Softonomy ™

Software Solutions

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This document and additional information about **Softonomy** and **Software Solutions** is available at our website: **www.softonomy.com**

1. Introduction

Softonomy ◐, a company headquartered in Dublin, Ireland, are **builders of Software Solutions** that enable businesses. We design and develop a range of software solutions, **customising** each solution leveraging the business strengths, qualities and capabilities of our Clients, meeting their specific needs and **maximizing** the positive effects as a result. The customised software solutions we build:

> ➢ are designed to **tackle business challenges** that our Clients are facing. ie: by improving the handling (accuracy, timing, content, automation) of data, information and knowledge across People, Processes and Technology.
> ➢ are devised to **increase competitive advantage** of our Clients and improve their business performance.
> ➢ are prudently managed to **deliver a return on investment** within an acceptable timeframe.

We utilise an **efficient approach** for building software solutions based on years of experience developing effective software for complex requirements. We utilise pre-built **software and business components** where beneficial. This is not only **cost-effective** but also enhances software quality. Additionally, we build solutions using a **flexible method** where software is released early and frequently to key groups and where the building process is tuneable to the needs of our Clients.

We provide all of the necessary **skills** for creating a software solution, if required. We use streamlined techniques to **capture** the requirements, to **design** the solution framework, to **develop** and **test** the solution and the processes, to provide **training** and technology transfer, **change management** and **project management**. We work closely with our Clients becoming involved in the success of the solution.
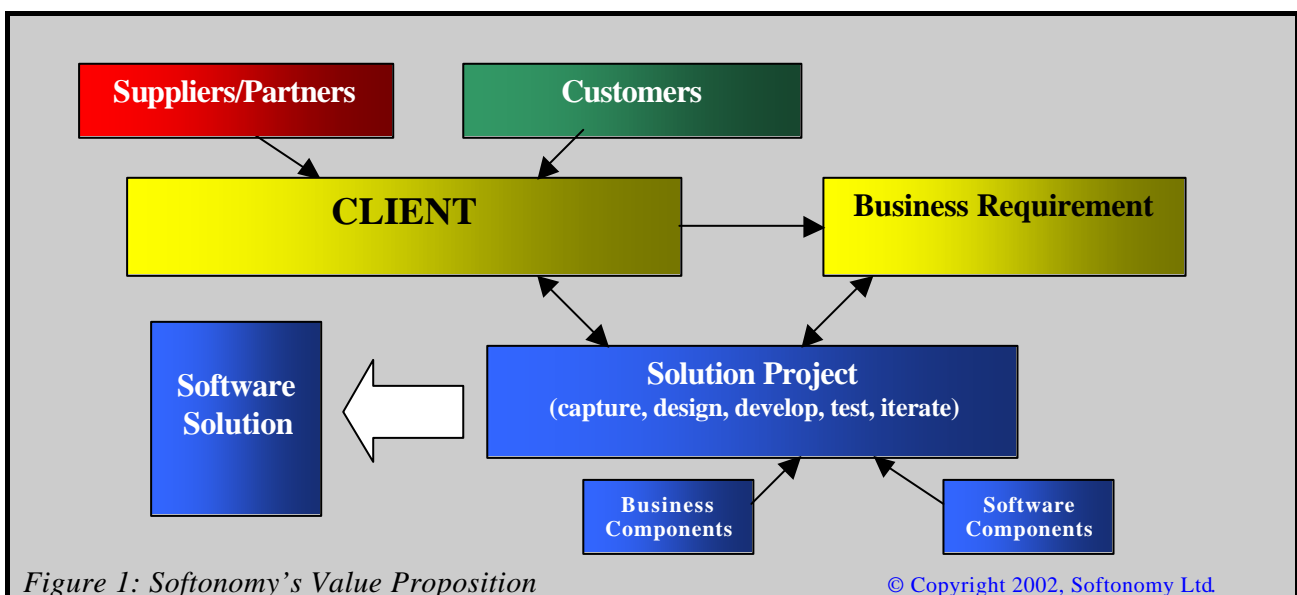

Figure 1: Softonomy's Value Proposition   © Copyright 2002, Softonomy Ltd.

Software is a Business Enabler

Findings from multiple research sources[1] are showing that there are numerous **opportunities to improve business execution** through the better handling of information and knowledge. Improvements can be made internally as well as externally such as interacting with Customers or when working with Suppliers & Partners.

