AppBuilder Tool Suite Product Overview

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Typical Enterprise Application Integration Problem

Business Unit
Functional Silos

Finance

Operations

Human Resources

Quality Assurance

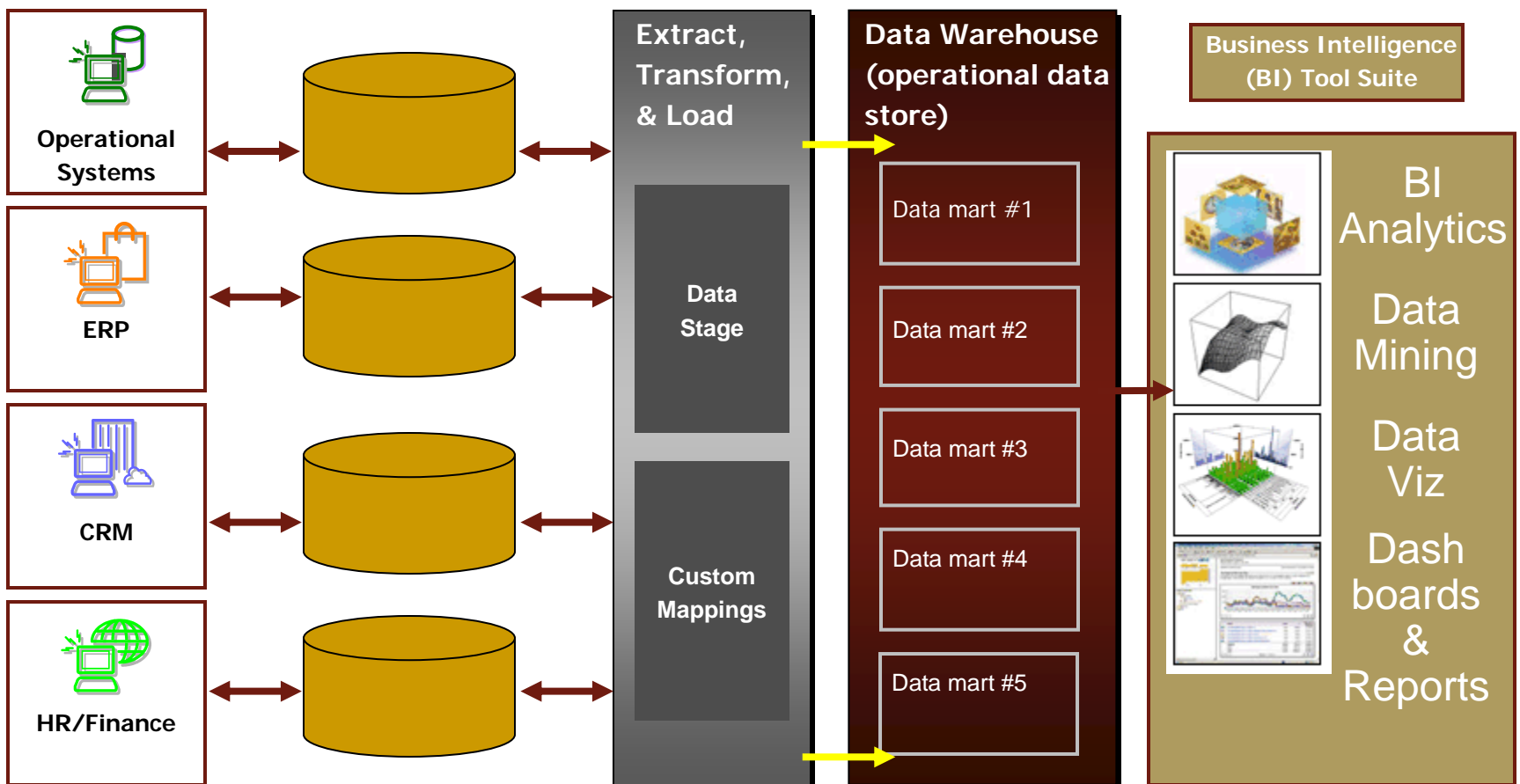Administration

Internal Functional Department Silos
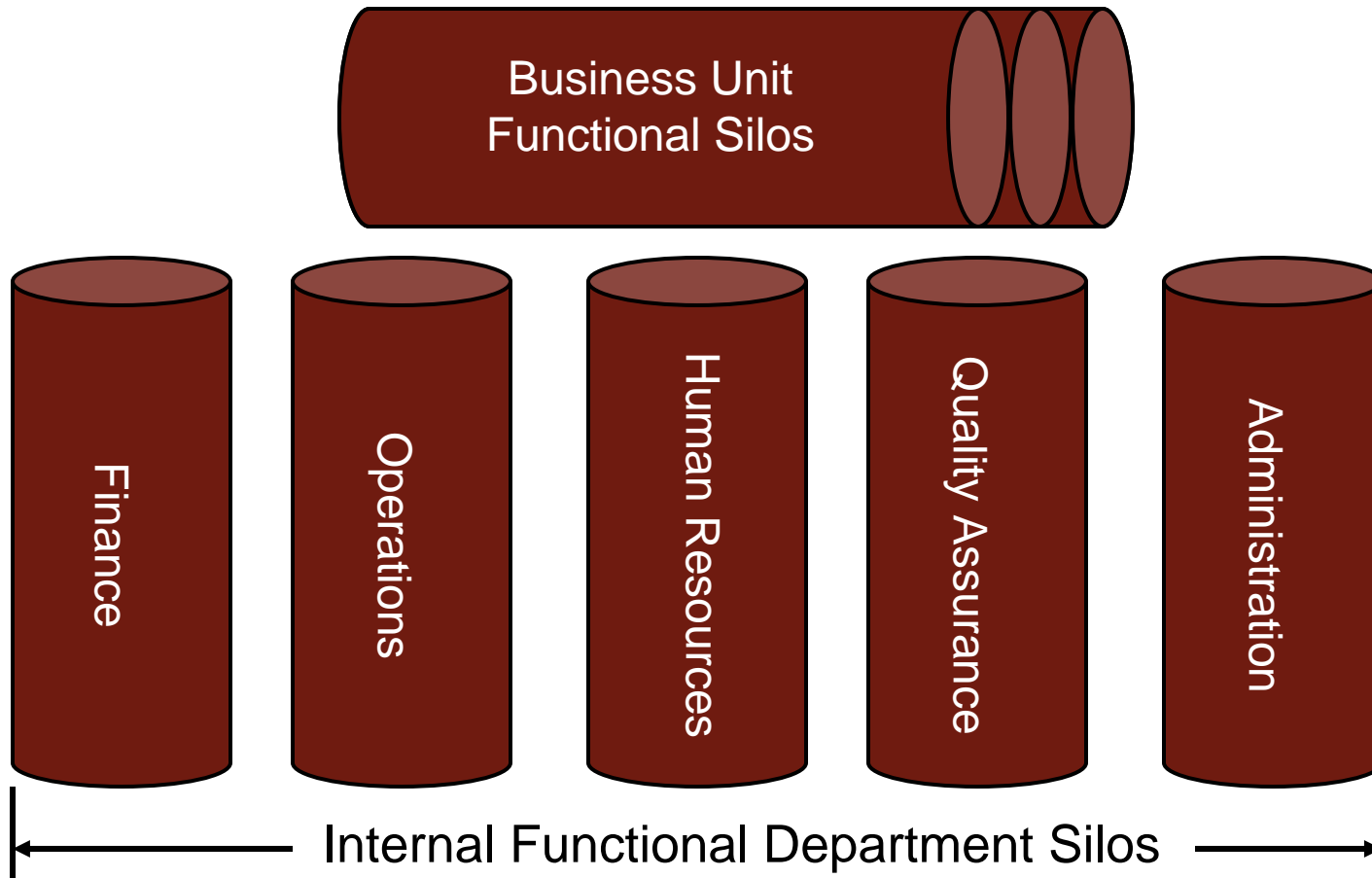
AppBuilder Business Case

"Do you have the right information to run the business?"

64% of CIO's said NO

Data Warehouse Platform
Typical Enterprise Solution
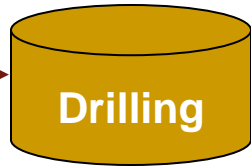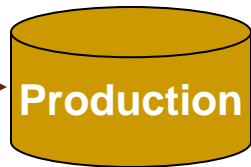## (Expensive to Deploy and Maintain)

Operational Systems

ERP

CRM

HR/Finance

Extract, Transform, & Load

Data Stage

Custom Mappings

Data Warehouse (operational data store)

Data mart #1

Data mart #2

Data mart #3

Data mart #4

Data mart #5

Business Intelligence (BI) Tool Suite

BI Analytics

Data Mining

Data Viz

Dash boards & Reports

AppBuilder Enterprise Solution
Cost Effective Data Integration

Operational Systems

ERP

CRM

HR/Finance

AppBuilder Tool Suite Modules

Data Access (Business objects)

User Interface Presentation

Report Generation & Publishing

Content Mapping & Search

User-defined Dashboards

User-defined Reporting

User-defined KPIs

Document Search
(Filenet, Documentum)

