

IBM WebSphere Portal software family
A portal for a smarter planet



WebSphere® software

**Enabling exceptional Web
experiences that set you apart.**





Doing more with less is no longer a strategic goal for many organizations, it's an imperative. Public agencies need to empower constituents and businesses with self-service capabilities that improve citizen satisfaction. Businesses need to provide self-services capabilities as well, via dynamic and compelling Web experiences that provide competitive differentiation, helping retain existing customers and acquire new prospects. All must be done while improving IT performance and reducing business costs and complexity.

A portal can help your business face these challenges of doing more with less, while controlling IT costs, optimizing the value of information and enabling more efficient collaboration via a portal's easily customized environments. The IBM WebSphere® Portal family of offerings can help you not only meet these ever-evolving user expectations and businesses demands, but also exceed them.

A SMARTER PLANET

means people, processes, information, applications,
customers, suppliers, partners and employees—
all WORKING TOGETHER.





The WebSphere Portal family features innovations and enhancements that continue the IBM tradition of consistently delivering a highly flexible and reliable platform that helps organizations deliver high-value Web-based solutions to customers, suppliers, partners and employees. Specifically, WebSphere Portal software can help improve the operational efficiency of your organization by offering flexible solutions and a tailor-made view of your entire business, as well as a role-based work environment that combines personalized content with collaborative capabilities. It provides you with the ability to deliver a single point of personalized interaction to applications, content, business processes and people for a unified—and compelling—Web user experience.

Duke Medicine improves the health of care delivery and patient satisfaction through better collaboration.

An opportunity: Duke Medicine's IT environment had become largely disconnected as a result of siloed IT initiatives supported by multiple IT vendors. It was difficult and expensive for the organization to launch new services and ensure the seamless delivery of information to caregivers and patients across all its hospitals and outpatient centers—which caused frustration all the way around. The organization needed to enhance its health care delivery and build a more secure foundation for patient-centric care—no small task.

A portal solution in action: One of the key initiatives was to launch a new patient portal using IBM WebSphere Portal, IBM WebSphere Portlet Factory, IBM Lotus® Web Content Management and IBM Tivoli® Identity Manager software. HealthView gives patients access to a range of information—from billing to lab results—and improves communication with their care providers, allowing patients to become active participants in their own care. With this technology, Duke has been able to extend the value of its existing clinical and operation investments and gain greater flexibility in responding to changing care delivery needs—not to mention more-satisfied patients.



Innovation. Improved usability. Faster time to market.
Responsiveness and flexibility. Simplified communication
and collaboration.

Delivering powerful—and empowering— portal solutions

Organizations need to be more responsive, flexible and effective in order to meet today's challenges, and IBM WebSphere Portal software can help. WebSphere Portal software makes it easy to set up a portal for your company—easy for IT to create the portal and easy for users to get to the information and people they need to do their jobs.

4 With the WebSphere Portal family, you can provide your employees, partners, suppliers and customers with portals that support intuitive Web 2.0 features and enable business processes, content management, collaboration, dashboards and more. Portals can deliver real business results across

your organization, and WebSphere Portal software provides comprehensive portal services that deliver a single point of personalized interaction to applications, content, business processes and people—for a unified user experience.

The underlying WebSphere Portal framework provides common services—such as access control, integration, administration and presentation—across IT environments. It's more than just a leading portal solution; it's a strategic investment in a proven, extensible, standards-based platform from IBM—a platform designed to help keep pace with the demanding online needs of your business.

It's WebSphere Portal software and Web 2.0, and it
can change the way you do business.



WebSphere Portal software—a strong, flexible foundation

As the foundation for the WebSphere Portal family, WebSphere Portal Server software provides such core portal services as role-based access to applications and content, search, personalization and security features, along with new portlet development and Web 2.0 capabilities. It can be integrated with other vendors' collaboration, security, Web analytics and extended search systems, while still providing a reliable point of access to your information, applications and people.

These key portal offerings address specific environments:

IBM WebSphere Portal Server software—provides foundational WebSphere Portal services and serves as the cornerstone of all WebSphere Portal offerings.

