

# Enabling Cloud Computing with WebSphere

## Podcast Education Series

*Connect the Cloud in Days using Cast Iron Systems*

*Chandar Pattabhiram, VP of Product & Channel Marketing, Cast Iron Systems*



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# Topics

- Why Connect the Cloud?
- Cast Iron Cloud Integration Platform Overview
- Live ERP to Cloud CRM Demo

# Cast Iron 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
- Stellar Cloud partner ecosystem
- 96% customer retention
- Patented Technology

## Buzz

“ IBM and Cast Iron...this pair could be **match made in enterprise heaven.**”



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



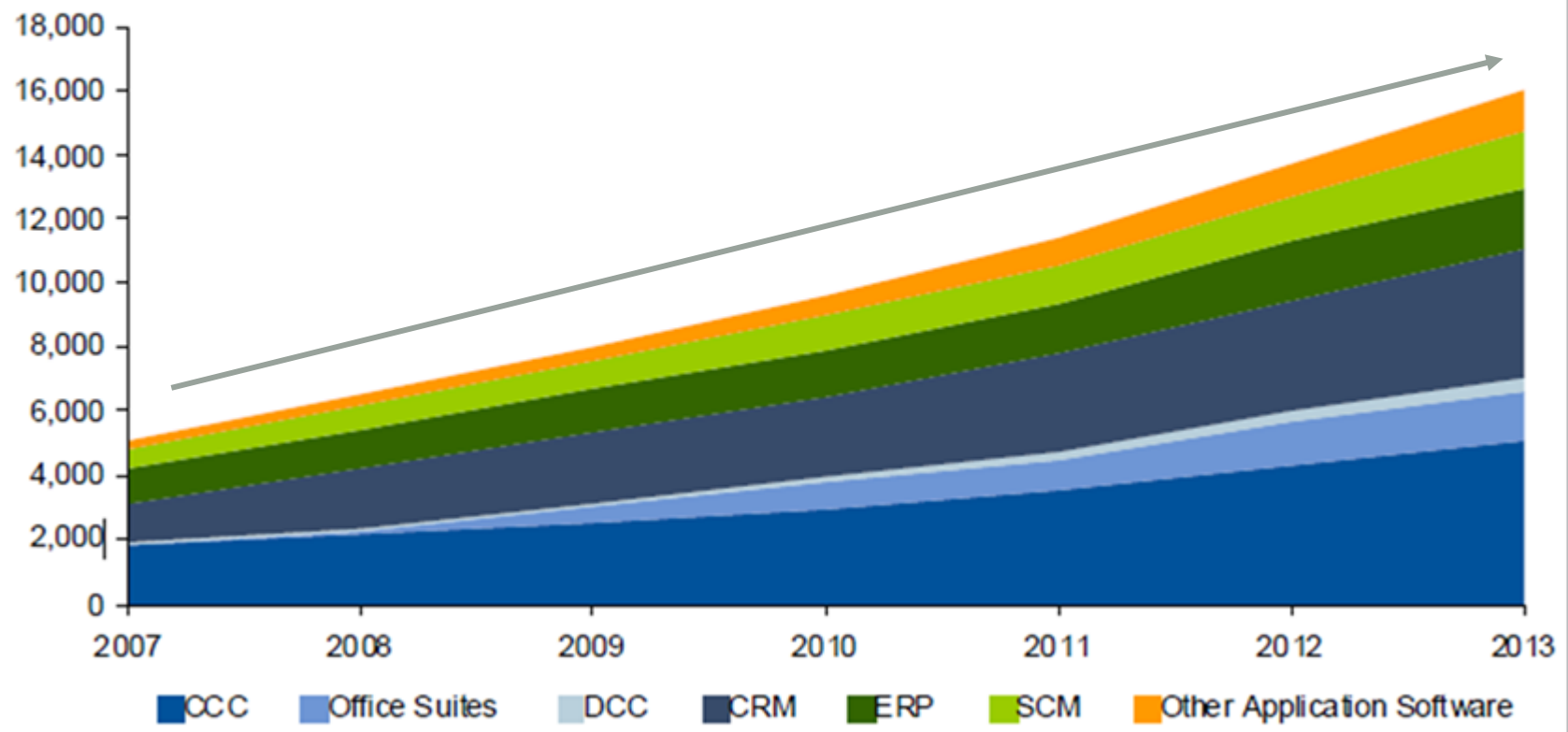
## Trusted



# Cloud Application Market is Exploding

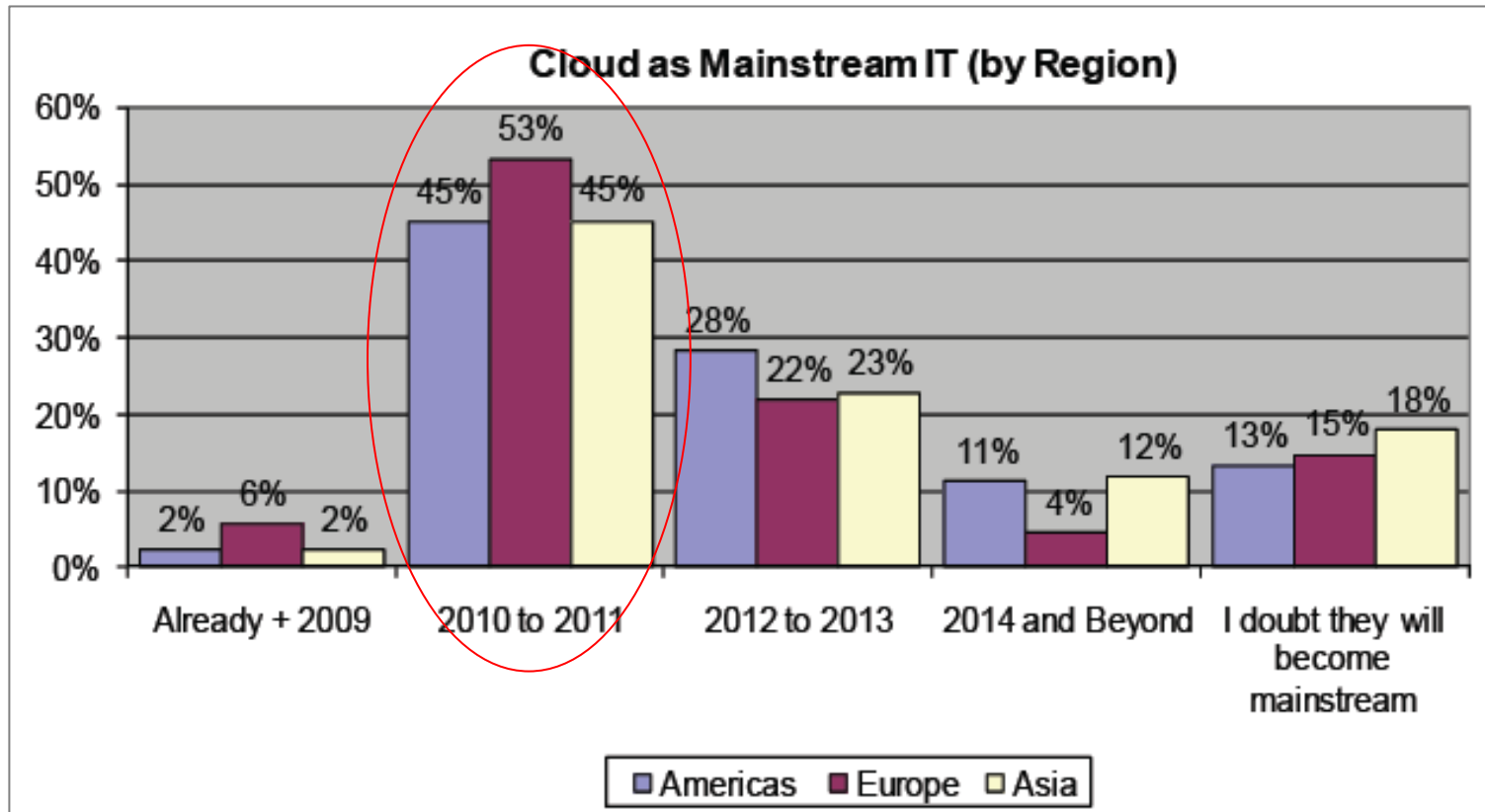
**Figure 1. Total Software Revenue Forecast for SaaS Delivery Within the Enterprise Application Software Markets, 2007-2013**

Millions of Dollars



Source: Gartner (April 2009)

