Process Portals:

A Platform Approach

Robert Duffner
Senior Director
Product Marketing
BEA Systems, Inc.

bea®

AGENDA

▶ **Business Considerations**
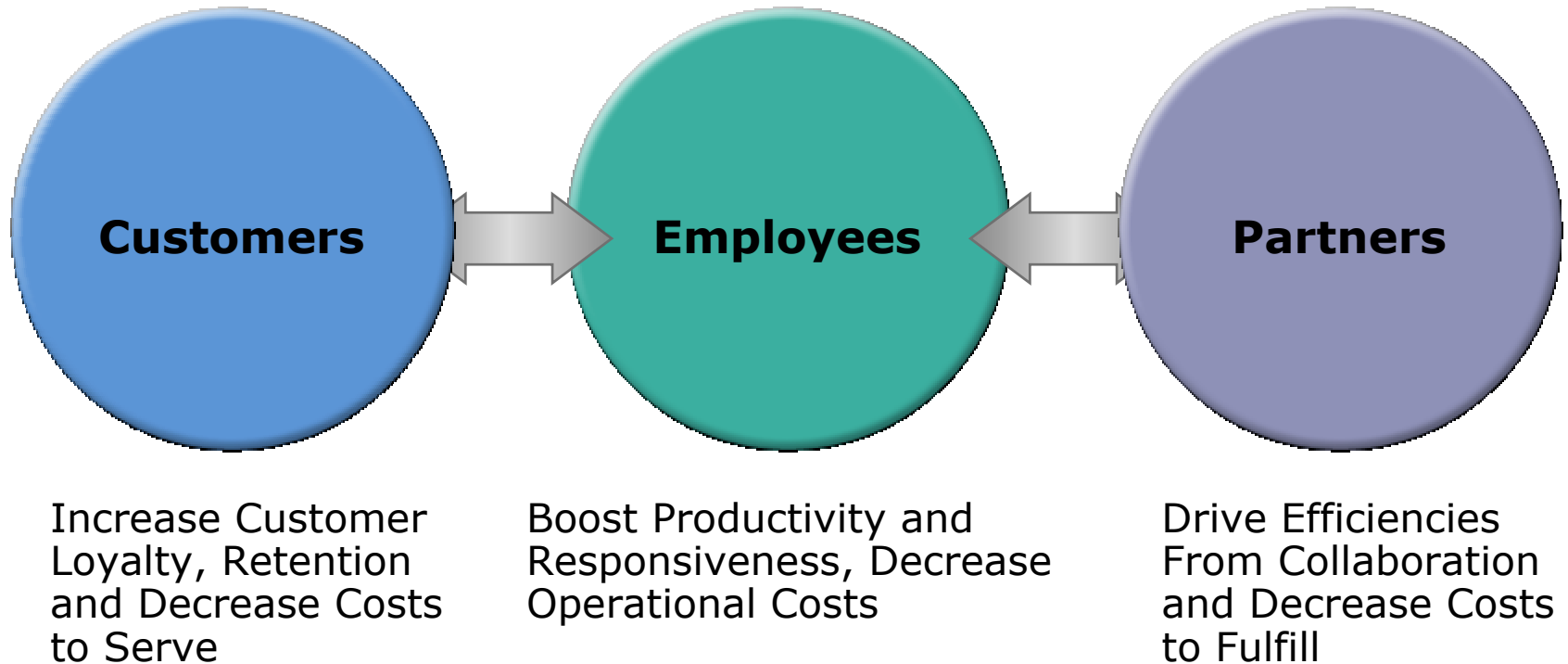
The Portal Solution

Product Demo

Customer Case Studies

BEA WebLogic Portal Today

Summary

DELIVERING BUSINESS VALUE FOR ENTERPRISES

Customers → **Employees** ← **Partners**

Increase Customer Loyalty, Retention and Decrease Costs to Serve

Boost Productivity and Responsiveness, Decrease Operational Costs

Drive Efficiencies From Collaboration and Decrease Costs to Fulfill
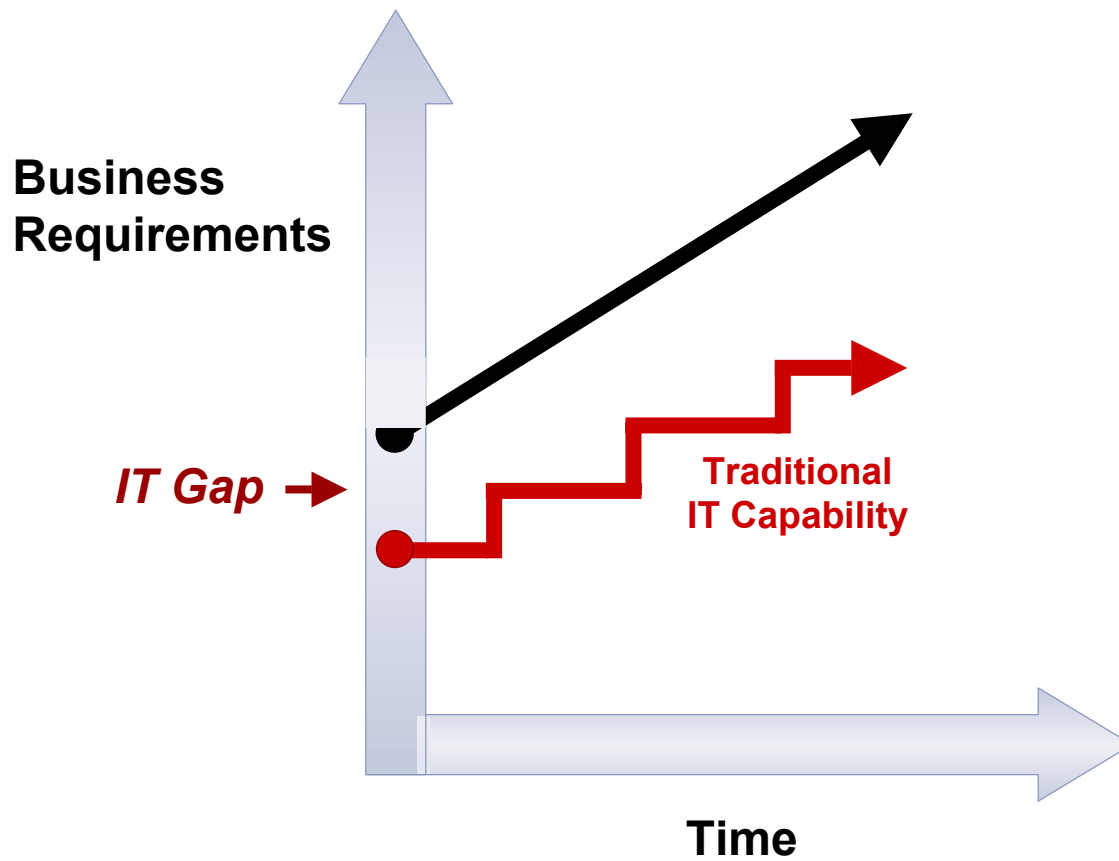
BUSINESS CHALLENGES

- Limited operational visibility impacts knowing when change is needed
- Enterprise apps create IT silos
- Inflexible infrastructure limits rapid change

