



Leveraging RSS for Enterprise Integration

Jason Shao
Rutgers University



Leveraging RSS for Enterprise Integration

1. Web 2.0 Introduction
2. RSS Overview
3. Data Integration
4. Examples
5. Advantages
6. Disadvantages
7. Summary



1.



Digital text is **more flexible.**



Web 1.0



(wildly)

Successful

Web Apps 1.0



Successful too

Web 2.0



Successful ?

2.



Really Simple Syndication

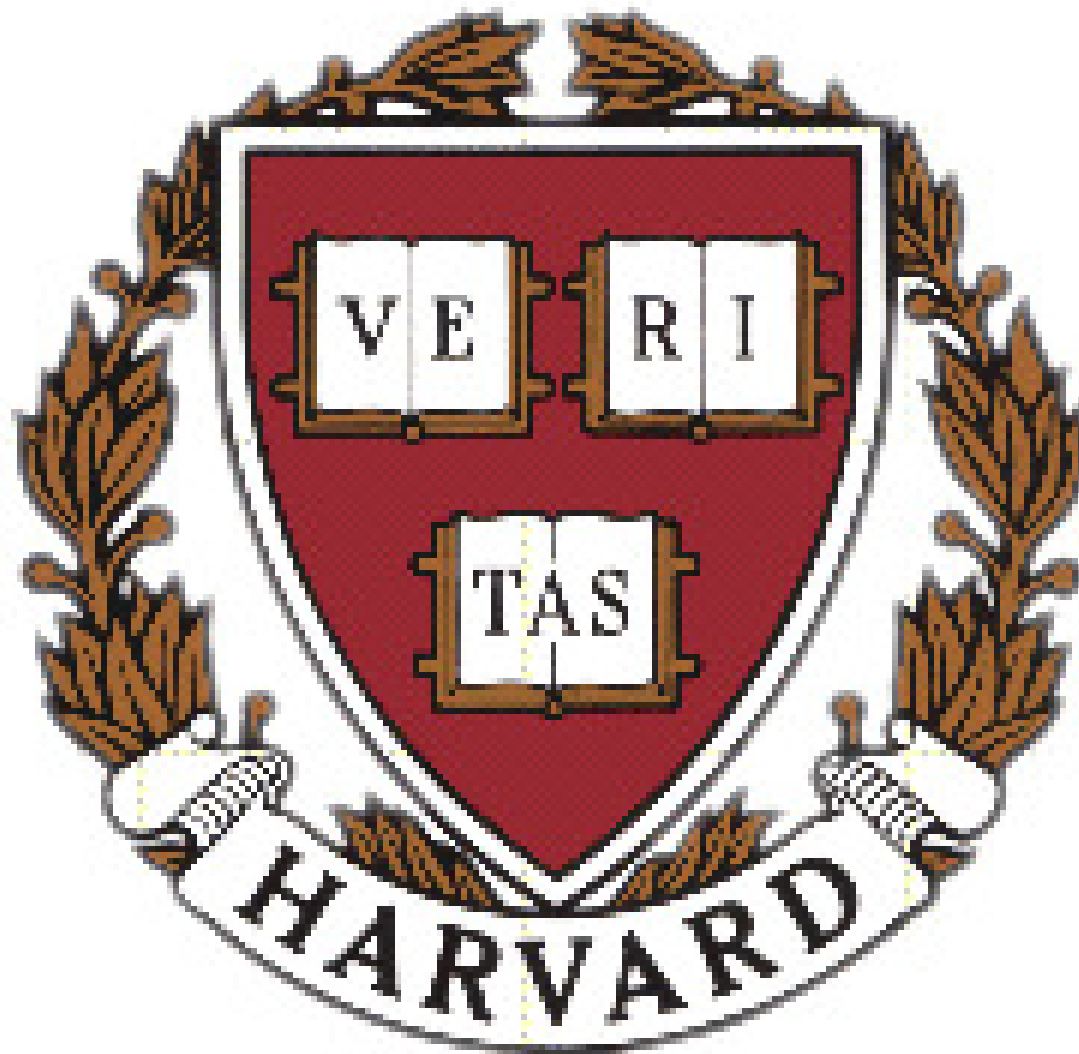


Free

Open

De-facto Standard





Also...



Atom



Simple

Sample Feed

```
<?xml version="1.0"?>
```

```
<rss version="2.0">
```

```
<channel>
```

```
<title>Liftoff News</title>
```

```
<link>http://liftoff.msfc.nasa.gov/</link>
```

```
<description>Liftoff to Space  
Exploration.</description>
```

```
...
```

```
<item> ... </item>
```



Sample Item

<item>

<title>Star City</title>

<link><http://liftoff.msfc.nasa.gov/news/2003/news-starcity.asp></link>

<description>How do Americans get ready to work with Russians aboard the International Space Station? They take a crash course in culture, language and protocol at Russia's Star City.</description>

<pubDate>Tue, 03 Jun 2003 09:39:21 GMT</pubDate>

<guid><http://liftoff.msfc.nasa.gov/2003/06/03.html></guid>

</item>



<html>



Everywhere

Feeds





- Google
- Browsers
- Bloggers
- Wikis
- Apple & iTunes



Everywhere



3.



Data Integration

- XML-RPC style RESTful architecture
- Listings
- Query Results
- Recent Updates



4.



Blogs & Wikis

Rutgers Events

Google Calendar

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.




```
<entry>
  <id> ... </id>
  <published>2007-03-17T14:31:00.000Z</published>
  <updated>2007-03-17T14:31:00.000Z</updated>
  <category ... />
  <title type="text">Happy St. Patrick's Day</title>
  <summary type="html">When: Sat Mar 17, 2007<br>
    <br>Event Status:   confirmed
  </summary>
  ...
  <gCal:sendEventNotifications value="false"/>
</entry>
```



5.



