

WebSphere Portlet Factory Podcast Script

Speakers:

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Tim:

Hi everyone. Thank you for listening in to this podcast on Exceptional Tooling for Exceptional Customer Web Experiences. My name is Tim Nunes and I'm a Marketing Manager for WebSphere Portlet Factory software, a product we'll be discussing today. With me is Jason Cornell, the WebSphere Portlet Factory Product Manager. I'll be interviewing Jason today to get his perspective on how WebSphere Portal customers are improving their own customer's Web experiences, and therefore making themselves more competitive, by leveraging the power of WebSphere Portlet Factory.

Jason, would you spend a moment or two describing how WebSphere Portal customers can leverage WebSphere Portlet Factory to deliver exceptional Web experiences to their own customers, therefore setting their organizations apart from their competition?

Jason:

WebSphere Portal provides customers the foundation to deliver the exact user experiences required to best serve their partners, employees and customers. WebSphere Portlet Factory provides the fastest way for customers to capitalize on their WebSphere Portal investment by enabling rapid creation of custom, portal applications surfacing data from multiple back-end systems in rich, interactive user interfaces that deliver exceptional web experiences and drive better business outcomes.

WebSphere Portal and WebSphere Portlet Factory deliver exceptional web experiences leveraging the latest Web 2.0 features that help attract, engage, retain and delight customers by providing a truly differentiated online web experience that sets them apart from their competition. WebSphere Portal and WebSphere Portlet Factory enable customers to:

- Reduce distribution costs and expand geographical reach by delivering complex products and services via the web increase average revenue per order and conversion rates by delivering user relevant content with targeted up-sell and cross-sell opportunities
- Increase marketing effectiveness by harnessing word-of-mouth marketing
- Increase sales efficiency by shortening the sales cycle

- Rapidly and efficiently capture market intelligence

Tim:

You mentioned briefly how WebSphere Portlet Factory enables a more compelling user experience by leveraging the latest Web 2.0 technologies. Can you expand on that?

Jason:

I would be happy to Tim, earlier we talked about how WebSphere Portal and WebSphere Portlet Factory's support for the latest Web 2.0 features enables distribution of complex products and services via the web. Let's explore this in more detail. Distributing complex products and services effectively via the web requires many characteristics of complex, fast and seamless real-world interactions. A key characteristic of a Web 2.0 application is a rich, interactive and user friendly interface that mirrors a real-world interaction --- this rich experience makes distribution of complex products and services via the web possible. WebSphere Portlet Factory provides support for rich, interactive Web 2.0 interfaces by leveraging the technology enablers DOJO and AJAX to deliver rich, desktop like experience via the web. Additionally, WebSphere Portlet Factory's Web 2.0 support increases application consumability by reducing the number of clicks and keystrokes required by users resulting in easier-to-use applications. WebSphere Portlet Factory's Web 2.0 support also enables creation of more scalable applications by pushing processing down to the client browser and reducing server utilization.

Tim:

The Web 2.0 capabilities of WebSphere Portlet Factory sound significant. But what about companies that want to leverage existing investments? How can WebSphere Portlet Factory help integrate existing applications, content, people, and business processes?

Jason:

Great question Tim, I want to start by emphasizing that WebSphere Portlet Factory is a complimentary solution designed to integrate with a wide variety of enterprise systems, repositories and data stores. We understand customers have made significant investments in existing technology assets and cannot afford costly rip and replace reengineering projects. WebSphere Portlet Factory preserves existing technology investments by providing an extensive, rich, prebuilt connector library that makes it fast and easy to create rich, composite WebSphere Portal applications that deliver exceptional web experiences by combining data from existing applications, content systems, business processes and brings people together to drive better business outcomes.

Tim:

We know that, in a challenging economic climate, customers need to leverage, integrate, and even extend their existing assets, now more than ever. You mentioned WebSphere Portlet Factory's integration capabilities... How do they work? Can you provide examples?

Jason:

Absolutely Tim, if you recall earlier we talked about the core WebSphere Portlet Factory value proposition, rapid application delivery. Let's start by talking about how WebSphere Portlet Factory supercharges application delivery and then discuss specific integration capabilities and examples.

WebSphere Portlet Factory builders are the key technology enablers that dramatically increase the speed of application delivery. Builders automate the code required to integrate data from a wide-variety of back-end systems and create rich, interactive user-interfaces that deliver exceptional web experiences and drive better business outcomes.

WebSphere Portlet Factory provides a rich, pre-built library of integration builders enabling customers to integrate with any enterprise data source including:

- Leading pre-packaged applications including SAP, Siebel and PeopleSoft
- Leading relational databases including IBM DB2, Oracle Database and Microsoft SQL Server
- Content management systems including Lotus Web Content Management
- Collaboration applications including Lotus Notes, Lotus Domino, Lotus Connections, Lotus Quickr and Lotus SameTime
- Business process engines including WebSphere Process Server
- Other data sources including Web Services and REST services

Tim:

It would seem that being able to integrate existing assets could translate into measurable cost savings. Are there actual examples of WebSphere Portlet Factory customers who have achieved benefits through integration?

