



# **Using Portals To Accelerate Business Value**

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# Enterprise Businesses – Roadmap For Smarter Collaboration

*One more thing...*

*Get information out faster and cheaper –  
entice customers and empower  
employees*

*Make better, more informed business  
decisions faster*

Accelerate  
Business  
Value



Our business demands we provide more information and services to multiple different constituencies.

How do we do this quickly and easily?



**Service Oriented Finance CIO**

WebSphere Portal can help.  
Let me show you...



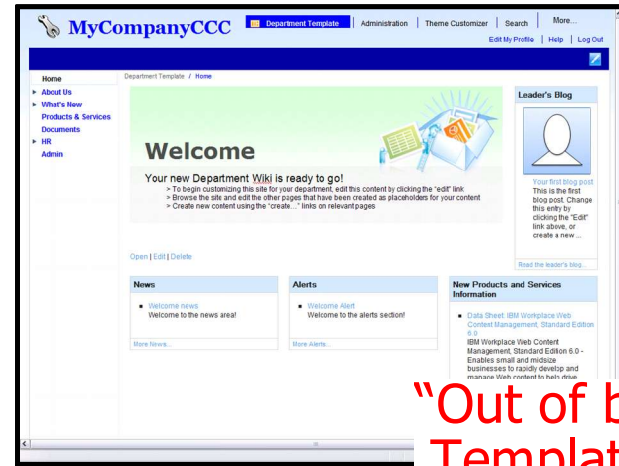
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# WebSphere Portal Makes It Easier To Create, Manage And Use Multiple Web Sites

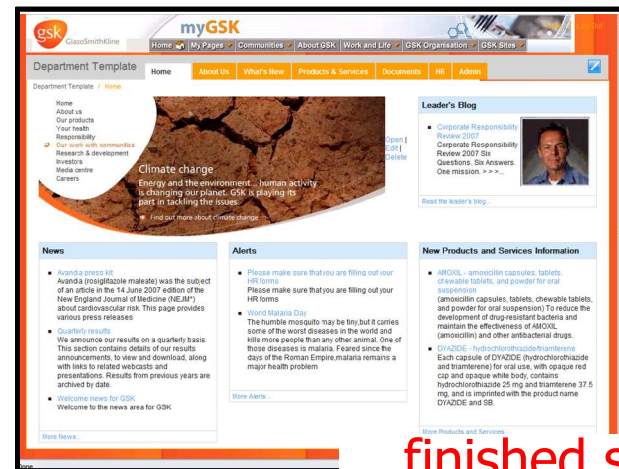
- Fast and cost-effective site creation using wizard-driven interface and out-of-box templates
- Easy integration and reuse of existing Web applications to save money
- Faster time to value, faster return on investment using business accelerators and industry toolkits

# With WebSphere Portal, Create New Sites Quickly Using Wizard-Driven Interface And Out-of-Box Templates

- Business users easily create new sites without needing technical skills
  - ▶ Enroll users
  - ▶ Chose from site templates
  - ▶ Import Portal content
- Package up all portal site assets for download and reuse elsewhere
- Reduced administration overhead



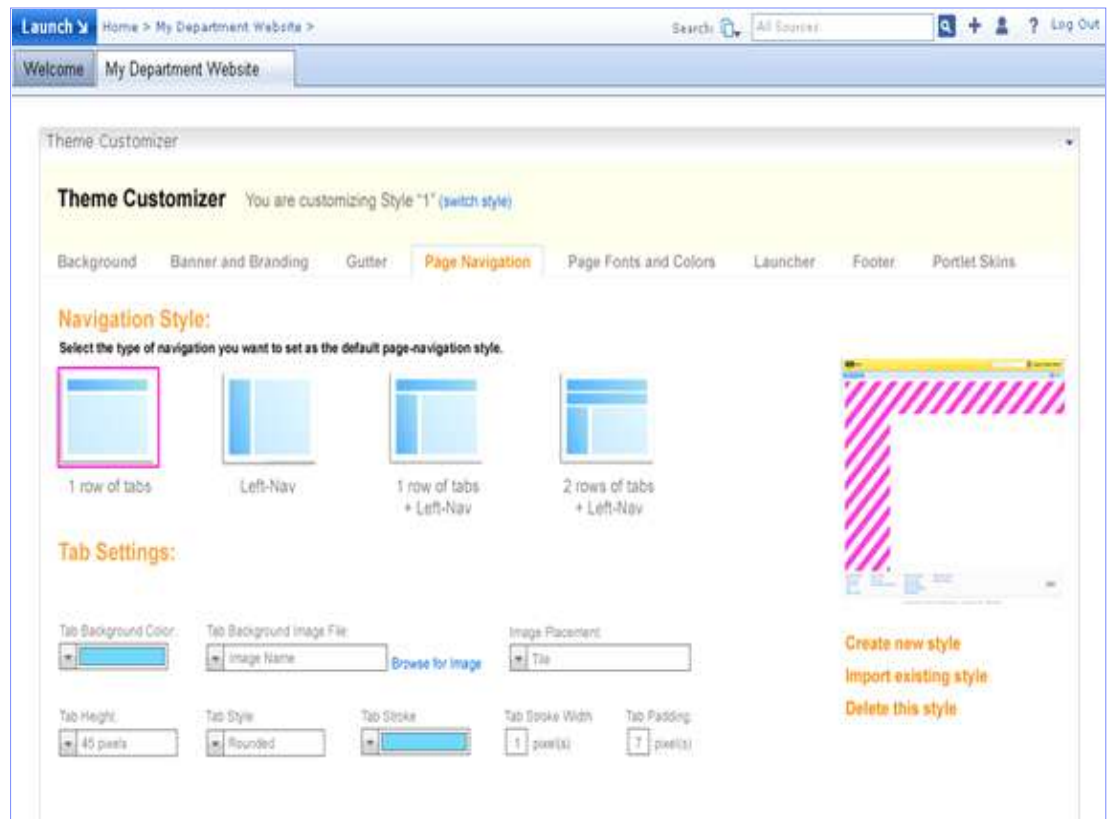
"Out of box" Template ...



