

Enterprise Integration Challenges



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**NDIA / Interoperability and Systems
Integration Conference**

Enterprise Interoperability Problems

Silos within Business Units

- Legacy Applications
- Departmental solutions / systems
- Metadata / Taxonomy Diffusion

Divisional Silos

- Business units cannot interoperate
- Political fiefdoms / animosities
- Unwillingness to give up control
- Refusal to centralize
- Cultural differences

Practical Issues

- So many standards, so little time!
- Physical Network Limitations
- "Boil the ocean" syndrome
- Where's the CAPEX? Who's going to pay for this? Short ROI cycle.

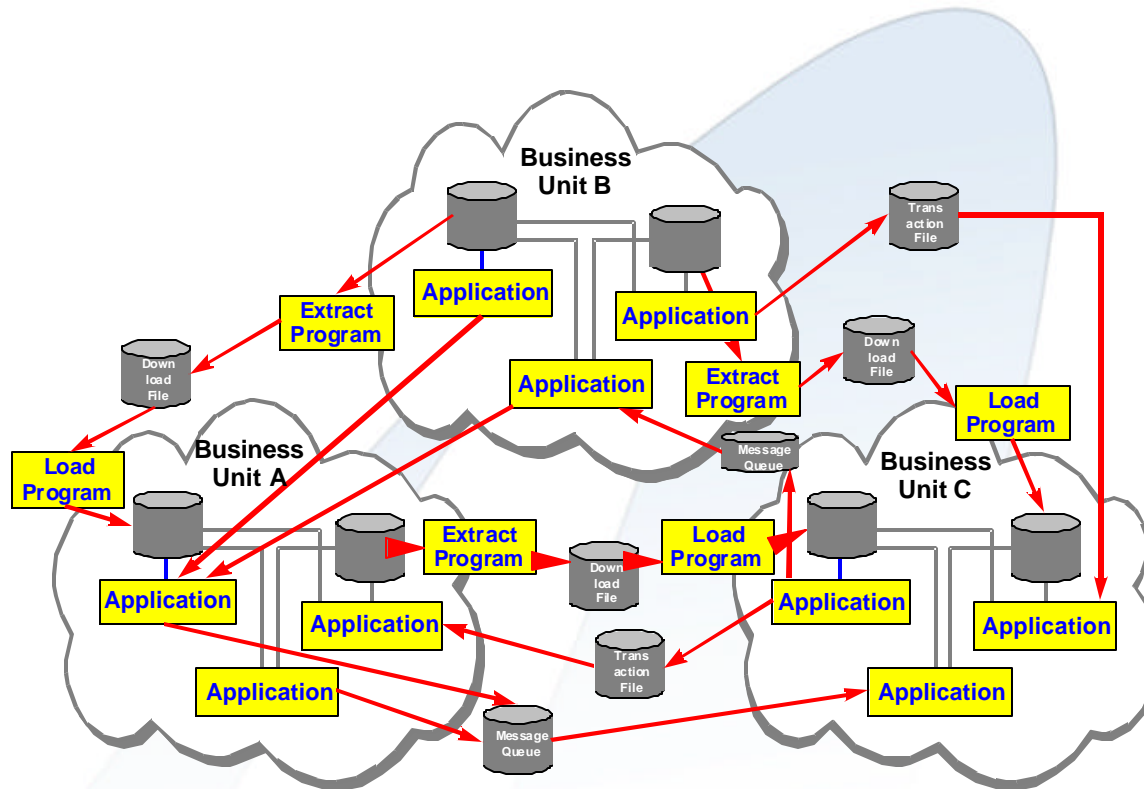
Technology Issues

- Constant changes / updates / advances
- Innovative apps with non-standardized API's
- Platform / OS variations
- Integration technologies are often diffuse / Lego blocks



Traditional Integration Approach

A collection of unique one-to-one links



Today, most applications are connected via unique one-to-one links without a common technology infrastructure. With a growing use of rich media applications, deployment of new systems is complex and expensive.



Lessons From Early Integration Efforts



“Elegant individual rooms – without the right foundation, wiring, plumbing or hallways ...”



Some Good Answers?

