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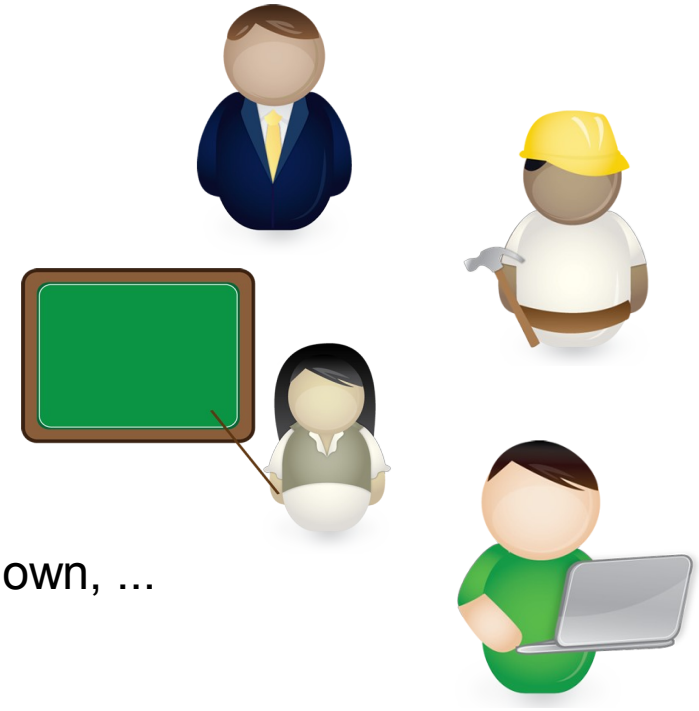
23 March 2011

Getting the Right Information, At the Right Time, In the Right Place

- Some new directions

Introduction

- IBM WebSphere User Technologies & Delivery
  - Hursley, Winchester
- WebSphere product information (primarily)
- The right information
  - *Describe what users need to do* with WebSphere products
  - *Give enough help* when using products
  - *For the context* of use
- At the right time
  - When evaluating, learning, planning remotely
  - When configuring/using directly
- In the right place
  - Information centers on ibm.com
  - Help in the product user interfaces
  - PDFs, ebooks, …
  - Downloadable information, customize for your own, ...



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How do we identify what's right?

- We represent users of the products
- We work within product development teams
  - And with others, especially customer-facing IBMers
- Integrated information planning
  - With IBM Redbooks, white papers, developerWorks articles, …
  - The Total Information Experience
- We talk to WebSphere users
  - In customer experience workshops, calls, …
  - Here today?

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Problem space: Some things our customers have told us...

"Information is too sterile, no context"

"Too much HOW, not enough WHY"

"We'd like more cross-product information and tasks for configurations that span multiple products. For example, it's not easy to find how to connect CICS and WAS using CICS TG...."

"Different product information feels like it's from different companies. It's not consistent enough (e.g., MQ, WPG), and there's not nearly enough documentation for mixing non-IBM products, like Oracle RAC, or mixing different IBM products (Tivoli + WebSphere)."

"A high level page containing links to all IBM information Centers would be extremely valuable."

"Generally, the information in the Information Centers (IC) is very accurate. We'd like the ability to add other documents to the ICs, for example, our own information, links to Redbooks and technotes…"

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Some new directions

- ... to give you better information about using WebSphere products

- A new product connectivity information center, describing real scenarios for activities that WebSphere users have highlighted
- A new Knowledge Center, the one place at which to find and work with information across IBM more easily
- And more...
  - Ways for you to collaborate with other WebSphere users and the IBM WebSphere team
  - Ways for you to assemble collections of information that fit your needs

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"We'd like more cross-product information and tasks for configurations that span multiple products. ...."
"and there's not nearly enough documentation for ... mixing different IBM products"

Product connectivity scenarios information center

http://publib.boulder.ibm.com/infocenter/prodconn/v1r0m0/index.jsp

Scenario-based information

- "Information is too sterile, no context"
- User should appreciate link from a business need to technical solution
  - As best practice
  - Not as the technical solution for other reasons
  - Understand enough to adapt scenario for own use
- Illustrate the context
  - Pictures of scenario (business flow, environment – product&feature)
- Break down into verifiable phases of progress
  - For easier consumption by users
  - For assured progress through involved activities

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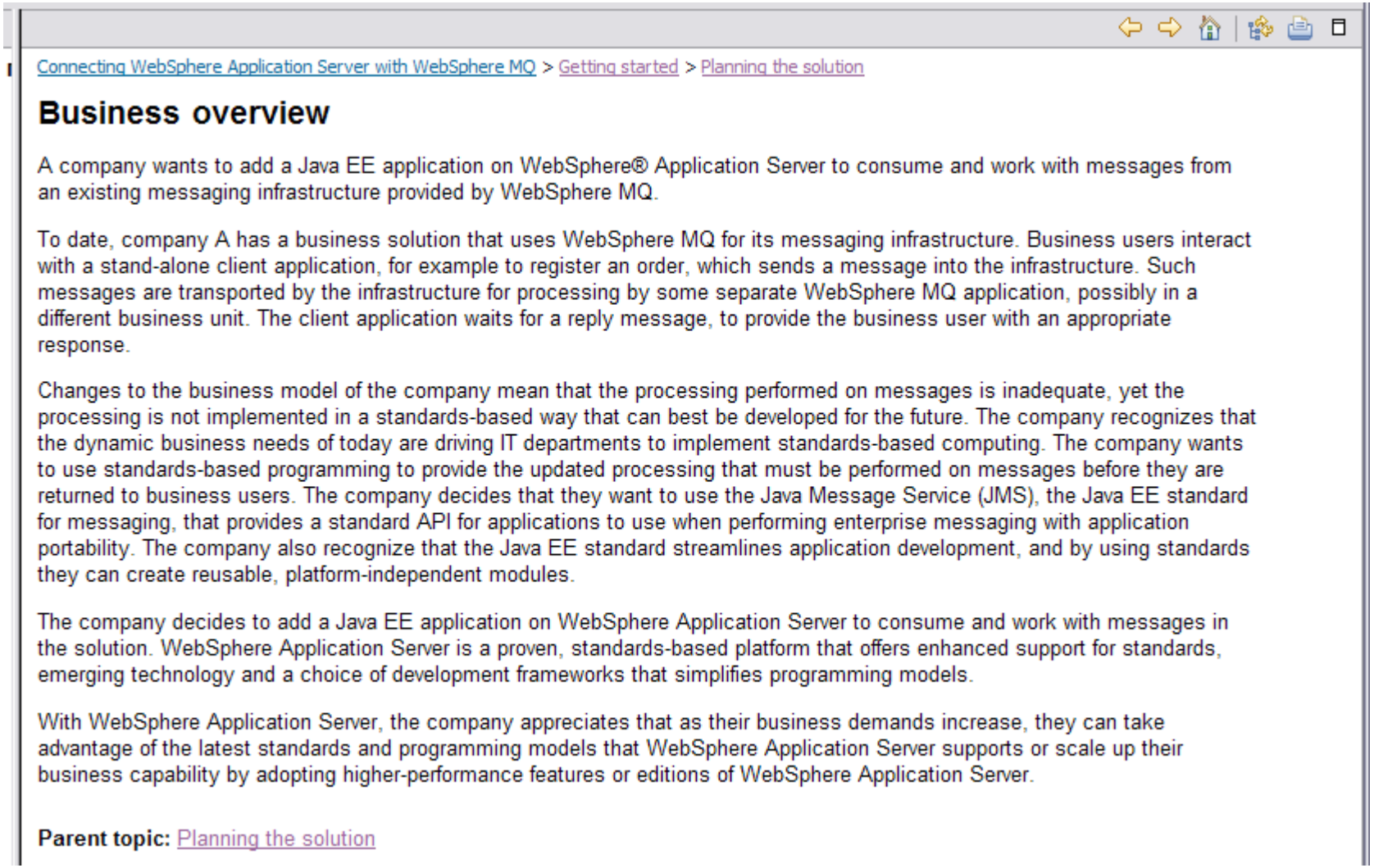

