THIS IS THE POWER OF BUSINESS INTEGRATION
It was a novel idea.

A stroke of genius, really.

Tie together all the people, processes and systems that made Wall Street work to allow immediate, secure execution of trades, and—for the first time ever—connect buyers, sellers and traders in real time.

To transform the very way Wall Street worked, Salomon turned to the revolutionary “Integration Bus” architecture of TIBCO Software’s predecessor Teknekron Software Systems. When the switch was thrown in 1992, a new era in securities trading was born. And, Salomon solidified its place among the world’s most important and successful financial trading companies.

In the years since, TIBCO has helped leading companies in all industries successfully accomplish virtually every imaginable integration challenge. From connecting applications and people, and squeezing new life from existing assets, to sweeping transformations of core business processes to make companies more efficient, more competitive, more profitable, and better connected to their partners and customers.

What started as a novel idea has become one of today’s most important information technology initiatives—Business Integration. TIBCO continues to lead with innovative integration products and solutions that transform businesses, and make integration technology more accessible and practical to a wider range of companies.

What can TIBCO do for your company? The answers just might surprise you.
FedEx customers rely on our superior service, great information systems, and ability to handle large volumes of packages. TIBCO’s integration solutions help us manage information and transactions that support the delivery of up to 5 million packages daily—and scale to meet future demands.

Robert B. Carter, EVP & CIO
FedEx Corporation

One word sets TIBCO apart. Leadership.

TIBCO was a pioneer of the very concept of Business Integration software in 1984. Today we are the largest and most successful company specializing solely in Business Integration software, offering nothing less than the most advanced, most complete family of integration solutions available. Solutions that give our customers and integration partners the power to transform businesses in ways that no application, suite or platform ever could.

TIBCO’s technologies behind our solutions both support the latest industry standards such as Web Services, and drive them to new levels of capability. And, we continue to lead the industry with solutions for enterprise portals, process management and workflow. In short, all you need to integrate your business.

But at TIBCO, integration isn’t about technology. It’s about business—your business—and how to streamline, optimize and even transform it. TIBCO products are focused on solving the critical business problems in every area of your company.

Our experience working with the top companies in energy, transportation, communications, media, financial services, manufacturing, healthcare, government, retail and other industries has helped make TIBCO uniquely able to understand the specific challenges that your business face. And to create powerful, effective solutions that can be deployed quickly and cost effectively.

TIBCO solutions are transformative without disrupting your operations. You can solve one business problem at a time, or take a more comprehensive approach to integrate complex processes. Either way, once the infrastructure is in place it becomes easy and cost effective to expand, upgrade and adapt to meet your changing business needs.

TIBCO pioneered Business Integration software. And for more than fifteen years we have remained unbiased, focused solely on integration and on the needs of our customers. Today, our solutions can tie together all your disparate applications, platforms, technologies and processes from virtually any vendor, making true “best-of-breed” solutions a reality in a fully integrated business environment.
How can integration transform your business?

Today, a typical business uses hundreds of different applications running on numerous incompatible hardware and software platforms. With all these applications in place, most companies already have all the functional resources they need to operate at peak efficiency.

So why aren’t they? Why are there so many bottlenecks in operations, customer care, sales, marketing and supply chain management? Why is it so difficult to adapt to changing needs? Why can’t executives see and analyze all the information that is available in their systems? And why are systems so vulnerable to equipment and communications outages?

For almost every company, the missing piece is integration. By tying everything together, TIBCO integration solutions have the power to transform critical business functions by:

- Untrapping your applications: delivering new ROI and the full untapped potential from your existing systems.
- Uniting your processes: erasing boundaries and making new processes possible, often without writing any new code.
- Unleashing your people: connecting your employees, partners and customers across your extended enterprise to streamline workflow and make everyone more productive.

