



IBM Software Group - WPLC - Portal Development



DINI Workshop Personalisierte Webportale

Uni Dortmund, 2007-03-05

*Martin Welsch (martin.welsch@de.ibm.com)
WebSphere Portal Development Boeblingen*

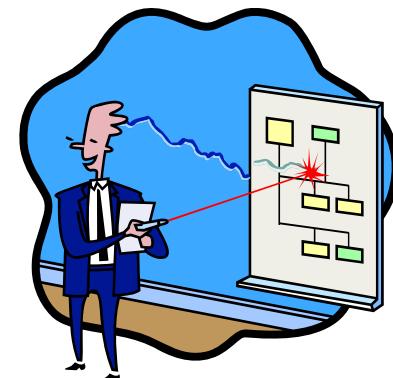


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The Internet has evolved into the
mother of all ... (trouble?)

**We are talking
java, J2EE**

beginning of the year Java was
quite controversial ...



Die Infrastruktur ist „einfach vom Himmel gefallen ...“

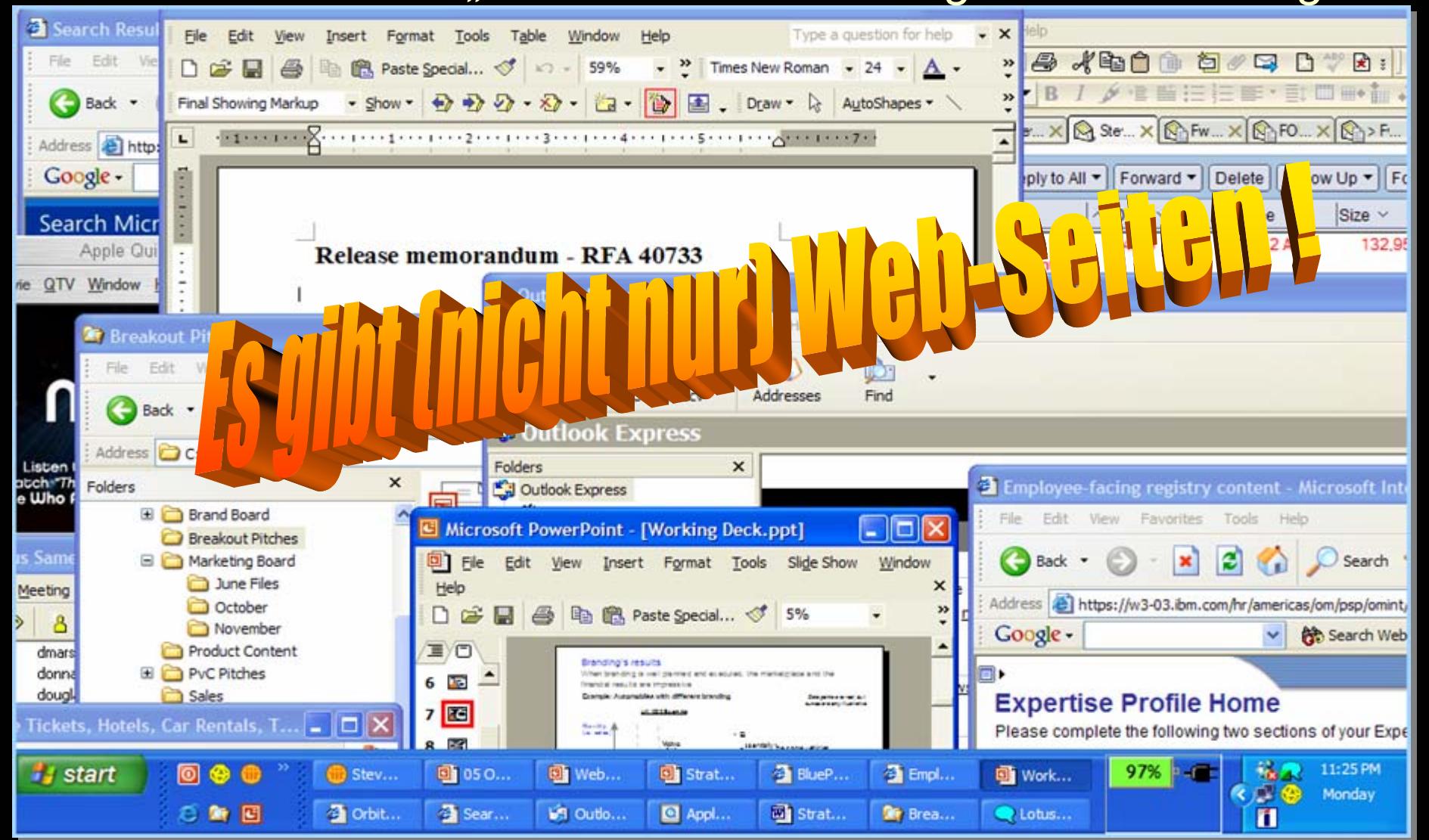
→ von der Dokumentenanzeige zur Webanwendung ...

- Das bedeutet eine kaum zu überschätzende
“normative Kraft des Faktischen”
- Statisches Web
 - Einfache Informationsseiten, statische Inhalte, “von Hand gemacht”
(URL, HTTP, HTML)
 - “Per “Klick” von Dokument zu Dokument oder Quellenangabe
zur Quelle, ...
- Dynamisches Web
 - HTML-Code, der automatisch erzeugt zur Laufzeit
(Scriptlets, JSPs, Server Pages, Event Driven, ...)
 - Interaktion möglich, Abhängig vom aktuellen Benutzer
- Enterprise Web
 - Noch verfügbare elektronische
Anwendungen (J2EE, .NET, Web Services)
 - “Arbeiten im Netz”, Einkaufen, Geschäftsabläufe verbinden, ...



**Das Web ist
nutzbar geworden !!!**

Das ist unsere Realität ! und „Cut & Paste“ das Integrationswerkzeug !



Beispiel: IBM Intranet

[Edit profile | Sign out](#)

w3 Martin Welsch's On Demand W...

Home Work Career and life SWG Development

What's new | Edit | - | ?
Currently, there are no new items

Search | Edit | - | ?

BluePages
Search type: Name
Search for:

Other searches

- IBM web pages (w3 and ibm.com)
- IBM forums, blogs, and wikis
- IBM news articles
- IBM Learning (site search)
- IBM World Wide Q&A

[GO](#) [Advanced search](#)

[Terms of use](#)

Portale sind die
Integrations-Lösung!
oder?

Software Installation

w3 IBM Standard Software

Blue Pages

- w3 Home
- ISSI Home
- EMEA Home
- Windows XP
- Windows 2000

Address Lookup

Stober, Thomas
SWG, Lotus

[Boeblingen Germany](#)
Building: 04 | Floor: 1 | Office: 111

Human Resources

Work with my PBC
Stober, Thomas

My PBC -- your completed PBC's and current PBC in process	
Actions	Status
View	Complete

PBC drafts - saved but not submitted

Actions	Status
---------	--------

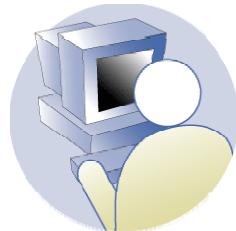
ERP

Asset	Machine type - asset serial number	Non-IBM manufacturer serial number	Work location - IBM building	Used by dept	Charged to dept
<input checked="" type="checkbox"/> 2366-99FFDKY			DEBOA - 04	002289	002289
	Description	T-SERIES THINKPAD T30			
	Owner serial number	042564 Stober, Thomas			

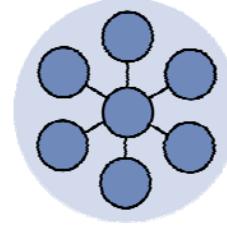


Portal is Integrating User and IT World ...

