



IBM Software Group | IBM WebSphere Portal Live!

IBM WebSphere® Portal Live!

Business Agility, Innovation and Responsiveness

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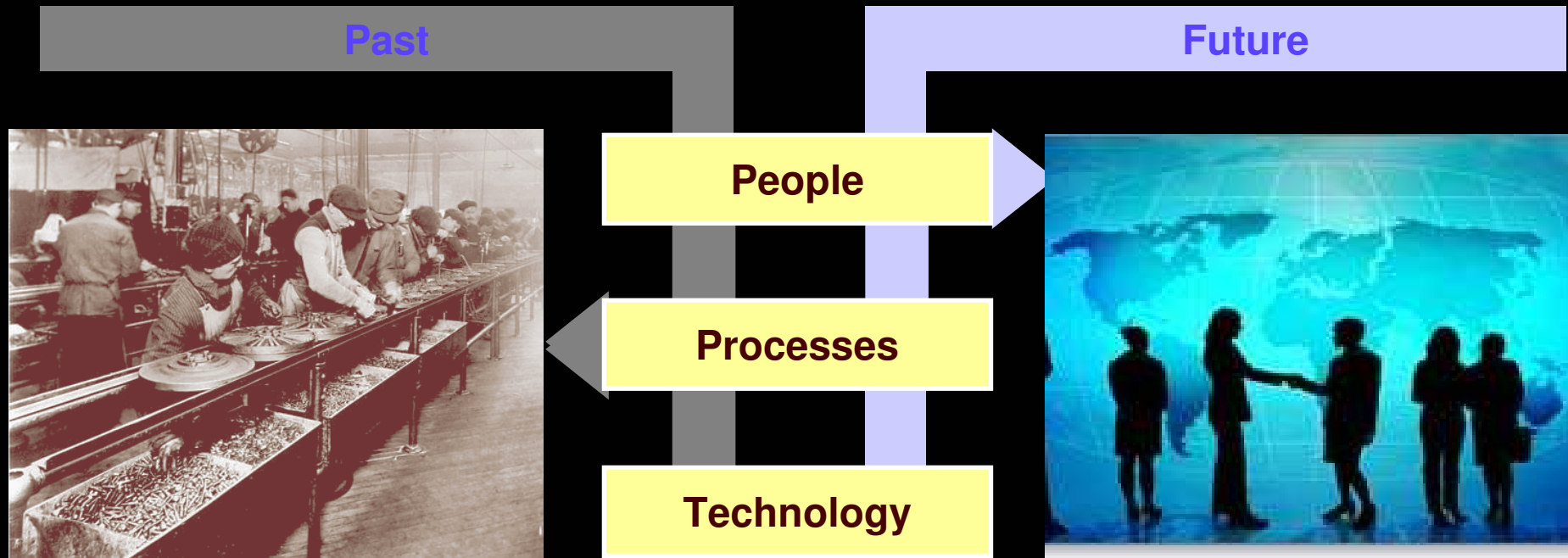
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The Market is Driving Renewed Focus on Innovation ... and the Innovation Model is Changing

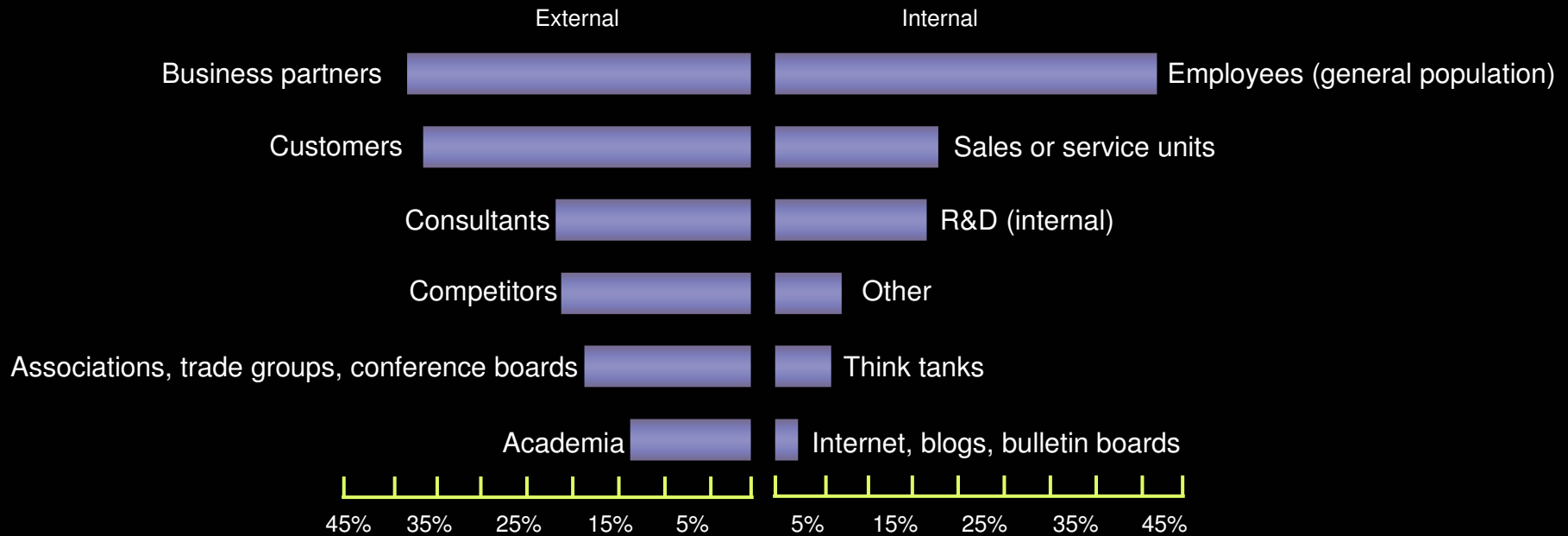


From an economy centered on process efficiency to one centered on knowledge worker creativity and innovation



Ideas come from all over

CEOs: Sources of new ideas and innovation



How do you harness the creative potential of all the potential sources of new ideas and innovation both inside and outside of the enterprise?

Top Innovation Priorities:

Extend the ability to collaborate inside & outside

Create **innovative, distinct, differentiated** products, services, business models & processes

Leverage information for business optimization

% points allocated to each innovation path

2006 CEO Study

CEOs Innovation Focus



Organization Structure Changes (66%)
Building Strategic Partnerships (53%)

87% OF CEOs believe fundamental change is required in the next two years to drive innovation.

WebSphere® Portal helps meet those challenges

Challenges ...

