

# effector<sup>®</sup>

Modernize operational processes  
with the power of **low-code**

Presentation  
November 2019



ORIANA<sup>×</sup>

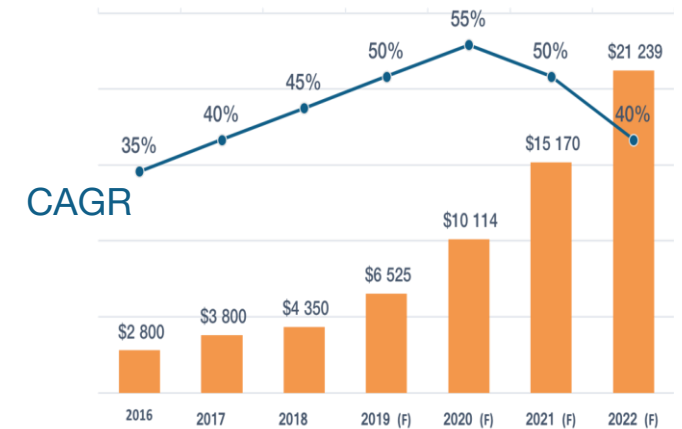
# Business challenges

- 63% of CEOs say digital transformation is too slow
- 79% worry about finding and retaining key developers to support digital transformation
- Technology portfolios becoming complex & increasingly difficult to manage
- Legacy systems often limit business capabilities and customization can be expensive

**A new approach is needed to support capability delivery**

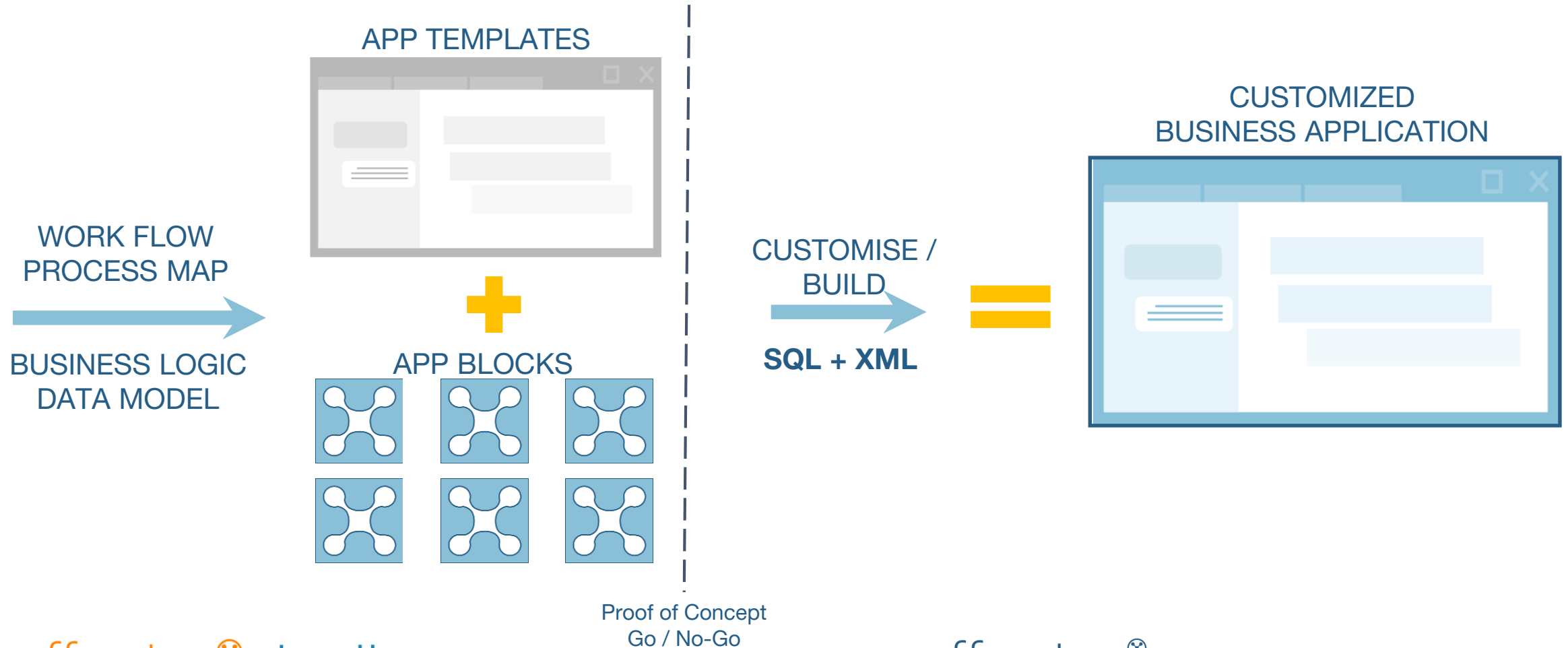
# What is a **low-code** platform

- Enables faster design, development and deployment in a more demanding business world
- Reduces traditional programming/coding enabling faster customised solutions
- Utilises code blocks and templates to speed up development
- Supports collaboration across the development process



