IBM WebSphere Portal Family Strategy and Offerings

Agenda

- **WebSphere Market Leadership**

- **What is a Portal and its Benefits to customers**

- **IBM's Portal Strategy**

- **Customer and Industry Feedback**

- **IBM Portal Offerings**

- **Customer Scenarios**

- **Competitive Highlights**

- **Next Steps**

Seminar Objectives

- **By the end of today's seminar you will know the following about IBM's WebSphere Portal Strategy and offerings:**

  - ► **Why you need it..**

  - ► **What problems it solves for you and your customers...**

  - ► **What the offerings are...**

  - ► **How the offering works...**

  - ► **What the benefits are for customers**

  - ► **Value proposition and key messages**

 - ► **How to learn more about the portal offerings**

WebSphere Market Leadership

- **35,000+ global customers**

- **9,000 partners (500% YTY)**

- **1,300 certified solution providers**

- **4,700 trained global integrators**

- **1,000 partner / customer engagements via WebSphere Innovation Centers**

- **Nine consecutive quarters of double-digit growth**

- **Grew market share 10 times faster than BEA over past year**

Most **Rapidly** growing
e-business platform

Total IBM Value for Total e-business Solutions

WebSphere Portal Family creates personalized and collaborative experience for employees, partners and customers
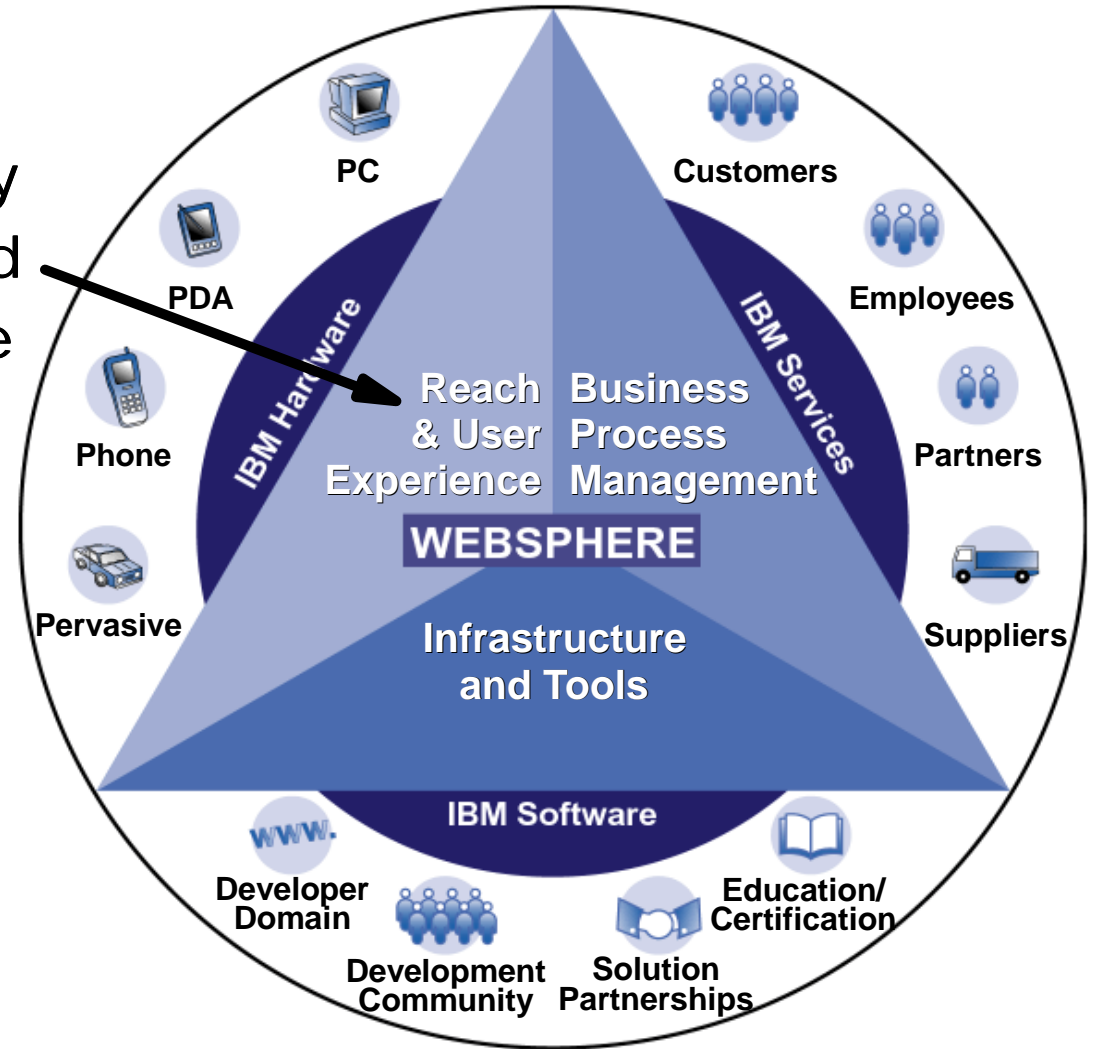
The Issue

What is a Portal?

