



*The future runs on System z*

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



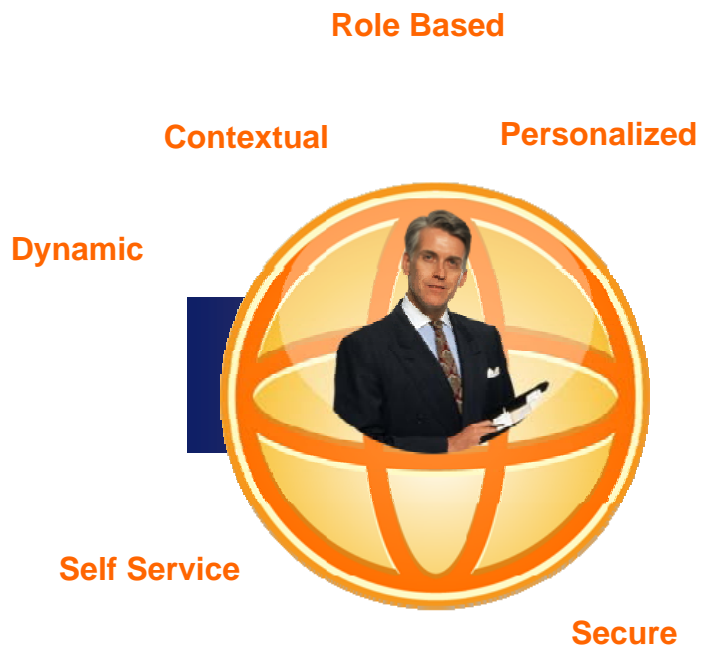
**Dirk Wittkopp**  
IBM WebSphere Software

Director, Portal and Workflow Development  
IBM Software Group



# What are Portals?

Web portals allow people to interact with other people, applications, processes, documents and other content in a personalized and role-based fashion.



**People**



**Process**



**Documents**



**Applications**

# Portal Core Values

- Consistent presentation layer
  - unified display / layout / navigation
  - application integration
  - Display simplicity to User
- User specific personalization
  - individual layout and settings
  - role-based view
  - dynamic/contextual content
- Consistent programming model
  - Separate application code from UI layout
  - Standardized Portlet API
  - Eventing, interaction, security
- Consistent administration model
  - user management / profiles
  - site management
  - hierarchical access control
  - customization, branding



# Portal provides Composite Applications

„The frontend of SOA“



## Aggregation of self-contained components “on the glass”

- No recompile
- Dynamic “binding”
- personalization, context, rules, ...
- “Aggregation on the glass”

## Interaction in Context

- Portlet Interaction
- Property Broker
- Orchestration
- Business process Integration
- Business User Workflow



# Why IBM WebSphere Portal?

# #1 Portal Market Presence

**10 out of the top 10 global banks**

**8 out of the top 10 worldwide retailers**

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

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

**4 out of the top 5 US health insurance companies**

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

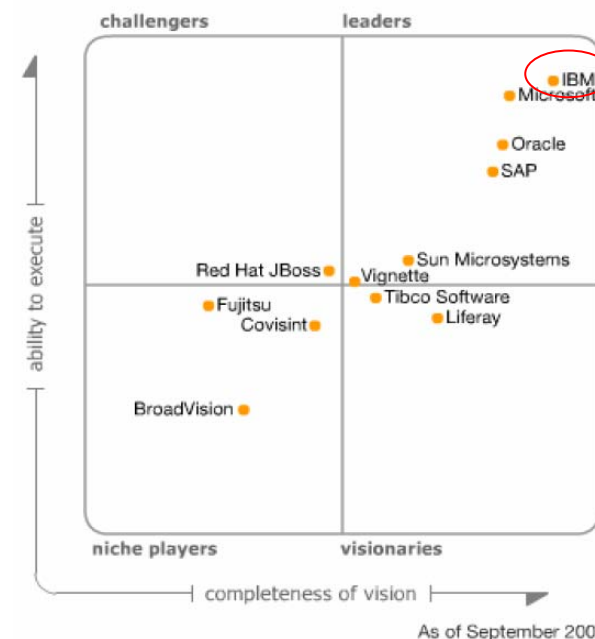
— Gartner Inc. “Market Share: Application Infrastructure and Middleware Software, Worldwide, 2007” by Fabrizio Biscotti, Terese Jones, Asheesh Raini and Joanne Correia June 4, 2008



