



The PHP Company

Zend Solutions

Zend and PHP: An Overview

PHP is the language of choice for building dynamic web applications. It is used by more than a third of all websites and has been adopted by corporate IT for running business-critical applications. PHP is simple, scalable and robust. It is supported by a large, vibrant community and embraced by a multitude of vendors who have formed a comprehensive ecosystem around it.

Originally developed in 1995 by Rasmus Lerdorf, PHP was re-written in 1997 by Zeev Suraski and Andi Gutmans. Their efforts to make the language more powerful for e-commerce applications resulted in PHP 3.0, which provided strong extensibility features that made it very easy to write additions and extensions for the language.

In 1999, Suraski and Gutmans founded Zend Technologies, the PHP Company. Zend is the leading provider of products and services for developing, deploying, and managing business-critical PHP applications. Zend products and services support the entire lifecycle of PHP web applications and are deployed by more than 30,000 companies worldwide.

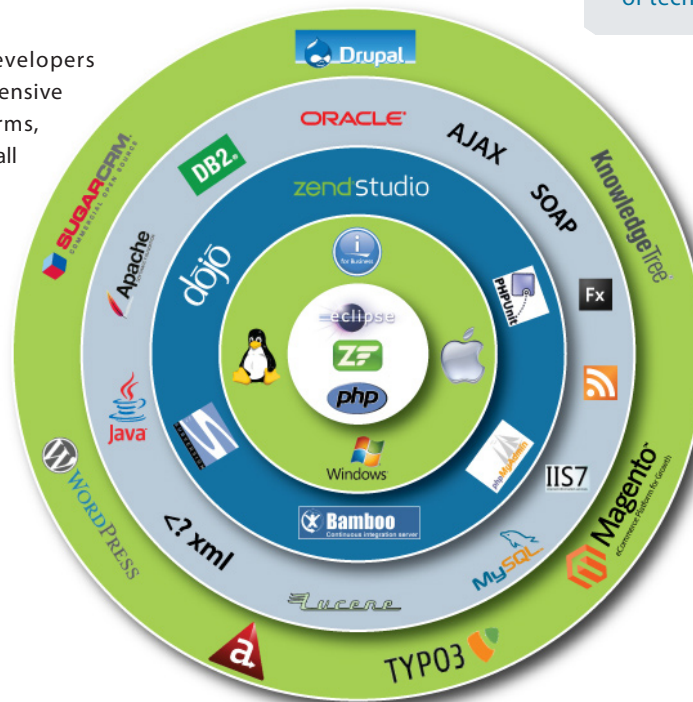
Zend Solution Benefits

- Deliver on application
- performance and availability
- SLA
- Increase PHP development team productivity
- Standardize open-source software processes across the lifecycle
- Secure applications and maintain regulatory compliance
- Build and maintain a high level of technical skills

The PHP Ecosystem

The appeal of PHP to web developers has driven the growth of an extensive ecosystem, consisting of platforms, tools, and applications. PHP runs on all major operating systems, including Microsoft Windows, Linux, Mac OS X and IBM i.

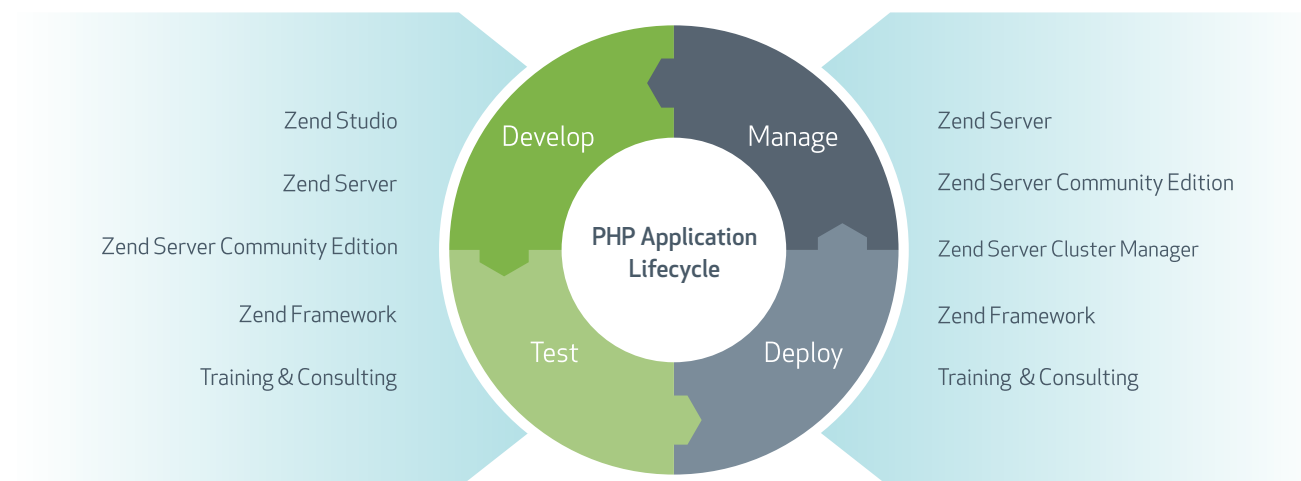
A variety of open source and professional-grade tools support every stage of the application lifecycle. Numerous drivers and connectors are widely available, and a multitude of applications can be readily used for e-commerce, content management, CRM and more.



