Software FX

focus.



fo•cus

n 1: the concentration of attention or energy on something; [syn: focusing, focusing, direction, centering] 2: maximum clarity or distinctness of an idea;
3: special emphasis attached to something; [syn: stress]
v 1: direct one's attention on something; [syn: concentrate, center, centre, pore rivet] 2: cause to converge on or toward a central point; 3: bring into

v 1: direct one's attention on something; [syn: concentrate, center, centre, pore, rivet] 2: cause to converge on or toward a central point; 3: bring into focus or alignment; to converge or cause to converge; of ideas or emotions [syn: concenter, concentre, focalize, focalise]

Rene Garcia, President, CEO

focused on visualization.

For more than a decade, Software FX has been able to accomplish big things by taking little steps and by doing the little things right. Our progress is not just limited to features in our products but accomplishments in every aspect of our organization.

"Are you Focused?" is not your typical product-oriented brochure; there is information here that will help you understand our philosophy and why Chart FX has remained, since 1993, the preferred data visualization and charting solution for developers building mission critical applications.

Similarly, with this brochure we wanted to celebrate our team's creativity and focus on innovation, which has earned Chart FX so many industry awards and editorial recognition. Chart FX was chosen for InfoWorld's Test Center 'Hot Pick' and received the highest score of all reviewed products in its class. Also, Software FX has been named to the SD Times 100 every year for its leadership and innovation in the software development industry.

I am convinced our focus on excellence has translated to significant advantages for our clients throughout the world; the teams of developers who are using Chart FX are reporting measurable savings and enormous returns on investment. As an example, in this catalog we are including Rockwell's experience with our popular Chart FX for .NET in creating an energy information and management application. Just like Rockwell, we have enterprise developers and architects all over the world and in many fields like Brokerage, Insurance, Healthcare, Banking and Manufacturing integrating Chart FX and saving millions of dollars through intelligent use of our data visualization technology.

I invite you to review our corporate credentials and I hope you feel confident about doing business with us.

Bringing Your Data, Business & Strategy Into Focus.

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focused on enterprise.

For Serious Enterprise-Level Data Visualization & Analysis

- ➤ Enterprise Grade Quality
- ➤ Recognized Value
- ➤ Proven Technology
- ➤ Platform Agnosticity
- ➤ Outstanding Support

Right now, you have all of this information just sitting in a database somewhere requiring careful management. Why? What's it all for? What are you going to do with it?

That data should be collected to not only track your past efforts but to help improve the decisions you'll make in the future.

But how can those numbers show you the way? Rows and columns of numbers make it difficult to let the trends jump out at you.

Data visualization and analytics are no longer accessories in the modern enterprise; they are essentials! Knowing a trend in your sales figures, watching inventory levels drop, checking the revenue against expenses. Chart FX simply makes your developers more productive and your enterprise more intelligent.

Mr. Smith - President, CEO

Uses a dashboard control panel to view the sales forecasts and revenue data in clear to understand charts.

Mr. Green - CFO

Chart FX Financial allows him to present financial data to investors and analysts during a conference call.

Staff - Accounting

Chart FX can visualize revenue to expenses, accounts receivable and payables for company profitability.

Mrs. Jones - VP, Sales & Marketing 4 Chart FX shows global sales data per product and per region to plan where to increase marketing exposure.

Staff - Development

The development staff integrates data visualization from disparate systems; whether Java or Windows.

Staff - IT

IT can visualize real-time information about server, network and database usage and performance.

Mr. Brown - Sales Manager Uses Chart FX OLAP to slice and dice sales data that will be used to replenish inventory in specific locations.

Staff - Sales

Chart FX displays up to date revenue data including historical reporting, current sales figures and forecasting.

Mr. Kwan - Outside Sales

Resources to his smartphone to access Chart FX Wireless to display product availability to close a deal in person.

Mr. Davis - Manufacturing Manager 10 Uses Chart FX statistical process control chart to perform merchandise Quality Assurance and interface with Inventory.

Mrs. Harper - Inventory Manager Uses Chart FX Maps to check the inventory levels at remote warehouses and retail outlets in various locations.

Mrs. DiAngelo - Route Supervisor 12 Pocket Chart FX reveals on a Pocket PC when a location is showing a low stock alert to direct merchandise quickly.



who has focus?

