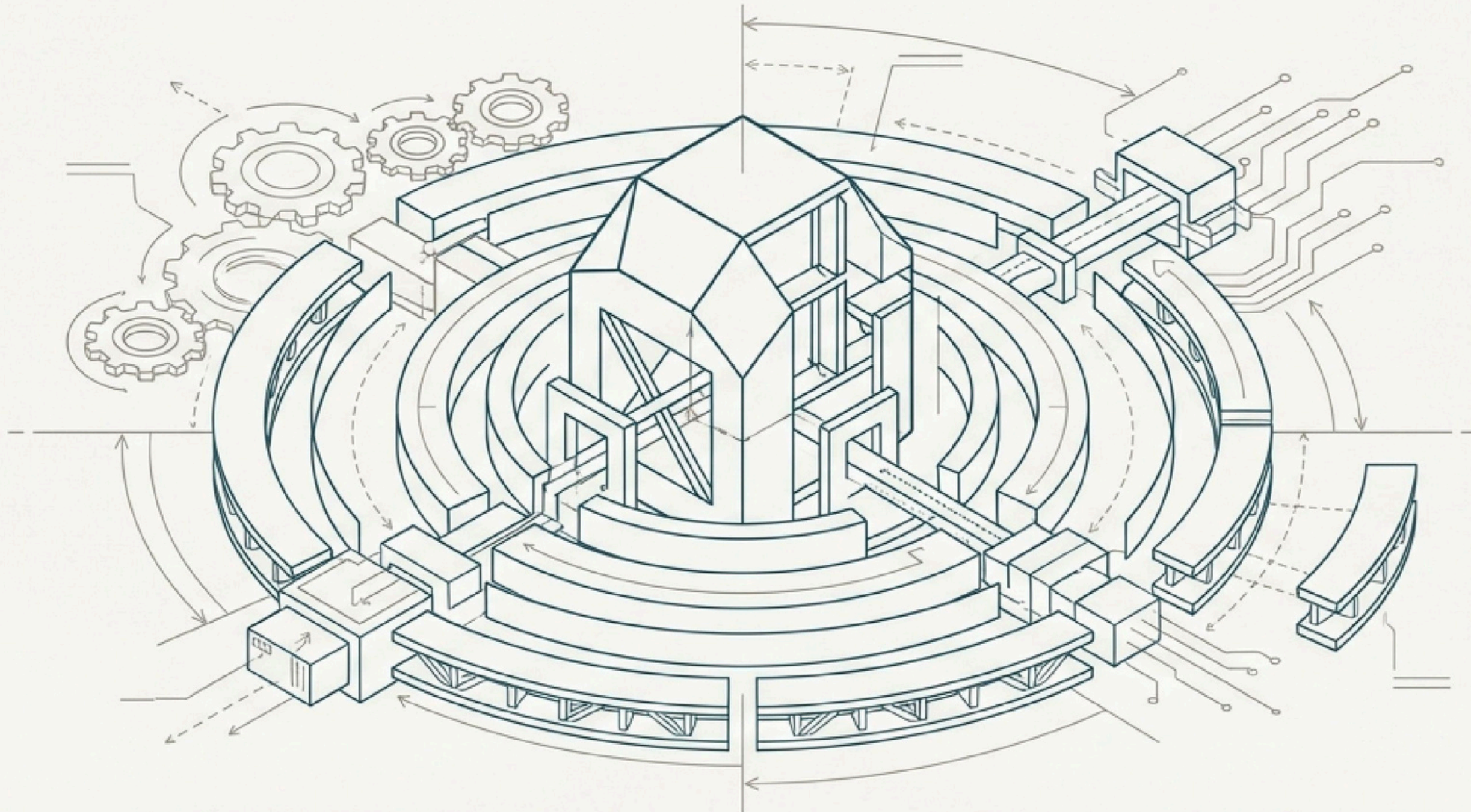


Ostendo

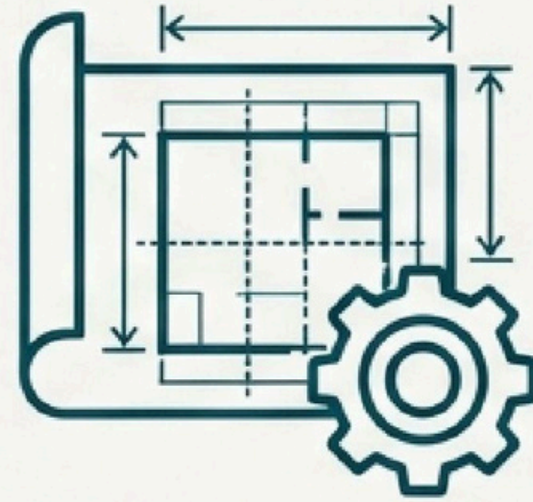
# Ostendo is Your Business Operating Platform

Configure, connect, and control your core processes without compromise.



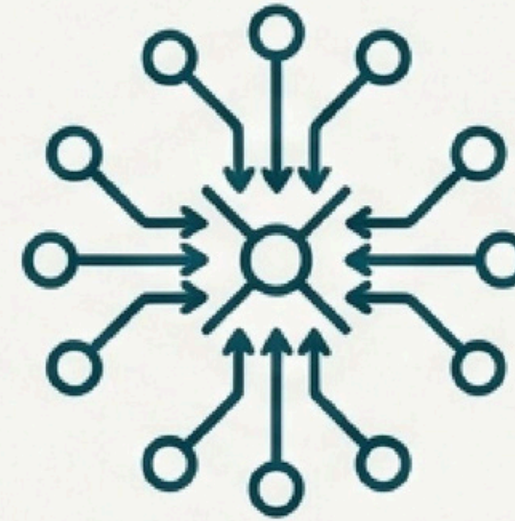
# A Platform Built on Three Pillars of Power

The presentation will be structured around three core principles that define Ostendo's architecture and philosophy.



## Unparalleled Adaptability

Mold the platform to your exact business rules and processes.



## Seamless Connectivity

Act as the central hub for your entire technology ecosystem.

