

JBoss ENTERPRISE PORTAL PLATFORM: VALUE PROPOSITION AND DIFFERENTIATION

Web portals enable organizations to deliver a tailored, personal web experience to a wide range of end users. The definition of a portal has been steadily evolving since web technologies began mass proliferation. Initially seen as consumer-driven and geared toward content and navigational aggregation, portals have matured into a well-established technology within enterprise computing infrastructures. Today they're used to provide service- or web-oriented user interfaces. These interfaces are based on the integration or federation of any type of IT service – application, content, data, or transactional. At Red Hat we call these interfaces “composite sites.”

Interestingly, even with this evolution, the value proposition of portals has remained the same. They're highly flexible for customers developing new user interfaces on their existing IT investments. But it's missing the point to declare this a purely front-end exercise (such as a mashup). For a portal to be successful, it not only needs to fit into the application environment, but also within existing security, SOA, and developer frameworks. When a portal is deployed, it has the potential to touch every part of an IT organization, which underscores the need for ultimate flexibility.

Most portal vendors have preferred to approach portals as a means to drive new technologies into the customer's environment. This “tip of the spear” approach has unfortunately diminished the portal value proposition as a way to sell more content, search, and transactional technologies. Such bundling introduces dependencies that make portals about buying a vertical software stack. Not about flexibility and choice.

Red Hat believes there is a better way¹. When we look at portals, we see them for what they are – core, middleware infrastructure. By staying focused on the portal value proposition, we can better address customer needs to quickly develop and deploy high-value composite sites. We don't develop features that are geared toward accelerating the adoption of another Red Hat product or software segment. The key benefit of our approach is a simple, highly focused, well-adopted offering that meets our customers' needs.

In addition to our emphasis on the portal value proposition, we're also influenced by our development in the open source community. Working transparently helps us better interact with our customers and partners to understand their current and future needs. We also benefit from the collective experiences of our community, which in turn leads to a battle-tested, enterprise-class portal offering. That learning is essential to our development direction. We've found that most customers choose a portal as a foundation to extend what they already own, using tools and skills they already have. If they need more components to round out their web experience, they have the confidence that they can integrate what they choose as best of breed, versus something good enough that comes in a box.

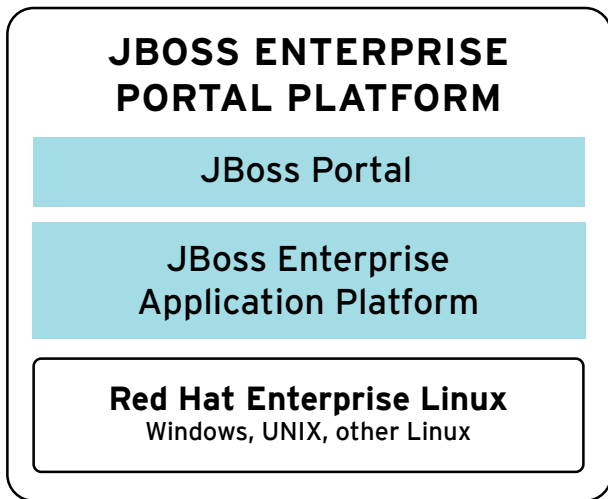
JBoss ENTERPRISE PORTAL PLATFORM

The JBoss Enterprise Portal Platform is a framework that enables development and delivery of highly integrated composite sites. These sites can be personalized to meet both the requirements of the end users as well as secured to meet IT governance requirements. Built on the highly regarded Jboss Enterprise Application Platform, Jboss Enterprise Portal Platform is an easy-to-deploy, high-performance, highly reliable way to extend and deliver IT services to users.

¹ www.redhat.com/why_red_hat/



FIGURE 1. JBOSS ENTERPRISE PORTAL PLATFORM



The JBoss Enterprise Portal Platform is a flexible, standards-based platform for integrating application and web services into a single, rich user context. The Portal Platform lets developers and architects easily create and deploy web-based applications on top of an organization's existing tooling and IT infrastructure. Backed by industry-leading customer support and based on the industry-leading open source application server, JBoss Enterprise Portal Platform is a reliable, low-risk way to exceed user expectations.

VALUE PROPOSITION: FLEXIBILITY AND CHOICE

- Deliver a compelling interface to extend existing IT investments to any user (employees, partners, customers)
- Enable a consistent, reusable branding, look, and feel across the entire site
- Deliver multiple Java development frameworks in a single business context
- Provide an enterprise-class platform using existing databases and security architectures
- Speed up the development process through standards-based integration techniques

Technical differentiators

Unlike many other portal solutions, JBoss Enterprise Portal Platform doesn't require a heavy initial investment of time for planning or installation. With this lightweight platform, the focus is appropriately applied to creating the portal site itself. The portal can be installed as a standalone or as a member of a cluster for high-availability and failover. Other technical differentiators include:

- Support for JSR 168 and WSRP 1.0 (JSR 286 and WSRP 2.0 coming soon)
- Built-in content management capabilities based upon JSR 270 container
- Portlet bridge based on JSR 301 for integration of JSF, RichFaces, and Seam into portlets (coming soon)
- Support for Google Gadgets and Netvibe widgets
- Support for customer-centric features, such as self-registration and CAPTCHAs



JBoss ENTERPRISE PORTAL PLATFORM CUSTOMERS

Enterprise customers are increasingly deploying portals using JBoss Enterprise Middleware. They've come to understand the value of a focused solution, as opposed to a heavy portal stack loaded with dependencies. They also look to open source portfolios like JBoss Enterprise Middleware to relieve financial and technical pain associated with these monolithic superplatforms.

