

## Xpiori and TIBCO

### Managing Valuable Corporate Assets— Reference Customers

**Company**  
TIBCO Software Inc.

**Industry**  
Integration Software

**Web Site**  
www.tibco.com

**Background**  
TIBCO had numerous world-wide customers willing to act as references, but no system to manage the flurry of requests from the global sales force.

**Challenge**  
Build a customer reference database in a rapid timeframe that would manage not only initial unstructured data, but also adapt to scope creep.

**Solution**  
Xpiori's NeoCore® XML Information Management System (XMS) provided the right solution. The self-constructing nature of XMS means that the effort required to make changes to the application is minimal. XMS allows you to build what you know, and easily make modifications.

#### Why XMS?

- Ease of use
- Supports heterogeneity, flexibility, extensibility, and self-construction
- Minimal effort required to accommodate future requirements

*No matter how loudly a company shouts their value proposition, one real world reference from a satisfied customer speaks greater volumes. A carefully managed customer reference database is the company's golden asset. Building that database in a timely fashion using knowledge stored in many sources is a great enough challenge – add to that challenge the fact that the requirements would admittedly change throughout the project. TIBCO and Xpiori beat the challenge in record time, providing TIBCO with a reliable, adaptable customer reference system.*

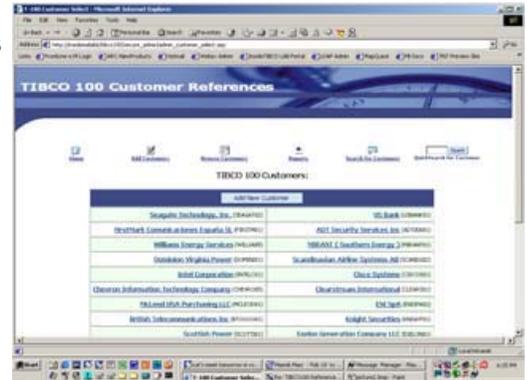
### The Setting

TIBCO Software Inc. is a leading provider of total business integration solutions that enable businesses to seamlessly integrate business processes in real time. TIBCO technology was first used to digitize Wall Street and has since been adopted in diverse industries including financial services, telecommunications, electronic commerce, transportation, logistics, manufacturing and energy. TIBCO's global customer base includes more than 2000 customers such as NEC, Dynegy, BP, eBay, US Bank, The Limited, Delta Air Lines, Philips, AT&T, Pirelli, Yahoo! and Cisco Systems. TIBCO's sales force relies significantly on the company's ability to refer new prospects to existing customers for validation of the TIBCO value proposition and the company's ability to execute complex projects successfully.

### The Opportunity

TIBCO needed a better way to manage their numerous worldwide reference customers. TIBCO, like many businesses, had no formal system to manage reference requests. Request for references from the field sales force spawned a flurry of emails, voice mails, and faxes. Given TIBCO's large worldwide sales force and worldwide customer base, this ad hoc process quickly became unmanageable. While TIBCO has hundreds of customers willing and able to serve as strong references, the lack of an automated system or process in place consumed precious time in the sales cycle, and meant that TIBCO often ended up overusing just a few accounts and an even fewer number of individuals within those accounts. This placed an obvious burden on some very loyal individuals. TIBCO realized that to remain in good standing with these most valued customers, they needed to use them less.

The TIBCO 100 Customer Reference System idea was conceived to solve these problems. As is typical with any new system, the challenge is always to pre-define requirements and predict how system users will consume the data. This challenge created demand for a system that could readily adapt to changing requirements and user patterns. The first step was to identify user needs, gather initial requirements, and identify sources of data. It quickly became apparent that most of the data that would comprise the TIBCO 100 Customer Reference System did not exist in any central repository -- but rather in the minds of the sales force and on myriad spreadsheets and documents. Because the requirements for the reference system would continue to change, and because most of the existing raw data was in an unstructured format, TIBCO determined that traditional relational database technology would simply not fit the bill. TIBCO needed a system that could easily and quickly adapt to changing information models.



