

Asera™ Development Workbench™

A rapid application development environment for changing business needs

Asera™ Development Workbench™ provides a single environment to graphically model every component of your eBusiness applications—application workflows, object models or presentation logic.

Asera Development Workbench Overview

Rapid changes in eBusiness strategies leave IT managers continually scrambling to catch up with the changing requirements of business applications. Moreover, in a world where business processes vary drastically from one company to another, no out-of-the-box application fits every company's needs without significant customizations that are inherently expensive to maintain. Asera Development Workbench solves these problems by moving them to a new level of simplicity.

A rich set of APIs and an intuitive graphical interface allow developers and implementers to abstract programming into high-level constructs. Applications are designed and built using logical building blocks, rather than complex, unintuitive programming schemes like JSP or ASP. Customizations of business logic within applications is very easily achieved by configuring logical entities like business steps and business rules rather than requiring knowledge of complex Web programming languages like Java, Perl or C/C++.

Asera Development Workbench allows rapid application development and customization without requiring significant programming skills. Configurable change options and granular change isolation are inherent benefits of this approach.

And for system upgrades, the parameter-driven configurations of Asera Development Workbench make migration of customizations effortless.

Benefits

With Asera Development Workbench, you have:

- A complete environment to rapidly develop and deploy large-scale eBusiness applications
- A powerful visual interface to build and change user interaction logic without complex programming
- Robust choices of configurable components to design and customize the personalized user screens
- Graphical interfaces to visualize and modify complete application logic and perform inter-dependency validations on the applied changes
- A comprehensive framework to create and configure logical data representations and mapping to physical data models
- Powerful mechanisms to abstract complex security issues and make them easily configurable
- Open server APIs and excellent documentation to develop complex eBusiness applications

- Integrated utilities to generate online documentation
- Pure Java-based development tools with consistent usability interfaces

Features

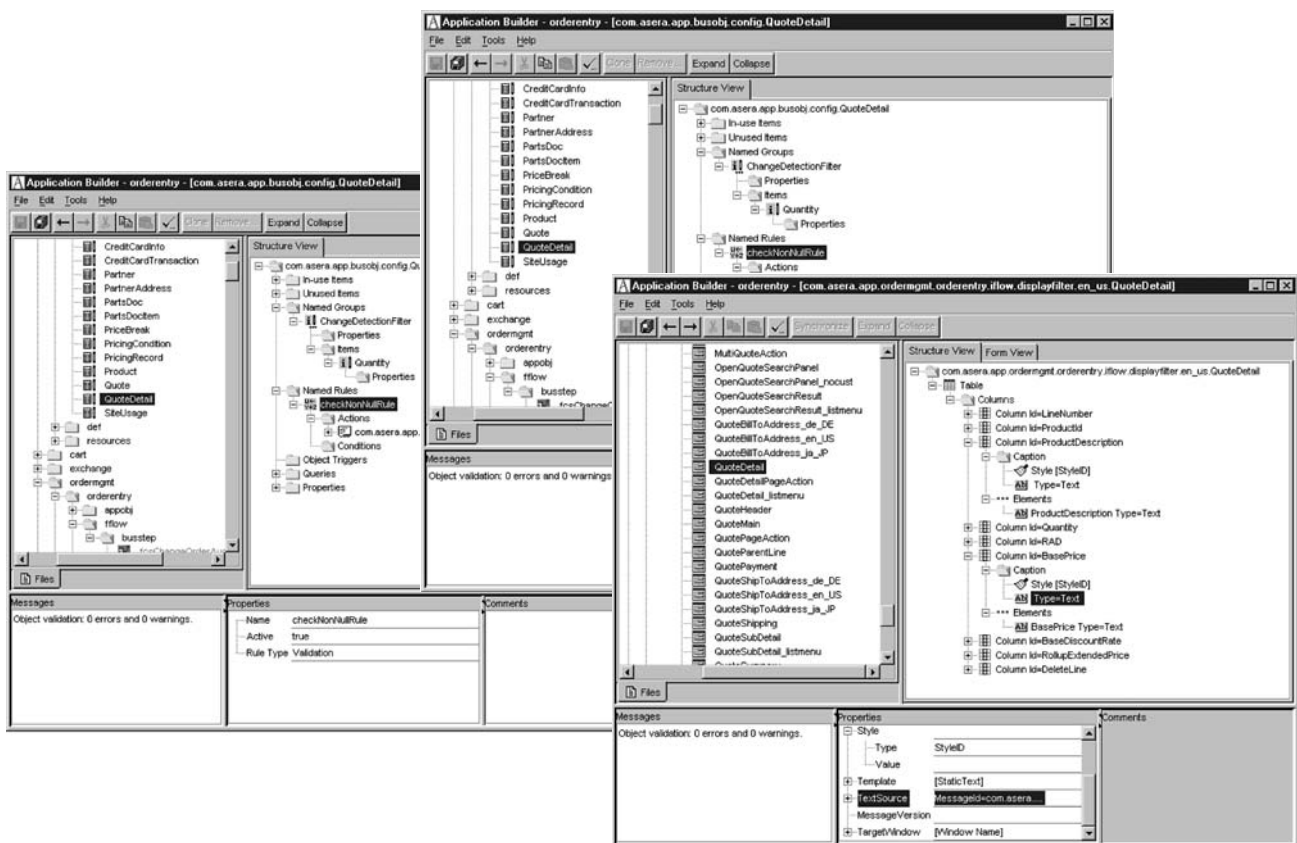
Asera Development Workbench was designed to provide the following:

A Complete Development Environment

Asera Development Workbench includes components and APIs to build each logical tier of an application—the presentation layer, the functional logic, the logical data representation and the physical data model. These pre-built and pretested application components and open APIs save developers significant development and testing time.

The advanced technology of Asera Development Workbench bridges the gap between visual application flow-diagram specification and application-code development. It treats these specifications as application workflows and automatically generates the XML interfaces between these workflows. Complex application systems can be built or customized simply by configuring these application workflows, typically defined by functional analysts.

The environment provides components for the application presentation layer as well as a portal and personalization framework. Developers can use these integrated components to build an application with a unified and personalized user experience. Developers can further use security, entitlement and data synchronization APIs to build an integrated entitlements model for single sign-on and business process integration across all applications in a solution.



Use Asera Development Workbench to work with high-level constructs rather than working with scripting languages like JSP or ASP.

A Powerful Visual Interface

Asera Development Workbench provides a powerful interface to build the entire user interaction flow. Developers can graphically design various forms in the flow and then stitch them together by dragging and linking. No programming or JSP and ASP scripting skills are required to build these interaction flows. Developers can easily build and configure any number of these interaction flows, and declaratively associate the selection criteria, such as user entitlement or the device type used, to access the application. The run-time system will dynamically select the appropriate flow based on these criteria. Selection criteria constitute a very powerful mechanism with which to personalize the interaction logic of an application.

Robust Choices of Configurable Components

Asera Development Workbench makes user-interface customization of complex, integrated eBusiness applications, entirely configuration-driven. Its robust template management interface allows developers to specify a hierarchy of templates to control the structure and layout of screens. Site branding can be easily applied by creating a high-level template that applies to all the screens of all the applications.

In addition, Asera Development Workbench provides an interface to define filters for various components on the screen. These filters specify the behavior and description of these components. To facilitate dynamic personalization of look and feel characteristics, such as fonts and colors, style rules can be associated with these filters. Cascading style sheets are used to define these style rules. Dynamic selection of content components such as images and messages allows additional personalization based on user language, location, group and similar criteria.

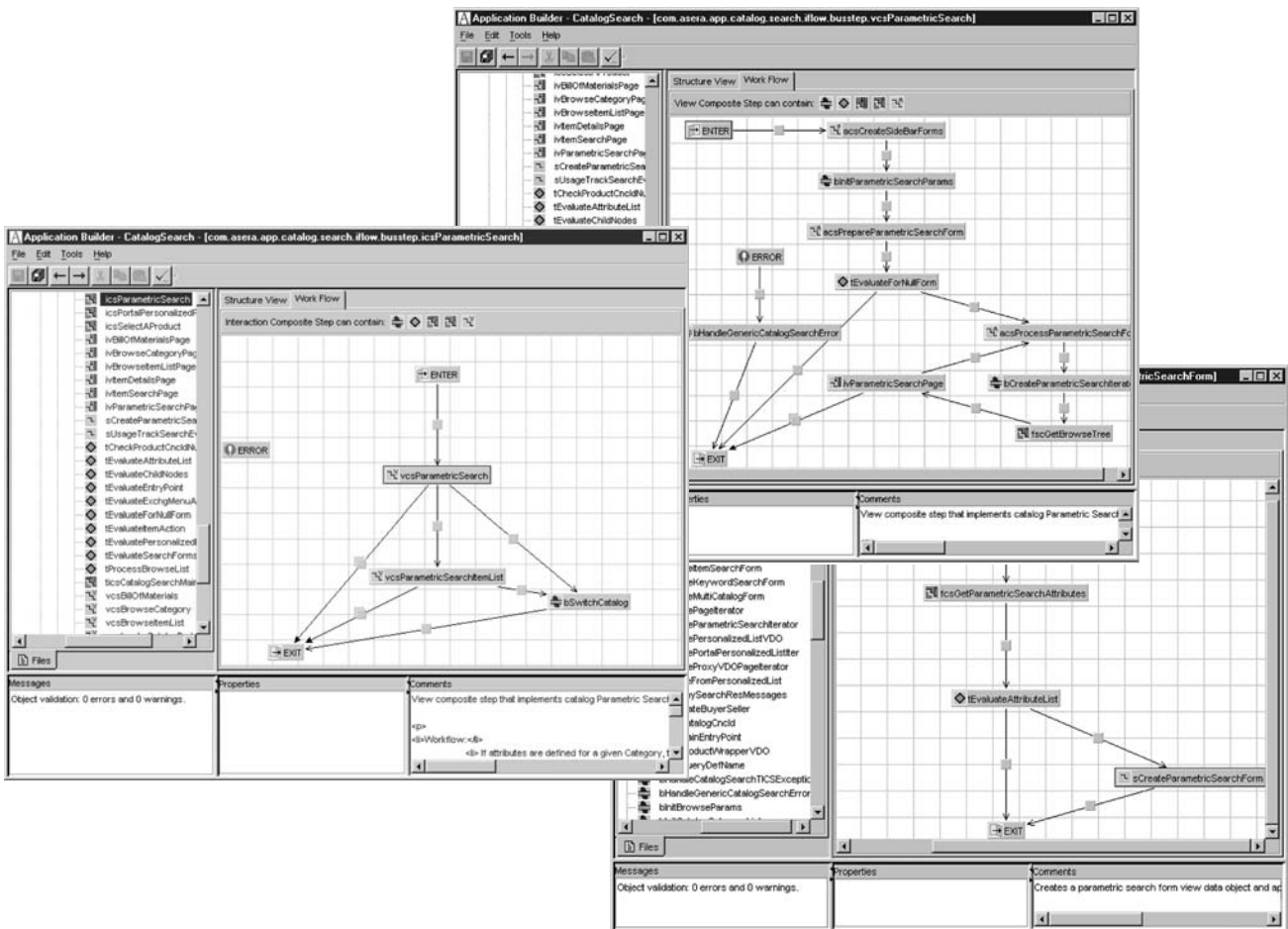
A Complete, Unified System View of All Logic

