

Collaborative Strategies

Collaborative Technology Analysts and Consultants since 1990

Mash-Up Panel for Enterprise 2.0 2007

Panel Chair

David Coleman

Managing Director

Collaborative Strategies





Panelists

- Ajay Gandhi, Director, Emerging Products, BEA Systems
- Eric Hoffert, CEO ShareMethods
- Lee Buck, CTO Near-Time
- Rod Smith, Vice President, Emerging Technologies, IBM Software
- Format: 5 minutes talk, 5 minutes demo



Mash-ups: Background

Mash-up takes < day; Integration > day

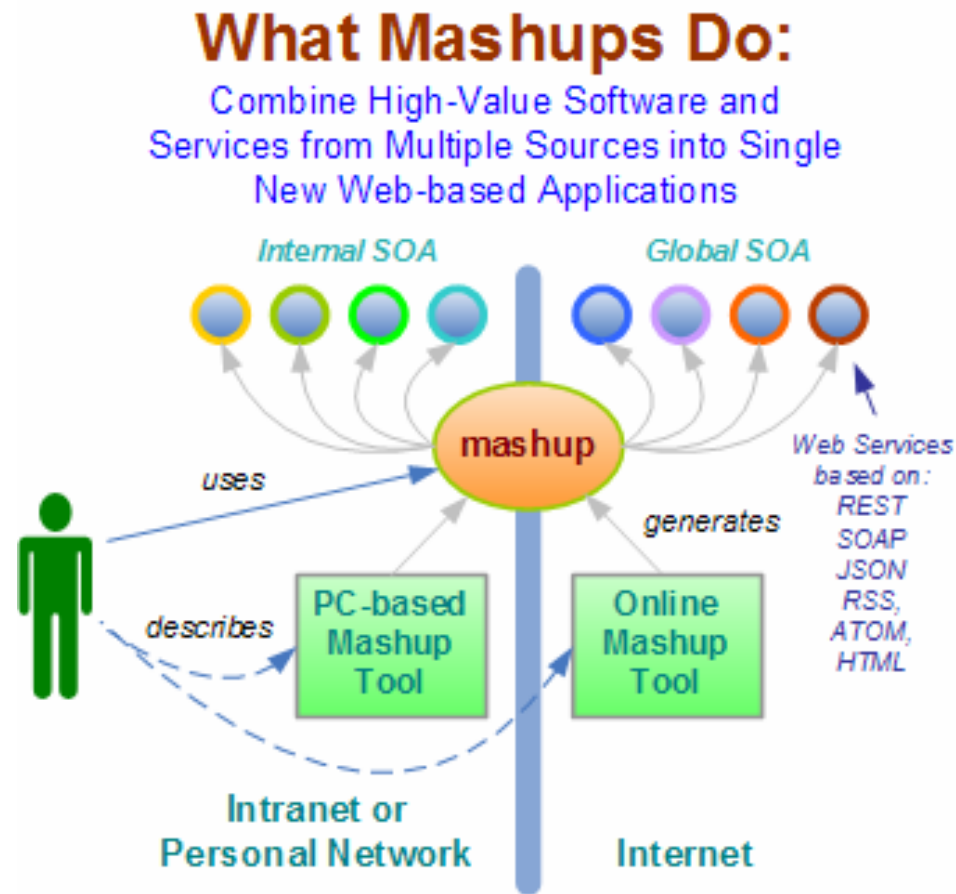
- John Musser's Mashup Feed 2.63 mash-ups/day
- Rafe Needleman estimates 7-10 mash-ups a day
- Music Industry Term (DJ Plays 2 songs together)
- Data/Content or programs combined in a new way
- Widgets:
 - “Embeddable chunks or reusable code. Widgets are also known as modules, snippets, and plugins. Widgets can be written in HTML, but also in JavaScript, flash and other scripting languages that will be run when the page is called.”
 - WidgetBox.com
 - Snipperoo Widget Directory
 - Clearspring – Widget syndication
 - Sexy Widget (blog)
- Mash-up Backbones
 - Salesforce.com (AppExchange)
 - WebEx (now Cisco) Connect



