

IBM Software

# Impact2010

The Premier Conference for Business and IT Leaders



## Web 2.0 Development with Rational Application Developer

**Discover. Interact. Optimize.**

Can Thi Thanh Hai  
Rational Sales Consultant  
*Email: [haict@vn.ibm.com](mailto:haict@vn.ibm.com)*

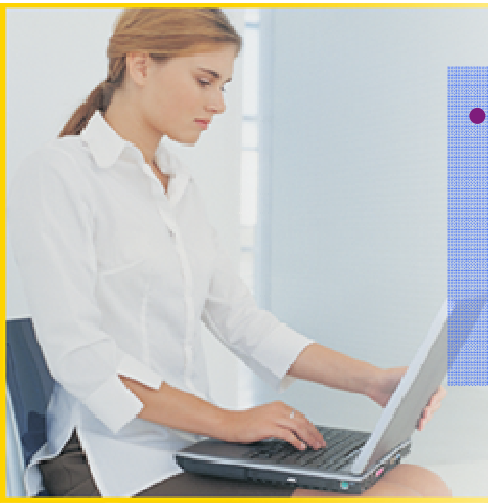


# Companies adopt RIA for Real Business Value



- **Improved customer satisfaction and retention**

- Exceed high consumer expectations for user experience
- Increase customer affinity

