



ISV to unveil Web-based data analysis apps development

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CHICAGO -- Start-up company AlphaBlox plans to detail an application development system for Web-based data analysis applications built on components.

The vendor in early 1998 will unveil a product called AlphaBlox Enlighten, for building customizable data-analysis applications, such as sales analysis, customer retention, and risk analysis. The intent is to enable both Web-based deployment and administration.

AlphaBlox made its coming-out announcement at the DCI Client-Server and Database World show here Tuesday.

Elements of Enlighten include Java-based components called Ready-to-Use Building Blocks; InterBlox, an application assembly framework; and BASE (Blox Application Server Environment), a server environment for distributing applications across the Web.

"What they have is an n-tier architecture, with a Web application server that is developed in Java and produces Java code for interfacing with a back-end database for running applications," said analyst George Schussel, of DCI Software Conferences & Expositions, in Andover, Mass.

"The conclusion is, they are the first company that I know of to build a complete Java-based multitier application server product," Schussel said.

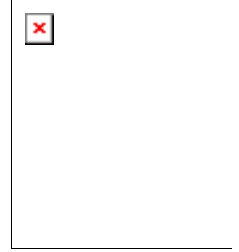
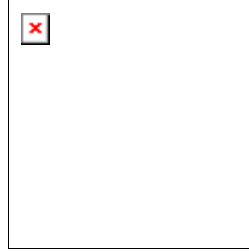
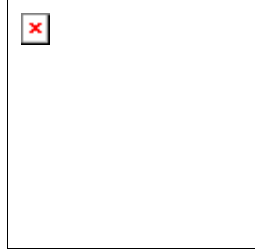
Applications run within a Web browser and are developed within HTML development environments such as Microsoft FrontPage and Netscape Visual JavaScript.

Users may qualify for early access to the product through a program called FastStart by calling (888) 256-9669 (toll-free).

AlphaBlox Corp., in Mountain View, Calif., also is at <http://www.alphablox.com/>.

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