



business



# WebSphere Portal Server

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## *Sales Education*

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# Agenda

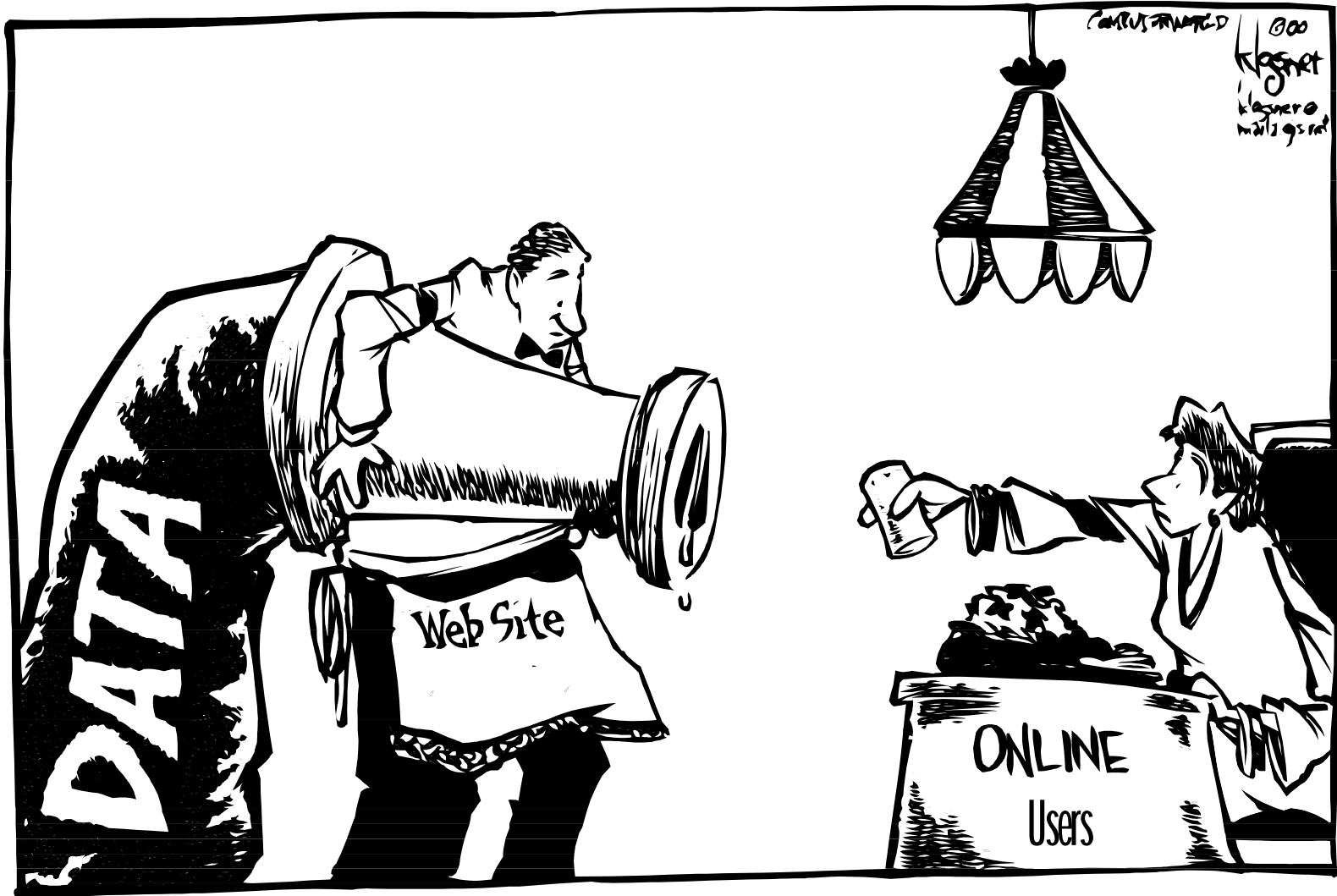
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- **Problem statement**
- **IBM Portal strategy**
- **WebSphere Portal Server product overview**
- **Complementary products/offerings**
- **Competitive overview**
- **Information sources**



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# The Issue



# What is a Portal?

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**"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

# Benefits of Portals

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- **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

Enhance the User Experience



# A comprehensive Portal Strategy covers different implementation needs

## ■ E2E, B2E

- ▶ personal and community organization
- ▶ peer interaction - collaboration
- ▶ activity focused

