PHP and Mobile First

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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
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

![Diagram](image)

- URL Request
- HTML

**IBM i**
- i/OS
- PASE
- 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 - DTLPLICPGM (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.com

6 more in next 10
Enterprise PHP Adoption is Growing Rapidly

“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.”

Enterprise Proof Points

IBM i Customer!
PHP in the Enterprise

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Mobile
“Mobile 0.5” - First-Gen Mobile Apps

CLIENT

• “Dumbed-down” web interface
• Limited, “as is” desktop to mobile device

HTML

• UI = server based
• No APIs
Today’s Mobile Apps

**CLIENT**

- Native apps
- Too many devices to support

**BACK-END SYSTEMS**

- Server-side APIs “hacked” into existing systems

Enterprise systems and data sources
The Future - Cloud-Connected Mobile Apps

**Back-End Systems**
- Provide services to clients
- Composite architecture
- Elastic scaling

**Mobile Clients**
- Web-driven native experience

**Cloud Services Architecture**

**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!
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!
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
PHP in the Enterprise
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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)
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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Explore some code then the future?
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

• Zend Server manual:
Q&A

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Please fill out your Session Evaluation!