

Web 2.0

From Web Page to Web Application

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The Old Web

How spoiled have we become?

What used to be sufficient

- Provider portals (AOL, Prodigy, etc.)
- Monthly subscriptions
- Dial-up modems
- Static web pages written in HTML

The New Web

Today's standard

- Dynamic content
- Customizable layouts
- Data input/storage (personal and business)
- User-controlled applications/demos

Examples

- MySpace.com
- Facebook.com
- LinkedIn.com

So What?

What does this mean for ...

- Web developers?
- Companies doing business on the web?

As well as ...

- IT professionals?
- Database administrators?
- Software developers?
- Executive managers?

No Simple Software Solution

Why? Many reason, but for example ...

- Perpetual IT investment means a wide variety of existing legacy applications/infrastructure
- Proprietary nature of many software packages previously seen as a competitive requirement
- Different people have different needs
 - Engineering vs. Sales vs. Management vs. ...

Enter Web 2.0

What is it?

- In simplest terms, a catch phrase for the new internet user experience
 - AJAX (asynchronous Java and XML)
 - Portals / Portlets
 - Social (MySpace, Facebook)
 - Business (Oracle WebCenter, Microsoft SharePoint, etc)
 - RSS (real simple syndication)
 - Blogs

Previous Architecture

Desktop Browser



Web Server



HTML Text

```
<html>  
<frameset cols="25%,50%,25%">  
  <frame src="frame_a.htm">  
  <frame src="frame_b.htm">  
  <frame src="frame_c.htm">  
</frameset>  
</html>
```

Current Architecture



JSR-168/.NET Portal (WebCenter, Sharepoint, WebSphere, etc.)

Direct to User



Spatial Data

Map Data



- ESRI/ArcIMS
- CADRG
- AutoCAD
- Google
- Virtual Earth

Feature Data



Business Data

BI Applications

- Oracle
- Cognos

Data Warehouse

- Oracle
- Teradata
- SAP BW
- Others

Unstructured Data

- Oracle
- Teradata
- SAP BW
- AGILE
- Neteza
- Others



The Impact

On Development

- Proprietary data handling techniques both critical and undesirable
- Increased desire for developer breadth of knowledge instead of only depth

On Business

- Independence from single enterprise software providers
- More complicated IT infrastructures



- Pioneer in Visual Intelligence solutions, combining:
 - Geospatial visualization (e.g. Maps)
 - Business Intelligence
 - RFID tracking and visualization
 - Collaboration
 - All in a Web 2.0 thin client technology platform
- Large presence with US Government
 - Tens of Thousands of users daily
 - NGA, NSA, others
- Commercialized technology application for OEMs and end-customers



Core Product

- thincView
 - Combines BI and Geospatial (maps) together
 - Dynamically linked in a Web 2.0 application
 - Launch via portal, link to other applications

“Imagine a Google Map of your store locations that also displays out of stocks levels, or planogram (shelf placement) compliance with drill down capabilities”

