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비즈니스 및 IT 리더를 위한 최고의 컨퍼런스



클라우드 환경에서의 애플리케이션의
완벽한 통합을 위한 선택 - Cast Iron

지용득 차장

한국IBM 소프트웨어 그룹 웹스피어 기술 영업

Discover. Interact. Optimize.



Combined for Customer Success

WebSphere and Cast Iron: Complete Application Integration

WebSphere®

- **10,000+ Customers**
- **Unparalleled expertise**, and level of investment
- **Over 15+ YEARS** of industry leadership
- **100's** of services assets
- **Broadest, deepest** solution portfolio
- **1000+** Application Integration business partners
- **Largest Application Integration** user community



- **Award Winning Cloud/SaaS Application Integration solution**
- Pioneered SaaS / Cloud Integration
- Unique focus on speed & simplicity
 - Integrate in Days
- Thousands of deployed customer integrations
- **Stellar Cloud partner Ecosystem**

Cast Iron Systems' products will be made available worldwide as part of the WebSphere leading Application Integration Portfolio

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Post Acquisition Buzz

Buzz

“ IBM's acquisition of Cast Iron Systems puts together a dominant on-premise applications provider...with a top SaaS integration leader. This pair could be **a match made in enterprise heaven.** ”



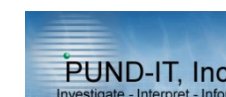
“ Cast Iron...has a **stellar list of partners**.... Pretty much every SaaS company of note is on the roster ”



“ ...is a really good move for IBM as it establishes IBM as the **de facto leader in Cloud integration.** ”



“ Cast Iron Systems...will allow IBM to offer...a **complete platform to integrate cloud applications**...with on-premise applications... Overall, we consider this deal to be good for Cast Iron and IBM.... ”



“ It's a great way for IBM to go back to customers and say, 'we can be your **one-stop-shop for integration** in the cloud' ”



“ With Cast Iron, IBM gets a **proven Cloud integration-as-a-service solution.** ”



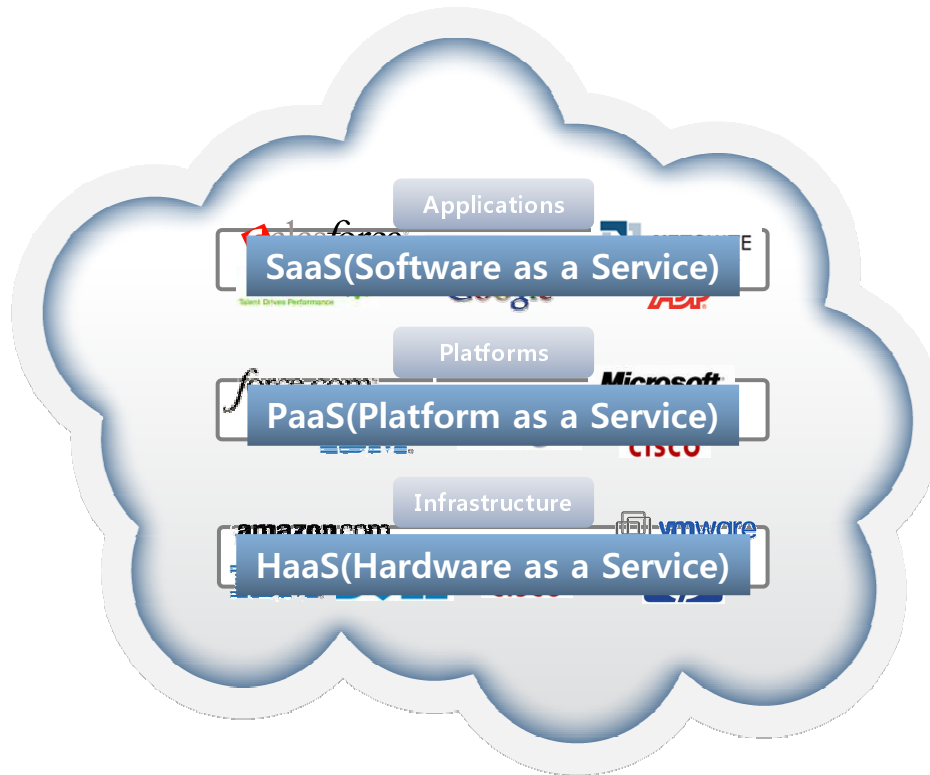
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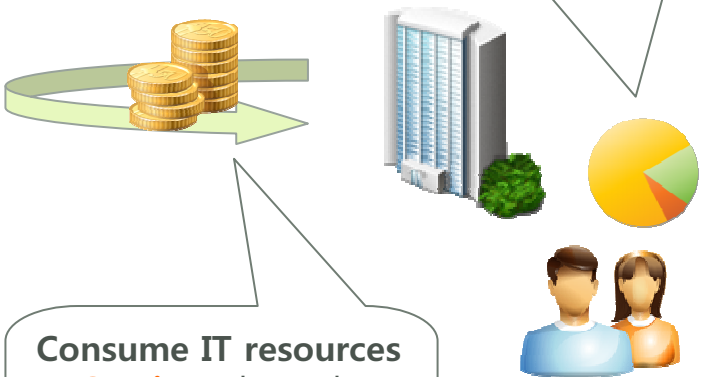


Cloud Computing: Age of Access



No Physical Infrastructure: No Hardware, No Software, Less Maintenance

TCO can be greatly reduced only if it is a good fit: SLA, Agility, Security, Reliability, Scalability, etc..



Consume IT resources as Services through **Internet** paying for **Usage**

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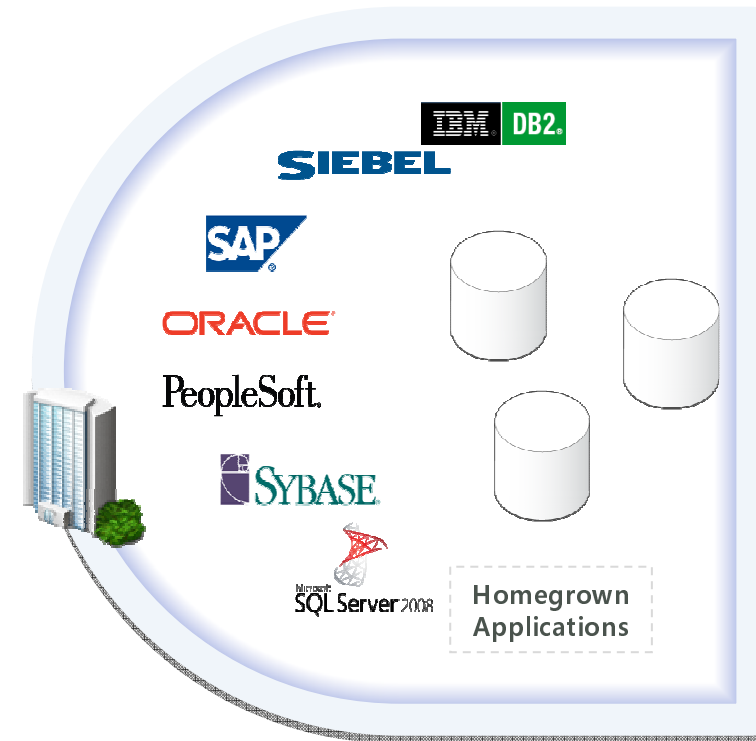


