



# Delivering Business Collaboration to a Whole New Level with WebSphere Portal on System z



**Doug Cox**  
IBM Lotus Software

VP, SOA Interaction Services Development  
IBM Software Group



# Notes and Domino for System z

Collaborating in context from a single, customized view

The screenshot displays the IBM Lotus Notes and Domino 8.x interface. The main window shows an email inbox with a list of messages from various senders like Anna Bauer, Amadou Alain, and Simon Schulz. The selected email is titled "Re: Alpha Mountain opportunity" and includes a "Product Sales" bar chart. The interface is highly customizable, with a sidebar on the left for navigation and a right-hand pane containing various widgets such as "Activities", "Day-At-A-Glance", "Feeds", "My Widgets", "Euro to US...", "Google Map", "Mountain View", "Local Weather", and "Stock Chart".

**Leveraging new Web 2.0 features in IBM Lotus Notes and Domino 8.x**

**Amado, Ted**  
Renovations - Vice Presid...  
TedAmado@renovations.com  
1-301-555-1200  
10352 International Drive  
Chicago, IL 60603  
USA

**Unified and intuitive workspace**  
**email, calendaring, contact management, to do**  
**Instant messaging and presence awareness**  
**Office productivity tools**  
**Personal library for easy file sharing**  
**Teamroom, blog templates and Search Center**  
**Web 2.0: My Widgets / Live Text and RSS feeds**  
**Access from web, rich and mobile clients**  
**Mac, Linux and Windows**  
**Support Google Calendar and .vCard format**  
**Evolution from z/OS to System z Linux 64 bit**  
**IBM CIO office is consolidating Domino messaging on z**

**Significant cost reductions**  
**Easier to administrate**  
**Green savings (smaller footprint, etc.)**

# Portals

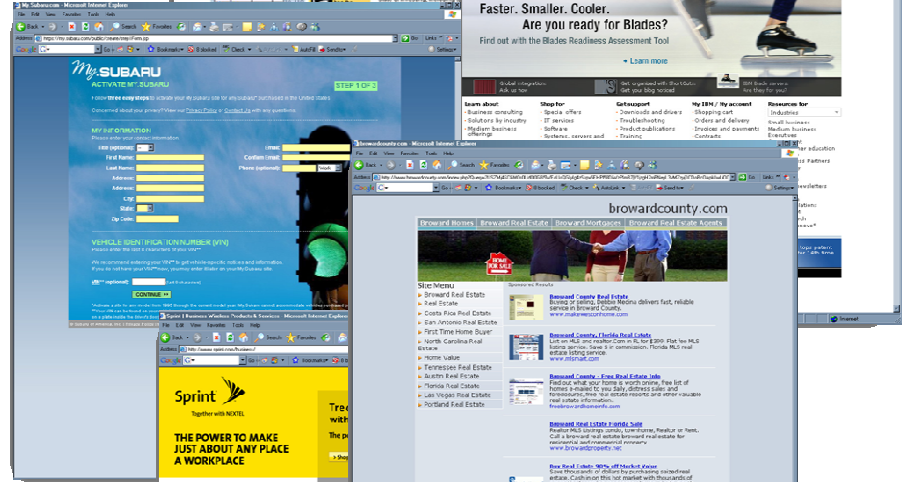
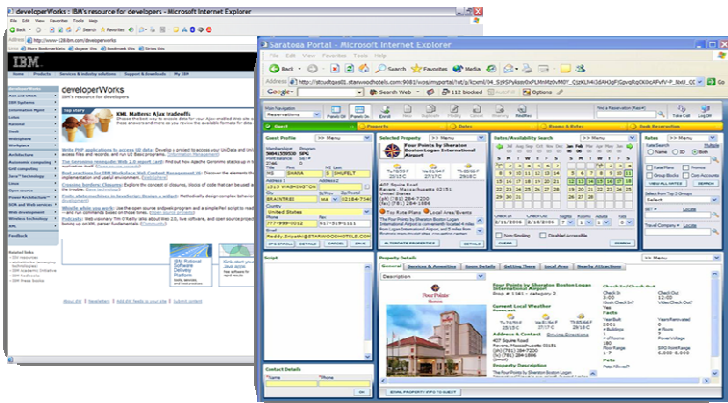
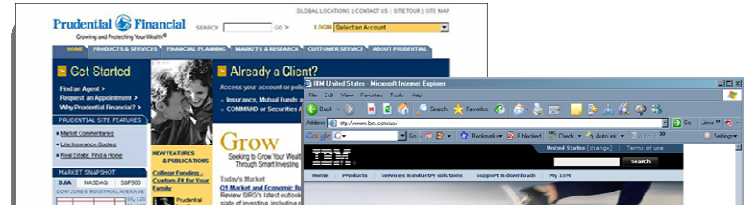
# Exceptional User Experiences

## One Platform

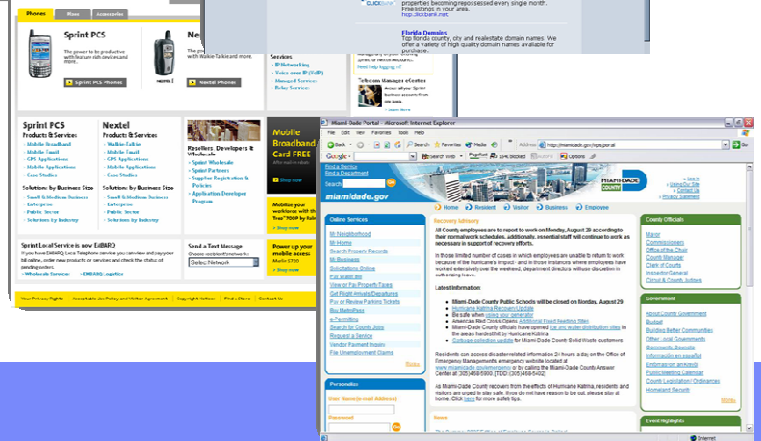
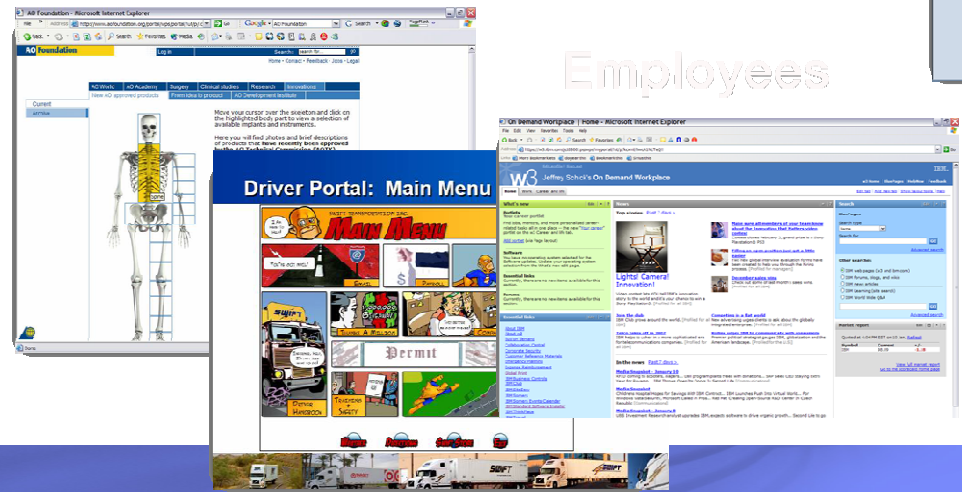
## Many Different Business Needs

## Partners

## Customers



## Employees



# The Evolving Portal Problem Space

## Aggregate

2000 to 2003

Explosive growth of company sites led to inconsistent branding, inconsistent development, end user confusion and redundant work efforts

## Integrate

2003 to Today

A wide array of assets that required delivery outside the firewall and no easy way to integrate the applications on the back end

# WebSphere Portal on System z

## Distributed Consolidation

### System z Linux

**Speedy deployment with QOS/integration.**

- Applications that scale out
- Large number of smaller apps
- Lowers TCO
- Speedy deployment
- Align with distributed WebSphere family
- Unrivaled virtualization
- Centralized management
- Web Serving
- Presentation Services
- Development Platform
- Test/Migration/Prototyping Platform

Lotus. software

## Integration Deployment

### z/OS

**High QOS and significant integration with CICS, IMS or DB2.**

- Applications that scale up
- Highest QoS production environment
- Full exploitation of zSeries and z/OS
- Tight integration with DB2, CICS, IMS
- Service level agreement management
- Dynamic load balancing
- Strict security requirements
- Highest availability
- Disaster recovery
- Dynamic I/O configuration
- Storage management
- Enterprise Modernization capability

Lotus. software

A self-managing server environment with the versatility and power to help integrate your business.



