



WebSphere software

WebSphere Portal software: An on-ramp to a service oriented architecture.

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Introduction

The use of portals and portal technology continues to mature across the technology adoption lifecycle as pragmatists in global organizations implement technologies with proven track records and demonstrable benefits. And while portals continue to remain at the top of technology spending priorities, how do you make portal investments pay off? Successful portal projects must be succinctly defined so that both IT and business stakeholders agree on the scope and the expected business value to be delivered. Although this sounds like a relatively simple principle for organizations undergoing portal projects, it is much more difficult in practice. In fact, this problem is further compounded by the resulting complexity that exists in many IT shops today, namely, disparate legacy systems, applications and databases. The costs associated with maintaining this IT infrastructure leave fewer resources available for spending on strategic portal initiatives.

The imperative for a cogent portal strategy could not be timelier as organizations seek to make IT not only responsive to new business initiatives and challenges but also a strategic weapon in gaining competitiveness and growth. As such, service oriented architectures (SOAs) are gaining traction with many CIOs as they seek to simplify and standardize their IT infrastructures in an effort to make IT a strategic component of the business strategy.

According to Gartner, "As organizations search for a way to leverage a service-oriented architecture, many can use portal products as a first step."¹

On Demand Business defined

An enterprise whose business processes—integrated end-to-end across the company and with key partners, suppliers and customers—can respond with flexibility and speed to any customer demand, market opportunity or external threat.

This white paper from IBM presents an overview of the capabilities of IBM WebSphere® Portal software as a strategy and logical path to an SOA environment. WebSphere Portal software is uniquely positioned to deliver a product that helps equip your organization to compete in the world of On Demand Business. SOA from IBM represents a key enabler of On Demand Business and the next evolution of flexible integration. SOA works behind the scenes and also at the front-end to help give users simplified interaction with people and information in the context of their business processes, WebSphere Portal software provides the face of SOA to help your organization pinpoint and build the right kind of infrastructure to support your IT and end user needs.

Demystifying SOA

The need to take a more componentized approach to software and infrastructure development is nothing new to many IT professionals. The concept of drawing boundaries around software with well-defined interfaces dates back to the 1970s, when software applications were first designed. What makes componentizing infrastructure any different today?

First, industry standards with which to create these components and have them communicate have evolved and have been agreed upon by major vendors. In conjunction with broad industry support, we have now moved beyond simple connectivity and are tackling business level interoperability, which results in a much clearer return on investment. Second, the infrastructure to support self-defined, loosely coupled services has emerged. And finally, tools are now available to incorporate existing assets instead of reimplementing them.

Technology has evolved to a point where, for the first time in the evolution of the business/technology relationship, it's the business principles and the needs of the organization that can drive the way in which technology can execute on those needs. It is through a framework called SOA that this relationship comes alive. If achieving On Demand Business is the organizational goal, then an SOA is the answer to the question, "How do I get there?"

IBM defines SOA as an approach that enables business processes to be assembled from reusable components or "services" that are independent of applications and the computing platforms on which they run. It is an architecture that leverages open standards to represent software assets as services. A service in SOA is an application function packaged as a reusable component for use in a business process (e.g., processing a purchase order or verifying a credit card transaction). An SOA comes to life when these services are loosely coupled (i.e., the service consumer has no knowledge of the technical details of the service provider), have well-defined interfaces that are preferably standards-based and are reusable. This helps enable companies to bring together services as building blocks, creating new business processes that can adapt to changing business requirements.

Table 1. Web services standards

Extensible Markup Language (XML)

XML is a W3C-recommended general-purpose markup language for creating special purpose markup languages capable of describing many different kinds of data.

XML Schema

XML Schema is an XML language for describing and constraining the content and legal structure of an XML document.

Simple Object Access Protocol (SOAP)

SOAP is a standard for exchanging XML-based messages over a computer network, usually using HTTP.

Web Services Description Language (WSDL)

WSDL is an XML format published for describing the public interface to Web services.

Universal Description, Discovery and Integration (UDDI)

UDDI is a platform-independent, XML-based registry that enables businesses (or systems) to discover each other and define how they interact over the Internet. It is designed to be interrogated by SOAP messages and to provide access to WSDL documents.

