

Portales y escritorios Web para impulsar su negocio

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LotuspHERE[®] 2009



Crisis = Cambio

Sobre la crisis de la confianza

You Tube Broadcast Yourself™
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(1) danielolmochica ▾

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CAN acude a la primera subasta del FAAF



canx

PIONEROS EN BANCA CIVICA

canx

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URL
<http://www.y>

Insertar
<object widt

► **Más de**

▼ **Videos**

0:09 / 3:24

ver con alta calidad

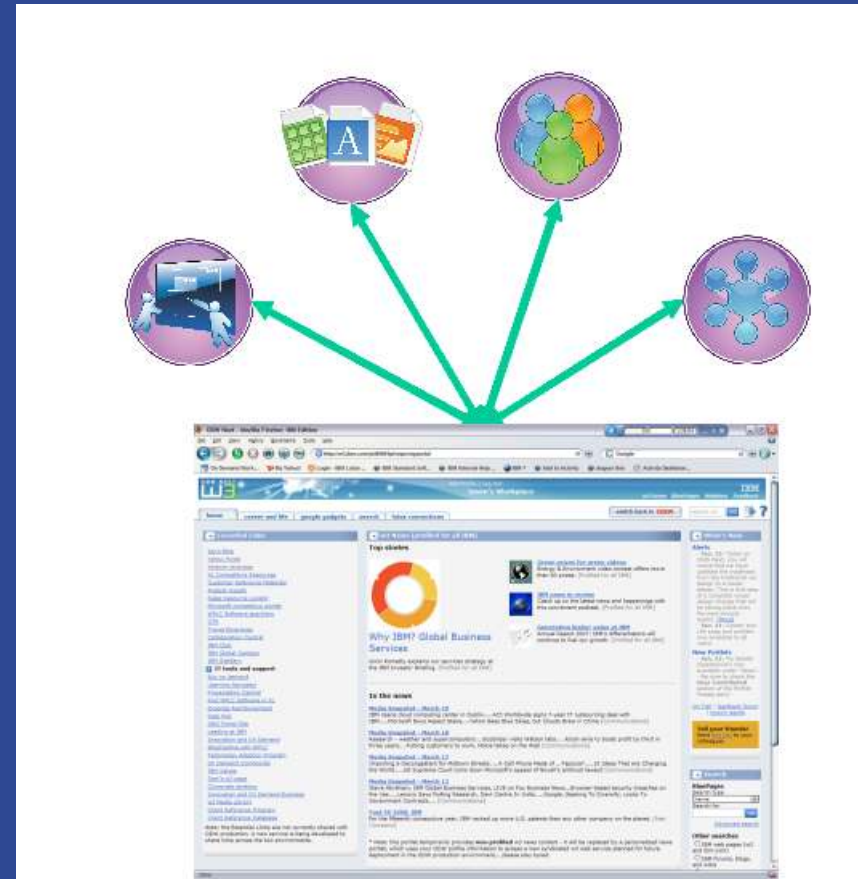
¿Qué es un Portal?

Un Portal es...

- ▶ Una solución de software que integra información, aplicaciones y procesos en un interfaz único y en el contexto del rol de cada usuario

WebSphere Portal es...

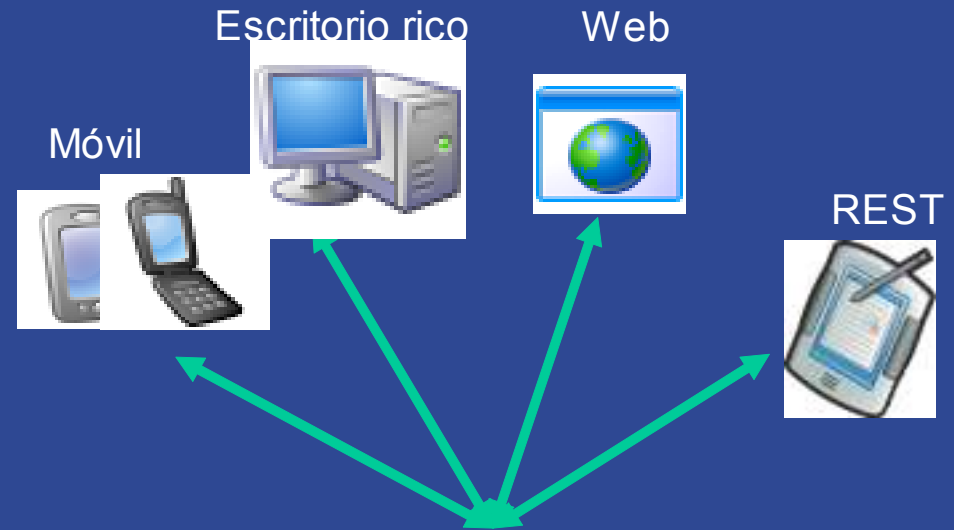
- ▶ Plataforma de ejecución y desarrollo de portales que acelera la implantación de portales de valor añadido



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WebSphere Portal es...

