

### Webinar Synopsis

This webinar offers practical tips on how to choose a Portal Framework. It features Tom Hegadorn, Practice Manager for Bluenog Solutions Group, who shares his insights on successful Portal Framework selection, gleaned from numerous client implementations. This webinar covers:

#### Key Drivers of Portal Framework Adoption

This webinar highlights how a portal's functionality and design are driven by the audience it serves. Business-to-employee, business-to-consumer, and business-to-business portal use cases are discussed. The most common portal application types to serve these different audiences and their associated requirements are then explored. These include:

- **Informational Portals**

Often characterized by one-way information dissemination, requirements include a consistent look and feel, support for internationalization, dynamic content, user interaction and industry standards.

- **Self-Service Portals**

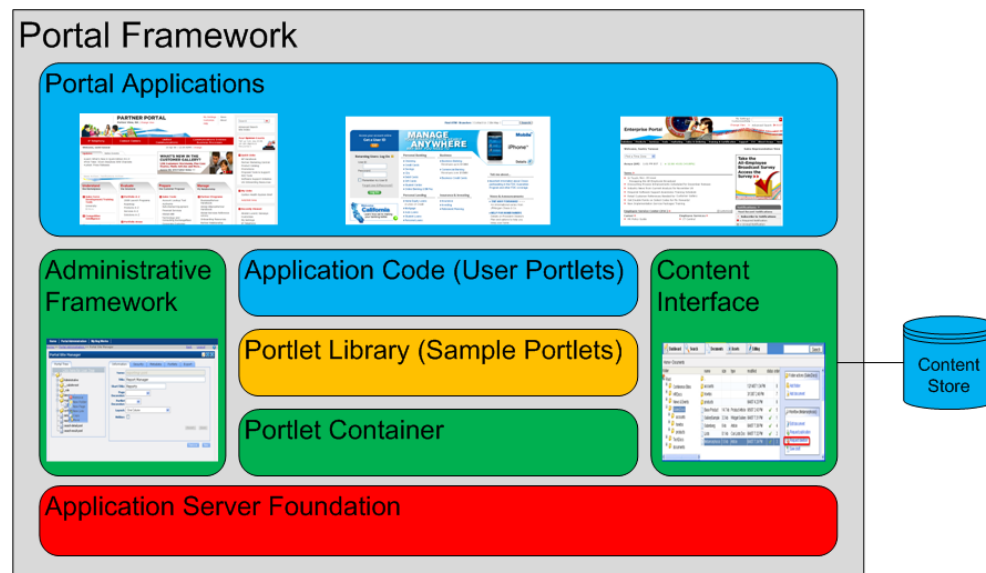
These portals go beyond informational portals to offer users transactional capabilities. The ensuing requirements for customizability, personalization, role-based access control and rich programming interfaces are discussed.

- **eCommerce**

These portals enable users to transact business. Requirements for this most functional portal application include high availability, security, scalability and integration.

#### Portal Frameworks: Role and Architecture

The webinar describes the typical role that portal frameworks play in an organization's application infrastructure. The common components of a typical portal framework are explained, as illustrated in the following diagram:



## **A Closer Look at Collaborative and Transactional Portal Frameworks**

The webinar focuses on the two most commonly implemented framework types - Collaborative and Transactional. Collaborative Frameworks are often highly Configuration-Driven and well-suited to business users. In contrast, Transactional Portal Frameworks are identified by their Developer-Ready Plumbing, Advanced APIs and Comprehensive Application Frameworks.

A thorough comparison of the pros and cons for Collaborative and Transactional Frameworks are then discussed.

## **Evaluating, Selecting and Implementing a Portal Framework**

The webinar offers several key steps that will help organizations conduct a thorough, objective evaluation, then select and implement the right Portal Framework to meet their needs today – and in the future. Special consideration is given to the nuances between open source and commercial portal solutions.

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### **About Bluenog**

*Bluenog is an enterprise software and solutions company. Our flagship product, Bluenog ICE, is an Integrated Collaborative Environment of content management, portal, and business intelligence software. It eliminates application silos, reduces total cost of ownership and accelerates application development. Leading organizations rely on Bluenog ICE, a commercial solution built on open source CMS, open source portal and open source BI projects, to build and deploy Rich Internet Applications (RIA) and manage dynamic website content at a fraction of the cost of traditional alternatives. Bluenog Solutions Group meets our customers' unique challenges by combining commercial and open source software into pragmatic solutions. Headquartered in Piscataway, N.J., Bluenog is also a Red Hat, Oracle and Actuate partner. For more information, visit [www.bluenog.com](http://www.bluenog.com).*