



“Portals - *Schmortals*”

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EDS Solutions Architect

“The portal market will continue to grow, expanding from \$550.4 million in sales in 2001 to \$3.1 billion in 2006. “

Analyst, IDC



- What is a portal?

 - Definition

 - Real World analogy

 - Vendor view

 - Analyst View

 - Core services

 - Secondary services

- Business view

 - Drivers

 - Scope

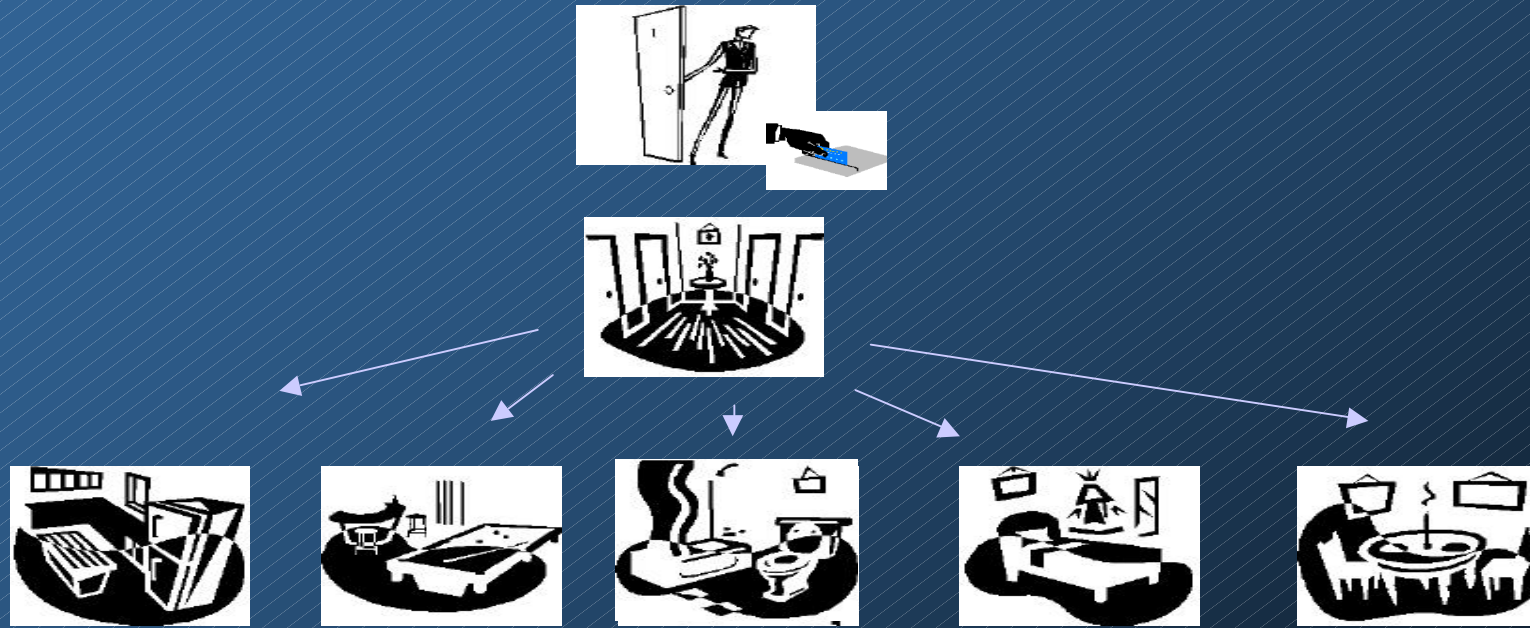
 - Benefits

- Architectural view

A portal:

A framework of services that manages access by known users to 'stuff'.

Where stuff = Data, discrete functions, docs, full applications..