Connecting WebSphere Application Server with WebSphere MQ > Getting started > Planning the solution

Business overview

A company wants to add a Java EE application on WebSphere® Application Server to consume and work with messages from an existing messaging infrastructure provided by WebSphere MQ.

To date, company A has a business solution that uses WebSphere MQ for its messaging infrastructure. Business users interact with a stand-alone client application, for example to register an order, which sends a message into the infrastructure. Such messages are transported by the infrastructure for processing by some separate WebSphere MQ application, possibly in a different business unit. The client application waits for a reply message, to provide the business user with an appropriate response.

Changes to the business model of the company mean that the processing performed on messages is inadequate, yet the processing is not implemented in a standards-based way that can best be developed for the future. The company recognizes that the dynamic business needs of today are driving IT departments to implement standards-based computing. The company wants to use standards-based programming to provide the updated processing that must be performed on messages before they are returned to business users. The company decides that they want to use the Java Message Service (JMS), the Java EE standard for messaging, that provides a standard API for applications to use when performing enterprise messaging with application portability. The company also recognize that the Java EE standard streamlines application development, and by using standards they can create reusable, platform-independent modules.

The company decides to add a Java EE application on WebSphere Application Server to consume and work with messages in the solution. WebSphere Application Server is a proven, standards-based platform that offers enhanced support for standards, emerging technology and a choice of development frameworks that simplifies programming models.

With WebSphere Application Server, the company appreciates that as their business demands increase, they can take advantage of the latest standards and programming models that WebSphere Application Server supports or scale up their business capability by adopting higher-performance features or editions of WebSphere Application Server.

