

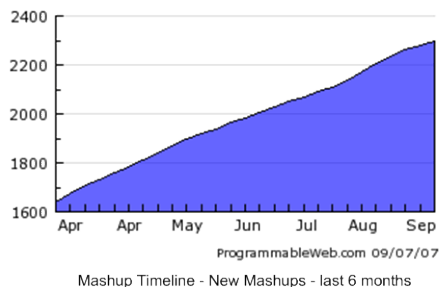
What are Enterprise Mashups?

Enterprise Mashups are application hybrids combining content and functions from more than one existing source to create powerful Web applications, integrated Web experiences and expanded customer value networks.

Mashups are created by combining internal sources such as enterprise data with external Web resources such as Google Maps. Mashups are created when different application program interfaces (API) are combined or 'mashed' to create an entirely new application.

Enterprise mashups are the fastest growing ecosystem on the Web. They are a critical method to enhance customer experience and competitiveness. Customers gain enormous benefits using enterprise APIs to create new applications.

Mashup Growth Apr 07 – Sep 07



Research Proposition, Researchers and Sponsors

The **Enterprise Mashup Research Project** will be conducted from May 2007 through February 2008. Sponsors include the **Society of Information Management** – *Advanced Practices Council*.

This research project will be directly led and delivered by **Ann Majchrzak, Ph.D.**, *University of Southern California Marshall School Of Business* and **John Maloney**, *Colabria Research Clusters*.

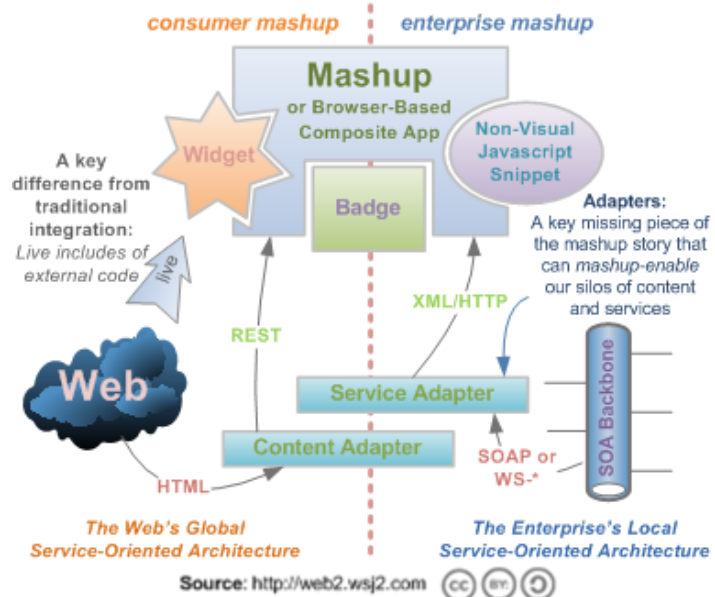
The researchers are currently seeking enterprise affiliates, vendors and stakeholders to participate with us in this research. To join this research network, please email Sarah V. Jones at sarah@colabria.com or call 415.906.9676.

programmableweb



Enterprise Mashups

Low Barrier, High Velocity Integration:
Using the Strengths of the Web to Remix and Connect our Content and Functionality From *Anywhere to Anywhere Else*



Enterprise Research Mashup Cluster

On **1 Feb 2008** the **Open Enterprise 2.0 Mashup Summit** will convene in New York City. For more information and to register, visit: www.vnclusters.com.

The Enterprise Mashup Research will be conducted using four specific research methods.

You are welcome and encouraged to be an active participant in the Open Enterprise 2.0 Mashup Research Cluster.

You will gain specific advantages and benefits including developing relationships with practitioners, vendors and thought leaders.

