

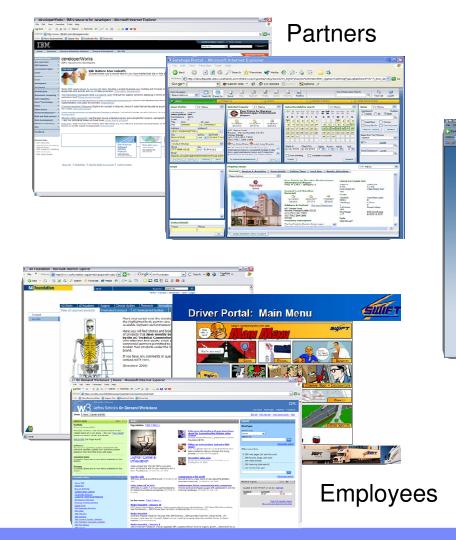
# Come see the vision of a world class collaboration Portal today!

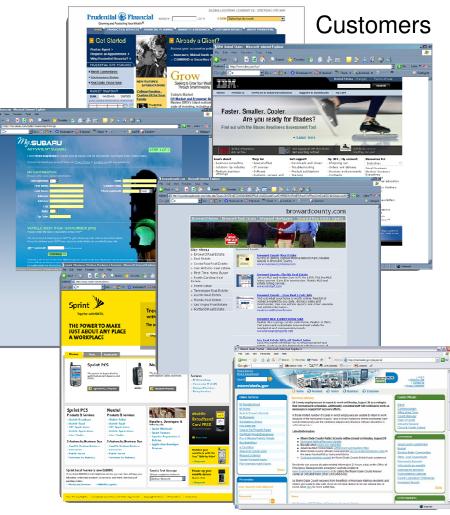
Gareth Greenwood, IBM CEEMEA Lotus Technical Sales & Services Leader

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## Irresistible user experiences





© 2007 IBM Corporation



# Compelling user experiences deliver on business objectives

Enable collaboration, within and outside company	More and e	ffective use	Promote one brand, communicate consistently
Intuitive, continuous customer interaction 24×7	Revenue generation	Corporate integration	Provide greater sense of belonging—"global glue" Communicate directly,
Link customer to in-context information for cross-selling	Operating efficiency	Productivity enhancement	through one high-impact channel
Reduce administrative costs and bureaucracy			Find relevant information more quickly
Simplify and standardize, reduce complexity	Share single and leverage	infrastructure scale	Collaborate and learn from collective experience
Reduce costs with self- service (customer, employee, partner)	Assemble flexible applications more quickly and easily		Leverage expertise and collaborate to reduce cycle times
	Leverage pre technology in		

# Sprint and NEXTEL

### Wired and wireless solution

- Consolidate all wireless and wired content on one portal
- Branding and external presence within a day

## Consumer portal

- Ex., ring tone downloads
- 20 million users, will grow to 40 million when Nextel is integrated
- Largest mobile portal in the world (for now)

#### Peak numbers

- US\$800,000–US\$1 million in revenue per day (seasonal) from digital downloads (ring tones, games, applications, etc.)
- 270,000 logins per hour
- 250 transactions per second
- 18,000 purchases per hour





# Creating competitive differentiation American Honda

## Challenge

 Simplify driver access to in-car navigation system

### Solution

- Embedded in Acura and Honda navigation systems
- First navigation system that can identify spoken street and city names
- Over 700 commands
- 1.7 million streets and cities
- 7 million points of interest
- Zagat guide

## **Benefits**

"As in-car navigation systems evolve and become more commonplace in today's vehicles, our extensive voicerecognition features give Honda and Acura products a distinct competitive advantage."

