The PHP Company

PHP and Mobile First

Mike Pavlak
Solutions Consultant
mike.p@zend.com

Agenda

- Zend Server 6

- What's up with Mobile

- Challenges

- Opportunities & PHP

- What is Mobile First

What's New with Zend Server

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What's new with Zend Server

Zend Server for IBM i

Configuration & Deployment

App Deployment & Rollback

Rolling Deployment & Upgrades

Config Change Detection/Backup
Config Audit Trail

Monitoring & Root Cause Analysis

Metrics & Trends Dashboards

Production Code Tracing

User role Separation

App-specific Monitoring Rules

Application Performance

Multi-level Caching

Job Queue

Shared Memory Toolkit Connection

Enterprise Integration

Deployment Automation APIs

Monitoring Integration APIs

LDAP-based Access Control

Native DB2 Connector

Open Source PHP-RPG Toolkit

Vertical Scaling Within LPARs

Mobile APIs & Zend Framework

Development Tools & PHP Runtime

Support & Security Fixes

IBM Relationship History

- Zend is an IBM strategic business partner

- IBM selected Zend to bring PHP to IBM i in 2005

- Beta, then Core, then Platform now Server

- Thousands of downloads from Zend.com

- Zend Server part of IBM i6.1 & i7.1 (distribution media)

- Products are always available at Zend.com
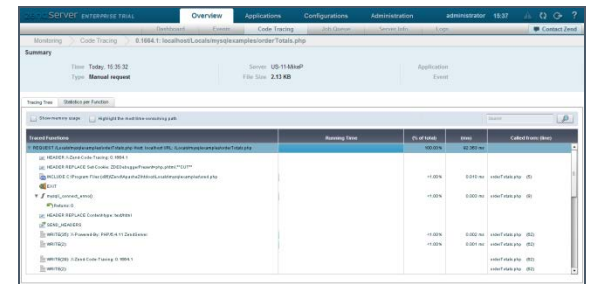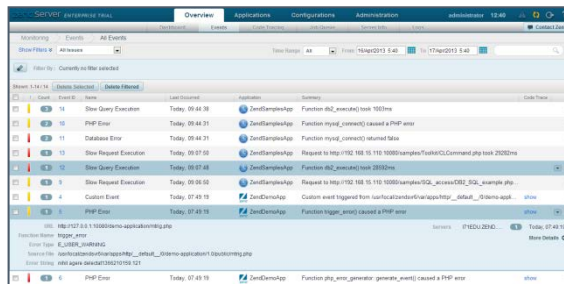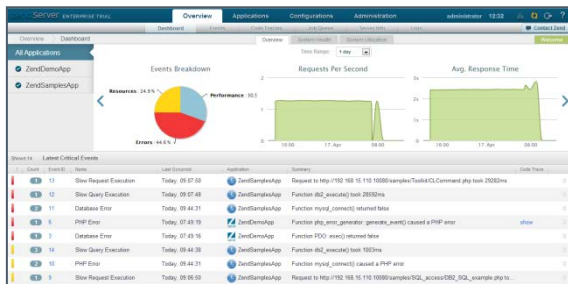

zend Server *Mobile and Web Application Platform*

IBM Relationship FAQ's

- **What do we get?**

  - Zend Server Basic (Formerly Community Edition)

  - Zend Studio (Licensed for IBM only!)

  - 1 year web support and updates (email/web 72 hour response)

