



AJAX SOLUTIONS ADVANCING
THE ONLINE EXPERIENCE

Boost Your Business with JackBe's AJAX Solutions:

Improve productivity and accuracy – Better user interfaces with a more natural workflow reduce human errors that carry huge financial costs in terms of lost revenue, customer dissatisfaction, and others.

Leverage your investments in SOA/Web Services technology – JackBe AJAX applications integrate your back-end services within powerful applications delivered to much broader audiences using only a standard browser. *No* installation of plug-ins or client-side software is required.

Reduce total cost of ownership (TCO) – JackBe AJAX-based applications eliminate licensing, distribution, and installation costs for proprietary desktop software, and also dramatically reduce retraining and support center costs.

Reach New Customers – Intuitive self-service applications can now be extended to customers who found earlier Web applications too difficult, inflexible, and slow to use.

Increase Revenue – Powerful, intuitive JackBe AJAX applications reduce website abandonment and deliver higher sales conversion rates. And offering dynamic applications with greater value to users generates more revenue for advertising-supported sites by keeping visitors on the site much longer.

Boost customer satisfaction and loyalty – Positive online user experiences have been shown to be a major contributor to both satisfaction and ongoing loyalty for future purchases.

“ *The JackBe NQ Suite was designed and built with a depth of understanding of and a remarkable sensitivity to the issues facing developers who are creating rich-client applications.* ”

-- Steve McClure
Program VP, Software Research Group
IDC

Taking Web application usability
beyond
what you thought possible.



AJAX (Asynchronous JavaScript and XML) has rapidly become one of the hottest and most talked-about set of technologies for application development.

With JackBe's AJAX technology, you can deliver the rich interactivity of traditional desktop applications to anyone, anywhere—using nothing more than a standard Web browser. AJAX relies on the power of the browser to locally perform many of the tasks that were traditionally server-based. By eliminating the “page-at-a-time” nature of static HTML pages, users don't sit waiting for a server response or looking at a blank white screen. And there's no client software to install, so you'll see dramatically lower deployment and support costs while enjoying competitive advantage, increased online revenue, higher customer satisfaction and retention, better performance, and lower IT infrastructure costs.

The Proven Path to AJAX Success



Instead of simply shipping you a stack of products and leaving you on your own, JackBe delivers customized solutions that include everything you need to ensure success with AJAX. Our unique *Ready, Set, Go to AJAX* program combines our proven *NQ Suite* development platform and expertise with services such as application and readiness analysis, training, design, implementation and ongoing support. It provides a fast, easy, and low-risk path to AJAX-enable your web applications with minimum risk and the fastest time-to-market.

Ready: The one-week **AJAX Ready** program develops a profile of your business goals, your technical environment and applications, and your staff resources (availability, training, skills, etc.) Our expert consultants examine the functionality and architecture of your applications and conduct in-depth interviews with key technical and business stakeholders. That information is used to prepare a detailed set of written conclusions that include the expected benefits of AJAX, the overall feasibility of your project, and a recommended roadmap for implementation.

Even if you ultimately choose to execute the project on your own, with or without the help of our powerful AJAX tools and IDE, you'll receive significant value by leveraging JackBe's years of AJAX expertise and experience through the **Ready** program.

Set: Particularly valuable for larger, more complex projects, the optional **AJAX Set** program builds on the results of the **Ready** and leverages JackBe's AJAX development environment to rapidly produce a fully functional proof-of-concept based on the larger full project. The **Set** program defines agreed-upon success criteria and metrics—and the *JackBe No-Risk Guarantee* provides a complete refund of your investment if those criteria aren't achieved.

