

Portals for Midsize Businesses: Connecting People and Processes

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Midsize Enterprise
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Portals Defined

Classes of Portals

- Megaportals (such as Yahoo) vs. enterprise portals
- Vertical (focused on a sales force) vs. horizontal portals
- Internal facing vs. external facing

An Enterprise Portal Is

Web software infrastructure that provides access to and interaction with relevant information assets, knowledge assets and human assets for select, targeted audiences, and delivered in a highly personalized manner.



Key Issues

1. How are midsize businesses using portals, and what business value do they deliver?
2. How have portal technologies evolved, and where are they going?
3. Which vendors will provide midsize businesses with portal functionality, and what alternative sources to packaged software solutions are available?

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Enterprise Portal Use Cases in Midsize Enterprises



B2E/G2E

- Still the most popular type of enterprise portal — approximately 65% of deployments in midsize enterprises (higher than Fortune 2000)
- Next-generation intranets
- Employee on-boarding portals for high-turnover scenarios
- Employee self-service
- Executive and production dashboards

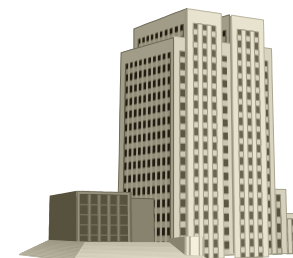
B2C/G2C

- Approximately 15% of deployments (lower than Fortune 2000 but growing)
- Dedicated high-value customer portals
- Customer self-service
- Constituent portals
- Home page upgrades and e-business site replacements



B2B/G2B

- Approximately 20% of deployments (lower than Fortune 2000)
- Distributor portals
- Partner-based collaboration services through portals
- B2B transactions for SMBs



Midsize Enterprise Portal Selection and Utilization: A Little From Column A, A Little From Column C

	Large	Mid-Size	Small
Internal IT Resource Availability	Extensive	Moderate	Low
Range of Development Skills in Enterprise IT	Multiple Languages	Moderate	Limited
Utilization of Off-The-Shelf Portlets	Widespread	Widespread	Widespread
Custom Portlet Development	Common	Sometimes	Limited to none
Migration of Legacy User Interfaces	Frequent	Sometimes — Mixed Approaches	Sometimes — Mixed Approaches
Source of Portal Functionality	Large ISVs	Large ISVs and mid-market ERP providers	Tendency Toward Microsoft-Centric Solutions or Hosted Options

Defining Characteristics of Three Portal Deployment Scenarios

	Content-Centric	Application-Centric	New Application Platform
Value Proposition	Content Aggregation Unified Access to Diverse Content Repositories	Application Integration at a Visual Level Unified Presentation Layer	Composition Platform UI Reuse
Degree of Personalization	Low to Medium	Medium to High	Medium to High
SSO Leveraged	Sometimes	Always	Always
You Know You Have One When ...	Links Predominate Identical Experience for All Users	Bi-directional Portlets to Business Applications "On the Glass" Composites Combining Content and Data	Composite Applications Portal Serves as the Default Interface for All Web Applications
Common Project Origin	Intranet Replacement	Employee Self-Service	SOA Initiative
Present Focus of Increased Investment	RSS Feeds Wikis Blogs	Dashboards BPM-Portal Integration	Enterprise Mashups Process Orchestration

Note: Application-Centric Portals and Portals Used as New Application Platforms Almost Always Include Content Aggregation.