Parent topic: Planning the solution

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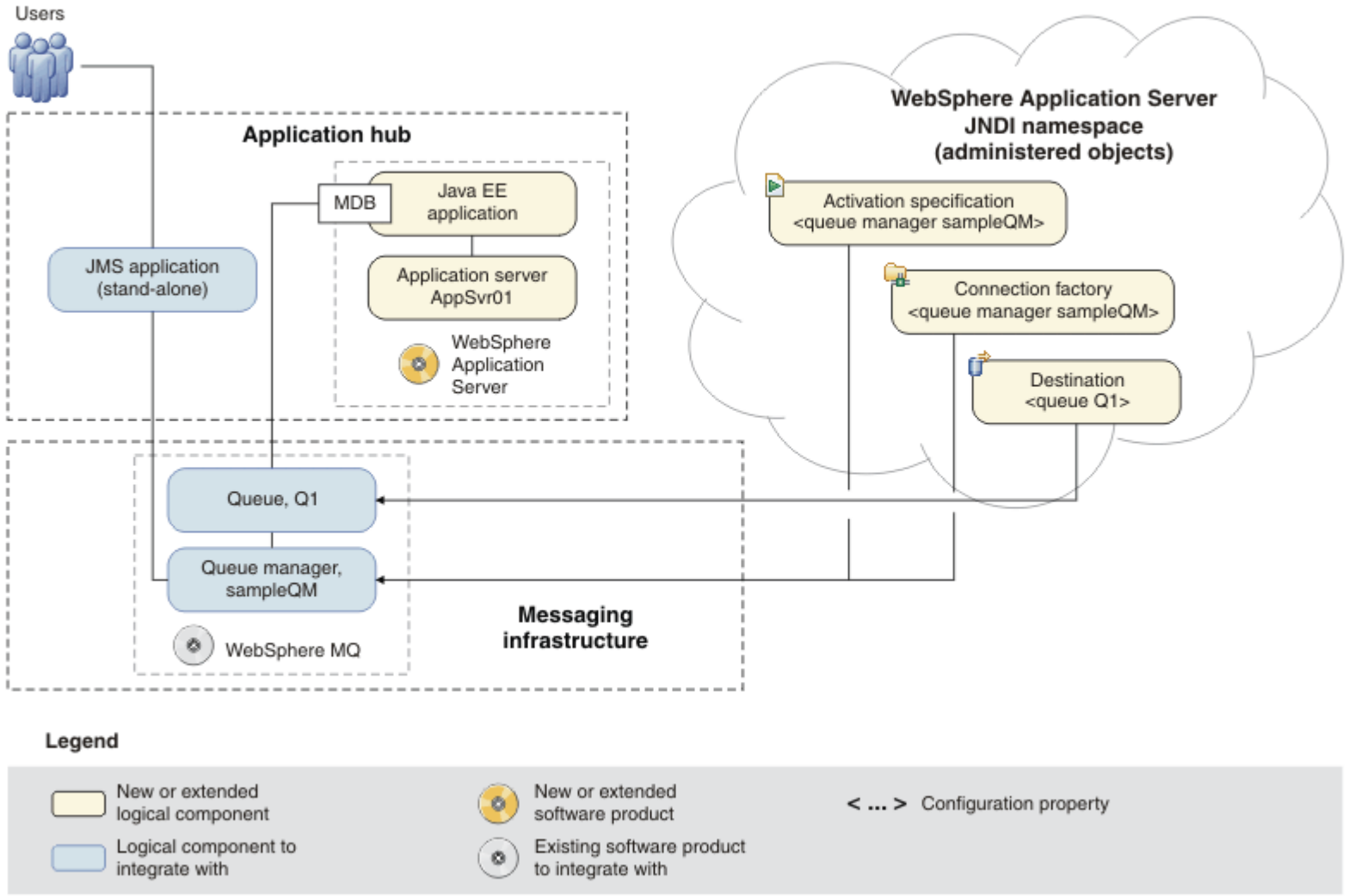
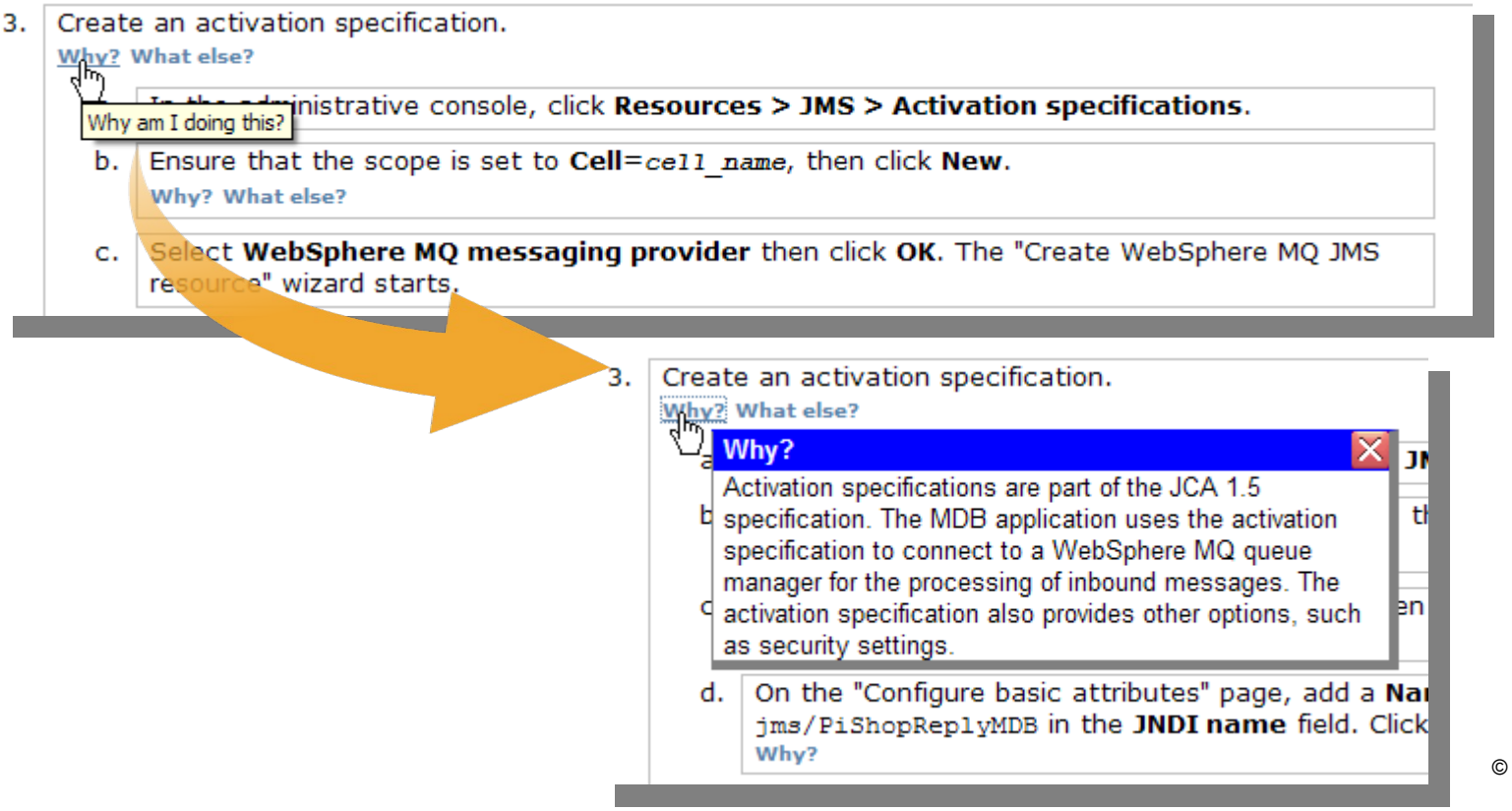
Figure 1. Delivered logical topology. The high-level logical topology diagram for new software functions delivered by integrating WebSphere Application Server into the initial WebSphere MQ messaging infrastructure. This delivered logical topology shows the new functions as new or extended logical components, integrated with the software functions and products from the initial logical topology.



Parent topic: Technical solution

Scenario-based information

- "Too much HOW, not enough WHY"
- Levels of detail – Business(high) down to tasks(low)
  - Higher-level real user tasks/tutorials to achieve scenario
  - Thorough&complete, single end-to-end main path
- Provide *optional* appropriate answers for "why?" and "what else?"



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Scenario-based information

- Testing in Lab (Value from experience)
  - We've done it for real!
- Support with samples
  - Provide real, extensible items for user to try and adapt
- A first step for us
  - Connecting WebSphere Application Server to WebSphere MQ; getting started
  - In progress...
    - Migrating from Version 6 to Version 7 of WebSphere Application Server and WebSphere MQ
- What else?
  - "If you have an interest in a new scenario, or have comments about the scenarios provided, please send us your feedback."
  - Clear and interactive 'threading' so user is confident of way

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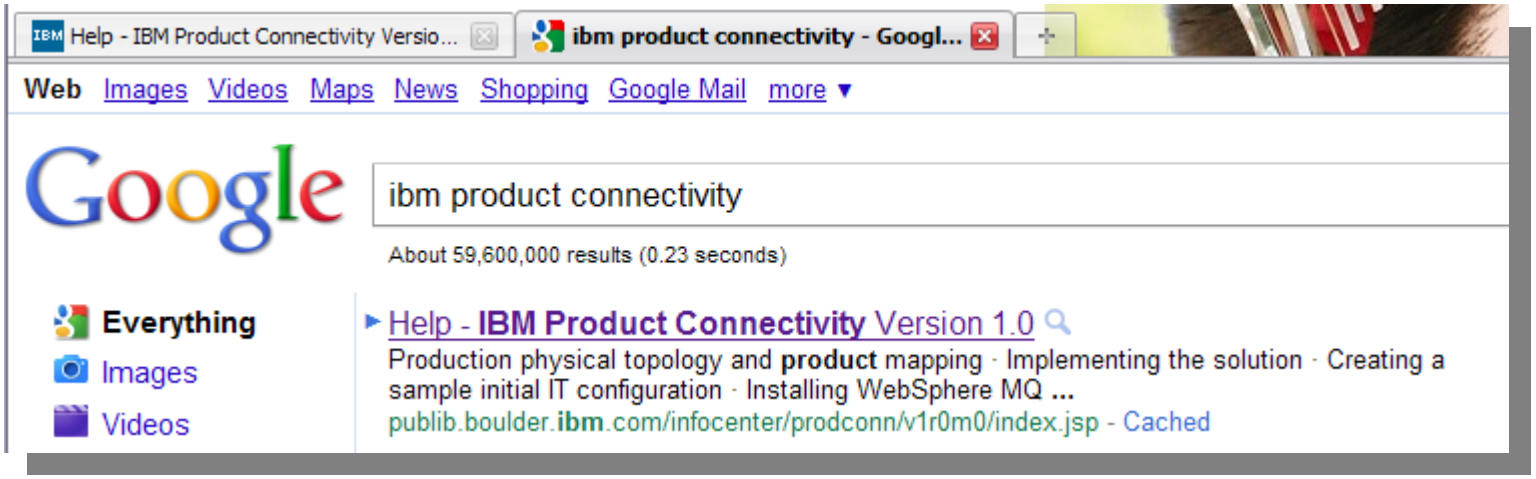
Comments/questions?

