Some folks are having a B2C and a customer portal. (Optional reference of another partner's use: Others are taking this entire framework and generating a custom portal such as Deloitte and Touche creating a CFO based portal.) Now in terms of offering a B2E portal, this allows customers to generate specific types of portals for each business unit. So, for example, the insurance industry, you can have the same framework offer portals, one for underwriters, the same framework for different information for the claims agents, and then one for the actual help desk. So one framework offering the ability to generate both horizontal and vertical solutions.
- On the right hand side of this diagram is the topic of eWorkplace, and that is a term that we used to represent the entire corporate intranet and the portal is the front end to that intranet.

Slide 25 - Single Point of Access

- OK, let's drill down specifically into some of the functionality and business value of the portal offering and that first one is the single point of access. As I said earlier, it acts as the unifier of different applications. It is a browser based single point of access that gives you the ability to make the portal ubiquitous around the environment. I could log into any browser and get my customized information with a single sign-on. It also offers portlets and portlets are these windows into major applications. As you can see on the right hand side, I've outlined one of those with a red square showing my personal calendar that exists inside my mail. These portlets can be as simple as rendering text and as complicated as a stand alone web application. They are a very powerful tool to componentize and bring forth the information that you are looking for.

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- Not only can you bring forth and access your applications but these portlets allow you to filter so that I only get personalized content versus the entire view. Let's say I just want the documents that I need to do my job. Some folks look at the portal as the ability to funnel, filter the amount of overwhelming information that exists on some intranets and some extranets. It allows you to generate a common desktop with the proper tools for different business units and different folks to get the job done. This starts to remove the stove pipe applications and departments and overall generating a more effective experience.

Slide 26 - Customization

- Let's move on to the next topic, customization. The WebSphere Portal offers both themes and skins that provide different navigational models. Themes allow you to apply a different look and feel all across different portals. As you can see on the images on the right, this is the same information with only a different look and feel. The themes and skins apply automatically. This is important because it allows you to create a branded portal. Let's say the HR group needs to brand their own set of information, their e-HR portal, this allows different business units to do it, different departments to do it, it even allows you to create virtual portals in one infrastructure that goes back to the framework discussion we had talked about.

Slide 27 - Personalization

- If we take even a deeper look at the portal capabilities, personalization is one of the greatest strengths that we are providing. The portal comes with a personalization engine. Not the ability to personalize the look and feel like we just talked about, but the ability to generate very specific personalized content. Now the personalization engine comes with tools that allow you to do that. One is the concept of business rules. If $x=y$, then z . That allows you to generate the personalized html for the user, both inside and outside the firewall.
- It also comes with a recommendation engine. For example, if I generate a search and get my result set back, the recommendation engine will say, hey, other people that have done this search have also looked in these areas. Now if you look at the diagram on the right hand side, you will notice there's lots of different data types, xml, relational data, mainframe data, content manager, Lotus information, Microsoft information, etc. that can be run through this personalization engine and the results set is personalized html and personalized content within the portlets. This is very important. So you can see there's lots of content that exists that could be generated to the portal in a personalized manner. Not only can we translate this data but we can also offer mail campaigns. Not just html but also mail. So you can generate large custom mailings through this infrastructure. This actually allows the end user to get a filtered, personalized feel and increase the loyalty to perhaps not only the portal but to different websites.

Slide 28 - Web Content Publishing

- One of the more important tools that many customers have been asking for is web content publishing. They need to move the ownership of the content away from the web staff and to the content owners. Inside of the WebSphere Portal is a standard web content publishing engine that allows you to create content through templates, do workflow, and publish to your http server of choice. You will now have the ability to generate template based content. It

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allows you to generate out-of-the-box publishing and moves this concept to a distributed publishing model so that it is more timely.

- The content of the website is more timely, there is no bottleneck for conversion. It's a very powerful mechanism to generate up-to-date and current information on the website, including the portal.