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Beneficios de una solución de Portal

- ✓ Autoservicio implica **reducción de coste**
- ✓ Experiencia unificada implica **satisfacción**
- ✓ **Retención e incremento** de clientes
- ✓ **Más oferta** a los clientes. Personalización
- ✓ Desarrollo de **canal Web**
- ✓ Nueva tecnología **Web 2.0** = ventaja competitiva

Beneficios de una solución de Portal (II)

- ✓ Plataforma integrada de servicios = **reducción de costes**
 - ✓ Reutilización de servicios
 - ✓ Gobierno centralizado de recursos: diseño, contenidos. páginas, apps, etc
 - ✓ Unificación de políticas de gestión
 - ✓ Personalización integrada
 - ✓ Seguridad integrada

- ✓ Presentación de aplicaciones integrada
 - ✓ Reducción de tiempo en producción de nuevas apps
 - ✓ Reducción de costes de formación de usuarios

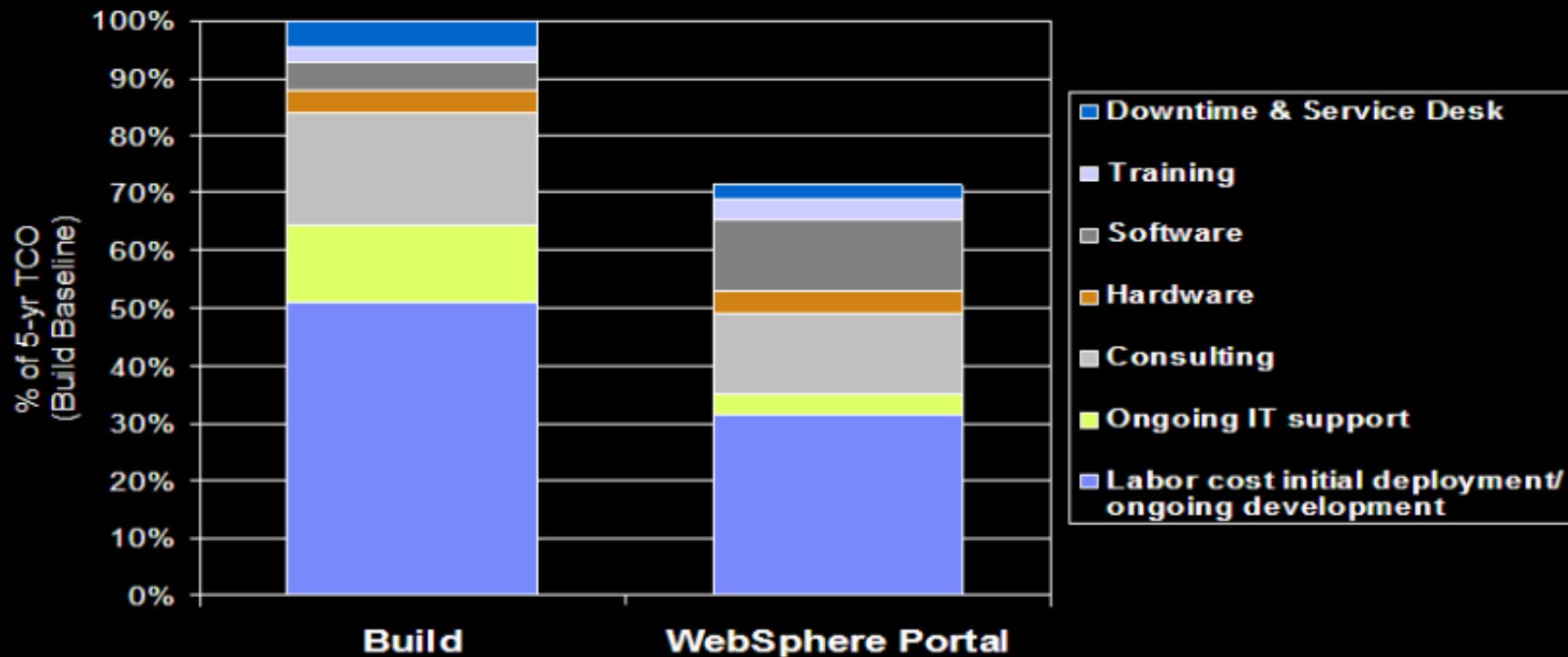
- ✓ Flexibilidad
 - ✓ Solución multiplataforma adaptable al negocio

¿Y si me lo hago yo?

Portals are cheaper than home grown

WebSphere Portal TCO was 29% lower than average build your own effort

5-Year TCO Advantage (Summary)



