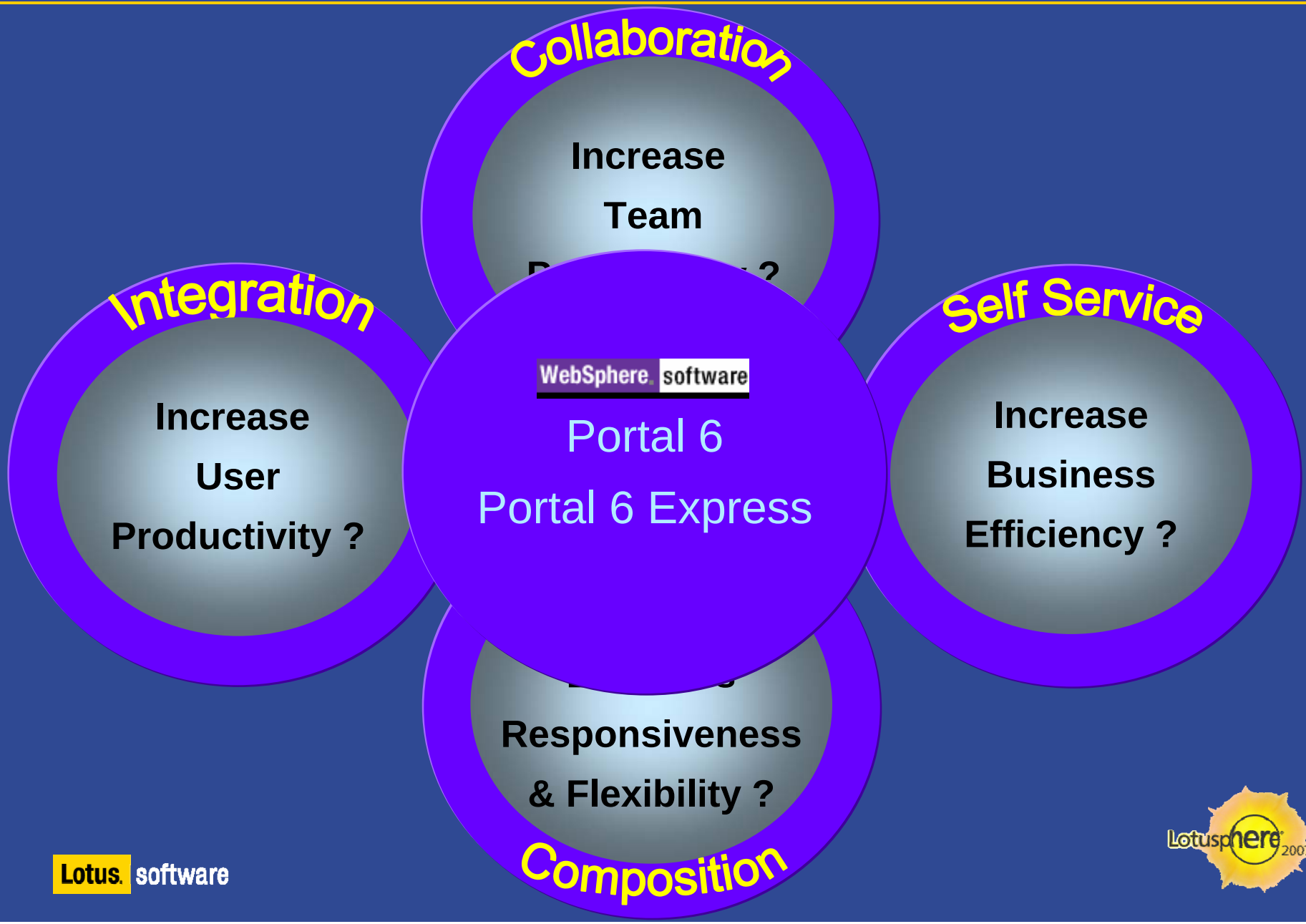
Enabling Business Flexibility: Building the platform for business value

Lisa Blalock – Portal Solutions – North Europe

Do you want to .....



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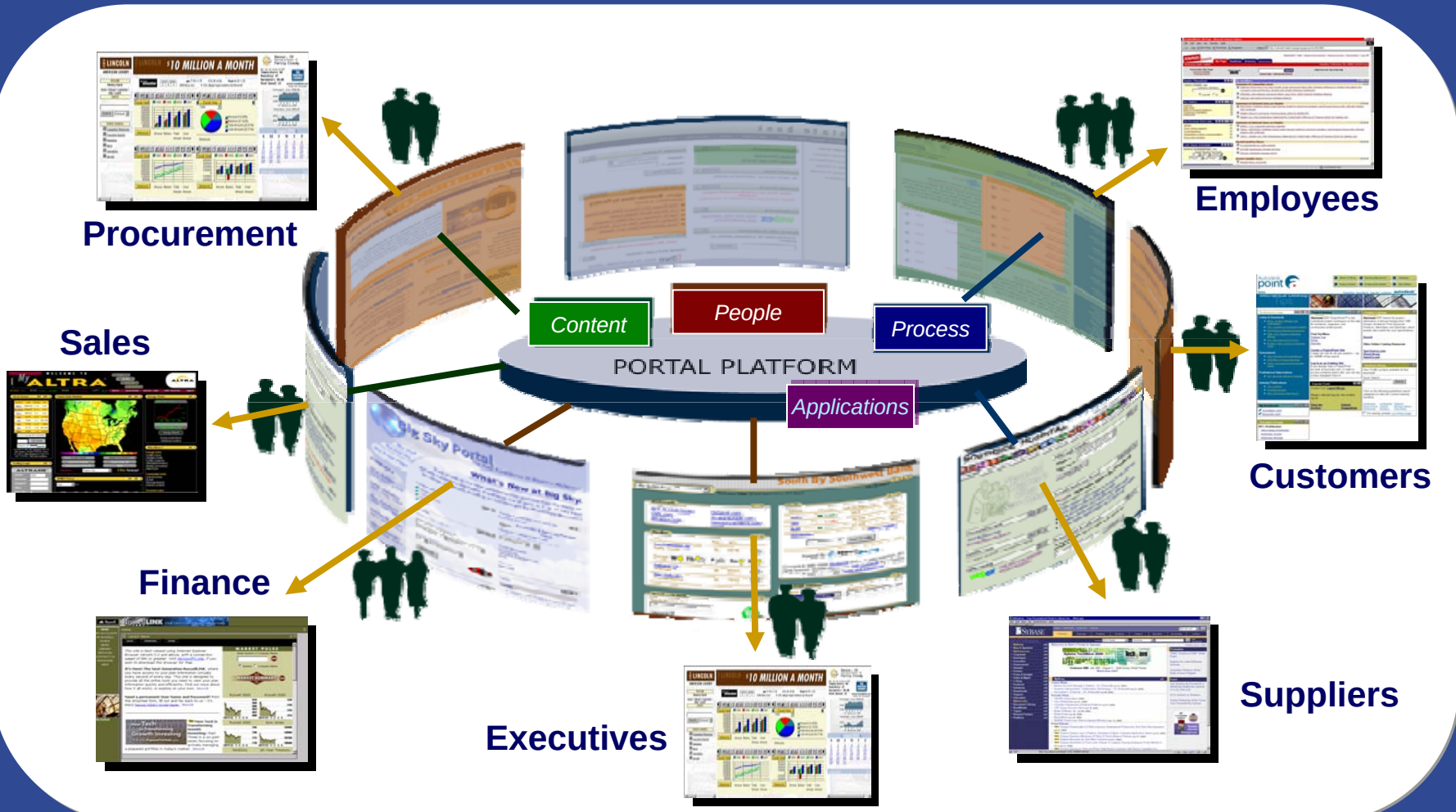
Deliver Personalized Information to a Broad Community



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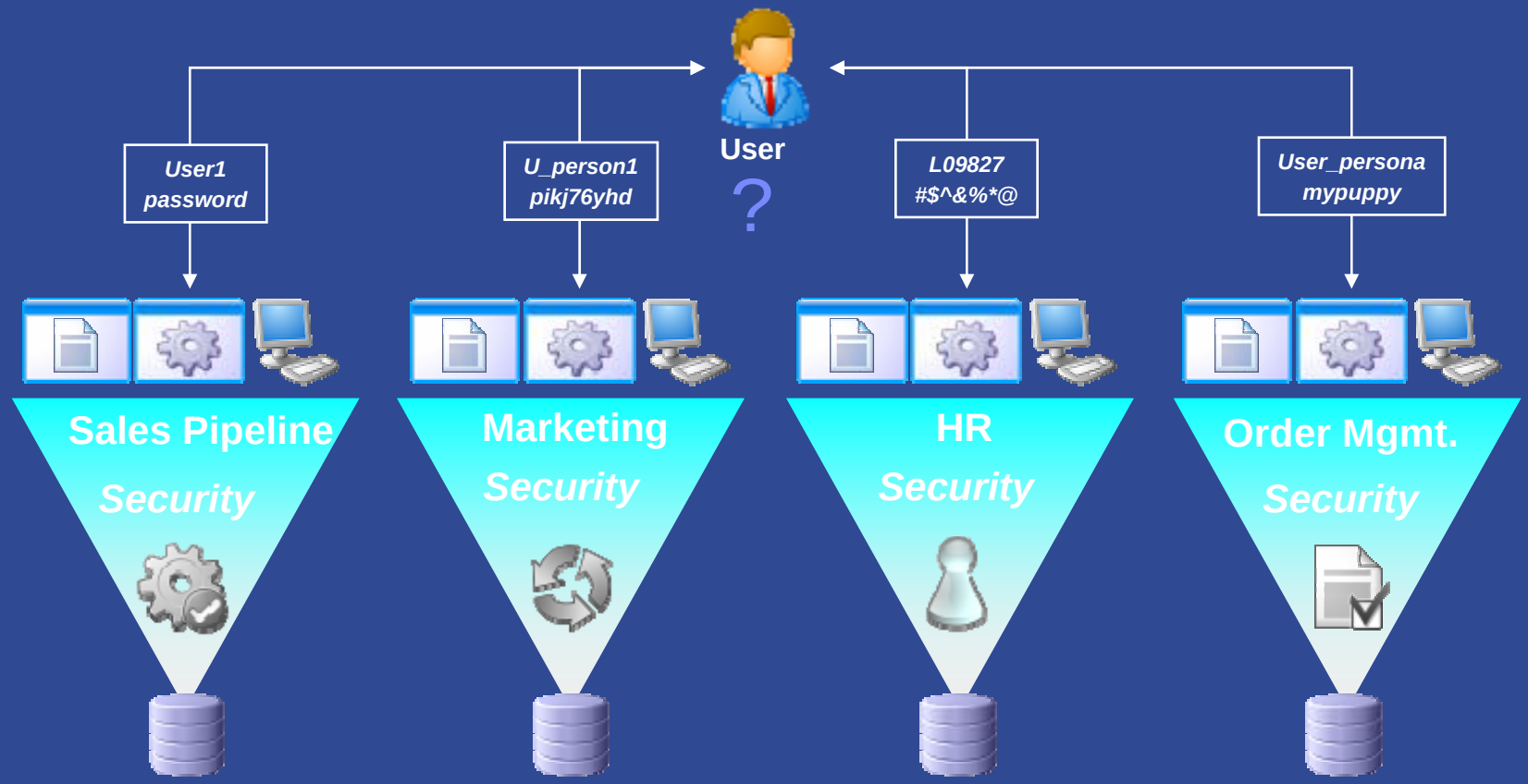
The Usability Challenge

