



## **Not Just Another Pretty Face: Building the Business Case for Ajax**

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March 20<sup>th</sup>, 2007

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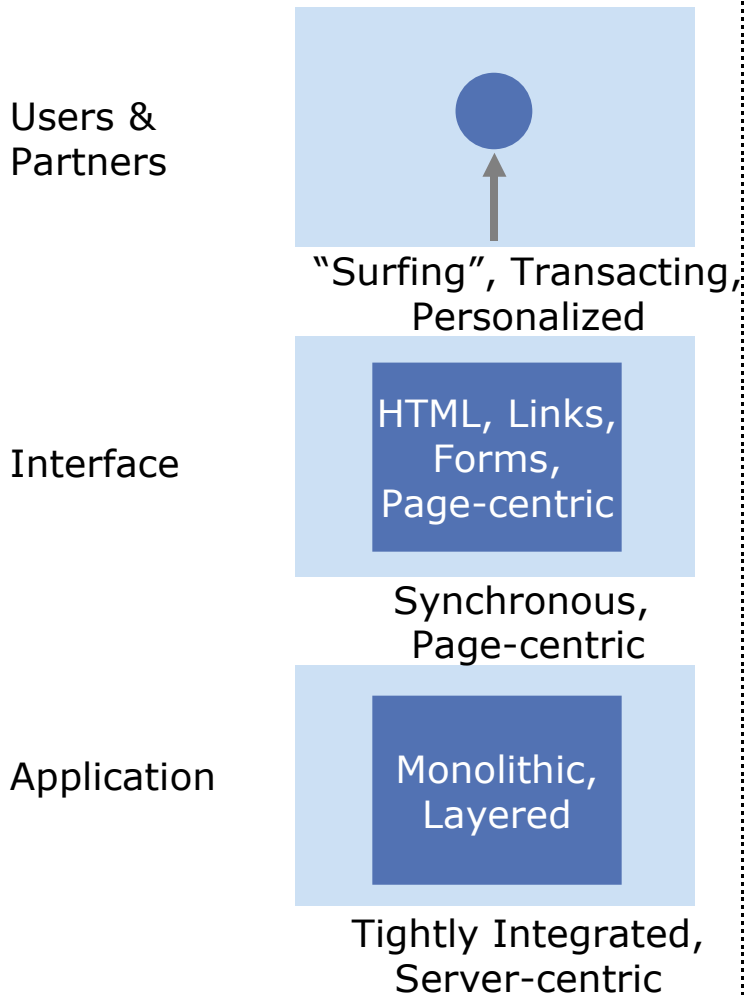
## Agenda

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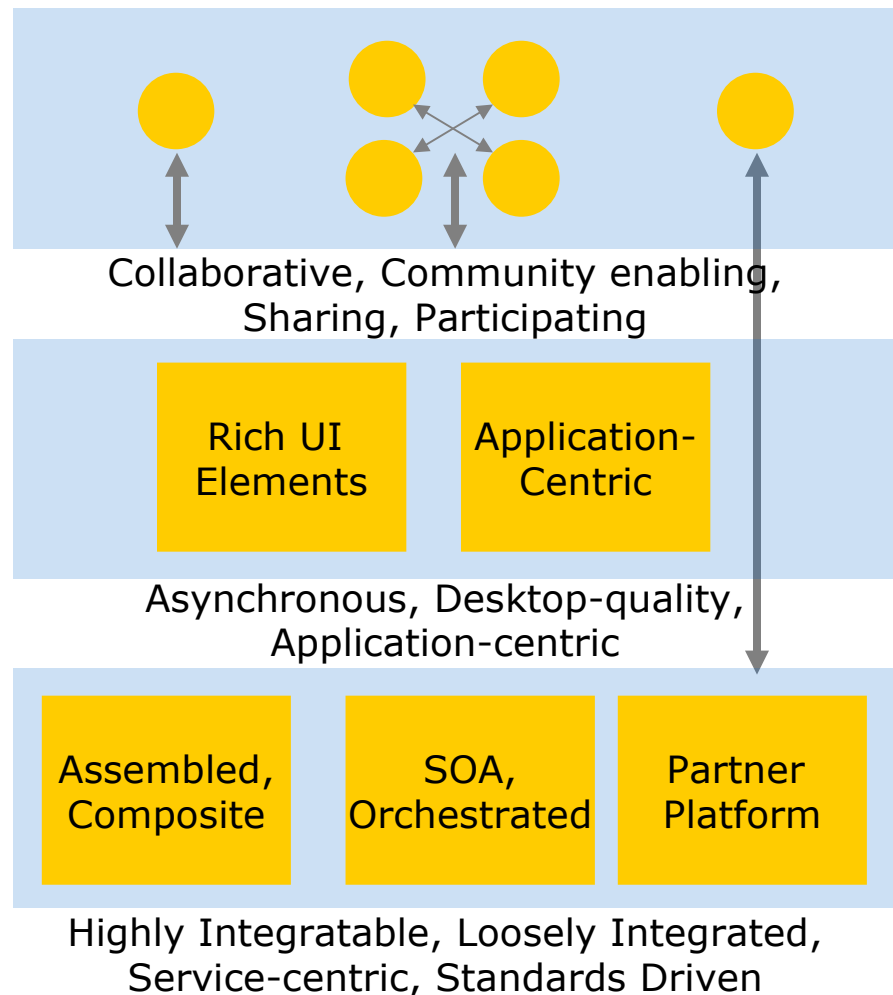
- ◆ **Context: Ajax and next generation Internet applications**
- ◆ **Building a business case**
- ◆ **Benefits of Ajax applications**

