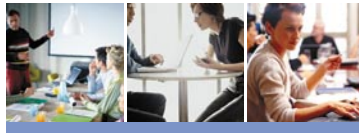


WebSphere® software



**A fast, cost-effective portal development and deployment solution.**



### **Build sophisticated, affordable portals**

Portals offer a convenient, personalized e-business entrance to your company. You want an open door that's a friendly invitation to customers, and tells trading partners you're ready for business. Your portals have to provide rich function—such as the ability to check a customer's order status—to help your employees work more efficiently, whether in the office or on the road. Developing portals that meet varied, complex business needs—and keep pace as those needs change—can be costly. To help maximize return on your IT investments and keep a competitive edge, IBM offers advanced portal development resources at entry-level pricing. Connect your employees, trading partners and customers to business processes and data quickly—even on a tight budget. Give your trading partners and customers the same rich content, access to data and the application function they expect from any company that's serious about e-business, regardless of size.

New IBM WebSphere® Portal–Express for Windows enables small and midsize businesses, as well as departments within larger companies, to more rapidly deploy business-to-employee (B2E), business-to-business (B2B) and business-to-consumer (B2C) portals on Microsoft® Windows® 2000 systems. IBM WebSphere Portal–Express for Windows, Version 4.1 includes the IBM WebSphere portal framework. Business rules-based personalization. Portlets to enable integration with a wide selection of applications. Safe single sign-on across these applications. And the award-winning IBM WebSphere Application Server—a solid foundation to support your portal strategy. All with simplified installation, and at a per-user (for employee intranets) or per-processor price (for extranets), that can give you fast, affordable intranet or extranet portal deployment. And to help you improve employee productivity and make teamwide communication more efficient and effective, IBM also offers editions of WebSphere Portal–Express for Windows with instant messaging and collaboration tools built in.

### **Improve portal user and developer productivity**

WebSphere Portal–Express for Windows allows you to quickly build portals that help simplify and speed access to personalized information and applications. You can improve employee productivity with portals that enable immediate access to business processes, such as enterprise resource planning (ERP), supply chain management (SCM) and customer relationship management (CRM) systems. Portal users can enter, check for status and update customer orders. File expense reports and bill time to projects. Keep up to date with the corporate marketing projects and advertising campaigns. Even manage their own health and 401K plans and keep their personal records current. And you can save management time by streamlining the administration of intranet and extranet portal user memberships.

With support for a wide variety of pervasive computing devices from personal digital assistants (PDAs) to cell phones, WebSphere Portal–Express for Windows can help you reach a distributed workforce, global trading partners and mobile customers—regardless of location or device. Built-in, ready-to-use portlets, and cutting-edge portlet development and portal management tools can accelerate the creation of new portals and simplify the addition of new applications to a portal once it has been deployed.

### **Customize user experience to meet different business needs**

WebSphere Portal–Express for Windows helps you build portal pages that are easy to navigate while offering extensive business function. You can personalize portal content using business rules, making the portal more relevant to each user's unique needs and interests. Your customer service representatives need routine access to different information than your sales force. But share other data, such as a customer's order. With WebSphere Portal–Express for Windows you can allow portal users to choose from available portlets and select customized views. Customize your computing desktop to match your own work patterns, so your calendar and e-mail



applications—and favorite business applications—are conveniently where you need them. And configure your portal to present content on different device types—such as laptop computers and mobile phones—to reach employees and customers on the go.

Rules-based filtering enables you to target relevant, specific content to users based on their user profiles. Send product update news to past purchasers. Greet users by name when they log in. Display current local time, weather and stock prices based on the user's location. To offer you flexibility as you plan your portal strategy, portals created with WebSphere Portal–Express for Windows can access user profile information—whether stored in an IBM Lotus® Domino™ Directory, IBM SecureWay® Lightweight Directory Access Protocol (LDAP) Directory or Microsoft Active Directory—and make it available to applications and people through their preferred devices.

WebSphere Portal–Express for Windows offers built-in portlets to provide access to frequently used and popular e-business applications, including e-mail, calendars and collaboration tools. Additional portlets from IBM and other vendors are also available through an online catalog. To save time and improve productivity, WebSphere Portal–Express for Windows supports single sign-on capabilities, so your customers and employees don't have to sign on separately to every application they use. An open-standards portlet API allows portal developers to easily extend existing portlet function or create new portlets that add new business applications to your portal as they're introduced.

### **Collaborate to work smarter**

WebSphere Portal–Express for Windows, Version 4.1 is also available with integrated collaboration tools that help project teams work faster and smarter. These capabilities can help speed communication among team members and help you create individual and shared team workspaces in a central, safe location on the Web. Administrators or

end users can manage portal membership. Customize workplaces. Effectively manage projects. Consolidate, organize and share ideas, content and tasks. You can develop discussion areas and store project-related documents in convenient, shared libraries to support team access. And keep group calendars, assign tasks and track progress effortlessly.

### **Start with a proven, reliable foundation**

It's not enough to provide users with a single access point to personalized Web content. You have to ensure that your portal is supported by a strong foundation. WebSphere Portal software family is built on and includes the award-winning IBM WebSphere Application Server. An open, cross-platform, Java™ technology-based solution that provides performance and scalability with application-level workload management and clustering, so you can get your e-business applications up and running quickly. Transform static information into dynamic Web content—and make it widely available, fast. WebSphere Application Server offers a broad array of development capabilities built on open standards. You can leverage current skills sets and add rich functionality as your business needs evolve. Rapidly develop and easily maintain sophisticated B2B, B2C and B2E portals. Nurture customer loyalty and increase employee productivity. And operate smoothly in even the most transaction-intensive environments.

### **For more information**

When you're ready to open the door to e-business, WebSphere Portal–Express for Windows can help you build sophisticated B2B, B2C and B2E portals without breaking your IT budget. If you want to learn more about IBM WebSphere Portal–Express for Windows, Version 4.1, or to find available portlets from IBM and other vendors, visit [ibm.com/websphere/portal](http://ibm.com/websphere/portal).



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