

Warum ist Mobilität wichtig?

Mobility solutions have strong potential even in a weak economy



All organizations have to do more with less.

Managers are making sales calls, sales people are making deliveries, executives are approving workflows. Rich mobile services enables users to “take their first job along with them to their second job”.

Mobile devices offer cost reduction potential.

A smartphone can cost less to procure and maintain than a laptop or a desktop - especially if the user buys it. Customers are asking: *“Can my workers do their job with just an iPhone or a Blackberry?”*

Responsiveness helps organizations win.

Competition for business is tougher than ever. Organizations that react quickly and respond aggressively improve their odds of success against their competitors.

Exceptional Web Experience für jedes Gerät

Don't make the device conform to your site, your site should conform to the device



Standard web site



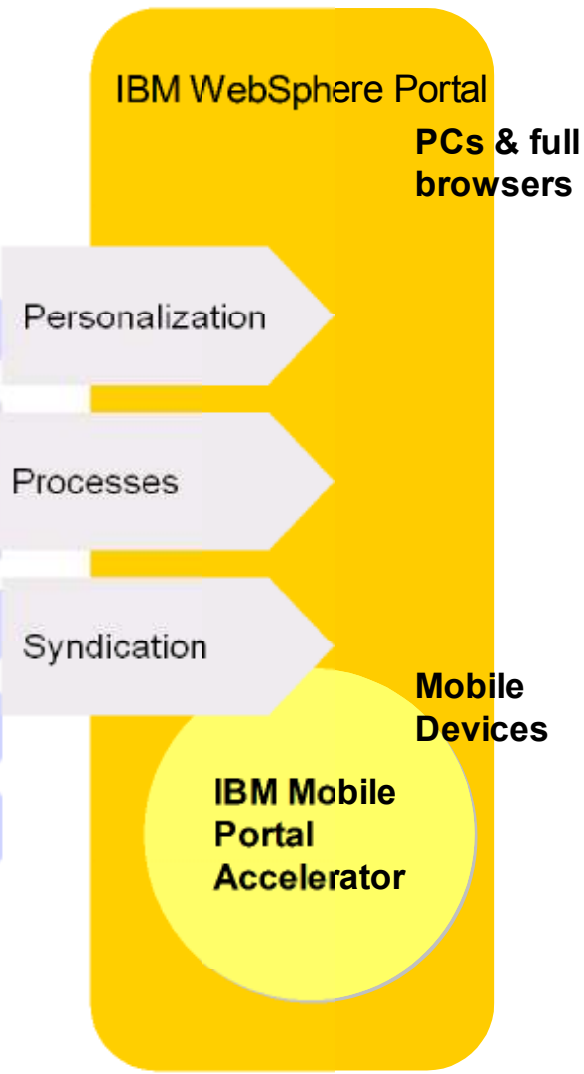
iPhone version of site

IBM Mobile Portal Accelerator 6.1

Multi-channel Server presentation to over 7000 mobile devices

WebSphere Portal Services

- Portlets
- Web Content
- Web Services
- REST Services
- Feeds
- Gadgets & Widgets
- Mashups
- SOA & Composite Apps
- Tasks, Workflow
- Documents
- Syndicated Content



Dynamically Adapted & Rendered

IBM Mobile Portal Accelerator

Extend Exceptional Web Experiences to mobile devices



WebSphere Portal Extension that *extends portal navigation* to mobile devices

Mobile Portal Toolkit *eases development* of device-independent portlets

Mobile Device Update Service *simplifies process of supporting* growing market of mobile web devices



- Multichannel delivery of WebSphere Portal content
- Aggregation of a broad mix of applications into a unified display
- Write once, render on multiple devices – supports over 6700 devices
- Navigation, role-based, personalized mobile content delivers competitive advantage
- Seamlessly extend Lotus Web Content Management content to mobile users
- Security, access control, and single sign-on
- Templates for rapid site development and enforcement of style guidelines
- Device Updates ensure compatibility with latest in-market devices

