

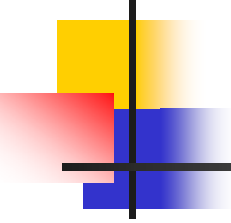


# WEMPe Podcast Script

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Recorded by Bob Bunzey and Mike Craney

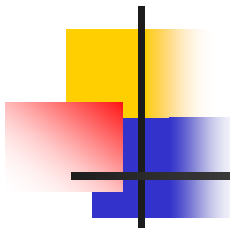
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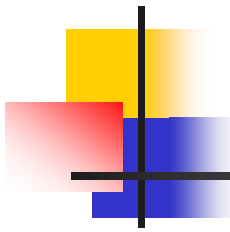


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**Bob:** Hi everyone. Thank you for listening in to this podcast on Unlocking Web Applications for Mobile Users. My name is Bob Bunzey and I am the Offering Manager for IBM WebSphere Everyplace Mobile Portal Enable, a product that will be discussed today. With me is Mike Craney, who has worldwide responsibility for mobile portal sales. I'll be interviewing Mike to get his perspective what our customers' are doing to "unlock" their web applications for mobile access.

Mike, would you spend a minute or two describing why customers think it is important to unlock their web applications available to people on their mobile devices?

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- Obviously, our customers have made significant investments in portal technology. They've spent money not just on product, but on development, because they want to make their employees and customers productive wherever they work.
  - A lot of their employees and customers work disconnected from a traditional workplace. They want to provide that same, highly productive, highly personalized interface to everyone, regardless of where they work.
  - So, OUR customers want to enable THEIR customers to be just as productive using web-enabled cellphones and smartphones as they are from traditional workstations.
  - So, they are challenged to develop those applications so they can be useful from multiple devices.



If cellphones and smartphones have browsers, and companies have web enabled applications already, why would it be such a challenge to provide access to those applications on mobile devices?

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- First, because of bandwidth issues; and second, because devices differ radically in their physical characteristics.
- Screen sizes vary, screen resolutions vary, keyboards vary
- Further, the mobile browsers they use vary, and the way those browsers interpret markup therefore vary.
- You can deliver an incomplete user experience to these devices by transcoding, but the goal is to deliver an irresistible user experience, not something that's simple and not really engaging.



## So how are companies currently coping with this? What are they doing?

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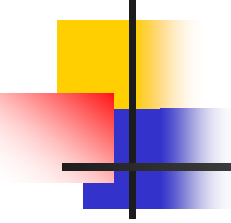
- In two ways:
- First, a company might decide to standardize on a one or two mobile devices, then write markup directly for those devices.
  - That seems reasonable, but it doesn't work for companies with a global workforce, or for companies who want to surface applications for anyone other than employees.
- Another way, which is satisfactory to IT but not to anyone else, is to provide only a simple user interface that transcodes easily.
  - However, this solution is again unsatisfactory for anyone but employees, and organizations opting for this solution find their ability to deploy engaging and useful experiences and applications is highly limited.
- Ultimately, the solution lies with technology



## So Mike, how is IBM helping customers solve these problems now?

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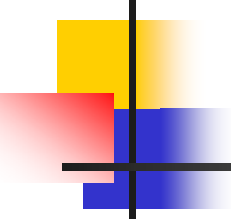
- IBM realized that the secret to unlocking this problem was to give customers the ability to write a portlet once, then deliver that portlet to any device, regardless of form factor.
- The solution is to provide a plug-in product to WebSphere Portal that already knows the characteristics of any and all devices that might call a portlet; then format the output according to that knowledge of its form factor.
- To meet that requirement, WebSphere Everyplace Mobile Portlet Enable was developed.
- Mobile Portal provides “write once, deploy anywhere” capability by combining a device independent XML dialect called XDIME with a library containing templates for over 5,000 different web-enabled devices.
- By combining these technologies with Portal, portlets can be written by developers once, then accessed by any device anywhere, with a rich, highly productive, and useful user interface.
- Further, tooling support for the development of mobile portlets is provided, along with markup and layout editors, samples, APIs, and documentation.



This seems to make sense. Can you provide a little more detail on how this works and what is included in the IBM offering?

