ICEfaces

About net-linx

The net-linx company offers software designed to foster growth while solving the publishing challenges of today, reducing the total cost of ownership (TCO).

The net-linx solutions reduce the complexity of the publishing process. They deliver immediate business value to media publishers by streamlining their production processes, whether its ad sales, ad production or the creation and publishing of editorial content.

With offices in Germany, UK, Canada, Brazil, USA, Malaysia and Australia, net-linx is a global organization that counts more than 300 employees worldwide serving over 180 customers in both the newspaper and the directories (yellow pages) industry.

The Project

On-line ad booking is a strategic initiative for the newspaper industry that is feeling competitive pressure from other on-line advertising sites. Traditional self-serve modules used by newspapers are somewhat crude and unsophisticated. When advertisers book their own ads, they want to do so when it's convenient for them. nxAdCommerce provides a dynamic, interactive, and easy to use mechanism to accept online advertisements any time of day through a conventional website.

net-linx solutions are built on standard Java Enterprise Edition (Java EE). Next generation applications will continue to leverage the Java technology ecosystem and this is one of the fundamental reasons why net-linx chose ICEfaces - continue to build robust Java applications and deliver rich Ajax-based user interfaces.

ICEfaces is used in the next generation nxAdCommerce Self-Serve module. ICEfaces delivers a smooth user experience with no awkward

> " **ICEfaces provides a superior Ajax framework built on JSF that offers richness of components, no JavaScript development and a short learning curve.** "

nXAdCommerce

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refreshing of web pages that can frustrate customers, or worse, drive them away. Instead, the new nxAdCommerce user interface provides a seamless rich user experience that guides customers through a simple step-by-step process that presents appropriate options and suggestions along the way assisting them in creating the most compelling ads. For the publishers, this translates into higher revenue opportunities as advertisers post more ads and subscribe to value add services presented by the system.
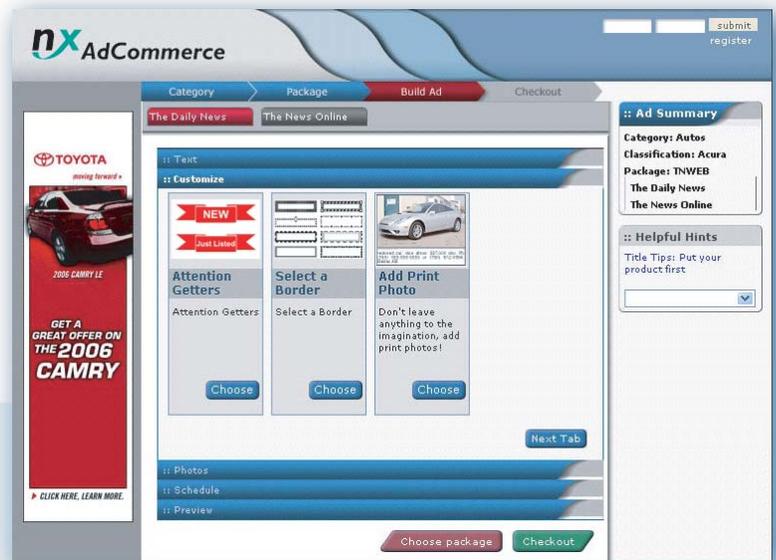
The first beta site for nxAdCommerce with ICEfaces went live in September 2006. net-linx expects to proliferate the distribution of this platform in 2007, projecting a user base of 1000 users by 2008.

net-linx designed their ICEfaces applications using the IntelliJ IDEA IDE and deploy to JBoss Application servers.

Why ICEfaces

"We wanted to provide advertisers with a rich and smooth user experience and decided to use Ajax to achieve this. Rather than develop it all ourselves, we investigated several Ajax solution providers and decided on ICEfaces by ICEsoft. Not only did they offer outstanding technology, they also demonstrated a willingness to understand what our goals were, and to work with us to create a better solution", says Kenedy Araujo, R&D Manager for net-linx Brazil.

"Our biggest challenge was to create a rich internet application integrated with our core Java EE based product. Without the right tools it would have taken much more time and effort. We chose ICEfaces because of its architecture and the technology it uses, and also because it is supported by many respected players in the industry. The costs involved were also a decisive factor."

> **ICEfaces also provides Facelets integration, Ajax Push, cross-browser compatibility and a simple Java development API that leverages the script.aculo.us library.**
>
> **Kenedy Araujo**
> R&D Manager / net-linx Brazil

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