



Leverage Web 2.0 into your SOA Strategy with WebSphere Portal

Ralph Klaassen, August 2009





Agenda

- Exceptional web experiences
- Delivering BPM through SOA
- Customer examples



Exceptional Web Experiences



One Platform – Many Different Business Needs

Partners



Visitors & Members



Employees

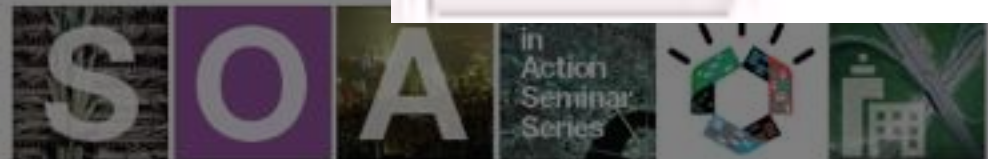
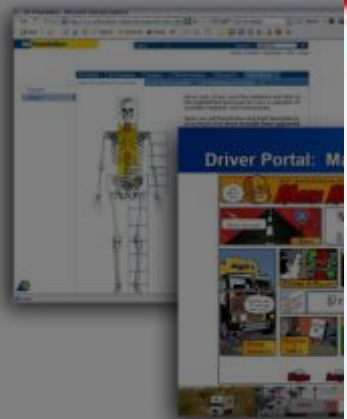


Exceptional Web Experiences



One Platform. Many Different Business Models.

Partners



Exceptional Web Experiences



One Platform – Many Different Business Needs

Partners



Visitors & Members



Employees



SWIFT LOGIN

SIGN IN WITH YOUR
USERNAME AND
PASSWORD!

AS SOON AS YOU ARE
DONE I AM READY
TO HELP!



USERNAME

PASSWORD



I Am Here To Help!

SWIFT TRANSPORTATION INC.

MAIN MENU



You've GOT MAIL!

EMAIL

PAYROLL

You're TEST RESULTS LOOK GREAT!

BENEFITS

INFORMER. HELP, I'M NOT SURE WHAT TO DO!

POK POK

DRIVER HANDBOOK

\$1,000,000 GIVEAWAY!

THANKS A MILLION

THIS BETTER BE GOOD PARKER!

COMPANY NEWS + INFORMATION

Permit

PERMITS

DRIVING 101

TRAINING + SAFETY

DRIVER SERVICES



Alacrinet



SWIFT TRANSPORTATION INC.



I AM
HERE TO
HELP!



BENEFITS

BOOM!

TAKE THAT
COSTLY
MEDICAL
BILLS!

MEDICAL INSURANCE

HEALTHY LIVING

Wow! I FEEL
GREAT!

FLOOSH

SUPER CHOMPERS
TAKE A SUPER
DENTAL PLAN!

DENTAL INSURANCE

KOOM

!@#&\$!

LEAVE OF ABSENCE FORM

LOOK AT
INFORMERS
PORTFOLIO!

HOW
DOES HE
DO IT? **\$**

MEANWHILE,
ON WALL STREET.

STOCKS + 401K

OTHER BENEFITS

HR CONTACTS

POW

KRINCH

GENERAL INFORMATION
+ ENROLLMENT

WHAT'S NEW?

HEALTH
ASSESSMENT
SURVEY



Alacrinet



I AM
HERE TO
HELP?



SWIFT TRANSPORTATION INC.

STOCKS & 401K

SWIFT



401K INFORMATION



401K VESTING SCHEDULE



AMERICAN FUNDS WEBSITE



STOCK PURCHASE PLAN INFO



BISYS WEBSITE



**HR-616B STOCK PURCHASE
ENROLLMENT FORM**



401K INVESTMENT CHOICES



**HR-612 STOCK PURCHASE
WITHDRAWAL/CHANGE FORM**



401K ENROLLMENT CHANGE FORM



ETRADE WEBSITE



NEW CHANGES TO 401K PLAN



BACK



WEATHER



DIRECTIONS



SWIFT STORE



EXIT

Alacrinet

Web 2.0 Experiences

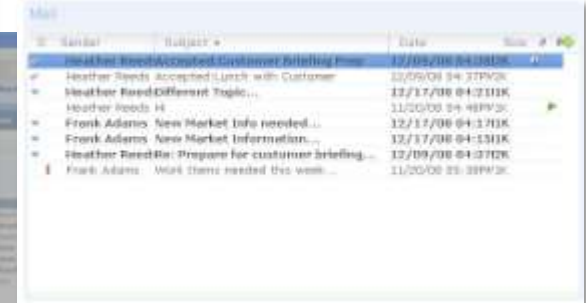
Web 2.0 + Collaboration + Social Tools



Instant Messaging



Mail



Blogs



Peers

Education



Video



Experts



Personalised Content



Communities



Portal Principles

Core Values permeate the behaviour of the portal



■ Consistent presentation layer

- Unified display / layout / navigation
- Application integration
- Display simplicity to User

■ User specific personalization

- Individual layout and settings
- Role-based view
- Dynamic/Contextual content

■ Consistent programming model

- Separate application code from UI layout
- Standardised Portlet API
- Eventing, interaction, security

■ Consistent administration model

- User management / profiles
- Site management
- Hierarchical access control
- Customization, branding





