

The Enterprise Portal



Ian Bertram

Notes accompany this presentation. Please select Notes Page view.
These materials can be reproduced only with Gartner's official approval.
Such approvals may be requested via e-mail — vendor.relations@gartner.com.

Gartner[®]

Not All Organizations Have a Vision



We're ignoring the need to change.

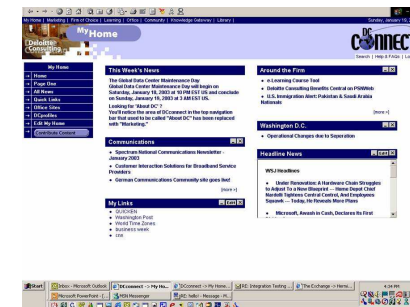
Key Issues

- How are organizations using portals, and what business value are portals delivering?
- How have portal technologies evolved, and where are they going?
- What does the enterprise portal of the future look like?

Portal Defined

- Classes of portals
 - Megaportals vs. enterprise portals
 - Vertical vs. horizontal portals
 - Internal facing vs. external facing

- An enterprise portal is
 - Web software infrastructure that provides access to and interaction with relevant information/content, applications, business processes and human resources for select, targeted audiences, delivered in a highly personalized manner.



Enterprise Portal Use Cases



B2E/G2E

- Still the most popular type of enterprise portal
- Knowledge portals
- Dashboards
- Next-generation intranets
- Primary gateway to employee resources
- Access to LOB processes
- Self-service
- MAGs for mobile

B2C/G2C

- E-business portals
- Constituent portals
- Home page upgrades and e-business site replacements
- Self-service
- Desktop portals



B2B/G2B

- Supplier portals
- Distributor portals
- Design partner portals
- B2B transactions for SMBs



Gartner

Six Generations of Portal Technology: Content Aggregation to Portal Aggregation

Generation 5 (Mid-2005-2007)

SOBA/PIP/PCA support
Advanced collaboration
WSRP V2 & JSR286

Orchestration
User experience management
Portal as services

Gen 6 (2008-2009)

Portal ubiquity (product angle and user angle)
User-managed portal aggregation (client-based/server-based/hosted)
Peer portal federation

Gen 4 (2004-Mid-2005)

Advanced Web services
Composite applications
Microsites

Multichannel interaction
Personal content
JSR168 & WSRP

Gen 3 (Mid-2002-2003)

Process integration
Multiple portal spt.
Advanced personalization

Knowledge management
Web services
Federated search

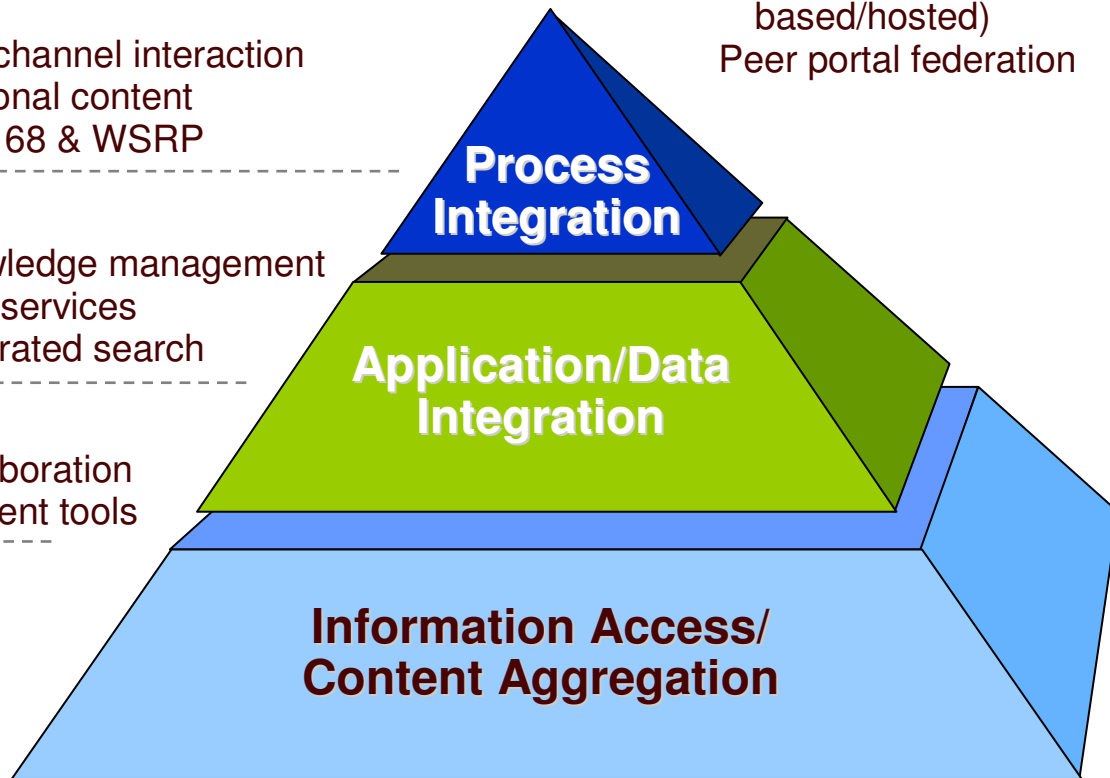
Gen 2 (2000-Mid-2002)

