



*The future runs on System z*

# Maximizing Your Web Presence Cost Effectively WebSphere Portal on System z



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VP, SOA Interaction Services Development  
IBM Software Group



# Portals

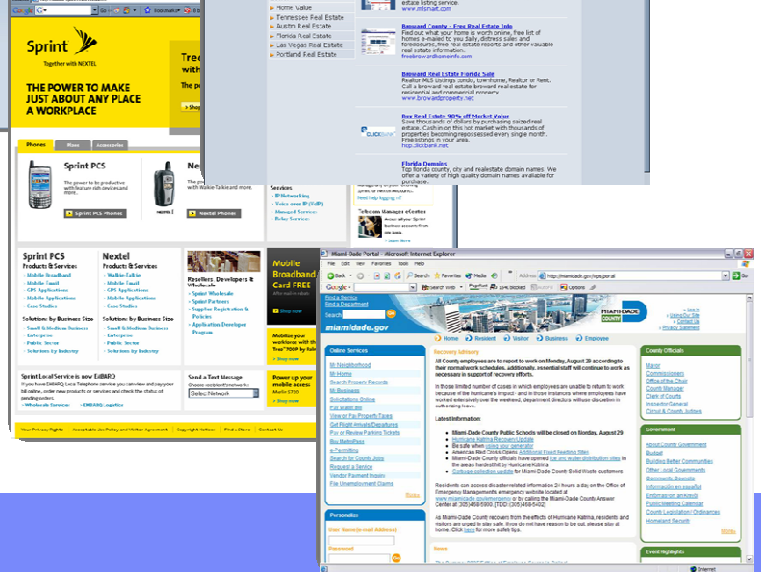
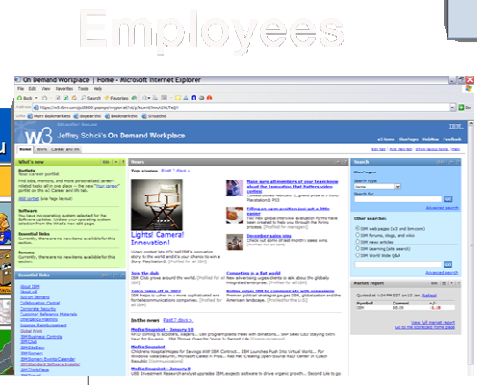
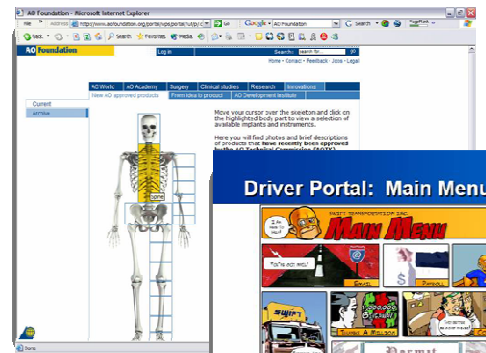
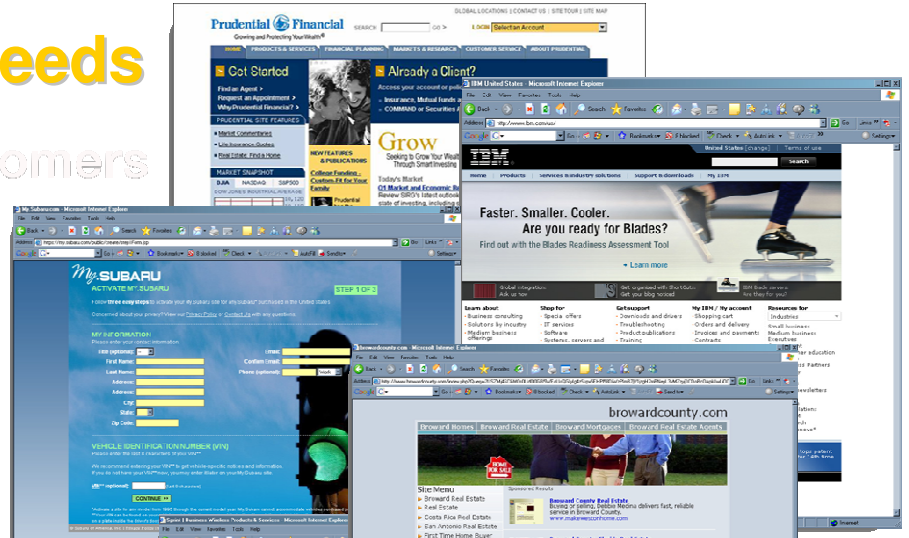
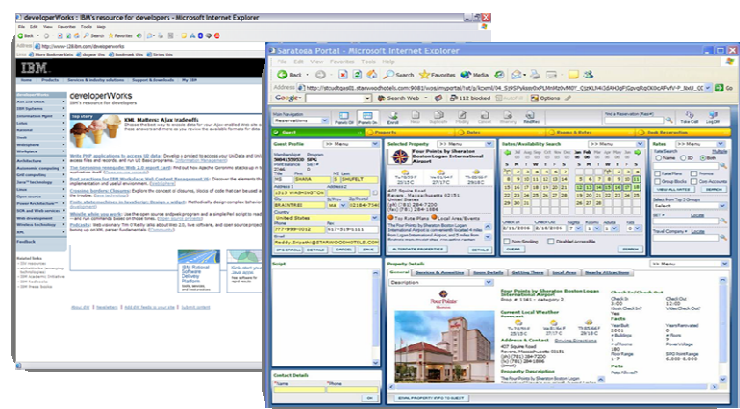
# Exceptional User Experiences

## One Platform

## Many Different Business Needs

## Partners

## Customers



# WebSphere Portal on System z

## Distributed Consolidation

### System z Linux

**Speedy deployment with QOS/integration.**

- Applications that scale out
- Large number of smaller apps
- Lowers TCO
- Speedy deployment
- Align with distributed WebSphere family
- Unrivaled virtualization
- Centralized management
- Web Serving
- Presentation Services
- Development Platform
- Test/Migration/Prototyping Platform

Lotus. software

## Integration Deployment

### z/OS

**High QOS and significant integration with CICS, IMS or DB2.**

- Applications that scale up
- Highest QoS production environment
- Full exploitation of zSeries and z/OS
- Tight integration with DB2, CICS, IMS
- Service level agreement management
- Dynamic load balancing
- Strict security requirements
- Highest availability
- Disaster recovery
- Dynamic I/O configuration
- Storage management
- Enterprise Modernization capability

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A self-managing server environment with the versatility and power to help integrate your business.



# Websphere Portal on zOS

- **Industry leading reliability and availability**
  - Less than 5 minutes downtime Per Year
  - 99.999% at the application level
- **Superior workload management**
  - Workload Manager manages ALL workloads across the entire the z complex
  - Ensures that Portal gets the resources it needs to meet Service Level Agreements
- **Highest U.S. Government security level – z platform exclusive**
  - EAL Level 5 – Highest U.S. government security classification
- **Unmatched options for scalability**
  - Multi-processor models can connect in a Parallel Sysplex
- **100% processor utilization**
  - Drive mixed workloads for ultimate processor utilization
- **Specialized Engines (zAAP) to run JAVA workloads**
  - Portal, WAS, Process Server
- **zAAP processors are equivalent capacity to standard purpose processors, but the processor capacity of the zAAP processors are not included when determine traditional capacity-based software license charges or 3rd Party software charges**
- **Reduced network complexity**
  - “Network in a box” with fewer discrete components



## WebSphere Portal on z/OS (cont.)

- **Exploit proximity to enterprise data and transactions**
  - DB2 for z/OS:
    - High speed native type-2 connector (RRSAF) that is fully XA compliant and supports 2-phase commit processing
    - DB2 data sharing provides access to shared resources on an almost limitless scale in a parallel sysplex
  - CICS: Portal supports the underlying JCA connector technology for connecting to CICS via high speed 2-phase commit enabled RRS connectors as well as the newer JCA enabled connectors
  - IMS: Portal supports the underlying JCA and OTMA technologies for connecting to IMS via high speed 2-phase commit enabled RRS connectors
- **Exploit z/OS Qualities of Service that WebSphere Application Server for z/OS provides, for example**
  - WLM, LOGGER, SAF, RRS, ARM
  - Clustering : z/OS high-availability Parallel Sysplex clustering, Coupling Facility and GDPS

# Web 2.0 & IBM Strategy

**TAKE SUCCESS OF WEB 2.0 & MAKE IT READY FOR ENTERPRISE**



Mashups  
 Tagging  
 Tag Clouds  
 Folksonomy  
 Blogging  
 wikis



Semantic Tagging

PHP

REST

RSS

AJAX

Microformats

Flex

XML

Atom

# 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

**Rich, desktop-like application experiences** improve performance and increase end user productivity and satisfaction

The screenshot displays two overlapping browser windows. The top window is titled 'IBM WebSphere Portal - Mozilla Firefox' and shows a 'MyHealthcare' portal. It features a navigation bar with 'Home', 'Web Content', 'Messaging', 'Domino Integration', and 'More...'. Below this is a 'MyHistory' section with a table of prescriptions:

Prescription Number	Doctor	Details	Refills Used	Refills Left
000001031	Dr. Simone Dray	90 Tablets 20 Mg Lipitor	1	3
000001030	Dr. Simone Dray	90		
000001029	Dr. Simone Dray	90		
000001028	Dr. Simone Dray	Flu		
000001027	Dr. Simone Dray	20 Lipitor (Atorvastatin) - Cholesterol Lowering Prescription Drug		
000001026	Dr. Steve Williams	Eldel	0	0
000001025	Dr. Steve Williams	1000 Mg Vicodin	3	0

The bottom window is titled 'Green County - Mozilla Firefox' and shows a community portal. It features a 'Shortcuts' sidebar with links for 'Businesses', 'People With Disabilities', 'Residents', 'Senior Citizens', and 'Visitors'. The main content area includes a 'Featured' section with a blog post by Commissioner Gardner Raynes titled 'Commissioner Gardner Raynes Introduces New Blog'. Below this is a news item 'County Approves Green Certification for Area Businesses' and a profile for Gardner Raynes, Commissioner. The profile includes contact information: 'Building: Boston | Floor: 4th Floor | Office: Commissioner's Office', '1-617-555-2400', and 'Gardner\_Raynes@greencounty.gov'. There are also links for 'Profile', 'Communities', 'Blogs', 'Dogear', and 'Activities'.

