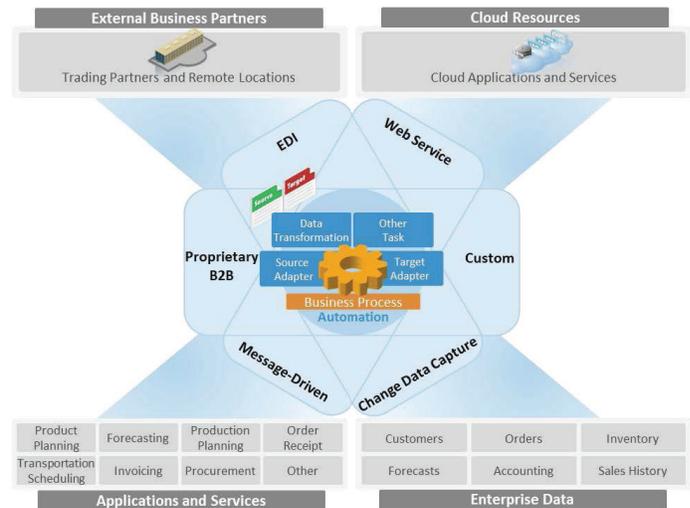


Cleo Clarify™

Accelerate Results for B2B, Application, Data, Cloud Integration

The Cleo Clarify solution is platform-independent integration middleware that tackles a wide variety of business integration without coding. It supports B2B, application, data, and cloud integration with one investment in middleware, tools, and skills.

Cleo Clarify is designed to replace conventional EDI translators, mapping tools, XML integrators, data integration tools, and web services toolkits. It integrates seamlessly with your existing applications, data, and business processes. You can use Cleo Clarify to create simple, any-to-any data connections that automate parts of larger processes, or to implement longer, more complex integration applications that sync in-house application software, trading partners, cloud applications and services, and business data resources, in any combination.



Integration Automates Businesses

Integrating and automating business processes that support sales operations, procurement, transportation, logistics, and other business functions is a cornerstone of modern business. Common examples include:

- Automating the processing of orders, invoices, ship notices, and other business transactions
- Automating responses to on-demand requests for product availability, pricing, and the status of orders, shipping, and other processes
- Automating the synchronization of business data with software-as-a-service (SaaS) applications, external partners, and offline analysis and reporting databases
- Automating inter-application processes by detecting and responding to application events

The benefits of automating such activities are compelling. Automation cuts processing costs, errors, and latency by replacing manual processes. It boosts business throughput and capacity, making more efficient use of existing resources. It improves the consistency and predictability of business process results. And it enables resource-constrained businesses to sustain volumes and service levels that were once exclusive to much larger companies.

Cleo Clarify, at a glance

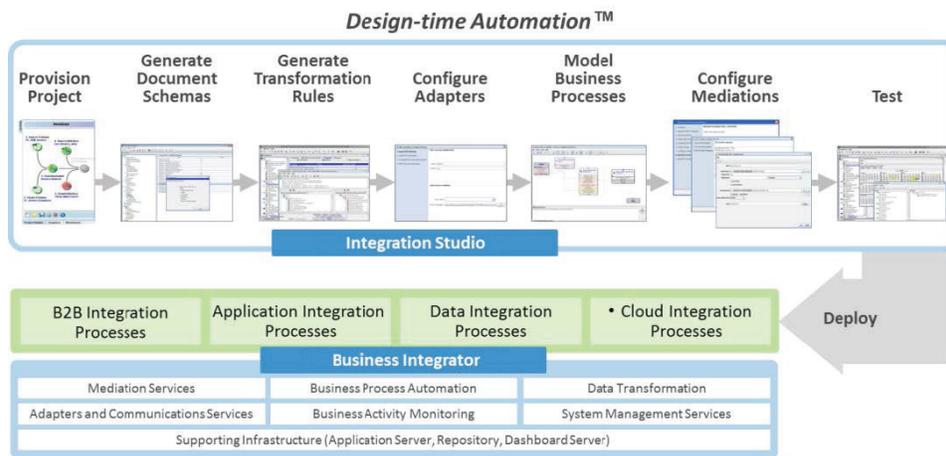
- Supports multiple integration needs with one investment in middleware, tools, and skills
- Increases business efficiency and capacity, by automating business processes
- Improves customer service levels by reducing errors and latency
- Integrates with your existing applications, data, and external interfaces
- Offers built-in support for XML, databases, spreadsheets, EDI, web services, change data capture, and other mediations
- Improves visibility of external and internal business processes
- Delivers integration results faster, without programming
- Reduces time and implementation cost for application replacements and upgrades
- Offers package options to suit specific business integration needs

Cleo Clarify Automates Integration

The combination of business processes, internal and SaaS applications, partner connections, services, and data resources in your business is unique. That means the automated processes that integrate your business cannot be purchased off-the-shelf.

Conventional tools for business integration require significant investments in manual data mapping, document definition, partner interface configuration, and even coding. Like other kinds of manual processing, these design-time activities are resource-intensive, error-prone, and costly.

The Integration Studio, included with Cleo Clarify, provides Design-time Automation™ for every phase in the integration life cycle. It supports rapid generation, configuration, modeling, testing, and deployment of business processes, data transformations, events, adapters, and other integration deliverables, without coding.



- **Project Builder** generates working business processes, using a graphical scaffold and guided sequence of specification steps.
- **Web Services Wizards** generate consumer and provider services for SOAP and REST, for both internal and external services integration.
- **EDI Wizards** generate partner endpoints and process frameworks for inbound and outbound EDI.
- **Database Monitors and File System Monitors** automate Change Data Capture and response, with no coding required for creation of triggers or application events.
- **Document schema generators** automate creation of document definitions for flat file, database, spreadsheet, EDI, XML, WSDL, SAP IDoc, and Oracle EC Gateway files.
- **Smart Mapping** interactively generates mapping rules at the element, group, and document root levels, based on multiple user-configurable matching methods.
- **Migration Assistant** automates map updating when changes occur in source and/or target document versions, structure, or syntax.



More About Design-time Automation

The Design-time Automation strategy reduces the time you spend creating and maintaining integration processes by 60% or more. The skills and tools needed for different project types (B2B, A2A, cloud, data) are nearly identical, so learning curves are shorter. And the integration results you create are reusable and easily modified, in support of rapid iterative prototyping.

To learn more about the Cleo Clarify solution contact Cleo today or visit us online at www.cleo.com/clarify.

