Lotusphere®
2009
CREATED WITH LOTUS® SYMPHONY™

IBM WebSphere® Portal

Exceptional Web Experiences
Drive Better Business Outcomes

Lotusphere® 2009

Pam Chandor, Global Director
Portal and Mashups
February 2009

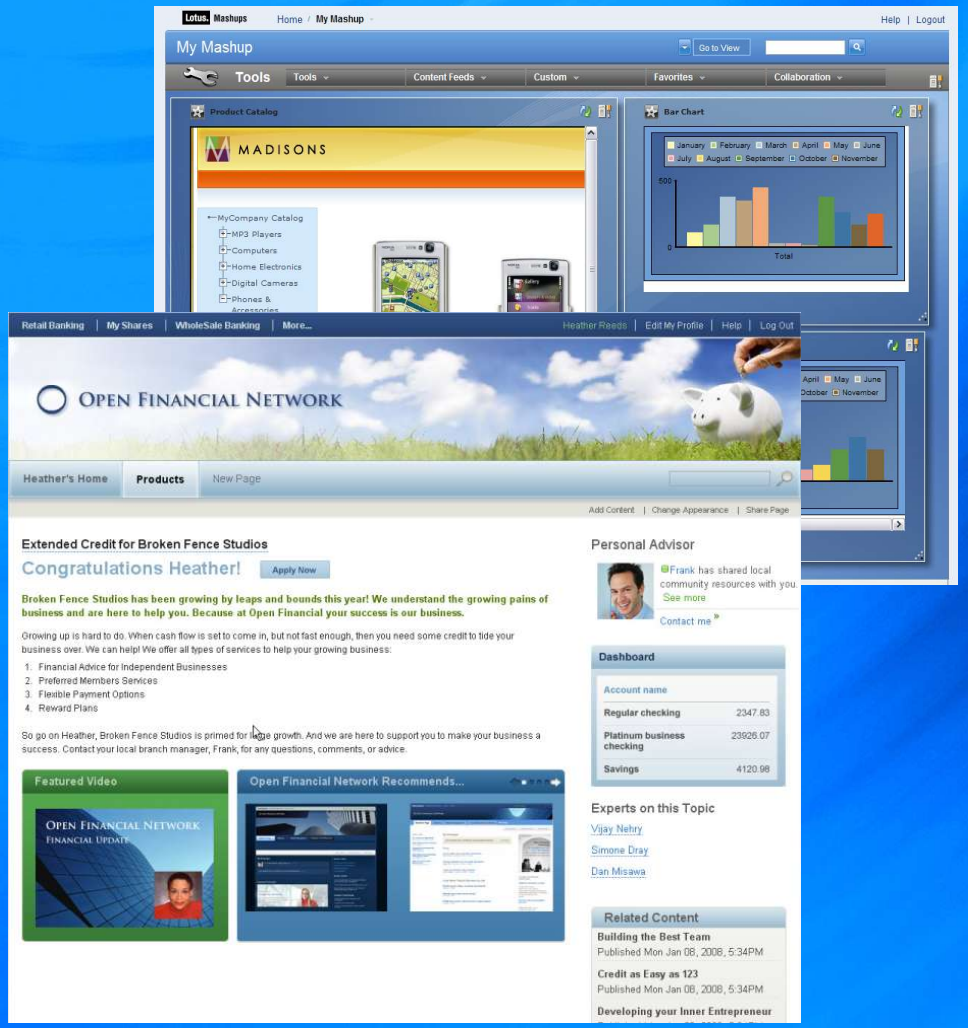
Portals & Mashups

Help Drive Better Business Outcomes

Exceptional Web Experiences

Excellence in Integration and Cost Savings

Empowering Business Users



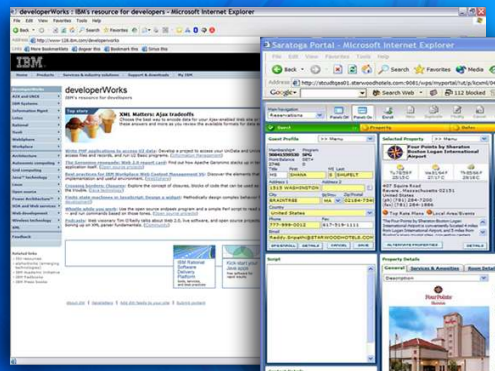
WebSphere®
Portal

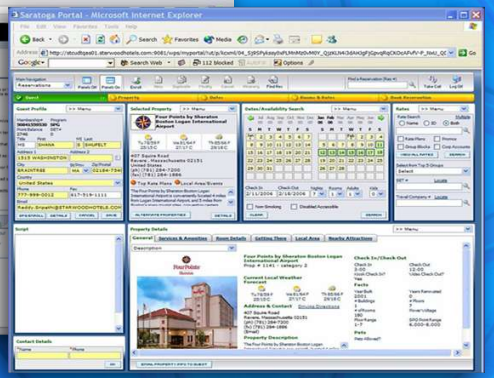
Exceptional Web Experiences

One Platform

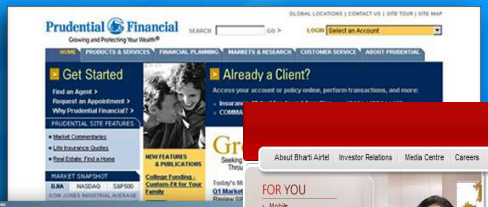
Many Different Business Needs

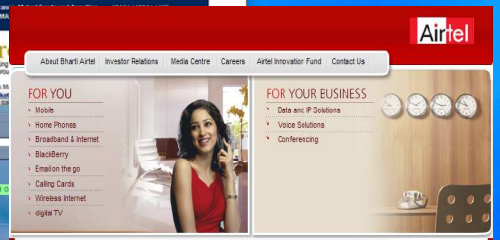
Partners

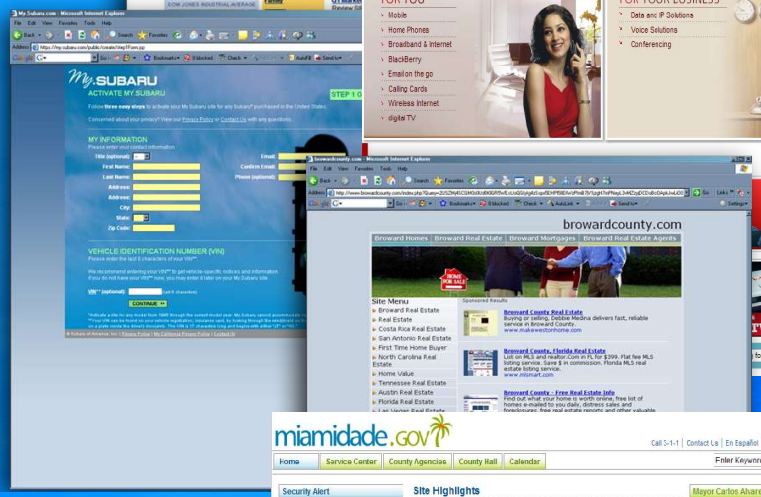




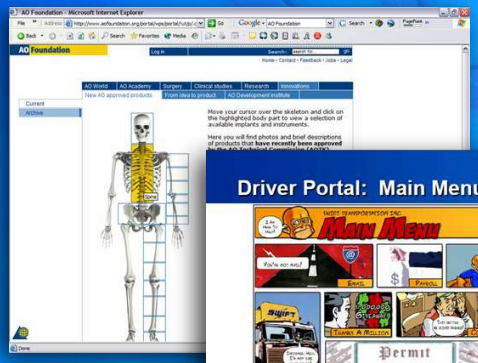
Customers

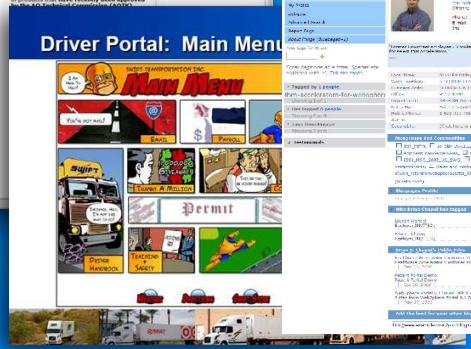






Employees





Exceptional Web Experiences

Vital For Organizations To Differentiate

attract