Adaptability

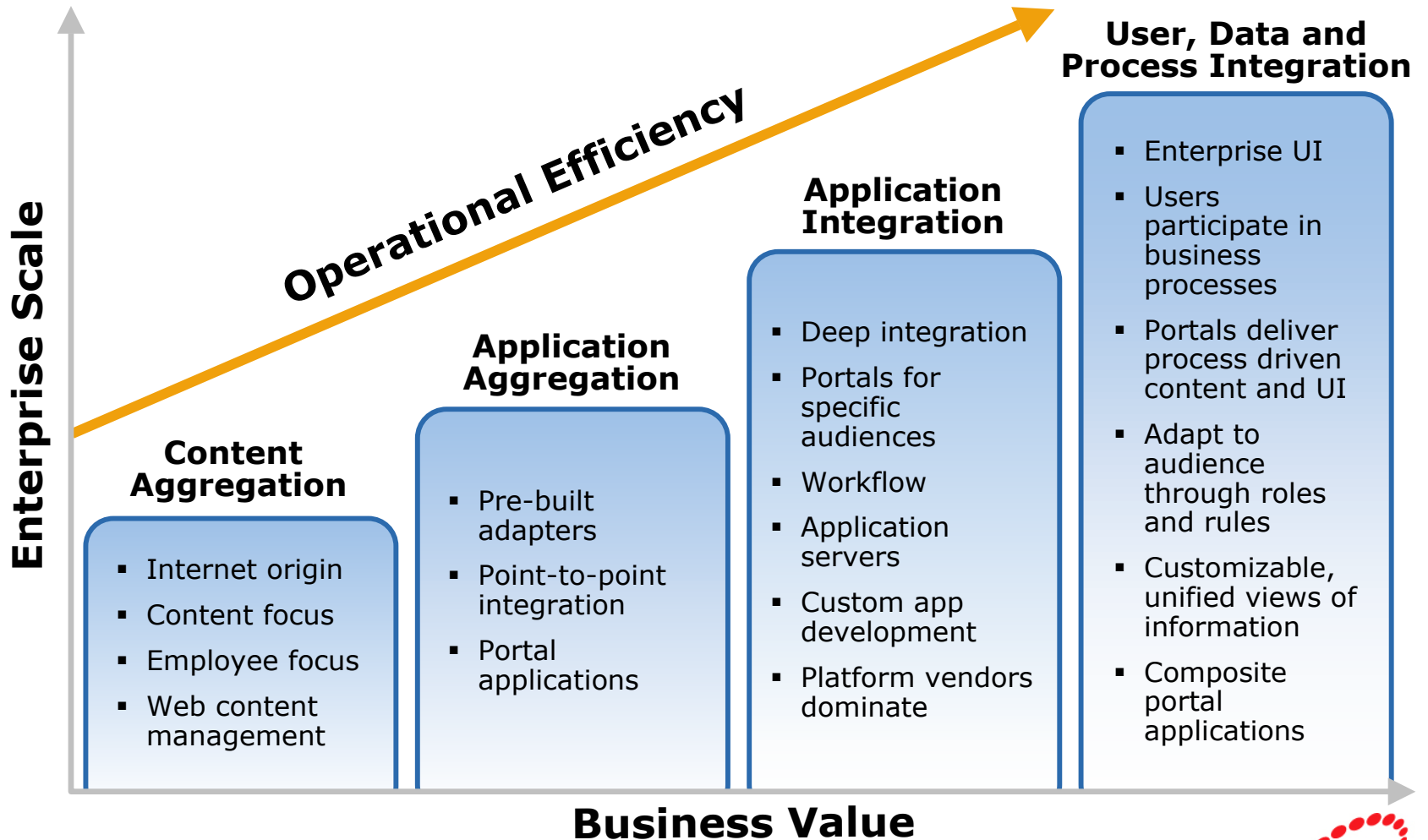**Responsiveness**

Efficiency
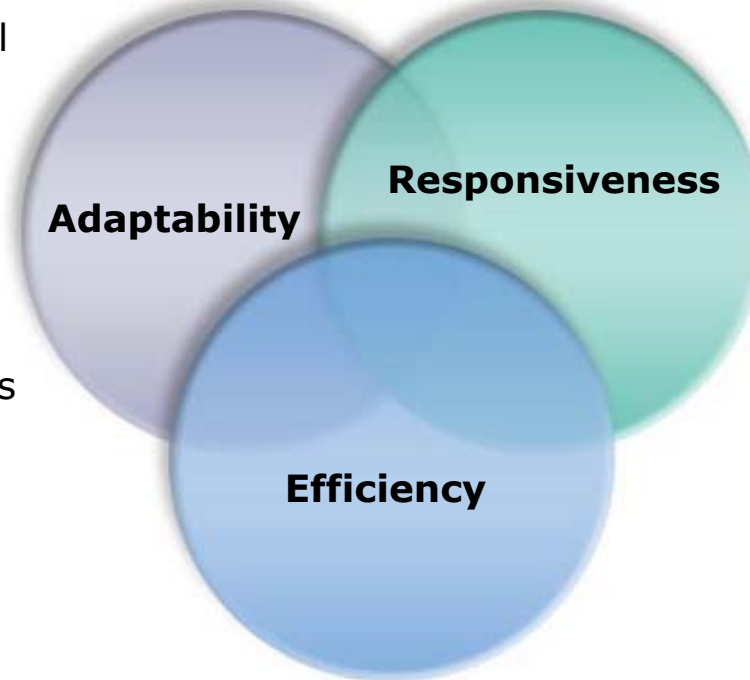
- Users unable to access critical business information
- Multiple application interfaces reduce productivity
- IT maintenance constraints reduce ability to respond to business requirements
- IT focus on developing infrastructure instead of business applications

- High IT maintenance cost structure
- Tactical development applications solve immediate need but add to proliferation of disparate end user applications
- Mergers and acquisitions add systems and redundancies
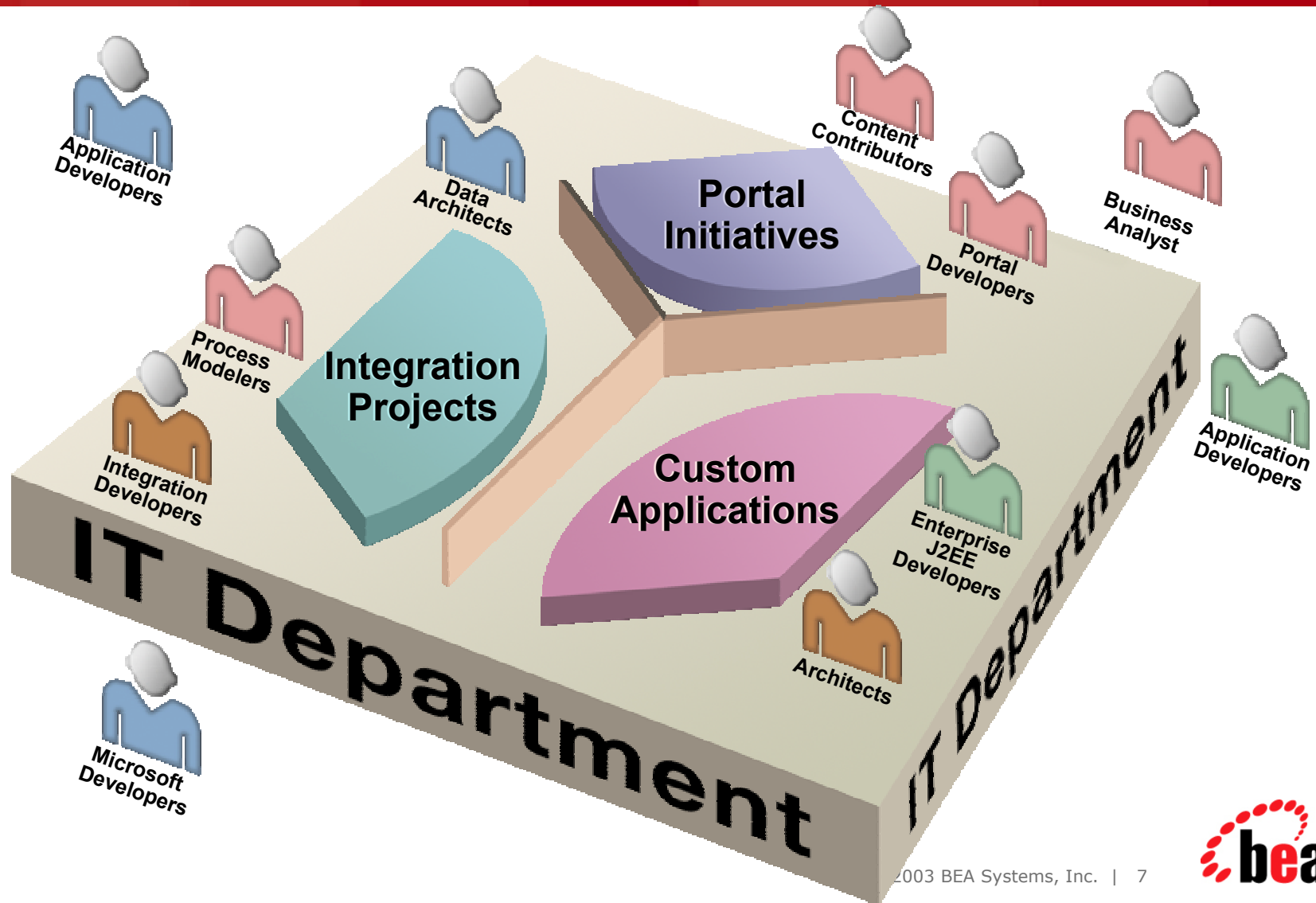- High servicing costs inhibit investments of strategic value