The business value of WebSphere Portal

Continuously improve employee productivity

Employees interact with processes, information and people through customized composite applications

Increase customer satisfaction

Quickly deploy self-service applications to customer and channel partners

Aligning IT & business goals

Deliver customization, collaboration and workflow services that can be changed by authorized users

Responsiveness and agility through IT

Leverage existing assets and templates to quickly deploy and change applications when business conditions change

Miami-Dade – Integrated Government Portal

IBM technology allows for instant translation, but also gives the County's webmaster a chance to review portions of the material before it goes live online

Challenge

- ✓ Create a flagship e-government portal with a Community Access Network at libraries, parks, and kiosks
- ✓ Integrate over 40 county departments and deliver accurate, timely content and services
- ✓ Upgrade county portal with language translation, collaboration, and content management

Business Value

- ✓ Citizens have a single point of contact with the County
- ✓ Extend services to all citizens with Community Access at libraries, parks, and kiosks
- ✓ Automated translation of information from English to Spanish to ensure that Spanish-speaking residents have access to government services online



<http://miamidade.gov/>

Solution

- ✓ Comprehensive portal to extend Miami-Dade County's e-Government offerings
- ✓ Revamp County's portal with features to facilitate developing web services for the public

DB2®

Tivoli®

Lotus®

Rational®

WebSphere®





Upgrade e-relationship with customers as a means to competitive advantage

The Challenge:

Build e-relationship with customers & agents to deliver more responsive customer service, while also lowering operational costs

The Solution:

WebSphere Portal selected to provide a single platform for deployment of integrated Java and non-Java applications. Policyholders can access updated account information in real-time & across products

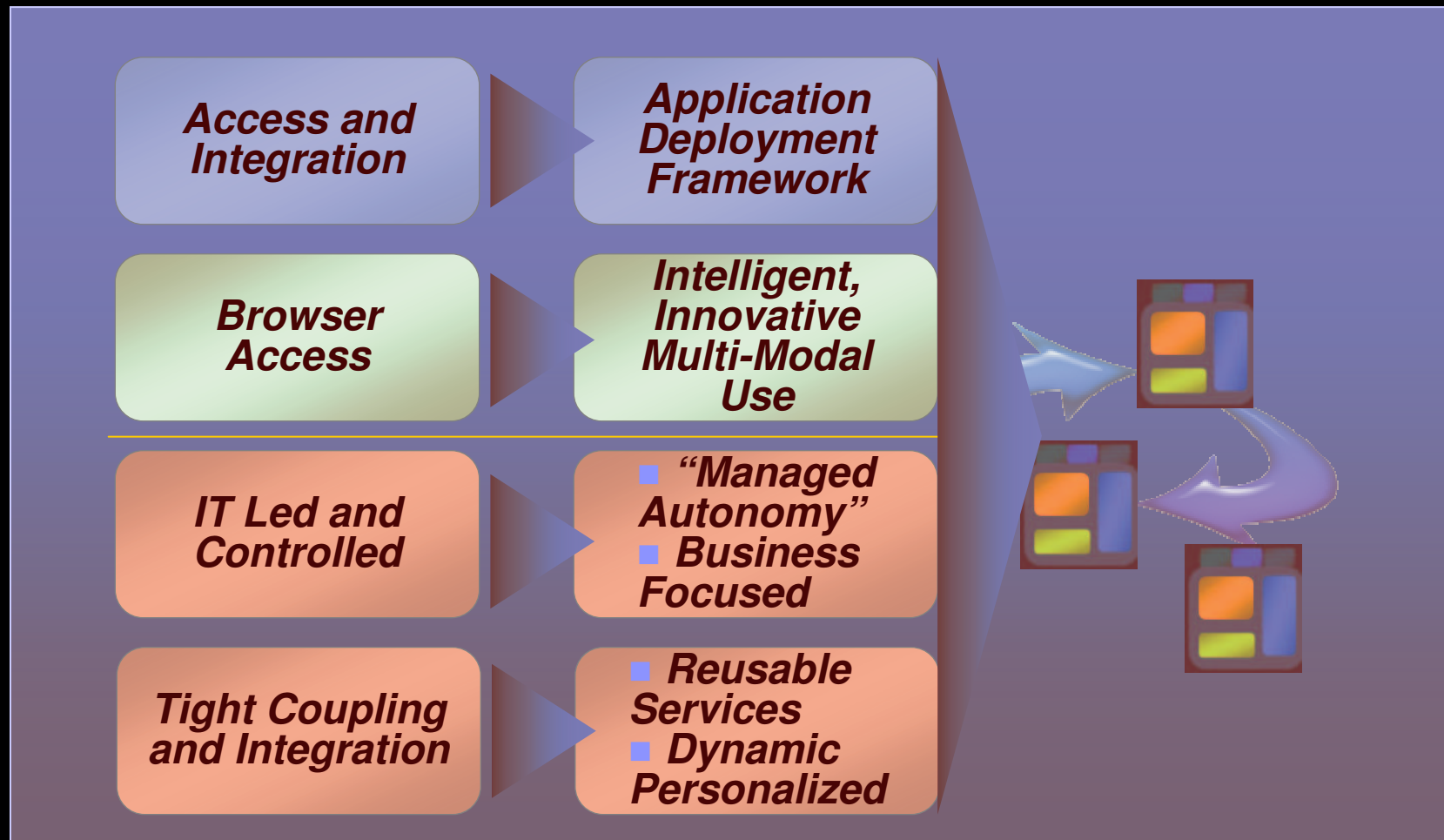
On Demand Business Benefits:

- ✓ Supporting 300,000 registered users
- ✓ 400 new registrants and 8,000 unique visits a day
- ✓ WebSphere Portal easing burden on call center staff, enabling representatives to focus on value-added tasks
- ✓ 15% of exchanges and 5% of redemptions are processed online.

“Insurance customers are enjoying a much richer experience ... And the big payback for Prudential is moving transactions out of the call center & to the Web site--resulting in a significant year-on-year reduction in call volumes.”