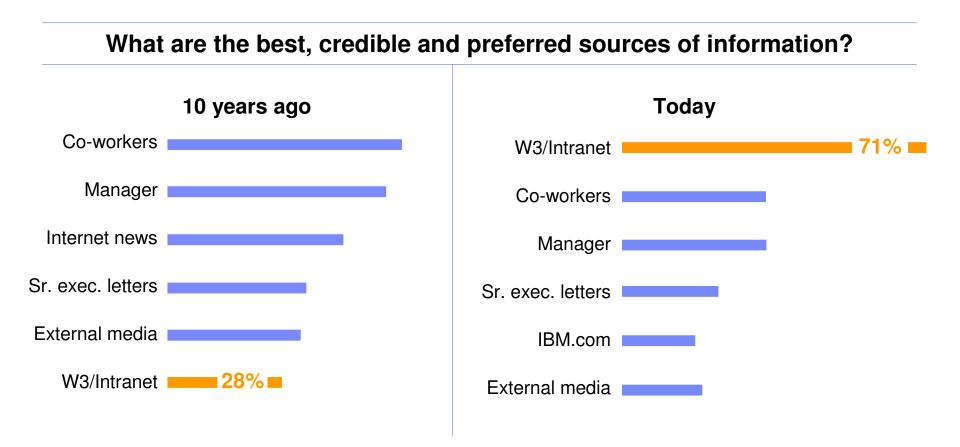
— Tom Elliott Executive vice president American Honda Motor Co.

