



Welcome

CLOUD-CON: Integration

*Smart, Rapid and Secure Cloud Integration
for Enterprise Applications and Data*

Vance McCarthy - Program Director

Thursday, December 15, 2011

1pm ET // 10am PT



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Today's Agenda

Featured Analyst



Blue Mountain Labs

A BICK GROUP COMPANY

David S. Linthicum - *CTO, Blue Mountain Labs*

Keynote Case Study Panel



Business-Critical Cloud Integration Case Studies Overview

In-Depth Solo Sessions



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Rick Nucci - *CTO*



Jaime D'Anna - *Sr. Product Marketing Mgr*



Darren Cunningham - *VP Informatica Cloud*



Andy Kicklighter - *Sr. Principal Product Mgr*



Alistair Farquharson - *CTO*



Dan Oxenburgh - *Director of Marketing*



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Today's Cloud Integration Topics

Exploring Top Cloud Integration Trends, Benefits

- Speed multi-point data synchronization for on-premise, cloud, SaaS
- Keep cloud integrations simple with smart templates, wizards
- Securely integrate with remote, cloud-based partners & providers
- Ensure end-to-end SLA, KPIs across on-premise/cloud systems
- Deliver visibility, management for mission-critical integration
- Unlock new business opps with cloud-based API management



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What You'll Learn

Technology Overviews

- Innovative tools and technologies to drive measureable business results -- in weeks or even days.

Learn from Customer Success

- How F1000 firms define and implement on-premise/cloud integration projects for SaaS, data and applications – to meet business and IT goals. Highlights on ROIs.

Ways To Get Started - Best Practices, Templates

- Proven steps for helping IT, LoB and C-level execs collaborate on cloud integration success.



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Mission-Critical Cloud Integration

The Business-Critical Cloud

Your Expert Guide To Integration for Applications, Data, Processes Across On-Premise & Cloud

*Because IT and Business professionals want highly-responsive,
automated and reliable ways to marry the cloud with on-premise for
end-to-end operations.*



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Today's Format

Featured Analyst

(David Linthicum; CTO, Blue Mountain Labs)

- Review of enterprise cloud integration; Adoption patterns user examples; Checklist for successful projects.

Case Study Keynote Panel (All Hands)

- Speakers share a customer Case Study on cloud integration deployment solutions (problems, implementation, ROI, etc.)

Drill Down Solo Sessions (6 In-Depth Sessions)

- Each presenter details solutions, technologies, services and vision for cloud integration – for today and into 2012.



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Panel Speaker: Rick Nucci



Rick Nucci

CTO



- Product management and engineering of Dell | Boomi AtomSphere SaaS / cloud integration .
- Constantly engaged with customers, partners to ensure business alignment with Boomi's product strategy.
- Prior to Boomi, worked at EXE Technologies, a leading supply chain software firm.



Panel Speaker: Darren Cunningham



Darren Cunningham

Vice President, Informatica Cloud



- Leads Informatica Cloud product and customer initiatives for enterprise and ISVs
- Focus on SaaS, PaaS, and data integration (migration, synchronization, replication, etc.)
- Held posts at Salesforce.com, Business Objects and LucidEra, a SaaS-based BI company



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Panel Speaker: Alistair Farquharson



Alistair Farquharson

Chief Technology Officer



- Spearheads product design, architecture and implementation of SOA, SOA Management and Governance.
- Expert in app development, with focus on distributed environments, SOA and scalable systems
- Prior to SOA Software, advised top CTOs / Enterprise Architects for Internet and SOA issues.



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Panel Speaker: Jaime D'Anna



Jaime D'Anna

Senior Product Marketing Manager



- Drives product marketing activities for WebSphere Cast Iron Cloud Integration
- Help ensures IBM delivers customers simple, fast and reliable cloud integration across 3 form factors
- 15 years experience in ERP, CRM, BPM and web applications firms, including Oracle, OpenText and Documentum



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INFORMATICA



SOA
software



Panel Speaker: Andy Kicklighter



Andy Kicklighter *Sr. Principal Product Manager*



- Leads design and delivery of Nimsoft's monitoring, management cloud offerings.
- Nimsoft, a unit of CA, works with 1,000 enterprise and MSP customers
- 12+ years in IT operations, including at Unisys, Sun, IBM/Tivoli and start-ups.



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Panel Speaker: Dan Oxenburgh



Dan Oxenburgh

Director of Marketing



- Responsible for marketing and product strategy for Jitterbit.
- A core member of the founding team, brings nearly 10 years of experience in the data and application integration.
- Dan drove marketing at FinancialOxygen, a capital markets technology and trading marketplace firm.



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For Best Viewing

All speaker slides are available for download.

Download Slides button (right of viewing area).

Slides include active URLs to many valuable resources

Videos, whitepapers, demos, downloads and contacts.

Ask speaker questions

Type into Submit a Question box (under viewing area)



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Panel Speaker: David S. Linthicum



David S. Linthicum

CTO



Blue Mountain Labs

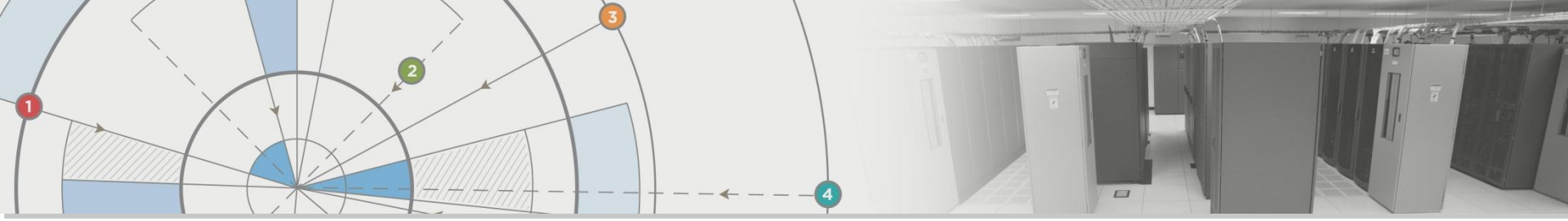
A BICK GROUP COMPANY

- Focus on SOA and Cloud Best Practices, architectures and implementations for enterprise IT
- Columnist for InfoWorld, eBizQ and Sys-Con, among others
- Author of 13 top-rated books on enterprise IT, including Cloud Computing and SOA Convergence



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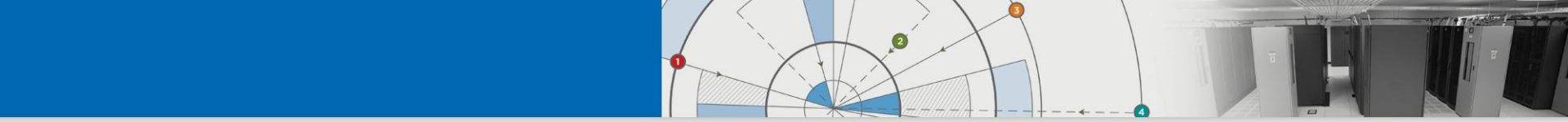




Smart, Rapid and Secure Cloud Integration for Enterprise Applications and Data

David S. Linthicum, CTO

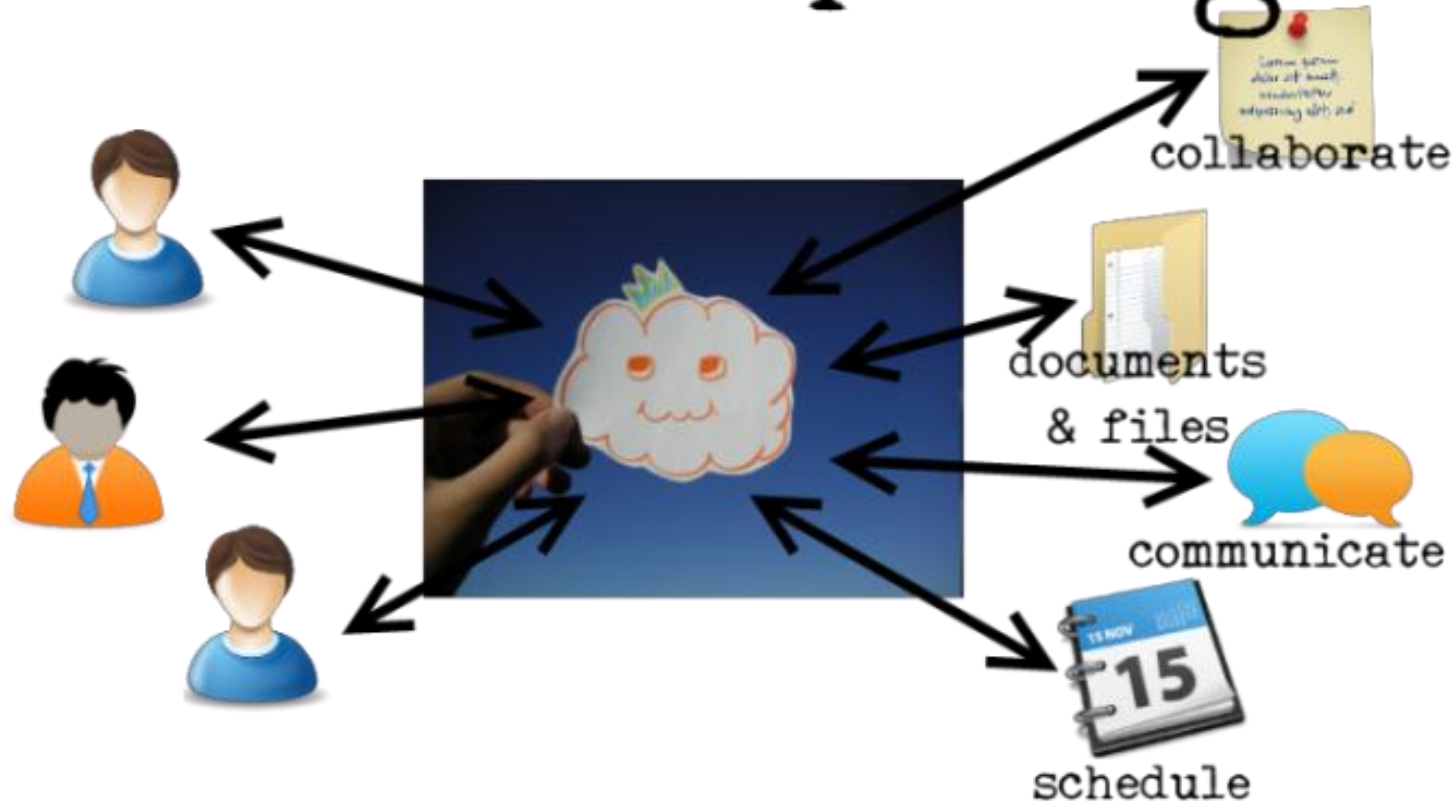
dlinthicum@bluemountainlabs.com



New Frontier?



cloud computing



users → cloud → computing

FRAGMENTATION OF DATA, SERVICES, AND PROCESSES



INTEGRATION AND THE CLOUD: AN AFTERTHOUGHT





Addison-Wesley Information Technology Series

Enterprise Application Integration

David S. Linthicum

- Simple information exchange.
- Adapter management.
- Intra-enterprise.
- Process focused.
- Emerging use of services.



Addison-Wesley Information Technology Series



Next Generation Application Integration

*From Simple Information
to Web Services*

David S. Linthicum

- Simple information exchange.
- Use of services.
- Use of processes.
- Use of federated integration.
- Leveraging transactions.



Addison-Wesley Information Technology Series



Cloud Computing and SOA Convergence in Your Enterprise

A Step-by-Step Guide

David S. Linthicum

- Data integration.
- Use of SOA patterns.
- Use of standards.
- Use of open source.
- Movement to the hybrid cloud.

SO, WHAT REALLY CHANGES IN THE
CLOUD?

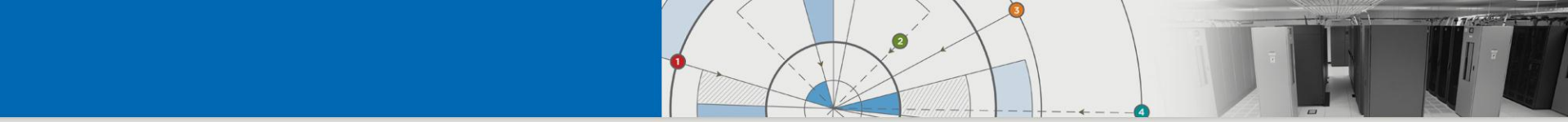




In addition to the sheer scale of big data, the real-time and high frequency nature of the data is also key. For example, 'nowcasting' is used extensively and adds considerable power to prediction. Similarly the high frequency of data allows users to test theories in near real-time and to a level never before possible.

