



- **Orange**, opérateur international de premier plan
 - C.A. : 53.5 Md €
 - 186.000 employés
- fournit des services à plus de **182 millions** de clients sur les cinq continents
 - France, UK, Spain, Belgique
 - Pologne, Slovaquie, Roumanie
 - Egypte, Jordanie, Kenya, Sénégal
 - ...
- dont plus de **123 millions** sous la marque Orange, marque phare pour les services internet, télévision and mobiles



CULTURE
SOA



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TOUS LES DÉFIS
AVEC AGILITÉ**



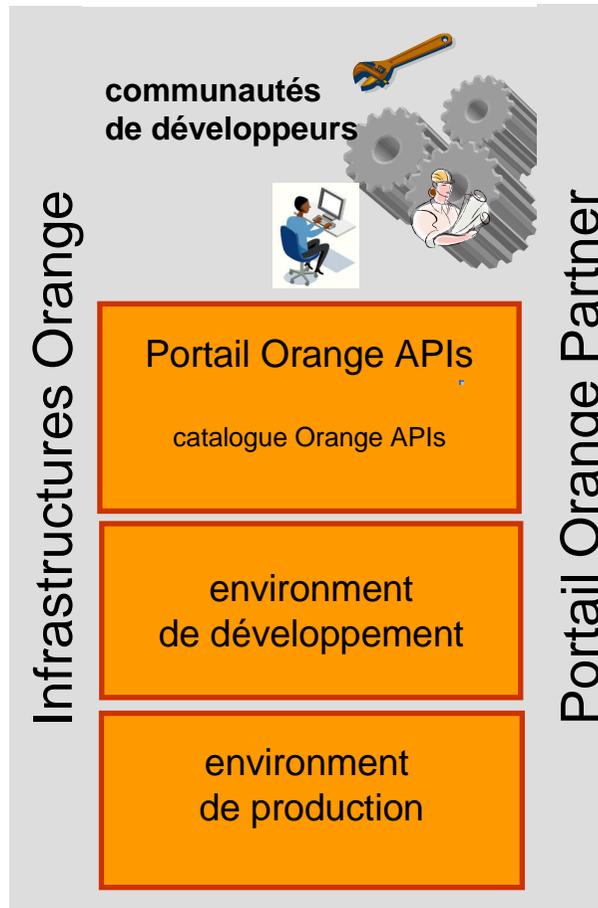
Les services
Orange

exposés sous
forme d'APIs

... au travers une plate-forme
de médiation

... que les partenaires intègrent
dans leurs applications ...

... pour servir
leurs clients



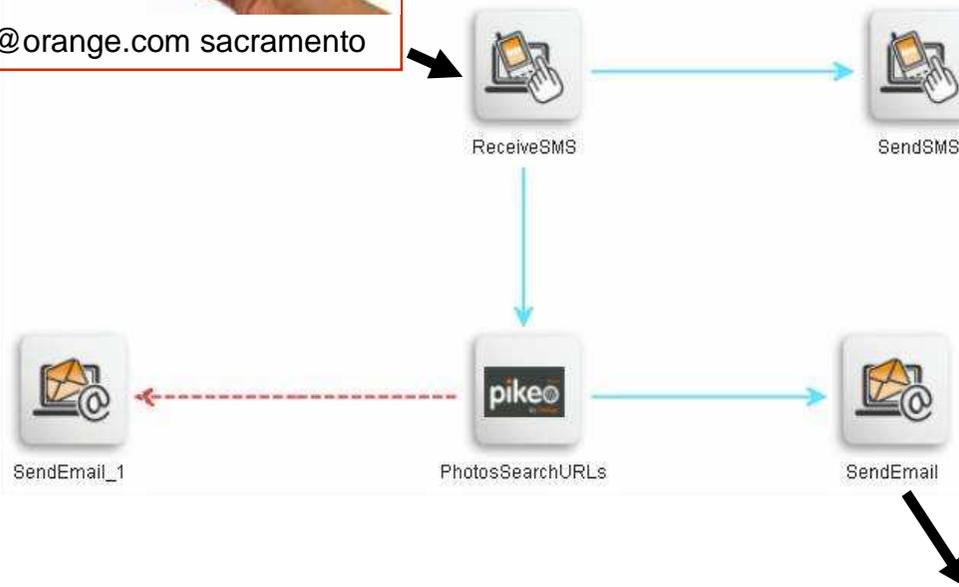
associé à des partenaires pour mieux servir les clients



SMS mashup



sms to +447797805210 :
jerome john.doe@orange.com sacramento



sms to 33670766012 ;
Automated answer: your
sms has been received.