Source: IDC, 2007

Demandas del mercado

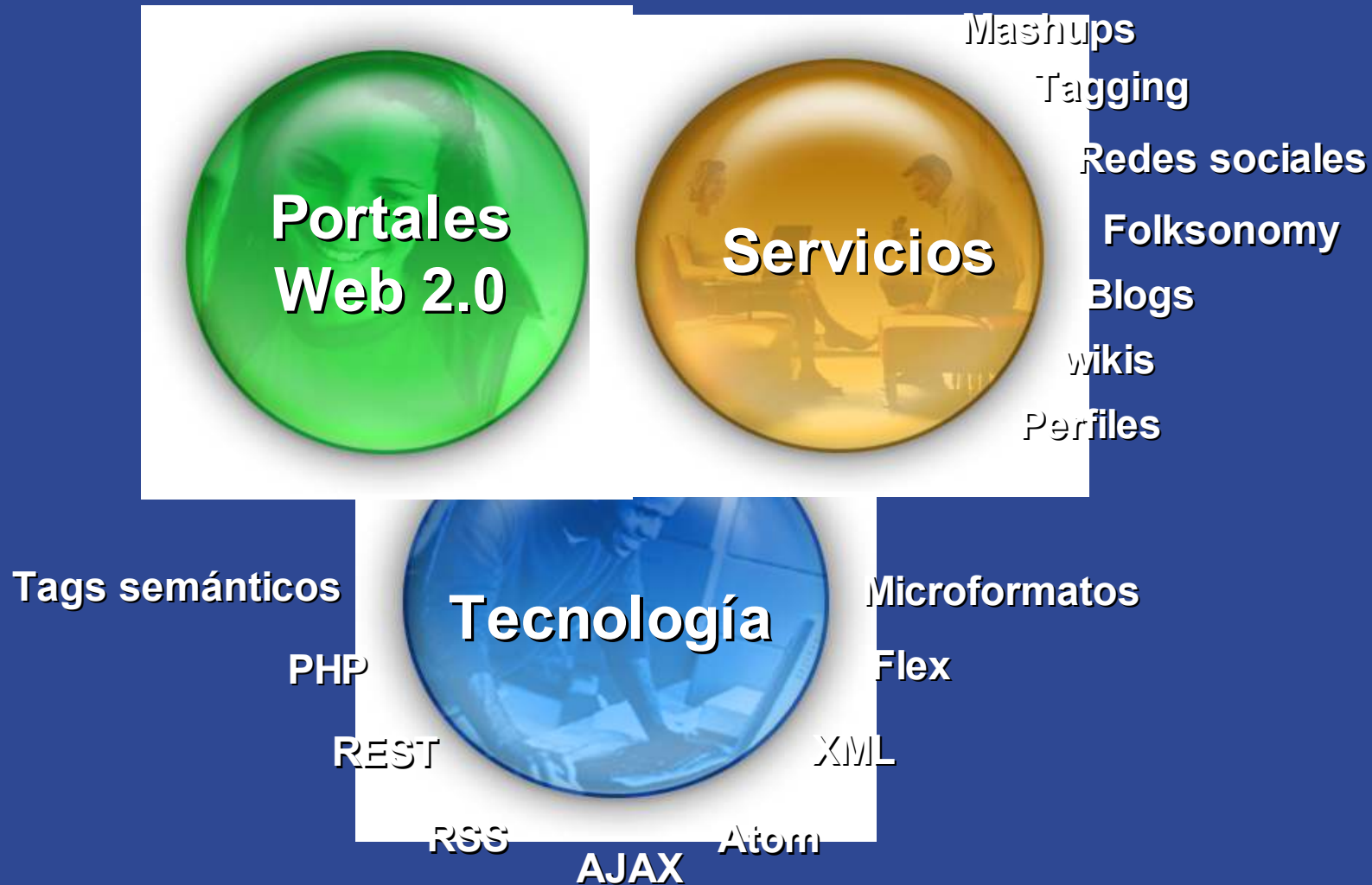
- ✓ Modernización de portales y servicios actuales
- ✓ Convergencia de portales *Net
- ✓ Nuevos proyectos

Evolución tecnológica de IBM Portal



Negocio	Reducción de coste	Crecimiento	Diferenciación
Desafíos	Explosión de sistemas, herramientas e interfaces de usuario	Desconexión de datos y aplicaciones con servicios de back-end	Enterprise Web 2.0
Casos de uso	Intranets Autoservicio RRHH Comunicación	Autoservicio clientes Extranets, dashboards Portales de procesos	Redes sociales Mashups Tags, ratings, semantic
Avances tecnológicos	SSO, web clipping WCM, roles, navegación y look&feel unificados Infraestructura única, seguridad integrada	Estándares, tooling Personalización Interacción entre portlets Publicación no técnica Portales virtuales Aplicaciones compuestas	Personalización de escritorio Contribución de usuarios Diversificación de contenidos Métodos de seguridad Personalización inteligente Búsquedas federadas Web 2.0
	Versión 5.0	Versión 5.1 y 6.0	Versión 6.1
	>2000	>2003	>2008

Enterprise Web 2.0



Web 2.0 para nuestros usuarios de Portal

- **Mejorar la experiencia del usuario (RIA)**
 - Mejorar tiempos de respuesta: C2A, agregación en el cliente, AJAX, REST
 - Mayor usabilidad y flexibilidad: interfaces más dinámicos. LiveText
 - Integración de gadget e iWidgets
- **Software social y colaborativo**
 - Integración Lotus Quickr y Lotus Connections
 - Blogs, wikis, perfiles, foros, smartcards, etc
 - Tagging, rating, voting, etc
- **Productividad. Participación en contenidos y aplicaciones**
 - Mashups, paleta de portlets, aplicaciones compuestas, Forms, dashboards
 - Galería de plantillas para autores de contenido Web
 - Asistente para creación de portales