*- David Kennington,
Prudential , VP of IS*

Portal Trends and Evolution

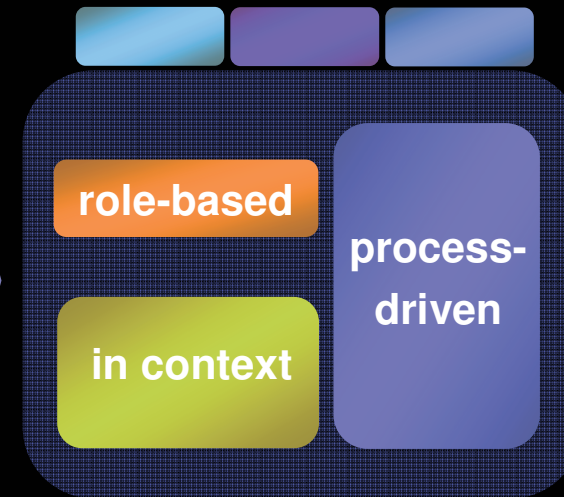


Composite Applications: Dynamic Delivery of Services

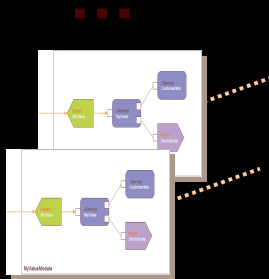
Services

Presence Awareness	Workflows
Instant Messaging	Communication
Business Alerts	E-Forms
e-Mail	Content Management
Document Management	Collaboration
E-Learning	eHR
ERP Information	Composite products
Sales Force Automation	Syndicated Rates
Management Dashboards	Customer Relation Management

Natural, Intuitive, Adaptive User Experience

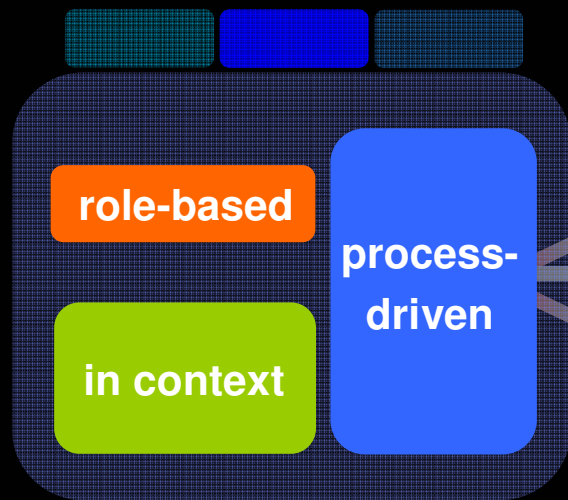


Composite application or view, that assembles and delivers services in the form of portlets, within a secure environment, in the context of a business process



...Dynamically Delivered Based on Choice, Openness, Flexibility

Natural, Intuitive, Adaptive User Experience



Composite application or view, that delivers services in the form of portlets, within a secure environment, in the context of a business process



Rich Clients



Browser



Mobile Clients



Customers, Constituents



Employees



Partners, Suppliers, Sub-Contractors



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WebSphere Portal Version 6.0 - Business Agility, Innovation and Responsiveness



IBM WebSphere® Portal – The Industry Leader in Horizontal Portals

+12%¹ yty growth in
Portals





IBM WebSphere Portal Version 6.0 *helps you ...*

1

Improve Efficiency

Improved operational efficiency with better use of resources

2

Increase Productivity

Increased organizational productivity and responsiveness through collaboration

3

Accelerate implementation

Accelerated implementation; based on an innovative services oriented architecture (SOA)

4

Leverage IBM Leadership

All delivered by a well established leader, IBM, in the enterprise portals market

Common Challenges

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."



- Management
- Administrators
- General User
- Developers

Increase Productivity

"People define the speed that our company can adapt to change."



- General User
- Administrators
- Developers

Accelerate Deployments & Reduce Costs

"It's about giving certain users the ability to manage content & make changes themselves."



- Administrators
- Developers

Integrating Process and Flow within IBM WebSphere Portal Version 6.0

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."

- Management
- Administrators
- General User
- Developers

Name	Current Task	Assigned To	Status	Last Date Modified
Mike Miller	Process Office	Mike Ferrar	In Progress	Sept 10, 2006
Chly Bob Johnson	Purchase Subcontract	Amadeus Alan	In Progress	Sept 8, 2006
Jane Smith	Process Large Purchase	Lucille	In Progress	Sept 12, 2006

Process Orchestrating within Portal

Form Driven Workflows



Portlet to Portlet Interaction

Ad-Hoc Person to Person Exception Handling and Problem Resolution

Dynamically Presented Based on Role & Security

Automate Departmental tasks with Workflow Builder

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."

Management Administrators
General User Developers

- **Business-User Tool for Simple, Vital Workflows**
 - Streamline and optimize processes handled via ad-hoc email today
 - Automate best practices or infrequent tasks
- **Workflow definition: Roles, Tasks, Actions**
- **Workflow Binder includes all related documents for a given workflow**
- **Utilizes BPEL (*Business Process Execution Language*) engine**
- **Part of application template model**

IBM Workplace - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

IBM Workplace My Work Templ

Manage New Hires

Manage New Hires Back to Manager Workbench

On Boarding

On Boarding Workflow

Enter name Bring On Board... Show: In Progress

Hiring Policies

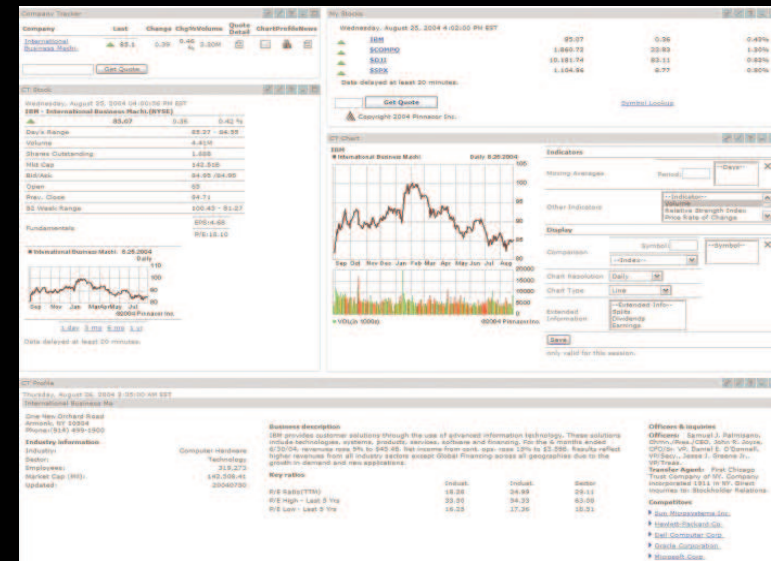
Name	Current Task	Assigned To	Status	Last Date Modified
Mike Motler	Allocate Office Space	Rita Ferrar	In Progress	Sept 10, 2005
Billy Bob Johnson	Purchase Equipment	Amadou Alain	In Progress	Sept 8, 2005
Jane Smith	Approve Large Purchase	Lucille Suarez	In Progress	Sept 12, 2005

Page x of y Jump to page:

WebSphere Portal Version 6.0 as platform for Composite Applications



- Easily Build and deploy **template-based** composite applications using portal services
 - Personalization, collaboration, search, orchestrated workflow,....
 - Portal framework provides aggregation and integration
- **Accelerate:** Portlet Factory allows for faster WebSphere Portal deployment, requiring lower order development skills than other tools
- **Business Value**
 - Reuse critical assets
 - Business flexibility since it is easier to make changes



