

Best **Newspaper**

E-Forms and Integration With Enterprise Systems

Information Delivered In an Instant

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Discussion

- Information resides in databases and content repositories
- SQL and XML
- Creating PDF in response to web requests
- Server focused

Instant PDF Documents

- Invention of instant photography
- “Where is that report?”
- 60 pages with columns, images, hyperlinks, and bookmarks in less than 1 second

PDF Myths

- Big – file sizes must be large
- Slow – PDF takes minutes to generate

Reality:

- 9kb per page achievable, including graphics
- 100 pages with columns generated in 1 second

Where PDF Is Essential

- Information that needs to be printed
- Information that needs to be distributed
- Shift from mainframe to ASP / Web services
- Access info from the road, home or field office

Problems with HTML

- Most systems use HTML generated from database systems
- Print gets cut off on the right
- Must be reformatted by hand
- Hard to save

Interactive PDF Reduces Costs

- Eliminates mailing and shipping costs
- Eliminates printing costs of unnecessary batch reports
- Eliminates hand formatting of reports
- 50% of the world's economy is office work
- \$10 trillion

Interactive PDF Versus Batch

- Up-to-date information
- Consistency
- Simplicity
- Personalization

Evolution Of PDF

- PostScript – for laser printers
- Encapsulated PostScript – for service bureaus
- PDF- for documents
- Acrobat Distiller – Doc to PostScript to PDF
- PostScript is verbose and images are decompressed
- PostScript is why most PDF files are big and slow

The Solution: Direct-To-PDF

- Enables fast and small PDF files
- PDF is a computer language
- PDF files are programs that display documents
- PDF can be optimized in many ways

Parts Of The Solution

- Page Composition
 - Proprietary Applications
 - XML, XSL-FO
 - XML, XSL, and CSS
- Format Conversion
 - Libraries

Criteria For Interactivity

- 8 second rule
- Response time study - IBM Systems Journal
- Generation time + download time
- File size drives download time
- 56k modem = 48k max file size
- 1meg T1/DSL = 800k max file size

Case Study

- Events planning application service provider
- Requirement: printable schedule with time bars
- Oracle SQL database
- Business logic in Java/JSP

Other Alternatives

- Crystal Reports - .RPT format, VB ASP
- ActivePDF – PDF, VB ASP
- Cocoon – PDF, Java, XSL-FO

Solution

- System integration important
- PDF not RPT
- 8 hours consulting
- 6 pages 16k bytes
- .3 seconds

Java J2EE Architecture

- Real enterprise solution
- Scalable
- Platform and OS independent
- Solid application servers (Weblogic, IBM, Oracle)
- Mature server and cluster management
- Secure

Calendar Project

- Requirement: calendar with event names and times
- Viewing and printing
- 10 hours consulting
- 1 page 8kbytes
- .2 seconds

Event Schedule

January 2002							
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	30	31	1	2	3	4	5
Week 1			9:32pm Course0 8:32pm Course1 9:14pm Course2 8:55pm Course3	9:21pm Course4 1:27pm Course5 1:58pm Course6 1:56pm Course7	3:03am Course8 3:18am Course9 4:03am Course10 5:12am Course11	3:24am Course12 4:38am Course13 6:38am Course14 4:24am Course15	3:20am Course16 4:46am Course17 5:28am Course18 3:26am Course19
	6	7	8	9	10	11	12
Week 2	1:14am Course20 1:32am Course21 1:41am Course22 2:32am Course23	4:02pm Course24 12:05pm Course25 1:24pm Course26 3:42pm Course27	3:18pm Course28 9:50am Course29 4:39pm Course30 12:46pm Course31	12:16pm Course32 1:04pm Course33 3:45pm Course34 4:41pm Course35	5:54am Course36 6:26am Course37 6:23am Course38 4:34am Course39	5:38pm Course40 5:17pm Course41 5:21pm Course42 5:43pm Course43	6:40am Course44 2:54am Course45 6:44am Course46 6:41am Course47
	13	14	15	16	17	18	19
Week 3	5:16am Course48 2:51pm Course49 5:59am Course50 3:24am Course51	5:29pm Course52 12:19am Course53 7:39pm Course54 6:53am Course55	4:01am Course56 6:00am Course57 12:34am Course58 5:59am Course59	8:08am Course60 6:41am Course61 7:22am Course62 6:52am Course63	5:32am Course64 7:59am Course65 11:35am Course66 1:48pm Course67	5:31am Course68 11:12am Course69 5:47am Course70 6:05am Course71	3:44pm Course72 3:53pm Course73 4:08pm Course74 2:39pm Course75
	20	21	22	23	24	25	26
Week 4	1:48am Course76 3:39am Course77 1:41am Course78 2:21am Course79						
	27	28	29	30	31	1	2
Week 5							

