

An Executive Briefing: The Next Generation of Business Management Software



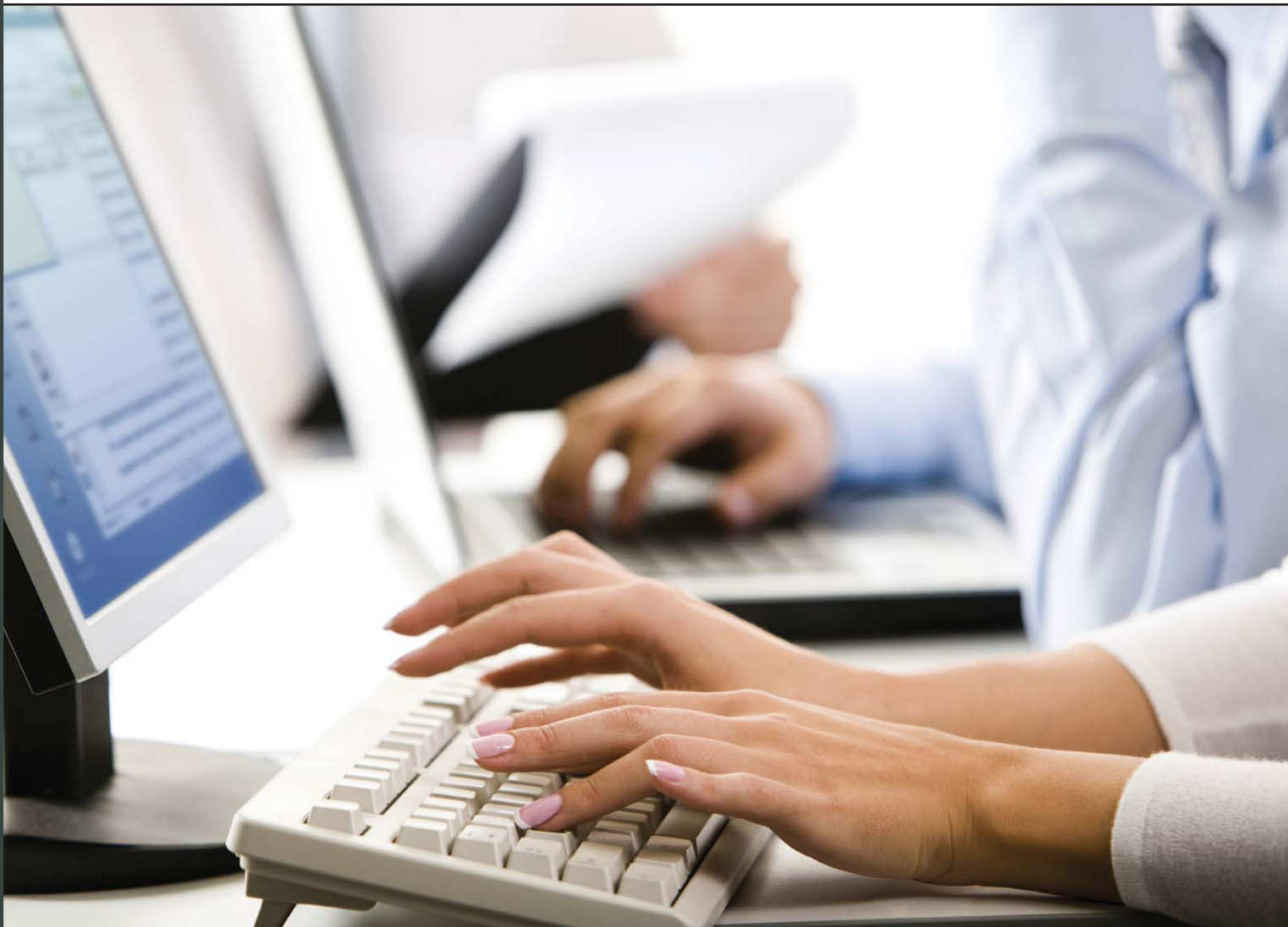
Overview

What is the next generation of business management software? It is a solution that adapts to the way you do business, not the other way around. It is business software that easily integrates with the other applications you use in your business, provides easy access to your critical business data, and gives you the tools you need to turn that data into practical information you can use to make important business decisions. In short, the next generation of business management software puts you in the driver's seat, and gives you complete control over your software experience.

The future of business management software is here with TRAVERSE® version 11. With its new technology base, TRAVERSE 11 builds on the award-winning features of TRAVERSE 10.5, but with a core architecture called the TRAVERSE Framework that allows us to bring you the power and flexibility of a next generation business solution.

