

WorkDesk™ Personal Information System

The AiM WorkDesk

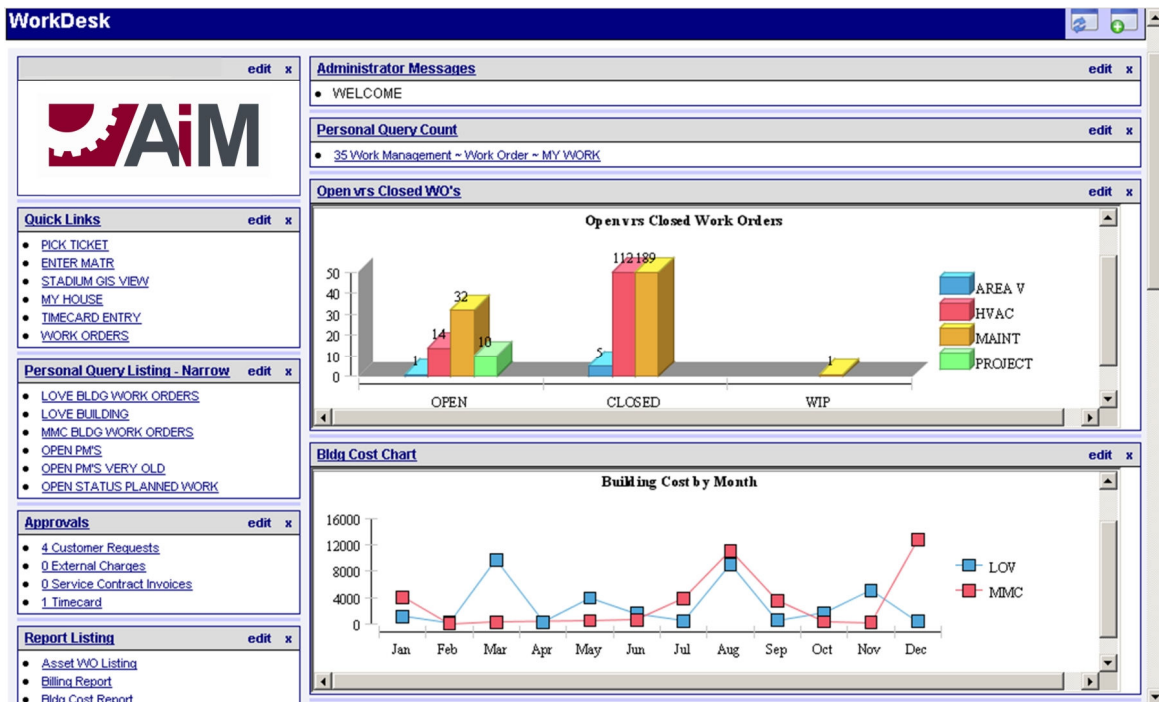
The WorkDesk personal information system offers a graphical gateway to important business information that AiM users access every day. WorkDesk aggregates user-specific data (e.g., notices, approval, work tasks, etc.), links to applications, incorporates information from the Internet, displays Key Performance Indicators (KPIs) and other metrics. Unlike rigid “dashboard” utilities that present static data, WorkDesk provides a dynamic business tool that enables users to “drill through” any level of detail to obtain information, trigger actions, or resolve problems.

WorkDesk relies on Really Simple Syndication technology to group and deliver relevant content to end users, including AiM records,

external applications, reports, and publicly available syndicated information. With WorkDesk, AiM becomes more than an application that simply runs in an Internet browser – it becomes an integral part of the Internet.

WorkDesk and RSS

Introduced in 1997, Really Simple Syndication, or RSS, refers to a lightweight XML specification that provides, as its name implies, a simple and powerful format for distributing (or syndicating) content over the Internet. Web content or *feeds* distributed using RSS can be displayed on one or more “channels” in a given Web portal.



Enterprise Asset Management

RSS is a ubiquitous technology, and with Microsoft Corporation's recent incorporation of RSS into its operating systems and Internet browsers, RSS is an emerging industry standard for Web content distribution. RSS readers are widely available, as evidenced by its use in a large percentage of B2C (and a growing percentage of B2B) Web sites.

What's more, RSS feeds can be read over virtually any Internet-ready client platform, including cellular telephones, personal data assistants (PDAs), tablet PCs, kiosks, and desktop platforms.

Since AiM is capable of producing RSS data feeds and receiving RSS data feeds from external sources, WorkDesk can aggregate these feeds to convey specific/relevant content to users.

WorkDesk Content

WorkDesk can display any RSS or AiM conformant content from a wide variety of sources:

- **Reports** – Content delivered by the embedded reporting engine, including tabular data, charts, and Key Performance Indicators (KPIs)
- **External Public RSS Feeds** – Publicly available content that is dynamically configured by users, including news feeds, personal feeds, or trade and business-specific feeds
- **Internal Public RSS Feeds** – Publicly accessible feeds or AiM conformant content usually designated for administrative announcements (e.g., "XYZ Street will be closed on Friday from 10:00 p.m. until 5:30 a.m. for pothole repairs")

- **Internal Private RSS Feeds** – User-specific feeds or AiM conformant content such as user filters and approvals. Access to this content is governed by AiM's user/role-based security protocols
- **External Applications** – CAD, GIS, ERP, report generators, etc.

WorkDesk Advantages

With WorkDesk, individual items in a feed are linked directly to the appropriate listing or database record, which enables AiM to employ a "push" versus "pull" user interaction paradigm. Manual database queries are no longer necessary to locate user-specific records, because all relevant data is "pushed" to the user based on their user profile.

WorkDesk offers maximum flexibility and can be accessed on any Java-compatible device. It also supports private feeds to channels on external portals, enabling users to include AiM content on external or commercial portals.

For additional information, visit us at www.assetworks.com or call 800.659.9001 to speak with an AssetWorks representative.