Distributor Portals



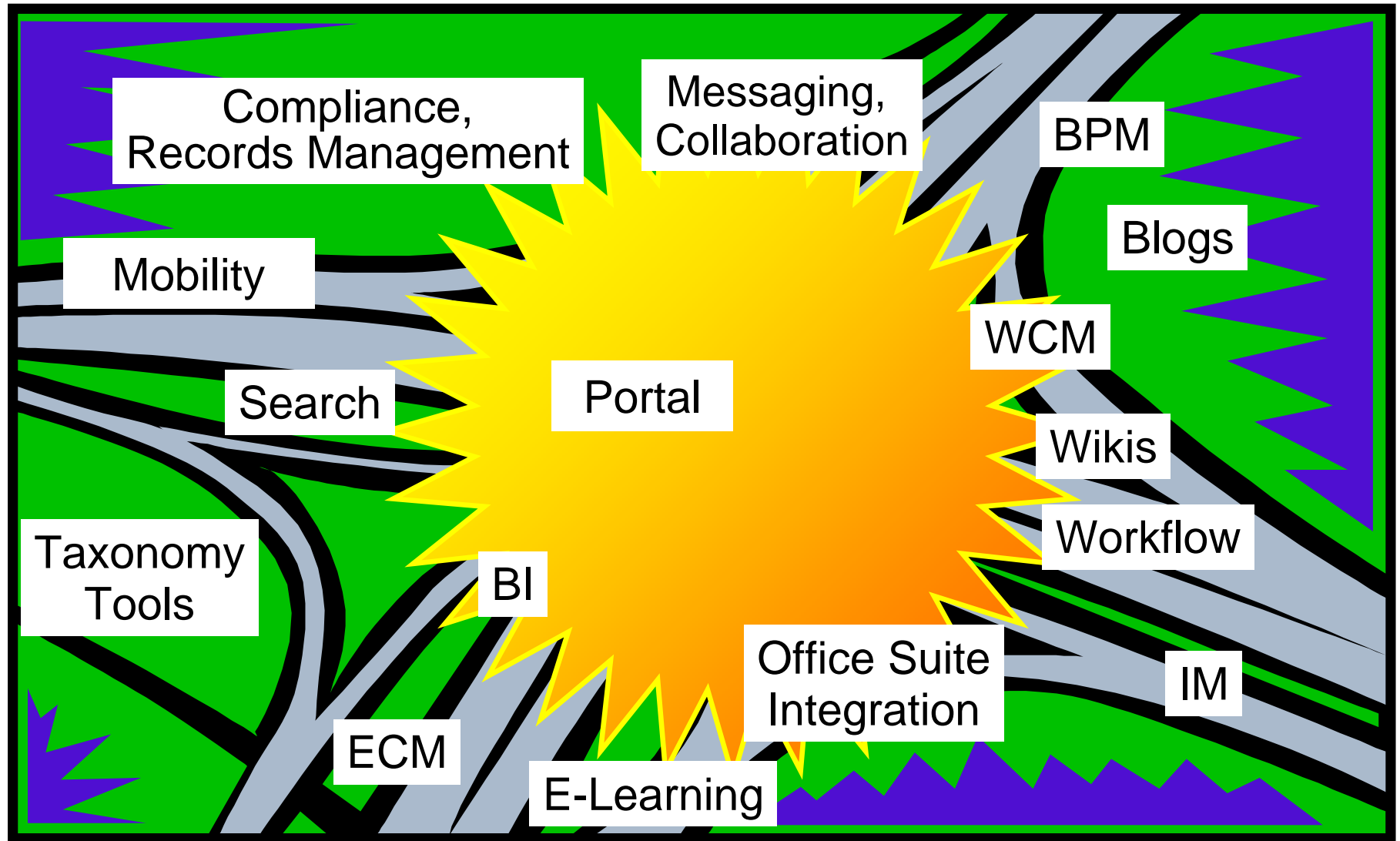
- **Manage relationship with the distribution channel**
 - Resellers
 - Franchisees
 - Independent agents
- **Business content**
 - Marketing collateral
 - Price lists
 - Product recall information
 - Promotions
- **Transactional data**
 - Order product
 - Shipment status inquiry
 - Inventory management

Employee and Customer Self-Service

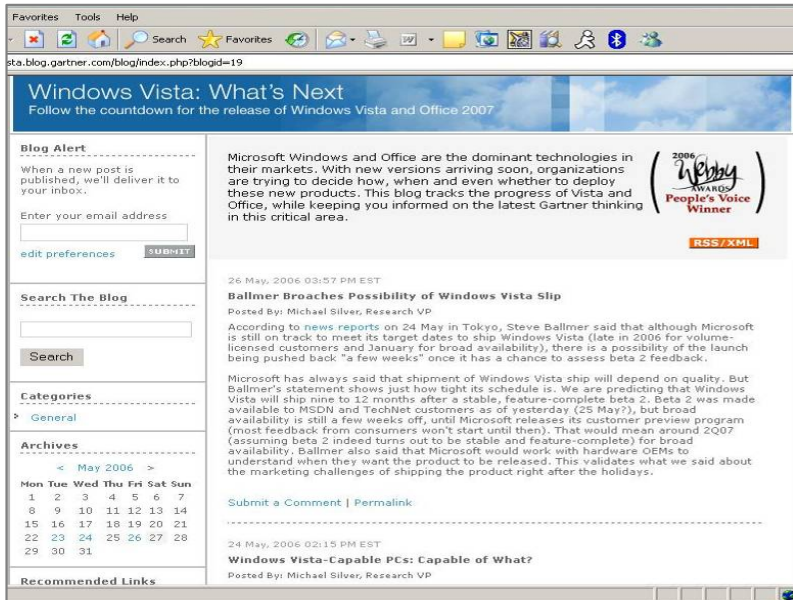
- Allow selected employees secure and authorized access to services that are peripheral to the employee's primary job functions.
- It permits a reduction in internal head count involved in providing a manual service and provides an improvement in service quality for the employees.
- By automating processes, a greater degree of management visibility is enabled.
- HR self-service is a common starting point for application-centric portal deployments.
- Self-service isn't just for employees!



