

IBM Portal Strategy

**A single point of personalized interaction
with the
processes, content, people, and applications
for the user.**

Topics:

- Market
- IBM Strategy
- Portal Product
- Futures

Larry Bowden
IBM VP Portal Solutions
Software Group

Typical Portal

SampleHomePage - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Refresh

IBM WebSphere Portal Server June 4, 2001 - 1:13 PM

Home Shopping Favorites Admin Misc

News

The Economist Headlines

[Cruel, or just unusual?](#)
Jun 14 2001 10:27PM GMT

[F... own land...](#)
M GMT

[...go wrong?](#)
M GMT

[The... winners...](#)
Jun 14 2001 9:25PM GMT

Task List

Action	Description	Rec
<input checked="" type="checkbox"/> <input type="checkbox"/>	Credit Request	May
<input checked="" type="checkbox"/> <input type="checkbox"/>	Credit Request	May 5

Documents

My Documents

- [Security White Paper](#)
- [Customer Presentation](#)

these documents for:

Find it

Top Value Returns

CustomerName	Value
Amadeus	9543.60
Canadian Tire	1462.00
COMPU Tech. AG	209315.36

Calendar

Daily Weekly Monthly Yearly Summary

June

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Buddy List

- Doctor Know/WWC Corp
- Jade Kiro/WWC Corp
- Nikol Amidas/WWC Corp

Stock Quote

(NYSE: IBM)

Current price:

Char:

Prior close

Open \$113

High \$113

Low \$113

Volume 804,8

World Business

[China's Shang

Building #2

Billion Chip

Link Back

Done Local intranet

Callouts:

- Organize your workspace
- Manage a task list; search documents and databases
- Work with colleagues in team rooms or chat windows
- Access content and applications
- Work with e-mail and calendars
- Get access from a moible phone

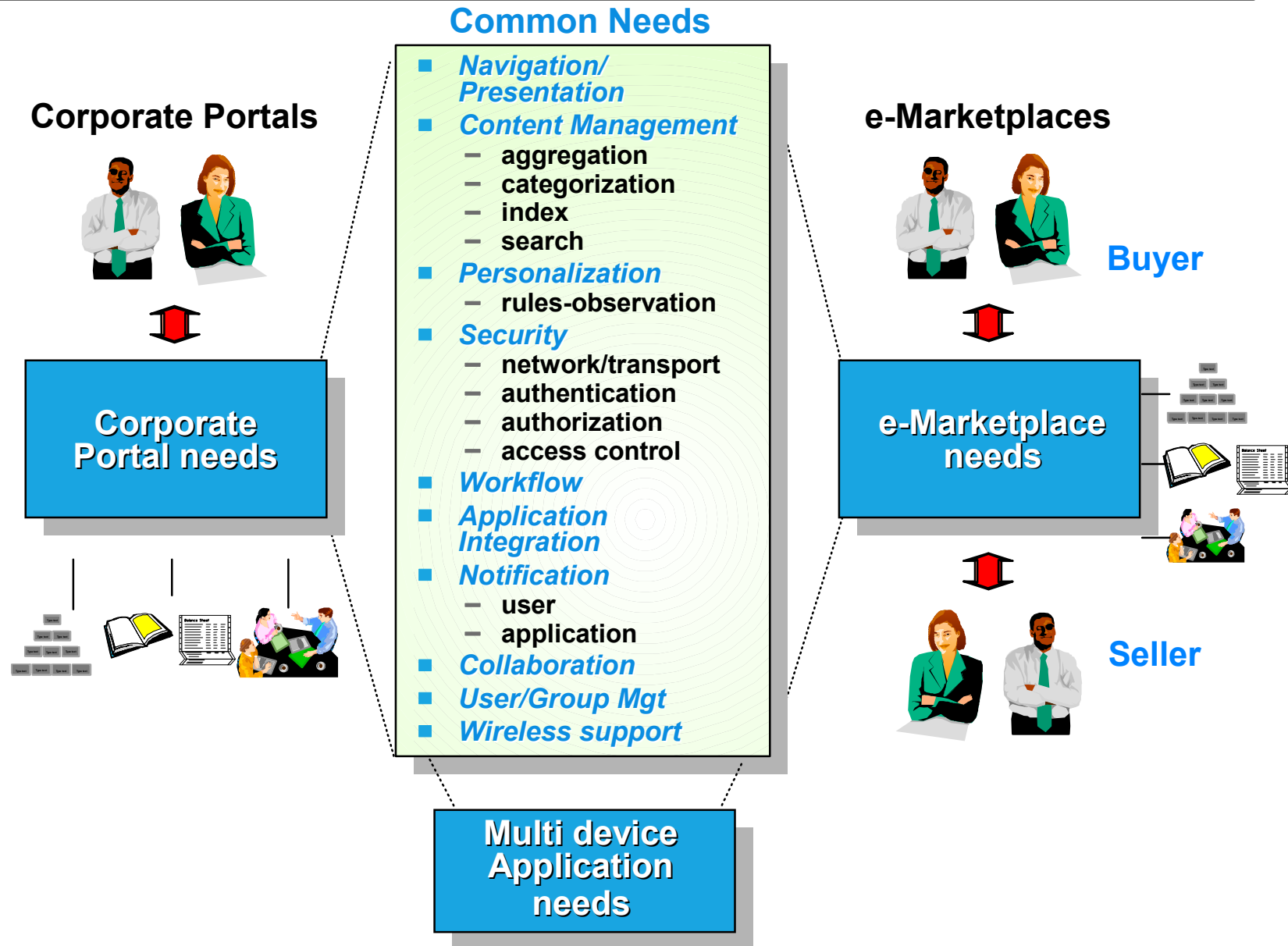
IBM Portal Strategy

Market trends are converging on IBM strengths reinforcing the opportunity for leadership in Portals