**Don't Talk about
interoperation,
DO IT!**

- Integration technology is not new – it has been in development for years.
- The important point is to apply the technologies appropriately.
- Use concepts from 1990's in distributed computing and apply it to real world problems.

**Solutions must be
"unobtrusive"**

- Solutions must be based upon a "service federation" framework.
- Solutions must scale to support "rich media" – not just text.

**Solution must scale –
MASSIVELY!**

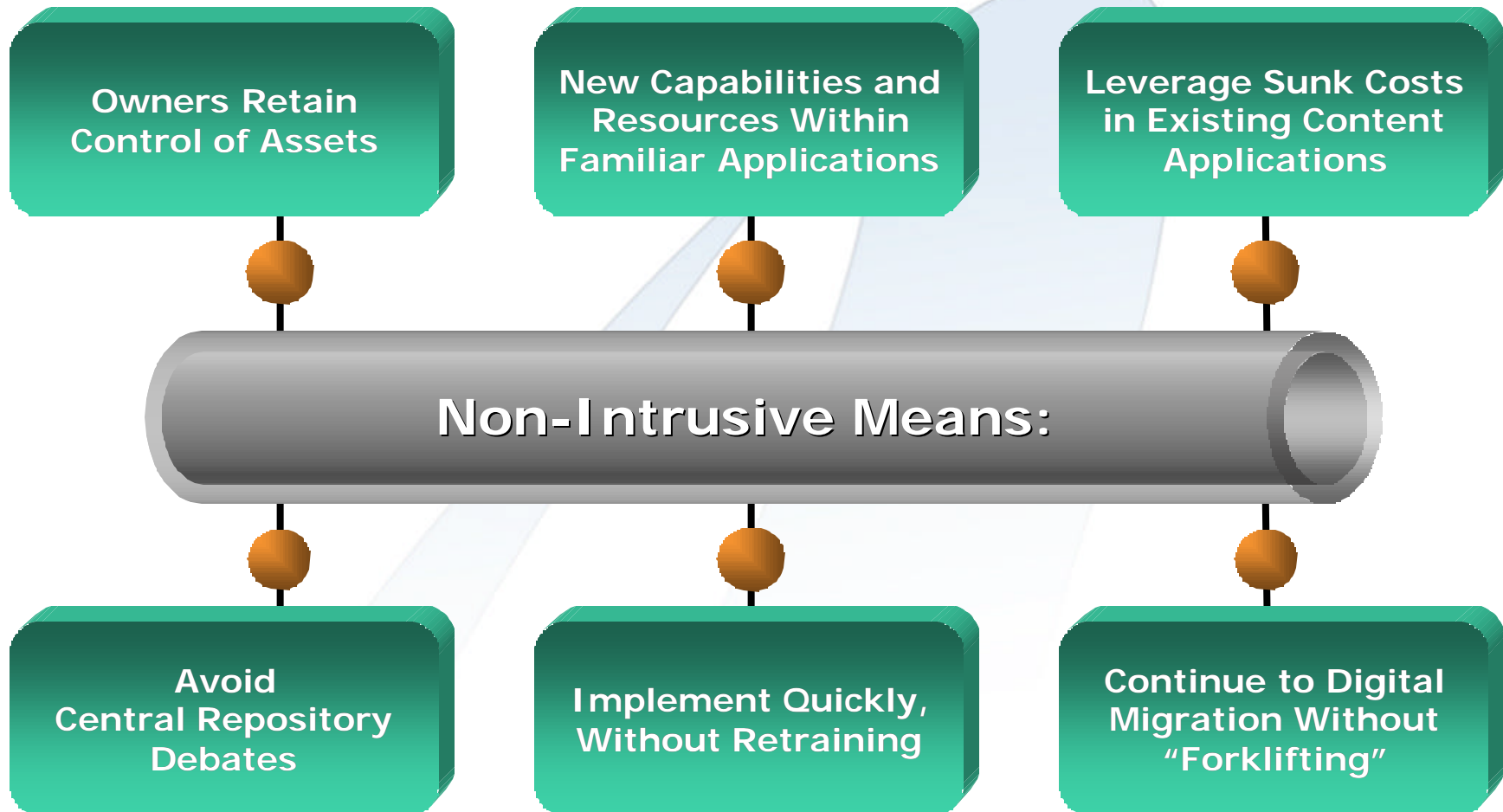
- Use "BUS" or Matrix topology, not hub-spoke or point to point.
- Fully distributed management / updating. No sneaker-net updates