## ■ B2B

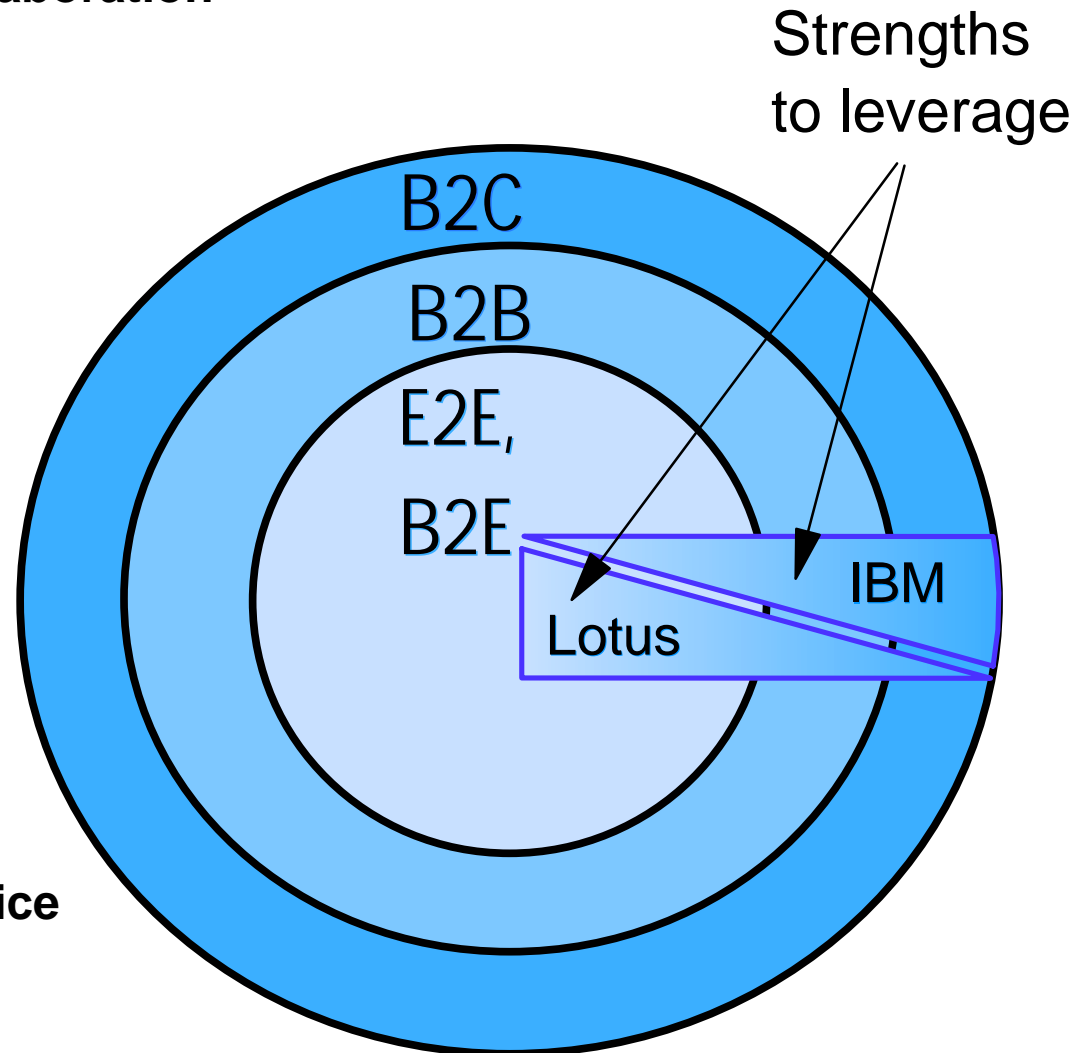
- ▶ supplier networks
- ▶ high security
- ▶ SCM

## ■ B2C

- ▶ self service
- ▶ transactions
- ▶ backend interaction

## ■ Pervasive

- ▶ interact from any device
- ▶ wired or wireless

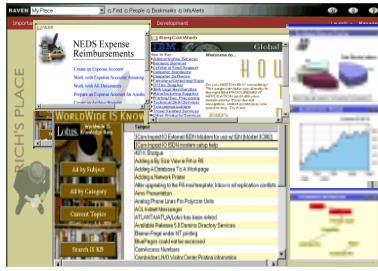


# IBM Portal Strategy

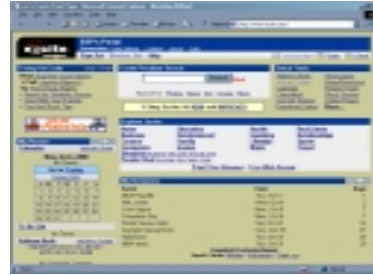
- **Provide a horizontal portal infrastructure to support**
  - ▶ Multiple portal solutions, spanning B2E, B2B, B2C
  - ▶ Wired and wireless devices
  - ▶ enterprise and service provider requirements
  