engage

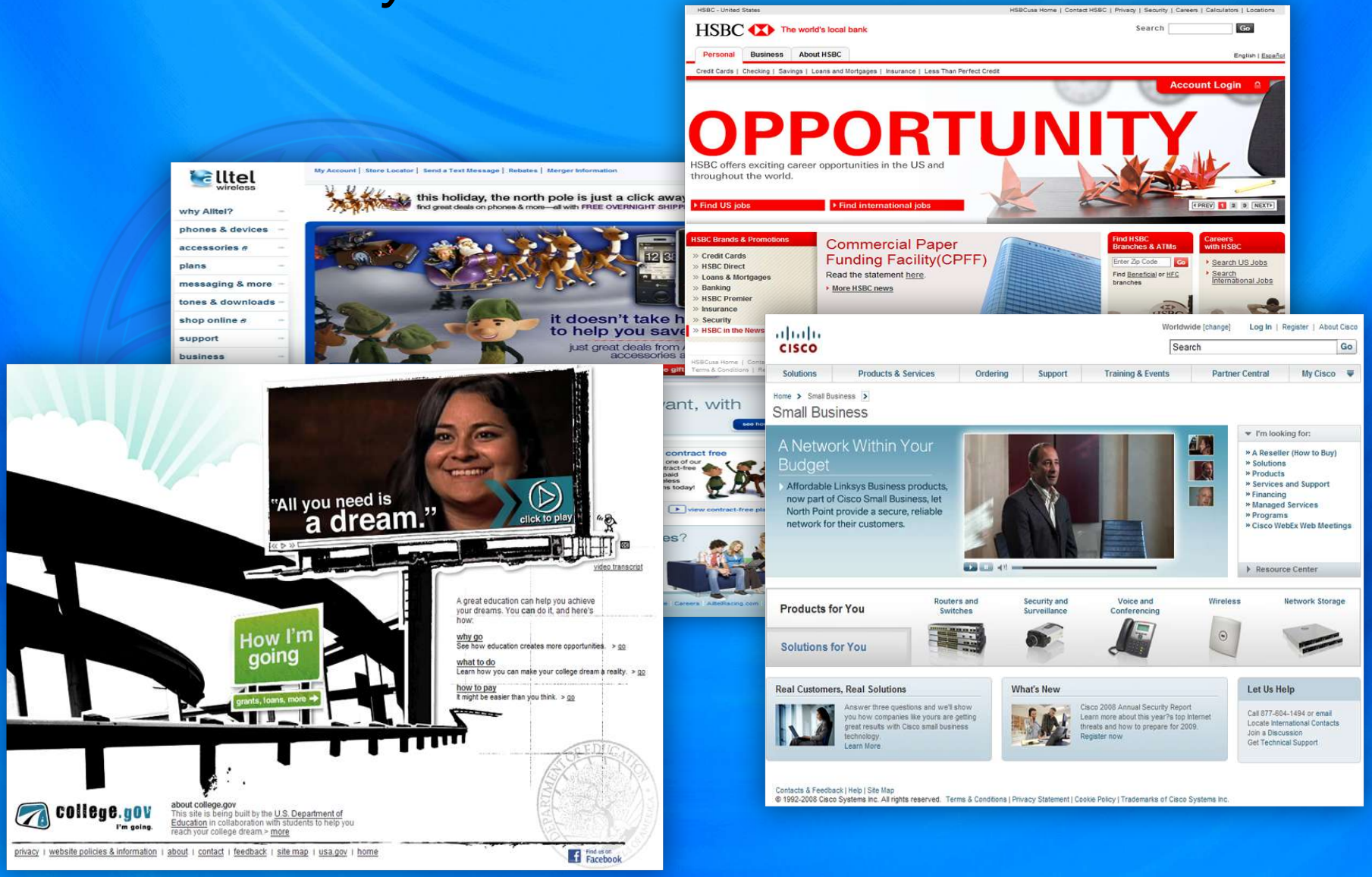
better
Business
Outcomes

retain

delight

Exceptional B2C Web Experiences

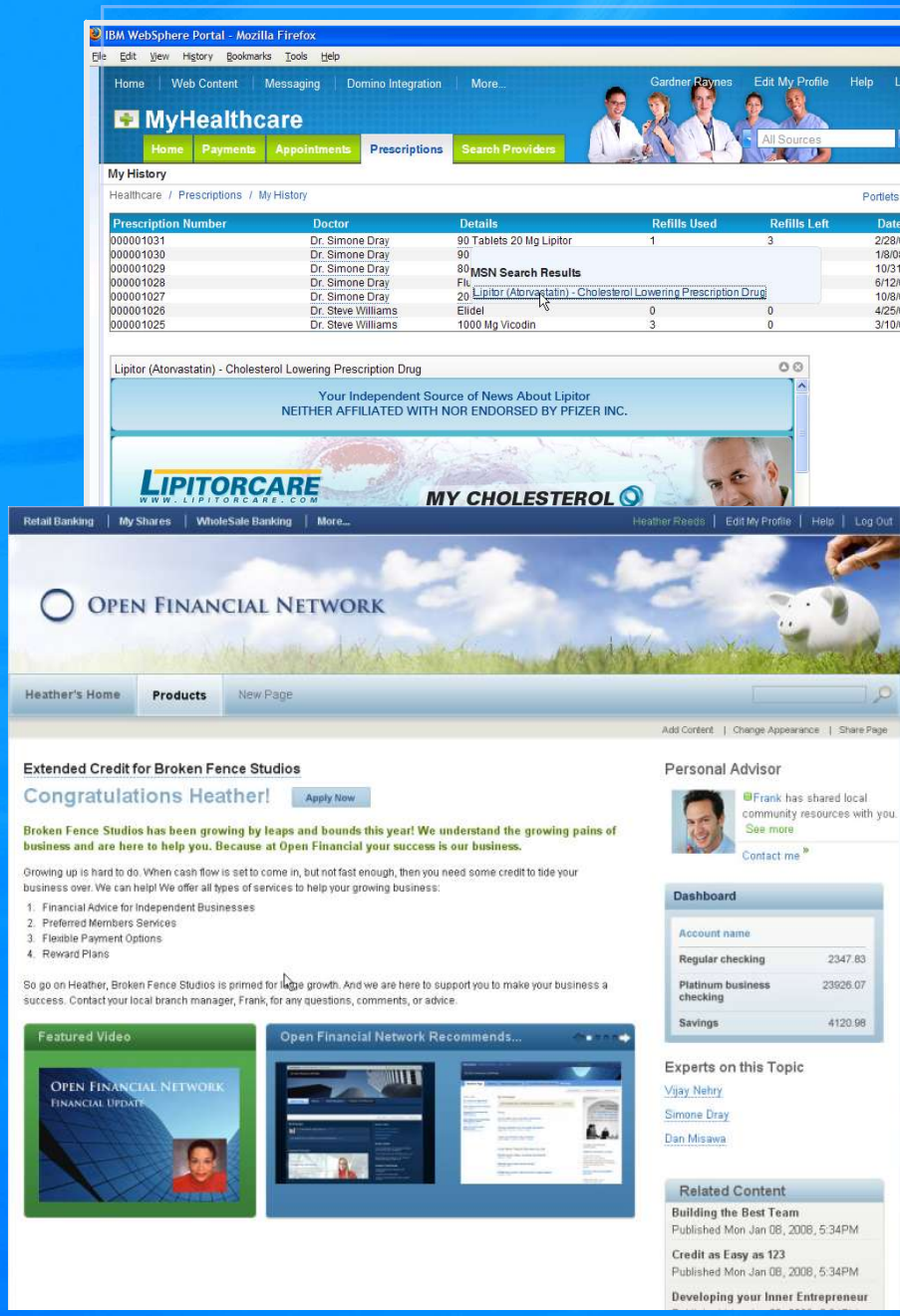
Renewed Priority



WebSphere Portal V6.1

Rich set of Web 2.0 Features

- **User Contribution** to portal sites through our Web Content Management
- **Situational Development** through Composite Application Templates and through Lotus Designer / Portlet Factory / Forms Designer
- **User Control** of their pages through drag & drop portlet pallete and Google Gadget catalog
- **Google Gadgets** and **iWidgets** – integrate thousands of additional applications
- **Application integration with AJAX and REST** support for core features - context menus, search menu, administration, drag and drop portlet palette
- **Live Text** – Give users one-click access to information that "pops" on the page

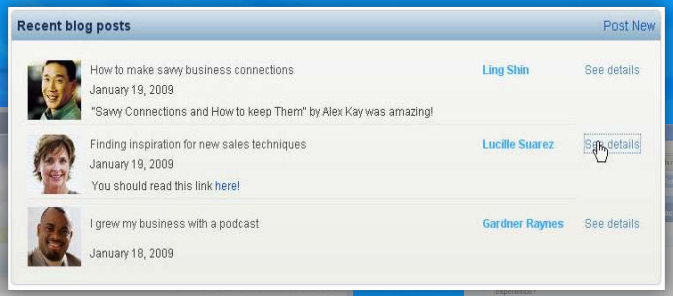