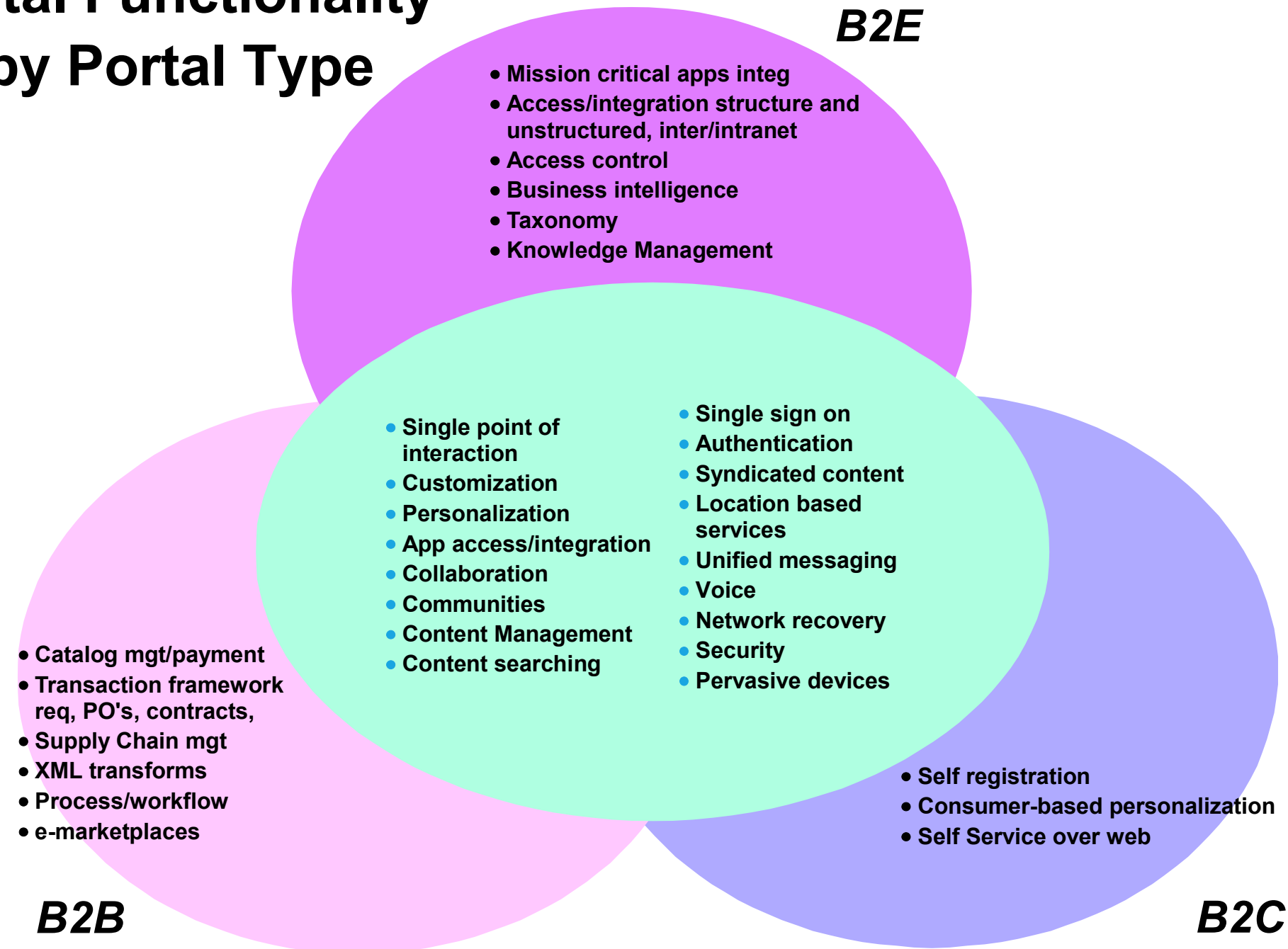
Materializing Portal Trends

-) Exploitation of Web Application Server
-) Industry rush to J2EE stds
-) Increasing value in application integration, process integration
-) Move from UI to Back End integration recognized as differentiator in Portals
-) Portal Market maturing into e-business platform
-) App vendors have price control. Function naturally progresses down into app server. (BEA and IBM)
-) Convergence of B2E, B2B, B2C drives scale/reliability/perf needs
-) Functional evolution are IBM strengthsCollaboration, Knowledge Management, Workflow/process int, Wireless, etc

Common Requirements Across Portal Types



Portal Functionality by Portal Type



B2E

- Mission critical apps integ
- Access/integration structure and unstructured, inter/intranet
- Access control
- Business intelligence
- Taxonomy
- Knowledge Management

- Catalog mgt/payment
- Transaction framework req, PO's, contracts,
- Supply Chain mgt
- XML transforms
- Process/workflow
- e-marketplaces

B2B

- Single point of interaction
- Customization
- Personalization
- App access/integration
- Collaboration
- Communities
- Content Management
- Content searching

- Single sign on
- Authentication
- Syndicated content
- Location based services
- Unified messaging
- Voice
- Network recovery
- Security
- Pervasive devices