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- Sure. When a mobile user calls a page, our Mobile Portal:
  - Recognizes the device calling the page,
  - Access the device template for that device AND the content being called
  - Aggregates that content and formats it according to the device template, and
  - Sends that XDIME markup to the device calling the page
  - In this process, it may have to rescale graphics, convert page navigation into something more useful for the device, and reformat the content for the device form factor. All that is done NOT through transcoding, but according to the device template for that device.
- Further, User registration, security, and profile management must be checked and administered, to insure that users are authorized to view the content requested. supported. from land-line Web sites
- Ultimately, however, WebSphere Everyplace Mobile Portal is a product that removes all dependencies between portlet and target device, allowing for the optimization of the user's experience based on that target device.



This device independent mark-up language (XDIME) sounds like a key component. Could you elaborate on its importance and function as part of the Mobile Portal offering

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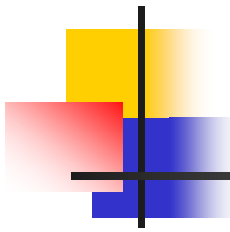
- Sure. The acronym originally stood for XHTML with Device Independent Markup Extensions (D-I-M-E). XDIME is. It allows content to be created once but delivered to any browser device accessing the Web. An XDIME page will reference a template containing device-specific characteristics , by which the portlet is laid out on the target device.
- In this process, the **XDIME Aggregator**, collects information about a user's request and aggregates the output for display. It extends the existing aggregation support in WebSphere Portal to XDIME.



## And, what happens when new devices are added? How are they supported?

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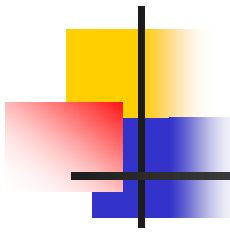
- The WebSphere Everyplace Mobile Portal Enable license includes a subscription-based service which provides updated device information to the device database.
- Currently, over 5,500 devices are supported, and when new devices are added or existing devices versioned, the customer gets the updated template as part of the subscription service.
- This helps increase programmer productivity by eliminating the constant reformat-ting of the content sent to devices. By having access to the most current profiles, the customer can rapidly support new devices as they reach the marketplace.



**So this means that as soon new devices are introduced in the marketplace, the Mobile Portal will be able to recognize them and correctly render the appropriate content and navigation?**

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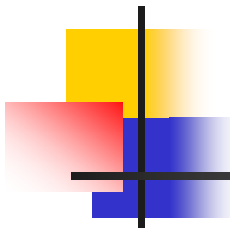
- Correct. Customers don't have to concern themselves with device selection, whether that be in terms of what devices to support, when those devices are updated, or when new devices are deployed.



## What sort of tooling support comes with WEMPe?

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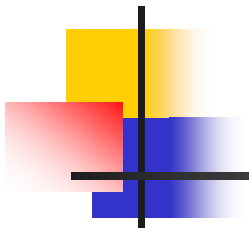
- The Mobile Portal enables both the development and testing of portlets in a tooling environment already familiar to developers— either IBM Rational® Application Developer or IBM Rational Software Architect software.
- The toolkit provides a Portlet Create wizard option which enables developers to create configure-and-edit mode JavaServer™ Pages (JSP) for XML-based, XDIME.
- The toolkit also includes a number of samples and templates included that help speed development of mobile portals. It supplements the Rational Application Developer samples gallery with the additional samples, such as:
  - Mobile Struts MailReader portlet sample
  - Mobile Image Conversion Server (ICS) portlet sample
  - Change of Address portlet sample for mobile devices
  - Calendar portlet sample, for managing appointments, meeting events and calendar



**Great Mike. It looks like customers have options through IBM for a complete environment for developing and deploying web based applications on literally thousands of different types of mobile devices.**

**Would you provide some examples of how Mobile Portal is being used by our customers?**

- In banking, it is being used by various customers to access their accounts, perform transactions, and to get information about banking products.
- In retail, one interesting application is in task list management, with Mobile Portal sending alerts and tasks to store managers, allowing them to approve or disapprove of time and schedule changes for employees, from wherever they are. Obviously, retailers are very interested in mobile inventory management applications, since inventory actions are not performed at a traditional workstation, but on the store floor.
- MANY mobile phone companies across the world use Mobile Portal extensively for customer care, and to sell services and products over their networks.
- The use cases for deploying web based mobile applications are virtually unlimited. Of course, not everything can be done on a mobile device, but designed correctly; there isn't much that can't be done.

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- **Bob:** Mike, thank you very much for your time today sharing perspective on unlocking web applications for mobile users and IBM's WebSphere Everyplace Mobile Portal product. Listeners, if you would like additional information, please Google WebSphere Everyplace Mobile Portal and the first link will take you to the IBM homepage.
  - Thank you for listening in. Goodbye for now.