



SpreadsheetWEB

An Alternative Approach to Developing Business-Owned Web Applications

Whitepaper

April 2009

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Introduction

Information Technology is an integral part of every business. Among others responsibilities, IT departments are typically delegated with automating manual processes with software and moving complex business processes to web that help organizations reduce cost structures, improving customer experience, and bringing new products and services faster to market.

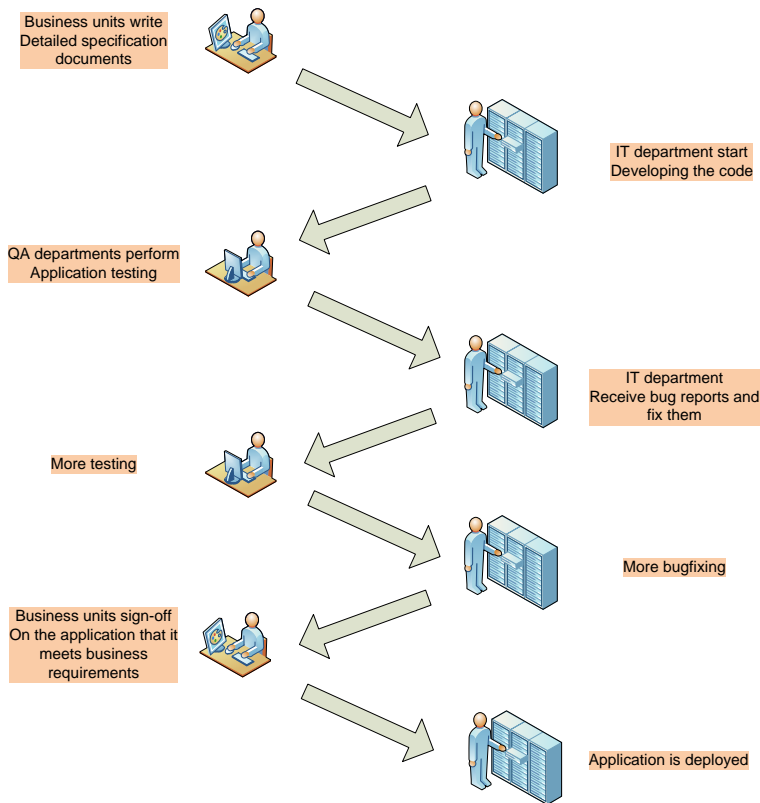
While providing invaluable benefits, IT departments are also major cost centers. Developing and maintaining applications can be very costly and lengthy. Due to budget and time constraints, IT departments have to prioritize requests from business units for developing new applications especially in current economic conditions. Business units have to wait long for the completion of application development. While still having to deliver, they look for alternatives. Status quo may seem to be the only option: proceeding with long implemented archaic and exhausting manual processes. Another popular alternative is an attempt to automate processes using business friendly tools such as Microsoft Excel and Access. Microsoft Excel especially has been a very popular business tool to build business owned applications.

Despite their widespread use, business owned applications built on spreadsheet platform have significant shortcomings. These applications are designed for single user desktop environment and cannot be deployed in a multi user web environment. Also, they cannot be used in a collaborative fashion in which multiple users can access and work on a particular spreadsheet model or process. While having limited integration with scalable database platforms, they lack security and version control features most enterprise environments require.

This whitepaper addresses an alternative approach of building web applications and moving business owned processes over to Web. SpreadsheetWEB software is designed for business users to effectively take any business process built around spreadsheets, and convert those legacy proprietary processes into a web based solutions without any programming or IT involvement. SpreadsheetWeb empowers business units to deliver without having to depend on scarce IT resources, while enabling IT departments to devote their valuable resources on more business critical needs.

Traditional Approach

Developing web applications is usually a long process that typically starts with business units writing specification documents, describing in extreme detail, i.e. how the application should work. This is typically a long and tedious process in which companies will either choose to handle this enormous task internally or hire a consulting firm to develop a specification document. Once finalized, the specification document is delivered to the IT department. Software developers are then challenged to understand the algorithm and code it. After the code is completed, it is delivered to QA teams for testing. Testing typically involves a substantially long and iterative process that encompasses multiple bug-fixing, release and retesting cycles. It consumes valuable resources from business units in addition to IT. Conclusively, at the completion of the process, after all inconsistencies are resolved, business units sign-off on the application and it is ready to be rolled out.

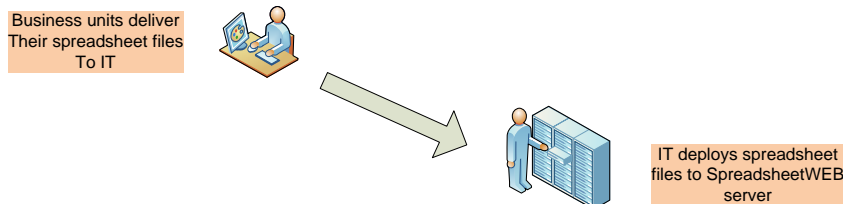


Unfortunately, this is only a part of the process. Typically, business units continue changing their business requirements even during the development process. This often leads to extended project cycles to accommodate high priority changes. New and emerging changes are usually handled after the initial release requiring additional funding and resources. Hence, most of those applications are being developed, and updated continuously, requiring dedicated resources from IT, QA and business units.

Alternative Approach with SpreadsheetWEB

In most cases, until the need to move legacy processes to the web business units continue to grapple the challenge by developing Microsoft Excel/Access based tools. Such tools provide business units with quick development and deployment as well as independence from traditional IT cycles. However, as soon as the need to move these processes over the internet arises, those tools no longer meets critical departmental and company requirements.

SpreadsheetWEB is a revolutionary alternative to developing business-owned web applications. Based on the idea that business users are familiar with Microsoft Excel platform in developing business owned applications, SpreadsheetWeb offers a cost effective and flexible solution. Once those applications can be built in Excel, SpreadsheetWEB can turn them into fully functional, database driven web applications or web enabled processes without requiring any IT resources. Empowering business units to build and maintain business-owned web applications, SpreadsheetWeb eliminates the long and expensive process of building web applications described in the previous section to a shorter, cost effective and business-owned and –controlled process shown in the Figure below.



Developing a SpreadsheetWEB application requires following three stages:

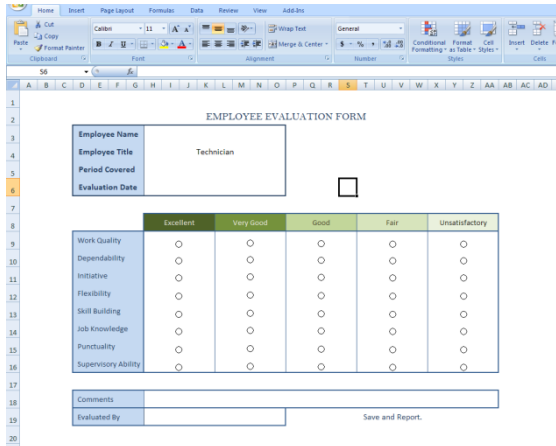
Design

This step involves processing the spreadsheet file with a design tool called SpreadsheetWEB Wizard. This step is performed by the business user who is familiar with the spreadsheet model or process. In most cases it takes a matter of minutes, not hours, to process the file. SpreadsheetWEB Wizard then creates a custom code, in XML format, and embeds it in a hidden worksheet in the file. Once the code is embedded in the file, the business user can rerun the process without having to re-enter those selections.

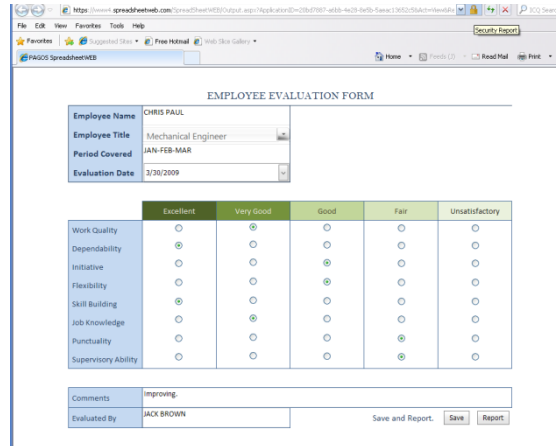
In design process, the business user has to make following choices:

- Number of pages in the application.
- Navigation method. Tab based navigation and wizard based navigation are the options
- Display areas on each page. There is typically unnecessary information like formulas, data, on each worksheet that the end users have no need to access. The business user will needs to identify the range of cells on each page that the web application should display
- Input controls on each page. Editable cells can be assigned one of the many controls supported: textbox, combobox, checkbox, radio button, listbox, calendar, scrollbar, etc.
- Buttons. Business user can insert button controls on each page including Calculate, Reset, Next, Back, Save, Email, and Export.

The screen shot below captures how an Excel based "Employee Evaluation Form" on the left can be turned into a web based form with SpreadsheetWEB on the right. Note that web form includes browser base input controls like textbox, combobox, calendar, and radio buttons as well as buttons to Save the entries in a database.



Excel



SpreadsheetWEB

Deployment

The next step is to deploy the spreadsheet file on the server. SpreadsheetWEB Control Panel is essentially a web interface to deploy spreadsheets on the server. The user will then upload the spreadsheet file to the server triggering the SpreadsheetWEB server software to load the spreadsheet file, extract the custom code from the hidden sheet, and create a web application. The web application has all the functionality of the spreadsheet file but delivered over the web. Note that the application will not include Microsoft Excel specific features like grid, menu, toolbars, etc. The application has now been converted to look and works as a professionally developed web application.

SpreadsheetWEB also creates a database driven web application that requires end-user data to be saved such as web forms. For those applications, SpreadsheetWEB automatically creates database tables with respect to data fields to be stored.

Depending on an organization's size and internal processes, either IT departments or business units are responsible for the deployment process. In smaller organizations or with smaller size applications i.e. data collection, web, forms, surveys etc., business units can be charged with the responsibility of deploying applications. Conversely in mid-size or larger organizations, or if the web applications is more complex, the deployment responsibility is given to IT departments as they are more familiar with the processes and risks involved in testing, deploying and managing web applications.



Management

SpreadsheetWEB Control Panel is created to provide a web interface to manage SpreadsheetWEB applications, users, and database.

Application Management

SpreadsheetWEB Control Panel allows application owners to control access to their applications. Applications can be setup as password protected applications. Those applications can also be setup with self registration where user would be prompted with a login page that includes signup feature.

SpreadsheetWEB also supports encryption of data transmitted between the end user browser and the server via SSL. SSL enabled applications are recommended where sensitive data such as personal information is being transmitted.

It is also possible to make an application available during a period of time. At the end of this period, the application link will no longer be available for access

Database Enabled Applications is another important feature supported by SpreadsheetWEB. It means that an application can be created with a Save button which stores the user data in a database table. Two type of database applications are supported: Single Record and Multiple Record applications. By default every database applications is "multi-record" meaning that each time a user presses the Save button, data is saved as a new record. This is a typical application type when building online forms, questionnaires, surveys etc. However, there are situations where a single record application is needed. For example a monthly time sheet where users are expected to login and put their initials into preferred times of the month. In this scenario there is only one data record that is modified by all users.

Another feature of database enabled applications is concurrent editing. By default each data record can be edited and if there is concurrent access to a particular record, the last save wins. However, it is possible to disable concurrent editing, and prevent a user from accessing a particular data record while it is being edited by another user.

Each web application can be assigned to a Group. For example, a company can define groups like Finance, Marketing, Sales, etc. Each application must be associated with a group. Applications being used by Sales team can be put under "Sales" folder. There can also be

subfolders. Access to those applications can be controlled by associating Users with Groups as will be explained in the next section.

User Management

SpreadsheetWEB Control Panel includes a User Management Module that is accessible by only Admin level users. Admin can create users and associate them with access to applications via Group concept as explained above. For example, a particular user can be associated with Marketing and Sales groups. This user can access all application under those two groups.

Each user is also given a user role. Depending on the role, user's access to applications and data can be controlled. There are 4 major user roles:

- Admin. This type of user has full access to all features and functionalities.
- Standard User. Standard user has full access to applications and data within own group. Standard User can also see data submitted by other users within the same group
- Limited User. This user is limited to viewing and editing own data only within a group. For example, in a CRM application built with SpreadsheetWEB, sales people would be created as Limited User hence can view/edit own customer data. While Sales Managers would be created as Standard User and see customer data for all Sales People within their group.
- Guest User. This is the most restrictive user type. This type of user has no access to Control Panel. They can only access applications within their group provided that they know the application URLs. Guest user can also access own data. Since they cannot access Control Panel, they can only access their latest data. For example, an event registration system where people would be required to enter data in multiple seating would be created with Guest Users. Once registered, a Guest User can visit the applications link different times and always see own data.

Data Management and Workflow

With SpreadsheetWEB, it is possible to create data collection applications. SpreadsheetWEB software is fully integrated with Microsoft SQL Database. It automatically creates a database table for each application that includes a Save button. This whole process of creating and managing database tables is completely transparent to business user.

"Employee Evaluation Form" described in the previous section is a good example. Every time a user accesses this application, enters data, and presses the "Submit" button, that data is stored in the database. These records can also be viewed through the Control Panel. Control Panel users can get view or edit access to these records depending on their access credentials.

SpreadsheetWEB also includes features to build a workflow around the data. It is possible to define a specific set of statuses for each application independently. For example, a status list of "New", "Pending", "Sold", "Lost" can be assigned to a Sales Quoting tool. It is also possible to transfer the ownership of a record to another user in the system. One can also control the Status and Transfer features with worksheet formulas. Consider the example of the Sales Quoting tool and assume that it will include a Lead Generation page to collect prospect information. A simple worksheet formula can be inserted in the Excel file to match a prospect with a sales person with respect zip code. Hence, the incoming leads would be forwarded automatically to appropriate regional sales people.

SpreadsheetWEB also includes email integration. Information collected in a web application can be forwarded to a list of email addresses automatically. Email notification can also be made part of a workflow and can be controlled using logic built with worksheet formulas.

Benefits of SpreadsheetWEB

By using SpreadsheetWEB, organizations will realize project specific benefits of accelerated application development and cost savings. The traditional approach involves business units writing specifications and testing the application, IT departments understanding and writing the code, and QA teams performing tests. The SpreadsheetWEB approach will eliminate this process and hence substantially reduce project costs.

Another important benefit of the new approach is a better collaboration between business units and IT. With this approach, each unit can focus on their core business functions. IT departments can concentrate on developing higher priority applications that cannot be handled by SpreadsheetWEB, while business units can develop business owned web applications without needing IT resources. This improves efficiencies throughout the organization.

In traditional approach, updating and maintain a web application with respect to changes in business requirements also requires heavy involvement from all parties, as the specification writing, coding, and testing processes have to be repeated each time business units change their requirements. With SpreadsheetWEB, business units can maintain and modify their web applications with respect to changing business needs. New spreadsheets can be rolled out after minimal system tests. Organizations will also benefit from faster time-to-market, as changes in business needs can be rolled-out in a matter of days, as opposed to months in the traditional approach.

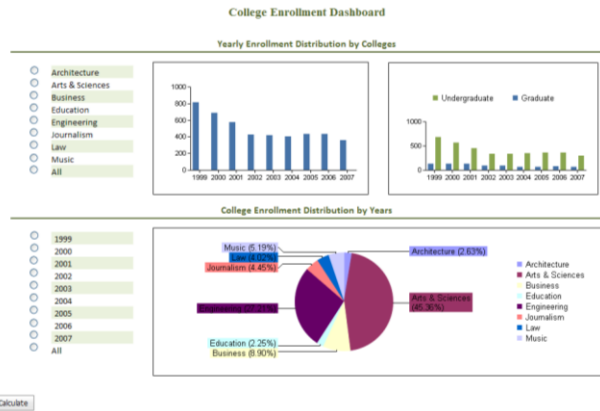
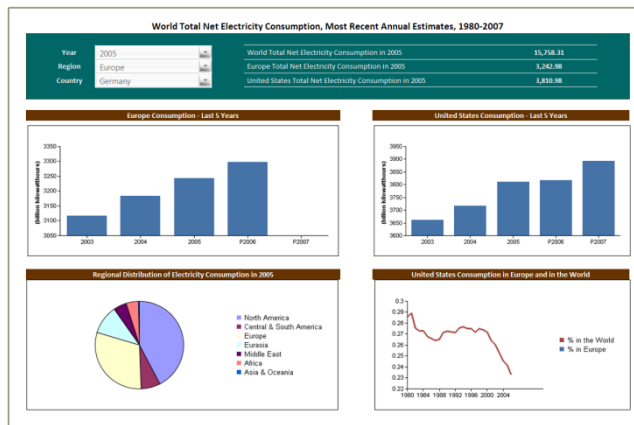
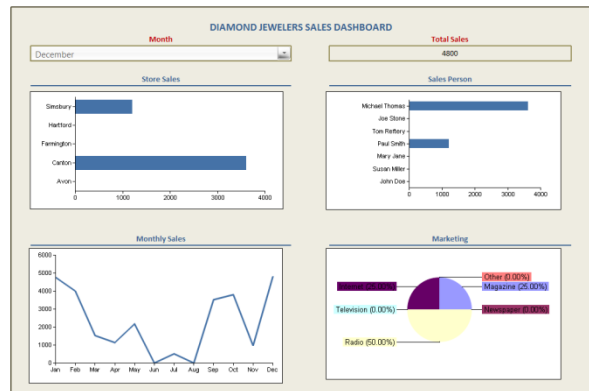
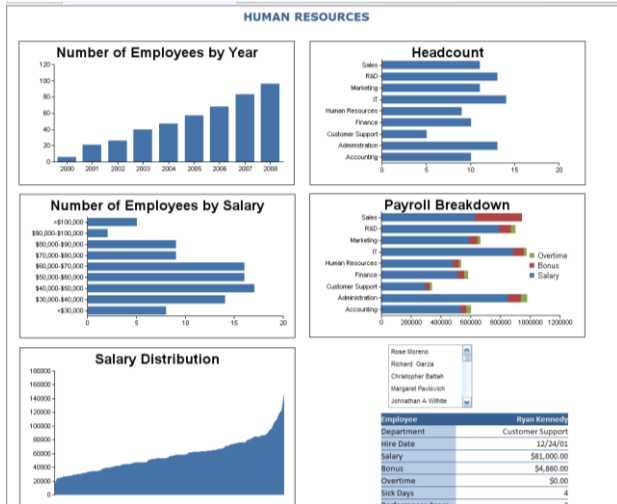
In the long term, organizations will benefit from this superior architecture. Other business units also begin adapting to the SpreadsheetWEB business solution.

Typical SpreadsheetWEB Applications

This section lists some of the common usages of SpreadsheetWEB.

Dashboards

Microsoft Excel is one of most flexible environment to build desktop based dashboards. With SpreadsheetWEB, those dashboard can be web-enabled without any programming. SpreadsheetWEB also supports specific worksheet formulas for queering data from any ODBC data source. As a result, advanced dashboards can be created by combining data from databases and worksheet formulas to analyze and present it.



Data Forms

With its superior database integration, SpreadsheetWEB is an ideal environment to build complex data forms that are integrated with logic building capabilities in spreadsheets via worksheet formulas. Screens below are only a few of the type of data collection applications that can be built with SpreadsheetWEB.

ABC Inc.
12 Street, D Avenue
Farmington CT/12345

Vendor Registration Form for Sub-Contractor

A General Information

Name of the Firm: _____
 Legal Form of the Firm: Agency
 Year of Business Established: _____
 Name of the Chief Executive/Proprietor: _____
 Taxpayer ID: _____
 Web Site: _____

B Contact Information

Business / Mailing Address	Head/Regional Office 1	Head/Regional Office 2	Farmington Office, if any
Address Line 1:			
Address Line 2:			
City:			
Country:			
Region/Province/State:			
Zip/Postal Code:			
Telephone Number:			
Fax Number:			
Email:			

C Organizational & Financial Information

Are you a SSI/NSIC Industry? Yes No

ABC, Inc.
NEW EMPLOYEE FORM

PERSONAL INFORMATION

Last Name	First Name	Middle Name	Date of Birth
Street Address	Apartment/Unit No.	City	State - Zip Code
Email Address	Home Phone	Mobile Phone	
SSN or Government ID			
Marital Status			

JOB INFORMATION

Title	Supervisor	Work Location	Department	Start Date
Work Phone	Email Address	Salary (\$)		

EMERGENCY CONTACT INFORMATION

Last Name	First Name	Middle Name
-----------	------------	-------------

Rank the executive director, John Brown, on performance factors using the performance definitions.

1. ADMINISTRATION

Performance Factor

Planning	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Budgeting and Economic Management	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Organization of Work	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Compliance	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Problem Solving and Decision Making	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Evaluation and Control	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Risk (Liability) Management	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory

2. INTERPERSONAL

Performance Factor

Oral Communication	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Written Communication	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Coordination/Collaboration	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Supervisory Control	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Leadership	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Staff Appraisal and Development	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory

3. INDIVIDUAL

Performance Factor

Effort and Initiative	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory
Professional and Technical Competence	<input type="radio"/> Outstanding	<input type="radio"/> Exceeds Expectations	<input type="radio"/> Fully Capable	<input type="radio"/> Needs Improvement	<input type="radio"/> Unsatisfactory

MARKETING PLAN

1. MARKET ANALYSIS

A. Target Market - Who are the customers?

1 We will be selling primarily to:
 Private Sector Other: _____

2 We will be targeting customers by:
 a. Product Lines _____
 We will be targeting specific lines:
 b. Geographic areas? Which areas? _____
 c. Sales? We will target sales of: _____
 d. Industry? Our target industry is: _____
 e. Other? _____

3 How much will our selected market spend on our type of product or service this coming year
 USD

B. Business Competition

1 Who are our biggest two competitors?

Name:	_____	Name:	_____
Address:	_____	Address:	_____
Years in Business:	_____	Years in Business:	_____
Market Share:	_____	Market Share:	_____
Price/Strategy:	_____	Price/Strategy:	_____
Product/Service Features:	_____	Product/Service Features:	_____

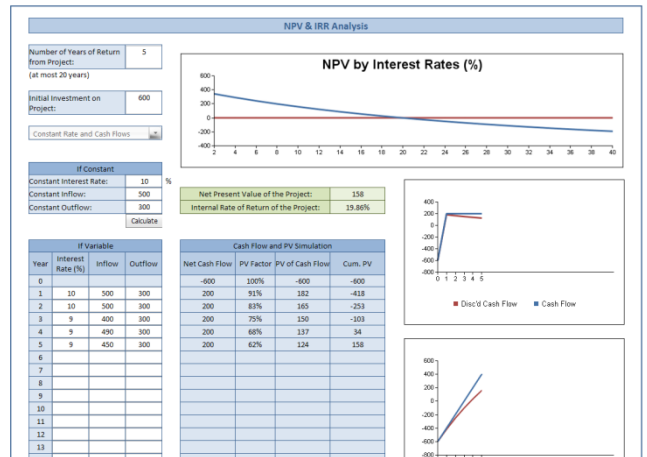
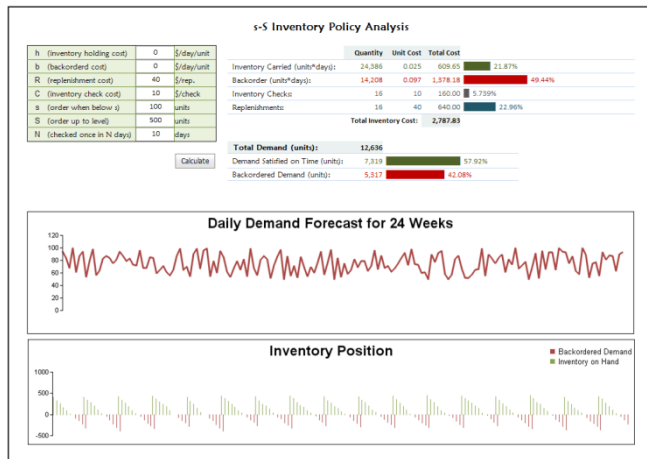
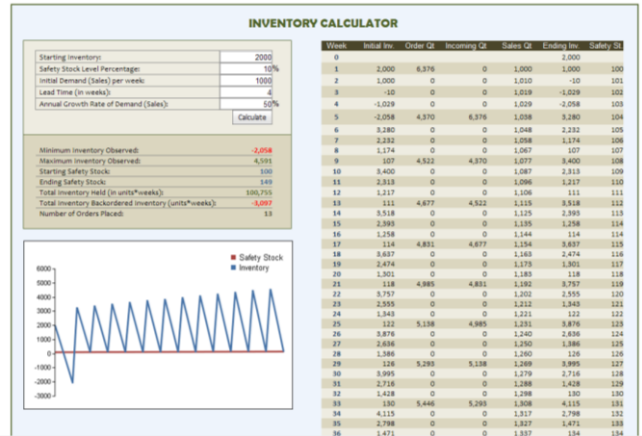
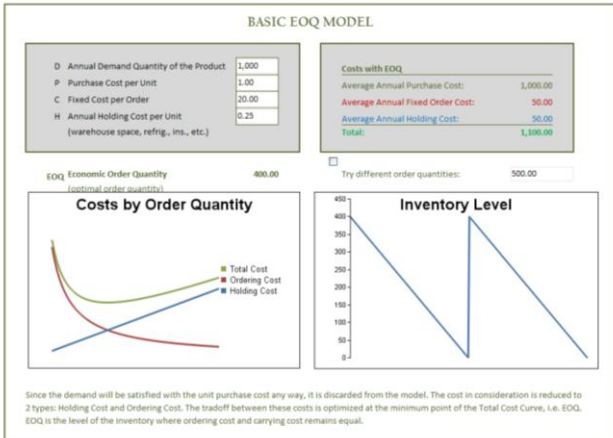
2 How competitive is the market? High Low

3 List below your strengths and weaknesses compared to your business competition (consider such areas as location, size of resources, reputation, services, personnel, etc.)

Strengths	_____	Weaknesses	_____
-----------	-------	------------	-------

Analysis Tools

Microsoft Excel is a very powerful platform to create business models to perform complex business logic and calculations. With SpreadsheetWEB, those models can be turned into web applications:



Reporting Tools

Spreadsheets are frequently used to create static reports. However it lacks database integration and web-enablement features. With SpreadsheetWEB, those spreadsheet-based static reports can be turned into rich, database driven web reports. Below are only a few examples of such reports that are enhanced with images retrieved from databases.

ABC, Realtor

Available Properties 385 SW 132nd STREET, Burnsville/Missouri/56473

- 285 SW 132nd STREET, Burnsville/Missouri/56473
- 15 SW 132nd STREET, Casson/Ohio/Missouri/56736
- 15 Grandview Drive, Ellettsville/Indiana/47437
- 13 Edgewood Rd, Chester/New Jersey/01619
- 351 N Parklane, Columbus/Nebraska/68011
- 130 Concord, Wymore/Nebraska/68087
- 72 17th Street, Nagawega/Pennsylvania/19443/4351
- 15 Third St, Egan/Missouri/56579



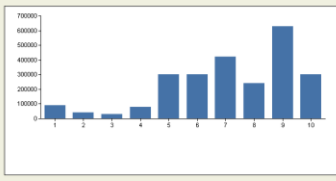
Remarks:
Custom built, 1 level home, on ideal retirement property located on a spacious, well landscaped lot with additional heated shop with ample storage. PEX in the open floor plan while enjoying comfortable in floor heat, cathedral ceilings, master bath, custom built cabinets and main level bounry.

Type: Single Family Home	Construction: Stucco	Air Conditioning: Central Electric A/C
Price: 251,000	Floors: Elev in Kitchen, Family Room	Heat: Forced Air Gas
Year Built: 1997	Basement: No Basement	Flooring: w/o Carpet
Appx Sq Ft: 2,082	Garage: Detached Garage	Lot Size: 1/2 - 1 Acre
	Fireplace: 1 Fireplace	Water: City
	Amenities: Deck, Patio	Sewer: City

ABC, Inc. Balance Sheet

	2008	2007	2006	2005	2004
Period End Date	12/31/2008	12/31/2007	12/31/2006	12/31/2005	12/31/2004
Period Length	12	12	12	12	12
Statement Source	x	x	x	x	x
Statement Source Date	2/2/2009	2/2/2008	2/12/2007	1/31/2006	2/12/2005
Statement Update Type	Updated	Updated	Reclassified	Updated	Updated
Assets					
Cash and Short Term Investments	28,561.00	27,132.95	25,776.30	24,487.49	23,263.11
Cash & Equivalents	16,694.00	15,859.30	15,066.34	14,313.02	13,597.37
Short Term Investments	11,867.00	11,273.65	10,709.97	10,174.47	9,665.75
Total Receivables, Net	390,692.00	371,157.40	352,599.53	334,969.55	318,221.08
Accounts Receivable - Trade, Net	122,358.00	116,240.10	110,428.10	104,906.69	99,661.96
Accounts Receivable - Trade, Gross	134,317.00	118,101.15	112,196.09	106,586.29	101,256.97
Provision for Doubtful Accounts	-1,959.00	-1,860.05	-1,768.00	-1,679.60	-1,595.62
Notes Receivable - Short Term	243,306.00	231,136.80	219,581.86	208,662.77	198,172.63
Receivables - Other	25,030.00	23,778.50	22,589.58	21,460.10	20,387.09
Total Inventory	0.00	0.00	0.00	0.00	0.00
Prepaid Expenses	0.00	0.00	0.00	0.00	0.00
Other Current Assets, Total	20,848.00	19,805.60	18,815.32	17,874.55	16,980.83
Total Current Assets	440,101.00	418,095.95	397,191.15	377,131.59	358,465.02
Property Plant/Equipment, Total - Net	656,075.00	623,271.25	592,107.69	562,502.30	534,177.19
Goodwill, Net	212.00	201.40	191.33	181.76	172.68
Intangibles, Net	50,234.00	47,712.80	45,127.16	43,060.80	40,907.76
Total Utility Plant, Net	0.00	0.00	0.00	0.00	0.00
Long Term Investments	38,754.00	36,816.30	34,975.49	33,226.71	31,565.38
Notes Receivable - Long Term	2,920.00	2,774.00	2,635.30	2,503.54	2,378.36
Other Long Term Assets, Total	7,041.00	6,688.95	6,354.50	6,036.78	5,734.94
Other Assets, Total	0.00	0.00	0.00	0.00	0.00
Total Assets	1,195,327.00	1,135,560.65	1,078,782.62	1,024,841.49	973,601.31


SALES PIPELINE MANAGEMENT

Period	Ex'd Sales	Stage	Ex'd Sales	Stage	Ex'd Sales
Q1	640,000.00	1 Contact	90,000.00	7 Negotiation Phase	420,000.00
Q2	300,000.00	2 Lead	40,000.00	8 Vendor Approval	260,000.00
Q3	630,000.00	3 Qualified Lead	30,000.00	9 Contract	600,000.00
Q4	860,000.00	4 Opportunity	80,000.00	10 Purchase Order	300,000.00
		5 Executive Sponsorship	300,000.00		
		6 Proposal Discussed	300,000.00		


SECOND HAND CARS

- BMW
- Chevy
- Hyundai
- Ford
- Renault
- Peugeot
- Toyota



- HS
- MS
- XS

Make:	BMW
Model:	M3
Specifications:	CONVERTIBLE SWS
Price (USD):	24,665
Mileage:	60,000
Transmission:	Automatic
Doors:	2
Engine Size:	3200 cc
Year:	2002
Fuel Type:	Petrol
Exterior Color:	Metallic Black with full grey leather



2 Owners, ABS, Air conditioning, Alloy wheels, Central locking, Computer, Driver airbag, Electric windows, Foglights, Electrically adjustable seats, Headlight washers, Immobiliser

Contact the Seller

First Name:	
Second Name:	
Email:	
Phone Number:	
Comments:	