

# Enterprise Business Integration Management for Cloud Vendors

*Making cloud applications an integral part of business*

Adeptia's holistic Enterprise Business Integration Management platform is the perfect solution for cloud vendors integrating to internal systems. Consolidating ETL, SOA ESB, B2Bi, and BPM, Adeptia's platform fulfills diverse end-to-end integration requirements in a comprehensive solution that is fast, flexible, and easy to understand. Using a web-based, code-free approach, Adeptia's Enterprise Business Integration Management platform is highly accessible to a wide variety of vendors and provides unique advantages through its process-centric, service-based approach. More and more cloud vendors are relying on Adeptia for the most streamlined and comprehensive integration solution on the market.

Adeptia's platform provides industry-leading cloud integration technology that supports a variety of different vendor situations. Depending upon the needs of the vendor, Adeptia offering provides instant solutions to immediate requirements as well as long-term, scalable relationships that encourage business innovation and growth. Many cloud vendors looking to integrate internal systems use Adeptia's platform to create custom integration solutions for individual customers with unique needs. Other cloud vendors use Adeptia's platform to develop their own integration web service interface which can be accessed and used by multiple customers for the same solution. Still other cloud vendors partner with Adeptia to provide pre-packaged connectors that customers can put to use on their own.

## Adeptia Supports all Cloud Vendor Integration Situations

### Custom Integration Services

Cloud vendors use Adeptia technology to develop reusable but custom integration services for select customers.

### Web Service Interfaces

Cloud vendors use Adeptia technology to configure and publish a web service API for multiple customers to access.

### Pre-Packaged Connections

Cloud vendors partner with Adeptia to offer pre-packaged connections to customers.

## Custom Integration Services

For this situation, cloud vendors use Adeptia's Enterprise Business Integration Management platform to build integration solutions for key customers on an individual basis. This is the easiest and most convenient option for customers, (especially those with limited IT expertise) and is the strongest option for the development and maintenance of quality vendor-customer relationships. The involvement on the part of the vendor will be higher given that they will cater to each customer's unique integration needs. In addition to developing and implementing the solution, the vendor will also be relied upon for monitoring and providing professional services to their individual customers.

## Web Service Interfaces

For this situation, cloud vendors use Adeptia's Enterprise Business Integration Management platform to build a standardized interface that provides customers access and allows them to integrate with their backend systems. to access the vendor cloud offering in order to automate and integrate with their backend systems. This is the most efficient option for vendors in terms of customer involvement, and is the strongest option for the growth and development of the vendor. With this approach, vendors configure an XML-based interface, extend it to expose secure web services, and, after providing user documentation and sample code, expect customers to take over the integration project from there. This approach places more responsibility on customers for building and maintaining their individual integration solutions and allows vendors to focus more upon the scalability of their own enterprises.

## Key Features

- Holistic enterprise platform including ETL, SOA ESB, B2Bi and BPM, perfectly suited for end-to-end integration with cloud-based applications
- Process-centric and service oriented
- Graphical design environment and full-featured run-time engine
- Web-based, intuitive interface increases productivity with minimal training
- Comprehensive Web Services
- Service Oriented Architecture promotes reusable functionality across disparate custom, packaged and legacy applications
- Allows business users to interact with long running flows
- Complete management, reporting and auditing capability to track and monitor transactions
- Fully standards-based solution, using XML and J2EE

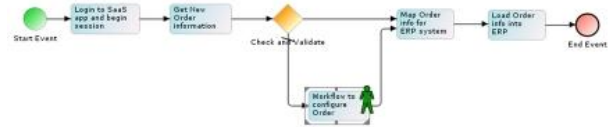
## Pre-Packaged Connections

For this situation, cloud vendors partner with Adeptia to offer pre-packaged, pre-built connections to customers. Cloud vendors use Adeptia's Enterprise Business Integration Management Platform to create XML-based interfaces but refer customers to Adeptia as a certified partner to obtain the pre-packaged integration solutions. This option takes some of the responsibility off of both the vendor and the customer in terms of both implementation and maintenance. Cloud vendors are able to focus on their own applications and rely upon Adeptia as a partner to manage the integration connectors with the customers.

## SOA-Based, Code-Free Approach

Adeptia allows cloud applications to be an integral part of customer's business process flows. For example, an order management process may require moving orders from a cloud application to an on-premise ERP system when a sale is completed and order won. In this situation, data needs to be validated before it can be processed, errors need to be handled, notifications need to be sent automatically on exceptions, and information needs to be presented to business users to review and make decisions. This type of solution quickly grows beyond the capabilities of typical

"integration products". Adeptia, on the other hand, keeps it simple, offering an SOA-based, code-free approach with built-in connectivity to cloud applications.



## Cloud BPM

Adeptia's Enterprise Business Integration Management platform includes Business Process Management (BPM) that provides for the complete, end-to-end automation of business processes. This includes human workflow for interacting with data from cloud applications, which allows users to validate information before it is synchronized, correct errors, deal with exceptions, and make decisions. The benefits include improved productivity and a reduction in time to market which results broadly in more flexible and agile organizations.

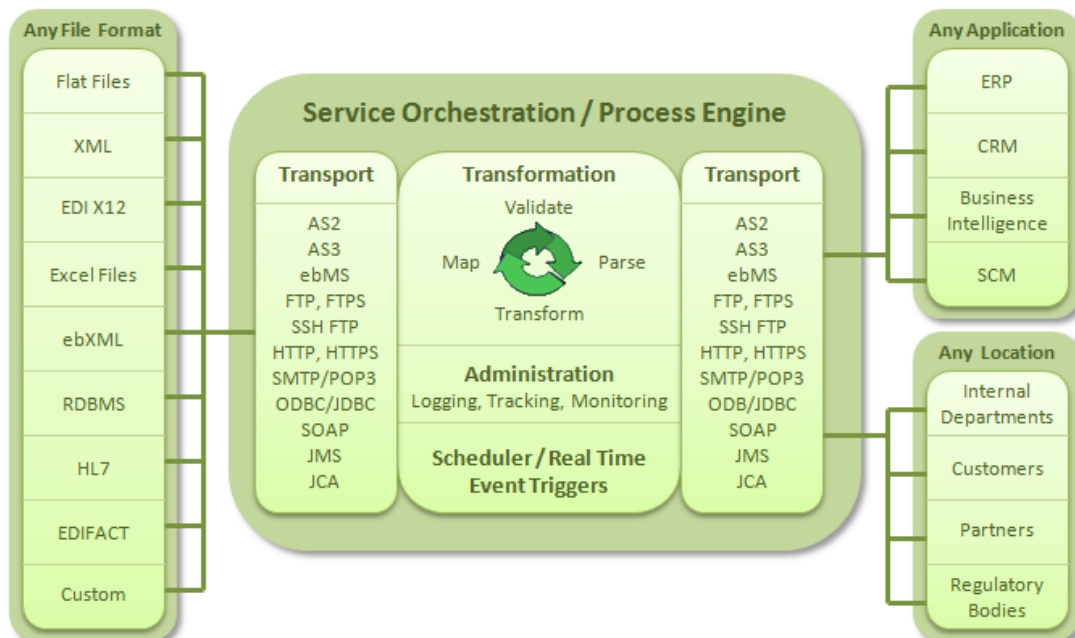


Figure 1: Adeptia's Enterprise Business Integration Management Platform  
Any file format. Any application. Any transport. Any location. Any business integration challenge.