THE IT GAP

Business Requirements

IT Gap →

Traditional IT Capability

Time

PORTAL EVOLUTION

Enterprise Scale

Operational Efficiency

User, Data and Process Integration

- Enterprise UI
- Users participate in business processes
- Portals deliver process driven content and UI
- Adapt to audience through roles and rules
- Customizable, unified views of information
- Composite portal applications

Application Integration

- Deep integration
- Portals for specific audiences
- Workflow
- Application servers
- Custom app development
- Platform vendors dominate

Application Aggregation

- Pre-built adapters
- Point-to-point integration
- Portal applications

Content Aggregation

- Internet origin
- Content focus
- Employee focus
- Web content management

Business Value

bea®

PORTAL LIFECYCLE QUICKLY IMPACTS TCO

Gartner's 90/10–10/90 Rule for Portal Deployment

Initial Pilot(s)	1.0 Production Releases	Subsequent Releases	Further Releases
~ 6 weeks	3-5 months	6 months +	Ongoing
	90% of Functionality "Off-the-shelf"	10% of Functionality "Off-the-Shelf"	
		Cost=Up to 4x Initial Cost in the First Two Years	
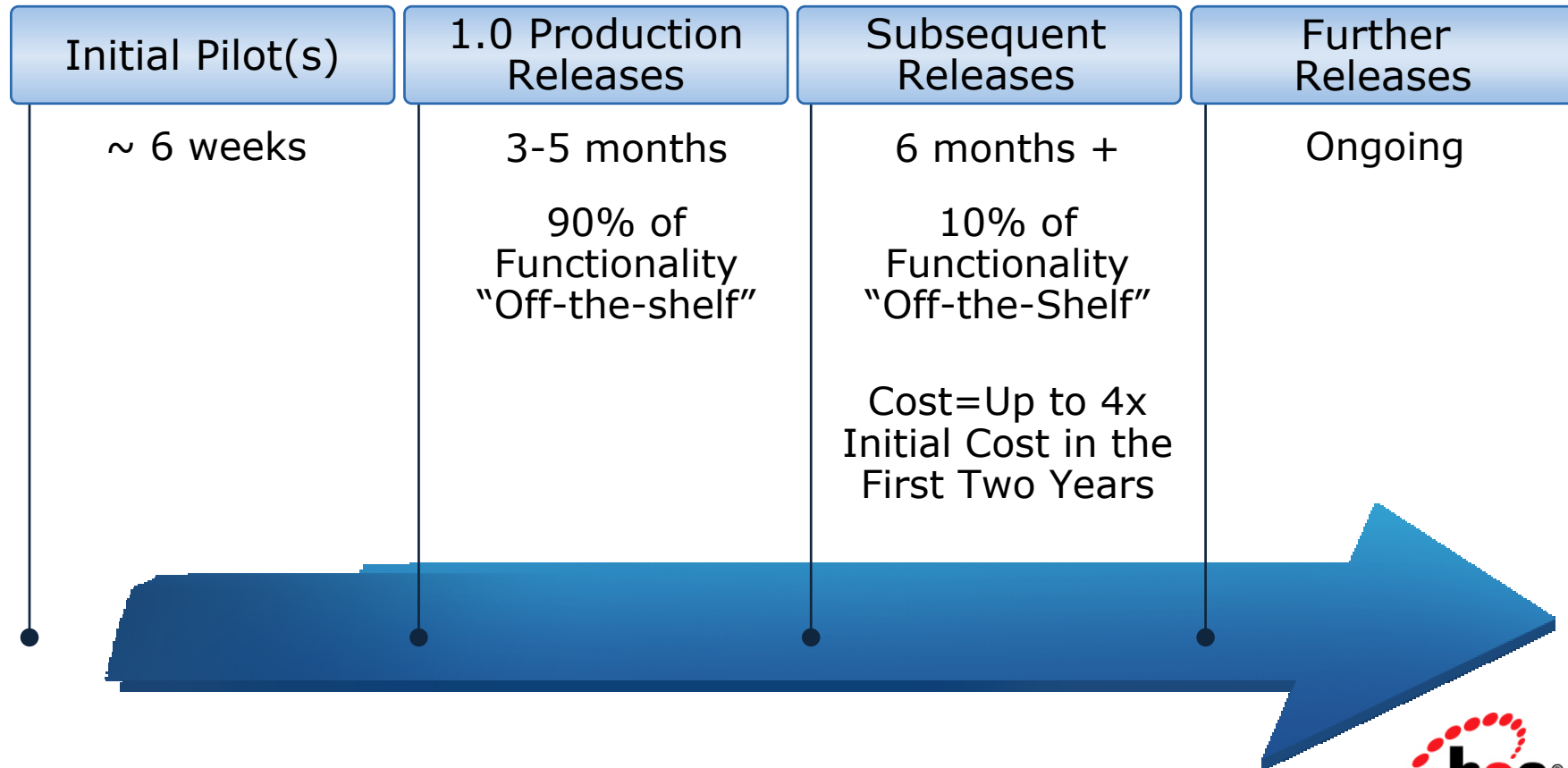
PROBLEM: TRADITONAL APPROACH FOCUSES ON FUNCTION

Sales Representative

?

Marketing	Human Resources	Sales Force Automation	Order Management
Content Contributor	Data Model for HR Best Practices	Data Model for Sales Force	Data Model for Orders
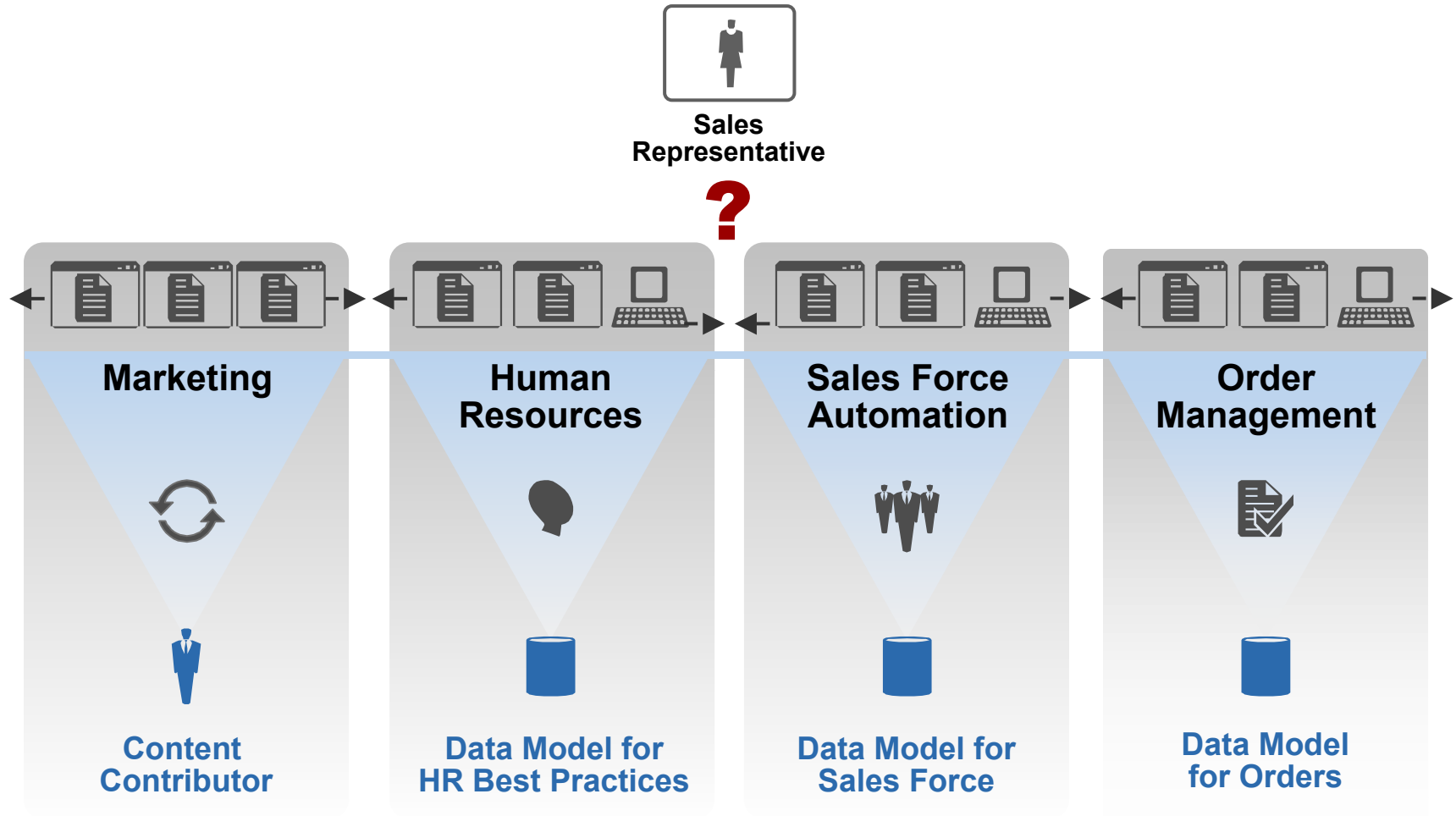
SOLUTION: FOCUS ON AUDIENCE

