Enterprise Mashups: IT Summit for the Federal Financial Sector

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Users Have a Problem

Poor decisions are often made because decision-makers do not have the Right Information at the Right Time for the Right Situation.

- 59% of managers miss information they should have used.
- 42% of decision makers use wrong information at least once a week.
- 47% of users don’t have confidence in their information.

AIIM & Accenture Surveys, 2007
Users Demands Become IT’s Problem because Integrating Information is Hard!

- Enterprise information is silo’d
  - Often behind different security infrastructure
- Silos are difficult to navigate & integrate
  - No consolidated view
  - Limited integration of external data
- IT Resources are constrained
  - Unable to respond to individual needs

Can you say ‘spaghetti code’?
What is an Enterprise Mashup and Why should I care?

An enterprise mashup creates new insights and understanding by rapidly combining previously unconnected information in new ways.

Enterprise mashups are real-time, secure applications that are built rapidly using data pulled from public or internal sources.
Mashups Solve Long-Standing Development Problem

Most software solutions are too expensive to build or buy today

The Long Tail of Enterprise Software Demand?

large IT systems

minimum startup cost of an IT project

unmet demand?

small IT systems

Slide provided by hinchcliffe & company
Key Enterprise Mashup Platform Features

- **No Data Migration.** Mashups are connected to the data sources and provide real-time information as a data feed or as a webservice.

- **Rich Visualizations and Interactions.** Mashups are exposed as mashup widgets (Mashlets) or as mashup dashboards (Mashboards).

- **Secure and Governed.** Mashups and data sources maintain the highest level of security and governance, while providing flexibility and agility.
Enterprise Mashups Business Benefits

- **Better Insight**: Launch new applications and dashboards that integrate data from any enterprise application.

- **Faster Decisions**: Give users more capabilities that help them make better decisions every day.

- **Richer Collaboration**: Access, analyze, and share data/widgets to create a more effective customer experience.

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‘Mashups give business users unprecedented power - the ability to create business applications almost as quickly as the business situation changes.’

-- Anthony Bradley; Gartner

‘Business has more data at its disposal than ever before. That data can work for business informing and empowering the enterprise. Mashups… can efficiently put this vital resource to work… to innovate [and] expand into new markets, make internal systems more efficient, and invent new products with alacrity.’

-- Dion Hinchcliffe