
Portals, Processes, People

A few words on customer-facing portals and extranets

This is an interactive session.

Let's learn from each other.

I will take notes & distribute them.

Portal is a heavily overloaded term

An entry point (*Yahoo, AOL, Intranet*)

A suite of software (*BEA, SharePoint, WSRP*)

A framework for integrating information and processes (*EPR*)

Once “portal” is mentioned, you have to deal with this baggage

Who has or is implementing a portal?

Has it delivered the benefits you expected?

Have you had any problems with implementation and/or adoption?



Reduce Costs

Improve customer / partner service

Improve internal capabilities

Exposing weak governance

Fuzzy business case

Low buy in

Unclear ownership

Exposing dis-integrated processes

Inconsistent data, metadata, process definition

Security & usability holes

Administration nightmare

Misreading the technology

Vendors overpromise

Systemic properties underplayed

Focus here rather than the real issues

Address underlying governance and process

Live with current state

Integrate in other ways

Single application

Data layer

“Traditional” EAI

SOA / “mash-up”

Peopleware

Opinions

Summary

- “Portal” suggests a “thing” will deliver benefits
- Benefits are likely to come from
 - People
 - Process
 - Information
- There are other technical solutions
- Getting people and process right may be enough
- Portals can be a useful way to integrate systems quickly
- ... but they may be a transitional solution?

Questions & Feedback?

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■ **Making sense of technology...**

- ❑ Many organisations are caught up in the complexity of technology and systems.
- ❑ This complexity may be inherent to the technology itself. It may be created by the pace of technology change. Or it may arise from the surrounding process, people and governance structures.
- ❑ We help untangle this complexity and define business strategies that both can be implemented and will be adopted by people throughout the organisation and its partner network. We then help assure delivery of implementation projects.

■ **Clients...**

- ❑ **Sony Computer Entertainment** – Defined common product approval process for global units
- ❑ **National Savings & Investments** – Helped NS&I and BPO partner develop joint IS strategy
- ❑ **Amnesty International** – Defined ECMS strategy for researchers, activists and campaigners
- ❑ **Cisco Worldwide Education** – Researched competitive marketplace for e-learning assets
- ❑ **The Open University** – Defined enterprise architecture, CRM and product development strategies
- ❑ **Intermediate Technology Development Group** – Knowledge sharing architecture
- ❑ **Oxfam** – Helped defined strategy for content management, CRM and e-Commerce
- ❑ **MessageLabs** – Implementation assurance for customer service portal
- ❑ **Sapient Ltd** – Risk management strategy for customer billing solution

