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Embrace the Citizen Integrator & Maintain Control with Adeptia.



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Adeptia introduces it's newest cloud innovation!

Finally, there's a simple way to connect with customers, partners and cloud applications to easily exchange data. p. 6

Adeptia lets you centrally manage information exchanges with everyone in your network, including customers, partners, suppliers, vendors and cloud SaaS applications with no coding or technical expertise is needed. It's designed for business users to self-manage data connectivity while providing control to IT staff.

Adeptia believes business users should be able to access information anywhere, anytime by creating data connections themselves in minutes. With Adeptia, “citizen integrators” can respond to business opportunities and earn revenue faster while IT maintains control.

Lou Ennuso, CEO of
Adeptia Inc.

It's About VISION

“There has been little innovation in integration software in the past 15 years — integration platforms are still designed to be used by engineers using developer tools like Eclipse. Those days are over,” says Lou Ennuso, CEO at Adeptia. Business environments are dynamic and need to be flexible to create connections with other companies, but Corporate IT has larger technology issues on their plates. As business users strive to become more self-sufficient, Adeptia provides a two-fold solution where users are enabled to quickly and easily perform data connections, and IT retains the ability to secure, control and monitor activity in the cloud. The result is increased productivity, efficiency and cost savings across the business.

Enter Citizen Integration.

Citizen Integration is essential for businesses to keep their applications up to the speed of business activity. Citizen integration refers to a new era of digital business connectivity, ideally one in which business users are empowered by IT to automate business connections themselves, within minutes. Organizations that fail to innovate to address the changing integration needs of the business user will quickly be left behind.

Adeptia's new cloud application features an intuitive, easy-to-use user interface that allows business users to automate connections, all within the “walled garden” of parameters and controls set by Corporate IT on the backend. This frees up IT to focus on higher level strategic initiatives and thereby increasing productivity across the entire organization.

“We have been in the integration software business for 15 years, and now we are ready to write the next chapter in this story and truly disrupt this market.”

— Lou Ennuso, CEO, Adeptia

The launch of Adeptia follows closely on the heels of a recently issued Gartner report, *“The Integrator's Dilemma: Can a Bimodal Approach Balance Integration Agility and Control?”* published July 9, 2014, which predicts that “by 2017, at least 65% of new integration flows will be developed outside the control of central IT.”

“It is time to shed the one-size-fits-all approach to integration and for companies to reassess their IT investment strategy to accommodate the adaptive and citizen integration approaches to complement — and in some cases, replace — their systematic approach,” stated Gartner analysts Benoit J. Lheureux, Research VP, Massimo Pezzini, VP and fellow, and Keith Guttridge, Research Director in the report.

About Adeptia Inc.:

Adeptia Inc. is a software company that enables business users to create connections with customers and partners in minutes. Adeptia is a revolutionary social cloud application for digital business connectivity that enables “citizen integrators” to respond quickly to business opportunities and get to revenue faster. Adeptia helps Corporate IT manage this capability while retaining control and security.

Adeptia's unified hybrid offering — with simple data connectivity in the cloud, and

optional on-premises enterprise process-based integration — provides a competitive advantage to 450+ customers, ranging from Fortune 500 companies to small businesses. Headquartered in Chicago, Illinois, USA and with an office in New Delhi, India, Adeptia provides world-class support to its customers around-the-clock.

Adeptia leverages a number of patent-pending innovations:

- First application designed by User Experience (UX) experts to make an intuitive, web-based data connectivity solution from the ground up
- First application that allows users to configure data connections in an iPad
- First application that uses a Social Network approach like LinkedIn® to connect businesses
- First application for Citizen Integrators to make B2B connections
- First application that allows IT to enable a secure self-service data connectivity platform for business users



THE WILD WEST & THE

We're living in a time not unlike the Wild West — wide open spaces of new business opportunity & revenue, along with tremendous market speed & volatility resulting in pressure for both Business & IT.

