



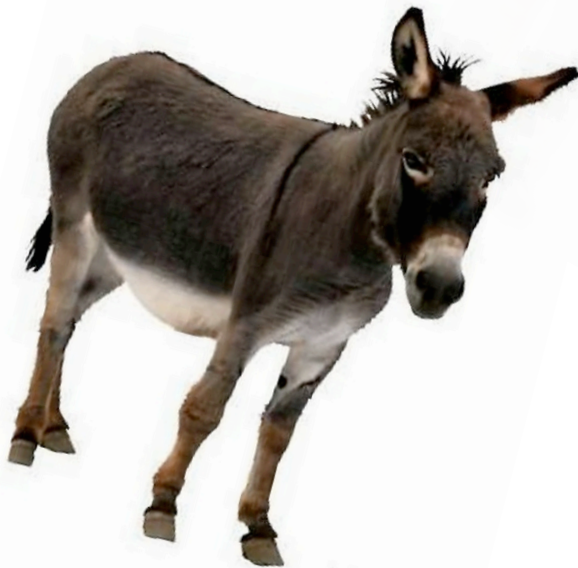
Enterprise Mashups why do I care?

Ross Mason, MuleSoft

About Me



MuleSoft™



MuleSoft™

Agenda



Mashups

For Rent For Sale Rooms Sublets

City: Vancouver Price: \$500K - \$1 million Show Filters New Refresh Link



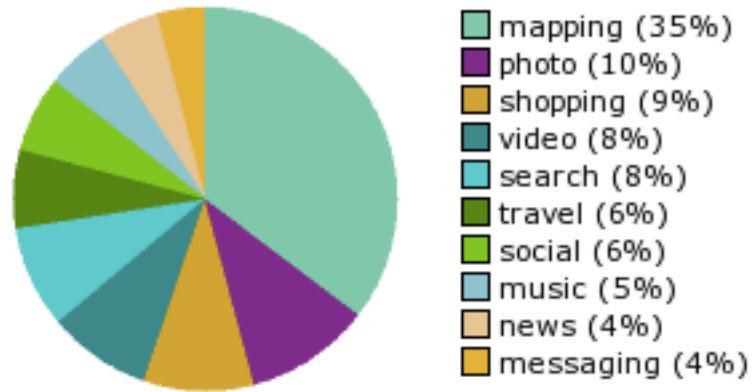
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pics	price	description	city	date
	\$500K	Wanted: Downtown Executive Condo Desired	Sacramento	3/03
	\$730K	Well Cared For Home In Desirable Burnaby Hospital Area	Burnaby	3/03
	\$549K	Burnaby House In Prime Location - C4 Zoning!	Burnaby	3/03
	\$949K	False Creek Condo for Sale	Vancouver	3/03
	\$625K	Brand New Fully Loaded Duplex! *	Squamish	3/03
	\$679K	2.0 Bath, 1,208 sq. ft. Residential Attached at 270 256 2Nd Avenue East Vancooue	Vancouver	3/03
	\$550K	acreage for sale in coquitlam! *	Coquitlam	3/03
	\$550K	3 Bedroom Home On Acreage! *	Coquitlam	3/03
	\$550K	Crescent Park Rancher	Surrey	3/03
	\$740K	Large Greenbelt Lot	Coquitlam	3/03
	\$520K	2 Bath & Den Spacious Yaletown Condo. See Photos and Video Tour!	Vancouver	3/03
	\$990K	New Listing - Langley	Langley	3/03
	\$688K	Fabulous Recently Reno'D 5 Bdr+3Bth+2Kitchen Home. Mtn Views!Face Park	Vancouver	3/03
	\$900K	big house for sale built in 2005	Surrey	3/03
	\$798K	5.0 Bath, 3,600 sq. ft. Residential Detached at 15445 20Th Avenue Surrey	Surrey	3/03
	\$789K	7.0 Bath, 5,511 sq. ft. Residential Detached at 14855 69A Avenue Surrey	Surrey	3/03
	\$609K	Beautiful Home - Incredible Value! Heritage Style Townhouse	North Vanco	3/03
	\$649K	6.0 Bath, 3,732 sq. ft. Residential Detached at 7132 148A Street Surrey	Surrey	3/03
	\$700K	Great Home With View	Surrey	3/03
	\$598K	and Loft, 3 Bath, 1,306 sq. ft. Custom Townhouse with Garage/Workshop.	Burnaby	3/03
	\$698K	2br in Coal Harbour with nice water/mountain views	Vancouver	3/03
	\$900K	Amazing Custom Home/Estate Sale	Port Moody	3/03

