WebORB for .NET Integration Server

Focus on Your Business Logic and Leave the Rest to WebORB

Powering Some of the Most Engaging Web Applications in the World

Web Application Integration Couldn't Get Any Easier

Bridging the client-server gap has always been a challenge for developers. This is particularly true for a new generation of online applications. A variety of browser-based (Flex, Flash, Silverlight, AJAX, HTML5) and even desktop technologies, which include Adobe AIR, Microsoft WPF in combination with multiple server-side service models complicate the integration task. Developers who build these types of applications struggle with how to easily integrate multiple tiers of an application's architecture. Businesses find that inefficient integration impacts application performance, time-to-market and overall cost-to-develop. Making integration efficient and "brain-dead" simple is the "secret sauce" businesses look for. Midnight Coders' WebORB is an integration platform providing an easy-to-use and non-intrusive way for closing the gap between any client and any server technology.

Introducing WebORB for .NET

WebORB is the only true full-featured, cross-platform, client-agnostic integration server that businesses of any size rely on for rapid development of better performing online applications at a lower cost to develop and maintain. The return on investment makes this solution the most logical choice for any business creating online applications. Read about the most popular features to learn why.

"

I would most definitely recommend Midnight Coders and WebORB to others. We've had nothing but a great experience with Midnight Coders. The quality of their products and support is top notch! If you go and look at other competing products you'll find there is no match. When it comes to price, performance, maturity and support, Midnight Coders and WebORB get an A+.

"

– Bill Devine, introNetworks

Service Browser

Developers may be required to work on many different types of projects, which may have varying client and server-side technology needs. Having the ability to adopt a single integration process that is flexible enough and customizable for use on one project to the next can help achieve developer efficiencies that would decrease development costs and time to market. This means developers could complete more projects in less time, increasing business profitability. WebORB Service Browser supports these outcomes by making the integration process very simple and repeatable. Service Browser is a simple to use, unified interface that encapsulates service browsing (.NET Assemblies, Spring.NET Objects, WCF Services, HNibernate
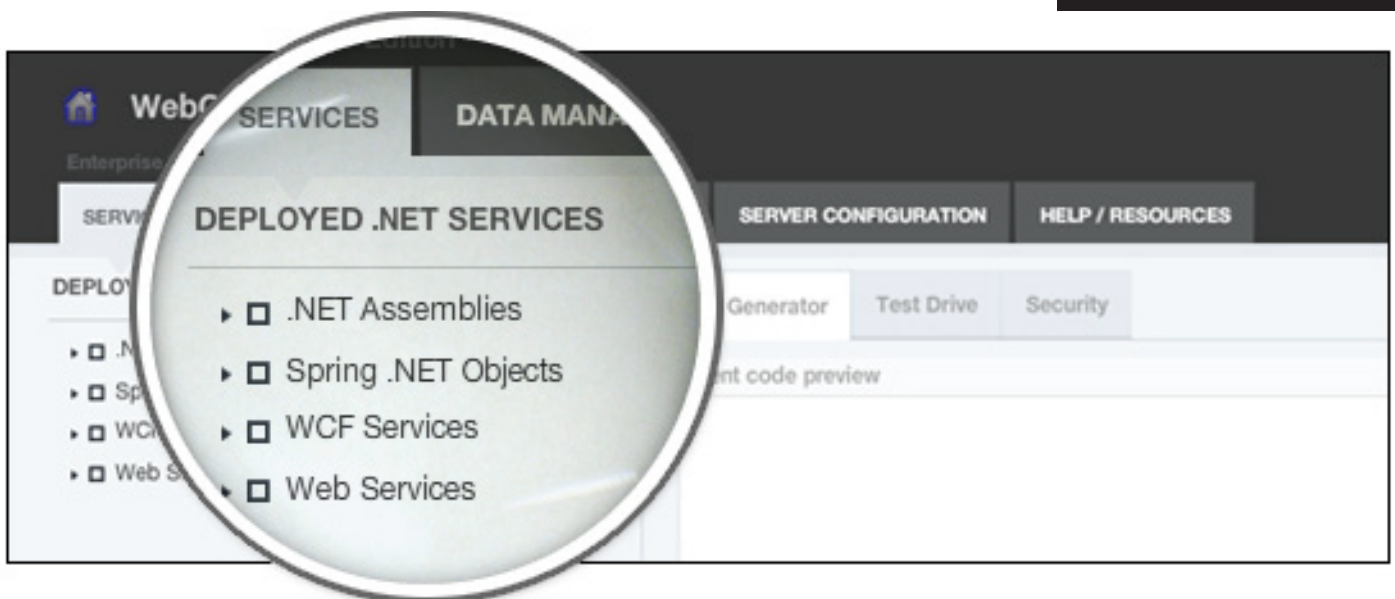
objects and SOAP Web Services), automatic code generation for multiple languages and frameworks, better quality assurance through invocation testing and easier administration of security policies through the graphical interface. It's all in one place and it can be leveraged by both client and server-side developers to speed up the development process with uncompromising quality.