Application integration
Mobile and wireless

Collaboration
Management tools

Gen 1 (1998-2000)

Content management/aggregation
Search/categorization
Personalization
Lightweight application framework



Counter-intuitive trend: deployed portals are usually between Gen 3 and Gen 4

Gartner

Portal as a Composition Framework

- Traditional portal framework

- Portlets arrayed on portal page

- Workflow/pageflow

- Integration broker/MOM

- Interportlet communication allows “on the glass” composites

- Portal as a true composition framework

- All the features above, plus

- Application assembly tool

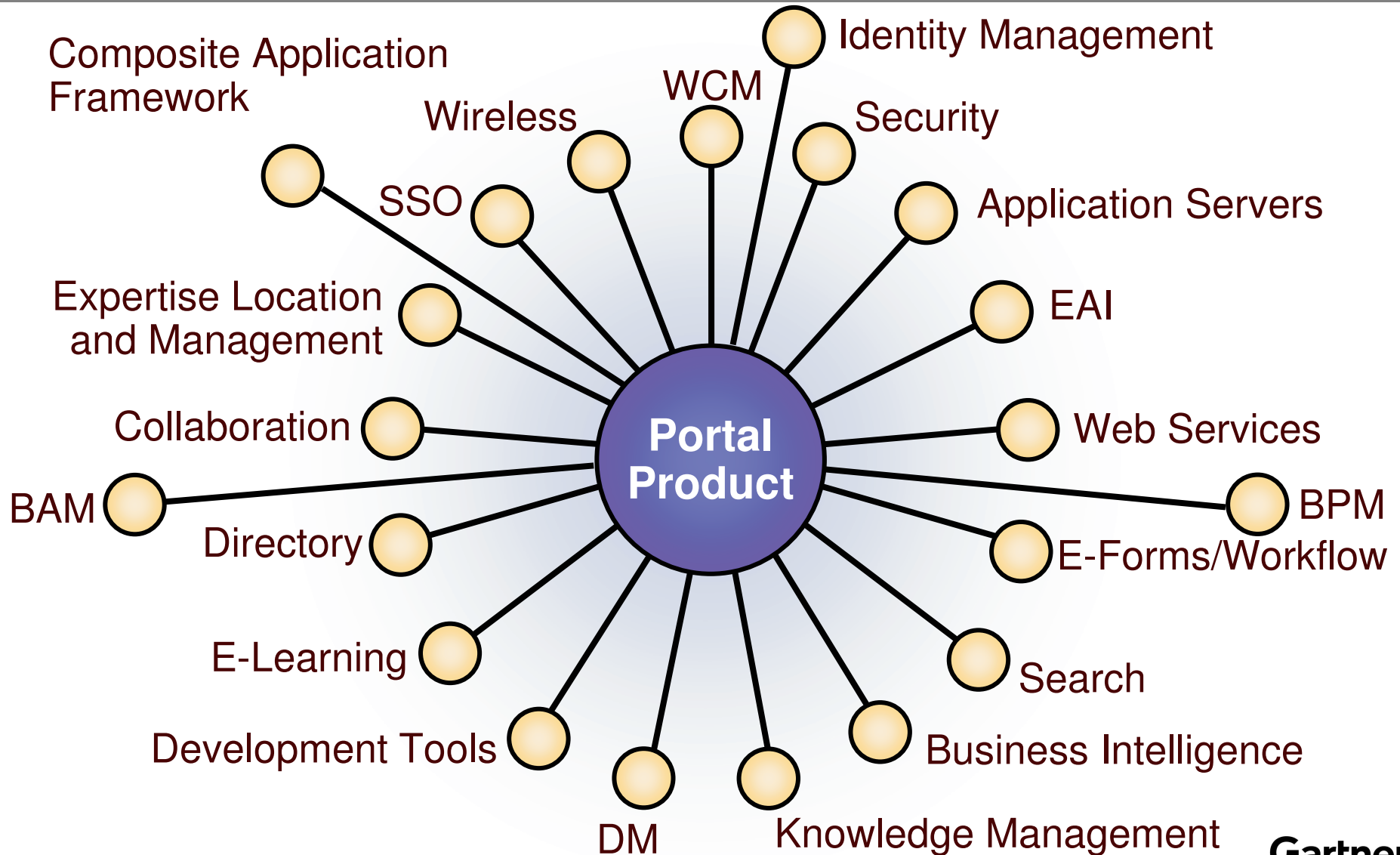
- Orchestration

- BPM

- WSRP V2



The Portal Ecosystem



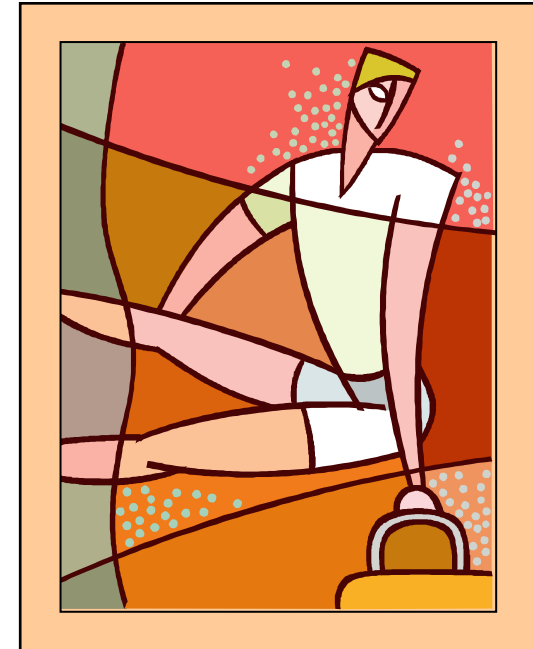
Service Orientation: An Architectural Pattern for Distributed Computing

