IBM®

The future runs on System z

Maximizing Your Web Presence Cost Effectively
WebSphere Portal on System z

Doug Cox
IBM Lotus Software

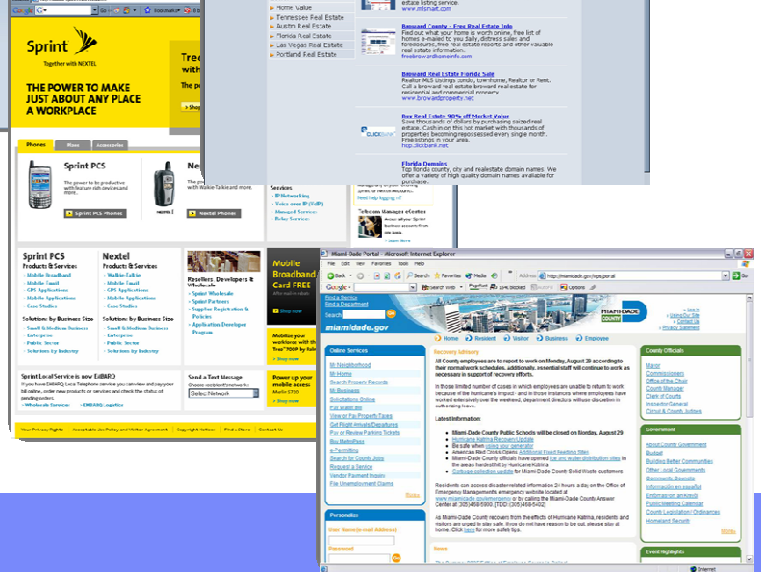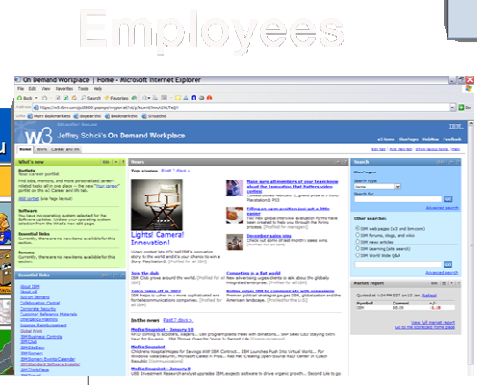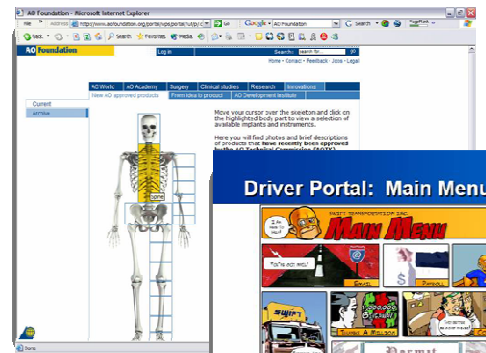VP, SOA Interaction Services Development
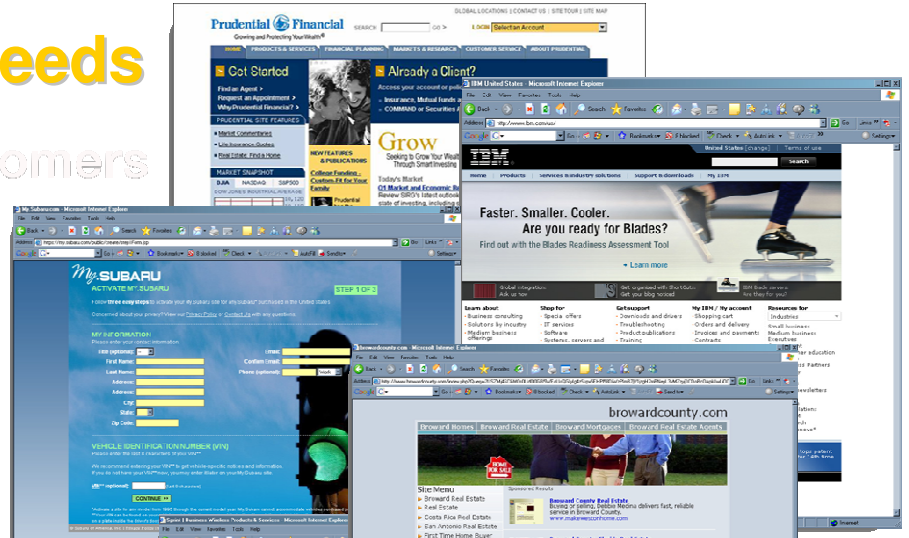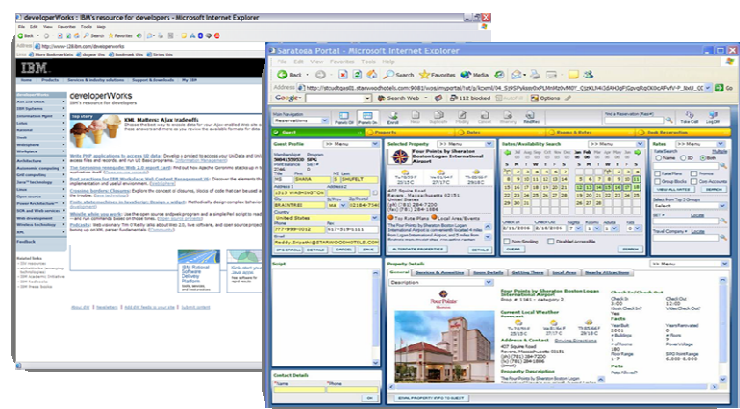IBM Software Group

