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Intranet and Portal Technologies

Computers in Libraries
Washington, DC

March 15, 2003
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Topics / Questions

- Why?
- What?
- How?
- Wrap up

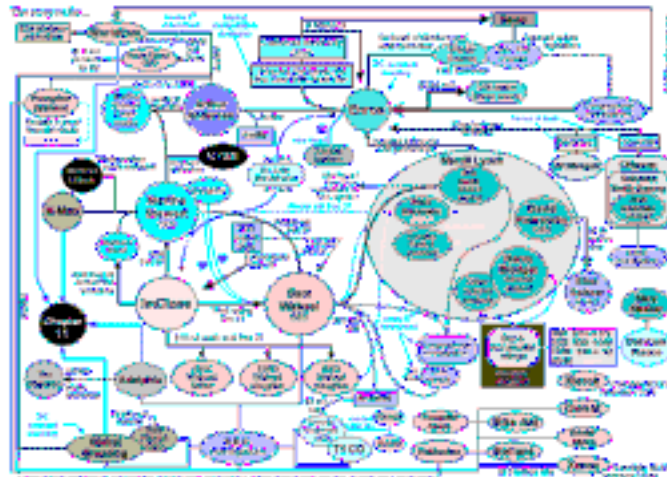
Section 1

**Who / why? and
some lessons**

The Key Question

**What new technologies
will enable libraries to build
new types of relationships
with their clients?**

The Situation Today... Search This



Intranet and Portal Trends in 2003

- Consolidation ... a handful of survivors
- Prices...very difficult to pin down ... content more expensive... devices ever cheaper
- Blurring lines... difficult to know what is possible
- Costs ... license fees are about 20 percent of the total cost of implementation
- Lock in... vendors want to get enterprise business ... open standards are relative

Key Points for 2003

- ① **Technology: outsourcing does not reduce total costs**
- ② **Search ... far from perfect**
- ③ **XML ... key enabling technology ... can be expensive to implement**
- ④ **Low cost = limited functionality**
- ⑤ **Double the original time estimate for projects large and small**
- ⑥ **Integration remains expensive... connectoids must be tweaked or coded from scratch**

Characteristics of a “Real Time Enterprise”

- **Computing and communications available to every employee or authorized user**
- **Superior Information availability across the value chain**
- **Streamlined business processes using the Web via communications plus content**
- **Lower costs through improved analytics**
- **Data entered only once**
- **Single interface to applications**

Value Proposition

- **Lower system maintenance cost**
- **Faster delivery of new services**
- **Higher scalability and availability of business**

Gateway / Portal Needed

- **Facilitate**
 - **Communication**
 - **Smooth flow of information: no bottlenecks**
- **Increase**
 - **Response speed**
 - **Options for communications**
- **Web integration with other Federal and commercial services rapidly and without costly rework**

Section 2

What Intranets Must Now Support

The Devices...



Hybrids: Phones Plus



logging in at a ShareAMP server

Multimedia / Rich Media: Tablets



PDA's



Section 3

How?

Our Understanding of the Issue

- **Usability—essential**
- **Flexibility—a necessity**
- **Integration with existing business processes as required—a must**
- **Technology—stable**
- **Results . . . easy-to-see, on time, and on budget with available resources**

A Definition... In the Beginning

A portal is an originating Web site with search engine capabilities

Portals and Views



How Many Types of Portals?

- ✓ **Public portal -- Yahoo!**
- ✓ **Corporate portal -- Chase**
- ✓ **Personal portal -- Nokia MMS mobile phones**

Today... Portal Is Much More

- ✓ Information searching
- ✓ Information dissemination
- ✓ Collaboration (bringing people together)
- ✓ Business service integration

What Is a “Portal”?

- A doorway page that allows a user to **access** static information

HTML ... Like a Brochure



Source: treasury.worldbank.org

What Is a “Portal”?

- A page that leads to static information
- A page that **aggregates** information dynamically

Dynamic HTML ... Information Aggregation

User name and password



A screenshot of the Yahoo! login form. The form is titled "Sign In to Yahoo!" and contains two input fields: "User Name" and "Password". Below the fields is a "Sign In" button and a link for "Forgot your password?". A blue arrow points from the text "User name and password" to the "User Name" input field.

A Doorway to Data... Updates Automatically



A screenshot of the Yahoo! stocks page. The page features a "stocks" header, a "My Front Page" section with navigation options, a "Message Center" with a "Check Mail" button, and a "Portfolios" section with a table of stock prices. The "My Front Page Headlines" section displays a list of news items related to technology and the internet.

