

market
development
consulting

ADL3 Project Overview

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Agenda

- Market
- Technology
- Project
- Feedback

Buzzwords



Web Services

Model Driven Architecture

eCRM

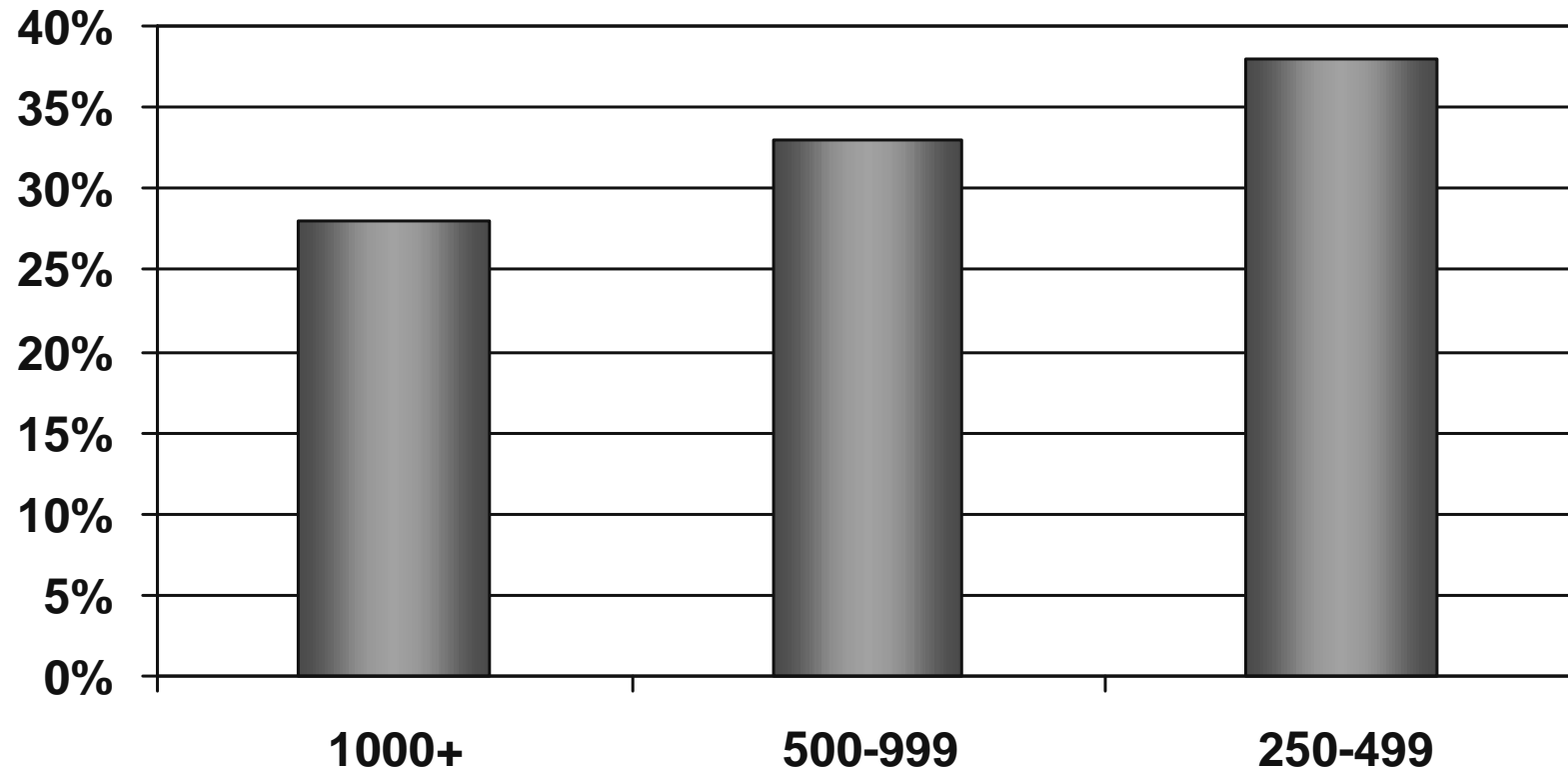
Customer Knowledge Management

Semantic Web

Software as a Service



ASP users



■ Willingness to outsource applications



Current Market

- Corio / IBM
- ASP is Back!

