WebSphere software

IBM

e business software

Offering Overview

WebSphere Portal 4.1

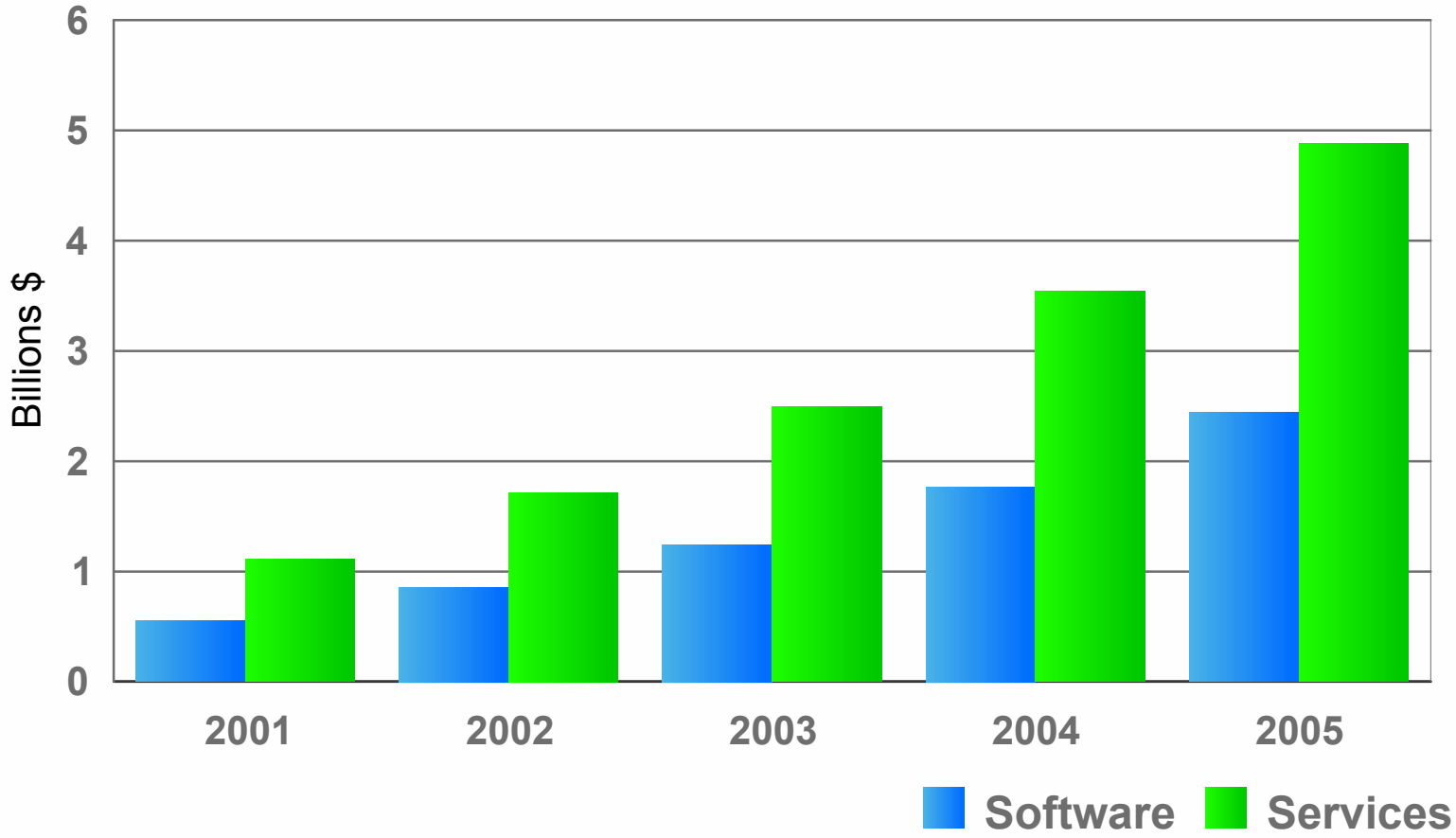
IBM Software Group

Agenda

- Enterprise Portal Market
- WebSphere Portal Strategy
- Using Portlets to Add Value
- Deloitte and Touche: CFO Portal Solution
- Results
- The Future of WebSphere Portal

Portal Market is Hot!

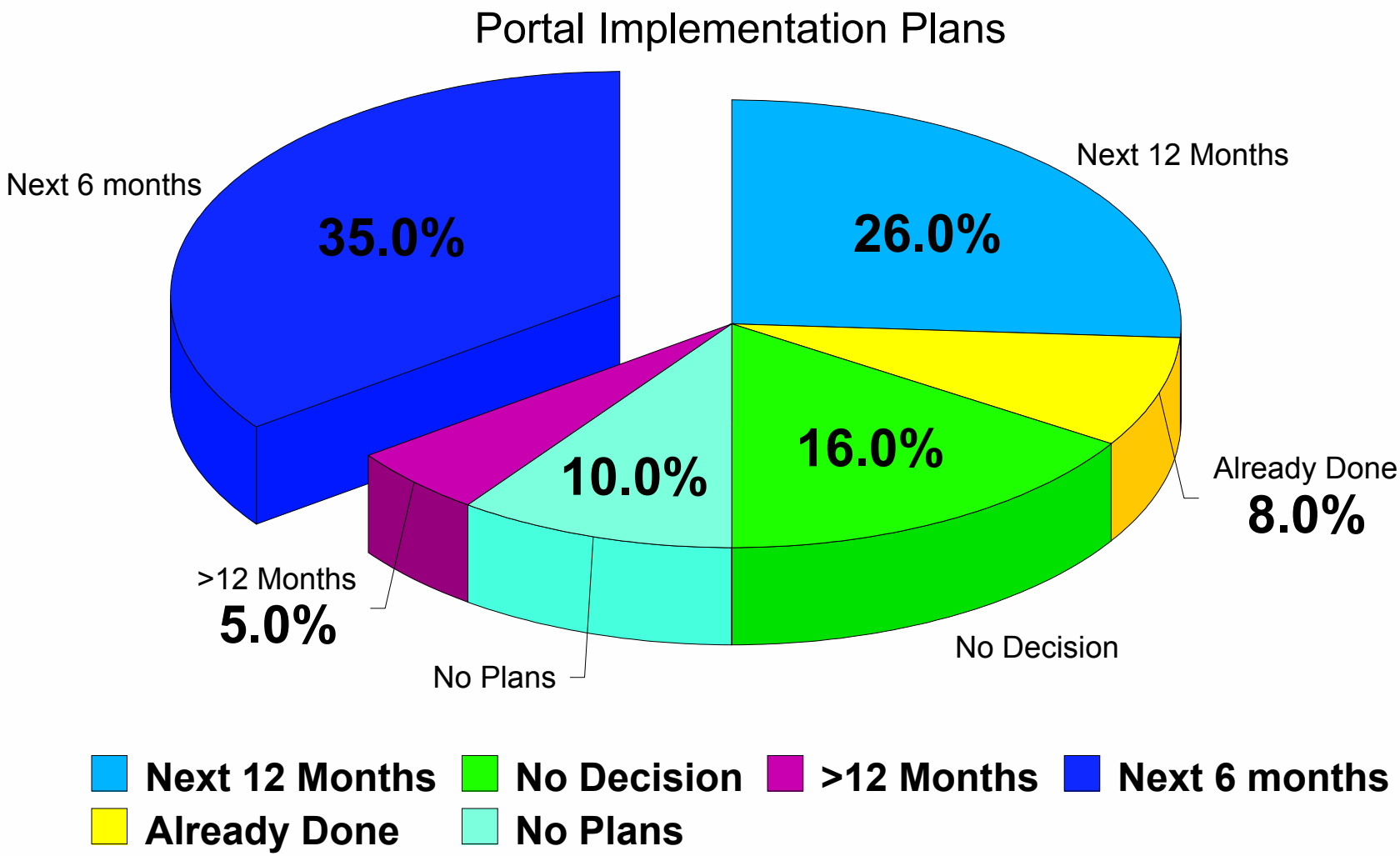
Projected Portal Software Opportunity



Sources: IDC Worldwide Enterprise Information Portal Software Market Forecast and Analysis, July 2001

