



# **WHY USERS LOOK TO XPRIORI SOLUTIONS**

**CORPORATE DOCUMENT**

**Release 1.1**

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**Version 1.1**

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**Xpiori technology is protected by the following patents:**

**US Patent #5,742,611 (21 Apr 98)**

**US Patent #5,942,002 (8 Aug 99)**

**US Patent #6,157,617 (5 Dec 00)**

**US Patent #6,167,400 (26 Dec 00)**

**US Patent #6,324,636 (27 Nov 01)**

**US Patent #6,493,813 (10 Dec 02)**

**US Patent #6,792,428 (14 Sept 04)**

**Other U.S. and international patents pending.**

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# WHY USERS LOOK TO XPRIORI SOLUTIONS

## EXECUTIVE SUMMARY

For many years, enterprises have managed their information assets in a splintered environment where information is available in disconnected pieces for various applications; structured data is managed by database management systems; documents by document management systems; and other information by various means such as spreadsheets, custom programs and embedded databases. Establishing and changing these systems is disruptive and labor-intensive. Even "extreme programming" techniques have failed to fully deliver on the promise of increased efficiency because the development of back-end system components remains a time-consuming and burdensome task.

The vast growth of data and the necessity to access information of varying formats has created a need for rapid transformation and aggregation of data and digital assets. Only then, can the information be manipulated, discovered and analyzed to create information that is usable by knowledge workers. Due to the growth of data across multiple formats and from varying sources, this transformation is most often to XML format, which has become ubiquitous in the market. XML is at the core of modern content management and business intelligence tools that typically provide search for and delivery of both structured and/or un-structured data.

We know that the needs for solid business intelligence and content management are real and are getting more complicated and that the development of effective Business Intelligence from enterprise information requires unified and real-time views of enterprise information. Xpiori's core technology and the Company's XML Information Management System, XMS, facilitates this process as a "best of breed" solution.

## XML and XMS

To take advantage of digital information assets, we believe that companies must develop a strategy for managing more information than what they have stored in current database management systems. They also need a unified strategy for the management and timely distribution of documents, web content and digital assets in a form that knowledge workers can readily use. As a result, the use of XML in content and information management systems has grown and will continue to grow exponentially. XML offers the promise of a more universal means for expressing information and therefore, easier and more flexible ways to develop applications.

The concept of XMS is simple. XMS relies on the structure of XML to facilitate the process. Its processes reflect the tags or context that are part of XML (the datum and their hierarchy), and XMS separately enables the dynamic management of each. As XML has become the medium for sharing and transporting information, and the transformation of other data forms to XML has become commonplace, Xpiori believes that it already provides a solution that can accommodate a significant portion of the anticipated market requirements to resolve the "real trick" of managing all data in a unified way.

Where XMS is the database of record, no change or transformation of data is required. Where XMS is used as an operational data store, it will receive and aggregate copies of operational data from various sources, transform them to XML and store the XML for query through multiple BI and Content Management applications.

XMS was designed to capitalize on these trends, offering an information management system that can effectively manage any kind of XML. Also, XMS 4.0 was designed to support enhanced management of unstructured data. XMS improves productivity because it requires no database design whatsoever, but offers the kind of fine-grained access to information familiar to database users as well as the ability to manage unstructured information familiar to document management system users

### **XMS provides the sensible approach**

As much of the data in the market is already expressed, or readily can be expressed, in XML, our XMS product should be your store of choice. As we persist in XML, no database design or programming is required. Develop new applications and make changes to existing applications without the need for reprogramming your DBMS. XMS is the elegant solution because aggregated data can be queried directly, without the development of multiple data “cubes” (additional data bases) to handle specific queries. This means that the cost of ownership will be substantially less, with fewer people involved; particularly, there will be less involvement of IT after installation. As we rely solely on XML in its purely native state, we support rapid access to varying views of your information and agile application development. We support the changing needs of business to look and learn from their information in new and varying contexts. With XMS there is no need to build multiple databases to support various single analytical processes and views. Further, without changes to your DBMS, you can persist data for new views where often other products can provide only transient views. XMS enables multiple applications and views where other products cannot do so easily.

With our support for true rapid application development and accommodative pricing structures, companies in the Small to Medium Enterprises (SME) category can answer challenges as easily as larger companies.

Use XMS to aggregate content to enable users to see and act on it on a timely basis. We anticipate that content aggregation strategies will provide access to a federation of smart repositories that are dispersed throughout the company and will support diverse applications and databases. The aggregation of data to smart repositories is part of the market trend. It is important to note that content management can be supported by two strategies. Integration with middleware usually provides access to multiple databases and integrated views into the data. This approach requires dealing separately with the rules of each data store and often provides views that are transient. It does not enable the aggregation of information into a new data store where the data might be persisted for new applications or consolidated views and update of the information on a regular basis.

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