

Excel is great for managing financial data,
performing analysis and creating applications but...

Excel has considerable downsides

Large security and
operational risks of
unmanageable
spreadsheet files

Business opportunities
missed because
spreadsheets
don't scale into
enterprise applications

Data cannot
be shared
seamlessly
and simultaneously

Spreadsheet behavior
is dependent upon
the PC configuration
and the Excel version

New application
deployment
can be costly
and often requires
additional client-side
software



Yet you don't wish to lose
the power and flexibility Excel provides

Anima Enterprise
is
the answer!



Anima Enterprise accelerates the centralized deployment of high performance
complex and graphically-rich analytic solutions,
drastically cutting risks and costs inherent in existing Excel spreadsheets

ANIMA
ENTERPRISE
SIMPLIFYING ENTERPRISE APPLICATION DEPLOYMENT

<http://www.sayula.com>

Anima Enterprise by Sayula

Anima Enterprise is an open architecture platform implementing rapid enterprise application creation and deployment (RAD). Anima dramatically accelerates the centralized deployment of high-performance, complex, and graphically-rich mission-critical analytic solutions originally built in Microsoft Excel and provides a fast and effective migration path out of the common problem of ever increasing numbers of one-off Excel sheets plaguing the enterprise. Once deployed in the Anima platform, the solutions run on generic architecture servers, completely independent of Excel, automatically enjoying all the characteristics of a true Enterprise Application, namely

- Centrally deployed, managed and controlled
- High performance, robust, failsafe and scalable

- Fully interactive and graphically rich
- Capable of producing a centralized audit trail of every performed action
- Capable of displaying, contributing, and sharing user and market data in real time
- Multi-user permission-controlled (market data entitlements enforced)

How is this achieved? Aside from Anima's high-performance support for all standard built-in Excel functions, Anima also supports RAD, a mostly programmer-less way to offload custom auxiliary Excel add-in libraries, including those implementing realtime market data feeds, to its proprietary spreadsheet engine backend. This powerful feature is what completely differentiates Anima from standard web authoring internet-based services like Google Docs or similar applications.

1 Reduce Risk.

- Eliminate the risk of managing an ever increasing landscape of one-off business solutions and Excel spreadsheets.
- Instantly transform your mission-critical spreadsheets into fully-compliant enterprise applications.
- Achieve automatic Business Continuity capabilities on all your spreadsheet-based solutions.
- Achieve the freedom to move between market data vendors at will without having to worry about costly migration issues.

2 Reduce Costs.

- Reduce IT support costs by eliminating multiple vendor-specific client market data interfaces and applications.
- Reduce your system's client side complexity rapidly achieving significantly lower IT support, development and deployment costs.
- Reduce or even completely eliminate costly vendor-specific license and support fees through freedom to move between market data vendors at your will.

3 Empower your Business.

- Put your business units in control of the actual application creation and deployment process
- Dramatically accelerate the time to market for all your new business solutions.
- Transform your business solutions into enterprise-wide Cloud Computing services.

4 Scale with your organization.

- Being platform and client agnostic, Anima gives you the freedom to scale together with your business needs.
- Add functionality seamlessly when you need it, without having to worry about client application upgrades.
- Scale up performance and boost up capacity by increasing the size of your centralized server farm, without costly upgrades to user workstations.

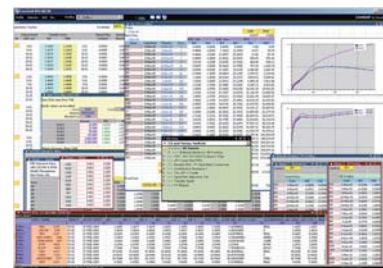
WebGrid



Global accelerated time to market

The most flexible way to interact with Anima created analytical models and market data displays in real time, WebGrid supports all standard internet browsers to create a multiple document user interface that is fully customizable and dynamically extensible. WebGrid example uses are portfolio performance-attribution screens, fixed-income curves and future strips, or simple web enabled general-purpose dashboards. WebGrid requires no client software installation and its screens can be easily embedded as live applications into corporate web portal pages.