Portal/ house



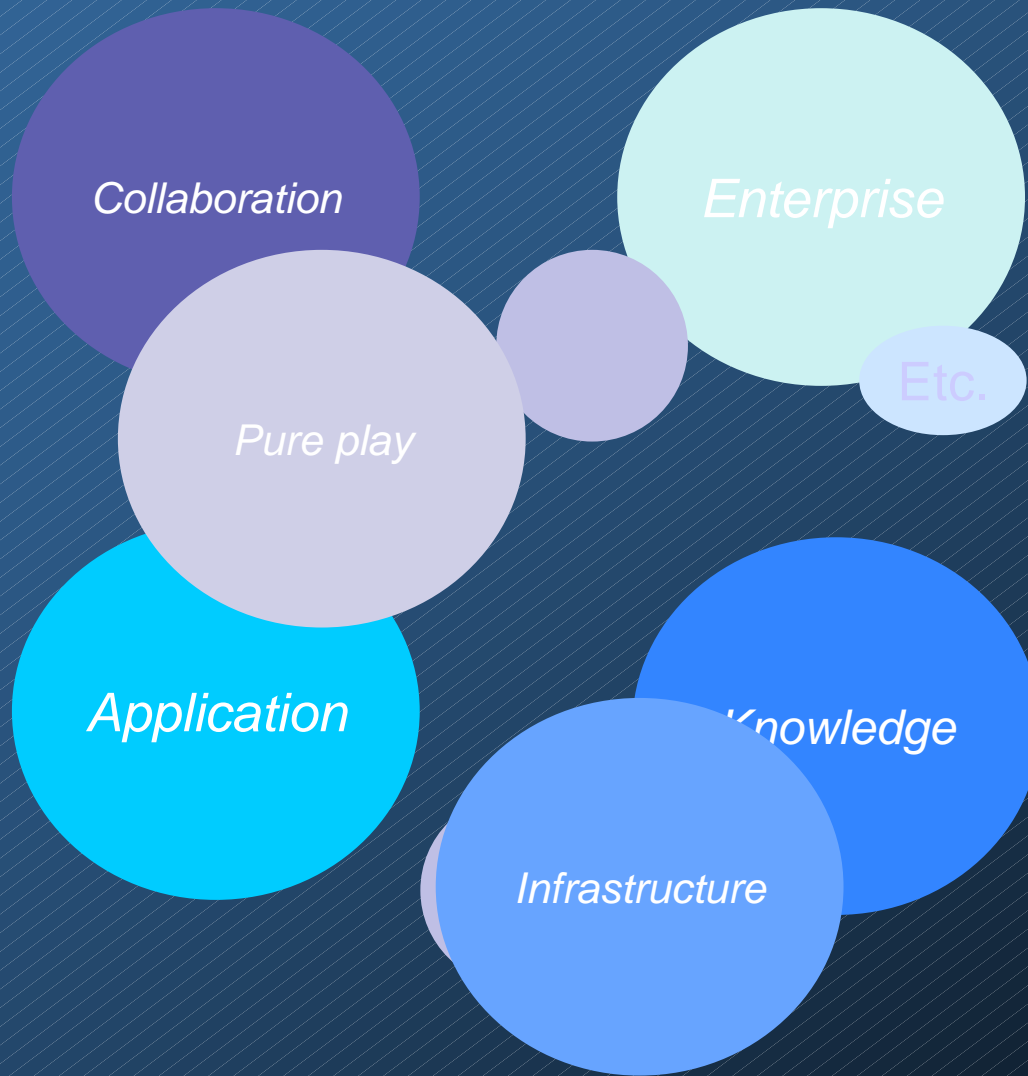
Developers/ builders

NO FRIDGE!

Application level entitlement controlled by Apps NOT the portal

'Builders' submit new rooms (so long as they conform to the pattern)





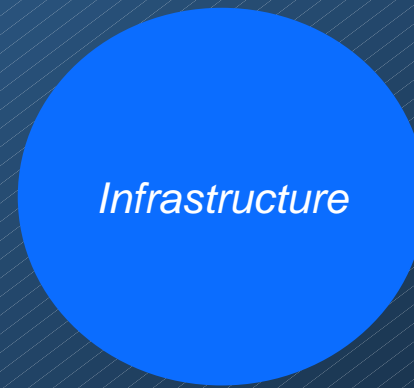
Portal Vendors

- Plumtree
- IBM
- BEA
- Epicentric (Vignette)
- BroadVision
- Microsoft
- Sun
- Oracle
- Citrix
- Sybase
- Corechange
- Viador



