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**ETI SHOWCASES BUILT-TO-ORDER INTEGRATION AT TDWI WORLD CONFERENCE**  
***TDWI Keynote Speaker Dr. Claudia Imhoff Releases Paper On Data Integration Software As A Service—***  
***Highlighting ETI BTO Integration***

**AUSTIN, Texas — November 06, 2006** — ETI (Evolutionary Technologies International, Inc.), a global provider of data integration solutions, is showcasing ETI Built-to-Order (BTO) Integration at The Data Warehousing Institute (TDWI) World Conference held in Orlando, November 5-10, 2006. ETI BTO Integration is a revolutionary way of delivering data integration that dramatically reduces the complexity, cost, and maintenance associated with data integration projects. Each ready-to-run BTO solution is supported by a guarantee of success that includes a commitment to deliver a high quality solution at a fixed price on a committed date.

Extending and complementing information assets and tools already in place, ETI BTO Integration connects to virtually any data source, including mainframes, data warehouses, file systems, legacy databases, proprietary applications, message buses and web services. ETI BTO Integration provides all the benefits of enterprise ETL platforms, but requires no platform software purchases, no infrastructure hardware purchases, no special training or configuration skills, and no maintenance burden.

“Today IT organizations are investing in projects that must yield business results within the first year,” said ETI president and CEO, Ron Baker. “Data integration software as a service allows ETI to remove traditional barriers to integration success—ETI is the only vendor to partner with every customer to deliver a guarantee that ensures success on every BTO Integration project.”

Data integration Software as a Service (DiSaaS) is the next generation delivery model for data integration, according to Claudia Imhoff, Ph.D., author of a recently released white paper, *Feeling SaaS-y? Software as a Service – for Data Integration*. In her paper, Dr. Imhoff highlights the on-demand or built-to-order integration in her analysis of DiSaaS key benefits, detailing a new paradigm in SaaS. ETI will showcase BTO Integration at TDWI World Conference held in Orlando where Dr. Imhoff will present a keynote address.

“As SaaS gains wider acceptance, vendors offering simple and inexpensive DiSaaS will become more prevalent and in demand.” said Dr. Imhoff. “These data services perform their functions “behind the scenes” so that IT and end users alike get access to the right data and functionality at the right time – without having to know that the data integration services are in place. With DiSaaS, SOA-based data services can be quickly and inexpensively be created that connect, aggregate and transform data from new and old sources and deliver it as reusable components.”

Dr. Imhoff's white paper addresses the options organizations face for integration services, either hiring a team of programmers for hand coding, which creates high maintenance burdens and on-going skills challenges, buying ETL platforms, which can be expensive and may not handle all the required transformations, or using DiSaaS or built-to-order integration as a third alternative. This last alternative is beginning to gain in popularity; where executable code is delivered that integrates mainframe, legacy, and applications data with data warehousing and SOA-based infrastructures.

ETI will be at TDWI World Conference at the Royal Pacific Resort in Orlando on Nov. 7 & 8, 2006 at booth 507. Dr. Imhoff's Keynote Address at TDWI is on Thursday, November 9, 2006 from 8:00 A.M. - 8:45 A.M. In addition, *Feeling SaaS-y? Software as a Service – for Data Integration*, by Dr. Imhoff is available at [www.eti.com](http://www.eti.com) and at [www.b-eye-network.com](http://www.b-eye-network.com)

### **About ETI**

ETI (Evolutionary Technologies International, Inc.) is a global provider of enterprise data integration solutions for government IT organizations and Global 1000 companies including clients like, Caterpillar, the U.S. Department of Defense, AXA, Experian, Société Générale and Gillette. ETI provides software and services that automate the seamless exchange of data between incompatible systems. Organizations around the world rely on ETI to implement applications ranging from SOA, BI, ETL, EAI, EII, CRM, ERP, compliance reporting and data warehousing. Founded in 1991, ETI is based in Austin, Texas with subsidiaries in Canada, Europe and Australia. For more information visit [www.eti.com](http://www.eti.com).

### **About Claudia Imhoff, Ph.D.**

Claudia Imhoff, Ph.D., President and Founder of Intelligent Solutions, Inc. is a thought leader, visionary, and practitioner in the rapidly growing fields of business intelligence and customer focused-strategy. Dr. Imhoff is a popular and dynamic speaker and internationally recognized expert on analytical CRM, business intelligence, and the architecture to support these initiatives – the Corporate Information Factory. Dr. Imhoff has co-authored five highly-regarded and popular books on these subjects and writes monthly columns for technical and business magazines.

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