



Mashups: Empowering Financial Service Users

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About JackBe

- Founded 2002
- Empowering Business Users through Enterprise Mashup Technology
- Applications deployed to over 4,000,000 end users across 50+ customers
- An Intel Portfolio Company



bp



the user is the killer app



Agenda

- We Need Mashups!
- What's a Mashup Again?
- The Basics of Mashups
- Demo
- Q&A



The People

IT, how do I integrate Web services with my trading app?

IT, can you integrate my sales data with our SAP data?

Is this secure?

IT, how can my partners get access to my data?

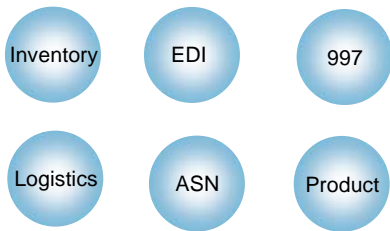
IT, how do I join the data in these two portal windows?

Timely Information for Ad-Hoc Decisions

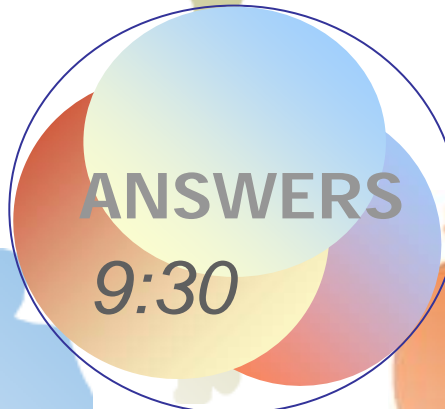
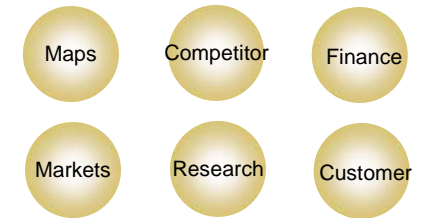
Enterprise Data



Trading Partner Data



Public Data



9:20...

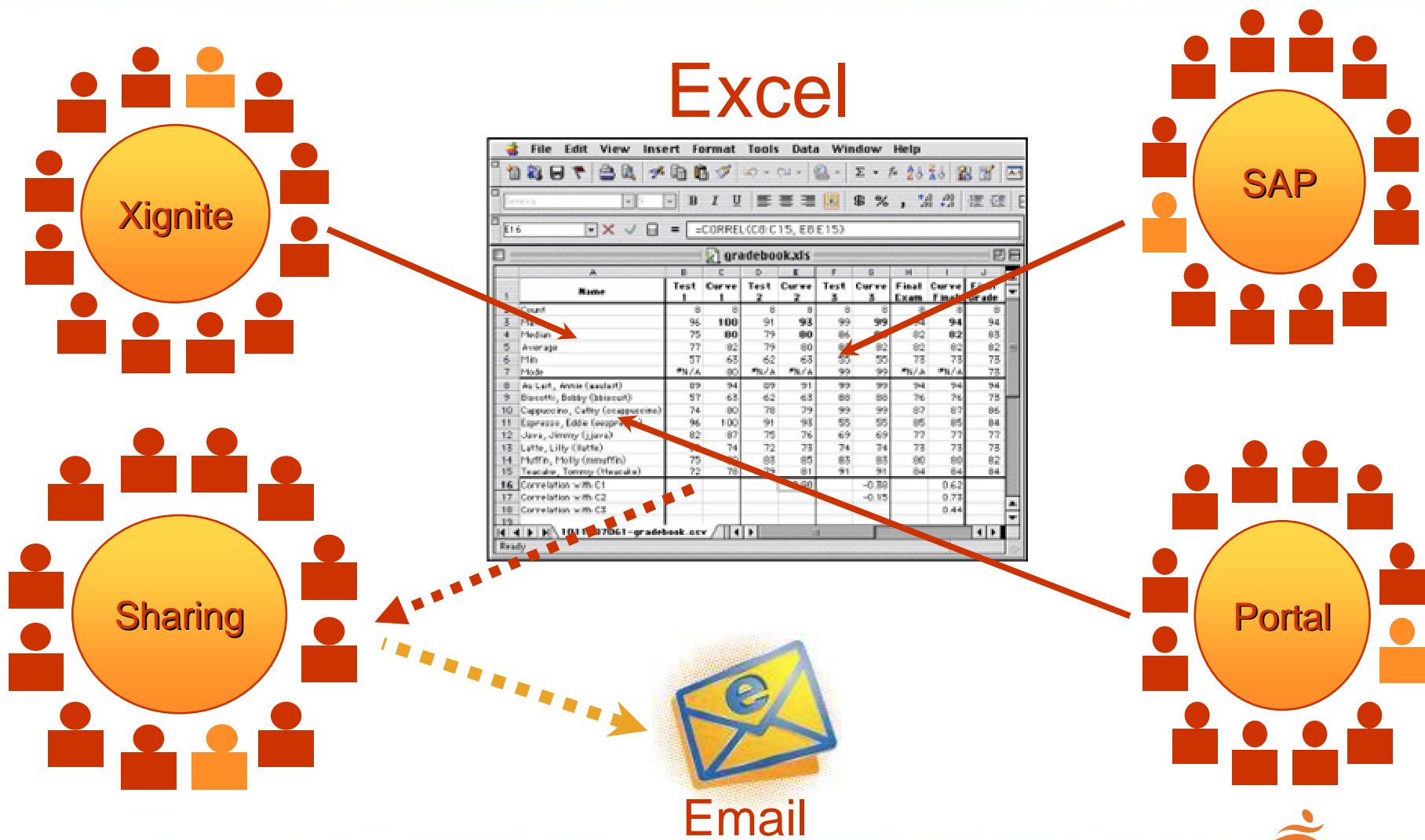
9:10...