Enterprise Content

Documents
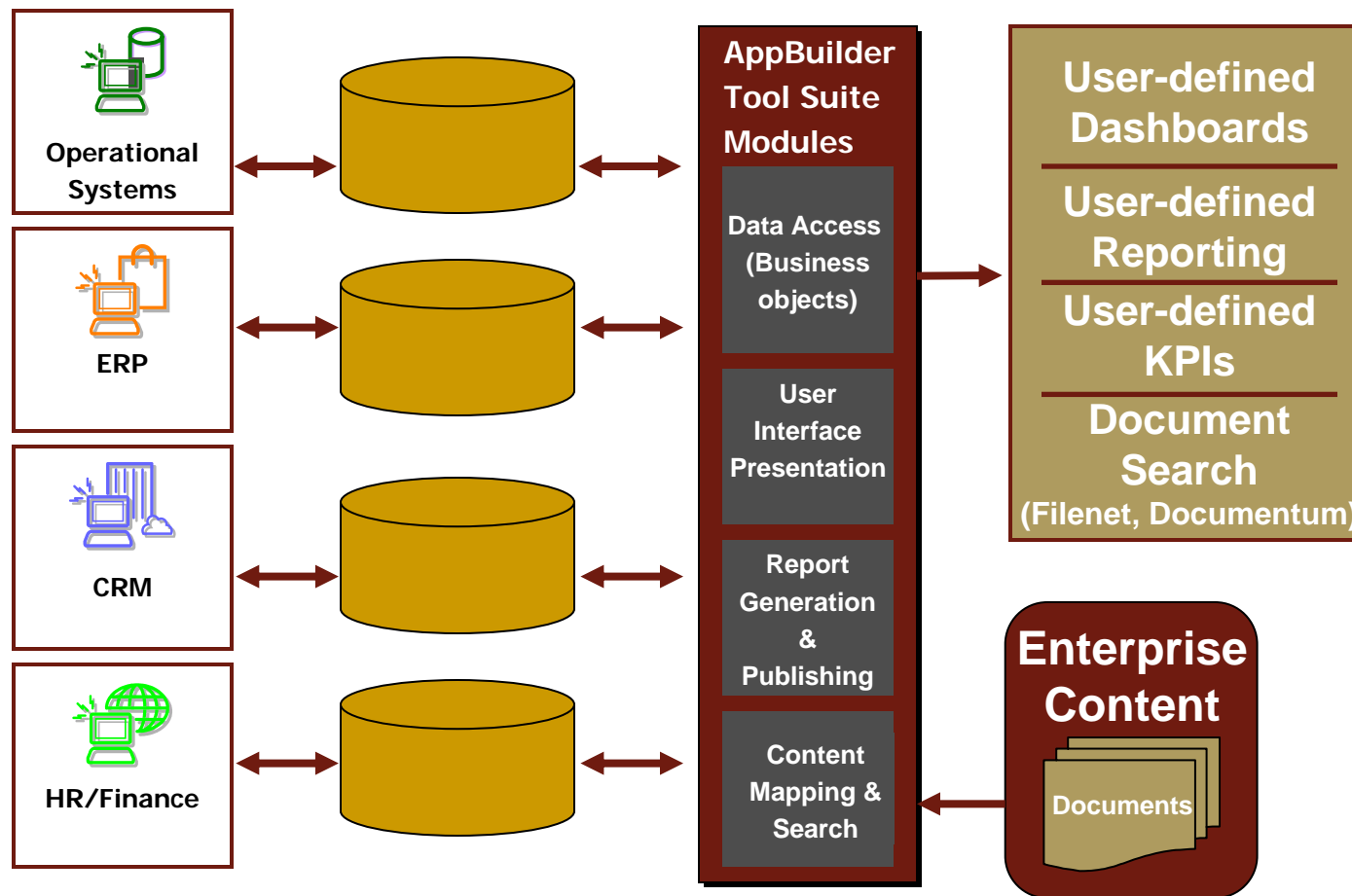
AppBuilder Enterprise Solution
Oil & Gas Industry Example

Windows Desktop

Web Browser

Production Systems

Drilling Systems

Production

Drilling

AppBuilder Server Processes

User-defined Dashboards

User-defined Reporting

User-defined KPIs
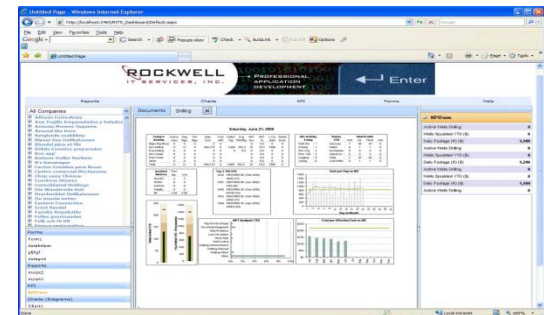
Document Search
(Filenet, Documentum)
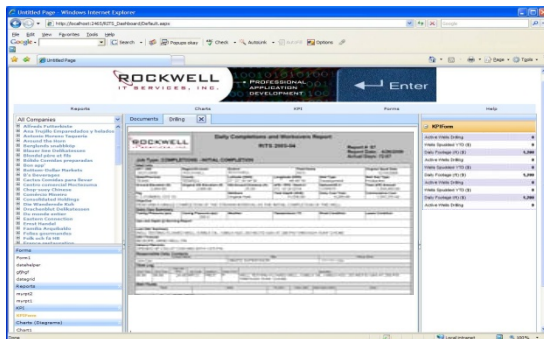
Web Reporting