IBM

Exceptional User Experiences

One Platform
Many Different Business Needs

Partners

Customers

Employees

WebSphere Portal on System z

Distributed Consolidation

System z Linux

Speedy deployment with QOS/integration.

- Applications that scale out
- Large number of smaller appls
- 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

Lotus. software

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-availablilty Parallel Sysplex clustering, Coupling Facility and GDPS

Web 2.0 & IBM Strategy

TAKE SUCCESS OF WEB 20 & MAKE IT READY FOR ENTERPRISE

Web 2.0 Sites

Techniques "Services"

Mashups

Tagging

Tag Clouds

Folksonomy

Blogging

wikis

Semantic Tagging

Technology

Microformats

PHP

Flex

REST

XML

RSS

Atom

AJAX

WebSphere Portal V6.1
Rich set of Web 2.0 Features

- **User Contribution** to portal sites through our Web Content Management

- **Situational Development** through Composite Application Templates and through Lotus Designer / Portlet Factory / Forms Designer

- **User Control** of their pages through drag & drop portlet pallete and Google Gadget catalog

- **Google Gadgets and iWidgets** – integrate thousands of additional applications

- **Application integration with AJAX and REST support** for core features - context menus, search menu, administration, drag and drop portlet palette

- **Live Text** – Give users one-click access to information that "pops" on the page

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

WebSphere Portal 6.1
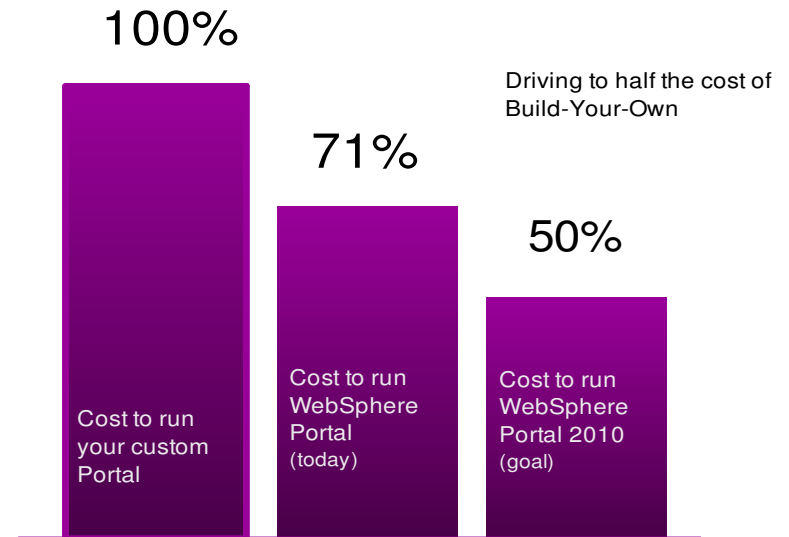# Cost & Performance Improvements

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.**

4.9

1.7

1.0

WebSphere Portal 5.1.x

WebSphere Portal 6.0x

WebSphere Portal 6.1
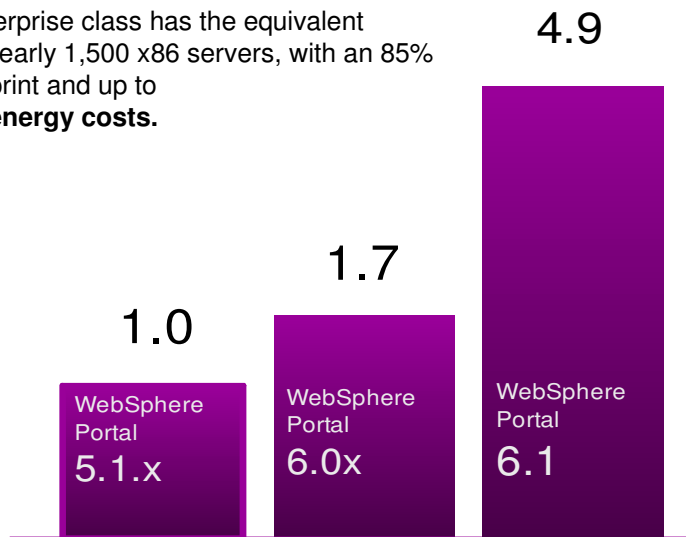
30% Lower TCO
BUILD VS. BUY
Comparison of 5 year Total Cost of Ownership

