

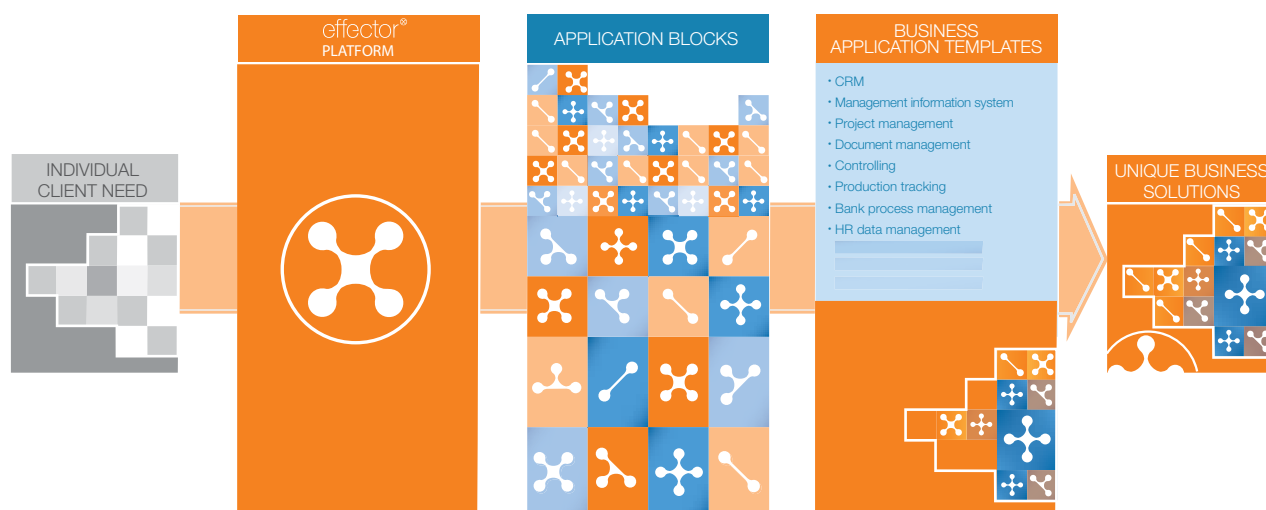
## Unique prototype-based methodology //

### Customized prototype. **Ready for the first meeting.**

Oriana uses a special, prototype-based development methodology to meet business and IT needs in a unique, integrated way. This means that our clients don't have to deal with a lengthy system plan. Instead, they can view the demo version of their own Business Application Templates at the first meeting, even while their needs are still being assessed. We also carry out modular development and testing on live devices in accordance with our specifications and working methods. This development and testing is accompanied by continuous consultation. Our consultancy and development team guarantees a successful launch by providing design and organization advice, launch services and operational support.

#### Unique methodology

- **Prototype at the first meeting**
- **Proven and functioning platform**
- **Ready-made development components for rapid customization**
- **Knowledge base support and joint know-how**



## Licensing //

We provide our clients with solutions that make business processes simpler. We simplify license management too. By licensing the Effector Platform of your own customized business application, you will also be granted access to all Business Application Templates implemented in the Oriana ecosystem. More information about types of licenses is provided below.

- **Perpetual licenses:** these types of licenses give you perpetual usage rights, together with hotfixes and patches free of charge for 2 years
  - **User:** full functionality, one user with one license
  - **Light:** partial functionality
  - **Concurrent:** full functionality, 4 users per license, but only one user can have access at a time
- **User Upgrade License:** if the user already has a license and hasn't purchased upgrades
- **Site License:** permits use of the new version of the Effector software, unlimited number of users on a given server, more than 2000 users
- **User Subscription:** the usage right is for the purchased period for any license, the usage right ceases at the end of the period or subscription
- **True Up:** with a User Subscription license, the user can change to a perpetual license

Contact us with your business problems, and we will show you a demo version of a business application tailored to your needs at the first!



