

IBM WEBSHERE PORTAL FAMILY STRATEGY AND OFFERINGS - SPEAKER NOTES

Slide 1 - IBM WebSphere Portal Family Strategy and Offerings

Leverage Legacy Data with New e-business Solutions

- 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 this new offering announced by IBM on Oct 9, 2001.
- This is a very important announcement for the WebSphere platform and IBM has received great feedback from analysts and customers. Portals are a very hot topic right now and IBM has a compelling story to tell.

Slide 2 -Agenda

For the next 1 1/2 hours, I will give you an overview of WebSphere Portal Family Strategy and Offerings. The agenda for today will include:

- WebSphere's market leadership
- What is a Portal and it's benefits to customers
- IBM's Portal Strategy
- Value Proposition
- IBM Portal Offerings
- Portal Scenarios
- Customer and Industry Feedback
- Competitive Highlights
- and the Next Steps

Slide 3 - Seminar Objectives

By the end of today's seminar you should know:

- Why you need the WS Portal Family of offerings
- What problems it solves for you and your customers
- What is included in the WS Portal Family and how it solves those problems
- What the offerings are...
- How the offerings work...
- What the benefits are for customers
- Value proposition and key messages
- How to learn more about the portal offerings

Slide 4 - 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

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- 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 9 consecutive quarters of double-digit growth.

Slide 5 - Total IBM Value for Total e-business Solutions

- With a shared understanding of the problems being faced by our customers, we can discuss how the WebSphere Portal Family helps resolve them and improve customer's ROI.
- First of all the WebSphere Portal Family is a key component of the WebSphere Platform, depicted in this chart. 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 Everywhere offerings.
- The IBM WebSphere Portal Family delivers a personalized and collaborative portal experience to your customers, suppliers and employees

Slide 6 - The Issue

- 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.
- 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.

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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 7 - What is a Portal?

- Use this slide to remind your customer what a portal is before kicking into the new one IBM Portal Strategy.
- "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."
- This is Gartner's view of portals. It maps a lot to IBM's which was developed months earlier. Note that items #1,2 & 3 map to IBM software groups: Data (1) Lotus (2) and WebSphere (3).

Slide 8 - What is a Portlet?

- This is a mock up of a portal screen for explaining what a portal needs to be.
- Subscriber Window: this window shows me syndicated data -- such as Reuters, Dow Jones, NewsWire, BusinessWire, etc.. that may be relevant to your specific skills and role. Keeps me in touch with market realities.
- Collaboration window: this window shows customer activities like a sales team room. I can watch customer events and be tuned into something for a client I am personally responsible for.
- RealTime News: This is a website hit rate monitor. It simply says I am watching in case some major shift in access occurs -- which it has. Thursdays hits are way up indicating our advertising campaign is a success.
- The business partner data is an in-house custom application that helps me track sales opportunities through the partners. Since they don't sell very well without resources, I keep a watch for incoming requests.
- The BI report is one of the most commonly requested portal feature. Here I can get reports delivered daily and ad hoc on forecasts versus actuals by region, product, etc..
- ERP Inventory data: Here is another application delivering me personally relevant information about inventory and ship levels on orders I have placed for my client.
- Of course, all portals have a SEARCH capability
- Personalize is the button that lets me adjust my profile, add and subtract things from my personal "home page" in the portal.

Slide 9 - Benefits of Portlets

Simplify & Speedup access to Resources -- this is the PRIMARY reason for portals

- The single Web User Interface reduces training expenses. Once a user learns the interface to all corporate resources, its easy to interact with additional corporate resources through the

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WUI. Less time spent in class rooms and manuals! They also go one place for all their needs instead of searching all over the internet/intranet

