



rich portal features

RICH PORTAL FEATURE TOUR

Experience the feature tour online at:

http://www.backbase.com/products/presentation/rich-portal/index.html#features_tour

BUSINESS - FEATURES

Backbase Rich Portal offers business departments the opportunity to quickly adapt the content to changing market/consumer needs or campaigns.

EASY PORTAL EDITING:

CONTENT AUTHORIZING

Don't go through a whole release cycle for only changing a text. Edit portal texts and gadget content directly from the editing interface. (beta)

CATALOG MANAGEMENT

You can easily manage the gadgets available for the user to select. Import a new gadget to the catalog, and make it available on certain pages for the user to select.

TAB MANAGEMENT

You can easily manage the gadgets available for the user to select. Import a new gadget to the catalog, and make it available on certain pages for the user to select.

PERSONALIZATION & TARGETING

CREATE CUSTOMER SEGMENTS

Use Rich Portal technology to segment your customers based on online surveys and customer profiles. (beta)

CREATE TARGETING RULES

If certain content or gadgets are only relevant to some customers, create rules based on customer segments or -profiles to target them. (beta)

DYNAMIC CONTENT DELIVERY

Extend your targeting palette with dynamic content delivery. Portal content or content inside a gadget can be varied based on user targeting rules. (beta)

BEHAVIORAL TARGETING

Besides segment targeting you can also reach your customers with behavioral targeting. Based on portal behavior you can enable gadgets, change content or offer specific recommendations. (beta)

REPORTING (FUTURE)

PORTAL USAGE REPORTING

Want to know how many users use a certain gadget, how often they use it, and where it is located? With usage reporting you get these facts within seconds.

END-USER - FEATURES

Your customer will be enabled with an easy to use interface that facilitates personalization in look & feel, content and lay-out.

CREATE YOUR OWN START PAGE

PERSONALIZED START PAGE

A personalized start page contains mini applications and websites you selected, and recommends related content. You are in full control and can customize what is shown, and how it looks.

SUPERIOR USER EXPERIENCE

Built on top of the Backbase Client Framework the Rich Portal offers a usable and responsive interface. You can navigate tabs, select gadgets and define the layout with drag and drop, all without a single page refresh.

ADD CONTENT AND APPLICATIONS

ADD GADGETS

You can browse and search through hundreds of gadgets in the gadget selector. Preview the gadget of your choice, and add it to your page.

ADD RSS FEED

Easily add an RSS feed to your page with the RSS Wizard. Enter an rss feed url, and add the gadget to your page.

ADD WEB PAGE

If you want to view a website directly under a tab, just add it with the Web

Page Wizard.

PRE-FILLED TABS

You can select from a variety of pre-filled tabs, filled with information around a topic. An editor maintains a tab, so it always contains the latest content and gadgets.

PERSONALIZE YOUR PAGE

LAYOUT

Gadgets can be displayed in multiple columns, and you can position them yourself. If you would like to have a gadget in a different place, simply drag and drop it to the preferred location.

TABS

As your page grows you can use tabs to organize the gadgets. Simply add a new tab, and start adding gadgets to it. Tip: you can even drag gadgets between tabs.

THEMING

You can choose from a variety of themes to personalize the look and feel of the portal. Pre-filled tabs can even have their own theme, for instance Sports or Entertainment.

GADGET PREFERENCES

Every gadget has preferences you can set from the gadget header. These preferences define the behavior of the gadget, for instance the number of articles shown or the way they are visualized.

SEARCH & FIND THE RIGHT INFORMATION

BASIC SEARCH

Basic Internet search lets you search Google from within the portal. You can choose to view results in a portal tab, or inside a gadget.

FACETED SEARCH

For an even better user experience integrate your own search feature in the portal. Let users search your site, FAQ's and help texts without leaving the page. (beta)

MAPS

Use the Google maps gadget to locate an address or plan a route, directly from the portal. In maximized view the map extends to fill the whole page.

CONSUME MULTIMEDIA CONTENT

IMAGES

Search and preview images from flickr easily in the portal.