- **Provide a Knowledge Management portal application**
  - ▶ Community and Collaboration focused on B2E
  - ▶ Leverages strengths of the Lotus competencies and portfolio
  - ▶ Converge onto shared technology base
  
- **Provide a framework that enables extended features**
  - ▶ EIP for advanced information integration
  - ▶ Lotus for collaboration and Discovery Server
  - ▶ Tivoli for advanced user management and security management
  - ▶ Interwoven for content management
  - ▶ Business Partner and Customer provided
  
- **Leverage the robustness of the WebSphere family**
  - ▶ Platforms
  - ▶ Tools
  - ▶ Extensions
  
- **Build portfolio of portlets via**
  - ▶ In house development
  - ▶ Implementing an aggressive business partner program
  - ▶ Driving industry standards around the Portlet API

# IBM Portal Strategy

Single Portal Platform with features to allow flexibility



Out of Box Prebuilt UI plus templates



Sample UI plus templates



Pervasive UI's

Drag and Drop UI

Row/Column UI

## WebSphere Portal Server

PERSONALIZATION

User Group Mgt

Resource Mgt

Security, Authorization  
Authentication

Metadata Mgt

WebSphere Application Server

Web Search  
Image  
HTML  
URL  
Fed Search

Lotus Mail  
Lotus Calendar  
Lotus Todo  
MS Mail  
MS Calendar

### Portlets Examples

Sametime

QuickPlace

Weather  
News  
Stock Ticker  
Sports  
Yellow pages

Customer selected Server engines to drive Portlets



# Motivation

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## *Why is a portal framework needed?*

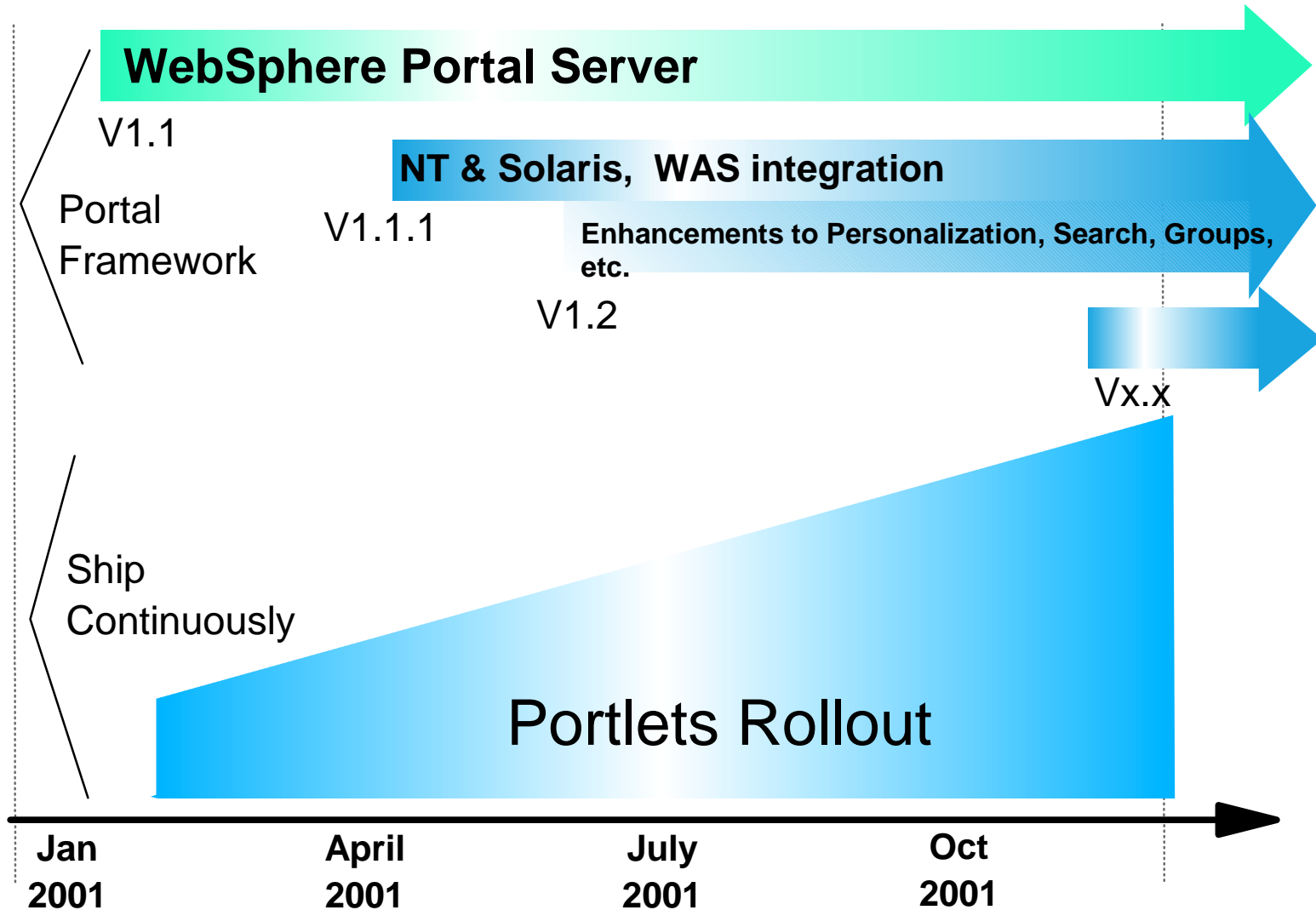
- **The framework simplifies many of the tasks involved in building complex web sites**
  - ▶ e.g. overall page structure only needs to be defined once
  - ▶ portlets are defined independently
  - ▶ visual design changes can be implemented without changing the portlets
  - ▶ targeting multiple devices becomes much easier because only certain portlets need to be retargeted
  - ▶ help leverage and reuse existing web assets
  