Easily Deploy Content with IBM Workplace Web Content Management Version 6.0

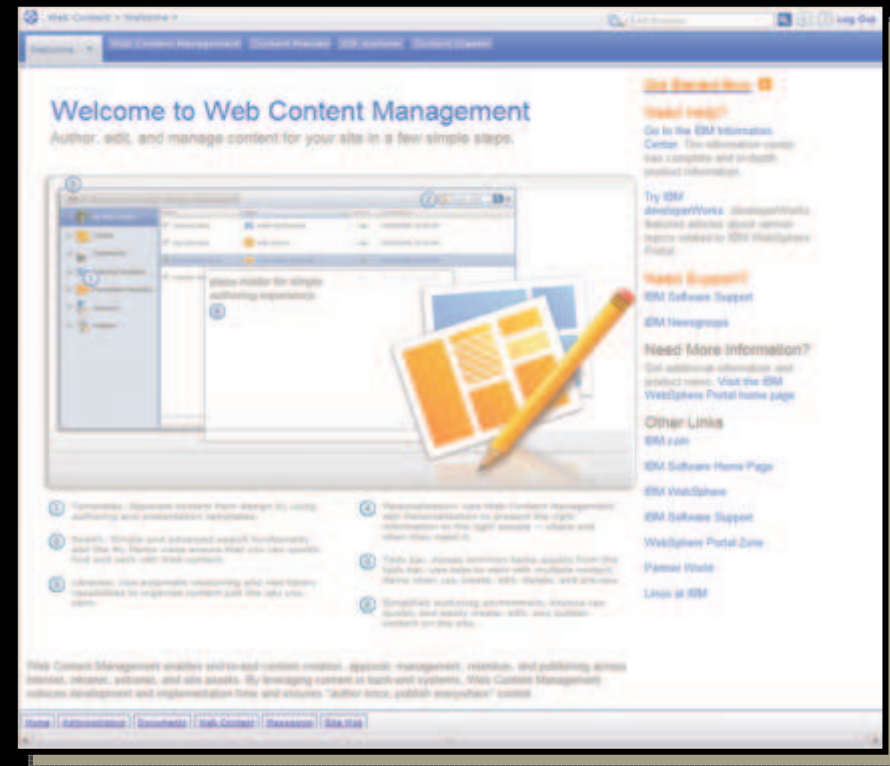
Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."

Management Administrators
General User Developers

Improved authoring usability:

- **Welcome page** to help new users get started
- **Inline Editing** for infrequent users
- **User-friendly, simpler templates** for entering content
- **Full text, attribute and taxonomy search** and searches within searches
- **Simplified process for including personalization rules in content and layout**
- **New views allow users to find their content easily**
- **User interface can be customized easily to provide tailored experience**





More key enhancements in Workplace Web Content Management Version 6.0

■ Improved Site Scalability

- Libraries allow delegation of control for specific parts of a site, as well as simplifying the sharing of assets across multiple sites, making it easier to keep large, dispersed websites up-to-date
- WebSphere Clustering Support ensures server demand server is distributed more effectively and reduces administration efforts

■ Greater “Look and Feel” Flexibility for sophisticated websites

- Enhanced Cascading Style Sheets (CSS) support enables designers to not only define the overall look & feel of the site, but also to specify available styles for different site areas, templates, user profiles, and content types for authors to use

■ Protection against broken links

- New Link Management enhancements ensure all internally referenced website links will be up to date (e.g. “live” and not “broken”) and provide a library view to manage external links

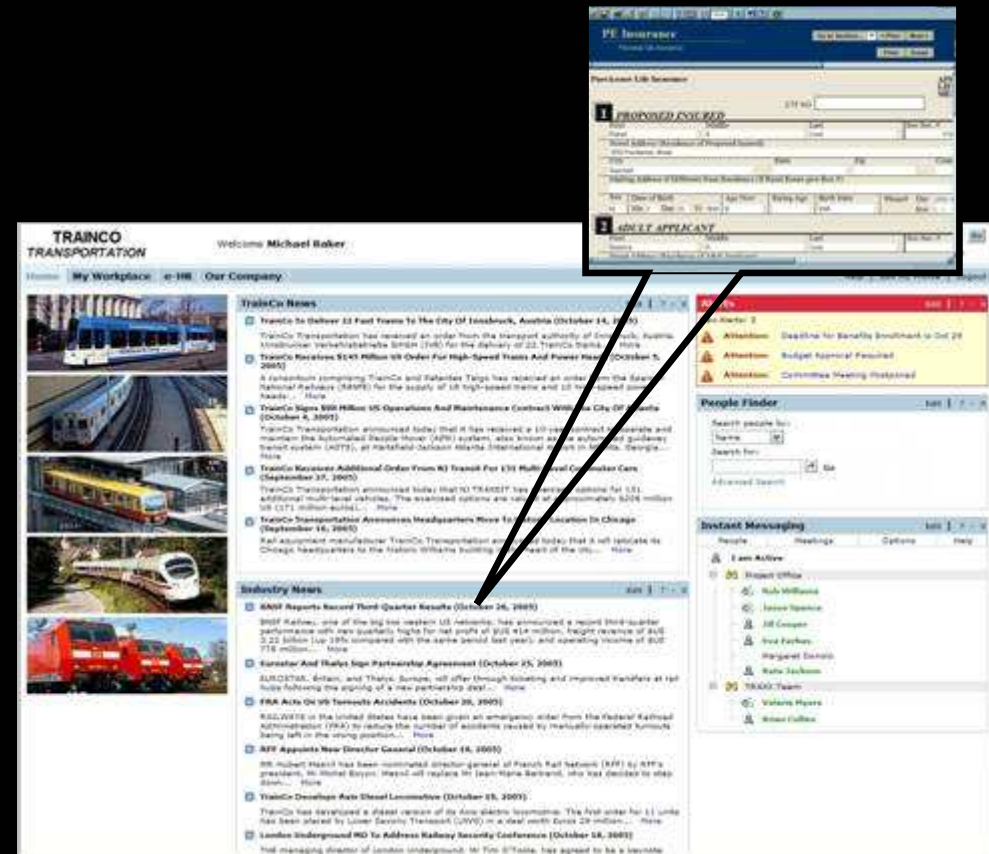
■ Simplified Administration

- Integrated administration within Portal – no need to learn a different UI or administer from different location
- WebSphere clustering support: Administration of multiple WCM servers as one
- Simplified cache and logging

A Compelling Duo!

