

neatComponents™

&

clearString™

Web Application Development Software

Less expensive than Free software

The value proposition for using neatComponents

An ENSTAR Whitepaper

2014

neatComponents

neatComponents is our Enterprise grade web application development platform.

clearString

neatComponents licensing for SMB use (with more restricted capability) is available under the *clearString* brand.

neatComponents: Less expensive than free software

What is 'neatComponents'?

neatComponents is a robust, powerful, easy to use, comprehensive development platform for web based business applications that *any business* can use to *build almost any business model* in a fraction of the time and expense of conventional methods.

How can neatComponents be less expensive than free software?

neatComponents reduces your biggest cost - labor.

neatComponents gives you the skills of an experienced coder - instantly.

The key to understanding the value proposition for neatComponents is that to reach the level of coding required for modern, secure business applications requires years of experience and a great degree of skill.

In order to have the capability to create secure business applications requires in depth knowledge of Python, JavaScript, PHP, and MySQL and more, plus years of experience.

neatComponents encapsulates that knowledge.

neatComponents gives you that capability.

The neatComponents value proposition for you.

neatComponents reduces your biggest cost - labor.

1 - The Philosophy of neatComponents	4
2 - Business - Small, Medium and Enterprise	6
3 - Commercial Web Design Studio	7
4 - Business Consultant	9
5 - Understanding Free vs Commercial software solutions	10
6 – Contact	14

The Philosophy of neatComponents

Developing software like it was 1891

Time was when you wanted to own a car you first had to find someone to make one for you. You would find an enterprising blacksmith who would agree to make it for you. They would then handcraft all the parts you could see, and buy-in clever things that they knew they needed but couldn't make themselves. Then, many months later you would receive your new car. It wouldn't be quite what you'd specified and it had lots of 'black box' contents that needed specialist care when they went wrong - and boy, did they go wrong - and you'd be vastly over budget. So, for a large sum of money you had bought something that couldn't be easily changed, was hard to maintain and that didn't do quite what you wanted. Just like building a custom business application today.

Then came the modern era. People learned that it was possible to build faster, better, more reliable and vastly cheaper cars by using common components, rather than hand crafting each car from scratch. The same was true of everything from toothbrushes to typewriters and, computer hardware and gadgets, too - standardization and component-based construction brought luxury, ease of use and affordability to everyone.

Everything - but not software. Software development is still stuck in the 19th Century. Systems are hand-coded from the ground up every time. The wheel is invented over and over again - each time with a slightly different shape and a whole new set of flaws.

Lots of programming tool-kits and platforms exist, but they are just shinier tools for skilled programmers to use. What is needed is a robust, powerful, easy to use comprehensive development platform for web based business applications that any business can use to build almost any business model in a fraction of the time and expense of conventional methods. And to quickly and easily create complex applications - think 'Facebook' or 'Amazon' - without a team of programmers. And, enable novel services to be created by new entrepreneurs without a large budget for application development.

neatComponents does exactly that: it brings application development into the 21st century.

neatComponents is a codeless application and web development platform, that enables an ordinary business user to create rich and flexible multi-user web and data applications that are both created and delivered across the Internet.

It does not require knowledge of programming, Java or coding and works in an ordinary Windows environment. There is no other system that matches its depth and scope with ease of use; applications created in neatComponents are robust, reliable and maintainable, and never need to have thousands of lines of code debugged. That's what makes neatComponents a uniquely disruptive software platform.

100% control over data

neatComponents is an installed software platform - it is not a Cloud service (although it can install into the Cloud if desired). This means businesses know exactly where their data is stored and who has access to it. However, users always see it as a SaaS or Cloud service.

The public Cloud works fine for consumer services, but businesses need to keep tight control over data. Businesses are subject to data regulation and rules restricting data-location, and control over data disclosure by subpoena. And in a world where you don't trust the guy down the hall, no business wants to surrender access to their data to nameless operators in India or even California.

neatComponents is not a mash-up of open-source code. neatComponents is written clean from the ground up to make it possible for any business to create rich and flexible multi-user apps.

Users have all the benefits of Cloud operation, while businesses retain 100% control over your own data. This makes neatComponents the best solution for business, legal or any other applications where data is sensitive, either for commercial or privacy reasons.