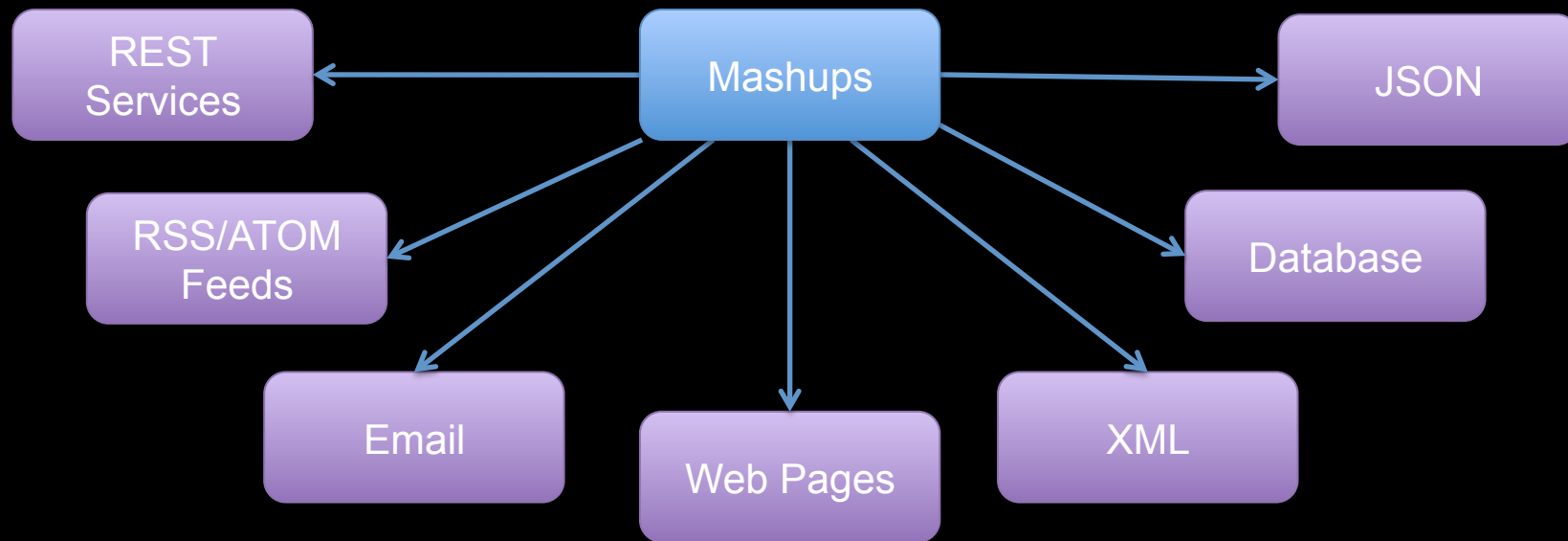
Mashup Stats



ProgrammableWeb.com 03/02/10



What is being mashed



Enterprise Mashups



+



+

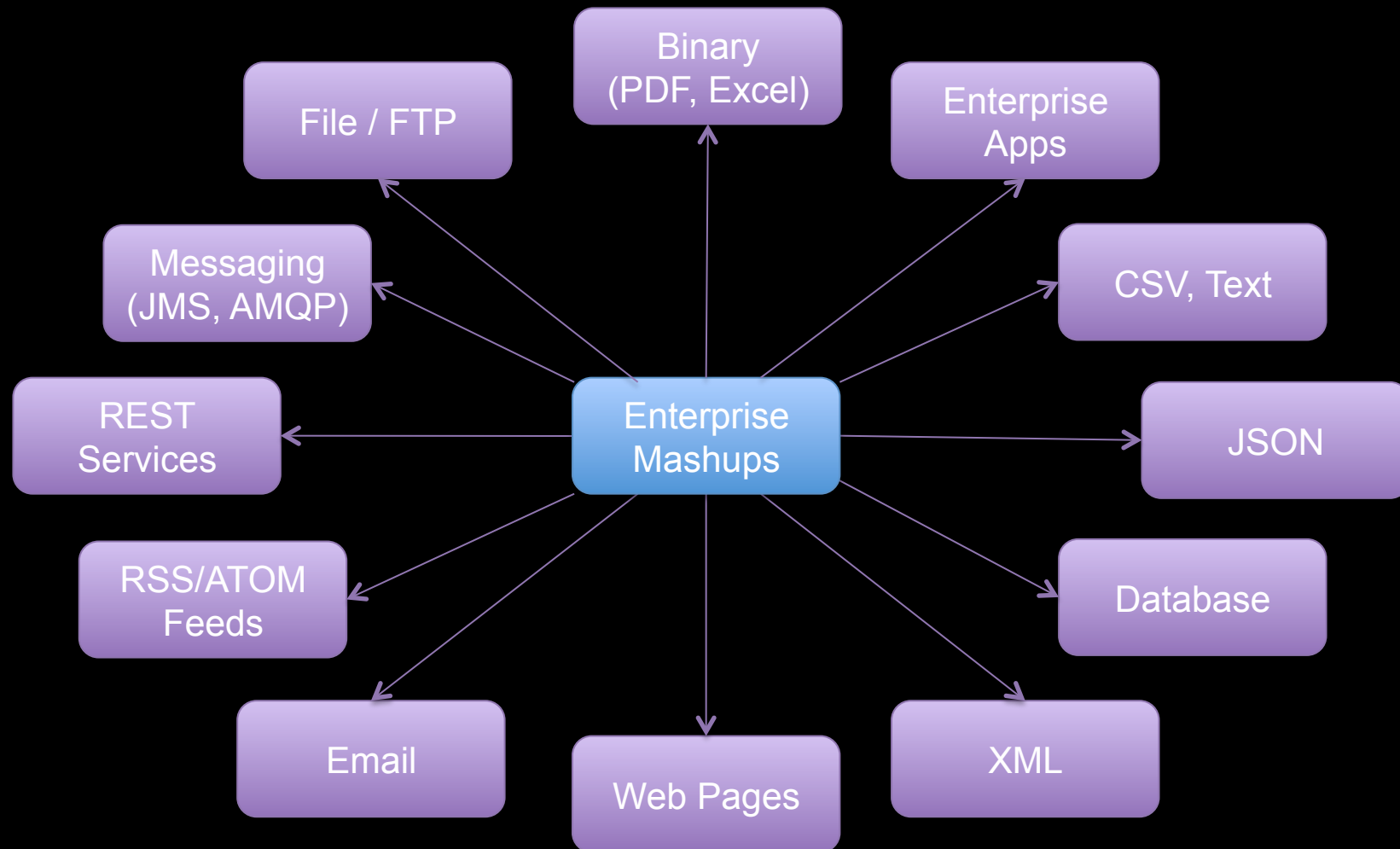
For Rent For Sale Rooms Sublets

City: Price: Show Filters Refresh Link

Powered by [craigslist](#) and [Google Maps](#)

Price	Description	Location
\$500K	Wanted: Downtown Executive Condo Desired	Surremanto 3033
\$730K	Want Caret For Home In Desirable Burnaby Hospital Area	Burnaby 3033
\$549K	Burnaby House In Prime Location - Call Today!	Burnaby 3033
\$949K	Fairly Creek Condo For Sale	Vancouver 3033
\$629K	Brand New! Fully Loaded Duplex!	Squamish 3033
\$2.8M	2.8 Bns, 1.285 sq. ft. Residential Attached at 270,258,256 Avenue East 28000sqft	Vancouver 3033
\$550K	opcess for sale in coquitlam!	Coquitlam 3033
\$550K	3 Bedroom Home On Acreage!	Coquitlam 3033
\$550K	Classiest Park Rancher	Surrey 3033
\$740K	Luxury Condo! Lot!	Coquitlam 3033
\$3020K	2 Bath 4 Den Spacious Westview Condo. See Photos and Video Tour!	Vancouver 3033
\$990K	New Listing - Langley	Langley 3033
\$688K	Fabulous Property Report 5 Bdr - 3800 - 2500sqm Home, Mtn Views! See Site!	Vancouver 3033
\$900K	Big home for sale built in 2005	Surrey 3033
\$738K	5.6 Bath, 3,900 sq. ft. Residential Detached at 1445-1077 Gordon Street	Surrey 3033
\$786K	7.6 Bath, 6,511 sq. ft. Residential Detached at 1485-516 Avenue Surrey	Surrey 3033
\$938K	Beautiful Home - Incredible Value!	North Vanc 3033
\$649K	5.6 Bath, 3,725 sq. ft. Residential Detached at 21132 141A Street Surrey	Surrey 3033
\$700K	Great home with view	Surrey 3033
\$939K	and Loft 3 Bath, 1,506 sq. ft. Custom Townhome with Garage/Workshop	Burnaby 3033
\$696K	2 1/2 in Call! Harbour with view water/mountain views	Vancouver 3033
\$600K	Amazing Property! Great Views!	North Vanc 3033

