

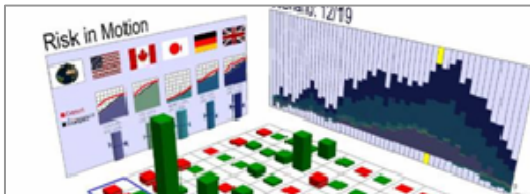
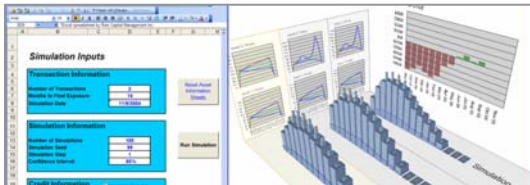
Oculus Visualization Development and Outsourcing



Oculus

Oculus (www.oculusinfo.com) is the leading provider of innovative business visualization software, professional services and outsourcing for Fortune 500 companies and third-party software providers. Oculus' visualization solutions enable our clients to achieve greater, more rapid comprehension of complex data.

Oculus provides a wide range of visualization outsourcing services, including design, implementation, testing and deployment. Our team creates custom solutions using our visualization library products – Oculus for Java and Oculus.NET - allowing for complete customization to clients' needs.



Process

Oculus' professional services group works with an ISV's product development and product management teams to define new visualization solutions for the required business objectives and appropriate target market. This is an iterative process with many stages where revision and modification can be incorporated to continually shape the development. Steps in this process include:

Visual Design

Oculus' staff have a deep expertise in the design and development of unique, high-value visualizations for business data. Our consultants work closely with customers to understand the business issues and then to create and refine relevant, effective visual designs to meet the unique needs of the target audience. Visual designs are refined through sketches, mock-ups and rapid prototypes. These, in turn, can be used by the product management team to perform advance marketing and collect feedback with key clients and prospects, as well as by engineering teams to review the potential data and system requirements implied by the designs.

Architectural Design

The technical architecture for the target visualization design is planned by both the ISV's engineering team and Oculus' engineering team. How the visualization integrates into the user workflow and the data infrastructure is determined. Technology platform, deployment method, security and other considerations are determined. The API and high-level architecture of the visualization component is planned, including the internal data model, key classes, events and methods. At this stage, project timelines with incremental milestones are also defined.

Implementation

Our visualizations are constructed with incremental milestones along a critical path so that functionality can be reviewed as it is developed, with the potential for modification and intervention along the development path. Input is gathered from various stakeholders through-out the development cycle.

Integration

Oculus has integration experience with a broad range of systems, including relational databases, OLAP, real-time data feeds, Excel, XML, web services, service oriented architectures and custom data models. Oculus has created visualization systems and modules that integrate into desktop applications, web applications (client-side and server-side), plug-in components for platforms (e.g. Microsoft Office, Eclipse, Microsoft .NET frameworks), and other dynamically configured architectures.

Testing

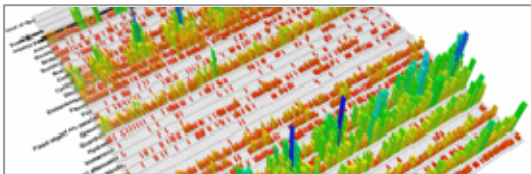
Oculus performs unit-testing on visualizations using samples of real-data and test-data from the target system. Oculus assists with integration and integration testing of the visualizations within the target system.

Maintenance

Oculus provides ongoing maintenance for the visualization or if desired, can transfer maintenance and enhancement to the ISV at any time.

Product Marketing & Sales

In addition to the design and development of the visualization system, Oculus can provide expertise with regards to competitive positioning of visualization relative to the product and competition, as well as high-level sales strategy and pre-sales engineering assistance in field sales settings. With large system deployments, Oculus can provide post-sales assistance as a third-party directly to the ISV or directly with ISV's clients to provide rapid response and high-quality service.



Benefits

Optimized Solutions

With a well-architected system, a suite of different visualizations can be created by reusing common elements from the code-base. Benefits of this approach include:

- An increase in the utility and value by offering multiple visualization elements within a larger system and workflow;
- A reduction of the overall development effort; and
- A reduction in time to market.

An example of this is the NASDAQ MarketSite installation, which is comprised of more than 20 different visualization elements as part of the overall system.



Best of Breed Solutions

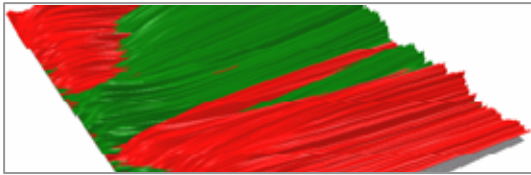
Visualization is a rapidly evolving field, with continual advancements in both research and commercial environments. Oculus is actively involved in visualization research, and is an acknowledged leader in the field. Oculus staff stay on the leading edge of visualization through a multi-disciplinary work environment, building on and utilizing the strengths and experiences of others.

Lower Total Cost

Most software companies' core technical competence is in their data, models and business logic contained within their applications. Visualization is an expensive niche to fill. Successful visualization teams require:

- Low-level graphics developers with expertise in mathematics and 2D and 3D library development;
- High-level visualization developers skilled in creating the appropriate level of abstraction and coordination between the client's data and the visualization layer; and
- Graphic designers with training and expertise in information architecture, interaction design and dynamic, data-driven layouts.

Assembling such a diverse and talented team takes considerable effort and expense; an outsourcing solution can be accomplished at a much lower cost than assembling the expertise in-house.



Conclusion

Oculus outsourcing services represent a cost-effective means to adding high-quality visualization functionality that deliver a successful solution to the client's needs. Our experience and expertise has made us the leading provider of innovative visualization software and solutions.

Contacts

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