Innovation:

- In 2006, 2 in 3 CEOs said they would have to bring about fundamental change to their business in the next 2 years to implement their strategy.

“More and more CEOs are adopting an innovation agenda.”

Sam Palmisano
IBM Board of Advisors
Oct. 13, 2005

“We will fight our battles not on the low road to commoditization, but on the high road of innovation.”

Howard Stringer, Chairman and CEO,
Sony Corporation
Oct. 4, 2005

“Electronics Industry Lacks Innovation, Philips CEO Charges”

EE Times, Sept. 27, 2005
Innovation

Commoditization of technology: “IT Doesn’t Matter” on Harvard Business Review

- It is occurring more rapidly
- It requires wider collaboration across disciplines and specialties
- The concept of intellectual property is being reexamined
  - 500 IBM patents opened for use by anyone
  - More IBM patents open to healthcare/education industry

◆ Potential to transform business processes
◆ Potential to drive substantial societal benefits
**Innovation: INNOVATION THAT MATTERS**

**Broaden the definition of innovation**
- Product Innovation
- Services Innovation
- Business process innovation
- Business model innovation
- Management & culture of innovation
- Innovation in policy & society

**Establish credentials**
- Open
- Integration
- Collaboration
- Global

**ON DEMAND BUSINESS**

**Portfolio of capabilities**

**Business Transformation**
- CBM
- BPTS
- Human Capital Mgmt
- Supply Chain & Proc.
- Industry Biz solutions

**Evolving to a More Competitive IT Environment**
- SOA
- RFID Solutions
- Managed Services
- Flexible, virtualized systems
- **On Demand Workplace: Portal**

**New Collaborative Approaches**
- E&TS
- ODIS: Optimization
- BTO
- Center for Biz Optimization
MIRAGE: An IBM Portal Methodology

1. Enterprise Portal
2. IBM Portal
3. 
4. 

PORTAL? 

PORTAL

Integration
Single Access Point
Personalization

Real Portal
Enterprise Portal

- Enterprise Portal
- Front-End

BACK-END SYSTEM

DATA REPOSITORY

PROCESS

Portal
EP Trend

- Gartner\(^1\) Enterprise Portal (EP), SES (Smart Enterprise Suite)
  Collaboration, EDMS, Searching, Portal, Content Management, BPM
  Coordinated Enterprise - EIP
  Knowledge Connectivity - EKP
  Knowledge Retrieval - Groupware

\(^1\) Gartner
MIRAGE: An IBM Portal Methodology

1. Enterprise Portal
2. IBM Portal
3. 
4. 

[Diagram showing a tree structure with nodes and arrows indicating the hierarchy of the methodology.]
IBM EP

- IBM Enterprise Portal
- ESB
- BPM Framework
- BE, EIS

- Awareness
  - Real-time

- Communication

- People to People
- People to System
- System to System

- Collaboration

- Coordination

- Single Sign On
  - Security

- Coordination
  - People to People
  - People to System
  - System to System

- Awareness
  - Real-time

- Communication

- People to People
- People to System
- System to System

- Collaboration

- Coordination

- Single Sign On
  - Security
IBM EP Project Strategy

- IBM
- MIRAGE

Solution
Process Support

Architecture
Foundation Support

Strategy
Engagement Support

Output
Reuse & Template Support

Technology
PoC, PoT

BPVA
Value Assessment

IRM
Survey

People
Group & User

FPM
Finance

GALAXIA
Product Design

MPA
Manufacturing

EAI
WBI MB, WMQ

BPM
WPI, Modeler TAM, TDS

SSO
Portal
WPS, RAD

Theme
Portlet
Documents
Skin
IBM EP Project Strategy

- IBM EP Activity/Task (Work Product)
- MIRAGE
- EP
- Kick Off
- OPEN

MIRAGE, IBM SCS.
IBM EP Project Strategy

- **PEOPLE**
  - 
  - 
  - 

- **TECHNOLOGY**
  - 
  - WSRP, JSR168

- **SYSTEM**
  - System Architecture

- **CULTURE**
  - 
  - 

**STRATEGY**

Interview

Grouping

Grouping

Grouping
IBM EP Project Strategy

- EP ÆäÀÌÁö Ç¥ÁØÈ­ ¾÷¹« µµÃâ 8. Á¤ÀÇ ²ò°ø ÇÏ´Â ³Ô ¹Ýµå½Ã ÁøÇàÇØ¾ß
  9. Æ÷Å» Ç¥ÁØÈ­ ³Ô ¹Ýµå½Ã ÁøÇàÇØ¾ß

1. »ç¿ëÀÚ ±×·ì Á¤ÀÇ
2. ´ë»ó ½Ã½ºÅÛ ¼±Á¤
3. ´ë»ó ½Ã½ºÅÛ ºÐ¼®
4. ÇÙ½É ¾÷¹« µµÃâ
5. ÆäÀÌÁö Ç¥ÁØÈ­
6. Æ÷Ʋ·¿ Ç¥ÁØÈ­
7. Æ÷Å» Á¤Ã¥Àº
8. EP ÇÁ·ÎÁ§Æ®ÀÇ ¼º°ø ¿äÀÎÀÌÀÚ ¹Ýµå½Ã ÁøÇàÇØ¾ß

