

# AJAX

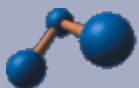
## Before (Web 1.0) and After (Web 2.0)

**Andre Charland**

President, eBusiness Applications

[acharland@eBusinessApps.com](mailto:acharland@eBusinessApps.com)

604 985 9287

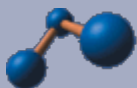
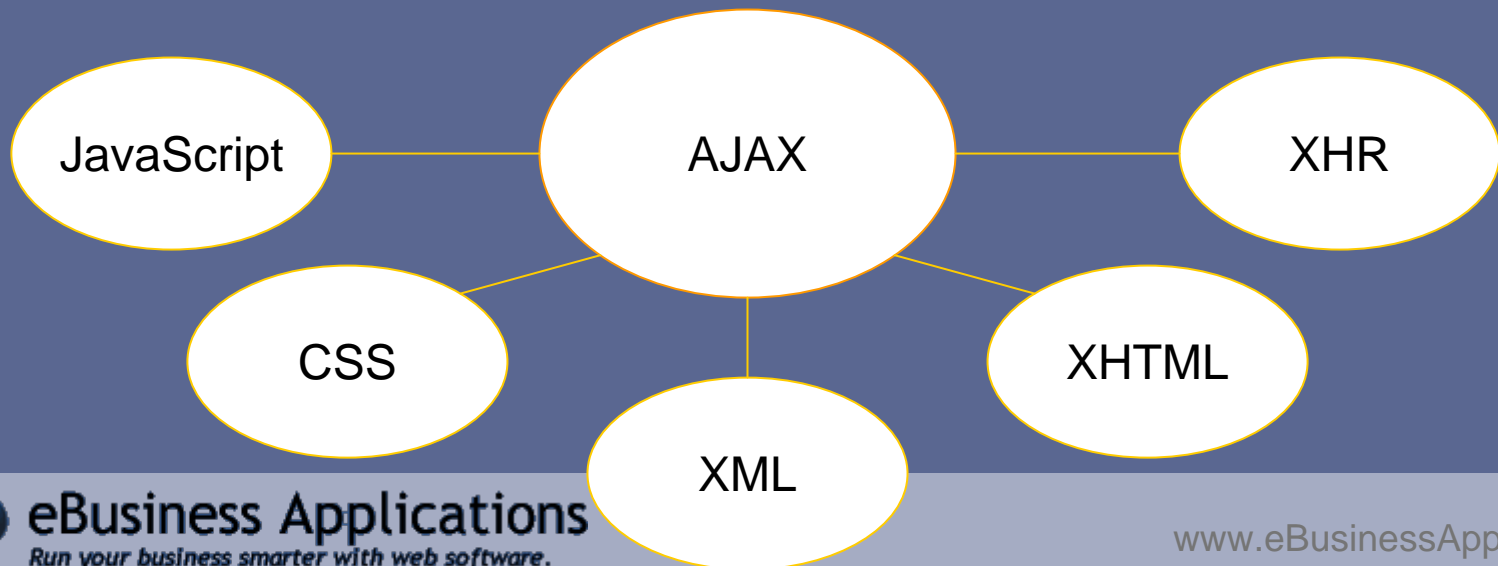


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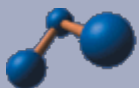
# What is AJAX?

A web development technique that allows developers to build rich user experiences similar to desktop applications in a web browser.



