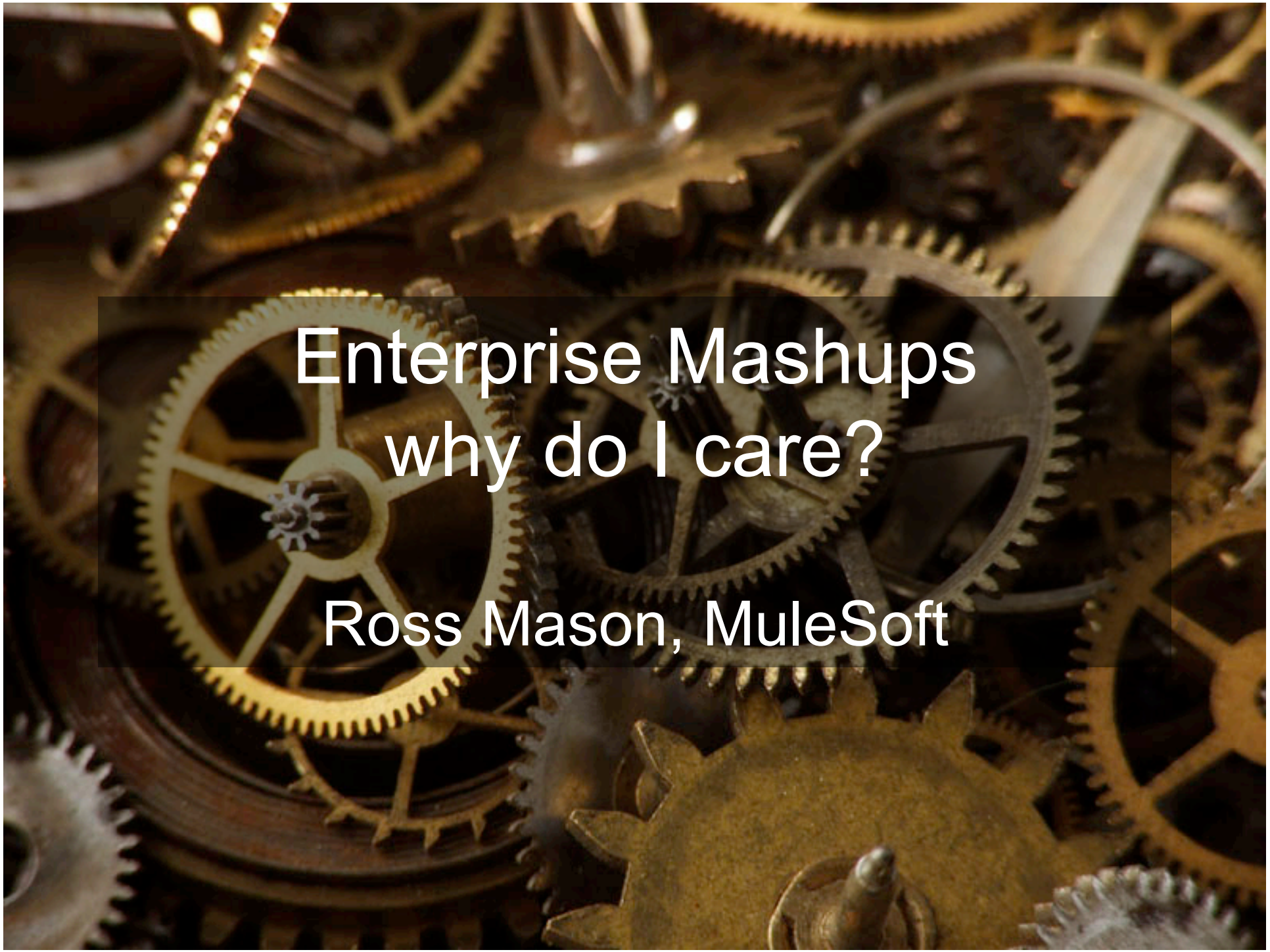
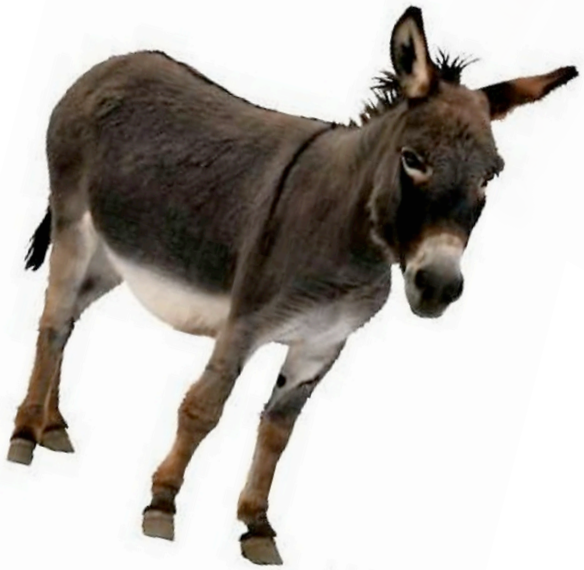

Enterprise Mashups
why do I care?
Ross Mason, MuleSoft

About Me



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Agenda

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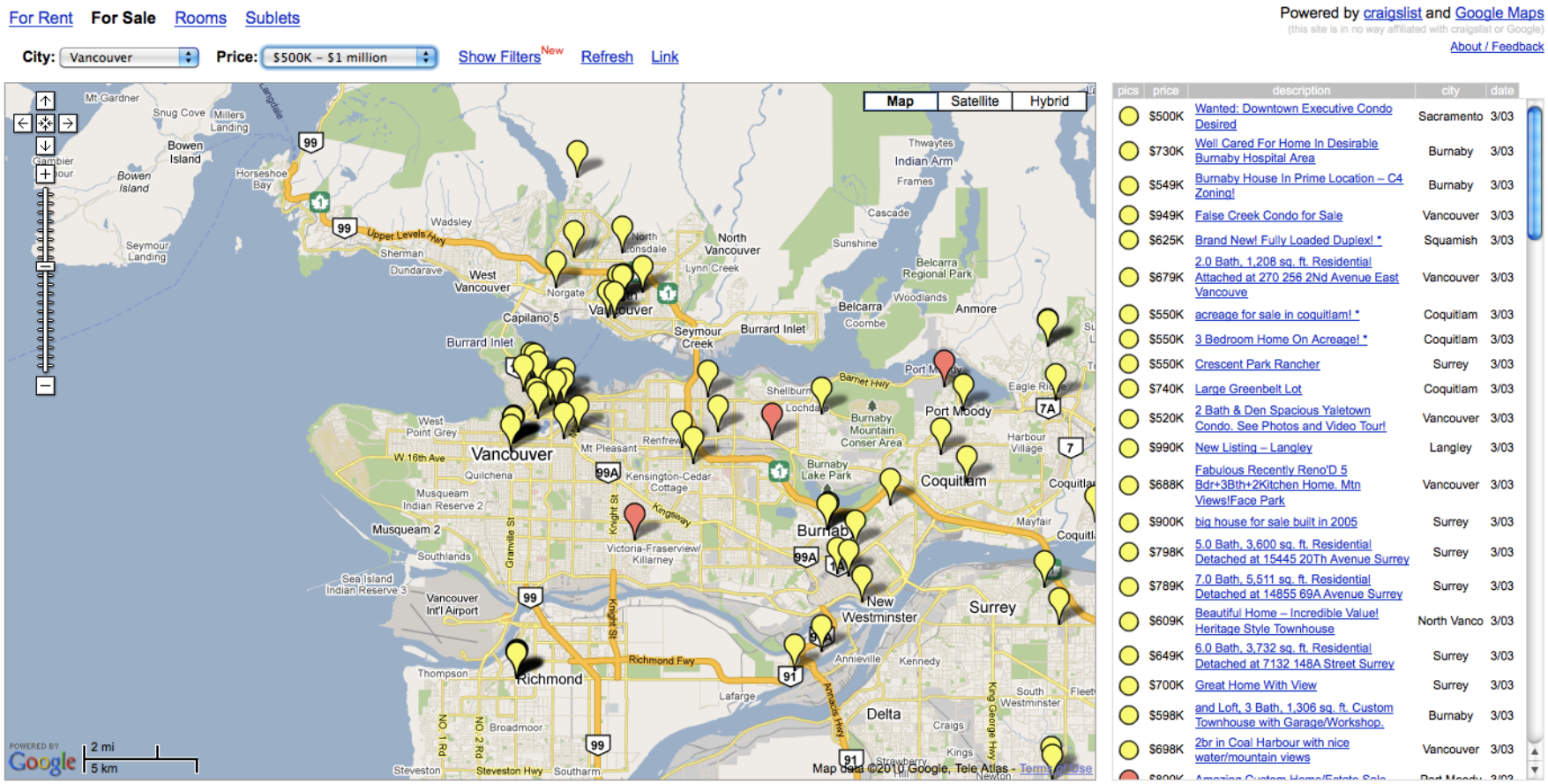
Mashups