- Services are
 - **Autonomous** units of business function
 - **Connected** over distributed network
 - **Contracted** with respect to interface
 - **Coupled** loosely rather than tightly
 - **Independent** of platform, toolset, methodology, geography
 - **Discoverable** via registry
 - **Standards-based**, in the modern incarnation of SOA
- Services are not (just)
 - Components — Services are *a type* of component
 - Loosely coupled, coarse-grain, standards-based
 - Objects — Services are *"less than"* objects (and this is a good thing)
 - Objects have state, are designed for fine-grain interaction
 - Services can be composed of objects



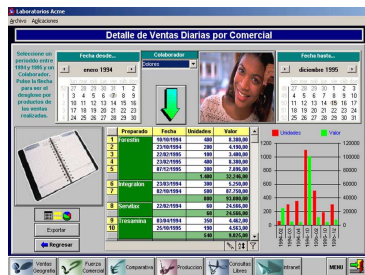
Why Bother With SOA?

- **Moving to SOA** requires architects to
 - rethink modularity
 - refactor and repartition systems
 - specify contracts, interfaces
 - wrap legacy systems
 - set up system monitoring and management
 - look at security in a new way
- **Service orientation has value** because it:
 - allows existing information systems to better tolerate change (that is, evolution-friendly)
 - enables the organization to rapidly assemble new applications to support new processes and meet new requirements (greater agility)
 - fosters reuse of code and components (improves developer productivity)
 - reduces skill requirements for creating new application functionality (helps reduce the IT backlog)



SOA for Portals: Portal Services

- Portals have been self-sufficient code modules with no access to individual components
- Next revisions of portal products will decompose the portal into a set of services and expose those services as Web services
- Implications
 - Portal services can be consumed as a whole (portal product) or at a granular level
 - Portal services can be consumed by non-portal client UI's (for example, rich client consuming a personalization service)
 - Portal services can be consumed directly by applications (for example, a search service)
 - Portal produces a “user” service



