Key Challenge
Organizations today need to bring their applications outside their corporate firewalls, both to allow remote users (such as agents, brokers, and dealers) to participate in corporate processes and to allow end-users to do Web-based self-service, such as bank account management, insurance quote generation, and health care plan enrollment. But exposing internal processes through the firewall raises technical and security issues, often requiring specially coded applications, separate user interfaces, and complex security protocols.

The Solution
Pegasystems Internet Application Composer (IAC) lets organizations embed SmartBPM® functions directly and securely into existing web sites, dramatically reducing time-to-market.

Now enterprises can leverage auto-generated SmartBPM® UI components and all of their features within the pages of a Web application, supporting multiple audiences inside and outside the firewall with a common look and feel.

Customers can use Internet Application Composer along with other applications based on multiple Web technologies to produce composite Web applications – “business mash-ups” – in which views and controls from multiple underlying sources act together to accomplish tasks across the legacy and service-based landscape.

User interface components (gadgets) provided by SmartBPM® can be used to build composite applications. Gadgets can securely communicate with one another and with other page objects using AJAX to provide a rich Internet application experience for all users.

Changes made to the UI are immediately visible and are shared by internal and external users, significantly reducing change time and complexity.

Gadgets from multiple SmartBPM® applications or systems can communicate with one another, sharing work elements and data and allowing users to see both composed views and drill-down details from applications within the organization’s intranet.
Internet Application Composer:

- Leverages SmartBPM auto-generated UI components within the pages of a new or existing composite internet-facing application.
- Supports all auto-generated SmartFrames features including client-side validation, AJAX, cascading style sheets, and controls.
- Facilitates composite application building (Mashups).
- Fits seamlessly into any web application regardless of underlying technology (JSP, ASP, .NET, etc).
- Supports standard multi-zone web architectures, designed to prevent DoS, cross-site scripting, URL and session hijacking and spoofing.
- Supports a wide variety of encryption and authentication patterns, including URL encryption/obfuscation, HTTPS, field/object level encryption, SSO, NTLM, SPNEGO, etc.

Internet Application Composer relies on two new components to provide security, flexibility, and performance:

- The PegaRULES Process Commander (PRPC) Web Node provides a Web-facing security model that allows an organization to control external and internal users with separate security models.
- The IAC Gateway redirects and transforms requests between the Web node and public Web servers.

These two components work with new or existing Web servers to publish Pega applications or to incorporate Pega gadgets and other elements into complete composite applications. IAC is compatible with proxy servers for load balancing and site/URL redirection. The diagram below represents a typical deployment architecture, although components provided by Pegasystems can share physical hardware with other functions and programs in their zones.

Benefits

- Internet Application Composer simplifies Web deployment and allows an organization to control how applications look and interact on the Web while maintaining the security and performance of its internal processes. Internet Application Composer lets customers:
- Build applications once and deploy them anywhere. Use Pega’s award-winning SmartBPM® tools to deploy applications – including screens – across channels to internal users and on the Web without having to make major modifications for each channel, geography, or line of business. Deploying changes is just as easy.
- Build composite Web applications from SmartBPM and other sources without recreating user interfaces, incorporating SmartBPM® flows, work, rules, and forms into new or existing applications. IAC’s easy-to-use model-driven UI hides the complexities of communicating with many different applications and services and allows users to accomplish tasks across the legacy and service-based landscape.
- Maintain enterprise security, performance, and privacy infrastructure without additional coding or hardware. IAC manages access and privileges for external users without affecting internal security and setup. IAC supports proxies and load balancers to automatically route and control transactions from external users in a multi-zone Web architecture.

Prerequisites

Internet Application Composer requires SmartBPM® version 5.4 or higher as well as appropriate web infrastructure to handle anticipated external message traffic and security requirements.

For more information, please contact your Pegasystems representative, visit us on the Web at www.pega.com, or email us at info@pega.com. © Copyright 2010 Pegasystems. All rights reserved.