9:00...

Decision Makers



Forced to Mashup 1.0



Enterprise Mashups are coming. Are you ready?



October 9th, 2007

Gartner's top 10 technologies for 2008: SOA precursors; fabric computing; Real world Web; WOA

Posted by Larry Dignan @ 7:43 am

Categories: General, IT Management, Gartner Symposium, Enterprise 2.0

Tags: Web, Virtualization, Blade, Green IT, Gartner Inc., SOA, Computing, Service-Oriented Architecture (SOA), Web Services, Middleware, Enterprise Software, Software, Larry Dignan

Top 10 Strategic Technology Areas

1. Green IT
2. Unified Communications
3. Business Process Modeling
4. Metadata Management
5. Virtualization 2.0
6. Mashups & Composite Apps
7. Web Platform & WOA
8. Fabric
9. Real World Web
10. Social Software

A screenshot of the Wall Street Journal Online website. The main article is titled "Office Technology Do-It-Yourself Software" by Jeanette Borzo, dated September 24, 2007. The article text reads: "New tools let businesspeople avoid the IT department and create their own computer applications. But they aren't for everybody." The page includes a navigation menu on the left, a search bar at the top, and a "LOG OUT" button.

Gartner.

What people want and need!

Consume

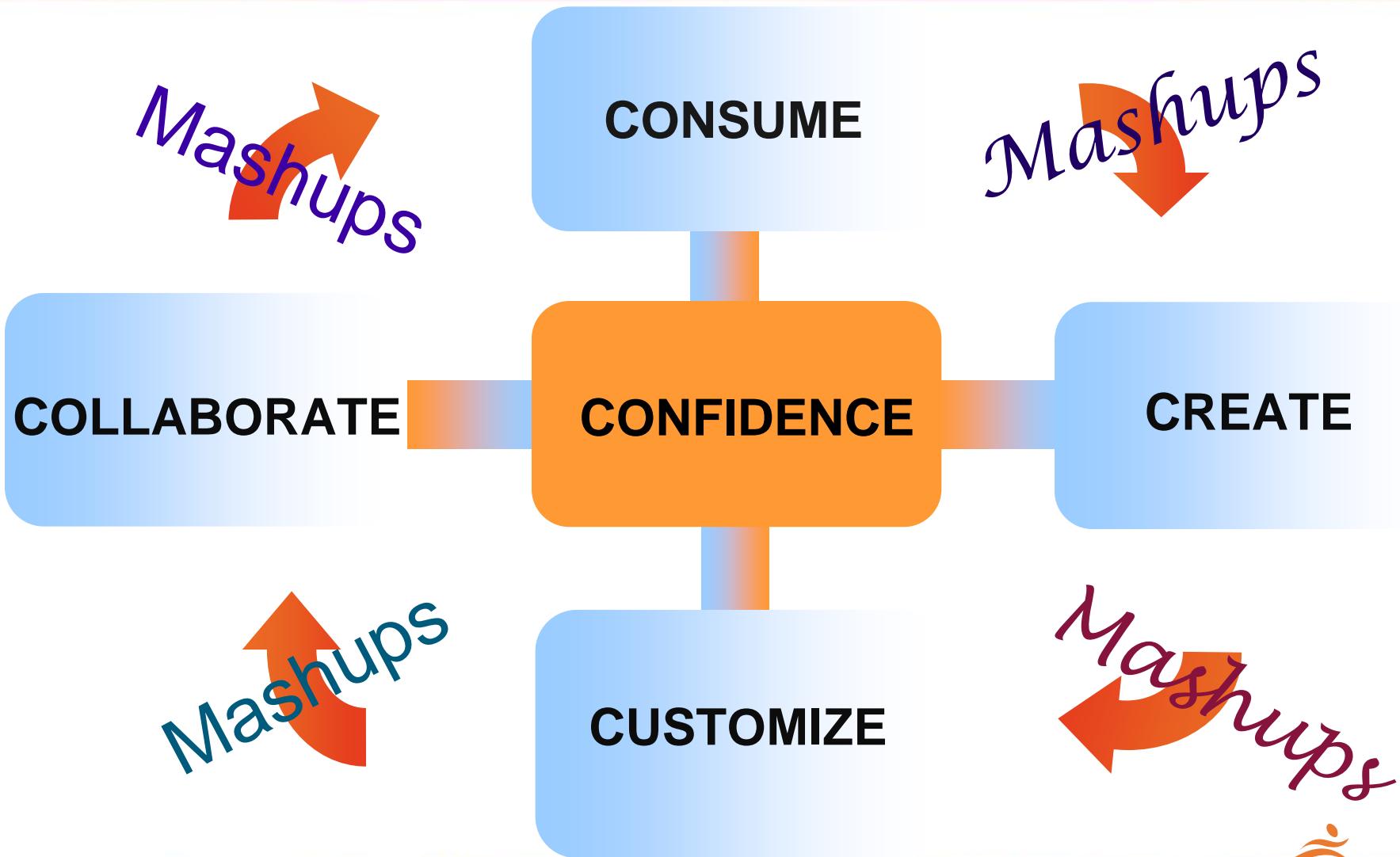
Create

Confidence

Collaborate

Customize

The "C5" Enterprise Mashup Framework



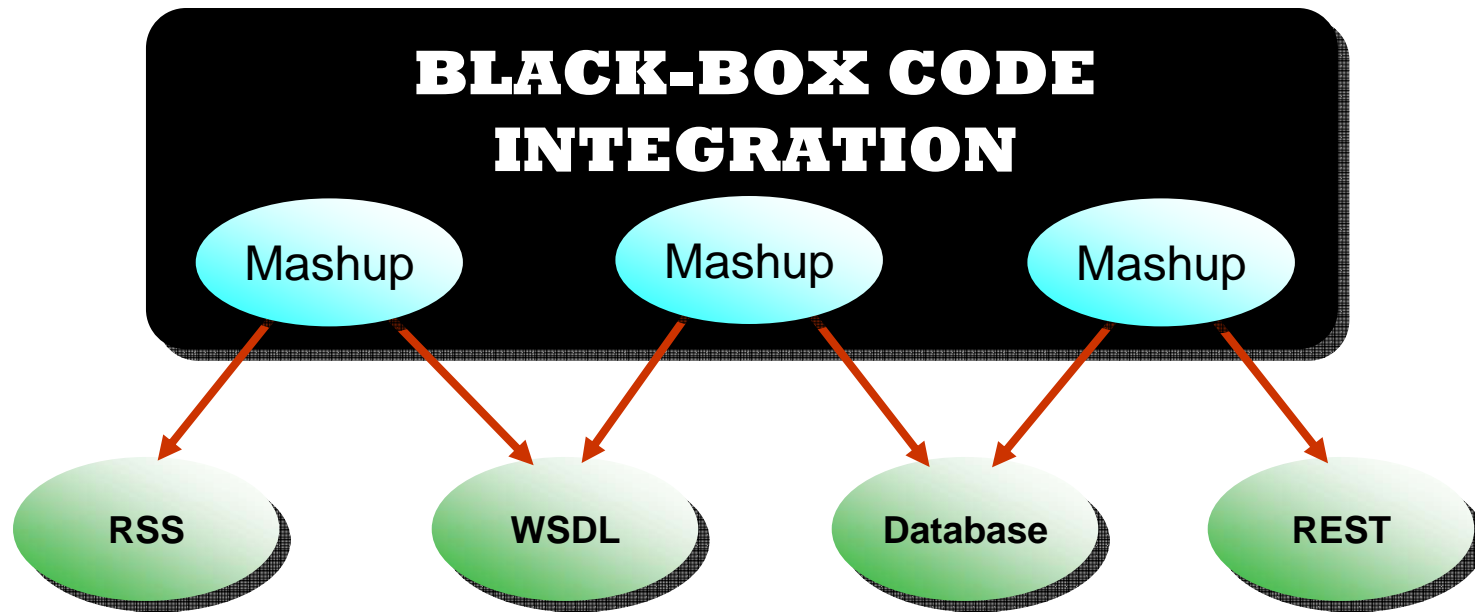
JackbEnterprise Mashups



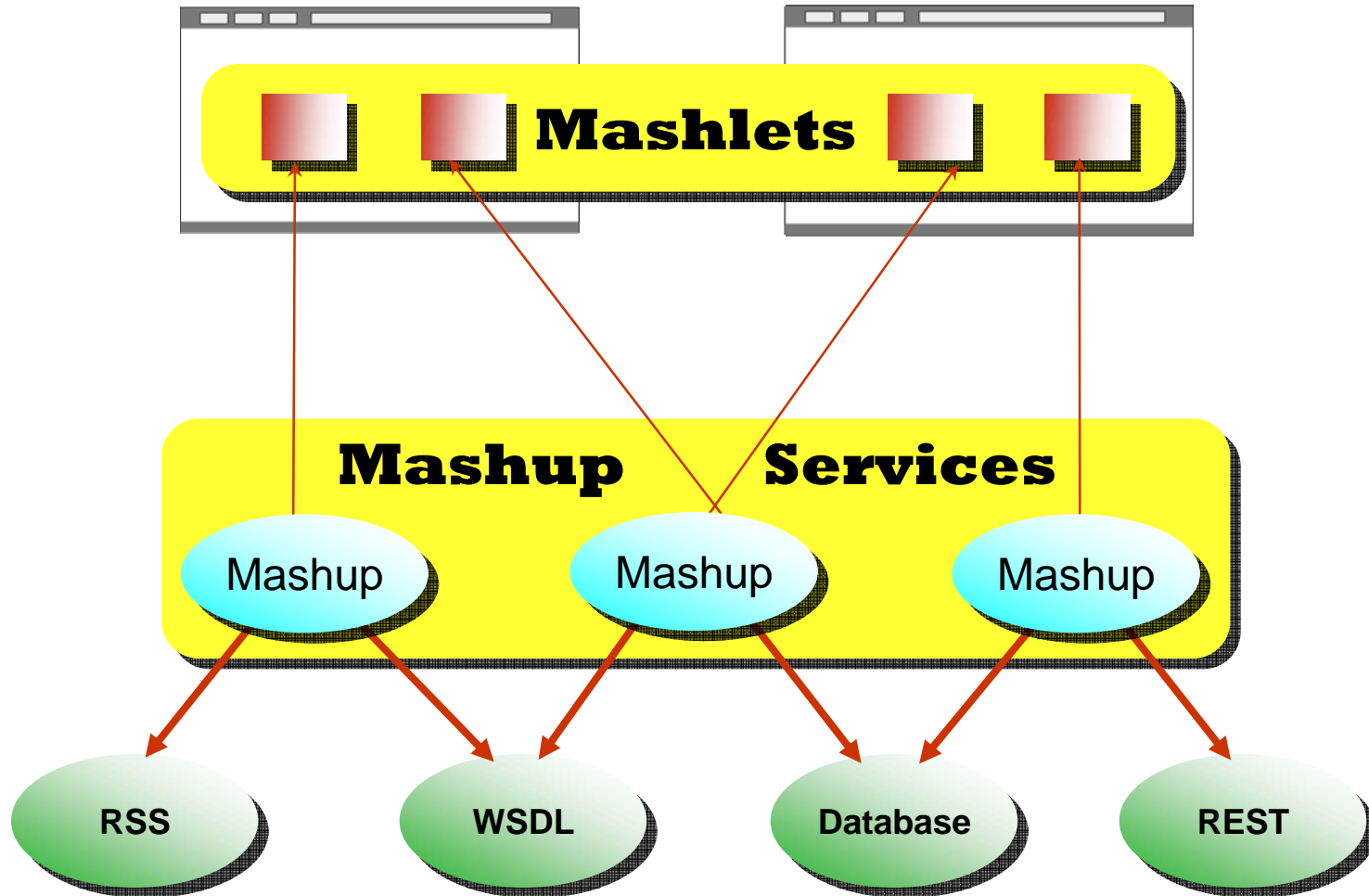
- Consume any service, application, or data source
- Create mashups to combine many data sources into one view
- Customize mashups to address your needs
- Collaborate and share with others for greater productivity
- Confidence that your mashups meet enterprise security & governance demands