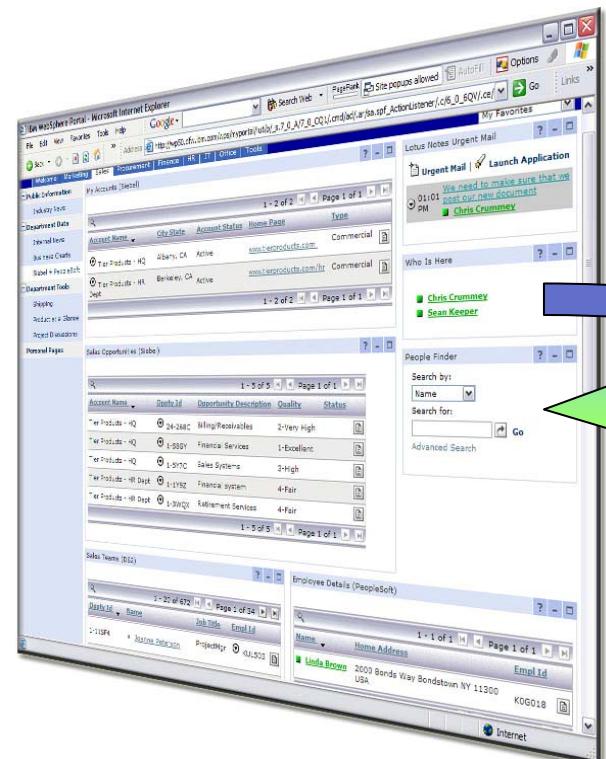
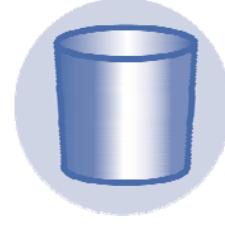
People



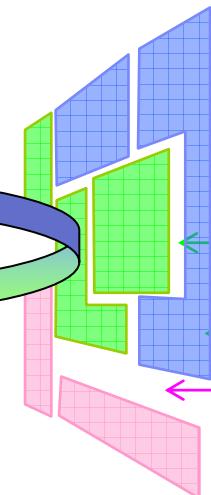
Processes



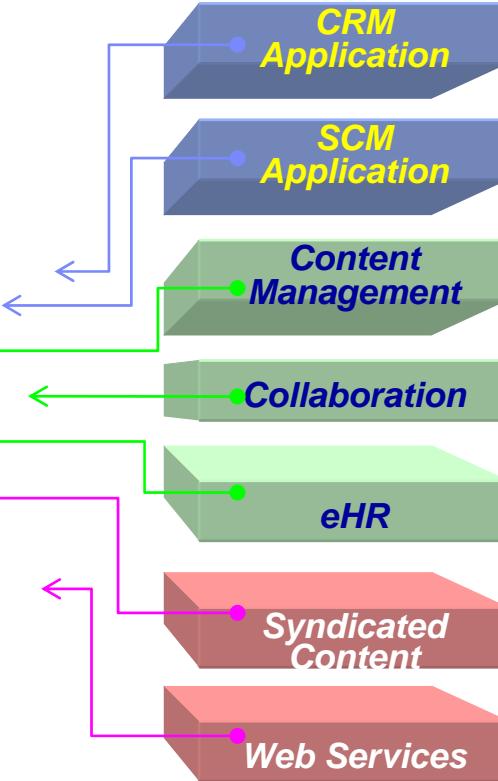
Information



Integration & Aggregation



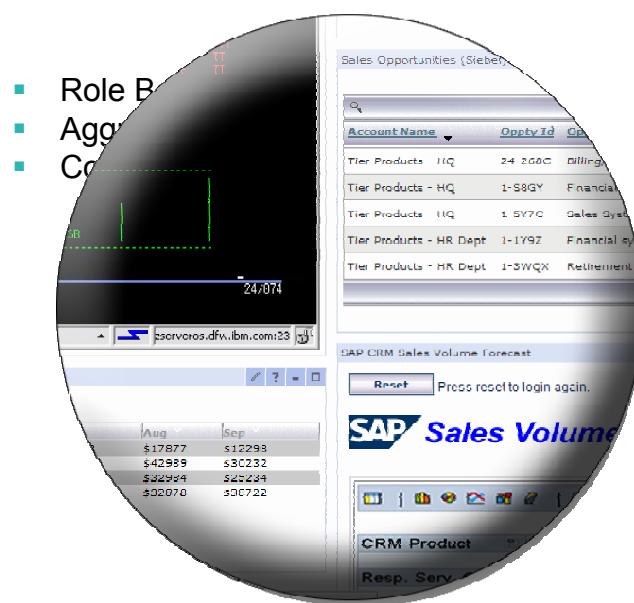
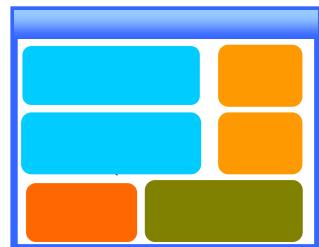
Secure Access
Rapid Deployment
Role Based Access
Scalability
Reliability



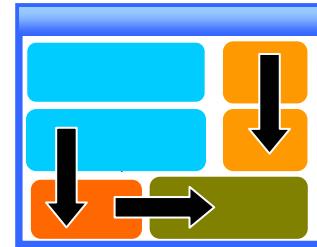


Evolution of SOA Composite Applications with Portal 6

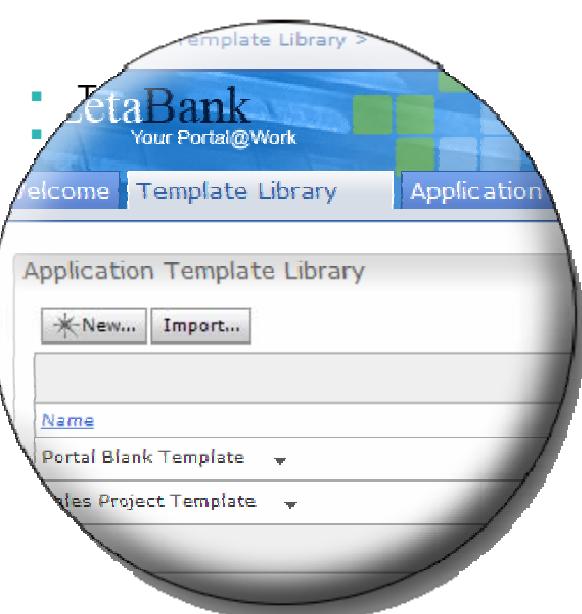
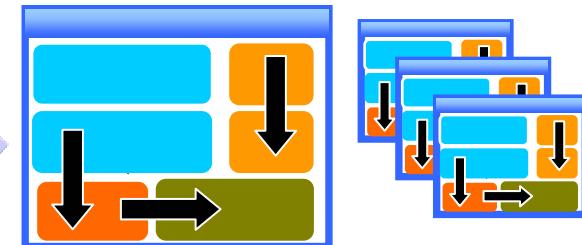
Portal Page



Portal Application



Composite App



Executive > Home >

http://blade18.pie.notesdev.ibm.com:10038/wps/myportal/!ut/p/c1/04_SB8K8xLLM9MSSzPy8xBz9CP0os_hQL38I

Search: All Sources Log Out

ZetaBank Your Portal@Work

Home

Alerts

Priority	Status	Alert
Financials (View all)		
High	New	YTD Operating Profit is at least 2% above target
Medium	New	YTD ROE on track
Low	Saved	YTD Gross Margin is at least 1% below target
Low	New	Dollar down compared to Euro
Sales (View all)		
High	New	Globe travel - New opportunity > 1,000,000
High	New	Renovations - New opportunity > 1,000,000
Medium	New	John Adams decreased commit for Q2
Medium	New	Ted Nuemann increased commit for Q2
Medium	New	Frank Jones increased commit for Q2

EBITDA

EBITDA in Millions of Dollars

Category	Value
Actual	~42
Forecast	45
Variance	~-3
Previous Year	~38

Key Performance Indicators

Objectives	2005	2006 YTD	Target	Change
Financials				
Operating Profit	\$4,155,500	\$4,652,000	10.0%	11.95%
Gross Margin	\$2,200,800	\$2,805,000	12.0%	27.45%
Return on Equity	1.03%	1.87%	1.0%	0.84%
Sales				
Revenue	\$6,032,401	\$6,394,345	10%	6.01%
Number of New Customers	320	345	9.0%	7.99%
Average Deal Size	\$75,454	\$76,209	2.0%	1.01%
Organizational				
Headcount	4,504	4,639	5.0%	3.00%
Turnover	2.3%	2.5%	1.0%	0.20%

Legend: Green = Overperforming Red = Underperforming

Top Opportunities

Current Top 10 Opportunities by Amount

#	Account	Amount	Stage	Product
1	Les Chapeaux	99,650	4	Network Monitor
2	Iberica.com	99,250	2	Network Monitor
3	Le Monde	99,250	2	Network Monitor
4	R & S Insurance	99,250	2	Network Monitor
5	Enterprise Computers	98,434	2	Server Manager
6	Nippon Steel Concern	98,000	1	Server

Headcount QuickView

Headcount Details Toolbar

Headcount by Department

Department	Headcount
Sales	~4,639
Research	~1,000
Marketing	~500
Other	~500

My Team

Name
Miles Montgomery
Jennifer Santos
Earl Dutton
Valerie Stokely
Maria Vasquez

Dashboards



| IBM Software Group - WPLC - Portal Development

Soweit so gut.
Und wie geht's weiter ?