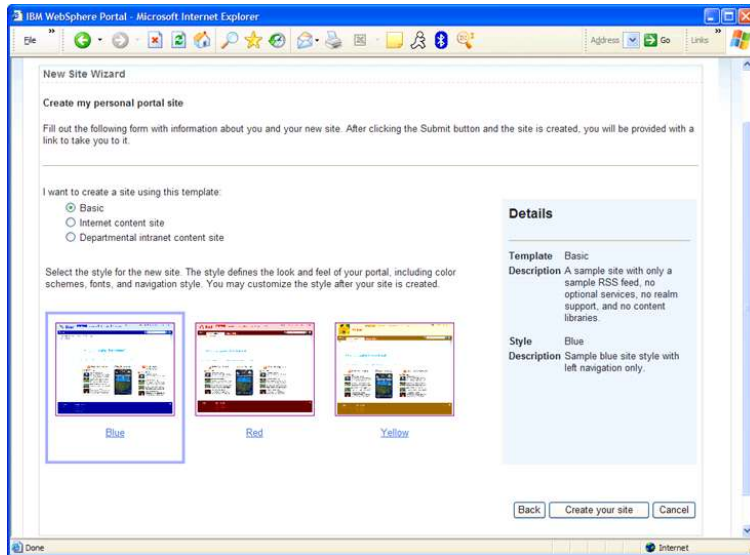
... finished site in no time!

# Complexity Of Modifying Portal Pages Is Greatly Reduced

- Use Theme Customizer to modify pages and quickly respond to new business opportunities
- No HTML, JavaScript or XML coding required
- Change banners, navigation, colors, button, and lots more using simple, friendly interface

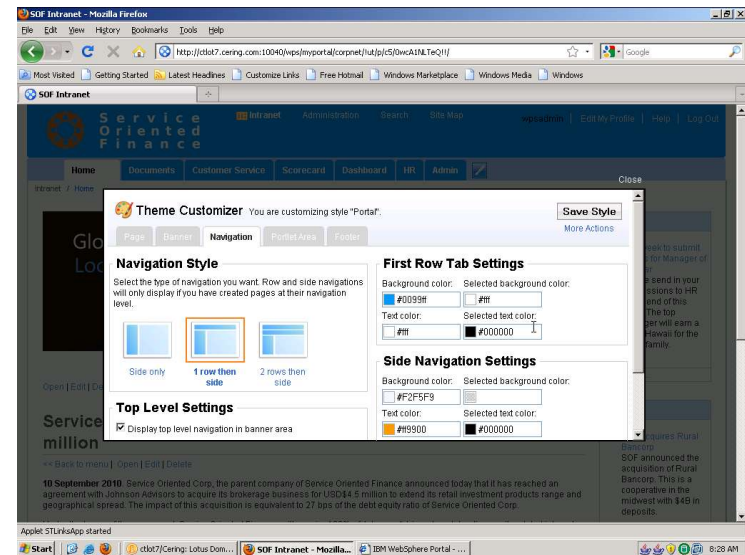


# DEMO: Rapidly Create New Sites With Just A Few Easy Steps



**New Site Wizard**

Create a new employee intranet site in 3 easy steps...



**Theme Customizer**

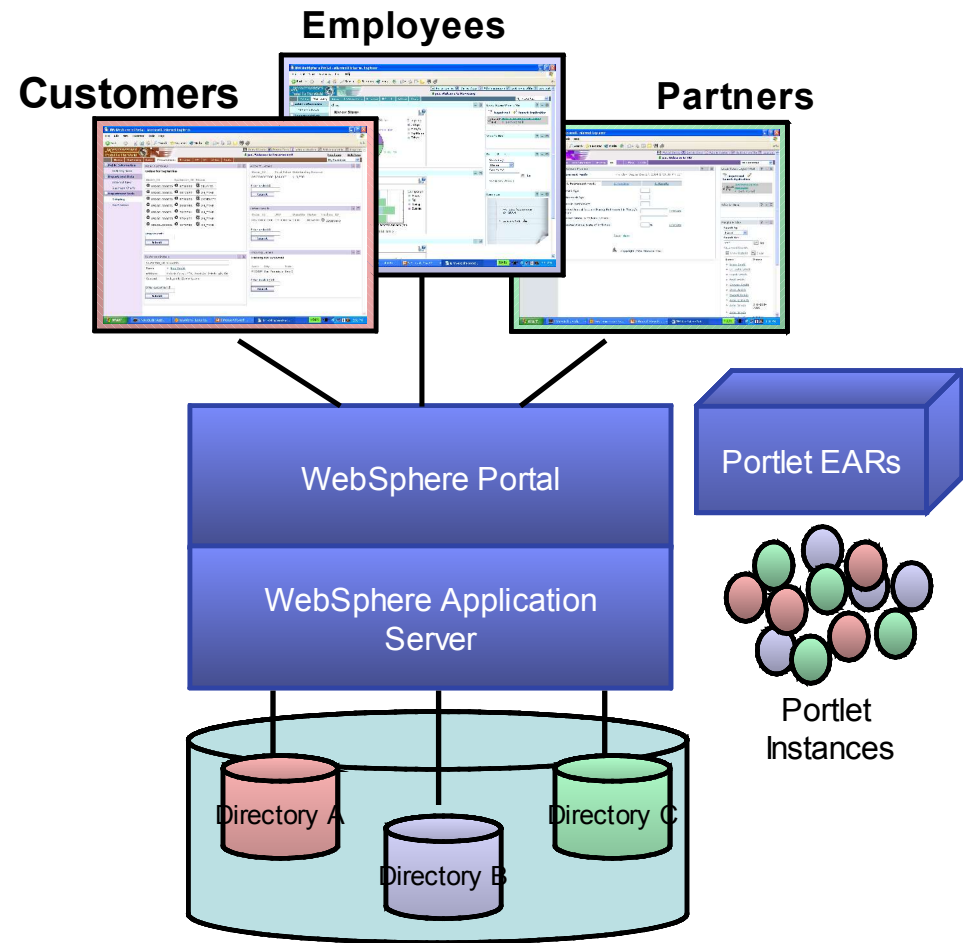
... As needs change, modify page to better meet the business demands

**With Microsoft, similar customizations require SharePoint Designer tool and custom coding...**



# Each New Site Can Be A Virtual Portal On A Single Portal Infrastructure

- Reduces cost overhead of multiple infrastructures
- Create multiple sites with one portal installation
  - ▶ Can support 2 to 100's of sites
  - ▶ Each site has its own users, directory, and look-and-feel
  - ▶ Sites share hardware and software
- Enhances business flexibility while lowering costs



