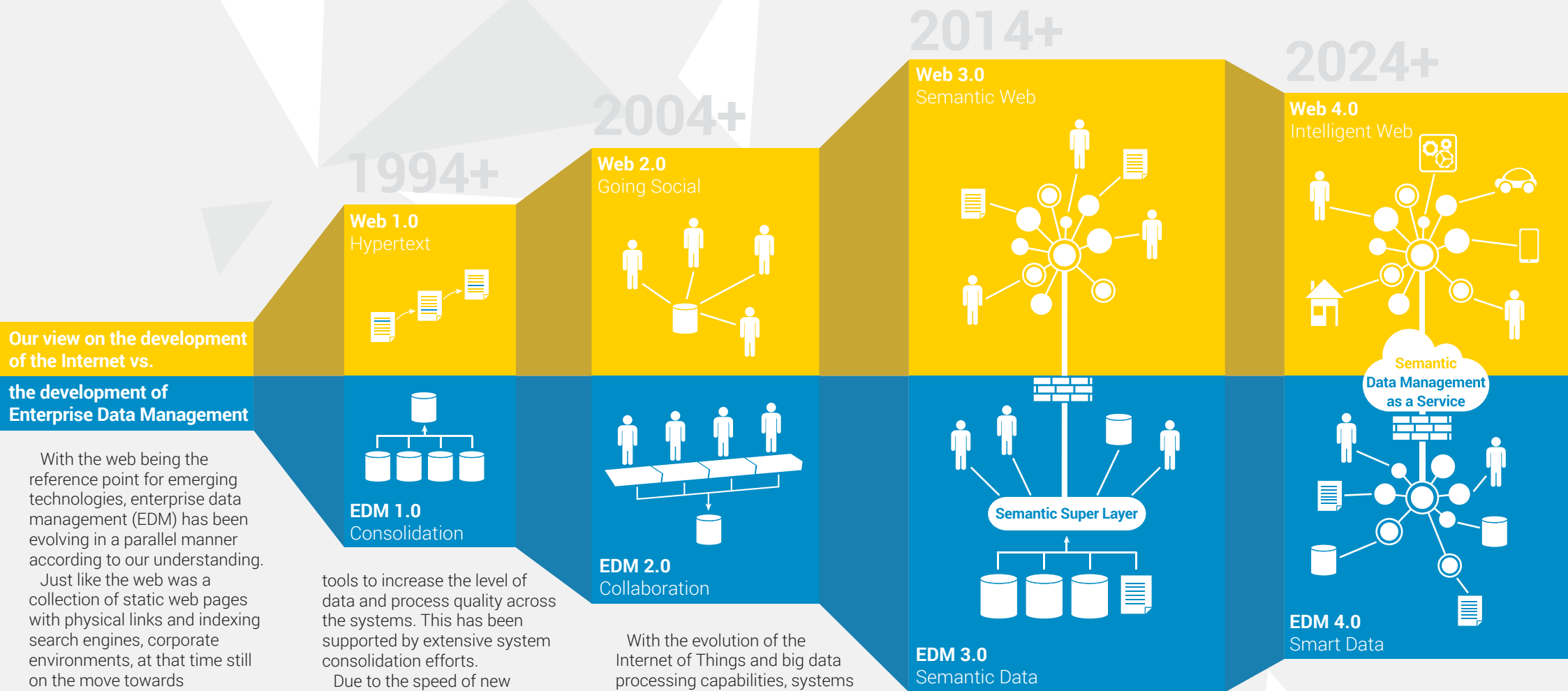


Evolution of Enterprise Data Management



Our view on the development of the Internet vs. the development of Enterprise Data Management

With the web being the reference point for emerging technologies, enterprise data management (EDM) has been evolving in a parallel manner according to our understanding.

Just like the web was a collection of static web pages with physical links and indexing search engines, corporate environments, at that time still on the move towards client/server architectures have simply linked their systems which led to fragmented data across different systems.

Following social media evolving from the web, EDM started to rely on streamlined, guided processes and collaboration

tools to increase the level of data and process quality across the systems. This has been supported by extensive system consolidation efforts.

Due to the speed of new requirements in organizations, i.e. mergers and acquisitions, increased time-to-market and frequency of product launches, harmonization efforts are too slow to integrate new systems and facilitate changes in existing systems.

With the evolution of the Internet of Things and big data processing capabilities, systems have to be enabled to manage their data more intelligently. Firefly's solution is a semantic super layer that integrates relevant information from enterprise systems and is capable of fetching external information, e.g. regulatory

requirements for the Pharma industry. Firefly's platform will already enable your organization to spear-head the next level in data management – semantic data management as a service.

For more information contact us at www.fireflyim.com.