"Portals are Web sites targeted at specific audiences and communities, providing:
1. content aggregation/delivery of information relevant to the audience,

2. collaboration and community services, and

3. services/applications access for the target audience

— all delivered in a highly personalized manner."

Source: Gene Phifer, Gartner Group,   *'Portal': The Most Abused Term in IT*
 Sept. 25,2000

What is a Portlet?

Collaboration data

Federated search across multiple repositories

Personalization button

Navigation bar

Subscriber News

Inventory data from ERP Application

Business Intelligence Reports & Analysis

Business partner relationship data

IBM Knowledge Portal - Netscape

File Edit View Go Communicator Help

Your Portal

Thursday, September 28 2000

Search: [   ] Go

My Market | My Company | My Products | My Customers   Personalize ①   Help ?

Customer Watch

Insurance Stocks after Floyd
Insurance stocks are riding the choppy wake of Floyd.

Frontier eyes Q2 gains
Frontier Group CFO told securities analysts the 2nd quarter would exceed earnings estimates.

Customer

Date	Activity	Team	Status
08/09/00	Opportunity: Competitors poor laptop performance	Denice Broslin	Open
08/11/00	Complaint: Broken hard drive on arrival	Hans Dieterbrodt	Open
08/11/00	Opportunity: Frontier merger creates new sales team	Hiro Narita	Open
08/12/00	Opportunity: New sales demo hardware needed - CDROMs	Denice Broslin	Done
08/15/00	Opportunity: Request for information from HR	Denice Broslin	Canceled

Website Hits

M T W Th F

Ship Schedule

T600X   Qty:400   9/15/00

T600E   Qty:257   9/29/00

Current Forecast

20
15
10
5
0

Q3   Q4

Partner Requests

Dixon   New Classes on PCMCIA 8/01/00

Martin Corp.   Need Supply of ethernet cards by Sept. 28
8/03/00

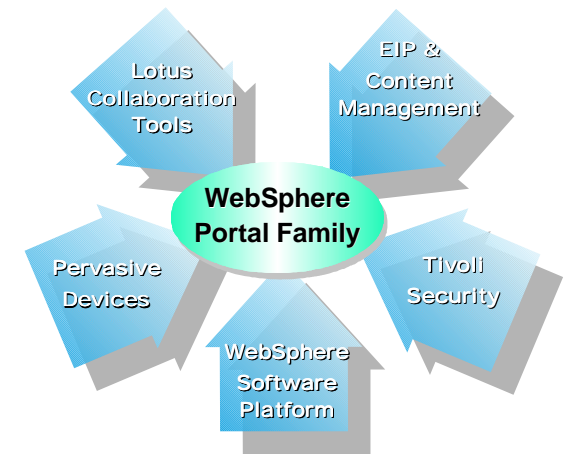Johnson Inc.   Alternate supplier of   docking stations
8/04/00

Fingerhut 1500 Thinkpads ordered for

Benefits of Portals

- **Simplify Access to Resources**
  - ►**Single, consistent Web User Interface (WUI)**
  - ►**Single point of access to all your Intranets & Internet**
  - ►**Accessible from any Device: PC, PalmPilot, Cell Phone, etc.**

- **Eliminate Information Overload**
  - ►**Speed up Task Cycle Times**
  - ►**Recover time spent in "endless searching" by users**

- **Personalize - the Context is ME!**
  - ►**Partners, Customers, Employees, Services, Managers, etc.**