100%

Driving to half the cost of Build-Your-Own

71%

50%

Cost to run your custom Portal

Cost to run WebSphere Portal (today)

Cost to run WebSphere Portal 2010 (goal)

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

IDC
Analyze the Future

5-Year TCO Difference
(Summary)

Legend:
- Downtime & Service Desk
- Training
- Software
- Hardware
- Consulting
- Ongoing IT support
- Labor cost initial deployment/ ongoing development

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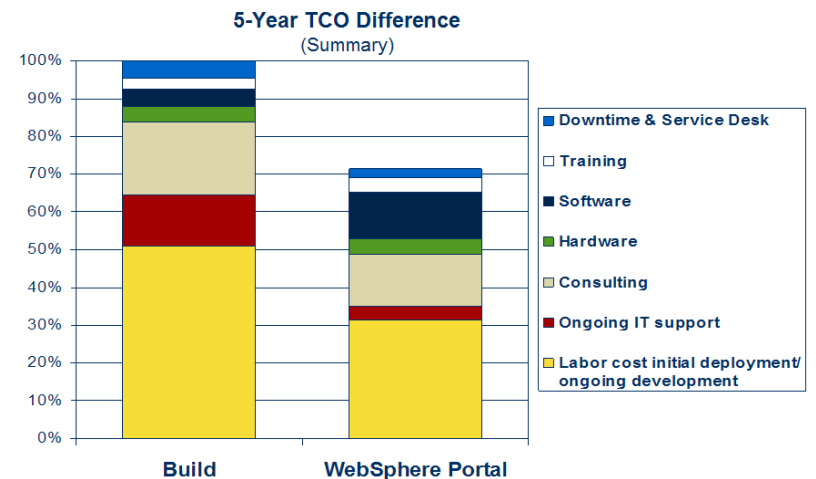
IBM WebSphere Portal V6.1 –
Respond Quickly To New Business Opportunities

Empowering Business Users

Site Wizard

Create new sites quickly without IT

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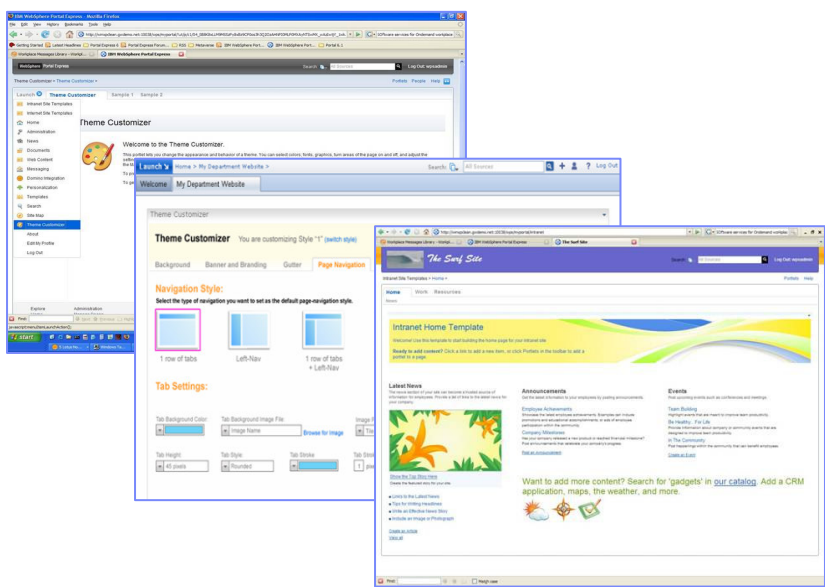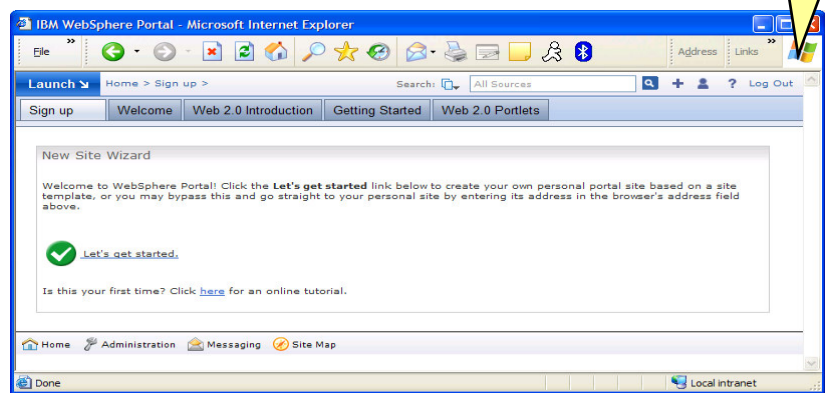
Theme Customizer

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**

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

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

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

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

We're here to help

Easy ways to get the answers you need.

