

# Universal UI Quick wins

*Optimaliseer je applicatie*



Arie Versluis  
Strategic Product Manager

# Agenda

- **Single Sign-On & Multi-Factor Authentication met OpenID**
- **Gepersonaliseerde login pagina's met Web domains**
- **Screen type optimalisaties**
- **(Custom) Action bar optimalisaties**
- **Form optimalisaties**
- **Slimmer filteren**
- **3-tier Process actions**
- **Proactief informeren met Notifications**

# SSO & MFA

Single Sign-On & Multi-Factor Authentication  
met OpenID



THE NEVER LEGACY LEGENDS

# Single Sign-On & Multi-Factor Authentication met OpenID

## Wat?

- Single Sign-On met een Open ID provider zoals Microsoft, Google, Apple, Okta
- Multi-Factor Authentication opties OpenID provider benutten
  - Passwordless sign-in
  - Conditional Access policies – alleen geregistreerde devices of trusted IP adressen

## Waarom?

- Minder wachtwoorden en minder inloggen voor eindgebruikers
- Geen VPN of toegang tot lokale network nodig
- Geen wachtwoorden in IAM database
- MFA zorgt voor 99% minder risico op gecompromiteerd account



AT A Test  
a.test@transpire.nl

My Account

My Apps

My Staff

My Groups









# Apps dashboard

Add apps Create collection Customize view

Apps

Apps

Settings

 Thinkwise	 Admin	 Graph API Test	 Learning Activities	 Power Automate	 Power Pages
 Purview	 Security				



A Test  
a.test@transpire.nl

My Account

My Apps

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# Apps dashboard

Add apps Create collection Customize view


Apps

Apps


Settings




Thinkwise



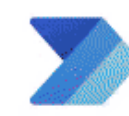
Admin



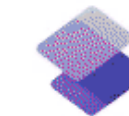
Graph API Test




Learning Activities



Power Automate



Power Pages



Purview



Security

# Web domains

Gepersonaliseerde login pagina's met Web domains

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THINKWISE 

# Gepersonaliseerde login pagina's met Web domains

## Wat?

- Inloggen op dezelfde applicatie via verschillende login pagina's voor verschillende doelgroepen
  - Interne medewerkers: Single Sign-On
  - Externe portal: login met IAM account
  - Admin portal: alle login opties
  - ISV's: elke klant/tenant eigen login page met eigen (SSO) login opties & branding
- Geen extra IAM / Indicium / Universal nodig!

## Waarom?

- Eenvoud
- Herkenbaarheid & Branding

Community blog: ["UX improvements in the Universal UI"](#)



## Sign in

Email, phone, or Skype

---

No account? [Create one!](#)

[Can't access your account?](#)

Next

 Sign-in options

Thinklab

thinkwisesoftwarebv0316-prd.thinklab.cloud/indicium/account/ui/login?returnUrl=https%3A%2F%2Fthinkwisesoftwarebv0316-prd.thinklab.cloud%2Funiversal%2F

# TRANSPIRE

TRANSPIRE

## Sign in

Welcome at the Transpire Customer portal!

Username


Password

Sign In


< Cancel

Thinklab

thinkwisesoftwarebv0316-prd.thinklab.cloud/indicium/account/ui/login?returnUrl=https%3A%2F%2Fthinkwisesoftwarebv0316-prd.thinklab.cloud%2Funiversal%2F%23application%3Diam



# TRANSPIRE



## Sign in

**i** Welcome at the Transpire Administrator portal!

Username


Password

Keep me signed in

**Sign In**

[Forgot your password?](#)

or continue with

 **Microsoft**

< Cancel

Intelligent Application Ma... ▾

Search

- Open documents ^
- Web domains ×
- Authorization ▾
- Analysis ▾
- Client apps ▾
- Settings ▾
- Optimization ▾
- Documentation ▾

Web domains  
\*.thinklab.cloud > Local login

Web domain Custom translations

Search

Domain name ↑	Description	Priority ↑	Accessible by tenants	Modified by	Modified on
*.thinklab.cloud	Default web domain	10	Default	r21zcSpQPJsJMmA4AT0dxT2VuxutdzrutTlRrtZR6ip4	03/30/2026 16:5...
*	Default web domain	9999	Default	r21zcSpQPJsJMmA4AT0dxT2VuxutdzrutTlRrtZR6ip4	03/30/2026 17:0...

General

Domain name  
\*.thinklab.cloud

Description  
Default web domain

Priority  
10

Application URL  
/universal

Trace info ▾

Style

Favicon

Login page logo

Login page background image

Custom CSS

Login page notice

Allowed tenants

Login options

Login option ↑	Enabled
OpenID provider	
microsoft	<input checked="" type="checkbox"/>
Standard settings	
Integrated Windows login	<input type="checkbox"/>
Local login	<input type="checkbox"/>

# Screen types

Screen type optimalisaties

THE NEVER●LEGACY LEGENDS

# Screen type optimalisaties

## Wat?

- Hergebruik basis Screen types
- Screen Type geoptimaliseerd voor Universal UI: *master\_vertical\_detail*
  - Reduceer aantal zichtbare Screen components
  - Voorkom scrollen in 'halve' Screen components
  - Geen horizontal scroll in Grid
  - Beperkt vertical scroll in Form

Windows GUI	Universal UI
Global lint – gecontextualiseerd	Subject-gebonden Action bars
Tabbed Form / Next tab	Scrollbaar Form / Sections
	Pagination
	Cardlist / Task & Report tiles

## Waarom?

- Herkenbaarheid
- Minimaliseren

Community blog: "Optimize your UX with these guidelines"



- Screen types
- Design**
- Action bars
- Screen components
- Screen areas
- Screen type groups
- Validation 21
- Translations

- graph\_viewer
- file\_drop
- carousel
- Tab page
- Detail tab page
- Action bar (default)
- Action bar (custom)
- Grid
- Form
- Card list
- Tree
- Scheduler
- Maps
- Previewer
- Form list
- Search bar
- Prefilter bar
- Task bar
- Report bar
- Detail tiles

Tabbed1Ta... Tabbed1Det...

Screen area 'A'

Screen area 'B'

Vrijgegeven indien niet gebruikt

Description

Screen component  
Tiles\_KFLOFXC2

Screen component type  
Tiles

Screen area

Screen area  
B

User interface

Use as fallback area

Trace info

Search

Open documents

- Objectives 104
- Objectives & Key Re...
- Objectives 104
- Key results 5
- Initiatives & Ideas
- Base

Objective Key results

Search

Objective	Title	Description
1	Never-legacy Customers	Customer should experience the never-legacy promise of Thinkwise and all move t
2	Engage Developer Community	Developers are more engaged with Thinkwise and the related Community. More int
3	Improve Developer Experience	Simplify and speed up working with the Software Factory.
4	Improve Customer insight	Get a better insights in what our Customers are building with the Thinkwise Platfor
5	Cut time-to-value for new users from 14 days to 3 days	Developer partners spend an average of 50 days building and testing integrations a
6	Enable SSO via SAML 2.0 for enterprise identity management	Marketing teams cannot create precise audience segments without engineering he
7	Migrate legacy data pipeline to real-time streaming architecture	Customers have requested integrations with over 92 external tools. Prioritising the
8	Cut time-to-value for new users from 14 days to 3 days	Product discovery rates are low because users cannot easily find relevant items. A
9	Automate invoice reconciliation to save finance teams 10 hrs/month	Current P1 incident response averages 76 minutes from detection to acknowledge
10	Increase daily active users by 30% through engagement features	Cloud infrastructure costs have grown 41% year-over-year while revenue has growr
11	Enable granular audit logging for regulated industry customers	Trial-to-paid conversion sits at 18%, below the industry benchmark of 25%. By impr
12	Develop predictive churn model to proactively retain customers	Developer partners spend an average of 22 days building and testing integrations e
13	Deliver custom branding options for white-label tier	Finance teams spend approximately 50 hours per month reconciling invoices acro:
14	Reduce mean time to resolution for billing support cases	Product discovery rates are low because users cannot easily find relevant items. A
15	Deliver AI-powered recommendations engine for product discovery	Enterprise security reviews increasingly require role-based access control as a prei
16	Deliver white-label solution for strategic OEM partners	Current onboarding takes an average of 92 days, resulting in early churn and increa
17	Launch customer success portal with adoption health scores	Power users managing large datasets frequently request bulk editing, deletion, and
18	Automate monthly reporting workflows for finance teams	Trial-to-paid conversion sits at 18%, below the industry benchmark of 25%. By impr
19	Build configurable workflow engine to reduce custom dev requests	Product decisions are currently driven by qualitative feedback and intuition. An in-a
20	Ship mobile push notifications to re-engage dormant users	Mobile checkout abandonment currently stands at 47%, well above industry bench
21	Redesign information architecture to reduce navigation depth	Current infrastructure is architected for our existing user base and will face capaci
22	Reduce mean time to resolution for billing support cases	Users receive an average of 52 notifications per day across email, in-app, and mob
23	Launch customer success portal with adoption health scores	SOC 2 Type II certification is a gate requirement for 28% of enterprise prospects in

Objective  
4


Title  
Improve Customer insight

Description  
Get a better insights in what our Customers are building with the Thinkwise Platform, how they are building it and how End users are using it. This will help further improve the overall customer satisfaction.