The TRAVERSE Framework allows you to tailor TRAVERSE to your unique business needs instead of changing your procedures to fit the software. You are in control of how reports and other information are presented to you instead of relying on pre-defined layouts. And integrating your business software with other applications, web-based services, and external devices is easier than ever before.

This Executive Briefing explains how TRAVERSE's new layers of adaptability deliver unprecedented control of your business management solution across every level of your organization. The Briefing then delves into the tools that deliver the capabilities in each of those layers, covering TRAVERSE's new methods of information retrieval, the power of the Design Studio, the ability of TRAVERSE to integrate with other software, and the ease and security of TRAVERSE customization. You'll also learn about the flexible technologies with which TRAVERSE 11 is built, and the advantages the TRAVERSE Enterprise Edition can offer larger companies.



Adapting to your business

As the functionality and sophistication of business management software continues to grow, there are often parts of your business processes that don't fit well into that functionality. To be most useful and cost-effective, software must be configurable; it must adapt to your business without expensive customizations.

TRaverse allows you to meet those needs through four layers of adaptability, enabling you to personalize, design, integrate, and customize your solution using any combination of the following:

Personalize

Individual users can personalize the software by adjusting the menu terms and organization, changing the basic form navigation, and by creating and saving individualized 'views' of data for inquiry and reporting.

Design

The TRaverse Design Studio in version 11 gives you the ability to add custom fields; change the layout of invoices, purchase orders, checks and other forms; and build import and export definitions to provide integration to other business management software or automation equipment that you may be using. A key aspect of the TRaverse Design Studio is that any changes you make to the design are preserved when service packs and other updates are applied to the software.

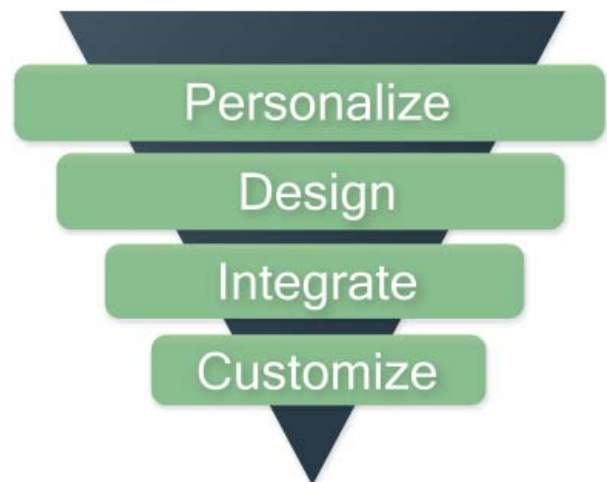
Integrate

The TRaverse Design Studio also includes the TRaverse Integration Engine, a set of data mapping and scheduling tools that can be used to integrate your Web store, trading partner, or other proprietary or third-party application data to TRaverse. Using the integration tools in the Design Studio ensures that data coming into your system is passed through the same validations and business rules as data entered in TRaverse.

Customize

The TRaverse applications are built on a complete framework designed to simplify the extension of functionality to meet the specific needs of your company. Companies that want to build in-house solutions to meet specific business needs can easily create extensions or custom applications using this framework.

The Software Developer's Kit has been designed to help you customize TRaverse applications to fit your needs. And just as in TRaverse itself, an extension or custom application you build using the TRaverse framework automatically inherits the personalization and design changes you make to TRaverse.



Personalization and Information Retrieval

TRVERSE 11 allows you to personalize the interface and reporting tools, giving you mastery over how your information is retrieved, presented, and published. This capability is an intrinsic part of the design of TRVERSE, and includes advanced reporting tools, functional preferences, “favorites” menus, and task panes.

To illustrate this concept, imagine a viewer that lets you select the type of data (sales history, for example), interactively apply filters to the data, select the pieces of information you want to see, adjust the order and size of the columns of information, and sort the information based on any field. Now imagine that once you have that information—formatted just the way you want it—you can simply publish the information by sending it to a printer, producing an electronic document, or sending it via electronic mail.

Even better, once you have defined the criteria for a report, you can save this personalized ‘view’ of that information for use at any time. You can even share that view with other users of the software. The reporting features of TRVERSE bring this power to your fingertips.

TRVERSE 11 also includes numerous enhancements to the robust user preferences, as well as a favorites menu which gives you easy access to your most-used functions. TRVERSE 11 includes task panes, which allow you to open and access supplementary information in attached windows without switching away from your primary task.



TRAVERSE Design Studio

Companies can create user- or role-based variations of the user-interface, add custom fields, manage workflow and more using the TRAVERSE Design Studio. The Design Studio also supports the use of scripting languages to add validations and process branches to the software.