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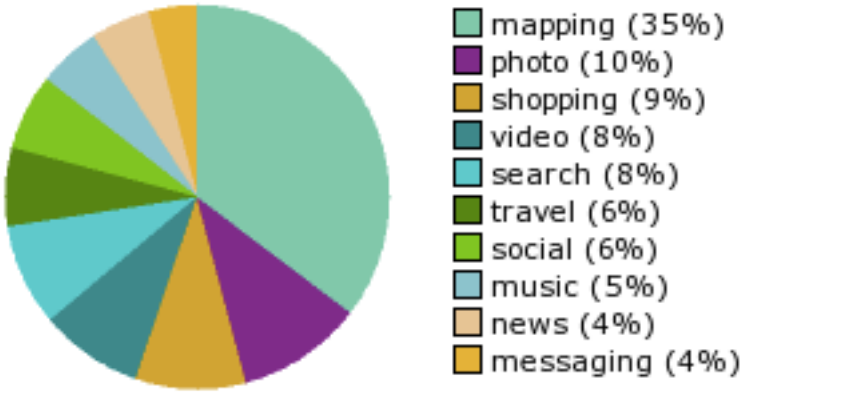
Mashup Stats



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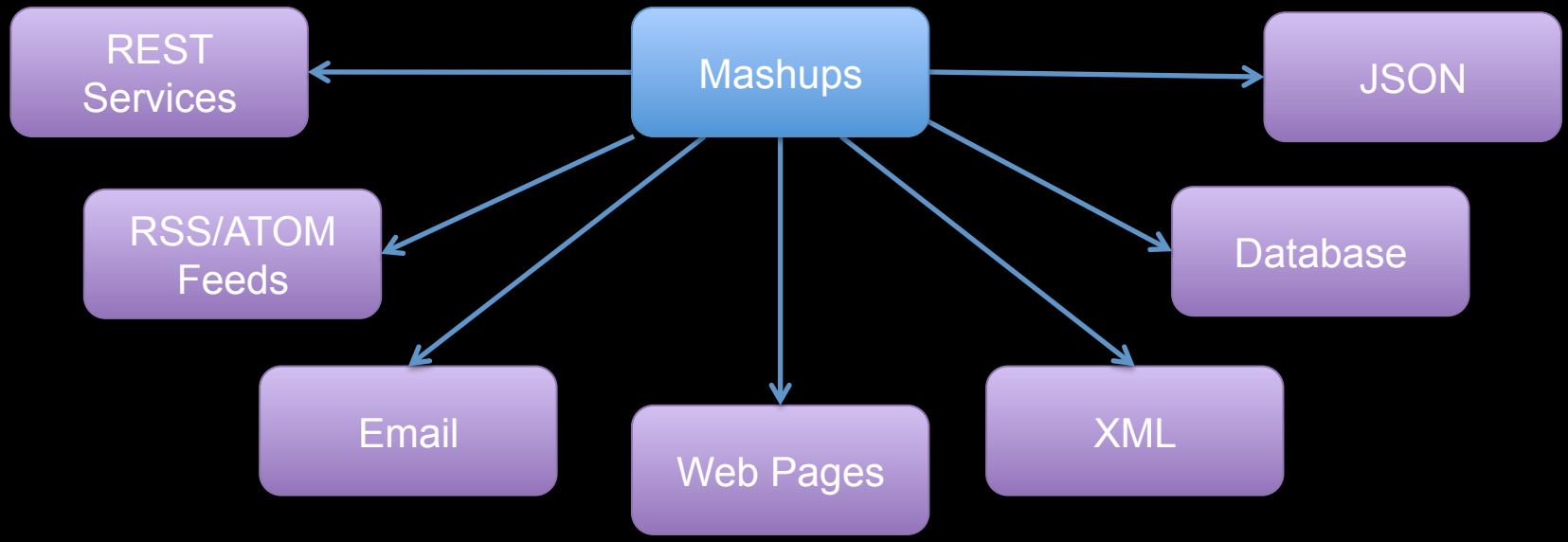
What is being mashed



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Enterprise Mashups

+

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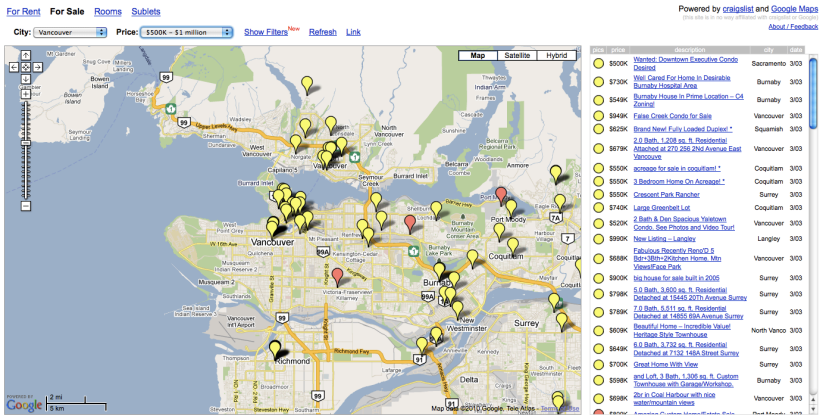

