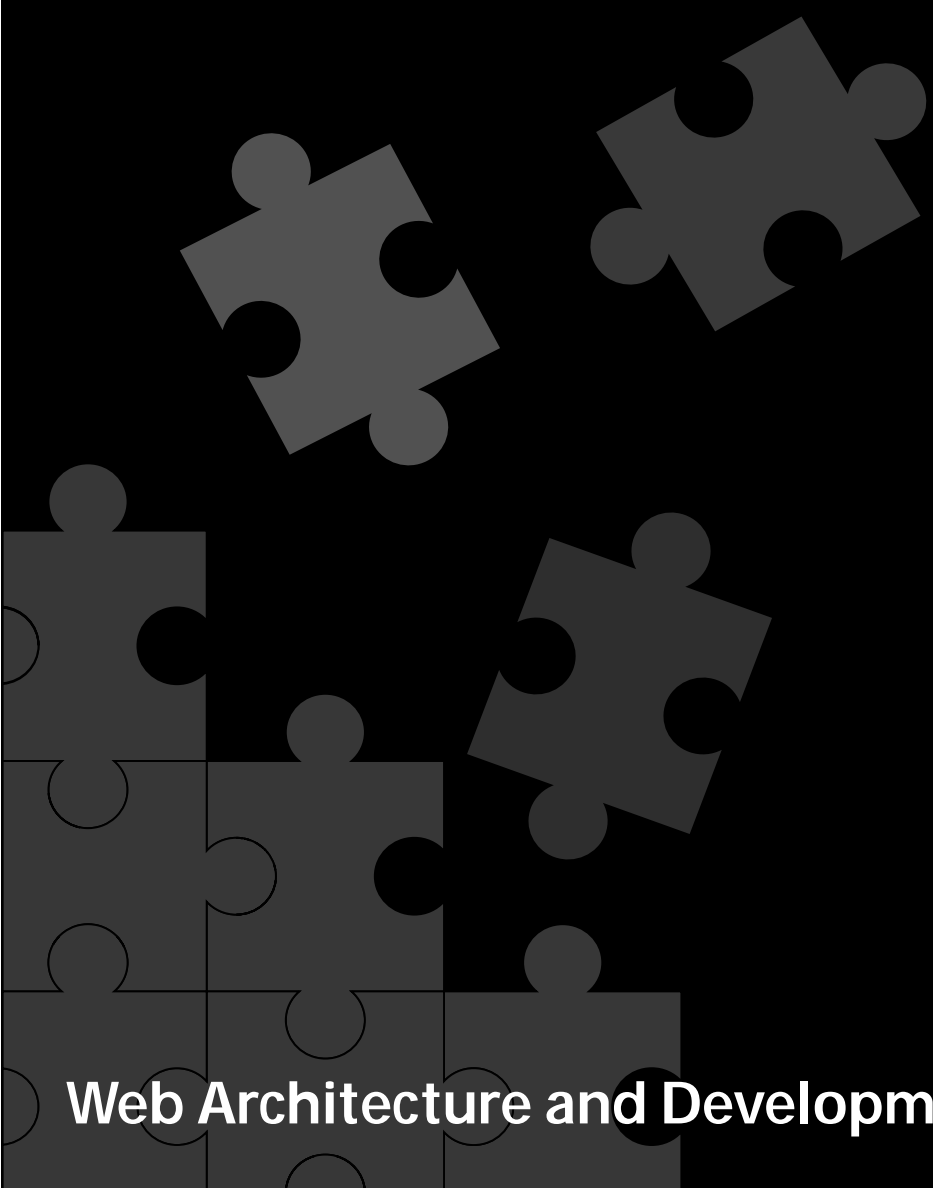


The **DSW** Group, Ltd.

Web Architecture and Development



Corporate Overview

Enhance your communications, interactivity and productivity...

Maximize your customer acquisition and retention....

