WebSphere® software

Delivering business value by connecting people, processes and information across and beyond your on demand business.

ON **DEMAND BUSINESS**™

To improve the productivity of critical business functions, you have to pull together information in many different formats, from a variety of databases and applications. By using advanced portal technology, you can move beyond simply facilitating information exchange to improving how quickly and efficiently business processes run. You can also take the business value of your portal to the next level by providing employees, customers or trading partners with access to your business processes.

Succeeding in a highly competitive, ever-changing marketplace means deploying a portal solution that can handle diverse business needs, like delivering a single interface where people can interact with all facets of your on demand business, or creating an on demand work environment that combines the ability to personalize content based on a particular person's role with collaborative capabilities. The possibilities for building portals that deliver real business results are almost limitless.

Connecting people to your on demand business

A portal should bring relevance and cohesion to your entire IT infrastructure, whether used in small-to-midsize businesses or in larger enterprises. It should help your employees perform their jobs more efficiently—whether they're working individually or collaboratively—to boost overall productivity and make business processes and information easily accessible to people and applications throughout your value chain. The IBM WebSphere® Portal family of products allows you to deliver a personalized, productive portal experience to employees, to connect with trading partners and build long-lasting business relationships, and to earn the loyalty of your customers. WebSphere Portal software is a core component of IBM Workplace™, an innovative, adaptive user environment designed to transform productivity. You can leverage WebSphere Portal software to help reduce costs by leveraging existing investments in enterprise applications, data and security technology—while you evolve to meet the challenges of today's on demand business environment.

Safe, timely and reliable access to dynamic information, applications and people is essential to building successful business-to-consumer (B2C), business-to-business (B2B) and business-to-employee (B2E) portals. Using a WebSphere Portal solution can help you quickly build highly scalable portals that meet new on demand business needs. You can simplify and speed access to business content and processes for everyone along your value chain, and help reduce the costs of building and maintaining access to your portals.

The underlying portal framework in WebSphere Portal software provides the common services—like access control, integration, administration and presentation—required across portal environments. Access control and integration services give you dependable, security-rich access to enterprise data, external news feeds or even your trading partners' applications. Presentation services help your employees customize their computing desktops to match their individual work patterns and needs, increasing productivity throughout your organization. Portlets (the visible, active components in a portal page, such as e-mail) help you control the active flow and display of information, so portal users have the most up-to-date information available. WebSphere Portal software also includes specialized tools for employees with different skill sets—such as administrators, business users and Java™ programmers—so they can create customized portlets to meet their needs.

The WebSphere Portal family includes four offerings:

- *IBM WebSphere Portal Enable*
- *IBM WebSphere Portal Extend*
- *IBM WebSphere Portal - Express*
- *IBM WebSphere Portal - Express Plus*

