



About Declarativa

Declarativa is a Portuguese software development and consultancy company.

Mission

- Provide faster consultancy and custom software development on the internet platform, by exploring new declarative techniques;
- Provide better development tools, made available as corporate open source.

A fresh declarative perspective

- Analyze data and declarative business rules as understood by users
- Generate prototype applications based on declarative information only; delay use of procedural information, so applications grow better.
- Applications are not frozen, they improve over use

Services

- Web front-ending of existing databases
- Custom-made web information systems
- User friendly interfaces for complex databases
- Information System reengineering
- Workflow and data redundancy analysis
- Knowledge Systems development and integration
- Development tool support, project guidance

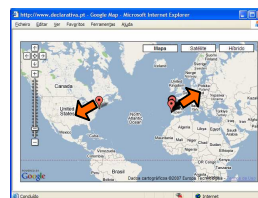
Each solution component is provided with full source code, or is an industry standard with negligible runtime cost.

Main customers

	Government	SMEs
Portugal	<p>APA (Portuguese Environment Agency): thematic search engine; consultancy for entity integration; national legislative database</p> <p>CCDR-N (North Region Commission): survey of 80+ databases and formulation of IT plan; development of new integrated document and workflow management system</p> <p>CVRVV (Vinho Verde Commission): laboratory management; web forms for wine production and certification management; etc.</p>	<p>Servisoft: custom-made web information system, reseller and other web front-ends</p> <p>Declarativa: we eat our own food; project timesheet management, visible to customers</p>
USA	<p>DLA/DoD (Defense Logistics Agency): experimental web front-end to largest part database in the world; Java graphical interfaces to knowledge tools</p>	<p>XSB, Inc.: timesheet and project management</p>

Specific references on request to info@declarativa.pt:

Market Expansion Plan

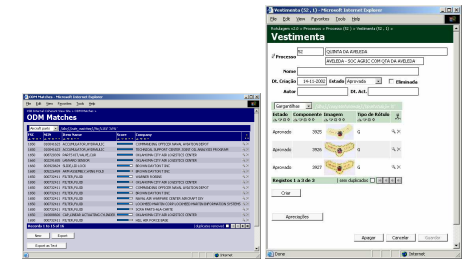


The edge: no interface code

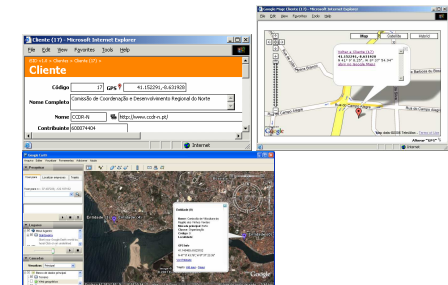
The less code you have in an application, the more flexible it is. Information Systems change all the time; functionality should improve as the application is used and users understand it enough to ask for more.

Declarativa's tools tap unused meta data in SQL engines, and accelerate projects while tolerating more changes. The human interface is not heavy luggage – it's automatic, thus expendable.

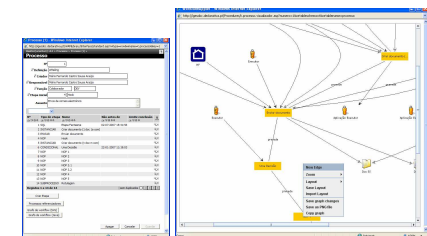
Your data is SQL data:



Location is data:



Workflow definition is data:



Lines of code above: zero; we squeeze data

Tools of the trade

Declarativa's:

- **Web Application Maker (WAM);** *Web interface generator for multi-user SQL Server and Oracle databases; makes complete user interfaces with a single click, or web form fragments through model-based developer API; multi-lingual; showroom at our web site; corporate open source*
- **Tabularium;** *declarative workflow and document management; corporate open source (Fall 2007)*
- **Inquiridor;** *quick deployment and management of data surveys through web*
- **PlasmaMedia;** *web-based software for controlled emission and management of ad and news content over Plasma screens, TFTs, POS etc*
- **InterProlog;** *Java bridge for knowledge engines*

Industry standards:

- **SQL Server 2005, Oracle 9 and later data engines**
- **JavaScript web servers (Windows XP Pro, 2003)**
- **IE, Firefox, Apple Safari web browsers**
- **Google Earth, Google Maps**

Technology seen from Declarativa

Wired	Tired	
SQL Server, Oracle	MySQL, PosgresSQL	Real engines now have free runtimes
Javascript	Java, C#, Ruby, Perl	Dynamic and robust programming in both server and browser
Google APIs	Traditional GIS vendors	Maps can be simple and powerful!
WAM	Other tools	People care about their data, not interfaces
SQL models	Object models	essence(SQL) >> essence(other)
European developers	Fareast sweatshops	No time to ship specs, adapt with customer
Corporate open source	Exotic open source	Good, effective source over solid platforms
Windows	Linux	<500€/server is cheap

Partners

- **Centro de Computação Gráfica (CCG/ZGDV),** U.Minho campus; extra manpower; www.ccg.pt
- **Madan Parque,** New University of Lisbon campus; Lisbon software lab (Fall 2007); www.madanparque.pt
- **Servisoft,** Porto; facilities, reseller network; www.servisoft.pt
- **XSB, Inc.,** Stony Brook, NY; USA market; www.xsb.com

Core Team

- **Miguel Calejo;** Managing Partner; Electrical Engineer, U. Porto 1984; IBM Portugal Science Prize, 90; PhD on Computer Science (AI) New University of Lisbon, 92; Microsoft Software Prize 2000 (Internet).
- **Gabriela Seruca;** Managing Partner; Chemical Engineer, U.Porto 1987; Manager, Servisoft
- **Mário Araújo;** Senior Software Engineer; top student, Computer Science, U. Portucalense 1998; Microsoft Software Prize 2000 (Internet branch)
- **Alexandra Baldaque;** training and documentation specialist; top student, Information Systems, U. Portucalense 1998; Master in Education; supported by Adi, POSI/1.2/Nº23/2007
- **Carlos Elói Barros;** Junior Software engineer; Computer Science, Faculty of Sciences, U.Porto 2007

Declarativa: instructions for use

Having survived until the fine print, you get something. Give us a puzzle and we'll analyze it (and perhaps prototype it) for free.

If you can, please provide us with some data (SQL Server backup, Oracle dump, Access or Excel file, anything); we prefer to think over real data. We'll sign a Non Disclosure Agreement if needed.

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