Today

Presentation service

Search service

Portlet container service

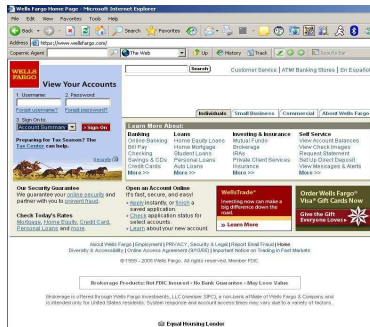
Personalization service

Multi-channel interaction service

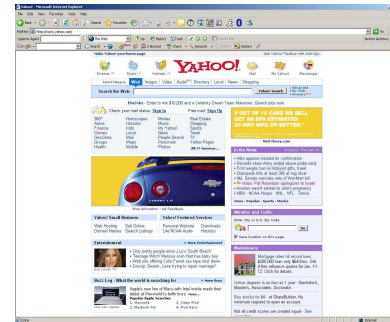
Tomorrow

Gartner

Portal Ubiquity: The 'Follow Me' Portal Supports the Digital Identity



Banking Portal



Megaportal



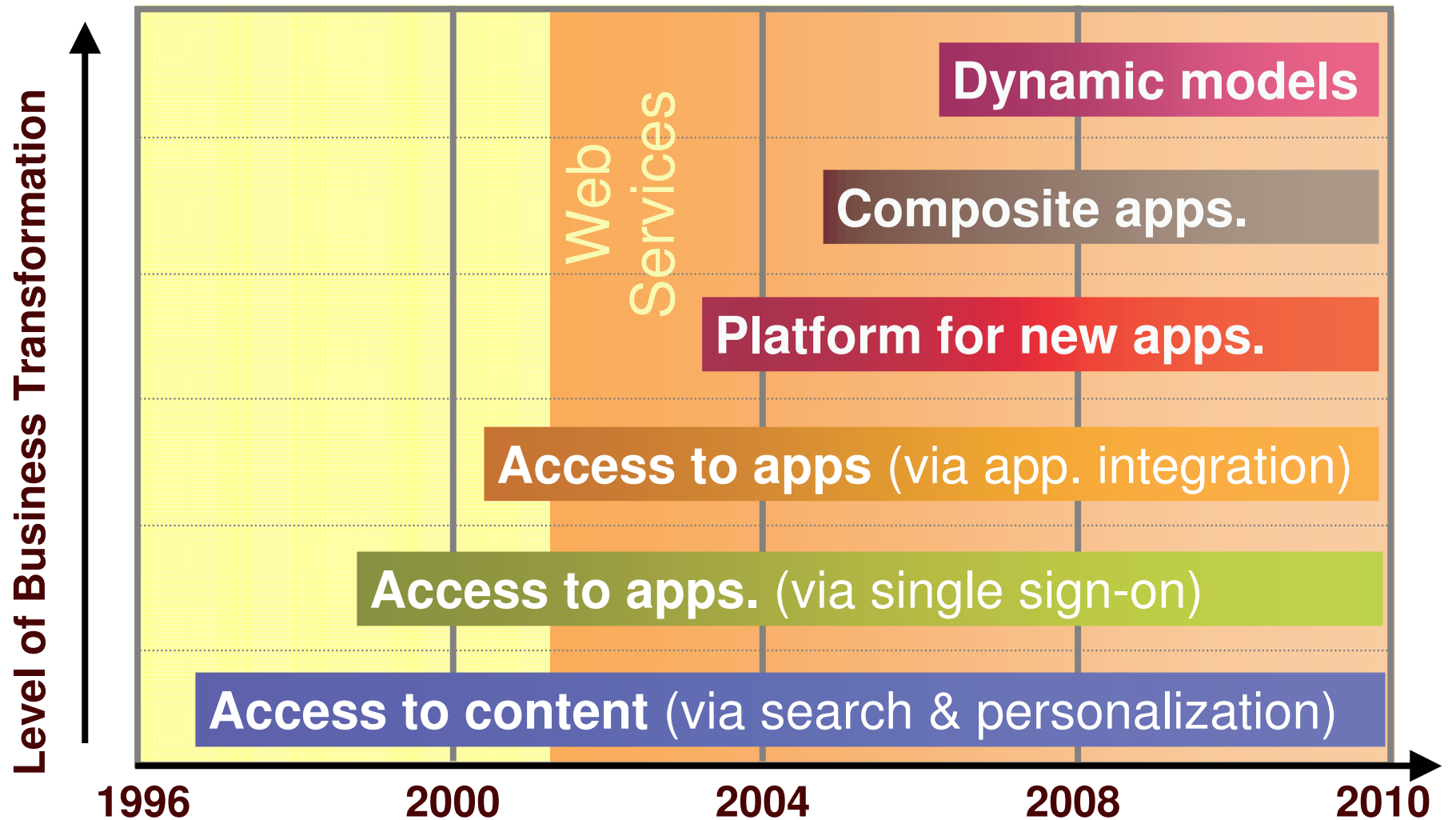
Government Portal



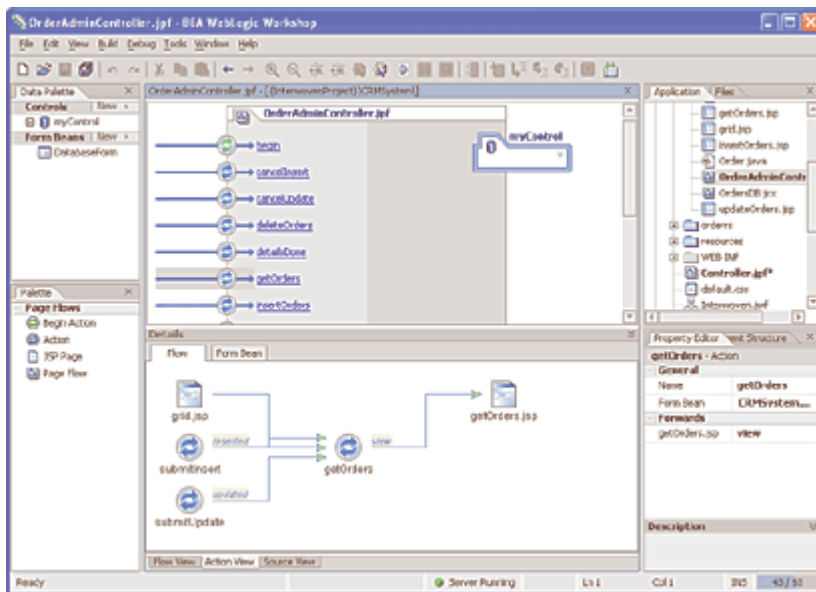
Work Portal



