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SUMMIT

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SUMMIT

Get Connected – Using Open Source Technologies on Facebook

Deb Woods

VP Product Management, Ingres

Binesh Gummadi

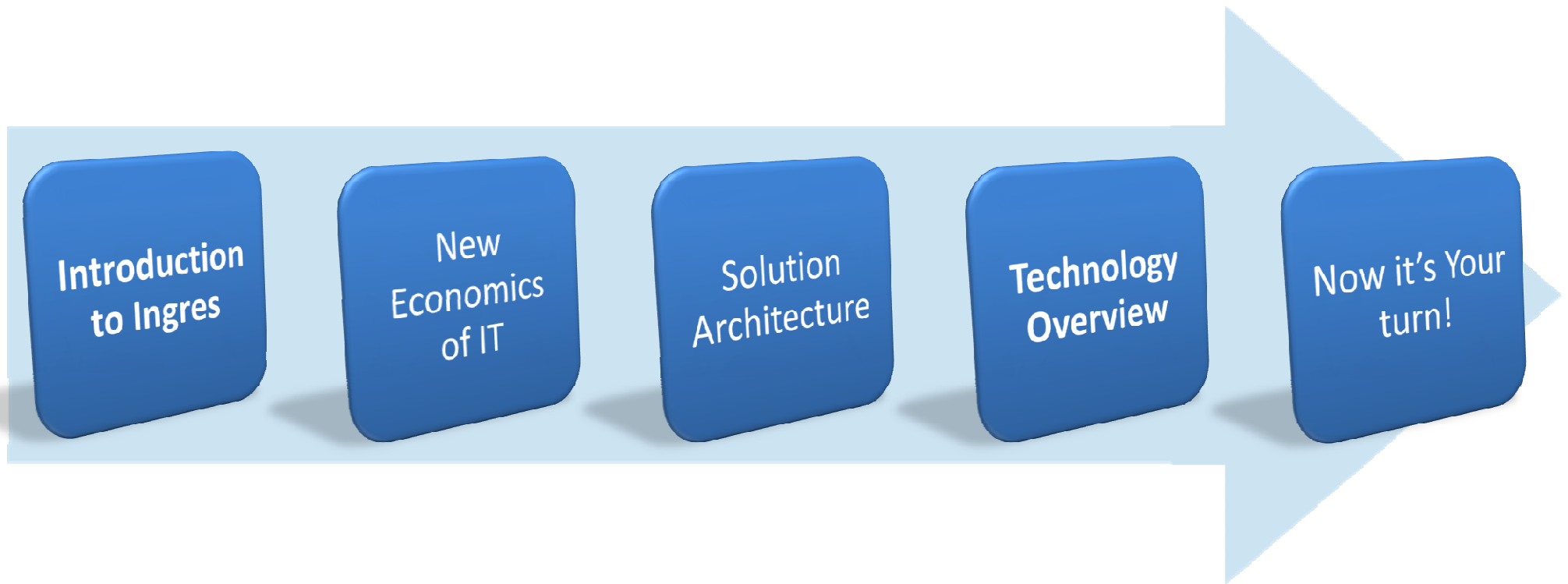
Sr. Software Engineer, Rivet Logic

September 3, 2009

presented by



Agenda



Ingres

– Our Mission & Company

- Ingres delivers Reduced Cost and Greater Innovation for business critical database workloads through our Open Source model.
 - Over 10,000 commercial customers in 58 countries
 - Revenue – \$68M in 2008, \$52M in 2007, \$24M in 2006
 - 300+ employees
 - 2nd largest pure play Open Source Co. after RHAT



**Proven pedigree delivers:
Performance, Scalability
Security, High Availability with
24/7 Global Support**



Driven by Open Standards & Open Source

- Move from Premium to Commodity pricing
 - No license fees/amortization
 - Develop on/ Migrate to low cost platforms
 - Pay per use (no shelfware)
- Move from lock-in to Flexibility & Choice
 - Technology layer portability
 - Reduce your vendor monopoly
 - Reassign as needed
 - Access to source code

**Application Infrastructure and
Development at a fraction of the cost**



Open Standards Application Development



Java Development



Application Server

INGRES

Database



Operating System

Open Standards Eliminate Architectural Lock-in

- Completely interchangeable components
- J2EE eliminates Application Server Lock-in
- Logic in Application Server eliminates DBMS lock-in
- Database access through standard APIs