Software > WebSphere > Industry Toolbox >

IBM Government Industry Toolbox Demos & Softwar

Demonstrations

→ Green County Demo
This demonstration shows how IBM WebSphere Portal is used to
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 da
and provide straight through XML processing with DB2 pureXML.

→ WebSphere Portal For Social Services
See how a Portal based solution can help constituents easily inte
agencies who support them, while providing employees at those
access to the information and resources they need.

Software Assets for Government

Forms

· Government Census eForm

Dashboards Key Performance Indicators

· Local Government KPIs

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 theses solutions along with the complexity of managing multi platform solutions was effecting NITC's ability to provide quality IT support at low costs.

Advancing ReNEWable Energy

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

(CNAF)

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

Software	▪ WebSphere Portal Enable for z/OS ▪ IBM WebSphere Application Server for z/OS ▪ Lotus Domino for z/OS ▪ CTG V5 ▪ IBM DB2® for z/OS
Hardware	▪ IBM eServer™ zSeries® 990 servers (2084-306) leveraging Parallel Sysplex technology ▪ z/OS

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

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

Fewer Application developers

Portal Server & Information Server

Enterprise built applications
IT Managed
IT Supported

Group built and managed within Portal
IT Supported

IBM Mashup Center
Business User created "lite" applications
User managed – shared
Variable levels of IT support

More "Ad Hoc" IT staff and business professionals

Number of users per application

Number of applications

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)*
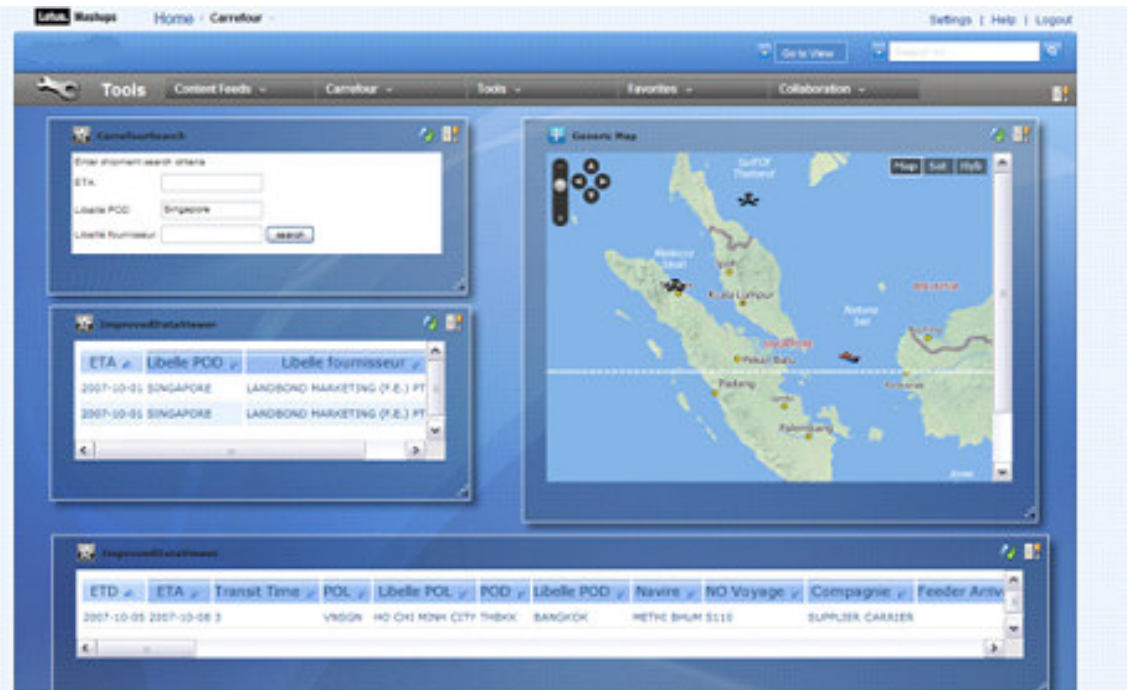
"We are interested in the potential benefits of mashup software to help us quickly create applications to solve a variety of business challenges. One example is transporting food and other items to thousands of stores on time, despite bad weather, custom delays, traffic jams and road closures. This new 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
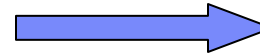
1 System z server

Backup?

