

***Platforms, Tools, and Collaboration:
Thriving in a On-Demand World***

Presented by:
Colleen Smith
Progress Software

February 28, 2008

PROGRESS
SOFTWARE

Thriving in the future.....

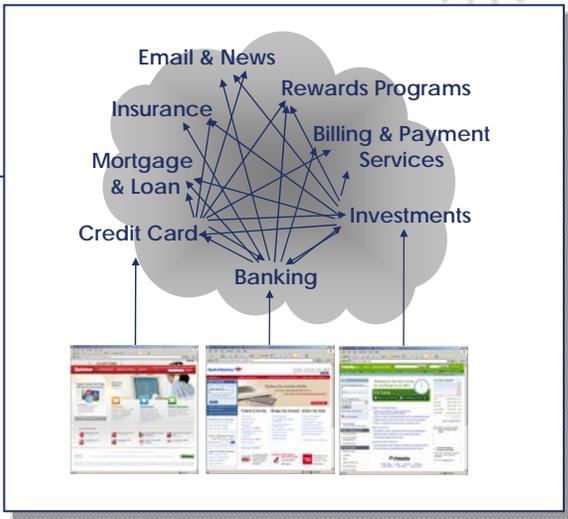
A hundred years ago, companies stopped producing their own power and plugged into the newly built electric grid. The cheap power pumped out by electric utilities not only changed how businesses operated but also brought the modern world into existence...

Today a similar revolution is under way. Companies are tapping into rich services delivered over the Internet. The shift is already remaking the computer industry... But the effects will reach much further.

*The big switch: Rewiring the World, from Edison to Google
by Nicholas Carr*

Examples:

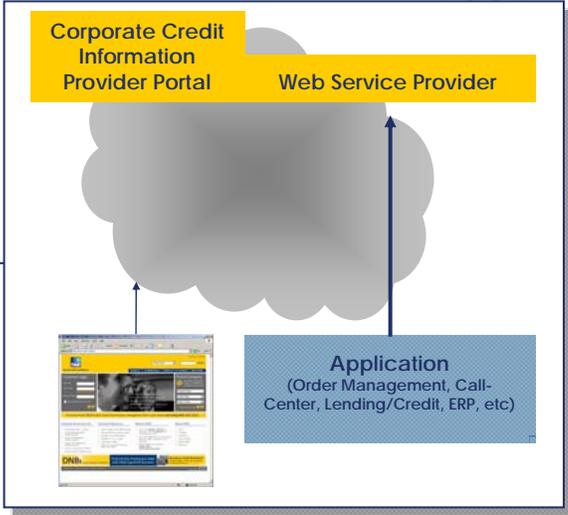
Online Banking Services



Examples:

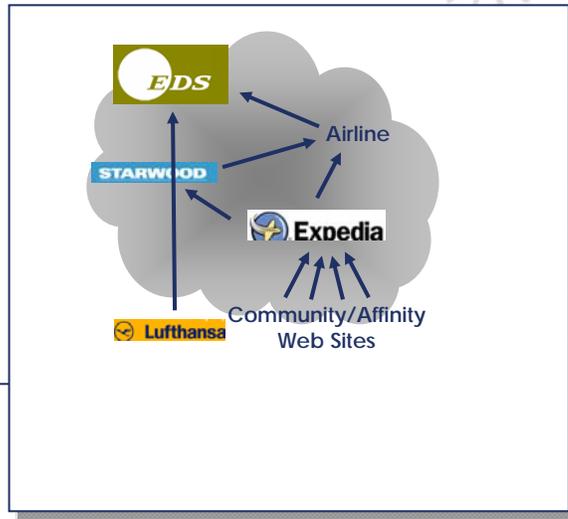
Online Banking Services

Corporate Credit Information



Examples:

- Online Banking Services
- Corporate Credit Information
- Travel Industry Value-Chain



What do all of these have in common?

- Online Banking Services
- Corporate Credit Information
- Travel Industry Value-Chain

- Seamless, intimate experience
 - It's *NOT* about the technology
 - It is *ALL* about the service
- Insertion into the business value network
 - Occurs at many levels
 - Through many different interactions
 - Heterogeneous technology
 - Loosely-coupled processes
 - Security and governance
 - Policy-driven contracts and SLAs
 - Flexibility in access

So, what will the next wave of platforms require to support?

A world where architecture and infrastructure enable dynamic execution of business processes,
....access requirements are driven by the community,
AND...governance is KEY!

What does this mean to you?

Your success in the future will...

Depend on

your ability to insert whatever you do into a value network.... and to do it seamlessly

and Result in

your participation in a new, more dynamic community experience

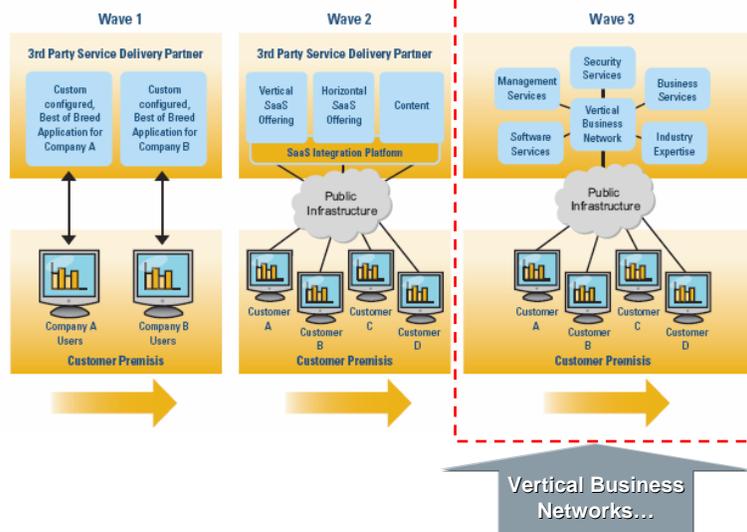
SaaS and SOA blurring together

Vertical Business Networks

Now, what will that require?