- Self registration
- Consumer-based personalization
- Self Service over web

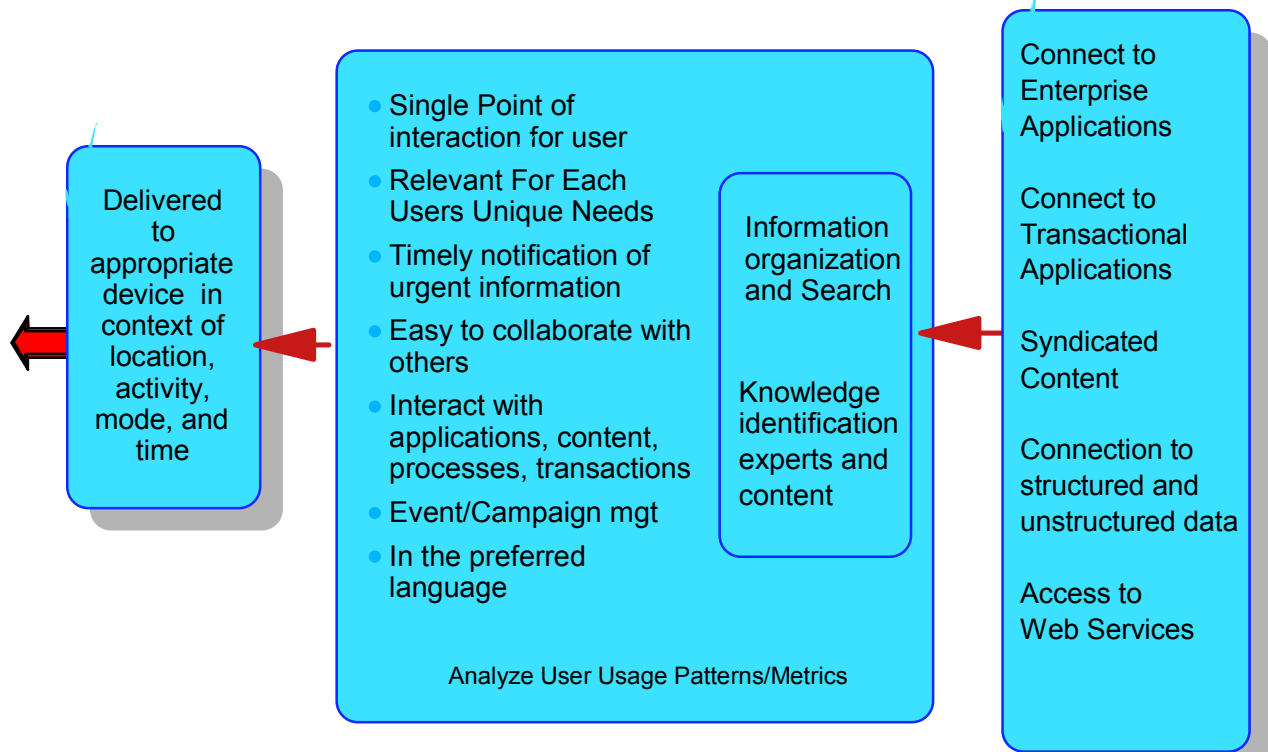
B2C

Create the Experience and Extend its Reach



Voice
Touch pad
Keypad
Mouse

- employee
- customer
- partner



Reach

Creating the Experience

Users means of interacting

Across Wired and Wireless Networks

In context to situation

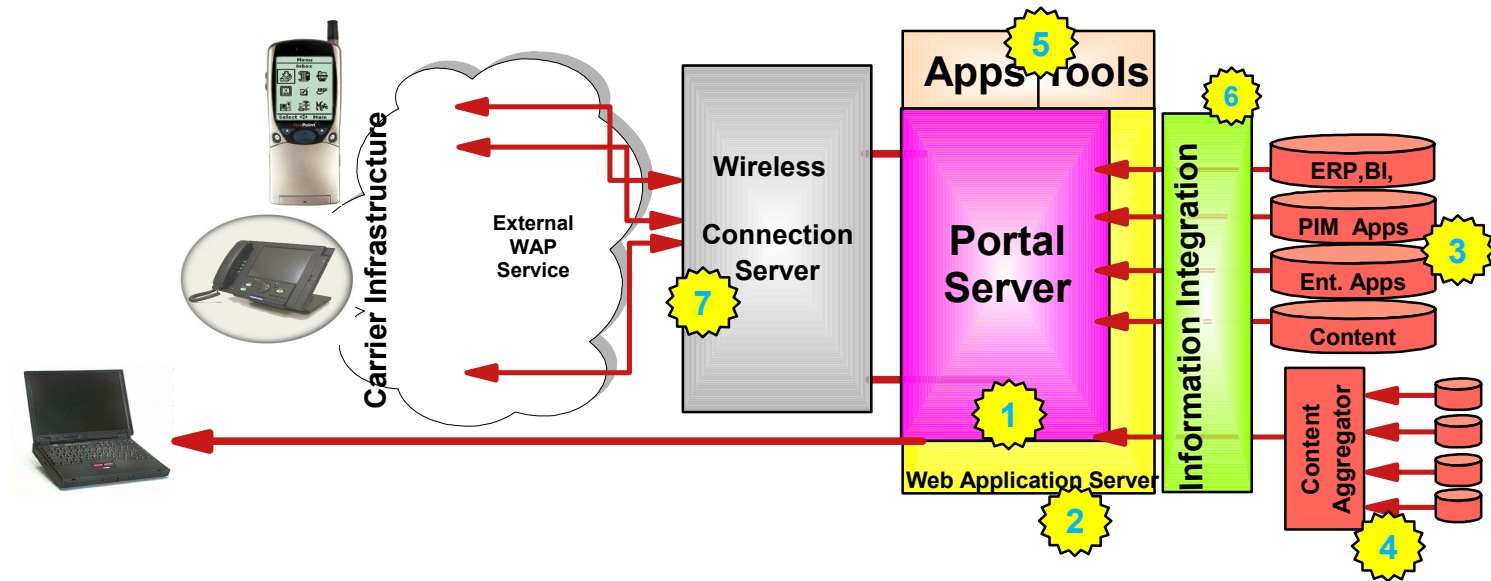
Collaborate Inform Process Learn Community Commerce

Analysis of Value and use

Applications and Content

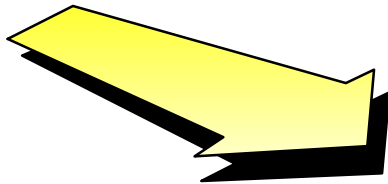
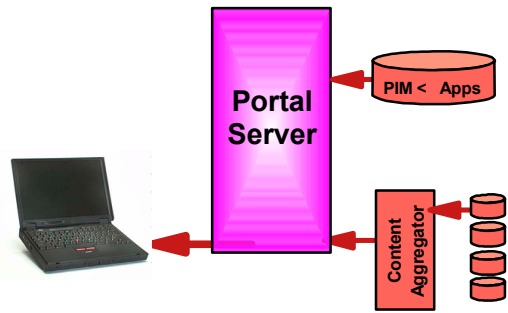
Changes by situation

IBM Portal Strategy



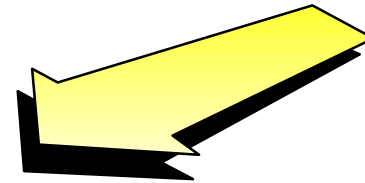
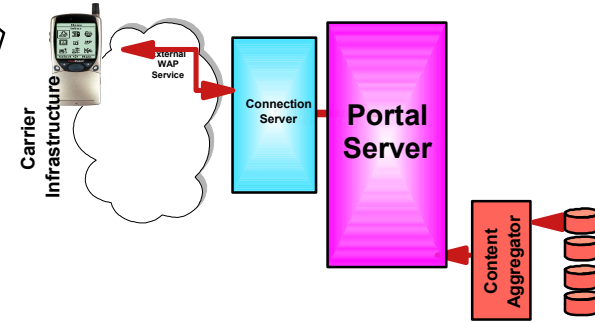
- 1** Portal Framework: Presentation, Core services, (Authorization, SSO, Personalization, Collaboration, Search, Group Mgt, Admin, Usage Analysis, etc)
- 2** Application Server: Standards Based Platform, Scaleability, Reliability, etc,
- 3** Enterprise Applications, Legacy and New
- 4** Content Aggregation, Syndicated Services
- 5** Application Development tooling: Integrators, Eclipse
- 6** Knowledge Management, Content Categorization, Mining, Contextual analysis
- 7** Pervasive Support - Connection Server, Transcoding, Translation Services, Location Based Services,

Simple Portal



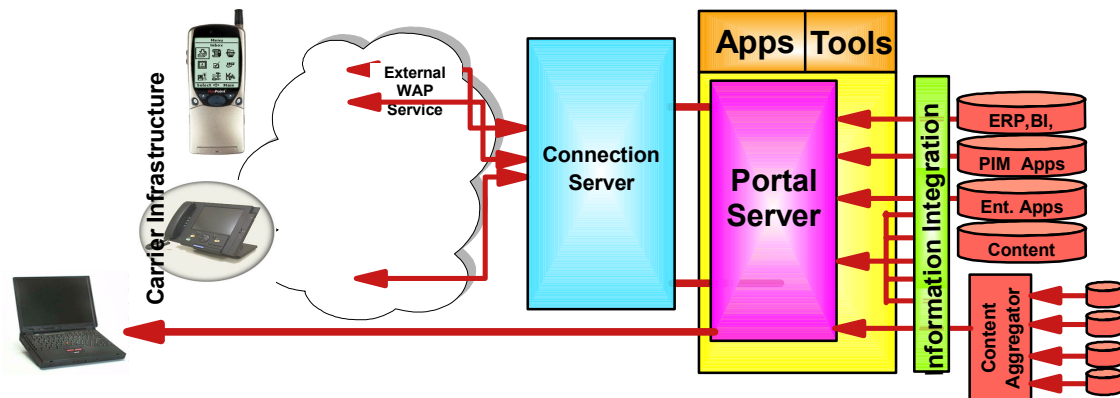
Simple Portal

Simple install, set up,
desktop/device options,
pluggable core components,
flexible/editable data
organization models



How can the system
grow and how
does it fit into
IBM's overall
Portal Strategy

Full pervasive support, more
Web Application Server
exploitation, tooling, extended
content access, application
integration, information
integration and analysis, etc



Even a small scale Portal can have a dramatic effect!