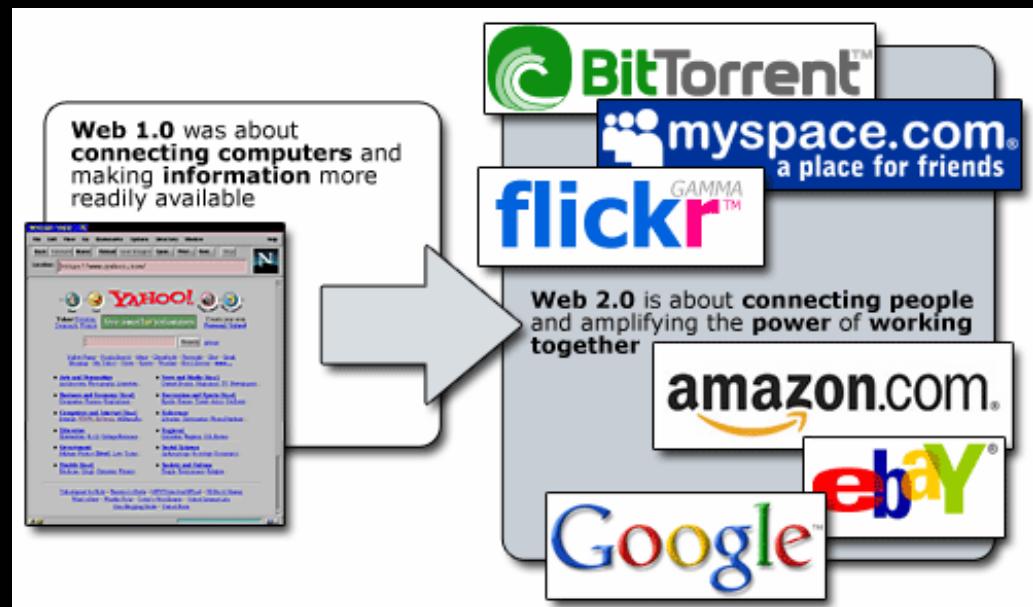
| WEB 2.0 ist schon da !
Obwohl manche es noch nicht gemerkt haben ...



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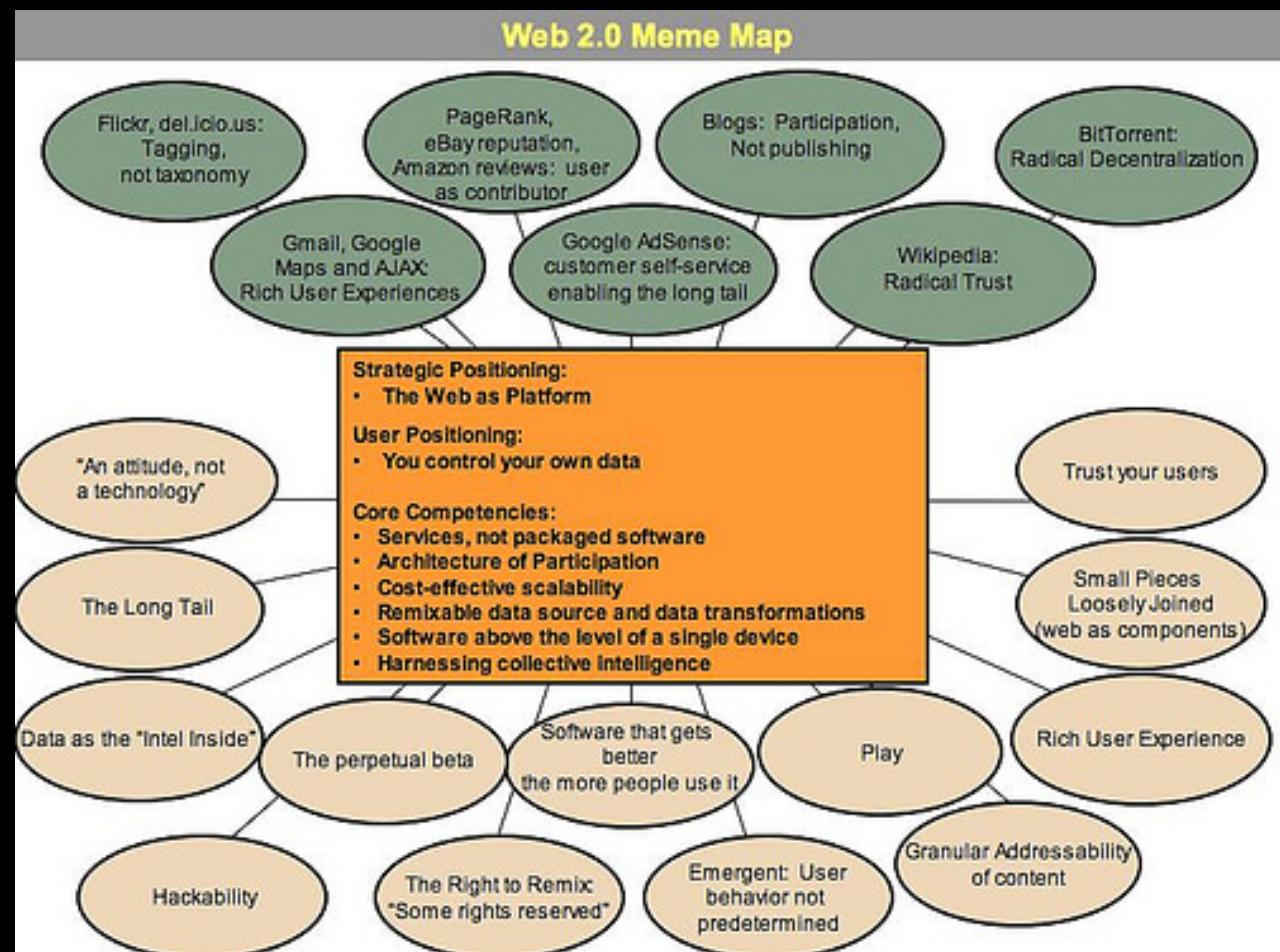
Understanding movement to Web 2.0

- **Web 1.0 = Static Web Sites**
 - Access to information
- **Sites become interactive**
- **Web 2.0 = Sites are social**
 - Users interact with each other
 - Web is a platform
- ***“A true Web 2.0 application is one that gets better the more people use it.”***
Tim O'Reilly

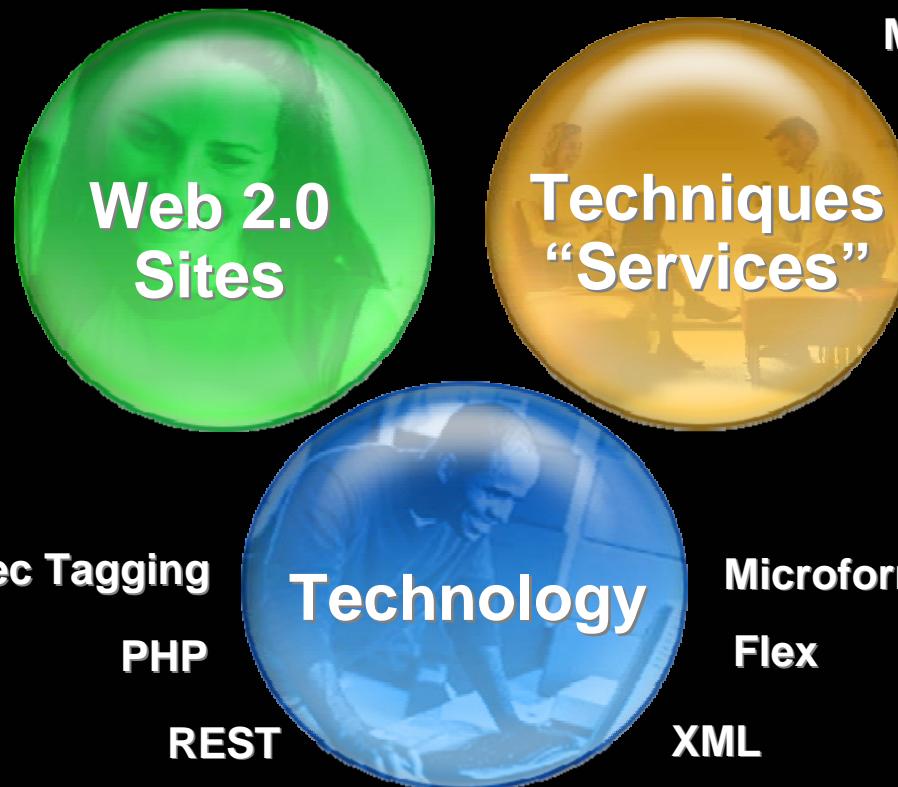


Tenants of Web 2.0 (Tim O'Reilly)