# Context: Next Generation Internet

## First Generation Constrained by Limitations



## Next Generation Internet Embraces the Capabilities



## Building a Business Case

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- ◆ **Expected costs versus expected benefits**
  - Like any other business case!
  - New costs, new benefits, but same equation
- ◆ **Leverage what you know**
  - Your users
  - Your business
- ◆ **Leverage what others know**
  - Network
  - Consultants

**AJAX is NOT itself a business case**

## Building a Business Case

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- ◆ **Make many small bets**
  - Prototype, iterate, improve
  - Not “rip and replace” but “extend and enhance”
- ◆ **Make informed decisions**
  - Measure, analyze, repeat
  - Don't be afraid to “fail fast”

## Building a Business Case: Factors

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- ◆ **Greenfield vs. brownfield**
  - What is the existing web infrastructure?
  - Incremental improvement vs. wholesale redesign
  
- ◆ **Ajax vs. Flash**
  - Multimedia
  - Integration with “Web 1.0”

## Building a Business Case: Factors


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- ◆ **Open source vs. proprietary toolkit**
  - Flexibility, avoidance of vendor lock-in
  - Skill set in house or retained
- ◆ **Holistic application vs. component style**
  - Component style less disruptive, but also less innovative
  - Holistic application is significant commitment, but can be truly differentiating

# Benefits of Ajax Applications

- ◆ User benefit: ease of contribution
- ◆ Business benefit: more frequent contributions from more users

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## Benefits of Ajax Applications

- ◆ User benefit: immediate feedback
- ◆ Business benefit: fewer abandoned transactions, higher completion rates

### FIND A MORTGAGE

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Complete two easy steps to get matched with up to 4 lenders who can help you find a home loan that fits your needs. [Privacy Info](#)

1 - Select Loan Type

### FIND A MORTGAGE

Powered by **ROOTMARKETS**

Complete two easy steps to get matched with up to 4 lenders who can help you find a home loan that fits your needs. [Privacy Info](#)

1 - Select Loan Type

2 - Provide additional details to find the best loan...

New Home Property Value (required)  
\$  ✓ Invalid (\$10,000 +)

Loan Amount (required)  
\$  ✗ More than property value?

Current Property Type (if any)  
 ✓

Credit Rating (required)  
 ✓

First Name (required)  
 ✓

Last Name (required)

# Benefits of Ajax Applications

- ◆ **User benefit: more interactive, differentiated experience**
- ◆ **Business benefit: longer sessions, increased user loyalty**

**Boston, MA to New York, NY** Mon 19 Mar 2007 – Thu 22 Mar 2007 / round-trip for 1

☰ My Favorite Flights (0) [What's this?](#)

Price*	Airports	Airline	Depart	Arrive	Stops (Duration)
<p>"When angry count to four. When very angry, swear." – Mark Twain            "When selecting from 713 flights, use <a href="#">Kayak filters</a>." – Paul English</p>					
<b>\$121</b> select	BOS > LGA LGA > BOS	American Airlines	8:35a 1:45p	9:55a 2:50p	0 (1h 20m) 0 (1h 05m)
			<a href="#">AA.com: \$121</a>	<a href="#">cheaptickets: \$124</a>	<a href="#">orbitz: \$125</a> <a href="#">details</a> <a href="#">✉</a> <a href="#">✈</a> <a href="#">🗑</a>
<b>\$121</b> select	BOS > LGA LGA > BOS	American Airlines	8:35a 5:00p	9:55a 6:10p	0 (1h 20m) 0 (1h 10m)
			<a href="#">AA.com: \$121</a>	<a href="#">cheaptickets: \$124</a>	<a href="#">details</a> <a href="#">✉</a> <a href="#">✈</a> <a href="#">🗑</a>
<b>\$121</b> select	BOS > LGA LGA > BOS	American Airlines	8:35a 6:00p	9:55a 7:15p	0 (1h 20m) 0 (1h 15m)
			<a href="#">AA.com: \$121</a>	<a href="#">cheaptickets: \$124</a>	<a href="#">details</a> <a href="#">✉</a> <a href="#">✈</a> <a href="#">🗑</a>

Refine 713 results 511 shown  
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∨ Stops any ?