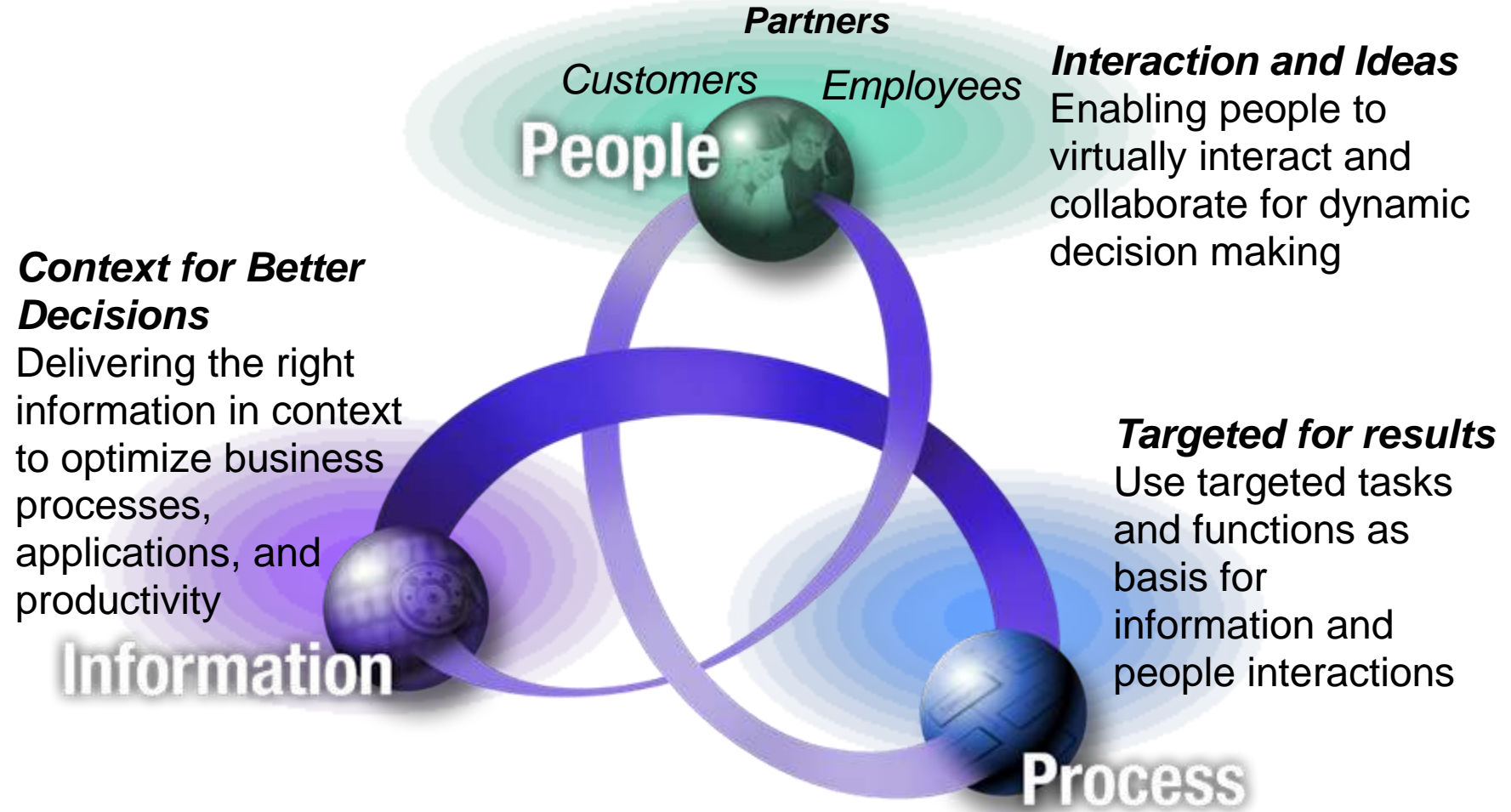
Agenda

- Exceptional web experiences
- Delivering BPM through SOA
- Customer examples



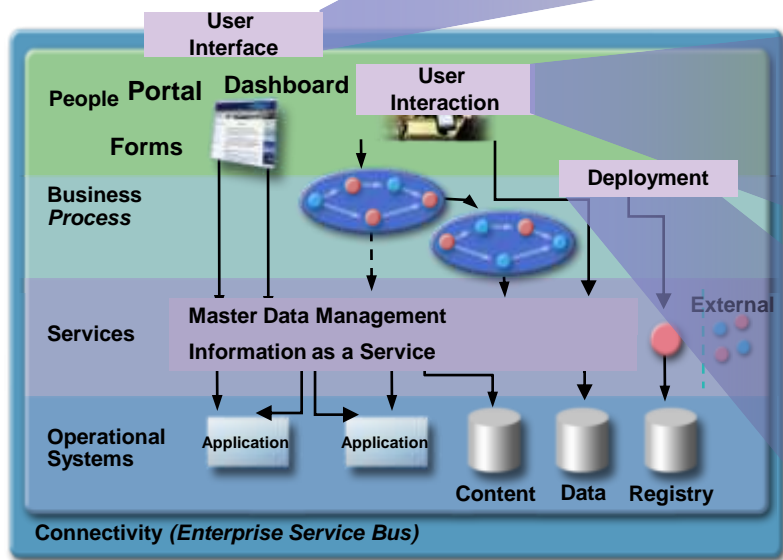
SOA Enables Dynamic Interchanges

Between People, Process, and Information



SOA Solution Elements

Services for People



User Interface Services

Portal **Dashboards**

- Decision making?
- Real time alerts?
- Visibility into operations?