**30 hospitals, clinics and health delivery networks worldwide**

**Every G8 Country**

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



**Over 40 U.S. Federal Agencies**

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

# WebSphere Portal

*Maximizing Your Web Presence Cost Effectively*

**Exceptional  
Web Experiences**

**Excellence in  
Integration  
and Cost Savings**

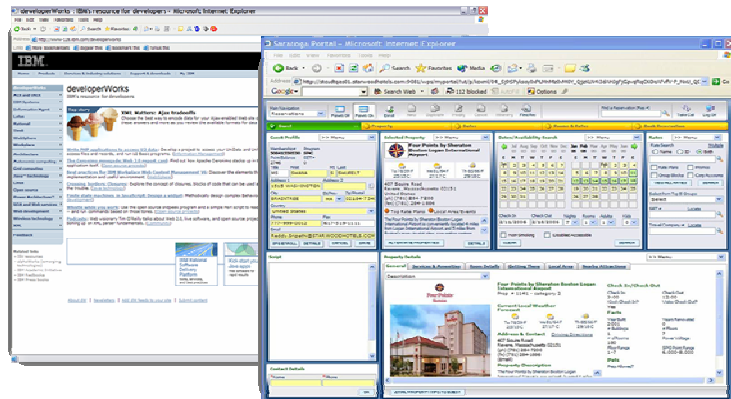
**Empowering  
Business Users**



# Exceptional Web Experiences

## One Platform - Many Different Business Needs

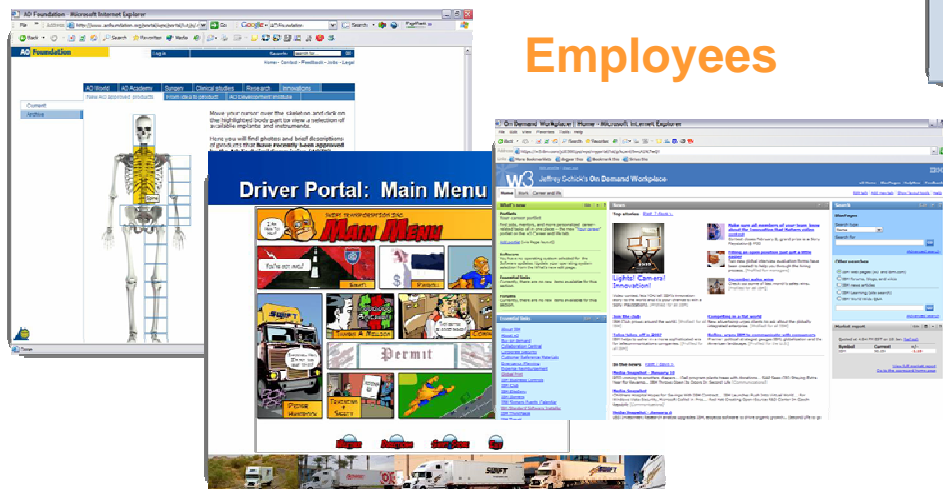
Partners



Customers

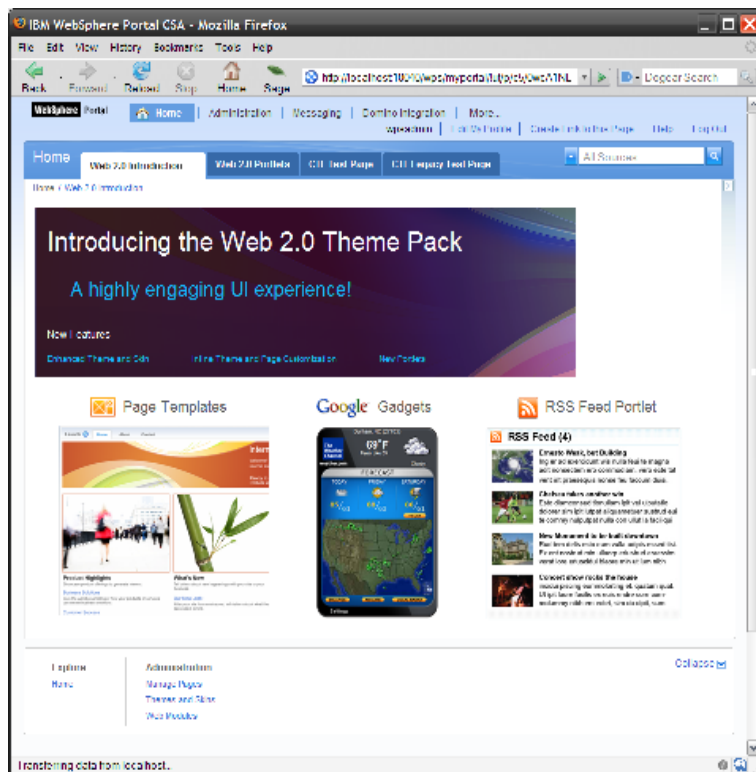


Employees



# IBM WebSphere Portal V6.1 - Exceed User Expectations

## New Web 2.0 Features!



- Browser-side Aggregation, Navigation and Customization
  - Renders XML obtained from the server in the browser
  - Implemented using AJAX, XML, Dojo, and JavaScript
  - Accesses and manipulates Portal through REST\*
- A highly responsive interface
  - Many actions possible without server roundtrips
  - Avoids page reloads via more modular calls
  - Portlets refresh independent of the page
- Improved performance and scalability
  - Reduced bandwidth requirements
  - Reduced client-side processing
  - Improved cachability

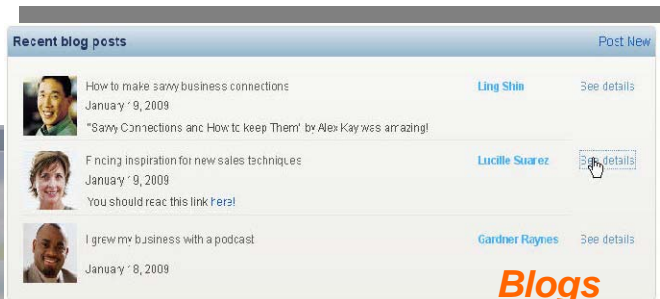
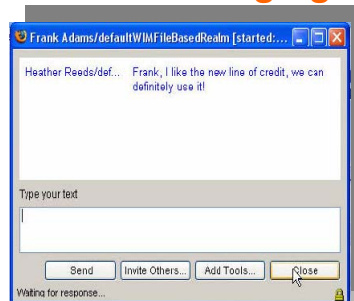
*Current WebSphere Portal customers will find most existing Portlets benefit directly from Web 2.0 rendering model without any changes*



