

[SPECTRUM SPOTLIGHT]



Integrating MultiValue Systems With Best-in-Class Solutions

FOR THE MULTIVALUE FILE



COMPANY: Kore Technologies, LLC

PRODUCT LINES: Kourier Integrator, a set of applications that focus on business automation and integration, and KommerceServer, Web-based e-Commerce and collaboration applications.

HEADQUARTERS: San Diego, Calif. Additional offices located in Santa Cruz, Calif., and Scotts Valley, Calif.

RECENT DEVELOPMENTS: Expanding into vertical markets and creating a Value-added Reseller channel for publishers of MultiValue applications, allowing those developers to benefit from Kourier Integrator's capabilities by leveraging it directly with their applications.

MOTTO: "Solutions that work. People who care."



" Kourier Integrator was written specifically for MultiValue databases and allows an enterprise application to connect and exchange data with virtually any computer in the world." - *Mark Dobransky, managing partner of Kore*

Kore Technologies is a company that is definitely on the rise—in terms of its visibility in the MultiValue market as well as in growth, charting six years of consecutive growth since it was founded in 1999. Kore primarily focuses on enterprise integration, specializing in “extending the enterprise through integrated best-in-class solutions.” It currently provides its integration products to companies interested in integrating their MultiValue databases, such as IBM U2, D3, and mvBASE, with other databases and applications. While the Kore name has steadily been garnering more recognition in MultiValue circles, the company’s visibility is about to increase even more as it launches a new venture to expand into vertical markets to allow developers to leverage Kourier Integrator directly within their applications.

Although Kore is a relatively new company as far as MultiValue history goes, its main principals and managing partners, Ken Dickinson and Mark Dobransky, are anything but new to the industry. With extensive backgrounds in the development and implementation of ERP systems, both have been in the software industry (and specifically MultiValue) for more than 20 years. Dickinson is an expert with enterprise business application software, specializing in product architecture and database design and is certified in production and inventory management (CPIM). Dobransky is a technology and system designs expert who developed “TurboSELECT,” a MultiValue indexing technology which was embedded into the Ultimate Operating System years before indexing was available in the PICK database.

When they first founded Kore, Dickinson and Dobransky concentrated on providing products and services for DataFlo, a legacy ERP product, with an emphasis on product integration and e-Commerce products. The company quickly expanded to provide products and services to the MultiValue market in general. “We continue to be a leading provider of products and services for the DataFlo application, however, we have now added expertise in developing Web-based applications using Microsoft SQL Server database, Microsoft .NET, C#, and other technologies required to develop robust applications for today’s business requirements,” Dickinson commented.

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"Most of the employees at Kore are former employees of enterprise application software companies, specifically ERP software," said Keith Lambert, vice president of Marketing and Business Development. "Our combined experience incorporates a wealth of knowledge in many different types of businesses, products, and technologies. This unique blend of experience allows us to bring a level of insight and understanding to our clients' requirements so we can deliver the right solution—the first time."

A full-service organization with 15 employees, Kore is an IBM Business Partner and Microsoft Certified Partner. Its two primary product families are Kourier Integrator and KommerceServer, each with their own set of applications. All of Kore's products are turnkey solutions with the ability to be customized to client requirements.

The flagship Kourier product is aimed at business automation and integration and is the focal point of Kore's strategy to extend the enterprise through integrated best-in-class solutions. It is designed for companies using MultiValue databases who need to integrate with other databases or applications.

"Kourier Integrator can help companies restore the value of their MultiValue enterprise application, such as manufacturing, distribution, or financial, through business-to-business connectivity and best-in-class product integration," Dobransky remarked. "Many companies are implementing stand-alone software applications to improve specific areas of the business. With Integrator, these applications can function as though they were an integral part of the enterprise application, ensuring data consistency while eliminating costly and redundant data entry. Kourier Integrator was written specifically for MultiValue databases and allows an enterprise application to connect and exchange data with virtually any computer in the world."

Kourier Integrator provides a seamless integration between MultiValue databases and Microsoft's SQL Server databases via Microsoft DTS or Integration Services by mapping MultiValue dictionaries to MS SQL columns automatically. This makes Kourier Integrator ideal for application integration, building data warehouses, or corporate data sharing.

"Versatility is the keyword for Kourier Integrator, and with it, we have helped our

"Kore believes Web-based applications are a very cost effective way to develop and deploy solutions that can help our clients extend their MultiValue systems. The Web offers a rich user interface and functionality that legacy systems have a difficult time matching. Our KommerceServer products are very powerful and are designed to integrate to back-office systems or to operate stand-alone."



- Ken Dickinson,
managing partner of Kore

clients successfully integrate their MultiValue applications with other enterprise systems including Seibel, Oracle and Amazon.com as well as vertical applications such as SPS Commerce and Inovis (EDI), Forecast Pro, Costimator, and Filemaker," Dickinson said.

