



# IBM Enterprise Information Portal

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## Highlights

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**Easily search for and access a wealth of information via Web browsers, Lotus Domino™ databases and production applications**

**Enhance organizational decision making by leveraging data stored in corporate repositories**

**Speed application development and deployment with a simplified infrastructure**

**Identify new business strategies and superior marketing and revenue opportunities**

## Information: The heart of e-business

*In the new world of e-business, a company's survival and prosperity depend on its ability to leverage information about customers, competitors and suppliers—no matter where it resides around the organization. As organizations seek to refine corporate data, the ability to link it with data-analysis tools and business applications has become an imperative.*

*The IBM Enterprise Information Portal provides a Web-enabled entry point to what would otherwise be disconnected, incompatible data scattered across the enterprise. Now, companies can improve their effectiveness by enhancing the retrieval and dissemination of information.*

## Access to robust, e-business ready information

The IBM Enterprise Information Portal furnishes an easy-to-use, integrated solution that routes and sorts information from both inside and outside your enterprise onto the desktop. A single call invokes access across multiple sources such as Content Management repositories, Lotus Domino and relational databases or file systems.





### **A simplified infrastructure**

Today, information technology (IT) executives are looking to help their organizations heighten efficiencies while adhering to existing business processes. Developing portal applications that align with these objectives has therefore become an important challenge. Now, thanks to the IBM Enterprise Information Portal, IT managers can benefit from:

- An infrastructure that integrates data sources across the enterprise
- A unified set of application program interfaces (APIs) to simplify programming and speed development and deployment
- An interface layer that isolates portal applications from changes to underlying data repositories.

### **Retrieve a multitude of business data**

Line-of-business managers are compelled to identify new business strategies and marketing opportunities that can have a significant impact on their bottom line. Thus, the ability to analyze corporate resources to identify hidden relationships and new trends is key. With the IBM Enterprise Information Portal, managers can take advantage of an infrastructure that works with and enhances *any* portal application from *any* supplier to:

- Improve organizational decision-making capabilities
- Increase return on investment
- Access new revenue and business opportunities.

### **A flexible, scalable portal solution**

If you're an independent software vendor (ISV) who's considering portal applications, it's likely that you view scalability as being at least as important as cost-effectiveness. With its easy-to-use, flexible infrastructure, the IBM Enterprise Information Portal can be seamlessly integrated into your existing offerings, and includes support for multiple development environments such as C++, Java™ Beans and ActiveX.

What's more, with the IBM Enterprise Information Portal you can add components according to your and your customers' individual needs, speed time to market, and extend your value and reach by taking advantage of IBM consulting, research and services.

### **Competitive advantage with more complete and usable information**

Today's high demand for complete and correlated information requires portal access to structured transactional and warehoused data, plus a broader range of content, including XML, HTML, host computer-generated output, images and audio/video. The IBM Enterprise Information Portal offers access to data from sources such as spreadsheets, document libraries, company literature, data warehouses and unstructured information from Web pages.

### **Find out more**

For more information on the IBM Enterprise Information Portal, contact your local IBM marketing representative, or visit the EIP Web site at [ibm.com/software/eip](http://ibm.com/software/eip).

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