



Drive better business outcomes through Web portals.

Provide customers, partners and employees with exceptional online experiences



Customer expectations are skyrocketing. Competition is more intense than ever. Resources are limited and the future uncertain.

Today's business environment demands a new approach—one where customers can ask questions or voice concerns and employees can answer in real time, improving service delivery and product innovation.

Your Web presence may be the only way customers and partners engage with you—and one of the primary ways employees get work done. You need to make those interactions count. With the IBM WebSphere® Portal portfolio, combined with IBM Lotus® collaboration software, you can create a security-rich Web portal that delivers a single point of personalized interaction, promoting collaboration and communication, increasing customer loyalty and giving you the edge over your competition.

The tools customers need—the service they demand

If you could use one word to describe the desired state of customer interactions with your company, what would it be? Compelling? Interactive? Engaging? WebSphere Portal and Lotus collaboration tools help create a Web presence that's all these things and more—with rich, user-friendly interfaces designed to closely emulate real-world interactions. Whether customers are looking for information, products, or one-on-one assistance, portals can play a cost-effective, crucial role in providing the service that keeps them coming back for more.

Accelerate portals for rapid value

Building on the WebSphere Portal family, prepackaged and flexible IBM® accelerators for WebSphere Portal software easily add on to your existing environment. Comprised of various combinations of portlets, software, frameworks and templates, they help make it easy to add innovative features like social networking, mobile access, mashups, collaborative tools and dashboards that can help take your portals to the next level. Shorten implementation times and exponentially speed time to value by quickly responding to changes in marketplace dynamics and business requirements from a common WebSphere Portal software foundation.

Make the social connection

In today's socially connected environment, customer experience is defined by more than just the purchase. Customers want to be heard. They're anxious to tell you (and other potential customers) what they think about your offerings. And you want to hear what they have to say—customer insight can be invaluable in driving business success. With WebSphere Portal software, customers can communicate in real time via in-context instant messaging, and you can add social networking tools such as blogs, comments, wikis and ratings to provide them with a greater voice. These kinds of tools can do more than help you serve customers better—they help you to acquire valuable insights into the needs of your customers today, and tomorrow.

Powerful IBM accelerators for WebSphere Portal

- **IBM® Business Process Accelerator**—incorporates electronic forms, workflows and portlets to accelerate process automation, speeding time to value
- **IBM® Content Accelerator**—brings simplified, yet powerful online Web content creation and management to business users, improving productivity and helping keep Web content accurate, up to date and easy to find
- **IBM® Dashboard Accelerator**—helps organizations reach performance data wherever it resides, delivering it as real-time key performance indicators (KPIs) via personalized, portal-based dashboards
- **IBM® Collaboration Accelerator**—transforms your WebSphere Portal software into an interactive platform, providing more effective and cost-efficient ways of accessing information, sharing ideas and working together
- **IBM® Mashup Accelerator**—provides an easy-to-use business mashup platform, supporting line-of-business assembly of dynamic situational applications—with the management, security and governance capabilities IT requires
- **IBM® Mobile Portal Accelerator**—adapts content for mobile devices based on specific device characteristics and capabilities, enabling IT to “write once” and render personalized Web content quickly across more than 6,000 mobile device types
- **IBM® Self-Service Accelerator**—helps increase user satisfaction and improve overall efficiency by providing users direct and simplified self-service access to personalized information and transactions

Enable insight and agility for employees

Portals delivered using IBM WebSphere Portal and IBM Lotus collaboration tools help provide employees with intuitive features that simplify complex business processes. Online forms can be used to collect information from customers, helping reduce errors, streamline workflows and provide new insights. And IT can aggregate performance data into dashboards that provide real-time visibility across your organization, helping you know what customers want—sometimes before customers know themselves.

Unify your communications

By bringing enterprise instant messaging and online meetings to your portal, employees can quickly find and reach people, get answers to questions in minutes and easily meet with colleagues around the world. Based on IBM Lotus Sametime® software, IBM Unified Communications and Collaboration (IBM UC²™) solutions help unify interactions via an intuitive, consistent user experience, which can lead to reduced expenses, smarter business processes and faster, better decisions.

Empower IT staff to do more with less

WebSphere Portal and Lotus collaboration tools are designed to unleash the true potential of IT, enabling them to deliver business-critical applications that directly affect your ability to realize better business outcomes. You can help optimize IT resources in a number of ways, including:

- Accelerating application delivery to respond to threats or opportunities.
- Increasing developer productivity and reducing development costs.
- Enabling developers of all skill levels to create complex, rich applications.
- Empowering users to help themselves, reducing help-desk workloads.

Tap into the business potential of mashups

IBM Mashup Center software, a key component of IBM Mashup Accelerator, enables the rapid creation, sharing and discovery of application building blocks, including widgets, feeds and other mashups. IT can quickly assemble these building blocks into new applications for portal users, or they can save applications and components to a mashup catalog so users can create new tools themselves. To create mashups, users simply drag and drop widgets on a page and wire them together. IBM Mashup Center software helps optimize IT resources, lowering development costs and enabling quick delivery of dynamic applications, while delivering innovative portal capabilities to customers, employees and partners.

Leverage existing and future investments

The IBM WebSphere Portal portfolio, combined with IBM Lotus collaboration software, preserves existing technology by providing an extensive, prebuilt connector library that enables integration with existing enterprise data sources. With full support for technology enablers like Dojo and Asynchronous JavaScript and XML (AJAX), IT can cost-effectively deliver rich, desktop-like experiences over the Web that reduce total page reload time, enable faster processing and minimize bandwidth.

A protected portal is a trusted portal

Trust is key to gaining widespread adoption and use of your online portals—users need to know that they can easily access the information they need, and that the information is protected from external threats. The portals built, deployed and maintained using WebSphere Portal software help safeguard portal connectivity using IBM's authentication and access-control services for Web-based and enterprise applications and resources. This helps ensure the right people (and only those people) have access to the right information—without being inundated with information they don't need.





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IBM Corporation
Software Group
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
December 2009
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Why IBM?

WebSphere Portal software is a recognized leader in the enterprise portal marketplace. Combined with Lotus collaboration software, it can help you provide exceptional Web experiences for customers and employees and gain an edge over your competition by integrating people, processes, applications and information. You can count on IBM for industry-leading technology, worldwide technical expertise, and robust, scalable and security-rich solutions that fit your business needs.

Accelerate the time to value of your software investment

IBM Software Services for Lotus and select IBM Business Partners can help you better understand your technology options and how to leverage Lotus collaboration solutions to help you lower your IT total cost of ownership and increase your organization's productivity. Find out more about the technical consulting, training and Software Accelerated Value Program services available to help you accelerate your success with IBM technology. For more information, go to:

ibm.com/software/lotus/services

For more information

To learn more about how IBM can help you build portals that deliver on your customers', partners' and employees' need for exceptional Web experiences, contact your IBM representative, e-mail us at portalid@us.ibm.com or visit:

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