



PRODUCT BRIEF

ELASTICApps are software applications that are rapidly built, robust for the enterprise, delivered as a service, and which can connect and interact with a range of other on-line services and platforms.

Elastic: 'spontaneously expansive, flexible, adaptable'

- **Software** - Web-based software for anywhere in your business
- **Rapidly built** - and maintained by non-technical people who understand the issues within your organisation
- **Enterprise ready** - expandable from small groups to entire organisations with high levels of security and privacy
- **Delivered as a service** - no new hardware or IT resources required to begin using the software in your organisation
- **Connected to other software and on-line services** - integration points to internal and external IT systems throughout the enterprise.

ELASTICApps software solutions are highly effective for implementing key business processes in an online environment and are ready-made for compliance and risk management, sales and customer performance solutions as well as virtually any business process.



ELASTIC APPS are able to be defined by business people and subject matter experts using normal language, as opposed to using software code. The concepts and methods applied allow you to easily understand and visualise the creation of highly useful applications.

This means that you can define what you need on a whiteboard or in a MindMap as exemplified below, write it up in a document that people can actually read and understand, and that becomes the basis for building an ELASTICApp, which means that you won't spend months building complex specifications and use-cases to gain value from the solution.



Once constructed business processes can be deployed individually or grouped together under common concepts such as sales and marketing or compliance and risk. Each business process is guided by a set of access and distribution rules that protect the business process and ensure its proper usage.

When finished the business processes are delivered over the Web via a highly secure Software as a Service framework, which means that you can start using the applications immediately and be ensured of safe delivery, data backup, and storage as well as maintenance and upgrades all based on actual users and demand.

Compatible and Scalable

ELASTICApps are both compatible and scalable across a wide range of Web browsers including Internet Explorer and Mozilla as well as operating systems including PC and Mac. ELASTICApps are suitable for smaller groups of 1-10 as well as many 1000s of users, which is typical of major enterprises.