Service Calendar Seamless services





# IBM internal use: align strategy and goals



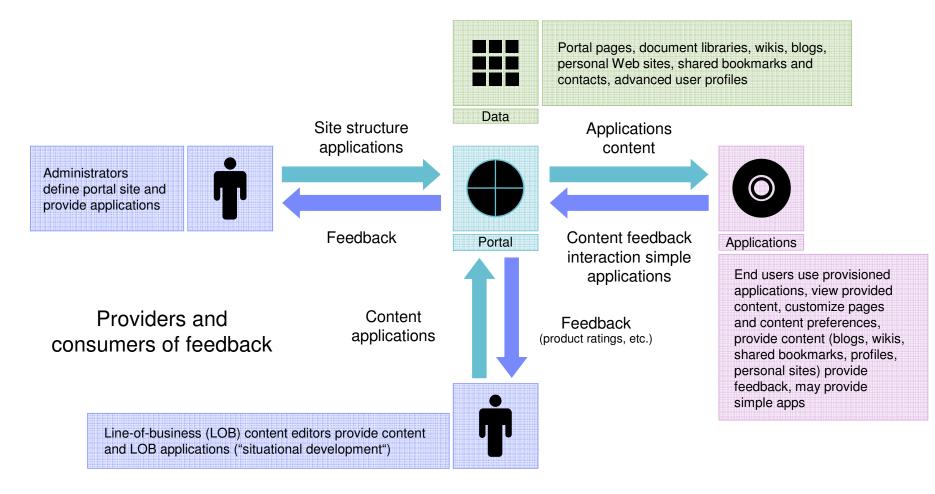
79% of IBM employees access W3 daily

CEO Gerstner project



## Significant changes emerging

#### Consumers and contributors



## TBM

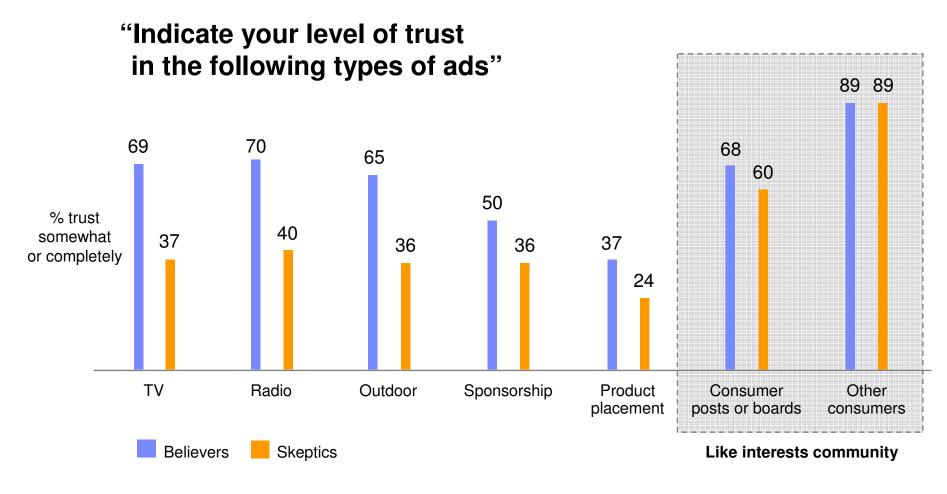
# Web 2.0 Goes to Work

- Mashups—remixing disparate content and Web services into innovative, new Web applications
- Data driven—business value centered on content
- Remixability—new business opportunities to combine content
- Open application programming interfaces (APIs)—building and extending ecosystems both with independent software vendor (ISV) and customer collaboration
- Rich Internet applications—improved experience leads to improved revenue
- User-generated content—active participation and self-organization to influence product development
- Focus on simplicity—empowering contentcentric developers





# Low trust in advertising drives the need to connect consumers



Source: Forrester Research and Intelliseek



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# IBM Collaboration Accelerator for Websphere Portal

- Connecting people with the information and resources they need when they need it is one of the cornerstones of the newest generation of business tools.
- IBM Collaboration Accelerator for WebSphere® Portal brings together three of IBM's most popular collaboration tools and gives you the power to quickly integrate them into your IBM WebSphere Portal applications.
- IBM Lotus® Sametime® Use this award winning, enterprise-ready instant messaging application to enable your portal with live chats, on-the fly meetings and presence awareness. (ST Standard entitlement limited to use of the ST Web client only).
- IBM Lotus Quickr<sup>™</sup> Easily share, edit and track documents and other content types between teams that can be comprised of members across a building, across the world and even across different companies.
- IBM Lotus Connections Apply collaborative features of Web 2.0, such as tagging, communities and profiles to your portal applications.

# IBM Lotus Quickr<sup>™</sup> Capabilities within Portal

- Content libraries Organize and share content faster.
- Lotus Quickr + ECM Combine the benefits of ECM and team collaboration.
- Team places Create online places for projects or teams.
- Connectors Work where you are without switching applications.
- Templates Use prebuilt team places to get started fast.
- Personal file sharing Create your personal content library online.













# Social networking (IBM Lotus® Connections capabilities)



### **Profiles**

Quickly find the people you need by searching across your organization using keywords that help identify expertise, current projects and responsibilities



#### Communities

Create, find, join and work with communities of people who share a common interest, responsibility or area of expertise

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#### **Blogs**

Use a Web log to present your idea and get feedback from others; learn from the expertise and experience of others who blog