- **The framework is based on Java and XML**
  - ▶ portlets use XML and XSL
  - ▶ or JSP with Java beans
  - ▶ or Java
  - ▶ or several other web templating technologies
  - ▶ or just plain HTML

# WebSphere Portal Server

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- **Provides a secure single point of access to diverse information and applications, personalized to the needs of the user**
- **Provides an open framework for creating multiple portal solutions**
  - ▶ **B2E, B2B, B2C**
- **Removes much of the overhead of developing user interfaces for multiple browsers or mobile devices**
- **Provides a portfolio of Portlets for the integration of content into the portal:**
  - ▶ **applications**
  - ▶ **syndicated content**
  - ▶ **collaboration**
- **Extensible through a flexible API based on industry web standards**
- **Includes industry leading Personalization technologies that can be utilized to improve the overall user experience**

# WebSphere Portal Server Roadmap



# WPS Desktop Example

*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*

The screenshot shows the IBM Knowledge Portal interface. At the top, there is a navigation bar with the date 'Thursday, September 28, 2000' and a search bar. Below the navigation bar, there are several data widgets: 'Customer' news, a 'Customer' activity table, a 'Website' hits chart, a 'Ship Schedule' table, a 'Current Forecast' bar chart, and 'Partner Requests'.

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

Item	Qty	Date
T600X	400	9/15/00
T600E	257	9/29/00

Quarter	Forecast
Q3	12
Q4	5

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

# WebSphere Portal Server V1.2

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## ■ Dates

- ▶ **Announce 5/8/01**
- ▶ **electronic GA: 7/18/01**
- ▶ **hard copy media GA: 8/03/01**
- ▶ **NLV eGA: 8/17/01, GA: 8/31/01**
  - English, German, Spanish, Italian, French, Brazilian Portuguese,
  - Japanese, Korean, Chinese (Simplified & Traditional)

## ■ OS Support

- ▶ **AIX 4.3.3**
- ▶ **Windows NT4.0, Windows 2000**
- ▶ **Sun Solaris**

## ■ Product web site

- ▶ **<http://www.ibm.com/software/webservers/portal>**

## ■ Electronic download site

- ▶ **<http://w3.lotus.com/knac/download.nsf?OpenDatabase>**



# WPS V1.2 Package

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## ■ **WPS V1.2 Includes**

### ▶ **WPS Framework**

- **Presentation Services**
- **Portal Services**
- **Portal Infrastructure**

### ▶ **Portlets**

- **Ready to run**
- **Samples**

### ▶ **WebSphere Personalization engines**

- **Rules Engine**
- **Recommendation Engine**

### ▶ **Extended Search**

### ▶ **IBM Secureway Directory**

### ▶ **WebSphere Application Server, Advanced Edition**

# WPS V1.2 Features

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- **Administration/Security Enhancements**
  - ▶ User/Group management, Portlet level access control
- **New Portlets**
  - ▶ Access to Lotus & Microsoft office applications
- **Enhanced Portlet API**
- **WebSphere Personalization**
  - ▶ Rules & Recommendation engines
- **Extended Search**
  - ▶ Distributed, Heterogeneous search of disparate data
- **User Interface improvements**
- **Flexible Integration with existing infrastructure**
  - ▶ Directory, Database, Security
- **Built on WPS V1.1.1 enhancements**