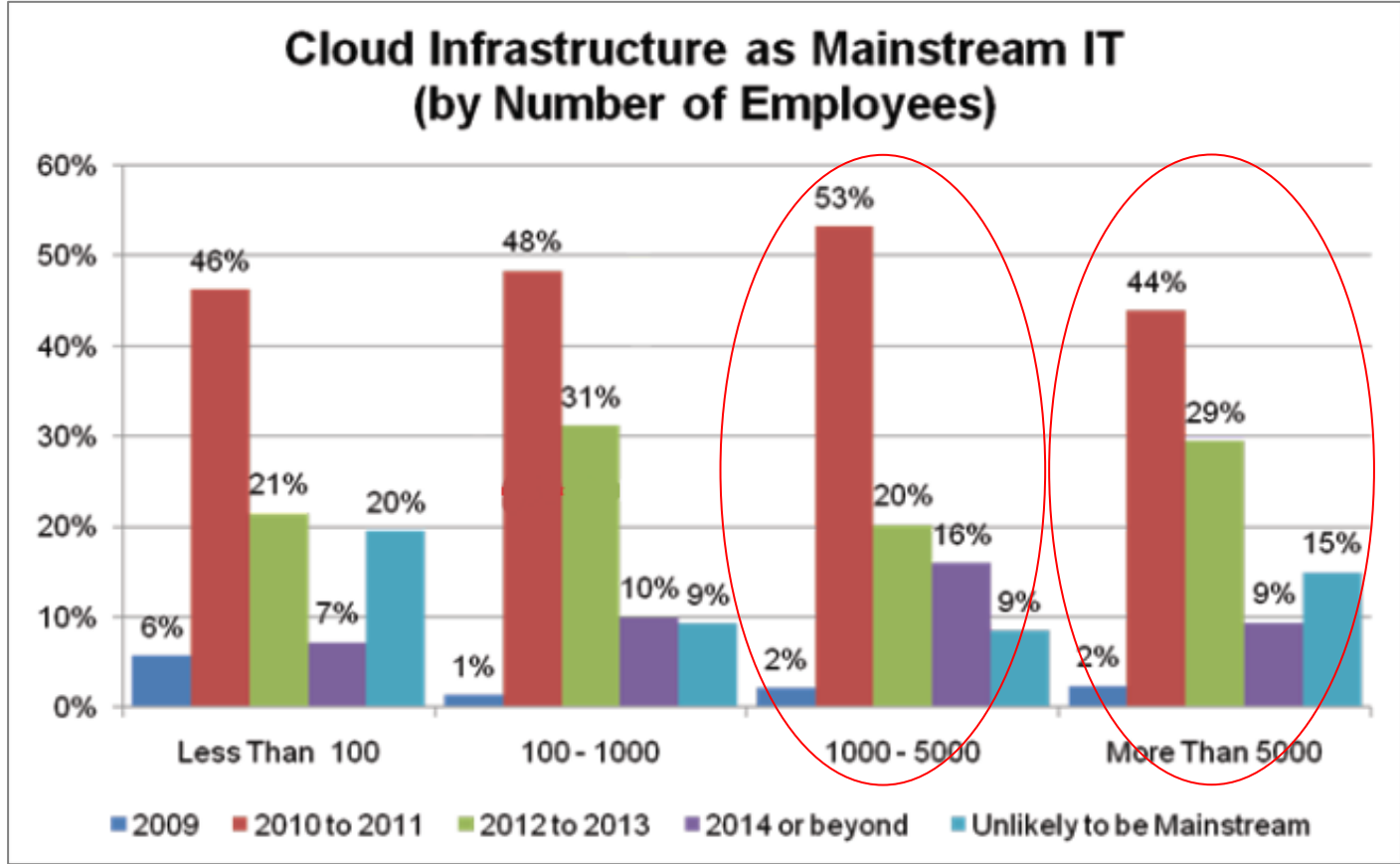
# Cloud Reaching Mainstream Adoption



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

# Cloud Adoption: Not Just Midmarket



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

# And It's Created a Hybrid World

Companies have both Cloud and On Premise Applications

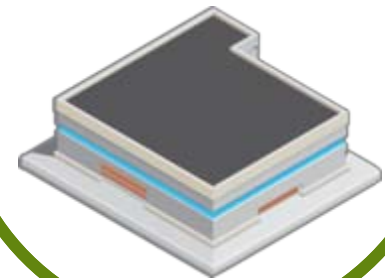
## Public Clouds

## Private Clouds

**Packaged Applications**



**Home-grown Applications**

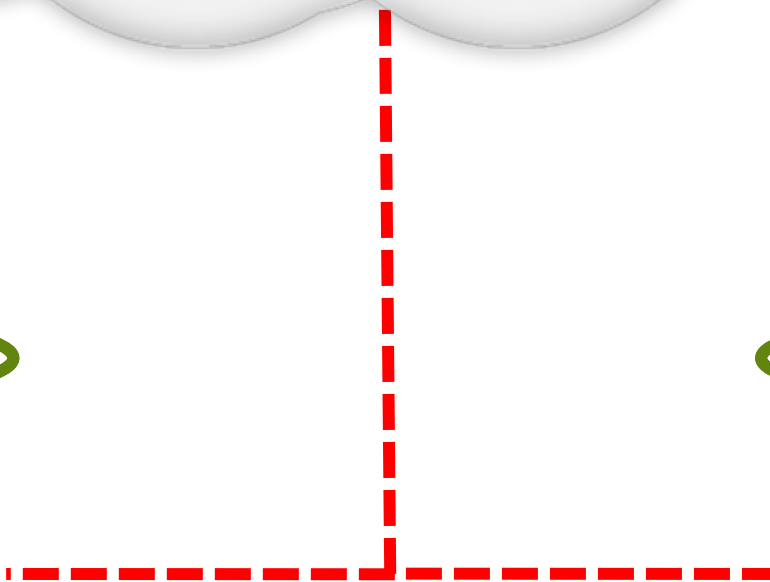
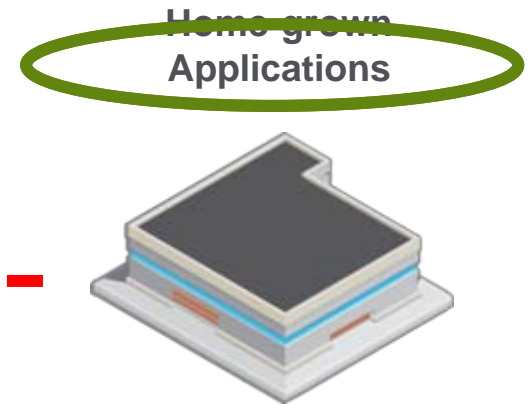
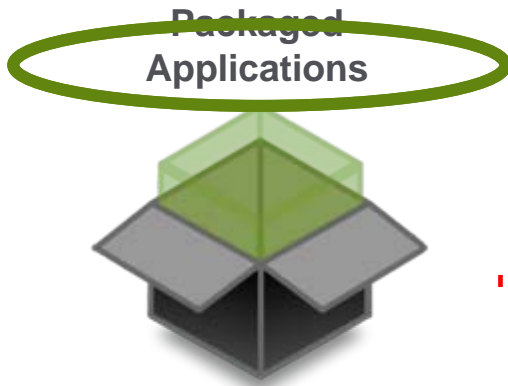


