



- Intuit Inc.'s QuickBase launched its new QuickBase Business Consultant Program. The program allows members to use their expertise to create unique business applications tailored specifically to the industries they serve without technical expertise or coding.
- This helps members expand their reach into industries formerly served only by IT experts. Using QuickBase, program members will be able to easily build new on-demand business applications from scratch or customize one of 200 available templates and resell them to their clients.
- “SaaS implementations do not require highly technical people, although they may require consultants with data integration skills.
- Instead, seasoned business process management consultants will become the focus for successful project delivery,” according to Forrester Research Inc.'s Oct. 29, 2008 report, “SaaS Economics Will Change ISVs' SI And VAR Channels.”
- Before joining the QuickBase program, Coates' firm was limited to recommending off-the-shelf applications that cost more than \$100,000 or custom-developed solutions built on other platforms.



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Intuit QuickBase

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A screenshot of the Intuit QuickBase web application interface. The browser window shows the URL 'https://www.quickbase.com/db/main?a=MyQS&cg=1&k=bwv63f&m=k7kxe'. The page has a header with the 'intuit.' logo and a navigation bar with 'Help', 'Signed in as Robert Eisenpeter', and 'MY QUICKBASE'. The main content area is titled 'My QuickBase' and includes a sidebar on the left with links like 'You have 0 alerts.', 'Manage your billing account', and 'Get QuickBase Training Online!'. The main panel has tabs for 'Applications' and 'Reports (0/0/0)', and a 'Create a New Application' button. Below this are three application icons: 'Project Manager Plus', 'Manage Your Sales Team', and 'Document Library'. A search bar is also present. The footer contains promotional text about a 30-day trial and links to customize or contact support.



- A QuickBase application customized specifically for a customer's business process in a quarter of the time, at half the cost and twice the margin," said Coates.
- It's a software-as-a-service application, the costs are lower for my customers and they can be up and running in weeks, rather than months."
- The program provides training, partner relationship management, and lead-generation tools to help them locate potential customers and maximize the power of QuickBase.
- QuickBase Business Consultants also receive a free version of QuickBooks Online to help them better manage and grow their own businesses.
- Creating a tailored solution for business on a SaaS platform is not only possible, it's easy," said Bill Lucchini, vice president and general manager of QuickBase. "Making software fit the business needs was formerly the exclusive territory of IT and engineers.
- The QuickBase Business Consultant Program, the value shifts to the entrepreneurs and industry experts who can now solve real business problems without being a technical expert. Entrepreneurs and forward-thinking VARs will see huge benefits from this shift. <http://quickbase.intuit.com/links/partners.asp>.



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Cast Iron Cloud

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- Cast Iron Systems introduced its development platform, the Cast Iron Cloud. Cast Iron offers the choice of a completely cloud-based integration service or an on-premise integration appliance as an organization's application ecosystem evolves.
- Any organization, regardless of size or resources, can connect SaaS solutions with other on-demand and on-premise applications, immediately boosting productivity.
- Companies must be able to efficiently integrate SaaS solutions with other enterprise systems to effectively orchestrate cross-functional business processes.
- By delivering our integration solution in the Cast Iron Cloud, or via our on-premise appliances, we can provide organizations with a seamless and secure transition between on-demand and on-premise environments.”
- As SaaS usage expands from departmental silos into the extended enterprise, integration of data and applications is even more critical to productivity and success.



Cast Iron Cloud

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- Cast Iron and its partners can deliver the most widely used solution for connecting SaaS and enterprise applications through the simplicity and speed of Integration as a Service (IaaS).
- The Cast Iron Cloud leverages the company's delivery of completed integration projects quickly and also eliminates the need for customers to invest in integration infrastructure or deep middleware expertise.
- “Our customers have been very successful using Cast Iron to bring Force.com and Salesforce CRM into their IT environments,” said Ariel Kelman, senior director of platform product marketing at Salesforce.com.
- “With Cast Iron integration solutions available on the Force.com AppExchange, small businesses and large enterprises alike tell us that Cast Iron gives them great time to value for their integration projects.”
- “Given the growing number of vertical solutions built on NS-BOS for NetSuite, as well as the increasing sophistication of our customer base, we wanted to provide our customers and partners options on how to connect to specific vertical and legacy systems.
- “With built-in connectivity to NetSuite solutions and the flexibility to deliver integration in the cloud or using an appliance, Cast Iron accelerates adoption of our ERP, ecommerce, and CRM suite.”