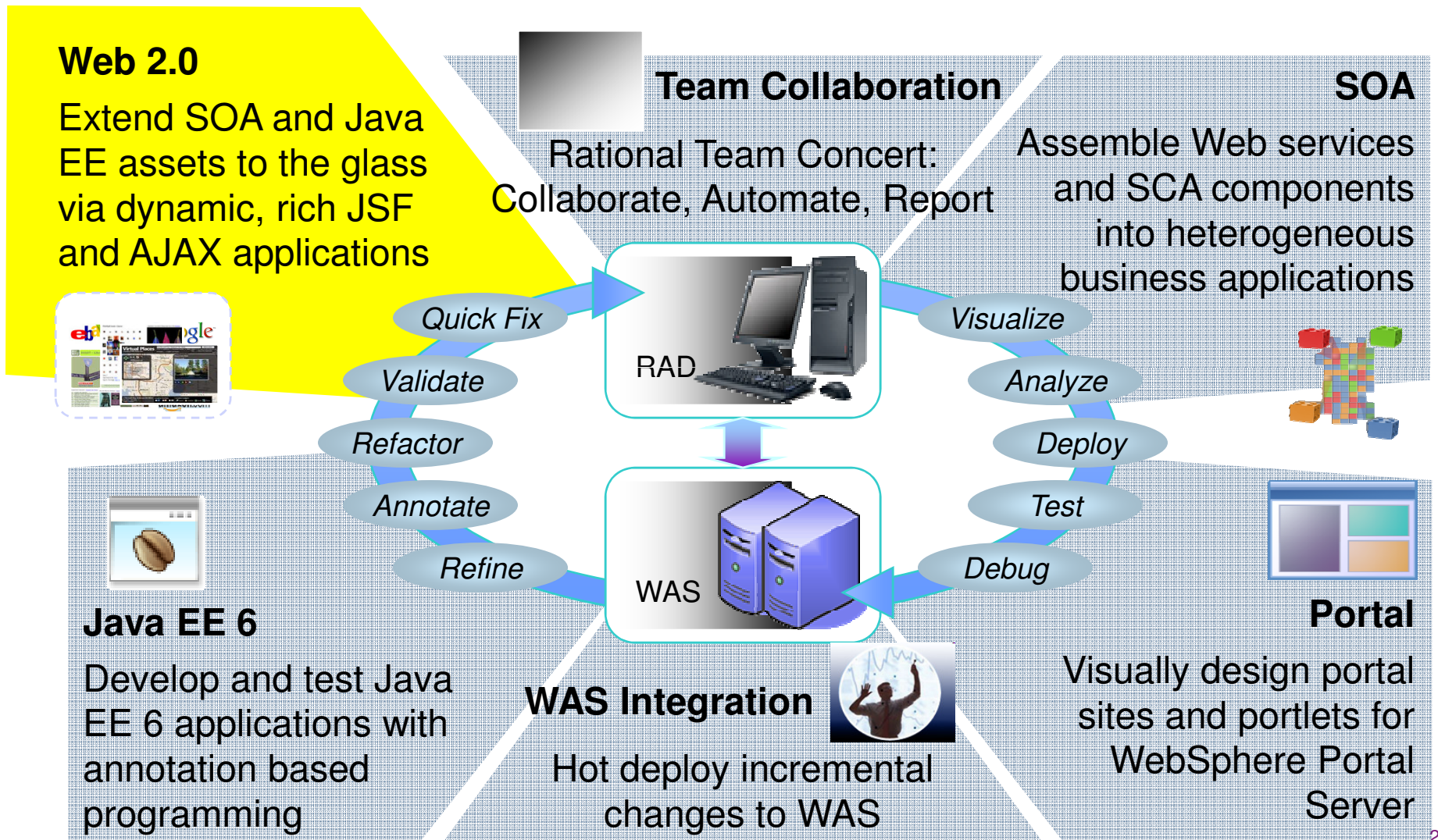


- **Increased employee productivity**

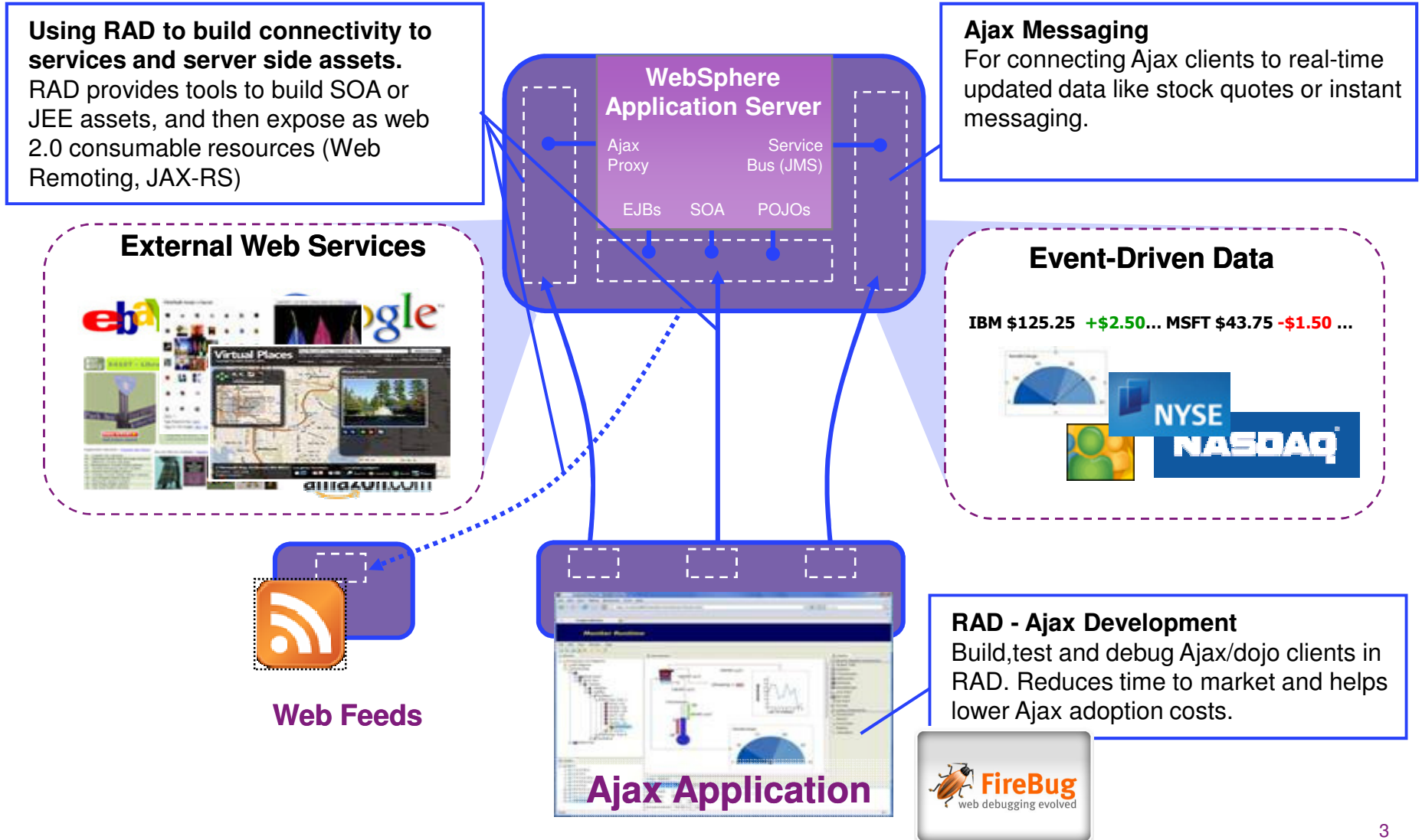
- Streamline user interaction and improve ease of use
- Enhance decision making through Ajax-enabled mash-ups



