Multichannel Portal – Create Once, Consume on Multiple Devices

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The Best-Run Businesses Run SAP™

Quickly create home pages and workspaces for mobile and desktop access

In today's ultracompetitive business environment, success requires ready access by many different types of users to key business applications and content – anytime, anywhere. With the mobile edition of the SAP NetWeaver® Portal component, you can quickly build a mobile home page and aggregate content and applications from SAP and third-party sources for mobile and desktop devices.

With the proliferation of mobile devices, the business environment is changing at lightning speed. By using a mobile portal for desktop and mobile devices, you can build a single portal that can be consumed on different devices – and generate a higher return on your portal investment. Imagine being able to accelerate productivity and collaboration by extending the reach of your portal content, applications, and documents to employees, customers, and business partners – on multiple mobile devices, anywhere.

SAP NetWeaver Portal, mobile edition, also referred to as the "mobile portal," empowers you with an intuitive framework, fully integrated with the portal, for creating multichannel Web sites. With it, you can quickly extend your portal environment to any mobile device or desktop computer, while significantly driving down the cost of building and deploying your mobile-ready portal.

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Create elegant, branded multichannel home pages

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Leverage and extend your investment in SAP NetWeaver Portal by using the mobile edition to create elegant, corporate-branded home pages for multichannel deployment – all from within your portal environment. Using the intuitive mobile portal framework, you can create home pages that serve as a landing page (in other words, an entry point) to your content.

You can quickly configure role-based landing pages, aggregating unstructured content and predefined applications for role-based groups of users in different lines of business. By doing so, you can deliver relevant customized content, such as company news, sales resources, and marketing campaigns of interest to specific users.

Moreover, you can use a template for all of these predefined features:

- RSS reader – View items in an RSS feed defined in the mobile portal
- News – View Web forms and articles
- Media – View a feed of videos and images
- Application launcher – Launch native and Web applications or trigger installation on the mobile device
- Document list – Access selected documents relevant to the user in the context of the landing page

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Empower users to build workspaces

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Your employees, partners, and customers can build workspaces using the mobile portal, allowing them to aggregate and share role-based content, documents, and applications. Giving users the ability to create, edit, and publish team workspaces (in other words, Web sites) boosts productivity and will allow consumption of content on mobile and desktop devices. It also enables a new level of collaboration throughout your organization and beyond. Moreover, the mobile portal is a multichannel (multidevice) tool that users can customize to their environment to best suit their needs. At the same time, the solution gives IT the power to maintain control over these environments, for strong security and enforcement of corporate compliance policies.

Using drag-and-drop functionality, employees, partners, and customers can create a multichannel collaborative mobile portal.

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Summary

With SAP NetWeaver® Portal, mobile edition (also known as the mobile portal), you can create a role-based, multichannel portal containing applications, documents, and content available to anyone. By building once and deploying your portal anywhere, you significantly boost productivity and reduce costs.

Objectives

- Maximize the value of your investment in SAP® and third-party applications for mobile devices
- Aggregate Web and native applications, structured and unstructured content, and SAP and non-SAP applications into a common mobile entry point
- Easily manage mobile home pages and workspaces
- Encourage and increase collaboration and self-service for those on mobile devices

Solution

- Intuitive framework fully integrated with SAP NetWeaver Portal
- Template-based workspace featuring predefined, mobile-ready modules

Benefits

- Quickly and cost-effectively develop a mobile home page and self-service workspaces
- Create a sustainable competitive advantage with access to your SAP mobile home page and work applications, 24x7
- Significantly increase productivity and collaboration by creating a customizable, unified mobile entry point
- Simplify IT governance of mobile environments

Learn more

Contact your SAP representative or visit us online at www.sap.com/mobile/portal.

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