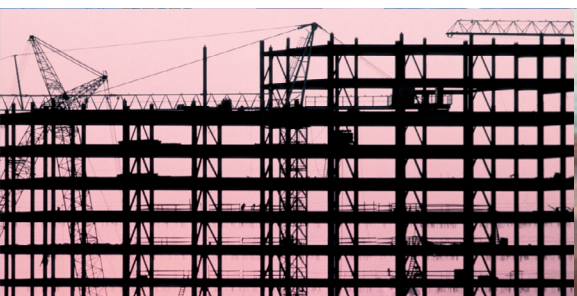
IBM WebSphere Portal Enable software—includes all the features of WebSphere Portal Server software plus added Web content management and workflow functionality to support core business applications and processes.

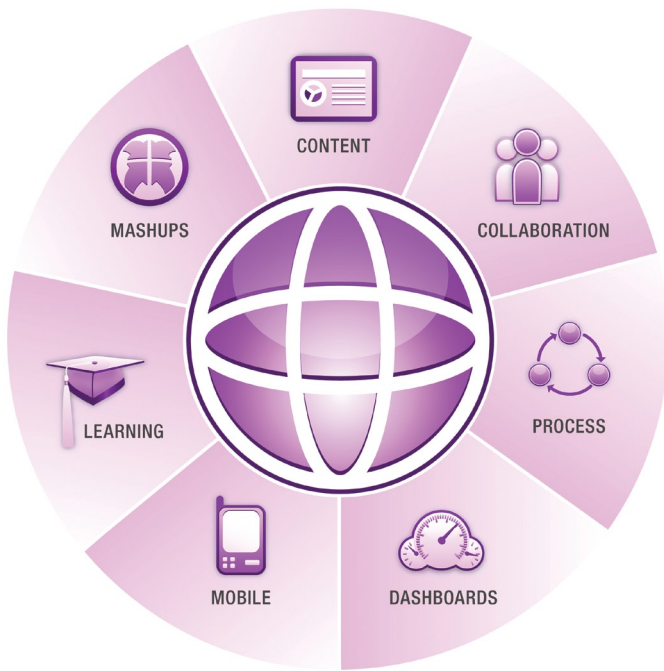
IBM WebSphere Portal Extend software—includes the capabilities of WebSphere Portal Enable software plus more robust collaboration and electronic forms capabilities.

IBM WebSphere Portal Express software—provides a comprehensive set of out-of-the-box and ready-to-use portal, document management and collaboration features ideal for small and midsize businesses and departments within larger organizations.

IBM WebSphere Portal Enable for z/OS® software—pairs the enterprise portal leadership of WebSphere Portal software with the hallmark reliability of the IBM z/OS platform.

Only IBM WebSphere Portal technology can serve organizations, end users, application types and developer skill sets with one common foundation designed to be scalable, flexible, easy to use, simple to implement and adaptable to user demands.





INTERACT—Exceed user expectations with a rich, responsive interface.

RESPOND—Capture new business opportunities faster and more easily.

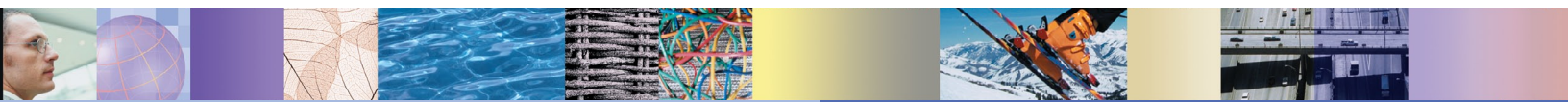
ADAPT—Help reduce costs and complexity with better performance management.

Accelerate solutions to keep pace with your dynamic business needs

Building upon the base of the WebSphere Portal family, IBM® accelerators for WebSphere Portal software easily add capabilities to your existing portal environment, helping address specific business challenges, extending existing investments and simplifying portal implementations. They also help shorten implementation times and speed time to value by allowing you to add the specific capabilities needed to address your current business needs.

IBM® Content Accelerator. Build and manage robust, high-value Web, intranet and extranet sites, and easily create and personalize content using intuitive, Web-based tools. Recent enhancements include an enhanced rich-text editor, simplified integration with enterprise content management solutions, the addition of social software capabilities such as blogs and wikis, enhanced third-party tool support and more.

IBM® Business Process Accelerator. Speed the implementation of business processes by delivering electronic forms as part of composite business applications, presented and personalized in WebSphere Portal software. To provide an even broader spectrum of business process management capabilities, this offering also supports integration with IBM WebSphere Process Server and IBM FileNet® P8 Business Process Manager software.