Web Drilling Dashboards
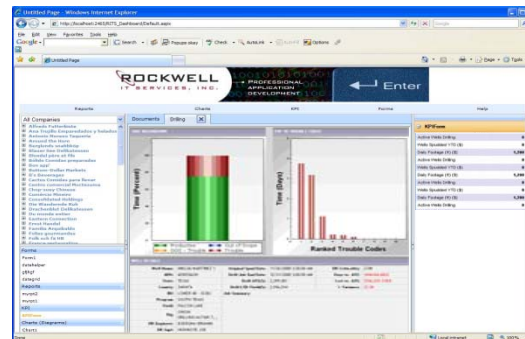
Web Production Dashboards

AppBuilder Enterprise Solution
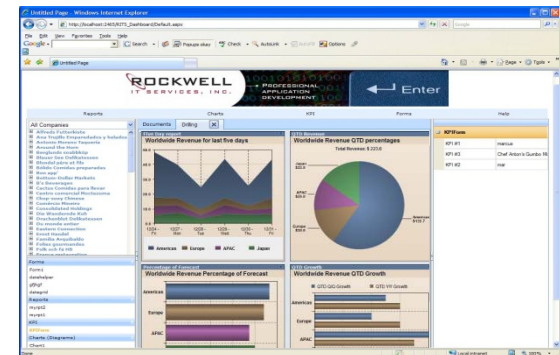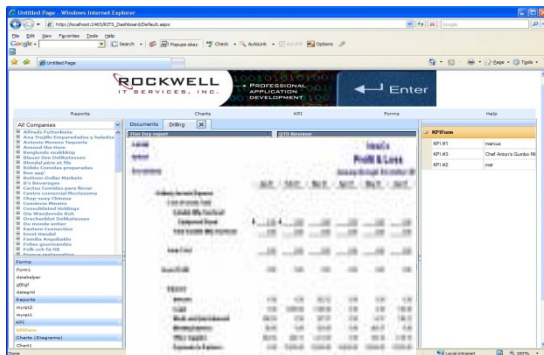## Small Business Example