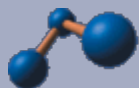
# Problems AJAX Solves

- Slow Web Apps
- Poor User Experience
- Wasted Resources
- Un-Familiar User Interfaces



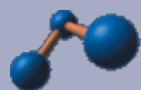
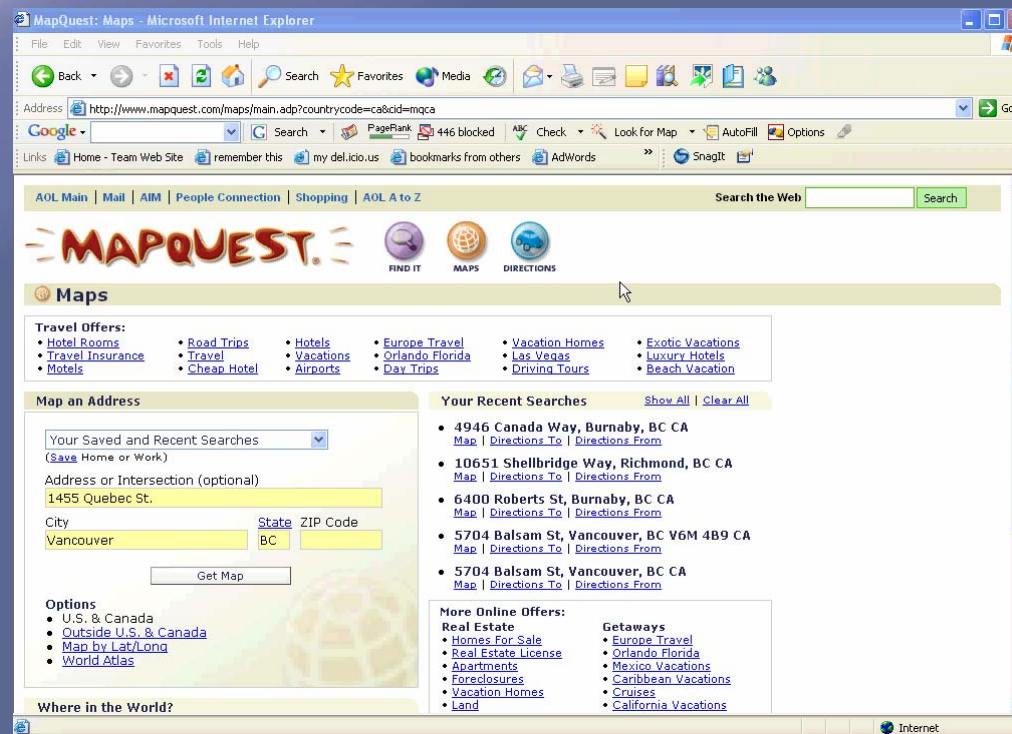
# Why AJAX Now?

- Browsers (Mozilla + FireFox)
- Google
- Web 2.0
- Open Standards



# Before AJAX: Maps

<http://www.mapquest.com>



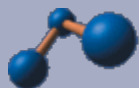
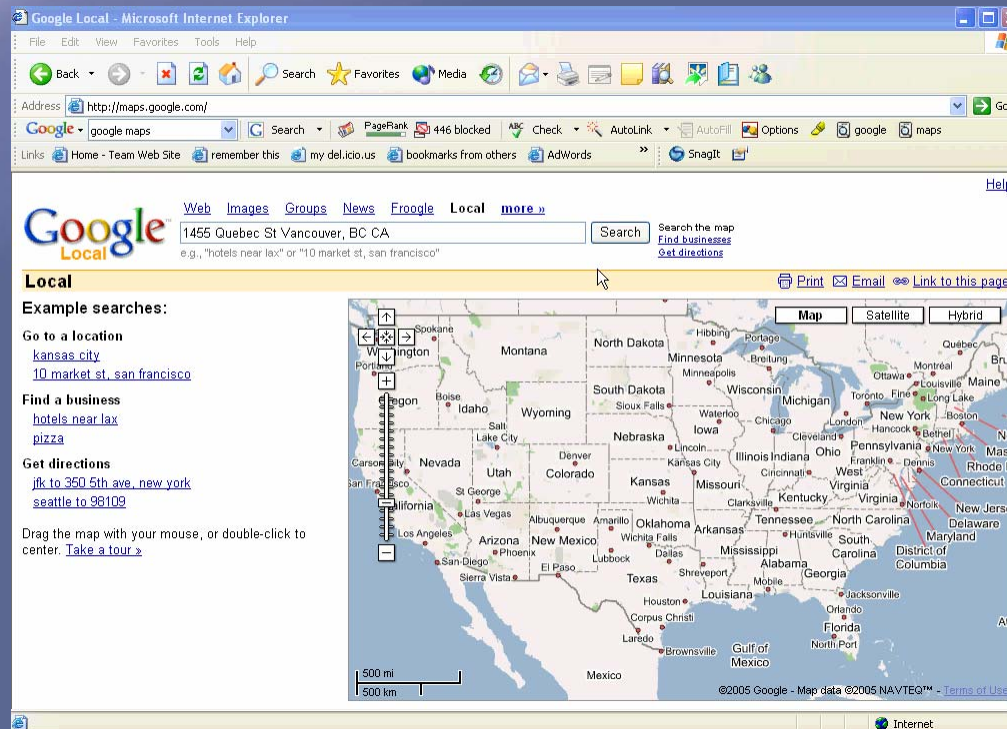
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# After AJAX: Maps