Our Clients are acting on this business opportunity backed by a body of statistics that show that **software is a key determinant of business competitiveness** and a significant business enabler.

The *American Management Association* determined that the most important attribute businesses need today is the **ability to use information** to address market challenges. This can only be achieved through **software solutions**.

Therefore, having the correct information at the appropriate granularity delivered to the right person or system and at the right time is key. Businesses can improve their **business process effectiveness** and allow efficiencies to be realised by implementing new software solutions (*see Figure 2*).
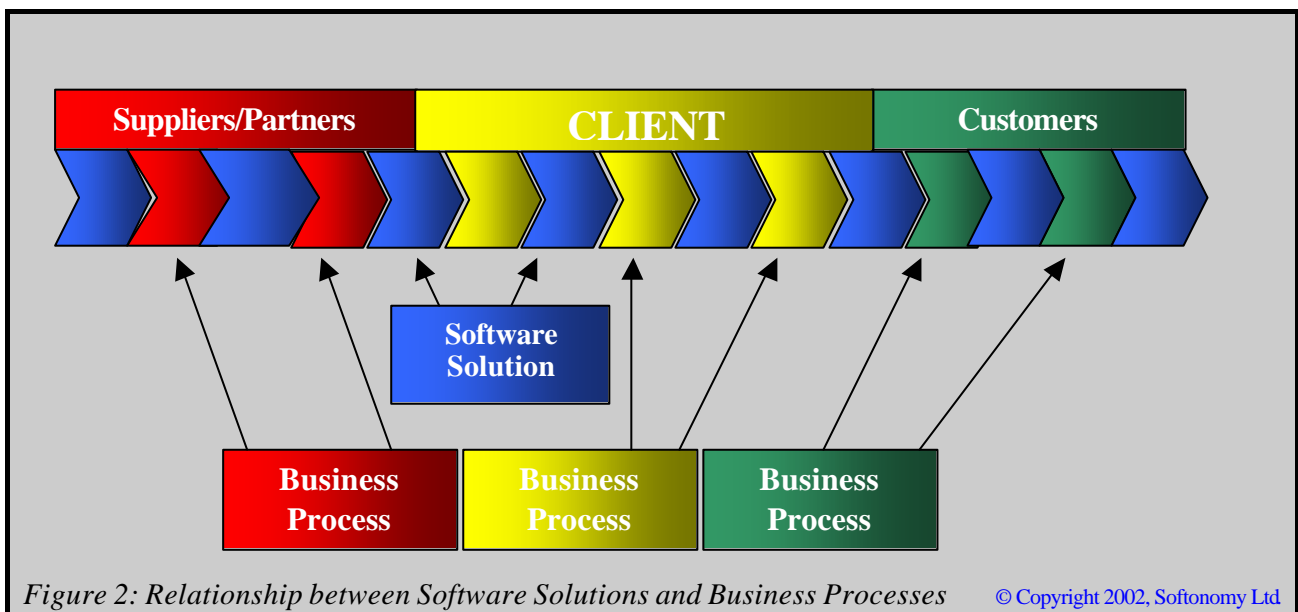

Figure 2: Relationship between Software Solutions and Business Processes   © Copyright 2002, Softonomy Ltd

(1) CIO Enterprise, Computer Weekly, EAI Journal, Gartner Group, Patricia Seybold Group, McKinsey, IBEC/SFA.

2. Software Solutions from Softonomy

Builders of Software Solutions

Building **software is our core business**, so it needn't be a distracting task for our Clients. We analyse, design, develop, test and implement innovative software solutions. We **continually research technology** developments, both commercial and academic, for the most effective ways for building software. We use **proven techniques** for human-computer interactions and systems integration and we provide solutions that are high in quality, are on target and meet the business objectives.
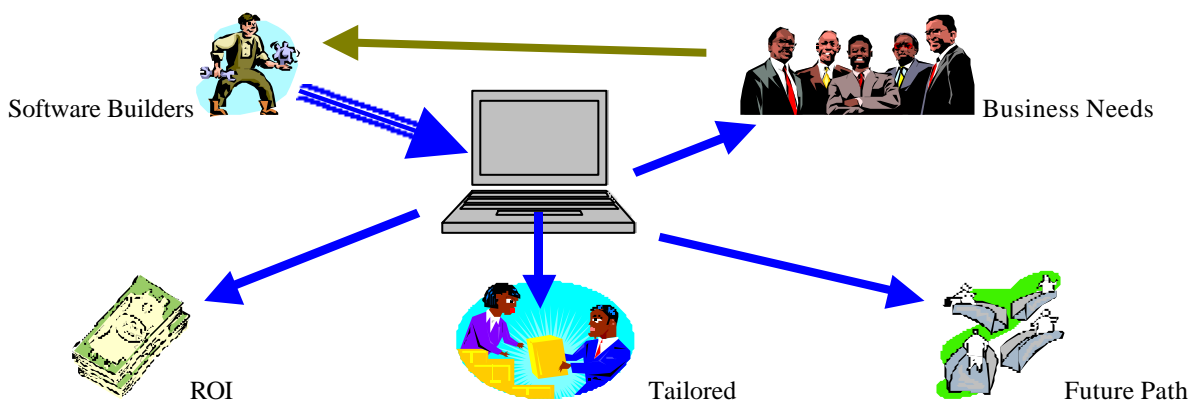
Delivering Return on Investment