Open Source Eliminates Commercial Lock-in

- No Licenses fees
- Focus on the Support
- Foster Innovation

Ingres Development Stack for JBoss Bundle Overview

Bundle Contents

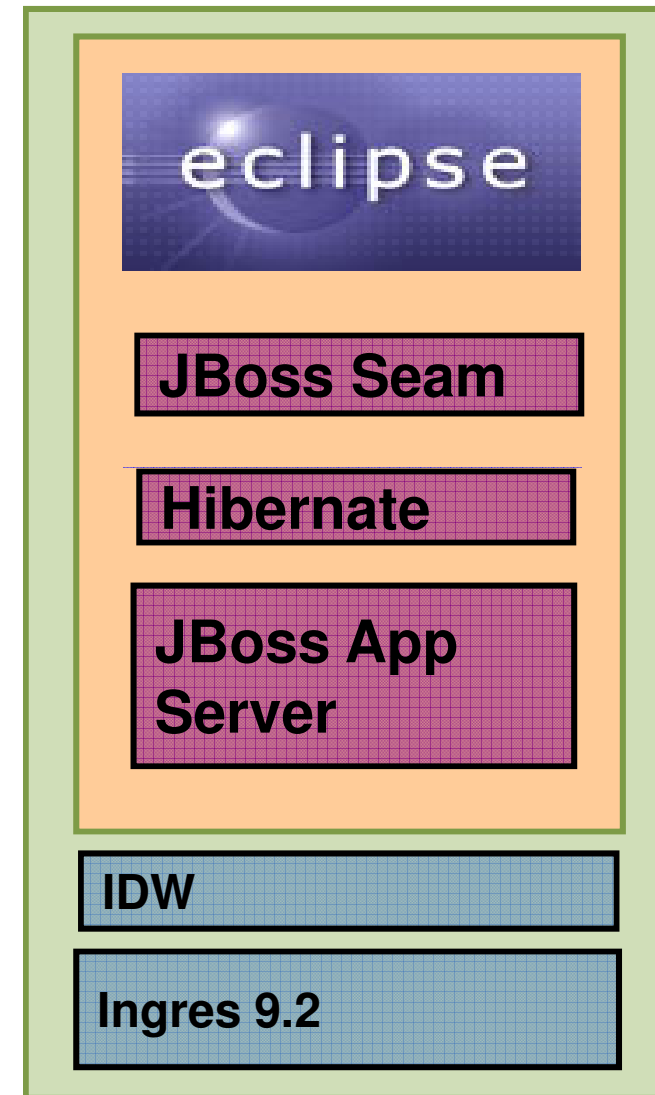
- JBoss Developer Studio
 - Eclipse
 - Eclipse Tooling
 - JBoss Enterprise Application Platform
- Ingres 9.2
- Ingres Database Workbench (IDW)

Target Platforms

- Windows
- Red Hat Enterprise Linux

90 Day Evaluation Developer Support

- Provided by Ingres



ConnectedWeddings

Wedding Planning application developed for Facebook

- Web 2.0 social networking application for web and iPhone

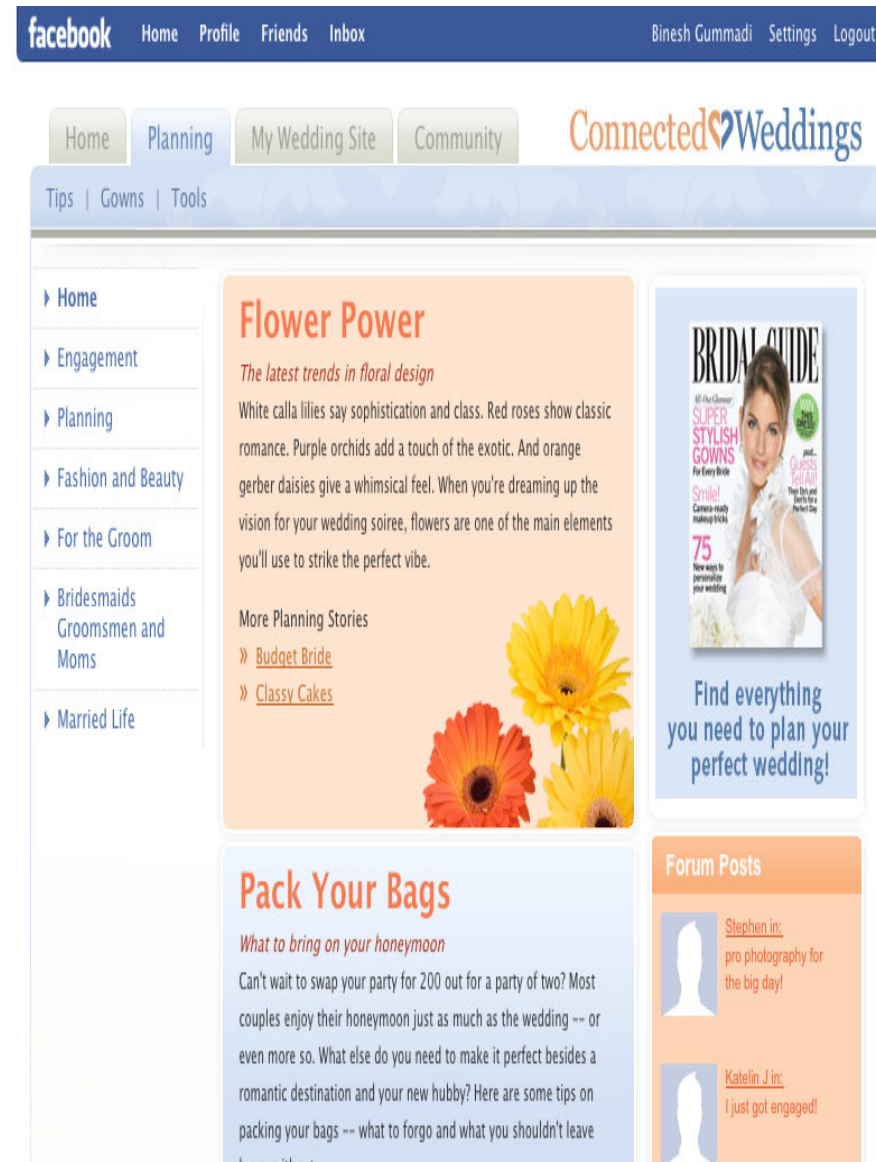
<http://www.connectedweddings.com>

Business Value

- Reduced Costs
 - No CAPEX for software
 - Subscription business model for support & maintenance
- Performance, Reliability, Scalability
- Simplified application extension and customization
- Time to Market