<http://maps.google.com>



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# Before AJAX: CRM

<http://www.ajaxinfo.com/ucst/index.html>

United Chemicals Ltd Sales Entry - Traditional - Microsoft Internet Explorer

New Customer Search for Customer: andre Search Add New Sale

**Customers** 0 of 48 ("andre")

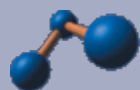
		Customer Name	Email
Del Edit		Alaine Goodman	algood@vancouver.
Del Edit		Alishia Andrews	alishiaandrews@new
Del Edit		Andre Bolton	aboltan@javanut.or
Del Edit		Andre Drake	andrade@toronto.co
Del Edit		Andre Gentry	agentry@toronto.co
Del Edit		Andre Haley	a.haley@realnews.c
Del Edit		Andre Jones	andrejones@ottawa
Del Edit		Andre Mercer	amercer@picasa.co
Del Edit		Andre Weeks	andrweeks@yukatar
Del Edit		Andre Wyatt	andwyatt@salsaden
Del Edit		Andrea Berry	aberry@universalwe
Del Edit		Andrea Cannon	andcannon@election
Del Edit		Andrea Lee	andrea_lee@freinte
Del Edit		Andrea Osborn	androsborn@cnn.co
Del Edit		Andrea Petty	apetty@ottawa.ca
Del Edit		Andrea Phillips	a.phillips@sharesyn
Del Edit		Andrea Ward	andreward@email.co
Del Edit		Andreas Bray	anbray@realnews.c
Del Edit		Andreas Cherry	andrecherry@email.
Del Edit		Andree Banks	anbanks@topreprod

**Sales**

Andre Jones  
Soft Components Inc. - andrejones@ottawa.ca

	Date	Product	Quantity	Price
✓ Del	Friday, October 21, 8	Armor All Car Wash Concentrate	97	\$8.64
Del	Monday, March 07, 8nb	Evercoat Everfix Resin/Hardener	04/05/2002	1
Del	Thursday, February 2	STP Soft of a Gun! Tire Glaze	1	\$16.69
Del	Saturday, November 2	Champion Sprayon Degreasing Solvent	1	\$14.17
Del	Saturday, October 02	Rain Dance Premium Liquid Car Wax	2	\$5.75
Del	Monday, July 19, 8nbs	STP Son of A Gun! 1 Step	1	\$11.18
Del	Friday, July 09, 8nbs	Turtle Wax Chrome Polish	1	\$17.56
Del	Thursday, May 27, 8nb	Motor Medic #1 Oil Treatment	09/01/2001	1
Del	Tuesday, May 25, 8nbs	Snap Belt Dressing	1	\$12.95
Del	Sunday, May 23,	Lexol Leather Cleaner	1	\$4.29