**Forrester: „the potential to make software development as much as 10 times faster than traditional methods.”**

# How to create an application



effector<sup>®</sup>studio

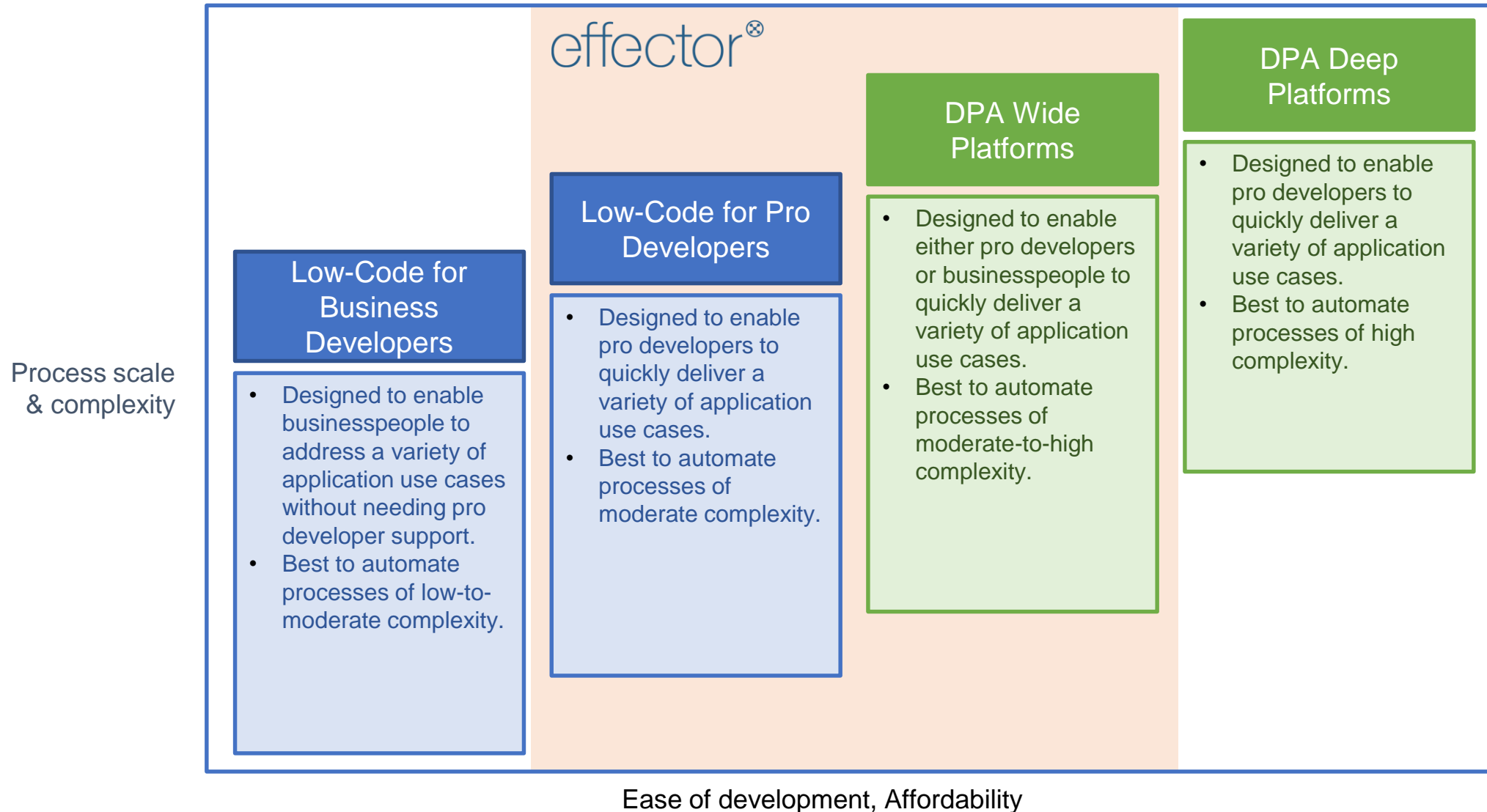
No-code

effector<sup>®</sup>

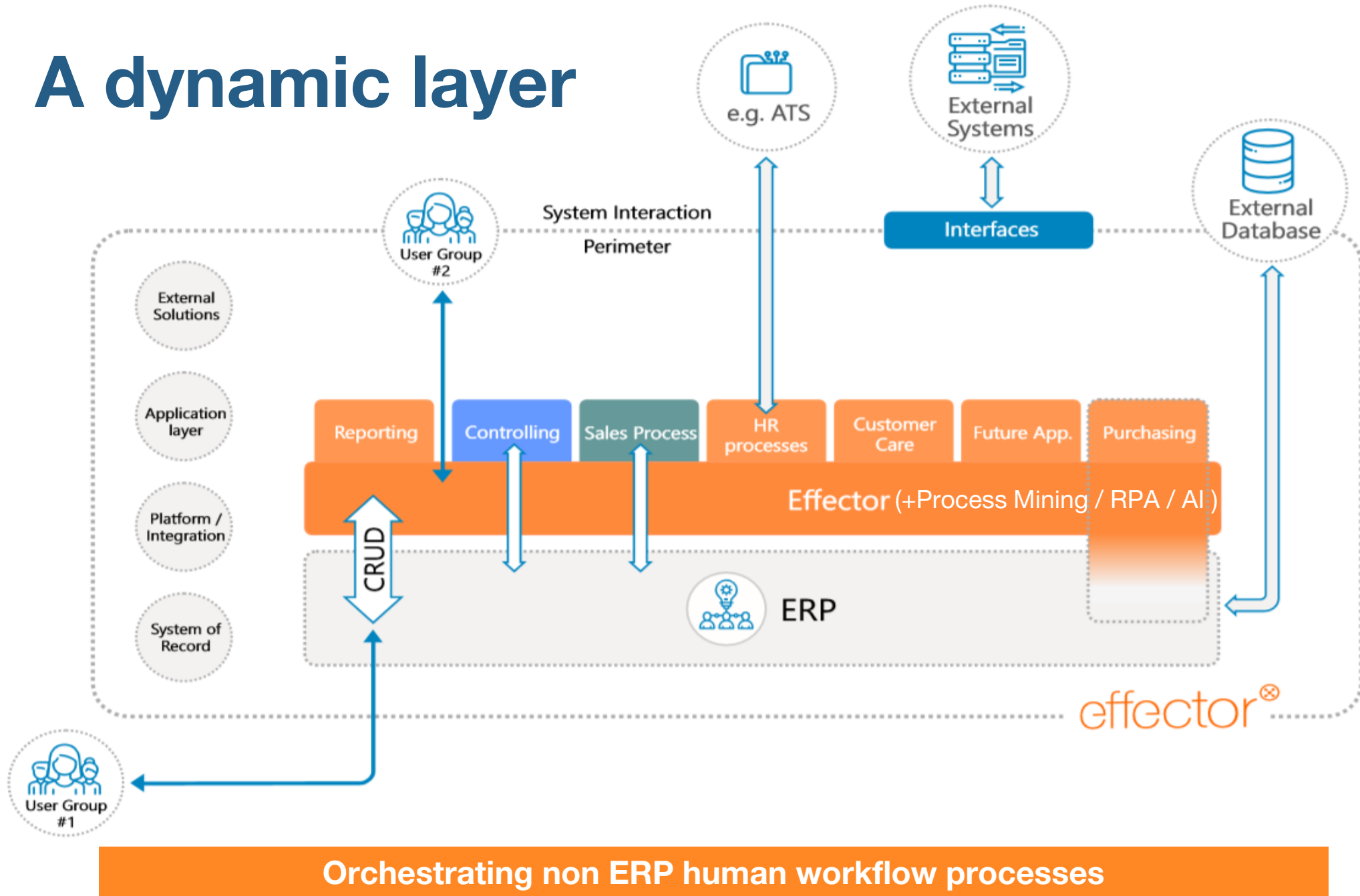
Low-code

ORIANA<sup>®</sup>

# Positioning

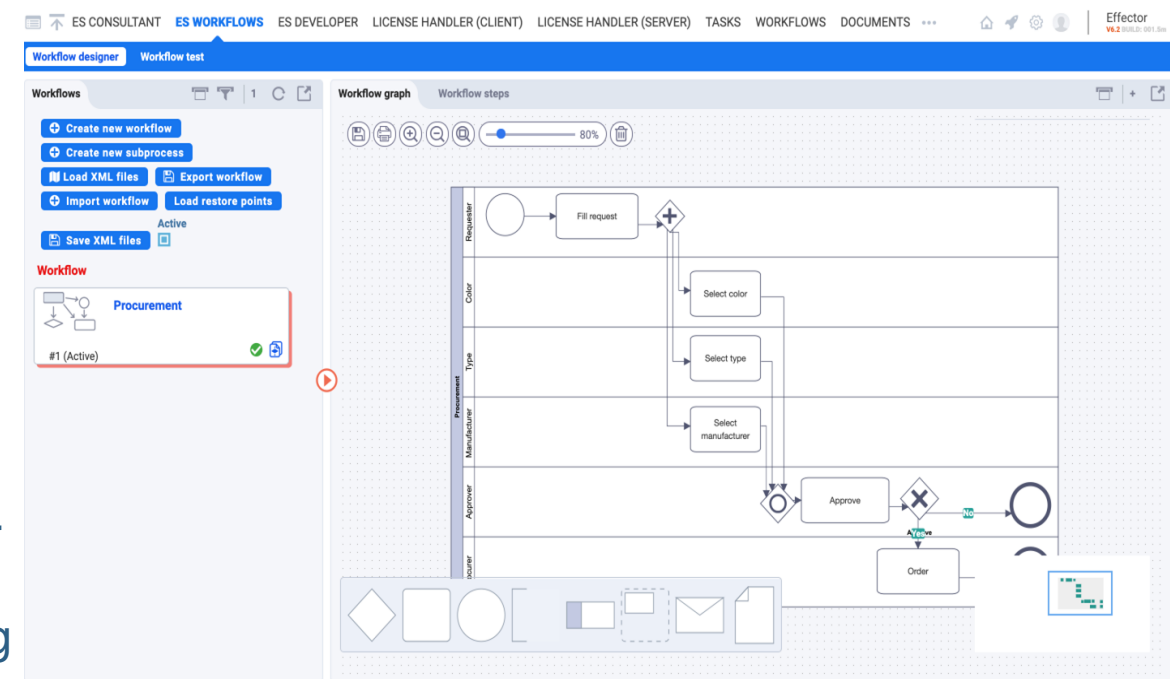


# A dynamic layer



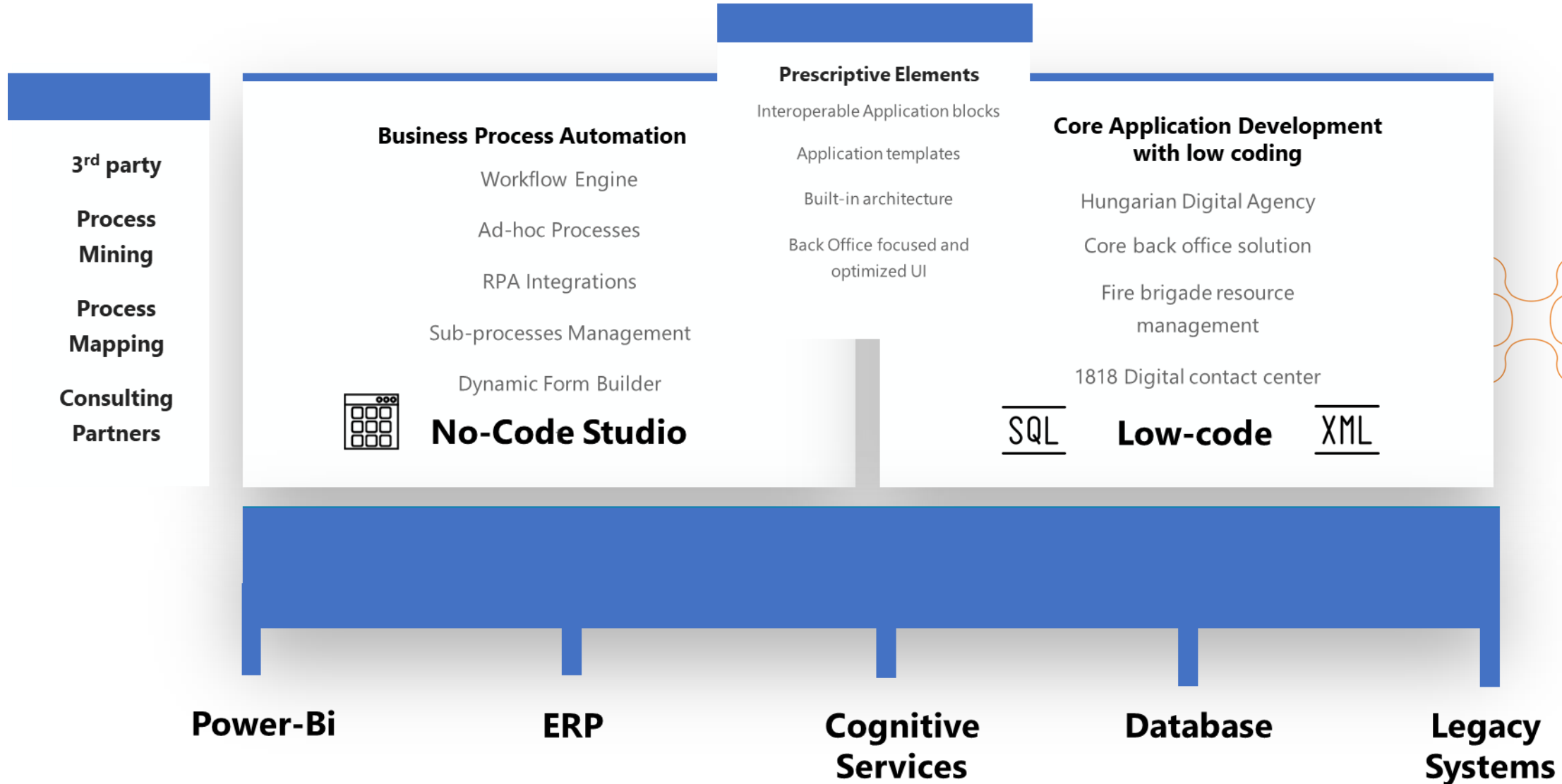
# effector<sup>®</sup>studio

- Designed for non coders or ,citizen developers'
- Simplifies digitalization of operational processes
- Compliant with BPMN2.0
- Prescriptive components – UI + XML blocks
- Comprehensive menu, layout and form designer
- Collaboration support which supports versioning



**Result: Fast proof of concepts and simple applications**

# Prescriptive Approach





# Human Workflow Focus?

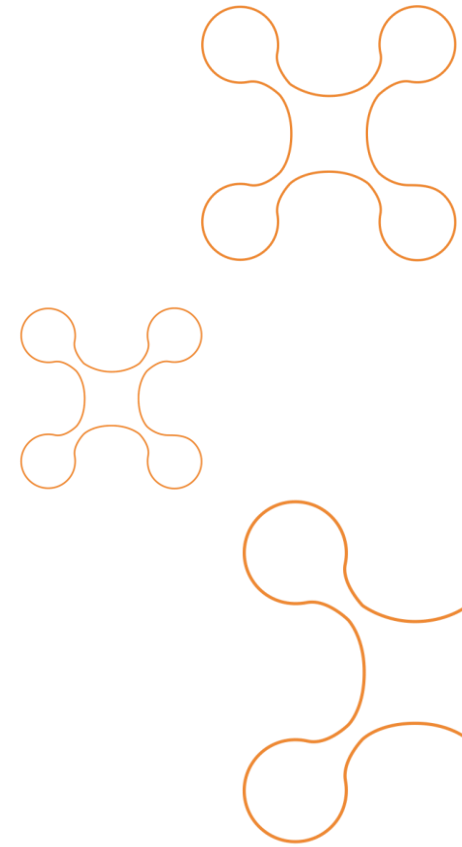
- Often neglected in focus and resources vs. customer facing
- Key element of improved customer journey