In today's enterprise environment companies like yours are faced with the daunting task of tying together diverse business-critical processes controlled by disparate applications, legacy software, and incompatible operating systems. Breaking down the barriers between these is an essential step in creating enterprise information portals ready for today's global information economy.

The DSW Group can provide the software solutions that bridge the gap, not only between your existing systems, but also between your internal personnel and your customers across the Internet. We can integrate your business software with a website designed to be the portal through which your business becomes a seamless information exchange.



The DSW Group is an internationally recognized Internet Development and Consulting firm founded in 1987. Our services include Web Architecture, Web Development, Custom Application Development, Project Management and Network Solutions.

"DSW has been great to work with. They were proactive & offered solutions that far exceeded our expectations involving an enterprise system for large manufacturing facilities. One of the tools that they created, which was minor to begin with, has become the number one selling solution to our customer base. Without reservation, I would recommend them to any company that is looking for a qualified and reliable consulting firm."

Bjoern Roettger
Project Manager - Virtual Systems

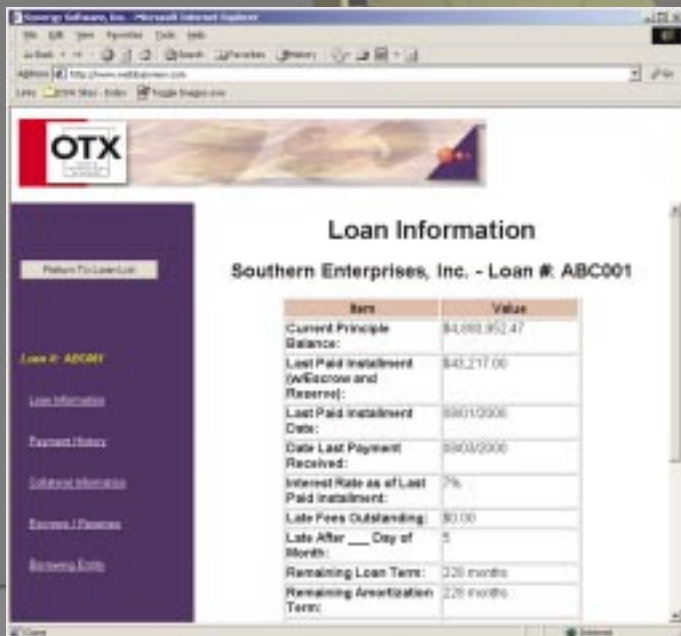
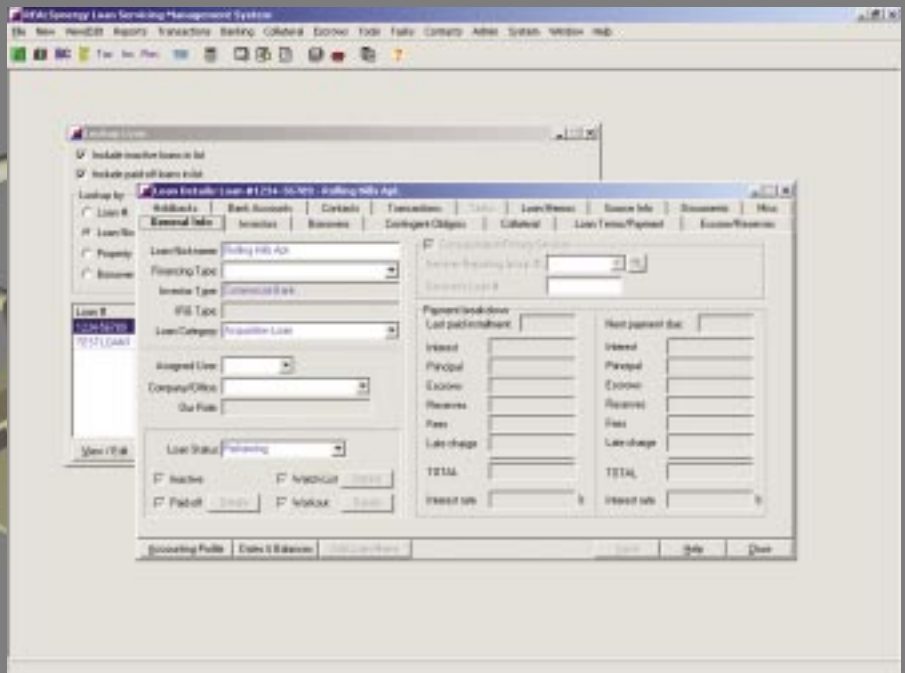
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Web Architecture and Development