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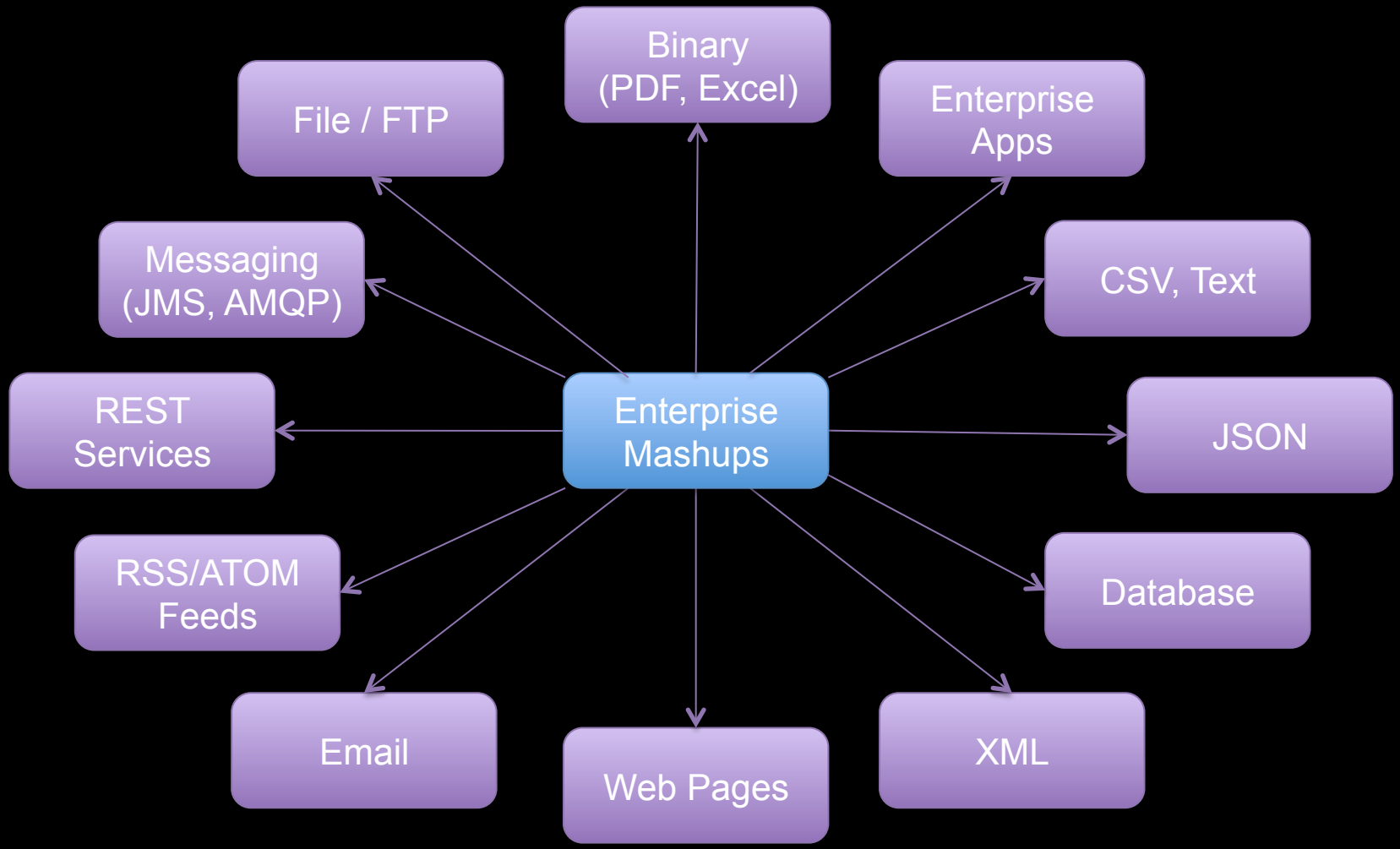
What is being mashed



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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

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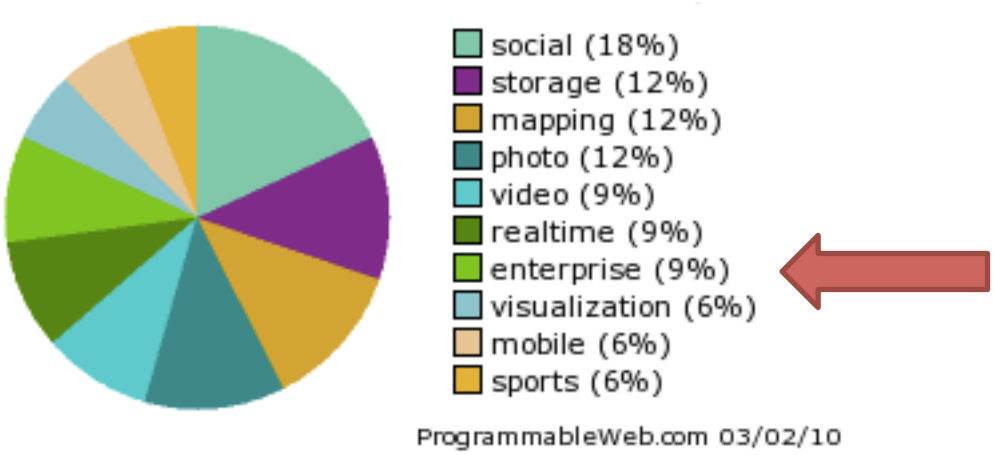
Recent Mashup Stats



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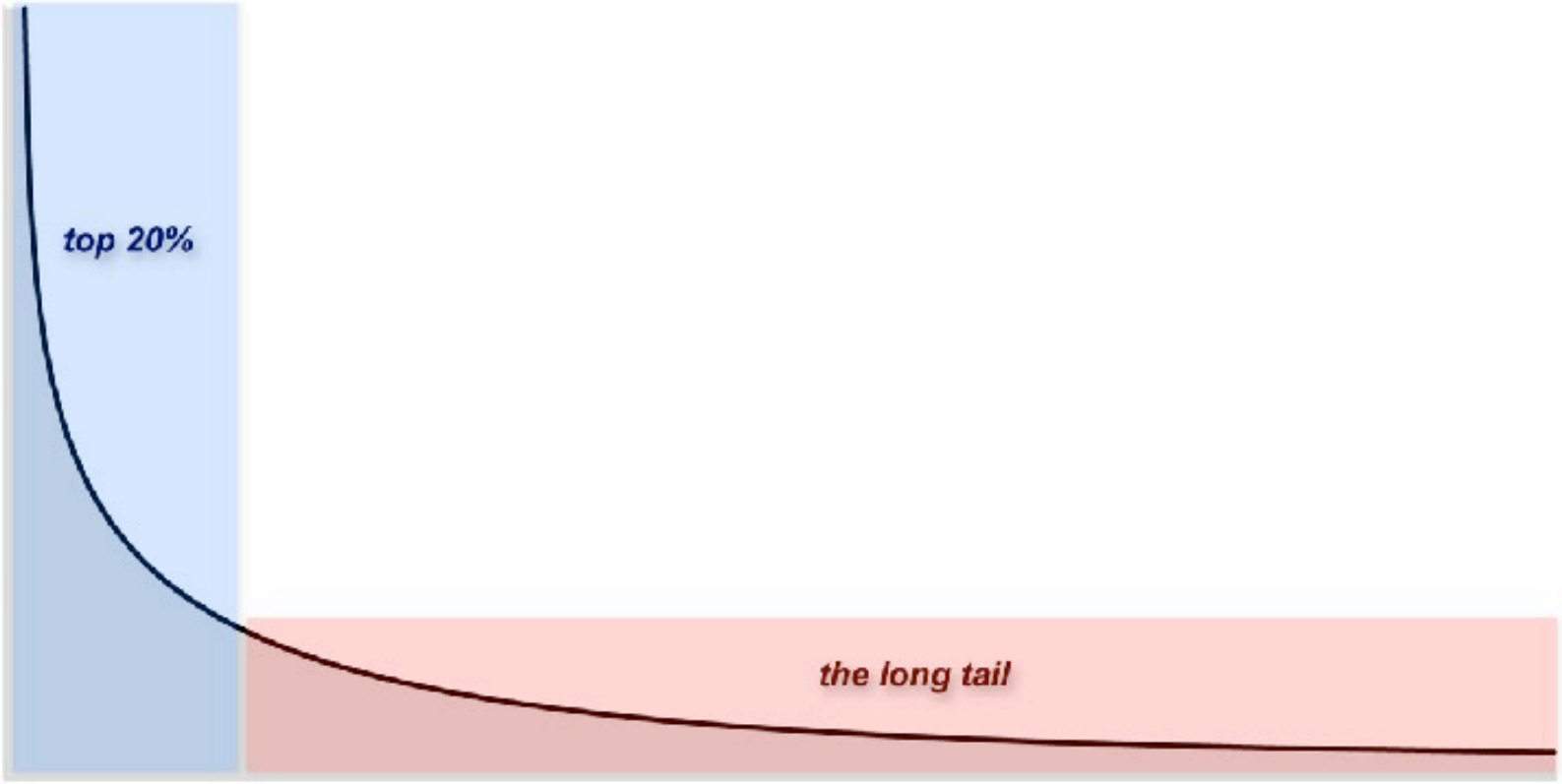
The Looooong Tail



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

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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