Mozilla Firefox
http://www.castiron.com/integration-solutions/cloud/studio_pop.html

File Edit View Project Orchestration Map Tools Solutions Help

Configuration-Wizard

Configuration

- ✓ 1. Introduction
- ✓ 2. Enter Credentials
- ✓ 3. Verify Salesforce.com connectivity
- ✓ 4. Get custom fields
- ✓ 5. Configure Polling Interval
- 6. Change Account Mapping**
- 7. Verify Integration

Change Account Mapping

You may update the map based on any custom fields you might have added to Salesforce.com.

Design Test

From Orchestration **Select Inputs...**

Salesforce.com_Account

- Account
 - Id
 - IsDeleted
 - MasterRecordId
 - Name
 - Type
 - ParentId
 - BillingStreet
 - BillingCity
 - BillingState
 - BillingPostalCode
 - BillingCountry
 - ShippingStreet
 - ShippingCity
 - ShippingState
 - ShippingPostalCode
 - ShippingCountry
 - Phone

To Orchestration **Select Outputs...**

NetSuite_Customer

- Customer
 - @internalId
 - @externalId
 - customForm
 - @internalId
 - @externalId
 - @type
 - name
 - entityId
 - isPerson
 - salutation
 - firstName
 - middleName
 - lastName
 - companyName
 - entityStatus
 - @internalId
 - @externalId

< Back Next > Finish Cancel Help

Login

Close Window

Done



- Analyst firms Saugatuck Technology and Gartner explain the importance of this announcement for both SaaS users and providers. “To take advantage of SaaS at an enterprise level, users must have access to broad, deep, and sophisticated integration capabilities.
- Requirements for integration could stifle effective and efficient enterprise-wide deployment of SaaS unless SaaS providers commit to delivering more and better enterprise-ready integration solutions.
- According to Gartner, “An analysis of a cross-section of successful SaaS vendors reveals that business-to-business (B2B) flexibility rather than any one B2B standard or approach lowers barriers to SaaS integration and helps drive SaaS adoption.
- The diversity of SaaS integration solutions from SaaS vendors is good because it gives customers more options to solve their diverse integration requirements.”
- Cast Iron is anticipating these diverse end-to-end application integration needs, including data cleansing and migration, and application integration by offering intelligent connections, data transformations, process workflow, monitoring and management, plus guaranteed delivery of all data.



Cast Iron Cloud

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- Cast Iron is transforming the integration experience using the Cast Iron Cloud. The company is introducing a cloud-based library of preconfigured Template Integration Processes (TIPs) for the most common SaaS business processes.
- Cast Iron has created these templates based on its experience with thousands of customer integrations.
- For example, if customers need to integrate two SaaS applications, they simply search Cast Iron's cloud based library of TIPs, choose the TIP that matches their scenario, and deploy it to the Cast Iron Cloud.
- In minutes, their SaaS integration project goes live rather than taking weeks or even months to develop using custom code. In addition, SaaS integrations can be monitored from anywhere at any time using the Cast Iron Cloud.
- For companies that want to customize TIPs based on their specific requirements, Cast Iron is providing a self-guided wizard similar to the simple wizard-based experience in popular products like Intuit TurboTax.
- Users answer a few questions based on the specific situation, and the integration process is automatically customized to expedite SaaS integration and adoption.



Bungee Connect

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- Bungee Labs offers its Bungee Connect web application development and hosting platform. Developers use Bungee Connect to build desktop-like web applications that leverage multiple web services and databases, and then deploy them on Bungee's multitenant grid infrastructure.
- Bungee Connect provides development, testing, deployment, and hosting in a single, on-demand platform. The company claims that using their solution, significant time and cost are eliminated across the entire application life cycle reducing time-to-market by as much as 80 percent.

Bungee Connect includes the following features:

- A single, on-demand environment for developing, testing, deploying, and hosting
- Interaction delivered entirely via browser with no download or plug-in for developers or end users
- Delivery of highly interactive user experience without compromising accessibility and security
- Automated integration of web services (SOAP/REST) and databases (MySQL/PostgreSQL)
- Built-in team collaboration and testing
- Built-in scalability, reliability, and security
- Deep instrumentation of end-user application utilization for analytics
- Utility pricing model based on end-user application use