Elevate Web 2.0 Experiences

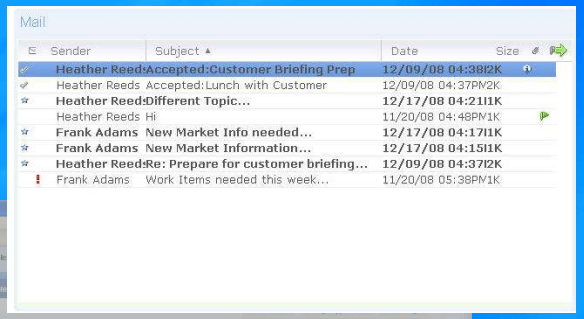
Web 2.0 + Collaboration + Social Tools

Instant Messaging

Blogs

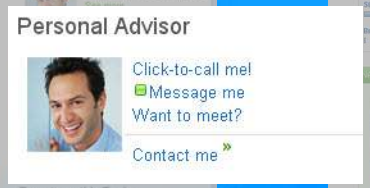


Mail



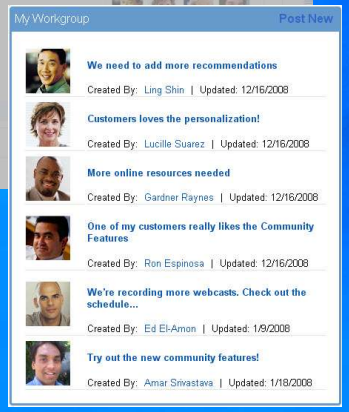
Education

Peers



Experts

Communities



Video

Personalized Content

Customers Are Everywhere

Deliver Exceptional Web Experiences Anywhere

Laptop

Kiosk

Telephone

Television

Automobile

Airplane

Integration Excellence

Seamlessly Combine Internal & External Applications/Services

Apps

Content

Cloud

Collaboration

Consumer

Role Based

Personalized

Contextual

Secure

Self Service

Dynamic

Combined with Web 2.0 & social capabilities, employee intranets & partner extranets help drive better business outcomes

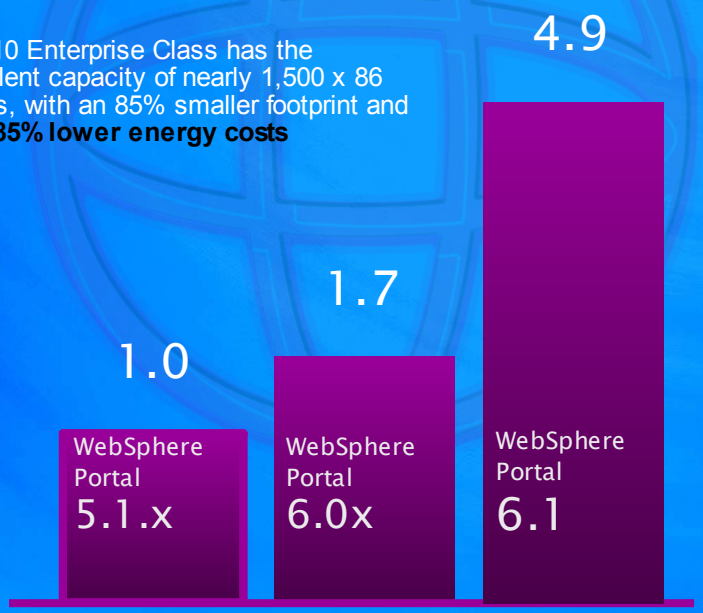
WebSphere Portal 6.1

Cost & Performance Improvements

WebSphere Portal zSeries Performance Improvement almost 3X!