- **Collaboration Meets Applications**
  - ►**Help People take action**

- **The Enterprise Now "Owns" the Desktop**
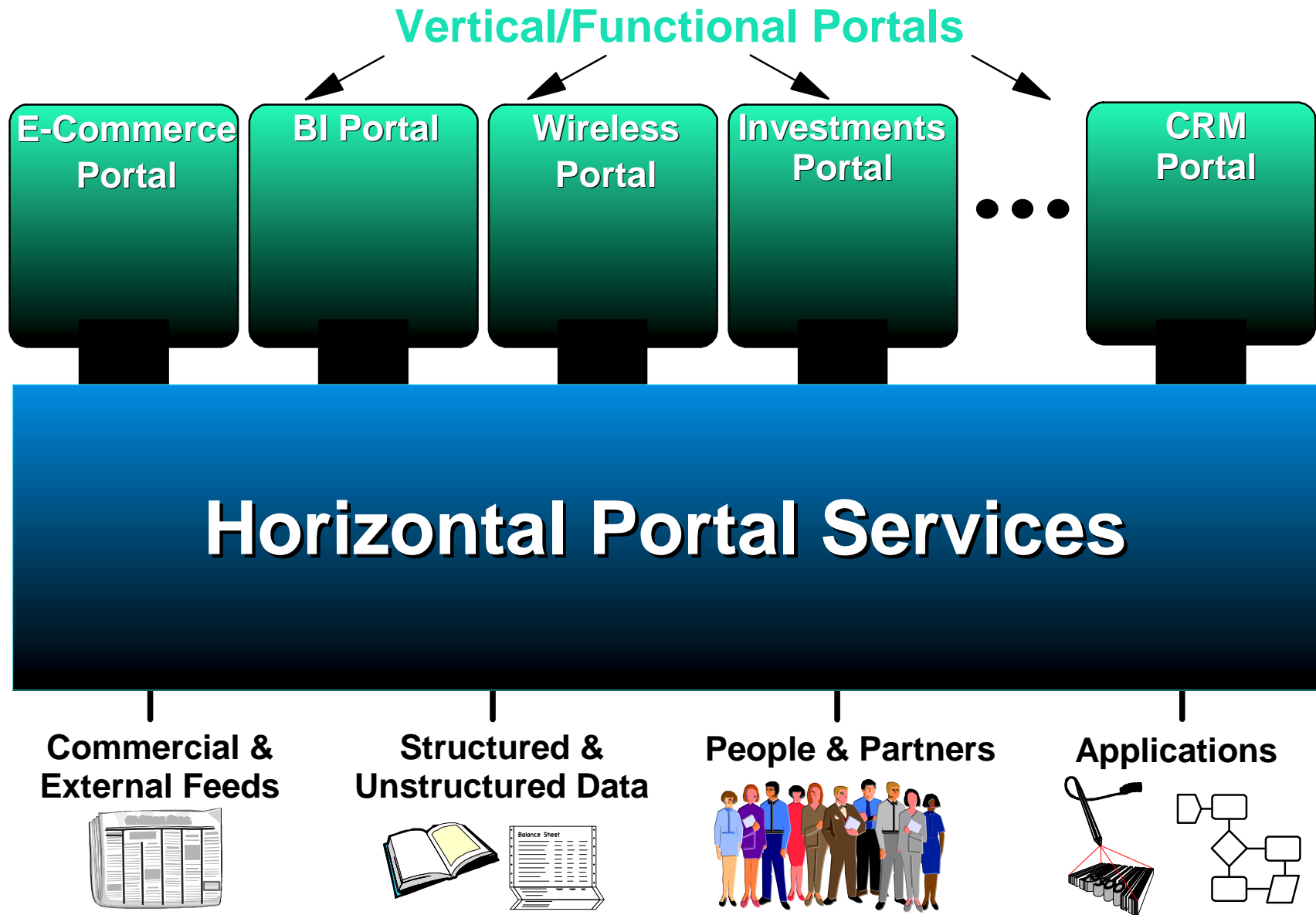 - ►**Proactively Manage Corporate Memory & Culture**

IBM Portal Strategy

- **Provide a single family of portal offerings**
  - ► **Based on all relevant products across SWG**

- **Provide a horizontal portal solution**
  - ► **Multiple portal solutions, spanning B2E, B2B, B2C**
  - ► **Integrated collaborative services**
  - ► **Wired and wireless devices**
  - ► **enterprise and service provider requirements**

- **Provide a framework that enables extended features**
  - ► **EIP for advanced information integration**
  - ► **Lotus for collaboration and Discovery Server**
  - ► **Tivoli for advanced user management/security management**
  - ► **Business Partner and Customer provided**

- **Leverage the robustness of the WebSphere family**

- **Build portfolio of portlets via**
  - ► **In house development**
  - ► **Implementing an aggressive business partner program**
  - ► **Provide tooling/enablement for customer and business partner development**

Lotus Collaboration Tools

EIP & Content Management

WebSphere Portal Family

Pervasive Devices

Tivoli Security

WebSphere Software Platform

Core Offerings

WP Enable

WP Extend

WP Experience

- ❑ WebSphere Everyplace
- ❑ Enterprise Information Portal
- ❑ Enterprise Application Integration
- ❑ BackWeb (partner)
- ❑ Sametime & QuickPlace
- ❑ WebSphere Edge Server
- ❑ Discovery Server

