

Elements DataTraction

turn your desktop data into enterprise knowledge

Elements DataTraction allows users to achieve centralized, secure online data management with little more effort than required to create a spreadsheet. DataTraction can replace the role of Access and Excel for desktop/Office-centric data management in an enterprise as well as enable IT personnel to deliver data management services to internal customers on an on-demand, almost instantaneous basis.

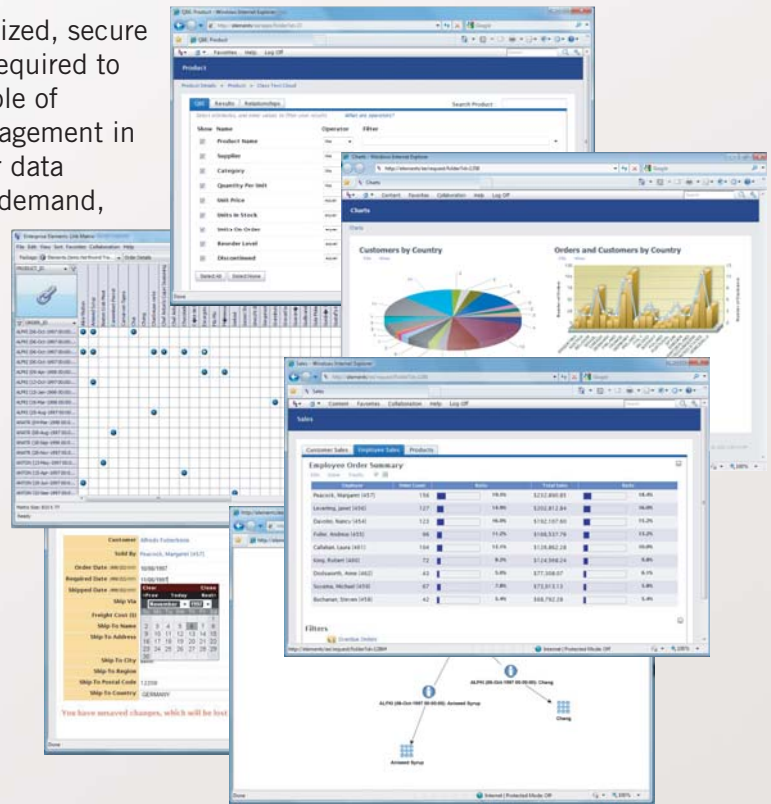
DataTraction Benefits

Cost Reduction Drastically reduces duplicative effort and the inevitable burden on IT of supporting thousands of “mini-systems”.

Information Assurance Improvement Desktop data management techniques offer no guarantee of backup, security or audit trail. DataTraction provides these automatically.

Accelerated Information Access Once an individual enters information anywhere, it becomes an enterprise asset. But how is this information accessed? Desktop methods can keep it locked away from view, potentially forever. DataTraction assures instant visibility into all information.

Full Realization of your Oracle Investment You have made an investment on Oracle and the skills and infrastructure it requires - why not apply that investment to all the data in your enterprise?

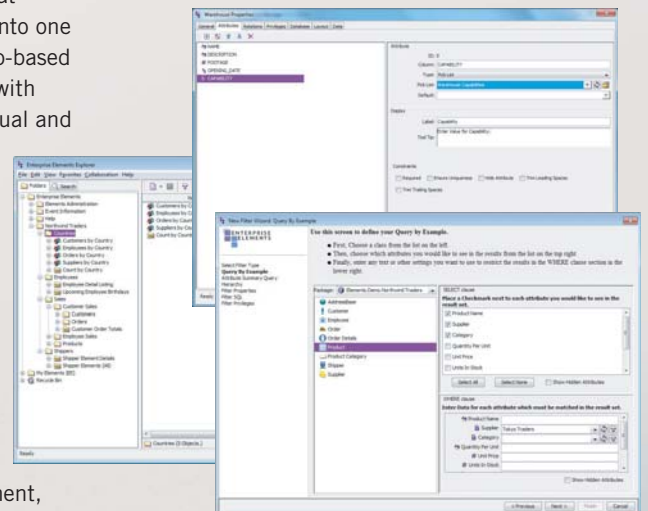


Auto-Generated User Interface

Why do you need DataTraction?

Enterprises have thousands of Microsoft Access databases and spreadsheets that would better serve the enterprise if the data they contained were consolidated into one system, and particularly one that is based on an enterprise database with a Web-based user interface. The extreme ease of creating a data management environment with DataTraction allows it to be used in lieu of Access and Excel for ad-hoc, individual and workgroup databases. This can be used as a preventative measure against further expansion of the file-based data management problem, with the side effect of the additional features and security offered by DataTraction. Also provided are utilities that can import existing Excel spreadsheets and Access databases, preserving information already gathered.

DataTraction can separate each user or workgroup's environment into protected areas, enabling each set of users to independently control permissions and access at the peer-to-peer level, while also allowing a centralized cross-solution perspective. This allows analysis to be performed across existing data without the need for data calls or manual requests for information. Users benefit from data centralization, reusable data standards, self-service management, common user interface and enterprise-class features such as history, audit trail, collaboration, etc. (see reverse for more details).