Enterprise Mashups the Hard Way

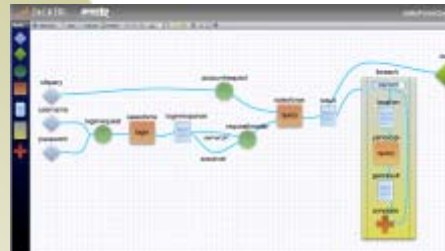


The Optimal Enterprise Mashup Architecture



Presto Enterprise Mashup Platform

Power
Presto Edge



*Data Access, Mashup
Composition & Execution*

Speed
Presto Studio



*IDE for Rapid RIA's with
Data Binding*

Freedom
Presto Dash



*Web 2.0 Framework
for Mashup Display*

presto

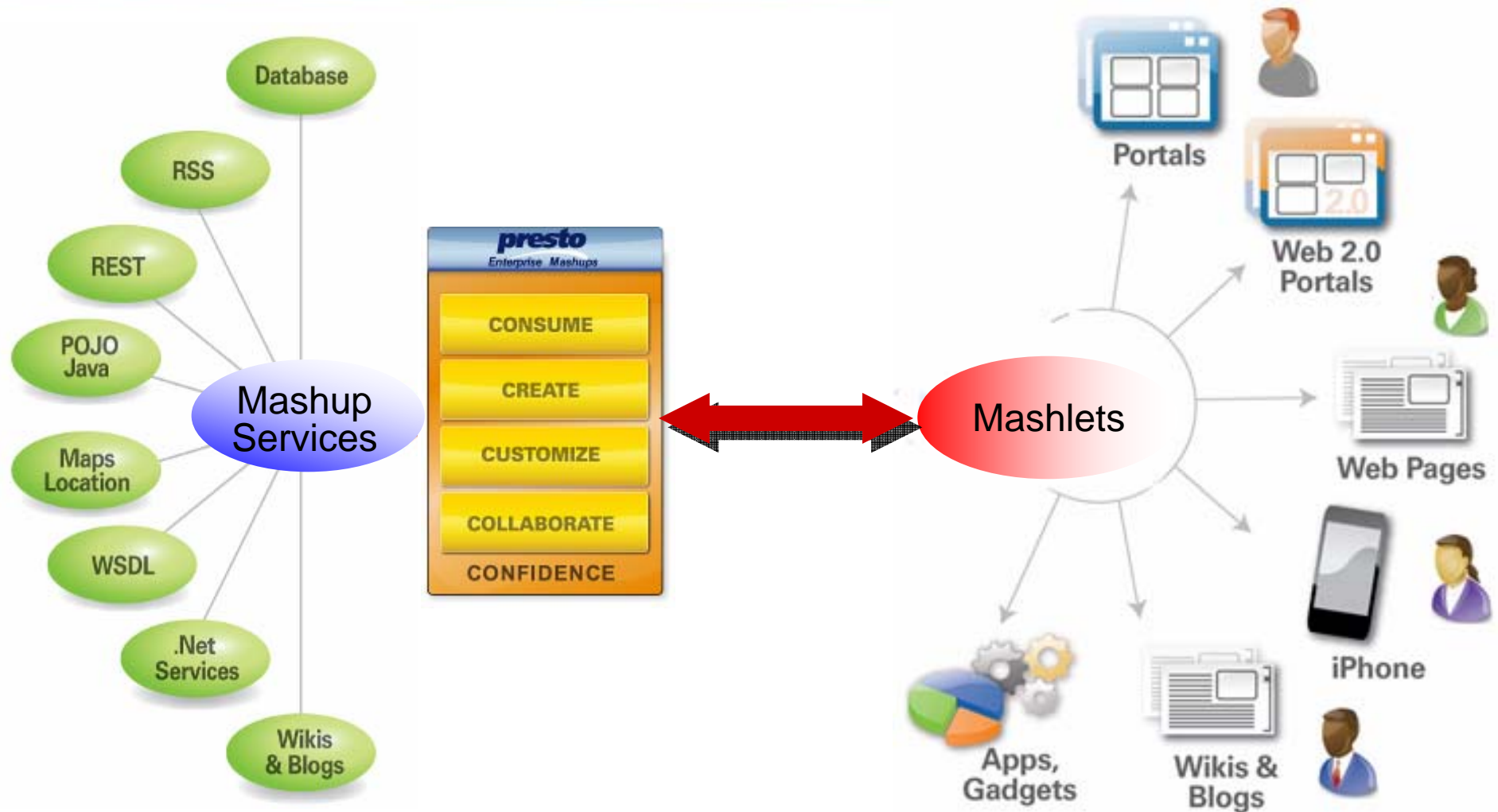


xignite
Add WSDL. Get Wall Street.

the user is the killer app


JACKBE™

The Enterprise Mashup Eco-System



xignite
Add WSDL. Get Wall Street.

the user is the killer app

JACK BE™

Demo!

Presto Wires Visual Mashup Creation

The screenshot shows a web browser window titled "Jackbe Wires - Mozilla Firefox" with the address bar displaying "http://localhost:6000/wires/wires/". The main content area is titled "Jackbe | Wires" and shows a visual workflow on a grid. On the left, there is a "Wires" sidebar with a list of data sources including Yahoo! APIs (REST, RSS, JSON, XML), OpenStreetMap, and various filters. The workflow consists of three input nodes (each with a gear icon) connected to a central join node (with a 'Y' icon), which then connects to an output node (with a 'Y' icon). Below the workflow, there is a "Preview" section showing a news article snippet: "The