Dave Linguist
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Now so connecting data centers to clouds is a very common requirement. This is where we get into the hybrid discussion. Customers have choices these days connecting to business services. Most companies tend to want to focus on building, running and maintaining the services that are core to their business. So let's look at some of these choices, because each of these choices has its advantages.

Doing it yourself – Typically you do this because it is core to your business. You are going to run, build and maintain the system out. And it has advantages, but it also takes some time and cost.

You might want to buy a package application and consume services through a packaged application and you may have to spend some support dollars to that vendor.

Another option, is find a business partner, and set up a direct relationship. Lastly, we could do a software-as-a-service and rent out the service. And this can be very attractive for developers, for agility and has some very attractive time and cost properties.

To reduce development costs, we are seeing customers build composite applications. That combine the best of on-premise servers with lower cost public services. However, this integration takes time and specialized skill.

It does take time and specialized skill, there are millions of APIs out there but I have some good news. We now have a one of kind solution, CastIron OmniConnect. When I think of OmniConnect, I think of integration with application fluency that is what CastIron is all about. OmniConnect is a drop-in solution, that understands the most popular applications, APIs and services out there today.

Application fluency means we speak the applications API, we understand the applications Data schema, and most important we understand the mappings and workflows required to integrate specific applications to specific applications. Making it virtually effortless to securely connect one application to another.

So there are an increasingly number of business services available today and this is just a glimpse of what CastIron supports. More than ever you have choice to quickly and opportunistically build composite applications that integrate your internal applications with services you outsource via the Internet.