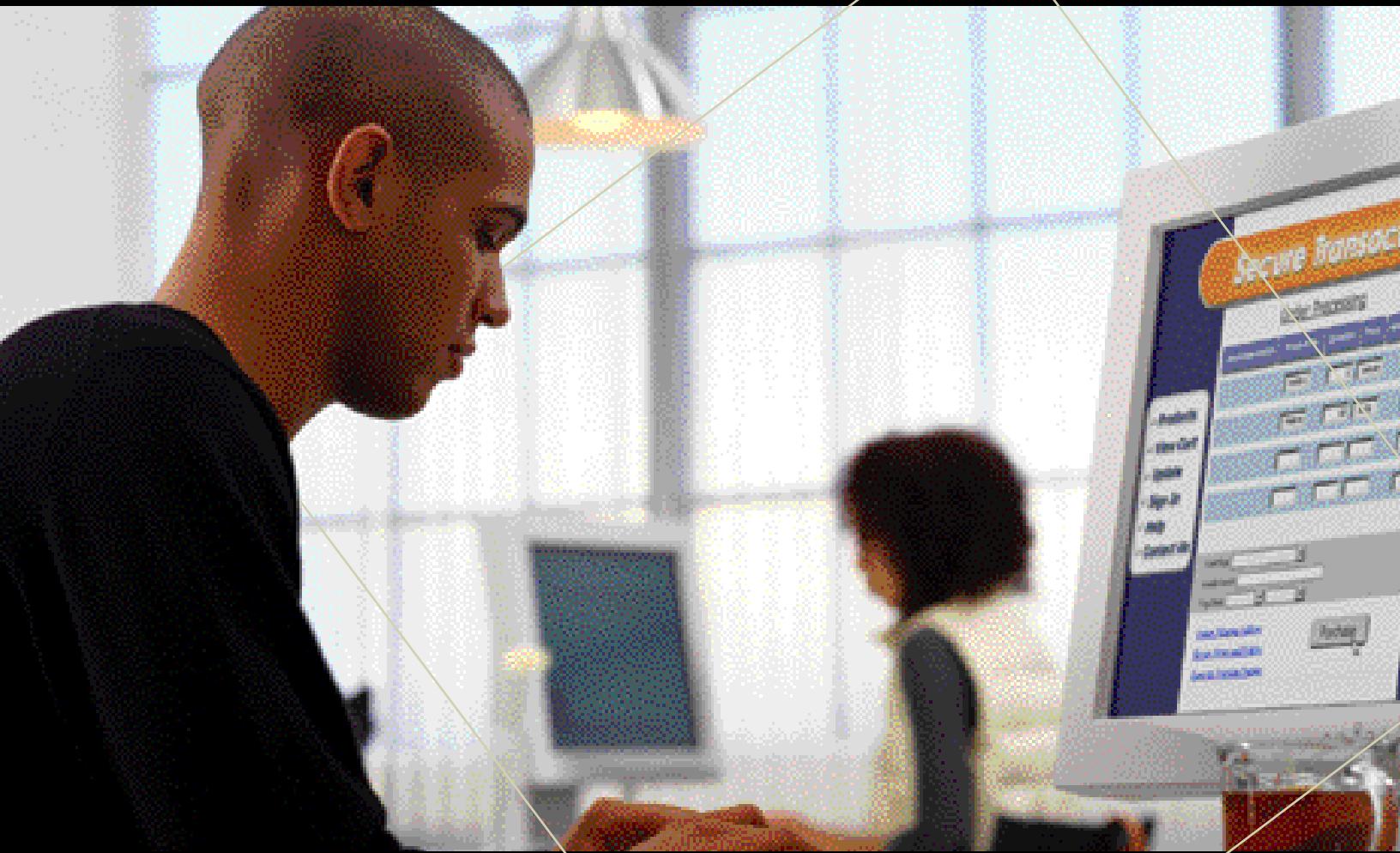


Deliver tailored content and collaborative applications to customers, suppliers and employees



brand color on black or dark background

The focus of e-business has shifted. As companies move critical business functions to Web-based infrastructures, they need to react quickly to the exploding number of diverse users, Web technologies, mergers, acquisitions and competition—all of which are driving dynamic e-business. Today, it's critical that you maximize the return on your investments in employees, customers and technology. The key is to improve employee productivity and increase customer loyalty within a limited IT budget.

