effector®

Effector by **Oriana**

Low-code technology for the modernization of core back-office applications & workflows.

Effector empowers our delivery partners to extend or create new lines of business and reduce the dependence on expensive software resources. Effector offers a fully customisable tool for your technology driven business transformation projects, freeing you from vendor lock.

Effector offers a robust, workflow driven and highly capable platform to design, develop and deploy enterprise grade applications faster than before.

JOIN OUR **PARTNER** COMMUNITY

„With the support of Oriana to build a strategy, we started a new business unit on the back of the technology and the complex content library."

(Andras Sudar, owner, ALOHA Informatika)

"We built a complete procurement system under the Oriana OEM model and within 6 months we had 3 projects underway with our clients."

(Péter Lackó, Clarity Consulting)

Why our partners love working with us?

- Effector helps reduce the cost of development and there is no developer deadlock.
- With our SQL based approach, there is a wider availability of skills.
- Effector provides a customized software solution, rather than having to adapt processes to suit off-the-shelf offerings.
- We help them serve clients with a highly capable and flexible platform.
- We place high importance on customer intimacy. Supporting our partners to grow their business using Effector.
- Clients can enter the back office applications market in a matter of weeks with relatively low investment.
- We offer a large library of application blocks, source code and demos to support their projects.

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THE **EFFECTOR** PLATFORM

What is Effector?

It is a development platform for easily building enterprise grade applications using low-code technology built on a .NET framework and utilising only SQL and XML coding to customize needs.

Why now?

Robust processes drive business today in a competitive and fast moving world. IT resources are stretched internally and on the open market, due to a shortage of skilled programmers. Cost effective solutions are needed to deliver faster.

Where does it perform strongest?

In workflow based back office administration environments where digitisation is necessary.

Who is it for?

Service providers and technical delivery teams to help them create solutions for their clients, easier, faster and with better project margins than before.

C-suite executives or business owners looking to provide a dynamic layer over ERP systems to power digital processes.

How it works?

Process steps are captured in the Studio using our, BPMN2.0 compliant workflow module, setting the foundation for business logic to be embedded into the application layer. A functional UI structure then guides you to design the layout and data connections. Functionality and customisation are added by using pre-built code blocks. Additional customization is achieved with only XML and SQL coding knowledge.

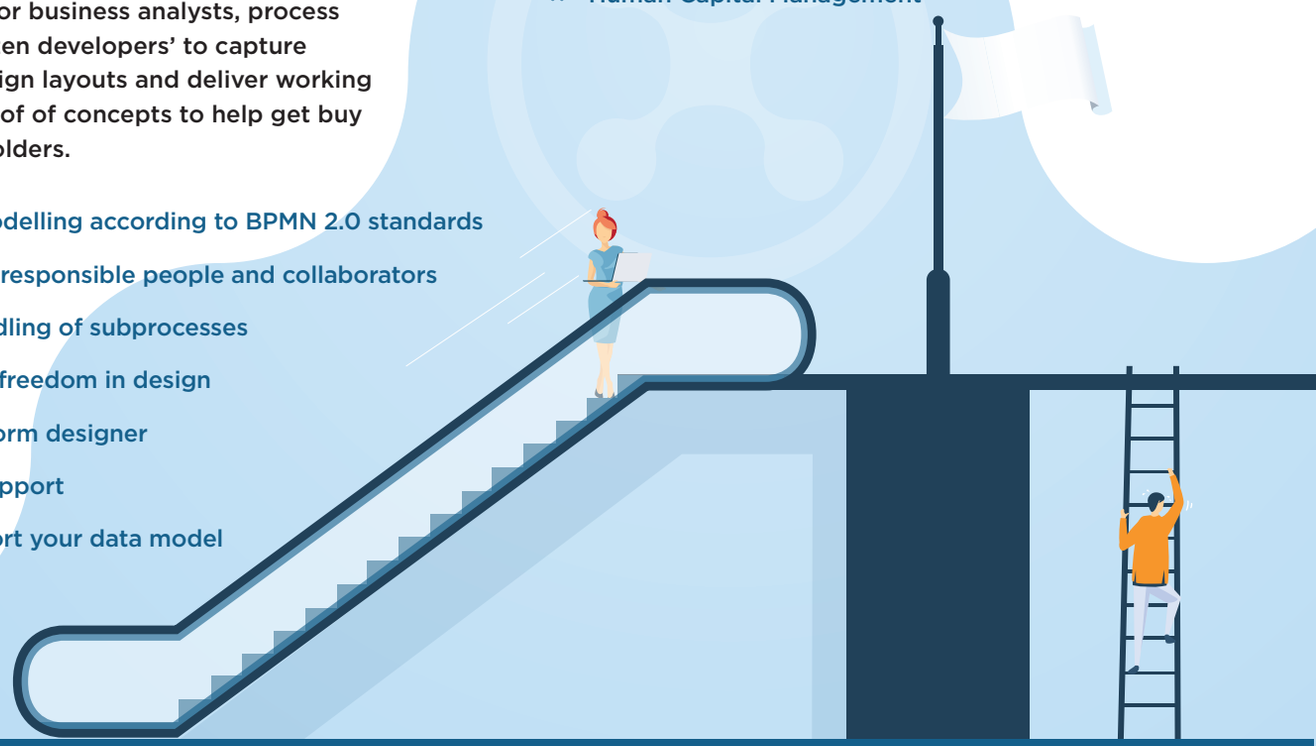
Sample use cases:

- Workflow and Case management
- Call centre back office
- Mobile workforce management
- Management Information Systems
- Document management system
- Human Capital Management

effector® studio

The studio is the no-code module of Effector. It is designed for business analysts, process owners or 'citizen developers' to capture workflows, design layouts and deliver working demos and proof of concepts to help get buy in from stakeholders.

- Workflow modelling according to BPMN 2.0 standards
- Easily assign responsible people and collaborators
- Efficient handling of subprocesses
- High level of freedom in design
- Layout and form designer
- Teamwork support
- Build or import your data model



YOUR PLACE IN THE **ORIANA ECOSYSTEM**

We offer three distinct partner models

	COMMERCIAL	DELIVERY	OEM
You are	Sales driven, serving IT decision makers	Delivering products or projects in IT	Working on a idea
Your profile	System integrator, software sales, advisor	Technical or consulting project delivery	Industry expert
Your customers	SMEs and Enterprise	SME's, larger enterpise or multinationals	New market potential
Your business pain	Customers demand more cost effective flexibility	Margins decreasing or lack of resources to deliver	Never developed a product before
Business benefits	Fast proof of concepts, cost-effective, no vendor lock	Design, develop and deploy faster	Productize your knowledge with white label software
Technical capabilities required	None necessary but studio training advised	BA, project managment and SQL skills	Industry specific knowledge
What we give	Full sales support	Full training and development support	Product development support
Startup/ Onboarding cost	Zero	Optional €9500 for starter package or €800 / developer licence	Proof of concept costs
End-user list price discount	25%	40%	40%
Partner journey	Simple contract, platform capability training (1-3 days)	Partner agreement, technical onboarding, startup support (2-3 weeks)	Proof of concept, validation, business planning, product development

PRICING **MODEL**

Partner

Partner Package
5 developer licenses
80 hours senior level support
10 platform licenses (NFR)
-10% on service fees
Full access to content library
Support materials as needed
Developer e-support
OEM product support
Premium new release support

	Devs	€/Yr
Package	5	€9500
Effector Studio	1	€800
	3	€2100
	5	€3400

End User License Types

PLATFORM - Unlimited applicaton access

	License Type	€/Month	€/Year
Platform	Named User	€30	€360
	Concurrent User*	€60	€720
	B2C, G2C, D2E	€0,4	€5

APPLICATION - Limited to 1 application

	License Type	screen limit	€/App/Month	€/App/Yr
PRO	Named User	∞	€15	€180
Complex processes	Concurrent User*	∞	€30	€360
LIGHT	Named User	3	€5	€60
Occasional usage	Concurrent Light User*	3	€10	€120
MULTI	B2C, G2C, D2E	1	€0,20	€2,4
Portal/ External	Mass / Public		Tailored offer	

*Allows 4 times the purchased licensed users to have limited access

	Partner Support € / day
Project manager	€600
Consultant	€600
Lead developer	€500
Developer	€480

10% 10% discount will be applied for developer licence package holders

Ask for a personal demo today!

