



THE MASHUPS ARE HERE



The Innovation Challenge



Foster Innovation Throughout Your Employee Base

The Innovation Challenge

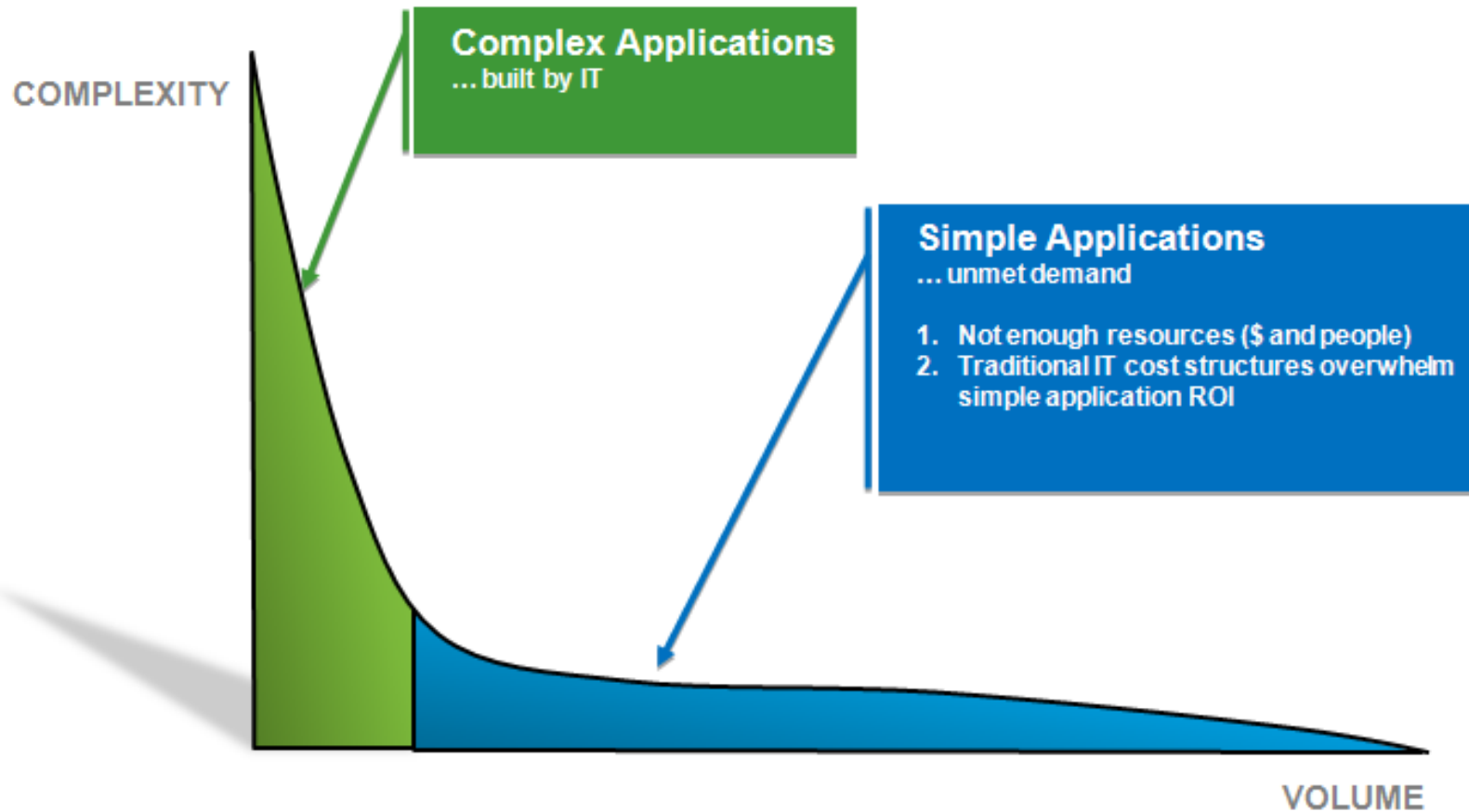
Businesses Need to Innovate in Challenging Economies