The PHP ecosystem ensures support for a variety of solutions and enables continuous innovation.

Increasing the Maturity of the PHP Application Lifecycle

From development to production, Zend products help you increase the maturity of your PHP application lifecycle. This process is accomplished through a combination of popular open source projects, enterprise-grade products, and comprehensive service and support.



Develop & Test

Release better code sooner, increase developer productivity

If you're a professional PHP developer or a development manager, you're probably under pressure to write more code, produce fewer defects, and meet delivery deadlines. Zend helps by arming you with professional-grade tools – Zend Studio and Zend Server – as well as support and consulting services that will help you make every project a success.

- Boost development team's productivity
- Standardize your development process
- Increase code quality
- Build and maintain high level technical skills

Zend Studio's powerful code editing capabilities combined with the open source Zend Framework enable PHP teams to jump start development projects and rapidly deliver good quality code.

Zend Studio and Zend Server minimize the number of defects when an application is deployed to production while

still enhancing overall development productivity.

Zend provides comprehensive technical support for its commercial products. Zend also offers a variety of developer certifications, training courses, and design and code audits that enable companies to build and maintain a high level of technical expertise.

Deploy & Manage

Ensure successful application deployments, high availability & enhanced performance

Running a business-critical application in production involves stringent performance, availability, scalability and security requirements. To meet these requirements, you will need a combination of enterprise-ready software products and top services and support. Zend helps thousands of customers successfully run and manage their applications in production.

Zend Server provides a robust runtime environment that is used throughout the application lifecycle to ensure consistency and minimize configuration problems. Zend Server Cluster Manager multiplies the power of Zend Server across a cluster, ensuring high availability and providing centralized management for increased efficiency and scalability.

Through multiple acceleration technologies, Zend Server ensures optimal application performance. Built-in application monitoring alerts to slowdowns or errors in applications and captures the information required for isolation and root cause analysis. Equipped with this information developers can eliminate the need to reproduce issues in the development lab, thereby expediting the support process and enabling quick response to production issues.

- Increase rate of successful application deployments
- Ensure high application performance and availability
- Easily manage and scale multi-server deployments
- Use a reliable and secure PHP stack

Zend Products

Zend Studio

Professional-grade Integrated Development Environment

Zend Studio is the leading IDE for professional PHP developers. Built upon the Eclipse PHP Development Tools project led by Zend, Zend Studio boosts developer productivity and facilitates standardization and team collaboration.

Zend Studio includes:

- Advanced code editing, debugging and profiling
- Zend Framework integration for faster coding
- Zend Server integration for problem detection and diagnosis
- Support for Agile development
- More than 1,000 Eclipse plug-ins

Zend Server

Enterprise-grade Web Application Server

Zend Server is a complete, enterprise-ready Web Application Server for running and managing PHP applications that require a high level of reliability, performance and security.

Zend Server includes:

- Caching and acceleration for optimal application performance
- Job queue for managing asynchronous execution of long-running PHP tasks
- Application monitoring for problem detection
- Code tracing for rapid root cause analysis
- Native stack installers and a Web administrator console
- Up to 24x7x365 technical support
- Software updates and security hot fixes

Zend Server Community Edition

Free, high-performance, reliable PHP stack

Zend Server Community Edition is a fast and reliable PHP application stack. It is free and you can use it for development, testing and production.