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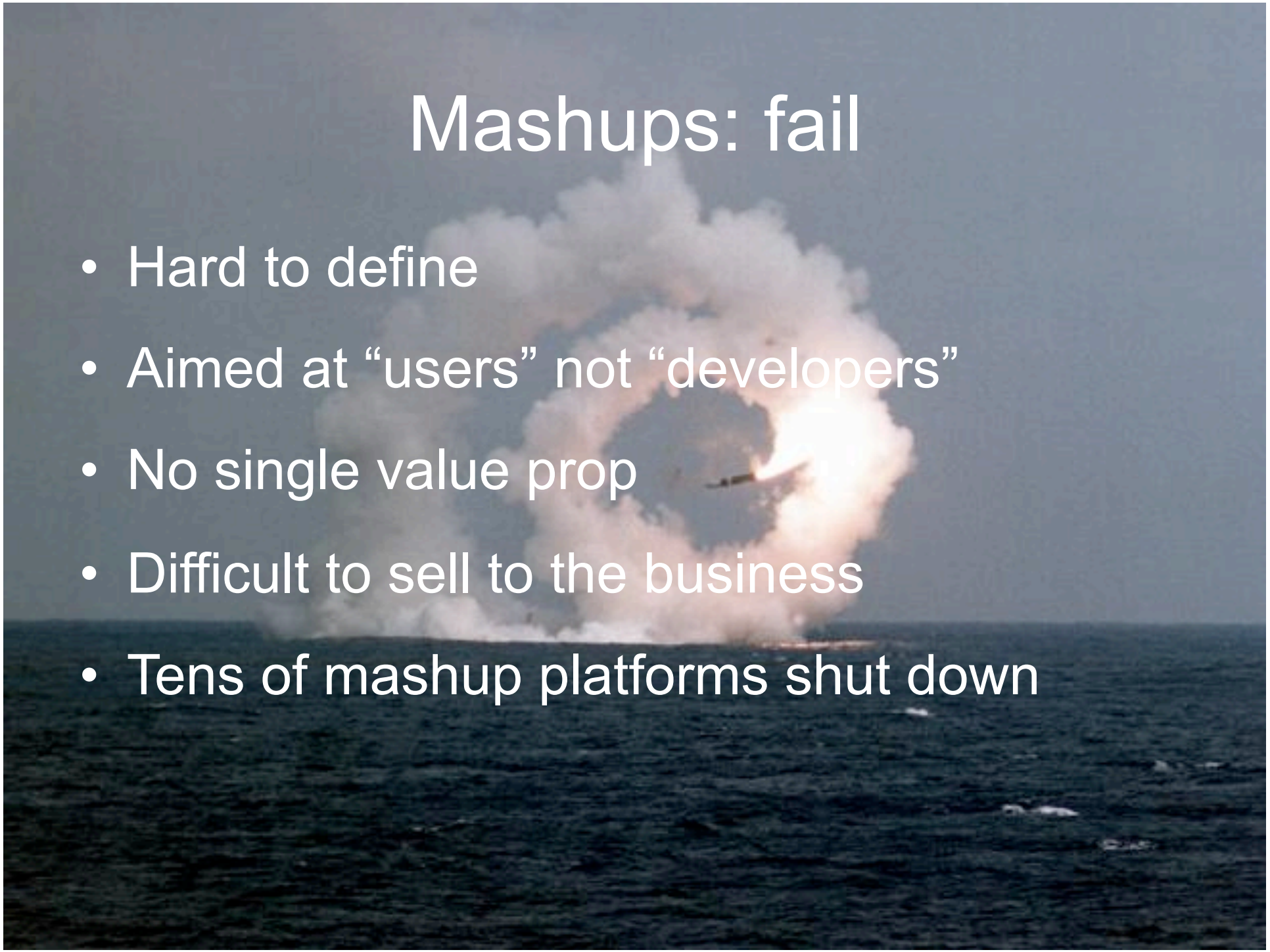
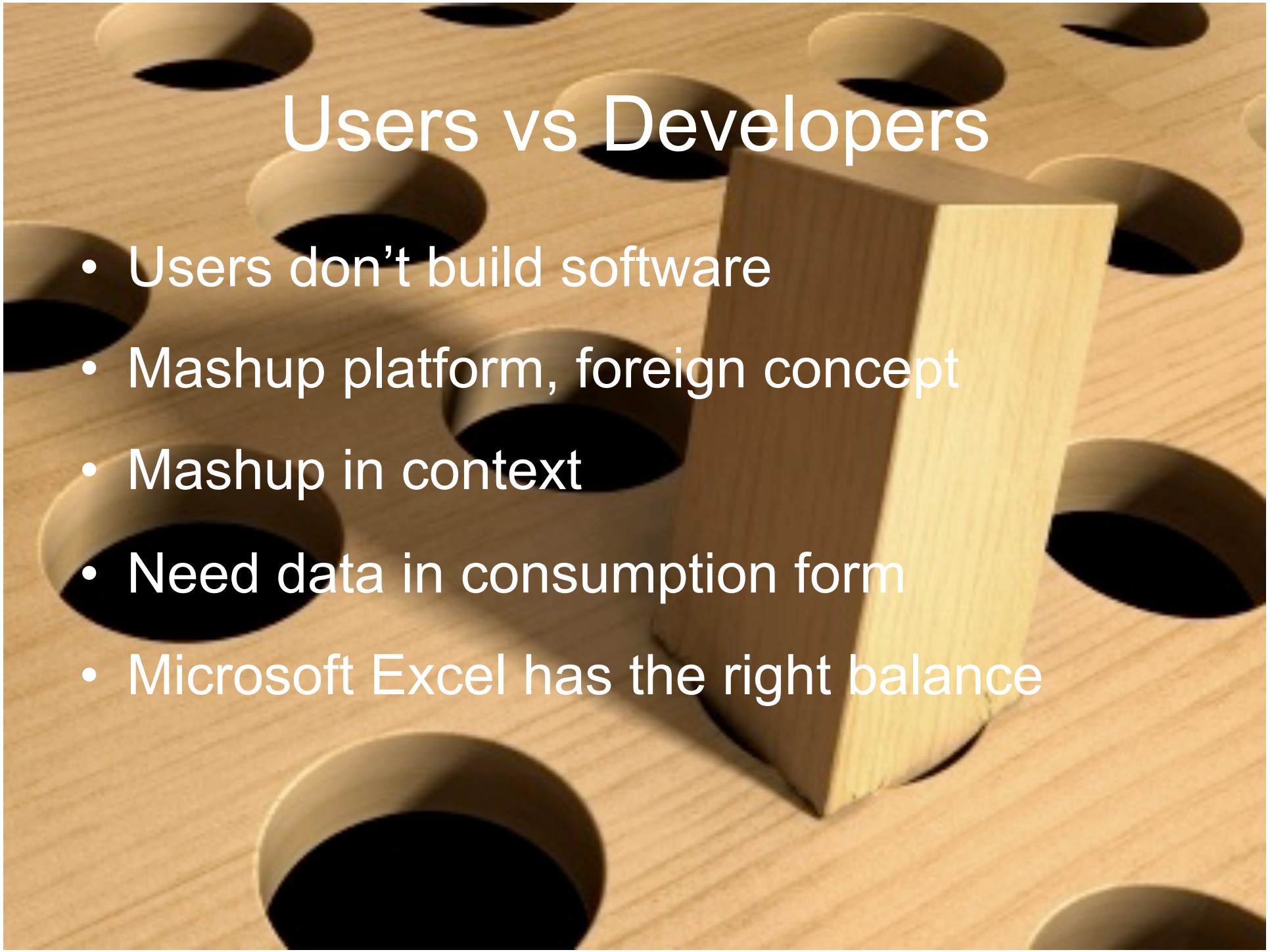