**Must provide security
openness /**

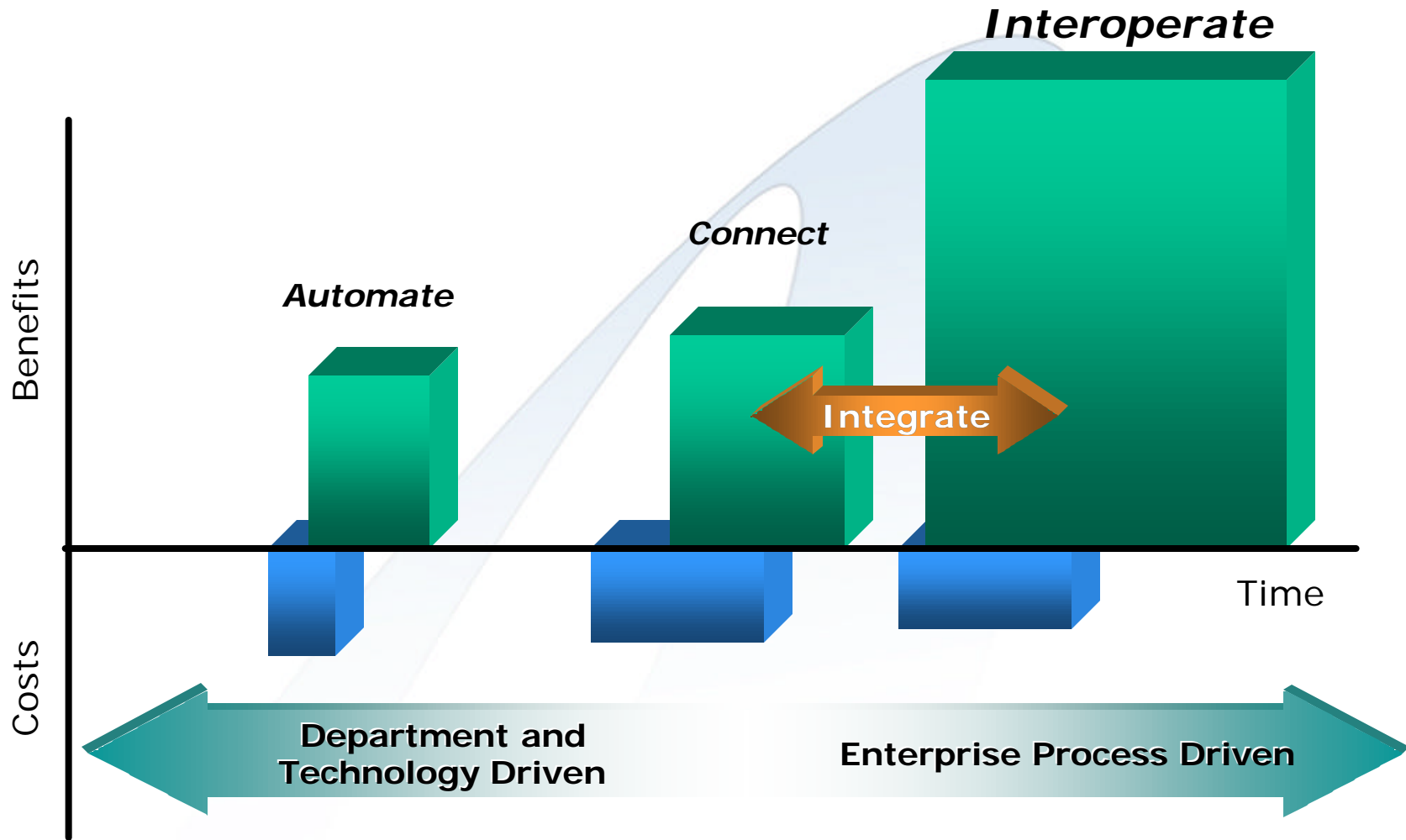
- Solution must provide for flexible security implementation / updates



In the Enterprise Context:



Interoperate for the Best Returns



Business Initiatives Demand Interoperability



Getting to a Non-Intrusive Solution

Respect Cultural and Technical Realities

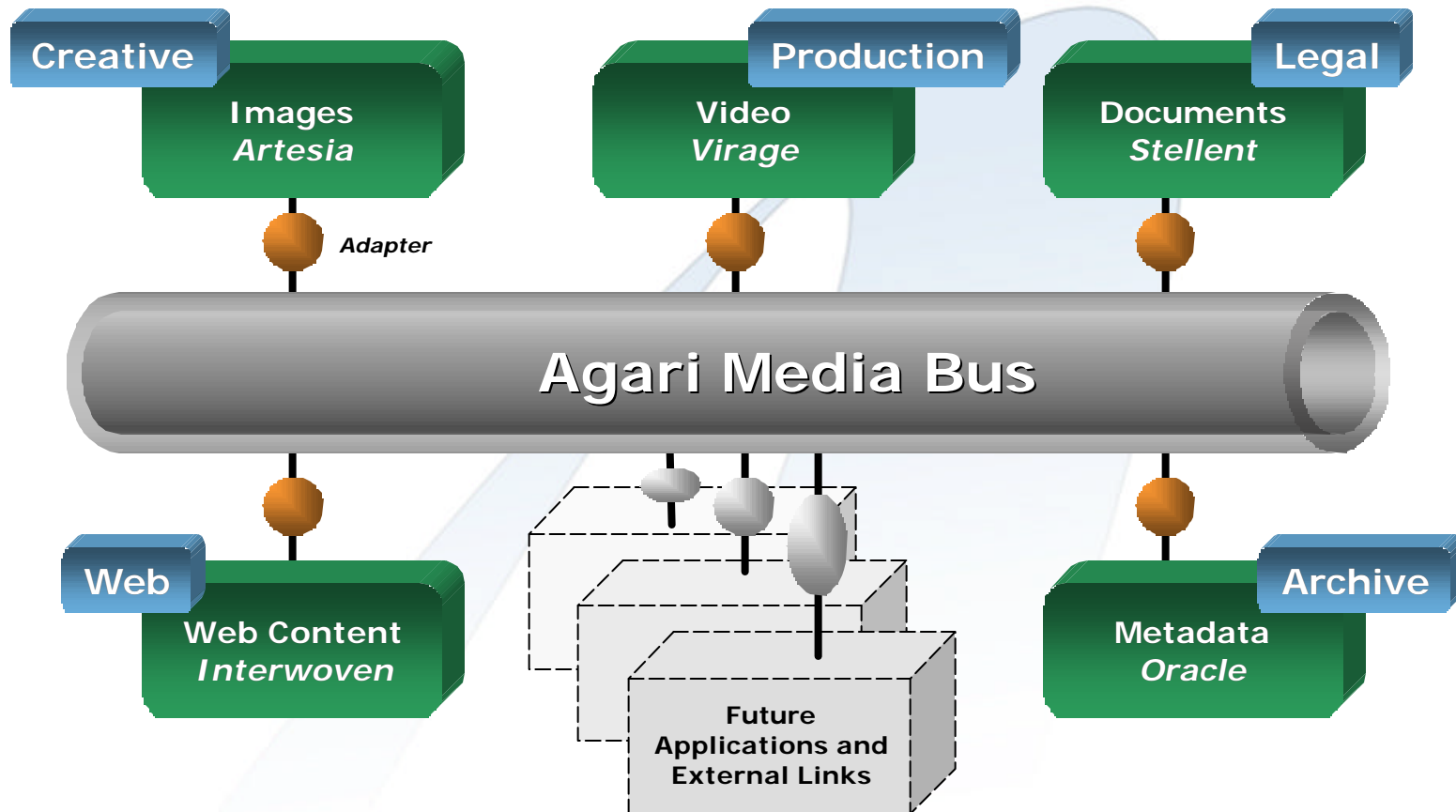
- Take a distributed, flexible approach
- Allow for autonomy
- Skip the distractions and delays of “point-to-point” integrations

Control Your Destiny - Or Your Application Vendors Will Try To

- Avoid single applications that claim to integrate everything
- Encourage diversity of systems and variety of formats – but know how to make them work together



