

The background features a vibrant blue gradient with dynamic, flowing yellow and cyan lines that create a sense of motion and depth. A grid of thin, light blue lines is visible on the right side, adding a technical or digital feel to the design.

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Why mash-ups matter

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What is a mashup?

“ a web application that combines data and / or functionality from more than one source ”

- *Wikipedia*

- Light-weight
- The whole is greater than the sum of the parts



What is a mashup?

Zillow.com



iGoogle



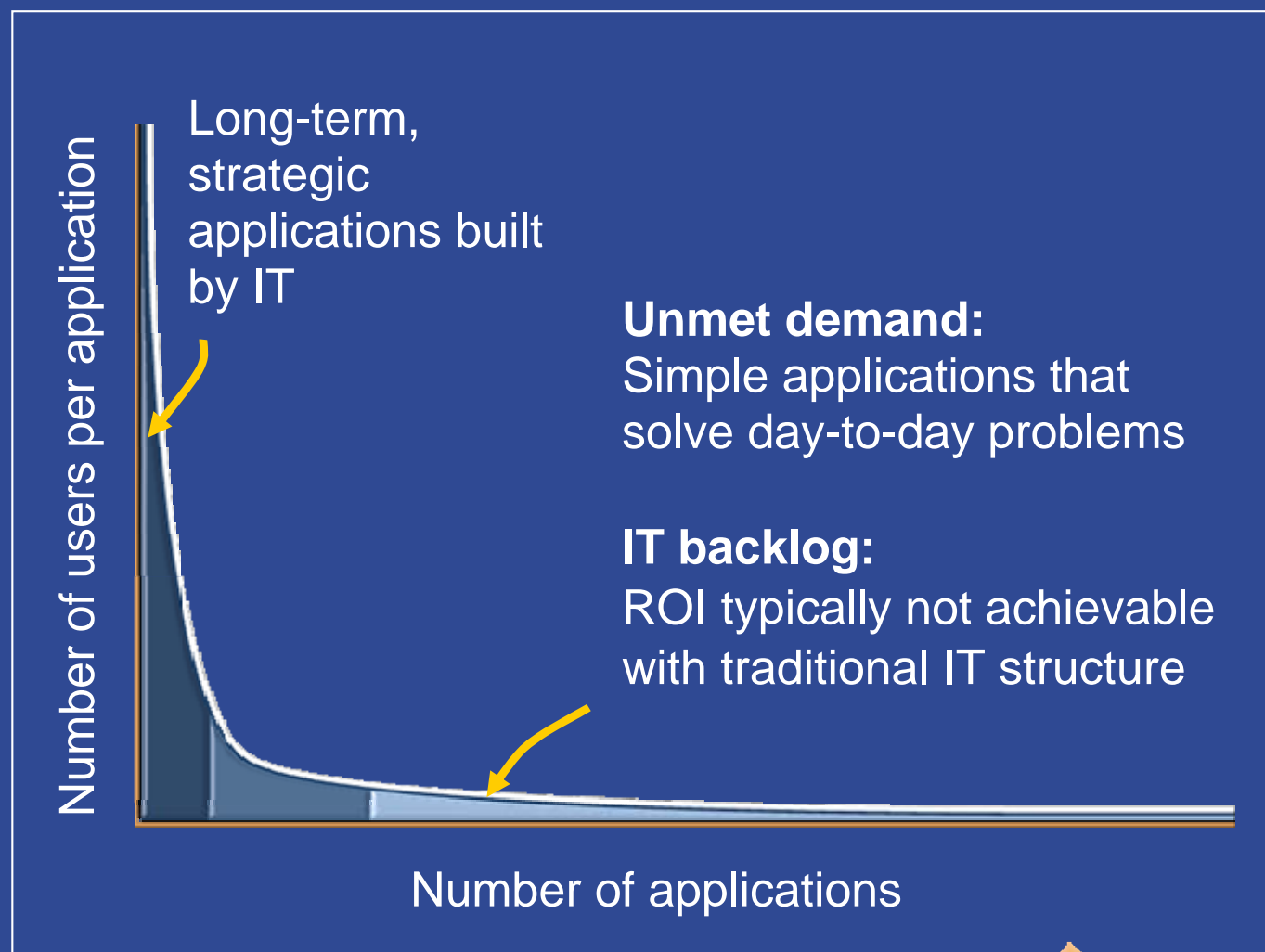
Competitive Mashup



- What typically characterises a mashup?
 - ▶ “Widgets” and feeds that are mashed together often come from independent sources and do not change when mashed
 - New applications deliver new insights and capabilities (1+1 = 4)
 - ▶ Built on a web-oriented architecture (REST, HTTP) and utilising lightweight, simple integration techniques (AJAX, RSS, JSON)
 - The result is fast creation of rich, desktop-like web applications
 - ▶ Simple applications that solve niche problems (i.e. satisfies the long tail)