Mashups: fail

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

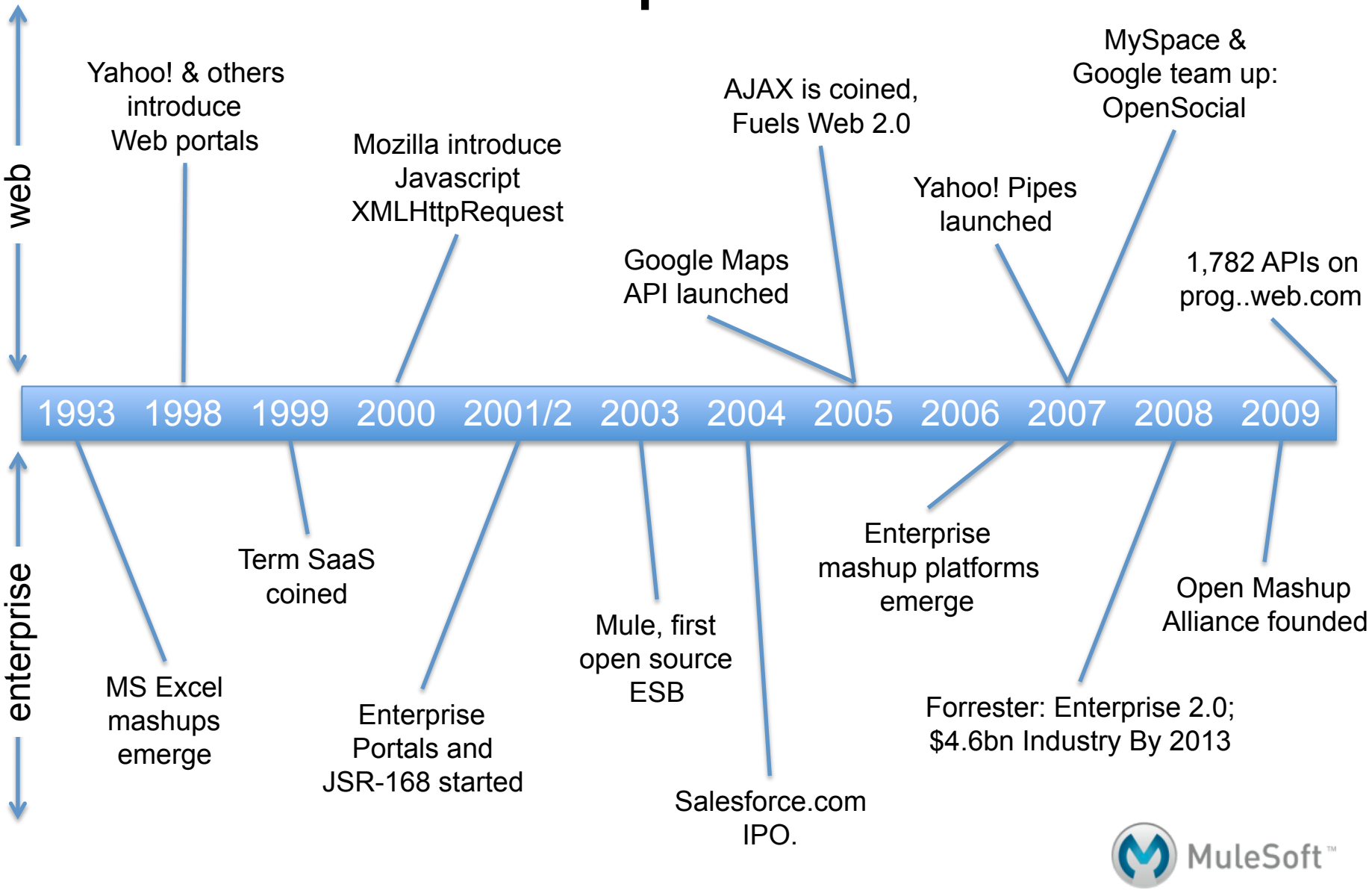
Brighter Future
• We don’t throw anything away
• 88.23% of applications need to integrate with other applications
• Wealth of public APIs is growing rapidly
• Evolution of SOA in the enterprise
• Wealth of rapid development frameworks



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



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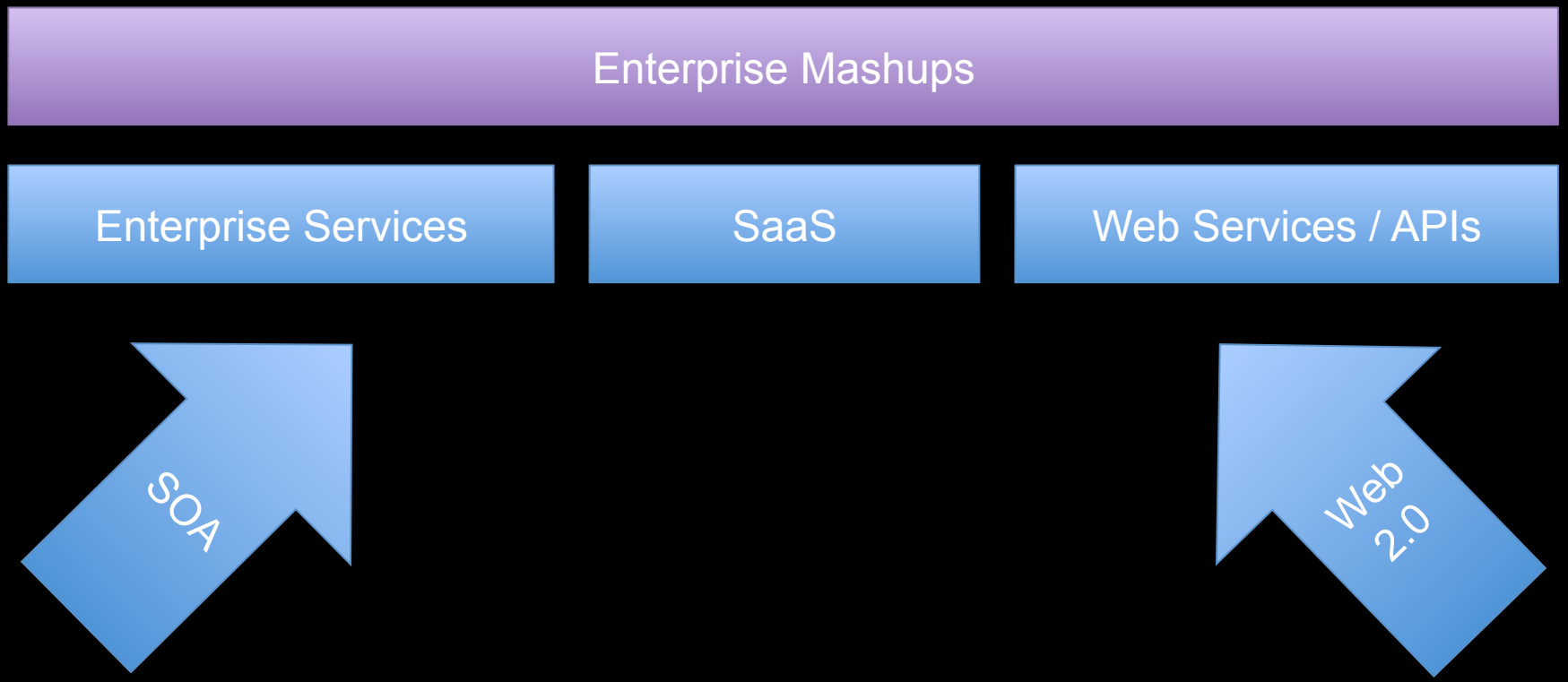
What about SOA?

- Enterprise mashups, SOA's killer App?