Consolidated View and Actions

Marketing	Human Resources	Sales Force Automation	Order Management
Content Contributor	**Data Model for HR Best Practices**	**Data Model for Sales Force**	**Data Model for Orders**
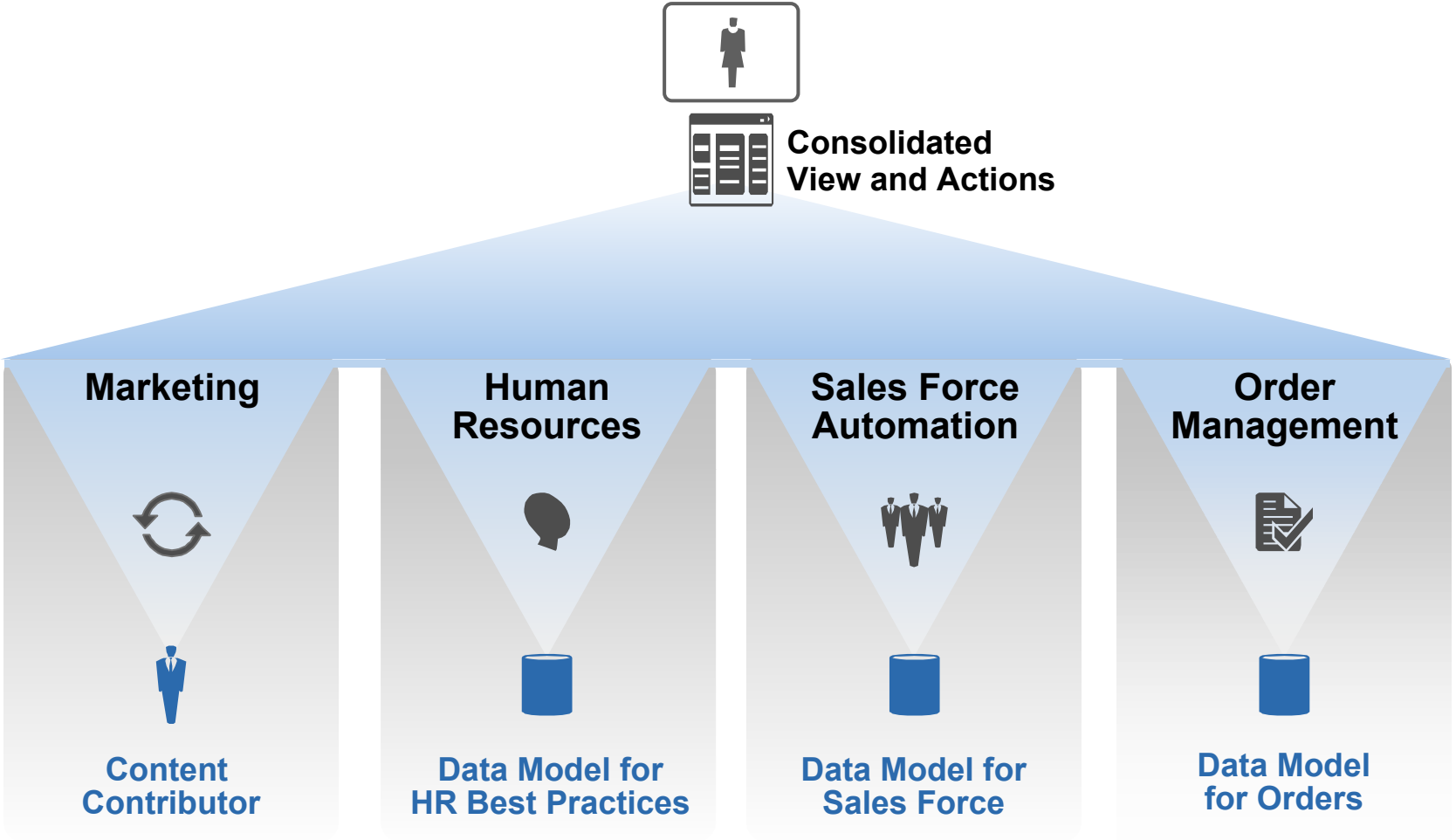
RETHINKING PORTALS

The New Realities for Portals are Causing a Shift in Portal Solutions
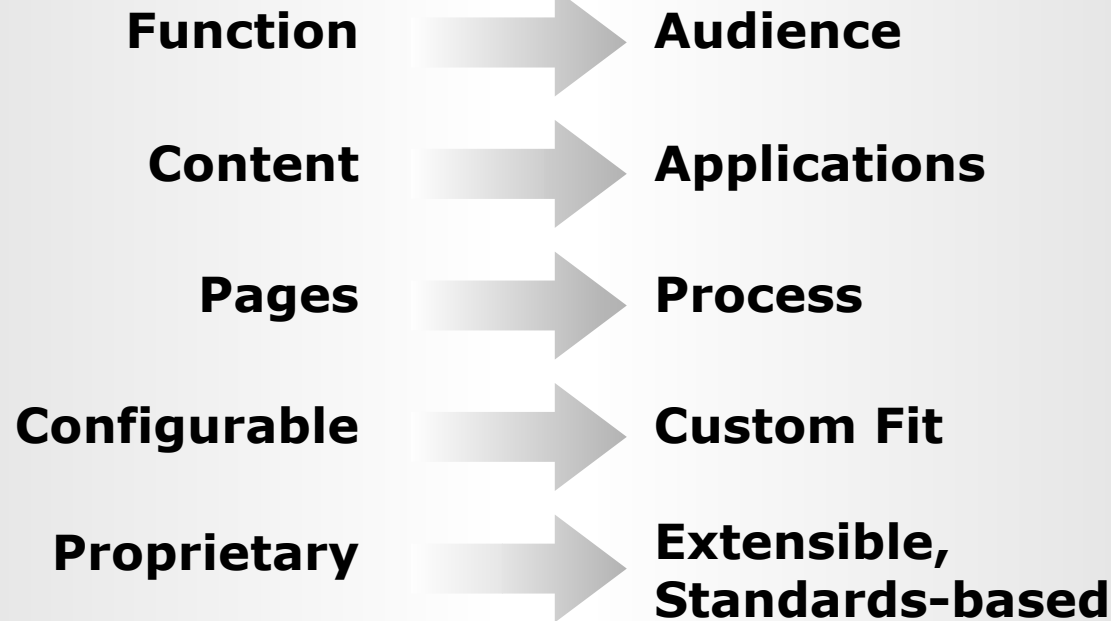
Function →	**Audience**
Content →	**Applications**
Pages →	**Process**
Configurable →	**Custom Fit**
Proprietary →	**Extensible, Standards-based**

