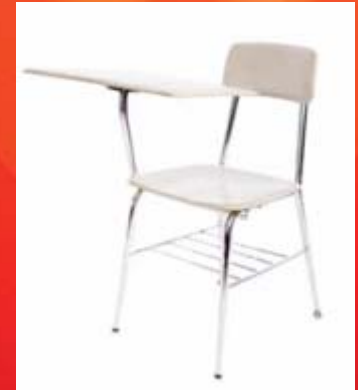


JACK BETM
the user is the killer app

'A Beginner's Guide to Enterprise Mashups'

Day 1 of
Free Mashup
Training



John Crupi, CTO

john.crupi@jackbe.com



Our Objective Today

To provide an introduction to and examples of Enterprise Mashups.

About JackBe

"JackBe's Presto series of enterprise mashup solutions is one of the most complete and compelling solutions available today for organizations that want to move the excitement and results of the consumer mashup story into their day-to-day business."

Dion Hinchcliffe, Web 2.0 industry analyst and founder of Web 2.0 University



Best Enterprise Mashup Platform

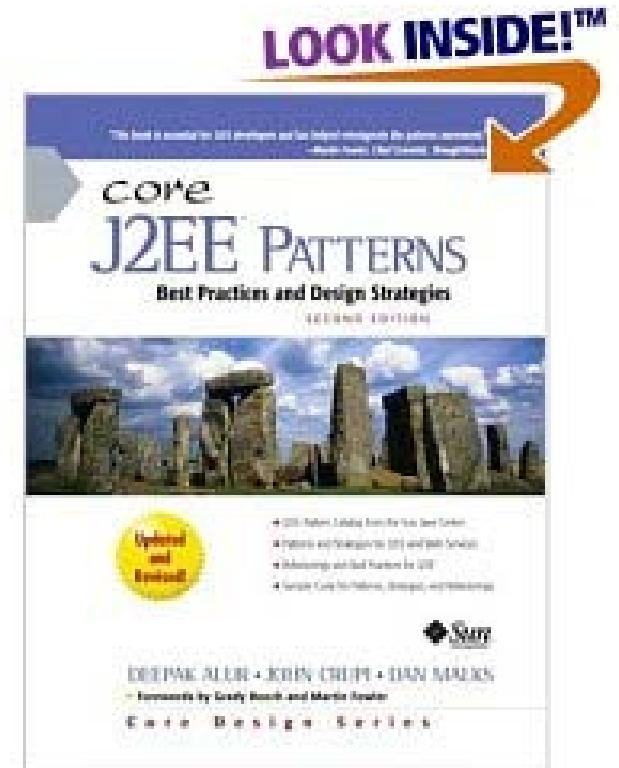


i-flex solutions



Your Teachers

- John Crupi
 - CTO (Chief Talking Officer)
 - Ex-CTO, SOA Practice, Sun Microsystems
 - Co-author Core J2EE Patterns
- Matt Triner
 - Senior Sales Engineer
 - Demo Master



Agenda

- What do the experts say about mashups?
- ‘Consumer’ mashups
- Mashups from the enterprise perspective
- How organizations are using enterprise mashups today
- Demos
- Q&A

Gartner on Mashups in the Enterprise

Top 10 Strategic Technology Areas

1. Green IT
2. Unified Communications
3. Business Process Modeling
4. Metadata Management
5. Virtualization 2.0
6. Mashups & Composite Apps.
7. Web Platform & WOA
8. Fabric
9. Real World Web
10. Social Software

‘Create a vision, strategy and execution plan for building, using and integrating enterprise mashups.’

‘Evaluate enterprise mashups as a means to extend application delivery ‘

‘Look to dynamic applications and processes for mashup potential.’

‘Apply governance mechanisms to guide their effective use.’

