



Change often happens faster

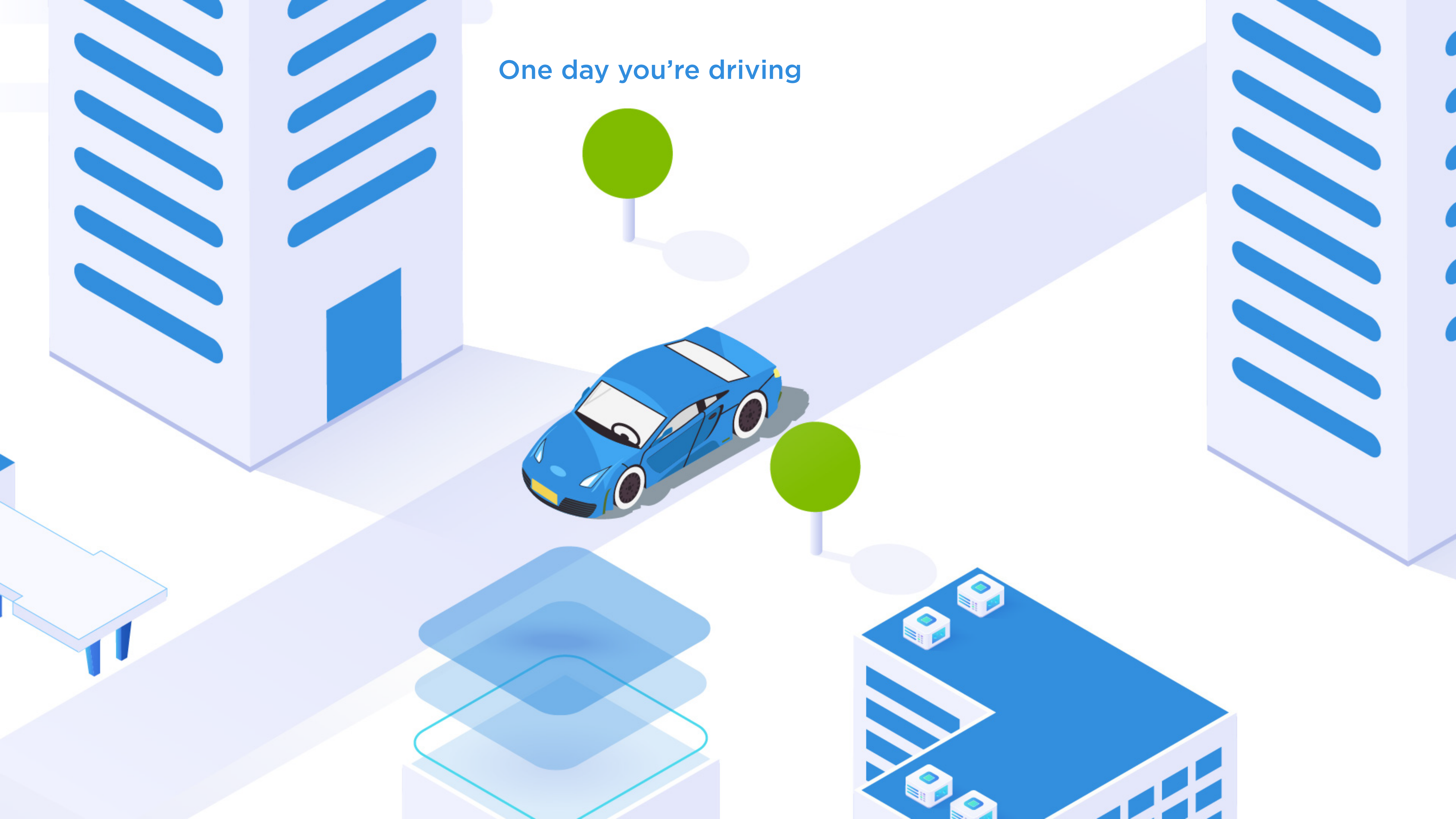


and more dramatically



than most people imagine.

