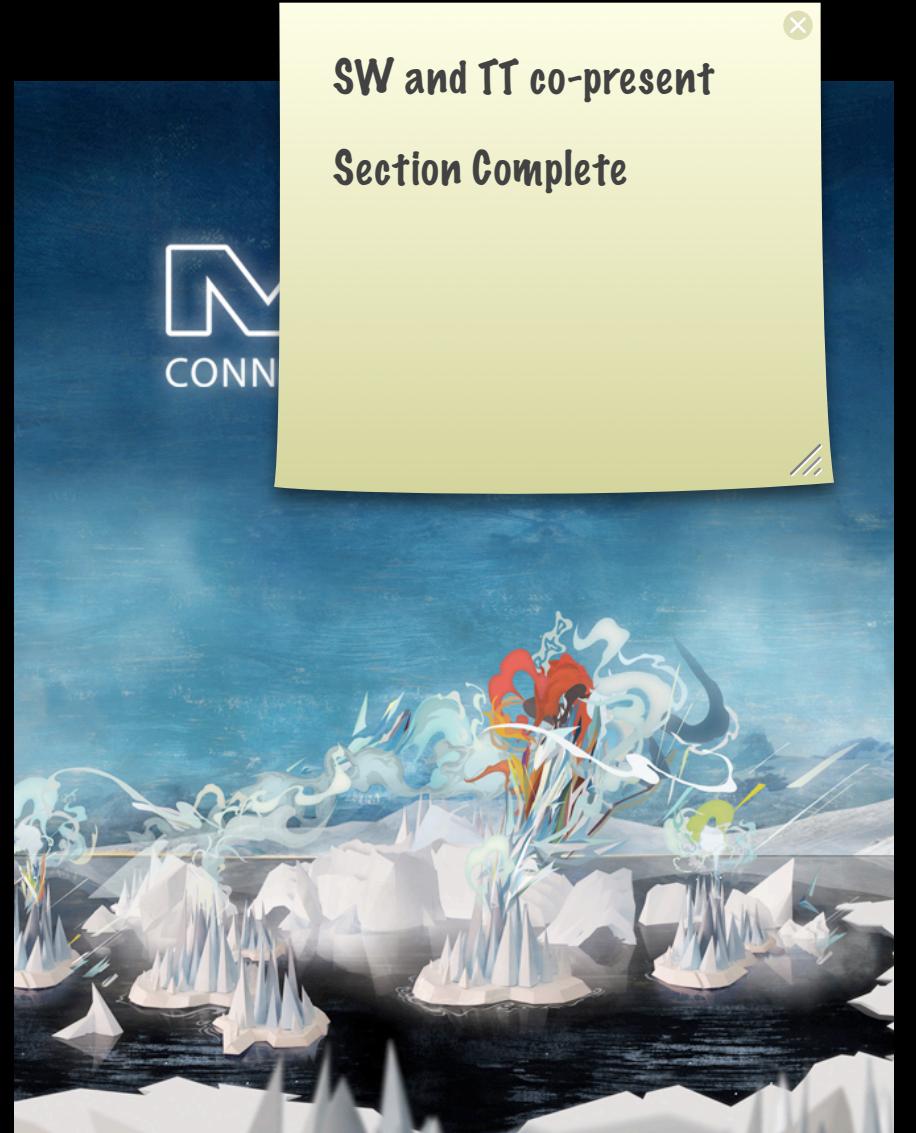


Architectural Best Practices for Flex and LiveCycle ES Applications

Steven Webster

Tunde Turner



What we aim to cover in the next 45 minutes...

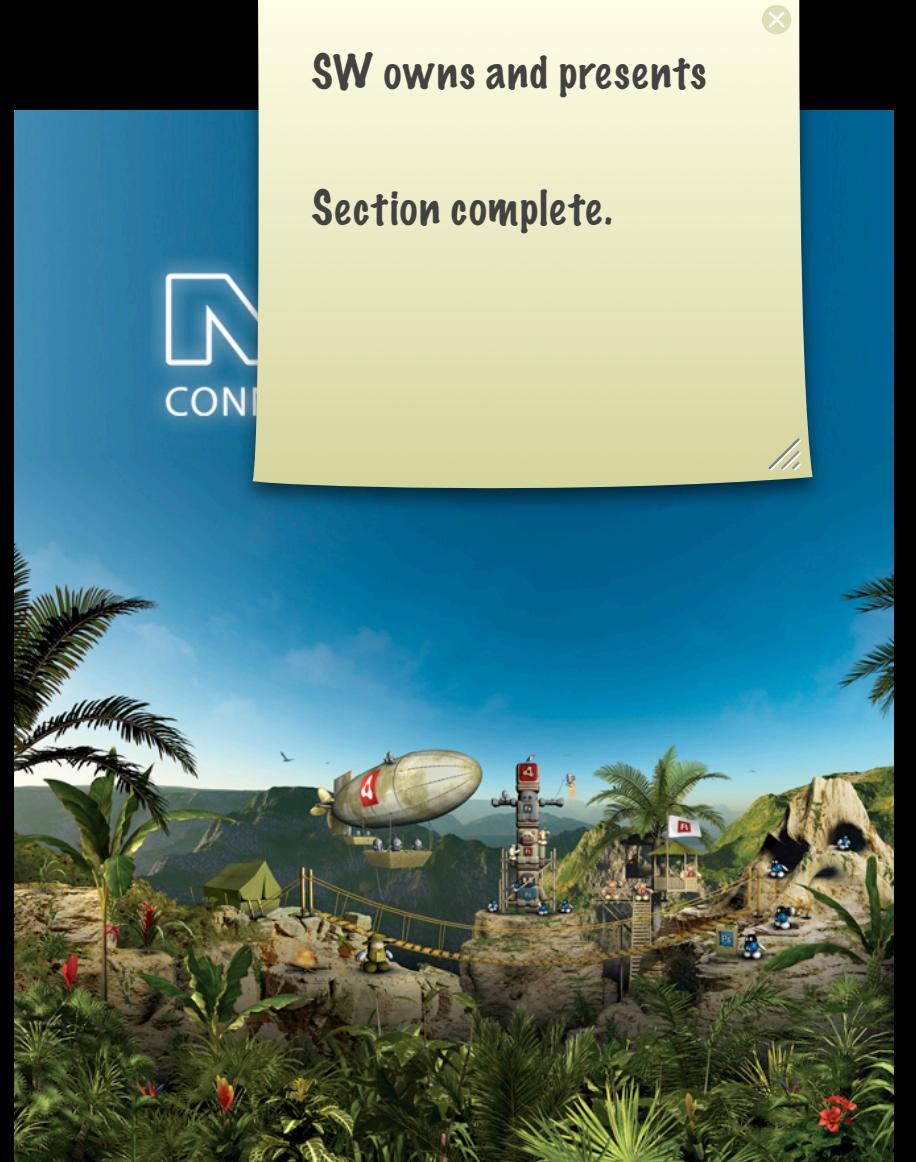
- What do we mean by Innovation on Both Sides of the Glass
- Help you understand how LiveCycle DS and LiveCycle ES fit with RIA
- Thinking beyond design patterns, to microarchitectures and accelerators
- Share some considerations for best-practices within the context of each microarchitecture
- Share our vision for where the state of the art is trending...

Agenda

MAX
CONNECT. DISCOVER. INSPIRE.

- Innovation on Both Sides of the Glass
- Accelerating Innovation: Design Patterns and Microarchitectures
- Enterprise RIA Microarchitectures
- Microarchitectures of the future...
- Summary and Questions

Innovation on Both Sides of the Glass





Example: Making an Auto Insurance Claim

MAX
CONNECT. DISCOVER. INSPIRE.