# Types of WPS Personalization

- **Portal screen Customization**
  - ▶ Layout, formatting, color schemes
  - ▶ Manually add portlets
- **Portlet Filters & Parameters**
  - ▶ Each user Sets controls by portlet
- **WebSphere Personalization -- Rules Engine**
  - ▶ Rules & Scripts based on user profiles
  - ▶ Resource Engine -- Role-based groups of people
  - ▶ Interacts with Java Server Pages
- **WebSphere Personalization -- Cross-selling**
  - ▶ Recommendation Engine -- predict
  - ▶ Observation based - watches website behavior
    - ClickStream analysis
  - ▶ Product affinity analysis for cross selling



# Browser Support

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*Portal Server produces Browser-neutral HTML, WML, and cHTML*

- **The portal server produces Browser-neutral markup**
- **Navigator 4.5+, Internet Explorer 4.0+, Opera 5.0+**
- **WML 1.1 and 1.2 browsers**
  - ▶ **Nokia 7110, Ericsson R320, Motorola Timeport P7389i, Siemens C35i**
- **PDA versions of HTML and WML browsers**
- **cHTML (for iMode networks)**
- **Customers can choose to generate browser-specific markup also**
  - ▶ **e.g. iFrames**
  - ▶ **or XML sent to the client Navigator 4.0 and above**

# IBM/SAP Portals Agreement

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- **Announced 6/13/01**
- **SAP Portals to:**
  - ▶ **Create a J2EE version of their iViewServer (they are all Microsoft based today)**
  - ▶ **Ensure iViews compatible with IBM Websphere Portal Server (WPS)**
  - ▶ **Provide iViews that access SAP, Siebel, Oracle, Baan, and PeopleSoft**
- **IBM to:**
  - ▶ **License SAP Portals iViewServer and incorporate it into WPS under IBM brand**
  - ▶ **Support iViews that connect to key cross industry enterprise applications on WPS:**
    - **SAP, PeopleSoft, Baan, Siebel, Oracle Financials**
    - **Via WPS Portlet interface**
  - ▶ **Resell enterprise application iView subscriptions**
- **Offering released to market in 4Q01**



# IBM/SAP Portals Agreement

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## ■ Key Points

- ▶ The SAP Portals offering is a competitor to WPS
- ▶ Portal Agreement is limited to iViews and DOES NOT include the SAP Portals Unification Server (their Portal Framework offering)
- ▶ IBM is not reselling or endorsing the SAP Portals offering as part of the Portal agreement
- ▶ We have licensed technology from SAP Portals and will use it in WPS to expand Portlet Portfolio for IBM customers
- ▶ IBM is not reselling MySAP as part of the SAP Alliance



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# Portlet Rollout - Current as of 7/16/01

Portlet Download site:

[www7b.boulder.ibm.com/webapp/portlets/portletemarketplace](http://www7b.boulder.ibm.com/webapp/portlets/portletemarketplace)

## 4Q2001

- EIP (2)
- MS Office library
- MS Office web components
- Quicklinks
- Place Name (K-station)
- Lotus TeamRoom
- Lotus Notes Data sources
- MQ Series Workflow
- Discussion
- Push or broadcast
- Whiteboard
- Poll
- NAQ Stock Ticker
- AltaVista Babelfish
- Currency Converter
- Document Access
- Stickynote
- Moreover
- Hotmail
- LiveLink Folder search Portlet -
- LiveLink Search Portlet
- SAP: SAP (24)
- SAP: Siebel (22)
- SAP: Baan (16)
- SAP: PeopleSoft (23)
- SAP: Oracle Financials (14)
- Crystal Decisions
- Business Objects (2)
- Documentum
- Citrix/NFuse (1)
- MicroStrategy (1)
- Cognos (1)
- PlumDesign (1)
- Interwoven (1)
- NewsEdge (1)
- LexisNexis
- YellowBrix
- MediaAps
- PluriMedia
- Lycos
- Nikkei
- Webraska (1)
- Netonomy
- Banner Ads
- Image
- Text
- WebSphere Commerce Suite
- PeopleSoft
- InstaNet
- Autonomy

## 3Q2001

- Portlet Catalog
- Notes Mail
- Notes Compose
- My Notes E-mail
- My Notes Calendar
- My Notes To Do
- Notes View
- iNotes
- MS Exchange 2000 Inbox
- MS Exchange Calendar
- MS Exchange Contacts
- Lotus Quickplace
- Lotus SameTime
- Personalization Sample
- Comma separated Value Files
- WPS Extended Search
- Verity Search
- Inktomi Search
- GT9 Search.
- Screaming Media Wireless (2)
- iSyndicate Wireless(2)
- Host on Demand
- Hoovers Wireless (2)
- Factiva Track (1)
- Kivera
- POP3/IMAP
- SQL Queries
- Bookmark
- LDAP Search

