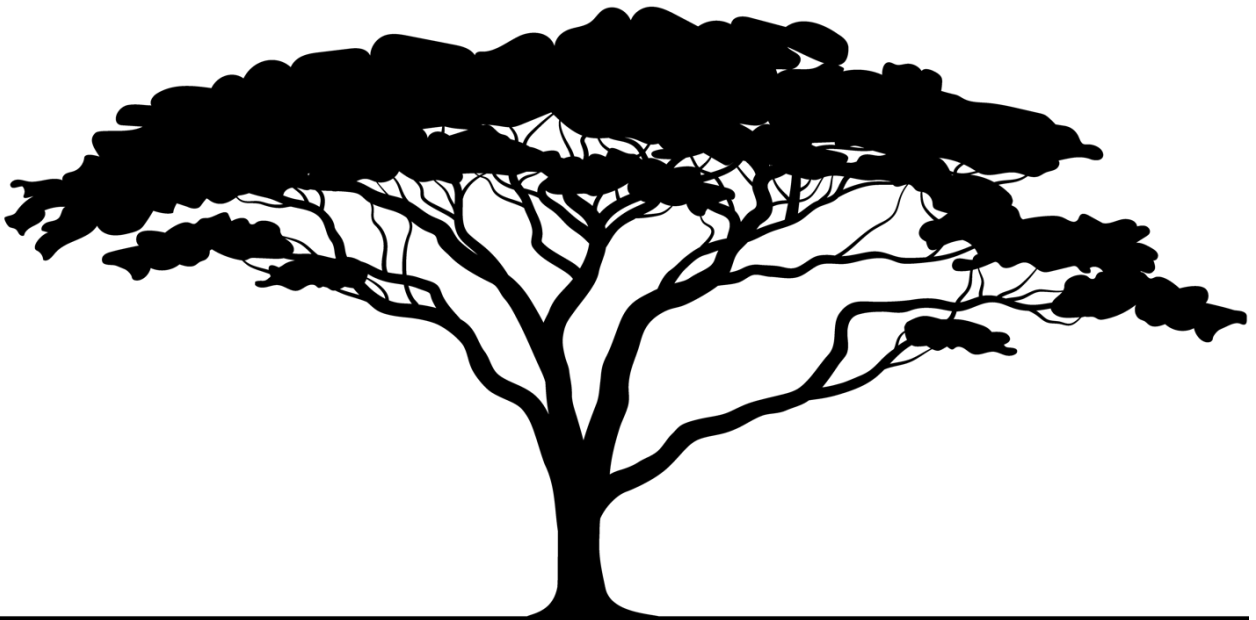


THE GREAT  
**RIFT  
VALLEY**

STRATEGIC  
DISCUSSION



**PLATFORM**

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TM

## ABSTRACT

The Great Rift Valley Platform is a software infrastructure that you can use to create new software products quickly, easily, cheaply, and safely. Its principal purpose is to implement a powerful, high-quality, secure, network-based server; along with development libraries and tools, that abstract the riskiest and most complex portions of a software system. This allows your engineers to concentrate on delivering the best user experience, and most effective software possible.

## TRUSTWORTHY

A key aspect of The Great Rift Valley Platform is that it is a completely “closed system.” It never sends your data outside of its control (*unless you specifically program it to do so*). It has absolutely no dependencies on outside libraries or data services (*again, you can add these easily, if you desire*).

You won't suddenly have your system stop working because a third-party library had an outage or experience a security nightmare because an external dependency suffered a breach. You're always in control of every aspect of the system.

## SECURE

A great deal of effort has been applied in the development of The Great Rift Valley Platform to ensure its security. It has a granular system for controlling access to any data element in the system, and also provides a powerful, flexible user login and authentication system.

## ACCESSIBLE

The Great Rift Valley Platform has tested, reliable developer access to its services, as well as extensive documentation and support resources. It has built-in support for localization (translations and language support). Every effort has been made to make developer support a priority.

## SIMPLE

Even though there's a “lot under the hood” in the Great Rift Valley Platform, what the developer sees is quite simple and straightforward.

## RELIABLE

Quality and Reliability have been main coefficients of the entire product lifecycle for the Great Rift Valley Platform. It is under continuous and rigorous test and evaluation.

## COST-EFFECTIVE

The Great Rift Valley Platform was initially developed as a way to provide robust, secure, and powerful tools to the nonprofit world. It was not designed to make money. It was designed to provide a service.