  - Phone support & improved SLA available from Zend at a charge

- **What happens after 1 year?**

  - Products will still run as perpetual license

  - No updates to studio, server at Zend discretion

  - Forum support only

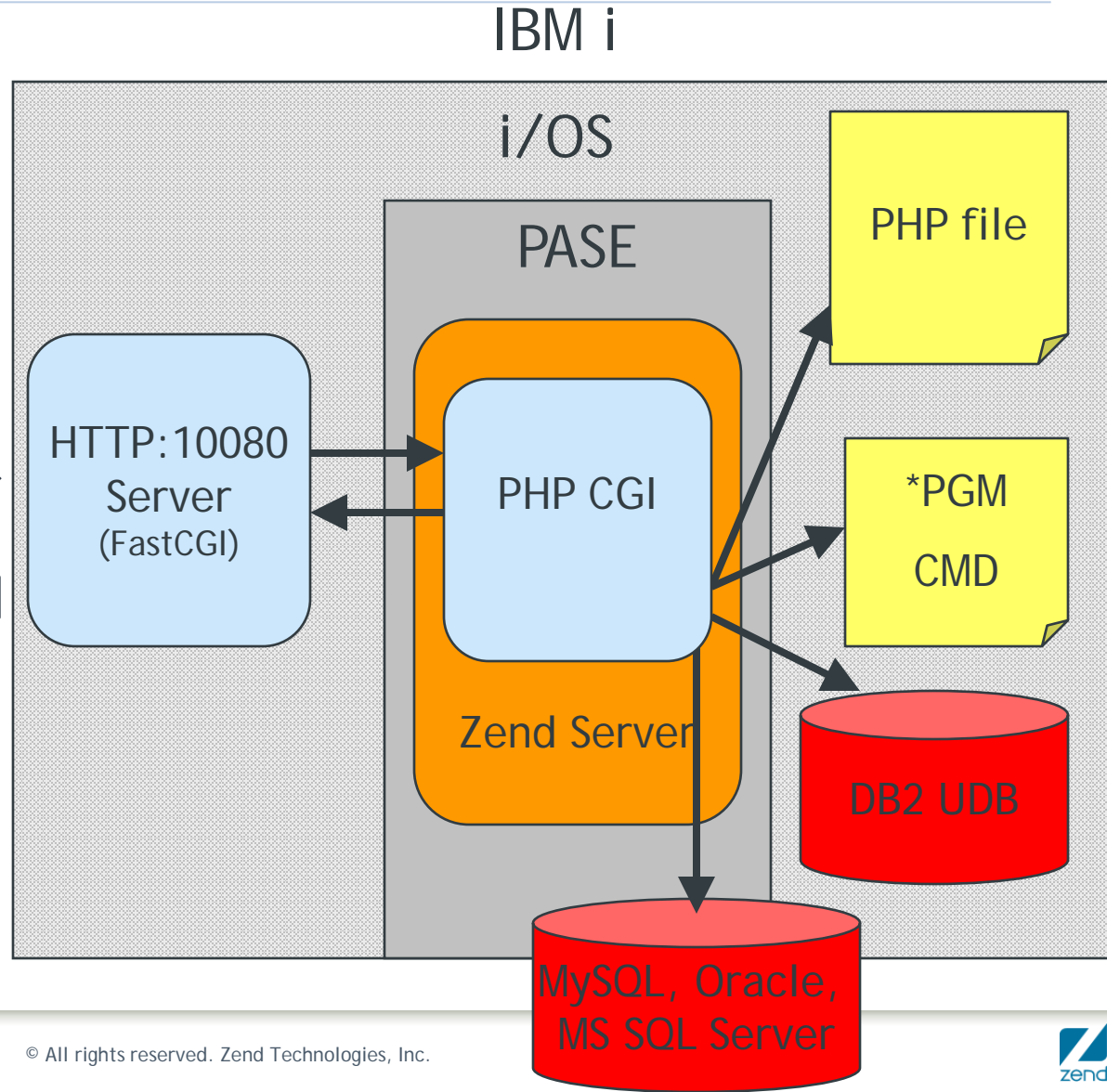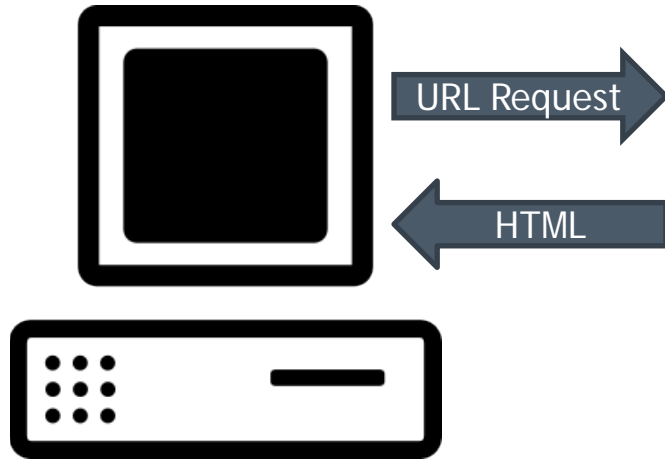 - Support available for purchase from Zend

What Is Zend Server?