Multiple variations of a given function can be saved and assigned to specific users or roles. This provides an easy mechanism to control which users have access to specific information. For instance, a data entry person can be restricted from seeing the cost information on a quote or order, but the sales manager working with the same data entry form will see that information.

Adding custom fields to the software requires only two steps using the Design Studio. First, you define the field, giving it a name, screen prompt, data type, any field validations, etc. Then, you associate that field with a TRAVERSE object, such as an inventory item, a customer, or a sales order. That field will be added to the function used to maintain that object, and automatically become available for inclusion on any of the personalized reports or inquiries based on that object.

Software Integration

How can you easily integrate your other applications with TRAVERSE? The answer lies in technology called Service-Oriented Architecture (SOA). Applications written in languages that support this architecture can communicate without an intimate knowledge of each other's internal structures and databases. They do so via services that provide a communications framework by which information can be exchanged.

Without an SOA, integrating disparate software products requires a great deal of design work. Either both products must expose details about their inner processes in order to communicate, or one product needs to export data to a public table and the other needs to import that data. In either case, the developers of both products must generally participate in the integration design and development process.

While such arrangements can be made, they present a barrier for organizations that want control over the integration of their business products. Typically, therefore, most organizations are limited to integrating their business and accounting software with a narrow range of approved software packages. This is where TRAVERSE's architecture puts you in control.

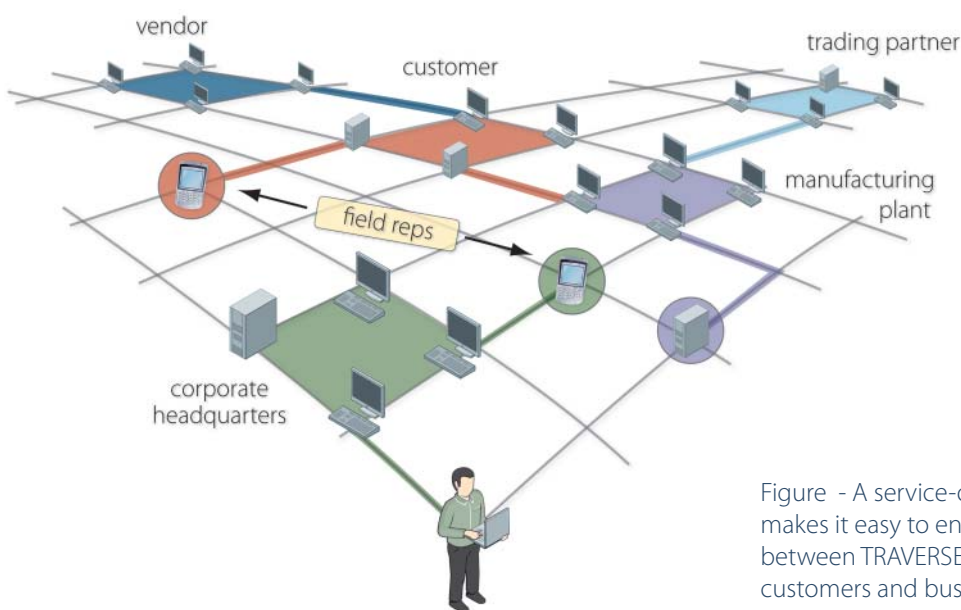


Figure - A service-oriented architecture makes it easy to enable direct communication between TRAVERSE and software used by your customers and business partners.

Customization through Integration and Extension

TRAVERSE is designed following object-oriented principles and is built on Microsoft's .NET Framework. The business processes can be deployed as software services in a Service-Oriented Architecture (SOA), providing services that can be used by other packages to exchange information with TRAVERSE. In return, TRAVERSE 11 can communicate with other packages by way of their services as well.

Integrating other applications with TRAVERSE

For example, a web shopping cart application may need to add sales orders into TRAVERSE. Without a Service-Oriented Architecture, the programmers of that application would have to possess an intimate knowledge of TRAVERSE. They would have to understand the tables and fields in TRAVERSE and the relationships between the records in the database.

With version 11, TRAVERSE offers an order entry service that accepts data in a predefined format that the web application developers can provide. The order entry service knows how to take that information and update the TRAVERSE database, ensuring that key information is validated, inventory is updated properly, and so on.

The types of applications that you can integrate with TRAVERSE in this manner are limitless, and can include wireless applications, handheld device applications, web-based applications, and other business applications both internal and external to your organization.