1 to 100 of 104

1 2

3



Initiatives

AV\_DEV\_PM > MAIN > de...

Search

Open documents

- Key results 49
- Objectives & Key Re... 104
- Objectives 104
- Key results 49
- Initiatives & Ideas
- Base

Key results  
 <30 Customers that use the Windows or Web GUI in Production on a <2026 Platform version by end of 2026

aversluis@thinkwisesoftware.com

Key result Initiatives

Search

Key result	Objective	Title
1	Never-legacy Customers	<30 Customers that use the Windows or Web GUI in Production on a <2026 Platform v
3	Engage Developer Community	250+ attendees at Developer Event
4	Engage Developer Community	Community metric 'Active contributors last year' >300 (from 265)
2	Improve Developer Experience	Most important Developer flows implemented in the Software Factory (Q4 2026)
5	Improve Customer insight	The Customer 360 includes granular insight in actual usage of, and satisfaction with
6	Enable SSO via SAML 2.0 for enterprise identity management	Unblock 32 enterprise deals requiring SSO by shipping SAML 2.0
21	Enable SSO via SAML 2.0 for enterprise identity management	Reduce median time-to-first-value from 14 days to 44 days
36	Enable SSO via SAML 2.0 for enterprise identity management	Reduce engineering tickets for workflow configuration by 38%
7	Migrate legacy data pipeline to real-time streaming architecture	Reduce data pipeline end-to-end latency from hours to under 19 minutes
22	Migrate legacy data pipeline to real-time streaming architecture	Automate 43% of monthly finance reports with zero manual intervention
37	Migrate legacy data pipeline to real-time streaming architecture	Onboard 24 OEM partners to white-label tier within 60 days of GA
8	Increase daily active users by 30% through engagement features	Reduce monthly churn rate from 35% to 58%
23	Increase daily active users by 30% through engagement features	Flag 26% of at-risk accounts 30 days before predicted churn
38	Increase daily active users by 30% through engagement features	Increase Net Promoter Score from 32 to 36 by Q4 end
9	Ship mobile push notifications to re-engage dormant users	Achieve 24% push notification opt-in rate among mobile users
24	Ship mobile push notifications to re-engage dormant users	Achieve 55% of enterprise accounts with health scores updated weekly
39	Ship mobile push notifications to re-engage dormant users	Launch usage-based pricing for 31% of new trial signups by Q4 end
10	Launch in-app feedback loop to accelerate product iteration	Collect structured product feedback from 34% of monthly active users
25	Launch in-app feedback loop to accelerate product iteration	Onboard 61 OEM partners to white-label tier within 60 days of GA
40	Launch in-app feedback loop to accelerate product iteration	Reduce engineering tickets for workflow configuration by 82%
11	Build real-time status page and incident communication system	Achieve median P1 incident acknowledgement time of under 35 minutes
26	Build real-time status page and incident communication system	Onboard 83 OEM partners to white-label tier within 60 days of GA
41	Build real-time status page and incident communication system	Achieve 99.9% platform uptime across all enterprise accounts in Q3

1 to 35 of 49 | < 1 2 >

Key result

1

Objective

Never-legacy Customers

Title

<30 Customers that use the Wind...

Description

<30 Customers that use the Windows or Web GUI in Production on a <2026 Platform version by end of 2026

Roadmap priority

Now

Search

Open documents

- Teams
- Objectives & Key Re...
- Initiatives & Ideas
- Base

- Search
- Team Radiant**  
Company: Thinkwise
  - Team Apex**  
Company: Thinkwise
  - Team Nova**  
Company: Thinkwise
  - Platform Engineering**  
Company: Thinkwise
  - Data & Analytics**  
Company: Thinkwise
  - Mobile Experience**  
Company: Thinkwise
  - Growth & Activation**  
Company: Thinkwise
  - Enterprise Security**  
Company: Thinkwise
  - Customer Success**  
Company: Thinkwise
  - Developer Experience**  
Company: Thinkwise
  - Search & Discovery**  
Company: Thinkwise
  - Billing & Payments**  
Company: Thinkwise
  - Integrations**  
Company: Thinkwise
  - Design System**  
Company: Thinkwise
- 1 to 35 of 103 | 1 2 3 >

Team: 1      Company: Thinkwise

Title: Team Radiant

Description

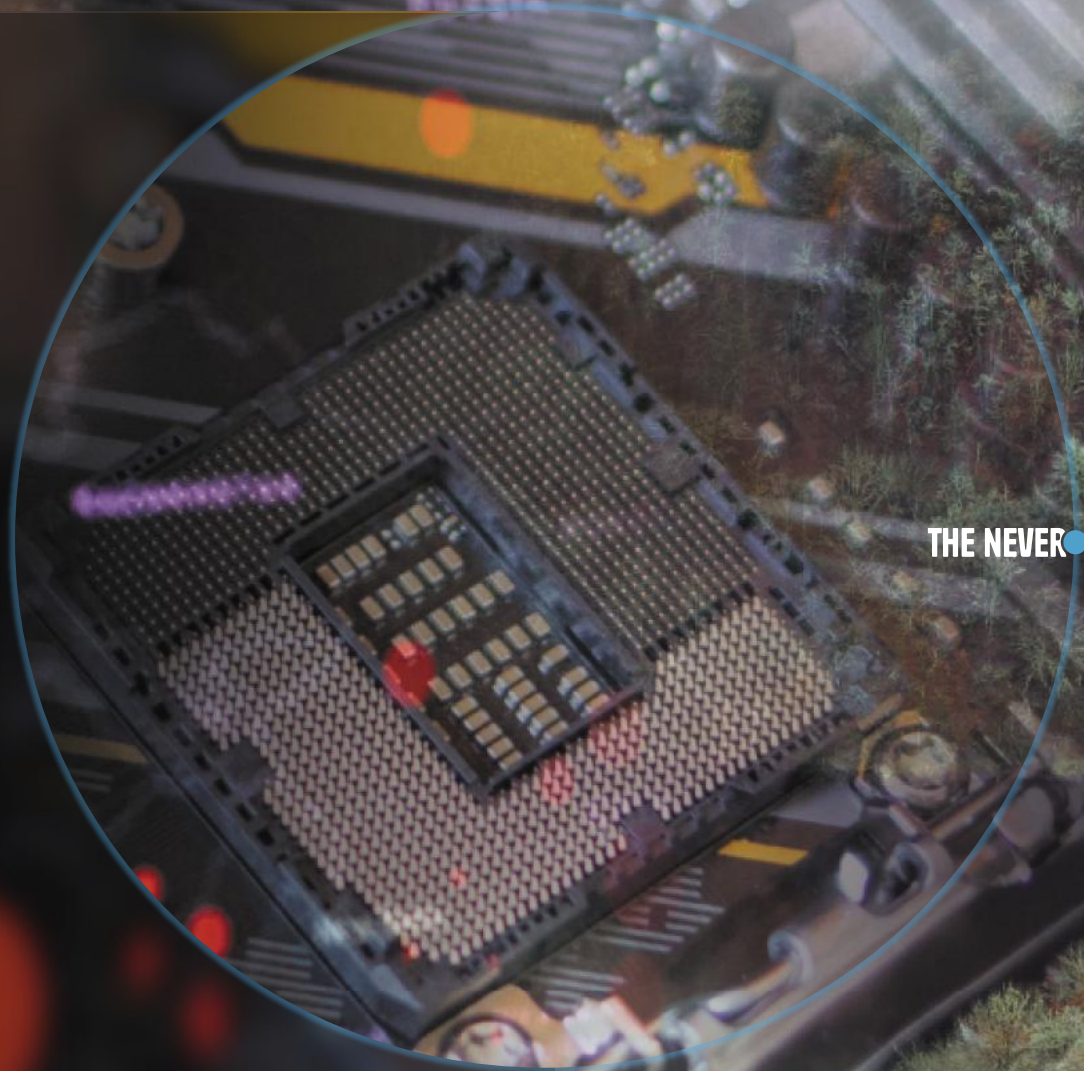
Search

Themes

Theme	Title	Description
1	Feature-parity	Ensure the Windows GUI features that we wish to support in the Universal UI are actually supported by the Universal UI.
2	Data visualization	How regular data is presented to the end-users

