

## Idiom Announces Partnership with Talend to Provide Automated Business Decision-Making within Talend Solutions

### *Enables Out-of-the-Box Business Decision Integration*

**August 10, 2010** Idiom, the most business centric rules development tool in the market, today announced a partnership with Talend, the recognized market leader in open source data management software. Under the partnership Idiom Decision Models can be easily integrated with Talend solutions using a new component that makes the Decision Models directly available to Talend solution developers.

Talend's open source data management solutions empower Talend's users and customers to streamline and reduce the complexity of their critical data management projects, resulting in higher productivity, lower operational costs and greater insight into their vital informational assets. By providing integration with Idiom generated Decision Models, business managers and analysts can now extend the functionality available within Talend solutions to include more application centric business functions like approvals, pricing, scoring, prioritizing, and other complex business validations and calculations. Talend is extending value for its customers by deriving additional importance out of data assets within the industry's leading databases.

"Our goal is to identify partners who are looking for cost optimized, high performance data management solutions to extend the value of their products and Idiom fits perfectly within this model", said Vincent Pineau, General Manager, Americas. "We will continue to work closely with them on further technology integration that will meet the needs of companies of virtually any size across a broad range of industries."

"Talend is a recognized leader in the data management space and their tools allow highly productive model driven development of data integration and transformation solutions. By extending these solutions with plug'n'play application logic, Idiom is extending the range of solutions that can be built using Talend's highly scalable and versatile data management framework," said Mark Norton, Idiom Product Director. "This partnership further supports Idiom's commitment to empowering business users to directly control the business decision-making that is applied to their business data."

Under the partnership, both companies will continue to collaborate on sales, marketing and product integration.

Idiom provides a Talend Component to allow process designers to easily integrate Idiom-generated Decision Models into Talend solutions – the component is available free within the distributed Talend toolset or from Idiom's [customer resources site](#).

"Idiom customers are clamoring to connect their own and third party decision models directly to data sources, including databases and feeds. By using Talend to acquire, route, and transform data, Idiom users can easily apply their proprietary decision making to large volumes of data. We see a strong and immediate need for solutions like this in areas including health administration, superannuation and funds management, and audit and compliance. The partnership with Talend provides this capability today," said Norton.

Idiom Decision Models are provided as source code for free distribution across any number of Talend solutions and users. The Idiom Decision Manager is freely downloadable from Idiom's website. Idiom normally makes a small charge for generating the source code, but Talend users can obtain unlimited free code generation for three months by entering 'TALEND' into the campaign reference on the Idiom registration form.

## About Idiom:

IDIOM (2001) is a pioneer in the development of decision automation concepts and approaches, and in their practical application to the design and development of systems of all sizes. IDIOM has applied its “decision oriented” tools and approaches to projects worldwide to significantly improve strategic alignment and deliver more effective and agile business execution for customers in insurance, health, government, telecoms and logistics.

IDIOM leverages this experience in developing and marketing the “IDIOM Decision Manager”, the industry leading purpose built decision automation tool. IDIOM Decision Manager is a proven, pragmatic and cost effective tool for capturing, managing and deploying automated business decisioning.

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