- Often lacks transparency and efficiency
  - Manual, disconnected & paper based processes



Operational processes are how businesses differentiate in service

# Typical Use Cases

- Customised workflow extensions to ERP implementations + legacy systems
- Core process applications which focus on human operational processes
- Field operations, connected with back-office administration
- Human workflows in dynamically changing regulatory environments
- Dynamic Case Management which deviate from BPM processes



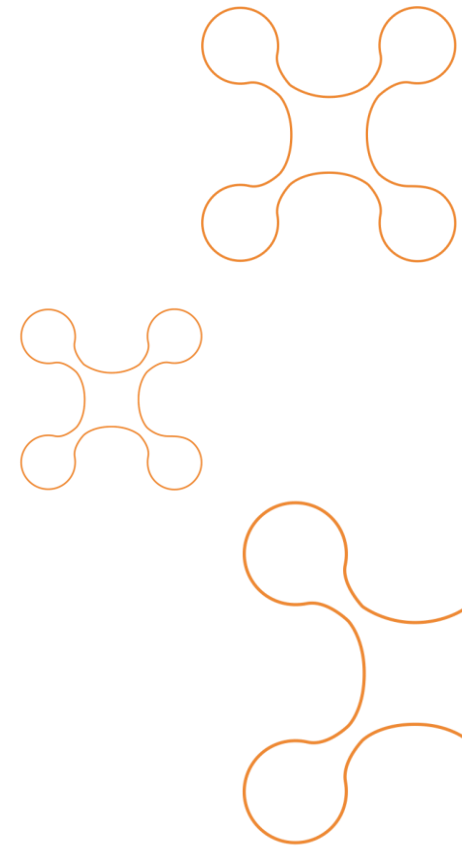
**We play in the Digital Process Automation (DPA) arena**

# Key benefits

- Intuitive to use. Fast onboarding
- **Reduces the burden on IT and gives control to process owners**
- Customizable solution and easy to change
- **Open approach with SQL and XML providing customization**
- Enterprise ready: directory services, secure, scalable, API integrations
- **Orchestrates digital operations and improves transparency**



