

**IBM SolutionsConnect 2013**

Turning Opportunity into Outcomes.

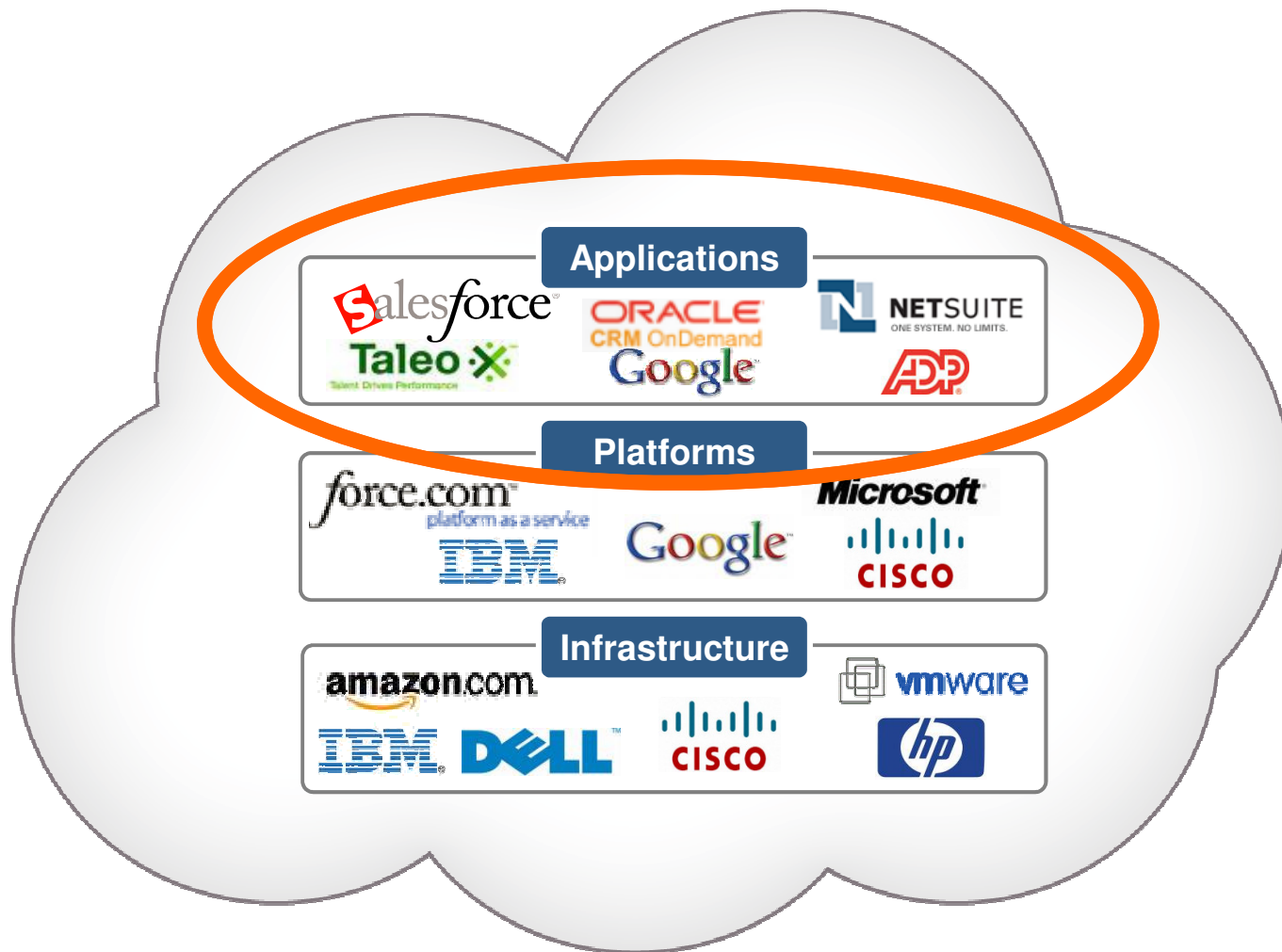


# How to integrate your on-premise IT-environment with the cloud?

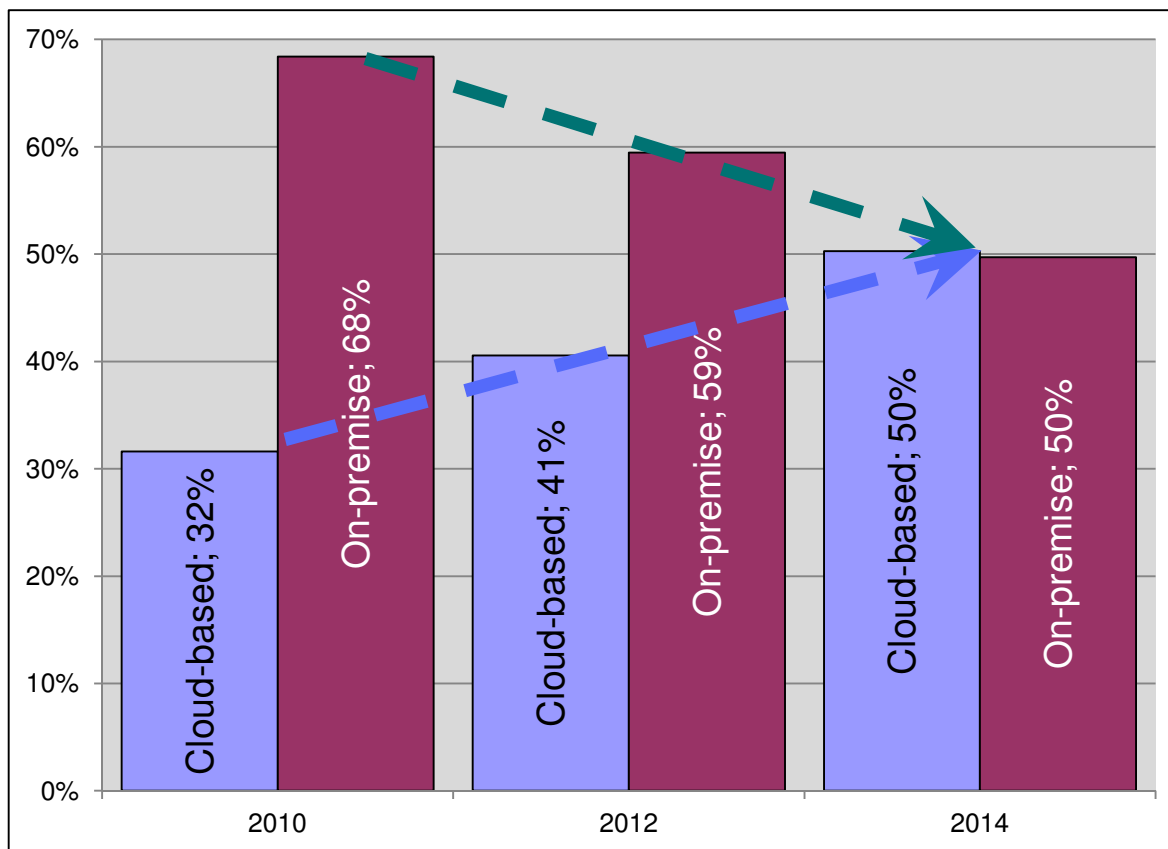
Harry\_Bol@nl.ibm.com



Context: Cloud Applications = SaaS



## Cloud Application (SaaS) Use is Exploding,



### Notes on the Data

- Obvious trends away from on-premise solutions toward SaaS/Cloud solutions for new software through at least 2014.
- IT and business executives expect their firms to prefer buying SaaS/Cloud-based solutions rather than traditional on-premise solutions after 2014.



Source: Saugatuck Technology Inc., 2010 Cloud Business Solutions / SaaS Survey (March 2010), Global N=790

**Saugatuck Insight:** Spending on new software solutions will shift to SaaS (Cloud-based). While timeframes will vary by region and industry, the general global tipping point will be in 2014. On-premise software will not vanish at this point, but will become the minority in new software spending.



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**100,000+** Paying Customers



