


# Introduction to Appulse Web 2.0 Practice



Productized Web 2.0, Community  
portals and Rich Internet  
Applications



# About Appulse

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- ❑ Founded in 2002 by a team of R&D professionals as a Pricer AB holding company\*\*
- ❑ Experts in delivering outsourced services for ISVs.
- ❑ Headquartered in Gurgaon, India with offices in Santa Clara, USA and Stockholm, Sweden
- ❑ IPs and invention disclosures filed in behalf of customers
- ❑ Expertise in working with Retail, Devices, Web 2.0 ISVs and High Tech Companies
- ❑ Success Stories with customers like NCR, Indepay, Image Stream Medical and many more

\*\* In 2006, Appulse bought back Pricer ABs stake in the company



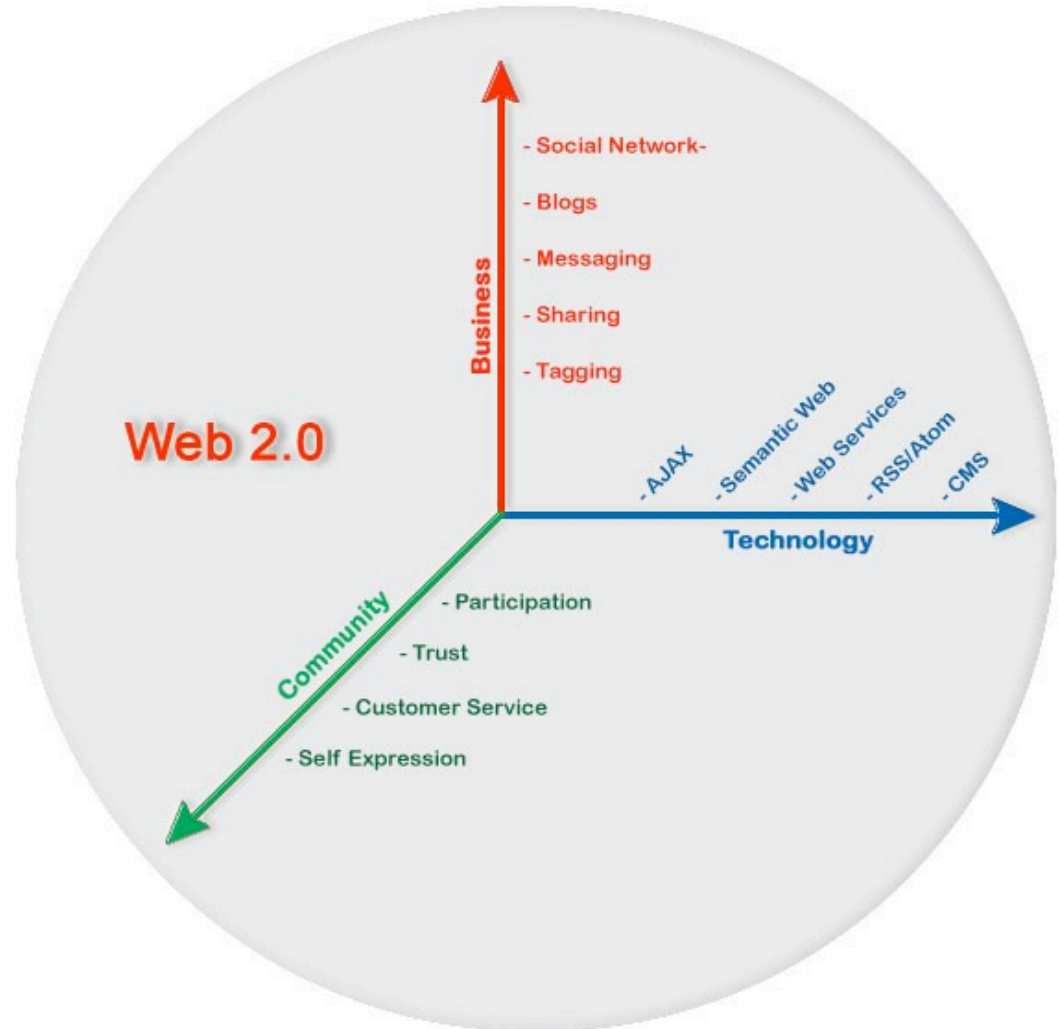
# Appulse Web 2.0 / RIA Practice provides..