Portal Deployments Evolve in Parallel With Technology



Portals: Key to Process Orchestration



• Processes

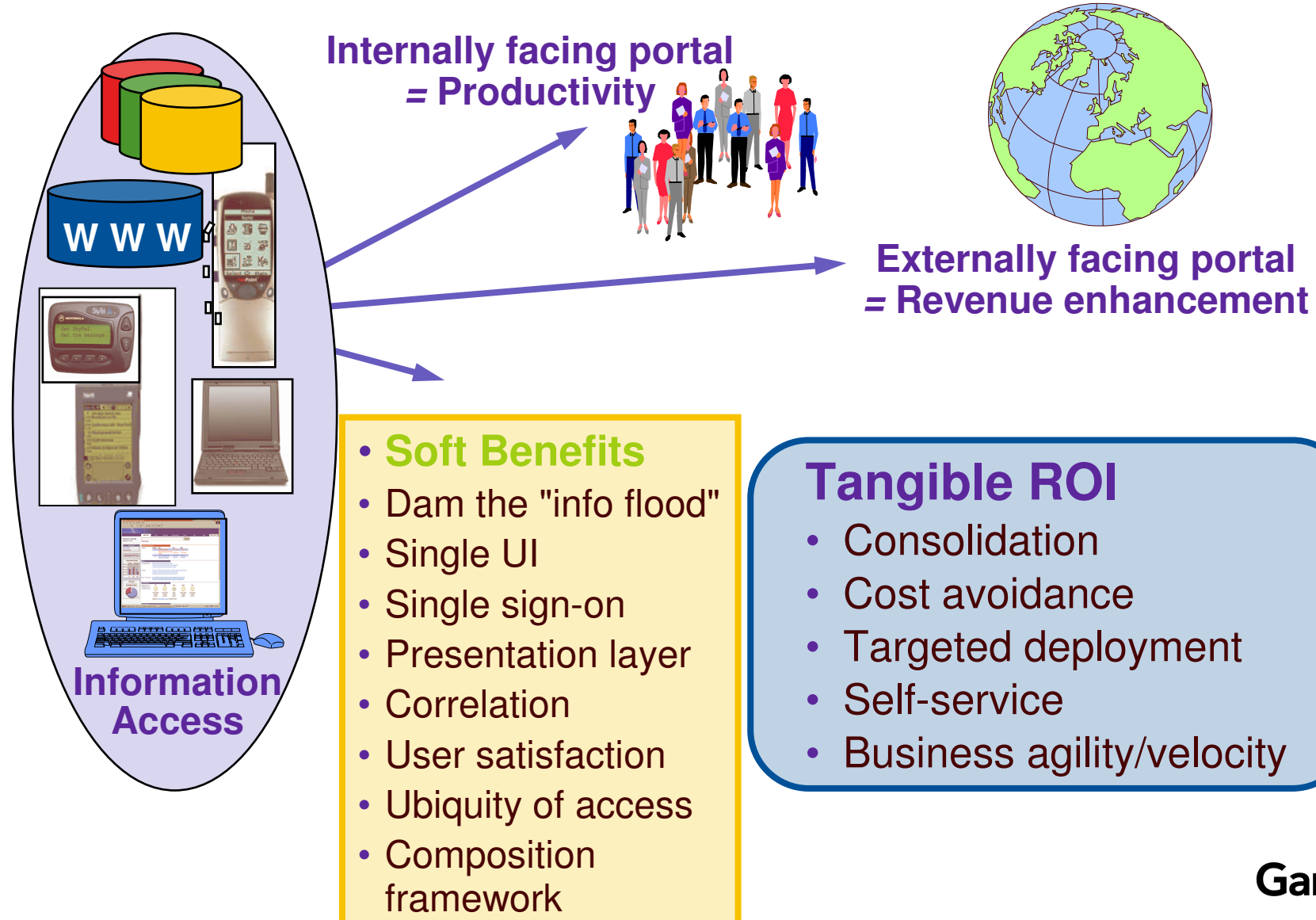
- span applications
- span enterprises
- span job roles
- include content, collaboration plus LOB transactions/services
- need a UI

• Portals are the best environment to provide access to processes

• Front-end vs. back-end orchestration

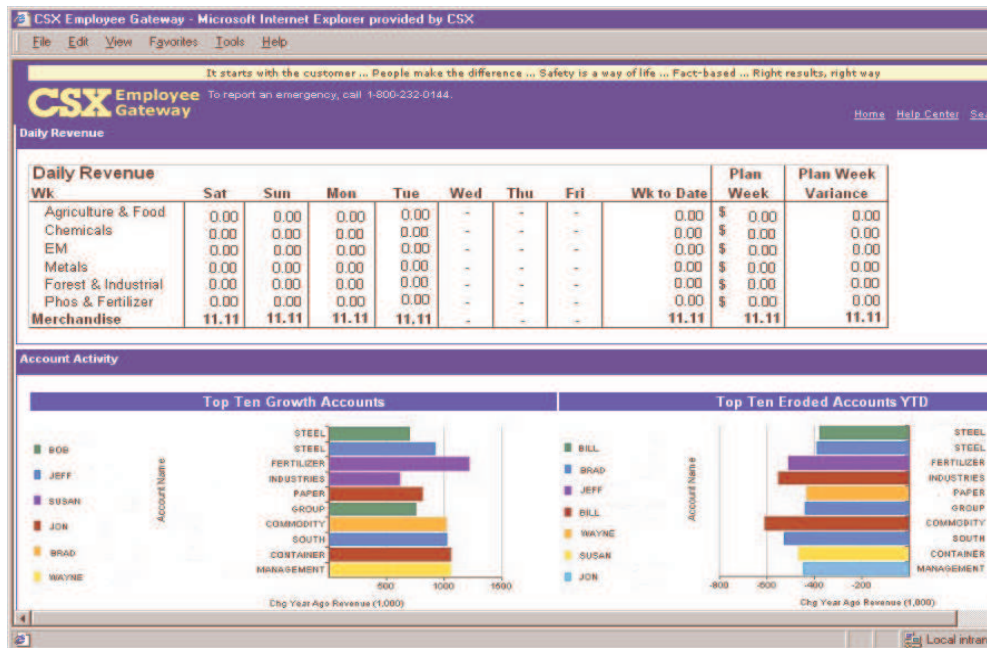
• Portals include BPM vs. BPM suites includes portals