Web 2.0 = Tecnología + Servicios + Participación

Ejemplo Web 2.0. Compartición de páginas

The screenshot displays a web application interface for ZetaBank. At the top, there is a navigation bar with links for 'My Work', 'Templates', 'Edit My Profile', 'Actions', 'Help', and 'Logout'. A user profile indicator shows 'I am available'. Below the navigation bar, the ZetaBank logo is on the left, and a secondary navigation bar contains 'Welcome', 'News', 'Positions', 'Financial Mashups', and '+ Add New Page'. A dropdown menu is open over the 'Financial Mashups' link, listing options: 'Add content', 'Change Appearance', 'Change Layout', 'Edit Pages', 'Share' (highlighted), and 'Publish a copy'. On the left side of the main content area, there is a sidebar titled 'Emerging Trends' with a list of categories: 'Market News' (highlighted), 'Newsletters', 'Research', 'Futures', 'Technology and Internet', 'Bonds', 'Personal Finance', 'Mutual Funds', 'Economics', and 'Commodities'. The main content area features an article titled 'Gold falls as dollar strengthens' with a sub-header and several paragraphs of placeholder text. The text includes phrases like 'Lorem ipsum dolor sit amet, consectetur adipiscing elit...' and 'Aenean a risus sed risus dictum dignissim...'.

Ejemplo Web 2.0. Compartición de páginas

The image shows a screenshot of a ZetaBank website with a 'Share Page' dialog box open. The dialog box is titled 'Share Page' and contains the following sections:

- Share:** Radio buttons for 'Share the entire page' (selected) and 'Share a subset of the page'. Under 'Share a subset of the page', there are checkboxes for 'Mobile Devices' and 'Latest News Articles'.
- Share with:** A text input field containing 'Samantha'. Below it are checkboxes for 'Make Public', 'Allow share recipients to reshare this page', and 'Enable collaboration tools' (checked).
- Comments:** A text area containing the text: 'Check out this new page and the corresponding news articles. I think this information can help us.'
- Expiration:** A checkbox for 'Set an expiration date for the shared content' and a date picker set to 'March 23, 2008'.

At the bottom of the dialog box are 'Share' and 'Cancel' buttons.

Ejemplo Web 2.0. Aplicaciones compuestas

The screenshot displays the ZetaBank web interface with a 'Financial News' mashup configuration dialog box open. The dialog is titled 'Financial News' and features a 'Receive (0)' and 'Send (1)' indicator. It is divided into three main sections:

- Portlet to send content:** A green header section containing a single portlet named 'Emerging Trends' with a right-pointing arrow icon.
- Select content to send:** A green header section containing a dropdown menu with the selected option 'trend type from table row'.
- Select a portlet to receive content:** A blue header section containing a dropdown menu with the selected option 'Financial News' and a right-pointing arrow icon.
- Select an action:** A blue header section containing a checked checkbox next to the text 'trend type'.

At the bottom of the dialog, there are two buttons: 'Show Graph' and 'Done'. A help icon (?) is also visible in the bottom left corner of the dialog.

Ejemplo Web 2.0. Formularios

Herramienta colaborativa de auto-servicio de formularios

The screenshot shows the Lotus Forms Composer web interface in a browser window. The address bar displays a URL: https://tools.ibm.com/secure/formdesigner/1/display?accessID=EgM4eGkL2_PQJUM_0080304_895603790_1. The page title is "Lotus Forms - Composer". On the left, there is a "Events" sidebar with a list of form elements: Page Header, Section, Entry Box, Submit Form Button, Dropdown List, Choices, Date Selector, Web Link, Text, and Attachments - Button. The main content area features a yellow banner with the text "Show Us Your Forms" and "Lotus Forms IBM Lotus Forms - Calling all cool forms!". Below the banner, there is an "Instructions" section with text from IBM Lotus inviting form submissions. At the bottom, there is an "About you" section with input fields for Name, Organization Name, and Phone Number.



The image displays three overlapping screenshots of web forms created using Lotus Forms. The top screenshot is a "Household Census Survey" form from the Federal Government Statistical Agency, featuring a sidebar with sections like "Survey Questions" and "Filter Contact Info", and a main form area with fields for "Today's Date" and "Name of Filler". The middle screenshot is a "renovations mobile device survey" form with a green header and a "Welcome" message, followed by a "Contact Information" section with fields for "First Name", "Last Name", "Email", and "Website Email". The bottom screenshot is an "Application for Employment" form for Zeta, with a sidebar for "Job Role" and "Job Type", and a main form area with fields for "Position", "First Title", "Reference Number", and "General Information".

Ejemplo Web 2.0. Mashups

The screenshot shows the InfoSphere MashupHub interface. At the top, there is a navigation bar with the title "InfoSphere MashupHub", a search bar, a "Scope" dropdown menu set to "All", and links for "Settings", "Logout", and "Help". The IBM logo is in the top right corner. Below the navigation bar, there is a "Home" tab. The main content area is divided into four sections:

- Catalog**: "Work with feeds, widgets, and pages in the catalog". It includes a magnifying glass icon and a list of links: List Feeds, List Widgets, List Pages, List Everything, and My Favorites.
- Create**: "Create feeds and feed mashups, add widgets and pages to the catalog". It includes a gear icon and a list of links: New Feed, New Feed Mashup, Upload Widget, and Upload Page.
- Community**: "Use the recommendations from other users to find what you need". It includes an icon of two people and a list of links: Recent Changes, Highest Rated, Most Viewed, Most Discussed, and Tags and Categories.
- Getting Started**: "View the tutorials and examples". It includes an icon of a person at a presentation and a list of links: Examples and Tutorials.