Every software project we undertake is systematically managed for a realistic and tangible **return on investment**. We insist that each software solution is **effective** for our Clients, whether the aims are to reduce costs, increase revenues/profits or improve efficiency and competitiveness. Our success is based on our Clients success.

Tailored Solutions

Our software solutions are **tailored** to enable our Clients to address their business challenges optimally. By customising each software solution, it allows our Clients to **leverage** their business strengths and maximise advantages. We utilise an **iterative approach** so that Clients can see and feel the solution as it is being implemented. The result is effective software that is tightly matching to the business requirements.

Long-Term Commitment

We are committed for the long-term to the tailored software solutions we provide, not only in terms of ongoing **support and maintenance**, but also in terms of the **enhancements** that are possible. As we use a **component-based** foundation in our software, this facilitates functional enhancements as necessary to meet our Clients changing business demands. Like the business environment, our software is **dynamic**.

Software Builders

Business Needs

ROI

Tailored

Future Path

Business Driven

We utilise an effective approach when implementing solutions for our Clients, taking a **business view** at all times. We have combined our experiences of implementing software solutions **across business sectors** over many years, including the configuration of business software packages, the development of software products, the development of custom software solutions and the delivery management consultancy.

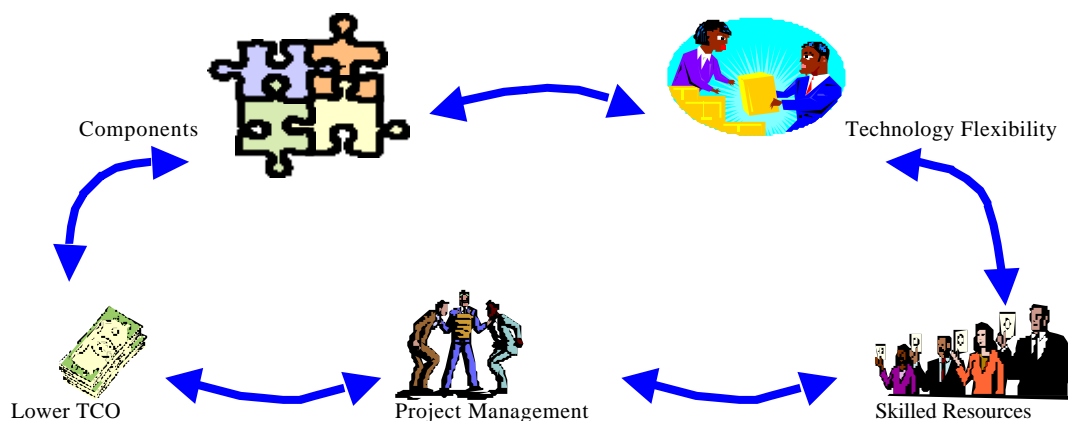## Quality Software, with Lower TCO

We build software solutions by using a **component-based model**, whereby we incorporate wherever practical pre-built software and business logic components. This approach not only **lowers TCO** (Total Cost of Ownership) but also produces software that is of **high quality**, being robust and with lower defects. We build the software solutions using a range of tools and techniques, such as using **Siphon Ô**, our intelligent component search engine and database.

Practical about Technology

We work across a range of technologies but are practical about each - we judge technologies on their merits both for today and for the future. Clients are therefore assured that we provide **solutions optimised for business** – technology is our tool. We continually exert ourselves to analyse and understand technologies whilst **we communicate in business terms** to our Clients. We ensure that we follow the best practices emanating from both industrial developments and academic research, using **proven technologies** whilst evaluating upcoming trends.