- 1. The web as platform**
- 2. Harnessing collective intelligence**
- 3. Data is the next Intel Inside**
- 4. End of the software release cycle**
- 5. Lightweight programming models**
- 6. Software above the level of a single device**
- 7. Rich user experiences**

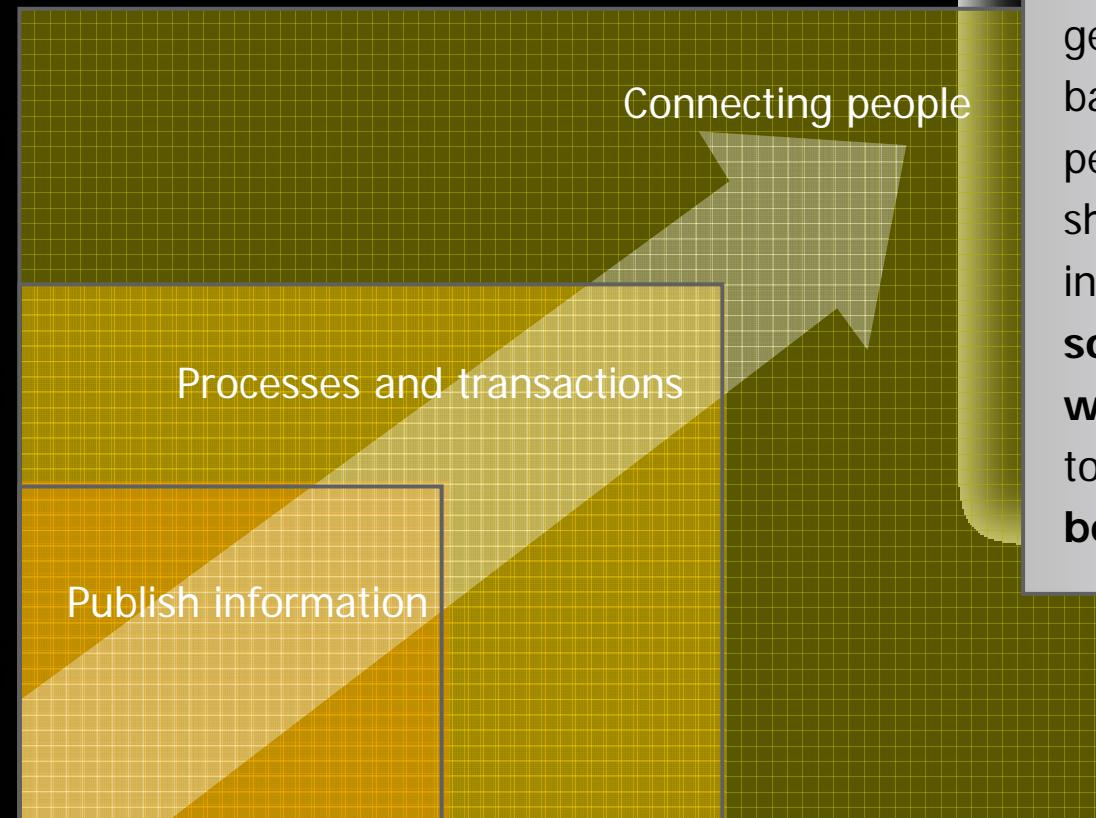


Web 2.0



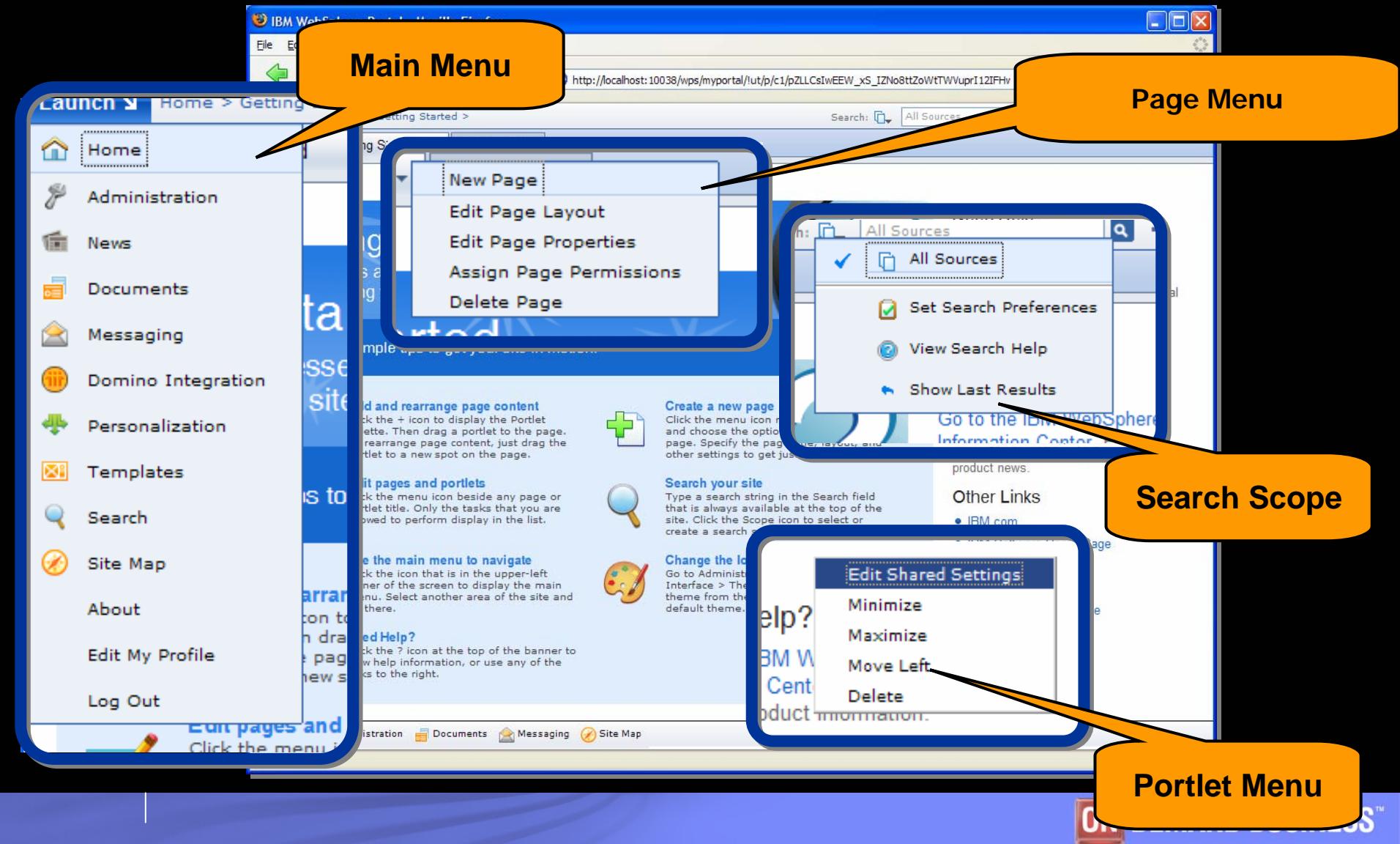
Mashups
Tagging
Tag Clouds
Folksonomy
Blogging
wikis

Web 2.0 technologies enable social networking solutions



Web 2.0: Second generation of Internet-based services that let people collaborate and share information online in new ways—such as **social networking**, **wikis**, communication tools and **social bookmarking**

Contextual Menus - Delivered by AJAX



New Development Models – Composite Applications & Mashups

The screenshot shows a composite application interface on an IBM WebSphere Portal. At the top, there's a banner for 'RENOVATIONS Shipping Center'. Below it, a 'Customers' section lists various companies with their addresses and contact info. One company, '5728883', is circled in blue. A link from this company's row leads to a detailed view of its orders. This view shows a table of orders with columns for Order #, Month, and Status. One order, '042001000002', is circled in blue and linked to a tracking page. The tracking page displays the order status as 'COMPLETE', destination information ('Marketing & Merchandising Worldwide 10352 International Drive'), and a projected arrival date of '12/27/2007'. The bottom of the window has a toolbar with icons for Start, Task List, Internet Explorer, and others.

