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# Get Connected – Using Open Source Technologies on Facebook

Deb Woods

VP Product Management, Ingres

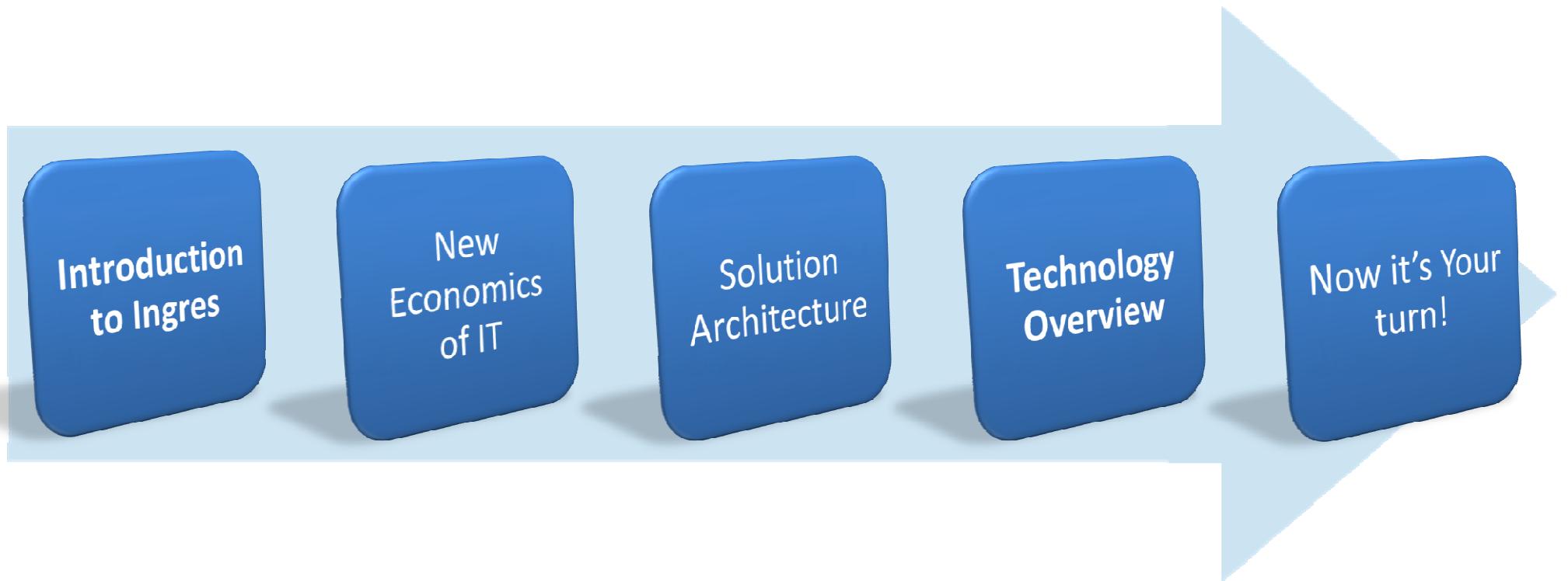
Binesh Gummadi

Sr. Software Engineer, Rivet Logic

September 3, 2009



# 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
  - 2<sup>nd</sup> 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



redhat.

