CLAIMS

1. A Dynamic Enterprise Application Platform for development of application software in a computer system in which users develop application software for their enterprise without the assistance of software consultants, comprising :-

an Enterprise Software Design Model (ESDM) which works with

an Enterprise Software Engine

wherein the ESDM is a template for the users to submit details of a specific application and data and information gathered by the users are configured by the Enterprise Software Design Model and saved into database of Dynamic Enterprise Software Platform where the Enterprise Software Engine performs a mapping and reduction procedure to create functional enterprise software application using visual editor with drag and drop interface, without the users undertaking any programming/coding training.

2. The Dynamic Enterprise Application Platform for development of application software as claimed in Claim 1, wherein a plurality of forms of enterprise software are rendered onto Desktop Application, Mobile/Tablet Application, and Web/Cloud Application.

3. The Dynamic Enterprise Application Platform for development of application software as claimed in Claim 2, wherein the data and information are being configured and consolidated into a single page or single screen of the Desktop Application, the Mobile/Tablet Application, and the Web/Cloud Application.

4. The Dynamic Enterprise Application Platform for development of application software as claimed in Claim 1, wherein the Enterprise Software Design Model comprises three sections, including Core, Common and Advanced Section.

5. The Enterprise Software Design Model of the Dynamic Enterprise Application Platform for development of application software as claimed in Claim 4, wherein the Core Section comprises Information, Activity, State and Flow section wherein:-
the Information section is information gathered or generated in ~~a~~the process or entry;

the Activity section is the action being done in ~~a~~the process and the information gathered or generated;

the State section is a summary of the status of ~~a~~the process or record; and

the Flow section is the possible activites to be performed for a state in ~~a~~the process or record.

6. The Dynamic Enterprise Application Platform for development of application software as claimed in Claim 4, wherein the Common section comprises Listing, Standard, Template and Logic section, wherein:-

the Listing section describes different grouping of the records or entities based on designated filters and conditions;

the Standard section describes common features existing in enterprise software, such as create, edit, delete, or view;

the Template section describes formatted document or customized reports that ~~is~~are to be generated; and

the Logic section is special business logic to be performed to retrieve or aggregate data for display or generating reports as well as supporting integration of external services.

7. The Dynamic Enterprise Application Platform for development of application software as claimed in Claim 4, wherein the Advanced Section comprises Aesthetic, Authorisation and Automation section, wherein:-

the Aesthetic section refers to design of ~~the~~a form such as layout, contents, formatting of text and number, as well as formulas;

the Authorization section describes ~~the~~ rights to access, execute or view for a user or group of users; and

the Automation section occurs when some events happened and the Enterprise Software Engine (ESE) are triggered, sending notifications such as email, message or SMS, or integration to other online services, or internal action to update ~~the~~a record.

8. The Dynamic Enterprise Application Platform for development of application software as set forth in claim 1, wherein the Enterprise Software Engine comprises five sections, including Menu, List, Action, Form and Document.

9. The Enterprise Software Engine of the Dynamic Enterpise Application Platform for development of application software as claimed in claim 8, wherein the Menu Section of the Enterprise Software Engine serves as primarily entry or starting point to a module in a developed enterprise software.

10. The Dynamic Enterprise Application Platform for development of application software as claimed in claim 8, wherein the List Section of the Enterprise Software Engine combines with ~~an~~a user interface to show collection of entries or records, representing the entries or records in different formats. including a table form, a list form, a card form or a calendar form and for the user to search, query or filter records, group and sort search results and allow the user to navigate through different pages of results.

11. The Dynamic Enterprise Application Platform for development of application software as claimed in claim 8, wherein the Action Section of the Enterprise Software Engine are a plurailty of buttons that represent different functions that can be performed by the users such as viewing or editing an entry or generating a document from an entry and has certain logic to display or hide information from the user based on a plurality of set conditions.

12. The Dynamic Enterprise Application Platform for development of application software as claimed in claim 8, wherein the Form Section of the Enterprise Software Engine serves as a main working area for the user to fill in information or view an existing entry, and generally comprises a plurality of labels and fields and complex controls such as table or tabs.

13. The Dynamic Enterprise Application Platform for development of application software as claimed in claim 8, wherein the Document Section of the Enterprise Software Engine is the display of document in the form of plain text, common separated values, spreadsheet or Portable Document Format (PDF) and allows the users to choose to download a displayed document onto a Personal Computer, a Tablet or a Mobile Phone or to print the document.

14. The Dynamic Enterprise Application Platform for development of application software as claimed in claim 1, wherein the information entered into the Enterprise Software Design Model

are configured, mapped and reduced by the Enterprise Software Engine into a functional enterprise software application and which allows iteration effort so that the user may always add in information or activity to ~~the~~a process in order to amend ~~the~~a document or form in real time, whenever the user thinks is necessary without disrupting existing running entries.

15. A method of creating software application in a Dynamic Enterprise Application Platform having an Enterprise Software Design Model ("ESDM") and an Enterprise Software Engine in a computer system, said method allowing users to develop an application software for enterprise without the assistance of software consultants, and without the users undertaking any programming/coding training, comprising the steps of:-

creating and configuring data and information using the ~~Enterprise Software Design Model~~ESDM, for processing by the Enterprise Software Engine through a mapping and reduction process; wherein said data and information configured by the Enterprise Software Design Model are saved into a database in the Dynamic Enterprise Software Platform;

creating functional enterprise software application using visual editor with drag and drop interface where the configured data and information of the ~~Enterprise Software Design Model~~ESDM configuration is consolidated into a single page or single screen of a Desktop Application, an Application in a Personal Computer, a Mobile Phone, Tablet and Web/Cloud Based Application; and

allowing iteration effort for the user to add in information or activity to the step of creating ~~the~~a menu, list, action, document or form or ~~the~~a report in order to amend the menu, list, action, document or form in real time, whenever the user thinks is necessary without disrupting existing running entries.

16. The method of creating software application in a Dynamic Enterprise Application Platform as set forth in claim 15, wherein the step of creating and configuring business requirements through ~~the~~a Core Section, Common Section and Advanced Sections of the ESDM is to map and to reduce the data and information through Enterprise Software Engine into a specific application.

17. The method of creating software application in a Dynamic Enterprise Application Platform as set forth in claim 16, wherein the mapped and reduced data and information in ~~Enterprise Software Design Model~~ESDM are further mapped and reduced by the Enterprise Software Engine, the mapped and reduced data being rendered as menu, list, action, document, and form into a Cloud Based App or an App for use with a Desktop or Personal Computer or a Mobile Phone or a Tablet.