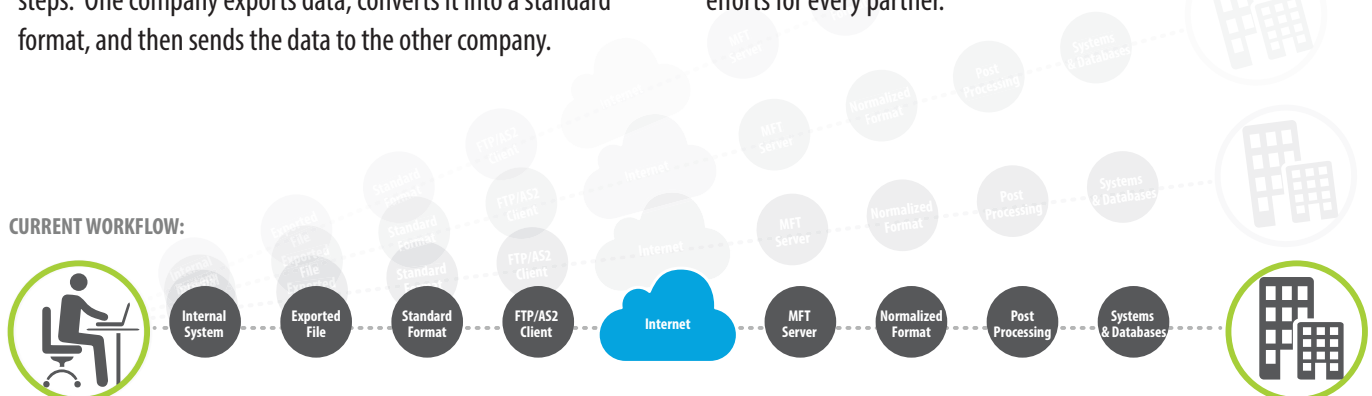
A big problem facing Business is lost revenue due to the time and effort it takes to on-ramp business partners to exchange data. However, B2B integration technology hasn't changed much in the past 15 years.

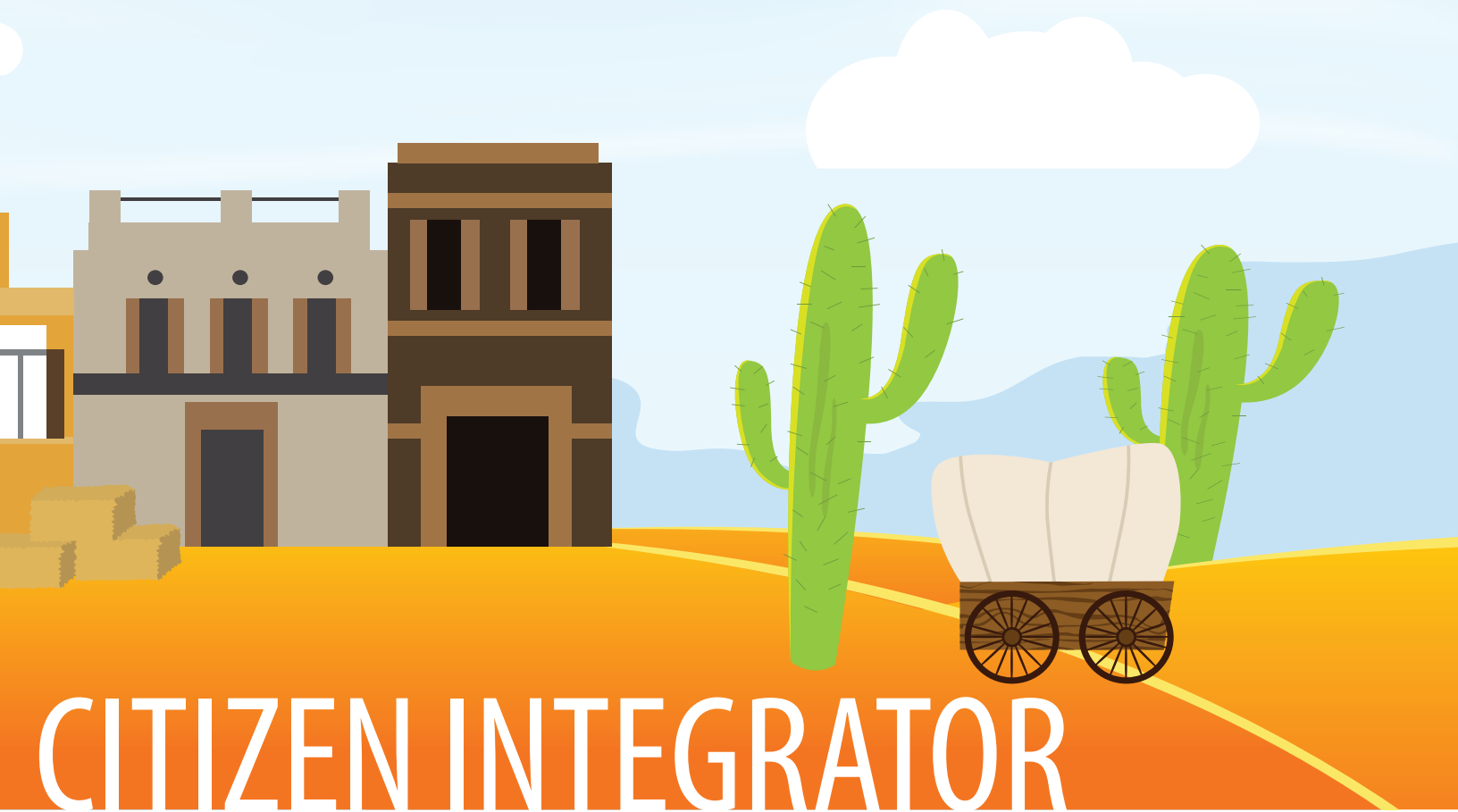
When companies need to exchange information with each other, they both create point-to-point connections involving several steps. One company exports data, converts it into a standard format, and then sends the data to the other company.