User Interaction Services

Visualization Collaboration Composite Applications Alerts Forms

Deployment Services

Multiple device management and deployment

Multiple server sources Mobile Browser Rich Clients



Extensible Portal Framework for SOA

The foundation for user interface and user interaction



Presentation Services

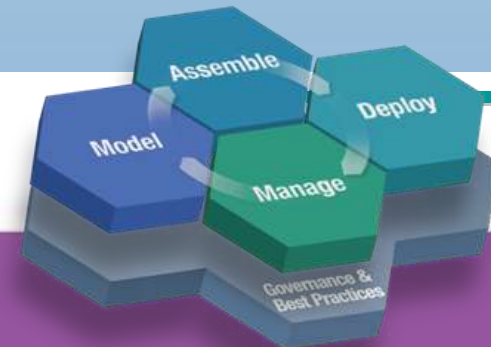
- Web Browser
- Rich Clients
- Mobile Client

IBM WebSphere Portal



Portal SOA foundation elements:

- 1 Integration and collaboration
- 2 Real-time access & decisions
- 3 Composite applications
- 4 Process portal services
- 5 Federation services
- 6 Offline use of services



Extensible Portal Framework for SOA

The foundation for user interface and user interaction



IBM WebSphere Portal

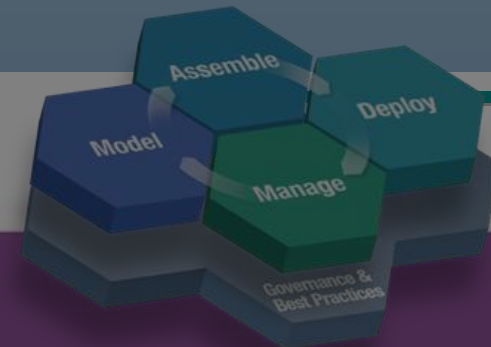
Portal SOA foundation elements:

1 Integration and collaboration

Composite Applications

5 Federation services

6 Offline use of services



Mobile Client

Presenta



Composite Applications



Travel Budget

Department: Marketing
Budget: \$20,000
YTD: 10,0
Planned: 7,0
Balance: 2,9

Travel Requests

Help text about travel requests.
Traveler: Mike Maritzey ID: R09558 Department: Marketing
Trip Name: AAB Conference Trip Number: TK4950
From: New York To: Frankfurt
Depart: 07/31/05 Return: 08/04/05
Purpose: Conference
Must be approved by: Amadou Alain

Announcements: New Item, Author: Thomas Stober, Created: Dec 6, 2005 7:26 AM, Last modified: Dec 6, 2005 7:26 AM

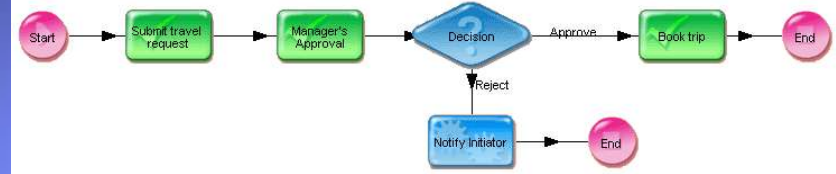
Links: Provide links to useful websites. Buttons: Add, Edit, Delete, Actions

FAQs: Create from... Buttons: Add, Edit, Delete, Actions

Members: All users have access as Contributors. (Public). Show: All members and groups. Roles: Moderators, Contributors



Community & Roles



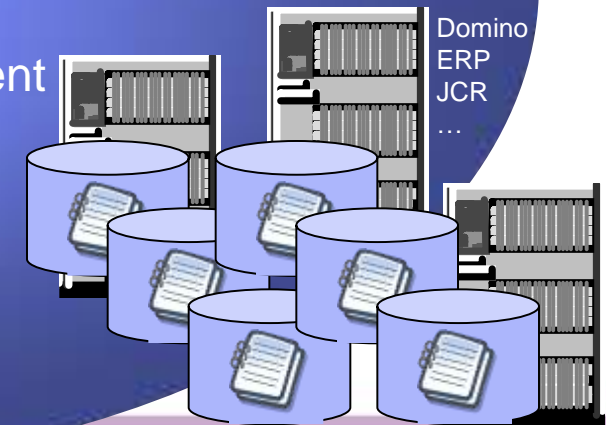
User Interface

Process Workflow and Dynamic User Interface

Business Components

Content

Composite Application



Domino
ERP
JCR
...



Composite Applications in WebSphere Portal



Pre-built Extensions enable companies to quickly create composite portlets applications that leverage data and processes from multiple backend systems via SOA

The screenshot displays the IBM WebSphere Portal interface with several portlets and data visualizations:

- Executive Insight** header with navigation tabs: Executive Home, Sales, Operations, HR, Manager.
- Alerts** portlet showing priority status alerts for Sales and News.
- EBITDA** portlet showing a bar chart titled "EBITDA in Millions of Dollars" with a callout bubble labeled **SAP**.
- Key Performance Indicators** portlet showing a table of financial metrics for 2004 and 2005 YTD, with a callout bubble labeled **SAP and Siebel**.
- Top Opportunities** portlet showing a table of current top 10 opportunities by amount, with a callout bubble labeled **Lotus Forms**.
- Sales Activity** portlet showing a pie chart titled "Total Dollar Amounts" with a callout bubble labeled **Web Service**.
- Domino** callout bubble pointing to the "Top Opportunities" table.

Objectives	2004	2005 YTD	Target
Financials			
Operating Profit	\$4,155,500	\$4,652,000	10.0%
Gross Margin	\$2,200,800	\$2,805,000	12.0%
Return on Equity	1.03%	1.87%	1.0%
Sales			
Revenue	\$6,032,401	\$6,394,345	5.5% 6.01%
Number of New Customers	320	345	9.0% 7.99%
Average Deal Size	\$75,454	\$76,209	2.0% 1.01%

#	Account	Rep	Amount	Stage	Product
1	Nike Corp.	Nick Fredrickson	63,300.00	4	Network Monitor
2	American Research	Jose Perez	58,434.00	4	Server Manager
3	Initech, Inc.	Jane Louis	48,434.00	3	Server Manager
4	American Research	Jose Perez	48,434.00	3	Network Monitor
5	The River Corporation	Nick Fredrickson	43,000.00	3	Network Monitor
6	Williams and Company	Jane Louis	38,434.00	3	Network Monitor
7	Williams and Company	Jane Louis	38,434.00	3	Network Monitor



