



# Extreme Enterprise Productivity

*A new era of instant user participation*

*Ajay Gandhi*  
*BEA Systems*

# Making collaboration simple

Collaboration used to be simple: stock a meeting room with soda, coffee, and a whiteboard, add workers, and shake until done.

**No longer.**

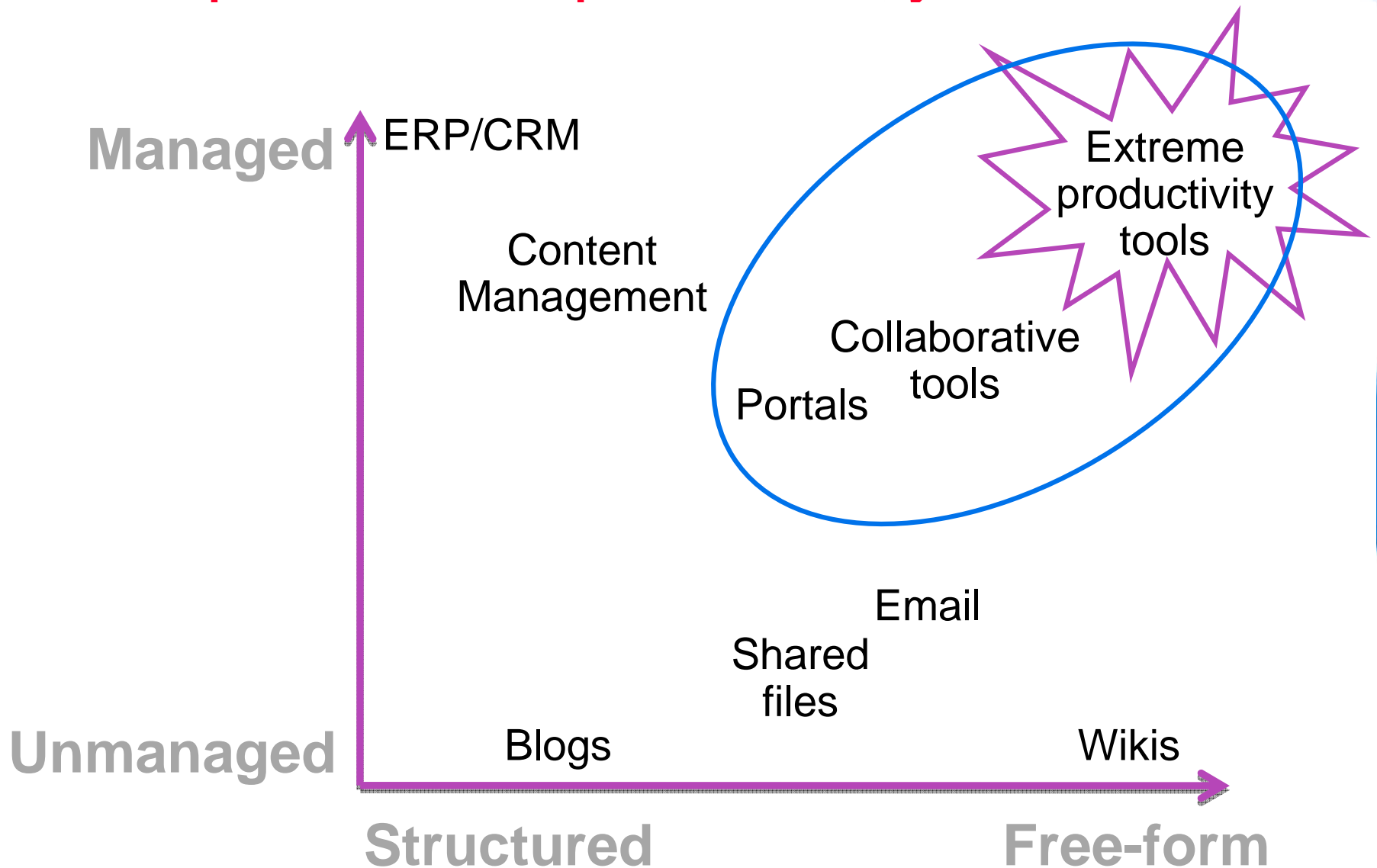
Today collaboration involves ad hoc situations; data stove-pipes; contextual complexity; information overload ...

