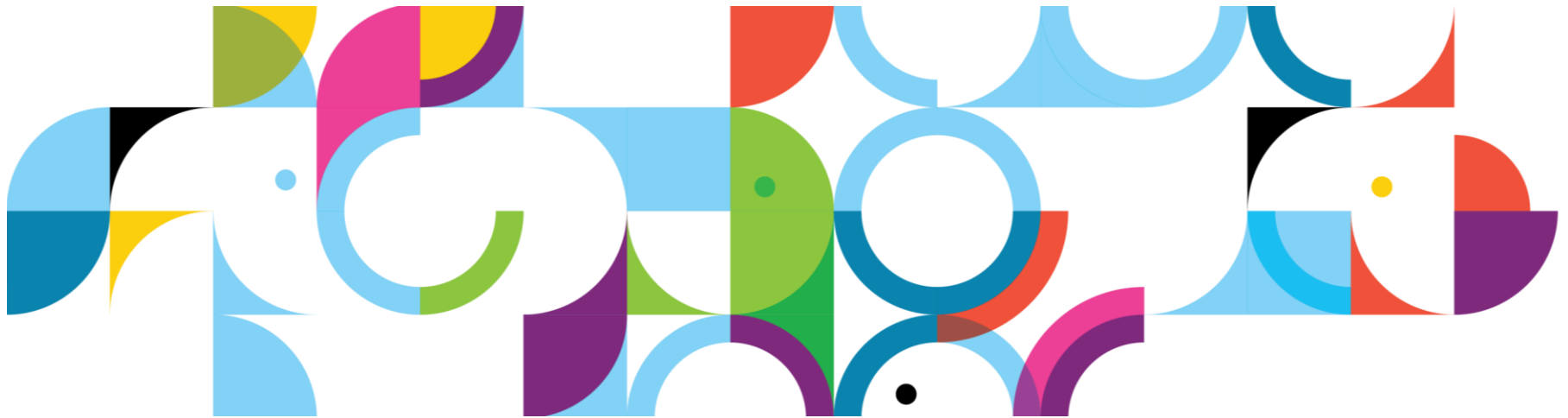


**Stuart Crump**, Client Technical Professional for IBM

**Rob Enright**, Web Experience, WW Strategy Group

*with material from Kristopher Barry, IBM CTP*

# WebSphere Portal 8 Experience



# What is an Exceptional Web Experience?



## Engaging

Seamless integration of social to **engage and excite customers** with **Community Pages** that deliver Connections services in context for customers and OpenID support for easier sign-in via Facebook, Twitter

**NEW** More **engaging** and meaningful ways to **capture customer feedback** and innovation with business user generated applications from **IBM Forms Experience Builder**



## Targeted

**Faster time to market** with rich engaging websites in minutes with pre-built **Content Template Catalog** designs

**More responsive marketing and self service content** with easier to use content authoring for all skills with **new micro-site wizards, in-line editing, and new Home page author experience**



**Deeper insights to adapt to customer needs** from **analytic overlays** – at a glance, real-time graphical data from Coremetrics directly on web page

## Anywhere



**Easier delivery of new mobile capabilities** to customers with iPhones, Android, Blackberries using **IBM WebSphere Mobile Portal Experience**

**Easier delivery of a seamless multichannel web experience** for customers with new **Web Experience Factory** capabilities

## Trusted



**Improve customer capabilities w/o new investment** with new easier integration to Microsoft Sharepoint, SAP, other web applications from **Web Application Bridge and WebSphere Portal Integrator for SAP**

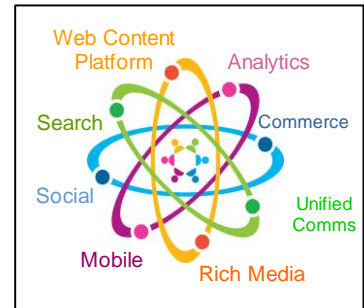
## Our Vision

Vision



### IBM's Vision for Exceptional Web Experiences

*Bringing together the essential capabilities to create, manage, and deliver powerful multichannel web experiences*



## Customer Experience Suite

### Business is driven by relationships

- Social networking has dramatically changed how people make buying decisions.
- Brands are shaped and buying decisions are made as people collaborate opinions and judgement over the web.
- To stand out and compete, businesses need to be able to reach, understand, and relate to customers on their terms.

## Intranet Experience Suite

### Today's office is everywhere

- Remote devices have created this 24/7 instantaneous response work environment
- Challenging economic times have facilitated a do more with less corporate mentality
- Employees have high expectation on being enabled to succeed in their roles.

Lead Offerings

Key Capabilities

### Integration

Information is power, but context is everything.



### Mobile

Develop and render content and applications that display perfectly on smart phones, desktops, or just about any device



### Social

Is about starting a conversation and removing barriers to improve and accelerate business results



### Content

Deliver content relevant to each user, in a way that is compelling to each user



### Analytics

You can't optimize what you aren't measuring



**New Capabilities**

1

**Infusing Social**

2

**Delivering the Web Experience**

3

**Futures and Roadmap**

4

## What's New in IBM Web Experience Platform V8 – Overview

### Managed / Content Driven:

- **Managed Pages** provides a simplified way to create and manage portal pages and web content using a new integrated toolbar.
- New page project draft, preview and syndication processes provide a robust and integrated method for performing web site management
- New **Content Template Catalog (CTC)**
- New **WCM Home Page** provides a customizable and user-friendly view of frequent activities and tasks
- **IBM Forms Experience Builder**

### Integrated:

- Enhanced **Web Application Bridge**
- Integrate with ECM and other systems through Web Content Manager support for the **Content Management Interoperability Services (CMIS)** standard.
- New features in IBM Web Experience Factory v8 and IBM Rational Application Developer v8.5

### Social:

- New **Community Pages** support lets you more readily scope and place IBM Connections portlets in the right Portal and Web Content Manage context
- **OpenID Authentication** enables portal users to authenticate with public social network credentials, such as a Facebook ID
- New **IBM Connections Files** and **Profiles** Entitlement



## What's New in IBM Web Experience Platform V8 (cont.)

### Mobile:

- New **IBM WebSphere Mobile Portal Experience theme** helps control the look and feel, page navigation, and content navigation on a smartphone
- IBM Web Experience Factory:
  - Dojo Mobile tooling for building engaging mobile experiences
  - Client Side Architecture reducing reliance on bandwidth and improving responsiveness of mobile applications
- **IBM Form Experience Builder** – support for iPad and Android

### Insightful:

- **Web Analytics Page Overlays** deliver in-place, real-time web page and channel delivery analyses.
- More flexible options to tag pages, portlets, or web content and measure their usefulness through Campaign and Custom tags.

### Total Cost of Ownership:

- **IBM Installation Manager** support providing a faster, streamlined install, uninstall, modify and update process for administrators
- Optimized, modular, high performance theme for enhanced control of web site design, orchestration and delivery
- Rapidly deliver new features through use of the **IBM Web Experience Fast Track** program



# Easily Manage Pages: Properties, Content, Styles and Layout

- Edit page properties in-context of the page
- Drag & drop widgets and content onto the page
- Select one of the out-of-the-box styles, or create your own
- Quickly change the page layout with a simple click

The first screenshot shows the 'Page Properties' panel for a page named 'CTC Demo'. The panel has tabs for 'General', 'Cache', 'Security', 'Localization', and 'Advanced'. The 'General' tab is active, showing fields for 'Display name', 'Friendly URL name', and 'Description'. A red box highlights the 'General' tab, and an arrow points to the 'Create a new project' button.

The second screenshot shows the 'Style' tab of the 'Page Properties' panel. It displays a grid of color-coded styles: Default, Red, Orange, Gold, Green, Blue, Purple, Black, and White. A red box highlights the 'Style' tab, and an arrow points to the 'Create a new project' button.

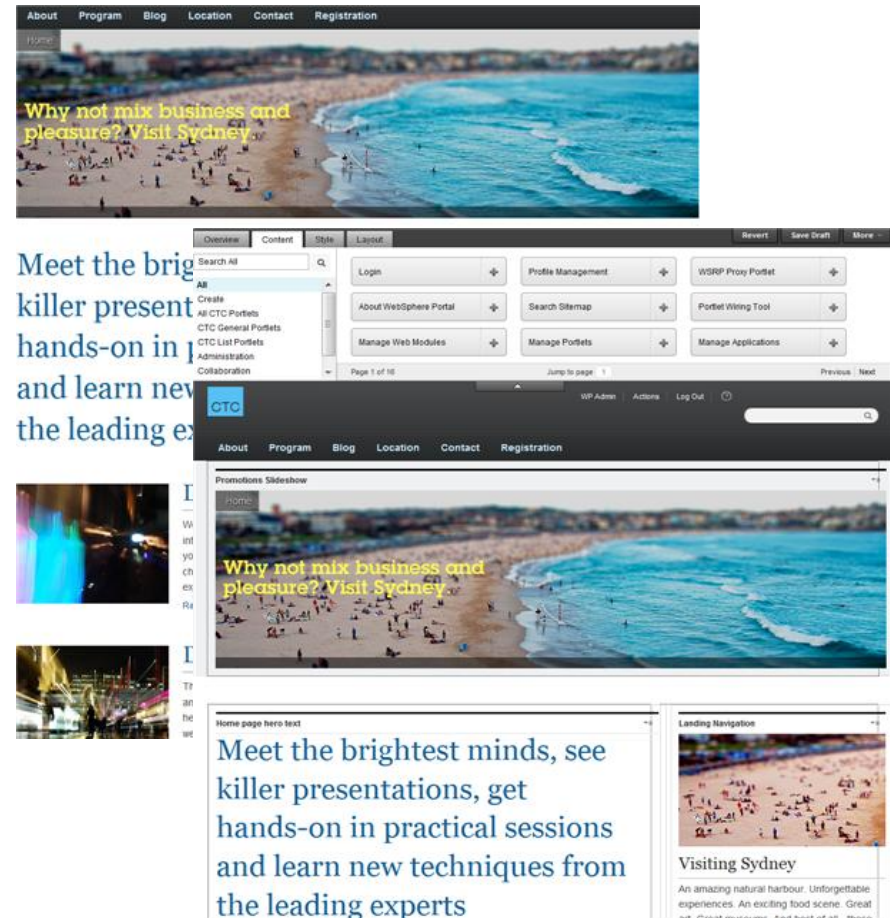
The third screenshot shows the 'Layout' tab of the 'Page Properties' panel. It displays a grid of layout options: Top column 2 column unequal, Top column 3 column center, 1 column, 2 column equal, 2 column right, and 2 column left. A red box highlights the 'Layout' tab, and an arrow points to the 'Create a new project' button.