- AMR Research Retail Insider Jan 2008

thincView™ System Architecture

WebCenter Applications – dashboards, tracking, portals etc

Applications

- thin, rich, real-time

Client

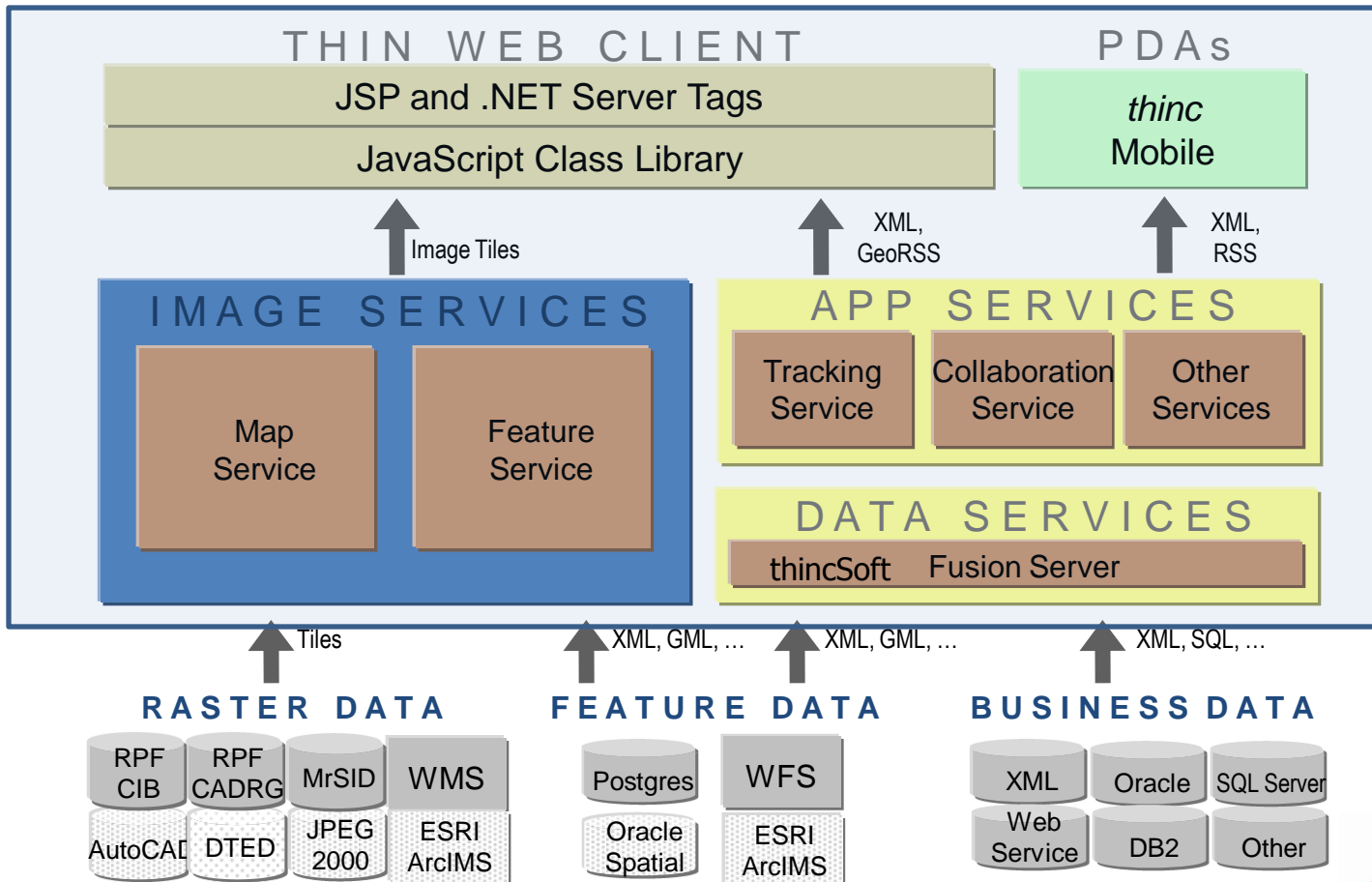
- *thinc™* Interface – Browser ...thin client UI, no applets ...Web 2.0 standards
- mobile device support

Servers

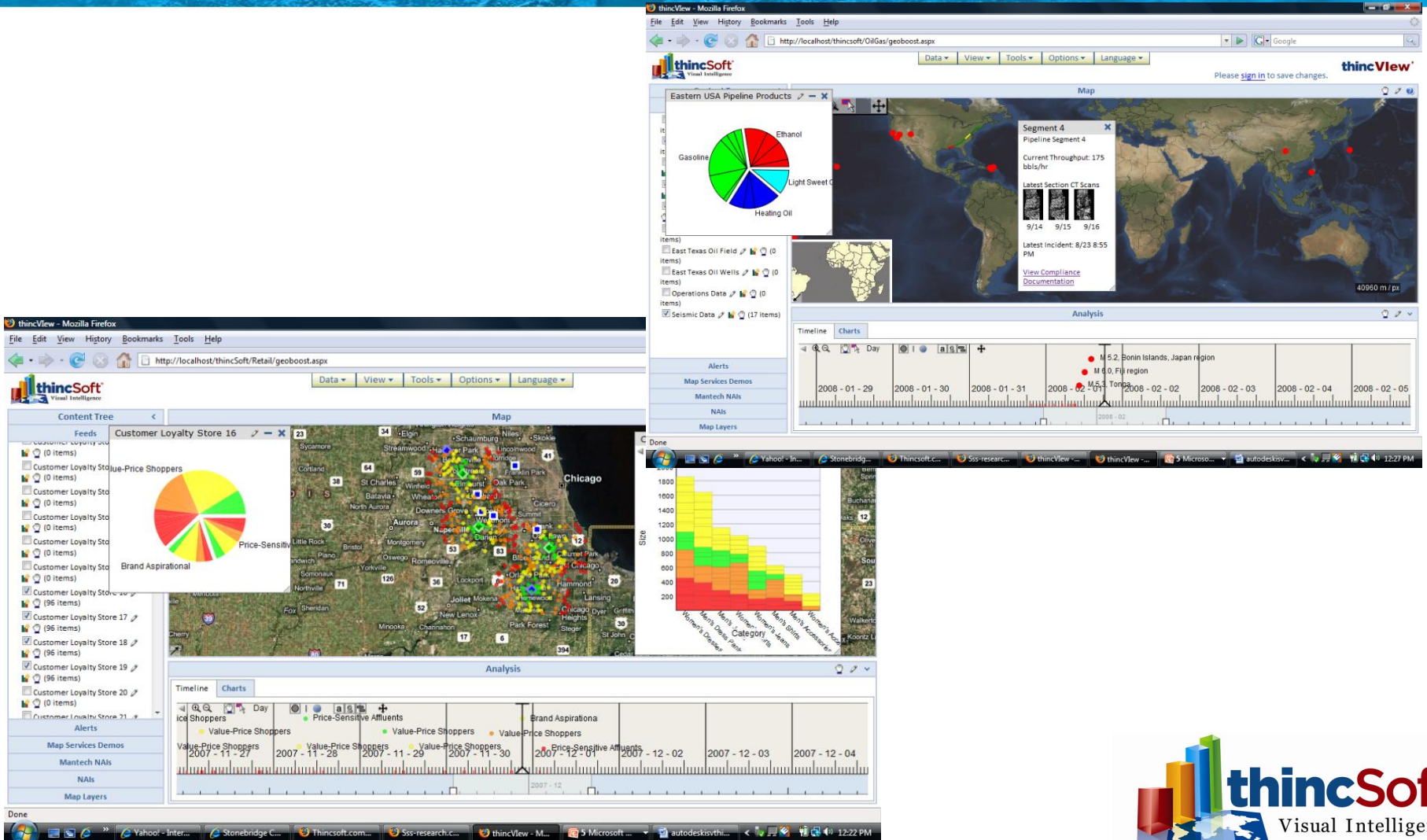
- data ingesting
- rendering optimization
- computations
- synchronization

