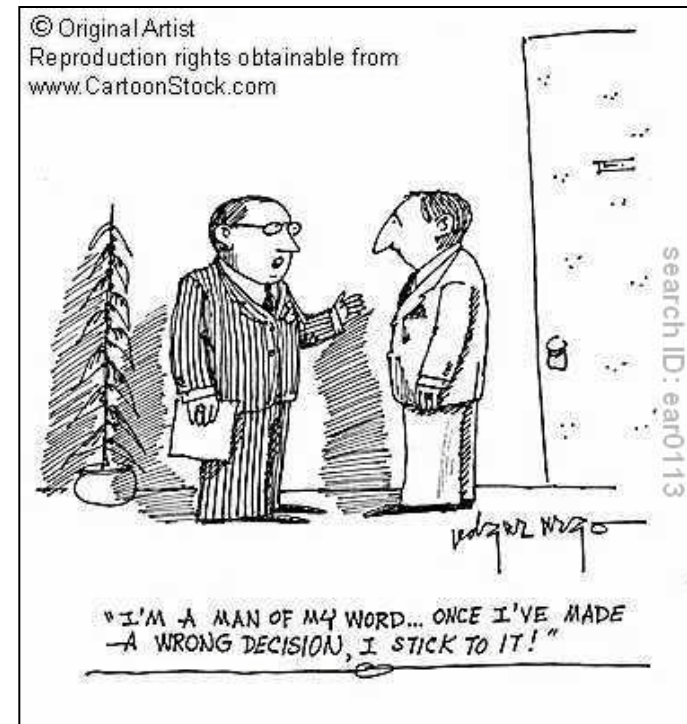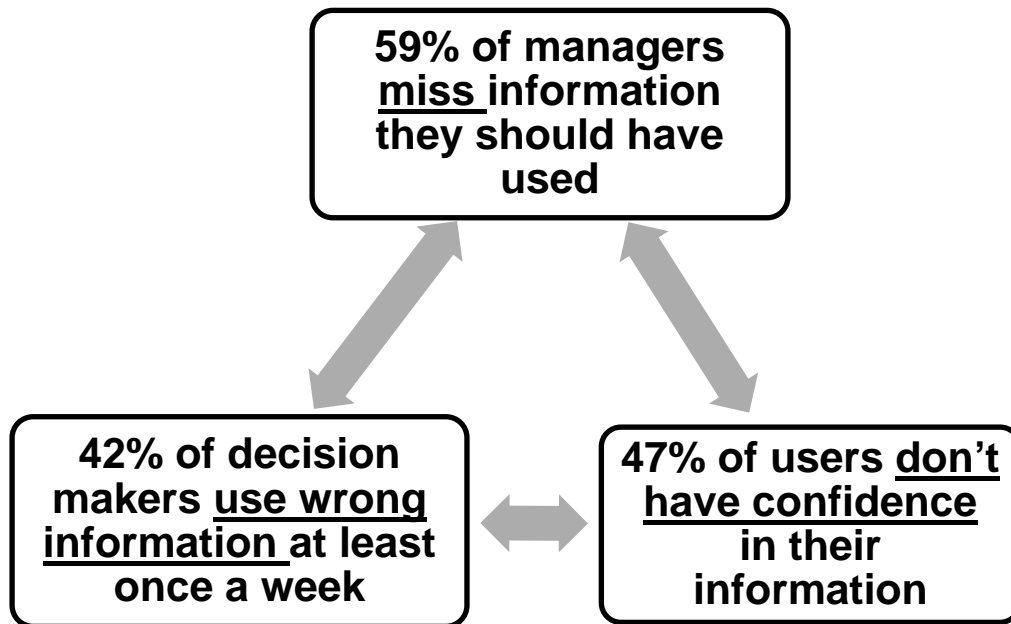# Enterprise Mashups: IT Summit for the Federal Financial Sector

Luis Derechin, Founder

www.jackbe.com

Users Have a Problem

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

59% of managers <u>miss</u> information they should have used

42% of decision makers <u>use wrong information</u> at least once a week

47% of users <u>don't have confidence</u> in their information

© Original Artist
Reproduction rights obtainable from www.CartoonStock.com

search ID: ear0113

"I'M A MAN OF MY WORD... ONCE I'VE MADE A WRONG DECISION, I STICK TO IT!"