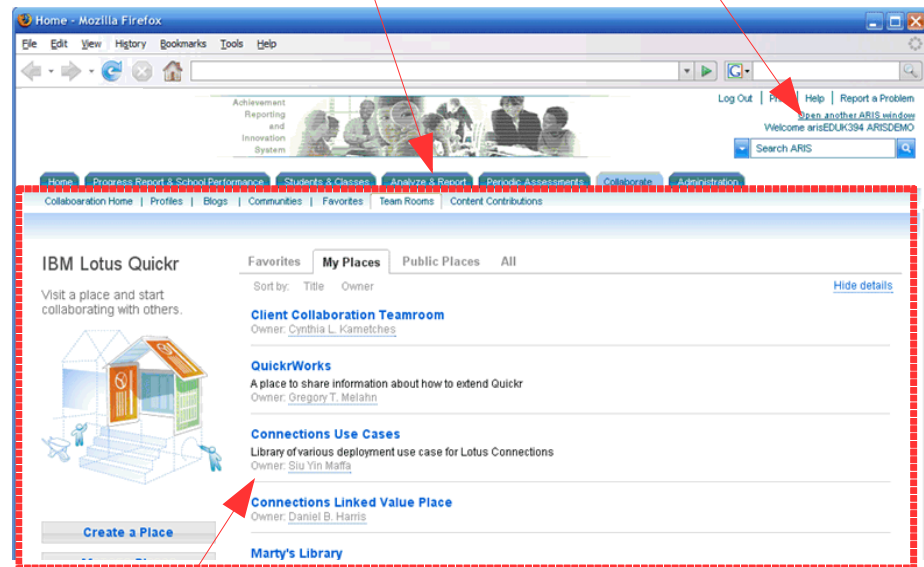
**SharePoint does not support virtual portals**

# Integrate New or Existing Web Applications with Minimal Effort And Cost

- Web Application Integrator enables easy embedding of existing Web applications in portal pages
  - ▶ Portal navigation, launch menu and breadcrumbs “injected” into external web applications
    - Gives simplicity of iFrames, but without double headers or duplicate navigation
  - ▶ No portlet development required

Click on Portal-specific tab to get back to Portal

Click on Portal URL to get to underlying URL



Web Application

*Best suited for businesses with limited portlet development expertise, small businesses with limited budgets, or large businesses looking to centralize Web applications*

# Accelerators For WebSphere Portal Help Speed Deployment And Time To Value

- Integrated packages (fee-based) that easily snap-on to WebSphere Portal
  - ▶ Include pre-built capabilities for specific business needs
  - ▶ Buy only what you need
- Build solutions faster
  - ▶ Shorten implementation cycles and reduces deployment costs
  - ▶ Dramatically speeds time-to-market

## IBM Accelerators for WebSphere Portal



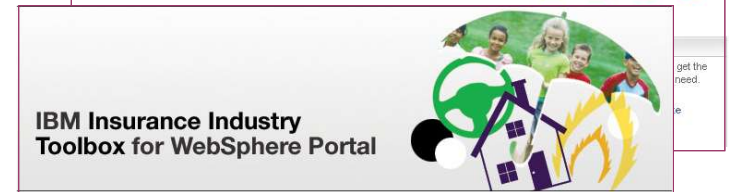
**Microsoft does not offer incremental portal-based business solutions...**

# Vertical Industry-Based Toolkits Accelerate Solution Construction For Specific Business Needs

- Out-of-the-box running sites to empower industry business users
- Toolkits include
  - ▶ Briefs describing industry solution scenarios
  - ▶ Business value guidelines to help illustrate best-practice process and information flow
  - ▶ Plus demonstrations, templates and other code assets

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

**... and Microsoft does not offer industry-focused portal solutions**



We have a lot of content to get out to everyone. Our Web designer is a bottleneck...

How can this be done more easily and without duplication of effort?

With Web Content Management in WebSphere Portal, you can reuse data on multiple sites...



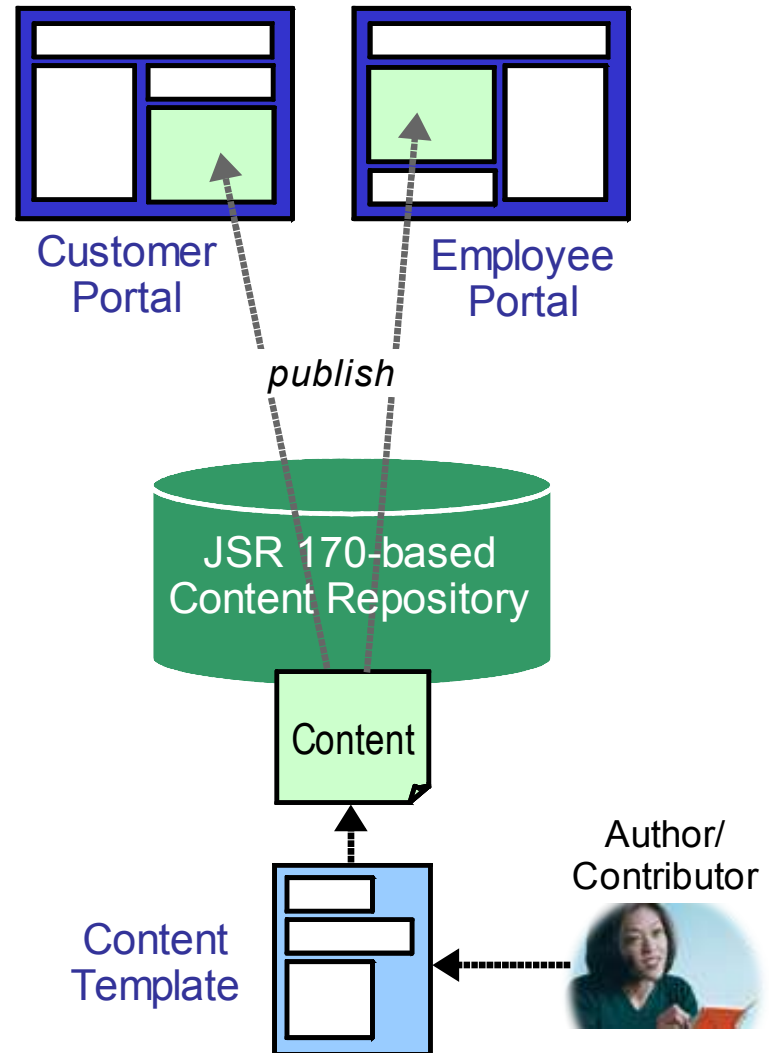
**Service Oriented Finance CIO**



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# Web Content Management In WebSphere Portal Enables Content Re-use