Horizontal and Vertical Portals

Vertical/Functional Portals

| E-Commerce Portal | BI Portal | Wireless Portal | Investments Portal | ● ● ● | CRM Portal |

Horizontal Portal Services

Commercial & External Feeds

Structured & Unstructured Data

People & Partners

Applications

Portal Family Value Proposition

WebSphere creates a compelling, dynamic user experience for B2E, B2B and B2C Portals

Effective, efficient access to

content, applications, and people

They don't know who I am

They don't know what I like

They can't customize for me

They don't let me add value myself

They can't make recommendations

Information is decentralized and hard to find

Customization

Personalization

Recommendations

Portalization & syndicated content

Collaborative e-Teaming

High-quality content
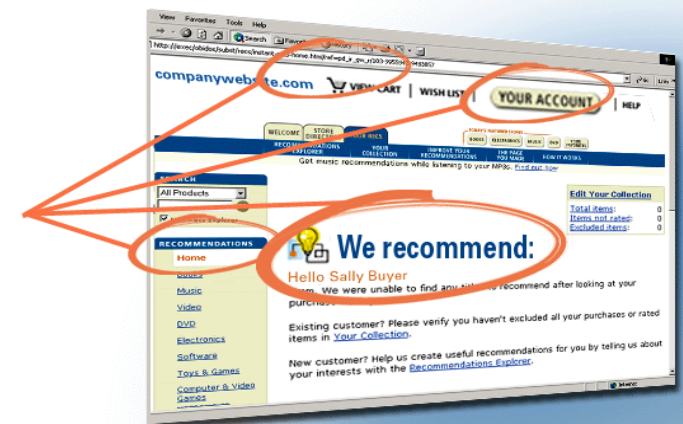
One IBM Family of Portal Offerings
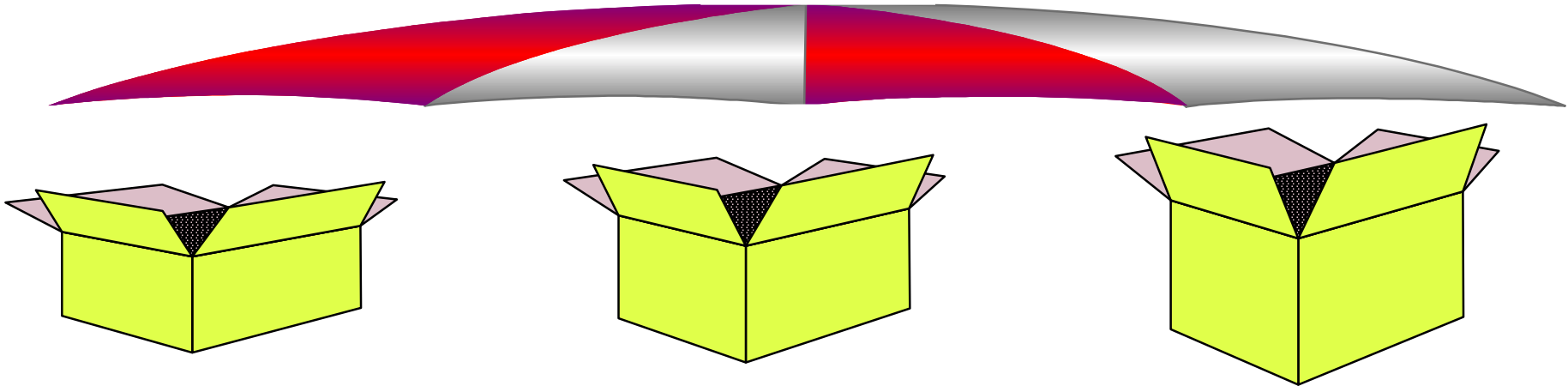
WebSphere Portal Enable

- Maximum Flexibility
- IBM's entry level offering
- Delivers:
  - core portal framework capabilities
  - Deliver solid B2C capabilities
  - Great for OEM/Reseller opportunities
 - Supports the broadest number of OS platforms

WebSphere Portal Extend

- Integrated Collaboration
- Best of breed portal capability
- Delivers:
  - Core portal framework
  - integrated collaborative tools
 - for dev't and analysis

