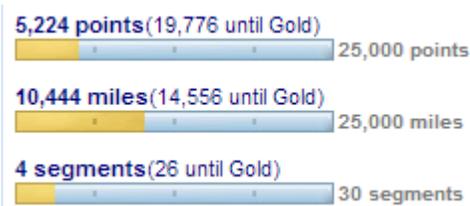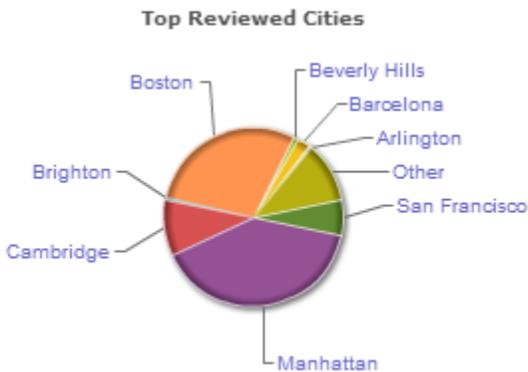# Why OEM solutions require distinguished charts

Simple charting has become ubiquitous in business and consumer applications to the point that a modern software solution *without* charting features is frequently perceived as lacking contemporary functionality.

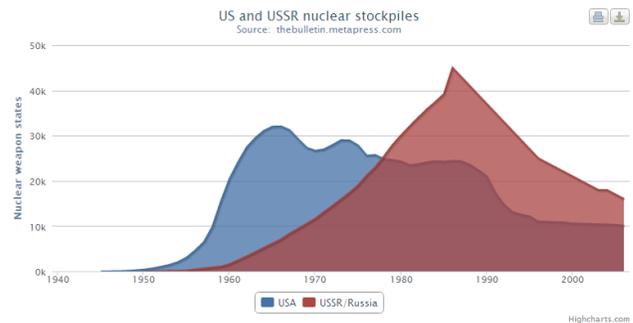American Airlines AAdvantage program:

Yelp:

Mint.com

Commercial software vendors designing next-generation business solutions must transcend the look and feel of a "free" charting experience offered at consumer services in order to fulfill the value proposition of their technology and should place great emphasis on designing charts that convey insight that is exponential to that found in everyday online consumer encounters.

A long list of software vendors (many claiming to provide "data visualization" technology) have jumped on the charting bandwagon with hundreds of low cost tools that allow anyone with basic web design skills to add simplistic charts to any application.

The problem with these "instant charting" tools for commercial software product managers is that they reduce a decision support solution to the same level as a free consumer website, fail to provide a distinguished user experience and in a majority of deployments set a finite level of data dimensions and presentation options that can be utilized to capture a complex business process.

Instant charting tools frequently produce charts that are inferior in style to "free" consumer charting experiences:

OpenViz from AVS was designed at the advent of the SaaS software revolution to help product management teams overcome these limitations and build distinctive, insight-delivering interactive graphics that simultaneously appeal to a growing demand for embedded graphics and allow for the personality of a brand to be executed with style and scalability in a long-term product strategy.

Today's business solutions are being developed for desktop, web and tablet deployments and demand an identical look and feel across all three user experiences. OpenViz is the charting technology of choice for industry-leading ISVs and OEMs seeking to execute cross-platform strategies with distinguished charts and interactive data visualizations that eclipse the appearance, functionality and impact of unsophisticated consumer graphics.

For additional information about OpenViz contact AVS at info@avs.com