

Enterprise 2.0

The Collaborative Technologies Conference

Enterprise Mash-Ups for Sale

Eric M. Hoffert

CEO

ShareMethods

eric@sharemethods.com

- **A New Model for the Software Industry for Building and Selling Applications**
 - “Enterprise Mashup for Sale” = value (sum) > parts
 - Revenue sharing across all mash-up participants
 - Build more powerful applications at lower cost, more quickly, & compete more effectively with larger players
- **Online Office Ecosystem via Open Standards**
 - Applications work together better for end-users and developers can access a larger audience of users
- **Online Office for the Business Web**
 - Based on the mashup standards, a powerful online office for business power users has been created for the market

- It can be challenging to meet key user requirements for common workflows
 - Example: quickly and easily create a customer sales proposal, convert to PDF, archive in a customer database, route into an approval workflow, email to a customer & track communications
- Combining Office 2.0 apps is not easy
 - Users log into each Ajax application separately
 - Users download & upload documents to & from each Ajax app
 - Users copy / paste content with lose of fidelity and appearance
- Office 2.0 application audience is limited because applications are isolated, “walled gardens”



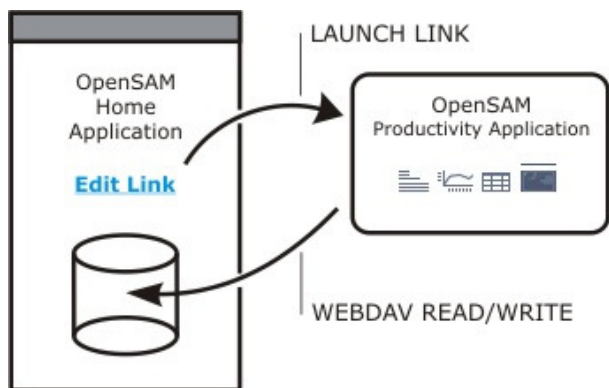
- Open Simple Ajax Mashup combines open standards and techniques to solve these problems
 - webDAV, SSO, ALE, CGI, Ajax
- OpenSAM recommendations make use of proven standards, are easy to adopt, and support many of the most important user scenarios.



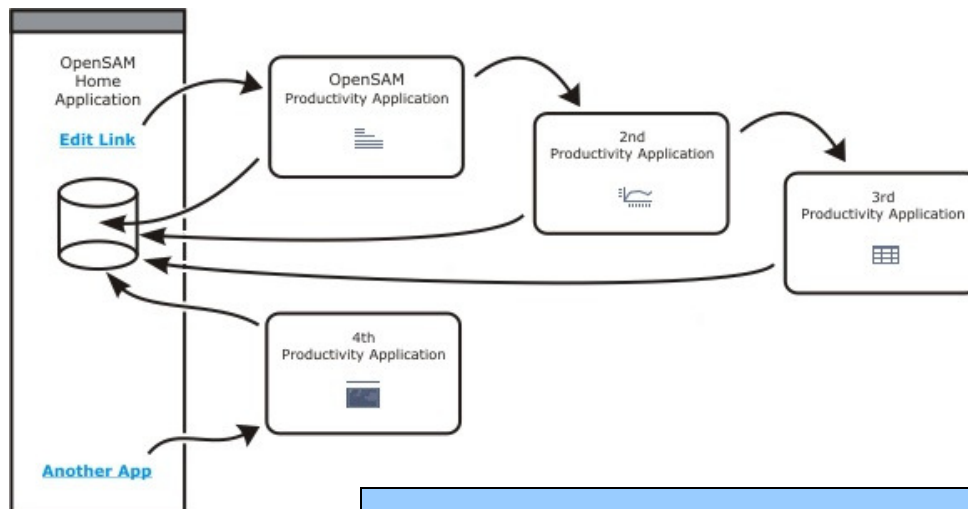
- Key components:
 - Security (SSL), single sign-on (SSO), document sharing, (webDAV), on-demand user provisioning, metadata exchange, meta customization (application launch/dashboard/webtop) [CGI], rich web apps (Ajax)