- Accessible from any Device: PC, PalmPilot, Cell Phone, etc. This allows for cost savings since the device you have will get the information. Or, instead, be able to work from any location. Tom Koulopoulos of Delphi Group tells the story of doing his Email on a PalmPilot while standing in the 45 minute queues at Disneyworld with his daughter. If I must wait in line so long, then why not be productive -- clear out your email so when you come back from vacation there aren't 500 emails waiting for you.
- Eliminate InfoGlut: This is a big one. Employees, partners, and customers spend enormous amounts of time fishing through the intranet and web site for information. Using Federated search and user profiles we can recover time spent in "endless searching" by users. LET THE PORTAL SURF FOR YOU instead of you doing the network surfing
- Personalize -the Context is ME! Knowing and remembering what the user commonly asks for as an individual helps set the context for supplying information and transactions. To cross sell to customers, we personalize the transactions. Similarly, we do the same for business partners or HR staff versus marketing staff vs. Management. Using role based models we can evolve to giving each person what they need and want without inundating them with infoglut.
- Collaboration Meets Applications: Delivering knowledge is rarely useful unless PEOPLE take action. For people to take action, they need to be able to contact other people. More than cut and paste and Email, we need collaborative white boards, instant messages, shared team rooms, etc.. If the portal doesn't have the collaborative capabilities, it is just a fancy web site.
- The Enterprise Now "Owns" the Desktop: Proactively Manage Corporate Memory & Culture -- since the desktop is now "in the server" (i.e.. the portal), the corporate executives can now proactively manage a "push" strategy of knowledge to the employees and partners. Headquarters can ensure everyone sees the same information about a competitor; about expenses being too high, about good news, strategies, etc.. They can now actively manage corporate consciousness without relying on word of mouth

Slide 10 - IBM Portal Strategy

- Firstly, IBM's strategy is to provide a single family of portal offerings - integrating the excellent K-station and other collaborative technologies currently available from Lotus into the WebSphere Portal.
- The Family will build upon one another providing the right amount of function depending on the customer need.
- IBM's Portal Family is a horizontal solution enabling complete portals for B2E, B2B, and B2C applications. Users will be able to create the vertical and functional portals appropriate for their environments with the tools, portlets, and examples provided.
 - IBM also provides the capabilities to connect both wired and wireless devices enabling access to the company's portal from a pervasive set of devices.
- The Portal Family Strategy also has the capability to offer a broad set of features to integrate both corporate data, provide single sign-on and enhanced security, as well as advanced collaboration function - accessible right from the portal interface.

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- Specialized vertical functions - such as those unique to Financial portals can be added by customers or with assistance from IBM or our business partners.
- IBM's strategy also calls for providing a world class set of portlets to get you up and productive in the shortest amount of time. IBM has implemented a very aggressive partner portlet program and is adding new portlets every week.

On top of this the Portal Family is built on top of WebSphere! So, you can be assured of a robust, secure, and scalable solution.

Slide 11 - Horizontal and Vertical Portals

- Many people -- Gartner Group for one -- like to talk about Horizontal and Vertical portals. What they mean is "general foundation generic portal technologies" and "application specific" portals. In many cases, the "vertical" portal is simply the horizontal portal filled with specific content and purpose -- the technologies will be identical. But not always....
- The foundation of all portals is the Horizontal portal contains all the primary infrastructure to build a portal distinct from a website. Search, personalization, collaboration, and administration to name a few. These functional modules of software are common to all portal implementations (or should be). In many B2E focused portals, the horizontal or foundation layer is all that is needed.
- The vertical portals are the further refinements of the horizontal infrastructure. First, the content for that portal is focused on the functional unit (HR, Sales, etc.). Second, applications and plug-ins become specifically focused on solving that portal's goal: i.e., opportunity management lists and forecasts are in your personal profile for the Sales portal. There are hundreds of possible vertical portal types.
- Try not to be confused by vertical portal naming -- most of the time it does NOT mean banking or retail vertical industries.
- Sometimes a vertical instance exists only because of the content inside the portal. That means the documents and applications and people accessible through that portal are all targeted at one business functional unit (i.e.. HR, Marketing, etc.) Thus it is called an HR portal or Marketing portal. In fact it is a trivial instance of such a portal because it has very little true integration for that topic.

