

A **HostedDatabase.com** White Paper

HostedDatabase.com
Web Hosted Applications and Databases for Business

2100 Sawtelle Blvd., Suite 304
Los Angeles, CA 90025
1-877-722-7393
www.HostedDatabase.com

Applications Getting Started Guide

By Technical Support Department

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Introduction

Many businesses large and small are strongly embracing web-hosted software applications or *Software-as-a-Service*. The appeal of on-demand software over on-premise software centers around lower cost of ownership such as no software licenses to buy, no upgrades, no hardware servers to use, and no in-house support staff. In addition, when new versions of web-hosted software become available they become instantly available to all user firms.

HostedDatabase.com launched the computer industry's first *Database-as-a-Service* offering in 1999, and now also offers a growing suite of small business applications: contact management (CRM), project management, time & billing, event management and expense tracking. For one low monthly per-user price, you get access to all available applications. Even better, we plan to frequently add new applications to our suite, so as time goes on, the value of your subscription grows since you still pay the same low price.

Creating an Application

The first step in creating a web application is to create an account with HostedDatabase.com. Simply click on the *Register* link on the homepage and you can register for a free 30-day, full-featured trial account. With your trial account, you can create as many instances of our web applications as you wish. You can also create multiple application users to test out our data access and security features.

To create an application, just click on the *Create a new application* tool in the Control Panel and step through our *Click-N-Run* application wizard process. You'll select one of our applications from the list in order to



create an instance of the application for your own use. The entire application creation process takes just seconds. The result is a complete set of relational database tables and web forms for use by your business.

Customizing an Application

HostedDatabase.com web applications can be customized to address your specific business requirements. The main method of customization is to populate the various look-up tables that comprise each application with data values pertinent to your business. For example, the contact management application has the Contact Types look-up table. Each look-up table should be fully populated before using the application. Each look-up table is accessed by a separate tab when running the application.

In addition, each primary data table provides a series of custom fields that you can rename to suit your needs. You can also rename existing default application fields if you wish to change their meaning and define a custom sort order for the fields to appear on the screen. Each instance of any of our applications can have a unique set of customizations. For example, you might create a project management application to handle your company's green IT project, and another to help coordinate your corporate move.

To customize your web application, simply select the *Update application properties* tool in the Control Panel.

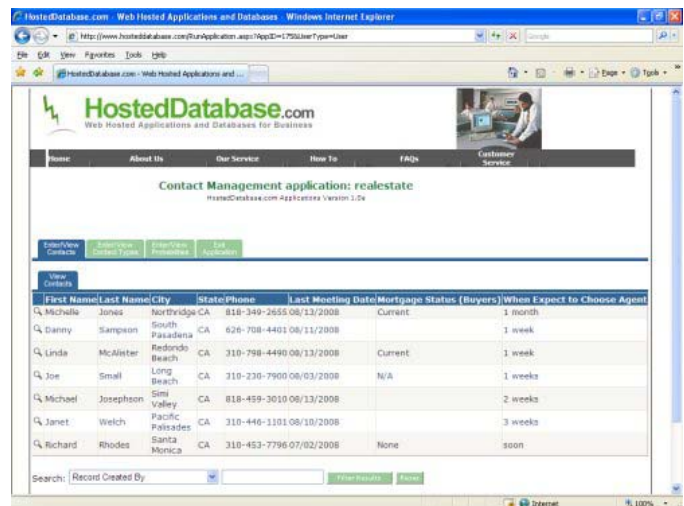
Using an Application

Using a web application is very simple. You can run an application from the Control Panel, by clicking on the *Run an application* tool if you are logged in as account administrator, or you can run an application from the homepage using *Application User Login* box. In either case, you enter an application username and password.

Initially, you can use your account name and password that is configured with full application privileges, but you can also create additional application users with different usernames, passwords, and data access privileges.

Using an application is very straightforward. For each application type, data content is divided up into three different areas: primary data (e.g. contacts for the CRM application), secondary data (e.g. calls), and look-up data (e.g. contact types). All data areas are accessed via labeled tabs in the application workspace. You can easily add, edit, delete or search for data using the clearly labeled buttons, and you can view individual records using the looking-glass icon.

Here is an example of primary data display for a contact management application customized for use by a real estate agent:





Sample Uses

HostedDatabase.com on-demand web applications can be used for a broad range of business applications. Here are a few sample applications:

Real Estate Office

A small real estate office uses our *Contact Management (CRM)* web application to keep track of contact and call history information for potential home buyers and sellers. The application uses several custom data fields because the area of specialization is homes with horse facilities. The office utilizes a five (5) user seat subscription for all its agents.

Child Care Resource Center

A non-profit organization specializing in providing child care for low-income families uses our *Project Management* web application to manage various internal fund raising projects in the community. The paid and volunteer staff can use the application to make sure projects are completed on a timely basis for reporting to state government funding departments. The organization utilizes a twenty (20) user seat subscription for its staff members inside the office as well as in the field. As a web-based application, users can access the software from home or on PCs connected to wireless networks.

Independent Graphic Designer

An individual providing professional graphic design services to the business community uses our *Time & Billing* web application to keep a

handle on the time she spends on client projects. She utilizes a single (1) user seat subscription for using this application.

Girl's Soccer League

Parent organizers of a girl's soccer league consisting of five local middle schools use our *Event Management* web application to schedule and organize matches. Custom fields include equipment requirements and providers information. The league utilizes a ten (10) user seat subscription for all its parent users.

Insurance Field Rep

A commercial insurance adjuster working for a major insurance company works out of his home and travels to policy holder business locations to review claims. He uses our *Expense Tracking* to manage expenses incurred for reimbursement purposes. He utilizes a single (1) user seat to access this application.

Summary

On-demand software applications offer a significant cost-saving alternative to traditional on-premise software. With HostedDatabase.com you can get started with any or all of our applications in a very short time. We offer wide range of user seat subscriptions to match your needs so you only pay for what you need, and we do not require a lengthy commitment or contract. Our subscriptions are strictly on a month-to-month basis. Further, we offer free and unlimited technical support via telephone or e-mail.