On-Premise & Cloud

Cloud



On-Premise



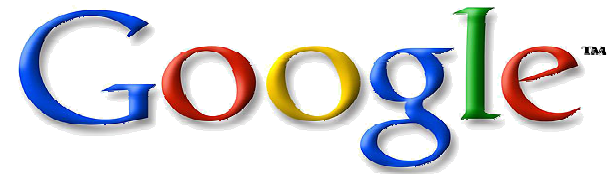
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Cloud Partner Ecosystem



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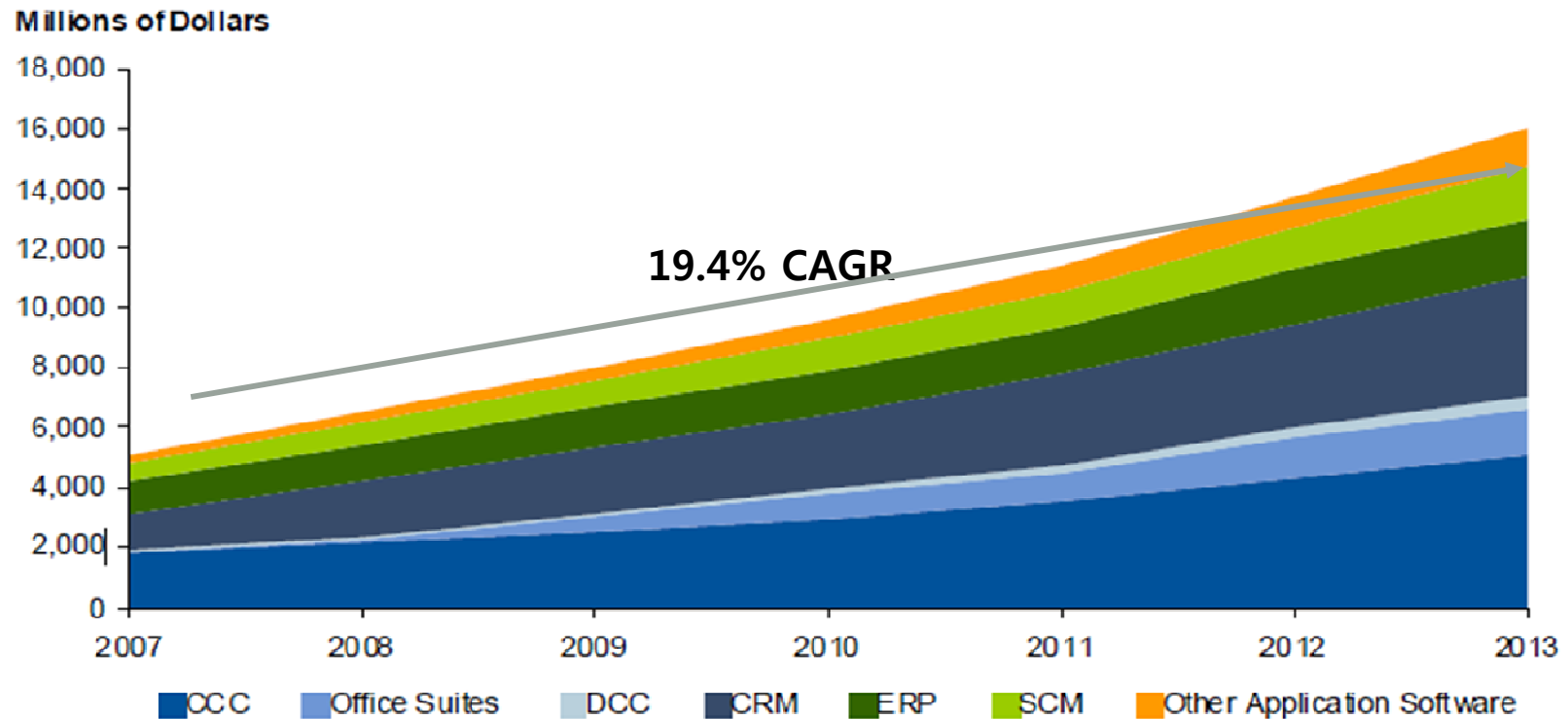
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SaaS Market Will Grow to \$16B by 2013

CAGR(Compound

Figure 1. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Application Software Markets, 2007-2013



Source: Gartner (April 2009)

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Cloud Computing is Even Bigger



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And It's Created a Hybrid World

Companies have both Cloud and On Premise Applications

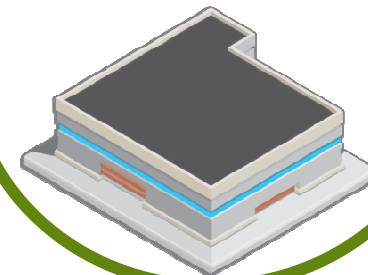
Public Clouds

Private Clouds

Packaged Applications



Home-grown Applications



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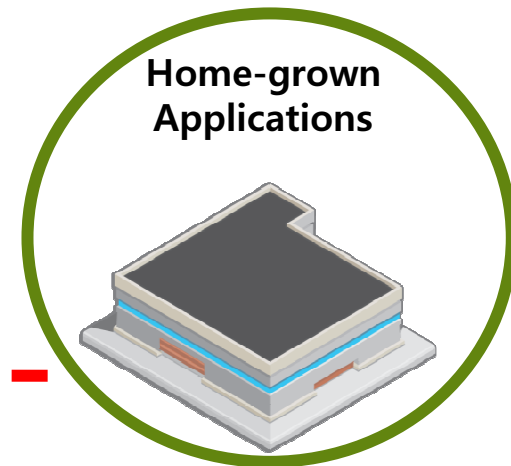
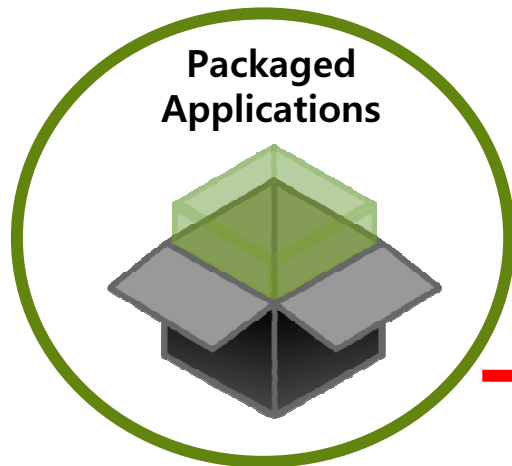