# Websphere Portal on zOS

- **Industry leading reliability and availability**
  - Less than 5 minutes downtime Per Year
  - 99.999% at the application level
- **Superior workload management**
  - Workload Manager manages ALL workloads across the entire the z complex
  - Ensures that Portal gets the resources it needs to meet Service Level Agreements
- **Highest U.S. Government security level – z platform exclusive**
  - EAL Level 5 – Highest U.S. government security classification
- **Unmatched options for scalability**
  - Multi-processor models can connect in a Parallel Sysplex
- **100% processor utilization**
  - Drive mixed workloads for ultimate processor utilization
- **Specialized Engines (zAAP) to run JAVA workloads**
  - Portal, WAS, Process Server
- **zAAP processors are equivalent capacity to standard purpose processors, but the processor capacity of the zAAP processors are not included when determine traditional capacity-based software license charges or 3rd Party software charges**
- **Reduced network complexity**
  - “Network in a box” with fewer discrete components



## WebSphere Portal on z/OS (cont.)

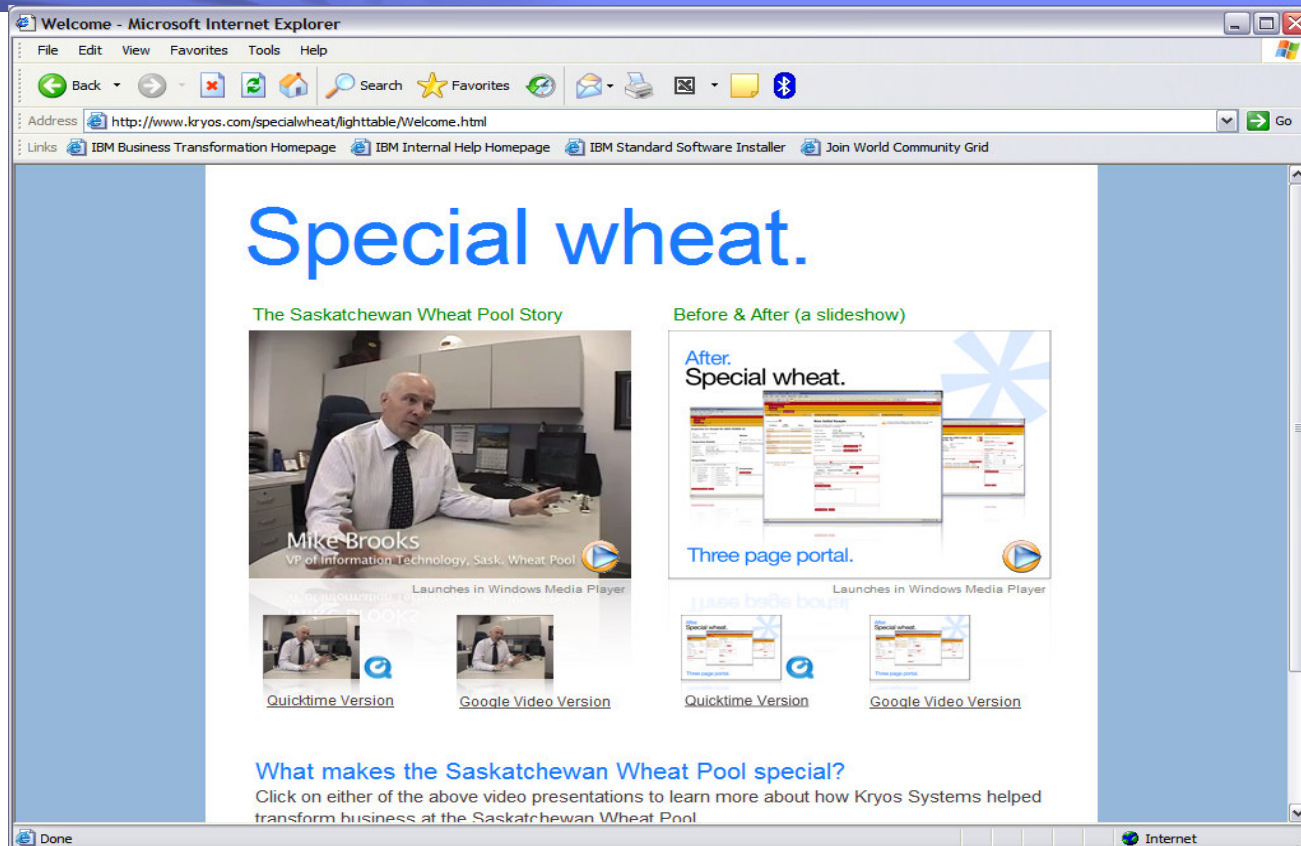
- **Exploit proximity to enterprise data and transactions**
  - DB2 for z/OS:
    - High speed native type-2 connector (RRSAF) that is fully XA compliant and supports 2-phase commit processing
    - DB2 data sharing provides access to shared resources on an almost limitless scale in a parallel sysplex
  - CICS: Portal supports the underlying JCA connector technology for connecting to CICS via high speed 2-phase commit enabled RRS connectors as well as the newer JCA enabled connectors
  - IMS: Portal supports the underlying JCA and OTMA technologies for connecting to IMS via high speed 2-phase commit enabled RRS connectors
- **Exploit z/OS Qualities of Service that WebSphere Application Server for z/OS provides, for example**
  - WLM, LOGGER, SAF, RRS, ARM
  - Clustering : z/OS high-availability Parallel Sysplex clustering, Coupling Facility and GDPS

# Customer Case Study



- USDA needed to provide a portal strategy based on a **single web standard**.
- There were over 10 competitors including BEA, Microsoft's Sharepoint, Oracle and SAP
- The **System z server** was chosen to support the Portal because it provided the **highest availability and security**.
- The following is a customer quote: “ The success and speed of IBM's implementation of WebSphere Portal Server on Linux for System z will lead to additional processor licenses of WPS for multiple portal sites across the country and additional user licenses of the WebSphere Development tools.....these acquisitions will equal continued investments in System z hardware”.





## .....A portal for 40,000 clients

Viterra (formerly Saskatchewan Wheat Pool) delivers information via their portal enabling their 40,000 clients to access their own data on the Web; checking their reports anytime in real time, seeing commodity pricing and information about shipping and delivery as well as reviewing their statements. They also find out about – and take advantage of – specials right away.

Some of the advantages are less customer facing, but no less important for the Pool. Up **until business partner Kryos came along** with the new portals, Viterra **had an underused SystemZ mainframe**. Now WebSphere Portal takes **advantage of its capacity**. ....

My Health Toolkit - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.myhealthtoolkit.com/wps/portal?referer=SC

Google

**Blue Cross Blue Shield of South Carolina**  
An Independent Licensee of the Blue Cross and Blue Shield Association

myHEALTH TOOLKIT

MANAGE MY: BENEFITS HEALTH MONEY

Login Enter Your Username: Enter Your Password: LOGIN Register Why Register? Password Help

My Insurance Manager<sup>SM</sup>  
Personal Health Record  
Personal Health Assessment  
Health Library  
Personal Savings Accounts  
Compare Hospital Quality

**MANAGE MY Benefits**

- ✓ My Insurance Manager<sup>SM</sup>
- ✓ Compare Hospital Quality
- ✓ Plan Comparison Tool
- ✓ Estimate Treatment Costs
- ✓ Compare Drug Costs
- ✓ Find a Doctor

Find Out More

Personal Health Record

Start Today!  
Track appointments, doctors, prescriptions and more.  
Find Out More

Health Library

Medical Knowledge  
Health topics from A-Z, wellness tools, guides and more.  
Start Now

Register Now

Start Today!  
Register to access personalized tools and information.  
Register Now

### Business Need:

BCBSSC struggled to manage the increasing complexity of its distributed server environment. Specifically, the environment lacked standardized software across all servers. In addition, BCBSSC had historically utilized Web portal solutions that were hard to maintain and modify. Therefore, the organization wanted to partner with an industry leader to develop a standard Web content platform that offered the flexibility to meet its changing needs.

### Solution:

To implement a comprehensive Web portal solution, BCBSSC engaged IBM Software Services for Lotus (ISSL). The ISSL Lab Services team, working with IBM Business Partner Ascendant Technology, LLC, assisted with development by building a plan comparison tool and personalized health toolkit. IBM Software Services for WebSphere provided the underlying WebSphere infrastructure, which included IBM WebSphere Portal Enable V6 software and IBM WebSphere Application Server V6.0.2 software.

### Benefits of the Solution:

By virtualizing its Linux environments on two IFLs, BCBSSC reduced its environmental management costs and improved the efficiency of its hardware and software assets. Furthermore, the highly flexible WebSphere environment allows the organization to quickly and easily modify its Web portal to meet ever-changing business requirements.

# The Evolving Portal Problem Space

## Aggregate

2000 to 2003

Explosive growth of company sites led to inconsistent branding, inconsistent development, end user confusion and redundant work efforts

## Integrate

2003 to Today

A wide array of assets that required delivery outside the firewall and no easy way to integrate the applications on the back end

## Innovate

2008 and Beyond

Provide a more inclusive community and foster innovation from anywhere while providing necessary business and technical governance.

# Web 2.0 & IBM Strategy

**TAKE SUCCESS OF WEB 2.0 & MAKE IT READY FOR ENTERPRISE**



Mashups  
Tagging  
Tag Clouds  
Folksonomy  
Blogging  
wikis



Semantic Tagging

PHP

REST

RSS

AJAX

Atom

Microformats

Flex

XML

# WebSphere Portal V6.1

## Rich set of Web 2.0 Features

- **User Contribution** to portal sites through our Web Content Management
- **Situational Development** through Composite Application Templates and through Lotus Designer / Portlet Factory / Forms Designer
- **User Control** of their pages through drag & drop portlet palette and Google Gadget catalog
- **Google Gadgets and iWidgets** – integrate thousands of additional applications
- **Application integration with AJAX and REST support** for core features - context menus, search menu, administration, drag and drop portlet palette
- **Live Text** – Give users one-click access to information that “pops” on the page

**Rich, desktop-like application experiences improve performance and increase end user productivity and satisfaction**

The screenshot displays two overlapping browser windows. The top window is titled 'IBM WebSphere Portal - Mozilla Firefox' and shows a 'MyHealthcare' portal. It features a navigation bar with 'Home', 'Web Content', 'Messaging', 'Domino Integration', and 'More...'. Below the navigation is a 'My History' section with a table of prescriptions:

Prescription Number	Doctor	Details	Refills Used	Refills Left
000001031	Dr. Simone Dray	90 Tablets 20 Mg Lipitor	1	3
000001030	Dr. Simone Dray	90		
000001029	Dr. Simone Dray	90		
000001028	Dr. Simone Dray	Flu		
000001027	Dr. Simone Dray	20 Lipitor (Atorvastatin) - Cholesterol Lowering Prescription Drug		
000001026	Dr. Steve Williams	Eldel	0	0
000001025	Dr. Steve Williams	1000 Mg Vicodin	3	0

The bottom window is titled 'Green County - Mozilla Firefox' and shows a community portal. It features a navigation bar with 'Home', 'Web Content', 'Messaging', 'Domino Integration', and 'More...'. Below the navigation is a 'Shortcuts' section with links to 'Businesses', 'People With Disabilities', 'Residents', 'Senior Citizens', and 'Visitors'. A 'Featured' section highlights a blog post by Commissioner Gardner Raynes titled 'Commissioner Gardner Raynes Introduces New Blog'. Below the blog post is a 'County Approves Green Certification for Area Businesses' section. The bottom of the page features a 'You did it!' section with a report on recycling and a 'How to dispose of compact fluorescent bulbs' section.