The Portal as the Center for Workplace Technology Services



Blogs and Wikis in Portals

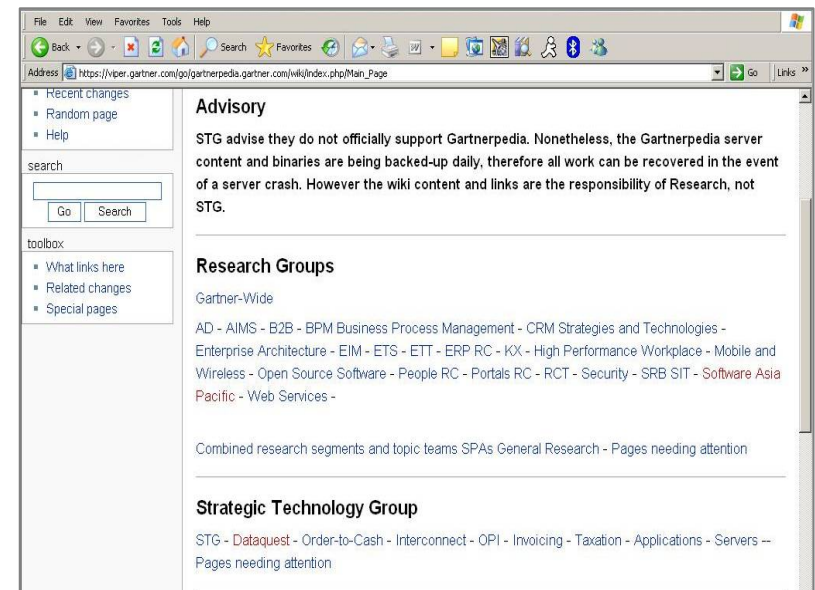


Corporate Blogs

- Presentation of complex ideas from one individual's perspective
- Surfaced ideas become starting points for further conversations
- Marketing activity

Corporate Wikis

- Collaborative content creation
- Policy creation and updating
- Continuous updating of knowledge repositories — product documentation, project status updates
- "Wiki gardening"
- Guidelines



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Six Generations of Portal Technology: It Is Still About Aggregation and Integration

Generation 5 (Mid-2005-2007)

SOBA/PIP/PCA support
Advanced collaboration
WSRP V2 and JSR286

Orchestration
User experience management
Portal as services

Gen 6 (2008-2009)

Portal ubiquity
User-managed portal
aggregation (client-
based/server-
based/hosted)
Peer portal federation

Gen 4 (2004-Mid-2005)

Advanced Web services
Composite applications
Microsites

Multichannel interaction
Personal content
JSR168 and WSRP

Gen 3 (Mid-2002-2003)