Accenture AIM Funds

AMD

Allstate Insurance

American Airlines

American Express

America OnLine

Ameritrade Andersen Consulting

AT&T

AttachMate

Boeing

Baker & McKenzie

BlockBuster

Bloomberg

BP Amoco

CDC

Chase Manhatten

Chevron-Texaco

Citigroup

Cisco Systems

Comcast Corp.

Compaq

Corprasoft, Inc.

Coors Brewing Co

Computer Associates

Compuserve

Danske Bank

Dell Computer Deutsch Bank

Data Control Corp. Dallas Semiconductor EarthLink Network

Eastman Kodak

EDS

Exxon-Mobil

FDIC Federal Reserve Bank

Fidelity Investments First Union

First USA Bank Gartner

GE Corp. GTE

GMAC

General Motors

GE Capital Halliburton

Honeywell

Hewlett Packard Hughes

Internet Stock Market

Invesco

Korea Electric Power Lucent Technologies Landis & Staefa

Microsoft Corp. MCI

Merrill Lynch

Morgan Stanley

Motorola Mutual of America

MBNA America **NEC** America

Nalco Chemical

Oracle Otis Elevator

Pedestal Capital

Pfizer Pacificare Panasonic

Phillip Morris

Pilot Software Pepsi Cola Company Pacific Gas & Electric

State of Utah Seagate Software Standard & Poors

SAIC

Shell

Siemens plc. Samsung SDS

Schlumberger The World Bank

Texas Instruments The Gallup Org

Tektronix

Tucson Electric Power

Telekom Malaysia Toshiba

Toyota

US Air Force

US Postal Service UPS

Volvo

VolksWagen Virginia Power Co.

> Volvo Singer

Xerox

Yokogawa Electric Ziff-Davis Reuters

of Fortune 1000 companies have chosen a Chart FX solution.

I think that you guys are great! Do you know how many tech supports that I can call into and just get someone that reads from a database and has no idea what is going on? ALL of them except yours! And then you change the way that your cab file works to help me out too! All I can say is that "THANK YOU VERY MUCH"

- Tom Mahoney, Ford Motor Co.

Thank you for your help in resolving my Chart FX problem. A product is only as good as the company behind it. I will continue to advocate the use of your products at Boeing, because of their quality and your excellent support.

- Douglas Elder, Boeing, Web Consultant

I am part of the Web Platform team for AT&T, with one responsibility being recommending ActiveX and Java components. Your timely help has saved me a great deal of headaches.

- Sean Chatterton, AT&T Labs

Internet] is very encouraging as the best ActiveX charting control I have ever seen (other than some pure Java implementations like NASDAQ).

This charting solution [Chart FX

- Andy Flagg, Microsoft Worldwide Quality I thought I was going to have to spend weeks coding something like this. I installed the trial version and was up and running, displaying Process Control Charts in under an hour. This product is fantastic!

- Kyle Donnelly, GE www.softwarefx.com 5

Case Study:

Rockwell Automation (RA) is a leading industrial automation company that commands a leading market share for Programmable Logic Controllers (PLCs) in the US: roughly 50% of US manufacturers use Rockwell products. RA's Power & Energy Management Solutions (PEMS)



Rockwell

Automation

group was set up to help customers manage and optimize energy consumption, in the face of the rising cost of energy. The PEMS group built a new application, RSEnergyMetrix, which is a modular, scalable, web-enabled, client/server energy information and management application. It connects energy-related data sources and presents energy information in ways that enable you to monitor and manage your energy use to maximize the value of your enterprise.

Once PEMS settled on using the .NET Framework, they needed a compatible charting component. "We searched for a chart control for the .NET Framework on the Internet," says Al Hamdan, Product Marketing Manager. "Chart FX was the first one to support .NET that met all our requirements at the time."

"Charting is a critical component for this application. Chart FX for .NET gave us the ability to implement all of the charting we needed, from simple Web-based charts to 'no-touch deployment' Windows Forms-based charts." Hamdan added.

RSEnergyMetrix has Web services and ASP.NET Web pages that utilize stored data. Windows Forms smart client applications access the data through the Web services. Both the Web and Windows interfaces can generate and display charts and reports to help analyze energy demand, energy consumption, billings, costs, and power quality.