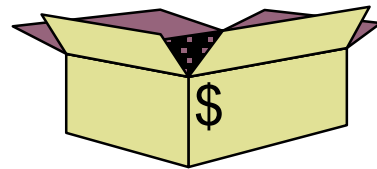
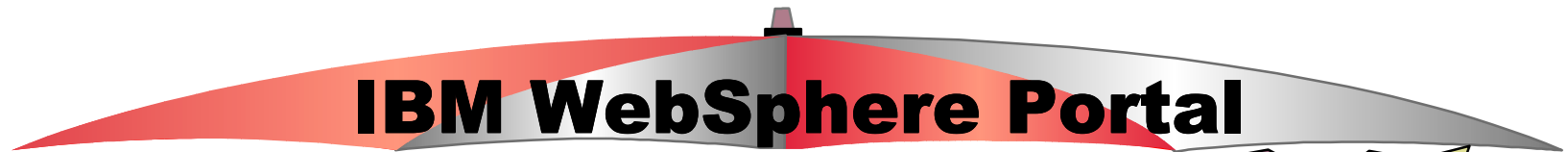
Article in InformationWeek
By Steve Konicki

The New Desktop: Powerful Portals

A new wave of software has helped the concept of in-house portals evolve into something essential

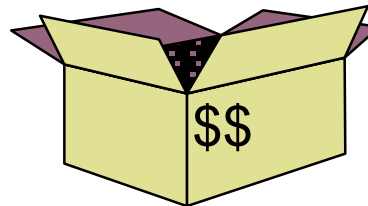
Hewitt Associates in Lincolnshire, Ill., a human-resources outsourcing company, is saving \$8 million annually and providing 75% faster responses to client requests for benefits information after implementing the IBM Enterprise Information Portal, says Helen Tipton, Hewitt's ContentConnect product manager. The portal serves as the primary desktop for about 500 employees, and the company is studying ways to make it useful to as many as 11,000 employees worldwide, says Heidi Self, a Hewitt IT manager.

IBM's Offerings Today



**WebSphere Portal
Enable**

- Web Application Server
- Portal
 - Presentation Services
 - Portal Framework Services
 - Portlets
- Personalization
 - Business Rules Engine
 - Recommendation Engine
- LDAP Directory
- Database



**WebSphere Portal
Extend**

+

- Integrated collaborative services
- Instant Messaging
- Realtime team collaboration
 - discussion, documents, tasks
- Distributed, heterogeneous search broker across disparate data sources
- Web usage analysis tools

+



**WebSphere Portal
Experience**

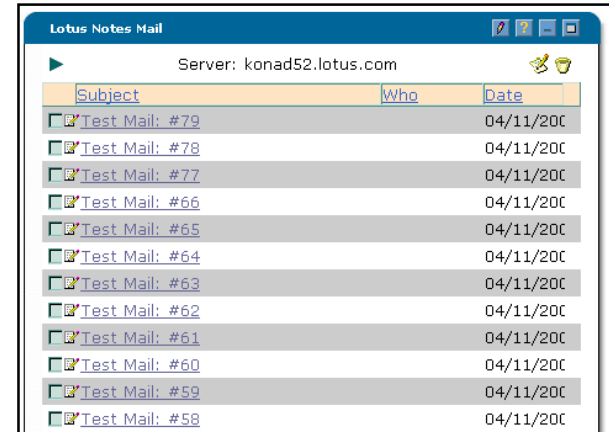
- e-meetings
- Application sharing
- White boarding
- off-line team collaboration
- Security Management
- Management of large collections of
 - Images
 - Audio
 - Video
- Data transforms

IBM Strategic Alliance Program



Collaborative Services

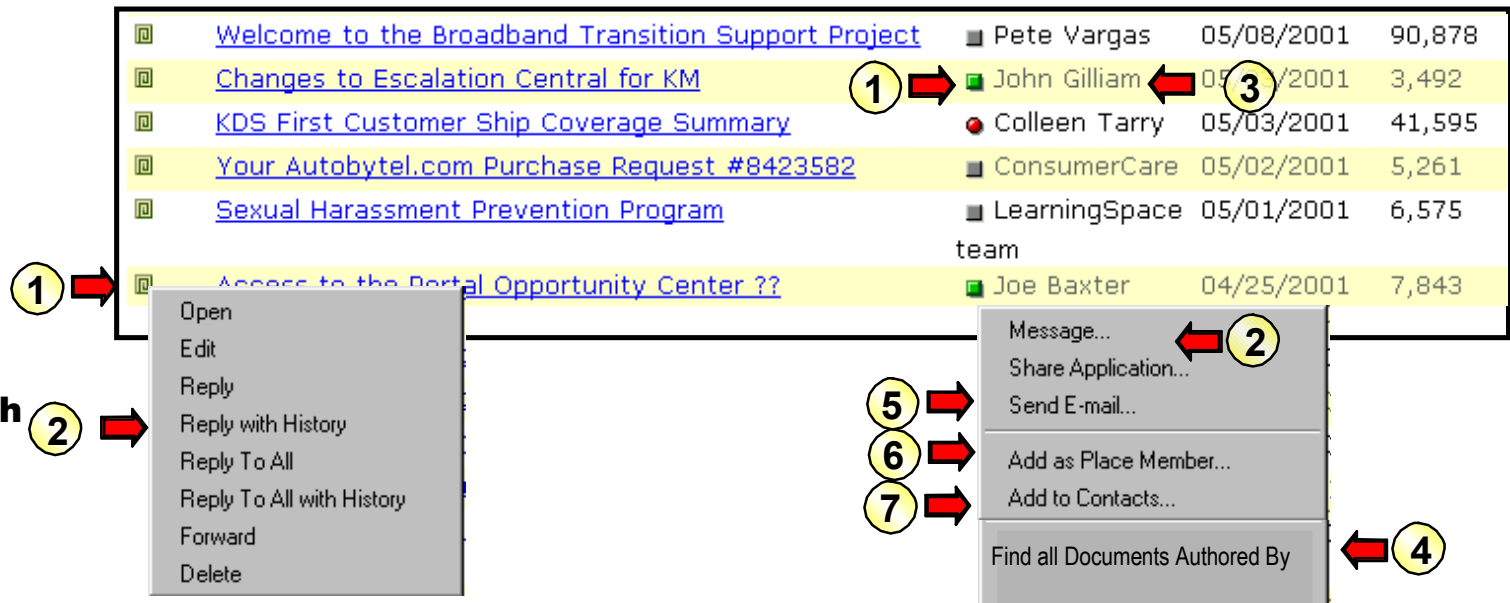
- ▶ **Standard Portal**
 - ▶ **Portlet Access Views for Mail, Calendar, To Do's**



▶ Collaborative Services for WebSphere Portal

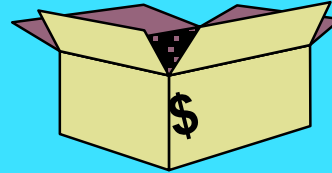
- ▶ **Sametime Awareness**
- ▶ **Chat, Audio, Video, Share**
- ▶ **Expertise Profiles**
- ▶ **Docs Authored By**
- ▶ **Send Mail**
- ▶ **Add as place member**
- ▶ **Add to contacts**
- ▶ **Documents Workflow**
- ▶ **Sametime Meetings**
- ▶ **Content Metrics / Search**

