



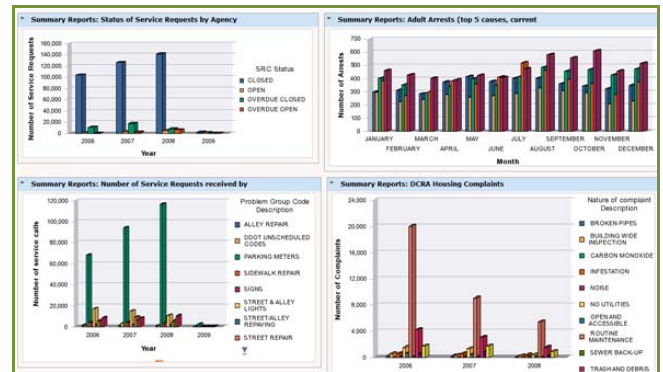
Personalized Situational Enterprise Dashboard - in minutes

Company Name: SitScape, Inc.

Product Name: Situational Dashboard Assembler

Light-weight situational Enterprise Dashboard in minutes: through on-demand componentization, remixing and redistribution of the Web applications.

Situational Dashboard Assembler enables situational on-demand *Business Dashboard* composed of live components from disparate internal and external Web applications. It empowers business users to easily componentize any Web page on-the-fly, re-use any existing widget, and dynamically remix them in the style of DIY and self-service. It can significantly speed-up time-to-market, reduce IT dependency, save cost, and ultimately enhance business agility.



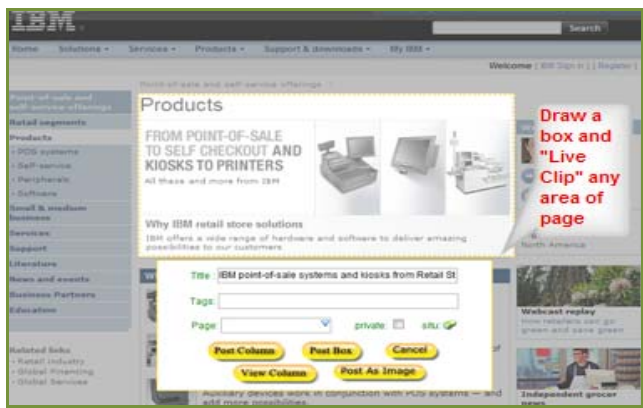
Dashboard On-demand: dynamic reports on single page

Product Value Proposition

- 100% re-use of past investments
- Empower business users to assemble exactly what they want: DIY and self-service
- Personalized and synergetic aggregation enhances business intelligence & decision making
- Quick end-user visible value
- Less IT dependency
- Enhanced business agility
- Zero-integration needed
- Secure
- Convergence of internal & external Web
- Power of Simplicity!

Comparison with Other Approaches

Competitors	SitScape
Traditional Portal Vendors (IBM, BEA) <ul style="list-style-type: none"> • Centralized business portal • One-size-fit-all • Heavy and expensive • Programmers build Portlets 	<ul style="list-style-type: none"> • De-centralized business portal • Personal portal • Lightweight, agile, low cost • Widget-on-demand in seconds • Value of business portals + easy-of-use like iGoogle + On-Demand Widget
EAI, SOA Vendors <ul style="list-style-type: none"> • Address data, app, service and process integration & orchestration • Complex and expensive 	<ul style="list-style-type: none"> • Address UI-level aggregation and accessibility • Can help EAI/SOA projects to surface visible value
Pure-Play Enterprise Mashup Vendors <ul style="list-style-type: none"> • Focus on real-time data or app-level remix and mashup • Mashup data/app/web services to get new functionalities • Target programmers or advanced users 	<ul style="list-style-type: none"> • Focus on presentation • Centralized experience using aggregation of multiple UI components • Mashup application is another source for assembling into portal • Target average business users



Componentize any Web page or Web App on-the-fly



Dashboard On-demand: remixing live components

Contact Info:

Email: info@sitscape.com
 Web: <http://www.sitscape.com>
 Blog: <http://sitscape.com/blog>
 Location: Vienna, VA 22181, USA