Standards are critical to achieving On Demand Business because they provide the rules that ensure interoperability between the disparate technologies and products of vendors. Moreover, support for open standards and adoption of the technologies supporting SOA, namely Web services, are helping gain traction with many IT executives today (see Table 1). SOA's big promise is the ability to work very well in heterogeneous IT environments. One of the biggest challenges many IT organizations face is the inability for IT to be responsive to the business because their infrastructure and business processes are in a highly inflexible state. These legacy applications cannot be modified in a timely fashion to support the changing business requirements.

Gartner predicts that through 2007, an enterprise portal will be the first major application of SOA concepts for more than 50 percent of enterprises (0.6 probability).²

SOA can fundamentally transform IT infrastructure from a barrier to business to an enabler of business change.

Starting with WebSphere Portal software as your on-ramp to an SOA

Organizations that have deployed a portal solution on a portal platform over the past three to four years did so for many of the same reasons responsible for SOA's emergence today, namely, providing a component-based model, delivering reusable software assets, simplifying integration and increasing the ability to leverage existing IT assets. In addition, several key portal standards have been emerging over the same time period that provide the technology that enables service oriented applications. This is what has been fueling adoption of portals by large and midsize businesses as they continue to roll out deployments of customer-, partner-, consumer- and employee-facing enterprise portals. IBM has extensive global experience working with clients on a variety

of successful portal initiatives that have standardized on IBM WebSphere Portal software. And IBM was recently placed in Gartner’s leader quadrant for horizontal portal products.³ Identifying a specific portal project offers a great opportunity to leverage a tactical entry point into the service oriented capabilities of WebSphere Portal software.

The evolution of portals

Portals continue to undergo a natural evolution and transformation as the needs of the business user mature and become more demanding (see Figure 1). Portals started out as a way to enable users to gain personalized access to content and applications. Many of these early portals were built on proprietary application servers and provided capabilities to simplify departmental portal deployments by providing a “portal-in-a-box” solution.

Figure 1: Evolution of portals

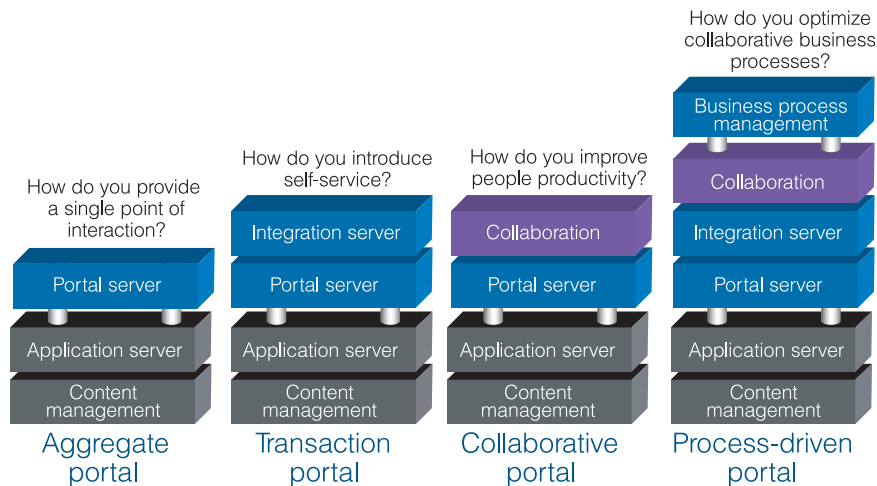


Table 2. A brief history of the portlet

Portlets are reusable Web components that display relevant information to portal users. Their emergence began in the late 1990s as an adjunct to Internet search engines that were popularized by consumer portals (such as Yahoo!). Common examples include e-mail, weather, stock quote and news portlets.

In 1999, the enterprise portal market was created as vendors began releasing portal server products to the market. The portlet concept was introduced into the enterprise portal as the primary interaction point for end users. Since then, portlet standards have emerged such as JSR 168 and WSRP that allow for the plug and play of portals.

Today, the portlet acts as a key integration point for accessing, aggregating and orchestrating data, applications and business processes at the user interface. As such, portlets are a rudimentary component of an SOA.

As portals gained in popularity and portlets emerged as the primary component of interaction (see Table 2), transaction portals were built to provide deeper integration with back-end systems, allowing for self-service applications to be deployed. At the same time, Web-based collaborative applications emerged as a way for people to be productive online with messaging, document sharing, Web conferencing and shared team work environments.

