



IBM Smarter Business and Technology Series

A headstart for the next decade

25th November 2010

Deliver Application Integration Projects In Days With A Cloud Based Appliance

Jeremy Phuah

WebSphere Solutions Architect, ASEAN





Cast Iron — Company Overview



Corporate Facts

- Founded in 2001 by integration industry experts
- Acquired by IBM May 2010
- Pioneered SaaS / cloud integration
- Unique focus on speed & simplicity — “Integration in Days”
- Thousands of customer integrations
- 14 consecutive quarters of growth
- 96% customer retention
- Patented technology

Buzz

“ IBM bought Cast Iron Systems because...they do inter-enterprise integration **better than anyone else....** ”



“ With Cast Iron, IBM gets a **proven Cloud integration-as-a-service solution.** ”



Recent Awards





Cloud Reaching Mainstream Adoption

Cloud as Mainstream IT (by Region)

60%
50%
40%
30%
20%
10%
0%

“Large scale rip and replace projects, a growing trend”

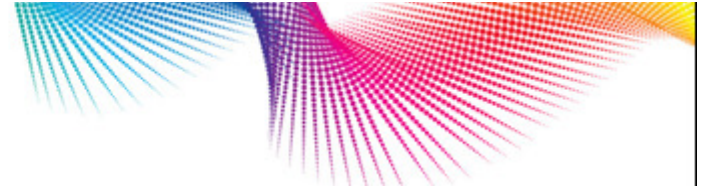
- *SuccessFactors: Siemens, 400,000 seats*
- *Workday: Flextronics, 200,000 seats*
- *Concur: Financial Institution, 180,000 seats*
- *Salesforce: Japan Post, 40,000 seats*
- *Google: City of Los Angeles, 34,000 seats*

Source: Saugatuck Technology Inc., 2009 Global User Survey; n=1793

- 50% of IT expects Cloud to be mainstream in 2010/2011
- European acceptance of the Cloud even faster than US



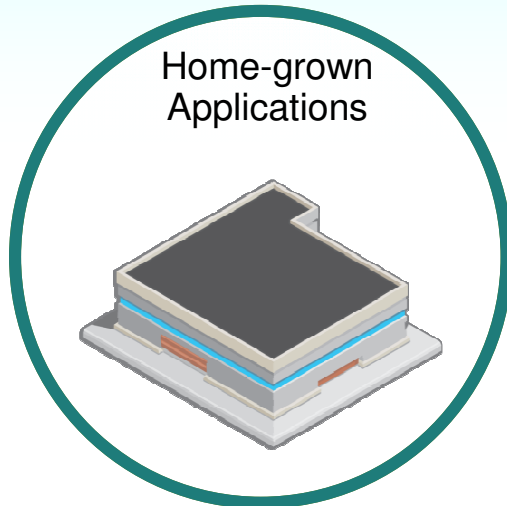
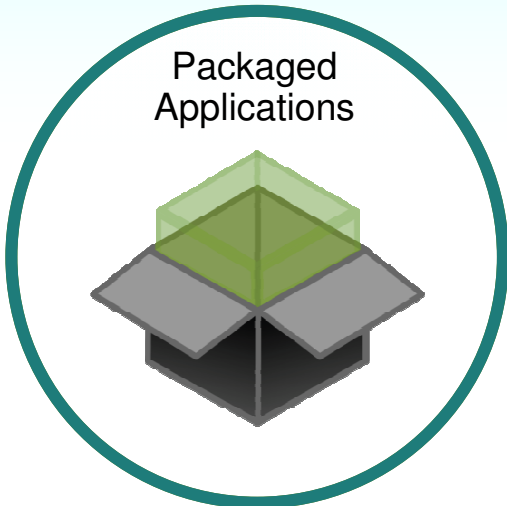
And It's Created a Hybrid World



Companies have both Cloud and On Premise Applications

Public Clouds

Private Clouds

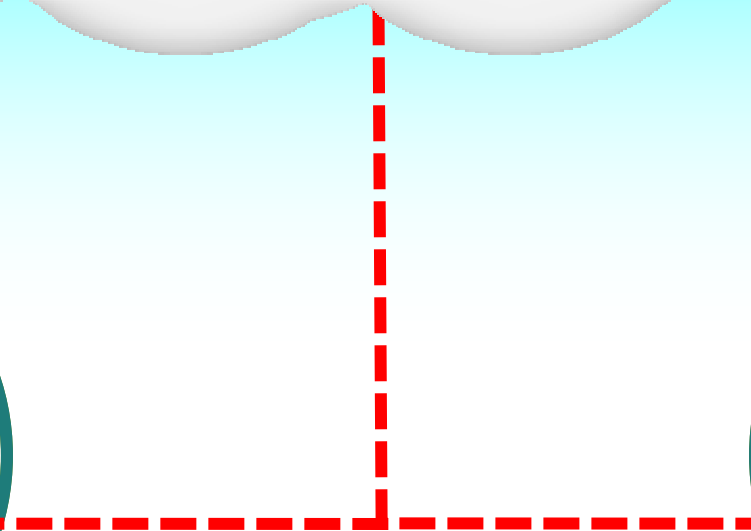
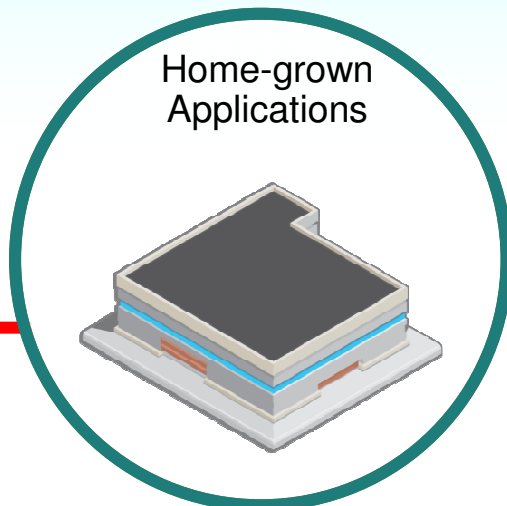
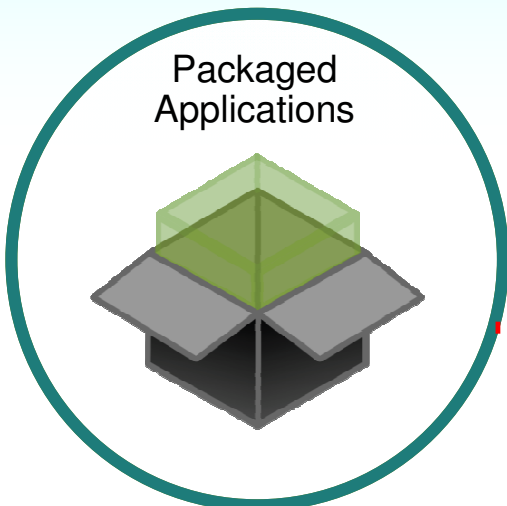


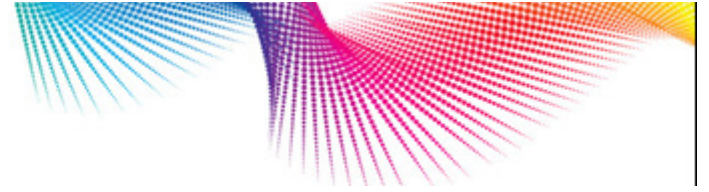


Integration is Critical in a Hybrid World

Public Clouds

Private Clouds





Why Integrate? CRM



I need to do a credit check



Sales

Where are my orders?