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- Web 2.0/ RIA development and maintenance on FLEX / AJAX with a choice of backend technologies e.g, .NET, J2EE, PHP
- Rich Client interface applications with Adobe AIR framework
- Building social network applications
- E-retailing, shopping cart implementation
- Transforming traditional applications to Web2.0
- Adding support for mobile experience
- Mash-up applications
- Transforming apps towards REST (Representation State Transfer) architectural patterns.
- Scalable architecture
- Lightweight Agile development processes
- Highly motivated & experienced development team
- 100% protection of IP rights
- Global Delivery Model
- Valuable experience from Product Engineering
- Rapid Startup time
- Developing Pilots

# Amalgamating different aspects of Web

- Community
- Business
- Technology



# Technology Capabilities

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- PHP, LAMP, Perl
- AJAX, Javascript
- Adobe AIR, Flex
- Flash MX, Actionscript, Flash Communication Server
- Ruby on Rails
- Middle Layer: .NET, J2EE framework, Web Services
- Database: MySQL, SQL Server, Oracle
- Open Source CMS – Joomla, Drupal

# Portfolio Showcase

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## Community Portals

- Video Sharing Portal
- Travel Social Network
- Online music sharing

## Rich Internet Applications

- E-CRM (Adobe Apollo)

## Others

- Facebook Apps
- E-Retailing Portal (Verisign)

# Travel Social Network

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## Challenges

- Multiple File Upload support
- Disk Management – Unlimited Photo support
- Distributed environment – Scalable as new community grows.
- Migration Strategies
- XHTML support – For Mobile experience
- SMARTY Templates support

## Business View of scope

- ❑ Build a social networking portal based on Facebook
- ❑ Incorporate the leading Web 2.0 functionality like Blogs, Photo Sharing, Wikis etc

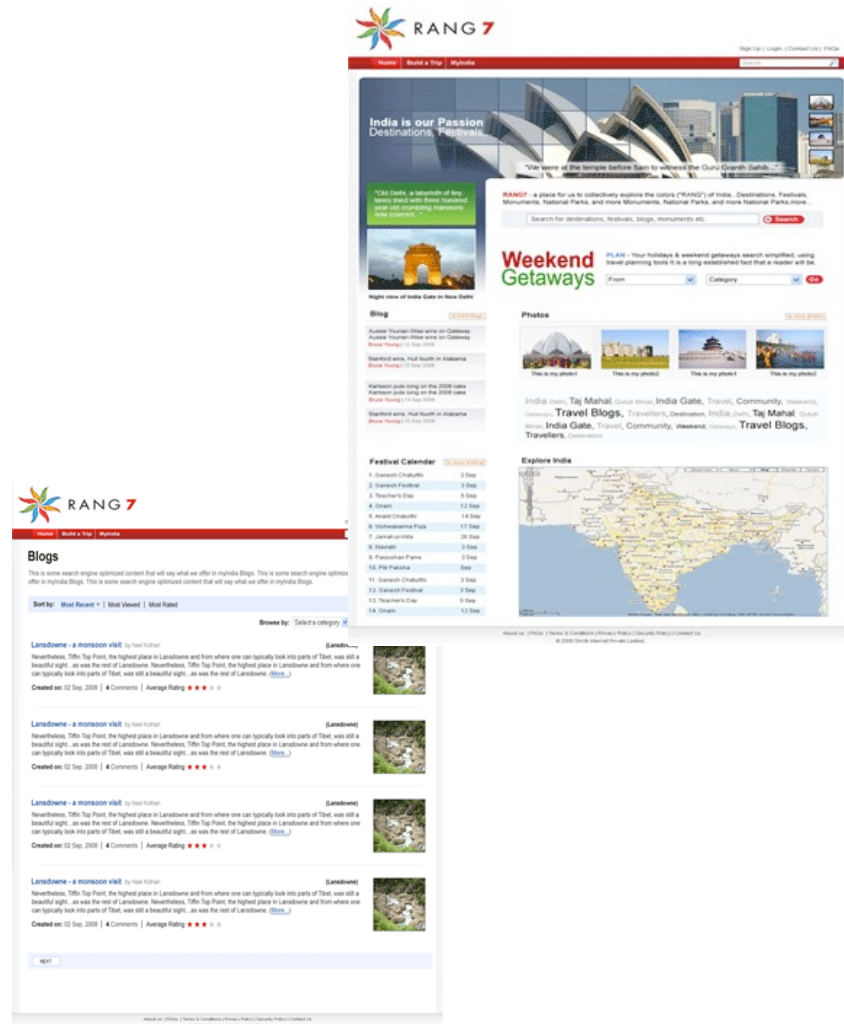
## Technical view of scope

- ❑ Reliability and scalability for millions of users
- ❑ Use of LAMP to speed the development and cut down the deployment costs
- ❑ Create own components for Blogs, Wikis, and not use Third Party components
- ❑ UI Design

