

ASCENTIAL SOFTWARE TRANSFORMS DATA

After six decades of computing, three decades of networking and 15 years of the World Wide Web, absolutely no one with a PC is wanting for data. The problem is finding the right piece of data at the precise time we need it. We've all got a haystack, but too often we can't find the needle. Data is typically missing, contradictory to another data point, redundant, corrupt, out of context or locked in a different application from the one we're using.

Transforming terabytes of random data into concise, valuable business information is the mission of Ascential Software Corporation (Nasdaq: ASCL). The company was formed in July 2001, when Informix Corp. completed the sale of its database business to IBM. The remaining enterprise integration business was named Ascential Software.

Ascential Software customers transform data into business information with the company's enterprise data integration platform, the Ascential Enterprise Integration Suite. The suite combines the company's three data integration software applications for data profiling (ProfileStage), data quality (QualityStage), and data transformation (DataStage). These applications run on a shared platform of software services that achieves scalability through linear parallel processing, fully-integrated management of meta data (descriptive information about data), and any-to-any connectivity of source and target data.

The Gartner Group called Ascential Software a "leader" in its January 2003 Magic Quadrant for ETL (data extraction, transformation and loading), a central function of data integration. And no company moves data faster. Sandra Rogers, program director, Web Services and Integration Software at IDC said, "Ascential Software is leveraging the capabilities and benefits of service-oriented architecture for data integration, exposing critical meta data and robust mapping that could ultimately be applied in a business process context. Ascential Enterprise Integration Suite 7.0 coupled with Ascential Real-Time Integration Services is targeted at organizations striving to capture and act on mission critical information in an event-driven manner, from supply chain management, CRM, business intelligence and other enterprise applications."

Unique Enterprise Integration Capabilities

The Ascential Enterprise Integration Suite is unique in the integration landscape because it provides the only complete, comprehensive data integration solution. Competing solutions overlook data profiling and quality, focusing primarily on transformation. Or, they focus exclusively on bulk transformation but overlook the data integration needs of the real-time enterprise. With the release of the Ascential Enterprise Integration Suite 7.0 and its new Real-Time Integration Services, the company offers new capabilities that confirm its status as an enterprise integration leader and a strong candidate for the 2003 Software Industry Award. These new capabilities include:

1. On-demand, in-flight data integration for business process inte-



gration (BPI), enterprise application integration (EAI) and enterprise information integration (EII) solutions. This capability results from RTI Services' service-oriented architecture that supports interoperability standards such as Enterprise Java Beans (EJB), Java Messaging Service (JMS) and Web services.

2. Dramatically increased user productivity through new Ascential Intelligent Assistants that automate and establish data integration process standards. Pre-packaged tasks are built in to help users boost productivity, reduce complexity and accelerate time to market.

3. An open Web services-based enterprise management interface, designed to streamline enterprise data integration deployments.

4. Complete National Language Support (NLS) throughout the Ascential Enterprise Integration Suite using Unicode, allows seamless integration of data in different languages and characters.

5. Broad operating systems support, including new IBM z/OS Unix Systems Services (USS) and extended Red Hat Linux support, designed to give customers greater flexibility and reusability when deploying enterprise data integration projects.

Ascential Software is making data integration pervasive by harnessing the benefits of a SOA and eliminating concerns about data sources, quality, volumes, and latency. Customers can integrate and leverage data across all strategic analytic and enterprise applications - including CRM, ERP, and supply chain management - with complete confidence in the accuracy, completeness and timeliness of the critical information upon which their success depends.

Contact Ascential Software at www.ascential.com