RSEnergyMetrix ChartsPlus The typical target customer for RSEnergyMetrix spends \$1,000,000 per year on energy, and can save 3-10% of that by applying the results of the software analysis, amounting to some \$30K-100K per year in savings.

The module can display a variety RSEnergyMetrix had about 60 customers in its first year. They range from small to global enterprises; about of analyses, trends, two-thirds are Fortune 500 manufacturers. The largest industry application areas for RSEnergyMetrix are and charts, with the help of Food and Beverage, Educational, and Wastewater Treatment. Rockwell itself realized significant productivity Chart FX for .NET. improvements and development cost savings by choosing to use the .NET Framework and Chart FX for .NET to develop RSEnergyMetrix.

> According to Kevin Wright, Engineering Manager, it took three developers 18 months total to develop the current version of RSEnergyMetrix. Wright, Hamdan and Rich Morgan, Application Engineer, attribute at least six months reduction in their time to market, and at least \$100,000 in development cost savings, to the use of Chart FX for .NET. "Using Chart FX rather than building our own chart components was a no-brainer," says Hamdan.

Fast Facts: Developers on application - 4 / Months to build - 18 / Lines of code - >250,000

focused on choice.

"Chart FX is the best solution for building client and server agnostic data visualization applications."





Freedom of choice in technologies, legacy systems and economic constraints are just a few reasons why developers face greater challenges when building real world business applications.

Too often, developers are confronted with building applications that must work seamlessly across disparate IT architectures. Furthermore, when it comes to web based applications, this problem is not just limited to a certain application server or framework, like Java or .NET.

In this day and age, browser based applications just limited to HTML output are not enough to satisfy end users' and business needs. DHTML, CSS, XML, ActiveX and JavaScript are examples of client based technologies that developers actively use to make browser based applications as rich in user experience as their smart client counterparts.

As a powerful weapon in any enterprise developer's arsenal; components are an important part of mission critical applications and they must also confront the same challenges of being client and server agnostic or run the risk of not being adopted. Simply put, a developer can't request IT or application design changes in favor of using certain software components or tools.

As the leading data visualization solution for developers, Chart FX provides platform independent and server agnostic components to allow developers to focus on real business issues not compatibility or plumbing problems when developing applications that must work in disparate systems. This unique approach makes Chart FX the only commercial component capable of being deployed in disparate IT architectures and natively adapt to the platforms being used on both the server and the client.



Completely browser independent offering active charts for Internet Explorer browsers.





By providing truly innovative multiplatform features, Chart FX is the best solution for building client and server agnostic data visualization applications:

Normalized Java, COM and .NET Server components. In 2004, Software FX standardized its entire line of products on a powerful GDI+ graphics subset to provide a consistent output in all platforms supported, including Java, .NET and COM. This means, a chart produced with one platform like .NET will not be degraded in quality or experience if it's produced on a different server platform.

Consistent API in disparate server platforms. With Chart FX, learn one means using all. Developers can easily leverage their Chart FX knowledge in one platform and quickly apply code used in one platform to applications built in a completely different environment reducing the learning curve and recoding efforts.

Automatic client platform detection. For example, with Chart FX for Java, a Linux Server is not limited to producing a static image for a Windows desktop user with Internet Explorer. Instead, Chart FX can serve a fully interactive

ActiveX component that works with Internet Explorer as if it were a Windows server processing the request. This happens without additional code requirements from the developer and transparently for the end user.

Client agnostic and interactive charts. The Chart FX for .NET server component can output universally accessible, interactive images with DHTML. This means end users in other client platforms such as Macintosh and Linux or with other browsers, such as Firefox, can still take advantage of the chart interactivity; allowing for a better user experience, data analysis capabilities and improved security.

Server agnostic extensions. Software FX continues to standardize its line of extensions to work seamlessly across different server platforms and clients. Chart FX extensions take our core components even further to solve business issues that developers are confronted with on an everyday basis. When these extensions become available for all platforms supported by Chart FX; developers will not only save thousands of dollars and hours of development hours but their applications will quickly address real business issues across disparate systems.

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developer focused.

The viability of a development tool is based on two factors - time and functionality. Does it provide the features needed and does the cost justify the buy vs. build method?