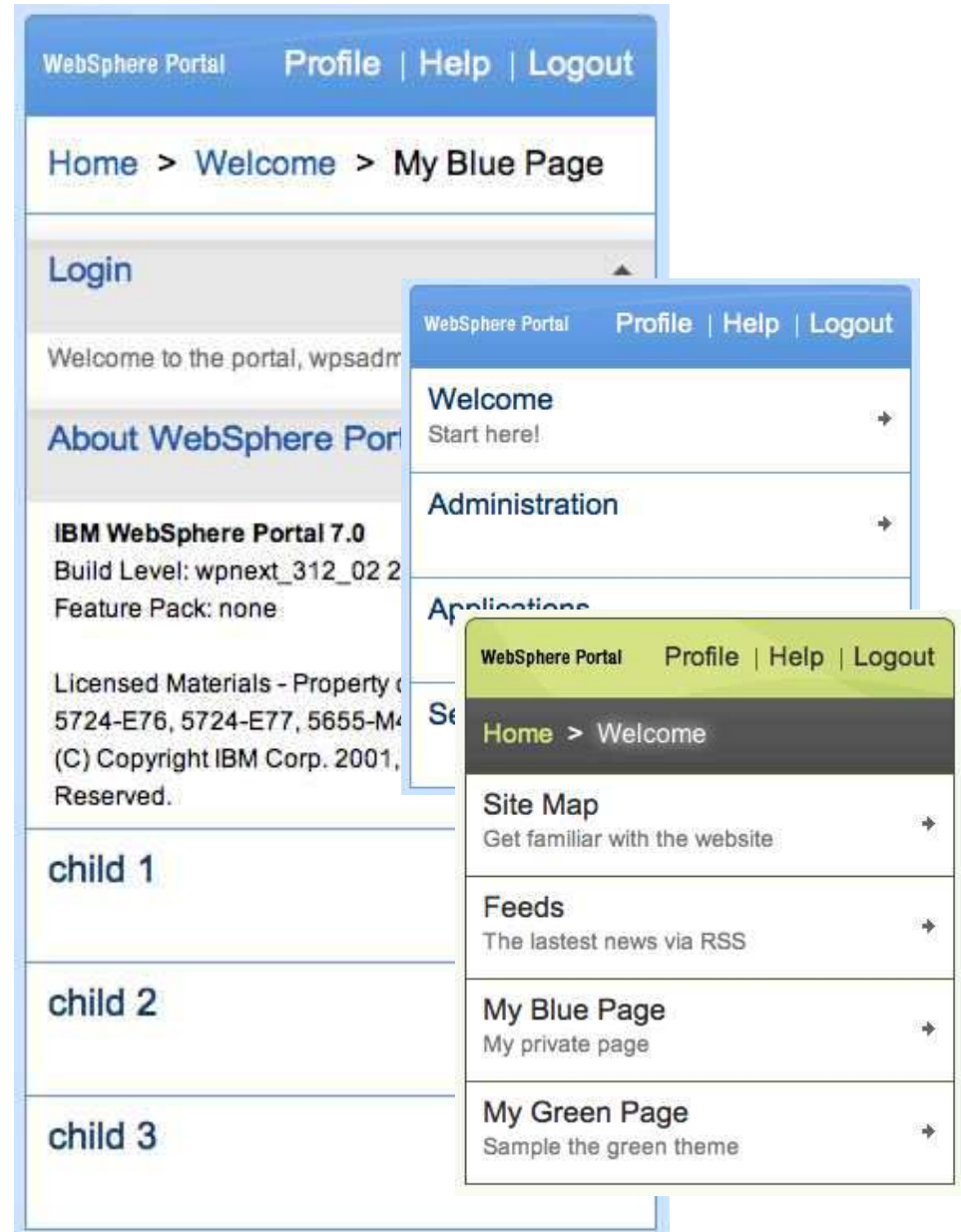
Mobile Device Themes

Objective:

- Mobile devices with internet capabilities are becoming increasingly popular. Oftentimes, web authors will create a version of their site that is optimized for viewing on a specific mobile device or a smaller known set of mobile devices (e.g. iPhone, Blackberry, Android,..).

Solution:

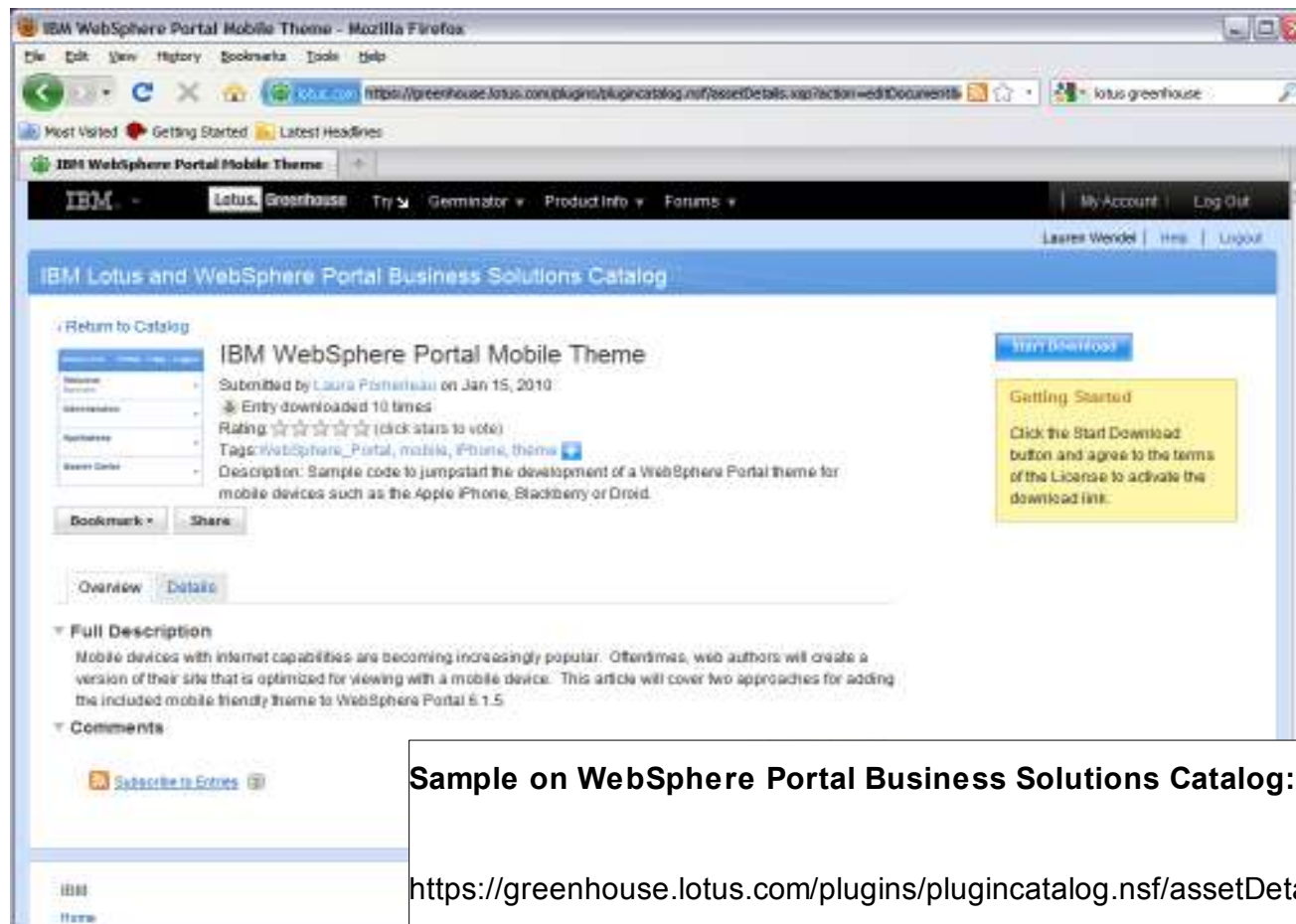
- Dedicated Theme: Use WebSphere Portal's built-in support for markups and client detection to redirect mobile users to a specialized new theme.
- Combined Theme: Display all content as it is seen on a traditional browser and device support is added into a single theme.



