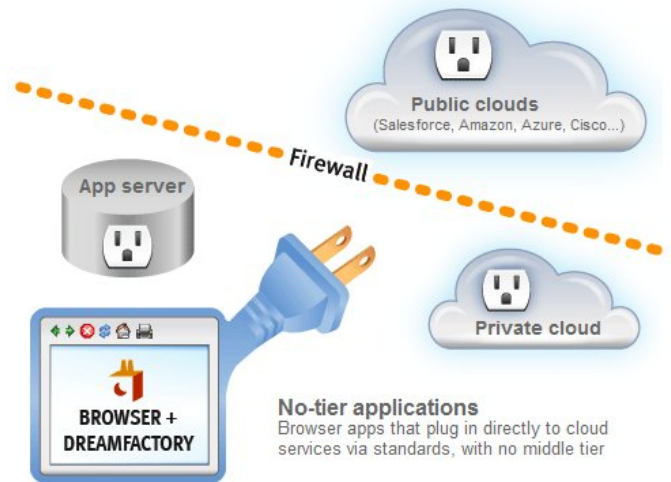


Cloud Development Platform

DreamFactory's offers the only cloud development platform that fits in your browser. Simply install our open source plug-in and start building enterprise grade browser applications that directly connect to your public and private cloud services.

No-Tier approach enables rapid time to value

DreamFactory is the fastest way to deploy enterprise grade applications that leverage cloud services. Our no-tier architecture enables browser based client applications to directly connect to enterprise service architectures via standards (rest, soap, xml, ...) with no middleware required. Developers can choose between familiar programming styles (javascript or VB style) to gain instant productivity.

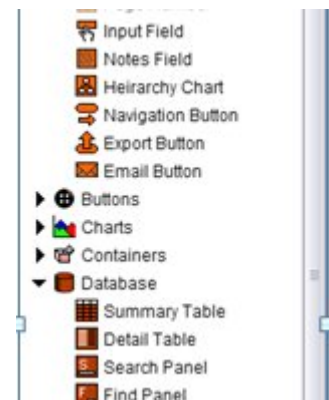


DirectConnect libraries prevent lock-in

Our open source add-on libraries provide a single abstraction API for the leading commercial cloud computing platforms. DirectConnect dramatically reduces development time while insuring your applications against lock-in.

Super widgets speed development

Included in the CDP Professional edition is a palette of graphical application components to jump start any engineering project. This extensive library of building blocks includes rich charts, summary & detail tables, nested filters, relationship maps, 3D pipeline views, Rolodex views, visual transforms and many more. The palette is fully extensible, allowing developers to build cross platform business components with our robust visual widget designer.












Application Component Library (ACL)

The ACL is a rich palette of over 130 configurable application components, enabling the rapid delivery of enterprise grade applications. Application builders can assemble ACL components using FormFactory's visual programming model, or code to ACL in the DreamFactory Cloud Development Platform.

- ▼  Simple
 -  Merge Field
 -  Text
 -  Image
 -  Table
 -  Rectangle
 -  Line

Widgets for cloud forms

Included in the palette is a set of abstract database Form components to rapidly assemble fully interactive business engagement forms such as live employment applications, product configurators, rich order forms, and a host of others.

- ▼  Buttons
 -  System Button
 -  Radio Button Group
 -  System CheckBox
 -  CheckBox Group
 -  Menu Button
 -  Icon Button
 -  Date Picker
 -  Print Button
 -  Attachment Button







Extensive library of GUI controls

Choose from a complete set of GUI controls to rapidly construct enterprise grade cloud apps.

- ▼  Containers
 -  Scrolling Border
 -  Tab Set
 -  Tab
 -  Regular Border









Full window and container support





Deliver rich internet applications with desktop look and feel by using containers and deploying robust windowing features in your apps.







- ▼  Charts
 -  Pie Chart
 -  Bar Chart
 -  Area Chart
 -  Line Chart
 -  Scatter Chart










Advanced visualization components

Easily connect rich graphics to data components for visualization. Charts are fully configurable at runtime, enabling your applications to “bake-in” end-user customization features.

