



Denodo Platform for Data Virtualization

Business Agility in a World of Complex Data

More and more companies are faced with the task of storing, discovering, accessing, and sharing massive volumes of traditional and new data. ETL (extract, transform, and load) for data integration and the enterprise data warehouse for storage have been the trusted workhorses for many years. However, the accelerating needs of business have moved beyond the capabilities of most ETL tools. **Data virtualization is a modern approach to data integration that transcends ETL's limitations.**

BENEFITS OF DATA VIRTUALIZATION

Better Quality Information

– richer, complete data

Lower Integration Costs

– by 80%

Increased Agility

– flexibility to change without disruption

Fast Time to Solution

– go live in 4–6 weeks; ROI in less than 6 months

DENODO PLATFORM ADVANCED CAPABILITIES

Sophisticated data modeling capabilities, global search, and data life-cycle management.

Intelligent caching for real-time performance and minimal movement of data.

Query optimization that will automatically infer the optimal query plan.

Fine-grain security through row-and-column level access permissions to data.

Support for complex, real-time analytics and integration with leading in-memory computing and cloud platforms.

Data Virtualization for Business Transformation

Data virtualization is the integration of any data in real-time or near-real-time from disparate, structured, semi-structured, and unstructured data sources, whether on premise or cloud, into coherent data services that support business transactions, analytics, and other workload patterns. It is an **agile data integration approach that presents data as a virtual, abstract layer, independent of underlying database systems, structures, and storage.**

Data virtualization complements the capabilities of traditional data integration with the following features:

- **Real or near-real time data access** using federation, caching, and/or selective batch movement without wholesale replication of the data as in the previous generation ETL.
- **Rapid data services** delivered in various protocols with fine grain security, higher service levels, and monitoring.
- **Discovery and governance** of data and metadata, lineage, change impact, and other data management capabilities delivered through the virtual data layer.

Denodo Platform for Data Virtualization

Denodo is the leader in data virtualization providing agile, high performance data integration and data abstraction across the broadest range of enterprise, cloud, big data and unstructured sources, as well as real-time data services at half the cost of traditional approaches.

DATA CONSUMERS

Enterprise Applications, ESB, reporting, BI, portals, mobile, Web, users...

Multiple protocols, formats



Linked data services query, search, browse



Request/Reply, event driven



Secure delivery



Library of wrappers



Web automation



Any data or content



Read & write

Databases & Warehouses, Cloud / SaaS Applications, Big Data, NOSQL, XML, Excel, PDF, Word...

More Structured

DISPARATE DATA SOURCES

Less Structured



DENODO PLATFORM DIFFERENTIATORS

- **Broad Connectivity:** The Denodo Platform provides universal connectivity and unified access to any type of data source—structured and unstructured—including big data, IoT, and cloud.
- **Operational and Analytical Use Cases:** The Denodo Platform can be used for a broad spectrum of industry-specific or horizontal use cases covering both operational and analytical functions.
- **Single Product:** The Denodo Platform delivers all of the data virtualization capabilities in a single unified product with a simple and straightforward architecture.
- **Superior Performance:** The Denodo Platform delivers superior performance through push-down query optimization, advanced multi-mode caching, and workload management.

“Customers appreciate Denodo’s easy-to-use, tight integration with non-structured data, simple yet sophisticated data modeling capabilities, search, data life-cycle management, and support for comprehensive lists of data sources including big data, IoT, and cloud sources. In addition, **customers often mention lower cost and faster time-to-value are top reasons for selecting Denodo.**”
 – **Analyst Noel Yuhanna,**
Forrester Research

Success Stories

SELF-SERVICE BI



Created logical data warehouse using Denodo Platform for Self Service BI.

Empowered Seacoast stakeholders for faster business decision making.

360 DEGREE VIEW OF CUSTOMER



Created 360° views for deals, claims, portfolio and risk.

Faster business decision for business users leading to revenue increase.

“Denodo’s data virtualization technology has played the most important role in enabling our business users to garner valuable information through self-service reporting. The Denodo Platform’s capability has significantly increased the speed at which business is carried out at Seacoast Bank.”
 – **Mark Blanchette,**
VP, Director Business Technology and Data Management, Seacoast Bank

BIG DATA, CLOUD INTEGRATION



Achieved cloud modernization of data analytics process.

Significant TCO reduction and resource optimization through rapid prototyping.

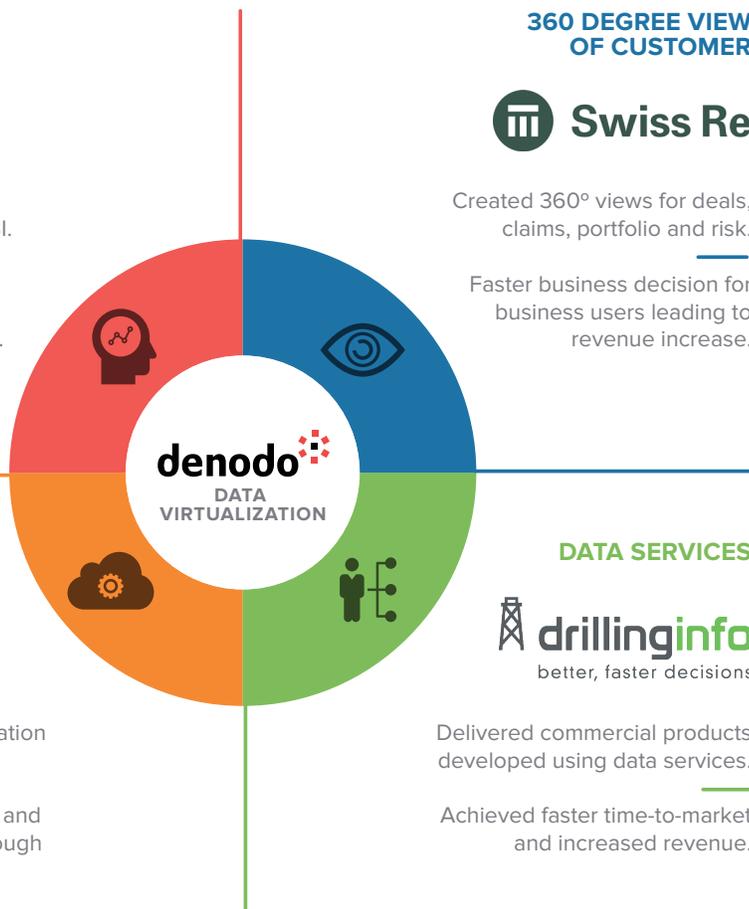
DATA SERVICES



Delivered commercial products developed using data services.

Achieved faster time-to-market and increased revenue.

“As a data and business intelligence provider, one of our biggest challenges is the need to control the data that we acquire. The Denodo Platform enables us to integrate and enhance the data faster than ETL, making it easily available for internal and external consumers, and helps our developers and business users to speak the same language.”
 – **Jay Heydt,**
Manager, Database Technologies, Drillinginfo



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