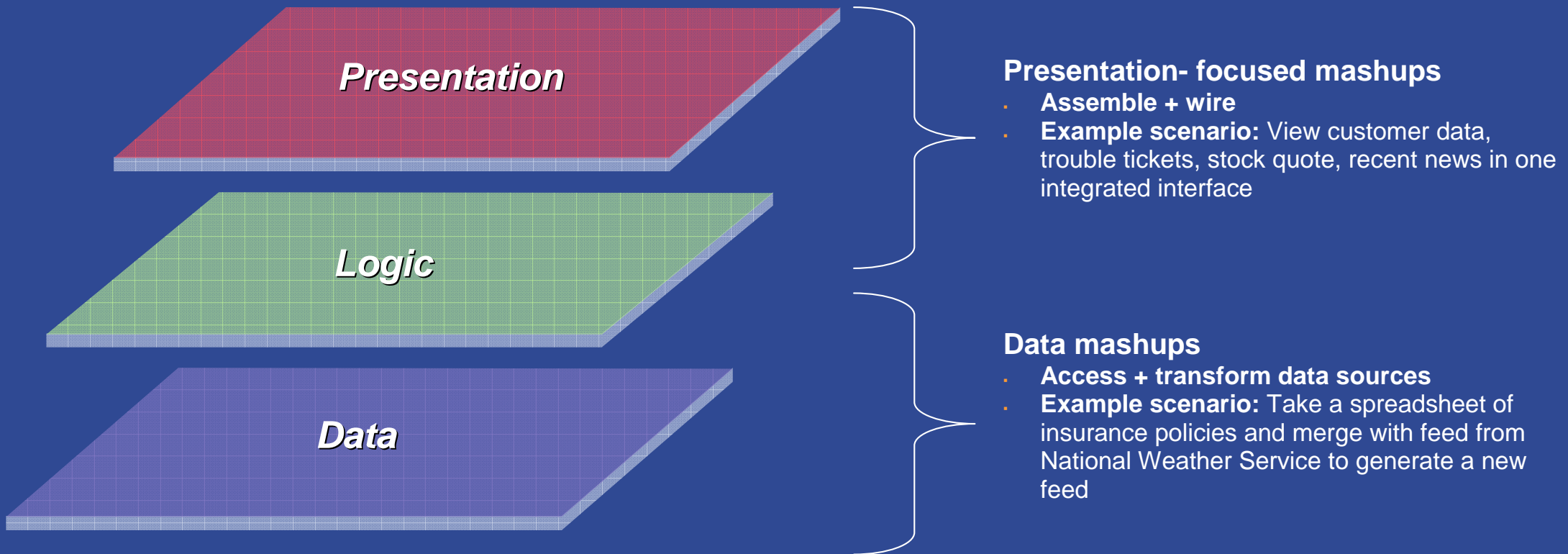
Support innovation and new business opportunities

- Unlocking valuable business data + supporting knowledge worker assembly opens up new business opportunities
 - ▶ Support ad-hoc business requirements
 - ▶ “Widgetize” data or services for use by customers + partners
 - Target niche markets
 - Expand ecosystem



There are different types of mashups

- The term mashup encompasses both data and presentation mashups



Example mashup: IBM trip planner

Select location

See list of IBM approved hotels for your selected location

View weather

Combines 10 unique data sources to create a new application

See meal limit from data feed

Visual display of where the hotels, car rental agencies, ATMs, and the IBM office(s) are located

Mashup / composite applications from Lotus

- Capabilities provided via:
 - IBM Lotus Expeditor
 - ✓ IBM Lotus Notes 8
 - ✓ Composite Application Editor
 - ✓ My Widgets
 - IBM Websphere Portal Server
 - IBM Lotus Connections 2
 - ✓ IBM Lotus Mashups (Q2 2008)



Home Updates

Profiles

My Profile



Darren Adams | Profile | Edit
Messaging and Collaboration Sales Leader, UKISA
Tel(Office): 44-1784-445153
Email: darren.adams@uk.ibm.com

Search By: Name

Activities

My Activities

Calendar for April 2008 with date 3 highlighted

Thu 3 Apr
0 new responses to your posts
0 new entries in your high priority activities
My Activities

DRAG THE WIDGETS TO ADD THEM TO THE PAGE.

