

# Presto 2.0

## The Enterprise Mashup Platform

"The monetary impact on the organization of wasted time is anything but small – For instance, an organization employing 1,000 knowledge workers loses \$5.7 million annually just in the time wasted by employees having to reformat information as they move among applications." - IDC 2006

Today, the complexity of finding and assembling data is compounded by the increasing number of disparate internal and external sources which contain the data needed to make critical decisions.. Organizations that continuously provide innovative information solutions for their knowledge worker's daily tasks save time and money, make better business decisions, and reduce missed opportunity costs. Enterprise Mashup solutions are the next generation of information technology that embraces the user-focused and collaborative style of Web 2.0 technologies. When companies take advantage of enterprise mashups, their business users can share, collaborate, and quickly gain new insights that drive growth and innovation.

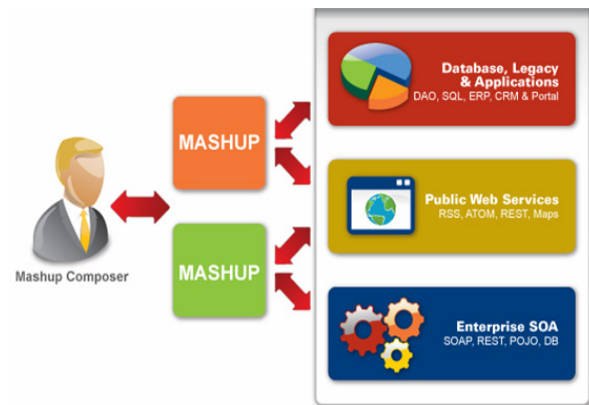
### Empowering Users with Enterprise Mashups

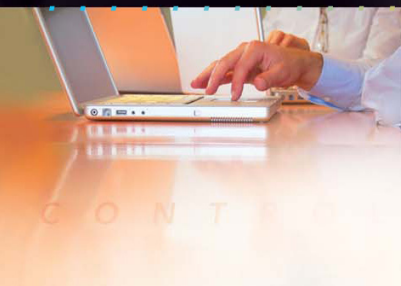
Information critical to decision-makers is often spread across CRM, billing, operations, accounting applications, partner systems, ERP, ECM, and proprietary repositories, making it a challenge for knowledge workers to effectively gather and process information at a rapid pace. Users resort to ineffective measures such as cut-and-paste, with results often emailed among peers.

Enterprise mashups allow users to streamline their information gathering and sharing activities, employing a collaborative Web 2.0 solution that makes them the center of the solution.

Mashups allow you to build applications that meet business users' immediate needs – faster and better than before. Here's a few reasons why you should mashup:

- **Access information faster.** Mashups access and combine data faster than any other method, avoiding complex APIs and middleware and leveraging information that is easy to access. For certain business scenarios where speed is critical, mashups are your fastest way to get to critical business information.
- **Empower business users.** Mashups give business users the ability to assemble business data in response to ever-changing business requirements.





## MASHUPS EVERY COMPANY NEEDS

**Customer Service:** Mashup your call center application with package tracking. Lower call times and improve customer satisfaction.

**Client Prospecting:** Give your sales reps easy and instant access to both internal CRM and D&B ratings, Google news, even Plaxo and LinkedIn contacts.

**Human Resources:** Mashup your internal job postings with external resume services. Dramatically improve candidate sourcing, and gain a real-time view of the talent market.

**Competitive Analysis:** Give your managers instant access to competitive intelligence – announcements, news, marketing campaigns even competitive pricing benchmarks.

**Community:** Mashup your product defects system with customer blog comments. Close the gap between internal and customer views of your product.

**Research:** Mashup the medical, scientific or law research data that's in the outside world with your own internal work.

**Decision Dashboards:** Mashup your product specifications, revenue planning, and product information with other products in the market.