#### Dogear

Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests and expertise

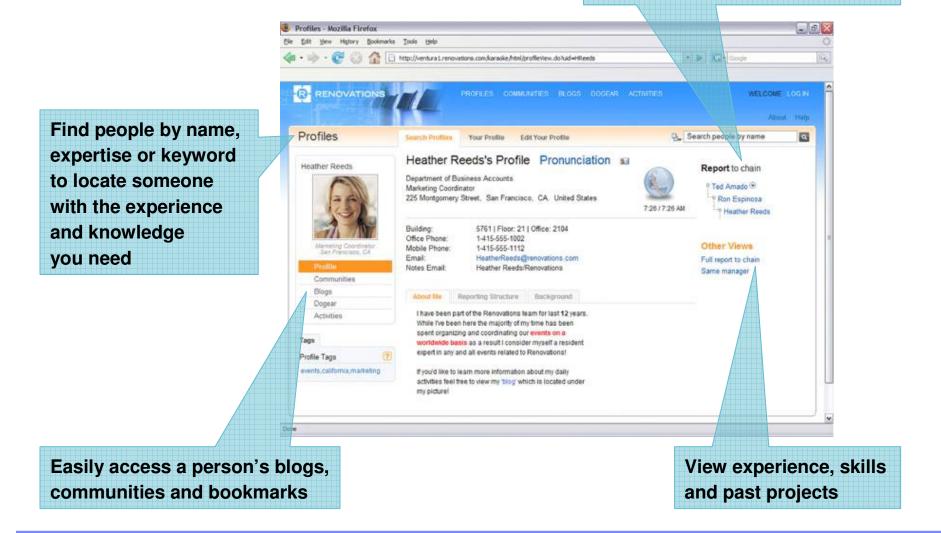


## Activities

Organize your work, plan next steps and easily tap your expanding professional network to help execute your everyday deliverables more quickly

# Profiles

# Reporting-chain view to see the structure of your organization





# Compelling value for teachers *Community, expertise and content within a portal*

## Challenge

- Difficult to locate key expertise across the schools to address specific challenges
- Need to provide innovative ways teachers and principals can deliver the highest quality education; special needs

#### Solution

 Portal solution provides teachers access to student grades, class information and social software services, so they can use the extensive knowledge across the schools to help resolve issues; solution will be expanded to parents and students in the future for a total user population of two million

### **Business value**

- Improve visibility of best practices, methods and content for teachers
- Reduce the time for new teachers and administrators to become productive and connected with their peers
- Student success

Large 1,400 school district with 90,000 teachers



## Drives innovative product development

## Challenge

 In order to grow the business more quickly, company needed a faster way to develop and evaluate new services concepts and business models

### Solution

 Deployed an innovation factory portal application that utilized social software services to include communities of employees, customers and partners in the development and evaluation of new telecom services

### **Business value**

- Increase the number of new services using communities of customers and partners
- Accelerate the evaluation of new service concepts and therefore be faster to market
- Grow marketplace share and revenue through differentiated services and business models

Global telecommunications firm

# Flexibility in creating a compelling user experience

## Swift transportation

- Major portal projects
  - Internal employee portal
  - Driver kiosk portal
    - Provide access to portal via wireless browser
  - Owner operator portal
- "The Informer" branded portal
  - Kiosk
    - Touch screen portal
    - Security, single sign-on
    - Printing of permits
    - Self-service model

Matched to characteristics of users Turnover, skills, time is money Productivity enhancement











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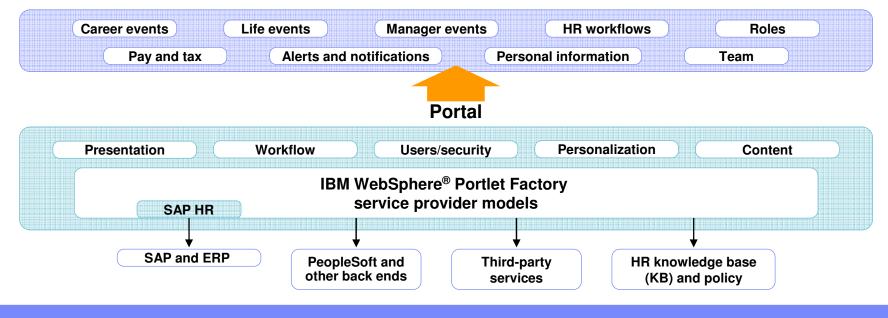
technology investments



## User experiences of existing investments: SAP HR

- Set of prebuilt models and framework for accelerating development of an HR self-service portal
- Extensive set of out-of-the-box employee and manager self-service functions
- Service provider models that are "prewired" to SAP HR
- Builds on SOA technologies and adds new flexibility for HR leaders