Availability?

Admin Cost?

Energy Cost?

Information Silos?

Security?

Resource Utilization?

Portal Next
Build and Share your pages with control and confidence

- Simplified user experience enables **authorized users** to construct mashups gathering corporate infomation, 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

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

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

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
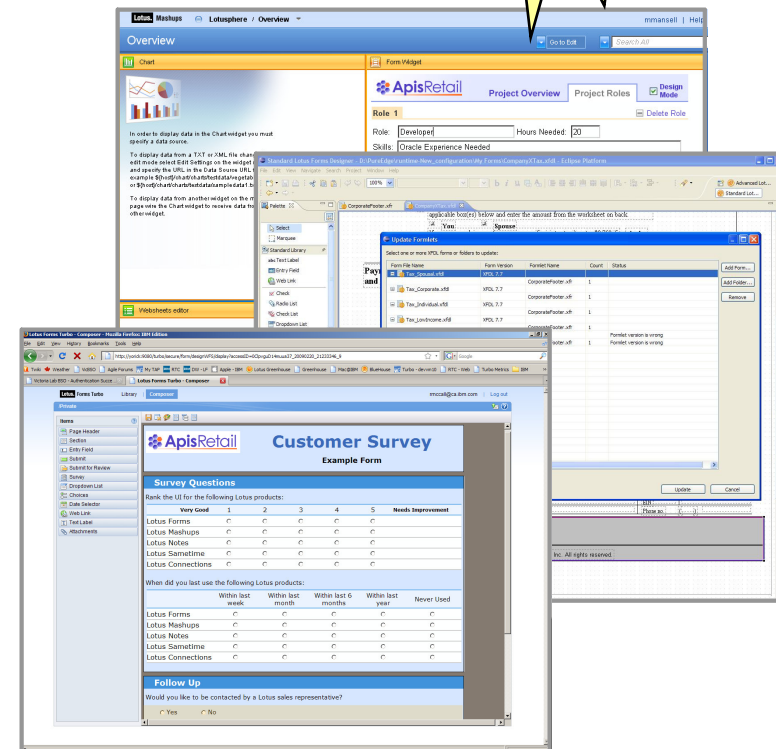
Improved Enterprise Portlet