The other company receives the data, converts it to a common format, performs post processing for data validation and integrity, and then imports the data into internal systems and databases.

The process is time-consuming and IT intensive for both companies. This becomes even more of a problem when companies have several unique business partners and must duplicate their efforts for every partner.

CURRENT WORKFLOW:





CITIZEN INTEGRATOR

The rise of the Citizen Integrator has grown out of necessity due to the constant changing landscape of Business.

Business Moves Faster.

The data connectivity challenge is exasperated by the fact that the speed of business has increased dramatically.

In order to stay competitive companies must accomplish their business objectives faster and with greater agility.

Business Users Are Savvy.

The consumerization of technology in all areas of life has led to business users that are more savvy. They are impatient and want more control.

There is a Shift to the Cloud.

In addition, the technology landscape within companies has changed. Companies have smaller IT teams and less appetite for big software and hardware purchases, leading to a shift from on-premise enterprise software into the cloud.

Connections Are More Dynamic.

Finally, data connections used to last for years; however, business relationships are more dynamic and the life-cycles of data connections are more short-lived.

The consumer is no longer patient to wait for IT to get through the requirements definition, design definition, technical design, coding and testing.

— Adriana Karaboutis, CIO, Dell, *Wall Street Journal*, April 2014



INTRODUCING . . .

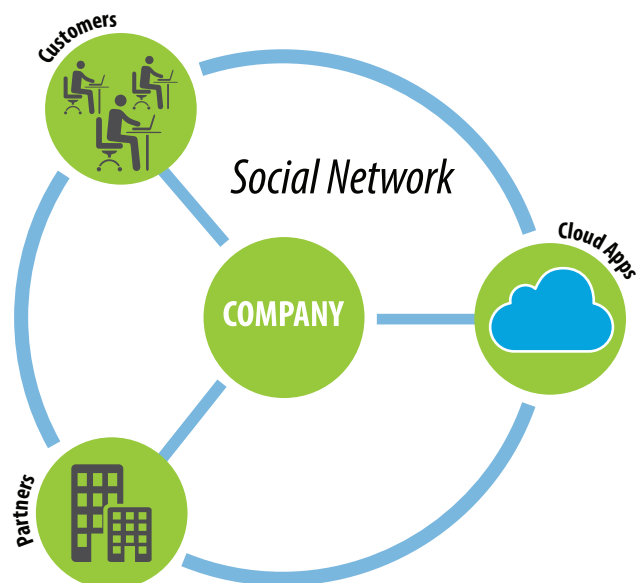
The Social Network for Business Data Connectivity.

A Simple Way for IT & Business to Collaborate.

Adeptia lets your business centrally manage information exchanges with everyone in your network, including customers, partners, suppliers, vendors and cloud SaaS applications — no coding or technical expertise is needed. Adeptia is designed for business users to automate data connections with customers and partners themselves in minutes, while providing control to Corporate IT.

As the social network for business data connectivity, Adeptia eliminates the need for point-to-point connections. It's a single place to manage all your business data exchanges, where you publish your company profile just once and then Adeptia takes care of the rest.