But many of these enterprises have significant investments in those superplatforms. JBoss Enterprise Frameworks (JBoss Seam, Hibernate, jBPM, and Rules) let them take advantage of the plug-and-play nature of JBoss Enterprise Middleware and its open and interoperable value proposition.

CRIX trusts Red Hat to quickly and safely speed new drugs to market

Clinical Research Information Exchange (CRIX) International is a not-for-profit collaborative consortium that includes government agencies, members of the biopharmaceutical industry, academic researchers, healthcare providers, and other stakeholders in development of new drug therapies. CRIX has created a secure and standards-based electronic information exchange for everyone involved in clinical drug research. It facilitates faster, less-expensive, and more secure alternatives to exchanging clinical research information. Open to everyone involved in clinical drug research and development, the CRIX community currently includes more than 20 companies, ranging from smaller clinical research organizations to pharmaceutical giants like Merck & Co. Inc. and Pfizer Inc.

Launched in June 2008, the CRIX Collaborative Platform created a shared knowledgebase, increasing opportunities for collaboration and facilitating economies of scale unprecedented in the pharmaceuticals industry. Lower transactional costs will free up more funds for research. Human errors will be reduced because manual data entry will be minimized or outright eliminated. Patients will reap the benefits of new therapies much faster. Perhaps more

importantly, the entire clinical trial process will be easier, motivating project participants, which in turn will improve quality of health and life for people around the globe.

Because Red Hat technologies promote a modular approach to development, one of the biggest benefits of the CRIX Collaborative Platform is that independent software developers can create and own modules that reside on top of it. Bio-pharmaceuticals stakeholders have an entire menu of open source functionality to choose from.

"They will have a choice of implementing content management functionality, clinical analysis tools, or the document publication capabilities – there will be an entire laundry list of options they will have based upon their needs," said Mark Vermette, Product Manager at CRIX International.

Daiwa Securities America banks its business on JBoss

Daiwa Securities America Inc. is one of Japan's largest securities brokerages with a focus on sales and trading of Japanese and U.S. equities and fixed-income instruments, financial futures, and investment banking. They have migrated from proprietary solutions to JBoss Enterprise Application and Portal Platforms. As a result, Daiwa has cut application development time in half, dramatically improved application performance, and saved over \$300,000 in licensing and hardware costs.

In 2006, Daiwa Securities America faced issues with the internal portal that 250 of its employees depended on for their daily responsibilities. The portal, called DSAweb, supports 120 of Daiwa's internal applications, ranging from its Compliance Dashboard to back-office integration systems. With frequent crashes and downtime for the DSAweb portal, Daiwa's former proprietary solution caused both business and technical issues that threatened business-critical functions. When that proprietary application server released a new version with much-needed functionality, it further frustrated Daiwa because it had a large number of bugs that delayed application time-to-market. In addition, Daiwa couldn't find adequate support for the solution.

“It got to the point where we couldn’t keep the server up for more than a week at a time,” said Tom Cordova, senior vice president, Information Technology at Daiwa Securities America, Inc. “When it crashed, we’d be down for as long as 90 minutes at a stretch. Our users wouldn’t be able to do what they needed to keep our business running. You can’t get more mission-critical than that. When we upgraded our proprietary solution and faced issues, the vendor

suggested we needed to purchase additional hardware and software licenses to solve the problems we were having. We thought this was outrageous, and it pushed us to find another solution.”

For more information see:
<http://customers.press.redhat.com/category/solutions/jboss/jboss-enterprise-portal-platform/>

PORTAL COMPETITION COMPARISON

	JBOSS ENTERPRISE PORTAL PLATFORM	IBM WEBSHERE PORTAL SERVER	ORACLE WEBLOGIC PORTAL	SUN PORTAL
Support for Portlet standards	X ²	X	X	X
WSRP support	X ³	X	X	X
Open source (license, not just parts)	X			X
Easily consumable subscription	X			X
Enterprise quality support	X	X	X	X
Embedded, standards-based CMS	X		X	X
Embedded workflow support	X		X	
AJAX support	X	X	X	X
Portlet support for JSF, Seam and RichFaces	X			
Price (approximate for competitors)	\$13,500 annual subscription (4 CPUs) Premium SLA	\$53,000 license fee + \$10,600 annual maintenance (1 CPU)	\$60,000 license fee + \$13,200 annual maintenance (1 CPU)	\$4,000 annual subscription (1 CPU)

2 Currently supports JSR 168. JBoss Portal will fully support JSR 286 (Portlet 2.0 specification) in next major release.

3 Currently supports WSRP 1.0. JBoss Portal will fully support WSRP2.0 in a future release.

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