The neatComponents value proposition for a Business: Small, Medium or Enterprise

A single neatComponents server will host your business's website with full content management and provide a full function Portal. It provides unlimited, and fine grain control to corporate users both for access and editing. It saves licensing, updating and patching multiple copies of conventional website editing software. It provides Intranet and Extranet access at no additional cost.

neatComponents and corporate Web Design Teams

neatComponents has been designed from the top down to make the creation of large corporate websites, Intranets and Extranets quick to build and easy to manage all without being a major drain on staffing or financial resources. It enables you to 'de-skill' application and website production and maintenance, so that you can redeploy internal staff and be more competitive in your marketplace.

Minimize Staffing Costs

By allowing tight control but with easy access, neatComponents makes it possible to leverage the skills of your existing technologists. Unlike ordinary Internet development tools and simplistic Content Management Systems, the neatComponents system does not require any programming at all. You are protected from complexity: the neatComponents system cannot be broken. All functions are managed using straightforward dialog boxes. neatComponents makes it easy for website designers to create sites with what are otherwise difficult features. It takes care of all the fiddly technical administration which you'd normally need a programmer or a hosting tech to handle.

Eliminate Outsourcing and Off-shoring

By eliminating the need to write raw-code and debug processes neatComponents makes it possible to close the development loop. Project managers and site developers can work together directly in what is known as an Agile Environment. There is no need to engage external developers to create specific functionality - which although attractive in principle is a major cause of project failure and cost over-run.

neatComponents helps keep the development cycle and in-house so communication is optimized and costs and development time are reduced.

neatComponents is built on a fully integrated, single, robust code-base. It provides integrated website, Intranet and extranet hosting and all aspects of system management - including site-by-site Content Management and full per-division cost controls. There are no other software licenses to buy, and licensing costs are affordable.

The neatComponents value proposition for a Commercial Web Design Studio

A neatComponents installation will immediately increase the effective skill level of your current design team by enabling them to do much more complex site construction without database skills. You will be able to reduce your building costs - team members can work from anywhere with an Internet connection.

When you sell a website you will also be able to sell the site hosting and receive ongoing fees for each site having built in content management. Your neatComponents license brings a predictable and repeatable income stream from your subscribers - all automatically managed. neatComponents is fully rebrandable: all the logos and dialog references can be replaced with your own.

As the owner of a web design house, you'll naturally be looking to grow the business whilst saving money; keeping the business on a stable footing whilst increasing capacity to cope with new opportunities. neatComponents helps you do this in a number of ways:

Deploying your staff effectively

Your most expensive resources are your programmers, so its important that they are deployed with precision. neatComponents allows you to de-skill many of the tasks which they have traditionally done, allowing you to deploy them on truly challenging tasks, saving you money, and increasing staff retention as they feel more valued.

So tasks like updating existing sites with new content can be moved over to account managers or secretarial assistants in direct contact with your clients, and removing the costly reworking caused by accidental miscommunication. Actually, with little training, you'll find many of the seemingly non-technical staff who normally spend their time with clients can now also create the sites: commissioning graphics from designers, but relying less on programmers to re-interpret the clients' needs.

In fact, when it comes to many of the day-to-day changes, these can be passed over to the clients to make themselves. The system protects them from the technical aspects. What's more, the increased immediacy and control this gives them over the site enables you to sell this aspect as a premium feature. This allows you to effectively charge them for making changes to their own site.

By removing the need to rely on custom code carved out by your programmers, you also remove the danger when a programmer moves on, of being left with unintelligible code that can never confidently be edited again.

Rapid site creation allows you to reduce prices, and gain market share

neatComponents allows you full creative freedom whilst taking care of all the technical aspects: modules like database integration, user permissions, e-commerce, content management, e-mail integration, and much more. By reducing the time it takes to create a site, you can lower the price-point to make it an attractive proposition to a much wider segment of the market than before - and still make a healthy profit.

You probably have a set of clients with static 'brochure ware' sites. They are ideal candidates for upgrading to take advantage of all the new functionality now on offer at a

price-point they can afford. You have the opportunity to 'harvest' this crop of upgrades, not only adding technical features, but also refreshing the graphical look and feel.

