



IBM Mashup Center

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Agenda



- Web 2.0
- Situational Applications/Mashups
- IBM Mashup Center
- Demos
- Project

Web 2.0



- **Web 2.0** : Creativity, information sharing, collaboration
 - Valid XHTML, HTML, CSS
 - REST-, XML-, JSON- based APIs
 - RIA – Ajax, Flex, Flash
 - Feeds – Atom, RSS
 - Mashups
 - Internet Privacy
 - The Web as a platform

Feed



- Document
- Entries
- Machine-readable rather than human-readable
- Atom vs. RSS: content model, i18n, modularity
- Usage
- Example

Situational Applications

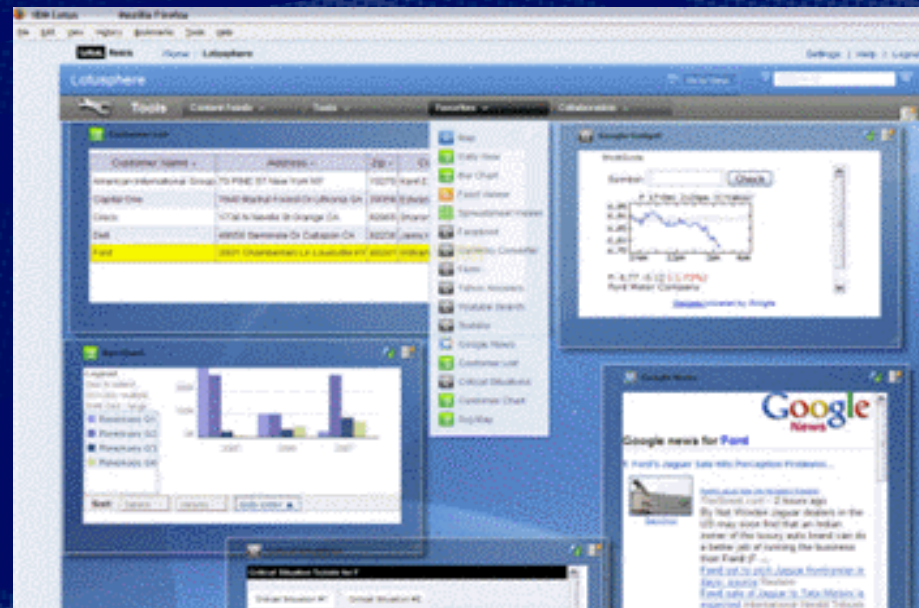


- Flexible, ad-hoc, Rapidly created
- Highly targeted
- Meet temporal need
- Combines multiple services and/or disparate components
- Short-lived
- Informal
- Just good enough

Mashup



- Combines content (data of functionality) from more than one source into an integrated experience
- Fast integration
- Use of open APIs and Data Sources
- Heavy use of feeds



IBM Mashup Center



IBM Mashup Center:

- Provides both business users and IT with key capabilities needed to quickly & easily create, share, customize, and secure Enterprise Mashups
- Combines the intuitive user mashup capabilities from Lotus Mashups and the information access and transformation capabilities of IBM InfoSphere MashupHub

InfoSphere MashupHub (1/4)

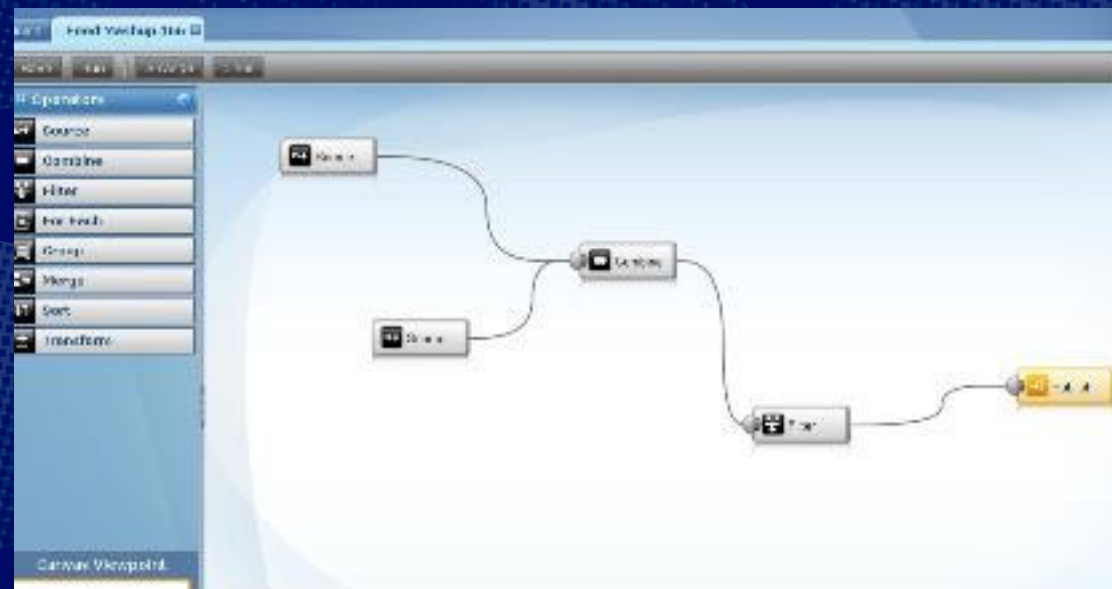


- Create easily consumable feeds from a wide range of information sources including
 - Relational databases
 - Desktop xml and excel spreadsheet files
 - Web services
 - Others
- Point-and-click feed creation using a wizard-based interface within the browser

InfoSphere MashupHub (2/4)



- Create feed mashup
 - Combine multiple feeds
 - Merge
 - Filter
 - Transform
 - Group
 - Sort



InfoSphere MashupHub (3/4)



Let's demonstrate a few examples:

- Excel feed example
- Database feed example
- Feed mashup

The Catalog

- iWidgets, feeds and mashup pages are published to a centralized catalog
- Includes features like:
 - Rating
 - Tagging
 - Commenting
 - Search (OpenSearch)
- Encourage reuse

Lotus Mashups



- Graphics browser-based assembly tool
- Assemble new mashups by dragging and dropping widgets
- Out-of-the-box business-ready widgets
- Developed iWidgets

Widget



- Small program or piece of code
- Easily placed inside any HTML-base webpage
- Different names: gadgets, blocks, flakes
- Written in different languages
- Non-visual or visual
- Code reuse

iWidget, Mashup



- iWidget contents
 - XML description file
 - JavaScript file: Dojotoolkit
- Wiring iWidgets
- Use of feeds
- Deployment
 - WAR

Sample Mashup



- Create a sample mashup application

Mashup Project



- Airports Search Mashup

Lotus Greenhouse



- Home page: <http://greenhouse.lotus.com>
- Register
- Gain experience
- Play with technologies
- Provide feedback

Questions





Thank You!

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