

The Cloud as the New Middleware Platform

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Track Host

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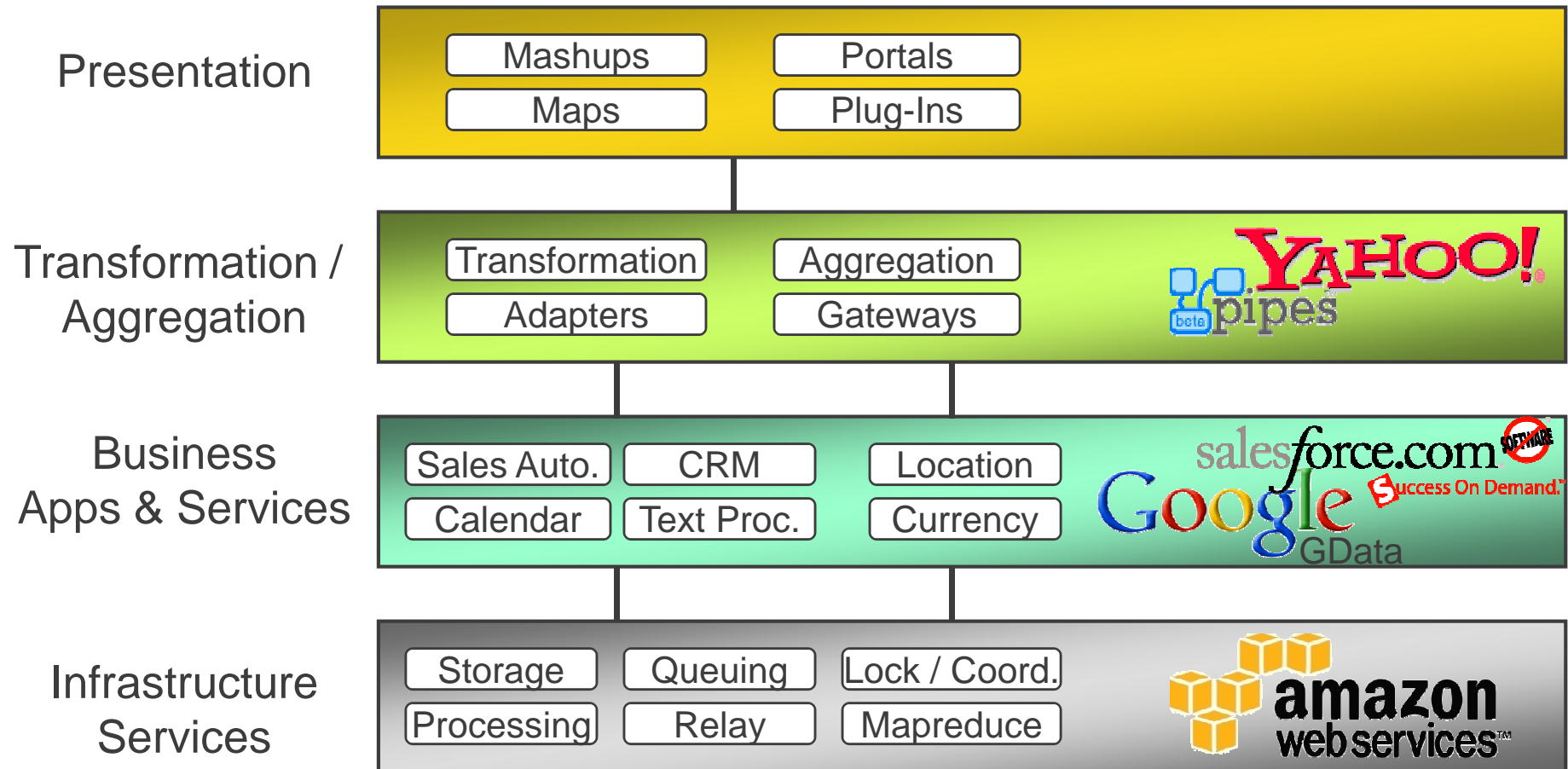