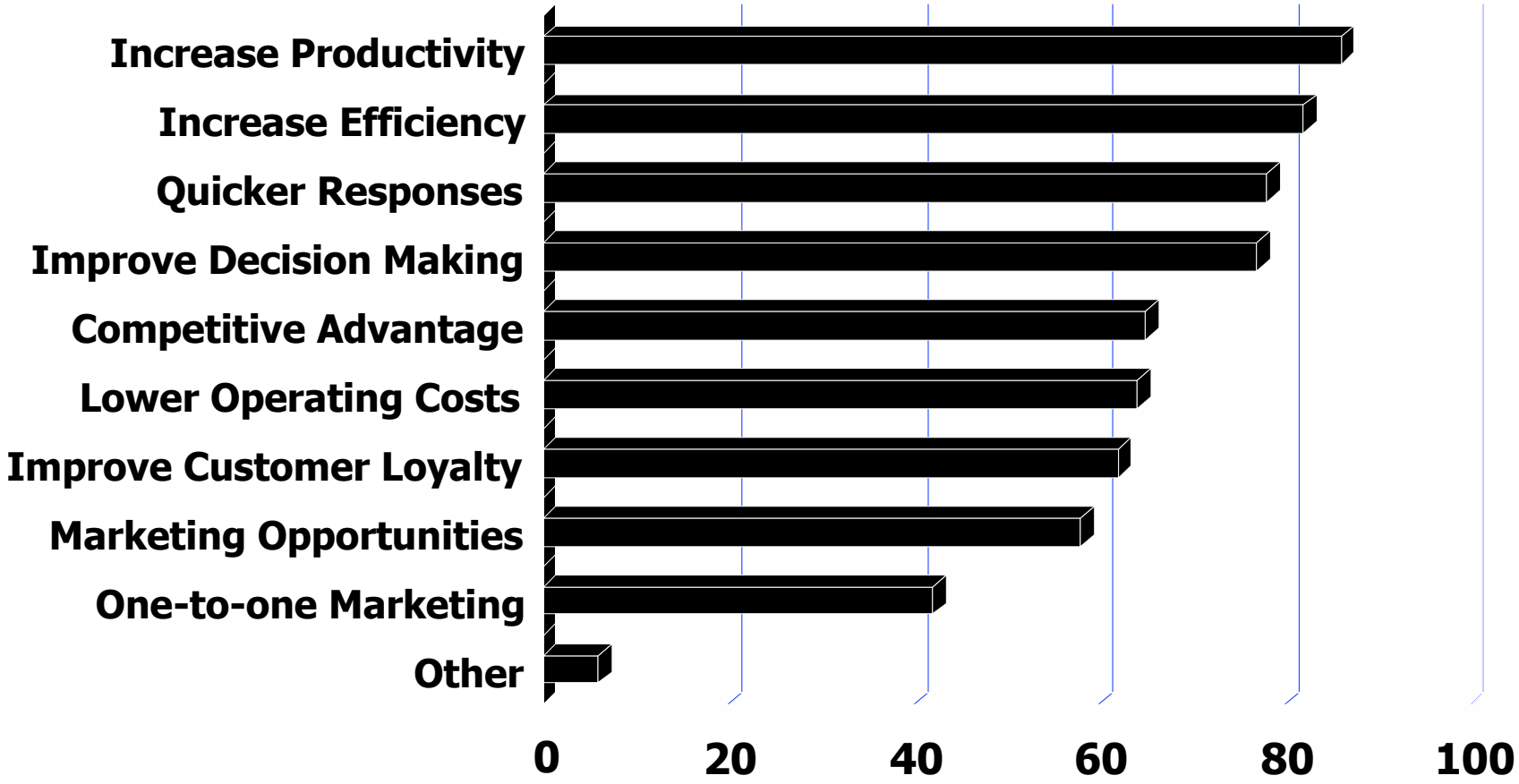
IBM SWG Services, 2002

Portal Market Opportunity - Butler Group



Source = Butler Group

Business Reasons for Enterprise Portals



Source: InformationWeek Research, July, 2001

WebSphere Delivers Dynamic e-business

Commerce

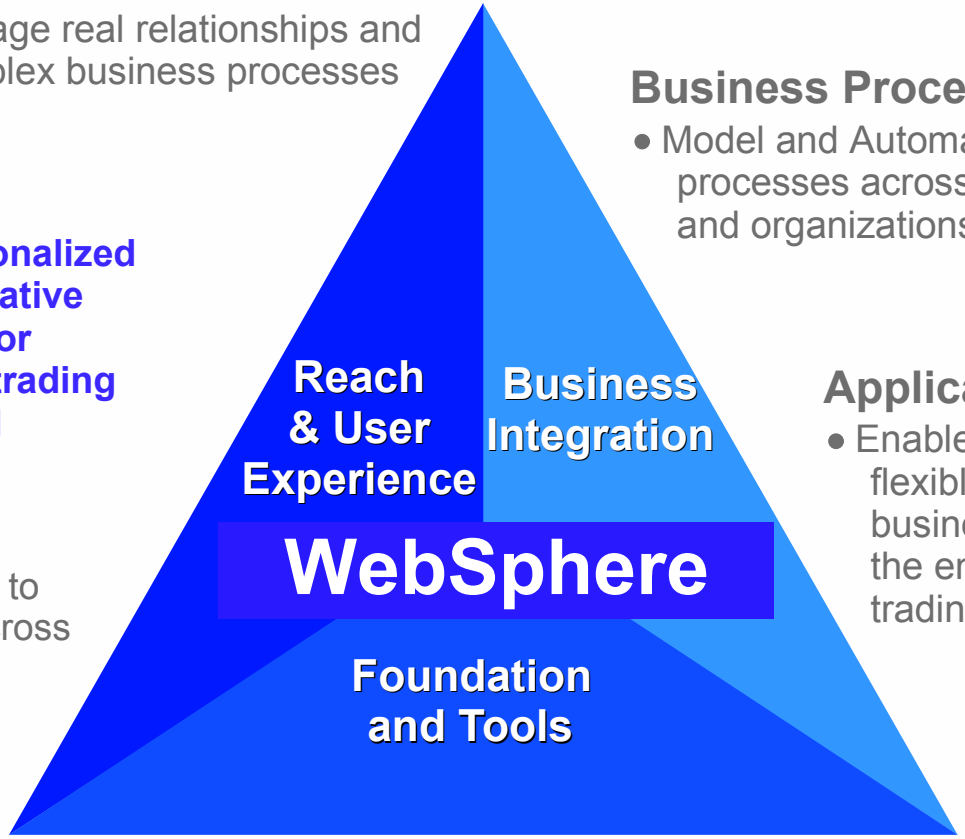
- Serious sell-side solutions to manage real relationships and complex business processes

Business Process Management

- Model and Automate Business processes across disparate systems and organizations

Portal

- **Creates personalized and collaborative experience for employees, trading partners and customers**



Application Integration

- Enable customers to flexibly integrate their business processes within the enterprise and with trading partners

Pervasive

- Wireless and voice solutions to extend e-business reach across all customer, employee, & trading partner touch points

Studio

- e-business professional development tools based on a common workbench technology

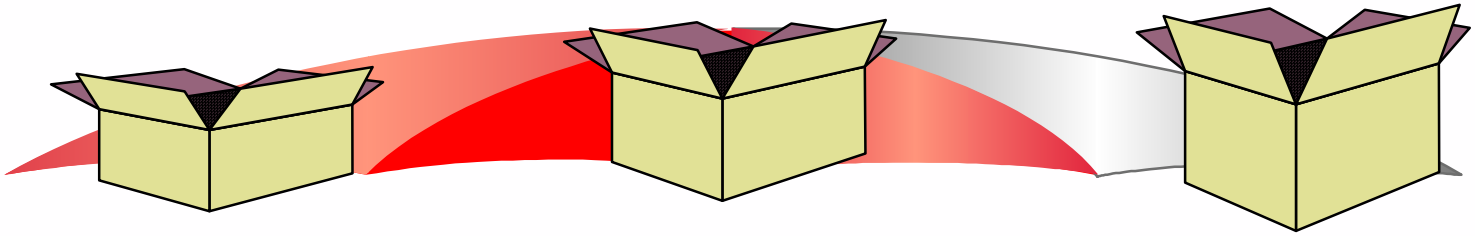
Application Server

- High performance and extremely scalable platforms to deploy dynamic e-business applications

Host Access

- Application & data access to Legacy Systems

IBM WebSphere Portal Directions: V4.1



WebSphere Portal Enable

- Web Application Server
- Portal
  - Presentation Services
  - Portal Framework Services enhanced admin/customizer
  - Portlets (many more)
- Personalization
  - Business Rules Engine
  - Recommendation Engine
  - Event/Campaign mgt
- Web Services
  - Generate & Consume
- Portal plugin for Eclipse
- New Search engine
- LDAP Directory
- Database
- Content Publishing
- Credential Vault

+

WebSphere Portal Extend

- Collaboration services
  - Communities
  - Instant Messaging
- Realtime team collaboration
  - discussion, documents, tasks
- Heterogeneous search broker across content sources
- Web usage analysis tools
- Portal Metrics

+

WebSphere Portal Experience

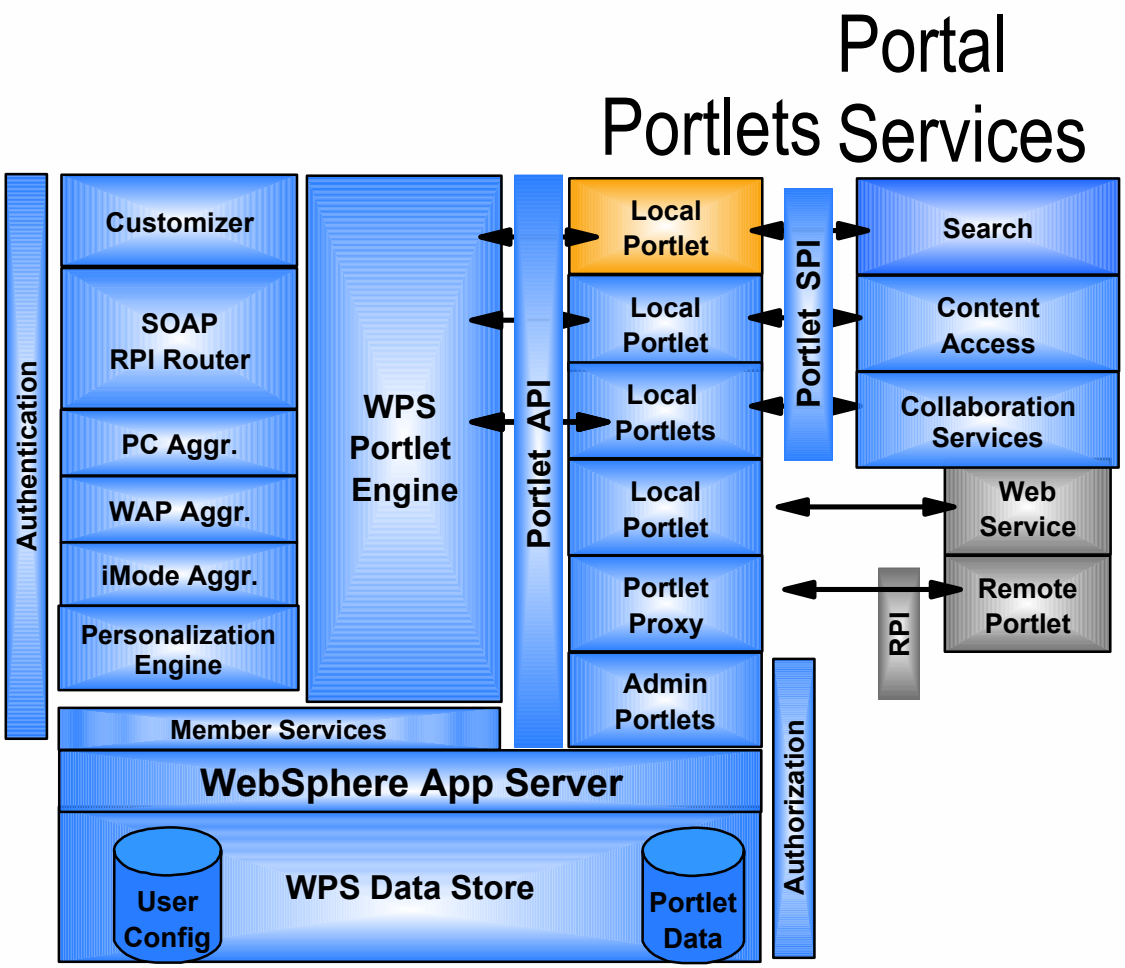
- e-meetings
- Application sharing
- White boarding
- Off-line team collaboration
- Security Management
  - SSO enhacements
- Management of Content collections:
  - Documents, Images
  - Audio, Video
  - Content Publishing integration
- Data transforms

WebSphere software

IBM

Portlets are the key to leveraging the Portal

- Extensible Portal framework
  - Small, stable portlet API
  - Plug-in services via portlets
  - Plug in content via portlets
- Portlets are powerful
  - Support messaging between portlets
  - Create services for other portlets
  - Can automatically become web services!!
- Portlets are easy
  - Similar to writing a Java Servlet
  - Write, test and debug with WebSphere Studio



IBM Driving Portal Standards

IBM is co-Chair

Stefan Hepper@IBM, Alejandro Abdelnur @Sun

Java Portlet API

- Achieves Interoperability between local Portlets and Portals
- Standardization in JSR in the Java Community Process
- JSR will be co lead by IBM and Sun: http://jcp.org/jsr/detail/168.jsp
- IBM initiated the Portlet API, will be responsible for providing the Portlet API Java docs and Open Source Reference Implementation at Apache Jak arta
- Sun will edit Spec and provide the freely accessible Compliance Test Kit

Java Portlet API Supporters

- Accenture
- Apache Software Foundation (init EG member)
- BEA (init EG member)
- Boeing
- Borland
- Bowstreet
- Cap Gemini Ernst & Young
- Citrix
- DaimlerChrysler
- Documentum
- Enformia Ltd
- Epicentric
- Hewlett-Packard (will join EG)
- IBM (init. EG member)
- Interwoven
- Macromedia
- McDonal Bradley
- Plumtree
- SAP
- Silverstream
- Sybase
- Tarantella, Inc
- Vignette
- IONA (will join EG)
- Sun (init. EG member)
- Computer Associates
- Peoplesoft (will join EG)
- Oracle (will join EG)

IBM is Chairman

Thomas Schaeck

- Web Services for Remote Portals (WSRP)
  - Achieves Interoperability between Visual, User Facing Web Services and Portals
  - Standardization in OASIS WSRP Workgroup
  - IBM leads workgroup and plans to provide Open Source Reference Implementation
  - https://www.oasis open.org/news/oasis_news_01_28_02.shtml

Companies who intend to participate in WSRP TC

- Bowstreet
- Divine
- Documentum
- Epicentric
- Factiva
- Fujitsu
- HP
- IBM
- I2
- Interwoven
- IONA
- Lexis-Nexis
- Lotus
- Netegrity
- Oracle
- Peoplesoft
- Plumtree
- Silverstream
- Tibco
- Zolera Systems
- Sun ?
- Intel ?

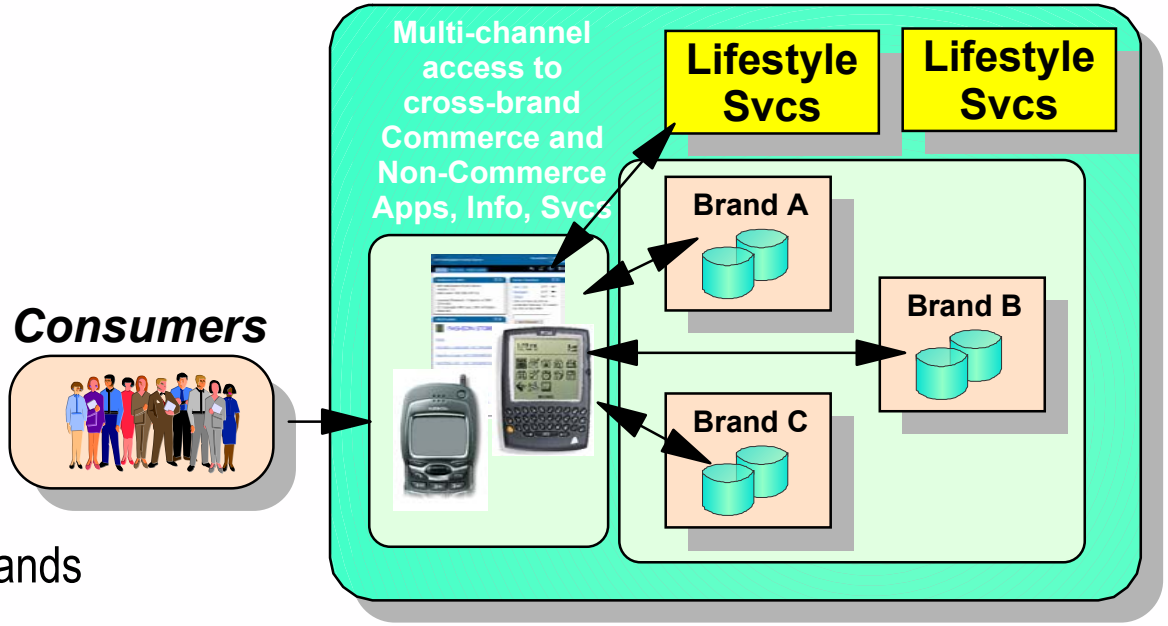
Leveraging Portlets for B2C Retailing Solution

Customer Objectives:

- Increase wallet share
- Increase online sales
- Become a lifestyle destination

Customer Pains:

- Fragmented identity
- Low conversion rates
- No cross-sell/upsell across brands



Solution: ***WebSphere Commerce + WebSphere Portal Family***

- Portal provides unified UI across all brands
- Multi-channel access (Web, wireless)
- Targeted campaigns & promotions
- Portlets allow the access/integration with commerce transactions
- Concurrent access to commerce, info, service and lifestyle programs

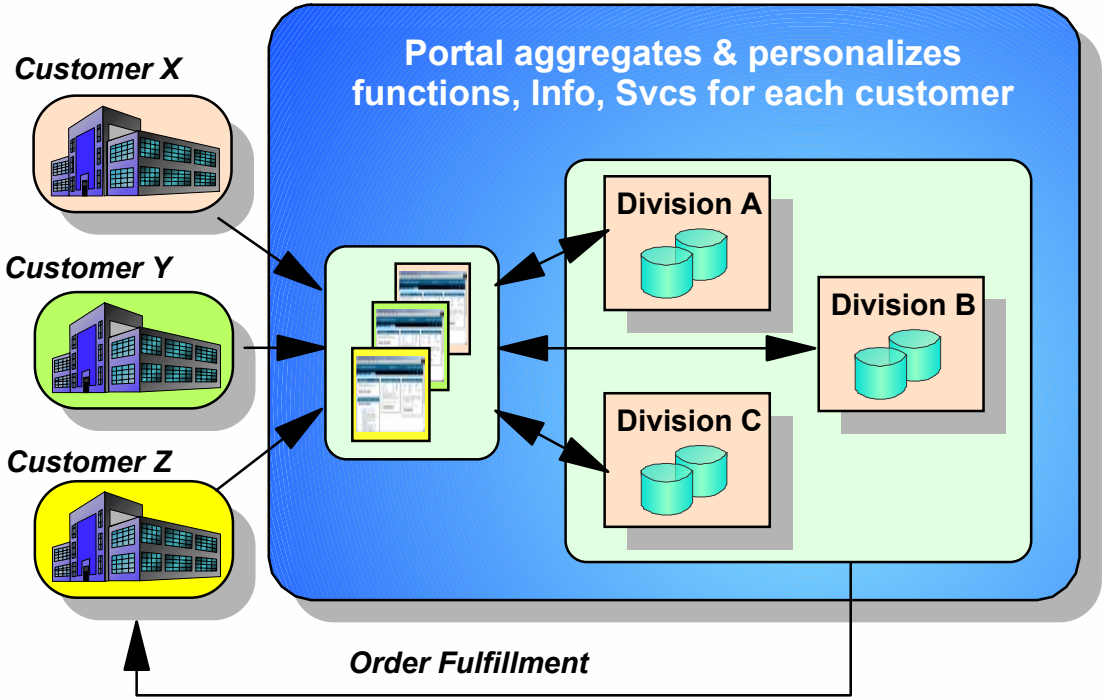
Leveraging Portlets for B2B Manufacturing Solution

Customer Objectives:

- Single point of access
- Common experience across multiple divisions

Customer Pains:

- Divisions have separate customer files/view
- Complex cross-division customer interaction
- Multiple web sites



Solution: *WebSphere Commerce + WebSphere Portal Family*

- "Portlets" to aggregate key commerce data - catalog, orders, etc.
- Personalized/contract based content
- Single signon to multiple applications - profile based security
- Role / Profile based access - single UI

WebSphere Portlet Providers

- Alta Vista
- Amacis
- Autonomy
- Atomica
- Baan
- Boost Works
- Business Objects
- Citrix
- Convera
- Correlate
- Crystal Enterprise
- Data Monitor
- Deloitte and Touche
- Divine
- Documentum
- Ebase
- en technologies
- Factiva
- FAST
- FatWire
- FinGoFirstRain
- Hoovers
- Infisys
- Information Builders
- Instranet
- Inktomi
- IntellectExchange
- Interwoven
- Kivera
- Lexis Nexis
- Media Apps
- MyBubble
- Netonomy
- NetSize
- NewsEdge
- Nikkei
- OnePage
- Open Market
- Orsus Solutions
- Pay Box
- Perficient
- Plum Design
- Presence On Line
- Quiver
- Rapidigm
- River Run
- SAP Portal
- ScreamingMedia
- Stellent
- Swissrisk
- Tamalpais
- The Brain
- Tridion
- Verity
- Webraska
- YellowBrix

WebSphere Portal System Integrators

- Acamaya
- accenture
- Altana Consulting
- Andersen
- Answerthink
- Beans Factory
- Cannon Sales
- CD Group
- Cotelligent
- Covansys
- CSK
- Digital Evolution
- Deloitte & Touche
- eBuilt
- Emakina
- en technologies
- eRunway
- eSource
- Experio
- EYT
- Fuji SoftABC
- Haverstick Consulting
- Hitachi Software Engineering
- inexware
- Infocom
- JIEC
- Just Systems
- Kobelco Systems
- Lido Aeronet
- Lightwell
- Logix
- MenaNet
- Meritage
- NetJuice Consulting
- nexum
- Nihon Jyouhou Tsuushin
- Perficient
- PWC
- Razorfish
- Ricoh Techno Systems
- Secom Information System
- Secom Trust Net
- Shared Vision
- Symatrix
- T&I Solutions
- Uchida-Spectrum
- Unity
- Xcelerate

Solution that transforms the role of Finance

- Portal technologies create an unprecedented opportunity to integrate information from multiple sources
- Custom, personalized delivery of information greatly improves usability of data
- Single, integrated data sources greatly increase information integrity and control
- Web browsers make information easier to access

Opportunity for Deloitte and Touche

Deloitte & Touche has developed the CFO Portal as a framework to help our clients succeed

