

Escaping Flatland With Google Earth

Three Dimensions to Fight Information Overload



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Checkout API Evangelist

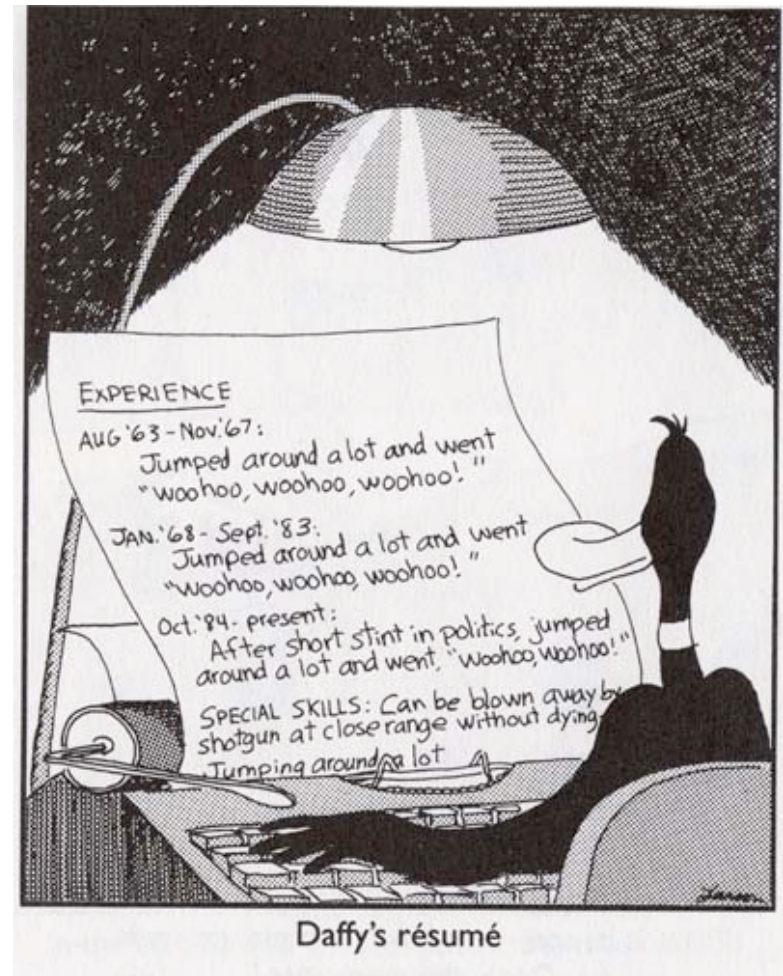
Chris Schalk, Oracle, chris.schalk@oracle.com
Principal Product Manager / JSF and AJAX Evangelist



October 24th 2006

P@ in a slide

- API Evangelist - Google Checkout
- Software plumber
- Family man: married, 3 kids
- Java geek... in scripting rehab: Ruby, JavaScript, PHP, Python
- Open Source: ROME, AdWords (java, C#, ruby)
- Sun: Blogs, Portals, eCommerce
- Netscape/AOL: LDAP, Calendar, App Servers, CMS, MyNetscape (RSS)



Chris' Background info

- Principal Product Manager, Oracle
 - Have worked on J2EE Web development features for Oracle JDeveloper
 - Originally a software developer
- JSF and AJAX Evangelist
 - Meet with Java user groups
 - Present at JSF and AJAX conferences
- Blog - <http://jroller.com/page/cschalk>



Agenda

Escaping Flatland

Google Earth

Client

KML

Demos

Google Checkout

Service

API

Demo: Google Earth-Checkout Mashup



Escaping Flatland

"All the worlds (physical, biological, imaginary, human) that we seek to understand are inevitably and happily multivariate in nature. Not flatlands."