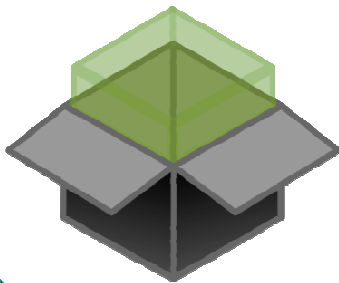
... which has created a Hybrid World,

## Companies have both Cloud and On Premise Applications

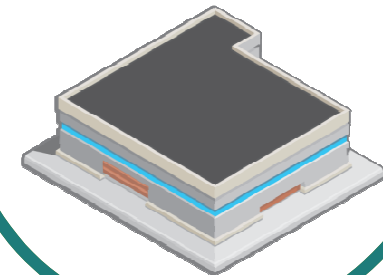
### Public Clouds

### Private Clouds

Packaged Applications



Home-grown Applications



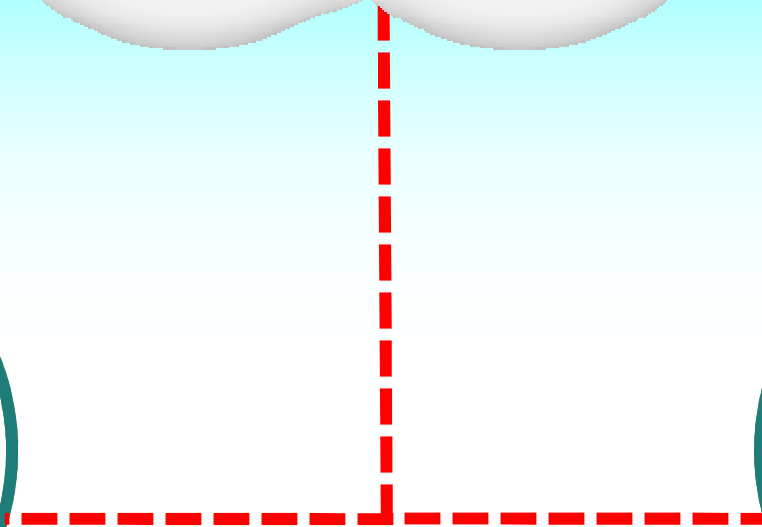
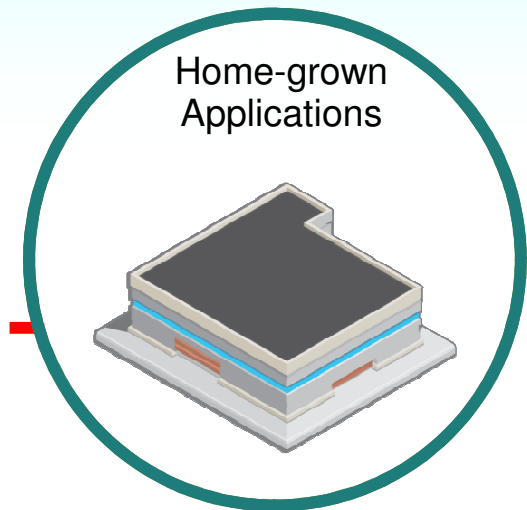
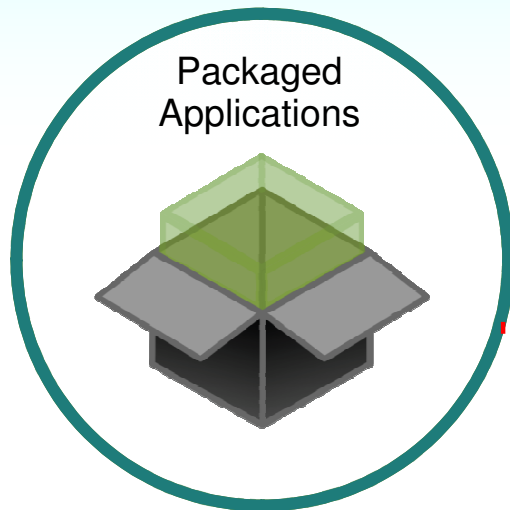
... which demands Integration.