# *Technology*



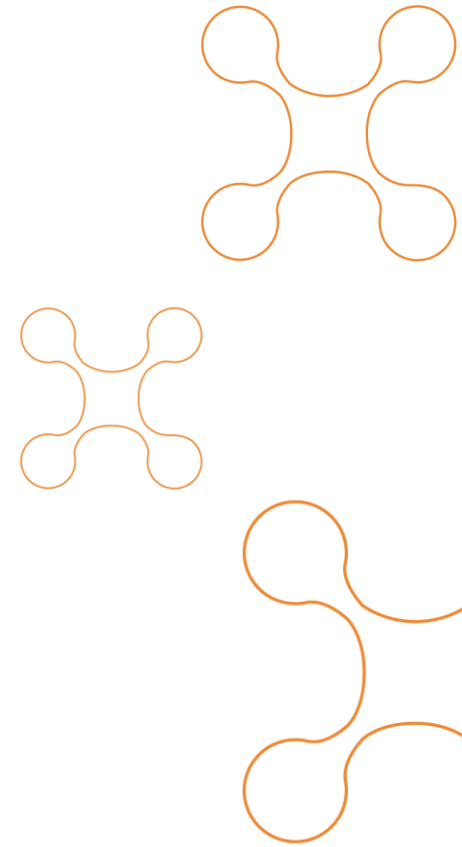
effector<sup>®</sup>

# Fast integration



# Effector: Built for human workflows

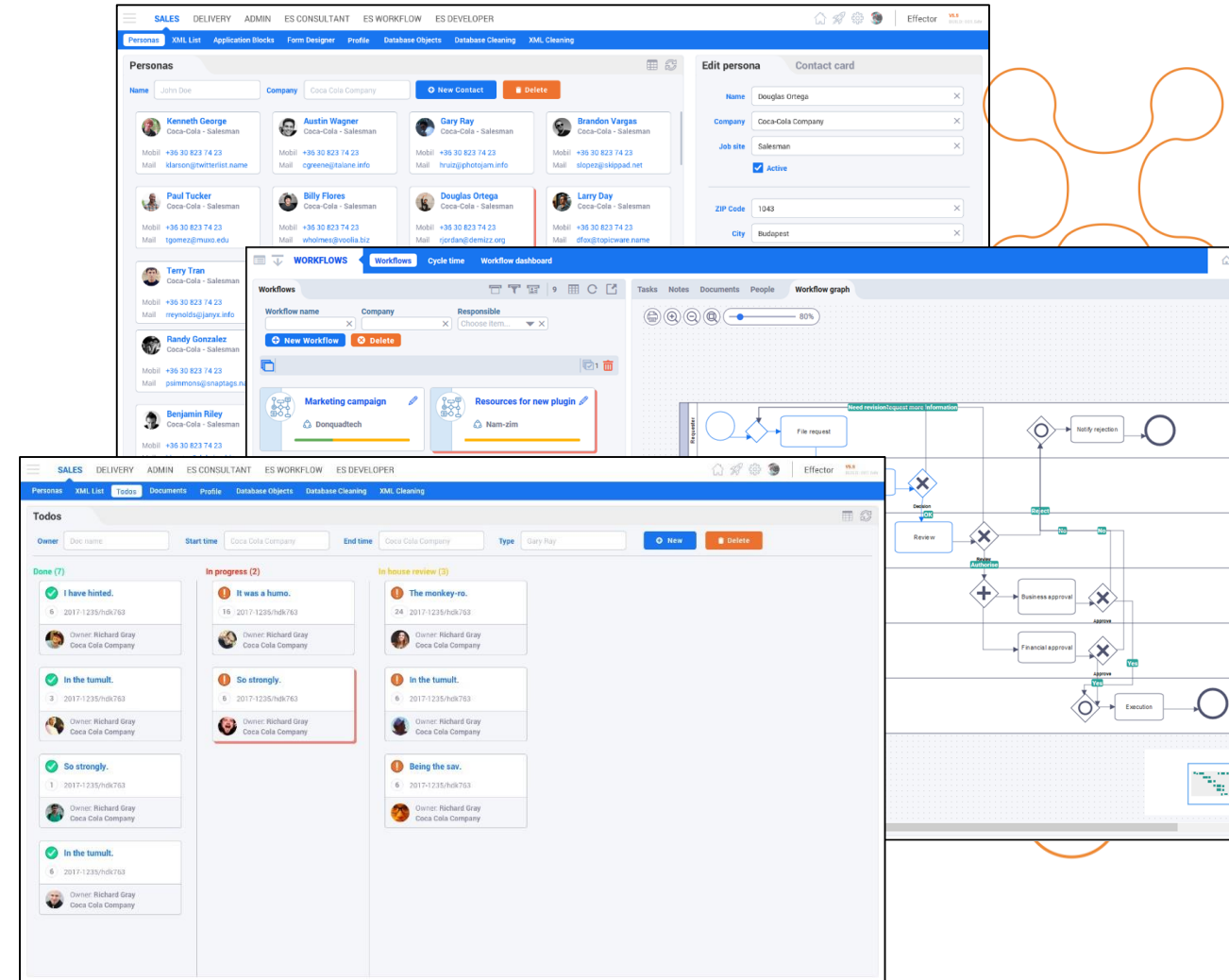
- Optimized UI for human task workflows
- Intuitive process modelling compliant with BPMN2.0
- SQL + XML declarative language for ultimate data manipulation
- Dynamic form builder
- Comprehensive document management module
- Database management
- Integration, scalability, security, auditability



**Robust back office processes are necessary to support digitalisation trends**

# Application blocks

- Components matching process functionality
- Prescribed functionality on screen or panel
- Interoperable
- Contain valuable business content
- Easy to customize and understand
- Blocks allow:
  - Rapid prototyping
  - Quick decision making through fast POCs
  - Prototypes built out by Effector low-code (SQL)



# Application block examples

- Process management
- Document management
- Dashboards
- User activity measurement
- Customer data management
- Contact management
- Tag cloud, ability to add tags
- Calendar
- Timeline
- Flow chart
- Task bucket
- Task assignment
- QR code display
- Comment management
- Participant management
- Document viewer
- Process cycle time
- Kanban view
- Knowledge base management
- Email template management
- Document template management
- Workday management
- Hierarchy viewer (company, employee)
- Group management
- List management
- Tooltip management



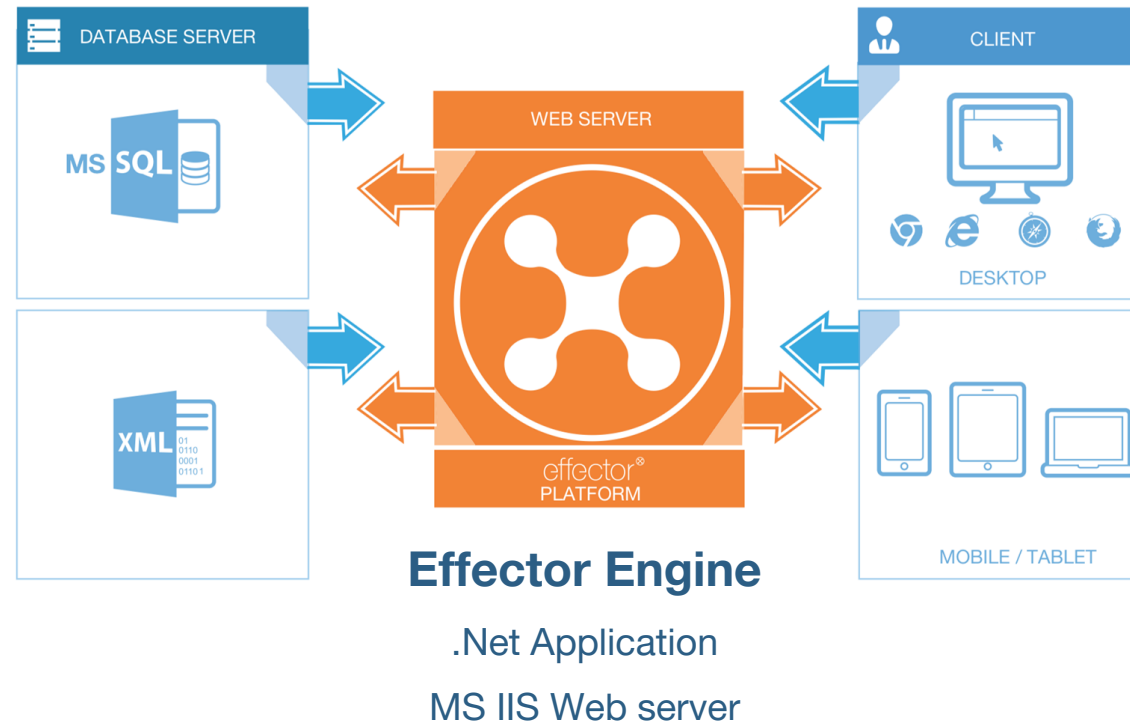
# Technology

## Database

The database contains the unique data structure and the business logic.