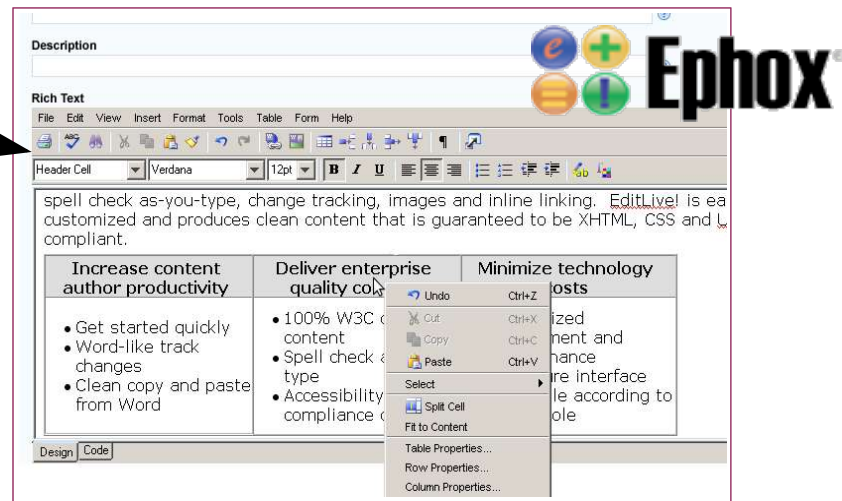
- Supports a process to create, assemble and publish portal content
- Users create and submit content via pre-defined templates
  - ▶ Access to content by permissions (e.g. viewers, editors, approvers)
  - ▶ Content can be routed for approval prior to publishing via built-in workflow
- Separation of content from how it is presented facilitates broad re-use



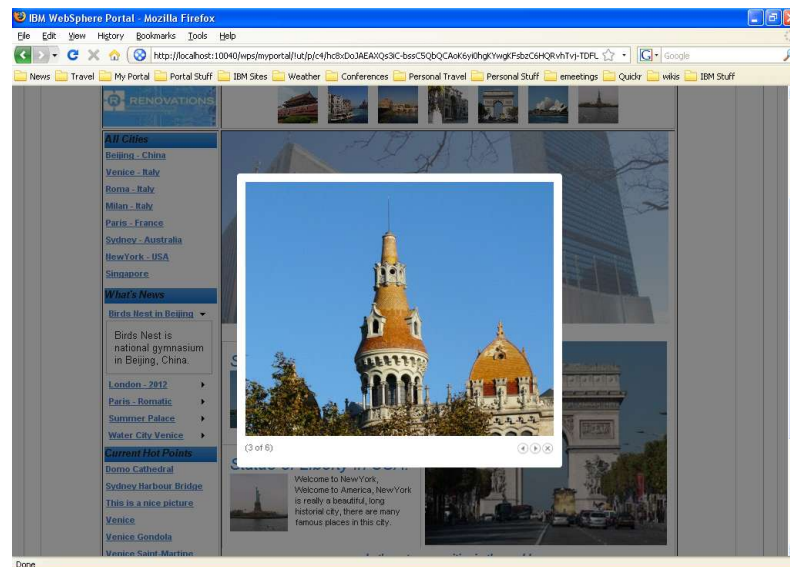
# Editing Content Is Easier; Templates Give Content An Appealing Web 2.0 Appearance

- Licensed Ephox Editor uses familiar rich text capabilities to make content creation easier
- Pre-packaged WCM templates use dynamic effects and help customers get started much more quickly
  - ▶ Content templates include fish-eye, hover-over, shadow box

*Rich editing tool set*



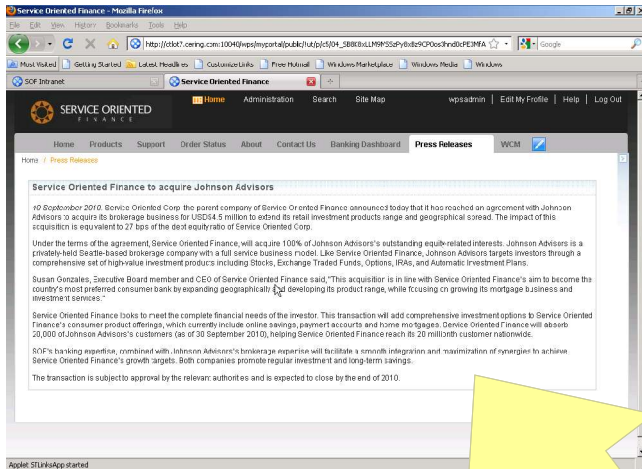
*Example of Shadow Box*



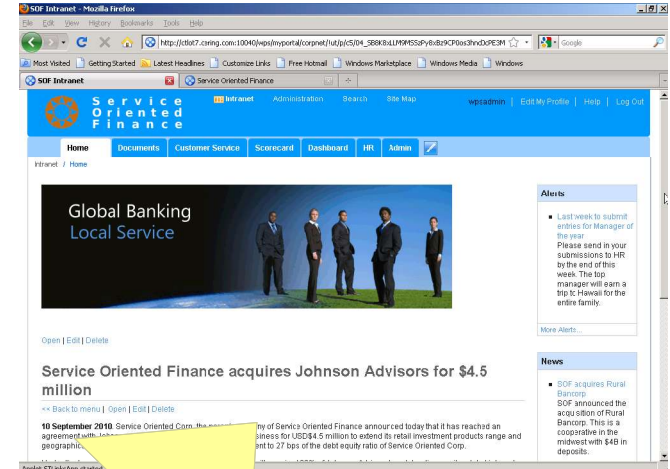
# DEMO: Reuse Of Content Means Savings In Time And Cost

## Service Oriented Finance (WebSphere Portal)

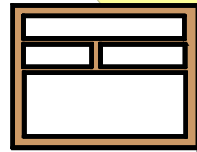
### Customer Portal



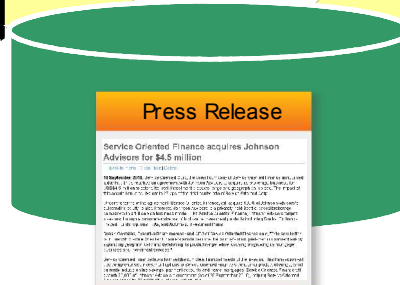
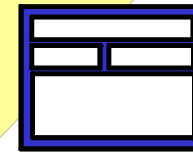
### Employee Portal



Customer portal  
template



Employee portal  
template



Simple wizard-driven  
interface to assign same  
content to different portals



Can't Microsoft SharePoint do the same thing?