Bungee Connect

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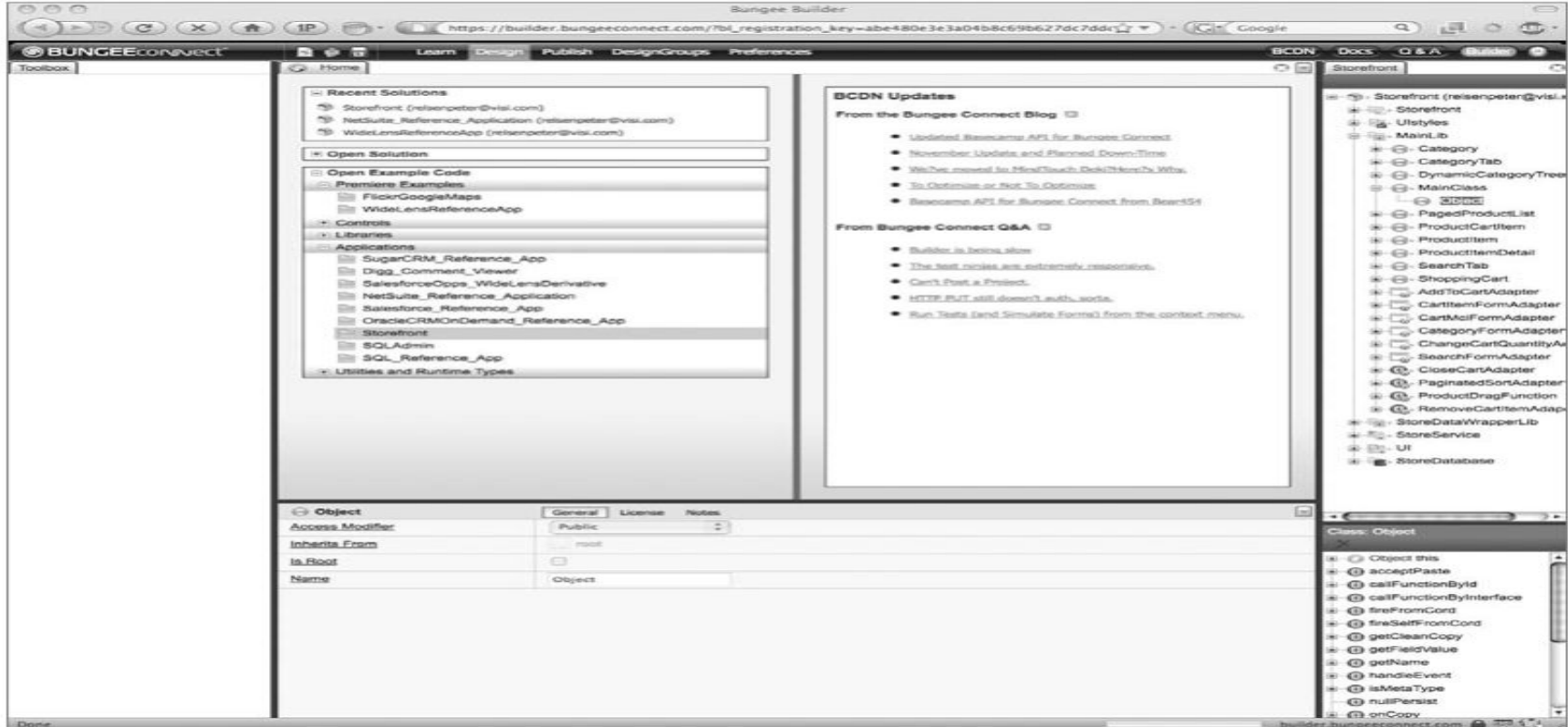
- Developers and IT managers can leverage a completely online platform to build and deliver powerful, AJAX-enabled, multiple data-source web applications.
- Applications may be embedded within other web applications and pages, Software as a Service (SaaS) solutions, or delivered as stand-alone web destinations.
- “Cloud computing, internal-external mashups and online business services are hastening the need for new business models that can support entire application lifecycles,” said Dana Gardner, principal analyst of Interarbor Solutions.
- “It’s not enough to develop as a service, or to deploy as a service the fuller cost-benefit payback comes from the application lifecycle as a service.
- All the better that costs to support the applications from inception to sunset are commensurate with use and demand.
- Enterprise IT innovators and efficiency-minded independent developers alike should view the Bungee Connect model as the platform and mashup approach of the future.”



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Bungee Connect

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- Development, team collaboration, and test deployment hosting on Bungee Connect are free of charge. Developers pay only when their applications are actually used by end users.
- Once a Bungee-powered application is deployed on the Bungee Grid infrastructure, end-user utilization of the application is deeply instrumented to provide developers with detailed insight into application performance and usage patterns, and to compute the application's utility bill.
- Depending on the usage profile of an application, businesses can expect to pay between US\$2 to US\$5 per user per month for a heavily used business productivity application, or fractions of a cent per e-commerce transaction.
- All Bungee-powered applications are hosted for free during the Bungee Connect Public Beta. For more information about Bungee Connect, visit <http://www.bungeeconnect.com>.