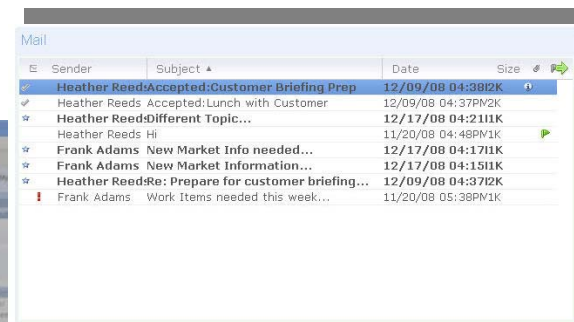
# Elevate Web 2.0 Experiences

## Web 2.0 + Collaboration + Social Tools

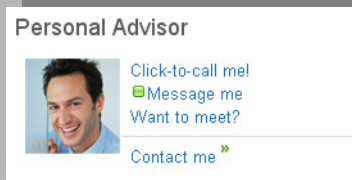
### Instant Messaging



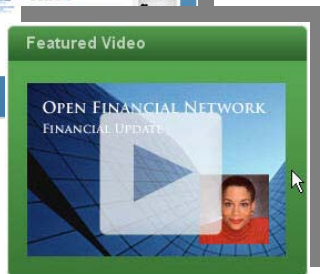
### Mail



### Blogs

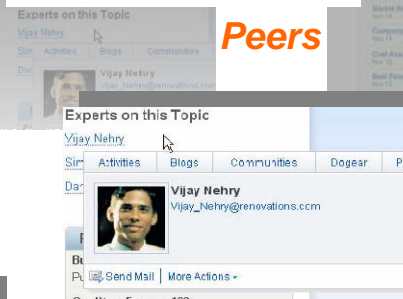


### Education



### Video

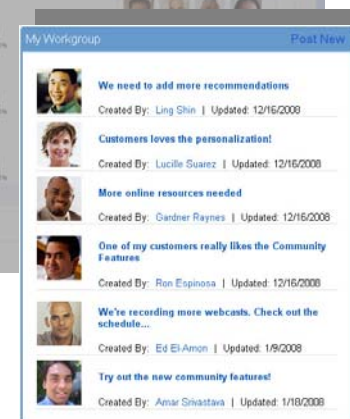
### Peers



### Experts



### Personalized Content



### Communities



# 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

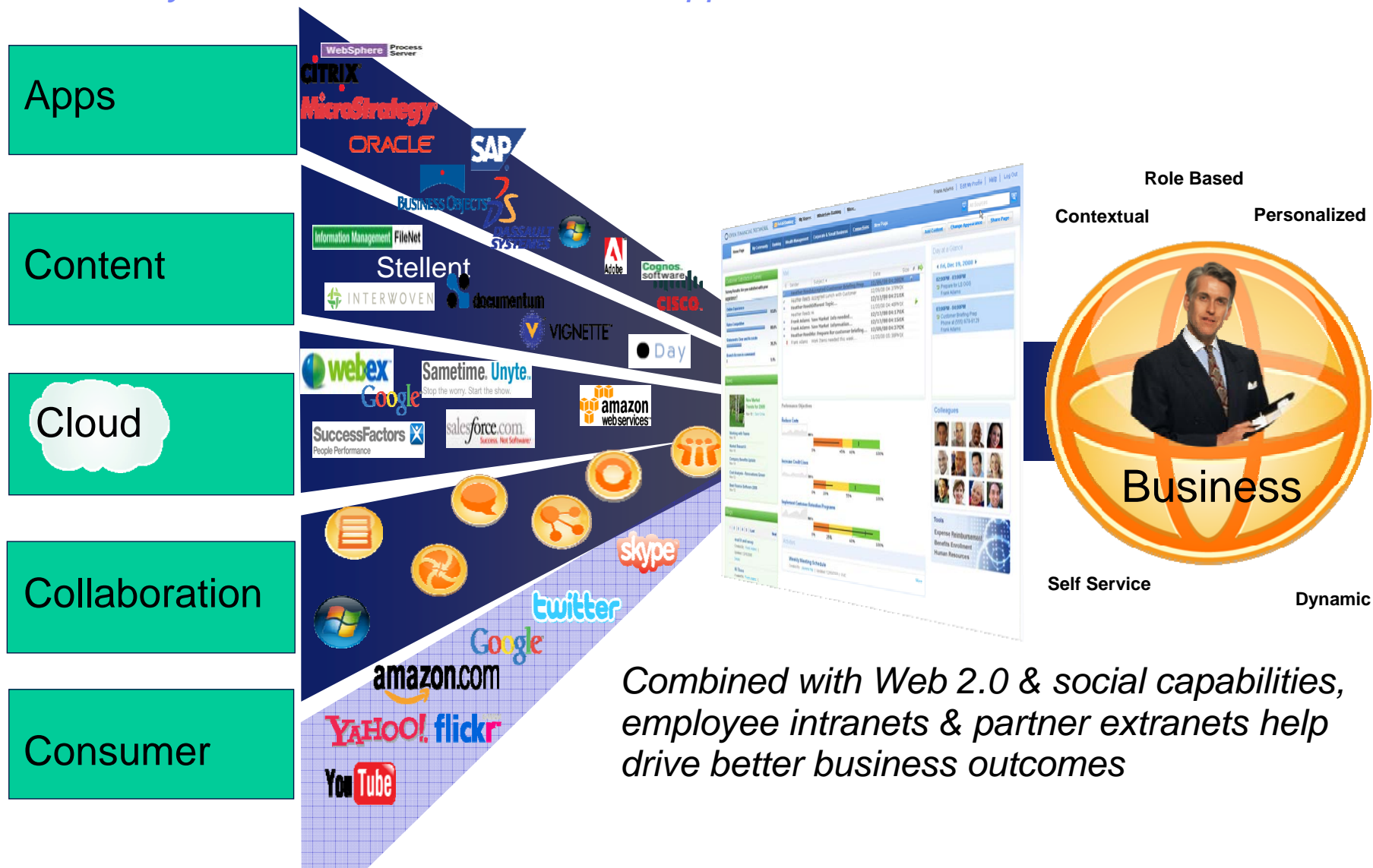
**Rich, desktop-like application experiences improve performance and increase end user productivity and satisfaction**

The screenshot displays the IBM WebSphere Portal V6.1 interface for a healthcare application. The browser window shows the URL 'IBM WebSphere Portal - Mozilla Firefox'. The page has a blue header with navigation links: Home, Web Content, Messaging, Domino Integration, and More... The main content area is titled 'MyHealthcare' and includes a navigation menu with 'Home', 'Payments', 'Appointments', 'Prescriptions', and 'Search Providers'. Below the menu is a 'My History' section with a table of prescriptions. A search box is visible, and a 'LIPITORCAR' logo is shown in a separate window. The right side of the page features a 'Shortcuts' section and a 'Featured' section with a blog post by Commissioner Gardner Raynes.

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	80		
000001028	Dr. Simone Dray	Flu		
000001027	Dr. Simone Dray	20 Lipitor (Atorvastatin) - Cholesterol Lowering Prescription Drug		
000001026	Dr. Steve Williams	Elidel	0	0
000001025	Dr. Steve Williams	1000 Mg Vicodin	3	0

# Excellence in Integration

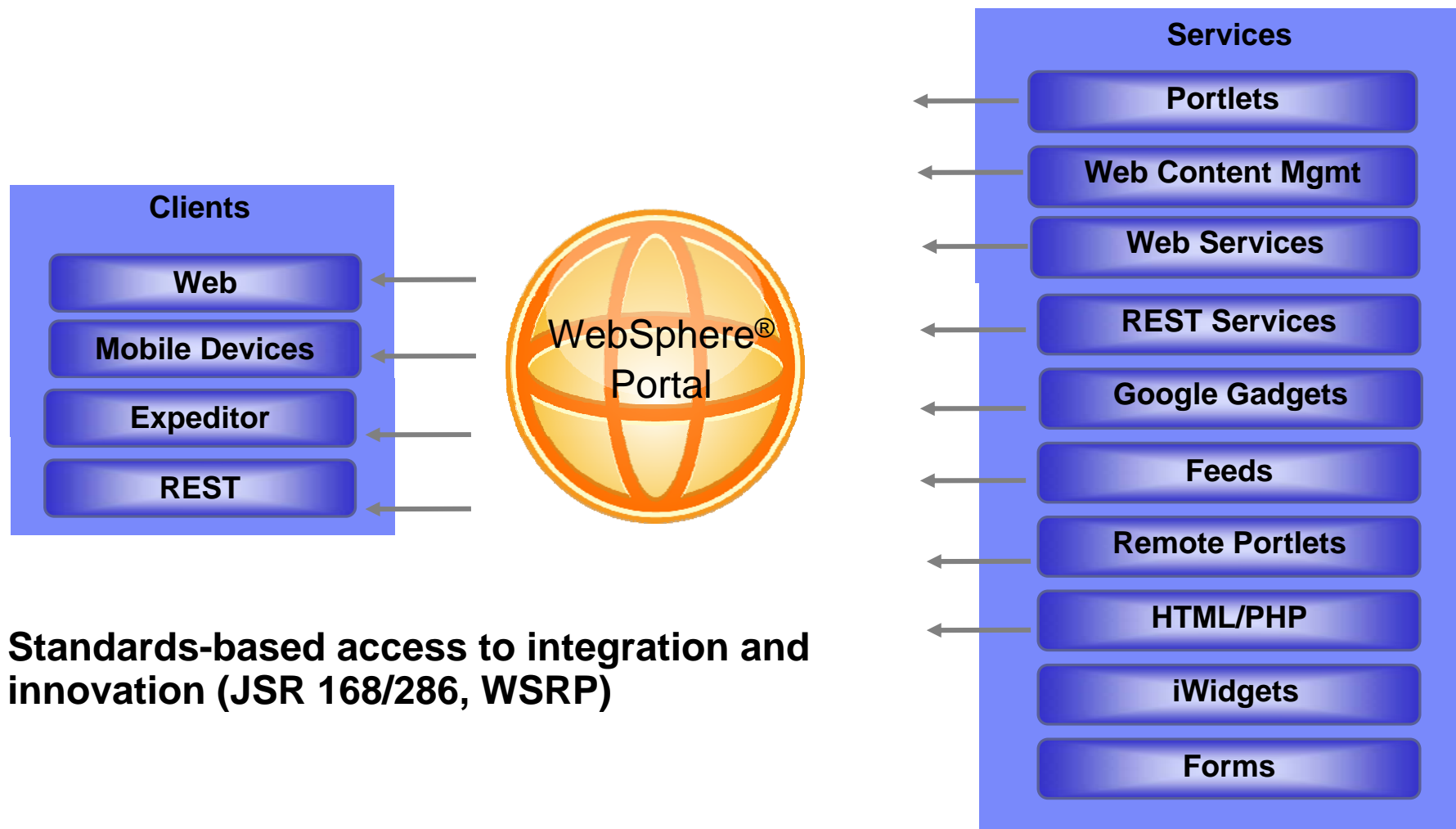
*Seamlessly Combine Internal & External Applications/Services*



