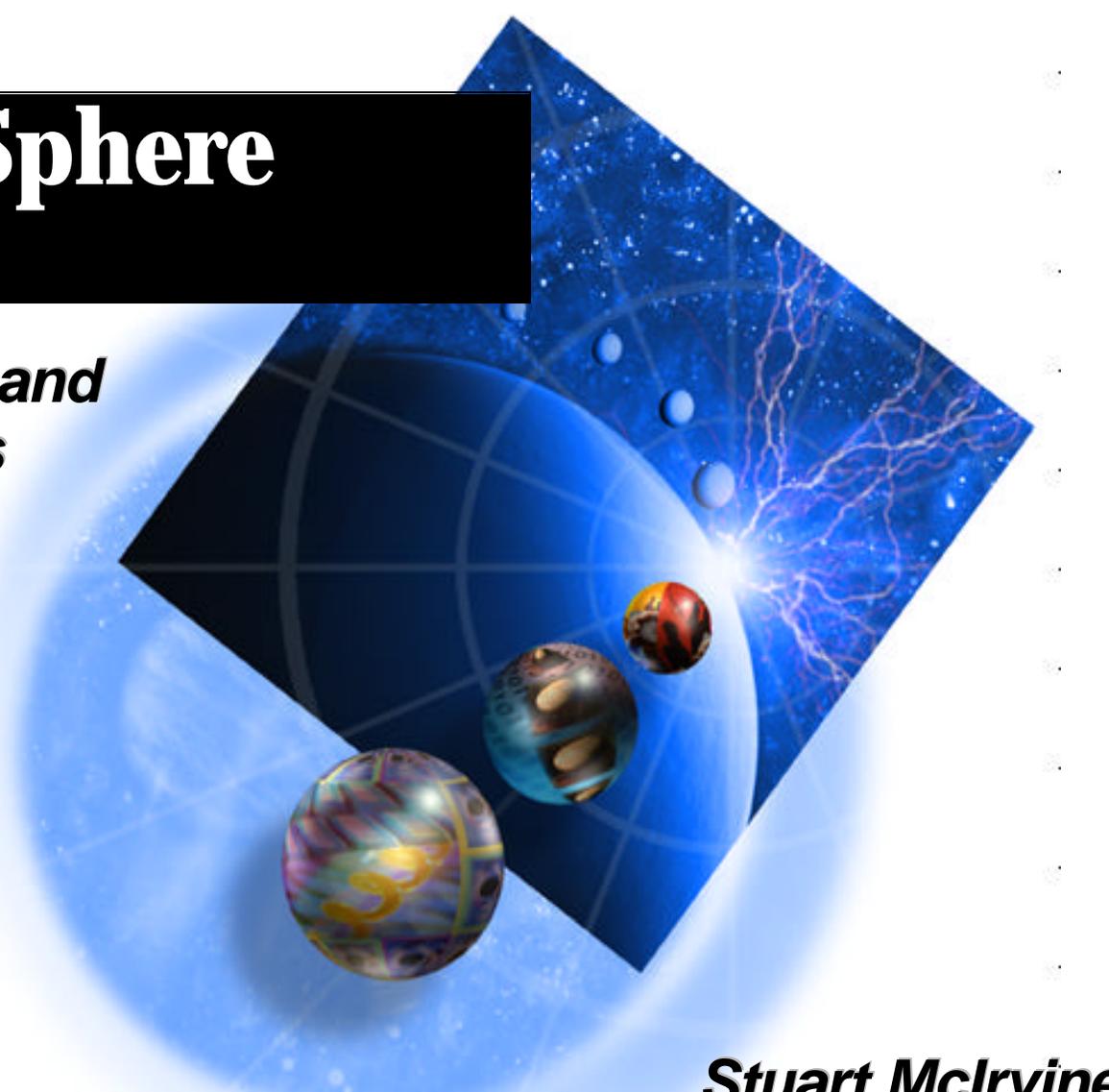


IBM WebSphere *Portal Server*

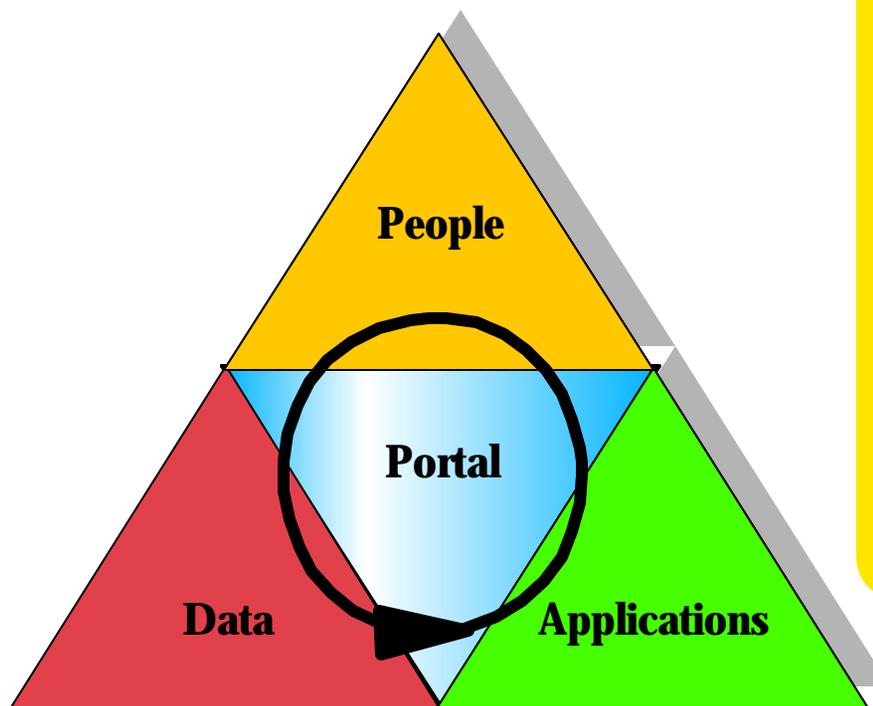
***Portal overview and
sales guidelines***



***Stuart McIrvine
Product Manager, WebSphere Portal Server
August 3, 2000***

What is a portal?

A single integrated point of comprehensive, ubiquitous and useful access to information (data), applications and people



- **Personalization** - Rules-based, collaborative filtering
- **Information Services** - aggregation, text mining, document management, search
- **Application access**, application hosting
- **Collaboration services** - knowledge expertise search and locator
- **Presentation services** - customization, enhanced navigation on the desktop
- **Access/Integration services** - metadata repository, workflow, messaging, security/network services, device support,
- **Speech** and machine translation services
- **Management services** - registration, notification, subscription, publication, administration, workspace

Portal UI Example



Welcome Stuart!

Personalize: [Page Settings](#) [Content](#) [Layout](#) [Color](#)

[Sign Out](#) [Member Info](#) [Help](#)

[Check Mail](#) [Photos](#) [E-Cards](#)

Today On Excite

07/21 10:28 ET

News [Brad Pitt to Wed](#)
Poll [Global Debt Relief?](#)
Tip [Special Shopping Offers](#)

- [Buy Bestseller Books](#)
- [Travel City of the Day](#)
- [Hot Weekend Movies](#)

Search the Web

Search for: [Photos](#) [Categories](#) [Audio/Video](#) [More](#)

[Send a Musical E-Card](#)

Quick Tools

Address Book	Maps/Directions
Airline Tickets	Movie Times
Calendar	People Finder
Classifieds	Site Index
Event Tickets	Stock Quotes
Horoscopes	Yellow Pages

My Stocks

Portfolio Sponsored By

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Symbol	Price	Change
Nasdaq	4121.53	-63.03
Dow	10786.59	-57.28
S&P 500	1486.42	-9.05
ATHM	17.50	-0.25
INTU	38.00	-0.88

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* = News Today
H/L = 52 wk high/low

