

The right portal for the right mashups.



➔ IBM WebSphere® Portal software has always provided a security-rich platform for strategic applications. Today, it can also support enterprise mashups through integration with IBM Mashup Center. With the flexibility of service-oriented architecture (SOA) and the collaborative potential of Web 2.0 technology, this winning combination can foster a more connected, productive workforce. It can join individual insights with enterprise processes—benefiting end users and IT administrators alike.

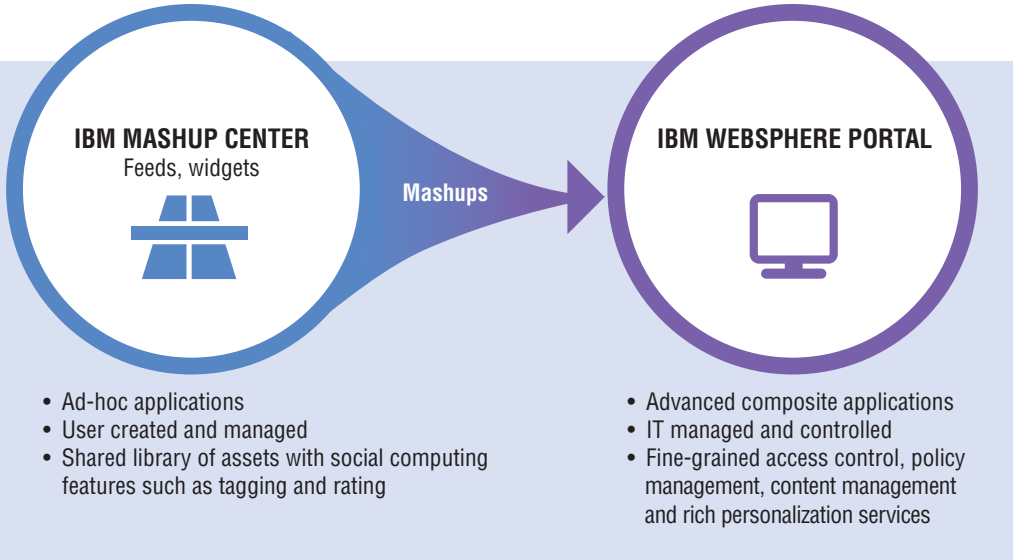


Business user innovation

Mashups can be a dynamic new source of content for portals. By empowering business users to develop spur-of-the-moment applications that meet specific challenges, mashups enable quick innovation and insight. Users can create, modify and share their mashups—not only meeting their immediate business needs, but also contributing focused solutions to a community of users.

Mashups for the masses

Combine mashups with WebSphere Portal software, and the effect on productivity can be tremendous. Some user-generated mashups will prove exceptionally valuable, attracting a broad user base and becoming increasingly refined through the collective wisdom of multiple users. IT can then capture those mashups in a portal environment and deliver them to a larger audience, giving end users a richer set of applications without straining the development team.



Portal governance built in

Using WebSphere Portal software as a platform for deploying mashups, IT can apply enterprise levels of security and control to what were once ad-hoc applications. Administrators can apply role-based policies to limit access to certain mashups and to generate a more personalized user interface. In addition, the WebSphere Portal platform provides the performance required to support mashups for hundreds or thousands of users.

The advantages of IBM software

Together, IBM WebSphere Portal software and IBM Mashup Center software offer one of the most comprehensive enterprise platforms for mashup development and deployment, social computing and Web 2.0 principles. They help extend SOA to the end user, providing a personalized collection of resources for a more efficient, productive workplace.

For more information

To learn more about IBM WebSphere Portal and IBM Mashup Center software, visit:

ibm.com/software/info/mashup-center

ibm.com/software/websphere/portal

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