Slide 29 - Collaboration

- As we move on to the next area, and this is an area that is extremely powerful, and that is collaboration. A lot of what I've talked about previously, a lot of the other functions, are very much based on an individual. And we realize that enterprise wide portals, corporate portals, and collaborative portals and commerce-based portals deal with more than just individuals, they deal with teams and other people. So embedded within this WebSphere Portal is a lot of collaborative functionality. One example is instant messaging and awareness.
- This allows you to instant message with colleagues and team members, with people outside your company. Not only is instant messaging and awareness provided but also the ability to generate and participate in e-meetings. So, via a browser, no software installed, the user can actually white board diagrams, do presentations, do application sharing on either side of the firewall. Studies have been done asking employees and customers, where do you get the best information, and from where? What came back was, the intranet and your team. So IBM has brought those two together to be able to generate communications around those sets of information. So included inside of the portal is a function called Places and these are secure web-based communities that allow you to organize related tools and content and portlets with the team members. One of those tools is called Quick Place. It provides calendar functions, workflow functions, and discussion threads around these communities. Very powerful. This provides a higher and increased productivity among the individuals, stops the reinvention of the wheel every time a topic or a document needs to be created. There's a lot of hard dollar savings here when people do not need to travel, when they can actually generate content faster. A very powerful concept in the portal.

Slide 30 - Agenda

Agenda Slide - IBM Differentiators

Slide 31 - Imperative #1 - Information Aggregation and WebSphere Portal

- WebSphere Portal V4.1 has strong information aggregation features with the combination of best of breed products: Enterprise Information Portal (EIP), IBM Content Manager and Lotus Discovery Server.
- IBM is aggressively partnering with content partners in order to offer the best information sources from which to choose for your enterprise portal built on the WebSphere Framework.
- A new built in analytical function, Web Content Publisher (WCP), will track content usage and campaign rule effectiveness in general.
- Personalization is a built-in function that filters the information so that it is relevant and targeted to the user, thus saving time and producing more accurate information on which to base business decisions.

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Slide 32 - Imperative \$2 - Application Integration and WebSphere Portal

Tivoli: Uniform security model across applications

- authentication server (WebSeal)
- authorization services
- role-based policy management
- PKI enablement
- supports Java 2 (JAAS) security and aznApi from the Open Group

WebSphere Portal and Host Integration:

- 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!

Slide 33 - Imperative #3 - People Collaboration and WebSphere Portal

- No other portal offering integrates the set of people collaboration function that is part of the WebSphere Portal. In addition, combined with other products from IBM, a complete, end-to-end capability is available to implement a very broad set of collaboration.

Lotus - Online people awareness/Instant messaging

Embedded project management tools

Discussion forum, document library, group calendar, tasks

- With WebSphere Voice Server and Translation Server, you have the ability to provide global solutions - suited to the local language - on the fly and offer voice commands and navigation.

Pervasive -Access from anywhere, anytime

Desktop and mobile browsers

Internet Explorer

Netscape Navigator

WAP/WML phones

iMode/cHTML phones

Services, content and user interface are adapted to the device and user's context

Slide 34 - Gartner Magic Quadrant

A newly released Gartner Magic Quadrant for Portals has IBM as the leader within the Leaders Quadrant - Most able to Execute and Most Visionary

- The report: "Big Change Evident in 2H02 Horizontal Portal Product MQ", dated 1 May, 2002, says:
- "IBM has significantly improved its product offering, including consolidation down to one portal product. Its improved product is more off-the-shelf, requiring much less services for deployment. IBM gained significant market traction in 2H01."

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Disclaimer: The Magic Quadrant is copyrighted 04/2002 by Gartner, Inc. and is reused with permission. Gartner's permission to print or reference its Magic Quadrant should not be deemed to be an endorsement of any company or product depicted in the quadrant. The Magic Quadrant is Gartner's opinion and is an analytical representation of a marketplace at and for a specific time period. It measures vendors against Gartner-defined criteria for a marketplace. The positioning of vendors within a Magic Quadrant is based on the complex interplay of many factors. Gartner does not advise enterprises to select only those firms in the Leaders segment. In some situations, firms in the Visionary, Challenger, or Niche Player segments may be the right match for an enterprise's requirements. Well-informed vendor selection decisions should rely on more than a Magic Quadrant. Gartner research is intended to be one of many information sources including other published information and direct analyst interaction. Gartner expressly disclaims all warranties, express or implied of fitness of this research for a particular purpose.

