DEVELOPMENT: DIGITAL

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The New Open and Expanding Ecosystem of TIBCO ActiveMatrix BusinessWorks™ 6

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Agenda

1. What’s New

2. Connectors on all Delivery Channels

1. Custom Tooling and Ease of Consumption

2. Demo

3. TIBCO® Community Edition Connectors
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### Connector Ecosystem

<table>
<thead>
<tr>
<th>Technology</th>
<th>Application</th>
<th>TIBCO</th>
<th>Functional</th>
<th>Community Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Database</td>
<td>PeopleSoft</td>
<td>TIBCO ActiveSpaces®</td>
<td>SmartMapper</td>
<td>MQTT <em>New</em></td>
</tr>
<tr>
<td>Files</td>
<td>SAP <em>New</em></td>
<td>TIBCO® Managed File Transfer</td>
<td>Data Conversion</td>
<td>OData <em>New</em></td>
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<tr>
<td>HL7 <em>New</em></td>
<td>Siebel</td>
<td>TIBCO® MDM</td>
<td>Mobile Integration</td>
<td>AMQP <em>New</em></td>
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<td>EJB</td>
<td>Oracle E-Business Suite</td>
<td>Trillium</td>
<td></td>
<td>Apache Cassandra <em>New</em></td>
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<td>Secure FTP</td>
<td>Salesforce.com</td>
<td>TIBCO BusinessConnect™</td>
<td></td>
<td>Apache Spark <em>New</em></td>
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<tr>
<td>Big Data</td>
<td>Microsoft SharePoint</td>
<td></td>
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<td>Apache HBase <em>New</em></td>
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<td>Large XML</td>
<td>NetSuite</td>
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<td>IBMi</td>
<td>Marketo</td>
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<tr>
<td>LDAP</td>
<td>Facebook</td>
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<td></td>
<td>Twitter</td>
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<tr>
<td>MongoDB <em>New</em></td>
<td>Dynamics CRM</td>
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<td>WebSphere MQ</td>
<td>Workday <em>New</em></td>
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<td>OSISoft PI <em>New</em></td>
<td>JDE <em>New</em></td>
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<td>SWIFT <em>New</em></td>
<td>PDF <em>New</em></td>
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<td>PDK</td>
<td>Excel <em>New</em></td>
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<td></td>
<td>ServiceNow <em>New</em></td>
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*New* indicates new or updated features.
### Ecosystem Focus Areas

<table>
<thead>
<tr>
<th>Cloud Readiness</th>
<th>The Connected Enterprise</th>
<th>Business Continuity</th>
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<tbody>
<tr>
<td>Co-ordinated Strategy with ActiveMatrix BusinessWorks™</td>
<td>Big Data</td>
<td>Popular Plug-ins / Feature requests</td>
</tr>
<tr>
<td>Strategic Connectors on TIBCO® Cloud Integration &amp; TIBCO BusinessWorks™ Container Edition</td>
<td>SaaS</td>
<td>Adapter Maintenance</td>
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<td></td>
<td>Strategic Platform Connectors (for Salesforce, SAP, Marketo, etc.)</td>
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Connectors on all Delivery Channels

- Feature parity
- Design Time experience same
- Enable more connectors
Custom Tooling and Ease of Consumption

- TIBCO ActiveMatrix BusinessWorks™ Plug-in Development Kit
  - Helps accelerate the development of custom plug-ins and palettes
  - Wizard-driven approach
  - Generates -
    - Standard plug-in/palette code
    - Installer (Eclipse plug-in and runtime installation scripts)
    - Online documentation
Custom Tooling and Ease of Consumption

• You now have access to the same tooling our internal developers use when creating Plug-ins

• Why use it?
  • ActiveMatrix BusinessWorks skeleton code
    • Jump-start development
    • Code consistency

• Project artifacts
  • Configuration files
  • Icons
  • Documentation
Custom Tooling and Ease of Consumption

- Eclipse Update Site

- ActiveMatrix BusinessWorks connectors made available on Eclipse update site

- Developer edition license

- Validate your use case and then purchase the connector for production use.

- [http://update.tibco.com/bw/6.3/](http://update.tibco.com/bw/6.3/)
Big Data Connectivity
Use Case

Identify potential customers for new credit card promotion

Data Sources
- Customer
- Online Transaction
- Web Logs

Structured, Semi Structured, Unstructured Data

Data Lake - Collect data from different sources

Process and Transform Data

Store and Explore Data

Identify Customers for Promotions

TIBCO Solution

Marketeto
- Create Leads
- Run Campaigns
Demo

Automate Marketing Campaigns using Big Data
TIBCO Community Edition Connectors

• Custom-built connectors or sample ActiveMatrix BusinessWorks projects

• Available for free

• No official support offered

• OData, AMQP, MQTT, Apache Cassandra, Apache Spark, Apache HBase, JSONComparison
TIBCO Community Edition Connectors

- New Technology/Application Target
- Product Managers and Engineering work on the feature scope
- Do you have any connectors to contribute on TIBCO Community?
- Send Details to Product Managers
- Product Managers will initiate the release process
- Release TIBCO Community Edition Connector
- Track Feedback
- Customer Requests
- Use case validations
- Add new requirements and enhancements
- Release Premium Edition Connector (with Official Support)
Next Steps

• Stop by the Booth

• Download and try out PDK

• Download TIBCO Community Edition Connectors
  • Share your feedback

• Visit community.tibco.com for more details
Takeaways

1. Focus Areas – Cloud, Big Data, SaaS

2. Connectivity with Broad Coverage with Functional Depth (On-Premise, Private Cloud, iPaaS)

3. Come & Contribute – Join the TIBCO Community!