You need a portal software infrastructure that can handle the diverse needs of your employees, customers and trading partners to succeed in today's highly competitive, ever-changing marketplace. The IBM WebSphere® Portal family of products delivers a unified IBM portal strategy, bringing together the software components you need to help you deliver tailored content and collaborative applications to users. Portal technology. Content personalization capabilities. Collaboration capabilities. Web site analysis. Content management capabilities. All designed to help you maximize your Web site effectiveness and your return on investment.



Handle the diverse needs of your employees, customers and trading partners in today's competitive, ever-changing marketplace.



Provide secure access to dynamic information

The IBM WebSphere Portal family addresses the unique portal requirements of your e-business. Secure access to dynamic information, applications and people is essential to build successful business-to-consumer (B2C), business-to-business (B2B) and business-to-employee (B2E) portals. With WebSphere Portal family, you can realize substantial return on your investment through collaboration, personalization and a single access point to your e-business. Increase employee productivity and establish and maintain customer and trading partner loyalty. And reduce the costs of building and maintaining first-class access portals for your e-business.

The WebSphere Portal family consists of three offerings:

- *WebSphere Portal Enable solution*
- *WebSphere Portal Extend solution*
- *WebSphere Portal Experience solution*

Get your portal up and running—quickly and easily

As the most flexible IBM offering, WebSphere Portal Enable allows you to quickly build highly scalable portals that simplify and speed a user's access to personalized information and applications. Core portal capabilities are provided

through IBM WebSphere Portal Framework, IBM WebSphere Personalization and IBM WebSphere Application Server. WebSphere Portal Enable can scale to more advanced portal offerings as your needs dictate. It can integrate with collaboration, security and extended search systems from other vendors, while still providing a single access point for information, applications and people.

The WebSphere Portal Framework provides the common services—like connectivity, integration, administration and presentation—required across portal environments. Connectivity services give you access to enterprise data, external news feeds or even your trading partners' applications. Presentation services allow you to customize your computing desktop to match your own work patterns and needs. The active flow and display of information a user views is controlled by portlets running within the WebSphere Portal Framework.

The WebSphere Portal Enable solution provides a number of portlets for e-mail, calendars, collaboration, syndicated news and other functions. You can also improve productivity by including access to enterprise resource planning (ERP), customer relationship management (CRM) and supply chain management (SCM) enterprise applications. And in keeping with its commitment to open standards, IBM provides a portlet application programming interface (API) so you can easily extend the framework.



Key elements that help you deliver a first-class portal include customization and personalization. Customization allows users to select which applications they view and how they want to view them. The WebSphere Portal family provides customization and true personalization by incorporating the capabilities of WebSphere Personalization Server.

By invoking robust business rules or by using collaborative filtering technology from WebSphere Personalization Server, WebSphere Portal Enable can dynamically tailor content displayed by individual portlets to different users and groups. For example, business rules could be used to show a customer service representative or sales person product news or information about only the products each sells. A customer or trading partner could be shown different content depending on individual account balances or past transactions.

Extend access to action

Along with all the access and personalization capabilities of WebSphere Portal Enable, WebSphere Portal Extend features powerful collaborative, extended search and Web analytics technology. You can learn valuable information about how portal users navigate your Web site. Then you can act on the information and increase the effectiveness of various portals.

Portal users are more productive when they can collaborate and act on the information they're viewing. WebSphere Portal Extend provides this functionality by including the award-winning collaboration technology of Lotus® K-station. The K-station user interface features full drag-and-size customization and easy-to-navigate menus and tabs. From this interface your users can create discussion areas. Collaborate about document libraries. Set up group calendars, assign tasks and communicate through instant messaging. And WebSphere Portal Extend introduces new

K-station integration technology, so that portlets created with the WebSphere Portlet API can be displayed through the K-station user interface. Now, you can choose either the K-station user interface or the original WebSphere Portal Server user interface without limiting the portfolio of available portlets. The result is a collaborative work environment in which decisions—based on shared knowledge and access to dynamic information—can be made faster.

The WebSphere Portal Extend solution also offers extended functionality. In order to solve a problem quickly, users often need to make ad-hoc queries to gather new information. WebSphere Portal Extend provides search capabilities for an expanded variety of data stores, including relational databases, such as IBM DB2® Universal Database™ and Oracle, Lotus Notes® and Lotus® Domino™ databases, popular Web search engines and text or HTML documents. You can search across these data sources in parallel and combine the results into a consolidated list of matching documents, avoiding serial data source searches and saving time.



