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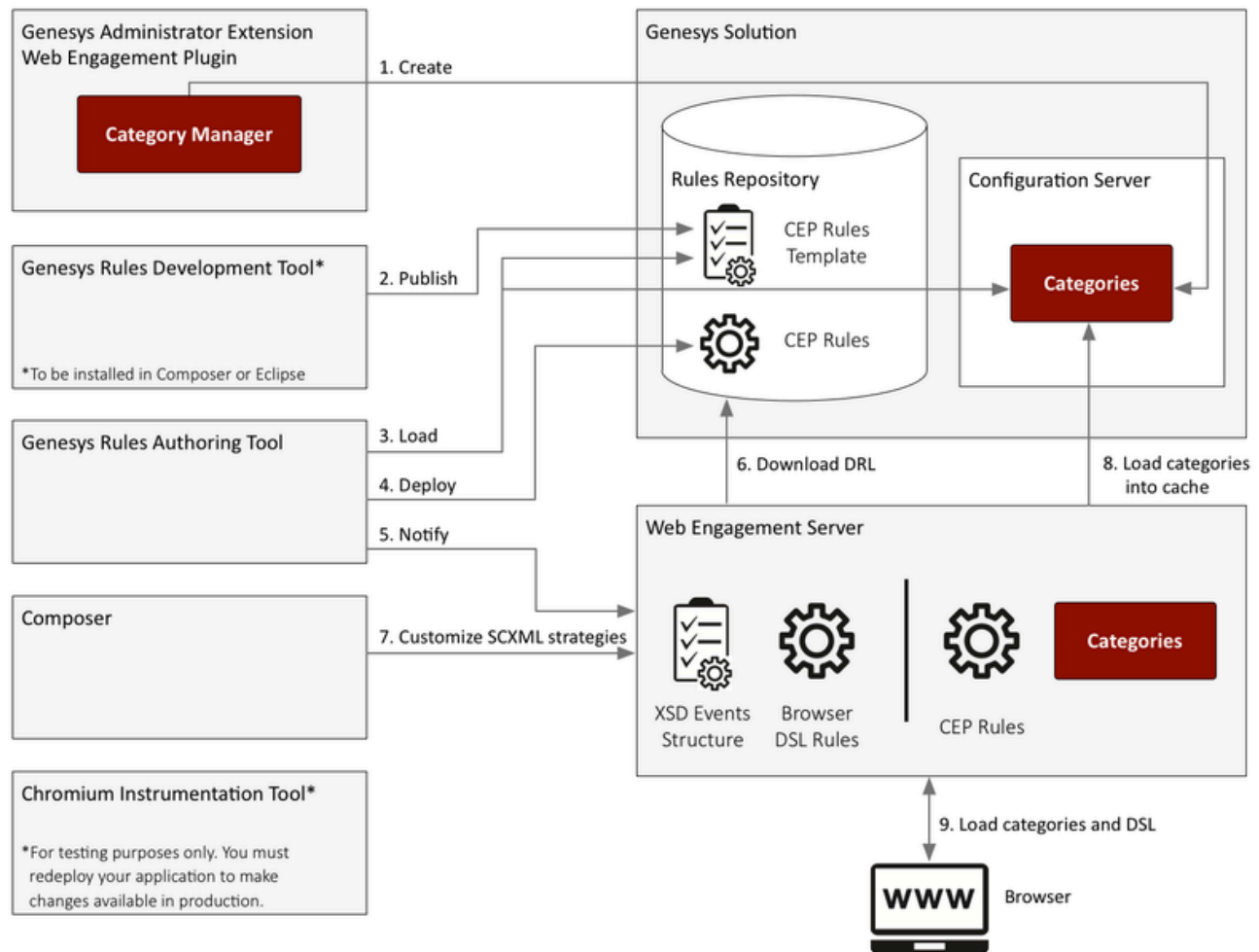
# Developer's Guide

Customizing an Application

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When you **develop a Web Engagement application**, you start by **creating your application with the script tools** which generates default SCXML strategies, rule templates, and DSL code. You can customize all of this material through specific tools.

The diagram below shows where you can customize the Web Engagement data used by your application.



1. If you are following the Simple Engagement Model, you **create categorization information** with the Categories interface in Genesys Administrator Extension. This information is added to Configuration Server and retrieved by the Web Engagement Server. When the Web Engagement Server receives a browser request, it checks the category information. If you are following the Advanced Engagement Model, you **create business events** by modifying the DSL using the **InTools application**.

2. You must **publish** the **CEP rule template** associated with your engagement model. You can modify this template before you publish it.
3. The Genesys Rules Authoring Tool (GRAT) **loads** the CEP Rule template and allows you to create a package of CEP rules based on your categories (Simple Engagement Model) or on your business events (Advanced Engagement Model).
4. If your application is built and deployed, and the Web Engagement servers are started, you can **deploy rules** with GRAT.
5. GRAT **notifies** the Web Engagement Server that rules are available in the Rules repository.
6. The Web Engagement Server **downloads** the rules. You can use the InTools application to customize your DSL.
7. You can **customize** the SCXML strategies available in the **\_composer-projects** directory located in **Web Engagement installation directory/apps/application\_name/resources**. See **Customizing the SCXML Strategies** for details. At this point you can also customize the various **Browser Tier Widgets**.
8. When a browser submits a request to the Web Engagement Server, the Web Engagement Server **loads** the categories into the cache.
9. The user's web browser **loads** the updates.