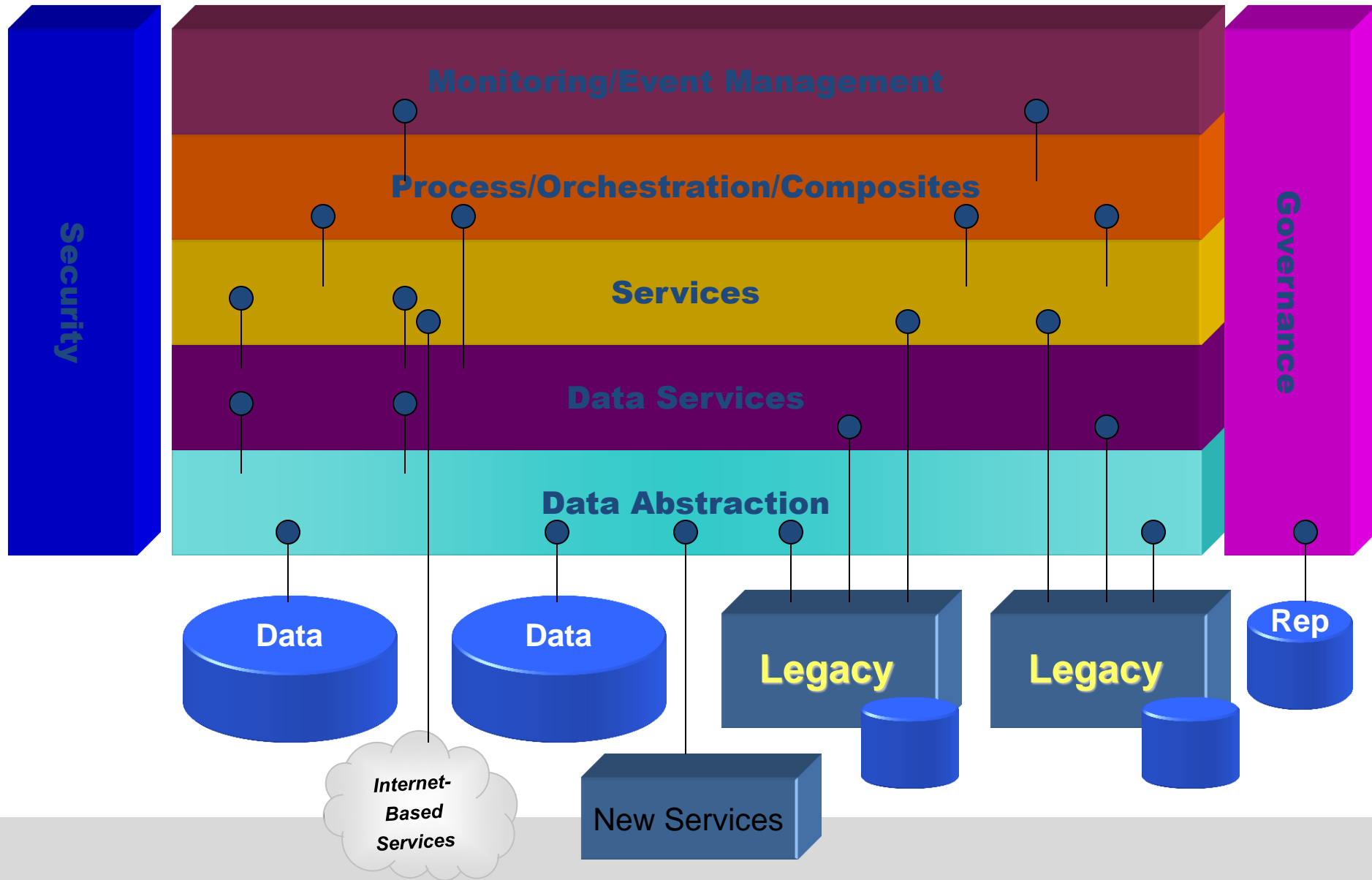


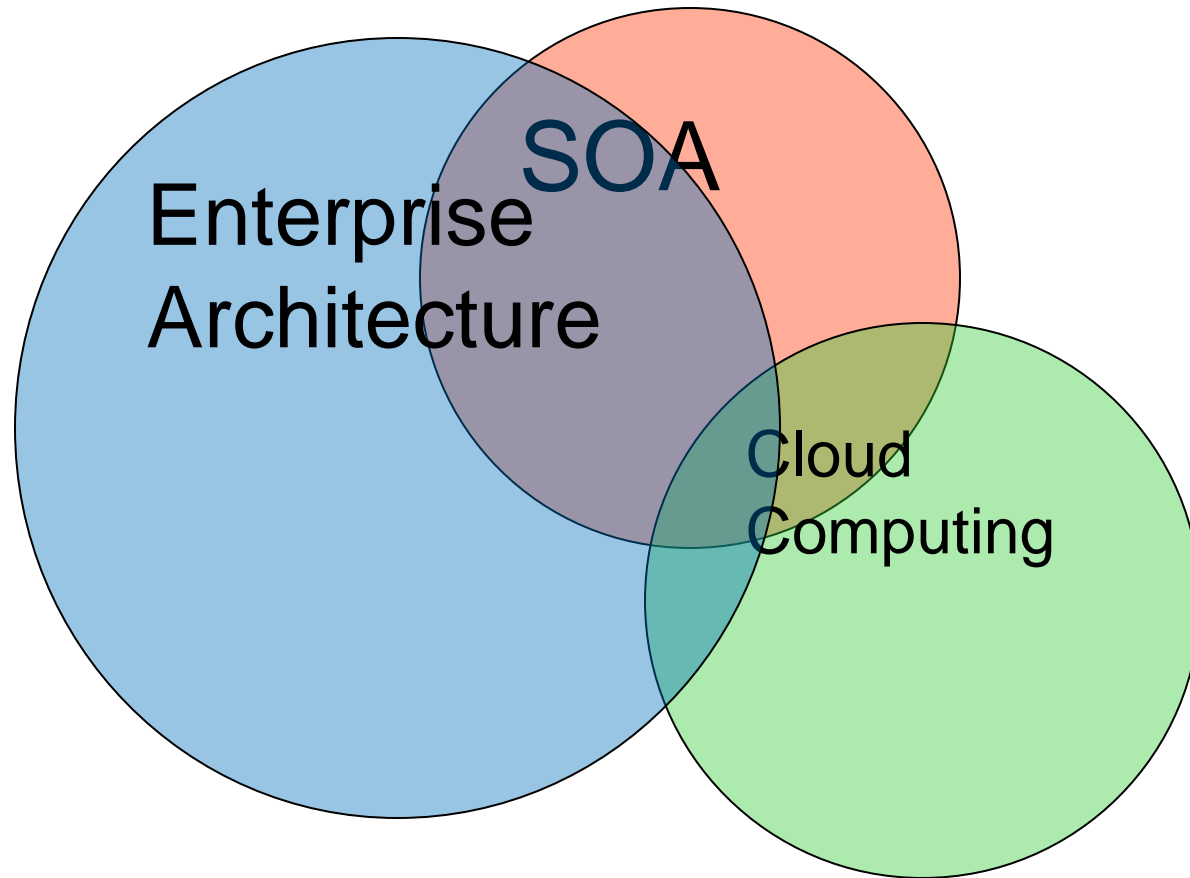
-McKinsey, May 2011

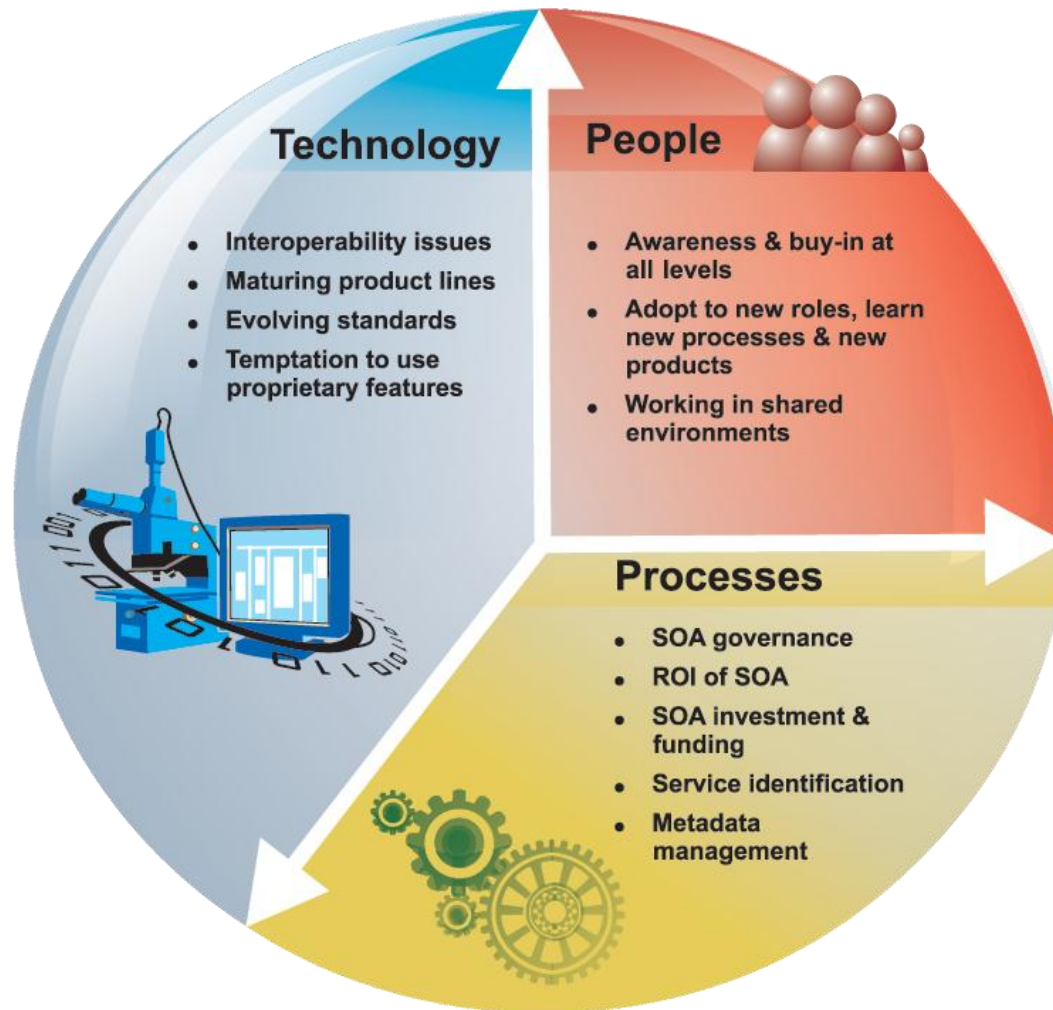


SOA Influence

NEW AND OLD FOCUS: SOA





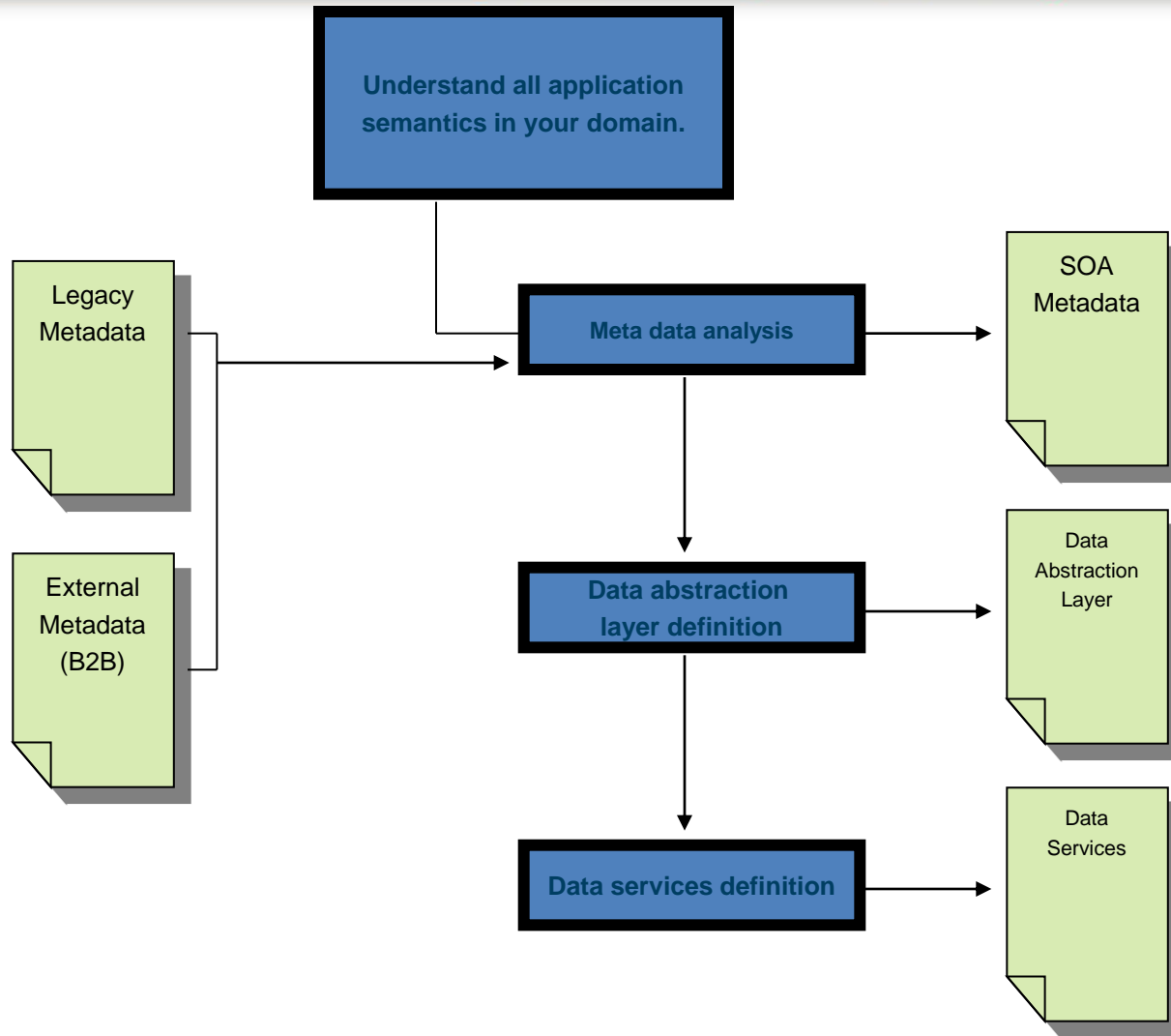




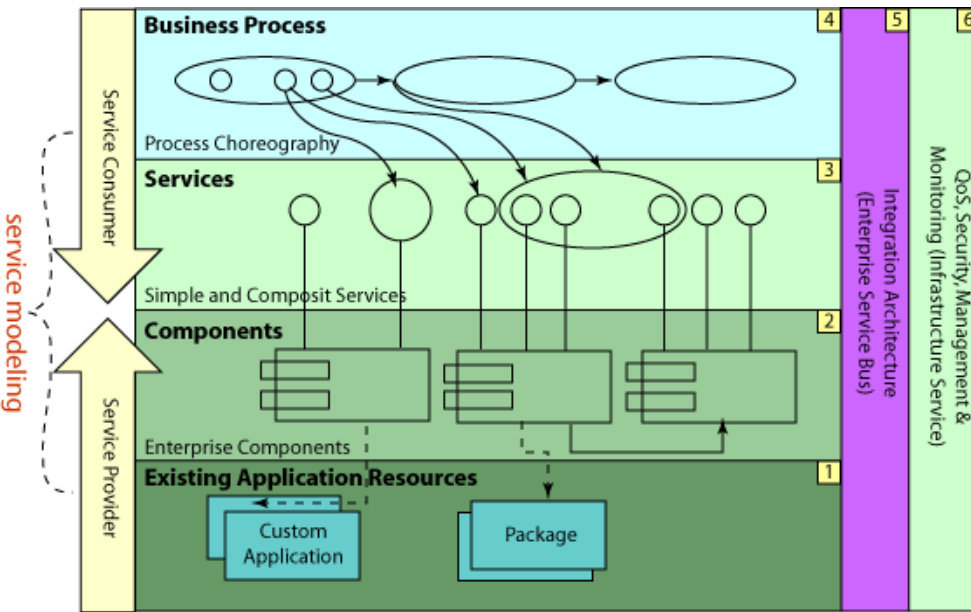
Understand:

- Business drivers
- Information under management
- Existing services under management
- Core business processes

INTEGRATION SUCCESS: START WITH THE DATA



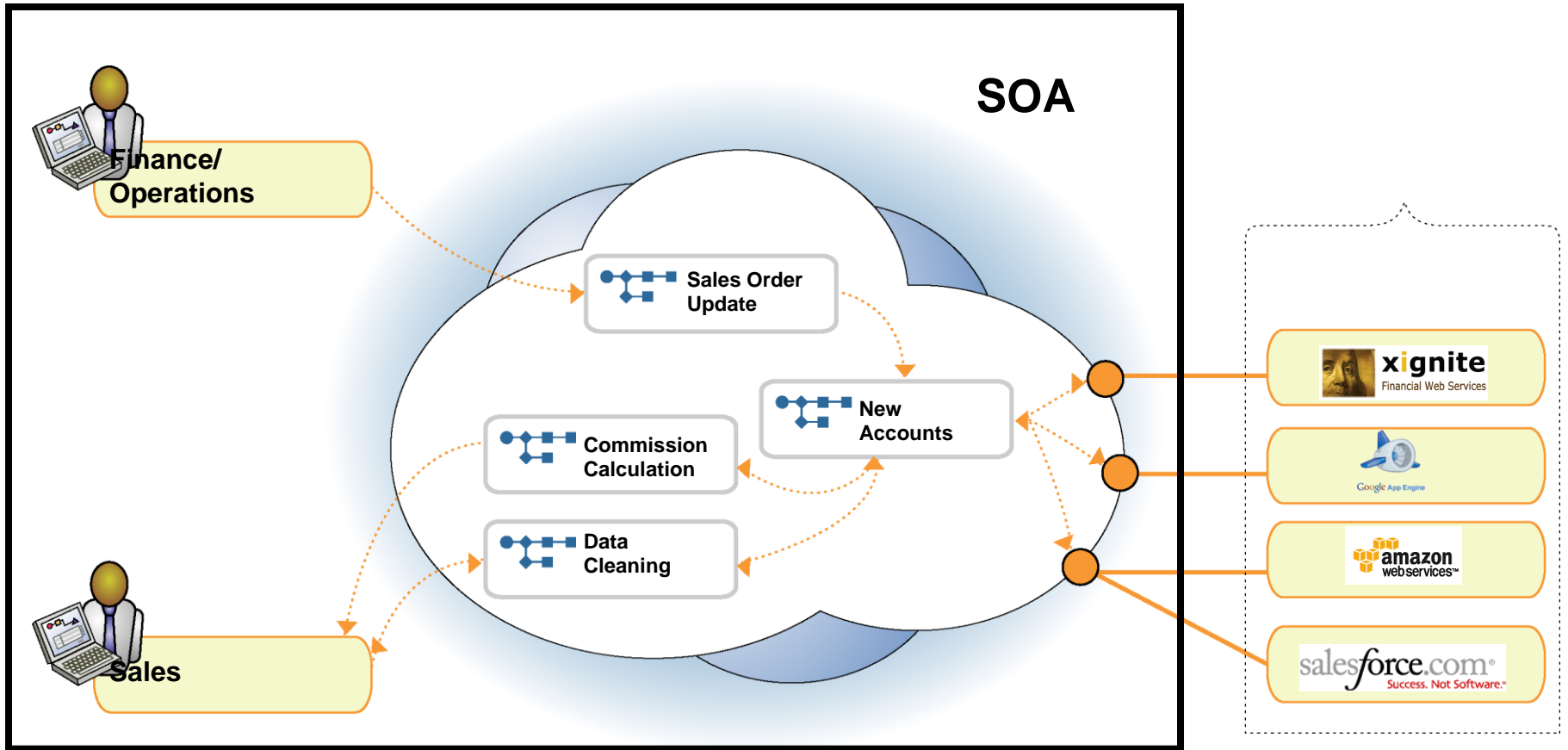
THE BASIC CONCEPT

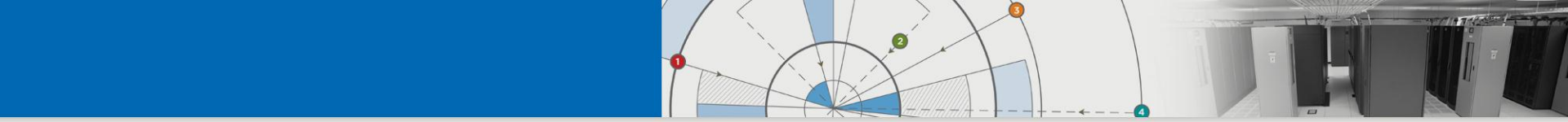


Source: IBM

- One can consider cloud computing the extension of SOA out to cloud-delivered resources.
- The trick is to determine which services, information, and processes are good candidates to reside in the clouds, as well as which cloud services should be abstracted within the existing or emerging SOA.

THE BASIC IDEA

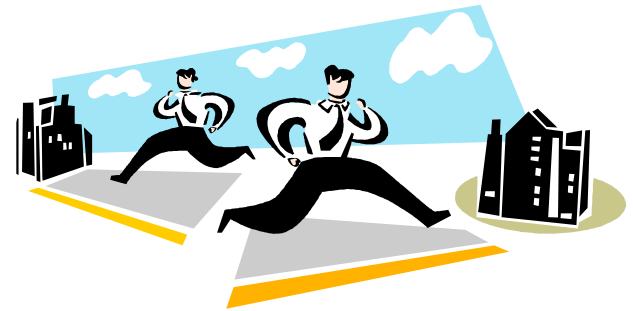




Getting Things Done



- Cloud providers must integrate with existing enterprise systems to become more valuable.
- However, existing internal integration needs to exist to ensure:
 - Production and consumption of structured information
 - Semantic mediation
 - Security mediation
 - Service enablement
 - Firewall management
 - Transactional integrity
 - Unstructured data
 - Holistic management of the complete integration chain



REMEMBER, THERE ARE A FEW



- **Semantic and metadata management**, or, the management of the different information representations amount the external services and internal systems.
- **Transformation and routing**, or, accounting for those data differences during run time.
- **Governance across all systems**, meaning, not giving up the notion of security and control when extending your SOA to the global SOA.
- **Discovery and service management**, meaning, how to find and leverage services inside or outside of your enterprise, and how to keep track of those services through their maturation.
- **Information consumption, processing, and delivery**, or, how to effectively move information to and from all interested systems.
- **Connectivity and adapter management**, or, how to externalize and internalize information and services from very old and proprietary systems.
- **Process orchestration and service, and process abstraction**, or, the ability to abstract the services and information flows into bound processes, thus creating a solution



- **Scenario 1:** Simple Data Integration Between a SaaS System and an Enterprise System (A to B).
 - Most integration technologies work fine.
 - Focus on performance and semantic mediation.
 - Local or on-demand.
 - Don't over pay, and don't over engineer.



- **Scenario 2:** Sophisticated Data Integration Between SaaS Systems and Enterprise Systems (A to B to C).
 - Need to support complex integration patterns.
 - Need to provide scalability and performance.
 - Need lightweight transactional support.



- **Scenario 3: Complex Data Integration**
Between any number of Cloud Systems and Enterprise Systems (A to B to C...Z).
 - May need to mix and match integration technology.
 - Support for full transactions.
 - Scalability is a problem to solve.



- Not all computing resources should exist in the clouds.
- Cloud computing is not always cost effective.
- Do your homework before making the move.

THANKS!
Q & A



David S. Linthicum
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BLOGS

InfoWorld
Enterprise Efficiency
Forbes

COLUMNS

SOA World Magazine
Cloud Computing Journal

WEEKLY PODCASTS

Cloud Computing Podcast
This Week in Cloud

FOLLOW ME

on Twitter (@DavidLinthicum)



Questions & Answers

Q&A



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For More Information



Blue Mountain Labs

A BICK GROUP COMPANY

Blue Mountain Lab's Cloud Computing and SOA Resources

<http://www.bluemountainlabs.com/resources>

Cloud podcasts

BML Blogs

Articles

Whitepapers

Twitter

<http://www.bluemountainlabs.com/books>

Cloud Computing and SOA Convergence



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Panel Speaker: Rick Nucci



Rick Nucci

CTO



Boomi - The Integration Cloud Company



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Rick Nucci
CTO

Cloud Integration Challenge

The Cloud Integration Challenge

- Complex, multi-location, multi-application integration needs
- Data traversing network and company boundaries
- Geographically disparate people/processes/applications



Business Challenge

- Standardize back-office application integrations
- Minimize on-going technical support requirements
- Support Sarbanes-Oxley compliance

Results

- First integration in 5 weeks
- Easy implementation and maintenance—used no internal IT resources
- Centralized management and data auditing capabilities
- Scalable solution to meet needs of growing businesses
- All integrations real-time 2-way
- In final phase of deploying last few applications

8 Applications Integrated



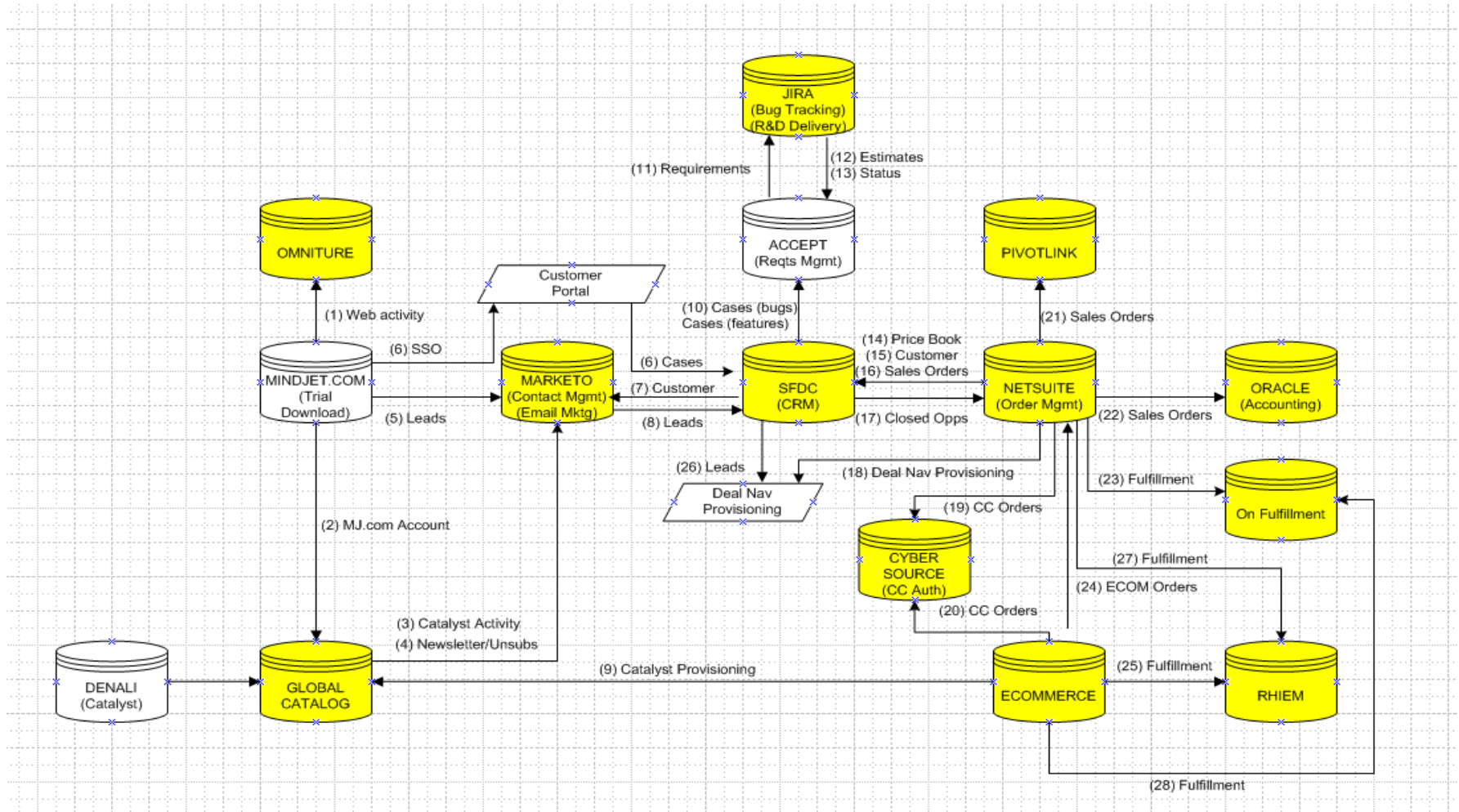
“Custom coding integration is simply not sustainable. Boomi’s rapid implementation and reliable ongoing performance has allowed us to dedicate our internal IT resources where they are best utilized- to our core products and services.”