Tools

[Auto Insurance Calculator](#)

[Collision Recorder](#)

[Auto Insurance IQ Quiz](#)

[Liability Premium Chart](#)

⊕ Manage your auto benefits or your individual accounts
[Sign in to myBenefits™](#)

⊕ For health, property and financial well-being
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Continue

BEHIND IN FRONT



INNOVATING ON BOTH SIDES OF THE GLASS
ADOBE CONSULTING

Architecture for Enterprise Rich Internet Applications

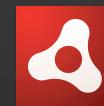
In front of the Glass



Flex



PDF



AIR



Flash



HTML

LIVECYCLE ES

COMMON ADMINISTRATION • ENCRYPTION • ORCHESTRATION • SECURITY

FORMS

PROCESS MANAGEMENT

OUTPUT

Behind the Glass

BARCODED FORMS

PRODUCTION PRINT

RIGHTS MANAGEMENT

READER EXTENSIONS

PDF GENERATOR

DIGITAL SIGNATURES

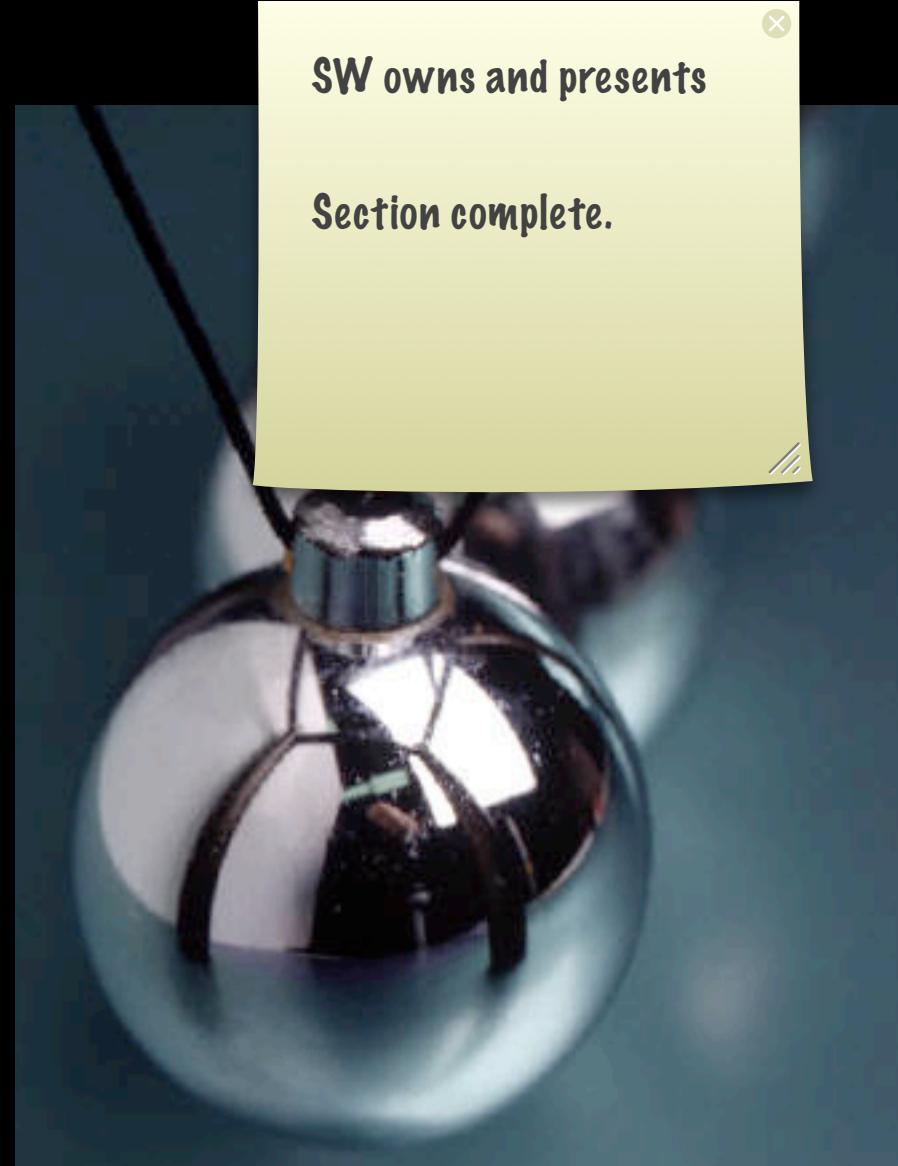
DATA SERVICES

Accelerating Innovation

Design Patterns

Microarchitectures

Solution Accelerators





Framework Design Patterns Microarchitectures Solutions Accelerators

We will focus today on **Enterprise RIA**

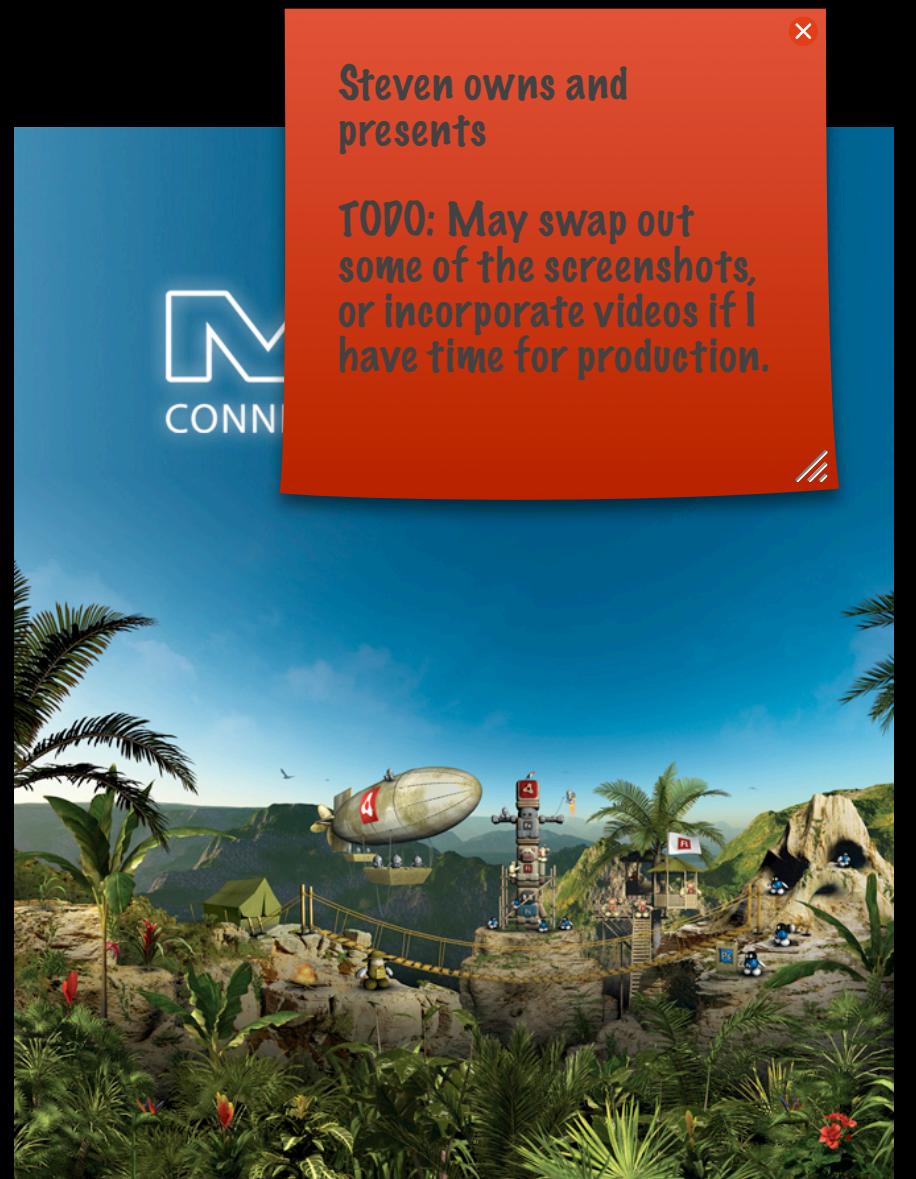
Microarchitecture - microarchitectures

that leverage the collaboration of design

patterns and practices upon **AIR**, **Flex** and **ES**. These technologies bring the ability of design, deployment, and delivery of rich user experiences to the desktop and mobile platforms. **Flex** and **ES** are being used to build highly interactive applications using a variety of technologies such as **HTML**, **CSS**, **JavaScript**, **Java**, **Flash**, **AS3**, **Flex**, **AIR**, and **LiveCycle DS** and **ES**.