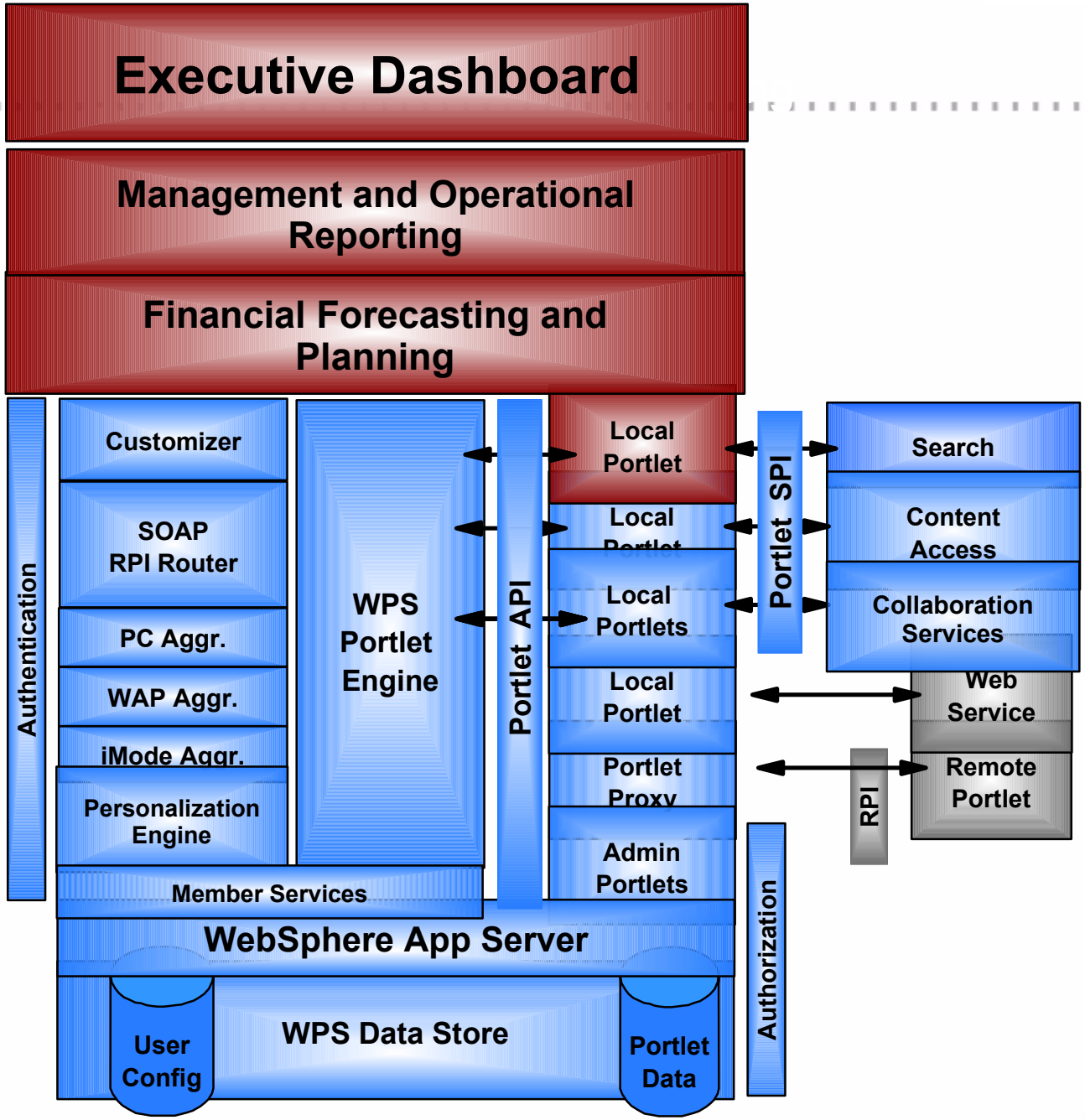
- Clear framework that helps executives focus on key metrics and variables
- Analytic platform that integrates information from multiple and complex sources
- Capitalizes on investment in existing information infrastructure
- One version of the truth…improved information quality and control