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

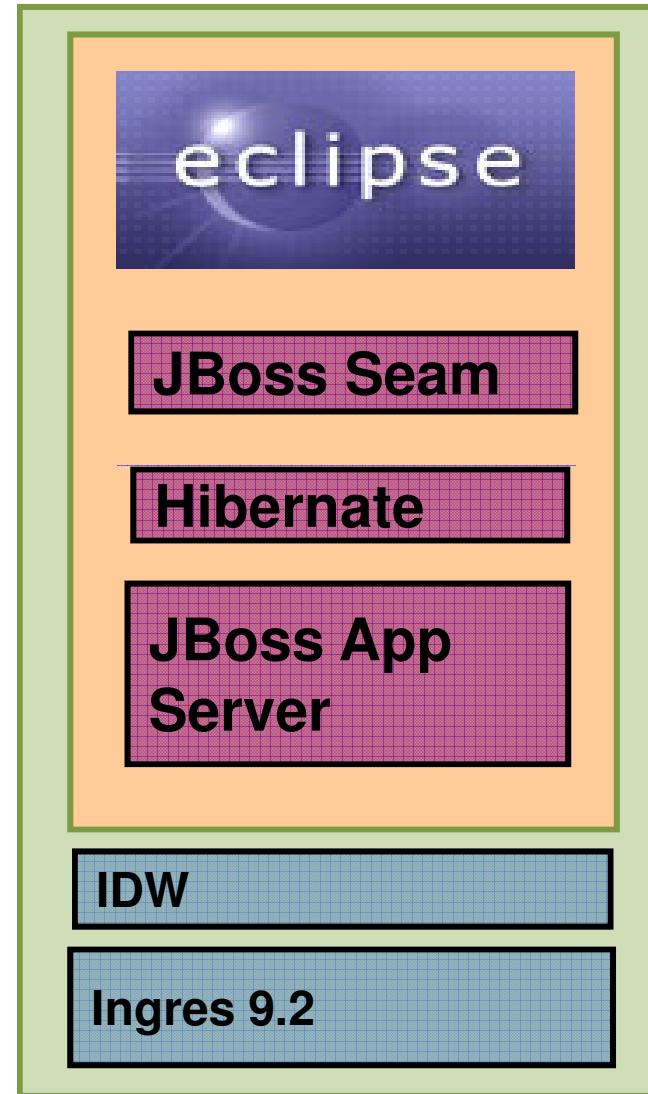
- JBoss Developer Studio
  - Eclipse
  - Eclipse Tooling
  - JBoss Enterprise Application Platform
- Ingres 9.2
- Ingres Database Workbench (IDW)

## Target Platforms

- Windows
- Red Hat Enterprise Linux

## 90 Day Evaluation Developer Support

- Provided by Ingres



# Connected Weddings

## 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



facebook Home Profile Friends Inbox

Binesh Gummadi Settings Logout

Home Planning My Wedding Site Community

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](#)



Connected Weddings



Find everything  
you need to plan your  
perfect wedding!

### Forum Posts

Stephen in:  
pro photography for  
the big day!

Katelin J in:  
I just got engaged!

