

# LotuspHERE<sup>®</sup> 2009



CREATED WITH LOTUS<sup>®</sup> 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**

The screenshot displays a Lotus Mashup interface. At the top, there's a navigation bar with 'Lotus Mashups', 'Home / My Mashup', and 'Help | Logout'. Below this is a 'My Mashup' header with a search bar and navigation tabs for 'Tools', 'Content Feeds', 'Custom', 'Favorites', and 'Collaboration'. The main content area is divided into several sections:

- Product Catalog:** A section for 'MADISONS' featuring a 'MyCompany Catalog' with categories like 'MP3 Players', 'Computers', 'Home Electronics', 'Digital Cameras', and 'Phones & Accessories'. It also shows images of mobile devices.
- Bar Chart:** A chart showing data for months from January to November. The Y-axis ranges from 0 to 500. The chart shows varying levels of activity across the months.
- Personalized Dashboard:** A section for 'Heather's Home' with a 'Products' tab. It features a congratulatory message: 'Extended Credit for Broken Fence Studios. Congratulations Heather!' with an 'Apply Now' button. Below this is a list of services: 'Financial Advice for Independent Businesses', 'Preferred Members Services', 'Flexible Payment Options', and 'Reward Plans'. A 'Personal Advisor' section shows a profile for Frank with a 'Contact me' button. A 'Dashboard' table shows account balances: 'Regular checking' (2347.83), 'Platinum business checking' (23926.07), and 'Savings' (4120.98).
- Featured Video:** A video player for 'OPEN FINANCIAL NETWORK FINANCIAL UPDATE'.
- Open Financial Network Recommends...** A section with two recommended content items.
- Experts on this Topic:** A list of experts: 'Vijay Nehru', 'Simone Dray', and 'Dan Misawa'.
- Related Content:** A list of related articles: 'Building the Best Team' (Published Mon Jan 08, 2008, 5:34PM), 'Credit as Easy as 123' (Published Mon Jan 08, 2008, 5:34PM), and 'Developing your Inner Entrepreneur'.

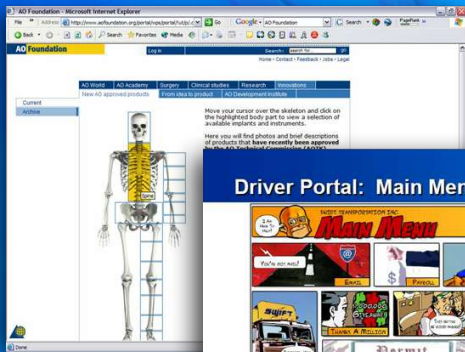
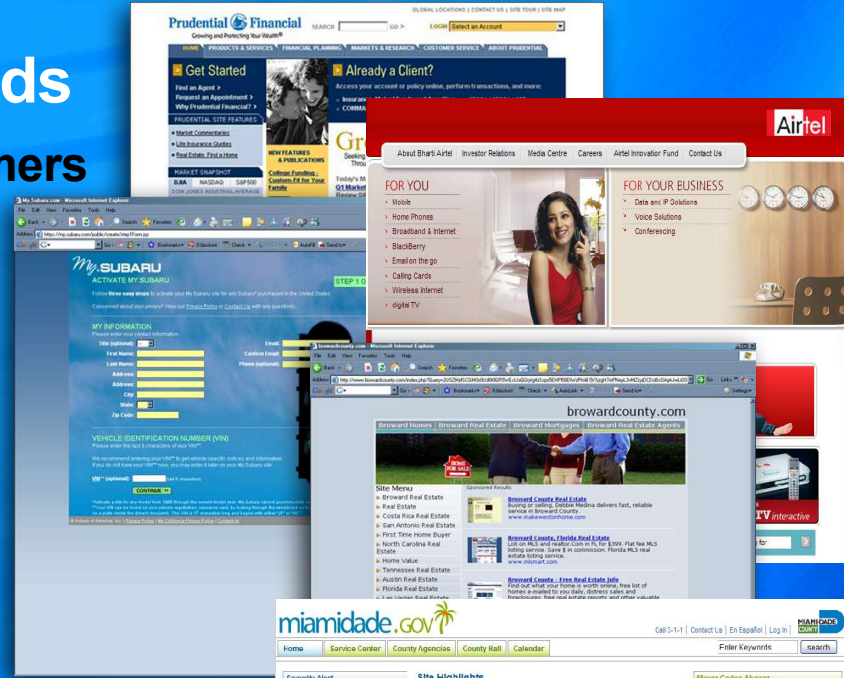
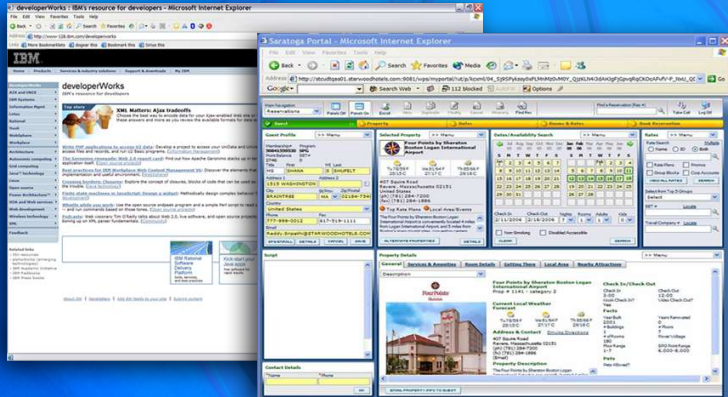
# Exceptional Web Experiences