Amrith Nambiar

Director of Business Applications



Mindjet Applications Architecture





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Business Challenge

- Quickly integrating sales teams of acquired companies
- Support multiple instances of Salesforce CRM
- Share leads & opportunities without changing sales processes

Results

- Shortened integration time-to-value by 75 percent
- Eliminated 100 percent of manual processes
- Lowered solution TCO by 30 percent
- Strengthened data security
- Enabled Dell to economically integration other SaaS and on-premise applications

Applications Integrated



“No business wants to put its customer data or lead generation data at risk. Supporting Dell security policies was no problem using the Boomi Atom and our distributed architecture.”.

John Miles,

Vice President of Business Information, Dell

Business Challenge

- Select an integration platform to support application migration to the cloud
- Test integration platform on data compliance management project

Results

- Rapid Implementation—integration was never a project bottleneck
- Quick adaptability to changing requirements
- Improved data quality—bad data routed back to vendor
- Lower maintenance costs—integration process visually self-documented

Applications Integrated

PeopleSoft.

ORACLE

“In the past, IT has been a bottleneck during integration projects. Now we can quickly accommodate changing requirements. It feels good to say, ‘we are all done and waiting on you guys.’ I’m a hero. Boomi AtomSphere is one of the best products I’ve used in my 24 years of IT.”

Vince Moore,
IT Manager

Thank you.

Rick Nucci

CTO

Rick_nucci@dell.com

Dell Boomi

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West Coast Office

473 Jackson St. 3rd Floor

San Francisco, CA 94111

Tel: 610-854-0700

Email: info@boomi.com

Twitter: @boomi`



Summary Remarks

Stay tuned for Solo Session after Keynote:

Making Integration Accessible from the Cloud



Rick Nucci

CTO





Panel Speaker: Darren Cunningham



Darren Cunningham

Vice President, Informatica Cloud

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Informatica Cloud Customer Case Study



Darren Cunningham
Vice President Marketing
Informatica Cloud

What We Hear Every Day....

“ We are
always
looking to
do more
with less. ”

“ Our job is to
make sure that
the business
doesn't hurt
themselves! ”

“ We can either get on this
train or get run over by it. ”



Informatica Cloud

Integration Simplicity

True SaaS Solution

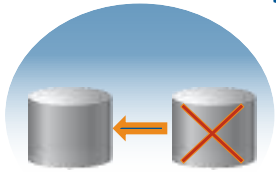
Unified Platform



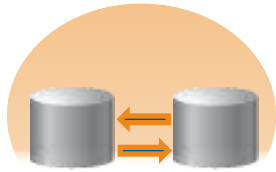
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2011 SIIA CODiE WINNER



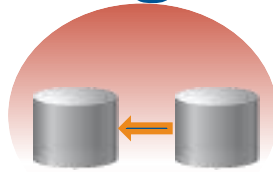
Primary Cloud Integration Use Cases:



Migrate



Sync



Monitor



Validate



Replicate



INFORMATICA | CLOUD

www.InformaticaCloud.com

Case Study: RAE Systems



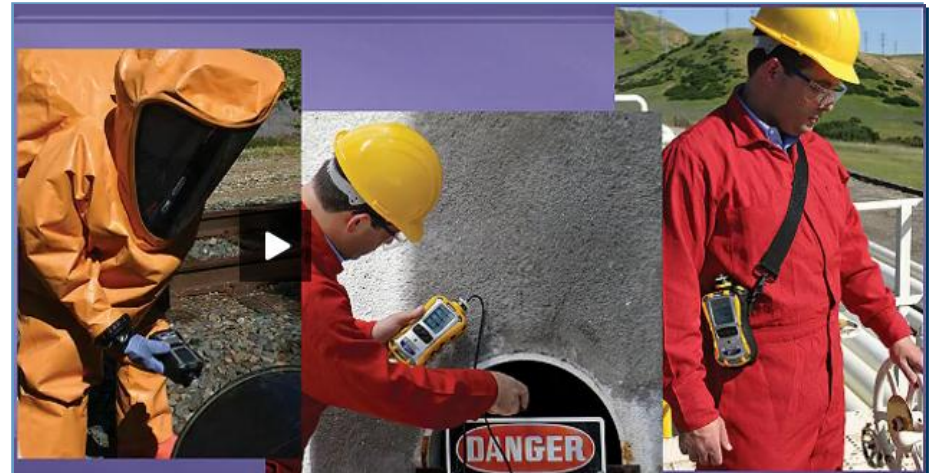
- Leading global provider of rapidly deployable, connected and intelligent gas, volatile organic compounds (VOCs) and radiation-detection systems
- RAE has been the product innovator of portable PIDs and is known as the “PID” & “Real-time Wireless Detection” company
- RAE Systems detectors are used in public events, oil & gas, industrial hygiene, civil defense, first responder/HazMat + disasters: 2010 Gulf oil spill + Japan disaster
- Established in 1991, used in more than 120 countries, 37 global patents on PID, Sensor, Multigas, Wireless technology
- Headquartered in San Jose, California



The Challenge



- Needed to respond quickly to requests for repair or replacement – imperative for worker and public safety
- Needed to create a fully automated order process to service orders quickly and in an efficient fashion

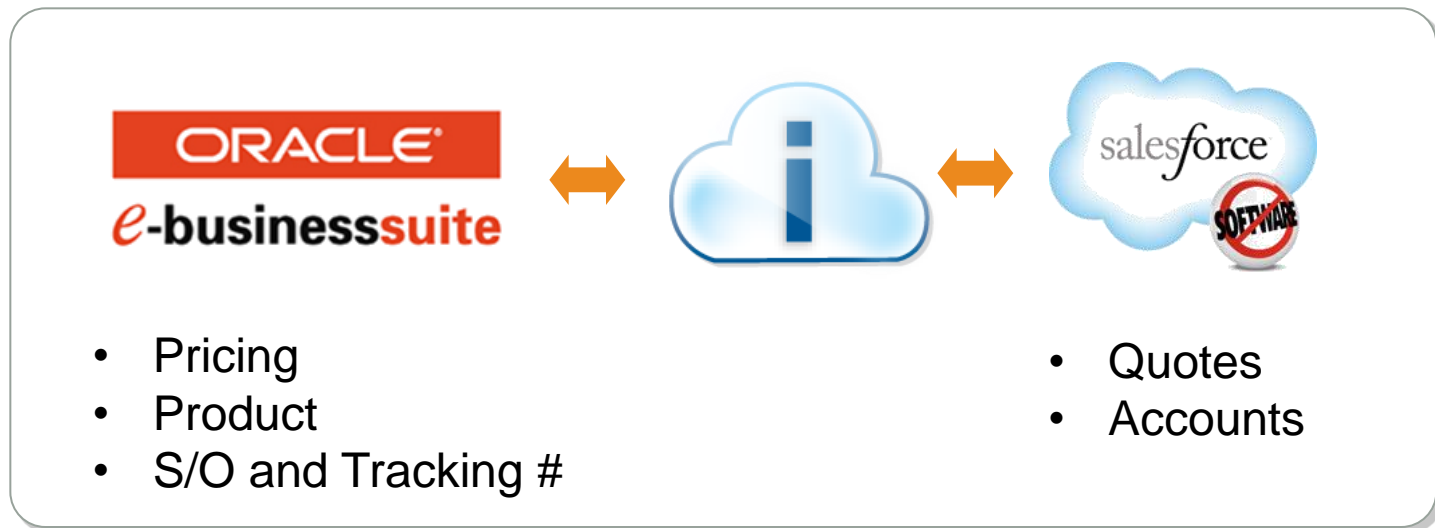


Why Informatica Cloud?



- Needed to rapidly synchronize Salesforce CRM with Oracle EBS R-12
 - Accounts, pricing, products, quotes, S/O, Tracking #
- Needed to improve order accuracy through data cleansing
- Evaluated three vendors, and chose Informatica Cloud for its **ease of use and intuitive user interface**

Cloud Integration Processes



- **Accounts and Contacts in Salesforce CRM map to Oracle ERP**
- **Pricing, product & S/O updates from Oracle ERP flow into Salesforce**
- **Quotes based on status in Salesforce flow into Oracle ERP for booking**

Results



“With Informatica, we are **deriving additional business value from our Oracle ERP and Salesforce CRM implementations** and addressing service orders in an efficient fashion to help protect lives.”

- Company handled Gulf Oil Crisis requests efficiently to protect health of workers
- Service team now focuses on customer service rather than order-entry concerns
- Cloud integration eliminates dual data entry problems
- Orders captured and vital shipments delivered on time

Gulf Oil Crisis Examples



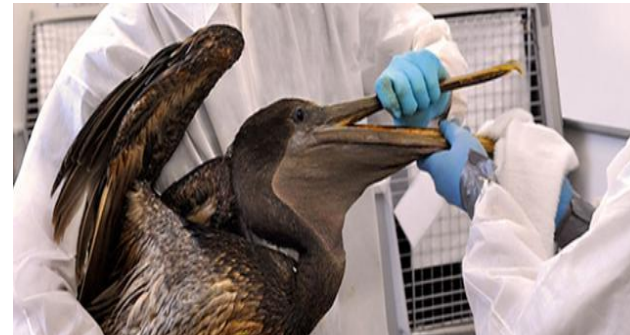
Area Monitoring of Shoreline



Monitoring Decontamination of People and Equipment



Protect Cleanup Workers from Exposure to Toxic Oil Byproducts



Wildlife Monitoring

Next Steps



- The RAE Systems US service order environment is now completely automated by Informatica Cloud
 - Implemented in less than 90 days
- Informatica Cloud is slated to be extended to the RAE Systems European service operation





Summary Remarks

Stay tuned for Solo Session after Keynote:

Informatica Cloud: Get More from All of Your Cloud Investments



Darren Cunningham

Vice President, Informatica Cloud

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Panel Speaker: Alistair Farquharson



Alistair Farquharson

Chief Technology Officer



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SOATM

software

APIs

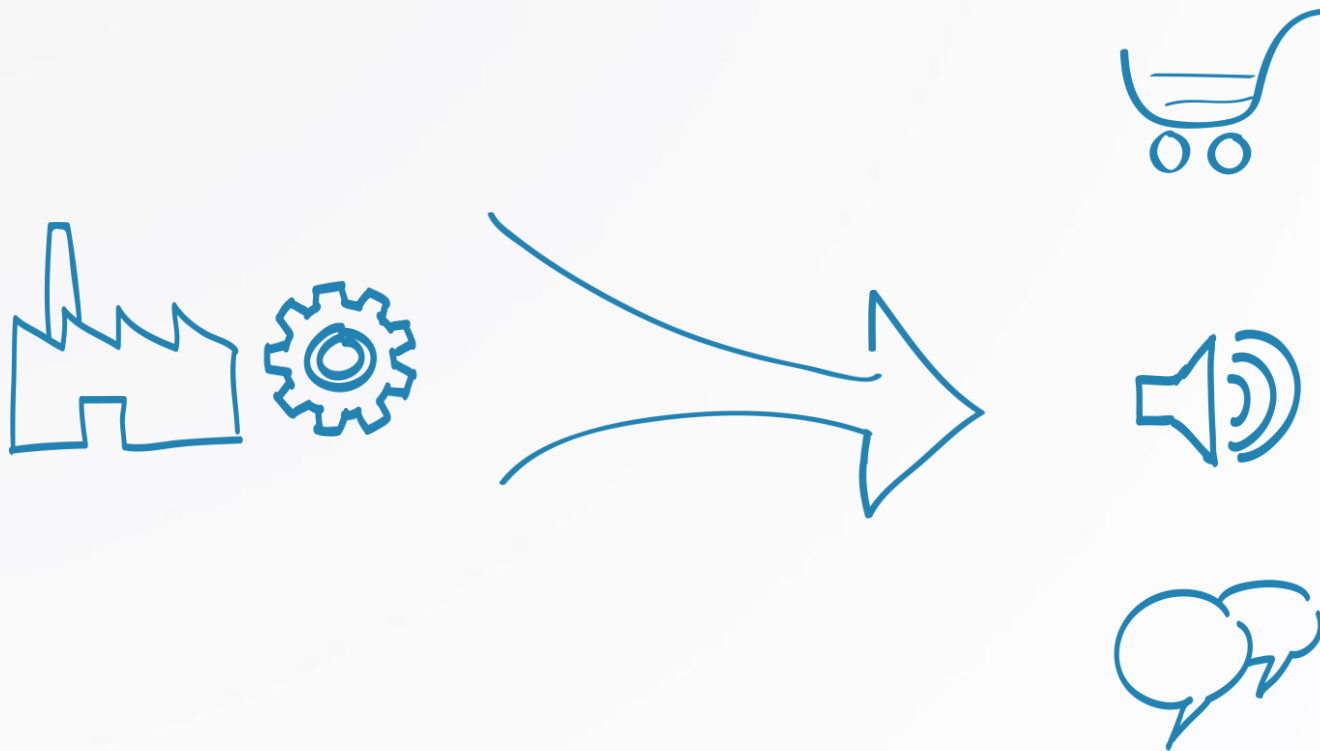
How APIs can and will
change your business

