ENTERPRISE PORTALS POWERED BY SAP NetWeaver®
MAXIMIZING SPEED, PRODUCTIVITY, AND RESULTS

Employees frequently have to switch between different applications – and navigate multiple user interfaces – to do their work, which hurts productivity. With the SAP NetWeaver® Portal component, you can integrate resources and processes, providing a work environment that makes it easier for people to get things done.

Your employees are inundated every day with information and tasks from many sources and directions. Their daily work may require them to jump in and out of many different applications. Simply finding an answer to a question may take hours of searching. Making sure a task has been completed may take several phone calls and voice mails. And your employees probably spend too much time attending meetings called to ensure that everyone is on the same page. Constant distraction and information overload can have a big impact on employee efficiency. User productivity issues multiply when you look beyond the walls of your enterprise. For example, your customers and partners may use your applications and solutions as well. Disconnected processes and information can make it difficult for them to do business with you – representing a severe competitive disadvantage.

To maximize the productivity of all these various users, you need to bring together the right information, applications, and people in an integrated, manageable, and cost-effective way. Equally important, you need to achieve this goal via technologies that diverse users feel comfortable using. The SAP NetWeaver® Portal component delivers these requirements through an integrated, Web-based interface, enabling each person to access and use applications in ways that maximize individual productivity. Because you can adapt the portal to meet changing needs, you can help employees stay focused even as your business evolves.

Unify Access to Corporate Resources

Using SAP NetWeaver Portal, you can create a standard, comprehensive user interface (UI) for applications, information, resources, and services required by business users, partners, and customers. Using a Web-based portal, employees also have centralized, personalized access to clear reports and a real-time view of what's happening across their part of the enterprise. Portals built using SAP NetWeaver Portal also support optimized knowledge management, search, and business task management to maximize employee efficiency.

With an enterprise portal powered by the SAP NetWeaver technology platform, work is much less complicated for everyone – internally and externally.

For example, partners and customers can access external-facing portals that streamline business-to-business and business-to-customer activities. With just one UI and navigation scheme to learn, the ease of single sign-on technology, and one search tool to access information securely from across the enterprise, participants across your entire value chain can accomplish more in less time.

Intuitive Access to Critical Business Applications
SAP NetWeaver Portal is the Web UI for the newest generation of SAP® enterprise applications, providing intuitive,

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Web-based access to HR, financial, customer relationship management, product lifecycle management, and other critical applications. As a unified interface to these applications, the portal helps each user quickly access the right resources and be as productive as possible.

Delivering applications via the Web, using screen layouts and navigation that are familiar to anyone who has used a Web browser, makes the portal UI immediately intuitive. The componentized nature of portals, delivering screen content as iViews or "portlets," makes it easier for IT and even end users to enhance and extend their view into the critical processes managed by those applications. Providing a side-by-side view of related information can be very simple to implement yet very powerful for the end user, and SAP NetWeaver Portal offers many content and customization options.

Fast, Secure Access to Critical Information

The knowledge management features in SAP NetWeaver Portal enable users to manage and share documents and other corporate content. Content can be classified automatically and indexed so that users can find what they need from a single, intuitive search tool. For information workers, this capability has the potential to save hours of work every week. Role-based access technologies built into the portal help ensure that individual users see only what's appropriate for them.

The portal also allows people to create and share content socially, using built-in Wiki and discussion forum features.

These new tools can be very valuable for information-intensive processes such as decision making, team building, and corporate communications.

Personalization to Support the Needs of Every User

With SAP NetWeaver Portal, you can present the right combinations of information and application functionality to each user at the right time. Unique pages can be created grouping all the relevant reports, documents, business functions, data, and tasks supported by SAP software together by department, role, or responsibility.

Personalization features enable you to fine-tune portal content to meet the exact needs of each user. Corporate elements, role-specific pages, and page-specific content – as well as content chosen by individual users – are brought together to give employees precisely what they need to perform their jobs efficiently. For example, you can quickly build a portal for your sales team to centralize access to e-mail, the latest industry news, customer profiles, and applications required to perform daily sales tasks. By simplifying access to this information, you can help your salespeople stay in touch with key accounts and stay productive while traveling.

Individual users can also be given complete control over their portal experience, with the new, optional enterprise workspaces add-on for SAP NetWeaver Portal. Enterprise workspaces give end users the same drag-and-drop flexibility they enjoy with consumer Web portals, allowing them to create their own pages and populate them with the content

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they need for specific tasks and projects or just to keep track of frequently accessed information.