Which Demands Integration

Integration is Critical in a Hybrid World

Public Clouds

Private Clouds



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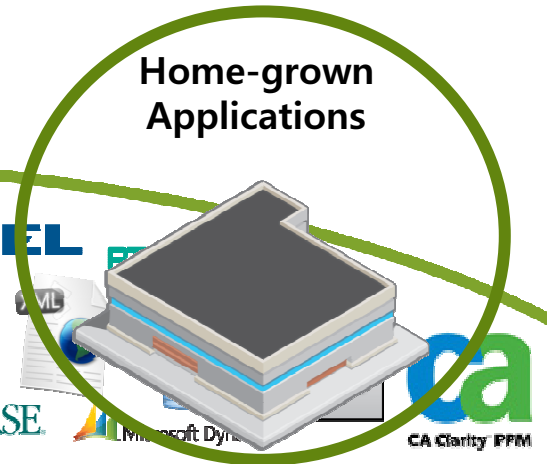
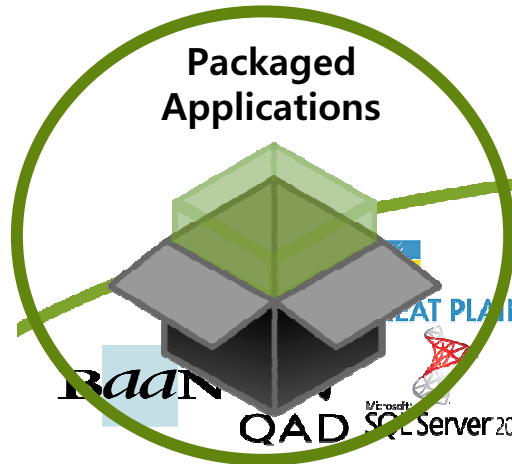
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Needs Getting More and More Complex

Integration Maximizes Value of Cloud Investments



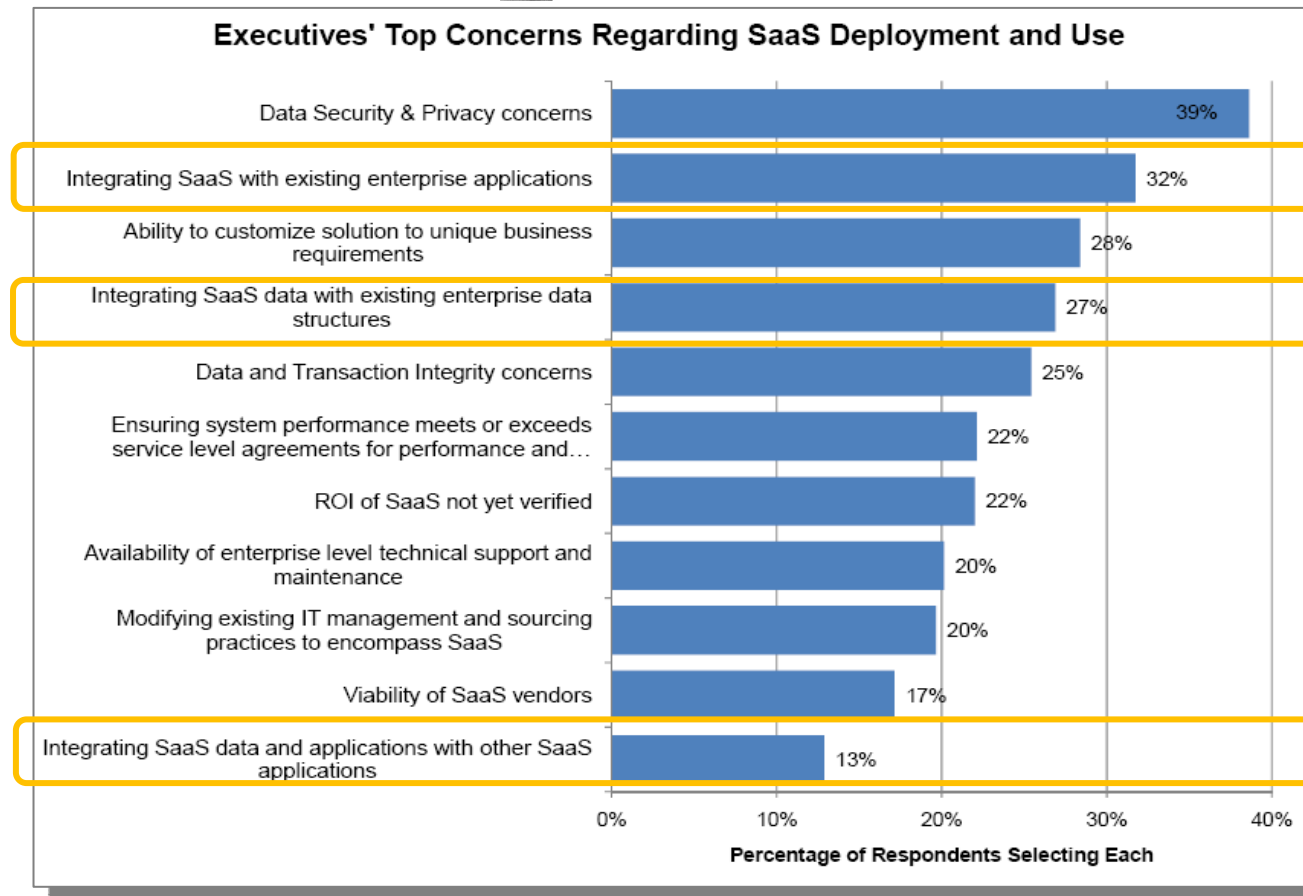
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Which Has Led to Dissatisfaction



