Enterprise Mashups
SAP Research RoofTop Marketplace

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“Yes we can!”
Empowering the Non-Technical Business Users

New approaches/tools aim at enabling the mass of end-users to create enterprise-level applications according to their individual needs

- “Enterprise Mashup[s] ... unleash a tremendous amount of value” (Forrester)
- Top 10 Strategic Technologies for 2009 (Gartner)
- $700 Million Market by 2013 (Forrester)

The “Long Tail” Potential of Enterprise Mashups

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An Enterprise Mashup is a Web-based resource that combines existing resources, be it content, data or application functionality, from more than one resource in enterprise environments by empowering the actual end users to create and adapt individual information centric and situational applications.
Enterprise Mashups
Enterprise Mashup Stack and User Roles

- **Composition of Widgets** (Wiring) to enterprise-class applications
- **User-friendly Building Blocks**
  - Provide graphical and simple user interaction mechanism
  - Abstracting from the complexity of the underlying resources
- **Core Building Blocks** of Mashups
  - Represent actual contents, data or application functionality
  - Encapsulated via **well-defined interfaces** (APIs; WSDL, RSS/Atom Feeds, …)

**User Roles**

End-Users run Mashups scenario
- Consume Mashup scenario
- Personalize individual environment (e.g., can change the background color, hide buttons, etc.)

Key users create Mashup Scenario
- Add pre-build widgets (from the catalogue)
- Connecting widgets by wiring their in-/out- ports

Consultants create Widgets
- Binding generic UIs to resources/services
- Transforming and aggregating data

Developers implement the services
- Creates and deploys services – makes resources available (e.g., RSS Feeds, SAP Enterprise Services)
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Mashup Tools and Platforms

- iGoogle
- Netvibes
- IBM Mashup Center
- SERENA Business Mashups
- nexaweb
- Microsoft Popfly
- Kapow Technologies
- dapper
Enterprise Mashups
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Knowledge Phase

- Single Sign On (SSO) within the SAP network
- Demos and videos demonstrate the features of the prototype
- Configuration of the individual user profile (your context)
**Intention Phase**
- Mashup and widget catalogue for discovery the SAP Research Rooftop Marketplace ecosystem
- Community features like tagging, rating, or recommending of widgets
- Extensive information (provided by three agent roles; consumer, intermediary, and provider) to select a mashable component

Contract (Design) Phase

- Adapting or creating an individual Mashup by wiring different components (widgets)
- Accepting the underlying business model (price, licence condition, etc.)

SAP Research RoofTop Marketplace
Interaction View*

**Settlement Phase**
- Consumption of Mashups (the design features are locked)
- Monitoring of consumption data
- Billing of using the Enterprise Mashup environment

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Conclusion and Outlook

Future Enterprise Mashup Platform

Organization similar to a marketplace covering typical market phases (knowledge, intention, contract/design, and settlement)

Leveraging the wisdom of the crowds to create ad-hoc information centric applications (Context-Aware Enterprise Mashups)

Integration of community features (Tagging, rating, sharing, recommending)
Thank you!

Contact

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