# Which Demands Integration

Companies have both Cloud and On Premise Applications

## Public Clouds

## Private Clouds





# Why Connect the Cloud

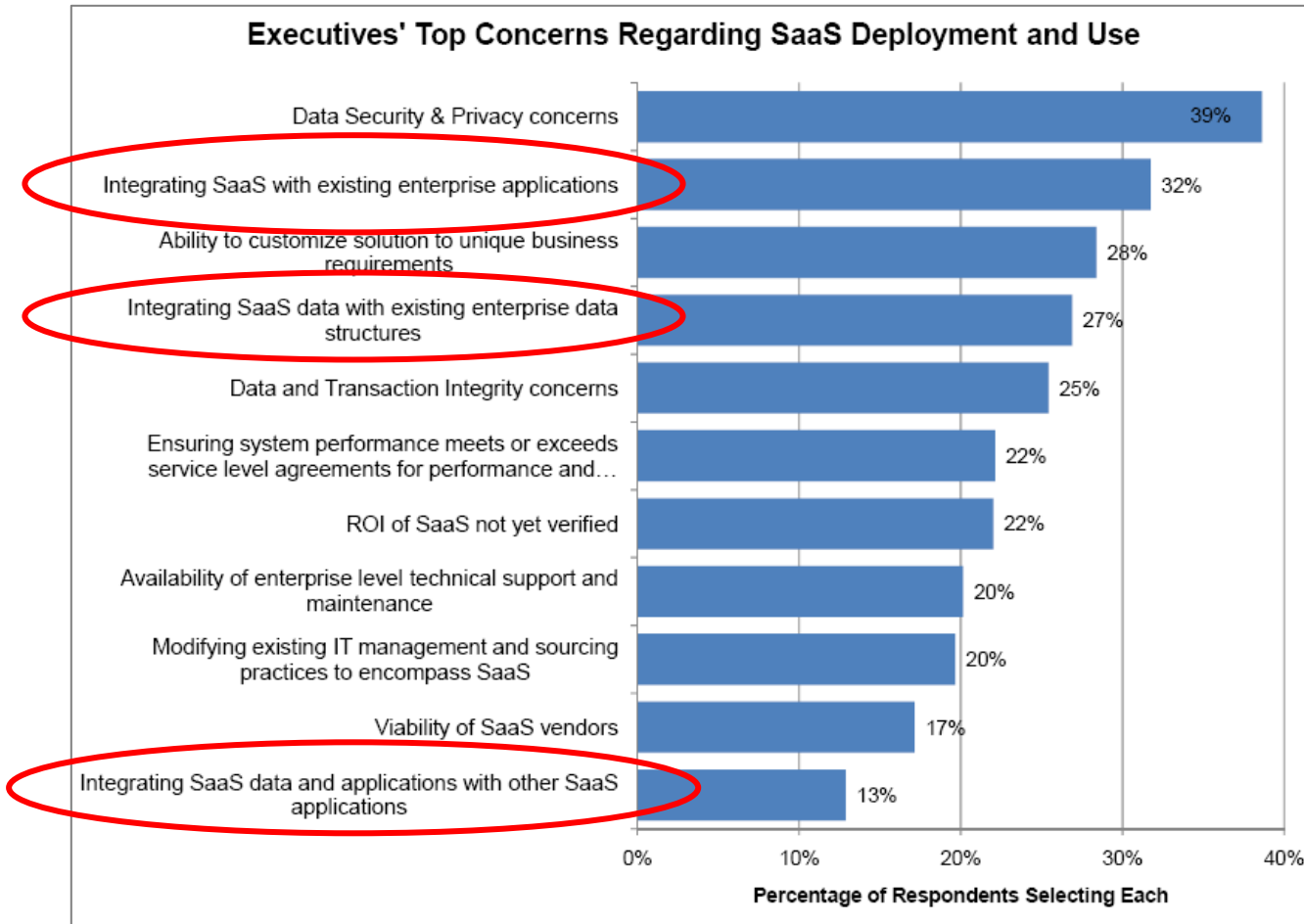


# Needs Getting More and More Complex

Companies have both Cloud and On Premise Applications



# Which Has Led to Dissatisfaction



# And Companies Reevaluating the Cloud

## Gartner



# Introducing the Complete Integration Platform

Complete. Proven. Trusted.