Ejemplo Web 2.0. Mashups

InfoSphere MashupHub

Search Scope

Settings | Logout | Help

Home **Feeds**

Title	Tags	Updated	Rating	Author
Aggregate Policies Mashup	aggregate functions, transform operator, example mashup	11/25/08 11:34 PM	★★★★★	Imadmin
CD Warehouse	cd, information, xml	11/25/08 11:34 PM	★★★★★	Imadmin
CD Warehouse Mashup	group operator, xml, example mashup	11/25/08 11:34 PM	★★★★★	Imadmin
CSV Sample 1	csv, sample	11/25/08 11:34 PM	★★★★★	Imadmin
Contacts		1/14/09 9:52 PM	★★★★★	Imadmin
Country GMT Service	country, gmt, time, timezone	11/25/08 11:34 PM	★★★★★	Imadmin
Country List Service	country, list	11/25/08 11:34 PM	★★★★★	Imadmin
Customers		11/27/08 10:37 AM	★★★★★	Imadmin
Disease Outbreak Mashup	transform operator, merge operator, georss, tutorial	11/25/08 11:34 PM	★★★★★	Imadmin
Expiring Policies Mashup	variables, transform operator, functions, example mashup	11/25/08 11:34 PM	★★★★★	Imadmin
GPA Query	access, gpa, statistics	11/25/08 11:34 PM	★★★★★	Imadmin
IBM Emerging Tech Blog	emerging, technology, blog	11/25/08 11:34 PM	★★★★★	Imadmin
Insurance Mashup	merge operator, example mashup, weather	11/25/08 11:34 PM	★★★★★	Imadmin
MyCo Customer list	excel, customer	11/25/08 11:34 PM	★★★★★	Imadmin
National Park Forecast Mashup	for each operator, weather, example mashup	11/25/08 11:34 PM	★★★★★	Imadmin
National Park XML	national park, zipcode, xml	11/25/08 11:34 PM	★★★★★	Imadmin
New alphaWorks Technologies	alphaworks, emerging, technology	11/25/08 11:34 PM	★★★★★	Imadmin

Top Tags

[atom](#) [chemistry](#)
[country](#) [csv](#) [emerging](#)
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[excel](#) [filter operator](#)
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Categories

- CRM
- Enterprise
- Finance
- General
- Human Resources
- IT
- Mobile
- Production

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Ejemplo Web 2.0. Mashups

Mashup

Customer Sat by FormsTurbo

Survey Results: Are you satisfied with your experience?

Online Experience	93.0%
Rates Competitive	88.6%
Statements Clear and Accurate	35.3%
Branch Access is convenient	1.1%

Sametime Call

Number to call:

Start Call **Cancel Call**

Row	A	B	C	D	E
1	CUSTOMER_ID	ACTIVITY	STATUS	PHONE	
2	Heather Reeds	Purchased Small Business Loan	Incomplete	203-574-8748	
3	Winford Borgella	Blogged in My Community	Complete	585-732-1194	
4	Peter Brown	Subscribed to News Feed	Incomplete	585-563-4991	
5	Grant Crown	Looked at Credit Forms	Incomplete	978-399-8405	
6	Paul Garnett	Viewed Tax Webcast	Complete	203-574-8720	
7	Janet Higgins	Signed up for Online Account	Incomplete	404-838-4284	
8					

Los Mashups pueden resolver la demanda de aplicaciones específicas



Ejemplo Web 2.0. Mashups y Portales

The screenshot displays an IBM Lotus Mashups portal with the following components:

- Navigation:** Home, Administration, Applications, Search Center, More... (top); Home, Welcome to OFN, My Views, Contact Us (secondary); Welcome, My Mashups, Help (tertiary).
- My Cards:** A list of credit cards including VISA (4123-3230-1234-5687), MasterCard (4123-3230-1453-9876), and American Express (4123-3230-5362-1234). Filters for "Last 30 days", "Last 2 moths", and "See a specific period" are available.
- Geographical View:** A map showing locations with a callout for "CASA CALVET RESTAURANT" at "CALLE CASP 48, 08010 BARCELONA".
- Your alerts:** Two warning messages: "Payments found outside your shopping area!" and "Payments above 300 €!".
- Transactions View:** A table listing merchant transactions.
- Web Site View:** A preview of the "BARCELONA" website, featuring a mosaic logo and navigation links.

Merchant	Merchant_Add
ALCAMPO HIPERMERCADO	RONDA DEL TAMARGUILLO
CARREFOUR ALMERIA	AVENIDA MEDITERRANEO 2
CASA CALVET RESTAURANT	CALLE CASP 48, 08010 BAR
PC CITY	PASEO DE LA FLORIDA 11, 2
4GATS RESTAURANT	CALLE MONTSIO 3, 08002 B









BARCELONA™
TAPAS BAR Y RESTAURANTE
The Authentic Taste of Spain in London
Casa Fundada l'any 1991

- HOME
- LOCATIONS - 13 Well Court, 481 Lordship La, 24 Lime Street, 15 St Botolph Str
- MENUS
- TAPAS CLUB
- EVENTS
- PRESS
- CONTACT US