Extensible Portal Framework for SOA

The foundation for user interface and user interaction



IBM WebSphere Portal

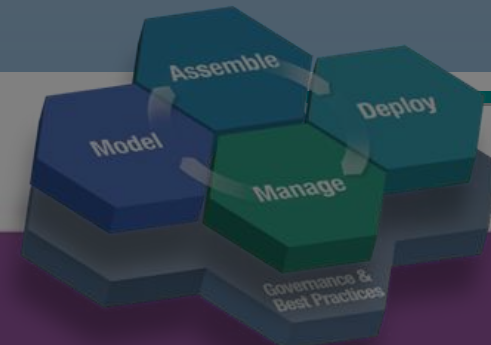
Portal SOA foundation elements:

1 Integration and collaboration

Process Portal Services

5 Federation services

6 Offline use of services



Mobile Client

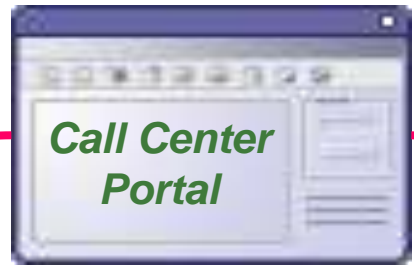
Presenta



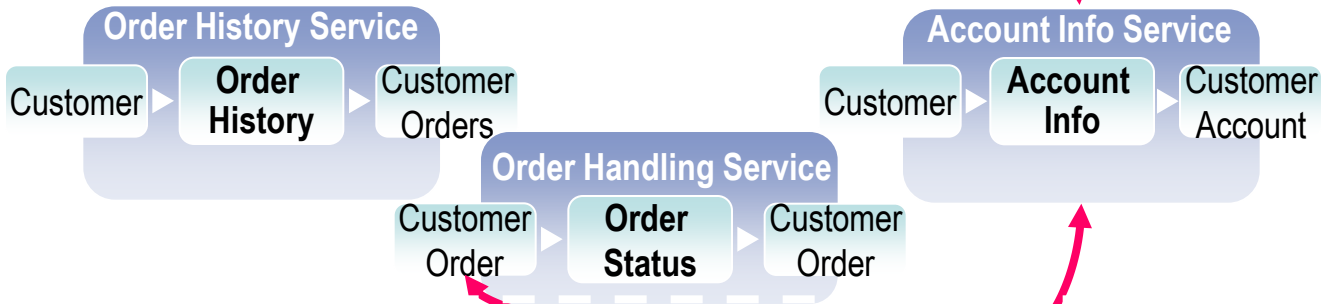
People, Process and Information



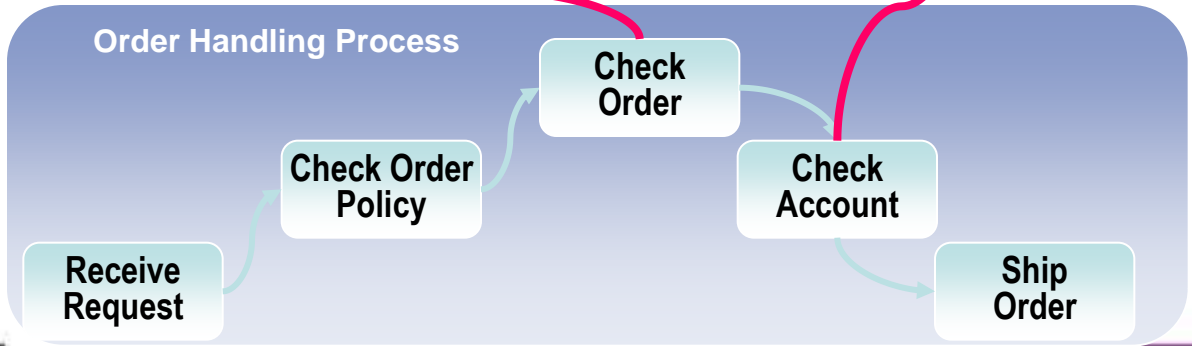
People



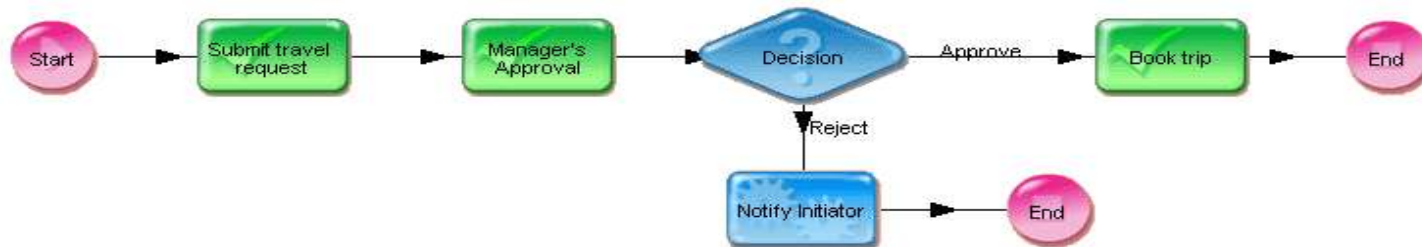
Information



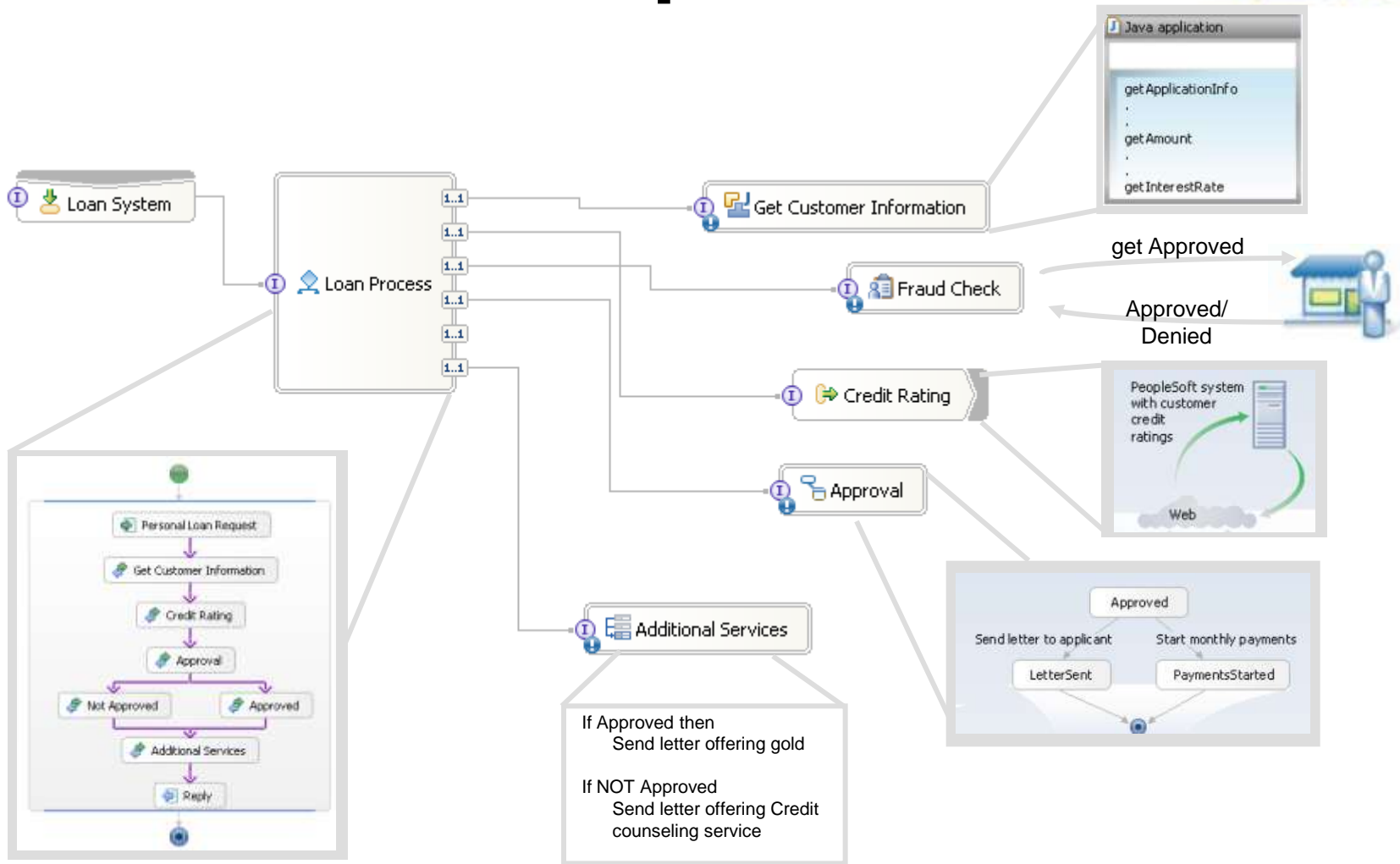
Process



Simple Processes....



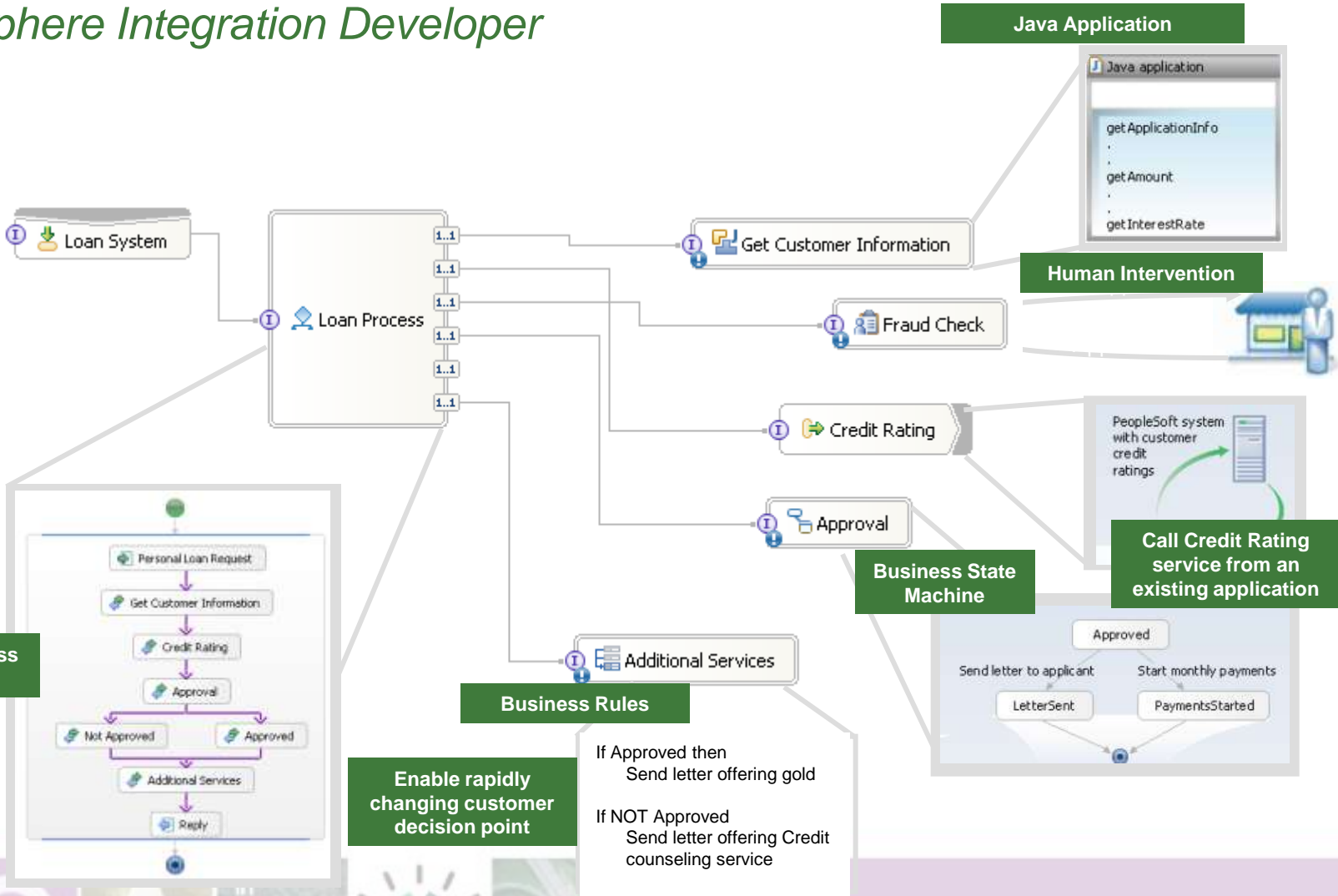
More complex...