WebSphere Portal Mobile Enabled Theme

Enable customers to easily optimize web experience to key mobile device of choice via mobile friendly Portal themes

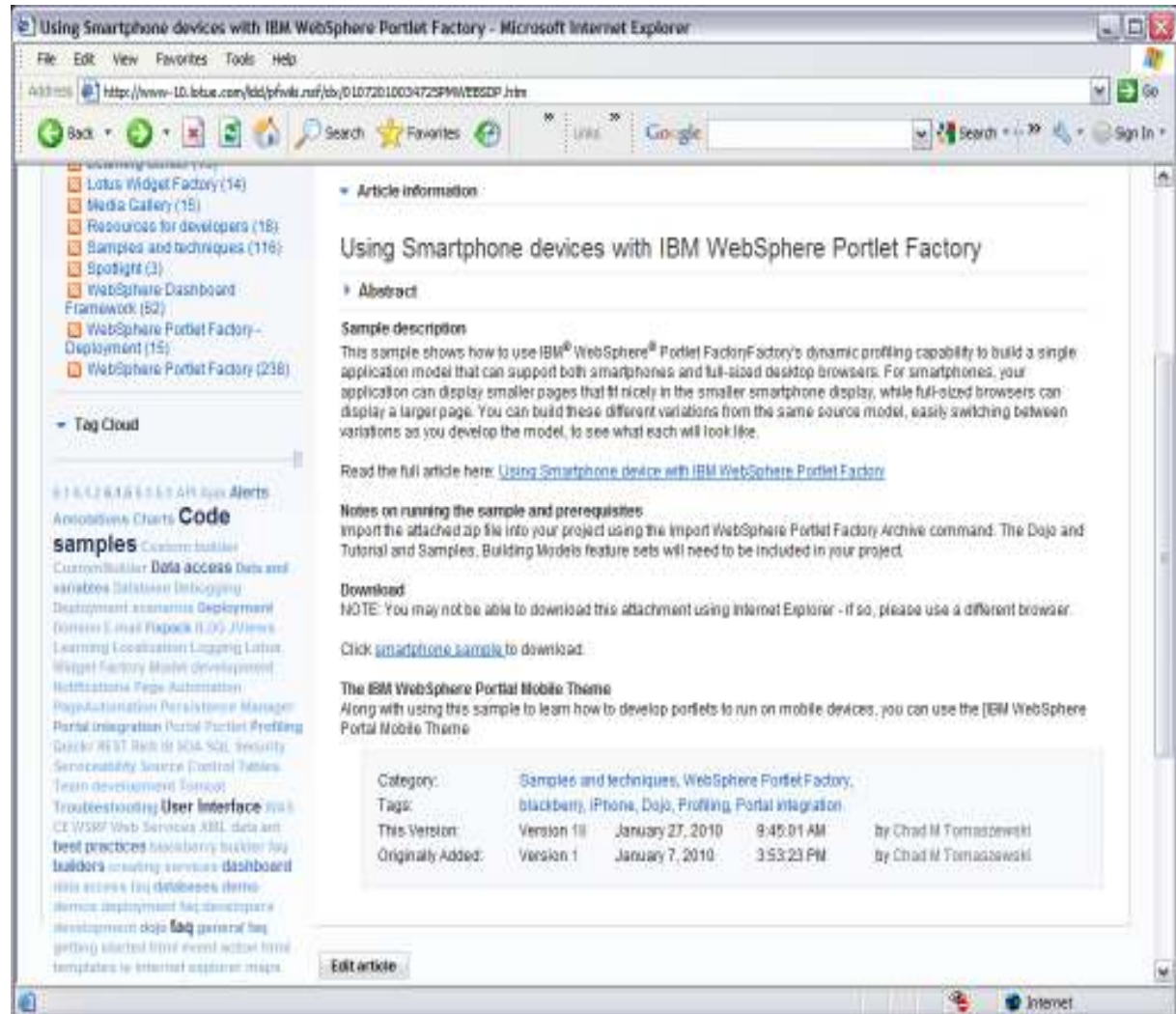
1. Use WebSphere Portal's built-in support for markups and client detection to redirect mobile users to the new theme
2. Incorporate mobile support into single Portal theme. Display all content as it is seen on a traditional browser and avoid adding new clients and markups



