

# IBM WebSphere Portal Express

This voice script accompanies a Flash presentation that addresses the capabilities of IBM WebSphere® Portal Express software. It's divided into these chapters:

## Chapter 1

- Introduction

## Chapter 2

- Increase employee productivity
- Improve access to information and services through a single sign-on to multiple systems

## Chapter 3

- Integrate employee and partner portals for easy communication and interaction
- Add new portlets easily

## Chapter 4

- Boost customer loyalty by establishing partner relationships with major customers
- Provide an interface for seamless communication and exchange of information

## Chapter 5

- Provide an interface for easy deployment, delivery and usage of Web services

## Chapter 6

- Provide quick access to team calendars and assessment of human-resource availability

## Chapter 7

- Promote greater coordination and communication among employees

## Chapter 8

- Set up new communities to support projects or processes

## Chapter 9

- Help users share ideas and collaborate without traveling
- Offer business partners an environment of easy communication and knowledge sharing

## Chapter 10

- Provide an interface for new and existing applications
- Gain benefits of low cost and easy implementation

## Chapter 11

- Summary

In the presentation, the viewer follows along as the fictional company Tier Two Auto Parts illustrates the functionality of WebSphere Portal Express software.

## [Chapter 1: Introduction]

Consider all the Web sites, applications, content and contacts that are key to your business.

People who need to access resources must typically log on to applications, point their browsers to Web sites, track people down, search for files and perform other tasks that can take valuable time out of their day.

What if your employees, business partners and customers could access the resources they need from a single, convenient location?

Introducing IBM WebSphere Portal Express. This powerful software pulls together all the resources that are relevant to a user into a single, personalized Web site — or *portal*.

WebSphere Portal Express delivers powerful portal capabilities at an affordable per-user price.

Users interact with appropriate applications, content, business processes and people through *portlets* within the portal. Think of portlets as windows into key company resources that can be customized based on the user's role and preferences.

WebSphere Portal Express helps businesses build successful business-to-employee, business-to-business and business-to-consumer Web portals.

Watch as the fictional company Tier Two Auto Parts demonstrates the capabilities of WebSphere Portal Express.

## [Chapter 2]

Hugh [Clark], a project manager at Tier Two Auto Parts, starts his day as usual. He sips his coffee and glances at his Homepage.

His Homepage is an employee interface that's personalized for him. Content is based on his preferences and online behavior history.

Hugh can connect to company news, e-mail, Internet links and a company human resources site without entering any additional passwords. Through this single portal, he can work with the information and tools most relevant to his job and interests.

## [Chapter 3A]

Today, Hugh sees a new link. It's an announcement about a new credit-union membership now available to employees of Tier Two.

He clicks the link.

A pop-up window appears within his portal, prompting him to set up a new account. He's interested, but first, he has a question. He clicks a chat button to contact a credit union representative.

## [Chapter 3B]

[-Ding-]

“A customer” [Dalila Palmer]

Dalila — a customer service representative — is working with her portal at Persons Federal Credit Union.

Dalila jumps from a customer satisfaction survey portlet to her customer relationship management portlet when prompted by Hugh’s entry.

“How may I help you?” [Dalila]

[-Ding-]

“Is there a monthly charge for checking accounts?” [Hugh]

“Not at all. For employees of Tier Two Auto Parts, that service is free.” [Dalila]

## [Chapter 3C]

Hugh decides to open an account. He submits his information online.

Next, he jumps to his Homepage calendar portlet to check his schedule. He then jumps back to the credit union portal to set up an appointment with an account representative.

Hugh returns to his Homepage and adds a portlet for Persons Federal Credit Union.

Adding portlets is quick and easy with WebSphere Portal Express.

## [Chapter 4]

Hugh is ready to check on his customers.

His customers are suppliers to major car manufacturers. For each customer, Hugh has a portal page where he can view announcements and project information. He selects the portal page for Paradigm Motors.

Hugh sees that the customer has accepted his proposal for the design of a windshield-wiper assembly for an upcoming line of sports cars.

Paradigm wants to schedule a kickoff meeting to take place at its headquarters.

## [Chapter 5]

Excited, Hugh visits his Travel portlet.

This portlet accesses the Web services of Tracker Travel — an online travel agency.

Hugh reserves a flight, hotel and rental car. He does so quickly and easily because he had customized the portlet to fill in his usual requirements for business travel automatically.



## [Chapter 6]

At Tier Two Auto Parts, employees have busy schedules. Hugh wants his team to work efficiently on the windshield-wiper assembly project.

Portal Express makes collaboration easy.

Hugh enters his My Teams portlet. By checking the portlet's calendar, he sees that his favorite designers and engineers are wrapping up a major project and will soon be available.

## [Chapter 7]

Hugh looks at his instant messaging portlet. The portlet is people-aware and indicates who is online by displaying a green icon.

Two of his colleagues from Design and three from Engineering are logged on and available for instant messaging. He clicks their names and begins a conversation with all five.

[Narrator reads these messages]

“Paradigm jumped on the assembly opportunity. Can we meet at 3 p.m. to refine the design?” [Hugh]

“Excellent!” [Person A]

“Yes, I’m available.” [Person B]

“Good news.” [Person C]

“Let’s continue to impress Paradigm!” [Person D]

“I’ll be there.” [Person E]

## [Chapter 8]

Hugh adds a new portal page dedicated to the windshield-wiper project.

It will act as an online community. He chooses features that he would like it to provide, such as an assignment calendar, an information library for posting files, a message board and a portlet for online chats.

Hugh grants his team members, who are located throughout the country, access to the new portal page.

## [Chapter 9]

It's time for the first team meeting.

Portal Express lets the team members use the project portal page to collaborate.

After a short teleconference, the team members in various cities use the portal page to:

- Post and review documents
- Participate in a discussion train
- Conduct a group chat

They develop a presentation that will be delivered at the Paradigm kickoff meeting. The team selects one engineer and one designer to travel there in person.

## [Chapter 9A]

Hugh decides that he will give other customers access to the project portal page as well.

It will become the central station for Tier Two, Paradigm and other suppliers to share designs, post and answer questions, and participate in informal discussions and formal meetings throughout the life of the project — from the design phase to the manufacturing of the first car.

## [Chapter 10]

At the end of the day, Linda [\[Hernandez\]](#), director of information technology for Tier Two, reviews the results of a company-wide information-technology survey.

She is pleased to discover that employees have widely accepted WebSphere Portal Express.

She sees that portal usage has increased since the company implemented Portal Express, but so has usage of other applications. That's because Portal Express provides easier access to the other applications.

Linda is pleasantly surprised by the results, considering the small investment of time and funds it took to implement WebSphere Portal Express.

## [Chapter 11: Summary]

Like Tier Two Auto Parts, your business can delight employees, business partners and customers, while improving efficiency, collaboration and productivity.

Tap into the network of IBM Business Partners who can help you install and customize WebSphere Portal Express to meet the specific needs of your business.

IBM WebSphere Portal Express software can help you:

- Increase employee productivity and collaboration
- Strengthen business-partner relationships
- Improve customer satisfaction
- Realize quicker return on investment with enterprise-level portal capabilities at an affordable per-user price.

With Portal Express you get a full-featured software package scaled for your company's size and budget. And when your company grows, you'll be able to upgrade to other IBM Portal offerings quickly and smoothly.

Now is the time to transform your business by leveraging WebSphere Portal Express software from IBM.

[Graphics will include:

For more information, go to [ibm.com/websphere/portal](http://ibm.com/websphere/portal)]