LiveCycle ES) the glass.

Enterprise RIA Microarchitectures



Welcome back John Smith (Not you? Log in here)

Find Quote # Sourcing Supplier

Dashboard To Do List My RFQs Suppliers File Vault Messages (31)

Supplier Dashboard

To do

Your Rating 3 NEW Your Profile Updated 3 weeks ago View / Edit

- Invitations to quote (3)
- Awards pending acceptance (6)
- NDA approvals & declines (5)
- Buyer ratings to perform (16)

Feedback
Can we improve the dashboard? Tell us Enter an email address

Sales Activity

Top opportunities

RFQs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Sales Funnel

Received	45
Read	102
Marked	102
Quoted	63
Awarded	42

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

New Messages

Subject	RFQ title	Date
mfg Lorem ipsum dolor sit am	Consectetur adipisicing elit	02May07
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<input checked="" type="checkbox"/> laboris nisi ut aliquip ex ea commodo consequat	Nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat	25Apr07

Open Orders

Items requiring attention (5)

file vault | log in | help | support | feedback | sign out

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<input checked="" type="checkbox"/> Ut enim ad minim veniamus	Magna aliqua	26Apr07
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Service Oriented Architectures

Data Oriented Architectures

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Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

LAST 30 DAYS
— Received — Read — Quoted

Open Orders Items requiring attention (5)

Competitiveness

Exposure & ROI

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Open Orders Items requiring attention (5)

Average % 53

Reviews since last login 12

New Messages

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mfg_Consectetuer adipisciing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentut ut	01May07
✉ Incididunt ut	Labore et dolore	29Apr07
✉ Labore et dolore	Lorem ipsum dolor sit am	28Apr07
✉ Magna aliqua	Nisi ut aliquip ex ea commodo	27Apr07
✉ Ut enim ad minim veniamm	Magna aliqua	26Apr07

Experience Oriented Architectures

Supplier Dashboard

Sales Activity

- Top opportunities

Category	New	Total
RFOs from hot-list buyers	5	5
Invitation to quote	3	3
Marked for quoting	6	6
Closing today with 0 quotes	1	1
Closing tomorrow with 0 quotes	3	3
- Status

Category	New	Total
Awarded	5	5
Not awarded	0	0
Declined & open for requote	2	2
Declined & closed	2	2
Withdrawn	1	1
- Saved Searches

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LAST 30 DAYS

Open Orders

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Exposure & ROI

Supplier Dashboard

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- Top opportunities

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Declined & closed	2	2
Withdrawn	1	1
- Saved Searches

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- RFQs

LAST 30 DAYS

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Open Orders

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RFQs LAST 30 DAYS Received Read Quoted

Open Orders Items requiring attention 5

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Exposure & ROI

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✉ id labore et dolore magna aliqua	Nisi ut aliquip ex ea commodo	25Apr07

Open Orders Items requiring attention 5

Competitiveness Average % 53

Exposure & ROI Profile views since last login 12

People Oriented Architectures

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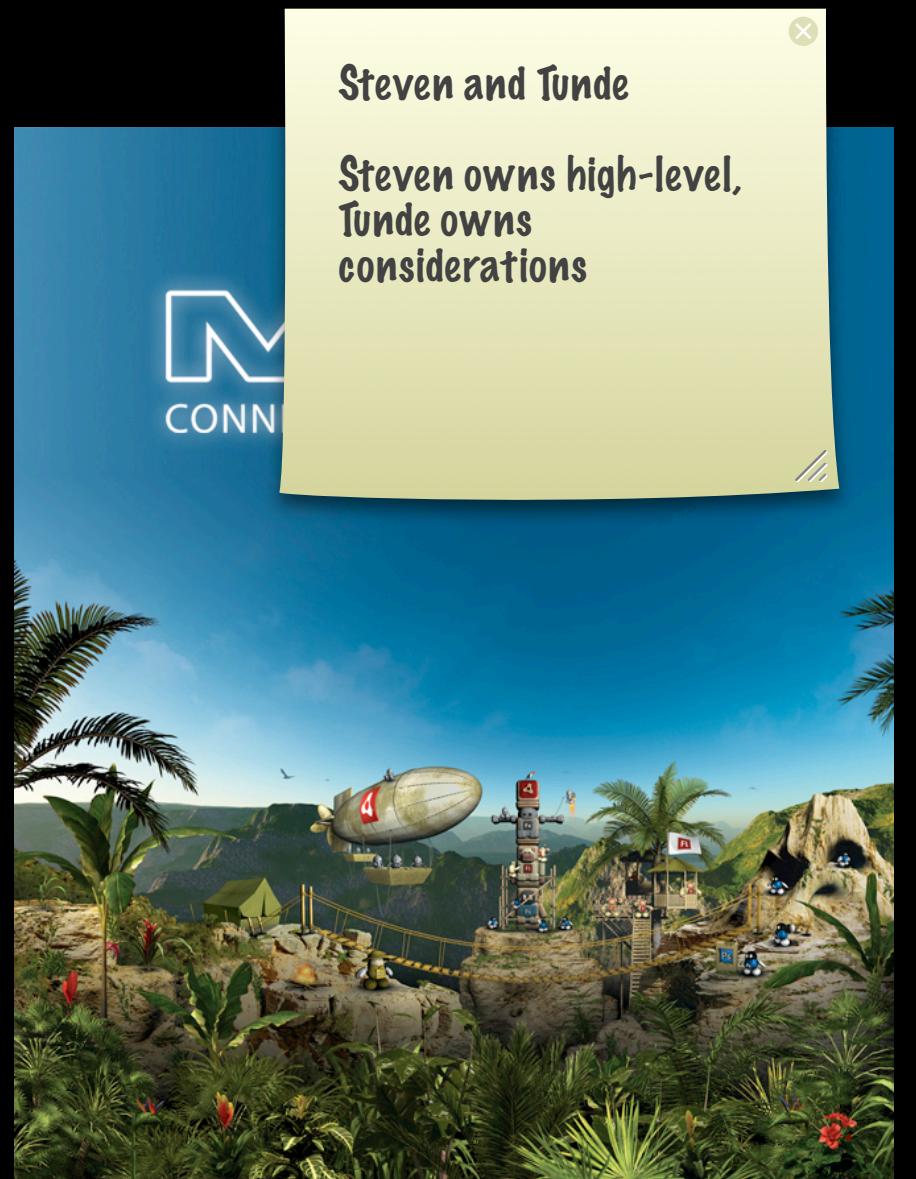
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✉ Labore et dolore	Lorem ipsum dolor sit am	28Apr07
✉ Magna aliqua	Nisi ut aliquip ex ea commodo	27Apr07
✉ Ut enim ad minim veniam	Magni aliqua	26Apr07

Open Orders Items requiring attention 5

Average % 53

Profile views since last login 12

Considerations, Patterns and Best Practices for Enterprise RIA Microarchitectures



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Service Oriented Architectures

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file vault support & help

(Not you? Log in here)

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In front of the Glass



Flex



PDF



AIR



Flash



HTML

LIVECYCLE ES

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DIGITAL SIGNATURES

DATA SERVICES

- #1 Leverage Cairngorm for RIA Architecture
- #2 Use LiveCycle ES as an Enterprise Service Container
- #3 Leverage the LiveCycle ES Security Model

- Cairngorm for AIR/Flex client-side architecture
 - Lightweight micro-architecture
- Collaboration of recognized design patterns
 - ServiceLocator pattern is natural fit for LC ES
- Borrowed talking points from Peter/Eric's talk

Is this slide still “todo” ?

