



THE ADOBE FLEX 2 PRODUCT FAMILY

Adobe Flex Builder™ 2 with Charting
IDE plus chart library

Adobe Flex Data Services 2
Infrastructure for managing data integration
and application communication

Adobe Flex SDK

“Development tasks become very streamlined and straightforward in Flex 2, enabling us to accelerate programming by as much as 50 percent.”

Thomas Gonzalez, managing director,
BrightPoint Consulting, Inc.

Adobe® Flex™ 2

Build next-generation web experiences

Adobe Flex 2 is a complete, powerful application development and deployment solution for creating and delivering cross-platform rich Internet applications (RIAs). It enables the creation of personalized, interactive applications that dramatically enhance the user experience, revolutionizing the way people interact with the web.

Effective user experiences are the key to a company's success. An effective user experience is the difference between a customer who designs, personalizes, and purchases a product and a customer who gets frustrated and abandons a website. It's the difference between a sales manager who enters a customer meeting armed with rich, analyzed data and a manager working with yesterday's out-of-context numbers. It's the difference between a customer managing her account by herself and a customer spending 20 minutes on the phone with a service representative who could be solving more critical problems

Adobe Flex 2 software is the answer. Flex is the most complete, powerful application development solution for creating and delivering cross-platform RIAs within the enterprise and across the web. It provides a modern, standards-based language and programming model that supports common design patterns and includes a highly productive Eclipse™ based development environment. Applications can take advantage of advanced data services for managing data interactions and integrating with back-end systems and a fast, enterprise-class client runtime based on the ubiquitous Adobe Flash® Player 9. Flex enables enterprises to create engaging, interactive, expressive applications that reach virtually anyone, making customers more satisfied and users more productive.

Enhance the user experience with richer, more effective applications

Flex lets development teams design rich applications that help businesses communicate more effectively, inside and outside the enterprise. While traditional web browsing is constrained by the page-based HTML model and limited to request/response-based data access, Flex applications provide a more seamless user experience. In the background, powerful data services transparently synchronize data and support real-time data push. Plus, messaging capabilities enable more robust applications that continue to function after network connectivity is lost and allow multiple people in different locations to browse or chat in the same application. These features, plus the ability to seamlessly integrate audio and video, open the door to new ways of interacting with customers, partners, and employees.

Inside the company, Flex applications can integrate and automate multistep business processes. Plus, Flex integrates with existing tools, workflows, and applications in an enterprise infrastructure. Outside the firewall, enterprises can offer customers innovative services that combine interactive, data-driven interfaces with complete control over an application's look and feel.



“Developing in Flex 2 gives us the opportunity to put more thought into creating dashboards for our business intelligence applications. Instead of having mostly static front-end pages in HTML, we can develop richer, more engaging interfaces that support visualizations for improved data analysis and communicating results.”

Dimitrios “Jimmy” Gianninas, RIA developer, Optimal Payments

Visual data applications

Enable faster, more accurate decisions with rich data visualization applications.

Enable faster, more accurate decisions with real-time data visualization applications

RIAs created with Adobe Flex 2 give organizations a way to consolidate data from disparate systems and drill down into the data for deeper analysis. Data can be automatically pushed to the dashboard, allowing users to always have the most up-to-date view of important information. Users can even modify data from multiple systems and automatically push the new data back to its source. Plus, it's easy to make these applications highly visual. Developers simply drag and drop the kind of chart they want—such as bar, column, line, or pie—into the application. Then they link the chart to the data it should reflect, and Flex builds the rich chart automatically.

For example, executive reporting systems can now deliver on the promise of real-time dashboards, enabling business leaders to make better, faster decisions based on up-to-the-minute data, which they can drill into with a single click.

Two sales representatives in different regions can co-browse in the same application at the same time, viewing customer data from multiple back-end systems in the same intuitive, highly visual UI. They can even adjust data, such as a monthly forecast, and leverage data services that automatically update back-end systems in the background. And, because they are co-browsing in the same application, any changes made by one rep will concurrently appear on the other rep's screen.

Data visualization applications are also a boon for IT teams. Consider capacity planning: It becomes a much simpler task for an IT team that can monitor, in real-time graphs and charts, how network traffic changes throughout the day.

Data visualization applications built with Flex can:

- Display complex data in a simple, visual way through charts and graphs
- Lead to more informed decision making based on a dynamic data interface
- Enable real-time business monitoring
- Increase application utilization
- Simplify complex data display