#### **IBM<sup>®</sup> Self-Service Accelerator offering**



## SOA-based self-service functionality

#### HR functions

## Employee self-service

- Getting married
- Moving

Life events

-Welcoming a new child

#### Career events

- Starting a new job
- Planning to retire
- Voluntary separation

#### Finance and tax

- View paycheck
- View W2
- View or update W4

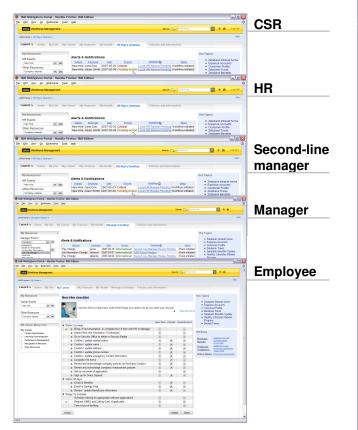
#### Personal information

- Address
- Phone
- Emergency contacts
- Policies and information
  - Search and navigate HR KB

Manager Ser Vice
<ul> <li>View and update information about employees</li> </ul>
Initiate and manage career
transactions
<ul> <li>New hire/onboarding process</li> </ul>
- Voluntary/involuntary separation
<ul> <li>Job transfers</li> </ul>
<ul> <li>Job information changes</li> </ul>
<ul> <li>Promotion or demotion,</li> </ul>
<ul> <li>Premium pay increase</li> </ul>
<ul> <li>Delegate to ensure coverage while away from the office</li> </ul>
<ul> <li>Manager alerts and notifications</li> </ul>

Manager self-service

 Rule-based routing and escalation



**Roles** 





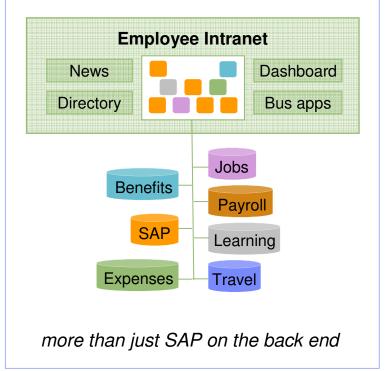
# Bring it all together for HR

### Ease of integration

- Presentation "on the glass"
- Multiple back-end systems
- Business processes
- Out-of-the-box self-service functionality
- Ease and speed of customization
- Simple, intuitive user interface
- Highly configurable, dynamic, role-based platform
- Support for open standards
  - Readily available skills



#### more than just HR on the front end





# Oxfordshire County Council—government Electronic social care record system

## Challenge

- Oxfordshire County Council is required to maintain accurate, secure social care records
- Needed to reduce the cost and improve the accuracy of its existing system

## Solution

 Lotus Forms software deployed with WebSphere Portal, IBM Content Manager, IBM DB2<sup>®</sup> Document Manager, IBM Tivoli<sup>®</sup>, WebSphere and Lotus Domino software integrated with the existing Anite back-end system

## **Business value**

- Leverages the existing investment
- Based on open XML standards, simplifies document development and storage
- Ease of integration with core Anite system
- IBM is recognized as a trusted vendor
- Solution quickly deployed and providing high value





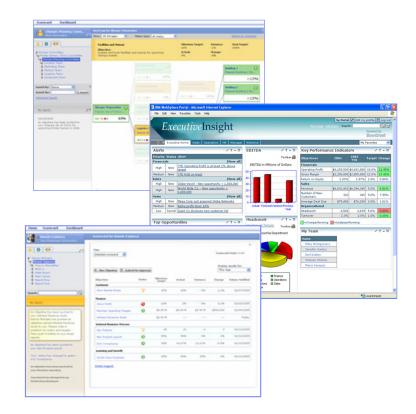
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# Dashboard mashups for running the business

- Drive alignment around a common, visible set of performance goals
- Automate today's manual or resourceintensive processes with personalized, graphical user interface (UI) tailored to each job role
- Access performance information wherever it resides with integrated, real-time views
- Take action—intuitive views enable proactive response to issues via collaboration and workflow integration
- Cut costs using rapid assembly tools that can dramatically cut the time, cost and skills required to build dashboards