## Today

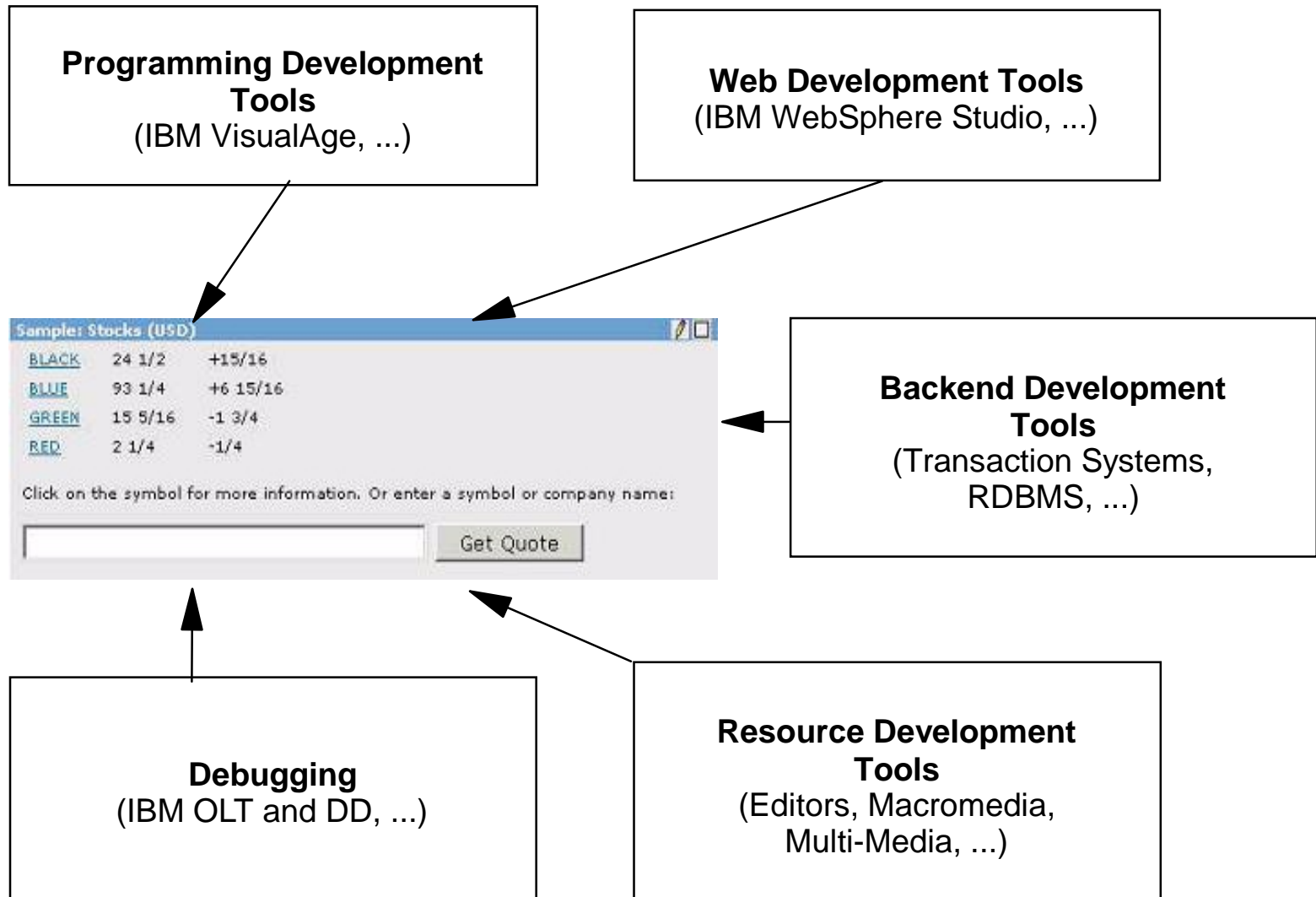
- Stock Quotes portlet
- Weather portlet
- News portlet
- Web Search Portlet
- Generic file access portlet
- Rich Site Summary
- Factiva (1)
- iSyndicate (2)
- ScreamingMedia (1)
- Hoovers (10)

**CONFIDENTIAL DISCLOSURE AGREEMENT REQUIRED TO SHOW CUSTOMERS!!**



Confidential

# Tools to be used in Portlet Development



# Enterprise Information Portal (EIP)

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EIP complements and extends a WPS solution

- **Federated and Extended Search**

- ▶ Text and Database searches across many data sources
- ▶ Search & retrieve documents in multiple languages

- **Web Crawler**

- ▶ customizable robot that collects web pages for indexing

- **Taxonomy**

- ▶ import crawled documents for information mining

- **Categorization and Text Analysis**

- ▶ produces summary abstracts based on keyword/sentence analysis
- ▶ clusters related documents
- ▶ assigns documents to categories

Will be renamed to Enterprise Information Integrator (EII)