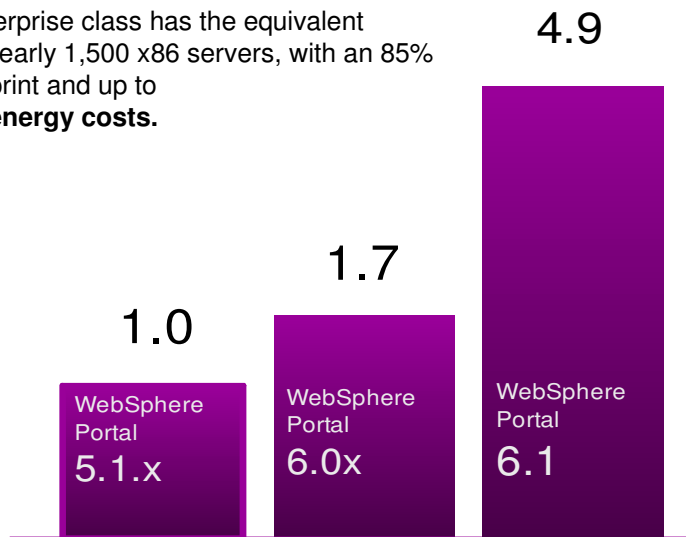
# WebSphere Portal 6.1

## Cost & Performance Improvements

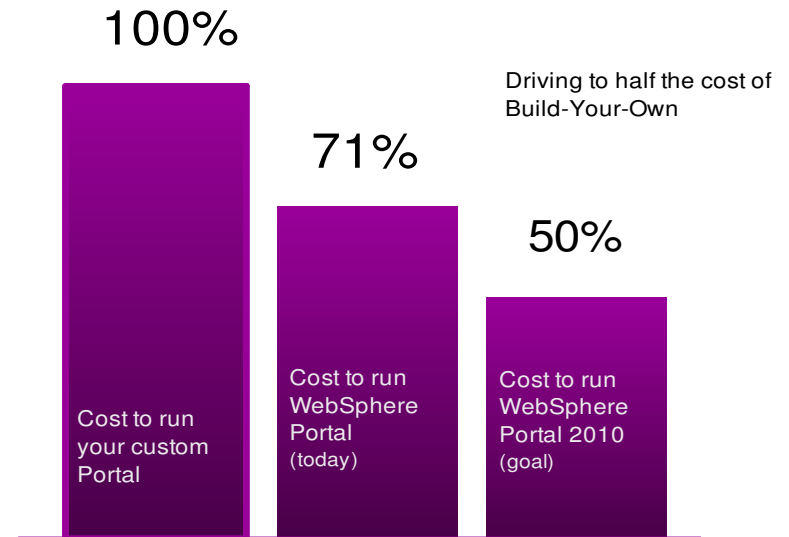
WebSphere Portal zSeries  
Performance Improvement almost 3X!

### RELATIVE THROUGHPUT

The z10 Enterprise class has the equivalent capacity of nearly 1,500 x86 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

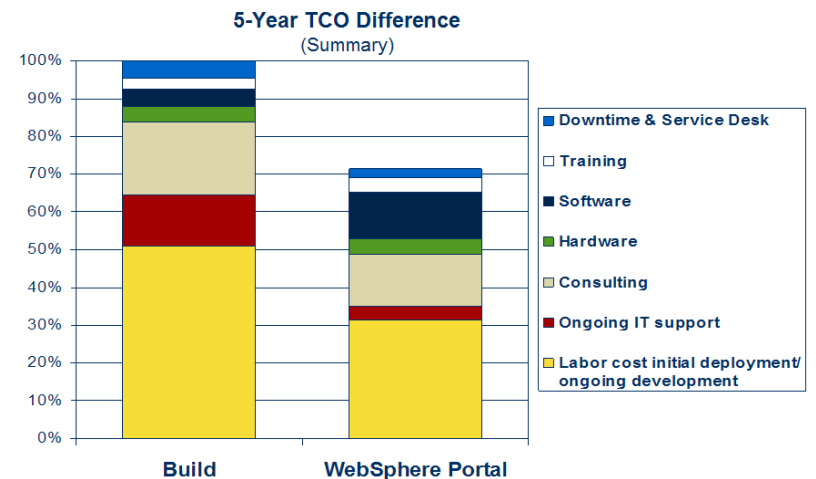




# WebSphere Portal Advantages over “Build Your Own”

- WebSphere Portal based solutions had on average a 29% lower 5-Year TCO compared to in-house developed portals
- 38% lower IT labor cost
- 45% faster time to market for initial portal deployment and 78% faster for applications
- 28% increase in server and application availability
- User productivity increase of 25%

\* Published in December 2007



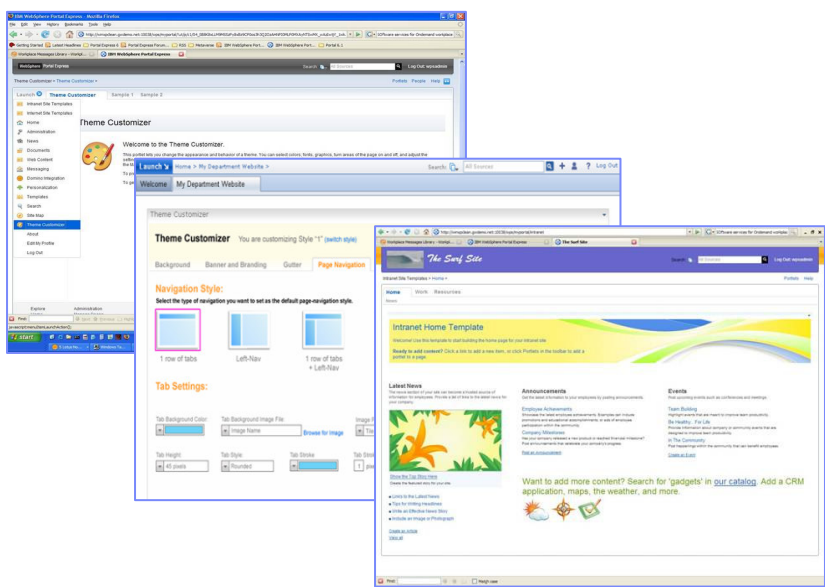
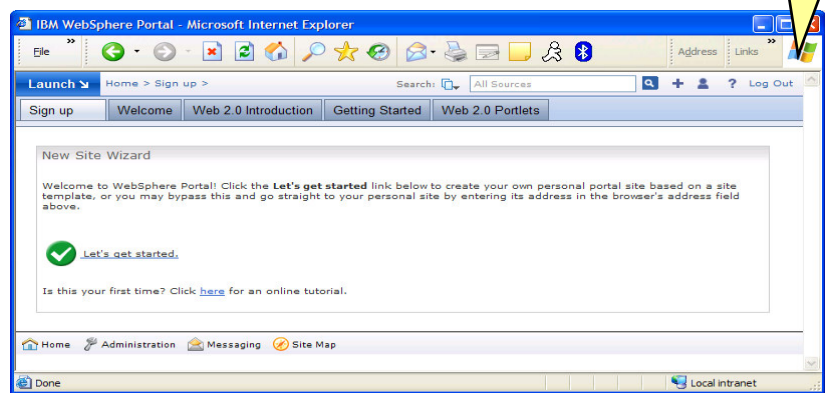


# IBM WebSphere Portal V6.1 – Respond Quickly To New Business Opportunities

## Site Wizard

Create new sites quickly without IT

- Create a Virtual Portal
- Enroll users
- Import Portal content



## Theme Customizer

Change the look - no coding required!

- Change the banner: logo, color, typography, border, background
- Change the typography: default size, color and style, headline size, color, etc.
- Change the navigation: orientation, tab colors, tab text
- Change the colors: page color or background, highlight color
- Change the buttons: text, color, selected and unselected states
- Show and hide footers, gutters, links, breadcrumbs, etc

## WebSphere Portal - Ready to Use Industry Toolboxes

- **Government**
- **Healthcare**
- **Banking**
- **Insurance**
- **Retail**
- **Telco**



United States [change]

Home Solutions Services Products Support & downloads My IBM [IBM Sign in]

### IBM Industry Toolboxes for WebSphere Portal

Case Studies  
Demos  
Software Templates  
Business Value Guides

Government Healthcare

#### Introducing IBM Industry Toolboxes for WebSphere Portal

Industry Toolboxes for WebSphere Portal provide a resource forum for customers and partners. They pair technology expertise with industry thought leadership to offer best-practice guidance optimized for the particular business you are in.

In this forum, you'll find resources that:

- Showcase solutions from other customers in your industry
- Help concretely define and measure ROI and business value
- Demonstrate solution patterns
- Help jumpstart implementations through downloadable code assets

**Freedom, Individuality, Speed.**

Watch the video (3.7MB)  
Read more about the solution  
Get Adobe® Reader®

Tony Re, Director Global  
Harley-Davidson

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[www.ibm.com/websphere/portal/industry](http://www.ibm.com/websphere/portal/industry)

# IBM Government Industry Toolbox Government to Business Portal Template

- Government to Business reference application
- Includes pre-built templates, forms and sample content
- Pre-reqs Portal, Web Content Management, and Business Process Accelerator
- Helps Governments:
  - Become “business friendly”
  - Spur economic development and launch new stimulus programs
  - Gain efficiencies through e-government delivery of service
    - Online Forms for taxes, permits, registration & license
  - Capture more revenue and close loop holes

The screenshot displays the IBM Government Industry Toolbox for WebSphere Portal. The page layout includes a top navigation bar with links for 'G2B Home', 'Welcome', 'Government', 'Business', and 'Find a Service'. A secondary navigation bar contains 'News and Events' and 'About this site'. The main content area features a large banner with the text 'IBM Government Industry Toolbox for WebSphere Portal' and an illustration of a hand holding a tablet displaying a building icon and stars. Below the banner is a section titled 'Why register?' which lists benefits such as personalized content, tools for business setup, and information resources, followed by a 'Click here to register' link. The page also includes two columns of content: 'Latest News' featuring a 'Mount Everest challenge' and 'Upcoming Events' featuring a 'Business technology conference'.