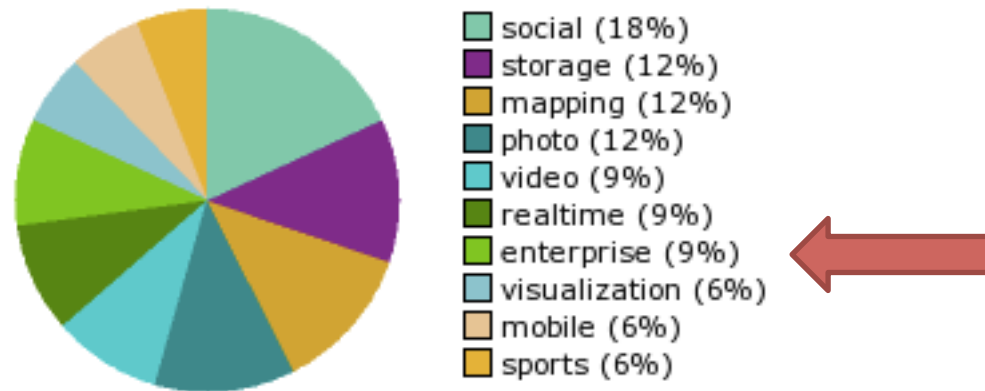
What is being mashed



Web vs Enterprise

Web Mashups	Enterprise Mashups
Visual centric	Data & Information centric
Simple Data relationships	Deep transformation & semantic relationships
End-user driven	Developer & business analyst driven
Use Public APIs	Combination of Public and internal services
No QoS guarantees	Enterprise QoS
Simple Web Security	Policy-based security