## XML Description

Declarative description of the UI, forms, workflows, layout. Creates data references and database based business logic.



## User Interface

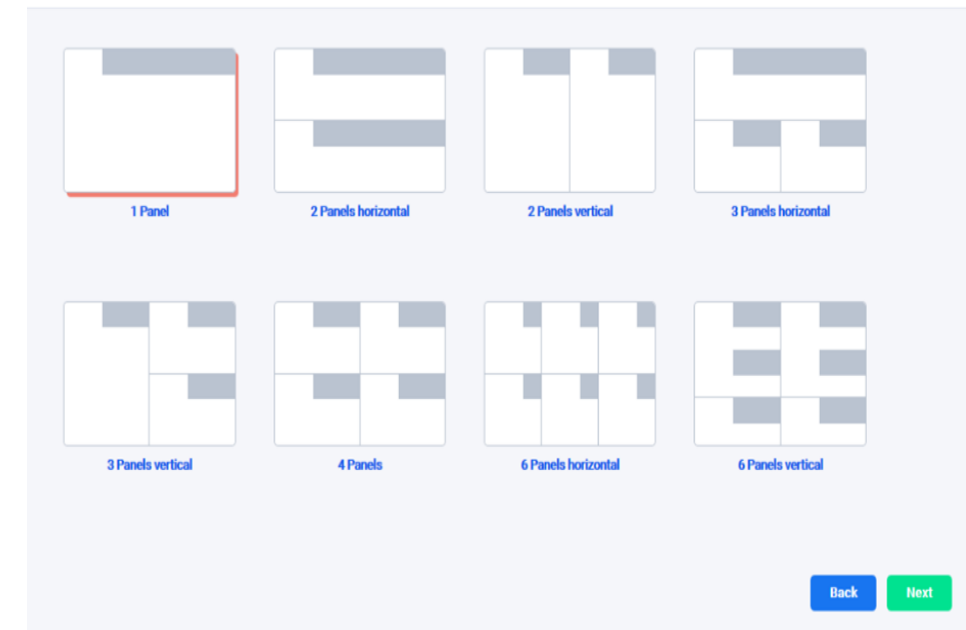
Modern single page web application. Providing optimized user experience for back-office applications.

## Mobile support

Automatic support of smartphones and tablets using adaptive web technologies.

# Architected UI

- Intelligent boundaries, removing “too much freedom” chaos
  - High level design process
- Utilizes typical usage patterns, best-practice & experience
  - Connected information panels
  - Automatic element layouts
  - Directs focus to solve business logic challenges
- Intuitive to learn
- Standardized application look and feel
- Speeds up specification and development
- Provides a consistent look across your application portfolio



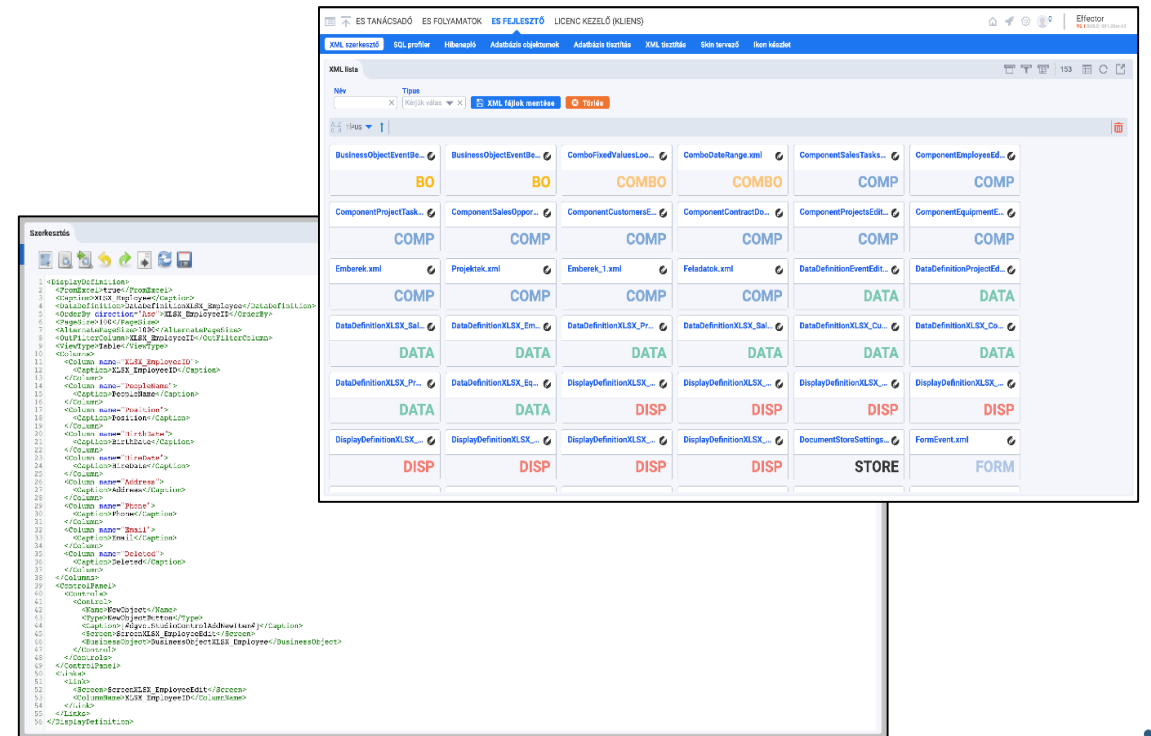
# Code & Security

## CODING

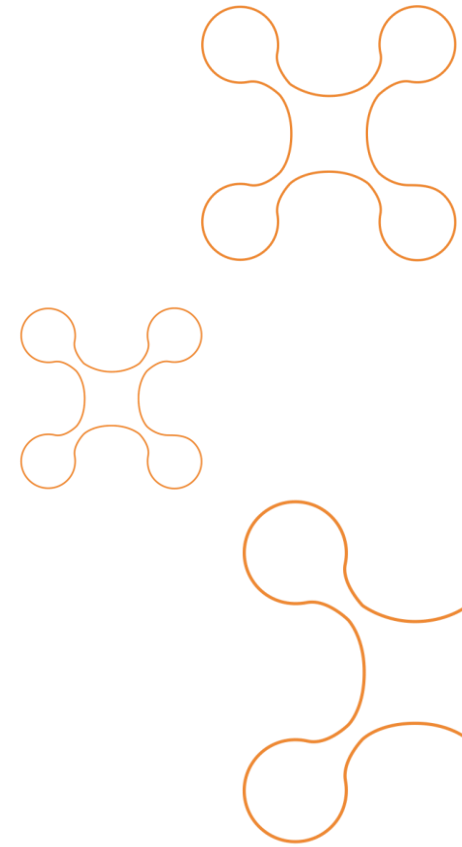
- Built in profiler: find inefficient SQL code easily
- SQL object viewer: access the application database without an external tool
- Complete XML editor with syntax check

## SECURITY

- Complies with OWASP Top 10
- MS Azure security
- Authentication options
  - Integration with authentication services
  - Federated login option
  - Authenticated policies and logs
- Comprehensive log features



# *Screenshots*



# Unlimited UI

The collage displays a wide range of UIs created using the Effector platform, illustrating its flexibility and 'Unlimited UI' capability. The interfaces include:

- Approval Workflows:** Screens for 'To be approved', 'Approval in progress', and 'Closed cases', featuring task lists, status filters, and user avatars.
- Dashboard & Analytics:** Overviews with charts, graphs, and data tables, such as 'Top 5 traveler', 'Top 5 destination', and 'Top 5 amount of trip costs'.
- Task Management:** Views showing ongoing projects, tasks, and recent media, often with progress indicators and due dates.
- Forms & Data Entry:** Detailed forms for data collection, including fields for traveler information, agency details, and various checkboxes.
- Reporting & Visualization:** Complex data visualizations like bar charts, line graphs, and heatmaps, alongside detailed data tables.
- Mobile & Responsive Views:** Interfaces designed for different screen sizes, ensuring usability across devices.

