

**EMPOWERING BUSINESSES WITH A UNIQUE
TECHNOLOGY INFRASTRUCTURE TO
ADDRESS CUSTOM APPLICATION
DEVELOPMENT NEEDS WITH HIGH LEVEL OF
AGILITY AND EASE**



Enterprise Business Application Infrastructure

Everything you need to design, develop & change service oriented cloud and mobility enabled business applications

Advancement in fields spanning computation, connectivity, cloud, mobility, integration, storage, etc. has had significant impact on the kind of process being followed as well as tools and technology available for businesses and IT. This has put a lot of pressure on IT driving them to innovate and find new ways to address demanding business needs while minimizing risks.

Reflecting on this challenge is the landscape of application infrastructure which has been evolving rapidly through introduction of newer approaches and tools embracing the advancements to enable and empower IT.

One such initiative is the **“Business Application Infrastructure Suite”** from AppPoint which is one of the most comprehensive technology stack in the industry enabling a unique approach to **developing feature rich and high quality**

business applications with greater simplicity and ease.

Embracing a model driven approach and designed with a greater emphasis to bridge the gap between IT and business, AppPoint’s application infrastructure comprises of a comprehensive suite of capability backed with a set of tools *specifically designed for tech savvy business users* enabling organizations with everything they need to develop, deploy and execute complex business applications in a time, cost and risk sensitive manner. Together these capabilities enable businesses with a unified approach to address a broad range of needs such as-

1. INTEGRATE disconnected systems to –
 - a. Improve operational efficiency through automation,
 - b. Enhance decision making through improved visibility to information spanning multiple systems,



MDA enabled DevOps
Infrastructure to manage planning, design, development, testing, release and change



Integration Middleware
Seamlessly Integrate existing legacy application to improve automation, reporting, operational efficiency, etc.



Composition Middleware
Develop new application integrating existing ones addressing functional gaps, increase ROI



Application Middleware
Develop new business application with tier-1 capabilities like workflow, reporting, rules, analytics, portal, etc.



Cloud Middleware
Develop cloud / SaaS enabled business application with high level of scalability, elasticity and performance.



Mobility Middleware
Develop new multi-platform compatible mobile business application or enable legacy application for mobility

c. Develop composite applications to address incremental business needs and address functional gaps,

2. **EXTEND AND MODERNIZE** legacy applications to –

- a. Embrace newer technology,
- b. Enhance functional capability, e.g. security, workflow, reporting, etc...
- c. Adopt newer business models such as cloud, mobility, etc...

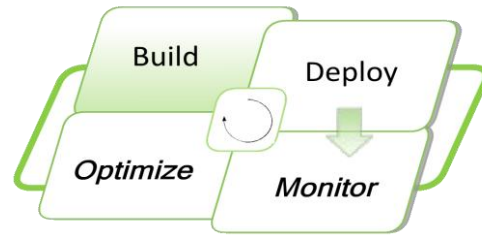
3. **RAPIDLY DEVELOP AND LAUNCH new** –

- a. **BUSINESS APPLICATIONS** with capabilities such as - document management, workflow, portals, reporting & analytics, collaboration, mobility, etc...
- b. **CLOUD SERVICES** which embrace all of the traditional application capability in addition to cloud specific aspects such as multitenancy, elasticity, dynamic and non-intrusive deployment/update capability, multi-factor security, integration spanning OnPremise and Cloud, etc...

Integrated DevOps

While the model driven approach minimizes skill barriers and accelerates the development process, the *unique integrated DevOps capability* seamlessly complements it

by *enabling a continuous development and delivery approach*



- a) *Role based IDE* – a flexible desktop based and browser based integrated development environment enabling anywhere anytime access to development artifacts,
- b) *Pluggable authentication* and configurable rights management facilitating single sign-on with providers such as AD, LDAP, oAuth, etc..., and enabling configurable access to application artifacts or models, as well as enforcing control over who can do what with it,
- c) *Built-in activity based version control* ensuring change management, incremental delivery and change audit,
- d) *One click test and simulation capability* – with integrated validation and simulation frameworks infrastructure enables continuous test and refinement of solutions in a time sensitive manner
- e) *Auto-deployment and update* – While the model driven approach eliminates the need to code, built-in release and DevOps capability with

automated distribution and deployment of changes eliminates the challenges associated with build, release and error prone deployment processes,

- f) *Built-in profiler – analyze applications being developed and fine-tune them for performance and behavioral refinement,*
- g) *Automated distribution and upgradation process – never have to worry about how the changes get distributed to target environment, while ensuring configurable control over its deployment,*
- h) *Multi-lingual modeling environment* enabling development of business applications in localized languages
- i) *Auto documentation* offering an ability to quickly document the application models,