The Business Impact of APIs

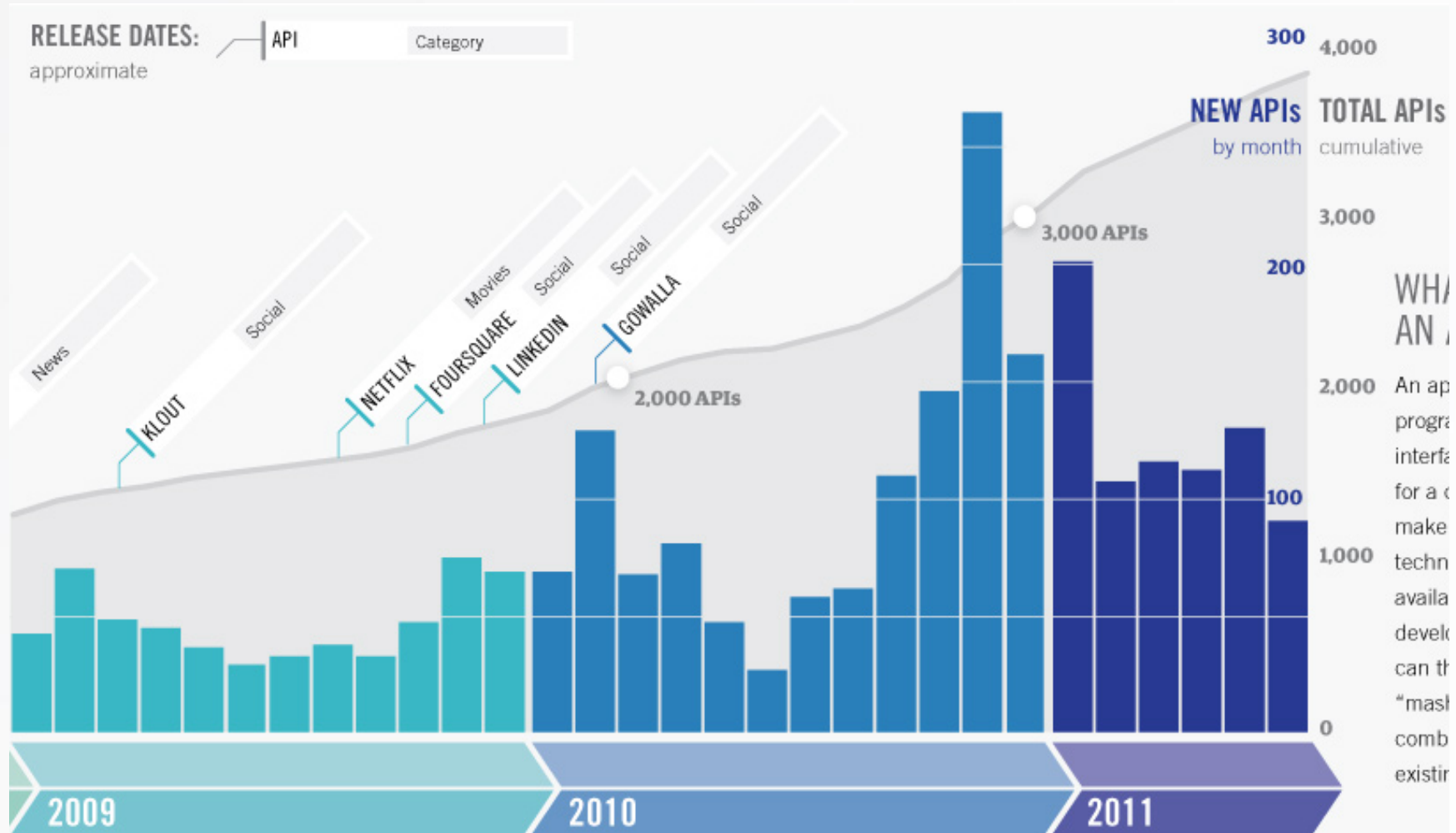
How APIs can change the
game

What are APIs?

Business capabilities exposed over the internet for applications to use



API growth



Why Use APIs?

- **Make money**

- 60% of all listings on eBay.com added via their APIs



- **Save money**

- SmugMug saves > \$500K/year with Amazon S3 Storage



- **Build brand**

- Google Maps 300% growth vs 20% MapQuest



- **Move to the cloud**

- Over 50% of all salesforce.com transactions via their API



Move to the Cloud

- A large retail organization wants to leverage Salesforce.com for all CRM and is using Force.com to store and manage marketing collateral
 - Problem: How to distribute large datasets and binary content to mobile devices
 - Solution: Globally Distributed caching and paging services lighten the load



Building Brand

- A financial institution wants to extend its services and build new products for mobile devices
 - Problem: The number of devices and lack of skills in-house make it difficult to compete
 - Solution: Create an API allowing external developers to build new and innovative products





Summary Remarks

Stay tuned for Solo Session after Keynote:

How the Cloud and APIs Can and Will Change Your Business



Alistair Farquharson

Chief Technology Officer



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Panel Speaker: Jaime D'Anna



Jaime D'Anna

Senior Product Marketing Manager



Boomi



Integration: Essential Strategies for Cloud Computing



Jaime D'Anna
Sr PMM
IBM



Agenda

Cloud Trends, Adoption and Integration Strategies – The situation on the Ground

Rapidly Connect Cloud Applications to Your Enterprise

Q&A

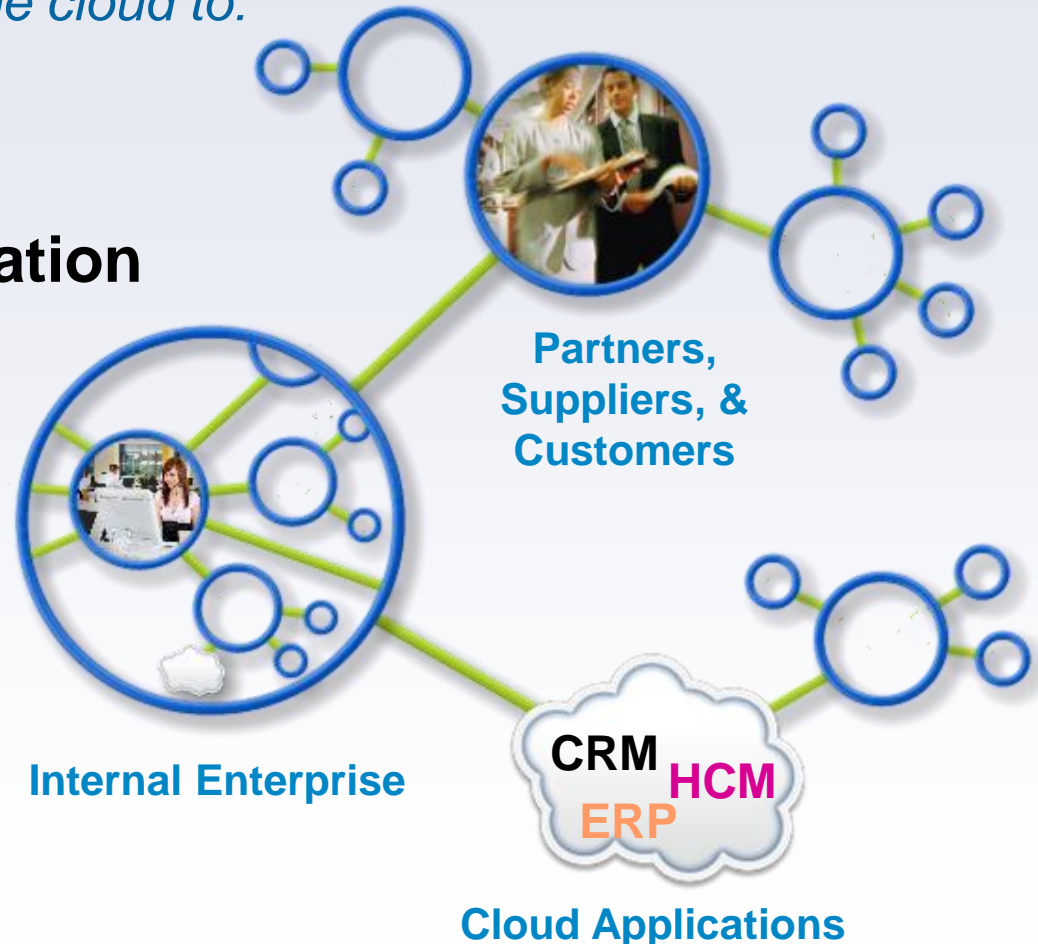


Capitalize on complexity and thrive in an interconnected world

*Deliver **fast**, **flexible** and **reliable** access to information across applications, enterprises, and the cloud to:*

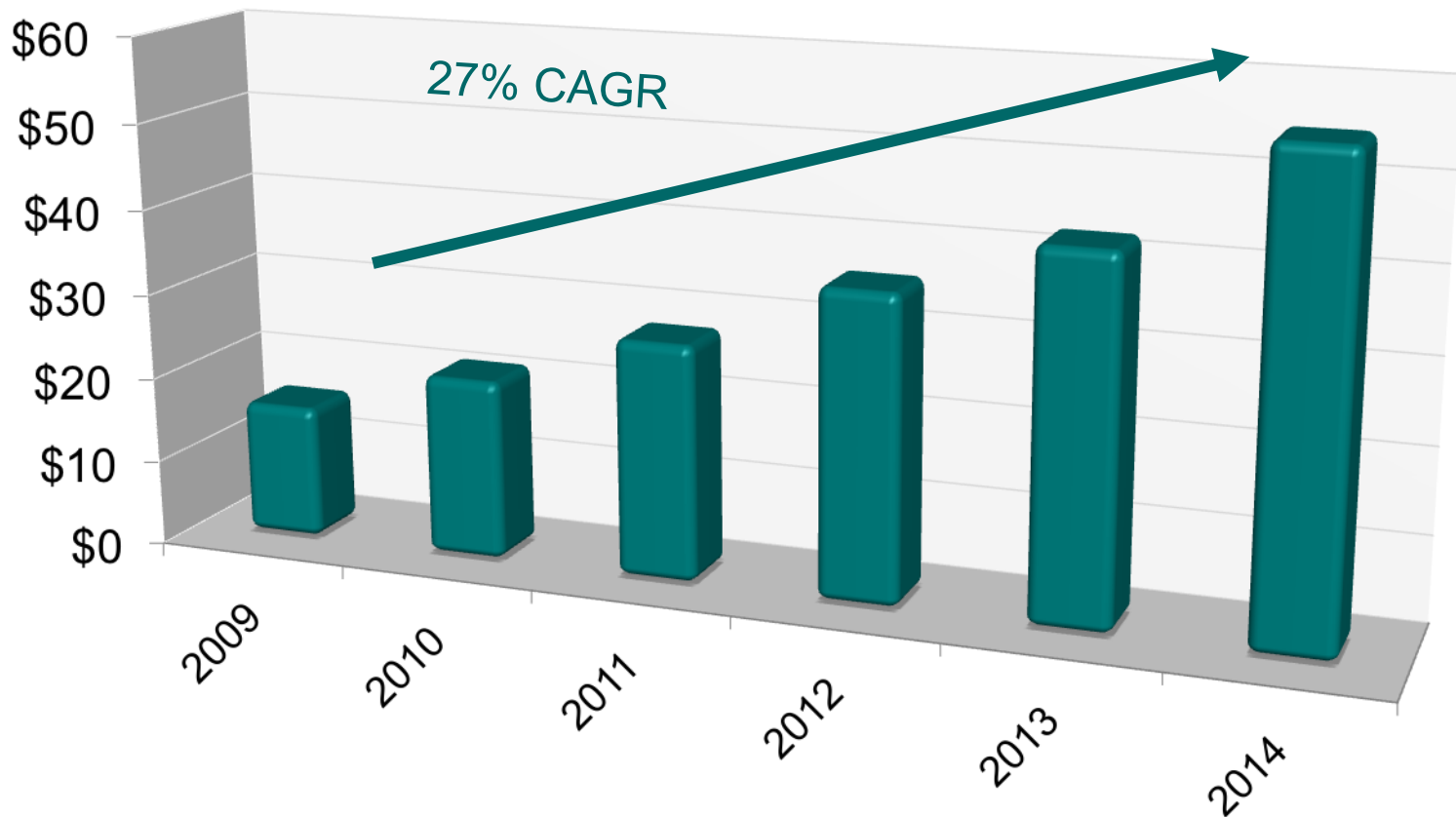
Connectivity and Integration

- Inform decisions with new information
- Embrace new channels
- Leverage rich partnerships