No. Let me show you...



**Service Oriented Finance CIO**

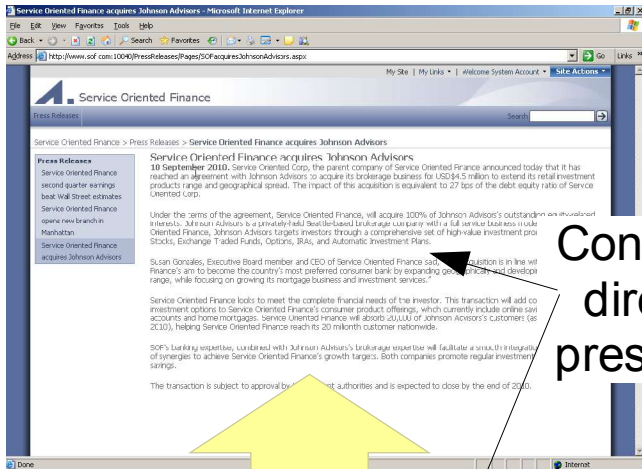


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# DEMO: SharePoint Content Is Not Reusable

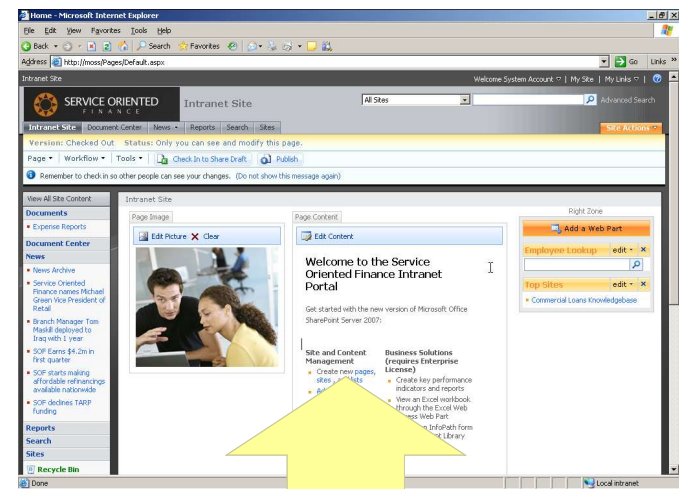
## Service Oriented Finance (Microsoft SharePoint)

### Customer Portal



Content tied directly to presentation

### Employee Portal



Customer portal content repository



Employee portal content repository

- **Different content repository for each portal**
- **Data cannot be shared**

You can get even more impact by targeting content to specific audiences. That's personalization...

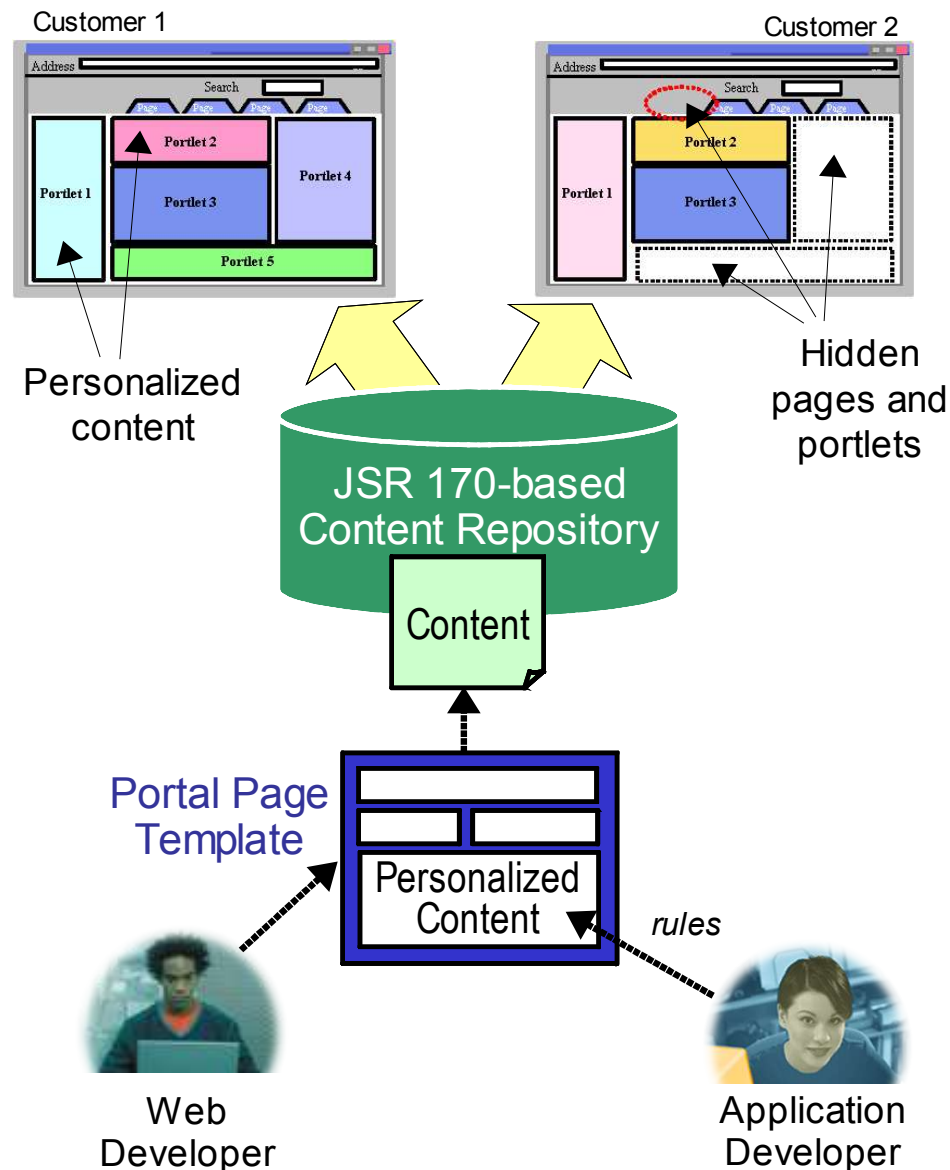


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# Personalization Rules Enable Targeting Specific Information To End Users