One Platform

Many Different Business Needs

Partners

Customers



# Exceptional Web Experiences

*Vital For Organizations To Differentiate*

attract

engage

better  
Business  
Outcomes

retain

delight



# Exceptional B2C Web Experiences

## Renewed Priority



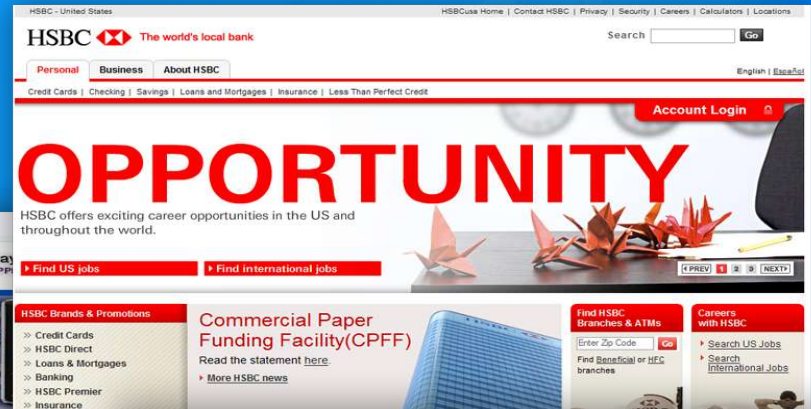
My Account | Store Locator | Send a Text Message | Rebates | Merger Information

why Alltel?

- phones & devices
- accessories #
- plans
- messaging & more
- tones & downloads
- shop online #
- support
- business

this holiday, the north pole is just a click away  
find great deals on phones & more—all with FREE OVERNIGHT SHIPPING!

it doesn't take long to help you save  
just great deals from accessories & more



HSBC - United States | HSBCUSA Home | Contact HSBC | Privacy | Security | Careers | Calculator | Locations

HSBC The world's local bank

Search  Go

Personal | Business | About HSBC

Credit Cards | Checking | Savings | Loans and Mortgages | Insurance | Less Than Perfect Credit

Account Login

# OPPORTUNITY

HSBC offers exciting career opportunities in the US and throughout the world.

Find US Jobs | Find International Jobs

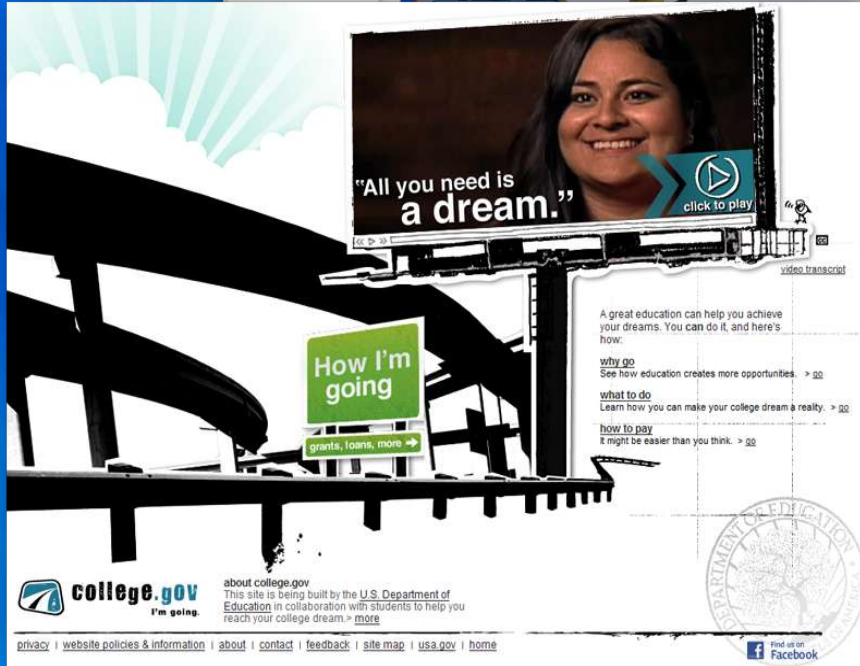
HSBC Brands & Promotions

- Credit Cards
- HSBC Direct
- Loans & Mortgages
- Banking
- HSBC Premier
- Insurance
- Security
- HSBC in the News

Commercial Paper Funding Facility(CPFF)  
Read the statement here.  
More HSBC news

Find HSBC Branches & ATMs  
Enter Zip Code Go  
Find Beneficial or HFC branches

Careers with HSBC  
Search US Jobs  
Search International Jobs



All you need is a dream.

click to play

How I'm going  
grants, loans, more

A great education can help you achieve your dreams. You can do it, and here's how.

why go  
See how education creates more opportunities. > go

what to do  
Learn how you can make your college dream a reality. > go

how to pay  
It might be easier than you think. > go

college.gov  
I'm going

about college.gov  
This site is being built by the U.S. Department of Education in collaboration with students to help you reach your college dream. > more

privacy | website policies & information | about | contact | feedback | site map | usa.gov | home

Find us on Facebook



Worldwide [change] | Log In | Register | About Cisco

Search  Go

Solutions | Products & Services | Ordering | Support | Training & Events | Partner Central | My Cisco

Home > Small Business >

## Small Business

A Network Within Your Budget

Affordable Linksys Business products, now part of Cisco Small Business, let North Point provide a secure, reliable network for their customers.

I'm looking for:

- A Reseller (How to Buy)
- Solutions
- Products
- Services and Support
- Financing
- Managed Services
- Programs
- Cisco WebEx Web Meetings

Resource Center

Products You

- Routers and Switches
- Security and Surveillance
- Voice and Conferencing
- Wireless
- Network Storage

Solutions for You

Real Customers, Real Solutions

Answer three questions and we'll show you how companies like yours are getting great results with Cisco small business technology. Learn More

What's New

Cisco 2008 Annual Security Report  
Learn more about this year's top Internet threats and how to prepare for 2009. Register now

Let Us Help

Call 877-804-1494 or email  
Locate International Contacts  
Join a Discussion  
Get Technical Support

Contacts & Feedback | Help | Site Map  
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# 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 palette 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

IBM WebSphere Portal - Mozilla Firefox

Home | Web Content | Messaging | Domino Integration | More...

