

The call to action

The rate of data growth is increasing

Whilst the overall growth rate of data, globally, exceeds a compounded 21% per annum, unstructured data, according to IDC, continues to outstrip this rate by a staggering 300%. As a testament to this growth, there is a large level of investment in cloud-based infrastructure to offer businesses easy and (relatively) cheap access to digital space for file storage such as documents, emails, spreadsheets, presentations. It's expected that new businesses will be the main beneficiaries as there's no need to create technology infrastructure, especially if they utilise SaaS capabilities.

More business is being negotiated / transacted / settled electronically

As a medium for completing non-complex transactions, the internet (delivery mechanisms such as email, XML, and industry standard formats) is becoming increasingly popular given its non-proprietary approach and ease of access. As an example, a thumbnail calculation demonstrates that this is not trivial: approximately 294bn emails were sent per day in 2010. If 10% of these are bone fide (i.e. not spam), and 40% of these are business related, and 10% of these, in turn, contain attachments with business critical data, then the number of data-critical emails, alone, is roughly 1.2bn per day. This is just an estimate of the data-heavy email traffic. It does not take account of all the other forms of messaging-related traffic.

iQroute addresses the challenges of data management

Accessibility: iQroute is able to process spreadsheets, Word documents, pdf files, csv, xml, databases, in event-driven real time or in batch through email delivery or other mechanisms;

Automated Loading: iQroute has a knowledge base of data terms and it learns new ones as it processes. The tool makes data structures discoverable.

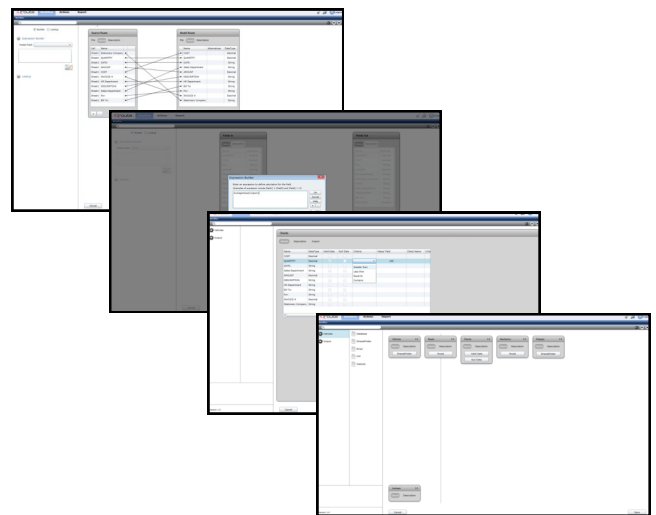
Visibility: data processing is made visible with a drag-and-drop user interface.

Flexible: changes are easily made and take immediate effect.

Data Management has grown up

Being able to accept, enrich, transform, and send a variety of data types and formats is no longer the domain of expert software engineers. Middleware, that connects software, has been around for a long time. Message Oriented Middleware (MOM), that makes the connection between distributed systems using messages, is a relatively new. We have gone one step further and have put all the power into the hands of the users by making MOM user configurable. We've brought the management of data into the business user's domain by providing a Silverlight front end. This is a first.

Processing



Reporting & Exception Handling

