

Welcome

To Advance through Presentation  
Use Page Up and Page Down Keys



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# WebObjects Overview

Allen Denison

WebObjects Product Manager

# Agenda

- What Is WebObjects?
- WebObjects Applications
- Recent Developments
- Product Overview
- Future Directions
- WWDC Activities

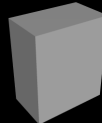
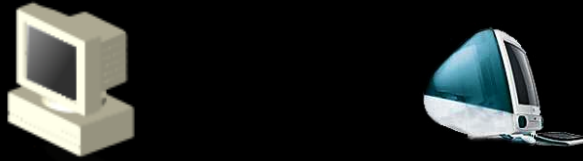


# What Is WebObjects?

The fastest way to develop,  
deploy and maintain  
high-performance, scalable  
server-based applications

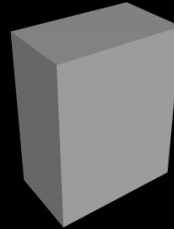
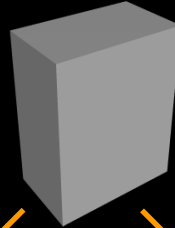
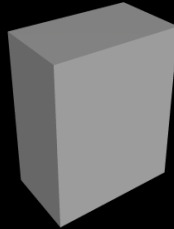