Classes of Simple Ajax Mashups

1. Dual Mashup



2. Multi-Application Mashup

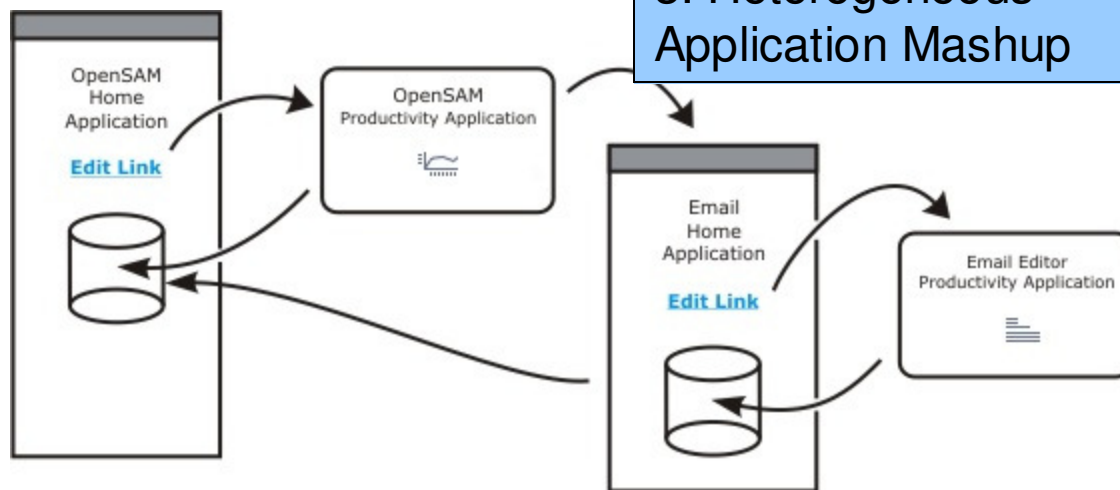


Key Concepts

Home app: email, document manager, CRM

Productivity app: online editor, spreadsheet, photo editing, paint program

3. Heterogeneous Application Mashup





World's First Online Office Ecosystem



Document management



Word processor



Team collaboration



Online database

Business software



Web spreadsheets



Online presentations



Online spreadsheets



Contract automation



Real time meetings

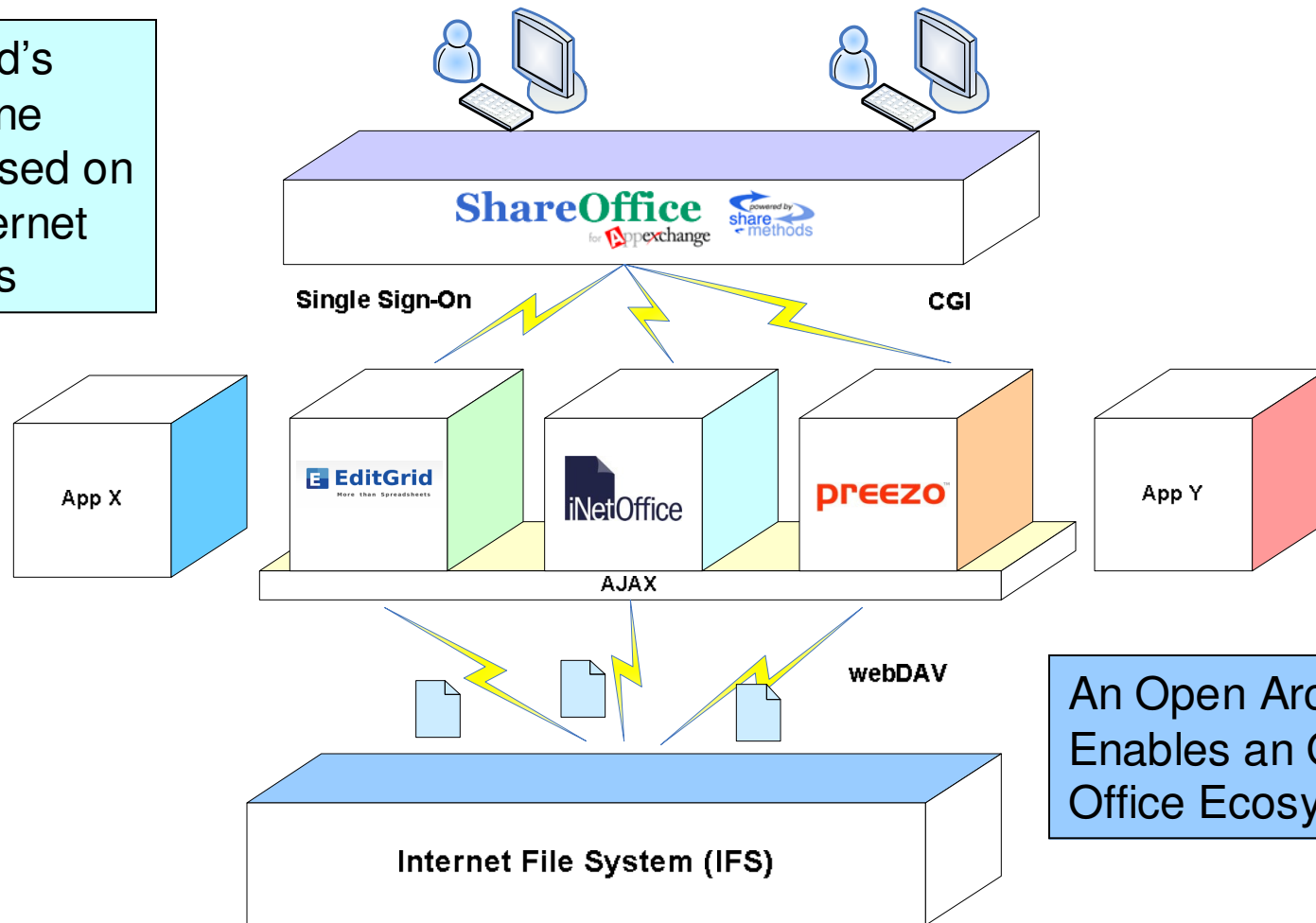


Team collaboration



Online Office Open Standards Architecture

The World's First Online Office Based on Open Internet Standards



An Open Architecture Enables an Online Office Ecosystem

Built on Open Simple Ajax Mashup

- **The Extended Enterprise Team**
 - Create, Manage, and Share Online Content *in One Service*
- **Sales Teams**
 - Quick and easy creation of customer specific sales quotes, proposals, contracts at the click of a mouse
- **Marketing Teams**
 - Quick and easy creation of press releases, marketing newsletters, product brochures
- **Support Teams**
 - Generate support documentation, frequently asked questions, knowledgebase content
- **Product Development**
 - Collaborative development of product requirements and specs

ShareOffice

Live Demo

A Five Way Enterprise Mash-Up

share ↗
↖ methods

 **EditGrid**
More than Spreadsheets

 iNetOffice

 **S**alesforce

PREEZOTM