- 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
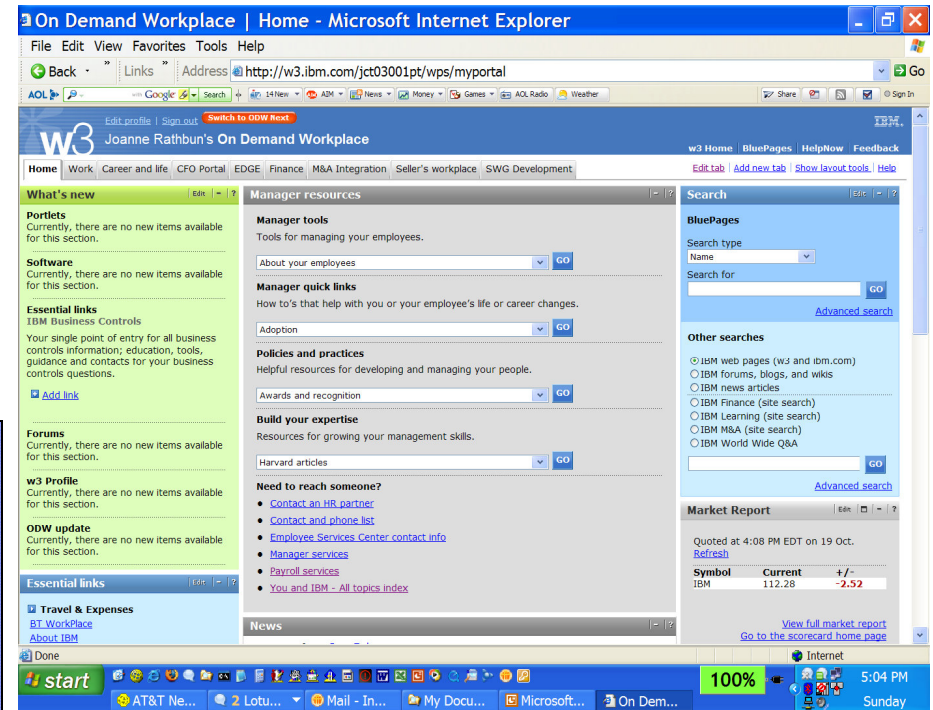
Intranet (ODW) Infrastructure
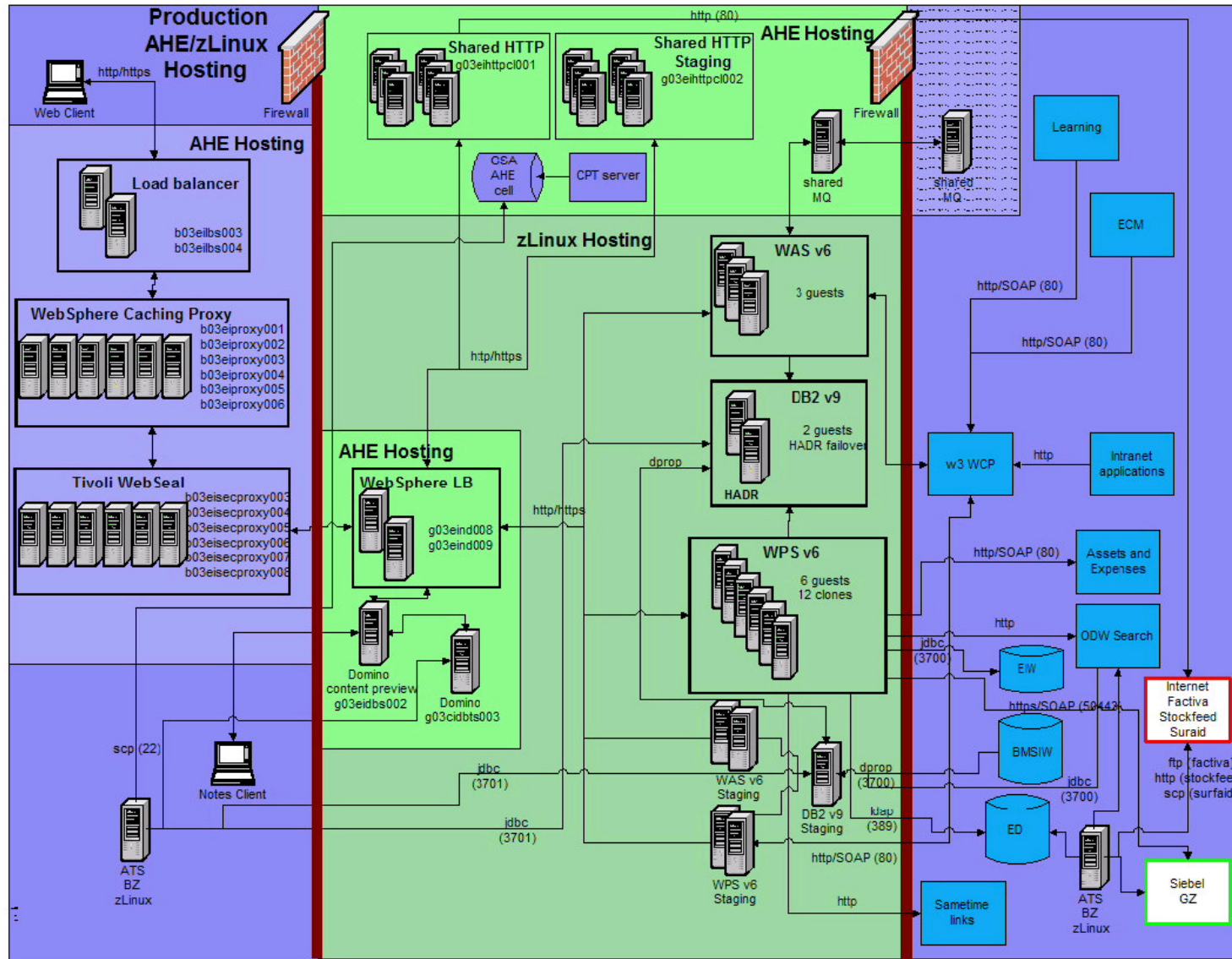
Intranet (ODW) Spend and Growth