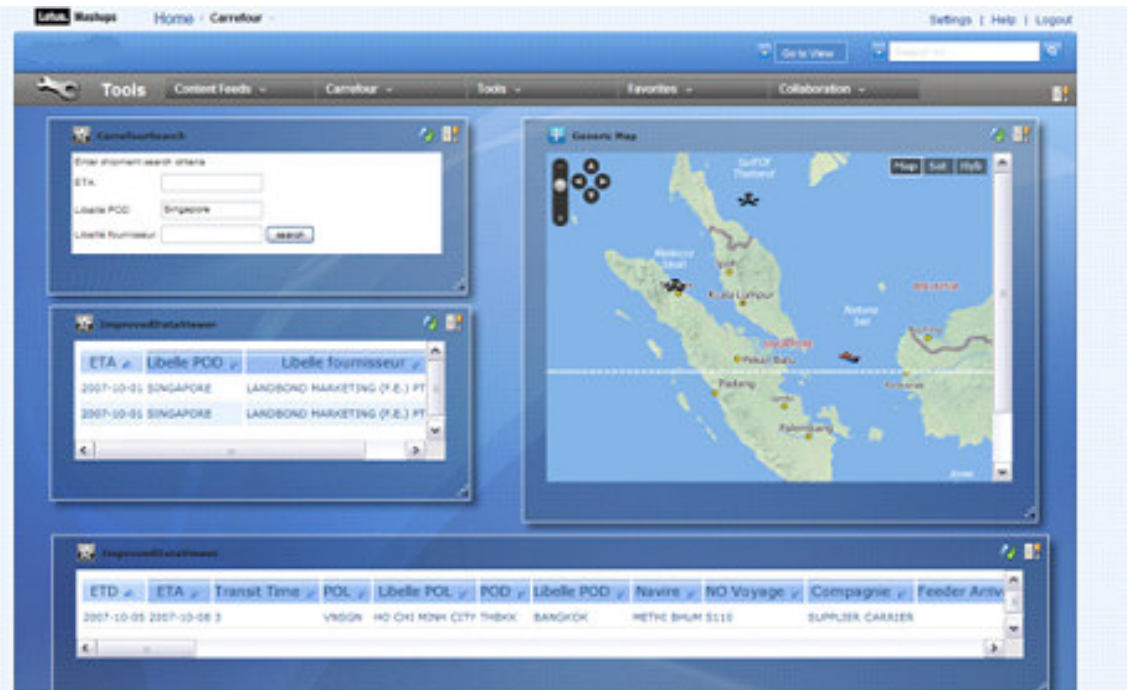
# End User Customization - with Corporate Control

The screenshot displays a web browser window with the URL `http://w3.ibm.com/jct03001pt/wps/myportal`. The page is titled "w3 Christopher C. Crummey's On Demand Workplace". The interface includes a navigation bar with tabs for "Home", "Work", "Career and life", and "Crummey's Tab". A "What's new" section indicates no new items. An "Essential links" sidebar lists various resources like "About IBM", "AIM sales and support intranet", and "Employee Purchase Program". The main "News" section features "Top stories" such as "The CEO agenda" (with a photo of a woman holding a globe), "What makes you special?", "Chock full of chips", and "Sales survey: Do initiatives help?". A "Market report" table is visible on the right side.

Symbol	Current	+/-
IBM	79.94	0.04
SEBL	10.61	-0.03
T	28.28	0.19
SAP	51.66	-0.21
PLMO	42.16	-0.84
LU	2.81	-0.06
MSFT	26.97	-0.17
ORCL	12.80	0.00
BEAS	11.70	0.46

# A global retail distributor's mashup

- **Customer Motivation: Role-based visualization of data across the supply chain**
- **Scenario: Shipment Monitoring Dashboard**
  - *In-transit shipment details*
  - *Shipment location*
  - *Events that could disrupt shipment*
- **Mashup combines data and Internet-based data (piracy incidents and weather)**



**"We are interested in the potential benefits of mashup software to help us quickly create applications to solve a variety of business challenges. One example is transporting food and other items to thousands of stores on time, despite bad weather, custom delays, traffic jams and road closures. This new type software could help warn us of these problems before they happen, allowing us to anticipate supply chain incidences and risk of product unavailability in stores/"** – Innovation Manager and company spokesperson, 2008

# One of IBM's Internal Mashups

File Edit View Favorites Tools Help

IBM Hotel Directory for Business Travel | IBM Travel M...

Destination: 6902 East Greenway Parkway, scottsdale, a... GO

Site secured by IBM intranet password

**- IBM Hotels (5 Results)**

- Hilton Suites Phoenix
- The Pointe Hilton Resort At Tapatio
- The Pointe Hilton Resort At Squaw Peak
- Doubletree Paradise Valley Resort
- Hilton Garden Inn Scottsdale Old Town

**- IBM Locations (2 Results)**

- IBM PHOENIX
- IBM SCOTTSDALE - FILENET

**+ Hertz Locations (24 Results)**

**- Local Guide**

- Things To Do
- Restaurants
- Entertainment
- Shopping



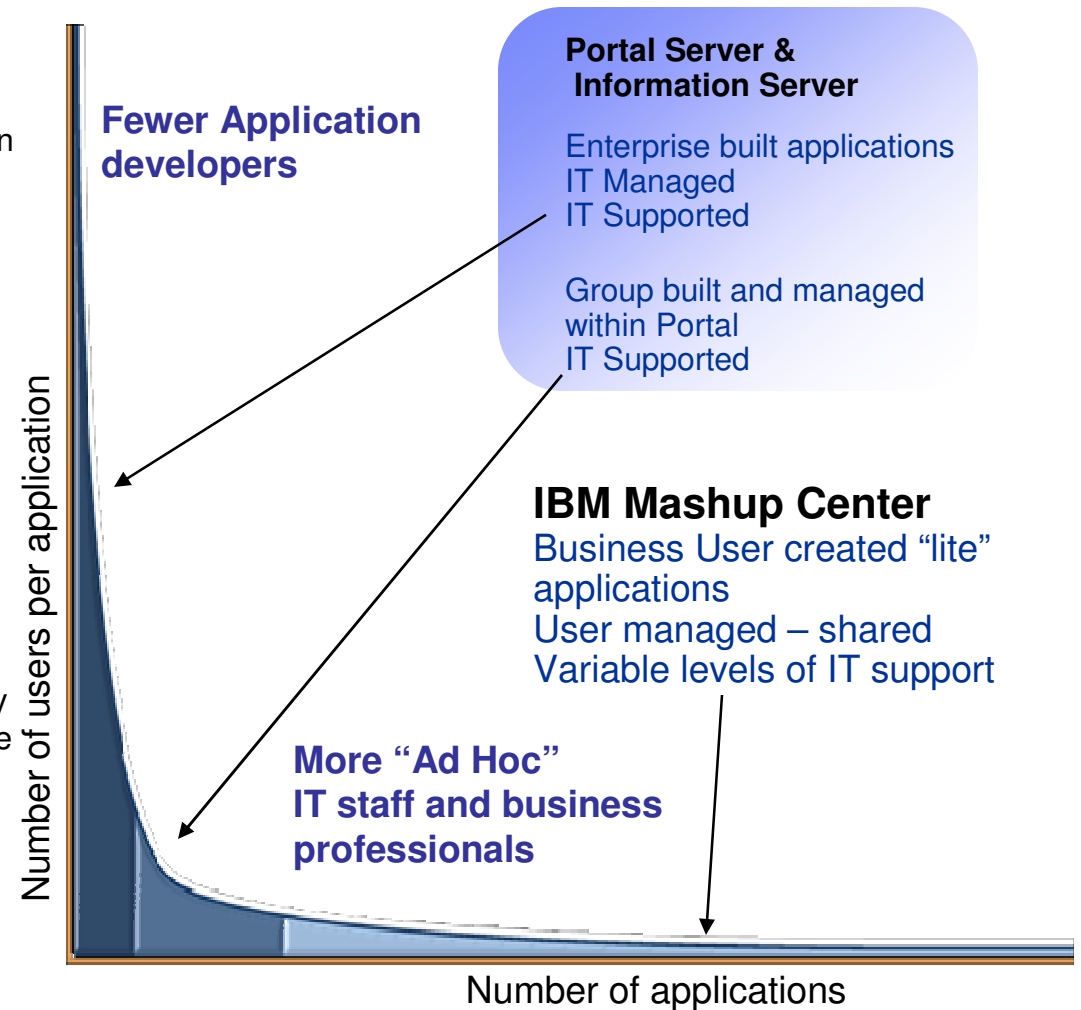
# Mashups Can Solve Pent-up Demand for Applications