Budgets Aren't Growing

True Innovations Comes From Below & Within

**Foster Innovation Throughout
Your Employee Base**

The Long Tail of IT Applications

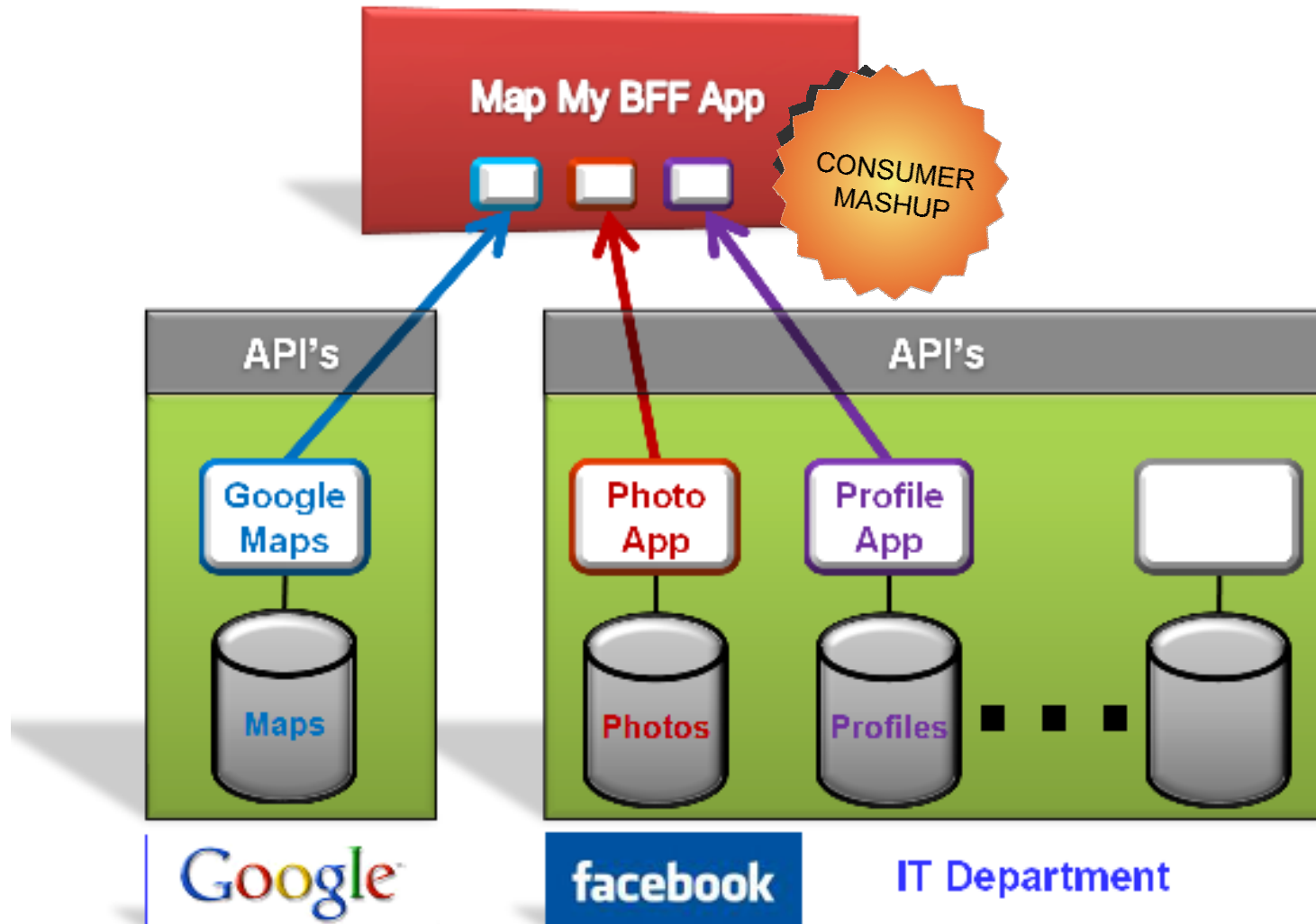


How to Effectively Address the Long Tail?