Boost internal efficiency with process integration applications

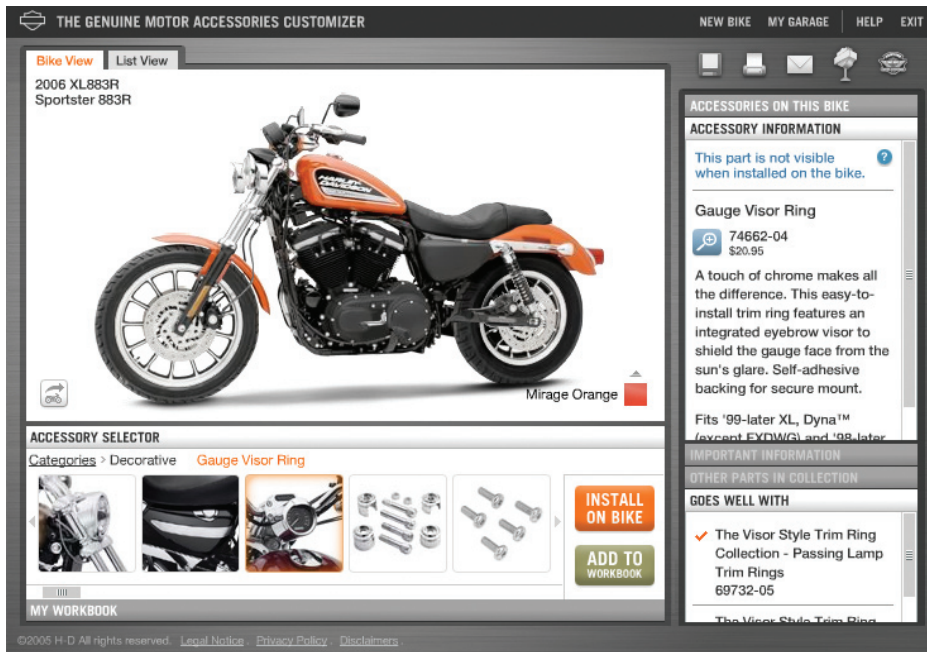
Organizations can use Flex to create RIAs that combine services from multiple back-end systems into a real-time task- or user-centric view of the application. Using Adobe Flex 2 software integrated with Adobe LiveCycle® software, a J2EE-based business process management family of products, organizations can integrate and automate complex, people-centric business processes and make them more secure. Combining LiveCycle software with RIAs gives organizations and their customers the benefits of a fully integrated set of process automation tools and rich applications to enable better engagement, more transparency into business processes, and increased collaboration. Business analysts can use these applications to

monitor process efficiency and tweak workflows to adjust for bottlenecks.

For example, an RIA created using Flex can guide a call center representative through a call, including opening, updating, and closing a case, and then automatically create a personalized Adobe PDF document to be e-mailed to the customer. Customers can take advantage of real-time online customer support through video, chat, or co-browsing help. Businesses can automatically update applications for mobile users the next time they connect to the Internet. Insurance companies can link multiple systems to handle new account enrollment from a single, intuitive UI. Banks can create applications that automate and simplify complex, multistep processes such as mortgage application processing.

Process integration applications built with Flex can:

- Increase employee productivity by tying multiple application back ends into a single, task-based workflow
- Increase application usage while decreasing server load
- Eliminate redundant data entry
- Decrease processing times and reduce costly data errors and manual workarounds



“Applications developed in Flex dramatically improve customer experiences when shopping online and open up new opportunities for transacting business over the web. With Flex 2, we can better control every element on a customer’s computer screen, enabling buyers to interact dynamically with items and complete purchases more efficiently than ever.”

Joe Berkovitz, chief architect, Allurent

Product selection applications

Offer an easier way to choose products with product configuration applications made with Flex 2.

Offer an easier way to choose products with product configuration applications

When customers go to a local electronics store and are confused about their options, they can simply ask a customer representative for help. But it’s not so easy to get an answer when shopping online. Even when search engines help customers narrow down their choices, the online shopping process is a messy, multipage process that can be frustrating—and cause customers to give up before making a purchase.

Adobe Flex 2 helps organizations build applications that guide customers to the products they need and let them easily customize products into the items they want. From initial inquiry to checkout, Flex lets businesses build product configurators and selectors, comparison engines, shopping carts, and more. The application can present all of the customer’s options—and all of the steps in the process—on a single, intuitive page that responds automatically as the customer completes each step. A customer can design a customized product—a running shoe, a motorcycle, a set of kitchen cabinets, even an airplane—that builds on the screen right before his or her eyes. The customer can test different colors and feature combinations to see how they would look on the final product. The same results would be almost impossible to achieve using traditional HTML. Flex makes online shopping easy and fun, and that means more closed deals for the business.

Product configurators built with Flex can:

- Allow customers to create their own customized versions of a product
- Visually represent the customized item, complete with personalized elements
- Support co-browsing, enabling two customers in different locations to shop online together in the same application
- Connect to inventory systems to provide real-time availability status
- Reduce shopping cart abandonment
- Lead to higher conversion rates
- Help seal more cross-sell and upsell deals
- Increase customer loyalty
- Drive revenue

Give customers anytime, anywhere access with guided self-service applications

Adobe Flex 2 can simplify complex, multistep processes in a single, dynamic interface that provides a higher level of service to customers, resulting in deeper loyalty and higher-value relationships. Guided self-service applications give users relevant information in the context of the transactions they’re trying to complete. They also can provide in-context prompting through audio and video integration, allowing for just-in-time delivery of multimedia help or real-time collaboration between customers and representatives.