### Pack Your Bags

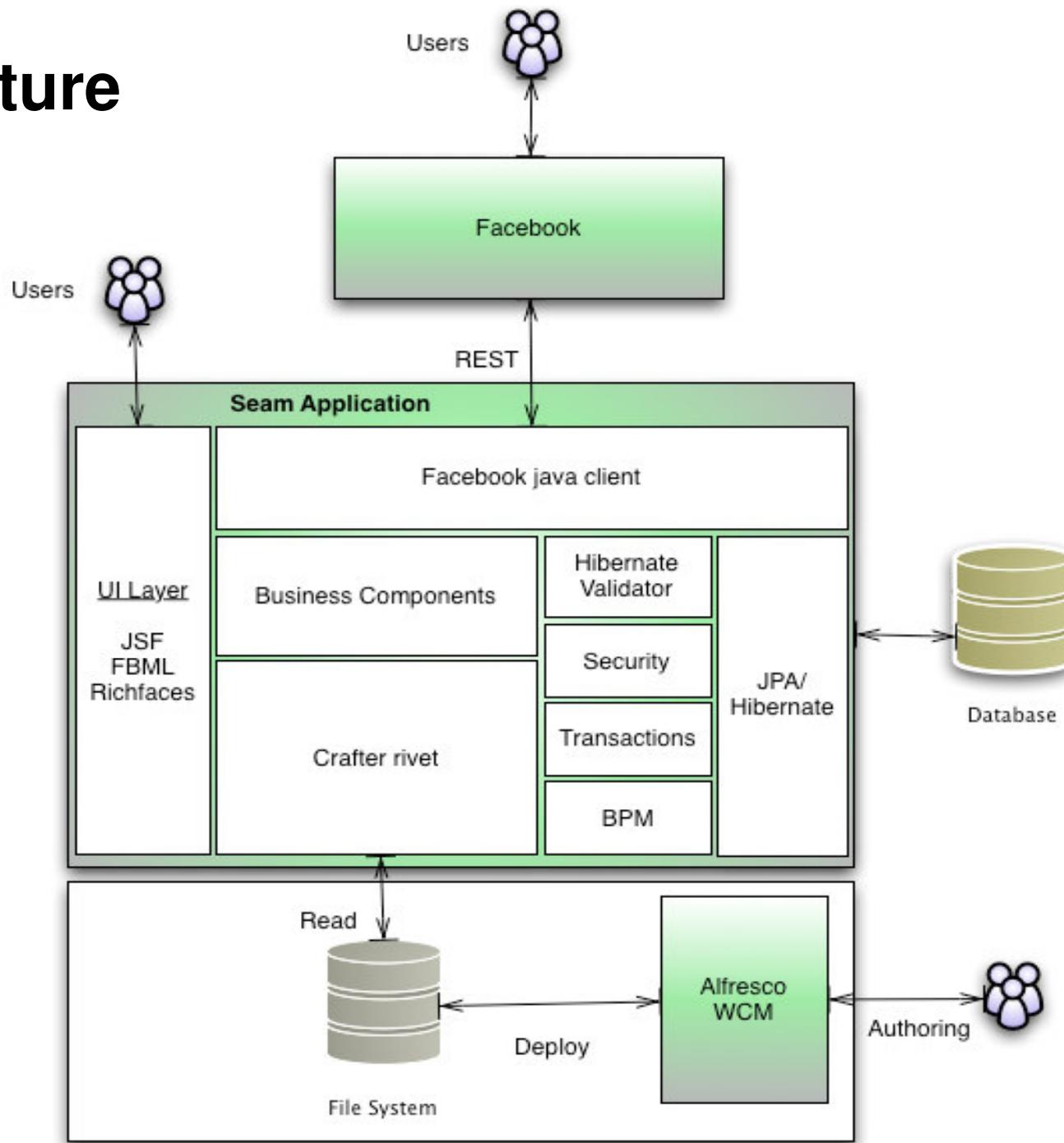
*What to bring on your honeymoon*

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.

