

Our Story

AN INTRODUCTION
TO OUR BUSINESS

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MESSAGE FROM THE CEO

Were you born with a superpower to code software? Nope, me neither. But today, every business relies on software to deliver its customer value, and to optimize processes.

Encanvas is wholly owned by our consulting business NDMC Ltd and is designed for CEOs, department execs, business analysts and consultants – the ideas people.

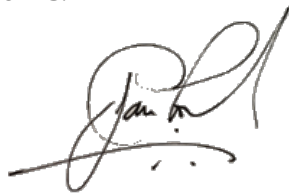
These are the folk who maximize customer experience and minimize operating costs - but don't typically code.

Use encanvas to build professional business apps that grow and adapt. It's about ideas, not apps.

Take your ideas and turn them digital.

And don't code, invent.

Thanks.



Encanvas is proudly made in Britain. We offer special discounts to UK companies because they help us too!

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AFTER 100 YEARS, YOU'D THINK THEY LEARN TO FLY

2 BUT THEN, PEOPLE STILL CODE DON'T THEY?

Old habits die hard.

It's not easy to convince IT people whose career has been built on being coders and scripters that using codeless make sense. And when business-people seek advice, that's normally where they turn.

Encanvas was created to equip the ideas people of businesses with a way to turn their inspirations into technology answers. Overcoming manual coding bottlenecks is key. Here are some of the reasons why manual coding doesn't make sense.

1. Code on the screen creates an us-and-them state between coders and non-coders (the ideas people)
2. Manual coding creates errors which means you need to test and tune – which costs money and time
3. Coding raises the bar on skills that increase skills demands for talent in short supply
4. Manual coding increases the number of people you need around the project table – making projects more complex to run, growing risks of over-runs
5. There's broadly nothing you can build with code that you can't do with a flexible set of 'building blocks' – a certain Danish toy bricks manufacturer proved that!



INNOVATIONS AND FIRSTS

The Wright Brothers had to invent the first aluminum aero engine, the first aero propellor and aircraft controls to make their first fixed-wing powered flight possible. It has been a similar story for encanvas. When you're at the bleeding edge of innovation, there are many firsts to overcome.

Innovations include:

Canvases

Canvases were our first innovation. This innovative structure – think of it as something like a document for building apps with – makes it easier for non-programmers to design, scale, replicate and support the applications they create.

Create Integrated Development Environment (IDE)

Encanvas Create is a codeless Integrated Development Environment (IDE). Codeless means designers see-no-code, and use-no-code.

Information Flow Designer (iFX)

Installs transform and load automation across your enterprise to take care of the jobs computers do best.

AppFabric

Makes it possible for apps to be easily authored and deployed by creating an app ecosystem that's easy to manage, and effortless to scale.

Massively Scaling Software System (MASS)

The ability to scale apps with almost no technical constraints.



Multi-threaded, Multi-Sourcing and Linking

The ability to connect to a mix of data sources at the same time, harvest and blend specific rows of data, to then build new data structures - without coding.

Global UX

A collection of User Experience features designed to maximize user experience and maximize access to authored applications.

Ring-of-Steel Security System

A collection of proprietary data security features that deliver a safer environment for data.

Platform Version Rollback

The ability to maintain integrity between the encanvas platform and your applications into perpetuity.

HyperDrive Plug-In

A technology that lets business analysts add code, script, algorithms, DLLs, data visualizations, artificial intelligence and machine learning etc. into their apps through the encanvas framework.

CODE HOLDS 'IDEAS PEOPLE' BACK BY THE COAT-TAILS

WHAT WE BELIEVE

You wouldn't expect a team of draftsmen be needed to create technical drawings these days, so why assume that software applications need to be coded by hand?

Give 'ideas people' codeless software design, development and deployment tooling and something magical happens.



Over seventeen years, we've been working with blue chip organizations to create apps that maximize customer value and minimize operating costs.

We've been able to solve problems that no other team could answer.

Admittedly, much of our success comes down to how we work more than the tech we use. Encanvas is software designed for solving the problem of affordably equipping 'ideas people' to follow their inspirations through to an outcome. Never did we see it as an app dev platform, always a means to an end.

We've focused our efforts on answering the question - "What's needed for ideas people to build and use professional enterprise apps without coding?" Every innovation we've created was a necessary and vital step towards that vision and supporting our customers. For example, the technology to keep our platform in step with the apps our customers create was revolutionary but also necessary if we were to scale the use of Encanvas to millions of apps.

We believe that encanvas v.4 is the first truly useful and complete applications platform for enterprise customers that puts creative fluidity in the hands of the ideas people.