The ASP market

"There is no doubt that software as a service has become an undeniable force within the software industry that is leaving many to wonder what the future has in store," said Erin Traudt, research analyst for Software as a Service research at IDC.

"Indications are that customer adoption will continue over the next five years and spending will remain on the rise. (IDC)

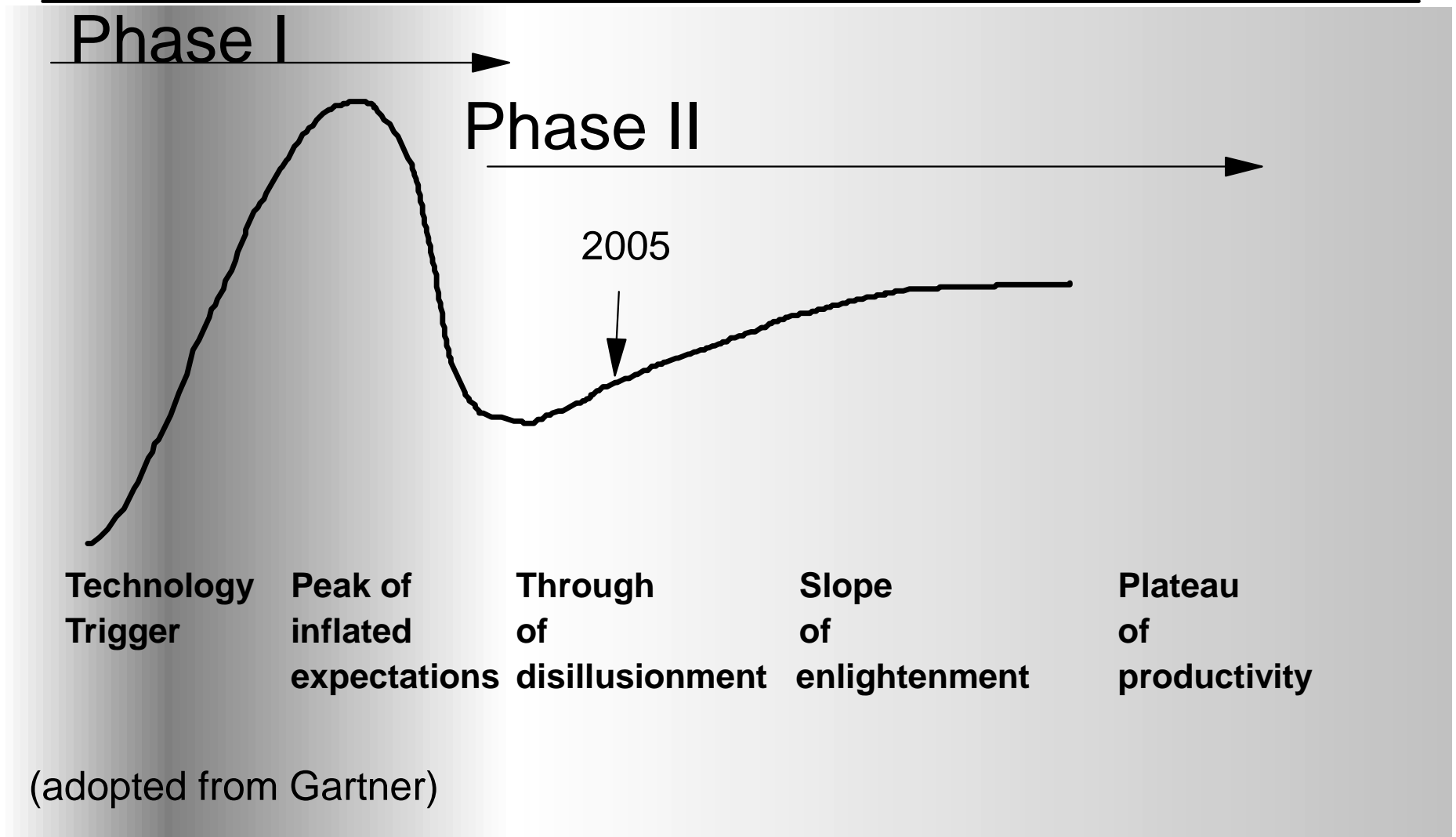
ASP Market Takes Off, Taking Linux With It
(www.developer.com)

