GlassCat

The JavaScript Application Server

Product Overview
(02/08/2017)

1. Product Description

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

2. 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

3. Positioning

GlassCat is the modern and efficient alternative to Java EE and PHP server technologies because it is built over Node.js.

Node.js products, such as Glasscat, are expected by the segment targets because they efficiently mitigate costs.

Infrastructure costs:

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

Development costs:

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

[1] Inevitable trend   [2] JavaScript

4. Market

We target every company that makes business with Web apps[1].

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.

5. Market Maturity

Target companies are expecting to migrate their Java EE applications to the Node.js/JavaScript ecosystem.

They are waiting for stable products and strong trends (uncertain buyer choice).

Since september 2016, Angular2 is the new Google standard for creating modern Web applications. It is built over the same JavaScript specifications than GlassCat.
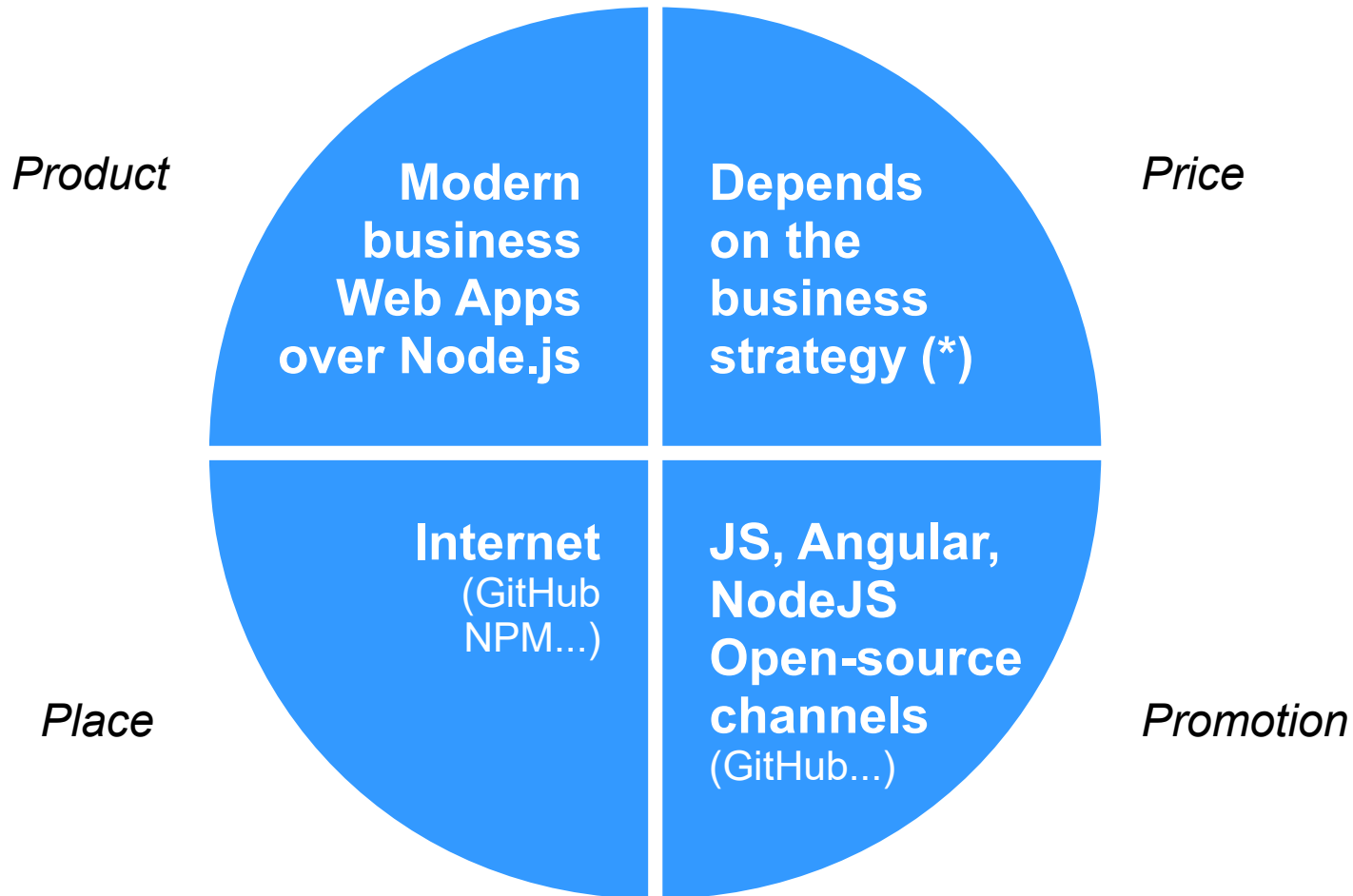
Angular 2 is natively integrated to GlassCat, which is a powerful leverage point for a massive adoption of the product.

First-mover advantage (FMA):

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

6. Marketing Mix

Product

Modern business Web Apps over Node.js

Price

Depends on the business strategy (*)

Place

Internet (GitHub NPM...)

Promotion

JS, Angular, NodeJS Open-source channels (GitHub...)

4Ps highlights product promotion easiness, due to the JavaScript open-source ecosystem predominance.

[*] Open Source vs. Proprietary Software

7. Competitive Advantages

1. FMA

- There is no equivalent product currently available on the target market.

2. Node.js-based Technology

- Infrastructure costs reduction
- Target market convergence

3. Uniform Programmatic Skils

- Development costs reduction
- Angular 2 integration

Advantage over Java

4. Standardization

- Quality improvements.

Advantage over MEAN[1]

[1] Strong JavaScript trend: MEAN = MongoDB + Express + Angular + Node.js

8. Roadmap

Release plan:

- RC1:   6 months
- first release: +1 month

Budget plan:

- developers: 2 people
- evangelism: +1 person

Product commercialization at 8 months.

	Status	Comments
Core functionalities	100%	complete
Security layer	100%	complete
Administration tools	60%	in progress
Data access API	✗	based on Mongoose
Additional functionalities	✗	filters, timers...
DI, IoC (Spring-like[1])	✗	based on Twister[2]
Testing	✗	based on Jasmine[3]
Documentation	✗	---

[1] https://spring.io/   [2] http://wooz.io/   [3] https://jasmine.github.io/

9. Expectations

The roadmap shows Human Resources and promotional needs.

The aim of this presentation is to facilitate the integration of the product development process into the existing structure of a major company:

- ensure the product development finalization

- take advantage of the company's global visibility for the promotion of the product

- include the product evolution in a long term strategic vision

GlassCat Creator

Technical expert on the Adobe Flash Platform, Pascal is a self-taught developer who focuses on implementing innovative solutions for building Rich Internet Applications.

He has created a Flex-like ActionScript GUI Framework (SPAS 3.0) and a Web Operating System (ONYX OS), with the aim to mix social networking, Web marketing and personal data managment.

His latest project (http://wooz.io) is a powerful JavaScript apps builder, for deploying real softwares in the cloud.

He wrote different XML language specifications to facilitate data exchanges over the Internet, such like Press Releases, or Curriculum Vitæ...

Email: pechemann@gmail.com
Linkedin: www.linkedin.com/in/echemann
Place of residence: French Riviera, GMT+1