Stock	Price	Change
GOO	766.02	+6.01
MSFT	121.09	+0.01
IBM	89.22	-0.07
ORCL	94.00	-0.14
HPQ	40.07	-0.20
MS	121.09	+0.04
INTL	300.18	+0.00

- [Hewlett-Packard: Top List of Windows Time Events](#)
- [Government Web Site Shows Job Prospects](#)
- [Assistant Secretary: That's How R.C. Folsom Jr.](#)
- [U.S. Federal Authority of Internet Route](#)
- [U.S. Firm: 'That's How' Internet Drop Traffic](#)
- [Computer Recovery: How to Track Spending Changes](#)
- [Almost 20 Percent of Don-Clicks Are Short-Run Sales](#)
- [Other 'Online Firm' - 1 \(Page 2\)](#)

What Is a “Portal”?

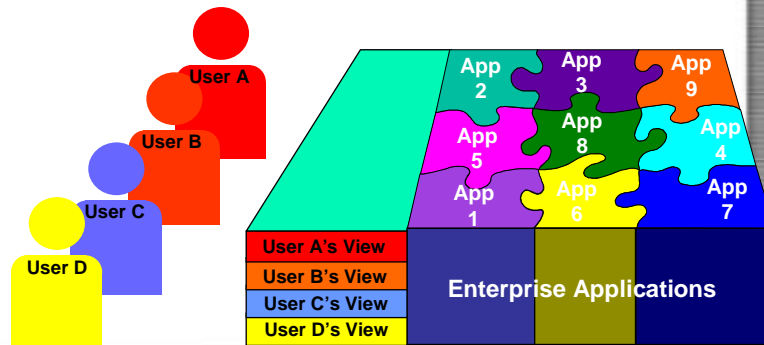
- A Web page that leads to static information
- A Web page that aggregates information dynamically
- A Web page that integrates *applications*

GE Capital

The screenshot shows the GE Capital website homepage. At the top, there is a search bar and navigation links. The main content area features a large "Welcome to GE Capital" message with "Home" and "AOL" buttons. Below this, there are several sections: "Business & Industry" with a list of services, "Quick Access" with links to various services, "Customer Centricity" with a "My GE" button, "Industry Solutions" with a list of industry-specific services, and "GE Capital offers a wide range of services" with a "Select a Country" dropdown. On the right side, there are several "Breaking" news items and "GE Capital" logos.

Views = Portlets

- An Integrated view of enterprise applications
- Personalized views for users



Snap Together... Reusable



LEGO blocks can be used to build different things by snapping the standardized pieces together...

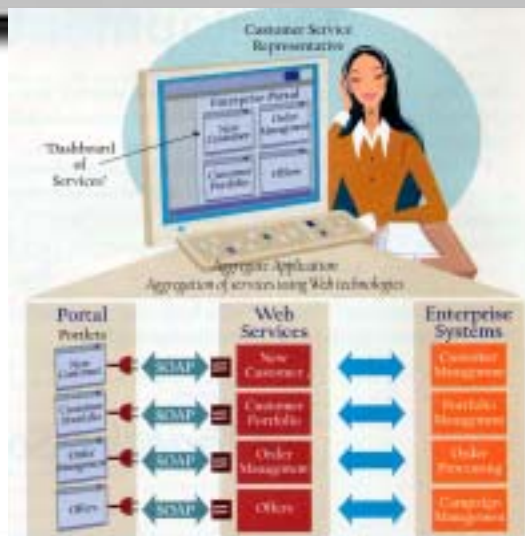
Standardized pieces that snap together...



The Workspace “Model”



What Web Services Do



What are Web Services?

Simply...web services are applications that interact with each other using Web standards

- Self-describing, self-contained modular applications
- Platform and implementation neutral
- Based on open standards for description, discovery and invocation
- Programmatically connect business processes together
- Typically transactional, requiring integration with existing systems

What are Web Services?

- **Web services perform encapsulated business functions**
- **Functions can be from simple request-reply to full business process interactions**
 - stock quotes/stock charting
 - credit card verification/payment processing
 - integrated travel planning
 - RFQ/bid process/auctions
- **Can be mixed and matched to create complete process, product**
 - Enable dynamic integration with decreased human interaction
 - Both new and extensions to existing applications