Customers

Company	Address	Contact	Contact Info
5728883	Marketing & Merchandising Worldwide 10352 International Drive	Betty Zechman	betty_zechman@renovations.com
3542877	MoreProfit Widgets Corp., 101, Mayfield Av, Atlanta, GA	Dan Misawa	j_segal@moreprofit.com
2880993	Bellvue Tech. Univ., 1B, ScenicView Blvd., Pittsburgh, PA	Dennis Michaels	jill_smith@btu.edu
8288473	IntelliBro, 1C, 1st Av, Raleigh, NC	Ed El-Amon	alex_brown@intellibro.com
4878733	SMS Defense Corp., 1 Mayflower Av, Fairfax, VA	Frank Adams	stevek@sdc.com
8927723	BOM Inc., 5788 Los Gatos Blvd., Gardner Raynes Santa Clara, CA	cfo@bom.com	
1299877	GT Times Inc., Broad St., Mt. Kisco, NY	Heather Reeds	bill@gtetimes.com
3045388	TrueBlue Inc., Green St., Grand Lake, MD	Jasmine Haj	msmith@trueblue.com
3764002	WYM Financial Services, 1 North Joel Straw Av, New York, NY	jstraw@wym.com	
5827744	RON Corp, Amy TX	Ling Shin	lshin@ron.com

Orders for Customer: 5728883

Order #	Month	Status
042001000002	April	COMPLETE
022001000011	February	ON_TIME
012001000000	January	DELAYED
072001000002	July	ON_TIME

Tracking order #: 042001000002

Status	Destination
COMPLETE	Marketing & Merchandising Worldwide 10352 International Drive
	Projected arrival date 12/27/2007

Composite Application

IBM Lotus Quickr - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help del.icio.us

Latest Headlines Google Maps BOA USA Boston My Yahoo! Paytrust GSA CCC w3 dogearCCC CCC Activity Dashboard dogear this

Lotus. Quickr Sales_marketing Log Out: Christopher C. Crumney

Back to Places Help

Sales_marketing

Document Manager

Sales_marketing

Draft Views Working Drafts Submitted Drafts Drafts to Approve

You are in Sales_marketing

1-8 of 8

Name arch_540x311.jpg budget.xls calendar.doc cash_flow.xls floor1.DXF ProjectExample2.mpp simple_loans.xls WebSite.vsd

71 KB 43 KB 2.97 MB 23 KB 176 KB 244 KB 109 KB 334 KB

Christopher C. Crumney Christopher C. Crumney

2/25/07 11/16/08 11/16/08 11/29/08 11/29/08 1/3/07 11/16/08 11/29/08

No description

Added by: Christopher C. Crumney Last modified: Feb 25, 2007 2:24:49 PM PST Document type: Default Location: Sales_marketing

Create Upload

Library Actions

Edit Properties Manage Document Templates Manage Document Types Manage Property Sheets Manage Workflows

Tools

Install Desktop Tools Enable Download Message

About this library

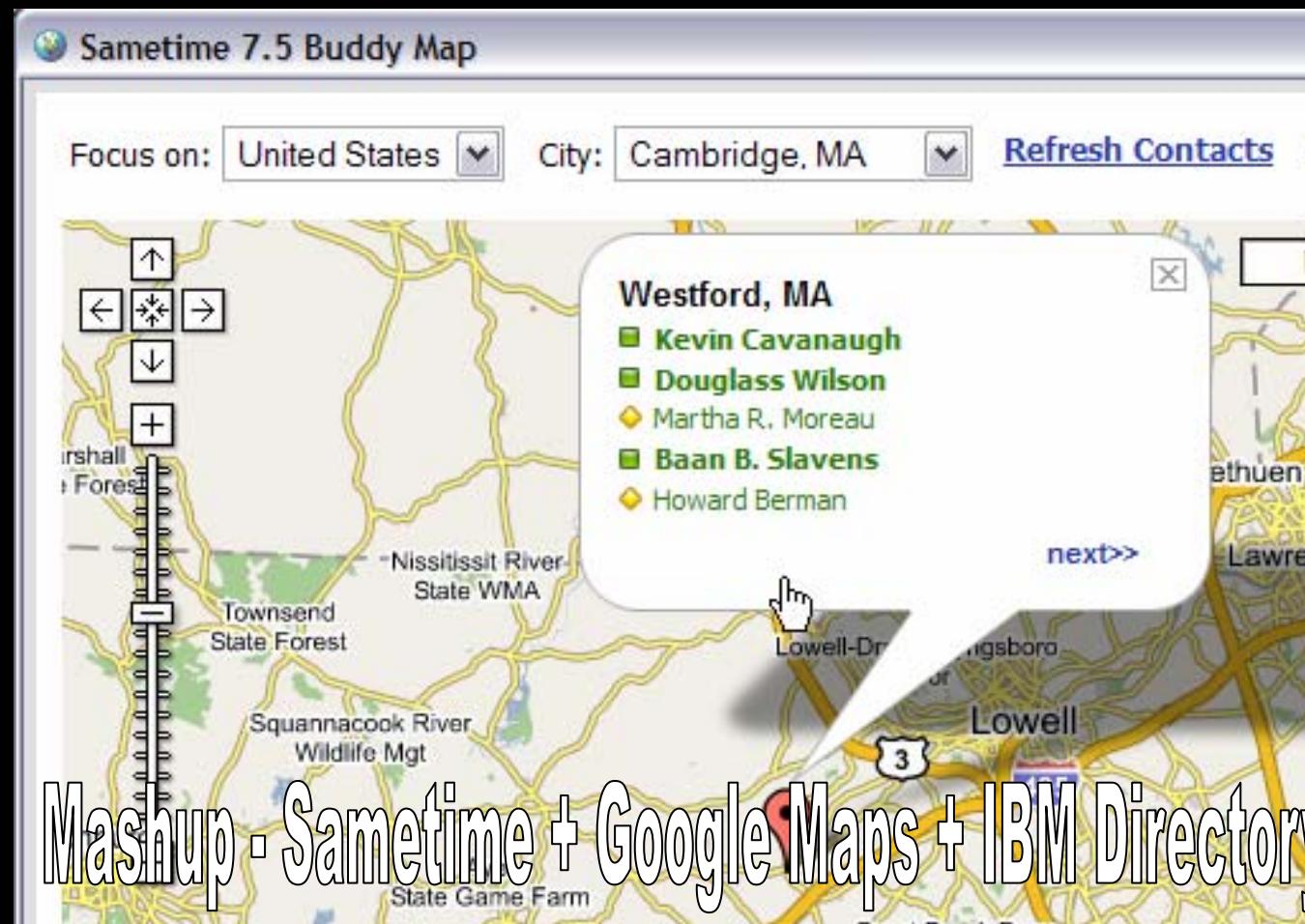
About: Sales_marketing Description: Sales and Marketing place Role: Manager

Click for Person Card

Items per page: 10 | 20 | 50 | 100 | Show all

My Places Getting Started

New Development Models - Composite Applications & Mashups



IBM WebSphere Portal Web2 - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help del.icio.us

Latest Headlines Google Maps BOA USA Boston My Yahoo! Paytrust GSA CCC w3 dogearCCC CCC Activity Dashboard dogear this

Web 2.0 Tech Preview

Search: All Sources Log Out

Home > Web 2.0 Sample Page > People Tag Sample >

Portlets People Help

Launch Web 2.0 Sample Page Welcome Getting Started Enable Web 2.0 CTF Test Page Web 2.0 BVT

Sample People Tag Portlet

This is a demo portlet showing the people tag capabilities.
Click the names below for further options

Thomas Schaeck

Stephan Hesmer [found online]

 Stephan Hesmer stephan.hesmer@de.ibm.com WebSphere Portal - Performance Chief Developer - WAS Technical Focalpoint 49-7031-16-3275

Show Profile
Send E-mail
Go to Blog...
Send Instant Message...
Google Map...