The Effector logo is visible in the bottom right corner of the collage.

# UI/UX Experience

Interactive  
Filters

Screens

Functions

MANAGEMENTTASKSREPORTSDOCUMENTSWORKFLOWSMARKETING

Sales opportunitiesProject tasksSales force

Projects

PROJECT NAMECOMPANYRESPONSIBLEPORTFOLIO

Choose item...Choose item...New projectExport

VISIBLE COLUMNSGROUP BYFIXING COLUMNS

Project name	Portfolio	Probability	Responsible	Type	Deadline
On-site data recording	File contract	100%	Lashawn F. Morgan	Sales workflow	03/20/2018
Connection workflow support	Phone call	20%	Steven E. Shepherd	General sales project	04/05/2018
Controlling tool	Offer	50%	Stanley M. Stanhope	General sales project	06/04/2018
Email automation	Meeting	80%	Lashawn F. Morgan	General sales project	03/20/2018
UI development	Meeting	100%	Brian J. Davis	General sales project	06/04/2018
Production scheduler	Personal meeting	10%	Kelly E. Houston	Sales workflow	04/05/2018
Performance evaluation	Memo creation	30%	Lewis K. McFarlane	Sales workflow	04/11/2018
Onboarding-Exit tool	Personal meeting	10%	Alfredo T. Soto	Sales workflow	07/10/2018
Support management system	Contract creation	70%	Linda D. Tse	Sales workflow	04/11/2018
Unified filing system	Send offer	50%	Christopher I. Smith	Sales workflow	06/11/2018
Support license	Phone call	80%	Peter J. Brody	General sales project	06/08/2018
Maintenance license	Meeting	30%	Carlos L. Adkins	General sales project	04/09/2018
ERP reporting tool	Phone call	10%	Jill W. Lorusso	General sales project	06/10/2018
Partner visit control tool	Meeting	20%	Darleen S. Padilla	General sales project	06/10/2018
Product sales support system	Personal meeting	20%	Stanley M. Stanhope	Sales workflow	06/10/2018
Ticketing system V2	Memo creation	30%	Lashawn F. Morgan	Sales workflow	06/10/2018
Legacy IT system replacement	Send offer	50%	Brian J. Davis	Sales workflow	06/10/2018
Printer monitoring system	Offer feedback	60%	Regina R. Thompson	Sales workflow	06/10/2018

TasksNotesDocumentsParticipant

TYPERESPONSIBLEDONE

Choose item...Choose it...1

Done tasks (9)

Contact

Y-corporationOn-site data recording1

Steven E. Shepherd03/02/201803/02/2018

Personal meeting

Y-corporationOn-site data recording2

Stanley M. Stanhope03/02/201803/02/2018

Offer creation

Y-corporationOn-site data recording3a

Lashawn F. Morgan03/02/201803/02/2018

no creation

Y-corporationOn-site data recording3b

Brian J. Davis03/02/201803/02/2018

Send offer

Y-corporationOn-site data recording4

Stephen K. Davis03/02/201803/02/2018

Connectable  
Panels

Information Panels

# Process Steps

ES CONSULTANT

ES WORKFLOWS

ES DEVELOPER

LICENSE HANDLER (CLIENT)

LICENSE HANDLER (SERVER)

TASKS

WORKFLOWS

DOCUMENTS

...

Effector

V6.2 BUILD: 001.0m

Workflow designer

Workflow test

Workflows

Create new workflow

Create new subprocess

Load XML files

Export XML files

Import workflow

Load

Save XML files

Active

Workflow

Procurement

#1 (Active)

Main data

Precondition

Fields

×

→ APPROVE

Step name ? Approve

Description ? Approve

Automatic step ? ☐

Table name ? Approve

Progress (%) 0

User(s) / role user(s)

Responsible Choose item...

Developer description

Save Cancel Delete

Meta data

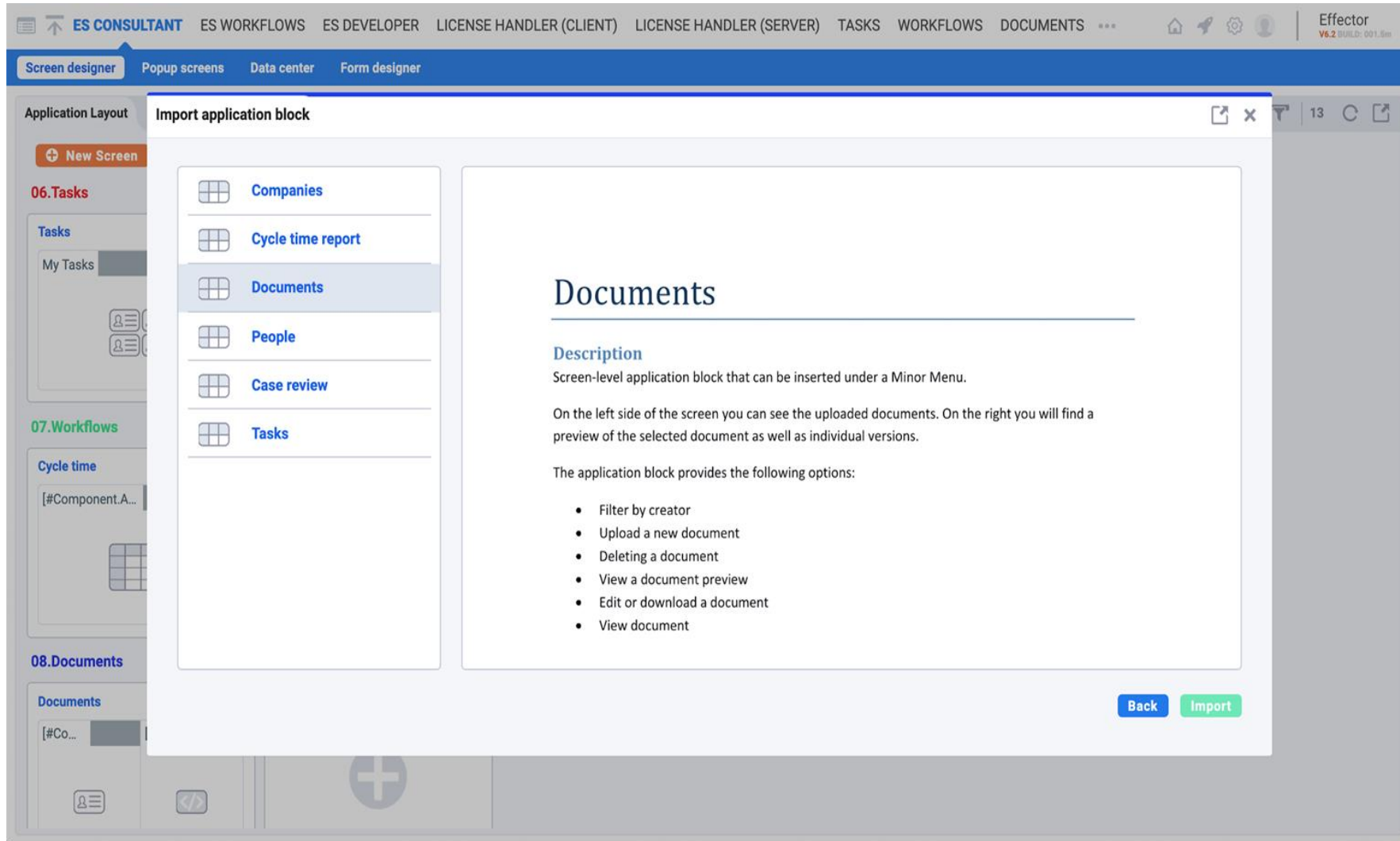
×

Meta name

Meta name

New meta data

# Application blocks





# Form designer

Edit Person

Form name Edit Person

1

[#EditFormPanel.AB\_S\_COMP\_PeopleEditName#]

