

The background of the image is a collage of various items: a magnifying glass with an Apple logo on its handle, a green pen holder with several pens, a globe, and some papers. The text is overlaid on this background. The word "Worldwide" is in a gold, serif font. The word "Developers" is in a white, serif font and is enclosed in a white rectangular border. The word "Conference" is in a gold, serif font.

Worldwide

Developers

Conference



WebObjects: New Business Opportunities

Wiley Hodges

Apple Computer, Inc.

Agenda

- **What's inside WebObjects?**
- **What are some of the business models for working on the web?**
- **How are developers working with WebObjects today?**
- **Where are there future opportunities to build products on WebObjects?**

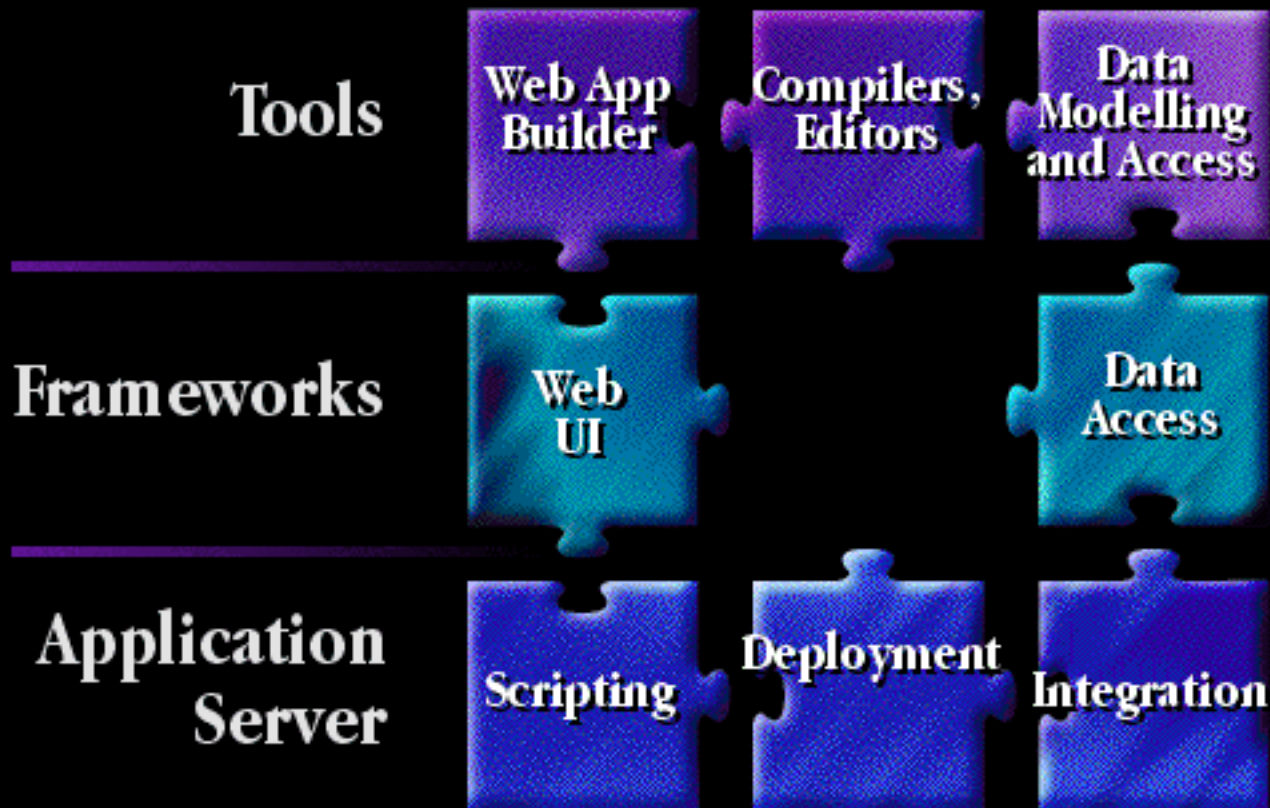


What Is WebObjects?