- ▼  Advanced
 -  Page Number
 -  Input Field
 -  Notes Field
 -  Heirarchy Chart
 -  Navigation Button
 -  Export Button
 -  Email Button

- ▼  Fields
 -  Static Field
 -  Scrolling Static Field
 -  Edit Field
 -  Scrolling Edit Field
 -  Scrolling List

- ▼  Windows
 -  Document Window
 -  Dialog Window
 -  Floating Palette
 -  Scrolling Window
 -  Resizable Window

- ▼  Guages
 -  Round Guage
 -  Square Guage
 -  Upper Left Guage
 -  Upper Right Guage
 -  Lower Left Guage
 -  Lower Right Guage
 -  Semi Circle Guage
 -  Triangle Guage

- ▼ Database
 - Summary Table
 - Detail Table
 - Search Panel
 - Find Panel
 - Filter Panel
 - Control Panel
 - Alphabet Panel

Cloud rdb components

Rapidly deliver applications built on cloud relational databases such as Force.com. Our rdb components include summary and detail views of filtered data as well rich transformation operations. Database views are fully configurable at runtime enabling end-user sorting and other tailoring features.

- ▼ Widgets
 - Related Objects
 - Outer Join Table
 - Threaded Discussion
 - Filter Junction
 - ID List Mapper
 - Calculate Velocity
 - Page Linker
 - Iterator

Super widgets

Add fully encapsulated mini-app features to your enterprise applications. Examples include our 3D pipeline viewer, Organization Chart creator, and social discussion manager.

- ▼ Ornaments
 - Photograph
 - Bitmap
 - Movie
 - Sound
 - Shape
 - HTML

Multi-media components

Easily drop multi-media components such as pictures and web pages in to your apps. ACL presentation components enable the creation of slide based applications with full navigation.

- ▶ Amazon
- ▶ Connect
- ▶ Desktop
- ▶ QuickBase
- ▼ Salesforce
 - Salesforce Login Panel
 - Salesforce Summary Table
 - Salesforce Detail Table
 - Salesforce Search Panel
 - Salesforce Find Panel
 - Salesforce Filter Panel
 - Salesforce Control Panel
 - Salesforce Alphabet Panel

Cross cloud mash-ups

This extensive library enables the rapid creation of cross cloud mash-ups built-up from native app components from the most popular cloud computing platforms.

- ▼ Transforms
 - Merge Array
 - Add Column
 - Delete Column
 - Trend Analyzer
 - Delete Row
 - Rename Column
 - Sort Array
 - Aggregate Array
 - Extract Column
 - Create Group
 - Transpose Array

- ▼ MiniApps
 - Pipeline
 - Rolodex
 - Organization Chart
 - Document Exchange

- ▼ Presentation
 - Navigation Panel
 - Outline Bullets
 - Title Bar
 - Text Box
 - Picture
 - Background

- ▶ Amazon
- ▶ Connect
- ▶ Desktop
- ▼ QuickBase
 - QuickBase Login Panel
 - QuickBase Summary Table
 - QuickBase Detail Table
 - QuickBase Search Panel
 - QuickBase Find Panel
 - QuickBase Filter Panel
 - QuickBase Control Panel
 - QuickBase Alphabet Panel



Cloud Development Platform- Professional Edition

Commercial license:

CDP is licensed as an annual subscription on a per developer basis. The subscription allows unlimited use of the CDP platform for each licensed developer. The subscription fee is \$3500/year. Volume pricing applies, so please contact your DreamFactory representative at 888-399-3732 for details.

Customer Success Services:

DreamFactory's customer success organization is focused on ensuring that our subscribers get the maximum benefit from our products. There are three aspects to Customer Success:

Education Services

Included in your subscription is web based instructor led training, video tutorials, and on-demand services with professional consultants to help you with your projects.

Support Services

Included in your subscription is hotline, email, and live chat support. The tool palette has built in support menus that allow one-click access to support representatives and links to useful documentation such as the DreamFactory support wiki. Additionally, the support menu offers a context sensitive "suggestion box", allowing you to request new capabilities and report issues.

Adoption Services

Our customer success practice includes a project manager that coordinates regular check-ups for continuing education on new capabilities, assistance with optimizing the unique needs of your development environment, and triage for any support related issues.

Professional Services Boot Camp:

Included in your initial subscription is a personalized ½ day boot camp to help you kick off your first project.