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

# WebSphere Portal – Openness

*IBM's strategic platform to integrate all types of web UI fragments*



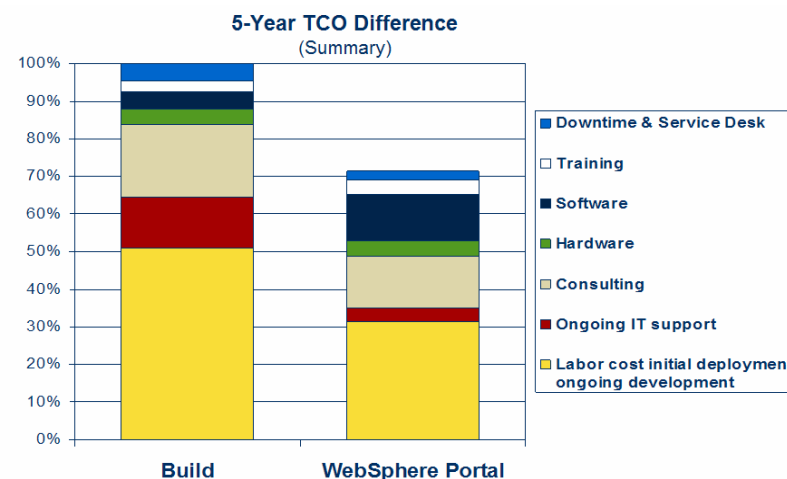
**Standards-based access to integration and innovation (JSR 168/286, WSRP)**

# Excellence in Cost Savings

## WebSphere Portal Advantages over “Build Your Own”

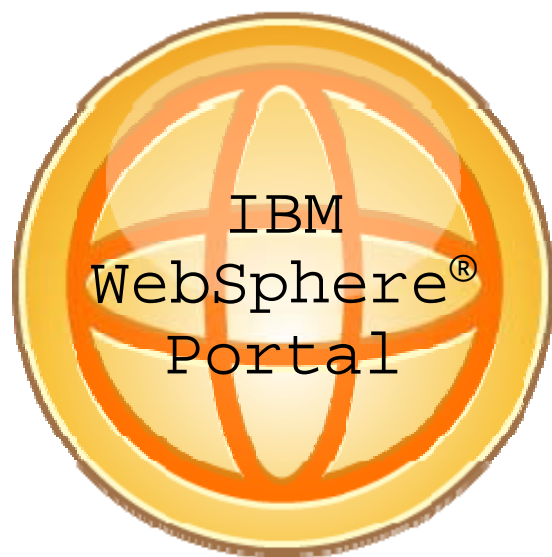
- WebSphere Portal based solutions had on average a 29% lower 5-Year TCO compared to in-house developed portals
- 38% lower IT labor cost
- 45% faster time to market for initial portal deployment and 78% faster for applications
- 28% increase in server and application availability
- User productivity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

\* Published in December 2007



# Portal Accelerators and Industry Toolboxes

*Speeding up your Portal Projects*



WebSphere Portal  
Core Integration  
Platform



Accelerators extend  
functionality as needed  
to match customers  
needs



Industry Toolboxes offer  
LOB and Industry  
templates, assets, and best  
practices to maximize  
“Out of Box” value



# Portal Industry Toolboxes

## Toolbox Contents

- Application Briefs
- Business Value Guides
- Templates
- Demonstrations
- Other Code Assets

## Industries

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

The screenshot displays the IBM Industry Toolboxes for WebSphere Portal website. The main header features the IBM logo and navigation links: Home, Solutions, Services, Products, Support & downloads, and My IBM. A search bar and a sign-in link are also present.

The page is divided into several sections:

- IBM Healthcare Industry Toolbox for WebSphere Portal:** This section is highlighted with a large graphic of a human torso with a stethoscope and a yellow sun. It includes a "We're here to help" sidebar with a "Request a quote" button and an "E-mail IBM" link. Contact information for 877-426-3774 is also visible.
- IBM Government Industry Toolbox for WebSphere Portal:** This section features a graphic of a classical building with yellow stars. It includes a "Government to Citizen Portals" section with a list of resources: Application Brief, Case Studies, Demonstrations, Business Value Guide, and Software assets. Below this is a "Government to Business Portals" section and a "Public Safety" section.
- IBM Industry Toolboxes for WebSphere Portal:** The main content area features a large graphic of interlocking gears and a person. It lists "Case Studies", "Demos", "Software Templates", and "Business Value Guides".
- Introducing IBM Industry Toolboxes for WebSphere Portal:** This section includes a quote from Tony Re, Director Global IS at Harley-Davidson, and a list of benefits: Showcase solutions from other customers, Help define and measure ROI, Demonstrate solution patterns, and Help jumpstart implementations.

# 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 Home** | Welcome | Government | Business | Find a Service

News and Events  
About this site

### IBM Government Industry Toolbox for WebSphere Portal

#### Why register?

Register today and get:

- personalized content
- Tools to get your business set up and running
- lots of information and resources
- everything you need to make your business a success

[Click here to register.](#)

#### Latest News

**Mount Everest challenge**  
Date: Jun 25, 2009  
Preparations begin for the annual Mount Everest challenge. This year two local men are set to undertake the nearly 9,000 meter ascent to the peak of Mount Everest from base camp in Nepal. The two men...  
[Click here](#) for a detailed list of the latest news.

#### Upcoming Events

**Business technology conference**  
Date: Jul 21, 2009  
Venue: Convention Center  
Contact: David Montgomery  
Business technology conference to take place this summer. Local entrepreneurs are encouraged to attend the four day conference where new and emerging technologies for streamlining business processes a...  
[Click here](#) for a detailed list of all our events.