Last update Jul 21 10:28AM
Data delayed at least 20 minutes

My News

Sources: McCain Would Be Bush's VP

Vanquished primary rival John McCain has told a prominent Republican governor... [more](#)

[Stocks](#) • [Entertainment](#) • [Sports](#) • [Odd](#) • [More...](#)

Top Stories (Jul 21 9:09AM)

- [Sources: McCain Would Be Bush's VP](#)
- [Clinton Targets Tensions in Okinawa](#)
- [Albright Takes Reins of Mideast Talks](#)
- [House Passes Marriage Tax Cut](#)
- [Gore Tries To Drum Up Labor Support](#)

[More Topics](#) [Clinton](#) [S&P](#) [Chart 3](#)

My Weather

Forecast for Fri Jul 21

Knightdale, NC 66°...86°F
Warm, More clouds than sun

Raleigh-Durham, NC 66°...86°F
Warm, More clouds than sun

Raleigh/Triple W. Airport, NC 67°...87°F
Warm, More clouds than sun

[Airport Delays](#)

City or Zip:

My Games

[Chess](#) (655 people playing)

[Checkers](#) (371 people playing)

[Crossword](#) (555 people playing)

My Sports

Friday

no selected teams playing

[Home](#) [NFL](#) [MLB](#) [NHL](#) [NBA](#) [Soccer](#) [Tennis](#)
[Motor Sports](#) [Golf](#) [College Hoops](#) [Fantasy](#)
[Baseball](#) [Buy Tickets](#) [More](#) 07/31/00

Portal UI Example

WorkPlace

Home
Document library
Recent documents

Mail
View mail
Create message
Shimmer Mail

Calendar
View calendar
Create appointment
Create schedule
Create task

Contacts
Address book
Create address

Writing
Plain document
Memorandum
Letter
Fax cover sheet
Report

Calculating
Plain sheet
Expense report
Invoice
Purchase order
Time sheet

Graphics
Create presentation
Create chart

Help
Desktop Help
Contents

Documents
Recent documents
Document library

Web Sites
eSuite DevSite
Lotus
Excite
IBM

Lotus eSuite WorkPlace

Document: Done

Chart 4

07/31/00

How are Portals used?

- ***Interaction Management***
 - Attract & Retain users
- ***Business to employee (B2E)***
 - Enterprises delivering relevant, up-to-date info to employees
 - same interface for all applications - no need to learn each in-house application interface
 - Information available to any location, not just the main office
 - Document management is much easier - and more cost effective
 - Information can be made available to both employees and customers
- ***Business to Business (B2B)***
 - Customized interface based on BPs relationship with company
 - Commercial Transactions
 - Intercompany Workflow
 - Enhanced supply chain integration
- ***Business to Consumer (B2C)***
 - Ease of use, attractiveness, customer support
 - Personalized delivery of content - enhanced user experience, targeted marketing
 - Advertising
 - Improve web site "stickiness"