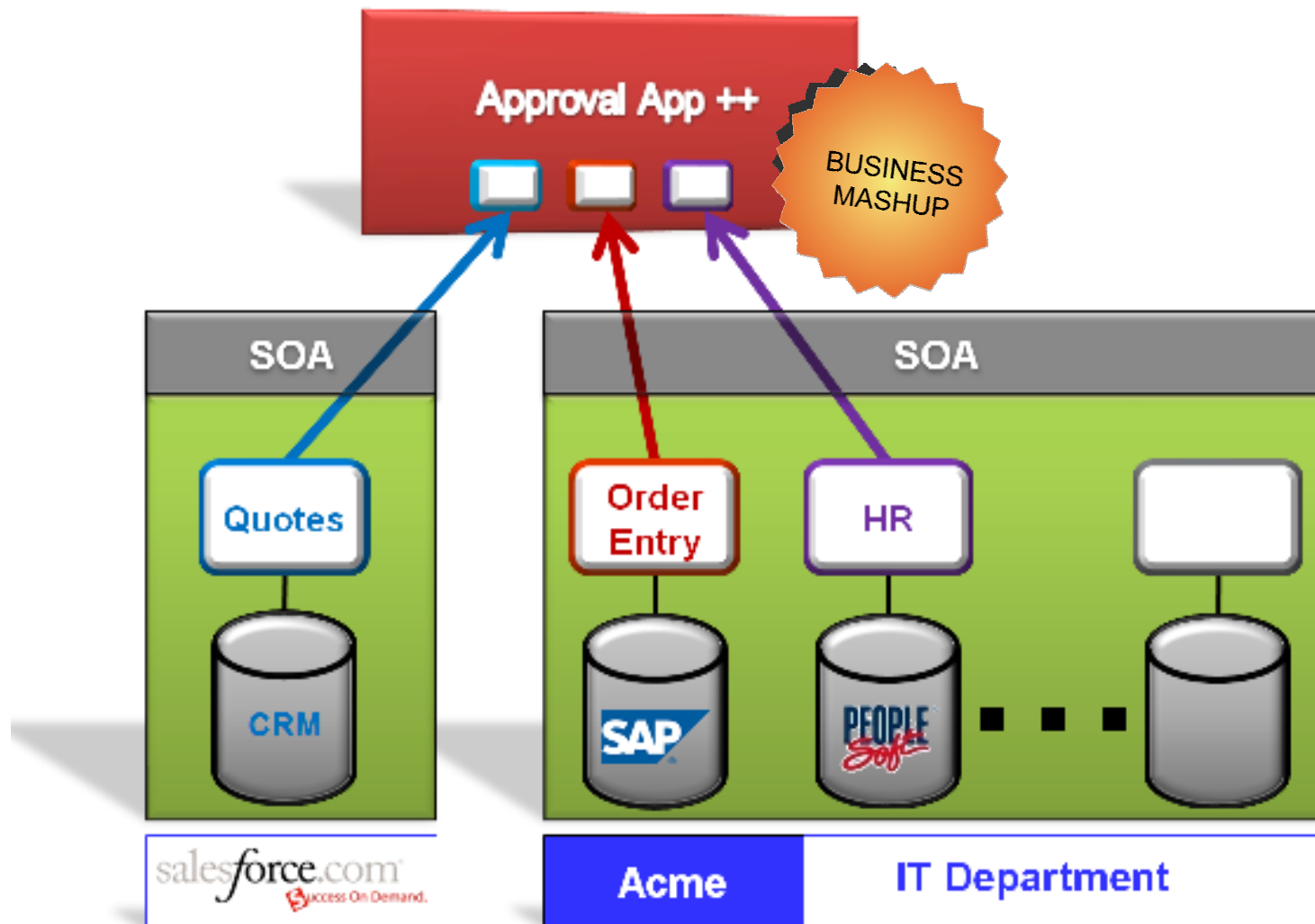
A HINT FROM THE CONSUMER WORLD:



Facebook is a Platform for Innovation



Mashups Can Provide a Platform for Innovation



*“I want to
innovate
without
asking
permission.”*



*“I’m on the
hook for
security,
reliability, &
compliance.”*



THE MASHUPS ARE HERE

Join the Mashup Revolution