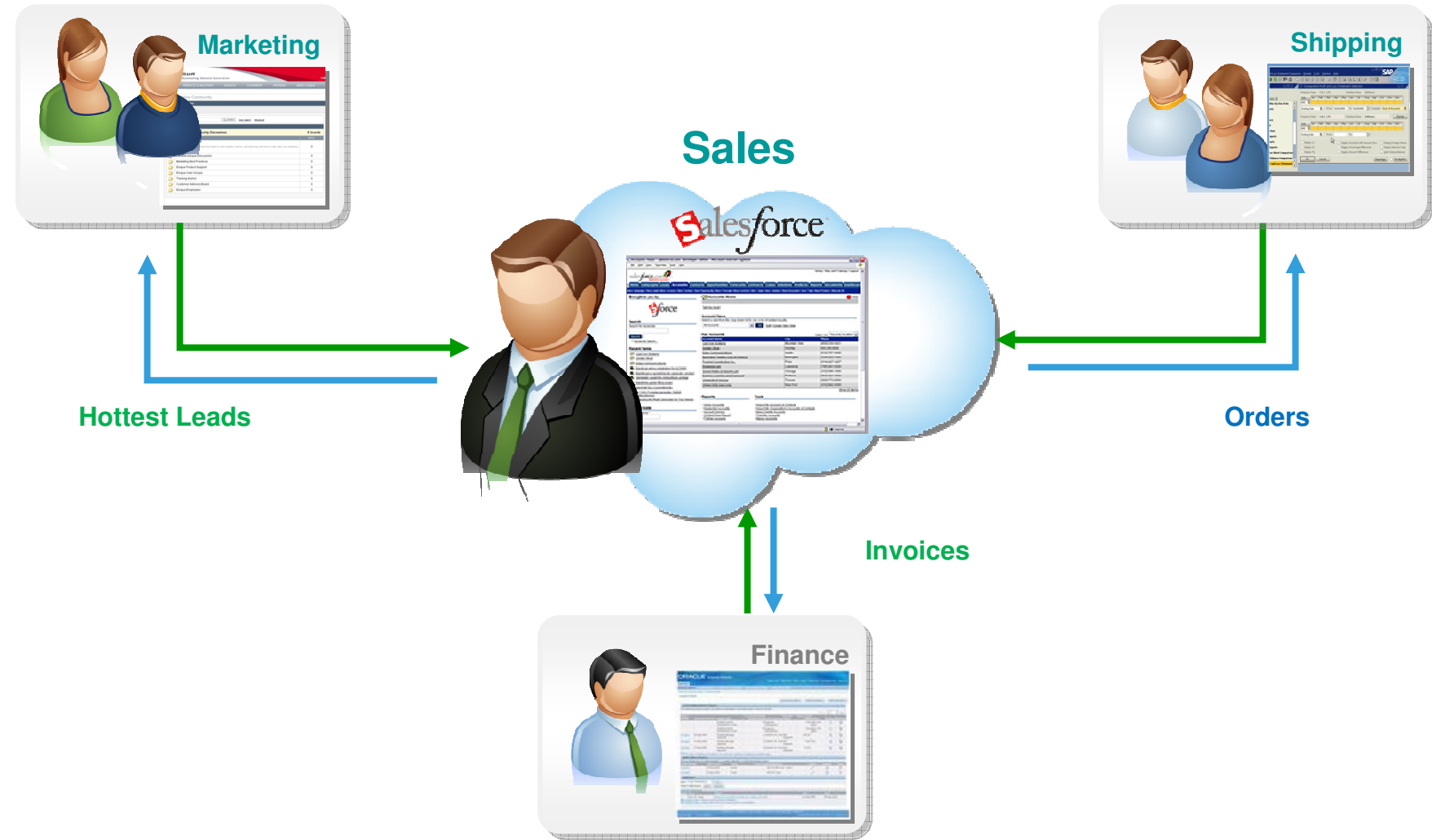
What are my hottest leads?

Has this customer paid?

Where are my invoices?



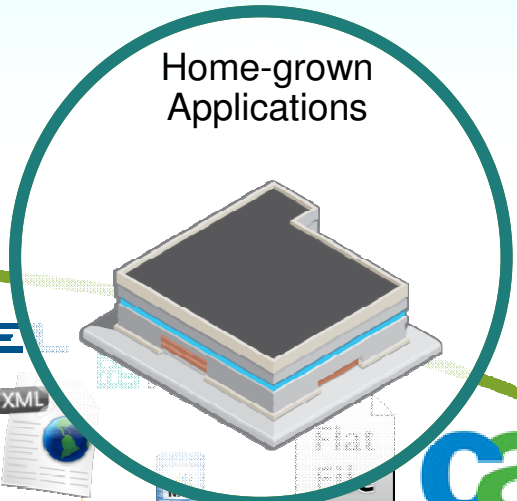
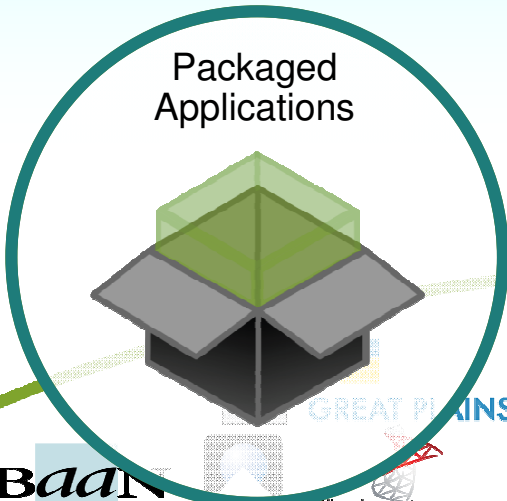
Why Integrate? CRM





