

# doubleSlash

*doubleSlash utilizes ZK for their two main products - secureTransfer & Marketing Planner, which was started in 2009 and 2011 respectively and progressing rapidly.*

*“ZK was just the best choice!”*



## About doubleSlash

Located in Germany, doubleSlash Net-Business GmbH offers a wide range of IT services including consulting, conceptual design, IT-architecture, programming, support and services to medium and large sized enterprises.

## The Projects

### secureTransfer

secureTransfer is a web based tool for securely transferring files, which is especially important in a corporate marketing environment. It features an easy-to-use interface with a simple and intuitive design and a rock solid user management system.

“Since it is accessible from everywhere, it makes data exchange simple and possible for everyone while still maintaining security. This is something neglected by most file transfer products!”

doubleSlash uses a Three-Tier-architecture with a ZK-based frontend. The backend is entirely written in Java and deployed in Oracle GlassFish. Since the backend is split into several services, it can be run in multiple Java-VMs which communicate using CORBA. The backend services use the Java-Persistence API (JPA) to access an Oracle database. Due to the use of JPA, other database types such as Microsoft SQL-Server or IBM DB2 can easily be supported as well.

For security reasons, the Oracle GlassFish is not directly exposed to the internet but accessed by an Apache HTTP-Server which encrypts the entire data transferred from and to the users using SSL and provides load-balancing. Apache HTTP-Server and Oracle GlassFish communicate using

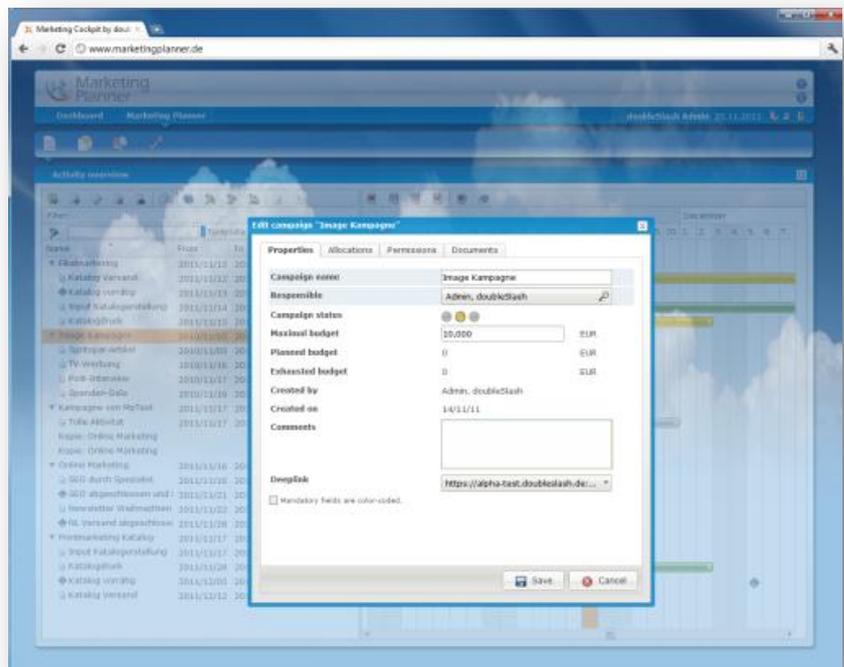
## Marketing Planner

Marketing Planner is a web based tool created for planning, controlling and monitoring marketing and distribution processes. The application is customized to fit the standards of medium- and large sized companies. For example, Marketing Planner offers several targeting-options for precisely adjusting campaigns to a defined target group, as well as reporting functions including various filter functions. Last but not least, the doubleSlash software allows a flexible management of users such that each user only sees the content he/she is meant to see.

doubleSlash uses a Three-Tier-architecture with a ZK-based frontend. The backend is entirely written in Java and deployed in Glassfish. Since the backend is split into several services, it can be run in multiple Java-VMs. The backend services use the Java-Persistence API (JPA) to access an Oracle database. Due to the use of JPA, other database types such as Microsoft SQL-Server or IBM DB2 can easily be supported as well.

