

BENEFITS WITH GEMFIRE EDF

- Enhances online applications to be more responsive to customer needs
- Incorporates real-time data analysis for intelligent online sales and marketing and for fraud detection
- Improves customer satisfaction by offering a high-performance service with zero latency
- Delivers an infrastructure that promotes more user transactions and additional business by providing a user-friendly customer experience
- Helps provide instant access to personalized content and creates an opportunity for cross-selling
- Caters to a wide variety of content aggregation and on-the-fly reporting needs of the end-users

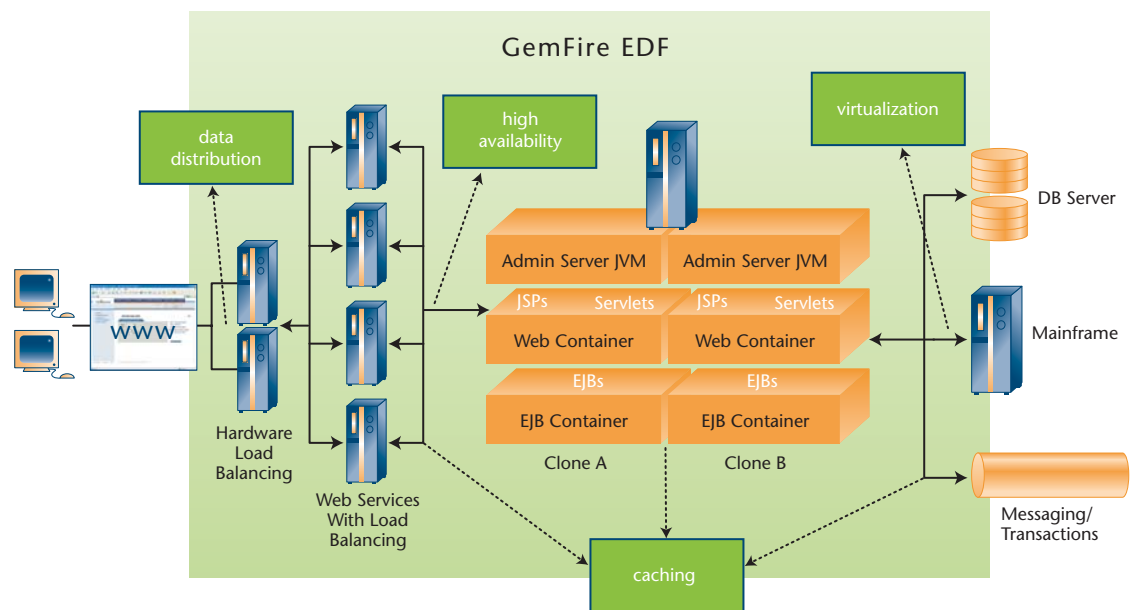
GemFire Enterprise Data Fabric for Online Portals

Online applications provide additional products, enhance customer services and extend revenue opportunities for financial service providers. If a customer cannot use an application, that application has failed. To circumvent this problem, a robust middle-tier data infrastructure becomes extremely essential.

In a competitive market, more and more service providers are delivering additional products and services through online channels to attract new customers, retain existing customers, and distinguish themselves from their competitors. Ensuring customer-centricity in online applications drives the need to deliver the right information efficiently to all customer touch-points.

Online applications need to be fast, secure, and reliable for the customers to conduct personal transactions online. The infrastructure needs to be scalable, high performing and flexible to meet customer needs. Architecting a robust middle-tier data fabric is necessary not only to ensure these characteristics, but also to reduce the cost of maintaining the web infrastructure - an issue that plagues most online infrastructures.

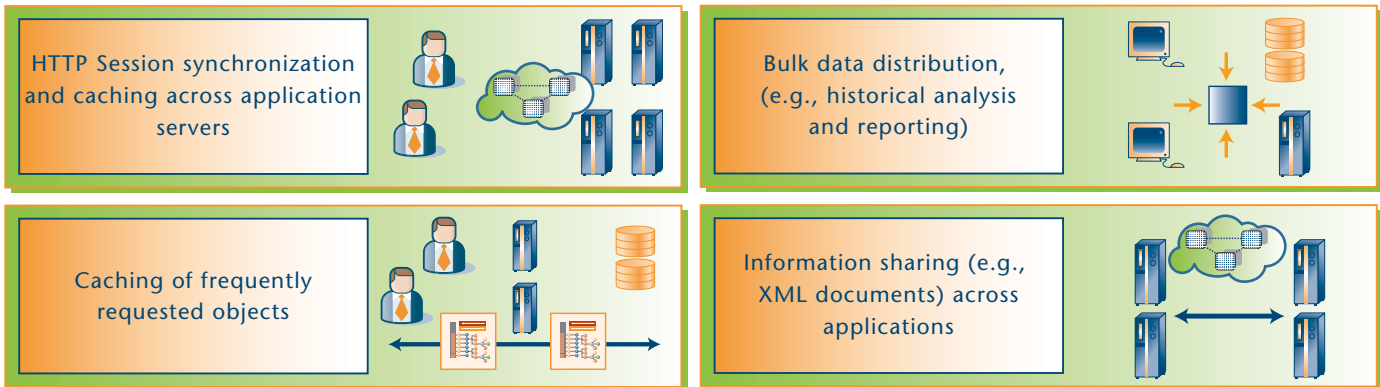
The GemFire Enterprise Data Fabric (EDF) enables high performance caching, high data availability, real-time analysis of events and data streams across multiple online applications and services. GemFire provides instantaneous access to a variety of information for



online users, prevents frustrating operational delays and performance issues while they transact and thereby helps them enjoy a personalized experience with a portal and/or application.

WITH GEMFIRE EDF

- Provide a highly available data layer that feeds online applications and supports different kinds of online transactions
- Deliver an infrastructure that can scale to sporadic user load without any effect on customer experience and without additional hardware requirements
- Enable complex event processing (CEP) and real-time analysis of web streams and customer interactions to understand customer preference, prevent fraud or cross-sell products
- Support highly distributed architectures such as clusters, and grids, and manages data distribution more efficiently
- Integrate data on-demand from multiple back-end data sources and delivers it to client applications transparently
- Ensure data consistency across application networks through intelligent synchronization of data updates and user-transactions
- Operate in any kind of heterogeneous application environments that includes databases, message servers, portal servers, application servers and stand-alone applications



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