Mail Portlet with Collaborative Services Integration

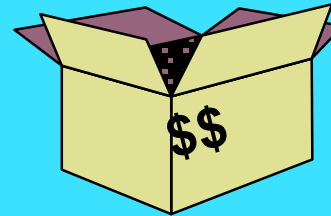


IBM WebSphere Portal

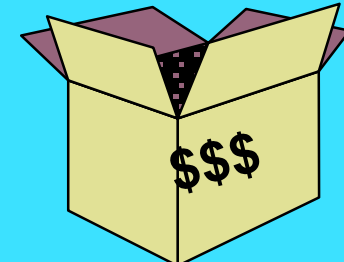
Core Offerings



WP
Enable



WP
Extend



WP
Experience

Additional extension examples

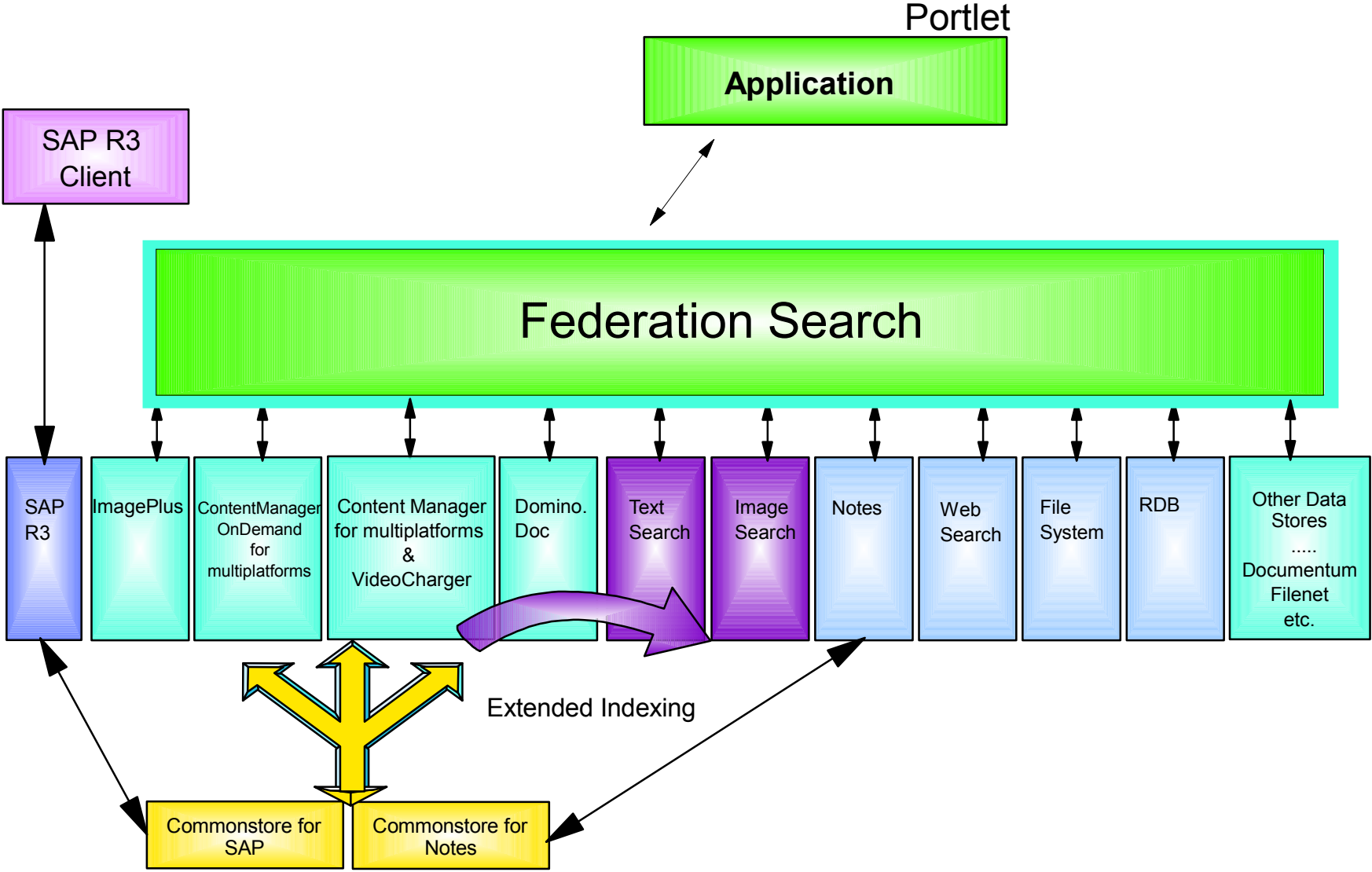
- WebSphere Everyplace Offerings
 - Wireless network and services
- Enterprise Information Portal (Ent Info Integrator)
 - Structured and unstructured data & federated search and analysis
- WebSphere Host Publisher
 - Legacy application integration
- WebSphere Edge Server
 - Caching for responsiveness for large distributed deployments
- Discovery Server
 - Expertise, Content affinities, metrics
- Backweb
 - offline portal user support
- Partners, Partners, Partners

WebSphere Everyplace Suite

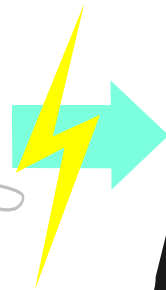
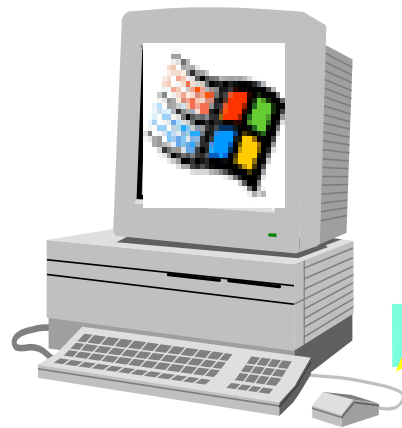
Functional Description

- **Subscription Management**
 - ▶ Self and Central Provisioning
 - ▶ User and Group Access
- **Device Management**
 - ▶ Initial Configuration
 - ▶ Inventory
 - ▶ SW Distribution
 - ▶ Backup/Recovery
 - ▶ Error Notification
 - ▶ Remote Monitoring
 - ▶ Problem Determination
- **Application Management**
 - ▶ Server-to-server distribution/restore
 - ▶ Access Control
 - ▶ User/Device/Group Customization
 - ▶ Monitoring & Control
 - ▶ Problem Determination
- **Security**
 - ▶ Authentication
 - ▶ Devices, Users, Groups, Apps
 - ▶ Privacy
 - ▶ Data Integrity
 - ▶ Stored / In Transmission
- **Data Synchronization**
 - ▶ User Data consistent with Server Data
- **Content Adaptation**
 - ▶ Transcoding to fit device and network
 - ▶ Allow for user preferences
 - ▶ Consider Application Characteristics
- **Network Connectivity**
 - ▶ non-IP protocols supported
 - ▶ WAP, i-mode
 - ▶ wireless, wireline
- **Customization Toolkits**
 - ▶ end-user subscription dialogs
 - ▶ user home or 'rest' page
 - ▶ billing records
 - ▶ security mechanisms
 - ▶ content adaptation schemes
- **Interface to Business Functions**
 - ▶ event driven
- **Billing**
 - ▶ reflect user activity

Federated Search and Access



The Next Business Challenge: Language Transparency

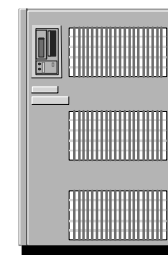
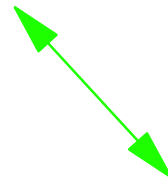


**Customer support needs
German speakers who
knows our product**

- There is a language barrier
 - Barrier to business
 - Barrier to communications
 - Barrier to customers

**30% of your web traffic is
coming from overseas.
quite often they are leaving
without buying**

- 250 Million people from 124 countries on the Web
- 80% of the Web is in English
- 20% of the web is in 70 different languages



**The e-mail from
your distributor is
in Italian**

- 2 Billion e-mails a day over the net.