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Loan Servicing Application

Loan Servicing Application - The goal of this loan servicing software was to maximize profitability in the commercial mortgage industry by streamlining core business processes for loan brokers. The application includes dynamic, easy-to-use contact management, call tracking and task management capabilities. All aspects of property management are supported including leases, payments and loan details. Properties are monitored through the system to ensure profitability. Overhead was decreased as a direct result of migrating repetitive manual processes to an automated application. Investors can now track and model the profitability of their holdings in real time because loan information is incorporated directly into the system. Overall productivity has been enhanced and costs have decreased.



Web Reporting Application - This application is an example of the advantages of placing core business processes onto the Internet. The reporting aspects of the Loan Servicing Application were ported to the web in order to lower costs by expanding the accessibility of the system to all stakeholders. The Internet allows the hosting company to publish relevant information to its clients, enabling both borrowers and lenders to view status reports regarding loans being brokered on their behalf. Available reports include *loan status, payment history, collateral information, escrow, and borrowing equity*. The system is password protected and its intuitive interface offers appropriate reports depending on the security status of the user. The report system is of value both to the brokerage and its clients. The broker realizes lower costs, increased communication and higher customer satisfaction and retention. Extended users of the system no longer have to go through the broker to retrieve their loan information.

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Web Architecture and Development



Web Site Development



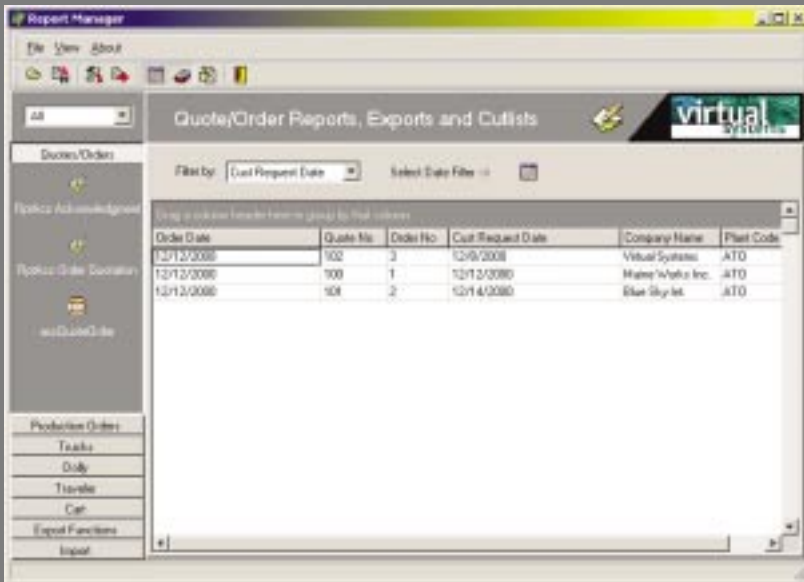
Web Site Development - Krupp Polysius Corp. is a leading engineering firm specializing in the design, supply and installation of cement plants and cement processing equipment. Polysius' previous web site offered its customers a wealth of information about the company and its products, but this information was deeply imbedded within static web pages, making it difficult and time-consuming for visitors to access it. Polysius contracted The DSW Group to update the look and feel of the company's web site and to add a specialized indexing search mechanism to provide enhanced query capabilities. Polysius wanted to publish sales-, technical- and career-related documents to the site in a variety of file formats (Microsoft Word, Excel, Adobe Acrobat, HTML), and allow visitors to search these documents and get quick access to the detailed information they need. The DSW Group designed the new search engine to allow customers to perform keyword searches and narrow the focus of the search to specific categories of interest. Documents retrieved by the program are sorted by the number of hits found for the keywords the customer entered and display each document's title, file name and size, and a brief summary of its contents. Visitors now have easy access to company and product information, leading to an increase in customer satisfaction and retention. The costs associated with site maintenance have significantly decreased, because the search engine automatically refreshes its index whenever documents are added or updated, thus eliminating manual intervention to update links and keywords for individual documents.