Assembling The Components



WebSphere Integration Developer



WS-BPEL Business Process

Java Application

Human Intervention

Business State Machine

Business Rules

Enable rapidly changing customer decision point

Call Credit Rating service from an existing application





Alert

Launch ▾ Home > Welcome > [You have 1 pending task\(s\)](#) Search: + ? Log Out

Welcome Getting Started **Travel requests**

Task List

My Tasks Claim Cancel Claim Show: All Tasks

✓ 1 task(s) are successfully claimed.

Page 1 of 1 Jump to page:

<input type="checkbox"/>	Task	Created	Description	Claimed	Details
<input type="checkbox"/>	Book Flight	8/25/06 2:43:48 PM	Request to book a flight f...	✓	

Page 1 of 1 Jump to page:

Task Page

My Tasks **Flight booking**

Flightselect: PORTNET (JBR)

Travel Request:
Employee: Peter Employee
Reason: Conference
Departure date: 25.08.2006, 9:00 am
Origin airport: Frankfurt
Destination airport: New York
Airline: Lufthansa
Class: Economy

Origin airport (IATA code):
Destination airport (IATA code):

Airport selection list:
Aalesund, Norway (AES)
Aberdeen, Scotland, United Kingdom (ABZ)
Aberdeen, SD, USA (ABR)
Abu Dhabi, United Arab Emirates (AUH)

Departure date (yyyy/mm/dd):
Return date (yyyy/mm/dd):
Departure time (hh:mm):
Return time (hh:mm):
Best Class: Economy
Airline:
Price: 0.0

Flightselect: PORTNET (JBR)

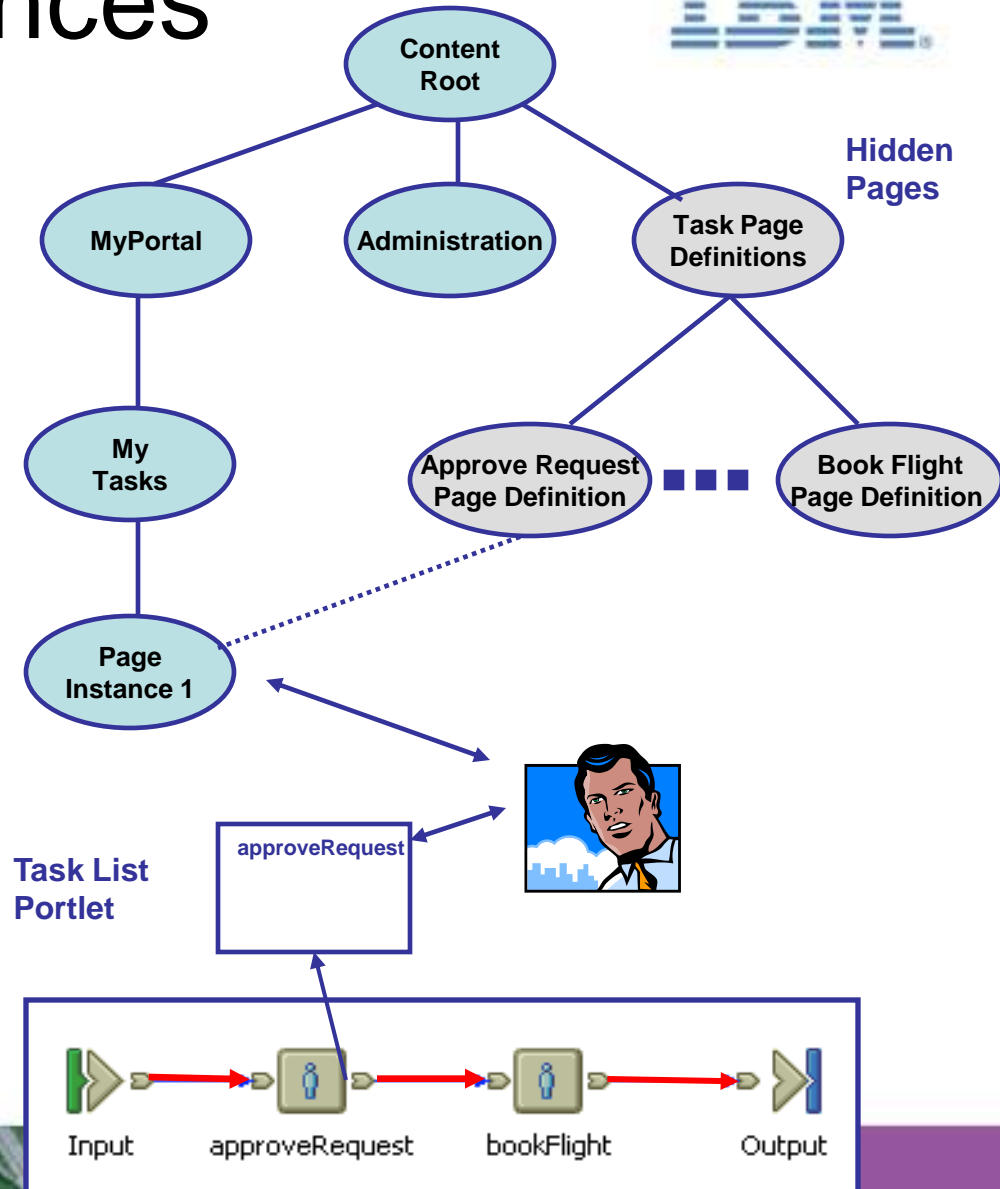
<input type="button" value="Select"/>	Frankfurt, Germany (FRA) to New York City, NY, USA (JFK) Departure: 2006/08/25, 19:10 - Return: 2006/08/28, 09:45	Business	Lufthansa	799.00\$
<input type="button" value="Select"/>	Frankfurt, Germany (FRA) to New York City, NY, USA (JFK) Departure: 2006/08/25, 09:45 - Return: 2006/08/28, 19:08	First Class	American	1,350.00\$
<input type="button" value="Select"/>	Frankfurt, Germany (FRA) to New York City, NY, USA (JFK) Departure: 2006/08/25, 09:45 - Return: 2006/08/27, 07:30	First Class	British Airways	2,100.00\$
<input type="button" value="Select"/>	Frankfurt, Germany (FRA) to New York City, NY, USA (JFK) Departure: 2006/08/25, 19:10 - Return: 2006/08/28, 19:05	Economy Air	Frontier	480.00\$
<input type="button" value="Select"/>	Frankfurt, Germany (FRA) to New York City, NY, USA (JFK) Departure: 2006/08/25, 19:10 - Return: 2006/08/28, 07:30	Business	American	799.50\$