- Single point of administration for services
- Easily plug in existing services (easily consume external POJOs, EJBs, WS)
- Inherit multiple invocation interfaces
- Leverage container J2EE infrastructure/services (transaction support, GDS)
- Simple for “less” techie types to consume services via Orchestrations

Do we show something here, perhaps a demo or flip to workbench or something ? This slide could be dry and confusing...

Consideration: Leverage the LCES Security Model



- Multiple authorization sources/types -> single User Manager
- Support for SSO pass-thru to back-end services
- SSO across services with mixed authentication types (ex: LCES to LCDS)
- Supports complex security architectures (authentication and authorization in different repositories)

- #1 Leverage Cairngorm for RIA Architecture
- #2 Use LiveCycle ES as an Enterprise Service Container
- #3 Leverage the LiveCycle ES Security Model

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Service Oriented Architectures

Supplier Dashboard

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Sourcing Support

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DIGITAL SIGNATURES

DATA SERVICES

- #1 Supporting non-LiveCycle Data Services Clients
- #2 Schema-based Data Capture
- #3 Code-generate the Domain Model

- **flex.data.DataServiceTransaction**

```
public void createInvestigator() {  
  
    DataServiceTransaction dtx = DataServiceTransaction.begin(false);  
  
    //create record and save  
  
    Investigator doctor = new Investigator();  
  
    doctor.setFirstName("Barney");  
  
    doctor.setLastName("Miller");  
  
    InvestigatorDAO dao = new InvestigatorDAO();  
  
    dao.create(doctor);  
  
    //let LCDS know  
  
    dtx.createItem("investigator", doctor);  dtx.commit();  
  
}
```

- Using XML-based schema
 - Strong data typing and complex types
 - Define embed data validation with data definition
- Increased quality of data
- Reduced ambiguity between data producers and data consumers
- Easily consumable by LiveCycle platform
 - Form Designer (PDF, Flex Form Guide)
 - Orchestration
- Contract between layers of architecture and various integration points

Consideration: Code Generate the Domain Model

- Generate Java VOs / AS3 Objects from XSD
-



- #1 Supporting non-LiveCycle Data Services Clients
- #2 Schema-based Data Capture
- #3 Code-generate the Domain Model

Sales Activity

Top opportunities

RFQs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches

New	Total
Cast	23
Design	1
Fabrication	99
Machining	237
Molding	20
Springs	2
Stamping	14
	18

RFQs



LAST 30 DAYS

Open Orders

Items requiring attention (5)

Competitiveness

Exposure & ROI

Profile views since last login (12)

Supplier Dashboard

To do

Your Rating: 3 NEW Your Profile: Updated 3 weeks ago

Invitations to quote (3)	Awards pending acceptance (6)	NDA approvals & declines (5)	Buyer requests to provide samples (2)
--------------------------	-------------------------------	------------------------------	---------------------------------------

New Messages

Subject	RFQ title	Date
mfg_ Lorem ipsum dolor sit am	Consectetur adipisicing elit	02May07
mfg_ Consectetuer adipisciing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentut ut	01May07
✉ Incidunt ut	Labore et dolore	29Apr07
✉ Labore et dolore	Lorem ipsum dolor sit am	28Apr07
✉ Magna aliqua	Nisi ut aliquip ex ea commodo	27Apr07
✉ Ut enim minim veniam quis	Magnam aliqua	26Apr07
✉ Nostis ut aliquip ex ea commodo	Quis nostrud exercitation	25Apr07
✉ laborum nisi ut aliquip ex ea commodo	Ullamco laboris nisi ut aliquip ex ea commodo	24Apr07

Saved Searches

New	Total
Cast	23
Design	1
Fabrication	99
Machining	227
Molding	20
Springs	2
Stamping	14
	18

RFQs



LAST 30 DAYS

Open Orders

Items requiring attention (5)

Competitiveness

Average % (53)

Exposure & ROI

Profile views since last login (12)

Steven Owns this section.

Section Complete.

Data Oriented Architectures

Find Quote # Sourcing Supplier

Feedback
Can we improve the dashboard? Tell us

Recommend MFG Enter an email address

Sales Activity

Top opportunities

RFQs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

LAST 30 DAYS
— Received — Read — Quoted

Open Orders Items requiring attention (5)

Competitiveness

Exposure & ROI

Find Quote # Sourcing Supplier

Welcome back John Smith (Not you? Log in here)

Feedback
Can we improve the dashboard? Tell us

Recommend MFG Enter an email address

Supplier Dashboard

To do

Your Rating Your Profile Updated 3 weeks ago View / Edit

Invitations to quote	3
Awards pending acceptance	6
NDA approvals & declines	5
Buyer ratings to perform	16

Sales Activity

Top opportunities

RFQs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

LAST 30 DAYS
— Received — Read — Quoted

Open Orders Items requiring attention (5)

Average % 53

Reviews since last login 12

New Messages

Subject	RFQ title	Date
mfg_ Lorem ipsum dolor sit am	Consectetur adipisicing elit	02May07
mfg_Consectetuer adipisciing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentut ut	01May07
✉ Incididunt ut	Labore et dolore	29Apr07
✉ Labore et dolore	Lorem ipsum dolor sit am	28Apr07
✉ Magna aliqua	Nisi ut aliquip ex ea commodo	27Apr07
✉ Ut enim ad minim veniam	Magna aliqua	26Apr07