Slide 12 - Portal Family Value Proposition

- As we mentioned earlier in this presentation, the 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 often
- 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.
- But it's not just about the user. 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.
- Tying back to ROI, its easy to expand on who the user is - an employee gets the same benefits from a unique experience, plus efficiency to get more done quickly

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Slide 13 - One IBM Family of Portal Offerings

- Customer profiles for WebSphere Portal Enable:
 - Require B2C only
 - Do not require collaboration
 - Have made strategic decisions on other components
- Customer profiles for WebSphere Portal Extend:
 - Deploy multiple portal solutions, including B2E
 - Value integrated collaboration
 - Have made strategic decisions on other components
 - Very appealing to Lotus and WAS customer base
- Customer profiles for WebSphere Portal Experience
 - Deploy multiple portal solutions, including B2E
- Value being able to acquire all components from a single vendor

Slide 14 - WebSphere Portal Family

- This chart shows the technical content of each offering
- The first two offerings, Portal Enable and Portal Extend, come as a single CPU license with suggested list prices of \$55K and \$95K, respectively. The flagship offering, Portal Experience, is a 4 CPU license and lists at \$580K. All three of the offerings can be ordered today and English only versions will be generally available November 30. The NLV versions will be available on December 31 this year.
- As you can see from the chart, Portal Enable includes the Portal framework, Application Server, Personalization, LDAP and DB2. For those of you familiar with WS Portal Server 1.2, this offering features the same content, minus the Extended Search component.
- Portal Extend adds to the core portal components of Portal Enable. It features the collaboration and user interface of K-Station, plus WS Site Analyzer and Domino Extended Search. Since this is the "sweet spot" offering, especially at this price point for business partners, we will review some of Portal Extend's key features in a few minutes.
- To address the portal requirements of a larger organization, Portal Experience adds enterprise level security from Tivoli and enterprise content management from DB2. It also enhances the collaboration capabilities of the family by including special licensing for Lotus Samtime and Quickplace. All though restricted to limited number of users, the licensing allows portal users to set up electronic meetings, collaborate on electronic whiteboards and more.

Slide 15 - 10/9 WebSphere Portal Family Ann

- Delivering on its strategic direction of a single portal, IBM announced on October 9, 2002 the IBM WebSphere Portal Family offering in three simple solution packages to match customers varying portal needs.

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- The WebSphere Portal Family represents IBM's unified portal strategy. In the past, we have had multiple portal offerings and technology from different IBM software divisions. Offerings included the WebSphere Portal Server and Lotus K-station. In order to solve the problems discussed earlier, we knew we had to bring these solutions
- The three, tiered solution packages are:
 - WebSphere Portal Enable Solution, a flexible, scalable horizontal portal framework providing enterprises the foundation for implementing highly personalized portals.
 - WebSphere Portal Extend Solution, which includes all the capabilities of the Enable solution and adds integrated team room, instant messaging, extended search, community creation and web site analysis capabilities.
 - WebSphere Portal Experience Solution, which includes all the Extend capabilities and adds advanced e-meeting, application sharing, enterprise content management and enhanced security features.
- 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

Slide 16 - WebSphere Portal Offerings (Scenario 1)

BF & S (for example Branch Renewal or Wealth Mgmt)

- Here is a scenario taken from the financial-services market that is perfectly suited for IBM's Portal Offerings.
- This scenario involves a busy professional using the Internet to shop for banking services. This scenario shows not only how the customer interfaces with her bank's portal, but how the offering drives enhanced collaboration and productivity between bank employees behind the scene to make the customer that much more satisfied with internet speed transactions, be that user a customer, employee, or business partner.
- Once a unique differentiator, Internet banking is increasingly becoming a commodity.

However, this exemplary Internet bank has differentiated itself by providing a new Wealth Management service called Investment Analyzer.

- This new service uses IBM WebSphere Portal Offerings underlying technology, portal, personalization, collaboration, and web analytics to track an individual's account balances and present focused, customized portfolio suggestions to each user.
- The pace of her hectic lifestyle makes this new service very appealing, and as a result, she signs up as a customer with the bank.
- By providing a better user experience and answering a real need, the bank has landed a new customer.
- But that's the easy part.
- The more difficult proposition is how to keep that customer for the long haul.
- First, the bank needs to continually update its understanding of that customer's use of its services.

