

CUSTOMER BENEFITS:

- EASILY SHARE BUSINESS INFORMATION WITH PARTNERS OF ALL SIZES IN A SIMPLE AND COST-EFFECTIVE MANNER.
- BOOST INTERNAL COMMUNICATIONS BY ALLOWING DIFFERENT DEPARTMENTS TO EASILY ACCESS AND REPURPOSE DATA.
- RAPIDLY BRIDGE THE GAP BETWEEN EDI, DATABASE AND XML TECHNOLOGIES WITH ZERO-PROGRAMMING REQUIRED.
- MAXIMIZE INVESTMENTS IN EXISTING TECHNOLOGY THROUGH SEAMLESS COMMUNICATION WITH NEWER TRANSACTION FORMATS.
- LEVERAGE THE POWER OF XML TO KICK START B2B AND EAI INITIATIVES.
- SAVE TIME AND REDUCE PRODUCTION COSTS BY STREAMLINING YOUR SUPPLY CHAIN FROM ORDER ENTRY TO DELIVERY.
- SOLUTION BACKED BY A STABLE COMPANY WITH EXTENSIVE INTEGRATION AND XML EXPERTISE.

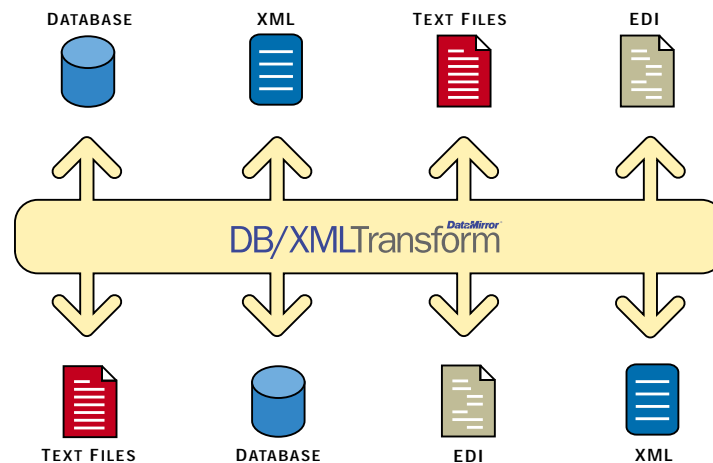
MANAGING YOUR DATA THE XML WAY[™].

To compete in today's web-centric economy, companies must be able to transform and exchange their business data freely and dynamically between corporate databases, EDI infrastructures, web sites and business partners. Java-based technologies and XML are fast becoming the industry standard for integrating, transforming and flowing data and structured content over the web for e-Business projects and real-time data integration initiatives. XML integration allows companies to leverage existing technologies while streamlining their business processes.

DataMirror DB/XML Transform provides a powerful engine for bi-directional data transformation between XML and an unprecedented range of text, database and EDI formats. With comprehensive data transformation capabilities and out-of-the-box flexibility, DB/XML Transform allows companies to effectively communicate information across their enterprise and beyond.

DB/XML Transform's intuitive graphical user interface delivers unprecedented ease of use and administration for minimal total cost of ownership. The software's visual object mapping designer allows users to rapidly define object mapping between the publisher and subscriber. Users can set up mapping definitions through simple mouse clicks to automate tasks and save and reload definitions with ease. A Query Designer tool allows users to quickly create complex tree-structured or nested queries for database-to-any transformations.

DB/XML Transform is capable of retrieving data from virtually any relational database and formatting it in XML to the user's specifications, or vice versa. The software's powerful, bi-directional data transformation engine and unique ability to transform hierarchical data make it ideal for building corporate portals, e-Business and B2B applications, data exchange and enterprise application integration solutions.



ANY-TO-ANY DATA TRANSFORMATION AND DATA EXCHANGE

PRODUCT SOLUTIONS

AUTOMOTIVE

Rapidly and cost-effectively bridge the gap between existing EDI infrastructures and XML-based technologies that allow automakers to communicate more effectively with suppliers and dealers. Using DB/XML Transform, automotive companies of all sizes can communicate with both EDI and non-EDI based partners while saving time and resources spent on lengthy B2B projects.

HEALTH CARE

Simplify the complex process of administration and payment of health care claims by implementing an out-of-the-box, programming-free visual mapping tool. Insurance companies, banks, suppliers and service companies can quickly and easily access health care information in the format of their choice.

