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Smarter software for a Smarter Planet.

Building Exceptional Web Portal Experiences with IBM WebSphere Portlet Factory

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What technical value did **Portals** introduce?



- <u>Single API</u> for applications (Portlet API) *
 - Future proof
- Applications are <u>no longer monolithic</u>
 - Faster time to value/market
- Applications are separated on disk which dramatically simplified regression testing
- No more framework code development !
 - Cost avoidance and simplicity
- Virtual Portals (still unique to WebSphere Portal)
- The OPPORTUNITY to integrate "at the glass", rather than the backend
 - Lower cost, end-user focused
- Simplified and standardized SSO using the Credential Vault Service
- Pre-integrated, robust Web Content Management, Forms, Mobile, and Dashboards





However...

While they solved many old problems, Portals introduced some <u>unexpected "wrinkles"</u>

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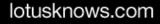


- More distributed development
- Not cheap, right ? (great VALUE but not inexpensive)
 - Everyone has to participate
- User interface inconsistency
- Assembling applications, deployment, and testing got easier but <u>development</u> remained as difficult as ever
- Developer's lives got harder in some respects
 - "Single infrastructure for all applications"
 - Integration becomes more important than ever ! *





Making good on our promise to provide a platform for "Exceptional user experiences" necessitated a reinvention of Portal Development





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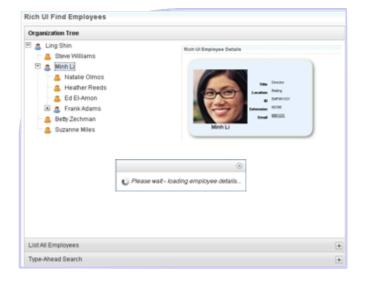


WebSphere Portlet Factory 7.0.0.0

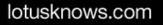
Supercharges Delivery of Rich, Interactive Web 2.0 Applications

- Rich, Interactive Applications with advanced Dojo toolkit User Interface widgets and controls
- Visual Application Development for fast, simple application construction
- Information Integration and Transformation of data sourced from multiple, disparate back-end systems
- Hassle-Free Deployment to remote systems running on-premise or in the cloud
- Skinnable application User Interfaces for consistent branding and rapid rebranding
- Interoperable, Standards Based Applications via new support for JSON, WSRP 2.0 and JAX-WS

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Let's develop some portal applications