## Integration is Critical in a Hybrid World

Public Clouds

Private Clouds

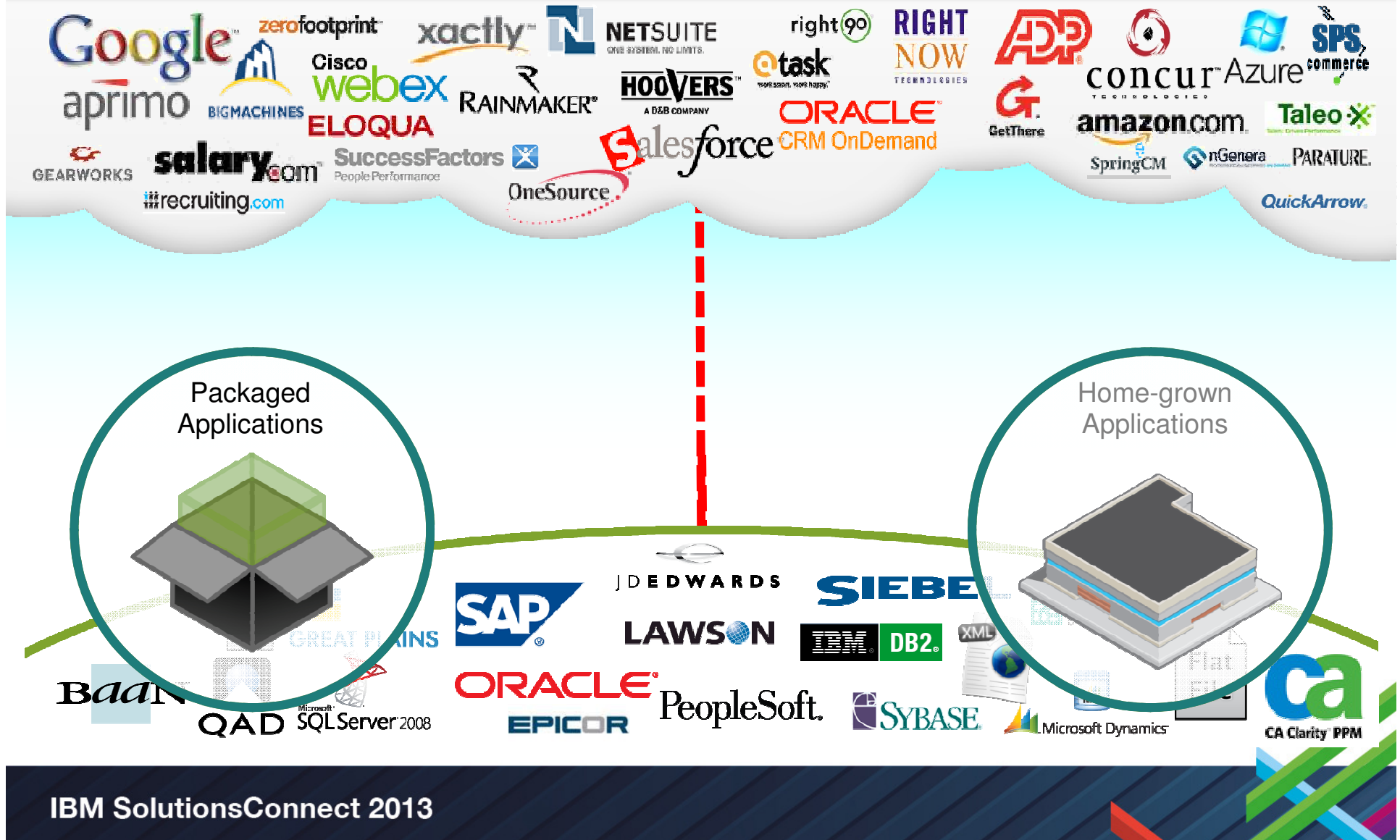


# Why Integrate Cloud Applications (SaaS)



... but how?

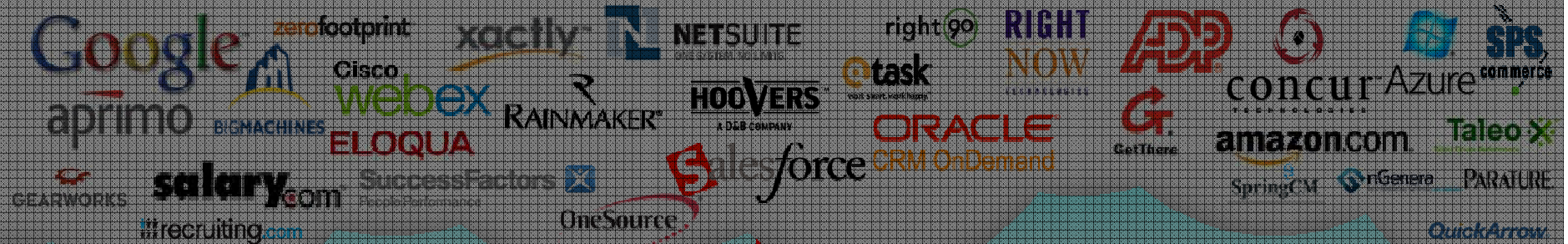
## Integration Maximizes Value of Cloud Investments