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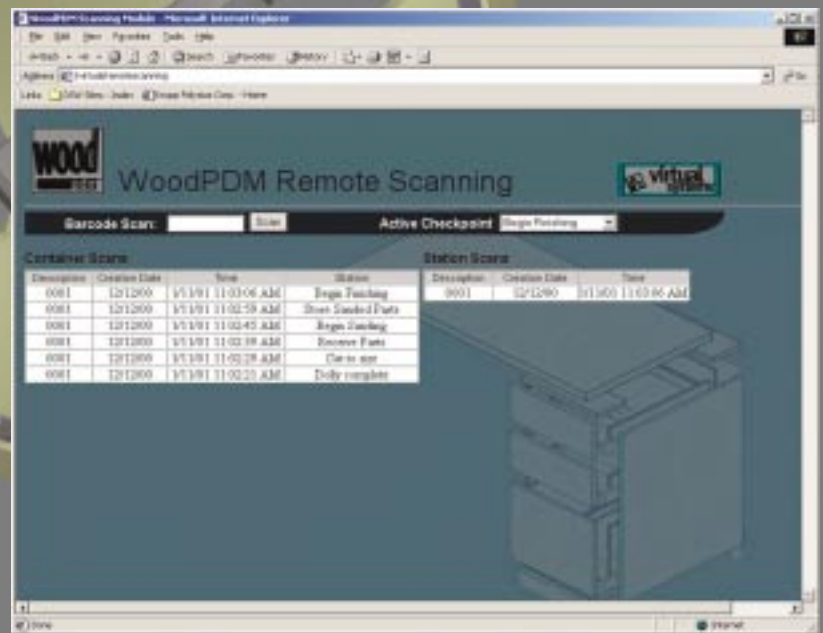


Order Management System



Order Management System - This system was designed to simplify the order management process for a custom office furniture manufacturer. All furniture orders require customization by the manufacturing plant and orders must be tracked within the plant up to the point of shipment. The system was required to encompass all stages of the order/production process and produce the necessary status reports.

Specific aspects of the system such as order generation, estimation and tracking are web enabled in order to facilitate use by remote workers in the plant. Portions of the application were hosted on the web to provide quick response times, decrease software maintenance, and arrive at an overall lower cost.



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Web Architecture and Development

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Consulting Services

Integrate your business processes to the web...

Streamline all business processes...

Our development services can offer the necessary tools to integrate your business processes, technologies and e-business initiatives while realizing the competitive advantages of increased brand recognition and market share, revenue growth, and reduced costs. Many Fortune 1000 companies have come to The DSW Group to train their developers. We can bring our expertise to bear on your development needs. Whether you need a more robust web site or an e-commerce solution, we can fulfill both your e-commerce and traditional business requirements.

Web Architecture and Development: We develop applications that integrate internal and external business processes to the web. Web-enabling business applications through the Internet can increase communication and decrease costs, allowing your company to focus on the business of doing business. Opportunities range from e-commerce capabilities to full integration of core business processes.

Web Site Development: Whether you require development of a new web site, maintenance of your present site, or the expansion of an existing site, we have the technology and the expertise to help you harness the power of the Internet. All web sites are custom designed according to your specifications and we offer a wide variety of features that can strengthen the impact of your web site.