"ASP is back in a new way" (it world Canada)

Gartner predicts that 30 per cent of new software and solutions deployed by businesses will by 2010 be delivered in the "software as a service" model through service providers such as ASPs.



ASP Phase II



(adopted from Gartner)

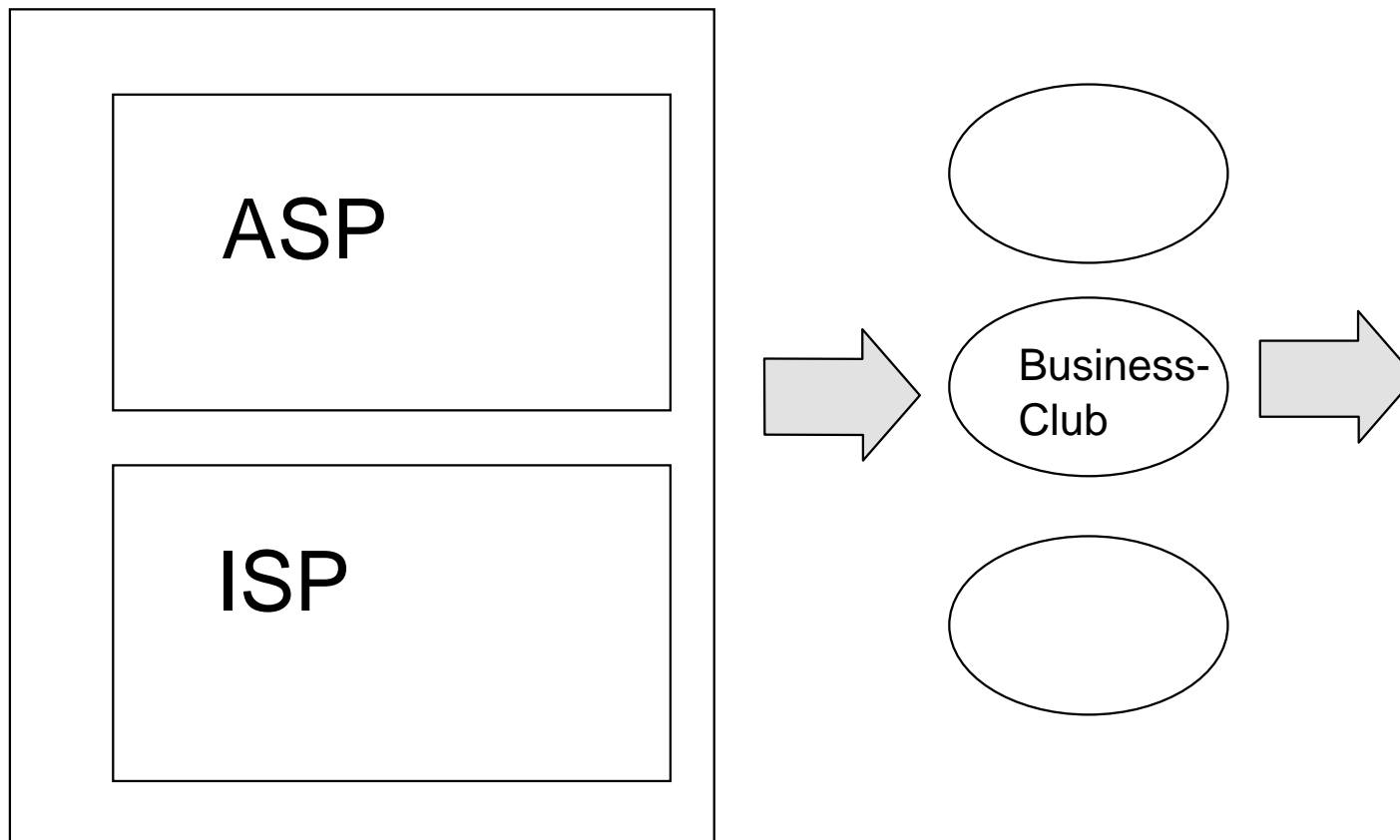


m-dc Model

m-dc

Sales Partner