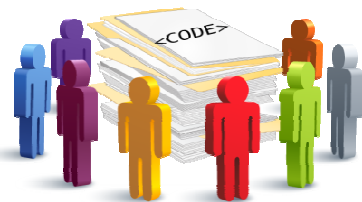


# Existing Solutions Are Incomplete

Integration Maximizes Value of Cloud Investments



## Custom Code



People intensive

## On-Demand

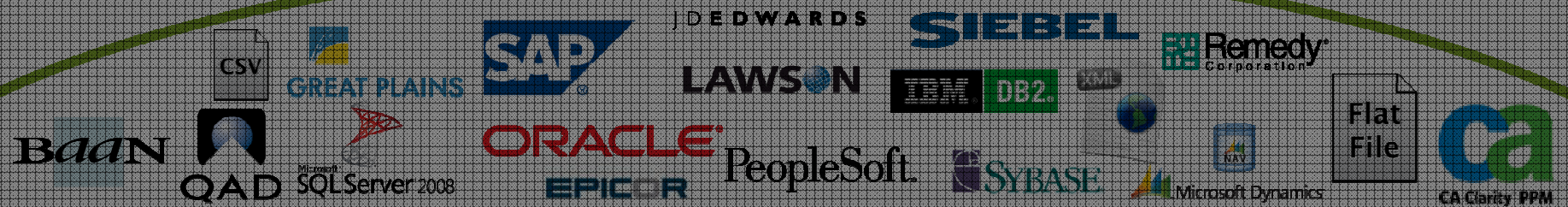


Rudimentary Capabilities

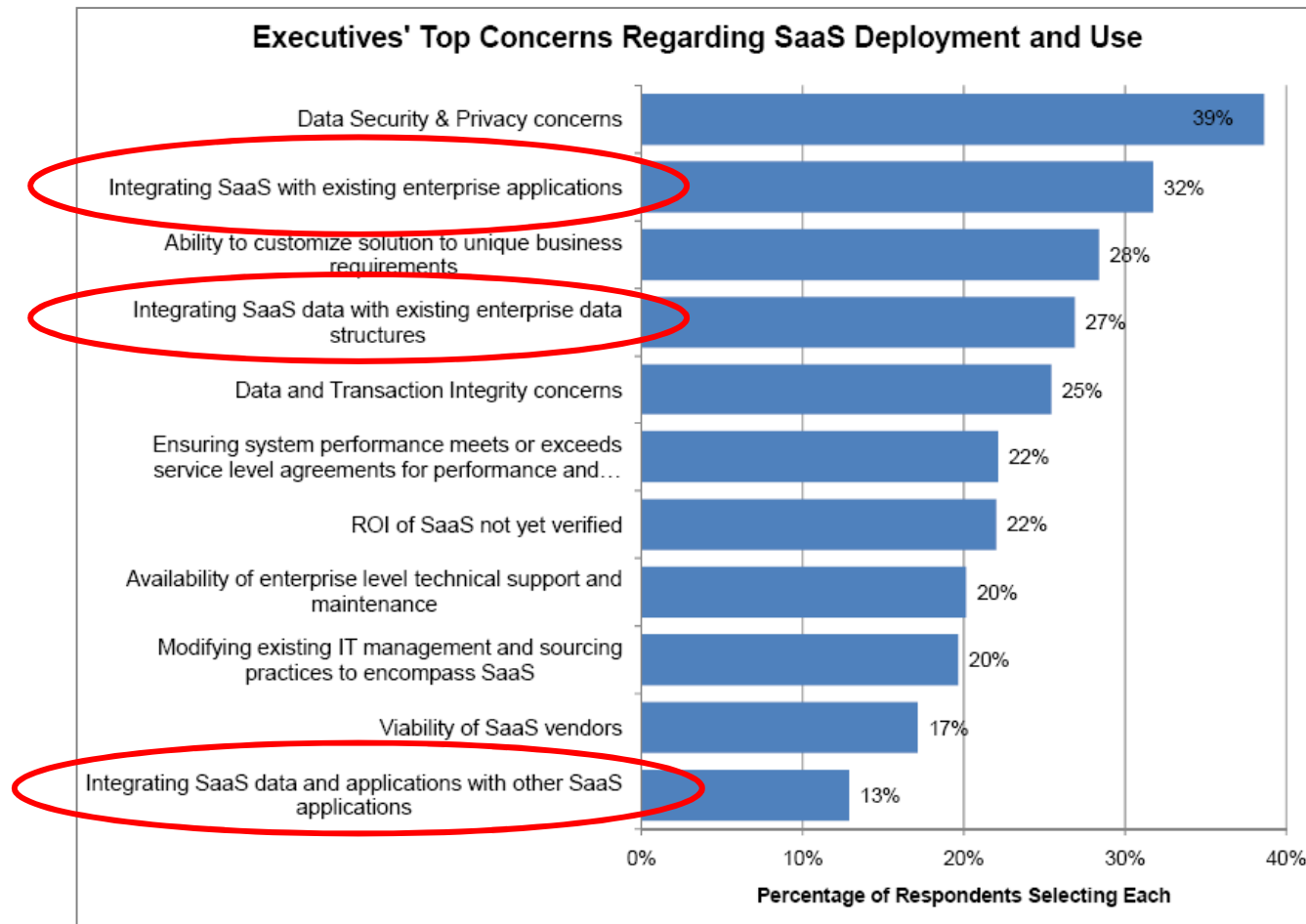
## On-Premise



Cloud is an Afterthought



# Integration challenges lead to serious concerns...



... and companies re-evaluating the Cloud.