# 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 screenshots of the G2B Portal interface. The left screenshot shows the 'Self Registration' form, which includes fields for 'First Name', 'Last Name', 'User ID', 'Password', 'Confirm Password', 'E-mail Address', and 'Confirm E-mail Address'. It also features security questions such as 'What is your mother's maiden name?' and 'What is your second security question?'. The right screenshot shows the 'Green County events' page, which lists an event titled 'Concert by the local philharmonic orchestra' with details like date, time, and location. Below this, there is a section for 'Elected officials' featuring a profile for 'Mr. Benjamin Smith', Green County Governor, including a photo and a biographical paragraph.

# 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 image displays two screenshots of the MyState.gov G2B Portal interface.

**Top Screenshot: Business Name Registration**

MyState.gov Department of Commerce and Economic Development  
Corporate and Business Licensing  
2241 Capitol Avenue, Suite 72  
Port City, MyState 42211-0215

**Business Name Registration**  
Registration fee is \$50.00

**Electronic payment**  
After submitting the Business Name Registration form you can pay the registration fee using our secure payment system. Follow the instructions on the page that displays after you successfully submit the form. Please allow three working days for processing.

**Pay by check or money order**  
After submitting the Business Name Registration form a page will be displayed which contains instructions and an address to mail your check or money order. Please allow six working days for processing.

**Bottom Screenshot: Application to Register for Sales Tax Permit**

MyState Department of Revenue  
Office of the Comptroller  
Business Taxes and Permits Division

**Application to Register for Sales Tax Permit**

Complete all applicable fields below, see instructions. Application must be filed at least twenty days prior to starting business activity.

**Section A - Application Type**

1. Is this a new application or a renewal?  New Application  Renewal

Reason for Application  
 Starting a new business  Buying an existing business  Amalgamation

Prior Business Information: If past sales tax returns have been filed for this or any amalgamated business, enter the sales tax ID number(s)

**Section B - Business Information**

1. Select Entity Type  
 Profit Corporation  Nonprofit Corporation  Limited Liability Corporation  Limited Liability Partnership  
 Individual (Sole Proprietor)  Partnership  Other

2. Legal Name

3. Federal Employer Identification Number (FEIN)

4. DBA if different from legal name

5. Physical address of business or organization  
Number and Street  City  County  State  Zip Code

6. Mailing address if different from business address  
Number and Street  City  County  State  Zip Code

7. Phone Number  8. Fax Number  9. E-mail address

10. Business Formation Information



# 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 & 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 with access to the information and resources they need.


### Software Assets for Government

#### Forms

- [Government Census eForm](#)

#### Dashboards Key Performance Indicators

- [Local Government KPIs](#)



## Lotus Forms Samples (Government Census)

**Rating:** ★★★★★

**Popularity:** ★★★★★

**Accesses:** 126

**NavCode@:** 1WP1001PB

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

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

**Provider:** IBM

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](#).

**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 \(EMR HealthCare\)](#)



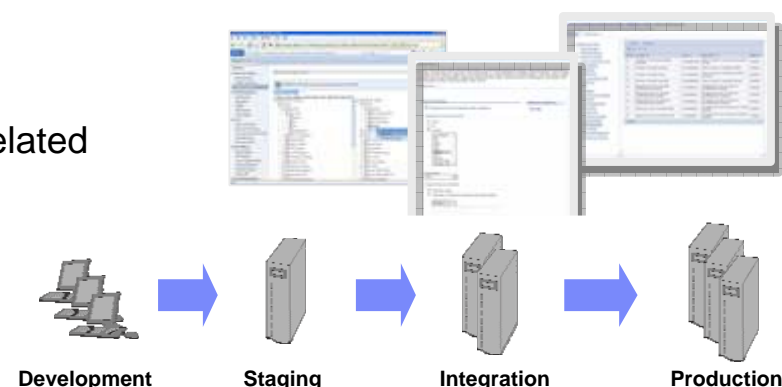
# IBM WebSphere Portal V6.1

*Reduce deployment costs, complexity and maintenance*

## Faster, more flexible staging-to-production operations

### Site Management - Enhancements

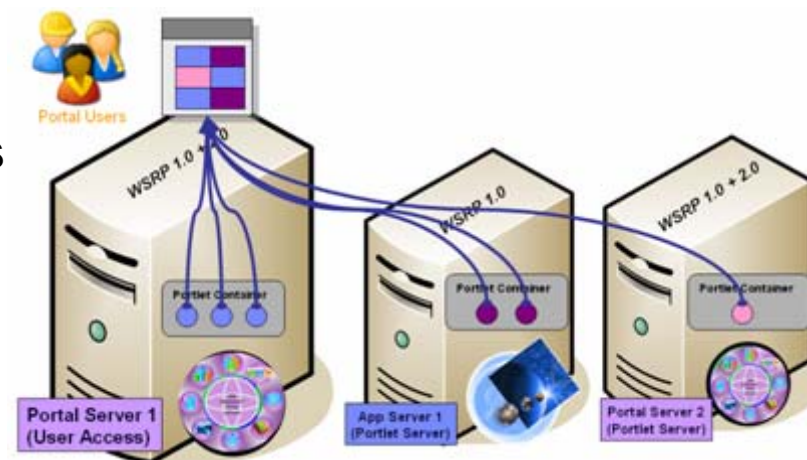
- Elimination of custom scripting/coding required pre-V6.1
- Reduced effort to move portal pages, content and their related artifacts
- Support for multiple daily updates
- Version-able and Archive-able, Workflow pluggable
- Return to a previous version very quickly
- Validate that a publish occurred correctly



## Offload portlets to better manage Portal performance

### New Support for Distributed Servers, JVMs

- Optionally use multiple JVMs for running your Portal
- Isolate “untrusted” Portlets from Portal
- Execute “mission-critical” Portlets in their own JVM
- Enhanced scalability for “heavy” Portlets