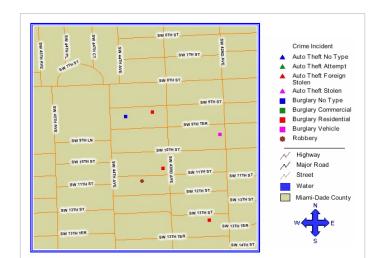


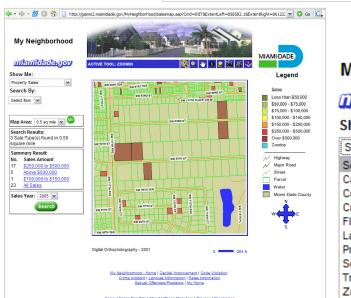




# Miami-Dade "My Neighborhood"

- Most popular portlet on Miami-Dade
- Portlet-based map interface
  - Integration with back-end databases
  - Police
  - Tax
  - Government
  - County (railroad, roads, etc.)
  - Census reports





# My Neighborhood

#### Show Me:

Select Item
Select Item
Capital Improvement
Code Violation
Crime Incident
Flood Zone
Landuse Information
Property Sales
Sexual Offender/Predator
Transportation Improvement
Zoning Information



# **Dashboard KPI catalog**

#### Vertical: industry

- Automotive
- Local government
- Banking
- Insurance
- Manufacturing

#### Features

- Configurable portlets display more than 150 best practice key performance indicators (KPIs)
- Built on flexible automation framework and SOA
- Leverages portal communication and collaboration
- Includes sample alerts
- Applies filtering techniques
- Demonstrates browser-based configuration capabilities
- Includes sample users and roles, HTML, style sheets, setup scripts, data definition files, etc.

#### Horizontal: line of business

- Executives
- Sales
- IT
- Finance





#### Prebuilt dashboard services

(**portlets**) to accelerate deployment of specific dashboard solutions



# Customer examples—dashboards



	Гуре	Major benefits
<b>Trans</b> Alta <sup>°</sup>	Real-time emissions dashboard	<ul> <li>Significantly improved productivity, plant operations and regulatory performance</li> <li>Enables proactive operations management and problem resolution</li> </ul>
Abbott Pharmaceutical Products Division	Sales performance dashboard	<ul> <li>Productivity: easier to access and interpret the data and trends through graphical UI</li> <li>Higher information quality, enhanced through the online audit and approval process</li> </ul>
TRANSMONTAIGNE	Sales and customer reporting dashboard	<ul> <li>Increased revenue, improved decision making, increased operational efficiencies</li> <li>Speed: existing Report Program Generator (RPG) developers able to learn and deliver dashboard in three weeks</li> </ul>
BOLIDEN	Balanced scorecard dashboard (pilot)	<ul> <li>Aligned performance management</li> <li>Boosts employee productivity and enables quicker, more targeted decision making</li> </ul>

## platform that supports a wide range of portal projects

IBM<sup>®</sup> Enterprise Suite Accelerator offering

 Improves operating efficiencies, increases productivity and helps improve revenue generation

Designed for companies that want the

benefits of a comprehensive portal

- Includes:
  - IBM Lotus Forms software
  - IBM<sup>®</sup> Dashboard Accelerator offering
  - IBM<sup>®</sup> Content Accelerator offering
  - IBM<sup>®</sup> Collaboration Accelerator offering
  - IBM Lotus Expeditor software

IBM Enterprise Suite Accelerator offering can be used to develop comprehensive portal applications, similar to W3 SOA implementation from IBM.