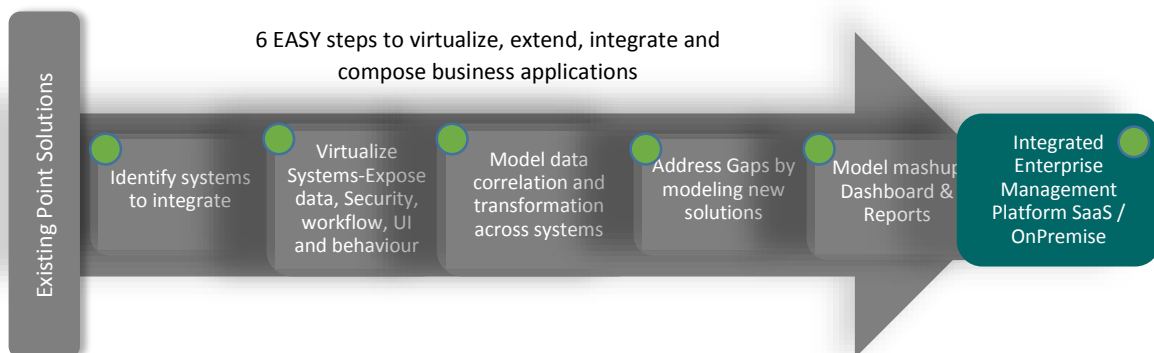
With many more capabilities, AppPoint's infrastructure offers an end-to-end seamlessly integrated approach to developing and delivering comprehensive, feature rich globalized business applications.

Service oriented application virtualization, integration and composition infrastructure -

As long as one can remember, extending and modernizing IT investment has demanded the most out of IT and business alike. AppPoint's application infrastructure includes a technology agnostic integration and composition infrastructure which enables businesses to quickly extend and integrate existing LOB applications deployed either OnPremise or on the cloud as well as to develop new composite applications leveraging them.

The *unique non-intrusive point and click approach* enabled by the infrastructure offers a cost effective and low risk approach to improve ROI on existing investment embracing latest of the advancement in technology and business models such as cloud, mobility, etc...

True to the service oriented nature enabled by the infrastructure, the composite application developed using AppPoint



infrastructure can be deployed anywhere spanning OnPremise, Cloud or on a hybrid model.

Developing new SOA styled business applications

While the integration and composition offers a low risk, low cost approach to do more with existing tools, capabilities such as process / workflow engine, rules engine, portal infrastructure, document management infrastructure, analytics / reporting framework, etc... offers organization a comprehensive option to develop new SOA enabled business applications.

The kind of workloads which are most suitable to be built and managed using AppPoint's application infrastructure include –

- ❑ *Process or Workflow centric solutions, such as compliancy management, auditing, project management, etc.*
- ❑ *Integration centric, such as lead-to-cash or hire-to-exit, bid-to-bill, etc.*
- ❑ *Document centric processes, such as loan processing, claim processing, etc.*
- ❑ *Rules & policy driven solutions requiring continuous refinement such as those governed by regulatory bodies such as CFR-11 compliant*

clinical trials and trial supply chain management solution,

- ❑ *Reporting and analytical applications such as treasury management solution, project management solution, budgeting and spend management, forecasting solutions, etc.*
- ❑ *Applications requiring extensive collaboration among users with capabilities such as mobility – such as corporate portals, knowledge management systems, etc.*
- ❑ *Applications requiring high level of scalability – such as RMA portal, support portal, loan application processing, etc.*

Enabling and accelerating cloud and mobility adoption

Cloud computing is a disruptive phenomenon, proven to make organizations more responsive and agile than ever before. With inherent economic benefits, speed and scalability enabled by it, cloud has fueled a high level of innovation. AppPoint's application infrastructure is designed ground up with cloud enabling capabilities such as multitenancy, dynamic scaling, automated provisioning, metering and billing, etc...

AppPoint service oriented cloud infrastructure enables business models such as delivering software as a service (SaaS), process as a service (bpmPaaS), and

integration as a service (iPaaS), etc... some of the solutions developed and delivered using AppPoint's technology are LMExcellence, BARTSuite), etc...

AppPoint's infrastructure extends the application delivery models beyond traditional desktop and web to mobile

devices. With its multi-platform compliant mobility infrastructure, applications developed using it are enabled with capabilities such as mobile workflows, offline mode support, device integration, multi-factor authentication, auto deployment and update, etc...

About AppPoint

Incorporated towards the end of 2005, AppPoint is led by a team with over 3 decades of experience in designing and developing some of the industry leading solutions for companies such as IBM, Rational Software & Microsoft.

Developing enterprise class business application has never been easy, always associated with high level of risks, time and cost. Adding to this are numerous challenges being faced by organizations driven by their need to embrace some of the disruptive technologies & business models such as cloud, mobility, etc. Our story revolves around addressing some of these challenges by delivering a technology platform for business applications. Backed by a set of unique tools specifically designed for business users, our approach minimizes **Time, Cost, Skills and Risk** barriers that have traditionally existed.

Our customers include some of the blue-chip companies with globally recognized brand names, as well as some of the most rapidly growing organizations. We strive to establish long-term collaborative relationship with our customers leading to a trusted partnership. Such relationship has allowed us to co-create unique one of its kind solutions to some of the complex challenges faced by our customers.

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