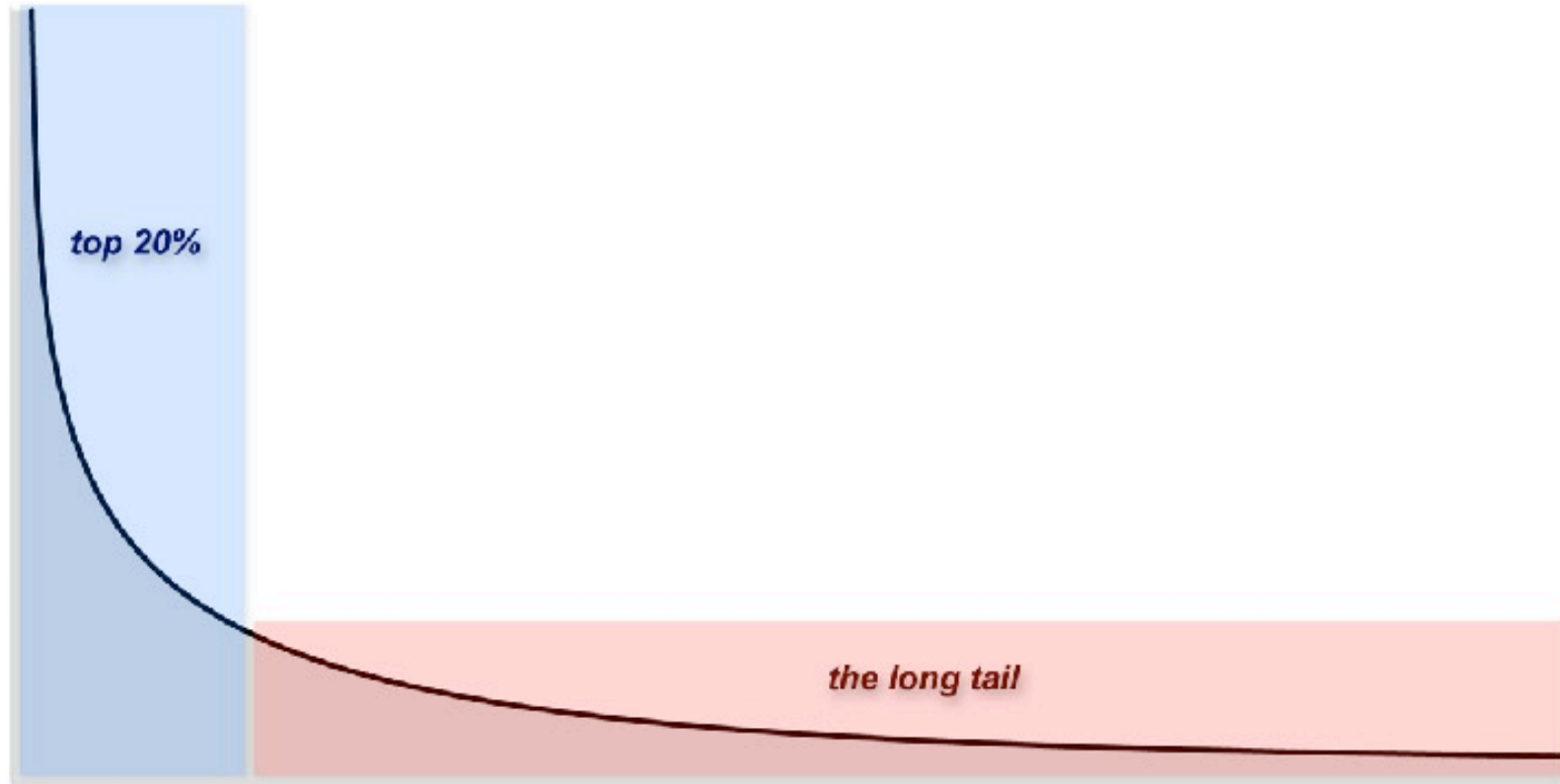
Recent Mashup Stats



ProgrammableWeb.com 03/02/10



The Looooong Tail



- IT focuses on 20% of problems that affect 80% of their users

You can't build a business case for Enterprise Mashups

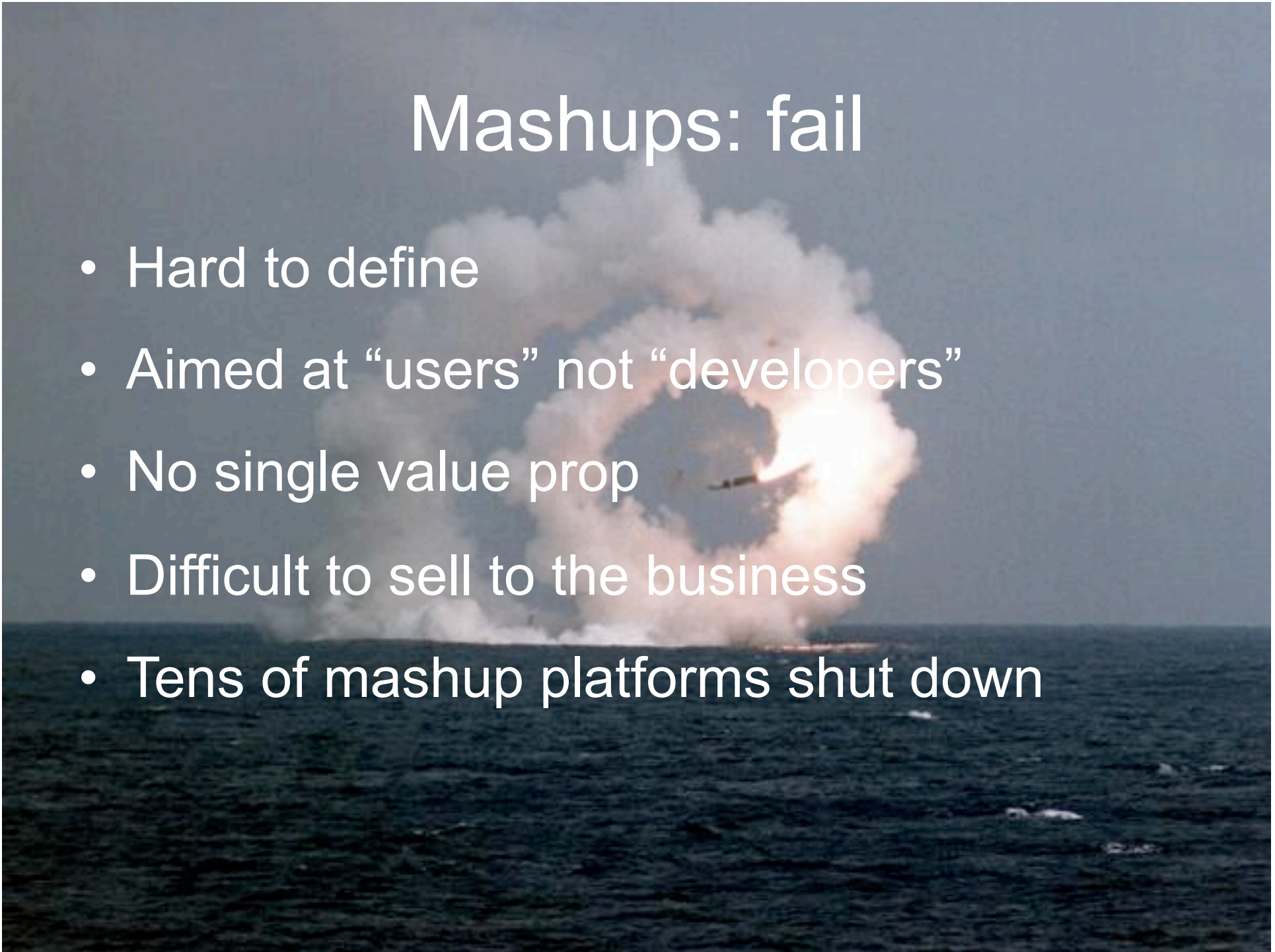


- Anthony Bradley Gartner

...you can't build a general business case for mashups, [but] you can build a specific mashup-centric business cases

Mashups: fail

- Hard to define
- Aimed at “users” not “developers”
- No single value prop
- Difficult to sell to the business
- Tens of mashup platforms shut down