End-to-End Integrated Open Source Infrastructure

- Ingres, Alfresco and JBoss

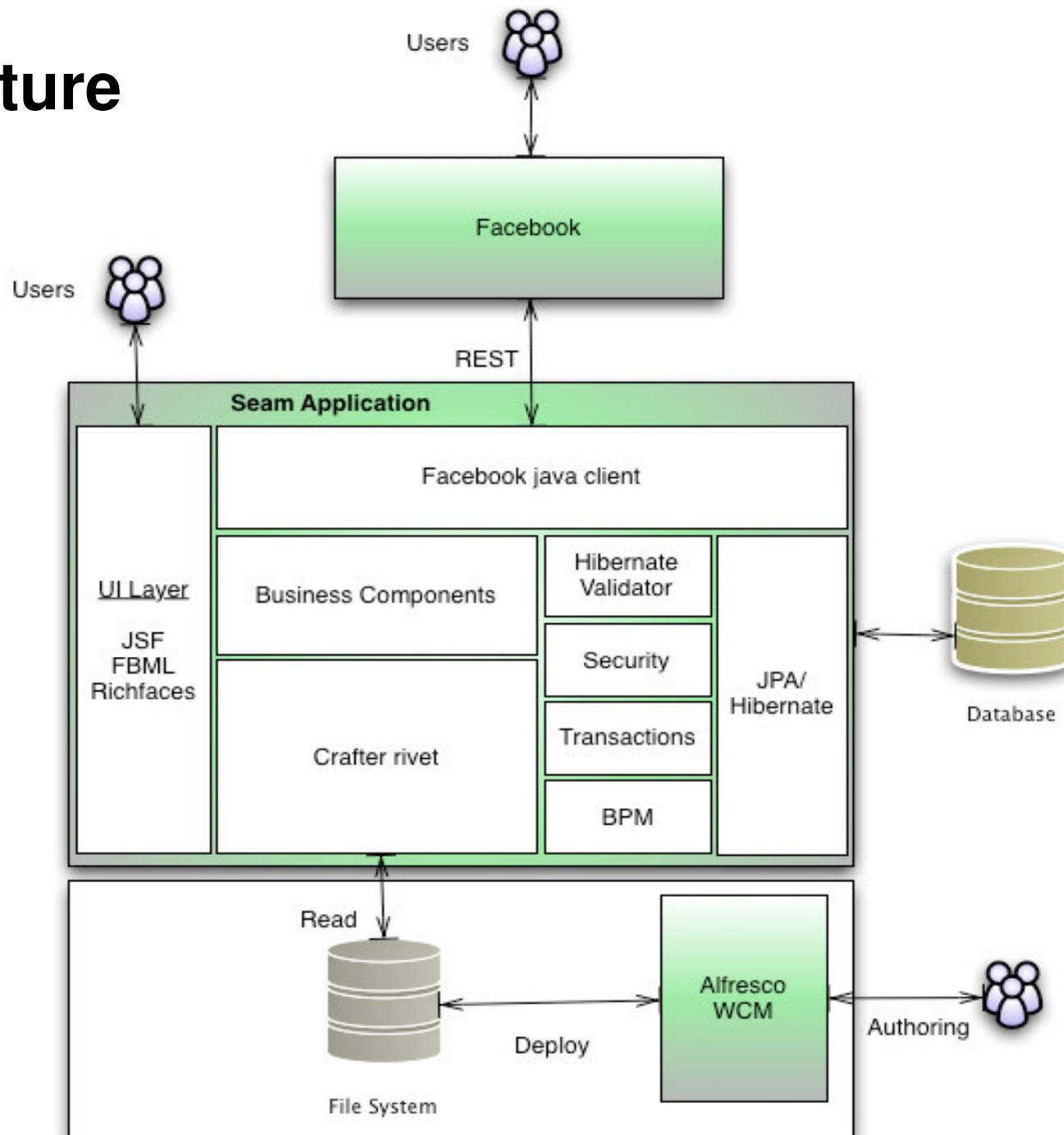


How to write your own...

JBoss-enabled Enterprise Social Networking Applications

- Architecture
- Technology overview
 - JBoss Seam
 - Facebook
 - Alfresco
 - Ingres
 - Crafter
 - Amazon Webservices (EC2, S3, EBS)
- Connected Weddings
- Demo app
- Q&A

Architecture



JBoss Seam - Keys

- Application framework for building next generation Web 2.0 applications
- Advanced scoped management beans (Conversation, BPM)
 - Contextual component scoping (from wide to narrow)
- Less XML configuration
 - Bi-jection and attribute based wiring
- Integrates easily with other frameworks
 - Spring, RESTEasy, Facelets

