

# Laszlo Webtop for Enterprises

The Web 2.0 Desktop™

Connect. Collaborate. Extend.

All Together Now.



Enterprises are looking to enable the next generation Web 2.0 workplace that delivers a set of rich Internet applications (RIAs) to substantially improve the way people access content, complete transactions, and consume media. Laszlo Webtop is an ideal solution for addressing this by delivering an outstanding user experience that empowers knowledge workers to access applications via an all-in-one seamless, personalized, and highly visual information workplace.

Start today by offering Webtop with its ready-to-go Contacts or Mail applications, or by uncovering the advanced framework that allows you to quickly extend Webtop with your own custom integrated solutions. Unlike other RIA alternatives such as Ajax or Flash®, Laszlo Webtop is not only distinguished by its high-quality animated user experience, but also by its ability to seamlessly integrate multiple applications that can interact with each other.

## Key Features

### Cinematic User Experience™

- Multiple applications running within a single browser window
- Comprehensive application window management with docking
- SmartObjects™: drag and drop data among disparate applications

### Personalized Experience

- Allows you to easily brand, skin and customize Webtop
- Mix and match existing OpenLaszlo applications
- Deliver applications based on knowledge worker needs between log-off and log-in

### Integrated Workplace and Dashboard

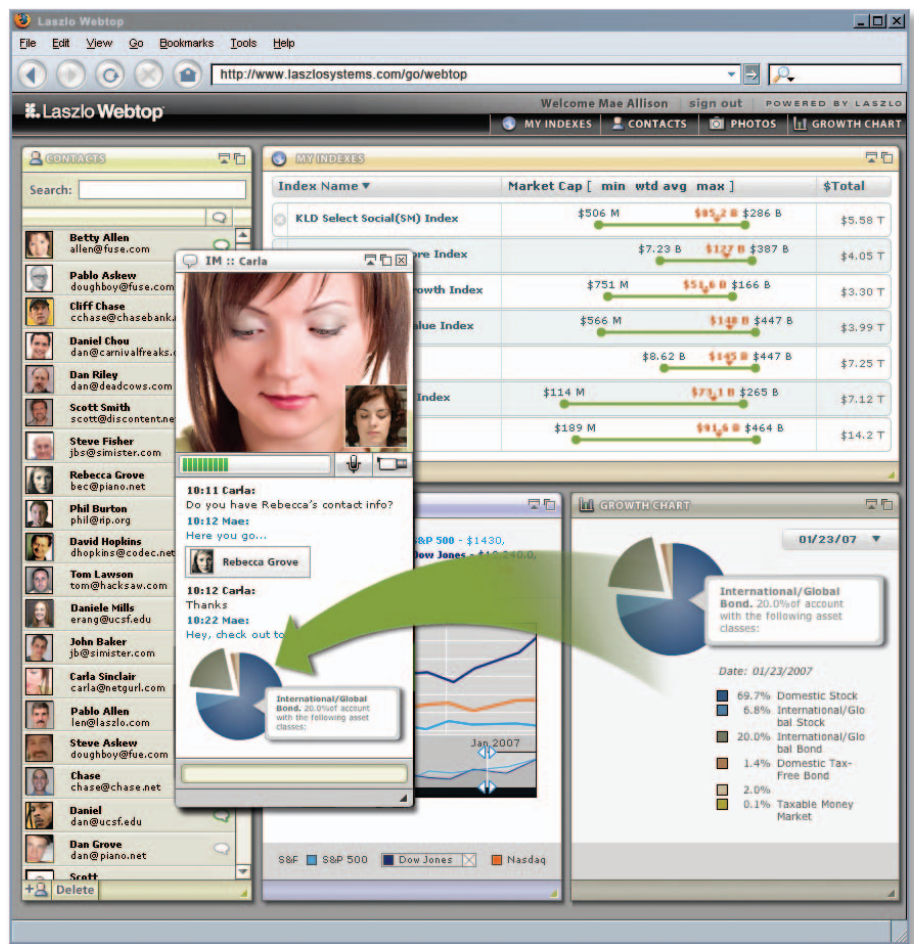
- Improves decision-making and monitoring with real-time, dynamic visualizations
- Delivers a complete immersive experience
- Accelerates your SOA strategy by enabling composite applications

