



Web-based Application Platforms: Part 1

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Coghead: Stats

- Founded 5/2003
- Site launch 8/2006
- Total funding \$11.2 M
- Employees 21
- User base 25,000+

About:

The Coghead platform is an all-in-one, 100% web-based application environment that lets you quickly create and deliver a nearly limitless variety of business applications. Build your applications without coding and then deploy them to your end-users immediately. There's never any software to install or servers maintain.

Coghead: Main Concepts

- Collections: Containers for data records
- Actions: Application logic performed on records

The screenshot displays the Simple CRM application interface. At the top, there is a navigation bar with the title "Simple CRM" and version "V0.1 Prototype". The user is signed in as "romulusx" and can sign out. The account is "john-test". There are links for "HOME" and "HELP". Below the navigation bar, there are tabs for "Leads", "Accounts", "Opportunities", "Contacts", "Products", "Activities", "Resources", and "Help". The "Leads" tab is active, showing a "Leads View" with a search bar and an "EDIT" button. The table below shows a list of leads with columns for Lead Name, Lead Status, Lead Quality, First Name, Last Name, Phone, and Create Date. The first lead is "Office move" with status "Contacted", quality "Warm", first name "Frank", last name "White", phone "231-124-1412", and create date "2008-01-02". The second lead is "Office expansion" with status "New", quality "Hot", first name "Peter", last name "Roberts", phone "123-123-1235", and create date "2008-01-04". Below the table, there is a detailed view of the "Office move" lead. It includes fields for Lead Name, Company Name, Lead Owner, Lead Status, Lead Quality, Lead Source, Create Date, First Name, Last Name, Phone, and Email. The description is "They have 100 employees and plan to replace furniture for the whole company". There is also a section for "Related Activities" with a table showing a subject "Send a price quote" with status "Not Started", priority "High", assigned to "Susan Sales", and due date "2008-01-25".

Signed in as romulusx Sign Out
Account: john-test HOME HELP

Leads Accounts Opportunities Contacts Products Activities Resources Help

New More EDIT Leads View

Advanced Search 25 Records 1 - 2 of 2

Lead Name	Lead Status	Lead Quality	First Name	Last Name	Phone	Create Date
Office move	Contacted	Warm	Frank	White	231-124-1412	2008-01-02
Office expansion	New	Hot	Peter	Roberts	123-123-1235	2008-01-04

* Lead Name*
Office move

Company Name
ACME Inc

* Lead Owner*
John Marketing

Existing Account

Lead Status
Contacted

Lead Quality
Warm

Lead Source
Website

Create Date
2008-01-02

First Name
Frank

Last Name
White

Phone
231-124-1412

Email
frwhite@mytestcompcorp.com

Description
They have 100 employees and plan to replace furniture for the whole company

Related Activities

Subject	Status	Priority	Assigned To	Due Date
Send a price quote	Not Started	High	Susan Sales	2008-01-25

Show Properties

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Coghead: Form Editor

The image shows the Coghead Form Editor interface. On the left is a 'Form Widgets' palette with various controls like Column Box, Section, Tab, Label, Input Box, Text Area, Check Box, Radio Button, Date Picker, Combo Box, List Box, Attachment, Image, Link, Action Button, and Grid. The central canvas displays a form layout with fields for Lead Name*, Company Name, Lead Owner*, Existing Account, Lead Status, Lead Quality (highlighted in orange), Lead Source, Create Date, First Name, Last Name, Phone, Email, Description, and a Related Activities table. The table has columns for Subject, Status, Priority, Assigned To, and Due Date. Below the table are Owner Email and Coghead ID fields. On the right, the 'Data Structure' panel shows a list of data fields including LeadName, NewAccountName, LeadOwner, LeadStatus, LeadQuality (highlighted), LeadSource, FirstName, LastName, Phone, and Email. Below this is the 'Properties' panel for a 'Combo Box' widget, with tabs for 'Data' and 'Widget', and options for 'Simple' and 'Calculated' data types. At the bottom right, there are 'Save' buttons.

Coghead: Action Editor

The screenshot displays the Coghead Action Editor interface for a process named "Detonate". The interface is divided into several sections:

- Steps:** A list of available action types on the left, including Branch, Loop, For Each, Exit, Perform Action, Retrieve Records, Alert User, Set Value, and Script.
- Flowchart:** A central workspace showing a flowchart for the "Detonate" action. It starts with a green funnel labeled "Leads", followed by a tree icon, two grey rectangular boxes, a gear icon, another grey box, and an "IF" decision diamond. The "IF" diamond has an "ELSE" diamond to its right. Both diamonds lead to a final red funnel labeled "Leads".
- Variables:** A panel on the right titled "Variables" with the instruction "Drag and drop onto editor to create a SetValue". It lists variables: Input (Leads), Output (Leads), ScratchPad (), Context (Context), and AdditionalInput (). Below the list is an "Add Custom Variable" button.
- Input Properties:** A section below the variables panel with "Input Properties" including radio buttons for "Single Record" (selected) and "Collection", and a checkbox for "Action has no Input". Below these are input fields for "Collection" (containing "Leads") and "Leads" (containing "Leads"), with an ellipsis button to the right.
- Footer:** An orange bar at the bottom containing "Save", "Save and Exit", and "Exit" buttons.