Textbox

2

[#EditFormPanel.AB\_S\_COMP\_PeopleEditCompanyName#]

Query textbox

3

[#EditFormPanel.AB\_S\_COMP\_PeopleEditJobTitle#]

Textbox

4

[#EditFormPanel.AB\_S\_COMP\_PeopleEditActive#]

☒

5

6

[#EditFormPanel.AB\_S\_COMP\_PeopleEditZip#]

Textbox

7

[#EditFormPanel.AB\_S\_COMP\_PeopleEditCity#]

Textbox

8

[#EditFormPanel.AB\_S\_COMP\_PeopleEditAreaType#]

Combobox

9

[#EditFormPanel.AB\_S\_COMP\_PeopleEditStreet#]

Textbox

10

[#EditFormPanel.AB\_S\_COMP\_PeopleEditEmail#]

Textbox

11

[#EditFormPanel.AB\_S\_COMP\_PeopleEditPhone#]

Textbox

12

[#EditFormPanel.AB\_S\_COMP\_PeopleEditMobile#]

Textbox

13

[#EditFormPanel.AB\_S\_COMP\_PeopleEditFax#]

Textbox

14

15

[#EditFormPanel.AB\_S\_COMP\_PeopleEditDepartment#]

Combobox

16

[#EditFormPanel.AB\_S\_COMP\_PeopleEditReportsTo#]

Query textbox

Rule Properties

Field Settings

Meta data

Readonly

Rule Type

Constant

Return Type

Boolean

Default Value

false

Expression

false

Required

Rule Type

Constant

Return Type

Boolean

Default Value

true

Expression

true

Visible

Rule Type

Constant

Return Type

Boolean

Default Value

true

Expression

true

# Information cards

The screenshot displays the 'effector' software interface, version 5.5, build 001.4m-h4. The main navigation bar includes 'MANAGEMENT', 'TASKS', 'REPORTS', 'DOCUMENTS', 'WORKFLOWS', and 'MARKETING'. Below this, a sub-navigation bar shows 'Sales opportunities', 'Project tasks', and 'Sales force'. The 'Projects' section is active, showing a grid of 10 project cards under the 'Sales workflow (10)' filter. Each card displays a project name, responsible person, company, portfolio, progress bar, and a primary action button. A right-hand sidebar shows 'Done tasks (9)' with a list of completed tasks, each with a responsible person, company, and date. The bottom of the interface features a 'General sales project (8)' section with three cards: 'Connection workflow support', 'Controlling tool', and 'Email automation'.

**Projects**

PROJECT NAME COMPANY RESPONSIBLE PORTFOLIO [New project] [Export]

TYPE [Sales workflow (10)]

- On-site data recording** (9) - Lashawn F. Morgan (Y-corporation) - 03/20/2018 - File contract
- Production scheduler** (1) - Kelly E. Houston (Sumace) - 04/05/2018 - Personal meeting
- Performance evaluation** (2) - Lewis K. McFarlane (Treequote) - 04/11/2018 - Memo creation
- Onboarding-Exit tool** (1) - Alfredo T. Soto (Iselectrics) - 07/10/2018 - Personal meeting
- Support management system** (6) - Linda D. Tse (Zencorporation) - 04/11/2018 - Contract creation
- Unified filing system** (4) - Christopher I. Smith (Isdom) - 06/11/2018 - Send offer
- Product sales support system** (1) - Stanley M. Stanhope (Warephas) - 03/10/2018 - Personal meeting
- Ticketing system V2** (2) - Lashawn F. Morgan (Sumace) - 04/11/2018 - Memo creation
- Legacy IT system replacement** (4) - Brian J. Davis (Lexiqvolax) - 12/10/2019 - Send offer
- Printer monitoring system** (4) - Regina R. Thompson (Openlane) - 06/10/2018 - Offer feedback

**General sales project (8)**

- Connection workflow support
- Controlling tool
- Email automation

**Tasks**

TYPE RESPONSIBLE DONE

Choose item... Choose item... [Done]

**Done tasks (9)**

- Contact** (1) - Y-corporation - On-site data recording - Steven E. Shepherd - 03/02/2018
- Personal meeting** (2) - Y-corporation - On-site data recording - Stanley M. Stanhope - 03/02/2018
- Offer creation** (3a) - Y-corporation - On-site data recording - Lashawn F. Morgan - 03/02/2018
- Memo creation** (3b) - Y-corporation - On-site data recording - Brian J. Davis - 03/02/2018
- Send offer** (4) - Y-corporation - On-site data recording - Stephen K. Davis - 03/02/2018

# Application creation

ES CONSULTANT ES WORKFLOWS ES DEVELOPER LICENSE HANDLER (CLIENT) LICENSE HANDLER (SERVER) TASKS WORKFLOWS DOCUMENTS ...

Effector V6.2 BUILD: 001.5m

Screen designer Popup screens Data center Form designer

Application Layout

+ New Screen Screen copy Edit menu Load XML files Load restore points Save XML files Delete

**06.Tasks**

Tasks XML

My Tasks

07.Workflows

Cycle time XML

[#Component.A...

Workflows XML

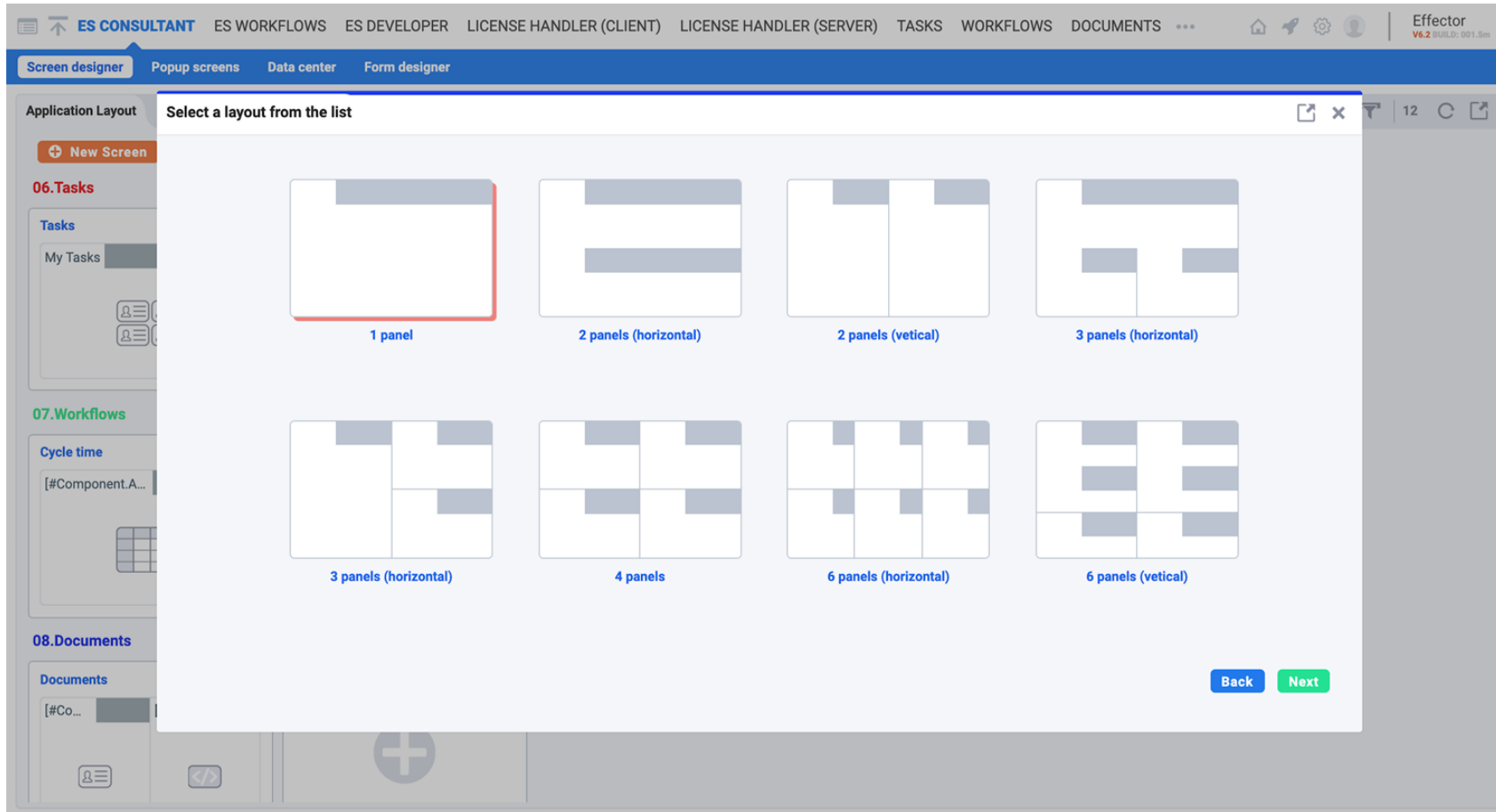
[#Compo... [#C...