# Action bar

(Custom) Action bar optimalisaties



THE NEVER LEGACY LEGENDS

# (Custom) Action bar optimalisaties

## Wat?

- Slim gebruik van Action bar mogelijkheden
  - *Model overview* > *Branches* > *Gen. settings* > **Default Action bar**
    - Screen area (fallback)
    - Default display type
    - Primary action
  - *Screen types* > **Action bars (Default)**
    - On/Off (override)
- *Screen types* > **Action bars (Custom)**
  - Display type (override)
  - Primary action (override)
- Grouped Action buttons

## Waarom?

- Aandacht vestigen op meest relevante Acties
- Rust

Community blog: "Discover the capabilities of the Action bar"

Search



	* Incl.	Screen component type	Screen area	* Allow as fallback bar	* Default display type	* Primary action	* #	Modified by	Modified on
Near									
	<input checked="" type="checkbox"/>	Search		<input type="checkbox"/>	Icon + text (> text > icon)	<input type="checkbox"/>	10	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Filter		<input type="checkbox"/>	Icon only	<input type="checkbox"/>	20	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Prefilters		<input checked="" type="checkbox"/>	Icon only	<input type="checkbox"/>	20	Imported	03/30/2026 06:5...
Far									
	<input checked="" type="checkbox"/>	Add		<input type="checkbox"/>	Icon + text (> icon) x ▾	<input checked="" type="checkbox"/>	10	aversluis@thinkwisesoftware.com	03/31/2026 12:3...
	<input checked="" type="checkbox"/>	Copy		<input type="checkbox"/>	Icon only	<input type="checkbox"/>	20	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Update		<input type="checkbox"/>	Icon only	<input type="checkbox"/>	30	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Delete		<input type="checkbox"/>	Icon only	<input type="checkbox"/>	40	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Save		<input type="checkbox"/>	Icon only	<input checked="" type="checkbox"/>	50	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Cancel		<input type="checkbox"/>	Icon only	<input type="checkbox"/>	60	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Refresh		<input type="checkbox"/>	Icon only	<input type="checkbox"/>	70	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Tasks		<input checked="" type="checkbox"/>	Icon + text (> text > icon)	<input type="checkbox"/>	80	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Reports		<input checked="" type="checkbox"/>	Icon + text (> text > icon)	<input type="checkbox"/>	90	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Cube views		<input checked="" type="checkbox"/>	Icon + text (> text > icon)	<input type="checkbox"/>	100	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Quick filter		<input type="checkbox"/>	Overflow	<input type="checkbox"/>	110	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Clear filters		<input type="checkbox"/>	Overflow	<input type="checkbox"/>	130	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Sort		<input type="checkbox"/>	Overflow	<input type="checkbox"/>	140	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Restore sort		<input type="checkbox"/>	Overflow	<input type="checkbox"/>	150	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Default row height		<input type="checkbox"/>	Overflow	<input type="checkbox"/>	151	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Auto row height		<input type="checkbox"/>	Overflow	<input type="checkbox"/>	152	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Import		<input type="checkbox"/>	Overflow	<input type="checkbox"/>	160	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Export		<input type="checkbox"/>	Overflow	<input type="checkbox"/>	170	Imported	03/30/2026 06:5...
	<input checked="" type="checkbox"/>	Export immediately		<input type="checkbox"/>	Overflow	<input type="checkbox"/>	180	Imported	03/30/2026 06:5...

# Default Action bar

Key results  
<30 Customers that use the Windows or Web GUI in Production on a <2026 Platform version by end of 2026

aversluis@thinkwisesoftware.com

Key result Initiatives 2

Search

Key result	Objective	Title
1	Never-legacy Customers	<30 Customers that use the Windows or Web GUI in Production on a <2026 Platform v
3	Engage Developer Community	250+ attendees at Developer Event
4	Engage Developer Community	Community metric 'Active contributors last year' >300 (from 265)
2	Improve Developer Experience	Most important Developer flows implemented in the Software Factory (Q4 2026)
5	Improve Customer insight	The Customer 360 includes granular insight in actual usage of-, and satisfaction with
6	Enable SSO via SAML 2.0 for enterprise identity management	Unblock 32 enterprise deals requiring SSO by shipping SAML 2.0
21	Enable SSO via SAML 2.0 for enterprise identity management	Reduce median time-to-first-value from 14 days to 44 days
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22	Migrate legacy data pipeline to real-time streaming architecture	Automate 43% of monthly finance reports with zero manual intervention
37	Migrate legacy data pipeline to real-time streaming architecture	Onboard 24 OEM partners to white-label tier within 60 days of GA
8	Increase daily active users by 30% through engagement features	Reduce monthly churn rate from 35% to 58%

+ Add

Key result 1

Objective  
Never-legacy Customers

Title  
<30 Customers that use the Wind...

Filters

Quick filter

Clear all filters

Sorting

Sort...

Restore sort order

Auto row height

Import...

Export...

Export immediately

Update...

Roadmap  
Now

# Default Action bars – On/Off overrides

Screen types  
AV\_DEV\_PM > MAIN

Screen types Design **Action bars** Screen components Screen areas Screen type groups Validation 30 Trans

Default action bar set-up

Screen component

Incl.	Screen component type	Modified by
<input type="checkbox"/>	ActionBar_DUGESNG0	
<input checked="" type="checkbox"/>	ActionBar_FKTPRSZ4	
Near		
<input checked="" type="checkbox"/>	Search	
<input checked="" type="checkbox"/>	Filter	
<input checked="" type="checkbox"/>	Prefilters	
Far		
<input type="checkbox"/>	Add	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Copy	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Update	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Delete	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Save	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Cancel	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Refresh	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Tasks	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Reports	aversluis@thinkwisesoftware.com

Above Grid

Screen types  
AV\_DEV\_PM > MAIN > av\_grid\_tabbed\_form > ActionBar\_DUGESNG0 > Search

Screen types Design **Action bars** Screen components Screen areas Screen type groups Validation 30 Trans

Default action bar set-up



Screen component

Incl.	Screen component type	Modified by
<input checked="" type="checkbox"/>	ActionBar_DUGESNG0	
<input type="checkbox"/>	ActionBar_FKTPRSZ4	
Near		
<input type="checkbox"/>	Search	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Filter	aversluis@thinkwisesoftware.com
<input type="checkbox"/>	Prefilters	aversluis@thinkwisesoftware.com
Far		
<input checked="" type="checkbox"/>	Add	
<input checked="" type="checkbox"/>	Copy	
<input checked="" type="checkbox"/>	Update	
<input checked="" type="checkbox"/>	Delete	
<input checked="" type="checkbox"/>	Save	
<input checked="" type="checkbox"/>	Cancel	
<input checked="" type="checkbox"/>	Refresh	
<input checked="" type="checkbox"/>	Tasks	
<input checked="" type="checkbox"/>	Reports	

Above Form

# Default Action bars – On/Off overrides







Initiatives  
Work with AM/TAM and Transition team to help Customers in their transition to Universal/3-tier

Search   


Objective	Key result	Initiative	Title
Never-legacy Customers	<30 Customers that use the Windows or Web GUI in Production on a <2026 Platform version by end of 2026	1	Work with AM/TAM and Transition team to help Customers in their transition to Universal/3-tier
Never-legacy Customers	<30 Customers that use the Windows or Web GUI in Production on a <2026 Platform version by end of 2026	14	
Engage Developer Community	Community metric 'Active contributors last year' >300 (from 265)	5	Quarterly Community Newsletter


Initiatives  
Work with AM/TAM and Transition team to help Customers in their transition to Universal/3-tier

Initiative Initiative

 Add     

Objective Never-legacy Customers	Key result <30 Customers that use the Windows or Web GUI in Pro...	Initiative (calculated_ice) 1	Title Work with AM/TAM and Transition team to help Custom...
-------------------------------------	---	----------------------------------	---

**Description** 

Description  
Attend AM/TAM meetings and make sure they have the necessary information to help their Customers move forward to the Universal UI. 

# Custom Action bars – Display type & Primary action overrides

Screen types  
AV\_DEV\_PM > MAIN > av\_master\_vertical\_detail\_custom > CustomActionBar\_H6X2Z5RP > Mass update

Screen types Design **Action bars** Screen components Screen areas Screen type groups Validation 28 Translations

Custom action bar set-up

Screen component  
CustomActionBar\_H6X2...