## Build Sites Faster With Pre-Built Web Content

*The Content Template Catalog empowers LOB to rapidly create and assemble sites in minutes*

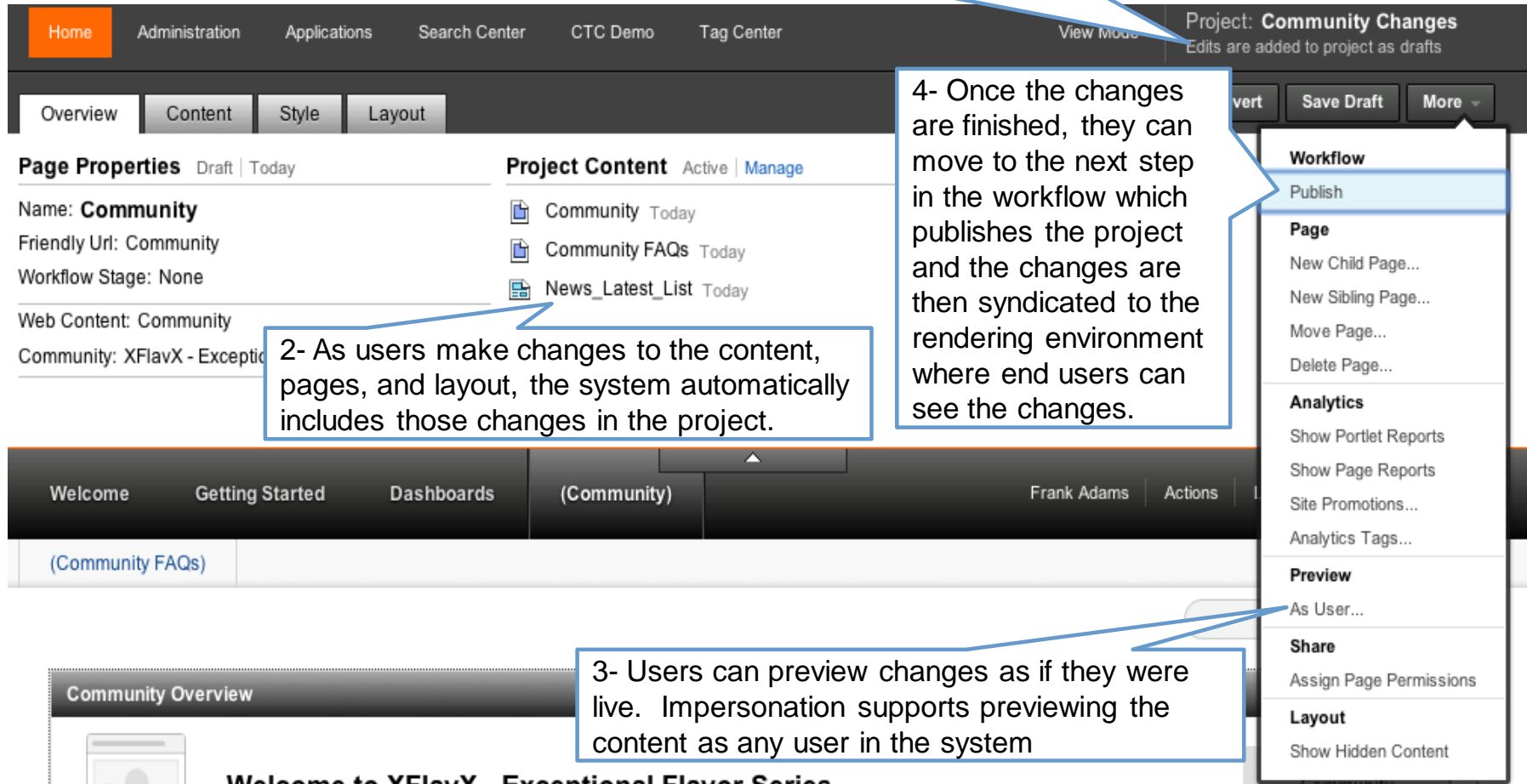
- Provides everything needed to simply snap together a site
  - Includes 31 pre-built Web patterns for rapid site assembly
- Facilitates complete micro-site creation including:
  - Landing pages with hero text and images, slideshow carousels, side navigators, site map footers....and many more!
- Utilizes best practices to maximize Web experience impact with SEO, analytics and social features already built-in
  - Enables extensibility for customization
- Inline editing with rich-text editor enable business users to easily create and manage dynamic web content
- Write once – syndicate to many channels





## Leverage Projects to Ease Coordination and Publishing

1 – Before making changes to the site, users can quickly create a new project via the toolbar.



The screenshot displays the IBM Social Business interface. At the top, a navigation bar includes links for Home, Administration, Applications, Search Center, CTC Demo, and Tag Center. A project titled "Community Changes" is active, with a status of "Draft" and a timestamp of "Today". The main content area is divided into two sections: "Page Properties" and "Project Content". The "Page Properties" section shows details for the "Community" page, including its friendly URL, workflow stage, and web content. The "Project Content" section lists three items: "Community Today", "Community FAQs Today", and "News\_Latest\_List Today". A callout box points to the "Project Content" section, stating: "2- As users make changes to the content, pages, and layout, the system automatically includes those changes in the project." Another callout box points to the "More" button in the top right, stating: "4- Once the changes are finished, they can move to the next step in the workflow which publishes the project and the changes are then syndicated to the rendering environment where end users can see the changes." A third callout box points to the "Preview" section of the workflow menu, stating: "3- Users can preview changes as if they were live. Impersonation supports previewing the content as any user in the system." The workflow menu is open, showing options for "Publish", "Page", "Analytics", "Preview", "Share", and "Layout". The "Preview" section includes "As User...", "Share", and "Assign Page Permissions". The "Layout" section includes "Show Hidden Content".

2- As users make changes to the content, pages, and layout, the system automatically includes those changes in the project.

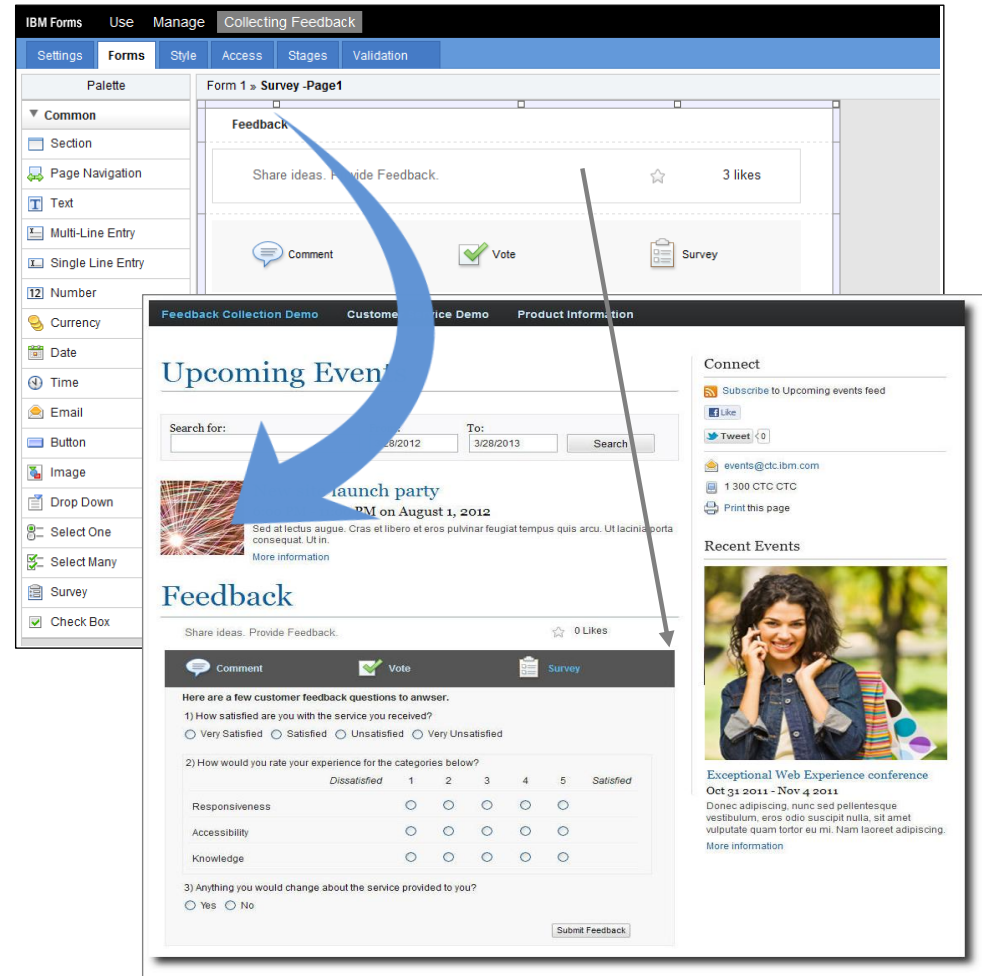
4- Once the changes are finished, they can move to the next step in the workflow which publishes the project and the changes are then syndicated to the rendering environment where end users can see the changes.

3- Users can preview changes as if they were live. Impersonation supports previewing the content as any user in the system

# Quickly Create Web-based Forms without Coding

*Agile, self-service user interface*

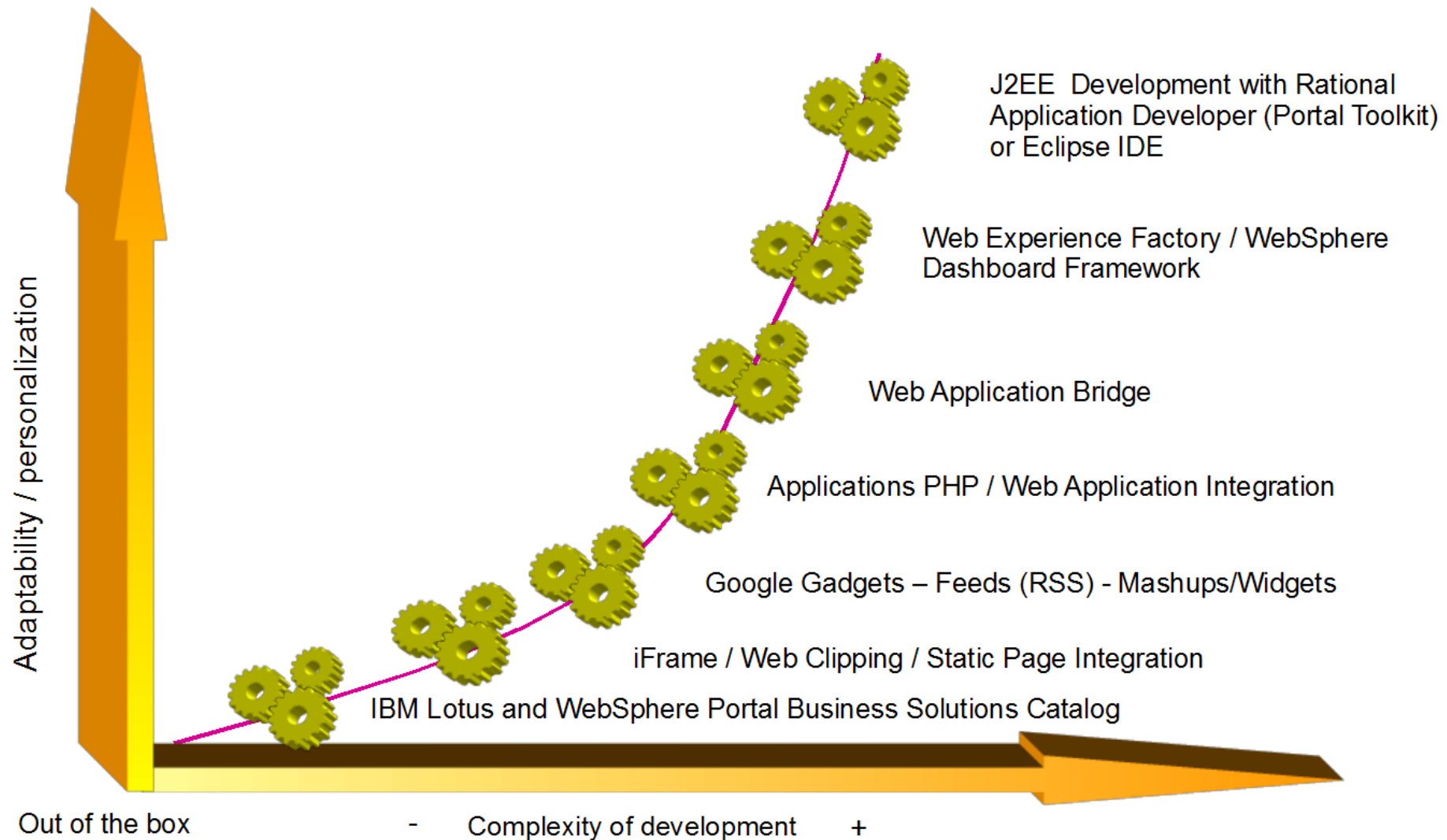
- **Better understand your customers**
  - Capture feedback through surveys, polls, and custom forms
- **Deliver targeted offers that engage more customers**
  - Increase forms completion %
  - Improve click through %
- **Support self-service**
  - Front-end existing systems with intuitive user interfaces
- **React quickly to change**
  - Make changes and fine tune web form experiences in minutes
- **Expand your reach**
  - Make experiences available through social media sites and to smart phones / tablets