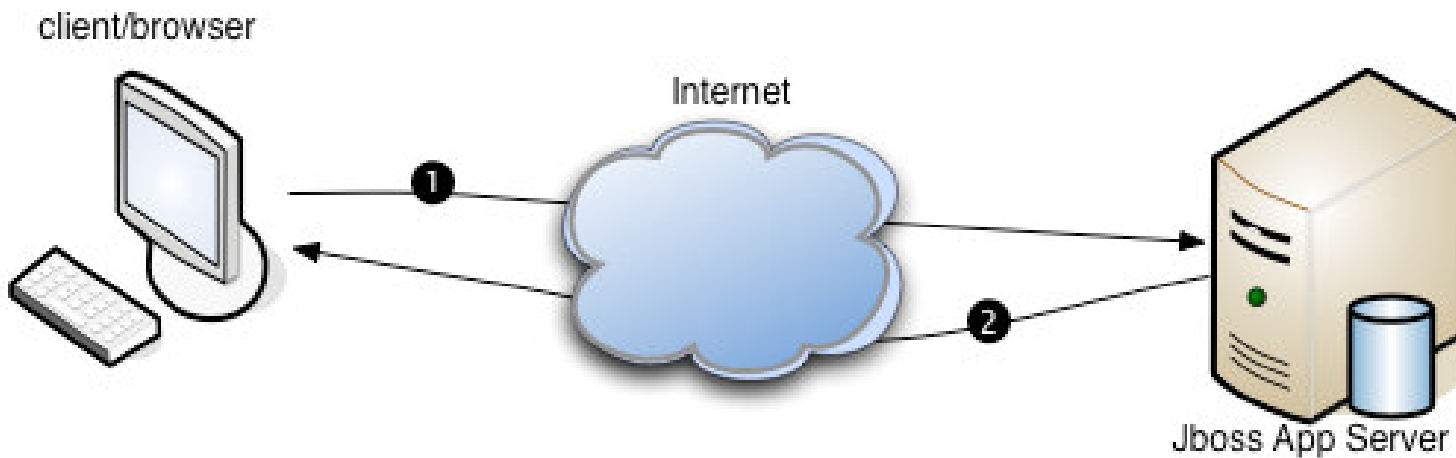
Facebook

- 250 million active users
- Well defined developer framework
- Applications
 - 350,000+ active applications
 - 1 billion+ photos per month
 - 1 billion+ pieces of content shared each week
 - 2.5 million+ events created each month

Writing a Facebook application

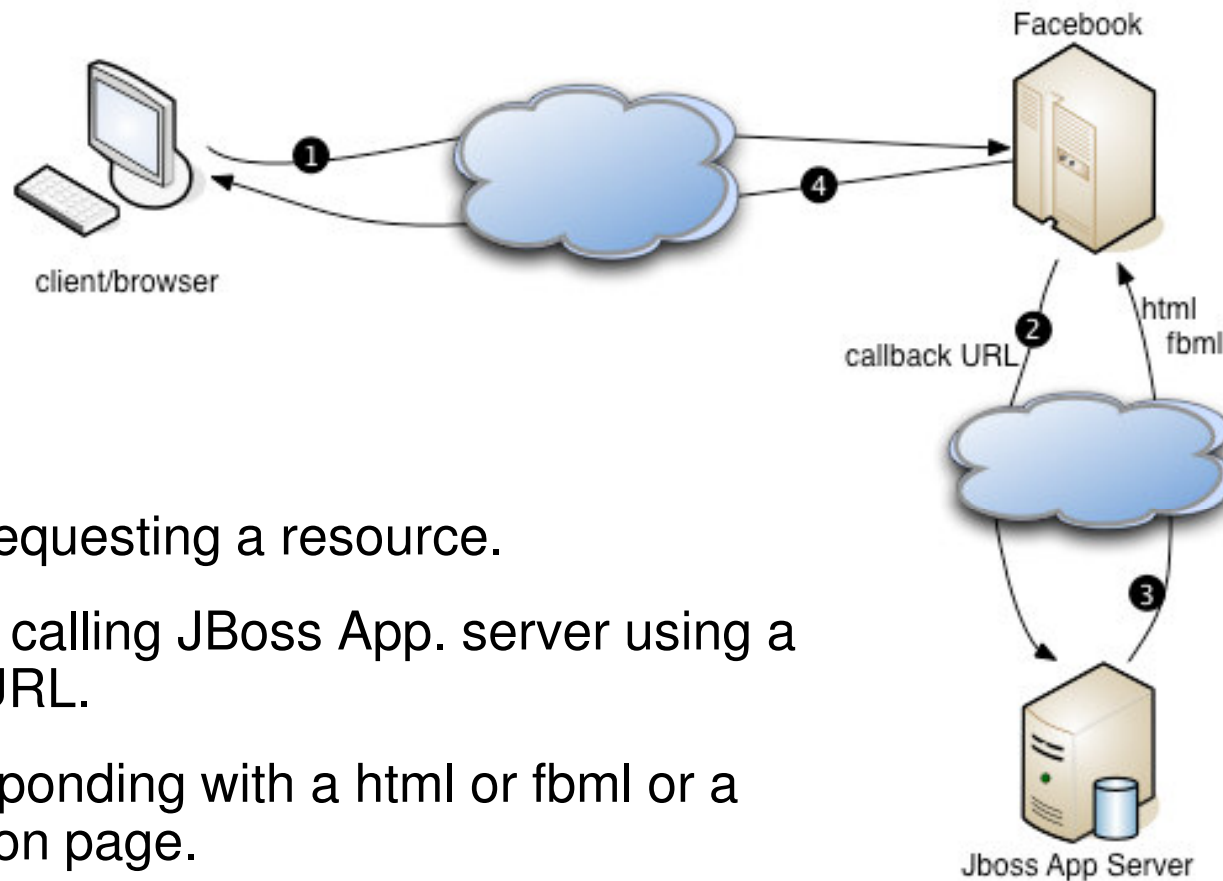
- Understanding a “Developer Application” within Facebook
- Creating an application
- What is a Canvas page and a Canvas URL
- Understanding Render modes. FBML and Iframe
- Leverage Facebook Connect
- Core components of Facebook
 - API
 - FBML
 - XFBML
 - FQL
 - FBJS