Breadth of Skills

We have all the necessary skills for the requisite steps when creating a software solution. We use a streamlined technique to **capture** our Clients business requirements, to **design** the appropriate solution framework, to **develop** and **test** the software solution, to provide **training** and technology **transfer**, and where necessary change management **consultancy** and **project management**. We work closely with our Clients and become involved in the success of the software solution.
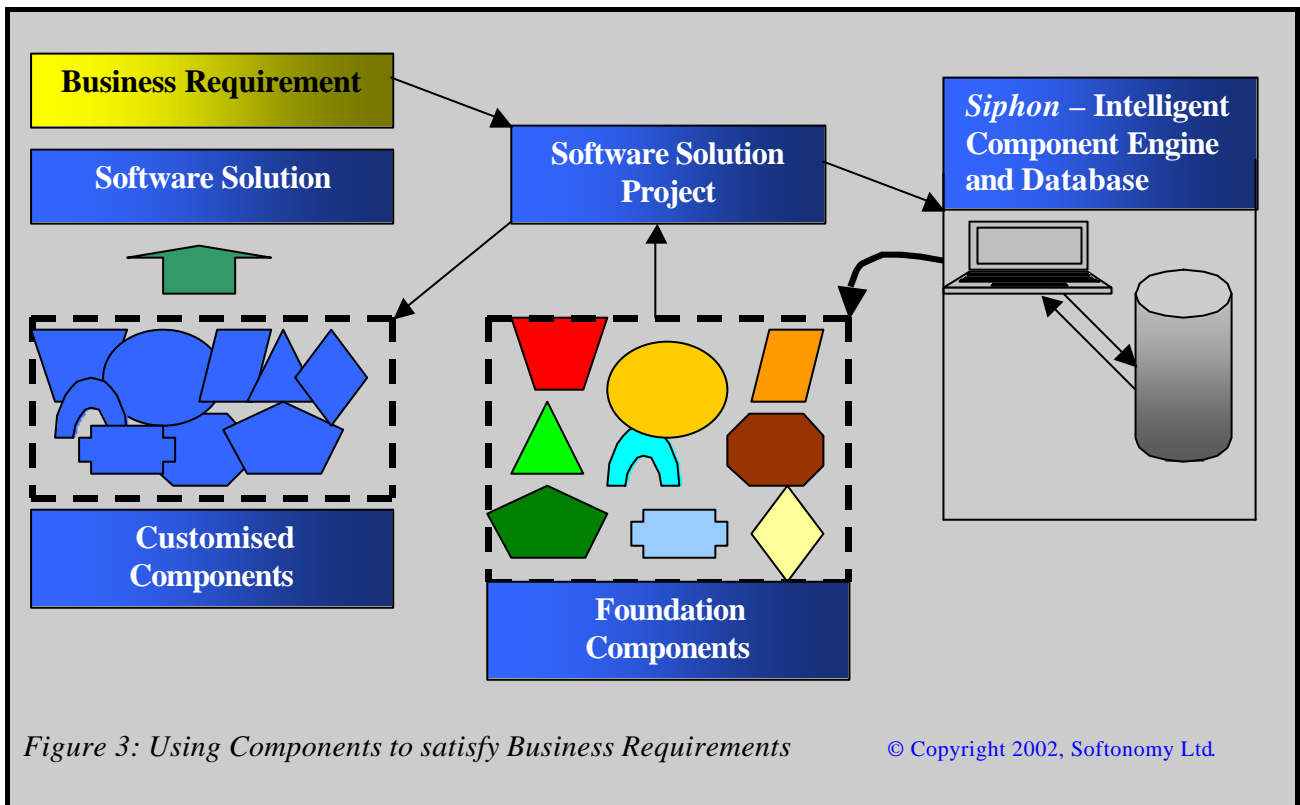
Sector Suitability

Our software solutions can be used across a **wide range of sectors**, such as Financial Services, Banking, Insurance, Pharmaceutical, Biotech, Hi-Tech, Telecoms, Manufacturing, Distribution and Retail. Although we have experience within several sectors, we recognise that our Clients know their own industry best of all.

Solution Delivery

All our skilled professionals are trained to work in a **client-oriented** project environment. We ensure that every software development project is tightly project managed, in terms of the key areas of **scope**, **time**, **costs** and **quality**. Our Project Managers have backgrounds in commercially proven project management techniques, such as those endorsed by the *Project Management Institute.*

Figure 3: Using Components to satisfy Business Requirements   © Copyright 2002, Softonomy Ltd.