In front of the Glass



Flex



PDF



AIR



Flash



HTML

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Behind the Glass

FORMS

PROCESS MANAGEMENT

OUTPUT

BARCODED FORMS

PRODUCTION PRINT

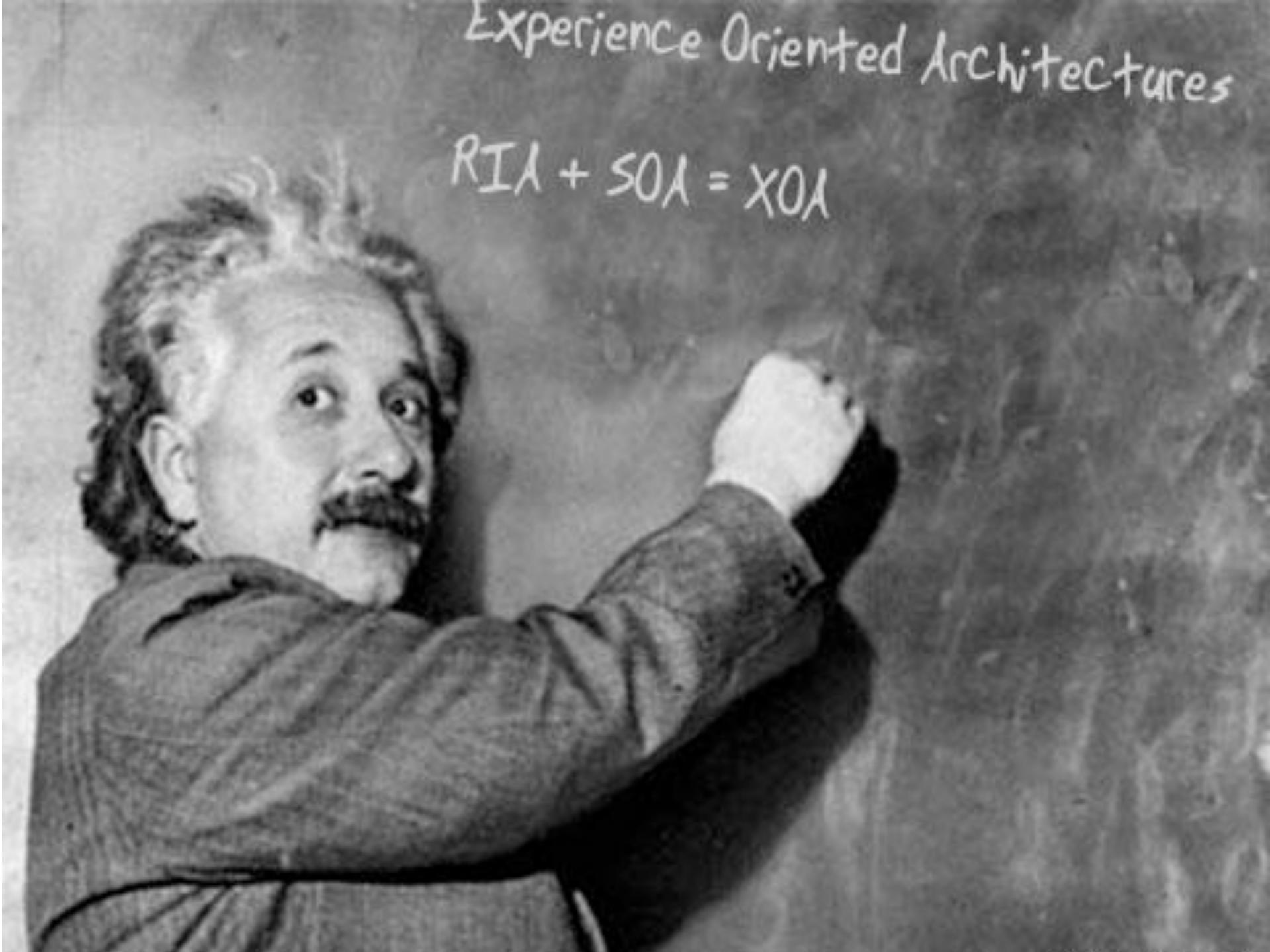
RIGHTS MANAGEMENT

READER EXTENSIONS

PDF GENERATOR

DIGITAL SIGNATURES

DATA SERVICES

A black and white photograph of Albert Einstein, an elderly man with a prominent mustache and receding hairline, wearing a light-colored robe over a shirt. He is standing in front of a chalkboard, looking towards the camera with a thoughtful expression. His right hand is raised, holding a piece of chalk, and his left hand rests on his chest. The chalkboard behind him has the words "Experience Oriented Architectures" written at the top in a cursive font, and below it, the equation "RIA + SOA = XOA" is written in a larger, more formal font.

Experience Oriented Architectures

$$RIA + SOA = XOA$$

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"Apex combines the innovation of the Apex platform with the power of Adobe Flex to let developers create new on-demand business applications...just as end users will be delighted with the applications they now can use, developers will be delighted with how easily and quickly they can be built and shared"

The Leader in On-Demand Customer R **Adam Gross, VP Developer Marketing**

Starting at \$65 / User / Month | Team Edition CRM - \$995 / 5 Users / 1 Year

29,800 Customers | 646,000 Subscribers | 14 Languages

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-  [View Demo](#)
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Applications: Redefining success for customer relationship management (CRM) ranging from sales

[Business Mgrs](#)[IT Professionals](#)[Developers](#)

eBay

playstation

Search Results Item

57858 items found in "playstation"

Global Filters Paypal Only U.S. Only

Categories

Related Searches

Item Description

Playstation 3 PS3... 39 \$1,825.00

Monster House package - DVD, Playstation 2, Gameboy

Sony PlayStation 2 - Game console Char black USED ONCE!

Playstation 3 PS3 Prem. 60gig System PreSale FREE S...

Remaining: 4s Shipping: \$0.00

Current Price: \$1,825.00 Carrier: ShippingMethodStandar

Bid: \$1,850.00 Ships To: US

Bids: 39 High Bidder: nsxmd

Bid

Sellers Description Seller: determined_1

Feedback: Accepts: PayPal

Please read entire auction before bidding

...if our ecosystem gets to the point that we're just developing infrastructure and we can let the eBay community worry about innovations in user interfaces...

eBay PRE-SALE AUCTION RULES COMPLIANCE:
 This auction complies with eBay's Rules & Regulations for a pre-sale item as stated here: <http://pages.ebay.com/help/policies/presale.html>
 This auction also complies with eBay's new rules for Playstation 3 Pre-Sales:
 I have met the following requirements in order to pre-sell a PS3: (these rules apply to me the seller, not you the buyer). 1. I must have a Feedback

Max Mancini
 Senior Director of Disruptive Innovation

Item Description	Bids	Price	Shipping	Time Left
Monster House package - DVD, Playstation 2, Gameboy	-	\$150.00	\$11.00	59h 57m
Sony PlayStation 2 - Game console Char black USED ONCE!	7	\$117.50	\$25.00	59h 57m

Watch Favorites Bidding Selling

#1 Human-centric means of realizing SOA goals

Aligning business and IT initiatives

Achieving Business Agility

Creating IP that is reused

#2 Transforming SOA initiatives into Web 2.0 initiatives

Creating Platforms and Architectures of Participation

Experience Oriented Architectures

Supplier Dashboard

To do

- Your Rating: 3 NEW
- Your Profile: Updated 3 weeks ago
- Invitations to quote: 3
- Awards pending acceptance: 6
- NDA approvals & declines: 5 (2)
- Buyer ratings to perform: 0

New Messages

Subject	RFQ title	Date
mfg_ Lorem ipsum dolor sit am	Consectetur adipisicing elit	02May07
mfg_ Consectetuer adipisicing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentut ut	01May07
✉ Incidunt ut	Labore et dolore	29Apr07
✉ Labore et dolore	Lorem ipsum dolor sit am	28Apr07
✉ Magna aliqua	Nisi ut aliquip ex ea commodo	27Apr07
✉ Ut enim ad minim veniamm	Magna aliqua	26Apr07

Open Orders

Items requiring attention: 5

Competitiveness

Exposure & ROI

Feedback

Recommend MFG

Sales Activity

Top opportunities

RFQs from hot-list buyers	New	Total
Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

Status

Awarded	New	Total
Awarded	5	5
Not awarded	0	0
Declined & open for requote	2	2
Declined & closed	2	2
Withdrawn	1	1

Saved Searches

RFQs

LAST 30 DAYS

Received **Read** **Quoted**

Open Orders

Items requiring attention: 5

Average %: 53

Reviews since last login: 12

TODO: Tunde finalise the consideration slide content..this section might be complete, just address my yellow stickies later in section.

Supplier Dashboard

Sales Activity

- Top opportunities

Category	New	Total
RFOs from hot-list buyers	5	5
Invitation to quote	3	3
Marked for quoting	6	6
Closing today with 0 quotes	1	1
Closing tomorrow with 0 quotes	3	3
- Status

Category	New	Total
Awarded	5	5
Not awarded	0	0
Declined & open for requote	2	2
Declined & closed	2	2
Withdrawn	1	1
- Saved Searches

Category	New	Total
Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18
- RFQs

LAST 30 DAYS

Open Orders

Competitiveness

Exposure & ROI

Supplier Dashboard

To do

Category	Count
Invitations to quote	3
Awards pending acceptance	6
NDA approvals & declines	5
Buyer ratings to perform	16

Sales Activity

- Top opportunities

Category	New	Total
RFOs from hot-list buyers	5	5
Invitation to quote	3	3
Marked for quoting	6	6
Closing today with 0 quotes	1	1
Closing tomorrow with 0 quotes	3	3
- Status

Category	New	Total
Awarded	5	5
Not awarded	0	0
Declined & open for requote	2	2
Declined & closed	2	2
Withdrawn	1	1
- Saved Searches

Category	New	Total
Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18
- RFQs