Core Topic

- Internet Platforms and Web Services: Internet Applications, Portals and Technologies

Key Issue

- What is the status of the portal product market, and which vendors will survive the current market shakeout?

Gartner's Internet Strategies Research Note SPA-14-5721, 16 October 2001, G. Phifer.

Slide 35 -WebSphere Portal Family and Host Integration Together

- For customers who desire to provide Web access to legacy applications and, at the same time, integrate them within a portal, using IBM's Host Integration products along with WebSphere Portal solves this problem:
- IBM can deliver a single, Web-based interface with live access to multiple host applications, either green screen with the Host On-Demand portlet or you can dynamically build JSP pages with unique end-user sessions for each specific end-user with the Host Publisher portlet
- remember, it's embedded direct and live access to legacy applications in a Portal environment, managed via the Portal, and...
- with the HOD portlet, using Express Logon, users don't have to be prompted multiple times for security credentials,
- Access to legacy applications in a Portal environment is provided without any rewriting of code! This is a key competitive advantage. All other portal vendors require application development.

Slide 36 -What is the Host-on-Demand Portlet?

- 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

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- The Custom Portlet Generator uses the Deployment Wizard output to create a portlet for easy host access and flexible user options
- Just as an administrator configures a session today, you can determine what functions you want to deliver via the portlet to the end user
- For those of you who aren't aware, the Custom Portlet Generator is also known as the MKPAR tool, which is currently available on the Host On-Demand service key site.
- The portlet requires Host On-Demand, which is available through the Host Access Client Package.

Slide 37 - What is the Host Publisher Portlet?

- The WebSphere Host Publisher portlet enables legacy content and services to quickly and easily be extended as new portal content.
- Customers can easily incorporate a large inventory of legacy application content within the personalized single point of access provided by the WebSphere Portal Family.
- The Host Publisher portlet maintains user sessions as they jump from portal cell to portal cell, where not all portal cells will be Host Publisher or legacy cells, thus enabling legacy content to be accessed seamlessly as new portal content. Without the Host Publisher portlet, users connections to legacy content would be broken when they moved from one cell to another.

Slide 38 - IBM's Commerce Enabled Portal: Easy to do Business With

- When you look at the benefits of Commerce and Portal separately, they provide tremendous value in their own rights. But when you integrate and blend these technologies then the benefits become much more compelling and hit at the core of every business.... better serving of your customers and reducing operational costs
- Statistics show that, on average, businesses turn over 50% of their customer base every 5 years. We also know that it costs 5-10 times more to attract new customers than retain existing customers.... the economics are quite simple...if you can retain your customer base beyond industry average you will increase your bottom line
- There are many examples of how commerce enabled portals increase customer satisfaction and retention, providing a consistent interface across all division and simplifying access across disparate applications are just 2. In other words the goal is to make it easier for customers to do business with you.
- In addition, providing value added services around the transactions your customers do increases their satisfaction and propensity to do more business with you.
- ROI is a key element to any business case.....using a common infrastructure to manage customers and deliver information & services for commerce and non-commerce applications saves time and money...Using a common set of tooling allows reuse of assets and skills, further reducing costs
- The enablement of value added services around transactions enables very sophisticated targeted marketing as we will see shortly in some customer scenarios and creates more opportunities for x-selling and up-selling across brands, including partners

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- Finally, common infrastructure means less engineering and development, reducing total cost of ownership

Slide 39 - Agenda

- Agenda Slide... Sample Portal Engagement - B2E

Slide 40 - How to Get Started?