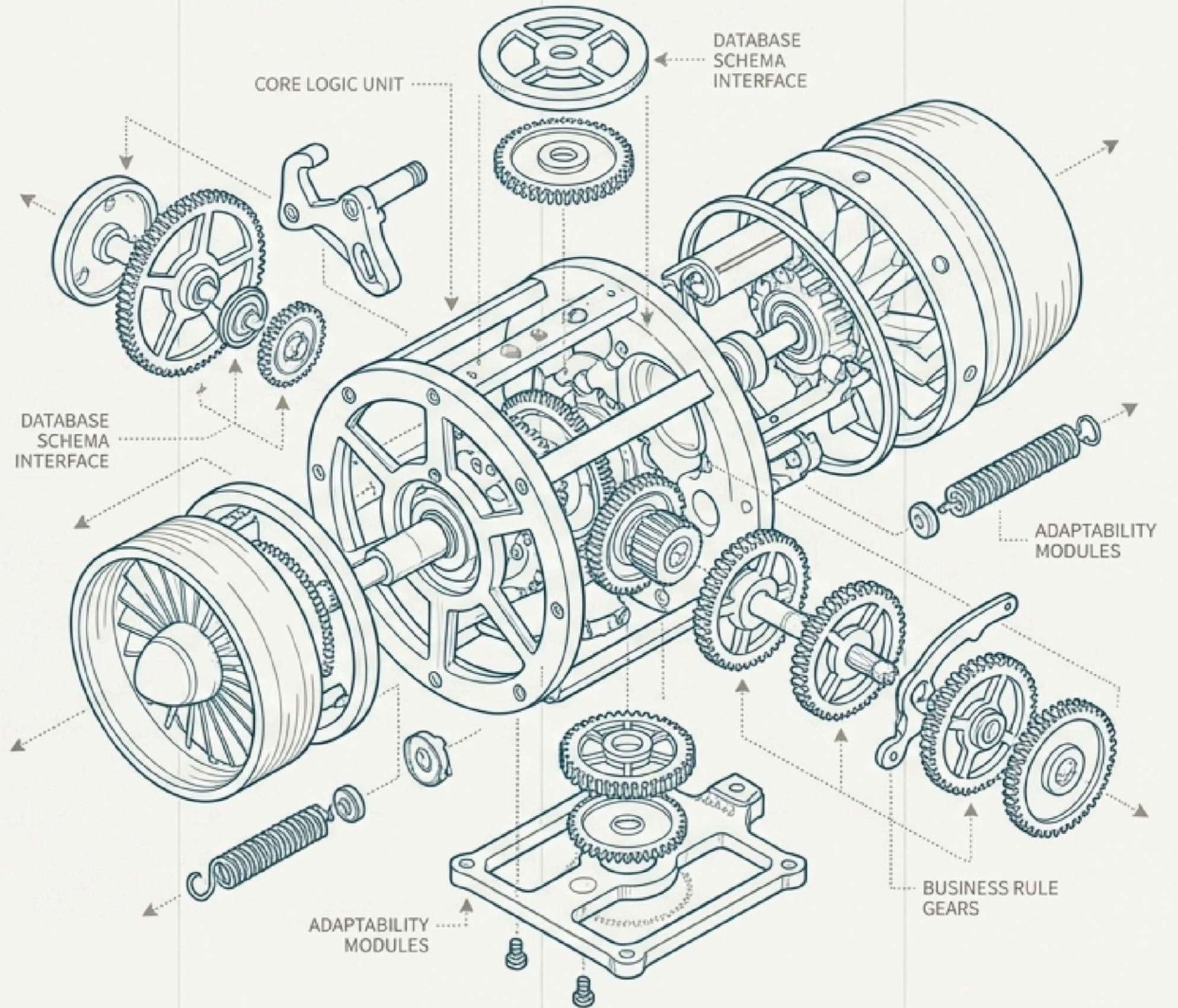


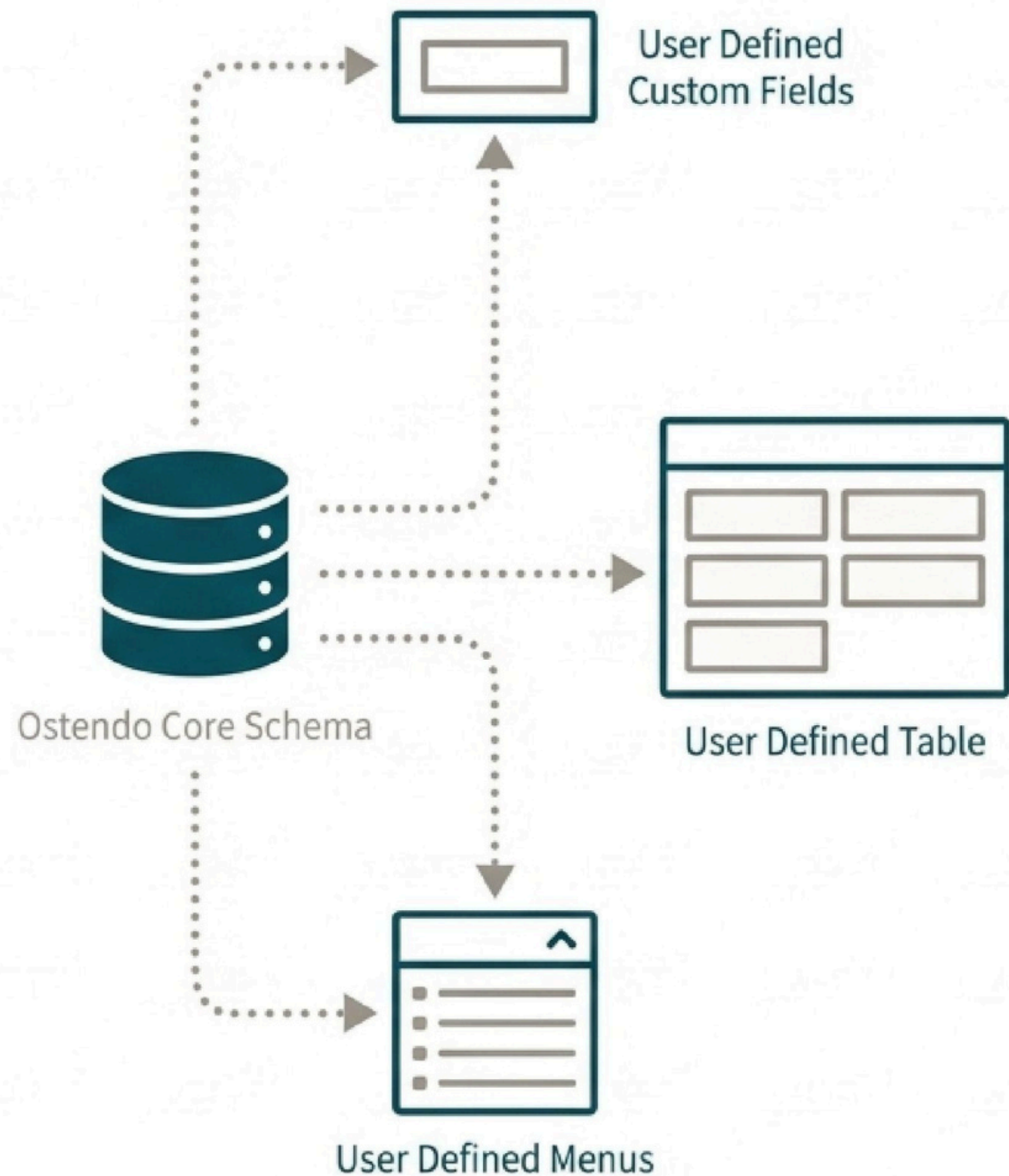
## Actionable Insight & Empowerment

Transform data into intelligence and provide a tailored user experience.

# Pillar I: Unparalleled Adaptability

Move beyond configuration.  
Take direct control of the  
database schema, business  
logic, and system behavior.





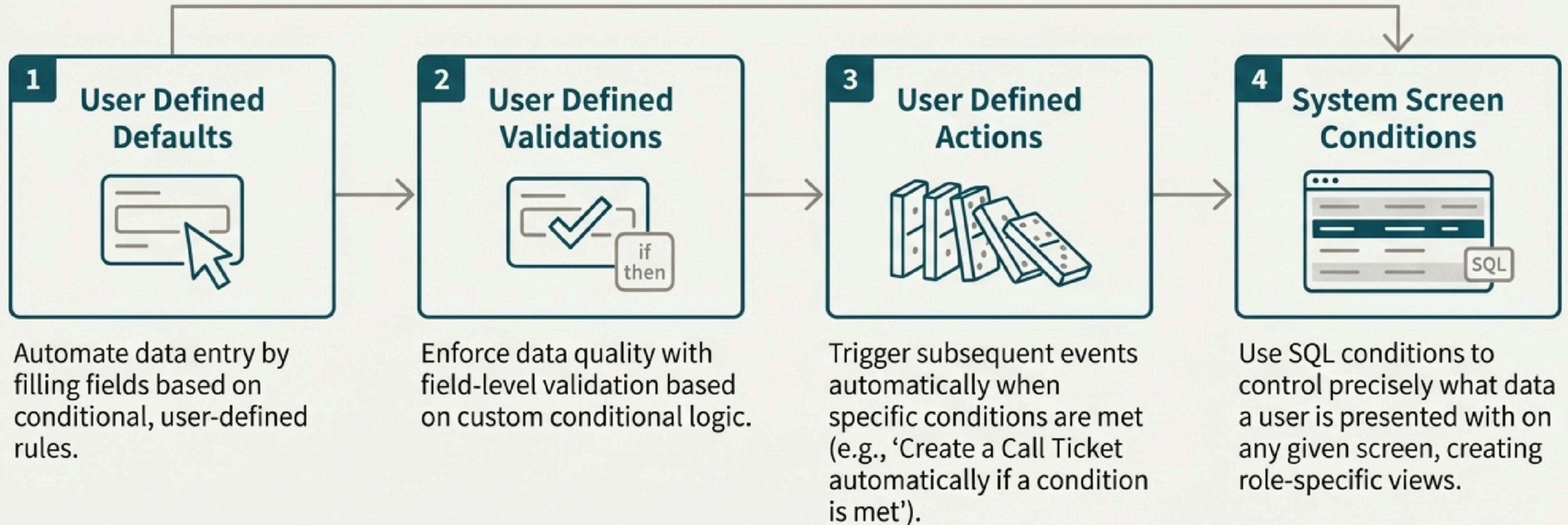
## Extend the Core Database Schema to Fit Your Data Model

Ostendo provides the tools to build your unique data requirements directly into the platform, ensuring all custom information is a first-class citizen.

- **Unlimited User Defined Custom Fields:** Add custom fields to numerous existing tables throughout the system.
- **User Defined Tables:** Go further by creating entirely new custom tables and fields within the database structure.
- **User Defined Menus:** Seamlessly integrate your custom tables and functions into the user experience by creating custom drop-down menus.