# WebSphere User Experience

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- IBM WebSphere User Experience

- ▶ An integrated solution focused on providing a first-class experience for e-business users

- Key Benefits

- ▶ Differentiate your e-business by providing a first-class experience for your users
- ▶ Helps lower costs for developing, deploying and maintaining a site that attracts, engages and retains users
- ▶ Improve customer, partner and employee productivity and satisfaction
- ▶ Built on WebSphere platform and benefits from the platform's depth and breadth



# WebSphere User Experience

## Offering Components

- ✓ *WS Personalization (4 cpu licenses)*
- ✓ *WS Portal Server (4 cpu licenses)*
- ✓ *WS App Server, Adv. (4 cpu licenses)*
- ✓ *WS SiteAnalyzer (1 cpu license)*
- ✓ *WS Studio (1 developer license)*
- ✓ *Interwoven TeamXpress (1 cpu license)*
- ✓ *IBM Content Manager (1 server license)*
- ✓ *Integration scenarios and sample code*

## GA

- ✓ 5/31/01

## Platforms

- ✓ AIX
- ✓ NT/Windows 2000
- ✓ Solaris \*
- ✓ some products have additional platform support including Linux



## NLS

- ✓ Personalization, Site Analyzer, App Server, IBM Content Manager
  - English, French, Spanish, Italian, German, Japanese, Chinese (Simp and Trad), Korean, Brazilian Portuguese
- ✓ IBM Content Manager supports 13 other languages
- ✓ Portal Server, Interwoven TeamXpress
  - English only

## Optional Components

- ✓ *WS Translation Server*
- ✓ *Push Technology*
- ✓ *WS Edge Server*
- ✓ *1 Year Supportline*

# Competitive Overview

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- **Portal market and products are immature and fragmented**
  - ▶ Over 100 vendors claim to have Portal products today
  - ▶ Little consistency in capability between many of these products
  - ▶ No single vendor has a complete solution
  - ▶ Consolidation is expected to start over the next year
  
- **Primary portal competitors:**
  - ▶ SAP/SAP Portals (formerly TopTier)
  - ▶ Plumtree Corporate Portal
  - ▶ Oracle E-business Portals
  - ▶ Microsoft
  - ▶ Viador E-Portal Suite
  
- **Vendors to watch:**
  - ▶ BEA, IPlanet
  - ▶ Autonomy (search), Vignette (content management & new Portal)
  
- **Conclusions:**
  - ▶ No dominant portal player exists today
  - ▶ Vendors with integrated platform story best positioned for success

# IBM's Portal Strengths

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## ■ The WebSphere Family approach

- ▶ WebSphere is the industries most comprehensive family of e-business middleware
- ▶ IBM's investment (dev't, marketing, & sales) far out paces the likes of Plumtree and other specialized players
- ▶ WPS is an integral member of the family
- ▶ WPS is built on Industry leading WS appl server
  - reliability, scalability, support, ...
- ▶ WebSphere provides an integrated tool set
  - Same tools can be used to build WPS portlets
- ▶ Consistent programming model based on open industry standards
  - if you can build a Websphere application you can build a portlet
- ▶ IBM understands the 'heavy lifting' required to integrate an e-business

# IBM's Portal Strengths

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- **IBM can deliver all the pieces**
  - ▶ **Integrated Personalization (not just customization)**
  - ▶ **EII for information integration**
  - ▶ **Lotus for KM and collaboration**
  - ▶ **DB2 for database**
  - ▶ **Tivoli for Security management**
  - ▶ **WebSphere Everyplace Suite for wireless device support**
  - ▶ **but...has an open architecture if you prefer other solutions**
  
- **Open integration architecture**
  - ▶ **Content Integration via the Portlet API**
  - ▶ **Middleware integration via the Plug-in i/f**
    - **Security**
    - **Directory**
    - **Database**
  
