Enterprise Portals

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The huge volume of information changes the way markets work and thus lead to the possibility of restructuring the enterprises and to the appearance of new opportunities to create value out of the available information. Competitive advantage means utilization of information for obtaining the power to control ore to influencing the market. Many enterprise managers think that implementing portals is important for theirs business success.
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1 Knowledge management

In the information society, the fundamental resource is knowledge. The new society, knowledge society involves interconnected organization, standard protocols for transfers and communications and in the same time knowledge transfer.

Knowledge management is the latest fashion to grab the attention in the new society. In essence it has two thrusts. The first is making better use of the knowledge that already exists. The second is an innovation focus, the creation of new knowledge and turning ideas into valuable products and services. This is sometimes known as knowledge innovation.

Especially, commercial companies are showing an increasing interest in knowledge management. The goal of knowledge management is to preserve actively and systematically the knowledge that is available in an organization. It is widely recognized that knowledge management is a key tool for the viability of an organization, especially those that are profit. The implementation of knowledge management systems in companies requires tools and techniques from many disciplines, ranging from psychology to computer science. Companies want to learn from their own experience and to be able to further enhance that experience with best principles and lessons learned from other companies. In these companies, knowledge management focuses on the relationship between knowledge and learning within a company.

Knowledge management involves process such as: production of knowledge – by processing dates and information; acquirement of knowledge – based on qualitative analysis not quantitative; transfer of knowledge – knowing what, who, where, how it may take the transfer.

The positive results of knowledge management are: faster creation of knowledge and innovation; more efficient and effective use of internal know- how; innovation by free circulation of ideas; upgrading of services for clients by better understanding of customers and anticipating their needs; growing revenues by a good circuit of products on the market; recognition of values workers by free expression of theirs ideas. [Neag03]

2. Portal, Portlet, Portlets

A portal provides a user with a consistent view of portal applications (portlets). The portal allows the administrator to define specific sets of applications, which are presented to the user in a single page context.

A portlet is a complete application having multiple states and view modes, plus event and messaging capabilities. The portlets themselves are more than simple views of existing Web content. Portlets run inside the portlet container of a portal server, similar to a servlet running on an application server. The portlet container provides a runtime environment in which portlets are instantiated, used, and finally destroyed. Portlets rely on the portal infrastructure to access user profile information, participate in window and ac-

tion events, communicate with other portlets, access remote content, look up credentials, and store persistent data.

One portal page aggregates many different portlets at the same time, which is an important issue to consider when you design and work with portals.
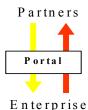
The navigation inside of a Portal is comparable to the navigation of a simple web page. The situation gets more complex as soon as the user starts interactions with a portlet. From the browser's point of view, interactions with a portlet result in loading of a new page. This is correct in that the URL changes. From a user's point of view, he still seems to be on the same page. Only the small area of the portlet itself changes.

The navigation in the portal has two different perspectives: first, the aspect of navigation between pages, and second, the application-internal navigation. The browser's back and forward buttons can only be used to navigate between portal pages.

3. Knowledge management, enterprise portal and new enterprise

New enterprise is the organization how collects knowledge from human experts and deposits this knowledge in an accepted from for computers and uses that whit specialized programs for resolving problems. New enterprise use web technologies how must be integrated to assure the competitive advantage and the best results.

Knowledge management systems make explicit knowledge available to all internal and external partners, supporting the creating, searching of utilizing knowledge processes.

Fig.1. Relationships between the partners and the enterprise

Enterprises are becoming increasingly knowledge-based in the new society. Intellectual assets of the company, not the physi-

cal or financial ones, take the predominant role in defining its market value. Knowledge management systems perform especially structuring, processing, editing and storage of electronic documents, referred to as weakly structured data. [Bode02]

As the above list illustrates, knowledge management covers aspects of organizational design, information and knowledge processes, technology and people. Consequently, an effective knowledge management program should help a company do one more of the following:

▪ Foster innovation by encouraging the free flow of ideas;

▪ Improve customer service by streamlining response time;

▪ Boost revenues by getting products and services to market faster;

▪ Enhance employee retention rates by recognizing the value of employees' knowledge and rewarding them for it;

▪ Streamline operations and reduce cost by eliminating redundant or unnecessary processes.

Most enterprise websites now contain huge amounts of information, managed by dozens of servers. Enterprise portals will help companies better organize all this information, partly by letting stakeholders create custom views of it.

In addition to information, an enterprise portal also organizes tools, applications, and transactions the enterprise provides to employees, customers, and other stakeholders. Enterprise portals support customized views of these applications, data, and transactions, as well as access to those resources and external resources such as news and procurement sites.

Enterprise portals are also the platform for active delivery of information and commercial transactions. A customer's view of the portal will contain resources and data different from an employee's view, but a common architecture will provide both.

Access, delivery, and personalization are the architectural bedrock. However, enterprise portals will also support linkage between and integration of information and processes —

both online and offline — and the provision of new services and products.

Linkage is the interconnection of different applications, data, and transactions to support a user action. For example, linking ordering, inventory status, and credit checking into a single user action may require coordination of three different systems. To accomplish this linkage, the enterprise portal must be able to maintain the user's context, including security, transmit the right instructions and values to each system, and ensure that each operation occurs in the proper sequence.

Integration requires that the portal be able to integrate data from different places and make it work together. For example, a customer-care application may pull information from multiple sources, filter that information, and then present it in a single customer screen.

Properly designed enterprise portals create enormous opportunities for organizational effectiveness and agility. They make it possible for companies to explore new business models, products, and ways of connecting with important entities. However, poor design, disjointed processes, system outages, and botched interactions can destroy these benefits. So, enterprise portals will either distinguish their owners from the mass of Internet commerce sites or damage franchises and brand names built up for years. Success will require careful design, robust infrastructure, and an architecture that can sustain value through rapid changes to portal content and organization.

Important features of enterprise portal, including all other applications in its Knowledge Infrastructure, are:
▪ role-based organization of content for controlling the flow of information to individuals, groups and communities and for reducing "infoglut"
▪ expertise location based on implicit and explicit development of user profiles
▪ collaboration, both synchronous and asynchronous, based on document management, publication, messaging, workflow, Groupware, TeamTab, Team Workspace and other collaboration capabilities
▪ integration other applications through the

portal "track" feature
▪ continuous learning through integration with eLearning Suite;

The New enterprise is oriented on projects and the enterprise portal is a solution to grow the communication and the efficient of this. The informational portal is characterized by knowledge management because for any new enterprise the project represents a new knowledge.

4. Conclusions
Knowledge management is no longer a fad. It is fundamental to future success in a knowledge-intensive workplace. Properly executed, it can bring significant benefits for new enterprise. It can increase productivity through better knowledge sharing, provide better client service by providing rapid access to information, and can help solve intractable problems by connecting together the relevant experts. There are several levers, including customer knowledge, knowledge in people and processes that are potential focal points for knowledge initiatives.

As enterprise portals become the new standard definition of e-business, organizations will need to provide this level of service and connectivity to stakeholders, or risk damaging their competitive posture. In order to move enterprises business on the Internet, their websites will evolve into enterprise portals. Ultimately, all enterprises will use an enterprise portal to establish their Internet presence.

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