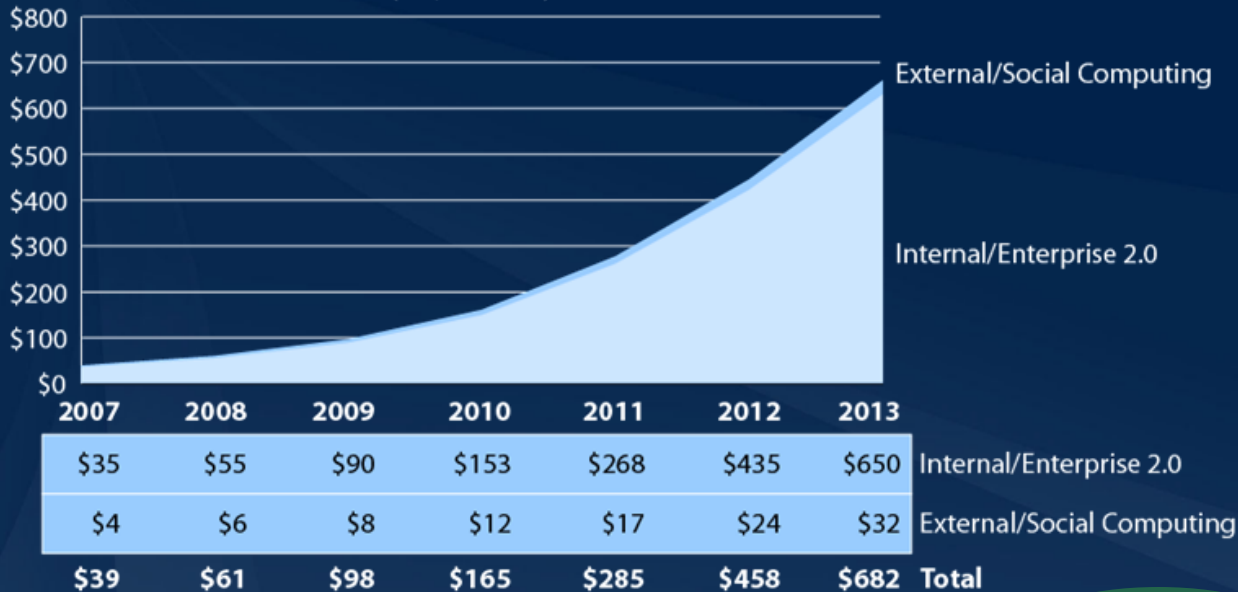
Gartner

Anthony Bradley

Forrester on Mashups in the Enterprise

By 2013, Forrester estimates mashups will be a \$682 million market

Mashups: Total annual sales
(US\$ millions)



'The extended mashup ecosystem will find a permanent home in the enterprise.'

Oliver Young

FORRESTER®

Consumers Latch on to Mashups

'A mashup is a website or application that combines content from more than one source into an integrated experience.'