Flexibility to Meet Rapidly Evolving Business Needs

SAP NetWeaver Portal enables you to deliver value for business users more quickly and at a lower cost than you could by using custom Web application development approaches. Because portals are built using a service-oriented architecture (SOA) that enables flexibility, you can recombine application functionality and customize portals as your business needs change.

Composite Applications That Maximize Productivity

The Web page composer, a content editing tool in SAP NetWeaver Portal, allows even nontechnical users to combine HTML content with packaged portal content as part of a custom, lightweight application to support a specific activity or task – for example, combining iViews that provide a list of prospects that have not been called recently, news items that are relevant to each account, and prepopulated e-mail forms with appropriate text and attachments. This functionality could enable your salespeople to forward news items to their contacts, personalize their communications, and complete these e-mails in minutes rather than hours. The Web page composer even allows the iViews to be connected intelligently. So, for example, when a customer is selected from the list, the news iView updates to show only relevant news for that customer.

Unmatched Integration Across the Enterprise

SAP offers unmatched integration between your enterprise portals and SAP applications, including SAP BusinessObjects™ business intelligence solutions. SAP NetWeaver Portal can also interface with third-party applications via adapters and extend enterprise applications with specialized solutions for the portal, such as the employee portal and the manager portal in the SAP ERP application.

In addition, more than 100 business packages are available that link groups of iViews and resources designed for specific user roles, industries, and busi-ness needs. SAP NetWeaver Portal also acts as the framework for deploying customized composite applications.

These applications, which can be designed by SAP partners or by your internal IT department, can span systems and silos to support cross-enterprise processes and meet specific business needs. For example, you can create a manager dashboard that unifies information from the enterprise HR system (including policies) with a view of recently completed tasks, documents completed by HR staff members, and the contribution each person has made to the business. This data would be generated from an enterprise business intelligence application. The dashboard could provide task management and collaboration support between team members and HR to streamline the completion of the quarterly review cycle.

Both prebuilt iViews and composite applications shorten the time frame for your portal deployment and application projects. And because IT can develop and modify applications more quickly, it can be more responsive to your business needs.

SAP NetWeaver Portal is also open, with options to integrate content and services with third-party portals such as Microsoft SharePoint and IBM WebSphere.

Meeting the Toughest Demands of the Enterprise

Enterprise portals built using SAP NetWeaver Portal are ideal for use in complex global environments. The portals are designed from the ground up for scalability and performance. And SAP provides technologies that enable IT to implement and support enterprise portals, such as identity management, security, translation, network caching, and a broad range of development tools. The software enables the development of a federated portal network where multiple portals are connected. And resources can even be shared between SAP and non-SAP portals.

For More Information

Are you ready to maximize the speed, productivity, and results of your business? Do you want to help ensure that, wherever people are working, your investments in applications are helping them get their work done quickly and efficiently? For more information about SAP NetWeaver Portal, call your SAP representative or contact SAP at www.sap.com/solutions/executiveview /it/index.epx.

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Summary

The SAP NetWeaver® Portal component enables you to centralize and integrate resources and processes from across the enterprise – creating a Web-based work environment that maximizes the productivity of your employees, partners, and customers.

Business Challenges

- Increase the productivity of business users
- Reduce the time needed to access applications, find information, and make decisions
- Keep workers productive when they are away from the office
- Reduce the costs required to train employees to use enterprise applications
- Make it easier to conduct business with partners and customers

Key Features

- **Unified interfaces** – Create a single point of access for all information and applications
- **Intuitive design** – Offer a level of familiarity that helps users quickly access the right resources
- **Personalization** – Meet the exact needs of individual users
- **Flexibility** – Recombine functionality and customize portals as your business needs change
- **Enhanced usability** – Reduce user learning time and develop custom user interfaces
- **Unmatched integration** – Interface with SAP® and non-SAP enterprise applications
- **Extensibility** – Span systems through business packages to support cross-enterprise applications

Business Benefits

- **Increased employee, partner, and customer productivity,** especially for infrequent users and users needing access to multiple applications
- **Improved security** for corporate resources and applications
- **Reduced costs** associated with finding information and enabling users to work with multiple enterprise applications
- **Increased competitiveness** because users outside the corporate firewall, such as partners and customers, don't need to learn complicated software

For More Information

For more information about SAP NetWeaver Portal, please contact your SAP representative or visit www.sap.com/solutions/executiveview/it/index.epx.