# Application Servers



Web Server

Application Servers



HTML



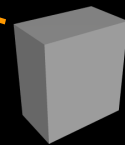
Mainframes



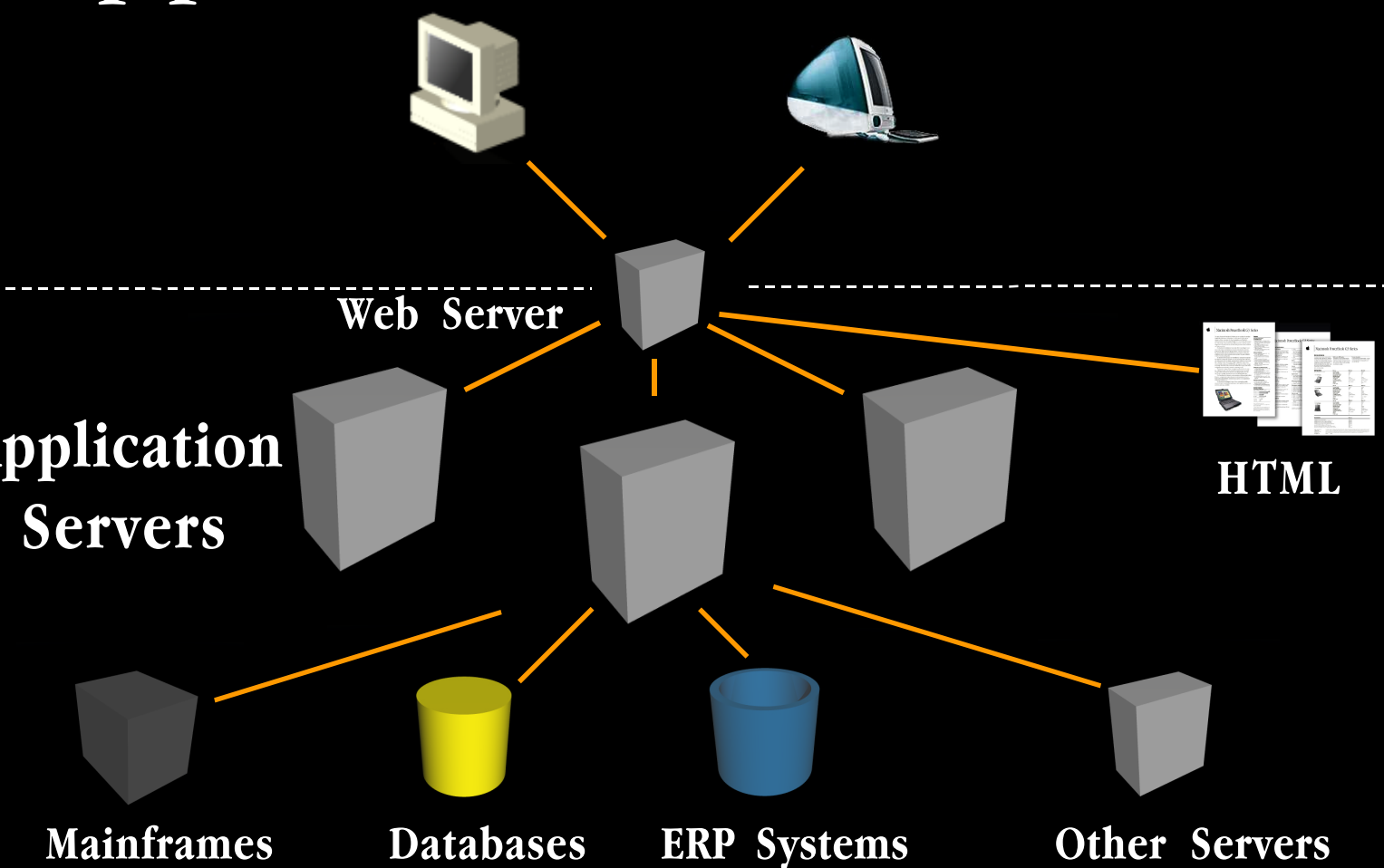
Databases



ERP Systems



Other Servers



# Why App Servers?

- Universal clients
  - Connect from anywhere
  - Provide access to anyone
  - Access from any browser on any OS
- Centralized administration
  - Manage applications in one place
  - Add machines to scale for usage



# New Development Paradigm

- Server-based, not client-based
- Number of potential users  $> 1$
- Integration with existing systems
- Development model must allow for quick turnaround of new applications



# WebObjects Applications

- Dynamic publishing  
BBC, S&P, Consumer's Digest
- E-commerce  
Daimler/Chrysler, Disney, Apple Store
- Client services  
Bank Boston, Deutsche Bank, MCI, AAA
- Intranet apps  
Adobe, Postal Service, Nortel





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- 4 Adobe Illustrator 8.0
- 5 Retrospect Express 4.1
- 6 Wacom Intuos
- 7 Eye Candy for After ...
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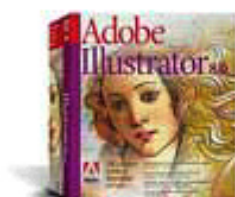
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**Adobe Illustrator 8.0**  
**Full CD-ROM**  
[Adobe Systems, Inc.](#)



Live blends, enhanced distortion controls, new Actions and Links palettes, easier navigation, and natural-media brushes make Illustrator 8.0 one of the most feature-rich upgrades in years. The streamlined, Photoshop-inspired interface paired with a gentle learning curve make it the best Mac drawing program (even if the Gradient Mesh tool is more sizzle than substance).

**Read the full [review!](#)**



# Some WebObjects Application Partners

- Adobe GoLive
- Corda Graphing Software
- Macromedia Dreamweaver
- OpenBase
- ReportMill
- RSW eTest Software
- Running Start



# Opportunities

- Develop any server-based applications
- Give your traditional applications a Web or Java client front-end
- Use WebObjects to maintain persistent data for server-based apps in a database
- Develop WebObjects adaptors to connect to other technologies and systems
- Develop reusable components