- This is another example of how to get started with a customer engagement. Industry statistics show over 60% of customers start with a B2E portal, building from there.
- (The IBM Executive Assessment - available for business partners to use with their customers as a first step engagement - might be proposed here as well)
- Initially, we could start with an human resources or general employee assessment. B2E projects can yield quick productivity benefits and give the firm a good understanding of what works - and doesn't work - for them.

(the partner may have a quickstart service offering to use for this)

Slide 41 - Examples of B2E Portals

- The following charts are here for your use, if you chose a B2E engagement. You can pick from the charts or delete this section all together.
- These slides provide examples of IBM's own experience with developing a B2E portal - using WebSphere Portal and a view of Dynamic e-business Workplaces.

Slide 42 - What's a Portal to Do?

- “The most important contribution management needs to make in the 21st century is to increase the productivity of knowledge work and knowledge workers. It is on their productivity, above all, that the future prosperity-and indeed the future survival-of the developed economies will increasingly depend.”

Peter Drucker, Knowledge Worker Productivity: The Biggest Challenge, California Management Review, pps. 79-94, V41 N2, Winter 1999.

Slide 43 - IBM Dynamic Workplaces Model

- What is the Dynamic Workplace solution? ...it defines a workplace transformation strategy by combining a web based architecture and employee self serve applications. The Dynamic Workplace is focused on workforce effectiveness and productivity. The ultimate goal of which is to enable a collaborative work environment, inter and intra enterprise....

What IBM is doing for their employees:

- IBM's internal design point now is to move an audience model to a roles-based model. The roles-based model acknowledges that all of us play different roles depending on time of day, day of week, where we are in our career, our family needs, etc. We all have different needs, and we expect the intranet to help us navigate and take care of those needs.

So from a user perspective in a roles-based model, you don't move from site to site, you stay in one place, so to speak. And based on your profile, based on your needs and interests, the right

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applications, tools and information come to you. Either they're pushed to you or you select them, so you can construct your own user experience.

Slide 44 - Moving from the Individual to the Team

- This is where the collaboration capability in WebSphere Portal adds tremendous customer value:
- Give me one place to go with all the tools I need and people I need to do my job more effectively
- respond to competition faster, add value to supply chain, increase customer loyalty, manage relationships, increase effective communication across geographic boundaries, reduce cycle times

Slide 45 - Single Point of Access

- Portals provide users with a personalized, single point of access for the applications and content they need. Here's a picture of a typical portal home page.
- At the top you can see that there are tabs for organizing the workspace. In the middle there are various kinds of portlets for accessing applications – perhaps news, internal applications, documents, search, and calendar or mail.

Slide 46 - Agenda

Agenda Slide ... Customer Proof Points

Slide 47 - Customer Example - BEHR

- Behr is a Small and Medium Business with employees ranging in the 500-999. 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.
 - 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: WebSphere Application Server - Advanced Edition, WebSphere Portal Extend, Lotus Software: Lotus Domino, Lotus Domino.Doc
- Behr implemented a WebSphere Portal Extend (WPE) V4.0 solution to create a company-wide paperless office. WPE determines access to business information based upon the user's role and level of customized data. Specifically, the WPE unites the following systems:
- Human Resources Employee Self Help
 - Enterprise Resource Planning
 - Customer service
 - Legacy AS/400 applications
 - Collaboration and project management (Lotus QuickPlace and Lotus

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Sametime on a Lotus Domino platform)

- Document Management
- Business Intelligence.

Slide 48 - Customer Example - DaimlerChrysler

Business Needs

- DaimlerChrysler was using several different processes and media avenues to communicate with its 6,000 suppliers. These disparate avenues meant that suppliers used distributed points of entry, users had to sign on to existing applications repeatedly and that both the telephone and fax were used for communication. 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. DaimlerChrysler wanted to achieve considerable savings for its suppliers, and for the company as a whole, to improve competitive position.

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. Redundant processes, systems and multiple data capturing are avoided
 - - 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. As a result, the number of complaints decreases due to improved quality of ordering information. Possible problems can be solved more quickly and the suppliers immediately input their feedback into the portal system
 - - Process running times are shortened by the avoidance of unnecessary information.