# Complete Cloud Integration Platform



Complete Flexibility

Total Connectivity

Complete Reusability

For All Cloud Integrations



Cast Iron Cloud2™



Physical Appliances



Virtual Appliances



TIP Exchange



Mashups



TIP Development Kit



Synchronization



TIP Community



Migration

# Proven – Thousands of Customer Integrations



Healthcare



Finance



Education



Manufacturing



Consumer

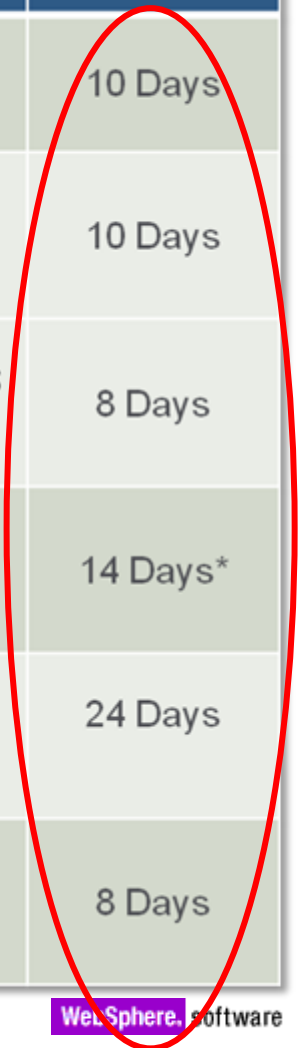


High Tech



# Rapid Integration Results

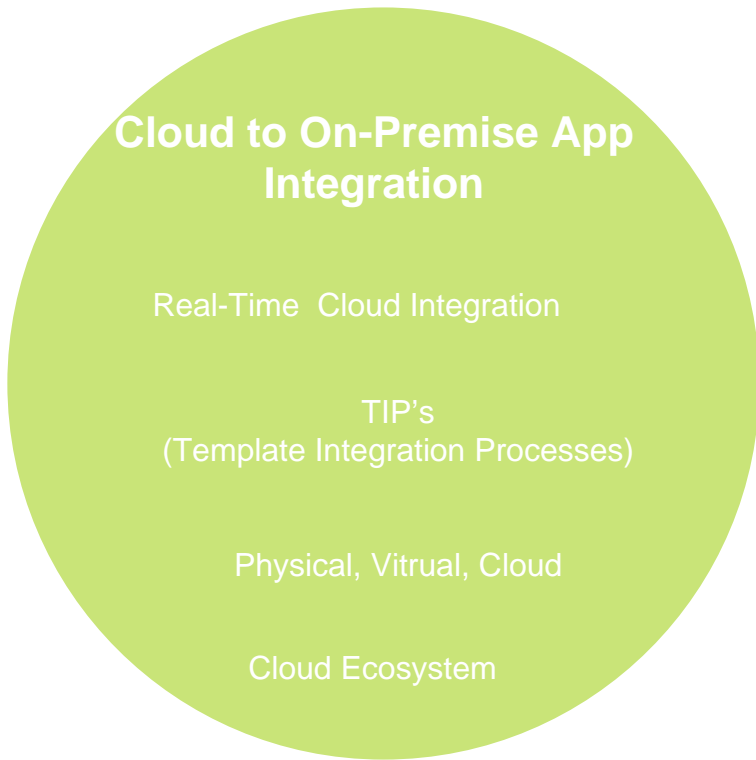
Cloud App	Customer	Project	Duration
Salesforce.com	AmerisourceBergen Specialty Group	SFDC – Data Warehouse Customer Master Integration	10 Days
Salesforce.com	Allianz	SFDC – Data Warehouse Customer Master Integration	10 Days
Oracle	xtg EXCHANGE TECHNOLOGIES GROUP	Oracle CRM On Demand, Oracle EBS Customer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



