Fiorano®
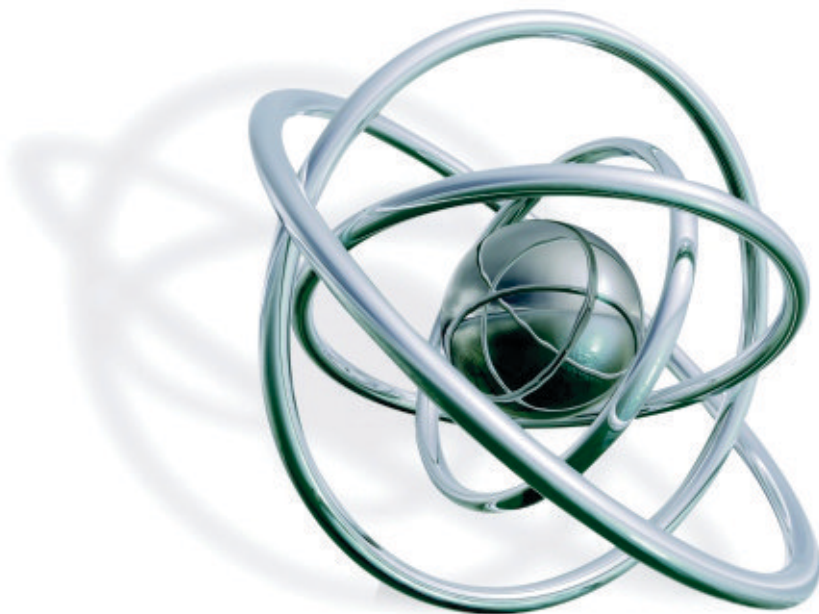Enabling change at the speed of thought®

Simplifying Integration

Maximizing Business **Efficiencies**

Applications and Data are the **life blood** of any business

Successful businesses rely on highly integrated applications that can **boost operational efficiency** and productivity across processes, people and partners. Leading companies around the world rely on Fiorano products for their mission-critical applications which are increasingly distributed across multi-vendor operating systemsand platforms.

With Fiorano Solutions…

➡ Business Managers have a holistic view of all their applications and can **dynamically change** their business processes as easily as they manipulate spreadsheets.The resulting ability to rapidly compose and analyze multiple scenarios enables informed adaptability to rapid changes.

➡ Developers and managers of the integrated infrastructure can easily andrapidly compose, deploy, monitor and extend business processes resulting in **dramatic savings** in costs and time.

➡ Processes can be **automated and integrated** across disparate operating systems and multi-vendor platforms so that managers can focus on exceptions and key decision points in distributed processes.

➡ Businesses can easily and securely **extend** their services to partners and customers in **real time**, thereby increasing their presence in multiple markets.

Businesses worldwide rely on Fiorano's solutions and responsive 24x7 technical support to reduce costs and compress project schedules, **maximizing** their **ROI** on processes spread across multiple applications, employees, partners and customers.

Demystifying Integration Complexities

Businesses have always wanted to increase their
productivity through integrated applications

The slow emergence of standardsand concerns about security relating to the dispersal of information over the itternet have been some of the **ongoing challenges** limiting growth.

Driven by time-to-market imperatives and an internet-driven explosion of disparate partner, vendor and customer networks, resulting **integration infrastructures** have risen in complexity, threatening any real time responsiveness and adaptability.

Fiorano's solutions are designed to enable rapid changes to business processes, without trading off ease of use,affordability and performance. Standards-based and proven solutions from Fiorano help assimilate legacy systems and provide a seamless migration path to **next-generation Service Oriented Architectures** that support loosely-coupled, event-driven business systems.

With Fiorano-enabledinfrastructures, customers can **focus on** their **core-businesses** and need no longer grapple with complex, expensive and unwieldy alternatives.