Slide 49 - Portal Version 4.1 Customer Testimonials

No script needed - read customer testimonials from the slide.

Slide 50 - Agenda

Agenda Slide - Next Steps

Slide 51 - Why IBM?

- I want you to understand how complete the WebSphere Portal offering is. We start with the portal framework, we offer personalization, we can expand out with content publishing, we can collaborate with teams and take it all the way out and provide a global single sign-on and security model. It's a very complete portal offering. As I mentioned previously, there's a lot of momentum in the market around this family of offerings. (This comment may work if the

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partner has a relationship with these ISV's) A lot of our partners, our Interwovens, our Documentums, our SAPs, our Siebels, the major players in the markets in these different areas are providing value to this family.

- Another important thing to remember is that not only is IBM providing a leadership role in the development of open standards but they are also deploying those open standards within the WebSphere Portal Family. Open standards like the J2EE architecture, Web Services, Java, etc. are all natively a part of this portal solution. That's important because as you move down the line of deployment and extensibility, that provides lower cost of ownership using the open standards.
- As I said earlier, the IBM portal is a part of IBM's larger eWorkplace business strategy. The WS Portal is actually being deployed as the front end to the entire corporate intranet that IBM calls eWorkplace and there's been some very fascinating ROI studies on the amount of money that they've saved using the portal to be the framework to offer their eHR, eProcurement and eLearning. Now from an industry point of view, the analysts have developed "magic quadrants" and other analysis to put things into perspective and the nice thing about the IBM portal offering is that IBM has a leadership role in the majority of the magic quadrants, the web services quadrant, the portal, the KM infrastructure, the collaboration, the middleware. That shows a leadership role in fundamental areas that are required to deploy portals. As a result, there is a significant business value for the eBusiness, you have increased employee productivity, you have higher customer loyalty, and overall a lower cost of portal deployment. eWorkplace and there's been some very fascinating ROI studies on the amount of money that they've saved using the portal to be the framework to offer their eHR, eProcurement and eLearning. Now from an industry point of view, the analysts have developed "magic quadrants" and other analysis to put things into perspective and the nice thing about the IBM portal offering is that IBM has a leadership role in the majority of the magic quadrants, the web services quadrant, the portal, the KM infrastructure, the collaboration, the middleware. That shows a leadership role in fundamental areas that are required to deploy portals. As a result, there is a significant business value for the eBusiness, you have increased employee productivity, you have higher customer loyalty, and overall a lower cost of portal deployment.

Slide 52 - Why Portal?

- Let's look at the business values that customers are seeing in an enterprise wide portal. One is its ability to organize information, to make it targeted, more relevant. There seems to be so much information existing inside of intranets and extranets. There needs to be a tool that allows you to organize and target individuals. Individual personalization is important because you need to target your HR employees, your sales employees, and each requires different sets of information. With the vast amount of applications that exist in a business-to-employee type portal, a lot of customers need a single sign-on mechanism and a portal offers that ability to provide a single sign-on and a better user experience. The portal also offers a common presentation layer, a consistent user interface, across multiple applications. This user interface could also be your pervasive devices, your handheld devices. Besides organizing information, it also acts as a great unifier of different applications. A lot of companies are suffering from stove pipe type business units and applications. The portal actually goes across all of those departments, different stove pipe applications, and allows different users to share and retrieve different types of information.

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Analysts refer to the portal as the next desktop of the future. This is something that offers a lot of value to enterprises.