But as organizations begin rationalizing their infrastructures and improving their operational efficiencies, process-driven portals are emerging as the preferred approach to optimizing collaborative business processes across the enterprise. They accelerate the adoption of best practices by making them the easiest route to accomplish the user's task. This new generation of portals requires advanced integration architecture and a complete portal framework to automate existing business processes through technology. In addition, there is a need to make portal applications available to users whether they are connected to the network or disconnected to ensure productivity is maximized.

IBM WebSphere Portal software is the ideal solution for delivering on this new generation of process-driven portals. WebSphere Portal software allows you to design a portal based on the perspective of the audience of users interacting with the portal. Understanding the audience means providing the right context within the portal and delivering the right content, applications and processes based on the user's role. This approach reduces the burden on the user by hiding the underlying complexity of the various interfaces and applications being accessed. The portal adapts to the user's needs and delivers a composite view that allows the user to interact with these multiple back-end systems as if they were one. By consolidating access to the content, applications and processes relevant to the user—all in one portal view—you simplify the user's tasks and provide audience value, resulting in improved productivity and adoption of the portal.

Table 3. Understanding composite applications

The best way to understand composite applications is through the use of this simple formula:

**composite application =
assembly + orchestration**

Assembly requires the aggregation of components or reusable parts into services.

Orchestration determines how a process will flow within an application.

It is the composite applications that are built using reusable, loosely coupled components with well-defined interfaces that provide the foundation of an SOA.

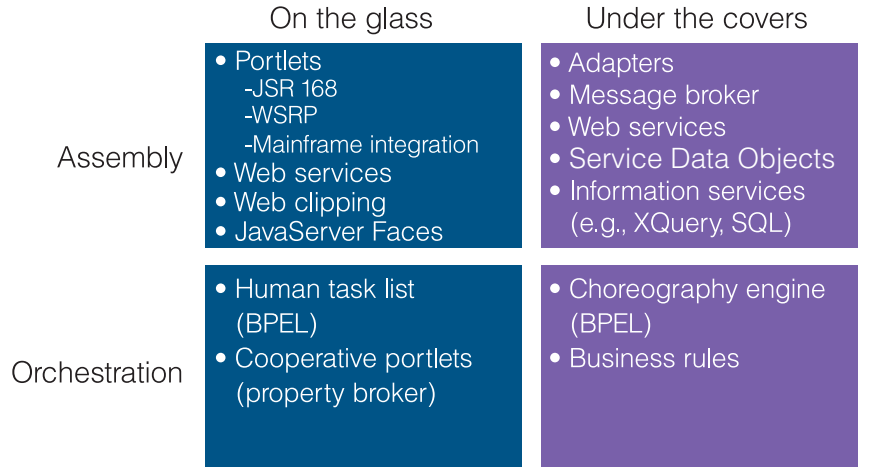
Providing an analyst assessment of WebSphere Portal software, IDC says, “As part of the IBM Workplace strategy, WebSphere Portal software provides key capabilities that appeal to prospects and clients alike that are seeking ways to improve employee effectiveness by taking advantage of role-based composite applications that present content and Web services application functionality to users in the context of the work at hand.”⁴

Introducing composite applications

Process-driven portals deliver roles-based composite applications by aggregating business logic components into the user interface as a composite view. Composite applications go beyond just aggregating information into a single view. Their real value is to pick up the assembly of the components and orchestration of the processes that automate and optimize the common business transactions and decision-making processes where typical enterprise applications leave off (Table 3). Composite applications are allowing organizations to span extended processes that involve multiple constituents both inside and outside the enterprise. It is the human component involved in these processes that gives portals an indispensable role in the development and deployment of composite applications.

IBM WebSphere Portal software delivers a complete set of capabilities that enable the assembly and orchestration of composite applications. The list of capabilities in the first column of Figure 2 is referred to as “on the glass” because the assembly and orchestration are at the user interface layer. In the second column, “under the covers” refers to the capabilities provided in the application and business logic layer. These capabilities are provided by the IBM WebSphere application infrastructure platform. WebSphere Portal software takes full advantage of these capabilities as it is built atop IBM WebSphere Application Server software.

Figure 2: WebSphere Portal software capabilities that enable composite applications



WebSphere Portal software as a portal technology contains more than the “basics” of just information integration, Web content and document management, and application access. It provides an integrated portal business framework that encompasses the capabilities necessary to truly impact an organization’s daily business processes through the development and deployment of composite applications. And WebSphere Portal Version 6.0 software will deliver further-enhanced capabilities designed to help customers accelerate application and content deployment, and improve operational efficiency and productivity. The following summarizes the key capabilities of WebSphere Portal software that enable the assembly and orchestration of composite applications.

