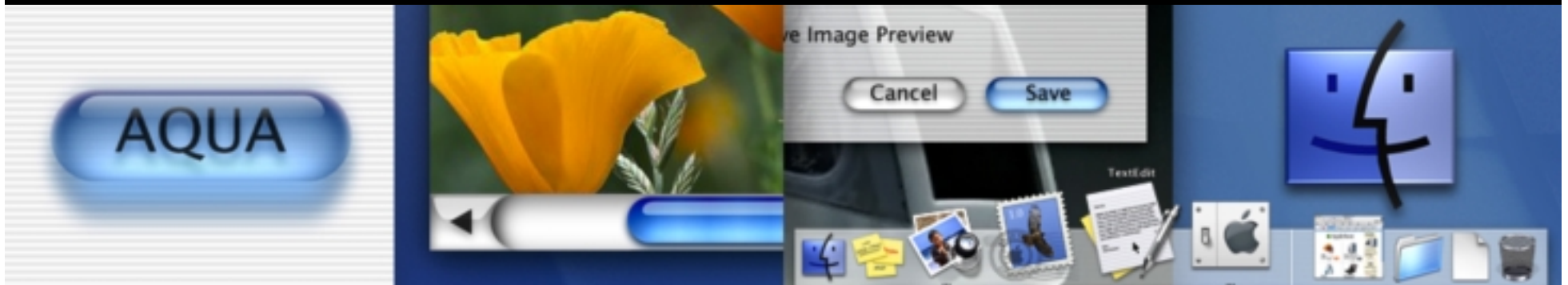




Session 400

WebObjects: State of the Union



Ernest N. Prabhakar
Product Line Manager, WebObjects

Agenda



- WebObjects and Apple
- WebObjects Today
- WebObjects Turbocharged



Thinking Out of the Box

Internet Platform

**Desktop
Platform**



WebObjects—The Internet Engine

Internet Platform



WebObjects—The Internet Engine



- Powerful engine for interactively delivering Internet content
- The smart way to bring applications to the Internet



Apple's Internet Engine

iCards Welcome to iCards, your place to send free, customized electronic postcards to everyone on your list. Choose from classic works of art and great photographs or use your very own photos from your iDisk.

It's Spring! **Happy Birthday to You!** **Love** **"Thanks!"**
Holidays Birthday Love Thank You

Paris **Party** **Blue Ring** **Thumbs Up**
Vacation Invitations Announcements Get Well

White Dish **Yellow Flowers** **Modern Interior** **Roller Coaster**
Products Just Because Fine Art Kids

Camera **Yellow Flowers** **Members' Portfolio** **iCards**
Think different. Nature Members' Portfolio Create Your Own

Learn More **Members' Portfolio** **Create Your Own**

About iCards.
To create an iCard, start by choosing a card category above. Select a card, pick a font and personalize your message. **GO**