Windows Desktop

Web Browser

QuickBooks

Transactional Systems

QODBC

Disparate DBs

AppBuilder Server Processes

User-defined Dashboards

User-defined Reporting
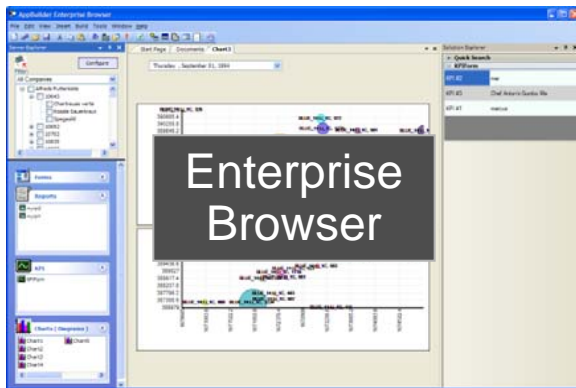
User-defined KPIs
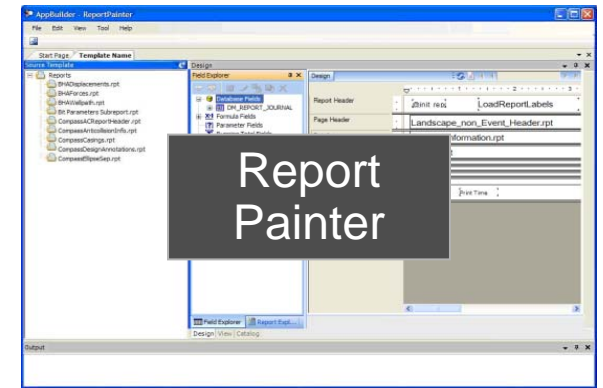
Document Search
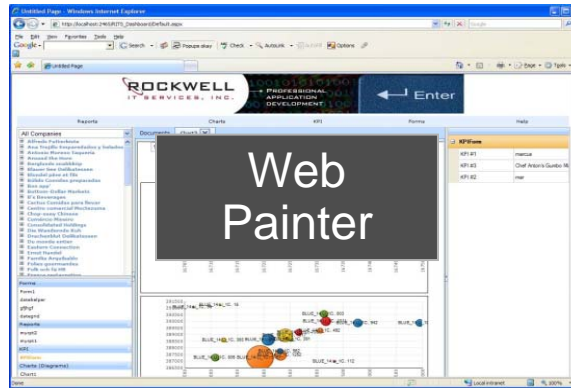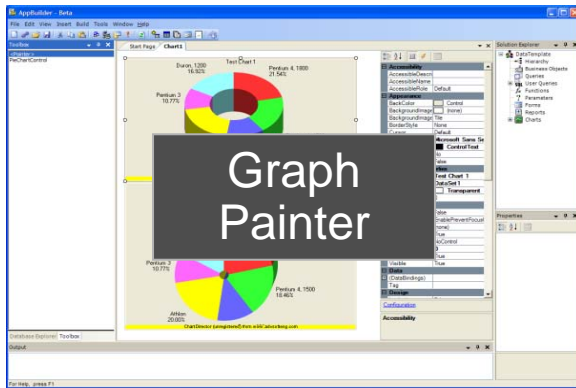(Filenet, Documentum)
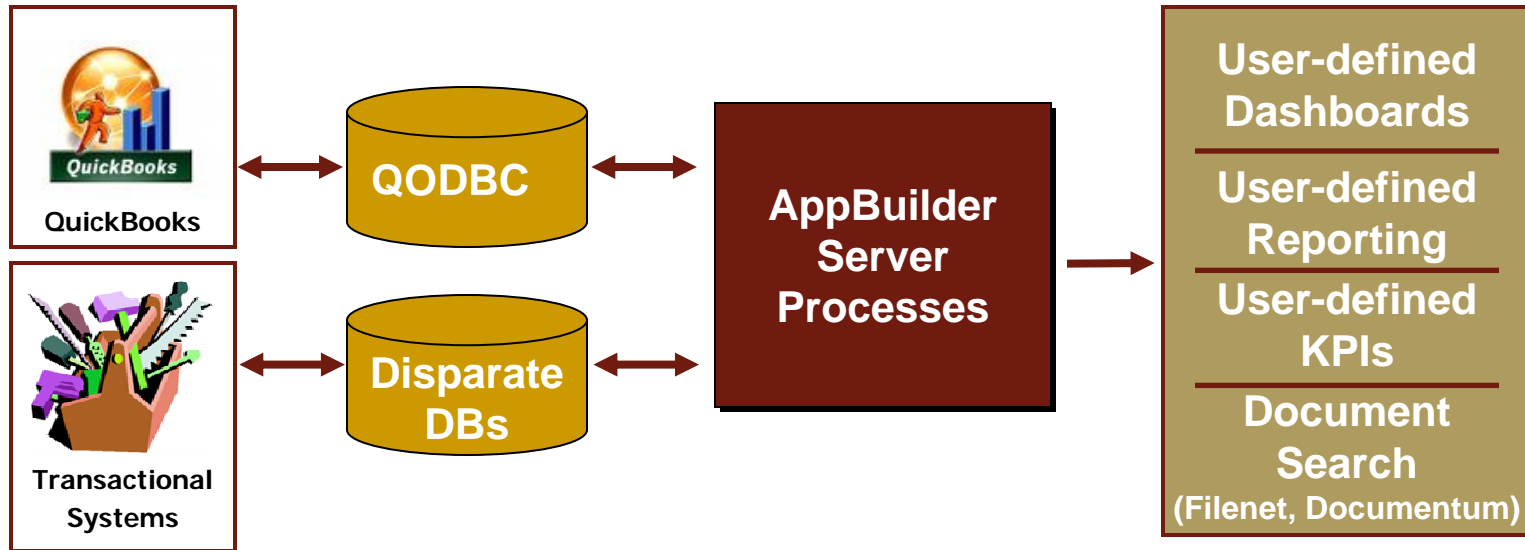
Custom Reporting
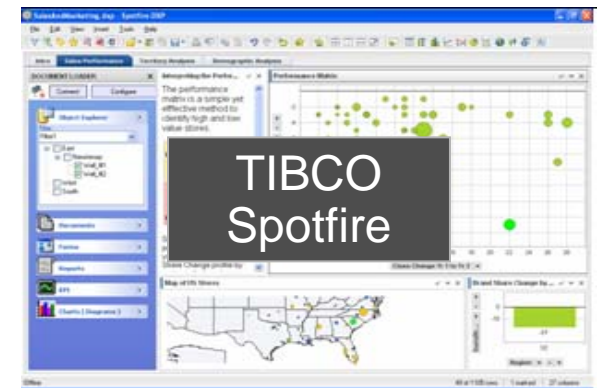
Sales & Marketing

Financial

AppBuilder Value Proposition

- **Access to multiple databases**
  Data is accessed from wherever it resides on the network without requiring the time-consuming and technically-intensive work of first copying the data to a new location.This allows asset teams to quickly retrieve large amounts of information from various data sources in real time.

