

# Primeur GBI™

## Brochure

## Addressing Business Challenges

The Data Integration challenges of our modern day can be expressed as the need to integrate anything with anything, anywhere... quickly to deliver value to the business. Data Integration can be a competitive weapon that can positively impact the bottom line through encouraging revenue velocity/scale, cost containment, risk mitigation and long-term customer satisfaction. To stay competitive, the business keeps moving faster and faster with customers and business partners demanding autonomous data exchange and increased data visibility.

Some key requirements that exist in every integration project are:

- **Establish**
  - a single and scalable infrastructure;
  - common and standard processes to exchange information.
- **Transform**
  - data into consumable formats;
  - customer requests into deliverable results.
- **Increase**
  - sharing and exchange of information between heterogeneous applications;
  - cost-savings in the provision of every service.

### Benefits:

- Increase business agility with self-service integration
- Enable IT staff to focus on high value tasks
- Enforce data validation rules and attain higher data quality
- Generate documentation for data flows and mapping rules
- Trigger data flows in real-time or on schedules
- Leverage technology investments by extending functionality
- Strengthen customer and partner relationships
- Easy installation - Single installer

- **Ensure**
  - secure access to information and contents
  - the maximum synergy between applications
  - compliance with Service-Level Agreements (SLAs)

For data transformation, the key capabilities to seek out are autonomous automation, graphical process flow design/management, graphical data mapping tools that do not require coding, connectors to common applications/messaging platforms (both on-premises and in public/private Clouds), and partner management/self-service facilities. Reusability of assets is also a key factor in reducing implementation costs/timeframes and lowering risk.

## Primeur SW solution

Primeur GBI™ is an enterprise-class SW solution designed as a component of the Primeur Ghibli™ Integration Platform with the goal to rapidly and flexibly **provide transformation support for Extract-Transform-Load (ETL) and transactional data activities**. By removing the requirement of code programming and utilizing an intuitive user interface, business analysts who are experts in their data can now design integrations. These capabilities directly support business activities such as **on-boarding new business partner** relationships and addressing changing requirements as the business relationship continues, through monitoring the quality of the data interactions in a pro-active manner, by exposing the transactional processing/status to the Primeur Ghibli™ Integration Platform for complete **End-To-End visibility**.

Supporting Hybrid Integration through business process flow design, powerful data mapping/validation/routing capabilities, human workflow and reusable integration assets, Primeur GBI™ empowers the enterprise to rapidly address business needs, both internally and externally, **driving customer satisfaction to new heights**. Integrations can be flexibly organized into projects containing objects such as connectors, transformation maps, and process flows. This approach encourages object re-use and provides a methodology to support IT standards. With an intuitive user interface, access to these objects reduces the time searching through extensive flat lists. Access to projects and objects can be secured by user or business role, providing appropriate visibility by user class or job function.

## Strengths

### Empowered Business Enablement

Business moves fast... and Business Analysts cannot wait for IT backlog prioritization or new budget cycles to address the growth and/or cost-containment needs of the business. **Primeur GBI™'s intuitive interface** and reusable assets allow the business analyst and IT to work together to rapidly create integrations that deliver value to the firm.

### Reduced Project Delivery Times

Primeur GBI™ provides a strong return on investment through powerful tooling and reusable assets. Rapid integration development and

## Related products and solutions

- **Primeur Ghibli™ Integration Platform (HIP)**
- Primeur Spazio MFT/s™
- Primeur MFT Next™
- Primeur File Governance™
- Primeur DropFile™

deployment technologies such as visual design approaches to Data Transformation, Validation and Routing makes the conversion between data formats an easy task.

### Extensible Connectivity

With support for over one hundred connectors to contemporary Software-as-a-Service (SaaS) data formats and a robust plug-in facility should a new data connector be required by an integration, Primeur GBI™ provides easy-to-implement connectivity enabling the exchange of data between applications/platforms in real-time.

### Reduce Downtime with Proactive Operational Monitoring

Over the lifetime of the process flow's operation in production, value is received every time the process flow is executed. Proactive monitoring of data quality, exception handling and other situations requiring intervention are critical operational requirements. A robust monitoring facility with several levels of logging for system and process activity and seamless integration with the Primeur Ghibli™ Integration Platform **ensures that End-To-End visibility is maintained across the entire process flow.**

## Key Features

- **Flexible**, re-usable integration components (e.g. Maps, processes)
- Triggering data flows in **real-time** or on schedules
- **Data validation rules** and attain higher data quality
- Generate documentation for data flows and **mapping rules**
- Web-based solution for **easy deployment** and access
- Promotes customer **self-service integration**

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### About Primeur Group

Primeur is a multinational company headquartered in Switzerland specializing in Enterprise Data Integration solutions. Using framework and proprietary technologies, it has developed software products and solutions for Hybrid Integration, designing and implementing the innovative platform Primeur Ghibli™. The Group is widespread in Europe (Switzerland, Italy, UK, Ireland, Sweden, Spain and France), North America, Latam and Asia.

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