



## Success Story: Dendrite

### SyncSort Is an Integral Part of Dendrite's SPIL Methodology to Speed Processing and Costs

#### Organizational Profile

- Develops and delivers solutions that increase the productivity of sales, marketing and clinical processes for pharmaceutical and other life science clients

#### Business Need

- Reduce the elapsed time of a business intelligence application

#### Environment

- 5½ billion records containing retail prescription data

#### Benefits

- Cut the process down from taking several days to being completed overnight
- With the ability to dedupe, sort, merge, join, and substitute outside the database, SyncSort gave Dendrite more speed and storage space
- SyncSort reduced one billion records to just 37 million

*"...this process previously took a few days in the database, but with SyncSort we are able to complete it overnight. The bottom line is that SyncSort provided us with phenomenal tech support and excellent performance."*

Charles Wardell  
Executive Director of Warehouse and Applications  
Dendrite

#### The Challenge:

Dendrite's data warehouse consists of approximately 5½ billion records with 150 million updates a month. This mass quantity of records holds the retail prescription data received from a consortium of pharmacies. As data volume grew, storing all the data was becoming an issue. Dendrite needed to offload some of the ETL processing out of the database.

Dendrite was using nine-character identifiers for all the data's ID numbers. 5½ billion records multiplied by nine take up an enormous chunk of storage and slows down performance tasks. Downsizing the nine-character identifier to a four-byte integer was vital. After several procedures to downsize the data, Dendrite ended up with two other copies in the process. Dendrite tried processing with flat files and writing C applications to perform binary-tree joins. The tables were joined quickly but there was a huge overhead. Due to storage constraints, Dendrite had to find a server outside its database with the ability to process as quickly as the engines that were working inside.

#### The Solution:

Dendrite turned to SyncSort from Syncsort Incorporated, the high-performance commercial sort and data manipulation utility. Dendrite was attracted to its ability for record filtering, reformatting, and summarization for file and data conversion. SyncSort also generates reports, and minimizes sorting time for large volumes of data, which is in-line with Dendrite's needs. It offloads some of the ETL processing out of the database and substituted the IDs.

With the use of SyncSort to sort the columns and perform shuffle sorting, Dendrite can join data together at very high speed. In fact, SyncSort's speed was so impressive that Dendrite completely redesigned the ETL process around it. With the ability to dedupe, sort, merge, join, and substitute outside the database, SyncSort gave Dendrite more speed and storage space.

#### The Benefits:

The results were so promising that it inspired a new methodology for storing data. Staging the raw data, pre-integrating the raw data using SyncSort, and then loading it is now Dendrite's Stage, Pre-Integrate, and Load (SPIL) methodology. With this impressive method, one billion records are reduced to 37 million. The data, which is received daily, can now be processed weekly.

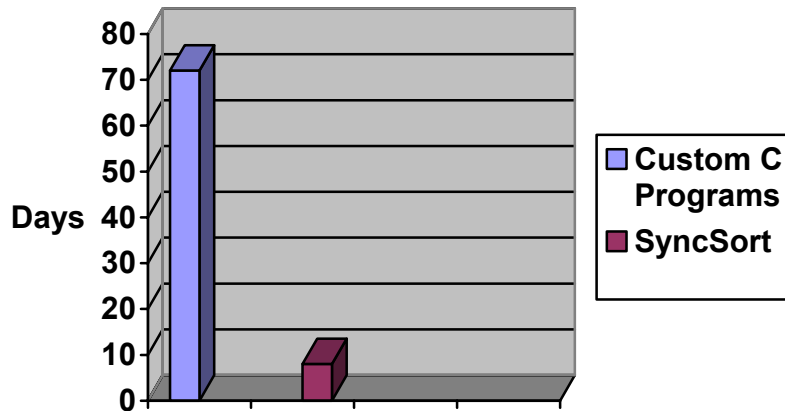
"By using SyncSort to process data outside of the database, we were able to free up over 150GB worth of temporary storage. 150GB of offline storage is a lot cheaper than online storage. Also, this process previously took a few days in the database, but with SyncSort we are able to complete it overnight,"

## Success Story: Dendrite



beams Charles Wardell, Executive Director of Warehouse and Applications at Dendrite. "The bottom line is that SyncSort provided us with phenomenal tech support and excellent performance. And the real win that we have occurs when we have large amounts of data coming in from our members."

With SPIL and SyncSort, 36 months worth of data only needs 125GB of space. With the old method, processing that amount of information would take about a half terabyte. Once the data is processed and loaded into the database, all of the analysis is completed in the data warehouse. Dendrite can then deliver the critical information to its pharmaceutical and other life science customers that will help them increase the productivity of sales, marketing, and clinical processes, all with the speed of the new SPIL methodology.



*SyncSort cuts the elapsed time of a business intelligence application from several days to being completed overnight*

### About SyncSort

SyncSort is a high-performance application accelerator that improves the performance of multiple applications and reduces elapsed time for a broad range of applications. It speeds ETL transactions by up to 90% and facilitates data mining and click-stream processing. SyncSort merges, aggregates, cleanses, and converts data. Other features include filtering, pattern matching, and partitioning. SyncSort will save you time in operations like data warehousing, data mining, data marts, CRM, ERP, DSS, BI, Oracle Financials, and legacy migration. Using Visual SyncSort, SyncSort applications can be created through a Windows-like GUI. For more information or to arrange for a free trial, call Syncsort at (201)930-8200 or visit [www.syncsort.com](http://www.syncsort.com).