ACCELERATE time to value.

IBM accelerators easily add on to WebSphere Portal software to deliver Web content and document management, electronic forms, role-based dashboards, instant messaging, social networking services, team collaboration spaces, mobile client access, mashups and more.

IBM® Dashboard Accelerator. Link strategic objectives to near-real-time performance information using dynamic dashboards and scorecards. The accelerator includes integration with popular business intelligence systems and adds the ability to extend dashboards to multiple platforms, such as IBM Lotus Notes®, IBM Lotus Quickr™ and IBM Lotus Sametime® software, without additional development. This simplifies the delivery of dashboards to more users with less effort—for greater value.

IBM® Collaboration Accelerator. Drive team collaboration and efficiency with dynamic team work environments, instant messaging, real-time Web conferences, access to people profiles and directories, social bookmarking and community tools. Enhancements include options for content sharing and tighter integration between included IBM Lotus Quickr and IBM Lotus Connections offerings—for an improved overall collaborative user experience.

IBM® Mashup Accelerator. Allow nontechnical users to employ an interface that supports drag and drop of mashup components taken from dispersed personal, enterprise and Web sources, helping users quickly and easily create, deploy and share customized Web applications. While empowering users, the accelerator offers IT departments the enhanced security and governance capabilities they require.

IBM® Mobile Portal Accelerator. Enable the design and deployment of mobile solutions, including pervasive technologies for multichannel access to portal content and the ability to write once and deliver to multiple devices.

IBM® Learning Accelerator. Provide a cost-effective platform that delivers personalized online training within the context of employees' daily activities. Learning tools help enable the management of courses, curriculums and certificates needed to support the training and professional development of the workforce.



Fifth Third banks on automated processes and flexible systems

An opportunity: Fifth Third Processing Solutions—one of the largest electronic payments processors in the United States—needed to ensure that its systems would be available to its customers and the global banking system. The company also wanted a more flexible IT infrastructure that could adapt to changing needs.

To meet its customers' increasing demand for transparent, self-service capabilities, Fifth Third sought to migrate its merchant support system to a solution that uses IBM WebSphere and IBM DB2® software, allowing customers to be dynamically supported from many technology platforms. The bank expects this service-oriented architecture strategy to help deliver a richer array of services to the marketplace—more quickly and cost-effectively.

Exceed user expectations with a rich, responsive user interface

It takes a lot to impress Web-savvy users, whether they are customers, suppliers, partners or employees. They expect their Web applications—in the office, on the road or at home—to deliver a rich, compelling experience. It's simply how they work best. How do you deliver an interface that stands out?

With the advanced features of WebSphere Portal software, you can create these types of satisfying user experiences. For example, you can:

Speed user interactions. Web 2.0 features help reduce total page reload time, enable faster processing for better responsiveness and reduce bandwidth for better performance.

Keep it simple. The Live Text semantic tagging capability gives users quick and direct access to additional contextual information with one-click access and no need to navigate from the task at hand. No programming is needed; users simply tag the markup—perfect for users who aren't HTML savvy.



Respond to new business opportunities by reusing what you have today — more quickly and easily than ever

Rapidly changing business requirements often create unprecedented opportunities. But is your organization equipped to leverage whatever comes its way? To respond quickly, organizations like yours must empower business units and line-of-business users to rapidly deploy and adapt their Web experiences. And they can't afford to start from the ground up. They need to do it by reusing the Web-based assets and IT investments they already have.

By repurposing these existing assets into new portal-based applications, IBM can help organizations realize added value and incremental return on investment.

Create new sites in minutes. Page- and template-building capabilities greatly simplify portal page creation and management, empowering business users and freeing up already busy IT staff to work on other tasks.

Develop Web pages your way. Support for popular Web page content scripting, authoring and management techniques allows developers and other content contributors to use familiar technologies.

Add new functionality quickly. IBM WebSphere Portlet Factory software enables the creation of richer, more interactive applications that deliver exceptional Web experiences and provide extensive new Web 2.0 features.

Integrate and save. Render mashups directly to portal pages, providing a seamless path between mashups and portal applications for increased value.





