IBM Software Demos
Introduction to Mashups

{Action: Comments for the narrator - *Tone: Casual and enthusiastic, as if the narrator is drawing and speaking at the same time. He is explaining the concept of mashups to another person or small group of people. Because the narrator is drawing to illustrate the ideas, the pauses may be longer some spots and the rate of speech may speed up and slow down over the course of the video.*}

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Once upon a time, not so long ago, only developers could create applications. If IT didn't make it, employees couldn't have it.

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But things have changed. With enterprise mashups, business people have the freedom to assemble applications in response to their own challenges—making them more responsive, productive and innovative.

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So how do mashups work? Let's take a look.

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To build a mashup, you need two basic elements: widgets and feeds. Widgets are mini applications—or chunks of code—that have been extracted from larger applications to be used in other interfaces.

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Think of an online map as a widget embedded in a Web page with real estate listings or office locations.

And feeds are streams of information that travel from a source to a recipient. You can subscribe to RSS feeds from news organizations, blogs—anywhere you see this symbol.

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Obviously, you can get widgets and feeds on the Web. But the real value lies in combining them with enterprise information—some of which isn't immediately accessible, depending on who holds the key.

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We're talking customer records in CRM systems, inventory data, customer service logs and even personal sources of information like spreadsheets saved on the desktop—in other words, the resources that get used every day.

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But they aren't always in a format that can be mashed up. That's where IT comes in. Now, IT can unlock those enterprise applications and information sources—and turn them into widgets and feeds.

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Once IT lays the groundwork, by making these widgets and feeds readily available, employees can combine, transform and reuse them—for whatever business challenges they encounter. All they have to do is grab the elements they need and wire them together to create something dynamic and new.

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For example: Bob wants to plan a business trip. Bob grabs his customer list from a spreadsheet, subscribes to feeds from his company's CRM application; finds a widget for booking the flight and hotel; and gets a feed from the Web—say, the city's weather report.

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With a few clicks, Bob wires his customer list to a map and combines it with the customer's purchase history, stock price and a relevant news feed. He schedules the client meetings, prepares his presentation and even finds a few options for dinner—keeping an eye on the forecast so he knows whether to take an umbrella.

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Just like that, his trip is planned—in much less time than it would have taken him otherwise.

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Meanwhile, he'll walk into the meeting knowing everything he needs to know about the customer—with all the insight he needs to win the business.

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Even better, Bob's coworkers can borrow the mashup that Bob just created—and build on it. For whatever they need.

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Meanwhile, Bob's IT department can relax. The mashups complement and leverage the existing IT infrastructure, leading to a better return on investment and faster deployment.

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Plus, users are doing a lot of the work to assemble their own applications, alleviating some of the development burden.

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And because it's enterprise mashups, IT still has control over security and governance.

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Mashups: a happy ending for everyone.

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{Action: no more narration}

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