# G2B Portal Integrated Web Content Management for Business

## Enable Businesses to:

- Gain access to services
- Provide agenda transparency and participation
- Locate elected officials
- Locate relevant program information

## Anonymous or Authenticated Access

- Personalization and role based access based on business profile
- Self-registration and profile management
- Search for specific content
- Rich Web 2.0 user interaction

The image displays two overlapping screenshots of the G2B Portal. The background screenshot shows the 'Self Registration' page, which includes a 'Self Registration' header, 'Account information' section, and a 'Step 1 - Let's get started with basic information to create a new account' instruction. The form fields include First Name (Ira), Last Name (Goodperson), User ID (goodperson), Password (masked), Confirm Password (masked), E-mail Address (goodperson@lin.com), and Confirm E-mail Address (goodperson@lin.com). It also features security questions: 'What is your mother's maiden name?' and 'What is your mother's maiden name?' with corresponding answer fields. A 'Next' button is at the bottom.

The foreground screenshot shows the 'Elected officials' page. It features a navigation menu with 'Departments and agencies', 'Elected officials', 'Public records', 'Government sessions', 'Budgets', 'Phone directory', 'Maps and directions', 'Job opportunities', and 'Public calendars'. The main content area displays a profile for 'Mr. Benjamin Smith', Green County Governor, with a photo and contact information (1556 556-3489). Below the photo is a 'My Responsibilities' section describing his role as acting governor, and an 'About Me' section providing biographical details.

# G2B Portal Self-Service Forms Based Processes

## Enable Businesses to:

- Register their Business
- Secure operating permits and License
- Register to Collect and pay Taxes
- Apply for Grants and Assistance

## Forms Based Processes

- Forms are displayed in the appropriate Portal context
- Forms Viewer Portlet
- Tasklist to Track “In Flight” Processes
- Can be Integrated with Content and Process Backends of Choice

The top screenshot displays the 'Business Name Registration' form. It includes a navigation bar with 'WebSphere Portal' and 'G2B Home' tabs. The main header identifies the 'MyState .gov' Department of Commerce and Economic Development. The form title is 'Business Name Registration' with a registration fee of \$50.00. It provides instructions for electronic payment and payment by check or money order.

The bottom screenshot displays the 'Application to Register for Sales Tax Permit' form. It is titled 'MyState Department of Revenue, Office of the Comptroller, Business Taxes and Permits Division'. The form is divided into 'Section A - Application Type' and 'Section B - Business Information'. Section A includes questions about whether it's a new application or renewal and the reason for application. Section B includes fields for selecting the entity type, legal name, federal employer identification number (FEIN), physical address, mailing address, phone number, fax number, and e-mail address.

# Government Industry Toolbox

Access to government-specific WebSphere Portal and Forms assets

**Government to Citizen Portals**

Give citizens access to government information and services from one convenient Web portal. They can apply and pay for services online using eForms, with automated workflows helping to ensure efficient processing. Plus support for live video feeds, wikis, blogs and maps helps you stay in touch with citizens in new and cost-effective ways.

- Application Brief
- Case Studies
- **Demonstrations**
- Business Value Guide
- Software assets

Software > WebSphere > Industry Toolbox >

**IBM Government Industry Toolbox Demos & Software Assets**

**Demonstrations**

- [Green County Demo](#)  
This demonstration shows how IBM WebSphere Portal is used to automate business processes to citizens and government agencies.
- ▶ [Tax Solutions with Lotus Forms and DB2 pureXML](#)  
This demo shows how Lotus Forms can automate the tax filing process and provide straight through XML processing with DB2 pureXML.
- [WebSphere Portal For Social Services](#)  
See how a Portal based solution can help constituents easily interact with agencies who support them, while providing employees at those agencies access to the information and resources they need.

**Software Assets for Government**


**Forms**

- [Government Census eForm](#)

**Dashboards Key Performance Indicators**

- [Local Government KPIs](#)

**We're here to help**



Easy ways to get the answers you need.

**IBM Lotus Forms Samples (Government Census)**

**Rating:** ★★★★★

**Popularity:** ★★★★★

**Accesses:** 126

**NavCode@:** 1WP1001PB

**Creation date:** 7/30/08

**Updated date:** 7/30/08

**Provider:** IBM

**What do you want to do?**

- Support information
- Download site

**Related items**

- [Lotus Forms Samples \(Job Application Portal\)](#)
- [Lotus Forms Samples \(Patient Portal\)](#)
- [Lotus Forms Samples \(BPA Loan App\)](#)
- [Lotus Forms Turbo Samples \(Mobile Device Survey\)](#)
- [Lotus Forms Turbo Samples \(Hotel Inspection\)](#)
- [Lotus Forms Turbo Samples \(Leave Request\)](#)
- [Lotus Forms Samples \(EMR HealthCare\)](#)

Overview | Review | Details | About provider

**Description:**

[Click here to download this sample](#)

The Lotus Forms Sample Catalog features new demos and robust, reusable sample forms to help jumpstart electronic forms deployments for faster time-to-value. The census form shows the power of Lotus Forms and how it can make the complex simple. Based on a government household census survey, this sample depicts how complex business rules can be made easy via intelligent wizard pages that can be applied across any industry. This sample kit includes a flash demo, sample script and fully featured sample forms.

Simply click the "Download" link in the upper right to get started with this great new demo asset. Lotus Forms Viewer 3.0.1 or Lotus Forms Server: Webform Server 3.0.1 are required to view the demo forms. [Click here to download the most recent version of the Viewer and Designer](#) or [download the Feature beta here](#).

For more information on Lotus Forms, [click here](#).



United States Department of Agriculture



## The Challenge

The USDA's National Information Technology Center (NITC) provides data process services to a wide variety of USDA customers on a variety of platforms. Costs to develop, maintain, and support these solutions along with the complexity of managing multi platform solutions was effecting NITC's ability to provide quality IT support at low costs.

## The Solution

WebSphere Portal on z provided the framework for enhanced data processing services and applications. SUSE Linux on System z with z/VM v4.4 for scaling, security and reliability.

## Benefits

- Linux virtual solutions had very low cost
- New applications had no procurement and minimal provisioning time
- Virtual Linux easier to manage and track
- Consistent experience for customers, developers and administrators







United States Department of Agriculture



USDA's NITC currently hosts 3 Portals on SUSE Linux:

1. **USDA.gov**: 3-5 Million hits a day. **Spikes to 95-100 million** hits a day during scares such as mad cow and E. coli.
2. **Forest Service Intranet**: Portal for 38,000 employees. 1,000-2,500 concurrent users with 300-500k hits per day.
3. **Forest Service Internet**: Averages 8,500 users per day.



**Server:** USDA runs Portal on two z10s with high availability and fail-over. They use 7 IFLs (Integrated Facility for Linux) engines total, in 4 LPARs (logical partitions) with high availability clusters . 4 IFLs on one z10 with 3 on the other. IFLs are shared, not fenced.

**Guests/Virtual Machines:** Over 250 guests/VMs. Portal Server is running on 18 guests (includes test, development, pre-production, production, training...). WebSphere Application Server (WAS) applications run on the other 232+ guests.

# Caisse Nationale d'Allocations Familiales

## The Challenge:

French national organization providing assistance to >11 million families had to simplify info access; standardize quality / accuracy of fees and allowances; and handle demands quickly to speed payments and lower costs.

## The Solution:

WebSphere Portal & Lotus Domino on IBM z/OS® provides the software to consolidate services & web sites for Service Recipients, Partners & Employees; improve the user interface; provide personalized content based on role and improve the efficiency of web content management.

## On Demand Business Benefits:

- z/OS platform chosen for robustness / reliability
- Anticipates:
  - Improved communications / relationships with Recipients and Partners
  - Easier access to apps for Employees
  - Reduced processing time, workload and costs
  - More rapid payments for families in need

(CNAF)



Software	<ul style="list-style-type: none"> <li>▪ WebSphere Portal Enable for z/OS</li> <li>▪ IBM WebSphere Application Server for z/OS</li> <li>▪ Lotus Domino for z/OS</li> <li>▪ CTG V5</li> <li>▪ IBM DB2® for z/OS</li> </ul>
Hardware	<ul style="list-style-type: none"> <li>▪ IBM eServer™ zSeries® 990 servers (2084-306) leveraging Parallel Sysplex technology</li> <li>▪ z/OS</li> </ul>

My Health Toolkit - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.myhealthtoolkit.com/wps/portal?referer=SC

Google

**Blue Cross Blue Shield of South Carolina**  
An Independent Licensee of the Blue Cross and Blue Shield Association

**myHEALTH TOOLKIT** MANAGE MY: BENEFITS HEALTH MONEY

Login Enter Your Username: Enter Your Password: **LOGIN** Register Why Register? Password Help

**MANAGE MY Benefits**

- ✓ My Insurance Manager<sup>SM</sup>
- ✓ Compare Hospital Quality
- ✓ Plan Comparison Tool
- ✓ Estimate Treatment Costs
- ✓ Compare Drug Costs
- ✓ Find a Doctor

[Find Out More](#)

**Personal Health Record**  
**Start Today!**  
Track appointments, doctors, prescriptions and more.  
[Find Out More](#)

**Health Library**  
**Medical Knowledge**  
Health topics from A-Z, wellness tools, guides and more.  
[Start Now](#)

**Register Now**  
**Start Today!**  
Register to access personalized tools and information.  
[Register Now](#)

### Business Need:

BCBSSC struggled to manage the increasing complexity of its distributed server environment. Specifically, the environment lacked standardized software across all servers. In addition, BCBSSC had historically utilized Web portal solutions that were hard to maintain and modify. Therefore, the organization wanted to partner with an industry leader to develop a standard Web content platform that offered the flexibility to meet its changing needs.

### Solution:

To implement a comprehensive Web portal solution, BCBSSC engaged IBM Software Services for Lotus (ISSL). The ISSL Lab Services team, working with IBM Business Partner Ascendant Technology, LLC, assisted with development by building a plan comparison tool and personalized health toolkit. IBM Software Services for WebSphere provided the underlying WebSphere infrastructure, which included IBM WebSphere Portal Enable V6 software and IBM WebSphere Application Server V6.0.2 software.