Get your portal up and running—quickly and easily

As the most flexible IBM offering, WebSphere Portal Enable allows you to quickly build highly scalable portals that simplify and speed a user's access to personalized information and applications. WebSphere Portal Enable can scale to more-advanced portal offerings as your needs dictate. It can integrate with collaboration, security and extended search systems from other vendors, while still providing a single access point for information, applications and people.
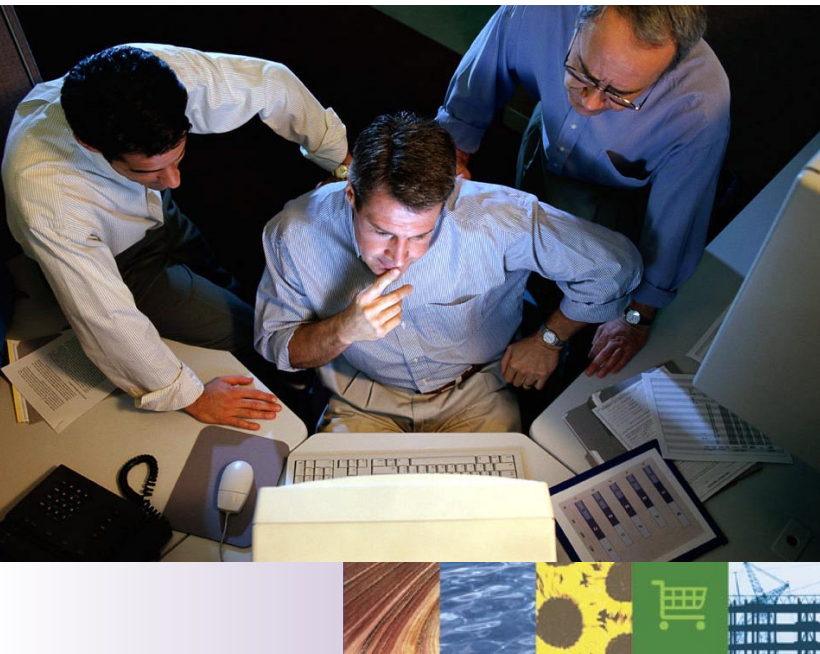
Maximize the value of business-critical information
Often, the difference between capitalizing on and missing a new business opportunity depends on your organization's ability to maintain accurate, up-to-date content on its Web site. By including IBM Workplace Web Content Management function in WebSphere Portal Enable, IBM gives business users the tools to easily create and administer portal content. You can increase employee productivity by taking some of the burden from your IT staff and empowering nontechnical users to create Web-specific content. Placing the ability to update content as needed into the hands of subject matter experts can help improve the return rate of portal users and potentially increase sales revenue.

In the past, a content repository typically was optimized to support one specific type of content, one specific type of application or a single user population. In the on demand business world, compartmentalization of content into separate silos is no longer a viable option. All content types share similar needs for search, access control, workflow, collaboration and personalization. Leveraging a common repository to manage content across all your portal applications can keep information—the lifeblood of your organization—flowing and can help reduce deployment costs. WebSphere Portal Enable includes the IBM DB2® Content Manager repository to enable users to easily store, retrieve and manage content, such as Web content, e-mail, documents, digitized paper documents, images, audio and video, and text messages.

The WebSphere Portal Enable solution provides hundreds of portlets for e-mail, calendars, collaboration, syndicated news and other functions. You can also improve productivity and business-process efficiency by including access to IBM Lotus® Domino® or other enterprise applications—such as enterprise resource planning (ERP), customer relationship management (CRM) and supply chain management (SCM) applications. And in keeping with its commitment to open standards, IBM supports the Java Specification Request (JSR) 168 standard for portlet application programming and the Web Services for Remote Portlets (WSRP) standard, providing an easily extensible portal framework to support the emerging needs of your on demand business.

By invoking robust business rules or by using collaborative filtering technology, WebSphere Portal Enable can dynamically tailor content displayed by individual portlets to different users and groups. For example, business rules could be used to show a customer service representative or sales professional product news or information about only the products each sells. A customer or trading partner could be shown different content depending on individual account balances or past transactions.

Volkswagen drives productivity with a WebSphere Portal solution

From the Beetle to the Bentley, Wolfsburg, Germany-based Volkswagen AG is behind some of the world's most recognizable automobile brands. As Europe's largest auto manufacturer, the company has worldwide revenues of almost US$110 billion and manufacturing facilities on every continent.

Long known for the speed and simplicity in the design and engineering of its cars, Volkswagen had come to realize the importance of these same traits for its underlying business processes. Intense industry competition drove the need to maximize employee productivity, speed time to market and lower costs. However, with Volkswagen's processes becoming more and more complex, optimizing efficiencies was becoming even more of a challenge.