> "We love that we can copy DLLs into the app folder, making them instantly accessible for testing without needing the software client."
>
> - Antonio Maquez, Apriva

MIDNIGHTCODERS
The RIA Company

Code Generators

It is a "no-brainer" that code generators save time and minimize the amount of integration code that needs to be written, documented and managed. Code generators become even more important when considering how many times the same plumbing code is written by hand both in the client code and on the server side. Imagine as a developer if you have to learn a new framework with every application you build, because each project has different requirements. It makes more sense to be able to click a button and have the integration code automatically generated for any number of frameworks for you. This would cut down on your learning curve and development time. Perhaps you are concerned about the accuracy of code generators. We at Midnight Coders recognize this concern and thus make it possible for you to easily customize code generation templates or create your own. Out of the box WebORB supports code generators for ActionScript, Cairngorm, PureMVC, Mate, Swiz, JavaScript/ AJAX and Silverlight.

Code format / style
- ◯ Flex WCF RIA Remoting/AS3
- ◯ Cairngorm
- ◯ AJAX Client
- ⦿ PureMVC
- ◯ Mate
- ◯ Swiz
- ◯ Flash Remoting/AS3
- ◯ Silverlight (C#)
- ◯ Silverlight (VB)
- ◯ Flex WCF RIA Remoting/AS3
- ◯ Flex NHibernate/AS3

Generated code structure:
- ▾ 📁 Examples
  - ▸ 📁 controller
  - ▸ 📁 view

☐ Generate project files

Download Code

"

Using WebORB's code generation gave us a 20% gain in productivity, improving our data load times by 83%. This allowed us to process 143% more reservations than before.

"