LAST 30 DAYS

New Messages

Subject	RFQ title	Date
mfg_ Lorem ipsum dolor sit am	Consectetur adipisicing elit	02May07
mfg_ Consectetur adipisicing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentum ut	01May07
✉ Incididunt ut	Labore et dolore	29Apr07
✉ Labore et dolore	Lorem ipsum dolor sit am	28Apr07
✉ Magna aliqua	Nisi ut aliquip ex ea commodo	27Apr07
✉ Ut enim ad minim veniam quis	Magna aliqua	26Apr07

Open Orders

Competitiveness

Exposure & ROI

In front of the Glass



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FORMS

PROCESS MANAGEMENT

OUTPUT

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BARCODED FORMS

PRODUCTION PRINT

RIGHTS MANAGEMENT

READER EXTENSIONS

PDF GENERATOR

DIGITAL SIGNATURES

DATA SERVICES

- #1 Hybrid LiveCycle ES and Data Services Architectures
- #2 Encapsulate New and Existing Services
- #3 Container wide Event Subscriptions

Consideration: Hybrid LC ES and LC DS Architecture

- Hybrid “single authentication”

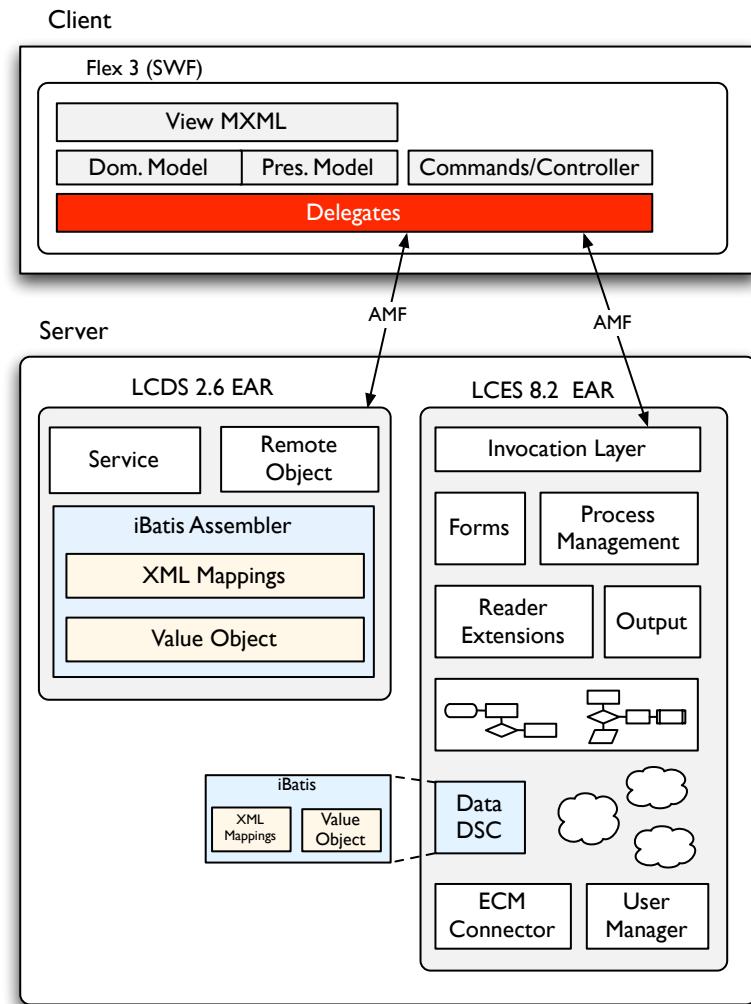
```
var sessionManager:SessionManager =  
    new SessionManager("http://host/workspace-server/",session);  
  
var token:Token = sessionManager.login(user, pass);
```

- Synchronize DB writes with LCDS clients

- *DataServiceTransaction.begin()*

- Component re-use

- (LCDS RemoteObject ~ LCES DSC)



Consideration: Encapsulate New and Existing Services

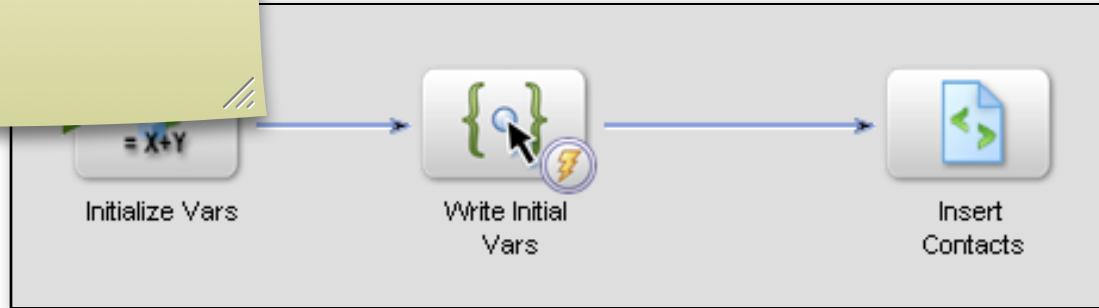
- Existing Services

- Import POJOs
- Integrate with existing LCES Services

Is another consideration to "Understand what heavy lifting LCES can do for you, and show exporting entire database schema as XML for SpreadsheetML example ?

"Programming" vs coding

Do we perhaps do a demo here ? Show how to encapsulate existing POJO code ? What about the SpreadsheetML example for instance ?



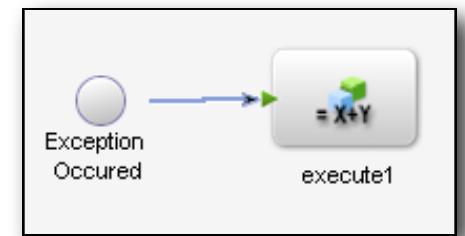
Consideration: Container-wide Event Subscriptions

E.g.: Exception Handling

- Alternate Path
 - Custom services should **always** *bubble up* exceptions!
 - Exceptions can be handled via *alternate flows* in orchestration



- Container-wide Event Subscription(s)
 - Certain operations in the container trigger events
 - Orchestrations can be triggered via events (e.g. log to SNMP)



- #1 Hybrid LiveCycle ES and Data Services Architectures
- #2 Encapsulate New and Existing Services
- #3 Container wide Event Subscriptions

This is a gloss over section; we'll only list out considerations, not dive into them.

Tunde to provide considerations (we can poll AC)

LiveCycle ES Oriented Architecture

Find Quote # Sourcing Supplier

Feedback
Can we improve the dashboard? Tell us

Recommend MFG Enter an email address

Sales Activity

Top opportunities

RFOs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

RFQs LAST 30 DAYS Received Read Quoted

Open Orders Items requiring attention 5

Competitiveness

Exposure & ROI

Find Quote # Sourcing Supplier

Welcome back John Smith (Not you? Log in here)

Dashboard To Do List My RFQs Suppliers File Vault Messages (31)

Feedback
Can we improve the dashboard? Tell us

Recommend MFG Enter an email address

Supplier Dashboard

To do

Your Rating 3 NEW Your Profile Updated 3 weeks ago View / Edit

Invitations to quote	3
Awards pending acceptance	6
NDA approvals & declines	5
Buyer ratings to perform	16

Sales Activity

Top opportunities

RFOs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

RFQs LAST 30 DAYS Received Read Quoted

New Messages

Subject	RFQ title	Date
mfg_ Lorem ipsum dolor sit am	Consectetur adipisicing elit	02May07
mfg_ Consectetur adipisicing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentum ut	01May07
✉ Incididunt ut	Laborum et dolore	29Apr07
✉ Laborum et dolore	Ut enim ad minim veniam	28Apr07
✉ Magna aliqua	Magna aliqua	27Apr07
✉ Ut enim ad minim veniam	Nisi ut aliquip ex ea commodo	26Apr07
✉ Magna aliqua	Labore et dolore	25Apr07

Open Orders Items requiring attention 5

Competitiveness Average % 53

Exposure & ROI Profile views since last login 12

In front of the Glass



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PROCESS MANAGEMENT

OUTPUT

Behind the Glass

BARCODED FORMS

PRODUCTION PRINT

RIGHTS MANAGEMENT

READER EXTENSIONS

PDF GENERATOR

DIGITAL SIGNATURES

DATA SERVICES

- #1 PDF Portfolios to Assure non-PDF content
- #2 Separate Rights Management Server from Appserver
- #3 ???