Global Public Cloud Market: \$55.5B in 2014

Worldwide Cloud Revenue in Billions



Source: IDC

Companies have both Cloud and On Premise Applications

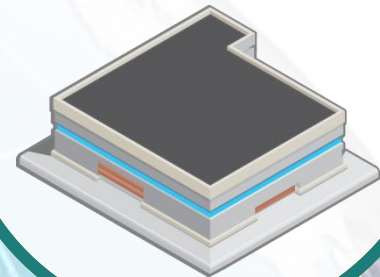
Public Clouds

Private Clouds

Packaged Applications



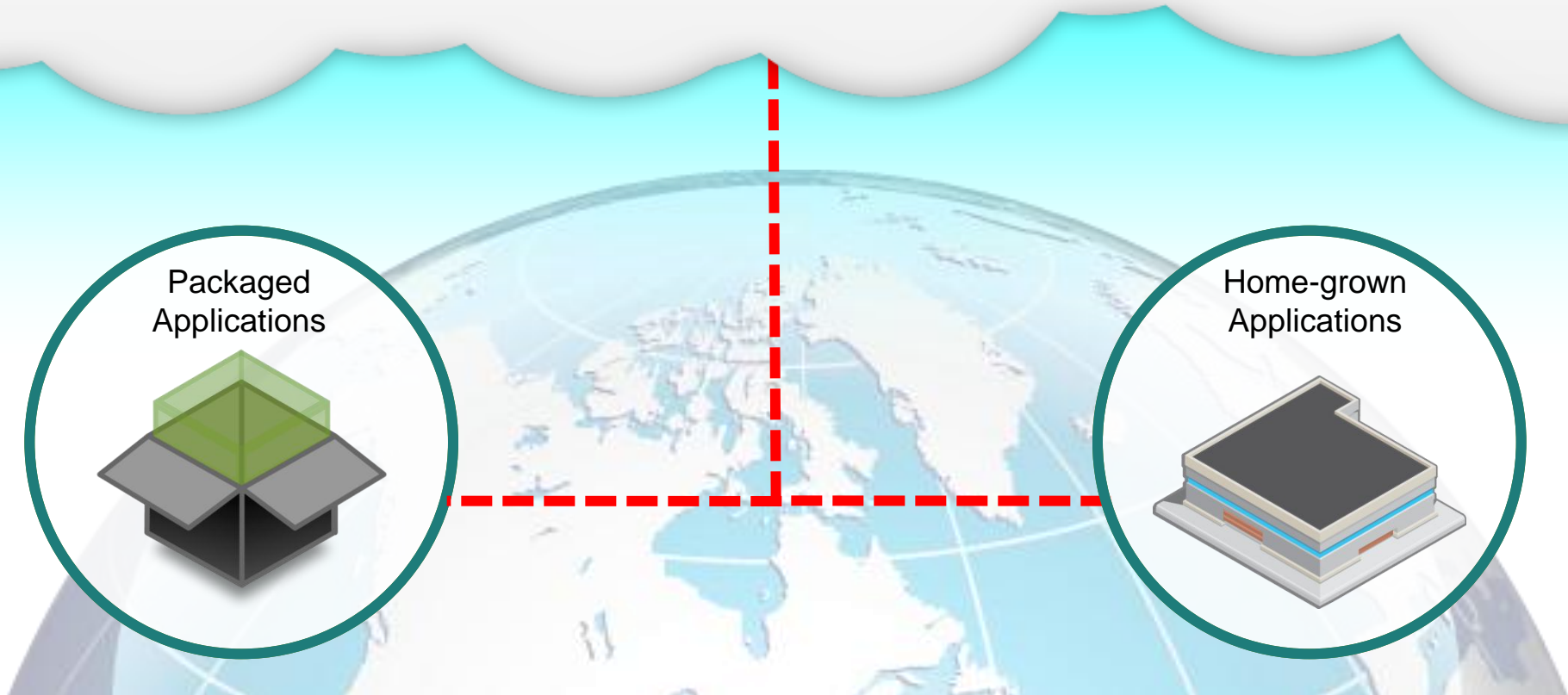
Home-grown Applications



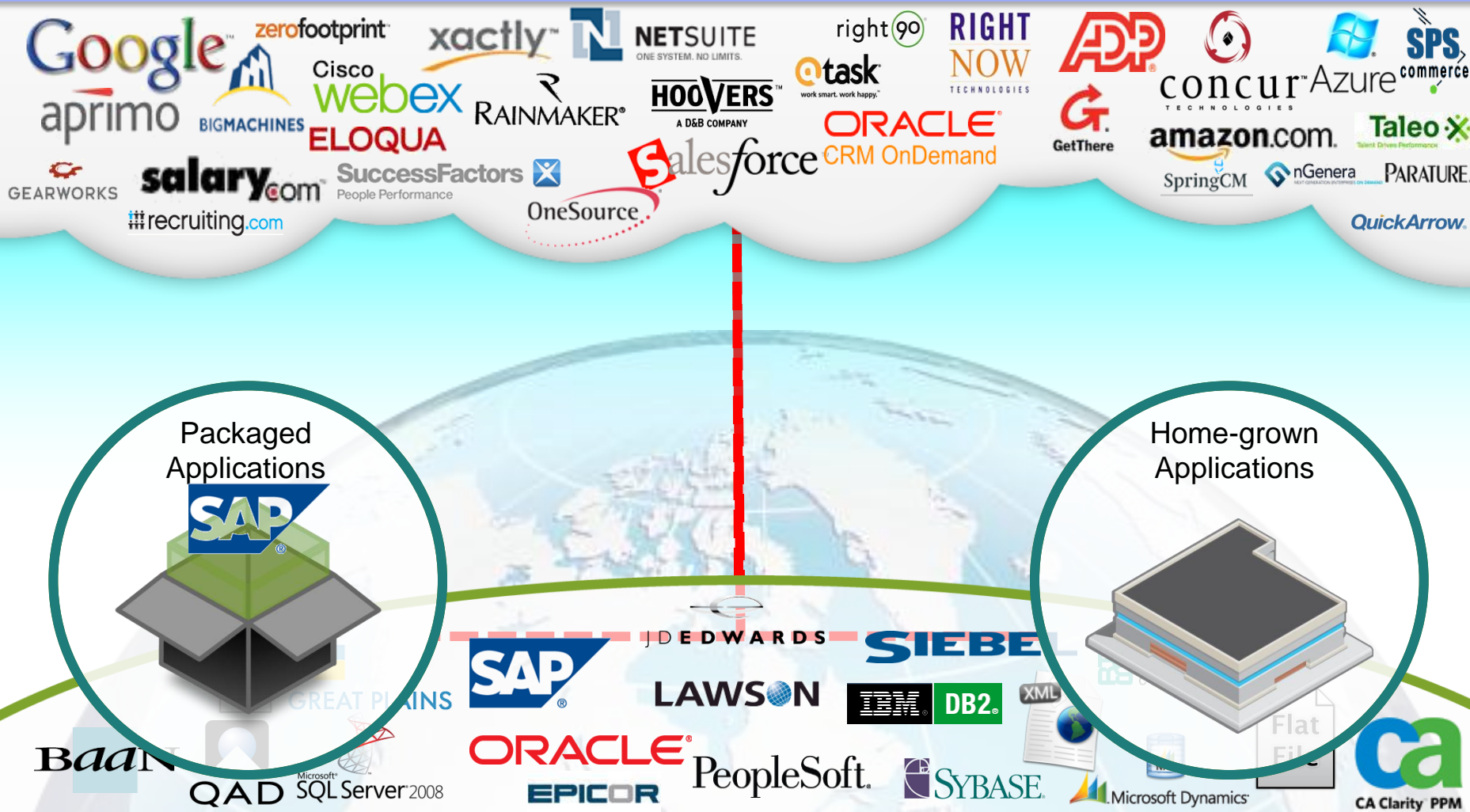
Integration is Critical in a Hybrid World

Public Clouds

Private Clouds



Integration Maximizes Value of Cloud Investments



Why Connect the Cloud?



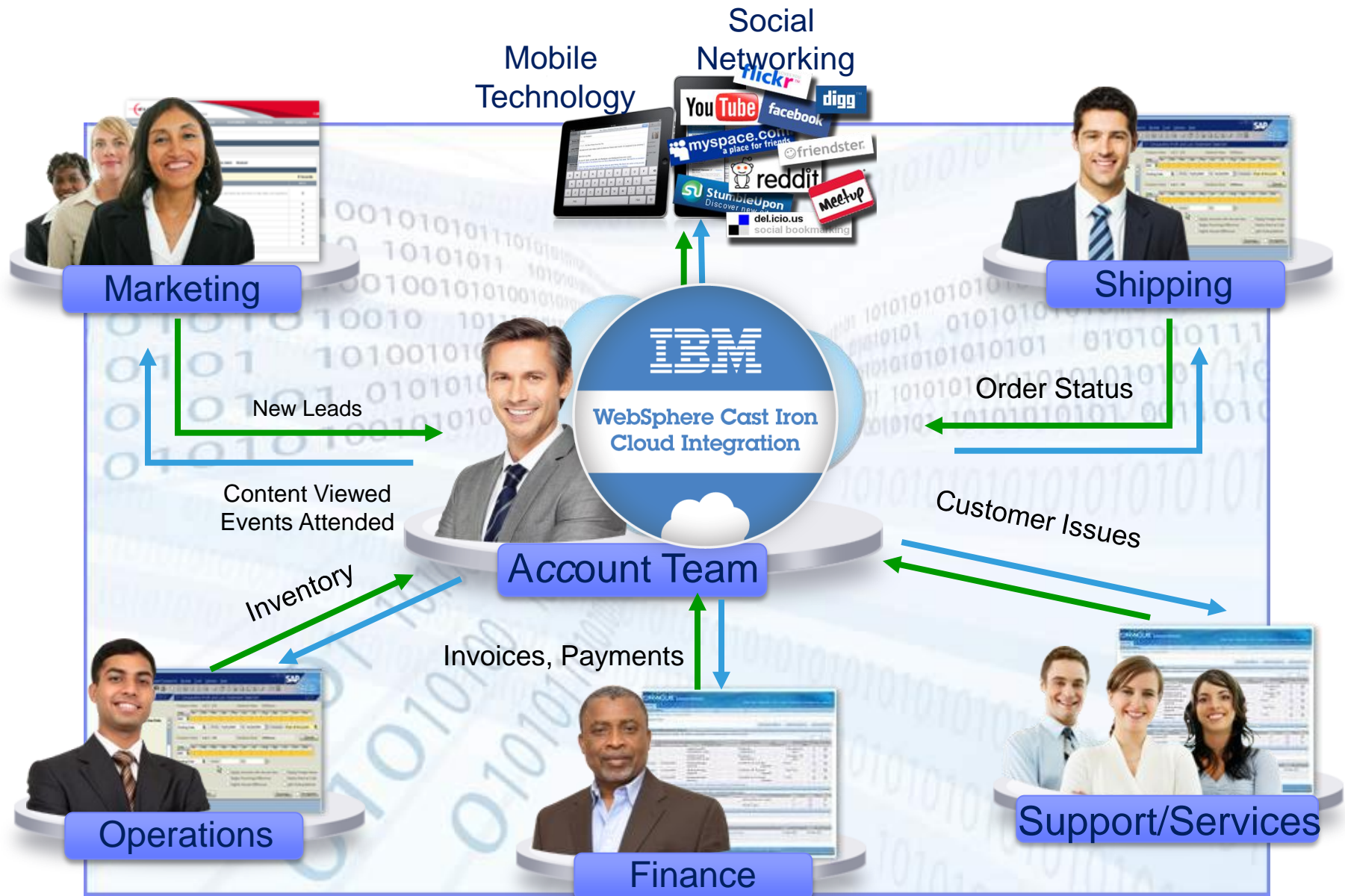
Case Study: What's Happening With My Customer?



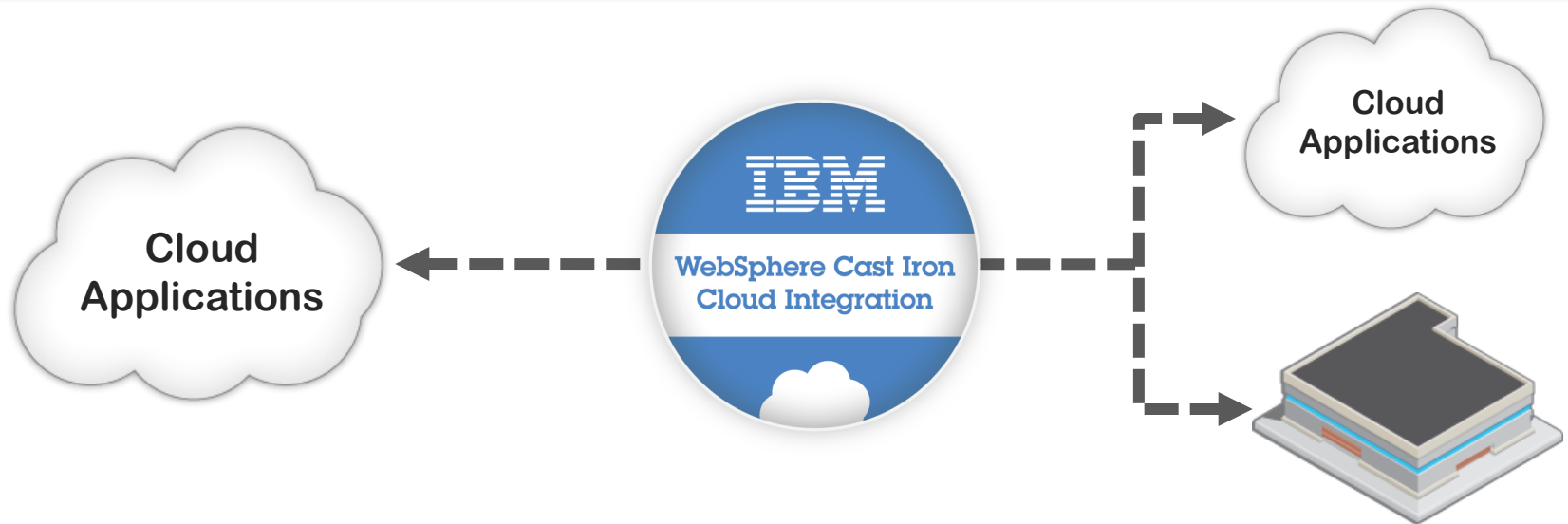
Information Often Siloed in Disparate Departmental Systems



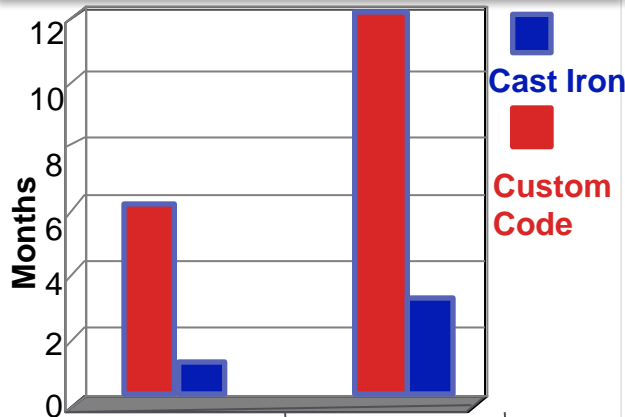
360°View With WebSphere Cast Iron Cloud integration



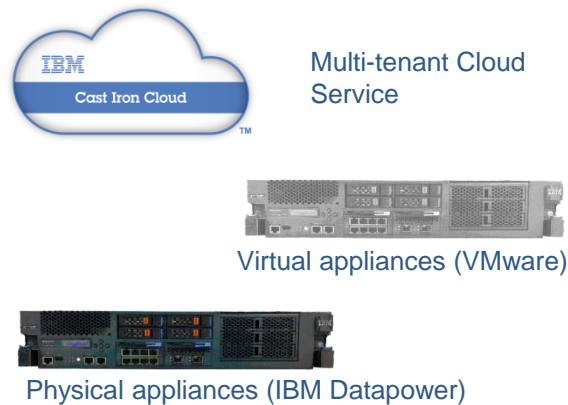
Integrate Cloud and On-Premise Applications in Days



Rapid

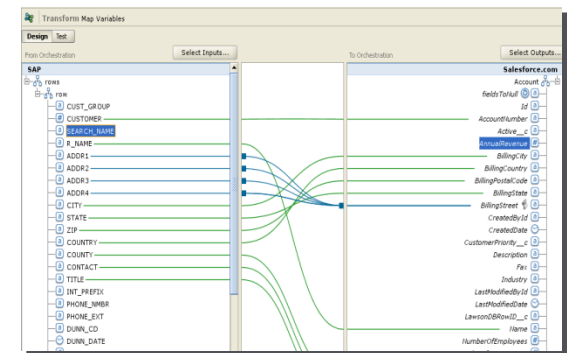


Flexible















Simple

Templates (TIPs)



Rapid: Integrate in Days!