## Situational Applications

1. Rapidly created to address an immediate need of an individual or community
2. Typically, but not necessarily, short-lived (a just-in-time solution)
3. Good enough
4. Built by domain experts (knowledge workers) to solve their own problems

## Why Companies want Mashups:

- **Foster innovation** by unlocking and remixing information in ways not originally planned for
- **Quickly uncover new business insights** by easily assembling information from multiple sources on the glass
- **Increase agility** by supporting dynamic assembly and configuration of applications
- **Speed development and reduce development costs** through lightweight integration, reuse and sharing



# IBM Mashup Center

*A lightweight mashup platform, supporting line of business assembly of simple, flexible, and dynamic web applications – with the management, security, and governance capabilities IT requires*

- **Create and Assemble** new applications by reusing existing data and services
- **Unlock** Enterprise, Web, Personal and Departmental Information
- **Develop** widgets from enterprise systems
- **Discover and share** mashups, widgets, feeds, and services
- **Transform** information into new feeds



# Unleash services from CICS in Mashups

- Mashup demonstrates how CICS information can be mashed together using IBM Mashup Center
- Scenario: Risk Analysis
  - Underwriter Agent uses a mashup to look at various “risk factors” associated with a property his company is being asked to insure
  - Insurance policy data is provided to the mashup as an ATOM feed by CICS
  - Other internet based data, fire stations and crime can be mashed together with the insurance data dynamically

The top screenshot displays a 'New Map widget' interface. On the left, a bar chart shows data for months from Feb to Dec. On the right, a map of Aberdeen is shown with a callout box for 'Branch: Aberdeen, Sortcode: 603022'. Below the map is a 'Select City to View' dropdown menu with 'Aberdeen' selected, and a 'Branch Details' table with columns for Brand, Branch Name, Sortcode, Depot Code, and Customer Number.

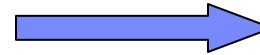
The bottom screenshot shows an 'Underwriter Scenario' mashup. It features a 'Request Reader' widget listing insurance feeds from CICS, including IBM, Shirley Pastie, Arthur Daley, SkyNet Angelo, Harvey Weinstock, Hotel Bob, Bed Bug, and Smokey Jackson. The main area is an 'Insurance Display' widget showing 'Insurance Details' for a customer named IBM, including personal details (Customer ID, Address, Zip code), policy details (Request Date, Requested Start Date), and property details (Property Type, Office, Fire Rating, Crime Rating, Flood Rating, Weather Rating). A map widget on the right shows a street view of a city area.

## Freedom vs. Manageable

- How can you allow your users and lines of business to innovate, but not create chaos?
- You want it to be easy to construct a mashup, but also able to control who has access to the result, since that can be exposing key business data.
- Even if end users create mashups, you want to back them up and keep them available.



100's of servers



1 System z server

Backup?  
 Energy Cost?  
 Security?

Availability?  
 Information Silos?  
 Resource Utilization?

Admin Cost?

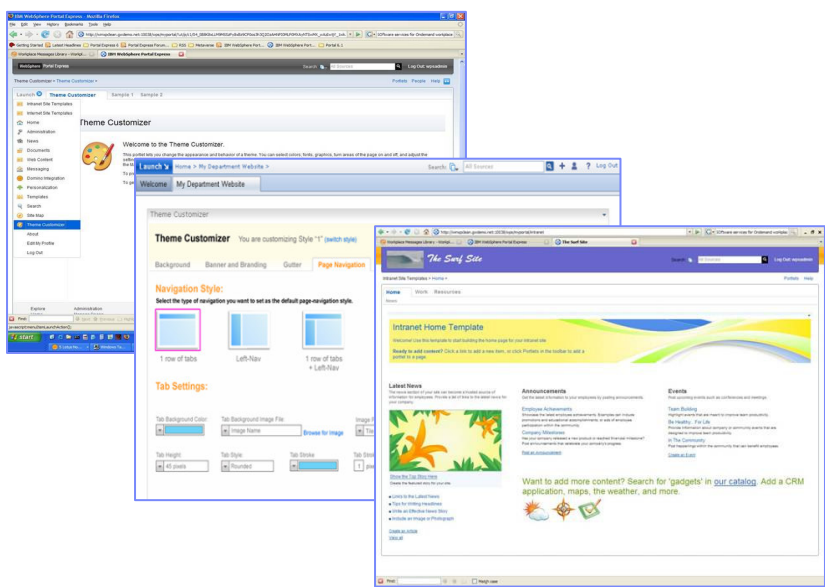
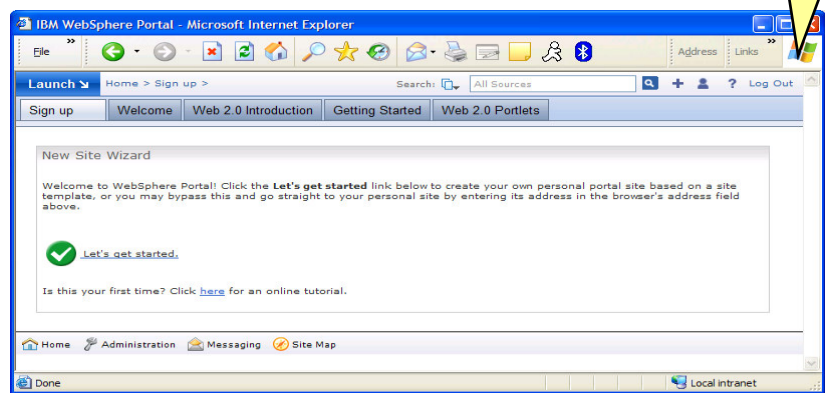


# IBM WebSphere Portal V6.1 – Respond Quickly To New Business Opportunities

## Site Wizard

Create new sites quickly without IT

- Create a Virtual Portal
- Enroll users
- Import Portal content



## Theme Customizer

Change the look - no coding required!

- Change the banner: logo, color, typography, border, background
- Change the typography: default size, color and style, headline size, color, etc.
- Change the navigation: orientation, tab colors, tab text
- Change the colors: page color or background, highlight color
- Change the buttons: text, color, selected and unselected states
- Show and hide footers, gutters, links, breadcrumbs, etc

# Portal Next

*Build and Share your pages with control and confidence*

- Simplified user experience enables **authorized users** to construct mashups gathering corporate information, internet searches, ATOM feeds and REST services
- **Build one page or entire sites** under I/T control and management, but without I/T's direct involvement and **share** them without outside help

The screenshot displays the ZetaBank portal interface. At the top, there is a navigation bar with the ZetaBank logo and user options like 'My Work', 'Templates', 'Edit My Profile', 'Actions', 'Help', and 'Logout'. Below this, a 'Welcome' message is visible. A prominent green button labeled 'Customize your new page' is centered on the page. The main content area is divided into several sections:

- Page Design Templates:** A sidebar on the left offers options to 'Change Layout' and 'Tips'. The tips section notes that community members can use the overview page to stay current with the latest updates to related discussion topics, feeds, and bookmarks.
- Choose a design to apply to your page(s):** Three design templates are shown: 'Evergreen', 'Blue Hybrid', and 'Pumpkin'. Each template provides a preview of how it would look on the user's page.
- Portlets:** A central section displays several portlets, each with a 'Preview' and 'Add to current page' option. These include:
  - Employee Directory:** Find contacts and access employee profiles. Tags: contacts, employees, profiles, social networking.
  - Emerging Trends:** A comprehensive listing of our primary banking interests. Tags: industry, banking.
  - Products:** Products we offer to consumers. Tags: news, industry.
  - Expanded Offerings:** Zetabank now offers complete mortgage services in all areas of the country. Tags: mortgage, partners.
  - Feeds:** A section for various feeds, including:
    - Financial News:** Current news headlines in the financial industry. Tags: banking, news.
    - Interest Rates:** Interest rates nation wide. A comprehensive look at what is currently offered. Tags: interest rates.
- Return to My Page:** A green button is present in the top right corner of the main content area.

# Portal Next

*Build and Share your pages with control and confidence*

- We'll soon be enabling customers to **deploy mashups** made in Mashup Center to their portal pages, and in our next release enable portal users to **create mashups**
- **Share the results** share these mashups with other portal users quickly and easily

The screenshot displays the ZetaBank portal interface. At the top, there is a navigation bar with links for 'My Work', 'Templates', 'Edit My Profile', 'Actions', 'Help', and 'Logout'. A user profile indicator shows 'I am available'. Below the navigation bar, the main content area is divided into several sections:

- Essential Links:** A list of links including 'Newsroom', 'About ZetaBank', 'Learning@ZetaBank', 'Our Values at Work', 'Expense Reports', 'Presentation Central', and 'Standard Software Installer'.
- Announcements:** A section featuring a large image of a staircase and several text-based announcements with small profile pictures of users.
- News for You:** A section with several news items, each with a small icon and a title, such as 'Power Renovations Goes the Distance' and 'Employee Safety: What YOU Need to Know'.
- People Finder:** A search interface with fields for 'Search by:' (Name) and 'Search directory:' (North America), along with a search button and an 'Advanced Search' link.
- Market Report:** A section titled 'Market Report' with a 'Refresh' button and a table showing market data.

