

# Maximize the value of your enterprise data to achieve actionable insights

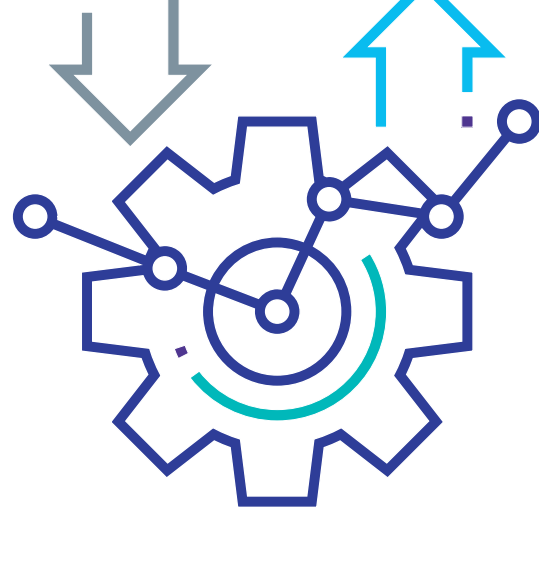
To stay ahead of the competition, organizations must adapt quickly.



It's no surprise that

# 68%

of companies say becoming more agile is a top priority<sup>1</sup>



and

# 70%

70% of agile companies rank in the top quartile of organizational health.<sup>2</sup>



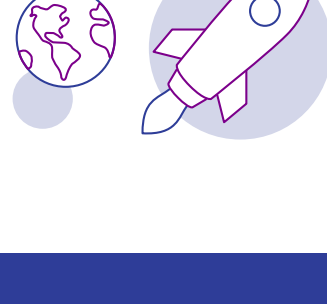
An agile business can:

- ✓ Deliver a superior customer experience.
- ✓ Launch new products and services quickly.
- ✓ Reduce the risk of failed projects.
- ✓ Minimize costs with a pay as you go model.
- ✓ Achieve faster ROI.

## Disparate data formats

To become more agile, an organization must maximize the value of its data. However, data comes in a variety of formats, including:

- ✓ Structured or unstructured.
- ✓ Various programming languages.
- ✓ Different dates, times, numbers and languages.









To gain insight from data, organizations require data transformation tools.





## The solution

Data transformation tools **combine and extract value out of enterprise data.**

These include:

-  **Any-to-any integration**  
Supports data mapping to build integrations
-  **Intuitive interface**  
Leverages an intuitive interface for users to build specifications and complete maps
-  **Documentation export**  
Stores documentation in a central repository
-  **Integration automation**  
Includes machine learning to accelerate data integration and migration projects
-  **Map portability**  
Generates optimized runtime code in Java and XSLT for multiple platforms
-  **Collaboration support**  
Shares and locates information to facilitate efficient collaboration and reuse of assets

## Benefits

-  **Increase agility**
-  **Accelerate time to market**
-  **Reduce cost**
-  **Avoid vendor lock-in**

## OpenText Contivo

OpenText™ Contivo™ is a data transformation tool used to create specifications for data usage and map data between various structured formats and standards.

Allowing organizations to reconcile data diversity, no matter how complex, it extracts value out of data to enable integration and insights across the enterprise.

[Learn more >](#)