OUR MANDATE

We created encanvas to help organizations to make it possible for ideas people to fashion an above and beyond customer experience by knowing customer intimately and deliver better processes.

Our ambition was (and still is) to unburden creative thinkers from the shackles of coding and scripting software applications; to release innovation around the world by bringing more enterprises access to affordable, enterprise-grade software.

Our purpose has never been to remove employment opportunities for software coders and scripters; there will always be a demand for higher skills. But asking humans to write code to build buttons or forms when a machine can do it better, doesn't make sense.

Our five year plan is this...

Year 1

To demonstrate encanvas brings value to the ideas people of the enterprise; that it works and makes money. We will initially focus on larger enterprises that are able to affordably pay for services that start-ups can't afford.

Year 2

To scale our business, to serve a larger audience of businesses and entrepreneurs.

Year 3

To make our technology available for free to more education establishments and good causes.

Year 4

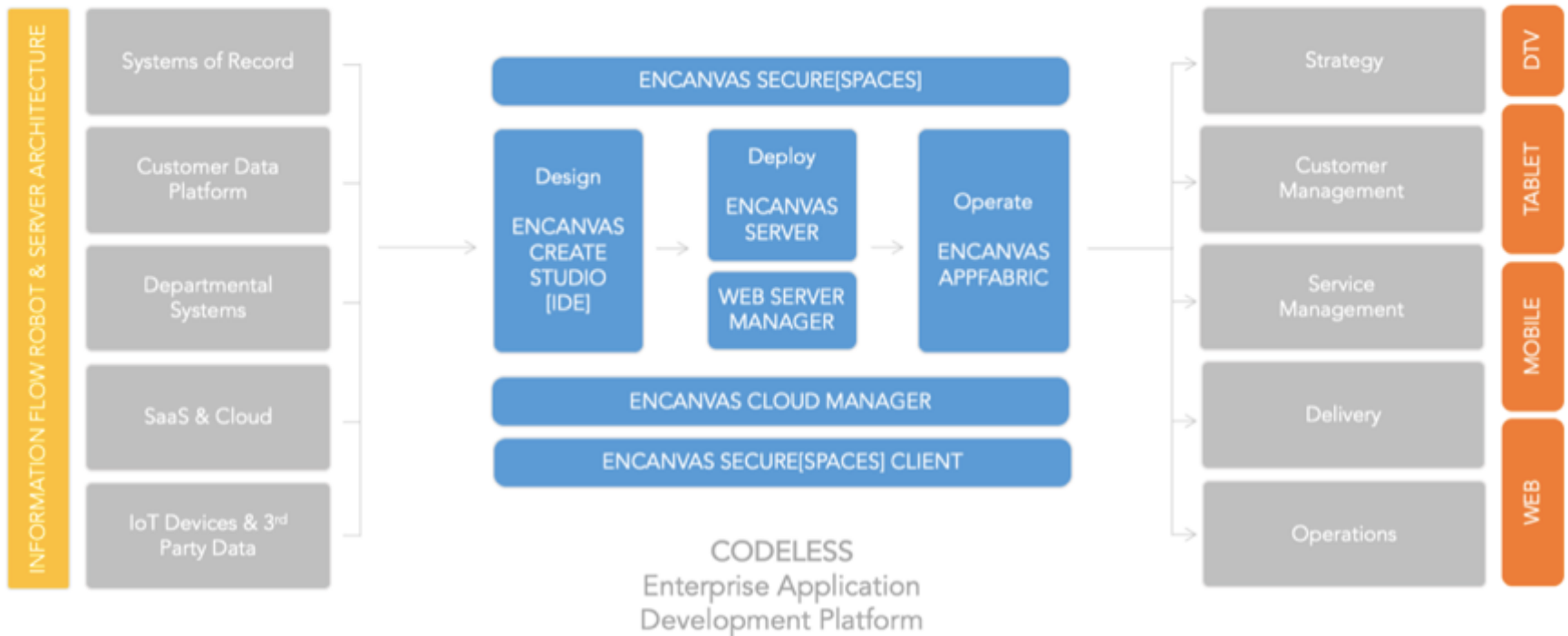
To focus our energy on the bigger projects that contribute to saving the planet and improving wealth creation.

Year 5

To transition the ownership and leadership of our business so it falls into the right hands to nurture and grow its potential into the future.

EVERYTHING EXISTS FOR A REASON

Encanvas Codeless Enterprise Application Development Software Architecture



OUR APPROACH

There are a series of principles we hold dear:

Fastest to market

Our first principle is that it should be possible to bring a new app to market faster with encanvas than any other method without compromising security or quality.

