



**The user interface  
people wanted.  
And never had.**

# **WORKSPACE PORTALS WITH PERSONALIZATION OF CONTENT**

## CENTRALIZED KNOWLEDGE FOR COLLABORATION

Information is a dominant and critical dimension of all work practice. It matters not what industry you're in, or whether you're a small business or large enterprise. There's no work that doesn't involve—at some level—creating, consuming or sharing information. Interestingly, the vast majority of work isn't about creating information—it's about communicating, sharing, discussing and passing information. Company information is shared continuously peer-to-peer, within departments, across organizations, and with partners and vendors.

Web portals bring all your workplace knowledge assets together on a centralized platform for quick and easy access.

- Provide users with a single point of access, reducing the need for multiple logins
- Aggregate corporate information into a single location for 24/7 access
- Provide a single user experience that crosses information systems and technologies
- Tailor information to the needs of individual users, groups, or departments

## THE ROCK STAR

**THE WEB ROCKS** | The business world rocks & rolls with the Web. It live-performs 24/7, stages database integration, struts storage-independence, and connects with a global base.

## THE DAILY GRIND

**SMARTER IS BETTER** | We've all created, used, and cursed them. Databases, spreadsheets, email folders, shared network directories, individual folder structures, archived libraries, ... They can grind work to a screeching halt when you can't find the information you need. Web portals provide faster, easier, and smarter information access for our day-to-day productivity. **They're the user interface people always wanted and never had.**

**Knock on the door.  
Gain entrance. Step in.**

Think of a web portal as a virtual entrance hall, leading to various work rooms, VIP rooms, libraries, conference rooms, discussion parlors, game rooms, utility rooms, and so on.



## THE SWEET SPOT

**FOCUS IS PERSONAL** | At the individual level, it's always about the power of personal focus to get to the right spot of knowledge. Web portals provide that sweet-spot content topography. Users can navigate the content layout, and scan for relevance and interest, stopping at menus, headers, icons, images, bullets, and other quick indicators of content.

## THE NEIGHBORHOOD

**WORKERS HAVE THEIR SPACE** | Web portal design focuses on identifying and understanding what workers want and need, and structuring access points to information. These access points organize "neighborhoods" of knowledge relevant to users' work intents or tasks. Access points are windows that open to organized sets of data available.

## THE INTEGRATOR

**IT ALL COMES TOGETHER** | Web portals are great for integrating multiple forms of information into a single place. They are a natural organizing medium for bringing together workplace knowledge assets, emails, calendars, tools, apps, and documents from multiple locations.

## THE ENABLER

**INSTANT 24/7 ACCESS** | Web portals enable users to control and expand their access to information. These portals also offer flexibility and convenience by providing 24/7 instant access to company, service, or product information, making it easy for them to quickly find answers to many of their most common questions at their convenience.

**Connect the dots.  
Connect your workers.**

Web portals facilitate knowledge management, ensuring that the required information is stored in the right place and in the right media format. And the right persons are brought together with the right information.



[Customized web portal for global contact center. >>](#)

## SEARCH

**INFORMATION RETRIEVAL** | Web portals support its users in an efficient search for content. Full-text searching, word-proximity for better search results by expanding related words, and search filters that use broad or narrow search filter classifications allow users to quickly and reliably find the information they need.

## PERSONALIZATION OF NAVIGATION

**USER FRIENDLY** | Menus and shortcuts to specific information, mostly known as bookmarks or favorites, can greatly facilitate navigating the layers of information. Design personalization establishes the initial appearance of the portal, which may be ‘pre-personalized’ according to the user’s role. Additionally, users may also be offered a menu of personalization options from which to choose.

## LEARN MORE

Contact us for a friendly conversation about the design and development of a web portal for your organization to meet your business needs.



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## Free Up Your Knowledge. Share & Collaborate.

Web portals are a best-choice media for supporting distributed and collaborating people and teams. More and more enterprise workers are distributed—they need real-time coordination support and 24/7 access to information.

- Designed with your company or organization's branding
- Multi-purpose implementation for training, marketing, sales, and customer support
- Constructed as a coherent environment, taking into account the intents or tasks of the workers engaged in different kinds of work
- Designed as a platform to integrate real work activities and the information needed to do them