Assembly: Portlets

The portlet probably best embodies the idea of a reusable part. In the case of WebSphere Portal software, it is a Web component managed by the Java™ 2 Platform, Enterprise Edition (J2EE) container, WebSphere Application Server software. It provides the integration point to process requests and generate dynamic content, thereby acting as the user interface component at the presentation layer of the portal. WebSphere Portal software supports JSR 168, a standard application programming interface for creating portlets as the integration component between applications and portals on J2EE software. This standardization enables these portlets to plug and play across various platforms. For example, IBM Business Partner Business Objects has created JSR 168 portlets that enable you to integrate Crystal Reports inside a WebSphere Portal software environment for true plug-and-play operation. The ability to rapidly develop and deploy portlets into a portal has been enhanced by IBM Rational® Application Developer, the design time assembly tool for portlets developed and deployed in WebSphere Portal software. It is these portlets and the underlying framework that drive organizations to standardize on a common enterprise portal platform. In addition, powerful tools like IBM WebSphere Portlet Factory software that enable the quick building of business services, application templates that allow for the easy modification of applications to meet changing requirements, and support for new technologies like AJAX and offline portal access (planned in 2006 via portlets that run locally as rich client applications or devices), will help WebSphere Portal Version 6.0 software continue to deliver increased value for an SOA.

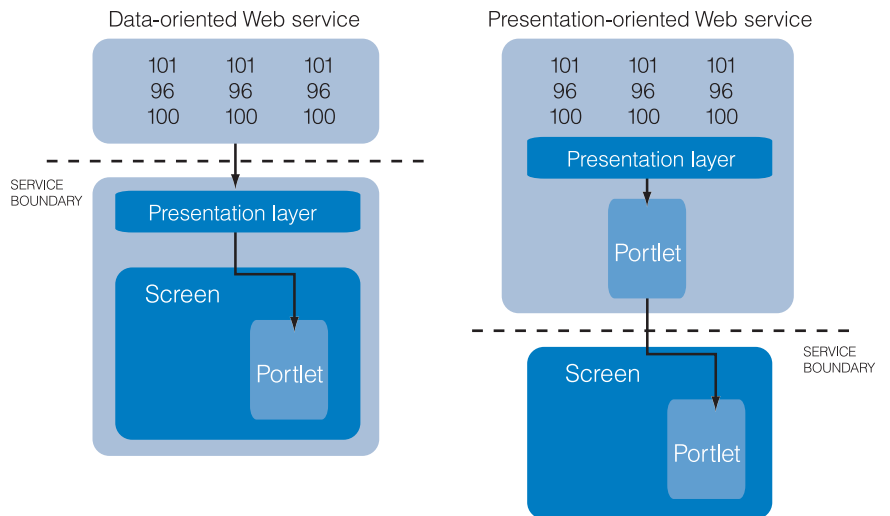
Assembly: Web services

Web services are becoming the predominant method for making information and applications available programmatically via the Internet. Portals are playing an important role in the utilization of Web services for composite application assembly. There are two key ways for using Web services in conjunction with WebSphere Portal software.

- *Portlets running on the portal server can access a Web service to obtain information or perform a function provided by the Web service.*
- *Portals can publish portlets as remote portal Web services to make them available to other portals in a way that allows them to be more easily found and integrated.*

This allows WebSphere Portal software to leverage both data-oriented Web services and presentation-oriented Web services (see Figure 3).

Figure 3: Web services on the glass



Data-oriented Web services contain business logic but lack presentation logic. Therefore, every portal that runs a data-oriented Web service must implement its own presentation logic because it is not defined within the service boundary. Presentation-oriented Web services provide both application logic and presentation logic within the service boundary. Web Services for Remote Portlets (WSRP) is a Web services standard created by the OASIS standards body. The WSRP approach is best suited for dynamically integrating business applications. For example, to integrate an order status Web service using this approach, there is no need to develop the presentation logic. WebSphere Portal software allows you to simply request the order status service to display as a portlet in the portal in a predefined location. To end users, it appears that the portlet is running locally within their portals but in reality, the portlet resides in a remotely running portlet container, and interaction occurs through the exchange of SOAP messages. Leveraging WSRP within an SOA provides a powerful combination whereby presentation-oriented portlet applications can be discovered and reused without engaging in additional development or deployment activities.