2004 2005 2006 2007 2008

SCO Spend

2004 2005 2006 2007 2008

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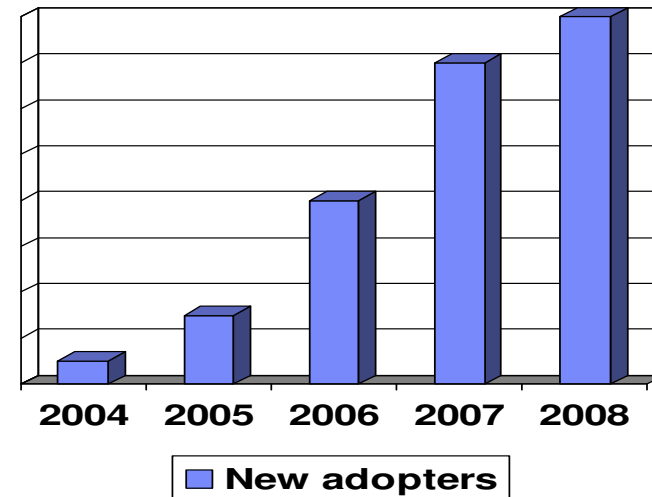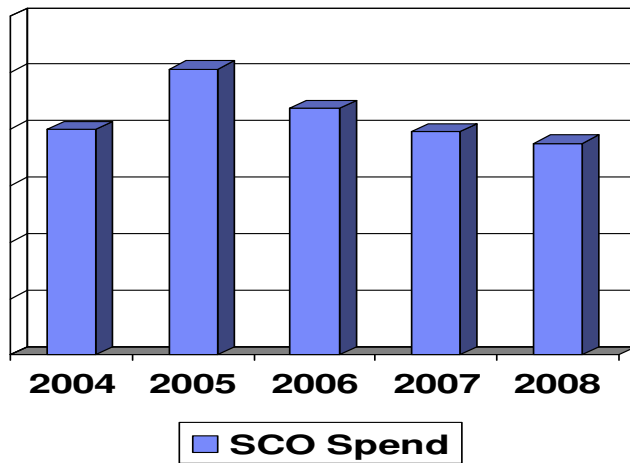
- 2 M requests per hour for our Photo API
- 8 M home page hits / day
- 23 k / minute average active users
- 276 k average unique visitors per day

2004   2006   2008
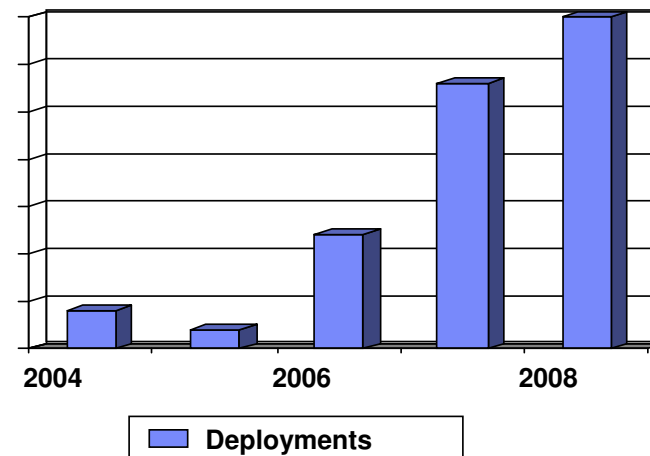
Deployments

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

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

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

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

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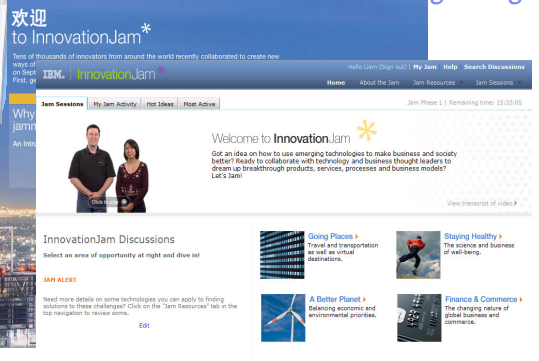*- Base for Profiles*

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

Sametime #1 collaboration tool in IBM

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

ThinkPlace:
- 16K+ ideas
- $574M impact
- 20 Exec Challenges

Jams drove $50M Services & SW Revenue

WikiCentral

Podcasting

Social Networking & Tagging

BlogCentral

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

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

ODW Response Time (AIX)
August Daily Average

ODW Response Time (zLinux)
Aug 25-Sep 5 2008
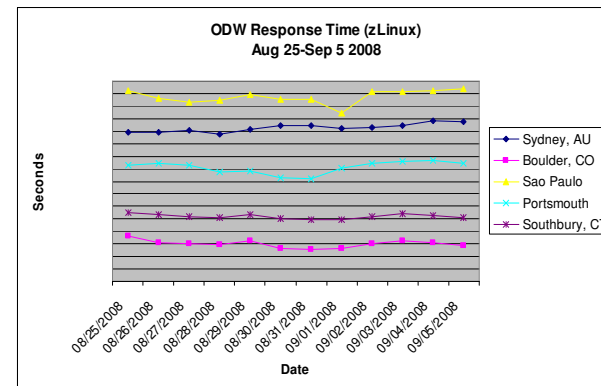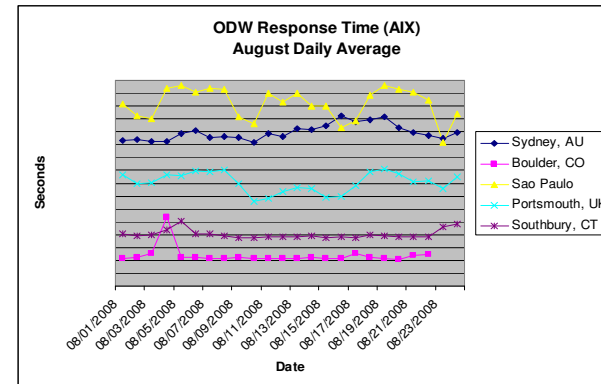
Outlook: "innovation with integration"