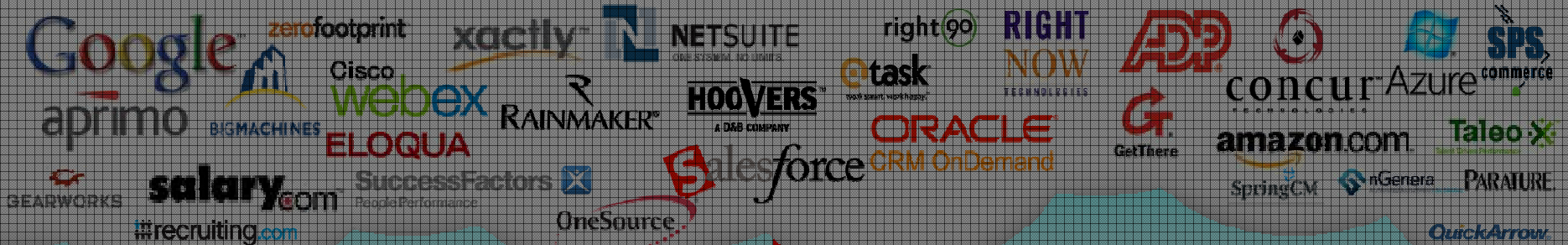
Needs Getting More and More Complex

Integration Maximizes Value of Cloud Investments

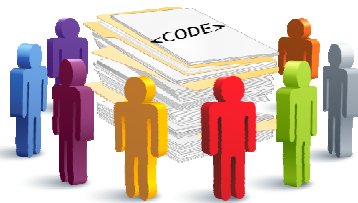


Existing Solutions are Incomplete

Integration Maximizes Value of Cloud Investments

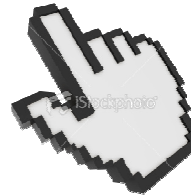


Custom Code



People intensive

On-Demand



Rudimentary Capabilities

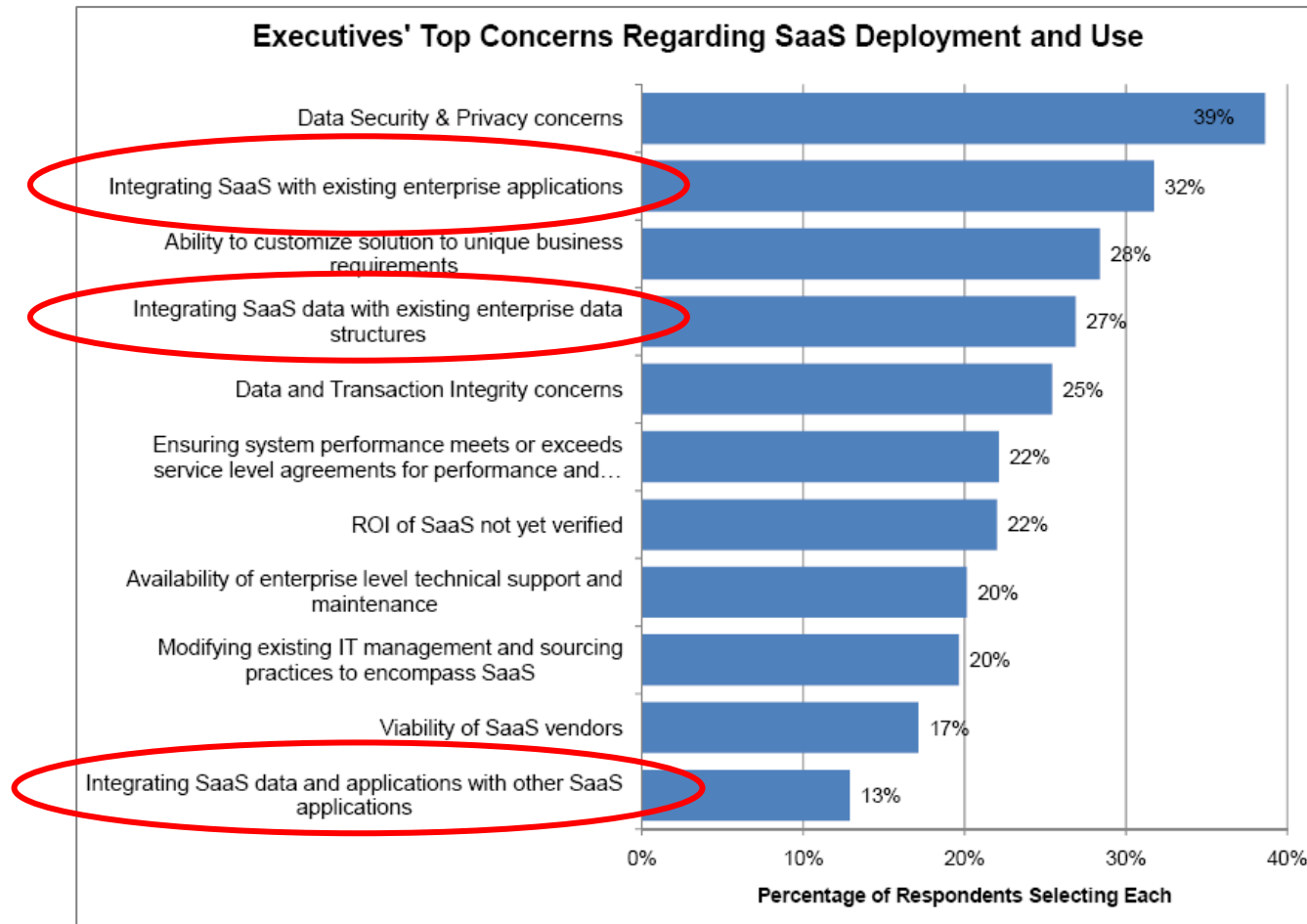
On-Premise

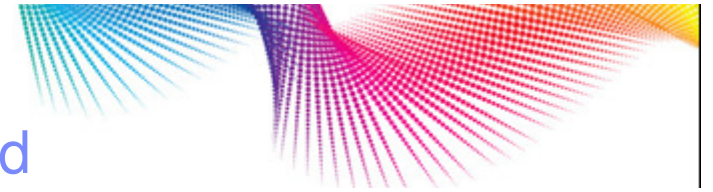


Cloud is an Afterthought

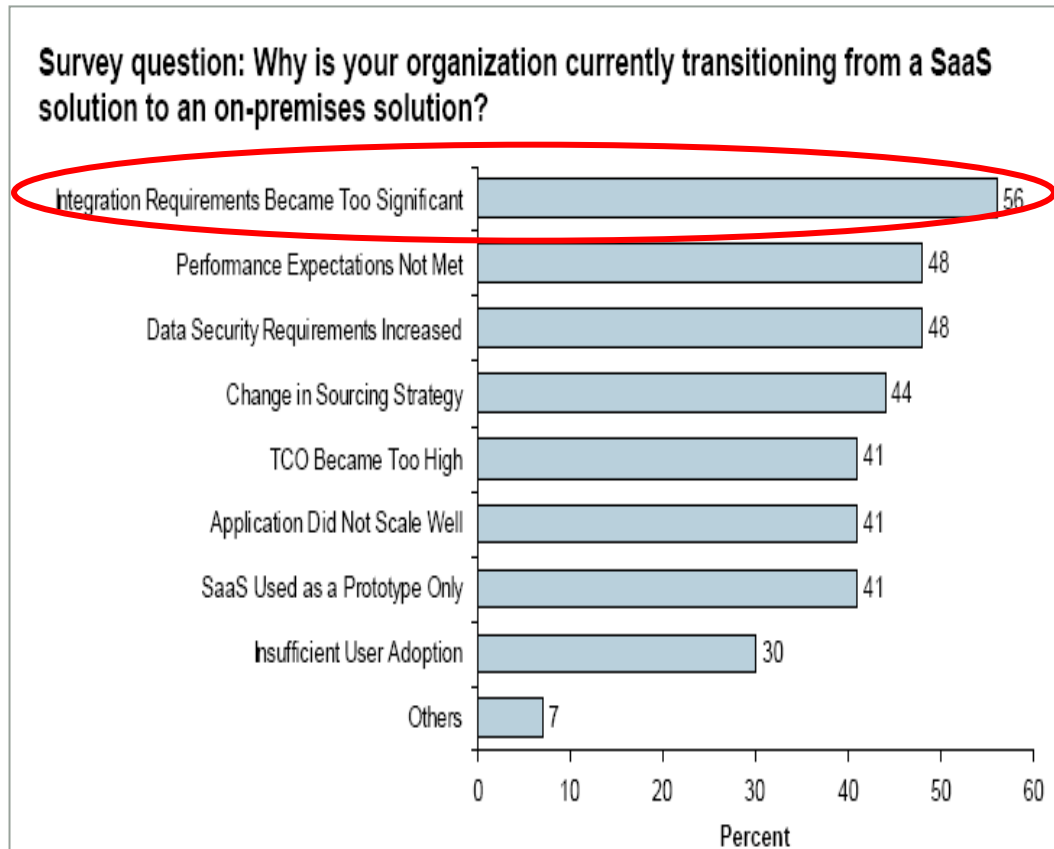


Which Has Led to Dissatisfaction





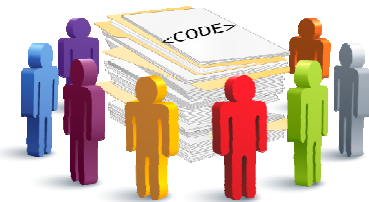
Gartner



Complete. Proven. Trusted.

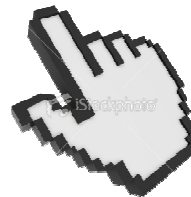


Custom Code



People intensive

On-Demand

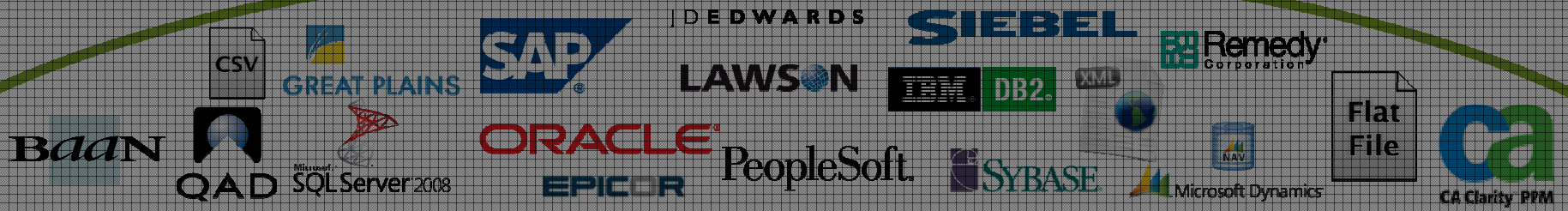


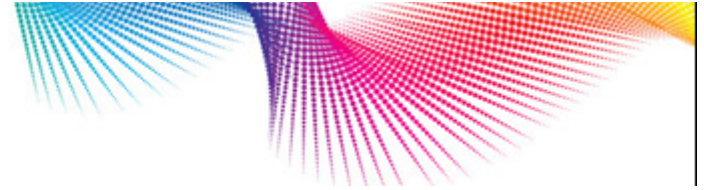
Rudimentary Capabilities

On-Premise



Cloud is an Afterthought







Capabilities	Custom Code	OnDemand Services	On Premise Tools	Cast Iron OmniConnect
Multiple Deployment Models	X	X	X	✓
Data Migration	X	✓	✓	✓
Batch Process Integration	X	✓	✓	✓
Real-time Process Integration	X	✓*	✓*	✓
Workflow	X	✓*	✓*	✓
TIPs	X	X	X	✓
Basic & SaaS/Midmarket Connectivity	X	✓*	✓	✓