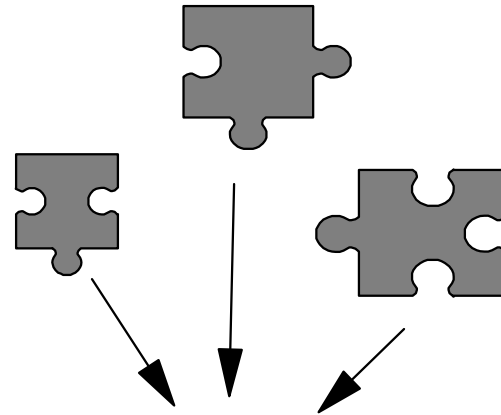
Customer



ASP Business Development



Components



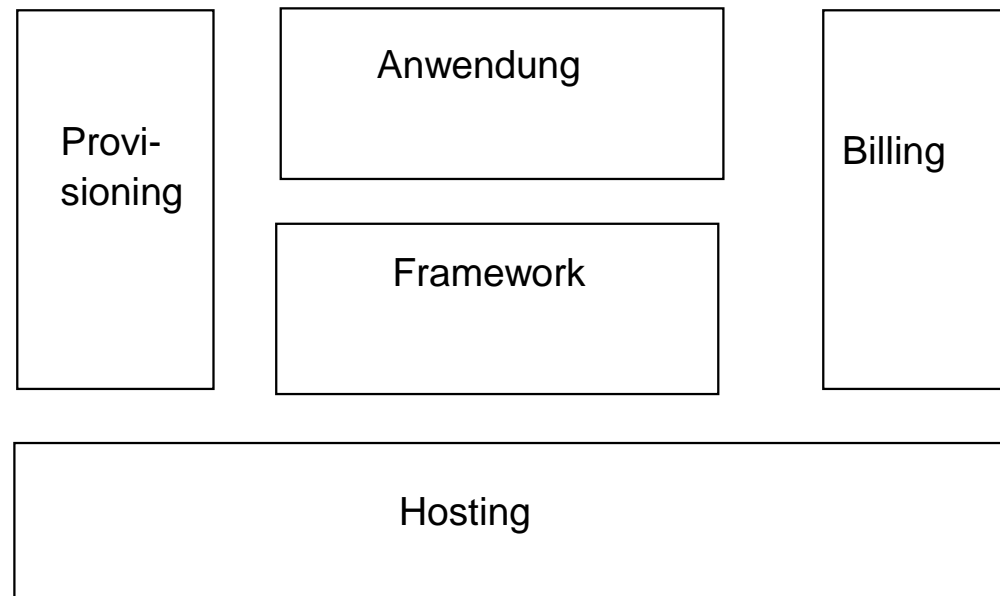
Market-analysis → Prototype

Sales & Marketing → Business up & running

----- max. 6 Months ----->

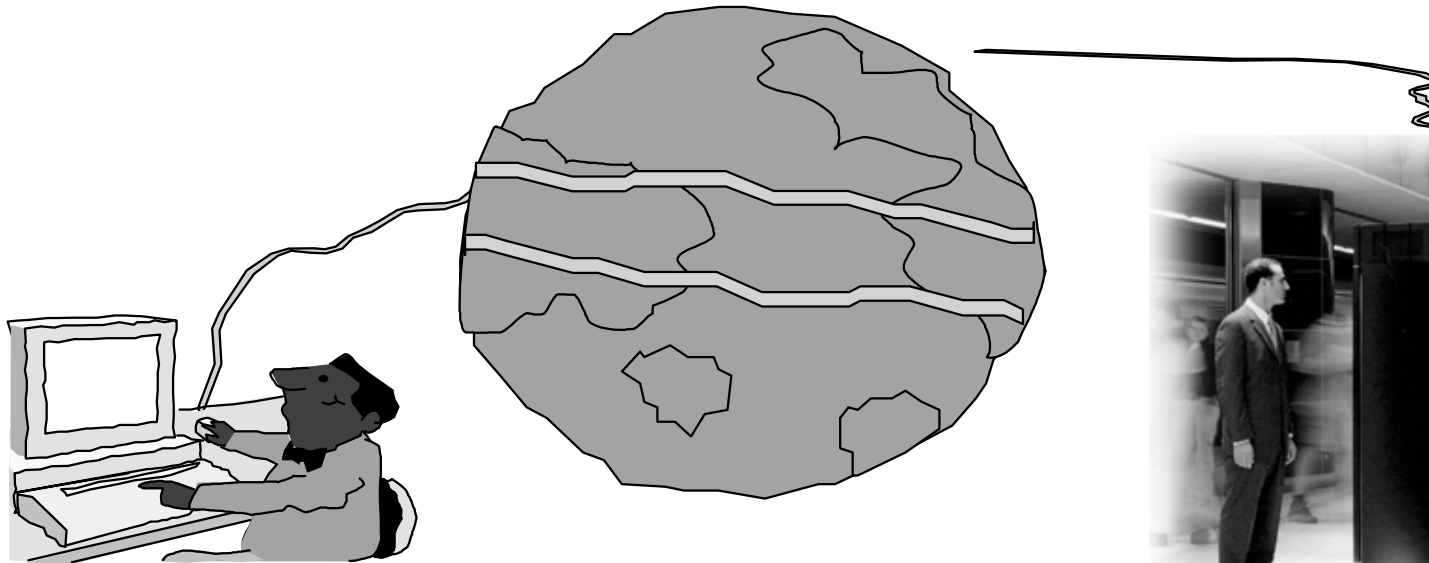


Framework Overview





Tomorrow



ANY CLIENT

Browser
Mobile
Voice

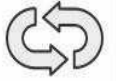
ANY SERVER

Native
PC
Unix-Systems
i-Series
z-Series
Linux



SOA Driver

- Web services - 'RPC's
- based on XML exchanges
- Service-Oriented Architecture
- "Piece Parts" glued together
- REXX!
- especially for XML string handling



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ADL3

Technology



3 Layers

Applications

Base System

Infrastructure

....

