



## Quick Start Service for IBM Mashup Center

IBM Software Services



With this lightweight mashup environment, organizations can unlock and transform enterprise, Web, personal and departmental information into consumable or “mashable” assets, including information feeds and widgets. These assets can then be dynamically assembled into new applications that address daily business challenges. With the Mashup Center, organizations can reduce their application backlog and improve productivity by empowering line of business, self-service application development.

---

### Highlights

---

- **Leverage installation and configuration services to provide business value and build working web pages quickly and easily**
- **Gain Mashup skills quickly and efficiently with expert advice and knowledge transfer**
- **Take advantage of customization services to create specialty mashups, widgets or feeds that offer special features**

In today’s competitive IT market, many leading organizations can take advantage of emerging web 2.0 technologies to create mashups and reuse information as a strategic business asset. With the help of IBM Information Management Software Services, customers worldwide have maximized their web presence through the IBM Quick Start Services for the IBM Mashup Center.

The Mashup Center is designed to provide an easy-to-use web 2.0 business solution to rapidly blend information and Web services to generate fast, flexible, and affordable applications for specific business needs.

### **What is a Quick Start Service for IBM Mashup Center?**

A Quick Start Service is designed to allow the customer to realize true business value in an accelerated pace. Gain Mashup skills quickly and efficiently with expert advice and knowledge transfer from our consultants to assist you in transforming information from any data source and respond more rapidly to your business needs. An interactive customer workshop helps to demonstrate mashup functionality.



The sample solution demonstrates the functionality of:

- InfoSphere MashupHub  
*IBM InfoSphere™ MashupHub provides a lightweight information management environment for IT and business professionals to unlock and share Web, departmental, personal and enterprise information for use in Web 2.0 applications and mashups.*
- Lotus® Mashups  
*With IBM Lotus Mashups, Web-savvy business users can assemble personal, enterprise, and Web-based content into new applications that address their immediate business needs.*

### What's Involved

When you engage IBM Software Services, you can be confident that you are working with the industry's leading mashup experts. Our consultants provide a hands-on experience with IBM Mashup Center to accelerate. They'll see firsthand the diverse data sources supported including Enterprise, departmental and internet/intranet assets, richness of the widgets presentation layer, and how easy it is to connect it all together.

Our consultants can help you get started by handling efforts such as:

- Helping you review your Mashup requirements and current environment
- Installation of IBM Mashup Center into one non-production environment
- Configuration and integration of Mashup Center with your LDAP or Active Directory
- Conducting a hands-on workshop that introduces IBM Mashup Center and Widget Factory. This workshop

includes topics such as:

- An overview of Mashup Center
- Building feeds
- Creating and using mashup feeds
- Assembling a page
- Using public widgets from the Internet
- Creating widgets using Widget Factory
- Effectively using the catalog
- Sharing assets

### Next Steps

While the Quick Start Service will get you up and running very quickly, some of your Mashup needs may require additional customization. IBM offers customized services for customers looking for special features.

- Identifying what widgets or feeds need to be produced/customized
- Additional Widget creation
- Additional Feed Source plugin creation
- Assisting with special Feed Mashups

### For more information

To learn more about IBM Software Services for Information Management and this service offering, please contact your local IBM sales representative or send an e-mail to [dmskills@us.ibm.com](mailto:dmskills@us.ibm.com).

You can also visit

**[ibm.com/software/data/services](http://ibm.com/software/data/services)**

© Copyright IBM Corporation 2008

IBM Corporation

Software Group

1133 Westchester Avenue

White Plains, NY 10604

U.S.A.

Published in Canada

01-03

All Rights Reserved

The IBM, the IBM logo, e-business software,

DB2, and Informix, are trademarks or

registered trademarks of International

Business Machines Corporation in the United

States, other countries, or both.

Other company, product, and service names

may be trademarks or service marks of

others.

References in this publication to IBM

products or services do not imply that

IBM intends to make them available in all

countries in which IBM operates.