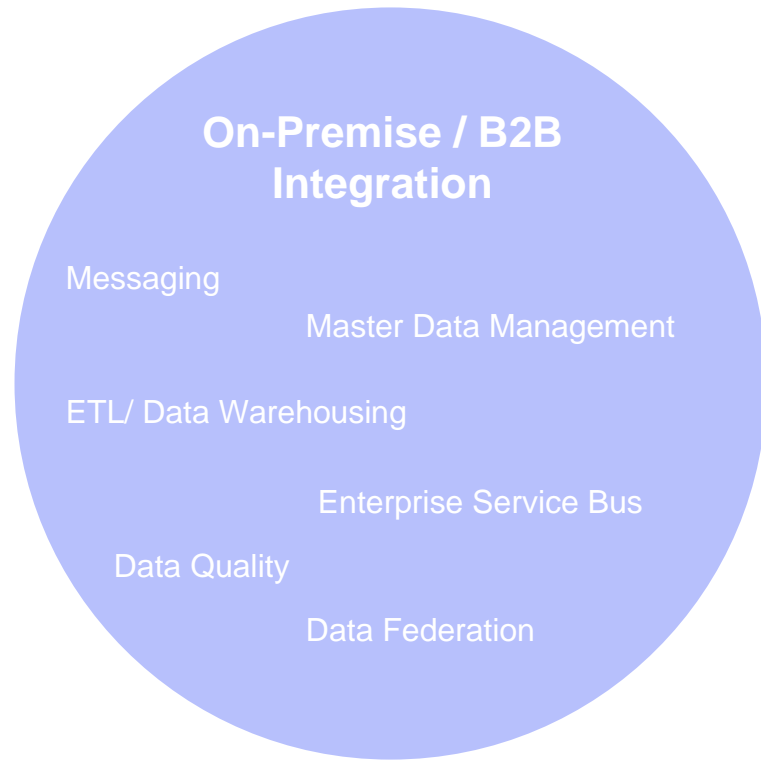


# Complimentary Offerings

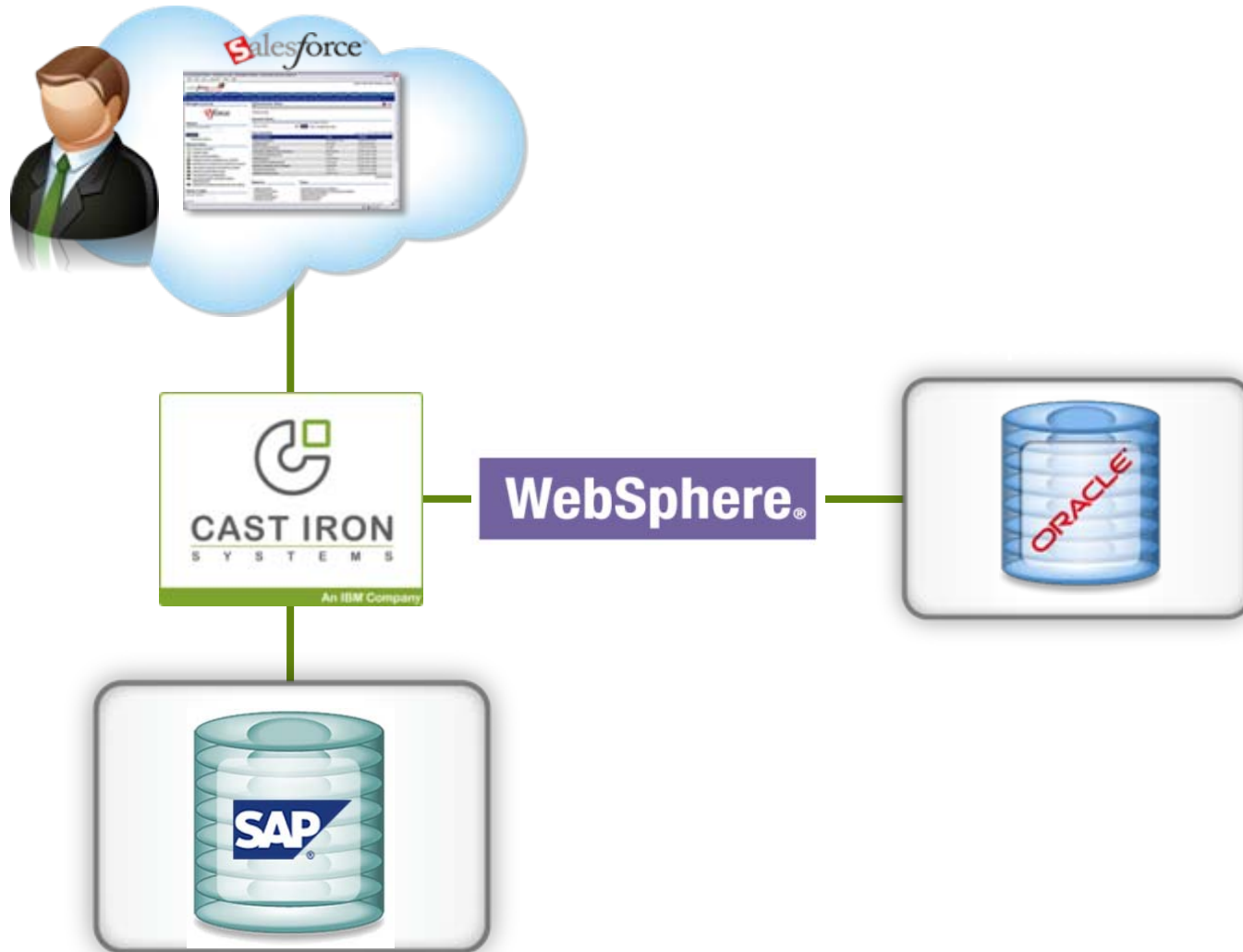
## Cast Iron Systems



## Existing IBM Products



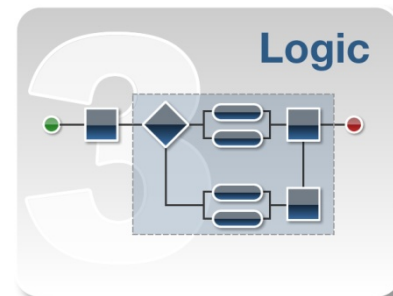
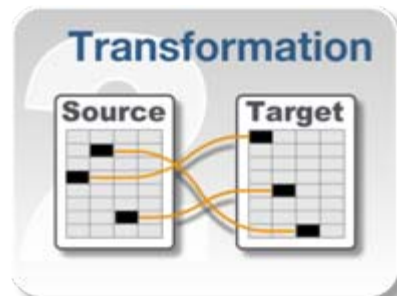
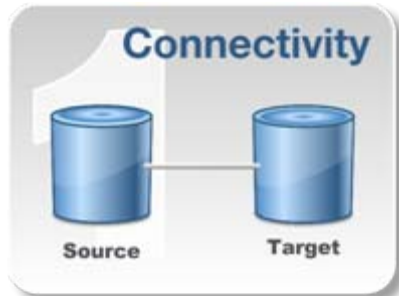
# Augmenting Existing IBM Products



# Cast Iron Solution Overview



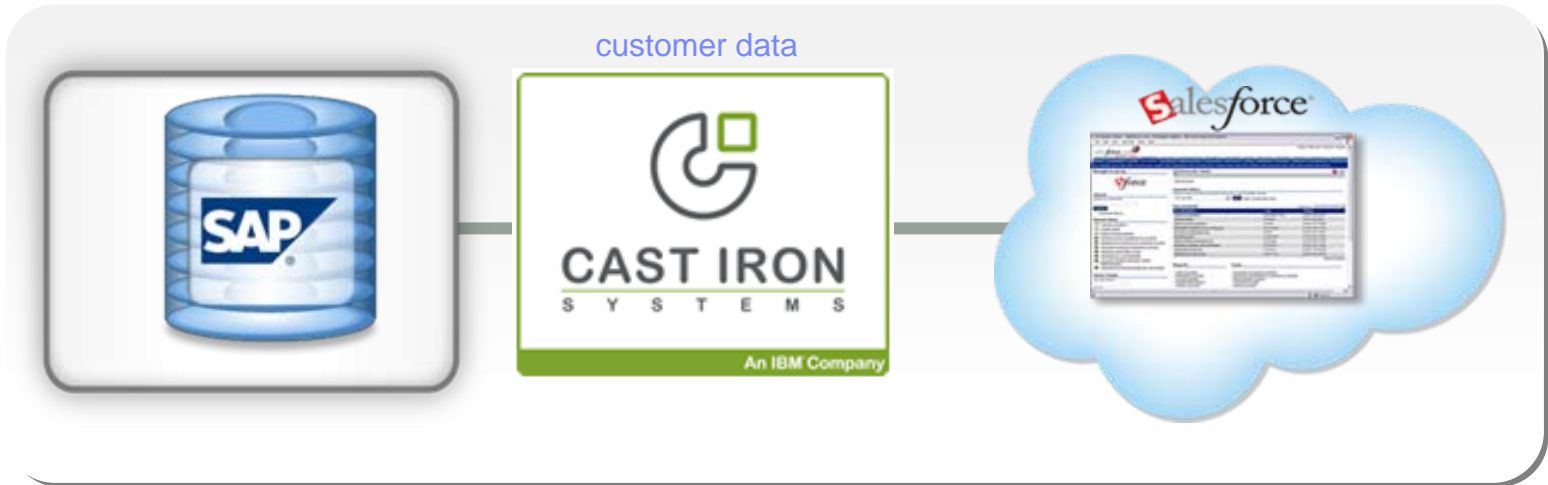
## Cast Iron Capabilities





# Five Minute Live Demo

What

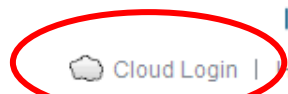


How





INTEGRATE IN DAYS



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 various toolbars including Google, IronKey, My Portable Bookmarks, Add Website, Form Filler, Settings, and Hide Toolbar.



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).