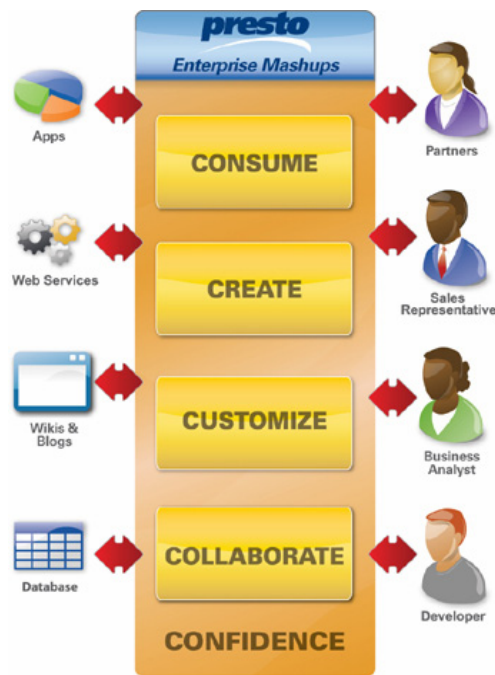
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- **Immediate interaction with data.** Mashups are micro-applications that let interact with the data from within any Web or Portal environment.

## Presto: An Enterprise Mashup Solution

JackBe's Presto is an Enterprise Mashup platform that combines the productivity and efficiency of mashups with the security and governance required in the enterprise. Presto enables application developers and end users to experience self-service data access through enterprise-grade mashups to make more effective decisions and independently complete daily tasks.

Presto supports all parts of the mashup lifecycle. Presto empowers application developers and users to **consume** information services from internal and external sources, **create** new information answers, **customize** the results to their need, **collaborate** with peers by sharing the results in an efficient way, and doing so within a secure and governed **confidence** framework.



Only JackBe Presto offers a complete enterprise mashup platform that is:

- **Open:** Presto is agnostic to both front-end interfaces/applications and to back-end data sources. This means Presto works with practically any portal, application, middleware, and data source. Plus, Presto features robust APIs and a standards-based mashup language (EMML) for robust enterprise mashup needs.
- **Powerful:** Presto provides tools for both business and technical users. Presto Wires is a visual mashup composer that features business analyst-driven capabilities; developers can use Presto Studio, a full-featured Eclipse plug-in for mashup creation. Plus, since Presto is a server-based mashup solution its performance is unmatched by browser-based mashup tools.
- **Governed:** Presto puts the power to share mashups into user's hands with easy-to-define access rights. But Presto allows IT to retain the ability to secure, govern, monitor and manage the underlying enterprise data asset infrastructure. Presto drives reuse and adoption by putting a face on services from sources like SOAs that allows end users to quickly and flexibly leverage services and data within actionable mashup applications.

Presto delivers enterprise mashups on a high performance server platform purpose-built to scale to meet enterprise requirements. Presto consists of three major elements: Presto Server for runtime service virtualization, Presto Composers for mashup creation and Presto Connectors to integrate with your infrastructure.



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## PRESTO CUSTOMER SUCCESSES



Project Overwatch is a Defense Intelligence Agency (DIA) mashup that integrates multiple intelligence sources into an intelligence asset dashboard for the real-time data analysis.



Citibank uses Presto to power a series of next-generation Web applications for Tax Collection, Credit Workflow, Branch Management, Insurance Quoting/Sales and eBanking.



Nutrisystem uses Presto to improve their Web-based order applications, giving their customers a better self-service experience.

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### Presto Server

Service Virtualization, Security and Collaboration

Presto Server delivers is a service virtualization solution, creating source-neutral services that are easy to find; easy to combine; and easy to share. Presto Server is the glue that connects users to mashups, enabling today's Enterprise 2.0 applications to work efficiently in the browser. Presto Server includes:

- **Mashup Engine** provides dynamic runtime processing for mashups.
- **Service Access Engines** provides access to all popular data sources including RSS/ATOM, Database, REST, WSDL/SOAP..
- **Virtualization Management** enables disparate mashup sources to be exposed while obfuscating complexity from the user.
- **Enterprise Mashup Markup Language (EMML)** provides an open, declarative XML-based dynamic mashup language for rapid mashup creations.

