

# Portals and Vortals

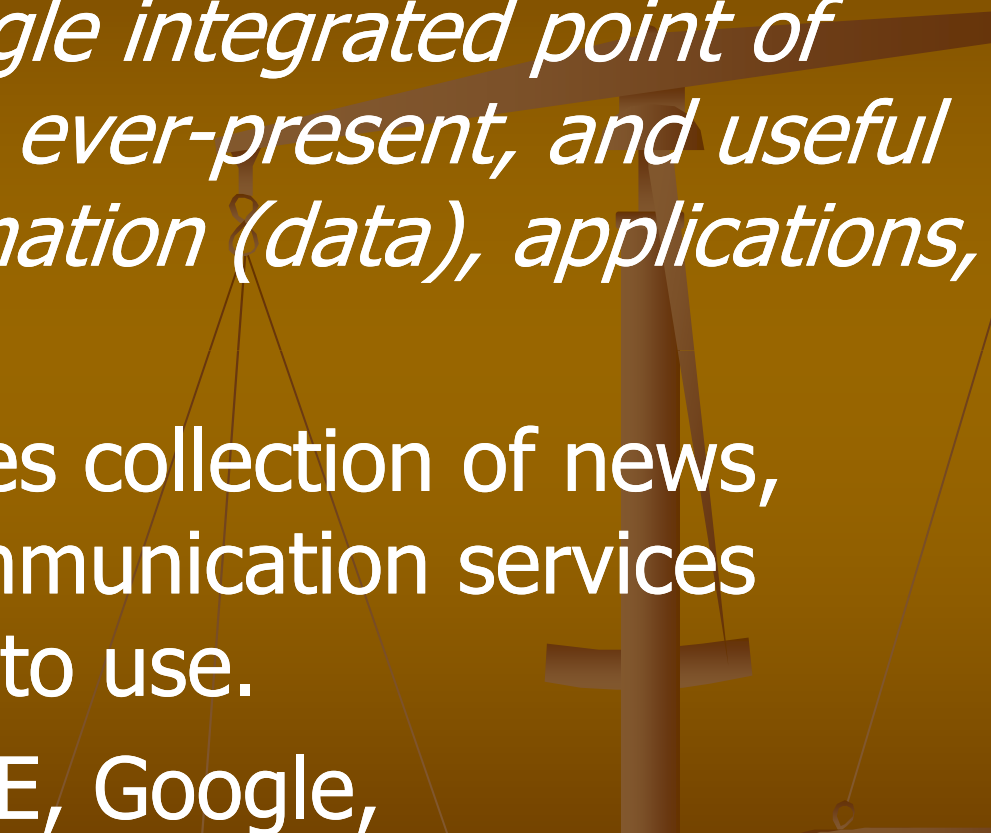


# What is Portals

- Portals represent communities;
- Trading hubs or e-marketplaces;
- Integrated desktop environments.
- A intermediary or middleman offering an aggregated set of services for a specific group of users.

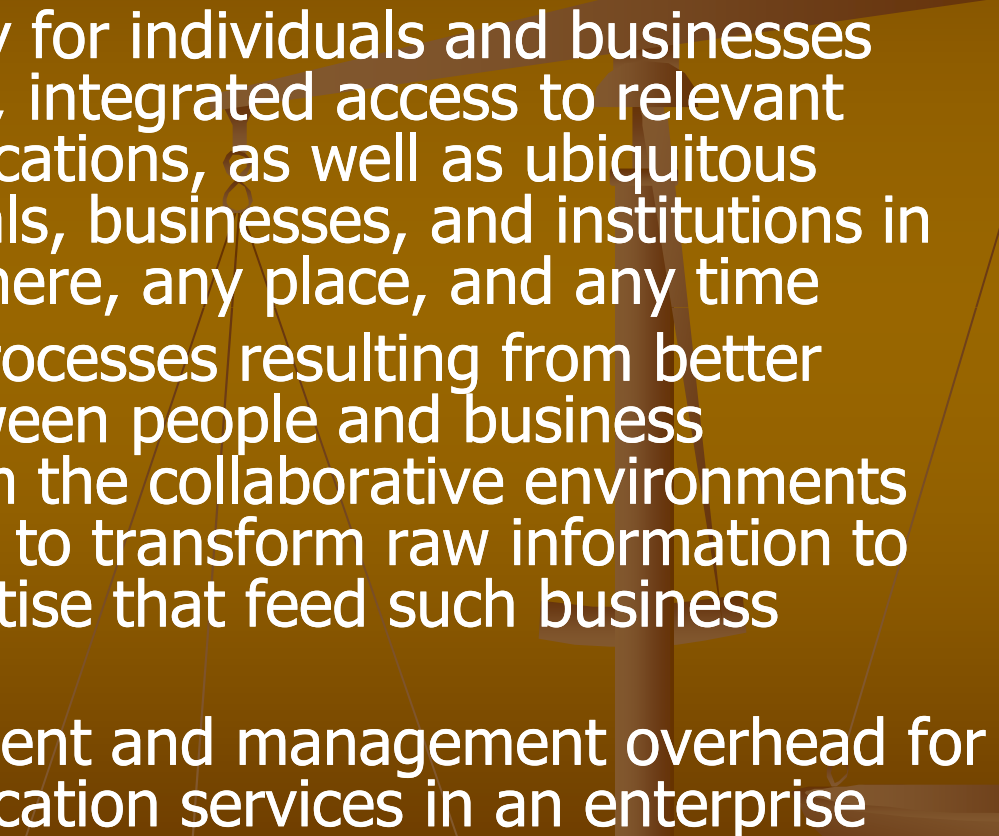


# What is Portal

- *A portal is a single integrated point of comprehensive, ever-present, and useful access to information (data), applications, and people.*
  - Yahoo! Organizes collection of news, search, and communication services consumer want to use.
  - eBay, MPONLINE, Google,
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# Why portals

The real value proposition for portals is:

- Improved productivity for individuals and businesses resulting from secure, integrated access to relevant information and applications, as well as ubiquitous access to all individuals, businesses, and institutions in the world from anywhere, any place, and any time
  - Improved business processes resulting from better information flow between people and business applications, and from the collaborative environments that help reduce time to transform raw information to knowledge and expertise that feed such business processes
  - Reduction in deployment and management overhead for information and application services in an enterprise
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# Types of portals

- Eyeball Aggregaters or Super Portals
- Auction Portals
- MegaTransaction Portals