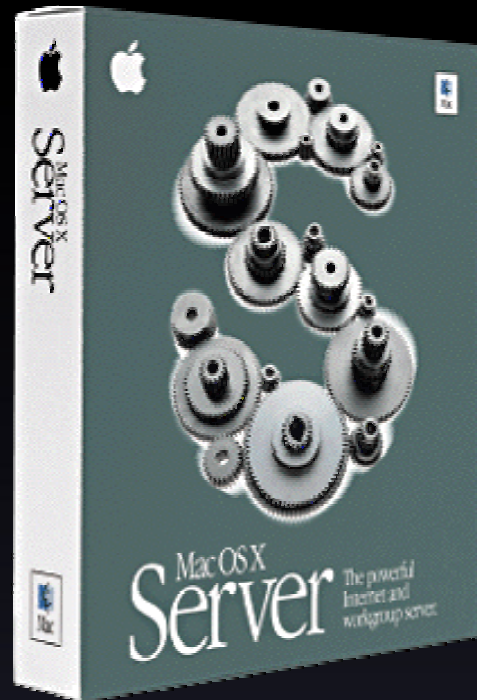
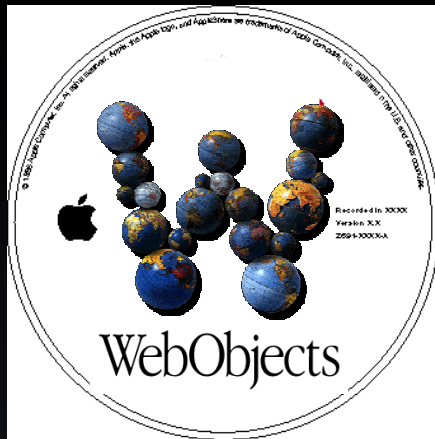




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# Recent Developments

# Mac OS X Server



*WebObjects included in every box!*



# 1999 Hyper Award



*Best Enterprise Application Server*



# High Marks in Evaluations

- SQL Ingenierie
  - 2x faster than closest competitor
  - Most productive developer environment
  - Richest feature set
- Doculabs (PCWeek/Information Week)
  - 600pps on 4x2-way Sparcs
  - Best user scaling-factor: 20.5







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# Product Overview

# Key Components

- Application server
  - Request handling/HTML generation
  - Thread/application level load balancing
  - State management  
(persistent across servers)
- Object-oriented frameworks
- Tools
  - Development and deployment