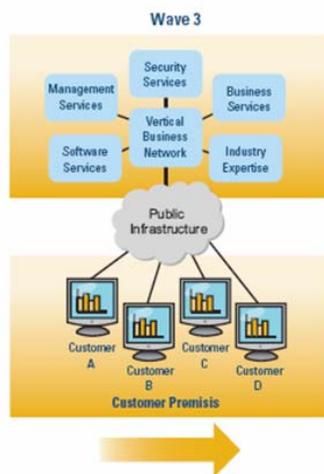
SaaS/On demand Evolution

OpSource
SaaS Summit
2008



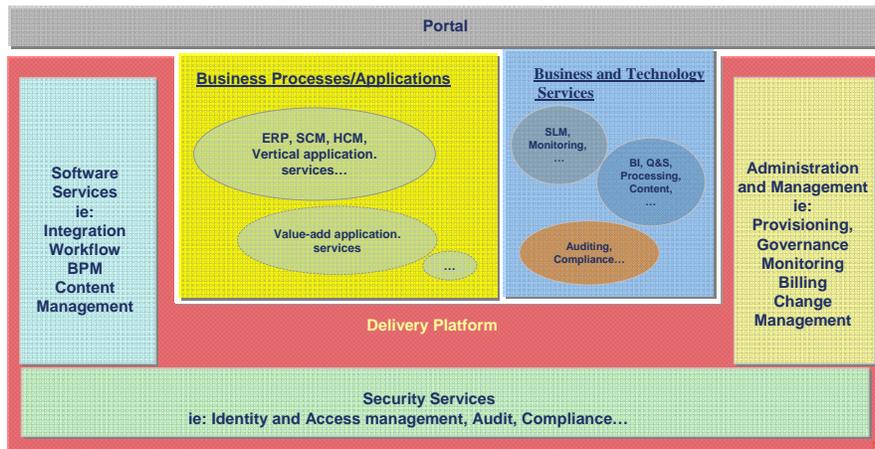
Vertical Business Networks

OpSource
SaaS Summit
2008



- Vertical Business Networks:**
 - Grouping of SaaS business applications and web services
 - Tightly integrated via a common SaaS platform
 - Offer industry-specific business processes and services to a community of users
- Differentiator:**
 - Domain/Industry expertise
 - Ability to address the industry requirements within a specific market
 - Support for the integration and interoperability of business processes
- Value:**
 - Compilation of not only the business processes but also the business and technology services offered to the community of users

So what will the SaaS infrastructure of the future look like?

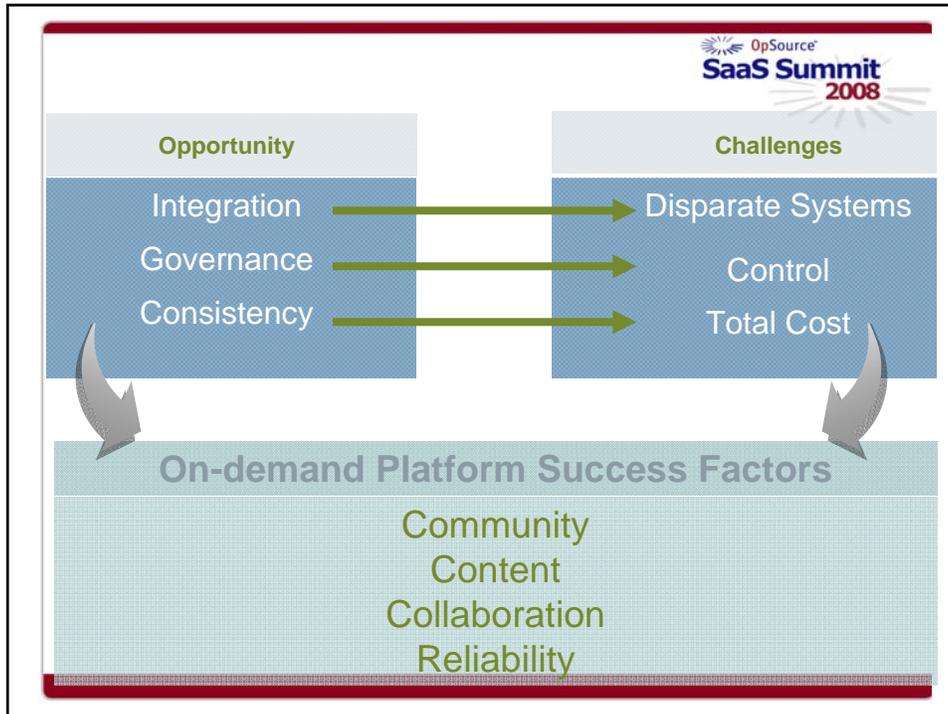


Vertical Business Networks are forming all over the world...



- Financial Services
- Legal Sector
- Healthcare
- Construction
- Travel
- Manufacturing





OpSource
**SaaS Summit
2008**

Thriving in an On Demand World....

- New type of service providers (non-traditional ISVs) are emerging more business-process oriented than technology-focused:
 - Look at using these services providers as a Channel for selling your applications - Banks, travel agencies and law firms have already – and will continue to – enter and act as aggregators and service providers of select niche software applications.
 - Determine if you have enough Industry expertise and then build out your own vertical business network
- Next phase of delivering internet-based applications is marked by companies struggling to determine in what way they will participate in a SaaS ecosystem.
 - SaaS provides for a more dynamic interaction... but requires a more service orientation as well
 - Early adopters have paved the way for this phenomenon to expand into every type of business application