A powerful graphical interface allows developers and business users to easily model the business logic of the entire application. The development environment provides a complete, unified system view of all logic,

so developers or implementers do not have to read complex programming code to understand the application design. Further, when a change is made to the underlying application logic, Asera Development Workbench immediately checks and repairs interdependencies.

The modular approach to application development creates an open framework for component reusability. Developers can build the application functional logic by graphically “stitching” simple steps that contain the programming logic of a functional task to form complex composite steps. These composite steps can be further stitched to implement more complex business logic.

Visualization of the entire application is very easy because of the “top-down” approach. Asera Development Workbench allows the developer to build all the application components at the highest level and then drill down deeper and deeper to build the subcomponents.



Asera Development Workbench provides a powerful graphical interface to model eBusiness applications as high-level components and then drill down deeper and deeper to subcomponents.

Logical Data Representations and Mapping to Physical Data Models

Asera Development Workbench provides the interface to model and manage the application data as XML-based business objects. Developers can build entire applications isolated from the complexities of how data is physically stored. A generic adapter and connector interface and APIs allow for easily plugging in disparate back-end data repositories or back-end application engines. Developers can use generic adapters and connectors to extend applications and even build more complex adapters and connectors if necessary.

A robust business object definition and configuration interface allows implementers to easily customize the application data representation according to customer needs. When an application is deployed, its functionality

can be extended by introducing business rules with simple business object triggers such as “before object change” and “after object change.”

Simplified Security

Asera Development Workbench makes it easier for developers to deal with the complex security requirements of a typical eBusiness application deployment. Developers simply use the graphical interface to specify that certain application tasks and application data are protected resources, or specify that certain screens contain sensitive user data. Once the application is deployed, site administrators can configure the security policies and user profiles to apply to those protected resources according to their corporate security requirements. This provides very powerful security customization features for every customer.

Generate Online Documentation

Asera Development Workbench provides interfaces for developers to document application components as the developers work. This integrated documentation generation utility can be used to easily generate the most current online documentation at any time.

Pure Java Based Development Tools

The Asera Development Workbench toolkit is written in pure Java. It uses Java swing components that conform to the look and feel of Windows-based applications.

Asera Development Workbench Components

The complete Asera development environment offering includes:

- Asera Platform™ APIs
- Asera Platform runtime environment
- Sample applications with source code
- Asera Development Workbench users guide
- Asera Platform installation and configuration guide
- Asera Platform concepts guide
- Asera Sell-Side Applications™ developers guide

Find Out More Today

Gain a higher-level solution for developers to rapidly build new applications and implementers to easily configure and customize applications for customers' specific business needs. Asera Development Workbench delivers a robust set of configuration options for complete application customization to fit any organization's complex business processes and unique brand image. To find out more, please contact your Asera sales representative or log on to www.asera.com/products.



eBusiness Operating System

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