# KAAZING ENTERPRISE GATEWAY

PAVING THE WAY FOR TOMORROW'S SOCIAL MEDIA

**Social experience design is about the interaction between people rather than the interface between the human and the computer** [1]**.** As the creator of a social site, your success depends on the interactions you can foster within your community and the patterns of communication you create. While you may be able to control one person's experience with a system, you cannot predict or control how people will choose to interact with each other—you can only pave their way and nurture social patterns.

Social media sites thrive on real-time interaction and a compelling social experience. But the protocols on which the Web was built don't support these patterns of interaction. The Web was built for one-way, client-initiated browsing of documents, not two-way, high-speed conversations. As a result, social media sites rely on hacks and trickery to connect their communities, paying too much for infrastructure and facing spiraling operating costs.

Now there's Kaazing, and the Kaazing Enterprise Gateway. Kaazing makes it possible to deploy fast, reliable social media experience directly to the browser without the overhead, delays, and operational headaches that traditionally plague such deployments.

By rethinking how we build tomorrow's Web applications, Kaazing is paving the way for the next major iteration of the Internet. From the outset of HTML 5, Kaazing has been spearheading the development of real-time applications, resulting in a powerful framework for creating the kinds of community experience that retain visitors and engage users.

[1] Christian Crumlish, co-author of Designing Social Interfaces, at Idea2009

## INTRODUCTION

With widespread consumer adoption of web technologies, social media platforms have exploded. Their traffic patterns are daunting: hundreds of thousands of concurrent users drive huge traffic spikes, particularly when a community finds an issue it cares about. Social patterns online mimic those in the real world: a few popular users generate a huge amount of traffic, while many passive users consume that traffic. As such, social sites must contend with many small interactions alongside a few huge broadcasters.

The things users want to do with their social networks are changing, too. Chat creates the need for real-time, two-way interactions. Rich media means larger messages. And new advertising approaches such as third-party video and dynamic promotions make page performance more critical than ever.

According to Luke Wroblewski, Director of "Product Ideation & Design" at Yahoo, real relationships drive content creation and user engagement. If you're building and running a social media site, you're struggling to deal with these changes while trying to conserve cash. **To thrive, you must deliver a flawless set of social patterns; but to survive, you need to minimize the money you spend.**

Solving this dilemma requires a new approach to building live, real-time, and massively scalable Web applications. This is what Kaazing offer.

Our core technology provides direct, two-way, high-performance connectivity between browsers and back-end servers. It supports reliable one-to-one messaging (for chat) alongside massively scalable one-to-many broadcast message delivery (for status updates.) Using the latest innovations in HTML 5, it does this with vastly fewer computing resources than homegrown alternatives. And it's backwards-compatible, able to work with older browsers and clients automatically.

## KAAZING ENTERPRISE GATEWAY

Our flagship product, the Kaazing Enterprise Gateway (KEG), is a platform for building real-time RIAs quickly and cost-effectively. At its core is Kaazing's patent-pending Websocket Acceleration technology, which connects hundreds of thousands of concurrent users directly to real-time data flowing across message busses and other back-end servers.

Websocket Acceleration eliminates the overhead and latency inherent in HTTP by extending the use of any TCP-based messaging format to any browser, delivering ultra high performance and bi-directional communication over the Web. Rather than translating between in-house, high-volume applications and Web front-ends, KEG connects with clients directly, without browser plug-ins. It doesn't rely on costly "long-polling" techniques that eat up server resources. And it works with a wide variety of client-side technologies, including JavaScript, Adobe Flash, Microsoft Silverlight, Java, and JavaFX.

KEG implements the HTML 5 communication standard, which many analysts and industry experts believe will be the foundation of future Web development—but KEG also ensures that older, pre-HTML 5 browsers can still benefit from the same HTML 5 communication features and work with real-time messaging protocols without additional software.

## PRODUCT FEATURES AND BENEFITS

Using KEG, you can build and deploy interactive site features faster, rolling them out to a broader audience for less money. Applications are more responsive and engaging, providing the social patterns and end user loyalty that social media sites require.

Consider just some of the benefits:

| Choice | Integration | Performance |
|---|---|---|
| Ships with development libraries for HTML/JavaScript, Java, Adobe Flex/Flash, and also Microsoft Silverlight—providing you with your choice of Rich Internet Application (RIA) development platforms. KEG supports all major browsers, such as IE5.5+, Firefox 1.5+, Opera 9.5+, Safari 3.0+, and Chrome 1.0+. | Provides easy integration with many popular messaging services such as IRC, Chat, and more. It can also be extended to support any number of TCP-based standard and custom message formats. | Offers a high-performance Web architecture that streams more data with less latency, delivering a much more satisfying experience to community members. |
| **Scalability** | **Reliability** | **Standards compliance** |
| Delivers more than 10 times the capacity of other approaches, serving hundreds of thousands of end-users simultaneously while reducing capital outlay and operational expenses and also preparing your organization for rapid adoption and traffic spikes. In cloud computing or virtualized environments, this also means fewer virtual machines and lower monthly bills. | Offers reliable one-to-one delivery of message patterns such as chat, alongside one-to-millions message distribution for status update patterns. Because it relies on standard HTTP protocols, messages can traverse any network, tunneling automatically through proxy servers and firewalls to reach every user without support headaches or hidden problems. | Kaazing has been an early proponent of HTML 5 and has been directly involved in the HTML 5 specification, ensuring our clients have access to the latest technology today. |

## ABOUT KAAZING

Kaazing lets you build, deploy, and manage real-time Web applications that can handle very large numbers of users and very high message volumes, using standard browsers and protocols, without changing the way you build and integrate software. We are paving the road for the next iteration of the Web – one in which millions of people and devices communicate with one another instantly and efficiently in real-time.

Our technology connects in-house messaging protocols directly to browser-based Rich Internet Applications, offering previously unattainable levels of performance and reliability that keep social media users engaged and connected.

At Kaazing, we believe that this approach will become the standard way that all real-time Rich Internet Applications will be expected to be delivered.

To learn more, visit us at www.kaazing.com or contact sales@kaazing.com.