The screenshot displays the IBM Forms WebSphere Portal interface. At the top, there's a navigation bar with 'IBM Forms', 'Use', 'Manage', and 'Collecting Feedback'. Below this, a 'Forms' tab is active, showing a 'Form 1 » Survey -Page1' editor. The editor has a 'Palette' on the left with various form elements like 'Common', 'Section', 'Page Navigation', 'Text', 'Multi-Line Entry', 'Single Line Entry', 'Number', 'Currency', 'Date', 'Time', 'Email', 'Button', 'Image', 'Drop Down', 'Select One', 'Select Many', 'Survey', and 'Check Box'. The main area shows a 'Feedback' form with a title 'Share ideas. Provide Feedback.', a '3 likes' count, and buttons for 'Comment', 'Vote', and 'Survey'. A large blue arrow points from the 'Feedback' form in the editor to a live deployment of the same form on a website. The live form is titled 'Upcoming Event' and 'Feedback' and includes a search bar, a list of events (e.g., 'launch party' on August 1, 2012), and a feedback section with questions like 'How satisfied are you with the service you received?' and 'How would you rate your experience for the categories below?'. The feedback section has a table with categories (Responsiveness, Accessibility, Knowledge) and a 5-point rating scale. A 'Submit Feedback' button is at the bottom right.

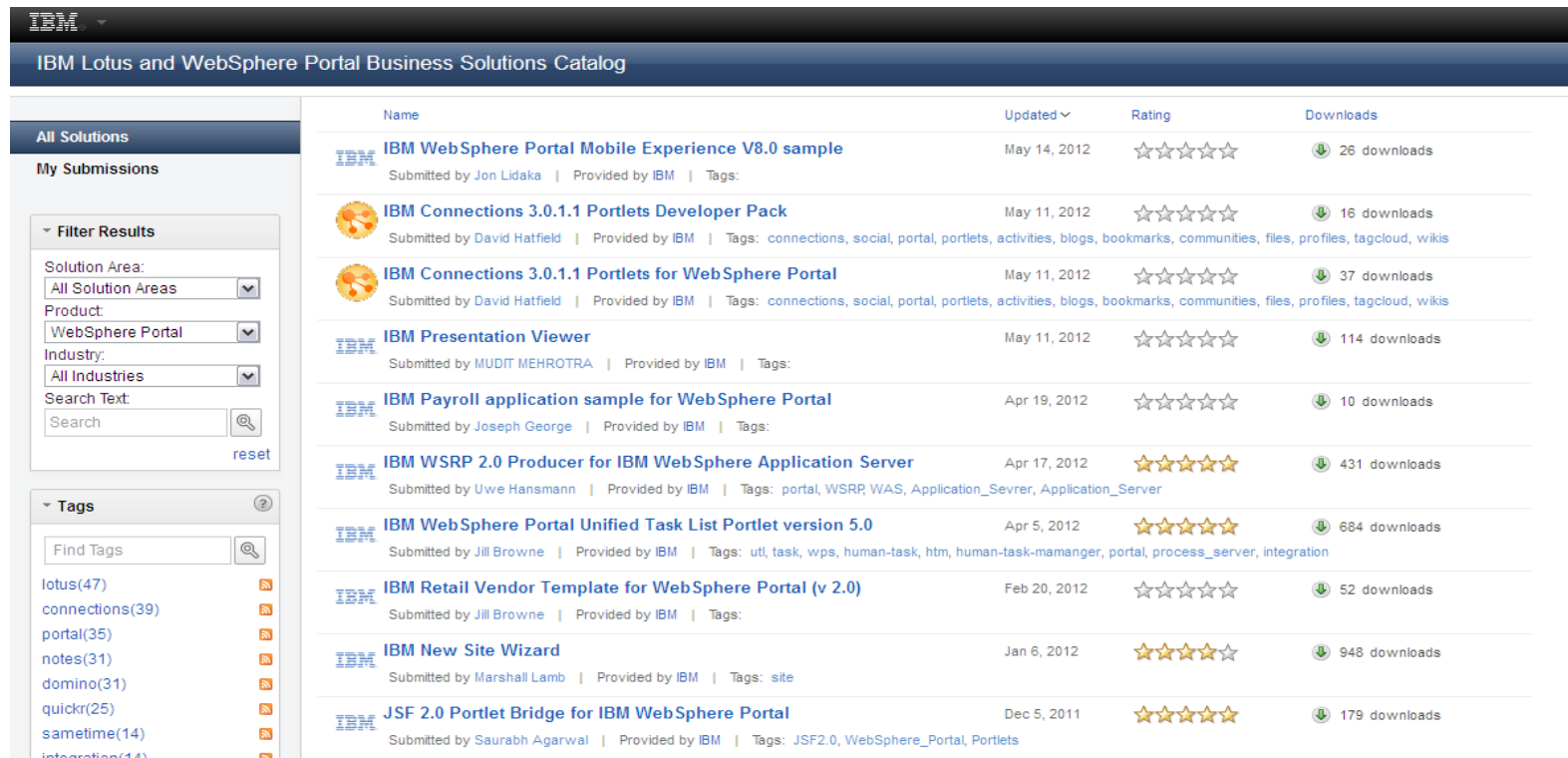
*Edit and deploy forms directly from WebSphere Portal*

## Integration Tools / Methods



# IBM Lotus and WebSphere Portal Business Solutions Catalog

- 1000+ portal and portlet downloads available from IBM and software vendors
  - Many are free, some require license
  - Continually updated
  - Wide variety of assets, from email access to ERP and CRM integration
  - <https://greenhouse.lotus.com/plugins/plugincatalog.nsf>

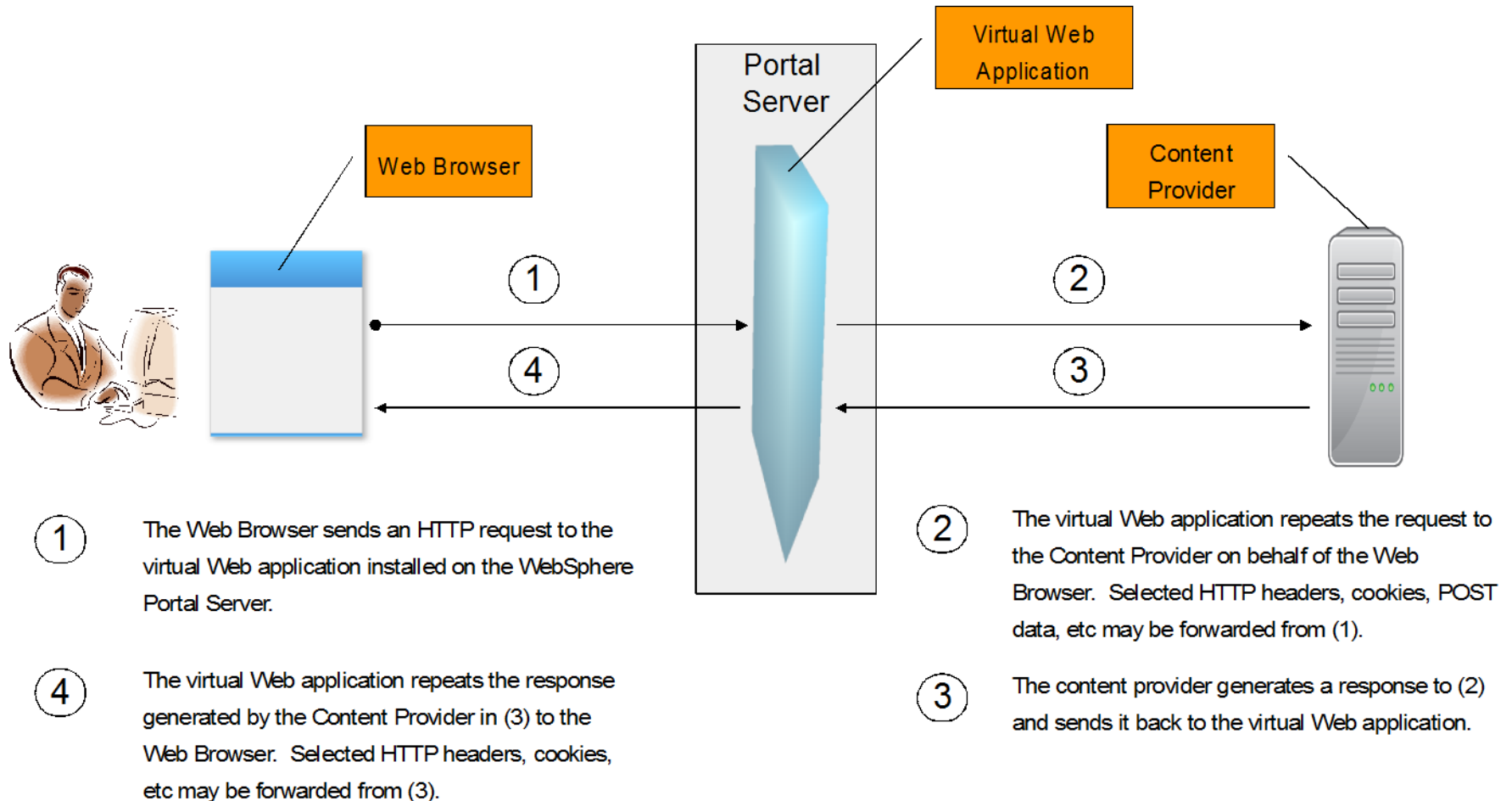


The screenshot displays the IBM Lotus and WebSphere Portal Business Solutions Catalog. The interface includes a sidebar with navigation options like 'All Solutions' and 'My Submissions', and a 'Filter Results' section with dropdowns for 'Solution Area' (set to 'All Solution Areas'), 'Product' (set to 'WebSphere Portal'), and 'Industry' (set to 'All Industries'). A 'Search Text' field is also present. The main content area shows a list of solutions with columns for Name, Updated, Rating, and Downloads.

