

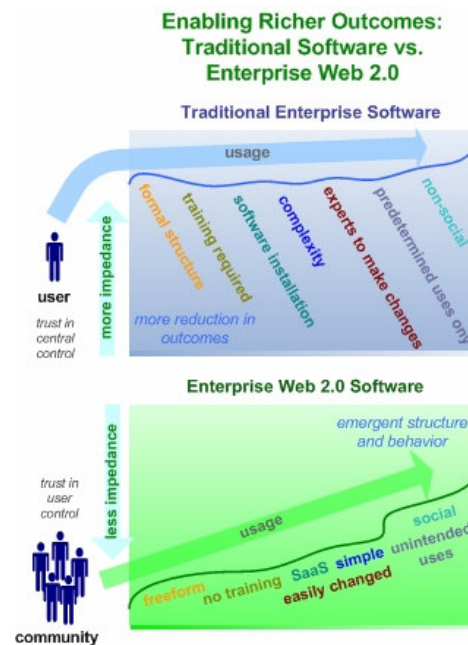
AJAX for ORACLE

Creating Enterprise-class Rich Internet Applications from your
Oracle database

What is Enterprise Web 2.0?

*“...enabling rich,
dynamic outcomes
from our IT systems...”*

-MIT Sloan School Review



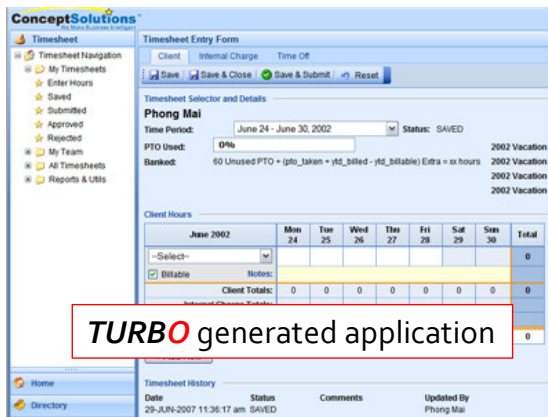
Are you ready for Enterprise Web 2.0?

“RIA..the next evolution of the web” - Gartner

“By 2010, at least 60% of application development projects will include RIA” – Gartner

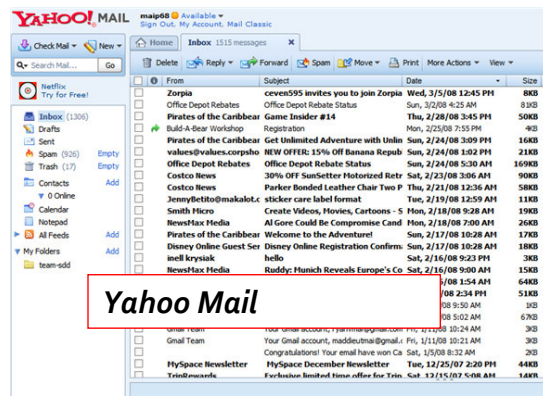
- Rich Internet Applications (RIA) offer superior UI similar to client apps
- Consumer-led Web 2.0 is a proven success
- Enterprise adoption slow due to security/architecture concerns
- RIA is ideal presentation layer for SOA
- Leverage the network effect...harness the Collective Intelligence

RIA Examples

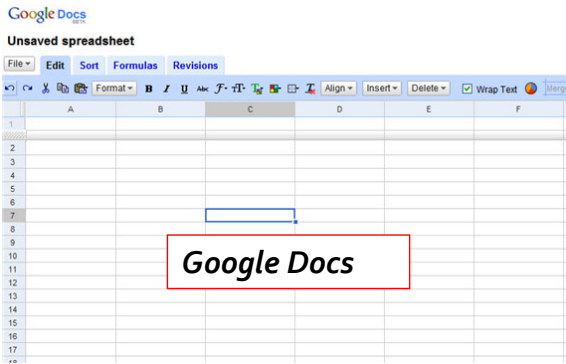


The screenshot shows the 'ConceptSolutions' Timesheet application. It features a 'Timesheet Entry Form' for 'Phong Mai' covering the period 'June 24 - June 30, 2002'. The form includes fields for 'Client', 'Internal Charge', and 'Time Off'. Below the form is a 'Client Hours' table for the month of June 2002. The table has columns for days of the week (Mon-Sun) and a 'Total' column. The 'Total' column shows a value of 0. A red box highlights the text 'TURBO generated application' overlaid on the bottom part of the screenshot.