Algunas novedades de Portal 6.1 y siguientes

➤ **Ephox EditLive for Lotus Web Content Management**

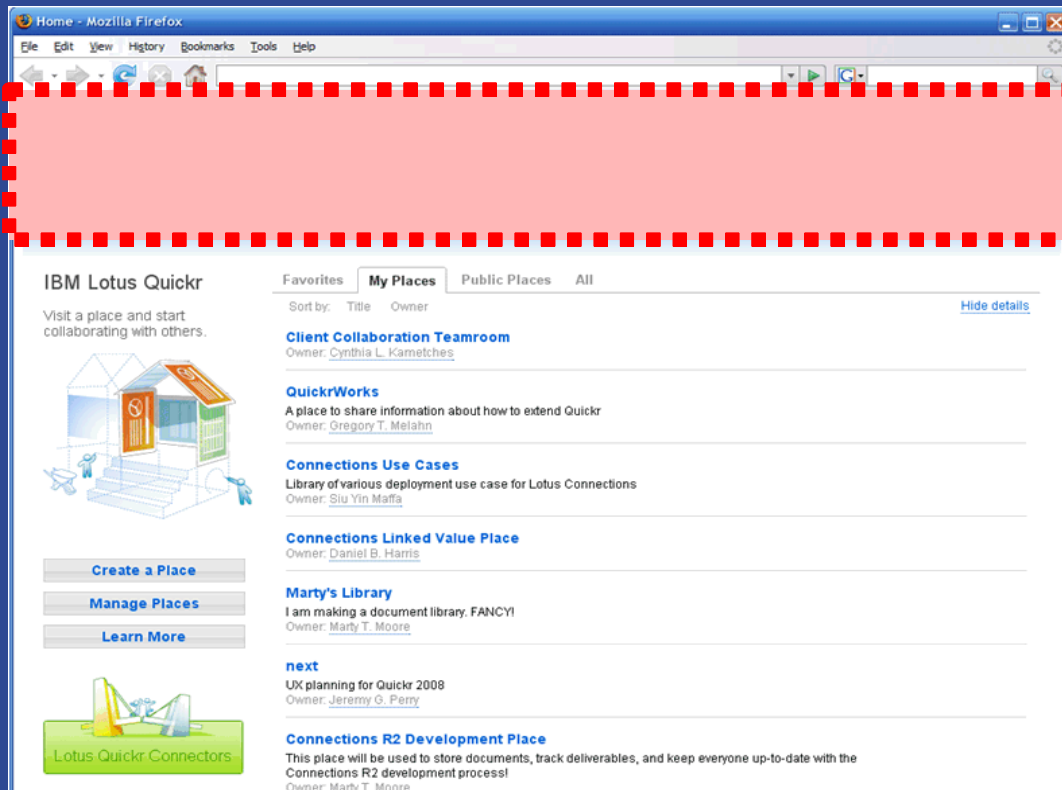
- Nuevo editor predeterminado en Portal/WCM
- Disponible OEM a partir del 27 de Marzo

Clean copy-and-paste from Word		✓
Word look and feel, menus, shortcuts		✓
Inline table editing, stable lists		✓
Customize and configure by Portal role		✓
Pop-out window (full-screen) mode		✓
Styles for all document elements		✓
100% XHTML content on all browsers		✓
Spell check as-you-type		✓

Más información funcional www.ephox.com/products/editliveforiwwcm/features

Algunas novedades de Portal 6.1 y siguientes

- **Web Application Integrator** (aka Inside-Out Portal)
 - La simplicidad de un iFrame sin limitaciones de navegabilidad
 - Un simple tag HTML para “inyectar” la navegación de tu portal en cualquier app Web

