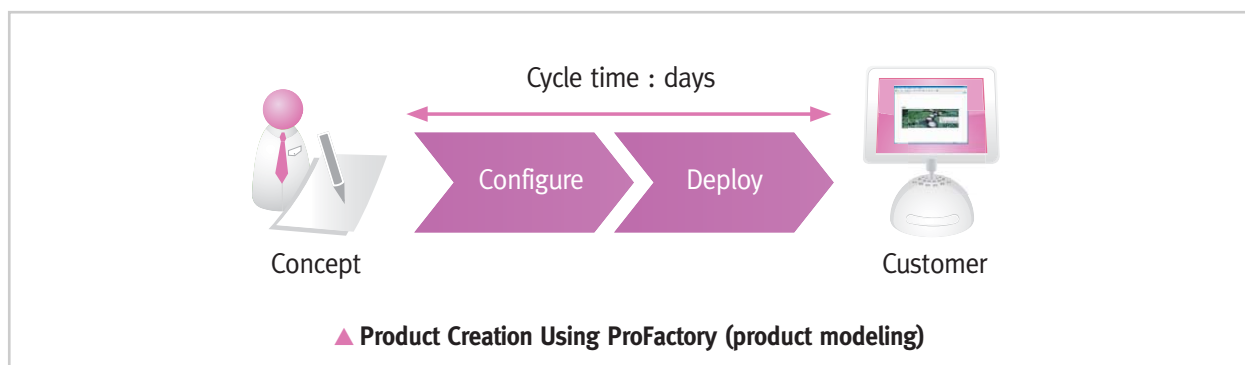
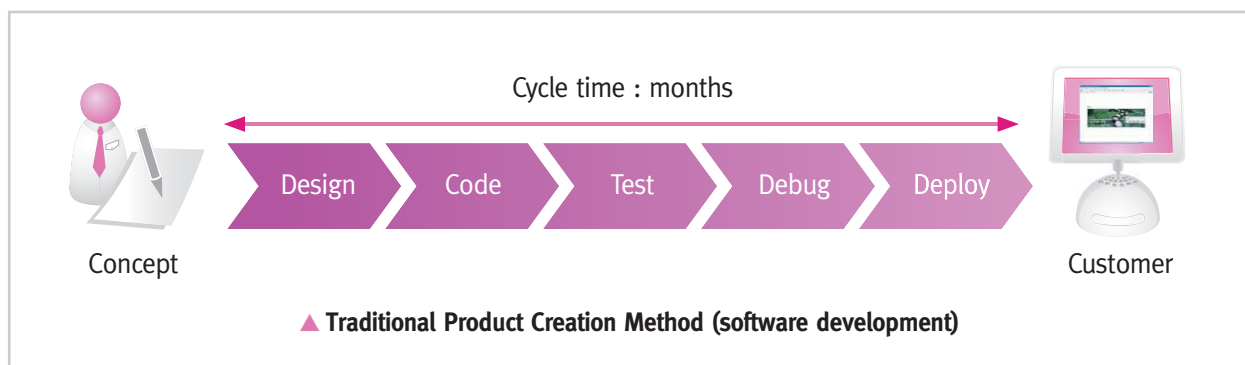


Tmax *Product Factory*
ProFactory™

 **TmaxSoft**

ProFactory: Accelerate Business Product Creation

ProFactory is a business product development and management system that helps financial services firms greatly reduce product development cycle time - the time needed to take a new product from concept to launch. Perhaps the greatest hindrance to new product introduction is the amount of effort needed to modify the supporting software. Between concept development and product launch, there is a considerable amount of software modification that must take place, and for many firms this is a manual, time-consuming process.