WebSphere Portal Experience

- Maximum Breadth
- IBM's flagship offering
- Delivers:
  - industry's most comprehensive solution for deployment and management of portals
  - scalable enterprise content management infrastructure
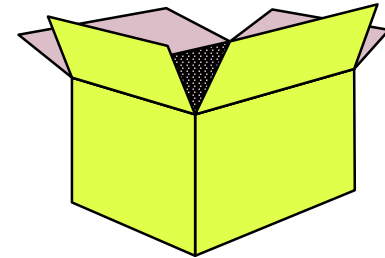
WebSphere Portal Family
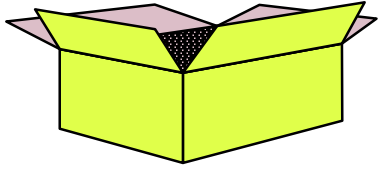
WebSphere Portal Enable

- Portal Framework
  - *WS Personalization
  - *WAS Advanced
  - *IBM LDAP
  - *DB2
  - $55k/processor

*** Restricted and Limited License only
* Limited License only
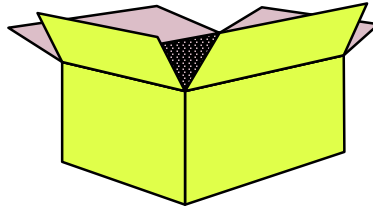
WebSphere Portal Extend

- Portal Framework
  - *WS Personalization
  - *WAS Advanced
  - *IBM LDAP
  - *DB2
- ---------------------------------
- K-station 1.1
  - Sametime capability***
  - QuickPlace capabiltiy***
- *Site Analyzer
- *Extended Search
- $95K/processor

WebSphere Portal Experience

- Portal Framework
  - *WS Personalization
  - *WAS Advanced
  - *IBM LDAP
  - *DB2
- ---------------------------------
- K-station 1.1
  - Sametime Capability
  - Quickplace Capability
- Site Analyzer
- Extended Search
- Full Sametiime adds
  - e-meetings
  - application sharing
  - white boarding
- Full Quckplace adds
  - offline services
- Policy Director
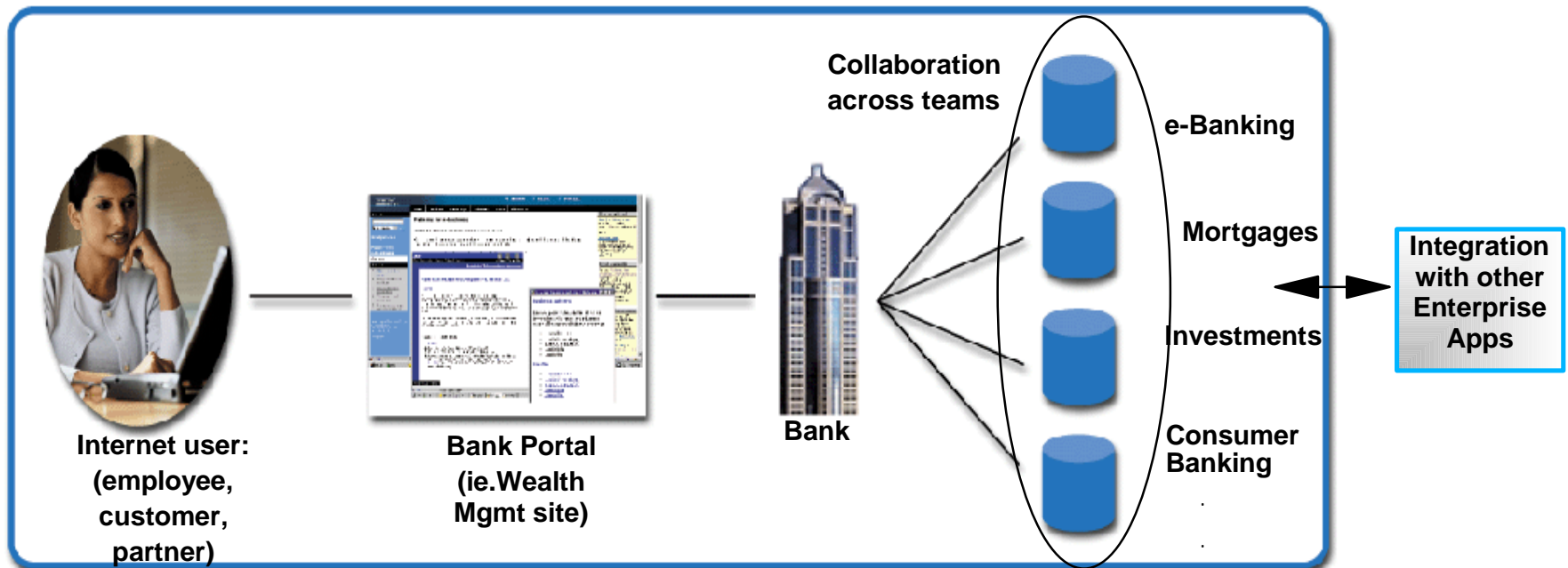- IBM Content Manager
- IBM EIP client kit
- $580K - 4 license package

10/9 WebSphere Portal Family Ann.