Web 2.0 – From the Horse's (Tim's) Mouth

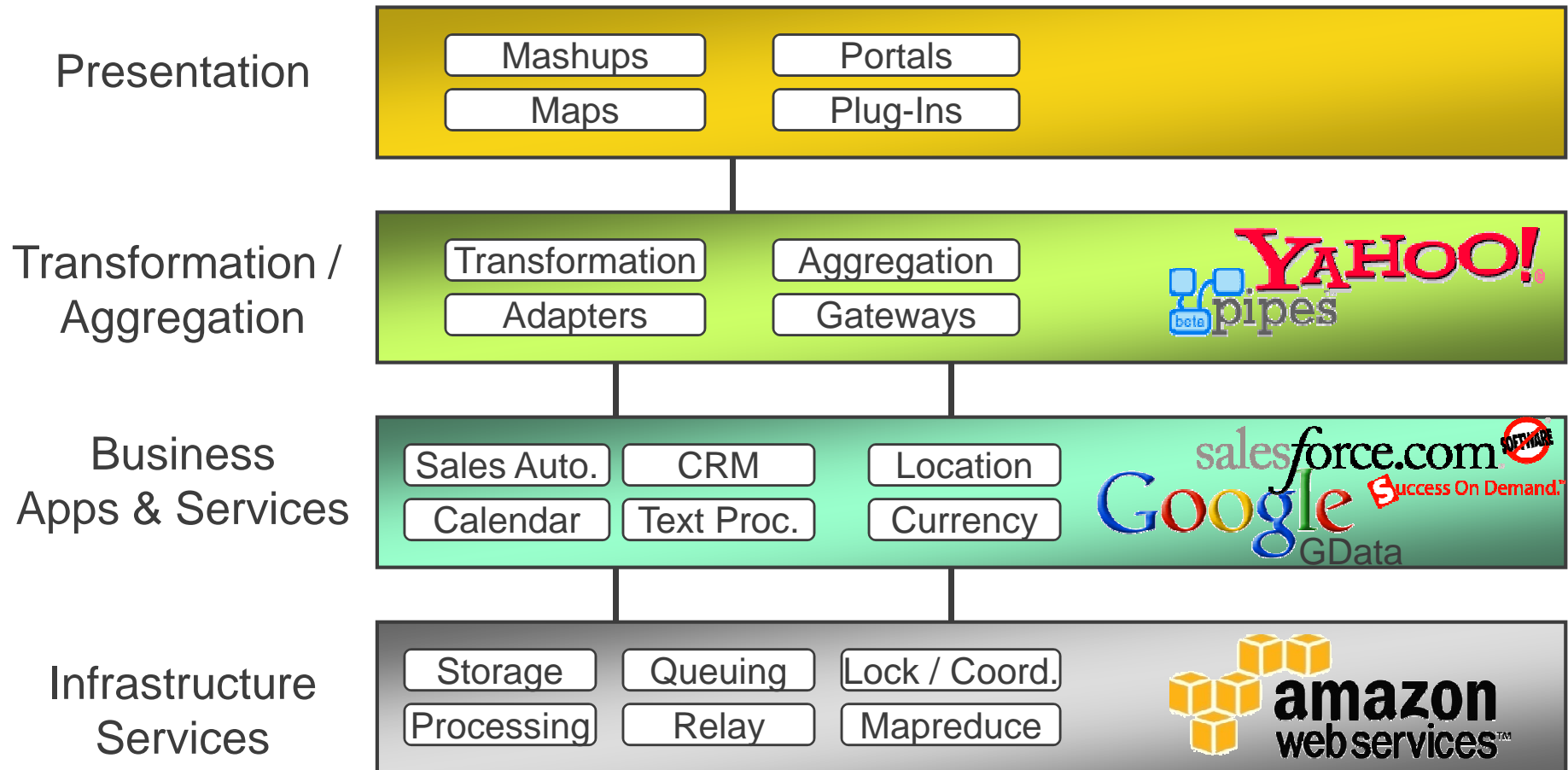
1. Web as Platform
2. Harnessing Collective Intelligence
3. Data is the next Intel Inside
4. End of the Software Release Cycle
5. Lightweight Programming Models
6. Software Above the Level of a Single Device
7. Rich User Experiences



The Cloud as Middleware Platform



The Cloud as Middleware Platform



Today's Line-up

11:00 Building Blocks for True Internet Apps
Jeff Barr, Sr. Web Services Evangelist



13:00 Application Services on the Web:
Dave Carroll, Principal Developer Evangelist



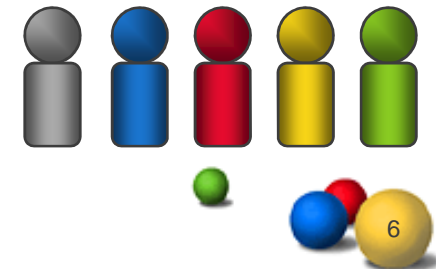
14:30 Reading and Writing Data on the Web
Frank Mantek, Software Engineer



15:45 Middleware in the Cloud
Jonathan Trevor, Pipe Builder



17:00 Panel: Programming the Cloud





Hot...

- Mashups
- Demo or die!
- Copy-paste development
- Ubiquitous computing resources
- Computing on demand
- Universal connectivity
- Open API's
- It's free! (mostly)

Or Not...