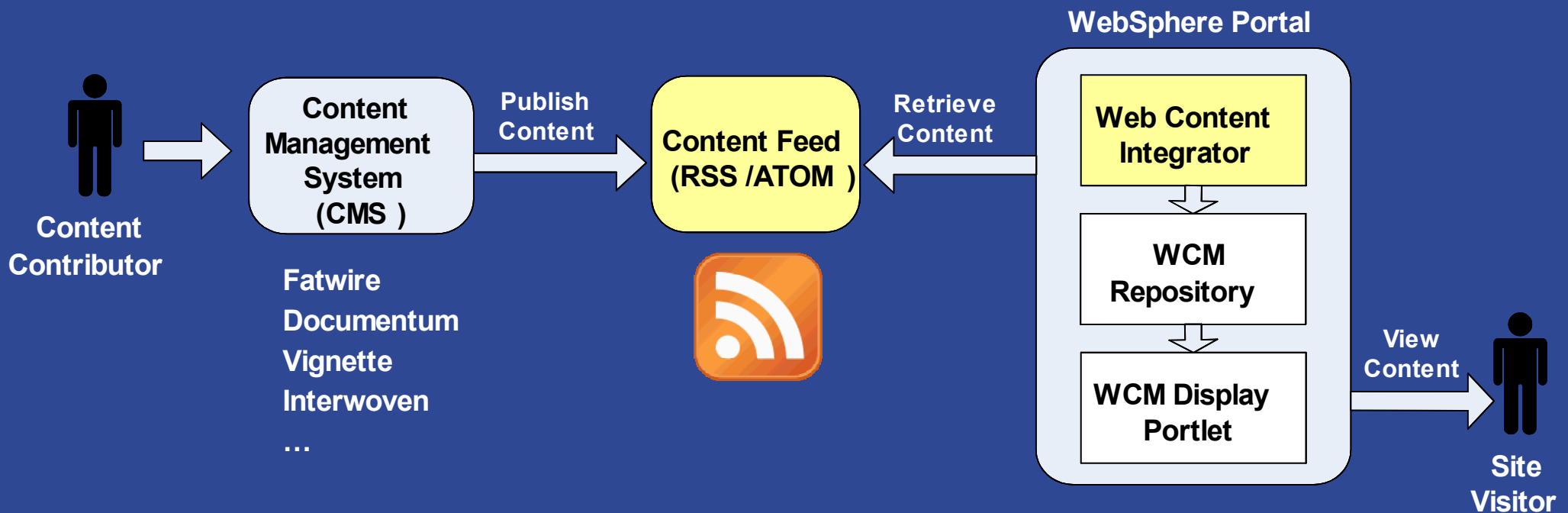


El Portal aporta su navegación a la app Web. Los enlaces, pestañas, botones, etc, se mantienen activos permitiendo la navegación entre el Portal y la app Web

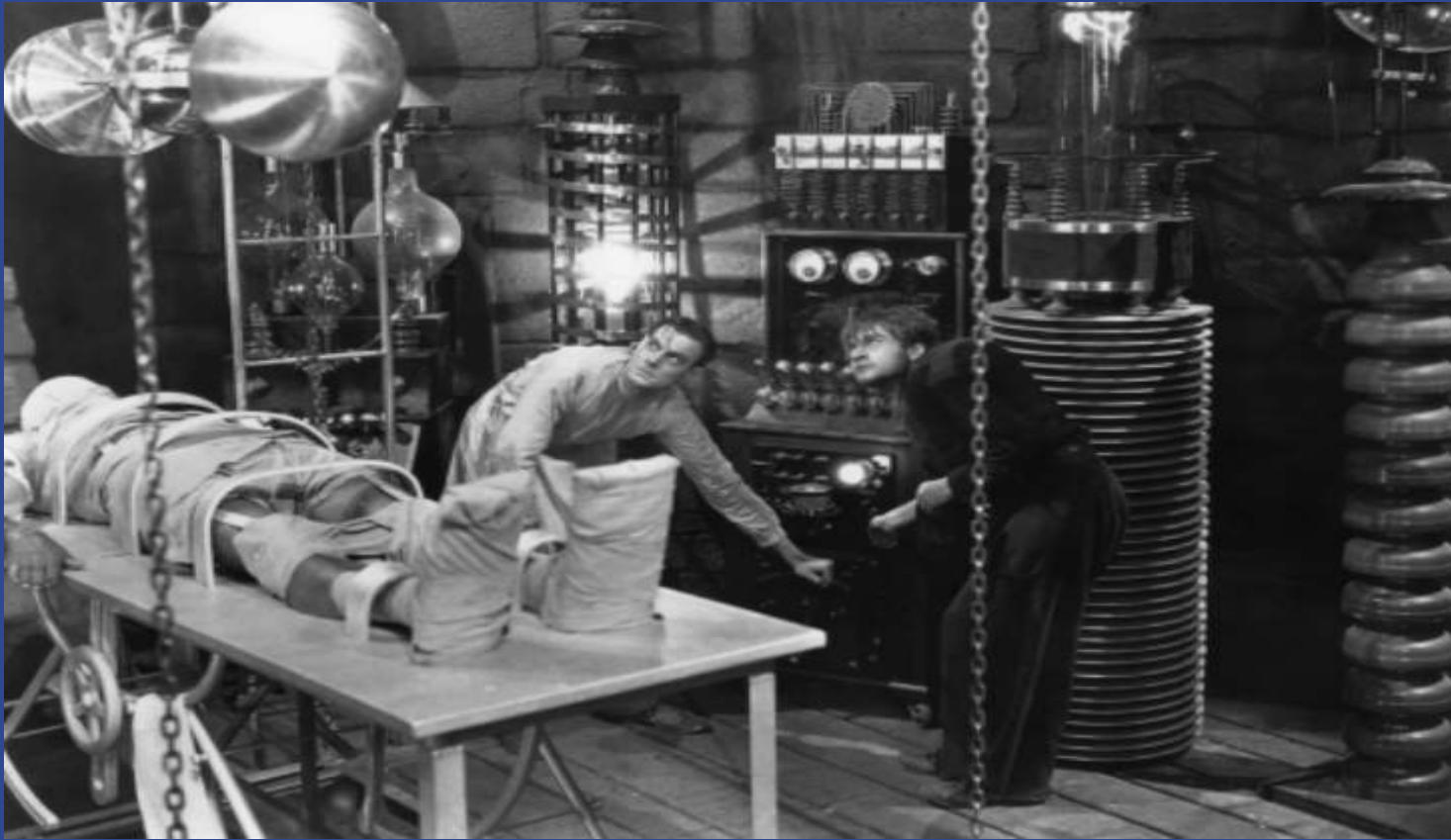
Algunas novedades de Portal 6.1 y siguientes