One day you're driving



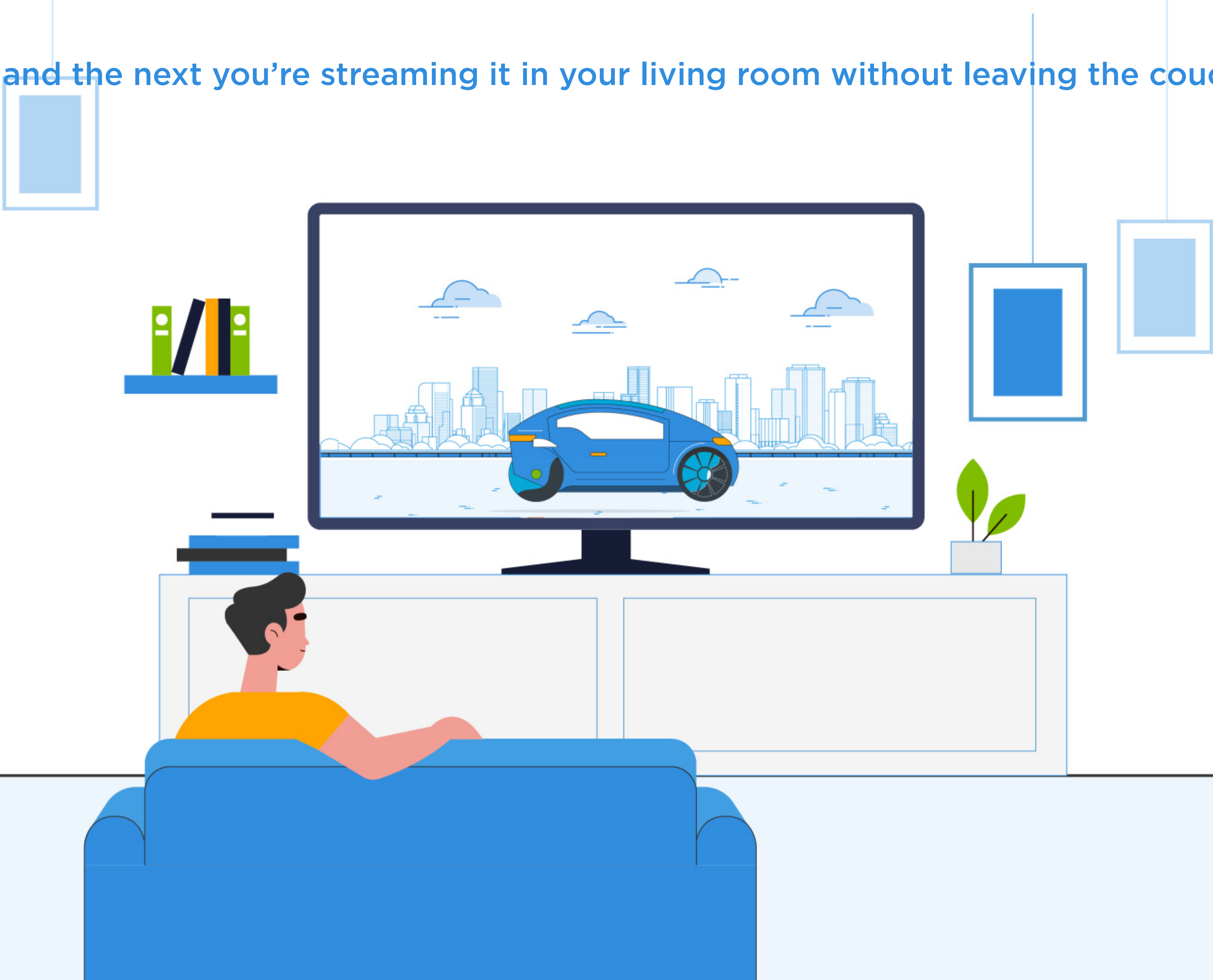


to the store to rent a video

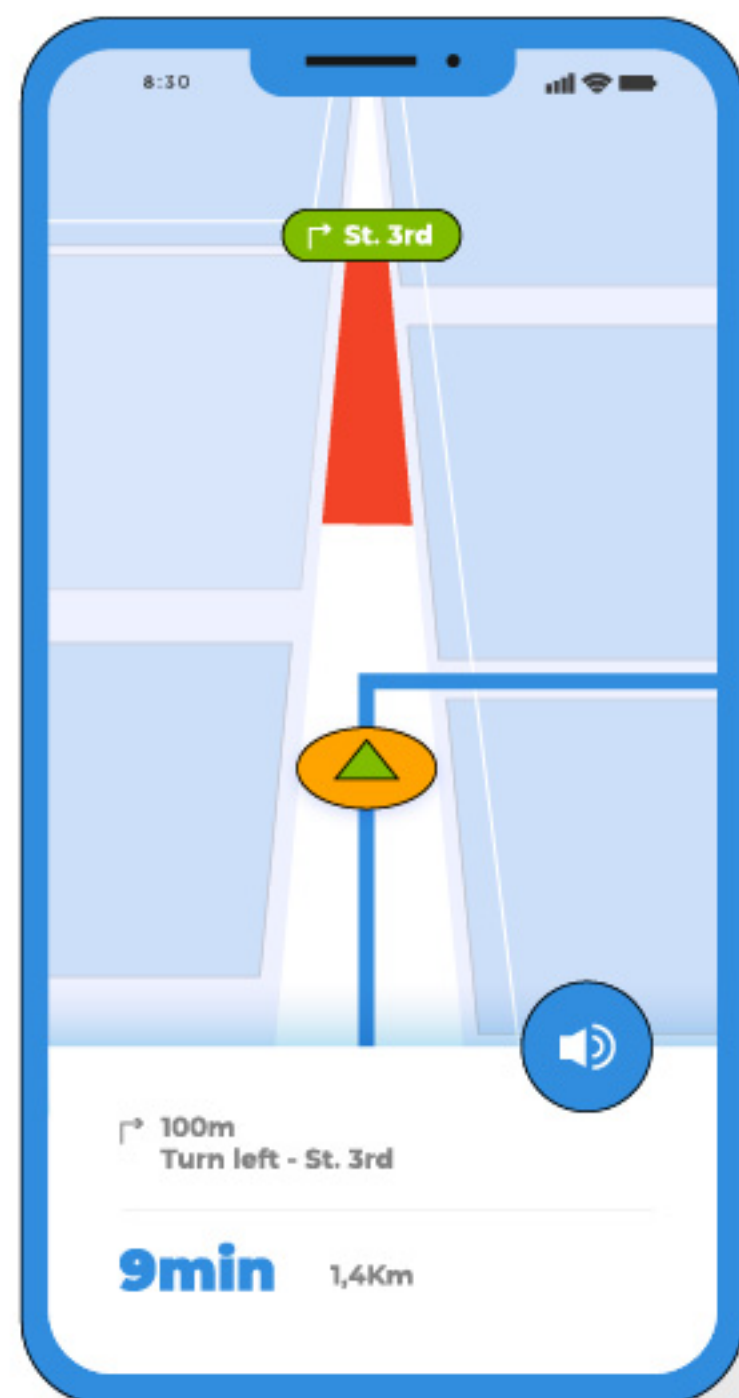