* Incl.	Screen component type	Screen area	* Allow as fallback bar	* Default display type	* Primary action
Near					
<input checked="" type="checkbox"/>	Search		<input type="checkbox"/>	Icon + text (> text > icon)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Filter		<input type="checkbox"/>	Icon only	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Prefilters		<input checked="" type="checkbox"/>	Icon only	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Default row height		<input type="checkbox"/>	Icon + text (> icon)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Auto row height		<input type="checkbox"/>	Icon + text (> icon)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Collapse all		<input type="checkbox"/>	Icon + text (> icon)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Expand all		<input type="checkbox"/>	Icon + text (> icon)	<input type="checkbox"/>
Far					
<input checked="" type="checkbox"/>	Import		<input type="checkbox"/>	Icon + text (> icon)	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Mass update		<input type="checkbox"/>	Icon + text (> icon)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Add		<input type="checkbox"/>	Icon + text (> icon)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Copy		<input type="checkbox"/>	Icon only	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Update		<input type="checkbox"/>	Icon only	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Delete		<input type="checkbox"/>	Icon only	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Save		<input type="checkbox"/>	Icon only	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Cancel		<input type="checkbox"/>	Icon only	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Refresh		<input type="checkbox"/>	Icon only	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Tasks		<input checked="" type="checkbox"/>	Icon + text (> text > icon)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Reports		<input checked="" type="checkbox"/>	Icon + text (> text > icon)	<input type="checkbox"/>

# Custom Action bars – Display type & Primary action overrides

Objectives  
Never-legacy Customers

Objective Key results 1

Search

Objective	Title	Description
1	Never-legacy Customers	Customer should experience the never-legacy promise of Thinkwise and all move to the Universal UI.
2	Engage Developer Community	Developers are more engaged with Thinkwise and the related Community. More interaction at the Community and more attendance at Thinkwise-related sessions. These could be Knowledge Sessions, User Groups or other Events.
3	Improve Developer Experience	Simplify and speed up working with the Software Factory.
4	Improve Customer insight	Get a better insights in what our Customers are building with the Thinkwise Platform, how they are building it and how End users are using it. This will help further improve the overall customer satisfaction.

Objective: 1  
Title: Never-legacy Customers  
Description: Customer should experience the never-legacy promise of Thinkwise and all move to the Universal UI.

Initiatives  
Highlight feature blogs

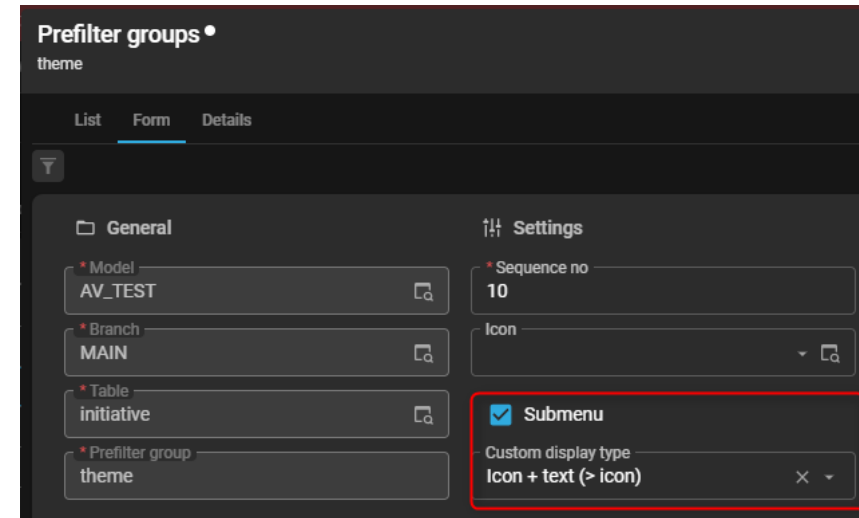
Initiative Initiative ideas 2

Search

Title ↑	Theme	Calculated ice
Engage Developer Community		
Community metric 'Active contributors last year' >300 (from 265)		
Highlight feature blogs	Application quality	9
Knowledge Session + Workshop @ Think...	Application quality	9

Objective: Engage Developer Community  
Initiative: 6  
Key result: Community metric 'Active contribut...  
Title: Highlight feature blogs  
Description:

# Action bars – Task / Report / Prefilter / Cube view buttons grouped in Submenu



SHOEUX > MAIN > default

Sales orders 4

Search

Open documents

- Sales orders
- Movies
- Product Management
- Inbound
- Outbound
- Sales orders
- Sales orders button gr...
- CRM
- Master data

Search

Sales order Sales order lines

Sales order	St...	Receiving company	Total price before tax	Description	Expected delivery date	Actual delivery date	Upda
4		New Balance	118.00	Shoe Order 3	06/11/2024	01/26/2025	tsf
29		Schoenen Outlet Online	182.83	Shoe Order 28	07/16/2025	04/21/2025	
31		Schoenen Outlet Online	495.16	Shoe Order 30	04/16/2025	12/09/2024	
37		Ziengs	173.26	Shoe Order 36	07/14/2025	04/11/2025	
38		Comfortschoenen Amsterdam	263.42	Shoe Order 37	09/20/2025	12/29/2024	tsf
42		Comfortschoenen Amsterdam	145.00	Order 15324 - as discussed v...	04/07/2025	12/10/2024	tsf
45		Ziengs	456.80	Shoe Order 44	01/30/2024	01/21/2025	
47		Foot Locker	146.77	Shoe Order 46	05/04/2024	12/15/2024	
48		Reebok Shoes	53.31	Shoe Order 47	09/05/2024	12/18/2024	tsf

[ sales\_actions ] Calculate margins

**General**

- Sales order: 4
- Status: Received
- Description: Shoe Order 3
- Order contact person id: No value
- Receiving company

# Forms

Form optimalisaties

THE NEVER • LEGACY LEGENDS

# Form optimalisaties

## Wat?

### Standaardgedrag Formulier in Universal UI

- Principle 1 - Fields are stretched to cover the entire width of the Form
- Principle 2 - Fields are distributed following an N-pattern
- Principle 3 - Fields are dynamically positioned to minimize whitespace

### Noemenswaardig:

- Collapsible sections
- Dynamic Label translations (*nieuw in Universal UI 2026.1.13*)

- Overrides
  - No. of columns in form
  - Next group
  - Field in next column
  - Field on next tab page
  - Field number of positions further

### SF:

\* Translation form  
Title - ICE score {calculated\_ice}

### Eindproduct:

Title - ICE score 7  
Initiative 1

Community blog: "Influence Form behavior in the Universal UI"

+ Add [Icons]

\* Objective  
Engage Developer Comm... x [Icon]

Initiative  
6

\* Key result  
Community metric 'Active... x [Icon]

Title  
Highlight feature blogs

Description [Up Arrow]

Description [Text Area]

Theme & ICE rating [Down Arrow]

+ Add [Icons]

\* Objective  
Engage Developer Comm... x [Icon]

Initiative  
6

\* Key result  
Community metric 'Active... x [Icon]

Title  
Highlight feature blogs

Description [Up Arrow]

Description [Text Area]

Theme & ICE rating [Down Arrow]

Theme  
Application quality x [Icon]

\* Certainty  
3 x [Icon]

\* Impact  
[Dropdown]

\* Ease of implementation  
4 x [Icon]

Impact is a mandatory field

# Slimmer filteren

Detail / Lookup / Advanced Filter  
(opslaan als UP Prefilter)



