

EntropySoft is focusing on the Enterprise Content Integration market (ECI). The company is specializing in content management, connectivity and interoperability.

The two main drivers of the ECI market are content fragmentation and the presence of many systems in the enterprise.

Every day, the number of content silos used in a company increases. Each department wants to have its own wikis or collaboration application, each new vertical solution comes with its own content repository (BPM, CRM system etc...).

Mergers, acquisitions, the introduction of new applications or the use of cloud repositories all contribute to the multiplication of content repositories.

Products and applications come in all shapes and sizes and cannot work with each others because of technological differences.



This content fragmentation brings four significant challenges for software companies, IT Departments and Business units. In the following use cases, EntropySoft sums up the main causes for concern that its customers are facing and presents the technological solutions that were implemented.

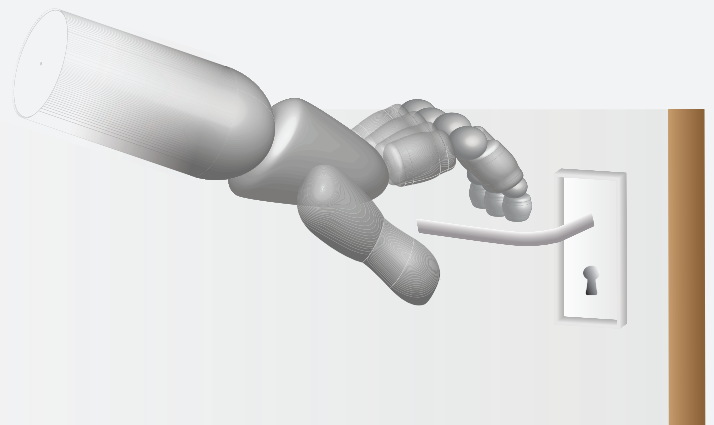
### 1- Easy access

The IT system of any company includes vertical applications or products that connect to different content-silos. Frequently, the applications are non-compatible. Therefore there is a strong risk of not being able to access and use all available information. Accessing the various information repositories can become very complicated.

All products and applications should be able to interact with all the content silos. Unfortunately, the content repositories use different APIs, security and metadata models. It can quickly turn connectivity concerns into

Securing and simplifying information access in a company is therefore vital.

Similarly, for all applications, to be able to access and use as many content silos as possible is becoming crucial.



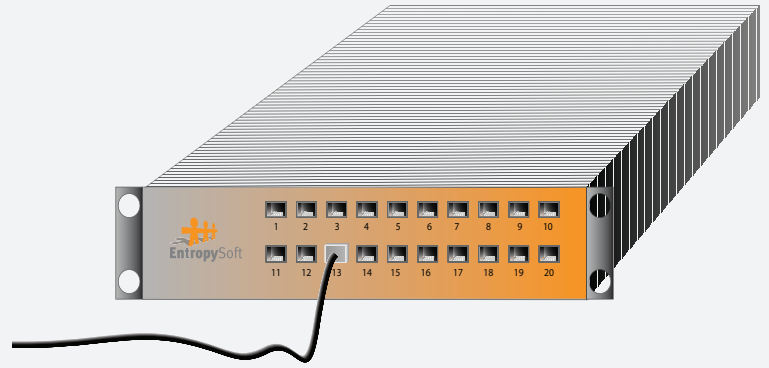
## 2- Enterprise connectivity.

Most organizations deploy a search engine, a BPM solution, a collaboration framework and many other business applications. The applications create, store and use documents in various content silos.

The connectivity overview is complex, with a criss-crossing of information routes that brings to mind a spaghetti plate. This spaghetti plate includes connections between heterogeneous technologies. Specific developments rigidify the information system and limit the system's evolution capacity.

Managing connectivity issues is therefore becoming a top priority for IT departments. Progressively replacing the complicated criss-crossing routes by out-of-the-box connectivity shared in a content hub is a possible answer.

This is as easy as connecting your laptop to a network hub. Applications and content silos are thus plugged easily in the content hub. Connecting a business application to one or many content silos then becomes easier to do.



## 3- Daily document transfers.

Each document has a specific lifecycle. In most companies, a document crosses over different applications through its life. It is also common to share documents with partners or customers in multiple repositories. Moreover, at the end of the document lifecycle, documents have to be gathered and saved in a Records Management system. Therefore, information and documents have to be easily transferable between repositories.

Throughout the document's life, different technologies are involved, that are not compatible with each other. Content-centric applications are usually heterogeneous: each vendor uses its own technology; each application has a different security model and different metadata model. Sometimes, even the content itself is in a proprietary format.

In addition, business and regulatory environments provide rules and requirements that shape technological choices so as to improve corporate compliance.

Using a single technology that seamlessly interconnects all content-centric applications and does the daily transfers would be an important step towards better compliance and solving day to day users' problems.

Empowering users with the capacity of deciding when to transfer or archive documents they are responsible for while improving traceability and corporate governance, is an improvement for the whole company.



#### 4- SaaS synchronization.

The development of SaaS (Software as a Service) means that more and more companies work with document repositories that are no longer managed on-premise. Using external document repositories is also very common when mergers and acquisitions happen: organizations with different IT architectures need to put their resources in common as fast as possible. Additional repositories can also be created when a company wants to have an external repository to share documents and information with their customers. Using external document repositories increases content fragmentation. Documents can be scattered across various repositories, both inside and outside of a company.