- **Tools for developing Enterprise-oriented Web applications**
- **Frameworks of pre-built components and objects**
- **A deployment platform and runtime**



The WebObjects Platform



How Can You Build On WebObjects?

- **Extend existing applications**
- **Create components and objects**
- **Construct stand-alone web applications**
- **Replace pieces of WebObjects**
- **Integrate new “plumbing”**
- **Build new tools for WebObjects**



Extend Existing Applications to the Web

- Applications can provide web-aware services
- Desktop applications can provide web interfaces
- Provide objects/APIs for web developers to integrate with your apps



Extend Yellow Box Applications to the Web

- **Based on the same platform as OpenStep**
- **Shares development methodology and languages**
- **Enables reuse of existing application code**



Create Web “Add-Ons”

- Use core logic from existing applications
- Address new market or user audience
- Extend capabilities of current customers to take advantage of the Web and the Internet





Case Study

Rick Collison

Dover Pacific

Stand-alone Applications

- **Vertical-market solutions**
- **Educational solutions and courseware**
- **“Package” applications for businesses**
- **Application templates**



Objectware: Components and Objects for Developers

- **Add-in transaction capability**
 - E-commerce, TP monitors



Integration and Communications

- **Extend communications capabilities**
- **Create interfaces to data types and applications**
 - EOF adaptors



Extend or Replace WebObjects Functionality

- APIs provide open platform
- Frameworks can be added or replaced at runtime



WebObjects Tools

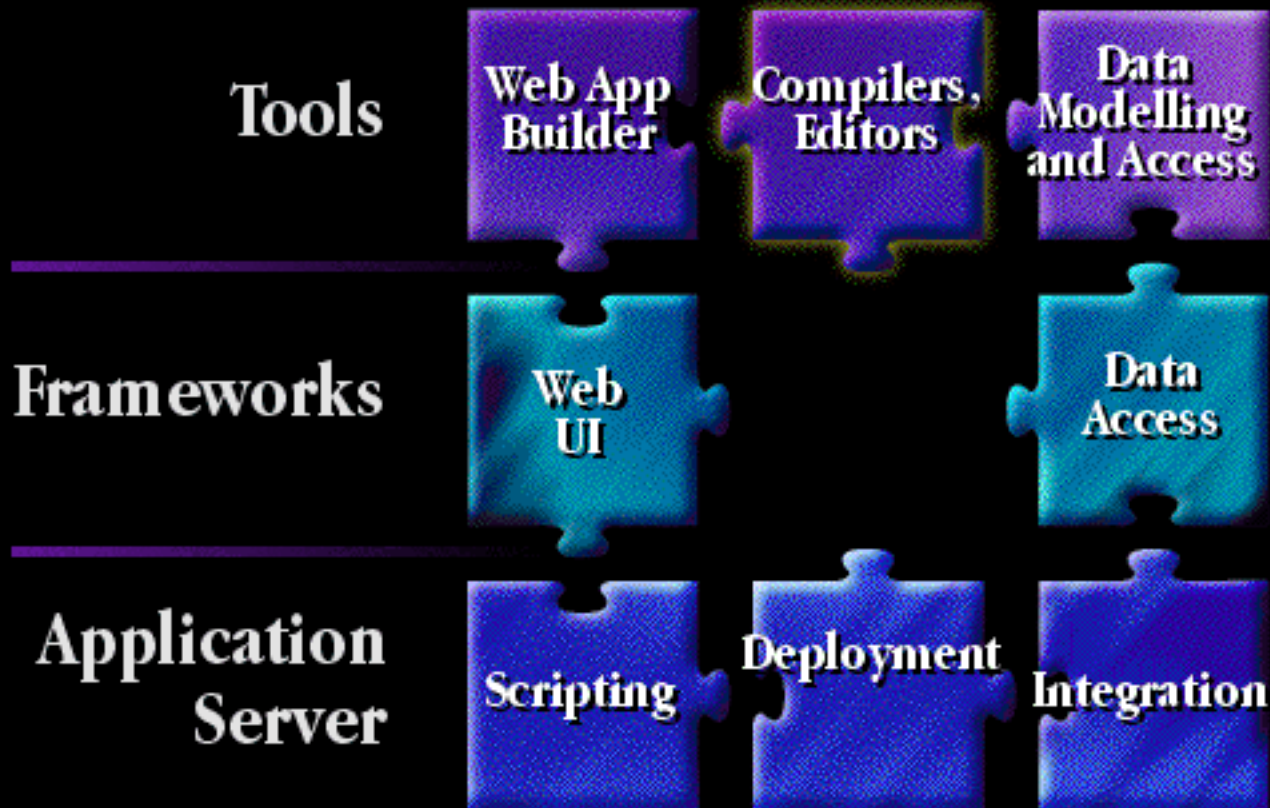
- **Replace or extend existing tools**
- **Create tools focused on specific products or vertical markets**
- **Enable Web development by non-developers**