Customer view of portals

- ***Key Sponsors (priority order)***

- IT
- Marketing/Sales
- Line of Business
- Corporate Planning Group

- ***Responsibility for portals (priority order)***

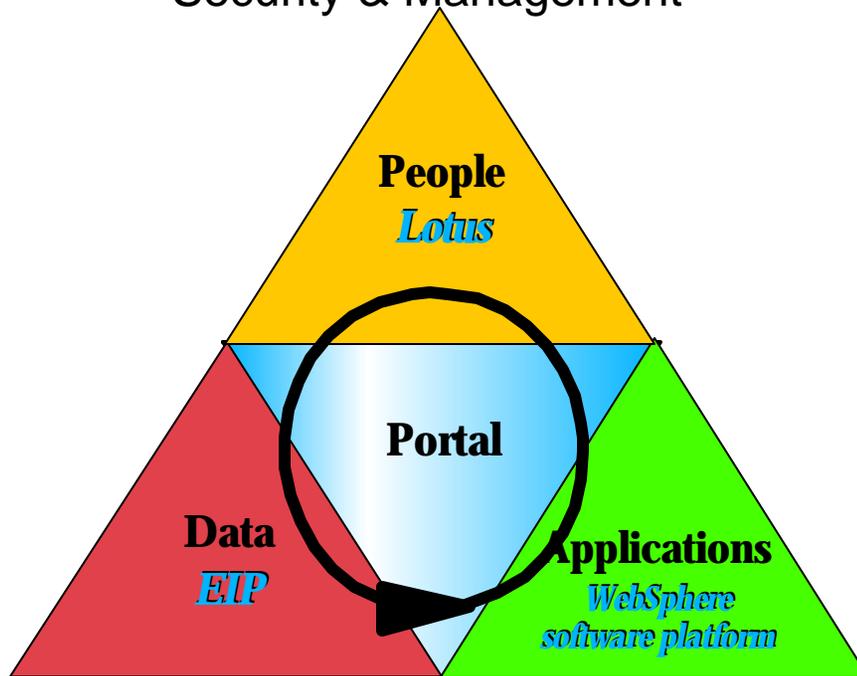
- IT Web
- IT Networking
- IT architecture
- Overall IT
- Business Unit

WebSphere Portal Vision

- ***Deliver the ultimate end-user experience***
 - **Fully integrated, web-based environment**
 - *Web-based environment that integrates back-end systems with new business logic and delivers this in a personalized manner to any device*
 - *Framework for integration of SWG offerings; EIP, PvC, Tivoli, Lotus, etc.*
 - *Content delivery, Application Integration, Process integration*
 - **Personalized delivery of content and applications**
 - *Get just what you need - no more, no less*
 - *End-users treated as individuals*
 - **Integrated content management and development tools**
 - *Keeping web-site up-to-date and relevant*
 - *Allow non-technical users to contribute content to web-site*
 - **Stickiness - Attraction & Retention**
 - *Maximize Web Site traffic through delivery of relevant content*

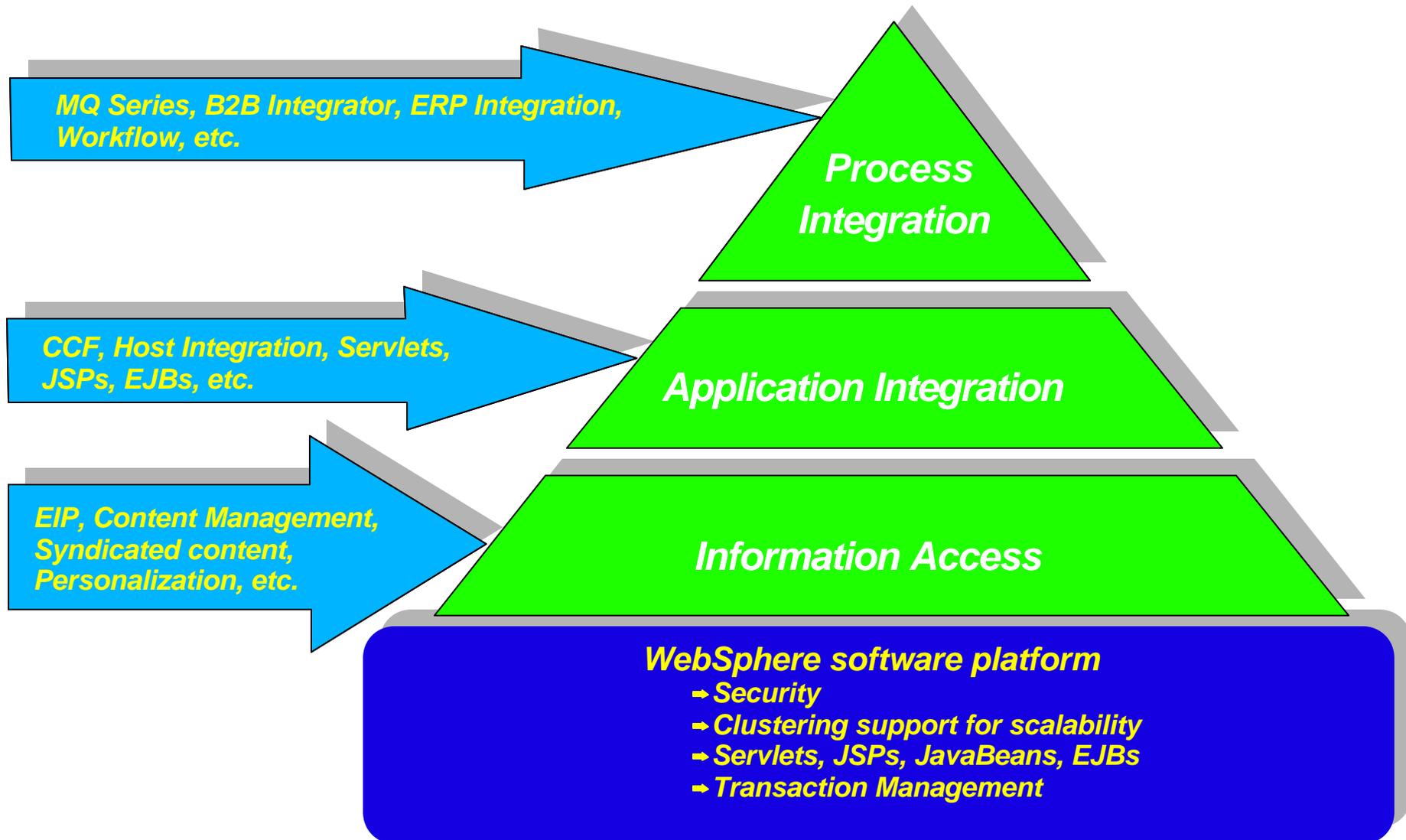
How well does IBM address portal features?