Complete Enterprise Connectivity	X	X	✓*	✓
Data Quality	X	✓	✓	✓
UI Mashups	X	X	X	✓
Multiple Env. Included (Dev & DR)	X	X	✓	✓
Template Development Kit	X	X	X	✓
Web Services API Gateway	X	✓	✓	✓
Management APIs	X	X	✓	✓
Automatic 24*7 Support	X	X	✓	✓
High Availability	X	✓*	✓*	✓

* Partial Functionality



IBM Smarter Business and Technology Series

Trusted

salesforce.com[®]

Success On Demand.[™]

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IBM[®]

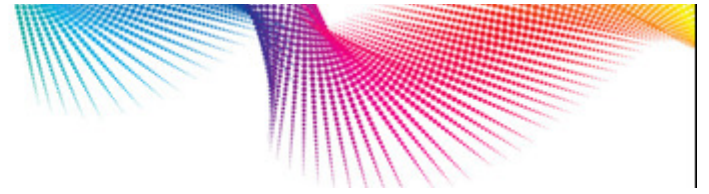


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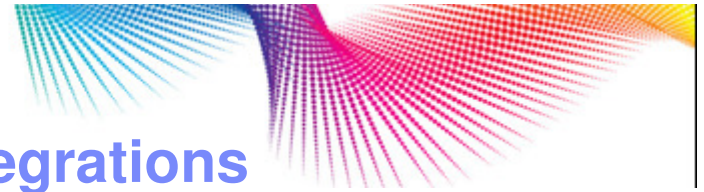
vmware[®]





IBM Smarter Business and Technology Series

Proven – Thousands of Customer Integrations



Healthcare



Finance



Education



Manufacturing



Consumer



High Tech



Blackboard





Cloud App	Customer	Project	Duration
Salesforce.com		SFDC – Data Warehouse Customer Master Integration	10 Days
Oracle		Oracle CRM On Demand, Oracle EBS Customer Master	8 Days
Taleo	A Leading Commodities Exchange	Taleo – PeopleSoft Job Requisition Sync	14 Days*
NetSuite		SFDC– NetSuite Billing and Invoice Visibility	24 Days
Custom		SFDC – Custom Hurricane Tracking	8 Days