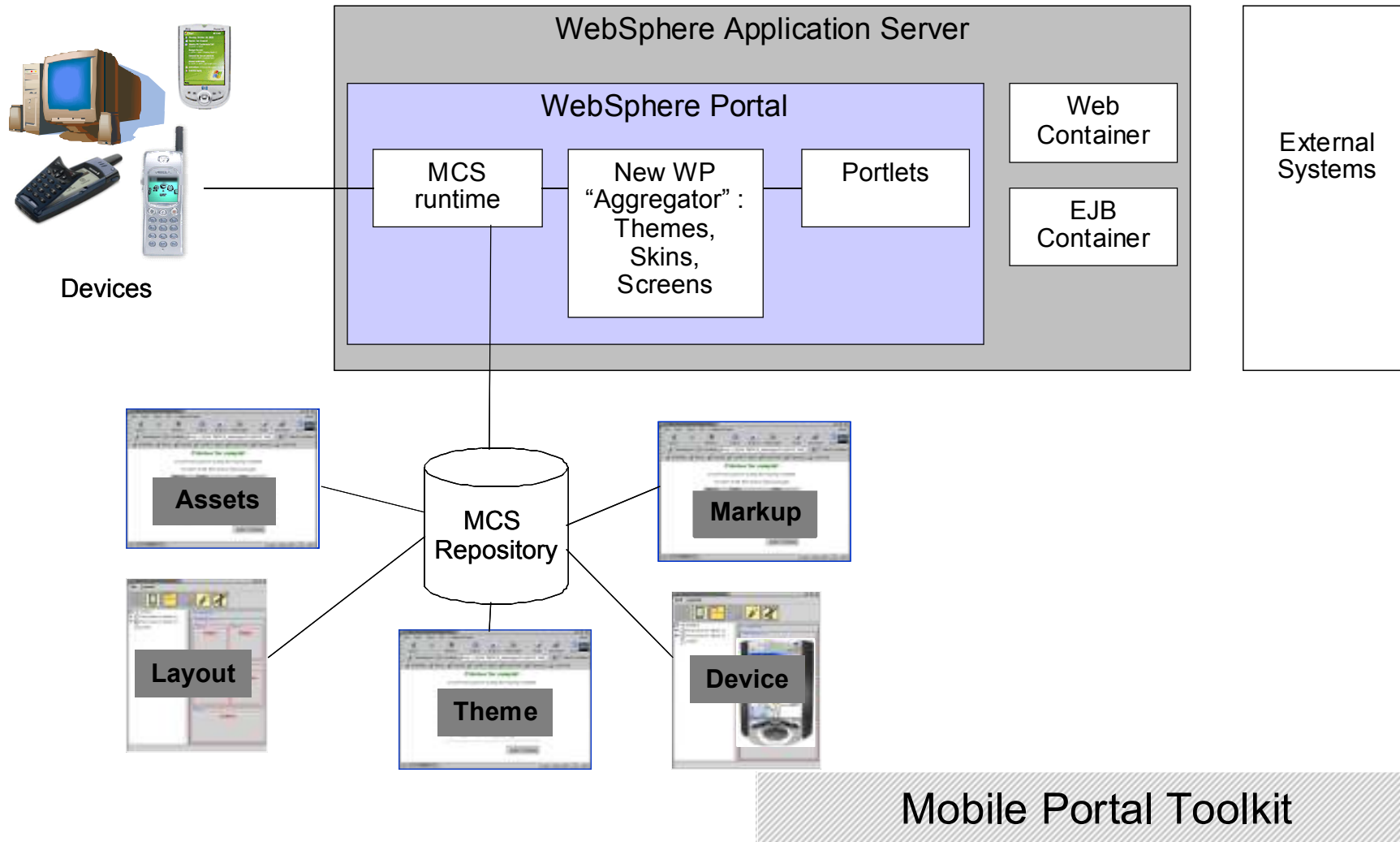
Sample on WebSphere Portal Business Solutions Catalog:

<https://greenhouse.lotus.com/plugins/plugincatalog.nsf/assetDetails.xsp?action=editDocument&documentId=3148931F1C482700852576AC0050B>
D8C

Mobile Portal Anwendungen mit WebSphere Portlet Factory Profiling Service entwickeln



Überblick Mobile Portal Architektur



XDIME Technology

for Designing Device Independent Applications

- **XDIME: XML Device Independent Mark-up Extensions**

- XML vocabulary to describe content.
- based on XHTML
- Aligned with the XHTML2 recommendation of the W3C Device Independent Working Group (DIWG)
- Forms based on early drafts of XForms, different today, waiting to align with final specification
- XDIME2 is compliant with the W3C Device Independent Authoring Language (DIAL) Standard