Reduce the burden on your accounting department

Your neatComponents software doesn't just provide an editing interface, but also runs the hosting too. So it knows how busy sites are, and can run charging plans for you: you can charge flat-rate monthly amounts, or be creative and charge in proportion to site usage (a good plan, since sites tend to get busier over time). The system keeps track of all this, and emails your clients when they owe you money, allows them to pay online, into your PayPal or similar account, and if they don't pay, encourages them to do so by suspending their site. All this without you having to lift a finger. No awkward phone calls, no excuses.

Reducing your labor costs

You can grow your business with having to scale up your back-office accounts team.

The neatComponents value proposition for a Business Consultant

neatComponents is a Windows software platform that enables you to do two things.

1 - make your business customers more profitable by moving their business processes online and enabling their staff to rapidly respond to customer led demand in a safe, controlled and easy to manage environment.

2 - make your own business more profitable by enabling you to create and reuse solutions in your own sector, amplifying your own expertise and managing the whole SaaS delivery for you.

Making your customers more profitable

Moving business processes online is key to reducing costs and increasing efficiency in all businesses. Using the Internet to connect customers with staff with process streamlines the flow through the business and yields information for Big Data analysis to see where the business is going and why.

neatComponents is primarily a business solution to solve the problems you encounter when moving operations online. It is designed to be used by non-programmers and non-developers to enable them to work directly with Data, to manage User access, to cope with launching Web sites and applications and with its integrated Content Management System enable them to rapidly respond to changing needs.

All without having to learn manual coding, scripting or programming, while retaining full flexibility of design and creation.

Your customers can achieve their goals with fewer and less expensive staff.

Making your own business more profitable

As you develop solutions for your customers you are building a portfolio of expertise. The SaaS system in neatComponents makes it straightforward to rapidly expand your opportunities by making it easy to adapt solutions. Your own business process solution expertise can be converted to installable applications or made directly available on a SaaS pay-to-use basis.

All managed by your own neatComponents installation.

Free vs Commercial software solutions

Four reasons why you are wrong when you think that neatComponents is not your essential website development system.

1 - We don't need neatComponents: We can program!

PHP and MySQL are free. Creating applications with them is expensive.

The Problem

Once you have moved beyond the creation of the most simple of websites you are faced with handling data - whether it is a simple 'form' or the most complex resource management or e-commerce application data is everywhere. You rapidly discover that existing solutions do not do what is needed to solve your problem, so custom programming seems the only solution.

The Programming Fix

Programming is expensive and time consuming. Even if you are an expert PHP/SQL coder yourself, growing your business means employing people who are equally skilled - and they are expensive and hard to find. Programming is time consuming - writing the code, debugging and fixing all take time, adding to costs and creating project delays.

Programming is a barrier between the creative web developer and the execution of the design. neatComponents removes that barrier and saves your money.

The Solution - neatComponents is different

neatComponents reduces your biggest cost - labor. It is different from any other solution you will have considered. It uniquely brings together world-class content management, full database and query management, unlimited domain hosting and an integrated billing-system in one package - with full fine-grain permission controls and integrated emailing - all manageable without having to write a single line of code.

neatComponents will solve your problems, empowering your workforce (even if it is only you) and keep you in direct control. neatComponents solves all the problems that you face as a web developer, without having to employ additional specialist staff, or learn how to program.

2 - We don't need neatComponents: we can Outsource

Outsourcing overseas is a nightmare of project management, massive security holes, missed deadlines, and un-met promises.

The Problem

It happens to all successful web developers whether they are individuals, studios or large corporate departments. One day there is just too much work to do, or things have got more complicated than you know how to do and you've got to get help. And you discover that getting help is really, really difficult.

The Outsourcing Fix

Hiring more staff is complex, time consuming and full of legal problems, so you turn to Outsourcing. That sounds easy – low cost, no commitments and a quick fix – but then you discover that you are in a nightmare of project management, massive security holes, missed deadlines, and un-met promises. All happening halfway round the world.

