

IBM Software Demos

Integrating IBM accelerators for WebSphere Portal

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In this demonstration, we will see how the IBM Accelerators for WebSphere Portal help businesses meet everyday business challenges, such as effectively connecting employees, customers and partners; managing volumes of growing content; responding to shifting market requirements; and measuring performance - on time and in real-time.

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The Renovations company utilizes the IBM Accelerators for WebSphere Portal to drive their daily business needs. Alex Kay, a marketing strategist, is on Temporary Assignment in China to increase sales for the Construction division in the Asia Pacific Region. Alex wants to learn more about Construction technology. He also needs to find out what his objectives are for his Temporary Assignment and how to meet them. Let's see how he goes about solving these problems.

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Upon logging into the Renovations Portal, Alex first sees his News and Events page. On this page, he is provided with secured news, events, and announcements, personalized just for him. Since he is now working for the Construction division, he is able to see industry specific news, including a link to an article which discusses Bridge Technology. After selecting the article, Alex can see more information about the author by simply hovering over their name. The author's information is displayed from the Profiles feature of the IBM Collaboration Accelerator. This feature combined with Client Side Aggregation enabled by Semantic Tagging from WebSphere Portal, results in only the necessary portion of the page being refreshed.

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Web 2.0 features used within the IBM Content Accelerator, including AJAX, dynamically fill in the author's Dogears, a social bookmarking service provided by the IBM Collaboration Accelerator. The article's category from the IBM Content Accelerator is matched up with the tags from the Profiles and Dogear features of the IBM Collaboration Accelerator to provide relevant articles and experts pertaining to the current news article. All processing is performed on the client side, reducing the server processor time needed. Also, using Web 2.0 technology, the IBM Content Accelerator can provide a seamless look and feel by managing the presentation of content provided by the IBM Collaboration Accelerator.

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Next, Alex looks at the related events section which is dynamically generated based upon the categorization of the "Bridge Technology" article.

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Alex views an event called the "World Bridge Conference." He might want to attend this conference and decides to review the details. These events are managed in the IBM

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Content Accelerator. Alex reads through the details including a Google map of where the event is taking place. The Google Gadget's address and title are defined and managed by the IBM Content Accelerator and displayed through client side aggregation.

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Alex wants to bookmark this event for later review, so he simply Dogears the link. He can also tag this event, thus providing other employees, worldwide, the opportunity to review and possibly attend the event.

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Next, Alex navigates to his Scorecard page provided by the IBM Dashboard Accelerator. This page is personalized and secured for him.

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While reviewing his personal objectives, he sees that Ronnie, his manager, has added an objective for him, to "Increase Sales in the Asia Pacific Region". After reading the objective, he knows exactly how much he has to increase sales and how long he has to do it. He can also track his progress on this objective as he increases sales in the region.

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Alex needs to determine what initiatives he needs to take to meet his sales objective. He decides that a great way to start is to review current sales activities. Using the out of the box portlet provided by the Activities feature of the IBM Collaboration Accelerator, he is able to view the activities he is involved with. By using Single Sign on, he does not need to login to other systems or navigate away from this page. These activities are instantly shared by his team and his Sales Call Center within the context of his Scorecard. He sees an activity added by the Sales Call Center, which is a Request for Proposal to build a bridge in the Asia Pacific Region. Upon reading this activity, he decides that obtaining this contract would be a great way to meet his objectives. Back in his Scorecard, he can now add an initiative and track his progress against this activity.

Conclusion

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By integrating the IBM Content Accelerator, the IBM Dashboard Accelerator, and the IBM Collaboration Accelerator, Renovations employees are able to easily view personalized content, quickly identify initiatives to meet objectives, and work with others to execute initiatives.

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