



The  
***e-Business***  
Platform

# Get your e-Business *moving* at **Internet Speed.**

## Old Way, Hard Way.

Developers building an e-Business web site traditionally had to spend vast amounts of time and money pulling together the many software and hardware components necessary to create a fresh and compelling site.

The biggest challenge was getting the disparate dynamic elements to work together cohesively, so a change in one feature or component would not impede the harmonious operation of the site. In reality, one change typically produced a cascade of changes, leading to a long and costly development process. The more ambitious and complex the web site, the longer – and more complicated and costly – the development process became.

## What Are You Waiting For?

With InstantObjects, there finally is a way to build responsive e-Business sites at Internet speed.

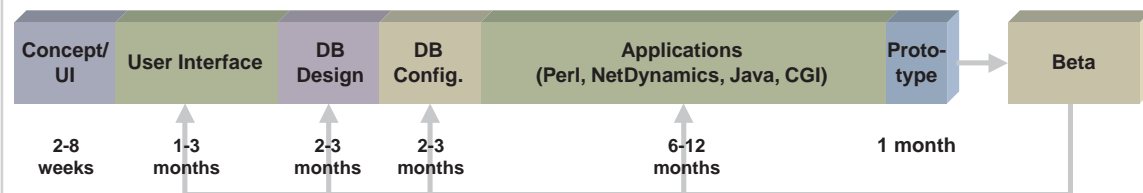
Now, the hard way of building e-Business sites is gone, thanks to InstantObjects™, an innovative and powerful new software platform that integrates into a single, easy-to-operate environment all the functions and tools necessary to:

**Launch** a sophisticated and highly customized e-Business site in record time.

**Update** a site automatically in minutes without the use of expensive technical resources.

**Evolve** a site over time by adding any number of new features and functions without re-engineering the operating site.

## Typical Site Development Process



## InstantObjects Rapid Development



# Introducing a *revolutionary* time-to-market **solution.**

## New Way, Fast Way.

InstantObjects is a highly integrated web-application development platform that works in conjunction with a standard relational database to speed the development of agile and endlessly adaptable e-Business sites. Because InstantObjects eliminates extensive, expensive and time-consuming system integration and custom programming, you start building your site as soon as your new or existing user interface is installed on the platform.

InstantObjects controls the gathering, sorting and warehousing of data from any number of sources – and the presentation of the information in any number of user interfaces operating on any number of URLs. Compatible with most existing web site technologies, InstantObjects can supplement an existing site, quickly adding automated data management, robust commerce opportunities and personalized information delivery.

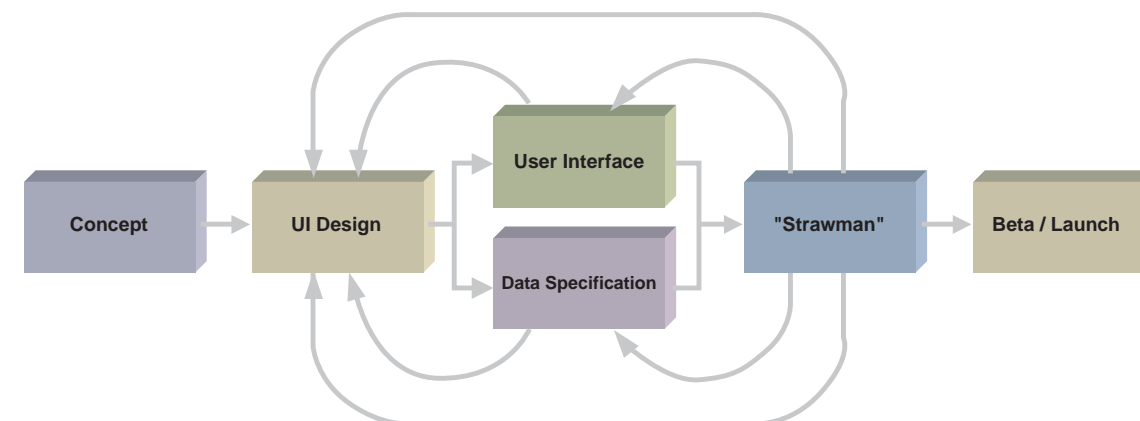
## Single Control Panel Manages the Site

Unique among all other web publishing and e-Business development products, all the dynamic components of an InstantObjects site are controlled by a single graphical user interface (GUI). The GUI makes it possible to update the content, look, navigation and functions of a site in minutes without even restarting the server.

## Get H.I.P. to Rapid Site Development

The tight integration of the InstantObjects platform makes it possible to rapidly prototype a new site or to make on-the-fly changes to an operating one. With H.I.P. (Hot Iterative Prototyping), your e-Business site evolves at Internet speed.