Name	Updated	Rating	Downloads
<b>IBM WebSphere Portal Mobile Experience V8.0 sample</b> Submitted by Jon Lidaka   Provided by IBM   Tags:	May 14, 2012	☆☆☆☆☆	26 downloads
<b>IBM Connections 3.0.1.1 Portlets Developer Pack</b> Submitted by David Hatfield   Provided by IBM   Tags: connections, social, portal, portlets, activities, blogs, bookmarks, communities, files, profiles, tagcloud, wikis	May 11, 2012	☆☆☆☆☆	16 downloads
<b>IBM Connections 3.0.1.1 Portlets for WebSphere Portal</b> Submitted by David Hatfield   Provided by IBM   Tags: connections, social, portal, portlets, activities, blogs, bookmarks, communities, files, profiles, tagcloud, wikis	May 11, 2012	☆☆☆☆☆	37 downloads
<b>IBM Presentation Viewer</b> Submitted by MUDIT MEHROTRA   Provided by IBM   Tags:	May 11, 2012	☆☆☆☆☆	114 downloads
<b>IBM Payroll application sample for WebSphere Portal</b> Submitted by Joseph George   Provided by IBM   Tags:	Apr 19, 2012	☆☆☆☆☆	10 downloads
<b>IBM WSRP 2.0 Producer for IBM WebSphere Application Server</b> Submitted by Uwe Hansmann   Provided by IBM   Tags: portal, WSRP, WAS, Application_Server, Application_Server	Apr 17, 2012	★★★★★	431 downloads
<b>IBM WebSphere Portal Unified Task List Portlet version 5.0</b> Submitted by Jill Browne   Provided by IBM   Tags: utl, task, wps, human-task, htm, human-task-mamanger, portal, process_server, integration	Apr 5, 2012	★★★★★	684 downloads
<b>IBM Retail Vendor Template for WebSphere Portal (v 2.0)</b> Submitted by Jill Browne   Provided by IBM   Tags:	Feb 20, 2012	☆☆☆☆☆	52 downloads
<b>IBM New Site Wizard</b> Submitted by Marshall Lamb   Provided by IBM   Tags: site	Jan 6, 2012	★★★★☆	948 downloads
<b>JSF 2.0 Portlet Bridge for IBM WebSphere Portal</b> Submitted by Saurabh Agarwal   Provided by IBM   Tags: JSF2.0, WebSphere_Portal, Portlets	Dec 5, 2011	★★★★★	179 downloads

## Web Application Bridge

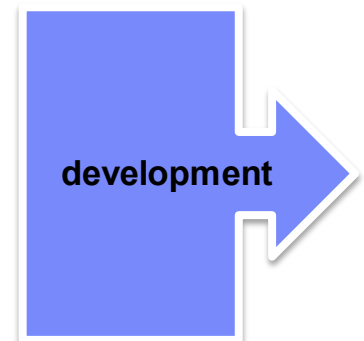
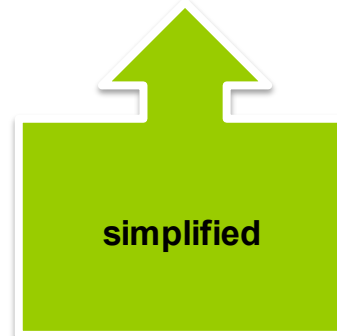
*Access SharePoint sites through a Portal interface with a simplified configuration process*



# Web Experience Factory 8.0 New Features

*The easiest way to develop multi-channel Social Business solutions*

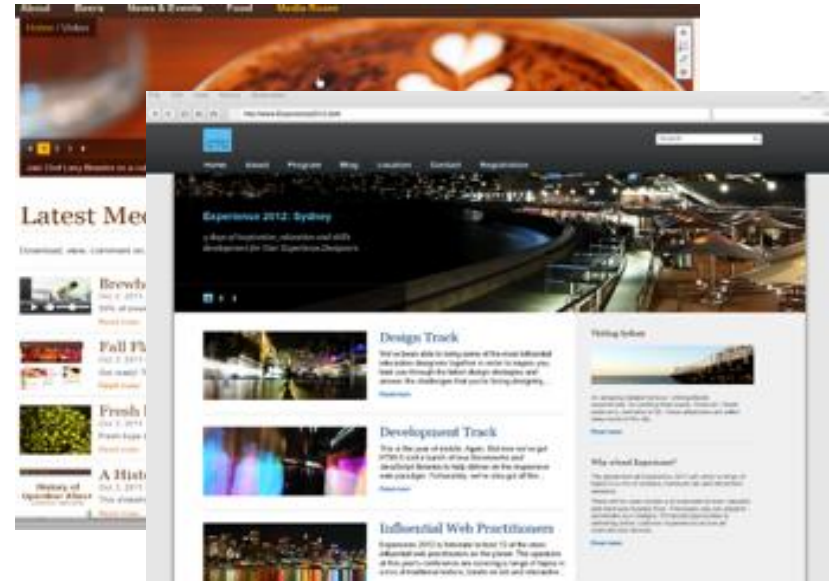
- Supercharged mobile capabilities using a client-side architecture
  - Build superior mobile applications with Dojo Mobile and new UX widgets
  - Improve performance – reducing traffic and amount of data between browser-based client and server.
- Enhancements to generated UI
  - Enhanced support for custom HTML designs/layouts
  - New out-of-the-box themes
- Build applications that access CMIS sources such as Filenet 8+ and Sharepoint 2010
- New developer community features
  - New community, with feed in Designer IDE
  - New samples and best practices documents
- Support of the latest IBM software
  - Including Portal 8, RAD & WAS





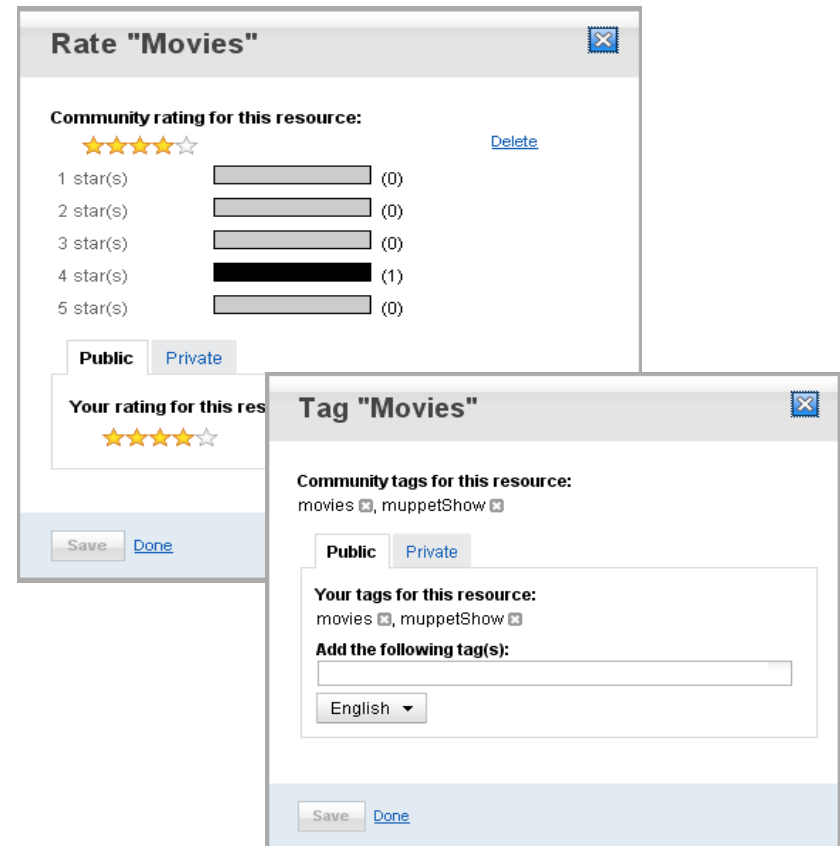
# What's new in Rational Application Developer Portal Toolkit v8.5

- New Tooling for building exceptional web experiences:
  - Single Click Web 2.0 Features → enabling AJAX, JAX-RS, Dojo, analytics etc.. for exceptional user interfaces
  - Rich Page Editor → massively improved developer and design time tools, including WYSIWYG dojo, html5, css3 and dojo mobile designing reducing time to develop
  - JSF 2.0 Support → ensure smooth and seamless integration of industry standard JSF with Websphere Portal providing more efficient development
  - Multi-channel development and mobile browser emulator
  - Latest platform support for WebSphere Portal v8.0



## Tagging and Rating

- Introduced in WebSphere Portal v7
- UI widget embedded in themes/skins
- Hook for filtering content (for profanity, etc. scanning)
- Ratings allow users to provide their input on information available through your site.
- Tags allows users to create a natural taxonomy of the information on your site
- WebSphere Portal users can tag and rate content you publish with WCM, content they create within user generated content, and portal pages and portlets.



The image shows two overlapping user interface widgets from WebSphere Portal v7. The top widget, titled "Rate 'Movies'", displays the community rating for a resource. It shows five stars, with the fourth star filled, indicating a 4-star rating. Below this, there are five input fields for individual star ratings, each with a count in parentheses: 1 star(s) (0), 2 star(s) (0), 3 star(s) (0), 4 star(s) (1), and 5 star(s) (0). The 4th star is currently selected. There are "Public" and "Private" buttons, and a "Delete" link. The bottom widget, titled "Tag 'Movies'", displays the community tags for the same resource. It shows "movies" and "muppetShow" as existing tags. Below this, there are "Public" and "Private" buttons. The "Your tags for this resource:" section shows the same two tags. The "Add the following tag(s):" section has a text input field and a dropdown menu set to "English". Both widgets have "Save" and "Done" buttons at the bottom.

