

Contivo, Inc.
Mountain View, CA

Contivo Analyst and Contivo EIM Server
➤ Data Modeling and Transformation



CUSTOMERS AT WORK

A Fortune 50 industrial corporation, a vertical industry trading exchange, and a commercial software provider were among the reference customers.

Common strategic objectives included:

- Cutting costs while improving effectiveness via automated data integration for an increasing percentage of business transactions
- Reducing the resources required to accurately model, map, and transform data exchanged among internal and partners' systems

WHY CONTIVO?

Contivo's Enterprise Integration Modeling enables companies to create, leverage, and manage knowledge bases of data integration efforts. Contivo provides metadata-modeling software for creating a common enterprise vocabulary of the semantic definitions of the modeled application interfaces. The centralized integration metadata repository, the Contivo EIM Server, provides reuse and sharing of this information at the project and enterprise level. Once the interfaces are modeled, the Contivo Analyst can automatically generate most of the data-element relationships required to transform data, using either a point-to-point or an intermediate data format. When intervention is required, customized rules can be applied to resolve any data transformation issues.

COMPANY INFO

Contivo is a private company with 55 employees.

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www.contivo.com

BUSINESS IMPACT

Near-term value: It's simple. Contivo saves time and money while improving accuracy. Customers are using the Contivo suite to integrate data internally and among business partners. They confirm that it can generate 55% to 85% of the required mappings.

Enterprise innovation: Contivo enables an e-business to completely change strategic and tactical direction with relative IT impunity, even in the case of a radical acquisition or divestiture.

Technology gains: Having struggled for years with 1:1 data mappings among thousands of key business applications, Contivo customers know this approach is prohibitively expensive to develop and maintain. Moreover, the older approach also restricts the adoption of new software releases because of high interface conversion costs. Now, with Contivo's standards-, platform-, and application-neutral approach, IT can get the job done and keep up with change.

SUCCESS FACTORS

Project strategy: For three reasons, customers strongly recommend a justification based on labor-cost savings as most broadly persuasive. First, cost savings can be calculated objectively, whereas tying data integration to sales (the R in ROI) is subjective. Second, Contivo's applications are OEMed by some but not all of the enterprise application integration vendors. Users of rival approaches will resist. And the business side may wonder whether they are paying twice for data integration. Third, the more the organization can align around reusing data integration components, the greater the benefits it will reap from Contivo's approach. Accordingly, for maximum persuasive power, choose a pilot project that is comparable to projects with known labor costs. (Contivo's approach has increasing returns to scale, so make sure the pilot is representative.) Then, a before-and-after comparison will speak clearly to business people, outside contractors, and technology skeptics alike.

Skills: Business analysts require two to three days of training, with hands-on immersion during and after. Plan on supporting 5 to 10 business analysts with a strong technical expert.

Resources: Centralized project management is important, as is alignment of incentives for key matrix managers.

Fit: Reference customers say Contivo is a good fit for any large organization needing to exchange data internally and externally.

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ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.