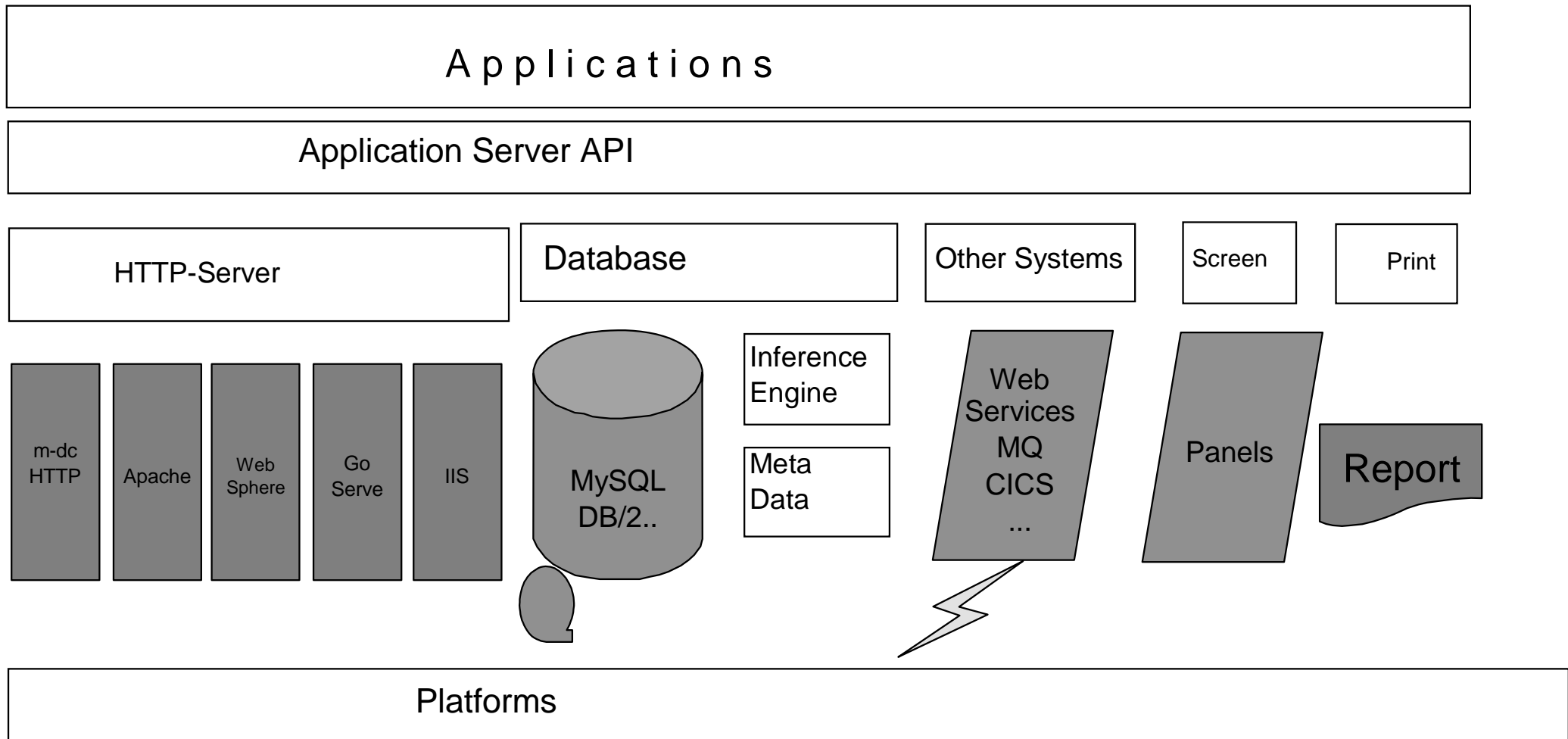
Development
Environment
+
Runtime

WebServer
Database
Connectivity

...