- **Device dependent attributes are moved to Layout and Theme Policies**

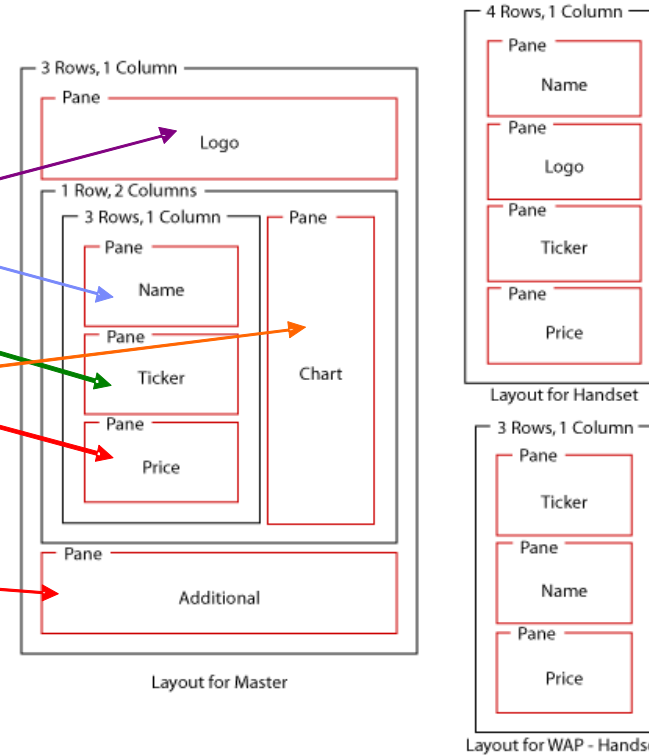
- Additional tags to abstract device specifics, such as Layout (e.g. <pane>, <region>)
- CSS-based grammar for stylistic control (Themes)

Layout Policies

Pane: Assign meaning to content

```

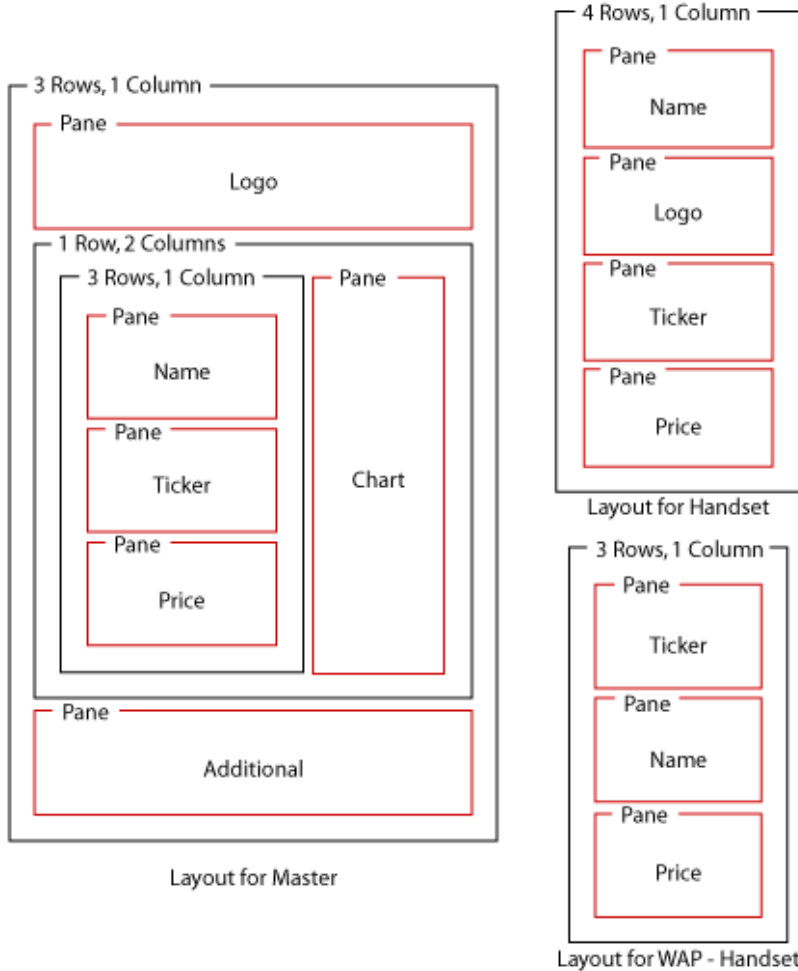
<canvas layoutName="/stockLayout.mlyt" type="portlet" class="body">
  <pane name="Name">
    <b>JK Telecom</b>
  </pane>
  <pane name="Ticker">
    JKT
  </pane>
  <pane name="Price">
    192.73 +0.25
  </pane>
  <pane name="Logo">
    
  </pane>
  <pane name="Chart">
    
  </pane>
  <pane name="Additional">
    <hr/>
    JK Telecom is a industry leading communication services provider.
  </pane>
</canvas>
    
```



