



**Microsoft Customer Solution**

**Case study**

**Distributed Architecture Solution  
Dramatically Lowers Data  
Integration Costs for Global 1000  
Enterprises**

“ETI made an investment in Microsoft .NET technology before it was generally available. That investment has paid dividends quickly and positions ETI to help its customers even more in the future.”

**David Marshall**  
Chief Technology Officer  
ETI

**S**ince 1991 ETI has helped large enterprises ease the management of complex IT infrastructures with a solution that automates the creation of data interfaces between disparate systems. Most of the company’s customers are Global 1000 companies with operations in multiple locations throughout the world. With the release of Microsoft® .NET technology, ETI saw the opportunity to make data integration even easier for these customers by offering their solution as a distributed architecture model, eliminating the need for a server and administrators at every location. The new, .NET-connected ETI Solution™ Version 5 has eliminated many expenses for customers, making it the solution with the lowest total cost of ownership by far in its class. The flexibility of the new architecture has also allowed ETI to expand its business models and enter new customer channels, generating incremental income.



CUSTOMER PROFILE	BUSINESS SITUATION	SOLUTION	BENEFITS
Evolutionary Technologies International (ETI) provides enterprise-wide data integration solutions for Global 1000 companies. Founded in 1991, ETI is based in Austin, Texas and has regional offices in major U.S. cities as well as Europe and Australia.	Most of ETI’s customers operate in multiple locations throughout the world. ETI sought to enable remote operation of its solution by moving from a client/server model to a distributed architecture.	ETI used the Microsoft .NET Framework to develop a new graphical user interface for its solution in just 6 months. The downloadable, 2 MB GUI eliminates the need for servers and administrators at each location.	The new .NET-connected ETI Solution Version 5 has increased ease of use for customers and dramatically lowered total cost of ownership. This has given ETI a significant point of differentiation and competitive edge in its marketplace.





## Solution

When Visual Studio .NET was still at the beta stage, ETI began working with it to create the new version of ETI Solution. It took 4 developers 6 months to write a new presentation layer for the application.

“Using the .NET Framework’s class libraries – especially the Windows Forms classes – we were able to upgrade the previous user interface so that users from anywhere in the world could access ETI Solution from a footprint smaller than most browsers,” says Marshall. “The ability to produce this kind of interface with the .NET Framework eliminated the need to produce a traditional, thin-client/Web browser solution.”

ETI was able to use Web services to easily link legacy parts of the application to the new interface. Because many of their customers are operating Unix-based systems, ETI also used Web services to build an interface from their application to the Unix operating system. “That way, there is a just a small incremental hardware cost to our customers of implementing ETI Solution,” says Marshall. “They only need one Windows application server with Microsoft Internet Information Services.”

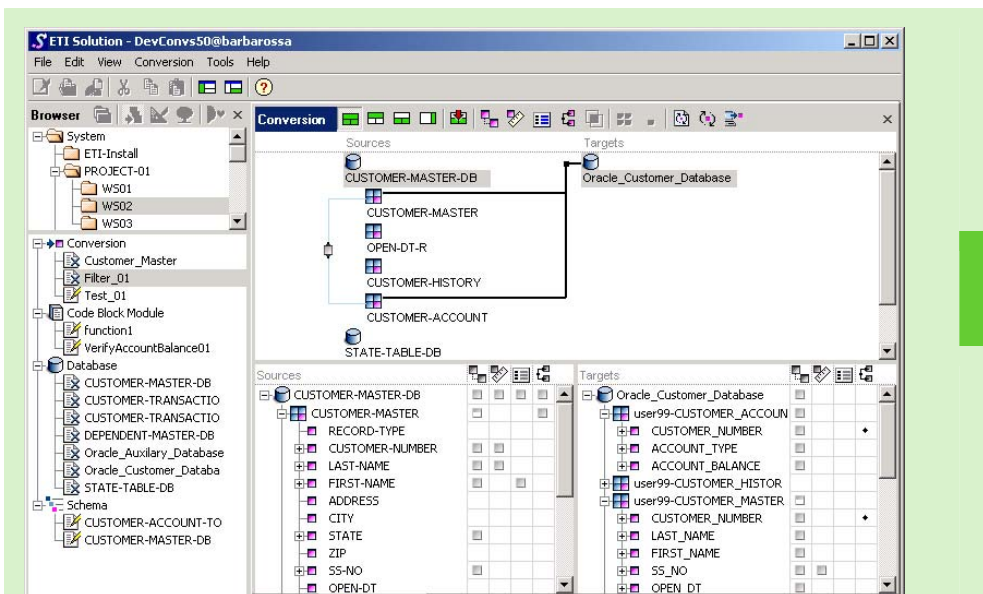
ETI’s new client enables users to graphically create a conversion – that is,

the mappings between data sources and targets, and the business rules describing how the data should be transformed. The client communicates via Web services with an application server running Microsoft Windows 2000 Server or Microsoft Windows Server 2003 and Internet Information Services (IIS). The application server, in turn, communicates with

- a license server that controls the number of concurrent clients using the application,
- a process server that runs the code, script, documentation and metadata generation, and
- a workgroup server that manages all the objects and controls versioning.