Optimize portal effectiveness

To stay competitive, anticipate customer demand and capitalize on your e-business investment, you need to understand how users access your portal—and then act on that knowledge. The WebSphere Portal Extend solution includes robust Web analysis technology through IBM WebSphere Site Analyzer to help you obtain and leverage critical knowledge to optimize your portal. With WebSphere Site Analyzer you can make informed decisions about Web initiatives from content design appeal to marketing advertisement effectiveness. Maximize B2C, B2B and B2E Web site effectiveness for IT, marketing and sales executives—all in one solution. You can capture, store, measure, report and chart Web site visitor trends and preferences to get a detailed view of events. All with WebSphere Site Analyzer.

Save time by searching across a variety of data sources in parallel and combining the results into a consolidated list of matching documents.

A complete portal solution

IBM WebSphere Portal Experience delivers the industry's most comprehensive solution for developing, deploying and maintaining enterprise portals. With the WebSphere Portal Experience solution, you can build a common e-business infrastructure that meets your unique requirements for enterprise content management, collaboration and security. Along with the features and functions of WebSphere Portal Extend, WebSphere Portal Experience adds further collaboration capabilities with Lotus QuickPlace™ and Lotus Sametime® technology, provides enterprise content management functions with IBM Content Manager and ensures a more secure portal with Tivoli® Policy Director.

While WebSphere Portal Extend provides strong collaboration capabilities by utilizing Lotus K-station technology, WebSphere Portal Experience extends the power of collaboration by including licensing for QuickPlace and Sametime clients outside the K-station user interface. The QuickPlace client allows users to create a secure Web workspace instantly, where other users can share ideas and documents. When the project is over, QuickPlace captures the applied structure and knowledge of a workspace as a reusable asset that can be shared throughout your organization to improve productivity on your next project.

Lotus Sametime allows you to take advantage of Sametime shared objects capabilities by quickly moving to an application-sharing or whiteboard session. You can share a screen frame, your desktop or applications with others or show presentations and drawings on the whiteboard. The result? You can collaborate effectively without traveling, improving overall productivity and reducing costs.

And with IBM Content Manager and IBM EIP Client Kit for Content Manager you can enrich a user's portal experience by providing access to valuable digital assets created by other business applications. IBM Content Manager and EIP Client Kit can index, store, search and distribute digital content, including business documents, printed reports or statements, and audio and visual text, XML and HTML files. Access the most up-to-date information retrieved from the same repository, where business applications data is stored. Easily select content, such as streaming video, to include in customer-facing materials.

Provide security-rich access to information

WebSphere Portal Enable and WebSphere Portal Extend utilize the security features of WebSphere Application Server, but WebSphere Portal Experience takes security to the next level by including Tivoli SecureWay® Policy Director. SecureWay Policy Director—a robust and secure policy management tool for e-business and distributed applications—addresses the challenges of escalating security costs, growing complexity and cross-platform

security policies. It is designed to unite core security technologies around common complexity and lower the total administration cost of secure computing. With SecureWay Policy Director, you can protect Web resources, including URLs, scripts and data that can be accessed by traditional Web browsers and wireless application protocol-enabled devices.

A proven, reliable foundation

It's not enough to provide users with personalized information; you have to ensure that it's built on a sound foundation that can scale as your business grows. The foundation of the WebSphere Portal family is award-winning IBM WebSphere Application Server, Advanced Edition. An open, cross-platform, Java™ technology-based solution, WebSphere Application Server combines the performance and scalability you need with application-level workload management and clustering, so you can get your portal solution up and running quickly. Transform static information into dynamic Web content—and make it available to users faster.

Because WebSphere Application Server, Advanced Edition is based on open standards, you get a full range of development capabilities. Leverage current skill sets and quickly add functionality as your business needs evolve. Built on this solid platform, the WebSphere Portal family of products enables you to operate in even the most transaction-intensive B2C, B2B and B2E environments.

For more information

Scalable. Flexible. Cost-effective. The WebSphere software platform for e-business and WebSphere Portal family solutions can help you to develop and maintain first-class B2C, B2B and B2E portals, building customer loyalty and increasing employee productivity in the process. To learn more, visit: ibm.com/pvc/getnewURL





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