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

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/portalzos/
    - 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/ldd/mashupswiki.nsf

    - Other sources:
        - IBM Mashup Center on DEMOZone: 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

Trademarks

BACKUP

Blog

Floating Panes
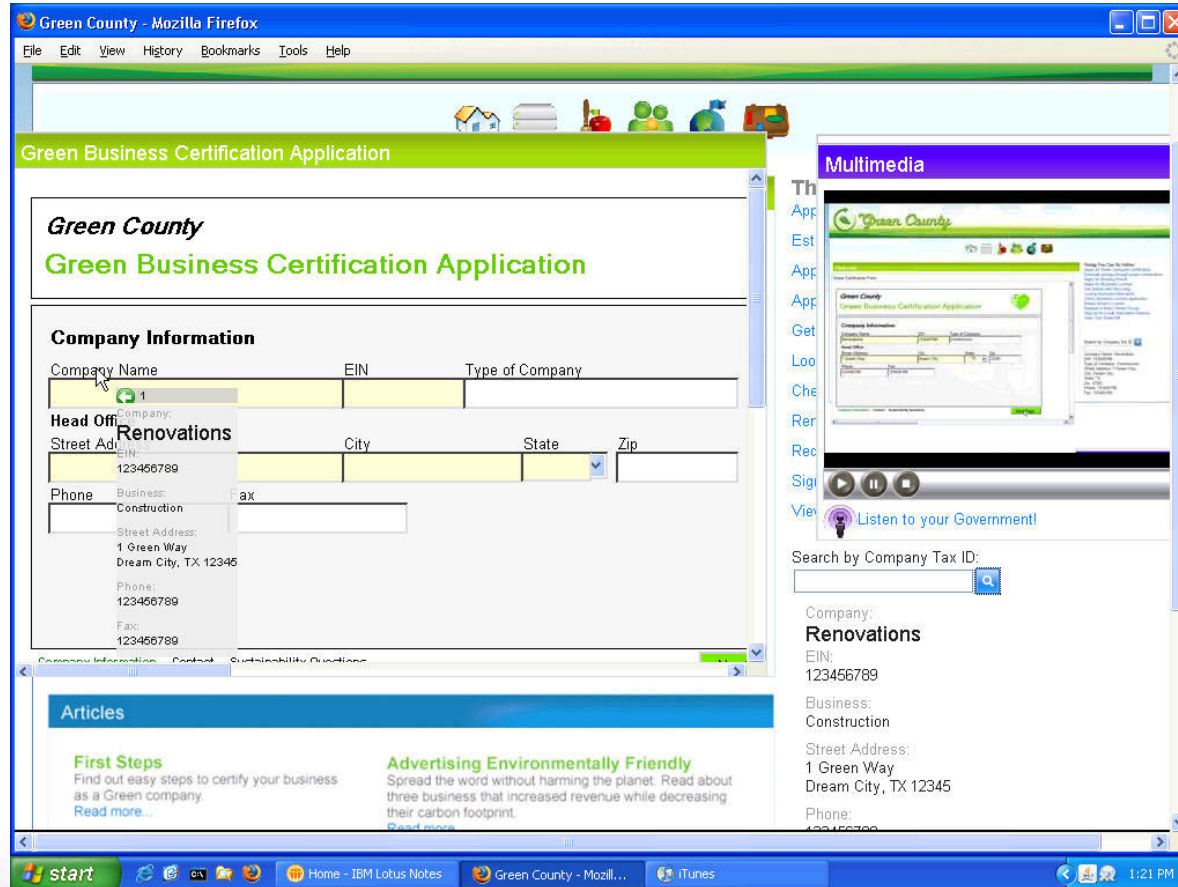
Building a Culture of Innovation
Social Software At Work Within IBM

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

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.

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
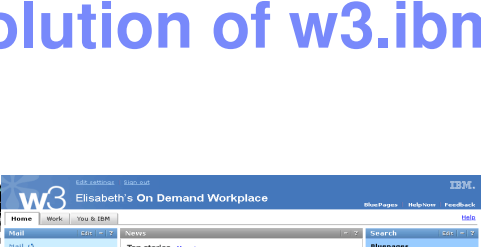
Launch of w3.ibm.com

Corporate news and links
17k page views/day

Version 2.0

Standard design and navigation
38k page views/day

Versions 3 & 4

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

Versions 5 & 6

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

ODW R1 & R2

Business Portals, Personalization
2m page views/day

ODW 2008-2009

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

Corporate Communications

Common Function

Personalization

Participation

CONSUME ◄──────────────────────► **CONTRIBUTE**

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

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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