1. Introduction of the company, technology and partnership

We will guide you through an overview of the company and present the Effector low coding platform solution. We present the key benefits and the technical features as well as show example projects to highlight the capabilities. We will outline the main aspects of partnership and discuss which might be relevant for you.

Duration: 1 hour

2. Technical presentation

We dive deep into the technology. This is for the experienced developers and tech savvy on your team. You will experience the low-code approach.

You will be shown:

- Overview of the technology and architecture
- XML files hierarchy and structure
- Built-in functions
- Workflow designer
- IDE (Studio) overview
- Usage of developer documentation
- How to utilize the partner portal

Duration: 1,5 hours

3. Discussion of business opportunities

We strategize and brainstorm together. We plan joint sales activities and discuss how knowledge transfer shall be scheduled. We identify possible business opportunities and we gather information from you about the support you need to get started so we can personalize your onboarding process.

Duration: agreed between us

4. Sign the contract and start making business

After selecting and signing the suitable Partner agreement, we support your initial lead generation, qualification, and preparation for presentations, proposals and anything else needed to help you close deals.

Duration: ongoing

5. Training

We tailor your training and onboarding journey depending on the skills of your team and the partner option chosen. Training can be provided online or in person as convenient.
Training is best managed when shadowing a real project supported by Oriana. This provides genuine learning with live client interaction.

Duration: 3-6 weeks subject to individual case.

6. Oriana shadowing

We shadow you during your early weeks and keep regular contact to make sure you are getting the most from the platform and your teams are fully competent with the technology. We will support your sales efforts in person or via support calls to help you close deals.

Duration: as needed

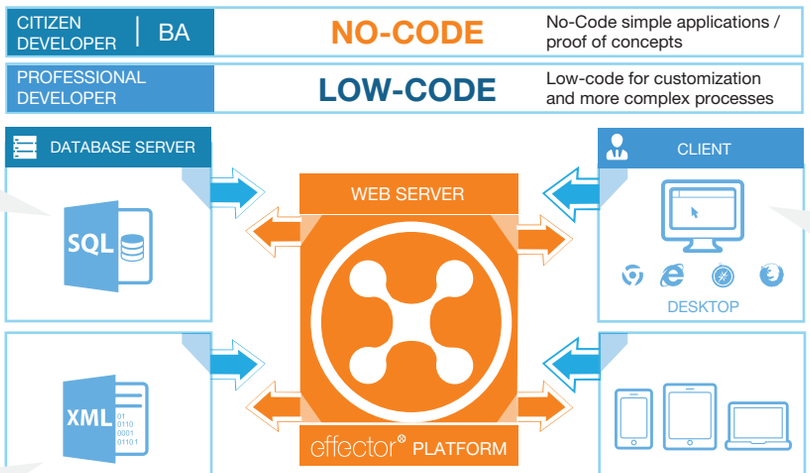
EFFECTOR PRODUCT INFORMATION

Database

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

XML Description

Declarative description of the user interface, forms, workflows, app layout. References to data and database based business logic.



Effector Engine

Net Application

MS IIS Web server

Web based UI

Modern single page web application. Providing optimized user experience for backoffice applications.

Mobile device support

Automatic support of smartphones and tablets using adaptive web technologies.

UI

- Modern single page web applications utilizing latest techologies.
- Optimzed for backoffice worflows.

Deployment

- On-premise
  - MS Windows application server
  - MS SQL database server
- Cloud: Azure

Security Information:

- Complies with Open Web Application Security Project™ [OWASP TOP 10]
- Using MS Azure security
- Authentication options:
  - Integration with authentication services
  - Federated login option
  - Authentication policies
  - Authentication logs
- Comprehensive log features

INTEGRATIONS:

TIBCO, AVAYA, IBM, FLOWTION (Simply flow), Azure Logic Apps, fluenta, SAP, Microsoft Dynamics, UiPath, PowerApps

effector®

Rest API, WebService, WebSocket, DB connection On Demand