Web Application



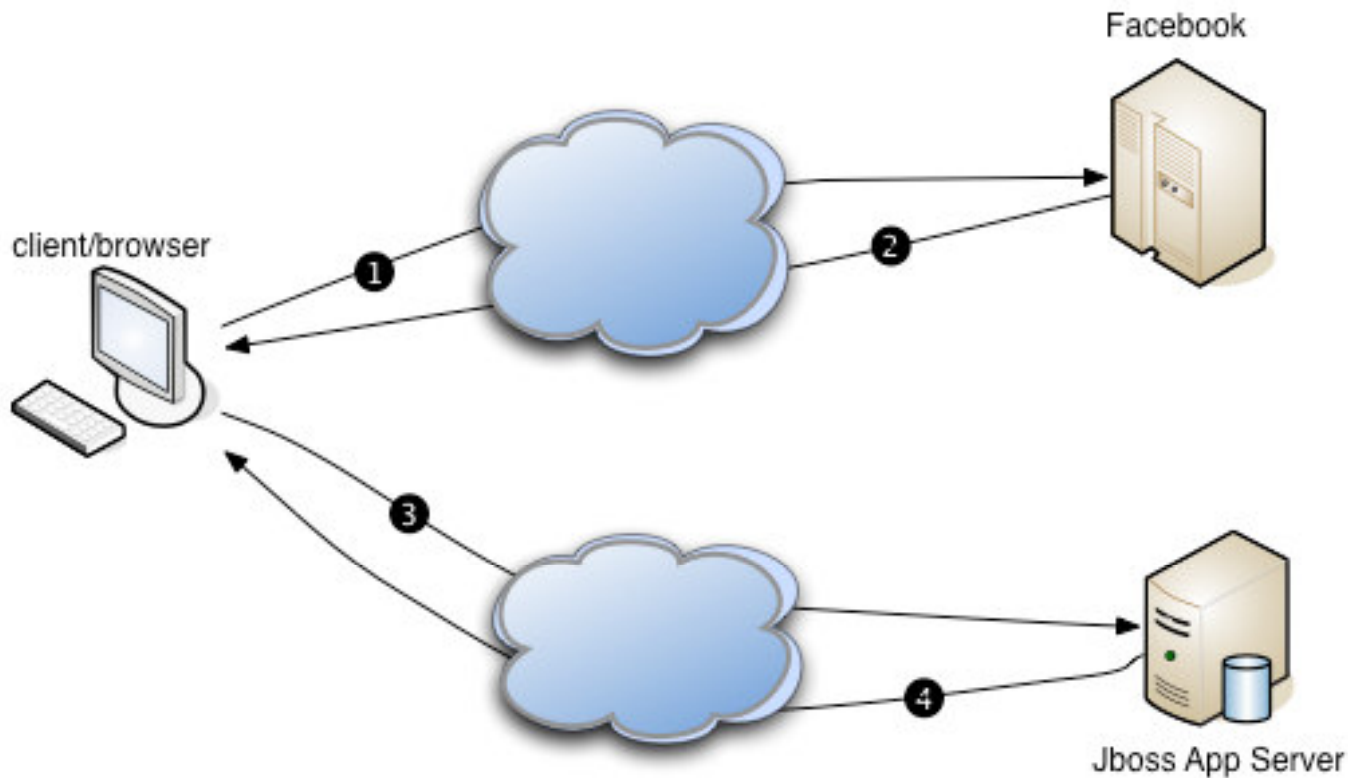
1. Browsing requesting a resource.
2. Server processing the request and sending response.

FBML Application



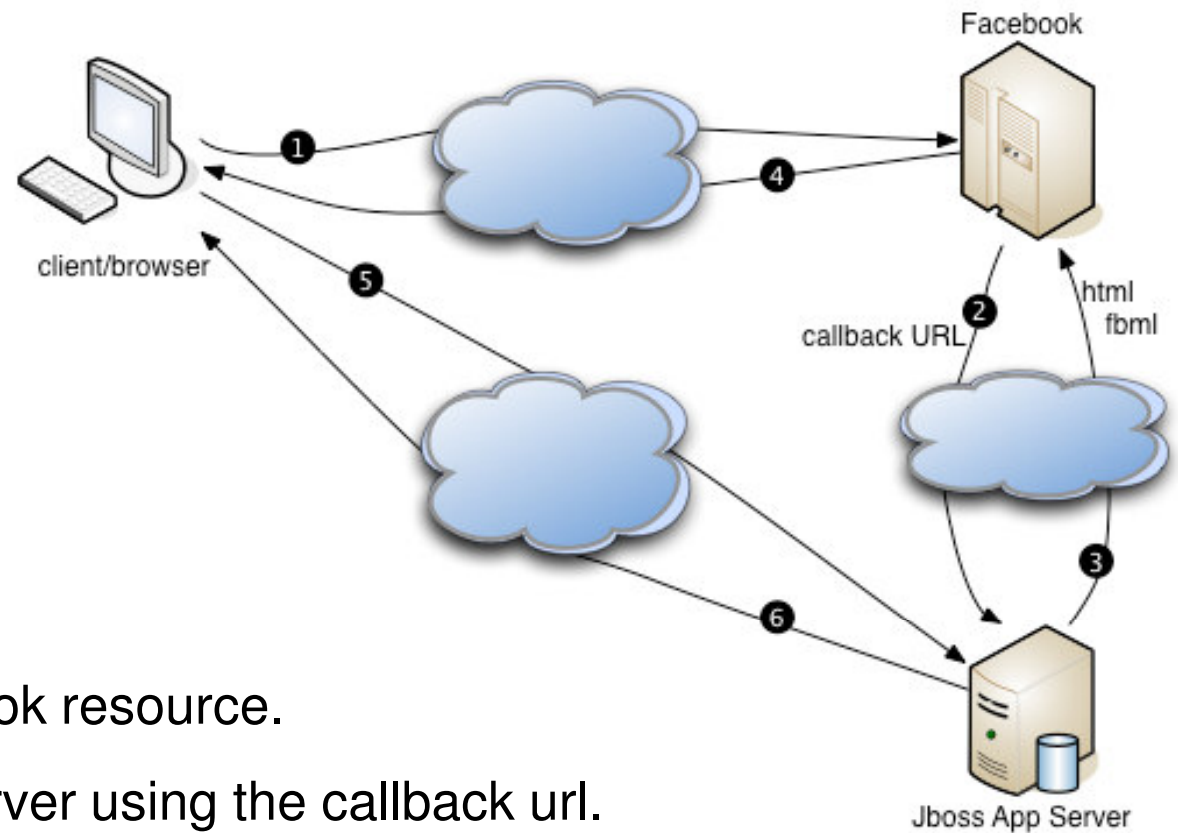
1. Browser requesting a resource.
2. Facebook calling JBoss App. server using a callback URL.
3. JBoss responding with a html or fbml or a combination page.
4. Facebook rendering the fbml tags and sending html to browser.