- Your multi-product scenarios?
- Activities you think might benefit from scenarios?
- Try it out and give use your feedback?
  - http://publib.boulder.ibm.com/infocenter/prodconn/v1r0m0/index.jsp



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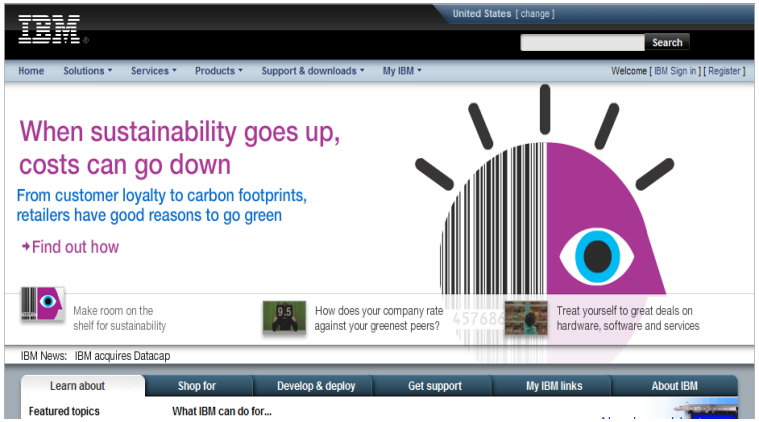
"A high level page containing links to all IBM information Centers would be extremely valuable."

"We'd like the ability to add other documents to the ICs, for example, our own information, links to Redbooks and technotes…"

IBM Knowledge Center

https://info2.lotus.com/kp/content/help/kchelp_aboutkc.dita#home

The problem space: IBM's total information experience



> 4 million client-facing web pages
(without information centers)

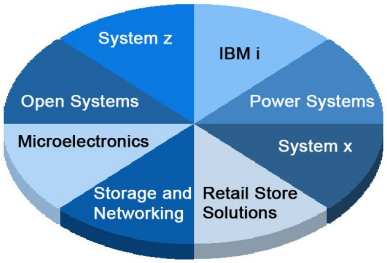
> 60 acquisitions since '01

Projected to **double** in 5 years

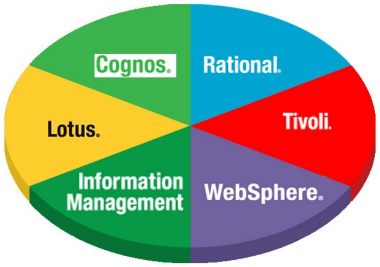
Global Business Services
Global Technology Services

IBM Software industry solutions

IBM Business Partner TM



> 1500 information developers
> 1 million DITA topics
> 1 billion words published annually (English)
translated into up to 50 languages
> 500 information centers
receiving > 1.4 billion hits per quarter!



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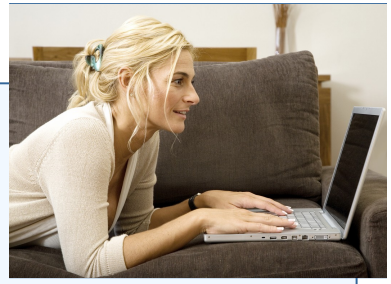
The challenge: innovate to solve client pains

The proliferation of web content and integrated IBM solutions means that our clients:

- Spend too much time searching
- Spend too much time evaluating results
- Spend too much time determining if the information is relevant to their IT environments
- Have no way to filter information for their specific products and versions.
- Have no way to customize content or share custom content
- Spend too much time manually creating custom “cookbooks”



But what if you could…?

- ✓ Search and see infocenter content, Redbooks, Tech Notes, demos, education, etc.... *all in one place*.
- ✓ Create and save a custom view of only the products and content you want.
- ✓ Log in to see saved views and recommendations.
- ✓ Create custom documents; download or share them.
- ✓ Subscribe to updates to information you care about.
- ✓ Rate and comment on information from IBM and other customers.
- ✓ Connect with experts.

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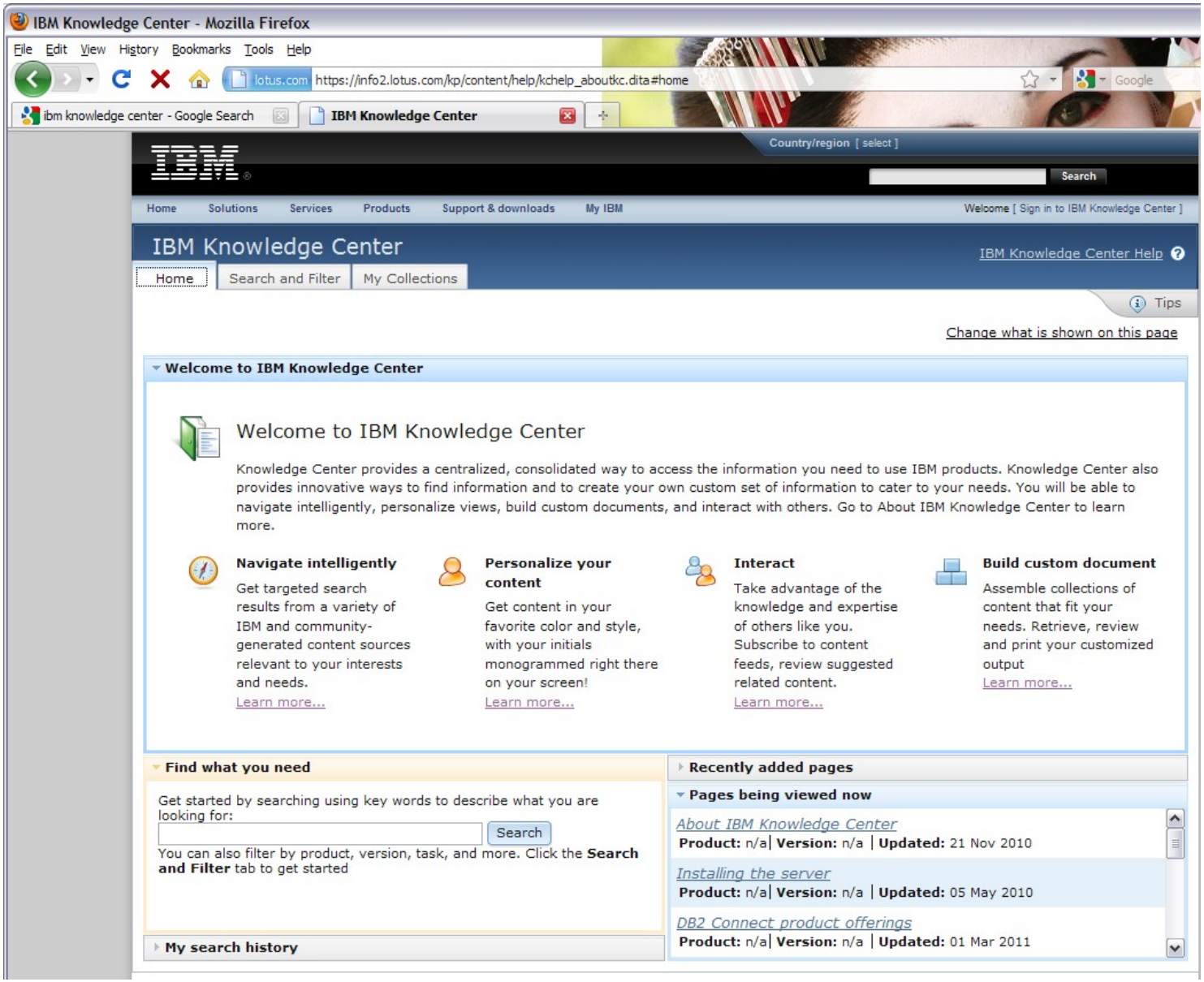
The solution: Introducing IBM Knowledge Center