XDIME JSP

Layout Policy Variants

Layout Policies II



PDA Simulator



XHTML Simulator

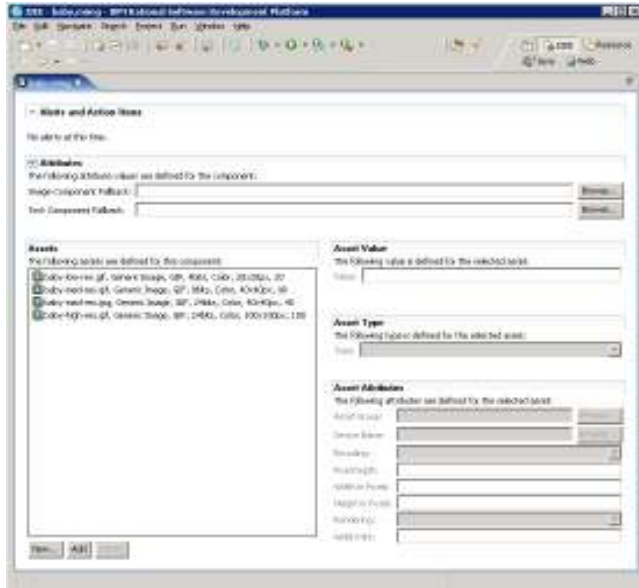


WML Emulator

Layout Policy Variants

Results displayed on devices

Image Policies



Example: **baby.mimg**

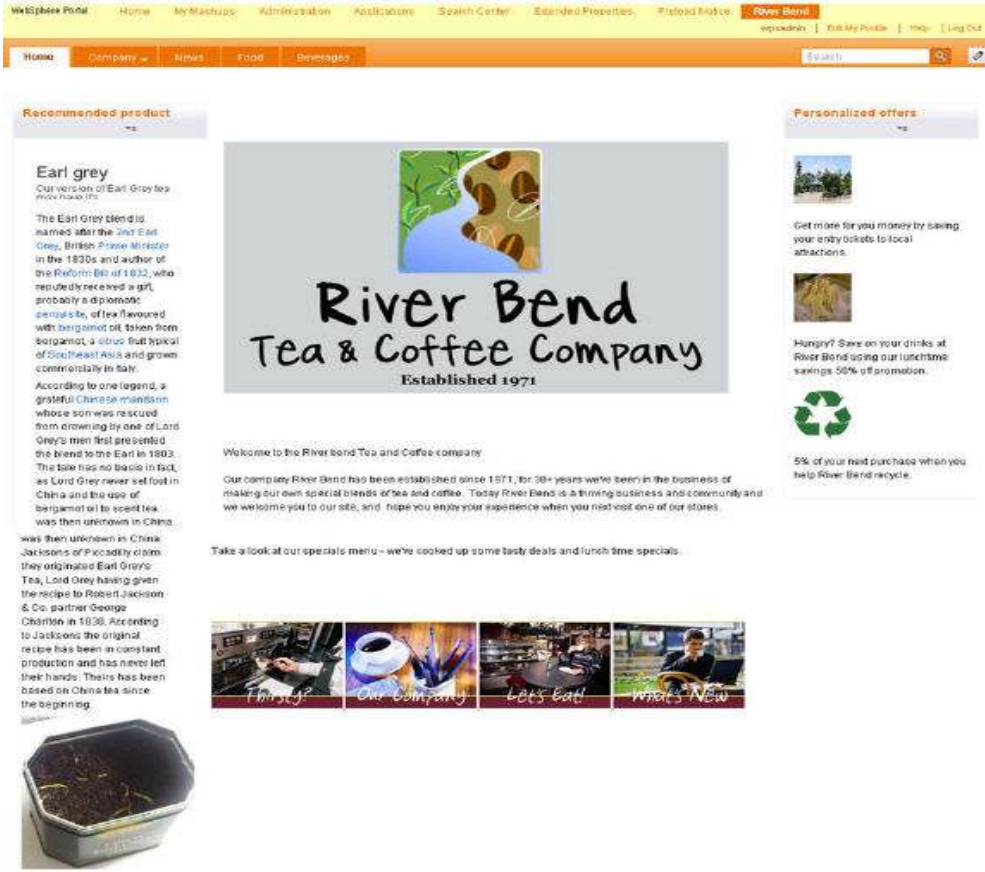
```
<?xml version="1.0" encoding="UTF-8"?>
<lpdm:imageComponent ...
  <lpdm:genericImageAsset value="baby-low-res.gif" enc...
  <lpdm:genericImageAsset value="baby-med-res.gif" enc...
  <lpdm:genericImageAsset value="baby-med-res.jpg" enc...
  <lpdm:genericImageAsset value="baby-high-res.jpg" enc...
</lpdm:imageComponent>
```



Mobile Portal also includes ICS, which can dynamically resize/reformat images from single source image.

- The Image Conversion Service (ICS) can:
 - ▶ Convert images to a different format and pixel depth
 - ▶ Supported input formats are:
 - ▶ Windows BMP, GIF87a, GIF89a, JFIF/JPEG, PNG, TIFF, WBMP
 - ▶ Supported output formats are:
 - ▶ GIF89a, JFIF/JPEG, PNG, WBMP
 - ▶ Reduce the color depth for a smaller color palette
 - ▶ Scale images
 - ▶ Limit the output file to a size that can be handled by the device

Lotus WCM Content mit MPA



See step by step instructions in IBM redbook: **Creating External Web Sites with IBM WebSphere Portal:**

<http://wiki1.swg.usma.ibm.com/ldd/portalwiki.nsf/xpViewCategories.xsp?lookupName=Redbooks%20Wiki%3A%20Creating%20External%20Web%20sites%20with%20WebSphere%20Portal>