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WebSphere Portal Offerings' deliver the ability to analyze each customer's interaction with the bank's Website can provide valuable information on that individual's transactional habits.

Using this information, the bank can develop better business rules for person

Slide 17 - WebSphere Portal Offerings - Scenario 2

MD&R scenario

- Here is a scenario taken from the manufacturing, distribution, and retail sector perfectly suited for IBM's Portal Offerings and integrating with other solutions like SCM and WebSphere Commerce Suite.
- This scenario involves a busy general manager of a retail company using a customized, secure, policy controlled, company portal to manage his day to day LOB. This company uses enterprise portals to manage distribution channel effectiveness by consolidating information such as: volumes of key products, hottest product activity (using analytics), vendor supply chain, transport carriers' status, HR issues that are company and LOB related, and various other required feeds of information to effect key day-to-day dynamic e-business.
- This exemplary retail company differentiates its company by leveraging the strength of the web and integrates it with existing business systems.
- This LOB manager has designed his workspace to focus on volumes of his hottest products, and products that have availability issues with his customers in the past.
- He uses partner portlets with his transport business partners when supply is low and he needs the latest status of parts or products ASAP, 24x7.
- Using web analytics in the WebSphere Portal Offerings that integrate with key e-commerce solutions like WebSphere Commerce Suite, he can measure and manage product activity and sales campaign effectiveness.
- He uses portal interfaces to communicate, e-team, and close the best deals with his key business partners in a secure, collaborative environment.
- His e-business infrastructure across the Retail Company LOBs and partners using WebSphere Portal, allows collaborative e-teaming, and product e-chatting allowing employees to better effectively communicate

Slide 18 - IBM's Leadership in the Portal Market

- Gartner recently released a report on the portal space (see Gartner Research, August 2001 written by Gene Phiffer) that validates IBM and WebSphere as a key vendor in the portal space. IBM has the clear vision to deliver 3rd generation portals and can back it up with people, services, and support that other vendors, even marketshare leaders like Plumtree, can't provide over the long haul.

Slide 19 - Customer Feedback

- No Script Needed ... Read the customer feedback from the chart
" 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

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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."

Slide 20 - Customers Support One IBM Portal

- The proof is never what we announce, but how the market responds
- Let's highlight a few additional customer reactions to the K-Station/Portal Server integration
- ... 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

Slide 21 - Analyst Validate IBM Portal Strategy

- Here is selection of opinions from analysts
- Select opinion(s) from analyst and read to your audience

Slide 22 - Competitive Highlights

Now let's review some of the competitive highlights of IBM's Portal Family and strategy

- 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
 - Integration with IBM's enterprise content management products provides access to all structured and unstructured content. This greatly enhances the flexibility, depth, and breadth of a customer's portal content delivery capability.

Page 23 - Business Partner Services

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

Page 24 - How to Get Started with the WebSphere Portal Family

No Script Needed

Slide 25 - Next Steps

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- As a business partner, we can meet with you with a new sales tool, called an executive assessment, that IBM has available for this offering. We can 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.

Slide 26 - Summary

In summary, we've learned today that IBM's WebSphere Portal Family delivers:

- a focused world class user experience to its customers.
- And, at the same time, WebSphere increases their loyalty to the business by personalizing each visitor's interaction with its Website.
- The WebSphere Portal Family has been designed with the flexibility and scalability required to support rapid e-business growth built on the industry leading, openly architected, and globalized WebSphere platform
- And by leveraging its existing investments in content and applications, an e-business doesn't have to spend a fortune building a completely new infrastructure every time its business requirements change.
- By helping to provide a personalized user experience for customers, partners, and employees -- enabling them to quickly and easily find exactly what they're looking for -- WebSphere Portal Family improves satisfaction, productivity, and profitability. It also integrates well with enterprise applications and workflow management apps to optimize multichannel web-to-brick and mortar business processes.

Slide 27 - Follow-up Websites and References

For more information on portals, go to:

[Http://ibm.com/software/webservers/portal](http://ibm.com/software/webservers/portal)