– Raphael Zbili, Hilton Grand Vacations

Code generation saves you valuable development time that could be used for creating your business logic. Furthermore, the ROI Calculator (see below) can help convince management of the cost savings when they ask, "How can we speed development and reduce cost?" In fact, fewer lines of code means applications aren't clogged with excess codes, so application performance improves too using WebORB.
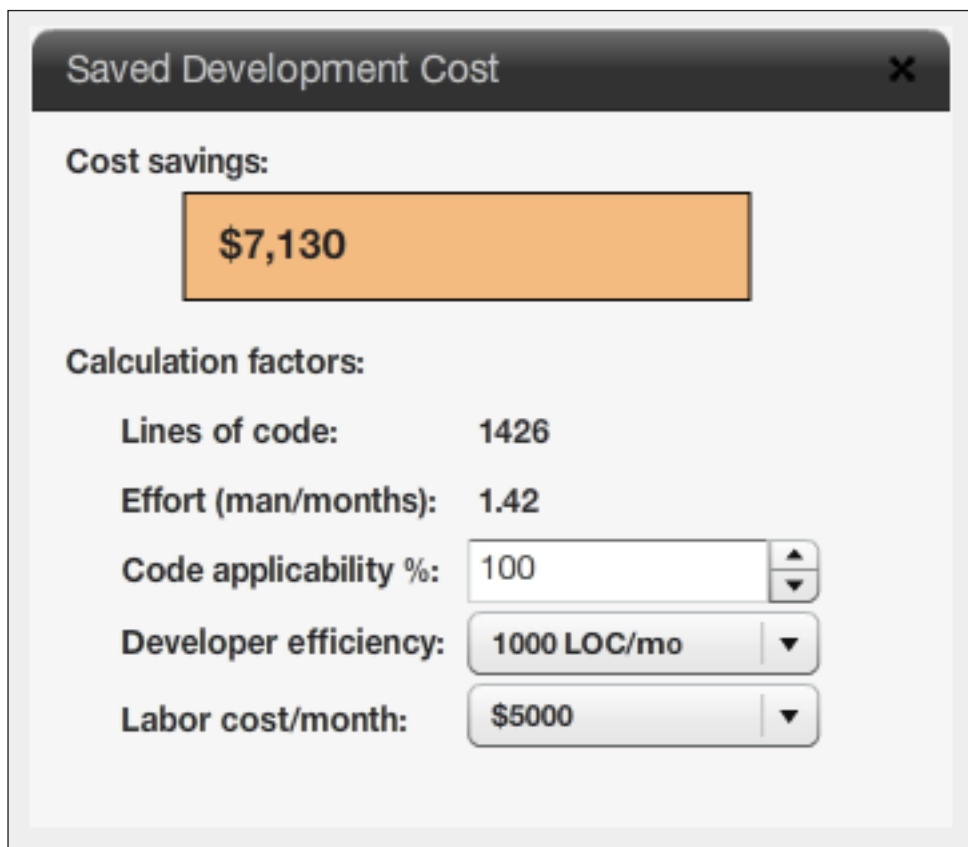
Saved Development Cost

Cost savings:

$7,130

Calculation factors:

|	
Lines of code:	1426
Effort (man/months):	1.42
Code applicability %:	100
Developer efficiency:	1000 LOC/mo
Labor cost/month:	$5000

"

While our department had the technical skills to integrate our application, our short timeframe caused us much grief. We decided to use WebORB, because it was easy to deploy, flexible to develop with and customizable. We saved 3-4 weeks of development time using WebORB.

"