Here are just some of the ways TIBCO integration solutions can transform your business:

- Get new ROI from existing systems: TIBCO integration solutions represent but a fraction of a company’s IT investment. Yet they unlock vast untapped capabilities in your existing applications and systems to provide truly transformative value and dramatic ROI.
- Prepare for change…and the unexpected: In business, change is constant. And TIBCO solutions create a more flexible IT and business infrastructure that lets you adapt to any situation. You can anticipate and react more quickly and effectively to changing markets and aggressive competitors. In the event of a merger or acquisition, you can integrate systems more easily and adapt processes to achieve the desired efficiencies and synergies.
- TIBCO’s fault tolerant and redundant solutions also safeguard your mission-critical data and operations such as order entry, fulfillment, customer service and transaction processing caused by equipment failures, communications outages, natural disasters or even a terrorist act.

THE HEART OF OUR STRATEGY

“Three years ago, Intel set out to develop efficient and easy-to-use solutions for doing business with customers around the globe, 24/7. These solutions had to be flexible, vastly scalable, and extremely reliable. Today, TIBCO’s integration solutions are at the heart of our strategy and help us power our growing e-Business needs.”

Craig Barrett, CEO
Intel Corporation
Strengthen your customer relationships
By providing a single, holistic and interactive view of customer information scattered across your internal and outsourced systems, TIBCO helps you streamline the buying process, speed fulfillment, and provide your customers with more complete and timely information. And because you will know your customers better—their buying patterns and preferences—you can generate new revenue opportunities as you improve the overall quality of their experience with your company.

Streamline your operations
By uniting and coordinating various functions typically served by incompatible "point" applications, integration speeds operations, improves your ability to adapt and grow, and reduces your overall cost of business. For example, HR, IT, ERP, CRM and finance involve numerous processes such as employee self service, new hire coordination, help desk support, employee training and Web-based vendor billing that are dramatically improved through integration.

Increase channel efficiencies
Chances are the information you really need to analyze sales and marketing activities and opportunities is locked up in systems scattered throughout your organization, your supply and distribution chains, and your network of partners. Through integration, TIBCO unlocks this valuable information and gives you immediate, real-time access to whatever information you need to track results, identify opportunities and problems, and conduct more effective sales and marketing programs.

Connect demand with supply
Your customers expect a lot: faster delivery, better products, more features, lower prices and flawless service. To help you surpass their expectations, TIBCO supply chain solutions provide complete and immediate access to key decision making information. They let you adapt your business processes quickly across a complex web of suppliers and partners. And they give you real-time visibility so you can manage business exceptions and dynamics, elevate customer satisfaction, and ultimately increase profitability. TIBCO’s proven supply chain solutions can transform order management, product lifecycle management, supplier management and manufacturing execution.

Deregulation and volatile markets are driving increased competition and new opportunities in power generation, pipelines, utilities, energy trading and risk management. TIBCO provides solutions for straight-through trade processing, as well as risk management, power management, pipeline capacity management and upstream delivery and integrated customer service. TIBCO is the leading supplier of integration solutions for energy, providing integration solutions for seven of the world’s ten largest energy companies.

The push towards Straight Through Processing is forcing financial services companies to streamline operations, settle financial transactions more quickly and become more responsive to changing market conditions. With Reuters, TIBCO provides the infrastructure for many of the world’s top financial institutions.

"In the trading business, managing risk is critical. With TIBCO’s business integration solutions, we can create simpler linkages with legacy systems and develop modular trading systems to support our business today and in the future, letting us effectively manage our business risk at every step in the trading process."

Simon J. O’Reilly, CIO
BP Global Energy Trading and Supply Business

ENERGY

FINANCIAL SERVICES

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ENERGY

FINANCIAL SERVICES
Advanced technology solutions.

In the 1980s, TIBCO’s service-oriented approach to connecting applications and sharing information gave birth to business integration. Today, with vision, aggressive development and an unmatched history of solving problems in the real world, TIBCO has created the broadest set of proven integration solutions for every integration problem.

TIBCO actively drives industry standards and includes support for important technologies such as XML, J2EE and Web Services throughout our products. And we complement that support with a proven messaging solution that delivers enhanced performance and fault-tolerance.