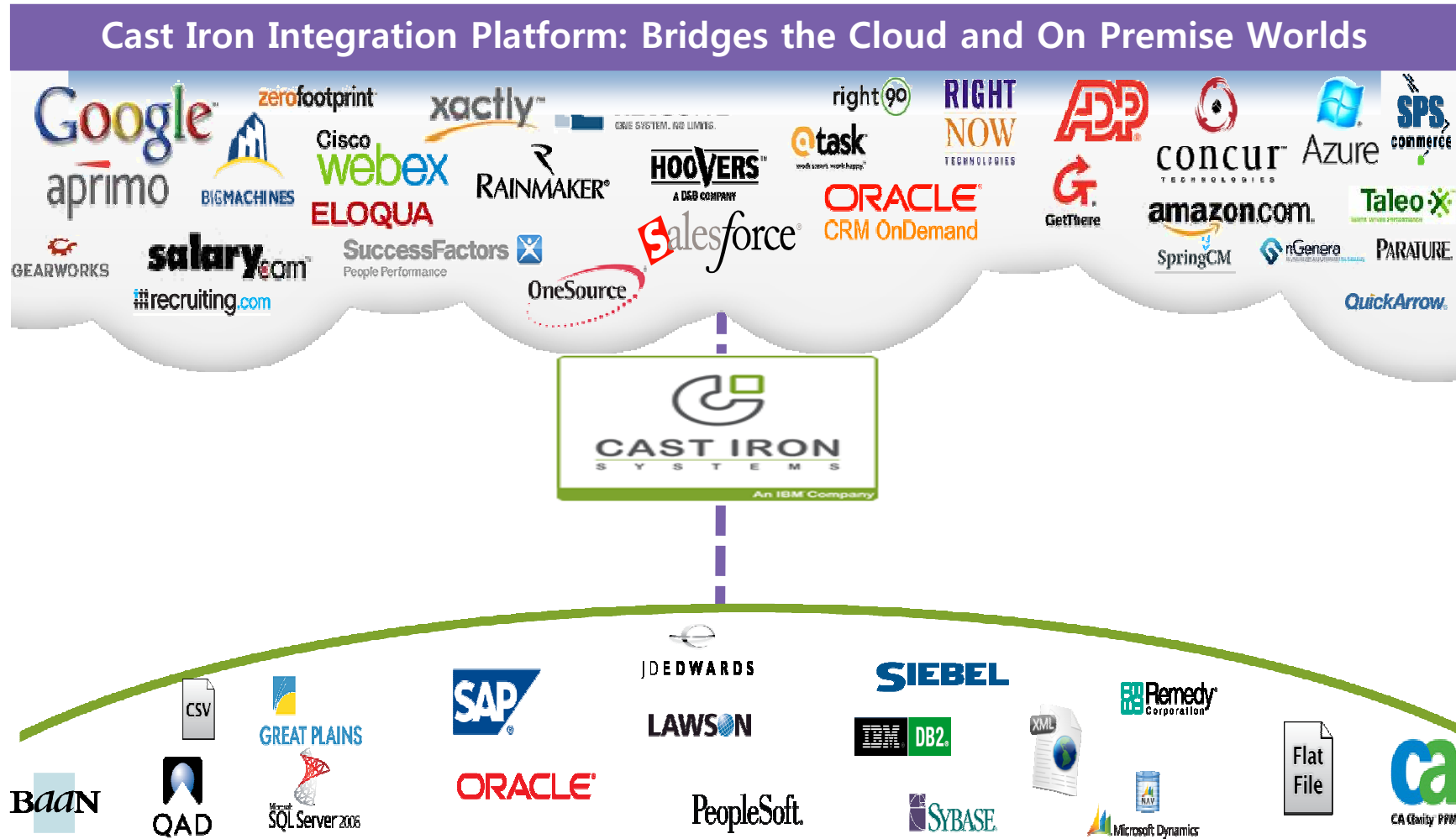
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Introducing the Complete Platform



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Complete Platform



<p>Complete Flexibility</p>  <p>Cast Iron Cloud2™</p>  <p>Physical Appliances</p>  <p>Virtual Appliances</p>	<p>Total Connectivity</p> 	<p>Complete Reusability</p>  <p>TIP Exchange</p>  <p>TIP Development Kit</p>  <p>TIP Community</p>	<p>For All Types of Projects</p>  <p>UI Mashups</p>  <p>Process Integration</p>  <p>Data Migration</p>
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Complete Platform



<p>Complete Flexibility</p>  <p>Reduce Risk</p>  <p>Physical Appliances</p>  <p>Virtual Appliances</p>	<p>Total Connectivity</p>  <p>Save Up to 80% in Time & Costs</p>	<p>Complete Reusability</p>  <p>TIP Exchange</p> <p>Save Up to 80% in Time & Costs</p>  <p>TIP Development Kit</p>  <p>TIP Community</p>	<p>For All Types of Projects</p>  <p>UI Mashups</p> <p>Increase Return</p> <p>Process Integration</p>  <p>Data Migration</p>
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비즈니스 및 IT 리더를 위한 최고의 컨퍼런스

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Proven – Thousands of Customer Integrations



Healthcare



Finance



Education



Manufacturing



Consumer



High Tech








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Rapid Results

Cloud App	Customer	Project	Duration
Salesforce.com		SFDC – Data Warehouse Customer Master Integration	10 Days
Salesforce.com		SFDC – Legacy Contract Renewals Integration	10 Days
Oracle		Oracle CRM On Demand, Oracle EBS Customer Master	8 Days
Taleo	A Leading Commodities Exchange	Taleo – PeopleSoft Job Requisition Sync	14 Days*
NetSuite		SFDC– NetSuite Billing and Invoice Visibility	24 Days
Private Clouds		SFDC – Custom Hurricane Tracking	8 Days

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Caltex Case Study

Customer Master Integration with SAP



Australia's leading oil refining company

Challenge

- Consolidate several separate CRM systems to SFDC
- Integrate customer master data between SAP and newly launched Salesforce.com
- Deliver needed sales reports to SFDC
- Considered standard webservice tools from SFDC
 - Not scalable
- Considered SAP Netweaver
 - Too complex

Solution

Cast Iron Integration Appliance

- Simple "No Coding" approach
- Bidirectional integration with SAP:
 - FTP connector to SAP
 - SFDC connector to Salesforce
 - Customer master data synchronized nightly between SAP and SFDC
- Orders in SAP summarized nightly in SFDC

Results

- Integration developed, tested, and rolled into production in 3 days for first SFDC instance
- 600 transactions completed nightly
- Provided accurate customer master data in SFDC
- Allowed Caltex to roll out SFDC for additional business units.
- No reliance on SAP experts

