

# *EMPOWERING ENTERPRISE 2.0 COMPUTING MODEL*

*Innovate... Collaborate... Grow...*

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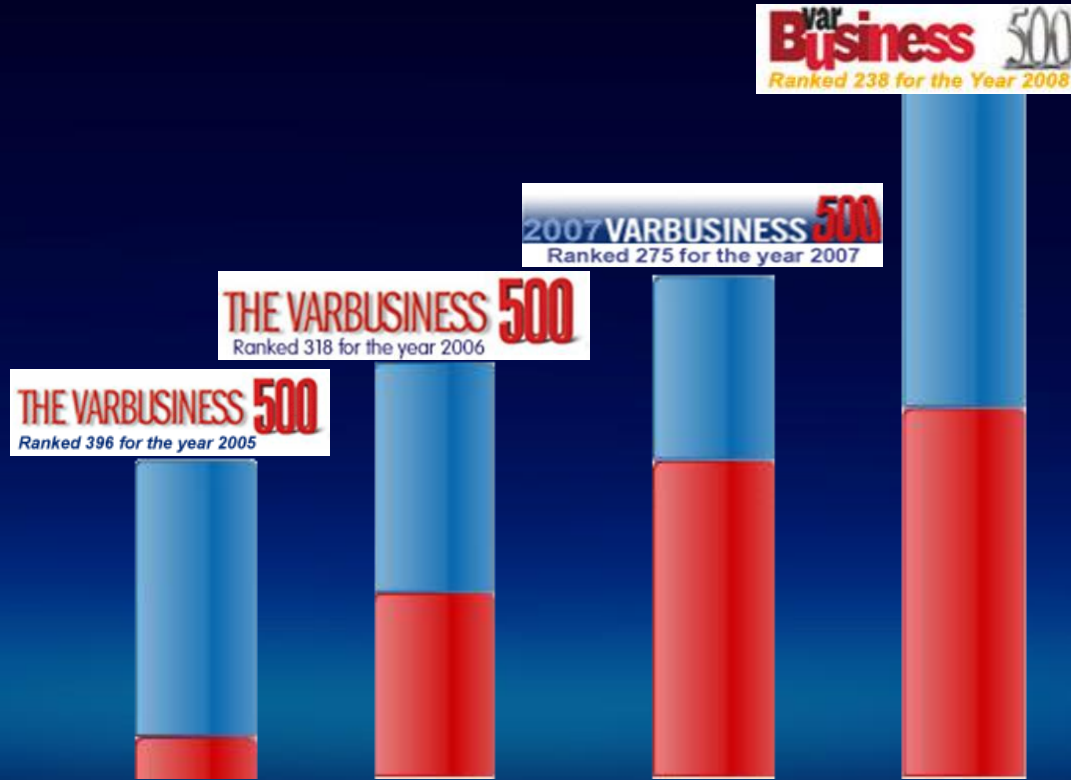
# Agenda

- ▣ Introduction about ZSL.
- ▣ What is Enterprise 2.0?
- ▣ ZSL's Enterprise 2.0 Computing Frameworks
  - Enterprise 2.0 SOA Framework.
  - Enterprise Web 2.0 Computing Framework.
  - Enterprise 2.0 SocNet Framework.
- ▣ Case Study 1: Enterprise 2.0 SOCNET implementation at IDEA Lab with Demo.
- ▣ Case Study 2: Enterprise 2.0 Z\*Connect implementation at Verizon Business with Demo.
- ▣ Leveraging Open Source Tools/Technologies.
- ▣ Porting Experiences.
- ▣ Key Takeaways.

# Introduction

- ▣ Global Technology Integrator, headquartered in Edison, NJ
- ▣ State-of-the-art Technology Research & Development Centers in US and India
- ▣ 1800+ employees with offices in US, UK, France, Malaysia, Singapore, Middle-East and India
- ▣ Dedicated Business Unit (IDEA Lab) for Value Added R&D Services to the ISVs and SPs
- ▣ Emerging Technologies Specialization with the leading technology vendors alignment
- ▣ Pioneering in Industry Solutions Development (Consumer Electronics, Pharmaceutical & Telecom)
- ▣ “Get IT Together” Partnership for ISVs and SIs
- ▣ ISO and CMM Certified Solution Provider