AGENDA

Business Considerations

▶ The Portal Solution

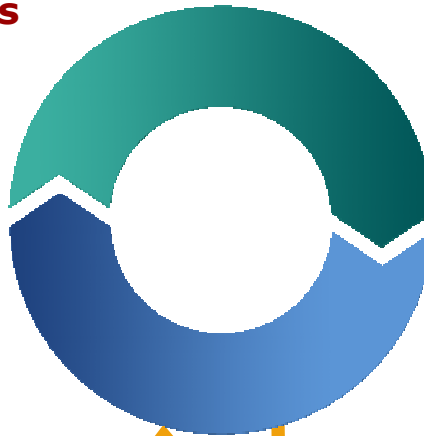Product Demo

Customer Case Studies

BEA WebLogic Portal Today

Summary

BEA WEBLOGIC PORTAL

Content	Search	Collaboration	Commerce	Interaction Management

Portal Business Services

Portal Lifecycle Management

Unified Portal Framework

Portal Visitors

Enterprise Resources

Deployment Infrastructure

BEA WEBLOGIC PORTAL 8.1

An Enterprise Portal Platform That Simplifies the Production and Management of Custom-fit Portals

- Portal Business Services

  - Enable incremental delivery of custom-fit portals

  - Pre-integrated services: content management, search, collaboration, interaction management and commerce

- Portal Lifecycle Management

  - Reduce the time and total cost of ownership to develop, deploy, and manage portals

  - Maximize developer productivity

  - Enable business users to assemble and customize portals

- Unified Portal Framework

  - Reliable industrial strength foundation

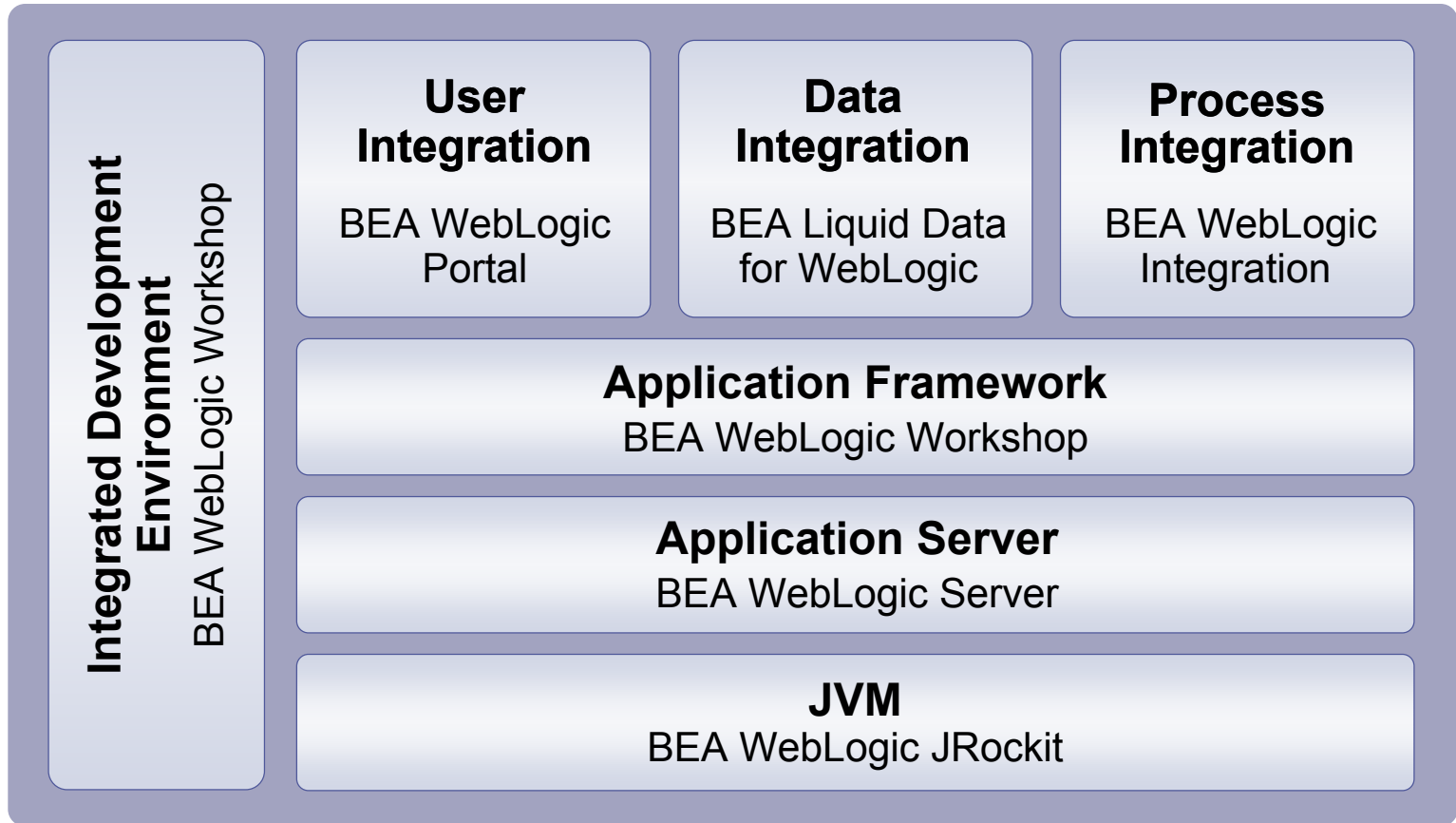 - Unlimited flexibility and lower total cost

PORTAL BUSINESS SERVICES

PORTAL LIFECYCLE MANAGMENT

UNIFIED PORTAL FRAMEWORK

BEA WEBLOGIC ENTERPRISE PLATFORM™
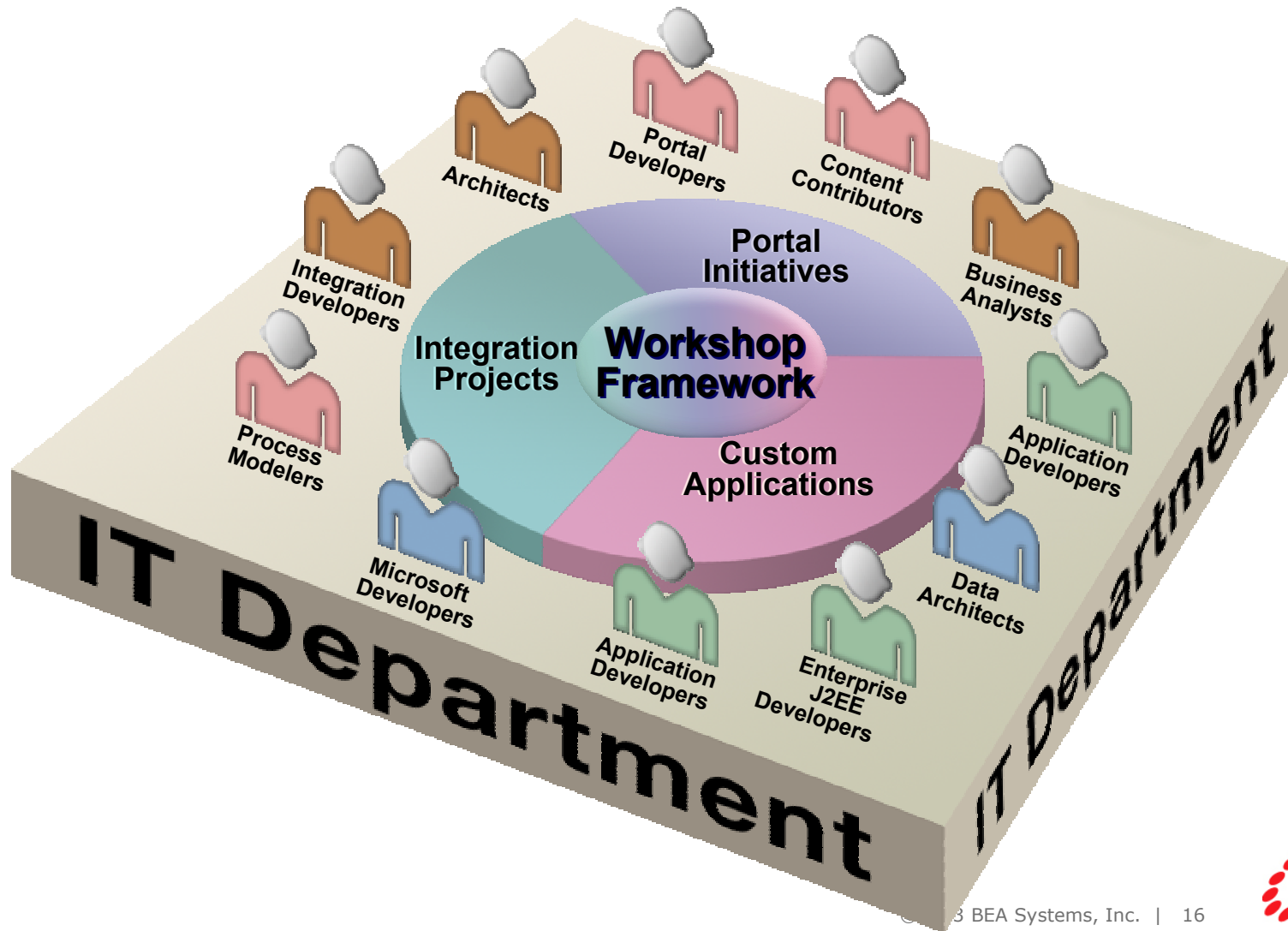
Integrated Development Environment
BEA WebLogic Workshop