For example, guided self-service applications can walk customers through processes such

as online banking, new service selection, and quote generation—freeing call center representatives to focus on more critical issues. When customers need help, they can click a button to co-browse or chat with a representative. They can then watch the representative’s mouse driving the application onscreen and solving the problem immediately.

Government organizations can use RIAs to guide citizens through a series of questions. Based on the answers, the application can point citizens to the proper forms they must fill out, and have the PDF forms prepopulated with the data already collected. As a result, governments can improve the constituent experience and cut costs by increasing compliance.

Internally, guided self-service applications can help employees sign up for or modify their benefits enrollments. They can help customer service representatives navigate through complex service offerings or the latest specials they can present to customers. RIAs help representatives increase upsell and cross-sell rates while ensuring that customers get the best possible service.

Guided self-service applications built with Flex can:

- Improve customer retention through ease of use and anytime, anywhere access
- Reduce operational costs through decreased paperwork and lower call center activity
- Increase opportunities for intelligent upselling and cross-selling
- Decrease data errors

“Flex 2 is more object-oriented in its approach, so developing and deploying applications is more intuitive and faster.”

Mansour Raad, senior software architect, ESRI

SYSTEM REQUIREMENTS

Adobe Flex Builder 2 (includes Flex 2 SDK and Adobe Flash Player 9)

- Intel® Pentium® 4 processor
- Microsoft® Windows® XP with Service Pack 2, Windows XP Professional, Windows 2000 Server, Windows 2000 Pro, or Windows Server™ 2003
- 512MB of RAM (1GB recommended)
- 300MB of available hard-disk space to install
- Sun™ 1.4.2, Sun 1.5, and IBM® 1.4.2

Adobe Flex Data Services 2 (includes Flex 2 SDK and Flash Player 9)

- Microsoft Windows 2000 Server, Windows XP Professional, Windows Server 2003, Red Hat® Enterprise Server 4, or SUSE™ Linux® Enterprise Server 9 from Novell
- 512MB of RAM (1GB recommended)
- 400MB of available hard-disk space
- Java Virtual Machine: Sun 1.4.2_08 (Macromedia® JRun™, BEA WebLogic, and Apache Tomcat only), BEA JRockit 1.4.2_08 (BEA WebLogic only), or IBM 1.4.2 (IBM WebSphere only)
- JRun 4 Updater 6 (included in integrated installation option), Apache Tomcat 4.1, BEA WebLogic 8.1 with SP2, or IBM WebSphere 5.1.1.8 or 6.0.2.5

Adobe Flash Player 9

- Microsoft Windows 98, ME, 2000, XP Professional, or Windows Server 2003
- Mac OS X v.10.1.x, 10.2.x, 10.3.x, or 10.4.x
- 128MB of RAM

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Develop better applications with the team you have today

Adobe Flex 2 enables developers to work productively while delivering a rich, intuitive user experience—for both customer-facing and employee-facing applications. Flex offers an end-to-end structured programming model that includes everything a developer needs to build, deploy, and manage RIAs—so developers can work faster and easier than they could with a piecemeal solution.

Professional developers can get up to speed quickly because Flex is based on familiar standards including XML and ECMAScript. The Flex framework includes a vast library of built-in controls and services that increase developer productivity. Developers can rapidly assemble interfaces from a library of more than 100 reusable and extensible components, and use open APIs to integrate with HTML, DHTML, and Ajax applications.

Flex Builder 2 combines the power of a code-centric IDE with the productivity of a visual UI. In addition, integrated debugging lets developers quickly track down and eliminate problems so they deliver higher quality applications.

Adobe Flex Data Services 2 adds an important data interaction layer for rich Internet applications, enabling developers to become more productive and to address the increasingly complex needs of enterprise application development. It simplifies the programming model for interacting with data on the server; adds high-performance data transfer, real-time data streaming, message-based publish and subscribe, transparent cross-tier data synchronization, and automated paging of large data sets; and facilitates occasionally connected applications. The Flex Data Services capabilities work seamlessly with the Flex framework, enabling developers to realize the benefits with little overhead.

Extend the power of your Ajax applications

The most successful RIA developers equip themselves to handle a broad range of application requirements. That’s why Adobe is embracing Ajax and integrating it with Flash and Flex. For example, developers can start developing with Ajax techniques and then use the open-source Flex-Ajax Bridge. This open-source library makes it much easier to incrementally integrate Flash and powerful components and applications built with the Flex framework—as well as vector graphics, audio, video, and charting—into Ajax-style applications.

Learn more about Adobe Flex 2

For more than 20 years, Adobe has focused on improving the user experience for businesses and their customers. With Adobe Flex 2, Adobe is even more uniquely positioned to solve the user experience problem that enterprises face every day, inside and outside the firewall. To learn more about Flex 2 and get started designing Flex applications today, visit www.adobe.com/flex.