# Industry Recognition



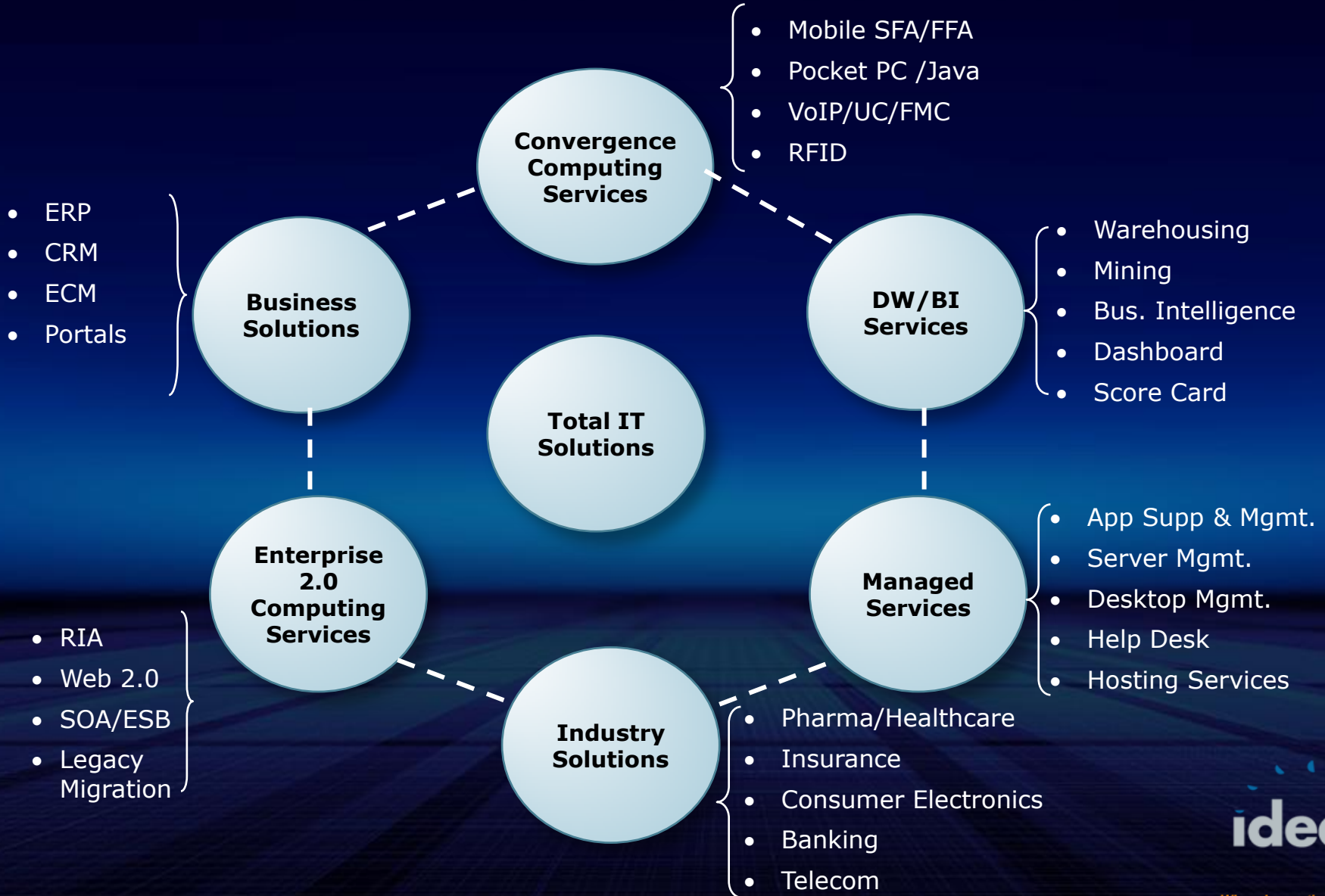
Ranked 83 for the year 2007



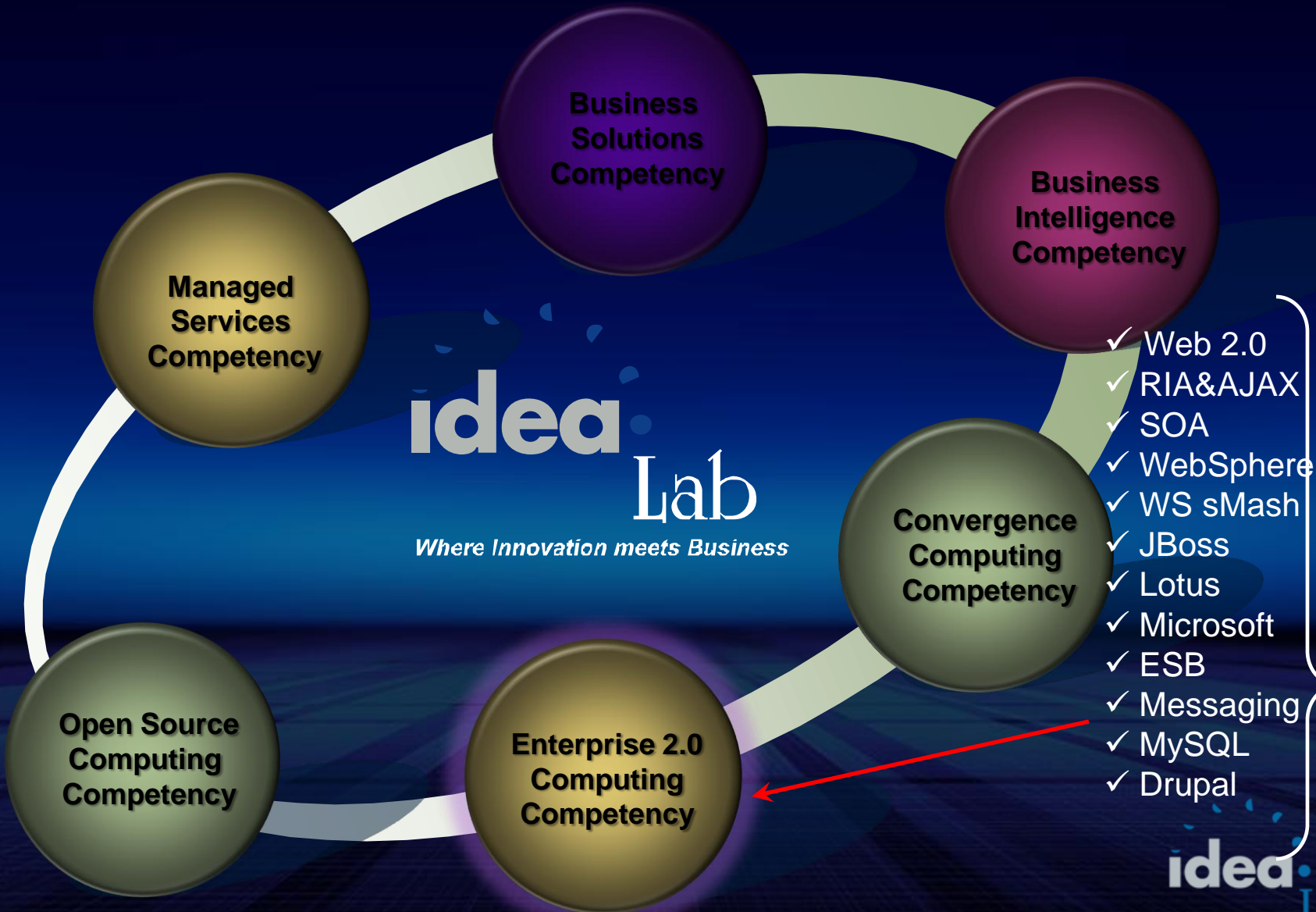
Top Technology Integrator 2008



# Solutions & Services Portfolio



# The IDEA Lab - Business Unit for R&D



# What is Enterprise 2.0 Computing?

- ▣ "Enterprise 2.0" has a simple definition: The application of Web 2.0 technologies such as Rich Internet Interface, Mashups, Social Networking to the enterprise.
- ▣ Technology and business practices that liberate the workforce from the constraints of legacy communication and productivity tools like Email enabling business masters to access right information at right time through a web of inter connected applications, services and devices.
- ▣ Bringing Service Orientation and Agility to your Enterprise Applications and Assets to serve the business needs faster.

# Leveraging Open Source Tools/Technologies

IDE/Tools/Technologies/Frameworks	Application and Portal Servers	Messaging/ESB/BPM/Connectivity	UI/AJAX/RIA	Languages/Scripting
Drupal	JBoss Application Server	Rules Framework	DOJO	Groovy
Data Services Platform	TOMCAT	jBPM	SEAM Framework	PHP
Hibernate Framework	Apache	JBoss MQ	Flex	JAVA
IDE- JBoss Developer Studio		JBoss Transactions	AIR	PYTHON
JBoss EJB3			Moonlight	RUBY
JBoss Web Developer			jMaki	PERL
JBoss Catche/JBoss Groups			Open Lazlo	PHP
JBoss WS (Web Services)			Moonlight	
JBoss ACP			ICE Faces	
JBoss Remoting			Appcelerator	
JBoss Serialization				
Eclipse				
Apache Projects				
Any Open Source Projects				
Rails and Grails				

# ZSL's Enterprise 2.0 Computing Frameworks

- ▣ Enterprise 2.0 SOA Framework.
- ▣ Enterprise Web 2.0 Computing Framework.
- ▣ Enterprise 2.0 SocNet Framework.