User Integration	**Data Integration**	**Process Integration**
BEA WebLogic Portal	BEA Liquid Data for WebLogic	BEA WebLogic Integration

Application Framework
BEA WebLogic Workshop

Application Server
BEA WebLogic Server

JVM
BEA WebLogic JRockit

AGENDA

Business Considerations

The Portal Solution

▶ Product Demo

Customer Case Studies

BEA WebLogic Portal Today

Summary

AGENDA

Business Considerations

The Portal Solution

Product Demo

▶ Customer Case Studies

BEA WebLogic Portal Today

Summary

VIRGIN MOBILE:
CUSTOMER EXPERIENCE MANAGEMENT

Problem: Focus on Silos

Worldwide Customers, Many Segments

Marketing Content	Entertainment News	Dating Scene	Bill Management
Internal Marketing Web Pages	Web Access / Desk Clients	IM / Phone	Web Access / Desk Clients
Content Contributor	Entertainment News Data Model	Possible Mates	Data Model for Billing

bea®
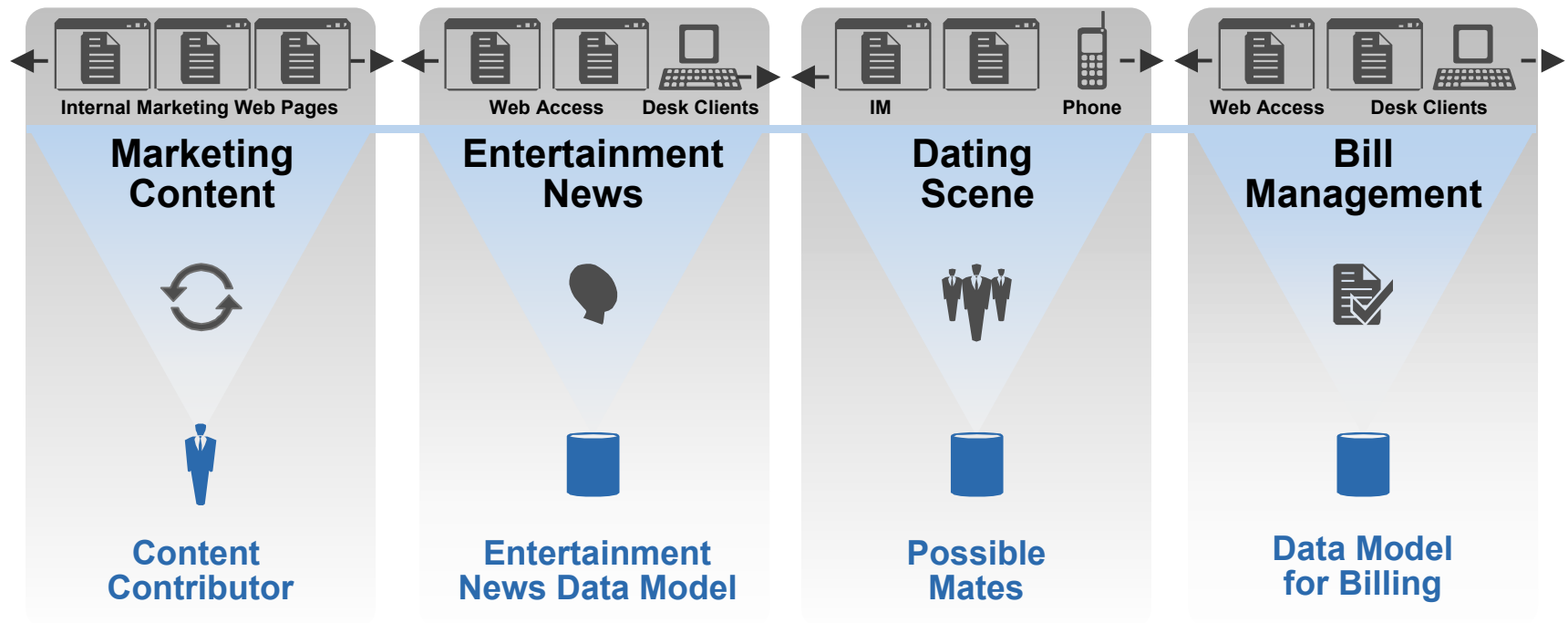
VIRGIN MOBILE
SOLUTION: FOCUS ON THE TEENAGER

Intuitive Phone Portal

Marketing Content	Entertainment News	Dating Scene	Bill Management
Content Contributor	**Entertainment News Data Model**	**Possible Mates**	**Data Model for Billing**