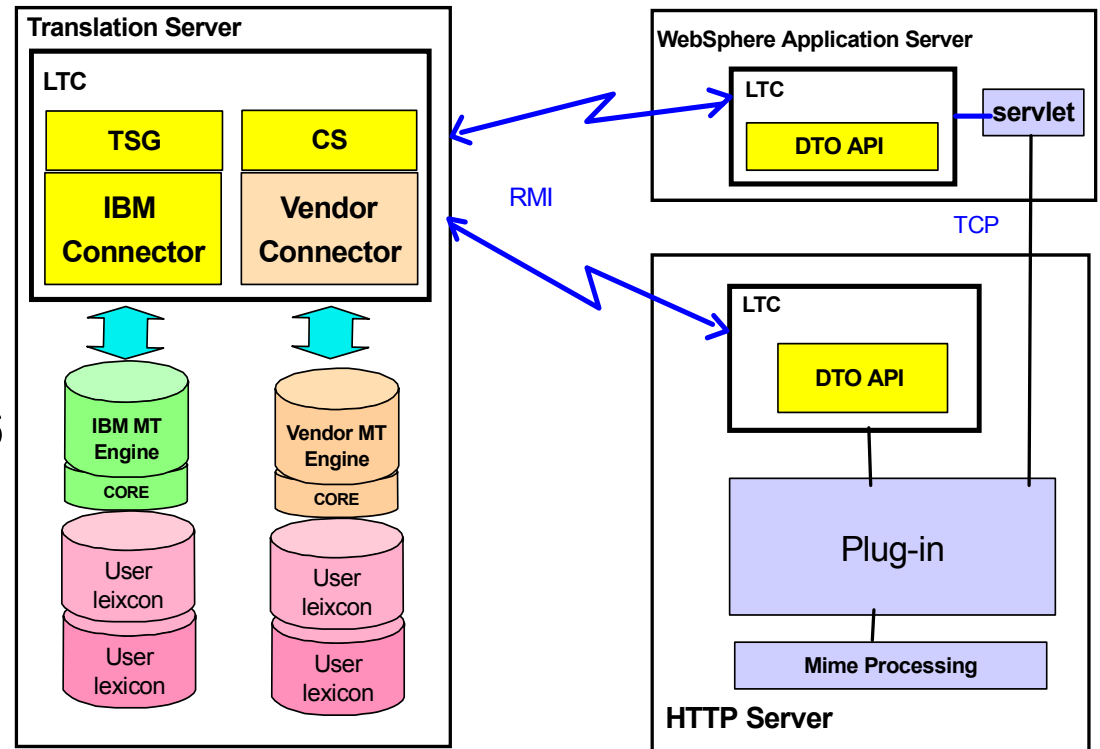
LTC

- ✓ WAS
- ✓ Domino
- ✓ Sametime

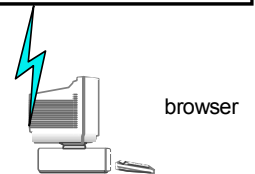
Filters

- ✓ Apache 1.3.6 and 1.3.12
- ✓ IBM HTTP Server 1.3.6 and 1.3.12
- ✓ Microsoft IIS 4.0
- ✓ Netscape iPlanet
- ✓ Enterprise Server 4.1

WebSphere Translation Server Runtime Architecture



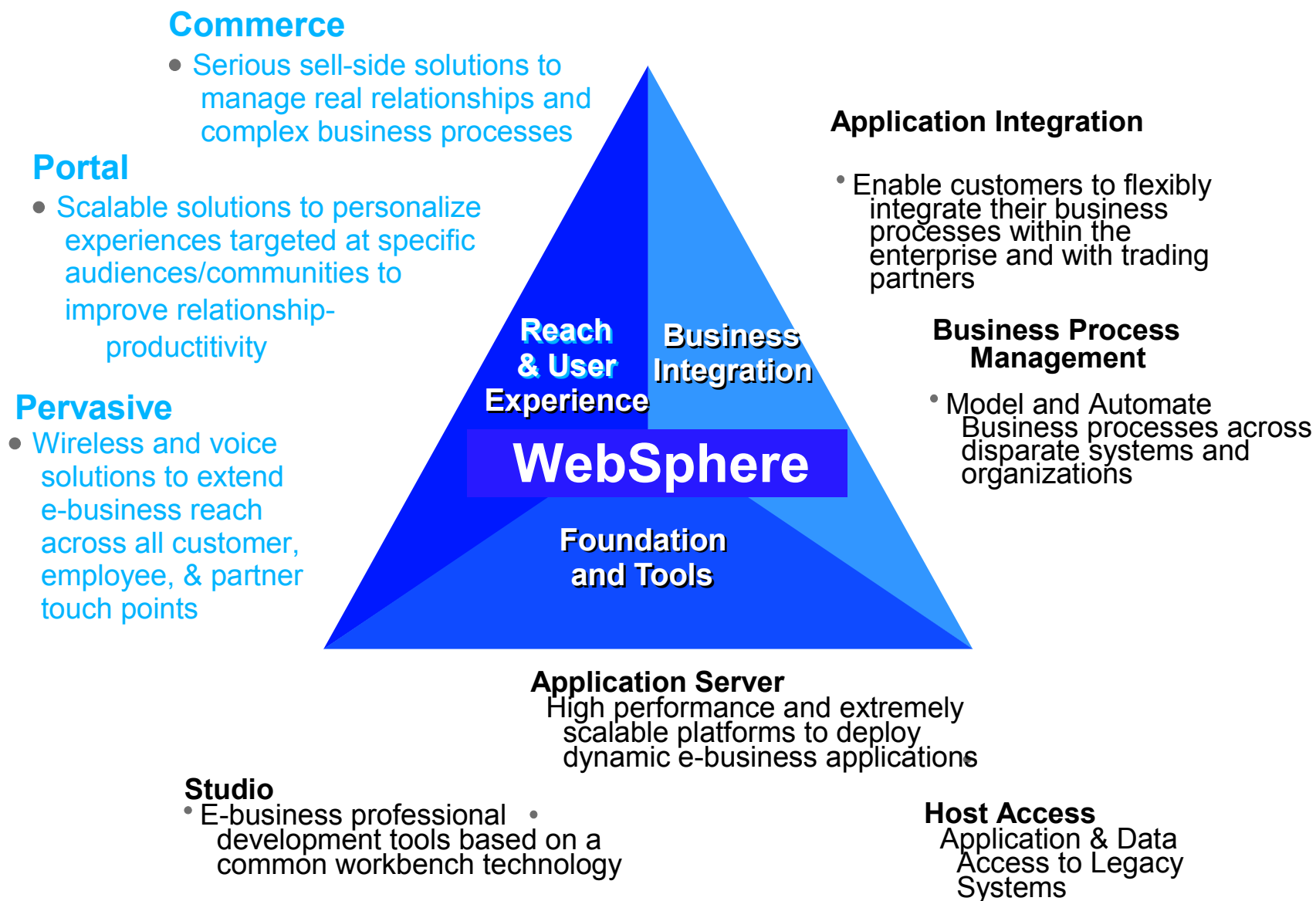
WTS = WebSphere Translation Server
TSG = Translation Services Gateway
CS = Core Services
DTO = Distributed Translation Object
LTC = Linguistic Translation Component