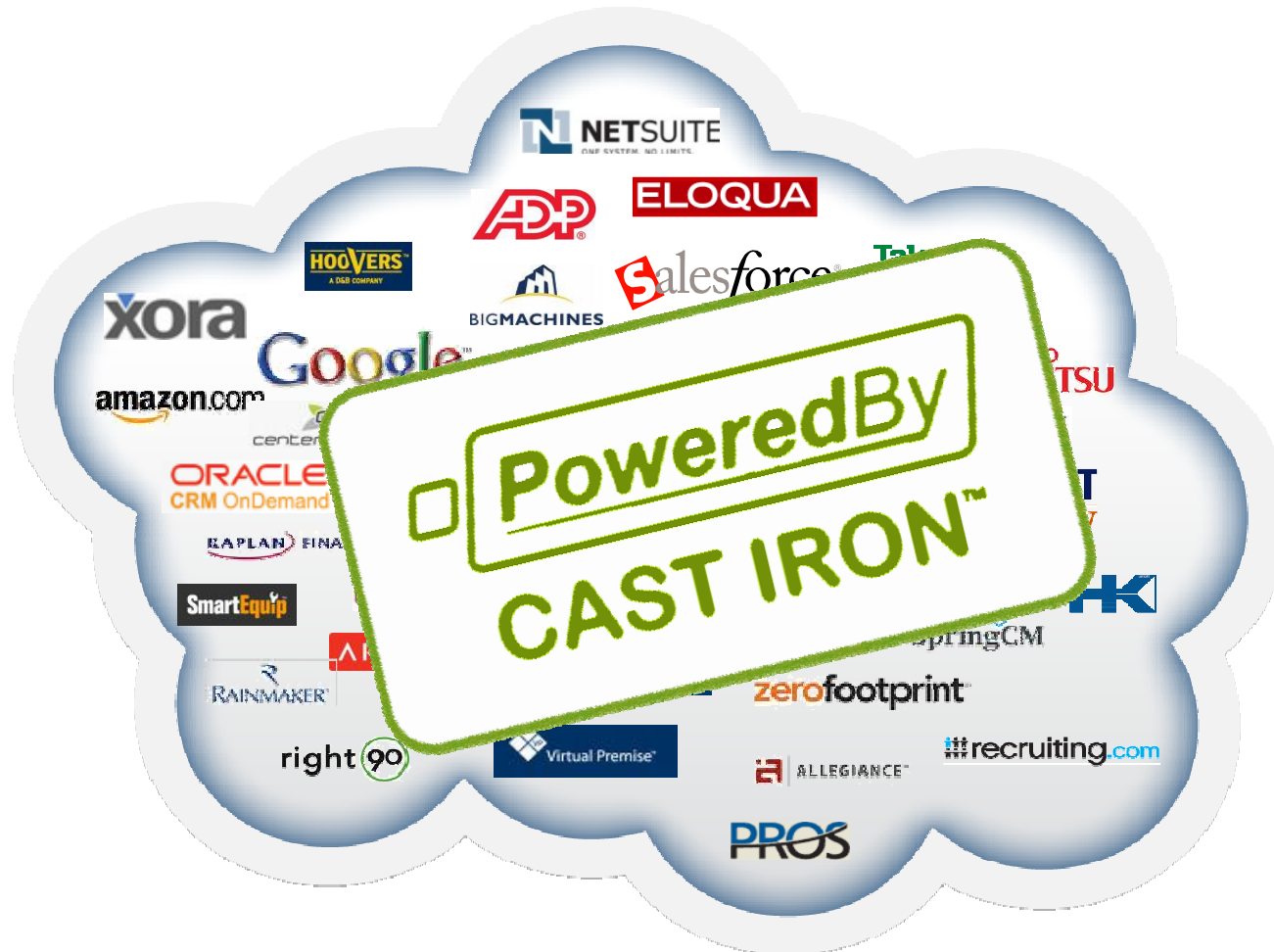
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Powering Cloud Providers



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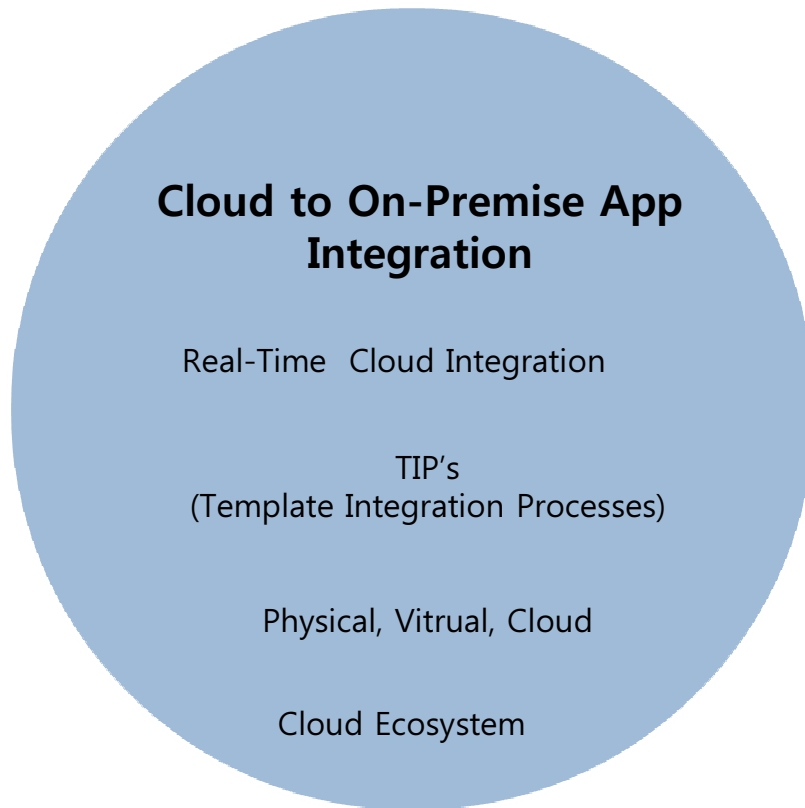
비즈니스 및 IT 리더를 위한 최고의 컨퍼런스

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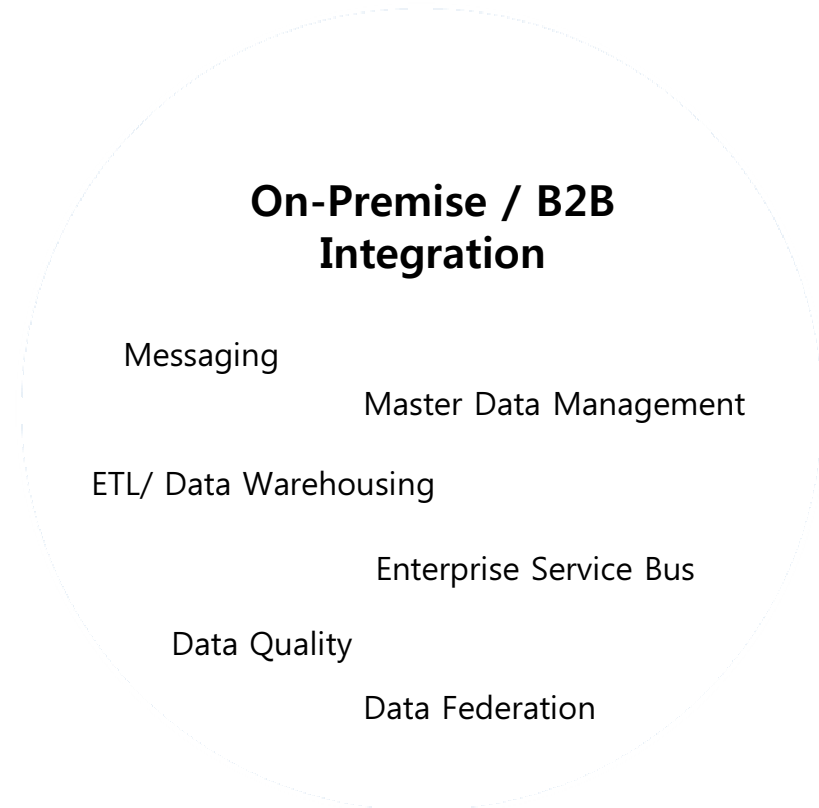


