

JBoss ENTERPRISE PORTAL PLATFORM: VALUE PROPOSITION AND DIFFERENTIATION

Web portals enable organizations to deliver a tailored web experience to a wide range of end users. The definition of a portal has been steadily evolving since the early days of mass proliferation of web technologies. Though initially viewed as a consumer-driven technology geared towards content and navigational aggregation, portals have matured into a well-established technology within enterprise computing infrastructures. Today, portals are utilized as a way to share information and provide online self-service. The value of sites based on portals is the combination of modular IT services delivered as portlets and gadgets with the ability to create highly reusable virtualized sites. These modular IT services can take on many forms: applications, content, data, and processes. This combination enables an organization to more quickly create and deliver a dynamic user experience that can be managed by line-of-business users.

Interestingly, even with this evolution, the value proposition of portals has not changed very much. Portals enable enterprises to develop new user interfaces based on existing IT investments. However, to declare this purely a front-end exercise (such as a rich internet application) is missing the point. Successful portals tightly integrate with enterprise IT infrastructure and application architecture. When a portal is deployed, it has the potential to touch every part of an IT organization – which again underscores the need for flexibility.

However, most portal vendors have preferred to take the approach that a portal is a means to drive additional new technologies into the customer's environment. This "tip of the spear" approach has unfortunately diminished the specific value proposition the portal provides and devolved it into a way to sell more content, search, and transactional

technologies. This bundled approach also introduces a number of dependencies that make these portals less about flexibility and choice and more about buying a vertical software stack.

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 for quick development and deployment of high value sites leveraging existing IT investments and facilitating more freedom with respect to future decision-making.

We do not develop features that are geared towards 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 the needs of our customers.

In addition to our emphasis on the portal value proposition, we are also influenced by development in the open source community. Working transparently helps us better interact with our customers and partners and improves our understanding of their current and future needs. We also benefit from the collective experience of our community. This, in turn, leads to a battle-tested enterprise-class portal offering. This learning is essential to our development direction.

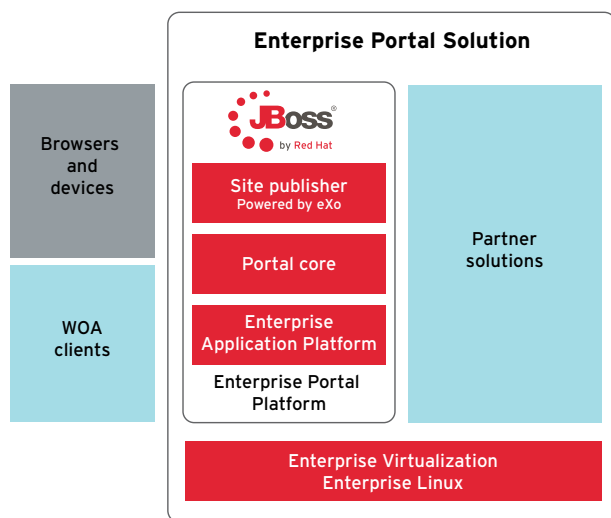
What we have found is that most customers choose a portal as a foundation to extend what they already own, using tools and skills they already have. In the event that they need additional components to round out their web experience, they would rather be confident that they can integrate what they choose as best-of-breed versus something good enough that comes in the box.

¹ http://www.redhat.com/why_red_hat/

JBoss Enterprise Portal Platform

The JBoss® Enterprise Portal Platform is a framework that enables the development and delivery of highly integrated sites. These sites can be personalized to meet the requirements of end users as well as secured to meet IT governance requirements. Built upon 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.

FIGURE 1: JBOSS ENTERPRISE PORTAL PLATFORM



The JBoss Enterprise Portal Platform is a flexible, standards-based platform that integrates application and web services into a unified, personal user experience. The Portal Platform enables administrators and power users to easily create and deploy web-based applications within the context of existing tooling and IT infrastructure. Backed by industry-leading customer support, and based upon 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

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

TECHNICAL DIFFERENTIATORS

Unlike many other portal solutions, JBoss Enterprise Portal Platform does not require a heavy initial investment of time in planning or installation. By providing a light-weight platform, the focus can be appropriately applied on the creation of the portal site itself. The portal can be installed stand-alone or as a member of a cluster for high availability and failover purposes. Other technical differentiators include:

- Support for JSR 286 and WSRP 1.0 (WSRP 2.0 coming in 2010)
- Portlet bridge based upon JSR 301 for integration of JSF, RichFaces, and Seam into portlets (coming soon)
- Support for locally or remotely hosted OpenSocial based gadgets
- Support for customer-centric features such as self registration and multi-lingual user interfaces

JBoss Enterprise Portal Platform – Customers

Enterprise customers are deploying portals using JBoss Enterprise Middleware in increasing numbers. The customers have 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 super platforms.

Many of these enterprises, however, have significant investments in these super platforms. JBoss Enterprise Frameworks like JBoss Seam, JBoss Hibernate, JBoss jBPM, and JBoss Rules enable these customers to take advantage of the plug-and-play nature of JBoss Enterprise Middleware and its open and interoperable value proposition.

To learn more about customer success with JBoss Enterprise Portal Platform please visit:
<http://customers.redhat.com/category/red-hat-jboss-solutions/jboss-enterprise-middleware/jboss-enterprise-platforms/jboss-enterprise-portal-platform/>

PORTAL COMPETITION: COMPETITIVE COMPARISON

	JBoss ENTERPRISE PORTAL PLATFORM	IBM WEBSHERE PORTAL SERVER	ORACLE WEBCENTER SUITE	LIFERAY
Support for portlet standards	✓	✓	✓	✓
WSRP support	✓ ²	✓	✓	✓
Open source (license, not just parts)	✓			✓
Easily consumable subscription	✓			✓
Enterprise-quality support	✓	✓	✓	✓
Embedded workflow support	✓		✓	
Ajax support	✓	✓	✓	✓
Portlet support for JSF, Seam, and Rich Faces	✓			
Available site and content management	Additional	Additional	Additional	Additional

² Currently supports WSRP 1.0 (JBoss Portal will fully support WSRP 2.0 by the end of 2010)

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