- **Company Assets Management:** A built-in example of adaptability, allowing creation and management of company assets for service and maintenance purposes.

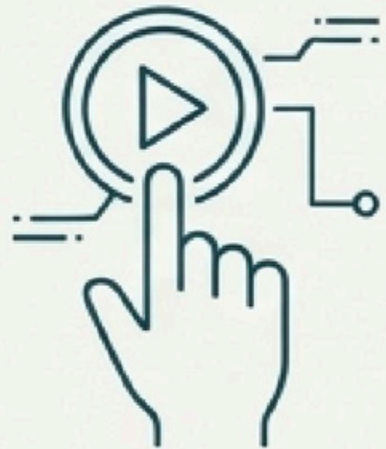
# Embed Your Business Logic Directly into Workflows

Automate processes and ensure data integrity by defining conditional rules, validations, and triggered actions at the deepest level of the application.



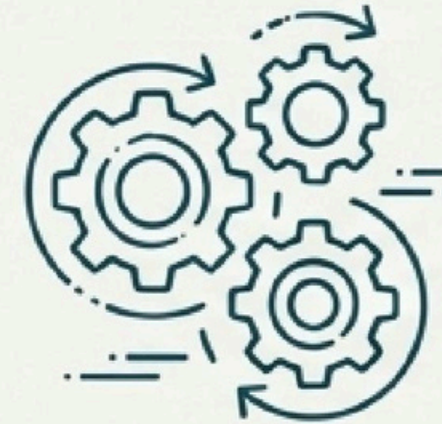
# The Advanced Scripting Engine: Precision Tools for Any Task

A powerful scripting engine allows for deep customization of Ostendo to suit your specific business rules and processes. Scripts can be triggered in multiple ways to solve different challenges.



## User-Initiated Scripts

- **Standard Script:** Manually initiated by a user for on-demand tasks.
- **Related:** Adds a toolbar button to a specific screen, allowing users to optionally run the script in context.
- **Order:** Initiated manually from within order screens (Sales, Purchase, etc.), can be optional or mandatory.