LiveGrid

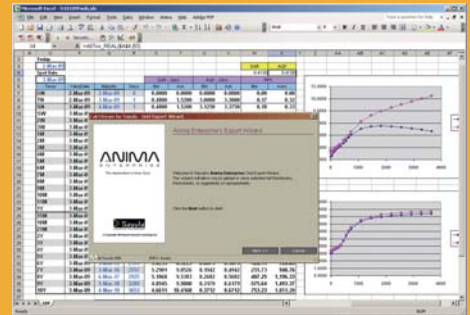
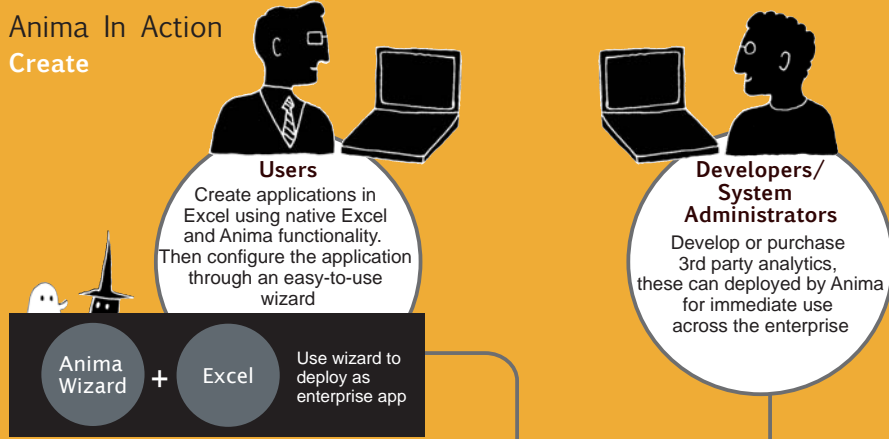


Desktop realtime market data and custom analytics

The desktop version of WebGrid, LiveGrid provides a high performance display of live market data and charts. Just like its web based counterpart, LiveGrid delivers the ideal graphical user interface for both simple market data displays and complex analytic-based application screens. Due to its dynamic extensibility, LiveGrid is the ideal solution for companies looking for lower cost alternatives to general-purpose market data displays, with the added benefit of in-house and third-party live analytics support.

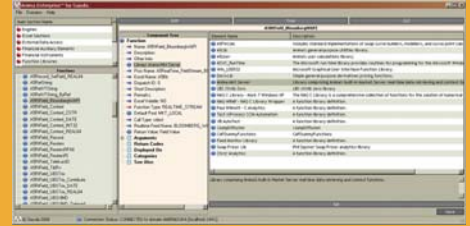
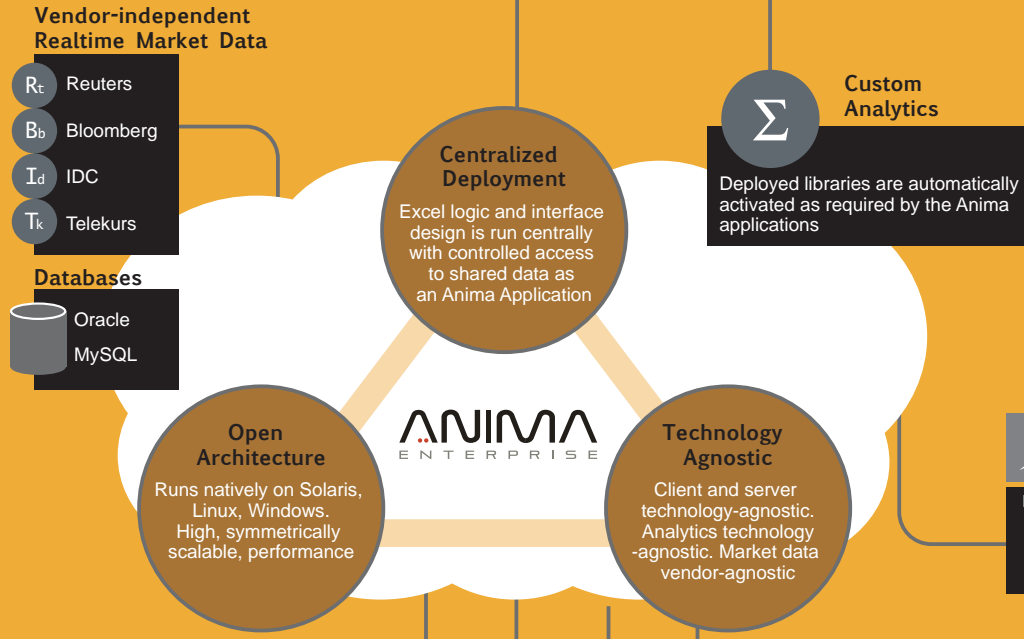
Anima In Action