# Enterprise 2.0 SOA Framework

- ▣ Enterprise 2.0 SOA Framework leverages the business activities of the enterprises through a strategic multi-platform and neutral vendor approach in providing solutions for enterprises to service enable and enrich their Web 1.0, Web 2.0 and legacy applications through upgrades and migrations and to architect and design enterprise class applications using SOA.
- ▣ ZSL's smart SOA solutions rays best practices of
  - Assessing SOA readiness
  - Scheming and designing best suited business processes and applications
  - Data management.
  - Integrating various applications, servers, portals.

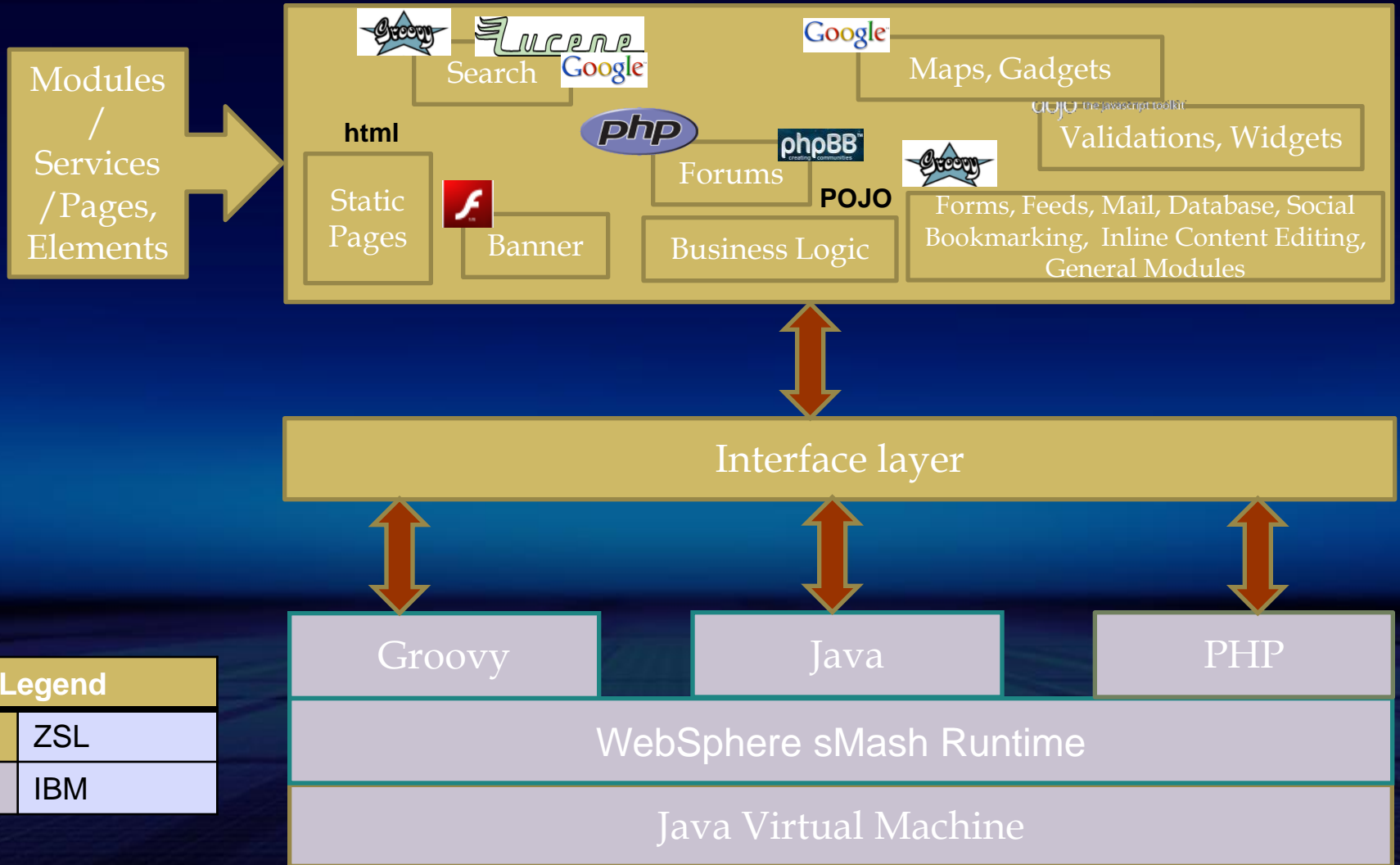
# Enterprise Web 2.0 Computing Framework