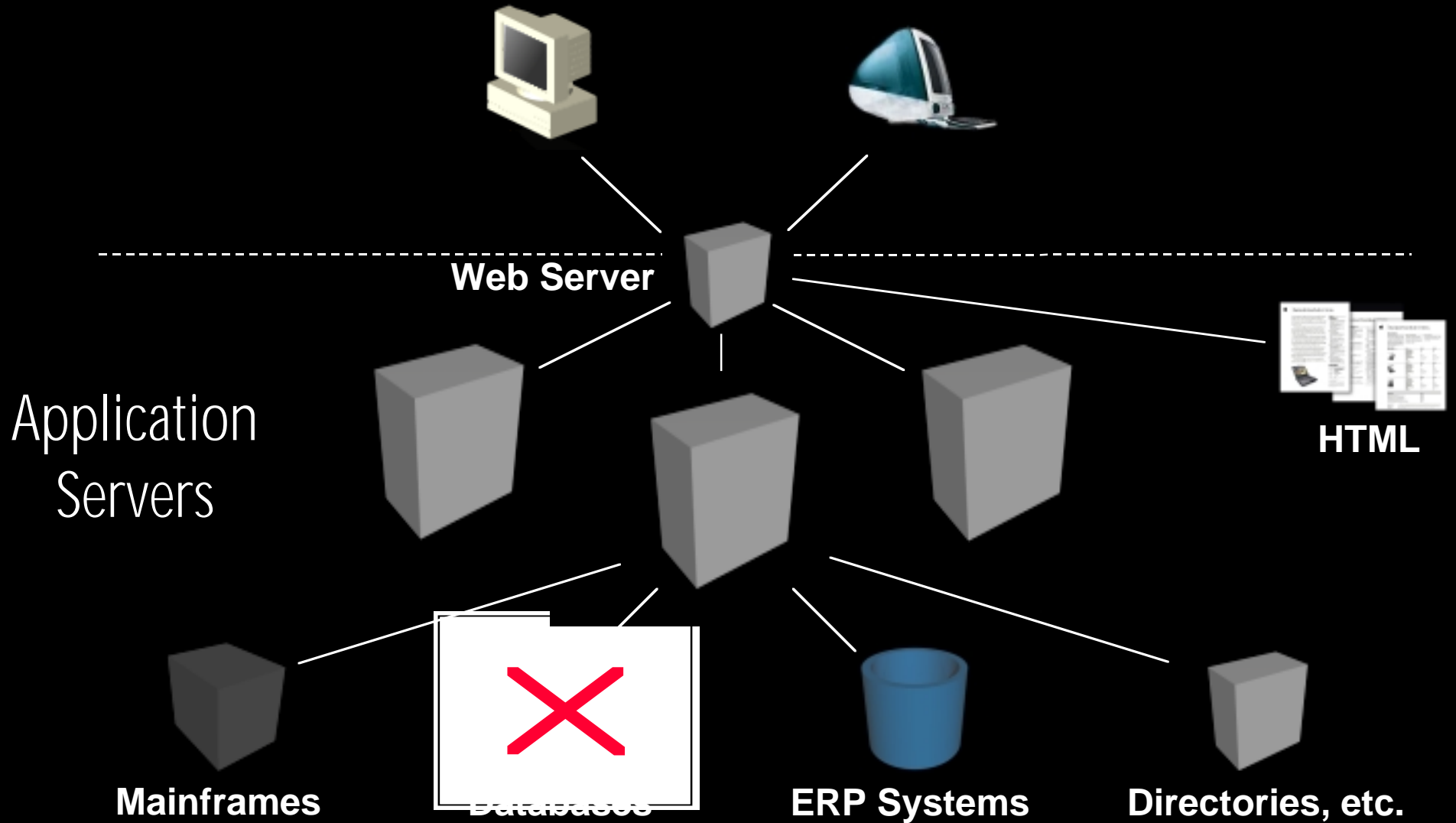
Showcase Your Talent.
In the Members' Portfolio category, submit your own artwork to become an iCard, or send an iCard created by other members of the iTools community. **GO**

Create an iCard.
If you're a member choose Create Your Own and you can use photos from your iDisk. **GO**

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POWERED BY WebObjects

#1 Web Application Server



WebObjects Features

- Industry-leading application server
- Scalable deployment on many platforms
- Rich, graphical development tools
 - Code-Free Development
 - In-Depth Customization
- Connectivity to any kind of data



WebObjects Benefits

- Productivity
 - Integrated development tools
 - Architected to promote object reuse
- Integration
 - Sophisticated persistent object services
 - Universal extensibility across multiple data sources
- Performance
 - Multithreaded, multiple instances
 - Transparent scalability across platforms



WebObjects Today

- Best technology
- Coolest solutions
- Awesome business



WebObjects 4.5



- Smarter
 - Performance reporting
 - Automatic reconnects
- Easier
 - Direct to Java Client
 - New WebObjects Builder
- Even more interoperable
 - XML structured data
 - LDAP directory service



Award Winning

- Best Application Development Tool
S.I.I.A. Codie, March, 2000



- Best Application Server
Java Developers Journal, June 1999



- Software Product of the Year
and Best Application Server
Network Computing, May 1999



Industry Standard

- Platforms
 - Mac OS X Server, Windows NT/2000, Solaris, HP-UX
- Languages
 - Java, Objective-C, WebScript
- Supported extensions
 - XML, C, C + + , Perl, Tcl, Python, etc.
- Data adaptors
 - Most SQL databases, LDAP, CORBA, DCOM



WebObjects Customers

- Dynamic publishing
 - BBC, Consumer's Digest, Warner Brothers
- E-commerce
 - Apple Store, Daimler/Chrysler, Disney, Hard Rock Café
- Client service
 - AAA, Bank Boston, Deutsche Bank, MCI



WebObjects Customers

- Asset management
 - CSX Logistics, SmartPath/Marathon, USWeb
- Intranet apps
 - Adobe, U.S. Postal Service, Nortel



Testimonials

"The flexibility of WebObjects goes beyond the dynamic HTML creation process. It extracts the contents from the database and dynamically creates the HTML pages."

Matthew Karas
Technical Director
British Broadcasting Corporation

"Two of our main criteria were that we wanted to use a CORBA/Java-compatible architecture, and it had to be scalable enough to handle over forty million members. WebObjects was the clear solution to our needs."

