

# Golden Mean Halves Costs of Integration Projects with Contivo

Golden Mean, a Sydney-based total data management consultancy firm, today announced that it has signed an agreement with California-based Contivo, Inc., the leading provider of automated data integration solutions, to market the Contivo semantics-driven data integration solution across the Asia Pacific market.

Using the Contivo Vocabulary Management Solution (VMS), organisations can reduce their integration project costs by more than 60 per cent. Contivo VMS enables this by dramatically decreasing the time and manpower required to effectively develop, implement and maintain large enterprise integration deployments. It supports the most popular middleware environments including BEA Systems, TIBCO Software and webMethods as well as native support for Java and XSLT.

Contivo eliminates the problems associated with having to manually map data across application interfaces to enable connectivity between various application interfaces. With a manual process, the moment one interface or standard changes, the original code linking the interfaces must be rewritten. This constant reinvention of the wheel is not scalable, dragging out deployment times and simultaneously drives enormous recurring labour costs.

Using a central metadata repository, Contivo VMS helps users to build integration maps automatically and generate the transformation code that plugs into a middleware environment, freeing up resources to focus on workflow and other design and architecture aspects. Contivo VMS enables automated discovery, mapping, modeling, code generation and simulation of the data transformation. Teams using Contivo VMS can eliminate most of the heavy manual work and laborious process of testing and preparing data transformation for the integration projects. Unlike other solutions, Contivo avoids platform lock-in and eases the transition to web services.

With Contivo VMS, IT and business executives get a much greater visibility, understanding and management of the true integration points across the entire IT infrastructure. The process of integration becomes very efficient, scalable and structured, and duplication of efforts is eliminated.

Half the time spent on an integration project is wasted on understanding data at a semantic level and how an interface relates to data elements in other applications within an enterprise. Contivo VMS eliminates the problem of human error which often results through the use of lengthy spreadsheets or complex graphical tools, said Greg Stevens, Managing Director for Golden Mean.

We are extremely excited about Golden Means understanding and depth of experience within the integration market. Their desire to deliver leading edge solutions that save their customers money and create an environment that is significantly more scalable and reliable is impressive. Contivos solution will not only save end users time and money but the repository of semantic knowledge based on the end users business transactions will also create an asset that can be highly leveraged across the enterprise. This ensures that the integrated environment remains flexible and scalable at all times, reducing the inherent risks associated with todays integration projects said Keith Feingold, President and CEO for Contivo.

Key Benefits of Contivo:

- \* **Faster Deployments:** Contivo VMS facilitates the ability to integrate applications, customers and trading partners more quickly and reliably by establishing a shared view of data
- \* **Better Decision Making:** Improved data quality improves the results of data-driven business decisions. The one view of data approach offers real-time information to enable meaningful decisions
- \* **Better Project Planning:** Contivo VMS enables integration architectures to take a modelled approach so they can reliably predict project timeframes and accurately anticipate costs
- \* **Adaptability:** Contivo VMS enables a gradual evolution of enterprise applications from their current state to future states. Code, effort and knowledge can be reused to maintain current standards
- \* **Flexibility:** Business integration becomes transparent to the underlying middleware deployed, giving an organisation much greater flexibility and purchasing power
- \* **Reduced Time and Costs:** As fewer links are required and integration code can be reused, the ROI is accelerated
- \* **Inter-team Coordination:** Different teams, whether within or outside an organisation, can easily see and effect changes to the model, to reduce communications requirements, co-ordinate project scheduling and transform individual knowledge into team knowledge

The Contivo solution is a great addition to our Total Data Management offering and we look forward to taking it to the Asia Pacific market and making a strong and positive difference to the management of integration projects, said Stevens.

Contivos semantic integration solution complements Golden Means existing data intelligence, data integrity and data integration offerings and is availability immediately throughout Asia Pacific from Golden Mean.

For more information about Golden Mean or Contivo, please call +61 409 907 066 or visit <http://www.goldenmean.com.au>.

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Notes for Editors:

About Golden Mean Pty Ltd.

Sydney-based Golden Mean Pty Ltd is a systems integrator specialising in data intelligence, data integrity and data integration. Golden Mean delivers Total Data Management solutions to enterprises struggling to access all their data sources for a single company-wide view. For more information, go to [www.goldenmean.com.au](http://www.goldenmean.com.au)

About Contivo.

Contivo provides solutions that enable enterprises to dramatically reduce implementation and maintenance costs of enterprise-wide integration projects. Contivo provides integration architects and developers with a centrally managed repository and tools that dramatically increase leverage, bringing repeatability and parallelism to a task that was previously one-off, serial, and manual.

Contivo was founded in 1998 and has forged significant relationships with strategic partners and customers, including Hewlett Packard, Agilent Technologies, Fujitsu, Hitachi, Bearing Point, and CGEY. Investors include industry leaders BEA Systems, TIBCO Software, and webMethods and investment bankers BA Venture Partners, Voyager Capital, and MSD Capital LP. Contivo is privately held and headquartered in Mountain View, CA. For more information, go to [www.contivo.com](http://www.contivo.com).

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