Zend Server Community Edition includes:

- Basic caching and acceleration
- Native stack installers and a Web administrator console
- Support via the Zend support forums

Zend Framework

Open Source Web Application Framework

Zend Framework has become the de-facto standard framework for developing large-scale PHP applications. It incorporates simplicity, object-oriented best practices, corporate friendly BSD licensing, and a rigorously tested agile codebase.

Zend Framework highlights:

- Business-friendly new BSD license
- Supports Cloud application services
- Based on Model-View-Controller (MVC) architecture
- Community-based, led by Zend team
- Contributions from Google, Microsoft and others

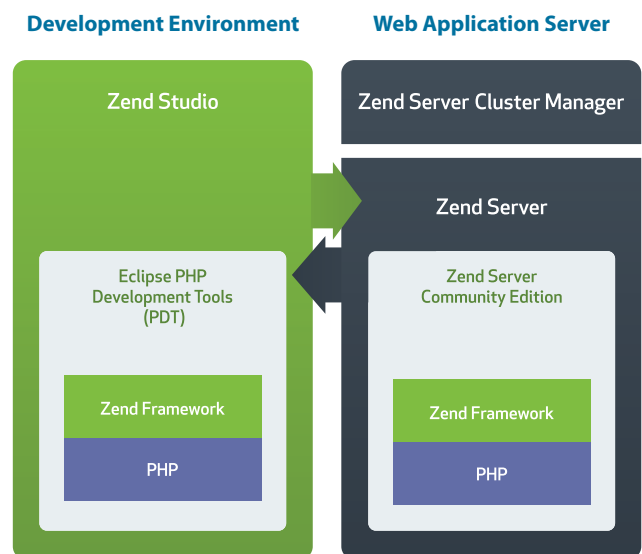
Zend Server Cluster Manager

Manage Clustered Web Applications

Zend Server Cluster Manager provides high availability, scalability and centralized management for multi-server PHP application deployments.

Zend Server Cluster Manager includes:

- Session clustering for high availability
- Centralized configuration management for ensuring error-free maintenance and high scalability
- Centralized monitoring to stay alert to configuration drift, application errors or slowdowns
- Native installers and a Web administrator console
- Up to 24x7x365 technical support



Zend Services

Zend Training

Zend training courses provide PHP developers and system administrators a wide range of topics either online or in a classroom setting. Courses include PHP programming, preparation for PHP and Zend Framework certification, Zend products, and advanced topics.

Zend Certification

Sponsored by Zend and developed according to American National Standards Institute (ANSI) standards, Zend Certification programs are designed to test a candidate's level of knowledge in PHP or Zend Framework.

Zend certification exams are created with specific skills, knowledge and competencies matched to real-world job functions. Zend Certifications ensures developers possess a certain level of technical knowledge in many areas.

Zend PHP Consulting Services

Zend Global Consulting offers a wide range of custom and packaged services to meet any customer need – from Smart Start program for jump-starting your development project to performance, security and architecture audits delivered by Zend's internationally respected PHP experts and global partners.

Zend provides a host of services in order to help businesses big or small, ensure the success of the PHP projects including training, certification, consulting, and technical support.

Technical Support

Zend Support helps you to develop, deploy and manage your PHP applications with confidence. Zend offers multiple subscription levels (Service Level Agreement/SLA) to meet your company needs in development or production:

- **Developer Support** helps you overcome technical issues during the development stage. Basic, Standard and Enterprise levels are offered.
- **Production Server Support** service provides you with fast response to problems in your production environment, and 24x7 phone support. Silver, Gold and Platinum subscription levels are available.

To learn more about Zend's Support Service Level Agreement (SLA) please visit www.zend.com/services/support/.

Solutions for IBM i

Minimize the risk and cost of modernizing with PHP

Zend and IBM have partnered to deliver a unique solution for IBM i users. This solution enables easy development and management of PHP web front-ends while retaining business logic in RPG and data in DB2/400.

Zend provides the PHP runtime engine required to run web-based application workloads on IBM i. Zend also provides the necessary drivers, libraries and support to enable PHP programs to securely access IBM DB2 for i, programs, procedures, data areas, data queues, message queues, and spool files.

PHP training courses for RPG developers are also provided by Zend.

IBM Solutions:

- Zend Server for IBM i
- Zend Studio for IBM i
- PHP Training Courses for RPG Developers

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