### Benefits of the Solution:

By virtualizing its Linux environments on two IFLs, BCBSSC reduced its environmental management costs and improved the efficiency of its hardware and software assets. Furthermore, the highly flexible WebSphere environment allows the organization to quickly and easily modify its Web portal to meet ever-changing business requirements.

# Advantages of Portal on System z?

## System z is IBM's fastest growing server platform

- 80% of corporate data resides on or originates on mainframes.
- 95% of Fortune 500 companies continue to run mainframes--and they have available capacity.
- 2/3 of business transactions for US retail banks run directly on mainframes.
- System z servers have less than 5 minutes down time per year.
- IBM funds over 1700 System z IT professionals and 20 System z centers worldwide.

**Portal on z gives you the best access to your corporate data with the ability to mash it up with data and applications from other sources in a controlled way.**

# End User Customization - with Corporate Control

[Edit profile](#) | [Sign out](#)  
**w3** Christopher C. Crummey's On Demand Workplace  
[w3 Home](#) | [BluePages](#) | [HelpNow](#) | [Feedback](#)

[Home](#) | [Work](#) | [Career and life](#) | [Crummey's Tab](#)

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- [About w3](#)
- [AIM sales and support intranet](#)
- [Americas Sales Support](#)
- [Assets & Expenses](#)
- [Beat BEA campaign](#)
- [Collaboration Central](#)
- [Competitive Information Portal](#)
- [Competitive Information](#)
- [Customer Reference Materials](#)
- [Employee Purchase Program](#)
- [Employee Purchase Program](#)
- [Global Technical Sales Support](#)
- [Globalization Central](#)
- [IBM Americas Intranet](#)
- [IBM Enterprise Library](#)
- [IBM Global Campus](#)
- [IBM Market Intelligence](#)
- [IBM Middleware Solutions for Banking](#)
- [IBM Middleware Solutions for Financial Markets](#)
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**The CEO agenda**  
 Do the results of the Global 2006 CEO Study hold the key to IBM's future? [Profiled for all IBM]

**What makes you special?**  
 Get an early look at IBM's new corporate advertising. [Profiled for all IBM]

**Chock full of chips**  
 New video podcast features client products containing IBM chips. [Profiled for all IBM]

**Sales survey: Do initiatives help?**  
 Sales Value Survey replaces Sales Face Time. [Profiled for Sales]

**Profit matters**  
 Why it's key to the 2006 incentives plan. [Americas S&D]

**February sales round up**  
 IBM's scientific prowess and business expertise are critical to bringing in the wins. [Profiled for all IBM]

**IBM is just what the doctor ordered**  
 Medical University of South Carolina chooses IBM to heal their pain. [Profiled for Americas S&D]

**Be in the know**  
 IBM executives offer their views on everything from employee morale to client satisfaction. [Profiled for all IBM]

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**IBM says big business is readying for change**  
 CEOs are preparing for big changes in their companies in the next two years, according to an IBM study. [c/net]

**Media Snapshot - March 1**  
 IBM Adds New RFID Services And Software To Its RFID Portfolio. Dell takes

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Symbol	Current	+/-
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SEBL	10.61	-0.03
T	28.28	0.19
SAP	51.66	-0.21
PLMO	42.16	-0.84
LU	2.81	-0.06
MSFT	26.97	-0.17
ORCL	12.80	0.00
BEAS	11.70	0.46

Done | 1 chris.crummey | Now: Cloudy, 28° F | Fri: 30° F | Sat: 33° F | Sun: 36° F | Mon: 39° F

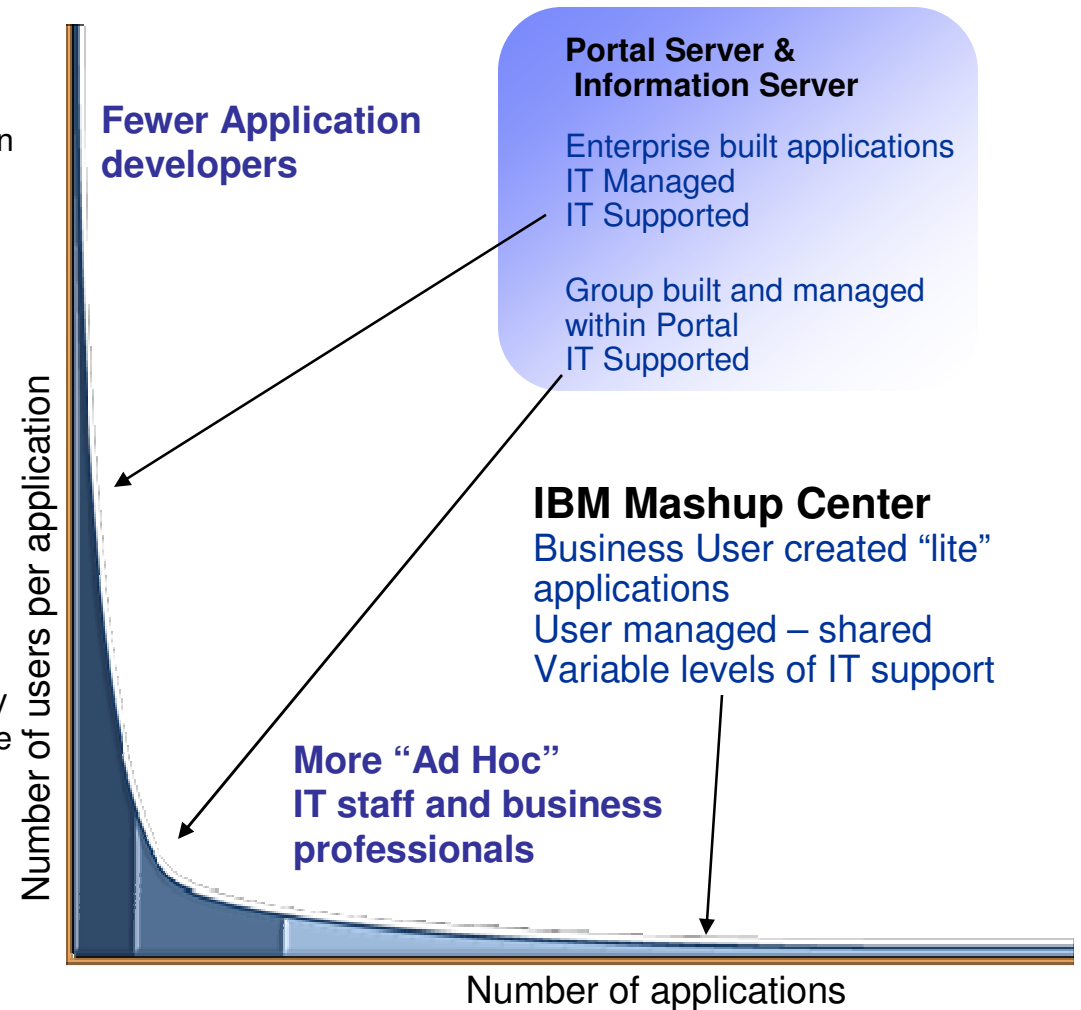
# Mashups Can Solve Pent-up Demand for Applications

## Situational Applications

1. Rapidly created to address an immediate need of an individual or community
2. Typically, but not necessarily, short-lived (a just-in-time solution)
3. Good enough
4. Built by domain experts (knowledge workers) to solve their own problems

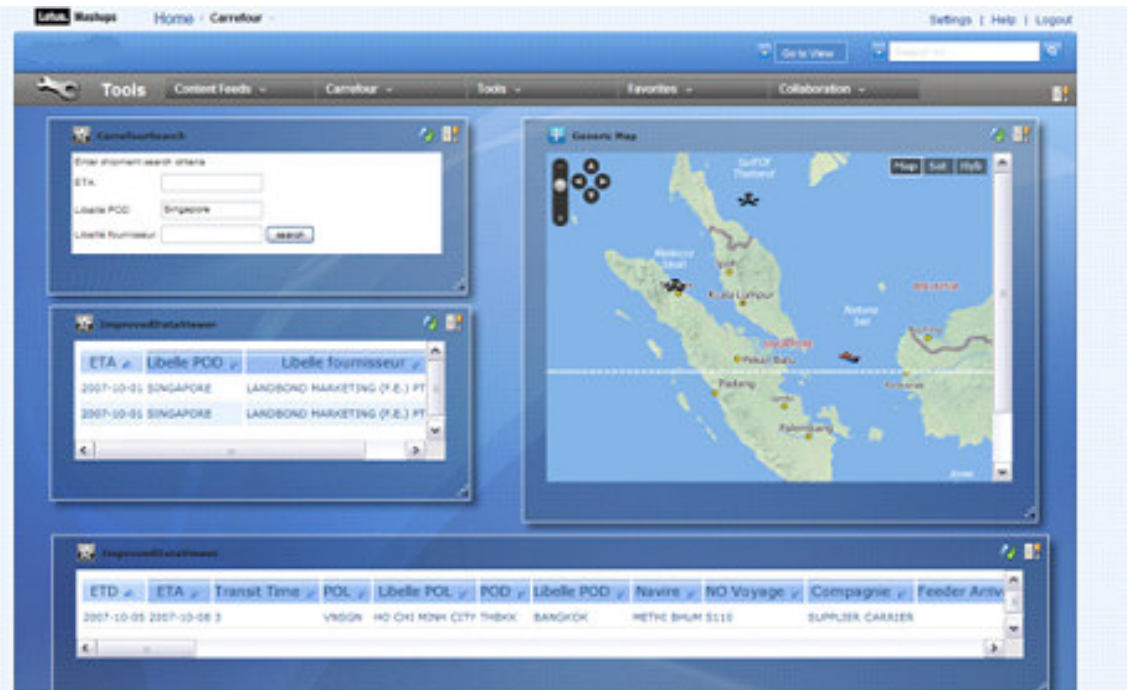
## Why Companies want Mashups:

- **Foster innovation** by unlocking and remixing information in ways not originally planned for
- **Quickly uncover new business insights** by easily assembling information from multiple sources on the glass
- **Increase agility** by supporting dynamic assembly and configuration of applications
- **Speed development and reduce development costs** through lightweight integration, reuse and sharing



# A global retail distributor's mashup

- **Customer Motivation: Role-based visualization of data across the supply chain**
- **Scenario: Shipment Monitoring Dashboard**
  - *In-transit shipment details*
  - *Shipment location*
  - *Events that could disrupt shipment*
- **Mashup combines data and Internet-based data (piracy incidents and weather)**



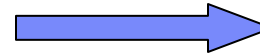
**"We are interested in the potential benefits of mashup software to help us quickly create applications to solve a variety of business challenges. One example is transporting food and other items to thousands of stores on time, despite bad weather, custom delays, traffic jams and road closures. This new type software could help warn us of these problems before they happen, allowing us to anticipate supply chain incidences and risk of product unavailability in stores" – Innovation Manager and company spokesperson, 2008**

## Freedom vs. Manageable

- How can you allow your users and lines of business to innovate, but not create chaos?
- You want it to be easy to construct a mashup, but also able to control who has access to the result, since that can be exposing key business data.
- Even if end users create mashups, you want to back them up and keep them available.



