

PRESS RELEASE: 13th September 2004

EXPERIENCE A RICH WEB APPLICATION FIRSTHAND AT NETBRIX

With the advance of development technologies, it becomes easier and faster to produce powerful Rich Web Applications. Such applications give you the look, feel and functionality of networked desktop applications, with the advantage of being Web-based. That means you can access the same systems inside the office, at home or on the road.

You can now get a taste of a Rich Web Application at www.netbrix.com. Try a demo of Netbrix's CRM-Lite application or register for free and test out this simple CRM application with your own data.

- With the demo, you can play with data relating to over 100 preloaded organisations; however, any changes or updates you make will not be written to the database.
- As a registered user, you receive a login id. You may then assign up to four of your colleagues to your user group and add, modify and delete data.

CRM-Lite is an easy-to-use contact management system with a rich graphical user interface (GUI) and a comprehensive on-line Help guide. It is intuitive and flexible, permitting you to:

- Administer users
- Track interactions by organisation or contact.
- Search by task, showing future tasks, incomplete tasks and many other permutations.
- Define your own categories for profiling organisations, and qualify your searches accordingly.

CRM-Lite includes such features as a dockable toolbar and the ability to switch between Windows and Java look-and-feels.

Graham Simon, Managing Director of Mart Technology, the company that created the application, stresses that the demo is there to illustrate the capabilities of Rich Web Applications.

"When we say 'Rich Web Application' to people, we are never sure what goes through their minds. Now they can see what we're talking about. CRM-Lite demonstrates the rich functionality that can be delivered rapidly through a browser with today's development tools.

"CRM-Lite was built, refined and tested by one developer in less than twelve weeks. We have been using it on our Intranet for over three months with several thousand records. Nevertheless, it should not be evaluated on the basis of its strengths or weaknesses as a CRM system. It's not Goldmine or Salesforce.com. Rather, we want people to ask themselves, 'What sort of applications within my organisation ought to be developed (or redeveloped) as Web-based applications?'"

Netbrix is a wholly owned subsidiary of Mart Technology. It specialises in building rich web solutions.

ENDS

For further information please contact:

Jeff Bateman on 020 8429 7345 or jeff.bateman@marttech.com

Notes to the Editor:

Netbrix started trading in April 2004. Its parent company Mart Technology (www.marttech.com) was founded in November 1999 and produces a product called MT Studio, a fully integrated RAD (Rapid Application Development) environment for creating functionally rich, data-intensive web-based applications.