Applications and information are delivered in silos



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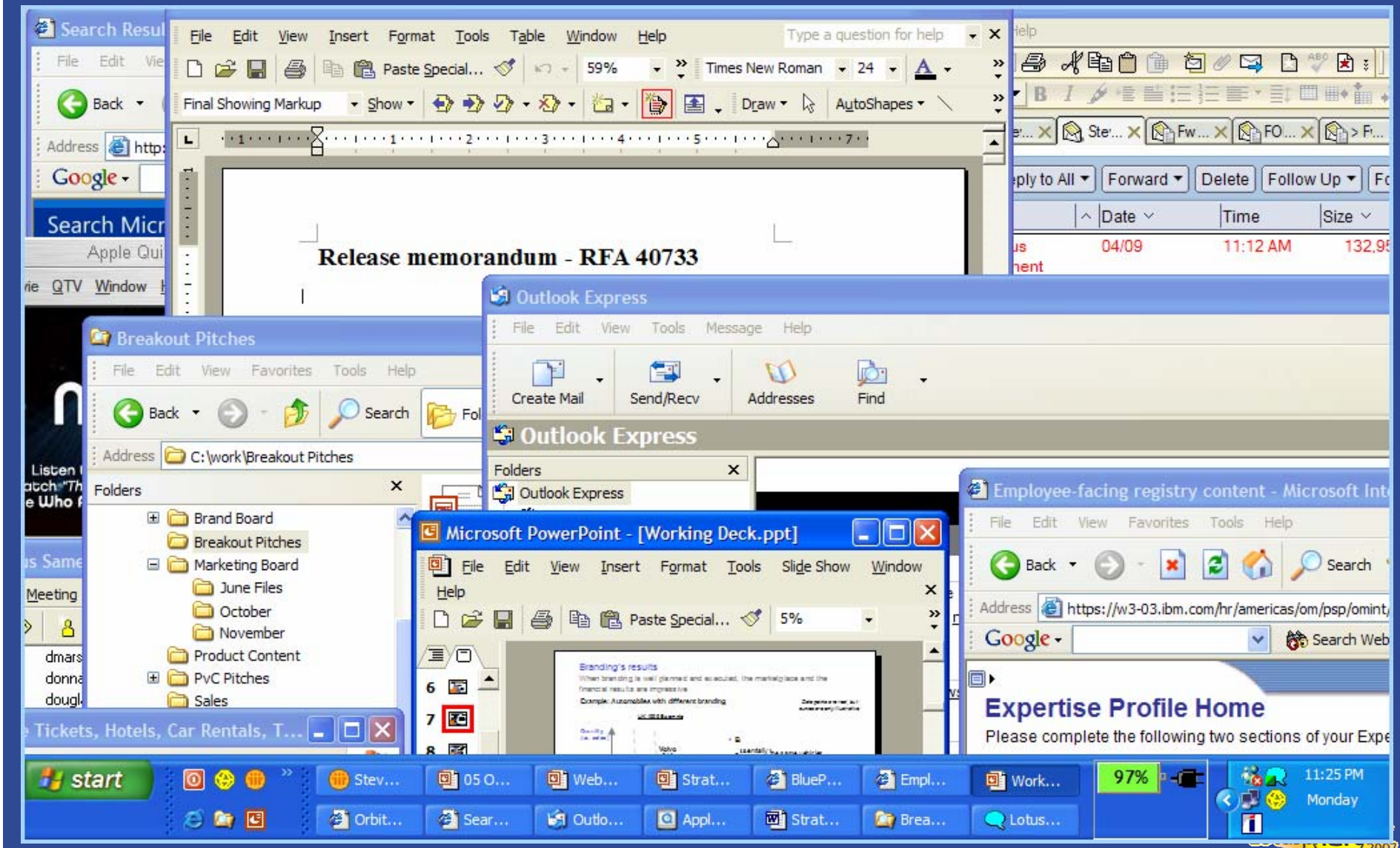
Today, many people work like this…



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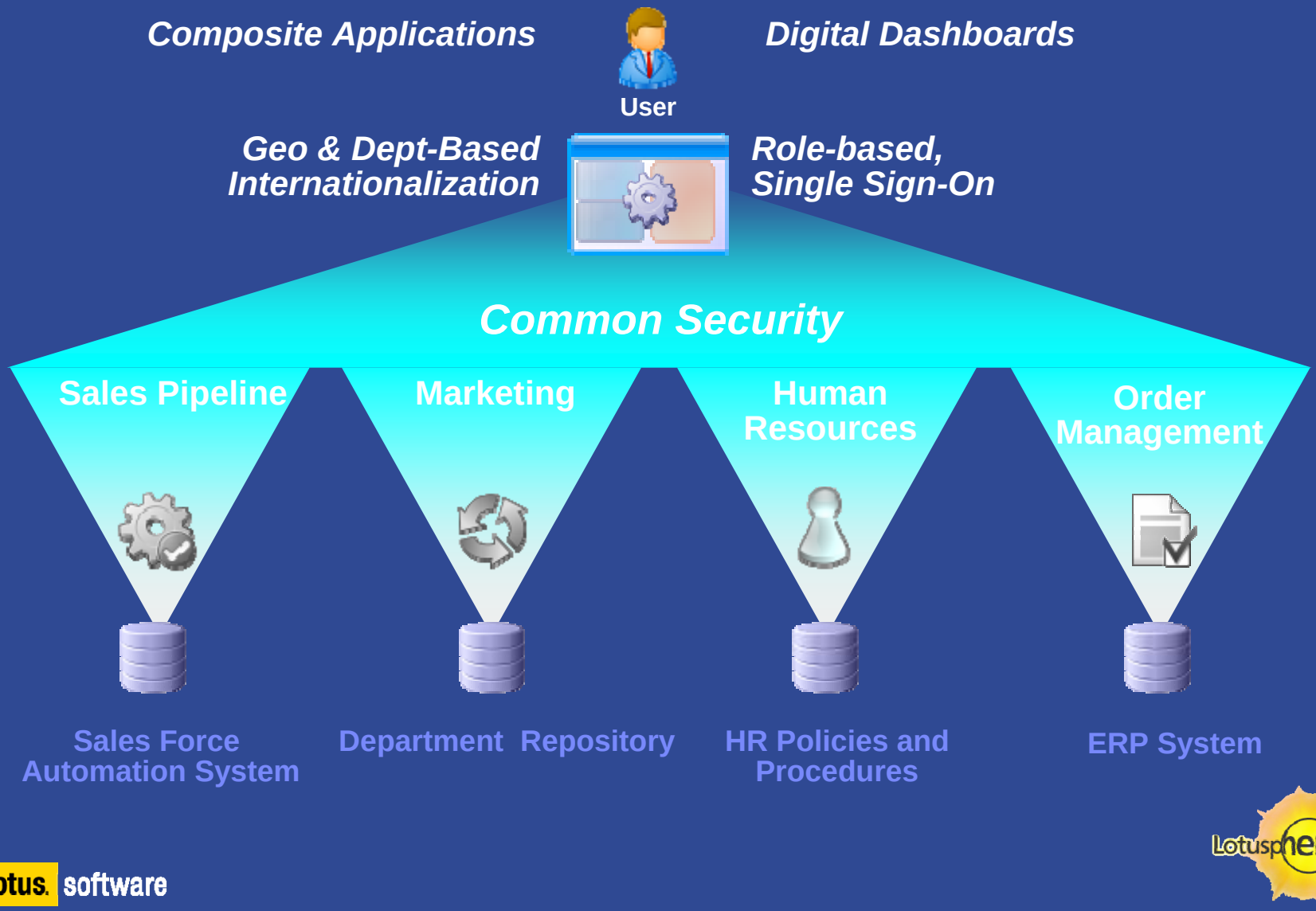
The Answer to the Problem

An environment that adapts to the needs of each user, in their role



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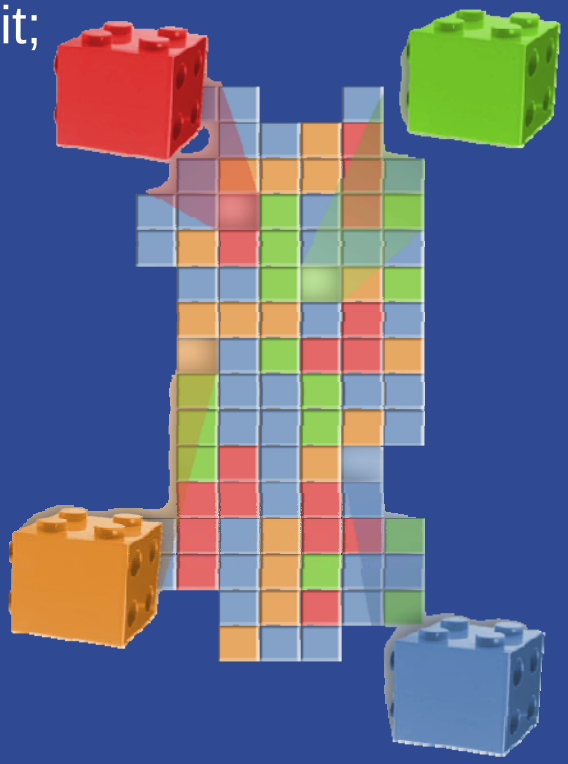
Understanding IBM's View of SOA

A Service

A **repeatable business task** – e.g., check customer credit; open new account

Service Orientation

A way of integrating your **business as linked services** **a**nd the outcomes that they bring



Service Oriented Architecture (SOA)

An IT **architectural style** that supports service orientation

A Composite Application

A set of **related & integrated** services that support a business function

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Service Oriented Architecture: the blueprint for change

"Service-oriented architecture deployments are increasing and becoming a mainstream architectural model for developing services, applications and infrastructures."

"Effective Web Services and SOBAs Require Management"
Frank Kenney, Gartner
September 28, 2004

Why SOA?

- Flexibility
- Facilitates re-use of existing applications
- Supports effective business process implementations
- Designed for change

Aligns Business and IT goals to grow revenue and contain costs

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WebSphere Portal as your SOA User Experience

User Perspective

- Collaboration
- Customization
- Personalization
- Dynamic Navigation
- Single Sign On
- People Awareness
- PDM/Content

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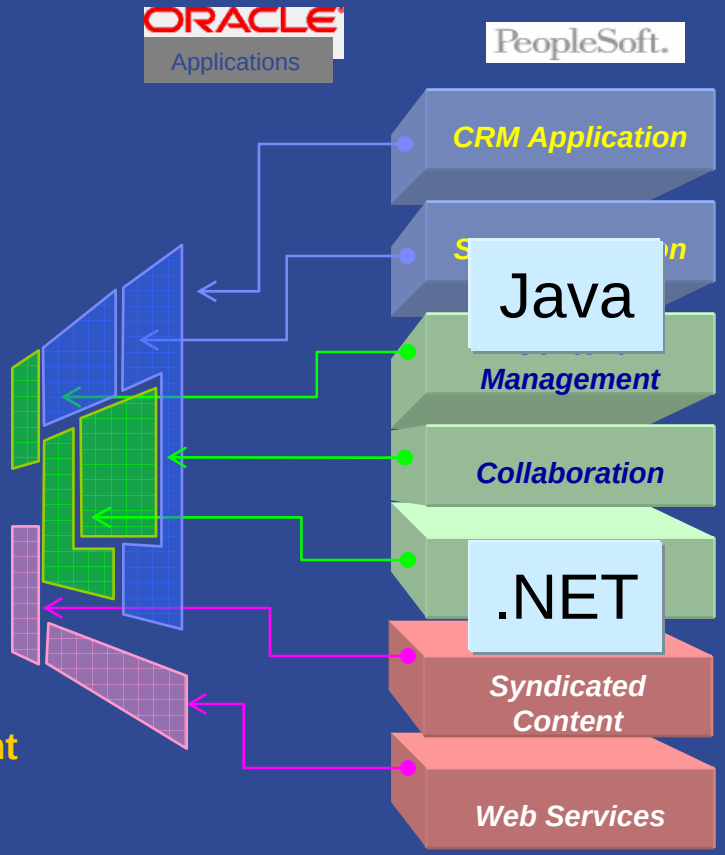
Secure Access
Rapid, Role-based Deployment
Scalability & Reliability