Working with IBM, Volkswagen began putting in place a new system designed to simplify and automate the process by which employees and suppliers capture, access, analyze and use information. The IBM WebSphere Portal technology-based solution at Volkswagen provides a single point of access to critical supply-chain data and information. The new procurement Web portal can alert company management about an event that could cause a parts shortage, and can trigger an automatic checking of parts inventories, alternative sources and the effect on vehicle production, as well as the overall financial impact on the balance sheet. Tasks that used to take days or hours now take minutes. Freed of information overload, procurement staff can now focus time and effort on their core responsibilities—and making the most of cost-saving opportunities.

A year into deployment, the company has targeted a 20-percent rise in staff productivity. More-efficient employees and integrated processes have also made the company more responsive to supply-related developments, and as a result have shortened the order-to-delivery cycle, enabling customers to get their cars faster. Besides cutting time, a tighter, more informed supply chain has also helped keep inventory carrying costs down and bottlenecks to a minimum.

WebSphere Portal Enable document manager enables portal users to share, search, organize and edit word-processing, spreadsheet and presentation files. The files can then be indexed, categorized and searched by other portal users. With this productivity enhancement, you can:

- *Develop simple approval processes for file contribution.*
- *Integrate document management with instant messaging, so work associates can discuss documents with authors.*
- *Provide versioning so users can track the evolution of content.*
- *Offer access control to manage viewing and editing privileges of different content items.*

WebSphere Portal Enable also includes a new business-process integration capability to deliver orchestrated workflow as part of a user's portal experience. Business-process integration combines a robust workflow engine with a dynamic portal experience to speed up the running of business processes. Most workflow systems just tell you what task you must perform and then you have to search for the information before completing the process. WebSphere Portal can present the task and dynamically provide access to all the applications and information needed to complete the process or make the decision. Through business-process integration, WebSphere Portal now combines people and applications at a process level—further improving productivity and helping to ensure that processes run faster.

Reduce IT costs
You can help reduce your IT costs with easy-to-use coopera-tive portlets, based on click-to-action (C2A) technology. C2A features in WebSphere Portal Enable allow users to integrate portlets or applications on the screen by clicking information in one portlet and automatically transferring the information to another portlet for processing. You can also help reduce

costs with WebSphere Portal Enable application integrator, which allows business users to define the interactions a portlet can have with the objects from enterprise applications, relational databases and Lotus Domino databases.

WebSphere Portal Enable helps lower your cost of supporting multiple portal sites by allowing you to create virtual portal sites on one instance of WebSphere Portal. Each Web site has its own URL, look and feel, pages and portlets, users and groups, and search index. All sites share the same IBM WebSphere Application Server instance, portal software and hardware, which helps lower your capital and maintenance costs while expanding the business value of WebSphere Portal to new user communities.

Creating customized, collaborative environments
As your workforce grows, becomes more distributed or as you need to connect previously separate areas of your enterprise, you can leverage advanced portal functions. WebSphere Portal Extend features powerful collaboration and communication tools that can enable your entire team to gain instant access to the people and information they need.

- *Find and connect people easily, using an employee directory that offers reports-to chain information.*
- *Set up and administer Web conferences, group calendars and assigned tasks.*
- *Create and manage customizable, online work environments for individuals, teams or communities with a personalized portal.*
- *Send and receive instant messages from colleagues and use portlets to track your team members' online availability.*
- *Discuss and collaborate about documents stored in document libraries.*

The collaboration and communication tools included with WebSphere Portal Extend can help your team work more effectively on shared tasks, including exchanging information with trading partners, so you can respond faster to changing market conditions.

Business processes run faster when portal users can productively collaborate and act on the information they're viewing. WebSphere Portal Extend enables you to make information easier to share and update on employee intranets—reducing maintenance time and cost. Out-of-the-box portal page templates provide customizable online work environments that let individuals, teams or communities view, search, create, convert and edit basic documents, spreadsheets and presentations stored in document libraries. The result is a collaborative work environment in which decisions—based on shared knowledge and access to dynamic information—can be made faster.