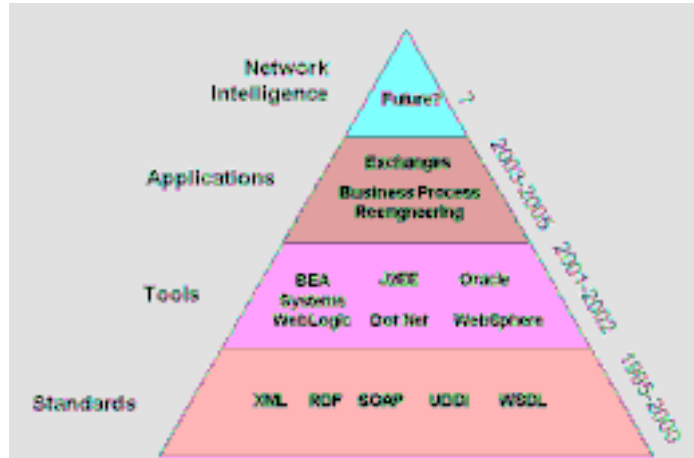
Self-Describing Applications

- **The buzz word for software that:**
 - Allows enterprise portals to be built
 - Facilitates application integration
- **A portal is a common interface to information and services**
 - **Browser-based: relatively easy to use, most people understand how it works**
 - **Applications available: click an icon and the needed function appears**
- **Application integration**
 - **Key initiative in most large organizations (Morgan Stanley, 2002)**
 - **Use Extensible Markup Language and other standards as a way to move information from Point A to Point B**

Net Net of Web Services

- **The major corporations are going to move a bit faster:**
 - **Price competition will be brutal as the enterprise software vendors vie to land key accounts**
 - **Discontent is likely to rise at the department level because the new services will be not be available quickly**
 - **Microsoft may be able to exploit this opportunity to “attack from the bottom up”**
- **Key non-commercial buyers appear to be lining up for non-Microsoft solutions when decisions about the applications server, enterprise integration tool, and portal are being made**
- **Small- and mid-sized enterprises are opportunities but the window of opportunity may close if the economic environment deteriorates further**

Moving Up the Triangle



The screenshot shows a financial website interface for Mega Financial Corp. The interface features a navigation bar with tabs for 'My Home', 'Trading', 'Banking', 'Research', and 'My Profile'. The main content area includes a 'Welcome sarah!' message, a 'Market View' widget, and several 'Portlets' such as 'Expert Options', 'Portfolios', 'Research', and 'News'. Callout boxes highlight the 'Tab to Other Portlets' and 'Portlet' labels.

Market View

Level	Change
High (day)	4301.86
Low (day)	3917.47
High (year)	5122.52
Low (year)	2932.81

Portfolios

Symbol	Buy	Sell	Buy	Sell	Value
TRNA	99,800	99,800	99	99	\$5,008.00
ERCO	66,850	66,125	66	66	\$4,007.50
BRAG	66,375	66,400	66	66	\$4,040.75
TOTAL VALUE:					\$13,056.25

News

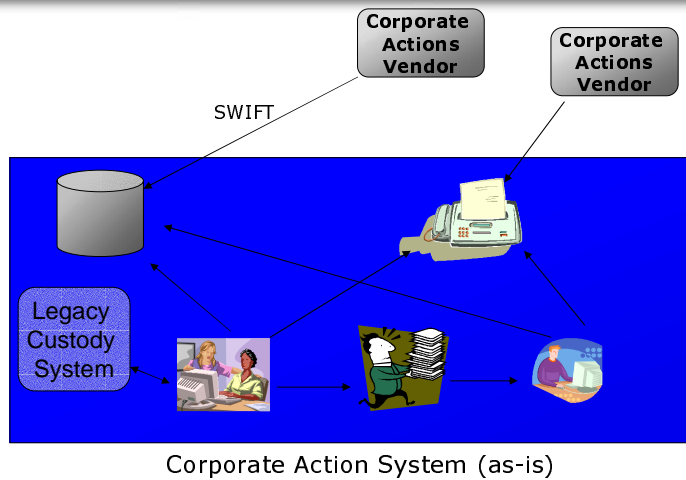
BEA Systems breaks into China
BEA Systems (NASDAQ: BSW) posted its earnings after the company posted better-than-expected earnings.

Citigroup invests in Europe
In the carbonizing equipment space, the group will go to the world, regardless of size.

Graphical Administration

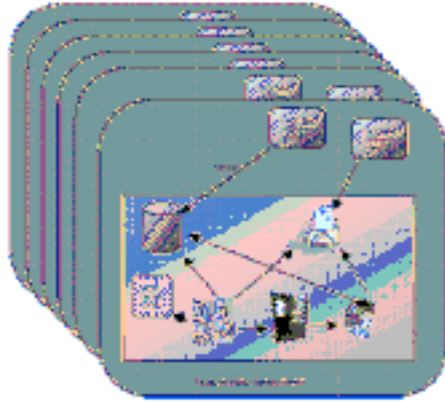


Typical Enterprise Process...