Pete Eberley
System Developer
American Automobile Association



WebObjects Partners

- Adobe GoLive
- Corda Graphing Software
- Macromedia Dreamweaver
- OpenBase
- ReportMill
- Running Start
- And hundreds more!



Awesome Results . . .

- First to market
- First in market share
- Excellent gross margin
- Double-digit growth



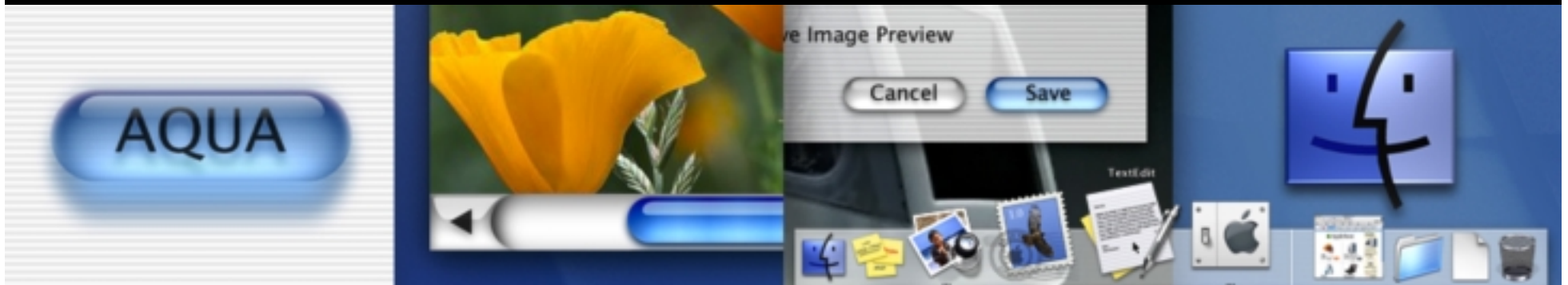
...From an Awesome Team

- Dedicated sales force
- Army of trained consultants
- Comprehensive training solutions
- Worldwide reseller network
- Talented, focused engineering group





Demo



Andreas Wendker
Rapid Development Manager, WebObjects

Turbocharging WebObjects



WebObjects Turbocharged

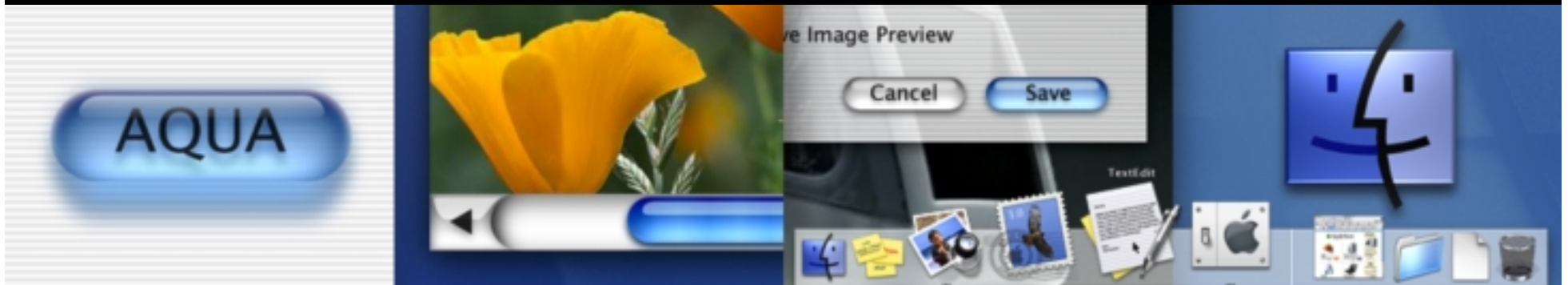
- More accessible technology
- Broader array of solutions
- Whole new business model





Session 400

Technology



Toni Trujillo-Vian
Director, WebObjects Engineering

WebObjects 5 for Java



Coming later this year!



WebObjects 5 for Java

- Translated entirely into 100% Pure Java
 - Quickly usable by any Java developer
 - Deploy practically anywhere (Java or Java2)
 - Now announcing support for Linux!
- JDBC for universal database connectivity
- Interoperability with Internet standards
 - Enterprise Java Beans, XML, etc.



