



# Enterprise Information Portal Overview

AITP Users Group

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# Agenda

- Portal Evolution, Definition, Services and Characteristics
- Enterprise Information Portal (EIP)
- Content Management System (CMS)
- Web Services and Portals
- Reasons for Deploying an EIP
- Choosing a Solution
- Portal Future



# Portal Evolution

- WWW gained recognition in 1994
- Mosaic paved the way for the browser's war
- Yahoo! Led the way for search engines
- As the Internet matured, so did the technology (CGI → J2EE/.Net)
- E-commerce and dot coms rampage
- “Pure play” portals introduced (Epicentric, Plumtree, etc.)



# Portal Definition

- A site featuring a suite of commonly used services, serving as a starting point and frequent gateway to the Web (Web portal) or a niche topic (vertical portal).
- Synonym: Gateway (Homepage)
- Portal types:
  - General – Yahoo!, Excite, MSN
  - Niche – Garden.com, Fools.com, NFL.com



# Portal Services

- Directory of Web sites
- Search Engine
- News and weather information
- Email, phone, stock quote, and map information
- Chat and message boards
- Options for customization



# Portal Characteristics

- Personalization
- Integration of information, applications, and collaborative services
- Internal-facing (B2E)
- Customer-facing (B2C)
- Partner-facing (B2B)



# Enterprise Information Portal (EIP)

- Single gateway to a company's information and knowledge base for
  - Employees
  - Customers
  - Business Partners
  - General Public



# EIP is . . .

## ■ Access/Search

- allows a user to get all the information needed (but no more) in the desired context

## ■ Categorization

- categorizes all information so that it is delivered to the user within the context needed

## ■ Collaboration

- allows individuals to collaborate regardless of geographical location



# EIP is . . .

- Personalization

- information is personalized to that person's role, preferences, and habits

- Expertise and Profiling

- individuals within an enterprise are profiled according to their experience and competencies

- Application Integration

- allows individuals to deliver, access, and share information regardless of applications used



# EIP is . . .

## ■ Security

- user logs on and is given access only to information that the user is authorized to access
- single sign on – a session/user authentication process that permits a user to enter one name and password in order to access multiple web applications



# Content Management

- Personalization of content makes a portal a true portal and is key to ROI
- Content displayed in a portal is best managed with a Content Management System (CMS)
- CMS vendors provide solutions designed to deliver relevant, targeted, and easily located information



# CMS is . . .

- Content Management Application (CMA)
  - allows the content manager or author to manage the creation, modification, and removal of content
- Content Delivery Application (CDA)
  - uses and compiles the information to update the Web site
- Web-based publishing
  - allows individuals to use a template or a set of templates approved by the organization, as well as wizards and other tools to create or modify Web content



# CMS is . . .

- **Format management**

- allows documents including legacy electronic documents and scanned paper documents to be formatted into HTML or Portable Document Format (PDF)

- **Revision control**

- allows content to be updated to a newer version or restored to a previous version, change tracking

- **Index and search**

- indexes all data within an organization, search for data using keywords



# Web Services and Portals

- There is no portal standard today
- Portals are about interoperability but each portal product has its own unique way of accessing business content – portlets, adapters, gadgets
- With the emergence of Web services the industry group OASIS is attempting to define a standard, Web Services for Remote Portals (WSRP)



# Web Services and Portals

- WSRP will allow plug-and-play of visual, user facing Web services with portals or other intermediary Web applications
- With Web services you are basically sending messages in and out
- Content available as a Web service enables that content to be accessed through any portal



# Reasons for Deploying an EIP

1. Distributing Information More Effectively
2. Encouraging Collaborative Working
3. Managing Content and Information
4. Integrating With Enterprise Applications
5. Supporting Customers
6. Supporting Suppliers and Partners
7. Improving Internet Administration
8. Reducing Training Costs



# Choosing a Solution

- Portal market segments are
  - “Pure play” (Epicentric, Plumtree, etc.)
  - Packaged applications (Peoplesoft, SAP, etc.)
  - Enterprise integration (BEA, IBM, Oracle, etc.)
- Determine your business strategy based on
  - User requirements
  - How the solution fits your technology infrastructure
  - How the solution relates to your other technologies



# Choosing a Solution

- Evaluate products based on these features
  - Presentation
  - Personalization
  - Collaboration
  - Process
  - Publishing and distribution
  - Search
  - Categorization
  - Integration



# Choosing a Solution

- Use the features and functions to help identify the requirements of the portal
- Rank the features and functions and map them to vendor capabilities
- Select a portal that has all of these features and security at every level



# Portal Future

- Enterprise Portal market is estimated to grow from \$80M in 2002 to \$2B in 2005  
(SOURCE: Giga Information Services)
- Emergence of web services will overcome some portal limitations such as vendor incompatibility
- Portals will become the standard “Webtop” for users
- Customer-facing and Partner-facing portals will outpace Internal-facing portal development



# Portal Future

- “Pure play” portal solutions (Epicentric, Plumtree, etc.) will come under increased pressure to survive from enterprise integration portals (BEA, IBM, Oracle, etc.)
- Federated portals that provide access to multiple portal communities via a single enterprise portal will emerge