Lotusphere comes to you – Helsinki, March 3, 2009

Rich Internet sites with WebSphere Portal using Web 2.0 technology

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Portal Principle - Aggregation

- Combines portlets (application user interfaces and/or content) together into one unified presentation
- Delivers a highly personalized experience, considering role, personal settings, and device settings
- Separates site design, site/page assembly/administration, from application design
- Provides application integration, collaboration, single sign-on services and much more
WebSphere Portal

Produce AND Consume

IBM WebSphere Portal

Critical enabler: Openness

Standards based access to integration and innovation

Lotus software
A typical internal site

- Log in and self care
- Site level navigation
- General and personalized content
- Search
- External content integration

Log in and self care:

- Sign in
- Internet e-mail ID
- Password

Search:

- BluePages
- IBM searches
- Market Report

Receive personalized content:

Receive content for your business unit, location, and employee type by simply signing in to the ODW. Once you are signed in, you can update your w3 profile to receive even more personalized content for your job role, industries, and areas of interest.
WebSphere Portal - Integration
The Call Center

Does Sametime integration work now?

Sametime presence awareness
A typical external site

- Vehicles keep getting smarter
  So why are the roadways such a pain?

- Exit ahead for smart traffic

- External content integration

- Site level navigation

- Log in and self care

- Lots of graphics and Flash.

- General and personalized content

- Search

Is this Portal Server?
Another typical external site

Is this Portal Server?

Log in and self care

Common links

Lots of graphics and Flash.

External content integration

Site level navigation

Search

General and personalized content

Open Universities Australia is accepting enrolments for 2009

Key Dates

Study Period 1
- Close of Enrolment: 13 Feb
- Start: 02 Mar
- End: 29 Mar

Study Period 2
- Close of Enrolment: 15 May
- Start: 01 Jun
- End: 28 Aug

Study Period 3
- Close of Enrolment: 14 Aug
- Start: 31 Aug
- End: 27 Nov

Study Period 4
- Close of Enrolment: 13 Nov
- Start: 30 Nov
- End: 26 Feb

For the full Academic Calendar, click here

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Key differentiator - Competition

✔ Intranet sites have captive audiences
   ➔ Information is more important than presentation

✔ Internet sites need to attract an audience, and keep them
   ➔ Presentation is as important as the information

✔ Beyond that, not much is different
   ➔ Certain features become more important, though
Highly responsive and engaging user interfaces

- A slow external site will lose customers
- Cannot afford to wait for full page refreshes for simple actions
  - Must strike a balance between client-side versus server-side logic
    - Especially for searchability reasons
- Web 2.0 features are a must
  - AJAX-based updates of the current page
  - End-user contributed content (feedback, tagging, rating)
  - More efficient in bandwidth constrained networks
- Leverage the latest in UI frameworks
- Enablement through comprehensive tooling support
Using WebSphere Portal for external sites

- **Challenge:** how to make a portal-based Internet site not look like a portal
  - Compelling design and integration of “flashy” graphic elements
  - High-fidelity controls and interaction (Web 2.0)
  - Drop the grid-based layout pattern

- **Leverage portal features to improve competitiveness**
  - Content oriented - content authors control site navigation and composition
  - Site analytics – how effective is the site?
  - Search – extend the reach of the site’s effectiveness
  - Self service - end user targeted content and capability
Exceptional User Experiences
One Platform
Many Different Business Needs

Partners

Customers

Employees
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
Client Side Aggregation

- Turn your existing Portal Applications into “desktop like” applications
  - Highly reactive and direct user interface
  - Many actions possible without server roundtrips
  - Avoids page reloads
- Improved performance and scalability
  - Reduced server side processing
  - Reduced bandwidth requirements
  - Reduced client-side processing
  - Improved cachability
- Browser-side Aggregation, Navigation and Customization
  - Renders XML obtained from the server in the browser
  - Implemented using AJAX, XML, Dojo, and JavaScript
  - Accesses and manipulates Portal through REST*
- Portal tooling enables AJAX
  - Both Rational® Application Developer® and Rational Portlet Factory

“Most existing Portlets benefit directly from Web2.0 rendering model without any changes.”
The Impact of Web 2.0 To Your Users

The user experience is greatly enhanced
- Improved response times – AJAX, REST, client–side aggregation, C2A
- Enhanced flexibility – easy end user customization through drag & drop, Google gadgets, etc.
- Smart markup and dynamic menus through semantic tags

Through Social Software
- Simple blogs and wikis in Portal/WCM
- Lotus Connections portlets
- Lotus Quickr blogs, wikis, and forums

Improve time to value, time to market
- Business user situational application development through the Portlet Palette, drag & drop page composition, and composite application templates
- Business user contribution of WCM content
- More assets (REST, ATOM, gadgets) available to choose from.
IBM WebSphere Portal V6.1 – Exceed User Expectations

New Web 2.0 Features!

Live Text – Give users one-click access to information that “pops” on the page

- Provides an highly contextual user experience
- No programming needed, simply tag the markup
- Supports Web content from all places
HTML Page Support

Create HTML pages in your preferred tool and upload them into Portal... optionally use Portal Navigation, Portlets, and more on your HTML Pages.