– Caius Swopes, Wilson Sporting Goods

Invocation Test Drive

WebORB Invocation Test Drive is a fantastic tool that helps developers pinpoint problem areas in their code. Imagine as a .NET developer how you would trouble-shoot a problem in a Flex-client to .NET service. Will you need to know Flex if an operation in the code fails? Or maybe you are a Flex developer. Will you need to know .NET programming to troubleshoot the same problem? If WebORB is in the middle, .NET developers can focus on the server-side and client-side developers can focus on the client-side. Both can access all deployed services
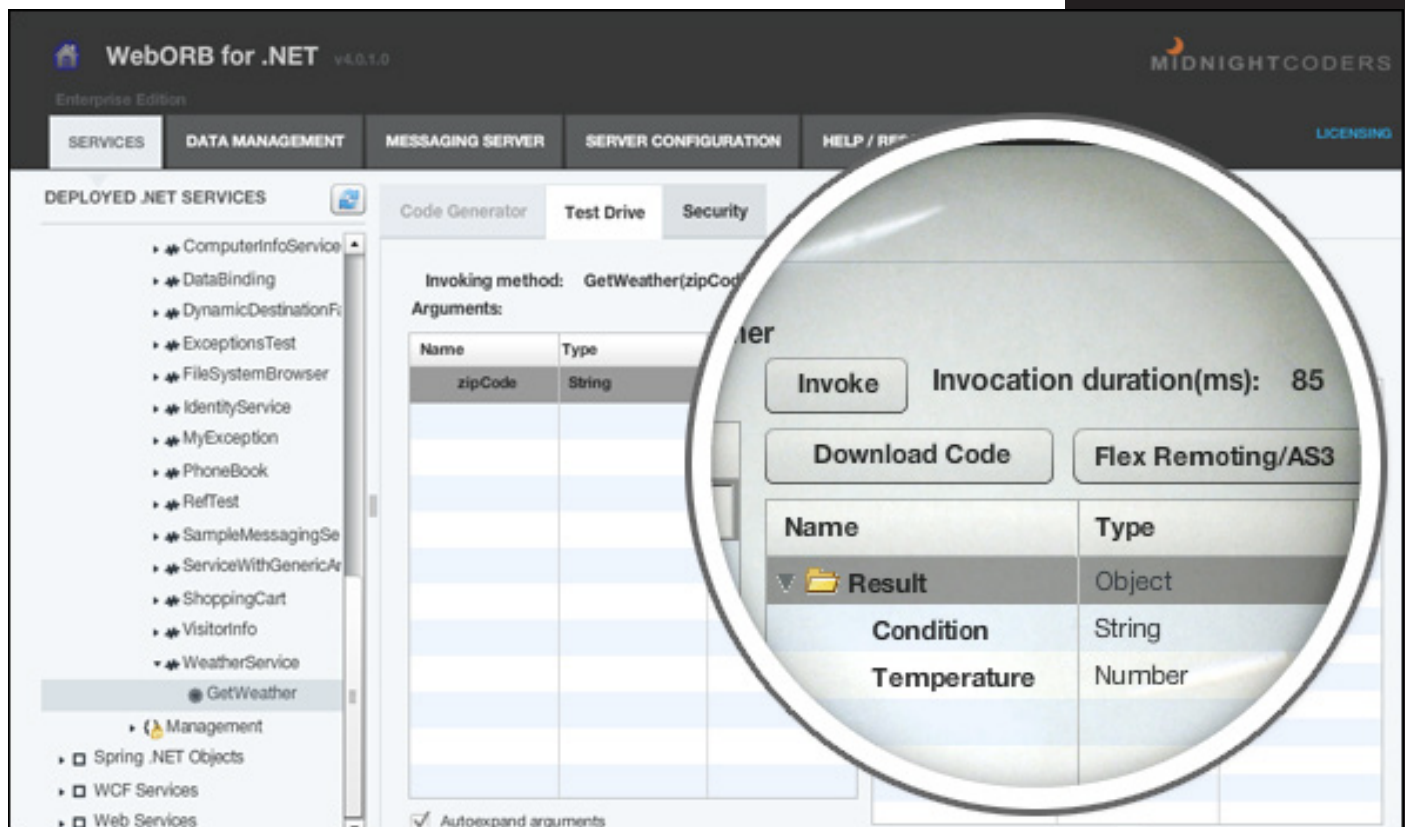
in the Service Browser and then invoke the methods to confirm proper operation all without knowing anything about the other's development environment. A failed invocation or inaccurate returned value helps both devel-opers pinpoint problems in their own environments for easier and faster troubleshooting.

> "
> Pinpoint problems in client and server-side codes with ease.
> "

Secure Access

One of the most common approaches to obtaining access to a multi-tier application is to tightly couple the security logic with the application code. Yet frequent updates and major changes to an application are made difficult when security policies are tightly coupled with the application code. This means, developers are spending extra time reconfiguring and testing security policies. A secondary and perhaps more efficient approach would be to decouple the security from the application logic and shift security handling to a container (WebORB) where the application and its services are hosted.

Establishing access rights and privileges is really easy using WebORB's Security Module, which supports a graphical way to configure and manage security policies for any service. WebORB supports setting authentication, authorization, role-based, native .NET code level security and custom security policies to reduce time spent doing the same using other less efficient approaches.