100's of servers



1 System z server

Backup?                      Availability?  
 Energy Cost?              Admin Cost?  
 Security?                    Information Silos?  
                                     Resource Utilization?



# Portal Next

*Build and Share your pages with control and confidence*

- Simplified user experience enables **authorized users** to construct mashups gathering corporate information, internet searches, ATOM feeds and REST services
- **Build one page or entire sites** under I/T control and management, but without I/T's direct involvement and **share** them without outside help

The screenshot displays the ZetaBank portal interface. At the top, there is a navigation bar with the ZetaBank logo and user options like 'My Work', 'Templates', 'Edit My Profile', 'Actions', 'Help', and 'Logout'. Below this, a 'Welcome' message is visible. A prominent green button labeled 'Customize your new page' is centered on the screen. The main content area is divided into several sections: 'Page Design Templates' (with a 'Change Layout' link), 'Tips' (providing information about community members), and a 'Choose a design to apply to your page(s)' section. This section offers three design options: 'Evergreen', 'Blue Hybrid', and 'Pumpkin'. Below these, there are sections for 'Fade', 'Portlets', and 'Feeds'. The 'Portlets' section includes 'Employee Directory', 'Emerging Trends', 'Products', and 'Expanded Offerings'. The 'Feeds' section includes 'Financial News' and 'Interest Rates'. A 'Return to My Page' button is visible in the top right corner of the main content area.

# Portal Next

*Build and Share your pages with control and confidence*

- We'll soon be enabling customers to **deploy mashups** made in Mashup Center to their portal pages, and in our next release enable portal users to **create mashups**
- **Share the results** share these mashups with other portal users quickly and easily

The screenshot displays the ZetaBank portal interface. At the top, there is a navigation bar with links for 'My Work', 'Templates', 'Edit My Profile', 'Actions', 'Help', and 'Logout'. A user status indicator shows 'I am available'. Below the navigation bar, the main content area is divided into several sections:

- Essential Links:** A list of links including 'Newsroom', 'About ZetaBank', 'Learning@ZetaBank', 'Our Values at Work', 'Expense Reports', 'Presentation Central', and 'Standard Software Installer'.
- Announcements:** A section featuring a large image of a staircase and several text-based announcements with small profile pictures of users.
- News for You:** A section with several news items, each with a small icon and a title, such as 'Power Renovations Goes the Distance' and 'Employee Safety: What YOU Need to Know'.
- People Finder:** A search interface with fields for 'Search by:' (Name) and 'Search directory:' (North America), along with an 'Advanced Search' button.
- Market Report:** A section titled 'Market Report' with a 'Refresh' button and a table showing market data.

Symbol	Current	+/-
ZetaBank	92.60	-0.32

Indices	Last
DJIA	10,890.72
NASDAQ	2,239.37
S&P 500	1,257.46

# Portal Next

## *Quickly Establish your Web Presence using a Sample Site*

- We'll soon be enabling customers to **rapidly create** their web sites based upon a set of site templates
- Customization of these templates will easily enable customers to establish their unique web presence quickly

On Demand Workplace | Home - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

WebSphere Portal Welcome Administration Nicole S. Robbins Help Log Out

Getting Started New Page Search Customize More Actions v

### Create a Site

Save time. Select a template to quickly build out your basic site structure.

Intranet Portal

Departmental Portal

Basic Internet Portal

Employee Portal

#### Quick Tips & Samples

##### Site Design

<a href="#">Quick site creation</a>	Using templates to quickly build a site	Video
<a href="#">Customizing pages</a>	Tour of Page Builder features	Video
<a href="#">Site navigation</a>	Tips on thinking through your site's navigation requirements	Tips
<a href="#">Site logo</a>	Make your site logo clickable	Code snippets
<a href="#">Rounded corners</a>	Use HTML and CSS to round corners of tabs and other elements	Sample code
<a href="#">Lightboxes</a>	Learn how to integrate an image lightbox into your site	Code snippets
<a href="#">Flash</a>	Tips on including Flash on your site	Step-by-step
<a href="#">URLs &amp; page IDs</a>	Learn why you should care about custom URLs & unique page IDs	Step-by-step

##### Content Management

[Web Content Management overview](#) Take a tour of the WCM authoring environment. Video

Done

# Lotus Forms 3.5.1

Create easy to use forms via the Lotus Forms portlet

Available  
August  
2009

## Forms in IBM Mashup Center

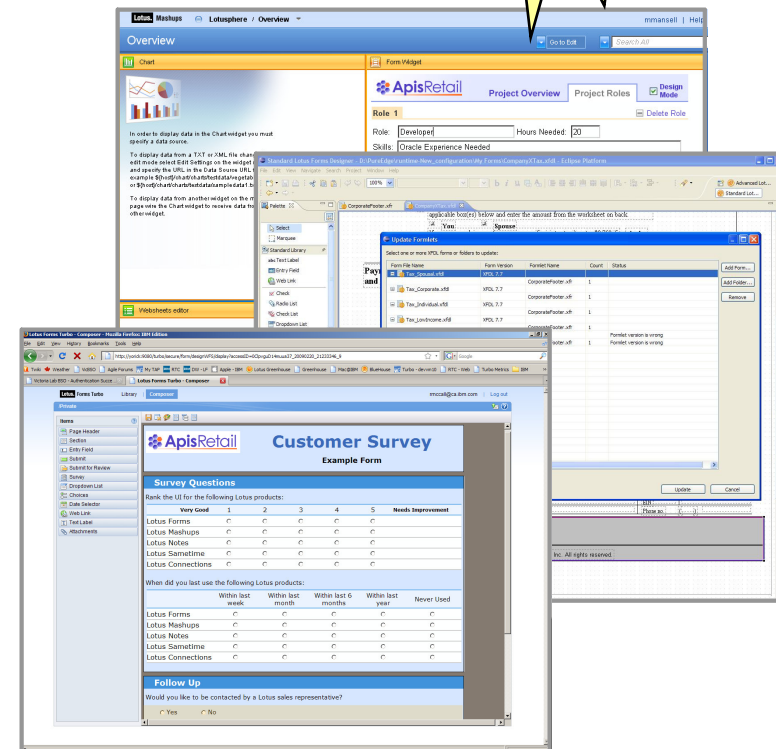
- Focused on Turbo, but compatible with enterprise offering
- Provides LOB creation of business centric iWidgets
- Extends Mashup Center to document-centric processes

## Lotus Forms Turbo in Portal

- Design, repository and analysis components to be delivered through WAI
- Forms fill experience to be delivered as portlet with data integration/eventing support

## zLinux Support

- Lotus Forms Server



## Improved Enterprise Portlet

- More consumable JSR 286 Enterprise Forms Portlet
- No programming required to deploy a form in Portal

# IBM's On Demand Workplace (ODW) has been successful ...

- **Providing** “one place” with personalized access to IBM resources
- **Integrating** content, learning, expertise, collaboration and business applications
- **Enabling** increased productivity through role-based delivery of resources
- **Reducing** development and deployment costs through reuse



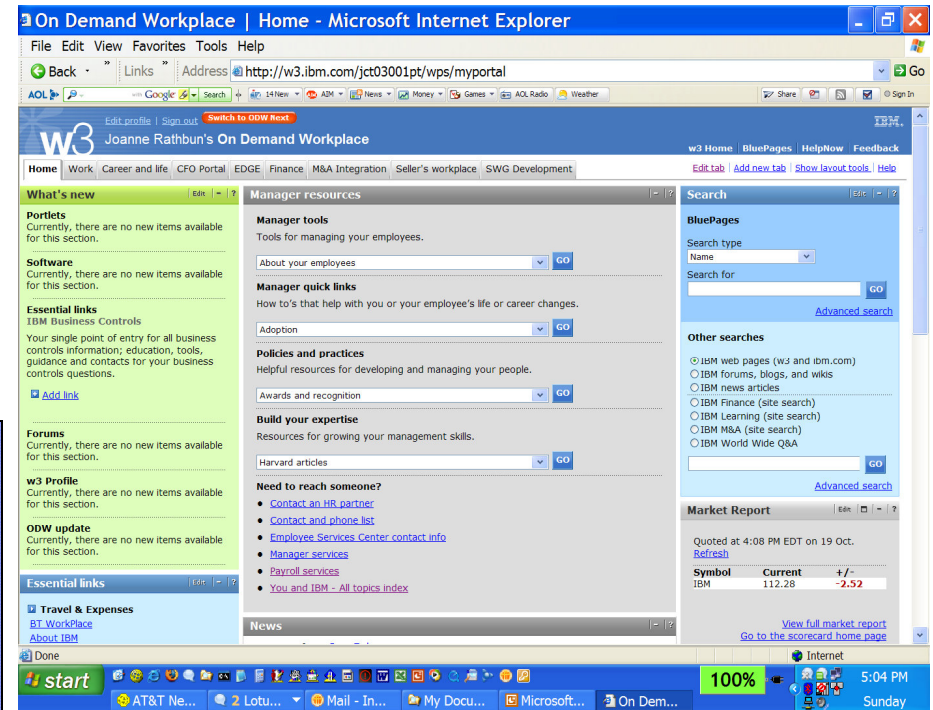
# Reusable Services and Applications Make up Today's On Demand Workplace (w3.ibm.com)