Case Study: Sales Order and Invoice Visibility

SIEMENS

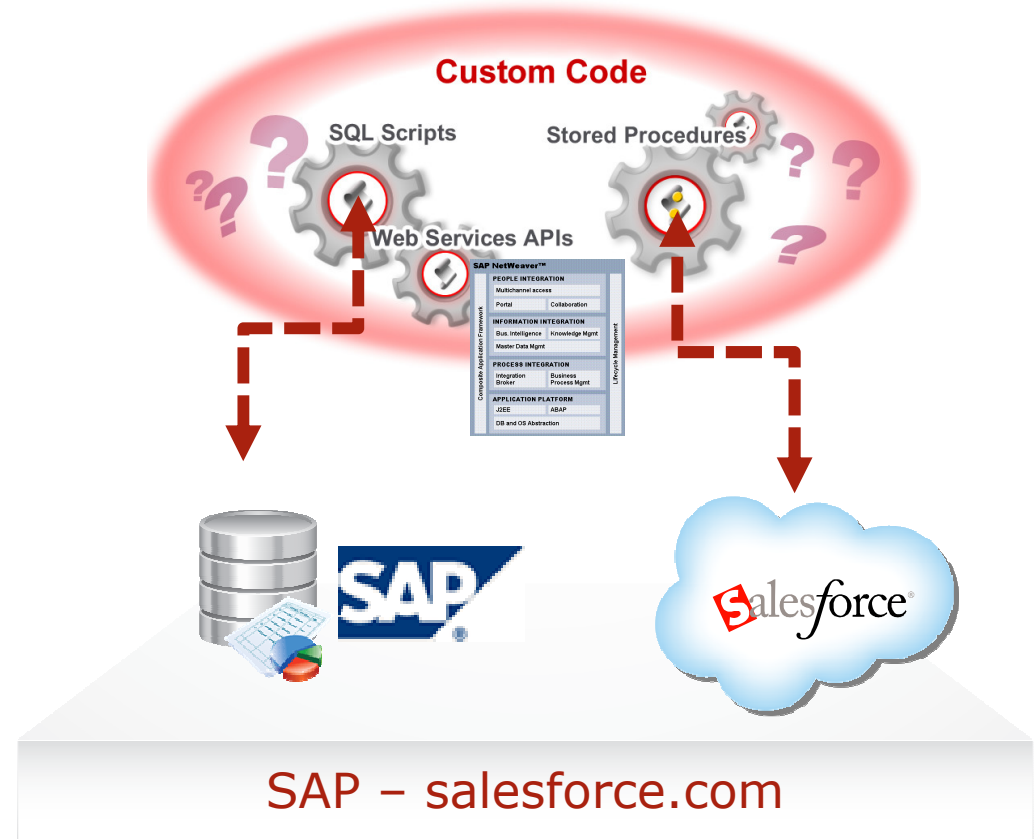
Siemens Power Transmission and Distribution:
Division of One of The World's Largest Manufacturing Companies

Business Problems

- SAP is worldwide back-office standard for order mgmt & financials
- 550 seats of Salesforce.com for CRM
- ERP to CRM business processes not harmonized
- Need visibility of orders, shipments and invoices within SFDC

Competing Technologies

- Custom code not scalable
 - “We needed integration without code development”





Case Study: Sales Order and Invoice Visibility

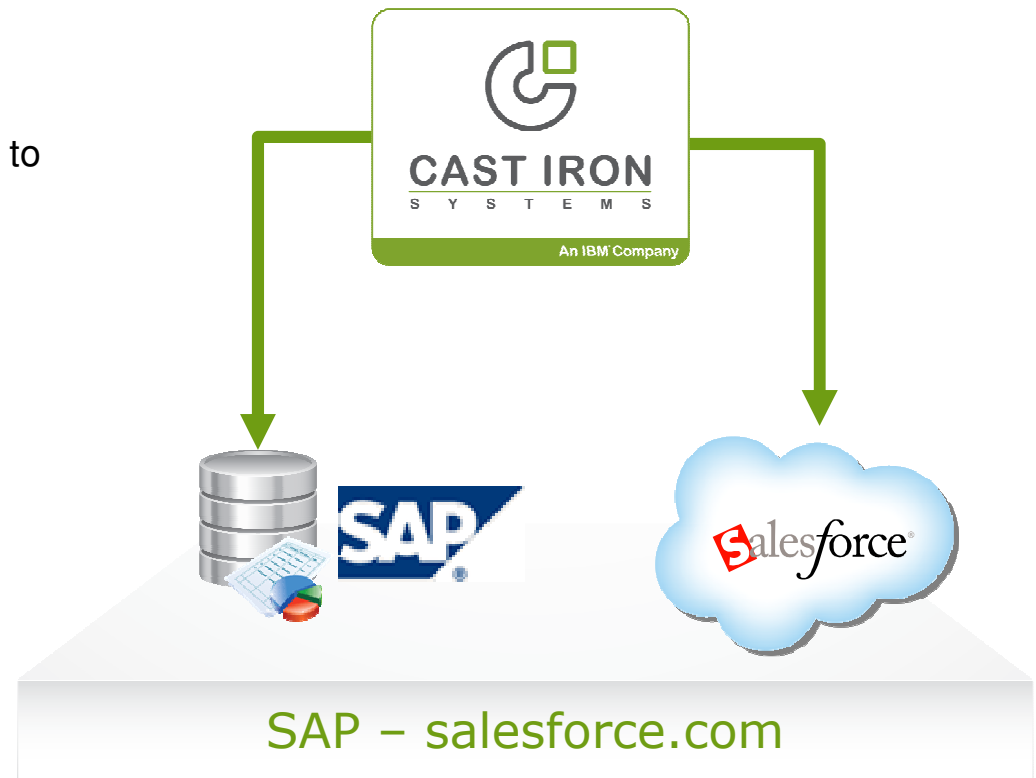
SIEMENS Siemens Integration Completed in 2 Weeks

Solution

- Cast Iron Integration Appliance used real-time, bidirectional integration
- Phased approach to success:
 - Extract invoice, order status from SAP to SFDC
 - Cust. and product master sync
 - Opportunity to order sync (Phase II)

Results

- Phase I completed in two weeks
- Greater visibility in SFDC = more rapid adoption by sales community
- Success led to adoption by other groups – Siemens Communications





Case Study: Doctor Billing & Scheduling



\$300M emergency medicine provider

Business Problem

- Need to move data across applications
 - Both real-time & batch
- Improve data quality & reliability
- Fluidly change business processes
- Scale with rapid growth
- Do notifications & triggers