Edward R. Tufte





"It's better to have information adjacent in space than stacked in time."
Edward R. Tufte



Google Earth

Google Earth is a browser

KML is the content

subset viewable on Google Maps and Google Maps for
Mobile

Also an editor

Easy to create and share content

Tim Berners Lee's initial vision for the browser: view AND edit

Sketchup: creating 3D designs, view them in Google Earth



KML

XML grammar for describing geographic features

Points

Lines

Images

Polygons

Like HTML, but Browser is Google Earth or Maps



KML Uses

Placemark

- Icon, label

- HTML description: images, links

- Camera position

Folders to organize features

Image overlays

Styles for feature appearance

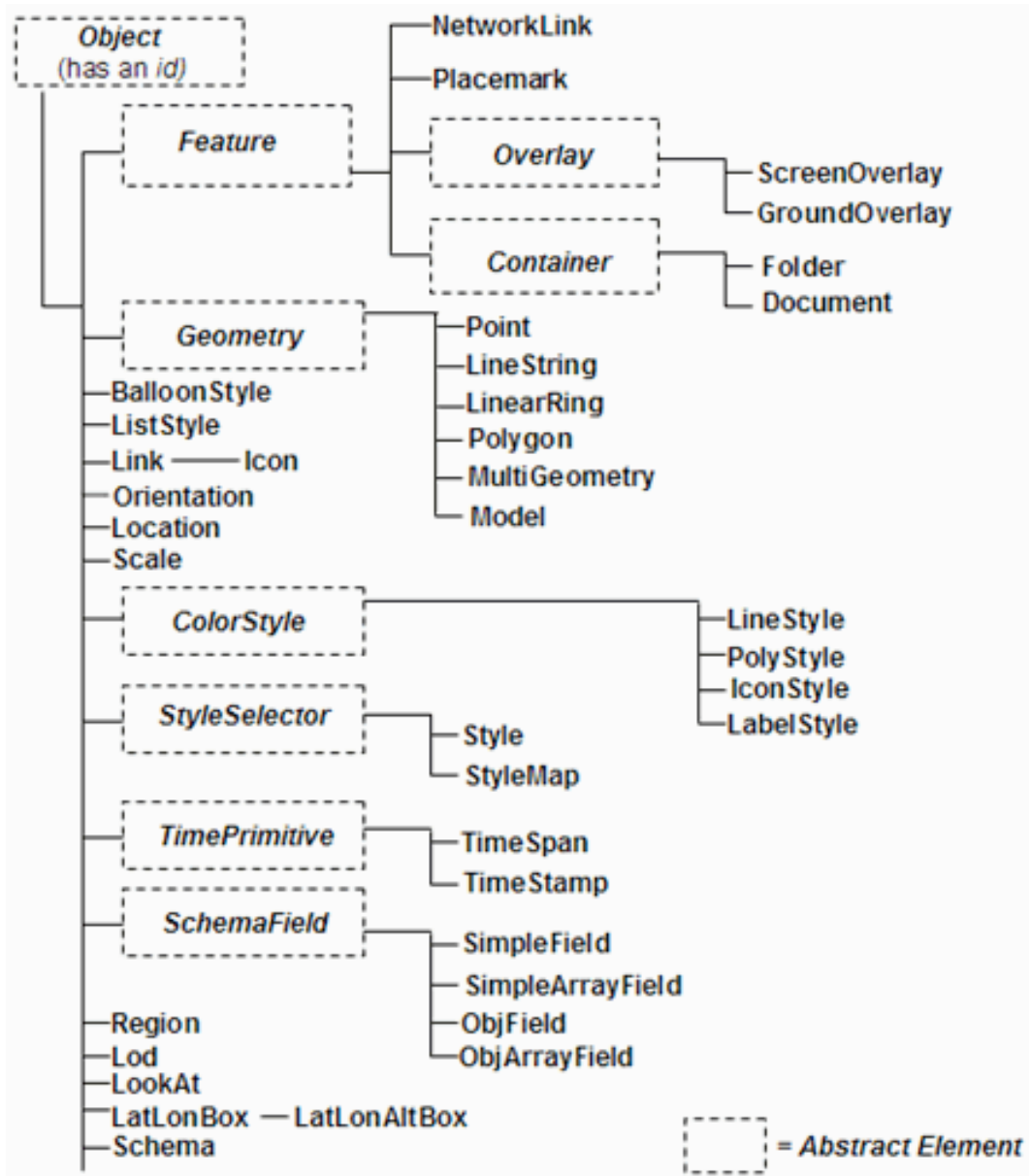
NetworkLinks: Dynamically fetch and update KML files