Increasing Profitability

Businesses need to **lower costs** and increase
revenues to accelerate profitability and **growth**

Fiorano solutions focus on enabling customers to lower their production,training and ongoin g management costs.Businesses can also look to **new revenue sources** using Fiorano's Services Integration Solutions.

Fiorano helps customers lower costs:

➡ Proven interoperability that reduces costs while extending existing solutions.

➡ An incremental cost and implementation model that enables a **build-as-you-grow** spending structure.

➡ Managers can take positive action to **reduce inefficiencies** in business processes in real time.

Fiorano helps create new revenue opportunities:

➡ With a reusable component model, business managers can dynamically alter business processes to target new business opportunities.

➡ By enabling partners and end-customers to alter business processes on demand, Fiorano enables highly customized services for different customer profiles.

➡ The internet has created a new many-to-many business environment. Fiorano's solutions take these new processes to the **next level** of loosely coupled, distributed collaborative applications.

Fiorano provides seamless scalability and proven interoperability enabling customersto **migrate** to the next-generation of service-orientedsolutions **easily** and **inexpensively**.

Leaders **Choose** Fiorano

When **success is the goal**, leaders don't take chances - they choose Fiorano. This is what some customers have to say about the Fiorano platform:

"What we like about Fiorano ESB, in addition to its terrific feature set, is its open standards support for both .NET and Java. Since our plan was to use .NET wherever possible, but also employ J2EE where appropriate, Fiorano ESB was an obvious choice."

Mark Myers, Application Architect
Northern California Power Agency

"Customers are committing money in real-time, so we needed high levels of reliability. Rapid movement in stock prices means that even miniscule delays are significant. We did not want to compromise on speed and scalability. Fiorano has performed exceptionally well for us and has helped us compete confidently in this market."

Jeff Polsgrove, Chief Information Officer
Scottrade

"Fiorano has enabled our Commercial Services department to dramatically speed the development of our business processes. Functions are now developed, tested, and deployed in just hours. Armed with Fiorano's SOA platform and visual execution tools, Kent County Council is empowered to innovate and deliver rich services to our citizens far more quickly than traditional approaches."

Chris Geary,
Kent County Council

"During TSH's (Transaction Solutions Hub) relationship with Fiorano, the attention paid to customer service has been very refreshing. Everyone from senior management to the technical support staff has provided excellent, timely service."

Peter Callies, Software Engineering Advisor,
McKesson Corporation

"Our target was to enable a flexible mesh of applications, where the legacy apps and new systems could independently communicate through one integration channel. We chose Fiorano for its flexibility, built-in scalability, insightful development environment and easy to use message transformation tools."

Timo Impio, Specialist, Corporate Applications,
ElektroBit (EB)

About Fiorano Software

Founded in 1995, Silicon Valley based Fiorano is a California Corporation with proven leadership in enterprise middleware and peer-to-peer distributed systems. Fiorano's innovative event-driven, dataflow SOA platform integrates applications and complex technologies into an enterprise nervous system, increases business process performance, yields higher message throughput and enhances availability through agent-based visual composition that bridges the capability gap between business models and their implementation - the model is the application, ready to run.

Global leaders including ABN AMRO, Boeing, British Telecom, Capgemini Telecom, Chicago Mercantile Exchange Group, McKesson, NASA, POSCO Steel, Qwest Communications, Rabobank, Schlumberger, Lockheed Martin, United States Coast Guard and Vodafone have deployed Fiorano to drive innovation through open, standards-based, dataflow SOA applications built in just days, yielding unprecedented productivity.

Fiorano Enterprise Service Bus (ESB) and Fiorano Message Queue (MQ) deliver the industry fastest, lowest latency, highest throughput real-time messaging (asynchronous and synchronous) to power high performance, highly available, and collaborative workflow applications whose application services are distributed throughout the IT landscape. Fiorano's distributed, peer-to-peer agents abstract complexity of developing and deploying services to unlock value in a customer's enterprise architecture framework.

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