**MyHealthcare**

Home | Payments | Appointments | Prescriptions | Search Providers

My History

Healthcare / Prescriptions / My History

Prescription Number	Doctor	Details	Refills Used	Refills Left	Date
000001031	Dr. Simone Dray	90 Tablets 20 Mg Liptor	1	3	2/28/08
000001030	Dr. Simone Dray	90			1/8/08
000001029	Dr. Simone Dray	80 <b>MSN Search Results</b>			10/31/07
000001028	Dr. Simone Dray	Fix			6/12/07
000001027	Dr. Simone Dray	20 <b>Liptor (Atorvastatin) - Cholesterol Lowering Prescription Drug</b>			10/8/07
000001026	Dr. Steve Williams	Elidel	0	0	4/25/07
000001025	Dr. Steve Williams	1000 Mg Vicodin	3	0	3/10/07

Liptor (Atorvastatin) - Cholesterol Lowering Prescription Drug

Your Independent Source of News About Liptor  
NEITHER AFFILIATED WITH NOR ENDORSED BY PFIZER INC.

**LIPITORCARE**  
WWW.LIPITORCARE.COM

**MY CHOLESTEROL**

Retail Banking | My Shares | Wholesale Banking | More...

Heather Reads | Edit My Profile | Help | Log Out

**OPEN FINANCIAL NETWORK**

Heather's Home | Products | New Page

Add Content | Change Appearance | Share Page

**Extended Credit for Broken Fence Studios**

**Congratulations Heather!** [Apply Now](#)

Broken Fence Studios has been growing by leaps and bounds this year! We understand the growing pains of business and are here to help you. Because at Open Financial your success is our business.

Growing up is hard to do. When cash flow is set to come in, but not fast enough, then you need some credit to tide your business over. We can help! We offer all types of services to help your growing business:

1. Financial Advice for Independent Businesses
2. Preferred Members Services
3. Flexible Payment Options
4. Reward Plans

So go on Heather, Broken Fence Studios is primed for huge growth. And we are here to support you to make your business a success. Contact your local branch manager, Frank, for any questions, comments, or advice.

**Personal Advisor**

Frank has shared local community resources with you. [See more](#)

[Contact me](#)

**Dashboard**

Account name	Balance
Regular checking	2347.83
Platinum business checking	23626.07
Savings	4120.98

**Experts on this Topic**

[Vijay Nehry](#)

[Simone Dray](#)

[Dan Misawa](#)

**Related Content**

**Building the Best Team**  
Published Mon Jan 08, 2008, 5:34PM

**Credit as Easy as 123**  
Published Mon Jan 08, 2008, 5:34PM

**Developing your Inner Entrepreneur**

# Elevate Web 2.0 Experiences

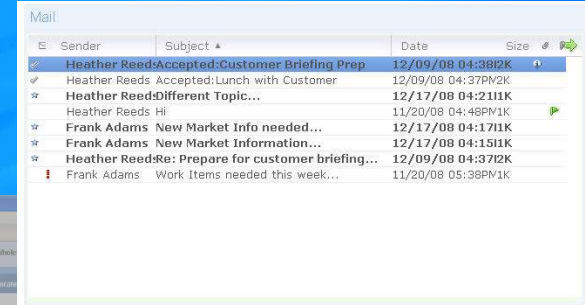
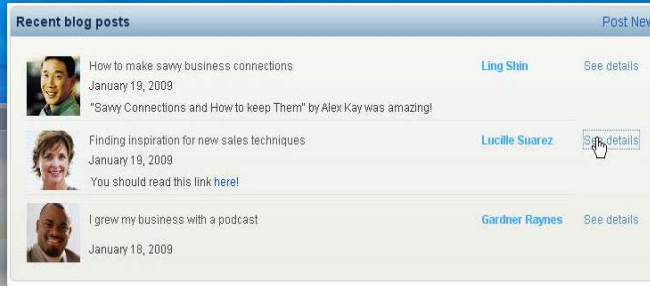
## Web 2.0 + Collaboration + Social Tools

Mail

Instant Messaging



Blogs



**New Business Workshop**

03 Feb 2008, Noon-5pm  
Town Hall Commons

Get in contact with and find valuable business resources.

[More Info](#)

Education

**Personal Advisor**

Click-to-call me  
Message me  
Want to meet?  
Contact me

Peers

**Experts on this Topic**

Vijay Nehry  
Vijay\_Nehry@renovations.com

Send Mail More Actions

Experts

**Related Content**

- Building the Best Team**  
Published Mon Jan 08, 2008, 5:34PM
- Credit as Easy as 123**  
Published Mon Jan 08, 2008, 5:34PM
- Developing your Inner Entrepreneur**  
Published Mon Jan 08, 2008, 5:34PM
- OFN Technology helps you grow**  
Published Mon Jan 08, 2008, 5:34PM
- 5 Steps to Success**  
Published Mon Jan 08, 2008, 5:34PM

Personalized Content

**My Workgroup** Post New

- We need to add more recommendations**  
Created By: Ling Shih | Updated: 12/16/2008
- Customers loves the personalization!**  
Created By: Lucille Suarez | Updated: 12/16/2008
- More online resources needed**  
Created By: Gardner Raynes | Updated: 12/16/2008
- One of my customers really likes the Community Features**  
Created By: Ron Espinosa | Updated: 12/16/2008
- We're recording more webcasts. Check out the schedule...**  
Created By: Ed El-Amon | Updated: 1/9/2008
- Try out the new community features!**  
Created By: Amar Srivastava | Updated: 1/18/2008

Communities

**Featured Video**

OPEN FINANCIAL NETWORK  
FINANCIAL UPDATE

Video

**Open Financial Network Recommends...**

**Open Financial Network Recommends...**

**Congratulations Heather!**

Apply Now

Heather and brands this year! We understand the growing pains of an Open Financial your success is our business.