or waiting for it to arrive in the mail,



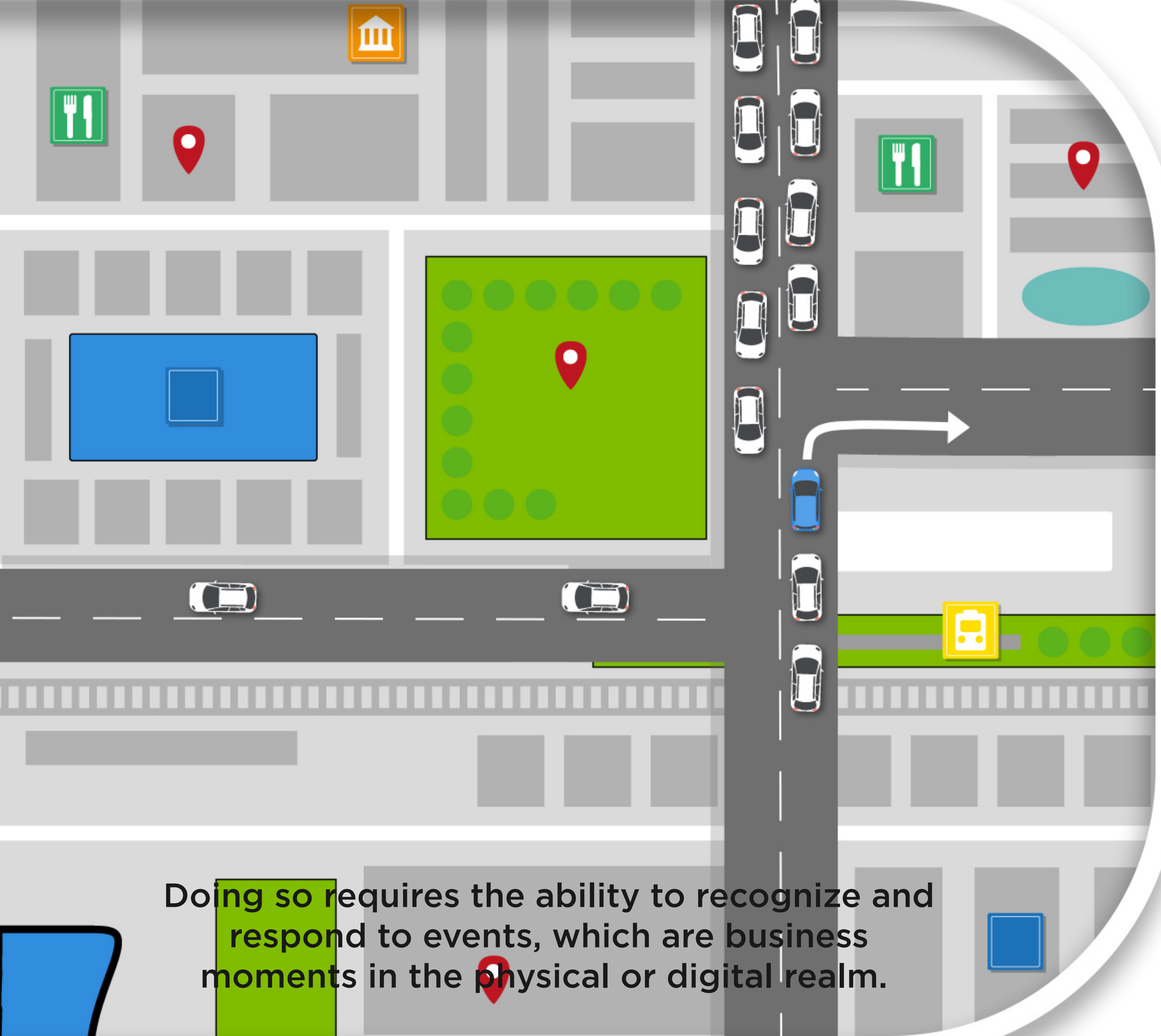
and the next you're streaming it in your living room without leaving the couch.