Fetch KML data based on changes in the 3D viewer

Display COLLADA textured 3Ds



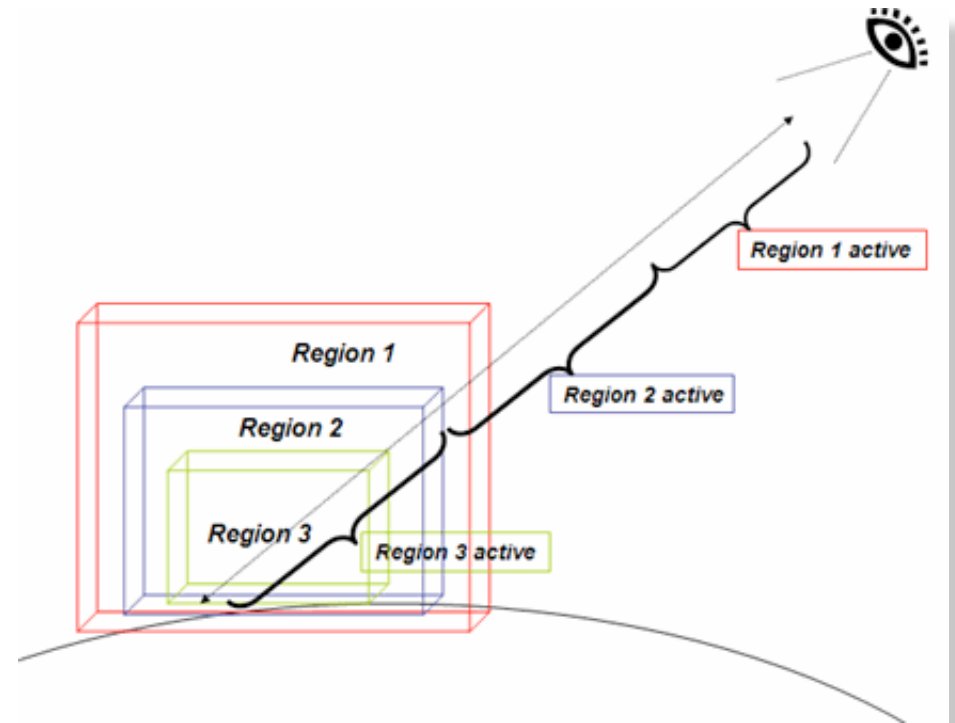
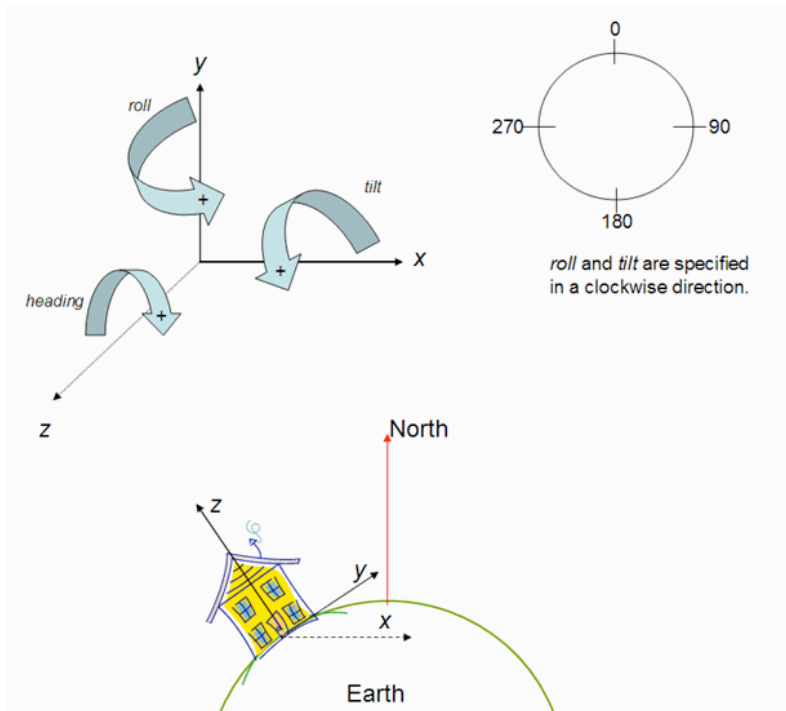
KML Object Hierarchy