The Enterprise is More Complex

Security

Governance

Performance

Propagating Credentials

Reliability

SSO

Entitlements

LDAP

Scalability

X.509

UDDI

Active Directory

Privacy

Corporate Portals

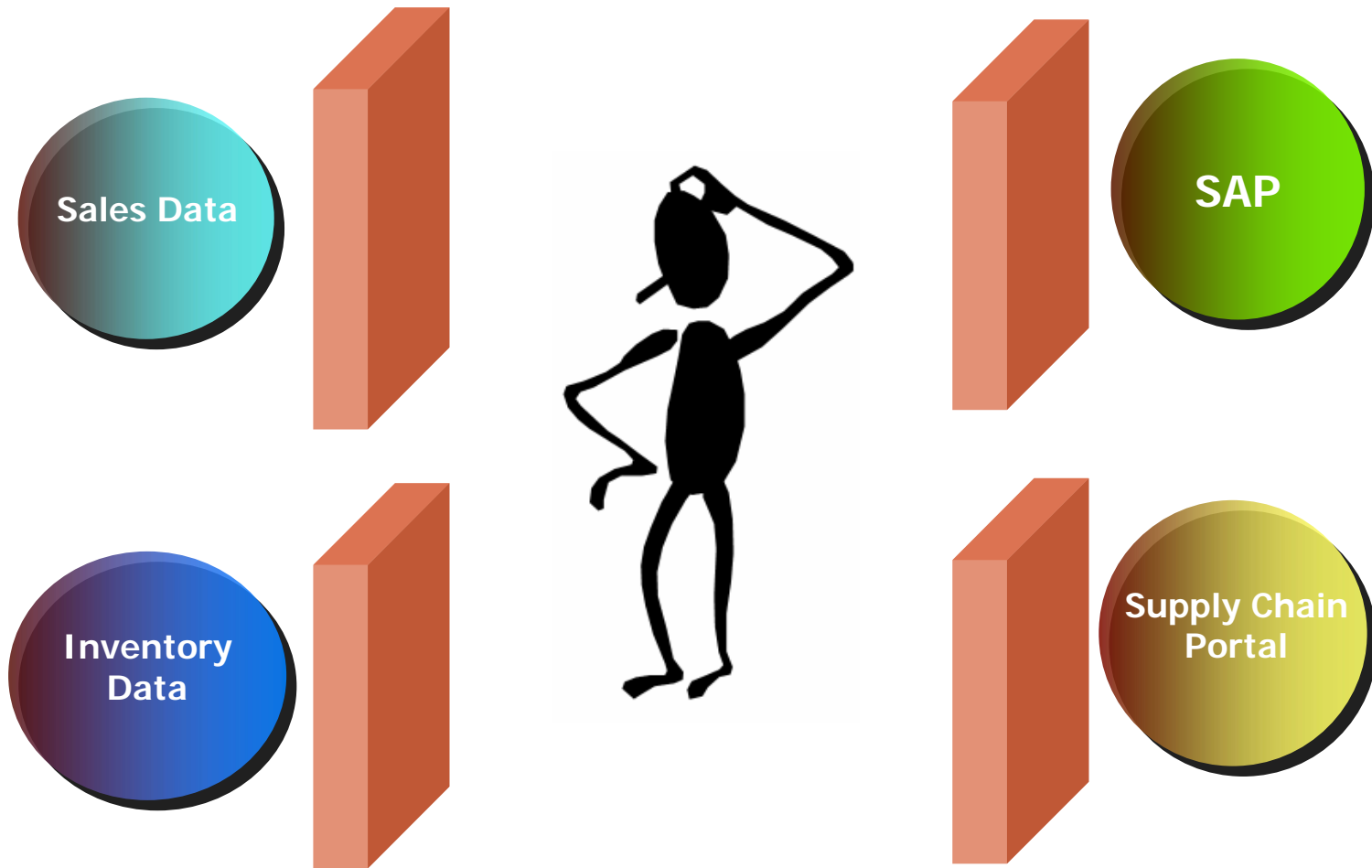
WSDL



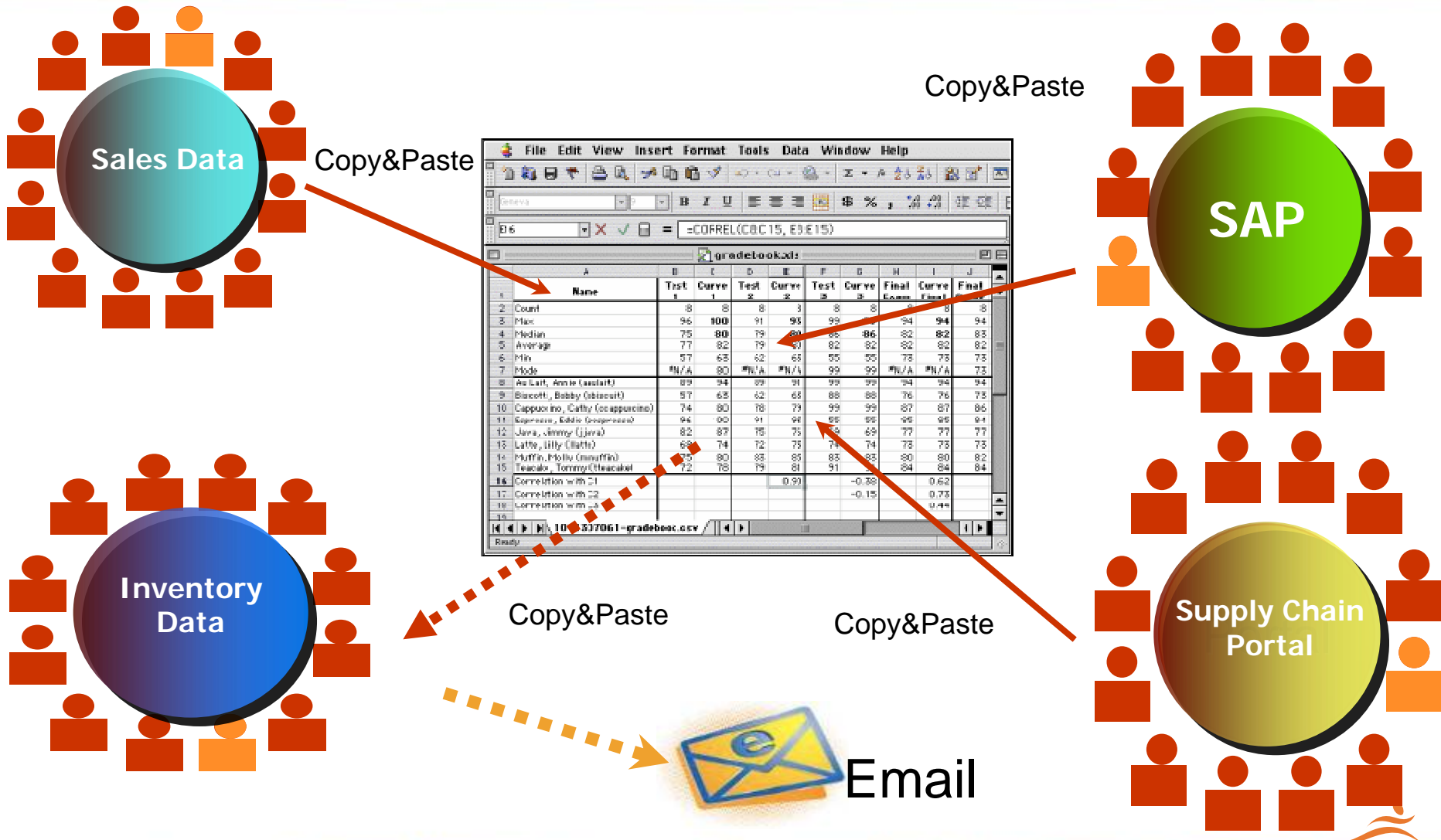
IT's Problem - Speed and Agility Demands