WSRP is an important cross-platform standard that will allow organizations to federate their portals and freely interoperate and share resources across the enterprise. For example, WSRP provides a strategy to integrate WebSphere Portal software with Microsoft® Office SharePoint Portal Server 2003 and Windows® SharePoint Services Web sites. WSRP provides interoperability, portability and options for flexible portal deployments. As such, one of the stated goals of WSRP is to make the Internet a marketplace of visual Web services that are ready to be integrated into portals.

Assembly: Mainframe integration

WebSphere Portal software also fully leverages IBM WebSphere Host Access Transformation Services (HATS) to quickly and easily extend legacy applications into a portal via reusable portlets. HATS make 3270 and 5250 “green screen” applications available as portlets in order to convert host screens into a composite view inside a portal. This provides a significant improvement to the workflow and navigation of host applications without the need for access or modification to the host application source code. HATS also fully support the ability to create WSRP portlets with WebSphere Portal software as a presentation-oriented Web service.

Assembly: Web clipping

Another useful tool available in WebSphere Portal software is the Web clipping capability that takes advantage of existing Web assets, allowing the identification and extraction or “clipping” of specific portions of Web content from existing sites and displaying them in portlets or mobile devices. This allows you to develop and deliver a single, consistent interface to existing Web resources all within your portal by reusing, rather than reimplementing, existing content and legacy Web sites.

Assembly: JavaServer Faces and service data objects

A popular term in the pre-Web days was rapid application development or RAD for short. The main goal of RAD was to enable you to build powerful applications with a set of reusable components. Developers who used tools like Microsoft Visual Basic, PowerBuilder or Delphi know that they were a major leap forward in application development productivity. For the first time, it was easy to develop complex user interfaces (UIs) and integrate them with data sources. However, these proprietary tool sets never contributed to providing a foundation for an SOA because they did not support cross-platform, open standards that are loosely bound and dynamically linked. JavaServer Faces

Table 4. JSF and SDO defined

JavaServer Faces

JSF is an official J2EE standard, JSR 127, which defines a standard for building user interfaces for server-side applications.

Service Data Objects

SDO is an impending J2EE standard, JSR 235, and a new concept that simplifies data transfer between the persistence and presentation layers of an application by using disconnected data graphs.

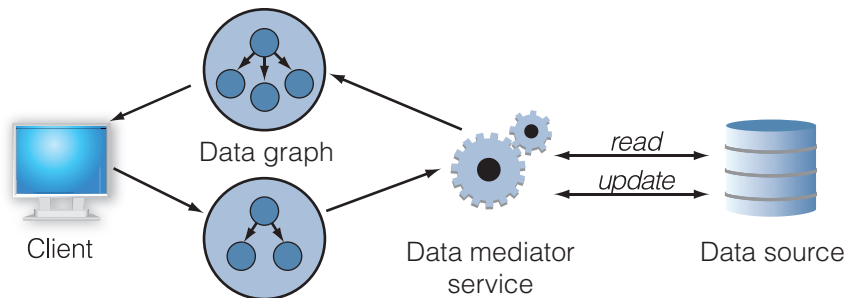
(JSF) and Service Data Objects (SDO) were created to bring the same design concepts and the simplicity of RAD into J2EE application development while avoiding the shortcomings of the proprietary RAD tools (Table 4). This is now possible due to the emergence of open standards that provide well-defined interfaces in a loosely coupled construct that supports an SOA.

JavaServer Faces is an official J2EE standard, JSR 127, which simplifies the development of UIs for server-side applications. JSF technology provides a reusable component architecture that governs event handling and the use of standard user interface components like input fields, buttons, hyperlinks and checkboxes. This separation of logic from the presentation layer allows developers of various skill levels to quickly build Web applications by assembling these reusable UI components on a portal page. JavaServer Faces has proven to be one of the most successful methods for reducing the complexity of developing J2EE applications, and has seen incredible adoption by tool makers and developers.