For large growth. And we are here to support you to make your business a success, for any questions, comments, or advice.



# 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  
Business  
Self Service  
Dynamic



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

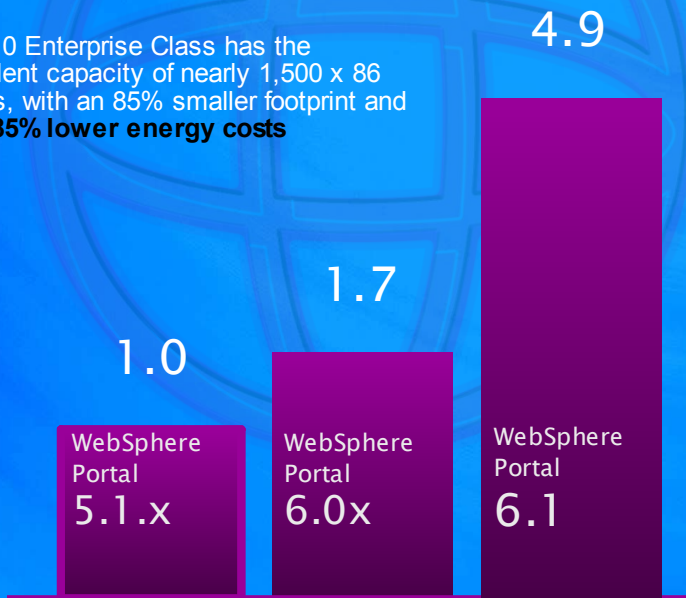
# WebSphere Portal 6.1

## Cost & Performance Improvements

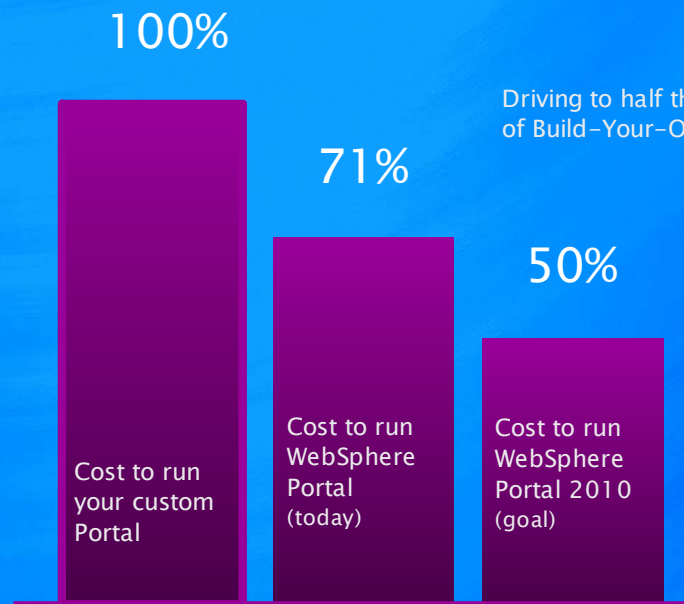
WebSphere Portal zSeries  
Performance Improvement almost  
3X!

### 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**

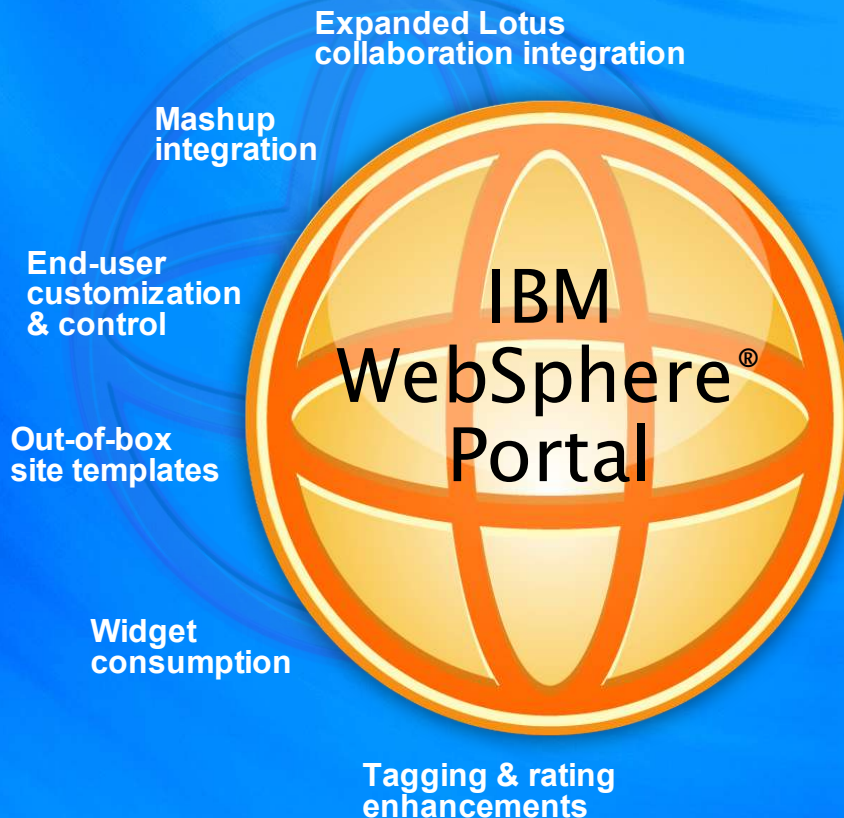


30% Lower TCO  
**BUILD VS. BUY**  
Comparison of 5 year Total Cost of Ownership



# WebSphere Portal – Coming Attractions

*Further Optimizing Web Experiences*



## Web Analytics Partnerships



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# 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\*