- **Improved Workflow Efficiency**

  Reduces decision-making cycle time and adds value for technical teams through interactive dashboards, reports and ready access to relevant documents.

- **Flexibility / Adaptable to Change**

  Able to quickly change or add new dashboards, reports, and Key Performance Indicators to support rapidly changing business requirements. AppBuilder can be tailored to provide a custom fit to the way any organization does business

- **Cost-effective implementation**
  AppBuilder provides standard templates that can be customized or allows users to create their own templates from scratch. These templates can be deployed in days and weeks, rather than months, and require little to no training to use.

- **Bridging the data and document divide**
  Providing business users with a contextual framework which allows them to link enterprise data to enterprise content

Graph Painter

Web Painter

Report Painter

Enterprise Browser

AppBuilder Template Generator

Data Loader

Forms Painter

SmartPhone Browser

TIBCO Spotfire

User Defined:

Maps

Searching
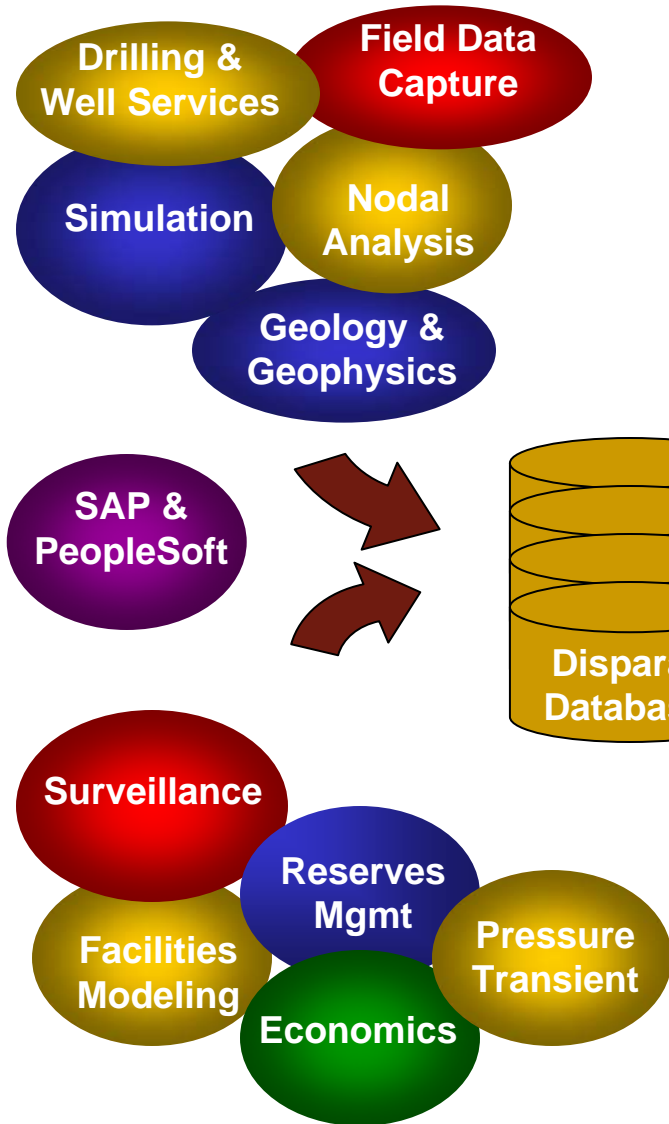
Reporting

iPhone
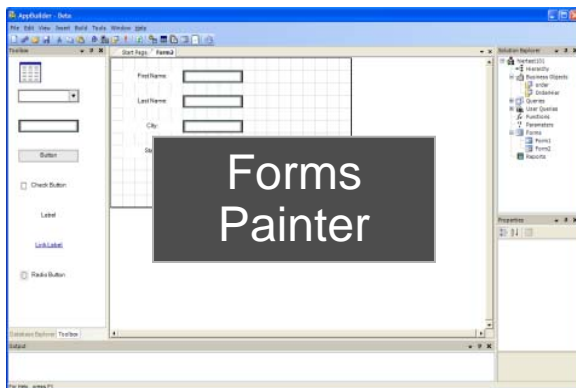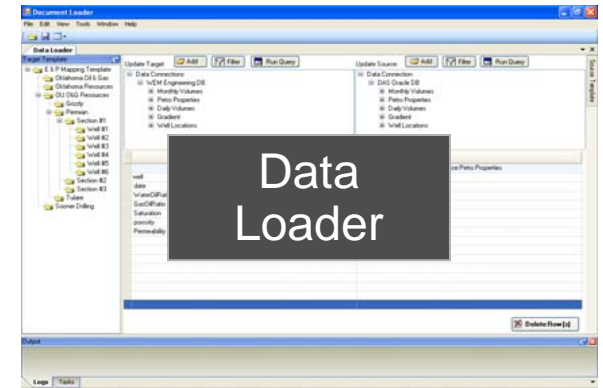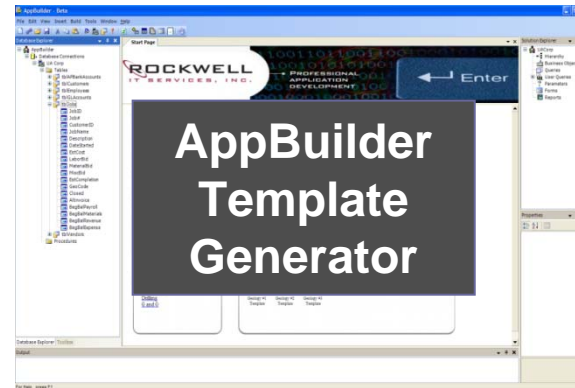
Server