∨ Airlines ?

[select all](#) | [clear](#) nonstop 1+

<input checked="" type="checkbox"/> Air Canada <a href="#">only</a>	<a href="#">\$568</a>
<input checked="" type="checkbox"/> AirTran <a href="#">only</a>	<a href="#">\$153</a> <a href="#">\$366</a>
<input checked="" type="checkbox"/> American Airlines <a href="#">only</a>	<a href="#">\$121</a>
<input checked="" type="checkbox"/> Continental <a href="#">only</a>	<a href="#">\$171</a> <a href="#">\$156</a>
<input checked="" type="checkbox"/> Delta <a href="#">only</a>	<a href="#">\$124</a> <a href="#">\$160</a>
<input checked="" type="checkbox"/> JetBlue Airways <a href="#">only</a>	<a href="#">\$131</a>
<input checked="" type="checkbox"/> Midwest <a href="#">only</a>	<a href="#">\$535</a>
<input checked="" type="checkbox"/> Multiple Airlines <a href="#">only</a>	
<input checked="" type="checkbox"/> Northwest <a href="#">only</a>	<a href="#">\$434</a>
<input checked="" type="checkbox"/> Spirit Airlines <a href="#">only</a>	<a href="#">\$511</a>
<input checked="" type="checkbox"/> United <a href="#">only</a>	<a href="#">\$180</a>
<input checked="" type="checkbox"/> US Airways <a href="#">only</a>	<a href="#">\$125</a> <a href="#">\$188</a>

∨ Flight Times ?

Leave  depart  arrive  
 depart **Mon 5:00a** **10:30p**

Return  depart  arrive  
 depart **Thu 6:00a** **11:00p**

## Benefits of Ajax Applications

- ◆ **User benefit: responsive local actions**
- ◆ **Business benefit: lower server-side computing, bandwidth costs**