The Solution - neatComponents is different

neatComponents is different from any other solution you will have considered. It uniquely brings together world-class content management, unlimited domain hosting and an integrated billing-system in one package - with full fine-grain permission controls and integrated emailing - all manageable without having to write a single line of code.

neatComponents will solve your problems, empowering your workforce (even if it is only you) and keep you in direct control. neatComponents solves all the problems that you face as a web developer, without having to employ additional specialist staff, or learn how to program.

3 - We don't need neatComponents: we can use Open Source solutions

The myth of OpenSource is that it saves you money. It's a myth because although you don't pay anything for the software, it doesn't save you time. And time for any employer is the most expensive commodity that there is. Creating websites using Personal Home Page is fine if you are building websites as a hobby, but if you are a commercial website developer - large or small scale - you need neatComponents.

Open Source solutions require that you stitch together complex programs, written by disparate groups of enthusiasts, often with little regard as to whether they will 'play prettily' together. Even coding experts can get frustrated with the whole mess.

neatComponents is not open-source software. It is coded from the base up for commercial use as an easy to install deeply integrated Windows package. With neatComponents all of these issues - and more - are covered.

Legal worries

The legal climate has changed and 'for profit' companies cannot simply create commercial websites using free, open source, software without being in breach of the license terms:

Two recent events should give for-profit companies new reasons to re-evaluate the ways in which they use open source software as well as the extent to which they use it. These events are: (1) the release of a new version of the widely used license that covers such software, i.e., the General Public License version 3, and (2) a round of lawsuits filed by the Software Freedom Law Center against for-profit companies using the software for commercial gain.

neatComponents is not based on open-source software. It is coded from the base up for commercial use, and your license to use neatComponents protects you.

The neatComponents Solution - neatComponents is different

neatComponents is different from any other solution you will have considered. It uniquely brings together world-class content management, unlimited domain hosting and an integrated billing-system in one package - with full fine-grain permission controls and integrated emailing - all manageable without having to write a single line of code.

neatComponents will solve your problems, empowering your workforce (even if it is only you) and keep you in direct control. neatComponents solves all the problems that you face as a web developer, without having to employ additional specialist staff, or learn how to program.

4 - We don't need neatComponents: We can use Google Gears

Stop! Remember Google Gears? For a few years Google Gears was a solution to application creation, but the problem is that if you don't own your own system it can be taken away. And it was.

Whenever you use a third party system you lose control over your data: With Google or Amazon, your data is controlled by them, and you still have to program. Google App Engine or Amazon Web Services are fundamentally different from nC, as they require two things from you:

You need to be able to program. The Google App Engine, for example, is effectively a hosted platform for running your Python code – Python is an object-oriented programming language.

neatComponents doesn't require you to have any programming skills, and is designed to be configured using a straightforward graphical interface through your browser. They need you to trust them with control over your data. With Google App Engine or Amazon Web Services, your data – user data, ecommerce transactions and all, is controlled by them, and is subject to their own privacy policies.

neatComponents gives you control over your data, as it is on your own machine. If someone else wants to look at it, they have to ask you.

Google App Engine and Amazon Web Services are promoted as providing scalability benefits. However for almost all sites, a single modern server is capable of easily running it on its own. In fact, most servers are capable of run hundreds of sites. So unless your site is going to get the sort of traffic flow that Amazon itself does, scalability isn't going to be an issue.

...but if you want to install neatComponents into the Cloud, then that's OK too.

neatComponents is also designed to be scalable. It uses efficient caching to reduce the CPU load when generating pages, and it supports the neatComponents Enterprise Accelerator for when things get really busy.

And, of course, you have technical control over your server so you are not so reliant on unaccountable third-parties.

neatComponents will solve your problems, empowering your workforce (even if it is only you) and keep you in direct control. neatComponents solves all the problems that you face as a web developer, without having to employ additional specialist staff, or learn how to program.

United States

USA & World Sales and Enquiries

Connecticut, USA

Enstar LLC

274, Wall Street

Hebron

CT 06248-1328

USA

T: (860) 228 5292

E: info@enstar.net

United Kingdom

UK & European Sales and Enquiries

Milton Keynes, UK

Enstar Limited

1, Church Street

Olney

MK46 4AD

UK

T: 01234 240211

E: info@enstar.net