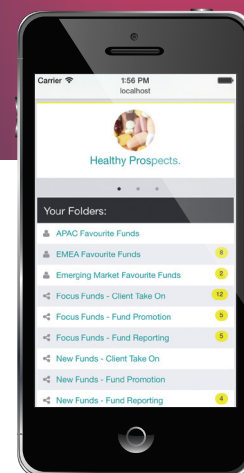


Readi

Make content work harder

Content repository and API

Readi has been delivered by **integrate** to make the **iPlus** content repository, the 'Golden Copy' of product information, more readily accessible by third party solution providers. This is to facilitate the population of wireframe websites, CRM applications, mobile app or sales enablement tools with **iPlus's** constantly refreshed, jurisdiction and context compliant information.



Background

The API into the content repository is also used to power **Forte**, from **integrate**, the interactive information sharing portal.

Readi allows the items of product information created and transformed within the production environment of **iPlus** to be readily re-used. This avoids the need to re-implement and duplicate the business logic, workflows, semantic definitions and data model associations already defined within **iPlus**.

Key Benefits

- Your product definitions and items of product information can be defined once within **iPlus** and then easily carried through to third party solutions, providing centralised control of your product information without the need for duplication, wherever it needs to be used.

- A central repository for your items of approved product information, providing firm control, coherence and consistency across all your current, and future, product communication requirements.
- Your marketing and sales support teams can focus on new strategies and products through a streamlined and efficient means to communicate existing product, wherever it needs to be used.
- Flexibility and control. As new mobile apps or new distribution channels appear they can be readily connected with approved product information.

The diagram below illustrates the relationship between Readi, Forte, and the iPlus system:

