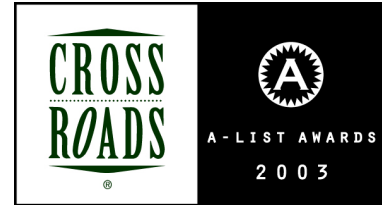


PointBase, Inc.

Santa Clara, CA

PointBase Embedded Relational Database

➤ Java Embedded Database



CUSTOMERS AT WORK

PointBase reference customers are blue-chip ISVs developing large product suites and extensive middleware platforms. Common strategic objectives included:

- Minimizing development and testing time for robust products
- Facilitating a smooth installation and evaluation period, increasing the likelihood of purchase
- Delivering robust sample applications that potential customers can use as the basis for pilot projects

WHY POINTBASE?

PointBase Embedded's 100% Java platform is easily integrated into the development process, with no need to retrain engineers. Compliant with the Sun Compatibility Test Suite for portability, it delivers performance, reliability, scalability, and ease of use. With a small, 1MB footprint, Embedded downloads quickly and maximizes free disk space. Designed to be completely transparent to an end user, it fully integrates installation with a single Jar file. No DBA is required. The result is a shorter, less expensive development cycle and a shorter time to market. A low cost of ownership and flexible pricing allow ISVs to make practical business choices.

COMPANY INFO

PointBase is a private company with 20 employees.

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www.pointbase.com

BUSINESS IMPACT

Near-term value: With PointBase Embedded, ISVs can deliver the robustness and functionality of an application leveraging a relational database without the expense and configuration hassle of a commercial product. PointBase saves customers the cost of development resources and minimizes testing and debugging.

Enterprise innovation: PointBase's Embedded Database helps ISVs showcase their software products and positively impacts the potential for a sale. The option of one installer makes the experience seamless for prospects. The inclusion of a database enables prospective customers to quickly transform a general-purpose sample application into something that both illustrates the product's merit and is relevant to the prospect company. Relevancy makes it easier to get purchases approved. ISVs look forward to exploring PointBase's applicability to the device space.

Technology gains: ISVs require a solid database with a very small footprint that can run out of the box on all platforms. PointBase leverages the development of the core product and provides ISVs the ability to bundle fully functional sample applications that can be downloaded quickly and tested by customers without DBA support. A focus on compliance and standards minimizes rev synch issues and eases the burden of maintenance.

SUCCESS FACTORS

Project strategy: To make your product more competitive, focus on the architecture and functionality of sample applications: they are anything but throwaways. Reference users report that more and more customers want to shorten the adoption cycle by using sample applications as the foundation for actual development. Don't use more than one database in the sample unless necessary: each database requires its own JVM instance.

Skills: Developers familiar with server-side business logic will find PointBase Embedded readily usable. Reference customers reported that experienced developers and DBAs picked it up quickly from reading the documentation.

Resources: PointBase saves time and money not only for ISVs but also for their customers.

Fit: Reference customers recommend PointBase Embedded to ISVs developing complex applications requiring portability, scalability, and robust operation.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.