Enterprise Portal Value Proposition



Portals and Business Intelligence

- Analytics are key to many business processes
- Analytics are no longer limited to highly-trained business analysts
- BAM is driving a new focus on analytics



■ Dashboards

- Excellent UI's for executives
- Graphically display KPI's
- Portlets for “popular” BI tools typically part of portal products

- Caution: overlap between portals, CPM and BI suites

Types of BI Portals

Intelligent Finance Mortgage Calculator - Windows Internet Explorer

http://www.if.com/MainF.html

INTELLIGENT FINANCE Offset mortgage calculator

v1.2 (2/10/2006 04:43)

MORTGAGES (3)

Offset Fixed 85 £1,462.93
until 01.05.08

Selected mortgage: **Offset Fixed 85** until 01.05.08

BEFORE OFFSETTING

The graph shows how the amount you owe will go down during the mortgage term without. To see what your balance will be during the mortgage term, move the cursor arrow to the **NOW...** To see the way this changes when you offset, enter your savings details below and see what you will save.

YOUR MORTGAGE

VALUE OF PROPERTY: £ 1000000
MORTGAGE AMOUNT: £ 250000
TERM: 25 Years, 0 Months
Your LTV is 25%

REPAYMENT METHOD
Repayment

YOUR SAVINGS

SAVINGS: Initial amount £ 0
Regular monthly amount £ 0
CURRENT ACCOUNT: Monthly salary after tax £ 0
Balance at month end £ 0

PROCEED

CleverPath AllFusion INSIGHT - Microsoft Internet Explorer provided by Computer Associates Int.

http://insight:9000/serve/portal?SESSION=MalMSLKWFGH3407

CleverPath AllFusion Insight

Workplace | Knowledge | Profile | Logout Portal | Portal Help

Marketing | Main Page | Development | Marketing | Support | Advisor | SWAT | Finance | Field | Metrics

Reference Material CP

Name	Date
Collateral	9/30/02
QAT	2/12/03
QAT Material	2/12/03
Sales Tools	9/30/02
CleverPath QAT Material	2/12/03

Portal Test Drive Leads

Portal Sales Leads by Region

Updates CP

Name	Date
CleverPath 030303	3/5/03
Snapshot.doc	3/5/03
CleverPath 030403	3/5/03
Snapshot.doc	3/5/03
CleverPath 030503	3/6/03
Snapshot.doc	3/10/03
CleverPath 030603	3/10/03
Snapshot.doc	3/10/03
CleverPath 030703	3/10/03
Snapshot.doc	3/10/03

Press & Events CP

Name	Date
CleverPath In The News	2/11/03
CleverPath Press Releases	2/11/03
CleverPath Successes	12/10/02
Computerworld: Airline Portal Takes Flight	12/30/02
InfoWorld Article: BI Analytics with Brains	12/30/02

CleverPath Success Library

Reference Material AF

Name	Date
Collateral	9/30/02
QAT Material	2/12/03
Sales Tools	9/30/02
AllFusion Modeling Suite	10/1/02
Contacts.doc	

Updates AF

Name	Date
Calendar	9/30/02
Highlights	9/30/02
Lead Tracking	12/11/02
Snapshots	12/12/02
Successes & References	10/1/02
AllFusion Product Plans Oct 2002.xls	9/30/02

Press & Events AF

Name	Date
AllFusion In The News	9/30/02
AllFusion Press Releases	12/27/02
AllFusion Trade Shows & Other Events	9/30/02
AllFusion Webcasts	9/30/02

Case Analysis and Support Division

Welcome... Rick Himmico

My Dashboards | My Library | My Profile | Logout | Help | Search

Case Analysis Dashboard

Total (Time Trend) | Child | Suspect / Vehicle

Please select by clicking on case type:

- Attempted Abduction
- Non Family Abduction
- Lost Injured Missing
- Not Fully Lost

Current Selection
Case of Lost Injured Missing White Male in state of TN

133 23.4%
463 70.9%

Missing Children Found 6 records

Call ID	Old Case	Case Type	Status	Race	Sex	DOB	Hair Color	Scars	Missing From City	Missing From State	Missing From Location	Select Time Period
2001175	90767	Lost Injured Missing	Recovered	White	Male	3/11/1993	Black	Scar	Jackson	TN	NULL	Last 2 Years
2	90767	Lost Injured Missing	Recovered	White	Male	9/26/1988	Brown	Scar	Jackson	TN	NULL	Last 4 Qtrs
3	200304	90780	Lost Injured Missing	Recovered	White	Male	4/25/1993	Blonde	NULL	Smithville	TN	Last 7 days
4	922101	92296	Lost Injured Missing	Recovered	White	Male	10/1/1997	Blonde	NULL	Petersburg	TN	Last 30 days

Suspects

1	Race	Sex	Hair Color	Hair Style	Height	Complexion	Age	Marks	Scars
1	White	Female	Brown	Shoulder length	5'4"	Medium	NULL	NULL	NULL

Associated Vehicle

1	Year	Make	Model	Style	Color	ST	Description
1	1997	Chevrolet	Lemna	Sedan, 4 door	Gray	TN	NULL

CSX Employee Gateway - Microsoft Internet Explorer provided by CSX

It starts with the customer... People make the difference... Safety is a way of life... Fact-based... Right results, right way

To report an emergency, call 1-800-232-0144.