- Developers define the portal page layout
- Business users define rules for display of content in portal pages
  - ▶ Can also define “visibility rules” for display of pages or portlets
- Rules executed at run-time
  - ▶ Based on dynamic characteristics determined at runtime

**SharePoint personalization is limited to pre-defined static values**



We've been using spreadsheets to compile business performance data. This is tedious. The data is outdated as soon as it's compiled...



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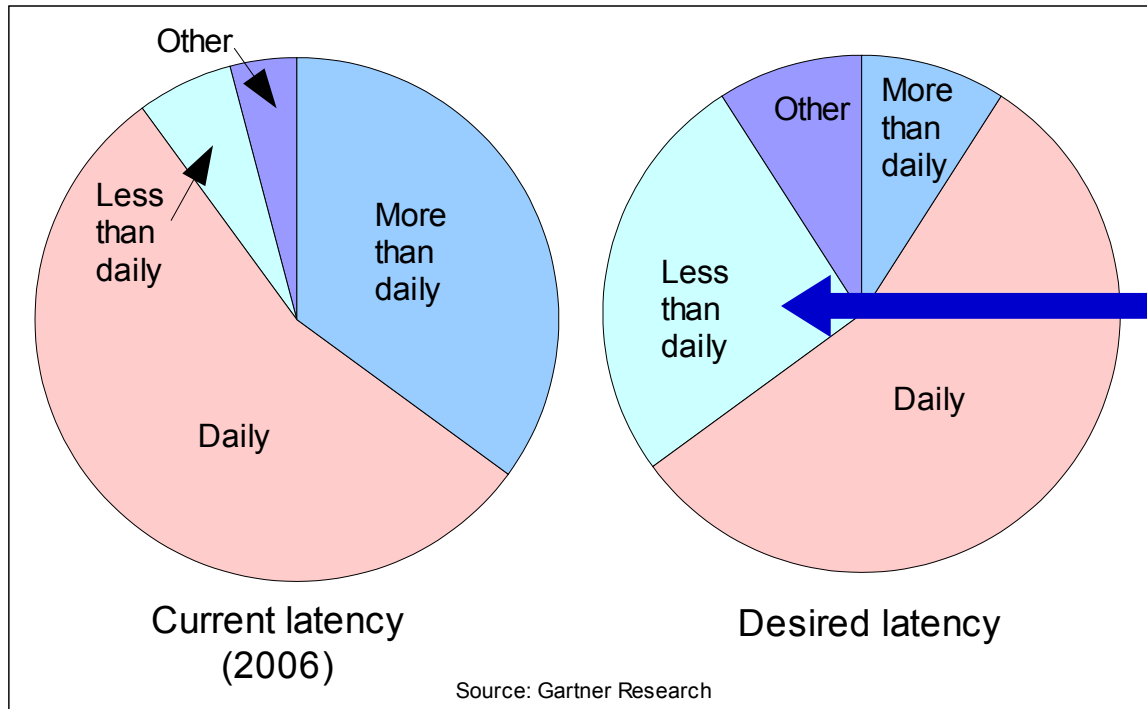
WebSphere Portal helps you build dashboards for real-time assessment and decision-making...



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# Demands For Data Freshness Are Shifting To Faster And Faster Rates

How Frequently Should Data For Business Analysis Be Refreshed ?



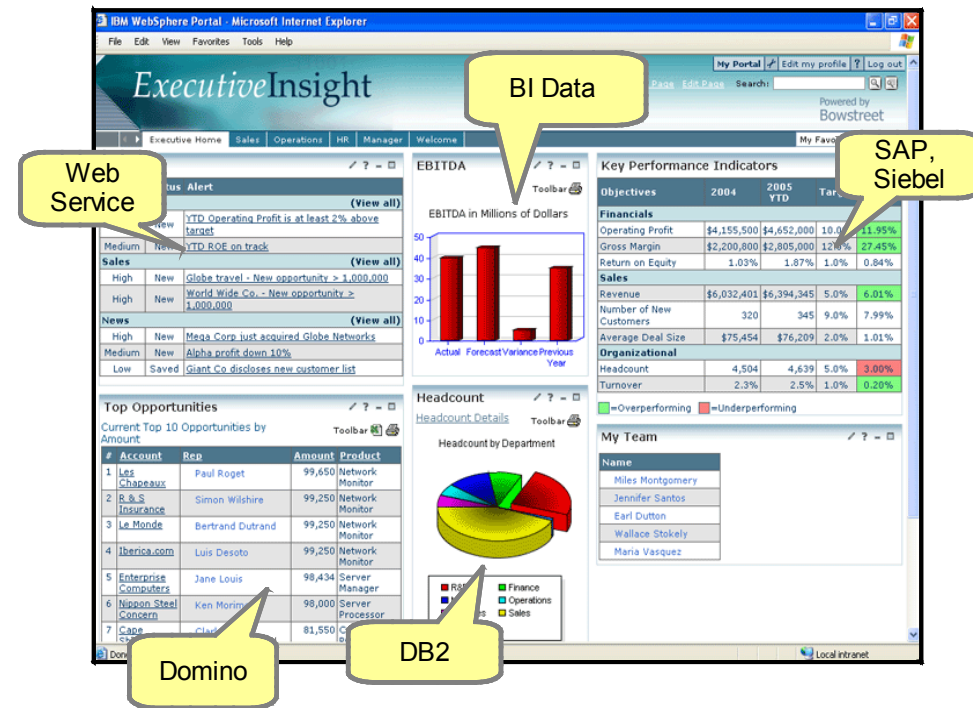
Demand for refresh rates of an hour or less is growing!

