

## An Executive's Guide to Enterprise Mashups

Q&A  
2.10.09

### Audience Question:

Q: How we can download the presentation?

A: Yes! We'll put the presentation on [www.jackbe.com](http://www.jackbe.com) (under 'Casts') along with the recording of today's webcast. It should be available within 24 hours.

### Audience Question:

Q: How different is this from Yahoo Pipes?

A: JackBe has many differentiators from consumer-oriented mashup solutions like Pipes including security (we are certified for DoD-grade use), governance (we integrate with SOA registries/repositories), a Enterprise Mashup Markup Language for extremely advanced mashups, and a mashup server that can be put inside your data center. Pipes tends to focus on RSS-based data sources, has limited security features, and no domain-specific language.

### Audience Question:

Q: How are mashups different from dashboards that have been around for a while?

A: Mashups are about the assembly of data, so they include data access capabilities and data security features. Mashups also emphasize 'web 2.0' style collaboration, so you'll see mashup sharing/tagging features. Finally, mashups can be delivered to any output/destination, so you can expect the same mashup to be available in a portal, in a dashboard, on a mobile phone, or in a spreadsheet. In short, dashboards are a great destination for mashups; they overlap logically, but not in practical sense.

### Audience Question:

Q: Why does IT have to do the mapping and not the user? who would know the mapping?

A: The answer differs depending on the organization, including the skills of the people in IT and the business unit, and the type of mapping (or 'mashup making') you are considering. Business users are becoming more technically-savvy every day. So the answer also depends on how far in the future you are thinking of starting your mashup program.

### Audience Question:

Q: Could you try and differentiate the mashups from traditional portlets?

A: First, I should point out that Mashups can be published as a JSR-168 compliant portlet. But more importantly, Mashups can be published BY THE USER as a portlet, as a spreadsheet, to a mobile phone, etc. Traditional portlets are crafted by portlet expert (i.e. programmers) and don't give the creator the same broad set of destinations.

### Audience Question:

Q: You said this works with the existing security. Does it work with LDAP? Does it work with Active Directory?

A: Yes and yes!

### Audience Question:

Q: does it integrate with MS SharePoint server?

A: Yes! In fact, we're just about to publish examples and a how-to guide on our Mashup Developer Community (at [www.jackbe.com/dev/](http://www.jackbe.com/dev/)) later this week. Send Jess an email ([jess@jackbe.com](mailto:jess@jackbe.com)) and we'll notify you when that info is published.

### Audience Question:

Q: You said this works with the existing security. Does it work with LDAP? Does it work with Active Directory?

A: We take mashup security EXTREMELY SERIOUSLY. JackBe has mashup implementations with the Defense Intelligence Agency as well as the Defense Information System Agency (DISA). So we have advanced features like certificates and encryption as well. And we are PL3 certified by the DoD. It's safe to say that we are the most secure mashup solution available.

### Audience Question:

Q: Is a demo version available?

A: Yes! The Presto Developer Edition is available from our Mashup Developer Community at <http://www.jackbe.com/dev/>. Sign-up only requires an email address. And there's over 40+ videos to help you get started mashing. And if you have a question, you can reach out to our mashup experts (including John and Americo) in the Forums.

### Audience Question:

Q: How does the protocol (transport or security) conversion happen? Is the developer responsible for it or does the mashup platform takes care of it? What i meant was when we talk about using the same mashup on different platforms/channels.

A: The Mashup platform takes care of protocol. The mashup platform handles the formatting appropriate to each of those destinations/channels. So we put the mashup data out in SMS or as an iPhone app for mobile devices. for

example. We produce a portlet or RSS feed for the portal or dashboard.

**Q:** But the developer is still responsible for visual formatting so it fits different platforms (web, wireless devices etc) - right?

**A:** Yes, I'd say there's a bit of visual tweaking you might want to do. We like to think we make that as painless as possible.

**Audience Question:**

**Q:** Does this technology integrate with any of the commercial ESB vendors (TIBCO, IBM, Oracle Fusion etc)..?

**A:** Yes. ESB-based services can be used as mashup inputs. In fact, SOAs often serve as the single best source of mashable sources!

**Audience Question:**

**Q:** How does it integrate with SAP ERP & SAP BI? Do we need additional connectors to talk to SAP?

**A:** SAP ERP does have service-enabled modules, so they can be used as mashup inputs. In addition, mashups could be published back into SAP Portal (as mashup portlets) or SAP NetWeaver (as mashup services).

**Audience Question:**

**Q:** Can widgets only be viewed on web browsers or is there support for programmatically accessing widget data from .NET or Java?

**A:** Yes, we have APIs so published mashups can be accessed through Java, JavaScript, .NET, and RIA tools Flash/Flex and Silverlight.

**Audience Question:**

**Q:** Can a business user mashup specific content from existing web pages? What tools support that? Do they have to be experts in HTML?

**A:** Traditionally, 'web clipping' can be used to make web content into a 'mashable' format. More recently, many web content management systems produce RSS- or XML-format versions of all web content, which are very mashable.

**Audience Question:**

**Q:** Does this technology has connectors to Oracle database 9i?

**A:** Yes! Oracle 9i and the newer stuff too. Take a peek at [http://www.jackbe.com/news\\_events/jb\\_press\\_release\\_111207.php](http://www.jackbe.com/news_events/jb_press_release_111207.php) for a summary.

**Audience Question:**

**Q:** What kind of things NEED to be done via API instead of visually?

**A:** Great question! Truthfully, visual mashup creation is powerful but has it's limits when it's comes to or the newer destination formats (iPhone, widgets, etc.). That's why we have both a visual mashup creator and a 'Studio' (an Eclipse plugin).

**Audience Question:**

**Q:** Is a Visual Studio plugin also available?

**A:** Not yet! But we have APIs that support mashup consumption/creation from .NET environments (Viz Studio, Exel macros, etc.).

**Audience Question:**

**Q:** Can the Presto server be clustered for redundancy?

**A:** Absolutely.