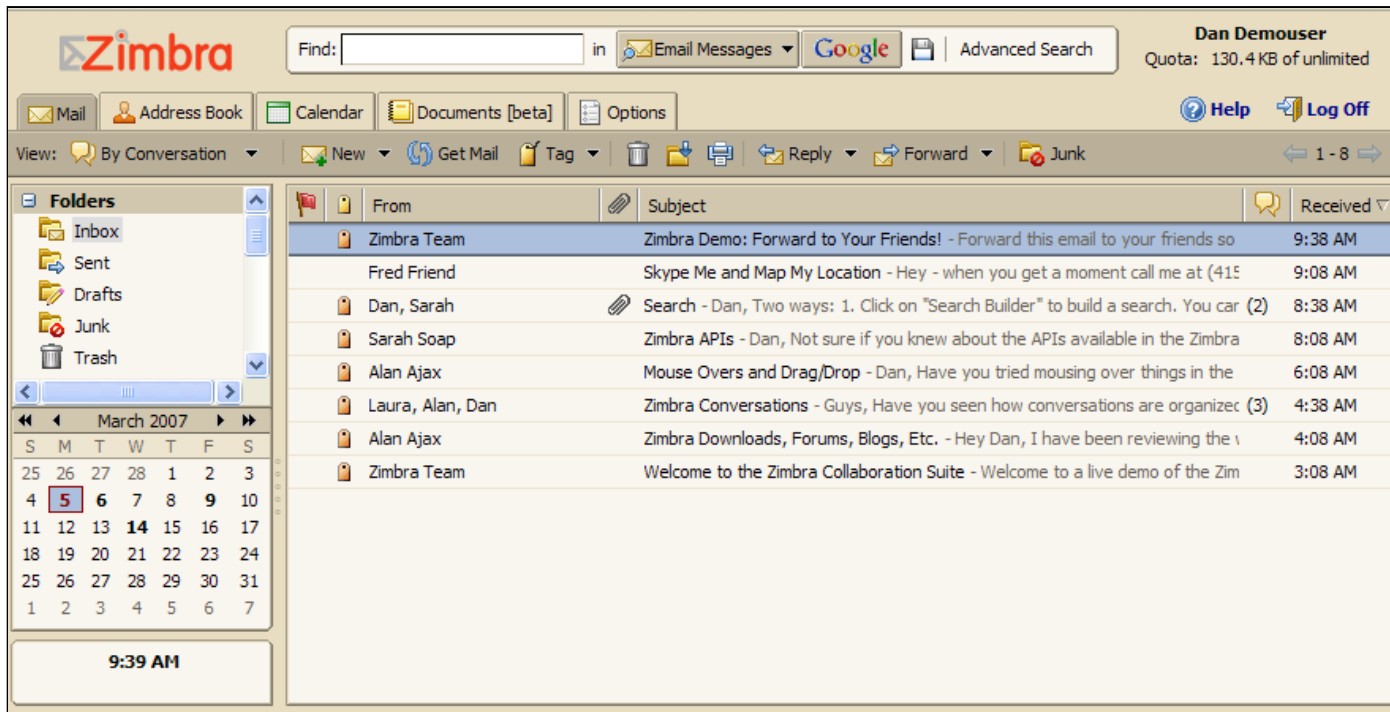
Listing movies 1 - 10 of 892

#	Title ▲	Genre	Rating	Votes	Year
1	12 Angry Men	Drama	9.0	29971	1957
2	12 Angry Men	Crime	9.0	29971	1957
3	2001: A Space Odyssey	Adventure	8.0	65736	1968
4	2001: A Space Odyssey	Sci-Fi	8.0	65736	1968
5	3:10 to Yuma	Western	8.0	522	1957
6	42nd Street	Musical	7.0	1238	1933
7	A Beautiful Mind	Mystery	8.0	43127	2001
8	A Christmas Story	Family	8.0	20612	1983
9	A Clockwork Orange	Thriller	8.0	65951	1971
10	A Clockwork Orange	Sci-Fi	8.0	65951	1971

- ◆ **Caution: don't assume – profile, test**

# Benefits of Ajax Applications

- ◆ User benefit: automatic updates
- ◆ Business benefit: lower cost of deployments, upgrades



The screenshot displays the Zimbra webmail interface. At the top, there is a search bar with the text "Find: [ ] in [Email Messages] [Google] [Advanced Search]". The user's name "Dan Demouser" and quota "Quota: 130.4 KB of unlimited" are shown in the top right. Below the search bar, there are navigation tabs for "Mail", "Address Book", "Calendar", "Documents [beta]", and "Options". A "Help" button and "Log Off" link are also present. The main interface is divided into three sections: a left sidebar for "Folders" (Inbox, Sent, Drafts, Junk, Trash), a central email list, and a bottom calendar. The email list shows a table of messages with columns for "From", "Subject", and "Received". The calendar shows the month of March 2007, with the 5th highlighted. The time "9:39 AM" is displayed at the bottom left.

From	Subject	Received
Zimbra Team	Zimbra Demo: Forward to Your Friends! - Forward this email to your friends so	9:38 AM
Fred Friend	Skype Me and Map My Location - Hey - when you get a moment call me at (415	9:08 AM
Dan, Sarah	Search - Dan, Two ways: 1. Click on "Search Builder" to build a search. You can	8:38 AM
Sarah Soap	Zimbra APIs - Dan, Not sure if you knew about the APIs available in the Zimbra	8:08 AM
Alan Ajax	Mouse Overs and Drag/Drop - Dan, Have you tried mousing over things in the	6:08 AM
Laura, Alan, Dan	Zimbra Conversations - Guys, Have you seen how conversations are organized	4:38 AM
Alan Ajax	Zimbra Downloads, Forums, Blogs, Etc. - Hey Dan, I have been reviewing the	4:08 AM
Zimbra Team	Welcome to the Zimbra Collaboration Suite - Welcome to a live demo of the Zim	3:08 AM

- ◆ No more desktop installers or shipped CDs
- ◆ No more tracking of different desktop configs

## What evidence?

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- ◆ **Soft evidence**

- User feedback
- Competitive research
- Projected budgets, development costs, maintenance costs

- ◆ **Hard evidence**

- A/B testing – beta or in production
- Changes in conversion rate, uptake rate, interaction rate
- Actual development costs, maintenance costs

## Summary

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- ◆ **Next Generation Internet Applications**
  - Collaborative, interactive, participatory
  - Rich Interfaces (Flash and Ajax)
  - Composite, Network Aware, Assembled
- ◆ **Building a business case**
  - Expected costs versus expected benefits
  - Leverage what you know, and what others know
  - Make many small bets
  - Make informed decisions
- ◆ **Benefits of Ajax applications**
  - Ease of contribution
  - Immediate feedback
  - More interactive, differentiated experience
  - Responsive local actions
  - Automatic updates

## Q & A

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# Thanks!

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