MANUFACTURING

Empower manufacturers in all industries to rapidly implement e-Business technologies for improved supply chain performance, reduced costs and higher quality. Streamline business operations by seamlessly and cost-effectively connecting internal business processes and back-end systems with front-end applications that provide outward connectivity to suppliers and distributors.

RETAIL

In today's economy, retailers must manage complex relationships between large numbers of suppliers and buyers. By implementing DB/XML Transform, retailers can improve information flow, enable more effective decision-making and enhance collaboration with trading partners of all sizes.

KEY PRODUCT FEATURES

HIERARCHICAL DATA TRANSFORMATION

Transform and flow hierarchical data bi-directionally between database, XML, EDI and text formats in any combination to leverage all information across your enterprise. Data can be transformed from any format to any other format to enable powerful distributed data integration. Relational data from your database can be accurately represented in hierarchically structured XML documents.

DATA TRANSFORMATION BETWEEN EDI AND OTHER FORMATS

DB/XML Transform supports all EDIFACT and X12 transaction sets in all releases to ensure seamless integration of your existing EDI infrastructure with other applications. Companies can freely transform data from EDI messages to XML, database, text and other formats.

EASY MAPPINGS OF COMPLEX STRUCTURED DATA

Hierarchical data in XML, generated by DataMirror's patented Tree-Structured Query Technology, provides a database snapshot which allows for easy conversion/mapping from database to XML and vice versa. This provides the most advanced implementation for database updates using data from XML documents.

CUSTOMIZABLE TRANSFORMATIONS

Manipulate the data itself as well as data structure or format to meet real world business requirements. Generate unique key values required by the database. Incrementally update databases, assign fixed or dynamic default values to fields, change data structures and apply formatting rules.

BUILT-IN FUNCTIONS FOR COMPLEX DATA MANIPULATION

DB/XML Transform provides many useful built-in functions that enable users to easily manipulate data to meet their needs. These functions include the standard XPath functions and many DB/XML Transform specific functions.

BROAD SUPPORT FOR INDUSTRY STANDARDS

DB/XML Transform supports the W3C XML Schema 1.0 as well as the BizTalk and RosettaNet schema languages to ensure seamless business-to-business and application-to-application integration. Using DB/XML Transform, customers can easily transform data between RosettaNet, BizTalk, EDI and other standard message formats through schema files.

OPEN ARCHITECTURE

Application Programming Interface (API) enables third-party applications to easily configure DB/XML Transform and execute operations to leverage the product's powerful transformation engine. Users can also plug in Java objects and stored procedures for complex processing requirements such as data validation and translation with lookup tables.

BUSINESS BENEFITS

Empower your business to exchange complex business transactions within the enterprise and beyond. Out-of-the-box support for a broad range of data formats helps ensure fewer technical support requirements and a shorter implementation cycle for rapid return on investment.

Cost-effectively leverage existing EDI investments and communicate business information to partners regardless of their technology standard. Implement an XML strategy in a controlled fashion while ensuring compatibility with current systems. Flow data smoothly both within and beyond the organization's boundaries.

Effectively manage the influx of new and varied structured data from various business partners and customers. Streamline your integration process by performing direct transformations with point-and-click flexibility.

DB/XML Transform's strong data transformation capabilities gives users total control and flexibility in manipulating and structuring data to and from databases. Users can effortlessly manipulate and transform data into virtually any format required by internal departments or business partners. Easily transform data to or from formats such as HTML, XHTML and WML.

Save precious development time and resources by deploying a comprehensive end-to-end solution with a full range of built-in functions. Achieve faster implementations of e-Business and B2B projects and lower maintenance costs over the total life cycle of the solution.

Standards-based solutions reduce the risk of system obsolescence and ensure that the XML technologies you implement today will continue to deliver value well into the future. Open technology and broad support for industry standards enables companies to future proof their technology investment.

The open architecture of DB/XML Transform gives enterprises the flexibility and freedom to handle all specific implementation requirements. Businesses can confidently adapt to the constantly changing needs of a dynamic enterprise.

ABOUT DATAMIRROR

DataMirror (Nasdaq: DMCX; TSE: DMC) delivers solutions that let customers integrate data across their enterprises. DataMirror's comprehensive family of products unlocks *the experience of now™* by providing advanced real-time capture, transform and flow (CTF) technology that gives customers the instant data access, integration and availability they demand today across all computers in their business. Over 1,500 companies use DataMirror to integrate their data. Real-time data drives all business. DataMirror is headquartered in Toronto, Canada and has offices worldwide. DataMirror has been ranked in the Deloitte and Touche Fast 500 as one of the fastest growing technology companies in North America.

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