The solution: ***Real-time business performance dashboards***

# Dashboard Accelerator For WebSphere Portal Helps Employees Get Immediate Answers

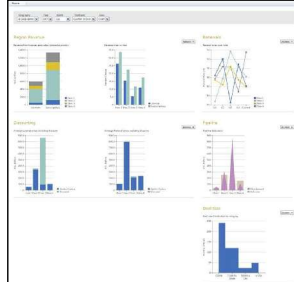
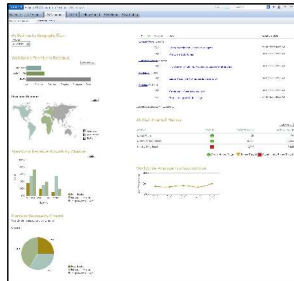
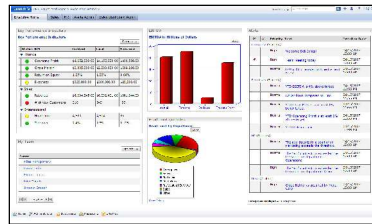
- Personalized, role-based dashboards deliver real-time key performance indicators
- Reach performance data wherever it resides
- Drive business alignment around a common, visible set of goals
- Take action through intuitive views that aid pro-active response to issues
- Cut costs using rapid assembly tools

## Performance Dashboards



# Jump Start Assembly With Key Performance Indicators (KPI) From Online Catalog

- Pre-built, configurable services (portlets) that display best practice Key Performance Indicators
  - ▶ Packaged by line-of-business...
    - Business Finance, Claims Processing, Executive, Information Technology, Sales
  - ▶ ...And by industry
    - Automotive, Banking, Healthcare and Medical, Insurance, Local Government, and Manufacturing
- Includes sample users and roles, HTML, style sheets, setup scripts, data definition files, etc.

Example Content:	
<b>Business Finance:</b> 	Revenue by Product Geography YTY Revenue Renewal Rates Over Time Discounting Pipeline Indicators Deal Size Distribution
<b>Insurance:</b> 	Premiums Revenue Tracking Number of New Policies Average Policy Size Underwriting Analysis Underwriting Speed
<b>Executives:</b> 	Actual vs. Forecast EBITDA Employee Headcount Operating Profit Return on Equity Alerts

\* Dashboard KPI catalog available for free to licensees of IBM Dashboard Accelerator only



# Quickly Develop Custom Dashboards With WebSphere Dashboard Framework

## Performance Dashboards

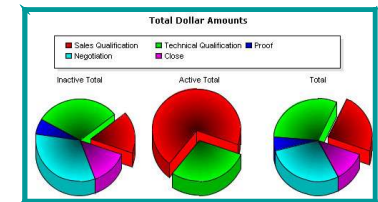
- A package of re-usable components and administration tools
  - ▶ Alerting, charting, data filtering
- Includes ability to drill-down for additional insight and information
- Easily connects to data wherever it resides (e.g., SAP, Domino, Siebel, etc.)



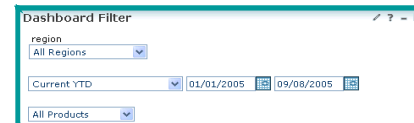
### Reusable Components



### Hi-Fidelity Charting



### Flexible Data Filtering



### Robust Alerting Module

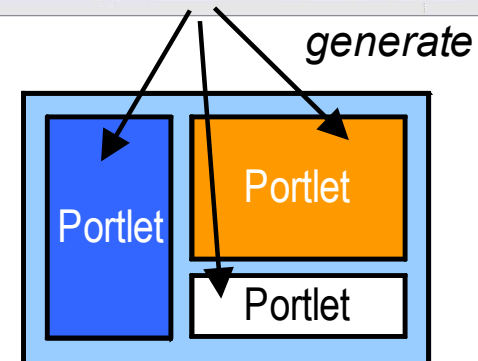
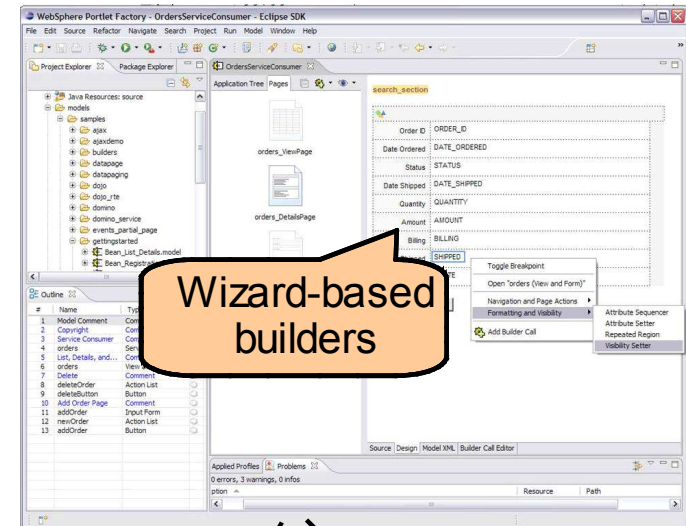
Priority	Status	Alert	(View All)
<b>Accounts</b>			
Urgent	Read	AMTEC_POC stage 1 has completed	(View All)
Urgent	New	AMTEC_SOW due in 3 days	
High	New	AMTEC_customer support request resolved	
<b>Sales</b>			
Urgent	New	Deal Closed - MegaCorp!	(View All)
Urgent	New	Acme opportunity regressed to stage 4	
High	New	Globe travel - New opportunity > 1,000,000	
<b>Financials</b>			
High	New	Dollar down compared to Euro	(View All)
High	New	YTD ROE on track	
High	New	YTD Operating Profit is at least 2% above target	

\* IBM WebSphere Dashboard Framework included with IBM Dashboard Accelerator

# WebSphere Portlet Factory Simplifies And Accelerates Portlet Development

- Automates creation, deployment, and maintenance of custom portlets
- Uses wizard-like components (Builders) that automatically generate portlet Java code
  - ▶ No coding necessary
  - ▶ Data Integration Builders easily access back-end systems
    - SAP R/3, SAP Business Warehouse, PeopleSoft, Siebel, Oracle e-business Suite, databases, Lotus Domino, Hyperion, Web services, etc.
- User-friendly visual editing environment with preview mode
- Profiles enable generation of multiple portlet variations from one code base