IBM Workplace Forms and WebSphere Portal Version 6.0

- Opens the door to the exciting new world of streamlined business processes
- Eliminates unnecessary and low-value process activities
- Directs and focuses the information within a dynamic organization
- Portal delivers forms processes within the productivity worker's desktop



WebSphere Everyplace Deployment: Extend Composite Applications to Portal-Managed Clients

- **Portal applications available on managed clients, whether connected or disconnected**
- **Enhanced role-based portal administration**
- **Increased User Productivity through access to enterprise portals**
- **Help lower TCO through remote deployment and maintenance**



Common Challenges

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."



- Management
- Administrators
- General User
- Developers

Accelerate Deployments & Reduce Costs

"It's about giving certain users the ability to manage content & make changes themselves."



- Administrators
- Developers

Increase Productivity

"People define the speed that our company can adapt to change."



- General User
- Administrators
- Developers

Improve Productivity Through Enhanced “User Experience”

- **Help increase productivity through usability improvements.**
 - **Pervasive Drag and Drop Support**
 - **Customize your page, your way**
 - **Integrate content from other applications**
 - **Fly Out Menus and Page Navigation**
 - **Easily find key elements and execute functions**
 - **Portlet Palette**
- **Updated Look and Feel**
 - **More easily navigate and work**
 - **Align usability and navigation with commonly used end-user applications**
- **Search Improvements**

Increase Productivity

“People define the speed that our company can adapt to change.”

- General User
- Administrators
- Developers

Welcome to IBM WebSphere Portal
Delivering power and flexibility...on demand!

Build it better...faster!
IBM WebSphere Portal provides everything needed to effectively build, customize and manage a portal solution. Listed below are just a few of the new features included with IBM WebSphere Portal. To the right are links to the technologies you may want to use to power your portal.

Build and customize your experience now.

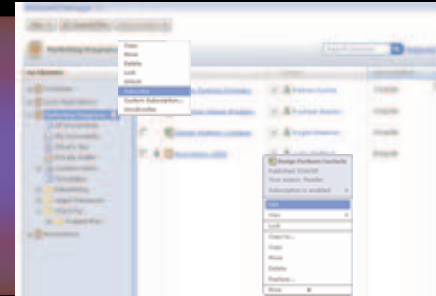
Improve Productivity Through Enhanced Document Handling Capabilities

Increase Productivity

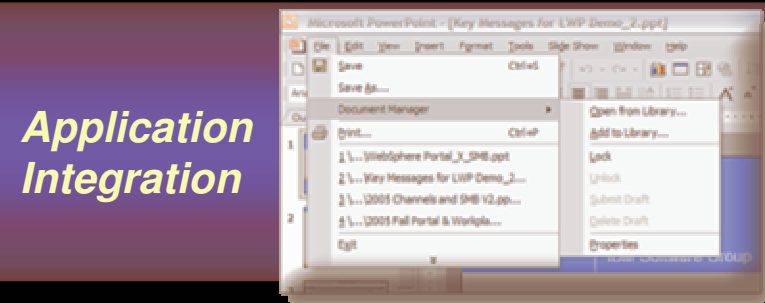
"People define the speed that our company can adapt to change."

- General User
- Administrators
- Developers

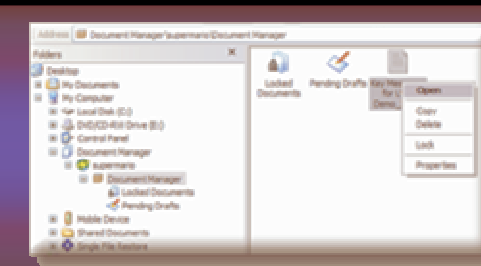
- **Portal Document Manager**
 - Look and Feel
 - Native MS Office Icon
 - Icons show document state
 - Ease of Use
 - Drag and Drop in the Browser
 - One Click Edit button
 - Contextual Menus
 - Simplified ACL interface
 - Subscribe to document and folder
- **Microsoft Office Integration**
 - Power Point, MS Word and Excel
 - Check in, check out
- **Microsoft Windows**
 - Drag and Drop
 - Right click support



Browser Interface



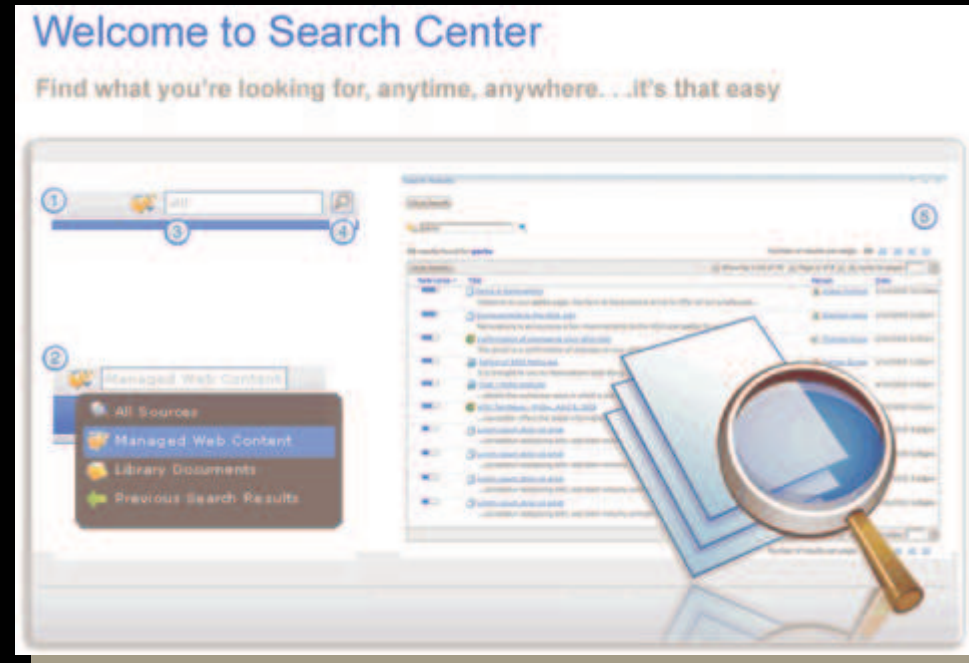
Application Integration



Microsoft Windows Integration

Improve Productivity Through Enhanced Search Capabilities

- **Usability**
 - Search Center improvements
 - Search performance improvements on indexing throughput
 - Site map provides Secure “outline” of Portal hierarchy
 - Search API (SI-API) published externally for applications
- **External Search of Portal Content**
 - Better search results from Google and other search engines



Common Challenges

Improve Operational Efficiency

"We need to be more efficient, to drive more business and add to the bottom line."



- Management
- Administrators
- General User
- Developers

Increase Productivity

"People define the speed that our company can adapt to change."



- General User
- Administrators
- Developers

Accelerate Deployments & Reduce Costs

"It's about giving certain users the ability to manage content & make changes themselves."