RELATIVE THROUGHPUT

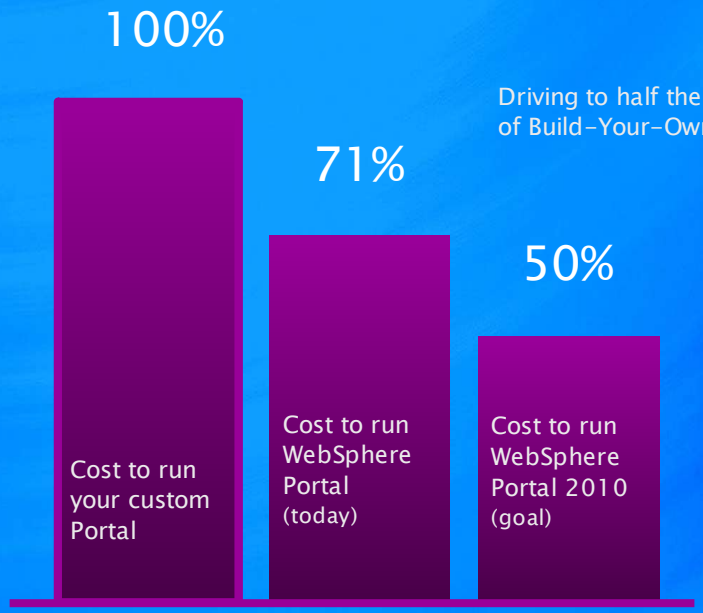
The z10 Enterprise Class has the equivalent capacity of nearly 1,500 x 86 servers, with an 85% smaller footprint and up to **85% lower energy costs**



30% Lower TCO

BUILD VS. BUY

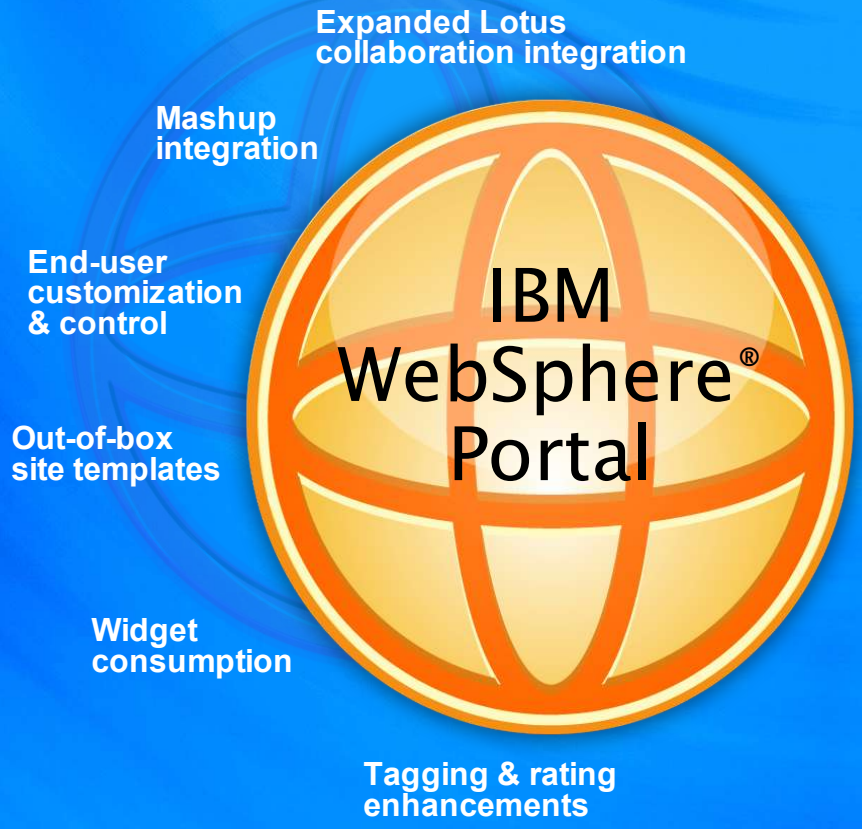
Comparison of 5 year Total Cost of Ownership



Driving to half the cost of Build-Your-Own

WebSphere Portal – Coming Attractions

Further Optimizing Web Experiences



Web Analytics Partnerships

WebTrends®

CORE METRICS® Power Simplified

OMNITURE®

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

WebSphere Portal Server and Lotus Web Content Management on Amazon Web Services (AWS) ***Just Announced !!***

What is AWS?

- AWS is an infrastructure web services platform in the cloud, offering organizations a cost effective, dependable and flexible way to manage their infrastructure.
- 400,000+ Developers using AWS today – growing at 10,000 each month

What has IBM and AWS announced?

- IBM and AWS have teamed up to provide:
  - no-charge development Amazon Machine Instances (AMI). WebSphere Portal Server and Lotus Web Content Management Development AMI – **available NOW!!!!**
  - license portability for new and existing IBM customers to deploy existing IBM products and services on AWS

What does this mean for me?

- ***For customers:*** *a great way to run your portal proof of concept, development and test efforts minimizing setup time and infrastructure costs.*
- ***For partners:*** *Lower cost for development, test and demo facilities. Ability to easily re-bundle applications and tap into 400,000+ development community*

How do I get Started? : http://www.ibm.com/developerworks/downloads/ls/wps-wcmse/ec2.html

WebSphere Portal Server and Lotus Web Content Management on Amazon Web Services

*Early Experiences**

- Hi, I've just spent the weekend playing around with the new AMI. I'd like first to say ***"it rocks"*** for the simplicity of the setup and the very good quality of the overall process is the best "demo" of the value a customer can get using this kind of cloud infrastructure
- I headed up to http://aws.amazon.com/, signed up, give them my credit card details.... and started a new AMI based on the IBM WebSphere Portal + WCM offering. ***The process was straight forward and in about an hour my portal was ready.***

- At this point your server is ready, just issue the commands to start IHS (the http server) and WebSphere Portal and you're done. So far so good, ***it's impressive.***
- After playing with it (portal) for some hours I begun to work on some scenarios about how I could offer (in the future) EC2 based portal services to customers ... and ... ***believe me is going to be damn good for everybody.***

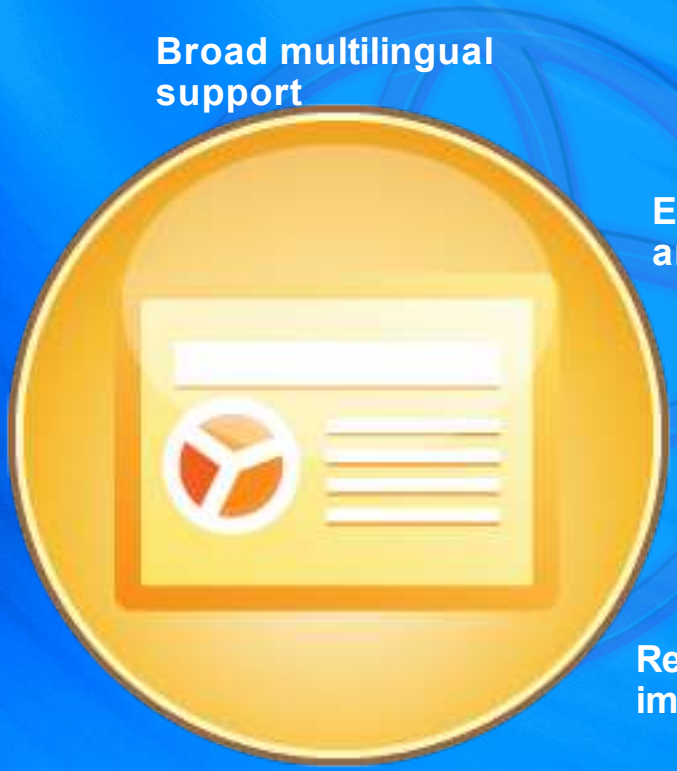
*http://www.vistalli.it/blog/vistalliblog.nsf/dx/the-portal-is-in-the-clouds-early-experience.htm?opendocument&comments

