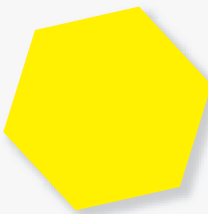


**Content Integration** is a critical technology helping companies trying to organize content management. It is the answer to the enterprise's wish to integrate all its content repositories with its business applications and enterprise portal, as well as facilitate information lifecycle management.

Electronic documents are at the core of the enterprise. They are an elementary part of its memory. Documents are used by all business units and their lifecycles are tightly linked to business activity.

In the current economic climate, it is necessary to continually improve the responsiveness, the performance and the governance of the company. Decision-makers strive to optimize the use of these assets.



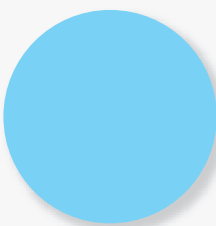
Content Integration focuses primarily on the following **areas of improvement**:

- Easier access to and better management of knowledge assets of the company
- Faster and tighter integration of the information system
- Increase of the ROI of existing systems while making the most of their contents

The main obstacle to achieving these goals is the fragmentation and heterogeneity of the applications that contain files and documents in the company.

This fragmentation usually has **three causes**:

- 1- the historical choice of each department to acquire a solution that answers its specific needs; the result is that each department deploys different content repositories.
- 2- every year there are new technologies in the marketplace and every software vendor pushes its own content repository.
- 3- external growth. The high number of mergers and acquisitions leads to numerous heterogeneous information systems that have to be integrated in just one organization.



**The consequences** of this fragmentation are generating integration nightmares for the IT department. Even though content repositories are multiplying, all vertical applications must have access to all of them to benefit from the most efficient business-driven information. The central problem is therefore how to manage integration between all the content repositories and business applications.

In order to find targeted and cost-effective solutions to easily implement this integration, **a threefold approach** can be followed:

A. **normalize the accesses** to all content repositories

To increase systems interoperability and simplify access to information

B. **hide fragmentation** from applications by using content federation capacities

The access to the information system will not be hindered by technological concerns and can be completely business-oriented.



C. **fluidify content exchanges** between applications

Today, content lifecycle crosses over different repositories and content has to be moved easily from one content repository to another.

## EntropySoft's answer to content integration

Fragmentation is the main driver of the Enterprise Content Integration market. The biggest challenge in this market is therefore to develop solutions that can go across technological barriers. EntropySoft provides solutions for these problems, its mission being to increase content interoperability to optimize the use of content across the organization.

EntropySoft brings to the market the following disruptive innovations:

**Innovation 1:** a normalized access to all content repositories.

EntropySoft provides over 30 bidirectional connectors. All vertical solutions as well as technology products (Search Engine, BPM, Digital Imaging etc...) can easily be plugged in on every content repository. This accelerates content integration, increases interoperability and limits integration costs.

EntropySoft is following an OEM strategy for its connectors. Many software vendors and integrators already use our technology. EntropySoft has signed significant partnerships in the following markets: Search and BPM. This implies that EntropySoft technology is being used widely on a global basis, increasing interoperability potential for all applications users.

**Innovation 2:** a content federation capacity

With EntropySoft's Content Federation capacity, all content silos are perceived as being only one large silo. Technological barriers are erased and access is reorganized so as to offer to all applications a federated access.

EntropySoft's Content Federation capacity is constituted by server components that are designed to speed up content integration in business applications. This capacity can be accessed using a wide range of technologies (java API, Flex API, .NET).

Because Content Federation has to be applied to all business applications and because its implementation is tightly linked to a customer's requirements, EntropySoft chose to focus on the server side and to deliver a wide set of features of all connected applications, making it possible to create folders, documents and to manage rights and metadata.

Implementing EntropySoft's solution has at least three positive consequences:

- Simplicity to connect new content repositories coming from external growth, new technologies or a new version of a product. They will be easily added to the federation capacity thanks to the specific connector.
- Different technologies can be used to access the content federation service. Because all information systems are unique, EntropySoft provides different ways to access its virtual repository.
- Implementation of most of the native features of connected applications thanks to the advanced connectors

**Innovation 3:** a world premiere Content ETL solution

Traditionally, ETL software (Extract, Transform, Load) does extraction, transformation and loading between structured-data repositories. EntropySoft put on the market the first ETL software for unstructured data: Content ETL. Content ETL is designed to structure and industrialize the transfers and transformations between all content-repositories. Its features ensure full traceability of all transfers.

Content ETL offers:

- An out-of-the-box connection to all the company's content repositories
- A graphic user interface for the design and planning of all document transfers
- A wide catalog of documents and metadata transformation capabilities
- The delegation of transfer management to end-users