Development-Google App Engine *Go, change the world®*

- There are many different places you can turn to develop your own applications.
- The development steps with three different, popular platforms: the Google App Engine, Salesforce.com, and Microsoft Azure.

Google App Engine :

- Google uses Python
- To get started, you must first download the Google App Engine development kit, located at <http://code.google.com/appengine/downloads.html>.
- The SDK is available for Windows, Mac OS X, and Linux environments that also have Python 2.5.
- The SDK includes a web server application that simulates the App Engine environment.
- It also includes a local version of datastore, Google Accounts, and the ability to get URLs and send email from your computer using the App Engine APIs.



Development-Google App Engine

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- Need Python 2.5 installed on your computer. Mac OS X Leopard users already have Python 2.5 installed. You can download Python from the Python web site at <http://www.python.org/>.
- Download and install the App Engine SDK. For this demonstration, you will use two commands from the SDK:
- `dev_appserver.py` The development web server
- `appcfg.py` Used to upload your app to App Engine
- If you are using the Zip archive version of the SDK, those commands are located in the `google_appengine` director.

The App :

- App Engine applications communicate with the web server using the CGI standard. When the server receives a request for your application, it runs the app with the request data in environment variables and on the input stream.
- When it responds, the app writes the response to the output stream and includes HTTP content.



Development-Google App Engine *Go, change the world®*

- Here's Johnny! The app we are going to make displays a little greeting. To get started, make a directory named heresjohnny. All the files for this app will be stored in this directory.
- Inside that directory, create a file named heresjohnny.py to include this code:
- `print 'Content-Type: text/plain'`
- `print "`
- `print 'Here's Johnny!'`
- What's going on here is that the Python script responds to the request with an HTTP header that describes content (HTTP), a blank line, and the message, "Here's Johnny!"

A screenshot of a code editor window titled 'heresjohnny'. The window has a menu bar with 'Styles', 'Spacing', and 'Lists'. Below the menu bar is a ruler with line numbers 10 through 16. The code is as follows:

```
10 print 'Content-Type: text/plain'
11 print "
12 print 'Here's Johnny!'
13
14
15
16
```




- Configuration File Next, you need to have a configuration file called app.yaml.
- Create a file in the directory called app.yaml and write it to read as follows:
- application: heresjohnny
- version: 1
- runtime: python
- api_version: 1
- handlers:
- - url: /*
- script: heresjohnny.py

A screenshot of a text editor window titled 'app.yaml'. The window contains the following YAML configuration:

```
application: Here's Johnny
version: 1
runtime: python
api_version: 1

handlers:
- url: /*
  script: main.py
```



Here's what the code is doing, line by line:

- The application identifier is heresjohnny. When the application is registered with App Engine, you select a unique identifier, so this will change. It can be named whatever you want at this stage.
- This is the first version of this code, this is number 1. Use this field to keep track of different versions of your app's code.
- This code runs in the Python runtime environment, version 1.
- Every request to a URL whose path matches the regular expression `/.*` will be handled by the `heresjohnny.py` script.
- Script Testing Because the handler script and configuration file are mapping every URL to the handler, the application is done. That's it. Now you can test the app with the web server included with the App Engine SDK.
- Start the web server with the following command (including the path to the heresjohnny directory):
- `google_appengine/dev_appserver.py heresjohnny/`



- Now that the web server is running, it is listening for requests on port 8080. Check to make sure it is using that port by entering this URL in a web browser: <http://localhost:8080/>
- You can leave the web server running, even if you make changes to the app. The web server knows to watch for changes in your source files and reload them if need be. Test it out. Make a change to your heresjohnny.py file and then reload the page by entering <http://localhost:8080>.

Uploading the App :

- After creating and managing your app and registering it on Google, the next step is to upload the application using a command-line tool included in the SDK called appcfg.py.
- Registration After you've created your app using the Administration Console (found at <http://appengine.google.com/>), the next step is to register the application ID for your application.