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THINKWISE 

# Detail / Lookup / Advanced Filter (opslaan als UP Prefilter)

## Wat?

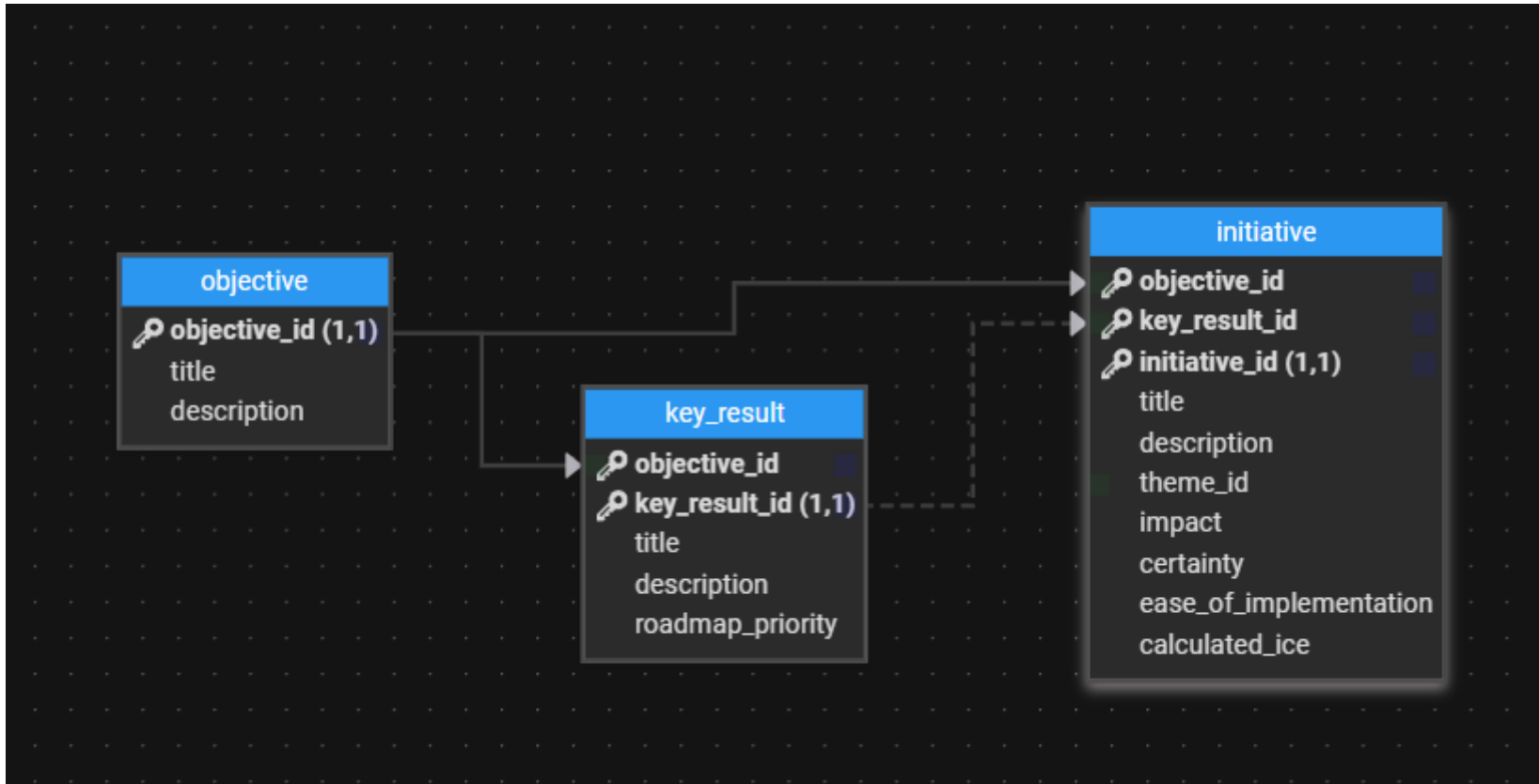
- Filter popup uitbreidingen
  - Detail filter: filter op een waarde uit een Detail tab
  - Lookup filter: filter op een waarde uit een Lookup tab
  - Advanced filter: maak filter groepen met meerdere filter criteria

## Waarom?

- Flexibele en geavanceerde filteropties voor eindgebruikers
- Slimme filters opslaan als User Preference **Prefilter**
- Minder default **Prefilters** in Software Factory

Community blog: "Smarter Filtering in the Universal UI"

# Product Management demo – Data model



# Product Management demo – Subject configuratie

Subjects  
AV\_DEV\_PM > MAIN > key\_result > roadmap\_priority

Subjects Default settings Validation 28

Default Variants

Search [Y] [Grid]

Settings Columns Components Data Links Translations Applied to

Table ↑	Type	Column ↑	Type	* Visible for filter
idea	Table			
initiative	Table			
initiative_idea	Table			
key_result	Table	key_result_id	Read-only	Extended
objective	Table	objective_id	Editable	Always
team	Table	title	Editable	Always
theme	Table	description	Editable	Extended
		roadmap_prio...	Editable	Always

Filter

Subjects ●  
AV\_DEV\_PM > MAIN > key\_result > ref\_objective\_key\_result

Subjects Default settings Validation 28

Default Variants

Search [Y] [Grid]

Settings Columns Components Data Links Translations Applied to

Details (Details) Tasks Reports Look-ups (Look-ups)

Table ↑	Type	Column ↑	Type	* Visible for filter
idea	Table			
initiative	Table			
initiative_idea	Table			
key_result	Table			
objective	Table	S..	R. Show	* Visible for filter
		t... ↑	a.. * look-up	Always ×
		objective	<input checked="" type="checkbox"/>	
team	Table			
theme	Table			

Search

Open documents

Key results 49

Objectives & Key Re...

Initiatives & Ideas

Base

Key result Initiatives

Search

+ Add [Icons]

Roadmap priority	Title	Objective
Now	<30 Customers that use the Windows or Web GUI in Production on a <2...	Never-legacy Customers
Now	250+ attendees at Developer Event	Engage Developer Community
Next	Community metric 'Active contributors last year' >300 (from 265)	Engage Developer Community
Next	Most important Developer flows implemented in the Software Factory (...)	Improve Developer Experience
Next	The Customer 360 includes granular insight in actual usage of, and sati...	Improve Customer insight
Now	Unblock 32 enterprise deals requiring SSO by shipping SAML 2.0	Enable SSO via SAML 2.0 for enterprise identity management
Now	Reduce median time-to-first-value from 14 days to 44 days	Enable SSO via SAML 2.0 for enterprise identity management
Next	Reduce engineering tickets for workflow configuration by 38%	Enable SSO via SAML 2.0 for enterprise identity management
Now	Reduce data pipeline end-to-end latency from hours to under 19 minutes	Migrate legacy data pipeline to real-time streaming architecture
Now	Automate 43% of monthly finance reports with zero manual intervention	Migrate legacy data pipeline to real-time streaming architecture
Next	Onboard 24 OEM partners to white-label tier within 60 days of GA	Migrate legacy data pipeline to real-time streaming architecture
Now	Reduce monthly churn rate from 35% to 58%	Increase daily active users by 30% through engagement features
Now	Flag 26% of at-risk accounts 30 days before predicted churn	Increase daily active users by 30% through engagement features
Next	Increase Net Promoter Score from 32 to 36 by Q4 end	Increase daily active users by 30% through engagement features
Now	Achieve 24% push notification opt-in rate among mobile users	Ship mobile push notifications to re-engage dormant users
Now	Achieve 55% of enterprise accounts with health scores updated weekly	Ship mobile push notifications to re-engage dormant users
Later	Launch usage-based pricing for 31% of new trial signups by Q4 end	Ship mobile push notifications to re-engage dormant users
Next	Collect structured product feedback from 34% of monthly active users	Launch in-app feedback loop to accelerate product iteration
Next	Onboard 61 OEM partners to white-label tier within 60 days of GA	Launch in-app feedback loop to accelerate product iteration
Later	Reduce engineering tickets for workflow configuration by 82%	Launch in-app feedback loop to accelerate product iteration
Next	Achieve median P1 incident acknowledgement time of under 35 minutes	Build real-time status page and incident communication system
Next	Onboard 83 OEM partners to white-label tier within 60 days of GA	Build real-time status page and incident communication system
Later	Achieve 99.9% platform uptime across all enterprise accounts in Q3	Build real-time status page and incident communication system
Next	Increase trial to paid conversion rate from 18% to 54%	Increase trial to paid conversion rate from 18% to 28%