The WebObjects Platform



The WebObjects Platform



The WebObjects Platform



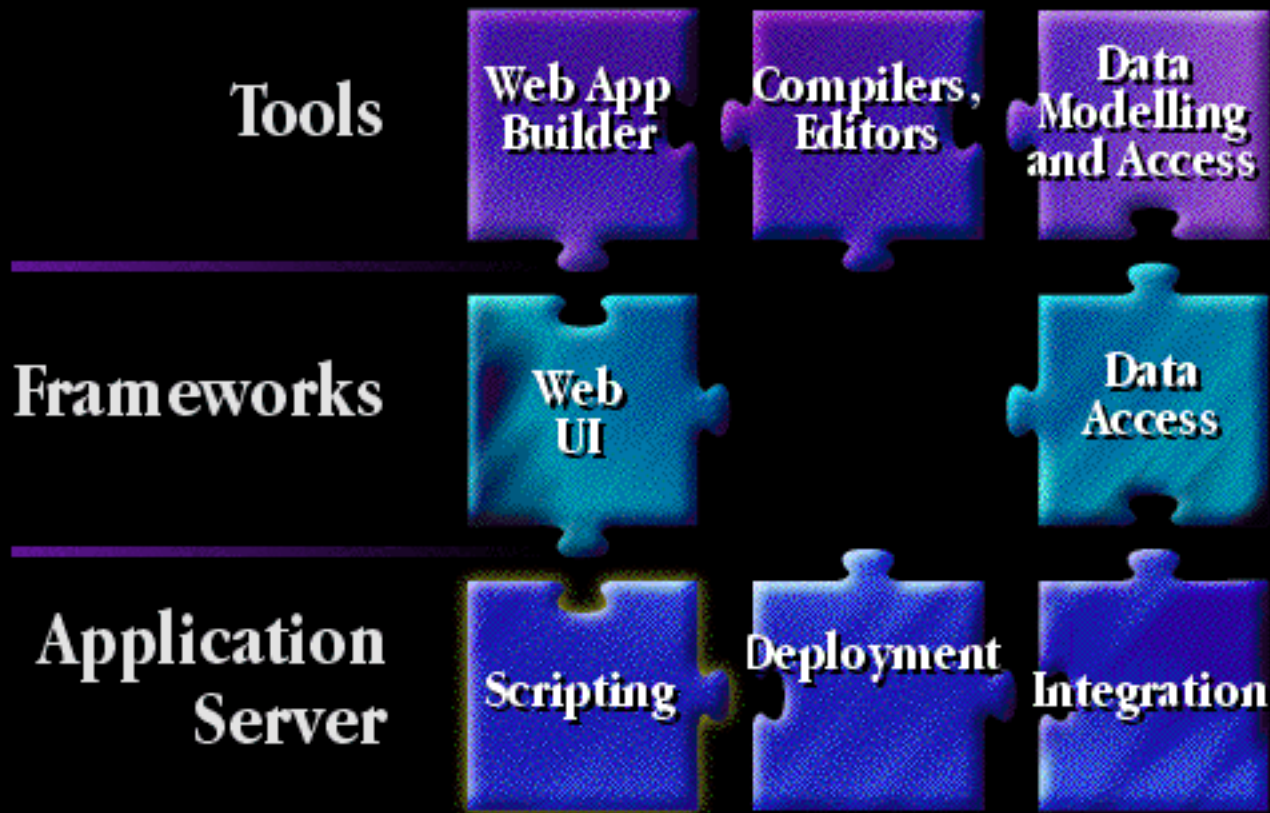
The WebObjects Platform



The WebObjects Platform



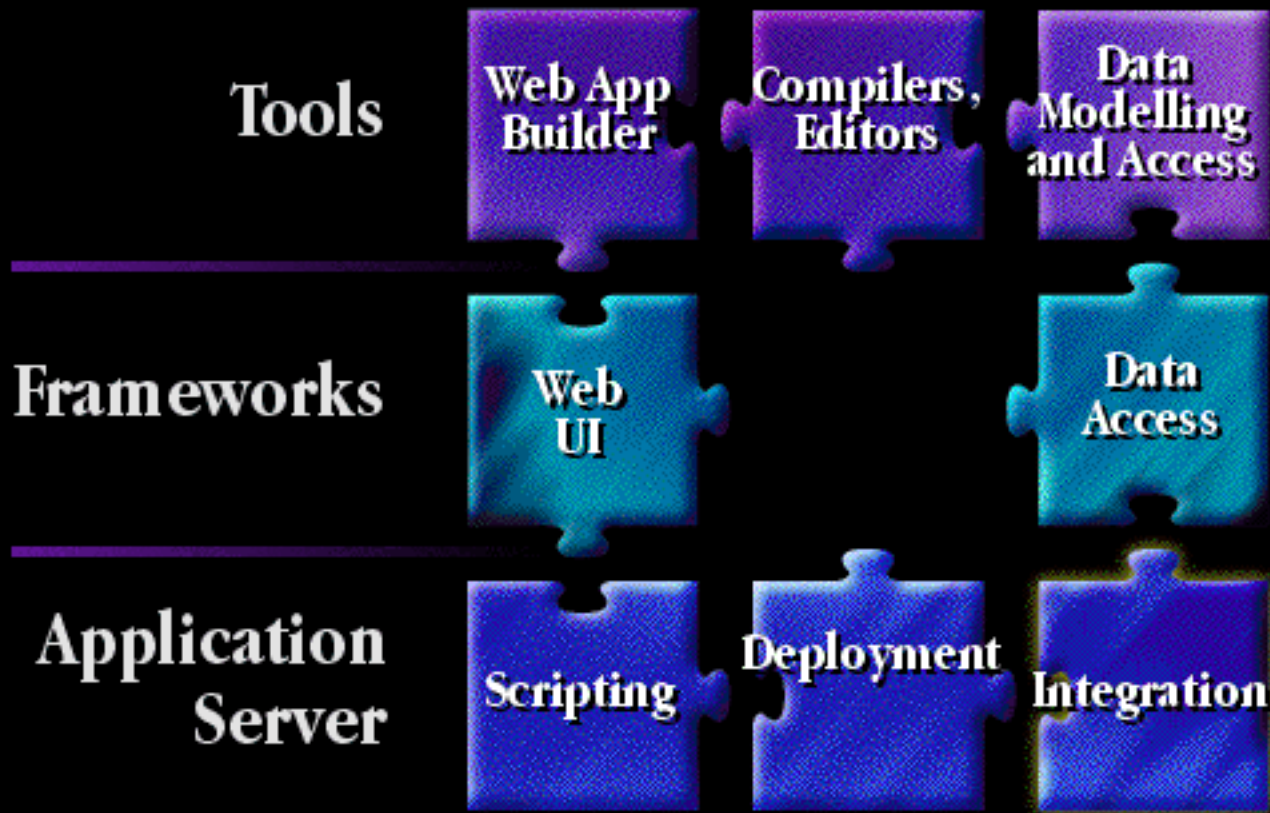
The WebObjects Platform



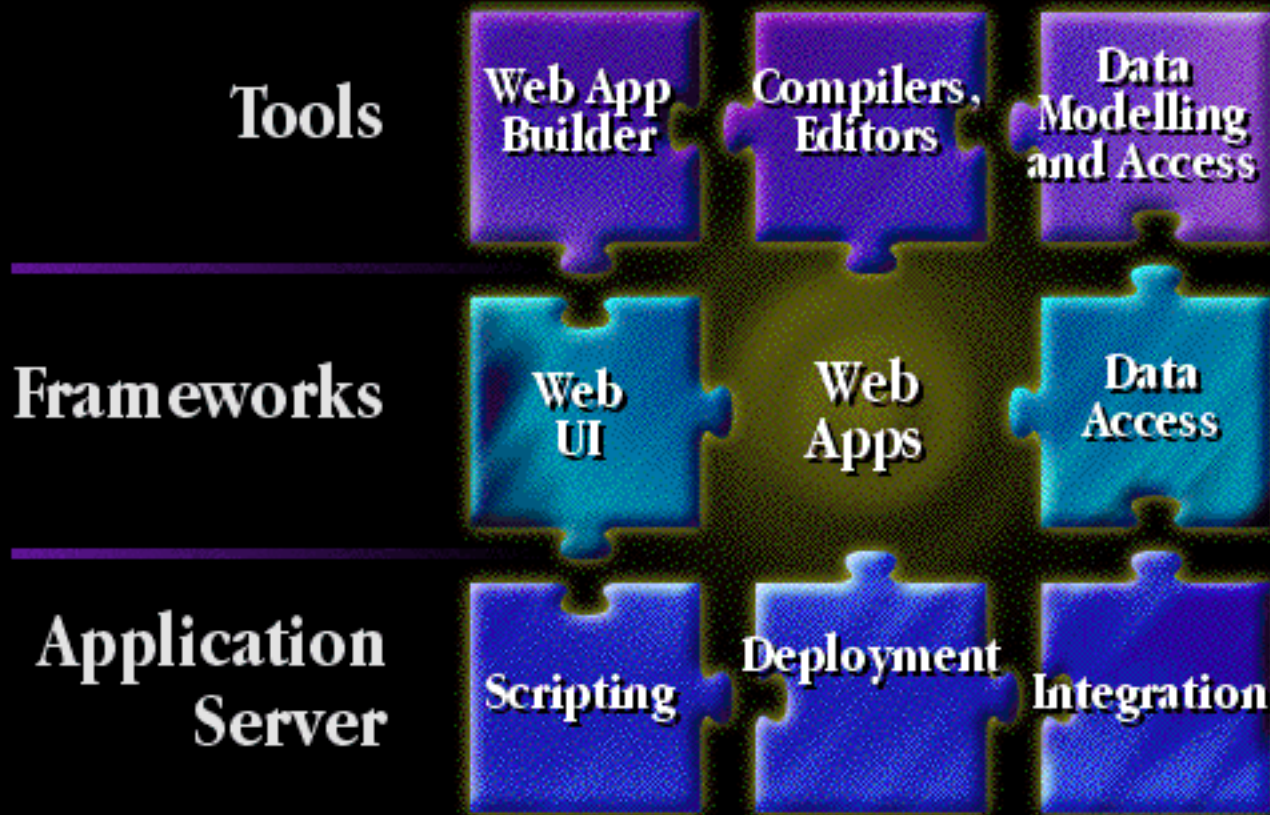
The WebObjects Platform



The WebObjects Platform



The WebObjects Platform





Q&A

The background features a dark, textured surface with a glowing blue and purple sphere in the center. A white Apple logo is positioned at the top of the sphere. The text "Worldwide Developers Conference" is overlaid on the image. The word "Worldwide" is in a gold, serif font. The word "Developers" is in a white, serif font and is enclosed in a white rectangular border. The word "Conference" is in a gold, serif font. The overall aesthetic is futuristic and tech-oriented.

Worldwide

Developers

Conference