Information Assurance

This is a gloss over section; we'll only list out considerations, not dive into them.

Tunde to provide considerations (we can poll AC)

Find Quote # Sourcing Supplier

Feedback
Can we improve the dashboard? Tell us

Recommend MFG
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Sales Activity

Top opportunities

RFQs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

RFPs LAST 30 DAYS Received Read Quoted

Open Orders Items requiring attention 5

Competitiveness

Exposure & ROI



Find Quote # Sourcing Supplier

Welcome back John Smith (Not you? Log in here)

Dashboard To Do List My RFQs Suppliers File Vault Messages (31)

Supplier Dashboard

To do

Your Rating 3 NEW Your Profile Updated 3 weeks ago View / Edit

Invitations to quote	3
Awards pending acceptance	6
NDA approvals & declines	5
Buyer ratings to perform	16

Sales Activity

Top opportunities

RFQs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

New Messages

Subject	RFQ title	Date
mfg_ Lorem ipsum dolor sit am	Consectetur adipisicing elit	02May07
mfg_ Consectetuer adipisciing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentut ut	01May07
✉ Incidunt ut	Labore et dolore	29Apr07
✉ Labore et dolore	Lorem ipsum dolor sit am	28Apr07
✉ Magna aliqua	Nisi ut aliquip ex ea commodo	27Apr07
✉ Ut enim ad minim veniamu	Magna aliqua	26Apr07

Open Orders Items requiring attention 5

Average % 53

Profile views since last login 12



People Oriented Architectures

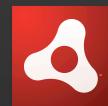
In front of the Glass



Flex



PDF



AIR



Flash



HTML

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FORMS

PROCESS MANAGEMENT

OUTPUT

Behind the Glass

BARCODED FORMS

PRODUCTION PRINT

RIGHTS MANAGEMENT

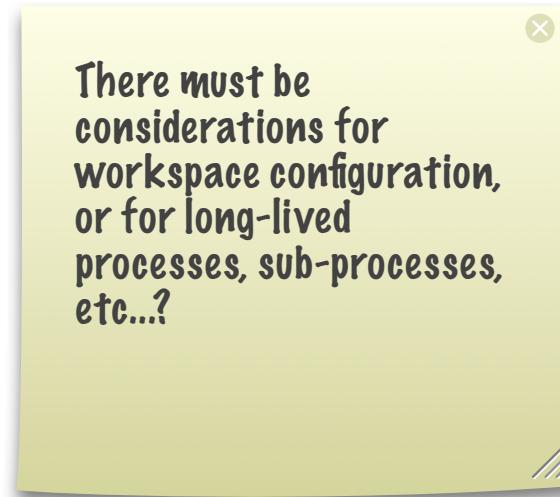
READER EXTENSIONS

PDF GENERATOR

DIGITAL SIGNATURES

DATA SERVICES

- #1 Think of PDF behind the glass, as an Envelope for Data
- #2 Workspace as an Experience Oriented Architecture



This is a gloss over section; we'll only list out considerations, not dive into them.

Tunde to provide considerations (we can poll AC, and Kosta in particular)



People Oriented Architectures

In front of the Glass



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PDF



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FORMS

PROCESS MANAGEMENT

OUTPUT

Behind the Glass

BARCODED FORMS

PRODUCTION PRINT

RIGHTS MANAGEMENT

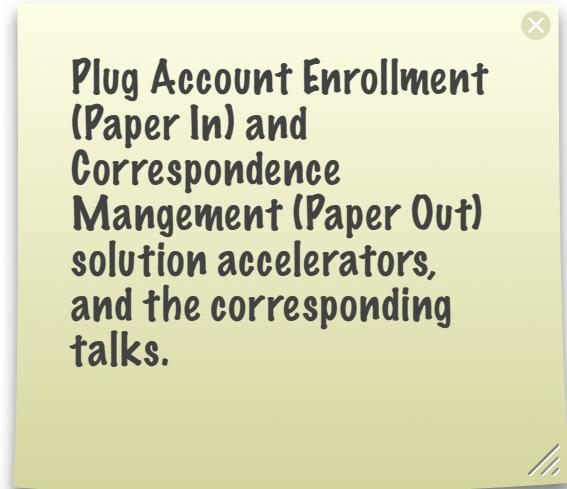
READER EXTENSIONS

PDF GENERATOR

DIGITAL SIGNATURES

DATA SERVICES

- #1 Consider the Cellulose to Silicon Continuum
- #2 Refactor “Paper In” and “Paper Out”
- #3 Leverage PDF/A for Secure Information Archiving
- #4 ??? What about Output best-practices ?



Find Quote # Sourcing Supplier

Feedback
Can we improve the dashboard? Tell us

Recommend MFG Enter an email address

Sales Activity

Top opportunities

RFOs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

RFQs LAST 30 DAYS Received Read Quoted

Open Orders Items requiring attention 5

Competitiveness

Exposure & ROI

Find Quote # Sourcing Supplier

Welcome back John Smith (Not you? Log in here)

Dashboard To Do List My RFQs Suppliers File Vault Messages (31)

Feedback
Can we improve the dashboard? Tell us

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Supplier Dashboard

To do

Your Rating 3 NEW

Your Profile Updated 3 weeks ago View / Edit

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Top opportunities

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Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

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Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

RFQs LAST 30 DAYS Received Read Quoted

New Messages

Subject	RFQ title	Date
mfg_ Lorem ipsum dolor sit am	Consectetur adipiscing elit	02May07
mfg_ Consectetuer adipiscing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentum ut	01May07
✉ Incidunt ut	Labore et dolore	29Apr07
✉ Labore et dolore	Consectetur adipisicing elit	28Apr07
✉ Magna aliqua	Nisi ut aliquip ex ea commodo	27Apr07
✉ Ut enim ad minim veniam	Magni aliqua	26Apr07

Open Orders Items requiring attention 5

Average % 53

Profile views since last login 12

Find **Quote #**  **Sourcing** **Supplier**

Feedback
Can we improve the dashboard? [Tell us](#)

Recommend MFG
Enter an email address 

Sales Activity

Top opportunities

RFOs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

RFQs LAST 30 DAYS



Open Orders Items requiring attention 5

Competitiveness Average % 63

Exposure & ROI Profile views since last login 12

Find **Quote #**  **Sourcing** **Supplier**

Welcome back John Smith (Not you? Log in here)

Dashboard **To Do List** **My RFQs** **Suppliers** **File Vault** **Messages (31)**

Feedback
Can we improve the dashboard? [Tell us](#)

Recommend MFG
Enter an email address 

Supplier Dashboard

To do

Your Rating  Your Profile Updated 3 weeks ago [View / Edit](#)

Invitations to quote	3
Awards pending acceptance	6
NDA approvals & declines	5
Buyer ratings to perform	16

Sales Activity

Top opportunities

RFOs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
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Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
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RFQs LAST 30 DAYS



New Messages

Subject	RFQ title	Date
mfg Lorem ipsum dolor sit am	Consectetur adipisicing elit	02May07
mfg Consectetur adipisicing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentum ut	01May07
✉ Incididunt ut	Laborum et dolore	29Apr07
✉ Laborum et dolore	Consectetur adipisicing elit	28Apr07
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Open Orders Items requiring attention 5

Competitiveness Average % 63

Exposure & ROI Profile views since last login 12

Find **Quote #**  **Sourcing** **Supplier**

Feedback
Can we improve the dashboard? [Tell us](#)

