



# Prophecy

Message from CEO

From: Bruce Lakin  
 To: Clients, Partners and Staff  
 Subject: Letter from the US

With some early signs of recovery in the US economy, the future looks not only bright for our industry but for Prophecy International.

An executive briefing from International Data Corp (IDC) suggests the recovery will be evident in the second quarter of 2002 and will be driven by a resurgence in spending on e-business solutions, increased investment in network security and increased spending on servers to support these initiatives.

Prophecy is well positioned to benefit from this movement through its recently released Velatte product. Velatte enables fast development of enterprise Internet applications and is set to strengthen the development of Prophecy's business partner network.

Yet another new US partner has been signed to the Prophecy family in the form of Pacific Western Technology and an agreement with a major hardware vendor is under development.

The joint marketing agreement with Sun Microsystems, announced in the last edition of Insight, is progressing well. Velatte will be released to operate on Sun's i-Planet in quarter one, 2002 and a joint product rollout for North America is under construction.

Prophecy continues to receive praise from its customers with deliverables in recent months at Revenue SA and EDS that have not only met, but exceeded customer expectations. This demonstrates the value of our technology and the

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## Prophecy launches Velatte!

The most advanced open standards-based software application assembly tool

## New billing system for Water Resources

DWR undertakes a \$3.3m project to upgrade licensing and management system

## Prophecy supports IT World Congress

The premier global forum for information technology comes to Adelaide

## Computer Associates certifies e-Foundation

Prophecy receives certification from CA

in this edition

# insight

## Prophecy launches world-first with Velatte



... FAST TO MARKET ... LOWER COST ... BETTER FOR BUSINESS ...

### Prophecy International has produced Velatte, the world's first Java-based rapid application assembly tool.

The most advanced open standards-based software application assembly tool available today, Velatte maximizes business knowledge, resulting in 100 per cent Java applications, with zero per cent Java programming.

Internet-enriched business applications developed with Velatte are dynamic and easily adapt to new business needs.

Global research group Gartner predicts that by 2003 at least 70 per cent of all new software applications will utilize "building blocks" such as software components and application frameworks. Velatte fits this mould completely and is positioned well to be a leader in this market.

Velatte can manage the complexities of the J2EE (Java 2 Enterprise Edition) architecture, so business analysts, rather than programmers, can start assembling mission-critical Java applications from day one - with only minimum technical knowledge. Velatte is based on a software repository that describes business knowledge as Business Entities, Business Rules and Business Processes.

The repository also describes how these software "objects" should work on a J2EE Server and a relational database system. This eliminates editing, compiling and debugging reams of program code typically required to build applications.

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# DWR pours praise on Prophecy

... WILMA TO HELP SOUTH AUSTRALIAN WATER TRADING POLICY/SALINITY CREDITS SCHEME ...

## Prophecy International has scored a home win with a deal to implement a new billing system for the South Australian Department for Water Resources (DWR).


DWR, which is responsible for water resource management throughout South Australia, in particular, the River Murray and the South East, is undertaking a \$3.3 million project to upgrade South Australia's water licensing and management system.

The department selected Prophecy International and its rapid application assembly software, e-Foundation, to develop WILMA (Water Information and Licensing Management Application), which will deliver enhanced licensing and management reporting for the department.

The new system will replace the ageing water licensing application set up 10 years

ago to process license applications. WILMA will allow South Australia to keep abreast of implementing the national water trading policy and the proposed salinity credits scheme.

Alan Greig, Chief Executive of Prophecy Australia, Asia and Africa, said Prophecy won the deal ahead of major system integrators and software houses.

"Prophecy has the ability to assist DWR achieve milestones rapidly through ease of implementation and the capacity to deploy applications across the web, adapting to constant requirement changes", he said. 



# Prophecy supports IT World Congress

... VELATTE TAKES OFF FROM HOMETOWN TO THE WORLD ...



## Prophecy International will launch Velatte, its latest design-and-run application development tool at a function supporting the IT World Congress.

The IT World Congress is the premier global forum for information technology related industries and has been held every second year since the inaugural Congress in 1978. For the first time in the history of the Congress, the event will be held in the southern hemisphere, providing a unique opportunity for Prophecy to launch Velatte to an international audience, in its hometown.


