



## For Business

Get custom software for the price and performance of 'off the shelf'

“Evaporate Custom Made vs. Off-the-shelf tradeoffs— build custom apps out of pre-built blocks and prepare your applications for future growth and changes...”

Catalyst is designed to help software developers build great software for your business.

If you have a developer working on a project for your company, we recommend you encourage them to read the Catalyst developers documentation for a technical overview of the product.

### How does Catalyst make business software better?

#### Rapid Development

Catalyst makes solutions quicker to build by taking care of the common problems and challenges required in developing powerful business software - problems that usually take time and cost money.

#### Extensibility

Catalyst forces developers to develop software that can be extended as your business needs grow. This means that any other developer should be able to come, look at their work and plug in upgrades and changes to leverage your investment.

#### Integration

Catalyst helps your software share information to reduce redundant data entry and increase the responsiveness of your business and its staff.

#### Global Saleability

Catalyst makes software inherently global and scalable supporting many companies, offices, departments and users. This means that one solution can potentially service the needs of your entire business - globally.

#### Rapid Return on Investment

With solutions that are more quickly developed, deployed and extended to suit your changing business needs, your software investments can go further than ever before.

In addition, with a set of software that works tightly together, you can save administrative time and money.

#### Technically

Catalyst is a framework that makes it possible for software developers to build or buy discreet (independent) software components that can be plugged together.

In this way, Catalyst makes it possible to 'assemble' your custom enterprise applications out of pre-fabricated components - very much like Lego blocks.

This unique approach offers the best of both software worlds - 'custom made' (highly tailored giving you maximum control) and 'off-the-shelf' (low risk, low cost) software. You get a tailored solution made out of robust pieces for a fraction of the cost.

[www.incatalyst.net](http://www.incatalyst.net)





## For Developers

deliver more for your customers build software more quickly and effectively

“Imagine building your application out of robust blocks that snap together... Just add specific business needs”

### About Catalyst

Catalyst is designed to help software developers build more extensible software, faster, while also adding a clear point of differentiation in the marketplace.

### How does Catalyst help developers make business software more extensible?

#### Standardization

Catalyst encourages developers to develop software around a set of extensibility tools and standards. This means that any other developer can 'snap' Catalyst based products together.

#### Modularization

By standardizing to a given Extensibility Model, Catalyst encourages developers to break an application into a set of discreet (independent), generic modules - Catalyst Components. Those components are then 'Assembled' on the platform to create an integrated application.

### How does Catalyst help make development faster?

#### Plumbing

Catalyst makes solutions quicker to build by taking care of common requirements in developing powerful business software - requirements that usually take time and cost money.

#### Re-usability

Because Catalyst components are, by virtue of a standardized Extensibility Model, more generic and discreet, they are also more re-usable. Catalyst makes it possible for your team to build a suite of its own Catalyst Components to quickly assemble for each project.

#### Shopping around

With a community of developers creating Catalyst Components, Catalyst is creating a marketplace of pre-built components that development teams can buy and assemble.

#### Freedom

Catalyst is built on standard .NET technology with all the powerful RAD features that developers have come to know and love. It does not require any new programming languages or specialized complex development practices. Catalyst simply offers a simple to use wrapper and base-class through which it adds its value.

### How does Catalyst help differentiate products in the marketplace?

#### Extensibility

The software market is a busy place. Catalyst offers an opportunity to cut through the noise by offering a product based on a vision - a vision of an integrated enterprise with software built for snap together extensibility - even Catalyst solutions developers by different teams.

#### Custom made vs. Off-the-shelf

Short circuit the 'Custom Made' vs. 'Off-the-shelf' debate by offering customers the best of both worlds. Catalyst represents the tailored fit of custom software (implementation time assembly) combined with the less risky, less costly virtues of off-the-shelf software (using pre-built components)

#### New markets

Leverage your investment in application development by re-selling your Catalyst Components (the small pieces that make up your applications) to other developers!

### In a nutshell?

Catalyst makes it possible to 'assemble' custom applications out of discreet components - very much like Lego blocks.

This unique approach offers the best of both software worlds - 'custom made' (highly tailored giving you maximum control) and 'off-the-shelf' (low risk, low cost) software. You get a tailored solution made out of robust pieces for a fraction of the cost.

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