

## White Paper – Executive Summary

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### Overview

In a very short time, eTapestry has become the leading provider of web-based fundraising software with users accessing their data from all over the world. This success is the result of meeting the unique needs that many nonprofit organizations have, without adding to the cost and administrative burdens. This Executive Overview identifies the issues resolved with eTapestry and expands on the design goals.

### Problems and Solutions

#### ***Problem: Need low-cost alternative***

Often, nonprofit organizations must exist on a shoestring budget and simply cannot afford the high price of the large, full-featured fundraising packages. In fact, some can't afford the new computer equipment needed to run these packages. In addition there are numerous administrative issues. Who will maintain the database? Who will do the backups? What happens if the server crashes? If you are trying to raise money for a good cause, you have better things to do with your time than spend it on systems issues!

#### ***Solution: Pay as you go***

No longer will organizations have to budget for months or years in advance in order to find the money to pay for good fundraising software. By making the software available as a service, you can pay for the services you need on a monthly basis at much lower cost.

#### ***Problem: Need simultaneous access to data***

From small local organizations to large international organizations, the need for timely access to data is a common theme. Anytime two or more people need access to the same data from different places, the problem of data synchronization raises its ugly head.

#### ***Solution: Put the database on the Internet***

By accessing the database from the Internet, information is available to everyone in the organization who needs access. No longer do geographical boundaries matter. If you have access the Internet, you can access your data!

#### ***Problem: Need platform independence***

All organizations feel the need for platform independence. Some organizations must run on whatever hardware and operating systems are donated to them. Others want the ability to choose their own environment and not be shackled by the software vendor's choices. In any case, it is imperative that we are able to provide all client computers access to the same data at the same time.

#### ***Solution: Access from a Web browser***

Even though eTapestry is on the Internet, everyone can gain access from the computer they already have. By targeting the web browser as our client we can ensure that nearly any system – Windows, Macintosh, UNIX, etc. – can easily access eTapestry.

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### Design Goals

#### *Ease of Use*

Organizations don't want to spend a lot of time training or retraining their staff to use eTapestry! The browser interface provides a uniform, easy to learn solution for getting all users quickly acclimated to the software. This is especially important as various constituents of the organization (board members, volunteers, remote staff, etc.) access data.

Ease of use is particularly helpful when navigating through your data for information or when generating reports.

No longer will users of the system have to wonder – Was that the right mouse button or the left? Should I double-click or single-click? Every function in this program is accessible by a single click of the mouse.

In most applications, when you find a piece of information on the screen or in a report, you have no idea where it came from. In eTapestry, that problem is easily resolved – just click on it! All data in eTapestry is hyper linked!

How useful is this? Imagine you are looking at a report listing the gifts from a donor of yours and you see a particular gift that looks interesting. Click on the amount. You will now be viewing that gift. Or you could have clicked on the Donor or the Fund or a Code ... and whatever you clicked on would take you to a screen showing you exactly what that data means!

#### *No administration*

What would it be like to never have to install new fundraising software? To never have to worry about the latest version? That is exactly how eTapestry works. By having the client run in a Web browser, installation and updates are seamlessly integrated as the user connects. There is no separate distribution!

No longer constrained to Windows, the eTapestry application is designed to run on nearly any system! This is especially important for our customers that run Macintosh, OS/2, UNIX or a mix of platforms. Our eTapestry client will run anywhere that a JAVA-enabled Web browser runs! Being 100% pure Java means that our server application can run anywhere that Java runs! And because the client needs only to have access to the Internet, you avoid many of the costly equipment upgrades for memory, hard drive storage, and CPU speed.

#### *Secure Access*

As always, data security is of primary importance and even more so on the Internet. Thus, we provide the highest levels of security.

Logins control what information is displayed, including specialized sections for different types of users. For example, a volunteer to your organization may need to update schedules or check messages without having access to the rest of the system.

Data is encrypted to prevent interception and reading of transmitted information. It is backed up, tested, and updated automatically. Since your data is hosted by eTapestry your disaster recovery plan is in place. Redundant systems,

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backup units, and multiple access points give you protection unmatched by in-house systems.

### *Service oriented*

Traditional forms of customer service have been greatly expanded and enhanced by utilizing the Internet for fast, efficient communication and information sharing. The foundation of our company rests squarely on a commitment to provide the industry's finest service and support.

Online help provides accurate, instant access to information that guides you through operation. Email and telephone support options give you easy access to the experts at eTapestry. And online training options give you convenient, flexible, and cost effective solutions for getting your staff up to speed.

### Today's Solution – And Tomorrows

#### *Maximum flexibility for unlimited growth*

Technology never stands still and neither do our customers. Therefore, we design for continuous growth and the ability to quickly add new features. We have made some architectural decisions that help facilitate that goal:

- 1) Object oriented architecture. This is the best way to keep pieces of the application modular to allow for future expansion and growth.
- 2) Object Database. By using an object database instead of a relational database, it is much easier to make changes in our database to match changes in our application design and code.
- 3) The Java programming language. Java is the fastest growing programming language in existence today. With this growth, we expect to have more and more tools and components available to use in our future development efforts. In addition, by taking advantage of some of Java's unique characteristics, we provide the most flexible and robust application possible to our customers.

### Glossary of Terms

#### **Applet**

A program, written in Java, that runs in a browser.

#### **Application**

Any program that does not run in a browser.

#### **Client**

The part of a client/server program that runs on the users machine.

#### **Client/Server**

A method of breaking a program up into two pieces (client and server) in order to handle greater workloads

#### **HTML**

Hypertext Markup Language: the language that defines the structure of a Web Page.

#### **Hyper-link**

Any object that you can click on in a Web browser that will cause the browser to display another Web Page.

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### **Internet**

A worldwide network of computer running the TCP/IP networking protocol.

### **Intranet**

A localized (internal to a company) network of computers based on the Internet (TCP/IP) protocol.

### **Java**

A dynamic portable programming language used extensively on the Internet.

### **JavaScript**

A scripting language used to add interactive capabilities to a Web Page.

### **Multi-tier**

Dividing the processing of a single program across multiple machines on a network.

### **Network**

Multiple computers that are able to communicate with each other.

### **Object-Oriented**

A method of programming that attempts to more closely model the way things work in the real world than more traditional methods of computing.

### **Object-Oriented Databases**

A database that is based on Object-Oriented concepts, rather than relational.

### **Servlet**

A program written in Java that runs as a service to Web browser clients.

### **Server**

The part of a client/server program that runs on a remote computer

### **TCP/IP**

The networking protocol used on the Internet.

### **Thin Client**

Installing a minimum amount of software on the client in order to run a client/server application.

### **Web browser**

One of the many applications that run as clients to the World Wide Web (e.g. Netscape Navigator, Microsoft Internet Explorer, etc.).

### **Web page**

A page on the World Wide Web

### **World Wide Web (a.k.a. the Web)**

A term referring to all the interconnected Web pages on the Internet.

*eTapestry.com provides leading edge web-based fundraising applications for charities and non-profit organizations of all types and sizes. The highest levels of product innovation, data security, and customer support are hallmarks of eTapestry.*

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