3. Benefits for Clients

Focus

We are focussed on building powerful, effective, quality software solutions for our Clients. We **concentrate on building software** that enables our Clients business, allowing our Clients to concentrate on their business.

Investment Effectiveness

Every software solution project is vigorously managed so that our Clients realise a **return on investment** whilst achieving an effective solution for their business.

Efficiency

We provide skilled professionals according to the demands of the software solution project thus ensuring a **cost-efficient delivery**. Additionally, as our solutions avail of pre-built software and business process components, they can be assembled at costs that are significantly less than if developed from scratch.

Flexibility

We are flexible in terms of the **technology expertise** we provide and the **resource levels** we deliver. As solutions are built using the component model, Clients can adapt their software solution as their business changes.

Effective Software

Every software solution we provide is **tailored** for each Client for their particular business requirements. This delivers an **optimum solution** that drives the Client's business leveraging their business strengths. Since we develop solutions iteratively, there is a **lower risk** of mismatch between the actual business requirements and the delivered functionality.

Future Growth Path

We provide **long-term** solutions, fully supporting each Client and **offering new functionality** as required. This allows our Clients to use the software as a dynamic business tool as it can be changed as needed according to changing conditions in terms of operations, market and/or strategy.

4. Solution Scenario

Typically, the software solutions we provide to Clients meet business requirements that are **not served** readily by available off-the-shelf software products. For example, a Client is likely to have a specific non-trivial business requirement like:

"*wouldn't it be useful if we could do XYZ?*"

But when that Client searches for a product to do *XYZ*, they may find that:

➢ any products are lacking a significant portion of functionality, and
➢ configuring the best available product will be both time consuming and expensive

Essentially, a fully matching product is not available to meet the business requirement. The more specific the Client's requirement, the more likely that an off-the-shelf product will not be readily available.

Similarly, the Client's currently installed software systems are typically not configurable to provide the functionality for the business requirement, at least not easily - "the wrong tool for the job" syndrome.

If the Client decides to use an unsuitable off-the-shelf product in this scenario and attempt to configure it, or if they decide to attempt to configure an already installed system, this is likely to lead to dissatisfaction and an expensive result.

This is where a **Softonomy** software solution can be brought to bear. Our **tailored software solutions** provide the functionality that's needed, exactly as the Client requires it. By building the software solution using pre-built business and software components where possible, we can deliver a software solution that has the customised functionality to meet the business requirement.

Examples of **Softonomy** software solutions (information systems and applications):
➢ **strategic**
➢ **operational**
➢ **web**, **internet**, **e-business** and **digital media**
➢ **information systems, databases, data warehouses**
➢ **functionality extension** (eg: ERP, CRM and SCM)
➢ **enterprise application integration (EAI)** (eg: ERP, CRM and SCM)
➢ **web services**
➢ **mobile** and **telecoms**
➢ **security**

Softonomy Software Solutions are built from a **wide range of technologies** and frameworks. Typically, solutions are built using proven **object-oriented** languages with robust **middleware**, **networking** technologies and **databases**.

5. Component Database & Engine - Siphon

Siphon **Ô** is our intelligent component database and engine. This engine is accessed during software solution projects for:

> ➢ suitable **Software Components**

> ➢ suitable **Business Logic Components**

When suitable components are identified, they are downloaded for final customisation and adoption into the software solution.

Examples of Software Components include:

> ➢ UML models, object classes, EJB & ActiveX components, XML documents, etc.

Examples of Business Components include:

> ➢ business logic descriptions, business process documents, data definitions, etc.

Siphon has been designed to be a highly **scalable repository** for both software and business components. It is a high performing engine, being both **fault-tolerant** and **secure**. It is centrally managed and provides **classification** of software and business components along with detailed **versioning** control. It provides a business-focussed **component framework** environment. It caters for design patterns, server-side applications, multi-tiered architecture, business processes and ROI analysis.

6. Further Information

If you have any questions or require further information regarding our **Software Solutions**, please send us an email to: **info@softonomy.com**

We are interested in hearing about your company's business challenges, its unique business requirements and in exploring how our tailored software solutions can be used to deliver results for your business.

Alternatively, contact us by:

Tel: +353 (0)1 2846381

Further information regarding our software solutions along with white papers can be found at our website: **www.softonomy.com**