• Technical Capabilities:
  • Any HTML page can be imported into Portal
  • HTML pages (full page/embedded page) can be used side-by-side with “portal layout pages”
  • Different modes of rendering can be specified (Server Side, AJAX or iFrames)
  • Support for multiple language or markup versions of the page
  • Include any web resources (images, java script files, style-sheets) used by the page.
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
IBM leads the industry with the **most tightly integrated** portal and Web content management solution on the market today.

- Integration with WebSphere Portal helps *lower project costs* and enables projects to go live faster.
- Advanced, rules-based personalization capabilities allow *targeted information to be dynamically delivered* to your employees, customers, suppliers and partners via the WebSphere Portal environment.
- Enhanced authoring and administration capabilities allow web content to be created and delivered more effectively *via your WebSphere Portal environment*.
WCM: What we shipped in 6.1 - Introduction

- 6.1 is the first major release of WCM since 6.0 in 2006
- Many incremental (yet very significant) improvements over the 6.0
- Focus on improving product quality, stability and scalability
- No major data migration required to go from 6.0 to 6.1, and improvements made to the 5.1 to 6.1 migration
- Performance has been improved significantly with focus on authoring as well as rendering (in certain tests rendering performance has improved by 50%)
- Simplified Architecture (Improved install integration, Scriptable maintenance tasks and more)
- **Regular fixpack delivery for simplified maintenance**
Professional Content Authoring

- Enables our customers to create Exceptional User Experiences
- First-class, browser-based authoring experience for business users
- Market-leading Rich Text Editor - Meets or exceeds competitors’ capabilities

Future Plans

- Ephox EditLive! Professional for IBM WCM to be included in Lotus Web Content Management and IBM Content Accelerator
- Planned to be added to IBM Content Accelerator, Lotus Web Content Management (WCM) and all 6.1 products that include WCM
IBM Accelerators for WebSphere Portal Adoption

Accelerators allow you to focus on one business need at a time. The WebSphere Portal Platform provides proven openness and flexibility to extend for additional business needs and demand when they occur.

Address a specific business challenge with predictable, short time to value,..

...sets you up to solve the next challenge quickly, no matter what it is.

Patient Portal
Employee self service
Employee Collaboration
Dashboards
Citizen Information

,...leveraging an open, flexible Platform, that...

Lotus software
Portlet Standard Update

- **JSR 286 – Java™ Portlet Specification V2.0**
  - IBM is leading this JSR, all major Java technology portal (commercial and open source) vendors represented in the EG
  - Reference implementation will be provided at Apache Pluto 2.0
  - TCK will be available for free (Will extend the JSR 168 TCK)
  - Schedule: final around early March 2008 (final Draft published)

- **Web Services for Remote Portlets (WSRP) V2.0**
  - Standard protocol for accessing portlets as web service
  - Defined at OASIS, chaired by IBM
  - Schedule: final around early March 2008 (final Draft published)

- **Common goals**
  - Enable coordination between portlets and allow building composite applications based on portlet components (events and render context (e.g. public render parameters))
  - Allow for a better user experience using AJAX patterns, Serving resources

- WebSphere Portal seamlessly integrates JSR168, JSR286 and WSRP2.0 Portlets.

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What is a Business Mashup?

A “mashup” is a lightweight web application created by combining information or capabilities from more than one existing source to deliver new functions & insights.

- Rapid creation (days not months)
- Reuses existing capabilities, but delivers new functions + insights
- Requires limited to no technical skills
Economics of Situational Applications

Tools for Various Audiences

Number of users per application

Spectrum of applications

Fewer #s of full-time application developers

More #s of “Ad Hoc” IT staff and business professionals

Lotus software
Mashups Support Situational Application Development

Situational Applications

- Rapidly created to address an immediate need of an individual or community
- Typically, but not necessarily, short-lived (a just-in-time solution)
- Good enough
- 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
- **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
iWidgets and Mashups consumed by WebSphere Portal

- Mashups deemed valuable for a larger audience could be pushed out to portal for additional management and IT control, such as role-based security, rich personalization services, etc.

- Portals can also consume feeds and widgets generated by lightweight mashup environments.

IBM Mashup Center

Mashups, widgets, feeds
Coming Next: 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.

**Lotus** software
Best Practices for Portal Projects

- Install IBM Support Assistant (http://www.ibm.com/software/support/isa/)
- Do thorough Load Testing, Production Test
- Use homogenized Software and Hardware
- Aggregation of Administration
- Automate common Mustgathers
- Instant messaging with your IBM Premium Support Manager or Analyst
- Simple monitoring dashboard coupled with an advanced monitoring application such as IBM Tivoli Composite Application Monitor.
Summary

- WebSphere Portal provides a framework for building web sites with compelling and productive user experiences.

- Vastly enhanced user experience through Web 2.0 to ease creation and fidelity of Intranet and Internet sites.

- WebSphere Portal will continue to innovate to enable more and more end user participation in the creation of web sites, and in creating communities and interaction around your web site.
Useful Links

- WebSphere Portal – IBM Site

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

- Websphere Portal Developer’s Zone

- DeveloperWorks Forum

- Product Documentation and WebSphere Portal Wiki

- Education
Thank You

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