

In Focus: Extending your Web assets with less IT

It's a buyer's market. When discriminating consumer and business customers go online in search of goods and services, they find a marketplace teeming with information from companies doing their best to entice them. Yet keeping Web content fresh and compelling isn't always easy. Mid-sized companies often struggle to create and update customer-facing information without placing additional strain on already-taxed IT resources.

But what if you could take IT staff out of the picture—and let business users who understand content best publish and share information? That's the thinking behind IBM® WebSphere® Portal Express, Version 6.1, which enables the rapid deployment of Web sites and portals robust enough to deliver the Web experiences savvy online customers demand. Moreover, the solution includes Web content management capabilities that let nontechnical users repurpose, format and post information online. And by adding collaboration functions in a single package, WebSphere Portal Express offers a better way for users to share, view and organize files of all types, which increases productivity by reducing dependence on e-mail.

What you get

WebSphere Portal Express Version 6.1 helps mid-sized companies deliver information and applications to individuals and teams so they can do their jobs better. The open standards-based solution includes preconfigured sample sites, and an intuitive site-creation wizard with out-of-the-box templates to facilitate creation and deployment of portals without requiring any programming skills.

Users can continue working with existing office suites and industry-specific applications—as well as legacy mail and calendar systems. WebSphere Portal Express document management capabilities apply context to information—as well as disparate systems—to let users find, combine and share information from a single location.

And by placing content creation and management in the hands of subject matter experts, rather than IT resources, the solution's Web content management capabilities enable more frequent—and less expensive—content updates.

Version 6.1 also includes WebSphere Portlet Factory. This software lets organizations create new, Web 2.0 applications from legacy



applications and databases by using a variety of builders that automate tasks, including integration with common back-end systems.

Reality check

By letting nontechnical people publish Web content, WebSphere Portal Express helps mid-sized businesses deliver robust Web experiences that can respond to and anticipate customer needs. Inside an organization, subject matter experts can update information to keep pace with market trends. This can significantly cut IT costs and free technical staff to focus on initiatives that drive value rather than administer Web content.

Speed and flexibility also help mid-sized organizations cut Web publishing costs. Because WebSphere Portal Express is designed to leverage existing assets, such as applications and databases, companies can cost-effectively and quickly repurpose existing information for the Web instead of creating content from scratch.

Minimal training is required to get employees up to speed on using the solution with existing business software suites, such as IBM Lotus Notes®, Microsoft® Office and Microsoft Windows® applications. Plus, the solution can greatly enhance productivity through improved access to information. Users sign on once and can access information based on roles, and personalized content.

Basic installation and deployment can take less than a day. Once installed, WebSphere Portal Express helps organizations achieve faster time to value by delivering the right information and



applications to individuals and teams. Installation and administration is made simple through the IBM Support Assistant—an intelligent and automated helpdesk—which keeps deployment and management costs low.

By empowering business users to find and manage important information, tasks traditionally given to IT resources can now be executed by the people who best understand how to reach out to customers in a buyer's market.

Designed for the bottom line

IBM WebSphere Portal Express has been designed to economically unleash productivity and responsiveness with flexible pricing and licensing options, allowing organizations to start with as few as 20 users and then expand as their business grows. A 20-user license, for example, is available for \$2,570—or an organization can choose to purchase the solution on a per-processor fee.*

With low maintenance, migration and training costs, WebSphere Portal Express provides midsized companies with the ability to respond to customers faster in today's challenging marketplace—and a foundation for future expansion. The open standards-based solution is flexible enough so organizations can easily add more functionality from the WebSphere family of products without disrupting newfound content creation and collaboration capabilities.

What's more, WebSphere Portal Express is scalable, so it can grow with you by offering a trade-up path to IBM's market share-leading enterprise portal products—WebSphere Portal Server, WebSphere Portal Enable, WebSphere Portal Enable for z/OS and WebSphere Portal Extend. ●

**Pricing is in USD; prices are exclusive of tax and subject to change.*

Learn more about WebSphere Portal Express at:
ibm.com/websphere/portalexpress

Learn more by going to:
ibm.com/expressadvantage/forwardview