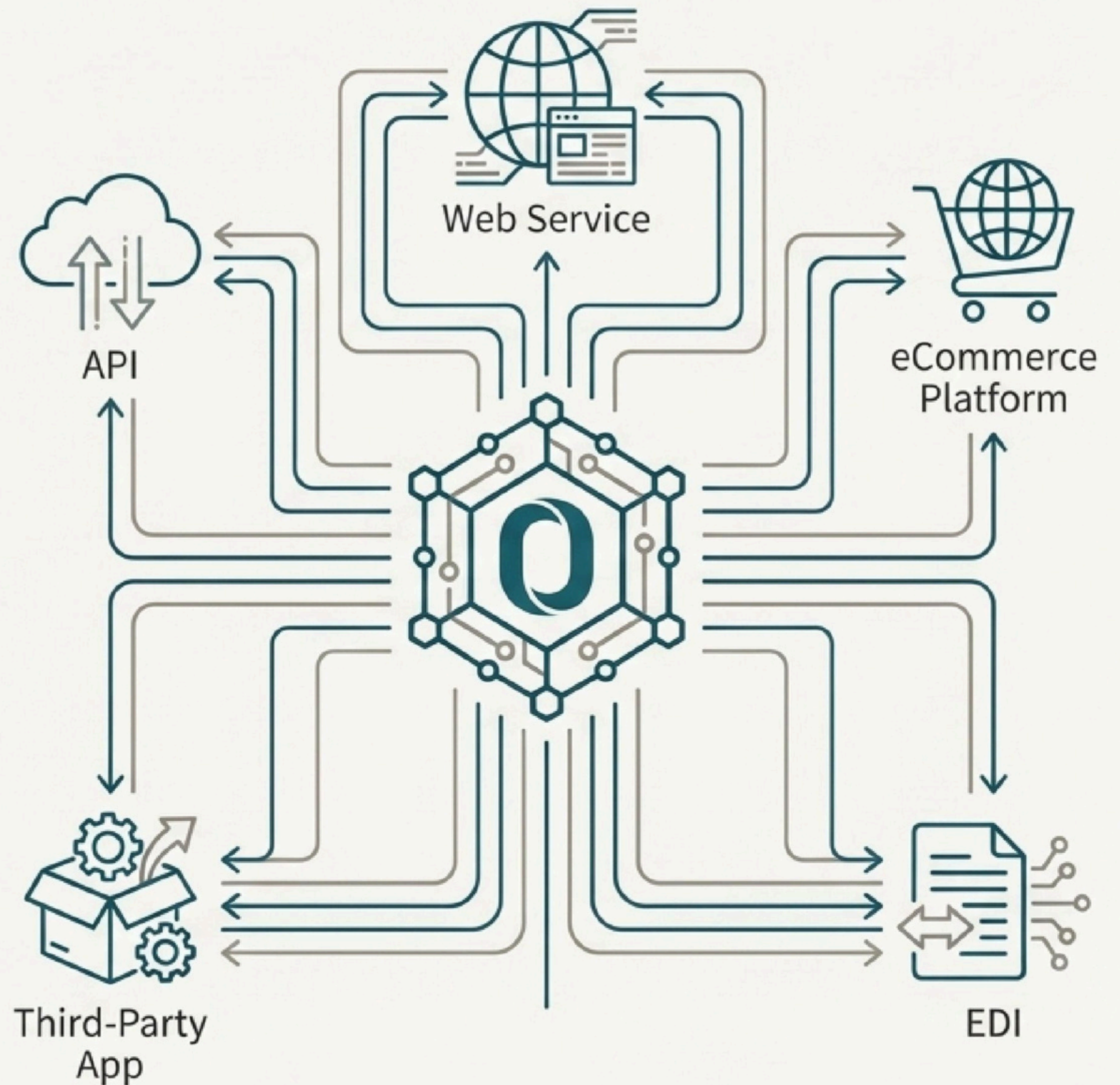


## Automated & System-Level Scripts

- **Screen Data:** Runs automatically from a specific screen without any user intervention.
- **System Action:** Allows for specific, core system functions to be initiated from within a script.
- **Accounting Link:** Develop custom integrations for accounting systems where no standard link exists.
- **Edit View:** Control the UI of simple data entry views created via the Report Writer.

## Pillar II: Seamless Connectivity

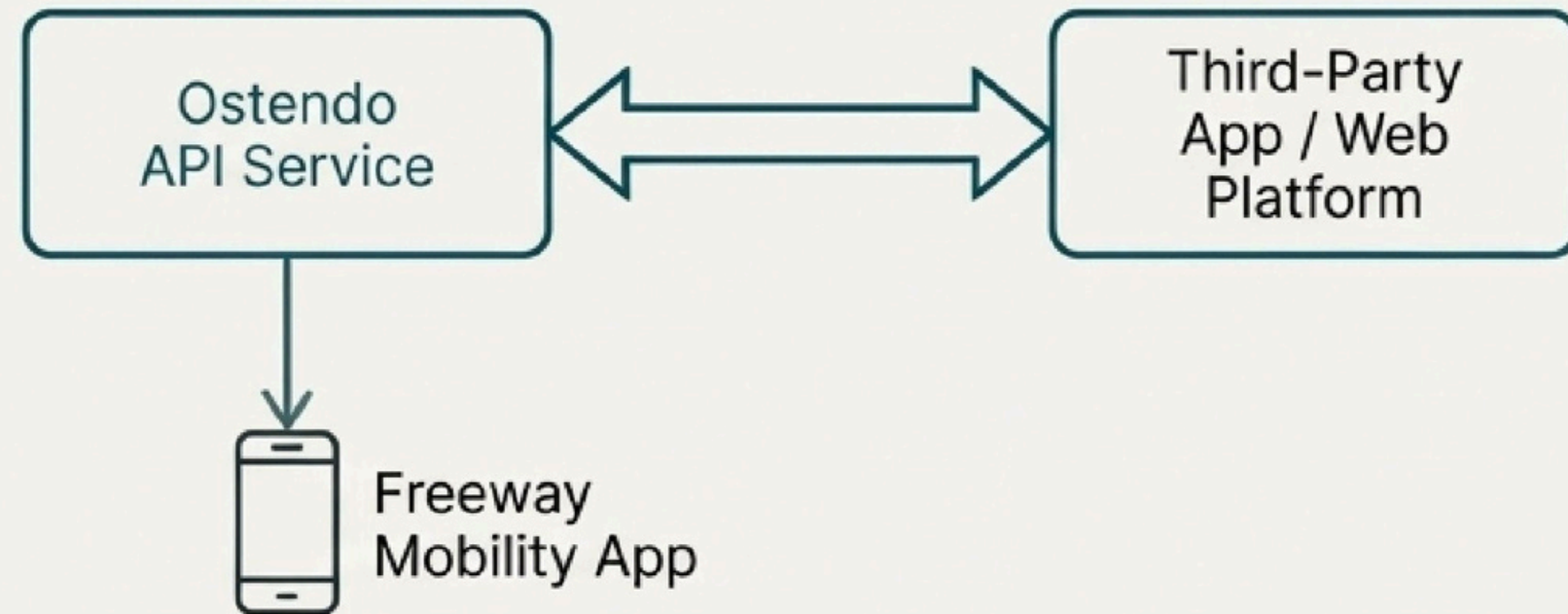
Serve as the stable, central hub of your operations, communicating in real-time with third-party software, web platforms, and data streams.