Symbol	Current	+/-
ZetaBank	92.60	-0.32

Indices	Last
DJIA	10,890.72
NASDAQ	2,239.37
S&P 500	1,257.46

# Wikis and Blogs

- Fully Integrate **Lotus Connections** or your existing social software
- Can be **custom built** today by leveraging **Web Content Management**
- We'll be shipping supported **wikis and blogs** via standard content authoring templates

The screenshot shows a web browser displaying a blog post on the 'Green Autos' website. The page has a green header with the 'Green Autos' logo and a search bar. The main content area features a blog post titled 'Proposed Collateral Text for "Green" Pitch' by Pierre Dumont, dated 7/6/2007 10:58 AM. The post includes an image of a small green and red car and discusses environmental friendliness and design improvements. A sidebar on the right contains a calendar for August 2007, a list of links, and an archive section.

**Green Autos**

Search:  Log Out: Pierre Dumont

<< Back to Home Help

2008 Introduction of New Green Product

Home Content Library Proposals **Launch Journal** Contacts Meetings Launch Meetings Project Tasks Calendar Index

**Green Autos Roadshow Blog**  
Collaborate and share ideas for our 2008 Roadshow

Proposed Collateral Text for "Green" Pitch 7/6/2007 10:58 AM  
Location: Nowhere Pierre Dumont

Hi everyone,

Here is the first pass at some collateral text for our Green product launch in 2008. Please give me your feedback as soon as possible. Thanks! - Pierre

What makes a car green? Certainly, having high fuel economy is one factor. Meeting one the cleanest tailpipe emissions standards is another. Being manufactured in a clean factory with safe, non-toxic substances, or using a larger portion of recycled materials, are all future aspects of environmental friendliness. The key to progress on all of these fronts is design with the environment in mind

Design improvements developed by automotive engineers are the main reason that cars have improved so much over the past generation. Thirty years ago, the average new car got not more than 13 miles per gallon. It's pollution controls were crude and unreliable. Indeed, vehicles in general were hardly reliable by today's standards. Cars were heavier but far less safe. Comfort and convenience feature now standard in common models were absent from all but the most expensive luxury automobiles.

This year new vehicles sold in the U.S. even though they are now half trucks, go 50 percent farther per gallon of gasoline than in 1970, with less than on-tenth the amount of tailpipe pollution. Most auto factories are cleaner, too, less energy is consumed in making the materials and running the factories. At least in the United States, under the watchful eyes of unions, environmentalists, and the EPA, autoworkers and their communities are exposed to fewer toxic chemicals than were their parents and grandparents. Three-quarters of automotive steel get recycled. New plastics and composites are being designed with recycling in mind, and recycled plastics are showing up in the new parts such as bumpers.

More...

Comments : (5)

Subscribe to this Page

**Create...**

Blog Settings

**Calendar**

August 2007

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13		15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Links**

- Green Autos
- Auto Industry News
- Blue Autos Blog

**Archive**

- July 2007 (1)

**Notify**  
**Print**

About this Folder:  
Name:  
Description:  
Role: Manager



# Tagging and Rating

- **Ratings** allow users to provide their input on information available through your site.
- **Tags** allows users to create a natural taxonomy of the information on your site
- In our next release, we plan to enable users to tag and rate **content you publish** with WCM
- As well as enabling users to tag and rate **content they create** in **wikis and blogs**
- **Integrate** with existing Enterprise Tagging and Rating systems

## Exploring Consumables



A consumable is a web service, a web feed, a widget or a code snippet that may be used as an element of a situational application. You can explore existing consumables, tag them, rate them, discuss them with your colleagues... [more](#)

Filter the list by Keywords:

GO

Reset

Once you have filtered by keyword make sure to check out your other options to the right.

Or discover through Popular tags:

less  more  
 ajax API Atom bluepages data ebi ebi-framework feed  
 hackday javascript json map mapping mobile NOVA rating  
**REST** sales20 sample **service** TA-challenge travel  
 w3 web2.0 webahead webahead-widget webservice  
 widget xml

Consumable Name	Type	Rating	Last Updated	Summary
<a href="#">Sametime Awareness Service</a>	Service	★★★★★	Aug 1 <sup>st</sup> 2007, 10.07am	REST service provides Sametim
<a href="#">Atomizer</a>	Service	★★★☆☆	Aug 1 <sup>st</sup> 2007, 8.42am	Converts most RSS feeds to Ato
<a href="#">BlogCentral v3 Atom Publishing Protocol</a>	Service	★★★★★	Aug 1 <sup>st</sup> 2007, 6.15am	Implementation of the Atom Pub BlogCentral. Currently in beta.
<a href="#">Global Campus Feed</a>	Service	★★★★☆	Aug 1 <sup>st</sup> 2007, 6.10am	This web service returns comple information for a given Global C
<a href="#">CICSplex SM EVENTS Atom feed</a>	Service	★★★★★	Jul 31 <sup>st</sup> 2007, 8.59am	The CICSplex SM EVENTS Atom be made available as an Atom fr
<a href="#">CICSplex SM REST API</a>	Service	★★★★☆	Jul 30 <sup>th</sup> 2007, 6.41am	The CICSplex SM REST API curr producing JSON as its output.
<a href="#">Patent Information Services</a>	Service	★★★★★	Jul 27 <sup>th</sup> 2007, 5.15am	These services acquire patent di patent details and lists of patent
<a href="#">Bluecard</a>	Widget	★★★★★	Jul 23 <sup>rd</sup> 2007, 10.30am	People get frustrated when they to go to BluePages just to find b With Bluecard on your site, your
<a href="#">REST SERVICE DOWNLOAD</a>	Snippet	★★★★★	Jul 16 <sup>th</sup> 2007, 7.42am	Download your DB2 data as CSV
<a href="#">Lotus Connections Profiles</a>	Service	★★★★★	Jul 11 <sup>th</sup> 2007, 9.42am	APIs for searching and retrievin

< Previous 1 2 3 4

## Didn't find a consumable?

If you were unable to find the consumable you were looking for, consider [building your own consumable](#).

# Advantages of Portal on System z?

## System z is IBM's fastest growing server platform

- 80% of corporate data resides on or originates on mainframes.
- 95% of Fortune 500 companies continue to run mainframes--and they have available capacity.
- 2/3 of business transactions for US retail banks run directly on mainframes.
- System z servers have less than 5 minutes down time per year.
- IBM funds over 1700 System z IT professionals and 20 System z centers worldwide.

**Portal on z gives you the best access to your corporate data with the ability to mash it up with data and applications from other sources in a controlled way.**

# IBM's On Demand Workplace (ODW) has been successful ...

- **Providing** “one place” with personalized access to IBM resources
- **Integrating** content, learning, expertise, collaboration and business applications
- **Enabling** increased productivity through role-based delivery of resources
- **Reducing** development and deployment costs through reuse



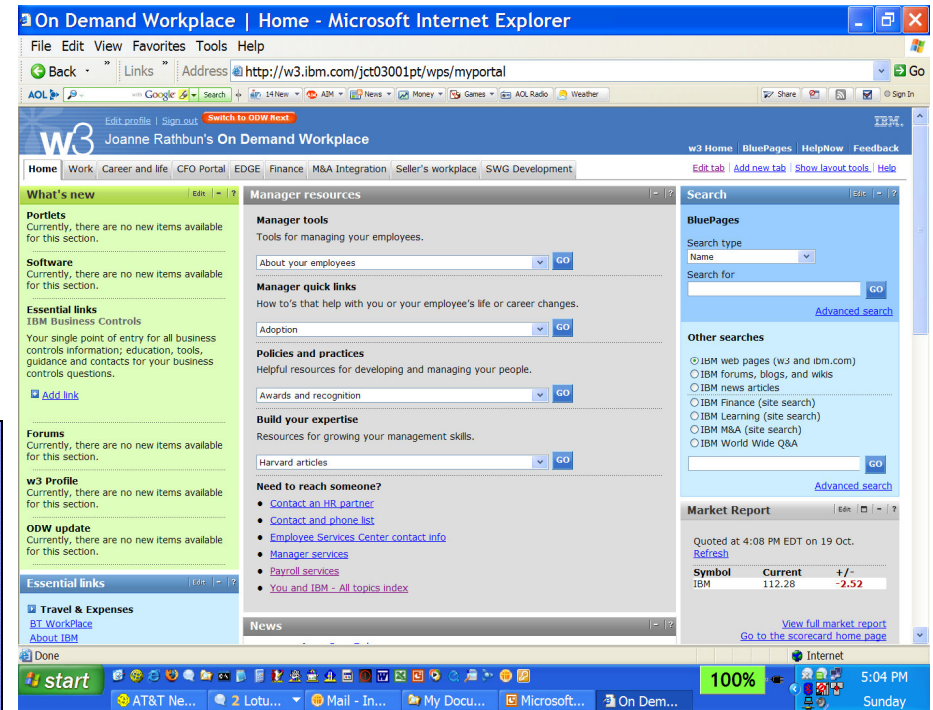
# Reusable Services and Applications Make up Today's On Demand Workplace (w3.ibm.com)