Online customers expect relevant, timely information. With WebSphere Portal Extend, you can create a personalized experience for each visitor to your Web site. And if you can make your site more interesting and useful with targeted content and enhanced services, you can attract and retain

more customers. Discerning customers are likely to stay longer and come back sooner. WebSphere Portal Extend helps you make informed decisions about Web initiatives, from content design appeal to marketing advertisement effectiveness. Maximize B2C, B2B and B2E Web-site effectiveness for IT, marketing and sales executives—all in one solution. And you can capture, store, measure, report and chart Web-site visitor trends and preferences to get a detailed view of events.

Save time by optimizing your search for information
Users can also take advantage of extended search functionality through WebSphere Portal Extend. To solve a problem quickly, users often need to make ad hoc queries to gather new information. WebSphere Portal Extend enables you to search across an expanded variety of data stores, including relational databases, such as IBM DB2® Universal Database™ and Oracle, IBM Lotus Notes® and Lotus Domino databases, popular Web search engines, and text or HTML documents. You can search across these data sources in parallel and combine the results into a consolidated list of matching documents, avoiding serial data-source searches and saving time.

Small and midsize businesses can also leverage portal technology to maximize efficiency
To help maximize the return on your IT investments and keep a competitive edge, IBM offers advanced portal solutions with flexible pricing options. Small companies—or even a single department—can provide timely access to the same rich content, data and applications that employees, customers and trading partners expect from any company, regardless of size. WebSphere Portal - Express enables small and midsize businesses to more rapidly deploy B2E, B2B and B2C portals on a variety of platforms. To help you improve employee productivity and make team-wide communication more efficient and effective, IBM also offers WebSphere Portal - Express Plus with built-in instant messaging and team collaboration tools.

TRYBA opens the door to increased employee productivity with an enterprise-wide intranet portal

Located in Alsace, France, TRYBA is one of Europe's leading providers of custom-made windows, doors and shutters. In the competitive market for special-order building products, TRYBA has distinguished itself by providing exceptional customer service. But to keep pace with future growth, the company needed to find a more efficient way to process work orders.

In the past, employees had to sign on to multiple business systems to perform a variety of tasks, such as entering order specifications and determining delivery dates. Because each system had its own sign-on requirements, the process was cumbersome and time consuming. It also hampered employees' ability to quickly monitor order status.

To solve these problems, TRYBA needed to transform its core business processes to optimize its current IT investments and improve employee productivity. IBM Business Partner Advanced BusinessWare, a France-based developer of software solutions, recommended IBM WebSphere Portal - Express. TRYBA's new intranet portal has transformed the company's internal operations. By unifying its many systems through a single interface, TRYBA has eliminated the multiple sign-ons and data-entry steps associated with processing work orders. Productivity is higher, and real-time access to order-status information has helped improve the company's responsiveness to partners' queries. The new solution provides TRYBA's workforce with a single entry point for the company's mission-critical business applications. Now, employees save 20 percent of their time each day. "We expect to achieve a return on investment within the next six months, thanks to increased employee productivity," explains Didier Weiss, IT manager at TRYBA.

With WebSphere Portal - Express, you can quickly deploy a highly functional and easy-to-use intranet portal to connect your entire team to the applications and information employees need. Make relevant, timely information readily accessible to help employees work faster and smarter—while maintaining control over sensitive information, helping you keep maintenance and operational costs down and improve productivity.

You can also leverage WebSphere Portal - Express to quickly build portals that help integrate trading-partner systems with your business processes, applications, employees and data. You can show updated inventory levels, pricing and product information in real time, enable suppliers to report changes to existing order status that automatically update your order management system, and offer shipping information in a convenient calendar. With WebSphere Portal - Express Plus, you can also provide instant messaging capabilities that identify employees who are available to answer questions and provide service quickly.