## The new world of business applications // Business applications - faster and at a lower price than ever before

With Oriana, our clients and partners can build their customized business applications faster, at a lower price, more easily and with more flexibility than ever before. Oriana's ready, industry-independent Application Blocks and Business Application Templates make all of this possible. At Oriana, we develop our technology to meet the changing demands of the business world. In order to meet these demands we have combined the functionality of special developments with the rapid implementation capabilities of off-the-shelf solutions. What's more, Oriana's applications are cloud-based and therefore available everywhere on PC's, tablets and smartphones.

Our new methodology changes the world of business applications at its core.

The applications are produced in open standard XML and run on Oriana's robust Effector basic platform. The applications can even be used without upgrades as the platform is continuously developed. In addition to providing the know-how, business logic and resources to minimize risk and vendor dependency, Oriana also gives you the rights to develop and modify your Unique Business Solution.

The unique world of Oriana doesn't just represent a new approach in terms of development, but also in its focus on community. We develop our Business Application Templates, which cover a continuously expanding and varied range of business processes, based on input and feedback from all stakeholders. The key to this is our community-centered business model, an ecosystem which consists of the Effector Platform, the Application Blocks, Business Application Templates, clients, partners and the developer community. Using Oriana Flow, all community knowledge and expertise in the ecosystem of business intelligence, Business Application Templates and partner support is shared between the company, clients, partners and developers.

### General features

- 100% customizable applications faster and at a lower price than ever before
- A ready, customized prototype at the first meeting
- Combines the advantages of off-the-shelf solutions and special developments
- Applicable in any industry
- Proven, rich functionality
- Continuously expanding and community-driven ecosystem
- Cloud-based and therefore available from any device, anywhere
- No dependency on vendors

## Economic benefits // Effector // A solid basis in a rapidly changing market environment.

Development that is faster and at a lower price than ever before. A unique solution in every aspect. Return on investment in less than one year. What else could one want?

- **Completely open**

Our clients receive their Unique Business Solution together with open standard source code to be able to make further developments and modify freely. Countless business applications can then be built on the existing Effector Platform. Our solutions will continue to become faster, more cost effective, and able to solve more varied and complex business problems.

- **Time-proof**

By continuously developing the Effector Platform, we ensure compliance with the latest technological standards, so our clients will always be able to run their special business applications in an up-to-date environment.

- **Cost effective**

Your investment, your solution. Thanks to the Business Application Templates, a significant part of the development costs can be devoted to designing your own business logic.

Our unique, prototype-based methodology reduces operating costs by making it possible for different business solutions and specialist systems to run on the same technological basis.

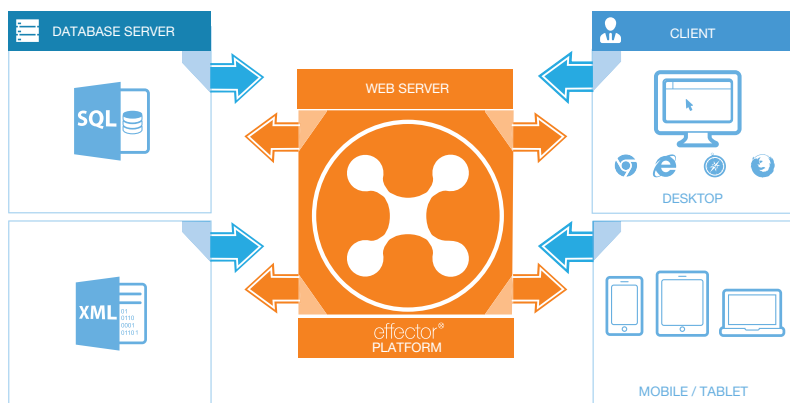
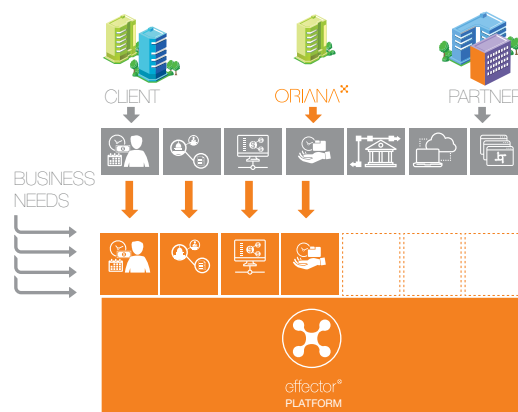
## Effector // the tool for platformization