- ▣ Enterprise Web 2.0 Computing Framework leverages the web resources beyond the information services and utilizes the net as an integrated and inter-connected entity thereby bringing various sites and services together.
- ▣ ZSL's Enterprise Web 2.0 Computing Framework
  - ZSL's User Interaction components (ZUI).
  - ZSL's AJAX toolkit.
  - Solutions to migrate existing applications from legacy/Web 1.0 to Web 2.0
  - Customizing existing Web 2.0 applications for security, profiling suited to an enterprise.
  - Service enabling enterprises that integrates all type of applications – desktop, legacy, Web 1.0, Web 2.0, etc
  - Architecting, designing, implementing and testing new Web 2.0 application for enterprises.

# Enterprise 2.0 SocNet Framework

- ▣ ZSL's Enterprise 2.0 SocNet Framework is a revolutionizing network framework on Web 2.0 services enabling effective collaboration with partners, aligning identical groups and linking professionals for knowledge, prospect and value through social networks—wikis, social bookmarking, personalized home pages, gadgets, widgets, tagging, profiling and blogs—thus mounting the business organization to new business trends from the old ones.
- ▣ ZSL's Enterprise 2.0 SocNet Framework features:
  - Customized Network Framework
  - Information Sift
  - Syndication
  - Identifiers
  - Federated Search
  - Compliance Management
  - Security
  - Rich and Friendly User Interface

# Enterprise 2.0 SocNet Framework Architecture



The Legend	
	ZSL
	IBM

## Case Study 1: Enterprise 2.0 SOCNET Implementation at IDEA Lab

- ❑ Enterprise 2.0 Social Networking (SocNet) site connecting users of Zylog together powered by Enterprise 2.0 SOCNET Framework.
- ❑ RIA with AJAX features.
- ❑ Site incorporates features like Blogs, Forums, Social Bookmarking, Feeds, Google Custom Search, Google Maps, Google gadgets, Inline content Editing, Personalization.
- ❑ Recently ported from Windows to Ubuntu.
- ❑ [www.idealab-socnet.com](http://www.idealab-socnet.com) , currently under testing.

