



# RIA Your Enterprise 2.0

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# WHAT IS RIA?

## Rich Internet Application (豐富型網路應用)

“ A Smart Client/Server Application Architecture Delivering Rich Content in User Interfaces Built on The Foundation of Internet., Which Leverages Both Existing Legacy And New Applications “

### Key Words:

- SMART Client/Server
  - Intelligence on Client Side
    - Interactive, Guided Wizard, Persistent Data...
  - Can be Online & Offline
- Rich Content
  - Text, Data, Graphics, Videos, Voices... Mash-Up
- On Internet
  - HTTP and Web 2.0 and...
  - Browser or NO Browser



# WHY RIA?

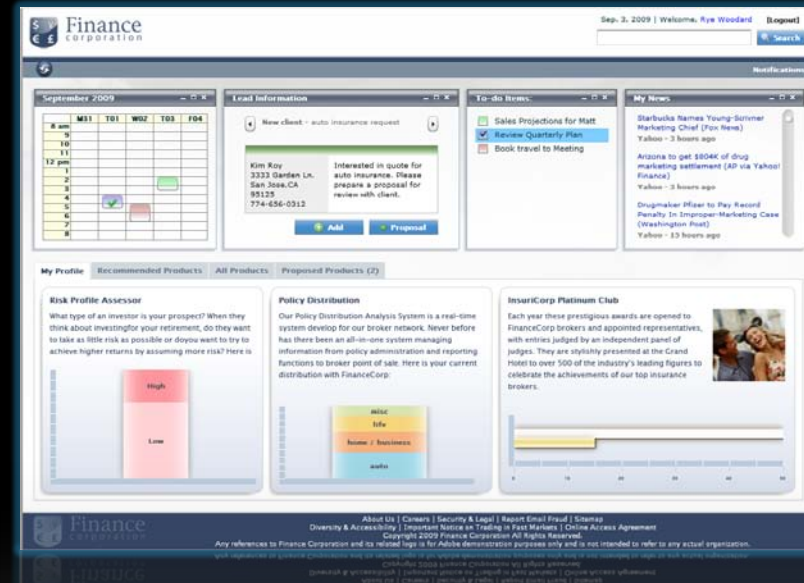
## - Industry Trends Driving Need for a User-Centric Approach

### User-Centric Applications

Applications that provide compelling user experiences which are **personalized**, **intuitive**, **responsive**, and **accessible** from the **channel of choice** in **online and offline** modes.

### Objective

Making Users feel **Engaged in** by the Rich User Interfaces of the Applications.



- Protect revenue
- Manage costs
- Mitigate risk
- Security & transparency

# Adobe Solution for User Centric Applications - LiveCycle and Flash Platform



# Keys To Success for RIA Projects



- IT Developers Only will not suffice for a successful RIA Project
- A Team of Designers and Developers Is Key



視覺設計人員



互動設計人員



開發人員



# LiveCycle Enterprise Suite

Cross-Platform Clients

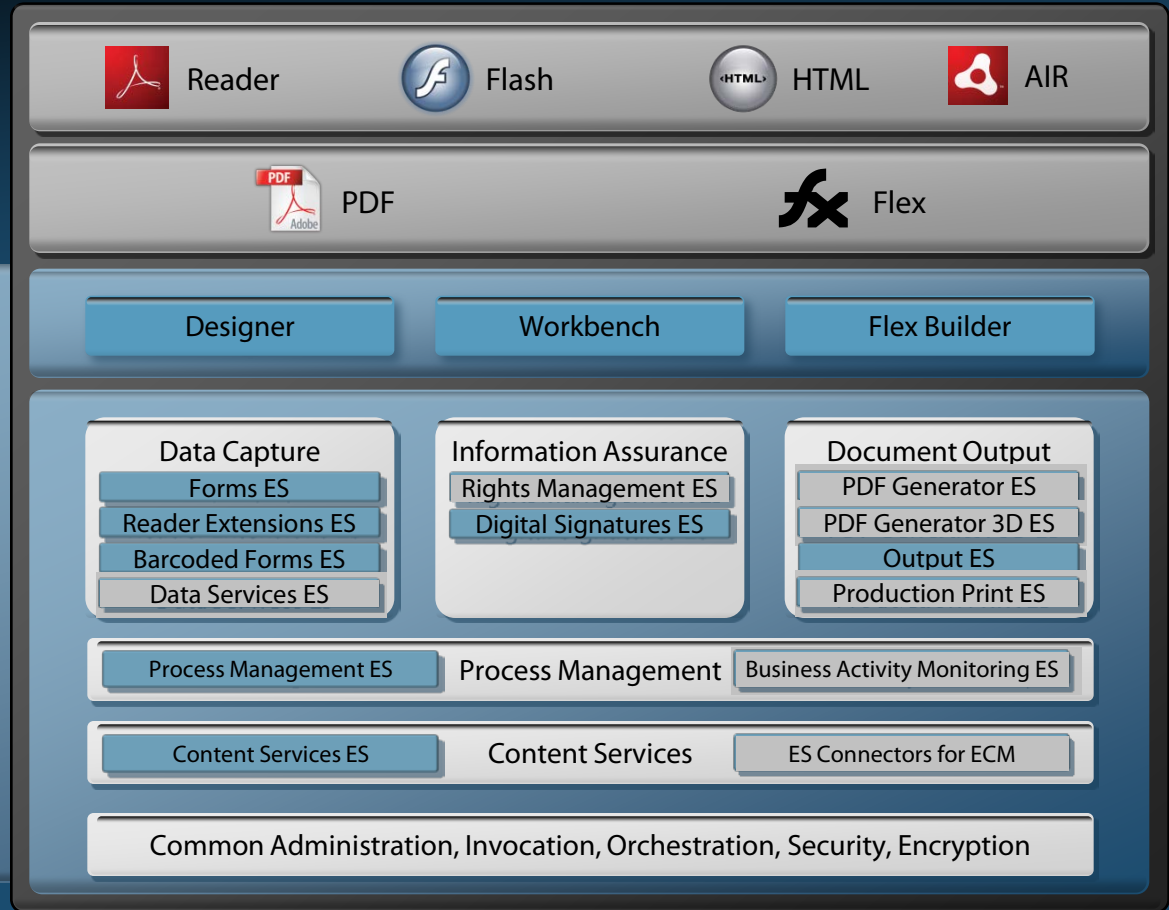
User Interface Technologies

Tooling

Solution Components

Foundation

**LIVECYCLE ES**  
ENTERPRISE SUITE



Existing Customer Infrastructure

# Innovative From A 150-Year-Old Bank

InformationWeek **500**

## 20 Great Ideas To Steal

InformationWeek 500 innovators reveal some of their top projects. Could something similar work at your company? Let the brainstorming begin.

### PNC Targets Gen Y

PNC's Virtual Wallet is designed to appeal to younger customers. Using rich interactive architecture technology, the bank created customized ways to view accounts. A slider bar shows customers how much of their money is obligated to pay bills, is available for them to spend, and is set aside in reserve, and it lets them move money among accounts. A calendar provides an overview of bills and paydays, with "Danger Day" alerts when it appears that upcoming bill payments are likely to overdraft an account.

Virtual Wallet also offers mobile banking using text messages and downloadable apps.