Create



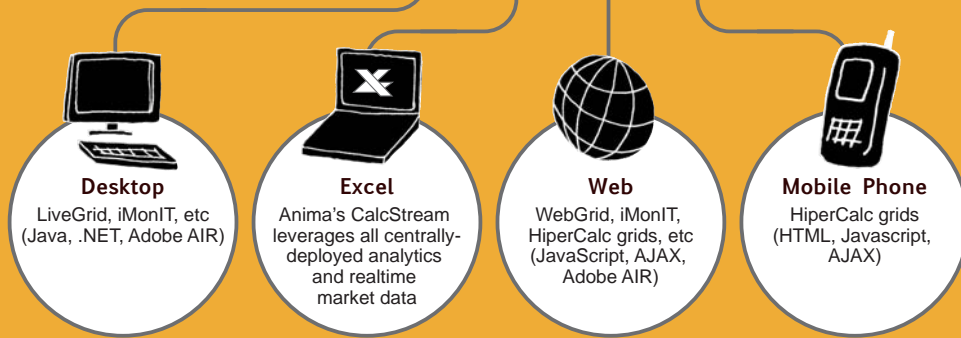
1. Create your spreadsheets in Excel as usual with Anima's added functionality of extensive specialized analytic functions and data feeds.
2. Use Anima's Deploy Wizard in Excel to deploy your spreadsheet as an enterprise application.

Deploy



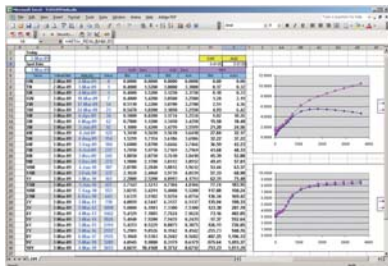
1. Deploy in-house and third-party analytic libraries to enrich your new and existing spreadsheet-based applications.
2. Deploy new market data feeds and switch between vendors without affecting your client applications.

Interact and Share



1. Securely activate and interact with your Anima created applications via your web, your desktop or your corporate mobile devices.
2. Immediately use your newly deployed functions and data feeds in Excel with absolutely no need for client software installation or upgrades.

CalcStream



Excel as a thin client

The most powerful way to dynamic Excel extensibility, the CalcStream add-in brings centrally deployed in-house or third-party analytics and multi-vendor streaming quote data into Excel. CalcStream effectively transforms Excel into a versatile thin client capable of combining multiple remote sources of specialized logic and data with standard Excel spreadsheet functions. Both new analytics and new vendor feed data can be centrally incorporated without the need to ever change the CalcStream add-in.