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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

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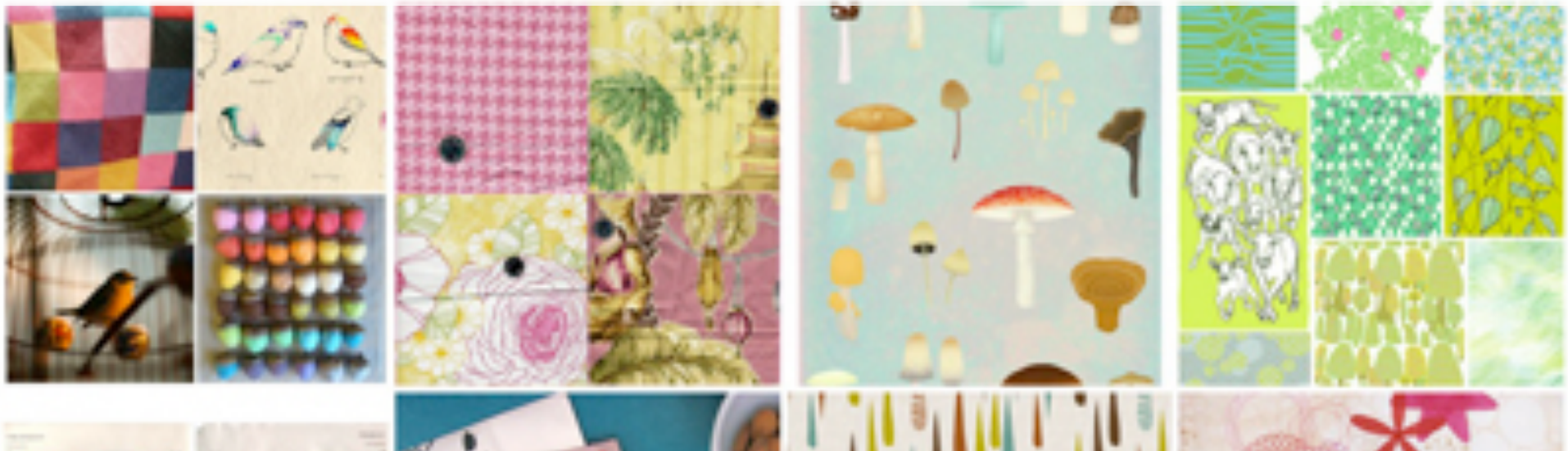
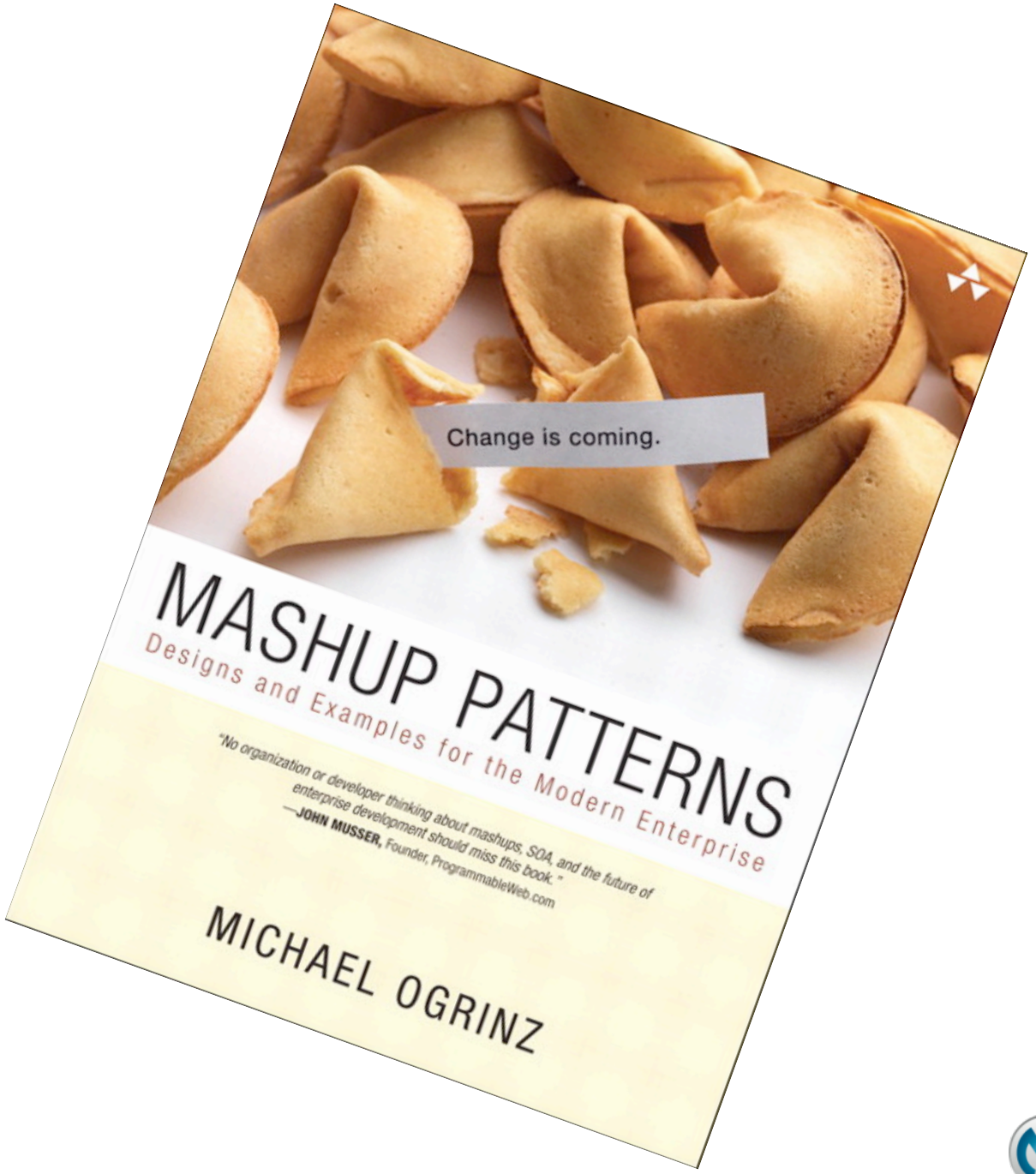
Patterns




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

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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		

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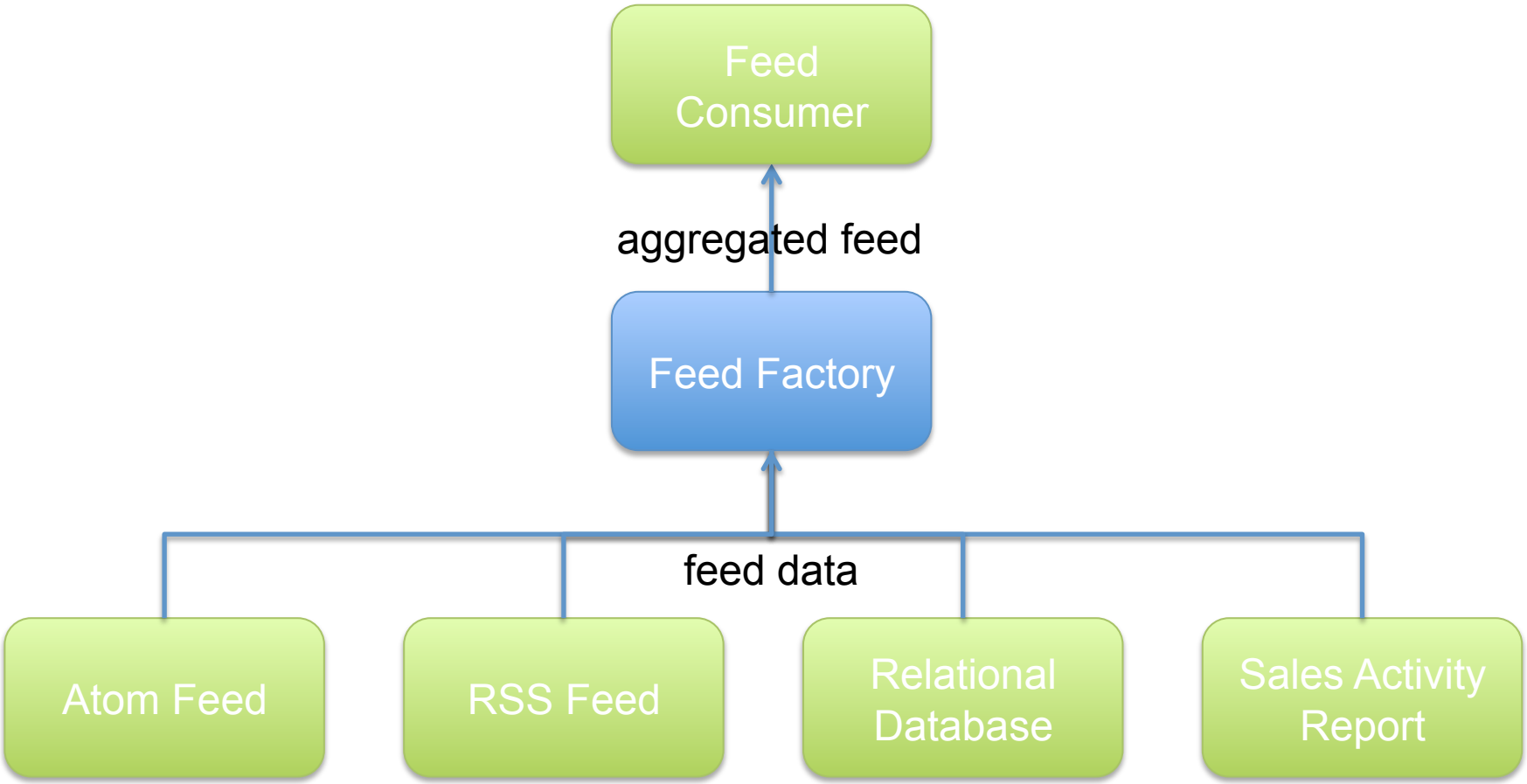
Feed Factory