- Task [ ] [ ] [ ] [ ]
IBM EP Project Strategy

- Event: A1
- Event: A2
- Event: A3
- Event: A4

- Event: B1
- Event: B2

- Event: C1
- Event: C2
- Event: C3

- Event: D1
- Event: D2
- Event: D3

- Content
- User
- Application
- Process
- Information
IBM EP Project Strategy

- Ownership

Ownership (Draft, Level, ...)
MIRAGE: An IBM Portal Methodology

1. Enterprise Portal
2. IBM Portal
3. 
4. 

[Diagram showing the flow of the methodology with numbered steps 1 to 4]
### S製品

- S製品についての詳細は次の通りです。

### IBM製品

<table>
<thead>
<tr>
<th>IBM製品</th>
</tr>
</thead>
<tbody>
<tr>
<td>- IBM製品についての詳細は次の通りです。</td>
</tr>
<tr>
<td>- Single Sign On</td>
</tr>
<tr>
<td>- KM製品についての詳細は次の通りです。</td>
</tr>
<tr>
<td>- Security</td>
</tr>
</tbody>
</table>

### 製品比較

<table>
<thead>
<tr>
<th>133</th>
<th>83</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 133製品についての詳細は次の通りです。</td>
<td></td>
</tr>
<tr>
<td>- 83製品についての詳細は次の通りです。</td>
<td></td>
</tr>
</tbody>
</table>

---

Lotusphere 2006 Lotus software
S

Source:  " " (2004  10)
- Role-Based
- SDI

**IBM**
- TAI
- 80
- 39
- CEO
- 395

- WebSphere Portal
- 80
- 39
- CEO
- 395

**395**

- 136
AS-IS

✓ CEO, 봉, 장, 레, 고
✓ 총 7개 Major
✓ 7개 Major에 대한 자세한 내용

TO-BE

✓ 각 Department의 담당자
✓ 총 7개 Major에 대한 자세한 내용
✓ 7개 Major에 대한 자세한 내용
✓ 7개 Major에 대한 자세한 내용
✓ 7개 Major에 대한 자세한 내용
✓ 7개 Major에 대한 자세한 내용
PORTAL

Role-based Engine
Source : 2005년 10월

< D ̆ ̀ ́ >
### S vs. D

<table>
<thead>
<tr>
<th></th>
<th>S</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>EP</td>
<td>2,500</td>
<td>30,000</td>
</tr>
<tr>
<td>17</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>MIRAGE</td>
<td>MIRAGE</td>
<td></td>
</tr>
</tbody>
</table>

- **Scope**
  - EP : 3 week
  - : 3 week (OPEN : 3 week)
  - : 4 week
  - : 3 week
  - : 1 week

- **Sub Project**
  - EP → EP OPEN
  - Scope
  - : 2°³ù
  - : 6°³ù (OPEN : 3°³ù)
  - : 2°³ù
  - : 2°³ù

- **¿î¿µ**
  - : 1 week
  - : 3°³ù
  - : 3°³ù
  - : 4°³ù

- **¿ä°Ç**
  - : 3 week

- **¿ä°Ç**
  - : 6°³ù (OPEN : 3°³ù)
  - : 4°³ù
  - : 3°³ù
  - : 1 week

- **¿î¿µ**
  - : 2°³ù

- **¿î¿µ**
  - : 2°³ù

- **¿î¿µ**
  - : 1 week

- **¿î¿µ**
  - : 2°³ù

|   | 68 M/M | 18 M/M (D 20M/M) |

---

**Lotus software**

**FUTURE INSIGHT**
MIRAGE: An IBM Portal Methodology

1. Enterprise Portal
2. IBM® Portal
3. 
4. 

Arrow pointing to '4'.
Enterprise Portal –  ÇÕ°ë Æ÷

- Enterprise Portal (Portal) – °³ÀÎÈ­ °ë ÇÕ Æ÷ Å» °³ÀÔÀº ÄÁÅÙÃ÷ ÅëÇÕÀÇ ÇѰ踦 ¹þ¾î³ª¾ß ÇÕ´Ï´Ù . Enterprise Portal °ë ÇÑ ÄÁÅÙÃ÷ ÅëÇÕÀ¸·Î ½ÃÀ۵ǾúÁö¸¸ Process, Application, User, Information ÇÁ·¹ÀÓ¿öÅ©¸¦ °®Ãß¾î¾ß ÇÕ´Ï´Ù .

Enterprise Portal

Portal

User

Application

Information

Process
Enterprise Portal – Old Paradigm

- 

- Value Of Integration

Old Paradigm

New Paradigm
Enterprise Portal – 

- Enterprise Portal 

Enterprise Portal is a platform that provides various functionalities and tools for enterprise users. It includes features such as navigation, search, and integration with other systems. The primary goal of the portal is to improve efficiency and productivity by centralizing access to information and resources.

Key features of Enterprise Portal include:

1. **Navigation**: Facilitates easy access to different sections and resources.
2. **Search**: Enables users to find information quickly.
3. **Integration**: Connects with other systems and applications.
4. **Customization**: Allows customization according to user requirements.
5. **Security**: Provides robust security measures to protect data.

The portal supports various applications and tools, such as document management, collaboration, and project management. It also integrates with other systems, allowing for seamless data exchange and process automation.

In conclusion, Enterprise Portal is an essential tool for enhancing collaboration and productivity within an organization.
Q&A

IBM Software Consulting Service
Principal  〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒〒usat