## Core Services

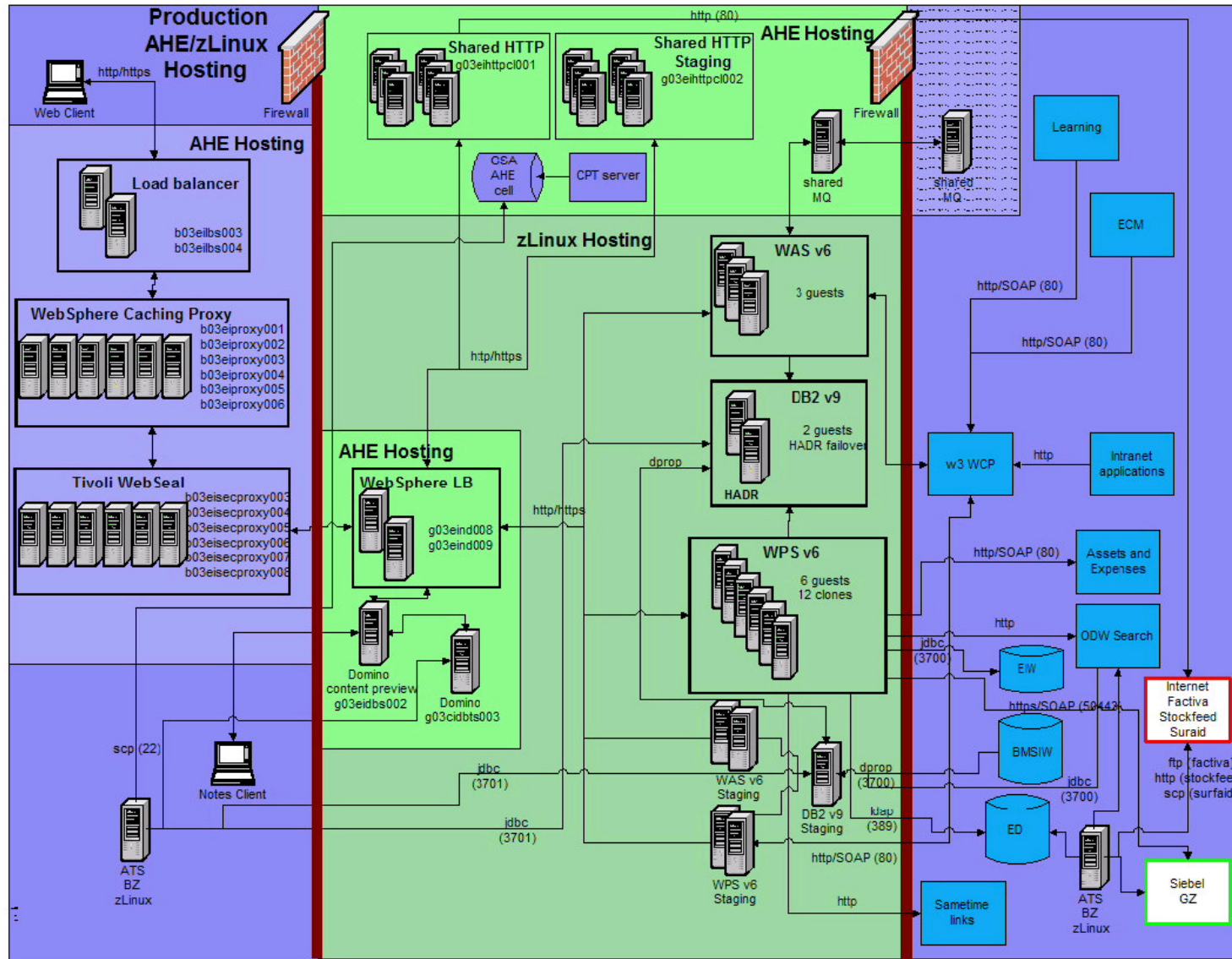
Corporate Portal ODW  
 Bluepages  
 eSSO (TAM)  
 Search  
 Jukebox & Employee Webcasts  
 Proxy / Redirect Services and other services  
 DRMS  
 IIP  
 Charting Service  
 Content Web publishing

## ODW Portlet Applications

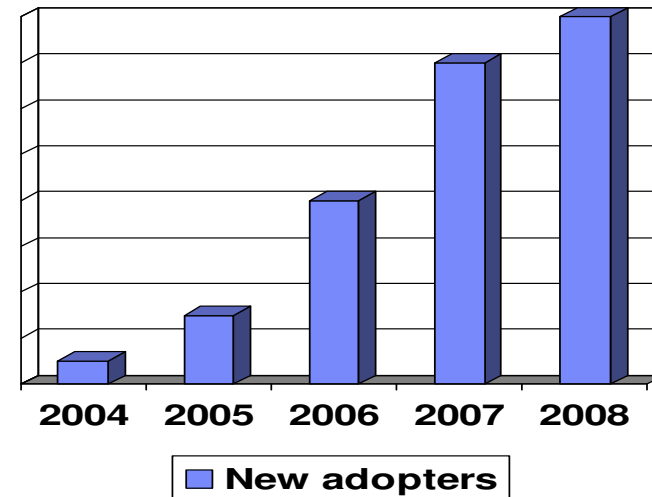
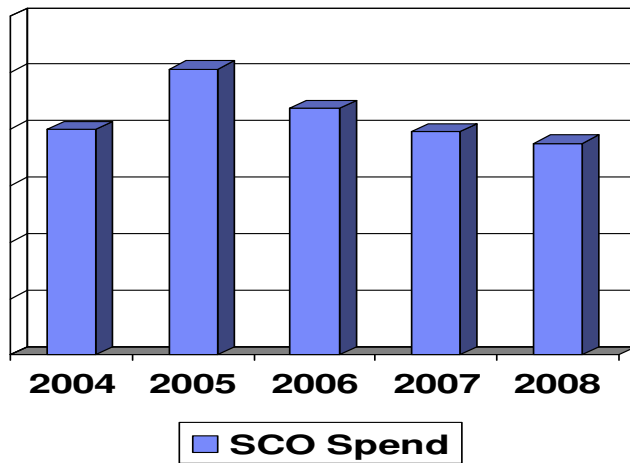
ODW personalization	Working Knowledge
ODW sign in – esso	What's New
Forums	Market Report
Search	Manager Portal R3
You & IBM News	SWG Development Suite
Discounts	Finance Suite
Get personal	M&A Suite
Act Now	Practitioner Support Network
Planning center	PE Portlet
Senior Leadership page	CFO & GMMP Suite
Manager Resources	RSS/Web Feeds
Learning	Asset and Expenses
Sellers Workplace Suite	WMI SPoE
Essential links	Communications Directory
Corporate news	Edge on Demand (Reporting)
MyNews	Buyers Portlet



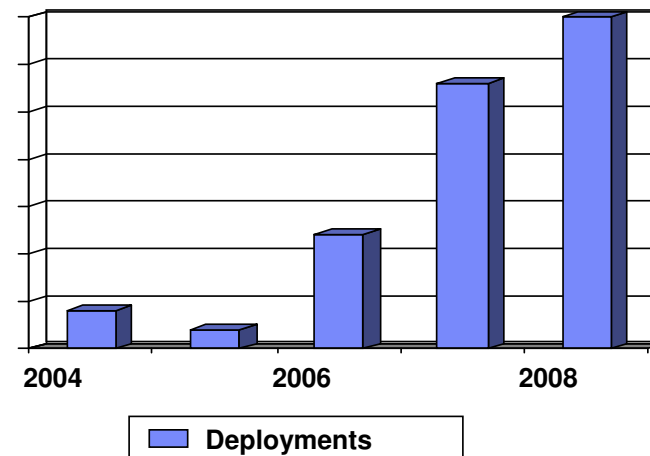
# Intranet (ODW) Infrastructure



# Intranet (ODW) Spend and Growth



- 2 M requests per hour for our Photo API
- 8 M home page hits / day
- 23 k / minute average active users
- 276 k average unique visitors per day





# Our continued intranet evolution and innovation: ODW Next

- Perpetual Beta
- Dynamic switching between ODW and ODW Next
- Enables integrated innovation
- Built on Portal 6
- Web 2.0
- Google Gadgets
- New model for self deployment
- Remote portlets

The screenshot shows the 'Mark's ODWneXt' intranet interface. At the top, there's a navigation bar with 'Home', 'W3 Tools', 'Work', 'Career and Life', and 'Add Tab'. Below this, the main content area is divided into several sections:

- Left Sidebar:** Contains a clock showing 'Wed JUN 20', a calendar for 'June 2007', and an 'Essential Links' section with items like 'About IBM', 'About w3', 'Buy on demand', 'Collaboration Central', 'CommunityMap', 'Corporate Security', 'Customer Reference Materials', and 'Emergency Planning'.
- Central News Section:** Titled 'NEWS', it has tabs for 'HEADLINES', 'IBM', 'LOCATION', 'INTEREST', and 'JOB ROLE'. The main headline is 'S25 MILLION OFFERED FOR GLOBAL WARMING' with a sub-headline 'GEESE GET REVENGE: PATE MAY CAUSE RARE DISEASE'. Below this, there are smaller news items like 'Breast cancer genes can come from father (AP)- 1 hour ago' and 'Space pioneers wanted for 520-day Mars experiment (AFP)'.
- Right Sidebar:** Contains two search portlets. Each has a 'BLUE PAGES SEARCH' field and a 'CONTENT SEARCH' field. Below these are 'RECENT SEARCH' and 'POPULAR SEARCH' sections with links like 'IDP', 'User Experience', 'Usability', 'Lotus', 'Linux', 'WP 6', 'Portal', 'Innovation', 'AJAX', and 'Bluebird'.

# Web 2.0 is about user participation – a goal of the future ODW is to be an employee Participatory Portal

**ODW Next Users Profile**  
**21542 Users in 88 Countries**

Country	Count	Percentage
us	5862	27%
in	2720	13%
jp	1406	7%
de	1212	6%
uk	1108	5%
br	1066	5%
ca	739	3%
it	635	3%
fr	539	3%
au1	503	2%
es	428	2%
Other	5324	25%

11:01 AM, Thursday, August 07, 2008 (eastern)

---

**User Contributed Portlets**  
**18 Portlets from 5 Countries**

Country	Count	Percentage
us	12	67%
ca	3	17%
dk	1	6%
in	1	6%
at	1	6%

03:00 PM, Thursday, August 07, 2008 (eastern)

---

**Pulse Poll Observer**

If a self-deployment portlet infrastructure could be established with ODW Next, with "near production" portal resiliency, but variable SLAs per portlet, would you be willing to use peer-contributed portlets or to contribute to the palette?