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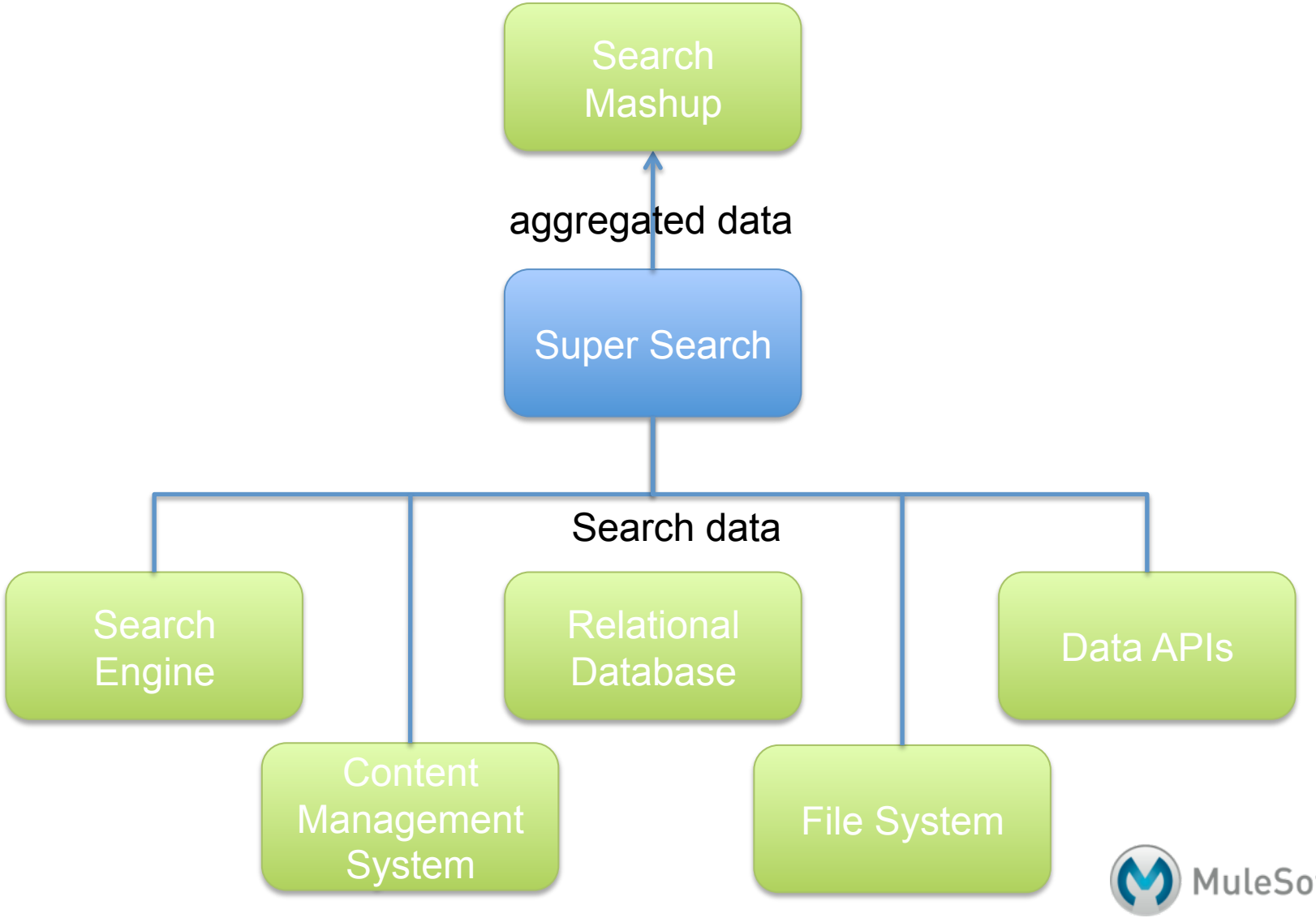
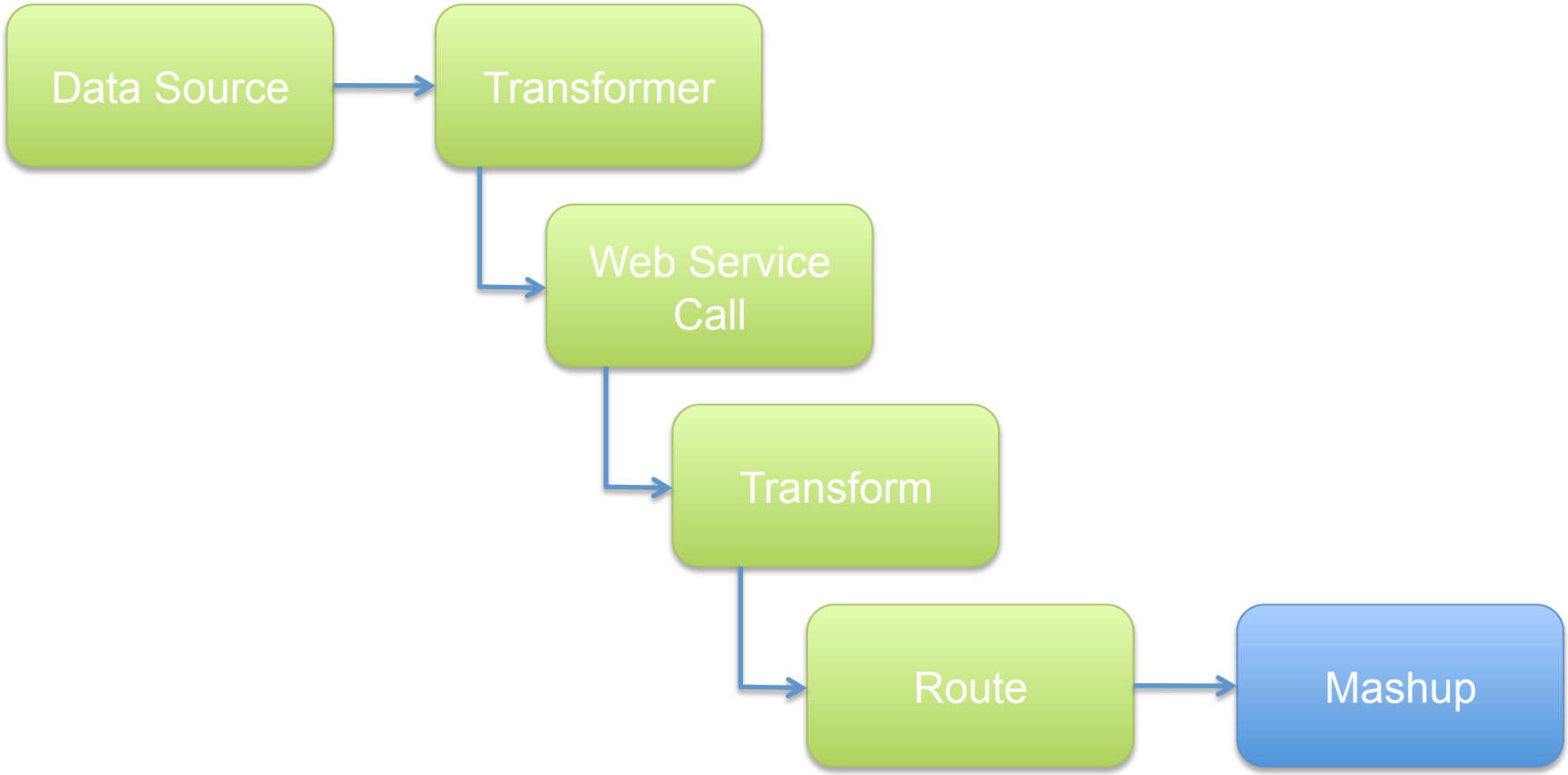
Super Search