IBM Accelerators for WebSphere Portal

Helping to Speed Exceptional Web Experiences

IBM Content Accelerator - What's New

Business User Web Content Management



Broad multilingual support

Enhanced site creation and contextual search

Web content integration

Rendering performance improvement

Expanded document management content source connectors

New

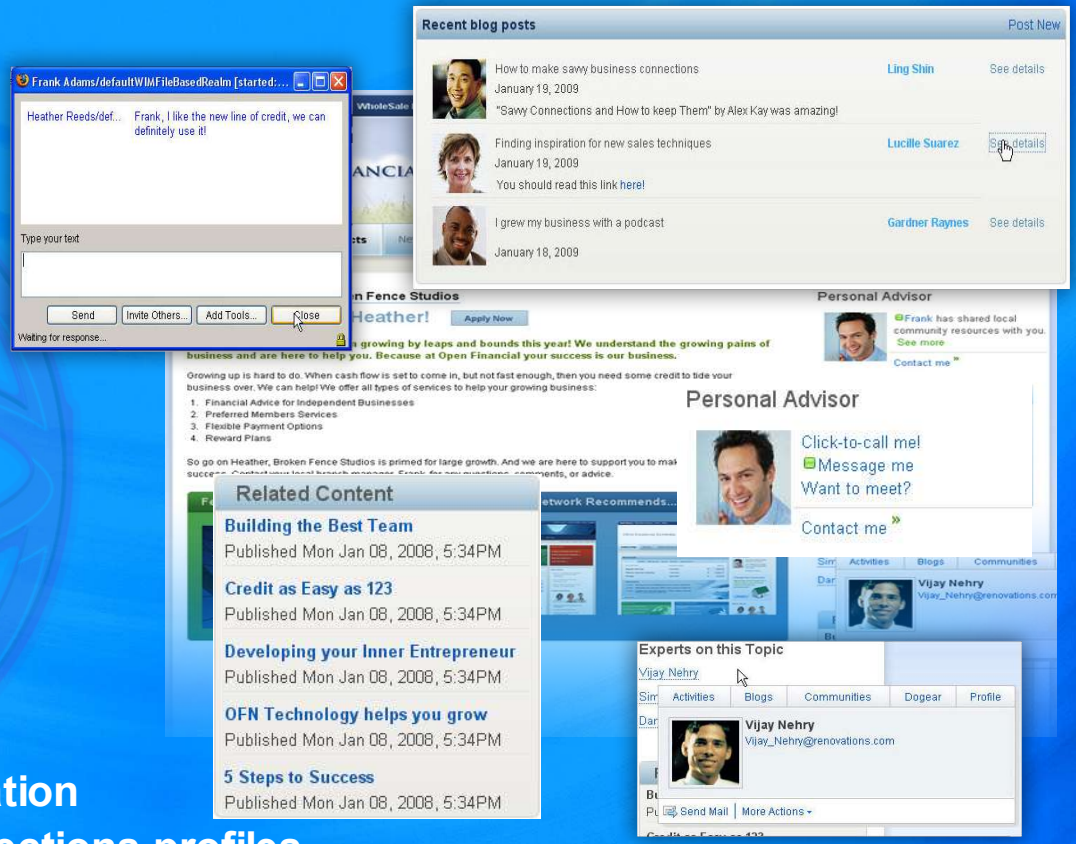
Rich Editor

Ephox®

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

IBM Collaboration Accelerator - What's New

Personalized Web 2.0 Collaboration & Social Networking

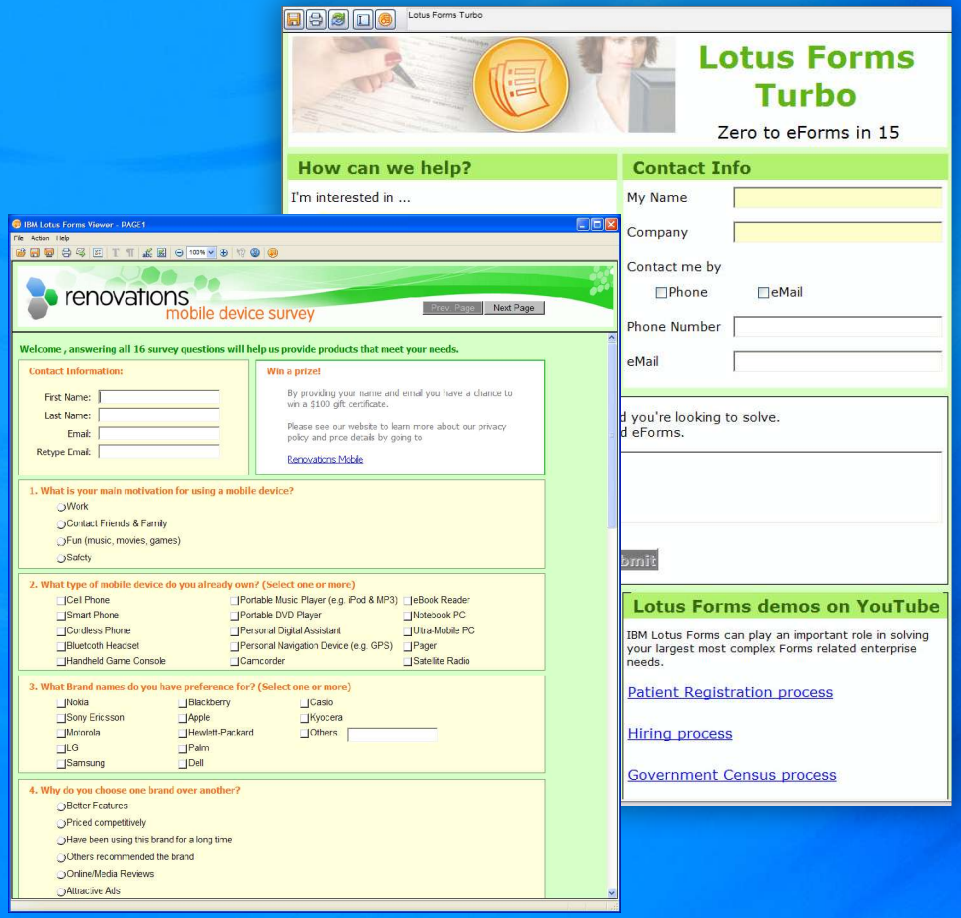


- Content tagging and rating
- Lotus Connections Profile integration
- Person search using Lotus Connections profiles
- Rich Lotus Quickr library integration
- Integrated search across WebSphere Portal, Lotus Connections, and Lotus Quickr
- Lotus Connections communities as Portal groups

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

IBM Business Process Accelerator - What's New

eForms & Workflow Process Automation



- **Rich sample forms catalog**
- **Advanced digital signatures**
- **New universal task list**
- **Mashups integration via iWidget**
- **Zero footprint Web 2.0 solution – Lotus Forms Turbo**