Cloud Offering	Customer	Scenario	Duration
		Sales Cloud – SAP 360 Degree Customer View	10 Days
		Custom Cloud - PeopleSoft Billing and Invoice Integration	8 Days
		Sales Cloud & Chatter – SAP Customer and Sales Order Integration	14 Days
		Netsuite – Sales Cloud Customer Support Integration	5 Days
		ORCL CRM OD - ORCL Financials Customer Master and Order Visibility	10 Days
		Sales Cloud, Service Cloud, Force.com - Jeeves Order to Shipment	21 Days

WebSphere Cast Iron Cloud integration: Integration in Days & Success Across Industries



Life Sciences



FinSrv



Education



Manufacturing



High Tech



eBioscience



CompWest
Insurance



Westmont
College



Siemens
Energy, Inc



Sonus
Networks

All Video Testimonials & Demos Available at ibm.com/castiron



Rapid

Integrate in days

Flexible

Completely maps to your organization's Cloud Strategy

Simple

User-friendly "configuration, not coding" approach to integration



Summary Remarks

Stay tuned for Solo Session after Keynote:

Integration: Essential Strategies for Cloud Computing



Jaime D'Anna

Senior Product Marketing Manager



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Panel Speaker: Andy Kicklighter



Andy Kicklighter
Sr. Principal Product Manager



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Integrated Monitoring Case Study IT Authorities

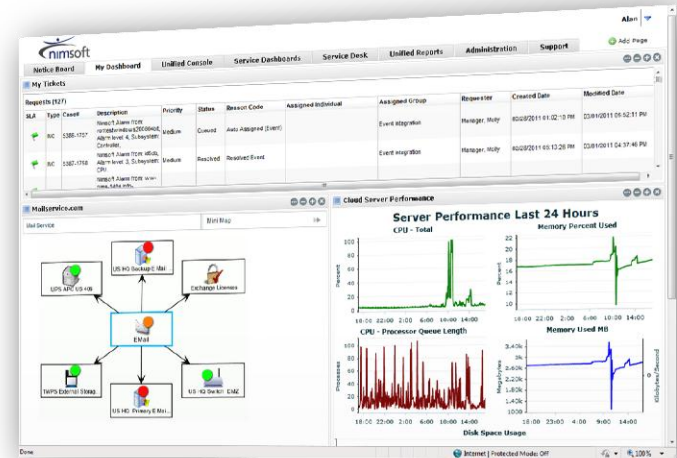
Andy Kicklighter
Sr. Principal Product Manager

December, 2011

Nimsoft - Unified IT Management

Rapid adoption of cloud, virtualization and external IT service providers drive new IT management requirements

- › Until now, IT solutions existed in silos
 - » **Separate solutions** for each IT discipline
 - » **High cost** & complexity
 - » Difficult integrations, manual processes
- › Nimsoft customers at the forefront:
 - » 420+ Service Providers – seeing high growth
 - » 600+ Emerging Enterprises
 - » 36 countries - 20,000 Enterprises managed
- › Requirement – Unified IT Management
 - » **Single solution**, infrastructure, view
 - » Modular architecture

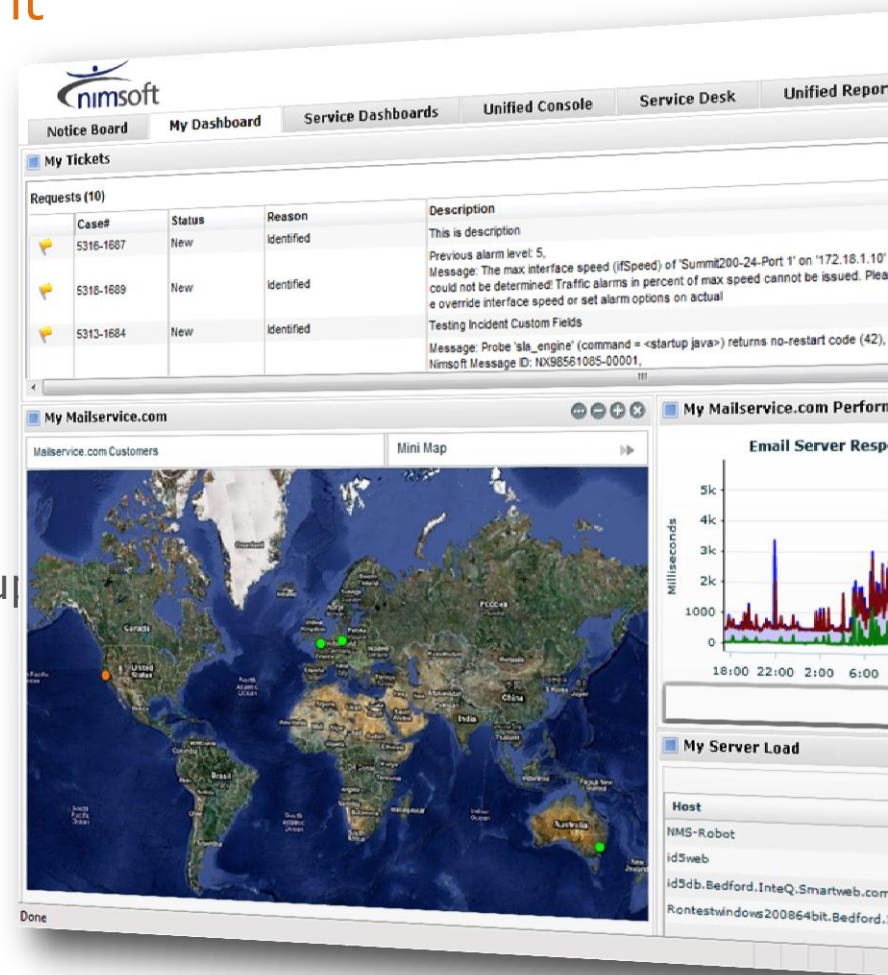


Modular – No Integration Required

Nimsoft for Integrated Monitoring and Management

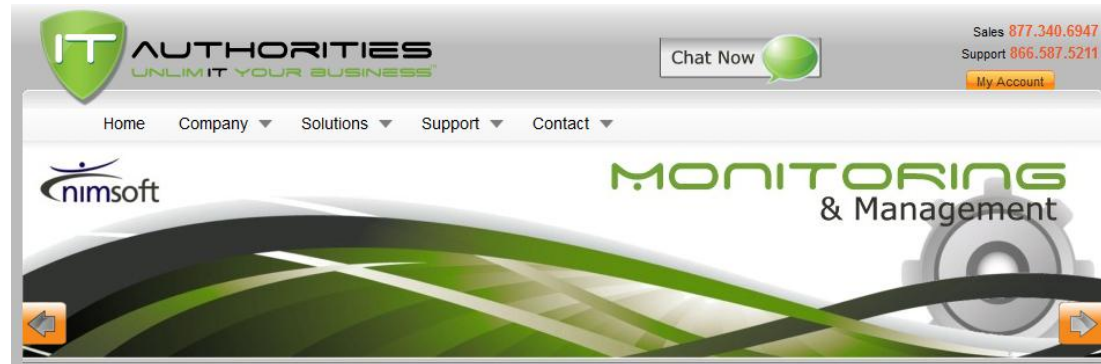
Ideal for monitoring and management
from the data center to the clouds

- › Complete single tool – Unified IT Management
- › Meets the challenges organizations encounter for DC / Cloud / Virtualization
 - › Dense infrastructure
 - › High variability
 - › Mission critical application and service support
 - › Integration requirements
- › Results in
 - › Accelerated implementations and quick ROI
 - › Fast problem resolution
 - › Optimized IT Service Delivery

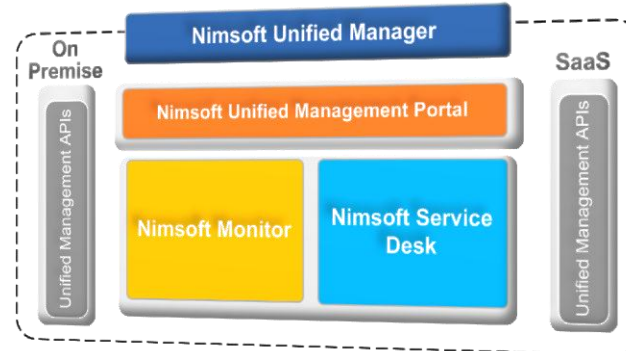
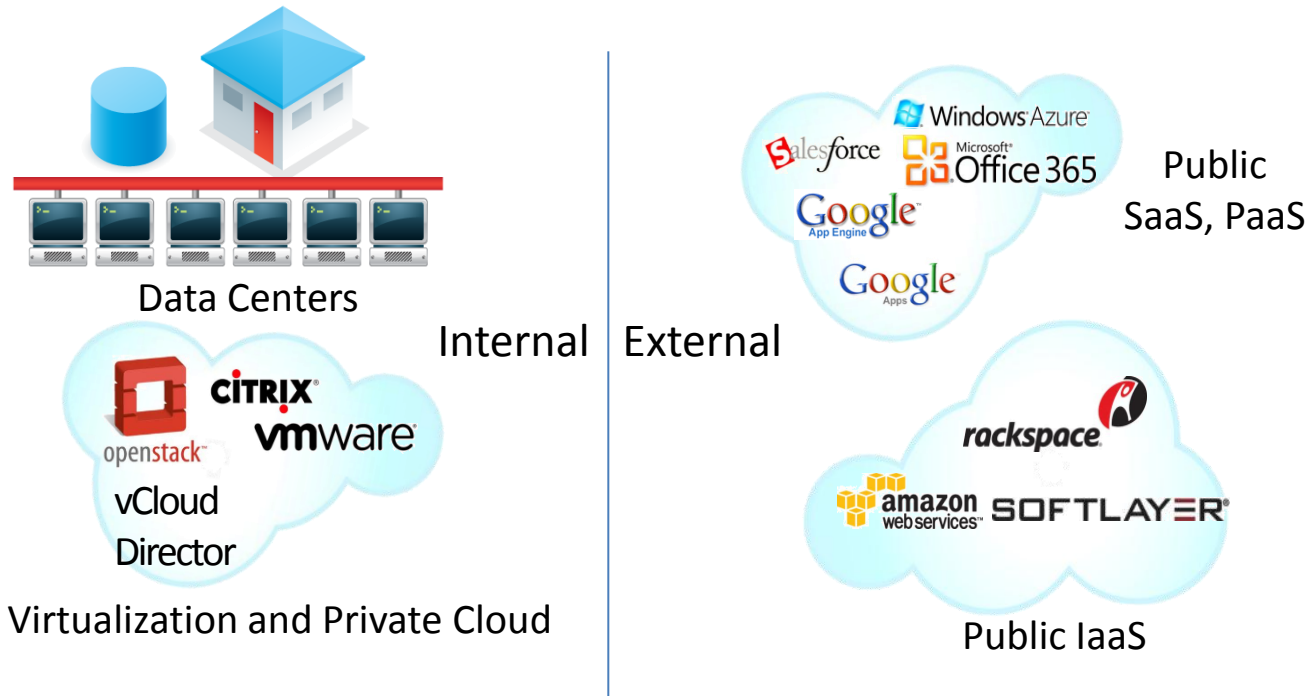


Case Study – IT Authorities

- › US based Cloud Computing and Managed Service Provider
- › Top 100 MSP focused on meeting the needs of small to medium enterprises
 - » Hosts thousands of servers and software applications in their Cloud and Managed Hosting environment
 - » 24/7/365 monitoring and management of
 - Customer site on-premise computer systems
 - Cloud based systems around the world
- › Problem: Needed a single platform for a complete 360 view of all environments and elements to deliver on uptime requirements and SLAs
 - » IT Authorities cloud elements
 - » Managed Hosting for customer web sites, email , databases in IT Authorities DC
 - » Customer on-premise systems and applications managed by IT Authorities
 - » Cloud-based services from other vendors (SalesForce, Amazon, Microsoft, etc.) used by IT Authorities customers



Required – A Single View for All



Special Challenges

› When customers called –

- › lack of visibility into all elements hampered responses
- › Many single point solutions could only report if an application was slow or a server not performing

› Engaging the Experts

- › Offer additional capabilities beyond their skill set
- › Engage with expert partners for database and other Apps

Where is the problem?