Process integration
Multiple portal support
Adv. personalization

Knowledge management
Web services
Federated search

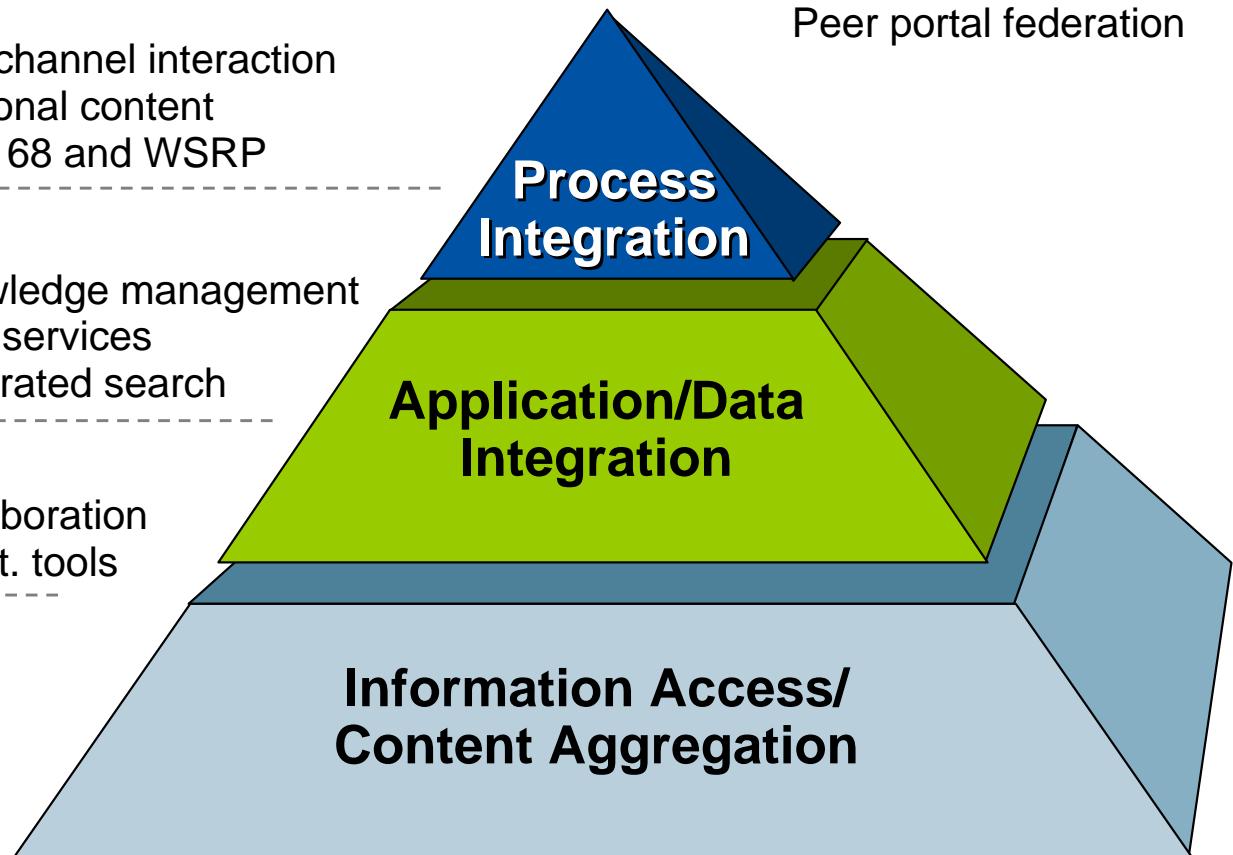
Gen 2 (2000-Mid-2002)

Application integration
Mobile and wireless

Collaboration
Mgmt. tools

Gen 1 (1998-2000)

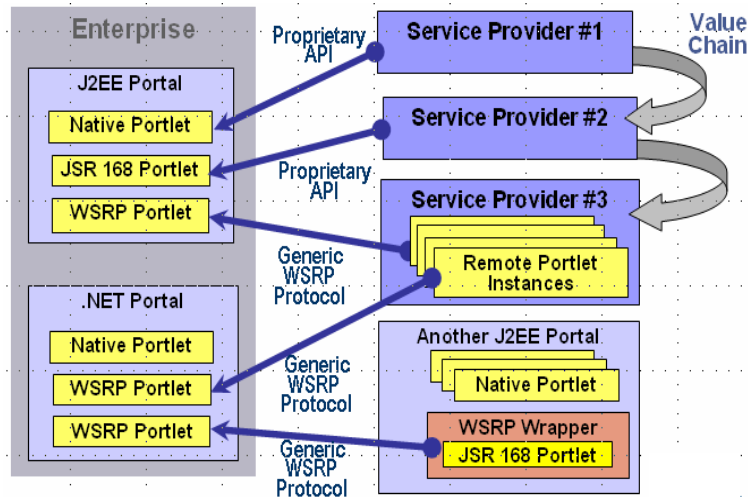
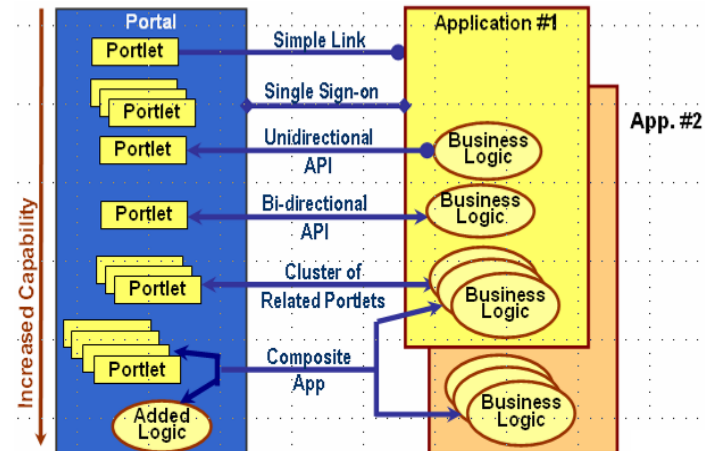
Content management/aggregation
Search/categorization
Personalization
Lightweight application framework



Portlet Standards Augment Connections to Back-End Systems and Other Portals

Portlet Development

- Different approaches should be combined in same portal page
- Abstraction is good but not always required
- Portlet development tools can help shift development burden from central IT



