Mashup is considered as the central enabler concept/technology of the Web 2.0 era. Based on definitions of [Hof, R.D., (2007)] and [The Economist (2005)] we take the following summary as foundation and definition of a Mashup: A Mashup is a Web-based resource, be it content or application functionality, which has been created through reuse and composition of two or more different resources.

Mashups in an Enterprise context aim at enabling the users to dynamically compose and interconnect their own operational environments and processes in a very simple and flexible fashion. An Enterprise Mashup platform will facilitate flexible, useful and effective user interaction and management with all kind of resources. Especially the integration of Web Service technology is important to mention in an Enterprise context. The creation of so-called Gadgets on top of services enables end-users to understand the not human readable WSDL interfaces of current Service-oriented Architectures.

The central topic of the tutorial, Enterprise Mashups, will be presented to the audience with two major parts, theory and practice. The theory part includes the motivation, the necessary definition of important terms and concepts and also an overview of the state of the art with regard to current approaches of mashup platforms. A comprehensive argumentation and presentation of the requirements towards the realization of an Enterprise Mashup platform completes this part.

During the practical part of the tutorial, demonstrations of major existing platforms that allow users to create Mashups will be given. The demonstrations include the iGoogle front-site (gadgets can be assembled according to the users’ hearts desires), Netvibes (an RSS-aggregator), Yahoo pipes (arbitrary and rich design of content-filters, based on the RSS protocol), WebRPC and Kapow Technologies (one of the first providers to head for so-called Enterprise Mashups). Finally the presenters will give a demonstration with a first prototype of an Enterprise Mashup platform. A practical scenario will be presented that demonstrates the value of an Enterprise Mashup platform.
Structure:

1. Motivation for Enterprise Mashups

2. Current approaches and related research work

3. (Enterprise) Mashup foundations in a nutshell
   3.1. A definition of Mashup resources in the future internet of services
   3.2. Mashup technologies (REST, RSS, piping and wiring, SOAP,...)
   3.3. REST as a human-to-service interaction enabler
   3.4. Mashups as a user-oriented resource integration enabler
   3.5. Towards the internet of services and the role of enterprise mash-ups

4. Live Demo – how to use and develop on current mash-up platforms
   4.1. Yahoo pipes
   4.2. WebRPC, Kapow Technologies
   4.3. iGoogle

5. Demo and Presentation of a prototype Enterprise Mashup environment
   5.1. Prototype architecture and technology
   5.2. A use case for enterprise Mashup within a big company
   5.3. Practical exercise with a first prototype: Mashup of enterprise resources

6. Conclusion and outlook on future research challenges

References:


The Economist (2005): Mashing the Web, The Economist 376 (8444), Special section, p. 4

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Additional information at INRIA online bibliography:
http://hal.inria.fr/inria-00198145/en/

http://www.christoph-schroth.de

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