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The Navigator for Enterprise Solutions

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20 Most Promising EMC Solution Providers

Companies across industries have intelligibly invested in cloud computing platforms to avoid the muddle and long term implications of storing data on traditional legacy systems. However, multiple constraints persist in the entire space of data storage and vendors relentlessly strive to refine and upgrade their solution stack as per the existing market conditions, government regulations and customer needs. With a flurry of launches for new products and software tools, tech giant EMC has certainly etched out new strategies to align the storage needs of businesses in future. CIO of many companies are left with tough choices to make in terms of perforating through the EMC landscape while picking the most appropriate solution provider for consulting, implementation, security, data recovery, management of infrastructure and Big Data, and support services.

Hybrid cloud and Flash are two of EMC's end-to-end solution portfolio that has transformed our thinking about storage. The product suite alongside the EMC's invaluable partnership offers companies the support to handle the influx of data transaction, cut down costs, increase revenue and accomplish business goals.

In this edition of CIO Review, we bring to you "20 Most Promising Storage Providers 2014" and "20 Most Promising Storage Technology Service Providers 2014," featuring the best solution and service providers offering technologies and services available on the EMC platform. The companies listed here showcases extensive business knowledge and innovative strategies combined with talent base across locations.

A distinguished panel comprising of CEOs, CIOs, CMOs, VCs, analysts and CIO Review editorial board has selected the top players from over thousand companies. The listing provide a look into how EMC solutions work in the real world, so that you can gain a comprehensive understanding of what technologies are available, which are right for you, and how they shape up against the competition.

Adlib

recognized by CIOReview magazine as

CIO EMC Review 20 MOST PROMISING 6 2014 SOLUTION PROVIDERS

An annual listing of 20 companies that are in the forefront of tackling EMC technology challenges and impacting the marketplace.

Pradeep Shankar
Editor-in-Chief
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Company:
Adlib

Key Person:
Peter Duff
CEO

Website:
adlibsoftware.com

Description:
Adlib provides Advanced Rendering Technology, enabling organizations to improve their Enterprise Content Management (ECM) document processes.

Adlib
Enabling Customers to Streamline Rendering and Assembly of Complex PDFs

Organizations today are overwhelmed with the volume and variety of documents, which in turn necessitate automation of different processes to take advantage of the information. To achieve this, enterprises have to make sure that all content can be discovered, is in a usable file format, in the proper location, and with appropriate metadata to help streamline workflows. Headquartered in Burlington, ON, Adlib provides Advanced Rendering that transform different types of content from multiple sources into more manageable, standardized, and usable formats to improve document processes. The company's solutions are extremely progressive supporting multiple document repository platforms and multiple workflows as a shared service across organizations.

> **Our focus is to ensure the success of our customers and partners by delivering enterprise-class solutions that solve document-process challenges across the document lifecycle**

Adlib's Advanced Rendering technology fits directly into EMC's enterprise content management (ECM) product line – Documentum. They help transform documents into more standardized/usable format, empowering organizations to optimize productivity, mitigate risk, and reduce costs by improving the efficiency, quality and control of document-centric business processes. "At Adlib, we not only convert disparate formats into high-fidelity PDF, we can also extract content to improve data understanding from a document repository," says Peter Duff, CEO, Adlib. "Our company has a very broad, capable, engine that plugs right into Documentum and other ECM environments and can easily support many different document workflows," explains Duff.

Adlib's flagship product, PDF Enterprise offers the highest fidelity PDF rendering engine in the market with accurate OCR capabilities and intelligent document assembly to automatically convert, combine, and enhance documents into professional, searchable PDF files as part of a business process in support of collaboration, compliance, and long-term archiving goals. "Adlib PDF supports demanding, document intensive processes, rapidly converting large volumes with the branding, standardization, and security settings required to enforce corporate and industry compliance. This is particularly valuable for Documentum customers, with high value content, in industries like Life Sciences, Energy/Utilities, Finance, and many others," explains Duff.

With the ability to improve electronic document workflows, Adlib helps clients transform their raw content into a true business advantage. A case in point is an insurance company that needed the capability to process claims from their own customers. Duff says, "The client wanted to integrate our technology with their exchange environment to automate the ingestion of customer e-mails– including multi-format attachments and metadata - and connect that content into their workflows and repositories like Documentum," says Duff. Adlib worked with the client, analyzed their requirements, and helped them automate the process. The client moved from manual-intensive procedure to an electronic document workflow that significantly improved the customer experience and supported their growth requirments.

From a technical perspective, the solutions offered by Adlib are truly extensible and easy to plug-in to document-processes across multiple repositories like EMC's Documentum. Additionally, "As a true business partner, we have established a strong on-boarding process, and provide good training, services, support, and an ecosystem of partners specializing in industry solutions," explains Duff. "We make sure that customers are continually educated on the long term potential use of the product—how it can help them today and into the future," adds Duff.

Moving forward, Adlib is looking to extend its support to more content management applications and document processes. "Working with our Technology Partners, we are constantly expanding our capabilities to support different document processes such as classification, capture, and onboarding. Additionally we see opportunity to expand beyond Europe and North America, increasing our presence in areas like Australia and Asia," concludes Duff. **CR**

Peter Duff