Coghead: Extras/Summary

- Application Versioning
- REST access to your data
- Coglets
 - Widgets that expose slice of application in other web pages

Takeaway:

- Business applications written by business users (with some tech savy)
- Adobe Flex front-end, Amazon EC2 back-end

BungeeConnect: Stats

- Founded 2005
- Total funding \$8 M
- Employees 38
- User base ?

About:

Bungee Connect™ is a web-based 100% Ajax environment for creating interactive web applications. The goal of the product is to allow developers to “efficiently create and instantly deliver rich web applications for the small-to-medium business market.”

BungeeConnect: Main Concepts

- Full featured IDE completely geared to web apps.
- Object oriented
 - classes
 - inheritance
 - interfaces (8 types)
- Logic Drag and Drop
- Applications built around Model-View-Adapter (MVA) pattern
 - A is for Interface



BungeeConnect: Main View

The screenshot displays the Bungee Builder web application interface, which is a web-based IDE. The interface is organized into several key areas:

- Browser Window:** The top window is titled "Bungee Builder - Windows Internet Explorer" and shows the URL `https://builder.bungeeconnect.com`. It includes a standard browser toolbar and navigation buttons.
- Navigation Tabs:** A horizontal bar below the browser contains tabs for "Start", "Design", "Staging", "DesignGroups", and "Preferences". The "Design" tab is currently active.
- Left Panel (Toolbox):** A vertical panel on the left lists various UI controls such as "CollectionStatementComplete", "DataEdit", "DynamicForm", "GoogleMap", "ImageButtonPopup", "Label", "MonthCalendarList", "MultilineLabel", "PopupStyleButton", "PulseTimer", "StatementComplete", "TabList", and "Tree". It also includes categories like "Common Controls", "Text", "All", "Buttons", "Embedded", "Other", "Lists", "Containers", "Menu", and "DateTime".
- Central Design Editor:** The main workspace shows a design view for a control named "Ex4_PersonCollectionWithSelection". It features a "Toolbar" at the top and a "Design Editor" area containing a form with a list of items ("Item 1", "Item 2", "Item 3") and input fields for "First Name" and "Last Name".
- Right Panel (Solution Explorer):** A vertical panel on the right displays a tree view of the project structure, including "Control_Examples", "List", and various example controls like "Ex1_PicFruit", "Ex2_VegetableCollection", "Ex3_PersonCollection", "Ex4_PersonCollectionWithSelection", "Ex5_PersonCollectionWithViewSelection", "Ex5_EditPersonCollection", "Person", "Detail", "NewPersonDetail", "DoubleClick", "Remove", "Fullname", and "LastnameFirst".
- Bottom Panel (Property Editor):** A panel at the bottom shows the properties for the selected control, "selectedPerson". It includes tabs for "General", "Behavior", and "Notes". The "General" tab is active, showing properties such as "Access Modifier" (Public), "Collection" (checkbox), "Default Value" (Path), "Enumeration" (dropdown), "IsMap" (checkbox), "Is Persistent" (checkbox), "Name" (selectedPerson), "Nullable" (checked), and "Type" (Person).
- Bottom Right Panel (Solution Detail):** A panel at the bottom right shows a detailed view of the selected control, "Ex4_PersonCollectionWithSelection", with a tree view showing "Person selectedPerson", "Ex4_PeopleSelection", and "ListConnection # ListAdapter".

