

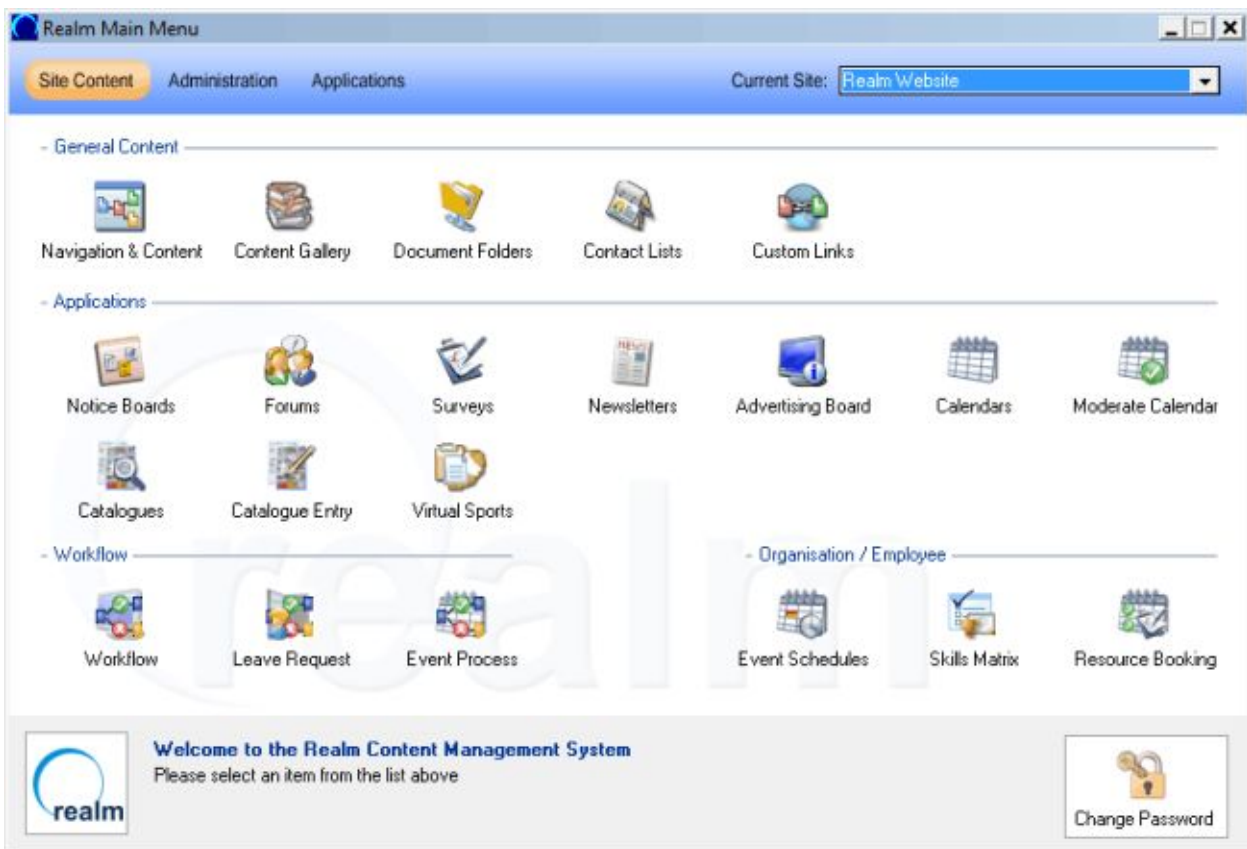
Realm - Web Content Management from Gen-i

Gen-i has been a significant Jade partner for more than twelve years, first adopting the JADE product while it was in beta form. Gen-i has earned a reputation as a world-class provider of JADE development and consulting services. It was an obvious choice for Gen-i to select the JADE platform for this application development, for its technology that provided a technical basis for product superiority and low total cost of ownership, as well as Gen-i's relationship with the Jade channel and partners.

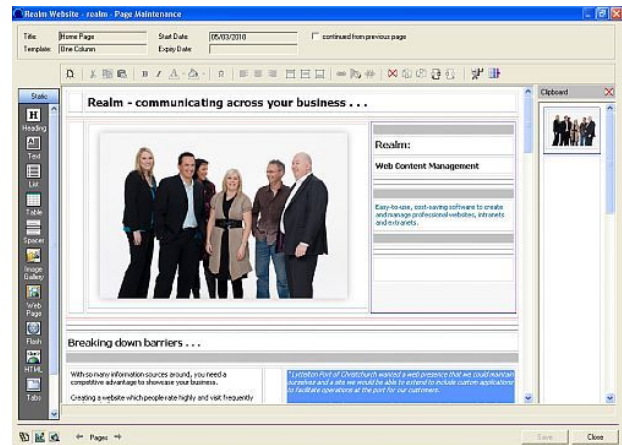
Realm is a content management (CM) application that has been created by Gen-i Software Solutions, providing software tools to create, maintain and deliver on-line content and business applications internet websites, corporate intranets and extranets all from the same platform.

Gen-i identified a gap in the Content Management market for solutions in the medium to medium-large-sized organisations. At the high end, products appeared to be large and expensive, where initial implementation and on-going ownership costs created barriers to adoption and at the lower end, where there were a number of offerings with limited business application capability and lack of control for the business owner.

There were no solutions that offered the degree of integration, or ease of use and down-stream development and level of functionality that was clearly desirable for many businesses. Gen-i recognised these factors as an opportunity to create a new product built on the differentiation of JADE technology, and launched Realm in 2001.



Realm allows an organisation to create and manage their intranet, extranet and internet business content quickly, easily, and cost-effectively. Most importantly, business people can undertake these tasks - web specialists and knowledge of complex web development tools are not required, giving control back to the business.



Benefits that give Realm a real point of difference:

- Ease of Content Creation and Maintenance
- Creative Freedom with Branding Control
- Site Integrity
- Dynamic Access to your Business Applications
- Powerful Integrated Administration
- Simple and Secure Deployment
- Lowest Total Cost of Ownership

Realm Applications

Realm provides a number of standard 'net applications' that can be implemented out-of-the-box as web content. These include Noticeboards, Forums, Content Gallery, Newsletters, Contact Lists, Surveys, Catalogues, Calendars, Event Schedules, Document Folders, Advertising Board, Workflow, Leave Requests, Organisation Charts, Staff Directory, Business Cards, Employee Profiles, Skills Matrix, Registration and Term & Conditions, Statistics, Time Zones, Virtual Sports.

Realm provides a completely integrated management environment to enable dynamic access to live data from back end databases or spreadsheets.

www.realm.co.nz

www.gen-i.co.nz/services/Pages/Realm.aspx

Jade Corporation use Realm for their own intranet, as well as using it for a platform to deliver additional applications through the web.