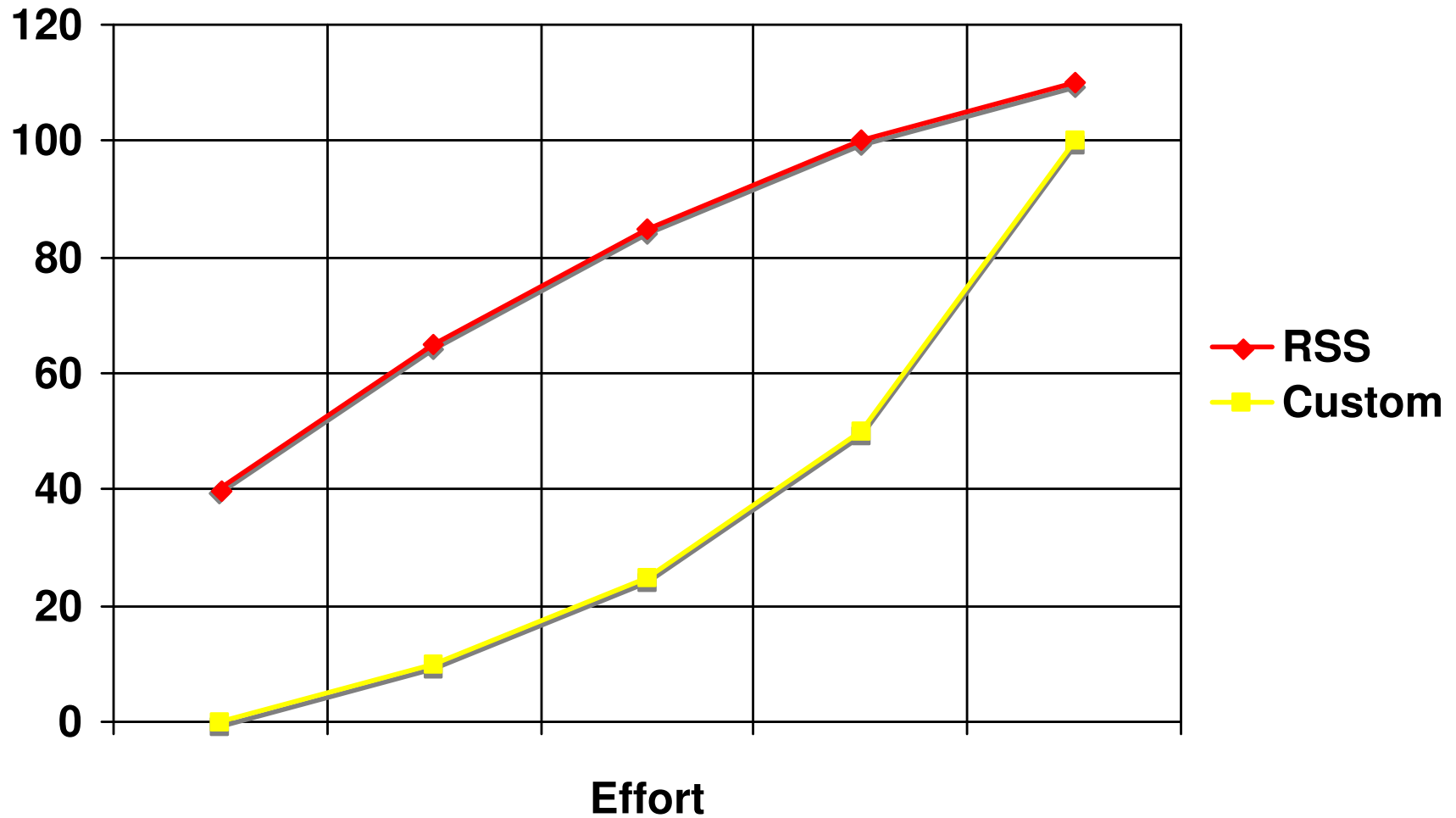
Free

Open

Simple

Progressive Enhancement

Easy Ramp Up



Everywhere

Out of the Box

Disadvantages

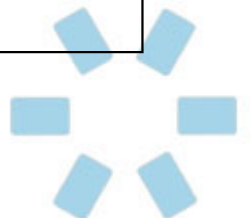
6.



Version Incompatibilities

```
<rss version="0.91">□  
<channel>  
<title>XML.com</title>  
<link>http://www.xml.com</link>  
<description>XML.com features  
  a rich mix of information and  
  services for the XML  
  community.</description>□  
<language>en-us</language>
```

```
<rdf:RDF  
  xmlns:rdf=http://www.w3.org/1999/02/22-rdf-syntax-ns#  
  xmlns=http://purl.org/rss/1.0/  
  xmlns:dc="http://purl.org/dc/elements/1.1/">  
<channel  
  rdf:about="http://www.xml.com/cs/xml/query/q/19">  
<title>XML.com</title>  
<link>http://www.xml.com/</link>  
<description>XML.com features a  
  rich mix of information and  
  services for the XML  
  community.</description>  
<language>en-us</language>
```



Disadvantages

- Limited toolkit support



small sharp tool



Have to extend it to pass along useful data

- iTunes
- GData
- GEvent
- Events
- Others....



Summary

7.



I like RSS...



light-weight integration



small sharp tool



Free

Open

Simple

Everywhere

I like RSS...



Questions/Comments?



Jason Shao

Rutgers University

jayshao@rutgers.edu

<http://jay.shao.org>