IT Perspective

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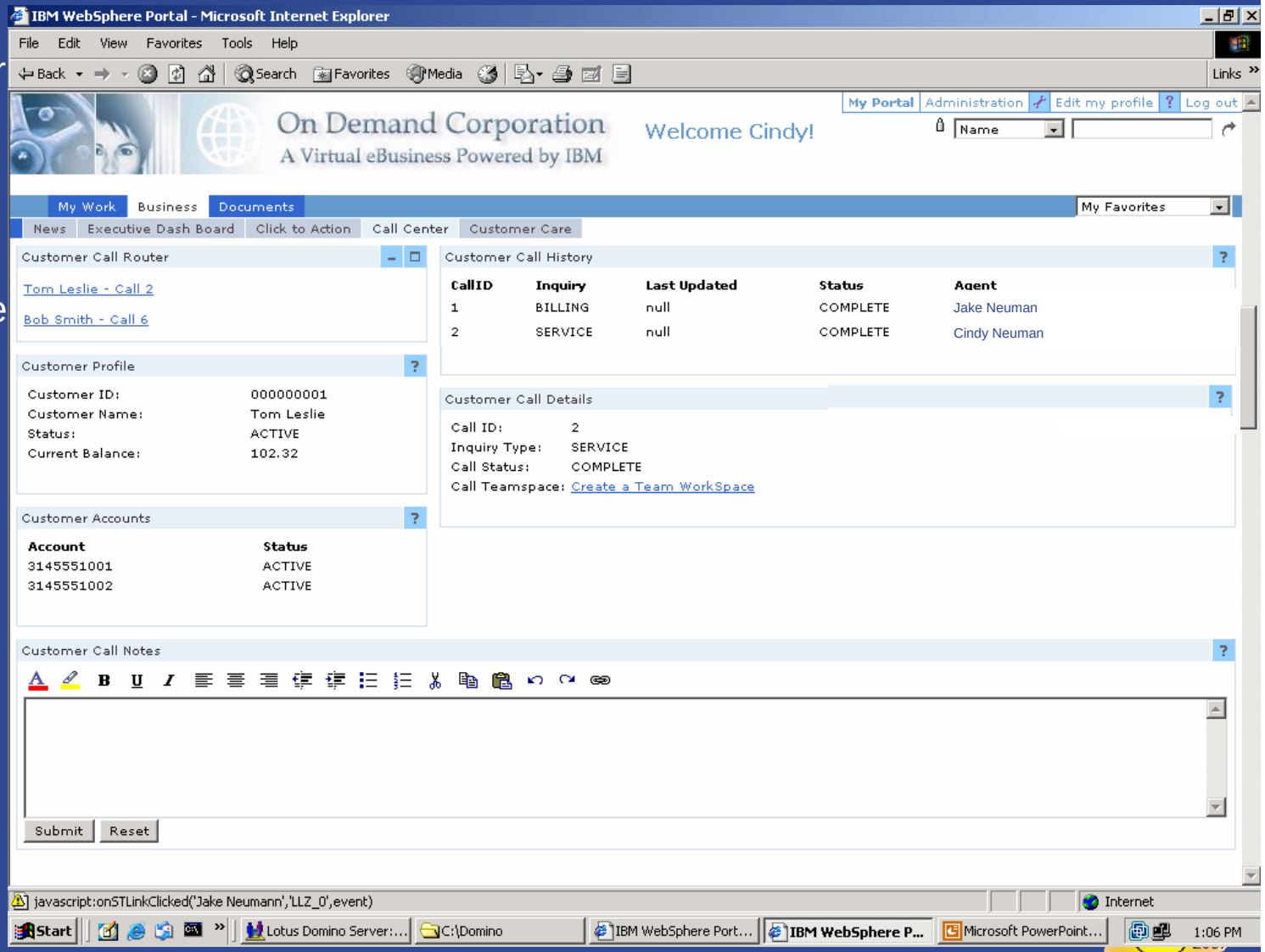
A Business Problem

The Call Center

- Info from call Router portlet can populate the call center employee's desktop
- Productivity is improved by integrating disparate applications and allowing focus to remain on the customer
- A Composite Application



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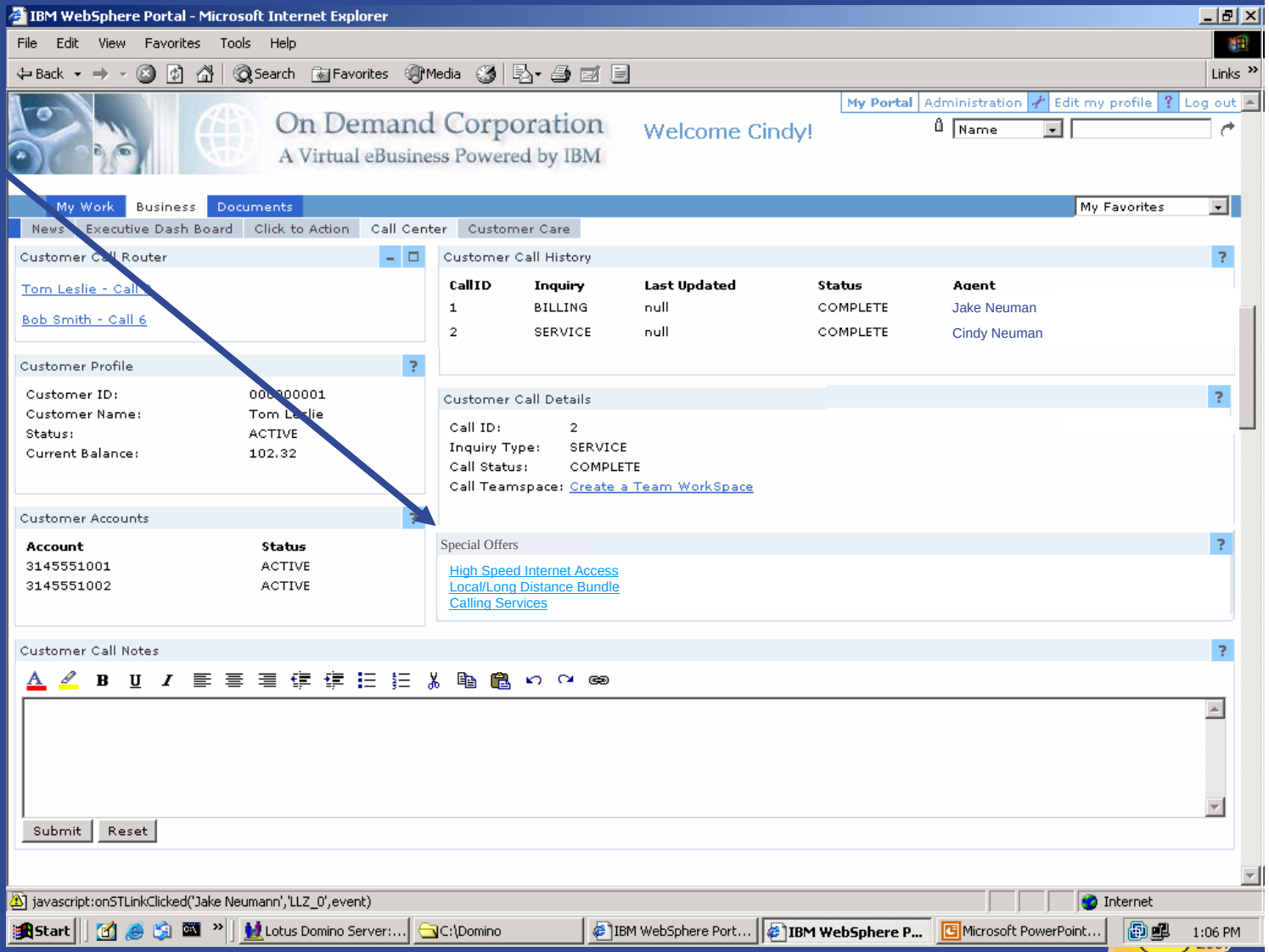
New Business Requirement

Increase Sales

- Add the needed component
- "Wire it" into the application
- Composition instead of programming



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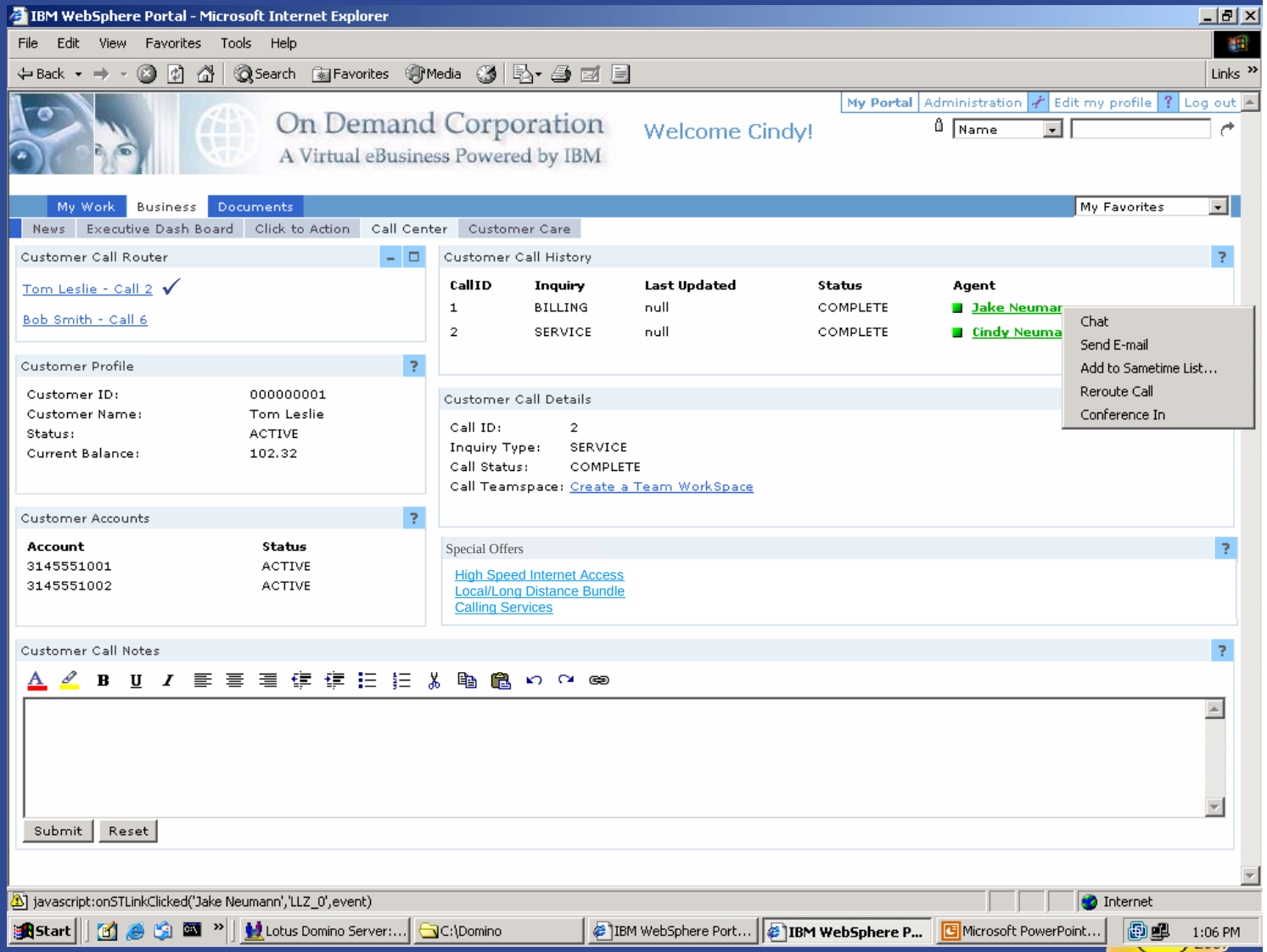
An Example of Collaboration in Context

- Use Sametime from within a component
- 'Buddy' is in context of application, not people you actually know
- User stays focused on the application



