

## Apatar to Speak on Enterprise 2.0 and Data Mashups at Dr. Dobb's Architecture & Design World 2008

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Category: [IT, New Media & Software](#)

Press release from: [Apatar](#)



Renat Khasanshyn, the founder and CEO of Apatar, will speak on the future of enterprise data mashups at Dr. Dobb's Architecture & Design World 2008 on July 24, 2008 at the Hyatt McCormick Place, Chicago, IL.

Apatar, Inc., the leading provider of open source software tools for the data integration market, has been selected to speak at the Dr. Dobb's Architecture & Design World 2008 conference, the independent event dedicated to software architecture, design, modeling, and UML. The conference will be held on July 21-24, 2008 at the Hyatt McCormick Place, Chicago, IL, and include 75 focused sessions on real-world topics, visionary keynotes, in-depth training, and networking with peers, industry leaders, and world-class speakers.

### Enterprise 2.0 and Data Mashups: Bridging the Information Gap

In his presentation, Renat Khasanshyn, the founder of the Apatar Open Source Data Integration project, will explore how enterprise architects, developers, and business users can leverage existing mashup technologies to build and deploy data mashups. The session will focus on tips and best practices and also highlight the major challenges preventing mashup design tools from being implemented across the enterprise sector. Finally, Mr. Khasanshyn will walk the audience through the process of building "Cold Call Assistant for Salesforce.com," the mashup that won the 2007 IBM Business Mashup Challenge.

After attending this session, you will:

1. Understand the impact of data mashups on the developer community
2. Learn how to select mashup technologies and tools for your data integration projects
3. Discover tips, best practices, and strategies for leveraging these tools and solving the most common mashup challenges

### Speaker quote

"As the momentum for the new class of SOA middleware continues to grow, enterprise developers are looking for simple yet scalable solutions that can integrate disparate data across a variety of on-premises and on-demand systems and applications," said Renat Khasanshyn. "With many of such data integration problems being relatively small in scope, companies can't justify bringing in expensive middleware. I'll be happy to introduce the open source solutions that bring the ease of drag-and-drop data mashup tools to Dr. Dobb's Architecture & Design World attendees."

Session information: what, where, when

“Enterprise 2.0 and Data Mashups: Bridging the Information Gap”

Renat Khasanshyn, founder and CEO of Apatar, Inc.

July 24, 2008, 1:30–3:00 p.m.

Track: Service-Oriented Architecture

Hyatt Regency McCormick Place, 2233 S. Martin L. King Drive, Chicago, IL

Audience Level: Intermediate

[www.cmpevents.com/SDUM8/a.asp?option=G&V=3&id=575532](http://www.cmpevents.com/SDUM8/a.asp?option=G&V=3&id=575532)

#### About Apatar

Apatar is the leading provider of open source software tools for the data integration market. With powerful Extract, Transform, and Load (ETL) capabilities, Apatar enables its users to easily link information between databases (such as MySQL, Microsoft SQL, Oracle), applications (Salesforce.com, SugarCRM), and the top Web 2.0 destinations (Flickr, Amazon S3). Apatar provides support, training, and consulting services for its integration solutions. Headquartered in Western Massachusetts, Apatar operates a development center in Minsk, Belarus. Apatar is currently used by 3500 organizations and individuals worldwide. For more on Apatar, please visit [www.apatar.com](http://www.apatar.com) and [www.apatarforge.org](http://www.apatarforge.org)

#### About Dr. Dobb's Architecture & Design World

Dr. Dobb's Architecture & Design World is the only independent conference dedicated to software architecture, design, modeling, and UML. With more than 70 educational sessions, this conference provides the tools, resources, and knowledge needed to effectively implement the latest design techniques into your software development projects.

Please visit [drdobbsarchworld.com](http://drdobbsarchworld.com) to learn more.

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