" My application is more secure over the wires using WebORB. "

- Ricardo Sanchez, Nuxiba

Media Streaming

Imagine needing to offer video content as a sub-scription service or maybe you want to be able to broadcast video to a large number of online viewers. Perhaps you are considering adding video chat or webcam-to-file recording capabilities to your application. There is no need to add additional 3rd party components like Adobe Flash Media Server (FMS) or Wowza Media Server, because the features that enable this functionality are available out of the box in WebORB for .NET. Furthermore, developers love not having to learn yet another programming language.
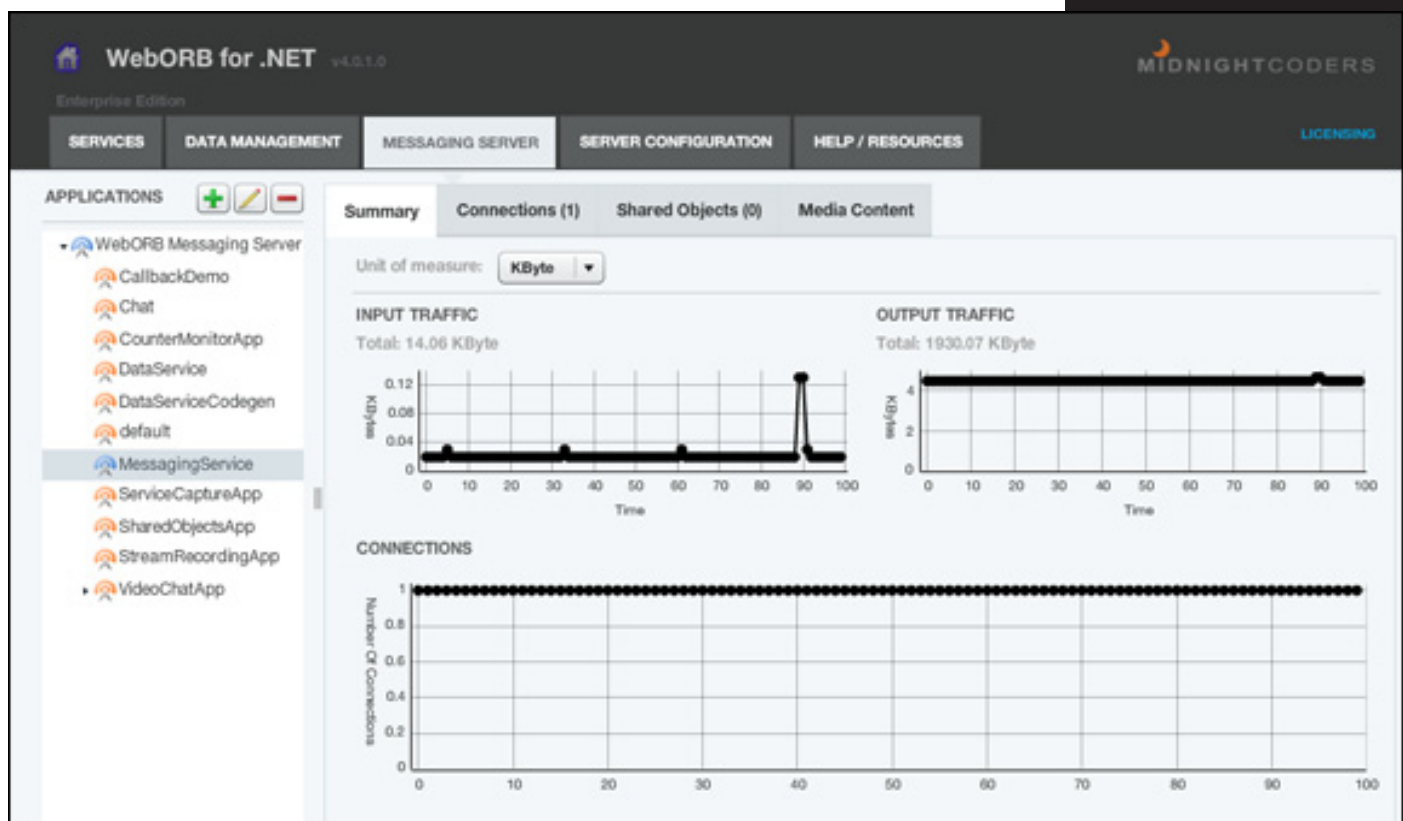
Instead, they can leverage the experience they already have with WebORB to combine the various WebORB features with native .NET APIs to deliver rich media any way their customers want to get it and they can do this without having to buy any extra software - the features are built in!