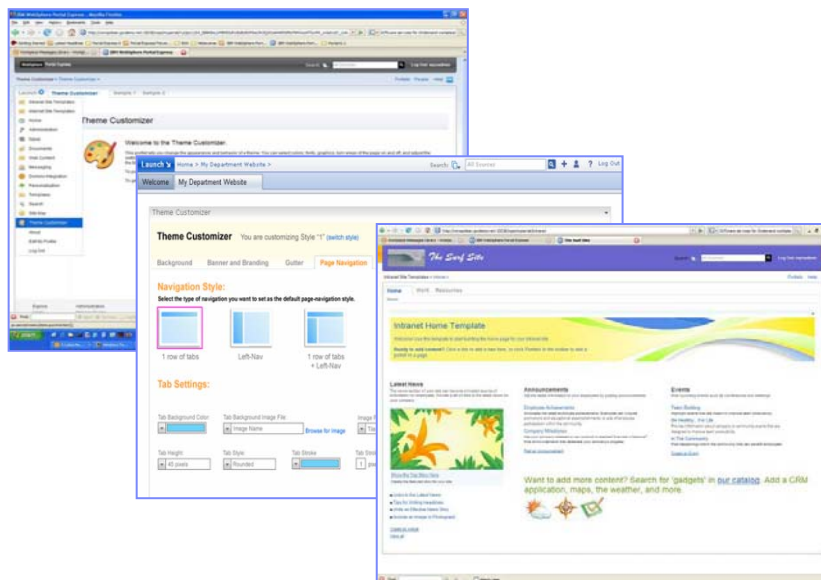
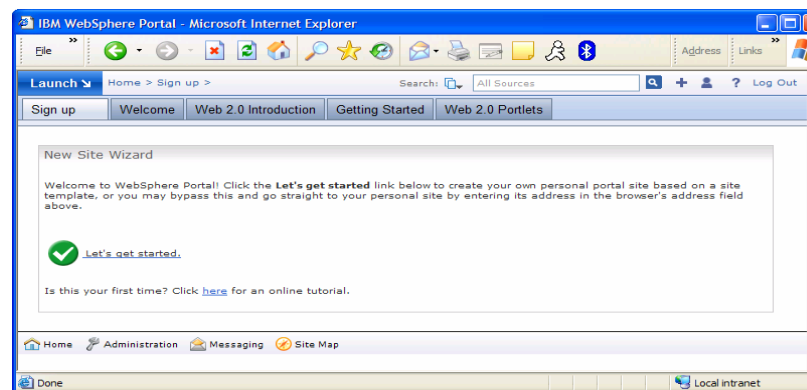
# IBM WebSphere Portal V6.1

## *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

## 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

The screenshot displays the 'On Demand Workplace | Home - Mozilla Firefox' browser window. The page title is 'WebSphere Portal | Welcome | Administration' and the user is logged in as 'Nicole S. Robbins'. The main content area is titled 'Create a Site' with the subtext 'Save time. Select a template to quickly build out your basic site structure.' Below this, four site templates are presented as thumbnails with labels: 'Intranet Portal', 'Departmental Portal', 'Basic Internet Portal', and 'Employee Portal'. Below the templates is a 'Quick Tips & Samples' section with a table of links and resources.

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		
<a href="#">Web Content Management overview</a>	Take a tour of the WCM authoring environment	Video

# WebSphere Portal 6.1

## Cost & Performance Improvements

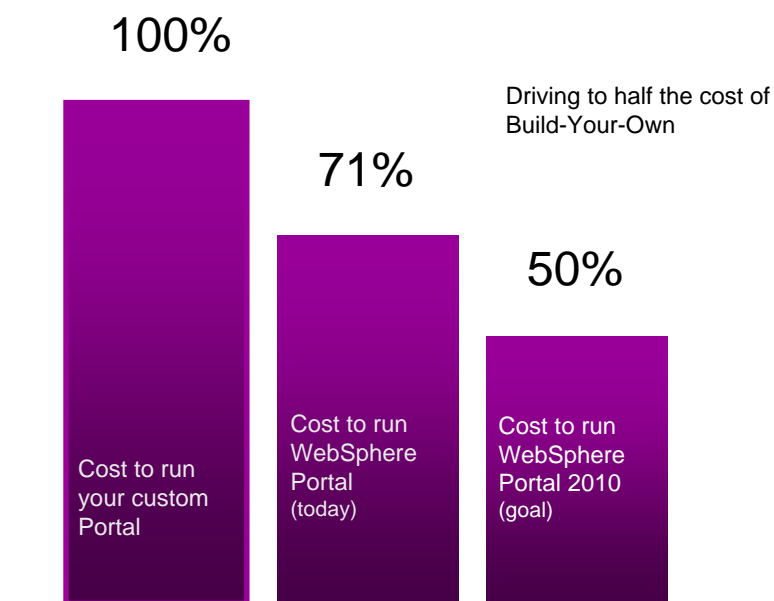
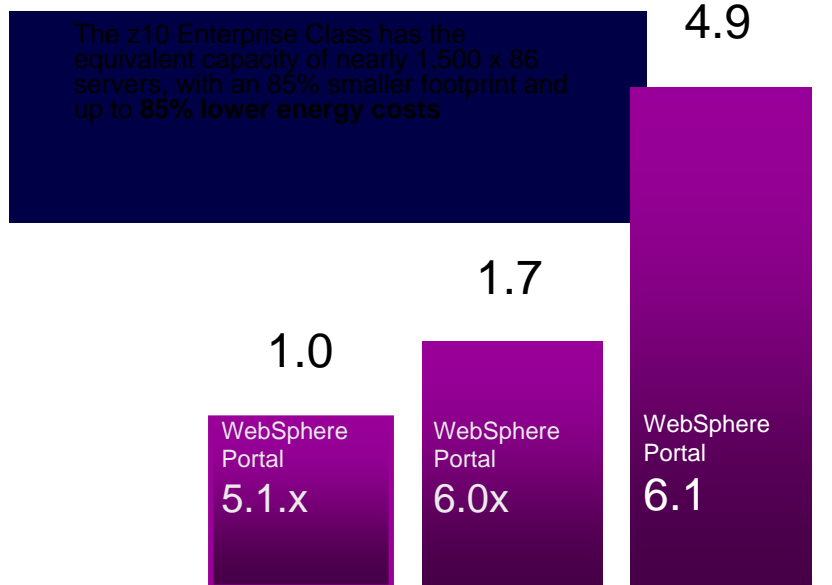
WebSphere Portal zSeries  
Performance Improvement almost 3X!

30% Lower TCO

**BUILD VS. BUY**

Comparison of 5 year Total Cost of Ownership

### RELATIVE THROUGHPUT



# WebSphere Portal Server & Lotus Web Content Management on Amazon Web Services™ (AWS)

## What is AWS?

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

## What has IBM and AWS announced?

- IBM and AWS have teamed up to provide:
  - No-charge development Amazon Machine Instances (AMI). WebSphere Portal Server and Lotus Web Content Management Development AMI – **available NOW!!!!**
  - License portability for new and existing IBM customers to deploy existing IBM products and services on AWS
  - Production/paid hourly pricing for offerings available soon



