



## **EntropySoft releases Standalone Content ETL for Cloud integration**

**Paris, October 30, 2009** - EntropySoft, specialist of the ECI market (Enterprise Content Integration), is releasing a standalone version of its Content ETL product for unstructured data. Standalone Content ETL is specifically designed for SaaS companies that want to simplify cloud integration. By releasing this version of Content ETL, EntropySoft is reinforcing its position as one of the main suppliers of cloud integration products for unstructured data.

The development of Software as a Service (SaaS) means that more and more companies work with document repositories that are no longer managed "in-house". Using external document repositories is the fastest way to deliver document-based solutions without the pain of deploying and maintaining internally complex architectures. Additionally, a cloud strategy is very common when mergers and acquisitions happen: organizations with different IT architectures need to put their resources in common as fast as possible.

External document repositories increase content fragmentation and the need to exchange securely and easily documents over the firewall. The use of cloud repositories must be initiated in conjunction with a strategy to have easy transfers between cloud and corporate repositories.

EntropySoft's Standalone Content ETL is specifically designed to be an ideal product for such transfers.

In all companies, most common practice is sending an e-mail with an attachment when sharing information inside or outside of the company. It is common to first download a document from a content-centric application and mail it. The receiving party uploads and saves in its own repository of choice.

This common practice highlights the dangers of not managing company-wide content transfers. Taking the document out of its initial repository comes with major risks regarding permissions, lifecycle management and mail server overload. A protected document extracted from its initial repository becomes a non-protected document. The complete history of the document is left behind or lost. Knowledge Management becomes impossible.

Content ETL is the best product in its category to manage cross-repository document lifecycle. It can manage real time, on-demand or on-schedule transfers between more than 30 applications, without losing permissions and history.

Applications can be fundamentally different, especially with regards to permissions, metadata models or users and groups directories. Content ETL is deploying "bridges" between repositories. The role of the bridges is first to map the different models (permissions, metadata, users and groups...) and then manage the actual transfer.

Thanks to EntropySoft's state-of-the-art connectors the bridges can be deployed between more than 30 enterprise content repositories including Microsoft SharePoint, Documentum, Google DOCS, IBM FileNet, Opentext Livelink, Alfresco and many other.

If requirements include data cleansing, de-duplication or rendering, Content ETL includes a large selection of pre-programmed actions that can easily be added in the content bridge. Adding the required features is very easy, since it is done by dragging and dropping a new stage in the graphical representation of the bridge.

Standalone Content ETL also has the ability to dynamically track changes in a repository and deliver a list of added, updated and deleted documents. Changes to content, permissions and metadata are taken into account on an immediate basis. This is a vital feature for all companies who want to have an accurate view of their content and take real-time actions such as immediate Records Management to minimize critical data loss risk.

Standalone Content ETL comes with two scheduling options for transferring documents: pre-programmed transfers on a regular basis or real-time immediate transfers.

Standalone Content ETL is an all-in-one version of Content ETL. It combines an embedded Content Federation server with content ETL so as to simplify product download and deployment.

Customers deploying Standalone Content ETL can, at any time, upgrade their deployment by adding a separate EntropySoft Content Federation Server. The full architecture gives customers a third scheduling option: the ability to manage on-demand transfers with Content ETL web.

By using a pre-defined content transfer bridge, SaaS companies can now offer their customers a downloadable package that can be easily deployed, so as to seamlessly integrate any corporate content repository with their online service, while preserving permissions and delivering full traceability.

Standalone Content ETL's immediate benefits are easier content transfers between repositories, better information life-cycle control and stronger compliance with rules and regulations.

EntropySoft brings Content Management Intelligence to its customers.

### **About EntropySoft**

EntropySoft is focused on the integration of unstructured data and is a pure-player in the ECI global market (Enterprise Content Integration). An information-access expert, EntropySoft's mission is to facilitate content access and make content interoperability easy.

EntropySoft technology is used by software vendors to simplify the integration between their solution and all content management solutions. Applications fields are numerous (Enterprise Search, BPM, e-discovery, Records Management, Collaboration, etc...). EntropySoft has the most extensive read / write connector portfolio in the market.

EntropySoft also has a Content ETL (for cross-repository transfers and cloud synchronization) and a Content Federation Server (to simplify enterprise connectivity architecture).

The following leading global organizations integrate EntropySoft connectors: Attivio, Coveo, Digital Reef, Endeca, Exalead, IDS Scheer, Image Integration Systems, Jahia, Kazeon and W4.

For more information, visit [www.entropysoft.net](http://www.entropysoft.net).