- Atlas Profile
Communities

Blogs

Latest Blog Entries

- WSRR Audit SupportPac SA03 released
HiYa
Re: Why is Windows so messed up

Dogear

Recent Bookmarks

- BlueProximity
Media Library : Dogear Nation series
IBM to establish Europe's first Cloud

Composite application example

- Standard Notes application integrated with Lotus Symphony editors
- Constructed using the Composite Application Editor
- Provided by Conseq Ltd
- <http://www.conseq.co.uk>



My Widgets – user-defined content

- Allows users to add the following to their Notes 8 side-bar
 1. Notes views (and documents)
 2. Web pages
 3. Feeds
 4. Google Gadgets
- Business benefits
 - ▶ Provides users with the tools and flexibility to make content important to them quick and easy to access
 - ▶ Provides business agility without calling in the developers



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My Widgets – side-bar content

Start Configuring Widgets


Configure widgets and put them in the sidebar, or wire widgets so that users can take action on Live Text in a Notes document.

You can configure

- Widgets, using components such as a Notes view or Google Gadget in the sidebar
- Live Text widgets that wire text in a Notes document to components such as:
 - Other Notes Applications
 - Web content such as Web pages, Google Gadgets, and feeds

Configure Live Text by connecting textual "content types" in one Notes document to other Notes or Web applications. Use existing content types (like people's names) or create your own by defining a pattern to recognize.

For example, configure an action to look up someone's name in your corporate directory, or to look up the status of a flight by clicking on an underlined flight number in an email. Simply define the format of a flight number using regular expressions, and then configure wiring to an airline web site that looks up the status of flights.

You can create a widget wherever you see the "Configure a Widget" Toolbar button: 

Then publish it in the Widget catalog for others to use.


Where is the information you want to display?


Notes Views
 Web Page
 Feed
 Google Gadgets

< Back Next > Finish Cancel




My Widgets

Live Weather


London edit 

 Hi: 54° F
48.2°
Lo: 44° F

Lots of rain. More clouds than sun. Mild, Very windy.. [more...](#)

Wed  47° / 40° Thu  50° / 35° Fri  57° / 41°

- Forecast
- Satellite
- News
- Cameras

 [Gadgets powered by Google](#)

Issues and Projects

New activity Edit Delete Ne

Task ^

- Complete Sametime play for Government
- Complete Sametime play for global busin off-shore functions
- Draw up list of target customers for CIO
- Identify customers for Notes 8.0.1 notifi
- Pull list of Sametime renewals

BBC News


« Top | World | Business | Politics | Science | Entertain »

[Shareholders to grill Rock board](#)
15 January 2008 09:07:19

[Hain 'could face police inquiry'](#)
15 January 2008 04:42:36

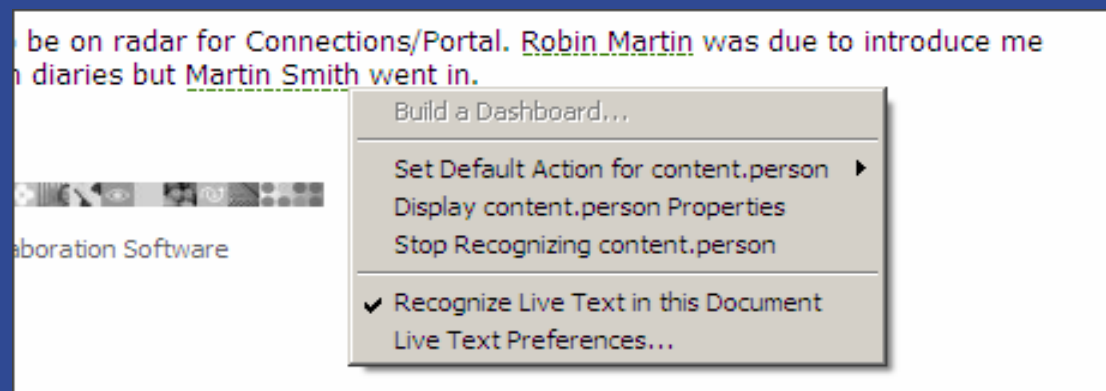
[EMI set to cut up to 2,000 jobs](#)
15 January 2008 09:56:29

[Kenyan MPs poised for stand-off](#)
15 January 2008 09:55:33

 [Gadgets powered by Google](#)

My Widgets – mash-ups

- Create 'recognisers', actions and content types
- Recognised text will be underlined
- Clicking on it will invoke an associated action
- Examples:
 - ▶ Name in an e-mail, click on it for BluePages lookup
 - ▶ Flight number, look up flight details from web site
 - ▶ Part number, click on it for stock status
 - ▶ Order number, click on it for progress
 - ▶ Parcel tracking number, click on it for shipping progress
 - ▶ Postcode, click on it to plot location on Google Map



My Widgets demo

- Creating a widget
- Linking to live text
- Structure of a 'recogniser'
- Building a dashboard



Thank You

