



## FOR IMMEDIATE RELEASE

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# **Next View Supports 4<sup>th</sup> Annual Øredev Conference**

Øredev Founding Company, Dotway, To Feature Next View Software

**Orange, CA** – Next View Software, an innovative leader in the supply chain software market, announced today that it will be supporting Dotway ([www.Dotway.se](http://www.Dotway.se)) at the 4<sup>th</sup> Annual Øredev Conference ([www.oredev.com](http://www.oredev.com)) in Malmö, Sweden being held November 17 – 21, 2008 at the Malmö Exhibition & Convention Center (Malmömassan).

"Next View Software is very pleased to support Dotway and the Øredev Conference. Øredev focuses on the software development process from programming to project management. One of the Øredev founding companies, Dotway, approached us and asked us to share some of our development experience and to highlight our innovative, real-time supply chain visualization solution, Next View Live™" said Steve Simmerman, Business Development leader for Next View Software, Inc. "Next View Live™ is a real-time visualization of operations including labor, equipment and inventory within distribution centers, manufacturing plants and retail operations and allows supply chain management professionals to monitor, manage, plan and even replay events across their entire supply chain. Our global view of supply chains is highly graphical and can be used to monitor facilities anywhere in the world from your desktop. Next View Live™ allows users to truly collaborate with customers, trading partners and internal team members in support of any number of continuous improvement and cost saving initiatives. The benefits of time, money and labor are tremendous. Supply chain managers now have a platform with which they can integrate any number of systems and services to create a real-time control room environment for their entire supply chain."

"Game like visuals are not suitable for every occasion, but in recent years end users in different domains have begun to demand a more interactive user experience where realism and effects are mandatory parts" said Mattias Eriksson, .NET Specialist for Dotway, and conference presenter. "Microsoft made a controversial decision when they declared their framework for advanced 3D in business applications, Managed DirectX, obsolete. The successor was presented, and it was a gaming framework! At this year's Øredev I will discuss the technical aspects of XNA, and present a few companies that use the framework for non-gaming purposes. I think Next View Live™ is a prime example of how to leverage technology to provide those solutions to the commercial market."

"The Next View development team has put together a very compelling product suite based on software technology from Microsoft, including the XNA framework and Windows Workflow Foundation. Our solutions are completely built using a Service Oriented Architecture (SOA) utilizing Microsoft .NET 3.0 and ASP.NET 2.0 with AJAX. Our strategy for real-time visualization is in response to over 20 years of experience in the industry. Customers around the world have been asking for better visibility tools for years and the technology is in place to satisfy this demand" continued Simmerman. "Other solutions available from Next View include integrated Warehouse Management System (WMS), Labor Management System (LMS), Yard Management System (YMS) and Warehouse Control Systems (WCS). This solution set can be integrated easily with other mission-critical supply chain solutions and provides a robust foundation for those organizations faced with replacing aging technology and looking to leverage SOA technology to benefit their business. We believe Next View solutions will enable business and IT organizations around the world to react faster to today's rapid changes in supply chain requirements and to lower the total cost of ownership."



### **About Next View Software, Inc.**

Next View Software is an innovative leader in the supply chain software market. Next View's team has been delivering leading edge software solutions and benefits to customers in the global supply chain marketplace for over 20 years. As a customer-focused organization, Next View Software delivers technologically and functionally advanced solutions to meet the demands of IT and Operational excellence in today's global supply chain market.

Next View's software solutions offer unparalleled scalability, interoperability and extensibility. Next View's underlying architecture allows partners and clients to implement solutions rapidly, greatly improving their ROI. Next View's solutions embrace manufacturing, distribution and retail segments of the supply chain. Our real-time, data-driven visualization provides exceptional visibility across the entire supply chain. This allows our customers to optimize the flow of product from point of manufacture to point of sale and greatly enhances their ability to manage complex product tracking and compliance requirements. The net result for Next View customers is greater inventory control, reduced costs and improved customer satisfaction.

Next View offers the technology, service and support that companies are looking for in order to advance their supply chain performance. For additional information, call 1.714.881.5105 or visit [www.nextviewsoftware.com](http://www.nextviewsoftware.com).

### **Next View Software, Inc.**

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### **About Øredev**

Øredev is a big conference - REALLY BIG! It spans the breadth and depth of all aspects in software development. The complete list of sessions and events is overwhelming at first glance. The conference is arranged over three days (plus a few extra events on the two days preceding the conference). For additional information, call +46-(0)40-602-3134 or visit [www.oredev.com](http://www.oredev.com).

### **Øredev**

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### **About Dotway**

Dotway is a consultancy company with its entire focus on the Microsoft .NET platform.

We are convinced that our specialized approach is beneficial for both us and our clients.

Dotway consultants are passionate about .NET, and of course they enjoy, learn and deliver the most value when they get to work with their favorite technologies!

Naturally, our reason for being is to provide our clients with the best possible advice and development services using .NET. We often act as developers within a team, and often we are entrusted the responsibility for technical lead and coaching. Other service portfolio also includes training as well as advice on architecture, design and best practices.



Due to the fact that we work exclusively with .NET, we are building a very comprehensive knowledge base. Therefore, a Dotway consultant not only brings her own knowledge and skills into an assignment, but will also have access to a huge database of technical know-how.

We also want to share our knowledge with others, and do so by arranging breakfast seminars, training sessions, and by speaking at various Swedish and international conferences.

Dotway is a Gold Certified Microsoft Partner and also one of the founders of [Øredev](#), an annual international developer's conference.

Dotway is part of a group of independent specialist companies, and in partnership with these companies we are capable of undertaking turn-key development projects.

### **Dotway**

#### **Malmö**

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