

# Avaya Developer Showcase

Developing a New Era of Business Communications

Sponsored by



AVAYA INSIGHTS BLOG

- ▶ Application Enablement
- ▶ Interactive Voice & Video Response
- ▶ Phone Applications

## Communication-Enabled Mashups: Empowering Both Business Owners and IT

*Meeting the increased demands for customized applications is a basic business challenge facing many IT organizations. And today, there is an increased focus on improving customer service through collaboration and responsiveness, facilitated by integrating real-time communication services with back-office business processes. Avaya and IBM have demonstrated that Communication-Enabled Mashups can make it easy to empower business users to quickly and easily address this need.*



by David Jacobs

November 10, 2008

Technology has developed many communication methods—email, IM, SMS, call recording, presence status, and voice calls. And today's path for unified communications is aligning these communication services more and more with back-office business processes and applications. The business challenge: How can you easily converge disparate business systems, databases and communications systems to make them convenient for business staff to leverage at the point of need, without overburdening an already stretched-thin IT organization?

### More Resources

- [Avaya & IBM Demo Video](#)
- [IBM Mashup Center Website](#)
- [Additional DevConnect Resources](#)

An appropriate solution must meet the varying needs of both end users and IT staff to:

- Seamlessly integrate business applications and access to communications
- Be tailored to the needs of individual roles and users
- Adapt quickly and efficiently to rapidly changing business needs
- Present consistent access across a variety of communication options
- Provide reliable and secure communications at the point of need
- Enable IT staff to work proactively and prepare solutions in advance of need
- Provide robust security and management

### The Solution: Communication-Enabled Mashups

Avaya and IBM have combined their expertise to enable business solutions that addresses this issue: **Communication-Enabled Mashups**.

A mashup is a lightweight web application consisting of a set of software components called widgets. Each widget performs a single task. Some widgets access and display data. Other widgets carry out an action. Combined to create a mashup, widgets combine and display information from multiple sources on a single screen. Combining and presenting all relevant information on one screen makes possible immediate insights sometimes missed when users must switch from application to application, or when they would otherwise need to wait for some future development resources to be made available to specifically analyze and present these results.

The following table shows how Communication-Enabled Mashups address specific end user and IT department requirements.

End User Need	Mashup Value
Integrate business information with communications access	Present and combine both required corporate data and communications services on single screen, including real-time access to both data sources and communications capabilities
Customization to a role	Using only a browser, line of business end users select information and communications access required for a specific role
Individual customization	Each end user can customize a mashup to meet personal preferences
Quickly adapt	Users modify or develop new mashups to adapt to business changes
Consistent access to communications	All communications options are presented on a single screen and integrated with business information
Reliable and secure communications	Avaya's broad range of communications solutions

### The Promise of NG9-1-1: The Session Revolution

In recent posts we have had a discussion of a number of the challenges to the current 9-1-1 system in North America. As we contemplate the changes required to move beyond today's outdated model, let's have a conversation about some of the possibilities that a new 9-1-1 system in North ...

[More](#)

AVAYA TWITTER FEEDS

Avaya:

[www.twitter.com/avaya](http://www.twitter.com/avaya)

Devconnect:

[www.twitter.com/devconnect](http://www.twitter.com/devconnect)

Support:

[www.twitter.com/avaya\\_support](http://www.twitter.com/avaya_support)

AVAYA DEVCONNECT

### Connect with Intelligence

DevConnect's developer resources, technical support and marketing programs help members create the new generation of intelligent communications solutions.