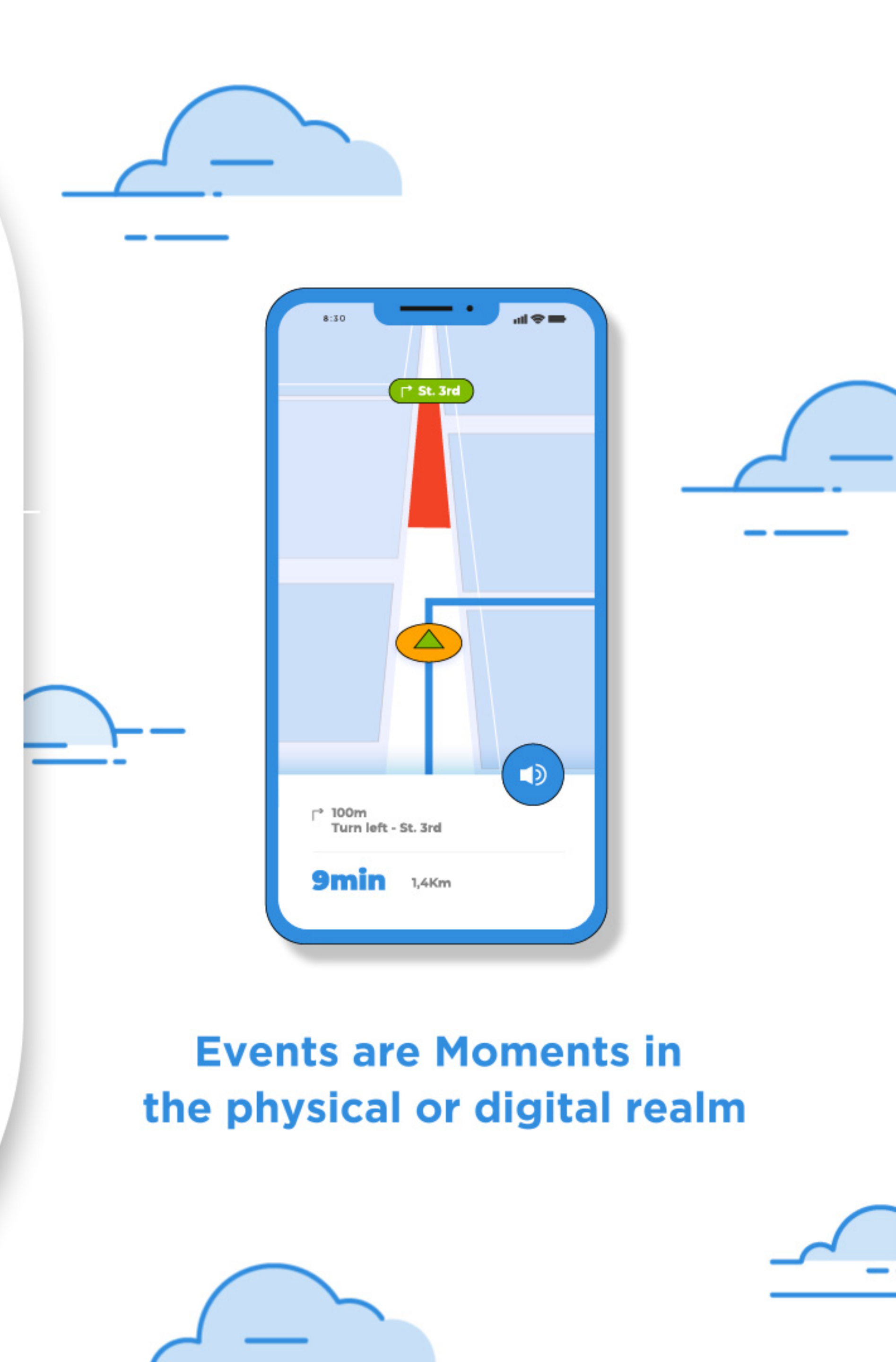
Re-route?