bea®
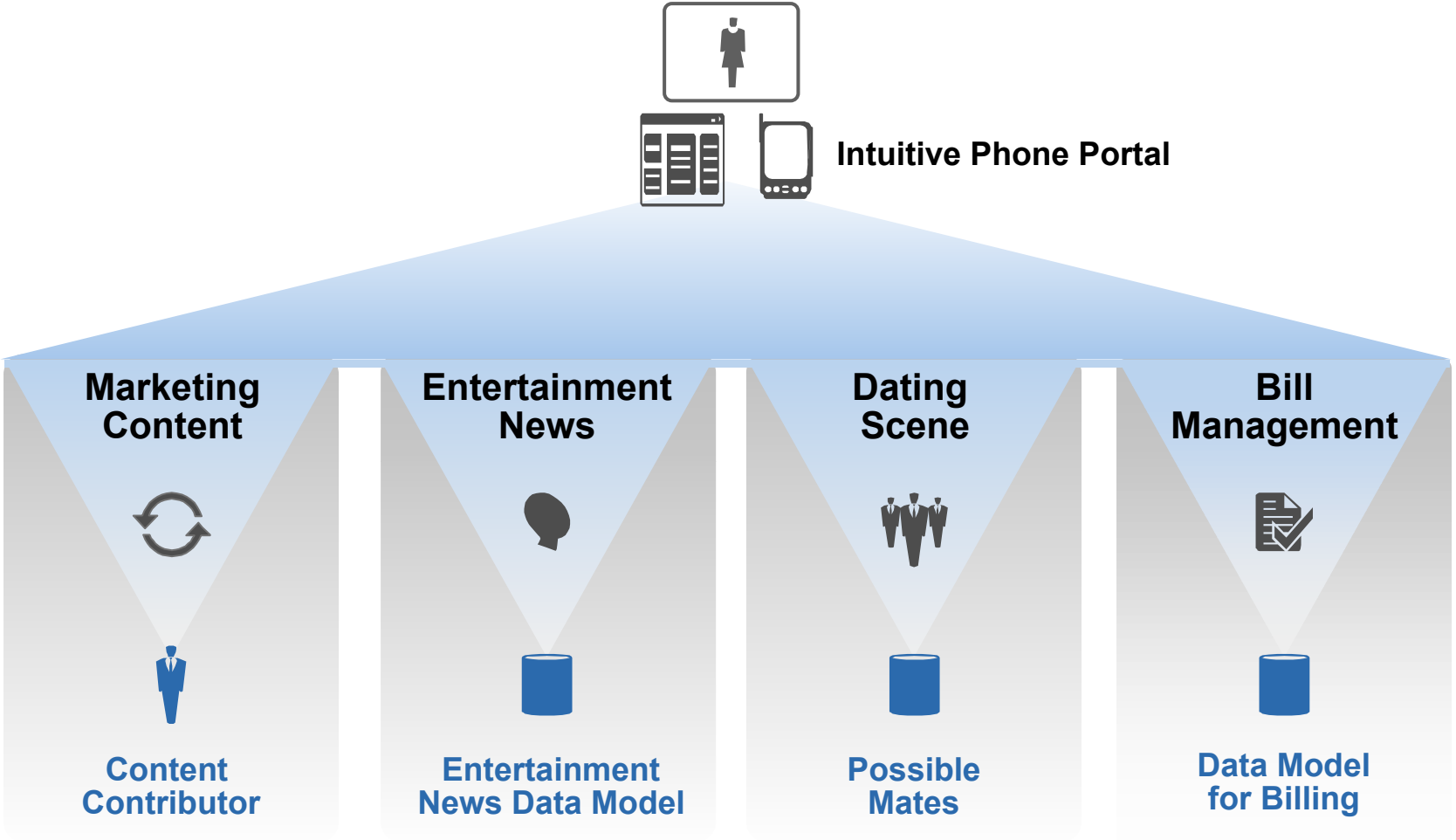
BENEFITS

Productivity
Leverage Multiple
Channels

Adoption
Personalized Services
Increased Usage
Among Teens
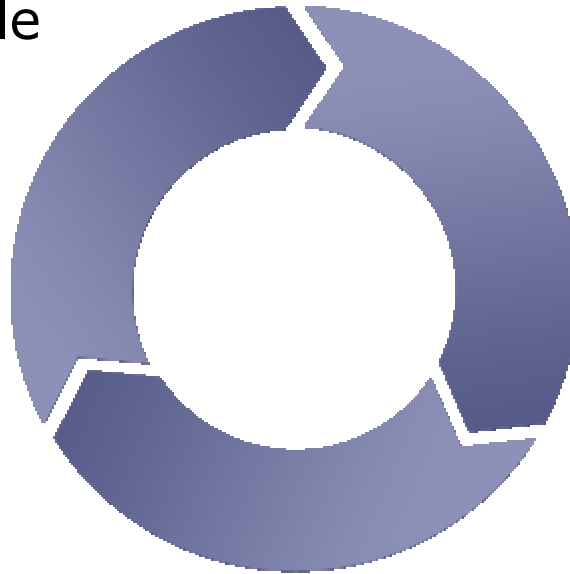
Return on Investment
Increased Revenue in Key Segment

bea®

OPPENHEIMERFUNDS: WORKFORCE PRODUCTIVITY

Business Challenge

- Streamline information access to manage information more efficiently

- Collaborate more effectively

- Reduce overhead costs associated with managing and delivering information

Fund Manager Portal

Solution Description

- Business-to-employee Fund Manager Portal

- Single view of content driving strategic investment decisions

- Personalized for relevancy

- Web Services integrates market data and sell side research

Benefits

- Increased productivity by dramatically reducing research effort

- Operational costs reduced by eliminating paper reports

- Improved disaster recovery through content centralization

- Better decisions, faster through investment team collaboration

TOSHIBA AMERICA BUSINESS SOLUTIONS: TRADING PARTNER COLLABORATION

Business Challenge

- Automate dealer transactions
- Distribute information efficiently
- Deliver targeted information
- Pull together disparate systems
- J2EE and UNIX environment

Solution Description

- Business-to-business Dealer Portal
- Dealer access to disparate business applications
- Dealers administer their own users

Benefits

- Generating over $1M in orders a day
- Content management savings of over $300K annually
- Mailing and production savings of $20K per month
- Strengthened dealer loyalty
- Reduced portal infrastructure costs

Dealer Portal

# TOSHIBA AMERICA BUSINESS SOLUTIONS ADDITIONAL PORTALS DRIVE SAVINGS

"We completed GEMConnect in **60% less time** and at **10% of the cost** to develop the first portal. This is why we chose BEA.

BEA is providing a common platform for application development—we can reuse the work we've completed in subsequent projects. That translates into not only huge cost savings, but allows us to get to market faster—and get an edge on the competition."

Denise Fishel
Director, eBusiness Planning and Development
Toshiba America Business Solutions

DELIVERING REAL BUSINESS VALUE
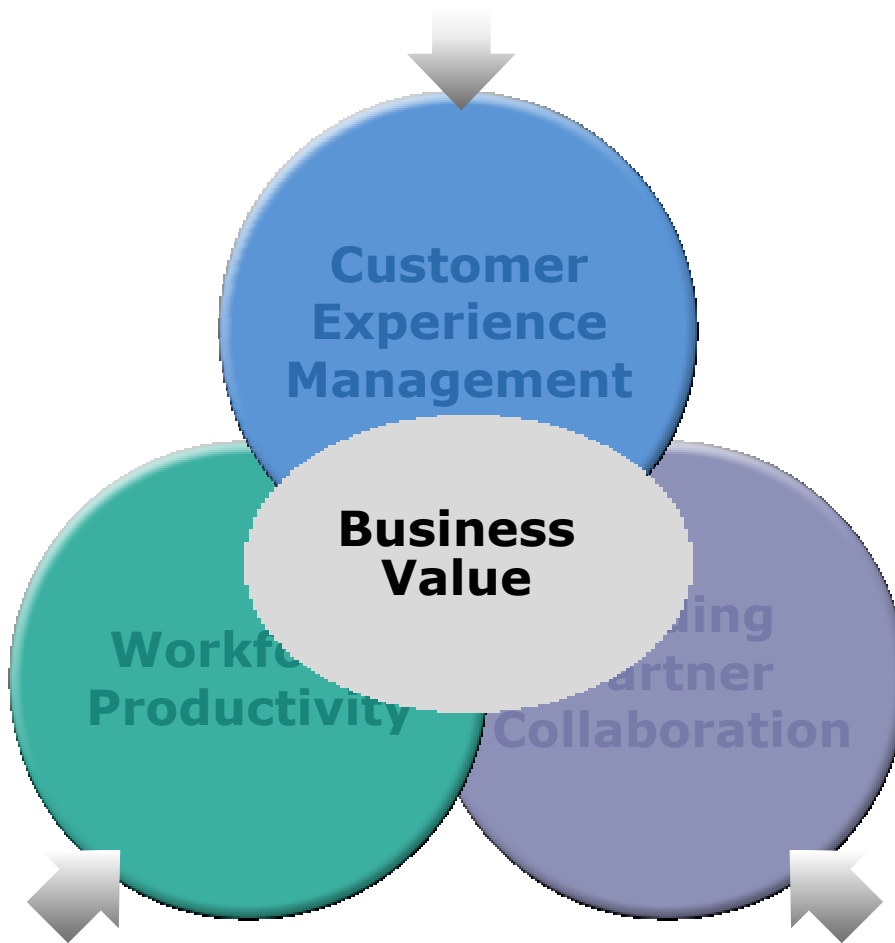
- Faster time-to-value
  - Realize enterprise ROI through reuse across divisions
  - Greater value from existing investments
- Higher user adoption
  - Grow revenue through customization for the users
  - Cut costs through data at right place, right time
- Increased productivity
  - Streamlined self-service processes
  - Collaboration enabled