# A Modern API and Web Hooks for Real-Time Integration

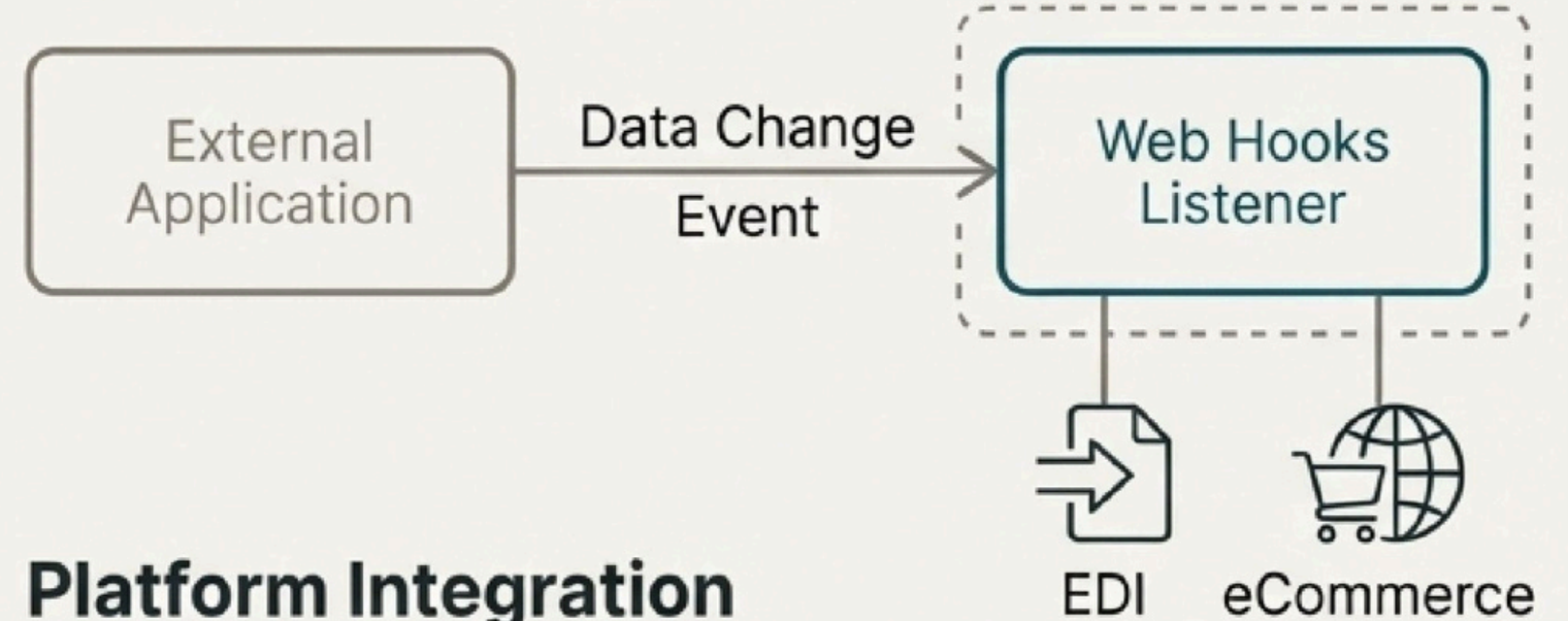
Ostendo is designed to be a collaborative part of your technology stack, enabling robust, two-way communication.

## Ostendo API Service



- A dedicated API service for direct, real-time communication.
- Utilized by the Freeway Mobility app.
- Available for any third-party software or web platform to integrate directly with Ostendo.

## Web Hooks Capability



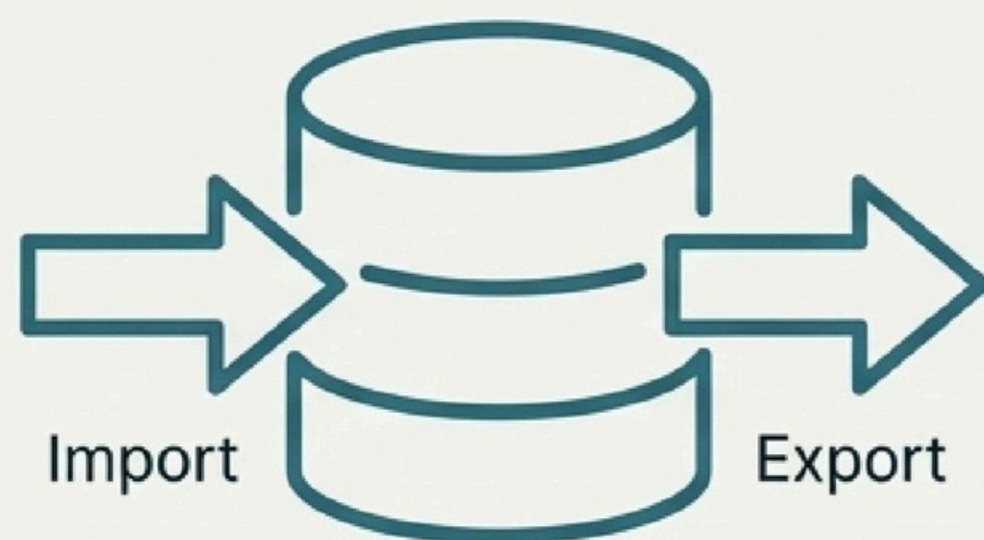
## Platform Integration

- Allows Ostendo to record data reference information relating to data changes in external third-party applications, enabling responsive workflows.
- Direct connectivity to EDI (Electronic Data Interchange) and eCommerce platforms.
- Proven capabilities for extensive third-party software integration.