# 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

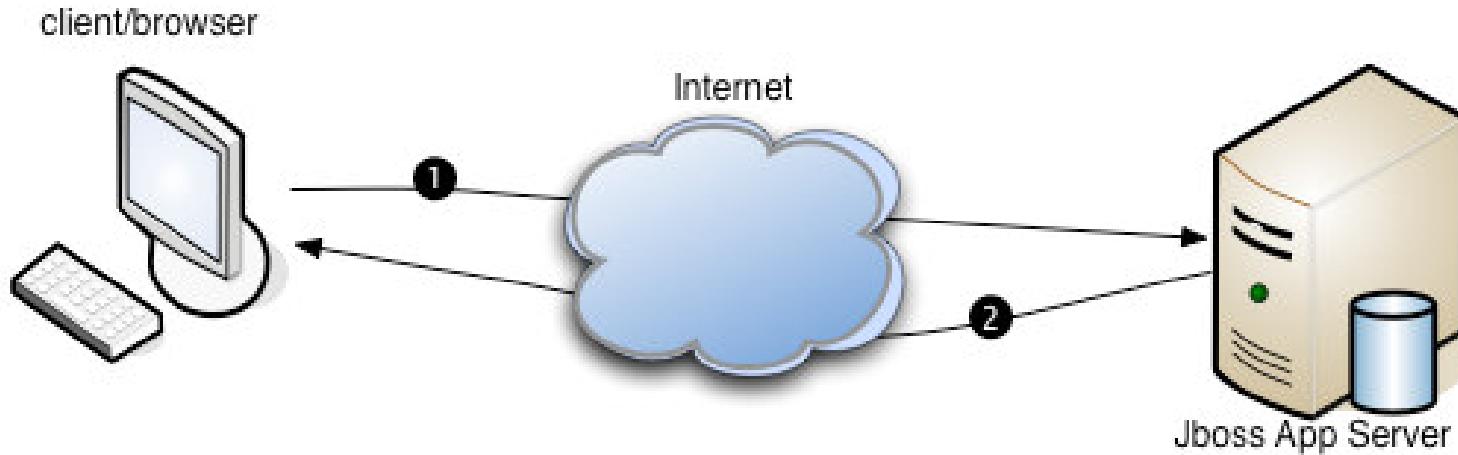
# Facebook

- 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

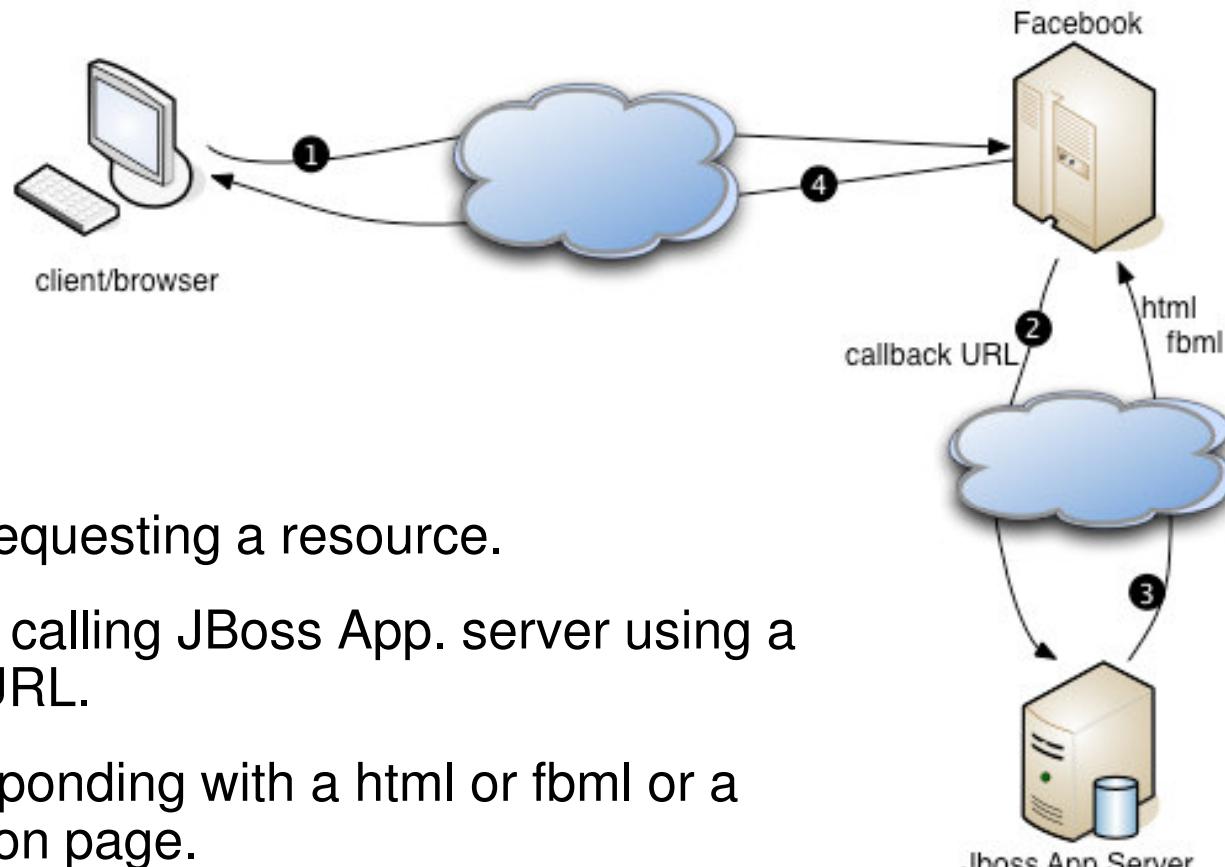
- Understanding a “Developer Application” within Facebook
- Creating an application
- What is a Canvas page and a Canvas URL
- Understanding Render modes. FBML and Iframe
- Leverage Facebook Connect
- Core components of Facebook
  - API
  - FBML
  - XFBML
  - FQL
  - FBJS

