

# Lotus knows.

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?**

- Single API for applications (Portlet API) \*
  - Future proof
- Applications are no longer monolithic
  - 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...**

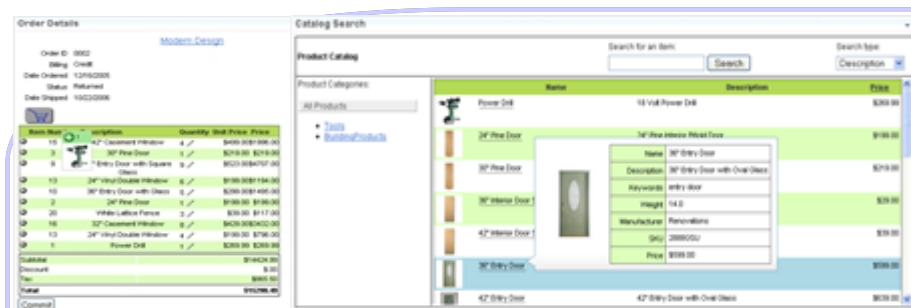
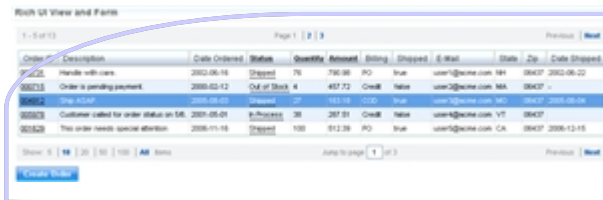
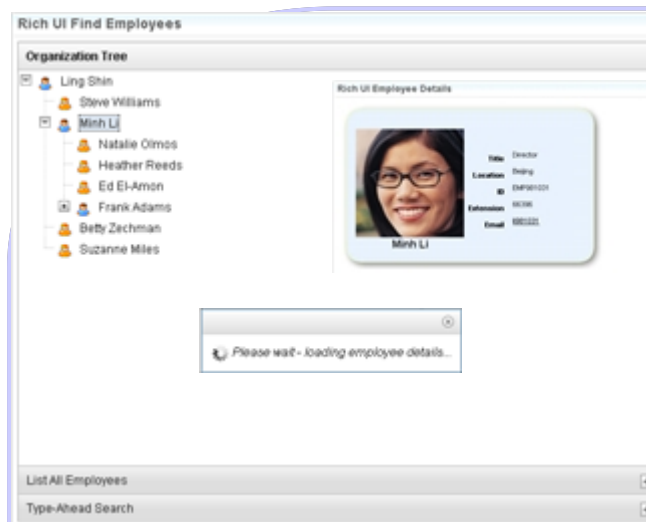
**While they solved many old problems, Portals introduced some unexpected “wrinkles”**

- 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 development 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

## 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