



## Faster, Flexible Development – IBM Websphere sMash

### Agile Development to meet rapidly changing business requirements:

In today's market climate, there is increased pressure to build applications quickly to answer the situational needs of the business—for example, applications to handle specific budget issues, users registering for an event, or the flow of an online transaction. These situational needs are being satisfied more easily than ever before by a growing number of services on the Web, and revolve around new programming approaches, mainly dynamic scripting languages such as PHP Hypertext Preprocessor (commonly known as PHP) and Groovy.

Sometimes the needs of the business call for the creation of strategic core business applications, but more often, an application is needed to fulfill a more tactical need. To make these types of situational applications feasible from a cost / benefit perspective, they should be simple to create, support reuse and sharing of services, and be quickly adaptable as the needs of the group or user change.

IBM WebSphere sMash software is a development and execution platform based on the highly acclaimed public incubator Project Zero (hosted at [projectzero.org](http://projectzero.org)). WebSphere sMash advances the simplicity of IBM Smart SOA and accelerates the alignment of business and IT by allowing developers to quickly and simply deliver dynamic Web 2.0-based applications, enabling mashups.

### The Benefits of Situational Applications:

- Vastly reduced development time E.G. a 67% reduction in time to production for a recent customer.
- Low Investment costs, only pay when you use in Production.
- Make use of the large pool of commercial PHP programmers in the market. Don't be limited by J2EE resource constraints.
- Web 2.0 built in, edit database records quickly, easily consume and provide data feeds.
- Built in functionality - RSS / REST / Reliable Messaging / Drag & Drop application development.
- The application is the server - this reduces the deployment.
- Re-Use both app's and code - written to open APIs.

### WebSphere sMash in Three Words:

#### Speed:

- Dynamic scripting languages
- Fewer lines of code
- Browser-based tooling

#### Simplicity:

- Leverage pre-existing content
- Use the web as your SOA platform
- Visual Assembly-style development

#### Agility:

- Small footprint
- Easily modify your applications
- Restart the server in seconds

