

OPTIMIZATION

Discover the Possibilities



When you invest in an Optimization Solution Suite, you receive an immediate significant return. Contained within every solution suite is the power of the Optimization framework. Although you may not need all that power today, it's available to you, ready to tap whenever you need it. Because Optimization is a component-based rapid enterprise application development and integration technology, systems can be built to meet the specific requirements of a business, quickly and cost-effectively.



Pick and Assemble Just the Features Needed

When assembling a system, you choose from the extensive library of web based software components addressing the needs of various business and technology functions and processes. Components are selectively combined to provide the core for each system. All components can be economically adapted to mirror specific demands and new modules can be added and combined with standard or modified library components when broad based unique capabilities are needed. While the system appears custom, the large majority of the code is common to all Optima systems. The Optimization approach provides shorter and more economical implementations. In addition to lower costs, solutions provide both higher returns and satisfied users, an outcome which only occurs when a system does precisely what is needed.



Build Comprehensive Solutions or Fill in Functional Gaps

Not only does Optimization facilitate comprehensive solutions, but also makes it economical to fill functional gaps not satisfied by existing systems. The technology supports and simplifies integration of data from current systems and workflow and agent technology enable an Optima solution to add functionality to third party software without touching their code. The Optima approach extends the lives of a business' present solutions while rapidly and economically eliminating their frustrating shortcomings.



Solutions Your Way, Better, Faster and More Economically

If you are seeking more than offered by an "out of the box" SaaS cross industry or vertical market system, or are not willing to accept the risk and cost of an internally developed custom system, Optimization is the answer. Its unequaled flexibility provides rapid, low cost deployment of unique systems meeting a company's specific requirements. Software that doesn't meet needs adds to a business' costs. Optima solutions, by doing it your way, generates positive returns and satisfied management and employees.

Building Blocks for Creating Your Solution



Rich Array of Business Components

- Calendar
- To Do Lists
- Contact Management
- Customer and Partner Profiles
- Contact Profiles
- Activity Tracking
- Campaign Management
- Lead Management
- Sales Opportunity Management
- Quotation Management
- Problem Tracking and Resolution
- Customer Service and Support
- Expense Reporting
- Skills Inventory Management
- Recruiting
- Project Time and Billing
- Product, Project, and or Customer Profitability Estimator
- Improvement Initiative Management
- Key Performance Indicator Management



Application Fundamentals Modules

- Report Viewing & Printing
- E-mail Connection
- E-mail and MS Word Merge
- Security Based Export to MS Excel
- Internet Connection
- Notes
- Document Storage, Search and Retrieval
- Automatic Data Navigation and Filtering
- Security Privilege Based Information Sharing and Transferring
- Integration with Mapping
- Sync with MS Outlook



Business Analytics Functions

- Configurable Dashboards
- View Builder for Boundless Querying Capabilities Without Need to for Complex SQL Code
- List Presentation Enabling Easy Interpretation of the Data
- Flexible Graphing and Charting Utilities
- Shortcut Pages for Personalizing System to Individual Needs
- Crystal Reports™ Integration for Hard Copy Reports and their Distribution
- Automatic Drill Down and Navigation for Improved Understanding of Information
- Automated Data Monitoring and Alerting
- Event Triggered Business Process Agents
- Simple Management of Information Flow Across the Enterprise



Technology Components

- User Registration
- Select Deployment of Functions to Different Work Groups
- Organizational Definition Driven Information Flow
- Security Administration of Table Level Rights
- and System Privileges
- Field Level Security and Data Control
- Easily Managed Catalog Tables
- Robust User Personalization Options
- Registration of Data Tables from 3rd Party Systems



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