iFrame Application



1. Browser requesting a resource
2. Facebook sends response back to browser with an iframe
3. IFrame requesting the resource
4. JBoss application sends response

Smart fb:iframe



1. Browser requesting a Facebook resource.
2. Facebook calls JBoss app server using the callback url.
3. JBoss app responds with a fb:iframe facebook tag along with other html.
4. Facebook parsing the response and converting facebook iframe to a regular iframe. Sending response back to the client.
5. Browser making a request to JBoss app server.
6. JBoss application serving the response.

Alfresco Overview

- Robust content repository and services

- Content management services
- Workflow
- Search and indexing

- Content Modeling

- Content types, meta-data
- Associations, tags
- Categories, taxonomies

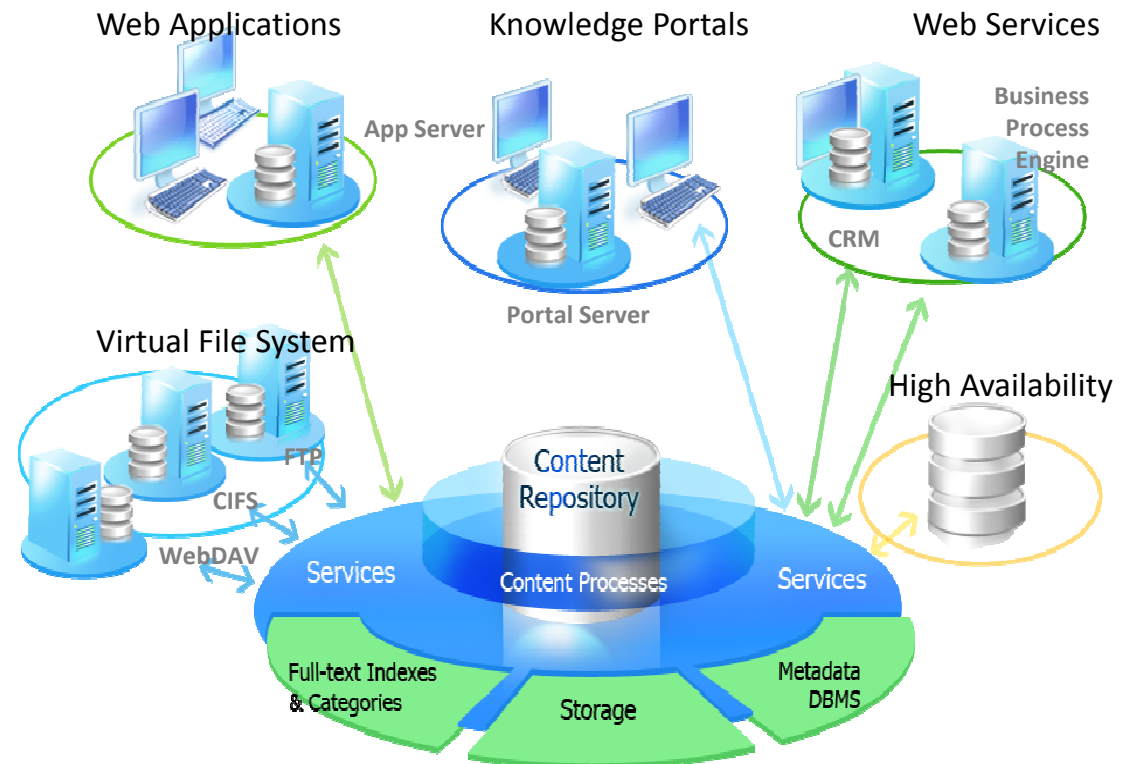
- User Interface

- Variety of options
- APIs

- Integration Support

- Open and modular architecture
- APIs

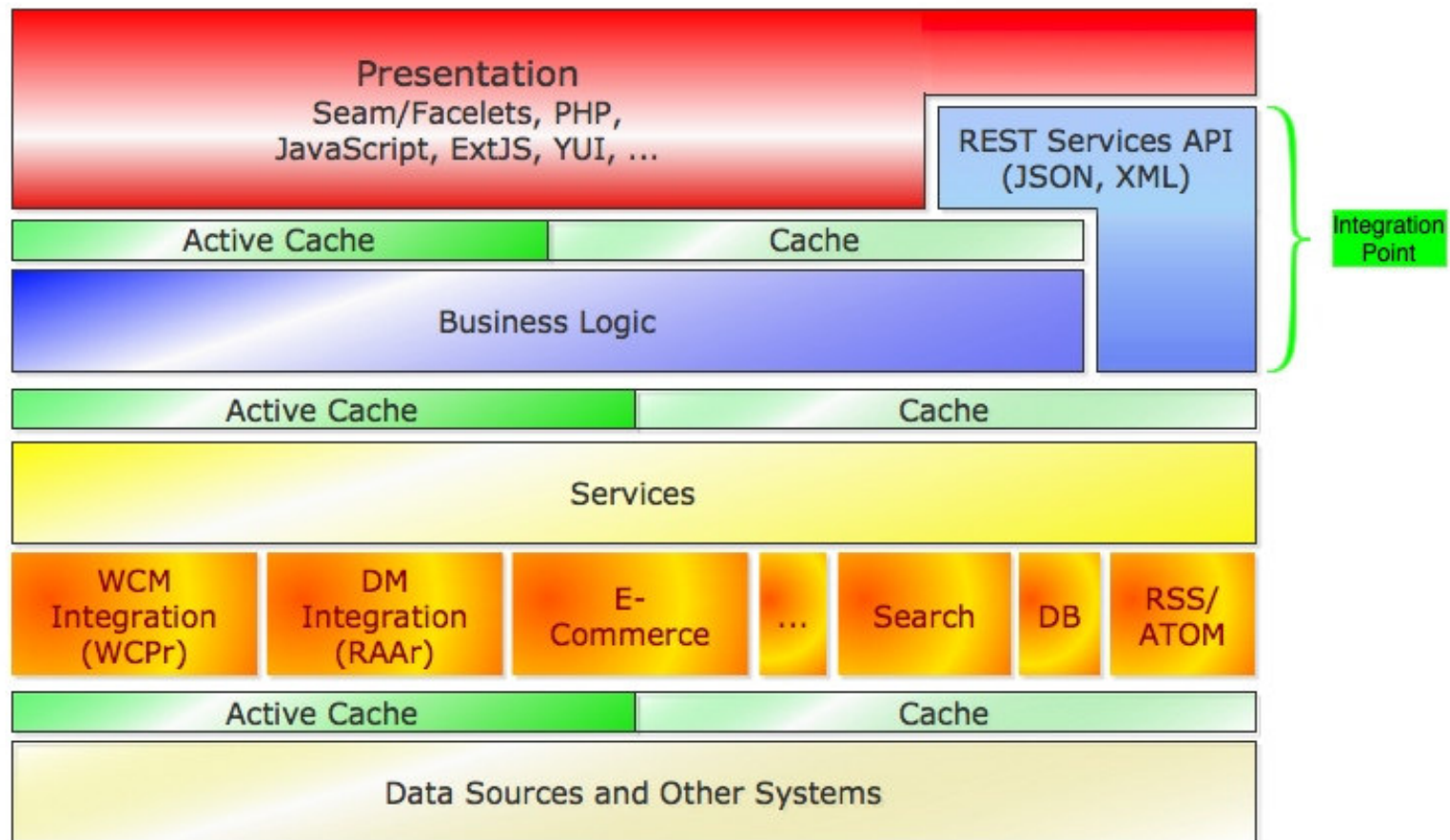
- Enterprise Deployment Support



Crafter rivet

- Open source middleware for content-rich application development
- High-level APIs for accessing content from WCMS like Alfresco
 - In-process Java APIs
 - REST-based APIs (JAX-RS and RestEasy)
- Features include
 - High performance (active caching)
 - Horizontal scalability
 - SEO-friendly URL management
 - Ease of integration (OSGi)

Crafter rivet - Architecture



Crafter rivet - Core API

Package `org.rivetlogic.crafter.core.accessor`

Interface Summary

<u>CacheAccessor</u>	A convenience interface to Crafter's active cache.
<u>Filter</u>	Filters are used when building tree structures based on structure in the repository.