# RAD Beta - Accelerates SOA, Java EE, Web 2.0, Portal Development for IBM Middleware



# Web 2.0 Development with WebSphere and RAD



# Customer Pain Points with RIA

- Confusion over Rich Internet Application (RIA) technology options
  - Hundreds of proprietary and **open source Ajax toolkits** to choose from
  - Concern over vendor lock-in with **proprietary RIA Frameworks**
  - Risks of going with OS Ajax Framework and/or lack of **enterprise features**
- Ajax security concerns
  - The proliferation of JavaScript code in browsers has multiple security issues, due to un-established best practices
  - **Browser** security restrictions pose problems for people legitimately seeking to use cross-site functions in browser applications
- JavaScript development challenges
  - Javascript is extremely flexible, thus can be tricky to program
  - How to deal with **browser compatibility** issues with JavaScript
  - Need to leverage **current investment** in J2EE & developer skills

Dojo abstracts out low level details of JavaScript and handles differences between browsers

RAD allows you to preview your page in multiple browsers

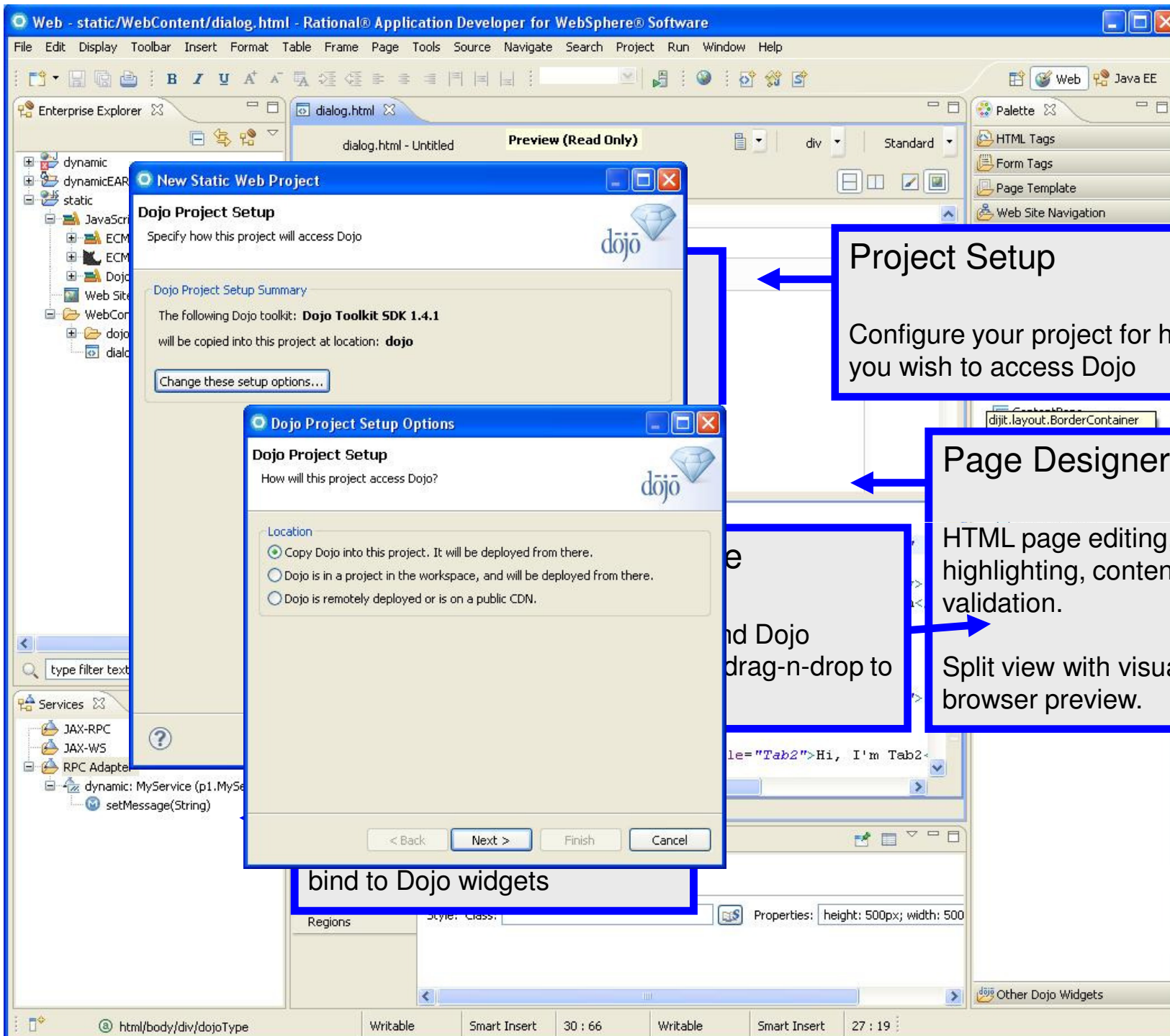
Dojo provides a lot of enterprise features like localization, accessibility

## Web 2.0 Feature Pack:

- HTTP RPC access to EJBs
- JAX-RS support
- Messaging integration with WebSphere
- SOAP invocation using javascript