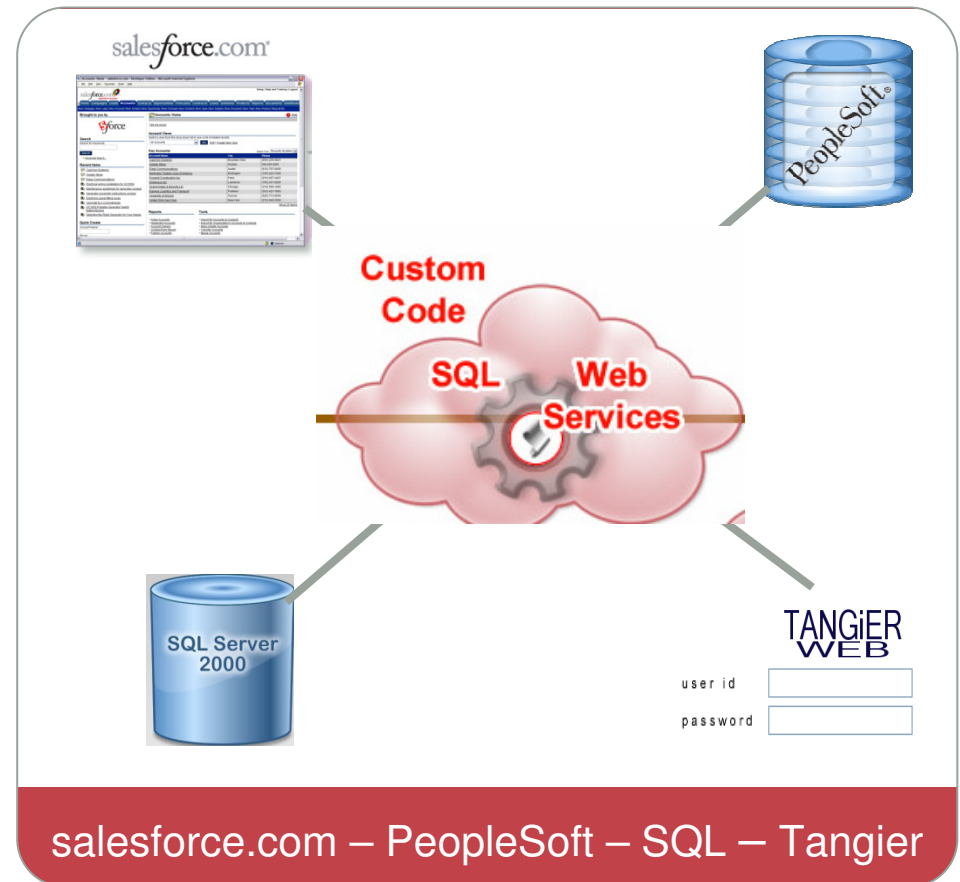


Case Study: Doctor Billing & Scheduling



\$300M emergency medicine provider

- **Custom Code:**
 - Quick but dirty
 - Too programming intensive
 - Difficult to modify as needs changed
- **Evaluated multiple ETL tools:**
 - Too costly
 - Long learning curve
 - No native SFDC connectivity
- **Narrowed to two choices**
 - Cast Iron Appliance
 - SQL Server Integration Services (SSIS)





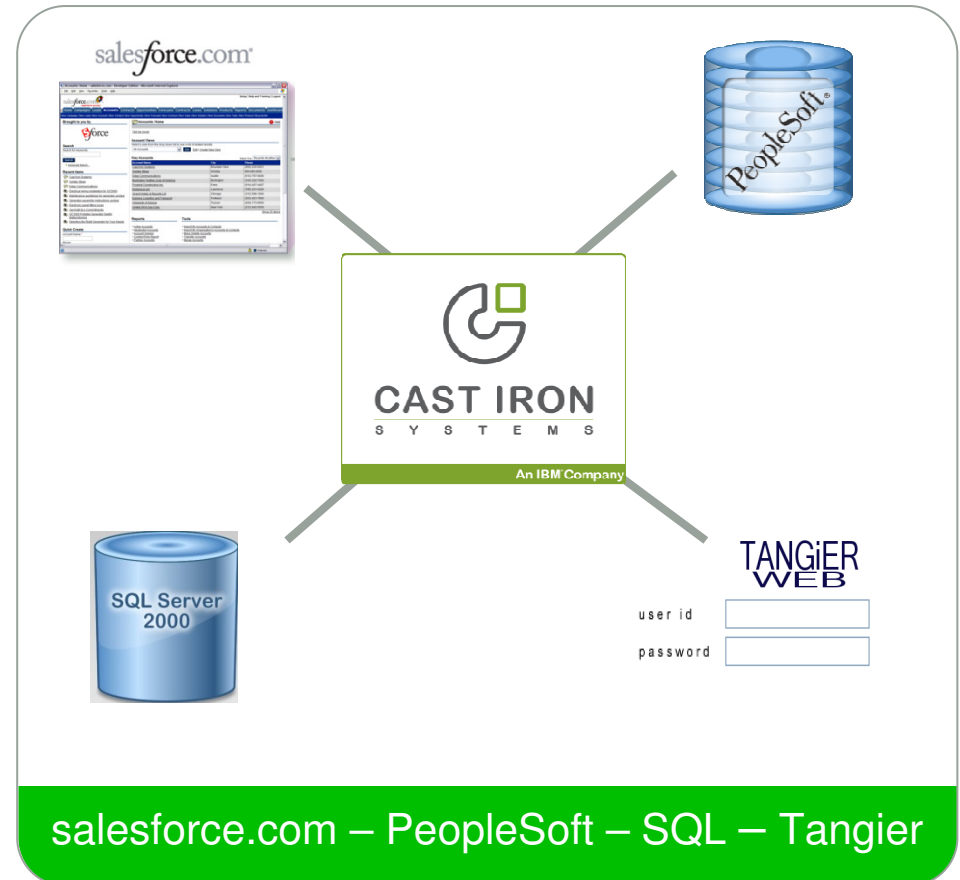
Case Study: Doctor Billing & Scheduling

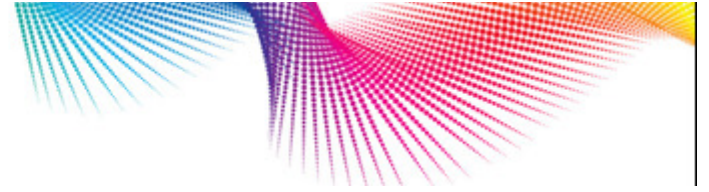


First project delivered within two weeks.

Solution & Results

- Cast Iron used as Integration Platform
- Solution used for both real-time & batch needs
- Multiple integration projects:
 - Doctor scheduling info between SFDC & Tangier
 - Payment info from PeopleSoft to SFDC
- First project in 8 days

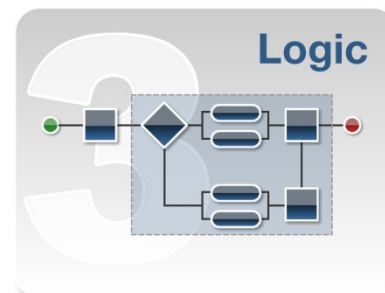
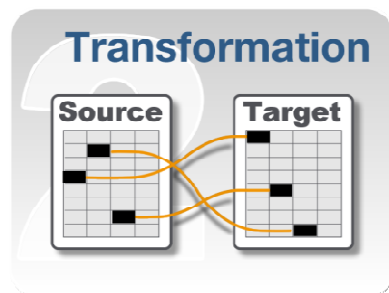
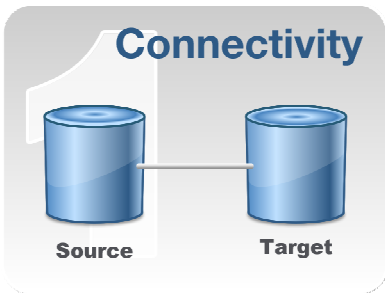