Farrow presses China to help Darfur (AP) Sat, 25 Aug 2007 07:11 GMT". A configuration panel below the preview shows a filter rule: "Allow [x] if condition(s) satisfied" with a dropdown menu set to "AviChannel/Item/Title" and a text input field containing "China". A "Get Filter Customs" button is visible at the bottom of the configuration panel. The browser's taskbar at the bottom shows several open applications and the system clock at 10:26 PM.

Recap

- We Need Mashups!
- What's a Mashup Again?
- The Basics of Mashups
- Demo
- Q&A



Learn More About Enterprise Mashups

More Events, Videos, Whitepapers, Blogs, Articles, Contests and Trial Software at www.jackbe.com.

Date & Time	Event
October 2007	
October 24, 2007 3:00 pm - 4:00 pm Eastern DT	Talking the Enterprise Mashup Language
November 2007	
November 9, 2007 12:00 pm - 1:00 pm Eastern ST	Enterprise Mashup Bootcamp: What, Why and How?
November 28, 2007 3:00 pm - 4:00 pm Eastern ST	Mashing the Corporate Portal
December 2007	
December 12, 2007 12:00 pm - 1:00 pm Eastern ST	Mashups in Financial Services



Take a Survey,
Enter to win
an iPod.



The Enterprise Web 2.0 Blog

JACKBE News



Mashups: Empowering Financial Service Users

Thank you for attending!
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