“Self Service” Trend

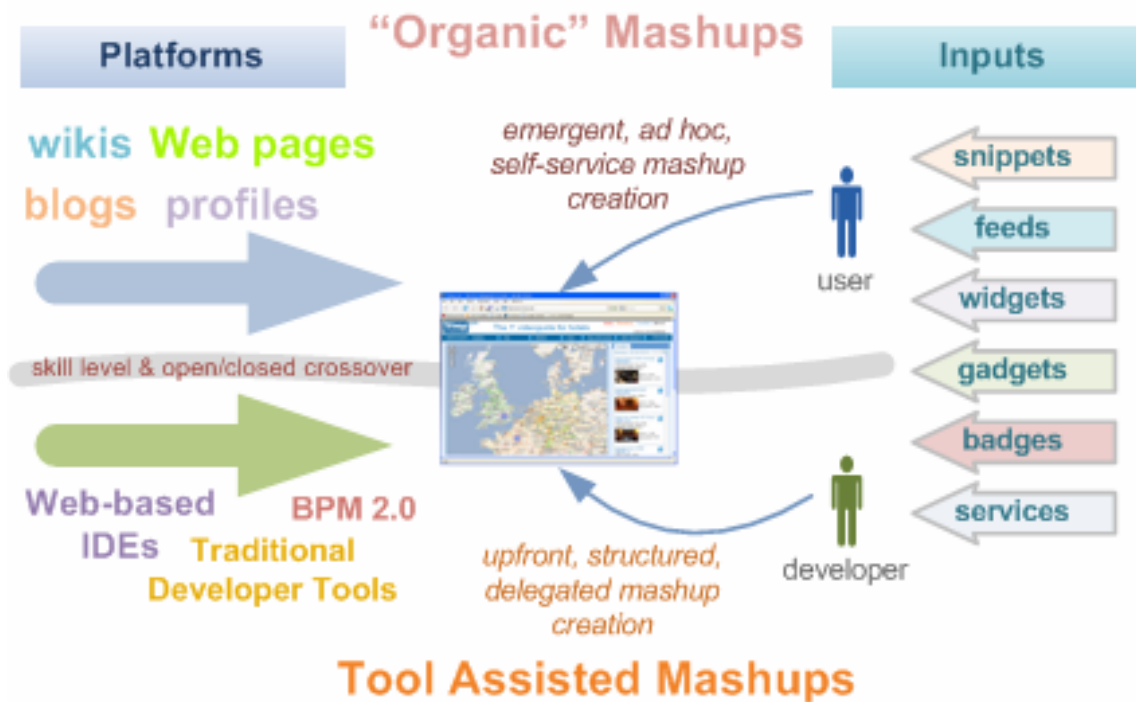
- The end user understands their problem better than any vendor will, so why can't they design, build and deploy the application (solution) for it.
- Don't want to go to IT want to be their own “hero”, customize it for their situation
- Collaboration vendors starting to respond –
 - Open Xchange
 - eProject (6)
 - SiteScape v7
 - WooFu (online forms and database)
 - Qwaq (3D rooms for interaction)

