

What Are Mashups & Why Should You Care?

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What if you could easily mix and mash content into dynamic business applications? And what if you could do it in minutes versus weeks or months? Better yet, what if you didn't need to call your IT department to create a new web application? What if you could just do it yourself.....?

"Mashup" products provide tools that allow users to combine data and information from multiple sources into a format that meets the user's style preferences, interests and needs. Creating a mashup requires no programming experience. Instead, a user can assemble components developed by others into a simple application — for example, a merging of customers locations with a map — find and use the necessary information, and even delete the application when finished.

So, why do companies want mashups? Well, mashups do offer a number of key benefits that include, but are certainly not limited:

- **Quickly uncover new business insights** by easily assembling information from multiple sources – without having to burden IT
- **Increase agility** by supporting dynamic assembly and configuration of applications to meet new or ad-hoc business requirements.
- **Much faster development for certain types of web applications** through lightweight integration, reuse and sharing
- **Foster innovation** by unlocking and remixing information in ways not originally planned for

To help organization realize the benefits from mashups, IBM recently announced IBM Mashup Center - which is a complete end-to-end mashup platform, supporting line of business assembly of simple, flexible, and dynamic web applications – but with the management, security, and governance capabilities IT requires.

With the IBM Mashup Center, users can:

- **Unlock** Enterprise, Web, Personal and Departmental Information by turning these assets into information feeds.
- **Wrap these feeds into mini-applications or widgets.**
- **Business users can then Assemble** new applications by dragging and dropping widgets onto a page and then wiring them together. Within this tool, users can easily **Explore** different combinations of information to uncover new insights
- In addition, Mashup Center includes a catalog where users can discover and share mashups, widgets, and feeds.

If you would like to learn more about why mashups matter to your business, please visit us at: <http://www.ibm.com/web20/mashups>

Thanks for listening.