

Hello and welcome to this IBM podcast:

Portal as a Conduit for Process Integrity and Customer Loyalty

My name is Ellen Rasmussen and I am an SOA offering manager in IBM's Global Technology Services organization.

Virtually every company has critical processes at the core of its business. These processes often involve access to vital information, manufacturing data, delivery information, or financial transactions.

What if these applications or business processes are geographically dispersed or the information is owned by other entities? How do you control who has access to this information, especially based on their role or responsibility? And how do you insure that everyone is viewing the most recent set of data or content?

Process integrity is the degree to which loosely coupled open systems deliver the same reliability, consistency, scalability, and predictability as tightly coupled closed systems. But what happens when process integrity fails? If even only one critical process fails, you may have a dissatisfied customer. Dissatisfied customers lead to decreased customer loyalty. And when critical processes fail, businesses lose revenue. If critical processes are not executed reliably, companies are exposed to increased financial and regulatory risk. Think of the financial exposure of quoting a customer the wrong stock price on a trade, or executing a trade based on inaccurate information.

SOA opens up many new possibilities for application reuse, innovation and collaboration. But at the same time, there is increased focus on application process integrity and increased focus on operational integrity and visibility.

A portal is the extension of the client's sales force and the client's image ... It is the electronic representation of the company itself. Accuracy is paramount and we often make assumptions on the maturity of a company based on the sophistication of their portal or public facing website.

The simplest way to give dissimilar business process a common look and feel is often by using a portal to mask the underpinnings, or what's behind the scenes. Think about representing new business processes after a merger or acquisition. This loosely coupled integration is often accomplished via a portal before taking on more tightly coupling integration activity, like an ESB or message broker.

So process integrity is the mechanism by which processes execute reliably or if they can't complete, how the application recovers from its problem returning the information or application to its original state. As the SOA application becomes more and more advanced, the ability to maintain robust end to end integration and consistency becomes more challenging and in fact even more important.

IBM's approach to SOA allows the customer to use the same tools, software, techniques and the same architecture as the customer's application scales and moves along the SOA continuum evolving from simple standalone applications to complex composite business applications.

Let's talk about process integrity in the purest form -- interaction integrity defines the portion of process integrity where users are provided with up-to-date secure access to the applications and their content; this ensures that a person's interactions with critical processes occur with integrity and scalability wherever and whenever the interaction occurs. IBM offers Global Technology Services that focus specifically on SOA Integration Services. In this podcast, we'll focus today's discussion on the Portal Infrastructure aspect and how IBM can offer design, integration and migration services to help a client engineer a robust, scalable and manageable portal infrastructure to support SOA or non-SOA applications.

The portal infrastructure created provides a seamless way to integrate Web, legacy and/or host applications and can retool the client's environment as business models change, such as after a merger or acquisition.

GTS, Global Technology Services, can also assist a client as they upgrade from an older version of WebSphere Portal to a newer release with enhanced functionality.

Our skilled GTS practitioners use well defined methods and best practices, based on previous Portal engagements, to help speed the time to value and reduce the risks that can be associated with portal integration projects. We've seen a number of implementations before and bring that knowledge to the clients' integration project.

We offer 4 different service components to assist with our clients' portal infrastructure challenges. They are:

- [Design and implementation services for WebSphere Portal](#)
- [Migration services for WebSphere Portal](#)
- [QuickStart services for WebSphere Portal](#)
- [Healthcheck services for WebSphere Portal](#)

In the **Design and implementation services for WebSphere Portal** engagement, GTS provides specialists who can help clients understand their portal requirements, that can design and plan, then implement and optimize your WebSphere Portal environment.

Migration services for WebSphere Portal is a services engagement designed to help clients consolidate their portal environments by integrating multiple applications and data from multiple vendor platforms to the new portal implementation, or to upgrade the current Websphere Portal base from one version of software to a newer release.

QuickStart services for WebSphere Portal is targeted to customers who would like a low cost way to get hands-on experience. GTS can setup WebSphere Portal on a client's premise in about 3 weeks. The QuickStart differs from the complete design and implementation services in that GTS will not perform significant backend application integration. If you require more intense integration, the design and implementation services would be more appropriate.

And finally, in Healthcheck services for WebSphere Portal, GTS practitioners provide the technical resources and expertise needed to intelligently assess the customer's current portal environment, identify problem areas and determine where improvements can be made.

So, why IBM Global Technology Services?

GTS specializes in high-performance, high-availability **infrastructure** specifically designed and built to enable a production SOA environment

We have the **best practices and the hands-on experience** to help smoothly transition SOA from pilot to production implementation

We have virtually **unmatched experience** in handling complex integrations into heterogeneous environments, into environments that are not necessarily all composed of IBM piece parts

We architect and design for **optimal performance** enabling our clients to derive more value from their investments in a shorter amount of time

We understand and can implement the necessary **governance and management** to make sure that the client's IT environment will meet the performance, agility, service level agreements and policy requirements of the business situation and solution

IBM's ability to work in heterogeneous environments is a key differentiator and adds significantly to IBM's ability to deliver on the promise of SOA.

Thank you for your time today.

For more information about our services, contact your local IBM sales rep or visit our Website at: www.ibm.com/services/middleware