Solution Wizards

DataTraction is for you if:

You use Oracle and...

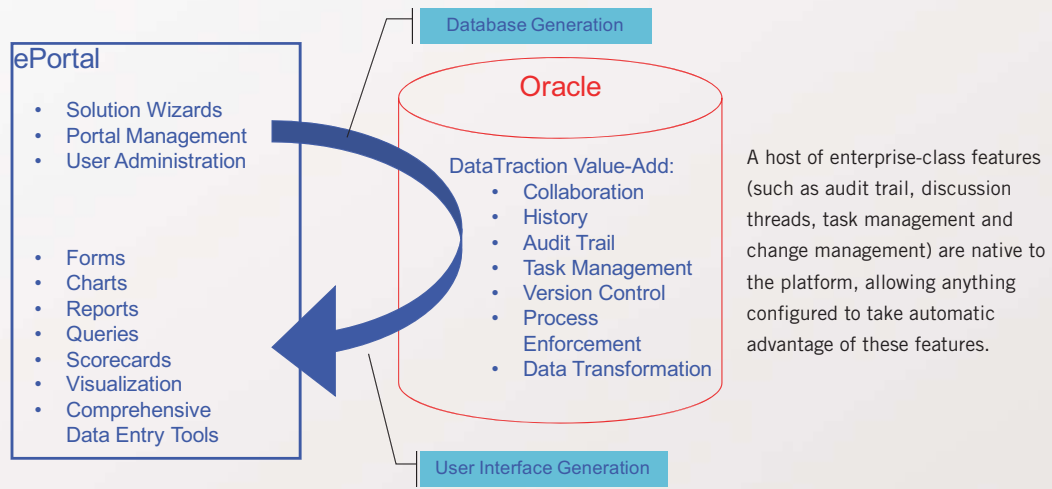
You wish to promote desktop data to enterprise knowledge

How does it work?

DataTraction's wizards and configuration tools are used to define the user's information model and from that, DataTraction generates the database, a Web-based user interface for data entry and visualization, and a large number of reports and analytical views.

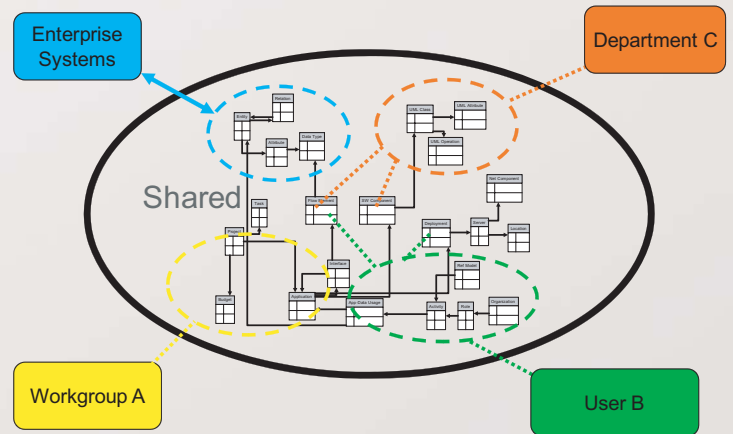
All user interface components that are generated by the configuration process are available for arrangement into custom user-specific portals using a drag-and-drop portal manager.

Additional wizards are used to create more reports, charts, pages and forms to refine the user experience and meet all stakeholders' needs.



Enterprise Capabilities

- **100% Web-based**
 - HTML and Java User Interface
 - Web-Services for Integration and SOA
- **Configurable Information Model**
 - Logical information model (Metamodel) allows easy configuration for any solution
 - Relational back-end, supporting scalability and direct query
 - Innovative implementation leverages the full power of Oracle
- **Collaborative Workflow Support**
 - Email Alerts, Task Management & Discussion Threads
 - Customizable enforced process at any level within application
- **Automatic Diagramming**
 - Queries create diagrams for:
 - Relationship discovery
 - Relationship visualization
- **On-line Querying, Reporting & Metrics**
 - Inter-navigation between reports and data entry and collaboration views make data "actionable"
 - "Digital Desktop" look & feel to give users summaries of data, progress, status, etc.
- **Advanced Access Control**
 - Project-, Data type-, Object- & Attribute-level security
 - Enforced by Oracle – cannot be circumvented by direct database access
- **History**
 - Any change to objects or relationships is stored and any past version can be viewed for comparison or inspection
 - A full audit trail is maintained so any change can be traced back to its source



Scalable Multitenancy allows any number of departments, teams or individuals to function within virtual private work areas.

DataTraction is the next generation in enterprise information management, with applications in Enterprise Architecture, Application Portfolio Management, Systems Engineering, Acquisition Lifecycle Management, Enterprise Knowledge Management and many others.

**For more information, contact us at 888-230-2181
or find us online at <http://www.enterprise-elements.com>**