## Gartner



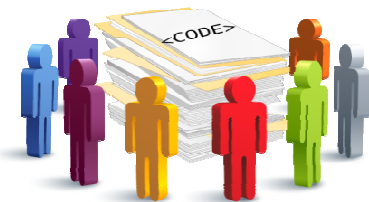
# WebSphere Cast Iron Cloud integration



Rapid. Flexible. Simple.

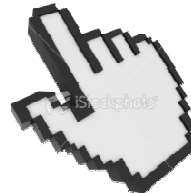


Custom Code



People intensive

On-Demand

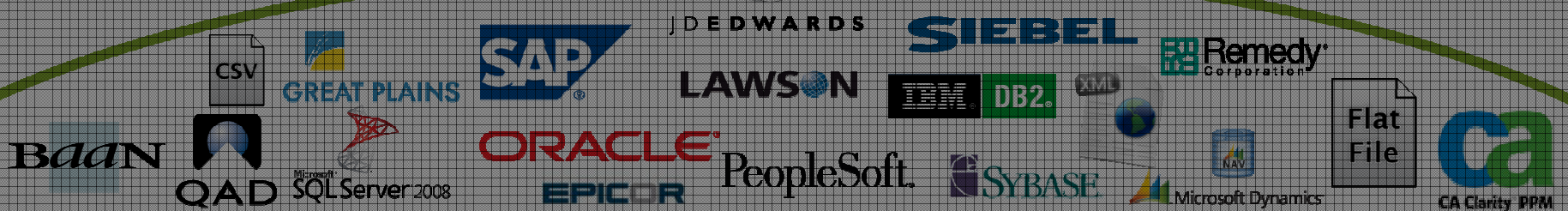


Rudimentary Capabilities

On-Premise

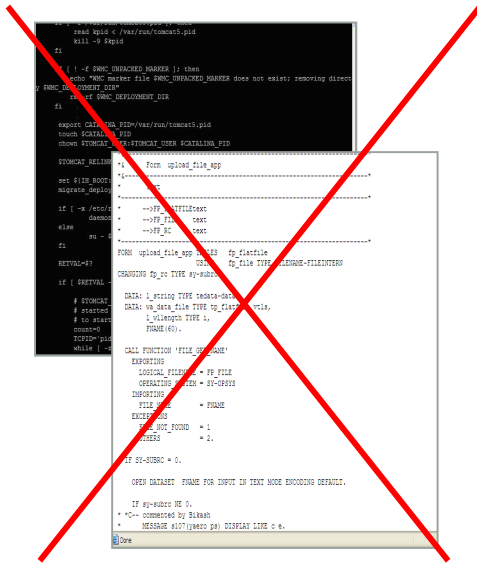


Cloud is an Afterthought

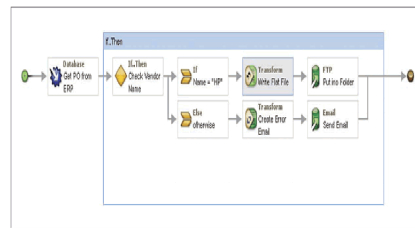
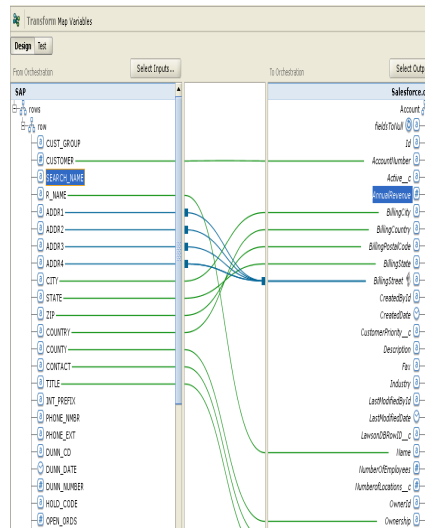