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The solution: Introducing IBM Knowledge Center

What is Knowledge Center?

- The strategic vehicle for delivering an IBM-wide view of technical product and solution information
  - With multiple sources
  - For multiple offerings
  - In a single location
- An evolution and fusion of today's information centers and wikis.
- Integrated tools for finding, filtering, customizing, saving, publishing, and sharing information
- A web application comprised of 3 layers:
  1. Presentation (UI).
  2. Services (Dynamic Information Framework, or DIF)
  3. Repositories
- First external pilot hosted on the web
  - https://info2.lotus.com/kp/content/help/kchelp_aboutkc.dita#home

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The IBM Knowledge Center value proposition

- **Summary: It's all in one place :-)**

- **Technical product information for multiple products in a single location**
  - Easier to re-use and re-package topics for different product combinations and delivery strategies.
  - Re-packaging content for different delivery strategies is less obvious to the user.
  - Easier to do cross-product, cross-component information activities.

- **Technical product information from multiple sources in a single location**
  - Easier for users to find all the technical information they need, regardless of hardware/software boundaries.
  - Easier for users to find all the technical information they need, regardless of IBM organizational boundaries.
  - Easier to cover the full spectrum of user environments, deployment configurations, and information needs, when multiple teams deliver in a single space.

✓ Search and see information about multiple IBM products.... *all in one place*.
✓ Search and see infocenter content, Redbooks, Tech Notes, demos, education, etc.... *all in one place*.

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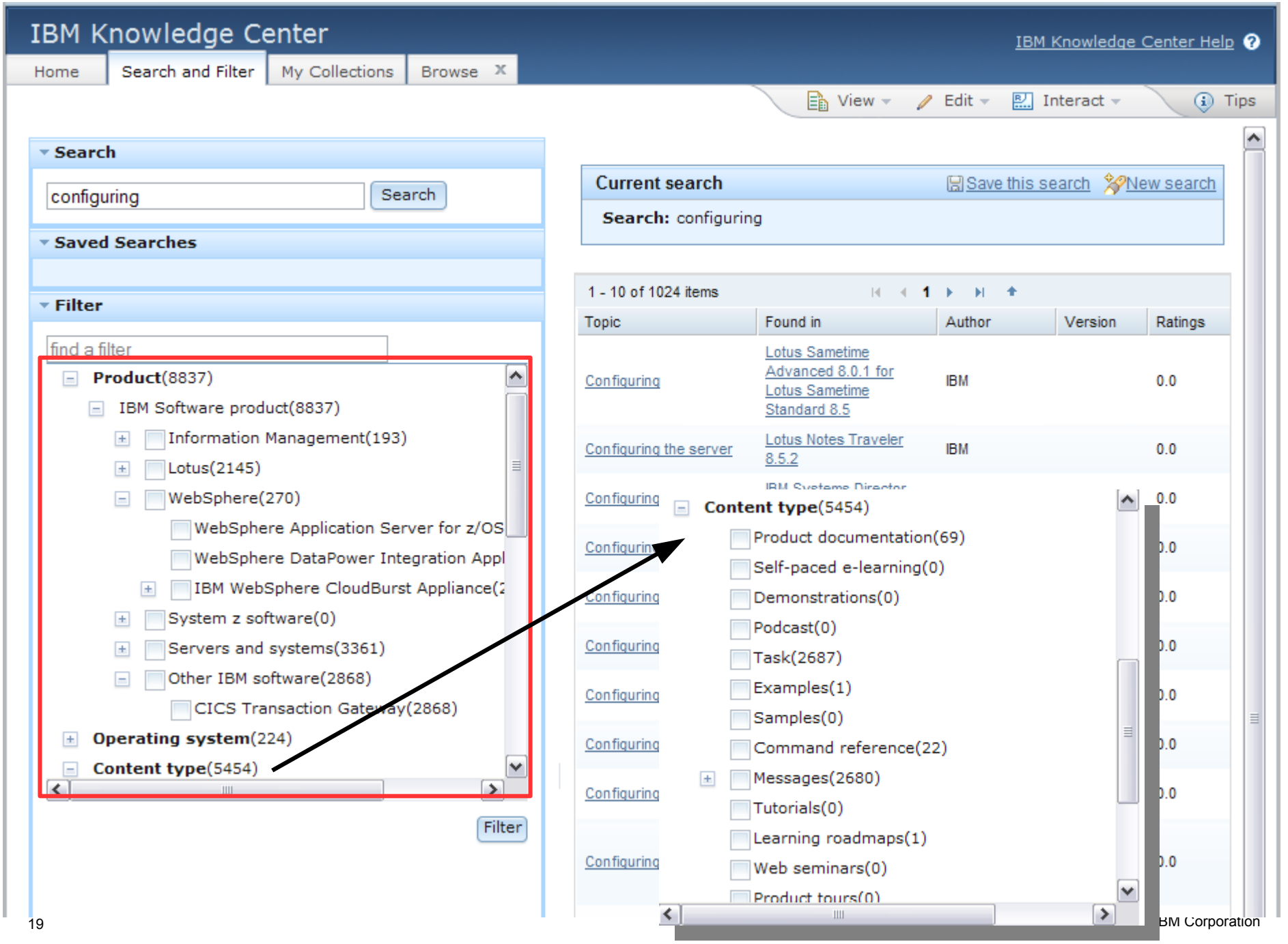