## Project Setup

Configure your project for how you wish to access Dojo

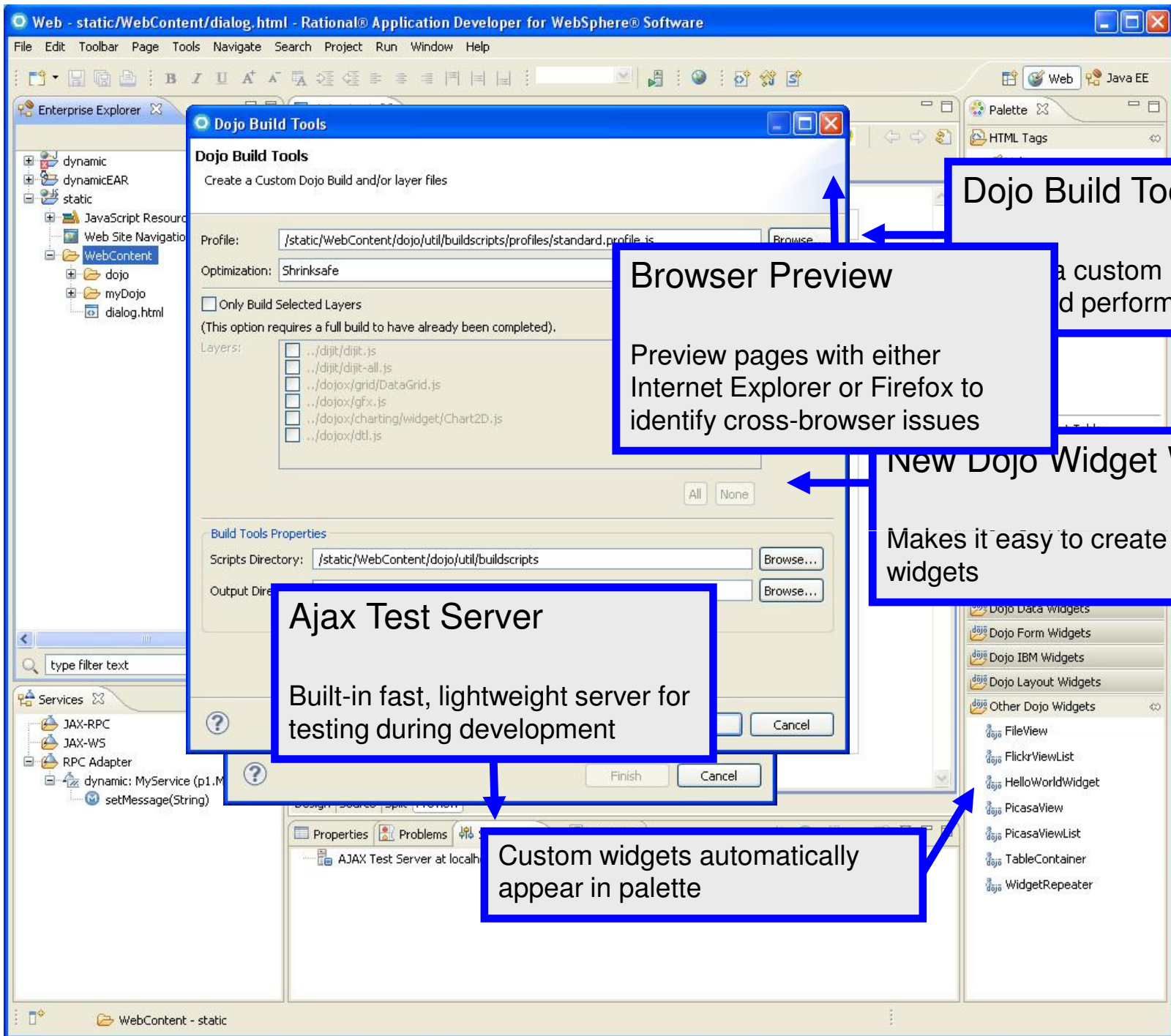
## Page Designer

HTML page editing, syntax highlighting, content-assist validation.

Split view with visual design or browser preview.

bind to Dojo widgets





**Dojo Build Tools**

Creates a custom Dojo build for  
improved performance

**Browser Preview**

Preview pages with either  
Internet Explorer or Firefox to  
identify cross-browser issues

**New Dojo Widget Wizard**

Makes it easy to create custom  
widgets

**Ajax Test Server**

Built-in fast, lightweight server for  
testing during development

Custom widgets automatically  
appear in palette

- Dojo Data widgets
- Dojo Form Widgets
- Dojo IBM Widgets
- Dojo Layout Widgets
- Other Dojo Widgets
- FileView
- FlickrViewList
- HelloWorldWidget
- PicasaView
- PicasaViewList
- TableContainer
- WidgetRepeater



# Flexible Install – Install only what you need

- IBM Installation Manager simplifies and optimizes your install...
  - Minimize footprint – Install just what you need.