WebSphere Translation Server for NT, AIX, and Solaris

Language	Availability	Reverse
English -- French		
English -- Italian		
English -- German		
English -- Spanish		
English > Japanese		Q1 2002
English > Chinese (traditional)		Q1 2002
English > Chinese (simplified)		Q1 2002
English > Korean		Q3 2002

WebSphere Portfolio

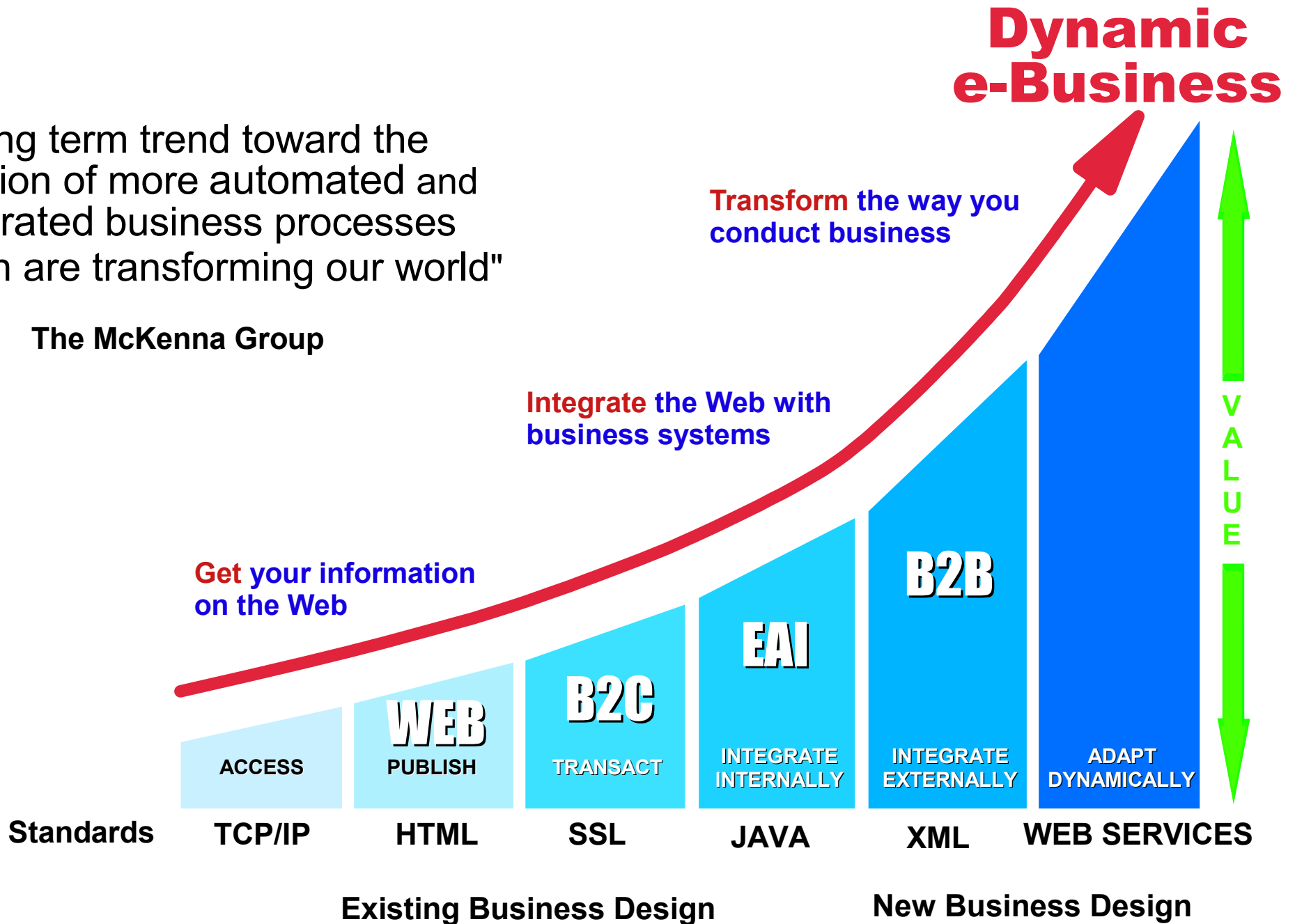


Evolution of e-Business:

Business Value Driven by Open Standards

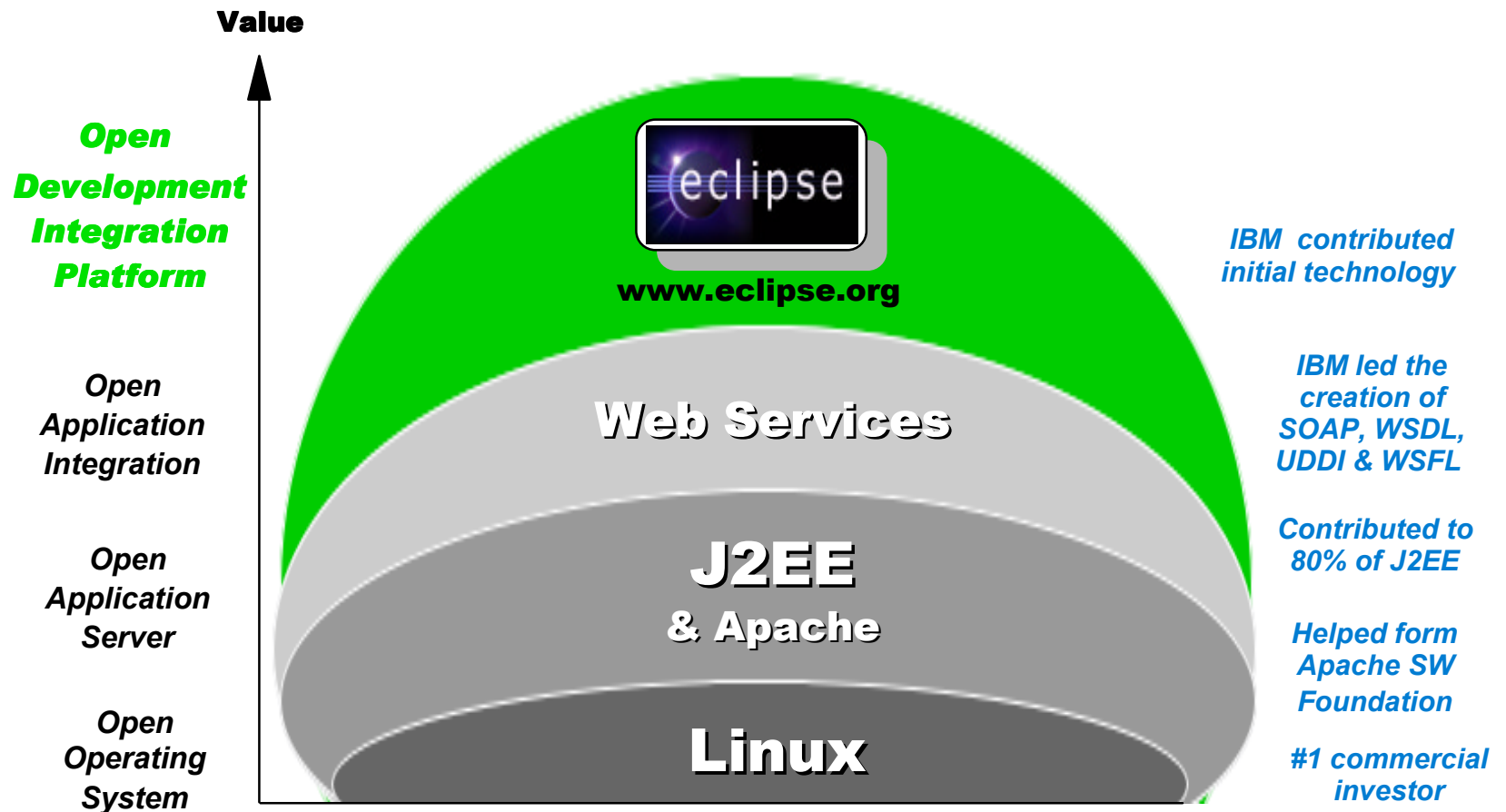
"A long term trend toward the creation of more automated and integrated business processes which are transforming our world"