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

IBM Dashboard Accelerator - What's New

Real-time Dashboards for Better Insight

- **Business intelligence builders**
- **Mashups integration via iWidget**
- **Dashboards in Lotus Notes, Lotus Quickr & Lotus Sametime**
- **Enhanced 3D animated charting**
- **Enhanced SMS alerting**

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

IBM Mobile Portal Accelerator - What's New

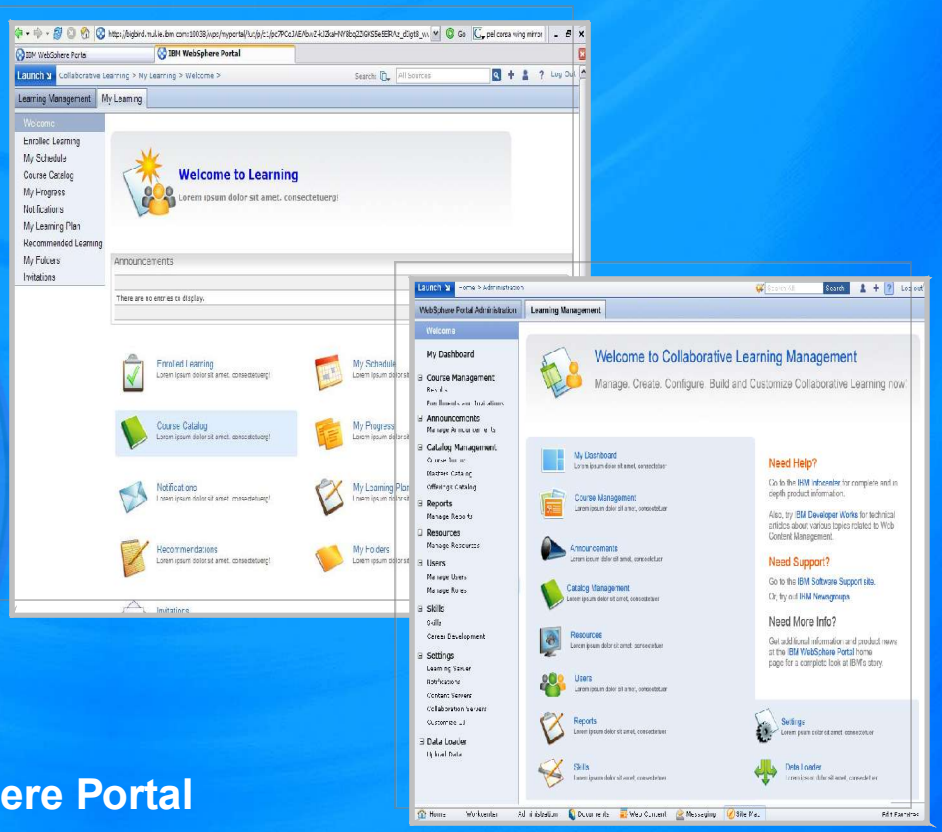
Extend Rich Web Experiences to Mobile Devices

- **Mobile portal toolkit**
- **Device-independent authoring**
- **Expanding device repository**
- **Jumpstart templates**
- **Lotus Web Content Management integration**

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

IBM Learning Accelerator

Personalized "Just-in-Time" Online Learning

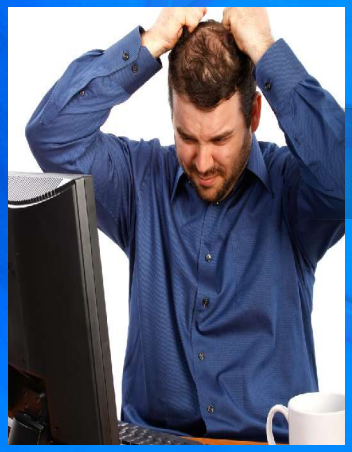


- Leverages industry leading WebSphere Portal
- Collaborative communities to support informal learning
- Prescriptive Learning
- Integrated Certification Management
- Competency Management

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

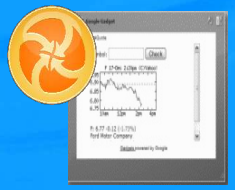
Empower Business Users…Free IT

IT Backlog



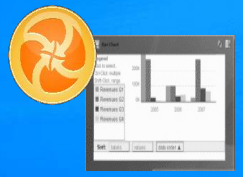
LOB Mashups User

Widgets



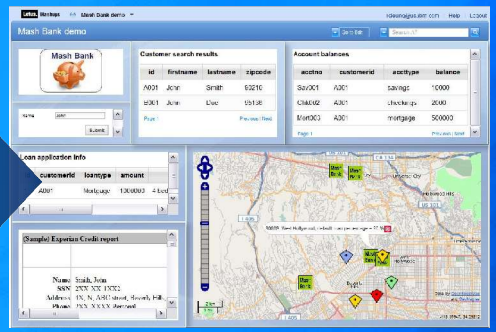
Trend Analysis

Custom News



Sales View

Mashup



Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

IBM Mashup Accelerator – What's New

Empowering Business Users to Create Web Applications

- WebSphere portal integration
- OpenAjax widgets
- Business ready widgets
- Enterprise security & feed control
- OpenAjax secure mashups
- Mobile & expanded platforms

Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way.

IBM Mashup Technology

What They're Saying…

var Business TECHINNOVATOR AWARDS 08

"The technology [IBM Mashup Center] will undoubtedly become a powerful tool in enterprises of all sizes... **plus, it's a lot of fun!"**

— *ChannelWeb*

"**Very powerful stuff**…"