Delegates at the Congress will include some of the most influential leaders of the IT industry. According to event organisers,

despite the September 11 terrorist attacks and global economic slump registrations to attend the Congress are booming. More than 1500 delegates from around the world are expected to register for the event with current registrations surpassing 700.

The opportunity for worldwide exposure for Prophecy has been accelerated by the recent announcement by BBC World to be a major sponsor of the event, meaning event coverage will be beamed to a global audience of more than 180 million people.

Prophecy will showcase Velatte at the Congress, providing an opportunity for delegates to learn about the benefits of Velatte's technology and its applications.

If you are attending the Congress, Prophecy invites you to attend the Velatte launch, by simply registering at the Velatte website [www.velatte.com](http://www.velatte.com) or visit the Prophecy stand at the WCIT 2002.

The launch will be held in the Riverbank Foyer, Adelaide Convention Centre on Wednesday, Feb 27, 2002 at 5.00 pm. 



# Seal of approval

**Prophecy International will ramp up its global sales presence following its recent 'CA Smart Certification' from international software giant Computer Associates (CA).**

The 'CA Smart' seal of approval is international recognition of Prophecy's e-Foundation product set, which utilizes core CA technology to deliver rapid application business solutions to the corporate market without the need for time-consuming programming code.

After extensive review, stringent testing and rigorous assessment of customer usage of the Prophecy e-foundation suite of products is certification considered. The testing process is quite intensive prior to certification being granted.

Prophecy International Chief Executive Officer Bruce Lakin said the CA Smart Certification provided global sales opportunities for Prophecy's world-leading e-Foundation technology through the successful penetration of the US and European markets.

"It provides us with the opportunity to promote e-Foundation on a large scale, which is crucial for success on the global market," he said.

Computer Associates employs 17,000 people worldwide, with headquarters based in New York, servicing more than 100 countries, providing Prophecy with additional visibility in the international corporate sector, where CA is recognised as a quality brand and service provider

Computer Associates new Smart Certification program, which is based on close collaboration between CA and its partners, certifies that solutions receiving the CA Smart seal of excellence deliver the highest level of quality and create the greatest value for customers.

For further details about Computer Associates and the CA Smart, 'Seal of Excellence' visit [www.cai.com](http://www.cai.com)



# The advantages of Framework

... GLOBAL TRENDS ... GLOBAL TRENDS ... GLOBAL TRENDS ...

**It is often said that if the construction industry built buildings like the software industry built systems, the first woodpecker to come along would destroy civilization, as we know it!**

Joking aside, the analogy has merit as software is often created without a supporting infrastructure or a solid foundation.

Application development frameworks are not new to the IT industry, they have been around for decades but they are finally coming of age.

The recent shift from the traditional forms-based approach to an object-oriented model is largely driven by the need to use new languages and tools to satisfy Internet demands.

Although there are many definitions of an application development framework, the consensus is that it provides a much faster delivery of robust, extensible applications.

Application development frameworks utilise a common application architecture for the delivery of software solutions.

Where the framework provides a library or repository of components, then applications are assembled rather than developed, providing the combined benefits of packaged software and custom delivery.

This provides a 100 per cent match to business requirements with lower risk, lower cost and faster delivery.

Object-oriented frameworks merge data and behaviour (business rules) into reusable components. This enables you to assemble business applications from software "objects" just as kids build structures from Lego blocks.