Complementary Offerings

Cast Iron Systems



Existing IBM Products



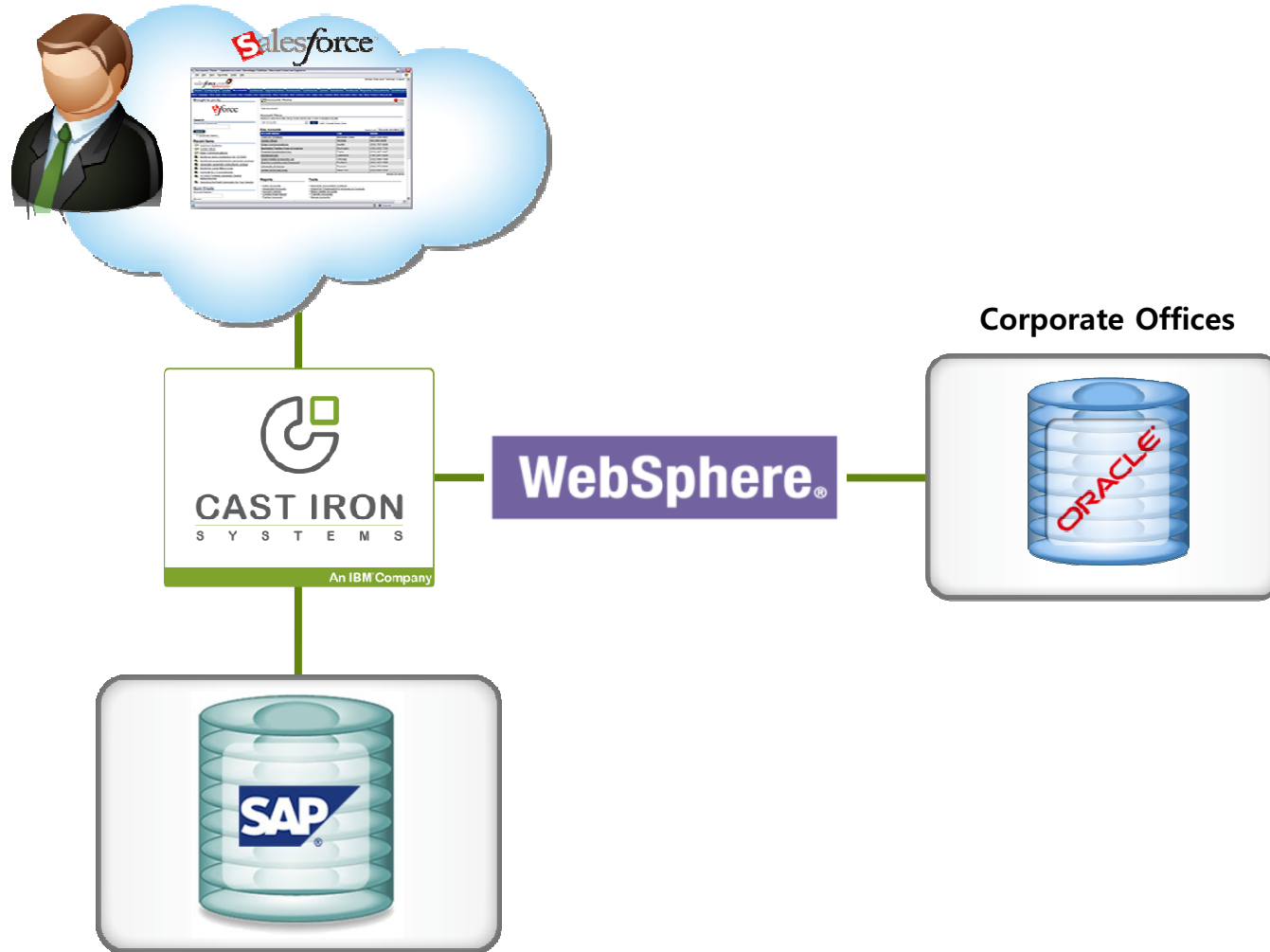
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Augmenting Existing IBM Products



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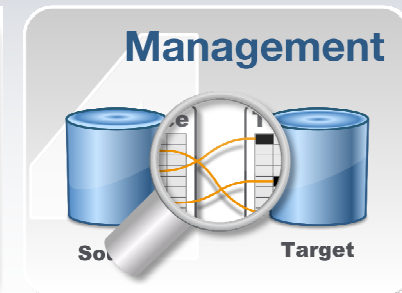
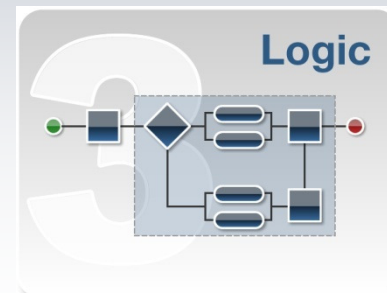
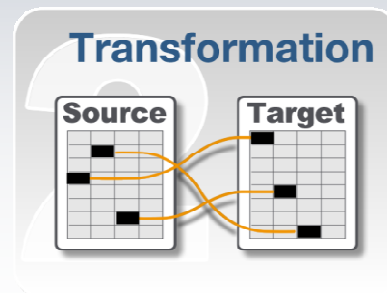
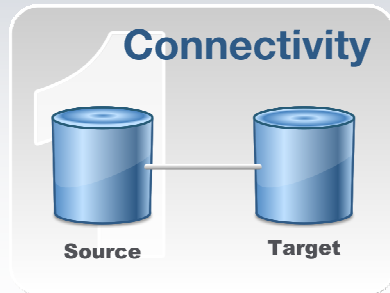
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Cast Iron Solution Overview