— *Chief Engineer, Mitre*

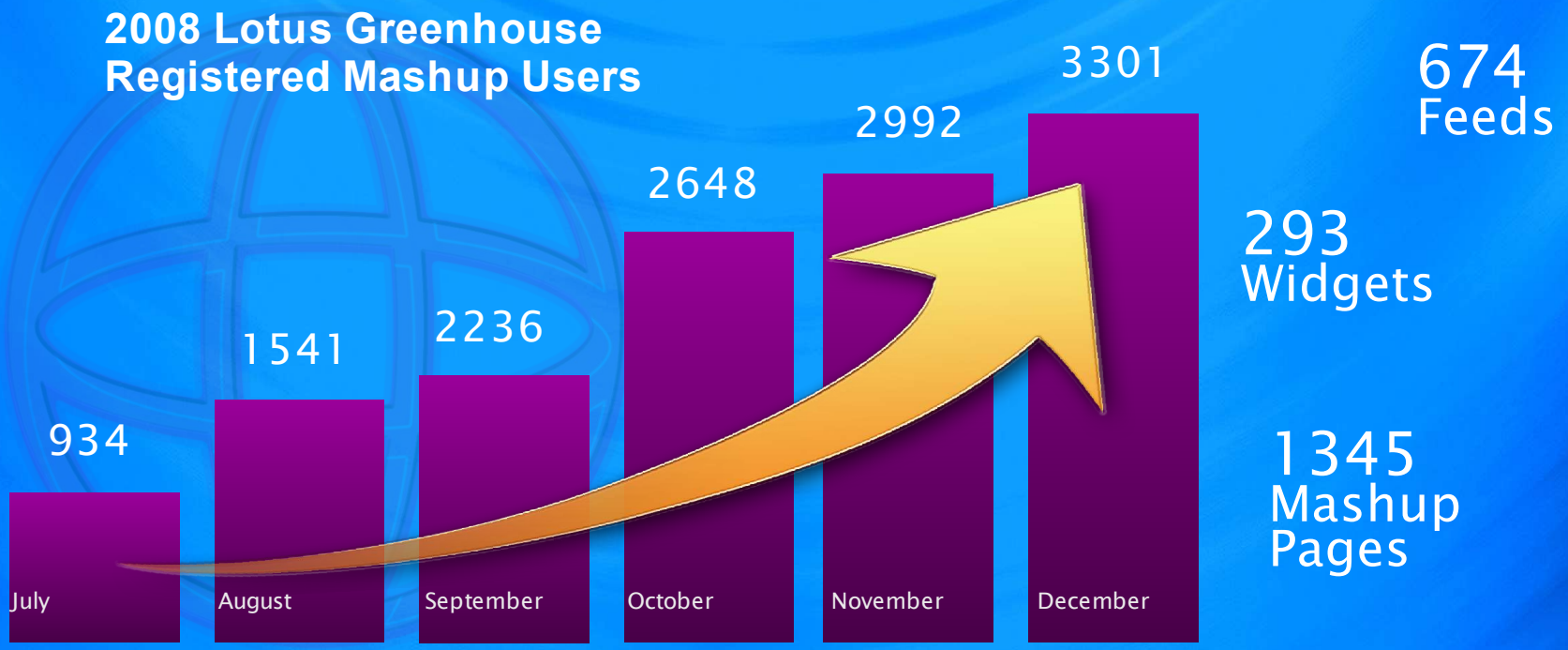
"IBM's Mashup Center is looking very impressive... **it's profound**."

— *Dion Hinchcliffe, Hinchcliffe & Co.*

IBM is one of the first large enterprise software vendors to make a strong play with mashup technology. Its mashup product strategy plays to its strengths in data management technology, SOA and development tools, and the work its done in its Lotus division to improve the user experience with richer and more intuitive client interfaces."

— *Kathleen Quirk, IDC*

Mashup Use Growing!



Why Not Try It Yourself?

https://greenhouse.lotus.com/home/product.jsp?p=mashups

Empowering Users – Beyond Mashups

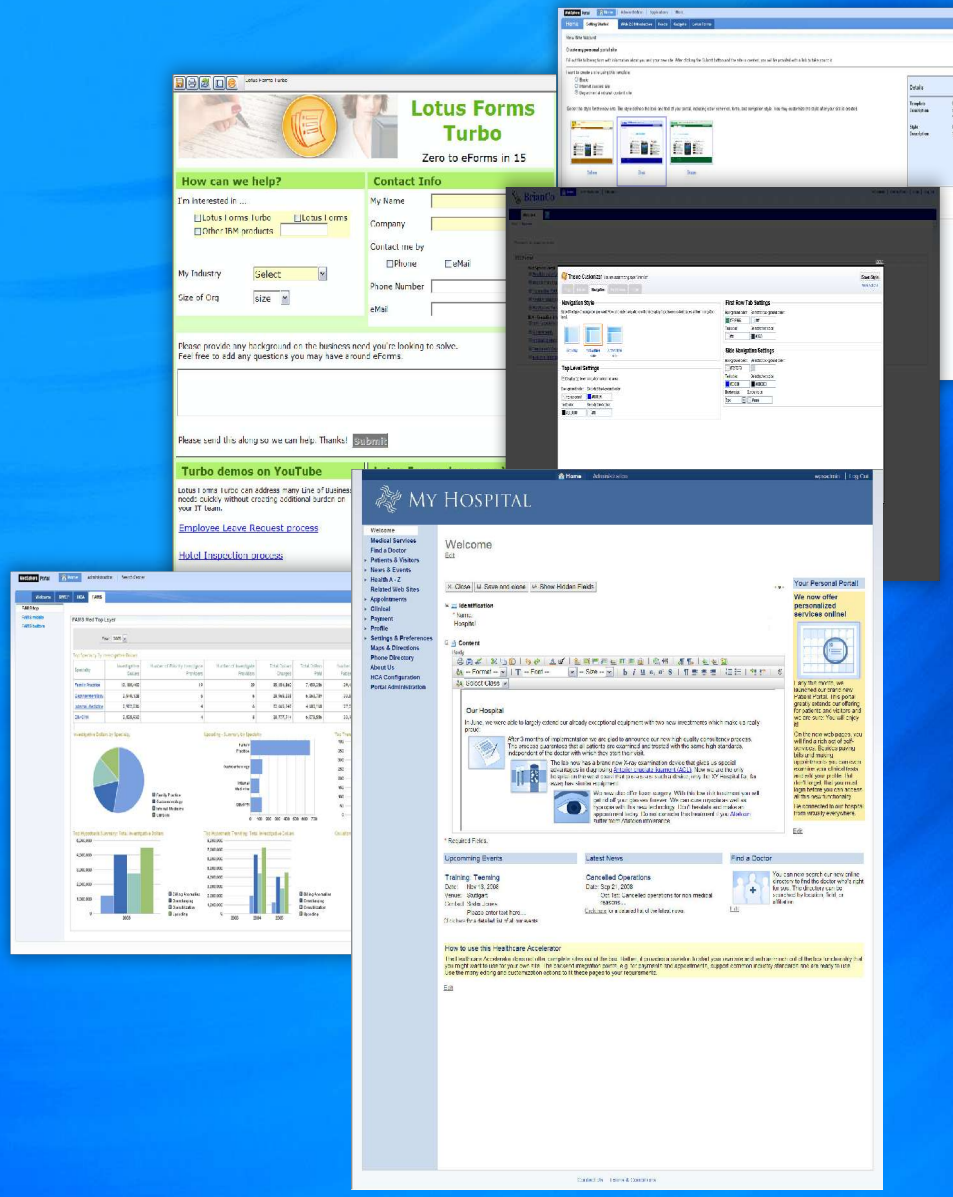
Lotus Forms Turbo

Portal Site Wizard

Customizable Dashboards

Portal Theme Customizer

Inline Web Content Editing



Multicultural support for India in Portal solutions.

Available :

- Hindi
- Marathi
- Tamil.
- Bengali
- Gujarati
- Kannada
- Punjabi
- Malayalam
- Telugu.

Later:

- Assamese
- Oriya
- Urdu
- Nepali, Konkani, ...

Means:

Complete applications with underlying software facilitating full interactive transactions such as banking.

Lotus Forms enables faster through-put of critical transaction-ready documents using world standards such as W3C.
Special applications in eGovernance.

How better:

Truly cross-platform.

Maximum fidelity to customs of local users (Calendars and other local conventions).

Minimum dependence on proprietary back-end interfaces.
e.g. Browsers, fonts, W3C specifications, etc.

IBM WebSphere Portal

1 Portal Market Presence

9 out of the top 10 global banks

4 out of the top 5 US health insurance companies

"According to IDC, IBM leads the EPS market for the sixth consecutive year in 2007."