Data

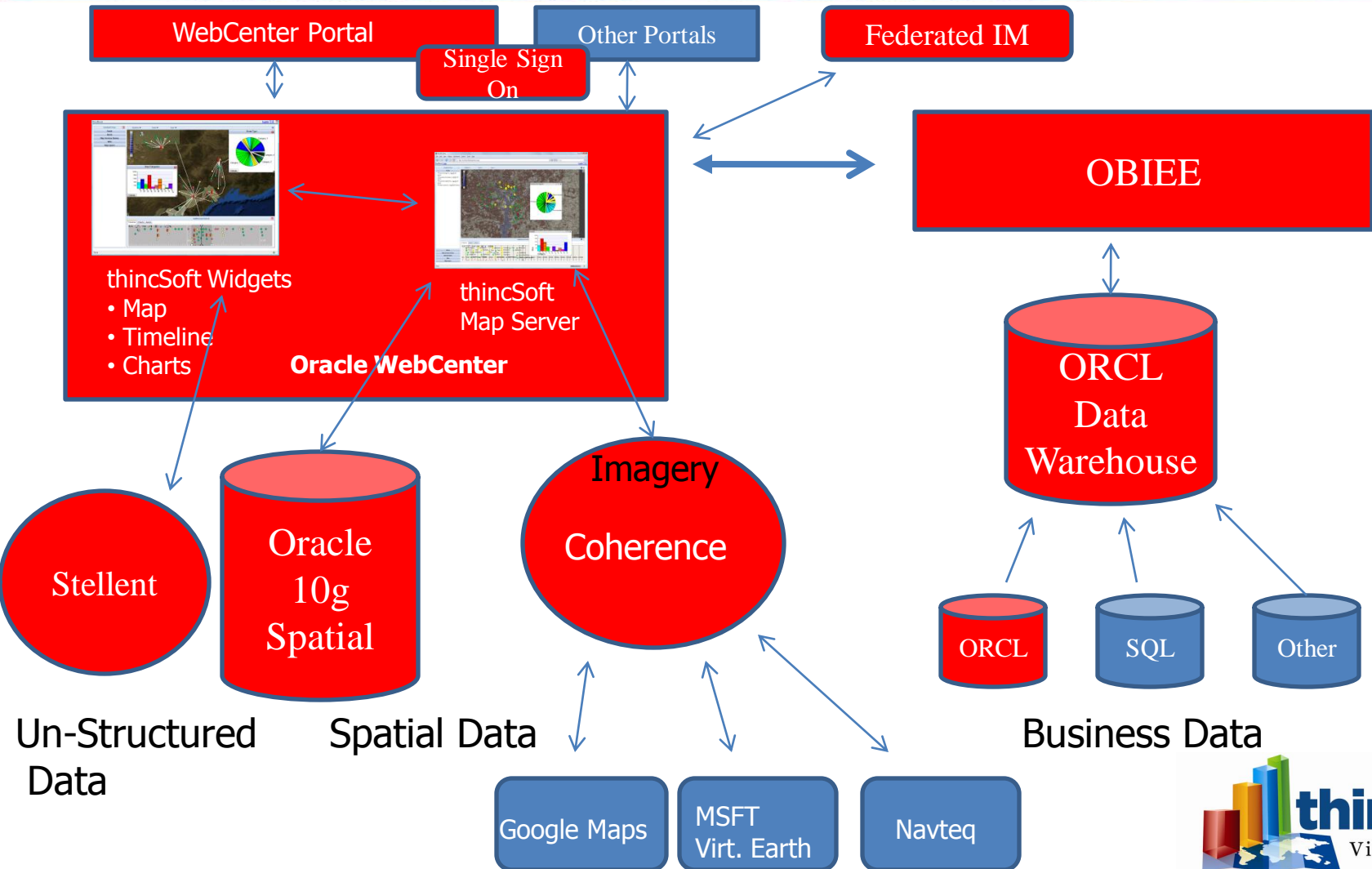
- Raster Data (Images)
 - Feature Data
 - OGC compliant
 - Proprietary



“Visual Intelligence”



Sample Integration Oracle Solution Architecture



Thank You!

- Questions?
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