


Solutions for People

A new concept is rapidly gaining ground in the media industry – we at alfamedia support this enthusiastically.

Standard Internet Portals enable users to mix and match services for their audiences.

PortalSuite



Presenting editorial, advertisements and services

Consolidating all services on the Internet

A standard platform for expanding business organically

Media Companies Stay In Front

- Readers and advertisers are expecting new and targeted services on the Internet.
- Media Companies need to be quick to introduce new services in interesting combinations to stay competitive.
- Our alfamedia PortalSuite makes it easy to introduce new services on the fly.

About keeping The Audience

- A Media company's web presence is one of the key factors in customer loyalty.
- The importance of quickly meeting customer requirements cannot be overestimated.
- That is what alfamedia PortalSuite gives – agility.
- The advertiser gets the benefit of an evolving media, that shows on the bottom line.

Flexible Standards Rule

- alfamedia PortalSuite is commercially supported but built on open standards such as Portlets, J2EE and JDO.
- This allows our clients to introduce or even create custom miniature application as the need arises – without huge overhead.



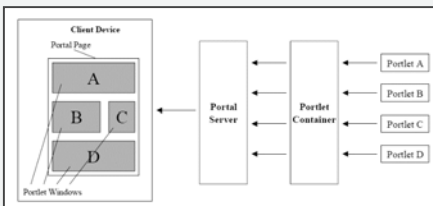
Standard JSR-168 Portal



Different Portlets



Portal Page Creation



>> What Does PortalSuite Solve?

- PortalSuite is based the fast growing Portlet and Portal concept (JSR-168). It provides users with a number of important business benefits.
- The user of services on Web has much more control of what he sees on the website and when. There is a uniform approach to operation across all applications, it is made easy for the user to benefit from the services.
- Easy integration of services and applications on the Web even when they are supplied by different vendors or are Open Source.
- The Portlet technology solves the areas of aggregation, personalization, presentation and security in one go, only one implementation.
- The framework provides interoperability between Portlets and Portals from different sources giving lower cost of ownership. One common way of supporting all.
- Integrated statistics and reporting of activity on the company portal, no need for error prone and expensive consolidation.

>> alfamedia Applications As Portlets

- alfamedia's web-based applications AdCounter and e-dition can be installed as Portlets so that our clients can manage availability and the look and feel of all applications in a common framework. Users can place the applications where they want them, and get access based on their profile or subscription.
- Several smaller Portlets are available from alfamedia: Latest news, status of ads, news-ticker, puzzles and weather maps.
- Media Companies can integrate our alfamedia applications seamlessly with other Portlet based applications, giving their customers a unified experience of visiting them on the Internet, protecting their brand.

>> The Technology

- A Portlet is a Java based web component, managed by a Portlet container on the server that processes requests and generates dynamic HTML content. Portlets are pluggable presentation layer components.
- Commercial Portlets are available from many suppliers for diverse applications from Web logs to Instant messaging and multimedia.
- Open Source implementation are available for many applications: Forum, Wiki, Image Gallery, Polls and Content Management.
- The technology can run on the media company's own servers or in a hosted environment.
- We use JBOSS Portal – an Open Source implementation of the Portlet container – for those clients, who want us to implement their Portal strategy.
- We at alfamedia bring this component world into the media companies integrated with all the services that a media company needs.