

Day 3 of Mashup Training: Tools for Enterprise Mashup Makers

8/28/08

Audience Questions and Answers

Q: Does JackBe have some pre-built widgets ?

A: We're gonna show mashlet-making right now. You'll see that we have many pre-built mashlet templates.

Q: Can you demonstrate placing this mashlet in a portal?

A: Yes! I believe Matt will be doing that in the next demo.

Q: Can you demonstrate placing this mashlet in a portal?

A: And if you want to see more, we have a demo of mashlets in a portal on JackBe TV, our video website:
<http://www.jackbe.com/tv/#action>.

Q: Can you turn off the viral nature of the widget?

A: Absolutely. All of those embed/sharing options can be disabled on a per-mashlet basis.

Q: So, the mashups are a way for an individual in an enterprise to get what he wants from IT which he couldn't get because building an app for a single instance isn't cost effective for IT. But then you say that once the mashlet is built, thousands of users can use it. Sound like circular justification.

A: Not circular. As we said on Day 1, the 'use path' often begins as a personal use mashup. But we've seen many of our customers then immediately want to let their mashup-creators share with their peers. That's the real power of Web 2.0 stuff like mashups/mashlets.

Q: So, in a certain way, you are turning the user base into a global IT development unit.

A: Yes! That is the essential nature of Web 2.0. I think Time Magazine's Person of the Year in 2007 was 'You', based upon Web 2.0 stuff like wikis, blogs, and mashups.

Q: So, in a certain way, you are turning the user base into a global IT development unit.

A: But it is important to remember that IT guides this entire process. They provide the security, monitoring, and governance of this infrastructure. They also create mashups for their own use and, in some cases, create them for non-technical user communities as well.