Jason:

Sure Tim, let's take a moment to discuss Duke University Health System.

First a brief organizational overview. Duke University Health System is a world-class academic and health care system.

Duke's business objective was to build closer patient relationships, increase loyalty and satisfaction, improve safety and care and reduce costs and complexity.

Duke needed to complete the project in just 14 weeks and integrate data from multiple billing, patient and clinical systems including GE, Siemens, Meditech, McKesson and Cerner.

Using WebSphere Portlet Factory Duke was able to completely transform the Duke patient experience enabling patients to perform multiple self-service functions including registration and profile management, requesting and booking medical appointments and online bill pay. WebSphere Portlet Factory 's rapid application development capabilities enabled Duke to deliver completed applications components within hours and completely reengineer the patient registration process 1 week before the go live date.

Tim:

We've talked a bit about how WebSphere Portlet Factory customers can create exceptional Web experiences for their own customers, and about potential ROI through integration, but aren't organizations also struggling to maximize their IT resources? How can WebSphere Portlet Factory help?

Jason:

You're absolutely right Tim, in today's economic climate organizations are asking all their line of business functions, including increasingly over-burdened IT organizations, to do more with less. WebSphere Portlet Factory can help unleash your IT organization to deliver business critical applications that drive better business outcomes. WebSphere Portlet Factory unleashes IT organization, helps maximize IT resources and delivers business benefits in a number of ways, such as:

- Significantly accelerated application delivery enabling organizations to respond to emerging business threats and opportunities quickly
- Increased developer productivity and reduced development costs
- Reduced personnel costs via simplified application development that enables developers of all skill-levels to create complex, rich and enterprise grade applications increased customer satisfaction and reduced IT backlog by empowering business user led application customization
- Reduced integration costs

Tim:

All of that sounds great. But what happens when new technologies come along? How can WebSphere Portlet Factory help organizations add capabilities as needed, helping them keep pace with the marketplace and remain competitive?

Jason:

IBM is a proven leader in technology innovation. WebSphere Portlet Factory embodies IBM's innovative technology leadership and has consistently adopted

and productized emerging technologies with the potential to deliver break-through business value for customers, helping them exploit competitive advantages to excel in the marketplace, and will continue to do so going forward. We understand and embrace rapid technological change and enable customers to extend the value of WebSphere Portlet Factory by downloading constantly updated samples that demonstrate best practice techniques for leveraging new and emerging technologies from the Portlet Factory wiki.

At IBM we know customers want to easily integrate their business applications. To respond to the market demand for business application interoperability, IBM drives and participates in codifying industry standards that enable applications to work together better. WebSphere Portlet Factory shares this commitment to open standards and interoperability and enables organizations to quickly and easily integrate business applications by creating industry standards compliant applications that leverage SOA. WebSphere Portlet Factory applications are fully compliant with Portal development standards including the JSR-168 and JSR-286 Java portlet specifications. Additionally, Portlet Factory applications are SOA based and facilitate rapid business application interoperability via support for Web Service Interoperability (WS-I) compliant Web Services, and Representational State Transfer (REST) service support.

We also know customers want the ability to extend and customize products to meet specific requirements. Extensibility is built into the core of WebSphere Portlet Factory enabling unlimited customization to solve customer challenges. Customers can easily extend WebSphere Portlet Factory by creating custom builders, automating application functionality to address specific organizational requirements.

Tim:

That's all good to know, Jason. With all of its capabilities and support for open standards, I can easily see why customers have chosen to develop their WebSphere Portal applications using WebSphere Portlet Factory. We touched on some integration success stories earlier, would you have any other customer successes you'd now care to share?

Jason:

Sure Tim, let's take a moment to talk about UNICCO.

First a brief organizational overview. UNICCO Service Company is one of North America's largest and most successful Integrated Facilities Services companies with over \$650 million in sales, 20,000 employees and a 95 percent customer retention rate.

UNICCO needed to unite its technology and leverage their legacy systems, eliminate manual processes and meet technology requirements for the next 5 – 10 years with a technology staff with minimal exposure to J2EE, Java and HTML technologies.

UNICCO utilized WebSphere Portlet Factory to develop a time entry application, which allows 200 site managers to enter, track and manage the schedules of 7,000 employees. Each of these managers has a customized view into the information that he or she needs. This application integrates with multiple legacy systems including AS400 and DB2 databases. WebSphere Portlet Factory enabled UNICCO to develop WebSphere Portal applications 50 percent faster.

Tim:

Jason, thank you so much for taking the time today to share your perspective on how WebSphere Portlet Factory enables the creation and deployment of exceptional customer web experiences. Listeners, if you would like additional information, please download the WebSphere Portlet Factory Trial available at [ibm.com/websphere/portletfactorytrial].

Thank you for listening today, and have a great day!