Businesses want to respond to market changes and to their customers in real time

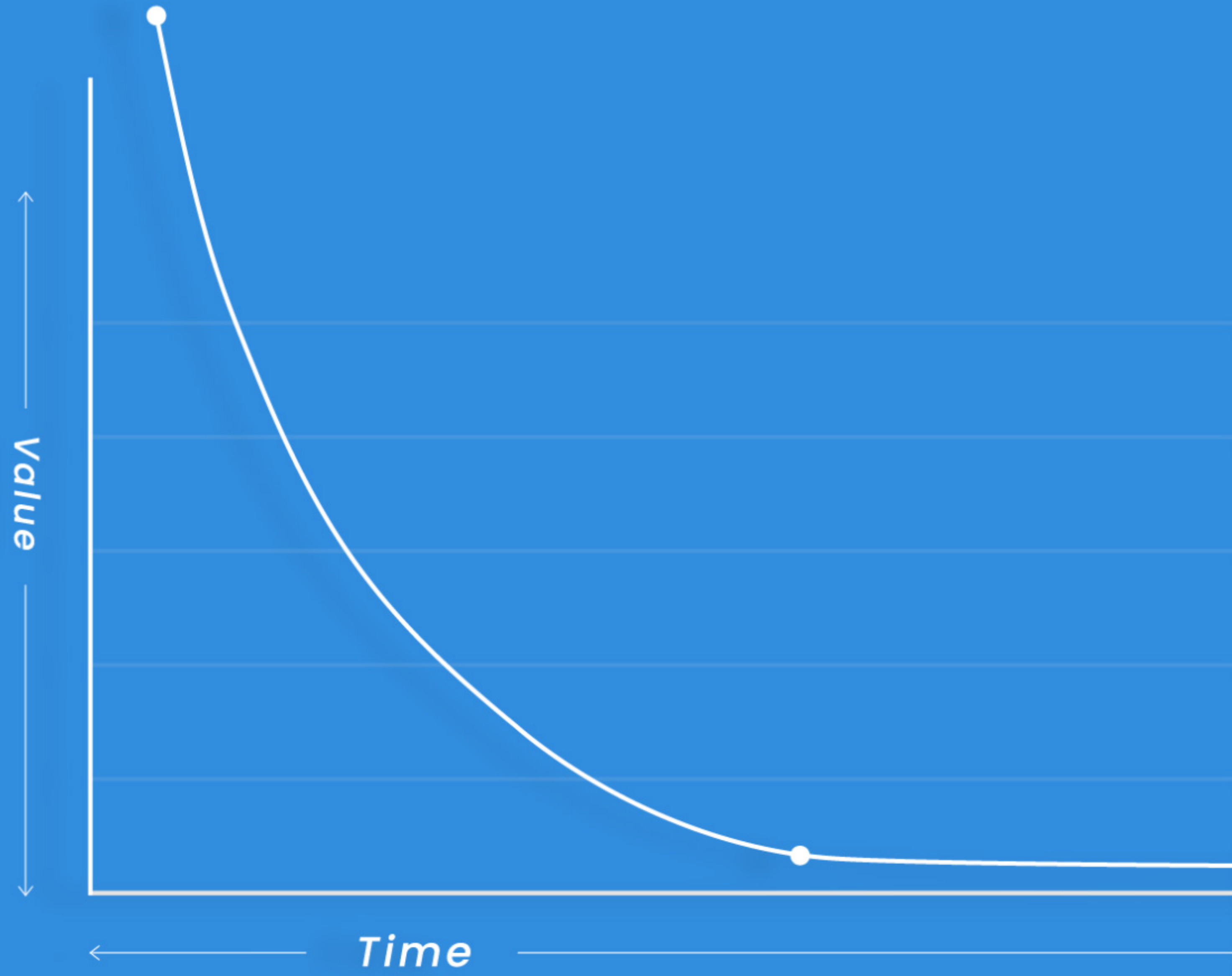


Doing so requires the ability to recognize and respond to events, which are business moments in the physical or digital realm.

