

Chapter 3.5

Collaborative Real-Time Information Services via Portals

Wei Dai

Victoria University, Australia

INTRODUCTION

The increased use of online services in the commercial world has produced considerable impact on traditional technologies. Traditional information technologies were developed in an era where use of Internet technologies was not widespread. They have a long history and are often based on mature and stable technologies, or practices such as user interface design, artificial intelligence techniques, and so forth. In the era of e-business, business operations are often conducted in conjunction with business alliances and partners through networked activities. Internet (or Web-based) technologies are fulfilling an enabling role to meet the communication and collaboration requirements of e-business. In this article, we share our experiences in how traditional information technologies are coupled with Web-based technologies to gain much-needed leverage in offering e-business solutions. Portals, as the

major communication media for Web users, offer opportunities for collaboration using multiple technologies. They also serve as mechanisms for integrating a variety of online services supported by traditional applications. In this article we will discuss the role of portals in application integration for online collaborative service delivery. Particular emphasis will be given to the marrying of the modern roles of portals in e-business with those roles where portals fulfil the traditional roles of front-end technologies. The article demonstrates its vision through a portal-based application integration solution framework associated with a typical application scenario. We demonstrate the effectiveness of using portals in application integration by employing an experimental framework implemented in the PHOENIX research project at Victoria University (<http://www.staff.vu.edu.au/PHOENIX/phoenix/index1.htm>).

RESEARCH PROJECT BACKGROUND TECHNOLOGIES

Before we describe our solution framework, we outline the background technologies used in our research project. These consist of portal technologies, knowledge management and Web services.

Portals Infrastructure

Portal solutions are heavily reliant on the use of existing applications and infrastructure to improve online services efficiency. Our framework is based on the logical architecture suggested by Britton (2001). This architecture contains three tiers—the presentation layer, the application server layer, and an enterprise information services layer.

The Presentation Layer

The main function of the presentation layer is to provide a unified view of results delivered by different applications that users usually view on browsers. There are common ways to render information content on the browsers such as HTML, plug-ins, applets, and portlets (Britton, 2001). Of these methods, we pay special attention to portlets. Portals use portlets as pluggable user interface components that provide a presentation layer and produce dynamic information displayed on the portal. They run on the Web server that provides content to the Web browser. Portlets also import different services offered by other applications to the front-end by determining the service features to be displayed on the user interface. Thus, portlets provide a bridge to the portal's middle tier. Most portal construction software allows administrators to create their own customised portlets.

Application Server Layer

The presentation layer provides input to the application server layer. Application server refers

to software residing beneath the Web server that handles the special designated tasks received by the Web server from end-users. In this layer, business rules are executed triggering possible application integration operations. The application server applies business solution logic and delivers the results back to the Web server before the results are sent to the users' browsers. An application server usually works in an n-tier environment because it performs different roles at different levels. Some of the main roles that the application server provides include back-end application coordination and integration (e.g., applications for taking orders, credit checking, and fulfilling orders), and execution of business logic (e.g., related workflow) in response to users requirements. Some commercial vendors have combined the roles of Web server and application server in their products. For example, SAP Web application server combines the roles of standard Web server and application server.

Enterprise Information Services Layer

This layer contains enterprise information systems (EIS) such as CRM systems, database systems, and legacy systems (Britton, 2001). The systems can be located across company boundaries offering potential integration opportunities via a layered infrastructure of portal services.

WEB SERVICES

Web services is an emerging technology that supports application integration across the Internet. The Gartner Group (2001) defines a Web service as: "A software component that represents a business function (or a business service) and can be accessed by another application (a client, a server or another Web Service) over public networks using generally available ubiquitous protocols and transports (i.e. SOAP over HTTP)." That is, once

6 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/collaborative-real-time-information-services/9316

Related Content

A Study of Antecedents of Switching Cost and Customer Retention in Social Commerce

Youngkeun Choi (2020). *International Journal of E-Business Research* (pp. 51-64).

www.irma-international.org/article/a-study-of-antecedents-of-switching-cost-and-customer-retention-in-social-commerce/264466

Conceptualizing Competences in E-Services Adoption and Assimilation in SMEs

Ada Scupola (2009). *Electronic Business: Concepts, Methodologies, Tools, and Applications* (pp. 1089-1102).

www.irma-international.org/chapter/conceptualizing-competences-services-adoption-assimilation/9338

Mapping the E-Business Ecosystem in Indonesia: A Comprehensive Analysis

Hanif Adinugroho Widyantoand Jony Oktavian Haryanto (2021). *Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN* (pp. 159-178).

www.irma-international.org/chapter/mapping-the-e-business-ecosystem-in-indonesia/260690

Personality and Psychological Predictors of Instagram Personalized Ad Avoidance

Debora Dhanya Amarnathand Uma Pricilda Jaidev (2023). *International Journal of E-Business Research* (pp. 1-22).

www.irma-international.org/article/personality-and-psychological-predictors-of-instagram-personalized-ad-avoidance/323197

The Role of Drop Shipping in E-Commerce: The Algerian Case

Brahmi Menaouer, Semaoune Khalissa, Mohammed El Amine Belayachiand Benslimane Amine (2021). *International Journal of E-Business Research* (pp. 1-19).

www.irma-international.org/article/the-role-of-drop-shipping-in-e-commerce/288344