- No, and I'd prefer to see only formally developed business portlets in the palette. (2.8% / 47 votes)
- I may not try contributed portlets, but OK to include as long as identifiable in the palette. (8.5% / 145 votes)
- Sure, willing to try new portlets, as long as the portlet contributor is IIP-identified. (34.2% / 580 votes)
- I would try new portlets, but only after peer reviews and owner reputation data is available. (21.5% / 364 votes)
- I look forward to peer contributions and also want to develop and contribute to the public palette. (33.0% / 560 votes)

[Back to Options](#)

---

**Portlets**

Search:

User Contributed

What is this?  Search

membership flickr classifieds

**situational-applications portal** BlueTwit poll ODW seasonal pulse kv-search statistics dogear fringe KnowledgeViewSearch COMP photos resources Research javascript halloween swg-development articles team bluegroups links sale users chart learning survey swap json news IDC Gartner

Recent Popular

**Fringe Search** by Brian P. Oloro  
Provides a Fringe search box in a portlet for ODWNext  
★★★★★ by 3 users

**w3 News for all IBM** by Michael Vandermaulen  
Temporary portlet for ODW Next users to view w3 Top Stories and other "non-profiled" current news articles  
★★★★★ by 5 users

**Top recent dogears** by Sharon Lymer  
A portlet that gets and displays the top 5 recent dogear bookmarks.  
★★★★★ by 2 users

**ODW Next Users by Country** by Michael Vandermaulen  
Portlet to chart ODW Next registered users.  
★★★★★ by 4 users

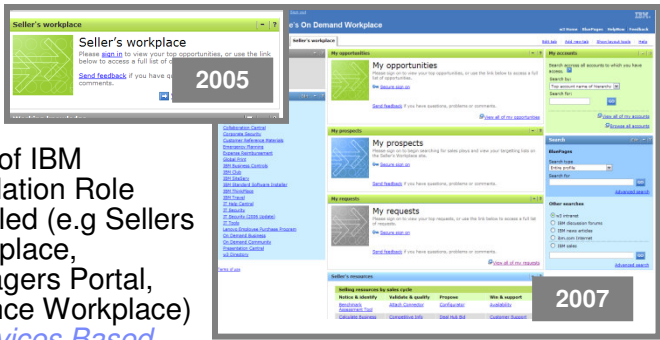
**Links to analyst research in COMP** by Flemming Hansen  
Portlet to provide links to analyst research in COMP from ODW Next.  
★★★★★ by 1 user

Community  
Finance  
News

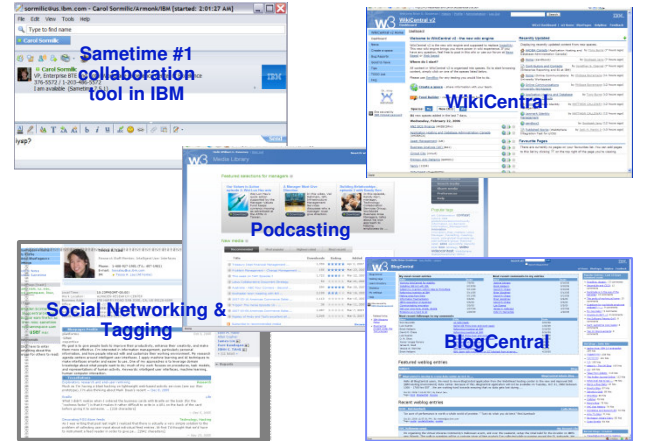
http://w3.tap.ibm.com/innovatorslibrary/asset\_view?assetId=426

# Using Lotus products, e.g. Lotus Connections to achieve Web 2.0: - Services based – collective intelligence – Light Weight UIs -

60% of IBM population Role Enabled (e.g Sellers Workplace, Managers Portal, Finance Workplace) - *Services Based*



- Sametime – 380K users - largest installation of Sametime in the world. What users are saying: \$80M Productivity increase
- 97 portals integrated



*Dogear & ETS (Tagging)* Improved content relevancy & employee satisfaction. Estimated \$3.3M productivity increase



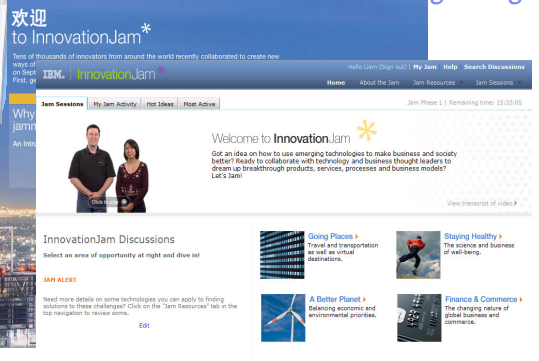
**ThinkPlace:**  
• 16K+ ideas  
• \$574M impact  
• 20 Exec Challenges

- 250k tagged URLs
- 75k unique tags
- adopted by 100+ apps

Jams drove \$50M Services & SW Revenue

- Access via mobile devices
- 15K Wikis,
- 217K readers,
- 34K IBM Authors
- *Device Independent*
- *Participatory beginnings*

Bluepages – highest employee sat at 89% - *Base for Profiles*

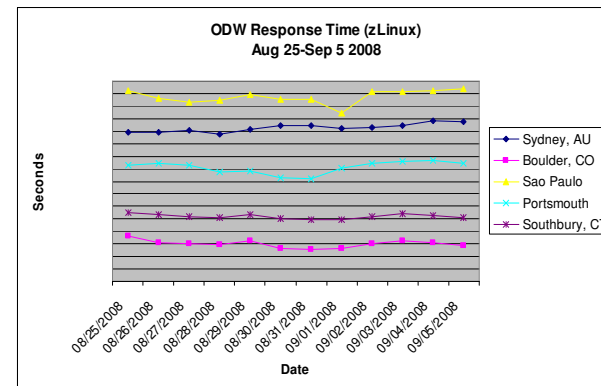
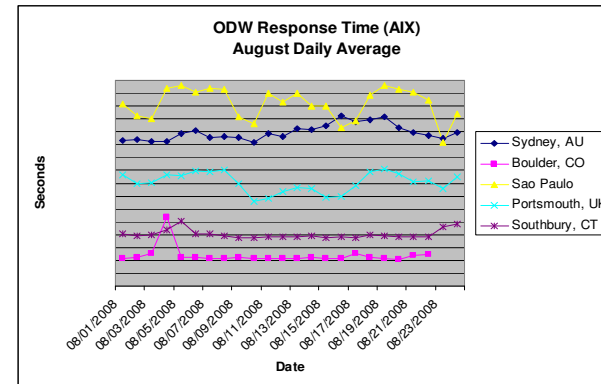


## *Laying the foundation to move into the future....*

- System z Linux
  - **Scalability – support exponential growth**
    - Ability to clone systems easily: days, not weeks
    - Add CPU and other resources in hours, not days
  - **Performance – Response time**
    - More consistent results
    - Quicker results
  - **Efficiency**
    - I/O Intensive applications
  - **Reliability**
    - Improved availability of business critical applications
  - **Cost**
    - Moving to better utilized System z Linux images
    - Less labor costs for less manual intensive tasks
    - Dynamic LPAR creation has saved 5-6 weeks in creation of new development environments
  
- Portal R6.1
  - **Web 2.0 capabilities**
    - participatory business applications
    - Allows social interaction
  - **Scalability – support exponential growth**
    - JVM improved performance (Java Virtual Machine)
  - **Portlet Independence**
    - CSA – Client Side Aggregation
  - **Shorter development time/cost**
    - Identified state – allows us to remove home grown functionality

## Benefits Realized in first month

- **Performance:**
  - More consistent response times on ODW
  - Average 2 seconds quicker for our BluePages application
- **Scalability:**
  - Immediate results to add CPUs to environment
    - Task completed in hours; labor cost minimal
- **Go Green!**
  - Energy Efficiency Certificates verify savings



# Outlook: “innovation with integration”

Web 2.0 features  
- WP 6.1

Social Tagging

Social Search

Profiling -  
Personalization

Integration with  
web mail, calendar

Harvesting via  
“natural  
selection”

New model for  
self-deployment

The screenshot displays the ODW Next web application interface. The browser window shows the URL 'http://w3.ibm.com'. The page layout includes a top navigation bar with links for Home, Career and life, Google Gadgets, Search, Seller's Workplace, Lotus Connections, and dwa. A secondary navigation bar lists various content categories. The main content area is organized into several widgets: 'What's New' with an alert about the new look and feel; 'w3 News [profiled for all IBM]' featuring 'Top stories' such as 'Friday fun' and 'Raising the game'; 'Search' with a search box and various search filters; 'My Links' with a list of links under 'AP web client pilots' and 'Career IT tools and support'; and 'My Stocks' showing a table of stock prices for various IBM-related companies as of Wednesday, August 6, 2008.