In addition, this SaaS business application lets non-technical users integrate with cloud applications such as Salesforce, NetSuite, QuickBooks and then synchronize the information between the applications. Plus, Adeptia acts as an online supplier portal so you can easily collaborate with your suppliers, vendors, partners and customers.



Why Choose Adeptia?

- Drastically reduce the time it takes to create new data connections with customers and partners in minutes.
- Increase customer and partner satisfaction through fast, easy connectivity.
- Simplify and optimize your customer on-boarding process.
- Reduce Corporate IT's workload.
- Ensure the highest-level of user privacy with industry-leading security.
- Synchronize information with external cloud applications.

Social Network

Adeptia is the first company to utilize a social network approach to business connectivity. As a community of businesses, Adeptia:

- Enables non-technical users to create connections
- Allows businesses to publish their connectivity profiles (called Adapters)
- Simplifies discovery of Adapters offered by companies

Simply Designed to Work

Simple.

Adeptia is simple to use and learn. Think of Adeptia as LinkedIn® for companies to connect with each other.

Social.

Similar in approach to social networks for individuals, Adeptia is a social network for data connectivity, eliminating the need for point-to-point connections.

Secure.

Adeptia ensures the highest level of security, creating a "walled garden" for business users to create connections in a safe environment while allowing IT to monitor activity.

One-to-Many Approach

Adeptia provides an elegant solution for connecting with companies and partners by leveraging a one-to-many approach. Companies publish an Adapter enabling hundreds of partners to connect to this single Adapter. Instead of managing hundreds of individual point-to-point connections, companies only need to manage a few Adapters, which dramatically simplifies and reduces the effort needed to create, manage, and add connections.



HYBRID INTEGRATION OPTION



Empower the Citizen Integrator While Maintaining Control

Adeptia's Hybrid Integration Option is designed for Corporate IT to configure integrations and workflows to enrich the self-service platform for business users. It makes IT more responsive to changing business needs by enabling non-technical users to automate data connections with customers and partners in a secure, controlled way. In addition, the Hybrid Integration Option provides a central dashboard for easy management of all integration requirements including data integration, application integration, B2B integration and BPM.

Adeptia satisfies the broadest range of customer integration requirements at economical price points, in which customers pay only for the functionality they need, with the ability to upgrade and scale as their business grows. This approach dramatically reduces risk, maximizes investment, and prepares customers for the future.

Data Integration

Consistently praised as the most innovative and most intuitive data integration platform in the industry, from mapping and data transformation to archiving critical business data, Adeptia handles all aspects of your data migration, storage and transformation with ease.

Application Integration

Today's businesses employ more software than ever. Adeptia makes it easy to connect data — CRM programs like Salesforce and Netsuite, storage programs like Dropbox, enterprise programs like SAP Business Objects, proprietary programs used to manage everything from shipping to social media — Adeptia connects virtually any application to another, allowing you to unleash the power of your business data.

Business-to-Business

In today's fast-paced world, the need to share data quickly is more important than ever. Adeptia allows your business to connect data with your suppliers, partners, customers, shippers and more to process orders quickly and help your business be more responsive to the needs of the market and your partners.

Business Process Management

Adeptia's intuitive process management capability free your employees from repetitive data tasks and figuring out workflows so they can spend more time on ideas and tasks which drive revenue. Improve your speed to market, customer satisfaction, and improve the efficiency of your business.

Adeptia offers something that customers won't find anywhere else —
the ability for IT to empower business users with self-service integration
capability to quickly and easily configure solutions —
all with greater security and controls to minimize risk.

Business User & Management Portal				
Web-based Design Studio				
Message Transport	Data Mapping	SOA Enablement	Trading Partner Management	Process Modeler with Simulation
Services Repository	Scheduler	Web Services	B2B Schemas (EDI, PIDX, RosettaNet, HL7)	Rich, Dynamic Forms
Logs	Data Interfaces	Events & Triggers	Managed File Transfer (MFT)	Reports and KPI Dashboard
Custom Plugins	Human Workflow	SOA Governance	Message Tracking	BAM
Process Designer & Engine				

Powered by Adeptia, our On-Demand Integration solution truly achieves the ability to integrate from anywhere to anywhere, pulling data from a customer site or receiving incoming data. We link small and large data transfers across the globe into a unified solution. With Adeptia, integration across applications in the cloud — as a true off-the-shelf service — has been realized.