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# Distinguishing Features

# Complete Architecture

Request/Response Handling

HTML

Java Client

Session Management

Application  
Logic

Business  
Objects

Visual  
Components

Special  
Features

EOF



# Reuse

**Request/Response Handling**

**HTML**

**Java Client**

**Session Management**

**Application  
Logic**

**Business  
Objects**

**Visual  
Components**

**Special  
Features**

**EOF (Data Persistence)**

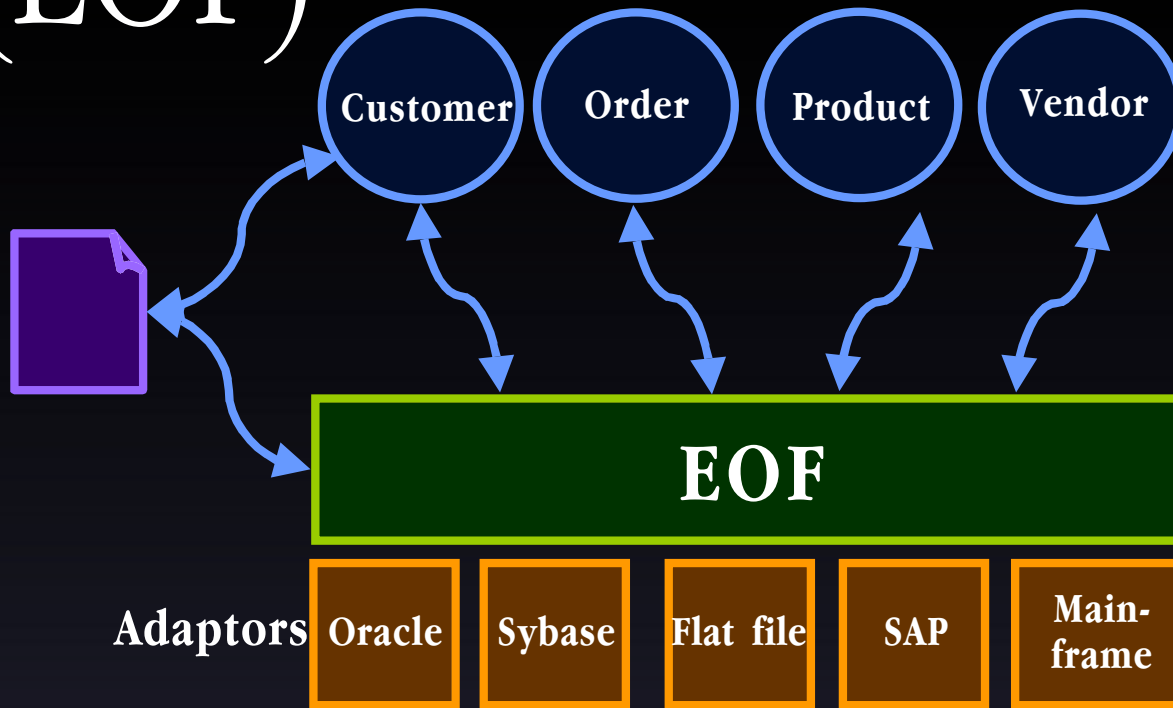


# Customer Success with Reuse

- Key Customers: Fannie Mae, Nortel, MCI, Intermountain Health Care
- Case: Wrote 1 app in 2 months  
Next 10 apps in 1 month
- Case: Developers are assembling applications with no coding
- Case: Some are seeing as much as 40% reuse