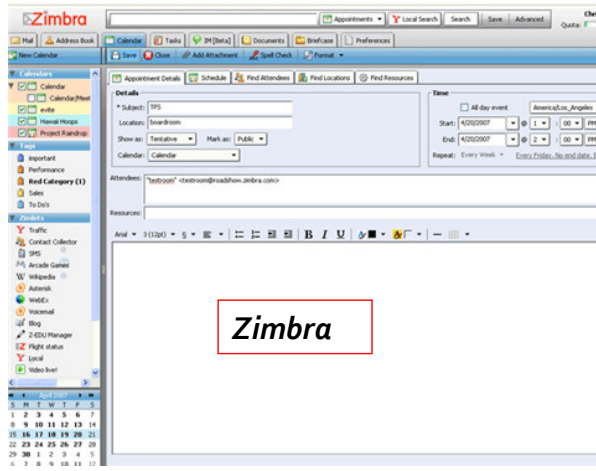
Client Hours	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
June 2002	24	25	26	27	28	29	30	0
Client Totals:	0	0	0	0	0	0	0	0



The screenshot shows the 'YAHOO! MAIL' interface. It displays a list of emails in the inbox, including messages from 'Zorpia', 'Office Depot Rebates', 'Pirates of the Caribbean', and 'Office Depot Rebates'. A red box highlights the text 'Yahoo Mail' overlaid on the middle part of the screenshot.



The screenshot shows the 'Google Docs' interface with an 'Unsaved spreadsheet'. The spreadsheet is empty, showing columns A through F and rows 1 through 17. A red box highlights the text 'Google Docs' overlaid on the bottom part of the screenshot.



The screenshot shows the 'Zimbra' calendar application. It displays a calendar view with a sidebar on the left containing various tools like 'Calendar', 'Tasks', 'Documents', and 'Preferences'. The main area shows a calendar grid with a red box highlighting the text 'Zimbra' overlaid on the bottom part of the screenshot.

RIA Development Options

AJAX	FLASH/FLEX	JAVA	.NET/SILVERLIGHT
DHTML and JavaScript	Adobe Flash/Flex for rich animation and video	J2EE architecture with EJB and JSP in a web service container	.Net framework with ASP.Net and .Net managed component in a web container
Browser run with no plug-in Truly thin client	Adobe Flash/Flex browser plug-in	Java Virtual Machine on browser + third party runtime install	.Net Virtual machine and/or Silverlight plug-in

AJAX leading RIA

- AJAX is the best solution for delivering RIA because of open-standards and ability to be integrated with the Oracle database
- Oracle is the top performing database, but unfortunately it is typically only used as a data repository
- AJAX is the cheapest and lightest solution for RIA

Main reasons for slow adoption of RIA into the Enterprise

- Most AJAX offerings are just “bags of code” (Dojo, BackBase, Kabuki, etc.)
- Java and .Net need additional add-ons for RIA
- Without appropriate security, AJAX opens numerous “back-doors” to the back-end system

AJAX and **ORACLE**

- AJAX provides open standards for RIA
- Oracle is the top performing enterprise database
- Most organizations do not tap into the full power of the Oracle database
- Few organizations have figured out how to introduce RIA (i.e. AJAX) into enterprise solutions

AJAX and ORACLE provide the best enterprise class platform for delivering RIA solutions

AJAX for **ORACLE**

We use a product called **TURBO**Enterprise

- Contains AJAX already stored in PL/SQL
- All AJAX calls from the browser back to the database are authenticated through the same process as the main application login
- Just use PL/SQL to call the rendering procedures and functions in the **TURBO**Kit of RIA packages
- Can build Enterprise-class RIA applications right out of the database using the skills you already have

Get AJAX without AJAX coding

TURBOEnterprise RIA Features

- Instantly generate Web UI with look and feel of a desktop application
- Interactive reporting and data entry grids
- Rich Text Editor with spell checking
- Charts and graphs
- Auto-complete features
- Minimal training on applications developed for end-users
- Microsoft Office integration
- GISmashup integration
- Real time on-page user interaction
- Drag and drop features

TURBOEnterprise Application Development

- Contains all of the components for building applications such as
 - Pre-built GUI rendering components
 - Manages all AJAX calls
 - User administration and access control
 - Page and field level controls
 - Application administration
- Easily embed code snippets from open source or other libraries
- Leverage Web 2.0 technologies such as:

SOAP/REST	RSS	XHTML
SOA	XML	JavaScript
AJAX	WSDL	OGC-WMS

Conduct Live Demo for Developing RIA applications
from the ORACLE database