GlassCat

Product Overview

GlassCat is the first JavaScript Application Server.

An application server is a software framework that provides both facilities to create Web applications and a server environment to run them[1].

GlassCat provides:

- a standardized development environment
- an efficient alternative to Java EE
- an integrated solution for modern Web development

The right product over the right technology at the right time.

[1] Wikipedia: Application server

Business Objective

- Make GlassCat the global reference for JavaScript Entreprise Applications.

- Getting leadership over the coming Web techs by filling the gap between traditional and modern Web development.

Why focusing on server-side technologies?

Gartner predicts that front-side techs interest will decline[1] by 2019-2020:

- 20 % of brands will abandon their mobile apps
- 30 % of web browsing sessions will be done without a screen
- algorithms will positively alter the behavior of more than 1 billion global workers

Server-side is still the core of business!

[1] Gartner Reveals Top Predictions for IT Organizations and Users in 2017 and Beyond

Positioning

GlassCat is the efficient alternative to Java EE and SpringBoot because it is built over Node.js.

**Node.js efficiently mitigates costs!
It is expected by the segment targets.**

Infrastructure costs:

- non-blocking architectures decrease infrastructure costs by reducing the number of machines to get the same result[1]

Development costs:

- uniform programmatic language[2] has a short learning curve, improves maintainability and deals with skills issues (HR costs reduction)
- JEC standardization provides reusability and portability to the Node.js/JavaScript ecosystem (quality costs reduction)

[1] Inevitable trend   [2] JavaScript

Market

We target every company that makes business with Web apps.

Targets needs:

- stability of the modern Web ecosystems
- development standardization
- programmatic skills convergence
+ *infrastructure costs reduction*

Development costs reduction

Segments:

- secured transactions (e.g. banking area)
- Big Data, cloud computing
- business data services (REST)
- Single Page / Mobile Applications
- networking for heavy workloads
- Real Time Communication

GlassCat has been designed with these concerns in mind.

Market Maturity

Companies are:

- expecting to migrate their Java applications to the Node.js
- waiting for stable products and strong trends (uncertain buyer choice)
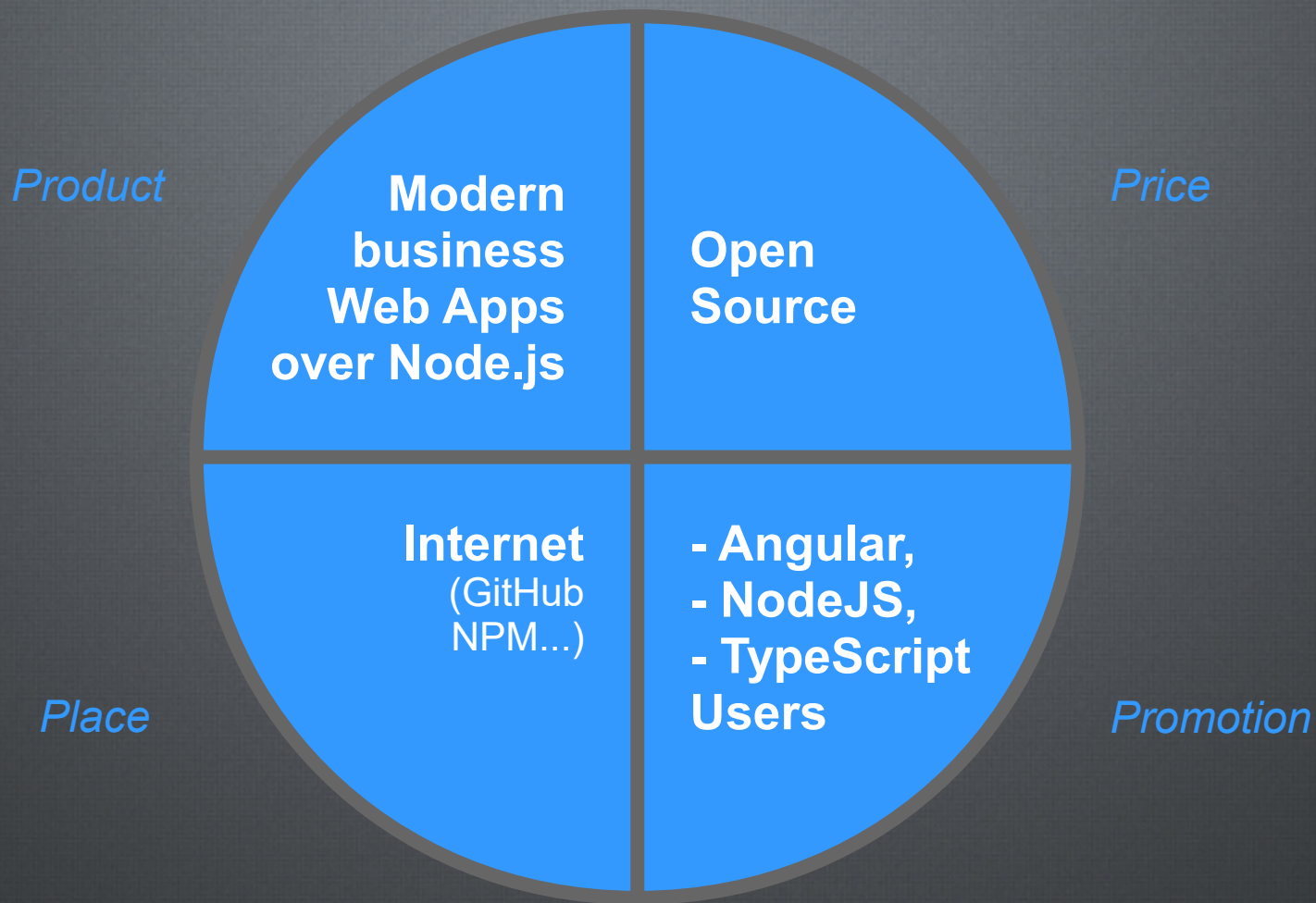
Angular is:

- the new Google standard for creating modern Web applications
- built over the same programming language than GlassCat
- natively integrated to GlassCat, which is a powerful leverage point for a massive adoption of the product

First-mover advantage *(FMA)* means that:

- there is no equivalent product currently available over the target market
- we fit all target market needs

Marketing Mix

Modern business Web Apps over Node.js

Open Source

Internet (GitHub NPM...)

- Angular, - NodeJS, - TypeScript Users

Competitive Advantages

1. FMA
- no challenger on the target market

2. Node.js-based Technology
- infrastructure costs reduction
- target market convergence

Advantage over JAVA

3. Uniform Programmatic Skils
- development costs reduction
- angular native integration

4. Standardization
- quality improvements

Advantage over MEAN[1]

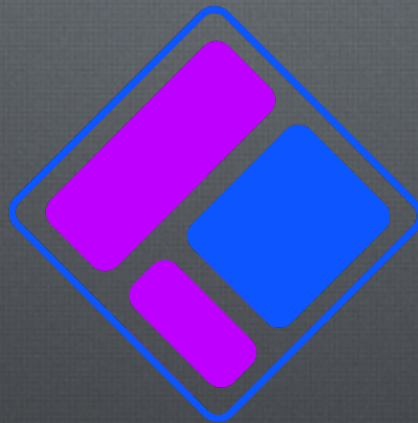[1] MEAN = MongoDB + Express + Angular + Node.js

Where to go from here?

For more information and documentation on GlassCat and JEC please visit:

- GlassCat Project
- JEC Sample Projects
- JEC Youtube Channel

GlassCat is part of the JEC project:

- JEC project on GitHub