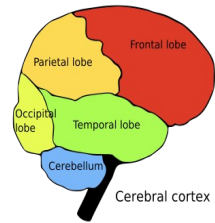


# Traditional Way of Creating Software



Concept

Dataflow

Workflow

Data Organization

- Database Schema
- Data Types
- Table Joins
- Stored Procedures
- Triggers

- Special Code Definitions
- DB User Role Definitions
- DB User Adjudication
- Procedure Reference Arguments & Storage
- Code Generation

- Functional Assignments
- User Interface Design
- Role Definitions
- Role Adjudication
- Functional Assignment to Modules
- Code Module Definitions, Arguments, Data Structures
- Platform Selection
- Language selection & Extensions (e.g., DLLs, etc.)
- "Tool selection" (e.g., XML, PHP ASP, etc.)
- Code Generation
- Make Files

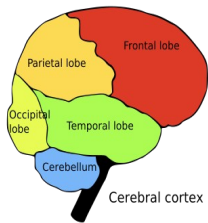
**Lost Time and Wasted \$\$\$\$**

Outputs of this Software Process

- Miscellaneous Files
- Data files
- Executable Image(s)
- Database Files
- Documentation
  - User
  - Internal Maintenance
- Distribution
- Customer Training



# The IQware Way of Creating Useful Software Functionality (which is what Really Matters)



Concept



Dataflow  
and  
Workflow



Outputs of the IQware Process

- Rules
- Executable Image(s)
- Database Files
- Documentation
  - User
  - Internal Maintenance
- Distribution
- Customer Training



**IQ Rules**

US #7,322,028  
Others Pending