Customer Experience Management

Business Value

Workforce Productivity

Trading Partner Collaboration

AGENDA

Business Considerations

The Portal Solution

Product Demo

Customer Case Studies

▶ BEA WebLogic Portal Today

Summary

BEA CORPORATE OVERVIEW

- **Leading Application Infrastructure Company**
  - One of ten largest software companies in the world
  - Over 13,500 blue-chip customers worldwide
  - Majority of Fortune Global 500 companies rely on BEA

- **Demonstrated Strength and Stability**
  - $1B in Sales, >$1.3B in cash
  - 22 consecutive quarters of positive cash flow

- **Global presence**
  - 81 offices in 34 countries
  - Over 3,000 employees

- **Strategic Industry Influence**
  - More than 2100 systems integrators, independent software vendors, and application service providers
  - Driving innovation into standards—J2EE, XML, Web Services

OVER 800 PORTAL CUSTOMERS

Customer Experience Management

- BIOGEN
- NOVARTIS
- FIRSTGOV.gov — The U.S. Government's Official Web Portal
- Inland Revenue
- fedict
- CDC — SAFER · HEALTHIER · PEOPLE
- The McGraw·Hill Companies
- AVIS
- Nordea
- salton
- Pfizer
- TEXAS INSTRUMENTS
- SONY MUSIC
- Virgin mobile
- SONY PICTURES TELEVISION
- Schering-Plough

Workforce Productivity

- OppenheimerFunds
- verizon
- Virginia Alcohol Beverage Control Administration
- NOKIA CONNECTING PEOPLE
- Frito Lay
- NATIONAL SECURITY AGENCY UNITED STATES OF AMERICA
- cingular WIRELESS — What do you have to say?
- DOBSON COMMUNICATIONS CORPORATION
- citi
- APL — GAIN THE ADVANTAGE
- GE Medical Systems
- UIC, INC. INSURANCE CONSULTANTS
- UNITED STATES MARSHAL
- DEFENSE INFORMATION SYSTEMS AGENCY
- NetworkAppliance

Trading Partner Collaboration

- TOSHIBA — Don't copy. Lead.
- 3COM
- CVS/pharmacy — Life to the fullest.
- CBCA
- AMCC — APPLIED MICRO CIRCUITS CORPORATION
- Deutsche Telekom
- Medtronic — When Life Depends on Medical Technology
- USF
- Boehringer Ingelheim
- Qwest — ride the light
- WilTel COMMUNICATIONS

CONTINUING STRONG GROWTH

BEA Increases Portal Market Share

Rank	2002	2003 (Estimate)
1	Plumtree	IBM
2	SAP	SAP
3	IBM	**BEA Systems, Inc.**
4	SunOne	Plumtree
5	Broadvision	SunOne
7	**BEA Systems, Inc.**	------------

Vendor rank is based on license revenue. Source: Gartner

AGENDA

Business Considerations
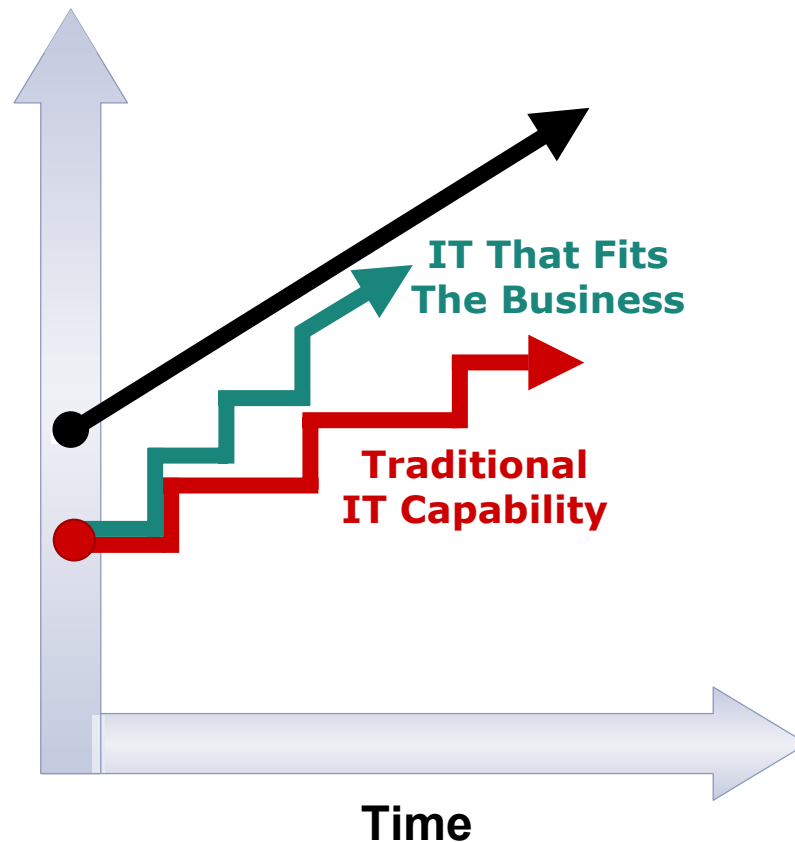
The Portal Solution

Product Demo

Customer Case Studies

▶ BEA WebLogic Portal Today

Summary

BEA HELPS IT FIT THE BUSINESS

Reduces Time-to-value by Aligning IT Infrastructure With the Business

Business Requirements

IT That Fits The Business

Traditional IT Capability

Time

Closing the Gap:
1. Unify Infrastructure
2. Shorten Development Cycles
3. Increase Re-use
4. Leverage Broader Skill sets

INDUSTRY VALIDATION

"BEA's sweet spot in the portal market is in implementing applications that save IT costs by streamlining processes, consolidating systems and by shortening development and deployment time."

"Their portal software also helps business units move processes online, particularly in situations where customers or business partners require custom views."

Laura Ramos, Giga Information Group

RECOGNIZED LEADER

Gartner — Portal Leadership Quadrant
Application Platform Suite Visionary

GIGa — Named as Dominant Portal Vendor

FORRESTER TechRankings™ — Leader in Enterprise Portal Servers

TRANSFORM Product of the Year 2002 WINNER — Enterprise Collaboration and Content Management Product of the Year

2001 InfoWorld TECHNOLOGY of the YEAR — InfoWorld Portal Technology of the Year

JAVAPro 2002 Readers' Choice WINNER — Best Java Enterprise Portal
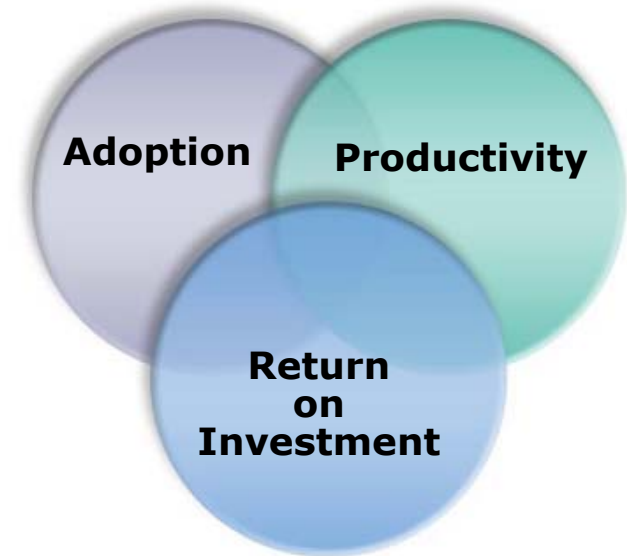
CODIE AWARDS — Best Enterprise Portal Solution

BEA WEBLOGIC PORTAL

An Enterprise Portal Platform That Simplifies the Production and Management of Custom-Fit Portals and Helps You Improve:

- **Adoption**: Rich business services enable an individualized experience and provide audience value

- **Productivity**: Streamlined and personalized self-service business processes increase user efficiency

- **Return on investment**: Rapid development, portal assembly, and reduced management improve time-to-value and reduce the cost structure

Adoption

Productivity

Return on Investment

www.bea.com

bea®