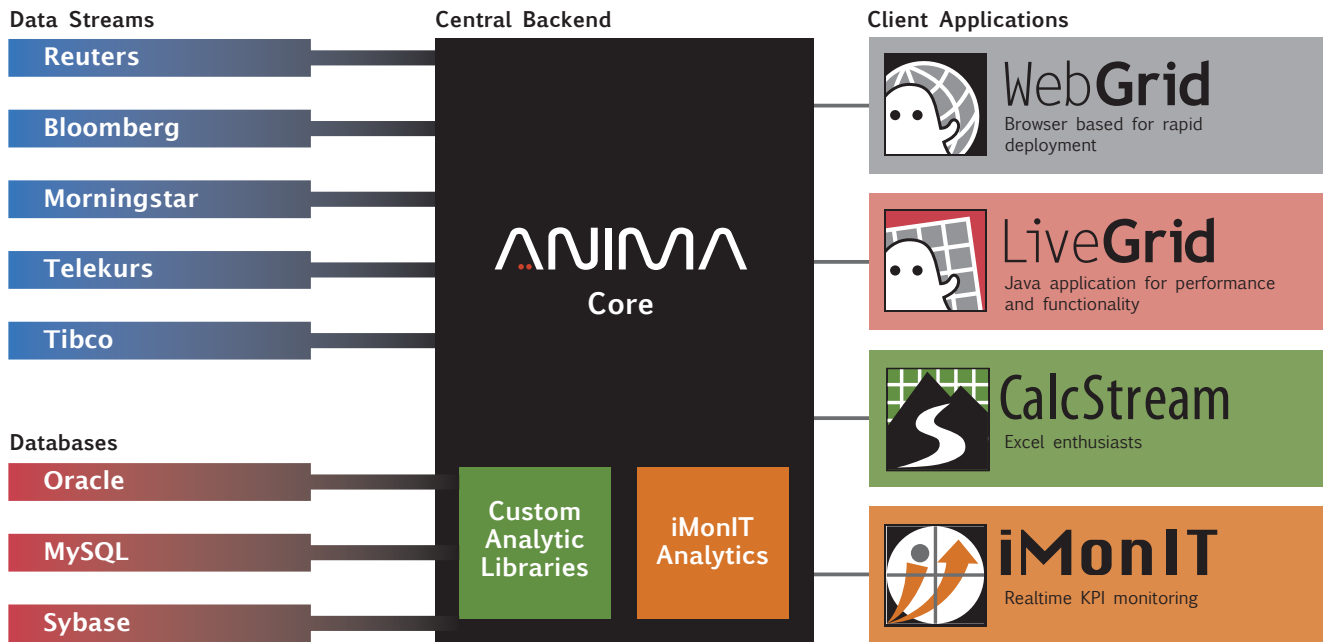
iMonIT



Realtime feed end-to-end performance measurement

iMonIT provides IT operations with centralized realtime monitoring and alert notification of delays and service interruptions for market data feeds. By measuring delivery volumes between two or more vendor feeds, delay differences are determined and emerging problems with exchanges, networks, data providers, or in-house infrastructure are readily identified. iMonIT's graphically rich output includes realtime charting and heat map visualization of no data, frozen data, and delayed data problems.

