



FORCEFIELD™

## Short History of Jargon Software

The impetus behind Jargon Software was a brief conversation in a parking lot in the fall of 1997. A student in a software class approached Jargon's founder Dick Rubenstein, the instructor, with an idea for an Internet-based thin client application engine. This was at a time when Internet technology and thin client applications were both new to the scene. A part time collaboration resulted in a customer who used Jargon's technology to power an HR benefits website featuring a direct connection to that company's back office database, a practice that was at the time in its infancy.

A year later Tom Dietsche joined the company, bringing needed software management skills as well as a deep understanding of order processing and management of wholesale distribution. He had previously authored WDS2, a popular wholesale distribution software application in the late 1980s and 90's.

When mobile handheld devices (PDAs) came on the scene in 1999 with devices such as the Palm Pilot, the company saw an opportunity to apply the existing thin client deployment technology to the new world of mobility. From this came the foundation for our current development and deployment tools. Mobile applications could now be readily developed and deployed, running either connected or disconnected, and had the ability to access most any back office system. XML and Java Script (both open standards) were incorporated into our application deployment engine.

In 2002-2003 we worked with Kirchner Corporation, manufacturer of the popular Mother and Child pendant, and developed Jargon Software's first mobile sales force automation (SFA) solution which ran on handheld devices, incorporating bar code scanning, signature capture, and remote printing. These mobile devices are still used at trade shows and on the road by field sales representatives. In 2004 this breakthrough solution won the Computerworld Honors Program 21st Century Achievement Award for "Innovation in Manufacturing."

Rounding out the strong tech oriented team, Clark Bain joined the company in January 2007 bringing important management and business development skills. Jargon Software continues to build on our earlier successes as we move forward. Today (2009) Jargon Software has well over two hundred end user companies, dominates the jewelry sales order entry world, and is moving quickly into more food distribution applications. This effort is spearheaded by our Director of Sales, David Rienstra.