## Electronic forms (Lotus Forms capabilities) Where process automation begins...

- Web 2.0 eForms act as a human interface
- Zero-footprint browser-based forms extend business processes outside the firewall without requiring additional software
- Based on open standards and XForms:
  - Speeds data integration with more than 40 data sources
  - Complies with industry standards: ACORD
- Enhanced JavaScript API, additional signature support, precision printing, more rapid form design, IBM System i<sup>™</sup> technology
- Delivers tight integration with IBM WebSphere Portal and IBM Lotus Notes<sup>®</sup> and Lotus Domino<sup>®</sup> 8 software to enhance return on investment and provide single point of service for customers and partners

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#### Faster, easier and scalable Web 2.0 forms

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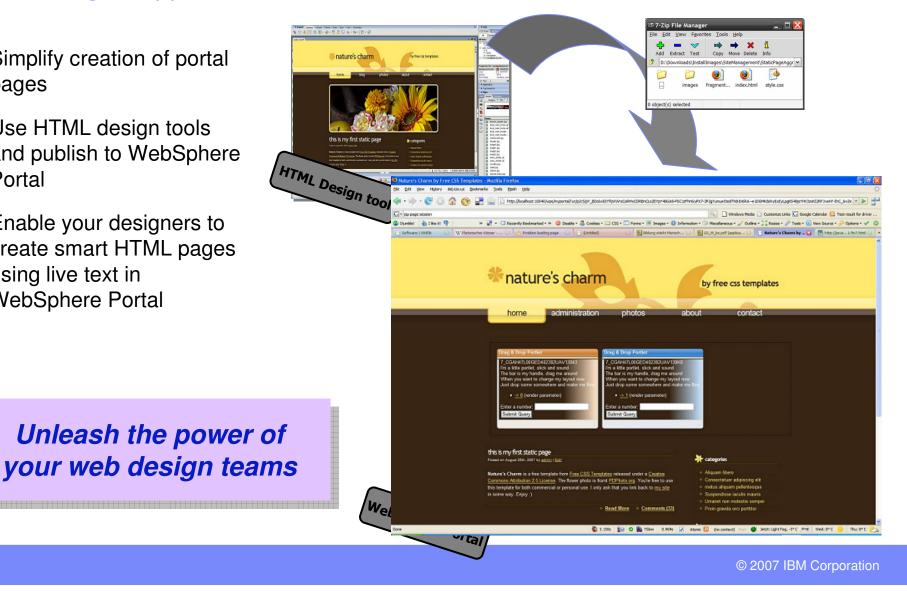
# **Download Assets portlet**

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Administration     WebSphere Portal       Welcome     ▼       ▼ Portal User Interface     Downloa       Manage Pages     Downloa       Theme Customizer     Downloa       ▼ Access     Users and Groups       Users and Groups     You can r       Resource Permissions     gathered it	dministration       Search       More       wpsadmin       Edit My Profile       Help       Log Out         ad Configuration         oad Configuration         equest that the assets you have configured and customized in your personal portal site be into a package for you to download for future use in another WebSphere Portal instance. This nclude navigation and page layouts, theme styles, and authored content.
Done	Automatically added to new site admin pages, so it is only available to the VP Admin. However, could be put anywhere, such as a hidden page that the VP Admin is redirected to if a trial period has expired (for example).



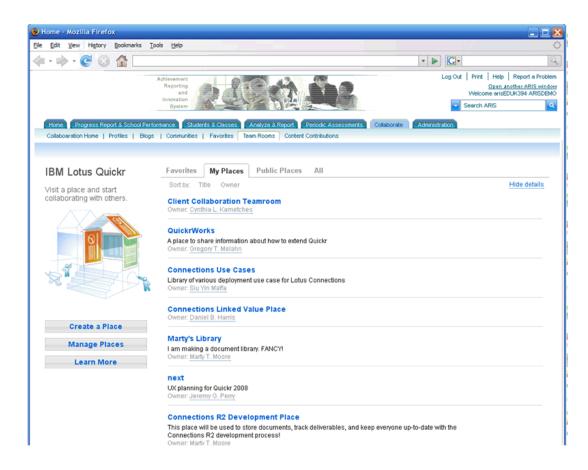
# Respond quickly to new business opportunities **HTML** Page Support

- Simplify creation of portal pages
- Use HTML design tools and publish to WebSphere Portal
- Enable your designers to create smart HTML pages using live text in WebSphere Portal





## Respond quickly to new business opportunities Web Application Integrator – Available on the Portlet Catalog Today



- Simplicity of iFrames without the drawbacks – No double header or dual navigation
- HTML <script> tag executes and can "inject" markup for portal navigation, launch menu, and page breadcrumbs into web app
- Clicking on any Portal specific navigation tab will take you back into Portal. Clicking on any Portal URL page tab will hit the underlying URL.