Always on-time and on-budget

We've designed encanvas with rich usability so that the people who design and those who support apps have the productivity tools they need to deliver projects painlessly and affordably.

Safety first

We believe encanvas to be safe for data. In addition to the standard best-practice security methods and tools, we've added our Ring-of-Steel security features and Secure[Spaces] cloud architecture. It really is awesomely safe in there.

Encanvas breaks down the barriers between IT and 'the business'. We wanted to create an environment that would equip enterprises and entrepreneurs with the means to innovate and create awesome customer experiences by creating apps 'across the desk' in workshops. To achieve this, we knew we had to displace the assumptions and 'norms of behavior' that coding is a

No vendor lock-in

Nobody likes to be told they can't have something. That's why we've created innovations like our HYPERDRIVE Plug-in which means your creativity is never held back by our resources. Furthermore, any apps you develop belong to you.

No quibble commercials

Our guiding principle is that we're easy to do business with. That comes down to fairness, openness and a willingness to go the extra mile for our customers.

necessary evil. It meant innovating new methods, tools and architectures. It's taken three generations of technology and almost 20-years to see that vision come to fruition. Today, encanvas is the most complete codeless tool-kit for enterprise software operations and is promoted around the world.

OUR APP DESIGN METHOD



LIVE WIREFRAMING is an application development lifecycle method designed for use with codeless app design. It's transforming how businesses create the applications they need to service their business models.

It wouldn't make sense to have a scrum when it only takes one person at the controls to design an app

Usually, app prototypes are created using encanvas in a live workshop with stakeholders. A business analyst (not a programmer) sits across the desk to users and potentially customers and crafts the forms, databases and workflows.

Live Wireframing works!

There is an entire methodology to Live Wireframing if you want to use it. We recommend that at least one member of your team has training in the methods. There is a full training program to support this.

Fastest to market

The fact that applications are authored 'faster' does not remove the need for quality gates or pre-qualification of the use-case, user needs and benefactor outcome expectations. Developments are heavily pre-scoped using formalized analysis methods that include:

- Outcome Driven Innovation (ODI) based job worth analysis
- Scorecarding
- SRPRS applications scoping

A phased approach

The key phases of Live Wireframing are:

- Scope
- Design and Deploy
- Operate
- Review

For more information, please read our online article [here](#).

FIVE REASONS TO CHOOSE US



1. Change at the speed of light

Competitive advantage comes from being the first to market, the ability to adapt to change as it happens, take ideas into solutions better than any other business in your discipline. That's why encanvas is faster to market, faster to adapt.



4. Lowest cost design, deployment and operation

Encanvas creates apps without coding so you don't need dev teams or scrums, just encanvas and a good idea. It includes codeless data connectors to integrate with your favorite third-party software easily. Once installed, it reduces admin overheads.



2. Many apps, one data model

Thanks to our AppFabric technology and massively-scaling software architecture, you can build as many apps as you need and organize them on one platform that produces a single re-usable data architecture.



5. Everything in the box you'll ever need

We've designed encanvas so you can take your ideas all the way into professional software apps using ONE TOOL. It offers all the building blocks you'll ever need to build apps without coding. We've also gone a step further with our HYPER-PLUGIN that allows you to embed anything else!



3. A new level of automation anytime, anyplace, anywhere!

Today, few companies know which of their processes are fully-automated, partially automated, or manual. Encanvas digitalizes the DNA of your enterprise and helps you to design, formalize and automate your business processes.

SOME OF OUR CASE 10 STORIES

After seventeen years of innovation we're still learning in partnership with our customers



Transport for London

In 2004, England's capital was plagued by road works, over a million a year. It was a major inhibitor to growth and cost to business. Worse still, in 2004 the capital was getting ready for Cross-rail and the London Olympics. Encanvas helped to bring 100 organizations together to share street works advanced plans.

[Read more](#)



Achieving Digital Evolution in the Corporate Legal Office

Ernst & Young's Power and Energy team was finding it increasingly difficult to inform its clients of offerings. They used to create a market radar and credentials management solution that delivered a competitive advantage.

[Read more](#)



Equipping Midlands Vauxhall with the business insights to drive new car sales

Midlands Vauxhall is a leading Motor Retail group. The management team saw an opportunity to sell more cars by working smarter to leverage the data it was holding on its existing customers. They leveraged Encanvas to deliver sales campaigns and fulfill their customer growth plans.

[Read more](#)

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