- Now, not only are there tactical business values, but there are also revenue benefits to companies. The collaborative technologies that exist inside of the portal can reduce travel. You can have e-meetings and not pay for employees' travel. Some customers use the portal as a mechanism to publish new information and not have to publish hard documents. There is a lot of cost savings that goes along with that. Another concept is a soft dollar benefit, that's increased productivity, the ability to generate innovation across business units, reduce cycle times because I'm getting information faster and quicker, and that leads to a higher loyalty and a better customer experience, both internally and also customers externally, in a business-to-consumer model where your loyalty is increased due to the greater experience and greater amount of information focused and targeted towards you.
- Some companies are also using the portal platform as a way to justify cost avoidance and they do that by deploying new applications via portals rather than installing let's say a fat client on each desktop. Some folks will look at the portal almost as a set of railroad tracks that you can place applications on, and these railroad tracks touch all desktops. And allowing that you could put your applications via the portal onto those railroad tracks and deploy them to everyone.

Slide 53 - Why Now?

- Why start now? The portal is the next desktop, the view into your application, your data, and access to your people - helping each other solve business problems.
- A portal will help solve business problems now. You can realize immediate ROI by improving employee productivity, lowering staff costs, and speeding up business processes and responsiveness. Portals can provide all the resources an employee or supplier or buyer or even an end user customer needs to complete a task, answer a customer question, order a product.
- And guess what, your competition is looking at putting in a portal too. You can gain a significant advantage if you act now - rather than later - in starting to implement this capability.
- We believe a great place to start would be in implementing an employee portal. After learning what works for you - expand it to include access to your suppliers/buyers or end user customers.
- And we can help you realize these benefits quickly through our experience and services that have been used to help other customers take advantage of this new e-business capability...

Slide 54 - Key Benefits of WebSphere Portal

- 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

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- Reducing the cost of building and maintaining first-class B2E, B2B and B2C portals with the most complete portal solution in the market

Slide 55 - Business Partner Services

This page is for the business partner to indicate what services they will provide to the customer

Slide 56 - Next Steps

Now we'll close by reviewing the next steps.

- IBM currently has a new sales tool available for the Portal Family, called an executive assessment. This Executive Assessment will include a set of solution-specific questions and forms that we can use to work with you to identify where the Portal Family offering would work for you.
- We would like to meet with you to conduct an assessment of your business, gather the information we need, and walk you through a structured analysis of your business and your competitive environment.
- At the end of this assessment, which takes approximately 2 to 3 weeks, you will have the opportunity to review a prototype website, a business assessment and a competitive website analysis.
- (Name) will contact you to arrange a meeting to assessment your business

Slide 57 - Summary

- In summary, these are some of the things I want you to walk away with. One is, I want you to realize how complete the portal offering is in comparison. IBM starts with the portal, offer personalization, can expand out with content publishing, and IBM can collaborate with teams and take it all the way out and provide a global single sign-on and security model. It's a very complete portal offering. As I mentioned previously, there's a lot of momentum in the market around this family of offerings.
- Another important thing to remember is that not only is IBM providing a leadership role in the development of open standards but they are also deploying those open standards within the WebSphere Portal Family. Open standards like the J2EE architecture, Web Services, Java, etc. are all natively a part of this portal solution. That's important because as you move down the line of deployment and extensibility, that provides lower cost of ownership using the open standards.
- As I said earlier, the IBM portal is a part of IBM's larger eWorkplace business strategy so the portal is actually being deployed as the front end to the entire corporate intranet that we call eWorkplace here at IBM and there's been some very fascinating ROI studies on the amount of money that we've saved using the portal to be the framework to offer our eHR and our eProcurement and our eLearning through the global campus etc. Now from an industry point of view, the analysts have basically come up with some of these magic quadrants and these other things to put things into perspective and the nice thing about the IBM portal offering is that IBM has a leadership role in the majority of those magic quadrants, the web services quadrant, the portal, the KM infrastructure, the collaboration, the middleware. That basically shows a leadership role in fundamental areas that are required to deploy portals. As a result,

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there is a significant business value for the eBusiness, you have increased employee productivity, you have higher customer loyalty, and overall a lower cost of portal deployment.

Slide 58 - For More Information

Here you will find a list of helpful URLs to access portal family, host integration, and e-commerce information

Slide 59 - Thank you for Attending

No script needed...thank your attendees for coming to the seminar...