Portlet Standards

JSR168/JSR286

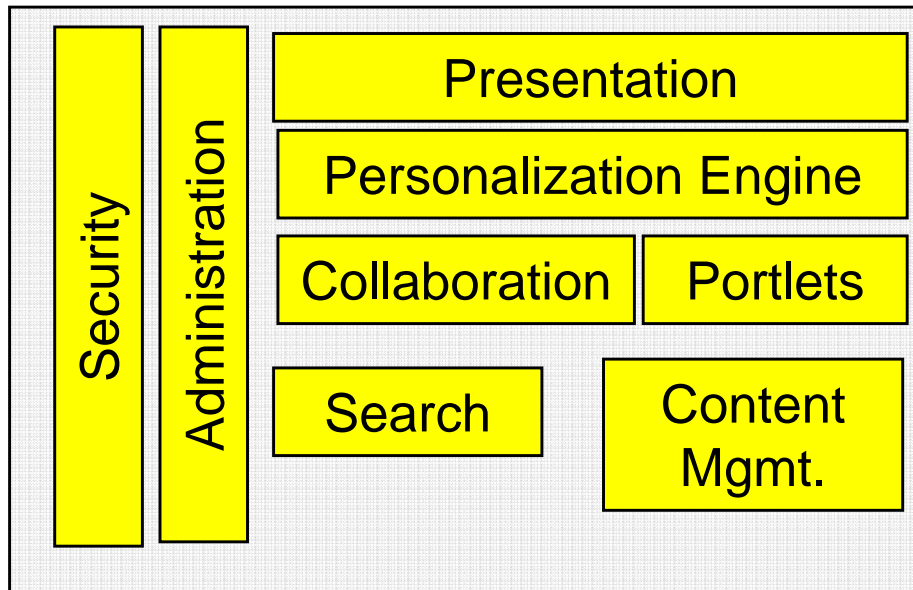
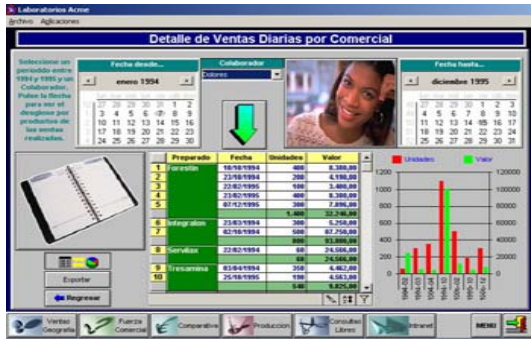
- JSR286 expected to support interportlet communication

WSRP/WSRPv2

- Consumer and producer aspects
- Portal federation
- WSRPv2 expected to support cross-portlet coordination

From Monolithic to Service-Oriented — Portal Services

Portal



Present

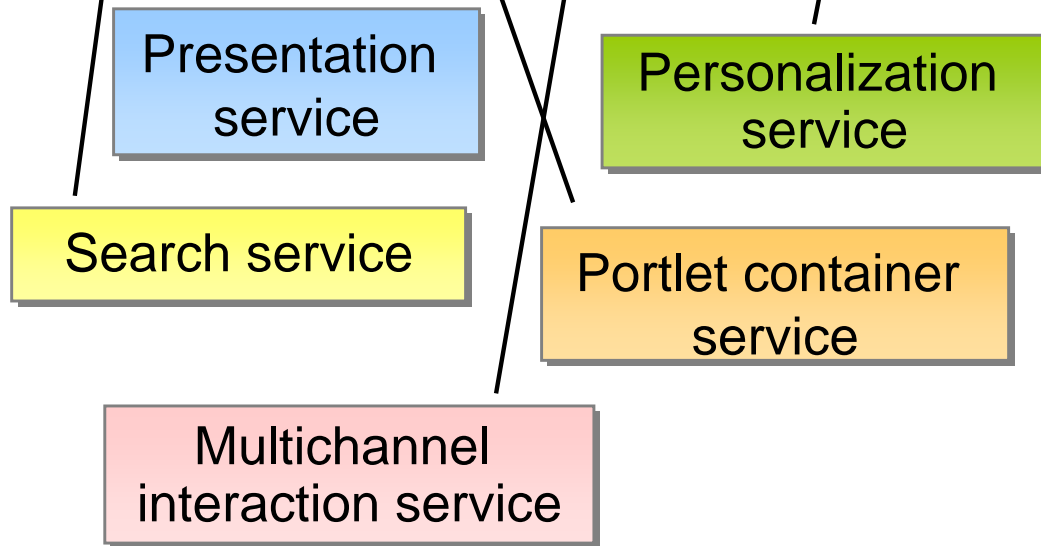
Application System



Rich Client



Portal



Future

Enterprise Portals Will Be the Home for Enterprise Web 2.0 'Mashups'