Maximize Minimize Refresh Actions

javascript:void() 4 Open Notebook M M 0 Radar: Now: Cloudy, 30° F Tue: 36° F Wed: 39° F Thu: 38° F Fri: 41° F

Introducing



Lotus Connections

Profiles



Communities



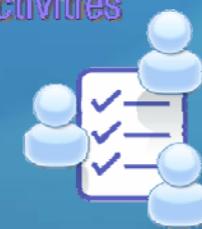
Blogs



Bookmarks



Activities



Flickr: Explore! - Mozilla Firefox

File Edit View Go Bookmarks Tools Help del.icio.us

Latest Headlines Google Maps BOA USA Boston My Yahoo! Paytrust GSA CCC Portal Zone w3 dogearCCC Activity Dashboard dogear this

Watch video tutorials on [how to explore](#) and [how to geotag your own photos](#) or [start geotagging now!](#)

Explore Flickr Through Tags

art australia baby beach birthday blue bw california cameraphone canada canon cat chicago china christmas city dog england europe family festival flower flowers food france friends fun germany green holiday india italy japan london me music nature new newyork night nyc paris park party people portrait red sanfrancisco sky snow spain summer sunset taiwan tokyo travel trip usa vacation water wedding

A year ago today

Take a step back in time and see the most interesting photos from [October 17, 2005](#).



Sets

A few of our favorite sets. Stories are told, themes are developed, junk is collected...

seasons
19 photos | From [heavenuphere](#)
Seasons.

Stanley's Slides
125 photos | From [photo-gEEK](#)
"...every now and then I get the urge to scan more"

Groups

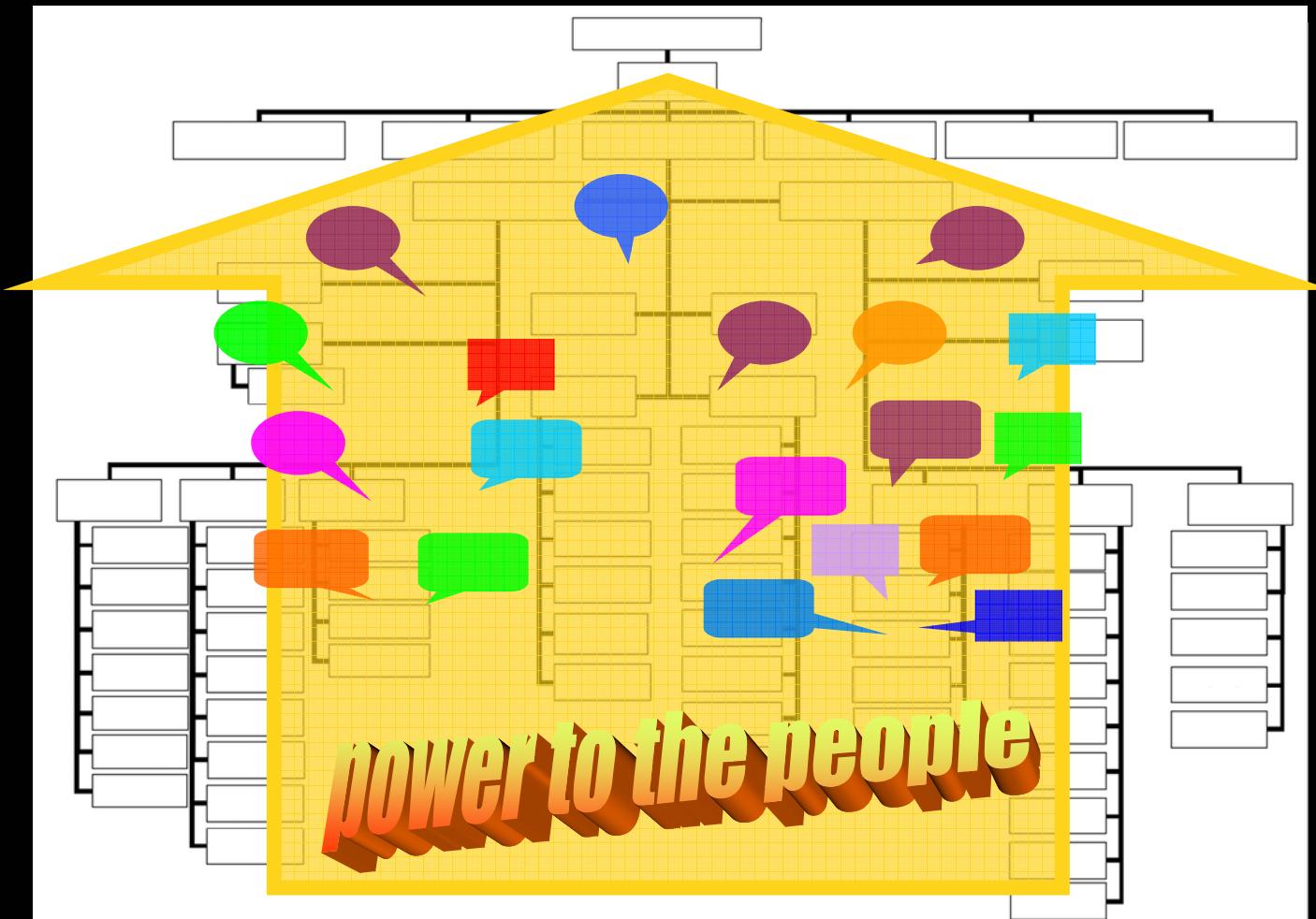
There are [loads of groups](#) on Flickr, full to the brim with wonderful photos...

fd's Flickr Toys
4,754 members | 13,710 photos
A showcase where members can display their unique and fun creations created with fd's Toys.

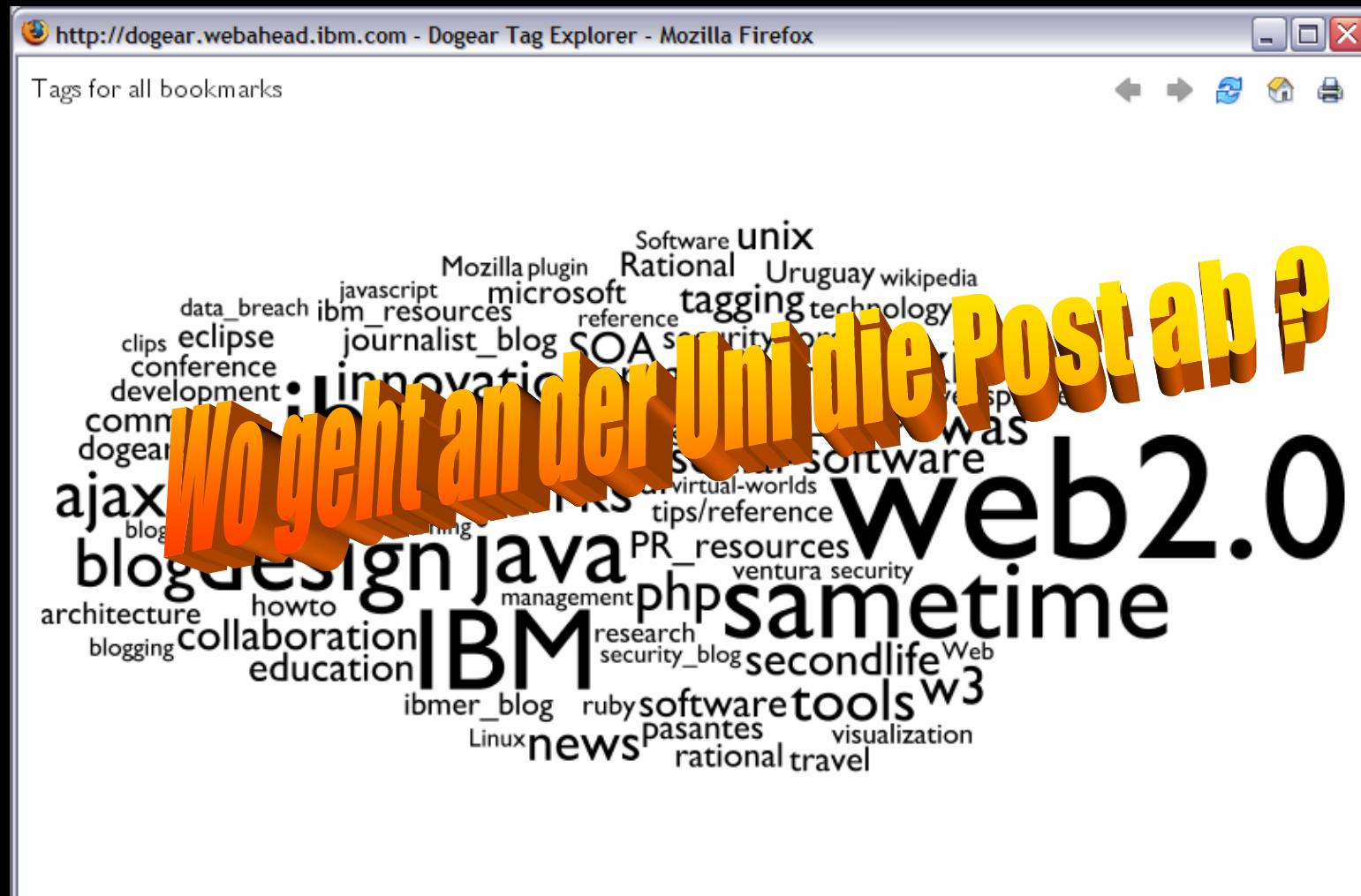
Catchy Colors
25,430 members | 436,836 photos
Catchy Colors, Deep, intense,