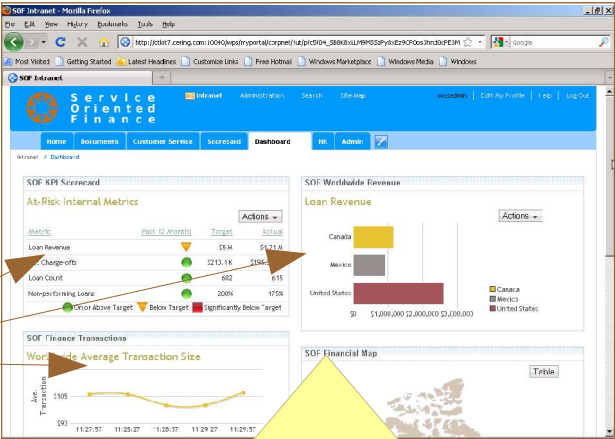
## WebSphere Portlet Factory



# DEMO: Dashboards Make It Easy To Track Business Performance Data In Real Time

## Service Oriented Finance (WebSphere Portal)

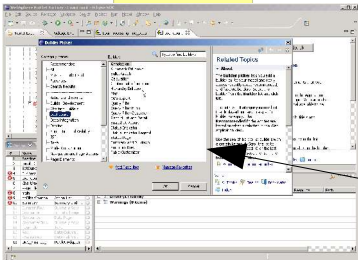
Employee Portal Dashboard Page



Business performance data from multiple sources, updating in real time

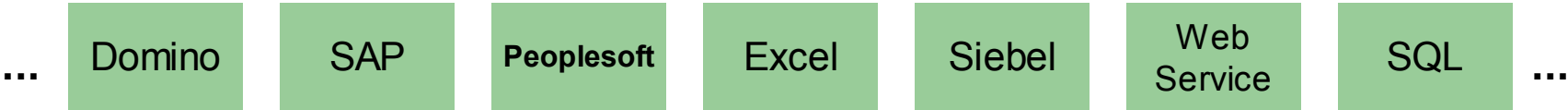
Banking KPIs plus other portlets customized using Dashboard Framework

WebSphere Dashboard Framework (WebSphere Portlet Factory)



Dashboard Builders

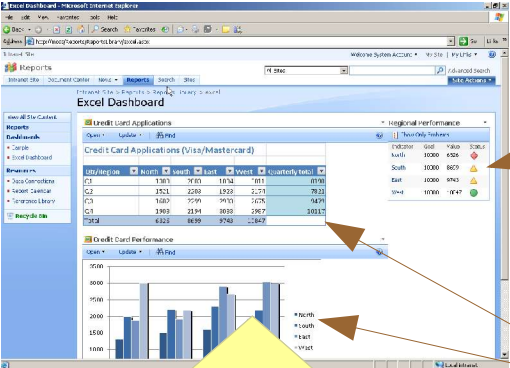
Data Integration Builders



# DEMO: SharePoint Dashboards Limited To Displaying Excel Worksheets Only

## Service Oriented Finance (Microsoft SharePoint)

Employee Portal Dashboard Page



Simple KPI display calculated from .XLSX data

Dashboard data direct from chart or cells in .XLSX file

Display of data determined by the .XLSX file  
 Limited customization of the look and feel

SharePoint Excel Services

Excel Worksheet

Excel table or chart data only

# WebSphere Portal Is A Cheaper Alternative Than Microsoft SharePoint

- Scale Up! Run WebSphere Portal on IBM Power Systems or IBM System z – and reduce operational and administrative costs
- WebSphere Portal has no client-side access charges which drive up costs

## Case Study: Software Acquisition Costs for Employee Intranet for 25,000 Employees

	IBM		Microsoft	
Client Access Licenses	\$0	Not applicable	\$1,875,000	SharePoint Enterprise CAL (Assume Enterprise Agreement and Core CAL already purchased)
Front End Servers	\$1,598	2 servers: IBM HTTP servers Red Hat Enterprise Linux	\$98,732	3 servers: MOSS 2007 Enterprise MOSS 2007 Internet Access Fee Windows Server 2003 Enterprise
Application Servers	\$537,598	2 servers: WebSphere Portal 6 Extend Red Hat Enterprise Linux	\$25,269	2 servers: MOSS 2007 Enterprise Windows Server 2003 Enterprise
Database Servers	\$1,598	2 servers: DB2 Red Hat Enterprise Linux	\$107,994	2 servers: SQL Server Enterprise Windows Server 2003 Enterprise
<b>Total</b>	<b>\$540,794</b>		<b>\$2,106,995</b>	

Retail pricing and software acquisition costs only.  
Assumes dual core Intel x86 servers throughout.

# WebSphere Portal Is The World Leader

- For 6 consecutive years, IDC has ranked WebSphere Portal as #1 in enterprise portal software market share
- For 7 consecutive years, Gartner has ranked WebSphere Portal #1 in their Magic Quadrant for Horizontal Portal Products
- In May, 2009 Gartner ranked IBM as the worldwide market share leader in the Portal Products and User Interaction Tools segment
  - ▶ Based on total worldwide software revenue for 2008



#1

# HSBC: Running The Brand On WebSphere Portal

## ■ Business Need

HSBC was struggling with its legacy Intranet solution which failed to provide users with quick and easy access to necessary information.

## ■ Solution

HSBC implemented WebSphere Portal 6.0 with Web Content Management. The bank used the new software to build a reusable framework across its multiple global Web sites. The portal hosts employee-related information and is integrated with various legacy systems including Oracle.

## ■ Benefits

HSBC is seeing an increase in employee satisfaction from 74% to 93% because of the WebSphere Portal Server software implementation.



# Summary – Using Portal To Accelerate Business Value

	<b>IBM Lotus</b>	<b>Microsoft</b>
<i>Rapid site creation, virtual portals and theme editing with no coding</i>	YES	No
<i>Pre-packaged incremental toolkits and solutions for business and industry</i>	YES	No
<i>Web Content Management that supports content reuse and personalization using dynamic parameters</i>	YES	No
<i>Single focus solution for business dashboards, supporting performance data from anywhere, and including KPI catalog</i>	YES	No