effector<sup>®</sup>

Our Effector Platform is the engine of customized business applications and the center of the unique world of Oriana. This uniform business platform is able to quickly and flexibly meet the needs of businesses by adapting to each user's differing requirements. We are always a step ahead of current business challenges through the continuous improvement of the robust, high-load, scalable Effector Platform. The platform is easily managed so that applications built on it can be consolidated and developed further.

### Our Effector Platform provides:

- Independence from vendors
- A modern, user-friendly interface
- Pre-prepared, rich functionality
- Easy integration into any IT system
- Compatible with the big databases, individual applications, and the largest ERP systems
- Mobile access to business applications without further development
- Functionality independent of OS and manufacturer
- Facilitation of application consolidation
- A uniform business platform that is scalable, so it can be flexibly adapted to the needs of companies of all sizes
- Flexibility and mobility thanks to the latest Web 2.0 technology
- Time-proof technology: all applications built on it can be continuously modified and developed
- An event- and process-based approach
- Main components: engine, XML description, database



### Technology

- Optimized for mobile devices (Android, iOS and JavaScript-based)
- Uses modern open technologies (JS, HTML5, CSS3)
- Supports the AGILE method (SCRUMM, KANBAN)
- Allows for the simple integration of web services
- Uses an open, XML-based, documented parameter environment
- Is SOA architecture compatible



## Application Blocks // We build on varied, ready-to-use blocks. **Infinitely simply.**

With Oriana's Application Blocks, there are as many unique combinations as there are unique business needs. Application Blocks can be combined in a myriad of ways, which means the Business Application Templates are totally unique in every way. The large, ever-expanding number of Application Blocks, based on the Effector Platform, makes development faster and at a lower price than ever. The Application Blocks can be combined and customized to meet the demands of specific business problems, so that every unique application effectively supports even the most diverse branches of industry.

### **Our Application Blocks include:**

- Traversing, summarizing and controlling screen and time chart in order to monitor processes perfectly
- Task basket, calendar, "seen" function and label-cloud manager for users to organize their daily tasks smoothly
- Bulk sharing of reports and tasks, workgroup functions, reports displayed in menus to make managers' tasks easier
- Integrated partner database, individual filter options and authorizations settings, assorted client management and fully comprehensive support for customer service to ensure successful cooperation
- Production and logistics support, site management, and document storage to harmonize interconnected processes
- Project-related product management, document creation and contract completion for successful implementation
- Individual process editing, QR code display, Oracle enquiry-related reports, and document completion based on the BusinessObjects system, all in line with special demands

## Business Application Templates // You have a dream? **Now it's ready.**

Oriana has created ready-made Business Application Templates from combinations of Application Blocks. These 100%-customizable applications are easy to integrate and are able to help you meet all of your business challenges, no matter how large or small. And best of all, the Business Application Templates are at a lower price, faster and with the same functionality as individual developments.

In the Oriana ecosystem, cooperation with our clients and development partners means that Business Application Templates expand organically and members of the community can use them freely during their own developments. At the same time, our clients possess their own unique settings so they are not subject to any vulnerability.

System improvements take place simultaneously, so several different and independent solutions can be created at the same time for one business problem. This creates an inspiring environment for our partners and provides freedom of choice for our clients.

### **Our Business Application Templates include:**

- Customer service system
- Workflow management
- Human resources data management
- ISO processes and contract management
- Procurement and public procurement
- Mobile workforce support
- Work time registration and accounting
- Bid management
- Project controlling
- Project administration
- Duty planning and scheduling
- Knowledge base
- Customer relationship management (CRM)
- Document management
- Management information system (MIS)
- Marketing management
- Education organisation and management