



High Performance Data Integration

## ETI

### Overview

ETI works strengthens the positioning of SQL Server 2005 in enterprise accounts, by providing expertise in data integration and built-to-order connectors for SAP, Sybase, IDMS, AS400, mainframe, etc. Enabling BI, M&A, ERP, CRM, and SOA implementations of SQL Server 2005.

### Physical Office Locations

- ~ **Headquarters**  
Austin, Texas
- ~ **Other offices**  
US, FR, GR, UK

### Description of Your Solution

ETI works strengthens the positioning of SQL Server 2005 in enterprise accounts, by providing expertise in data integration and built-to-order connectors for SAP, Sybase, IDMS, AS400, mainframe, etc. Enabling BI, M&A, ERP, CRM, and SOA implementations of SQL Server 2005.

### Industry & Vertical Focus

- ~ **Primary** - Healthcare
- ~ **Secondary** - Government
- ~ **Tertiary** - Financial Services

### Functionality Selection

- ~ **Primary** - Business Intelligence
- ~ **Secondary** - Data Management
- ~ **Tertiary** - E-Biz/middleware

### Target Audience & Business Need

- ~ **Decision maker** - IT managers for BI, DW, ETL

- ~ **Users** - IT Organization
- ~ **Need** - Data access for SQL Server
- ~ **Results** - Efficient and timely access to data

### Customer Segments

- ~ **Enterprise >2000 employees**
  - ~ Time to close sale - 3 Months
  - ~ License Revenue per Customer - \$25,000.00
  - ~ Yearly Installations - 100
- ~ **Corporate Account Segment 1000-1999 employees**
  - ~ Time to close sale - 3 Months
  - ~ License Revenue per Customer - \$25,000.00
  - ~ Yearly Installations - 200

### Influence on Microsoft Products

#### Impact on Microsoft for a typical sale in Enterprise >2000 employees

	# MS Licenses Required	% that make new purchase
Server-SQL pre-2005-Enterprise	6.0	Most (60%)
Server-Win pre-2003-Enterprise	6	Some (30%)

#### Impact on Microsoft for a typical sale in Corporate Account Segment 1000-1999 employees

	# MS Licenses Required	% that make new purchase
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### Customer/Case Study Reference

- ~ **Enterprise >2000 employees**  
"US Department of Defense"  
<http://www.eti.com/about/story05.html>

- ~ **Corporate Account Segment 1000-1999 employees**

### Solution Installed Base

- ~ **Number of companies that have purchased**  
400
- ~ **Number of users using solution**  
40,000

### Microsoft Go To Market Alignment

- ~ Business Applications, Connected Systems, Operational Efficiency & Productivity

### When to engage, when not to engage

Promoting SQL05 Enterprise BI Solutions. Customer requires data access to/from SQL Server 2005 to UNIX/Mainframe Legacy database systems such as IMS, VSAM, DB2, SAP, etc. ETI provides connectors for 30 plus legacy and relational database systems or Applications.

### Out of the box - Solution Stack

- ~ Data Integration for SQL Server
- ~ Data Transformation Capabilities
- ~ Data Quality Capabilities
- ~ Metadata

### Solution Environment Integration

- ~ Mainframe/UNIX Systems
- ~ Relational DataBases
- ~ Legacy: AS400, IMS, IDMS, VSAM
- ~ Appl: SAP, Siebel, Baan, etc
- ~ **Solution Written In**  
Native data I/F, C#, .Net MC

### Top Reasons To Buy Solution

- ~ Guaranteed to meet Specifications
- ~ Low Cost/Low Risk Approach
- ~ Guaranteed to run

### Top Reasons To Promote Solution

- ~ Removes sales for SQL Server
- ~ Enables adoption in Enterprise
- ~ Promotes upgrades to SQL SVR 05

### Sales Geography

- ~ **Currently Selling Into:**  
All
- ~ **Would Like to Sell Into:**  
All

### Contacts

- ~ **Primary**  
**Laurie Crossett**  
VP Business Dev  
**email** [crossett@eti.com](mailto:crossett@eti.com)  
**ph.** 970-946-7980

## Evaluation licenses for Microsoft Technology Centers

“ **Secondary**  
**Kevin Sharp**  
SVP WW Sales  
**email** ksharp@eti.com  
**ph.** 512-383-3090

### Pricing and Licensing

“ Licensing based per point-to-point connection.

### Buzzwords

“ Legacy data access  
“ Connectors  
“ Adaptors

### Channel

“ **How is solution sold**  
Direct

“ **Is Sales Assistance Provided** Yes

“ **Current Partnerships**

“ **Developing Partnerships**

“ **Services**  
We have some engineering resources but also rely on partners.

### Tell the Customer!

If you are looking to leveraging SQL Server 2005 and require access to data residing outside MS Windows environments, then you should consider solutions from ETI, a Microsoft Gold Certified partner, who a revolutionary approach to data integration via their Built-to-Order Connectors for SQL Server 2005.

### Additional Resources

“ **Primary Link**  
[www.eti.com/microsoft](http://www.eti.com/microsoft)  
“ **Secondary Link**  
[www.eti.com](http://www.eti.com)

### Other

“ **Additional sales/technical materials available**  
Case studies, presentation materials, etc available on [www.eti.com/Microsoft](http://www.eti.com/Microsoft) web site.  
webinar/live demos of the HPC solution upon request

Assistance with sales presentations  
Evaluation licenses for customers