

Portlet Factory for Sales Force Portal

Filling Your Portal with Business Value



Clickmarks

Value to Customer

- As new portlets come online quickly, employees always have access to the most relevant information.
- The IT staff maintaining the deployment is able to respond quickly to requests for new functionality, or address other high priority projects.
- Zero downtime and zero backend modification for the applications that are being used to generate portlets.
- Each individual system's security requirements are incorporated as each portlet is included in the portal.
- Portlet creation is much simpler; highly skilled consultants and programmers are not required.
- Extending and maintaining portlets, even after the original developers are not available, becomes much more feasible and less expensive.
- Rapidly build portlets from your Web, mainframe and windows applications.
- Dramatically increase your portal's value using our patented integration technology, at a fraction of the time, cost and risk.
- Access your systems as portlets, Web services or mobile applications.

The Situation

Sun Microsystems had deployed a portal for its sales force, using the Sun Java™ System Portal Server, that delivered personalized, aggregated information to about ten thousand users. However, not all the applications required by the users were made available. A user would often have to leave the portal in order to access these systems. This took up valuable time and defeated the purpose of a portal—a single point of access to the enterprise's resources.

Integrating these systems with the portal was costly and time consuming. The tools used for portlet development required extensive programming and domain expertise—using APIs and source code modification. Building composite applications that combined functionality from separate systems was a particular challenge since code for more than one system needed to be mastered. All this added significantly to the total cost of the portal deployment and stretched both IT staff and budgets.

Clickmarks Solution

The Clickmarks Portlet Factory provides an environment for visually integrating with existing systems. Using the Clickmarks solution, developers interact with the original applications through a browser interface—just like a normal user would—capturing relevant content and functionality on the way. This process, known as Presentation Level Integration (PLI), dramatically reduces portlet development time—from weeks or months to days.

The Clickmarks solution requires significantly less expertise to build, deploy and maintain portlets. IT staff with a broad set of technical skills, or even a technically savvy layperson can use the Clickmarks solution to create useful portlets in a short timeframe. Since there is little or no coding involved, maintaining and updating portlets is also significantly easier.

The Clickmarks solution also implements and works with common Single Sign On (SSO) mechanisms. This means that a user logs into the portal only once—login to all other systems is performed automatically by Clickmarks technology—either by itself, or by working with an SSO framework.

For the Sun MySales portal, Clickmarks was used to:

- Aggregate content from different information sources around the enterprise. For example, the Sun Solutions portlet and the My Sales German portlet presented case studies, news items and press releases collected from different Web sites for use by the sales force.
- Re-factor and access both custom and packaged applications used by Sales. For example, the Sales Forecasting application—an account activity monitoring tool with a very cumbersome user interface—was made available as a portlet with a much simpler and cleaner user experience—in quick response to requests from the user community.
- Automate manual workflows. For example managing a pool of licenses for a premium content source across a larger pool of users required IT staff several minutes per request de-registering an inactive user and registering a new one. This was cut down into a process that took only several seconds to initiate and monitor.
- Build composite applications that touched multiple existing systems. For example, a sales-call planner portlet was built that integrated a contacts database, email systems, driving directions and the expense reporting system to enable users to plan and coordinate sales calls.

Each portlet was developed, tested and deployed within a matter of days.

For More Information
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