Pure play

- Plumtree
- Epicentric
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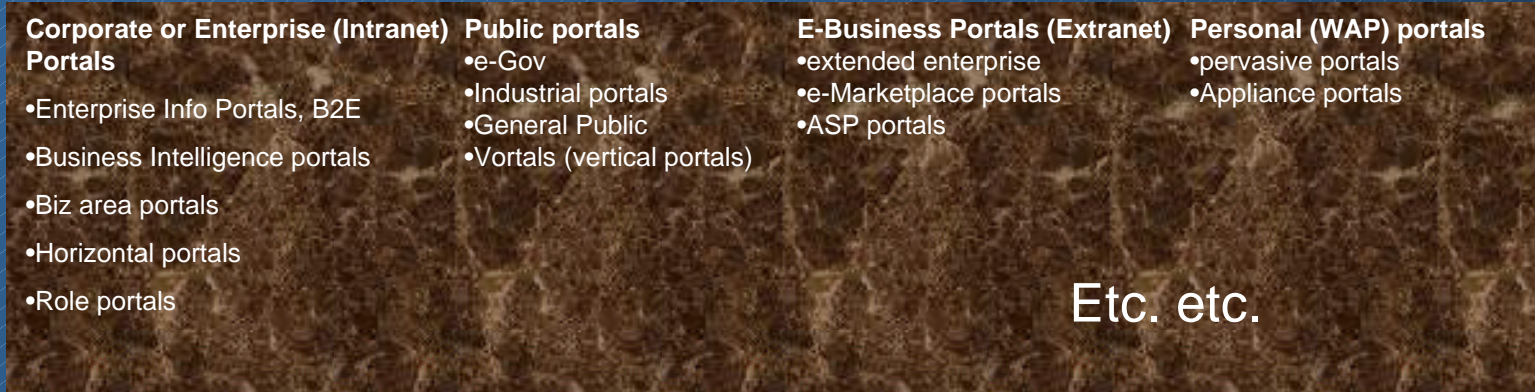
Infrastructure

- IBM
- BEA
- Microsoft
- Sun
- Oracle
- Sybase



Better out of box support for superficial functionality – but reliant on 3rd party adaptors for support of deeper backend end system web enablement

Full application portals – but tie you in to application server/ and or development platform.



Corporate or Enterprise (Intranet) Portals <ul style="list-style-type: none">•Enterprise Info Portals, B2E•Business Intelligence portals•Biz area portals•Horizontal portals•Role portals	Public portals <ul style="list-style-type: none">•e-Gov•Industrial portals•General Public•Vortals (vertical portals)	E-Business Portals (Extranet) <ul style="list-style-type: none">•extended enterprise•e-Marketplace portals•ASP portals	Personal (WAP) portals <ul style="list-style-type: none">•pervasive portals•Appliance portals
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Etc. etc.

- Reflect various business implementations of portals
- Based on reverse engineered analysis
- Fluid – conflicting – no common view
- Vendor products do not map to these groupings
- Any one portal will contain attributes of many of these.

Any common ground?

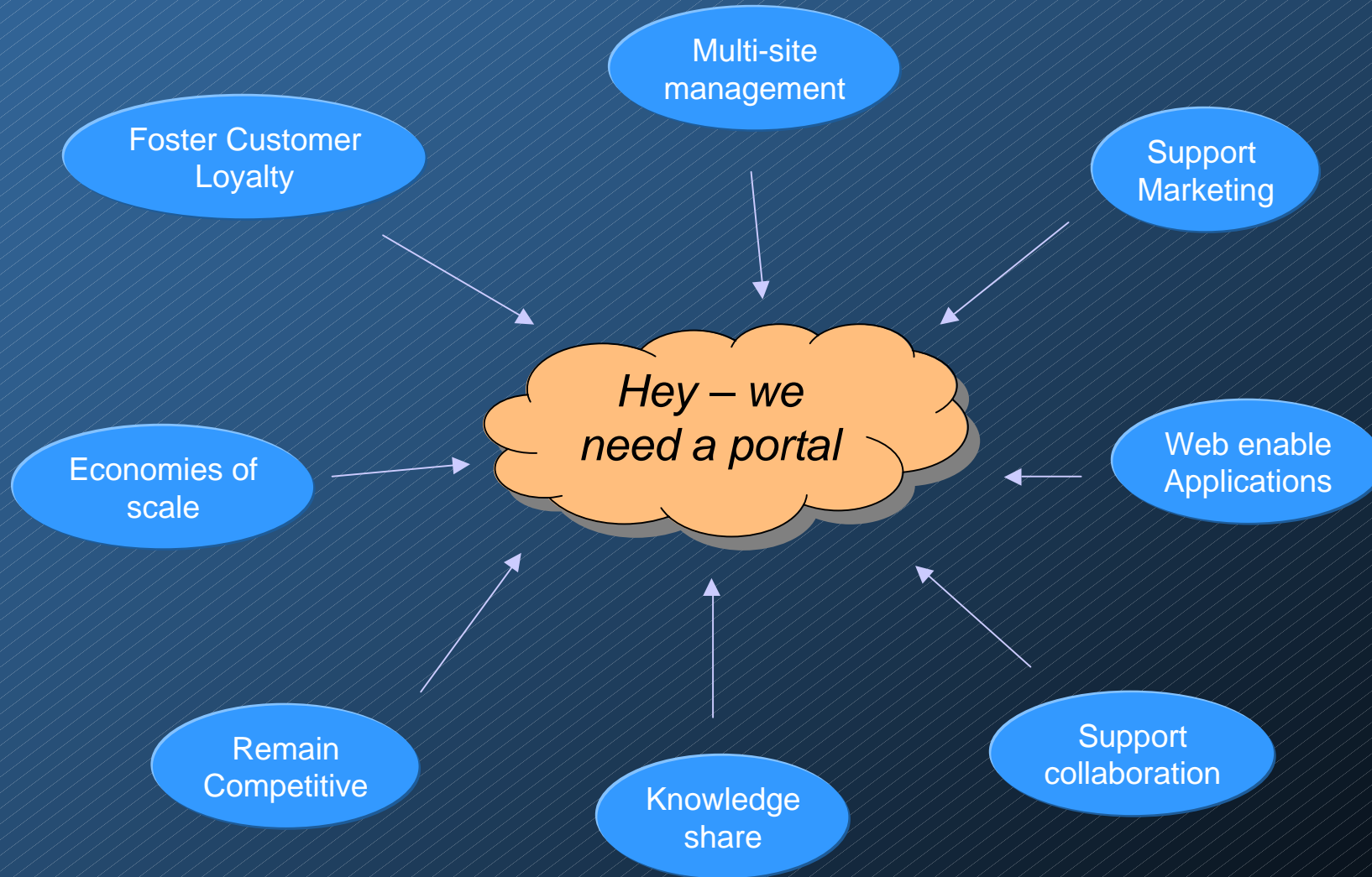
- Single sign-on
- Authentication
- Entitlement (Authorization)
- Content integration
- Multi-channel support
- Infrastructure

