**EntropySoft**

**The Content Integration Company**

## Connect to the Cloud

The Cloud. It's everywhere. Everyone is talking about it and building businesses and products based on it. It has changed, and can enhance many aspects of any business. Enterprises seeking to improve business models and performance—especially in today's economic climate—know that cloud adoption can have direct impact on cost structure and increase business process efficiencies.

But the reality is that integrating legacy systems with cloud applications is problematic—often referred to as the 'Achilles heel' of cloud computing. The potential gains can come with a price—increased complexity.

EntropySoft Content Hub™ transforms those issues into successful, secure enterprise ECM Cloud implementations in three ways:

• Brokering documents between on-premise and cloud ECM repositories
• Delivering a shared document service that SaaS cloud apps can use
• Consuming cloud-based services, adding features to on-premises document management systems

Bottom line: with EntropySoft you can securely reap all the benefits the cloud can offer your enterprise. Here's how.

## Content Hub as Cloud Document Broker

Information sharing inside of an organization is managed by any number of ECM systems. But sharing and collaborating with external partners, suppliers and customers can pose challenging use cases.

Content Hub provides an easy, secure way to design and operate document transfers to and from the cloud. With numerous connectors for cloud-based ECM systems (like Box.net for example), on-premise and cloud repositories are connected in seconds. Content Hub can then push and pull a document to and from on–premise applications for collaboration while managing permissions, versions and metadata. Synchronizing in real-time offers even more use case flexibility—so internal users can continue to work on their apps while external users access cloud instances of published versions of the same document.

## Content Hub as Content Management Services Provider

Cloud-based applications like CRM and social technology software have demonstrated an impressive pace of innovation. But again, the progress comes with new complexities—they all depend on working with unstructured data in real-time. For a multitude of reasons, it's complex and difficult to enable secured access to information stored in on-premise repositories. Yet without access to these assets, the value proposition of promising application services diminishes.

When Content Hub is used as an entry point to navigate and work with on-premises documents, they are not moved to the cloud—instead, they stay protected and managed by the on-premise ECM systems. The cloud applications create documents, new versions, and set permissions or metadata directly in on-premises repositories. Then Content Hub bridges the gap using any number of web services or CMIS option interfaces for enabling access. Large organizations can also use Content Hub the same way to connect their private cloud apps with their ECM systems.

## Content Hub as Consumer of Cloud Services

The cloud technology revolution has resulted in numerous services that help organizations better manage content—specifically documents. For example, translation or digital signing is available as a service. But because of interoperability and security concerns, it is often difficult for large organizations to leverage them.

Content Hub simplifies the use of these external services with on-premise ECM systems. By integrating the services once, the added feature is immediately available to all connected applications. A document process can then extract the selected document from the ECM system, send it to the cloud service and bring the result back to the on-premise system—so every application connected to Content Hub can benefit from that cloud service.

If you are wrestling with cloud integration issues, EntropySoft can help. Contact us to discuss your use case and we'll provide a solution that fits your business.