- **Production quality PHP stack**

  ‣ PHP, ZF2, DB connectivity, debugging extensions, and much more

- **Three Editions with Zend Server 6**

  ‣ Basic Edition – Included with IBM SWMA,

  ‣ Enjoy Professional & Enterprise features for 7 days, upgrade to 28

- **Application monitoring and diagnostics (integrated with Zend Studio)**

- **Multi-level performance enhancement capabilities**

- **Easy and quick installation w/Software updates and security hot fixes**

Zend Server Under the Covers

ILE Apache:10080

- Default configuration FastCGI

IBM i

i/OS

PASE

URL Request

HTML

HTTP:10080 Server (FastCGI)

PHP CGI

Zend Server

PHP file

*PGM
CMD

DB2 UDB

MySQL, Oracle, MS SQL Server

Zend Server 5.x Users

- Must install Zend Server 6 side by side with 5.x

- Uses new directories

    ▸ Copy your scripts to new directories, or

    ▸ Use paths in /usr/local and change include path

- Uses different port 10080 rather than 10088

- Once successfully on Zend Server 6

    ▸ Remove Zend Server 5.6 – DLTLICPGM (GO LICPGM, Option 12)

Zend Server 6.1 – New features

- **Cloud connected Mobile Deployment**

- **Zend Framework 2, Zend Server Gateway**

- **PHP 5.4, PHP 5.3 still supported, Goodbye PHP 5.2!**

- **Side by side Migration of Zend Server 5.6 and 6.0**

- **Improved User Interface, role based access**

- **Global monitoring rules and/or by application**

- **Shared Memory Toolkit option improves speed 30%+**

- **Library Deployment feature**

- **Mobile resource awareness**

PHP in the Enterprise

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Opportunities & PHP

Top 10 Internet Sites by WW traffic

1. Google.com

2. Facebook.com

3. Youtube.com

4. Yahoo.com
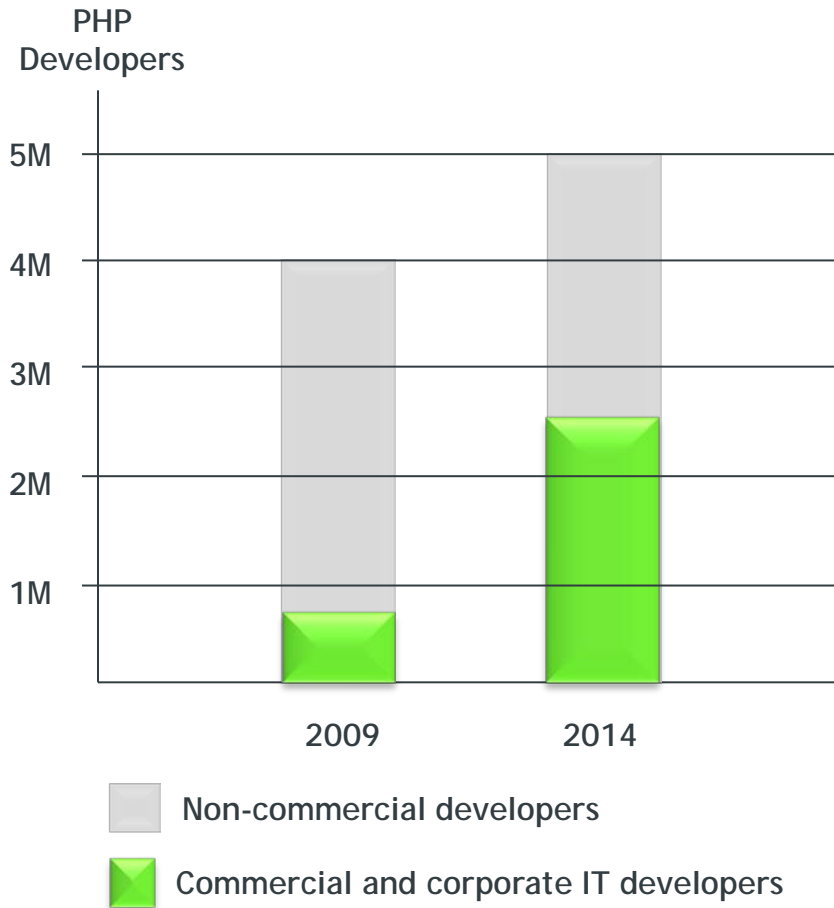
5. Baidu.com

6. Wikipedia.com

7. qq.com

8. LinkedIn

9. Live.com

10. Twitter.co

6 more in next 10

Nov 2013

Alexa
The Web Information Company

Enterprise PHP Adoption is Growing Rapidly

PHP Developers

Chart showing PHP Developers for 2009 and 2014:
- 2009: Commercial and corporate IT developers (green) ~0.8M, Non-commercial developers (gray) up to 4M
- 2014: Commercial and corporate IT developers (green) ~2.5M, Non-commercial developers (gray) up to 5M