BungeeConnect: Code View

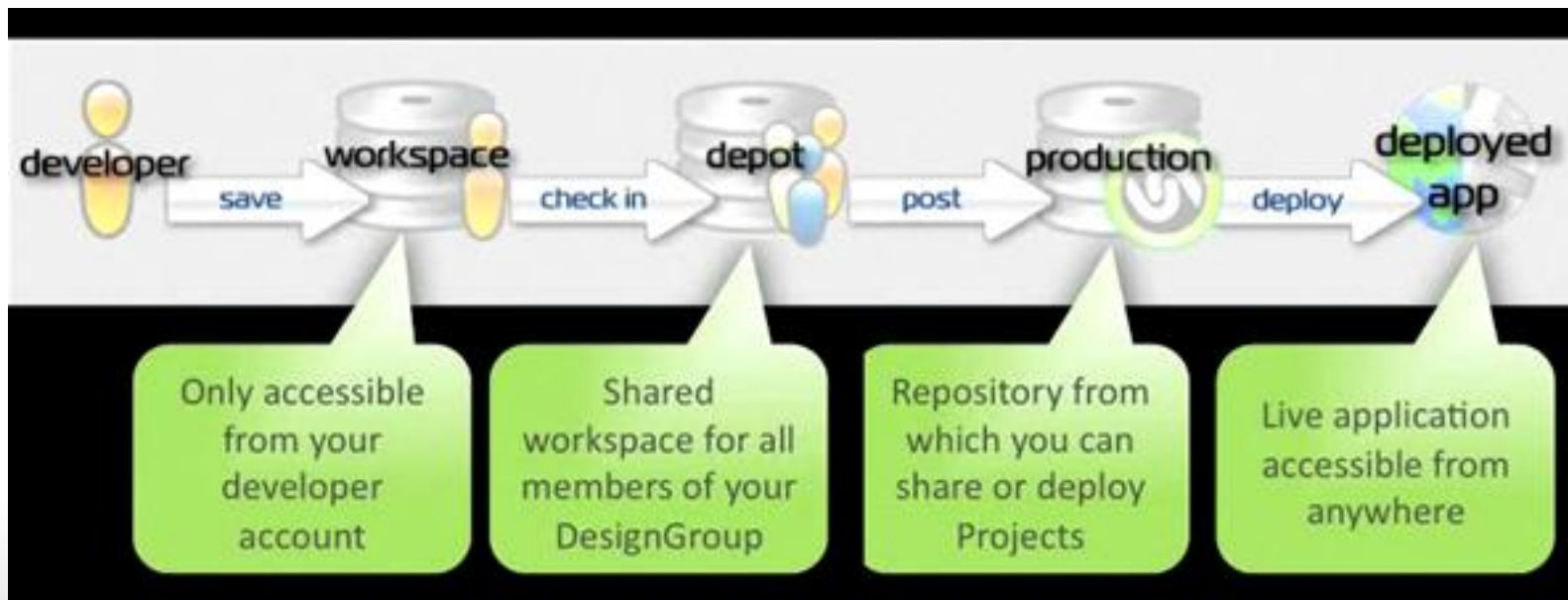
The screenshot displays the BungeeConnect development environment. The browser address bar shows `https://builder.bungeeconnect.com/internal`. The application's navigation bar includes tabs for Design, Staging, DesignGroup, and Preferences, along with utility buttons for BCDN, Docs, and F. The interface is divided into several panels:

- Left Panel:** A schema browser with sections for "field", "function()", "var", and "Statements". The "Statements" section is expanded, listing various code constructs such as "OnError", "assignment", "call function()", "case()", "collection iteration", "comment", "dialog message", "for iteration", "if (condition)", "log message", "open dialog", "return", and "while iteration".
- Top Panel:** A toolbar with icons for Solution, Run, and Code.
- Code Editor:** The central workspace displays the code for the `onCreate()` method. The code is as follows:

```
public onCreate()  
{  
    var sfUserSession varSession;  
    queryArgs.getQueryArgs(varSession);  
    sfSession = varSession;  
    sfAPI.userSession = varSession;  
    sfAPI.sfdcSvc.address = varSession.apiServerUrl;  
    condition  
    {  
        case(varSession.sessionId == "")  
        {  
            selectedForm = 0;  
            // Display only the login screen  
        }  
        case(varSession.currentOpportunityLineItem == "")  
        {  
            selectedForm = 2;  
            // Display the full app  
            getUserInfo(void);  
        }  
        case(varSession.currentOpportunityLineItem != "")  
        {  
            selectedForm = 1;  
            // Display only the inventory list  
            getUserInfo(void);  
        }  
    }  
}
```
- Right Panel:** A project explorer showing a tree view of the application's components, including folders for "AppPr", "UI_Ste", and "TypeLi", and various sub-elements like "acc", "inv", "ma", "opp", "que", "Ele", "det", "full", "inv", "log", "opp", "opp", "adv", "Inte", "inv", and "line".
- Bottom Panel:** A properties window for the selected `onCreate` method, showing the "General" tab with the "Access Modifier" set to "Public".

BungeeConnect: Deployment

- Built-in staging management



BungeeConnect: Extras/Summary

- Wrap any web service/resource easily for use
- All development free / pay for using deployed apps
- Can shift hosting off Bungee's grid to Amazon EC2 or personal hardware.

Takeaway:

- Developers can build just about any type of application in a browser IDE
- Focus on OO development & design and ignore some web plumbing
- 100% AJAX, no plugins needed