[Get Details and Join »](#)

IT Need	Mashup Solution
Work proactively	Prepares solution components in advance of need
Security and management	Mashup framework provides secure and manageable foundation

## Creating Mashups

Creating mashups is a two-step process. First, IT departments create a set of widgets for their business and communications applications, or acquire them from component catalogs offered by ISVs. Next, line-of-business end users select widgets from catalogs such as the IBM InfoSphere™ MashupHub, and "wire together" the input and output from one widget to another. This makes it possible for an action occurring in one widget (such as user data entry, or events provided by back-end applications such as a change in presence status) to result in an activity taking effect in another. No software development skills are required by the line-of-business user, and the only tool they need to access the finished application is a standard web browser. In fact, a user can also start with an existing mashup as a starting point, and modify it for a specific at-the-moment need, even if that mashup only has value for a specific timeframe, such as during a specific event or situation.

For example, one widget could extract customer records from a data base and display them on a screen. Another widget could display a button controlling a phone, or presence and availability information for specific contacts such as customers or field engineers. The user clicks to select a customer record and then clicks on the phone button associated with an available field engineer to place a call to the customer. Each widget has well-defined inputs and outputs. In this example, the phone number portion of the output of the first widget forms the input to the second widget. There is no need to switch to another application to look up the phone number.

With all of the information visible on the screen and easily accessible, users can quickly assess how best to reach other staff members or customers. For instance, if the situation calls for immediate action, the user can automatically make a phone call based on the available presence of the target staff member or customer. If the presence indicates that the user is unavailable or busy, then SMS or email can be used as an alternate method to reach the desired target.

The combination of business information and communications means that the business user can click on a customer record or on a list of other staff members, view their availability and presence, and then click a button to access email, IM, SMS, or make a phone call to the selected person.

Next Page: [Overview and Sample Mashups](#) 

Page 1: [Creating Mashups](#)

Page 2: [Overview and Sample Mashups](#)



Search:

[WebMediaBrands Corporate Info](#)

Copyright 2009 WebMediaBrands Inc. All Rights Reserved.

[Legal Notices](#), [Licensing](#), [Reprints](#), [Permissions](#), [Privacy Policy](#).

[Advertise](#) | [Newsletters](#) | [Shopping](#) | [E-mail Offers](#) | [Freelance Jobs](#) 

## Solutions

### Whitepapers and eBooks

Intel Brief: Proactive PC Support Improves Service and Lowers TCO  
 Microsoft Article: Make Designer/Developer Collaboration a Reality  
 Whitepapers: Manage Your Business Infrastructure with IBM  
 Whitepaper: Maximize Your Storage Investment with HP  
 Internet.com eBook: Becoming a Better Project Manager  
 Microsoft Partner Portal: What Azure Means for Microsoft Partners

Internet.com eBook: Web Development Frameworks for Java  
 Article: New BlackBerry Enterprise Server Eases Administration for IT Pros  
 Microsoft Article: Stress Free and Efficient Designer/Developer Collaboration  
 Whitepapers: APC IT InfraStruXure Resource Center  
 Internet.com eBook: Developing a Content Management System Strategy  
 MORE WHITEPAPERS, EBOOKS, AND ARTICLES

### Webcasts

Video: Enter the 2009 AT&T devCentral Fast Pitch Contest  
 SAP BusinessObjects Webcast: Unlock the Power of Reporting with Crystal Reports  
 Ipswitch Video: A Closer Look--WS\_FTP Server  
 MORE WEBCASTS, PODCASTS, AND VIDEOS

## Downloads and eKits

Iron Speed Designer Application Generator

[MORE DOWNLOADS, EKITS, AND FREE TRIALS](#)

## Tutorials and Demos

Demo: Microsoft Virtualization - Data Center to Desktop  
Internet.com Hot List: Get the Inside Scoop on the Hottest IT and Developer Products

[MORE TUTORIALS, DEMOS AND STEP-BY-STEP GUIDES](#)

### struct

CONTENT_ID	39836
DEBUG	false
GROUP	[empty string]
ISINTERNALREQUEST	true
PDF	true
PF	[empty string]
S	Enter Search Term
SOURCEKEY	avaya
SUPPORTITEM	0
THISURL	/avaya/Article/39836/9038
UPDATEFEED	false
URLPATH	/avaya/Article/39836
WIDGET_ID	9038