

# Data Warehouse Platform Acceleration

Delivering the **fastest** and most **scalable** technology to drive **greater returns** from data warehouse initiatives

Often the most significant value comes from being able use data in ways that were previously unthinkable. Financial services organizations are achieving sub-one hour latencies in their enterprise data warehouses, enabling them to make more accurate decisions throughout the day based on more current data, which decreases errors and uncertainty in their daily operations and decision making. Health insurance companies are performing predictive analytics on a nightly basis to identify policyholders that are at risk for major health episodes, minimizing their costs and increasing customer loyalty. Marketers are able to apply more sophisticated behavioral models to increase conversions and generate more revenue from their targeting efforts.

## Overview

Successful data warehousing initiatives can hold the key to enabling operational excellence and providing valuable insights into the business. Data integration processing, to move and transform the data, is not just a necessary component of any data warehousing initiative. Rather, it can be the linchpin that enables organizations to dramatically compress processing times while accommodating more data using less hardware resources, to achieve new levels of operational performance and analytic insight.

**“When we implemented DMExpress, comScore saw a 500 percent improvement in clickstream data integration throughput, providing us with a sizeable competitive advantage.”**

— Michael Brown, comScore Inc.

## DMExpress Data Warehouse Platform Acceleration Solution

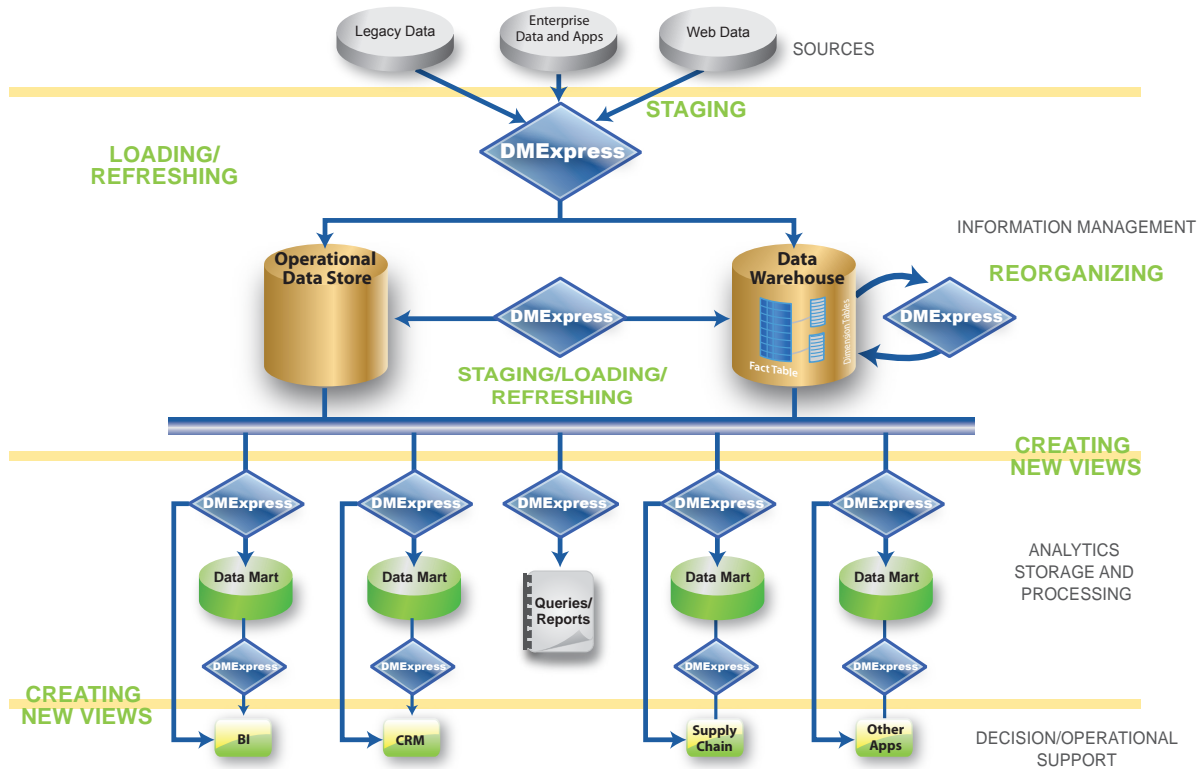
Syncsort's DMExpress is extreme data integration software that is optimized to improve the performance of data warehousing initiatives by seamlessly integrating with existing, production data warehousing and data integration environments.

DMExpress delivers the proven highest performance data integration and transformation processing in the marketplace. DMExpress applications regularly result in elapsed processing times that are 10 times shorter than conventional approaches, while running on less expensive hardware resources.

DMExpress' extreme performance is a result of proprietary sorting algorithms, I/O optimization, parallel processing, and dynamic environmental monitoring techniques developed and refined over 40 years at over 12,000 deployments worldwide. Easily implemented and with rapid time to value, DMExpress is an integral component of data warehousing platforms throughout the world.

Key features of the solution include:

**World-record, extreme performance.** DMExpress has been proven to be the fastest and most resource efficient way to deliver information from massive and complex data. DMExpress is the only data integration solution to break the 1 GB/second barrier, setting a dramatically lower cost standard for data integration throughput.



### Purpose-built to accelerate data warehousing processes.

DMEExpress is optimized to complement existing data warehousing environments to surgically eliminate many of the processing bottlenecks that can occur within various data warehousing processing tasks, including staging, loading and unloading, refreshes, reporting, creating summary tables, building data marts, database reorganization, and various other processing tasks.

**Complementary and non-disruptive.** DMEExpress integrates seamlessly into production data warehousing and data integration environments, to deliver greater value from existing infrastructure. DMEExpress provides powerful tools to bi-directionally exchange metadata with other applications, making it easy to incorporate DMEExpress into environments that use other data management applications, and to maintain data lineage across the applications.

**Fast time to value.** DMEExpress installs in minutes and is easy to learn and use, enabling new users to be productive within days. Most DMEExpress customers are able to deploy sophisticated applications into production within just 30-45 days. DMEExpress' graphical development environment and metadata support simplifies re-use, enabling existing applications to be easily extended to accommodate new data sources or business rules.

**Professional Services, training, and documented best practices.** Syncsort's Professional Services teams carry out performance assessments on your specific production data warehousing environment, including software, hardware resources, and data. They provide services and training specifically tailored to implement techniques and patterns that are optimized to address processes that are slow or resource intensive.

### About Syncsort

Syncsort is a global software company that helps the world's most successful organizations rethink the economics of data. Syncsort provides extreme data performance and rapid time to value through easy to use data integration and data protection solutions. With over 12,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.