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Integrating the Interconnected World™

Venetica's VeniceBridge® Integrating Distributed Enterprise Content

The most effective enterprise applications are those that have access to relevant information. Over time, however, corporations have created distributed silos of content — documents, scanned images, digital assets, and other unstructured data — stored in different managed repositories, databases, and file systems. Worse, each of these silos requires a unique method for accessing and working with content. Developers have been forced to learn multiple programming interfaces as well as the individual proprietary methods used by each repository.

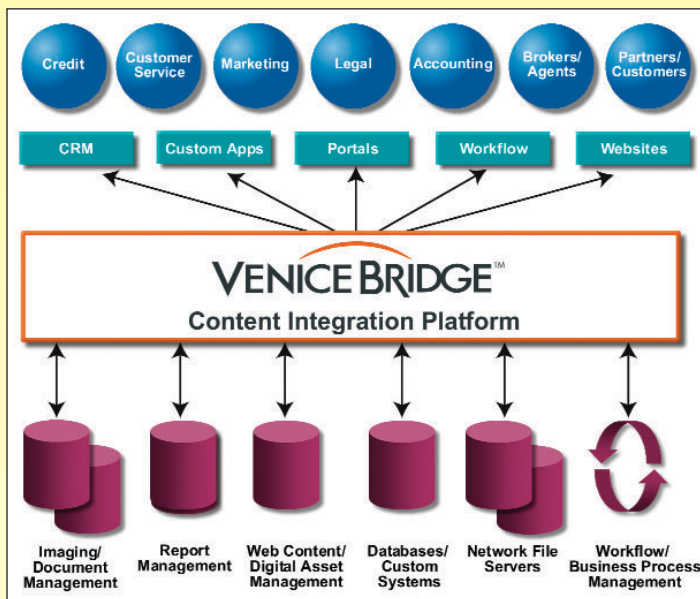
These challenges frequently make it too expensive for organizations to build high-value, content-rich applications. Still, enterprise applications can be effective only if this barrier to content is removed.

Removing the Barrier Is VeniceBridge From Venetica

Delivering the ability to integrate unstructured data from any content source, VeniceBridge provides the infrastructure needed by portals, collaborative applications, customer relationship management, and other key applications to access and exchange distributed content throughout an enterprise.

At the heart of VeniceBridge is a single, bi-directional interface that enables applications to quickly integrate with the multiple, disparate repositories that store documents, images, reports, digital assets, and other relevant content. VeniceBridge can then deliver and exchange the content with other applications in real-time, or create a view of all the content associated with a specific business process or topic.

VeniceBridge enables content integra-



tion through a modular, distributed architecture that utilizes a J2EE suite of technologies. Implemented as a set of Enterprise JavaBeans, the product facilitates integration of all content sources through a managed, scalable, high-performance component environment. This enables implementation of VeniceBridge-based solutions on robust enterprise-class EJB application servers, such as those provided by BEA, IBM, Sun, and Oracle. Its Java-based architecture includes a SOAP-based web services interface.

Benefits of Content Integration

Content integration makes it possible for IT to build applications that are independent of the underlying repositories, so mission-critical applications can be implemented more quickly across the enterprise. This provides a tremendous return on investment by reducing development time and costs, reducing ongoing costs associated with maintaining custom integrations and keeping the integrations up to date, and reducing software expenditures. It also provides the ulti-

mate flexibility to work with multiple content sources without being locked into a single repository vendor. Applications built today will work with new content sources as they are purchased (future “best-of-breed” decisions) or as they are acquired through corporate mergers. This reduces risk and creates a higher return on assets because under-utilized content silos are now available to fuel content-rich applications.

VeniceBridge Components

VeniceBridge is comprised of three components:

VeniceBridge Integrate™, which includes the real-time, bi-directional interface for building high-value, content-rich applications. Additional features include federated searching, metadata mapping, repository profiling, session management, content transformation, exchange services, and graphical administration; VeniceBridge Relate™, which creates reusable views of content for a specific business context (a “virtual repository”) with additional metadata and security based on business context; and VeniceBridge Web Components, development components that can be embedded into any Web application. Venetica also provides a set of Content Bridges that serve as adapters to leading content sources. A Bridge Builder Toolkit is available for custom sources.

VeniceBridge is available from Venetica or through its partners located throughout Europe, Asia/Pacific, and North America. Venetica is located at 1230 W. Morehead St., Suite 400, Charlotte, NC 28208. Voice: 704-926-3000; Fax: 704-926-3119; Website: www.venetica.com.

— Ellen J. Silverman