<u>MetadataAccessor</u>	MetadataAccessor is a service oriented component for acting on ResourceRef objects and path based folder structure.
<u>NavTree</u>	Transfer object that carries a tree data-structure representation of structure in the repository.
<u>ResourceRef</u>	A system reference to a resource.
<u>StructureAccessor</u>	StructureAccessor is a service oriented component for acting on path based folder structure.
<u>UrlTransformationAccessor</u>	A convenience interface for the Crafter's URL Transformation Engine <u>UrlTransformationEngine</u> .

Class Summary

<u>CrafterDescriptor</u>	Transfer object that holds a descriptor in the form of an XML DOM.
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Connected Weddings

- Social platform for planning weddings
- Awarded grant from Fbfund
- Content managed in Alfresco WCW
- Content delivery through JBoss /Seam/ Facelets/ Crafter
- Content Rich
- Ability to personalize
- Built to scale out rapidly on Facebook

Home

Planning

My Wedding Site

Community

Connected  Weddings

Tips | Gowns | Tools

- ▶ Home
- ▶ Engagement
- ▶ Planning
- ▶ Fashion and Beauty
- ▶ For the Groom
- ▶ Bridesmaids
Groomsmen and
Moms
- ▶ Married Life

Flower Power

The latest trends in floral design

White calla lilies say sophistication and class. Red roses show classic romance. Purple orchids add a touch of the exotic. And orange gerber daisies give a whimsical feel. When you're dreaming up the vision for your wedding soiree, flowers are one of the main elements you'll use to strike the perfect vibe.

More Planning Stories

- » [Budget Bride](#)
- » [Classy Cakes](#)



Find everything
you need to plan your
perfect wedding!