Key result: 1

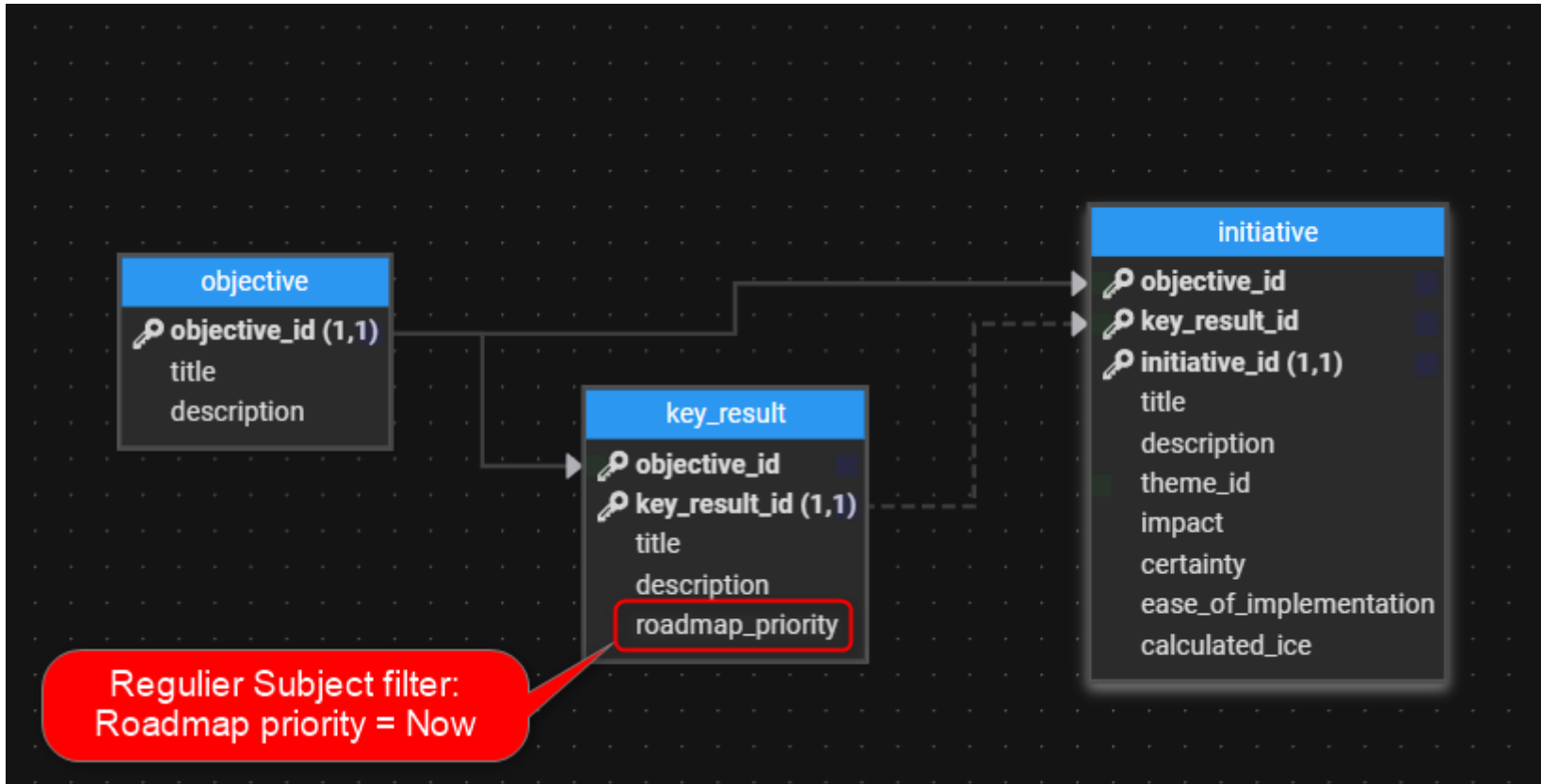
Objective: Never-legacy Customers

Title: <30 Customers that use the Wind...

Description: <30 Customers that use the Windows or Web GUI in Production on a <2026 Platform version by end of 2026

Roadmap priority: Now

# Product Management demo – Regular filter



AV\_DEV\_PM > MAIN > de...

Search

Open documents

- Key results 49
- Objectives & Key Re...
- Initiatives & Ideas
- Base

Key results  
<30 Customers that use the Windows or Web GUI in Production on a <2026 Platform version by end of 2026

Filter Key results Advanced filter

**Roadmap priority**

Operator: Equal to Value: Now

**Objective**

Operator: Equal to Value:

**Title**

Operator: Contains Value:

**Objective** Lookup

Operator: Satisfies (0) conditions

**Initiatives** Detail Tab

Operator: Includes (0) conditions

**Add extra filter**

Select field:

RESET CANCEL FILTER

Key result: 1

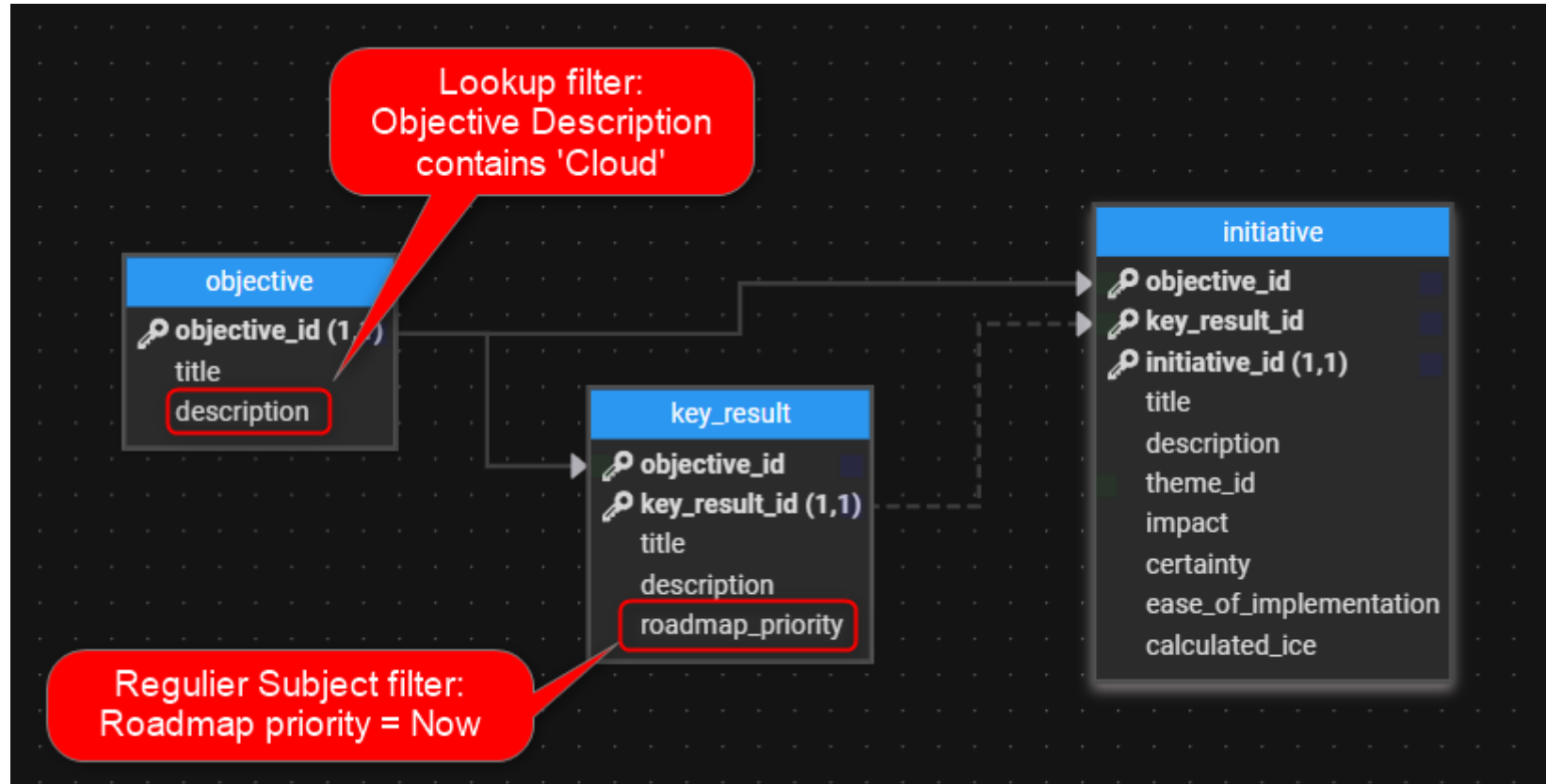
Objective: Never-legacy Customers

Title: <30 Customers that use the Wind...

Description: <30 Customers that use the Windows or Web GUI in Production on a <2026 Platform version by end of 2026

Roadmap priority: Now

# Product Management demo – Regular + Lookup filter



AV\_DEV\_PM > MAIN > de...  
Search  
Open documents  
Objectives 104  
Key results 49  
Objectives & Key Re...  
Objectives 104  
Key results 49  
Initiatives & Ideas  
Base

Key results  
Reduce monthly churn rate from 35% to 58%

Key result Initiatives

Search

Roadmap priority Title

Roadmap priority	Title
Now	Reduce monthly churn rate from 35% to 58%
Now	Flag 26% of at-risk accounts 30 days before...