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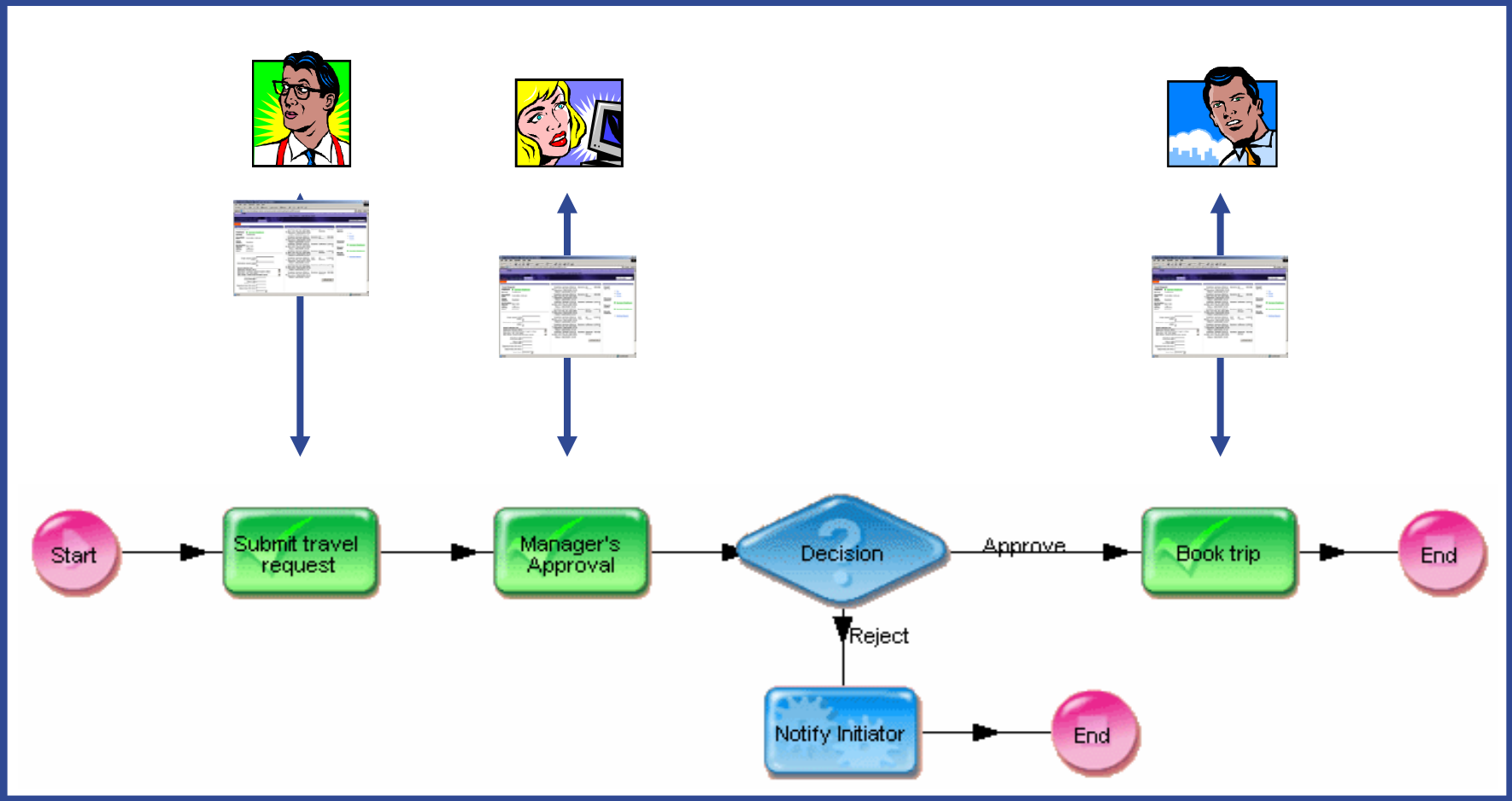
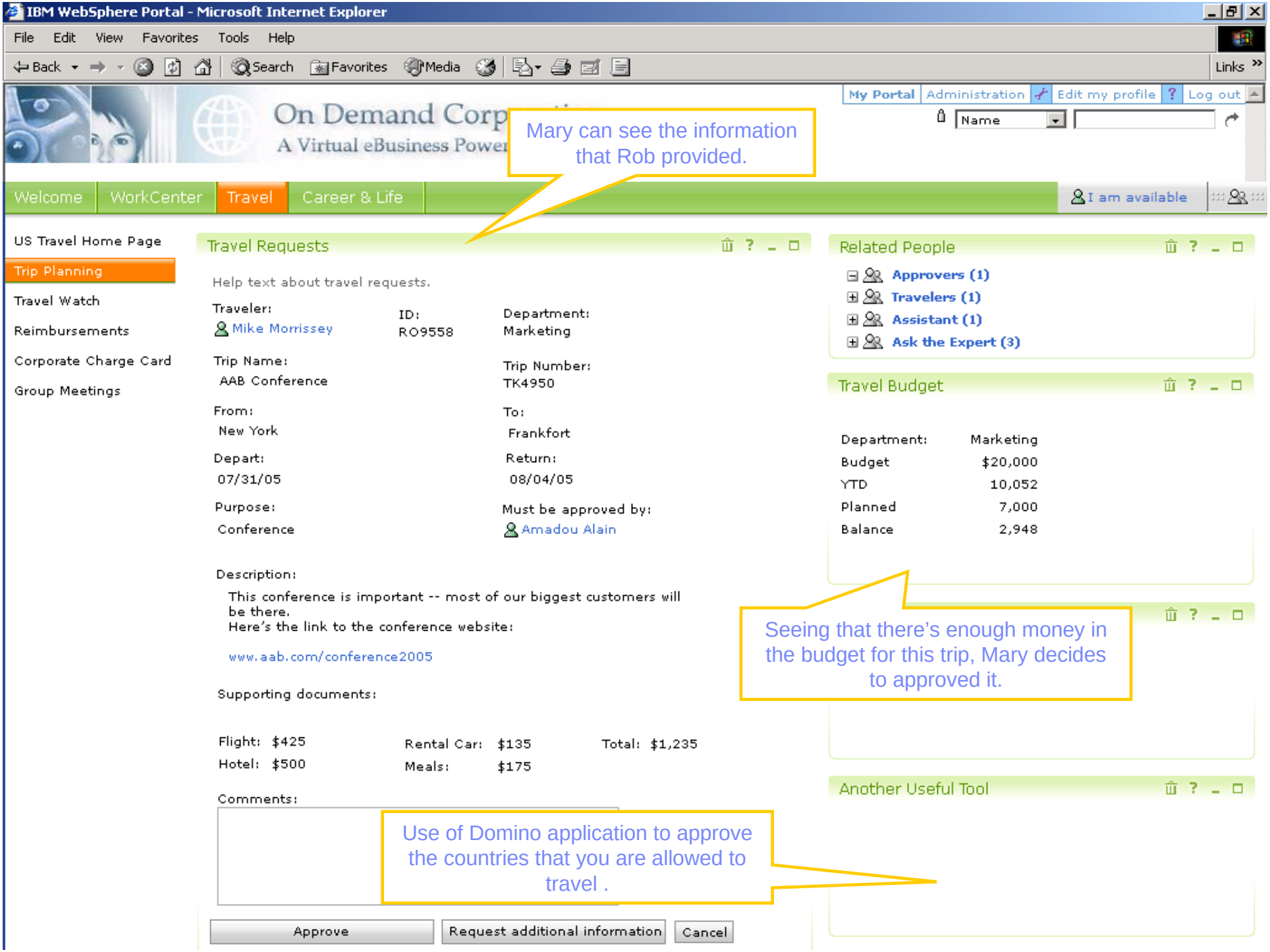
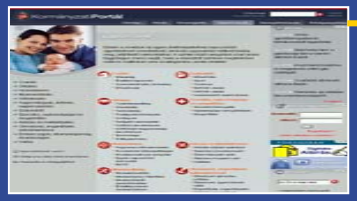
Travel Booking

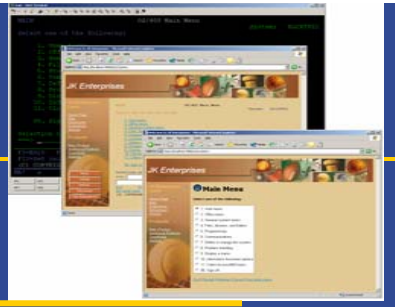



IBM WebSphere Portal - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media Links
My Portal Administration Edit my profile Log out
Name
On Demand Corp
A Virtual eBusiness Power
Mary can see the information that Rob provided.
Welcome WorkCenter Travel Career & Life
I am available
US Travel Home Page
Trip Planning
Travel Watch
Reimbursements
Corporate Charge Card
Group Meetings
Travel Requests
Help text about travel requests.
Traveler:
Mike Morrissey
ID:
RO9558
Department:
Marketing
Trip Name:
AAB Conference
Trip Number:
TK4950
From:
New York
To:
Frankfort
Depart:
07/31/05
Return:
08/04/05
Purpose:
Conference
Must be approved by:
Amadou Alain
Description:
This conference is important -- most of our biggest customers will be there.
Here's the link to the conference website:
www.aab.com/conference2005
Supporting documents:
Flight: $425
Hotel: $500
Rental Car: $135
Meals: $175
Total: $1,235
Comments:
Use of Domino application to approve the countries that you are allowed to travel .
Approve
Request additional information
Cancel
Related People
Approvers (1)
Travelers (1)
Assistant (1)
Ask the Expert (3)
Travel Budget
Department: Marketing
Budget $20,000
YTD 10,052
Planned 7,000
Balance 2,948
Seeing that there's enough money in the budget for this trip, Mary decides to approved it.
Another Useful Tool

Components can be built with a variety of tools, and developer skills. Components can be built independently from assembly.

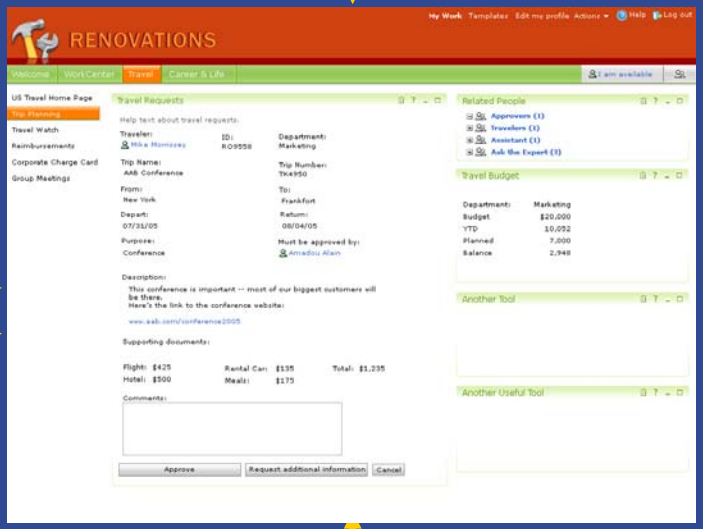


WebPage/WebClipping

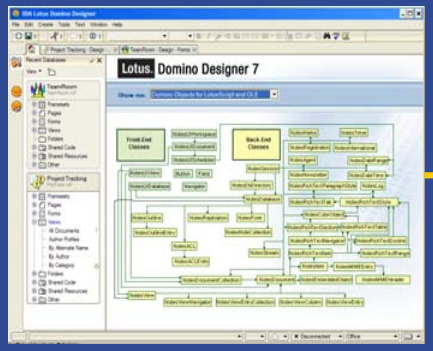


3270 and iSeries screens converted to portlets via HATS

Composite built with Portlet Factory



e-forms built with Workplace Forms Designer



Notes applications built with Domino Designer

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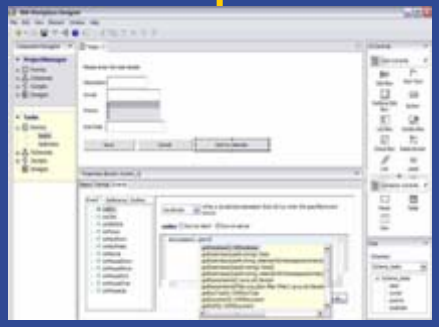
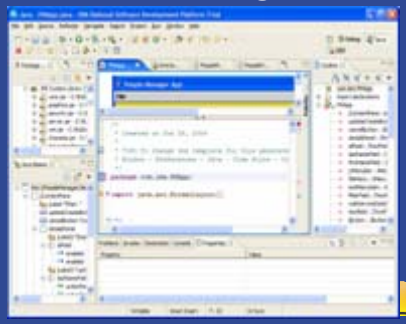


Collaborative applications built with Lotus Component Designer



Eclipse component built with Rational RAD

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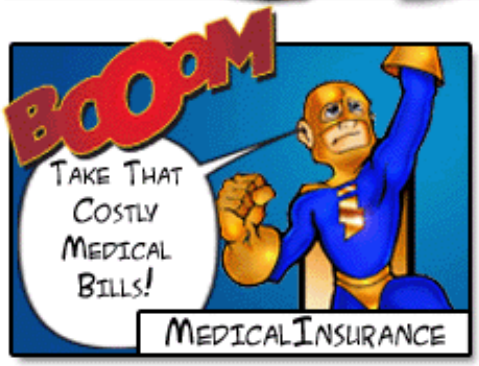
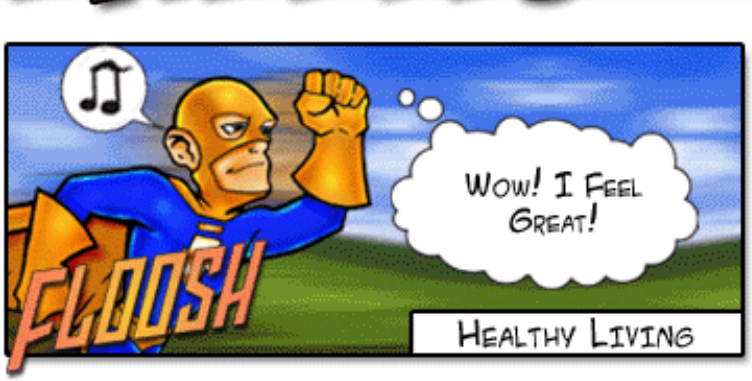
BENEFITS

I Am Here To Help?

