



# Portal Strategy

Name

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# What is a portal?

- A portal is an aggregation point for content, functions, and features using web-based technology with a unifying theme
- Portals typically have the following functionality:
  - User-friendly
  - Aggregate content into categories
  - Provide content: news and other information
  - Powerful search features
  - Communications applications -- email, chat, discussion forums
  - Personalization services
  - Integration with other web applications and back-end legacy systems
  - Re-usability for future development needs



# Portals Enable Channel Services

**Portals are more than just a web site or intranet.**

## Key ingredients for Portal success:

- Channel/Customer Ideas and Feedback
- Ease of Use
- Open and Scalable Architecture
- Legacy Integration
- Awareness