New in KML 2.1

Regions

Textured 3D models



Incremental updates
Expiration date/time
Radio-button folders



KML Demos



Google Earth Links

Google Earth Homepage
KML Reference
Sketchup Homepage

<http://earth.google.com/>
<http://earth.google.com/kml/>
<http://sketchup.google.com/>



<http://www.gearthblog.com/>



<http://www.ogleearth.com/>



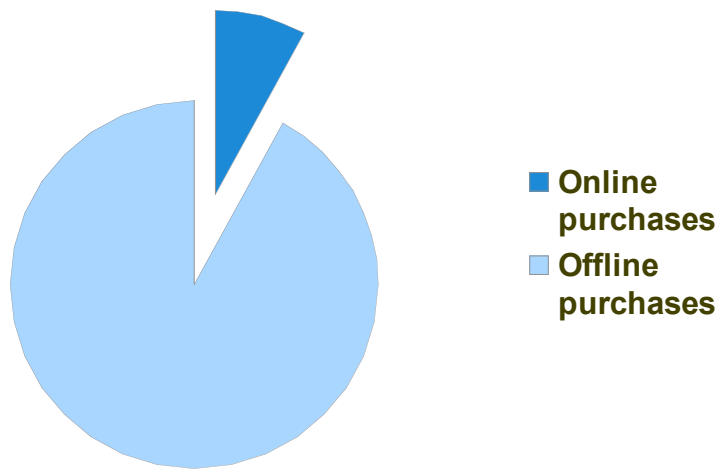


Fast, secure checkout across the Web



Only 8% of all retail purchases are expected to occur online in 2006*

2006 Consumer Purchases by Channel



* 2006 State of Retailing Online, Shop.org/Forrester

Problem: Discovery, Checkout

- Difficult to find trustworthy sellers
- Long, repetitive, checkout processes
- 63% of shopping carts are abandoned after beginning checkout*

* Online Customer Experience Survey, Allurent, February 2006

Opportunity: Search, Convenience

- 37% of online purchases start with search*
- 25% of search queries result in a purchase directly related to the query**
- Fast checkout can improve conversion

* 2005 Online Holiday Mood Study, Shop.org/BizRate Research

** The Role of Search in Consumer Buying, comScore/Google

Introducing Google Checkout



Google Checkout is an alternative checkout process that provides a fast, secure way to buy and sell online.

Shoppers

- Easily identify Checkout merchants on Google with the Checkout badge
- Conveniently make purchases with a single login/password
- Review and manage purchases from various merchants in one central location

Merchants

- Acquire more leads by displaying the Checkout badge
- Convert more sales by offering a streamlined checkout process
- Lower costs with free transaction processing based on your AdWords spend

retailco

(fictitious company used for illustrative purposes)

Search...Find...Buy...



Shoppers use Google to **search** for items to buy.



Search...Find...Buy...



Shoppers look for the Google Checkout badge to find merchants to buy from.

The screenshot shows a Google search results page for the query "black handbags". The search bar at the top contains the text "black handbags" and a "Search" button. Below the search bar, the results are categorized under "Web" and show "Results 1 - 10 of about 18,500,000 for black handbags. (0.24 seconds)".

The results include several sponsored links and organic search results. A prominent feature is a large, semi-transparent box overlaid on the search results, containing the text "Find the Perfect Black Handbag Fabulous & Unusual Styles. Great Customer Service & Free Shipping!" and a Google Checkout badge. This box is positioned over the search results for "Handbags at Coach.com" and "Black Handbags".

Other search results visible include:

- Handbags at Coach.com**: Find New & Stylish Coach Designs... Online Now at the Official Site
- Designer Handbags Online**: All Major Brands. Huge Selection. Free Shipping. Order Now! Zappos.Com
- Black Purses & Handbags from Sophie Bags**: Compare Prices on a Wide Variety of Apparel and Save Money. PriceGrabber.com
- Find the Perfect Black Handbag**: Fabulous & Unusual Styles. Great Customer Service & Free Shipping! www.RetailCo.com
- Women's Handbags**: Spring Sale: Up To 50% Off Select Styles and \$5 Standard Shipping. www.AnnTaylorLoft.com
- Find the Perfect Handbag**: Fabulous & Unusual Styles. Great Customer Service & Free Shipping! www.eBags.com



Search...Find...Buy...



To **buy**, shoppers need only click Google Checkout and enter their username/password.