— IDC: "Worldwide Enterprise Portal Software 2008–2012 Forecast Update and 2007 Vendor Shares: A New Landscape", Doc #213165 July 2008

Horizontal Portal Magic Quadrant, 2008* leader for 7 consecutive years!

8 out of the top 10 worldwide retailers

"Gartner, Inc. has ranked IBM as the worldwide market share leader in Portal software based on revenues from 2002 through 2007."

— Gartner Inc. "Market Share: Application Infrastructure and Middleware Software, Worldwide, 2007" by Fabrizio Biscotti, Terese Jones, Asheesh Raini and Joanne Correla June 4, 2008

30 hospitals, clinics and health delivery networks worldwide

Over 40 U.S. Federal Agencies

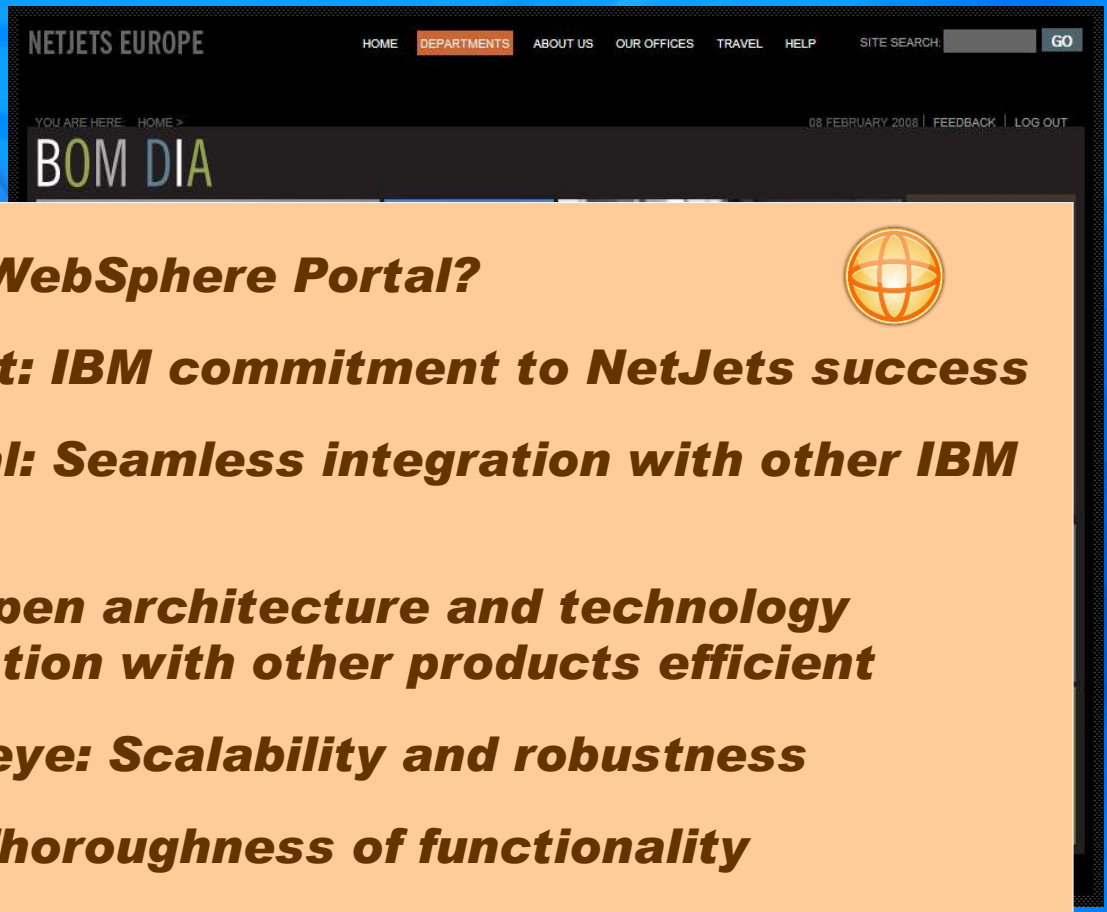
Every G8 Country

Magic Quadrant for Horizontal Portal Products, 2008
Gartner: September 12, 2008 by David Gootzit, Gene Phifer, Ray Valdes

NetJets: Crafting an Exceptional User Experience

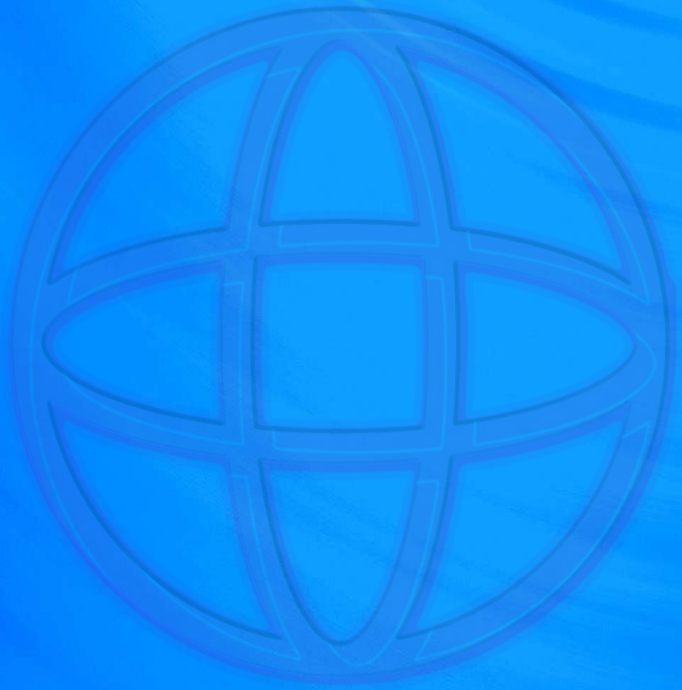
Fractional jet ownership: private plane ownership at a fraction of the cost

- **Solution Result:**
  - **Clean, common interface where all employees can quickly orient themselves**
  - **Personalized access to operational applications**



Why did NetJets choose WebSphere Portal?

- ***More than just support: IBM commitment to NetJets success***
- ***More than just a portal: Seamless integration with other IBM products***
- ***More than just IBM: Open architecture and technology features make integration with other products efficient***
- ***More than meets the eye: Scalability and robustness***
- ***More out of the box: Thoroughness of functionality***



Thank You!

Legal Disclaimer

© IBM Corporation 2008. All Rights Reserved.

The information contained in this publication is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this publication, it is provided AS IS without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this publication or any other materials. Nothing contained in this publication is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software.
References in this presentation to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in this presentation may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. Nothing contained in these materials is intended to, nor shall have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth or other results.

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

IBM, the IBM logo, Lotus, Lotus Notes, Notes, Domino, Quickr, Sametime, WebSphere, UC2, PartnerWorld and Lotusphere are trademarks of International Business Machines Corporation in the United States, other countries, or both. Unyte is a trademark of WebDialogs, Inc., in the United States, other countries, or both.
Adobe, the Adobe logo, PostScript, and the PostScript logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States, and/or other countries.
Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.
Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.
UNIX is a registered trademark of The Open Group in the United States and other countries.
Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.
Other company, product, or service names may be trademarks or service marks of others.