Kundenreferenz: Verizon



Challenges

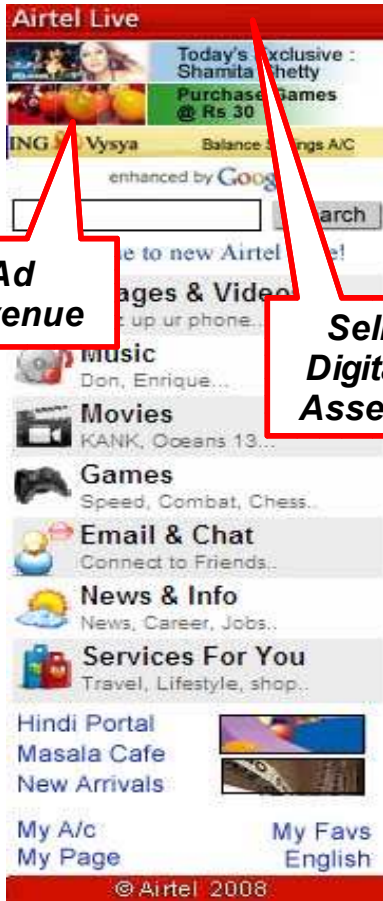
- Device agnostic presentation
- Common business logic
- Device specific requirements
- Limited real estate
- Response time
- Broad band limitations
- Time to Market

Solution

- IBM Mobile Portal Accelerator
- Minimum changes for Business logic tier
- Device Independent Markup Extensions
- Image Conversion Services
- Support for smart phones
- Accelerated Time-to-market



Kundenreferenz: Bharti Airtel



Ad Revenue

Sell Digital Assets

Home Page



Google Search Page



Images & Videos

User can buy digital assets for someone else



Account Self Service

MPA Demo

The screenshot shows a desktop browser window titled "IBM WebSphere Portal - Windows Internet Explorer" displaying the MPA Demo site. The URL is http://mpademo.com/wps/portal/!ut/p/c5/hY7LdIwFEQ_6V7Lc1vRtkSKD6ACG0KIEog8FgSQrxc-AJ1ZTs7MQAqLm3woi7wv2yZ_QwypmSnhMX7IO7QjytAlioUHpjTk-pInZL. The desktop view includes a search bar, navigation links, and a main content area with the heading "Exceptional Web Experience".

Two mobile device views are overlaid on the desktop view:

- Left: iPhone view** showing a mobile-optimized layout with a dark background and yellow text. It includes a header "2010 Exceptional Web Experience" and a main heading "Welcome to then Portal Excellence Conference 2010 - Exceptional Web Experience". Below this, it says "This website is brought to your mobile device by Mobile Portal Accelerator 6.1" and "Ask your IBM Sales Rep about Mobile Portal Accelerator today." There are two buttons for "Sunday" and "Monday".
- Right: BlackBerry view** showing a similar mobile-optimized layout with a dark background and yellow text. It includes a header "MPA Demo" and a main heading "Welcome to then Portal Excellence Conference 2010 - Exceptional Web Experience". Below this, it says "This website is brought to your mobile device by Mobile Portal Accelerator 6.1".

At the bottom of the desktop view, there is a section titled "Daily Schedule of Events" with a table showing event times and names:

Start	End	Event
6:15	8:15	Breakfast
8:15	10:15	

Below the table are navigation links for "Sunday", "Monday", "Tuesday", "Wednesday", "Thursday", and "Friday".

MPA Demo
<http://PEC2010.com>

This is a Mobile Portal Accelerator demo site.
 Click [here](#) for the Official Site.

Daily Schedule of Events

Select a day below to see the schedule of events

[Sunday](#) [Monday](#) [Tuesday](#) [Wednesday](#) [Thursday](#) [Friday](#)



Reach Customers Across Multiple Channels – Mobile, Web, Kiosk, Email...



With Customer Experience Suite, you can:

- Utilize built-in support for **client detection** to return the appropriate pages and content depending upon the device
- Leverage one common theme to deliver content through the browser to desktop + mobile
- Leverage out-of-the-box tooling to create a single application that can support both smartphones and full-sized desktop browsers.

Add on the Mobile Module to **dynamically adapt content** to the unique display characteristics of the mobile device.

- Over 6,500 different mobile device types are supported today, including smartphones.
- Supports XDIME 2 format for multi-channel server rendering to mobile devices.



Support mobile shopping through WebSphere Commerce

Out-of-the-box mobile support included for Experience Suite social capabilities.



Mobile Portal Accelerator Next

An Exceptional Web Experience on each device

1

WebSphere Portal Next Currency

Tighter integration with Portal Next (APIs and logging), WAS 7.0, Component updates to MCS 5.3 and MAP 5.3, zLinux support.

2

Ease of use / User Experience

Accelerate time-to-value with How-To mobile development samples, papers & articles. Improved installation. Mobile Toolkit updates.

