Objective Technologies, Inc.
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Company Profile

Objective Technologies, Inc. has a dual focus: writing general-use software, and designing and implementing integrated solutions to business problems (primarily for the financial industry) all on the NeXTSTEP™ environment.

Objective Technologies is currently shipping a suite of four palettes, all available individually, designed to help commercial and in-house programmers develop general-purpose applications for the NeXT platform. The palettes are:

- ChooserPalette™ which encapsulates selection list management functions,
- GraphPalette™ which provides tools for graphing data in custom applications,
- MathPalette™ which provides tools to develop applications that use *Mathematica*™, and
- SmartFieldPalette™ which is a text formatting and validation package.

These products were the first commercially available NeXTSTEP object palettes.

Objective Technologies is also shipping SqlBuddy™ and OTProvide™.

- OTProvide® is a loadable module for Improv™ , Lotus' spreadsheet for the NeXT computer. It allows users to work with data stored in relational databases in Improv spreadsheets.
- SqlBuddy™ is a front-end for Sybase™. SqlBuddy allows all levels of database users to formulate SQL queries and access data from Sybase quickly and easily.

Objective Technologies' newest product is Impress™. Impress is a DBKit based report generation application. It allows end users to create reports quickly and easily. It has been designed to satisfy the reporting requirements of larger systems. The Impress Client Object Interface provides simple integration into larger systems.

Finally, OTI's StringKit™ can make the life of any developer considerably easier by efficiently managing string functionality.

Objective Technologies also has a wide ranging consulting practice. Among the projects Objective Technologies has built for its clients are; equity program trading systems, commodity trading systems, real-time market analytics, a distributed telex/fax communication system, and design of corporate-wide object infra-structures and corporate-wide database design.

Objective Technologies' staff have lectured and trained various audiences on topics such as: mission critical application development, object oriented development for financial services, user interface design, object oriented analysis and NeXT third party corporate development.

The company was founded in 1990 by Alex Cone, president and Eric Bergerson, managing director. Both Mr. Cone and Mr. Bergerson have had extensive experience designing and implementing systems on Wall Street. Mr. Cone spent five years with Salomon Brothers in the hedge group. He then went on to build a corporate and government bond trading system at Nomura. Mr. Cone met Mr. Bergerson developing fixed income trading systems at Lehman Brothers. Mr. Bergerson was at Lehman Brothers Institutional Equities department where he designed program trading systems and derivative products analytics.