Travel Database

Congressional Travel - Privately Funded Search Results

Search criteria:
Member search: **Michael G. Oxley (R-Ohio)**
[\[RETURN TO SEARCH\]](#)

Member	Traveler	Itinerary	Sponsor	Purpose	Total	Dates	Guests	Relationship
OXLEY	Alejandro Utrera	DC - New York, NY - DC	New York Stock Exchange	Educational	\$24	12/1/2005 12/2/2005	N/A	N/A
OXLEY	Barbara C. Matthews	DC - New York, NY - DC	Swiss Re America	deliver speech	\$614	11/29/2005 11/30/2005	N/A	N/A
OXLEY	Carter McDowell	DC - New York, NY - DC	Organization for Bill Investment	fact-finding w/ foreign private issuers	\$875	11/14/2005 11/15/2005	N/A	N/A

Source: OpenSecrets.org

Mashup

- A Web site or Web application, built in a lightweight manner combining content from more than one Web source into an integrated experience
- Starting to see the move from consumer to enterprise
- Led by vendors, such as Google
- Intermingling of the consumer and enterprise worlds

Enterprise-Level Mashup Guidelines — Starting Principles

- Develop and enforce governance policies
- Validate external data and establish SLAs
- Identify internal sources and provide managed, easy access via RSS, XML and services
- Be careful about Java script leaks

Portal Fabric: Users Become the Center of Their Own 'Portal Universe'



Banking Portal



Megaportal



Government Portal



Work Portal

Today

- Portals aggregate and eliminate stovepipes of content and data, but often a new level of stovepipes are created in a multiple portal environment.

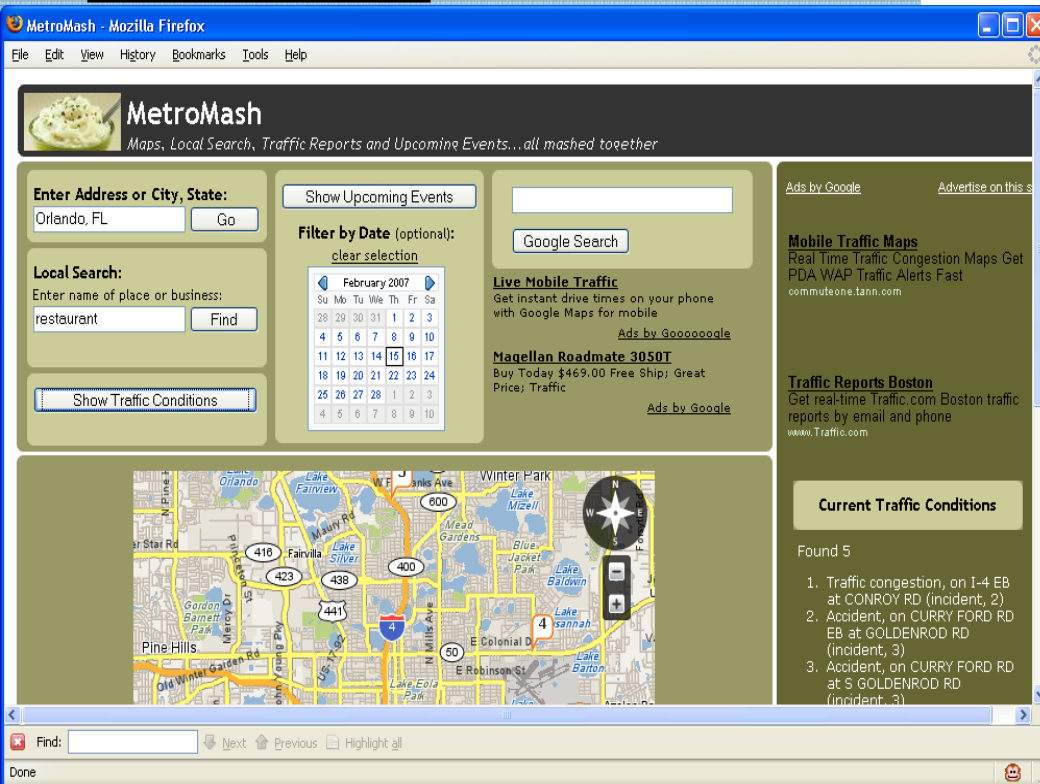
Tomorrow

- Portals will be aggregated and this level of stovepipes will disappear.

Are Personal Start Pages the MyPortal?