**Rate "Movies"**

Community rating for this resource:

★★★★☆ [Delete](#)

1 star(s) (0)  
2 star(s) (0)  
3 star(s) (0)  
4 star(s) (1)  
5 star(s) (0)

Your rating for this resource: ★★★★★

[Done](#)

**Tag "Movies"**

Community tags for this resource:  
movies, muppetShow

Your tags for this resource:  
movies, muppetShow

Add the following tag(s):  
  
English

[Done](#)

# Federated Tag Cloud

Configure which tags from external systems to be displayed

Select one or multiple tag(s) interested in

Content from different systems is being displayed and selected

**CNN World**

- ☐ CNN
- ☐ CNN Europe
- ☐ CNN Technology
- ☐ CNN TopStories
- ☐ CNN U.S.
- ☐ CNN World

**Lotus Connections**

- ☐ All
- ☐ Activities
- ☐ Blogs
- ☐ Bookmarks
- ☐ Communities
- ☐ Files
- ☐ Profiles
- ☐ Wikis

**Delicious Bookmarking**

- ☐ Delicious Bookmarking

**IBM Lotus Germany Flickr Photostream**

- ☐ Flickr
- ☐ IBM Lotus Germany Flickr Photostream

**Technorati**

- ☐ Technorati

**YouTube**

- ☐ YouTube
- ☐ IBM YouTube channel

**Tag Cloud**

Tags

All | Community | Personal | Latest | Private

100 2011 a aaa Achievements Ad\_Council admintag1  
advice\_column ai alice-profile1 alice-profile2 alice-profile3 alice-profile4  
analytics Anniversary anonymous appetizer art atrix blog  
blogging Blogging blogs bob-blog-tag1 bob-blog-tag2 bob-blog-tag22  
bob-blog-tag3 bobexpert bobpub1 bookmark business Business  
business\_analytics business\_intelligence by cards career Celebration  
Change Chris\_Lee clearpores climate-change CNN\_Europe  
CNN\_Technology CNN\_TopStories CNN\_US CNN\_World  
collaboration content counting crazy creator css culture  
customer\_reference\_video cv data\_analytics data\_mining Date\_Night  
de deep\_analytics deep\_blue design development don\_johnson  
download eds-pick egypt Egyptian\_movement environmentalism  
euresist extension extensions facebook firebug four\_loko free  
funny funny\_or\_die gadget gasoline generator generators Green  
green\_economy greeting groucho\_marx helmet history History howto  
html humor humour ibm IBM IBM\_Employees ibm\_research  
ibm\_watson IBMers ibmmobile icon iconos ideas Impact  
innovative\_technology inspiration internet javascript jeopardy  
jeopardy\_contestants jeopardy\_questions jobs jquery js  
ken\_jennings knowledge language learning liberation\_square  
lifehack Lifestyle list lists lotus Lotus Lotosphere love  
machine\_learning man\_vs\_machine management marketing  
Milestones mobile mobility money Mubarak mushroom  
natural\_language natural\_language\_processing natural\_language\_search  
obama oil online part-time photos php plugin Politics portal  
predictive\_analytics projectmanagement protesters publishing qr\_codes

Home Administration Applications Search Center Tag Center Project: wpsadmin - Nov 19, 2011  
Viewing draft content from project

Tag Center wpsadmin Actions Log Out

Tags

All | Personal | Latest

~ 2009 2010 adoption agile aix ajax analytics and application architecture as banking blog blogentry blogger blogging blogposttag blogs blueiq blueiq-ambassador bpm brazil business career ccm client cloud cognos collaboration communications communities communities-of-practice communitiesofpractice community competition competitive connections consultant cop customer data db2 demo design development dogear domino ecm education enablement enterprise2.0 firefox for forms gbs google hr ibm ilog industry information innovation insurance integration iphone issi it java linux linux lotus lotus-connections lotulsive lotosphere management marketing microsoft mobile news notes oracle overview performance portal presentation process productivity quickr rational reference research rtc sales sametime sap search secondlife security server services smarter soa social social-computing social-networking social-software software solution stg storage strategy support swg symphony team technology telco test tivoli training twitter video wcm web web2.0 websphere work wplc

View as cloud list

8 results have been tagged with **IBM**

Sort by: Date | Title | Rating

**IBM UCC strategy including Lotus Sametime**  
Feb 15, 2011 5:26 PM  
Community tags: IBM, Lotus, Lotus\_Sametime

**IBM Centennial: How software innovation and collaboration software fit**  
Feb 15, 2011 5:26 PM  
Community tags: digital\_strategy, IBM, Lotus

**IBM Unified Communications and Collaboration**  
Feb 15, 2011 5:26 PM  
Community tags: IBM, innovative\_collaboration\_tools, Lotus

**IBM Centennial Film: 100 X 100 - A century of achievements that have changed the world**  
Feb 15, 2011 5:26 PM  
Community tags: 100, Achievements, Anniversary

**IBM business partner Sogeti talks about helping customers with Social Business solutions**  
Feb 15, 2011 5:26 PM  
Community tags: IBM, IBM\_business\_partner, Lotus

## Support for Open ID

- Enable Users to authenticate using an existing OpenID with Portal to
  - Authenticate
  - Register
  - Access shared user profile settings
- Provides SSO experience for your site with full control of allowed external services
- Simplify Enrollment and Profile update
  - Retrieve user data from external service
- Implementation can be either standalone or based on Tivoli Federated Identity Manager (TFIM)
- Available from Solutions Catalog for WebSphere Portal 7.0.0.1



# Supporting Your Mobile & Multi-Channel Needs

## Need

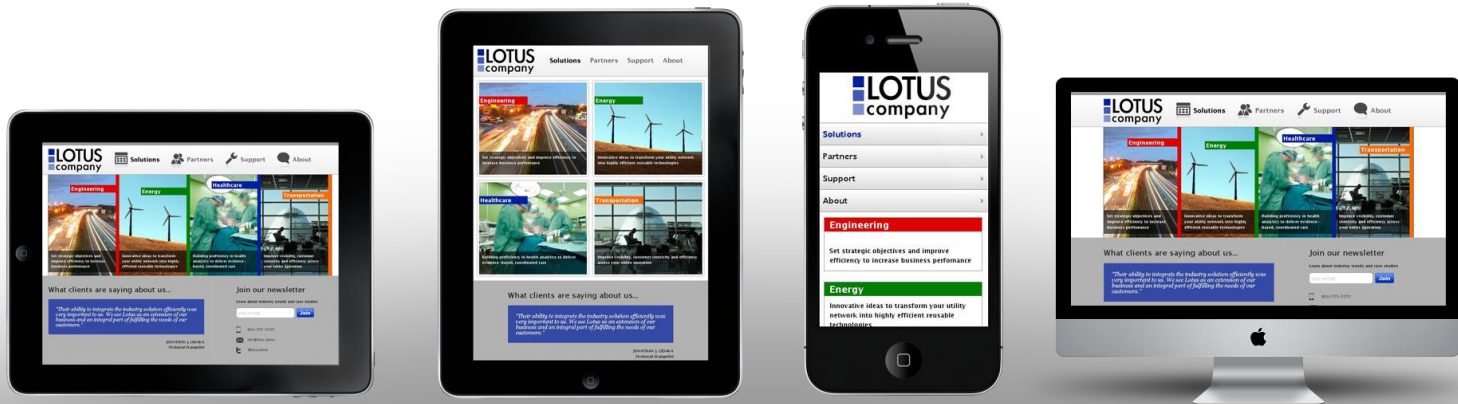
..develop, manage and deploy multichannel web **sites** for desktop, leading smart phones and tablets?

...develop, manage and deploy a **mobile web sites** or **mobile web applications** for a wide **variety** of devices and device types, including monochrome phones?

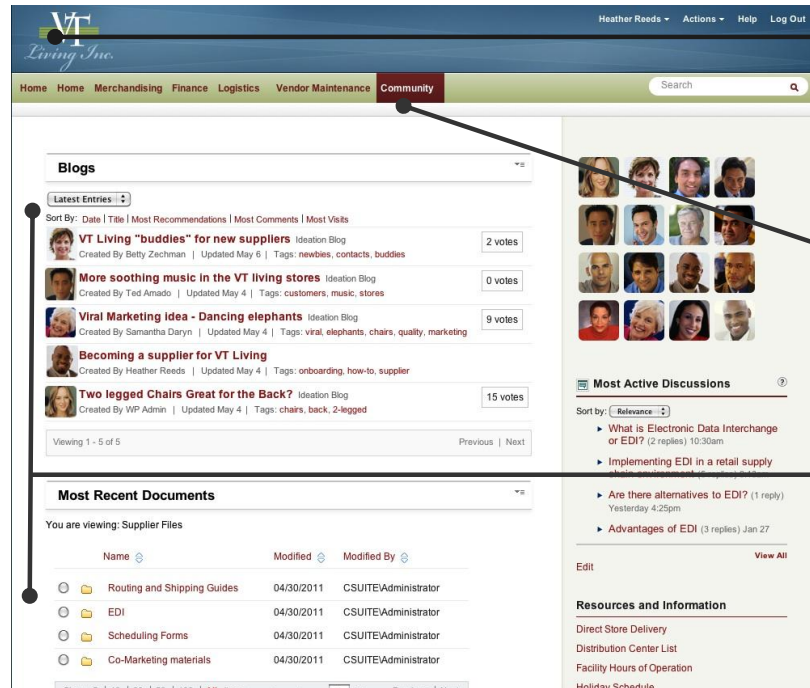
## Solution

Supported out-of-the-box with themes + Web Experience Factory

Mobile Portal Accelerator  
(supports ~10,000 Devices)



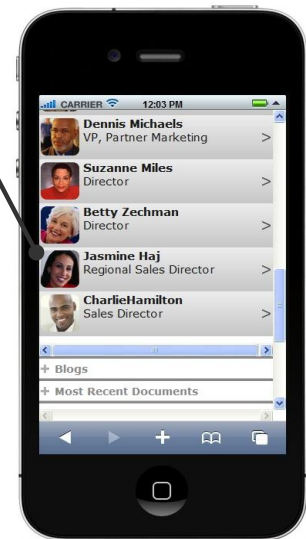
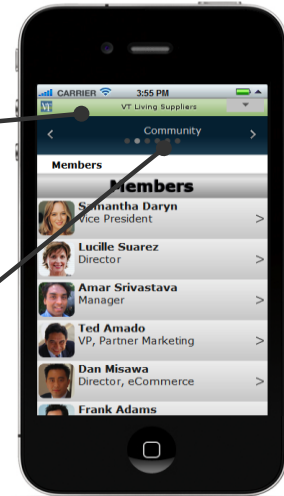
# Mobile Themes Provide the Foundation for Your Mobile Sites