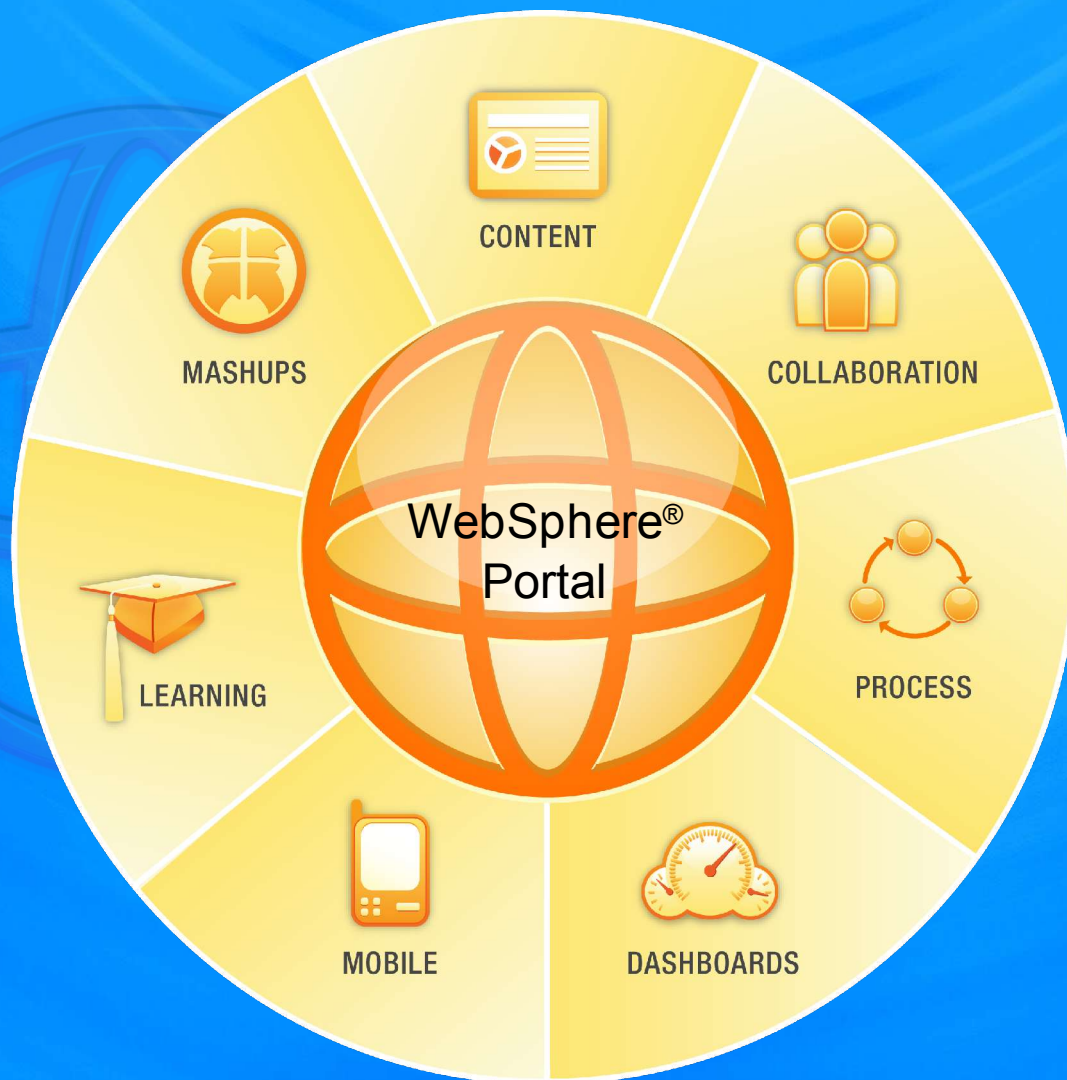
- Hi, I've just spent the weekend playing around with the new AMI. I'd like first to say **"it rocks"** for the simplicity of the setup and the very good quality of the overall process is the best "demo" of the value a customer can get using this kind of cloud infrastructure
- I headed up to <http://aws.amazon.com/>, 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&comment>

# 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**





# 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

The collage displays several key features of the IBM Collaboration Accelerator:

- Chat Window:** A window titled "Frank Adams/defaultWIMFileBasedRealm [started:..." showing a message from Heather Reeds: "Frank, I like the new line of credit, we can definitely use it!".
- Recent blog posts:** A list of three posts: "How to make savvy business connections" by Ling Shih, "Finding inspiration for new sales techniques" by Lucille Suarez, and "I grew my business with a podcast" by Gardner Raynes.
- Personal Advisor:** A section for "Broken Fence Studios" offering financial advice for growing businesses, including a list of services like "Financial Advice for Independent Businesses" and "Preferred Members Services".
- Related Content:** A list of four articles: "Building the Best Team", "Credit as Easy as 123", "Developing your Inner Entrepreneur", and "OFN Technology helps you grow".
- Experts on this Topic:** A profile for Vijay Nehry, including his name, email (Vijay\_Nehry@renovations.com), and a "Send Mail" button.