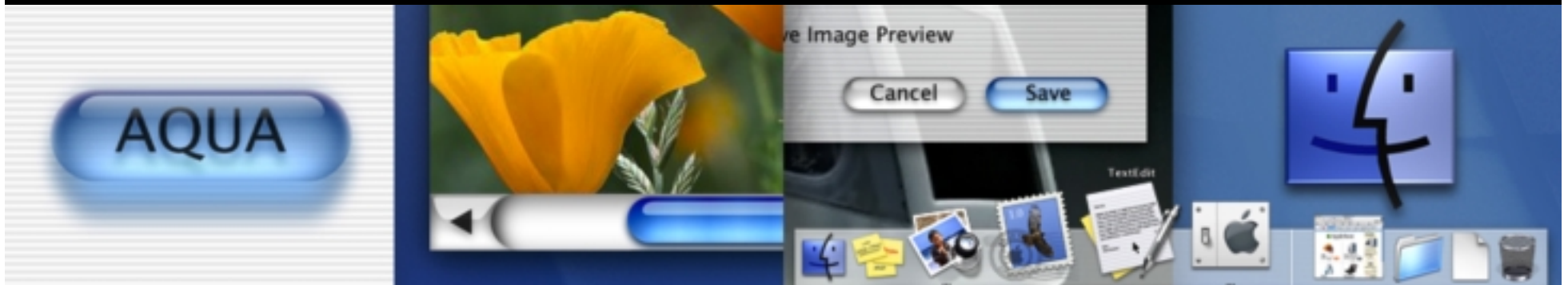
Optimized for Mac OS X

- Aqua user interface
- New Project Builder
- Exciting opportunities in the future...
 - AppleScript
 - NetInfo directory services





Demo

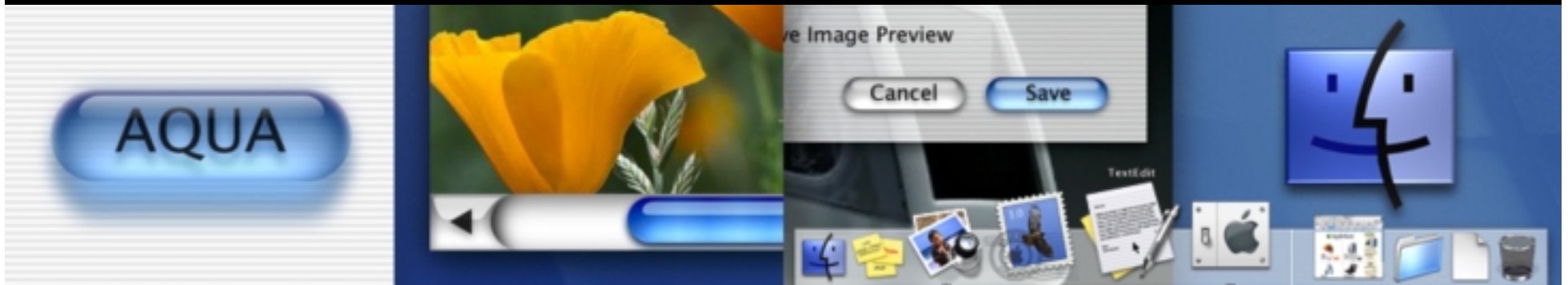


Francois Jouaux
Deployment Manager, WebObjects



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Solutions



Scott Anderson
Director, Apple iServices

Apple iServices

- Dedicated to delivering custom solutions
 - Consulting, integration, training & support services
- Focused on Apple technology and markets
- Experiencing tremendous increase in demand



Our Partners...

- Enterprise Alliance Program
- Solution Providers
- System Integrators
- Maybe you!



Opportunities!

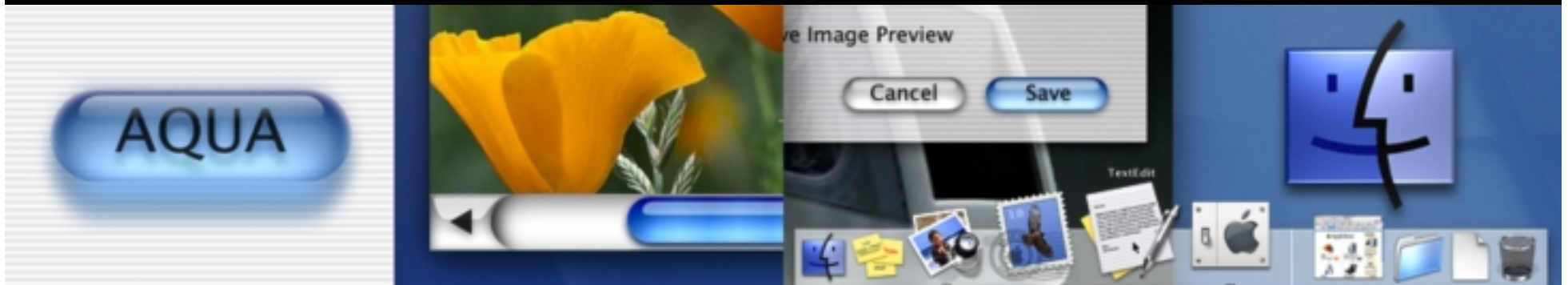
- Frameworks and components
- Vertical market applications
- A rapidly growing community
 - Developers
 - Solution providers





Session 400

Business



Ernest Prabhakar
Product Line Manager, WebObjects

A Whole New Business

- Packaging
- Pricing
- Purchasing
- Promotion
- Platform
- People



The Two Shall Become One...