Mash-up Mechanics



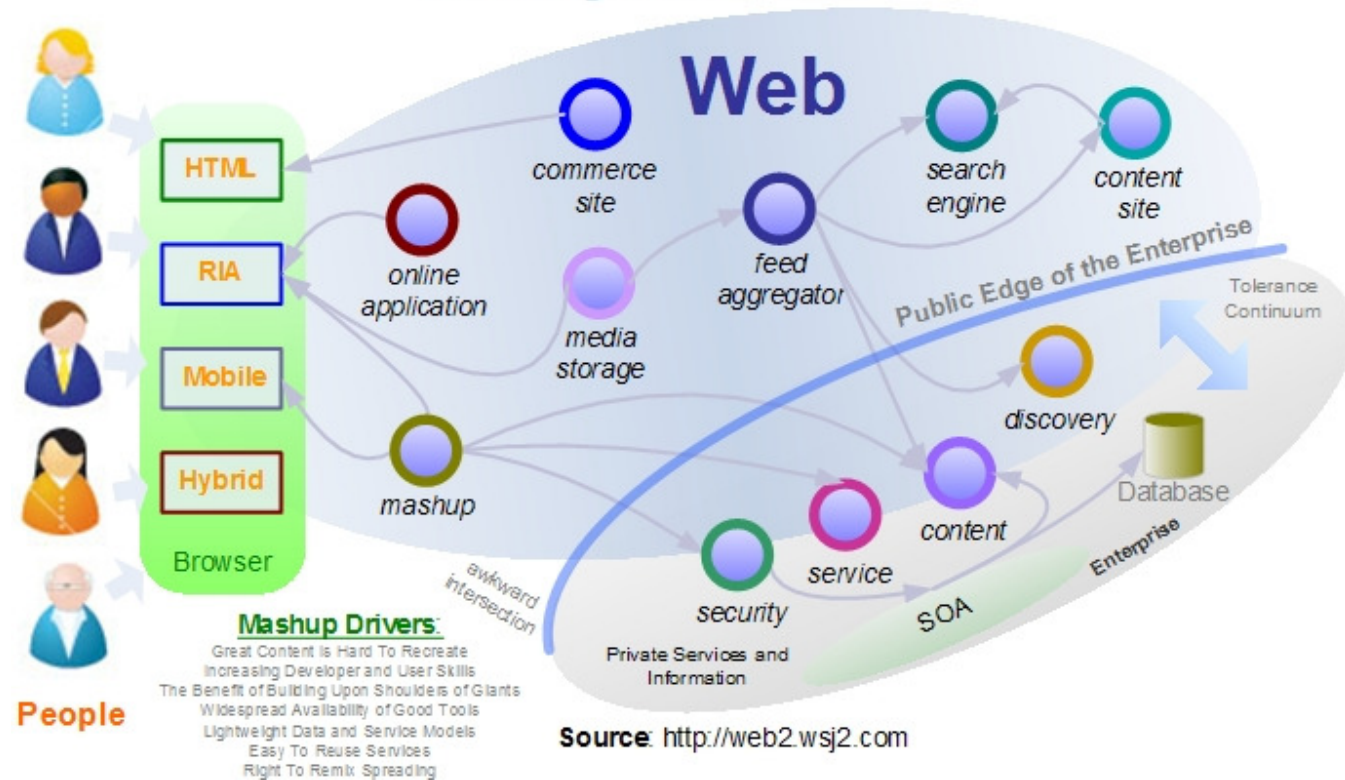
Mash-up Continuum

The Opposite Ends of the Mashup Spectrum:
From natural and emergent to tool-assisted and highly structured



Mash-up Ecosystem

*The Mashup Ecosystem:
Flourishing In An Increasingly
Nurturing Environment*





Enterprise 2.0 Mash up Tools

- Not a complete list
 - IBM QEDWiki
 - BEA Aqualogic Ensemble
 - OpenSAM (ShareOffice)
 - Yahoo Pipes
 - Kapow (OpenKapow)
 - Microsoft Popfly
 - Dapper
 - Datamashups.com
 - Nexaweb Studio 2.4
- Grazr
- JackBe
- Near-Time
- Above All Studio
- Proccession, Process Engine/Designer
- RatchetSoft, Ratchet-X Studio
- RSSBus
- SAP Visual Composer
- Teqlo



Mash-up Questions

- How long did it take to build?
- How useful is it? Does it fill a critical need?
- How easy is it to use? Who will use it?
- What is the cost or business model for the Mash-up? How do I make \$?
- Are there any security issues? Where does the data come from? Is it used outside the firewall?