Look  
and Feel

Site  
Navigation

Page  
Layout



**Mobile theme** – lightweight, visually rich, exploiting Webkit CSS3 visual effects

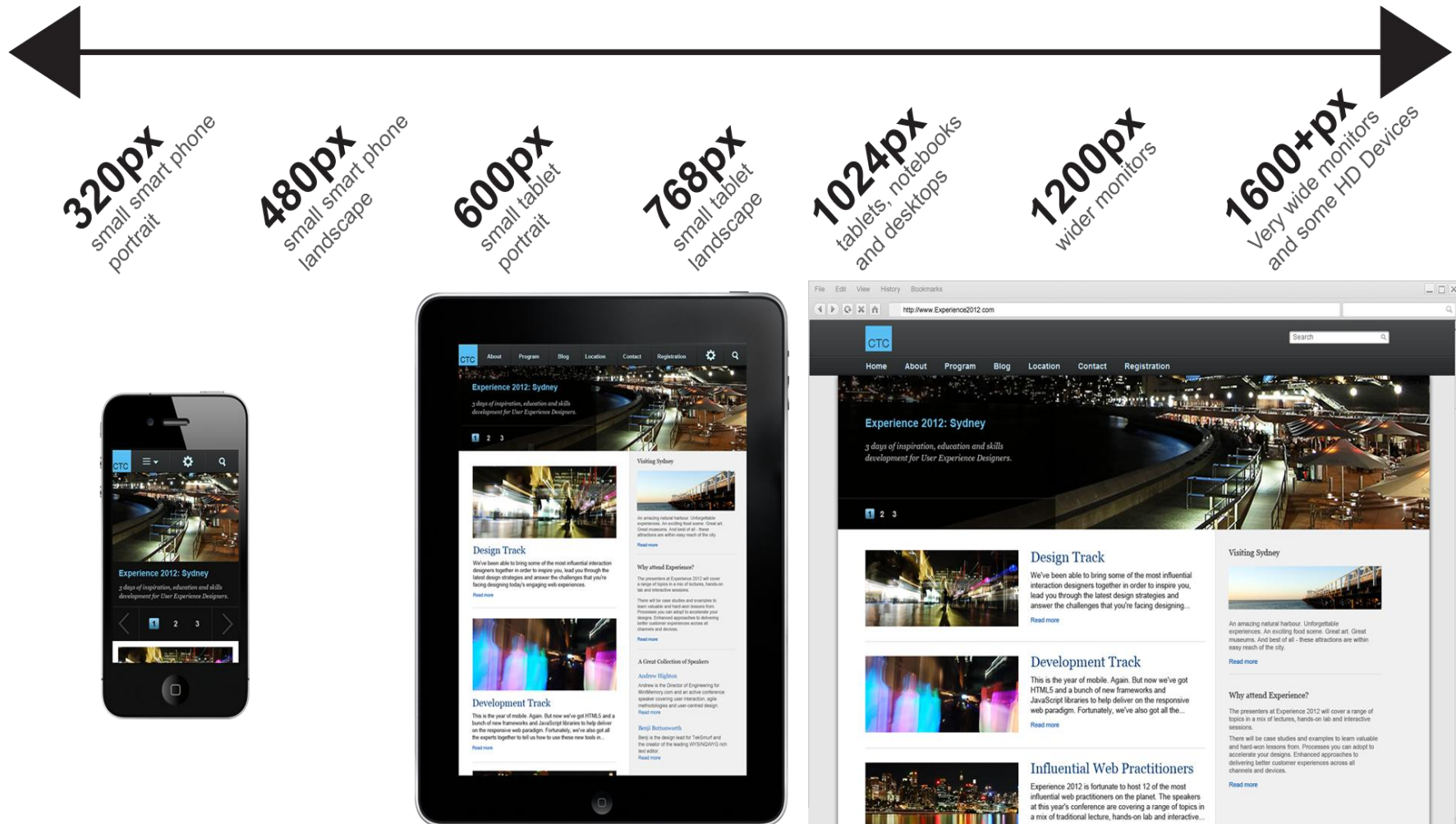
**Navigation widgets** – set of showcase samples of common mobile app navigation patterns

**Page layouts** – set of showcase samples of content interaction patterns

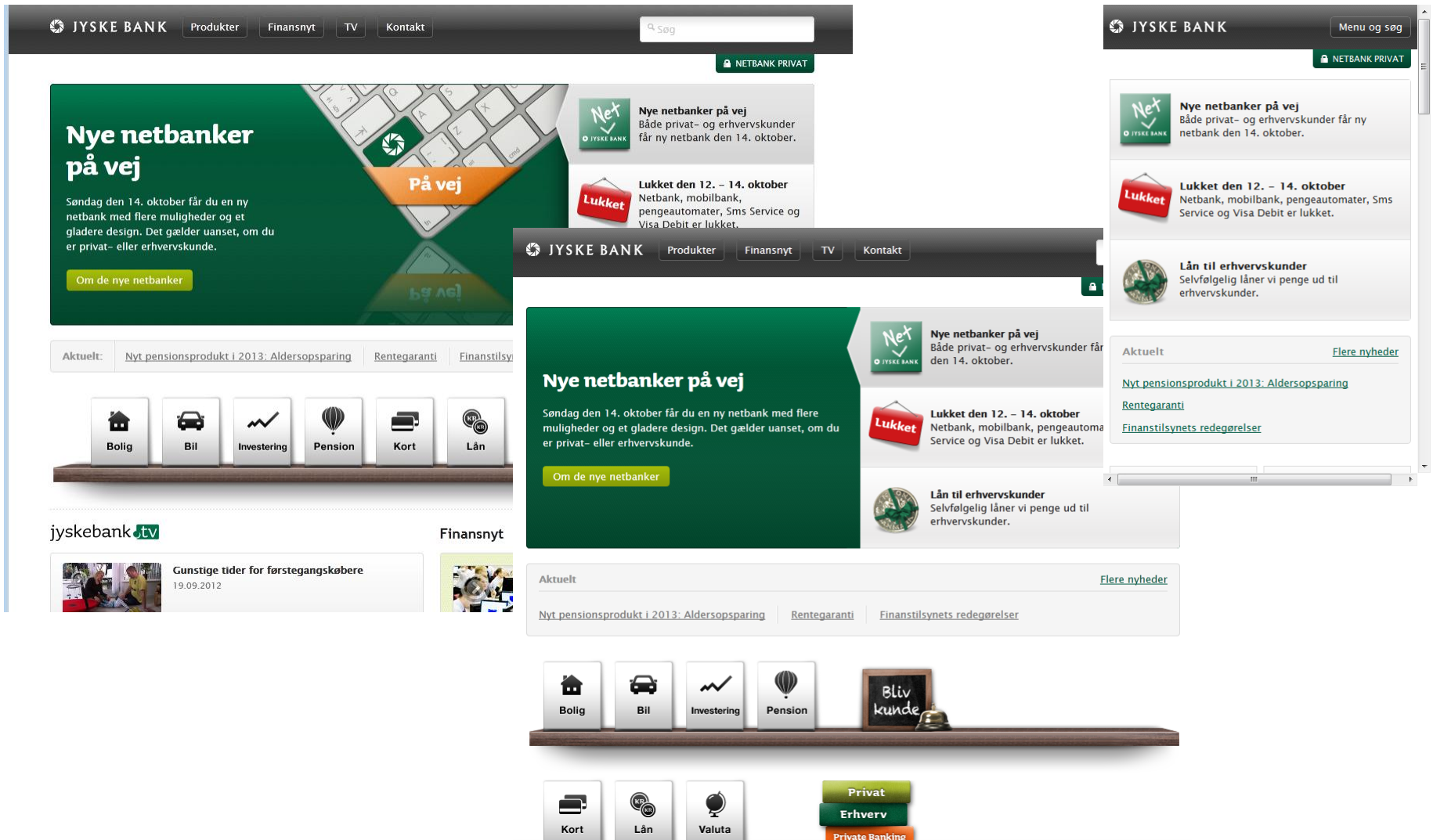


# Mobile Strategy: A Responsive Approach for all Sites

*A combination of device width, resolution and type triggers client-side changes*



## Jyanske Bank



The image displays three screenshots of the Jyske Bank website, illustrating a user interface design for a new netbank service. The main headline across all versions is "Nye netbanker på vej" (New netbanks on the way), dated Sunday, October 14th, 2012. The announcement states that both private and business customers will receive a new netbank by October 14th, featuring more options and a simpler design. A yellow button labeled "Om de nye netbanker" (About the new netbanks) is present in all versions.

**Top Navigation:** The top navigation bar includes the Jyske Bank logo, links for "Produkter", "Finansnyt", "TV", and "Kontakt", and a search bar.

**Left Column (Main Content):**

- Version 1 (Top Left):** Features a large green banner with the headline and a yellow button.
- Version 2 (Middle Left):** Shows a horizontal row of icons for "Bolig" (Housing), "Bil" (Car), "Investering" (Investment), "Pension", "Kort" (Card), and "Lån" (Loan).
- Version 3 (Bottom Left):** Includes a "jyskebank.tv" section with a video thumbnail titled "Gunstige tider for førstegangskøbere" (Favorable times for first-time buyers) dated 19.09.2012, and a "Finansnyt" (Financial News) section.

**Right Column (News/Updates):**

- Version 1 (Top Right):** Contains a "Net" logo, a "Lukket" (Closed) sign, and a "Lån til erhvervs-kunder" (Loan for business customers) section.
- Version 2 (Middle Right):** Features a "Net" logo, a "Lukket" sign, and a "Lån til erhvervs-kunder" section.
- Version 3 (Bottom Right):** Includes a "Net" logo, a "Lukket" sign, and a "Lån til erhvervs-kunder" section.

**Bottom Navigation:**

- Version 1 (Bottom):** Shows a row of icons for "Bolig", "Bil", "Investering", "Pension", and "Lån".
- Version 2 (Bottom):** Shows a row of icons for "Bolig", "Bil", "Investering", "Pension", and "Lån".
- Version 3 (Bottom):** Shows a row of icons for "Kort", "Lån", "Valuta", and "Privat Erhverv Private Banking".

# Leverage Web Analytics to Make Evidence-Based Decisions

- Intelligent pages that overlay analytics results from your analytics software directly in context.
- In-line view shows the effectiveness of a page, portlet, web content or custom application
- Support for flexible new campaign and generic tags that analytics engines can query
- Instrument custom applications with new Web Experience Factory 7.01 web analytics builder (as well as within RAD).





# In-Context Reports Reveal Deeper Insight Into User Behaviour

In context: See exactly where your users focus within a page

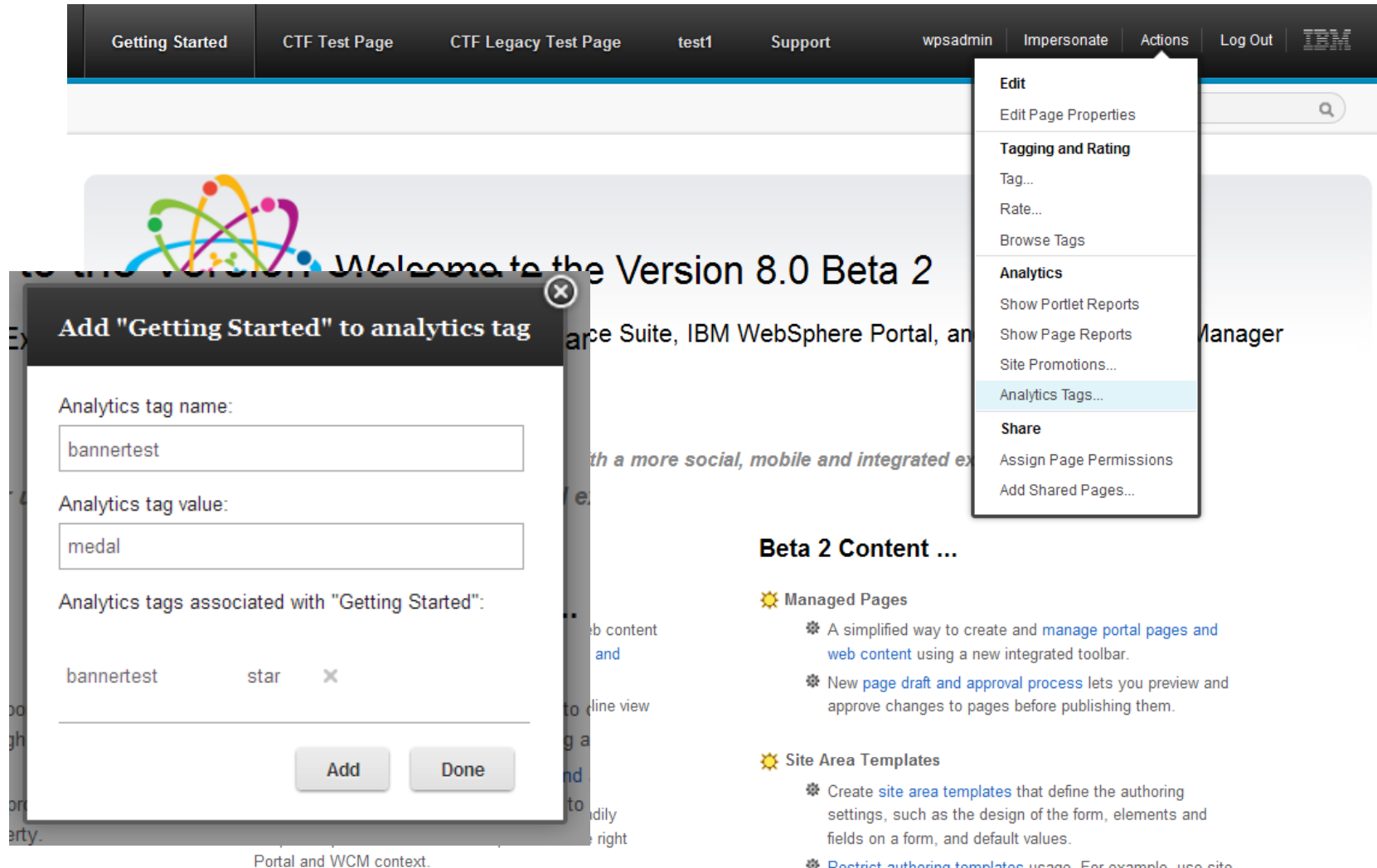
Launch Coremetrics dashboard for the selected component