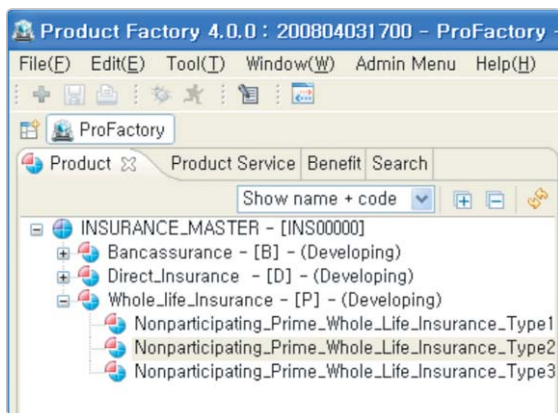


ProFactory's unique product modeling approach greatly accelerates the product creation process by eliminating software coding. Business users create products graphically, using modular components, and ProFactory generates the software. In ProFactory, a business product consists of two types of components: attributes (for example, an interest rate), and rules. Product managers use the ProFactory to graphically define these attributes and rules, and then combine them to create products.

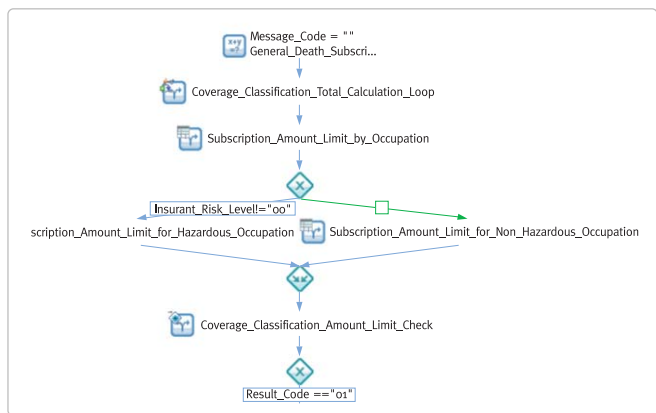
Once created, these modular components can be reused again and again to create new products. Similarly, existing products can be changed by simply modifying the constituent attributes and rules. There is no software coding involved; ProFactory generates the software automatically from the product model.

Product Factory System **ProFactory**

It's not uncommon for companies to create products that are derivatives of other products. For instance, a new deposit product may incorporate all of the features of an existing product, but with a few variations for a specific market segment. Similarly, a single product that is offered in multiple states may have to accommodate variations in state laws and regulations. ProFactory makes this process simple. Using a tree-style graphical interface, product managers can organize products into hierarchies. A derived product "inherits" the attributes and rules of its parent, and those components can be custom-tailored as needed.



Derived products inherit the characteristics of their "parents" in the hierarchy. This simplifies the management of a complex product portfolio.



Business rules can be defined graphically and then combined into business process flows

As a complete product management solution, ProFactory includes sophisticated tools for managing, testing, and deploying a portfolio of business products.

History Management

- Product history management
- Product sales information
- Modification audit trail
- Rule history management
- Rule activation history

User Authority Management

Assign product access authorization for individual users or groups of users

Approval Process

Enforce approval process prior to product launch, modification, suspension, or discontinuation

Product Rule Simulation

Validate rule logic prior to product launch by importing data, applying rules, and evaluating results

Product Reporting

ProFactory provides a flexible reporting facility to evaluate product characteristics and generate product documentation

Tmax Product Factory **ProFactory™**

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Founded in 1997, TmaxSoft has built a reputation as a leading provider of world-class middleware products designed to meet the global standards for processing large volumn transactions.

Since then, TmaxSoft's product line has grown to include vertical industry solutions in finance and telecommunications, a mainframe rehosting solution, and an enterprise-level relational database.

TmaxSoft has successfully completed over 1,200 projects at more than 1,000 customer sites across the finance, telecommunications, manufacturing, government, and service sectors.

PRODUCT LINEUP

Re-hosting

 **OpenFrame** : Mainframe Rehosting

SOA Enabling

 **ProFrame** · Application Framework

 **AnyLink** · Multi-Channel Integration

 **ProBus** · ESB Engine

 **ProFactory** · Product Creation and Management

Middleware

 **Tmax** · TP-Monitor

 **JEUS** · J2EE Web Application Server

 **WebtoB** · Web Server



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