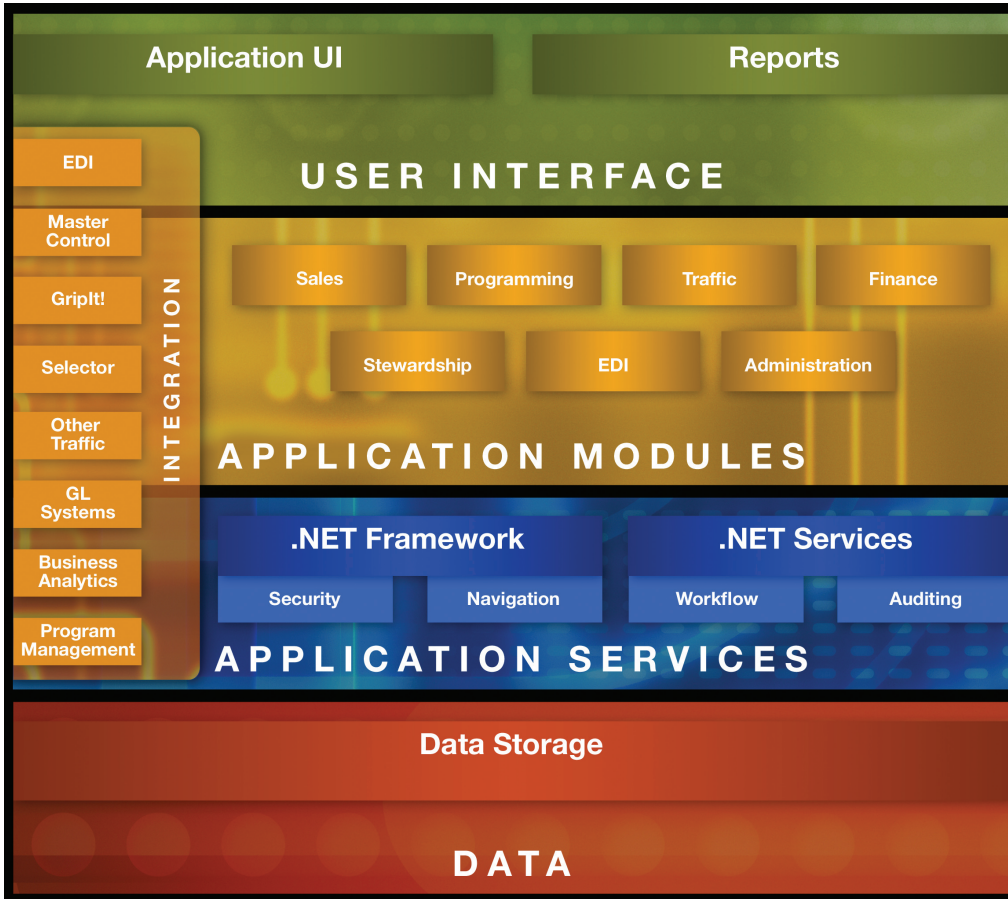


## BROADWAY TECHNOLOGY

Broadway Systems' use of contemporary, proven technologies and architectures provides a reliable and low-cost computing platform and lays the foundation for rapidly delivering against new requirements.



## N-TIER ARCHITECTURE

Broadway is built upon an N-Tier architecture that enables the company to more easily and rapidly develop functionality and deliver a lower-cost computing platform. Some of the advantages of an N-Tier architecture include:

- Distribution of the workload among tiers to more effectively use all available resources. Broadway customers get a greater return from their computer hardware investments and realize superior availability of the system.
- Ability to scale user and network growth using lower-cost hardware options, reducing the overall cost of computing.

With this technology, Broadway Systems was able to go from concept to production on an integrated Stewardship system at a fraction of the overall development time of our competitors.

## **.NET TECHNOLOGY**

Broadway leverages Microsoft's .NET technology, which provides the ability to quickly build, deploy, manage and use connected, security-enhanced solutions with Web services. .NET-connected solutions enable businesses to integrate systems in a more agile manner and realize the promise of information anytime, anywhere, on any device.

Some of the advantages of .NET technology include:

- .NET and Web services can be used to integrate disparate environments.
- .NET frees organizations from the confines of proprietary technology, providing flexibility and scalability to connect IT systems and build a foundation for the next wave of technology.

## **ADVANCED USER INTERFACE**

Broadway users benefit from the latest graphical user interface and forms technology providing them with ease of use and customization not found in most media management systems.

- Productivity is increased by providing users with greater control over their workspaces through an intuitive, graphical user interface.
- Create an instant report from any grid list on screen.
- Excel-style sorting, filtering, and summary calculations in grid lists.
- Outlook-style grouping in grid lists.
- Advanced reporting framework allows users to customize and save multiple versions of the same report.

## **MICROSOFT SQL SERVER RELATIONAL DATABASE**

Broadway is built upon Microsoft's SQL Server relational database, which is widely acknowledged as providing enterprise-class security and scalability at dramatically lower TCO in comparison to other relational databases. This platform provides a seamless application and multiple-network capability in a single database; easy access to core data via query and custom reporting tools; security and scalability; and, lower overall operating cost versus Oracle.