Mini report showing trends

Multi-dimensional reports providing the right metrics at the right time

Switch between metrics

# Working with Analytics Tags



The screenshot displays the IBM WebSphere Portal 8.0 Beta 2 interface. At the top, a navigation bar includes links for 'Getting Started', 'CTF Test Page', 'CTF Legacy Test Page', 'test1', 'Support', 'wpsadmin', 'Impersonate', 'Actions', 'Log Out', and the IBM logo. A modal dialog box titled 'Add "Getting Started" to analytics tag' is open in the foreground. It contains two input fields: 'Analytics tag name' with the value 'bannertest' and 'Analytics tag value' with the value 'medal'. Below these fields, it lists 'Analytics tags associated with "Getting Started":' followed by 'bannertest' and 'star'. At the bottom of the dialog are 'Add' and 'Done' buttons. In the background, the 'Actions' menu is open, showing options like 'Edit', 'Tagging and Rating', 'Analytics', and 'Share'. The 'Analytics' section is expanded, showing 'Show Portlet Reports', 'Show Page Reports', 'Site Promotions...', 'Analytics Tags...', and 'Add Shared Pages...'. The main content area shows a 'Welcome to the Version 8.0 Beta 2' message and a 'Beta 2 Content ...' section with details about 'Managed Pages' and 'Site Area Templates'.

Getting Started CTF Test Page CTF Legacy Test Page test1 Support wpsadmin Impersonate Actions Log Out IBM

Welcome to the Version 8.0 Beta 2

Add "Getting Started" to analytics tag

Analytics tag name:  
bannertest

Analytics tag value:  
medal

Analytics tags associated with "Getting Started":  
bannertest star

Add Done

Beta 2 Content ...

Managed Pages

- A simplified way to create and [manage portal pages and web content](#) using a new integrated toolbar.
- New [page draft and approval process](#) lets you preview and approve changes to pages before publishing them.

Site Area Templates

- Create [site area templates](#) that define the authoring settings, such as the design of the form, elements and fields on a form, and default values.
- [Restrict authoring templates](#) usage. For example, use site

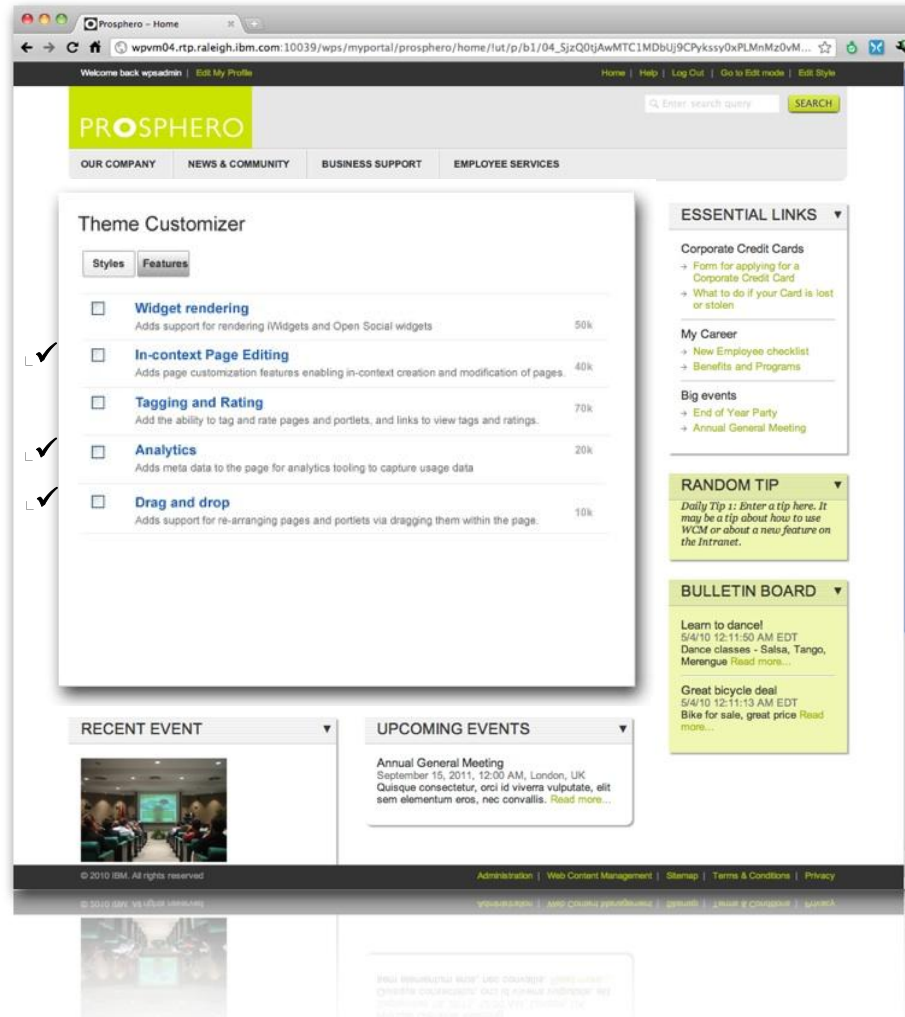
## Portal Theme Architecture Enhancements

- Improve usability
  - make it even easier for web designers to create custom themes
  - theme is comprised from HTML/CSS and dynamic spots, which drag in capabilities
  - convenient API layer based on best practices and common patterns
  - comprehensive documentation and samples
- Improve performance
  - reduce footprint by allowing web designers to make smart choices
    - provide a “view only” mode (without editing capabilities)
    - provide a “server side only” (without iWidget runtime)
    - allow custom feature subsets (individually pick desired capabilities and remove the rest)
  - optimize exchange between server and browser
    - Use JSON as more efficient protocol
    - performance tuning of client side mode
- Enhanced mobile use cases

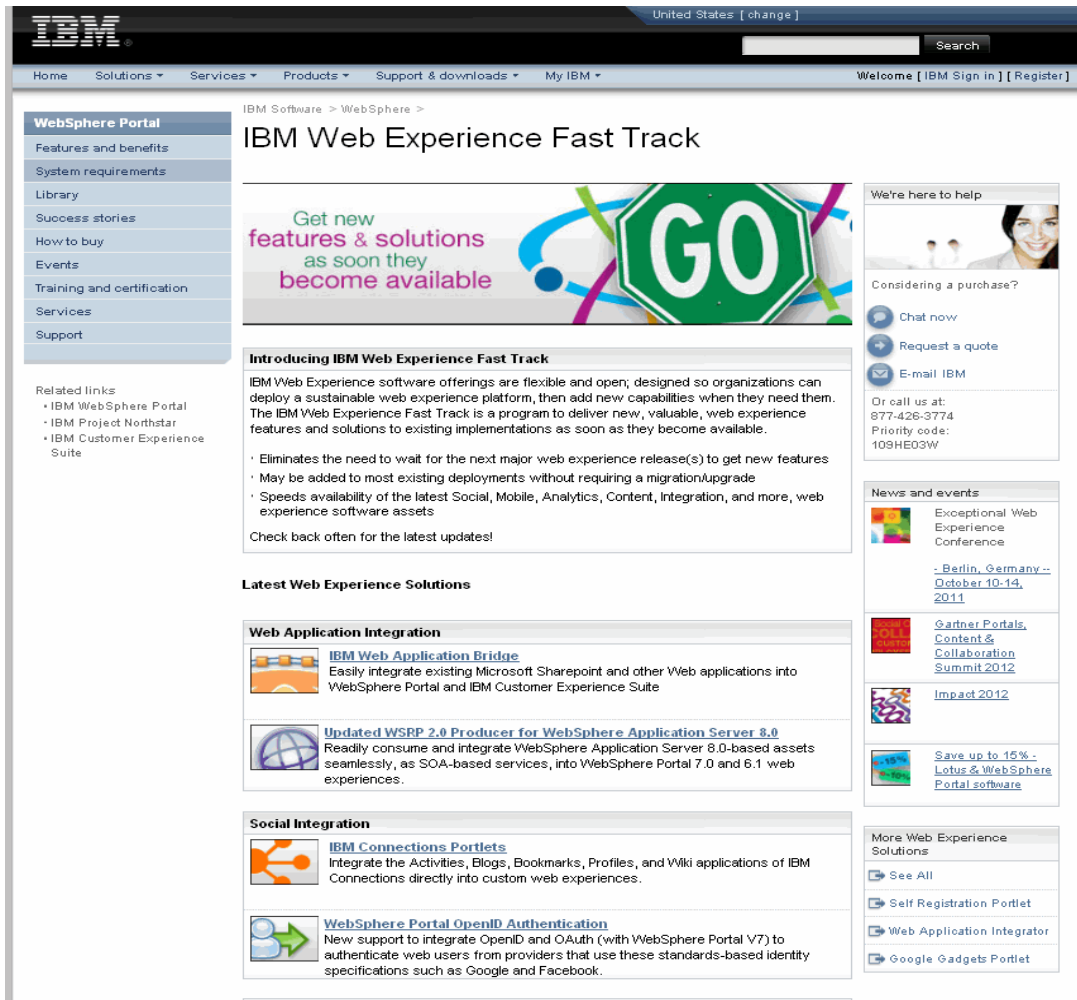


## Easily Add or Remove Features From the Theme

- Maximize performance by removing unused features
- Modularization of Portal CSS, JavaScript, and configuration/init code enables safe removal without touching code
- CSS and JavaScript for included features is minified and combined at runtime to reduce requests and download size
- Use the modularization framework to add your own features to the theme in a performant, maintainable fashion



# Rapidly Delivering New Features - Web Experience Fast Track



The screenshot shows the IBM Web Experience Fast Track website. The header includes the IBM logo, a search bar, and navigation links for Home, Solutions, Services, Products, Support & downloads, and My IBM. A welcome message for IBM Sign in and Register is also present.