Attract customers to your Web site and improve their experiences by offering the information and services that are most relevant to each of them. You can also add portlets that allow customers to track the shipment of an order, or provide a calendar view that includes scheduled sale dates and promotion sign-ups. Customers can manage account information without involving a customer service representative. Or, to enhance service offerings, you can use WebSphere Portal - Express Plus to enable instant messaging connectivity between customers and appropriate employees.

As your business grows or your needs change, you can easily upgrade WebSphere Portal - Express and WebSphere Portal - Express Plus to WebSphere Portal Enable or WebSphere Portal Extend. Besides the capabilities provided with WebSphere Portal - Express and WebSphere Portal - Express Plus, both WebSphere Portal Enable and WebSphere Portal Extend provide more scalability and resiliency features, such as clustering and failover support, as well as advanced features related to content management, business-process integration and virtual portals. This clear upgrade path allows you to better respond in real time to customer demands and market conditions—key requirements of becoming an on demand business.

Providing a protected, unified user experience

Portals you build, deploy and maintain using WebSphere Portal software leverage security-rich technology to support high-volume, personalized transactions. With authentication and access-control services for Web-based and enterprise applications and resources, you can safeguard customer, supplier, employee and trading-partner connectivity, and build trust.

You can also more effectively manage the growth of your on demand business as your IT systems become more complex. Control escalating management costs and directly tackle the difficulties of implementing security policies across a wide range of Web and application resources. The result? Your customers can use your portals safely and reliably, while you help reduce deployment time and cut maintenance costs for new applications.

Prudential delivers rock-solid service with responsive Web portal

For people experiencing some of life's biggest moments—becoming a homeowner, retirement or even paying for college—it's comforting to have the backing of a company like Prudential Financial, Inc. (Prudential). Based in Newark, New Jersey, Prudential is dedicated to helping policyholders worldwide make smart investments, protect their wealth and manage their finances.

In the recent past, each insurance line of business (LOB) presented policyholders with a separate Prudential Web site, and account access was not consolidated. The company recognized that providing a common look and feel for its Web sites and offering personalization capabilities would be a more proactive way to service clients. And moving more services online would help reduce customer service representative involvement in the processing of routine requests.

The company worked with IBM to implement a new insurance portal based on WebSphere Portal software. Now, insurance policyholders can access their updated account information in real time, learn about various Prudential offerings, find market information and read commentaries from Prudential analysts. And the site's transaction component enables customers to manage asset reallocations, request coupon books for paying premiums, buy and sell mutual funds, and submit changes such as new addresses.

Currently supporting 300 000 registered users, as well as 400 new registrants and 8000 unique visits a day, the portal is easing the burden on call-center staff, enabling service representatives to focus their attention on value-added tasks. And customers are pleased to be able to find answers to routine queries on their own, when they need them. Today, 15 percent of exchanges and five percent of redemptions are processed online, and nearly 155 000 mutual funds statements have been downloaded since the portal was launched.

A proven, reliable foundation

It's not enough to provide users with personalized information; you have to ensure that it's built on a sound foundation that can scale as your business grows. The foundation of the WebSphere Portal family is the award-winning IBM WebSphere Application Server, Advanced Edition. An open, cross-platform, Java technology-based solution, WebSphere Application Server combines the performance and scalability you need, with application-level workload management and clustering, providing enterprise-class availability. Transform static information into dynamic Web content, make it available to users faster and help ensure it remains available.

Choosing a comprehensive portal solution

IBM WebSphere Portal software enables you to develop, deploy and maintain cost-effective, small-to-midsize business portals and sophisticated enterprise portals. With improved installation and ease of use, WebSphere Portal software can help you quickly build a collaborative workplace that connects your entire on demand business community. And WebSphere Portal software provides best-in-class portal, content management, collaboration, business integration and security technology to help you improve employee productivity and increase customer loyalty.

For more information

To learn more about IBM WebSphere Portal software products and solutions, or to find out how IBM can help you develop a portal strategy to meet your on demand business needs, contact your IBM representative or IBM Business Partner or visit:

ibm.com/websphere/portal

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