Business Intelligence Players

The AppBuilder Advantage:

◆ Our specialty is "in situ" integration of disparate data stores by providing enterprise access to the data contained in these repositories
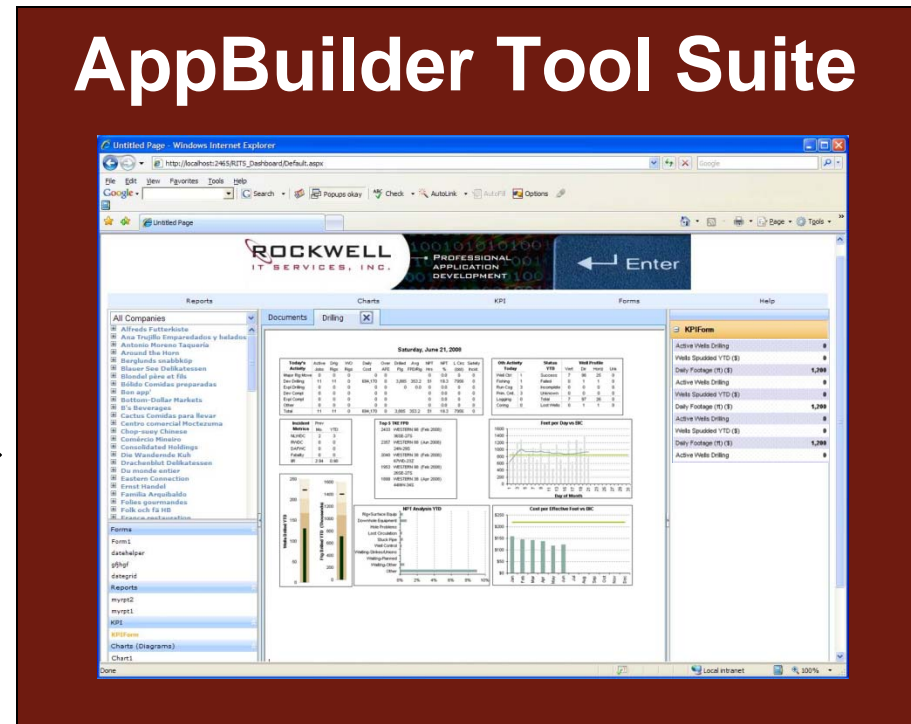
◆ Our unique position as a niche player with a very high ability to execute.

Source: Gartner (January 2009)
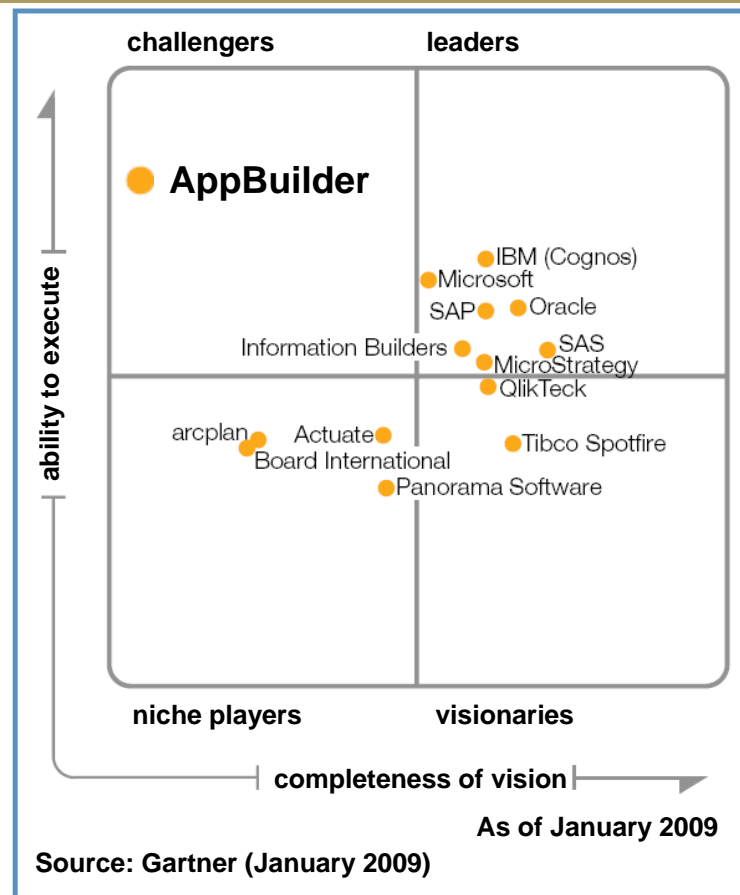
The AppBuilder Niche Market