Task Page Instances



- At runtime, each time a user selects a task, a new **task page instance** is **dynamically created** within the portal and presented to the user.
- This page instance is associated with a page context that can be parameterized by the task list portlet.
- The task page instance exists until the processing of the task is either aborted or successfully finished.
- Launching of multiple page instances allows switching between the task page instances without changing the portlet programming model.





Agenda

- Exceptional web experiences
- Delivering BPM through SOA
- Customer examples



NSW Department of Lands

SIX Portal




Ask Government | Contact Lands

HOME | VIEW | SEARCH | EXPLORE | CONNECT | SUPPORT | SERVICES

Welcome to SIX

The official source of NSW's geospatial information, possessing the most comprehensive, accurate and reliable spatial data for the State and we currently service the needs of many sectors within the spatial data community.

Login access to SIX Portal is provided to Government users, rating authorities, survey sector clients and authorised Land Valuers. Login arrangements are detailed in [Support](#).



LOGIN TO SIX


User Name:

[Forgotten Password?](#)

HAVE YOU SEEN?

- SIX Lite** - Public access to NSW spatial information
- SIX Viewer** - Access to advanced tools & rich data
- Pixel** provides easy access to maps and plans
- Lands Aerial Photography Flight Schedule**

GET THE SIX VIEWER

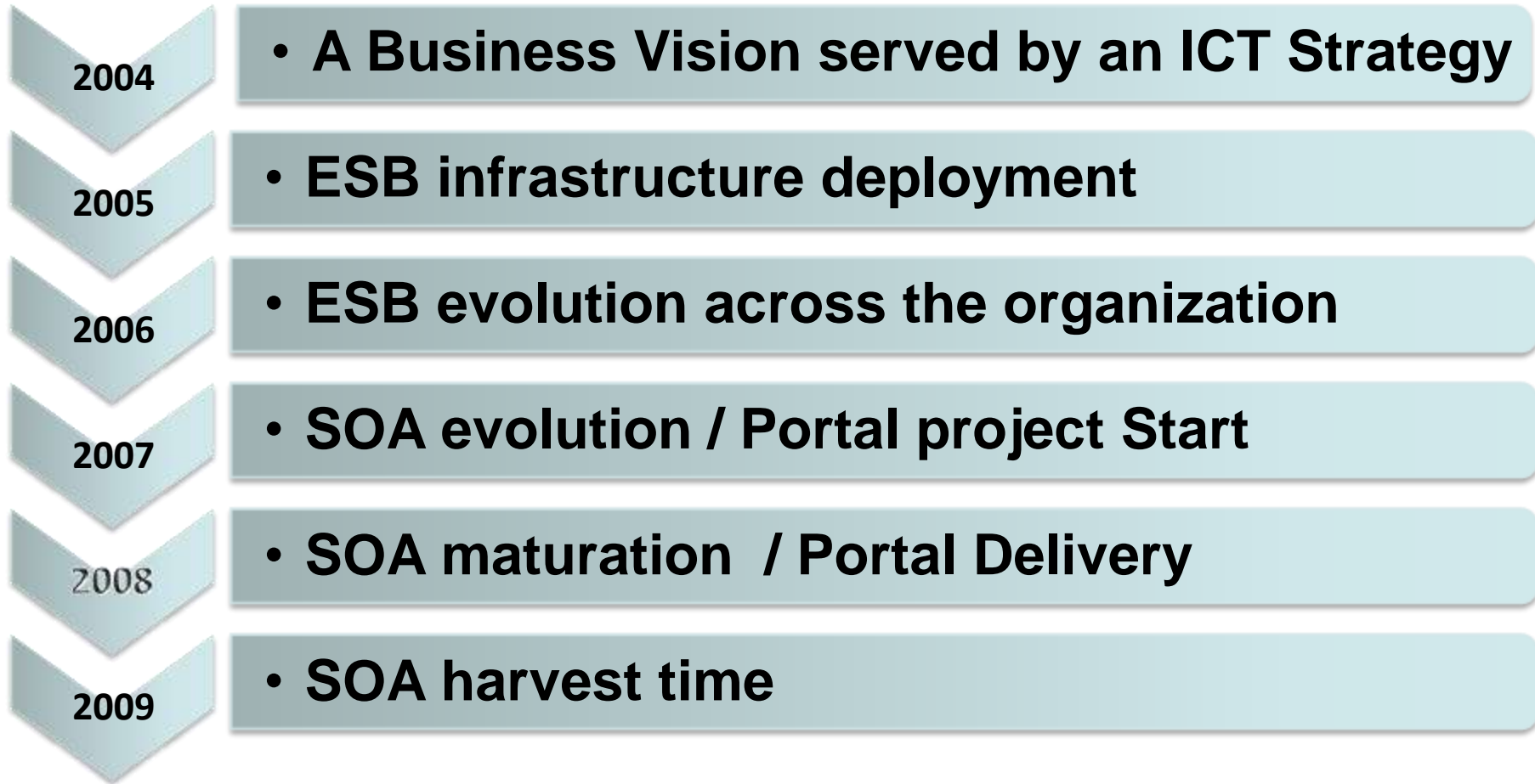


[SIX Viewer](#)

[Click here for more information](#)



SIX: a SOA journey



SIX Portal



What was delivered and the Project Schedule

Items delivered	Count
Portlets	136
WCM content items	37
Services	121
Web Services	52 (250 all up)
Portlet Factory Portlets	105
Users	4,000

- **Stage 1 – Project Preparation & Requirements (May-07)**

Stage 2 – Design (Jun-07)

- Infrastructure Environment Definition