AIIM & Accenture Surveys, 2007

JACKBE™

Users Demands Become IT's Problem because Integrating Information is Hard!

Can you say 'spaghetti code'?

- **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

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.*
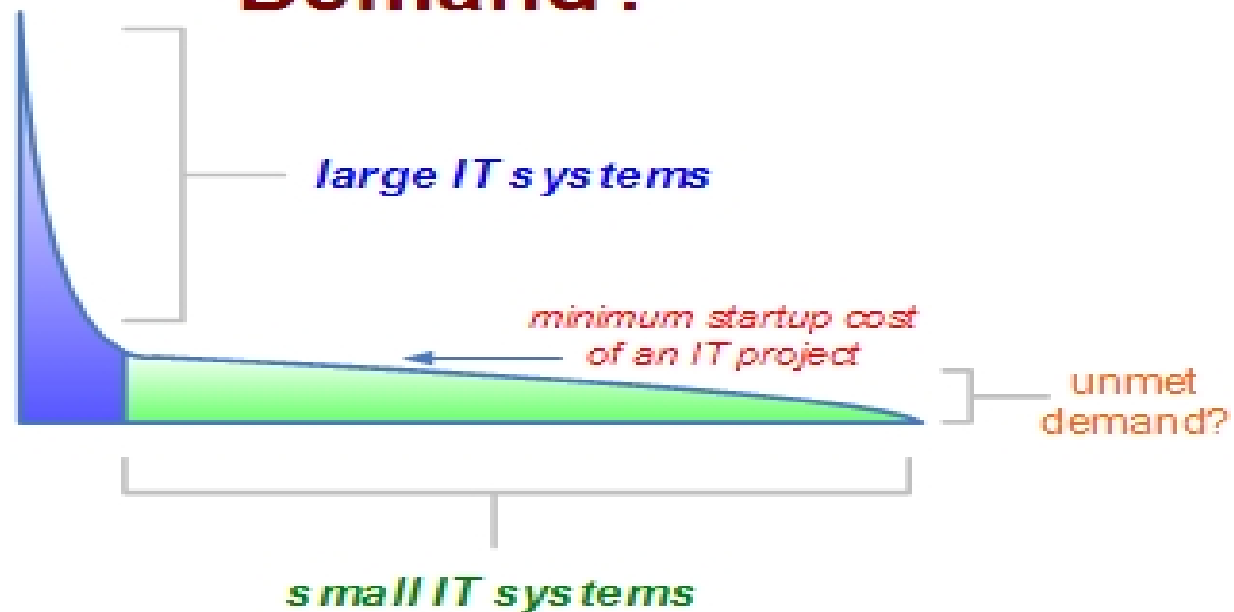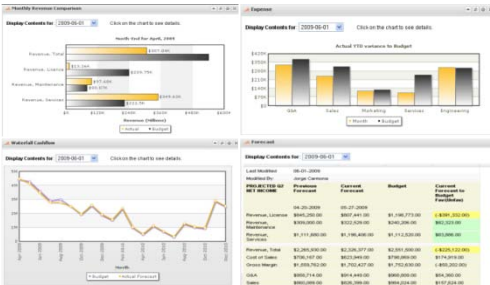
What is a Mashup?

Frankenstein

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

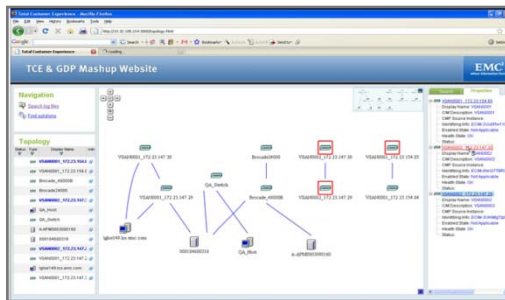unmet demand?

small IT systems

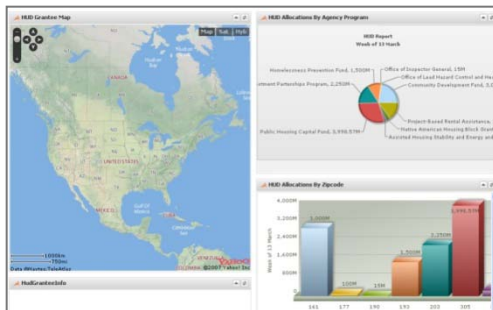Slide provided by hinchcliffe & company

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

' *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

JACKBE™