It's deliberately designed to eschew the need for expensive hosting and has no reliance on anything other than the most basic Internet hosting server configuration. The developer tools have been designed to allow developers of many skill levels to use and access the Platform. They don't need to be advanced engineers to use The Great Rift Valley Platform.

## MAXIMIZE YOUR RESOURCES

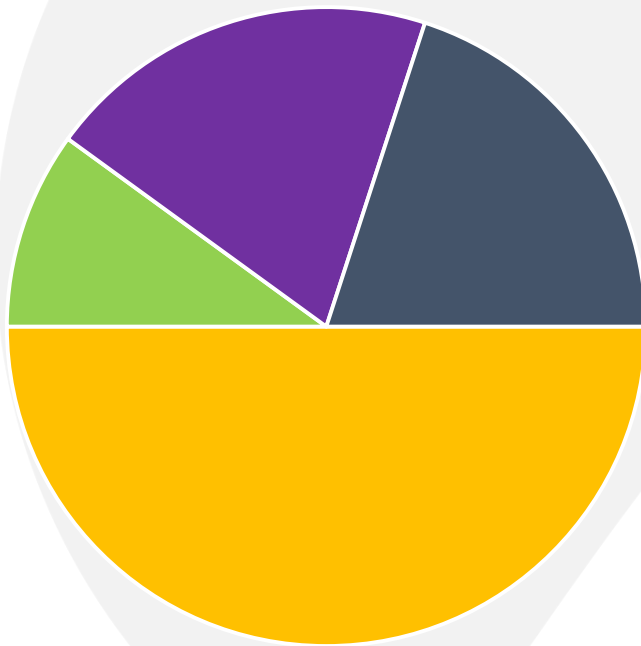
If you have only so many available resources and/or budget (who doesn't), then it's important to try to focus on the most important aspects of your work.

You know your clients the best, and you know how to present your software to them. You don't want to waste time working on a backend system that will consume the majority of your resources. If you spend all your time writing or developing a server, then that's precious time that you are not spending working to make your software directly address the needs of your clients.

If you use a system that has a lot of dependencies, you may not even be aware of the risks involved. A rather obscure library in the backend could become compromised or deprecated that could bring down the entire system.

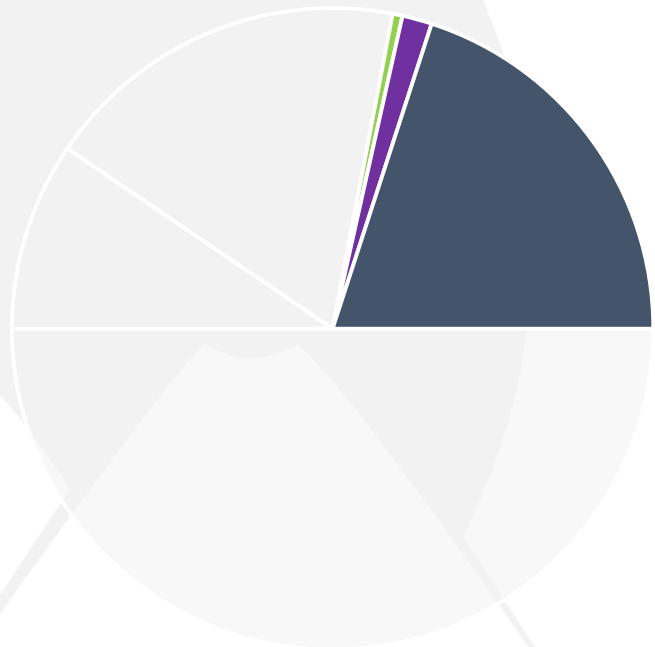
The Great Rift Valley Platform is "Dependency Clean." It's a completely open book with a simple, well-known risk profile, integral security, and a superb quality level. There are no hidden libraries that could become compromised or deprecated. It is based on solid, well-established industry standards and super-high-quality coding techniques.

Let it free up your resources to give your clients the best experience possible.



- SERVER CODE
- SERVER INTERFACE CODE
- TESTING CODE
- USER APPLICATION CODE

When You Are Doing It All Yourself



- SERVER CODE
- SERVER INTERFACE CODE
- SERVER TESTING CODE
- CUSTOM SERVER INTERFACE CODE
- CUSTOM TESTING CODE
- USER APPLICATION CODE

When You Use the Great Rift Valley Platform