VIDEO

Search and view youtube videos directly in the portal. Again the maximized view shows the video across the whole page.

ENABLE USER GENERATED CONTENT

CHAT

Use the integrated chat to start a conversation with your customers, while they are browsing the portal. Assist them filling in a form, respond to questions or simply make them feel comfortable. (beta)

FORUM

Give your customers a voice by adding a forum next to the actual content. Let them post questions, comments and feedback, directly in the portal. (beta)

COMMENTS, RATING & POLLS

Improve your site with social features, like comments, rating and polls. Get valuable product feedback, and use it to understand your customer's wishes. (beta)

USE RICH FORMS

INTELLIGENT FORMS

Use intelligent forms to make filling in forms as easy as possible. Use interactive controls, rich help texts and validation to improve usability. Choose a wizard style to break up complex forms in simpler steps.

CALCULATORS

Use Rich Calculators to start an interactive dialogue with your customers. Based on a few simple questions engage them in a visually enriched product offer, with graphs and drag and drop interaction.

OPEN FOR EXTENSION

Functionality doesn't stop here; you can extend the portal with any gadget at any time. Choose from a set of existing gadgets, wrap existing pages and applications, or create your own gadgets with minimal effort.

IT FEATURES

Rich Portal facilitates IT departments to quickly respond to needs from the organization by adding Rich Portal on top of current and existing systems.

WEB ORIENTED ARCHITECTURE

RICH INTERNET APPLICATION

The Rich Portal's client technology is built on top of the Backbase Enterprise Ajax Framework. It offers a responsive, flexible and robust user interface. All interaction is done instantly, without reloading the page.

NO COMPLEXITY

The easy Web Oriented Architecture ensures that you can use basic Web technologies to create a portal. There is no need to learn new skills or specifications, and forget about complex portlet protocols, server API's and "Stone Age" release cycles.

HTML GADGET FORMAT

The portal's gadget format extends the HTML standard with portal specific functionality. This means existing pages can be turned into a gadget without breaking standalone functionality, and any portal gadget can run outside the portal standalone.

SOA CONSUMER

The portal is a real SOA consumer. Both the client and the server handle Web services natively. Now you can use your existing business processes directly in the portal.

MIX 'N MATCH

Due to the Web Oriented Architecture you are complete free to mix & match any server-side development environment (e.g. Java, .NET, PHP). Rich Portal enables you to bridge different back-end technologies into a more integrated and seamless user experience.

FITS IN ANY IT LANDSCAPE

Unlike most portal vendors, Rich Portal doesn't force you to use specific IT hard- and software. Use the hardware, operating system, web server, application server, database and Single Sign On solution you want.

INTEGRATE CONTENT AND INFRASTRUCTURE

SINGLE SIGN ON

User authentication and authorization is handled by the pluggable security service. It is possible to connect to any Single Sign On infrastructure.

EXISTING APPLICATIONS AND PAGES

Rich Portal integrates existing, distributed web applications in a single interface. Based on the user profile only relevant applications are shown, and the user only needs to login once.

CONTENT REPOSITORIES

The portal's main purpose is to provide access to existing content and applications, not to store content. That's why integration with ECM systems is key to the pluggable architecture.

DATA SERVICES

If you need to integrate existing databases in the portal, automate all data operations between client and server with Data Services. Leave all the synchronization and authorization complexity to the framework, and instead focus on using it.

WEB CONTENT MANAGEMENT INTEGRATION

Due to the open architecture the management of pages and gadgets can be fully outsourced to an external WCM system.

COMPATIBILITY

CROSS BROWSER

Rich Portal is compatible with every major browser on the planet:
Internet Explorer 6+, Firefox 2+, Safari 3+, Google Chrome 1+ and Opera 9+.

STANDARDS BASED

Why create a specification of your own, while you could use standards? That's why Rich Portal is built on top of W3C standards, like: Document Object Model, XML, XHTML, XPath, XML Schema, XSLT, XInclude and SMIL.