GEMKO Information Group, Inc.
Information Systems Specialists

...presents Data Strengthening with:

In • u • en • do - (also see innuendo)

-noun, plural

1. An indirect intimation about a person or thing.
2. An ideology that bucks the traditional accepted norms for data design.

-synonyms: insinuation, imputation.

-origin: Years of research and experience associated with modernizing home grown business applications constrained by tired data.
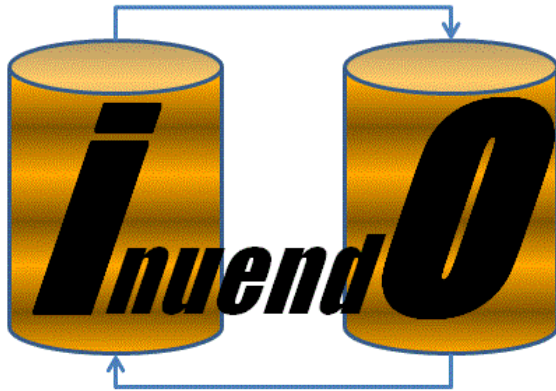
An open source architecture and best practice approach to business data.

Inuendo takes advantage of the best SQL features its respective platforms have to offer. Whether your goal is to re-energize a tired but dependable application, or new development, a database built to Inuendo standards will enjoy virtually unlimited flexibility and scalability. In addition, Inuendo:

- Can be used to support virtually any industry application.
- Simplifies and normalizes the I/O process within programs and scripts.
- Provides a robust field level audit trail.
- Normalizes table structure across an application.
- Eliminates redundancy within the database and the application code.

Comparison traditional database development using horizontal tables versus Inuendo's vertical architecture:

Traditional Horizontal Development	Inuendo Vertical Architecture
I/O performed against growing number of tables	Few tables, with all I/O performed by functions
Each table requires own maintenance & listing vehicles	Single point of maintenance & listing for all tables
Tables replete with duplication and wasted space	No duplication or wasted space
Risk of orphaned or unmatched records	Referential integrity keeps records properly matched
Record layout changes require significant intervention	Super users add new "fields" through maintenance

GEMKO is in the early stages of developing open source models of the basic Inuendo framework for both the DB2 and MySQL platforms. Join us in the endeavor, or ask how Inuendo can be part of an overall modernization strategy for your organization.

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