All of these auxiliary servers may run either Windows or Unix.

Microsoft has certified ETI Solution Version 5 at the Premium Level of the .NET Connected Logo Program. This Premium level of certification recognizes that ETI Solution fully supports XML Web service capabilities and takes advantage of .NET programming model benefits such as multi-language support, added security, and enhanced flexibility.



## Benefits

The new .NET-connected architecture of ETI Solution Version 5 has opened the door to many new business opportunities for ETI. The flexibility of remote operation has enabled the company to establish new business models and extend many more benefits to its customers.

### Benefits to Customers

ETI Solution Version 5 has presented significant new advantages to global enterprise customers. Numerous companies such as Honda, Ford, P&G, Cap Gemini Ernst & Young, Motorola, Royal & Sun Alliance, Lloyd's, Levi Strauss, Hallmark, and Washington Mutual are already taking advantage of these benefits:

**Ease of Use:** With the graphical interface enabled by Visual Studio .NET, customers are learning the product and becoming productive more quickly. "Our previous interface was intuitive for programmers. This GUI is intuitive for anyone familiar with Windows," explains Marshall.

"One of the important success factors for ETL vendors going forward is a 'user-friendly' interface and ETI has set the bar for that expectation," adds Susan Funke, Research Manager for Information and Data Management for IDC.

**Speed of Implementation:** Because servers and administrators are no longer needed at each location, global enterprise customers can get worldwide operations up and running immediately.

**Cost Savings:** Customers are significantly lowering labor expenses because they can now readily move functions to different geographic locations, where there is the right mix of skills at the best cost.

Using the new licensing model based on concurrent users, customers also save on license costs because they can share across time zones, using their seats around the clock.

### Benefits to the Developer

With the launch of ETI Solution Version 5 – the first .NET-connected enterprise application on the market – ETI gained a tremendous competitive edge in its market space. Not only did the .NET Framework allow ETI to get to market quickly with a solution, but with its added efficiencies for customers, Version 5 is the data integration solution offering by far the lowest total cost of ownership. ETI has seen very good adoption rates for the new implementation as measured by very high maintenance renewal rates.

Furthermore, the new software model has given ETI greater agility in their business models. In particular, it has allowed them to open an entirely new customer channel: systems integrators. Previously, with the client/server model, only the very largest systems integrators adopted the solution because it had to be fully installed at any client location where they wished to use it. But with the new distributed architecture, a systems integrator can install just one central server at their headquarters and then use the solution remotely in successive client projects. Not only that, but the remote operability has enabled ETI to institute a leasing program so systems integrators can access the solution from ETI's data center on an ad hoc basis, when the need arises in a particular project.

With the systems integrator channel comes perhaps an even bigger prize: the government market. "Very few government projects are done without systems integrators," says Marshall. "So, before we were somewhat shut out from that sector. But our new product offering has now opened that door. And that is all incremental income for us."

"ETI made an investment in Microsoft .NET technology before it was generally available," Marshall concludes. "That investment has paid dividends quickly and positions ETI to help its customers even more in the future."

"One of the important success factors for ETL vendors going forward is a 'user-friendly' interface and ETI has set the bar for that expectation."

**Susan Funke**

Research Manager for Information and Data Management  
IDC

**The Microsoft .NET Framework** is an integral Windows® component for building and running the next generation of applications and XML Web services. It provides a highly productive, standards-based, enterprise-ready, multilanguage environment that simplifies application development, enables developers to take advantage of their existing skill set, facilitates integration with existing software, and eases the challenges of deploying and operating Internet-scale applications. The Framework consists of two main parts: the common language runtime and a unified, hierarchical class library that includes a revolutionary advance to Active Server Pages (ASP.NET), an environment for building smart client applications (Windows Forms), and a loosely coupled data access subsystem (ADO.NET).

For more information about the Framework, go to: <http://msdn.microsoft.com/netframework/>

**Microsoft Visual Studio .NET** is the rapid application development (RAD) tool for building next-generation Web applications and XML Web services. Visual Studio .NET empowers developers to rapidly design broad-reach Web applications for any device and any platform. In addition, Visual Studio .NET is fully integrated with the Microsoft .NET Framework, providing support for multiple programming languages and automatically handling many common programming tasks, freeing developers to rapidly create Web applications using their language of choice. Visual Studio .NET includes a single integrated development environment with RAD features for building Web applications and middle-tier business logic, and RAD XML designers for working with data.

For more information about Visual Studio .NET, go to: <http://msdn.microsoft.com/vstudio/>

**To acquire Visual Studio .NET**, please see your reseller or go to:  
<http://shop.microsoft.com/devtools/default.asp>

Microsoft Visual Studio is at the heart of MSDN® Subscriptions, a premier software service that provides developers with the latest development tools and technologies.

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## Software and Services

Microsoft® .NET Framework  
Microsoft Windows® 2000 Server  
Microsoft Windows Server™ 2003  
Microsoft Visual Studio® .NET  
Microsoft Internet Information  
Services

**Partners**  
ETI

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