Y-axis: 1M, 2M, 3M, 4M, 5M

Legend:
- Non-commercial developers (gray)
- Commercial and corporate IT developers (green)

Gartner

"Commercial and corporate IT developers will account for more than 2 million PHP community members—growing from 20% to 50% of the worldwide PHP developer population."

Gartner Research Note: "PHP: Past, Present and Future", Dec. 2nd, 2009

Enterprise Proof Points

IBM i Customer!

corvette america | GE | TIME WARNER CABLE | Bell Helicopter A Textron Company | HARRISDATA Celebrating 40 Years

BNP PARIBAS | Disney | STARBUCKS COFFEE | frontier Communications | Deutsche Telekom

PRADA | VeriSign | Nestlé | Kodak | ADP

FIAT | SAMSUNG | BEST BUY | AMGEN | DHL

orange france telecom | CISCO | SIEMENS | FOX INTERACTIVE MEDIA | NYSE Euronext

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Mobile

"Mobile 0.5" – First-Gen Mobile Apps

CLIENT

HTML

- "Dumbed-down" web interface
- Limited, "as is" desktop to mobile device

- UI = server based
- No APIs

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Today's Mobile Apps

CLIENT

BACK-END SYSTEMS

APIs

Enterprise systems and data sources

- Native apps
- Too many devices to support

- Server-side APIs "hacked" into existing systems

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The Future – Cloud-Connected Mobile Apps

BACK-END SYSTEMS

MOBILE CLIENTS

APIs

Cloud Services Architecture

Web-driven native experience

- Provide services to clients
- Composite architecture
- Elastic scaling

SOCIAL AND SAAS
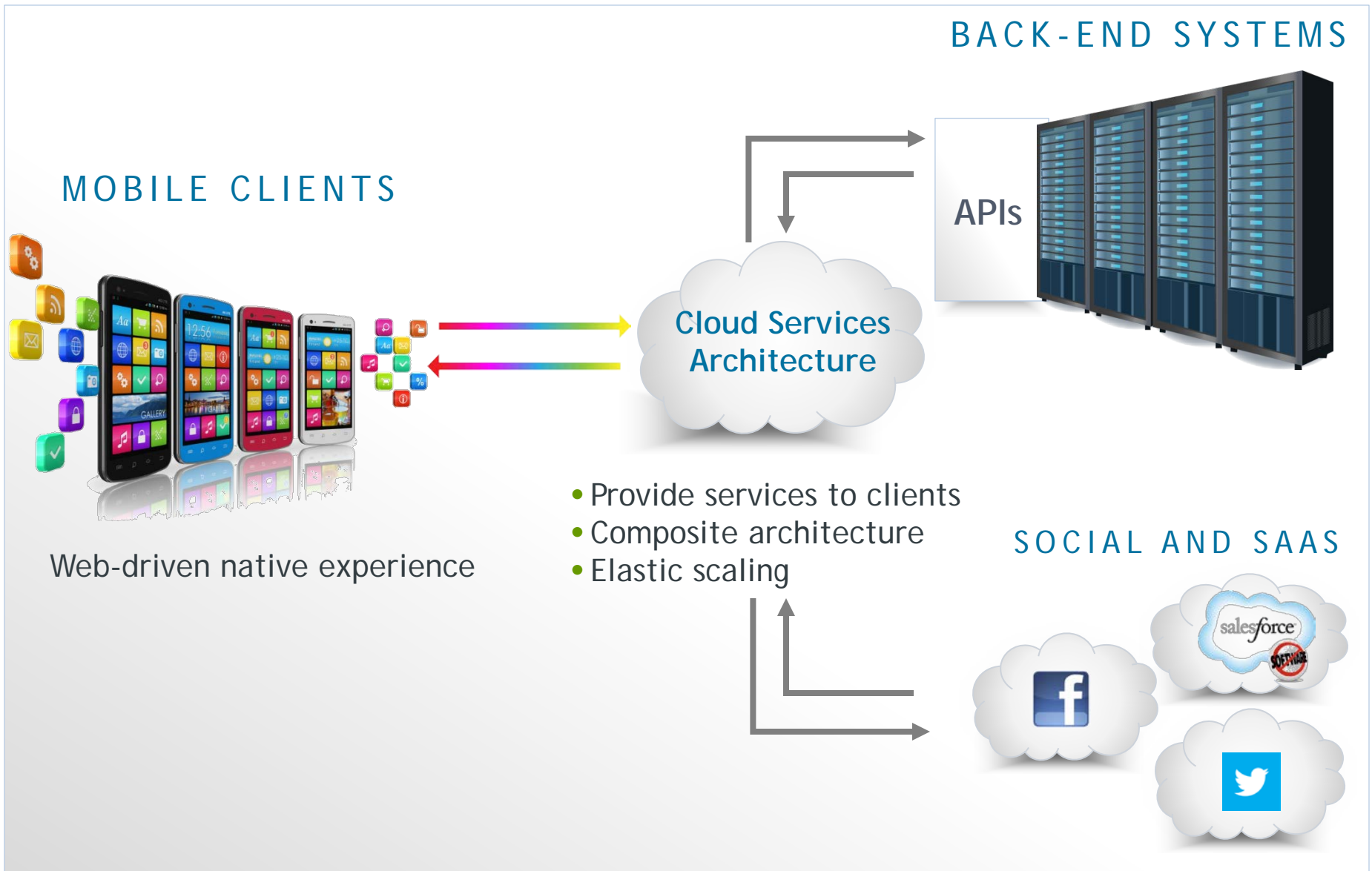
What's New with Zend Server