Oil & Gas Workflows:

- ✓ Oil & Gas Asset Teams
- ✓ Technical Data
- ✓ Integrating best-of-breed oil & gas project databases

Drilling & Well Services

Field Data Capture

Simulation

Nodal Analysis

Geology & Geophysics

SAP & PeopleSoft

Disparate Databases

Surveillance

Reserves Mgmt

Pressure Transient

Facilities Modeling

Economics

AppBuilder Tool Suite

The AppBuilder Tool Suite enables consolidated enterprise access to Oil & Gas project databases

AppBuilder Report Painter

Report Features

- Uses Crystal Reports a best-of-breed report writer

- Advanced report publishing

  enables automated generation and distribution of output reports

- Ad-hoc Report Generation
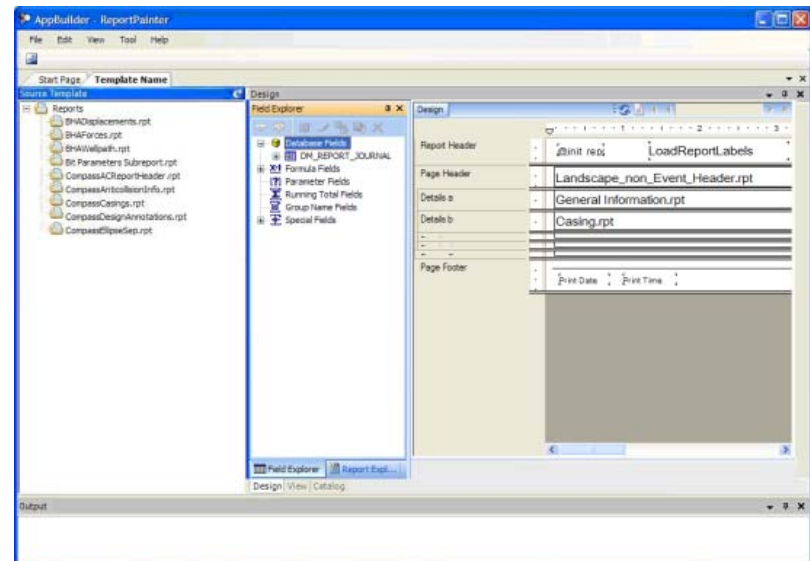
AppBuilder Web – Map View
(uses Microsoft Virtual Earth)

Access Reports, Charts and Documents directly from base map

AppBuilder Solutions Platform

Enterprise Business Model
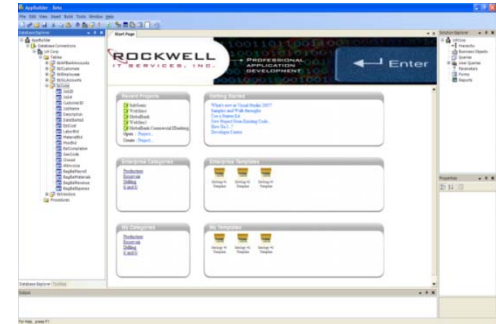
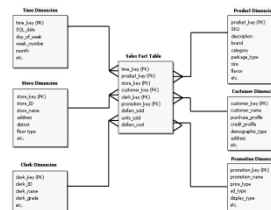| Presentation Layer	Business Model Layer	ECM Layer

User Defined

    Dashboards

    KPIs

    Reports, Forms

    Object/Entity Browser

Web-enabled
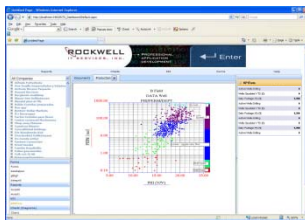
Multiple Data Sources

Mapping

Hierarchies

Agg & Data roll ups

Measures / Calculations

Seamless data transfer

Enterprise Content

Smart doc searches
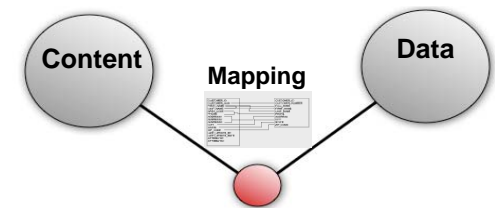
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