## Core Services

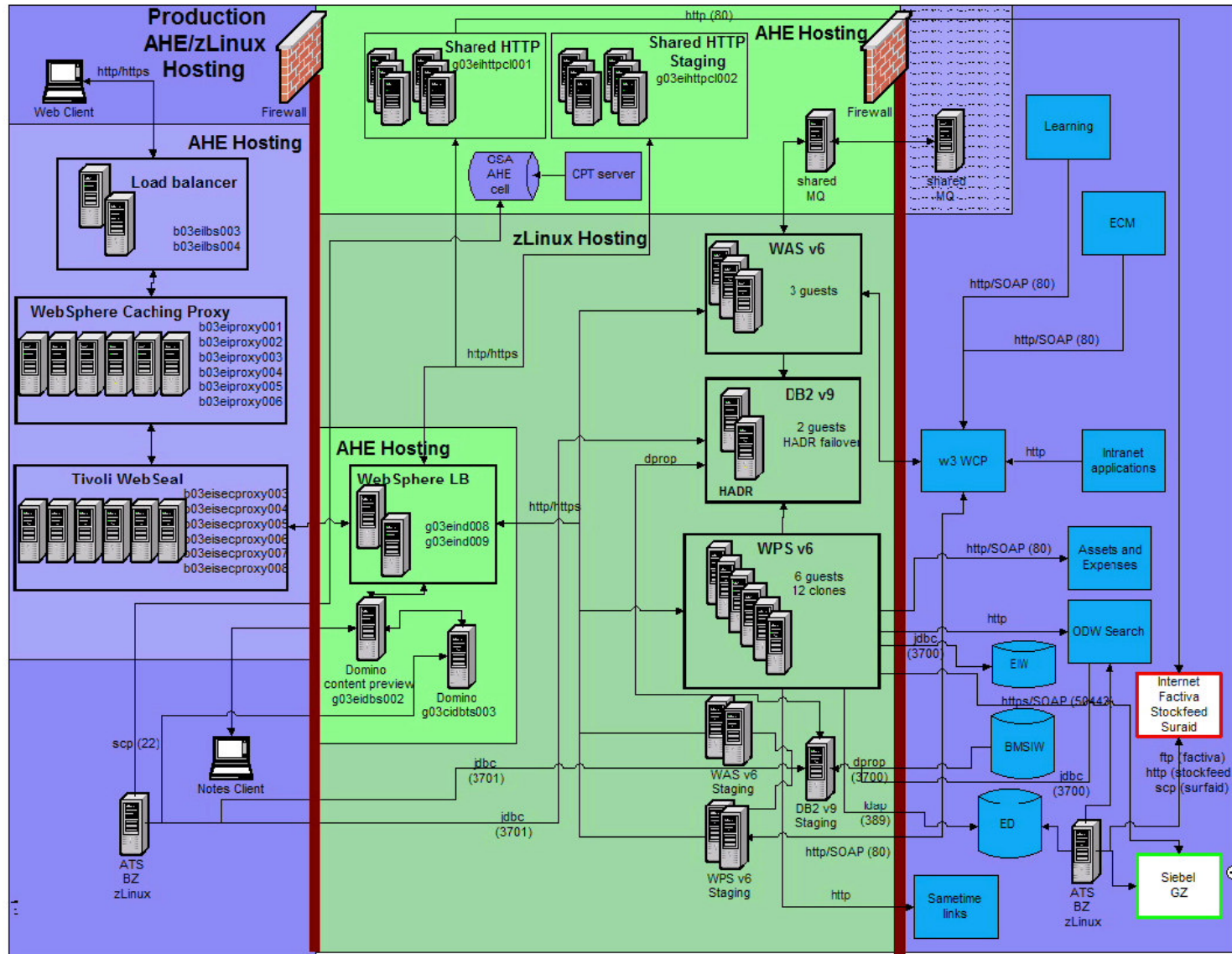
Corporate Portal ODW  
 Bluepages  
 eSSO (TAM)  
 Search  
 Jukebox & Employee Webcasts  
 Proxy / Redirect Services and other services  
 DRMS  
 IIP  
 Charting Service  
 Content Web publishing

## ODW Portlet Applications

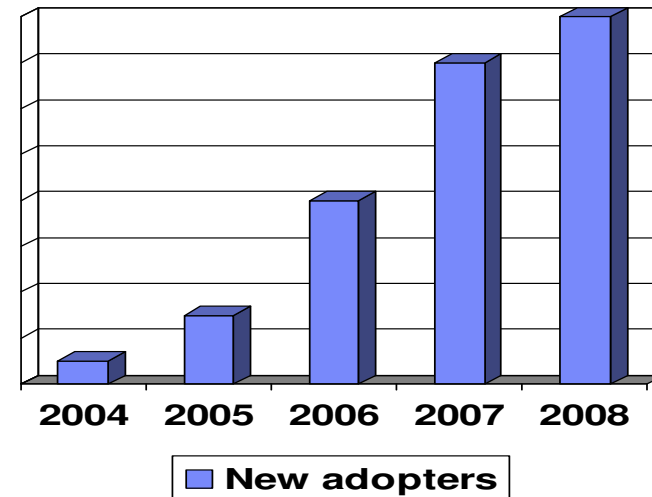
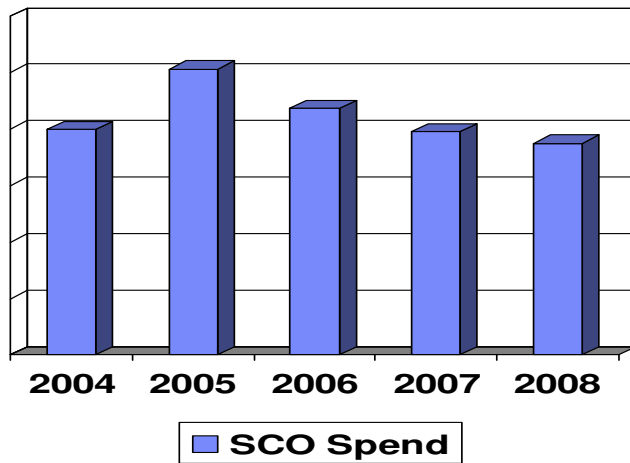
ODW personalization	Working Knowledge
ODW sign in – esso	What's New
Forums	Market Report
Search	Manager Portal R3
You & IBM News	SWG Development Suite
Discounts	Finance Suite
Get personal	M&A Suite
Act Now	Practitioner Support Network
Planning center	PE Portlet
Senior Leadership page	CFO & GMMP Suite
Manager Resources	RSS/Web Feeds
Learning	Asset and Expenses
Sellers Workplace Suite	WMI SPoE
Essential links	Communications Directory
Corporate news	Edge on Demand (Reporting)
MyNews	Buyers Portlet



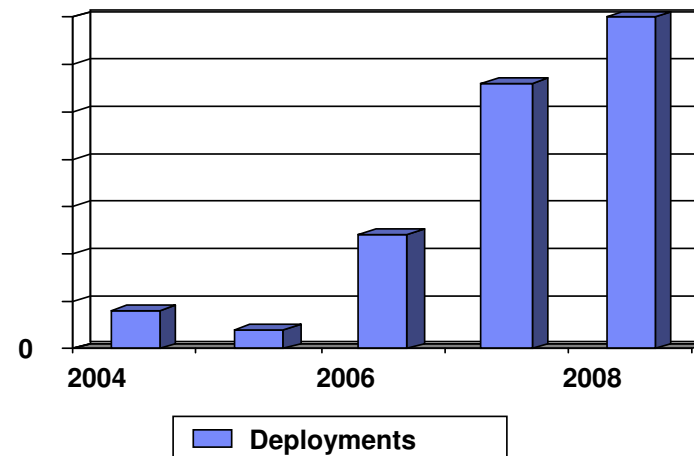
# Intranet (ODW) Infrastructure



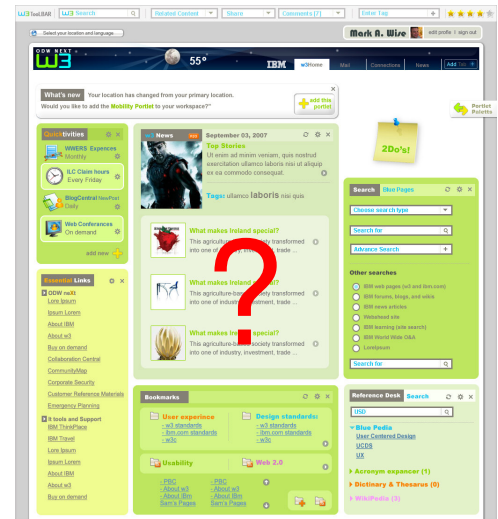
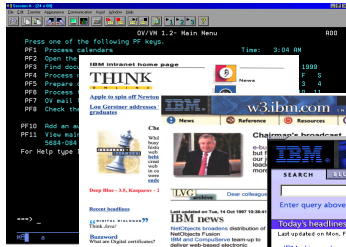
# Intranet (ODW) Spend and Growth



- 2 M requests per hour for our Photo API
- 8 M home page hits / day
- 23 k / minute average active users
- 276 k average unique visitors per day



# Evolution of w3.ibm.com



Launch of w3.ibm.com

Version 2.0

Versions 3 & 4

Versions 5 & 6

ODW R1 & R2

ODW 2008-2009

Corporate news and links  
17k page views/day

Standard design and navigation  
38k page views/day

Bluepages, MyNews, Web tools, Info Central  
500k page views/day

Profile, Dynamic Content, Taxonomy, Integrated Search  
1m page views/day

Business Portals, Personalization  
2m page views/day

Self-deployment, Mobility, web 2.0 portal "stickiness"

Corporate Communications

Common Function

Personalization

Participation

CONSUME

CONTRIBUTE

1996

1998

2000

2002

2004

2006

2008

# Our continued intranet evolution and innovation: ODW Next

- Perpetual Beta
- Dynamic switching between ODW and ODW Next
- Enables integrated innovation
- Built on Portal 6
- Web 2.0
- Google Gadgets
- New model for self deployment
- Remote portlets

The screenshot shows the 'Mark's ODWneXt' intranet interface. At the top, there's a navigation bar with 'Home', 'W3 Tools', 'Work', 'Career and Life', and 'Add Tab'. Below this, the main content area is divided into several sections:

- Left Column:**
  - A clock showing 'Wed JUN 20'.
  - A calendar for 'June 2007' with the 26th highlighted.
  - 'Essential Links' including: About IBM, About w3, Buy on demand, Collaboration Central, CommunityMap, Corporate Security, Customer Reference Materials, and Emergency Planning.
- Center Column (NEWS):**
  - 'HEADLINES' section with tabs for 'IBM', 'LOCATION', 'INTEREST', and 'JOB ROLE'.
  - Article: 'S25 MILLION OFFERED FOR GLOBAL WARMING' by Tariq Panja. AP. Sir Richard Branson, left, throws a globe into the air watched by former US Vice President Al Gore at a presentation to announce.
  - 'LOCATION' section with article: 'GEESE GET REVENGE: PATE MAY CAUSE RARE DISEASE'.
  - 'INTEREST' section with article: 'GEESE GET REVENGE: PATE MAY CAUSE RARE DISEASE'.
- Right Column (SEARCH 1):**
  - 'BLUE PAGES SEARCH' with a search input field and 'go' button.
  - 'CONTENT SEARCH' with a search input field and 'go' button.
  - 'RECENT SEARCH' and 'POPULAR SEARCH' lists.