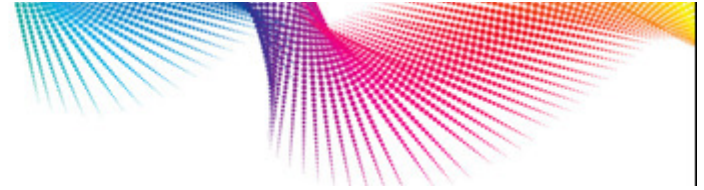


Cast Iron Approach Overview



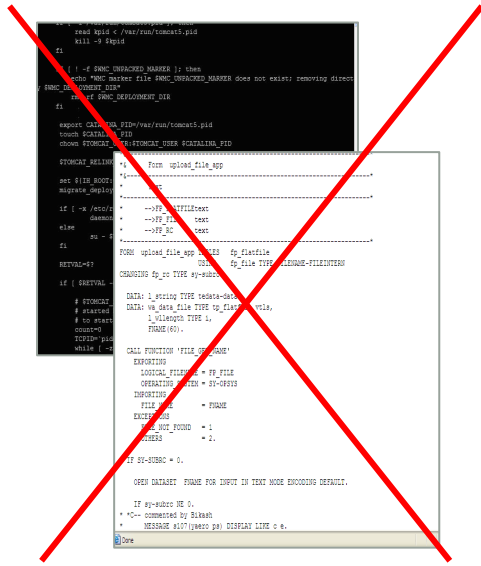
Cast Iron Capabilities



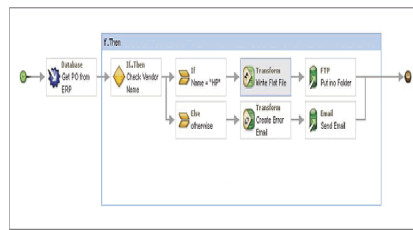
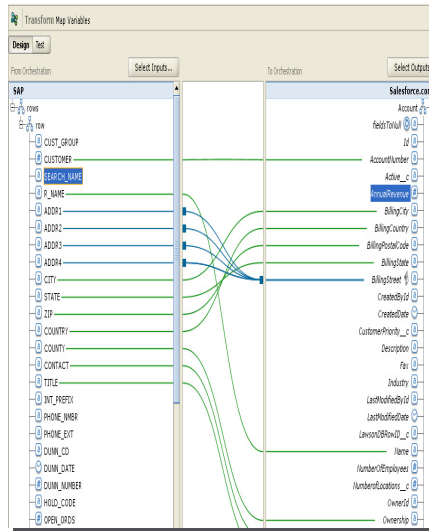


The Cast Iron Approach


No Coding



Beyond Configuration

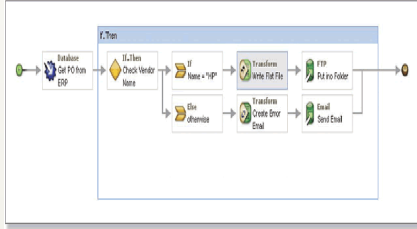


Preconfigured Templates (TIPs)

Configuration-Wizard 

Configuration

1. Introduction
2. Edit Login Information For SAP endpoint.
3. Verify SAP connectivity
4. Extract SAP Customer
5. Complete SAP Connectivity
6. Create Business Rules for data validation
7. Verify Salesforce.com connectivity
8. Map customer data





INTEGRATE IN DAYS

Cloud Login | How to Purchase | Support | Contact Us

- INTEGRATION SOLUTIONS
- CASE STUDIES
- CUSTOMERS
- SERVICES
- PARTNERS
- NEWS AND EVENTS
- COMPANY

Need to Integrate SaaS?

SKIP CUSTOMERS

- 360 Vantage
- AAA Cooper Transportation
- Accelrys Software
- ActivIdentity
- Advertising.com
- Allianz

SEE OUR SOLUTIONS SEE SUCCESS STORIES

Gartner

Gartner Analyst & Customer Webcast: SaaS Integration

Hear the latest trends in Software as a Service (SaaS) integration and see first hand how to rapidly integrate cloud and on-premise applications.

[Learn More](#)

Announcing Cast Iron Cloud™

This Cloud-based integration service offers unmatched scalability, flexibility and speed for organizations connecting SaaS with the enterprise.

[Learn More](#)

- NEWS WHITE PAPERS EVENTS
- Cloudy Skies Ahead — Threats, Opportunity, Hope & Hype
 - Cast Iron Systems Reports Another Record-Breaking Year With Nearly 200 Percent Growth in Revenue
 - 6 Things SaaS Needs To Do In 2009

Navigation bar of Windows Internet Explorer showing the address bar with the URL <https://sny-cloud-01.castiron.com/devcloud/>, search bar, and menu items like File, Edit, View, Favorites, Tools, Help.




Authentication form with the following fields and elements:

- User Name**:
- Password**:
- Login**:
- Learn More**: [Learn More](#)



Library of Template Integration Processes


CAST IRON CLOUD™
User: cpattabhiram@castiron.com [log out](#)

Template Processes
Integration Manager

Browse the Cast Iron repository of Template Integration Processes (TIPs) and Packaged Integration Processes (PIPs).

