WebSphere Portal 6.1 JumpStart

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Speaker Introduction

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Session Disclaimer

- This is a Portal 101 Overview, not a technical deep dive
- Know what is there, ask the right questions
- Most topics will be covered in more depth throughout the day
Agenda

- Basics & Business Benefits of WebSphere Portal
- WebSphere Portal Architecture and Components
- Installation and Administration
- Integration Approach
- Portlet Development and Standards Support
- Portal Features
- Additional Information and Resources
- Q & A
Agenda

✓ Basics & Business Benefits of WebSphere Portal
  ▪ WebSphere Portal Architecture and Components
  ▪ Installation and Administration
  ▪ Integration Approach
  ▪ Portlet Development and Standards Support
  ▪ Portal Features
  ▪ Additional Information and Resources
  ▪ Q & A
What is a Portal

A portal is a single point of personalized interaction with the applications, content and processes, for the user
Exceptional Web Experiences
One Platform
Many Different Business Needs

Employee and Manager Self Service

Partners

Customer Experience
Why do business bring portals into the picture?

1. To manage integration complexity (transactional, flexible, wide variety)
2. To craft an exceptional user experience (personalized, community-based, content-driven, process-driven)
3. To securely reach outside the firewall (including anonymous users)
4. To scale (people, devices)
5. To build a platform for reuse
WebSphere Portal: The Front End of SOA

Portlets are the natural way for users interacting and understanding enterprise “Services”. Portlets are user facing business services.

Order Inventory Service

Service can be a single service or composite service.
Lufthansa.com offers a personalized experienced for Lufthansa customers all over the world.
Every day bookings to the amount of 2 million Euros are sold via lufthansa.com

Key Facts of www.lufthansa.com

- 2,642,535 bookings / plus 32% in 2007
  - 2,328,091 Standard-Booking
  - 314,444 Award-Booking
- In October `08 the total booking entries already exceeded the booking entries of 2007.
- 1.1 Billion pageviews in 2007
- Average of 35 page views per second (September 2008)
  -> Within an outage of one minute 2000 visitors will be rejected.
Lufthansa.com is based on a modular portal architecture with reusable portlets at its heart.

The Lufthansa.com portlet catalog is an ever-growing list of functional modules that can be placed on any portal page in any of the featured portal sites as needed:

- Kosa-Passinglane-portlet
- Kosa-AdditionalPassinglane-portlet
- Kosa-Email-portlet
- Kosa-OIdFlightManager-portlet
- Kosa-KeyVisual-portlet
- Kosa-Subnavigation-portlet
- Kosa-Flightmanager-portlet
- Kosa-Booking-portlet
- Kosa-Award-portlet
- Kosa-Bookinglist-portlet
- Kosa-ProfileUpdate-portlet
- Kosa-Content-portlet
- Kosa-LoginIndirect-portlet
- Kosa-LoginDirect-portlet
- Kosa-ForgottenPassword-portlet
- Kosa-MemberGetsMember-portlet
- Kosa-Quicklinks-portlet
- Kosa-Enrollment-portlet
- Kosa-MamAccount-portlet
- Kosa-ForgottenPin-portlet
- Kosa-ChangePassword-portlet
- Kosa-CheckIn-portlet
- Kosa-ChangePin-portlet
- Kosa-UserInfo-portlet
- Kosa-LoginBox-portlet
- Kosa-ArrivalDeparture-portlet
- Kosa-TimeTable-portlet
- Kosa-MAMSearch-portlet
- Kosa-BuyMiles-portlet
- Kosa-LHResSearch-portlet
- Kosa-LoungeSearch-portlet
- Kosa-OfficeSearch-portlet
- Kosa-TechSupSearch-portlet
- Kosa-TickTeamSearch-portlet
- Kosa-Feedback_TS-portlet
HSBC: Crafting an Exceptional User Experience

Banners using customer data held in the back-end

Mr Bannister, you can protect your family with our affordable term life plan
  find out how

Under Pressure?
With your own Relationship Manager, sorting out your finances is fast and convenient.
So you can make the most of your free time
  Learn more

Mr Parsons,
you're important to us
so we'd like to offer you your own Relationship Manager
  Learn more about Premier

Mr Hicks,
if you upgrade to Premier
you'll benefit from the advice and insight of your own Relationship Manager
  Learn more about Premier

Mr Hamilton,
as one of our best customers are you making the most of the rewards available to you?
  Show me

Mr Fray,
we're developing new online services exclusively for Premier customers, so we'd really appreciate your feedback
  Go

Explore Trillium’s transformation journey to learn how we are changing for you.

Every one of the 700,000 men, women and children who walk through our doors each year inspire us with stories of courage, perseverance, joy and resounding strength. It’s this power of the human spirit that drives us in our quest to achieve the best possible health outcomes for the people we serve, to explore new and better ways of doing things, and to maximize every available resource. Serving the health care needs of our community is a privilege we take very seriously. And it’s why behind every
IBM WebSphere Portal V6.1: THE Web 2.0 Portal!