# Web 2.0 is about user participation – a goal of the future ODW is to be an employee Participatory Portal

**ODW Next Users Profile**  
21542 Users in 88 Countries

Country	Count	Percentage
us	5862	27%
in	2720	13%
jp	1406	7%
de	1212	6%
uk	1108	5%
br	1066	5%
ca	739	3%
it	635	3%
fr	539	3%
au1	503	2%
es	428	2%
Other	5324	25%

11:01 AM, Thursday, August 07, 2008 (eastern)

**User Contributed Portlets**  
18 Portlets from 5 Countries

Country	Count	Percentage
us	12	67%
ca	3	17%
dk	1	6%
in	1	6%
at	1	6%

03:00 PM, Thursday, August 07, 2008 (eastern)

**Pulse Poll Observer**

If a self-deployment portlet infrastructure could be established with ODW Next, with "near production" portal resiliency, but variable SLAs per portlet, would you be willing to use peer-contributed portlets or to contribute to the palette?

- No, and I'd prefer to see only formally developed business portlets in the palette. (2.8% / 47 votes)
- I may not try contributed portlets, but OK to include as long as identifiable in the palette. (8.5% / 145 votes)
- Sure, willing to try new portlets, as long as the portlet contributor is IIP-identified. (34.2% / 580 votes)
- I would try new portlets, but only after peer reviews and owner reputation data is available. (21.5% / 364 votes)
- I look forward to peer contributions and also want to develop and contribute to the public palette. (33.0% / 560 votes)

[Back to Options](#)

**Portlets**

Search:

User Contributed

What is this?  Search

membership flickr classifieds

**situational-applications portal** BlueTwit poll ODW seasonal pulse kv-search statistics dogear fringe KnowledgeViewSearch COMP photos resources Research javascript halloween swg-development articles team bluegroups links sale users chart learning survey swap json news IDC Gartner

Recent Popular

**Fringe Search** by Brian P. Oloro  
Provides a Fringe search box in a portlet for ODWNext  
★★★★★ by 3 users

**w3 News for all IBM** by Michael Vandermaulen  
Temporary portlet for ODW Next users to view w3 Top Stories and other "non-profiled" current news articles  
★★★★★ by 5 users

**Top recent dogears** by Sharon Lymer  
A portlet that gets and displays the top 5 recent dogear bookmarks.  
★★★★★ by 2 users

**ODW Next Users by Country** by Michael Vandermaulen  
Portlet to chart ODW Next registered users.  
★★★★★ by 4 users

**Links to analyst research in COMP** by Flemming Hansen  
Portlet to provide links to analyst research in COMP from ODW Next.  
★★★★★ by 1 user

Community  
Finance  
News

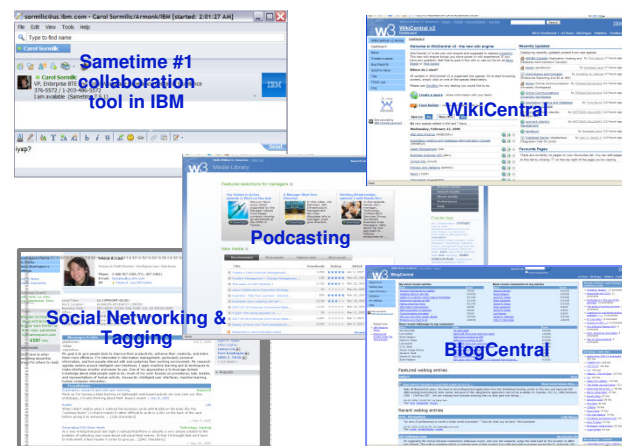
http://w3.tap.ibm.com/innovatorslibrary/asset\_view?assetId=426

# Using Lotus products, e.g. Lotus Connections to achieve Web 2.0: - Services based – collective intelligence – Light Weight UIs -

60% of IBM population Role Enabled (e.g Sellers Workplace, Managers Portal, Finance Workplace)  
- *Services Based*



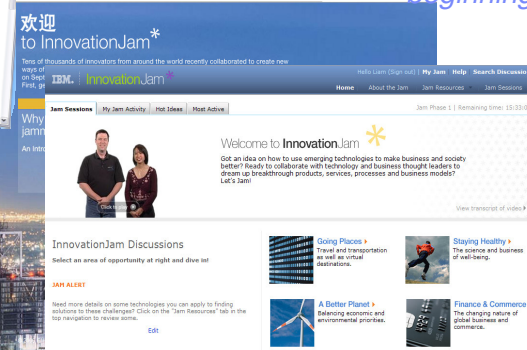
- Sametime – 380K users - largest installation of Sametime in the world. What users are saying: \$80M Productivity increase
- 97 portals integrated



- 250k tagged URLs
- 75k unique tags
- adopted by 100+ apps

- Access via mobile devices
- 15K Wikis,
- 217K readers,
- 34K IBM Authors
- *Device Independent*
- *Participatory beginnings*

Jams drove \$50M Services & SW Revenue



*Dogear & ETS (Tagging)*  
Improved content relevancy & employee satisfaction. Estimated \$3.3M productivity increase



ThinkPlace:  
• 16K+ ideas  
• \$574M impact  
• 20 Exec Challenges



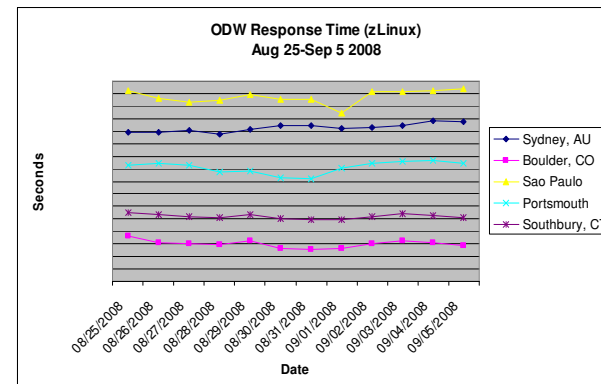
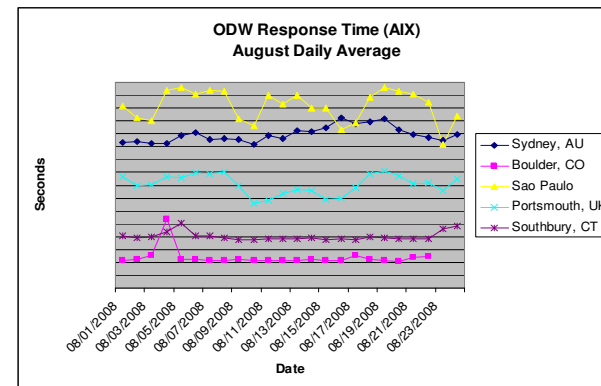
Bluepages – highest employee sat at 89%  
- *Base for Profiles*

## *Laying the foundation to move into the future....*

- System z Linux
  - **Scalability – support exponential growth**
    - Ability to clone systems easily: days, not weeks
    - Add CPU and other resources in hours, not days
  - **Performance – Response time**
    - More consistent results
    - Quicker results
  - **Efficiency**
    - I/O Intensive applications
  - **Reliability**
    - Improved availability of business critical applications
  - **Cost**
    - Moving to better utilized System z Linux images
    - Less labor costs for less manual intensive tasks
  
- Portal R6.1
  - **Web 2.0 capabilities**
    - participatory business applications
    - Allows social interaction
  - **Scalability – support exponential growth**
    - JVM improved performance (Java Virtual Machine)
  - **Portlet Independence**
    - CSA – Client Side Aggregation
  - **Shorter development time/cost**
    - Identified state – allows us to remove home grown functionality

## Benefits Realized in first month

- **Performance:**
  - More consistent response times on ODW
  - Average 2 seconds quicker for our BluePages application
- **Scalability:**
  - Immediate results to add CPUs to environment
    - Task completed in hours; labor cost minimal
- **Go Green!**
  - Energy Efficiency Certificates verify savings



# Outlook: “innovation with integration”

Web 2.0 features  
- WP 6.1

Social Tagging

Social Search

Profiling -  
Personalization

Integration with  
web mail, calendar

Harvesting via  
“natural  
selection”

New model for  
self-deployment

The screenshot displays the ODW Next web application interface. The browser window shows the URL 'http://w3.ibm.com'. The page layout includes a top navigation bar with links for Home, Career and life, Google Gadgets, Search, Seller's Workplace, Lotus Connections, and dwa. Below this is a secondary navigation bar with various categories like News, Technology, Blogs, etc. The main content area is divided into several portlets:

- What's New:** Contains alerts about the new look and feel, and new portlets section.
- w3 News [profiled for all IBM]:** Features top stories such as 'Friday fun' and 'Raising the game', and a section for 'IBM news in review' with a podcast link.
- Search:** Includes a search box, search type dropdown, and a list of other searches like 'IBM web pages (w3 and ibm.com)'. It also has an advanced search link.
- My Links:** A section titled 'Expand all Collapse all' containing a list of links under 'AP web client pilots' and 'Career IT tools and support ODW Next'.
- My Stocks:** A table showing stock prices for various IBM-related stocks as of Wednesday, August 6, 2008, 1:53:00 PM EST.