Dynamic Document Applications

- Business reports
- Personalized catalogs (retail, real estate)
- Personalized newspapers and magazines
- E-books formatted for different platforms
- Photo albums

PDF In The Future

- Replaces HTML
- PDF has checkboxes, text boxes, buttons, links
- Scroll versus codex book
- Fast page flipping
- Improved readability
- Pfeiffer Report – “A Surprising Lesson in Digital Content” 1/4/02

Interactive PDF

- Available now
- Reduces costs
- Small and fast PDF
- Real enterprise solution
- Personalized
- Better than dynamically generated HTML

AP Business

United Airlines Dodges Strike

By DAVE CARPENTER, AP Business Writer

CHICAGO (AP) - In a deal that averted a potentially crippling strike, United Airlines and the union representing its mechanics and aircraft cleaners reached a tentative contract agreement providing industry-leading pay. Approval by the 12,800 mechanics in a March 5 ratification vote, while not assured, would end a bitter two-year contract dispute and give them their first raise since 1994. If they were to reject it, United would again face the threat of a walkout.

Airline consultant Michael Boyd predicted that the mechanics "will go along with this" even though last Tuesday they turned down the same pay increase by a 2-to-1 margin. The key is United's removal of two key issues — delay of retroactive pay for more than a year and insistence that mechanics agree to unspecified pay cuts as part of its recovery plan.

The announcement came on the fourth day of urgent talks at a suburban Chicago hotel following the International Association of Machinists and Aerospace Workers' rejection of United's last contract offer, which was crafted by a presidential emergency board.

Although United, the world's second-biggest carrier, is still loaded down with the baggage of higher costs and lower revenues, the settlement was a breakthrough in efforts to end its protracted labor turmoil.

United chief executive Jack Creighton called the accord "a critical milestone in developing a recovery plan that meets the needs of passengers, preserves jobs and puts the company on the road to financial stability." The Elk Grove Village, Ill.-based airline lost \$2.1 billion last year.

Despite Creighton's repeated assurances that he was confident an agreement would be reached, United had acknowledged a decline in bookings for the coming days, reflecting public fears of a shutdown.

The mechanics had been preparing to strike starting at 12:01 a.m. EST Wednesday.

The tentative pact would grant mechanics 37 percent pay raises and make more of them eligible for top-scale pay, which is being bumped up from the current \$25.60 an hour to \$35.14, or about \$73,000 a year.

It also would improve retirement benefits, the union said, and move up the payment of retroactive pay for work dating to July 2001 by 31/2 months. Back wages totaling several hundred million dollars would be paid in quarterly installments beginning Dec. 15 and lasting until Oct. 15, 2004, instead of from 2003 to 2005.

"This agreement fulfills the (union's)

promise to negotiate an industry-leading contract," said chief union negotiator Scotty Ford. He said union negotiators — who did not make a recommendation before last Tuesday's "no" vote, unanimously recommend approval.

Still to be resolved is another contract dispute between United and its 23,000 baggage handlers, customer service representatives and reservation agents. That stalemate is expected to be easier to resolve once the mechanics' contract is settled.

On the Net:

United Airlines: <http://www.united.com>

United mechanics:

<http://www.iam141m.org>

Popular Photos



Secretary of State Colin Powell arrives at Tokyo's Haneda airport January 19, 2002 to take part in an international conference on the reconstruction of war-torn Afghanistan. Powell has said the United

States plans a 'significant' contribution to reconstructing Afghanistan. (Eriko Sugita/Reuters)

Popular Photos



Colombian workers repair an electrical transmission tower after it was knocked down with dynamite on the outskirts of Bogota, January 23, 2002. The 18 electrical towers were dynamited by FARC rebels. REUTERS/Daniel Munoz

Popular Photos



Filipino protesters burn an anti-U.S. banner during a protest in front of the U.S. Embassy in Manila, January 18, 2002

opposing the participation of U.S. troops in the government's military offensives in the southern Philippines. The United States has sent special forces and support and technical staff to the Mindanao region of the southern Philippines to assist troops who are fighting the Abu Sayyaf Muslim guerrillas identified by Washington as part of Osama bin Laden's al Qaeda network. (Romeo Ranoco/Reuters)

Popular Photos



Michelle Kwan of the United States practices the women's figure skating short program at the Salt Lake Ice Center Sports

Complex in Salt Lake City Monday, Feb. 18, 2002 during the Winter Olympics.(AP Photo/Roberto Borea)

Popular Photos



U.S. Federal Reserve Chairman Alan Greenspan speaks before the Senate Budget Committee on Capitol Hill January 24, 2002. Greenspan said the U.S. economy is emerging from recession and questioned the need for a fiscal stimulus package. 'We are just at this particular point turning, as best I can tell it,' the powerful central banker told lawmakers. (Kevin Lamarque/Reuters)