Done 2 Open Notebook M 2 Radar: Now: Cloudy, 49°F Tue: 56°F Wed: 60°F Thu: 66°F Fri: 59°F

Taxonomy vs Folksonomy



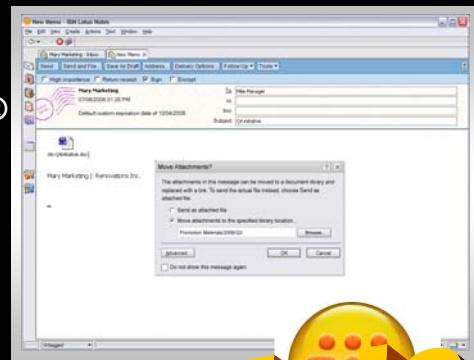
Tag Cloud at IBM What is hot? What do IBMers think is important? What is not on this list?



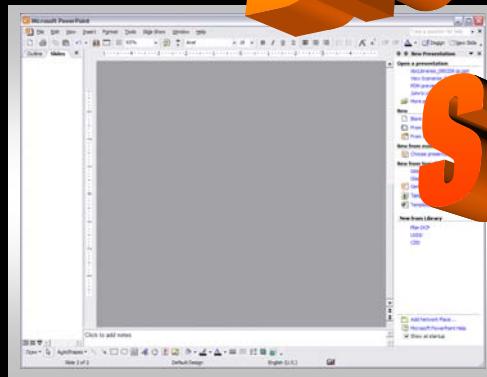
Lotus Quickr Connectors integrate right into your favorite applications...

Making sharing & collaboration transparent and natural

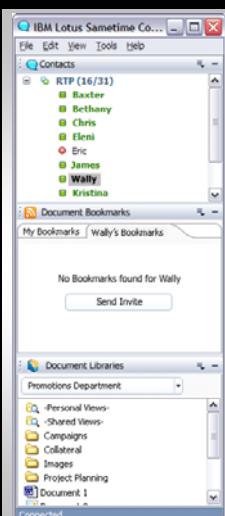
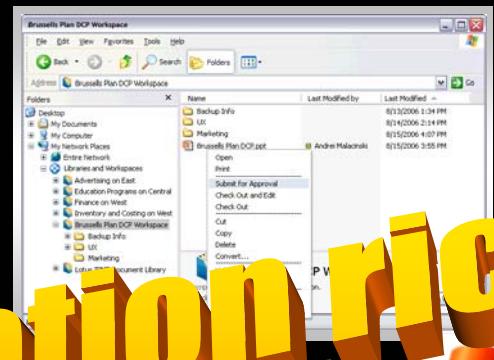
Lotus Notes®
client



Microsoft Office
IBM Productivity



Windows Explorer /
“My Documents”



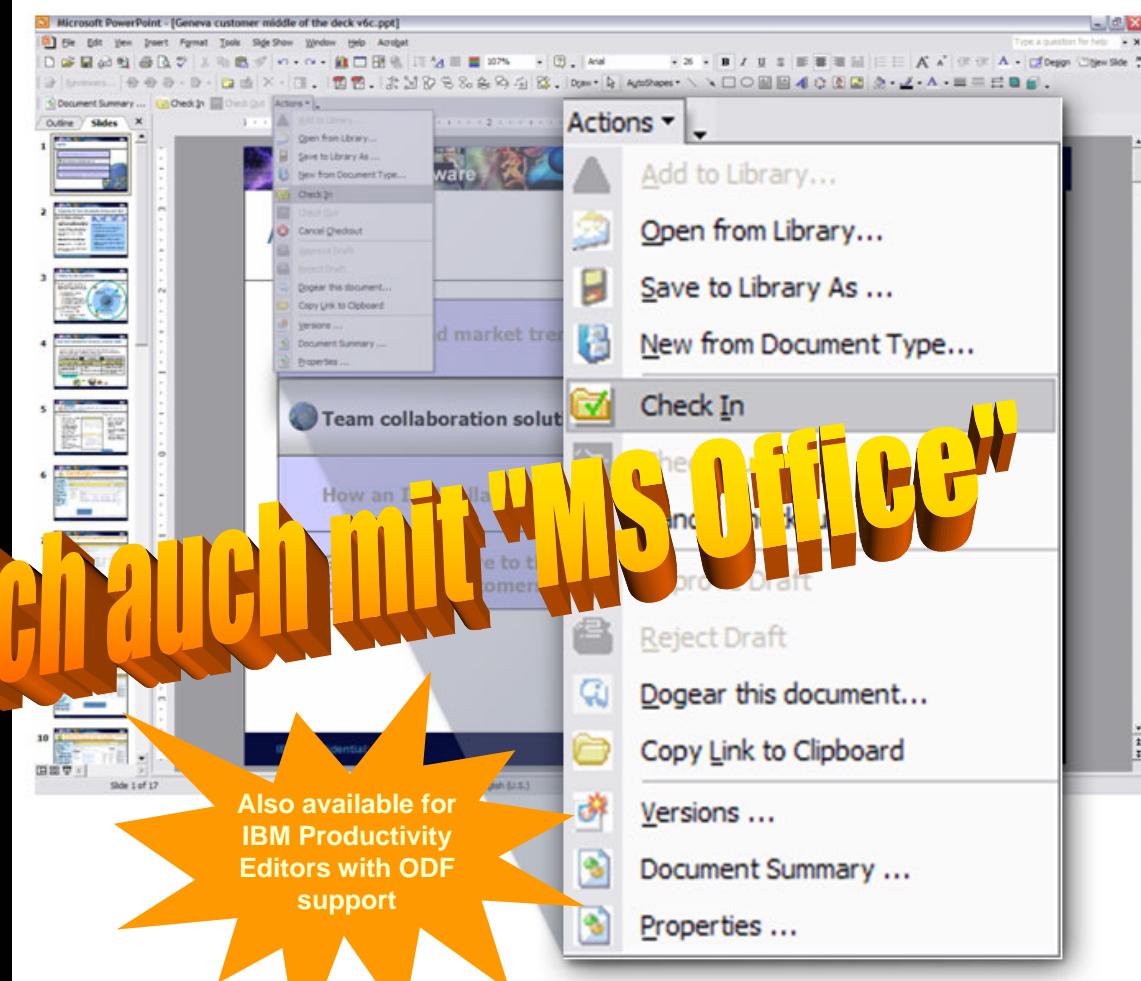
**Die Integration richtet
sich nach mir!**



Microsoft Office Connector

Facilitates collaborative document authoring and version management...