# Cast Iron's simple "Configuration, Not Coding" approach

## 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

# Leadership in Cloud Connectivity: Integrate in Days



Cloud Offering	Customer	Scenario	Duration
		Sales Cloud – SAP 360 Degree Customer View	10 Days
		Custom Cloud - PeopleSoft Billing and Invoice Integration	8 Days
		Sales Cloud & Chatter – SAP Customer and Sales Order Integration	14 Days
		Netsuite, CRM Opportunity to order sync	20 Days
		Oracle CRM On Demand, EBS Real-time order and invoice visibility	10 Days
		Sales Cloud, Service Cloud, Force.com - Jeeves Order to Shipment	21 Days



# Rapid - Cast Iron's Approach: 3 Steps to Integration

## 1. Configure



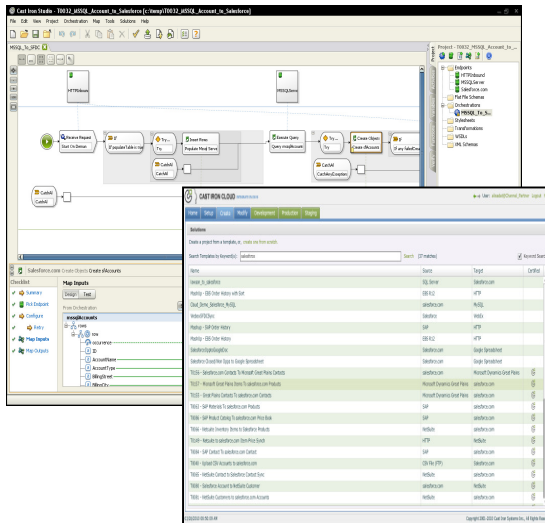
## 2. Run



## 3. Manage



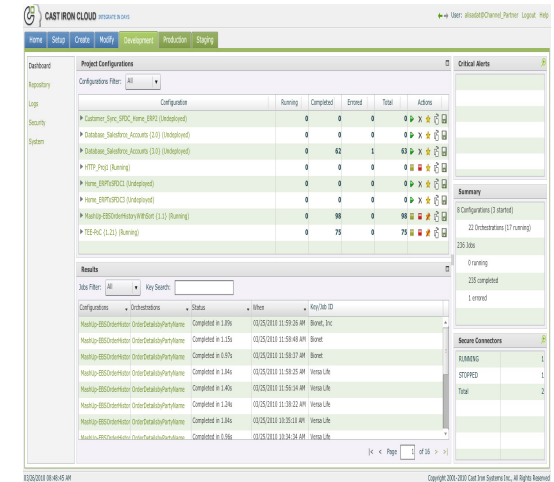
