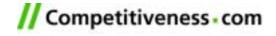


Building ArsDigita Portals #1

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Content

- Introduction
- ACS Architecture
- Case Study
- How to Build Your Portal

1. Introduction

Introduction

- •Who are we and why do I give this lecture?
- •What is a Portal?
- •What is ACS?
- ACS Modules
- Online Demos
- •What do we do with ACS?

Who are we and why do I give this lecture?

Who are we?

- ■The Cluster Competitiveness Group, S.A.
- Located in Barcelona (Cerdanyola)

Before

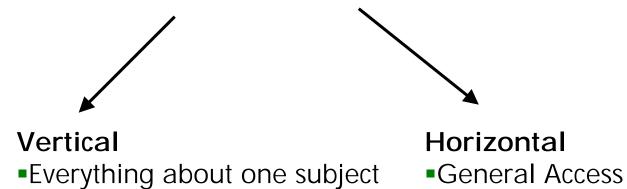
•During 7 year been a strategic consulting company for "Clusters"

Now

- Internet Startup with 60 employees
- •Actively developing ACS as our development platform, creating a "Community"

What is Portal?

■Portal == Homepage + Starting Point



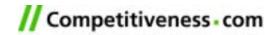
What is ACS?

- It's free
- It 's for building portals
- It works out of the box.
- It's a "Toolkit"
 - •Library of preconfigured elements
 - Defined way of working
 - Comes with "Philosophy".

ACS Modules

- -/doc/address-book -- address book
- -/doc/adserver banner ads
- -/doc/bannerideas banner ideas
- •/doc/bboard -- the discussion forum system
- •/doc/bookmarks -- save Internet bookmarks
- -/doc/calendar an online calendar
- -/doc/chat online chat
- <u>doc/classifieds</u> classified ads: announce your old motorcycle
- <u>doc/clickthrough</u> statistics on ads
- -/doc/contact-manager -- good for sites with an extranet-y flavor
- <u>doc/content-sections</u> -- lets administrators add/manage different content sections of the site
- •/doc/contest -- run give-away contests
- <u>doc/custom-sections</u> -- allows group administrators add/manage custom sections of the site
- -/doc/curriculum
- •/doc/directory -- letting users find each other
- •/doc/display -- lets administrators set display settings and upload logo of the site
- •/doc/download -- offering versions of software or other stuff to people
- •/doc/dw -- a toolkit for data warehouse-style queries
- -/doc/ecommerce
- /doc/education
- •/doc/events -- facilitates online registration for events
- -/doc/faq
- •/doc/file-manager -- simple content management tool

- •/doc/file-storage -- users who don't know HTML can collaboratively maintain a set of files on the server
- •/doc/glossary -- the ArsDigita Glossary, for creating an on-site dictionary of specialized terminology.
- •/doc/homepage -- give your users personal homepages on your system
- •/doc/intranet -- run your organization from this toolkit
- •/doc/neighbor -- Neighbor to Neighbor (hard to explain; see example at http://photo.net/neighbor/)
- -/doc/news
- -/doc/partner -- site-wide cobranding
- -/doc/poll -- opinion polls
- <u>doc/portals</u> -- using only a Web browser, build some portals for different groups within your organization (or the public)
- •/doc/press -- show press coverage about your site or company
- •/doc/pull-down-menus -- create Macintosh-style menu bars
- -/doc/spam -- send email to a group of users
- <u>doc/static</u> -- support for collecting comments, links, and download statistics for static files
- <u>doc/survey-simple</u> -- ask the users a series of questions
- •/doc/ticket -- a project and bug tracking system
- <u>doc/wp</u> -- WimpyPoint, a replacement for desktop bloatware like PowerPoint, allowing you to create and view presentations in your Web browsers



Online Demos

See Separate Online Demos:

- Chat Module
- Classified Ads Module
- User Management

Pause

2. ACS Architecture

ACS Architecture

- Windows Against Internet Programming
- ACS in its Context
- Java Against ACS Layer Cake
- Other Web Architectures
- Why ACS?