08.Documents

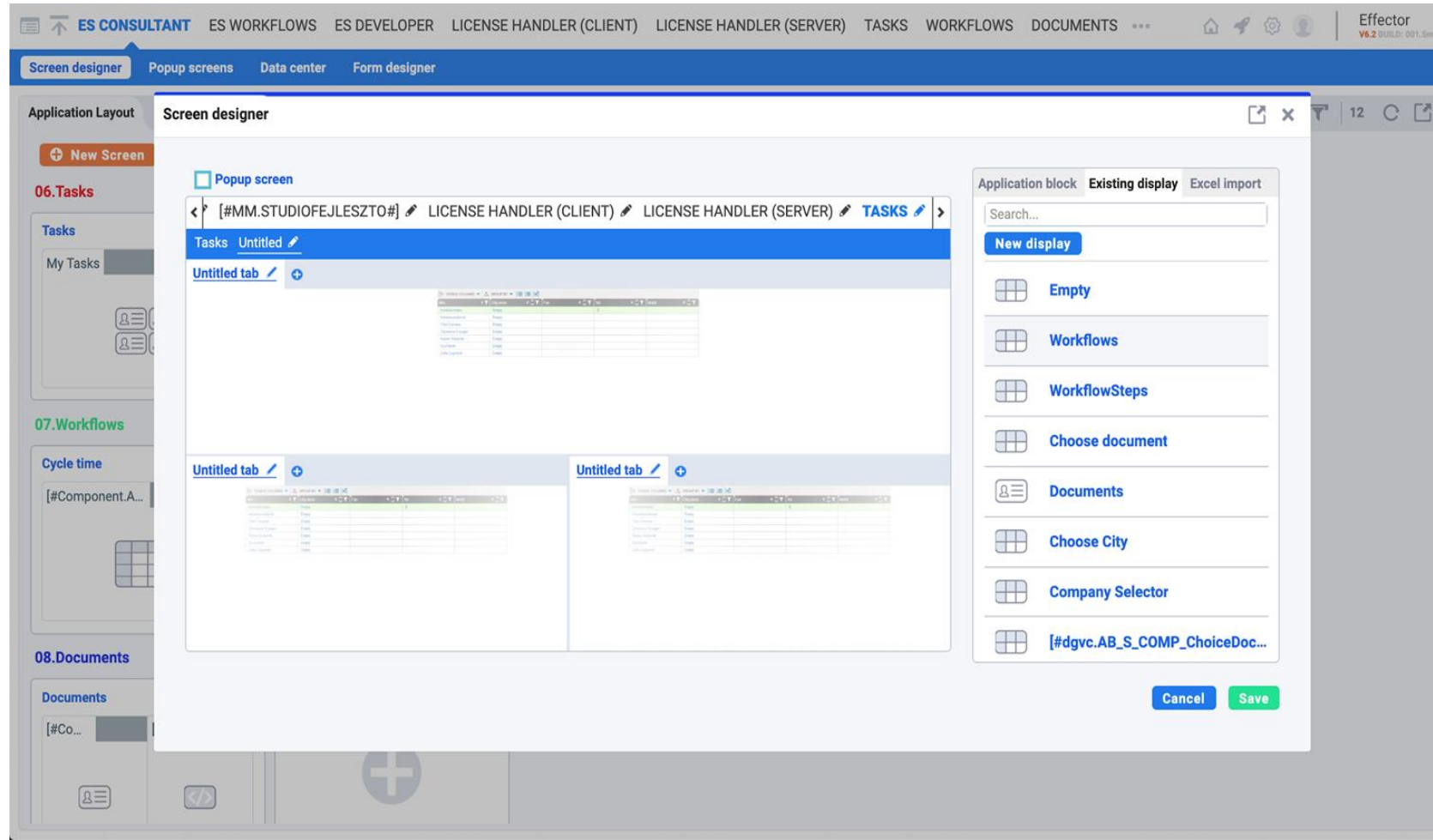
Documents XML

[#Co... [#Co...

# Layout designer



# Content designer



# Excel import / export

ES CONSULTANT | 
 ES WORKFLOWS | 
 ES DEVELOPER | 
 LICENSE HANDLER (CLIENT) | 
 LICENSE HANDLER (SERVER) | 
 TASKS | 
 WORKFLOWS | 
 DOCUMENTS | 
 ...

Screen designer | 
 Popup screens | 
 Data center | 
 Form designer

**uploaded excel sheets**

Uploaded by  
Choose item... X

Keywords  
X

+ Upload document X Delete

---

ProcPlan

KEYWORDS:

**Worksheets**

Table name

TABLE NAME
XLSX_ProcurementPlanning

**Data**

	XLSX_PROCUREMENTPLANN...	PROCUREMENTPLANNUMBER	INNERGROUP	PROCUREMENTTYPE	SUBJECT
1	2019/001	Managership	public procurement	English language training	
2	2019/002	Managership	public procurement	E-learning system setup	
3	2019/003	Controlling	private procurement	Company car leasing	
4	2019/004	Controlling	private procurement	Tablet procurement	
5	2019/005	Controlling	public procurement	Office cleaning service	
6	2019/006	Operation	private procurement	Microsoft license renewal	
7	2019/007	Operation	public procurement	Email spam filter	
8	2019/008	Human Resource	private procurement	Product support services	
9	2019/009	Human Resource	public procurement	Operator equipment Gen	
10	2019/010	Support Teams	public procurement	English language training	
11	2019/011	Support Teams	private procurement	E-learning system setup	
12	2019/012	Managership	private procurement	Company car leasing	
13	2019/013	Managership	public procurement	Tablet procurement	
14	2019/014	Controlling	private procurement	Office cleaning service	
15	2019/015	Controlling	public procurement	Microsoft license renewal	
16	2019/016	Controlling	private procurement	Email spam filter	
17	2019/017	Operation	public procurement	English language training	
18	2019/018	Operation	public procurement	E-learning system setup	
19	2019/019	Human Resource	private procurement	Company car leasing	
20	2019/020	Human Resource	private procurement	Tablet procurement	
21	2019/021	Support Teams	public procurement	Office cleaning service	
22	2019/022	Support Teams	private procurement	Microsoft license renewal	
23	2019/023	Operation	public procurement	Email spam filter	
24	2019/024	Operation	private procurement	Product support services	
25	2019/025	Human Resource	private procurement	Microsoft license renewal	