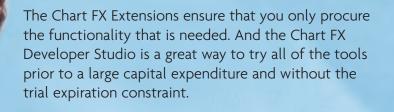
In addition to a great portfolio of features at a great value, there's an additional element - Chart FX simply makes the developer's job easier. Even the purchase of a third party tool requires effort by the developer for integration and configuration.

Chart FX offers many developer resources within each of its products that make this task as painless as possible. These resources also help the developer to add functionality that may not have been considered.

List of some developer-focused features:

- Wizards and Designers
- Resource Centers
- Printed Manuals
- Developer Studio and Extensions

All of these will help provide the most functional and high performance data visualization.



Time-Saving Developer Resources

Wizard

(Chart FX for .NET)

Appears when a chart is dropped into a form to assist in creating visually stimulating, useful charts before writing a single line of code.



Designer

(Chart FX for Java)

Similar to a standalone IDE allowing you to create visually impressive charts and generate the code to copy into your Java products.



Designer

Chart FX 6.7

Printed Manuals

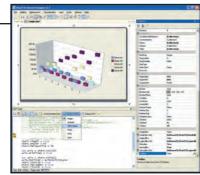
Explanations of the API

and image samples.

and feature set with code

(Chart FX Internet)

Similar to a standalone IDE allowing you to create visually impressive charts and generate the code to copy into your ASP products.



Resource Center

(Chart FX)

An interactive programmer's guide that integrates a comprehensive explanation of the different features and hundreds of samples in different languages.



Chart FX Developer Studio

is a collection of full development, non-expiring data visualization solutions for the COM, .NET and Java Platforms, as well as for most IDEs including Visual Studio.NET, Delphi, C#Builder, JBuilder, SunONE and WebSphere Studio. Also included are the



Chart FX Extension that address specific functionalities including OLAP, Maps, Financial, Statistical,

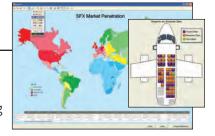


Chart FX Extensions

Take advantage of the open and adaptable architecture of the core Chart FX products to extend their capabilities or to provide a specific functionality.

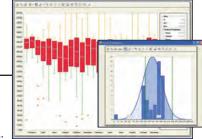


Display data graphically through objects in an image map including geographic maps, seating charts or diagrams.



Statistical

Extending the power of your applications by applying statistical calculations to your data.



OLAP

The first .NET graphical front-end business intelligence solution designed for developers.



Financial

Integrating technical analysis charting into client/server or Internet/intranet financial applications.



Real-Time

A complete software solution to build modern, scalable, multi-tier real-time Internet applications.



Wireless

The most complete solution for building wireless applications with wireless charts.









support focused.

While our technology may be the engine, our people are the fuel. And one group that fuels the best product experience is our Customer Support staff. We've put our innovation to work by creating unique customer and technical support offerings and services. This allows you to receive quality assistance in a shorter amount of time.

Software FX offers unparalleled product documentation, an indepth online knowledgebase, time-saving Wizards, Designers and Resource Centers, sample creation, code review, complimentary product and licensing consultation, OEM contracting, source code escrow, pre-sales seminars and technical presentations.

Your support queries will be handled by our professionally trained support staff via several forms of communication including live phone support, direct email support and actively monitored newsgroups.

All client communications are logged, sorted and transmitted to our support staff using a centralized application that not only ensures affinity with a single support person but also provides the quickest turnaround and most accurate information regarding the problem.

We find this is a very effective way of dealing with issues without forgetting the personal aspect that is involved in any technical support situation.

Over the years, our proven reliability and dependable products coupled with a steadfast technical support service has molded us into one of the most trusted companies in the developer tools and components industry.

Please visit our dynamic support section at support.softwarefx.com





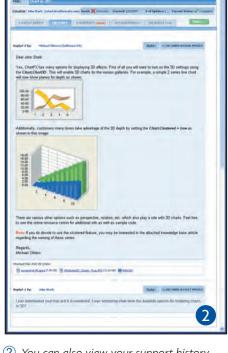
Internal Support Tool

It all starts here! Our in-house support and knowledge management application allows us to respond to your queries with the most accurate and up-to-date information via our website or email, providing you with the whole story since an incident was generated. We also use this tool to escalate issues needing specific attention to the appropriate staff members and product architects.