— Bob Scarborough, CEO, Tensoft

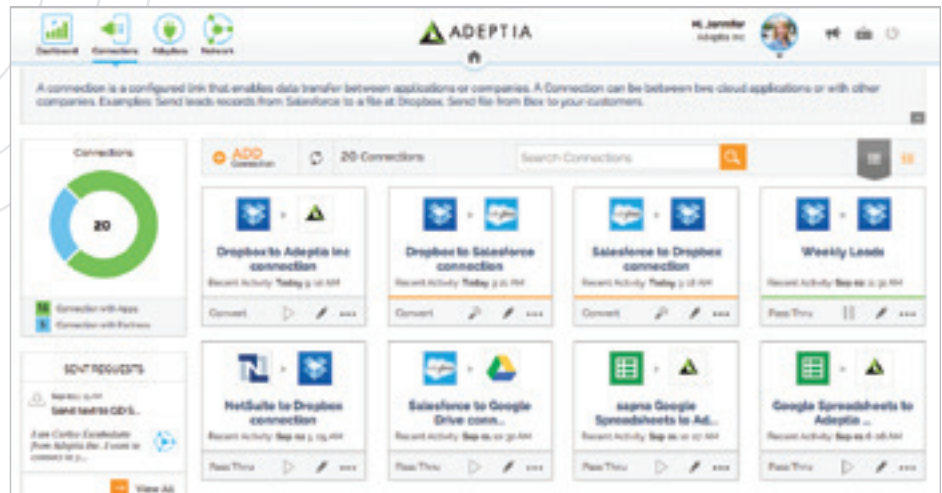
We evaluated other possibilities, but there was no comparison between Adeptia and any of the other solutions. For the demanding data connectivity requirements we have, Adeptia has proven to be a perfect fit.