When deciding to use cloud repositories, it is vital to secure at the same time the capacity to synchronize or access documents at any time, in any repository. Therefore, regular and reliable transfer content is compulsory to guarantee a positive cloud experience.

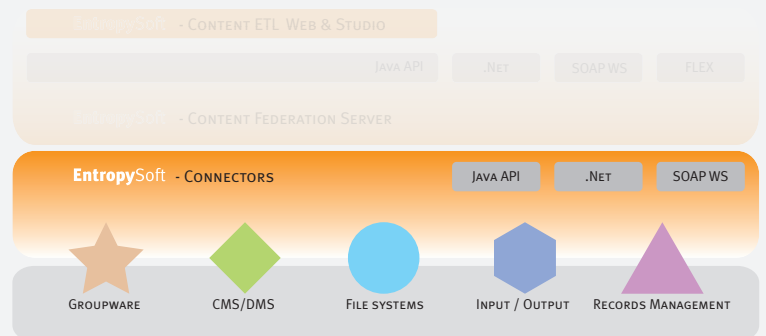


EntropySoft, a pioneer of interoperability and the leader for connectivity solutions, has market-tested products to nullify content fragmentation. EntropySoft products combine with each other, so as to build the perfect answer to many use cases, including the ones mentioned above.

EntropySoft has a threefold offer for the Enterprise Content Integration market:

#### - EntropySoft Connectors

EntropySoft has more than 30 read/write connectors for the most popular content-centric applications. All the connectors support the major features of the underlying applications. EntropySoft technology can therefore be used to access content repositories and normalize access to all content-centric applications.



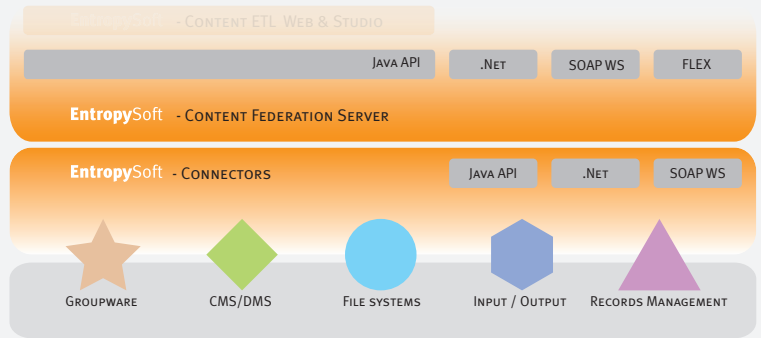
The connectors can be easily integrated into any third-party product. It usually takes only a few days to leverage this technology and therefore enable access to additional content management repositories.

## - Content Federation Server

EntropySoft has developed a shared connector server, or connector hub, so as to simplify the integration of enterprise applications and content repositories. The content hub is a central place for a selection of EntropySoft's read/write connectors.

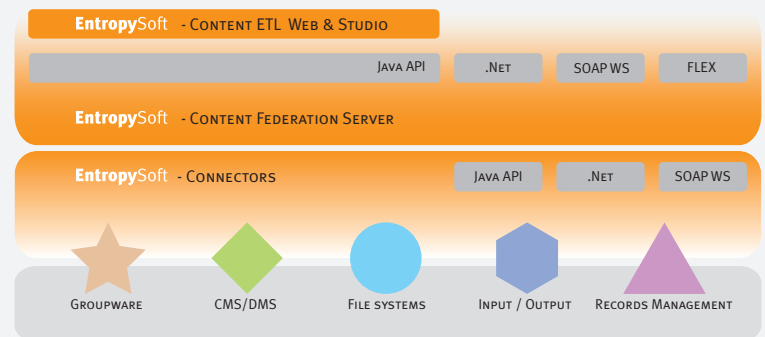
The connector hub has content federation capacities and implements transversal features such as federated search.

The Content Federation Server enables you to quickly implement a shared and normalized access to content-centric applications in your company. Your selection of applications and content silos are plugged easily in the content hub. This is as easy as connecting your laptop to a network hub. This gives you access to all the company's knowledge resources. Connecting a business application to one or many content silos then becomes easier to do.



## - Content ETL

EntropySoft Content ETL is used to move content easily between content silos in the extended enterprise. New "bridges" between applications can be quickly deployed and used by end-users to copy and move documents and folders across applications.



interface and can be easily duplicated to embrace new applications. Once the bridges are published to the server, anybody can easily manage transfers.

Content transfers can also be easily automated and time-scheduled, Content ETL being therefore used to automate the content lifecycle and for Records Management purposes.

EntropySoft Content ETL for SaaS is specifically designed to help with information exchange and repositories synchronization. It is a standalone product that manages smoothly content transfers between all silos of unstructured data, either on the premises or in the cloud.

By signing a partnership with EntropySoft, a software company not only gets access to the best content integration products, it also benefits from unparalleled expertise on content repositories provided by one of the only market specialists.

EntropySoft brings Content Management Intelligence to its customers.