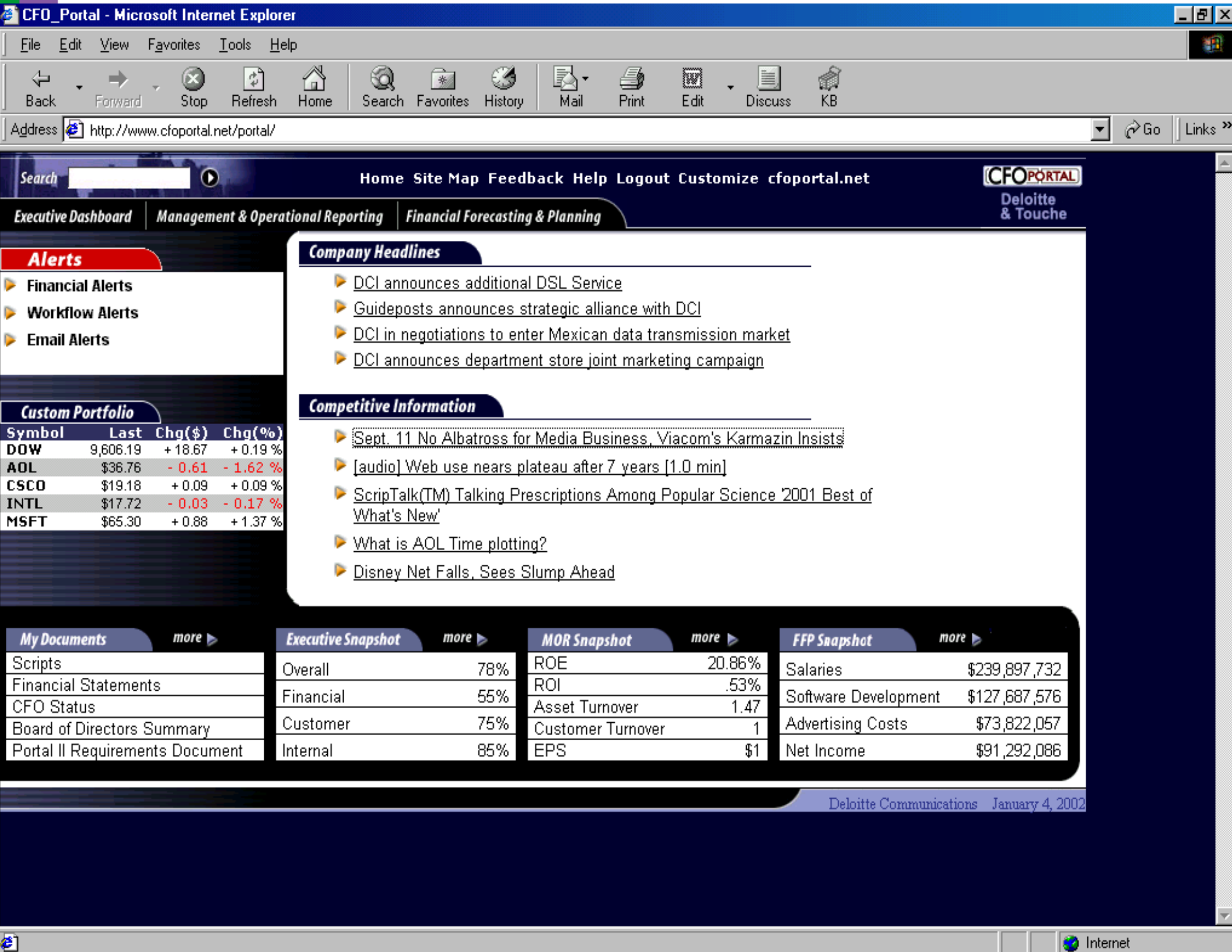
CFO PORTAL
Deloitte & Touche

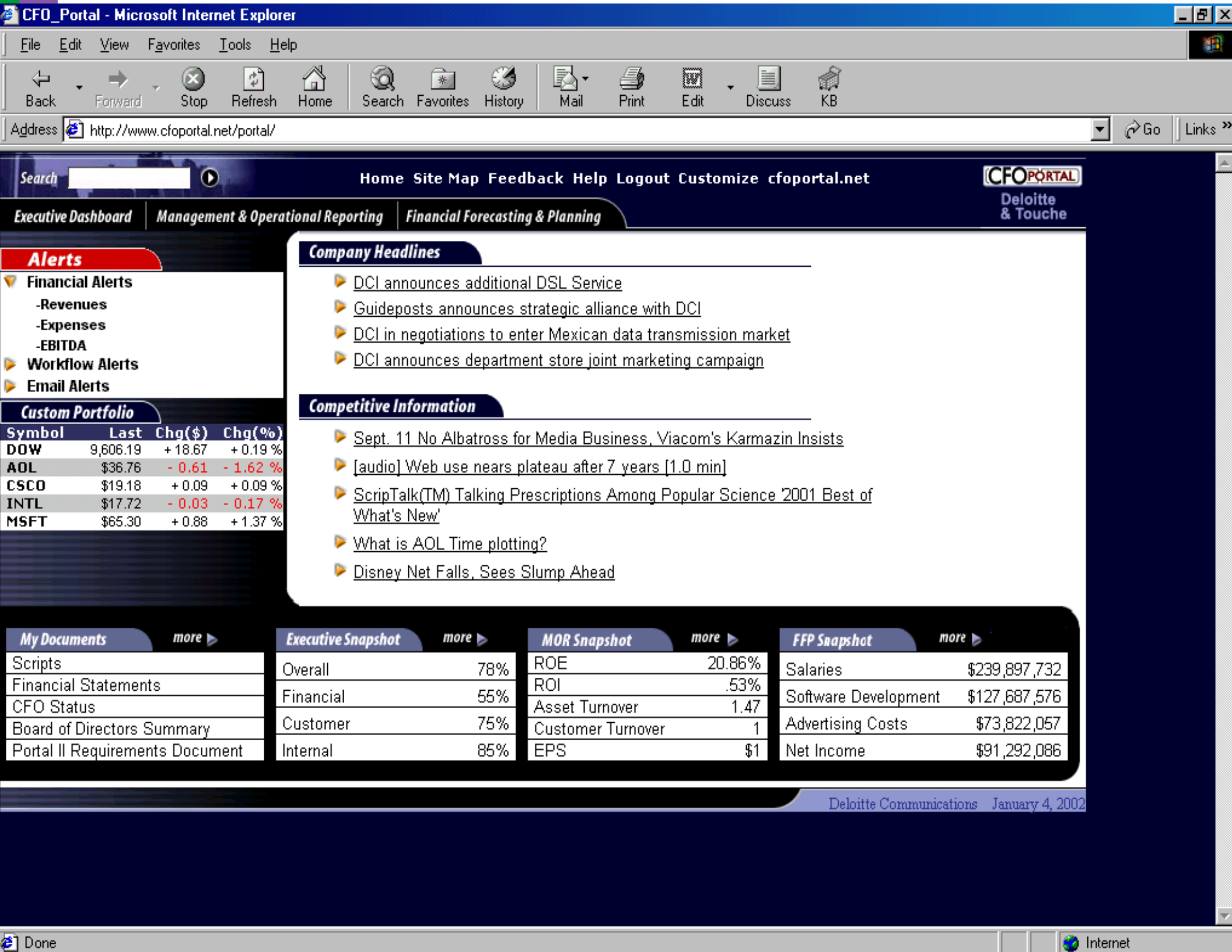
WebSphere software

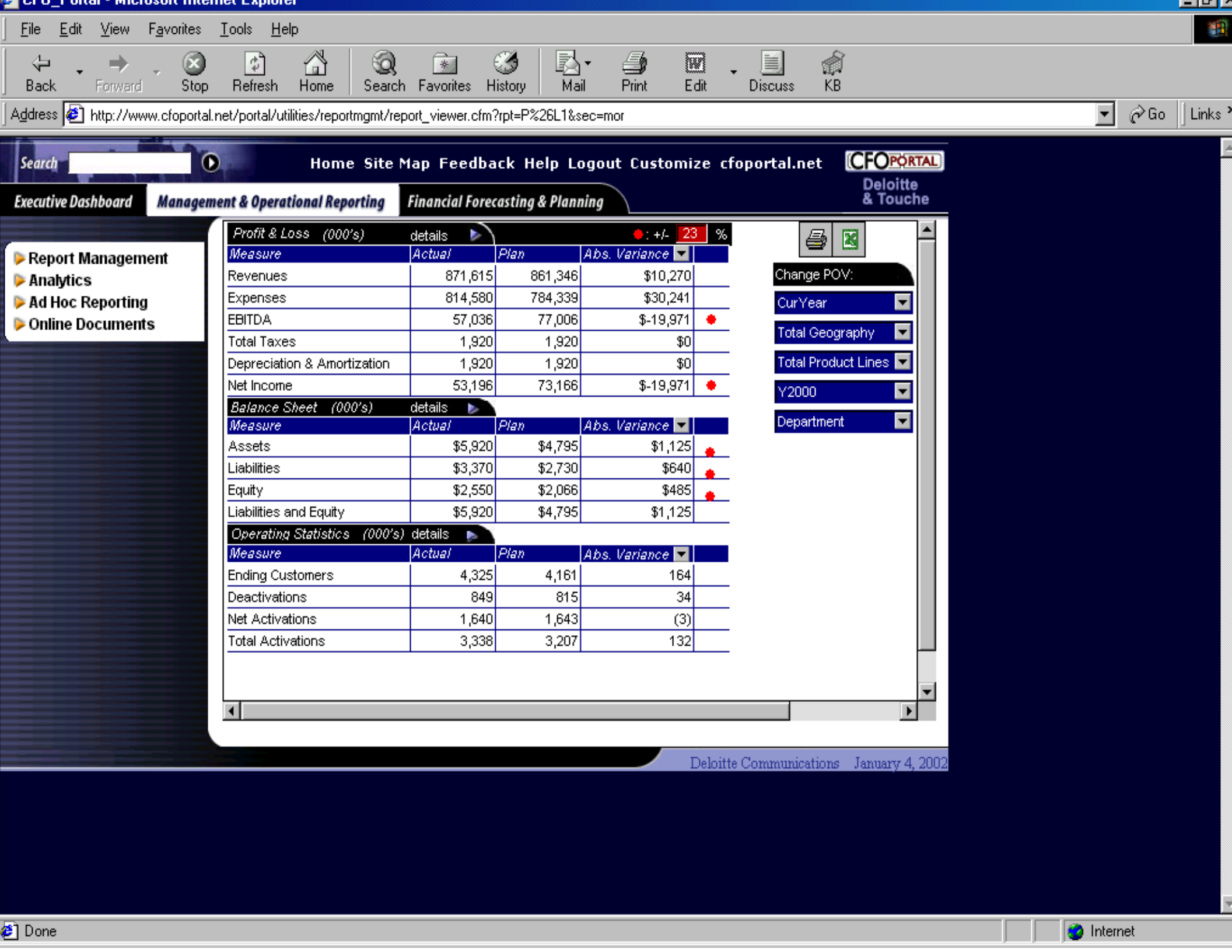
IBM

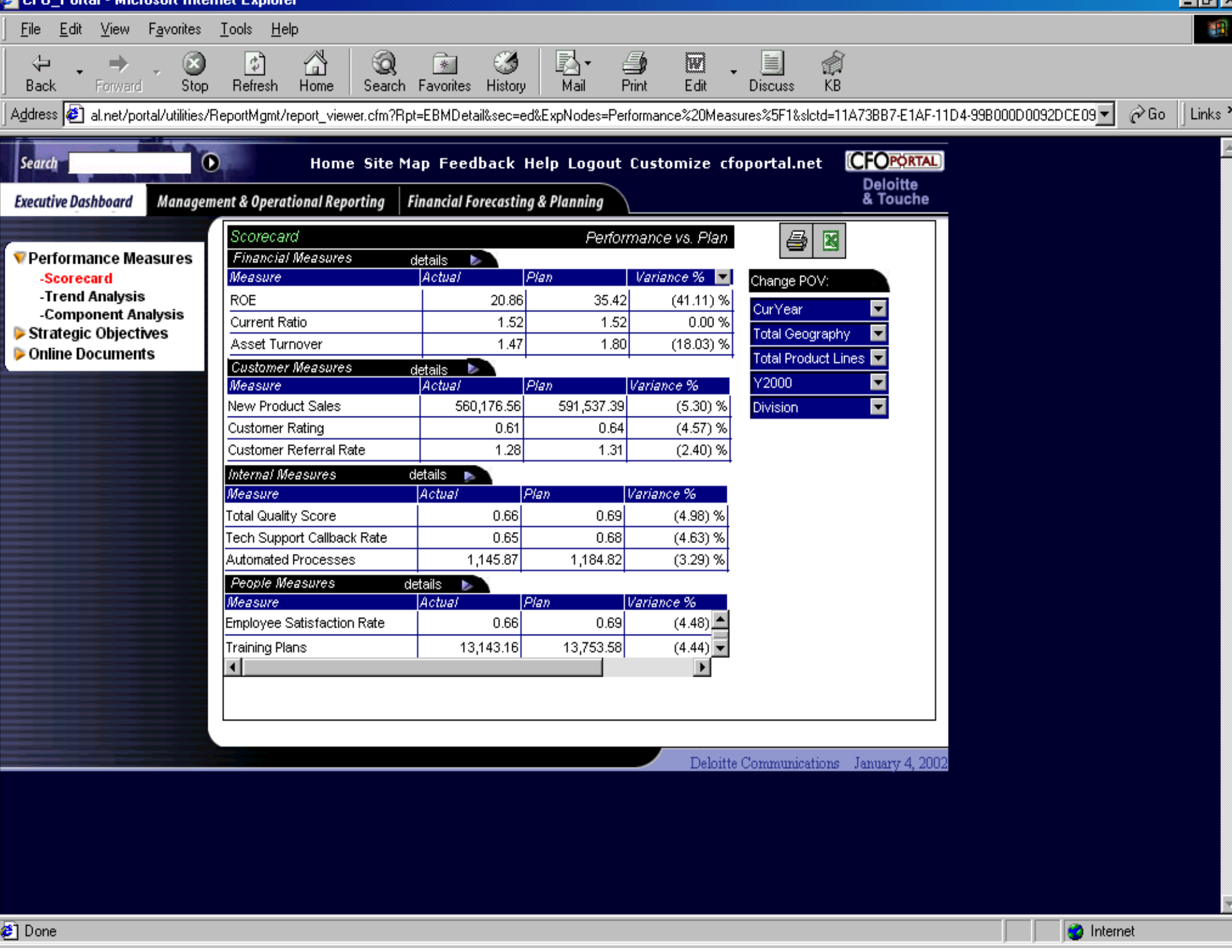
CFO Portal Framework




CFO_Portal - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss KB
Address http://www.cfoportal.net/portal/
Go Links
Search
Home Site Map Feedback Help Logout Customize cfoportal.net
CFOPORTAL
Deloitte & Touche
Executive Dashboard
Management & Operational Reporting
Financial Forecasting & Planning
Alerts
Financial Alerts
Workflow Alerts
Email Alerts
Company Headlines
DCI announces additional DSL Service
Guideposts announces strategic alliance with DCI
DCI in negotiations to enter Mexican data transmission market
DCI announces department store joint marketing campaign
Competitive Information
Sept. 11 No Albatross for Media Business, Viacom's Karmazin Insists
[audio] Web use nears plateau after 7 years [1.0 min]
ScripTalk(TM) Talking Prescriptions Among Popular Science '2001 Best of What's New'
What is AOL Time plotting?
Disney Net Falls, Sees Slump Ahead
Custom Portfolio
Symbol Last Chg($) Chg(%)
DOW 9,606.19 + 18.67 + 0.19 %
AOL $36.76 - 0.61 - 1.62 %
CSCO $19.18 + 0.09 + 0.09 %
INTL $17.72 - 0.03 - 0.17 %
MSFT $65.30 + 0.88 + 1.37 %
My Documents more
Scripts
Financial Statements
CFO Status
Board of Directors Summary
Portal II Requirements Document
Executive Snapshot more
Overall 78%
Financial 55%
Customer 75%
Internal 85%
MOR Snapshot more
ROE 20.86%
ROI .53%
Asset Turnover 1.47
Customer Turnover 1
EPS $1
FFP Snapshot more
Salaries $239,897,732
Software Development $127,687,576
Advertising Costs $73,822,057
Net Income $91,292,086
Deloitte Communications January 4, 2002
Internet


CFO_Portal - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss KB
Address http://www.cfoportal.net/portal/
Go Links
Search
Home Site Map Feedback Help Logout Customize cfoportal.net
CFOPORTAL
Deloitte & Touche
Executive Dashboard
Management & Operational Reporting
Financial Forecasting & Planning
Alerts
Financial Alerts
-Revenues
-Expenses
-EBITDA
Workflow Alerts
Email Alerts
Custom Portfolio
Symbol Last Chg($) Chg(%)
DOW 9,606.19 + 18.67 + 0.19 %
AOL $36.76 - 0.61 - 1.62 %
CSCO $19.18 + 0.09 + 0.09 %