- Administrators
- Developers

Helping to Accelerate Deployment

- **Optimized Deployment of Custom Pages and Portlets through Advanced Personalization**
- **Policy Management Streamlines Deployment**
- **Reuse Portal deployments both inside and outside firewall using Virtual Portal function**
- **Enhanced Management of WebSphere Portal Version 6.0 in a Clustered Environment**



Description

Rule body

Condition: When the following conditions are met...

-- Select Attribute -- -- Select Operator -- -- Select Value --

Action: Perform the following action

-- Show Page --

Save Cancel

Workplace Policies

Edit Properties

Set the conditions and actions for the workplace application policy.

Name: Default Workplace Application Policy

Maximum workplace application size:

No limit

Limit: 60 MB

Send warning message at: 60 M %

Send warning message when maximum workplace application size is exceeded to:

Administrator

Moderators

Members

Display warning message in Home page of application.

Length of time to keep after no activity:

No limit

Limit maximum days with no activity to: 90 days

Send warning message after: days

Send warning message for maximum days with no activity to:

Administrator

Moderators

Members



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The Interface for SOA



The Basics of SOA

... a service?

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



... service oriented architecture (SOA)?

An IT architectural style that supports integrating your business as linked services

“Technology is certainly key to a successful SOA integration, [but] it is the coalescence of the people, process and information [with] business insight and emerging best practices for overall organizational change through SOA.”





Enterprise Portals Represent a Compelling First SOA Project

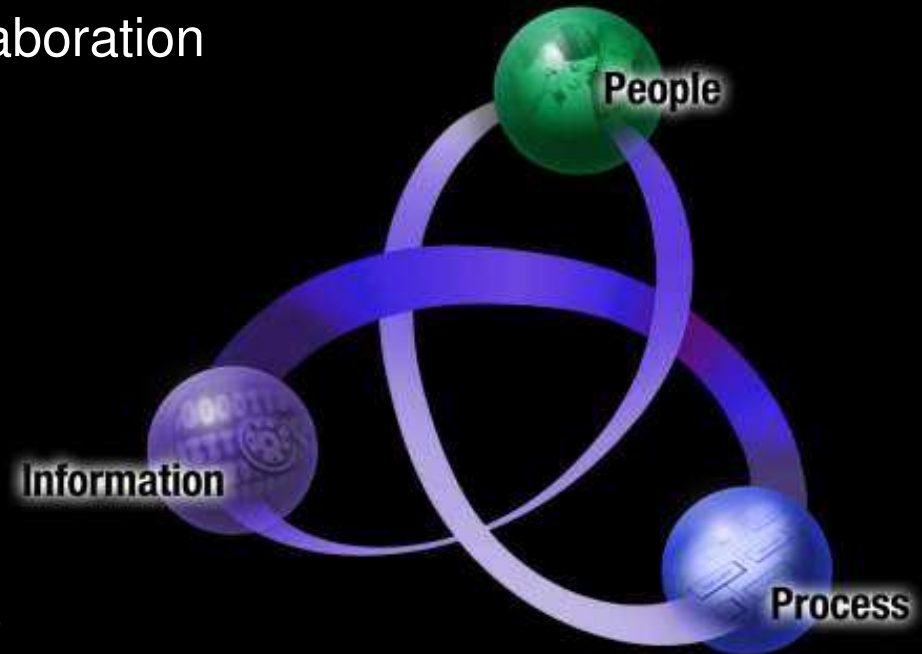
“Through 2007, an enterprise portal will be the first major application of SOA concepts for more than 50 percent of enterprises (0.6 probability).”

Analytical source: Gene Phifer, Gartner Research;
Publication Date: 12 October 2005/ID Number: G00132930 Gartner
10/12/05

WebSphere Portal is the front end to flexibility and business agility driven by SOA

Extend the ability to collaborate inside & outside

- Enhancing people to people collaboration
- Support multi-channel delivery
- Portal Composite Applications
- as a front end to SOA



Critical enabler:

Openness

– Standards based access to integration and innovation

Source: IBM Global CEO Survey, 2006



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Getting More from a WebSphere Portal Investment with IBM Workplace Composite Products



IBM Workplace Composite Products

Extending Portal to solve specific business needs



Focus
Solving a Particular Business problem vs a functional component

Accelerate
“time to value”

Benefits
“Out of the box” end user product

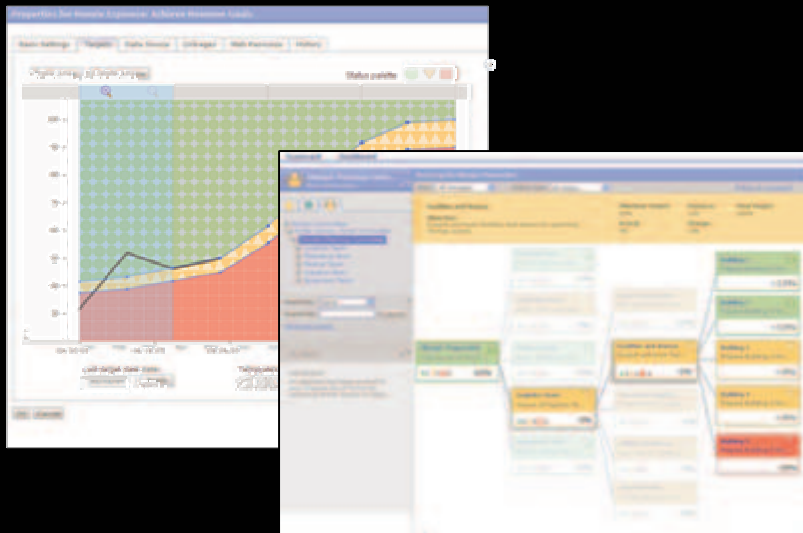
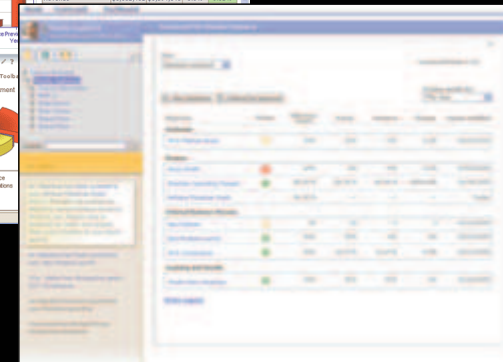
Maintains flexibility with SOA platform & tools to Extend capabilities

Business Oriented
Focused on emerging business needs

IBM Workplace for Business Strategy Execution

Simply a better way to manage your business objectives

- Translates company strategy into specifics for execution
- Cascades, interlocks and links objectives
- Supports real time management of interactions, metrics, and dependencies
- Rapid resolution of existing and projected gaps in plans



