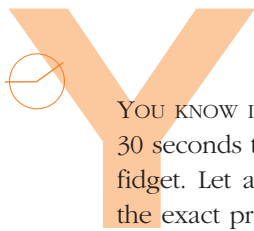




Business in the here and now

*GoldenGate TDM solutions deliver
real-time access to real-time information*



YOU KNOW IT YOURSELF. LET THE ATM TAKE AN EXTRA 30 seconds to dispense your cash, and you start to fidget. Let an online retailer dawdle in displaying the exact product you're looking for, and a simple mouse click takes you straight to a competitor's site. There's no getting around it: Today's consumers want what they want, when they want it.

GoldenGate Software, a privately held software company based in San Francisco, saw this trend coming. Since its inception in the mid-'90s, the company has provided solutions that help enable the responsiveness that today's competitive marketplace demands.

GoldenGate focuses on two key areas: high availability for continuous operation, and real-time data integration. Key partners include ACI Worldwide and IDX (now part of GE Healthcare), making financial services and healthcare the company's main markets. But with customer demand for real-time business intelligence (BI) growing rapidly—and with the cost of sophisticated BI platforms declining just as fast—new opportunities in retail, telecommunications, public sector, e-commerce, and other sectors are emerging.

"Our key strength lies in providing real-time data movement in heterogeneous environments," said Sami Akbay, vice president of marketing at GoldenGate. "And while we're doing that, we

maintain the integrity of the data transactions that drive mission-critical business processes. People want real-time access to real-time information, and that is precisely what our solutions deliver."

NO STOPPING NOW

All of the components of GoldenGate's flagship Transactional Data Management (TDM) platform—which supports both key business areas of the company—are fully operational on the HP Integrity NonStop server. In fact, many joint customers have already put this powerful combination into production.

Product manager Chris McAllister, who oversees NonStop system-related development and partnerships at GoldenGate, is excited about this new HP platform. "More and more enterprise customers are requiring continuous availability in order to minimize planned outages," he said. "When they have a new application, or a new operating system, or a database upgrade, they need to keep the business running while they're implementing those system changes. Many customers use GoldenGate solutions for that capability, and the extraordinary availability levels possible with the Integrity NonStop server really complement our TDM offerings." The continuous availability of the Integrity NonStop server also helps fuel a growing interest in

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Sami Akbay, VP of marketing, GoldenGate



“active-active” configurations for business continuity and processing efficiency, another area in which GoldenGate plays a large role.

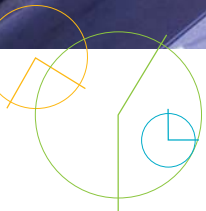
On the data integration side, GoldenGate focuses primarily on data warehousing. “In the past, data warehousing has always meant an ETL-type solution,” explained McAllister. “At night or over some specified period of time, the enterprise transferred its entire database into the data warehouse, performed some business intelligence operations on it, and figured out what to do in the next month. But

this approach is becoming less acceptable, because unless you have real-time data, you’re making today’s decisions based on yesterday’s information. Enterprise customers need real-time business intelligence to support fast, effective decision-making. GoldenGate TDM solutions running on the Integrity NonStop server deliver this capability.”

The Integrity NonStop platform’s broad support of open standards is extremely relevant to GoldenGate. “Many years ago, the NonStop platform tended to be isolated from the rest of the IT infrastructure in many places,” said Akbay. “People who ran these systems did not really exchange much data or information. It was essentially an infrastructure within an infrastructure.”

Now that more solutions are viewed as mission critical, and because the overall IT environment of the typical enterprise includes so many different types of servers and applications, it is crucial for all key systems to exchange information. “Adoption of open standards makes it much easier for NonStop servers—and now the Integrity NonStop server—to be a part of the larger IT infrastructure, as opposed to being an isolated pocket within that environment,” continued Akbay. “Today, customers can seamlessly exchange data and information between this powerful, high-end environment and their open systems environment.”





KEEPING IT REAL

Business intelligence is increasingly important for the enterprise. “BI is no longer a luxury,” said Akbay. “It is how you institutionalize knowledge and how you react to your customers and partners in a consistent, intelligent manner. Today, BI infrastructures are becoming real time: It’s not about what happened yesterday or last week, but what’s happening right now.”

This real-time visibility provides a wealth of operational capabilities that can be leveraged by people across the enterprise, not just business analysts and “glass house” executives. Ultimately, BI is the activity of turning data into intelligence, and real-time information provides a huge advantage in this environment.

As an increasing amount of information in the BI framework becomes real time, and as the BI framework takes on more and more importance in driving day-to-day operations, it becomes even more mission critical. GoldenGate is up to the challenge. “We impose minimal overhead on the source systems bringing data in,” said Akbay. “We

eliminate the need for batch outages, handle very high volumes, and support a heterogeneous environment. The future is all about real time, and GoldenGate TDM solutions running on the Integrity NonStop platform add significantly to the overall value proposition.” ♦

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