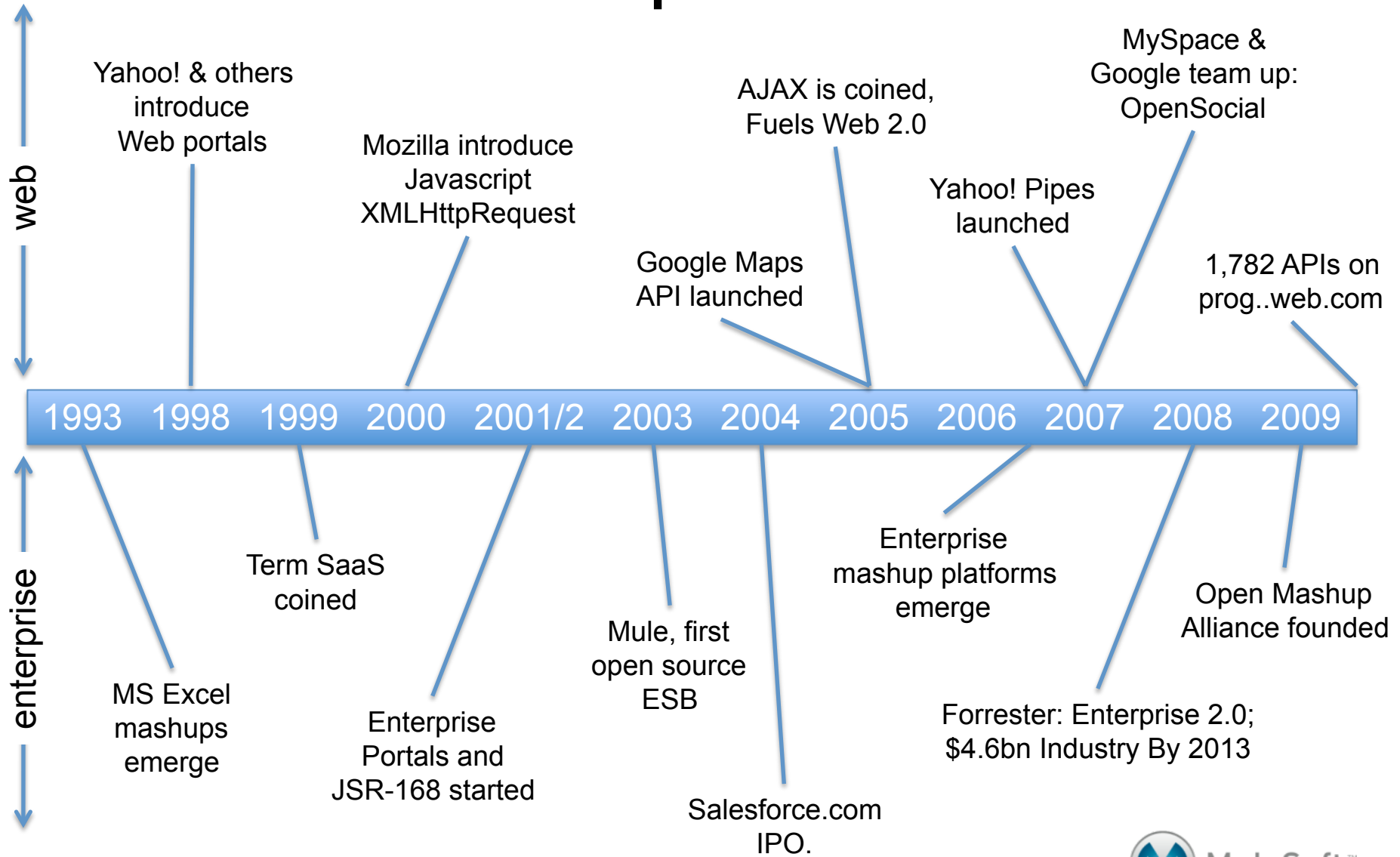
Brighter Future

- We don't throw anything away
- 88.23% of applications need to integrate with other applications
- Wealth of public APIs is growing rapidly
- Evolution of SOA in the enterprise
- Wealth of rapid development frameworks

Users vs Developers

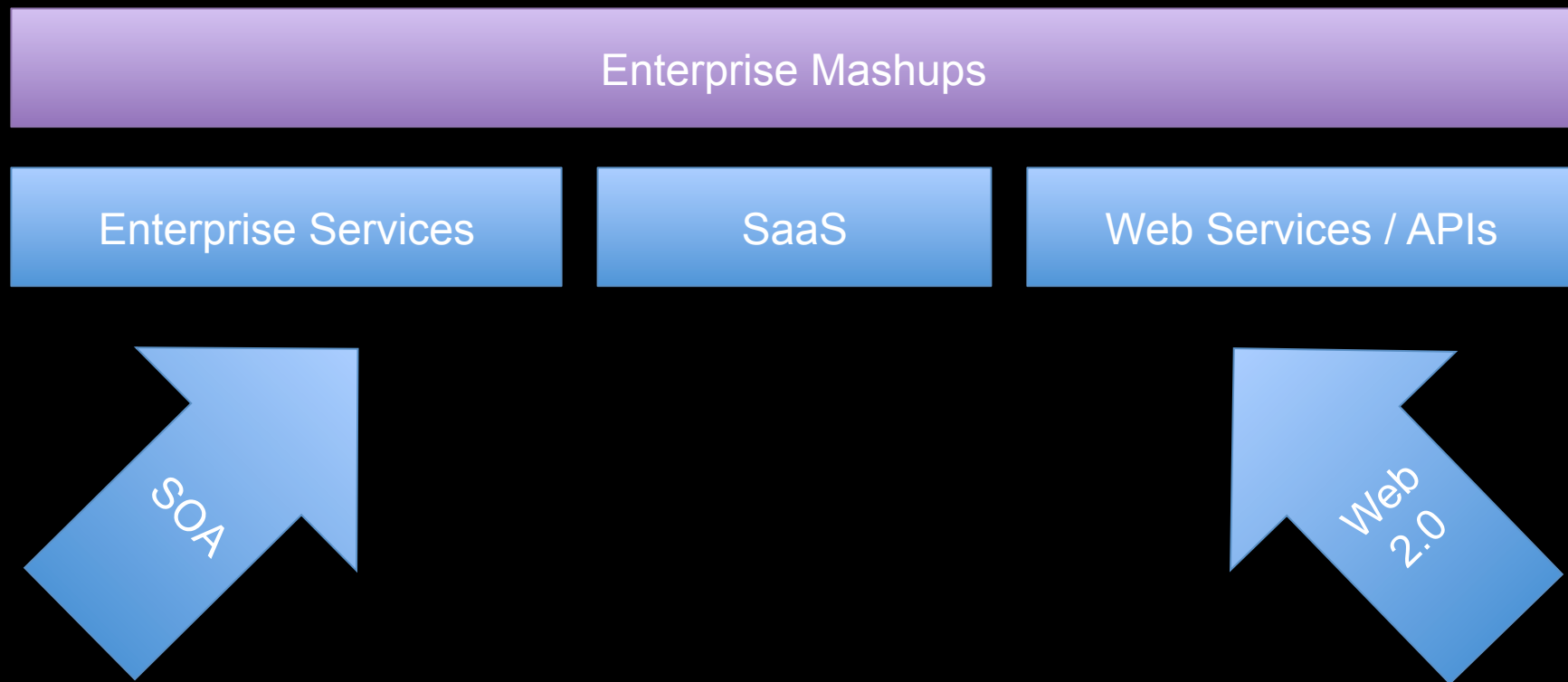
- Users don't build software
- Mashup platform, foreign concept
- Mashup in context
- Need data in consumption form
- Microsoft Excel has the right balance

Mashup timeline



What about SOA?

- Enterprise mashups, SOA's killer App?



Mashups and the Cloud

- New lease of life for Mashups
- Natural fit, common context
- PaaS = Next Gen. Mashup platform
- Developer-focus



The Smart Revolution

- Geo-location
- Situational data
- Telephony services
- Barcode scanning
- Image-recognition
- Augmented reality



Where is the killer app?