# 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

The screenshot displays two overlapping web forms. The top form is the 'Lotus Forms Turbo' interface, featuring a header with the product name and the slogan 'Zero to eForms in 15'. Below the header, there are two columns: 'How can we help?' with a dropdown menu, and 'Contact Info' with fields for 'My Name', 'Company', 'Contact me by' (with checkboxes for 'Phone' and 'eMail'), 'Phone Number', and 'eMail'. The bottom form is a survey titled 'renovations mobile device survey'. It includes a 'Contact Information' section with fields for 'First Name', 'Last Name', 'Email', and 'Retype Email'. A 'Win a prize!' section offers a \$100 gift certificate. The survey contains four questions with multiple-choice options:

1. What is your main motivation for using a mobile device?
  - Work
  - Contact Friends & Family
  - Fun (music, movies, games)
  - Safety
2. What type of mobile device do you already own? (Select one or more)
  - Cell Phone
  - Smart Phone
  - Covless Phone
  - Bluetooth Headset
  - Handheld Game Console
  - Portable Music Player (e.g. Pod & MP3)
  - Portable DVD Player
  - Personal Digital Assistant
  - Personal Navigation Device (e.g. GPS)
  - Camcorder
  - eBook Reader
  - Notebook PC
  - Ultra-Mobile PC
  - Pager
  - Satellite Radio
3. What Brand names do you have preference for? (Select one or more)
  - Nokia
  - Sony Ericsson
  - Motorola
  - LG
  - Samsung
  - Blackberry
  - Apple
  - Hewlett-Packard
  - Palm
  - Dell
  - Casio
  - Kyocera
  - Others: \_\_\_\_\_
4. Why do you choose one brand over another?
  - Better Features
  - Priced competitively
  - Have been using this brand for a long time
  - Others recommended the brand
  - Online/Media Reviews
  - Attractive Ads

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# IBM Dashboard Accelerator - What's New

## Real-time Dashboards for Better Insight



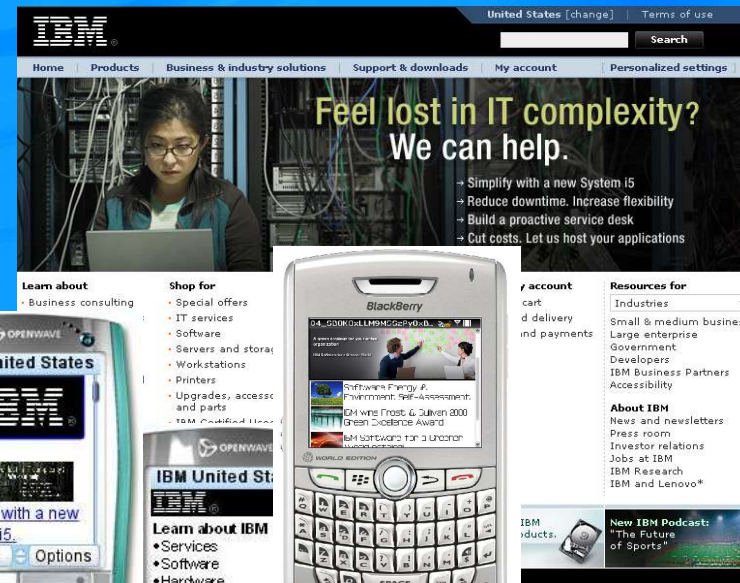
- Business intelligence builders
- Mashups integration via iWidget
- Dashboards in Lotus Notes, Lotus Quickr & Lotus Sametime
- Enhanced 3D animated charting
- Enhanced SMS alerting

# IBM Mobile Portal Accelerator - What's New

## *Extend Rich Web Experiences to Mobile Devices*



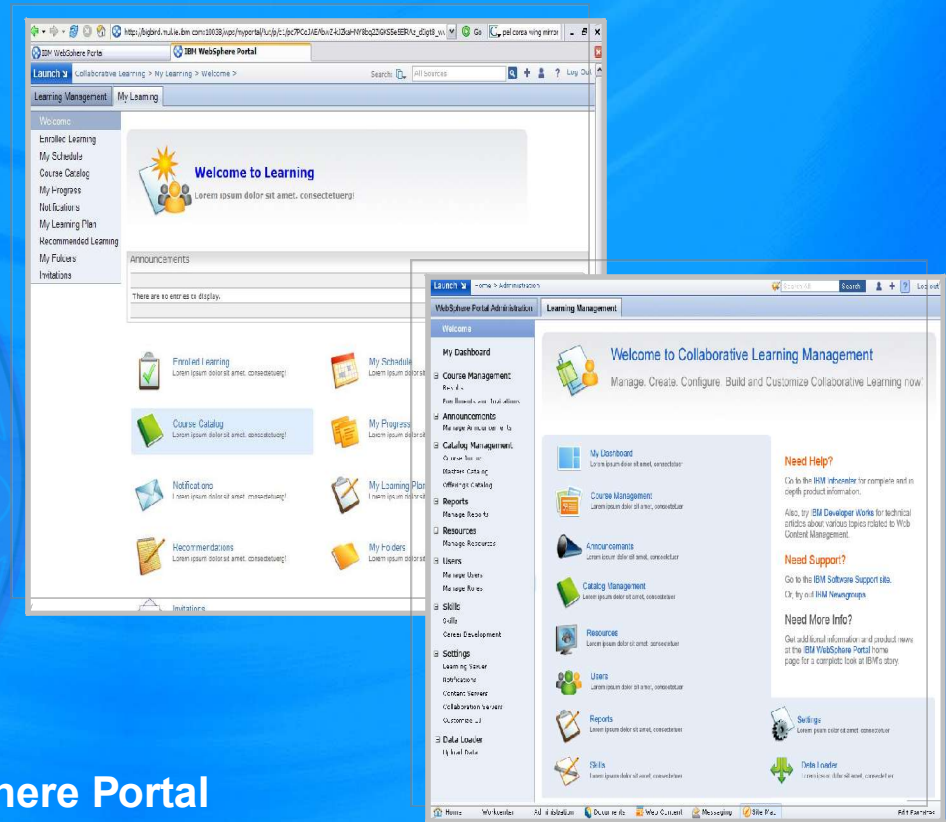
- Mobile portal toolkit
- Device-independent authoring
- Expanding device repository
- Jumpstart templates
- Lotus Web Content Management integration