SDO is a new concept that helps enable an SOA by simplifying data transfer between a wide variety of service and resource types (such as an ERP system and a relational database). SDO provides loose coupling via disconnected data graphs that allow data browsing and updates while the application is disconnected from the data source (see Figure 4). Using the disconnected data graphs architecture, a client retrieves a data graph from a data source, makes changes to the data graph, and can then apply the data graph changes back to the data source utilizing a data mediator service. The data graphs can be dynamically created from just about any data source, including XML files, Enterprise Java Beans, XML databases and relational databases – or from Web services, Java Connector Architecture resource adapters and Java Message Service packages.

The combination of JSF and SDO can have profound benefits for developers creating data-rich portal applications using J2EE software. JSF provides a visual metaphor that speeds the creation of the presentation layer of an application by replacing tedious programming with drag and drop coding. SDO simplifies and abstracts how those portal applications use data sources by utilizing a single data graph architecture. Both of these assembly constructs embody the attributes of an SOA: loosely coupled and reusable, with well-defined standards-based interfaces.

Figure 4: Service Data Objects



Orchestration: Human task management

In order to successfully leverage business processes to their full potential, they must be surfaced effectively to all participants in a business. IBM WebSphere Portal software enables distributed components, services and business processes to be presented to users of the portal as tasks through a variety of role-specific interaction points: the Web browser, mobile devices and rich clients. This capability in WebSphere Portal software allows internal and external portal users to participate and collaborate in all aspects of business processes in a portal environment without having to know details about the underlying processes.

Human tasks within these business processes (e.g. filling in forms, approving requests or fulfilling orders) need to be presented to the right people at the right time in a way that allows them to process their tasks timely and efficiently. The portal becomes the user interface for all user-facing tasks delivered via the human task portlet. For example, in Figure 5, the My Tasks portlet allows users to view, claim and process tasks in a workflow generated by the workflow engine all in one portlet. As each task is selected, a corresponding page is launched enabling action on the task. This allows the users of the portal to work in context from the task portlet and its integration with workflow because pages and portlets only pop up onto their screens when they are working on an activity that needs to be completed. This saves screen real estate and alleviates viewing unnecessary portlets and pages.

Figure 5: Orchestrating business processes into the portal

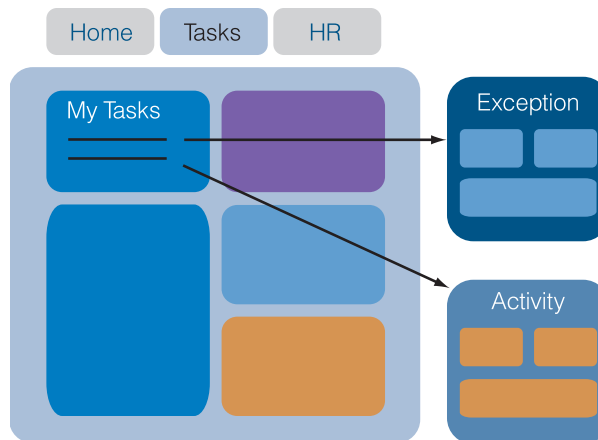


Table 5. Understanding BPEL4WS

Business Process Execution Language for Web Services (BPEL4WS) allows the definition of both business processes that make use of Web services and business processes that externalize their functionality as Web services. This includes specifying how a business process makes use of Web services to achieve its goal, as well as specifying Web services that are provided by a business process.

In April 2003, IBM teamed with Microsoft, BEA Systems, SAP AG and Siebel Systems to submit BPEL4WS to OASIS for standardization via the Web Services BPEL Technical Committee.

The use of process integration in WebSphere Portal software makes it possible to implement a variety of scenarios, including:

- *Production workflows*—Highly automated, with human involvement restricted to exception handling in case of failure.
- *Collaborative workflows*—Human tasks are a key part of the workflow and enable collaboration in context with colleagues to create, share and modify forms, documents, communications and other content.

The ability to orchestrate workflow into the portal is provided by the WebSphere Portal foundation architecture. This architecture enables IBM WebSphere Process Server software, included with WebSphere Portal software, to deliver integrated process choreography and J2EE workflow capabilities. The WebSphere Business Integration Server Foundation utilizes Business Process Execution Language (BPEL) for Web Services to specify the business process behavior (workflow) and describe how individual Web services can be orchestrated to create composite services (Table 5). BPEL for process choreography is a key component in the development and deployment of process-driven portals because of its strong ability to integrate heterogeneous IT environments by transforming applications into services. In addition, new forms-based builders being previewed in the WebSphere Portal Version 6.0 software time-frame will enable business users to create basic workflows without knowledge of BPEL scripting.