The main content area is titled "IBM Web Experience Fast Track" and features a large banner with the text "Get new features & solutions as soon they become available" and a green "GO" button. Below the banner, there is a section titled "Introducing IBM Web Experience Fast Track" which describes the program and lists its benefits:

- Eliminates the need to wait for the next major web experience release(s) to get new features
- May be added to most existing deployments without requiring a migration/upgrade
- Speeds availability of the latest Social, Mobile, Analytics, Content, Integration, and more, web experience software assets

A link to "Check back often for the latest updates!" is provided.

The "Latest Web Experience Solutions" section is divided into three categories:

- Web Application Integration:**
  - IBM Web Application Bridge:** Easily integrate existing Microsoft Sharepoint and other Web applications into WebSphere Portal and IBM Customer Experience Suite.
  - Updated WSRP 2.0 Producer for WebSphere Application Server 8.0:** Readily consume and integrate WebSphere Application Server 8.0-based assets seamlessly, as SOA-based services, into WebSphere Portal 7.0 and 6.1 web experiences.
- Social Integration:**
  - IBM Connections Portlets:** Integrate the Activities, Blogs, Bookmarks, Profiles, and Wiki applications of IBM Connections directly into custom web experiences.
  - WebSphere Portal OpenID Authentication:** New support to integrate OpenID and OAuth (with WebSphere Portal V7) to authenticate web users from providers that use these standards-based identity specifications such as Google and Facebook.

The right sidebar contains a "We're here to help" section with links for Chat now, Request a quote, and E-mail IBM. It also includes contact information: Or call us at: 877-426-3774, Priority code: 109HE03W. Below this is a "News and events" section with links to "Exceptional Web Experience Conference" (Berlin, Germany - October 10-14, 2011), "Gartner Portals, Content & Collaboration Summit 2012", "Impact 2012", and "Save up to 15% - Lotus & WebSphere Portal software".

The IBM Web Experience Fast Track is a program to deliver new, valuable, web experience features and solutions to existing implementations as soon as they become available.

□ New features fast – without waiting for major releases

□ No upgrade required! Find out what's new on the Fast Track:

<http://www.ibm.com/software/genservers/portal/fasttrack>

**New Capabilities**

1

**Infusing Social**

2

**Delivering the Web Experience**

3

**Futures and Roadmap**

4

# Key Benefits of a Social Portal

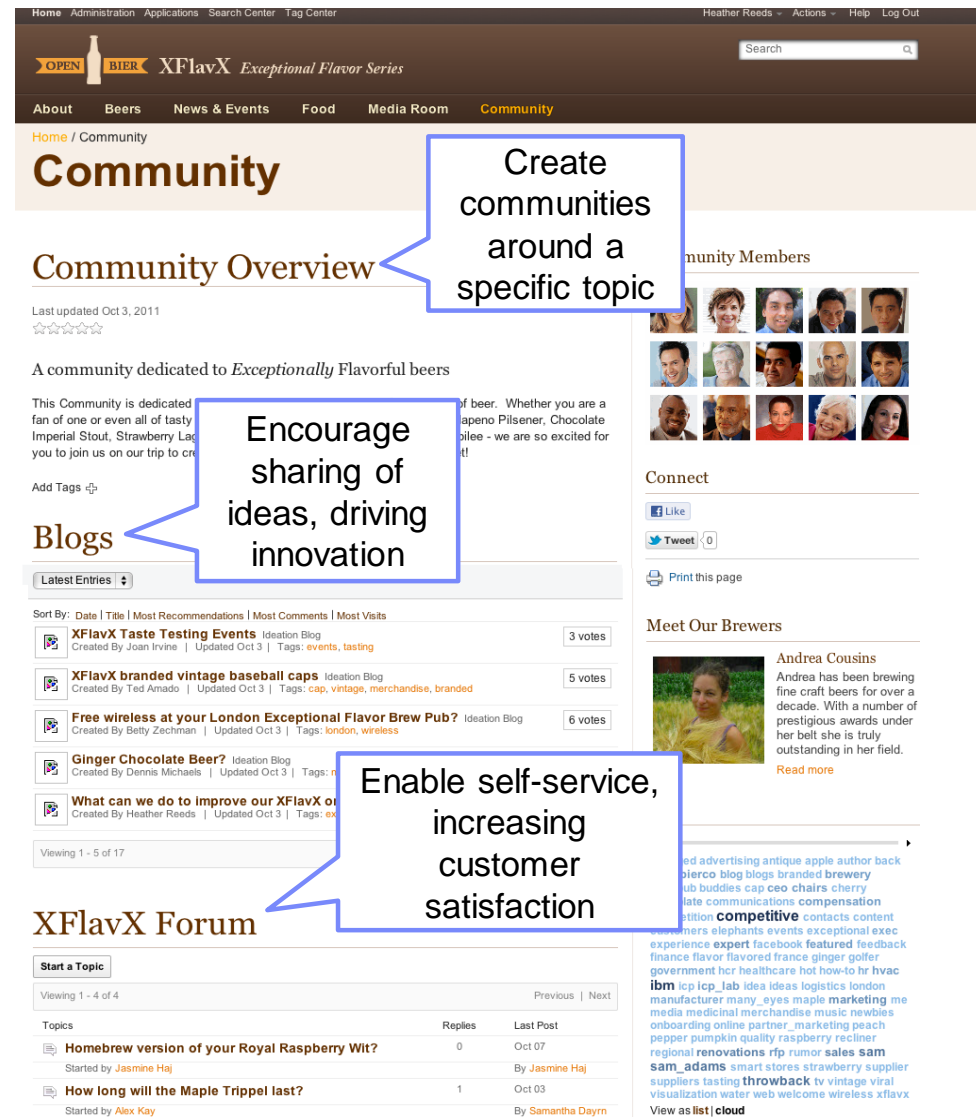
- Respond faster and more cost effectively to customers, employees, partners
- Gain and retain expert knowledge from employees or customers
- Improve customer loyalty, satisfaction, sales, insights
- Reach new Customers through growing communities
- Connect people in different locations
- Enhance workforce productivity



# Community Pages

## Infuse social into web experiences

- **Consistent User Experience**
  - Common page navigation, look and feel between IBM Portal pages and Connections
  - Social data is surfaced through the portal user interface
- **In Context**
  - Associate IBM Connections with relevant web content or portal page
- **Targeted Social Content**
  - Display the appropriate social content to the right users
- **Extensible**
  - Customize portlets with Web Experience Factory



The screenshot shows the XFlavX Community page, which is dedicated to 'Exceptionally Flavorful beers'. The page features a navigation bar with links to Home, Administration, Applications, Search Center, and Tag Center. The main content area includes a 'Community Overview' section with a description of the community's purpose and a list of recent blog entries. A 'Blogs' section displays a list of articles with titles like 'XFlavX Taste Testing Events', 'XFlavX branded vintage baseball caps', and 'Free wireless at your London Exceptional Flavor Brew Pub?'. A 'XFlavX Forum' section at the bottom shows a table of topics with columns for Topics, Replies, and Last Post. Annotations are present: a blue box points to the 'Community Overview' section with the text 'Create communities around a specific topic'; another blue box points to the 'Blogs' section with the text 'Encourage sharing of ideas, driving innovation'; and a third blue box points to the 'XFlavX Forum' section with the text 'Enable self-service, increasing customer satisfaction'.

Home Administration Applications Search Center Tag Center Heather Reeds Actions Help Log Out

OPEN BIER XFlavX Exceptional Flavor Series

About Beers News & Events Food Media Room Community

Home / Community

## Community

Community Overview

Last updated Oct 3, 2011

A community dedicated to Exceptionally Flavorful beers

This Community is dedicated to the sharing of ideas, driving innovation in the world of beer. Whether you are a fan of one or even all of tasty Imperial Stout, Strawberry Lager, you to join us on our trip to create the next great beer.

Add Tags

### Blogs

Latest Entries

Sort By:	Date	Title	Most Recommendations	Most Comments	Most Visits
		<b>XFlavX Taste Testing Events</b> Ideation Blog Created By Joan Irvine   Updated Oct 3   Tags: events, tasting	3 votes		
		<b>XFlavX branded vintage baseball caps</b> Ideation Blog Created By Ted Amado   Updated Oct 3   Tags: cap, vintage, merchandise, branded	5 votes		
		<b>Free wireless at your London Exceptional Flavor Brew Pub?</b> Ideation Blog Created By Betty Zechman   Updated Oct 3   Tags: london, wireless	6 votes		
		<b>Ginger Chocolate Beer?</b> Ideation Blog Created By Dennis Michaels   Updated Oct 3   Tags: ginger, chocolate			
		<b>What can we do to improve our XFlavX on...</b> Ideation Blog Created By Heather Reeds   Updated Oct 3   Tags: xflavx, improve			

Viewing 1 - 5 of 17

### XFlavX Forum

Start a Topic

Viewing 1 - 4 of 4

Topics	Replies	Last Post
<b>Homebrew version of your Royal Raspberry Wit?</b> Started by Jasmine Haj	0	Oct 07 By Jasmine Haj
<b>How long will the Maple Trippel last?</b> Started by Alex Kay	1	Oct 03 By Samantha Dayrn
<b>Where can I find your Chocolate Imperial Stout?</b>	2	Sept 29

Community Members

Connect

Like

Tweet

Print this page

Meet Our Brewers

Andrea Cousins

Andrea has been brewing fine craft beers for over a decade. With a number of prestigious awards under her belt she is truly outstanding in her field.

Read more

advertising antique apple author back pierce blog blogs branded brewery club buddies cap ceo chairs cherry late communications compensation petition competitive contacts content customers elephants events exceptional experience expert facebook featured feedback finance flavor flavored france ginger golfer government her healthcare hot how-to hr hvac ibm icp icp lab idea ideas logistics london manufacturer many eyes maple marketing me media medicinal merchandise music newbies onboarding online partner marketing peach pepper pumpkin quality raspberry recliner regional renovations rfp rumor sales sam sam\_adams smart stores strawberry supplier suppliers tasting throwback tv vintage viral visualization water web welcome wireless xflavx

View as list | cloud

**New Capabilities**

1

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2

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**Futures and Roadmap**

4



**New Capabilities**

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4

## For More Information

### [IBM Exceptional Web Experience 2012 Videos](#)

- Session presentation and video content from the Exceptional Web Experience conferences in Germany and USA

### [IBM WebSphere Portal and IBM Web Content Manager Wiki](#)

- Information and reference center for IBM software solutions (with new UX!)

### [Developing Themes for WebSphere Portal v8](#)

- Detailed information for building new themes using the new modules and profiling

### [Mobile Web Experience for IBM Portal v8](#)

- Information for implementing mobile themes

### [IBM Web Experience Fast Track Offerings](#)

- Additional new capabilities and offerings for IBM Exceptional Web solutions

### [WebSphere Portal Business Solutions Catalog](#)

- New capabilities and enhancements to the base level solutions.