# Site Statistics

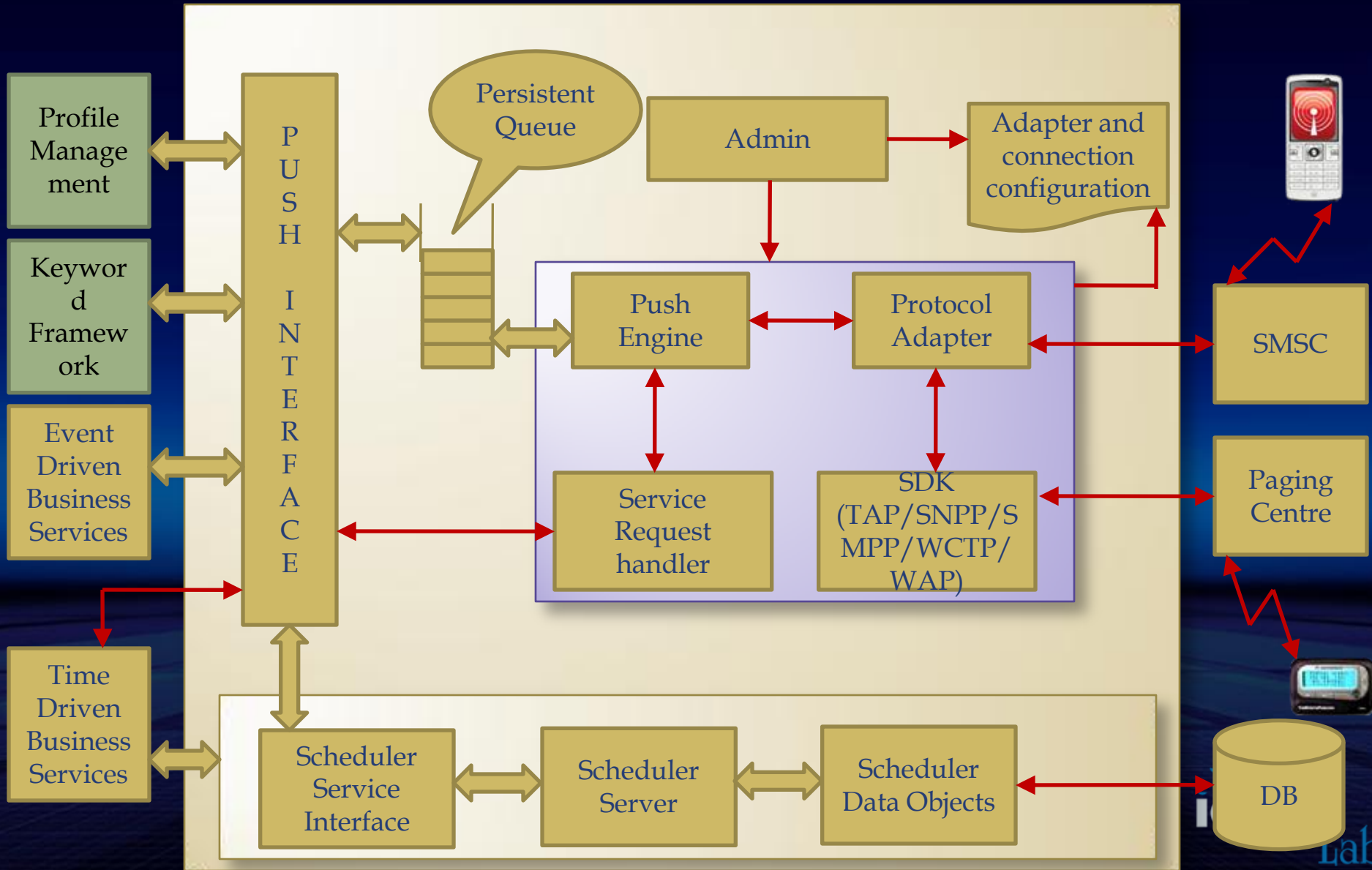
- ▣ Runs on Ubuntu LTS 8.04 Server
- ▣ 4 GB RAM
- ▣ WebServer: WebSphere sMash
- ▣ Technologies: Groovy, PHP, MySQL, DOJO, Flash, Java.
- ▣ Database: MySQL.
- ▣ Users: Targeting 2000+ with 100 concurrent users.

# Demo 1

## Case Study 2: Enterprise 2.0 Z\* Connect Implementation at Verizon Business

- ▣ Z\*Connect is a world-class software platform that provides alerts and notifications over Short Messaging Service (SMS), Multimedia Messaging Service (MMS) and traditional paging networks.
- ▣ Implemented at Verizon Business.
- ▣ Fully RIA based with AJAX features.
- ▣ Messaging: Active MQ.
- ▣ Leveraged Service Oriented Architecture.

# Architecture



# Technical Highlights

- ▣ Rapid integration and deployment.
- ▣ Distributed and Scalable.
- ▣ Secure Communication.
- ▣ Standard Interfaces.
- ▣ Fault Tolerance and Load Balancing.
- ▣ SMSC Independence.

# Site Statistics

- ▣ Runs on Ubuntu LTS 8.04 Server
- ▣ 4 GB RAM
- ▣ App Server: JBoss AS 4.2.2 GA
- ▣ Web Services Toolkit: Apache Axis.
- ▣ Messaging: Active MQ.
- ▣ Database: MySQL

# Porting Experiences

- ▣ Installation of Ubuntu OS and desktop took 0.5 hrs.
- ▣ Took us a day to port the entire solution on Ubuntu.
- ▣ UBUNTU is indeed the **power** of Linux with the **simplicity** of Windows.
- ▣ Ubuntu's Windows-like UI and tools helped us easily navigate the system, learn quickly and install Java, MySQL, MySQL Tools, assigning IP address etc.

*This would have taken a day or two more in any other flavor of Linux.*

# Demo 2

# Key Takeaways

- ▣ Learn what is Web 2.0 and Enterprise 2.0
- ▣ Learn how to leverage Web 2.0 in an Enterprise: Enterprise 2.0.
- ▣ Learn how to build Enterprise 2.0 applications using ZSL's technologies and frameworks.
- ▣ Learn how to empower an enterprise with SOA capabilities.
- ▣ Learn about our experiences with Ubuntu as a hosting platform.

# Global Office of ZSL



Thank You

Q & A

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