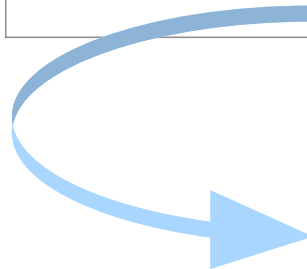
retailco myaccount | shoppingbag | help

Review Your Shopping Bag

Product Description	Price	Qty	Total	Remove
 Kate Landry Fur-Trim Footed Bag	\$29.50	1	\$29.50	

Tax: \$2.43
Subtotal: \$31.93

[« Go back and continue shopping.](#) **Checkout** or **Google Checkout**
Fast checkout through Google

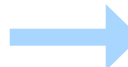


Or sign in
If you already have a **Google Account**

Email:

Password:

[Forgot your password?](#)



retailco Google Checkout

Review and place order

Order Details - RetailCo, Inc., 100 Las Vegas Blvd South, Las Vegas, NV 89109, 800-253-1000

Qty	Item	Price
1	Kate Landry Fur-Trim Footed Bag	\$29.95
	Shipping & handling (CA) Media.Mail (\$1.49)	\$1.49
	Tax (CA)	\$2.47
Total:		\$33.46

Keep my email address confidential
Google will forward all email from Cooking.com to jemes@gmail.com. [Learn more](#)

I want to receive promotional email from retailco.com.

Ship to: **Todd Jackson** - [Change](#)
Google, Inc.
1600 Amphitheatre Pkwy
Mountain View, CA 94043

Pay with: **Visa xxx-1234** - [Change](#)

[« Edit order](#)

Order History



Google Checkout users can easily **manage** all of their purchases in a central location.

Google Checkout Purchase History

Default shipping address
Todd Jackson
Google Inc
1600 Amphitheatre Pkwy
Mountain View, CA 94043
[Edit shipping addresses](#)

Default payment method
Visa xxx-1234
Expires 04/07
Todd Jackson
1600 Amphitheatre Pkwy
Mountain View, CA 94043
[Edit payment methods](#)

[See all sellers I've rated](#)

Orders					1 - 20 of 35 orders	Next »
Order Date	Item	Seller	Status	Amount		
May 30, 2006	Kate Landry Fur-Trim Footed Bag	retailco.com	In progress	\$99.16		
May 18, 2005	Alice in Wonderland Book	Bill's Books	In progress	\$2.45		
Sep 14, 2005	Chocolate Chip cookies	Jane's Cookies	Ready for pickup	\$1.50		
Sep 2, 2005	Michael Jackson	Google Video	Credit card declined	\$27.34		
Sep 2, 2005	Tiger Woods highlights	Google Video	Completed - Rate this seller	\$5.95		
Dec 14, 2004	Tree landscape	Smith Photography	Cancelled Refund - Dec 15, 2003	\$15.34 (\$15.34)		
Dec 14, 2004	Fruit in bowl still life	Smith Photography	Shipped	\$47.50		

1 - 20 of 35 orders [Next »](#)

Product Benefits



① Search

② Find

③ Buy

For Buyers...

Convenience

- Google Checkout badge helps identify merchants to buy from
- One place to track purchases

Speed

- Single log in for easy buying across the web

Confidence

- Credit card number concealment
- Fraud protection
- Email forwarding

For Merchants...

More Leads

- Google Checkout badge helps attract more customers

More Conversions

- Streamlined checkout process increases conversions

Lower Costs

- Free transaction processing for sales up to 10X AdWords spend
- Low 2% + \$0.20 per transaction fee for all other sales
- Fraud protection

AdWords and Google Checkout



AdWords and Google Checkout work together to increase sales and lower costs.