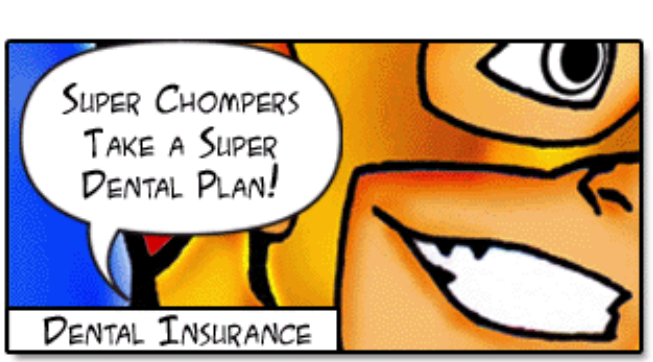
SWIFT



Medical Insurance



Healthy Living



Dental Insurance

Leave Of Absence Form

Stocks + 401K

Other Benefits

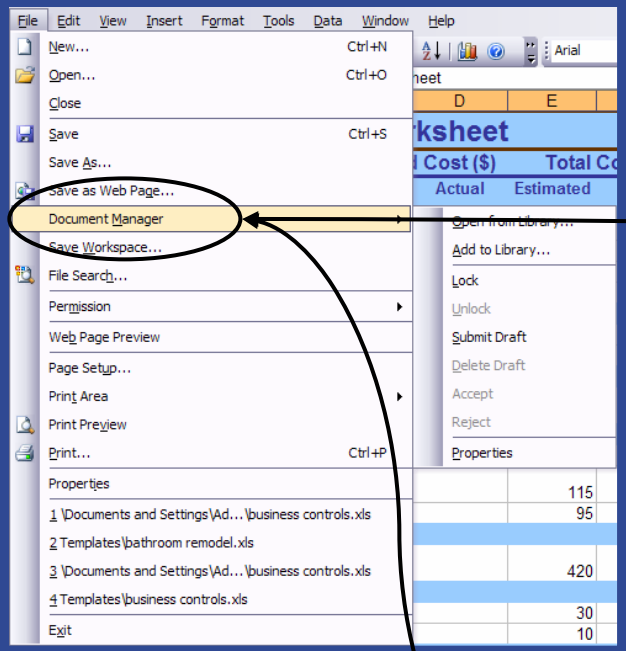
HR Contacts

General Information + Enrollment

Health Care Satisfaction Survey

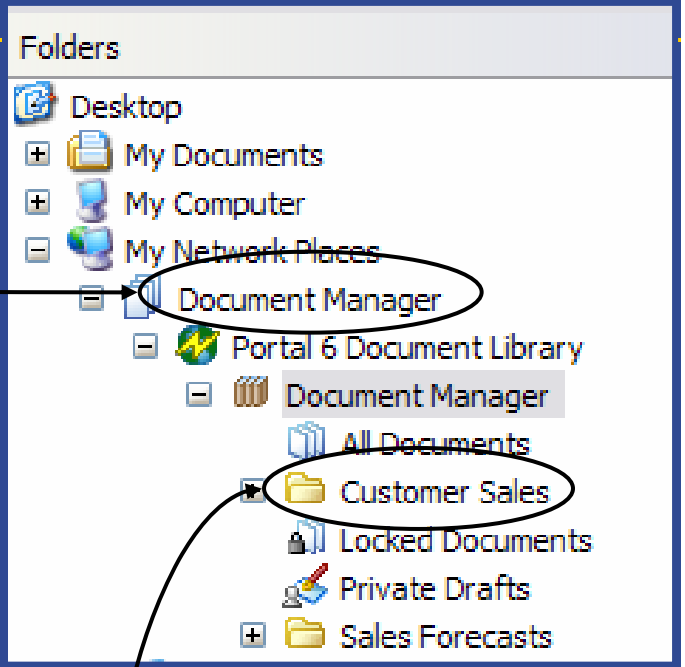
Back Weather Directions Swift Store Exit

Portal Document Libraries



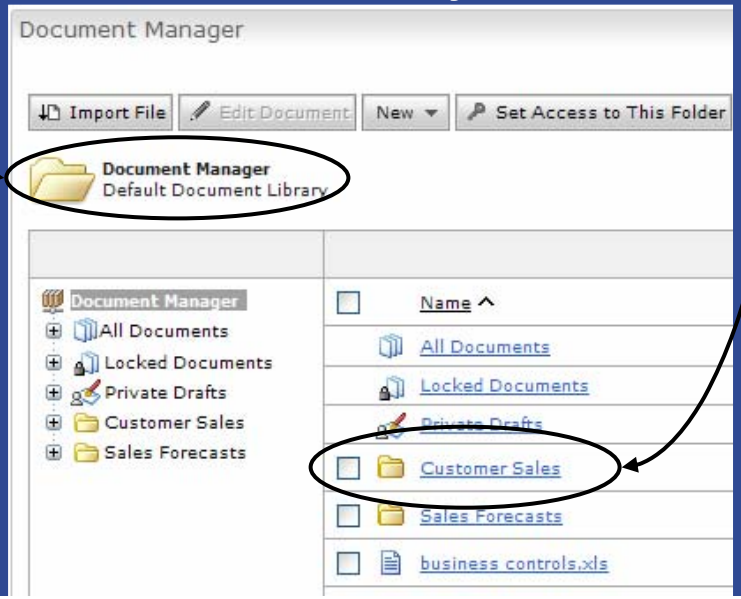
MS Office

Document Libraries



Windows Explorer

Document Library Portlet



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Increasing Organizational Effectiveness

Business Capabilities	Business Benefits
Role Based Process / Application / Content Integration	Role based solutions maximize user productivity, improve user responsiveness, reduce errors, etc.
Dynamic People Based Task Mgmt. / Wo	People focused task management speeds processes, improves process quality, provides visibility to people based tasks (get processes out of email)
Dynamic Dashboard / Scorecards	Proactive dashboards/scorecards drive enhanced decision-making, improved exception management in context of business processes (versus standalone BI systems)
Team Collaboration	Greatest value is having all the above within a single framework versus one-off point tools that create further silos and disjointed user experience

TransAlta - Energy & Utility Dashboard –

Proactive Operations Management and Problem Resolution Dashboard

- SOA Example
- Role Based
  - Executive Mgr.
  - Plant Manager
  - E&H & Safety
  - Operator View
- SOA
  - Web Services
  - Legacy Integration
  - Collaboration / Domino
  - IBM Middleware
- Alerts
  - Workplace
  - Instant Messages

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Improve Customer Satisfaction

Business Capabilities	Business Benefits
Online customer self service	Cost effective, fast way to repurpose internal employee facing application and content services to be used by customers for online self service
Business-to-customer and employee-customer integration and real time collabo	Cost effective, fast way to surface secured application, content and collaboration services to customers
Consistent and reusable content intern and externally	Reduce costs and improve content quality/accuracy by repurposing content across internal and external sites

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Search for specified travel dates

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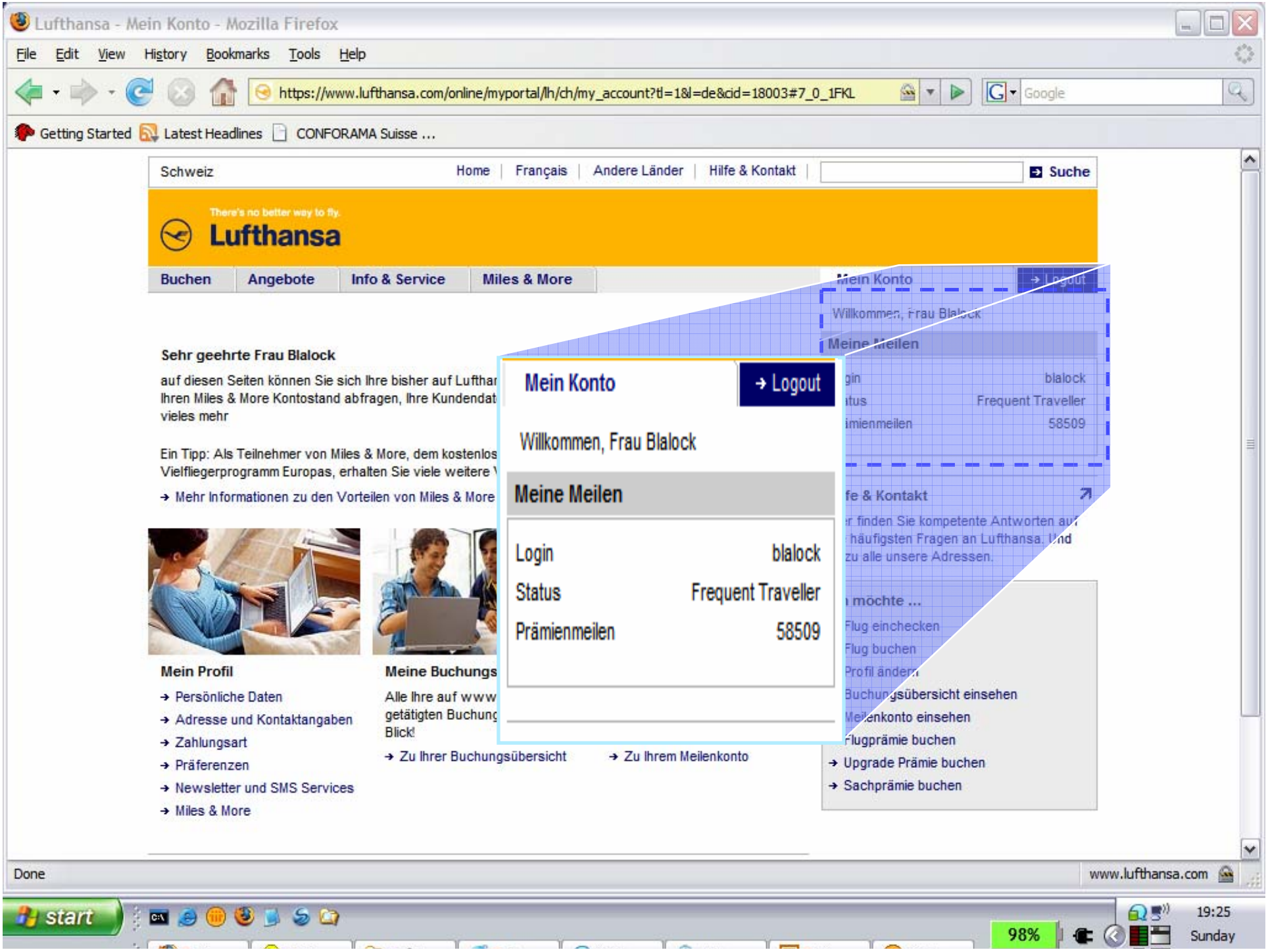
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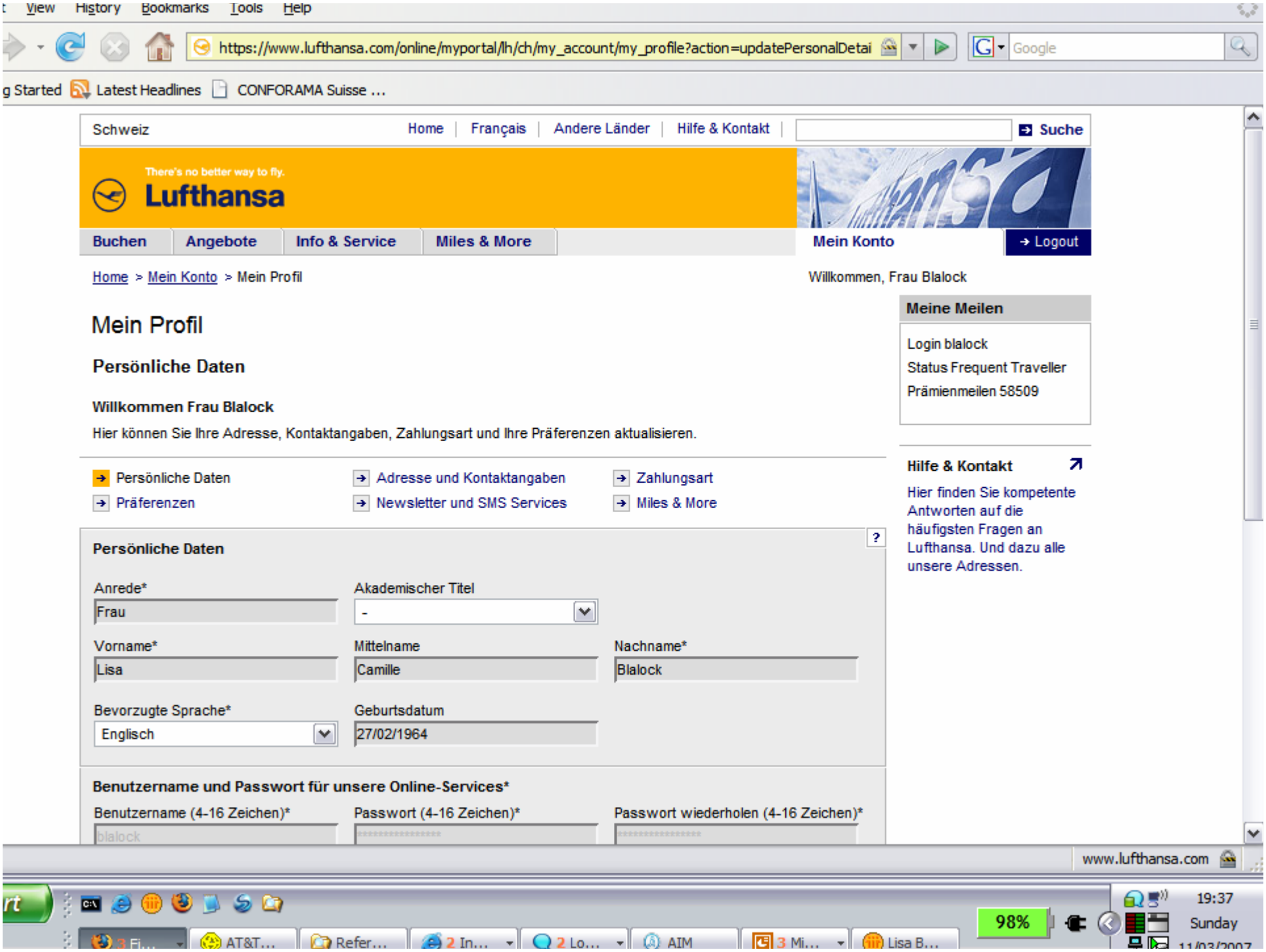
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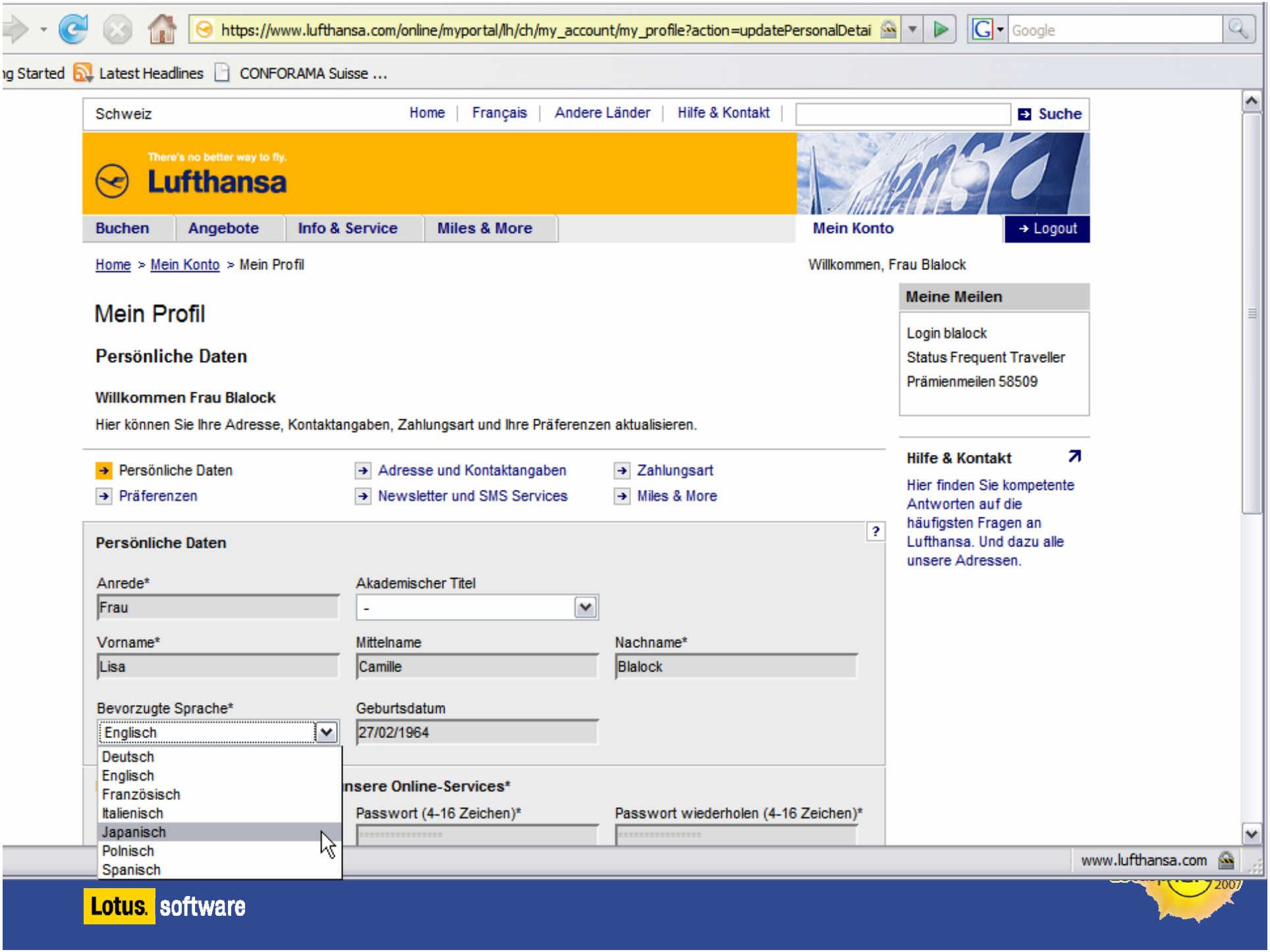
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A STAR ALLIANCE MEMBER