➤ Web Content Integrator

- Solución SWServices
- Integración/Migración/Coexistencia de entornos WCM/CMS



La integración no siempre sale según lo previsto



Caso de éxito



Caja España 

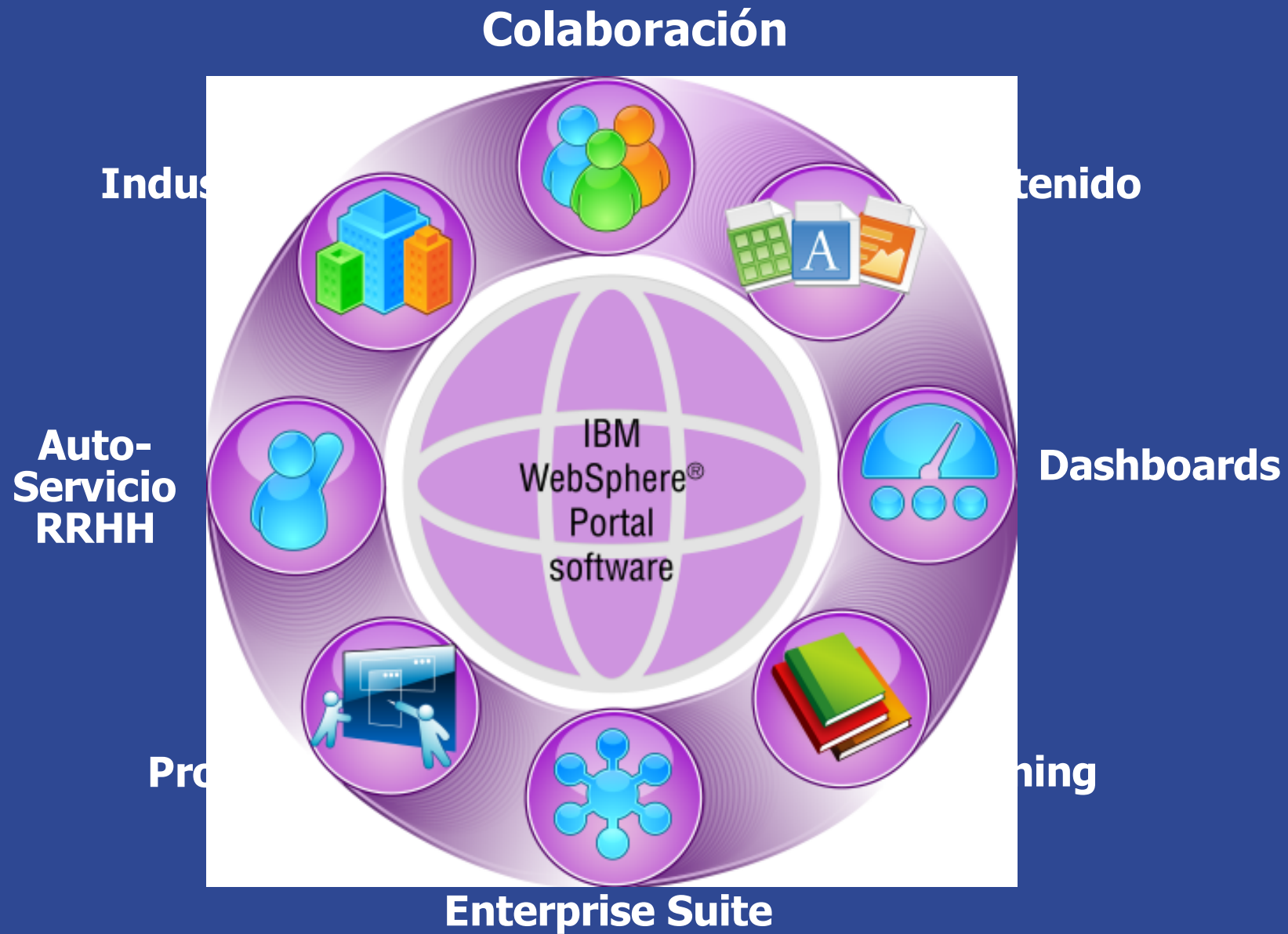
Programa de Transformación del escritorio de trabajo
Proyecto "PORTICO"

Planificación de acciones del entorno
tecnológico y funcional

27-feb-2009

The image shows the cover of a report. On the left side, there is a black and white photograph of a large, ornate building with a prominent spire. The text is arranged on the right side of the cover. At the top left is the 'Caja España' logo, which consists of the text 'Caja España' in a bold, dark red font followed by a stylized yellow bull icon. Below this, the text 'Programa de Transformación del escritorio de trabajo' is written in a smaller, dark font. The main title 'Proyecto "PORTICO"' is in a large, bold, dark red font and is underlined. Below the title, the subtitle 'Planificación de acciones del entorno tecnológico y funcional' is written in a smaller, dark font. A horizontal yellow line is positioned below the subtitle. At the bottom right, the date '27-feb-2009' is printed in a small, dark font.

¿Qué más necesitamos en nuestro Portal?



Ya, pero... seguro que es muy caro...

- ✓ Portal Server
- ✓ DB2, WAS, TDS, IHS
- ✓ Web Content Management
- ✓ Lotus Quickr (documentos, conectores)
- ✓ Lotus Sametime (presencia, chat)
- ✓ Ephox EditLive
- ✓ Portlet Factory
- ✓ Buscador

100 usuarios = 10.000 €