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# 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

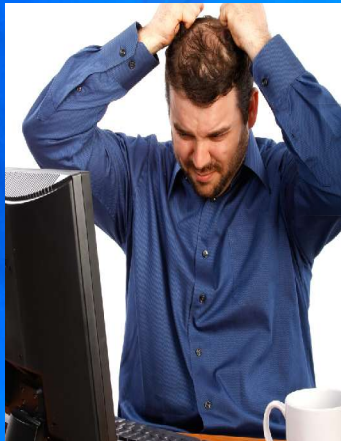
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# Empower Business Users...Free IT

IT Backlog

LOB Mashups User

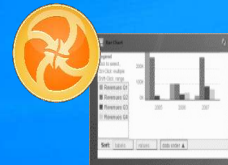


Widgets



Trend Analysis

Custom News



Sales View

Mashup

# 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

**Mash Bank demo**

Customer search results

id	firstname	lastname	zipcode
A001	John	Smith	90210
B001	John	Doe	95136

Account balances

acctno	customerid	accttype	balance
Sav001	A001	savings	10000
Chk002	A001	checkings	2000
Mort003	A001	mortgage	500000

Loan application info

id	customerid	loantype	amount
1	A001	Mortgage	1000000

Sample Experian Credit report

**My Mashup**

Product catalog

MADISONS

Company Catalog

- Smart Phones
- Computers
- Home Electronics
- Digital Cameras
- Phones & Accessories
- Printers
- MP3-P
- MP4-P
- Accessories

Bar Chart

Bar Chart

**Bank iPhone**

accounts

king

001; Balance: 1004.5

gs

002; Balance: 34300.32

it History

ter Apr May Jun Jul Aug Sep Oct Nov Dec

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# IBM Mashup Technology

*What They're Saying...*

**var**  
**Business**  
TECH INNOVATOR  
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*

"IBM's Mashup Center is looking very impressive...

**it's profound."**

— *Dion Hinchcliffe, Hinchcliffe & Co.*



**"Very powerful stuff..."**

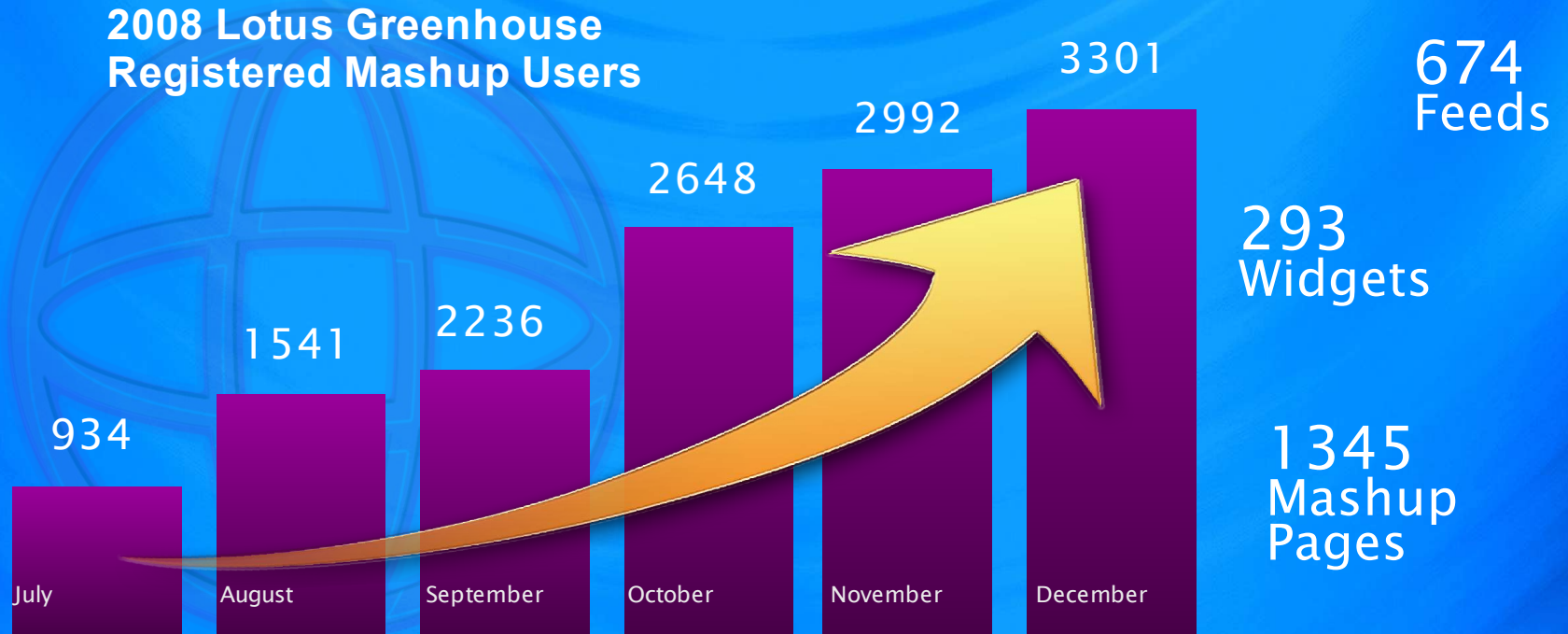
— *Chief Engineer, Mitre*

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

**Lotus Forms Turbo**  
Zero to eForms in 15

How can we help?  
I'm interested in...  
 Lotus Forms Turbo  Lotus eForms  
 Other IBM products