- Personalization
- Content management
- Multi-site management
- Collaboration
- Billing & Account management

Why do we need one?

Anything in particular we should think about?

What's in it for me?



Services.

Static content or functionality as well?

Single sign on?

Users.

Internal staff or/and customers?

Groups, role based or individuals?

Pattern of access

Self-service?

Billing.

Who? Individuals or organizations

Activity or account based?

Future.

Further apps?

Customer growth

For the users

- Common look and feel
- Ease of use
- Single sign-on
- Personalized experience
- Accessibility

For the business

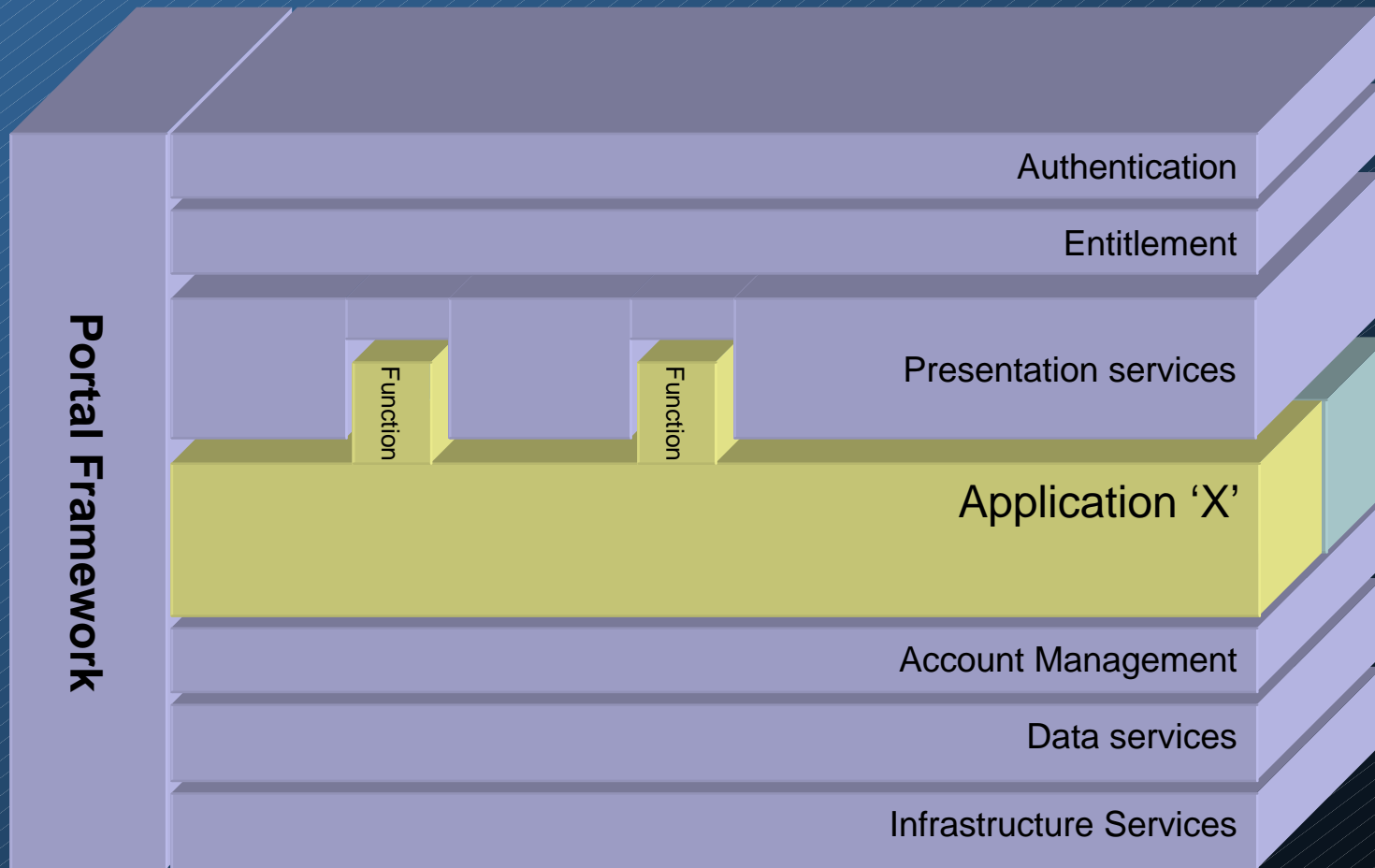
- Economies of scale
- Marketing support
- System security
- Scalability
- Rapid service deployment