Extending TRAVERSE with other applications

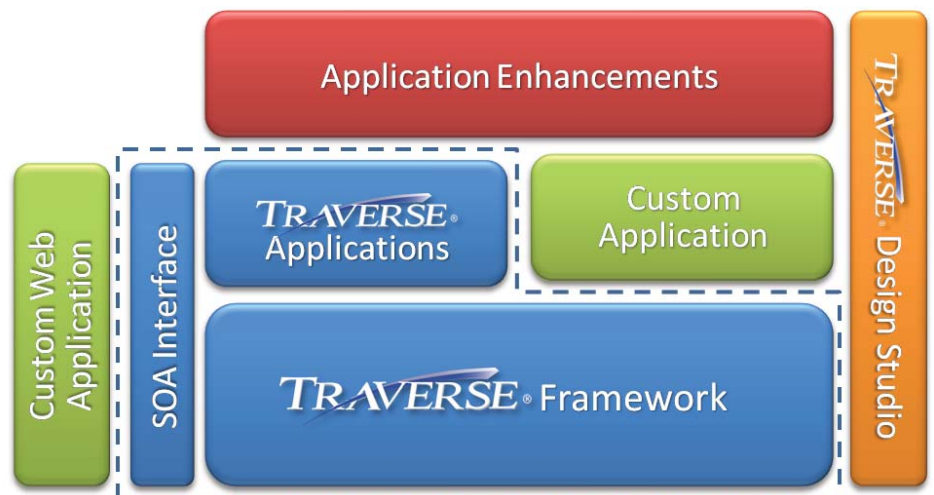
As mentioned, TRAVERSE can also make use of services offered by other software providers. For example, future versions of TRAVERSE may communicate with tax services, freight services, transaction-exchange services, mapping services, logistics services, and so on, using similar service-based interfaces.

All of this fulfills our promise of ultimate flexibility in integrating TRAVERSE with the software that is critical to running your organization, and doing so in a way that protects your development investment.

Technology

TRAVERSE 11 is based on the best and latest technologies available. SQL Server remains the solid, flexible, and powerful database back end for TRAVERSE, and we've chosen leading technologies such as C# as the basis for our program development. These cutting edge technologies allow us to provide you with a user experience and flexible software for a new era of doing business—an era in which software is easily adapted to your unique business needs and where you are in control of how and when you access information. You can be assured that these popular and powerful technologies will serve as a solid base for TRAVERSE well into the future.

Backing up this technology, you can rely on our extensive experience in designing business software. TRAVERSE 11 is the culmination of over 30 years of providing usable, extensible business solutions for companies like yours.



Enterprise

Larger organizations have needs beyond those of small- and medium-sized businesses. Larger corporate infrastructures can bring fragmentation of duties among many users, layers of supervisory oversight and approval, and stringent procedures needed to satisfy government regulation. That's why TRAVERGE Enterprise Edition has the features you need to satisfy the requirements of larger organizations.

Audit

Large organizations need tight control over data access and changes. TRAVERGE Enterprise Edition provides for optional data access tracking, recording every addition, change and deletion to your database and the users who perform these actions.

Alerts

TRAVERGE Enterprise Edition includes monitoring tools that provide an ever-vigilant watchdog over your data, identifying potential problems and alerting your personnel to the situation automatically. You can use the alerting tools to keep your salespeople informed about customer inactivity, your purchase agents informed of potential stock level concerns, your project managers informed about potential delays and bottlenecks in projects, and much, much more.

Workflow

Process and document flow is a critical concern to an efficient large organization. Delays caused by pending approvals can mean missed deadlines, stock-outs, and other costly business problems. TRAVERGE Enterprise Edition can help you manage your workflow to ensure that processes run smoothly, delays are minimized, and your employees are productive.

User/company mapping

Organizations that are comprised of multiple divisions or groups can streamline the data entry process by assigning users to their 'home' group. In this way each user's transactions are pre-coded to the proper GL account segments; they need only select a main account.

Inter-company

Large organizations are often comprised of multiple companies, such as manufacturing and distribution arms of a corporation. TRAVERGE Enterprise Edition provides full support for sales, purchasing, inventory transfer and accounting transactions between companies.

Document management

Tracking and managing documents is an important task for any organization, but it becomes even more critical as the volume of documents grows. TRAVERGE Enterprise Edition provides the tools you need to electronically manage source documents as well as forms produced throughout the accounting system. Your employees can access documents easily, viewing or reprinting them directly from historical transactions.

Unlimited GL segments

Larger organizations use longer account numbers with more segments than their smaller counterparts. TRAVERGE Enterprise Edition can handle account numbers of any size with an unlimited number of segment breakdowns.



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