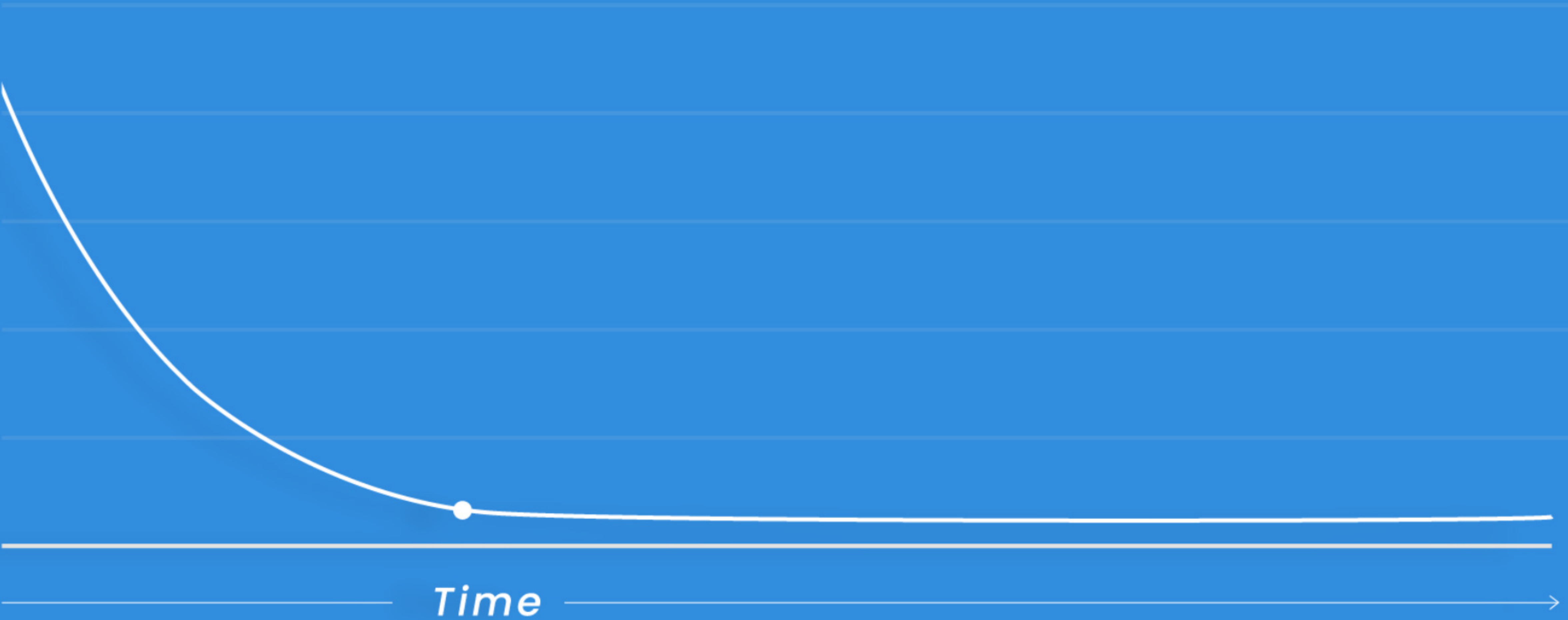


Events are Moments in the physical or digital realm

The value of an event has a half-life. The longer you wait to act, the less impact you can have.