Home | Help | Center | Search

Daily Revenue

Wk	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Wk to Date	Plan Week	Plan Week Variance
Agriculture & Food	0.00	0.00	0.00	0.00	-	-	-	0.00	\$ 0.00	0.00
Chemicals	0.00	0.00	0.00	0.00	-	-	-	0.00	\$ 0.00	0.00
EM	0.00	0.00	0.00	0.00	-	-	-	0.00	\$ 0.00	0.00
Metals	0.00	0.00	0.00	0.00	-	-	-	0.00	\$ 0.00	0.00
Forest & Industrial	0.00	0.00	0.00	0.00	-	-	-	0.00	\$ 0.00	0.00
Phos & Fertilizer	0.00	0.00	0.00	0.00	-	-	-	0.00	\$ 0.00	0.00
Merchandise	11.11	11.11	11.11	11.11	-	-	-	11.11	11.11	11.11

Account Activity

Top Ten Growth Accounts

Top Ten Eroded Accounts YTD

Portal Packaging Options

Various ways to package portal functionality

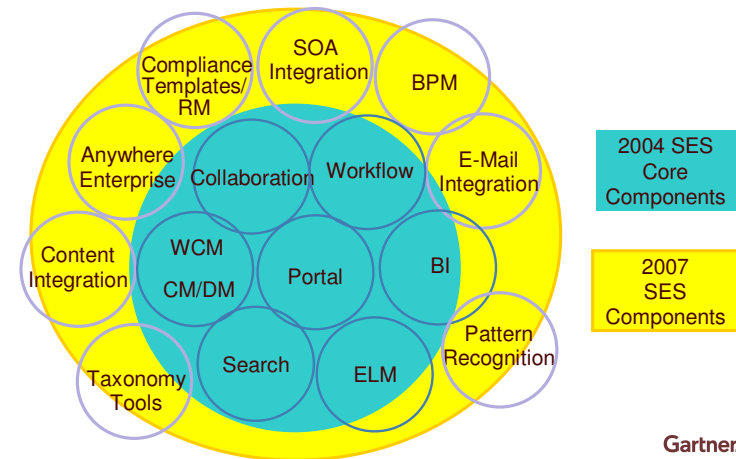
Embedded in line-of-business applications

Vertical portal product

Horizontal portal products

- Independent portal product
- Mobile platforms
- Application platform suite
- Smart enterprise suite
- Process services suite
- Web services platform
- Desktop portal via rich client

SES Functionality Evolution: The Cycle of Assimilation



Gartner.

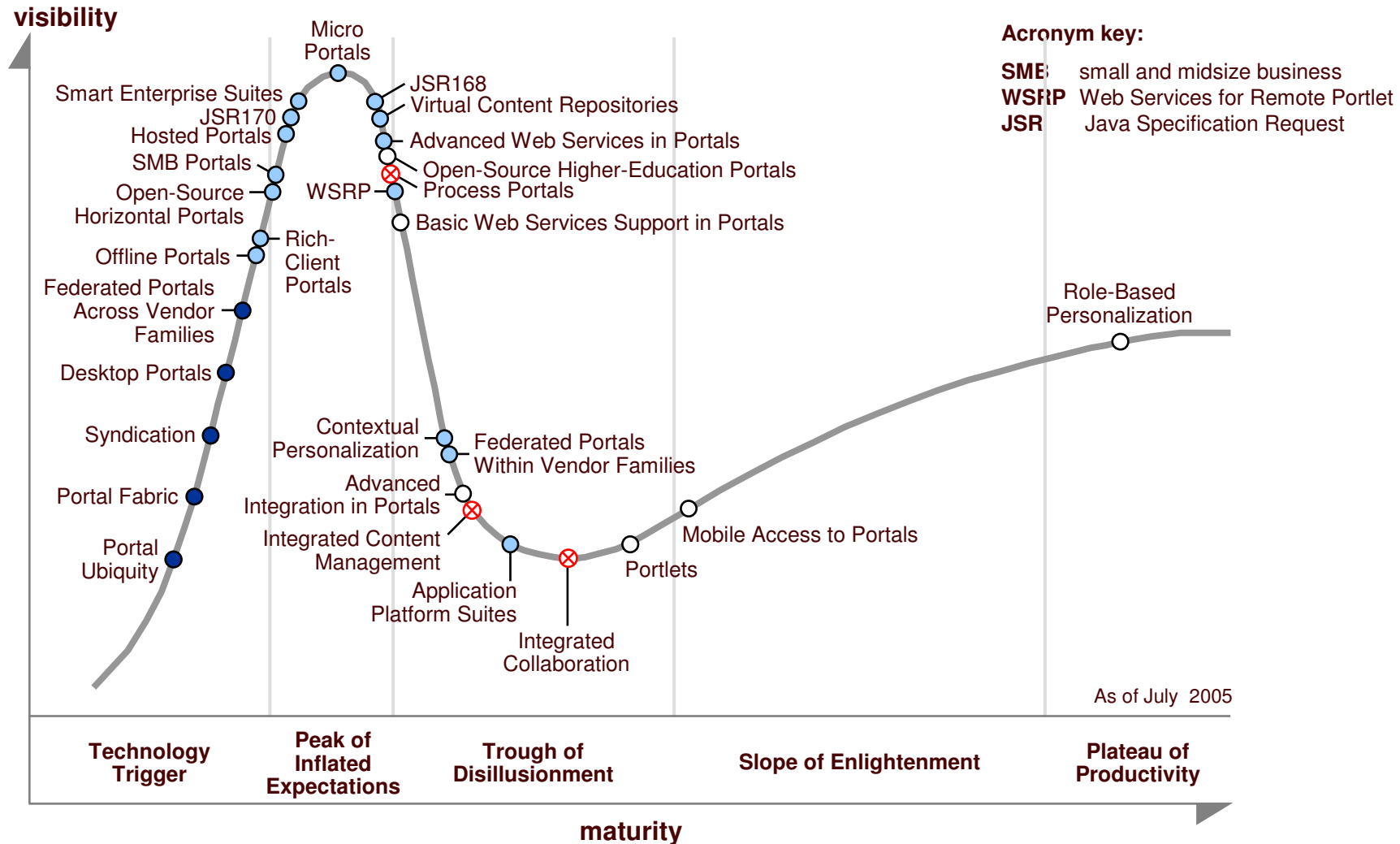
Gartner.