INTL $17.72 - 0.03 - 0.17 %
MSFT $65.30 + 0.88 + 1.37 %
Company Headlines
DCI announces additional DSL Service
Guideposts announces strategic alliance with DCI
DCI in negotiations to enter Mexican data transmission market
DCI announces department store joint marketing campaign
Competitive Information
Sept. 11 No Albatross for Media Business, Viacom's Karmazin Insists
[audio] Web use nears plateau after 7 years [1.0 min]
ScripTalk(TM) Talking Prescriptions Among Popular Science '2001 Best of What's New'
What is AOL Time plotting?
Disney Net Falls, Sees Slump Ahead
My Documents more
Scripts
Financial Statements
CFO Status
Board of Directors Summary
Portal II Requirements Document
Executive Snapshot more
Overall 78%
Financial 55%
Customer 75%
Internal 85%
MOR Snapshot more
ROE 20.86%
ROI .53%
Asset Turnover 1.47
Customer Turnover 1
EPS $1
FFP Snapshot more
Salaries $239,897,732
Software Development $127,687,576
Advertising Costs $73,822,057
Net Income $91,292,086
Deloitte Communications January 4, 2002
Done
Internet


CFO_Portal - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss KB
Address http://www.cfoportal.net/portal/utilities/reportmgmt/report_viewer.cfm?rpt=P%26L1&sec=mor
Go Links
Search
Home Site Map Feedback Help Logout Customize cfoportal.net
CFO PORTAL
Deloitte & Touche
Executive Dashboard
Management & Operational Reporting
Financial Forecasting & Planning
Report Management
Analytics
Ad Hoc Reporting
Online Documents
Profit & Loss (000's) details
: +/- 23 %
Measure Actual Plan Abs. Variance
Revenues 871,615 861,346 $10,270
Expenses 814,580 784,339 $30,241
EBITDA 57,036 77,006 $-19,971
Total Taxes 1,920 1,920 $0
Depreciation & Amortization 1,920 1,920 $0
Net Income 53,196 73,166 $-19,971
Balance Sheet (000's) details
Measure Actual Plan Abs. Variance
Assets $5,920 $4,795 $1,125
Liabilities $3,370 $2,730 $640
Equity $2,550 $2,066 $485
Liabilities and Equity $5,920 $4,795 $1,125
Operating Statistics (000's) details
Measure Actual Plan Abs. Variance
Ending Customers 4,325 4,161 164
Deactivations 849 815 34
Net Activations 1,640 1,643 (3)
Total Activations 3,338 3,207 132
Change POV:
CurYear
Total Geography
Total Product Lines
Y2000
Department
Deloitte Communications January 4, 2002
Done
Internet


