Moving Beyond Portals to Social Middleware

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About Me

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Objectives

• What is social middleware

• What is a social application

• What is OpenSocial

• Why open standards are important
What is *Social* Middleware?
In the “old days”...

- Lots of “systems of record”
  - HR Systems
  - CRMs
  - Content Management
- “Roll your own”
Today, everyone wants to be friends...

At a high level...
  People
  Friends
  Activities

In an enterprise setting...
  Profile ~ Base set of info, extended based on business context
  Relationships ~ Org chart, group membership, content
  Activity Streams ~ Flow of information about relationships
Social Middleware a.k.a. Social Platform

Brings integration and collaboration across the data silos: ERP, CRM, HRS, CMS

*Turn “systems of record” into “systems of engagement”*
Open Source Social Middleware

Apache Shindig

Apache Rave

Reference Implementation

www.opensocial.org
What is OpenSocial?
What is OpenSocial?

Industry standard, built and defined by an open community

Platform APIs for providing social context
  Profile ~ Base set of info, extended based on business context
  Relationships ~ Org chart, group membership, content
  Activity Streams ~ Flow of information about relationships

Component model for building cloud based social business applications

OpenSocial has been adopted by top enterprise vendors: IBM, SugarCRM, Jive, eXo, LifeRay, SAP, Tibco, SurfNet, Vivo

www.opensocial.org
What is a social business application?

A cloud based service that leverages social context as a fundamental underpinning of its business logic.
Why build a Social Business App?

Extend your social platform
   Graphical editing
   Co-worker Recognition
   External system quick reference and lookups
   Project Management

Integrate data silos: ERP, CRM, HRS, CMS
Application Markets

• New paradigm for *enterprise* application delivery

• Purpose built apps vs. monolithic application suite

• On demand vs. pre-selected

• Market economics
Why are standards important?
Why are open standards important?

- **Competition**: Facilitates the growth of an ecosystem around a common programming model

- **Cooperation**: Enables community involvement and organic growth

- **Adoption**: Drives interoperability and portability

- **Choice**: Formalizes the social platform and application model

*You can't be a real platform if you are not open!*  
**www.opensocial.org**
OpenSocial: The Social Business Application Platform

- Only industry driven standard for building social platforms & applications
- Community driven innovation
- Broadly adopted in the industry
- Multiple open source projects

www.opensocial.org
Merci!