Cast Iron Capabilities



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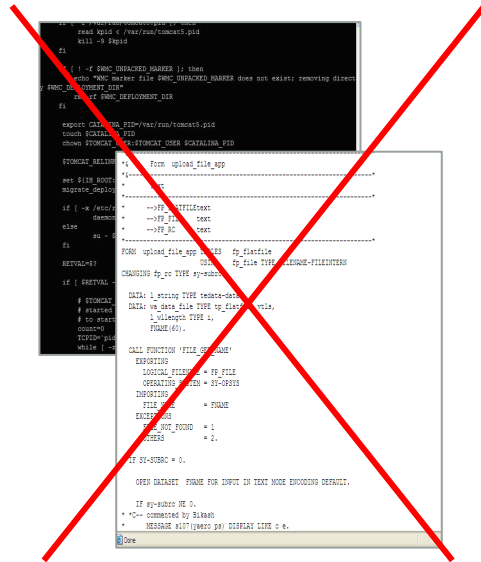
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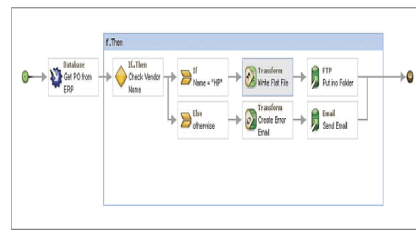
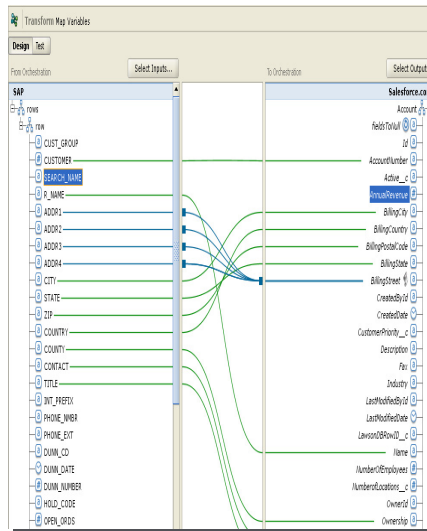


Cast Iron Approach

No Coding



Beyond Configuration



Preconfigured Templates (TIPs)

Configuration-Wizard

Configuration

1. Introduction
2. Edit Login Information For SAP endpoint.
3. Verify SAP connectivity
4. Extract SAP Customer
5. Complete SAP Connectivity
6. Create Business Rules for data validation
7. Verify Salesforce.com connectivity
8. Map customer data

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Cast Iron TIPs Approach

The screenshot shows the Cast Iron Studio Configuration Wizard for a project named 'AccountSyncSap'. The wizard is titled 'Configuration Wizard' and is currently on step 6, 'MAP Customer Data'. A red circle highlights the left-hand navigation pane, which contains a list of steps: 1. Introduction, 2. SAP Connectivity Check, 3. Salesforce.com Connectivity Check, 4. Extract SAP Customer, 5. Create Account in SFDC, 6. MAP Customer Data (highlighted), 7. Define Validation Rules, and 8. Finished. The main workspace is titled 'MAP Customer Data' and contains a text box with the description 'Map Customer data between SAP and Salesforce.com'. Below this, there are two panes: 'From Orchestration' and 'To Activity'. The 'From Orchestration' pane shows a tree view of the response structure for 'BAPI_CUSTOMER_GETLIST.Response', including fields like 'RETURN', 'ADDRESSDATA', and 'item'. The 'To Activity' pane shows a list of objects to be mapped, including 'Account', 'Name', 'Type', 'ParentId', 'BillingStreet', 'BillingCity', 'BillingState', 'BillingPostalCode', 'BillingCountry', 'ShippingStreet', 'ShippingCity', 'ShippingState', 'ShippingPostalCode', and 'ShippingCountry'. Green lines connect the fields from the 'From Orchestration' pane to the corresponding objects in the 'To Activity' pane. At the bottom of the wizard, there is a flowchart showing the process flow: 'Start Demo' (Receive Request) -> 'Extract customers' (Invoke RPC) -> 'If Ph # or City=NULL' (Decision) -> 'Terminate' (Terminate) or 'Create Objects' (Create Account) (Else branch). The wizard has buttons for '< Back', 'Next >', 'Finish', 'Close', and 'Help'.

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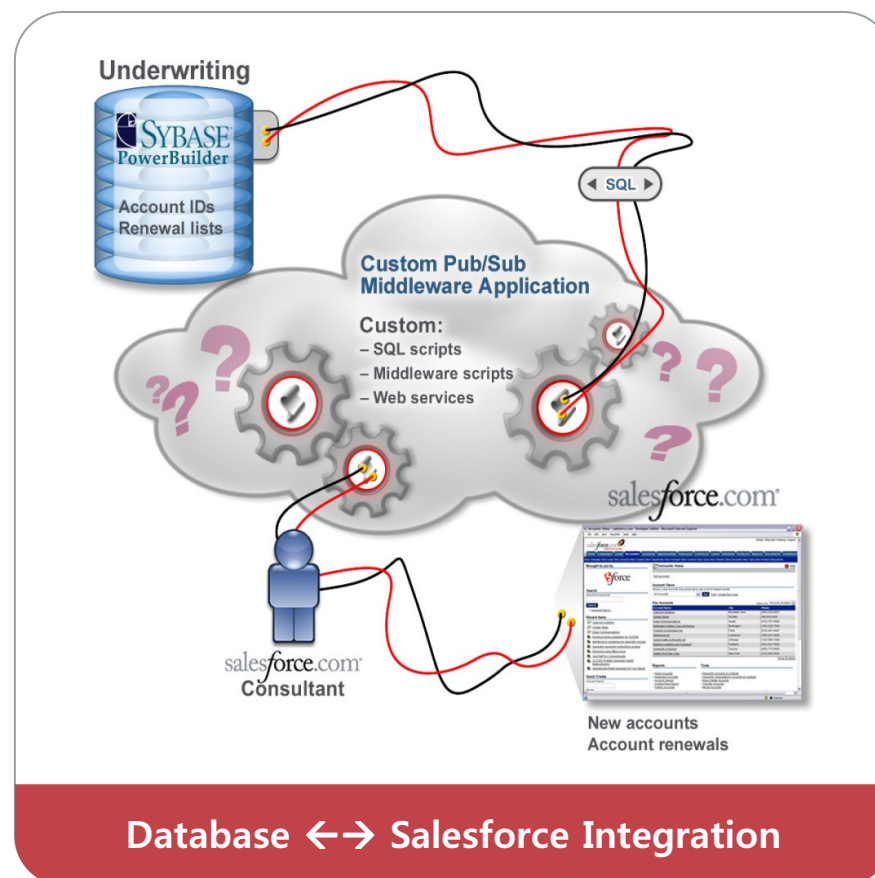
Example: Contract Renewal Integration



Subsidiary of \$120B Insurance Provider

Business Problem

- Urgent need to integrate legacy underwriting applications with Salesforce.com:
 - Sales team needs visibility of upcoming renewal contracts
 - Sales mgmt. need visibility of key customer churn KPIs
 - Real-time insurance policy information sync between systems
- 30 day deadline
- Custom code solution failed after months of effort