# Travel Social Network

## □ Features

- RSS readers
- Blogging
- Commenting
- Photo Sharing
- Tagging
- Messaging
- Wikis



# Online Video Sharing Portal

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## Challenges

- Multiple presentation formats
  - Rich Flash Application presentation
  - Browser based presentation
- Scalable – Load Balancing
- Clustering
  - Flash Media Servers
  - Database servers
  - Media Encoding Servers – On2Flix & FFMPEG
- Media Encoding – Conversion of different Video formats to FLV.
- Massive Video Library Support

## Business View of Scope

- Build Integrated Media Player which can run on Web, Desktop and PDA
- Also to create an application for building the self executable movie files used for multiple purposes like education etc.
- Also incorporate text interactions while playing the files

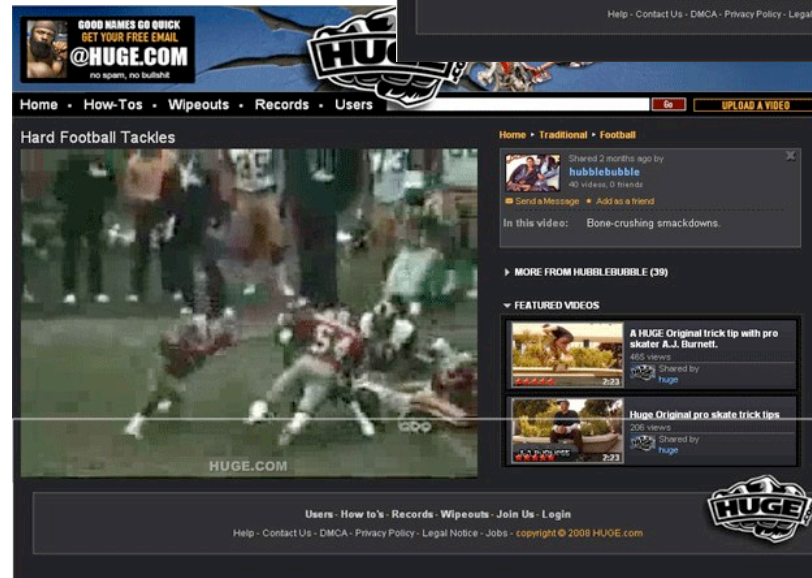
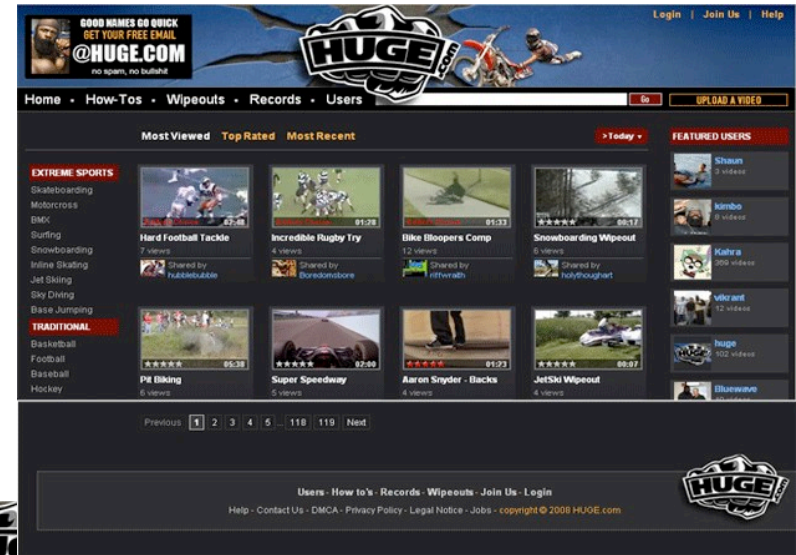
## Technical view of scope

- Video recording on Server
- Optimized algorithm for playing the videos to conserve the bandwidth
- Create custom installer
- Keep the application footprint low