— Bernal Schooley, Director of Application Development, LaSalle Solutions

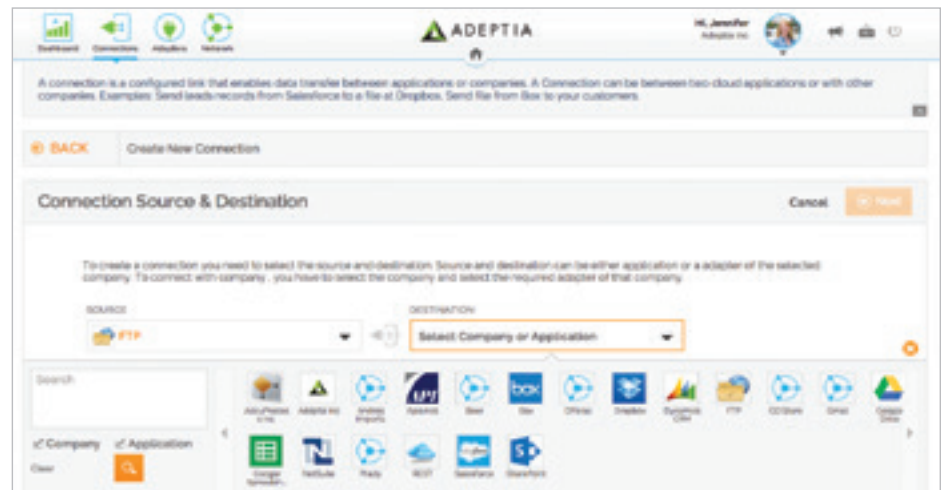


ADEPTIA

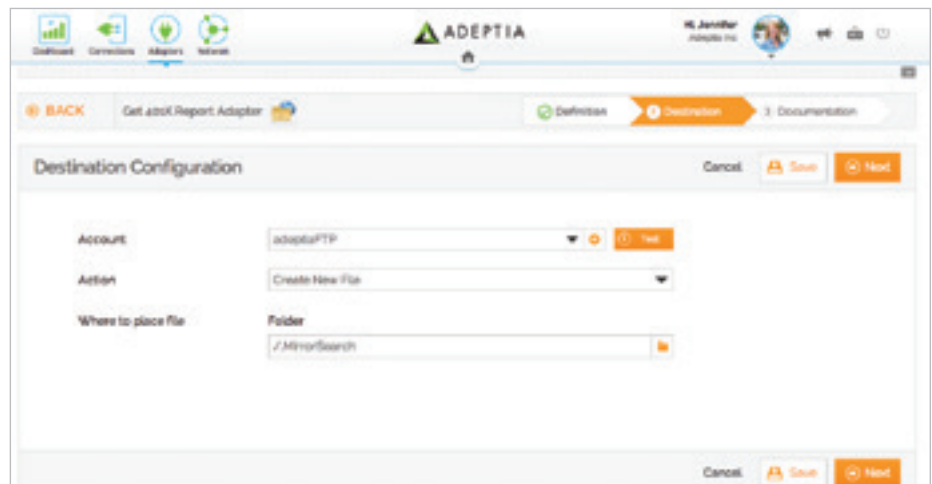
SOCIAL
NETWORK



QUICK
CONNECTS



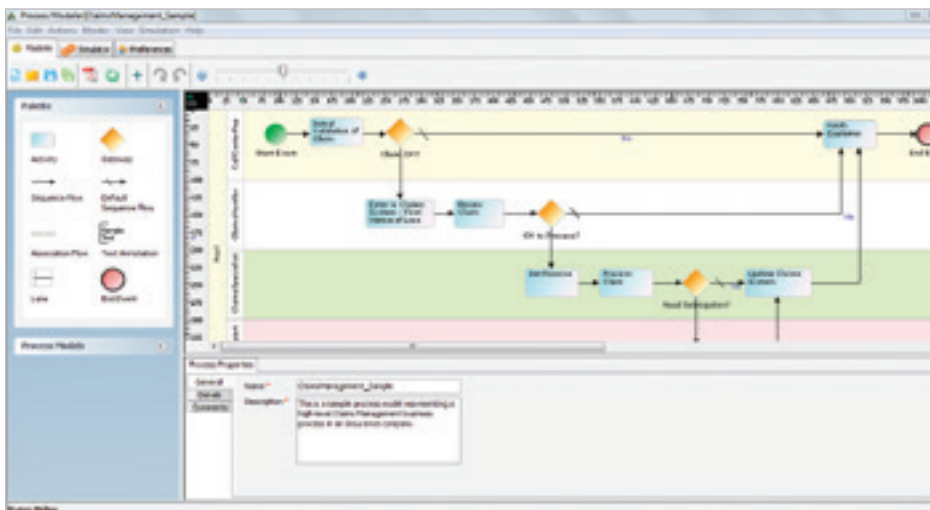
3 EASY
STEPS



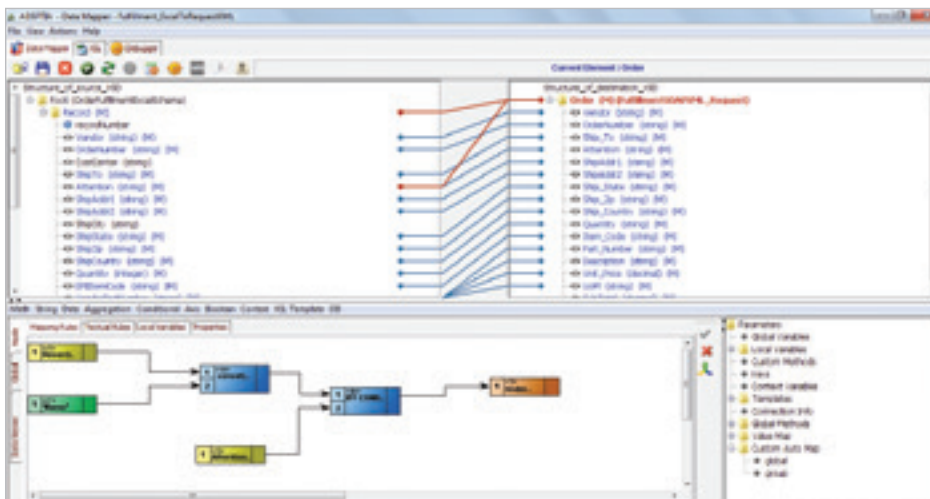
HYBRID INTEGRATION OPTION



CONTROL &
VISIBILITY



END-TO-END
PROCESS
INTEGRATION



DATA
MAPPING

Adeptia Adds Flexibility, Efficiency & Savings to Your Business.

Contact us to get started today!

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We're Here to Listen.
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