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***Mashup Corporations: The End of Business As Usual Chronicles Service-Oriented Business Transformation***

*New Book Defines the Rules to Practicing "Safe SOA"*

**San Francisco, CA (October 23, 2006)** --- Service orientation is an organizing principle for business rather than a discrete technology or a set of mechanisms, according to a new book, *Mashup Corporations: The End of Business As Usual*. The evolution of Service-Oriented Architecture has the capacity to expand the reach of the enterprise by enabling services to define and transform relationships, and expand the scope of what Information Technology (IT) can make possible. But to take advantage requires companies to rethink their approach not just to their IT but to their entire business model.

Published by leading thinkers from Capgemini, Intel and KurMeta, the book takes a unique approach to chronicling the impact of service orientation on business. *Mashup Corporations* tells the story of fictional appliance maker Vorpall Inc. and its pursuit of creative sales methods for its popcorn poppers. Marketing manager Hugo Wunderkind has identified a new channel and willing market for a personalized popper. CEO Jane MoneyMaker recognizes a winner, but how can she persuade CIO Josh Lovecraft to adapt his processes?

Over the ensuing months Vorpall goes on a mashup-fuelled journey from popcorn popper manufacturer to Service-Oriented Enterprise, with new markets and new revenue streams. On the way the company understands and embraces the changing nature of its relationships with customers, suppliers, IT departments and its own employees.

*Mashup Corporations* jumps deftly from its fictional setting to the real world and provides specific guidance in the form of rules that are analyzed and supported with examples. This result is a cultural, rather than technical, guide to Service-Oriented Architectures and Web 2.0 technologies. The book takes its name from the new concept of a mashup, a web application that seamlessly combines content from more than one source into an integrated experience.

“We chronicled business transformation through this book because business and IT leaders need to understand that service orientation is about more than a discrete technological advance,” said Andy Mulholland, co-author and Global Chief Technology Officer for Capgemini. “Everything that a business provides externally and internally is being broken down into components and requires technology, culture, and business model change. SOA is the necessary business approach to transformation to turn this IT innovation into a business opportunity.

“Much of the change is being driven by the influence of Generation Y—those consumers and employees for whom technology is a basic life skill. In industries where this generation dominates, such as music and travel, we have already seen a massive change in the way business is done. Their willingness to embrace new technologies and new business models means there’s simply no such thing as ‘business as usual’ anymore, and soon this will be true of all sectors” adds Mulholland.

"*Mashup Corporations* provides multi-dimensional insight for executives, from the CEO on down, to visualize and engage in the business environments fueled by services orientation and the plethora of new labels such as web 2.0, mashups, business 2.0, Wiki's and BLOGs, that are permeating traditional business environments,” said Chris S. Thomas, Chief Strategist at Intel. "The unique format of fiction combined with business rules, technology implementations and real-world examples brings to life the business, social and technological implications facing today's business decision makers."

The book has already received praise for its ability to connect the dots between the advent of Web-based technologies in the past and new governing principles for business in the future.

“If you thought the first decade of the Internet was disruptive, you ain’t seen nothing yet!,” said Geoffrey Moore, Author of *Crossing the Chasm* and *Dealing with Darwin*. “As the authors of *Mashup Corporations* make clear, the next generation of Web-related services and technologies is unleashing a raft of next-generation business models that will reorganize the planet. The only question is, where will you and your organization be after the re-org?”

For more information on *Mashup Corporations: The End of Business As Usual* please go to [www.mashupcorporations.com](http://www.mashupcorporations.com).

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