- › Is there an internet problem causing slow performance from their location?
- › What about the database?
- › Is it the application?
- › Is there a problem with the virtual network?
- › What about the physical network or shared fabric underlying the application?
- › Is there a rogue application consuming all the bandwidth?
- › What about CPU or memory shortages? Physical and virtual?
- › Is there a SAN allocation or bandwidth problem?

Solution

- › End to end monitoring with Nimsoft
- › NMS Connect to engage with expert partners as needed
- › Increased efficiencies and enabled new service offerings



Server & OS



Network



Power & Environment



Storage



SaaS and Public Clouds



Databases



Web site / User Experience



Applications
- Exchange, SAP, ...



Private Cloud Services

Safe, Secure and Reliable Clouds



Cloud Software

Exchange, SharePoint & more



Managed Services

Helpdesk, Monitoring & Management



Monitoring & Management

High-end Tools for Your Team to Use



Cloud DR Solutions

Use the cloud for Disaster Recovery



Backup Solutions

Reliable Offsite Data Storage



Network Analysis

Complete Audit and Analysis



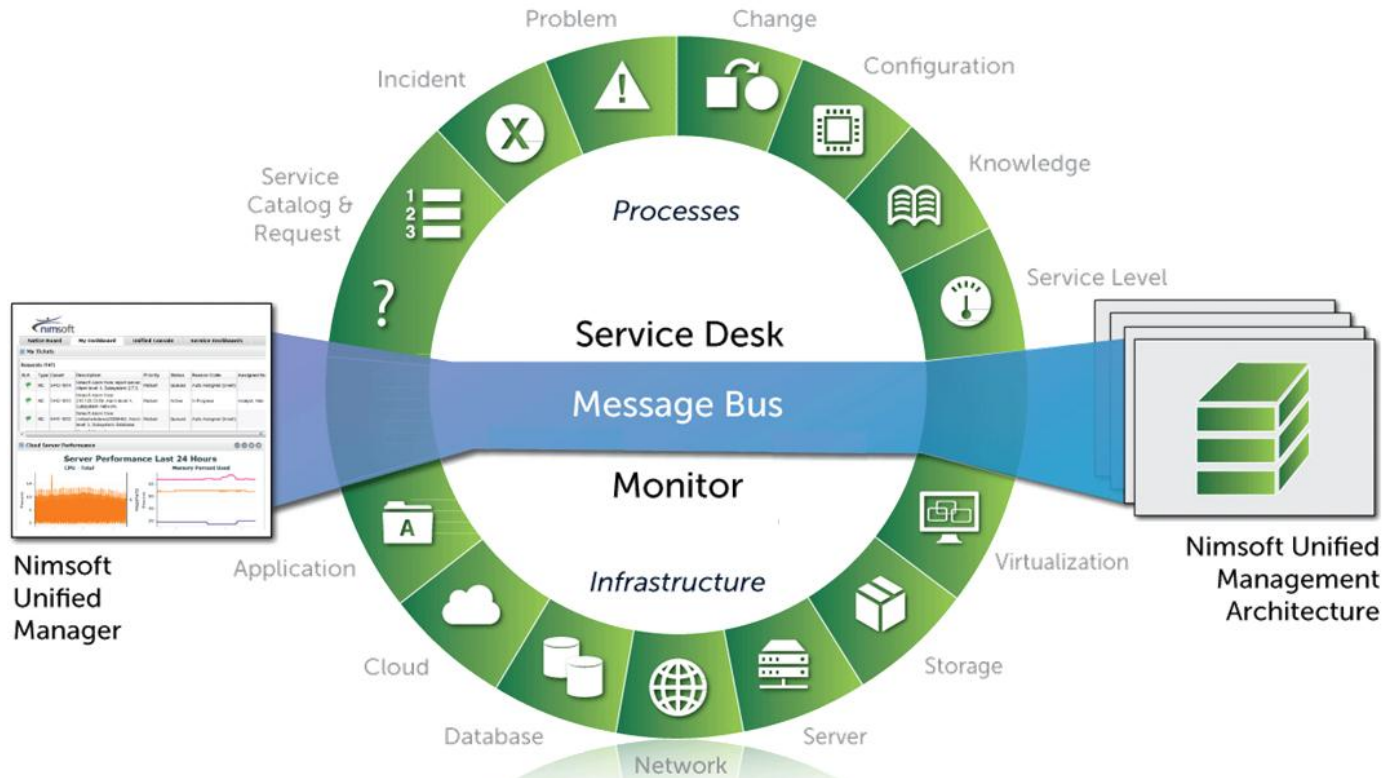
IT Services

Consulting, Service and Support



IT Solutions

Hardware and Software Solutions



Thank You



Summary Remarks

Stay tuned for Solo Session after Keynote:

Monitoring for the New IT Environment



Andy Kicklighter

Sr. Principal Product Manager



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Panel Speaker: Dan Oxenburgh



Dan Oxenburgh

Director of Marketing



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Enterprise Integration Made Easy

Connecting the Cloud

Who is Jitterbit?

Jitterbit delivers powerful, flexible, & easy to use data and application integration software.

- Founded in 2004, HQ in Oakland, CA
- Focused on simplifying integration
- 4 years of consecutive growth
- 95% customer retention



Application & Data Integration



Business Process Integration



SaaS / Cloud Integration

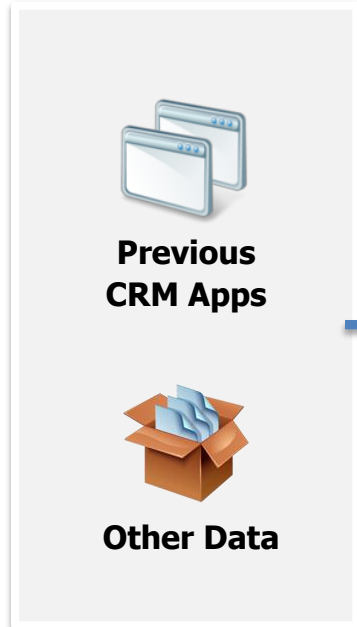
The Buzz

"...Jitterbit [is] focused solely on offering integration services for less money and in less time, and they're shaking up established firms like Informatica and Oracle-SAP..." – Infoworld

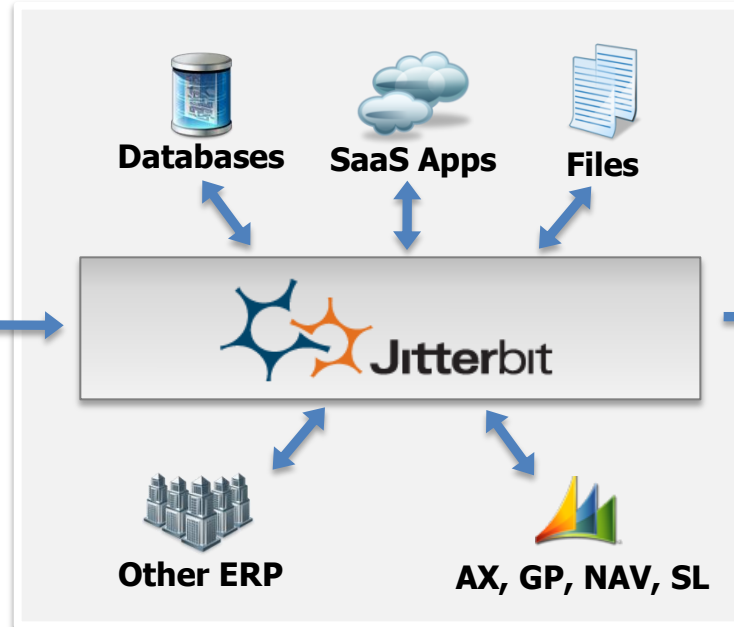
"Jitterbit has filled the void where designing and executing the migration of data across applications, services, databases and even files has proven too complex for business and data analysts." – Ventana Research

Our Solutions

Migration



Integration



Replication



Company & Product Success

- 20,000+ active users
- Customers including NASA, McKesson, Continental Airlines, Dow Jones, Cap Gemini, BP Gas
- Used in 125 countries and 5 continents



Customer Success | AWPRx



Cloud integration of insurance providers, pharmacies and workers compensation systems.

On-Premises
Oracle
DBs & Apps



Cloud Migration



force.com[™]
platform as a service

CRM, EDI, Portal...

Google
Apps

Email, Productivity

amazon
web services[™]

Drug, Provider DBs

Business Challenge

- Needed an efficient , flexible system to administer utilization management and clinical programs,
- Needed employees to collaborate and share information across the company on claimants, clients, vendors and regulatory organizations.
- Needed to move current on-premise and systems and processes to the cloud.
- Previous complex, homegrown Java- and Oracle-based solutions using IBM Cast Iron appliance was difficult to modify and maintain; training new programmers was painful.

Competing Tech

- In-house coding
- IBM Cast Iron

Customer Success | AWPRx



Cloud integration of insurance providers, pharmacies and workers compensation systems.

On-Premises
Oracle
Databases



On-ramping



force.com[™]
platform as a service

CRM, EDI, Portal...

Google
Apps

Email, Productivity

amazon
web services[™]

Drug, Provider DBs

Solution

- Jitterbit for Migration, Ongoing Sync, and Replication
- Utilized on-premise, public & private cloud deployments through various stages.
- Implemented a custom system with Jitterbit linking its databases to its cloud computing environment running on Force.com.
- Jitterbit provides a single portal for all of data flow, linking custom applications across hybrid cloud platforms and infrastructure.

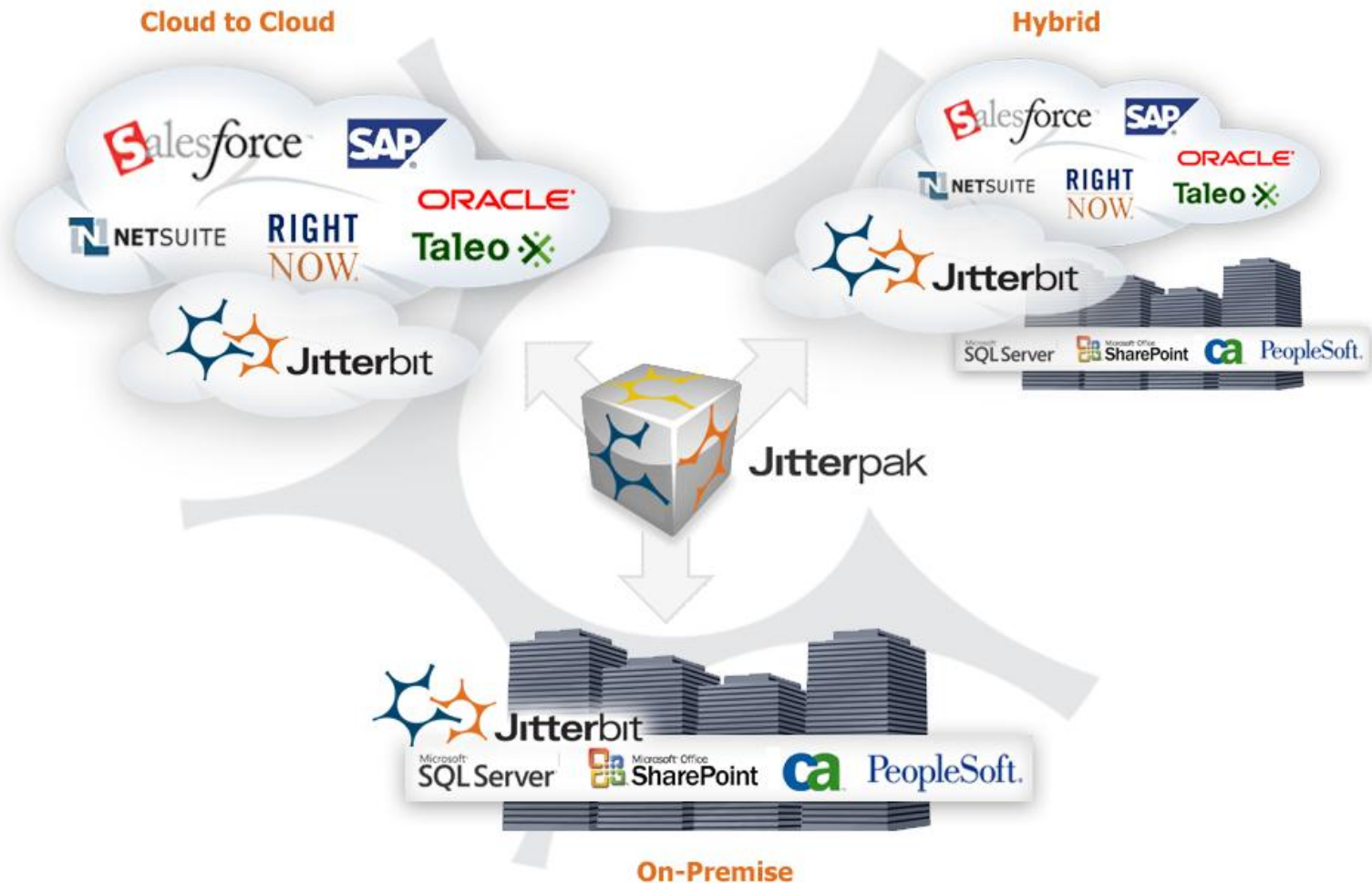
Results

- Retired homegrown applications, reducing the need for new IT staff and complex training.
- Access all cloud applications and DBs seamlessly, delivering improved data-management.
- Saved 80% over previous solution and realized an ROI of up to \$400,000 by the end of the first year.
- Greater reliability and scalability; eliminated administration and maintenance woes, allowing for a greater focus on customers.



Flexible, Robust Deployment

Connect anything to anything & Deploy anywhere.



3 Keys to Hybrid Cloud Integration



Flexible & Rapid Deployment



Ease of Use & Collaboration



Scalability & Performance



Summary Remarks

Stay tuned for Solo Session after Keynote:

3 Keys to Hybrid Cloud Integration Success



Dan Oxenburgh
Director of Marketing



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