Developer



Deployment



... And Shall Have a Great Price!

- Breakthrough pricing
 - \$699 Retail
 - 50 tm Development + Unlimited Deployment
 - Includes full connectivity and scalability!
- WebObjects 4.5 and WebObjects 4.0.1
- Effective immediately!



Purchasing

- Available to all Apple resellers
 - Buy it anywhere from anyone
 - Worldwide on the Apple Store
- Easy to bundle with Applications
 - Right-to-copy licenses
 - Standard reseller discounts apply



Products

| | Deployment | | Language |
|----------------------------------|--|------------------------------|----------------------------------|
| | Development | | |
| WebObjects 4.0.1 | Mac OS X Server Windows NT | Solaris HP-U X10.20 | Objective-C Java WebScript |
| WebObjects 4.5 | Mac OS X Server 1.2 Windows NT/2000 | Solaris HP-UX 11 | Objective-C Java WebScript |
| WebObjects 5 for Java | Mac OS X Mac OS X Server 1.2 Windows NT/2000 | Solaris HP-UX 11 Linux | Java |



Platform Support on Mac OS X

- Databases
 - e.g., Oracle 8i
- Directory services
 - e.g., LDAP
- Middleware
 - e.g., PeopleSoft



Roadmap

401 WebObjects: Technical Overview:
Understanding WebObjects Architecture

Room J2
Mon., 4:30 p.m.

WO: Rapid Development

405 Direct To Web

406 Direct to Java Client

Room J2
Wed., 9:00 a.m.

Wed., 10:30 a.m.

407 WebObjects: EJB

Integration with Enterprise Java Beans

Room J2
Wed., 2:00 p.m.

408 Converting Objective-C to Java:

Moving to WebObjects 5 for Java

Room J2
Wed., 3:30 p.m.



For More Information

<http://www.apple.com/webobjects>

Visit the WebObjects lab downstairs!
Everyday from 11:00 a.m.–2:00 p.m.

Try out your WebObjects 4.5 Evaluation CD!

WebObjects Community BOF
Wed., 6:30 p.m.–8:00 p.m.



Who to Contact

Toni Trujillo Vian

Director, WebObjects Engineering
wofeedback@group.apple.com

Ernest Prabhakar

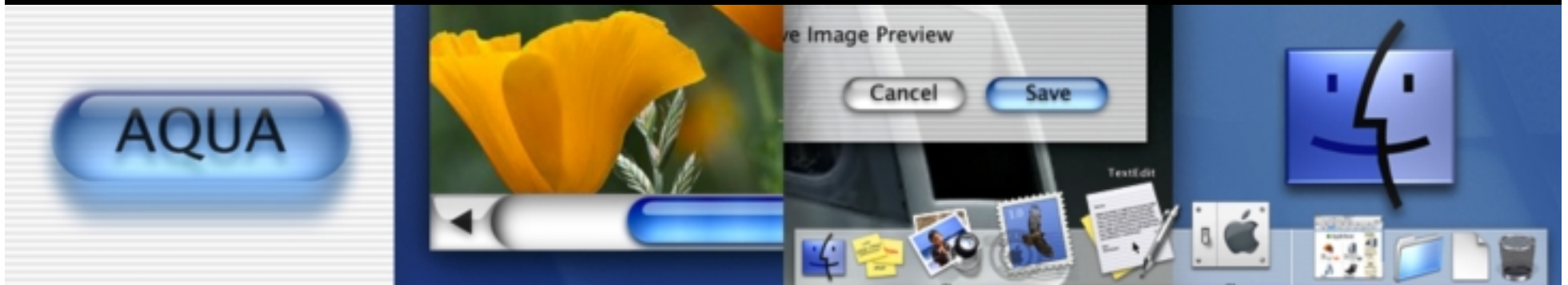
Product Line Manager, WebObjects
wofeedback@group.apple.com





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Q&A





WWDC

Worldwide Developers Conference 2000



Think different.