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便名

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- フランクフルト・ロンドン・パリ・アムステルダム 7.0万より
- ミュンヘン・ベルリン・ハンブルク 7.5万より
- ウィーン・コペンハーゲン 7.8万より
- ビジネス 59.8万より
- 世界一周 33.5万より

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ヘルプ

往復 片道

日程を優先

出発地 都市名の検索 11 22 00:00

目的地 都市名の検索 11 29 06:00

搭乗者人数

大人（12才以上） 1 小児（2～11才） 0 幼児（2才未満） 0

料金の種類

Economy より複雑な旅程 空席状況を調べる

10月からの新料金発表！

秋冬の正規割引運賃を掲載しました。「WEB得42」なら、ヨーロッパ主要都市へ7.0万円から！

ボーナスマイルキャンペーン

12月15日までの期間、東京ーミュンヘン直行便でボーナスマイルをご獲得いただけます。

「日本におけるドイツ」キャンペーン

ルフトハンザで飛ぶたびに、ギフトカードや素敵なルフトハンザグッズなどをプレゼント！

スイスとルフトハンザ

強力なパートナーシップで利便性が高まり、マイレージプログラムの魅力もアップします。

Meine Meilen

My Miles

現在の状況：仮会員

0 マイル

- 予約の確認
- マイルの確認
- 特典のご利用
- ユーザーデータ

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- アメリカ合衆国入国に関する新規定について（英語でのご案内になります。）

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Extend the Value Network

Online Partner Self Service	Cost effective, fast way to enable supplier, dealer and channel self service and overall value chain integration
PLM and Engineering Supply Chain Integ	Improved product development, and quality control via PLM, Engineering, and Procurement collaboration
Channel Integration (Dealers, Distributors	Improved sales effectiveness, warranty processing, etc. via integration with channel dealers, distributors

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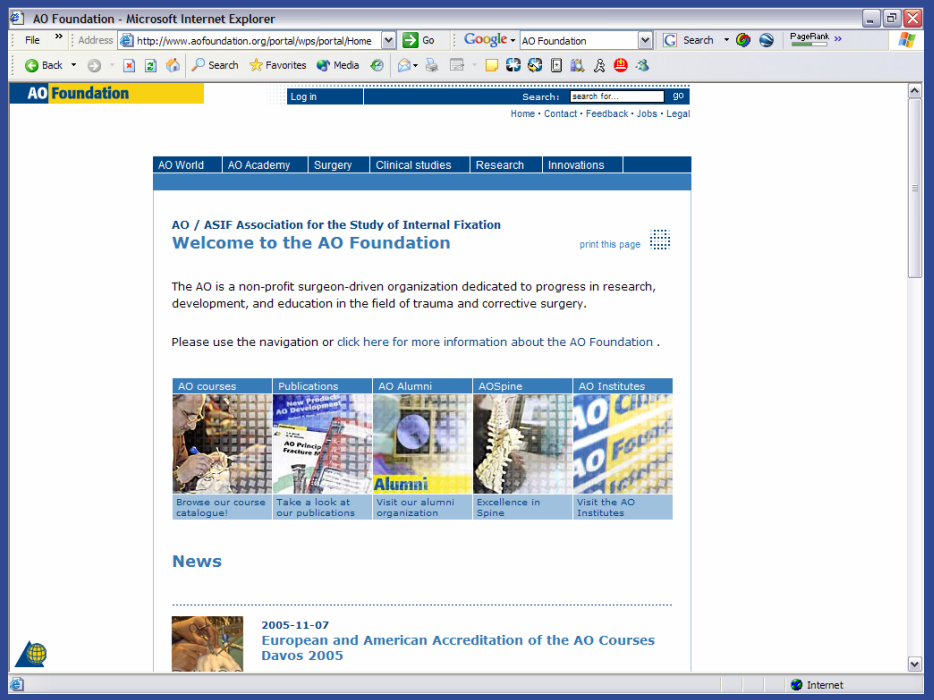
AO Foundation: Trauma & Corrective Surgery

- AO Foundation
  - WebSphere Portal & IBM WCM
- Surgeon Driven Community
  - Courses & Training
  - Publications
  - Alumni Directory
  - Clinical Studies
  - Research
  - Approved Surgical Products
- Collaborative Community
- Anonymous Access
- Secure Login



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AO World | AO Academy | Surgery | Clinical studies | Research | Innovations

AO / ASIF Association for the Study of Internal Fixation

Welcome to the AO Foundation

print this page

The AO is a non-profit surgeon-driven organization dedicated to progress in research, development, and education in the field of trauma and corrective surgery.

Please use the navigation or click here for more information about the AO Foundation .

AO courses	Publications	AO Alumni	AOSpine	AO Institutes
Browse our course catalogue!	Take a look at our publications	Visit our alumni organization	Excellence in Spine	Visit the AO Institutes

News

2005-11-07

European and American Accreditation of the AO Courses Davos 2005

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New AO approved products | From idea to product | AO Development Institute

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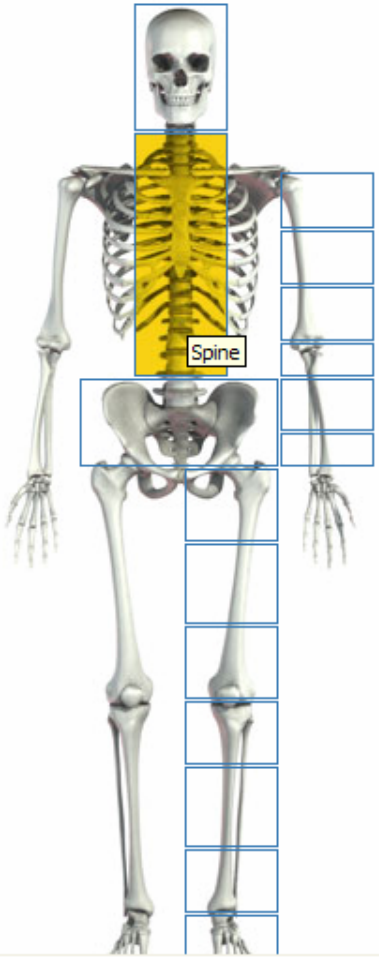

Move your cursor over the skeleton and click on the highlighted body part to view a selection of available implants and instruments.

Here you will find photos and brief descriptions of products that **have recently been approved by the AO Technical Commission (AOTK)**. Only after this final quality check are our commercial partners permitted to produce and market their products under the SYNTHES® brand.

If you have any comments or questions please contact AOTK here.