> WebORB streaming seamlessly bridges communication between our SWF and server simulation engines.
>
> - Henry Ryng, inXsol

Data Management

Development of data-driven online applications calls for special skills when it comes to providing integration in a multi-tiered environment. In these types of environments, developers are tasked with providing complex mappings to numerous database tables. Writing the same repetitive code to create, retrieve, update and delete data quickly becomes a daunting and time consuming task. Having a way to expedite the process and build in better quality control is what teams are looking for. WebORB's Data Management for Flex (WDMF) is a combination of an extremely powerful graphical interface and a runtime framework that enables developers to create data-driven Flex applications at an unprecedented speed of development. WDMF consists of a Data Modeler used for setting up a data model and establishing table to code mappings; a Code Generator that can literally with two clicks of the mouse automatically generate all of the client-side ActionScript and the server-side (C#,

"
WDMF gave us MASSIVE SAVINGS in TIME!
"

- Brooks Pollock, Dakota Software

VB.NET) code fully compiled into a deployable assembly for all of the tables included in the data model; and a runtime engine that enables client synchronization and real-time transaction processing. The result of having all of this functionality in one easy-to-use interface means a repeatable process can be leveraged across all projects. This reduces the learning curve and development time allowing developers to focus on other areas of development. Savings in time also saves the business development costs and speeds time to market.

Enterprise Features

Businesses and reputations are built on delivering content through high quality, full-featured applications that can scale to accommodate a growing user base hungry for rich content. Eventually, any system will demand more hardware resources to handle increasing content and a growing number of users. The most important thing IT management wants to hear when bandwidth and memory are maxed out is that the approved application architecture is solid and supports easy expansion across multiple servers, while maintaining application performance. IT management also wants to know that IT team members have someone to call for help in emergencies. WebORB Enterprise Edition enables IT management to sleep at night, because WebORB is a rock-solid, mature, enterprise-class product that was built to outperform and scale to handle any load across any number of servers. Customer testimonials have stated that WebORB has more than tripled application performance in almost every implementation (as compared to Web Services

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WebORB allowed us to quickly write Flex remote services in the language of our choice with almost zero learning curve. It handles all the low-level AMF stuff so you can focus on your business logic. Also, the developers like it because it's just easy and unobtrusive, saving them a lot of development time.

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– Jason Hinkle, Eventric

implementations) and customers have peace of mind knowing that WebORB Enterprise Edition is backed with commercial support from Midnight Coders, the creator of WebORB for .NET.

Company Profile

Midnight Coders created WebORB – the most robust integration/runtime server the world over, along with RIA AppPuncher. Midnight Coders products destroy traditional development bottlenecks, enabling rapid, cost-effective development of the most creative, engaging and responsive online applications built with Flex, Flash, AJAX, Silverlight and HTML5.

Visit www.themidnightcoders.com to learn more.

Headquartered in Dallas, Texas.

Products	Services
WebORB for .NET	Application Development
WebORB for Java	Commercial Support
WebORB for PHP	Training
WebORB for Rails	
WebORB PDF Generator	
RIA AppPuncher	
RIA Analytics	

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MIDNIGHTCODERS
The RIA Company

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Dow Jones

EMC

Eventric

Global English

Hilton

Hallmark

inVentiv Health

Jobing

McCann

NASDAQ

PETRONAS

SAC Capital

VogueTV