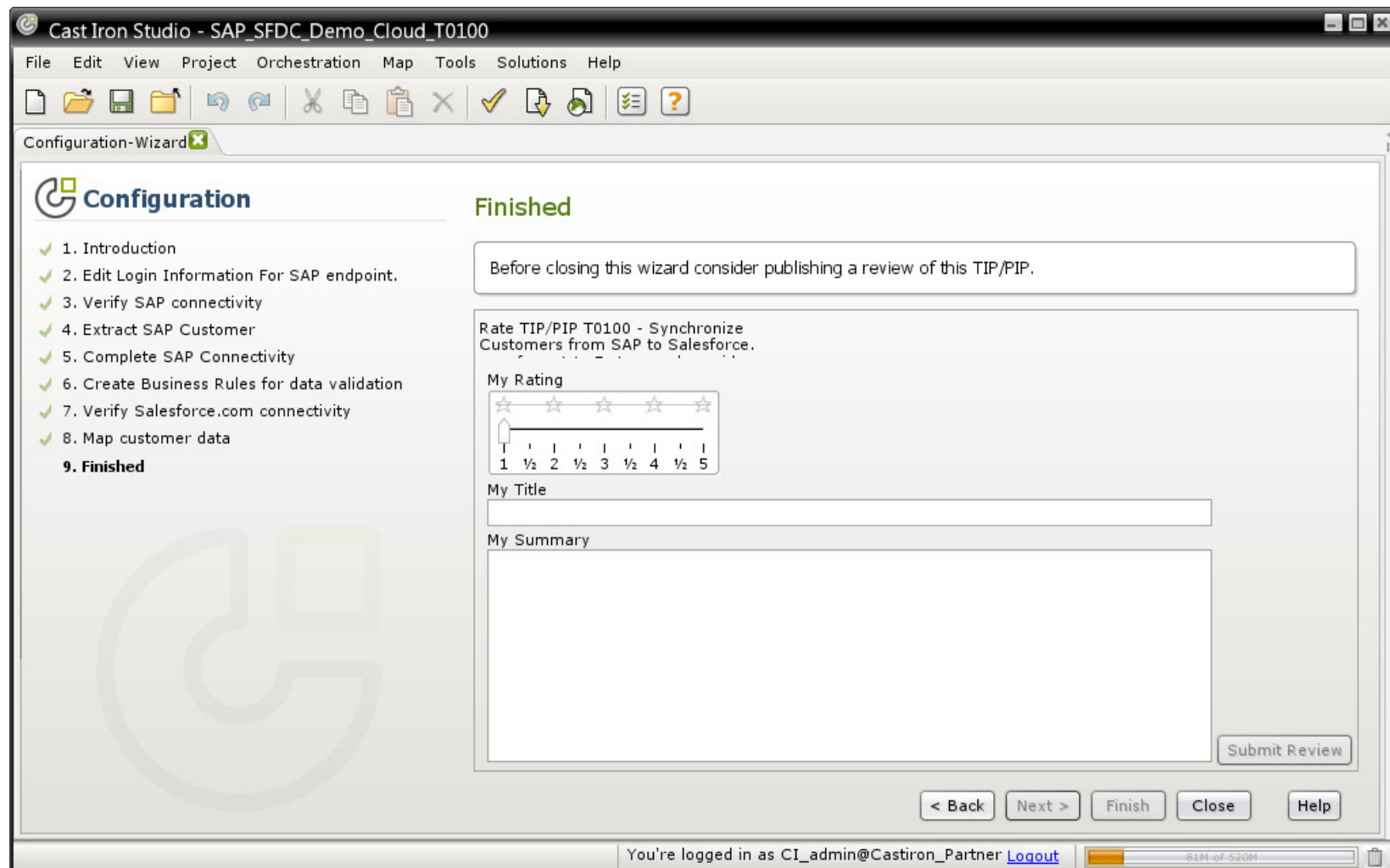
Advanced

Category	Name	Source	Target	Version
USECASES	T0081 - NetSuite Customers to salesforce.com Accounts	NetSuite	salesforce.com	1.0
USECASES	T0053 - Salesforce Opportunities To SAP Sales Orders	salesforce.com	SAP	1.0
USECASES	T0044 - Salesforce Accounts to Microsoft CRM	salesforce.com	Microsoft CRM	1.0
USECASES	T0043 - Microsoft CRM Accounts to salesforce.com	MSCRM	salesforce.com	1.0
USECASES	T0032 - SQL Server Account to Salesforce Account	SQL Server	salesforce.com	1.0
USECASES	T0054 - Salesforce Opportunity to NetSuite Account	Salesforce.com	NetSuite	1.0
USECASES	T0066 - Netsuite Inventory Items to Salesforce Products	HTTP	NetSuite	1.0
USECASES	T0007 - RightNow Organizations to Salesforce Accounts	RightNow	salesforce.com	1.0
USECASES	T0003 - Salesforce Accounts To SAP Customers (Get Updated)	salesforce.com	SAP	1.0
USECASES	T0100 - Synchronize Customers from SAP to Salesforce.com	SAP	Salesforce.com	1.3
USECASES	T0031 - Post an XML file to salesforce.com Account	XML File (HTTP)	Salesforce.com	1.0
USECASES	T0005 - Salesforce to RightNow Contact Sync	Salesforce.com	RightNow	1.0
USECASES	T0004 - Salesforce Accounts to Netsuite Customer Synchronization	Salesforce.com	NetSuite	1.0
USECASES	T0006 - Synchronize Accounts between NetSuite and Salesforce.com	NetSuite	Salesforce.com	1.0
USECASES	T0042 - Attach PDF File to a Salesforce.com Account	PDF File (FTP)	Salesforce.com	1.0
USECASES	T0040 - Pick Up a CSV File and Load it into Salesforce.com	CSV File (FTP)	Salesforce.com	1.0

▼ Details



Configuring a Tip

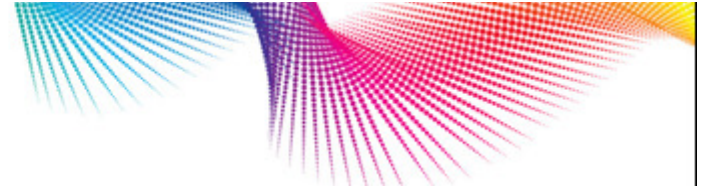


The screenshot shows the 'Configuration-Wizard' window in Cast Iron Studio. The window title is 'Cast Iron Studio - SAP_SFDC_Demo_Cloud_T0100'. The menu bar includes File, Edit, View, Project, Orchestration, Map, Tools, Solutions, and Help. The toolbar contains icons for file operations and help. The main content area is titled 'Configuration' and shows a list of steps:

- 1. Introduction
- 2. Edit Login Information For SAP endpoint.
- 3. Verify SAP connectivity
- 4. Extract SAP Customer
- 5. Complete SAP Connectivity
- 6. Create Business Rules for data validation
- 7. Verify Salesforce.com connectivity
- 8. Map customer data
- 9. Finished**

The 'Finished' section contains a text box with the message: 'Before closing this wizard consider publishing a review of this TIP/PIP.' Below this is a rating section titled 'Rate TIP/PIP T0100 - Synchronize Customers from SAP to Salesforce.' with a star rating scale from 1 to 5. The 'My Title' and 'My Summary' fields are empty. A 'Submit Review' button is located at the bottom right of the review section. At the bottom of the wizard, there are buttons for '< Back', 'Next >', 'Finish', 'Close', and 'Help'. The status bar at the bottom indicates 'You're logged in as CI_admin@Castiron_Partner Logout' and '81M of 520M'.

Configuring a Tip



The screenshot shows the Cast Iron Studio Configuration Wizard. The main window is titled "Configuration-Wizard" and has a "Change Account Mapping" section. A list of steps is on the left, with "6. Change Account Mapping" selected. A dialog box titled "Publish Project to My Cloud" is open in the foreground. The dialog box contains the following text: "Publish Project to My Cloud", "Publishes a Cast Iron Studio Project to the Cast Iron Cloud", "Select a Cloud Integration Unit that to publish the project to", "Cloud Integration Unit: dingo", "pratima's instance", and a checkbox for "Go to Cloud Integration Unit after publish". The dialog box has "OK" and "Cancel" buttons.



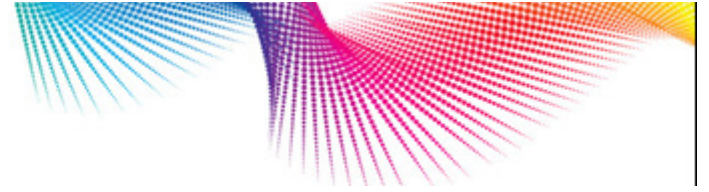
Cast Iron Cloud2



Virtual Appliances



Physical Appliances



Summary: Cast Iron Integration Platform

Proven

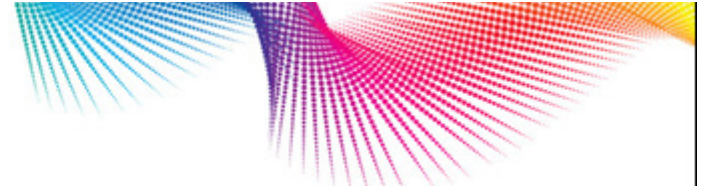
Thousands of customer integrations

Trusted

Strategic integration partner for all the leading cloud and on premise providers

Complete

A single platform for all your cloud and on premise integration needs



Thank You!



jeremy.phuah@my.ibm.com