



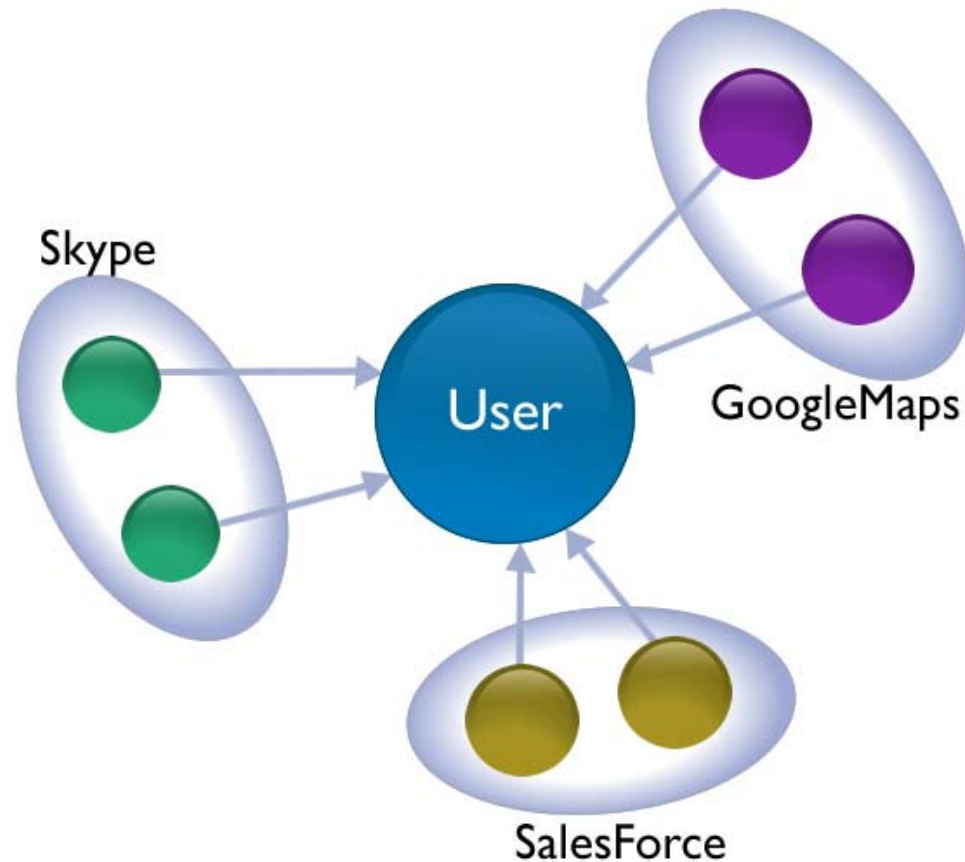
People: The Ultimate Mashup

Near-Time

- Cross-Organizational Collaboration
- Web 2.0 Platform for SMB & LOB
- Thousands of organizations in over 40 countries
- Powering data mashups content exposed through RSS and Atom
- Developing federated identity solutions to enable people mashups