Conceptual Overview

Authentication

Entitlement

Presentation



Requirements

- Audit regulations
- 2nd token
- Client Certification

LDAP

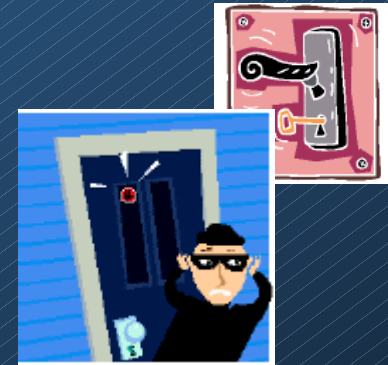
- Current directories/ policies
- Compatibility with portal platform
- Staff/customer mix
- Other LDAP users

Single Sign on

- What applications and where located?
- What authentication mechanism do they have?
- Can they share LDAP?

Future apps

How does a user prove their identity to the system?

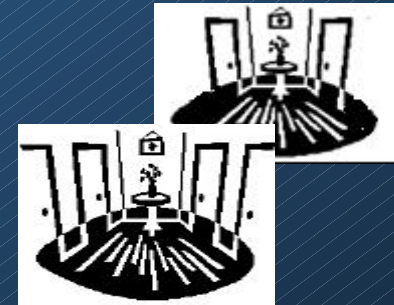


Self service or centrally managed?

Portal product limitations

- Access group structure
- LDAP Structure

Demarcation between application and portal



*What is a user entitled to do
with the system?*

Portlets

Proprietary

e.g. Web parts, portlets, Web Modules, CDAs, Gadgets, Blocks

Out of the box connectors for ERPs etc.

Stipulate how presentation and logic is to be built (MVC)

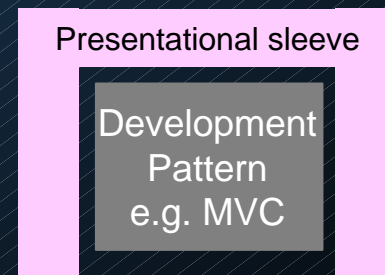


Development overhead on existing apps.

Must consider in conjunction with entitlement

Enables

- multi-channel delivery
- personalization



1. Huge cross cutting issues – especially Authentication/ security
2. *Extend scope beyond vendor products to realize full economies of scale*
3. Get business to think about entitlement issues ASAP
4. *What are the key business drivers – (don't get distracted by the small stuff)*
5. Don't commit to a development strategy or platform until you've selected the portal.
6. *Defend (like mad!) clear line of demarcation between the portal and applications made available thru it.*

Questions/ Discussion