

Maximize Speed and Productivity with Enterprise Portals Powered by SAP NetWeaver®



Quick Facts

Summary

Are you ready to maximize the speed, productivity, and results of your business? Take advantage of the robust functionality the SAP NetWeaver® Portal component offers: from boosting productivity by enabling collaboration, to driving down material costs by deploying supplier portals, to increasing customer satisfaction by launching customer portals. You can integrate resources and processes from across the enterprise to create a Web-based work environment for 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
- Make it easier to conduct business with partners and customers

Key Features

- **Unified interfaces** – Create a single point of access to all information and applications
- **Intuitive design** – Offer familiarity that helps users quickly access the right resources
- **Personalization** – Meet the needs of each user
- **Flexibility** – Adapt functionality and customize portals as your business changes
- **Enhanced usability** – Reduce user learning time and develop custom interfaces
- **Unmatched integration** – Interface with SAP® and non-SAP 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, contact your SAP representative or visit www.sap.com/platform/netweaver/components/portal/index.epx.

With the proliferation of consumer-grade technologies, your employees, partners, and customers are accustomed to intuitive, easy-to-use interfaces and ready access to information. Your goal is to integrate resources, processes, reports, and content, providing a work environment that makes it easier for people to [access the right information and get things done](#) – while delivering state-of-the-art user experiences.

To maximize the productivity of all 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 users feel comfortable using. The SAP NetWeaver® Portal component delivers on 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

The role of the portal is changing within the enterprise. Facilitated in part by improved user interfaces (UIs), portals are becoming effective application deployment vehicles and full-featured collaboration hubs that can help improve productivity and increase ROI. Using SAP NetWeaver Portal, you can create a standard, comprehensive UI for applications, information, resources, and services required by employees, partners, and customers. Using a Web-based portal, employees have centralized, personalized access to 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. With an intuitive UI and navigation, single sign-on technology, and one search tool to access information securely, participants across your value chain can accomplish more in less time.

Intuitive Access to Critical Business Applications

SAP NetWeaver Portal provides intuitive, Web-based access to HR, financial, customer relationship management, product lifecycle management, and other critical applications, both SAP and non-SAP. As a unified UI to these applications, the portal helps each user quickly access the right resources and be as productive as possible.

Delivering applications via the Web and using screen layouts and navigation that are familiar to anyone who has used a Web browser make the portal UI immediately usable. The componentized nature of portals, delivering screen content as iViews or “portlets,” makes it easier for IT and even users to enhance and extend their view into the critical processes supported by those applications. With an enhanced version of the SAP NetWeaver Developer Studio tool and open framework for custom development and extensions using powerful portal application programming interfaces (APIs) and Web

services, it is easier than ever for developers to extend portals and create powerful individualized and appealing portal experiences. Using Ajax technologies, developers can easily customize and create unique, contemporary UIs. With additions such as enterprise workspaces, it is equally easy for employees to control their work environment.

Fast, Secure Access to Critical Information

SAP has partnered with OpenText to deliver best-in-class content management functionality available with SAP NetWeaver Portal. The SAP® Portal Content Management application by OpenText and the SAP Portal Site Management application by OpenText help you streamline content management processes by integrating content with the workflows and resources available in SAP NetWeaver Portal. It improves the efficiency of content creation, management, and storage while supporting user collaboration and communication. Centralized access minimizes inconsistent, erroneous data, while document audit trails and permission management features enhance content security. 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 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 combination of information and application functionality to each user at the right time. Unique pages can be created by 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 needs of each user. Corporate elements, role-specific pages, and page-specific content – as well as content chosen by each user – 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 be given complete control over their portal experience, with the new enterprise workspaces add-on for SAP NetWeaver Portal. Enterprise workspaces give 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 they need for specific tasks and projects or just to keep track of frequently accessed information. Users can also share the spaces they have created. They can leverage existing portal content to create a collaborative

environment that is driven from the bottom up, while enjoying top-down IT governance.

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, a salesperson can combine iViews that provide a list of prospects, relevant news items to each account, and e-mail forms prepopulated with 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 allows iViews to be connected intelligently. 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

(BI) solutions and the SAP StreamWork™ application, innovative software for collaborative decision making. SAP NetWeaver Portal can 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 business 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 to support cross-enterprise processes and meet specific business needs. For example, you can create a manager dashboard that unifies information from the HR system 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 BI application. The dashboard could provide task management and collaboration support between team members and HR to streamline the completion of the quarterly review cycle.

Using SAP NetWeaver Portal, you can create contemporary user experiences for your employees, customers, and partners to improve user satisfaction, **increase productivity, and enhance customer loyalty.**





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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. And it supports all the major open standards.

MEETING THE TOUGHEST DEMANDS OF THE ENTERPRISE

Enterprise portals built using SAP NetWeaver Portal are ideal for complex global environments. Its large installed base (over 10,000 productive deploy-

ments), long-term experience with most of SAP's largest customers, and vibrant ecosystem of partners make SAP NetWeaver a true enterprise-grade technology platform. It is designed from the ground up for scalability and performance. SAP provides technologies that enable IT to implement and support enterprise portals, such as identity management, security, translation, network caching, near-zero-downtime maintenance, and a broad range of development tools.

FOR MORE INFORMATION

For more information about SAP NetWeaver Portal, call your SAP representative or contact SAP at www.sap.com/platform/netweaver/components/portal/index.epx.



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