

# IBM WebSphere sMash



For companies that need to develop and deploy cost effective applications that meet situational needs - such as rapidly creating new, dynamic web applications with rich web interfaces and which leverage Web 2.0 technologies such as REST and RSS - WebSphere sMash V1.0 offers:

- Speed: use dynamic scripting languages and browser-based tools to build and deliver situational applications faster
- Simplicity: leverage pre-existing content using visual editors
- Agility: rapidly combine services, feeds and data sources to create situational web-oriented applications

Further, WebSphere sMash improves developer productivity and efficiency through the support of dynamic scripting languages (e.g. PHP and Groovy) which are easy to learn and allow developers to focus on business logic instead of low level functionality when they need to write code.

## Customer Pain Points

- Business: "We need to shorten implementation cycles to meet dynamic situational needs of the business." IT: "I need to be able to quickly build and assemble applications that are better able to fit a unique business situation."
- Business: "We need to easily create, combine and collaborate around reusable content." IT: "I need an agile development environment that allows me to make sharing data amongst applications more seamless, without having to rewrite."
- Business: "We need to leverage our SOA investments by extending more of our services, unlocking content and exposing it to the web and our customers."
- IT: "I have to cost-effectively build, run and manage these growing number of solutions that comply with key IT operations guidelines around manageability, scalability, and security."

## Solution Business Benefits

- Improve developer productivity and efficiency
- Simplify deployment of situational applications
- Increase customer satisfaction and line of business productivity by streamlining end-user interaction with Web-based applications
- Access to a growing online development community of users and the WebSphere sMash development team
- Quickly uncover new business insights and keep up with dynamics of the business
- Easily tie together disparate services and feeds into new applications and create server-side business logic (such as exchanging data with a backend system or kicking off an approval process via an e-mail)
- Minimize IT infrastructure needs with lightweight development platform