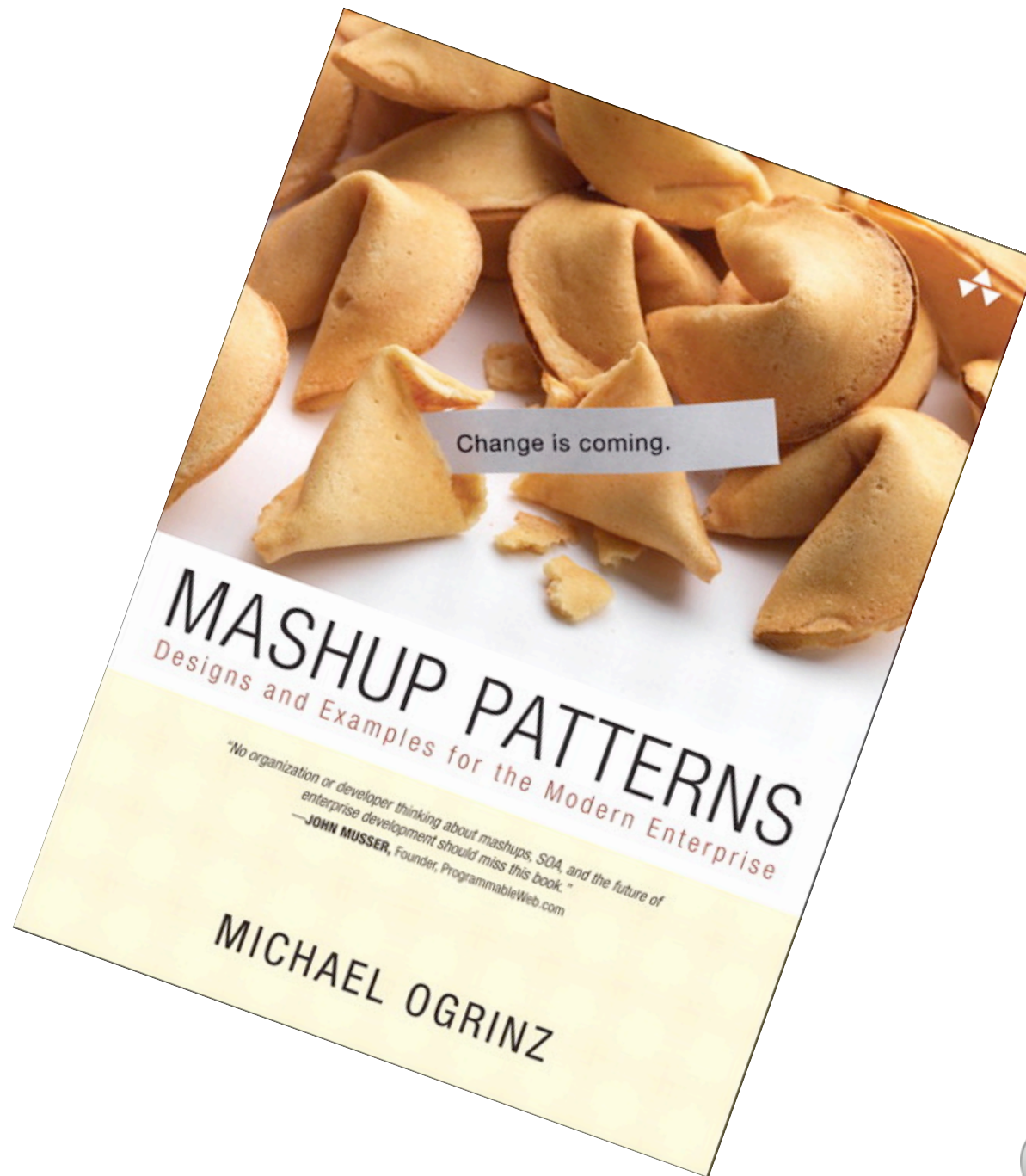
The mashup's strength lies in discovering the atypical, in exploiting data in new ways.



- Dion Hinchcliff

Patterns





Change is coming.

MASHUP PATTERNS

Designs and Examples for the Modern Enterprise

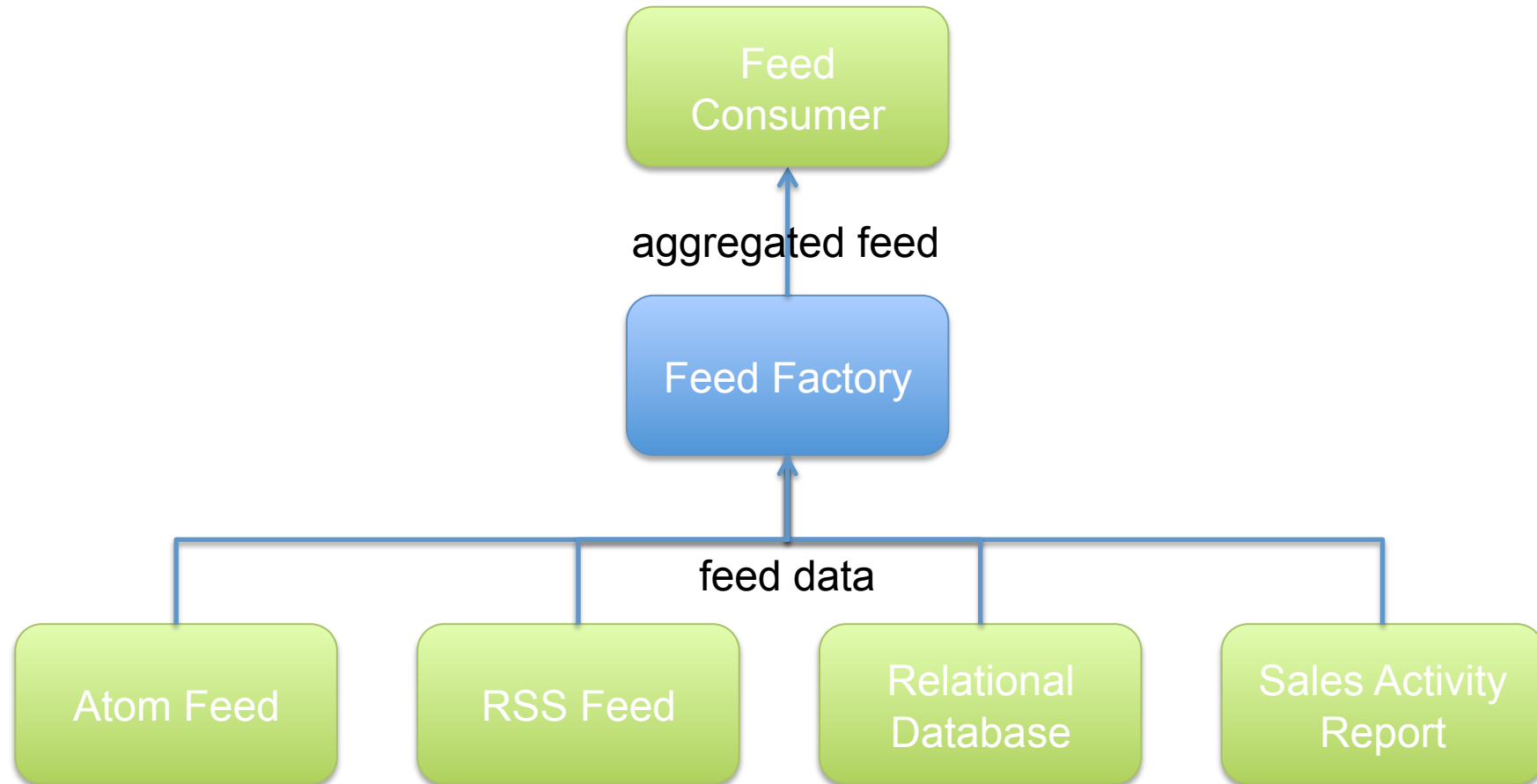
"No organization or developer thinking about mashups, SOA, and the future of enterprise development should miss this book."
—JOHN MUSSER, Founder, ProgrammableWeb.com