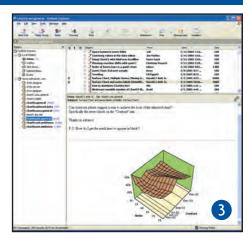
Customer Support Tools



1 A wealth of information about our products to our support portal (support.softwarefx.com), including patches and hot fixes as they are produced with little or no pre-sales or marketing content.



2 You can also view your support history and account information by simply logging in to support.softwarefx.com to check answers to pending questions or other support you may require with our products.



- 3 It's all about community! Simply log in to our well organized newsgroups to ask or read about other Chart FX user's experiences. We also moderate for response and accuracy.
- 4 For up-to-date product information, our developers write and deploy hundreds of knowledgebase articles per month that you can quickly and easily search.



Software FX

1992

Computer Science Students from Venezuela join to develop Windows Applications and Components.



1993 Software FX is born.



Windows World Open Finalist .

Development of Chart FX begins.

1994 Chart FX VBX is

Chart FX 2.0 integrated into Borland's Delphi IDE.

Chart FX becomes the first .OCX charting component.



1995

First charting with an end-user

component

interface.

1992 Microsoft Windows 3.1



Win-OS/2 released. After version 1.0 release in 1991. Visual Basic 2.0 was released.

14

1993 Windows NT is

1994 Windows for released and Workgroups supports mission released. critical corporate

OS/2 for Windows realeased.

applications.

Intel introduces the Pentium processor.

2006.*

1995 Windows 95 launches and sells more than one million copies in four days.



Day, announcing its commitment to adding Internet capabilities into all of its products.

1996 Delphi 2.0 released supporting 32-bit Windows environment.



Microsoft hosts Internet Strategy 1997

Chart FX first to become a 32-bit ActiveX component.

Chart FX releases first ASP charting Ł component.

Chart FX becomes the first charting DTC for Visual Interdev.

Chart FX becomes the first browser independent solution for Web development.



1997 Windows CE

1998 Microsoft launches Windows 98 worldwide.

Java 2 platform

licensing terms

announced.

ships with flexible



Enterprise JavaBean technology.

> JavaWeb Server 1.0 product ships.

1999 Microsoft releases Windows

1999

the first

Chart FX releases

component to

provide financial

technical analysis.

Java Server Pages technology

Sun announces three editions of Java platform:



2000

2000

NT Embedded 4.0

J2SE, J2EE, J2ME.



Windows 2000 Professional and Server sales top one million in its first month on the market.

Microsoft unveils roadmap for its

released.

2001

Chart FX releases Software FX spins off AireWeb, a wireless wireless IDE, to extension to capitalize on the provide charting emerging wireless to mobile Internet market. applications.

> Chart FX Lite released bringing a FREE entry-level charting solution to Windows Forms developers.

Chart FX Real-Time, Chart FX for .NET Chart FX for Delphi, Chart FX for Web Matrix component for released.

2002

to include

Chart FX expands

extension aimed

at image map

functionality.

Software FX

AireWeb IDE,

AireLogic, and

extension to

become Chart FX

Pocket Chart FX,

wraps the

wireless

Wireless.

2001

becomes first

the Microsoft .NET Framework.

charting

Microsoft Windows XP released.



2002 2003 Windows .NET Microsoft Server, Visual Windows Server Studio.NET, 2003 released. Windows CE.NET

Delphi.Net released.

J2SE v.1.4 platform

released.

Chart FX OLAP released as the first .NET OLAP front-end for developers.

2003

Chart FX Extensions strategy unveiled.

Chart FX Maps. Chart FX Statistical released.

Software FX releases first non-Windows version with Chart FX for Java.

2004 Chart FX **Developer Studio** released.

Chart FX for Java Community Edition released.

Pocket Chart FX released for the .NET Compact Framework.

Chart FX Financial for .NET released.

Sun releases Java

Sun releases Java

Server Faces, a

specification for

Java components.

Studio Creator.

2004

2005

Chart FX Internet & Client Server for COM - 6.2 versions.

Chart FX 7.0 for Visual Studio 2005.

Chart FX for Java 6.2 with Extensions.

Chart FX for SQL Server Reporting Services.