With TIBCO, you leverage the right technology for every interaction throughout your business with products that fall into three categories:

**Business Process Management**

Business Process Management (BPM) can streamline and even transform the essential processes on which your business operates. TIBCO’s BPM solution automates routine tasks and lets you more effectively coordinate the activities and workflow of systems and people throughout your business. With TIBCO’s BPM solution at work, you can improve the consistency of your processes, the effectiveness of individual applications and people, and the overall efficiency of your business.

**Portals and Monitoring**

Portals are the window into your integrated business. They give your employees, customers, and partners personalized access to real-time information, letting them interact directly with the systems and services of your business. TIBCO’s robust portal solution speeds the development of robust portals and executive dashboards, leveraging our complete set of proven EAI, B2B, B2E, customer care, process management and Web Services products.

**Application Integration**

Making individual applications work together creates a dramatic ROI. And TIBCO’s Enterprise Application Integration (EAI) and Business-to-Business (B2B) Integration solutions make it easy to connect incompatible systems across platforms and organizational boundaries. By reducing the complexity of your IT infrastructure, TIBCO solutions let you more easily add new applications, capabilities and partners at any time, so you can dynamically reconfigure your organization and extended enterprise as your needs grow or change.

**Healthcare**

Regulatory controls such as HIPAA and HL7 require both providers and payers to become more efficient than ever, while improving service for patients. TIBCO solutions for healthcare tie together diverse resources to share information and streamline processes. TIBCO solutions protect existing investments while providing rapid ROI and long-term flexibility and scalability.

**Transportation & Logistics**

The geographically distributed and constantly changing nature of assets and information make transportation and logistics a unique challenge. These unique problems can only be solved through real-time integration of distributed computers, people and vehicles. Today, TIBCO solutions help these companies run more efficiently, providing complete, up-to-the-second information to employees, customers and partners.

**Delta Air Lines**

“...processes 5 million business events each day, dealing with gate, fuel, food, and customer data. The ability to share this information with our employees and customers in real time, and to automate how we share it, has allowed us to transform our business, improve customer service, and reduce costs.”

Curtis Robb, Delta Air Lines CIO and CEO of Delta Technology
We have real-time information about what sells in stores, so we can respond quickly to customer needs. We can plan and market far more accurately. That translates into real revenue and competitive advantage.”

Jon Ricker, CIO
The Limited

Integration is all about partnership.

By its very nature, integration requires strong partnerships among many companies: Application and platform providers. System integrators and consultants. And, most importantly, with you—the customer.

At TIBCO, it is our job to partner with everyone and make all the pieces—systems, processes and people—work together. No other company, regardless of size, offers so much to help you get the most from business integration, and to ensure your success.

TIBCO has built a unique strategic partner “ecosystem” comprising over 250 of the world’s leading consultants, system integrators, software developers and value-added resellers. All together, more than 15,000 people are trained around the world in implementing and delivering industry-specific solutions using TIBCO products.

These very special companies are more than just names on a list. They are true partners who share our deep commitment to meeting the needs of our customers, and exceeding expectations every step of the way.

Of course, our most important strategic partnerships are with more than 1,700 TIBCO customers—including leaders in almost every industry throughout the world—who choose TIBCO for our focus on integration, our objective and unbiased approach, our comprehensive solutions, and our proven track record spanning nearly two decades.

At TIBCO, we welcome the opportunity to partner with you to make integration transform your business.
About TIBCO

TIBCO Software is the leading provider of business integration solutions. Our business integration products empower our customers to dramatically improve their business performance by enabling interoperability between diverse computer systems and the streamlining of business processes. Business integration is increasingly strategic to the success of companies across industries and around the world.

TIBCO is driving the growing business integration software market. Our customers have proven the value of integration, our solutions are the most comprehensive available, and we are at the forefront of making integration accessible to a broad range of companies. By moving business integration into the mainstream, we give our expanding family of customers the tools to unlock the power of their people, systems and processes, and unprecedented freedom to create their success.

For more information or to find the TIBCO office nearest you, visit our website at www.tibco.com.

To speak with a TIBCO sales representative call (800) 420-8450 in the U.S., or (919) 969-6503.