### Streamlined Business Processes

- Streamlines business process for task-oriented workers
- Boosts work queue efficiency and response times
- Enables contextual collaboration between people to improve accuracy and productivity

### Easy Integration & Lower Operating Costs

- Decreases support costs via an intuitive & consistent experience
- Comes with a highly-scalable, robust, standards-based platform
- Supports integration with single-sign-on solutions



Illustrative Webtops: Executive Dashboard (above), Customer Relations Suite (left), Rich Financial Portal (right)



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## Features & Benefits

Feature	Benefit
Ubiquitous access	Like all OpenLaszlo applications, Webtop-based applications may be used on any popular browser and on any common operating system (i.e., Windows, Mac and Linux).
Drag-and-drop data sharing	A user can easily drag and drop objects between windows and applications by using built-in SmartObjects.
Application windows	Through an intuitive, desktop-like windowing scheme, end users can interact with Webtop-based applications by maximizing, minimizing, docking, or using standard resizing controls.
Window management	Multiple application windows can be arranged by end users within a single browser screen such that the active window appears 'on top' in much the same way a conventional desktop user interface.
Docking of windows	Like common desktop user interfaces, application windows can be placed into a 'dock' when not actively being used. Webtop offers two standard docks and provides developers with the ability to customize docking functions.
Responsive user experience	Because Laszlo Webtop uses components optimized for best possible performance, end users experience a suite of integrated applications that start faster and feel more responsive than comparable desktop applications.
Contact management	A built-in contact management application that supports tens of thousands of contacts, ships standard with Webtop.
Integration with Contacts	Information in the Contact Manager (name, address, phone numbers, etc.) can be called on by any other application delivered within given Webtop.
Progressive search of contact	Progressive search function filters contacts "on the fly" as the user types in a search query; for instance, as a user enters the letters 'J-O-H-N,' contact names will be filtered out with each successive letter so that only contacts with first names of 'John' or the word 'John' in the last name will be visible on the list.
Mail application	Deliver an outstanding email experience using Mail for Webtop, which is ready to integrate within your existing IMAP4 messaging infrastructure. Avoid the hassle and expenses of managed installed client software yet still deliver a state-of-the-art web mail that runs in any browser. The message preview allows users to quickly see what's important. Resize panes with a simple click and drag, use the contextual - "right-click" menu options to access common actions, address book integration for auto-completion, spell checking and compose messages in multiple windows at the same time.
Mail API	Easily enhance your own solutions with core Mail functionality, via built-in APIs, so these applications can add new features such as compose and send an email message – ideal for notifications or help desk solutions.
Increased performance	Reduced bandwidth and maximized performance via service orchestration for request multiplexing/demultiplexing.
Data paging	Laszlo Webtop facilitates the optimization and manipulation of extremely large datasets. Also contains support for query, update, filtering and sort.
Modular development approach	Modular service creation/delivery platform allows a structured and compartmentalized means of delivering new services to users. As a result, it is possible to design and develop different aspects of a multi-application project separately and concurrently.
Plug-in applications	Seamless integration of custom-developed or Laszlo-supplied applications. New applications can automatically inherit a unique Webtop 'skin' and exchange data with other applications.
SmartObjects	The advanced data model in Laszlo Webtop provides automatic support for drag-and-drop within and across applications via extensible data types called SmartObjects.
Service orchestration	The API framework in Webtop optimizes and consolidates network interactions across applications resulting in better end-user responsiveness, lower bandwidth utilization, and looser coupling of back-end services.
Customizable interface	Laszlo Webtop provides developers with a flexible and consistent customization of branding and 'look and feel' that can be applied across all applications using CSS-based skinning capabilities.
Single sign on (sso)	End users only need sign in once to access multiple applications with a single name and password as credentials.
External SSO	Built-in integration with external SSO systems such as Netegrity Siteminder
Window 'Dressing'	The default "chrome" around application windows is customizable by developers to maintain brand identity and create a custom look and feel for all applications within a Webtop.