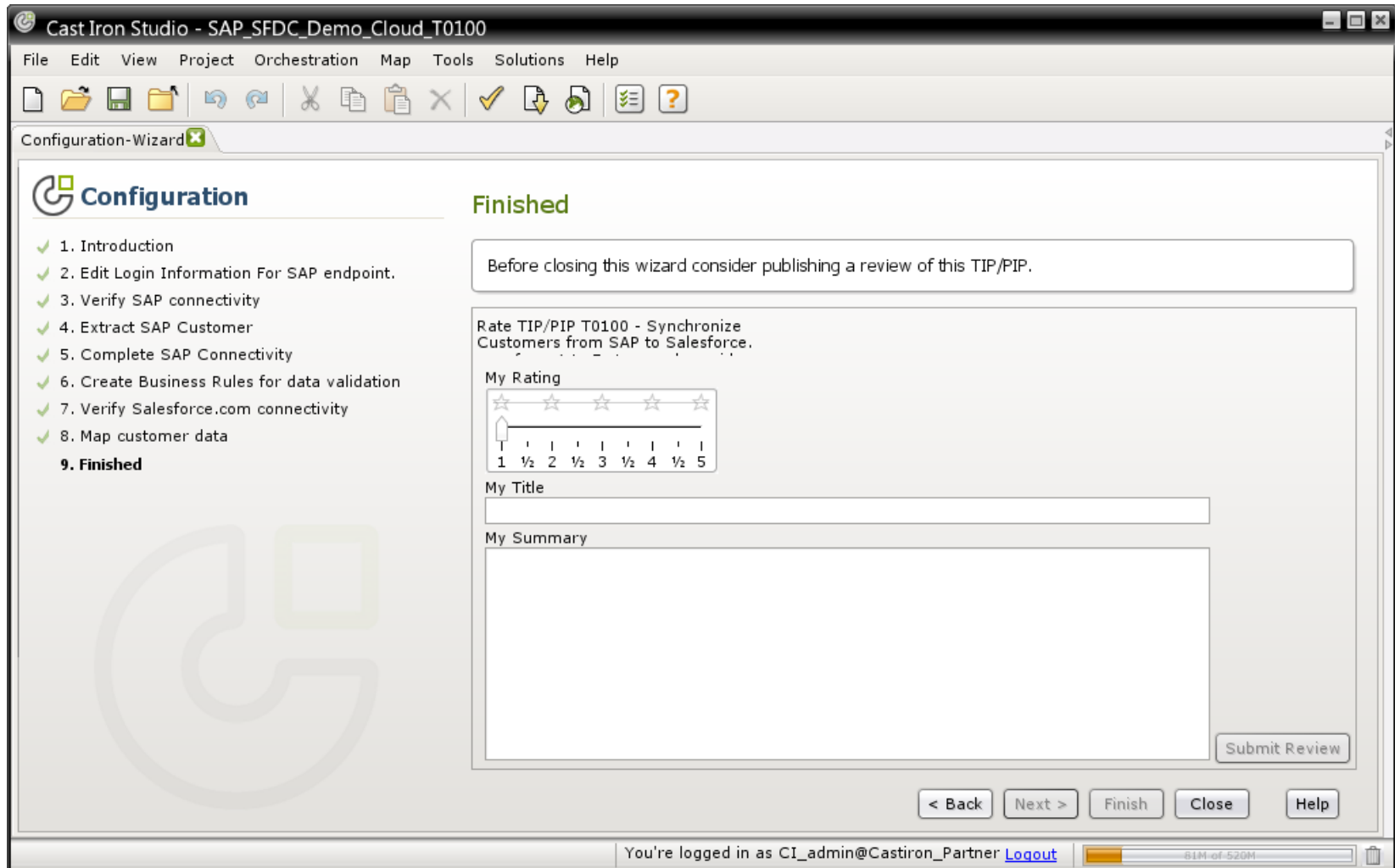
Advanced

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

▼ Details



# Configuring a Tip



# Configuring a Tip

The screenshot shows the Cast Iron Studio Configuration Wizard in the 'Change Account Mapping' step. A dialog box titled 'Publish Project to My Cloud' is open, prompting the user to select a Cloud Integration Unit. The unit 'dingo' is selected, and the instance 'pratima's instance' is shown. The dialog also includes a checkbox for 'Go to Cloud Integration Unit after publish' and 'OK' and 'Cancel' buttons.



Cast Iron Cloud2



Virtual Appliances



Physical Appliances

## Summary and Next Steps

- **Cast Iron Integration Solution**
  - Complete: One solution for all your cloud integration needs
  - Rapid: Integration in Days
  - Proven: Thousands of customer integrations
- **Download a White Paper**
  - New IBM [Redguide](#)  
<http://www.redbooks.ibm.com/abstracts/redp4674.html?Open>
- **Attend a Live Webinar**
  - [http://www.castiron.com/webinars/see\\_demo.html](http://www.castiron.com/webinars/see_demo.html)



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