Application Development: Services include business initiatives both within and outside of the web environment. We specialize in Client/Server, Multi-Tier, and Internet applications. We use proven software engineering processes to determine the needs of your organization and then implement the appropriate system.

Project Management: Our project management staff can assist you in the management and development of your software initiatives. Our staff can guide the timely development and delivery of your project, help prevent the constant changing of project requirements (scope creep), ensure that all stakeholders have a voice in the process, and make the overall process more satisfying for all participants. Projects are guided by specific methodologies and tools, and techniques are provided to ensure that critical steps are not overlooked.

Developer Training: We have trained the staffs of both large and small organizations and can bring this expertise to your development team. Our consistent delivery of quality technical training allows our developers to stay abreast of the latest technology and transfer this knowledge to all development projects.

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Web Architecture and Development



The
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The DSW Group Reviews

The DSW Group has been delivering custom software to satisfied clients for over thirteen years. Our client reviews suggest why we should be your first choice for development solutions:

"GTE Government Systems Corporation had a requirement to modify and enhance a Delphi data based application with a very tight schedule. The DSW Group performed the required modifications, delivering on time and within budget. This very positive experience has led us to specify the DSW Group for additional software development projects."

Jim Howard

GTE Government Systems Corporation

"Houston Lighting & Power had a long term project with The DSW Group. They met all scheduled milestones to remain under budget. We found DSW's professionalism to extend from the facilities, in which they are housed, to the equipment in their classrooms and the dress/demeanor of their trainers, consultants, and their office personnel. DSW is a first class operation."

Fred Smith

Houston Power and Lighting Company

"As a programmer myself, I had some very specific ideas about how I wanted certain things done. When the DSW programmers thought they had a better idea, they discussed it with me, yet they were always willing to find a way to implement my ideas rather than impose their own if that is what I chose. We have been quite satisfied with the performance of the application, and perhaps ever more so with the responsiveness and professionalism of the staff at The DSW Group ...The most telling commentary one can offer is ...that we have just submitted a proposal for an additional job for The DSW Group!"

Anne Beckwith

Duke University

"I found their staff to be dependable and always available to assist us. Very few businesses today can provide accurate price quotations at the outset of such a major project and provide the finished product on time and at the original price quoted. I have total confidence in DSW's ability to meet customer demands and would never hesitate to recommend their services to others."

M.D. Higginbotham

BellSouth Telecommunications, Inc.

"The DSW Group is a first class act promoting quality in all of it's services. They are setting a high standard in the industry."

Sakirenecia Wilcox

GDI Engineering

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Web Architecture and Development



Strategic Outsourcing

Information Technology is rapidly becoming a strategic imperative for the corporate enterprise, expanding beyond the IT department to impact every aspect of your business. Companies are shifting their way of doing business to reinvent themselves in today's marketplace. Those that succeed are embracing e-business as part of their strategic planning process.

Investments in technology can provide a competitive advantage and higher ROI when they are part of an integrated plan to support your overall business objectives, rather than disparate tactical projects that benefit only subsets of the organization. Yet in many cases, small- to medium-sized companies lack the resources to justify a dedicated Information Technology department that can provide consultative technical support to help achieve their business goals.

Since 1987, The DSW Group has been helping our clients to strategically align their organization's objectives with e-business initiatives that achieve measurable results. The benefits of outsourcing to an experienced technology partner are clear. A recent Deloitte Consulting survey found that strategic outsourcing provides 60% of the reduction in costs associated with technology development and implementation. The remaining 40% reduction in costs results from the technology itself.