- **Open partnering strategy**

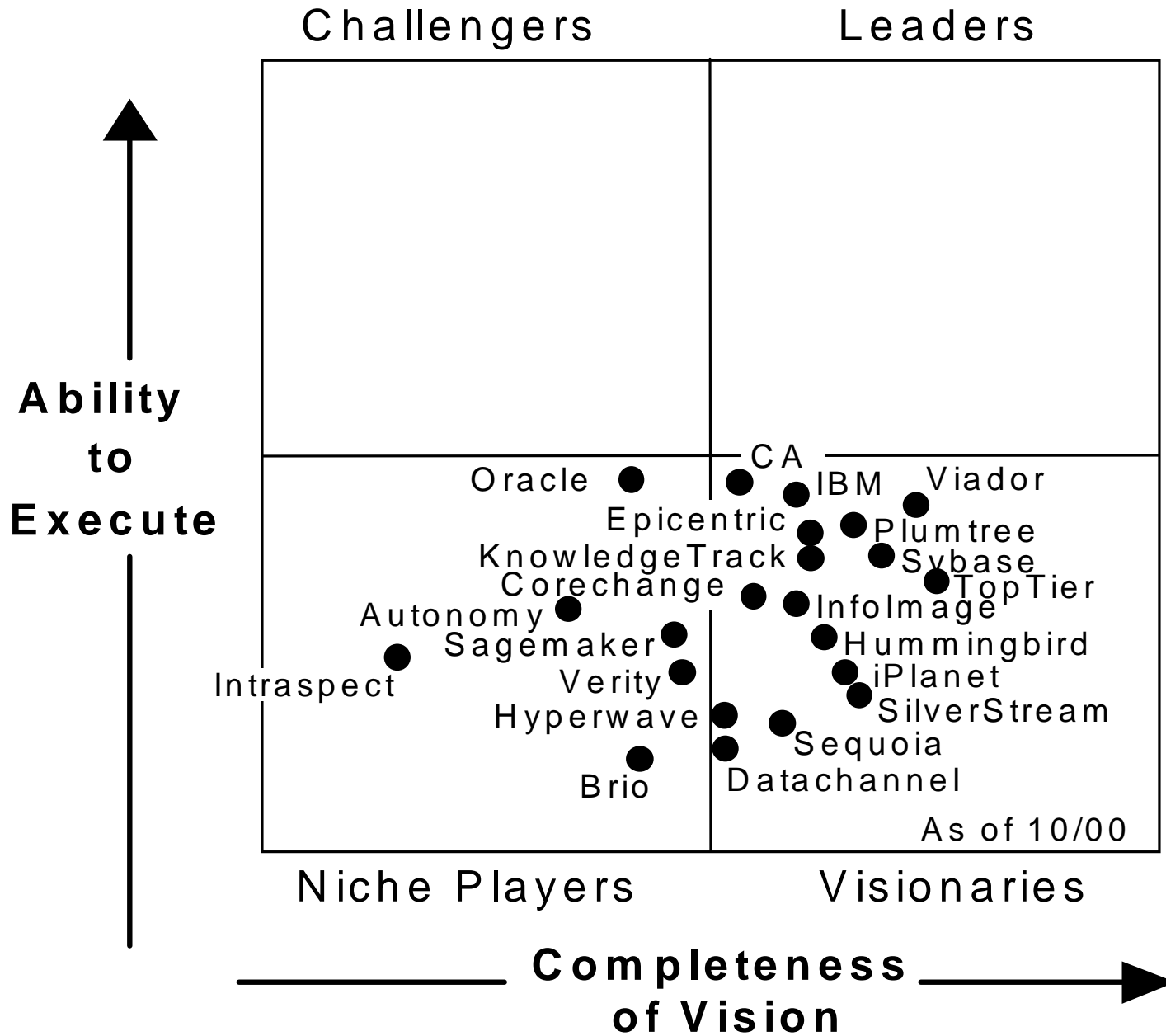
# IBM's Portal Strengths

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- **Single horizontal infrastructure**
  - ▶ B2E, B2C, B2B
  - ▶ Desktop and wireless devices
  - ▶ Will support vertical implementations
    - Ex. Lotus K-station
  
- **IBM is a worldwide player**
  - ▶ Globalization/National Language support in WPS
    - ex. DBCS support in WPS V1.1.1, V1.2 has 9 NLVs
  - ▶ worldwide sales and support organization
  
- **IBM has the world's largest services provider in the form of IGS**
  - ▶ But we also partner with other channel/services providers



# Gartner Magic Quadrant - Portals



# Support Resources

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## ■ Online WPS Sales Kit

- ▶ <http://w3.software.ibm.com/sales/aim/prod/portal/>
- ▶ Contains:
  - Sales and technical presentations
  - Laptop based demonstration
  - Competitive information
  - Previous RFP/RFI Responses
  - Collateral

## ■ Sales Support via Portal Warroom

- ▶ Lotus Notes ID: Portal Warroom/New York/IBM

## ■ External Web Sites

- ▶ <http://www-4.ibm.com/software/webservers/portal/>
- ▶ [http://www-3.ibm.com/pvc/products/portal\\_server/index.shtml](http://www-3.ibm.com/pvc/products/portal_server/index.shtml)
- ▶ <http://www7b.boulder.ibm.com/webapp/portlets/portletmarketplace>

## ■ WPS Marketing team

- ▶ Letina Connelly, Bill Swatling, Tim Thatcher

## ■ WPS Business Development team (portlets)

- ▶ Bruce Morse, Sean Flanagan, Kris Jayaram