

ETI™ Teams with EVOKE™ to Deliver Integrated Solution for Data Profiling and Transformation

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Best-of-breed companies share focus on optimizing data discovery and integration for customers in complex, data-intensive environments.

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Evolutionary Technologies International® (ETI), a leading provider of enterprise-wide data integration solutions for Global 1000 companies, today announced that it has entered into a partner relationship with Evoke Software™, the worldwide leading provider of data profiling software. Both parties have agreed to integrate their software solutions to enable significantly quicker, more accurate and less costly integration projects. As a result, joint ETI and Evoke customers will have improved quality results and save enormous amounts of time in large-scale integration projects. These dramatic results are due to the automation of time-consuming tasks such as identifying inconsistent data values, mapping them to relational databases, and then generating code to extract, transform and load the data into their target systems.

“Data discovery is a difficult part of any application that requires the consolidation of data from multiple sources, whether it’s CRM, SCM or a data warehouse. In addition, there are a number of situations where customers must try to understand or integrate data with little or no cooperation from the owner of the data, ranging from investigations where a computer system has actually been seized by a government agency to the much more frequent case when a company wins a large corporate account from a competitor,” said Kay Hammer, president and founder of ETI. “Evoke Axio™ automates the discovery of the types of data in these databases and the relationships between data elements.”

Evoke Software’s Axio product suite discovers the structure, content and quality of any data source and stores results in the Evoke Axio Repository. This process allows customers to deal with data quality issues early in the development cycle. Using the information stores in the Repository, Evoke Axio generates a normalized schema that corresponds to the source file layout and lets users specify mapping to their own relational schemas. ETI Solution™ Version 5, including ETI’s patented Dialogue Coach™ technology, uses similar information to automatically generate native interfaces that extract and transform the data from the source database and load the target database. The Evoke/ETI offering automates the handoff between the two product sets.

“Our customers are very interested in this joint solution,” said Lacy Edwards, chairman and CEO of Evoke Software. “Our prototype of the first phase has been very well received. The ability to automatically transfer the metadata about data values and desired mapping from the Evoke Axio Repository into ETI Solution will provide significant time and cost savings, as well as improved data quality and reliability to our customers.”

About Evoke

Evoke Software is the worldwide leader of data profiling software. Data Profiling is a critical process completed during every data migration or quality assessment project. Evoke software provides automation

to this analysis process that had always been done manually. Evoke solutions are critical to any corporate IT infrastructure as the foundation to the deployment of strategic initiatives such as corporate databases and enterprise systems like CRM, Business Intelligence and ERP. Evoke Axio enables companies to identify and subsequently correct inconsistencies, redundancies, and inaccuracies in corporate databases before they cripple applications such as SAP, Siebel, PeopleSoft and others.

About ETI

Evolutionary Technologies International (ETI) (www.eti.com) provides enterprise-wide data integration solutions for Global 1000 companies. ETI Solution Version 5, including ETI's patented Dialogue Coach technology, reduces the total cost of software ownership associated with the consolidation, transformation and exchange of information between incompatible systems by generating non-proprietary interfaces that enable the seamless flow of data between any platform, system or application. Founded in 1991, ETI is based in Austin, Texas and has regional offices in major U.S. cities, Europe and Australia.

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