The McKenna Group



Open Technology Leadership

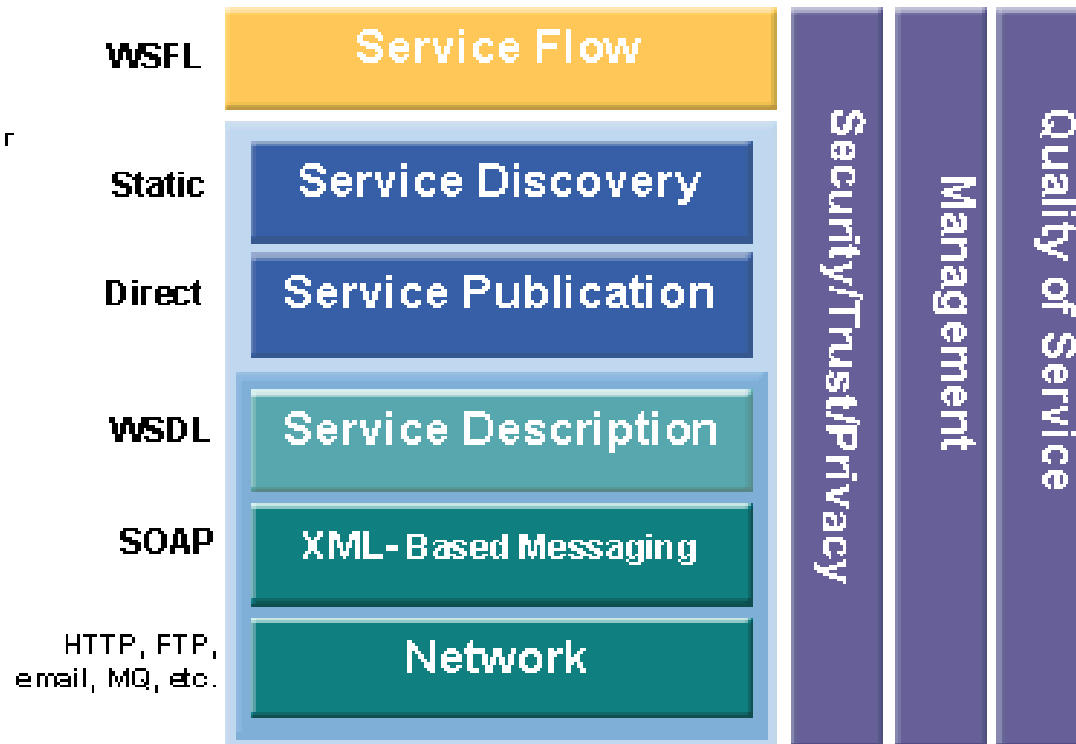
The first integration platform to fully embrace open technologies, adopting the open approach that has been successful for Apache, J2EE & Linux



WebSphere & Web Services

WebSphere is built for Web Services. Only WebSphere offers Application Servers and Integrated Tooling designed with Web Services in mind. IBM is a leader in defining the current and future Web Services standards.

The Conceptual Web Services Stack



Tools, Apps & Links

- ▶ [Global Services Resources](#)
- ▶ [IBM AssetWeb](#)
- ▶ [BMS Portfolio tool](#)
- ▶ [CRM Update](#)
- ▶ [PM Tool Suit](#)
- ▶ [Project Executive Info Center](#)
- ▶ [Quality Assurance Database](#)
- ▶ [Skills and Learning](#)
- ▶ [Global Campus](#)
- ▶ [Americas Procurement Guide](#)
- ▶ [Team Tools](#)
- ▶ [Sometown meetings](#)
- ▶ [Sometown Connect](#)
- ▶ [QuickPlace](#)
- ▶ [Meeting Wizard](#)
- ▶ [Audio/Video Conference](#)
- ▶ [IBM Teamrooms](#)
- ▶ [Human Resources](#)
- ▶ [Contact and Phone list](#)
- ▶ [Forms and apps](#)
- ▶ [Manager services](#)
- ▶ [Your money, health, life, career](#)

Travel and Expenses

- ▶ [EA2000 \(expense reimbursement\)](#)
- ▶ [Expense Account Status](#)
- ▶ [Online Travel Itinerary](#)
- ▶ [Amex online statements](#)
- ▶ [Travel website](#)
- ▶ [Disbursements website](#)
- ▶ [SiteServ \(IBM locations\)](#)
- ▶ [Hertz car rental reservations](#)

Manager Resources



great strategy-focused execution-

e-business principals: Learn the business from people who know it well
▶ [READ](#)

- ▶ **know the business**
[Transition to e-business: km](#)
Front-end kudo; back-end wins
- ▶ **work with my team**
[IBM teams for RubberNet win](#)
Four units execute \$40M deal
- ▶ **apply the tools**
[MyNews upgrade](#)
External news channel content



- ▶ **Business Innovation**
[Transition to e-business: KM](#)
Front-end kudos; back-end wins
- ▶ **Integrated Technology**
[IBM teams for RubberNet win](#)
Four units execute \$40M deal
- ▶ **Strategic Outsourcing**
[MyNews upgrades](#)
External news channel content

Scorecard [EDIT](#) [X](#)

IBM Stock (IBM)
Quoted at: 2:37 PM EST

Current **97.75**
Change **+1.19**
Open 95.50
High 100.30
Low 95.50
Volume 21,200

Symbol Last Change Volume

MSFT	56.18	-0.56	46,312
CSCO	13.82	-1.31	97,986
CPQ	16.30	-0.86	11,324
DELL	24.81	-0.38	45,238

email & Calendar [EDIT](#) [X](#)

[Calendar](#)
[Schedule Meeting](#)

April 2001						
S	M	T	W	T	F	S
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15	16	17	18	19	20	21
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29	30					

- ▶ [To-do list](#)
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[tsb@us.ibm.com](#)
- ▶ [Anuragaran Pandya](#)
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Select: BluePages W3 Keyword Intranet Expertise ibm.com
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- ▶ [Holding the line on call-center sprawl](#)