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Example: Contract Renewal Integration



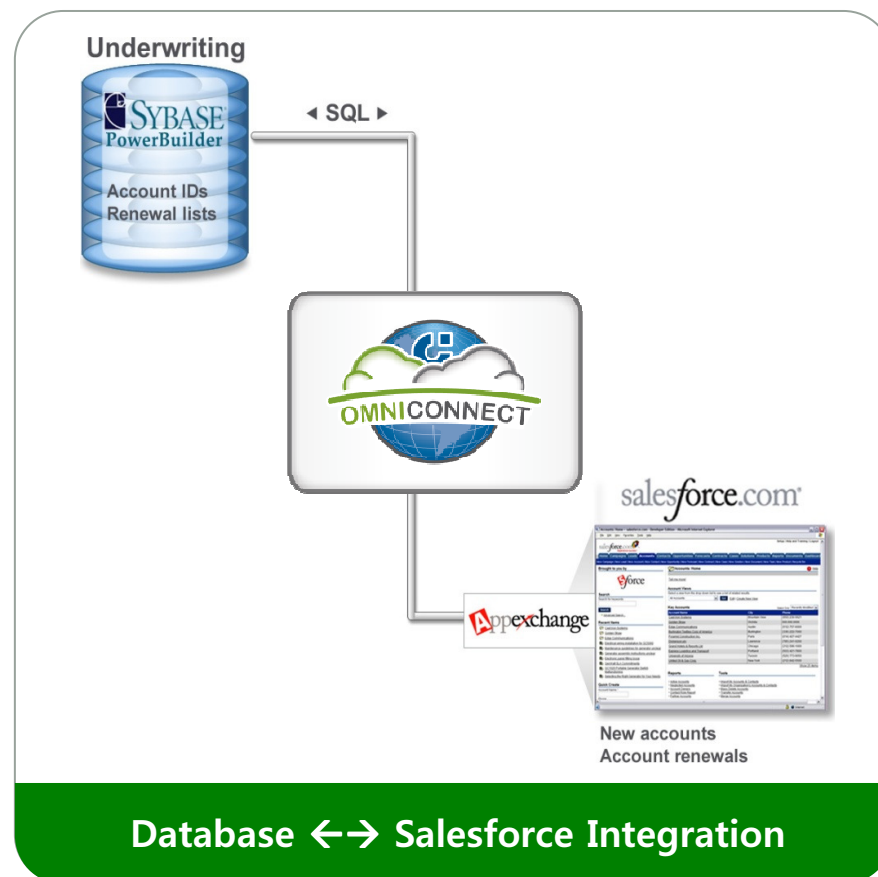
Real-time Integration Delivered in 15 Days

Solution

- Bidirectional integration:
 - Extract renewal from underwriting application to provide real-time visibility in SFDC
 - Update proposal changes from SFDC to underwriting application
- Real-time visibility of errors
- Eliminated: custom code

Results

- Integration delivered in 10 days
- Real-time contract renewal process
- Sales mgmt. have global visibility of key customer KPIs in SFDC



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Example – Customer & Order Visibility



Leading Distributor of Pharmaceutical Products

Business Problem

- Replace six legacy CRM systems with salesforce.com
- Empower call center reps (CSRs) with real-time information for delivering superior customer service:
 - A/R, invoices, credit checks and order details
- Reduce dependency on higher cost resources
- Shift higher skills to strategic/innovation initiatives
- Custom Code – not aligned with org goals
- Data Integration ETL tool – as complex as custom development



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Example – Customer & Order Visibility



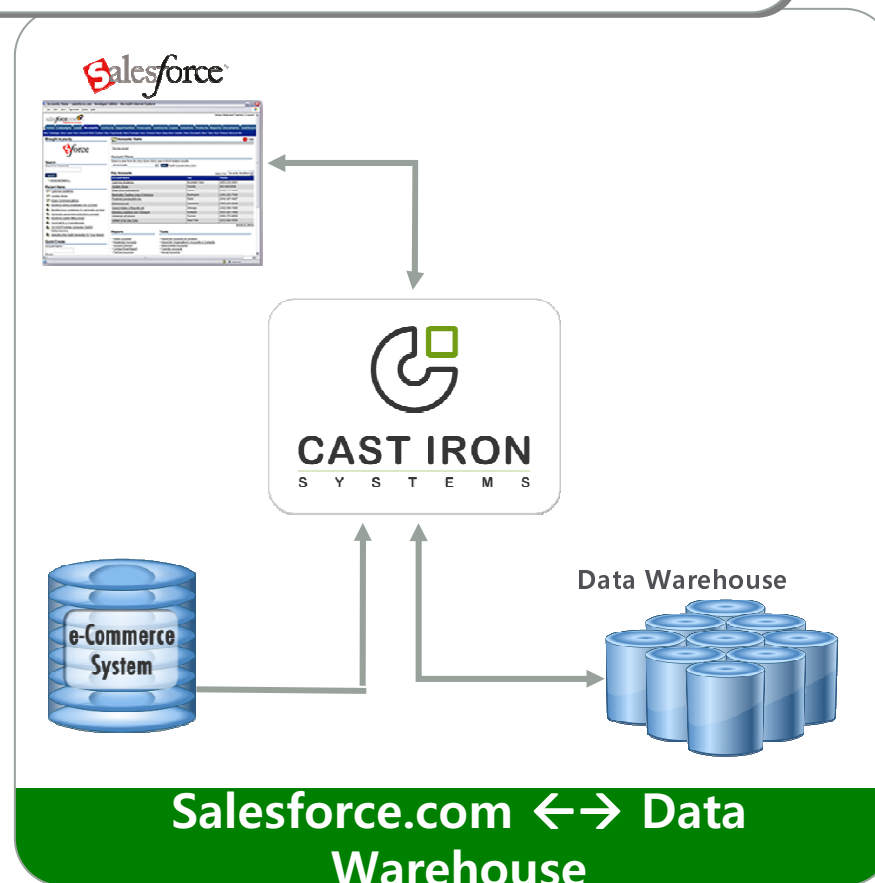
CSR Productivity increased in 8 days. \$250K cost

Solution

- Real-time and batch integration
- A/R, credit, and sales info are “pushed” to SFDC
- Orders and quotes created in eCommerce system are “pulled” real time from data warehouse

Results

- Reduced development from 4 to 1 FTE:
 - \$250k annual savings
 - 80% reallocation in resources
- Senior resources now assigned to strategic initiatives
- Increased CSR productivity & superior customer experience



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Summary

Rapid

Cloud integrations in days, not months

Proven

Thousands of customer integrations

Complete

A single platform for all your cloud and on premise integration needs

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