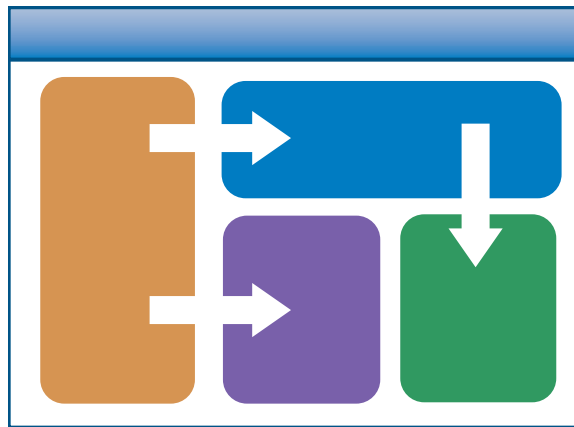
Orchestration: Cooperative portlets

Cooperative portlets provide a method of orchestrating composite applications and is one of the more powerful and widely used features of WebSphere Portal software. The term “cooperative portlet” refers to the capability of portlets on a portal page to interact with each other by interchanging data and messages. One or more cooperative portlets on a portal page can automatically react to changes from a source portlet triggered by an action or event in the source portlet. Portlets that are targets of the event can react so that users are not required to make repetitive changes or actions in other portlets on the page. This provides a coordinated and consistent behavior between the portlets on the page while the user interaction with the portlet provides the user context and situation that is the basis for dynamically adapting the portal and application for the user.

The intercommunication between portlets simplifies what would otherwise be a complicated manual process potentially involving multiple graphical user interface clients for different applications, logging into the systems, copying and pasting information or retyping it after writing it down.

Figure 6 represents cooperative portlet behavior with arrows illustrating where data and messages from one portlet is used to query other portlets, whereby additional information is retrieved and presented to the user.

Figure 6: Orchestrating business processes into the portal



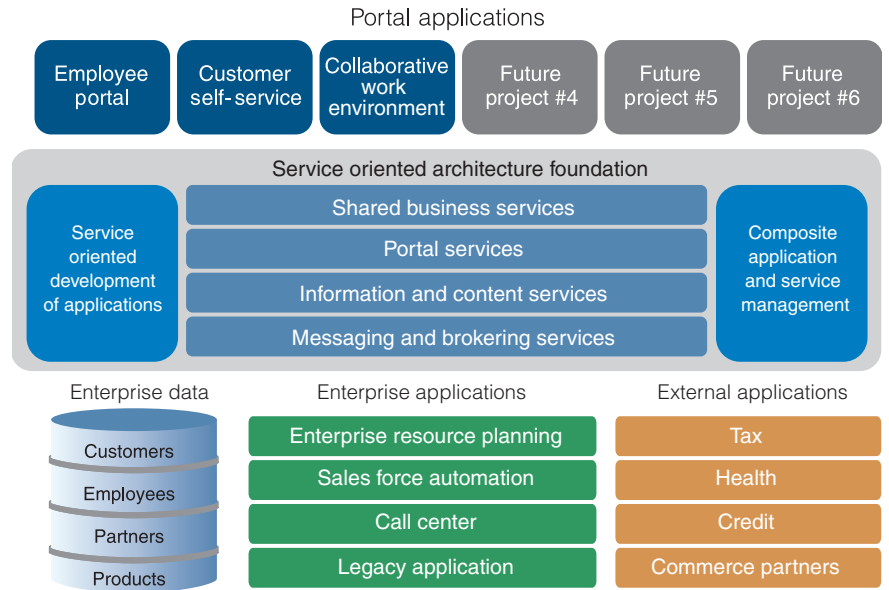
This cooperation between source and target portlets is facilitated by a WebSphere Portal run-time entity called the property broker. Portlets on a page can cooperate in this way even if they were developed independently, without the programmer's awareness of the existence of the other cooperative portlets. Cooperative portlets provide a key capability to develop a more loosely coupled, reusable portlet strategy when developing and deploying composite applications.

Putting it all together

The real value of an SOA is seen over time. For example, the value attained by a leading auto manufacturer is not tied to delivering a single model to the market; it's the ability to deliver on multiple models by leveraging high levels of parts reuse and process optimization across models and brands. This level of parts reuse and flexibility reduces engineering time, saves money, improves quality and serves global ambitions. So, too, is the value derived from how IT deploys composite applications. While it is always important to derive value and return on investment from your first portal project, greater value is achieved as you deploy the next two, three, four projects and so on.

