



A Portal Exploration of Technology Highlighting the Inner Workings of an Enterprise Portal

Once again, in 2005, many surveys rank enterprise portals in the top ten of CIO technology focus areas. Horizontal portal products continue to be the engine that drives enterprise portals. According to the latest Gartner Group Magic Quadrant, published in May 2005, IBM continues to demonstrate leadership in this exciting space!

IBM WebSphere Portal is designed to meet today's business requirements, which demand a scalable, secure and robust infrastructure. IBM WebSphere Portal helps a business become truly responsive in an on demand era. Employees, customers and trading partners can interact with a company's e-business through a secure, single point of entry to key applications, content, people, and business processes. IBM WebSphere Portal provides a single point of interaction with dynamic information, applications, processes and people to help build successful business-to-employee (B2E), business-to-business (B2B) and business-to-consumer (B2C) portals.

Customers who choose WebSphere Portal will realize substantial business value and return on their investment. With WebSphere Portal your team can:

- Build highly scalable portals to simplify and speed user interaction with personalized information, business processes and applications.
- Manage transactions, share information and organize work activities all from one location.
- Improve employee productivity through personalized and collaborative access to information, applications, processes and people.
- Capitalize on existing information and intellectual capital by managing content to help ensure it's available when and where it's needed.
- Reduce the cost to deploy and integrate business applications and processes using click-to-action technology, plus workflow-engine and application-integrator portlet builders.

Objective

The objective of this session is to explore how IBM can help businesses deliver more value to their employees, customers, and trading partners by applying IBM WebSphere Portal software to their business initiatives.

Audience

This session is specifically designed for IT Executives, IT Directors, etc. who are currently exploring the use of an enterprise portal. No prerequisite knowledge of WebSphere Portal is required. However, it is recommended that participants have an understanding of their business needs.

Cost

This session is offered free of charge. IBM will provide complimentary lunch for this event. However, customers are responsible for their own business travel expenses.

Schedule

For your convenience, this Exploration of Technology will start at 10:00 AM and will end at approximately 3:30 PM.

Agenda

Through examples, discussions, and interactive product experience, we will explore a variety of topics that serve to illustrate how solution capabilities and features can be applied to business initiatives. At the conclusion of this session, participants will be able to:

- **Classify** common uses of an Enterprise Portal.
- **Explain** key characteristics of an Enterprise Portal:
 - Collaboration Services
 - Content Services
 - Integration Services
 - Framework Services
- **Understand** IBM's Portal Architecture and how it relates to our on demand software strategy.
- **Visualize** how an Enterprise Portal can benefit your business.

Enrollment

To enroll in this Exploration of Technology, please contact your IBM Software Sales Representative.