## What does this mean for me?

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

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



# Empowering Business Users

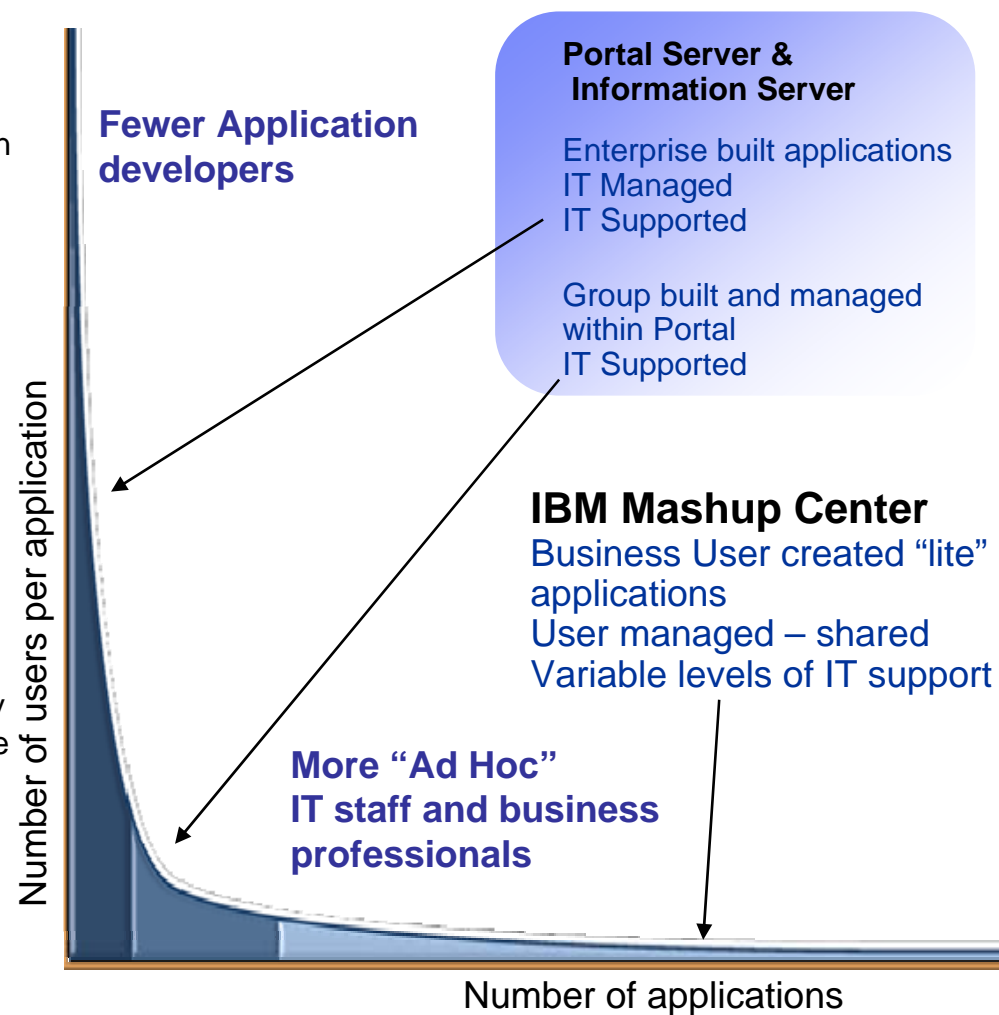
## *Mashups Can Solve Pent-up Demand for Applications*

### 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

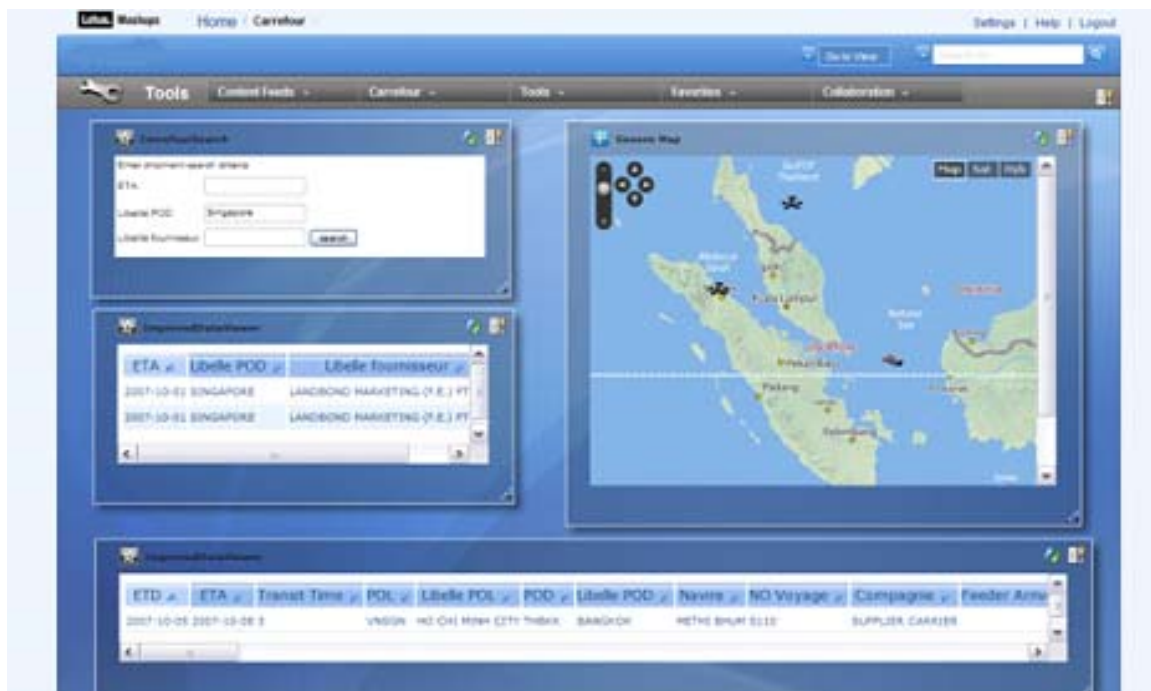
### Why Companies want Mashups:

- **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**

## 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 links for 'Welcome', 'News', 'Positions', 'Financial Mashups', and '+ Add New Page'. A 'Customize your new page' button is prominently displayed. Below this, the user is in the 'Appearance' customization section, where they can choose from three design templates: 'Evergreen', 'Blue Hybrid', and 'Pumpkin'. The main content area shows a 'Faded' page with various widgets including 'Portlets' (Employee Directory, Emerging Trends, Products, Expanded Offerings), 'Feeds' (Financial News, Interest Rates), and a 'Tags' section. The interface is clean and user-friendly, designed for easy navigation and customization.

## Why 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.**

## Factors in platform selection

*why deploy Portal on System z?*

- Proximity of applications & data
- Existing application heritage
- Performance / scalability
- Availability
- Security
- Skills
- TCO



*Hardware, operating system, and middleware working together to bring true 99.999% application availability to your business critical services.*



## 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

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.)

