Deliver business applications faster with IBM Mashup Center software.

With the right kind of tools and the right information, business professionals can save significant time and money, quickly gain new capabilities, and improve their productivity. Whether they're in customer service, product development, sales or finance, employees work on the front lines—interacting with customers—and gaining new and better ways to analyze information will help them solve challenges faster and deliver better products and services.

Providing the right information at the right time—and the applications to leverage it—can be a challenge for an IT department struggling with tight budgets and scarce resources. With traditional application development, IT is hard-pressed to justify the cost of development projects that have narrower goals and that are intended for smaller user groups. As a result, requests for many useful applications can't be fulfilled, so business professionals must make do with what they have.

Mashups provide a way for IT and business to rapidly assemble new applications in minutes, improving productivity by finding, customizing and using information more intelligently.

Enterprise mashups mean enterprise security
The IBM Mashup Center solution helps protect your organization with safeguards against external threats, including malicious content filtering and sandboxing for suspicious widgets. IBM Mashup Center also promotes improved governance of mashups with comprehensive usage reports for mashups and components as well as feed policy reports.

MASHUPS FOR BUSINESS

To create mashups, the first step is to unlock enterprise data sources as well as personal, Web and departmental information sources and provide them as feeds, enabling others to "mash" them together in different combinations—giving business professionals new applications that help them make better decisions, respond to emerging requirements and find new ways to drive revenue. After data components have been created, these assets can be shared in a community catalog and be reused and remixed over and over again, creating new and different mashups and saving time and money.

IBM Mashup Center is a comprehensive enterprise mashup platform that enables the rapid creation, sharing and discovery of reusable application building blocks—including widgets, feeds and mashups—that can be easily assembled into new applications or leveraged within existing applications.

SPEED UP ROI

Businesses can realize return on investment (ROI) from their first mashup project. Mashups leverage information from existing information sources, help eliminate steps with easy development tools and by reusing assets, and enable business professionals to provide instant feedback. IT can reduce cycle times, see faster time to value and save money.
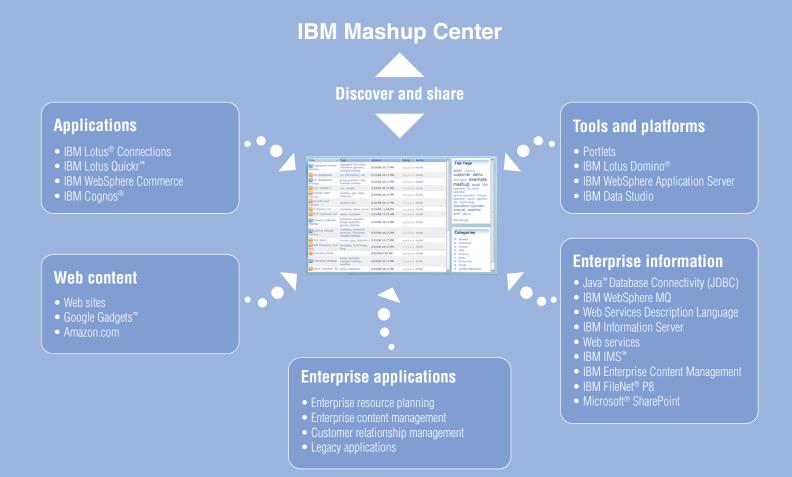
REDUCE APPLICATION BACKLOG

IT can greatly reduce the lag time between application requests and delivery with the ability to assemble applications in minutes with reusable building blocks. Applications require minimal coding, and developers are able to "design and deliver" without having to build a separate application prototype.

And with IBM Mashup Accelerator, a streamlined integration of IBM Mashup Center with IBM WebSphere® Portal software, applications created using IBM Mashup Center can be deployed instantly within the WebSphere Portal software, further amplifying the ROI for IT and helping it deliver dynamic applications faster.

ENABLE GREATER PRODUCTIVITY AND IMPROVED INSIGHTS

With mashup applications, business professionals across the organization get a single and dynamic view of information from multiple sources that helps them make better decisions.

IBM Mashup Center

Discover and share

Applications

- IBM Lotus® Connections
- IBM Lotus Quickr™
- IBM WebSphere Commerce
- IBM Cognos®

Web content

- Web sites
- Google Gadgets™
- Amazon.com

Enterprise applications

- Enterprise resource planning
- Enterprise content management
- Customer relationship management
- Legacy applications

Tools and platforms

- Portlets
- IBM Lotus Domino®
- IBM WebSphere Application Server
- IBM Data Studio

Enterprise information

- Java™ Database Connectivity (JDBC)
- IBM WebSphere MQ
- Web Services Description Language
- IBM Information Server
- Web services
- IBM IMS™
- IBM Enterprise Content Management
- IBM FileNet® P8
- Microsoft® SharePoint

HOW MASHUPS CAN DELIVER BETTER INSIGHTS AND PRODUCTIVITY

To understand how enterprise mashups can bring insight to your organization, imagine a salesperson looking for revenue opportunities in the volatile financial services segment. She asks IT to create a mashup that combines her customer account information with feeds from the product database, regional news sources and stock tickers. An IT developer rapidly assembles the application and gets it to her in minutes, hours or days, rather than the weeks it might take to develop a traditional application. She can take the mashup page and customize it further—adding and customizing widgets and feeds to meet her changing needs.

As a result, the salesperson is able to immediately view this linked data and watch for signs that a customer might be ready to buy—a strong quarterly report, office expansion or merger/ acquisition combined with past buying behaviors, for instance. The mashup becomes a dynamic and up-to the-minute source of insight, helping her focus her sales efforts and drive revenue for her business.

The mashup and its components can be shared and provide the same insight for other salespeople by publishing the mashup— and its related parts—in a central catalog. The mashup applications can also be quickly deployed to a broader audience using IBM WebSphere Portal software. In these flexible ways, these mashup asset components can be used by IT or employees to create new sources of insight to solve future problems.

WHY IBM?

IBM Mashup Center software provides a comprehensive solution that supports rapid assembly of dynamic applications — with the security, governance, and ROI that IT requires.

The solution complements the enterprise applications you already have and builds on your service-oriented architecture (SOA) environment, enabling new applications from services. Advanced integration capabilities exist for many strategic software products — including tight integration with IBM WebSphere Portal software (in IBM Mashup Accelerator), IBM Optim™ integrated data management solutions, enterprise content management (ECM) sources including IBM FileNet and Microsoft SharePoint software, and IBM WebSphere MQ software — and now include the ability to use information from IBM Cognos software.

ACCELERATE THE TIME TO VALUE OF YOUR SOFTWARE INVESTMENT

IBM Software Services for Lotus and select IBM Business Partners can help you better understand your technology options and how to leverage IBM Lotus collaboration solutions to help you lower your IT total cost of ownership and increase your organization's productivity. With QuickStart and customization services for IBM Mashup Center, IBM Software Services for Lotus can deploy IBM Mashup Center to a small group of users, IT team members and sponsors to show how the technology functions and understand the benefits it adds to their organization.

Find out more about the technical consulting, training and Software Accelerated Value Program services available to help you accelerate your success with IBM technology. For more information, go to:

ibm.com/software/lotus/services

FOR MORE INFORMATION

To learn more about the IBM Mashup Center solution, contact your IBM representative or IBM Business Partner, or visit the following Web site, which will also allow you to download a trial version of IBM Mashup Center software:

ibm.com/software/info/mashup-center/