- **WebSphere Portal Family Offerings**
  - ► **WebSphere Portal Enable**
  - ► **WebSphere Portal Extend**
  - ► **WebSphere Portal Experience**

- **SAP iViews, WebSphere Edition**
  - ► **Portlets for SAP, BAAN, Oracle, Peoplesoft and Siebel**

- **New Business Partner agreements**
  - ► **7 new portlet providers**
  - ► **Channel partners (e.g. Perficient)**

- **Withdrawal from Marketing:**
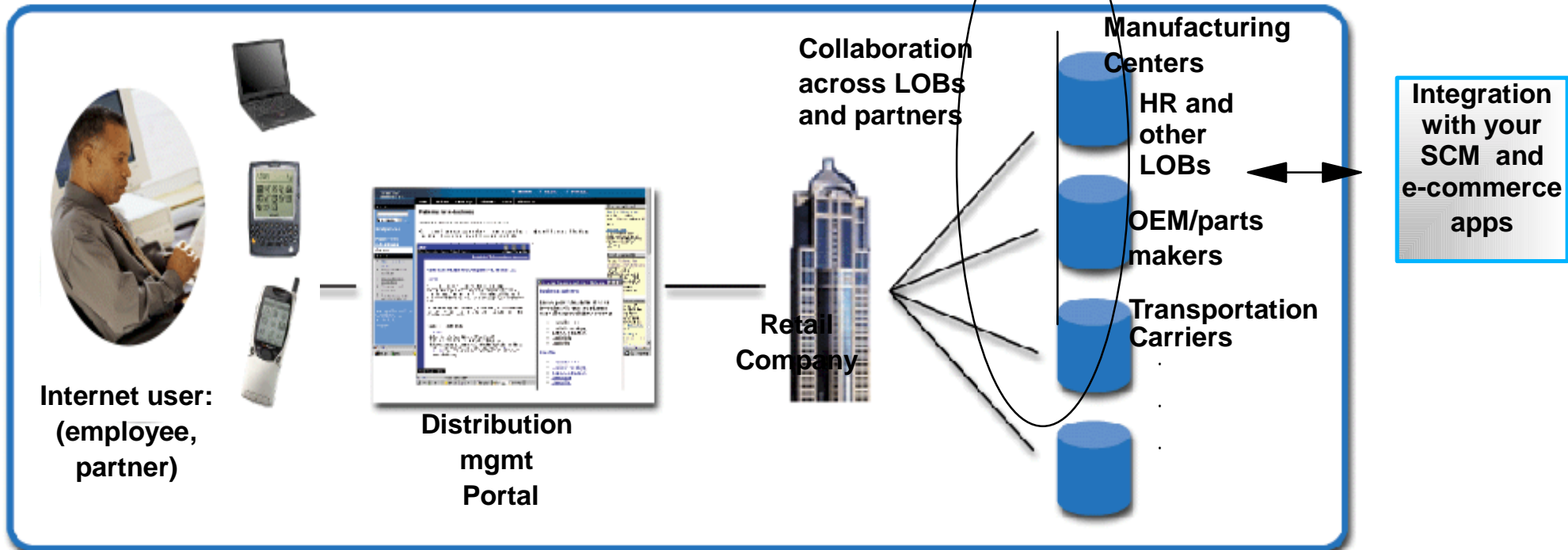 - ► **UEX, Interwoven, WPS 1.2, and K-station**

WebSphere Portal Offerings

■ Scenario - BF&S (Wealth Management)

Collaboration across teams

e-Banking

Mortgages

Investments

Consumer Banking

Integration with other Enterprise Apps

Internet user: (employee, customer, partner)

Bank Portal (ie.Wealth Mgmt site)