Eight Keys to an Effective Portal Strategy

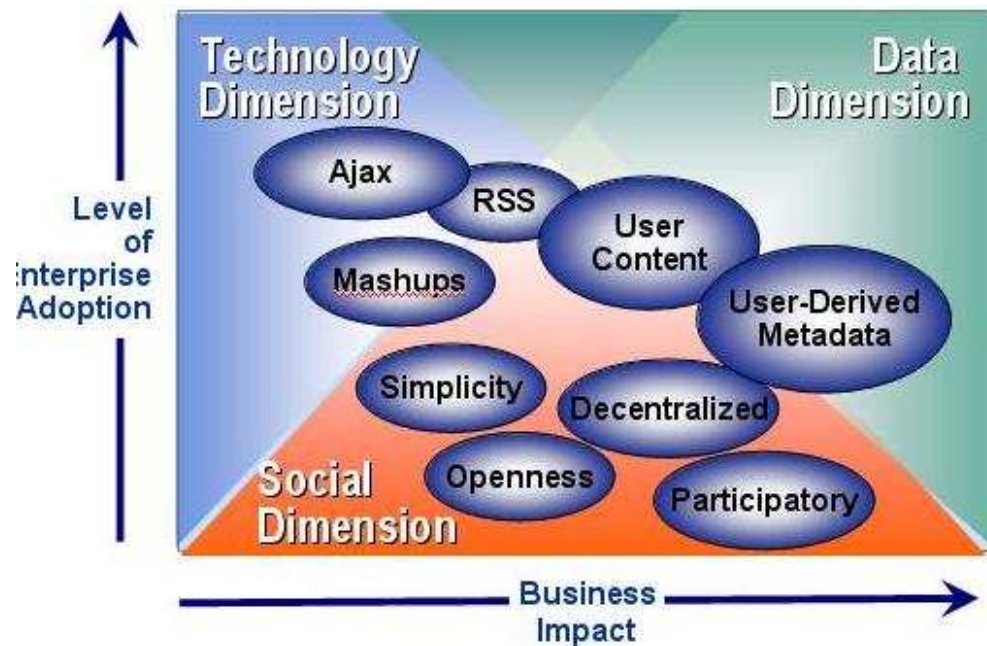
1. Build one enterprise-wide portal strategy
2. Build shared vision of portal
3. Link portal to business goals and objectives
4. Define tangible ROI, but don't go crazy
5. Implement appropriate governance
6. Identify audiences/demographics
7. Rationalize multiple portals
8. Link to/create content strategy
9. Create funding strategy



2005 Hype Cycle for Portal Ecosystem



Portal: New Home for Web 2.0 'Mashup's' in the Enterprise



- Web 2.0
 - Next evolution of the Web
 - Greater user participation
 - Openness
 - Lightweight technology
 - Decentralized, distributed process
- Mashup
 - Essentially, a composite application
 - Will move from consumer to enterprise
 - Led by vendors, such as Google
 - Intermingling of the consumer world with the enterprise world?

Gartner

Recommendations

- ✓ Focus on how the portal helps your business
- ✓ Keep tabs on the market and your portal vendors, especially as the market continues to consolidate
- ✓ vendors need to aggressively support industry standards, especially those for portal interoperability
- ✓ Prepare for multiple portals in your enterprise
- ✓ Take advantage of Generation 5 technologies
- ✓ Explore the portal as a composition framework and your first step into SOA
- ✓ Prepare for consumerization of portals to impact the enterprise