# Robust Tools for Data Exchange and Communication

Beyond APIs, Ostendo includes built-in utilities to ensure data can be moved, synchronized, and communicated efficiently.



## Data Import / Export

Full capability to import and export data for migration, analysis, or integration needs.



## Customised Data Entry Screens with Remote Synchronisation

Deploy custom screens for remote data capture that synchronize back to the central database.

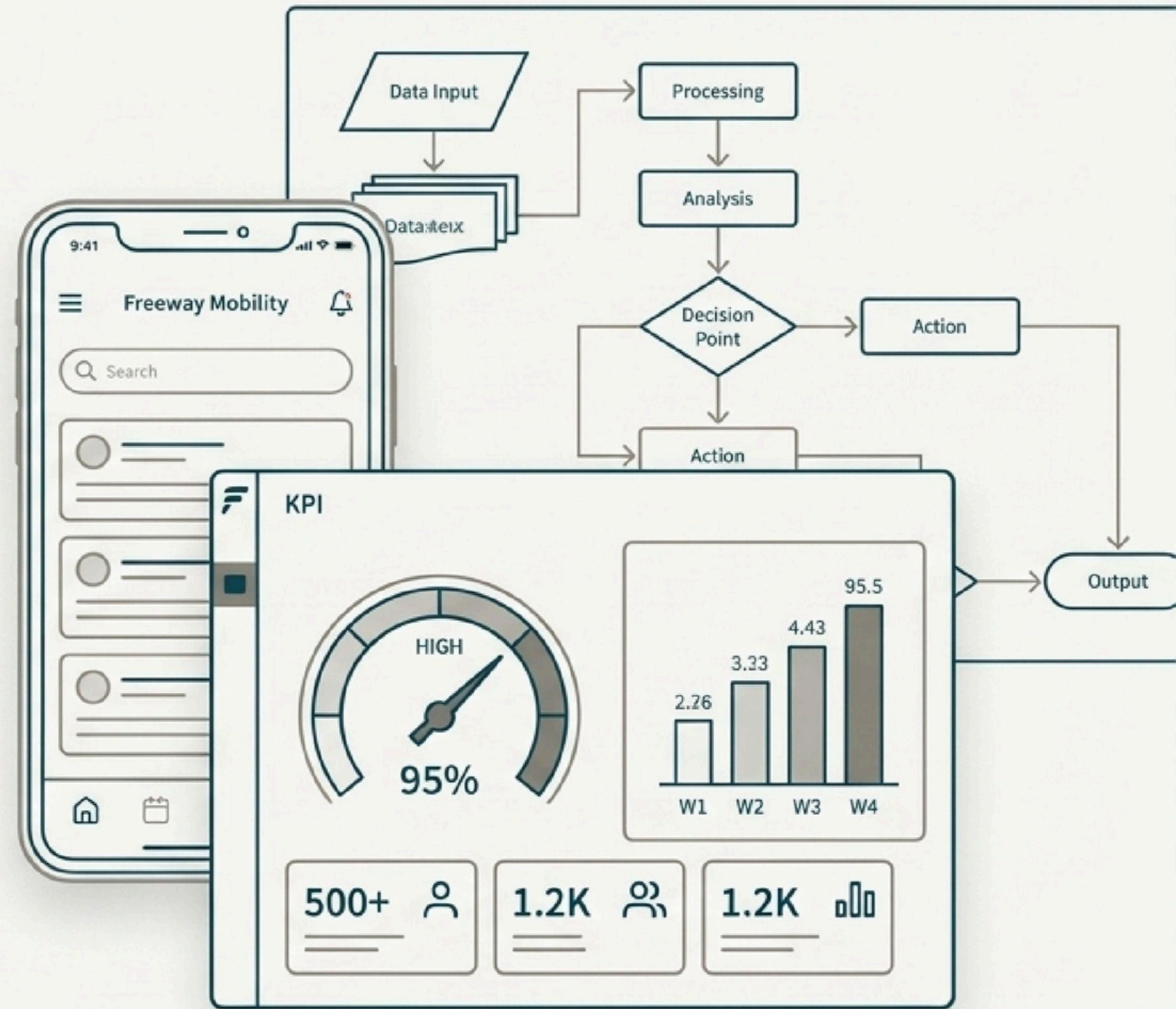


## Self-Contained Emailing

Ostendo incorporates its own email function, removing reliance on third-party products for emailing reports and documents directly from the system. This ensures reliability and simplifies configuration.