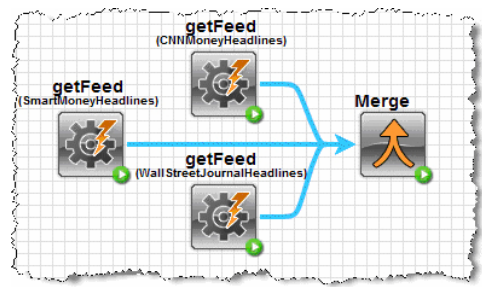


### Presto Mashup Composers

Simplified Mashup and Mashlet Creation

Presto provides two unique tools to enable business and technical users to create mashups.

- **Presto Wires** is a browser-based drag-and-drop visual mashup composition tool for IT and business users.
- **Presto Mashup Studio** is an Eclipse plug-in providing programmers complete control to design, test, debug and deploy mashups.



And along with these user tools mashups can now be exposed as reusable enterprise widgets. **Mashlets** are enterprise widgets that give mashups a portable, sharable user interface. Presto ships with 20 different visualization mashlets and can be enhanced with many more.

### Presto Mashup Connectors

Integration with Your Infrastructure

The family of Presto Mashup Connectors connects your Presto mashups to standards-based third-party tools that enable faster, safer mashups. Through interfaces like WSRP and GIF, JackBe has created bi-directional connectors from Presto to standards-compliant enterprise applications including HP SOA Systinet, Oracle Fusion, Microsoft Excel and other important enterprise tools.

- The **Presto Connector for Excel** allows users to consume mashups into Excel and publish spreadsheets as mashup services directly from Excel.



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## HOW TO GET STARTED WITH MASHUPS

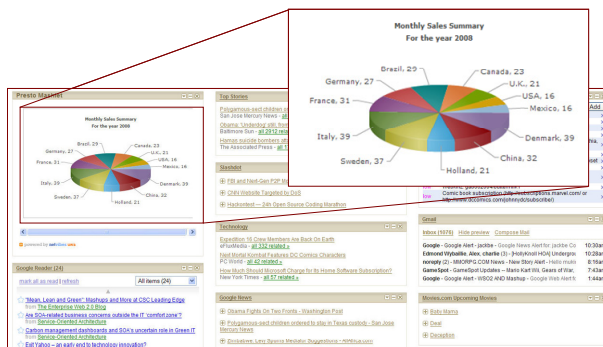
**Read** leading business publications such as BusinessWeek, The Economist and McKinsey Quarterly to learn the benefits of enterprise mashups.

**Tune In** to JackBe TV ([www.jackbe.tv](http://www.jackbe.tv)) for extensive product demonstrations and customer case studies.

**Download** Presto for a free 60-day trial and try it yourself.

**Build** the mashups your company needs, such as the five outlined above, and additional [industry-specific](#) mashups.

- The **Presto Connector for HP SOA Systinet** automates the sharing of SOA governance information between HP Systinet and Presto, ensuring mashups are first-class SOA citizens.
- The **Presto Connector for Portals** lets users publish Mashlets directly to leading portal platforms including IBM, BEA and Oracle.
- The **Presto Connect APIs** provides mashup connectivity to for Java, JavaScript, and C# developers.
- The **Presto Event Connector** enables mashups to subscribe or publish to JMS queues.



A Sales Mashlet in an Enterprise Portal

### New in Presto 2.0

Presto 2.0 features new tools that make it even easier to build and reuse enterprise mashups:

- **Mashlets** – embeddable widgets that give mashups a user interface, can now be easily placed in any enterprise portal. And Presto comes with over 20 out-of-the-box Mashlets.
- **Wires** – JackBe’s innovative visual mashup composer now lets business analysts wire together their own mashups in a fast and agile way.
- **Mashup Studio** – gives developers complete lifecycle access to Presto and the underlying EMMML from within Eclipse™).

### About JackBe

JackBe ([www.jackbe.com](http://www.jackbe.com)) delivers enterprise mashup software that empowers application developers and users to create, customize and share enterprise mashups for faster decisions and better business results. Our innovative enterprise mashup platform, Presto, provides a dynamic integration approach to building enterprise mashup applications faster, leveraging internal and external data, while meeting the toughest enterprise security and governance requirements. JackBe has deployed Enterprise Web 2.0 solutions for over 4 million users in the financial services, government, consumer goods, healthcare and telecommunications industries. Notable customers include Citigroup, the Defense Intelligence Agency, and Nutrisystem.

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