## Any web application can display and make use of Portal navigation

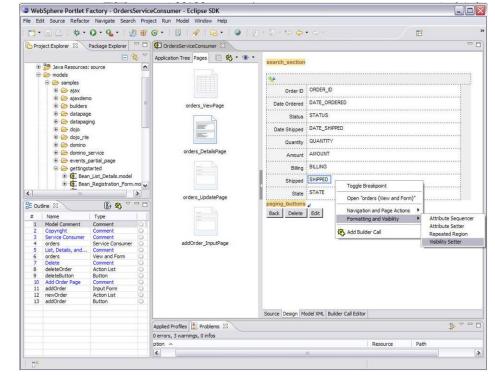


# Respond quickly to new business opportunities

*IBM® WebSphere® Portlet Factory* is an application and portlet creation environment that <u>simplifies</u> & <u>accelerates</u> the development, deployment, maintenance and reuse of custom SOA-based portlets – including **SAP**, **Domino**, **PeopleSoft**, **Siebel** and **Web Service** portlets

## New in Portlet Factory v6.1

- Visual editing capability speeds portlet construction
- Preview how portlets will be rendered on a portal page
- Better Debugging Support
- Improved Builder Selection interface/navigation
- Includes integrations of Lotus products and IBM Accelerators
  - Lotus Forms builder
  - REST support for Quickr & Connections
  - WebSphere Process Server integration sample
  - Expeditor/Notes 8 support
  - Portal Content Repository builder





# Allmerica Financial/Citizens Hanover

#### Company Profile

- Mid-sized Insurance and Financial Services company
- Distributes through independent Agents
- Challenges
  - Focus on improving operation efficiencies Policy Sales, Claims Processing, and Call Center
  - Provide better access to Management Info
  - Programmers with minimal exposure to J2EE, Java languages and HTML
  - Need to integrate numerous disparate legacy systems
     Mainframe, Unix, Microsoft, and Web applications
- Results
  - Delivered Agent Portal to 2,000 agents on time and on budget
  - Saved \$1M in development costs
  - •75% faster time to market

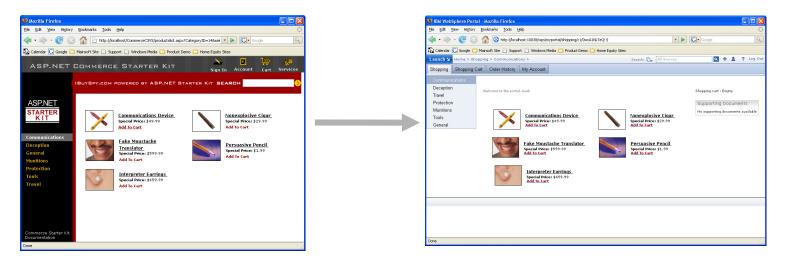
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"Portlet Factory saved \$1 million in development costs. The technology enabled us to build the portal in four months, whereas using API technology would have taken about 16 months."

Mike Clifton, Vice President of IT, Allmerica Insurance

# Mainsoft: .NET Applications Run on WebSphere Portal

- .NET designer allows C# and Visual Basic developers to create and integrate ASP.NET applications into WebSphere Portal, without having to learn Java.
- .NET developers can also access WebSphere Portal Services to deliver a complete Portal implementation.
- End user experience is seamless across .NET and Java.



Integrate a ASP.NET store front into WebSphere Portal.



# Thank you!

Learn more and view demos at...

ibm.com/websphere/portal