- A dynamic change management system to quickly push, reach agreement, and implement modified objectives
- Embeds collaborative services to support correcting objective shortfalls
- Tools to rapidly build and link composite, role-based dashboards

IBM Workplace Dashboard Framework and Workplace Dashboards

- **Accelerate:** Portlet Factory allows for faster WebSphere Portal deployment, requiring lower-order development skills than other tools
- **Respond:** Help organizations large and small to create *dynamic* portal solutions, that are easy to modify as market conditions dictate
- **Strengthen:** Fortify the overall IBM SOA tooling advantage with the compelling value of Portlet Factory



Available Dashboards

- Executive
- Sales
- Alerting
- Charting
- Reusable Design Components
- Business User Configuration
- Common Administration
- Rapid App Dev (RAD)
- Service-oriented architecture
- Integration Extensions including Domino
- Profiling engine

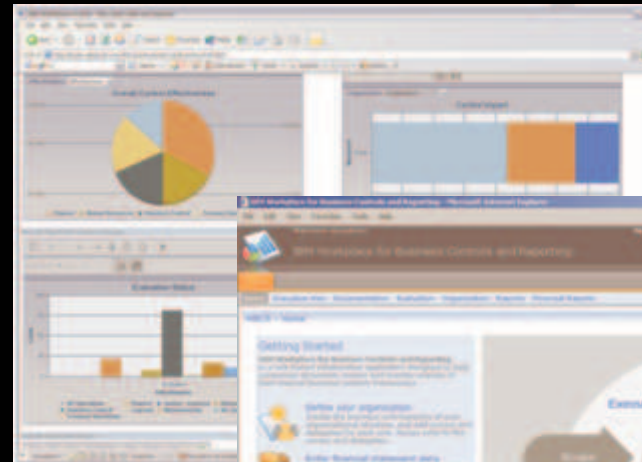
Workplace Dashboards



IBM Workplace for Business Controls & Reporting

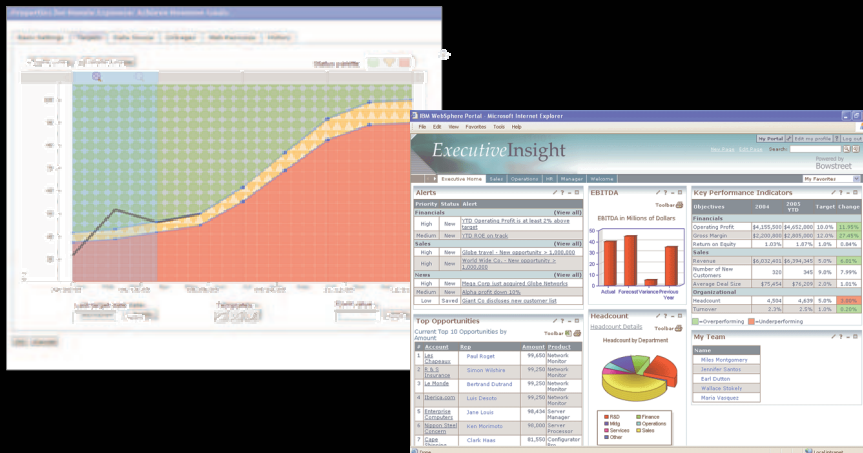
Provides a simple way to navigate and monitor control activity across your business

- See business control organization and ownership over units
- Follow business processes for each unit
- See controls and evaluation histories
- Global shared controls and documentation to reduce ambiguity
- Integrated collaborative tools teams remediate issues
- Audit trail to track changes and increase transparency



IBM® Workplace™ for SAP® Software

- Offers SAP customers new ways to extend, enrich, & complement existing investments...in an SOA environment
- Faster, less-expensive integration with SAP and non-SAP processes and data sources
- Greater productivity with world-class dashboard & collaboration capabilities



- Pre-built functions utilize SAP & other applications to enable better business strategy execution
- Rapid application development environment with many pre-built assets
- Flexible, new capabilities via intelligent, interactive Web-based forms



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Final Thoughts





Explore the Possibilities

1

Vital Information & Demos

ibm.com/websphere/portal

2

Explore the *Numbers* with on-line Tools

ibm.com/software/info/portal/roi

3

Experience It For Yourself!

Contact IBM or Business Partners to see WebSphere Portal Version 6.0 in your environment

Helping Dynamic Organizations Meet Challenges and Thrive

IBM WebSphere Portal Version 6.0 *helps you...*

1 Improve operational efficiency



2 Increase organizational productivity



3 Accelerate implementation



4 Delivered by an established leader -
IBM





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WebSphere Portal Version 6.0

Your World. Your Way.

Thank You!



IBM Workplace Dashboard Framework and Workplace Dashboards

Workplace dashboards and Workplace Dashboard Framework extend WebSphere Portal to drive faster time-to-value, enabling accelerated deployment of role-based dashboard solutions.



Automation

Change

Action

Workplace Dashboard Framework and pre-built Workplace Dashboards help executives and business users to proactively monitor business performance, make more informed decisions, and quickly resolve business issues.



Helping Dynamic Organization Meet Challenges and Thrive

On the Minds of Top Executives Worldwide



Key Focus:
Revenue Growth, Profitability, Asset Utilization with Cost Containment

Key Challenges:
Process Efficiency, Meeting Customer Expectations, Employee Productivity, Security & Privacy

CIO Challenges

- **Aligning IT & business goals to grow revenue & contain costs**
- **Building responsiveness and agility into the organization through IT**
- **How can IT help enable *people & teams* be more effective?**