When evaluating whether outsourcing is a valuable option for your organization, consider the following questions:

- **Could strategic outsourcing and custom application development benefit your organization?**

InformationWeek magazine found that over 50% of IT executives surveyed view custom applications as "very strategic." 61% of these company's IT applications include some form of custom development and 4 out of 5 executives explain the motivation in using strategic outsourcing as an opportunity to gain a competitive advantage. <http://www.informationweek.com/bizint/biz711/11bzent.htm>

- **Is your organization missing opportunities to capitalize on technical / automated solutions that could improve customer satisfaction, increase profitability or reduce operating costs?**

An InformationWeek research survey of 250 executives found that, through the deployment of e-business applications, 87% improved customer satisfaction, 68% reduced operation costs and 66% increased profitability. Other benefits included shorter time to market (59%) and increased market share (53%).

- **Could your organization's e-business strategy be enhanced to provide greater cost savings and improved ROI?**

The research company eMarketer recently found that a fully implemented e-business strategy provides the potential cost reduction of 5 percent to 10 percent of sales.

If you answered "Yes" to any of these questions, please contact The DSW Group to determine how we can work together to accomplish your business initiatives.

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Web Architecture and Development



FAQs

How do you go about the estimation process and how accurate are your estimates?

The DSW Group uses a function-point-analysis to estimate the size and scope of applications. Like any estimate, The DSW Group's estimates can only be as accurate as the information provided to us. Not all information can be included in the initial statement. The DSW Group recognizes that exact estimates are not possible at the early stages of a project development cycle but does provide an estimate range that becomes more and more accurate as the project progresses.

What information do you require before conducting an estimate?

Because the accuracy of the estimate is a function of the information input to it, The DSW Group would like as much information as possible before offering an estimate. A formal requirements-gathering stage is best suited to provide this information. DSW can provide estimates sooner than this, but knows that such estimates are "guesses" at best.

What types of risk analysis do you engage in prior to starting a development project?

DSW conducts a detailed risk analysis prior to the design phase of any development process. Once the requirements for an application are known, DSW then identifies those requirements that pose the greatest financial and schedule risk to the project. These risks are weighted and prioritized so that they can be addressed first in the development cycle. The overall risk to the project can be estimated through this process as well by adding "risk probability" numbers to the analysis.

What type of requirements analysis do you recommend prior to starting a development project?

The DSW Group prefers to conduct a formalized requirements gathering phase so that management and end users can have an opportunity to offer input and to approve of all application segments. DSW will conduct interviews or JAD (Joint Application Development) sessions with client personnel in order to create both detailed requirements specifications and "use case" models.

What percentage of time in the system development should be spent on design? Why?

In general, 60-80% of the time spent developing an application is spent in requirements-gathering/analysis and design. Much of this depends on the size of the system. DSW recognizes the desire of clients to have "coding" taking place, but we stress the necessity of having a proper design so that support, testing and implementation problems are avoided, as well as excessive rework costs.

How do you determine if a project will be completed on time or delayed?

The DSW Group maintains a project plan and task list for each project. Traditional project management techniques are used to track these tasks so that any delays can be found early in the development process. Once identified, these delays can be eliminated or the project schedule can be adjusted to limit the inconvenience.

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Web Architecture and Development



FAQs

What steps do you take in your application development process to ensure that the systems you create are maintainable?

All systems created by The DSW Group use industry standard structure and conventions to promote maintainability. DSW software engineers are required to have walkthroughs of their code and must have detailed comments within the code. Object-oriented techniques used by DSW developers help to ensure more maintainable applications.

What life-cycle model do you typically recommend for the development of a new system? Why?

Most clients prefer a high degree of visibility during their application development. DSW has chosen to use a staged spiral development model that addresses high-risk requirements at the outset and delivers small portions of the application across multiple stages. This model provides a high degree of quality, end-user visibility and short development time.

Describe the methods you will use to provide our organization the means to maintain the application on our own after you have completed the work.

DSW provides highly maintainable code-base should you want your organization to take over once the application is complete. We can also provide training in each of the tools used to create the application and technical support if required in the future. All source code and documentation, including requirements and design information, are delivered with the application.

Do we own all work products that come out of the development of a system?