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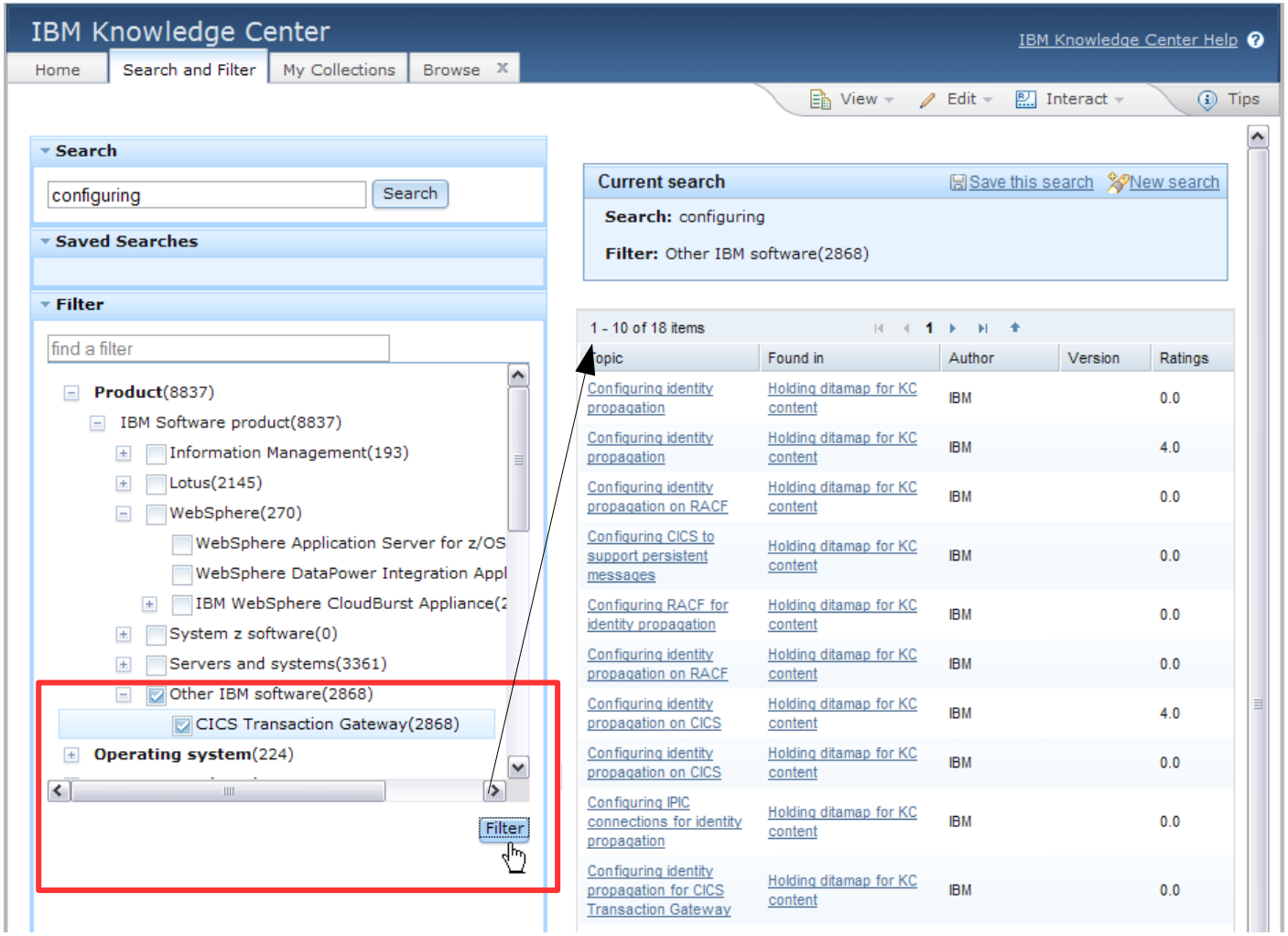
The IBM Knowledge Center value proposition

- **Filter to see only what you want to see**
  - ✓ Filter information for your specific products and versions



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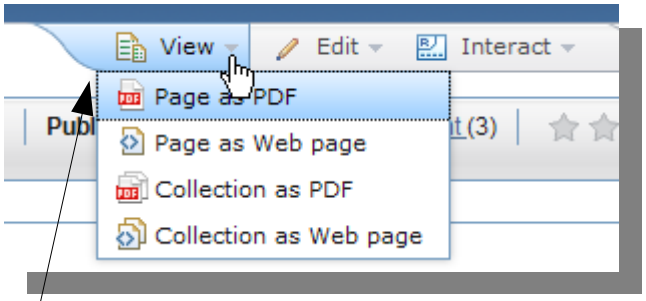
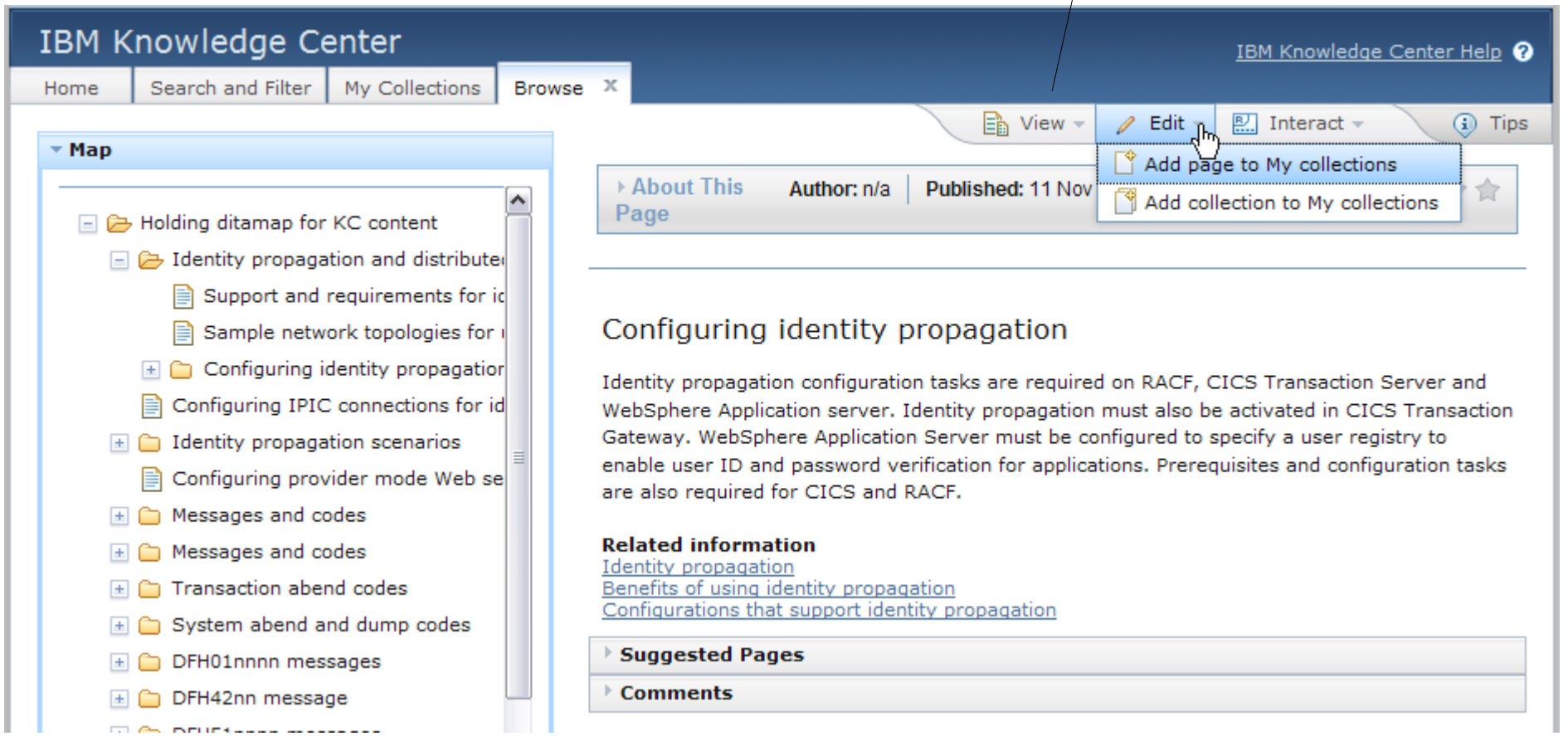
The IBM Knowledge Center value proposition

