

On2it Software announces the release of a completely new kind of computer application that has both been developed using a new approach to software design, and is engineered to be distributed and sold in an entirely new way.

On2it Software Ltd is a software development company, based in Melbourne and Auckland, with an in-house staff of trained, experienced, professional developers with a rich variety of skills and depth of knowledge; from large scale linear programming to relational database design to formal systems analysis and design.

GEM Networking is the World's first business/personal 'NETWORKING Relationship Management' System. (It's kinda like 'Social Networking' meets CRM.) Unlike previous generations of Contact Management or CRM Software, GEM does not simply treat your Contacts merely as unconnected items in a list. Rather GEM understands, and makes use of, all the inter-connections that exist in the real-world, between everyone in the database. So because it knows who else shares the same contact details, changing them for anyone in the system will automatically change them for everyone else affected. For more of the almost intuitive behaviour this gives the system, see the attached product description or www.GEMnetworking.com.

GEM Networking will benefit anyone who needs to keep contact information on their computer – just about everyone! People who have discovered that ALL existing systems force YOU to remember who else's record need to be updated when changing anything, will be particularly delighted as GEM remembers them for you!

It will be of particular benefit to Professionals who get most of their business through 'word of mouth' referrals and want to network highly effectively to get even more. (Because of its in-built project management and client billing system, it will be of special advantage to those who need to charge for their time.)

GEM's Development Methodology was 'Bottom UP' rather than 'Top Down' design. This may well raise eyebrows in IT academic circles, but experience has shown that this produces a design almost impervious to change, as new requirements can almost always be added without having to modify the underlying data structure.

This is because the fundamental tenant of this approach is to design a Data Structure that closely resembles the Entities and Relationships that occur in the real-world – regardless of what you want the system to do. As a result there is, almost always, somewhere to add new information, without having to restructure any existing data.

It is almost always changing requirements, resulting in different data structures that kill most computer projects. For whenever you have to move existing data to a new location, you have to change existing code to tell it where the data is now. The benefit of the 'Bottom Up' approach is that new requirements can nearly always be added, simply by programming the new feature - without having to change any existing code.

Because GEM's data model resembles the real-world, GEM itself behaves like the real-world and displays almost intuitive behaviour that is the direct result of the design methodology and resulting data structure. With most computer systems the data structure results from the stated requirements and required behaviour, rather than the other way round. The problem is that if requirements change...

GEM's Distribution System is unique. GEM can be downloaded for FREE from <http://www.gemnetworking.com/downloads/FREE-personal-version>, or CD's can be ordered on-line. We allow anyone to copy CD's or burn them from the downloaded software and give them to anyone else. The CD artwork can also be downloaded so that copied CD's can be packaged identically to those ordered on-line. (This is possible because when the software is installed it generates a unique installation which must be activated on-line before it can be used. This then binds it to the machine on which it was installed.)

Product Referrals are also built into the system. Every CD can have a Resellers ID burnt into it, so that when copies are registered, On2it Software will know who to pay commission to. Referrals can also be tracked via hyperlinks on Resellers' Websites, or E-mails.

GEM's Pricing is also unique. It is based on the cost of a postage stamp per record of database capacity. After all, if you want to store someone's address, it must be worth a local postage stamp! This means GEM is affordable to organisations of all sizes and no one needs to compromise on features to suit their budget. This pricing is a one-off purchase cost, not an annual charge – though the system can be leased on an annual basis if required. For more details see <http://www.GEMnetworking.com/pricing/gem-pricing>

The 'FREE Personal Version' is limited to 100 names and addresses, whilst the 'Enterprise Version' has unrestricted capacity.