

Life Built-to-Order

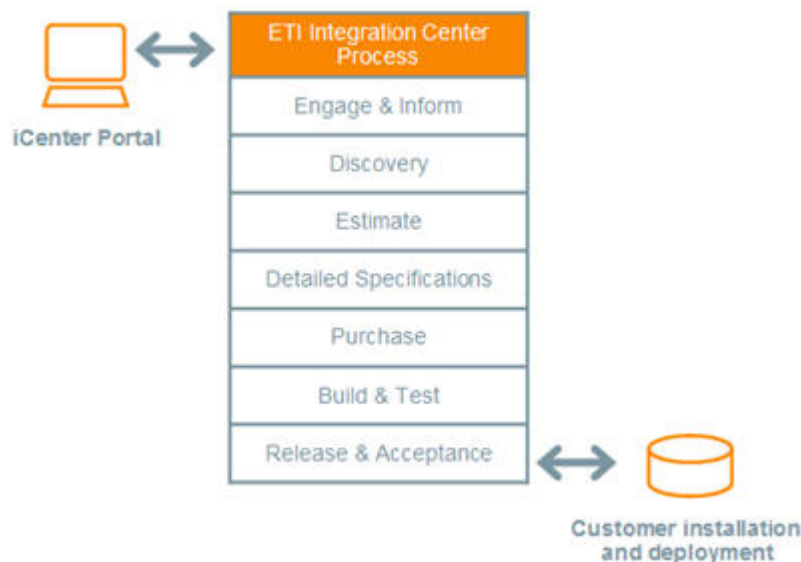
Posted by Shawn Rogers at 08:36 AM, Business Intelligence Network™ Blog

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I was doing some of my Christmas shopping online last night. It started me thinking about how easy it has become. Many vendors especially in the electronics and computer sectors offer the ability to customize your products and to select from a variety of features and upgrades. Other services surrounding the build-to-order model include free shipping, gift wrapping instant price comparisons, customer reviews all adding value to the process. Its interesting to see how the innovative companies in the business intelligence space are starting to see value in this build-to-order approach. I recently spent some time with Ron Baker the new President and CEO of ETI and had the chance to learn about ETI's Built-To-Order (BTO) Integration solution (www.eti.com).

It a smart approach to the challenges of how most companies address data Integration now. The BTO Integration is custom-made software that integrates mainframe, legacy and proprietary applications with your current business intelligence, data warehousing and SOA-based infrastructures.

The solution begins in the ETI Integration Center (iCenter™) and follows a fast and intuitive process to allow you to attack your integration projects in a built-to-order environment. (see process below)



The upside of build-to-order integration is full of easy to identify features:

- No platform software to buy
- No maintenance or training
- No hand coding
- No infrastructure hardware to buy and maintain
- No waiting on long implementation schedules
- No limits to scalability
- No risk – get exactly what you need
- No data is too old, complex or proprietary

All in all, I think it's a very smart approach to the problem. I think all that's missing is the free gift wrapping.

Link to article:<http://www.b-eye-network.com/blogs/rogers/?jsessionid=108718956baa895ae92c056af38ab8dc>



Blog: Shawn Rogers

Thank you for visiting the Business Intelligence Network™ Blog. I am the Executive Editor of the B-EYE-Network.com site. Having covered this industry for over 10 years I'm looking forward to a more interactive form of communication with all of you. I look forward to your comments and to sharing insights with you on a regular basis.