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Challenges with Mobile

Port or rewrite

- Remember screen scraping

- We tried this...didn't go so well

- Green bar to Green screen

  ▸ Line printer to subfile, sort of

  ▸ But you did not recycle O-Spec's, did you?

Most Common Mobile Development Trap

- PORTING**!**

RW10 Guest Author/blogger Darrel Benatar

- **Two Traps when porting**

  - ▸ Nothing changes

  - ▸ Trying to recreate the desktop experience

- **Primary message of blog article**

  - ▸ RETHINK, Don't Port!

  - ▸ http://readwrite.com/2013/05/08/the-most-common-mobile-trap-porting-to-mobile

Darrell's 5 tips to avoid the "Mobile Trap"

- **Understand the problem the User has**

  ▸ Don't just follow the "I want this in the Smartphone" request

- **Design for the mainstream 80% of mobile users**

  ▸ Make sure the boss is in the 80%, it's a game of percentages now

- **Decide which user problems to tackle first, dump the rest**

  ▸ Use this blog as part of the rationalization and reasonability.

- **Functionality is key**

  ▸ Make it work, then make it pretty (How do you eat an elePHPant?

- **Test for engagement, not just usability**

  ▸ Mobile solutions are better when user "wants" to use it!

PHP in the Enterprise

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What is **Mobile First?**

Evolution of a User Interface

- **Generation 1: Printed Reports**

    ▸ Fixed UI

- **Generation 2: 5250 Displays**

    ▸ Fixed UI but now a little more dynamic

- **Generation 3: Client Server**

    ▸ Who knows where the UI is?