## Install scenario 1: Ajax development with HTML

	Volume	Required
Shared Resources Area	C:	251.15 MB
Installation Directory	C:	165.68 MB

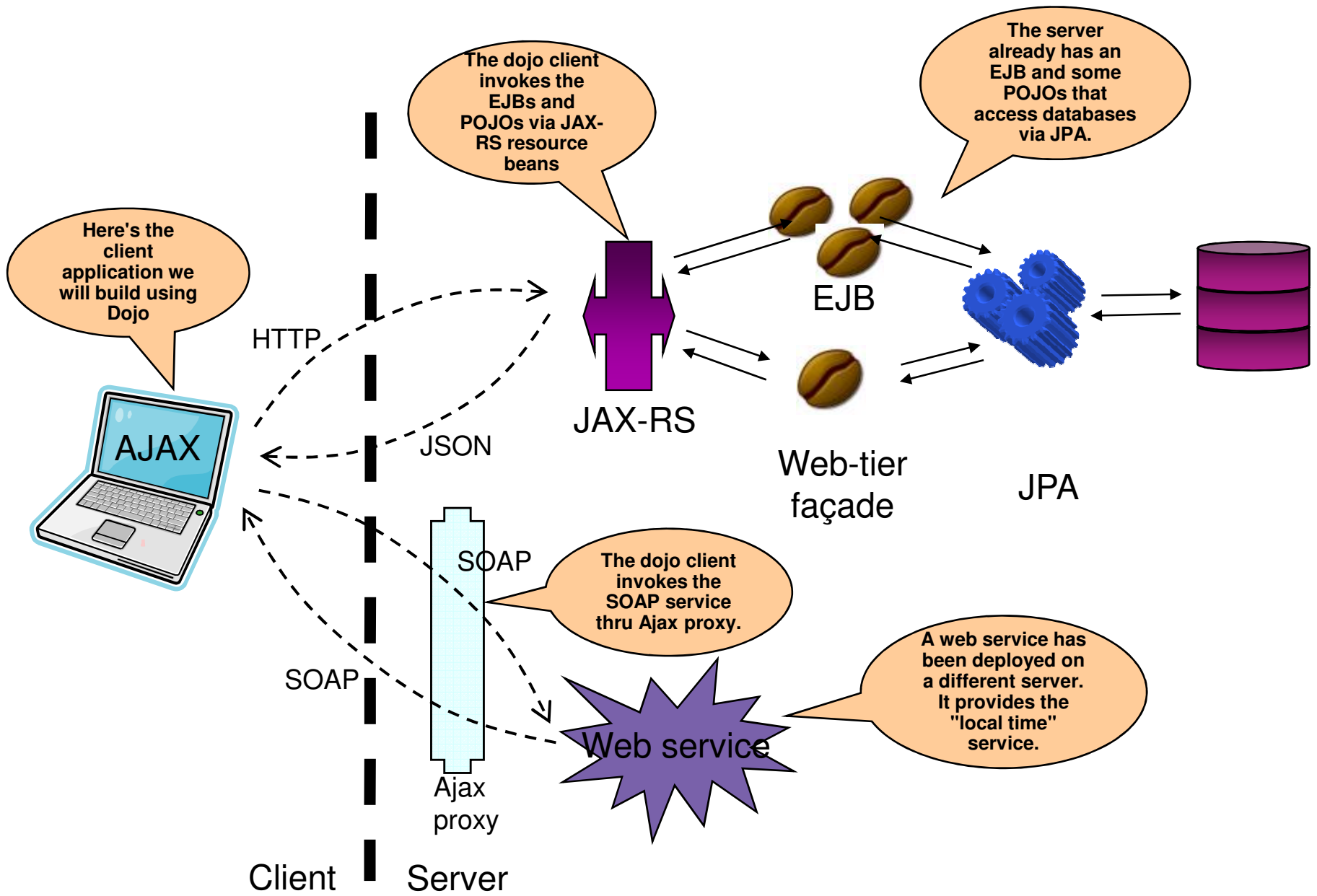
## Install scenario 2: Ajax and JEE development with JSP and servlet

	Volume	Required
Shared Resources Area	C:	394.86 MB
Installation Directory	C:	165.68 MB

## Install scenario 3: Ajax and JEE development

	Volume	Required
Shared Resources Area	C:	435.82 MB
Installation Directory	C:	165.68 MB







# Innovate2010

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August 4, Hanoi

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