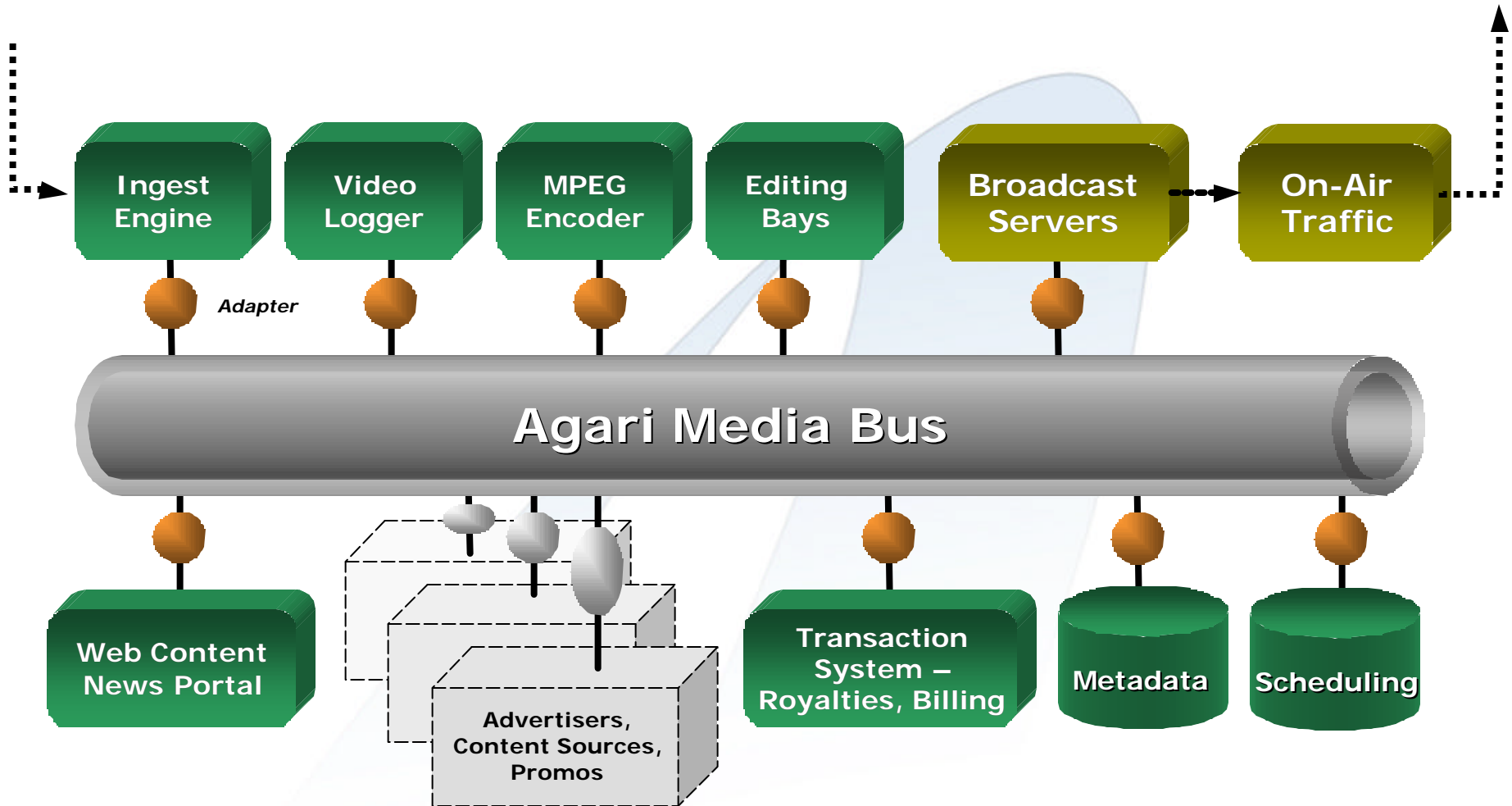
Agari at Work: Get A CLU (Content - Locate and Use)



- Conveniently locate content – and understand rights and restrictions
- Quickly combine and transform into new content assets
- Provide self-service access for transformation
- Alert users to new content additions
- Easily deploy to web and other new channels



