

# Web and Enterprise Portals

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# Web Portals

## What is a web portal?

- A portal is a web-based platform that collects information from various places and combines it into a single user interface.
- Usually, users are presented with the most relevant information in their feed.
- Over time, simple web portals have evolved into portal platforms that support digital customer experiences.

# Web Portals

## Why were they created?

- Web portals were introduced to solve the issue of content discovery.
- Portals can display selected content in order to provide a unique, custom experience for users.
- Portals aim to produce a personalized access, based on the role the user assumes.

# Web Portals

Examples include:

- Patient Portals
- Government Portals
- Intranets/Extranets/Workplace Portals
- Knowledge Management Portals
- Student Portals
- Vendor Portals

# Web Portals

**Below, are the three essential components that are needed to produce this digital customer experience:**

- Integration - allow organizations to unite systems and customer data on the back end.
- Consistency - gives united systems a shared look and feel on the front end.
- Personalization - a combination of biographical and behavioral data gives enterprises the ability to contextualize experiences.

# Web Portals

**Portal platforms are still uniquely useful for several business scenarios.**

- Customer self service: Portals are well-suited to gathering information relevant to customers in the post-purchase phase. Companies can now form long-term loyalty with their customers.
- Business agility: Portal platforms that support mobile experiences and use modular architecture are now well-equipped to quickly roll out new digital touch points.

# Enterprise Portals

## What is an enterprise portal?

- It is a platform for integrating information, people and processes.
- Enterprise portals provide a secure, connected access point and are designed to aggregate and personalize information through app-specific portals.
- One of the most commonly adapted use of the enterprise portal is that of student logins and portal on University websites. They provide students with a lot of action items such registering for or dropping classes.



# Enterprise Portals

## Why were they created?

- Enterprise Portals came about because there was a need for information to be easily accessible by anybody.
- Traditionally everything was handle physically and on paper. But as time went on, companies got bigger and so did their audience.
- It was impractical to require people to go to them. They needed to take their business and services to the people.
- This helps to avoid the hassle of running from office to office with paperwork at a risk of being damaged.

# Enterprise Portals

## Examples include:

- Content Management System
- Document Management System
- Collaboration Software
- Business process management systems
- Customer Relationship Management
- Business Intelligence
- Intranet
- Wiki
- Blog
- RSS
- Employee portal

# Enterprise Portals

The Enterprise Portal has many features that bring together innovation and integrity into a single platform:

- Single sign-on capabilities which helps create a connection between their users and other systems.
- One time authentication helps avoid unnecessary hassles.
- Integrated navigation between components.
- Personalization is increasingly easy with its flexible interface.
- Access Control allows for administrative control over what information can be accessed through portals.

# Enterprise Portals

Murray [Murray, 1998] distinguishes four types of enterprise portals as follows.

## 1) **Enterprise Information Portals:**

connect people with information by organizing large collections of content on the basis of subjects or themes they contain.

## 2) **Collaborative portals:**

enable teams of users to establish virtual project areas or communities along with the tools for

# Enterprise Portals

collaboration they offer, and to work cooperatively within these communities.

## **3) Enterprise Expertise Portals:**

link people together based on their skills and expertise , as well as their information needs.

## **4) Enterprise Knowledge Portals:**

do everything the first three types do and an unspecified something "more" to deliver personalized content based on what each user is actually doing.