Reduce deployment costs, complexity and maintenance expenses with better performance management

Containing deployment costs and ensuring application availability and responsiveness require continuous focus, regardless of an organization's size, number of users, or the complexity and types of Web applications delivered. IBM understands these challenges and continues to provide improvements and innovations that help make it easier to deploy and maintain your organization's Web portals.

Specifically, with WebSphere Portal software, you can benefit from the following:

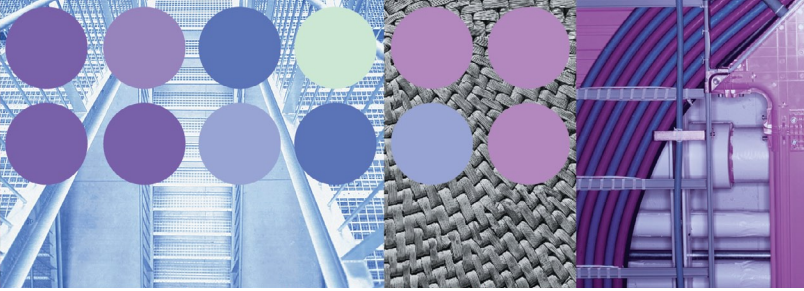
- Enhanced site management helps reduce staging-to-production time.
- Site analytics integration and support help to further optimize portal applications and improve total cost of ownership.
- Faster issue identification and resolution, with an enhanced support assistant, help make it easier to locate, troubleshoot and report issues.
- Better portlet availability through support for optional multiple Java™ Virtual Machines allows discrete isolation of mission-critical portlets to help ensure portlet performance.

Power and protect your unified user experience

Portals that you've built, deployed and maintained using WebSphere Portal software leverage security-rich technology from IBM to support high-volume, personalized transactions. Authentication and access-control services for Web-based and enterprise applications and resources can help you safeguard customer, supplier, employee and trading-partner connectivity, ultimately helping you build trust among users.

WebSphere Portal software helps you effectively manage the growth of your business as your IT systems become more complex, while also helping you control escalating management costs and directly tackle the difficulties of implementing security policies across a wide range of Web and application resources. The result? Your clients and partners can use your portals safely and reliably, while you help reduce deployment time and cut maintenance costs for new applications.





Smarter interactions— with the right portal solution

IBM WebSphere Portal software enables you to develop, deploy and maintain cost-effective portals for a small number of users up to sophisticated, multinational enterprise portals supporting millions. Thousands of IBM clients worldwide, in many different industries including banking, insurance, retail, healthcare and telecommunications, are using portals to help deliver exceptional user experiences, improved efficiencies, lower total cost of ownership and faster time to value. With improved installation and ease of use, WebSphere Portal software can help quickly and easily build a collaborative online work environment that creates a true business community.

While WebSphere Portal software continues to provide leading portal, content management, collaboration, business integration and security technology to help you improve your employee productivity and increase customer loyalty, it also does more than that. WebSphere Portal software can help you exceed user expectations, respond to new business opportunities and reduce deployment costs, complexity and maintenance—with unprecedented efficiency.

Rich Web experiences help the NFL score a win with fans.

An opportunity: The National Football League (NFL) was the first sports league, in 1997, to develop a media-only Web site, but this Web site and other external sites became outdated as users became more experienced and expected more-sophisticated Web capabilities. The organization wanted to update the Web site to a more robust extranet portal platform that could support multiple custom portals.

A portal solution in action: The NFL adopted an extranet media portal based on IBM WebSphere Portal and IBM Lotus Web Content Management software, laying the groundwork for a future of rapidly developed custom sites. The NFL now provides more content in more-accessible ways, as well as automated content management and simpler site administration. It's also seeing easier, faster content management and access, which helps increase efficiency and productivity for both NFL staff and media reporters. This media-friendly environment generates goodwill and supports the main goal—promoting pro football.





Accelerate the time to value of your software investment

IBM Software Services for Lotus and select IBM Business Partners can help you better understand your technology options and how to leverage Lotus collaboration solutions to help you lower your IT total cost of ownership and increase your organization's productivity. Find out more about the technical consulting, training and Software Accelerated Value Program services available to help you accelerate your success with IBM technology. For more information, go to:

ibm.com/software/lotus/services

For more information

To learn more about IBM WebSphere Portal software products and solutions or to find out how IBM can help you develop a portal strategy to meet your business needs, contact your IBM representative or IBM Business Partner, or visit:

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