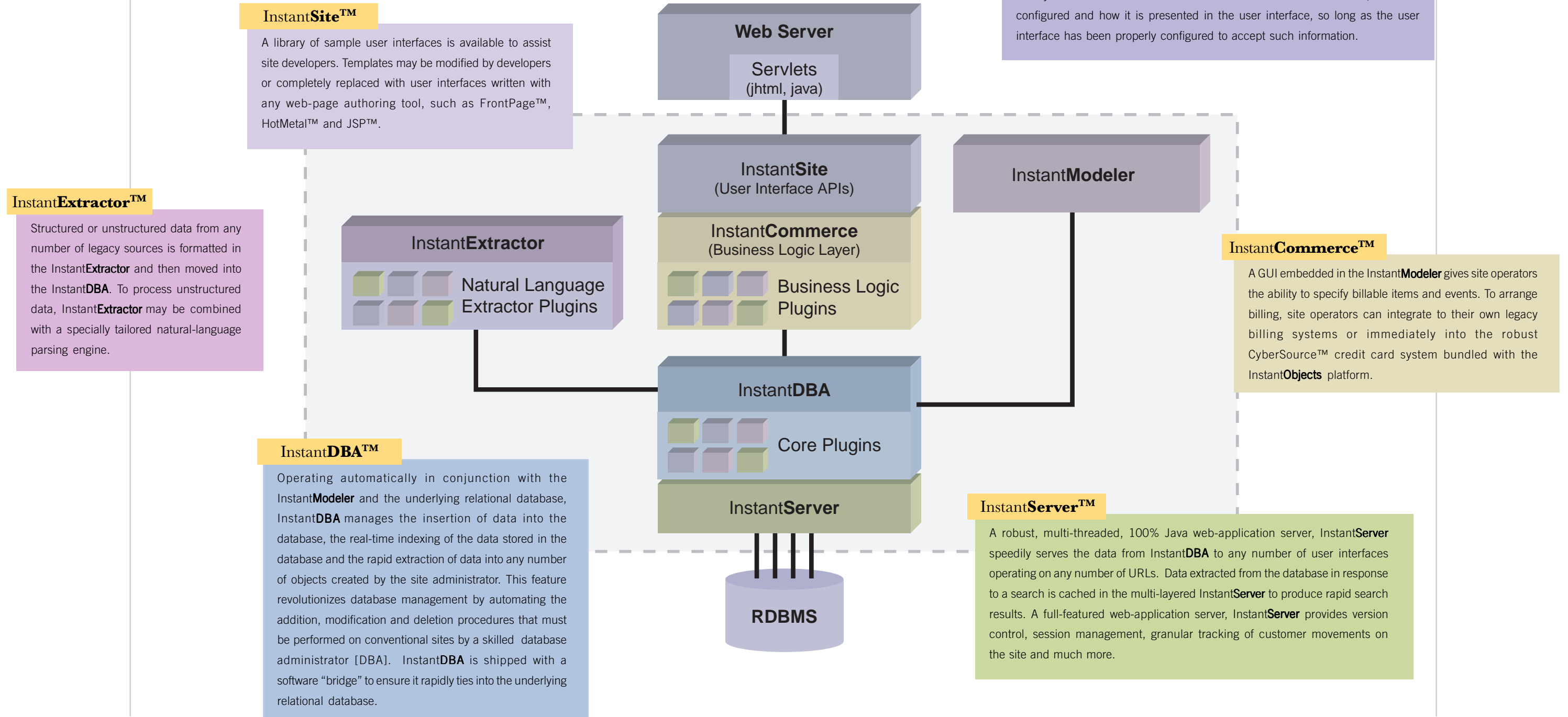
## H.I.P. Site Development Model



The most *powerful* environment for developing and managing *dynamic* e-Business sites.

**Build It Fast, Update It Faster.**

The InstantObjects platform consists of several tightly integrated components that together specify the content, look, navigation and function of an e-Business site. Here's how the components of the InstantObjects platform speed and simplify the development, deployment and evolution of even the most demanding site.



**InstantSite™**

A library of sample user interfaces is available to assist site developers. Templates may be modified by developers or completely replaced with user interfaces written with any web-page authoring tool, such as FrontPage™, HotMetal™ and JSP™.

**InstantModeler™**

Once a user interface has been integrated into the InstantObjects platform, a non-technical person, who can be trained on the system in less than a day, can begin building a site in minutes with InstantModeler. This exclusive feature is an intuitive and easy-to-use graphical user interface (GUI) which manages all the dynamic elements of the site. It controls how data is extracted, how it is configured and how it is presented in the user interface, so long as the user interface has been properly configured to accept such information.

**InstantExtractor™**

Structured or unstructured data from any number of legacy sources is formatted in the InstantExtractor and then moved into the InstantDBA. To process unstructured data, InstantExtractor may be combined with a specially tailored natural-language parsing engine.

**InstantCommerce™**

A GUI embedded in the InstantModeler gives site operators the ability to specify billable items and events. To arrange billing, site operators can integrate to their own legacy billing systems or immediately into the robust CyberSource™ credit card system bundled with the InstantObjects platform.

**InstantDBA™**

Operating automatically in conjunction with the InstantModeler and the underlying relational database, InstantDBA manages the insertion of data into the database, the real-time indexing of the data stored in the database and the rapid extraction of data into any number of objects created by the site administrator. This feature revolutionizes database management by automating the addition, modification and deletion procedures that must be performed on conventional sites by a skilled database administrator [DBA]. InstantDBA is shipped with a software "bridge" to ensure it rapidly ties into the underlying relational database.