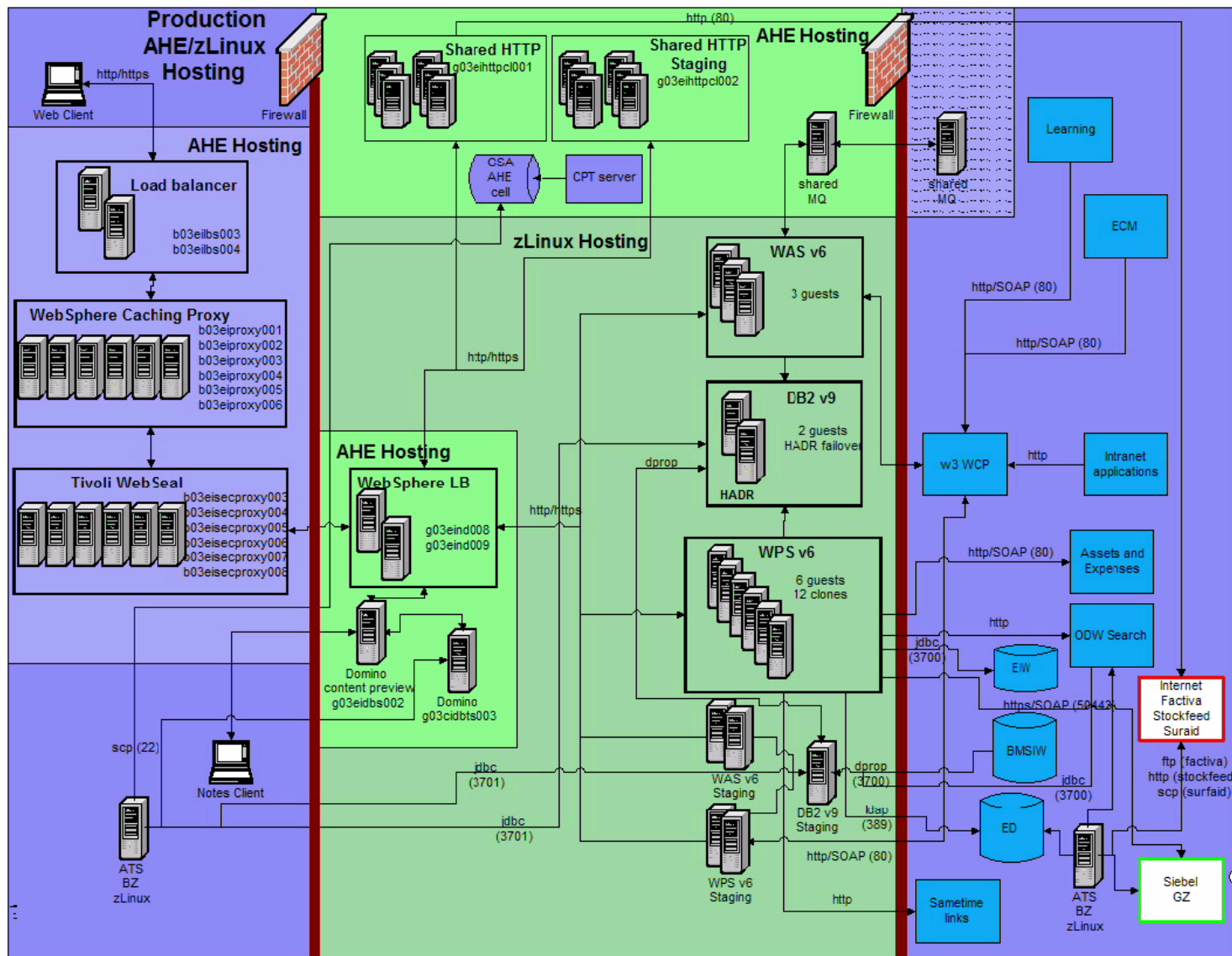
- **Exploit proximity to enterprise data and transactions**
  - DB2 for z/OS:
    - High speed native type-2 connector (RRSAF) that is fully XA compliant and supports 2-phase commit processing
    - DB2 data sharing provides access to shared resources on an almost limitless scale in a parallel sysplex
  - 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-availability Parallel Sysplex clustering, Coupling Facility and GDPS

## IBM's On Demand Workplace (ODW) ...

- **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



# IBM Intranet (ODW) Infrastructure





## *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

# 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 displays the Mark's ODWneXt intranet interface. At the top, there is a navigation bar with "Dogear Bookmarks", "Switch to ODW Prod", and "Customize this page" options. The user is logged in as "Mark's ODWneXt" with options to "edit profile" or "sign out". A search bar is present with "w3" and "BluePages" filters. Below the navigation bar, there are tabs for "Home", "W3 Tools", "Work", "Career and Life", and "Add Tab".

The main content area is divided into several sections:

- NEWS:** Features a "HEADLINES" section with filters for "IBM", "LOCATION", "INTEREST", and "JOB ROLE". The top headline is "525 MILLION OFFERED FOR GLOBAL WARMING" by Tariq Panja, AP. Below it is a "LOCATION" section with the headline "GEESE GET REVENGE: PATE MAY CAUSE RARE DISEASE" and an "INTEREST" section with the same headline.
- SEARCH 1:** Contains two search boxes: "BLUE PAGES SEARCH" and "CONTENT SEARCH". The "CONTENT SEARCH" box shows a recent search for "w3 & IBM.com search". Below the search boxes are "RECENT SEARCH" and "POPULAR SEARCH" sections with links like "IDP", "User Experience", "Usability", "Lotus", "Linux", "WP 6", "Portal", and "Innovation".
- Essential Links:** A sidebar on the left lists various links such as "About IBM", "About w3", "Buy on demand", "Collaboration Central", "CommunityMap", "Corporate Security", "Customer Reference Materials", and "Emergency Planning".
- Widgets:** Includes a clock showing "Wed JUN 20" and a calendar for "June 2007".

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

**ODW Next - Mozilla Firefox: IBM Edition**

File Edit View History Bookmarks Tools Help

http://odwwpsn1.ihe.ibm.com/wps/myportal/!ut/p/c1/hY1NC4JAGIR\_Uez46r5UrZ9alcyNSjMv4iFIbVD9PTgg58BNXN8eGZEI6YO3

switch back to ODW w3 Home | BluePages | HelpNow | Feedback

W3alert Bot edit profile | sign out

ODW NEXT W3 Home Search News Mail Connections Personal Mobile IBM

TWE Sellers Managers Test

**ODW Next Users Profile** 11:01 AM, Thursday, August 07, 2008 (eastern)

**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%

**User Contributed Portlets** 03:00 PM, Thursday, August 07, 2008 (eastern)

**18 Portlets from 5 Countries**

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

**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. 47 votes

I may not try contributed portlets, but OK to include as long as identifiable in the palette. 85 votes

Sure, willing to try new portlets, as long as the portlet contributor is IIP-identified. 580 votes

I would try new portlets, but only after peer reviews and owner reputation data is available. 364 votes

I look forward to peer contributions and also want to develop and contribute to the public palette. 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. Olore  
Provides a Fringe search box in a portlet for ODWNext  
★★★★★ by 3 users

**w3 News for all IBM** by Michael Vandermeulen  
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 Vandermeulen  
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/innovatorlibrary/asset\_view?assetId=426

## 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, scalable and manageable platform with unmatched price/performance for integrating core business processes with user contributed and customized content to maximize business impact.**



# Thank You



**Dirk Wittkopp**  
IBM WebSphere Software

wittkopp@de.ibm.com



# 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/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](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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