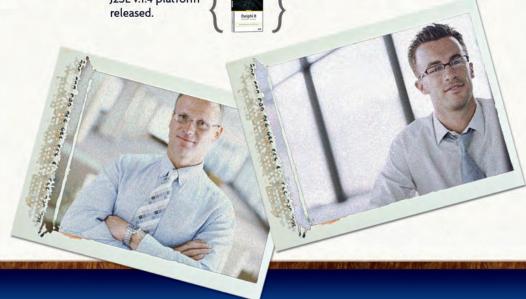
Chart FX Gauges

& Chart FX Gantt products released.

Chart FX Lite evolves to combine ASP.NET and Windows Forms.

2005

Visual Studio 2005 planned for release.



* Source: IDC Research

There were 7.8 million IT developers worldwide in 2001 and the figure is projected to rise to 13.3 million by

products expand.

Sun announces

unveiled.

.NET platform.

Pocket PC announced

Windows ME

C# released.

Awards and Accolades

- ➤ InfoWorld 'Hot Pick' Award ('95)
- ➤ VBTT Readers Choice Award ('95)
- > VBPJ/VSM Readers Choice Award ('97, '03, '04, '05)
- > VBxtras 'Thunderbolt' Awards ('95, '96, '97, '99)
- ➤ Programmer's Paradise 'Ride The Crest' Award ('01, '02, '03, '04) SDTimes
- > SDTimes 100 Award ('03, '04, '05)
- > asp.netPRO Readers Choice Award ('04, '05)

focused on reach.

See Who's Listening...

Chart FX is a globally marketed and offered brand. Learning to adapt in various markets and cultures allows us to offer the most mature and viable solutions for diverse developers.

Exposure has been garnered using global marketing campaigns in conjunction with local resellers, event promotions or simply connecting with developers via mass marketing initiatives.

In return, Chart FX has received recognition in the form of numerous prestigious awards and favorable editorial reviews throughout worldwide industry outlets.































asp.netPRO



JAVAPro























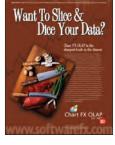
















































team focus.



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worldwide focus.



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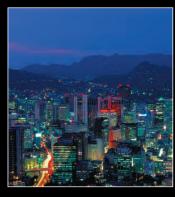
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Our worldwide resellers offer personalized, local sales and support with a direct link to Software FX for technical support, specialized promotions or OEM agreements.

United States

ComponentSource

www.componentsource.com (770) 587-6587

Hallogram Software

www.hallogram.com (303) 340-3404

Programmer's Paradise

www.programmers.com (800) 445-7899

Provantage Corporation

www.provantage.com (330) 494-3781

Software House Intl.

www.shi.com (888) 764-8888

Softmart

www.softmart.com (610) 518-4000

Software Spectrum

www.softwarespectrum.com (800) 824-3323

Xtras, Inc.

www.xtras.net (800) 735-5230

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Softchoice

www.softchoice.com (416) 588-9400 United Kingdom

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QBS Software Ltd.

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Software Technology Resources

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Micro Sigma

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<u>Spain</u>

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Germany

Zoschke Data GmbH

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lta

Advertice SRL

www.advertice. it 02.70633832

Systematika Distribution

www.systematika.it 0039 02 96410282

PC-WARE Information Technologies SRL

www.pcwitalia.it 0039 02 96410300

Scandanavia CD&E Distribution

www.cd-e.com +31 (0) 20 453-5357

SOS Developers

www.sosdevelopers.com 0800 74 756

Ravenholm Computing

www.ravenholm.se +45 44 88 99 00

LinSoft AB

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India

Quebec Computing

www.quebeccomputing.com 080-5700527

Micrographics

www.mg-india.com 91-11-2209-2423

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www.logon-int.com 852 25128491

Qast Systems Solutions

www.qast.com 86 21 52400198

Korea

Yess World

www.yessdata.com 82 2 567 9169

China

Beijing Com&Lan Corp. Ltd.

www.softwarechn.com 86 10 82038818

Huidu Technology Co., Ltd.

www.eVget.com 86 23 68690297

Qast Systems Solutions

www.qast.com 86 21 52400198

ViewSlip Software Ltd.

www.viewslip.com 86 21 62361701

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are you focused?