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## The Challenge

For doubleSlash, the first goal of this project was establishing

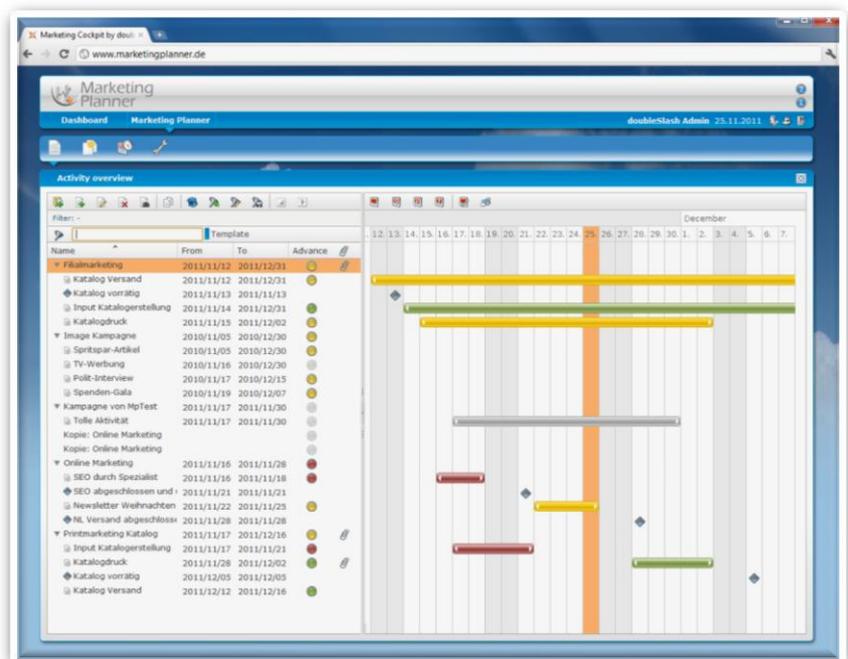
usability and user experience such that the GUI should be easy to use and self-explanatory for people who are familiar with Windows Explorer.

Another challenge was creating an integration platform to simplify the implementation of application upgrades by using one common design and technology. It had to provide unbelievable possibilities and a role-based security concept.

## Why ZK

At first, doubleSlash was working with ExtJS and Servlets. After a period of evaluations, they decided to use ZK mainly because of their friendly business model, full active support, the wide set of GUI components and the extensible programming model.

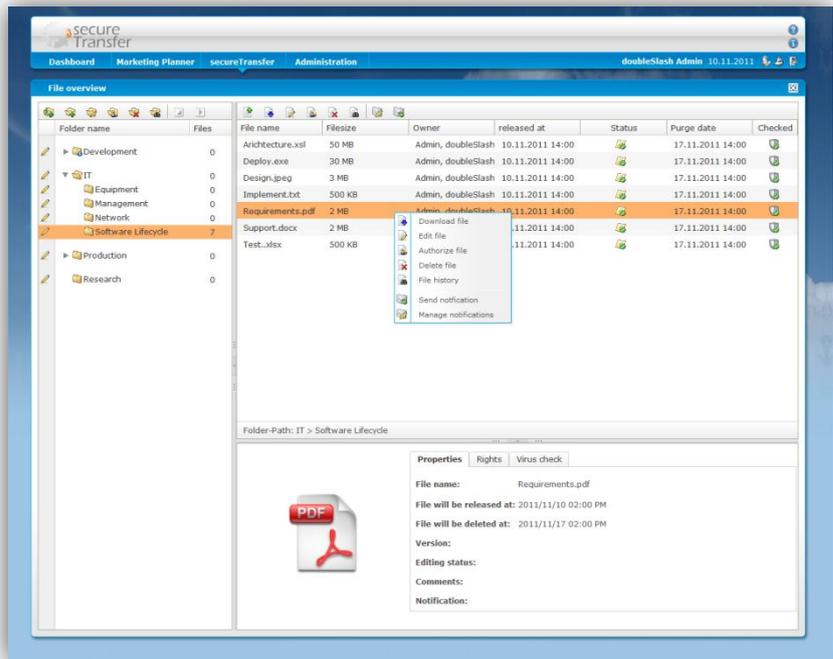
Most of doubleSlash's developers are best at Java, and they want a framework which plays to their strength. With ZK, doubleSlashes' interface designers are able to work with ZUML (ZK User Interface Markup Language) without having to think about communication in the backend. On the other hand, the Java programmers can stick to their familiar IDE, Eclipse, for which ZK provides a great plugin.



Another main advantage is the incredibly rapid development: "New forms can be created in just a few minutes and easily be connected to entities using data bindings, this mechanism automatically wires

the UI components with the data objects, ZK was just the best choice!" "If a question occurs or an issue arises, the people in the forum respond very quickly and provide useful information." doubleSlash was mainly working with form elements, trees and lists.

"They were easy to implement and, more importantly, to customize. Since we always had some extra features in mind, a framework low in flexibility does not qualify for our purposes. But with ZK, it's all possible!"



## The Result

Using ZK allowed doubleSlash to handle all the challenges they faced in the best manner, especially the GUI customization needed to fulfill the requirements of their customers.

"We were able to develop an application with a very pleasant and convenient GUI framework. It is working stably and it serves a great amount of concurrent requests. All security aspects including ssl-encryption are met. Customization of the GUI was easy using ZK's Theme-Tool!"

### About ZK

Potix Corporation develops and supports ZK, the #1 Ajax solution on SourceForge.net, the world's largest open source host. ZK has more than 1,500,000 downloads since its first release in late 2005. ZK is deployed by a large number of Fortune Global 500 companies, including Deutsche Bank, Barclays, Sony, Sun Microsystems and Toyota, providing them with the ability to rapidly create rich Ajax enterprise level applications.

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