Contact Info  
My Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Contact me by:  
 Phone  eMail  
Phone Number: \_\_\_\_\_  
eMail: \_\_\_\_\_

**MY HOSPITAL**  
Welcome  
Medical Services  
Find a Doctor  
Patients & Visitors  
News & Events  
Health A-Z  
Related Web Sites  
Appointments  
Clinical  
Payment  
Profile  
Settings & Preferences  
Main & Directions  
Privacy Policy  
Web Configuration  
Portal Administration

PAIDS Not Top Layer	PAIDS Not Top Layer	PAIDS Not Top Layer	PAIDS Not Top Layer	PAIDS Not Top Layer	PAIDS Not Top Layer
PAIDS Not Top Layer	PAIDS Not Top Layer	PAIDS Not Top Layer	PAIDS Not Top Layer	PAIDS Not Top Layer	PAIDS Not Top Layer

**Portal Theme Customizer**

# 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

8 out of the top 10 worldwide retailers

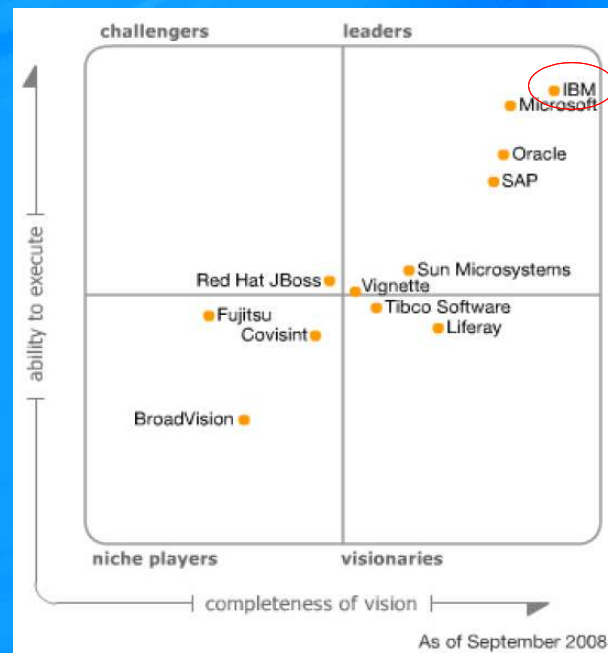
**“Gartner, Inc. has ranked IBM as the worldwide market share leader in Portal software based on revenues from 2002 through 2007.”**

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



30 hospitals, clinics and health delivery networks worldwide

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



Over 40 U.S. Federal Agencies

Every G8 Country

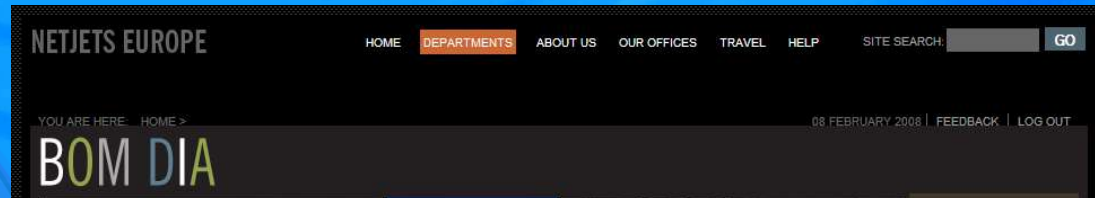
*\*Magic Quadrant for Horizontal Portal Products, 2008  
Gartner: September 12, 2008 by David Gootzit, Gene Phifer, Ray Valdes*

# 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

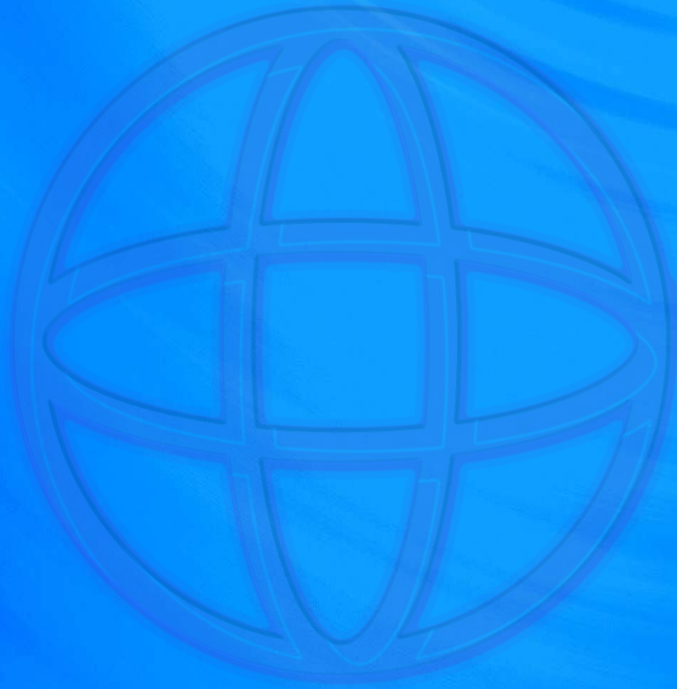


## Why did NetJets choose WebSphere Portal?



- **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**

operational applications



***Thank You!***

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