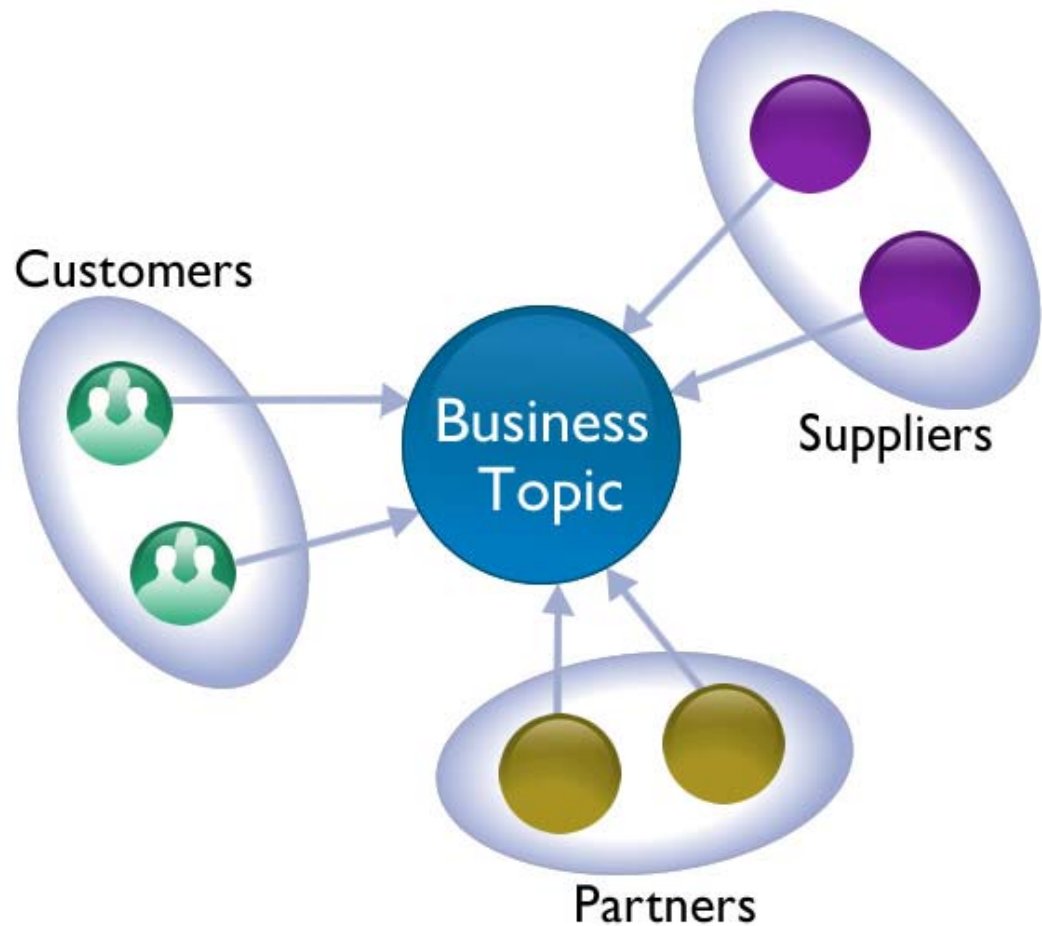
Data Mashups

- Integrating information across systems and services



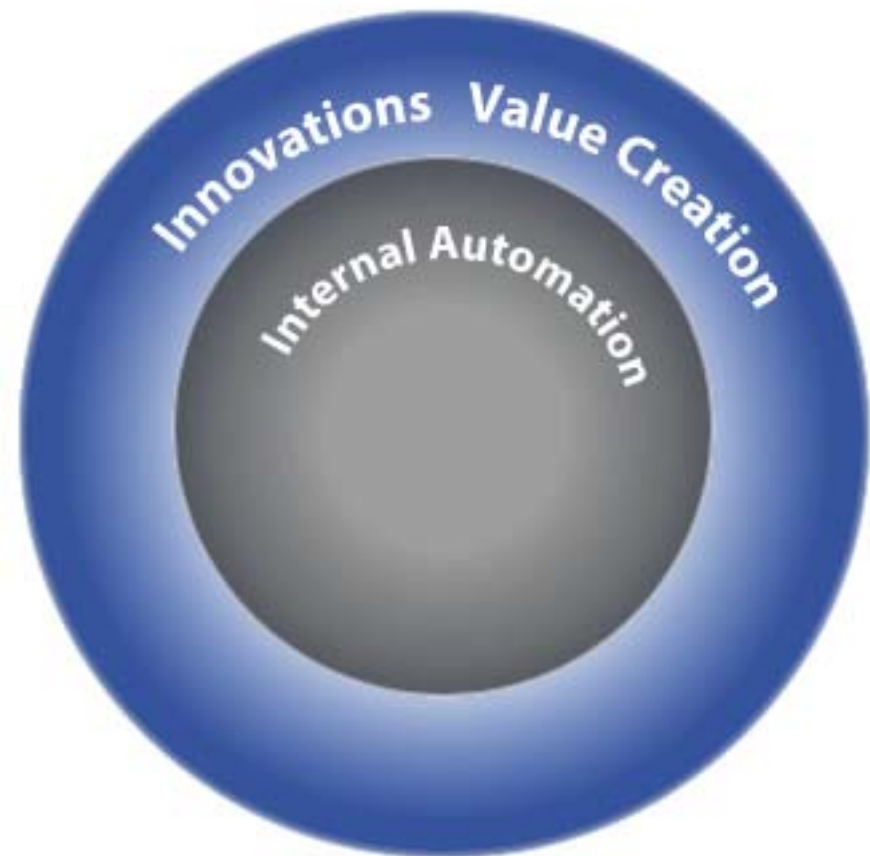
People Mashups

- Bringing people together across organizations



Life on the Edge

- The edges of an organization is where tomorrow's value is created
- Almost no infrastructure
- Email predominates,
- yet broken



Crossing the DMZ

- Can't be behind everyone's firewall
- Must accommodate small and large players
- Must accommodate dynamic
- ad-hoc relationships
- No single authority
- Requires federated
- notion of identity



Trust but Verify

- Leverage Open ID
- Supports diverse needs
 - use our service or 3rd party
 - use internal LDAP, etc
 - w/ Open Id gateway)
 - mix and match
- Support dynamic provisioning
- Extending for group semantics