- The "Ajax generation" of personal portals
- Overcrowded sector is onesign of new bubble
- Each venture tries to cultivate an ecosystem of widgets
- Widgets gain value through mashups
- Web giants wade in
 - Windows Live
 - My Yahoo
 - Google IG



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The Portal Is Dead — Long Live the Portal

- Our timing was wrong. Gartner predicted the disappearance of a distinct, portal product market by 2007, but it hasn't gone away, yet.
- Many related markets have embedded portal functionality, but the market need for portal products continues.
- Despite increasing market traction by larger, independent software vendors, a new wave of vendors from new, related markets may provide independent portal products in the future.



Are Hosted Portals an Option?

- **Hosted Portal Options**

- Horizontal Portal Vendors
- Vertical Specialists

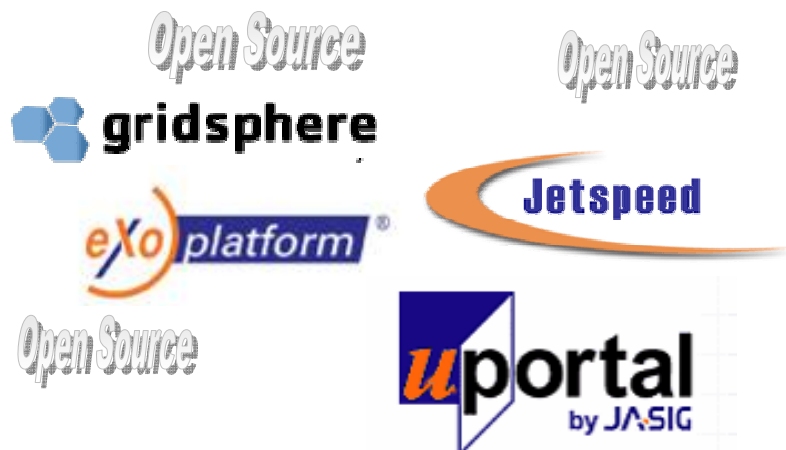
- **Emerging Software-as-a-Service (SaaS) Options**

- Tend to focus on calendaring, e-mail and other collaboration capabilities
- Generally, a lack of facilities to connect SaaS portal to enterprise data
- Personal start pages are being leveraged as free collaboration tools

- ***When it comes to the applicability of hosted portals, midsize enterprises are more like column A (Large) than column C (Small)!***

Open-Source Portals — Not Just for Higher Education Anymore

Broad-scope, full-featured horizontal portal packages

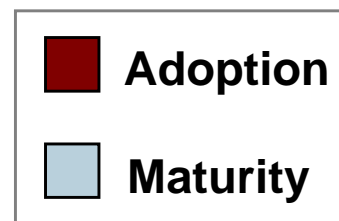
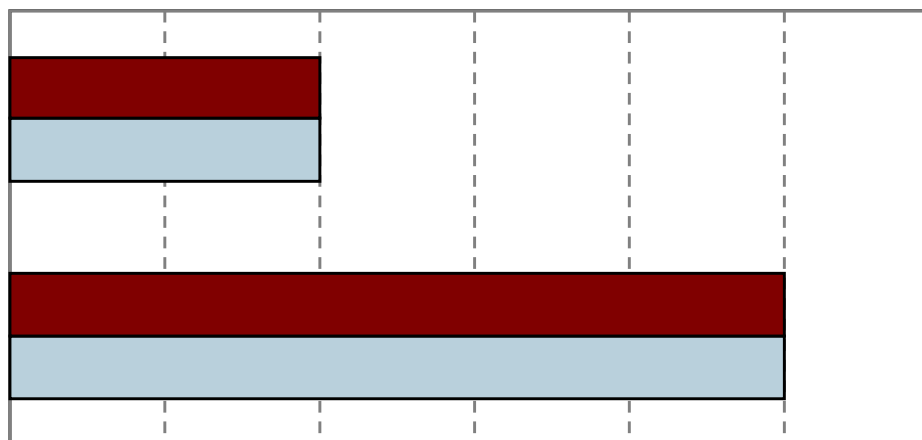