- Business is demanding **faster**...
- Business is demanding **more access**...
- Internal data needs to be **combined** with external data
- **Portals** are here to stay...

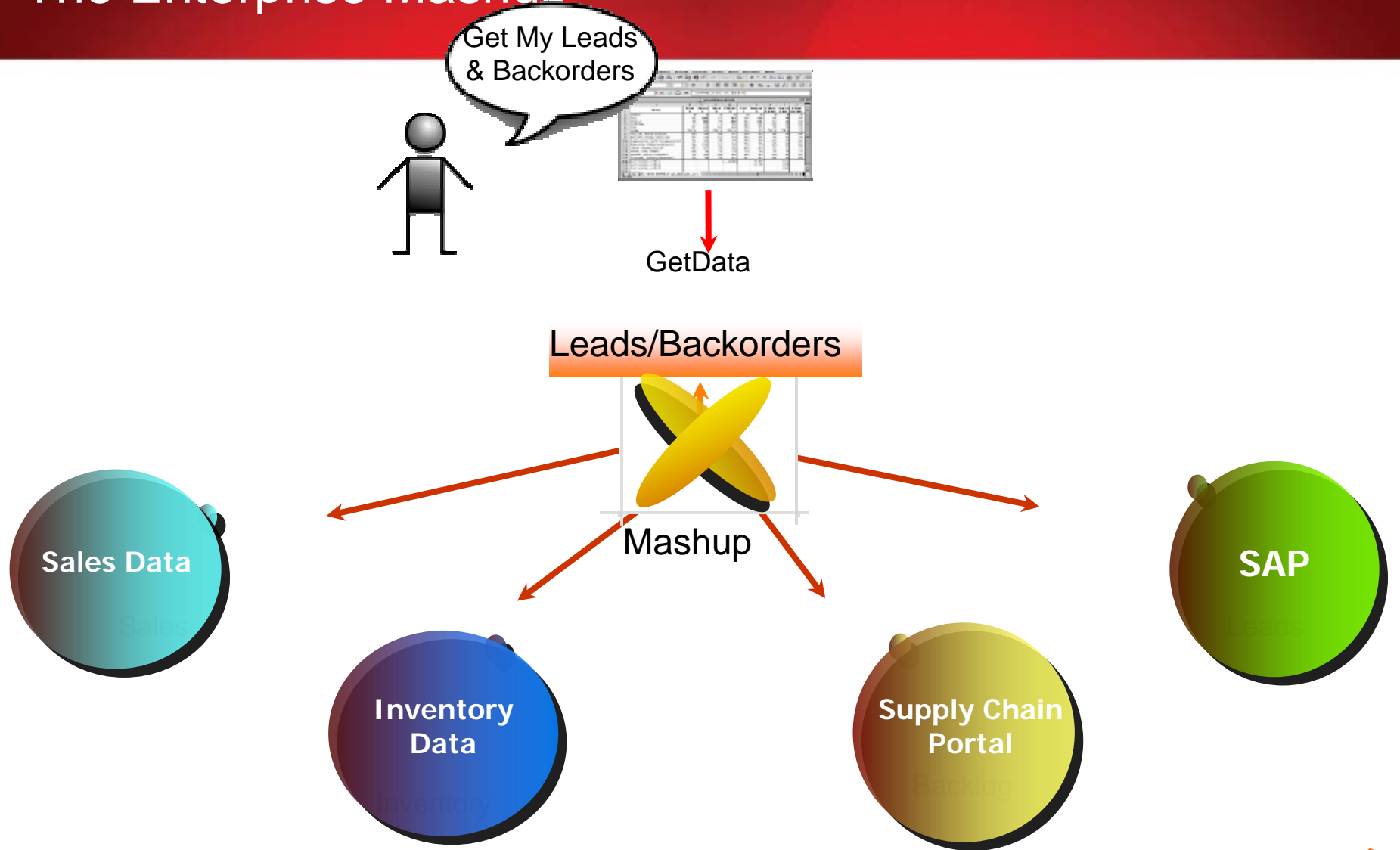
Business Users See Siloed Data



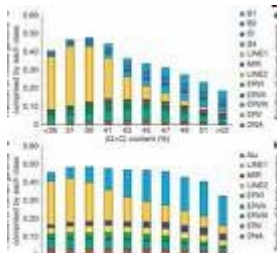
Spreadsheets: The Manual Mashup



The Enterprise Mashup



Common Mashup Use Cases



Competitive Analysis



Sales



Finance

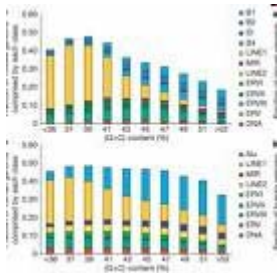


Marketing

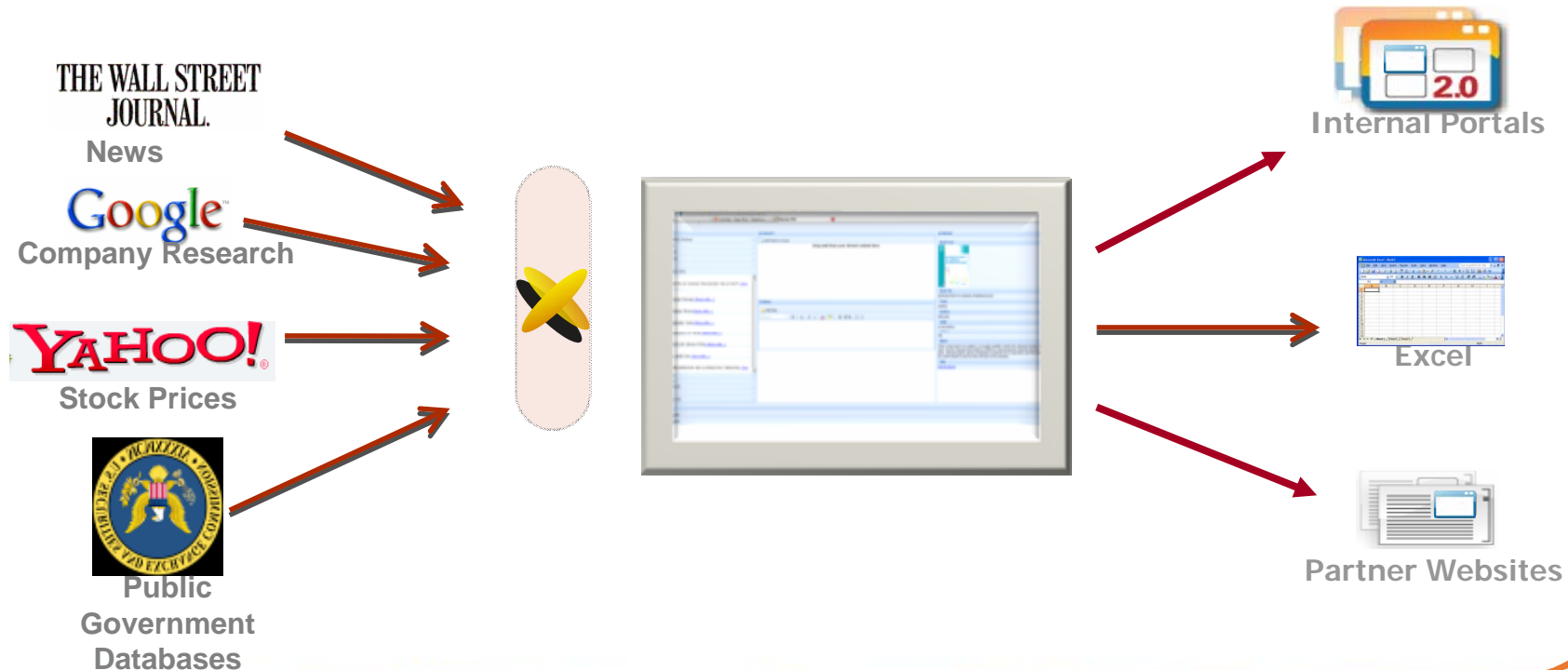


Human Resources

Competitive Analysis