# Web Application

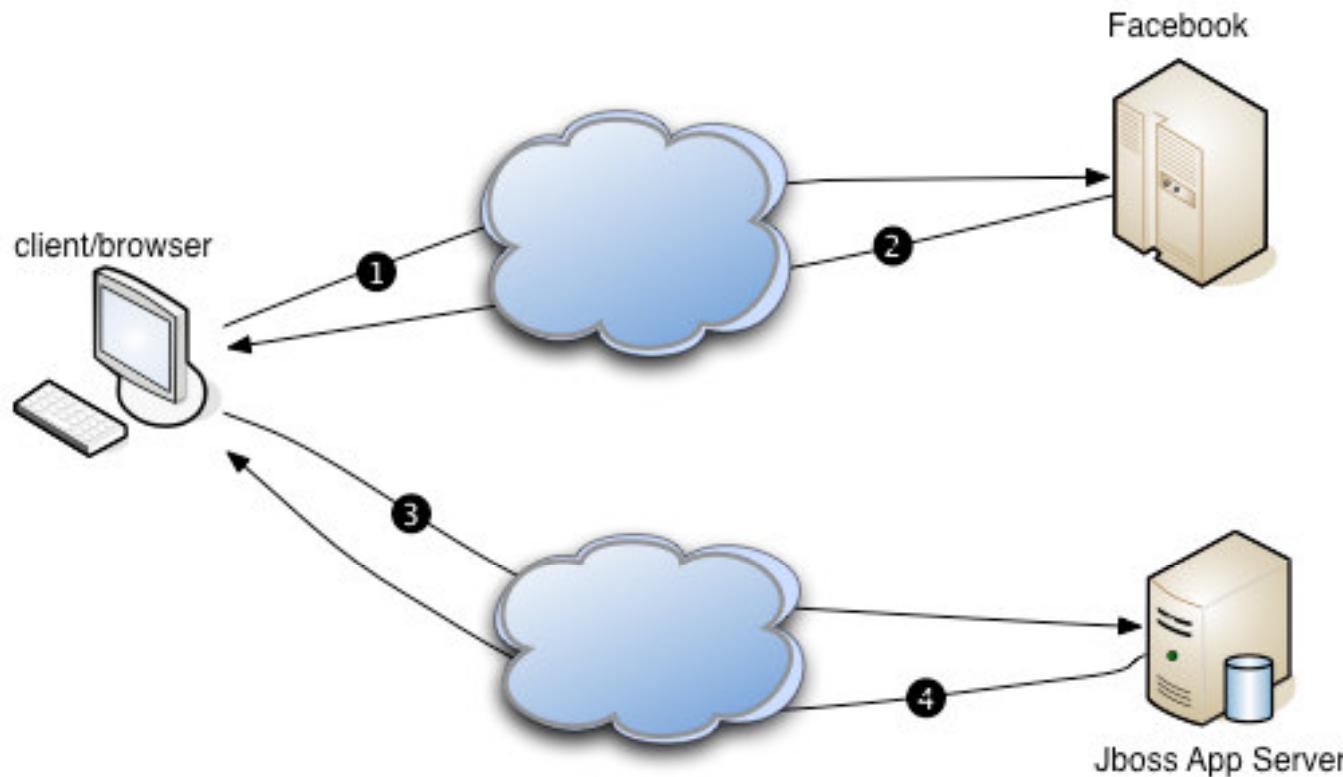


1. Browsing requesting a resource.
2. Server processing the request and sending response.

# FBML Application

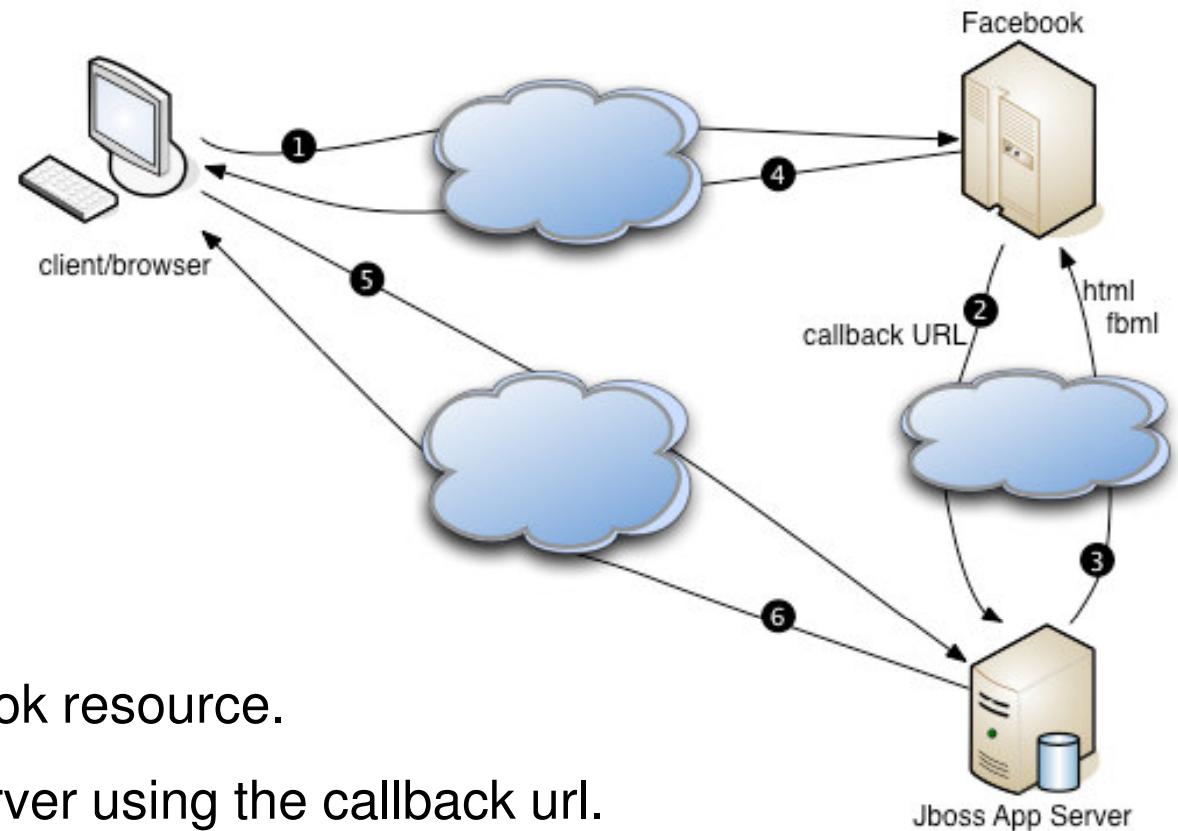


# iFrame Application



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