### Studio & TIP Repository



### Deployment Flexibility



### Web Management Console



# Companies Are Engaging Across Traditional Boundaries



## Disruptive Trends with Rapid Growth

Mobile Applications

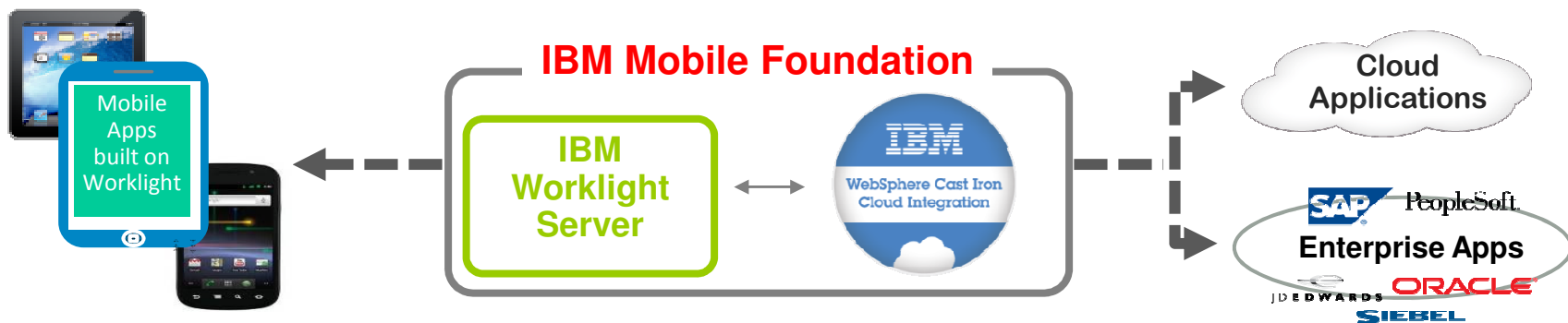
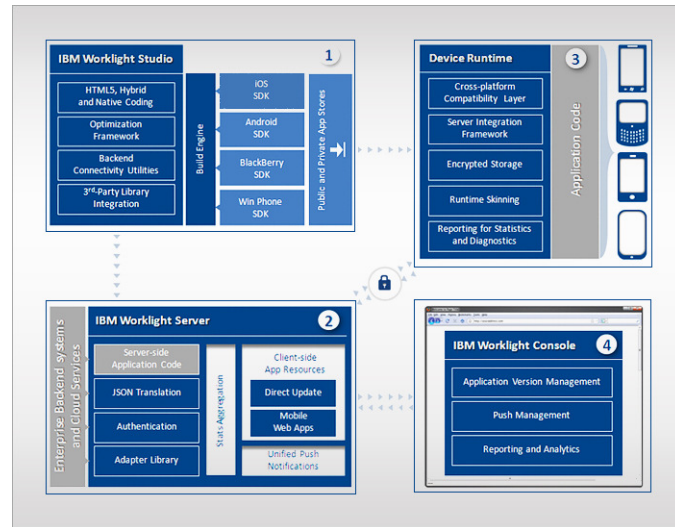


Cloud Applications





# Leveraging your Cast Iron Investment with Worklight



# Companies Are Engaging Across Traditional Boundaries



## Disruptive Trends with Rapid Growth

Mobile Applications



Cloud Applications



Web APIs

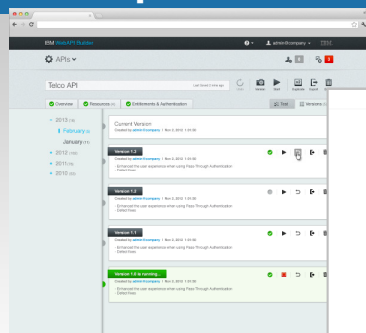


# Leveraging your Cast Iron Investment with API management

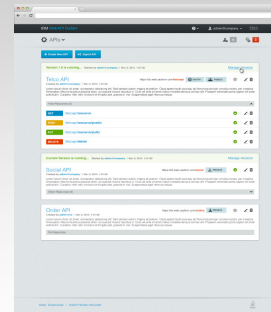
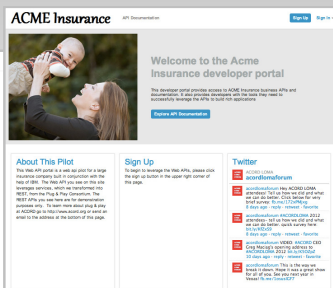
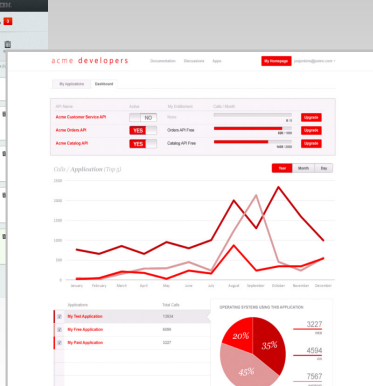
## IBM API Management



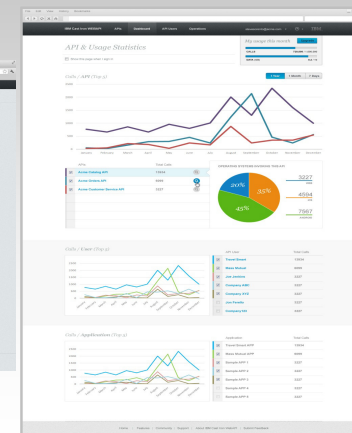
Secure, Control, & Optimized



Create, Manage, Socialize



Create (Assemble)



1 Solution, 1 Pane of Glass

## 10 Minute Demo