Symbol	Price	Change	% Change
IBM	128.70	0.33	0.26%
HPQ	45.20	0.20	0.44%
AAPL	163.27	2.63	1.64%
XXAX	2,133.99	5.86	0.28%
SNYA	8,472.31	0.46	0.00%
ITNX	4.05	0.04	1.02%
SCOMPQ	2,366.80	16.97	0.72%
SDJI	11,605.51	-10.26	-0.09%
SPX	1,284.86	-0.02	0.00%

## Summary

- **Web 2.0, Social Software and user contribution and collaboration are hot topics and will be leveraged by leading companies to spur innovation and accelerate their business goals**
- **WebSphere Portal provides a proven, enterprise class solution that enables I/T to deploy these web 2.0 user experiences, with more web 2.0 and social elements coming in the future.**
- **WebSphere Portal when deployed on z systems provides a centralized, scaleable and manageable platform with unmatched price/performance for integrating core business processes with user contributed and customized content to maximize business impact.**



# Resources

## Learn more

- **WebSphere Portal:** <http://www-01.ibm.com/software/websphere/portal/>
  - zOS: <http://www-01.ibm.com/software/genservers/portalezos/>
  - Library: <http://www-306.ibm.com/software/genservers/portal/library/>
  - Industry Toolkits: <http://www-01.ibm.com/software/websphere/portal/industry/>
  - Webcasts
    - “WebSphere Portal and Dashboards on System z: <http://www-01.ibm.com/software/os/systemz/telecon/10sep/>
    - “Unleash the power with WebSphere Portal 6.1 and Web 2.0”: <http://www.ibm.com/software/info/people/portalwebcast/index.jsp>
    - “IBM WebSphere Portal Web 2.0 Features”: <http://www.youtube.com/watch?v=Mr5g2Lh4HmA>
  
- **Lotus Forms:**
  - Library: <http://www-01.ibm.com/software/lotus/forms/library.html>
  - eForms: <http://www-01.ibm.com/software/lotus/products/forms/>
  - Catalog: <http://www-01.ibm.com/software/lotus/forms/catalog/>
  
- **IBM Mashup Center:** <http://www-01.ibm.com/software/info/mashup-center/>
  - Library: <http://www-01.ibm.com/software/info/mashup-center/library.html>
  - Try out IBM Mashup Center on Lotus Greenhouse: <https://greenhouse.lotus.com/home/product.jsp?p=mashups>
  - IBM Mashup Center wiki: <http://www-10.lotus.com/idd/mashupswiki.nsf>
  
  - Other sources:
    - IBM Mashup Center on DEMOZone: [http://demos.dfw.ibm.com/on\\_demand/Demo/IBM\\_Demo\\_IBM\\_Mashup\\_Center-Jul08.html](http://demos.dfw.ibm.com/on_demand/Demo/IBM_Demo_IBM_Mashup_Center-Jul08.html)
    - Keep Up with New Developments at our “Mix and Mash” blog: <http://www.mix-and-mash.com>
    - How-to Details for IBM Mashup Center: <http://youtube.com/user/ItsMashtastic>





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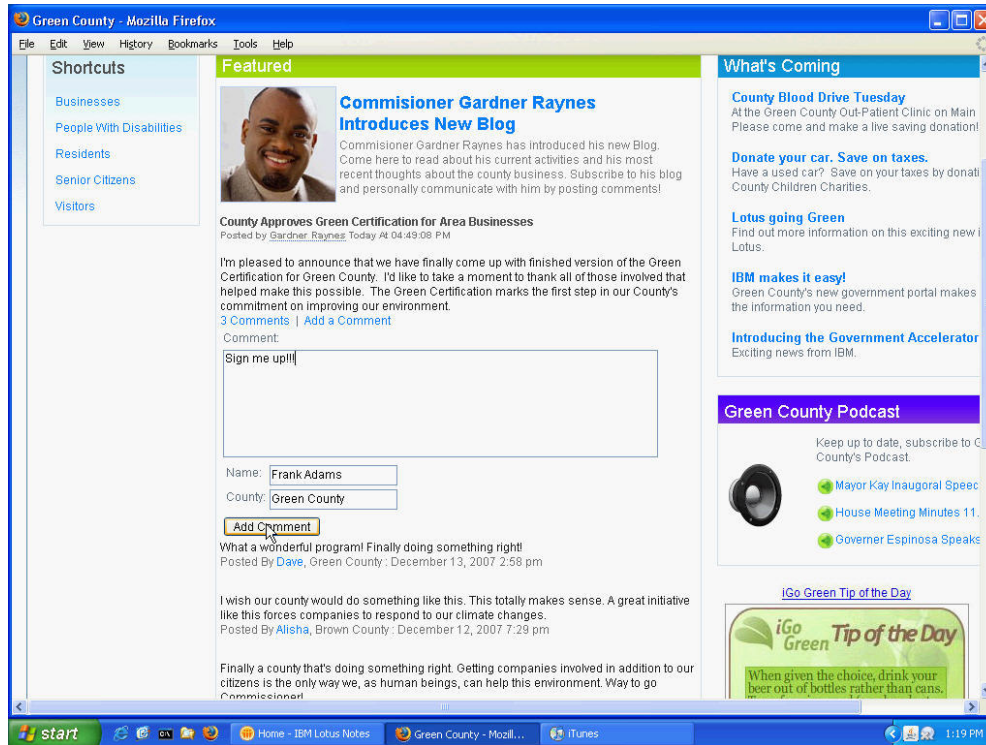
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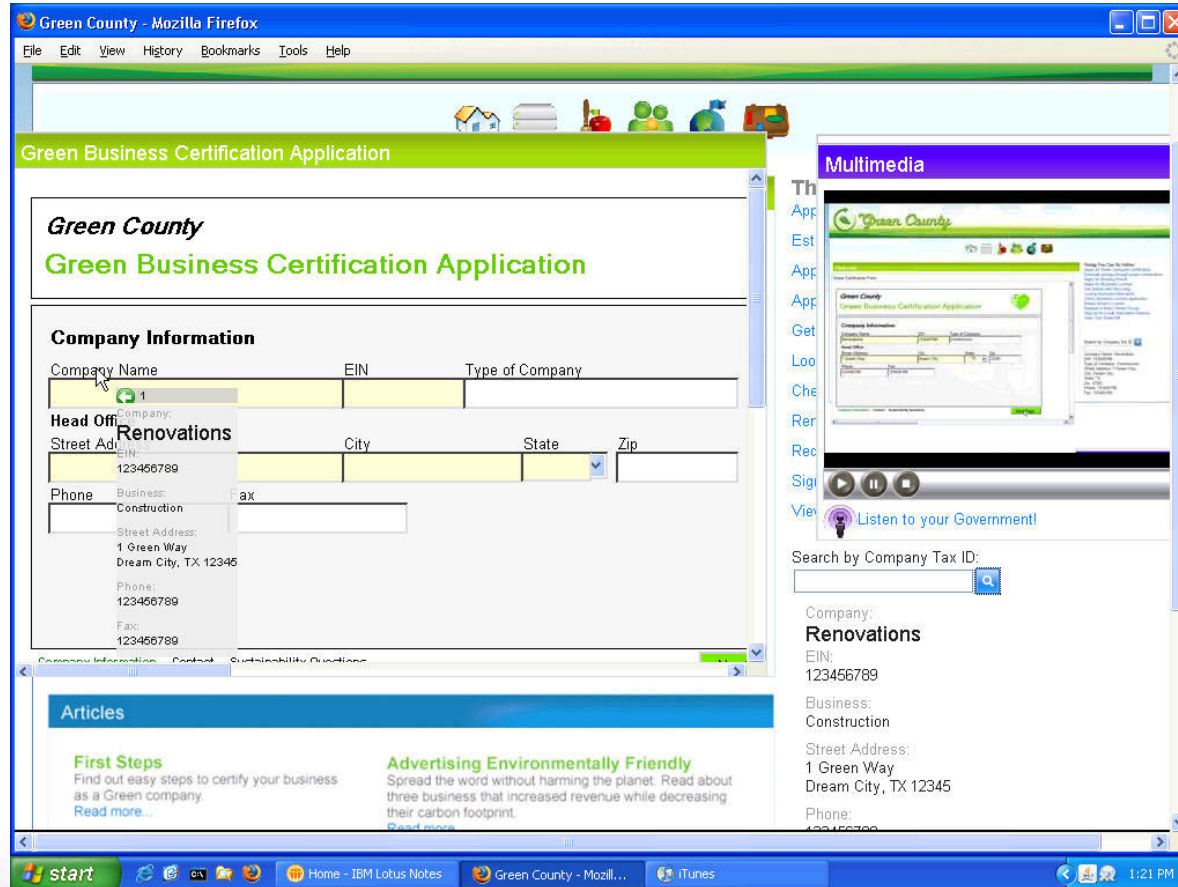
# BACKUP



# Blog



# Floating Panes



# Building a Culture of Innovation

## *Social Software At Work Within IBM*

Hosts **13,000 weblogs**, **105,000 entries** with **>37,000 users** and **23,500 tags**. Used by IBMers as a source of ideas and information sharing.



Holds over **514,000 profiles** and is the hub of user requests and all applications authentication for IBM.



Home of over **457,000 bookmarks** with **>1,000,000 tags**. Serving a contributor population of 16,000 with enterprise search access to all IBMers.



# IBM®

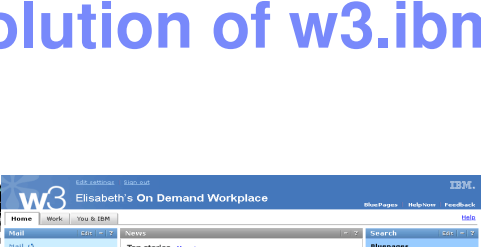
Enables ad hoc collaboration with over **41,000 activities** for **67,000 users**.



Houses **1,000 communities** with over **267,000 unique members**.



# Evolution of w3.ibm.com



Launch of w3.ibm.com

Version 2.0

Versions 3 & 4

Versions 5 & 6

ODW R1 & R2

ODW 2008-2009

Corporate news and links  
17k page views/day

Standard design and navigation  
38k page views/day

Bluepages, MyNews, Web tools, Info Central  
500k page views/day

Profile, Dynamic Content, Taxonomy, Integrated Search  
1m page views/day

Business Portals, Personalization  
2m page views/day

Self-deployment, Mobility, web 2.0 portal "stickiness"

Corporate Communications

Common Function

Personalization

Participation



1996

1998

2000

2002

2004

2006

2008

# The Evolving Portal Problem Space

## Aggregate

2000 to 2003

Explosive growth of company sites led to inconsistent branding, inconsistent development, end user confusion and redundant work efforts

## Integrate

2003 to Today

A wide array of assets that required delivery outside the firewall and no easy way to integrate the applications on the back end

# The Evolving Portal Problem Space

## Aggregate

2000 to 2003

Explosive growth of company sites led to inconsistent branding, inconsistent development, end user confusion and redundant work efforts

## Integrate

2003 to Today

A wide array of assets that required delivery outside the firewall and no easy way to integrate the applications on the back end

## Innovate

2009 and Beyond

Provide a more inclusive community and foster innovation from anywhere while providing necessary business and technical governance.



# IBM Mashup Center

*A lightweight mashup platform, supporting line of business assembly of simple, flexible, and dynamic web applications – with the management, security, and governance capabilities IT requires*

- **Create and Assemble** new applications by reusing existing data and services
- **Unlock** Enterprise, Web, Personal and Departmental Information
- **Develop** widgets from enterprise systems
- **Discover and share** mashups, widgets, feeds, and services
- **Transform** information into new feeds