# The “situational” need

- Long list of day-to-day business challenges
  - ▶ Sales kick-off event planning
  - ▶ Inventory overstock
  - ▶ Customer support ticket
- “Adhocracies” abound: non-routine, cognitive collaboration
- Most IT-lead solutions economically unviable
- Business bends and flexes MSFT Office and Email
- Results in suboptimal and inefficient solutions

The last mile of business efficiency exists in the “Situational Application”

# The spectrum of productivity tools



# Extreme productivity tools

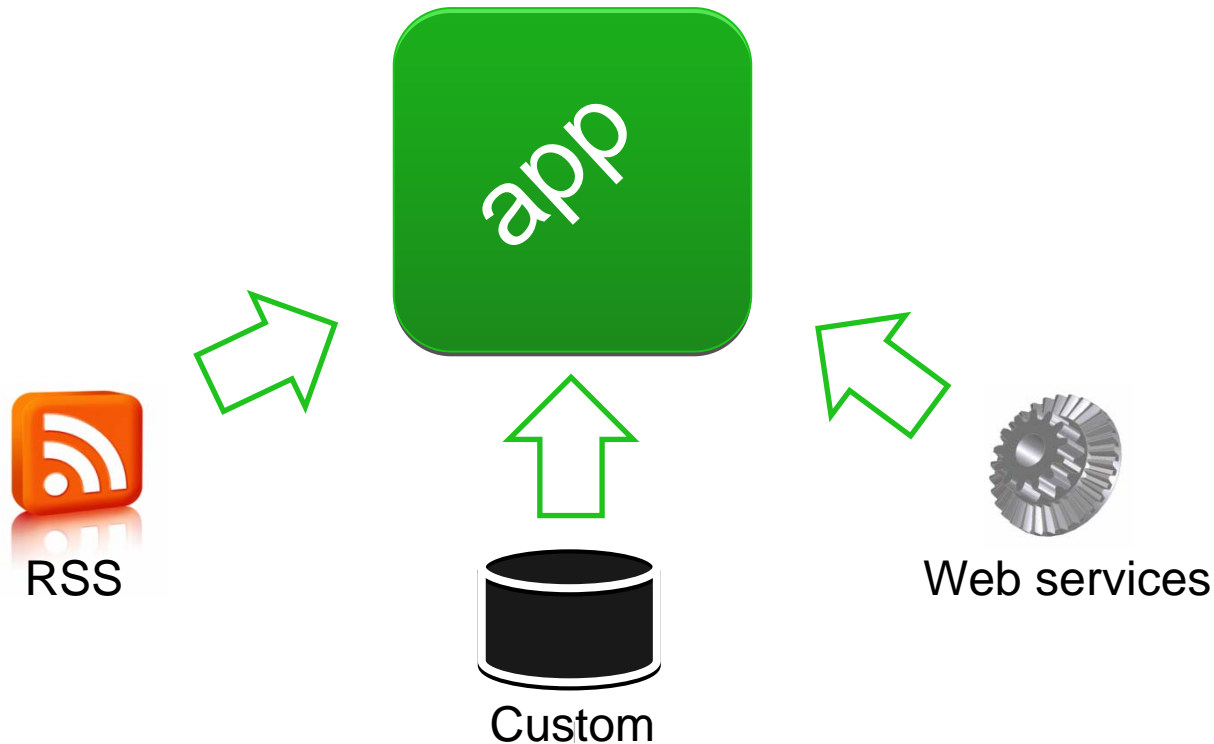
- Rich-client interaction: Ajax, desktop-like Web apps
- Architecture of participation: simple tools turn anyone into a creator
- Smaller pieces, loosely joined: mashup applications
- Two-way interaction: instant collaboration
- Flexible governance: user participation with IT control



# AquaLogic Pages

*Point-and-click mashup applications for everyone*

- Flexible content: ad hoc wikis and blogs
- Data feeds: multiple enterprise and Web sources
- Enterprise security: versioning and role-based access





# AquaLogic Pages

*Point-and-click mashup applications for everyone*

- What can I do with it?
  - ▶ Build **situational applications** of all kinds
    - Sales prospecting
    - Competition tracker
    - Project wikis
  - ▶ Deploy integrated blogs, with instant reusability
  - ▶ Create dynamic, live-editable portal communities
  - ▶ Build simple portlets