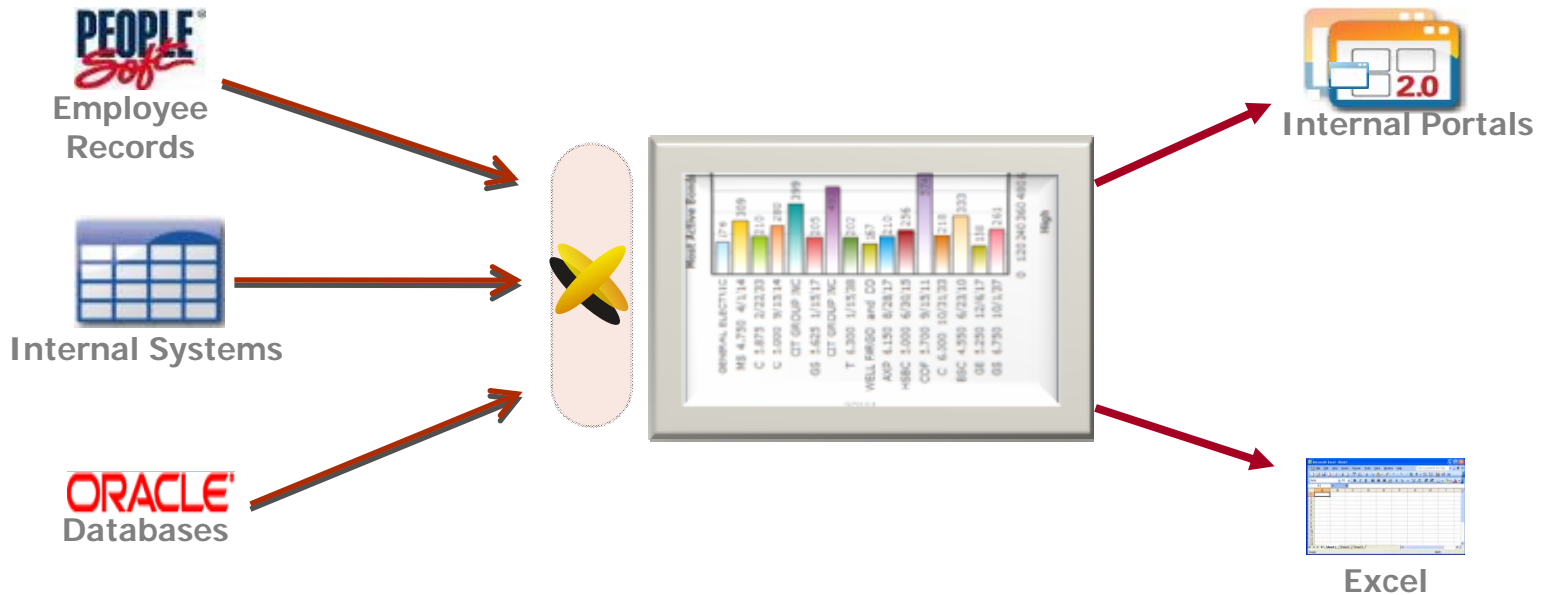
Companies need a solution that allows them to quickly monitor competitor's market offerings/positions using data from multiple internal and external systems.



Human Resources



HR is unable to track and measure management objectives and employee skill levels across the organization.



Client Prospecting

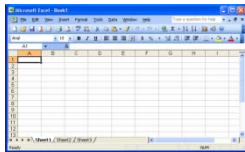


Customer facing professionals need better customer, prospect or vendor insight to define and execute more effective campaigns and promotions.

LinkedIn
Social Networking

salesforce.com
Success On Demand.
CRM System

HOOVERS
A D&B COMPANY
Database



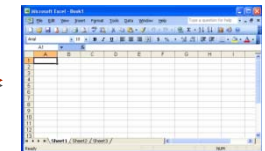
Excel



GENERAL ELECTRIC	378	187	178	100
4.7504/1/14	389	208	238	100
4.8728 2/22/12	310	193	181	90
3.000 5/15/14	280	204	217	70
TY GROUP INC	359	372	379	65
3.623 1/15/17	265	169	201	69
6.200 1/15/19	393	361	374	88
BELL FARGO S. CO	147	55	163	64
4.6.153 8/28/17	210	177	209	63
58C 3.000 8/30/13	236	204	228	61
COF 5.700 9/15/11	574	342	478	60
4.000 10/31/13	218	186	190	58
5C 4.355 8/23/10	333	228	270	58
4.5.250 1/28/17	118	118	140	56