Windows Against Internet Programming

Windows Programming

- Event driven
- Program runs on local machine
- Very fast connection
- Single user
- Stateful connections

Internet Programming

- Page-Click-Page
- Program runs on remote server
- Slow Internet connection
- ■10.000 concurrent users
- Stateless browser

Summary

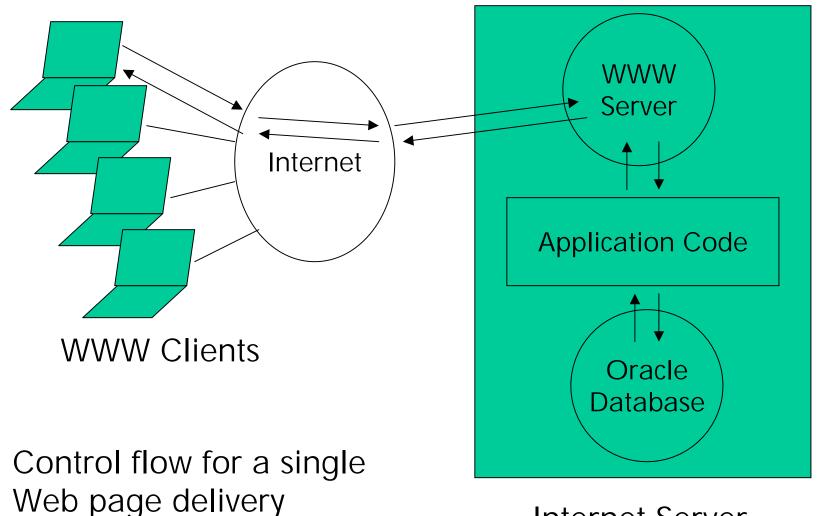
- OO programming well suited to handle events
- Events are mapped to methods

■No events, no OO...

Reliable Web Services

- •Relational DB currently is the only reliable backend.
- •Current OO database do not provide:
 - High performance (100 concurrent users)
 - Transaction isolation
 - High availability
 - Online backup
 - Online replication
 - Administration tools
 - Remote access

ACS in its Context



Internet Server

Java Against ACS Layer Cake

OO (Java)

ACS

GUI

GUI Components

GUI Business Procs

Business Procs

Business Objects

Persistence

Data Model

HTML

Toolkit

SQL

Data Model

Other Web Architectures

- Apache + Java + Jserv (Jakarta)
- Apache + Perl
- Apache + PHP
- Application Servers
 - Oracle OAS
 - •IBM Websphere
 - BEA Weblogic
 - Netscape NAS
 - •...

But none of the systems contains ready to use modules.

Why ACS?

- •Comes with a large number of ready-to-use modules
- •Highly efficient programming model:
 - "Page-Click-Page" interaction model
 - Database oriented (not object oriented)
 - SQL statements close to HTML code
- It works. Even with a large number of users.
- Comes with lots of documentation
- •Comes with philosophy that makes producing results easy.

3. Case Study

Case Study From a business idea to an ACS portal

- Driving School Portal
- Target Group
- •Why Join the Portal?
- Additional Contents
- •Which ACS Modules?
- Marketing
- •Make Money
- •Why didn 't I do it myself?

Driving School Portal

Idea

•Make a portal for all people who have to learn driving a car or motorcycle

Target Group

- ■10.000 driving students in Barcelona every year
- Age between 18 and 22
- Both sexes equally
- From all social layers
- Students, young professionals, ...

Why Join the Portal?

- Compare driving school prices
- Compare failure rates
- Compare driving school quality
- Buy literature
- Talk about exercises
- Chat with driving school experts
- **.** . .

Additional Contents

- Buy a used/new car
- Meet a boyfriend/girlfriend
- Look for a job
- Share apartments
- Party calendar
- Buy accessories

•...

Which ACS Modules?

ACS provides ready to use modules

- Static Contents
- Opinion Polls
- Bulletin Boards
- Chat
- Classified Ads

Marketing

- •Tell your friends and tell them to tell others
- Publish articles in local press
- Setup posters in the University
- Let best rated driving school make publicity with the rating
- Get an entry in the Yellow Pages
- See http://www.gorillamarketing.com/

. . .

Make Money

- Sell ad space to local driving schools
- Sell ad space to general marketing agencies
- •Ask for commission to sell used cars
- Partner with book store to sell literature
- •Make homepages for driving schools

. . .

But:

- ■The idea works in Belgium because driving school books cost 40.000pts each. People can sell this material to new students. However, the books are free in Barcelona.
- I have no friends who are in driving school

End