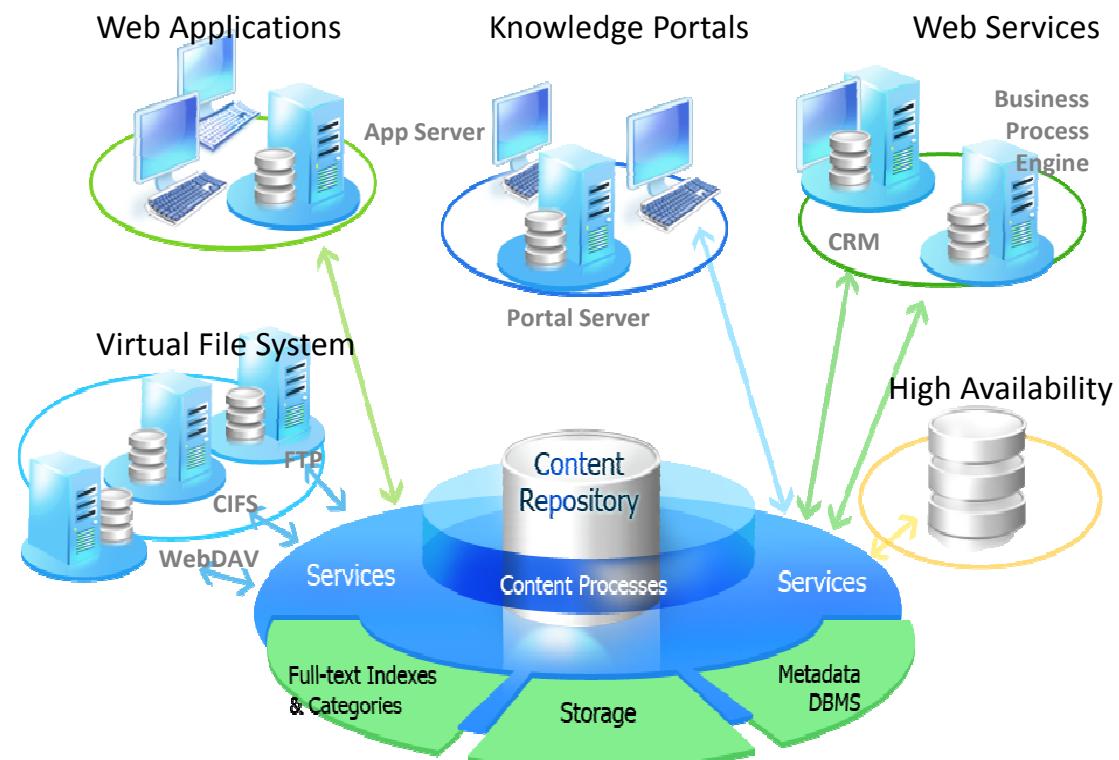
# Smart fb:iframe



1. Client/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. Client/browser making a request to JBoss app server.
6. JBoss application serving the response.

