

XPeranto™

Enterprise Integration: Doing more with less



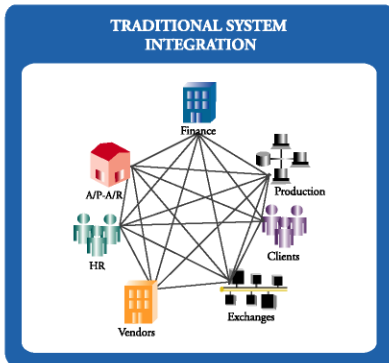
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In the post-internet bubble economy IT budgets have shrunk while the need for internal and external systems to talk to each other has grown dramatically. Now a new breed of tools, such as the XPeranto™ Integration Server from RSG, is letting companies achieve fast pragmatic results and real savings at a price that even CFOs can love.

Popular folklore has crafted an image of the agile enterprise, where a CEO can pull up any information at the touch of the button; the truth is far more prosaic. At present, most corporate systems remain disconnected. Finding information requires a rash of administrative



assistants and analysts poring over printouts and spreadsheets. Where interconnectivity has been automated, it is usually fixed - a static transfer of a particular piece of information, which cannot be modified without the involvement of IT.

The proliferation of systems and standards during the internet-bubble made the need for communication among systems even more pressing. Unfortunately, as cash was diverted to websites, less glamorous IT functions, such as data-interconnectivity, were neglected. With the post-bubble slashing of IT budgets, business users are left with the very real problem of systems that cannot communicate with each other, and no funding to deal with it.

Now, developments in technology are allowing the easy and low-cost integration and exchange of corporate information, both throughout the Enterprise and to the community of stakeholders - key B2B vendors, and clients known as the "Extraprise". These new technologies work without replacing or modifying any existing systems. The result is that companies that adopt the new technology are dramatically improving the efficiency and efficacy of their organizations.

A major Cable TV network headquartered in New York had ten stand-alone systems, each containing vital information such as Program Acquisition Costs, Sales Forecasts, Nielsen data, Ad Sales, and scheduling. Finding out the contribution margin of any program, or comparing sales across time-slots, became a Herculean task requiring a bevy of analysts pulling data manually, and manipulating them in Excel. Often a week would pass between the CFO's request for information and the report hitting his desk.

RSG turned this around by using XPeranto™, a hub-and-spoke, data integration server, to create an Executive Financial Control Center. This portal allowed the CFO and his staff to select and pull information from all systems directly into a pivot table, where he could analyze the numbers, chart trends, and discover new value opportunities.