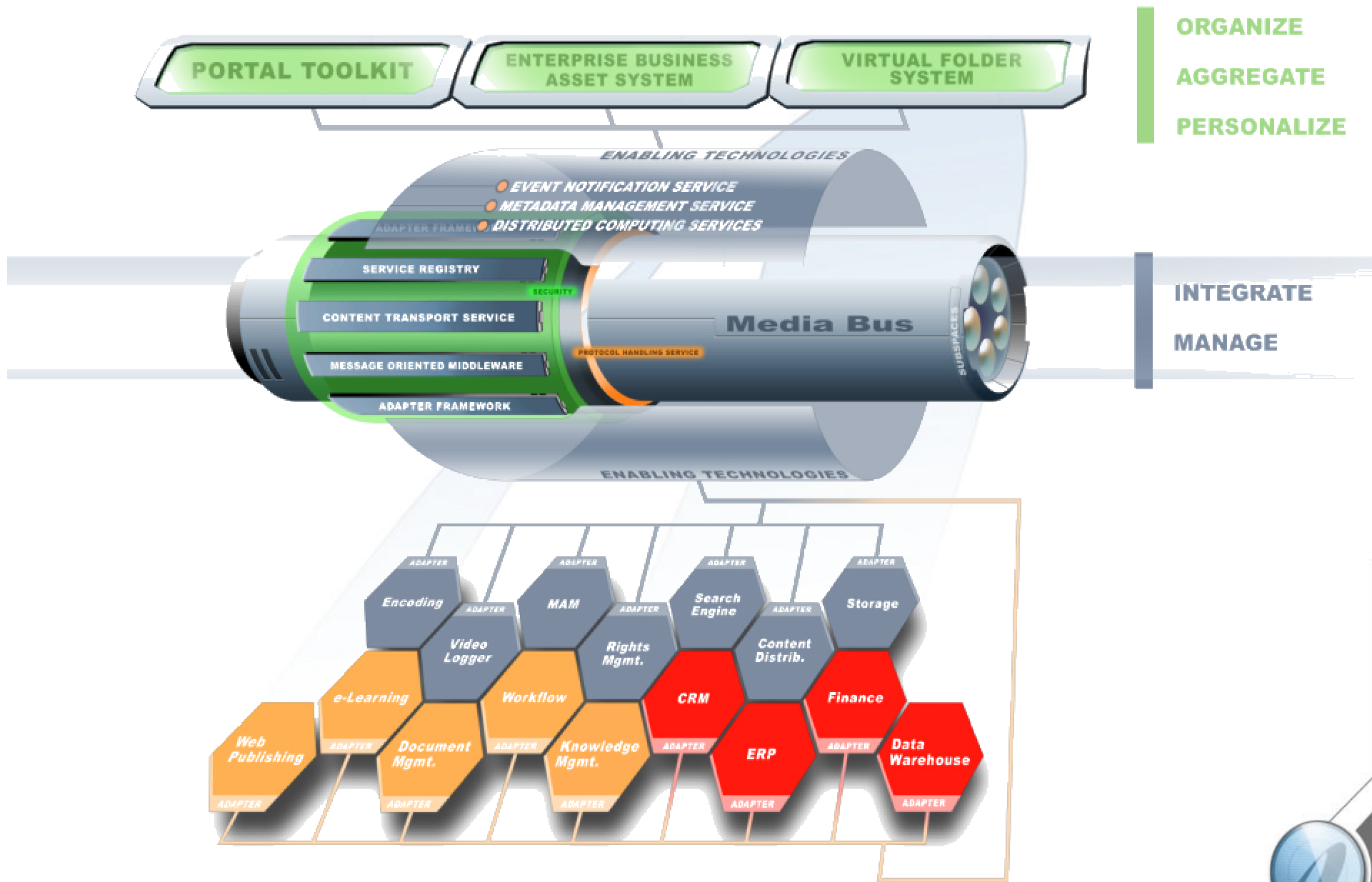
Agari at Work: Broadcast News



- Seamless process for last-minute live-to-air changes, breaking story updates, and insertion of new or updated packages
- Agari event notification service allows monitoring wire stories and provides remote updates to reporters, PA's, or producers
- Automates editorial updates to web outlets without human intervention



Media Star



ORGANIZE
AGGREGATE
PERSONALIZE

INTEGRATE
MANAGE