Symbol	Price	Change	% Change
IBM	128.70	0.33	0.26%
HPQ	45.20	0.20	0.44%
AAPL	163.27	2.63	1.64%
XXAX	2,133.99	5.86	0.28%
SNYA	8,472.31	0.46	0.00%
ITNX	4.05	0.04	1.02%
SCOMPQ	2,366.80	16.97	0.72%
SDJI	11,605.51	-10.26	-0.09%
SPX	1,284.86	-0.02	0.00%

## Summary

- **Web 2.0, Social Software and user contribution and collaboration are hot topics and will be leveraged by leading companies to spur innovation and accelerate their business goals**
- **WebSphere Portal provides a proven, enterprise class solution that enables I/T to deploy these web 2.0 user experiences, with more web 2.0 and social elements coming in the future.**
- **WebSphere Portal when deployed on z systems provides a centralized, scaleable and manageable platform with unmatched price/performance for integrating core business processes with user contributed and customized content to maximize business impact.**



# Resources

## Learn more

- **WebSphere Portal:** <http://www-01.ibm.com/software/websphere/portal/>
  - zOS: <http://www-01.ibm.com/software/genservers/portalezos/>
  - Library: <http://www-306.ibm.com/software/genservers/portal/library/>
  - Webcasts
    - “WebSphere Portal and Dashboards on System z: <http://www-01.ibm.com/software/os/systemz/telecon/10sep/>
    - “Unleash the power with WebSphere Portal 6.1 and Web 2.0”: <http://www.ibm.com/software/info/people/portalwebcast/index.jsp>
    - “IBM WebSphere Portal Web 2.0 Features”: <http://www.youtube.com/watch?v=Mr5g2Lh4HmA>
- **Lotus Notes & Domino:** <http://www-01.ibm.com/software/lotus/notesanddomino/index.html>
  - Library: <http://www-01.ibm.com/software/lotus/notesanddomino/library.html>
- **IBM Mashup Center:** <http://www-01.ibm.com/software/info/mashup-center/>
  - Library: <http://www-01.ibm.com/software/info/mashup-center/library.html>
  - Try out IBM Mashup Center on Lotus Greenhouse: <https://greenhouse.lotus.com/home/product.jsp?p=mashups>
  - Other sources:
    - Keep Up with New Developments at our “Mix and Mash” blog: <http://www.mix-and-mash.com>
    - IBM Mashup Center on DEMOZone: [http://demos.dfw.ibm.com/on\\_demand/Demo/IBM\\_Demo\\_IBM\\_Mashup\\_Center-Jul08.html](http://demos.dfw.ibm.com/on_demand/Demo/IBM_Demo_IBM_Mashup_Center-Jul08.html)
    - How-to Details for IBM Mashup Center: <http://youtube.com/user/ItsMashtastic>



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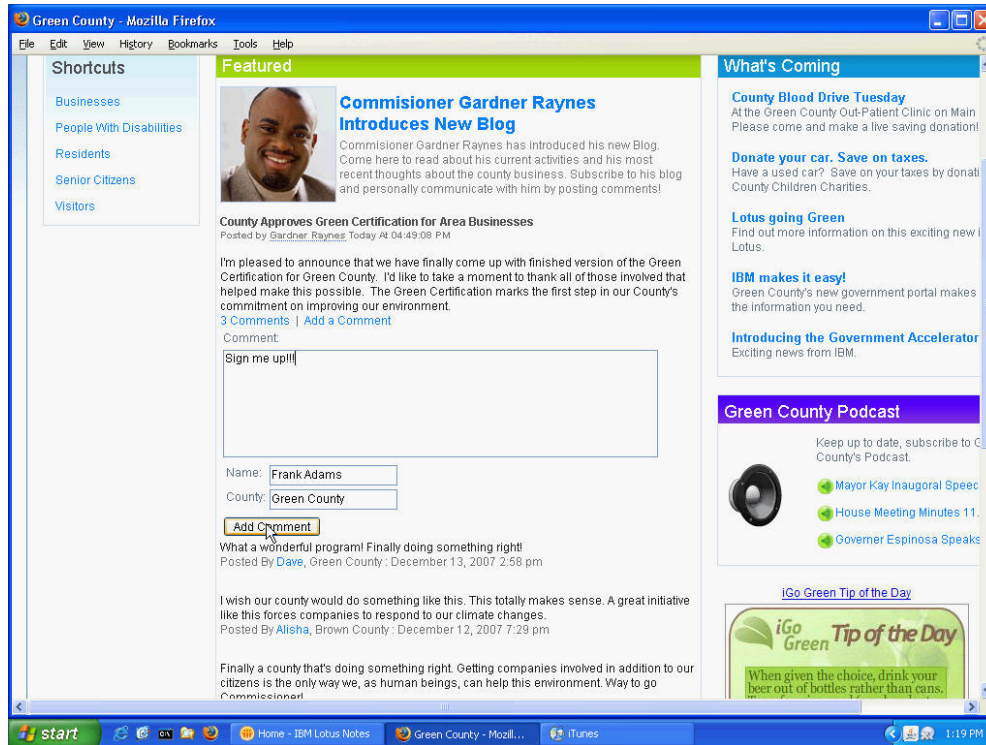
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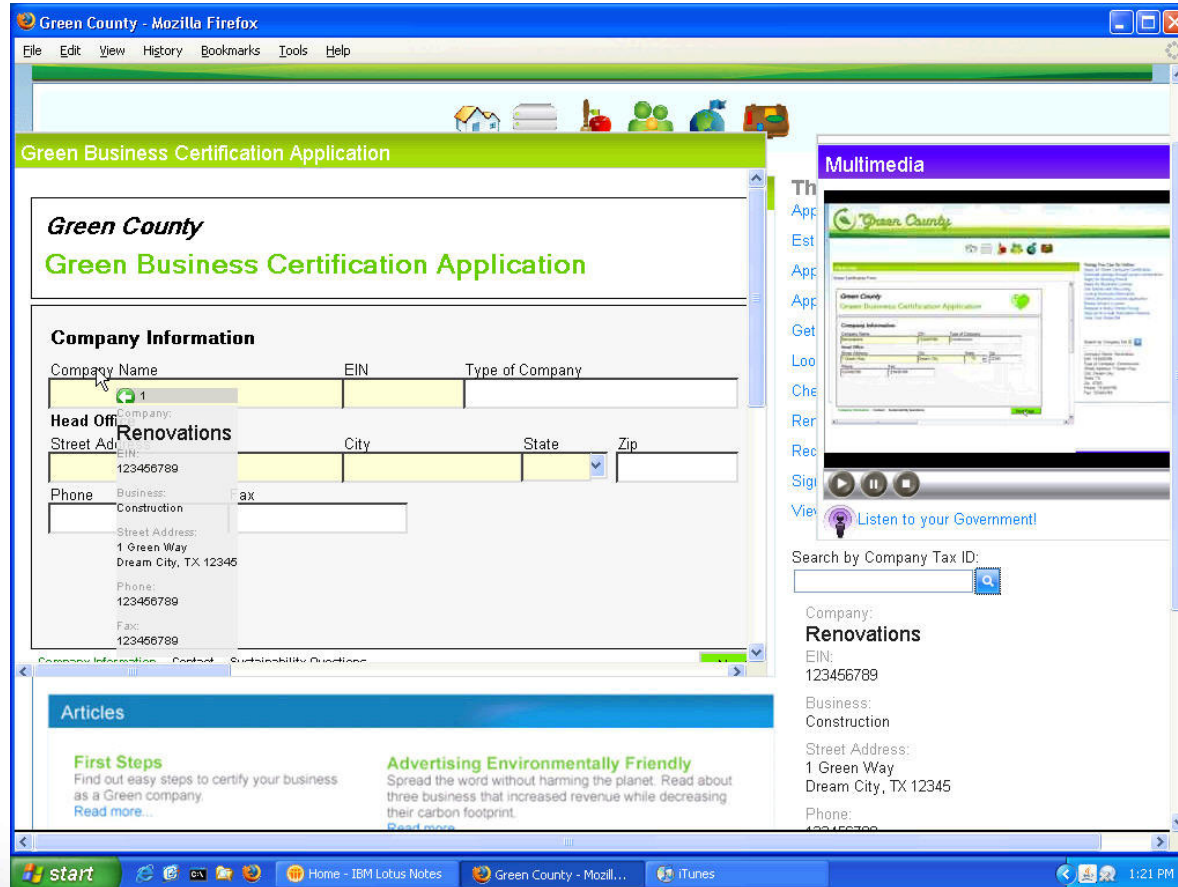
# BACKUP



# Blog



# Floating Panes



# Building a Culture of Innovation

## *Social Software At Work Within IBM*

Hosts **13,000 weblogs**, **105,000 entries** with **>37,000 users** and **23,500 tags**. Used by IBMers as a source of ideas and information sharing.



Holds over **514,000 profiles** and is the hub of user requests and all applications authentication for IBM.



Home of over **457,000 bookmarks** with **>1,000,000 tags**. Serving a contributor population of 16,000 with enterprise search access to all IBMers.



# IBM®

Enables ad hoc collaboration with over **41,000 activities** for **67,000 users**.



Houses **1,000 communities** with over **267,000 unique members**.