WebSphere sMash

Orange Partner
great minds **think** differently

Hello, here is the most seen photo tagged sacramento on Pikeo:
<http://media1.pikeo.com/images/server7/upload/H8OEJOD4GVQVOCKMDNEFS9SW796N3CMS.JPG>



The screenshot shows the IBM WebSphere sMash IDE interface. At the top, there are tabs for 'File Editor', 'Dependencies', 'Explorer', 'Console', and 'Debug'. Below these are 'Undo', 'Redo', 'Layout', 'Properties', 'Checkpoint', and 'Monitor'. The main workspace displays a workflow diagram with five activity nodes: 'ReceiveSMS', 'SendSMS', 'SendEmail_1', 'PhotosSearchURLs', and 'SendEmail'. 'ReceiveSMS' is connected to 'SendSMS' and 'PhotosSearchURLs'. 'PhotosSearchURLs' is connected to 'SendEmail_1' and 'SendEmail'. A dashed red arrow points from 'PhotosSearchURLs' to 'SendEmail_1'. On the right, an activity palette lists various services, with 'ReceiveSMS' and 'SendSMS' highlighted by an orange circle. The palette also includes 'Built-in Activities', 'Collaboration', 'Feed Activities', 'All activities', 'All services', 'Orange VoiceMashup', 'Orange SMS', 'SendSMS', 'ReceiveSMS', 'Orange Location', 'Orange Email', 'Orange Click-to-call', and 'Search feed from web'. The bottom of the IDE has 'Design' and 'Source' tabs.


WebSphere sMash

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IBM

Intéressé ?

- visitez www.orangepartner.com/sMash
 - créez votre compte Orange partner
 - obtenez des crédits gratuits
 - configurez votre environnement sMash
 - créez votre premier mash-up communicant !

Culture SOA - IBM
7 July 2009
IBM Forum
Paris La Defense
France



printer-friendly format

IBM WebSphere sMash
Commercially launched by IBM in May 2009, **WebSphere sMash** is a development and execution platform for web-based applications. WebSphere sMash v1.1 enables developers to quickly build and execute agile, Web 2.0-based applications that help businesses be more responsive, flexible and cost-effective.

Orange and IBM
In a unique partnership, Orange and IBM have worked together to bring all the richness of the **Orange APIs** to the sMash developer toolbox. Adding SMS or location capability to a sMash application is now as simple as a drag and drop action.

We have developed a SDK to help you to use several Orange APIs (location, SMS, VoiceMashup, email) with WebSphere sMash Flow Editor. A new version will be soon available online and will enable you to use even more APIs.
During 'Culture SOA', IBM and Orange will be co-presenting a workshop and explain all the benefits that you can get from this partnership.

Workshop details:
Title: "Extension du domaine de l'application avec SOA : websphere sMash, API, mash-ups, portails."
When: 7th July - 14:30 - 15:00
[find out more and register](#)

To take advantage of this new partnership at the launch of WebSphere sMash, IBM and Orange are giving **free credits** to use the Orange APIs.
Follow the steps below to get your free credits:

- 1) To use the Orange APIs SDK in your sMash flow palette follow the installation instructions [here](#).
- 2) Register with Orange Partner (it's free).
- 3) Get your access key from the **Instant API manager** in order to use the API functions from your sMash application.
- 4) Click [here](#) to email us and request your free credits (please specify your Orange Partner username in the email).



If you have any questions, please contact us at developers@orange.com with 'sMash' in the subject line.

- contactez Jerome.Hannebelle@orange-ftgroup.com