



*Software Architecture
and Development*

MashUp

Key Features

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Problem Statement



- In order to do my job, I have to logon and interact with several distinct applications, application modules and/or other information sources. In almost all cases, the information I want is intermingled with other like information, which is not pertinent to me.
- The exercise is difficult, time consuming, frustrating and non-productive.

- Data Warehouse / Datamart, where all the information pertinent to my job functions is brought together on a periodic basis (typically a historical view of business transaction grouped / summarized for a specific business function).
- MashUp, a personalized gathering of actionable information from multiple, disparate data sources into a common view.

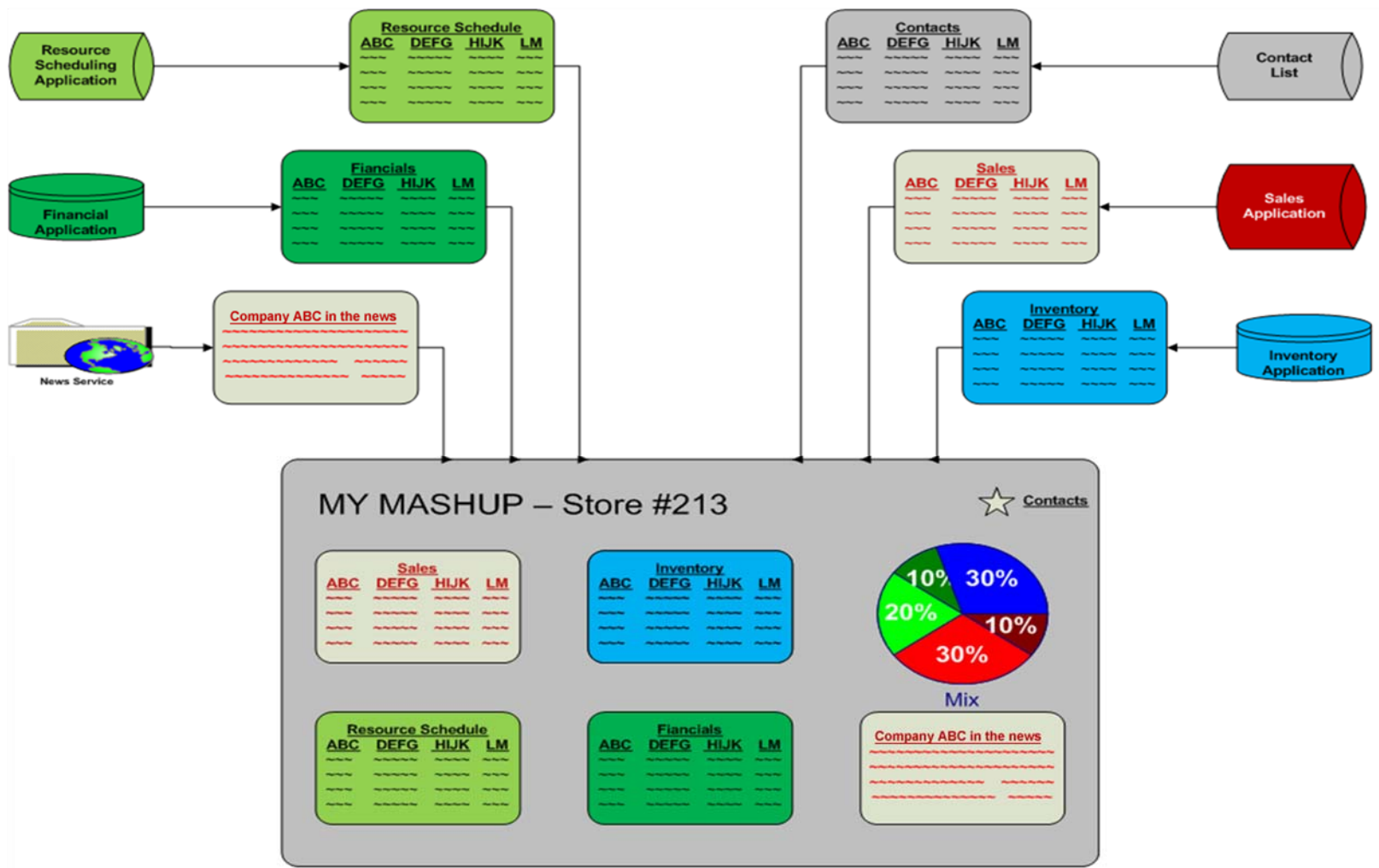
MashUp: Benefits

- Enterprise Mashups provide faster, easier, and flexible access to business data, benefiting business users through increased self-sufficiency and better ROI from their data. The bottom line is faster, better-informed decisions that improve business results.
- Enterprise Mashups can enable a whole new set of business workflows, which are significantly more productive.

MashUp: Key Features

- Gathering of Data Disparate Sources - “Mashup”
- Personalized – My Information
- Hyperlinks – To the source system in context and with auto sign-in
- Variable Data Sources and Data Types
- Selectable Data Elements with Configurable Presentation Styles and Contents

MashUp: Conceptual View



Mashup – Gathering of Data from Disparate Sources