Bank

- ■ Differentiate your website, cater to your user

- ■ Continuous improvement of your dynamic web channel

- ■ Increased customer loyalty that reflects your business rules and values

- ■ Increased productivity via collaboration and e-teaming across your LOBs

- ■ All of this with one scalable, portal offering from IBM
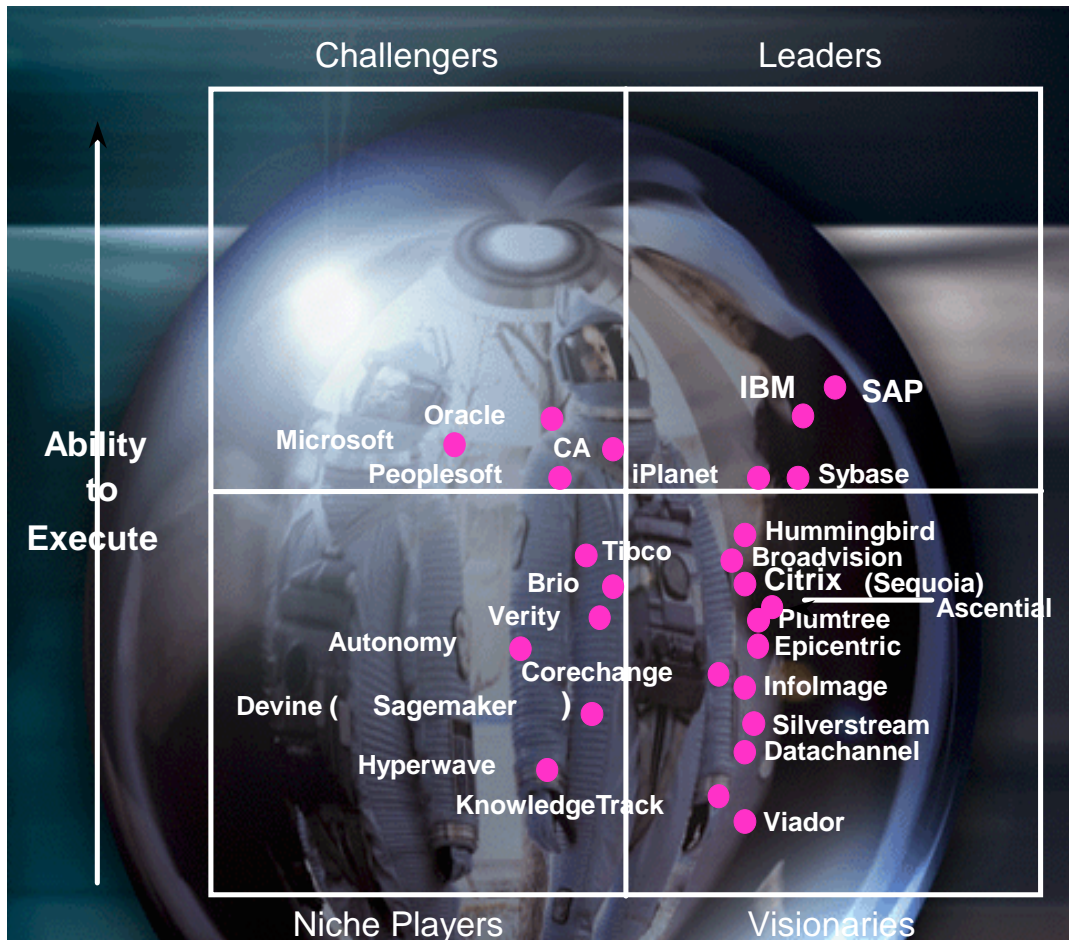
WebSphere Portal Offerings

Scenario - Manufacturing, Distribution and Retail

Collaboration across LOBs and partners

Manufacturing Centers

HR and other LOBs

OEM/parts makers

Transportation Carriers

Retail Company

Distribution mgmt Portal

Internet user: (employee, partner)

Integration with your SCM and e-commerce apps

- **Leverage the power of portals; deliver information needed to get the job done**

- **Consolidate feeds from all your LOBs and key partners, securely**

- **e-business infrastructure allows LOBs to e-Team and share key data and info**

- **Increased productivity via collaboration and e-teaming across your LOBs means better cost management and improved SCM**

IBM's Leadership in the Portal Market

- **Gartner placed IBM in leadership quadrant**
  - ► **Ahead of Plumtree, Oracle, BEA, Epicentric...**
  - ► **Based on our ability to execute a better vision**

Source:

Gene Phiffer

Gartner Research

08-2001

Customer Feedback

" IBM's decision to blend K-station's collaborative portal functionality with WebSphere Portal Server's optimized portal framework can result in more flexibility for us" said CIO Ole Jørgensen, Statoil, the largest operator on the Norwegian continental shelf with oil and natural gas operations in 22 countries and 16.000 portal users. " We are building portals for internal and extend users. Each have different requirements. We are currently using K-station to serve the employee-portal and with the new offering, we will also evaluate the full IBM portal solution for our total portal requirements."

Customers Support One IBM Portal

"... Using this portal, our geographically distributed workforce will be able to collaborate more effectively, avoid duplication of work and, as another example, share market research insights to provide the most optimal IT solutions to our clients."