Narrow-scope, community-oriented portals

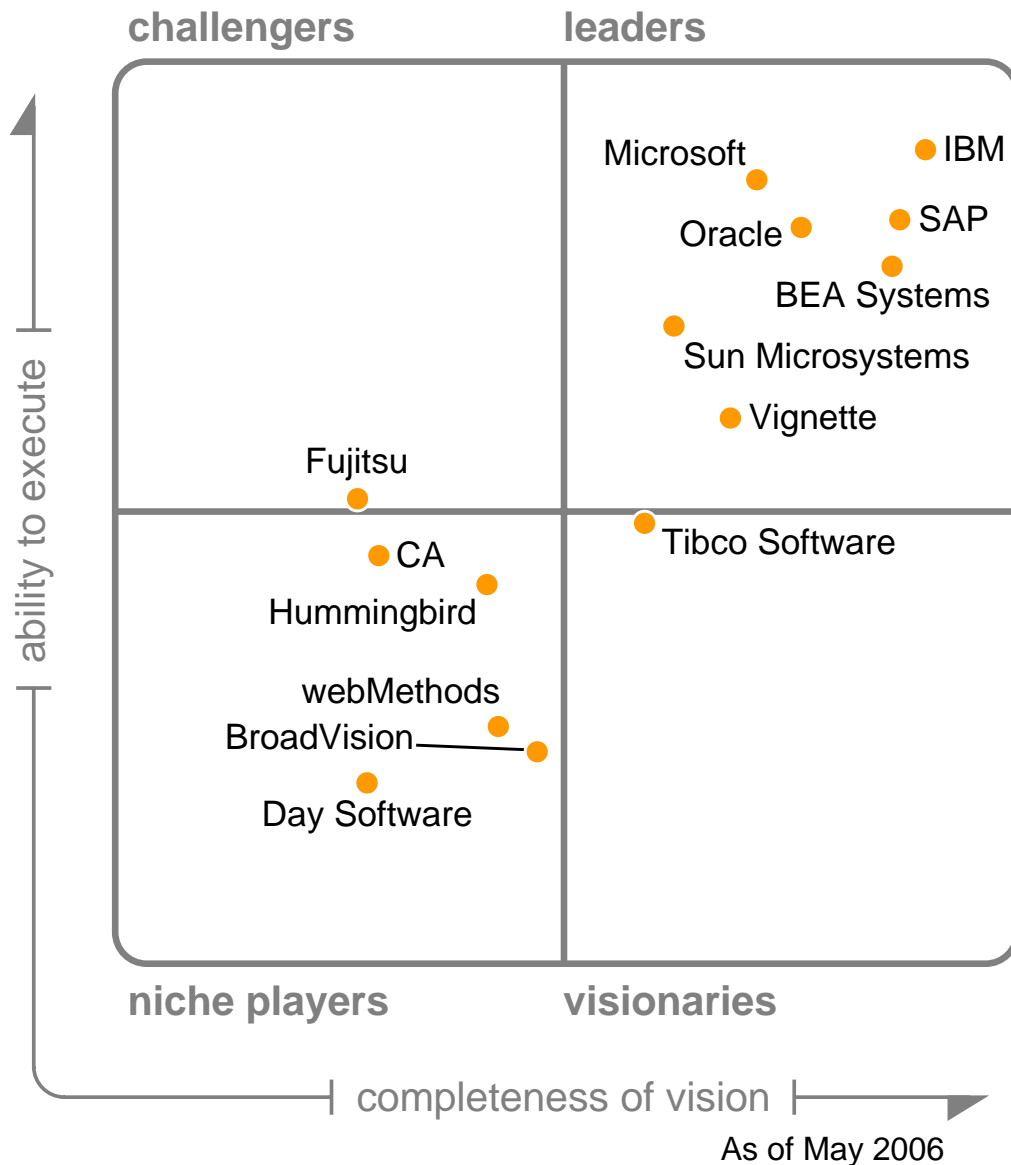


Broad-scope, full featured horizontal portal packages

Narrow-scope, community oriented portals



Portal Product Market



- Significant consolidation continues
- In addition to the two vendors acquired in late 2005, one to three vendors will exit market by YE07
- Center of gravity is large infrastructure and application ISVs
- Counterintuitive trend: new vendors entering market via BAM, BI, BPM and SOA platforms

Portal Technology Sources

Various Ways to Package Portal Functionality

- Embedded in line-of-business applications
- Vertical portal product
- Horizontal portal products
- Independent portal product
- Mobile platforms
- Application platform suite
- Process services suite
- Web services platform
- Desktop portal via rich client
- Hosted portals

Application Server 10g
AquaLogic Interaction
Java Application Platform Suite
NetWeaver Portal
Office SharePoint Server 2007
PortalBuilder
WebLogic Platform
WebSphere Portal Server
Web Workplace

Recommendations

- ✓ Focus on how the portal helps your business needs; clearly identified business needs drive good portal requirements definitions.
- ✓ Be cautious of application vendors using the term portal to describe their interface but that lack the breadth of features needed for true enterprise portals.
- ✓ Explore the portal as your first step into SOA.
- ✓ Use a combination of portlet development approaches, depending on use case.
- ✓ Expect ongoing market consolidation to mandate detailed vendor analysis and tracking.
- ✓ Require your vendors to aggressively support industry standards, especially for portlet interoperability.
- ✓ Investigate how consumer technology trends (such as mashups) can be used to increase the enterprise value of your portal implementation.

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