

IBM Mashup Center

Voice-over	Suggested on-screen visuals / text
<p>1. What are Enterprise mashups? Enterprise Mashups are smart information-centric Web applications that can be built in a few hours from end to end....applications that provide contextual, trusted information with a dramatically improved ROI over current development practices.</p> <p>Here's how they work:</p>	<p><i>Enterprise Mashups</i></p> <p>Trusted information ⇒ Newer Insights ⇒ Improved ROI</p> <p><i>"One of the top-ten strategic technologies in 2009"</i> D. Cearley, Gartner</p>
<p>2. With IBM Mashup Center, which is an integral part of InfoSphere portfolio, you can surface both structured data and unstructured content from a wide range of internal and external sources using a highly intuitive "click & drag" framework. Moreover IBM Mashup Center provides a easy to use wizard-driven development environment. These features within IBM Mashup Center result in faster development while significantly reducing the technical skills required for application development.</p>	<p>IBM Mashup Center: build new web apps with no coding significantly lower costs less time spent assembling information and more time spent acting on it</p>
<p>3. IBM Mashup Center fosters a highly collaborative environment. Mashable assets such as widgets, feeds and mashups can be stored in a catalog from where they can be accessed by others within the enterprise for reuse. As the size of the catalog grows, the time taken for the creation of every incremental mashup application keeps getting shorter.</p> <p>With Enterrpise Mashups, prototype development is also the real application development because requirements validation and user acceptance are achieved instantaneously and jointly with the business. As a result, project timelines and requirements are greatly reduced.</p> <p>Because Enterprise Mashups access</p>	<p>IBM Mashup Center: build new web apps with A collaborative environment Reuse of mashable assets</p> <p>.... Design to delivery paradigm</p> <p>.... Access data in place</p>

<p>data sources directly, the cost of replicating & maintaining data copies is avoided.</p>	
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<p>4. Interactive widgets that are wired together at the back perform predetermined functions, such as accepting user input, displaying results in a intuitive graphical format.</p>	<p><<illustrate mini apps at work>.</p>
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<p>5. As the standard for new approaches to information access and assembly, IBM Mashup Center helps reduce project backlogs and lower IT budgets.</p> <p>Enterprise Mashups technology from IBM – for smarter decision making and competitive advantage.</p>	<p>Reduce project backlog</p> <p>Maximize ROI from your IT budget ...</p> <p>... for smarter decision making</p> <p>.... competitive advantage</p> <p>IBM Mashup Center</p>
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