"Kourier Integrator is unique because it was designed specifically for integrating MultiValue applications to other databases and applications," Lambert added. "It is both a powerful and flexible Enterprise Application Integration tool (EAI), and an Extract, Transform and Load (ETL) tool. Kourier Integrator offers features and functions often found only in products costing many times more. Additionally, our Net Change technology is unique because it's able to track all changes to each record in a database, enabling Kourier Integrator to only process the rows that are new or changed when integrating applications—dramatically increasing the speed with which data integration occurs. Kourier Integrator also runs in the background and does not require additional database licenses."

Kourier Integrator: Major Benefits

- Allows existing MultiValue applications/databases to connect with and exchange data with other corporate systems and databases, retaining investment in the MultiValue applications.
- Saves many hours of effort by eliminating the need to write specific programs to extract data from MultiValue databases.
- Simplifies the process of creating and updating data warehouse systems using Microsoft SQL Server databases by eliminating the need to manually write complex database update scripts.
- Net Change Database tracking enables faster data transfer and integration with other applications.
- Message-based architecture guarantees delivery of integration data and extensive message logs permit auditing of all transactions.
- Provides automated processing of all integrations via scheduled services and exception management of issues via event-driven e-mail alerts.

For more information about Kourier Integrator, visit http://www.koretech.com/kore_integrator.asp.

While its flagship product is Kourier Integrator, Kore also sells and supports a complete suite of Web-based products called KommerceServer, designed to help extend the lifespan of MultiValue systems. "We totally support the MultiValue market and legacy systems and plan to continue doing so," Lambert explained. "Our goal is not to help clients move off of MultiValue applications, like some vendors, rather we want to help them maintain their investment and either integrate with other applications or develop functionality they don't have. This is where our Web applications come in."

The eCommerce and eBusiness Web solutions complement and extend the functionality of enterprise applications, increasing the usefulness and lifespan of existing products for a fraction of the cost to develop or purchase new software. "Our KommerceServer products are now very powerful applications that are available to any company that is looking for robust Web eCommerce solutions that operate either standalone or can be fully integrated to any application," Dickinson stated. "Kore believes that Web products are the

best way to develop and deploy applications that help our clients extend their MultiValue products to provide functionality not available in the legacy applications."

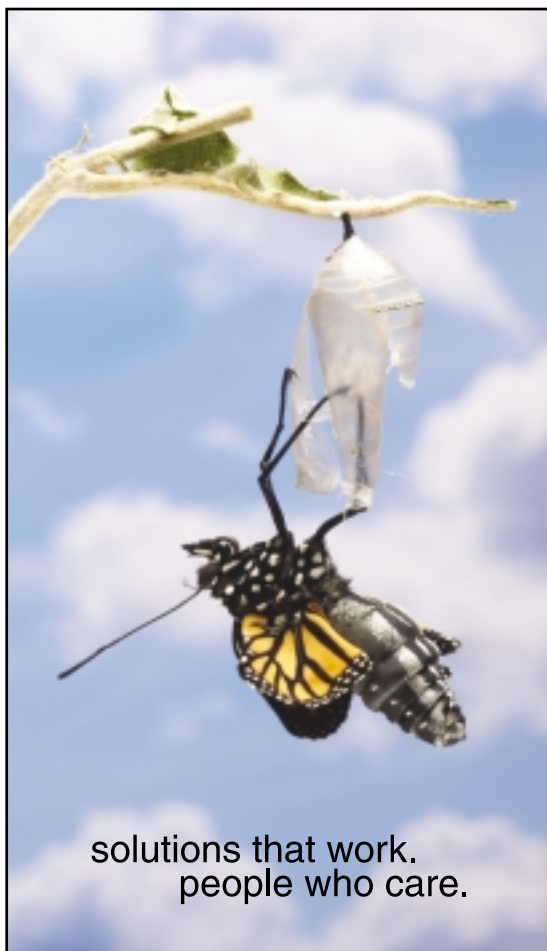
The core product of the KommerceServer suite is the webStoreFront application. KommerceServer webStoreFront is an eCommerce storefront solution that enables companies to open new sales channels and join the eCommerce revolution by offering their products on the Internet. KommerceServer webStoreFront supports both business-business (B2B) and business-to-consumer (B2C) requirements and includes significant out-of-the-box functionality that can handle most eCommerce needs without customization.

"Most of the eCommerce storefront software solutions today seem to end up a compromise," Lambert commented. "If feature rich, they invariably are difficult and costly to implement. If they are easy to implement, it seems they lack many essential features. webStoreFront is different — a no-compromise eCommerce storefront solution, delivering all the features you

need while remaining easy to implement and cost-effective."

KommerceServer webStoreFront is developed with KommerceServer, Kore's advanced framework for building robust eCommerce and Web solutions. Built on a Microsoft SQL Server database and using Microsoft .NET, the architecture provides flexibility, security, and scalability required for enterprise applications.