All work conducted by The DSW Group for your organization belongs to you. DSW simply provides the consulting expertise needed to complete the work. All documentation, code and notes developed during the project are turned over to your organization after the work is done.

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Web Architecture and Development



Publications

White Papers

The Software Estimation Story

Christopher R. Weber

Books

JBuilder 3 Unleashed

J.N. Ford, E.C. Weber, T. Azzouka, T.L. Dietzler, J.A. Streeter, B.C. Williams,
SAMS Publishing, 1999.

Developing with Delphi - Object Oriented Techniques

E.C. Weber, J.N. Ford, C.R. Weber,
Upper Saddle River, Prentice Hall PTR, 1996

Visualization in Modern Cartography

T. Slocum, C.R. Weber et al., New York,
Pergamon Press, 1993

Conference Papers

Introduction to Java

J. Neal Ford

Multi-Threaded Queries in C++Builder

J. Neal Ford

Multi-Tier Application Development in JBuilder

J. Neal Ford

Multi-Tier Architecture in C++Builder

J. Neal Ford

Multi-Tier C++Builder Development for the Internet

J. Neal Ford

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Web Architecture and Development



The DSW Group Training Courses

The DSW Group is nationally recognized as a hands-on training center for application development. Trained developers who bring their certified expertise to the classroom and demonstrate clear and targeted methods for effective application development teach our classes. All classes have a maximum student teacher ration of twelve-to-one, so that you receive personalized instructor feedback. Each attendee has their own computer and full set of course materials. We also provide lunch (Atlanta classes only), as well as free coffee and beverages throughout the day.

Onsite Training is available just for your organization. This option is very cost effective for large groups and allows us to tailor the seminar to meet the development needs of your staff. We provide the course materials. All your organization needs to provide is an overhead projector and suitable PCs with the proper software installed (for hands-on classes). Course summaries can be faxed upon request.

We have authored Certified Courseware for Delphi, JBuilder and C++ Builder. We always provide the most up-to-date materials and information on the most recent product releases.

Your questions are answered by experienced programmers. The DSW Group has written applications that are saving time and money for companies like yours throughout the U.S. Our experiences become part of your knowledge base so that you are not reinventing the wheel. We've trained thousands of satisfied clients. Check out our client reviews and see for yourself!

Java Training - Java Training instructors at The DSW Group are the authors of JBuilder 3 Unleashed, and have developed the courseware for the Foundations and Advanced Java: Web Development courses. They are internationally recognized speakers, trainers, and developers. Our trainers have been developing with Java since it's inception and now have over five years of experience to bring into the classroom and to development projects.

Delphi Training - Delphi Training Courses offer software development professionals proven techniques for creating software designs. DSW Instructors are the original authors of Borland Corporation's Delphi Foundations courseware. They are internationally recognized speakers and trainers.

Access Training - The DSW Group, Ltd. offers Microsoft Access Training in a hands-on fashion for power users and developers. To take the first step in creating user friendly applications, attend our Application Development in MS Access class. Programming in MS Access will let you harness the power of Visual Basic for applications to create robust, bullet-proof databases in multi-user environments. For a thorough understanding of Access, we suggest taking both the Application Development in MS Access and the Programming in MS Access courses together.

We also offer Everyday Access, a course specifically designed to increase productivity for your power end-users. Everyday Access is taught as an onsite class, only.

JBuilder Training - DSW Instructors are the authors of JBuilder 3 Unleashed, and have developed Borland Corporation's official JBuilder courseware. They are internationally recognized speakers and trainers and have been developing with JBuilder since it's inception and now have over five years of experience to bring into the classroom and to development projects.

Train with the folks that wrote the book on Java, Delphi and JBuilder by taking one of our premiere Training Courses... Or let our Development Team apply their experience and technical expertise to your next software development project.

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Contact Sharon Floore at:
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1-800-356-9644
770-953-0393 ext: 154.

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