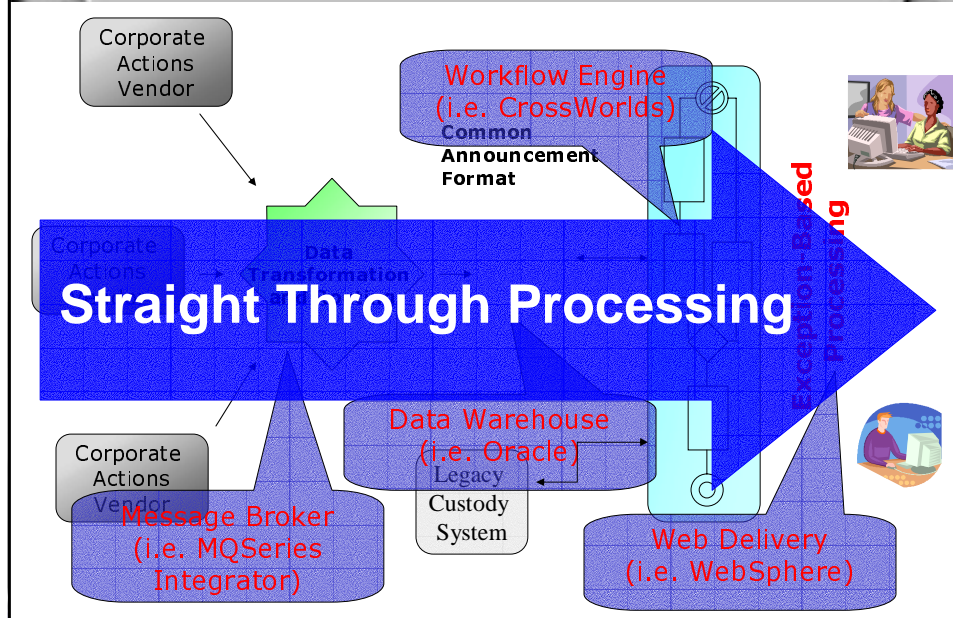


But There Were ...

Six *duplicate* corporate actions in existence at the same time



Reduce Duplications



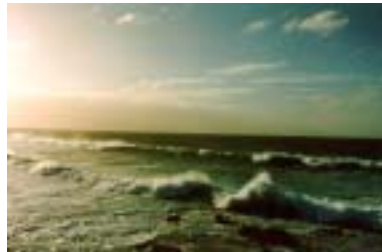
Integration to Reduce Costs

✓ Extended Enterprise Portal

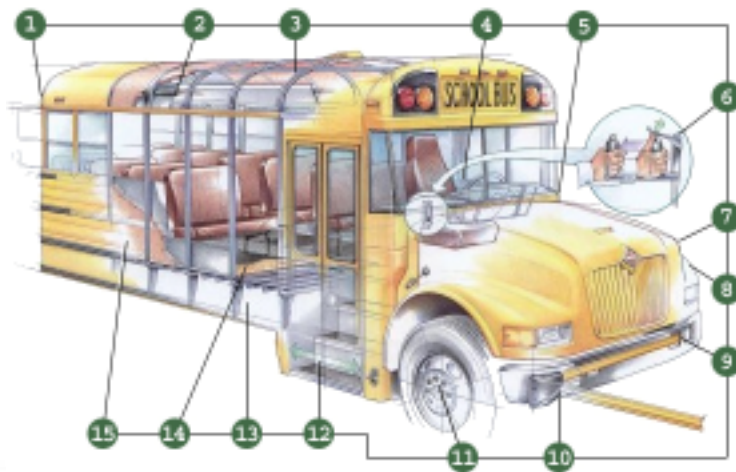
- B2B portal owned and managed by a single enterprise
- Provides supply chain, communications, and traditional portal functions
- Examples: Grainger, GM, Toyota, Boeing, GE Financial

The image shows a screenshot of the Yahoo! France website, specifically the 'stocks' section. The page features a navigation bar with 'Yahoo! stocks' and a search bar. Below the navigation bar, there are several sections: 'My Front Page' with a 'Change Layout' button, 'Message Center' with a 'View Mail' button, and 'My Front Page Headlines' with a 'View All' button. The main content area displays a list of stock prices and a 'Yahoo! Cinéma' section. The page is cluttered with various advertisements and links, including 'Yahoo! Veo.com', 'Yahoo! Finance', and 'Yahoo! Cinéma'. The overall layout is typical of a web portal from the early 2000s.

No Either Or... Both Necessary



Set Up of the "Business Vehicle"



Then Apply a Process to Customers



4. Summary

Wrap Up

Pay Offs

- ✓ Digital information dissemination
Reduce printing / travel expenses
- ✓ Workplace integration
Reduce duplication
- ✓ Decision oriented workplace integration
Streamline business processes and work flow to reduce costs

IT and 360°ROI: Fatten Cost Curves

1. The largest inefficiencies lie in interactions between units in a business and enterprises in an industry sector.
2. Communications and information are critical to interactions among enterprises.
3. The Internet's biggest influence is on business process innovation, and reducing communication and interaction costs.
4. Content has to be the "Teflon" of work



The 7x24 “Trading Floor” Model



This Presentation

www.arnoldit.com/sitemap.html