MICHAEL OGRINZ

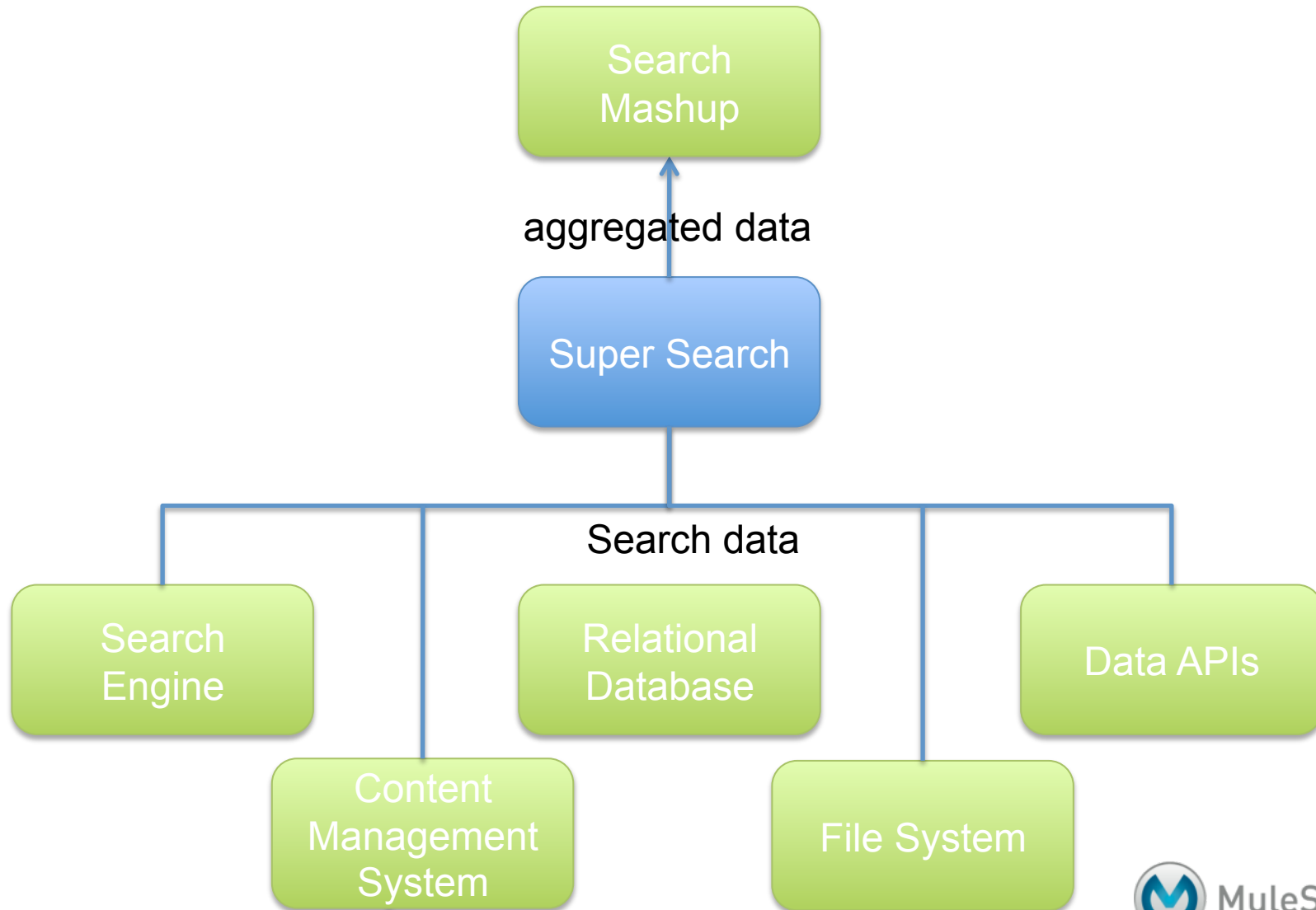
Patterns

Harvest	Enhance	Assemble	Manage
Alerter	Accessibility	Content Aggregation	Content Migration
API Enabler	Feed Factory	Dist. Drill down	Portal Enabler
Competitive Analysis	Field Medic	Emergency Response	Quick PoC
Infinite Monkeys	Folksonomy Enabler	Content Integration	Single Sign-on
Leading Indicator	Smart Suggestions	Fliter	Widget Enabler
Reality Mining	Super Search	Location Mapping	
Reputation Mgmt	Translation	Splinter	
Time Series	Workflow		