Internet

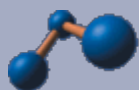
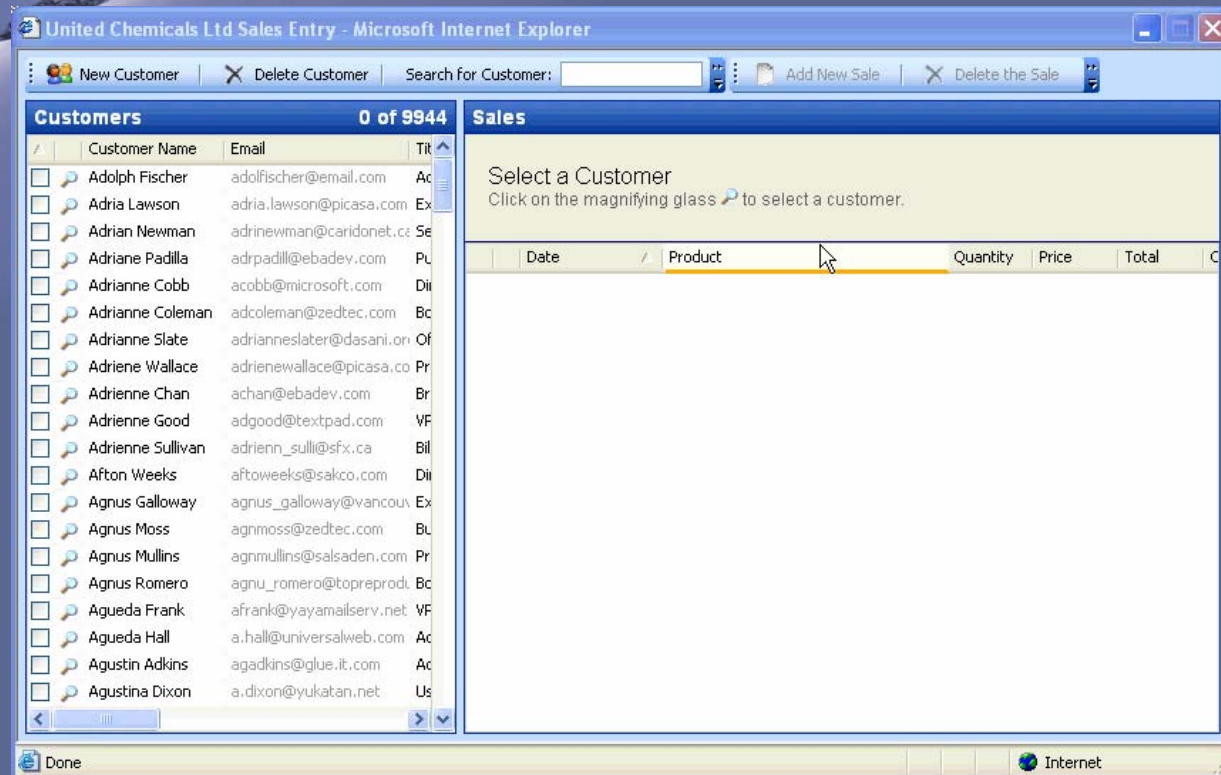


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# After AJAX: CRM

<http://www.ajaxinfo.com/ucst/index.html>



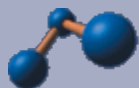
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# AJAX Saves Money

$$\begin{array}{c} \textit{Labor Rate} \\ \times \\ \textit{\underline{Time Saved}} \\ \hline \textit{Money Saved} \end{array}$$



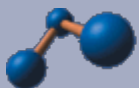
# Bottom Line

**Low Cost of Web Apps (Web 1.0)**

**+**

**Usability of Desktop Applications**

**Web 2.0 AJAX Applications**



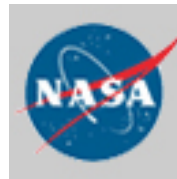
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# Is AJAX ready for Prime Time?



HunterDouglas



SIEMENS



CERIDIAN

TimeWarner



tyco



Nestlé



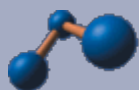
SITA



✳️ BANK OF SCOTLAND



## Are you ready?



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