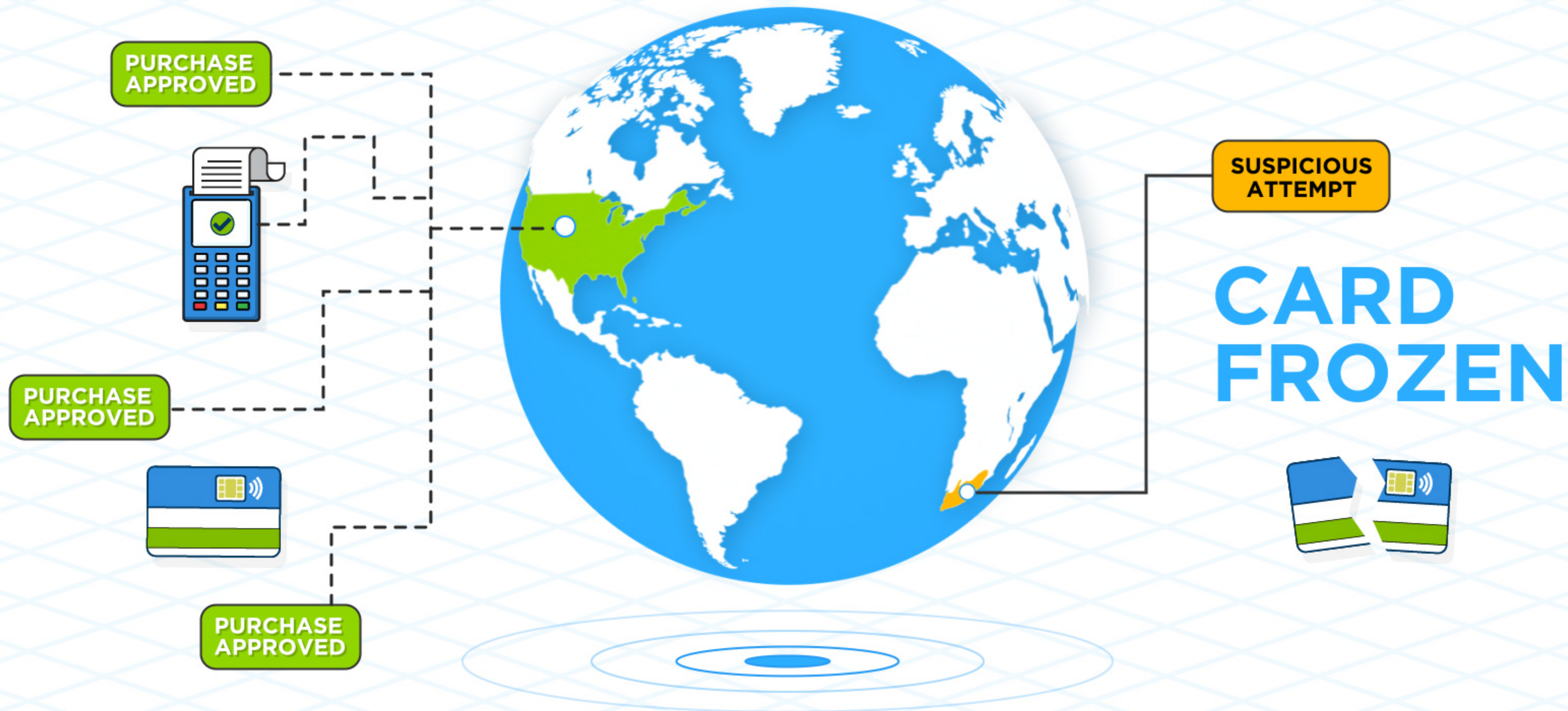
But this is not to say that older events have no value; they provide the context through which to interpret what is happening now and determine the appropriate action.



Frequently Bought Together



This is the same approach that online retailers use to present personalized offers based on what you left in a shopping cart but didn't buy.



Banks can prevent fraud in real time by comparing credit card purchase authorizations to the customer's purchase history to detect anomalies and deny suspicious transactions.



An event-driven architecture helps you collect meaningful events, distribute them to the appropriate places, make informed decisions and take effective action.

TIBCO®

TIBCO has been at

TIBCO®



- Event-Driven Architecture
- Powerful Data-Driven Decisions

the forefront of event-driven thinking for many years,
and we can help you take full advantage of
the events in your business.