- Open and save documents into library or team workspace
- Assign document properties (meta-tags)
- Integrate with workflow for approval routing
- Integrate with “dogear*” for tagging
- Use your editor of choice (no forced)
 - Microsoft Word 2000, 2003...
 - IBM Productivity Editors



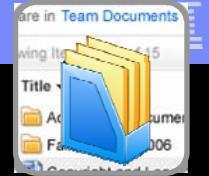
Team workspaces (Quickr)

Easily create online places for projects and teams

- Components for managing projects, including:
 - Document libraries
 - Team calendar and milestones
 - Lists for managing structured content
 - Discussions forums, blogs, & wikis
 - And more
- Self-service with a step-by-step guide to set up the places

The screenshot displays the IBM Quickr interface for the 'RENOVATIONS' project. At the top, there's a navigation bar with links for 'Back to main page', 'Search All', and user 'Henry Nilsson'. Below the header, a banner announces a 'Proposal Review today in CR165 @ 2:30 pm'. The main content area is a 'Task Dashboard' showing 14 tasks, each with a title, author, and status indicators. To the right, there are two sidebars: 'Recent Documents' and 'Recent Forums'. The 'Recent Documents' sidebar includes links to 'Product List', 'Bill of Materials', 'Media Content', and 'Forecast Spreadsheet'. The 'Recent Forums' sidebar shows recent posts and announcements. A large, stylized 3D text overlay 'Wie manage ich ein Seminar?' is overlaid on the bottom left of the screenshot.

Content libraries (Quickr)



Quickly set up libraries to store and share content securely

- Check-in, check-out, version control
- Customizable views to organize content
- Multi-level security (library, folder, document)
- Search across multiple libraries
- Workflow for routing & approval
- RSS/AtoM support to share or consume content
- Extensibility: custom meta-data, document types and templates

The screenshot shows a web-based application interface for managing content. At the top, there's a navigation bar with links like 'Add Components', 'People', 'About', and 'Help'. Below the navigation, there's a search bar and a user profile. The main content area is titled 'Renovations Special Promotions Team'. It displays a list of documents in the 'Special Promotions Library'. The documents shown are:

- Promo Q1 Podcast (Heather Reeds, 01/11/2007 at 08:55 AM)
- Online Store Plans (Gardner Raynes, 01/10/2007 at 07:12 PM)
- Promo W... (Natalie Olmos, 01/09/2007 at 06:19 PM)

Each document entry includes a preview, author information, and a timestamp. On the right side of the screen, there are various sidebar options such as 'Create', 'Work with Templates', 'Set Access', 'Library Settings', and 'More...'. There's also a section titled 'About this Library' with details like the name, description, and role.

End users can create custom team workspaces using flexible Lotus Quickr templates and components

● Team blog

● Wiki

● Project dashboard

● Many more...

The image displays three separate windows of the IBM Lotus Quickr portal, illustrating the creation of custom team workspaces:

- Team blog:** Shows a workspace titled "Renovations Special Promotions Team" featuring a "Special Promotions Blog" post about a "Web campaign badge".
- Wiki:** Shows a workspace titled "Renovations Special Promotions Team" featuring a "Do-It-This-Weekend Workshops - 2007 planning" page.
- Project dashboard:** Shows a workspace titled "Renovations Special Promotions Team" featuring a "Proposal Review today" section and a "Work Dashboard" section listing tasks like "Arrange press releases & media blitz" and "Educate store managers".

A large, stylized, 3D orange text "teamarket" is overlaid across the center of the screenshots, with a yellow question mark icon positioned above the rightmost screenshot.

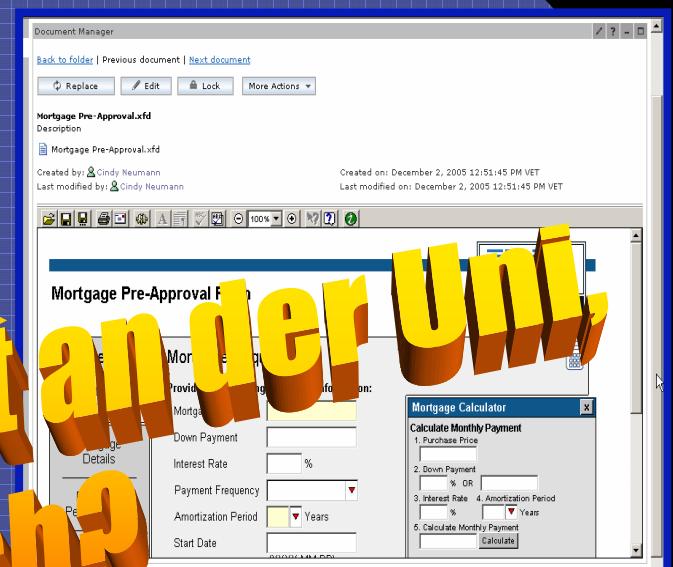
Electronic Forms

Forms Designer



Formulare gibt es nicht an der Uni,
oder etwa doch?

Forms Viewer

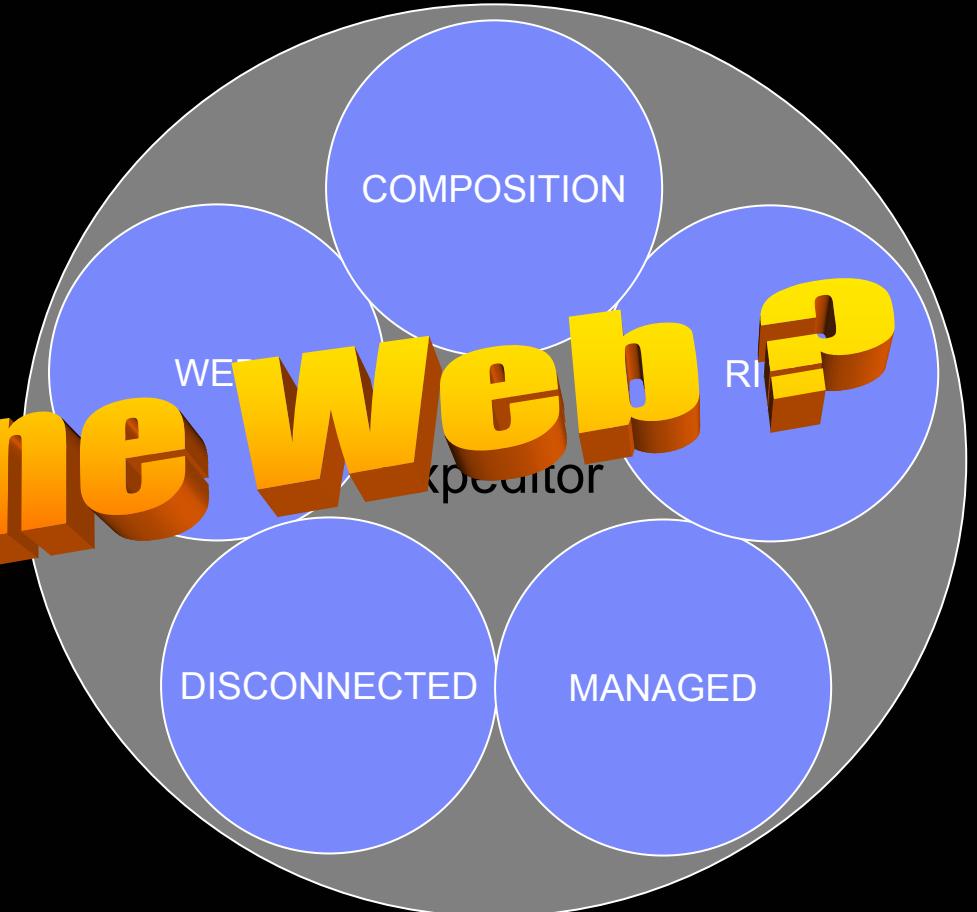


Portal
Document
Repository

Expeditor Technology

- Web – *when needed*
 - Browse any existing web application
- Rich – *when needed*
 - Optimized user experience exploiting native platform look and feel
- Composition – *when needed*
 - Seamless integration of “Composition” applications
- Disconnected – *when needed*
 - Full application support – at the client
- Managed – *when needed*
 - Install, configure, and maintain both the platform and the applications

Und ohne Web 



IBM Portal is much more than boxes in a browser

Presentation Services



Web
Browser



Rich
Clients



Mobile
Client



धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Dziękuję

Polish

شكراً

Arabic

Thank You

English

Obrigado

Brazilian Portuguese

Grazie

Italian

多谢

Simplified Chinese

Danke

German

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

Korean