- **Customizable information for customizable solutions**
  - ✓ Create and save custom views of just what you want.
  - ✓ Log in to see saved views and recommendations.
  - ✓ Create custom documents; download or share them.





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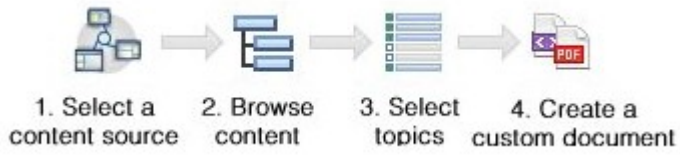

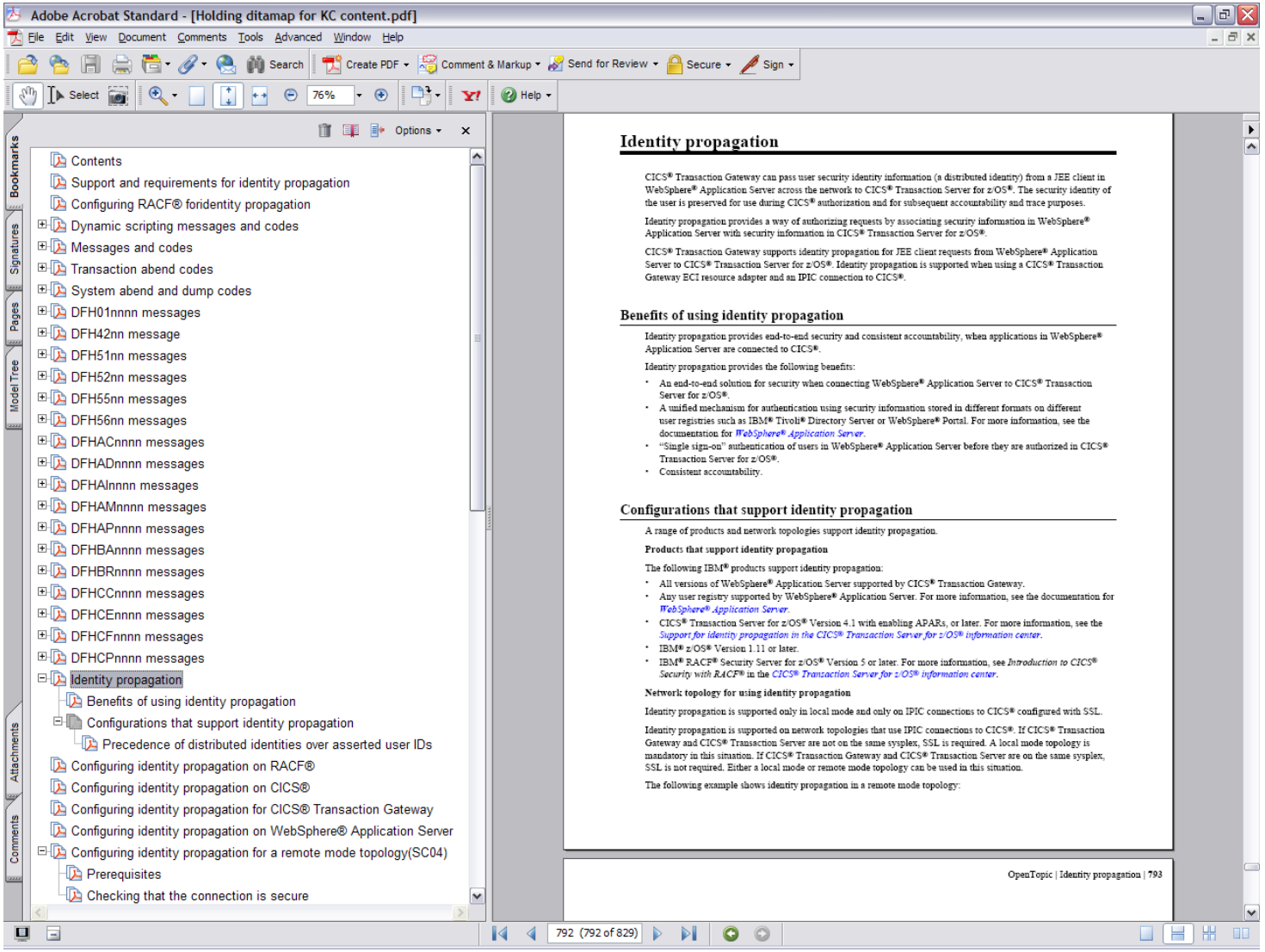

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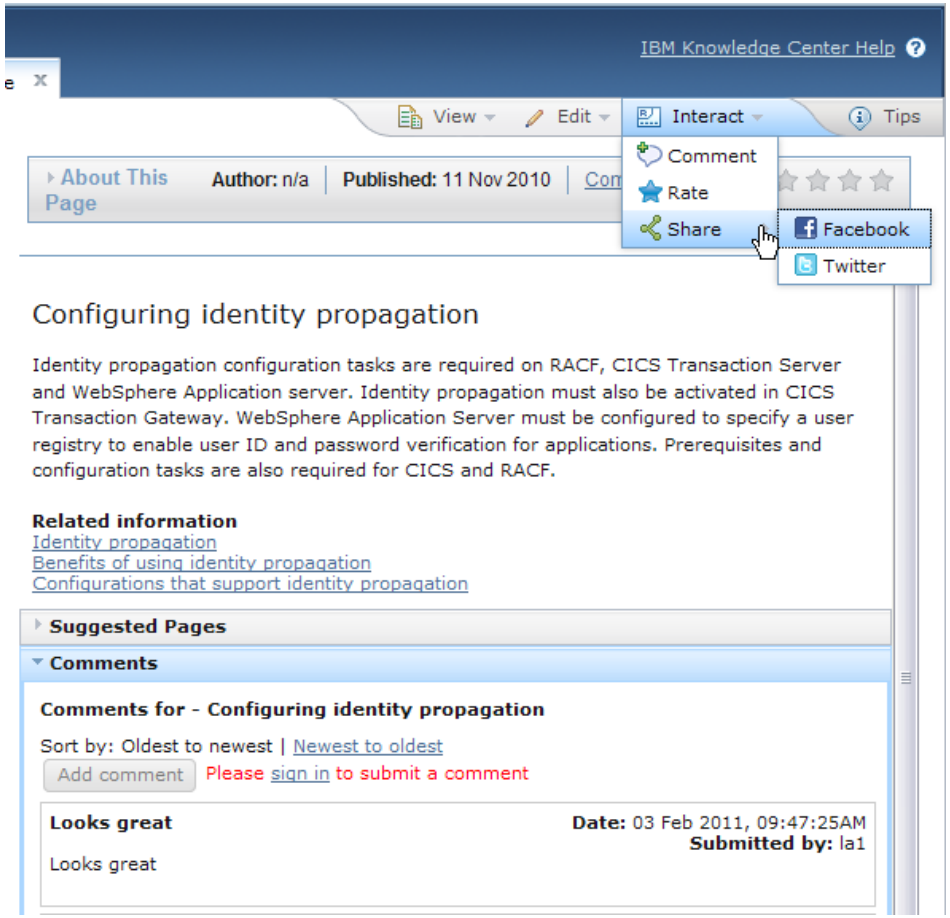
The IBM Knowledge Center value proposition

- **Collaboration between users and with IBMers provides new value**



- ✓ Subscribe to updates to information you care about.
- ✓ Rate and comment on information from IBM and other customers.
- ✓ Connect with experts.

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The IBM Knowledge Center value proposition

- Knowledge Center takes the best features of information centers and wikis and evolves the user experience to the next level
  - Integrates information across product and component boundaries