3

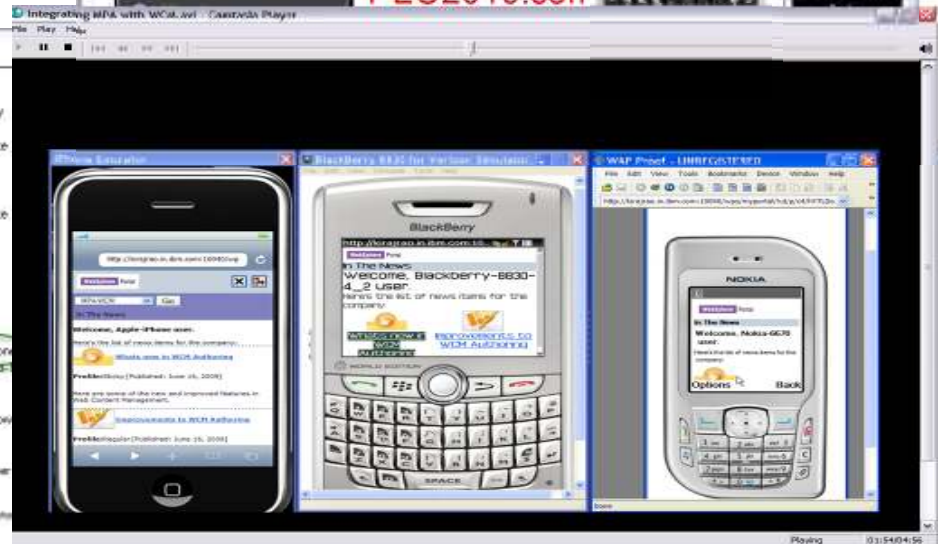
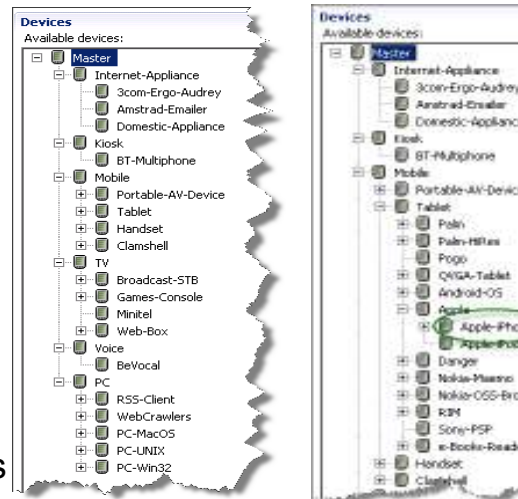
Customer Support

Problem determination and serviceability. Standardize to Portal APIs and Portal logging, and eliminate updates to WPS.ear.



Rich Mobile Device Repository

- Over 7,000 devices and growing...
- Up to 600+ attributes per device
- Robust Device Identification
- compressed XML file in RAD
- DB based on Server (DB2, Oracle, SQL Server)
- Inheritance/fallback
- Device Attributes, Design Policies
- Device update service



Weitere Informationen

Project Northstar:

<http://www.ibm.com/software/info/northstar/>

Mobile Portal Accelerator:

<http://www-01.ibm.com/software/lotus/portal/value/mobileaccelerator/>

Portal Zone (für Entwickler):

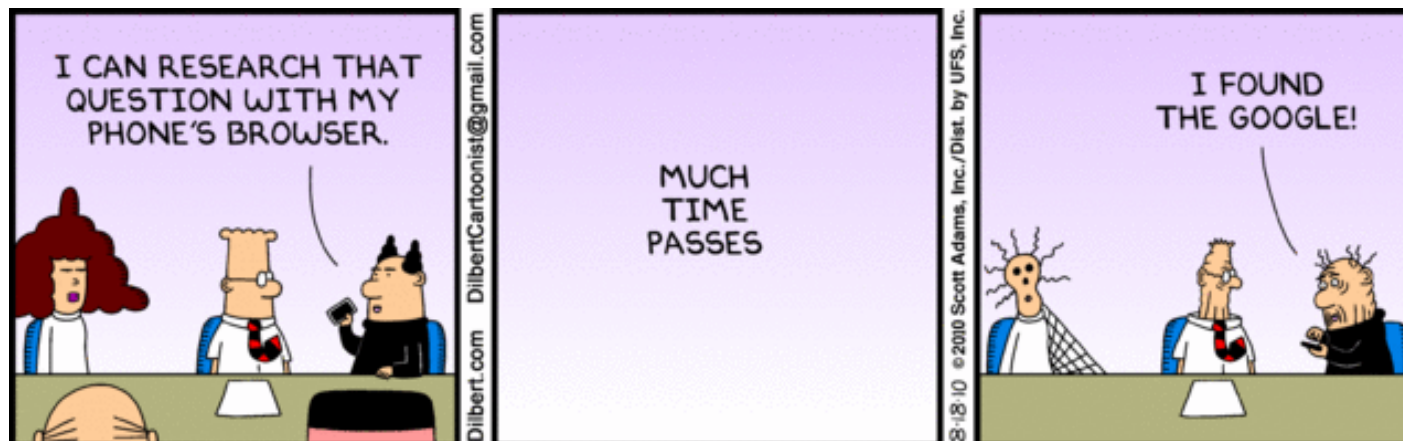
<https://www.ibm.com/developerworks/websphere/zones/portal/>

Portal Wiki:

<http://www.lotus.com/ldd/portalwiki.nsf>

Portal Demo:

<https://greenhouse.lotus.com/home/product.jsp?p=portal>





Dr. Dieter Roth
Sales Leader Portal + Social
IBM Software Group

IBM Deutschland GmbH
Betzenstr. 9
66111 Saarbrücken

Tel +49-171-5501885
dieter_roth@de.ibm.com

Vielen Dank !