

## Webcast – November 17, 2010

# Dynamic application solutions with CICS Transaction Server V4.1 and IBM Mashup Center

Traditionally, enterprise developers have struggled to address the time-to-market requirements of tactical and situational applications, resulting in a growing application backlog and the proliferation of applications beyond IT control. A new approach that leverages agile programming models like those provided in dynamic scripting languages and lightweight Web 2.0 technologies would give businesses a centralized way to manage lightweight applications created by both IT and lines-of-businesses.

Join us for this complimentary webcast to learn how you can benefit from the PHP and Groovy dynamic script languages and the Web 2.0 programming model delivered by the Dynamic Scripting Feature Packs for CICS® Transaction Server and WebSphere® Application Server— together with IBM Mashup Center. We'll show you how these will help you reduce application backlogs, enjoy greater business agility and give you tighter control over computing resources. These will also help you reduce the risk of service-level failures, even for situational applications used by relatively small user populations.

Using this agile, dynamic scripting programming model for enterprise application developers along with the IBM Mashup Center and Cognos Mashup Service, can help you:

- *Improve control and governance of tactical IT projects, and improve customer satisfaction due to reduced backlog*
- *Build dynamic scripting applications that are zAAP-eligible and easily integrate with existing CICS applications and resources*
- *Create easily consumable feeds from more enterprise sources and a wide variety of departmental and desktop sources, including spreadsheets*
- *Rapidly assemble enterprise mashups by dragging and dropping widgets onto the page and wiring them together*
- *Automatically expose content from IBM Cognos® 8 Business Intelligence as a Web service for use in operational applications and business process management*

Register now for this webcast by logging onto [ibm.com/software/systemz/webcast/17nov](http://ibm.com/software/systemz/webcast/17nov)

**Speakers:** *Mark Heid*, Program Director, Enterprise Mashups & Cloud Computing, IBM Software Group  
*Christopher Law*, CICS System Test Team Lead, IBM Software Group

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**Developed for:** IT and enterprise architects, IT managers, and industry solutions analysts and managers

**Technical level:** Intermediate

Join us after the webcast for a live question-and-answer session. This webcast will also be available for replay after the event.