② Get **more traffic** with the Google Checkout badge

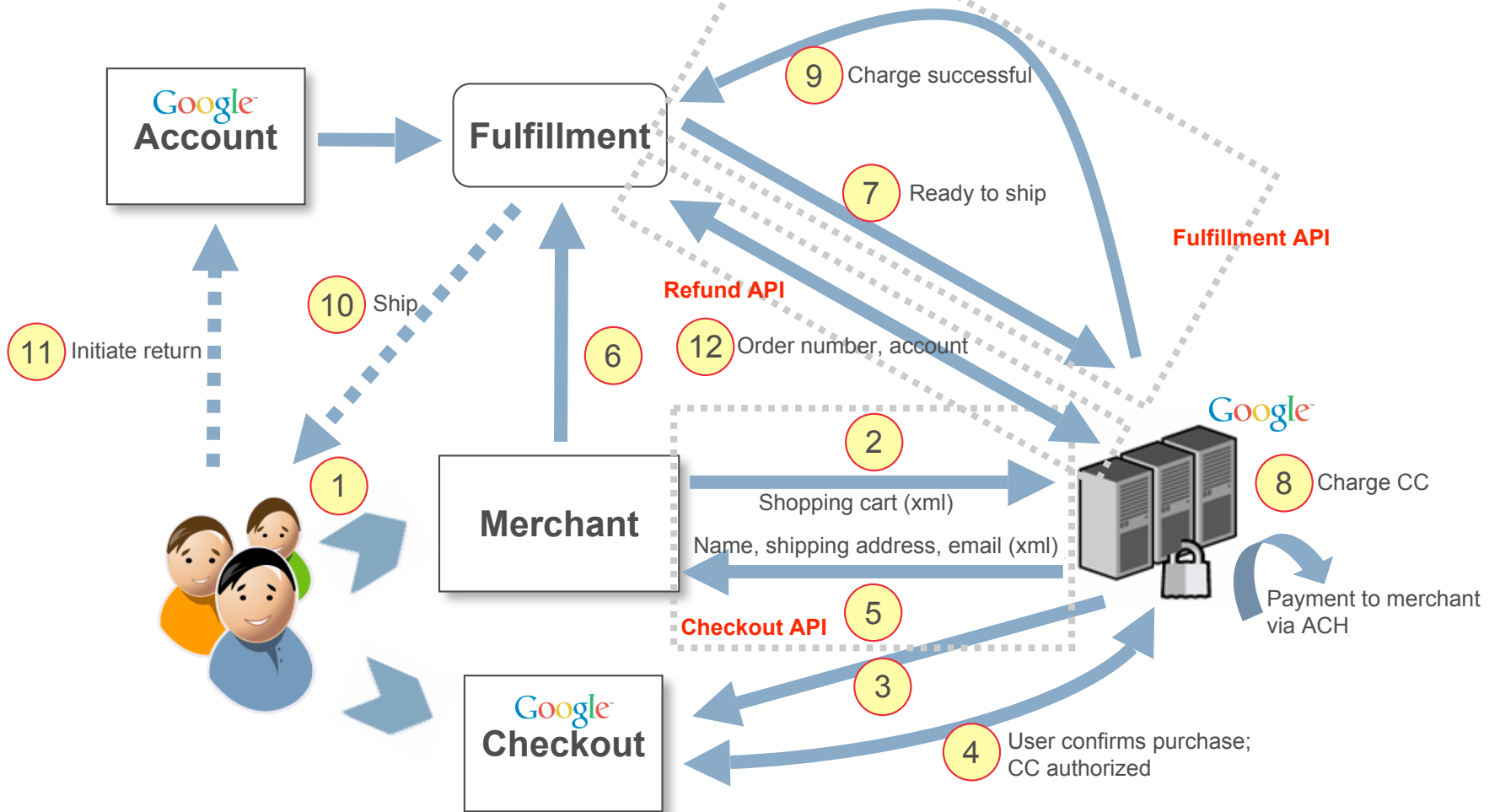
① Promote your business with AdWords



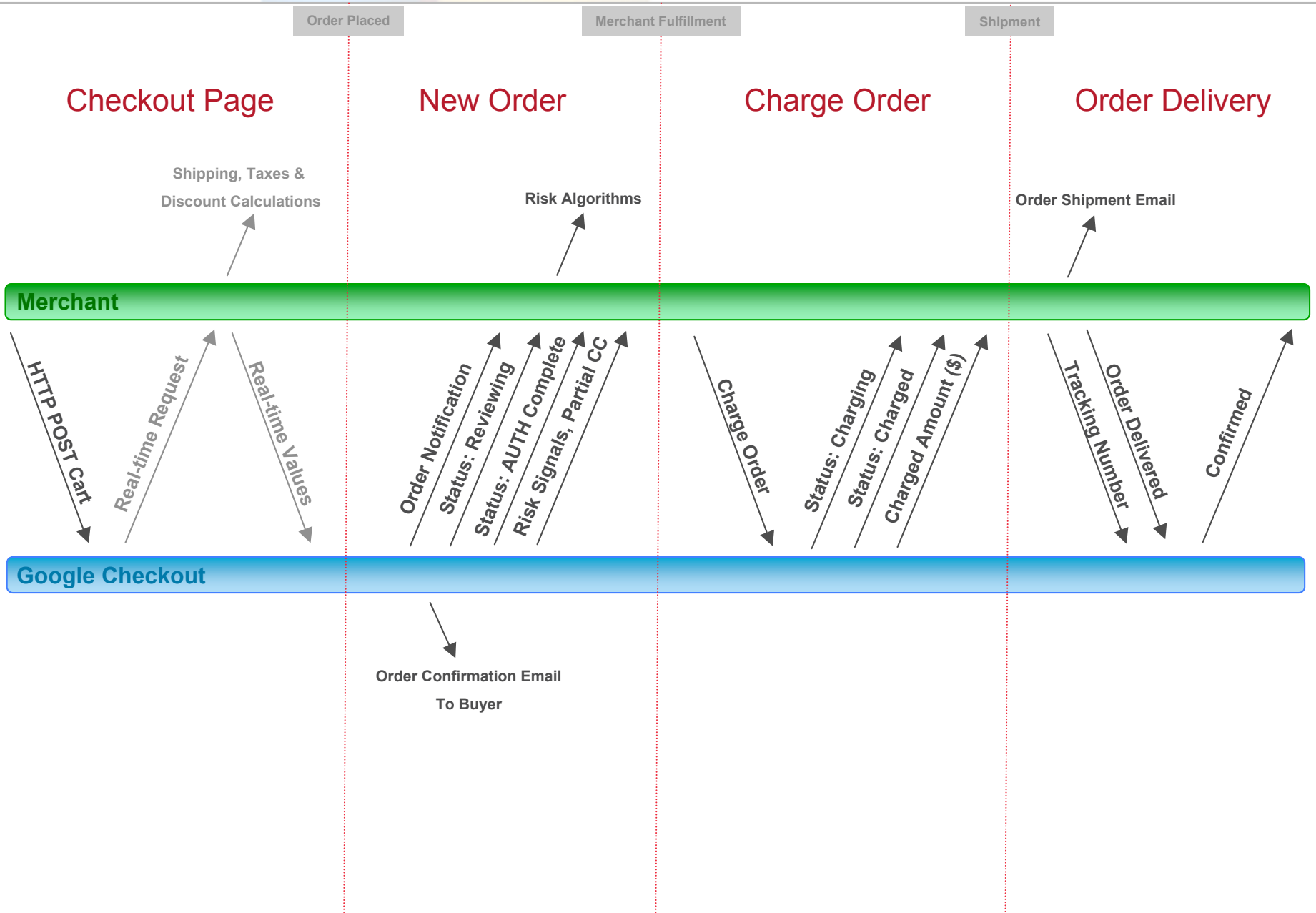
③ Get **higher sales conversions** by offering a streamlined checkout process

④ **Lower your costs** with free transaction processing

Google Checkout Transaction Flow



Order Flows: Typical



Google Checkout Integration Options

- Buy Now buttons
 - e-commerce partners
 - Google Checkout API
 - Systems Integrators specialized in Checkout
- <http://checkout.google.com/seller/developers.html>

For Developers: bonuses for bringing Google Checkout to your merchants

https://services.google.com/inquiry/checkout_ecommerce



Google Checkout API

2 levels of integration

Level 1: post shopping carts (taxes, shipping, coupons)

Level 2: merchant calculations, order management, 2 ways API

REST API

XML over HTTP

XML Schema

Synchronous / Asynchronous (notifications)