- **Generation 4: Browsers**

    ▸ Most powerful UI 256 million colors

- **Generation 5: Mobile**

    ▸ UI changing beneath the desktop

    - Get used to it!!!
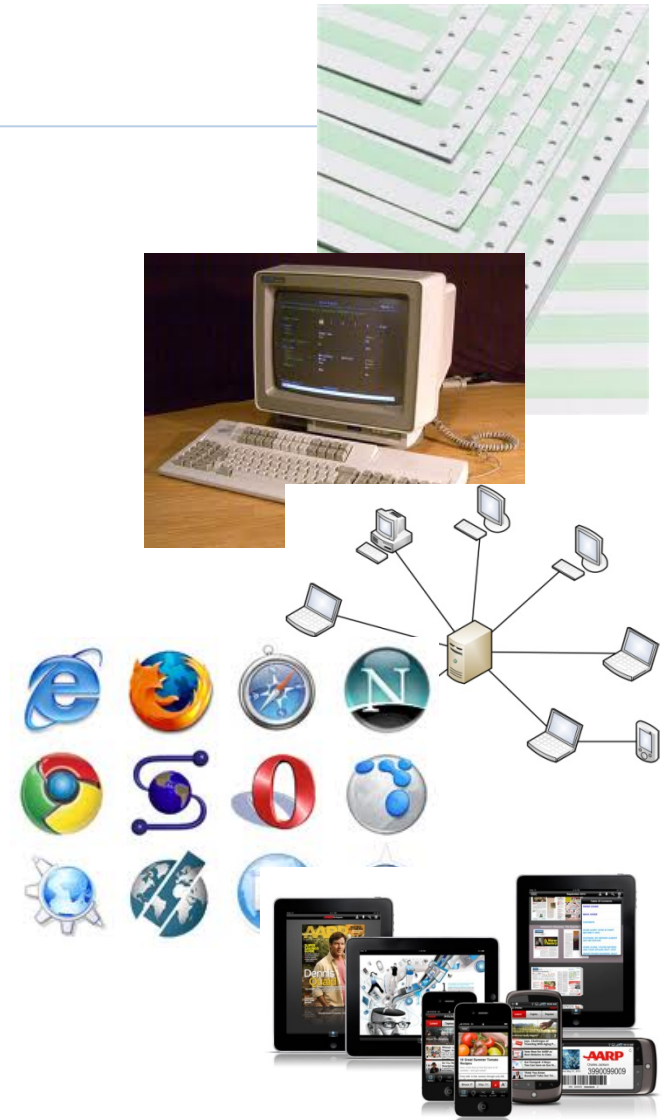
Cloud Connected Mobile in Server and Studio for IBM i

- Build & package entire application in Zend Studio 10

- Deploy to Zend Server 6 for IBM i

- Build client side for...

  ▸ Web

  ▸ Native i/OS*

  ▸ Android

  ▸ Windows Mobile

*requires Mac OS
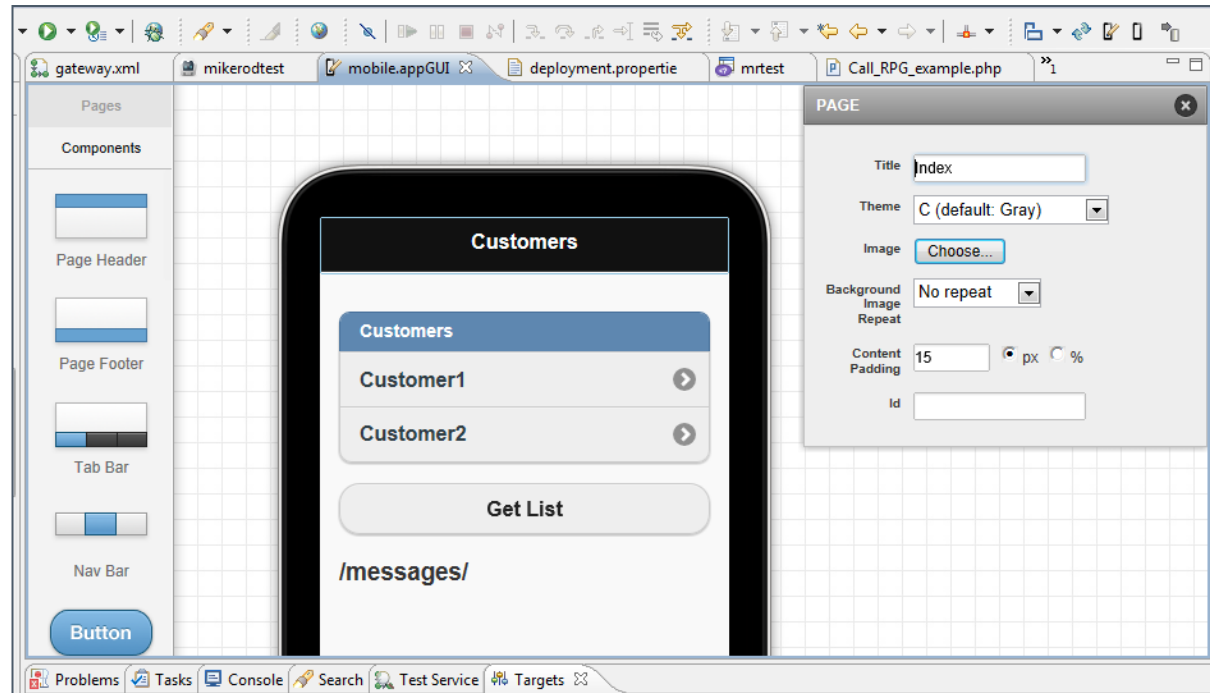
"Mobile First" Approach
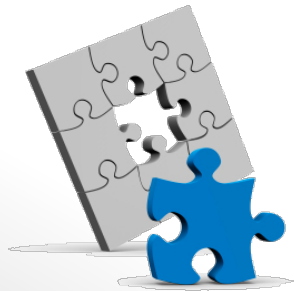
Context is All