# Video Sharing Portal

## □ Features

- Folksonomy
- Video uploads
- Blogging
- Commenting
- Podcasting\*



\*upcoming version

# Online Music Sharing

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## Challenges

- ❑ Give users a reason to come back to the site on a regular basis
- ❑ Generate enough traffic and interest which will drive the revenue by enticing users to buy the music which is shared with them
- ❑ Migrate from old architecture and language (J2EE)

## BP view of scope

- ❑ Share, compare and analyze playlist with peers
- ❑ Synchronization with music selling portals (Ebay)
- ❑ Strong social networking

## Tech view of scope

- ❑ Format to read iTunes
- ❑ Synchronize with desktop application
- ❑ Scalable architecture
- ❑ Asynchronous communication

# Online music sharing

## Features

- ❑ Rich user interface
- ❑ Asynchronous communication
- ❑ Scalable architecture
- ❑ Blogs
- ❑ Synchronization with desktop application



search for playlists you can play

Tune into your own music with playlists from BoinkFM™

Pick a station and generate new playlists based on radio-style programs for iTunes and your iPod. This is a great way to discover music in your large track collection you forgot about.

smarter playlists

- Tracks aaron & I both have
- My tracks aaron's missing
- aaron's tracks I'm missing

See the tracks your friends have that you want

What better way is there to discover new music than to check out your friends' collections. Smarter playlists appear when you look at your friends' profiles. These quickly generate you a playlist of the tracks you are missing.

### Now Playing! Our Members.



|   |   |
|---|---|
|    | <b>homonymgirl</b><br>One Half Hour Ago<br>by: Rain Parade<br>played: 2 min ago |
|    | <b>thompson20</b><br>Parachute<br>by: Guster<br>played: 5 min ago               |
|   | <b>delphus</b><br>Rock'n roll medley<br>by: Uriah Heep<br>played: 8 min ago     |
|  | <b>tink</b><br>Angel Of Mine<br>by: Monica<br>played: 34 min ago                |
|  | <b>dimonych</b><br>Back And Forth   |



All the music you wish you had...

See what they listen to:



yeaduideirock25



manumaltes



ducatreiter

Create your music profile

Tracks you listen to, what's in your collection, and favorite playlists uploaded automatically from iTunes.

Build a wishlist

# E-CRM using Adobe AIR ( Apollo)

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## Challenges

- Developing on Action script 3
- Implementing integrated Flash components
- Asynchronous communication
- Database synchronization
- Hybridization of AIR, Flash, HTML and Ajax

## Business view of scope

- ▣ Build rich internet desktop application maintaining sales contacts, opportunities...
- ▣ Based on salesforce.com

## Technical view of scope

- ▣ Using AIR ( Adobe integrated runtime) which is new to market
- ▣ Synchronizing database
- ▣ Client-server balance
- ▣ Asynchronous communication

# E-CRM developed on Adobe AIR

## Features

- Rich user interface
- Asynchronous communication
- Database synchronization
- Client-server balance

Events: 6/29/2007 New Event

| Duration   | Subject           | Time    |
|------------|-------------------|---------|
| 1 hr:00min | Send letter/Quote | 6:30 AM |
|            |                   |         |
|            |                   |         |
|            |                   |         |

June 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Tasks Overdue New Task

| Date                  | Lead Name             | Subject |
|-----------------------|-----------------------|---------|
| 6/19/2007 12:00:00 AM | Ms. Tintu Joy Appulse | Email   |
| 6/19/2007 12:00:00 AM | Ms. Tintu Joy Appulse | Meeting |

# Social Networking Facebook App

## Features

- ❑ Rich user interface
- ❑ Drive Traffic back to On.com



## To reach our sales team directly

**USA:** Vikas Banga, [vikas.banga@appulse.com](mailto:vikas.banga@appulse.com), (408) 826 8033

**India:** Nitin Kumar, [nitin.kumar@appulse.com](mailto:nitin.kumar@appulse.com), +91-97110 07575

**Europe:** Manav Kamboj, [manav.kamboj@appulse.com](mailto:manav.kamboj@appulse.com), +91-99100 93118

### **Appulse Inc. (USA)**

5201, Great America Pkway, St. 320  
Santa Clara, CA 95054  
Phone: (408) 876 4862  
Fax: (408) 876 4862

### **Appulse Technologies (India)**

Plot 21, Electronics City, Udyog Vihar  
Gurgaon, 122001, Haryana  
Phone: +91-124-4557500  
Fax: +91-124-4557575