HMAC-SHA1 for signature, Basic auth over SSL

Samples and Libraries in many environments

PHP, Java, Windows Classic ASP (COM), .NET

OsCommerce

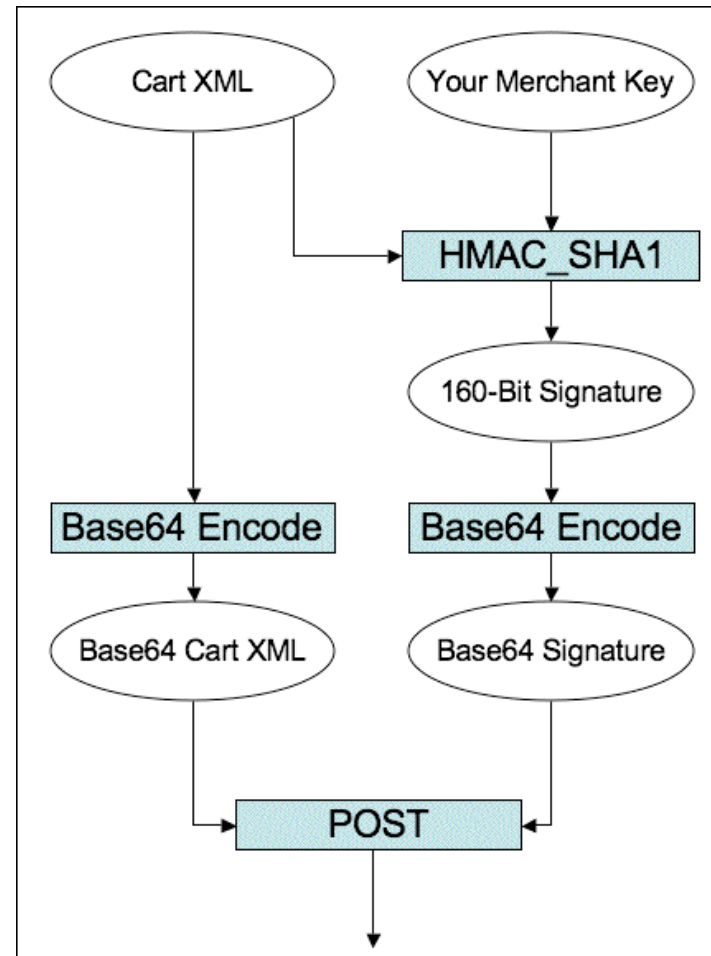


Google Checkout API Level 1

Easy

Static Checkout Buttons

Post Cart XML + Signature



Google Checkout Resources



- Main site: <http://checkout.google.com>
- Google Checkout Video / Demo:
<https://checkout.google.com/seller/demo.html>
- Places to Shop: <http://www.google.com/buy/m.html>
- Developers Center:
<https://checkout.google.com/seller/developers.html>
- Google Checkout API Center:
<http://code.google.com/apis/checkout/>
- Developer's Guide:
<http://code.google.com/apis/checkout/developer/index.html>

Google Earth-Checkout Mashup

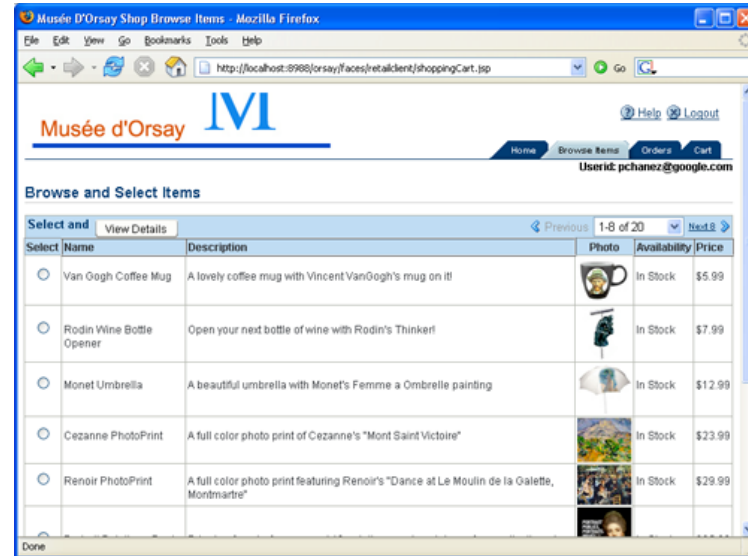
Demo



Integrating Oracle ADF with Google



Signed XML
over HTTPS



JavaServer Faces (ADF Faces)

Oracle ADF

RDBMS

Questions...

Top 3 questions will get a free *JavaServer Faces: The Complete Reference Book!!*

By:

Chris Schalk
Ed Burns