# Persistent Objects (EOF)



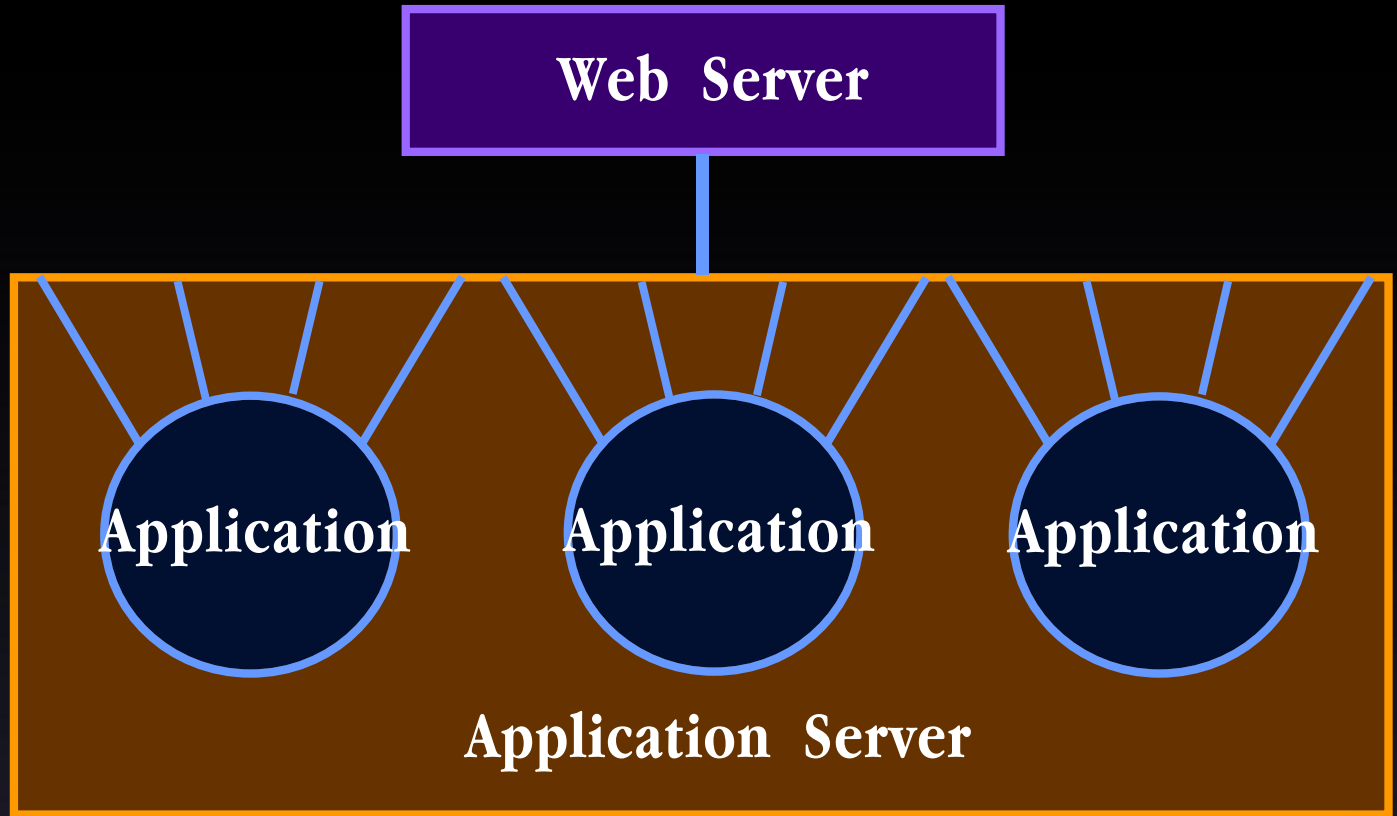
# Universal Extensibility

- Platforms: Mac OS X Server, NT, Solaris, HP
- Applications: Java, Objective-C, WebScript
- Libraries/extensions: C, C++, Perl, Tcl, Python, etc.
- 3rd party libraries: OpenMarket, NetGravity
- Components: E-commerce, reporting, graphing, asset management
- Data adaptors: Any data source, CORBA, DCOM