Touch vs. QWERTY

Users:
Part of Your Design Team

Pervasive Reach

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Find an app

Tutorialzine (Martin Angelov from Bulgaria)

- Lists categories

- Lists products once category selected

What did mike do?

- Downloaded the code

- Copied to IFS (FileZilla)

Name	Date modified	Type
assets	3/12/2013 11:42 AM	File folde
includes	3/12/2013 11:42 AM	File folde
index.php	3/12/2013 11:42 AM	PHP File
tables.sql	3/12/2013 1:32 PM	SQL File
tablesDB2.sql	3/13/2013 6:24 AM	SQL File

MySQL

- Ran SQL script

- Change to add database

```
|--
-- Create database
--

create database jqmMobile;
use jqmMobile;

--
-- Table structure for table `jqm_categories`
--
```

Test application

- In browser
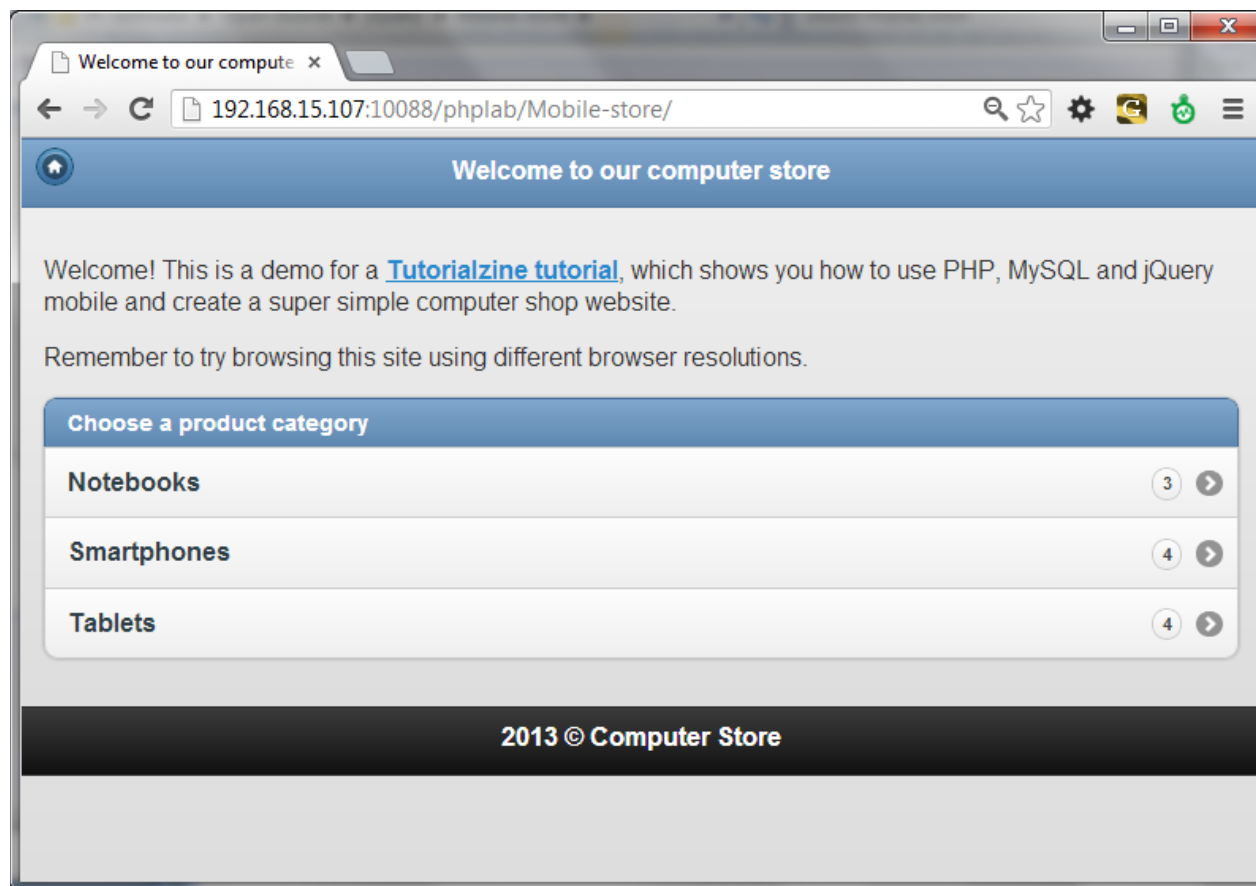
