An ISV Action Plan for Integration

Customer Demands, Your Solutions

Pervasive Data, Application, and Business Integration

PERVASIVE

The need to integrate data, applications and the business is a driving force in today's interconnected world. As the limitations of stand-alone solutions have become clear, your customers are demanding pragmatic solutions that integrate easily with their existing environment.

And, the burden of integration will be increasingly shifted to your applications. Why? Data integration is simply too expensive and time consuming for the Small and Medium business. Most customers simply expect applications to arrive ready to plug into their to existing infrastructure. Your competitors know this and are offering open, flexible interfaces and jump start solutions to differentiate their offerings.

That's why applications that can easily plug and play with a customer's current infrastructure have a significant competitive advantage.

Pervasive Software: The Competitive Edge in Your ISV Action Plan for Integration

By including Pervasive® Integration Products in your action plan for customer integration, you can have the competitive advantage you need to speed deployment of your products and secure customer loyalty, while keeping critical resources focused on your core competencies.

Pervasive Software Gives You the Competitive Advantage:
Applications that Integrate with Speed and Certainty

Pervasive Software® Integration solutions help today's leading independent software vendors (ISVs) reduce the complexity, costs and risks associated with deploying their applications in customers' diverse and dynamic environments. Pervasive products can help you ready your applications for integration to secure a competitive advantage. Whether they are bundled with or embedded in your applications, award-winning Pervasive integration products ensure rapid implementation, superior scalability and low total cost of ownership to:

- Deliver integration-ready applications to your customers
- Ensure fixed-bid customer application deployments come in on-time and under budget
- Entrench your products in your customer's mission-critical processes
- Migrate customers up and across your product line as their needs grow
- Differentiate your product offerings from the competition
- Speed time to market and revenue opportunities

Full Suite of High Performance Integration Solutions

Built on a single integration platform, the full suite of Pervasive Integration Products features more than 150 native data connectors and a comprehensive set of easy-to-use visual design tools that enable you to rapidly build and test integration processes across a broad range of data formats, operating systems and platforms. That means you can migrate your customers' data to your application quickly, integrate your applications with your customers' infrastructure, and ensure that your applications can integrate with those of your customers' suppliers.

Does Your Action Plan Enable Real-Time Data Sharing and Easy Data Conversion? Pervasive Data Integrator is the Answer.

Pervasive Data Integrator™ eliminates integration pains by easily converting and aggregating even unstructured and legacy data to allow customers to access the vital information they need to make the right decisions. And that means increased customer satisfaction and loyalty.

Does Your Action Plan Focus on Connecting Your Customers to the World? Pervasive Business Integrator is the Answer.

Pervasive Business Integrator™ allows your products to bridge the gap for your customers, providing the means to integrate multiple applications – both internal and with trading partners – efficiently and cost-effectively.

Making Your Integration Action Plan a Reality

Pervasive Integration Products are your competitive edge. From migrating to your applications quickly to integrating your application with those of their suppliers, your customers immediately realize the benefit your applications deliver, increasing their satisfaction and ensuring new upsell and cross-sell opportunities.

Pervasive Data Integrator:
Comprehensive Data Integration
- *Rapid migration to your applications*
- *ETL (Extract, Transform and Load) with ease*
- *Continual, real-time integration*
- *Powers data warehousing, portals and business intelligence*

Pervasive Business Integrator:
Real-Time Business Integration
- *Event-driven, message-based integration*
- *Point-to-point application integration*
- *Business process design*
- *Standards compliance (EDI, HIPAA, and others)*

About Pervasive Software

Pervasive Software is a global value leader in data infrastructure software. The company's award-winning products enable customers to manage, integrate, analyze and secure their critical data, providing the industry's best combination of performance, reliability and cost. Pervasive's strength is evidenced by the size and diversity of its customer base, serving tens of thousands of customers in nearly every industry market around the world. With headquarters in Austin, Texas, Pervasive was founded in 1994 and sells its products into more than 150 countries.

For More Information

please visit **www.pervasive.com/integration**

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