



Platform as a Service

Data Quality, Data Access and Data Services

Workshop Session
DataServices World 2008

Moderator:

Peter Coffee
Director, Platform Research
salesforce.com

Presenters:

Tom Tague (Reuters)
Stef Damianakis (Netrics)
Carlo Innocenti (DataDirect)



The Universe is Expanding

- IDC: “By 2011, the digital universe will be 10 times the size it was in 2006”
 - “Because of the growth of VoIP, sensors, and RFID, the number of electronic information ‘containers’ — files, images, packets, tag contents — is growing 50% faster than the number of gigabytes.”
 - The information created in 2011 will be contained in more than 20 quadrillion — 20 million billion — of such containers, a tremendous management challenge for both businesses and consumers”
- And yes, it’s your problem
 - “Approximately 70% of the digital universe is created by individuals, but enterprises are responsible for the security, privacy, reliability, and compliance of 85%.”

There's no such thing as a "Web page"

- When you look at an Amazon.com "page", you're invoking 250-300 separate services
 - Owned, operated, and improved by separate teams
 - Without the data, Amazon.com is just another bookstore
- When companies shop for SaaS applications, they don't want to settle for vanilla
 - Harris Interactive wanted to build a "sales culture"
 - Customized salesforce.com apps with **more than 250 new data fields**
 - Developed automated workflows for approval and commissions management
 - New devices demand context-appropriate views
 - Full-screen and hand-held experience should share a common truth
 - iPhone and full-screen Safari can be treated identically, but should not be

Please welcome our speakers

- Stefanos “Stef” Damianakis
 - President and CEO of Netrics
 - 20 years’ experience in data matching technologies: IBM Watson Research Center, NEC, Panasonic, Princeton University
- Thomas Tague
 - VP of Solutions, Clear Forest (a Thomson Reuters company)
 - Currently heading Calais Initiative effort at Thomson Reuters (www.opencalais.com)
- Dr. Carlo Innocenti
 - Senior XML program manager, DataDirect Technologies
 - Responsible for overall strategy and direction of XML products

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 - President and CEO of Netrics
 - 20 years’ experience in data matching technologies: IBM Watson Research Center, NEC, Panasonic, Princeton University
- Thomas Tague (Understanding stuff)
 - VP of Solutions, Clear Forest (a Thomson Reuters company)
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- Dr. Carlo Innocenti (Using all this stuff)
 - Senior XML program manager, DataDirect Technologies
 - Responsible for overall strategy and direction of XML products

CEO Needs

Innovative
Governable
Affordable

CIO Mandates

Productive
Reliable
Secure

Enterprise Cloud Computing:
Platform as a Service

Thank you

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