# Alfresco Overview

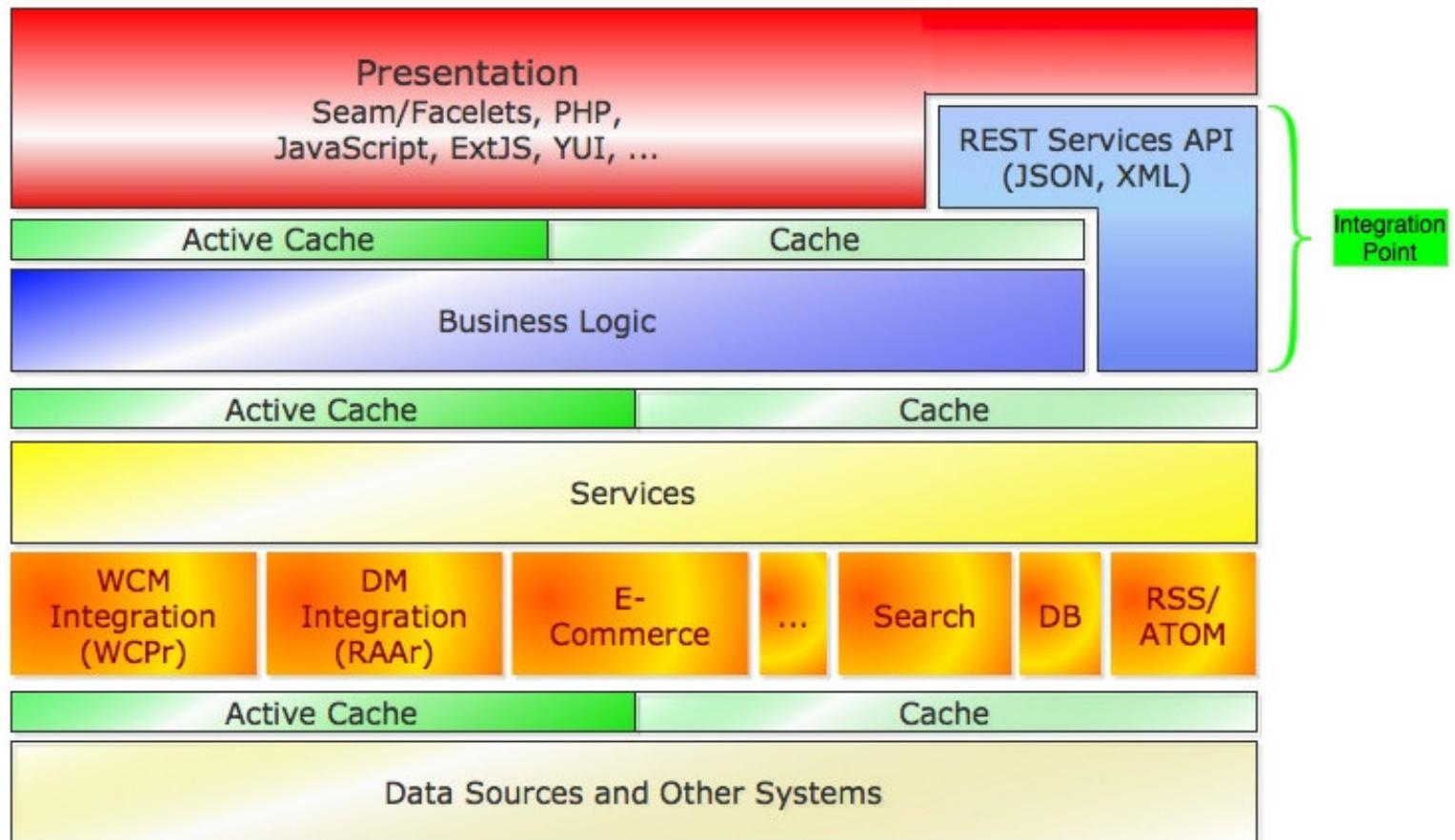
- Robust content repository and services
  - Content management services
  - Workflow
  - Search and indexing
- Content Modeling
  - Content types, meta-data
  - Associations, tags
  - Categories, taxonomies
- User Interface
  - Variety of options
  - APIs
- Integration Support
  - Open and modular architecture
  - 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

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

### Class Summary

<a href="#">CrafterDescriptor</a>	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

Tips | Gowns | Tools

Connected Weddings

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

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## BRIDAL GUIDE



Find everything  
you need to plan your  
perfect wedding!

### 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 Styles

**Search Gowns »**

WEDDING THINGS



Wedding Favors & Gifts

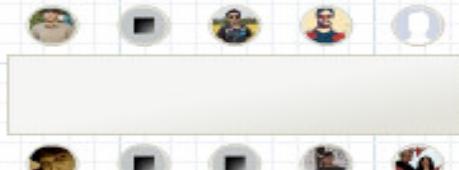
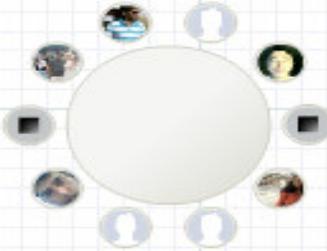
Block



Room size: 50 x 50

Go

Save



## Guests

## Table Properties

## Networks

George Mason(48)

Washington, DC(13)

Dartmouth(2)

India(2)

Kansas City, MO(2)

Additional guests(32)



Bookmark Connected Wedding

# 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](http://esd.ingres.com/product/JBoss_Stack)

**QUESTIONS?**

**TELL US WHAT YOU THINK:  
[REDHAT.COM/SUMMIT-SURVEY](http://REDHAT.COM/SUMMIT-SURVEY)**