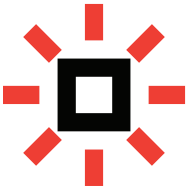

Data Virtualization for Operational BI and Agile Reporting—Top 10 FAQs

BI NEEDS AND DATA ITSELF HAVE CHANGED … SO MUST THE SOLUTION

Business goals are relatively constant – Accelerate Revenue. Cut Costs. Lower Risk. Gain Competitive Advantage. But, achieving these goals in a global, dynamic environment requires faster ways of turning data into better decisions. Executives, operational managers and frontline employees need historical mining of warehoused data, predictive analytics of "data exhausts," real-time 360° customer views, and simple, timely, accurate operational reporting and dashboards.

The Data from which to extract this intelligence is BIG, DIVERSE and DISPERSED. According to The Economist (Feb 2010), information created in 2007 exceeded available storage by 250% and grows by 60% annually; worse, only 5% of it is "structured." Simply attempting more data replication / consolidation projects (ETL, EDW, EAI, etc.) alone is like buying larger and more expensive buckets to deal with a melting ice cap.

THE NEW REALITY OF BI— "DO MORE WITH LESS"

Successful companies have adopted Data Virtualization (DV) and Data Services solutions to access disparate data and deliver it to BI applications, middleware and end users in half the time and one-fourth the cost of traditional approaches. Denodo, named a "Cool Vendor" by Gartner and "Leader" in Forrester Wave: Information-As-A-Service, Q1 2010" has focused exclusively on this problem since 1999. The result is a best-of-breed Data Virtualization solution with unique differentiation in the areas of enterprise-class performance optimization, Web and unstructured data integration, and an unparalleled ability to combine virtualization, caching and scheduled batch preloads and exports, and extensive data services delivery options.

TOP 10 FAQS ON DATA VIRTUALIZATION

1. What is Data Virtualization? DV combines disparate data sources into a single "virtual" data layer that provides integrated data services to consuming applications.

2. Why Virtualize? In the era of Big Data, Data Everywhere, the Web and the Cloud, companies simply cannot afford to warehouse all usable data. DV leverages value from data of any type and in any silo or source, and not just databases, and it does so inexpensively without the need to create more data stores.

3. Why is DV cheaper and faster? Physically moving and storing data multiple times costs money and slows you down when changes are needed. DV allows for replication, but only when it is necessary.

4. What are ideal uses? Projects with dynamic requirements for access to disparate data, real-time information, and rapid deployment time such as Operational BI, Agile Reporting, and Dashboards are ideal for DV.

5. Does DV integrate Web data? Denodo is the only DV platform to reliably integrate any website or web application directly via the browser in addition to web services and feeds. This is the right economical approach to extract business value from the fastest growing data source to enrich enterprise data and BI.

6. How is Data Quality addressed? DV includes built-in tools for data matching, transformation, rewriting and enrichment based on "apply-on-the-fly" rule-sets (extensible with 3rd party tools). It can track source changes and data lineage lending confidence to users.

7. What about performance? Best DV platforms apply performance optimization techniques like intelligent caching, query optimization, operation delegation, asynchronous execution, parallel access and more to achieve exceptional performance in highly demanding projects.

8. How is DV different from Federation / EII? World-class DV goes far beyond query federation. Key differences are performance, access to every type of data and source, enterprise-class integration features, and rich data services delivery in scheduled batch, cache or real-time mode.

9. How does DV complement EDW? Often, DV is used for DW extension, migration, prototyping and federating multiple data marts into a virtual EDW (also virtual MDM hub). High performing DV also replaces ETL / DW to improve cost, time, maintenance, and flexibility.

10. What is the cost and ROI? DV costs from $50-250k for initial projects with <6 month payback due to significant reduction in hardware, storage, development and maintenance costs compared with replicated data integration or custom-coded solutions. For a limited time, we are offering perpetual licenses to the complete Denodo Platform for unlimited users for $49k plus annual maintenance for up to ten data sources.

NEXT STEPS

Identify an Operational BI or other problem that requires access to dynamic data from disparate sources. Compare the cost, flexibility and performance of your traditional EDW / ETL approach to Denodo's data virtualization solution. ■

DENODO TECHNOLOGIES is a leader in Data Virtualization with over 100 global deployments. www.denodo.com