**The TIBCO 100 Customer Reference System was designed to serve as a centralized repository for TIBCO customer reference information.**

## The Solution

Xpiori offers the NeoCore® XML Information Management System (XMS), a high-performance native XML information management solution designed to support the flexibility and scalability inherent in XML. This standards-based application framework leverages the natural characteristics of XML, and enables unconstrained access to variable and unstructured data. With NeoCore® XMS, the rapid development of dynamic and customizable business applications - those that must easily adapt to heterogeneous and ever-changing data sets - is finally possible.

TIBCO chose NeoCore® XMS as the back-end infrastructure for the TIBCO 100 Customer Reference System due to its self-constructing nature, the built-in access control mechanisms, its support of heterogeneous data, and its inherent flexibility and extensibility. The self-constructing nature of XMS was one of the biggest selling points. With this back-end platform, TIBCO was able to build the system quickly based on what they knew at that point in time, with the understanding that the reference system can adapt to new requirements.



**Administration and maintenance of The XMS-based solution takes fewer resources than a comparable relational system would.**

The first step in implementing the TIBCO 100 Customer Reference System was the development of a simple Information Model. Then, by employing Xtreme Programming techniques along with Xpiori's eXtreme Rapid Application Development (xRad) methodology, the TIBCO 100 Customer Reference System was taken from initial conception to working implementation in only five weeks. The original estimate for development time was 90 hours; with NeoCore® XMS, it took only 54 hours. But the primary payback with the TIBCO 100 is the reduced life-cycle costs. Because of NeoCore® XMS's lowered maintenance costs for follow-on development and database maintenance, TIBCO will see additional operational savings each year.



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## The Result

The TIBCO 100 Customer Reference System is now deployed to the entire TIBCO worldwide sales force and management team using TIBCO ActivePortal. The System has been running non-stop with no problems for the past two years. Users with access can simply log on to The TIBCO 100 Customer Reference System to locate appropriate references. TIBCO now can track which references were last used so the same resources do not get overused. With NeoCore® XMS, TIBCO has an easily-managed and updated system, developed in record time and at a fraction of the development and maintenance cost of other solutions.

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*The TIBCO 100 Customer Reference System moved from initial conception to working implementation in only five weeks.*

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For more information about Xpriori, including our product brochures, white papers, and company information, please visit us at [www.xpiori.com](http://www.xpiori.com).

## About Xpriori

Xpriori is a technology innovator and provider of a self-constructing XML database and related products that are powered by the company's patented Digital Pattern Processing technology.

Xpriori's products allow organizations to rapidly respond to changing business requirements by eliminating costly database development time and enabling the creation of adaptable applications – business applications that easily adapt to heterogeneous and ever-changing data sets.

Xpriori is privately held and headquartered in Colorado Springs, Colorado. For more information, visit us on the web at [www.xpiori.com](http://www.xpiori.com).

**NOTE: In October 2003, Xpriori, LLC acquired NeoCore Holdings, LLC including all technology and patents. Any references to Neo, NeoCore or NeoCore Holdings, LLC technology or patents as such are now the property of Xpriori, LLC.**

## Xpriori XMS

Xpriori® XMS, XML Information Management System, is a self-constructing native XML information management system built on Xpriori's patented Digital Pattern Processing technology (DPP) for the purpose of persisting, managing and developing solutions with XML.

Xpriori Content Manager, XCM, is only one of many applications built to leverage the power of DPP and XML using Xpriori® XML Information Management System.

With Xpriori® XMS, changes in business requirements or upgrades in functionality can be accomplished without traditional application and information design, significantly increasing an application's extensibility and flexibility while dramatically reducing its time to market and total cost of ownership (TCO). Using a pattern-centric approach, Xpriori customers realize a competitive advantage through their ability to deploy high-performance, customizable applications that fully leverage valuable XML information. Please contact Xpriori to find out how we can help you to build XML-centric applications.

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