Internal Portals



Excel

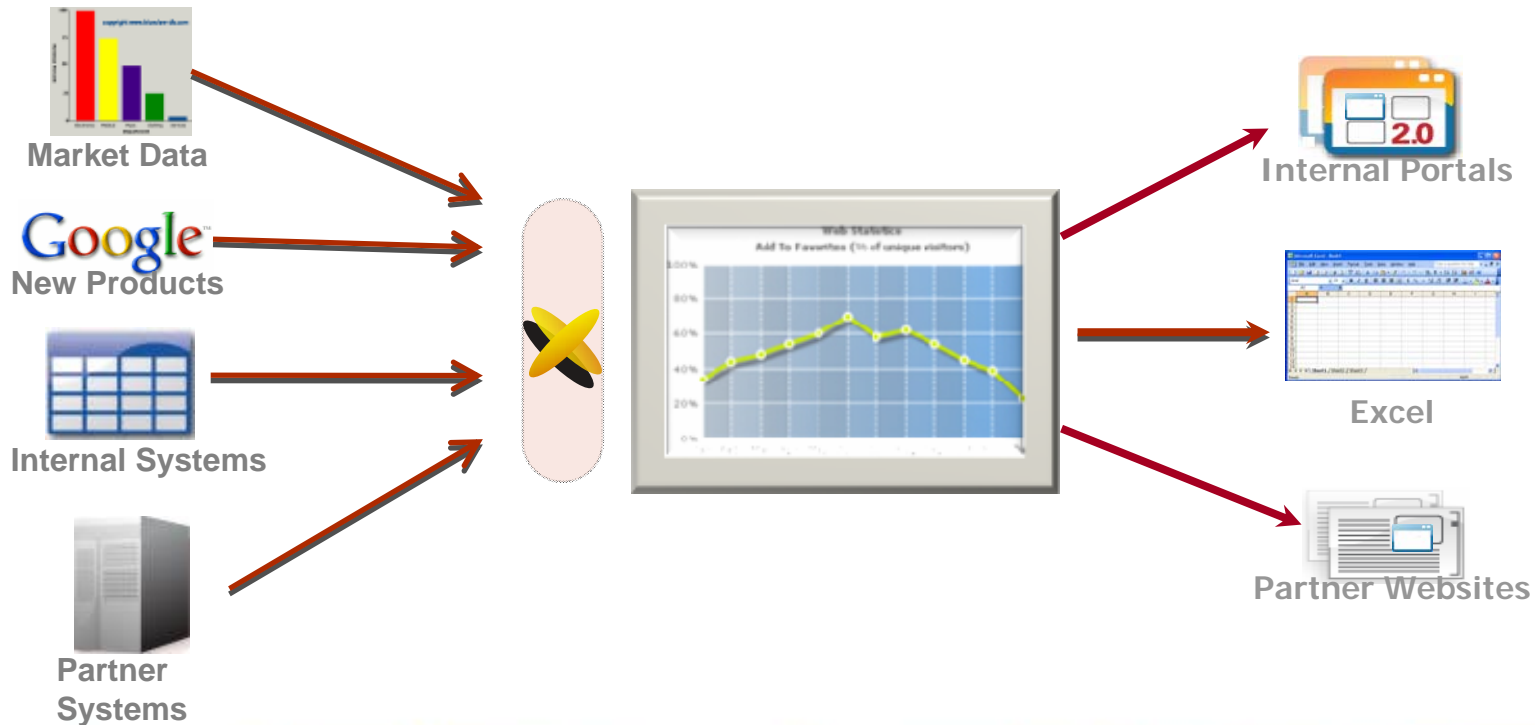


Partner Websites

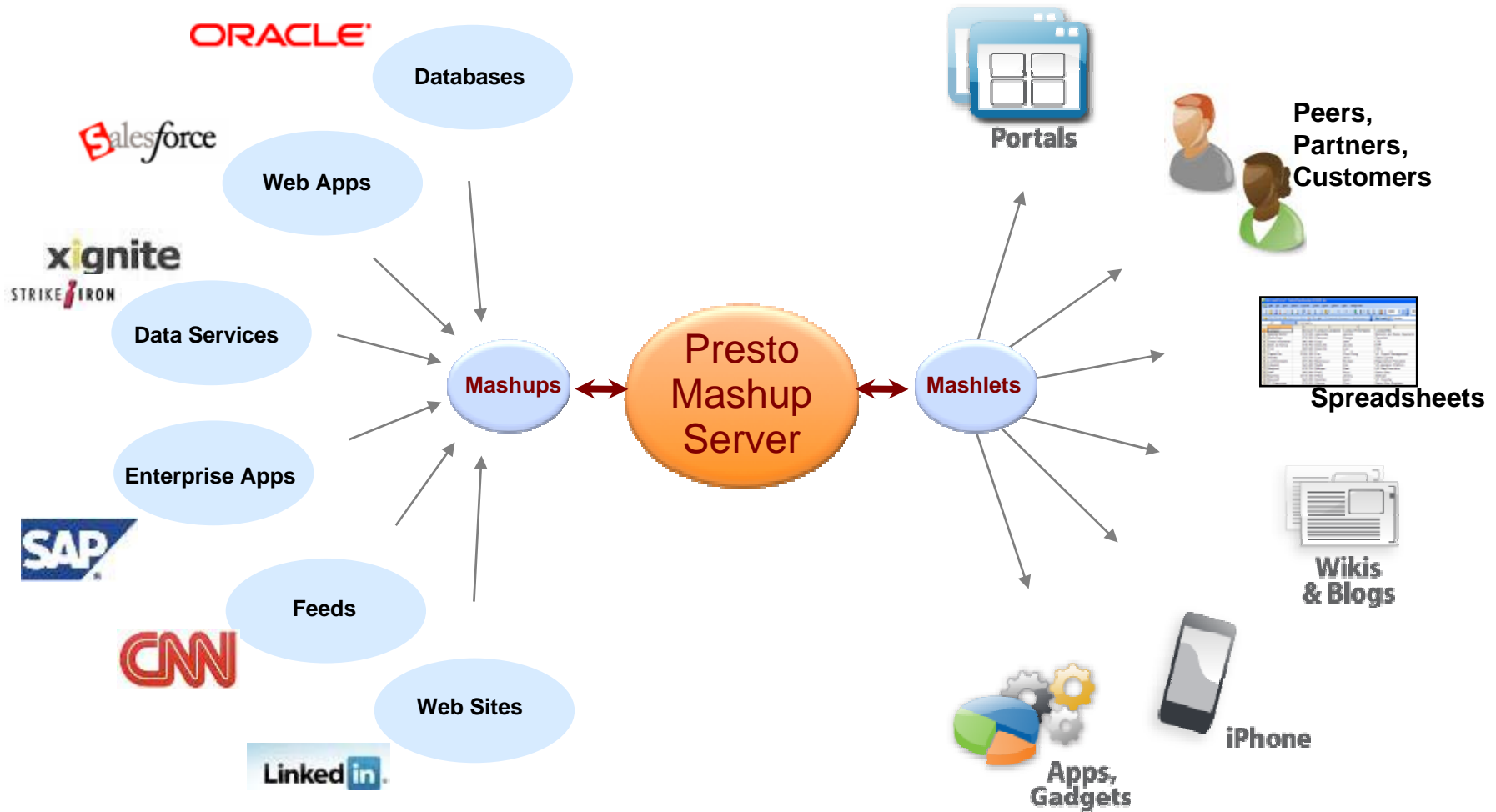
Product Development



Researchers need to collaborate with partners to identify new market trends.



The Typical Enterprise Mashup Ecosystem



Don't forget about Day 2 and Day 3 of Mashup Training!



Mashup Training Continues with:

Day 2: Tools for Enterprise Mashup Makers



Day 3: Making Enterprise Mashups Mobile



Today's Lessons Lessons Coming Soon

Make sure you're keeping up with our **'Learn from the Experts'** series as well.

Go to jackbe.com to learn more about Enterprise Mashups



Videos



Newsletters



Demos



Self
Assessment



Evaluation
Software

The Enterprise Web 2.0 Blog

All about Enterprise Mashups and related Enterprise Web 2.0 technologies. Brought to you by JackBe, the folks who actually do this cool stuff.

Blogs



Whitepapers

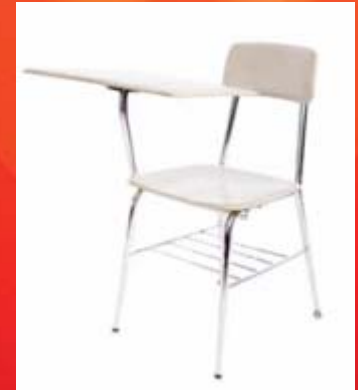


Case Studies

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Thank you for attending!