Anima System Architecture

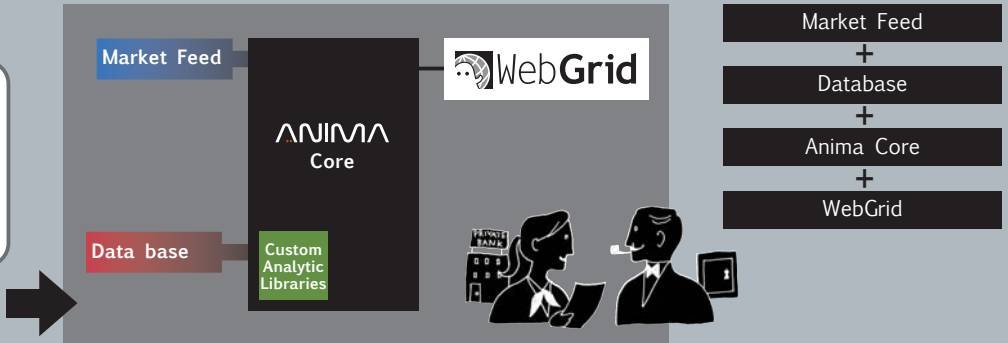


Examples of Anima Use in Real Life Applications

1. Sales



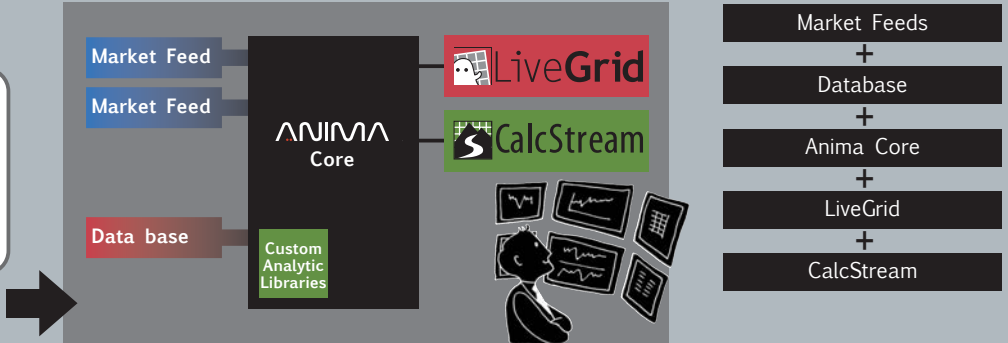
Provide your client with a wide range of latest products from a single sales workbench, whilst being able to see their current portfolio, with the latest valuations and investment opportunities



2. Trading



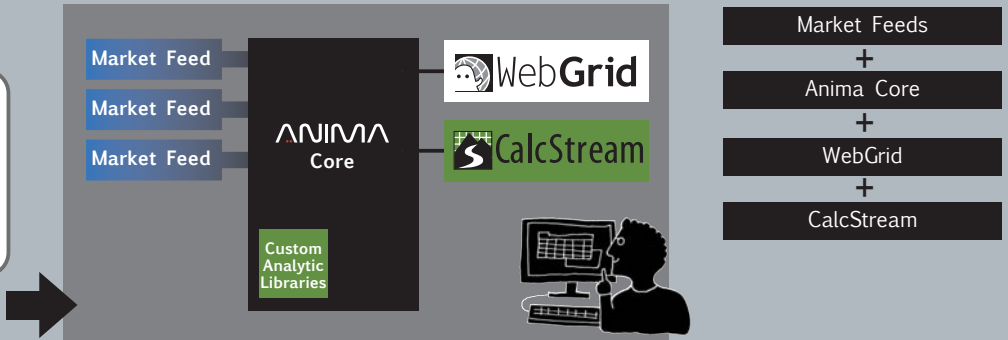
Whether you are a fixed-income, equities, or derivatives trader you want the latest tools to price your products, watch market activity, manage your risk and interact with sales



3. Risk Management



In today's environment you need to be sure that you understand your company's risk. In a world of evolving products and market conditions this requires the quick integration of multiple-source data and specialized analytics



Anima System Specifications and Software Compatibility.

Supported Platforms. Server side: Windows (NT/2000/XP/Windows 2003 Server), Linux (Red Hat RHEL5.X, Red Hat Fedora 10, Suse SLES10), Solaris (SunOS 5.10 on x86 and SPARC). Client side (Desktop): Windows (NT/2000/XP/Vista). Client side (Internet): MS Internet Explorer 6,7,8, Firefox 2.X, 3.X, Google Chrome, Apple Safari, Excel Add-In: Microsoft Excel (97/2000/XP/2003/2007). Market Data Connectivity (Subscribers): Bloomberg WAPI3.X (Windows only), Bloomberg Server API (Linux), Reuters RFA6.X/RMDS, Reuters SSL4.X/Triarch, Reuters RI/HTTP, Telekurs iD2/HTTP, Tibco Tib/Rv Generic listener, Simplex Galaxy/Japan Exchanges direct feed. Market Data Connectivity (Publishers): Reuters RFA6.X/RMDS, Reuters SSL4.X/Triarch, Tibco Tib/Rv. SQL Drivers: Oracle, Sybase, MS SQLServer, MySQL.

Anima's Building Blocks: Server Programming Languages: C++, i386 Assembly, SPARC Assembly. Client Programming Languages: Java, JavaScript, ActionScript, C#, C++. Message Transport Layer: XML over TCP/IP. Server-side Communications, Multi-Threading, and OS Portability: The ACE C++ Toolkit.