TIBCO Messaging

Reliable, High performance Messaging

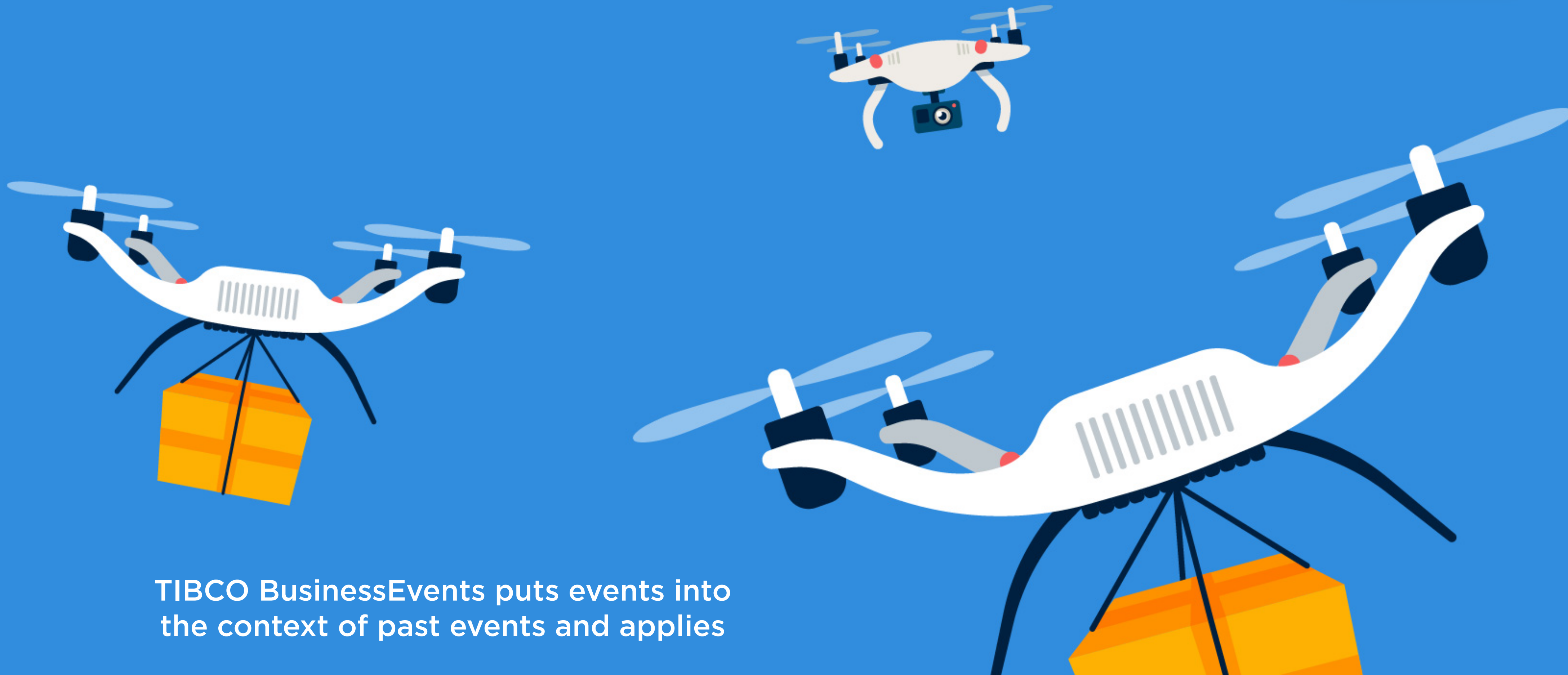


TIBCO Messaging helps
including Apache Kafka and Apache Pulsar.



TIBCO BusinessEvents

Optimize time & increase sales with
TIBCO's event-driven architecture



TIBCO BusinessEvents puts events into
the context of past events and applies

TIBCO BusinessEvents

Optimize time & increase sales with
TIBCO's event-driven architecture



rules that you define to make decisions automatically so you can act and respond to customers in real time.

TIBCO Streaming

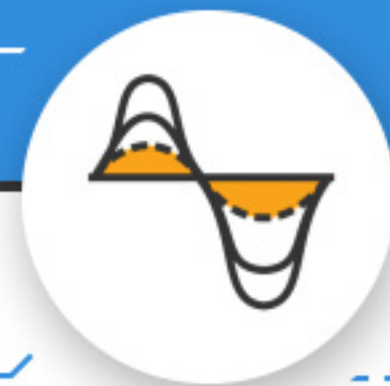
Event based decision making



TIBCO®



Messaging



Streaming



BusinessEvents

With TIBCO's innovative solutions, you can design cutting edge digital services that will take you ahead of your competition.



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