The screenshot shows the 'Create an Application' page on the Google App Engine website. The browser's address bar shows 'http://appengine.google.com/start/createapp'. The page has a header with 'Google App Engine' and a user profile for 'robertseisenpeter@gmail.com'. The main content area is titled 'Create an Application' and contains several sections: 'Application Identifier' with a text input 'Hello Johnny!' and a 'Check Availability' button; 'Application Title' with a text input 'Hello Johnny!'; 'Authentication Options (Advanced)' with a 'Learn more' link; 'Open to all Google Accounts users (default)' with an 'Edit' link; and 'Terms of Service' with a section titled '1. Your Agreement with Google'. At the bottom, there is a checkbox 'I accept these terms.' and 'Save' and 'Cancel' buttons. The footer shows '© 2008 Google' and links to 'Terms of Service', 'Privacy Policy', 'Blog', and 'Discussion Forums'.

Create an Application

http://appengine.google.com/start/createapp

Create an Application Start

Google App Engine robertseisenpeter@gmail.com | My Account | Help | Sign out

Create an Application

Application Identifier:
Hello Johnny! appspot.com [Check Availability](#) Sorry, "Hello Johnny!" is not available. Application identifiers may contain only numbers, lowercase letters or hyphens and must be between 6 and 30 characters. You can map this application to your own domain later. [Learn more](#)

Application Title:
Hello Johnny!
Displayed when users access your application.

Authentication Options (Advanced): [Learn more](#)
Google App Engine provides an API for authenticating your users. If you choose not to use this, anyone in the world will be able to access your application. However, if you choose to use this, you'll need to specify now who can sign in to your application.

Open to all Google Accounts users (default)
If your application uses authentication, anyone with a valid Google Account may sign in. (This includes all Gmail Accounts, but does "not" include accounts on any Google Apps domains.)
[Edit](#)

Terms of Service:

1. Your Agreement with Google

1.1. Your use of the Google App Engine service (the "Service") is governed by this agreement (the "Terms"). "Google" means Google Inc., located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States, and its subsidiaries or affiliates involved in providing the Service.

☒ I accept these terms.

[Save](#) [Cancel](#)

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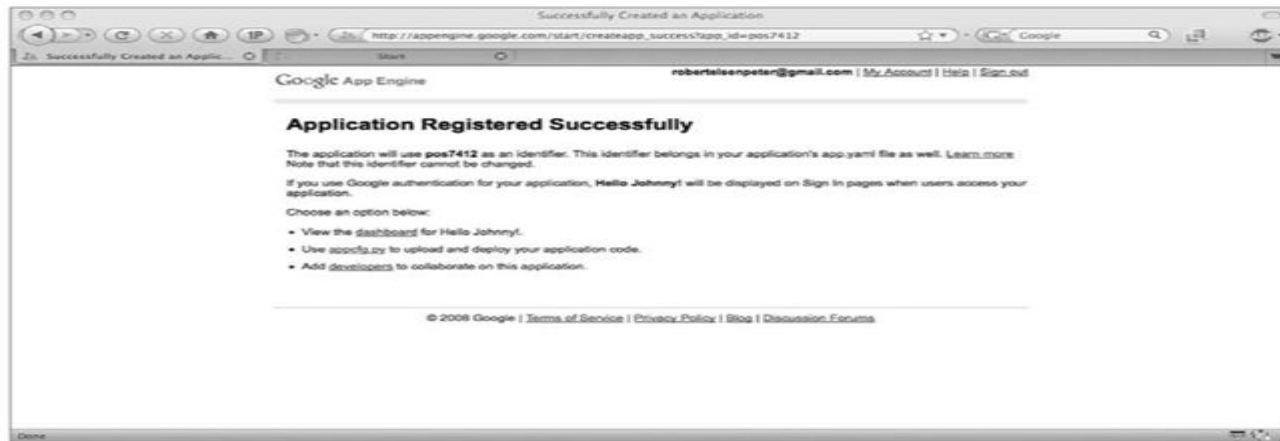


- The app will still be called Here's Johnny. There can be a million apps named Here's Johnny, but they all need different registration codes.
- Once the registration is successful, you see a screen like the one in Figure that lets you start managing your app on the Google Cloud.
- Once the registration is completed, you access the application by going to <http://application-id.appspot.com>.
- In our case, it would be <http://pos7412.appspot.com>.
- Next, you have to go back into your app.yaml file and change the value of the application: setting. In our case, it is being changed from heresjohnny to pos7412.
- This tells the system what the app is registered as.
- Send It In To upload your finished application to Google App Engine, run the following :
- `command:appcfg.py update heresjohnny/`



Development-Google App Engine *Go, change the world®*

- Enter your Google username and password at the prompts.
- Now you can see your application on App Engine and all you need to do is open up a web browser and enter <http://application-id.appspot.com>.
- You can do much more with the Google App Engine SDK. You can find out more information on development from whatever vendor you get an SDK for.



Once you've registered the app, Google lets you know that it's got a home.