  - Includes tools to customize (and publish and share) both topics and navigation
  - Includes all available sources of post-sales technical information, including wiki and customer-created information
  - Includes all the features of a rich Web 2.0 application

"We'd like the ability to add other documents to the ICs, for example, our own information, links to Redbooks and technotes…"

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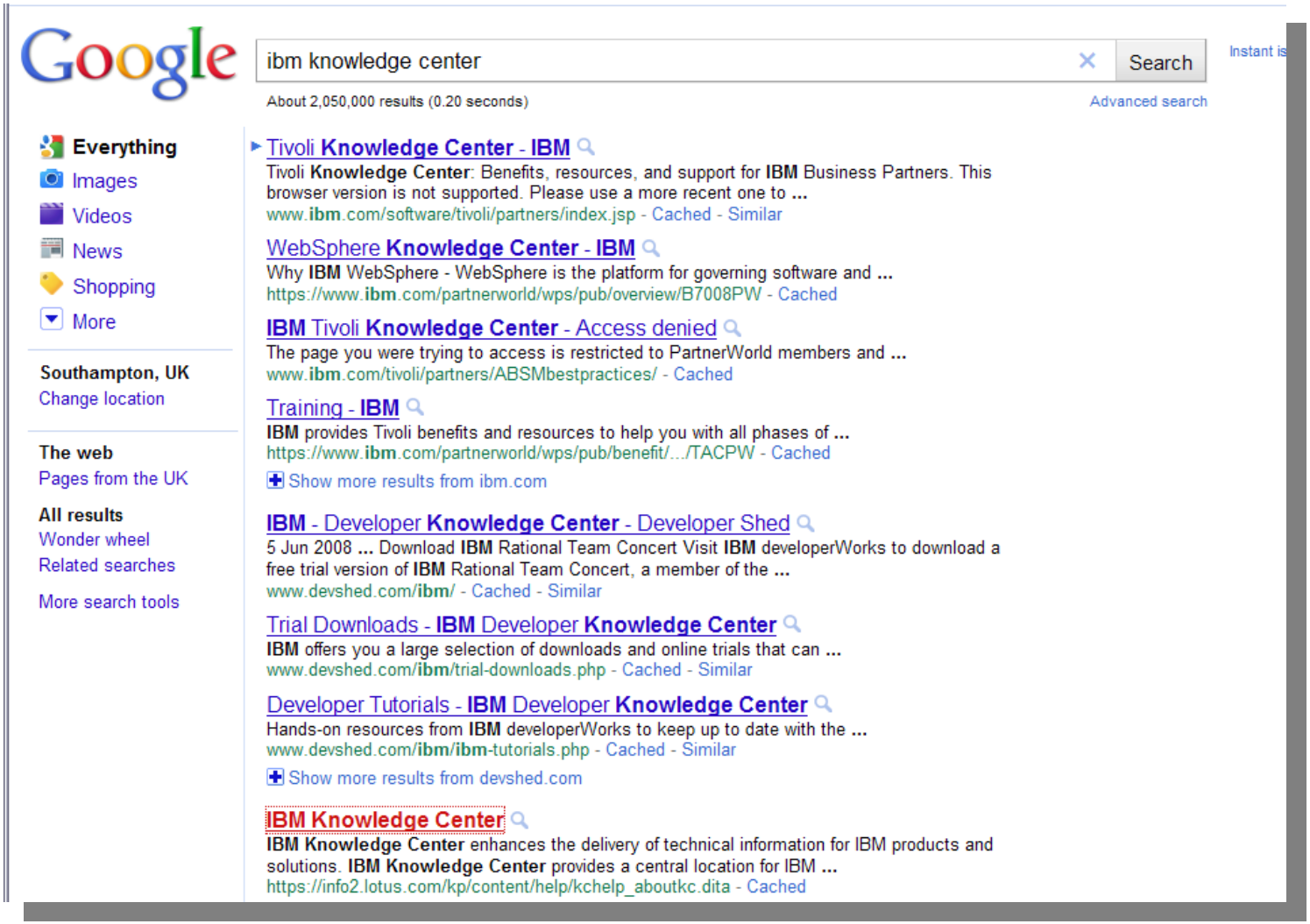
Comments/questions?

- Try it out and give use your feedback?
  - https://info2.lotus.com/kp/content/help/kchelp_aboutkc.dita#home



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Thank you

- The IBM WebSphere User Technologies team are always glad to work with WebSphere users to improve the experience of using WebSphere products.
- We are here today to meet with you - to hear what you have to say, and to exchange ideas about using WebSphere products.

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