- **Exceed user expectations** with latest Web 2.0 features for a richer, more responsive user interface
- **Respond quickly to new business opportunities** with faster, easier and more flexible reuse of Web-based assets and existing IT investments
- **Reduce deployment costs, complexity and maintenance** with more robust site and performance management capability

New Web 2.0 features for increasingly Web-savvy users
Exceptional User Experiences – Web 2.0 UI

Feeds
Search and federation
Tagging and messaging
Navigation and theming
Tooling and builders
Pre-built portlets

Google gadgets
Widgets
Desktop integration
REST services
External content
Mashup components
Integration Excellence
Seamlessly Combine Internal & External Applications/Services

Combined with Web 2.0 & social capabilities, employee intranets & partner extranets help drive better business outcomes
IBM WebSphere Portal 6.1 Offerings

WebSphere Portal Extend
- Instant messaging*
- Team Collaboration*
- Electronic Forms*
  (*Limited entitlements)

WebSphere Portal Enable
- Web Content Management*
- Enterprise Search*
- Process Workflow*

WebSphere Portal Server
- Application Server
- Database
- LDAP Directory Server
- Admin
- Workflow Portlets
- Application Templates
- Cluster Support
- Single sign on
- Search
- Personalization
- Presentation
- Customization
- Application aggregation
- Java Portlet API
- Use of 100’s of portlets
- WSRP support
- Web 2.0 APIs: REST services, CSA, Live Text
- WebSphere Portlet Factory (1 PF Designer per enterprise)

*Limited entitlements
“I need to deliver dynamic, role-based composite applications to the different internal and external audiences within my industry.”

“I need to deliver personalized, online training “just in time” within the context of my employees’ ongoing activities.”

“I need my provide information to many devices and mobile workers, and easily accessing relevant corporate applications”

“I need to increase the value of my website by delivering real-time, personalized data based on user attributes”

“I need to expose business processes in context of the information, applications, and data that line of business needs to make decisions.”

“I need my teams to work together more effectively and efficiently, while easily accessing relevant corporate applications”

“I need to increase the value of my website by delivering real-time, personalized data based on user attributes”
Weaving it All Together with Templates

IBM WebSphere® Portal

WebSphere Portal Core Integration Platform

Industry Templates

Industry Toolboxes offer LOB and Industry templates, assets, and best practices to maximize "Out of Box" value

Accelerators extend functionality to match customer needs and purchase patterns
Templates to Jumpstart Portal Projects

- Industry focus to accelerate solution construction for specific business needs
- Prebuilt Portal Sites contain structure and commonly used components for a target industry.
- Built-in best practices help IT to dramatically speed time-to-market and reduce the cost of deploying portal-based business solutions that span the Lotus portfolio
- Customers, Business Partners and IBM Services can readily configure, customize and extend.
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WebSphere Portal V6.1 Conceptual Architecture
Themes and Skins

Themes

- Colors, fonts, and spacing used on the page
- Consist of cascading style sheets, images, etc.
- Can be applied to any page group

Skins

- Decorations around any portlet
- Each portlet can have a different skin
- Themes and skins can be applied to any group of pages, any time
Page Layout and Navigation

Layout
- Branding elements
- Pages and Navigation
- Each page has its own layout
- Any row/column layout is possible

Page Areas
- Administrators can set up different areas of the page for groups of users
- Areas can be locked or accessible to end users
- Page Administration can be delegated to others
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Installation and Configuration

Options vary in OOB content

- Admin install
- Minimal level of fully functional Portal.
- Admin content, Welcome page, self-provisioning pages.
- Better runtime performance (less apps).
- Targeted for building stack solutions.

Full install

- Full set of applications and features.
- Targeted for evaluators, customers who are interested in the OOB apps.
WebSphere Portal Security

- SSO – Single Sign-On
- Security Admin Portlets
- Greatly improved Security Configuration
- Less steps involved in frequent tasks like switching to LDAP
- Easy to Setup and Use Federated User Repositories
- SPNEGO support (Windows® Desktop SSO)
- Automatically authenticate the user if logged into his desktop
Agenda

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- ❑ Integration Approach
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- WebSphere Portal Roadmap
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Portlets and Integration Approaches

- Out of box Business Productivity Portlets
- IBM WebSphere Business Solutions Catalog Portlets and solutions
- Web site integration tools: Web Clipper Portlet, RSS Portlet
- WebSphere Portlet Factory
- Rational Application Developer
Web Portals + Social Networks: One Exceptional Web Experience
Portal Web 2.0 + Social Networking + Collaboration Tools can leverage out of box portlets
WebSphere Portal
- Out of Box Messaging Portlets
Lotus Quickr: Now Portal’s Default Document Library

- Portal customers are entitled to use Quickr document libraries as Portal’s default document store
- Conversion utilities and resources available between PDM and Quickr
- *Out of box integration portlets*
IBM WebSphere Portal Business Solutions

The leading enterprise portal for On Demand business

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- Provider
- Solutions

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IBM WebSphere Portal Widget Portlet
IBM WebSphere Portal Widget Portlet provides customizable, personalized, and managed access to widgets that are compliant with the iWidget Specification, thus extending the existing capabilities of WebSphere Portal to provide flexible integration with web components, independent of their technology.