—Christoph Schepers, Senior Consultant, TLC (Transport, Informatik and Logistik Consulting) GmbH--Deutsche Bahn Gruppe

"... The combination of the collaborative capabilities of K-station with the power of WebSphere provides customers with a robust, best-of-breed portal solution. Combined with Crystal Decisions' enterprise web reporting and analysis solutions, customers have access to a complete solution-realizing our common goal of bringing together people and information."

—Janet Wood, vice president of business development, Crystal Decisions

Analysts Validate IBM Portal Strategy

WebSphere Portal Server is the most advanced Enterprise Portal solution that we have reviewed

(Bloor Research)

The net effect is that IBM is in an excellent position to clean up: its (Portal) product is comprehensive and superior and almost all from one vendor

(Bloor Research)

Bottom Line: WebSphere Portal Server positions IBM in the select group of long-term enterprise portal players.

(Meta Group)

IBM has all the components necessary to build compelling portal solutions, and Butler Group believes that combined with the strengths of its Global Services division, the company has the potential to be a major force in the portal market.

(Butler Group)

Large industry players that offer strong infrastructure components and models for integration will dominate this space by 2002.

(Giga)

IBM's portal strategy is the most defined.........IBM should be commended for taking the hype out of the portal market and focusing on the infrastructure necessary

(Cutter Information)

IBM is weighing-in by far with the

most significant contribution to the exploding corporate portal market

(Delphi Group)

Competitive Highlights

- **IBM's Portal Family and Strategy judged among the industry leaders by Gartner and Meta**

- **Enables seamless, scalable growth as your needs grow - using the same technology base.**

- **Richest set of collaborative portal tools in the industry**

- **Most complete offering for enterprise portal available from any single vendor**

  - ▶ **Security, scalability, and reliability assured based on WS Appl server base**

  - ▶ **Integrated with IBM Enterprise Content Management infrastructure**

Business Partner Services

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

How to get started with the WebSphere Portal Family?

Next Steps

- **WebSphere Portal Family Executive Assessment**

  - ► **Meet with an IBM business partner to conduct a e-business assessment of your company**

  - ► **Approximately 2 - 3 week process**

  - ► **What the customer gets:**
    - – **Prototype website (your data)**
    - – **business assessment**
    - – **strategical and tactical proposal**
    - – **competitive Website analysis**

- **Download the executive assessment at:**
  - ► http://www.ibm.com/partnerworld/software

Summary

- **IBM's WebSphere Portal Family delivers:**
  - ► **a focused world class user experience**
  - ► **increased customer loyalty through personalization**
  - ► **flexibility and scalability for rapid e-business growth**
  - ► **Improve productivity, satisfaction and profitability**
  - ► **Deliver e-teaming via secure collaboration**
  - ► **Increased employee productivity**
  - ► **Improved customer and business partner loyalty**
  - ► **Reduced costs for building and maintaining a 1st class portal for your e-business**

- **Today's economic environment demands high return on IT investments and assets**

- **Implementing a portal access to your applications, data, and employees maximizes your investments**
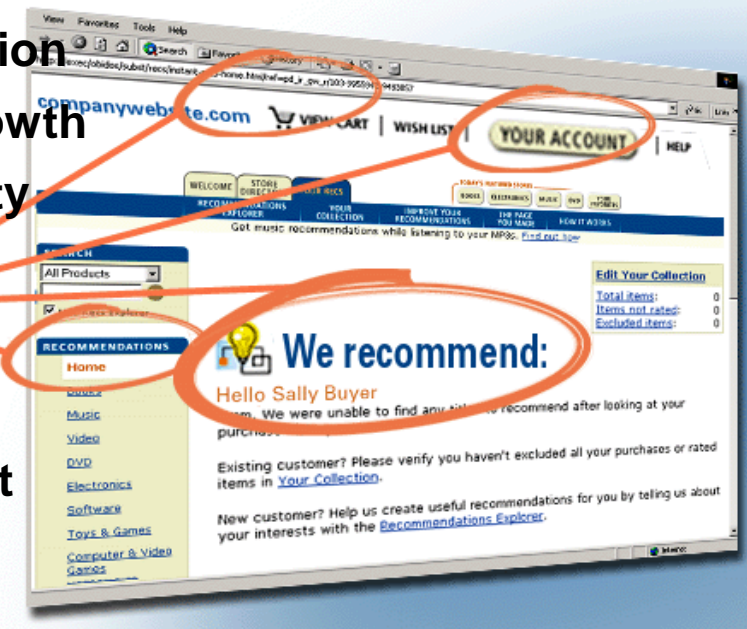
Customization
Personalization
Recommendations
Portalization and syndicated content
Collaborative e-Teaming
High quality, optimized content

Follow-Up Websites/References

- **For more information on portals, go to:**
  - ► **http://ibm.com/software/webservers/portal**