Filter Key results  
Advanced filter

Roadmap priority  
Operator Equal to Value Now

Objective  Lookup  
Operator Satisfies (1) conditions

Objective  
Operator Equal to Value

Title  
Operator Contains Value

Initiatives  Detail Tab  
Operator Includes (0) conditions

Add extra filter  
Select field

RESET

Filter Objectives  
Advanced filter

Description  
Operator Contains Value Cloud

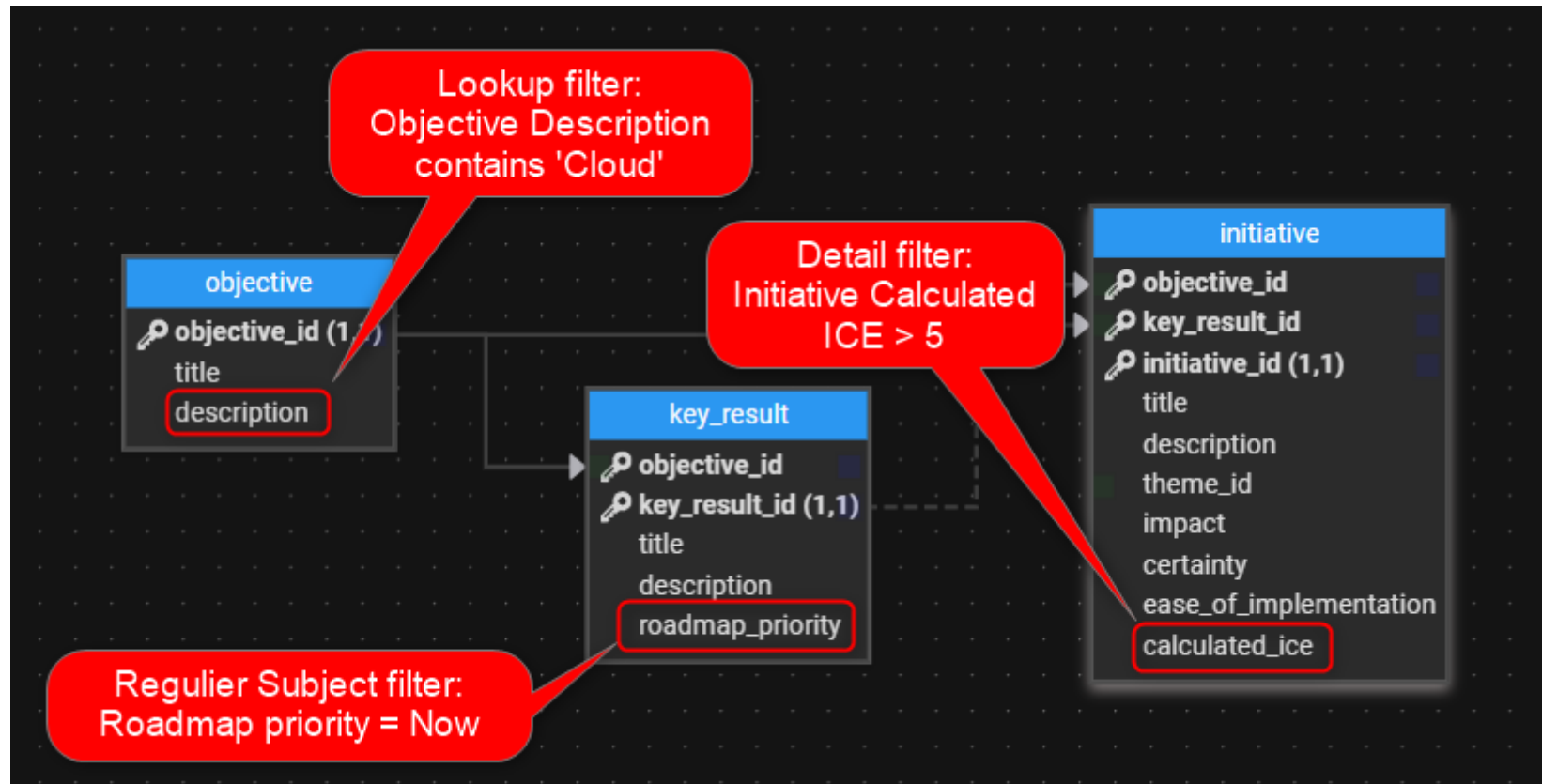
Title  
Operator Contains Value

Key results  Detail Tab  
Operator Includes (0) conditions

Add extra filter  
Select field

CANCEL SAVE

# Product Management demo – Regular + Lookup + Detail filter



AV\_DEV\_PM > MAIN > de...  
Search  
Open documents  
Objectives 104  
Key results 49  
Objectives & Key Re...  
Objectives 104  
Key results 49  
Initiatives & Ideas  
Base

Key results  
Flag 26% of at-risk accounts 30 days before predicted churn

aversluis@thinkwise.com

Key result Initiatives  
Search  
Roadmap priority Title  
Now Flag 26% of at-risk accounts 30 days before predicted churn

### Filter Key results

Advanced filter

**Roadmap priority**  
Operator: Equal to Value: Now

**Objective** Lookup  
Operator: Satisfies (1) conditions

**Initiatives** Detail Tab  
Operator: Includes (1) conditions

**Objective**  
Operator: Equal to Value:

**Title**  
Operator: Contains Value:

**Add extra filter**  
Select field

RESET

### Filter Initiatives

Advanced filter

**Calculated ice**  
Operator: Greater than Value: 5

**Objective**  
Operator: Equal to Value:

**Title**  
Operator: Contains Value:

**Key result**  
Operator: Equal to Value:

**Theme**  
Operator: Equal to Value:

**Key result** Lookup  
Operator: Satisfies (0) conditions

**Add extra filter**  
Select field

CANCEL SAVE

Key result: 23  
Description: The churn prediction model must surface accounts with high at least...  
at least...  
intervene...  
precision...  
set and...  
actual

# Product Management demo – Regular + Lookup + Detail filter → Save as prefilter

The screenshot displays a Product Management tool interface. The main window shows a 'Key results' section with a title 'Flag 26% of at-risk accounts 30 days before predicted churn'. A 'Filter Key results' dialog box is open, allowing users to filter key results. The dialog includes several filter criteria:

- Roadmap priority:** Operator 'Equal to', Value 'Now'.
- Objective:** Operator 'Satisfies', Value '(1) conditions'.
- Initiatives:** Operator 'Includes', Value '(1) conditions'.
- Objective:** Operator 'Equal to'.
- Title:** Operator 'Contains'.

An 'Add extra filter' section is also present. A 'Save as prefilter' modal is overlaid on the dialog, with the 'Prefilter name' field containing 'Cloud - Initiatives'. The modal has 'CANCEL' and 'SAVE' buttons. A red arrow points from the 'SAVE' button in the modal to the 'SAVE' button in the dialog box. The dialog box also has 'RESET', 'CANCEL', and 'SAVE' buttons at the bottom.

# Product Management demo – Advanced filter

The screenshot displays a Product Management application interface with a modal dialog for filtering key results. The dialog, titled "Filter Key results", features an "Advanced filter" toggle that is turned on. It is configured with the following rules:

- Filter group 1:** "Any of the following" (OR operator)
  - Rule 1:** Title Operator: Contains, Value: Developer
  - Rule 2:** Title Operator: Contains, Value: Cloud
- Filter group 2:** "All of the following" (AND operator)
  - Rule 3:** Roadmap priority Operator: Equal to, Value: Now

The dialog includes a "Filter" button and a "Save" button (highlighted with a red box). At the bottom, there are "RESET", "CANCEL", and "FILTER" buttons. The background shows a list of key results with columns for "Roadmap priority" and "Title", and a sidebar with navigation options like "Open documents", "Key results", "Objectives & Key Re...", "Initiatives & Ideas", and "Base".