- **Function-rich portal platform**
- **Tight Integration**
 - Foundation, Tools & Foundation Extensions
 - KM, CM, Collaboration
 - Security & Management



- **Personalization**
 - *WebSphere Personalization - Rules-based*
- **Information Services**
 - *IBM Enterprise Information portal - federated search, structured & unstructured data sources, categorization, etc.*
- **Application Access**
 - *WebSphere Application Server, Common Connector Framework, Host Integration, Security*
- **Collaboration**
 - *Lotus collaboration software*
- **Presentation Services**
 - *WebSphere Portal Server*
- **Access/Integration Services**
 - *WebSphere Portal Server*
 - *WebSphere Everyplace Suite*
 - *SecureWay Policy Director*
- **Speech**
 - *IBM Voice systems software*
- **Management services**
 - *Tivoli*

Evolution of WebSphere Portal Server functionality



Customer situation

- ***Our customers want portals***
 - What do they think a portal is?
 - What exactly do they want?
 - What are their short term needs?
 - How do we introduce them into the WebSphere Portal strategy?
 - How do we keep them tied to the WebSphere software platform?
- ***WebSphere Portal Server still in development***
 - Integrated portal server that nobody else has built yet!
 - Remember the portal server is just component of the IBM Portal offering
 - Are customers ready to deploy a portal server yet?
 - Have our customers deployed the necessary foundation?
 - Have our customers deployed the necessary portal services yet?
- ***Do customers know about our Portal offerings?***
 - WebSphere Portal Server
 - WebSphere Studio
 - WebSphere Personalization Server
 - WebSphere Transcoding Publisher
 - WebSphere Site Analyzer
 - WebSphere Host Integration
 - Enterprise Information Portal (Data Management offering)

Top customer requirements

1. *Search & Categorization*
2. *Web hosting of applications*
3. *Consistent interfaces for all applications*
4. *Web access to Data Warehouse*
5. *Personalized delivery of content and apps.*
6. *Real-time collaboration services*
7. *UI customization*

Addressing requirements

1. *Search & Categorization*

- Enterprise Information Portal

2. *Web hosting of applications*

- WebSphere Application Server
- Common Connector Framework
- Host Integration

3. *Consistent interfaces for all applications*

- Same as (2) above

4. *Web access to Data Warehouse*

- Enterprise Information Portal

5. *Personalized delivery of content and apps.*

- WebSphere Personalization Server
- WebSphere Studio
- WebSphere Transcoding Publisher (personalization by device)