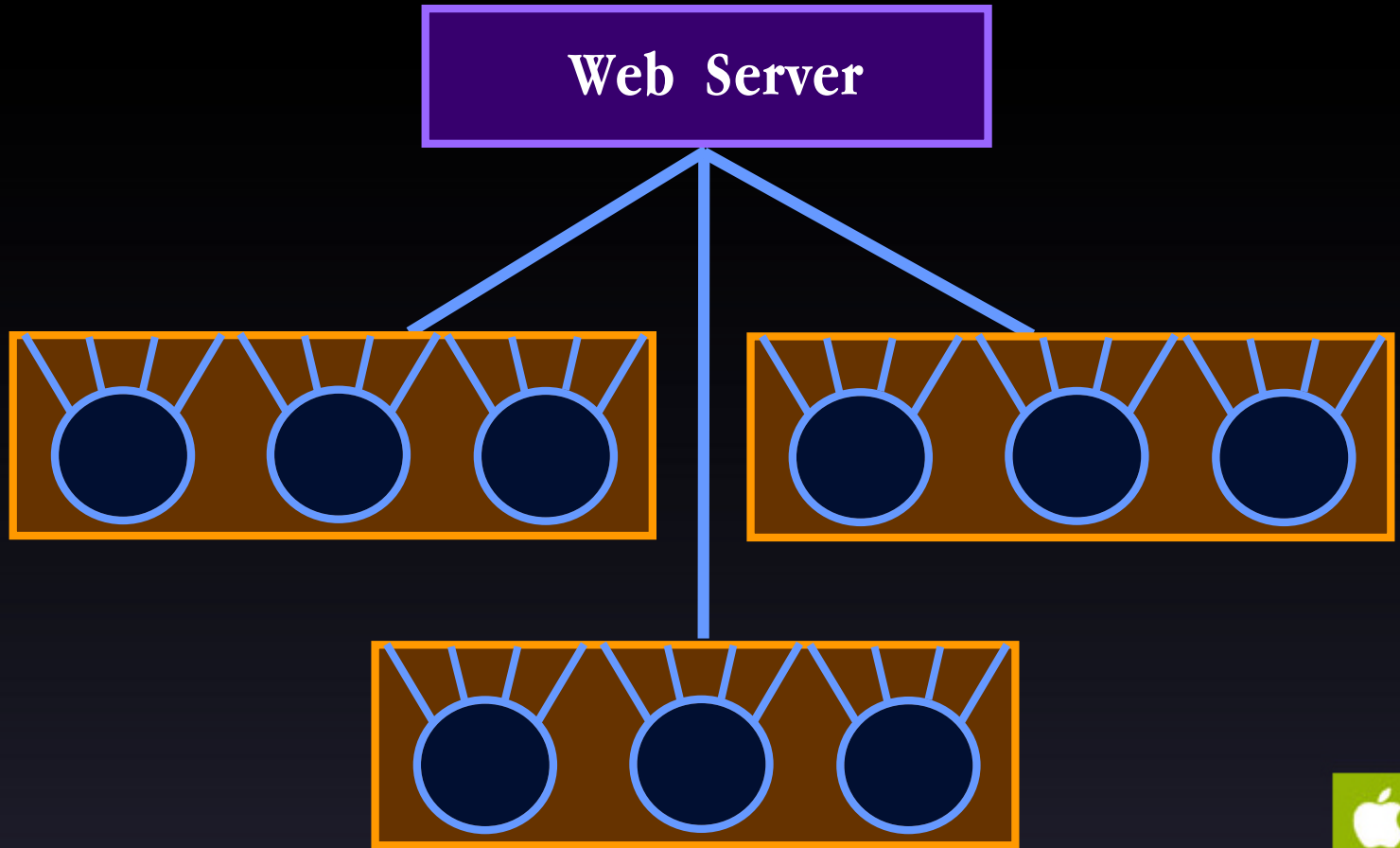




# Transparent Scalability



# Transparent Scalability



# Improvements in 4

- Faster (5x faster)
- New types of apps
  - Sessionless apps (Direct Actions)
  - Java Client
- Info Center
- Direct to Web
- Playback Manager



# Future Directions

- Standards and Java support
  - LDAP, XML, EJB, Java 2
- Developer Tools
  - Integrated source code control
  - Profiling and performance tuning apps
- Deployment Tools
  - Easier to deploy and monitor applications



# WebObjects

## Activities at WWDC

- WebObjects Sessions
- Related Technology Sessions
  - Mac OS X Server, Project Builder, Yellow Frameworks
- WebObjects Birds of a Feather
  - Thursday night
- Partners in Developer Central



# WebObjects Sessions

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**WebObjects for Mac  
Web Developers**

Hall B  
**Mon., 4:00pm**

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**Using SQL/Relational  
Databases**

Hall B  
**Tues., 1:00pm**

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**WebObjects  
Java Client  
Introduction**

Hall B  
**Tues., 2:30pm**

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**Learning EOModeler**

Hall B  
**Wed., 9:00am**



# WebObjects Sessions

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**Deploying  
WebObjects**

Hall B  
Wed., 10:15am

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**Generating Reports in  
WebObjects Apps**

Hall B  
Wed., 1:00pm

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**Debugging Techniques  
in WebObjects**

Hall B  
Wed., 2:30pm

---

**Fine-Tuning the  
Performance of  
WebObjects**

Hall B  
Wed., 4:00pm



# WebObjects Sessions

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**Complex WebObjects  
Application Design**

Hall B  
Thur., 9:00am

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**WebObjects:  
Tips from the Experts**

Hall B  
Thur., 10:15am

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**Advanced HTML/DHTML/  
JavaScript Tips and Tricks**

Hall B  
Thur., 4:00pm





# Related Sessions

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**Apple Server  
Software**

Hall A1  
**Wed., 1:00pm**

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**Using Project Builder  
for Mac OS X**

Hall A1  
**Thur., 2:30pm**

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**Apple Development  
Tools for Mac OS X**

Hall A1  
**Thur., 4:00pm**

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# Related Sessions

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**Introduction to the  
Yellow Framework**

Hall B  
Fri., 9:00am

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**What's New in the  
Yellow Framework**

Hall B  
Fri., 10:15am

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**Feedback Forum:  
Java**

Hall B  
Fri., 1:00pm

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**Feedback Forum:  
Mac OS X Core OS**

Hall B  
Fri., 4:00pm



# Resources

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## **WebObjects Site:**

[www.apple.com/WebObjects](http://www.apple.com/WebObjects)

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## **WebObjects List Server (OmniGroup)**

[webobjects@omnigroup.com](mailto:webobjects@omnigroup.com)





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