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Title: ApplTop Solutions unveil ASL*Form as the new name in *Business Applications Intelligence*.

Summary

ApplTop Solutions have unveiled their flagship product ASL*Form to the Oracle E-Business Community as the new name in what they call, *Business Applications Intelligence*.

Main Text

APPLTOP SOLUTIONS LIMITED

30th May 2003

You have more than likely heard of *Business Intelligence* and you have probably heard of *Applications Intelligence* but the chances are that you will have never heard of *Business Applications Intelligence*.

Business Applications Intelligence (BAI) is the new technology that ApplTop Solutions is currently pioneering with their flagship product, ASL*Form.

Craig O'Neill, founder and CEO of ApplTop Solutions says, "ASL*Form is a new kind of technology for Oracle E-Business Suite, it empowers businesses to react very quickly to ongoing needs and requirements of their Oracle Applications users. Often, an end user will have to literally fight the application for the information they need, it may be buried deep within a whole host of forms that are probably overkill, hard to use and slow in operation; they may print out unnecessary reports just for a single piece of information right at the back page. From a business viewpoint, this is not what I'd call intelligent use of either the end user or the application. Our unique products enable the business to provide solutions to these kinds of problems in an amazingly short amount of time, with very little effort and technical ability. Literally within minutes an end users needs can be fulfilled and often surpassed."

After more than 2 years in development, ASL*Form was launched in the UK during the summer of 2002 and it has recently been made available worldwide. Interest in the product is strong with major businesses as well as government bodies taking on the product. ASL*Form is a very innovative and unique product that for the first time allows any business using Oracle Applications to create add-on solutions that are 100% integrated with the exact same look and feel as the rest of the system. Almost anybody of any skill level can now build solutions in minutes. The potential benefits of using

ASL*Form are huge and almost instant; certain types of project are no longer governed by time and budgetary constraints. Whether you are developing a new bolt-on mini application, simplifying an existing overcomplicated, slow and hard to use form or providing an on-screen interactive alternative to a printed report, ASL*Form is up to the task. A solution that might take several weeks or months to develop using traditional methods may literally take only a few hours or even minutes using ASL*Form, ongoing maintenance and support is also hugely simplified. ASL*Form is not just a tool that provides an alternative to developing professional forms for the Oracle E-Business Suite, it should be looked at as a product that makes the impossible possible.

Mr O'Neill goes on to say "We have worked very hard over the last few years to ensure that ASL*Form is the product it is today; we are committed to ensuring that the whole of the Oracle E-Business Suite world has the opportunity of using our products to further enhance and extend their applications in very intelligent ways. ASL*Form is unique in the marketplace, no other software provides this kind of capability for Oracle Applications, its power is truly awesome. 95% of all businesses across the globe using or currently implementing Oracle E-Business Suite can vastly enhance productivity, improve efficiency and save time and money by using our innovative products."

ASL*Form is available for Oracle Applications 11.0.3 and Oracle E-Business Suite 11i.

All ApplTop products are available on a zero cost, zero obligation trial basis for up to 4 weeks. ApplTop Solutions state that ROI is very likely to be realised during the trial period.

ApplTop Solutions are about to take the Oracle Applications complimentary software market by storm and revolutionise the way in which businesses use and improve their systems. BAI has finally arrived.

There are two pricing/licensing models that can be used depending on how heavy product usage is. Prices start from as little as £2,250 per site (GBP). Pricing/Licensing is based on the number of developed solutions and is not limited by the number of users, database instances or servers. ApplTop Solutions also provide comprehensive support services, consultancy and training.

Founded during 1999 and based in England, ApplTop Solutions Limited is an independent software solution provider within the Oracle Applications complimentary software market.

For more information, to arrange an online live product demonstration or a no obligation product trial then contact ApplTop Solutions with your requirements.

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