6. *Real-time collaboration services*

- Lotus Sametime, Lotus QuickPlace

7. *UI customization by end user*

- WebSphere Portal Server

How to sell portals today

- ***Establish portal vision through the following steps;***
 1. **Build the infrastructure for effective portal deployment**
 - **WebSphere Application Server - foundation for web-hosted portal apps.**
 - **WebSphere Studio - Web site development**
 - ✓ Strategic WebSphere tool that will be critical for effective utilization of other Foundation Extension offerings
 - ✓ Build multi-framed web-pages that deliver unique content per frame - many customers see this as a portal since it delivers information aggregation
 - **WebSphere Site Analyzer - measure effectiveness of portal**
 - ✓ Critical for measuring web site effectiveness, providing reports to LOB, feedback on web campaigns, etc.
 - ✓ Needs to be an integrated part of initial portal infrastructure deployment
 2. **Personalize the interface for end-users**
 - **Introduce WebSphere Personalization Server (& WebSphere Studio)**
 - ✓ Personalize content based on user profile data
 - ✓ Modify application behaviour for each user
 - ✓ Sensitivity to Roles
 - ✓ etc.
 3. **Introduce Search and categorization through EIP**
 - **Enterprise Information Portal (EIP) supports the following;**
 - ✓ Federated search across structured & unstructured data sources, Categorization, Integrated Web Crawler, access to IBM Content Management, etc.

Next steps in implementation

■ *Collaboration*

- Lotus Sametime - Real-time collaboration with; Chat, Whiteboarding & application sharing
 - Awareness of logged on users
 - On-line meetings

■ *Connect to existing systems*

- WebSphere Host Integration
 - Deploy existing business applications
 - Develop consistent front-ends
 - New, front-end, business logic

Additional up-sell opportunities

■ *WebSphere Transcoding Publisher*

- Connecting Mobile employees to the portal - B2E
- Providing portal access to consumers in a commerce application
- Telecommunications companies providing new services for customers
 - portal access from a cell phone for news, weather, stock quotes, flight reservations, etc.
- etc.

■ *WebSphere Edge Server*

- Successful web sites attract high web-traffic volumes
- Pervasive computing models introduce new orders of magnitude

Handling more advanced customers

What if customer needs a portal framework now?

1. *Build the portal vision*

→ Drive WebSphere products; Studio, Personalization, Site Analyzer, etc.

2. *Introduce a relevant partner*

→ Epicentric (recommended)

- Most complete User interface, integrates with EIP

- Product : Epicentric Portal Server V 3.0

- Prereqs : OS (NT, Solaris, Linux or AIX), WebSphere V 3.5, Database (Oracle)

→ DataChannel

- XML-oriented portal, strength is in integration with Back-end systems

- Product : DataChannel Server V 4.0

- Prereqs : OS (NT or Solaris), Database (SQL Server, Oracle)

→ eChannel

- Tool for rapidly developing and deploying a portal

- Product : Digital Leverage V 1.5

- Prereqs : OS (NT, Solaris, Linux), Database (any JDBC)

→ Viador

- Java-based portal server with a Business Intelligence focus

- Product : E-Portal Framework

- Prereqs : OS (NT, Solaris, HP-UX or AIX), Database (Oracle, Sybase, Informix or SQL Server)

Value delivery

- ***What Value do we bring to the market?***
 - **Integration with the WebSphere platform**
 - *WAS, Studio, Personalization, etc.*
 - *Standards, Scalability, etc.*
 - *Common models across content, applications, profiles, etc.*
 - Manageable, secure, scalable
 - **Richest set of features/functions - no other portal in the market will compete**
 - *Search & Categorization*
 - *Personalization - Rules, Collaborative filtering*
 - *Pervasive support*
 - *Voice*
 - *Application Integration*
 - *Collaboration*
 - *Security*