Part of its unique design is that it was developed to work as an integrated solution, yet operate independently in a "near real-time" environment. "Our message-based architecture guarantees data delivery between applications and ensures data security and performance by separating back office application data from the Web application data, a critical factor in today's Internet environment," Dobransky said. "Supporting the Web application is a comprehensive MS SQL Server database that contains data structures similar to a complete ERP system, allowing the application to operate in either standalone capacity or integrated with a back-office application. Plus, this database can be used for business intelligence and operational reporting."



solutions that work.
people who care.

Break Out and Extend your MultiValue Application

Kore Technologies can help you extend and modernize your application with our powerful integration tool suite and our flexible .NET Web solutions. Breathe new life into your MultiValue system...

Integration

- Microsoft SQL Server Databases
- Business-to-Business eCommerce
- Best-in-Class Enterprise Applications
- Business Intelligence and Web Reporting

Web Solutions

- eCommerce Storefront and Portal
- Sales Force Automation
- Customer Service and Help Desk
- Project Management and Collaboration

Kore Technologies is a leading provider of enterprise integration products and services for MultiValue systems. Our solutions, tools, and years of industry experience enable you to take advantage of new technology with your application, extending its life and maximizing your return on investment.

To learn more, call **866-763-KORE** or visit www.koretech.com today!



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Behind the Scenes of KommerceServer webStoreFront

Key Features and Benefits

- Flexible product catalog with multiple price lists
- Comprehensive support for images
- Shopping lists that encourage repeat orders
- Multiple ordering metaphors: shopping cart, shopping lists, repeat orders, quick orders
- Complementary product suggestions for up-selling
- Credit card and foreign currency support
- Both quick and advanced search capabilities
- Integrated global site search
- Online catalog management with optional CMS (Catalog Management Software) integration

Benefits

- Makes it easy to deploy a powerful B2B or B2C Web store front or product catalog to open new revenue streams and sales channels
- Look and feel can be customized to match existing Web sites
- Flexible role-based security model
- Microsoft .NET architecture provides flexibility
- Strong passwords and data security model
- Built upon robust Web application and eCommerce framework

For more information, visit
http://www.koretech.com/kore_webstorefront.asp

"Our next generation of Kourier Integrator, which will be developed using the latest Microsoft technology, will provide enterprise application integration capabilities between applications regardless of the database or technology being used and open new markets for Kore Technologies."



- Keith Lambert,
vice president, Marketing and
Business Development

When company founders started Kore, they envisioned what they wanted their company to stand for: "Solutions that work. People who care." This motto emanated from the original Kore team's experiences with other software companies they had worked for before starting Kore. "We felt there wasn't a strong relationship between the software vendor and their client; it was just about selling software," Dickinson elaborated. "Kore believes very strongly in creating software that does what it's supposed to and building partnerships with clients with a sincere interest in the client's success and growth. Because of this, many of Kore's best clients are not only excellent business partners, but also good friends too."

Kore hopes to build more relationships and achieve more growth in its next business initiative. "Although we have had excellent success selling Kourier Integrator to the open MultiValue market as a general purpose EAI or ETL tool, we realize that a tool like Kourier Integrator often requires specific knowledge of an application to fully apply its powerful capabilities,"

Dobransky said. "Therefore, we are expanding into vertical markets and creating a Value-added Reseller channel for publishers of MultiValue applications. This will allow those developers to benefit from Kourier Integrator's capabilities by leveraging it directly within their application and using their application-specific knowledge to add value while integrating their product to other products, whether it's for building business intelligence data warehouses, integrating to eCommerce Web sites, or other application-to-application integration."

In addition, while the current release of Kourier Integrator is primarily designed for integrating MultiValue applications with applications using an-other database (such as Microsoft SQL Server or Oracle), there are many companies that need the capabilities of Kourier Integrator for non-MultiValue applications and databases. "Our next generation of Kourier Integrator will provide enterprise application integration capabilities between applications regardless of the database or technology being used," Lambert stated. "This next generation product will be developed using the latest Microsoft technology and will allow us to develop a more powerful product while opening new markets for Kore Technologies."

As a Microsoft Certified Partner, Kore will embrace the new technology available in SQL Server 2005, such as Integration services, Analysis services, and Reporting services, to make its existing solutions more functional while enabling the company to develop new solutions such as business intelligence and analytics.

With its extensive background in MultiValue technology combined with expertise in areas such as Microsoft .NET, C# and the Web, there's no doubt Kore Technologies will continue to raise its profile in the MultiValue market and beyond. "Kore believes in the power and flexibility of the MultiValue environment and in the value of maintaining the investment that companies have in their existing MultiValue applications," Lambert concluded. "Kore provides the technology and solutions needed to retain that investment while extending the application where necessary with new functionality or integration to other best-in-class applications." **IS**