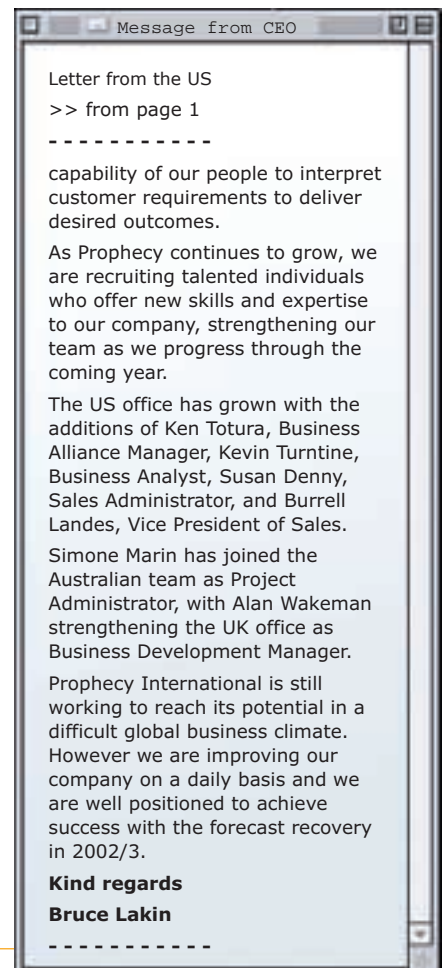
An application development framework provides the infrastructure or foundation upon which you build your applications and realize the benefits of object-oriented systems. It also provides the discipline and methodology for delivery.

This has clearly quantifiable productivity benefits. To produce a base transaction processing system, a seasoned IS professional provided a 40 person-day estimate to deliver the solution using a traditional coded forms-based approach.

Another developer estimated it would take seven days using an Object Oriented approach. A third estimated the system would take just 30 minutes using an application development framework.

Even putting aside the lower risk and lower cost of rapid application assembly tools, the speed to market business benefits deliver a compelling argument.

*This edition's 'Global Trends' column was written by Prophecy International Americas Executive Vice President and General Manager Peter Barzen (peterb@prophecyopen.com) and was published in the US publication, Application Development Trends, December 2001.*



# Velatte on the web

... WWW.VELATTE.COM ... WWW.VELATTE.COM ...

**To coincide with the launch of Velatte, Prophecy International has unveiled a new website to make it easy for partners, prospects and clients to locate information about the Java-based rapid application assembly tool.**



The Velatte website at [www.velatte.com](http://www.velatte.com) provides information purely on Velatte. Prophecy encourages you to explore the site and to submit feedback using the contact forms available at the site.

The Prophecy Marketing team has also created a Velatte information kit, which the company's sales teams have begun distributing to Velatte business prospects.

You can obtain Velatte marketing materials by contacting your local Prophecy office or by sending an email request to [marketing@prophecy-open.com.au](mailto:marketing@prophecy-open.com.au)

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Velatte builds upon Prophecy's expertise with its e-Foundation Framework rapid application assembly tools, which have enabled customers to experience development productivity gains of 5 to 10 times above other development methodologies.

With this heritage and Velatte's ability to seamlessly handle the complexities of the J2EE architecture, Prophecy expects Velatte to deliver even greater gains.

For more information about Velatte, visit the web site at [www.velatte.com](http://www.velatte.com), or contact your local Prophecy office.

Major business benefits of Velatte include:

#### **Fast to Market**

Velatte delivers productivity gains as much as 10 times greater than conventional software development methods. This meets business needs faster and delivers business benefits sooner.

#### **Lower Cost**

Velatte provides your total development infrastructure, requiring less technology and training.

#### **Better for Business**

Velatte is highly flexible, so you don't need to change your entire software application every time your business changes. You simply modify or add on another building block to accommodate the change and continue with business.

## velatte

# Velatte hits the road

... REGIONAL SEMINARS ... REGIONAL SEMINARS ...

**Prophecy International will launch an international roadshow to demonstrate to partners, clients or business prospects the value of its breakthrough Velatte rapid application assembly tool.**

Following the official launch of Velatte at the World Congress on IT, each Prophecy region will conduct seminars to explain the business opportunities and benefits offered by Velatte.

The first of the seminars will be held in Sydney, March 13, followed by seminars in Colorado, USA, and concluding in the UK in April.

The seminars will suit organizations that are seeking a J2EE solution, are keen to join the Prophecy Partner network or simply want to learn more about Velatte.

Seminar promotion will occur in each region's major publication or website portal.



Keep an eye out for Velatte inserts in the Sydney, Melbourne and Adelaide editions of 'The Australian' newspaper from mid-February and Velatte advertisements on websites such as AOL.

Registration to attend a seminar is easy. Simply register your details at

[www.velatte.com](http://www.velatte.com)

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