Pipeline



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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

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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

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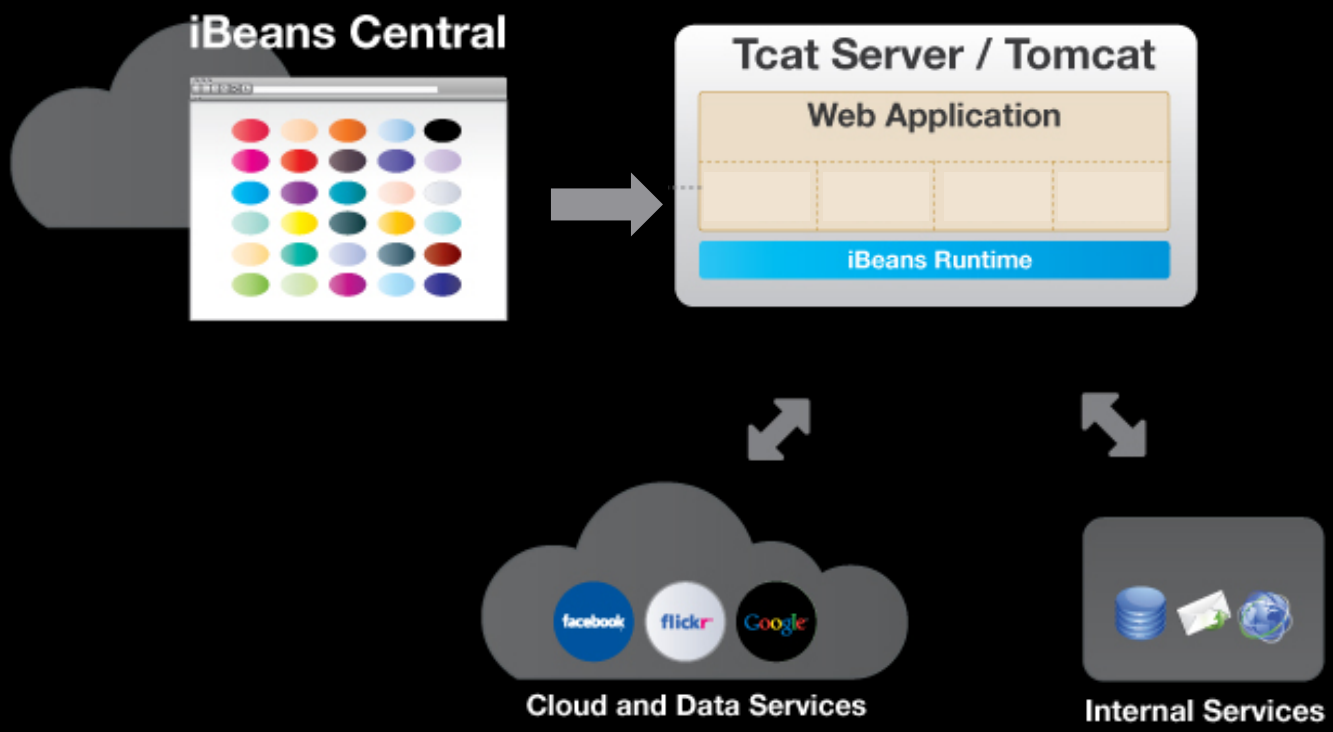
GPS Walker

demo

http://?.?.?.?:8080/gpswalker/cursor.html

Overview



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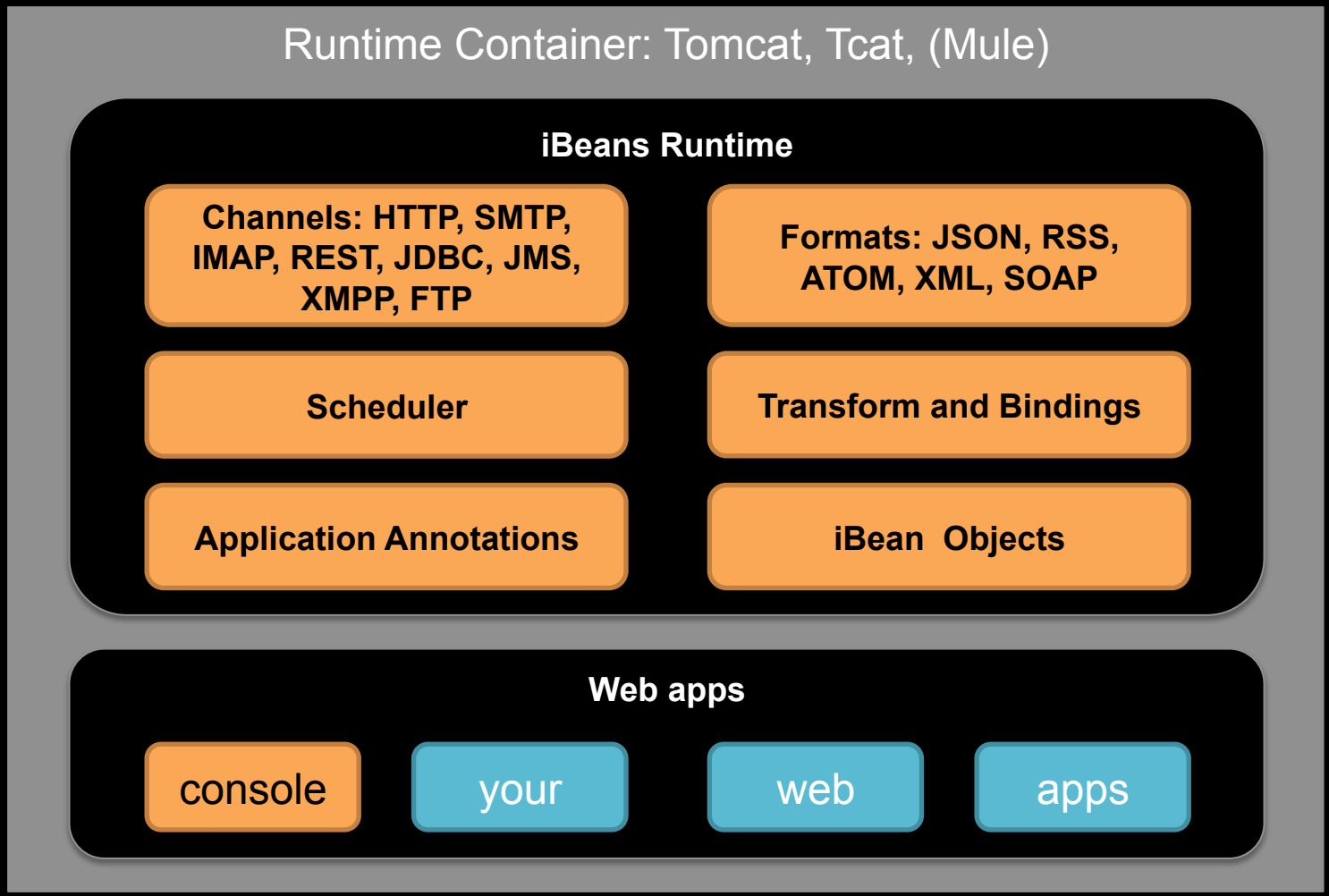
The pieces



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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 approached

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