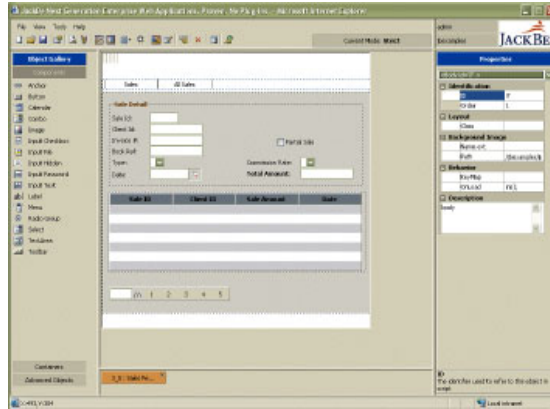
Go: In this phase, we work together to implement, deliver, and test the remainder of the complete AJAX interface to your application. The **AJAX Go** program is highly flexible and is customized to your exact needs. At one end of the spectrum, we can provide the *NQ Suite* development tools, training, and support you need to deploy the application on your own. And at the other end of the spectrum, our *AJAX Factory* team can create your solution entirely offsite. When it's complete, we'll return to help you integrate and test the finished application. We'll work with you to achieve success with whichever approach is best for you—or anything in-between.



NQ Suite Overview

JackBe's *NQ Suite* provides a robust environment for creating and deploying AJAX-based application interfaces. For maximum flexibility, you can choose between three different development modes:

- *JackBuilder* is a complete visual IDE. Because it is based upon JackBe's AJAX technology, *JackBuilder* runs within a browser environment and permits rapid drag-and-drop development of new application interfaces.
- The *JackBe Markup Language* (JBML) is an XML-based language for the specification of projects and forms, and also offers an easy way to migrate applications. *JackBuilder* itself reads and writes from JBML files.
- *NQ Suite* also offers a well-defined API for easy integration with other development environments.



The JackBe architecture cleanly separates the application's presentation layer from its back-end processes and data services, communicating with standard HTTP and HTTPS protocols. This allows for superior performance by eliminating unnecessary data transfer, allows easy integration with SOAs, and simplifies software maintenance.

Other key advantages of JackBe's NQ Suite include:

- Support for all major browsers, including MS Internet Explorer, Firefox, Netscape, and Safari.
- Carefully optimized for high performance, even on slow connections.
- Extremely lightweight client footprint and minimal data transfer: Only a small *JackBe Mini-Assembler* (approximately 20kb) is downloaded to the browser to start a session.
- Absolutely no plug-ins or client-side software installation required.
- JackBe's intelligent browser technology offloads processing from the server to the client wherever possible.
- Unlike some interpretive AJAX tools that simply download XML to the client, the JackBe architecture is fully compiled. This enables upgrades to be applied below the level of JBML with no impact on existing application code.
- Entirely standards-based, with support for virtually any existing middleware and back-end architecture—with JackBe, there's no vendor lock-in.
- In addition to a typical core set of Web forms widgets, JackBe also provides a broad selection of advanced widgets including spreadsheets, sliders, charts and graphs, calendar controls, and data grid tables.
- Highly secure and scalable, leveraging all browser-based security controls.
- Enables evolutionary vs. revolutionary development, with no need to "rip and replace" your existing infrastructure.

About JackBe

JackBe Corporation is a pioneer and one of the leading companies at the center of the AJAX market. Founded in 2001 and now headquartered in Chevy Chase, Maryland, JackBe's goal from the outset was to enable the next generation of browser-based applications. Our products and services have already been used to successfully deliver the business value of AJAX and SOA to a number of leading mid-sized and large enterprises—starting years before the term 'AJAX' was even coined.

JackBe already counts among our satisfied clients more than 30 industry leaders worldwide supporting more than 4 million end users. Our deployments and deep expertise span the financial and information services, government, online commerce and telecommunications sectors. Just a few of our high-profile customers are shown below.



Visit our website at www.jackbe.com to learn more about our complete AJAX solutions. Then give us a call to talk about your specific needs and goals for improving the usability of your Web applications—and let us put our proven products, services, and expertise to work for you!

“ We have only one T1 and one server supporting our distributors for order entry, billing, receivables, promotions, and inventory. Yet with JackBe, response time is still great. ”

- Liborio Longoria
Technology Manager
Tupperware