(December 2004)

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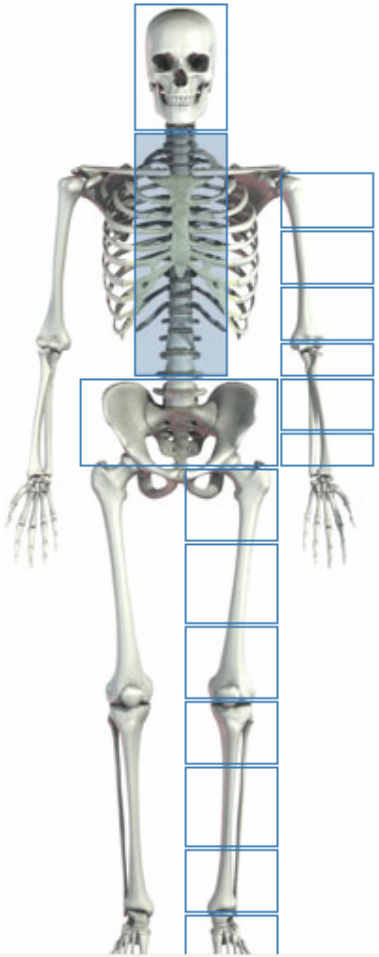


Anterior Cervical Fusion (ACF) Spacer Instruments

Anterior Cervical Fusion (ACF) Spacer Instruments

Anterior Cervical Fusion (ACF) Spacer Instruments

Arch Fixation System for Laminoplasty

Arch Fixation System for Laminoplasty

Arch Fixation System for Laminoplasty

Arch Fixation System for Laminoplasty

Arch Fixation System for Laminoplasty

Unit Rod, Ø 5.0 & 6.0 mm, TiCP

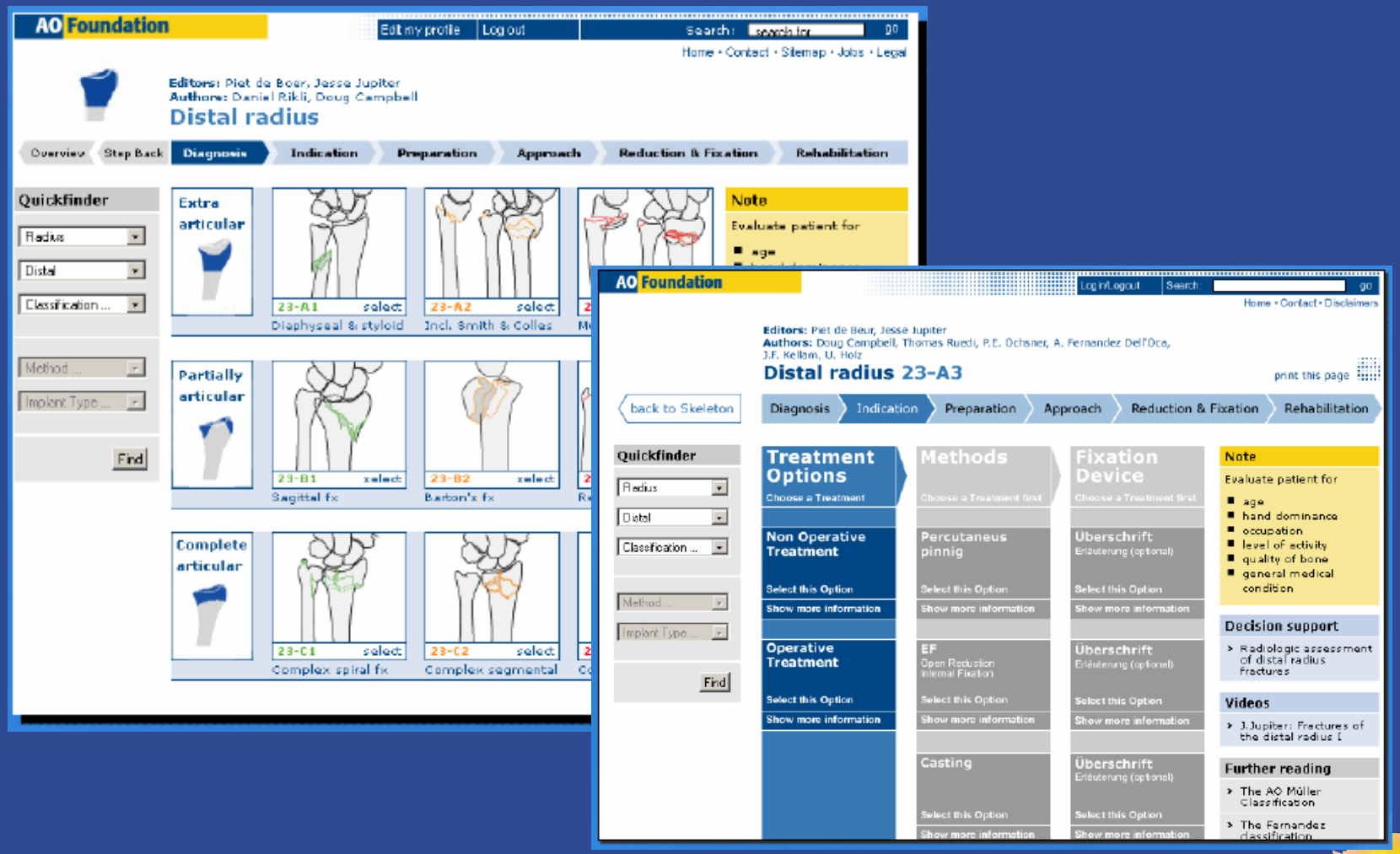
Rod, tapered, Ø 5.0 & 6.0 mm, TiCP

Laminectomy Punch with reservoir

Laminectomy Punch with reservoir

http://www.aofoundation.org/portal/wps/portal/!ut/p/_s.7_0_A/7_0_844?contentUrl=inn/new/2004/spine/ao_extranet_innovation_00000 Internet

Knowledge is structured along the surgical management process



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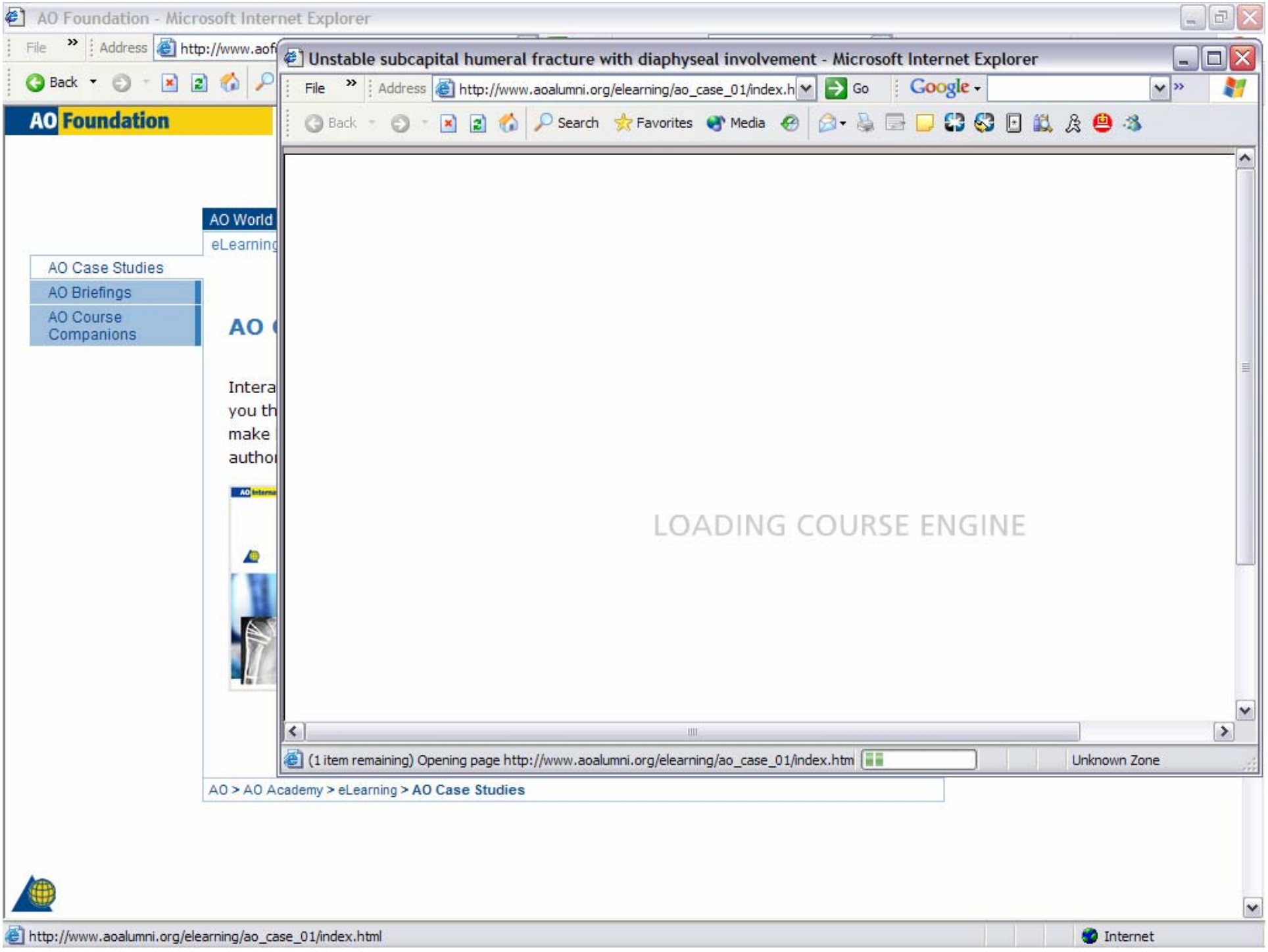
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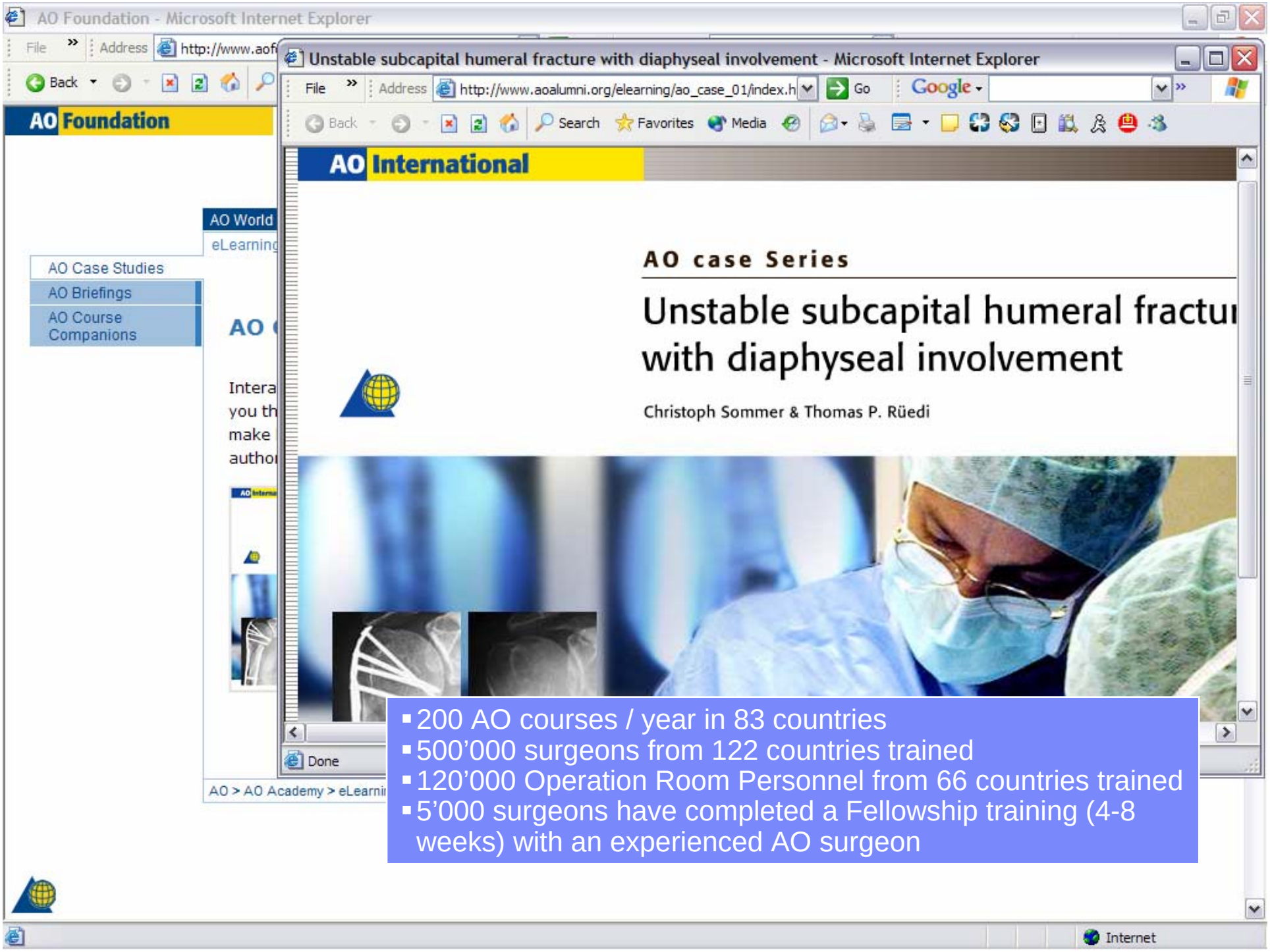
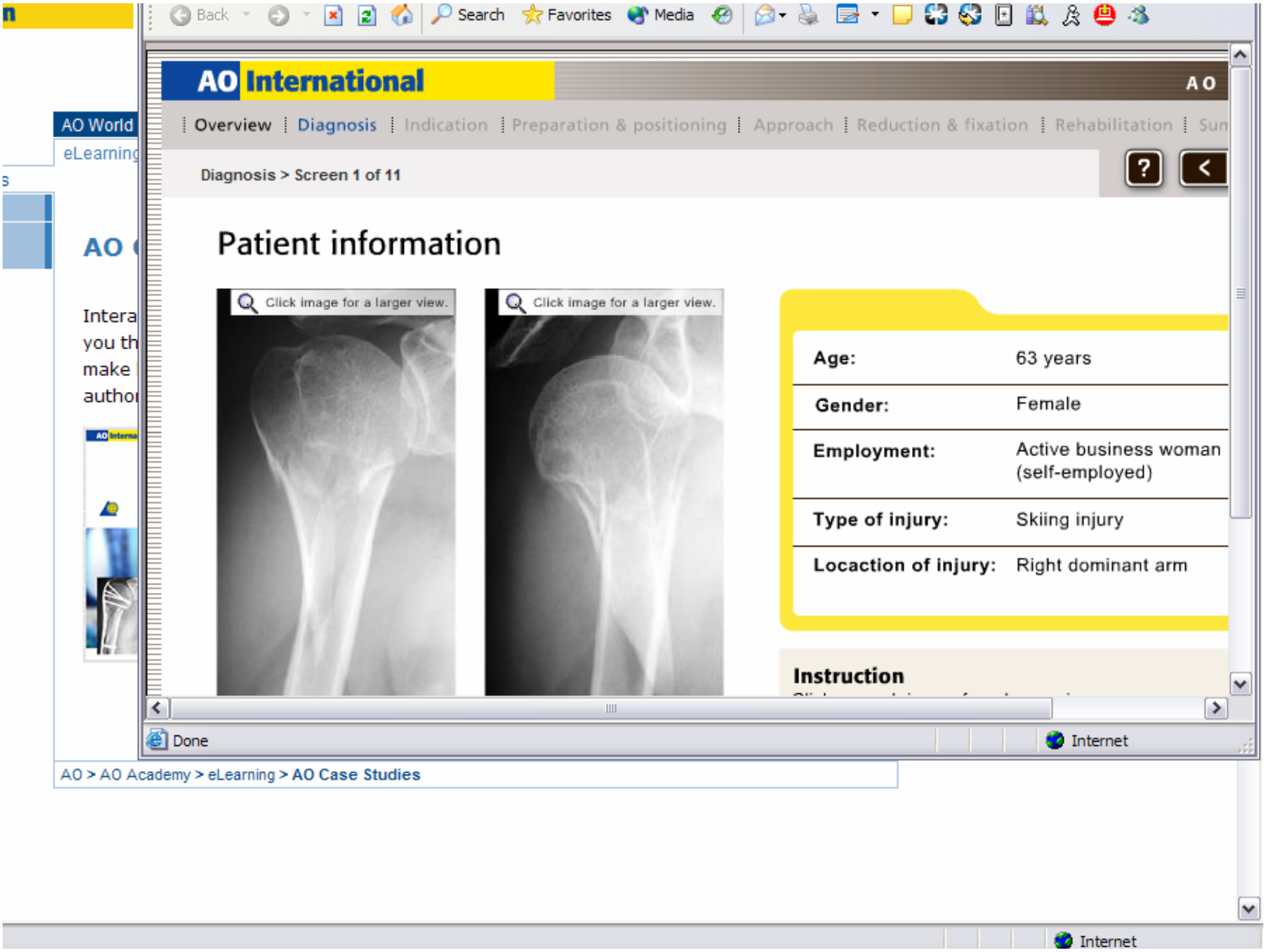


