

**Gaining Value by Integrating Applications**

You may need to get that consolidated sales and financial information from your subsidiaries running on different applications from different vendors. Try integrating Oracle with Epiphany to run a business process and derive decision support inputs. For that matter join SAP with Baan and with your legacy to make your businesses share data, processes and knowledge trapped inside these individual applications. Not an easy task.

Gaining value by integrating disparate applications is one of the challenges Cuecent ebPAC takes head on. You need a business process that gathers funnel information from unit A running SAP, unit B running an in-house legacy and unit C running on Oracle and apply certain business rules to filter and rationalize the data and finally present the consolidated sales positions to head quarters.

**Business Reality**

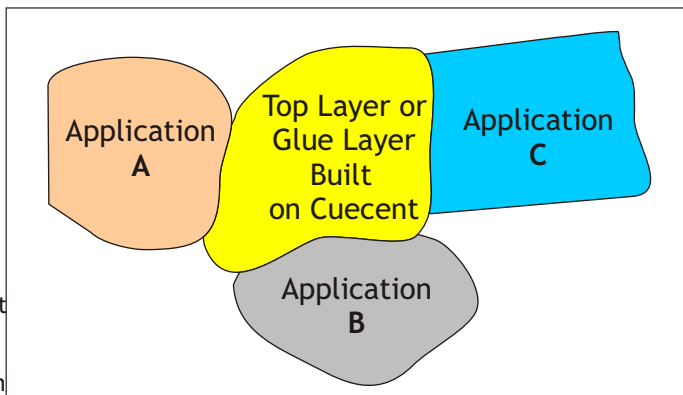
Applications come in different sizes and shapes. In Global 2000 companies, it's common to find over 200 different business systems. A company's business initiatives, therefore, will require more points to connect, more messages to move, more data to transform, and more information to aggregate. All the while, underlying systems are changing and evolving.

Businesses need to derive value out of the investments made in the past. Creating a layer that consciously connects to disparate applications and to help you gain business visibility in real time is the challenge. This layer that you build can include those custom features not present in the applications being connected. Currently, most business integration is achieved through building custom adapters, which are specific to a particular application or business partner, or through deploying proprietary Integration Platforms.

**Look for business value in your integration strategy**

- **Time to Market:** Faster time to market for IT solutions through standardized, simplified EIS integration strategy and a proven approach to solving complex integration problems

- **Standards Based:** standards based integration is easily pluggable with any Java or B2B environment. There are connector architecture specifications available in the market like those of the Sun Microsystems Connector Architecture



specifications. Look for standards compliance.

- **Reusability & Extensibility:** EIS integration can be re-used and abstracted through Agents. The existing business processes that are part of ERP, CRM, SCM or any backend resource can be extended to provide seamless integration, thus avoiding integration gaps.
- **Value Added Features:** It should be possible to build additional custom features as part of your integration strategy. Also the tools you employ must provide core value added services such as facilities for developing and deploying Agents, Configuration Management, Caching, Pooling, Wizards to automate generation and deployment tasks, thorough documentation and much more to help quickly build a Agent to any back- end resource.
- **Simple, Lightweight:** The integration layer should be light and not resource intensive.

**Cuecent ebPAC addresses the challenge**

Our approach to application integration, consistent with J2EE standards, leverages predefined and custom components called "adapters." Adapters are used for transforming and validating data and integrating business processes across disparate systems. Today, most adapters are custom built and, without the aide of a development framework, the development and utilization of these adapters is quite involved and largely misunderstood.

# INTRODUCTION



BAHWAN CYBERTEK

Cuecent ebPAC is a complementary technology to Application Servers and Integration Platforms. The product provides a simple, lightweight standard approach for integrating heterogeneous EISs to enterprise Java based environments. Examples of EISs include ERP applications, legacy or other application systems, transaction processors and database systems.

Cuecent ebPAC architecture enables you to isolate and expose different points of integration (e.g., a database table, business function, or stored procedure), thus enabling a cleaner, more straightforward approach to integration. The architecture also enables you to isolate integration logic from other layers of your application architecture (commonly referred to as "encapsulation"), providing a basis for easily managing application and platform changes.

With extensive support for XML and a flexible deployment model, Cuecent ebPAC breaks down the distinction between the Internet, standalone applications and computing devices of every kind thus enabling businesses to offer an unprecedented range of integrated and customized solutions - solutions that enable their customers to act on information any time, any place and any device.

### Case in Point

An application service provider of transportation management and logistics solutions needed a means of tying back-office, proprietary systems to its Web portal for trading partners (shippers, carriers, and their customers). The challenges were daunting; proprietary APIs, numerous transaction types with large datasets, and complex event management. Cuecent ebPAC, with its well-defined architecture, provided the means of overcoming these challenges. The initial implementation time was reduced by 30% through leverage of Cuecent ebPAC's built-in component model for operational control and the use of pre-built components supplied by Cuecent ebPAC. Reusability, promoted by Cuecent ebPAC, reduced the implementation times of subsequent integrations as well.



**Prohibitively expensive:** Integration Platforms require a high capital expenditure, with low-end solutions generally costing \$250,000 and high-end solutions ranging from \$500,000 to \$1,000,000 or more, excluding a 2X to 5X services factor.

**Resulting heterogeneous integration environment:** For all of the value that Integration Platforms provide, when viewed from a cross-enterprise perspective, the integration technologies are still heterogeneous. Different technologies generally exist in an enterprise for A2A and B2B and when extending to trading partner environments and exchanges multiple B2B technologies exist, often requiring B2B integration adapters.

**Not appropriate for all kinds of integration:** Integration Platforms are excessive in both size and functionality for most solutions. For example, an e-Business application interoperating with internal data sources and functional modules does not require the capabilities of a full-fledged Integration Platform. Furthermore, deploying an Integration Platform in this scenario will add unnecessary layers that degrade performance with no functional value.

**Proprietary integration solution:** Integration Platforms provide proprietary interfaces and development environments. Hence, additional development skills are required for developing e-Business applications.

**Limited or no support for m-Commerce:** Most Integration Platforms do not currently support m-Commerce. Additionally, Integration Platforms that have rapidly evolved over a short time span are not well positioned for m-Commerce devices because of their heavy footprint.

*[Note: In spite of the Integration Platform limitations noted above, they remain a highly valuable technology for highly complex integration environments with a large number of connection points and/or business automation between the connection points. In such scenarios, Cuecent ebPAC and Integration Platform technologies would co-exist as complimentary technologies.]*

You build a digital model of your organization and Cuecent ebPAC produces the software application. Much like a CNC machine tool that understood a CAD drawing and produced the finished gear. Depicting changes in your business processes leads to change in the software application that supports them.

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