Recommend MFG
Enter an email address 

Sales Activity

Top opportunities

RFOs from hot-list buyers	5
Invitation to quote	3
Marked for quoting	6
Closing today with 0 quotes	1
Closing tomorrow with 0 quotes	3

Status

Awarded	5
Not awarded	0
Declined & open for requote	2
Declined & closed	2
Withdrawn	1

Saved Searches New Total

Cast	23	23
Design	1	1
Fabrication	99	103
Machining	227	230
Molding	20	26
Springs	2	2
Stamping	14	18

RFQs LAST 30 DAYS



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Competitiveness Average % 63

Exposure & ROI Profile views since last login 12

Find **Quote #**  **Sourcing** **Supplier**

Welcome back John Smith (Not you? Log in here)

Dashboard **To Do List** **My RFQs** **Suppliers** **File Vault** **Messages (31)**

Feedback
Can we improve the dashboard? [Tell us](#)

Recommend MFG
Enter an email address 

Supplier Dashboard

To do

Your Rating  Your Profile Updated 3 weeks ago [View / Edit](#)

Invitations to quote	3
Awards pending acceptance	6
NDA approvals & declines	5
Buyer ratings to perform	16

Sales Activity

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RFQs LAST 30 DAYS



New Messages

Subject	RFQ title	Date
mfg Lorem ipsum dolor sit am	Consectetur adipisicing elit	02May07
mfg Consectetur adipisicing elit	Sed do eiusmod tempor	01May07
✉ Sed do eiusmod tempor	Incidentum ut	01May07
✉ Incididunt ut	Laborum et dolore	29Apr07
✉ Laborum et dolore	Consectetur adipisicing elit	28Apr07
✉ Magna aliqua	Sed do eiusmod tempor	27Apr07
✉ Ut enim ad minim veniam	Consectetur adipisicing elit	26Apr07
✉ Nostru	Consectetur adipisicing elit	25Apr07
✉ laboris Nisi ut aliquip ex ea	Consectetur adipisicing elit	25Apr07

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New	Total
Cast	23
Design	1
Fabrication	99
Machining	227
Molding	20
Spring	2
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LAST 30 DAYS

RFQs

Items requiring attention (5)

Average % (53)

Open Orders

Competitiveness

Exposure & ROI

Welcome back John Smith (Not you? Log in here)

Find Quote #

Sourcing Supplier

Supplier Dashboard

To do

Your Rating: 3 NEW Your Profile: Updated 3 weeks ago View / Edit

- Invitations to quote (3)
- Awards pending acceptance (6)
- NDA approvals & declines (5)
- Buyer ratings to perform (16)

Sales Activity

Top opportunities

RFQs from hot-list buyers	5
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New	Total
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Design	1
Fabrication	99
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Stamping	18

LAST 30 DAYS

RFQs

Items requiring attention (5)

Average % (53)

New Messages

Subject	RFQ title	Date
mfg... Lorem ipsum dolor sit am...	Consectetur adipisicing elit...	02May07
mfg... Consectetur adipisicing elit...	Sed do eiusmod tempor...	01May07
Sed do eiusmod tempor...	Incidentum sit...	01May07
Ipsum et dolor sit amet...	Aliquam erat volutpat...	27April07
Magna aliqua	Nisi ut aliquip ex ea commoda...	27April07
Ut enim ad minim veniam...	Magna aliqua	26April07
Nostriud exercitation ullamco	Ut enim ad minim veniam...	26April07
laboris Nisi ut aliquip...	Exercitation ullamco laboris...	25April07

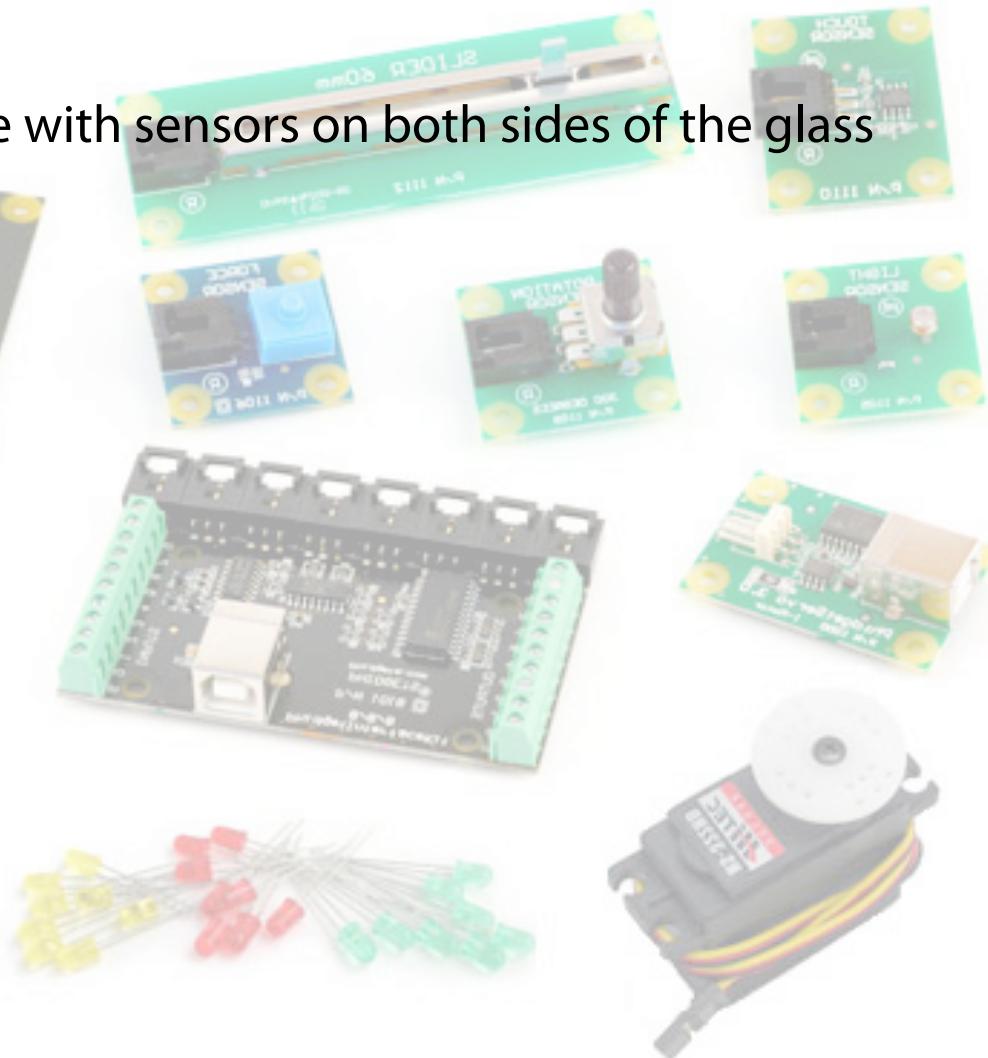
Open Orders

Competitiveness

Exposure & ROI

Future Gazing: Sensor Oriented Architectures or “Web meets World”

- “Web meets World”
- There are opportunities to innovate with sensors on both sides of the glass
- On the Glass:
 - Sensor aware interfaces
- Behind the Glass:
 - Sensor aware processes



Summary and Questions



- **Innovation on Both Sides of the Glass**

- Extend your thinking beyond the user-experience, and include Adobe technology in that thinking

- **Accelerating Innovation**

- Think beyond patterns, to microarchitectures and solution accelerators

- Accelerating Innovation with **Adobe Consulting Microarchitecture Library**

- Use our “Microarchitecture Library” as a means of thinking about what class of enterprise application problem you might be delivering
 - Use that to further consider what additional Adobe Enterprise Solutions can accelerate your implementation
 - Apply the lessons and best-practices we have learned - our “Considerations”