

Zend SmartStart

Build a professional-grade PHP competency –
faster than you thought possible

Program Benefits

Quick Ramp-up

Accelerate development of PHP proficiency, custom tailored to your application projects and environment

Optimize Your PHP Infrastructure

PHP and Zend development solutions installed and configured by the experts

Validate the Concept

Put your team's newly acquired knowledge immediately to work on a business-specific application pilot project

Follow Best Practices Immediately

"Hands-on" coaching ensures implementation of best practices and higher productivity from the start

Zend SmartStart is designed to help customers rapidly adopt PHP for their web application development projects by following a comprehensive education and hands-on development program. Whether you are targeting PHP on Linux, Microsoft Windows or IBM i, SmartStart offers a customized program optimized for your specific environment and your team's PHP experience level.

The SmartStart program is designed and delivered by Zend Professional Services consultants covering the essential methodologies that your team needs to start developing and deploying PHP-based applications. This hands-on approach utilizes Zend's best practices to achieve quick ramp up and overall success with PHP.

The Zend SmartStart solution is designed to quickly establish a strong and active PHP capability in your organization. The solution is comprised of modules that include:

- Focused PHP training conducted by Zend instructors either at your site or in a secure online setting. The curriculum is tailored to your specific environment and needs.
- Installation and configuration of a Zend Studio and Zend Server development environment.
- Design of a pilot project or specific application functionality based on your business priorities.
- Hands-on coaching by Zend consultants through the development and deployment of the pilot project following Zend's best practices.



The Zend SmartStart Process

Optimize Time-to-PHP

SmartStart's hands-on approach allows your developers to immediately utilize their newly acquired or improved PHP development knowledge and best practices. Your developers will quickly and effectively apply enhanced PHP skills to your business critical applications with improved efficiency and higher code quality while guided by an experienced Zend consultant.

Build a Development Practice

As part of the SmartStart program, Zend's consultants install and configure all necessary components and help set up your pre-production environment. Installation and configuration services include setup of industry-leading Zend Studio and Zend Server, as well as assistance with connectivity to other systems such as configuration management. We ensure that the development infrastructure is standardized across environments, and optimized for your web application project requirements.

Maximize Return on Investment

Zend SmartStart is the fast track to a fully integrated and operational PHP development practice. When you want to accelerate your PHP competency and realize immediate results, our experienced consultants can help make a big impact quickly. Your developers are provided with PHP expertise and equipped with the skills to move their development projects forward while your Zend development environment is installed and configured properly—all accomplished in a short period of time.



Education and Mentoring Focus

Zend, as the leader in PHP training and certification programs, has developed the most comprehensive educational curriculum available. The program offers a wide range of PHP courses from the basics through cutting edge topics. Our consultant will help you select the most suitable classes for your SmartStart to best match your team's PHP experience, your business goals and your IT infrastructure. The SmartStart education segment can be based on one of the following programs:

- **Zend PHP I: Foundations for Linux/Windows** is designed to provide non-programmers with a solid foundation in the PHP language. This course guides you through the basics of PHP with an experiential approach, filled with numerous examples and hands-on exercises, including substantial practice in coding a functional application. All of the exercises are designed to reinforce key learning. A coding project at the end of the course serves to reinforce the concepts taught and your proficiency in working within PHP.
- **Zend PHP I: Foundations for IBM i** provides the same foundation in the basics of PHP, tailored to ILE programmers. The course makes frequent reference to the similarities and differences between the PHP and RPG languages, for better comprehension. It also covers the 5250 Bridge for accessing RPG content as well as solutions for I5 system programmers such as the IBM XML Toolkit and DB2 extensions.
- **Zend PHP II: Higher Structures** is an intermediate-level course designed to expand understanding of the PHP language. It builds upon knowledge gained in PHP I: Foundations and utilizes a hands-on approach with numerous examples and practical exercises. A coding project is included to enhance learning.
- **Zend Quick Start: PHP for OO/Procedural Programmers** is designed to quickly build an experienced programmer's understanding of the PHP language. It covers many of the same topics as the PHP I and PHP II courses classes, but at an accelerated rate with special emphasis on the differences between PHP and other commonly used languages. As with the other classes, it utilizes a hands-on approach with numerous examples and practical exercises, primarily related to the course project.



Customer Experiences

"I just wanted to say how much I enjoyed and appreciated the consultant's style and the time we all spent together, it was an excellent start to our future with Zend."

Matthew Farey, IT Operations Manager, Microlease plc

"Well done. The examples were to the point. Also, you helped us keep an eye on security and performance in PHP (something all too often overlooked)."

Troy Wright, Information Technology Services, University of California, Santa Cruz

About Zend

PHP now runs more than one third of all web sites in the world, and Zend is the leading provider of software and services for developing, deploying and managing business-critical applications in PHP. Zend's industry-leading solutions, including Zend Server and Zend Studio, are deployed at more than 40,000 companies worldwide.

Zend is relentlessly focused on serving the developer community as an innovator and contributor to the PHP language, a contributor and supporter of Zend Framework, the creator of phpcloud.com and the host of the annual ZendCon event for the PHP community.

Corporate Headquarters: Zend Technologies, Inc. 19200 Stevens Creek Blvd. Cupertino, CA 95014, USA • **Tel** 1-408-253-8800 • **Fax** 1-408-253-8801
Central Europe: (Germany, Austria, Switzerland) Zend Technologies GmbH, St.-Martin-Str. 53, 81669 Munich, Germany • **Tel** +49-89-516199-0 • **Fax** +49-89-516199-20
International: Zend Technologies Ltd. 12 Abba Hillel Street, Ramat Gan, Israel 52506 • **Tel** 972-3-753-9500 • **Fax** 972-3-613-9671
France: Zend Technologies SARL, 5 Rue de Rome, ZAC de Nanteuil, 93110 Rosny-sous-Bois, France • **Tel** +33-1-4855-0200 • **Fax** +33-1-4812-3132
Italy: Zend Technologies, Largo Richini 6, 20122 Milano, Italy • **Tel** +39-02-5821-5832 • **Fax** +39-02-5821-5400
Ireland: Zend Technologies, The Digital Court, Rainsford Street, Dublin 8, Ireland • **Tel** +353-1-6908019

© 2011 Zend Corporation. Zend and Zend Server are registered trademarks of Zend Technologies Ltd. All other trademarks are the property of their respective owners.