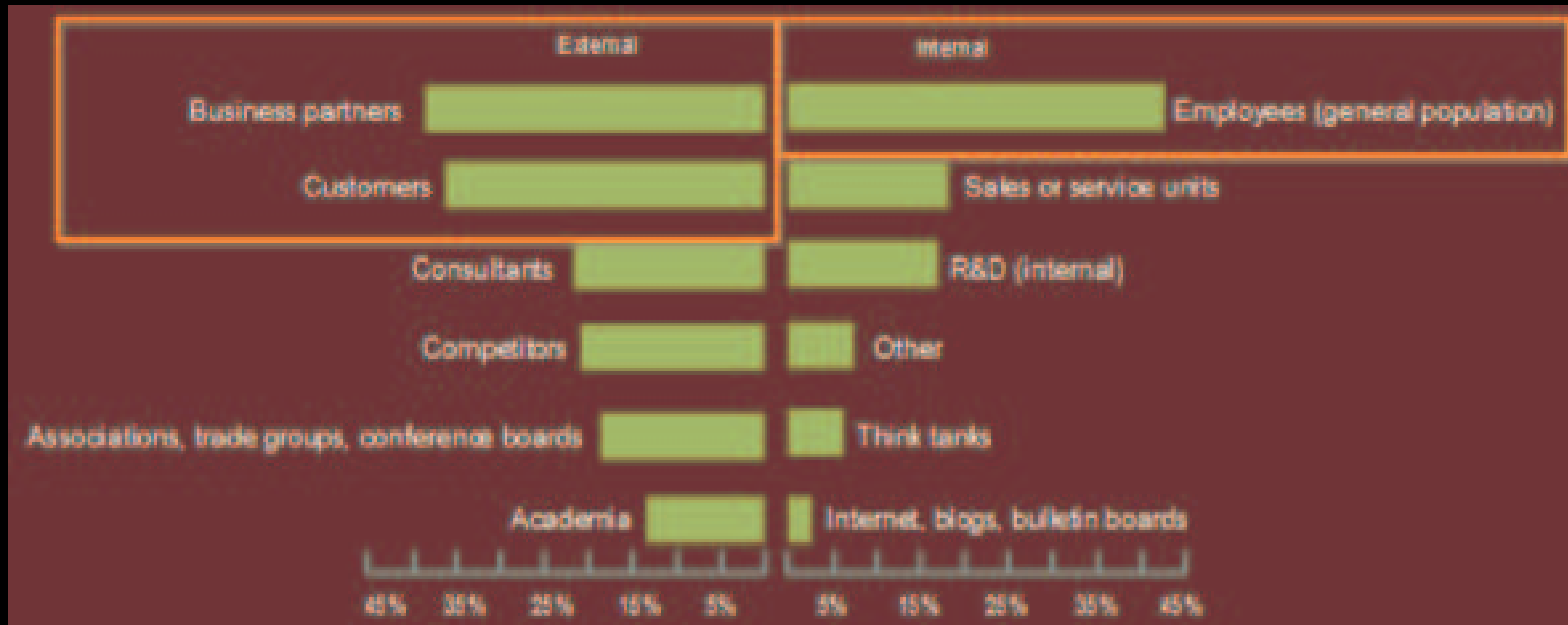


Source: IBM Corporation - July 2005 (Over 1400 Survey's Worldwide)

Innovation that Matters To CEOs

Top Innovation Priorities:

- Extend the ability to collaborate inside & outside
- Create **innovative, distinct, differentiated** products, services, business models & processes
- Leverage information for business optimization





DAIMLERCHRYSLER

Building a “proactive infrastructure” for flexibility and responsiveness

The Challenge: Increase competitive strength to sense everything from shifting customer preferences, to changes, to shipment dates -- & having the means to respond dynamically.

The Solution: A standards-based infrastructure & application framework based on Services Oriented Architecture for developing / deploying / running apps & integrating processes end-to-end.

On Demand Business Benefits:

- ✓ Reduced development cycle times and app lifecycle costs
- ✓ ~50% reduction in installation costs for new apps
- ✓ ~30% reduction in ongoing operations costs
- ✓ DaimlerChrysler a stronger, faster, more adaptive competitor in the global auto market

“The IBM solution provides a flexible, efficient means to break down silos across DaimlerChrysler, giving us the foundation to become a nimbler, more responsive company.”
-- Dr. Seshu Bhagavathula,
Director Technology Strategy

Workplace Web Content Management V6.0

With this new release:

- IBM leads the industry with ***the most tightly integrated*** portal and Web content management solution on the market today.
- Advanced, rules-based personalization capabilities allow ***targeted information to be dynamically delivered*** to your employees, customers, suppliers and partners via the WebSphere Portal environment
- Enhanced authoring and administration capabilities allow web content to be created and delivered more effectively ***via your WebSphere Portal environment***

Business Value:

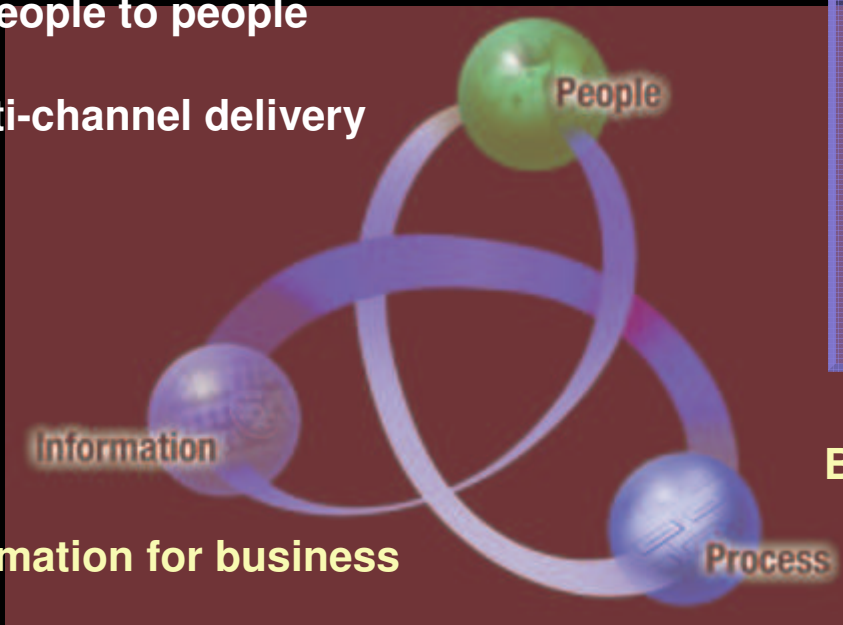
- The analysts agree ***“Portals and Web Content Management go hand-in-hand”***
- ROI of Integrated Workplace Web Content Management and WebSphere Portal:
 - Integration with WebSphere Portal helps lower project costs and go live faster

Change Requires a Business Centric View of SOA

Drive Innovation Priorities Through People, Process, and Information

Extend the ability to collaborate inside & outside

- Enhancing people to people collaboration
- Support multi-channel delivery



Leverage information for business optimization

- Deliver trusted information real time and in context
- Reduce risk and improve visibility into business operations

“Technology is certainly key to a successful SOA integration, [but] it is the coalescence of the people, process and information [with] business insight and emerging best practices for overall organizational change through SOA.”



Business model & process innovation

- Seamless coordination between automated and people/information driven business processes
- Increase organizational effectiveness

Source: IBM Global CEO Survey, 2006

SOA Evolution in WebSphere Portal Version 6.0



Traditional



SOA-Based

Business Purpose	Provide personalized access to information about a business or organization	Support user to user collaboration and role based interactions with critical business processes and services
Focus	Presentation, Integration and Aggregation of information	Composed application access and orchestrated user experience for execution of business process
Flexibility	Rigid due to ad-hoc techniques to capture content and application based information	Use of exposed flexible services for rapid construction and easier maintenance and changes for portlets and connections
Personalization	Based on statically defined business rules	Adaptive and dynamic based on role and business process.

See It In Action!