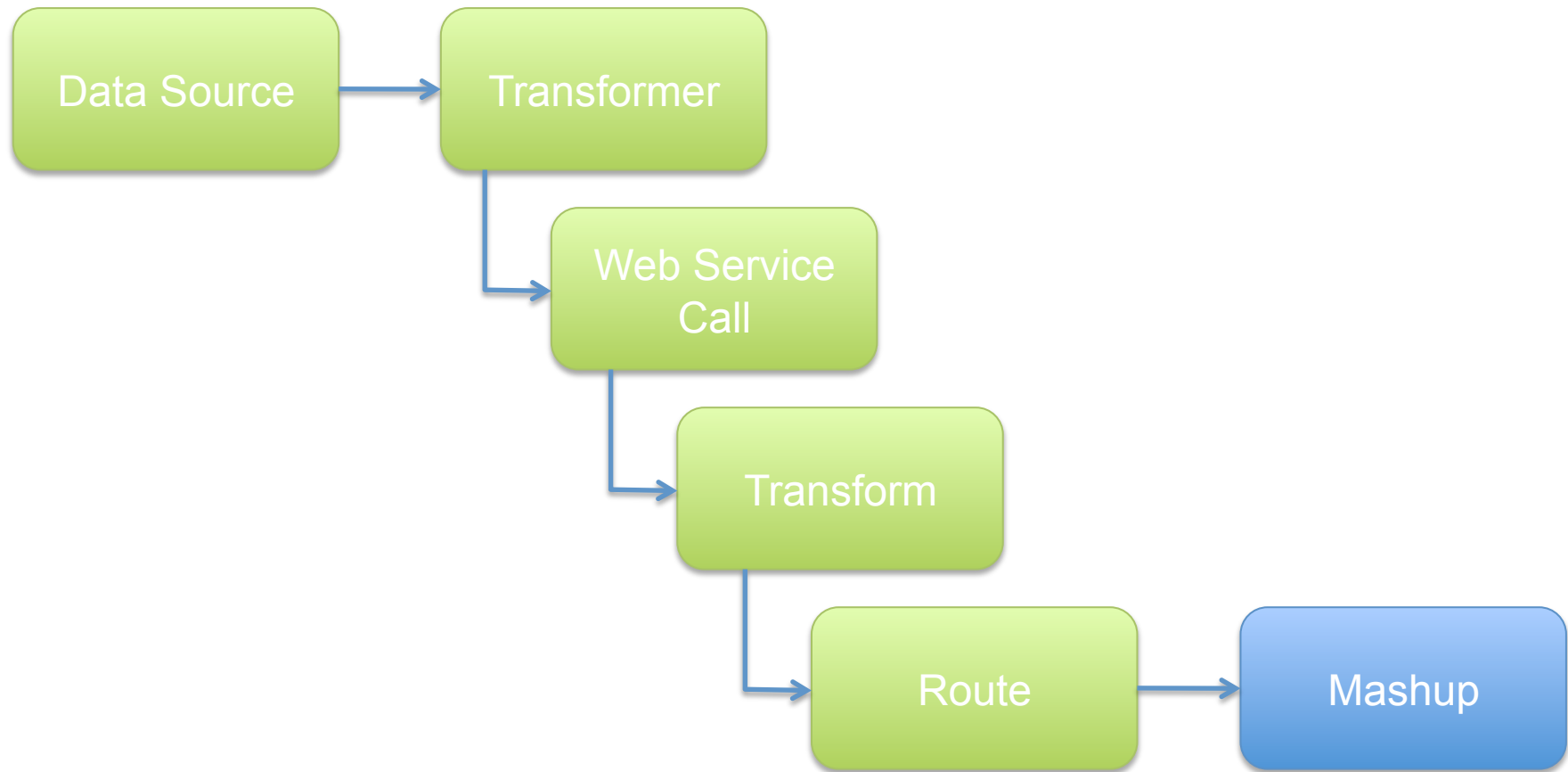
Feed Factory



Super Search



Pipeline



iBeans

easy mashups

Foundation

- Abstraction for the complexity of SOA
- Open source framework
- Lineage, pedigree of Mule ESB
- 15+ iBeans ready for production

“Micro-light ESB”

Communication

- Reusable Java modules
- Bean interface to networked services
 - Not just SOAP, REST
- Communications channels
 - Ajax from JavaScript
 - RPC
 - Java

Use cases

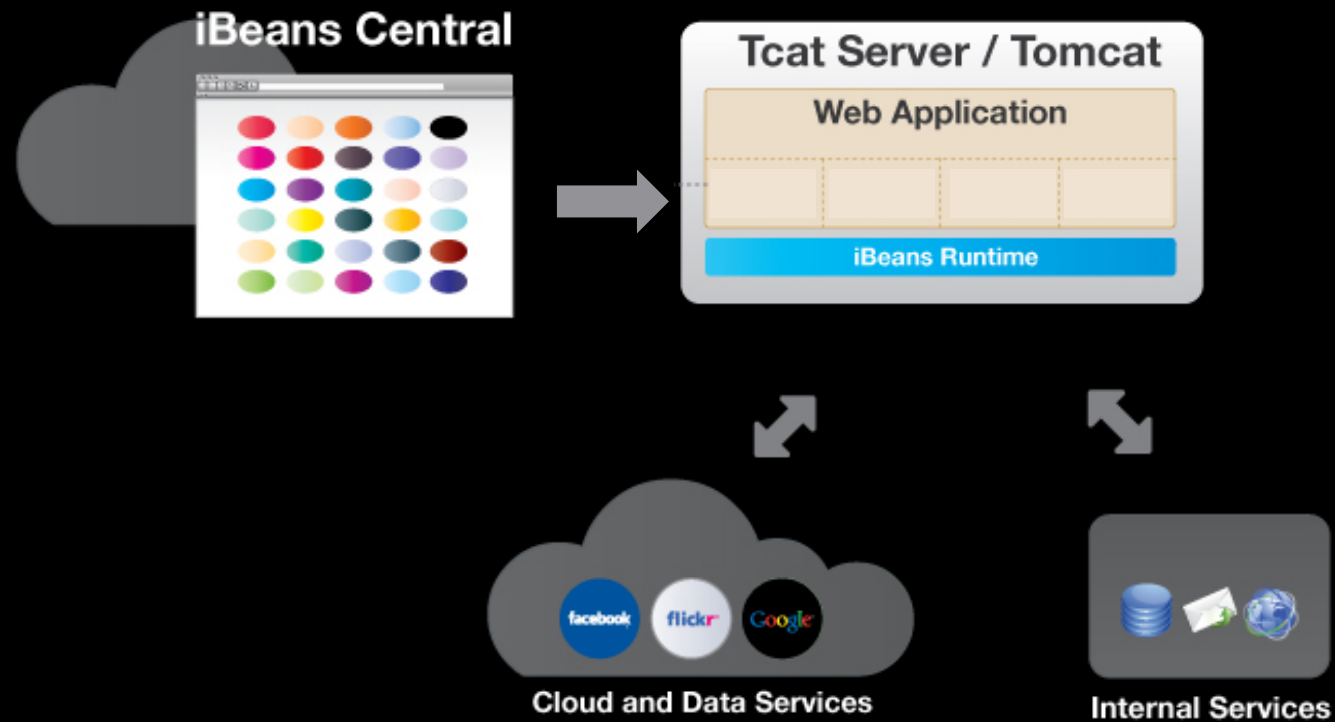
- Situations where an **ESB** is too heavy
- Social media app integrations
- Easy cross-webapp reuse
- Point-to-point integration
- Seamless migration path to Mule ESB

GPS Walker

demo

[http://??.??.?:8080/gpswalker/
cursor.html](http://??.??.?:8080/gpswalker/cursor.html)

Overview



The pieces

Runtime Container: Tomcat, Tcat, (Mule)

iBeans Runtime

Channels: HTTP, SMTP,
IMAP, REST, JDBC, JMS,
XMPP, FTP

Formats: JSON, RSS,
ATOM, XML, SOAP

Scheduler

Transform and Bindings

Application Annotations

iBean Objects

Web apps

console

your

web

apps

Summary

- Growing need to serve the long tail of applications
- User-focused mashups unsuccessful
- SOA and Web 2.0 keeps driving reuse
- iBeans offers a developer-focused approach



<http://mulesoft.org/ibeans>

twitter: @rossmason

<http://blogs.mulesoft.org>