- Portal Taxonomy Definition
- User Management Definition
- Content Management Definition
- Draft Visual design

Stage 3 – Development (Jul-Dec-07)

- Infrastructure Set Up – Dev, QA, Prod
- Portlets, WCM, Web Services, Services, Links, Pages, User Management, DB

Stage 4 – Testing (Jan-Feb-08)

- ▶ Integration Testing
- ▶ User Acceptance Testing
- ▶ Load Testing (IBM RAD Performance Tester)

Stage 5 – Release (Mar-Apr-08)

- Phased Release - Internal Users, then External Users



Case Study: AMP



Australian wealth-management company improves productivity with WebSphere Portal and IBM Process Accelerator

Business Needs

- Improve access to customer and product information.
- Increase customer face time.
- Seamless integration.

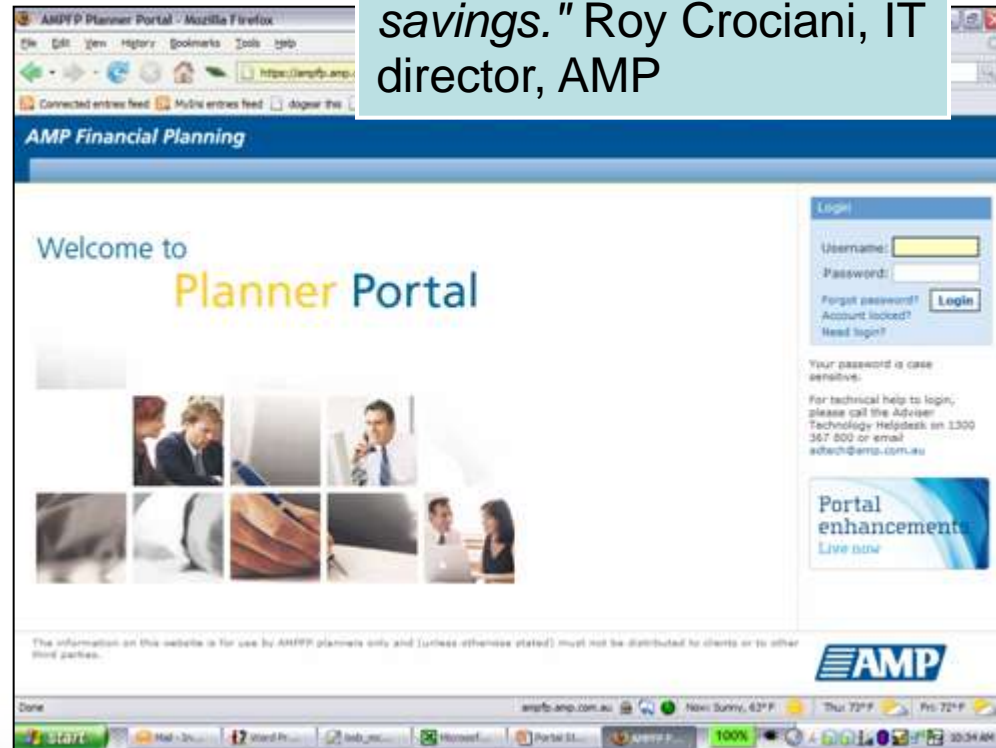
Delivery

- Multi-Channel – Retail, Advisers, Internal.
- Common SOA framework.
- Portal fronts backend systems.
(Siebel, Oracle, Sharepoint, mainframe)

Results

- Forms met business case in under 10 months.
- Expected 3 year adoption rate met in 3 months.
- 70+% of all forms completed electronically.

“There's a definite link between the efficiency of the portal, increased revenue and cost savings.” Roy Crociani, IT director, AMP



WebSphere Portal...

A strategic technology for business



7000+ WW customers
w intranets, B2B apps,
& customer-facing
internet apps

47% of customers are
SMB

Smallest customer has
11 employees

Largest customer has
1.8M+ employees



#1 market share for
8 years running

Globally...
10 of top 10 banks
8 of top 10 retailers
12 of the largest telcos
100's of healthcare customers
500 gov'ts + every G8 nation

***Over 300 million named users in our top 15 customers alone!!
1 in 6 people worldwide with internet access is a
named user in a WebSphere Portal application***





Agenda

- Exceptional web experiences
- Delivering BPM through SOA
- Customer examples



Thank you

Questions?