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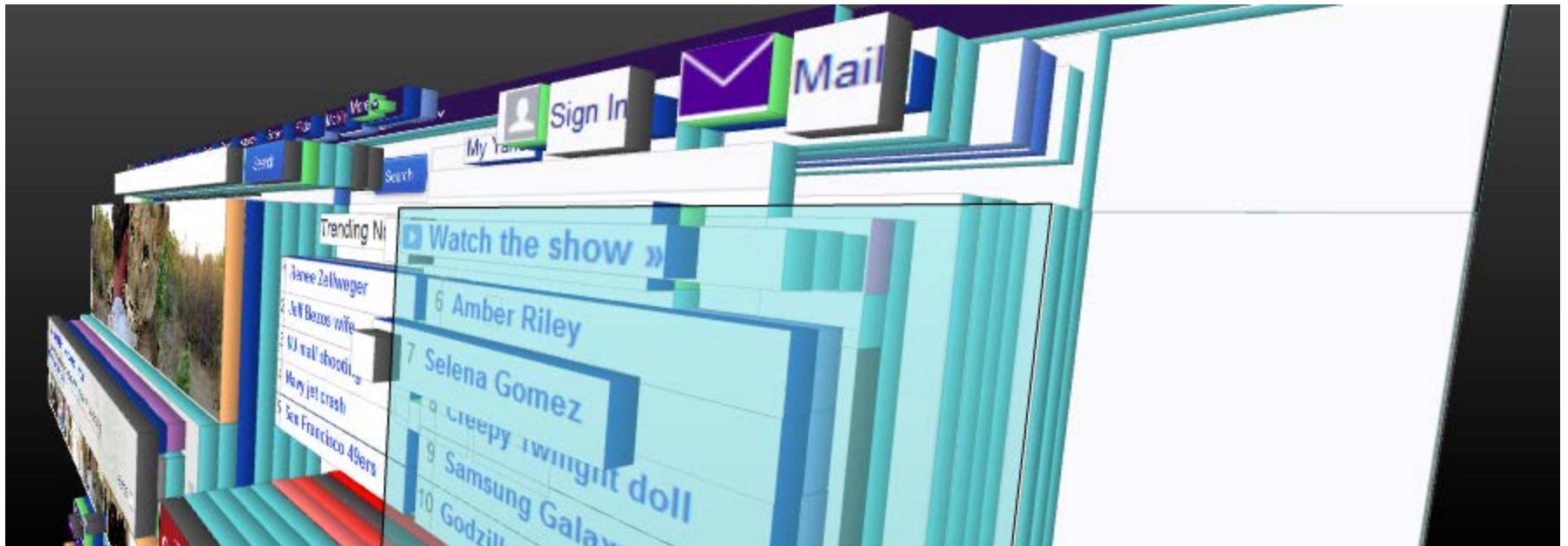www.zend.com

Explore some code then the future?

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Where are we going?

Firefox

- Inspect Element

- Check out the cube

- Rotate the page

What are you doing?

- Pick an application and say...

MOBILE FIRST!

Resources

- Recorded Webinars

  ▸ http://www.zend.com/en/resources/webinars/IBM i-os

- Zend Server for IBM i main page, link to downloads

  ▸ http://www.zend.com/en/products/server/zend-server-ibm-i

- Zend Server manual:

  ▸ PDF: http://www.zend.com/topics/Zend-Server-5-for-IBMi-Reference-Manual.pdf

  ▸ Online: http://files.zend.com/help/Zend-Server-5/zend-server.htm#installation_guide.htm

Q&A

www.zend.com

mike.p@zend.com

Please fill out your Session Evaluation!