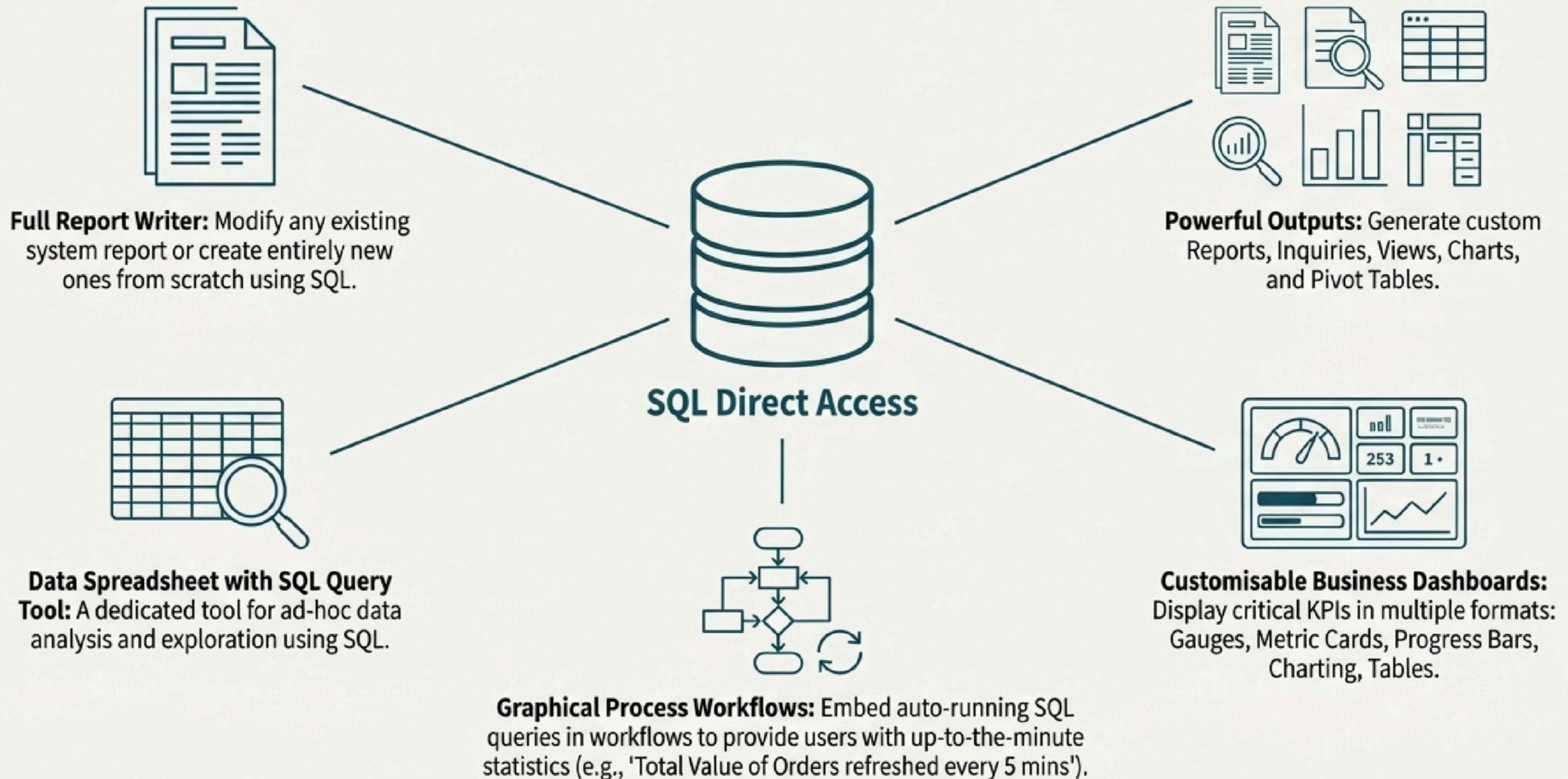
# Pillar III: Actionable Insight & User Empowerment

Transform system data into business intelligence and equip your team with a productive, tailored, and intuitive user experience.



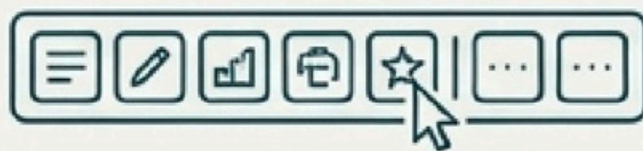
# Turn Raw Data into Business Intelligence with Direct SQL Access

Ostendo's integrated reporting and query tools give you complete access to all database tables and fields, allowing for the creation of rich, custom insights.

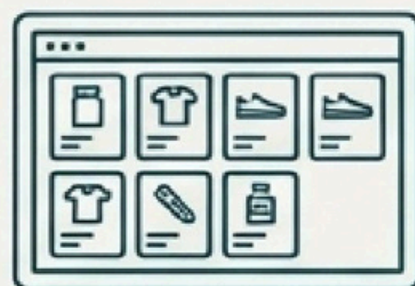


# A Productive and Highly Tailored User Experience

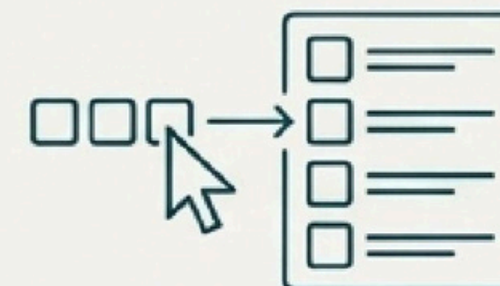
Increase user adoption and efficiency with customizable navigation, streamlined data entry, and integrated knowledge management.



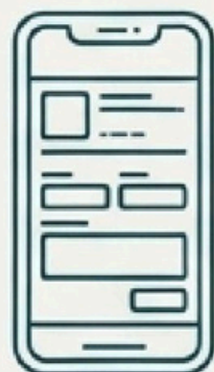
**Customisable Quick Launch:** Build your own navigation buttons or let Ostendo build them for you based on your usage frequency.



**Configurable Touchpads:** Create graphical product selection interfaces for Sales, Job, Purchase, or Manufacturing orders to simplify and error-proof order entry.



**Drag and Drop:** In frequently used screens, drag multiple items into a transaction simultaneously.



**Freeway Mobility App:** A fully configurable mobile application (Android/iOS) for standard processes (Stock Counts, Order Creation) and real-time inquiries in the field.