- Security
- Availability
- Service-level agreements
- License agreements
- Inside the enterprise
- Version changes
- Scalability
- Debugging
- Monitoring & Management





Line-up

- Amazon Web Services:
Building Blocks for True Internet Applications
Jeff Barr, Sr. Web Services Evangelist



- Salesforce.com:
Application Services on the Web:
Dave Carroll, Principal Developer Evangelist

- Google GData:
Reading and Writing Data on the Web
Frank Mantek, Software Engineer



- Yahoo Pipes:
Middleware in the Cloud
Jonathan Trevor, Pipe Builder



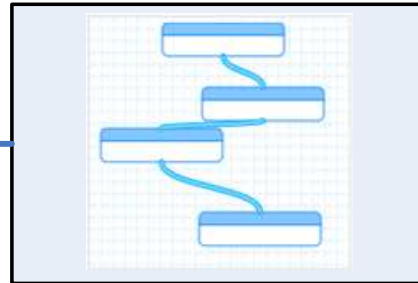
Web 2.0 Architecture Blue Print

Front-End



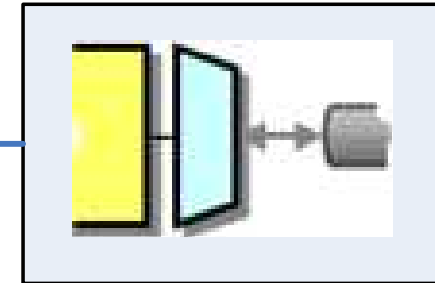
- Google Mashup Editor
- QED Wiki
- JavaScript Libraries
- Microsoft Popfly

Transform / Aggregate



- Yahoo! Pipes
- Snaplogic
- Microsoft Popfly
- IBM Damia

Data Sources / Adapters



- Dapper
- Openkapow
- Snaplogic
- Strikelron

(not meant to be complete nor a recommendation)

Web 2.0

eventful



Programming Models

- Data pipeline
- Declarative within HTML DOM tree
- Query pipeline (IBM Damia)
- Visual programming back in vogue?
 - Intuitive
 - Scalability concerns



Snags (Small Picture)

- Spec vs. common practice, e.g. RSS GUIDs
- Atom vs. RSS feed formats
- Absence of schema does not mean no data mapping issues
- XPATH (in various guises)
- Debugging (especially in declarative models)



Snags (Big Picture)

- License agreements
- Inside the enterprise
- Security
- Service-level agreements
- Contract changes
- Scalability



Mashups vs. SOA vs. Web Services vs. EAI

Mashups

- User-driven
- Bottom-up
- Quick time to value
- Laissez faire
- Design by sample data
- Reuse by copy-paste
- Uses services

EAI / SOA

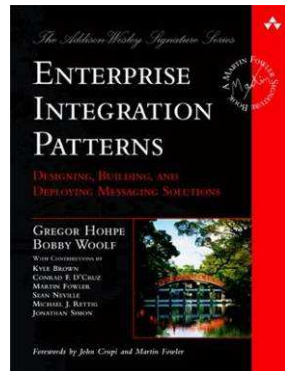
- IT driven
- Top-down
- Longer time
- Robust, guarantees
- Design by contract
- Service re-use
- Uses services

It's all (still) about integration!



Who's Gregor?

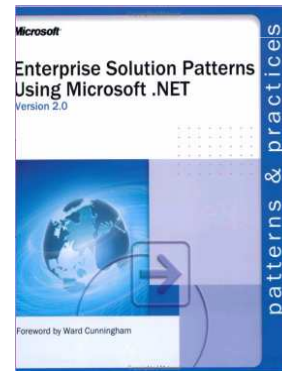
- Distributed systems, enterprise integration, service-oriented architectures, mashups
- Write code every day. Share knowledge through patterns.
- www.eaipatterns.com



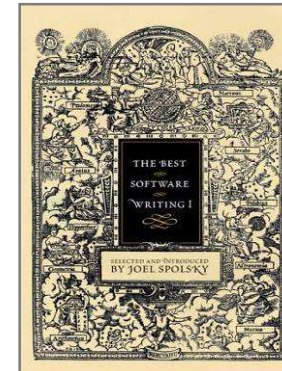
**Enterprise
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Addison-Wesley



**Integration
Patterns**
Microsoft Press



**Enterprise
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Patterns**
Microsoft Press



**Best
Software
Writing I
(Joel Spolsky)**
APress



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A Brief History of Time

- Web 1.0
 - Static HTML pages, Shopping Sites
 - User oriented
- Web 1.5
 - Web Services
 - Machine oriented
- Web 2.0
 - Web as platform, lightweight programming
 - RSS and Atom Feeds
 - Mashups
 - User contributed content, collective intelligence



Resources

- Blog / Tutorial

- www.eaipatterns.com/ramblings.html
- code.google.com/support/bin/topic.py?topic=12044

- Products

- code.google.com/gme
- pipes.yahoo.com

- Market Watch / Directories

- programmableweb.com

- Events

- Mashup Camp