Pack Your Bags

What to bring on your honeymoon

Can't wait to swap your party for 200 out for a party of two? Most couples enjoy their honeymoon just as much as the wedding -- or even more so. What else do you need to make it perfect besides a romantic destination and your new hubby? Here are some tips on packing your bags -- what to forgo and what you shouldn't leave home without.

Forum Posts



[Stephen in:](#)
pro photography for
the big day!



[Katelin J in:](#)
I just got engaged!



Vera Wang

VWF08-2

Description: Ivory silk faille strapless mermaid gown with sculpted bodice.

Color: Ivory

Length: Floor

Neckline: Strapless

Shape: Mermaid

Sleeve Length: Long

Sleeve Style: Strapless

Share 

Search Criteria

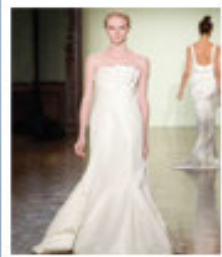
- All Designers
- All Shapes
- All Neck Lines
- All Colors
- All Lengths
- All Sleeve Lengths
- All Sleeve Syles

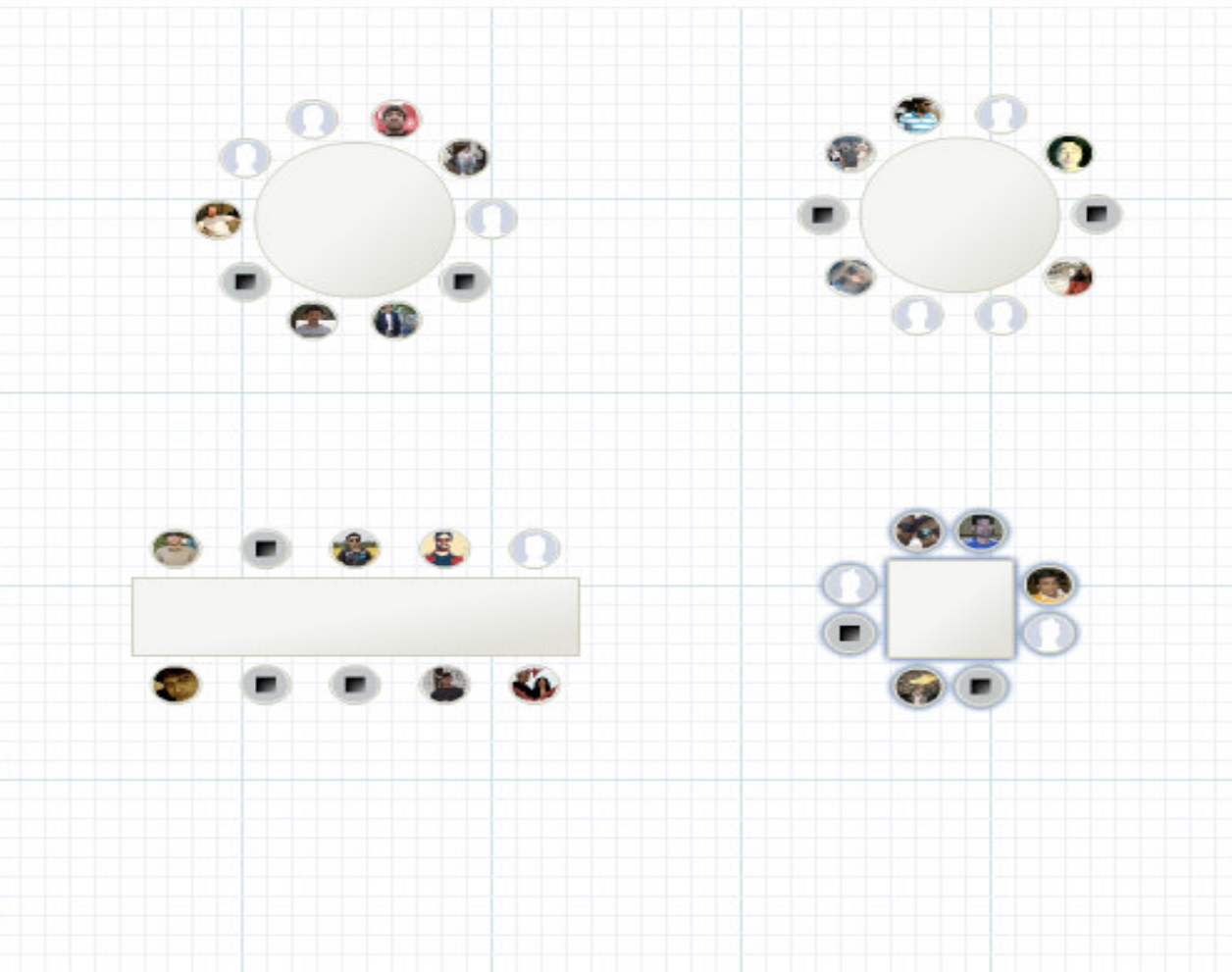
Search Gowns »

WEDDING THINGS



Wedding Favors & Gifts





Networks

Additional guests(32)

Next Steps:

Check out our Demo Application

- Demo app can be downloaded from <http://downloads.rivetlogic.com/jboss-facebookapp/>
- Refer README.txt file for frameworks and version numbers used.
- Write your own Facebook app using Ingres, JBoss, and Alfresco

Try out the Ingres Development Stack for JBoss

- http://esd.ingres.com/product/JBoss_Stack

QUESTIONS?

**TELL US WHAT YOU THINK:
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