- 200 AO courses / year in 83 countries
- 500'000 surgeons from 122 countries trained
- 120'000 Operation Room Personnel from 66 countries trained
- 5'000 surgeons have completed a Fellowship training (4-8 weeks) with an experienced AO surgeon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Indication
Preparation & positioning
Approach
Reduction & fixation
Rehabilitation
Diagnosis > Screen 1 of 11
Patient information
Click image for a larger view.
Click image for a larger view.
Age: 63 years
Gender: Female
Employment: Active business woman (self-employed)
Type of injury: Skiing injury
Locaction of injury: Right dominant arm
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AO

Diagnosis | Indication | Preparation & positioning | Approach | Reduction & fixation | Rehabilitation | Sur

Screen 1 of 11

nt information

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Click image for a larger view.

Age:	63 years
Gender:	Female
Employment:	Active business woman (self-employed)
Type of injury:	Skiing injury
Locaction of injury:	Right dominant arm

Instruction

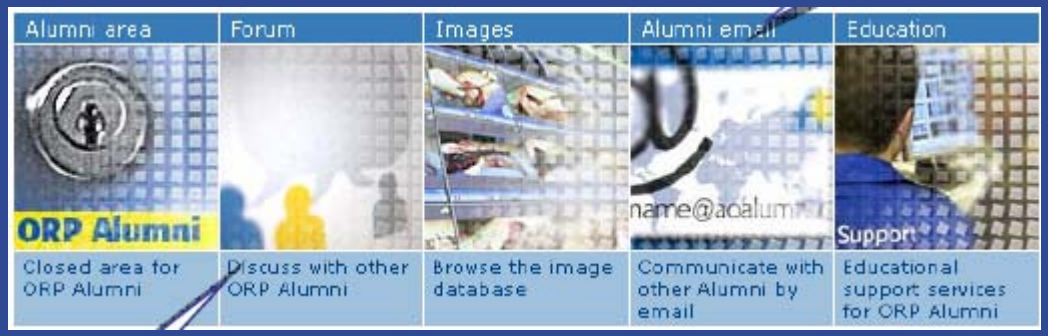
Internet

AO Case Studies

Internet

Knowledge Exchange is done via Collaboration

- Services
  - E-mail Services
  - Discussion Threads
  - Case Discussions
- Products
  - WebSphere Portal 5
  - Documentum 5.2
  - TAM
  - Domino 6.5
  - Sametime & QuickPlace



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Improve IT Responsiveness and Business Alignment

Business Capabilities	Business Benefits
Portal Service Reuse (e.g. User Interface, Personalization, Security Integration, Admini	Reduction in app design/dev/deploy cost and time via reusable services and reuse of portlets
Portlet Reuse / Portlet Catalog / Portlet Bu	Reduction in development cost/time through portlet builders, dashboard builders, etc.
SOA Ready	Faster realization of SOA vision by providing standard framework to surface backend services

Summary:
Portals provide value to business

- **Productivity –** Logon once, and find what you need (documents, applications, people, processes) when you need it, customizable by the person, not by I/T.
- **Focus –** Filtered and personalized information, and the ability to act on it
- **Innovation** – Bring together information, ideas and people and rapidly support new business models.

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...and also provide value to I/T

- **Speed -** Shortens application development time, shortens time-to-value delivering new function.
- **Responsiveness -** Allows the building of composite applications using SOA components or LOB applications to meet constantly changing business requirements.
- **Flexibility** – Built on open standards and extensible architectures. Allows use of virtually any application on any device, and run it on any client or server platform.

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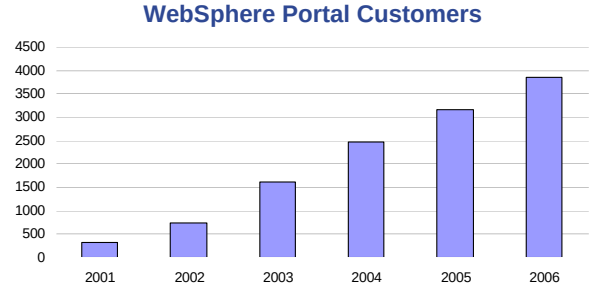
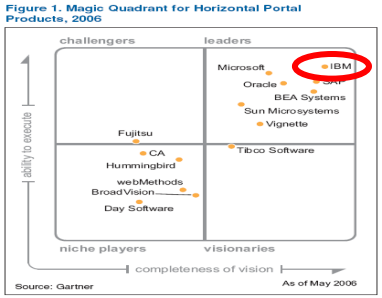
2006 Portal Highlights

- WebSphere Portal continues to lead in customer licenses, adding 650 New Portal Customers in 2006



- IBM continues to out execute the competition and demonstrate market leadership (#1 Enterprise Portal for 5 years – 2006 Gartner Magic Quadrant Report)



- WebSphere Portal Solutions is gaining significant traction with business solutions
  - Over 200 new Web Content Management customers in 2006
  - Almost 100 new WebSphere Dashboard Framework customers in 2006

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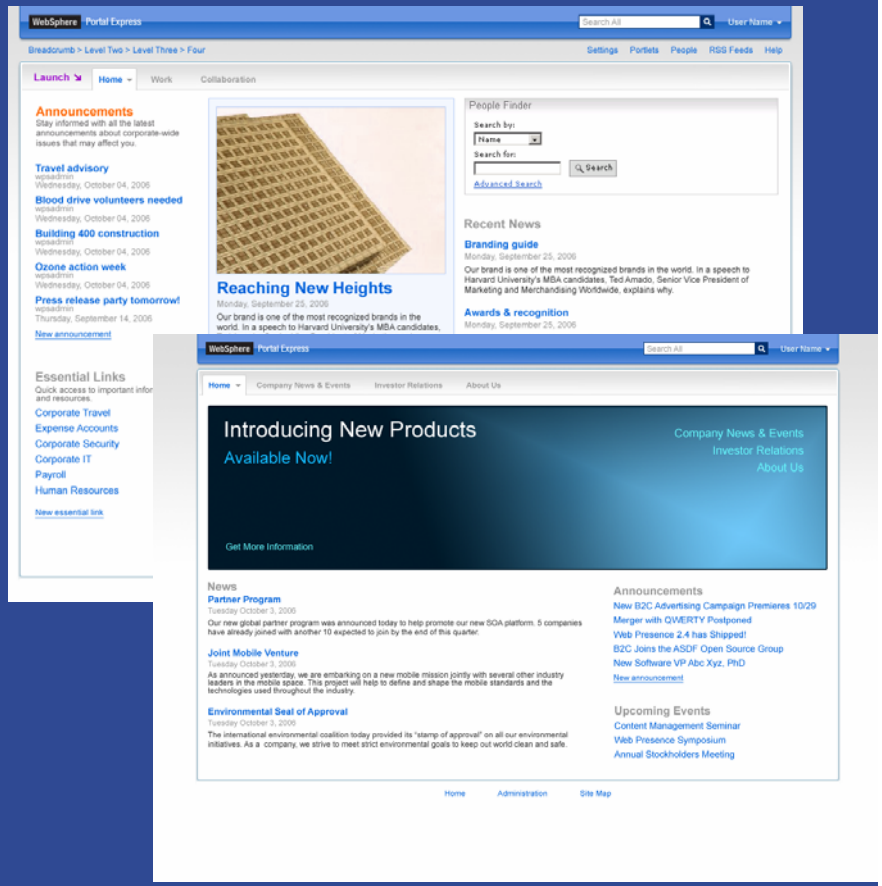
Introducing WebSphere Portal Express Version 6.0

- Allows a business to share information, collaborate and make better decisions.
- Targeted at the small and medium business, or departments of larger organizations with under 1000 users
- Easy to acquire all the collaboration capabilities needed in a single purchase.
- IBM's **next release** of WebSphere Portal Express and WebSphere Portal Express Plus



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What's under the covers?

- IBM WebSphere Portal Version 6.0.0.1
  - Including Portal Document Management and Workplace Web Content Management
- IBM WebSphere Application Server Network Deployment V6.0.2.15
- IBM Tivoli Directory Server Version 6.0
- IBM DB2 UDB Express Edition V9.1
- IBM Lotus Component Designer Version 6.0
- IBM Lotus Sametime Connect 7.0 for Browsers Client
- IBM Lotus Sametime Connect Version 7.5 (server)
- IBM Domino Server

How to get started?

- The most important consideration – where you are right now, where you need to go to align with your business needs.

- There are many potential starting points
  - **Pilot**
  - **Add to existing initiative -** Use portal on an I/T initiative that is in early stages.
  - **Add to existing system** - Expand an existing portal or your IBM software infrastructure with new capabilities offered by portal.
  - **Build a business case** - Further define the needs, gain consensus, build a portal visualization and/or an ROI model for a portal initiative (A Business Value Assessment from IBM can help)

- Additional useful information
  - Have Lotus collaboration strategy presentation
  - Have product presentations/demonstration on portal and/or related products of interest
  - Read Client Case Studies on WWW
  - Meet with an Architect to discuss how products fit into current infrastructure/architectures
  - Read Business Value Assessment Brochure and meet with an Business Value Consultant.

Thank You

Lisa Blalock – Portal Solutions – North Europe

blalock@ch.ibm.com

IBM

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Q&A

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