# Process flows

Process flow mogelijkheden in 3-tier

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# 3-tier only Process actions

## Wat?

- Copy to clipboard
- Merge PDF
- (Un)zip file
- Send user notification
- Decrypt/Encrypt
- Execute System task
- Application connector
- Web connector
- HTTP connector
- SMTP connector
- Email connector
- Database connector
- Convert JSON to XML / XML to JSON
- Extract JSON data
- Generate report
- LLM connectors

## Waarom?

- Integraties via APIs
- Verbeterde Security
- Vervanging CLR's / DB Mailer
- Herbruikbaarheid Subflows! >2026.1 ook reguliere Process flows:
  - Execute system subflow
  - Execute user subflow

# Notifications

Proactief informeren van je eindgebruikers

THE NEVER LEGACY LEGENDS

# Notifications

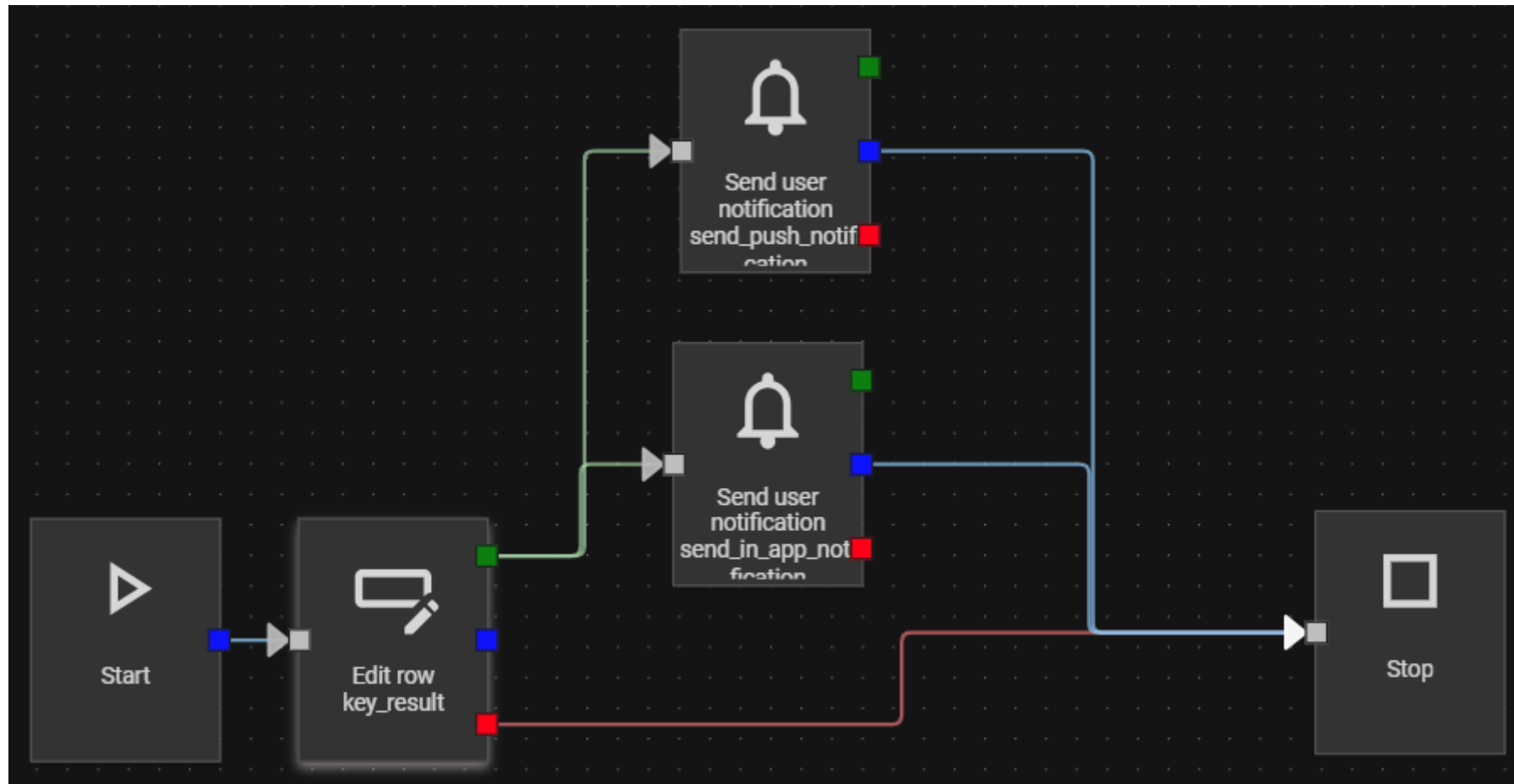
## Wat?

- Via In-app of Push notifications gebruikers informeren over relevante wijzigingen in je applicatie

## Waarom?

- Gebruikers proactief informeren die **niet continu / dagelijks** in de Thinkwise Applicatie werken
  - Approvals: uren, verlof, facturen, declaraties
  - Statusupdates: belangrijke statuswijzigingen
- Gebruikers proactief informeren over **urgente acties**

# *Send user notification* process action: In-app of Push notification



# In app notification

The screenshot displays a web application interface for managing key results. The browser address bar shows the URL: `thinkwisesoftwarebv0316-prd.thinklab.cloud/universal/#application=av_dev_pm/subject=key_result`. The application header includes a search bar and a user profile for 'A Test'.

The main content area is divided into two sections: a table of key results and a detailed view of the selected key result.

Roadmap priority	Title
Now	Remove 50% of enterprise accounts that haven't been updated weekly
Now	Launch usage-based pricing for 31% of new trial signups by Q4 end
Next	Collect structured product feedback from 34% of monthly active users
Next	Onboard 61 OEM partners to white-label tier within 60 days of GA
Later	Reduce engineering tickets for workflow configuration by 82%
Next	Achieve median P1 incident acknowledgement time of under 35 minutes
Next	Onboard 83 OEM partners to white-label tier within 60 days of GA
Later	Achieve 99.9% platform uptime across all enterprise accounts in Q3
Next	Increase trial-to-paid conversion rate from 18% to 54%
Next	Reduce engineering tickets for workflow configuration by 53%
Later	Reduce cloud infrastructure spend by 29% without increasing latency
Next	Achieve 21% push notification opt-in rate among mobile users
Next	Unblock 43 enterprise deals requiring SSO by shipping SAML 2.0
Later	Pass load test simulating 75x current peak concurrent users
Later	Instrument 81% of core user flows with product telemetry events
Next	Achieve 99.9% platform uptime across all enterprise accounts in Q2
Later	Flag 50% of at-risk accounts 30 days before predicted churn
Later	Achieve 85% onboarding checklist completion rate among new signups
Next	Reduce average billing support resolution time from 19 hours to under 4 hours
Later	Achieve 80% successful offline-to-online conversion rate for field users

The detailed view of the selected key result shows the following information:

- Key result:** 15
- Objective:** Create interactive onboarding checklist to drive feature...
- Title:** Achieve 85% onboarding checklist completion rate am...
- Description:** Instrument the interactive onboarding checklist to capture step completion rates. The target of 85% completion within the first 7 days will indicate that users are discovering core features. Weekly cohort analysis will track progress and trigger automated nudges for stalled users.
- Roadmap priority:** Later

A notification at the bottom of the screen states: "Key Result has been updated to priority 'Now'." A red arrow points from this notification to the 'Later' priority of the selected key result in the table above.

# Push notification

The screenshot shows the NOS.nl website interface. The main headline is "Trump tegen Europese landen: 'haal je eigen olie' • Revolutionaire Garde wil bedrijven VS in de regio aanvallen" with a location tag "Midden-Oosten". Below this are smaller images of a white van and a man's face. On the right, the "Laatste nieuws" section lists several news items. A red arrow points from the "1 uur geleden • Koningshuis" item to a push notification in the bottom right corner.

**Laatste nieuws** [Bekijk meer >](#)

- 22 min. geleden • Binnenland  
Hogere straf voor drugshandelaar 'Rico de Chileen'
- 30 min. geleden • Voetbal  
Ook NEC'ers Chery en Misidjan op non-actief vanwege paspoortkwestie, IND gaat helpen
- 34 min. geleden • Voetbal  
FIFA-voorzitter Infantino: 'Iran zal present zijn op WK'
- 49 min. geleden • Buitenland  
Europese Commissie wil dat EU-landen nadenken over besparen van energie
- 1 uur geleden • Koningshuis  
Ex-man van prinses tv-script 'voor kwaad'
- 1 uur geleden • Economie  
Doorberekenen of dwingt ondernemen

**Google Chrome**

Key Result updated  
Key Result has been updated to priority "Now".  
thinkwisesoftwarebv0316-prd.thinklab.cloud

# Recap – Questions?

- **Single Sign-On & Multi-Factor Authentication met OpenID**  
*Reasons to transition to the Universal UI: Security-by-Design*
- **Gepersonaliseerde login pagina's met Web domains**  
*UX improvements in the Universal UI*
- **Screen type optimalisaties**  
*Optimize your UX with these guidelines*
- **(Custom) Action bar optimalisaties**  
*Discover the capabilities of the Action bar*
- **Form optimalisaties**  
*Influence Form behavior in the Universal UI*
- **Slimmer filteren**  
*Smarter Filtering in the Universal UI*
- **3-tier Process actions**  
[https://docs.thinkwisesoftware.com/docs/sf/process\\_flows\\_actions](https://docs.thinkwisesoftware.com/docs/sf/process_flows_actions)
- **Proactief informeren met Notifications**