

## SOA and Web 2.0 Line Of Business Mash-ups Animation, Non-Flash Version

### Sales Person:

Hi. Sorry I can't really talk now.

I'm trying to get ready for a customer visit.  
But I don't have time to research everything!

I need to see what we've sold and when -- and if there have been any customer service issues.

And to make sure I'm current on my customers' business environment.

I also want to see if there is anyone else I should visit while I'm out there... This would be so much easier if everything was in a single place.

I need to go in prepared with insight on the environment -- and my customer's exact business situation -- to help me make the sale.

I need to have an application that can do all of this because trying to do this all manually is just too time consuming.

### Department Power User:

Did you know that IT has made all this available with SOA and Web 2.0 technologies?

You actually can create an application that does all of this for you. Let me show you how -- with a Mashup.

Mashups -- are applications created to rapidly address your specific business needs.

They typically are simple, tactical web applications which combine information and services from multiple sources. We use IBM's LOTUS MASHUPS to quickly assemble applications like this.

We can pull from a wide range of systems and combine them together, right in the browser. Lotus Mashups makes it fast and easy to pull the enterprise and web content you need into a single place. That means that business users like us can build what we need, without needing IT to do it for us. So let me show you what this new Sales Order Mashup can do.

I'll start with a Feed from Google News, and Tie that into the CRM System. I can see Events that are happening near my customer and filter the results based on their location. I'm then able to DRIVE SALES to my customer around those events.



But let's say I want to add more – I need to see what's available. We look in IBM's InfoSphere MashupHub to see what resources we can pull from.

Information from the sales order, customer service, and sales forecast systems are already here.

So we can access these systems with SOA and feeds -- so we can use what we need and share it. You can see where we've already built some Widgets.

These are small applications or pieces of dynamic content that can be easily placed into a web site.

We can use them as is, or further tweak them as we need.

Sometimes the data and information isn't in the right format to answer the questions you have --but that's easy to fix since we can remix and transform it. You can actually mash information.

So let's see, if you needed sales, returns, forecasts, and any public information, and its all here.

We can publish what we've done to the catalog. Being able to search and browse for these widgets is a HUGE time saver.

And it's amazing how much information is available.. I can Remix and Adapt content into new applications. Then I can share this mashup with the rest of our team, and they can quickly Assemble and Share all the new combinations -- by publishing back to the catalog. Mashups help us get what we need, and lets IT focus on their other projects.

What we've found is that the more we use this the more powerful it becomes, look at all these new feeds and widgets we've already created. IT has already figured out that the more systems they turn into feeds the more we can do ourselves - It's a win-win situation!

Everything appears to be in order – so I feel confident about pitching this new product to my customer. See how quickly I pulled all that together? Is this what you needed?

**Sales Person:**

This is great! Just what I needed to know to make sure my sales call goes well. Where what this last quarter!?!?



**Department Power User:**

Yep, pretty cool, eh?

Best of all, we've actually created a New Mashup and made it available for other sales people to use. In fact, this can be shared now across the whole company using tools like WebSphere Portal.

To find out more about how Lotus Mashups and InfoSphere Mashup Hub can simplify your business – follow this link . . .