## Productivity Boosters



**Frequently Used Text:** Store and retrieve commonly used text for any notes field.

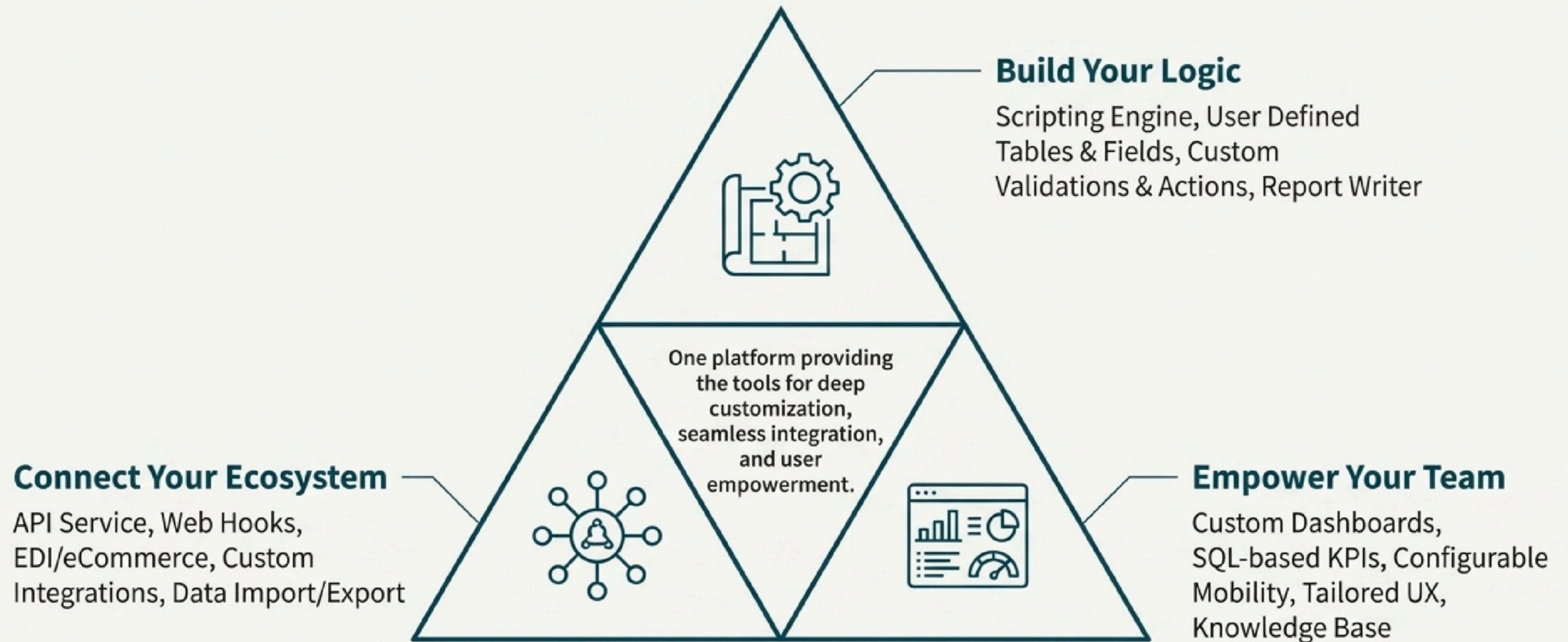


**Document & Image Management:** Link documents and images to items, jobs, customers, and more.



**Knowledge Base:** Store Standard Operating Procedures and other knowledge directly in the database.

# Ostendo: A Unified Platform for Your Entire Operation



# Enterprise-Grade Foundations and Security

Ostendo is built on a robust, scalable, and secure technical foundation.



## Database & Hosting

- Database: Firebird SQL Relational Database.
- Hosting: Self-Hosted (Client-Server) or Cloud-Hosted (using HTTPS with remote database).
- OS: Full capability with Microsoft Windows operating system.



## Scalability & Administration

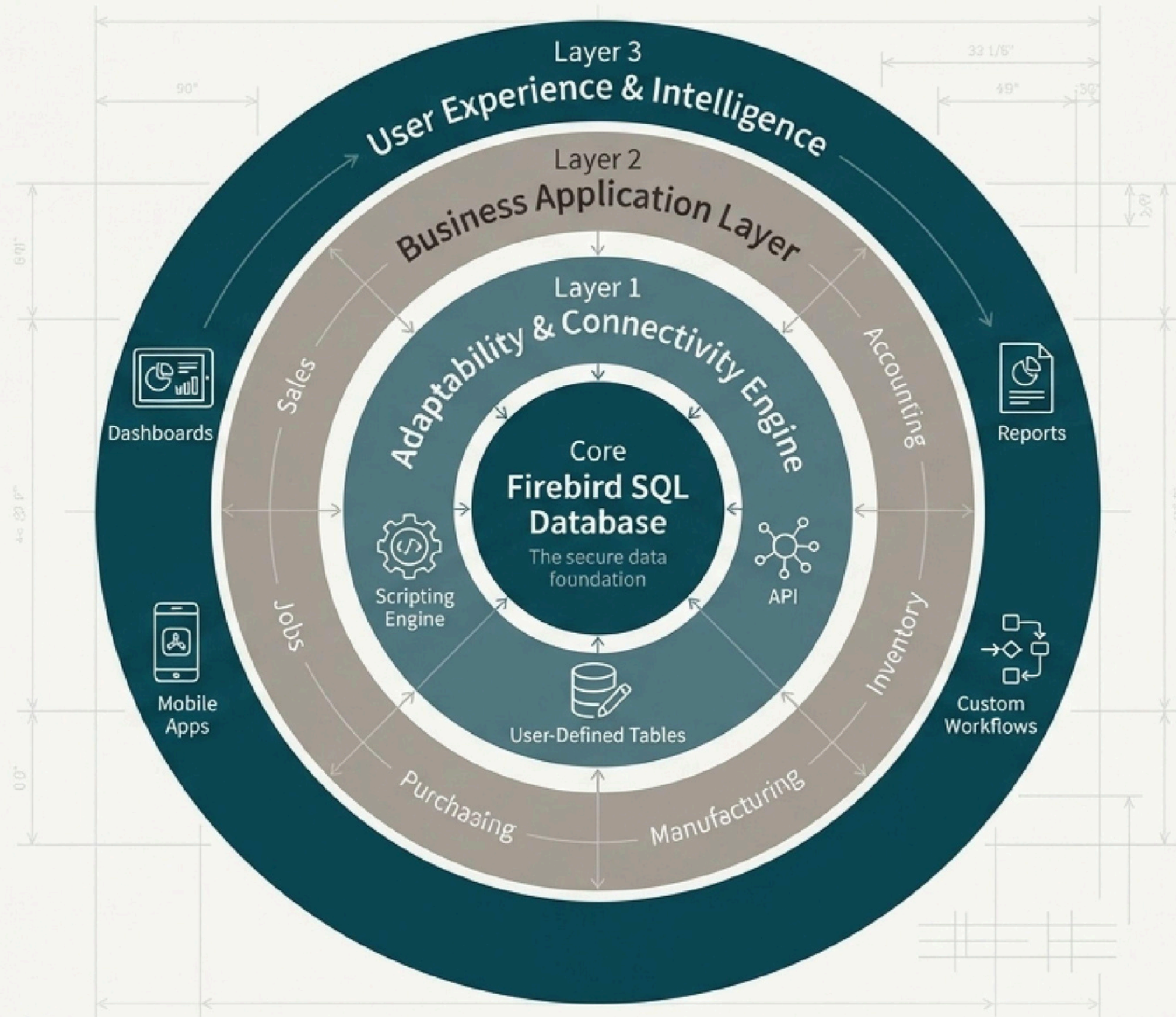
- Users: Multi-User ready (1 to 100+).
- Companies: Multi-Company ready.
- Utilities: Includes Ostendo Database Utilities (Validation, Backup and Restore).



## Security & Auditing

- Security Policies: Comprehensive User Defined Security policies.
- Password Policy: Optional implementation of Password Strength policies.
- Audit Logging: Allows tracking of changes to field values in the database.

# The Ostendo Architecture: Control from the Core to the User



A platform designed for deep control and flexibility at every level.