**InstantServer™**

A robust, multi-threaded, 100% Java web-application server, InstantServer speedily serves the data from InstantDBA to any number of user interfaces operating on any number of URLs. Data extracted from the database in response to a search is cached in the multi-layered InstantServer to produce rapid search results. A full-featured web-application server, InstantServer provides version control, session management, granular tracking of customer movements on the site and much more.

# Flexible and *responsive* to **grow** with your business.

The components of the Instant**Objects** platform each individually represent a critical step towards creating a flexible and responsive web site. Site managers may choose the components they find most useful for a given project, knowing they can rely on all of the features of the platform as their e-Business grows.

The Instant**Objects** platform creates a complete web hosting environment in tandem with a Java-compliant relational database and a web server. It may be deployed on any platform that supports a Java virtual machine (VM), including Unix, Windows NT and Macintosh – or a mixture of all three.

## On-the-Fly Site Management

The content, look and function of an e-Business site are defined by the **data and processes** presented to a site visitor in the user interface.

— **Data** might include a product catalogue, an auto dealer's available service appointments, or the ingredients for a savory curry recipe – and where to buy them.

— **Processes** might include the calculation of tax on an out-of-state sale, the clearing of a credit-card transaction, or the awarding of points in a frequent-flier program.

Instant**Objects** takes its name from the fact that it provides e-Business managers with the unique capability to configure a site on-the-fly by instantly creating, modifying or deleting any number of object models to define how the data and processes governing the site are reflected in the user interface.

Object models are created and managed in just a few keystrokes with the intuitive Instant**Modeler** GUI [described on the previous page]. The possibilities are limitless: Any number of object models may be created and stored for any period of time. The same data or process may be used multiple times in different object models.

When the administrator activates a new object model, Instant**Objects** immediately and automatically updates the user interface and all the dynamic components that gather, sort and warehouse data.

# Plug-in *power* for extensible **functionality**.

Instant**Objects** is shipped with an extensive library of business logic plug-ins to customize and continuously expand the functionality of a site. Among the plug-ins are:

**Registration.** Detailed marketing information may be gained from site visitors by requiring them to register to view some or all of the contents of a site. Log-in requirements and access are controlled by the site administrator. Custom registration forms are provided.

**Searching.** Both structured and free-text search capabilities are available. The two search protocols may be used individually or combined to provide site visitors with a responsive and rewarding experience.

**Agenting.** This powerful technology can be used in two ways: It can give site operators the capability to send customized e-mails to customers fitting a particular profile. Or, it can provide site visitors with the ability to launch persistent searches for a particular type of item.

**Self-Publishing.** Complete business logic and forms support self-publishing by site visitors, and Instant**Objects** provides the mechanisms to review and approve content before it goes on-line. There's even a fill-in-the-blanks template to help site visitors create their own mini-web pages, providing, for example, a national manufacturer with the ability to let local distributors build their own web pages within a master site.

## Still Don't See What You Want?



Published APIs makes it possible for you to create custom user interfaces or to add new functionality. Because Instant**Objects** utilizes absolutely no proprietary programming languages, web pages and business logic plug-ins may be written in most standard computer languages.

**Matching.** A versatile algorithm makes it possible to match roommates with one another, to pair job seekers and employers and so forth.

**Tracking.** Every movement of every site visitor is tracked and may be analyzed to obtain valuable market research that may be turned into sales.

**Banner-Ad Support.** Instant**Objects** works with all networked banner-ad systems.

**Multimedia Support.** Instant**Objects** is compatible with all multimedia, including streaming audio and video.

# What are you *waiting* for?

Instant**Objects** is the only enterprise-quality software environment to help you build responsive e-Business sites at Internet speed.

Instant**Objects** provides a complete platform for producing a world-class, savvy e-Business site in less time and at a far lower cost than possible through conventional means. Instant**Objects** significantly shortens the development process without compromising the function, flexibility and quality of a site. And it provides the capability to rapidly update and endlessly evolve your site efficiently in the future.

## Only Instant**Objects**<sup>™</sup> Provides These Powerful Capabilities.

- ◆ Instant**Modeler**<sup>™</sup> speeds site development and management by giving even a non-technical administrator the ability to dynamically control the content, appearance, navigation and function of a site.
- ◆ Instant**DBA**<sup>™</sup> automatically manages and updates the site's relational database without requiring the services of a skilled database administrator.
- ◆ Instant**Commerce**<sup>™</sup> integrates full commerce functionality into the site to begin immediately generating revenue.
- ◆ Instant**Server**<sup>™</sup> powers the site with a robust and scaleable 100% Java web-application server that operates on any hardware platform.
- ◆ Instant**Extractor**<sup>™</sup> rapidly extracts and categorizes data from multiple legacy sources.
- ◆ Instant**Site**<sup>™</sup> provides templates which may be modified or completely replaced with user interfaces written using any web-page authoring tool.