Rating: unrated  Popularity: ★★★★★
Provider: IBM
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Developing Portals and Portlets

- Developers, Web Designers and Portal Administrators can work independently when developing and changing the portal.
- Web Designers can develop new Themes and Skins to change the look and feel
- Portal Administrators put it all together by laying out portlets and pages
- One of the main activities is creating portlets
- Some portlets don’t require any coding
- There are several options for developing portlets from scratch
- Best practice is to build your portlet on open standards
IBM WebSphere Portlet Factory

- Delivers SOA applications rapidly without writing Java code
- Simplifies integration with pre-built connectors
- Provides a rich Web 2.0 user experience
- Delivers highly customized role based views from a single code base
- Empowers business users to personalize
Portlet Factory and Dashboard Framework

**Dashboard Framework**
- Ideal for companies that want a composite framework specifically designed for building dashboards
- Alerting
- Charting
- Reusable Design Components
- Business User Configuration
- Common Administration

**Portlet Factory Tooling**
- Ideal for companies that want to build portal-based composite applications and want the maximum level of flexibility
- Rapid App Dev
- Service-oriented architecture
- Integration Extensions
- Profiling engine
Standard Java Portlet API (JSR 168) Simplified

Code once. Deploy and reuse in any portal.

```java
/* Generated Method (_pageDispatcher) */
/* Generated by builder call [bc21] */
public void _pageDispatcher(WebAppAccess webAppAccess)
{
    com.bowstreet.webapp.JSPSupport.dispatch(webAppAccess);
}

/* Generated Method [getFights_PagingGetImage] */
/* Generated by builder call [bc22] */
public String getFights_PagingGetImage(WebAppAccess webAppAccess, String button, String position)
{
    PagingAssistant asst = new PagingAssistant(webAppAccess.getVariables());
    Object pagination = asst.getObject("getFights_Paging");
    String img = button + position;
    if (button.equals("First") || button.equals("Prev") & & asst.hasNextPage())
        img = button + "Disabled";
    if (button.equals("Next") || button.equals("Last") & & asst.hasNextPage())
        img = button + "Disabled";
    return webAppAccess.getVariables().getXmlText("getFights_PagingButtonImages", img);
}
```
Web Services for Remote Portlets (WSRP)
Simplified... very simplified

Server that the portlet is deployed and running on

I'm doing all the work, accessing data, generating and sending content

Working's overrated
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WebSphere Portal Version 6.1 Design Goals

- Improved out of box capabilities
- More flexible management options
- Web 2.0 Extensions
- Enhanced Java and Web Services
- Simplified install and deployment
- WAS 6.1 Exploitation
Defining a Portal Page using HTML

Import your packaged HTML Page, created with the Design tool of your choice, such as Dreamweaver or other web design tools, and select the HTML page to be rendered by WebSphere Portal.
New Site Wizard

Quickly create new Virtual Portals with Portal Sites and customize to suite your needs
Web Content Management

- Authors can perform actions in context
- Actions can be triggered against items referenced in a navigator/menu
- ONLY items the user has access to will be editable
Extend Search to More Search Services

Add your favorite search services to the WebSphere Portal Search Center
Integrate internal (e.g. experts, bookmarks) and external search services
Extending the Capabilities of WebSphere Portal to Mobile Devices

**IBM Mobile Portal Accelerator**

Dynamically adapted and rendered
"Write Once, Render Many"...
Web Portal software from WebSphere

WebSphere Portal software - Powering efficient, innovative organizations worldwide

Portals 101
A portal guide
→ Learn more

Why WebSphere Portal?
New initiatives, industry tools and more
→ Learn more

What are portals?
Web portals allow partners, employees and customers to choose their user experience, with personalized applications based on role, context, actions, location, preferences and team collaboration needs. IBM WebSphere Portal software provides a composite application or business mashup framework and the advanced tooling needed to build flexible, SOA-based solutions, as well as the unmatched scalability required by any size organization.
Learn more

Build and extend your portal business applications
- Enhanced accelerators easily snap on to WebSphere Portal software, helping customers reduce the costs of deploying content, automating business processes, managing performance dashboards and more.
Learn more
- IBM Mashup Center helps IT departments reduce their portal application backlog and improve productivity by empowering line of business, self-
Summary

In this session, we discussed -

- Introduction to Portal
- Portal Overview and Components
- Portal Architecture
- Portlet Development
- Portal Integration Approach
- Portal Features

Get started with Portal!
Additional Information and Resources

- **WebSphere Portal – IBM Site**  

- **WebSphere Portal Business Solutions Catalog**  
  http://catalog.lotus.com/wps/portal/portal  

- **WebSphere Portal Developer’s Zone**  

- **Product Documentation and WebSphere Portal Wiki**  
  http://www-10.lotus.com/ldd/portalwiki.nsf  

- **Education**  
  http://www-01.ibm.com/software/lotus/training/portalofferings.html  

- **WebSphere Portal Blog**  
Thank you!

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Session: WebSphere Portal JumpStart

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Please take a few minutes to fill out the session survey. Thank you