File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss KB
Address al.net/portal/utilities/ReportMgmt/report_viewer.cfm?Rpt=EBMDetail&sec=ed&ExpNodes=Performance%20Measures%5F1&slctd=11A73BB7-E1AF-11D4-99B000D0092DCE09
Go Links
Search
Home Site Map Feedback Help Logout Customize cfoportal.net
CFO PORTAL
Deloitte & Touche
Executive Dashboard
Management & Operational Reporting
Financial Forecasting & Planning
Performance Measures
-Scorecard
-Trend Analysis
-Component Analysis
Strategic Objectives
Online Documents
Scorecard
Performance vs. Plan
Financial Measures details
Measure Actual Plan Variance %
ROE 20.86 35.42 (41.11) %
Current Ratio 1.52 1.52 0.00 %
Asset Turnover 1.47 1.80 (18.03) %
Customer Measures details
Measure Actual Plan Variance %
New Product Sales 560,176.56 591,537.39 (5.30) %
Customer Rating 0.61 0.64 (4.57) %
Customer Referral Rate 1.28 1.31 (2.40) %
Internal Measures details
Measure Actual Plan Variance %
Total Quality Score 0.66 0.69 (4.98) %
Tech Support Callback Rate 0.65 0.68 (4.63) %
Automated Processes 1,145.87 1,184.82 (3.29) %
People Measures details
Measure Actual Plan Variance %
Employee Satisfaction Rate 0.66 0.69 (4.48)
Training Plans 13,143.16 13,753.58 (4.44)
Change POV:
CurYear
Total Geography
Total Product Lines
Y2000
Division
Deloitte Communications January 4, 2002
Done
Internet

WebSphere Portal Teleco Implementation

Orange life services

- Les Orange Life Services sont des services de contenus organisés autour des préférences d'un client en mobilité.

2002 Portal Milestones

25,000+ companies using WebSpere Portal

Combination of:

- ►OEM to Partners
- ►Large Companies
- ►Portal Hosting Services - IBM and Partners

20+ million named users

Combination of:

- ►Company Employees
- ►Partners
- ►Named Customers

IBM Telco customer adding 20,000 users per week to their portal

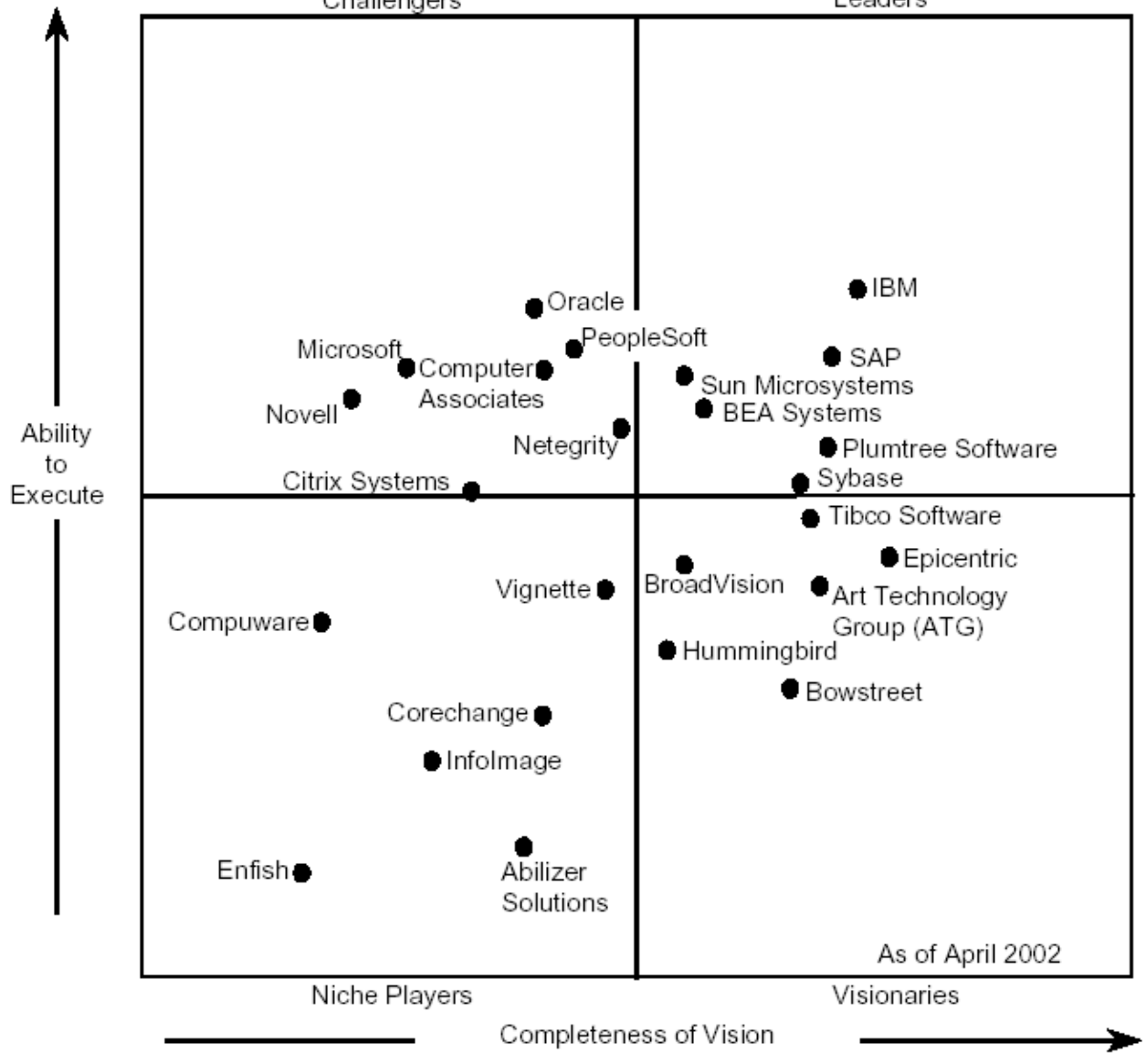
500,000,000M+ visitors

Combination of:

- ►Company Employees
- ►Partners
- ►Named Customers

The Market Leader

Figure 1
2H02 Horizontal Portal Product Magic Quadrant



Source: Gartner Research

SMB Portal

- Portal tailored to the needs of companies with fewer than 5,000 employees
- Distinguishing characteristics of SMB companies
  - Lack of e-Business skills and staff
    - In competition with larger companies and IT vendors for scarce & expensive resources
    - IT salaries are not as readily affordable by SMB companies
  - Significant reliance on solution providers
    - Solution providers influence the purchase of middleware projects 66% of the time **
  - Smaller IT budget -- solution price range maximum = $250K = H/W + S/W + Services
- Key elements of a SMB solution
  - Simplified installation, administration and use
  - Enablement of SMB solution providers and support by key applications
  - Alternative pricing (e.g. license limitation on the number of concurrent portal users)

** Source: AIM SMB Target Market Analysis Research, November 2001

WebSphere Portal Industry Editions

Targets

Top ISV's to get portlets

Financial Sector	Industrial	Distribution Sector	Government Sector	Communications Sector
Kana S1 Seibel Peopelsoft Fin Retek	Dessault Caddence	SAP PeopleSoft Ariba I2 Retek Kana	EZGov Siebel SAP Peoplesoft Ariba	EDOCS Siebel
Prebuilt Industry Syndicated Content package with viewer	Syndicated Content	Syndicated Content	Syndicated Content	Syndicated Content
Prebuit taxonomy example and templates	Taxonomy example	Taxonomy example	Taxonomy example	Taxonomy example
Possible prebuilt WBI components	Possible prebuilt WBI components	Possible prebuilt WBI components	Possible prebuilt WBI components	Possible prebuilt WBI components

Cross Industry (those modules from Key ISV's for XCorp)

HR, Sales, Finance, Marketing, Procurement, etc

Cross Sector modules of: SAP, Siebel, Peoplesoft, Oracle Financials, Baan, Ariba, I2

B2E,B2C,B2B multi portal type services

IBM WebSphere Portal