Figure 7 shows an ideal end state for an IT organization that has deployed an SOA. It is in the SOA foundation where we begin to see the advantages of an SOA: reduced development times, cost savings, faster time-to-delivery on projects and an IT organization that is responsive to change and strategic to the business.

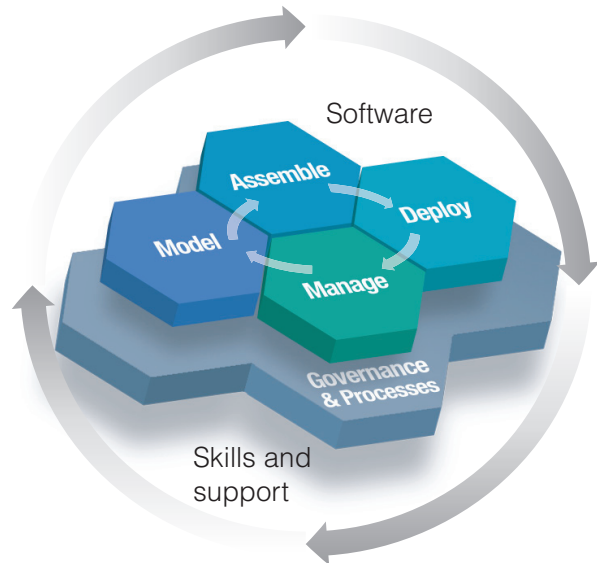
Figure 7: An ideal SOA end state



IBM SOA foundation

WebSphere Portal software is just one part of an overall IBM SOA foundation. Although this white paper focuses on portals as an on-ramp to a service oriented architecture, IBM's SOA foundation supports a modular approach to a complete SOA lifecycle as an integrated, open set of software, best practices and patterns that provides you with what you need to get started with SOA. IBM's SOA foundation provides comprehensive support for the SOA lifecycle (model, assemble, deploy and manage) through an integrated set of tools and run-time components that allow you to leverage skills and investments across the common run-time, tooling and management infrastructure (see Figure 8).

Figure 8: The IBM SOA foundation



Conclusion

IBM WebSphere Portal software provides an on-ramp to a service oriented architecture for organizations seeking a highly pragmatic approach to their IT infrastructure and the business solutions that run on them. As your organization embarks on a new portal or Web application project, WebSphere Portal software can provide the tools and technology for the assembly and orchestration of composite applications. And as you continue to expand your adoption of SOA, WebSphere Portal software provides a tactical entry point and a step-wise approach to deliver a unified user experience for services and processes within and beyond your enterprise. And enhancements in WebSphere Portal software version 6.0 will further accelerate application and content deployment through the innovative use of SOA, extending the creation of such core SOA components as workflow and composite applications to even larger audiences of portal users.

In the era of On Demand Business, there is an acute awareness of the need to deliver tangible progress and quantifiable results. IBM is helping customers today build their strategic business design and business case for successful portal projects. WebSphere Portal software represents the face of SOA and provides an excellent opportunity to enable organizations to improve access and reduce the complexity of today's computing environments—in their own time, at their own pace, aligned with their organization's short- and long-term business goals. IBM WebSphere Portal software delivers value to your organization by providing a portal platform for:

- *Composite applications—Reusable assets to help reduce engineering costs and portal deployment times.*
- *Productivity—Dynamic, role-based composite views delivered in context.*
- *Enterprise agility—Engineered to support open standards and deliver process-driven portals on an SOA.*

For more information

To learn more about the IBM WebSphere Portal software family of offerings and services, visit:

ibm.com/websphere/portal

or

ibm.com/soa



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2 Gartner, Inc. "Management Update: A Portal May Be Your First Step to Leverage SOA," G. Phifer, October 12, 2005.

3 Gartner, Inc. "Magic Quadrant for Horizontal Portal Products, 2005," G. Phifer, R. Valdes, D. Gootzit, K.S. Underwood, L.F. Wurster, May 18, 2005.

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4 IDC, "IBM WebSphere Portal Finds Its Place in the Workplace," B. McDonough, M. Leavitt, October 28, 2005, IDC #34215, Volume 1.