



Rich Internet Applications (RIA)

Features & Benefits

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What are “Rich Internet Applications”?

- Rich Internet Applications (RIAs) are web-based applications that have a much more robust feel and functionality to them than standard web-based applications.
- Traditional HTML, and the accompanying technology surrounding standard web pages, are being pushed to the limits of their capabilities. Leveraging RIAs allows web applications to have desktop application usability inside a web browser!



Market Acceptance

- According to a September 2006 Forrester Research Report the majority of online consumers who have used rich Internet applications (RIA) report these applications ***"greatly enhance their Web experiences."*** When asked what they liked most about interactive rich Internet features, online consumers' top choice was **ease of use**, followed by **great content**, and **faster processing time**.



Benefits of RIAs

- **Enhanced user experience:** This ensures that customers are drawn to your specific web site because it is simple and functional.
 - Users complete more transactions and forms because they understand the interface since it is very similar to standard windowing desktops and applications.
 - Employees get more work done with less errors



Benefits of RIAs (cont'd)

- **Reduced server load:** Due to the application being run in the users browser, there is a significant reduction in the number of web page reloads – enhancing the user experience.
- **Lost data:** No more lost user data due to users closing browser sessions or accidentally using the “back button”.

Features

- **Windowing environment:** Users experience the same level of interactivity and functionality they are accustomed to. In the example below users can click and drag live video from four different **SOURCES**. Note: *Custom applications can use many more sources if necessary.*

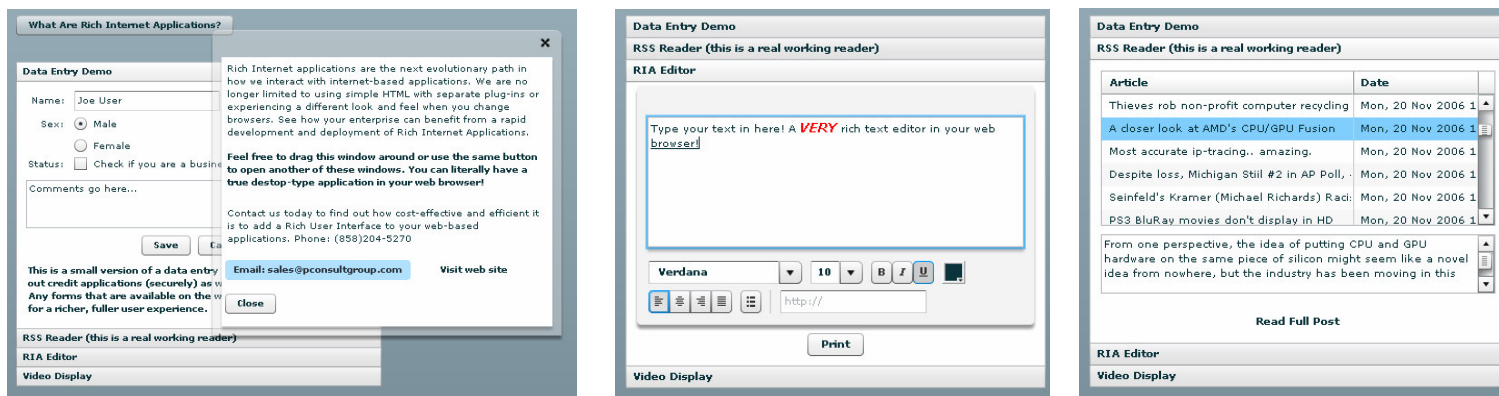


You can brand your message RIA application as well as across your video before/during/after playback.

(this demo can be found at: <http://www.pconsultgroup.com/ria/videodemo.swf>)

Features (cont'd)

- The environment also supports multiple applications running simultaneously within the web browser – or multiple processes occurring within an application (i.e. timers, data transmission and retrieval, video loading).



(this demo can be found at: <http://www.pconsultgroup.com/ria>)



Features (cont'd)

- Cross-browser compatibility
- Rapid development & deployment
- Re-use of existing style sheets (retention of original web site appearance and branding)
- Intuitive data presentation to users via charts, diagrams, video, audio and other formats
- Leverages existing web-based infrastructure to keep implementation costs low
- Re-use existing back-end databases – the only change is the way the data is presented to the user



Applications

- Financial Services
- Auto Dealerships
- Mortgage Firms
- Customer survey forms
- Email forms
- Video Distribution (branding/licensing)
- Remote training services
- Customer service (live two-way video, chat & assistance)
- Virtual Desktop Environments
- CRM/ERP front-end applications
- ... the applications are limitless...



Requirements

- The only requirement for your user is to have the latest version of Adobe Flash player installed in their web browser (version 9). *Download here:* <http://www.adobe.com/products/flashplayer/>
- The Flash player is a free product that is installed on over 600 million PCs and mobile devices



Next steps...

- Contact Paradigm Consulting Group to find out how we can help your company add Rich Internet Applications to your web site *(see end of presentation contact information)*.
- Visit our web site for more information on Rich Internet Applications:
 - <http://www.pconsultgroup.com/ria>



Contact:

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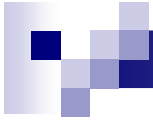
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Thank you...