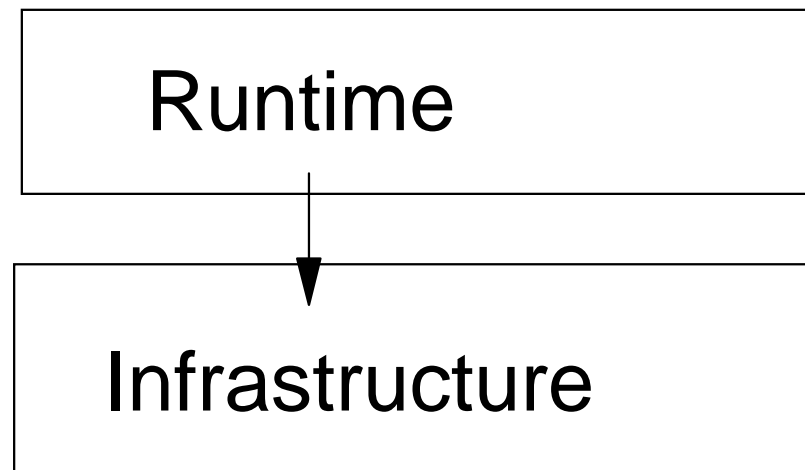


ADL3 technical overview



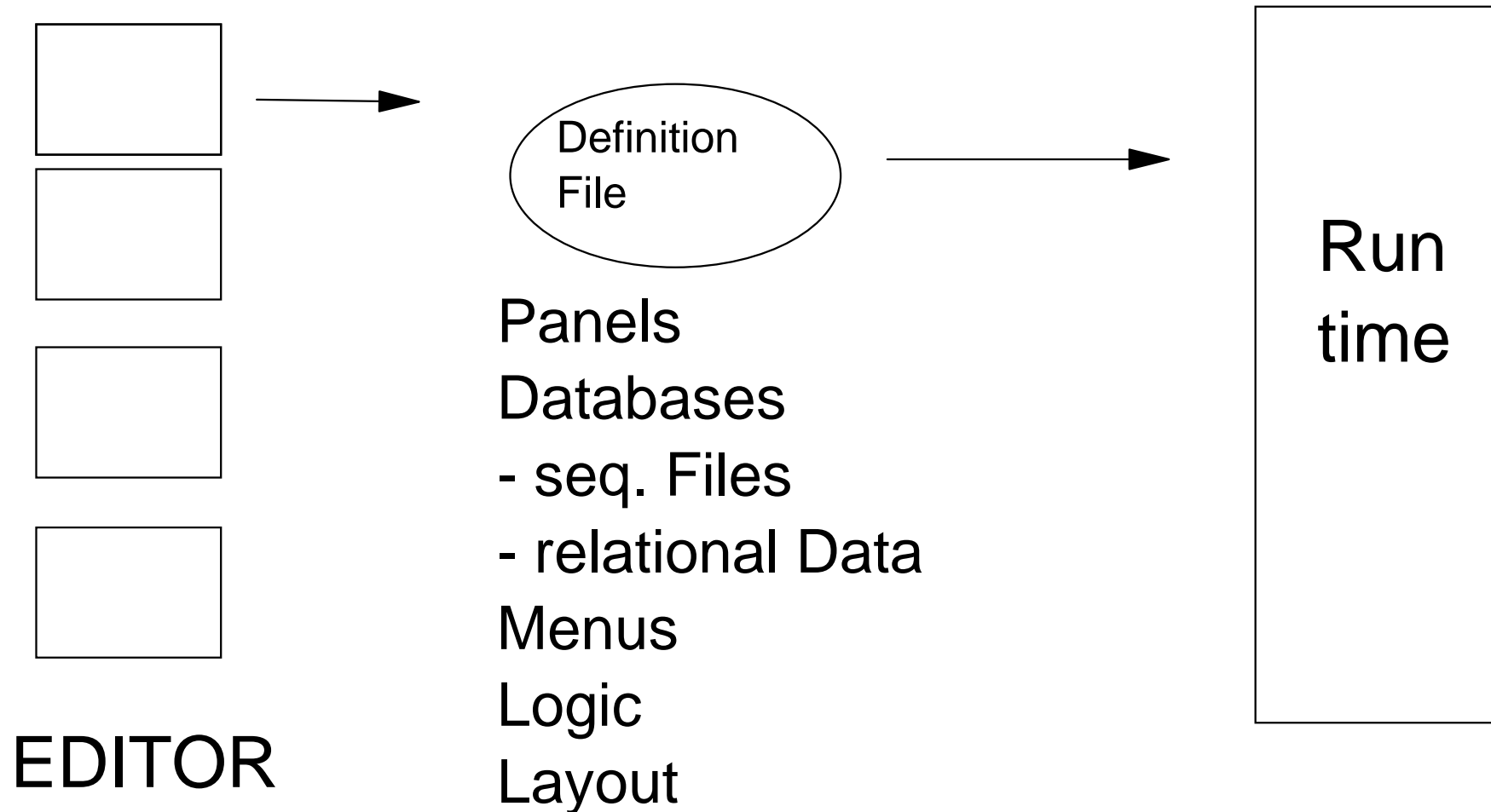


Base system



Security (Login)
Menu..

Application Development





Cycle

Create / Edit
Definitions



Execute (Interpret)
Definitions