



DMExpress

*the High-Speed Data Management Solution
for ETL, data warehousing, BI, and other mission-critical applications*



Data Management: Why Speed Matters

Shrinking batch windows and the exponential growth of enterprise data volumes pose a challenge to IT professionals charged with delivering mission-critical data on time. If you can't get the job done on time, the most sophisticated data integration tools and custom coding become useless. And you can't leverage your investment in BI analytics, critical to business success in today's fast-changing competitive environment, if analytic processes are starved for timely data.

DMExpress: The High-Speed Solution

DMExpress™, Syncsort's latest innovation, is the high-speed solution to your data management performance challenges. DMExpress speeds ETL, data warehousing, BI, and other large volume applications. For UNIX, Windows, and Linux, DMExpress integrates disparate data from multiple, heterogeneous sources. It transforms and aggregates the data at high speed to create consolidated views for reporting, analysis, or other downstream applications.

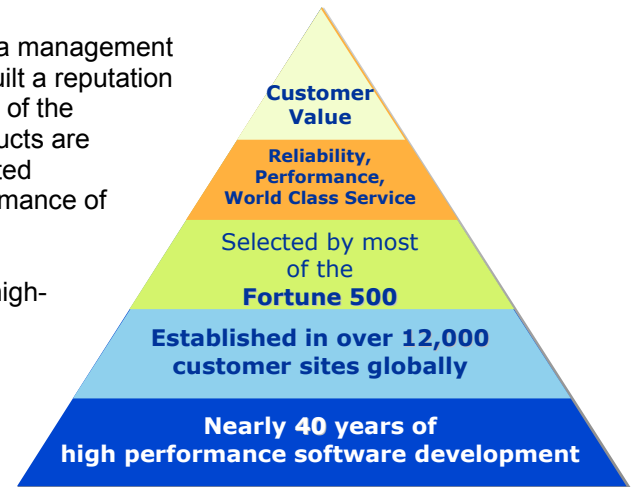
When dealing with large data volumes, DMExpress replaces long-running processes so that applications run faster. In addition to speeding application processing, DMExpress advanced technology uses significantly less CPU and memory resources. If you run frequent high-volume jobs, DMExpress can dramatically reduce your hardware investment. With hours, even days saved, and a lower total cost of ownership, DMExpress adds tangible business value to your organization.

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A Solid Foundation

Syncsort Incorporated is a leading developer of high-performance data management and data warehousing software. For nearly 40 years, Syncsort has built a reputation for superior product performance and reliable technical support. Most of the Fortune 500 companies are Syncsort customers, and Syncsort's products are used in more than 50 countries to back up and protect data in distributed environments, speed data warehouse processing, and improve performance of data-intensive applications and processes.

DMExpress leverages four decades of research and development in high-performance software. The technology built into DMExpress has been successfully implemented in 12,000 sites around the world and in all industries including manufacturing, retail, finance, government, health care, and education.



DMExpress: Get It Done Faster

Slow ETL operations impact everything downstream. The problem is felt at both the highest levels, where business analytics are required, and the daily business level, where timely information is needed for transactions, sales activities, inventory control, and reporting.

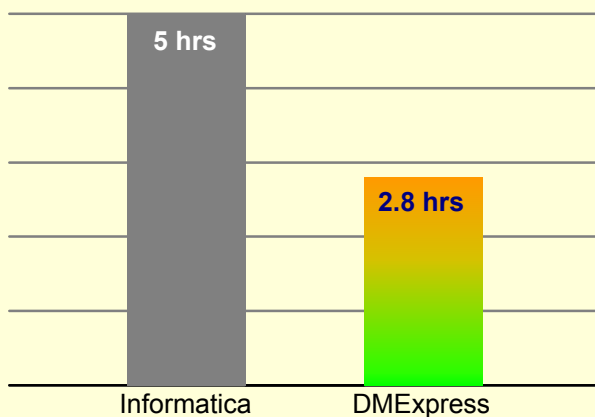
DMExpress integrates a suite of technologies engineered to dramatically reduce processing time:

- Proprietary algorithms
- Patented data handling methods
- Dynamic optimization
- Fast I/O
- State-of-the art parallel processing

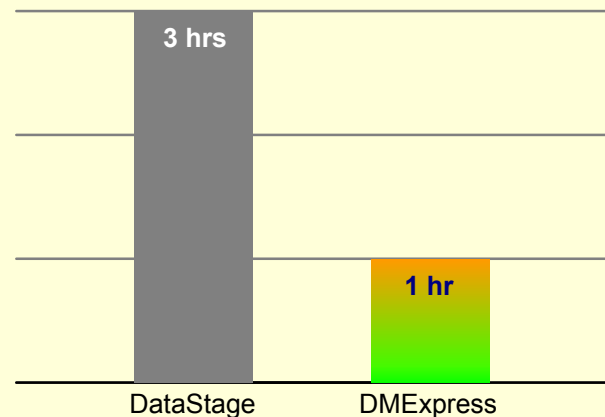
Built for speed, DMExpress can cut elapsed time for ETL processes by up to 90%, speeding tasks ranging from simple database loads to building large-scale corporate data warehouses. Whatever the ETL operation, DMExpress does it faster:

- Reads databases and flat files directly, utilizing advanced I/O techniques that move data at lightning speed.
- Loads directly into database or flat files, eliminating a separate load step. Using DMExpress to presort outside of the database dramatically reduces the time required for bulk loading and indexing for relational databases such as Oracle, SQL Server, and DB2.
- Aggregates data rapidly to improve query performance.
- Applies any kind of record-level and/or field-level transformations, which run at exceptional speed.

DMExpress Gets It Done Faster



**Fortune 100 Company:
DMExpress Speeds Processing by 44%**



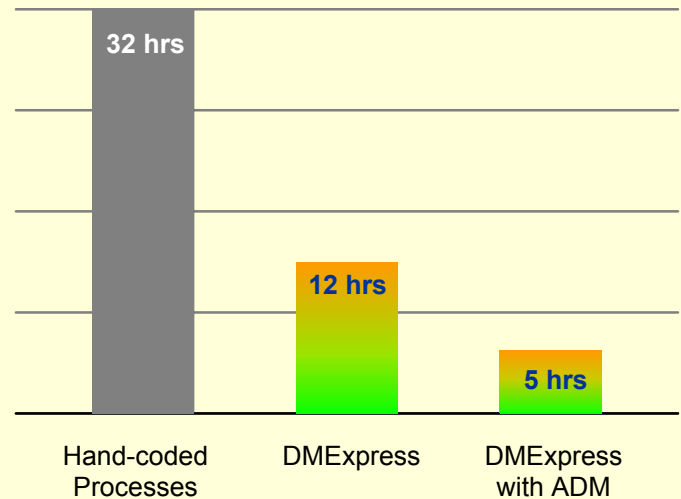
**Leading Financial Services Company:
DMExpress is 3 Times Faster**

Additional Components

Aggregations, joins, and source/target I/O are frequently-performed, data-intensive operations. You can streamline these processes with DMEExpress additional components:

- Advanced Data Management (ADM) includes high-performance aggregation and high-performance join. High-performance aggregation, critical for query performance, is important where large amounts of data are aggregated frequently. High-performance join speeds lookups, improving preprocessing, retrieval, and updating in a dimensional data warehouse.
- Data Target and Data Source provide direct access to databases to significantly reduce I/O and eliminate the need to use database tools for extracting and loading.
- Impact Analysis graphically displays the effect of a global variable change, identifies which input variables contribute to the value of a specific output variable, and provides global find across all jobs.
- Grid Computing provides a high-performance architecture for CPU-intensive applications by enabling users to harness the collective power of multiple computers.

Additional Components Get It Done Even Faster

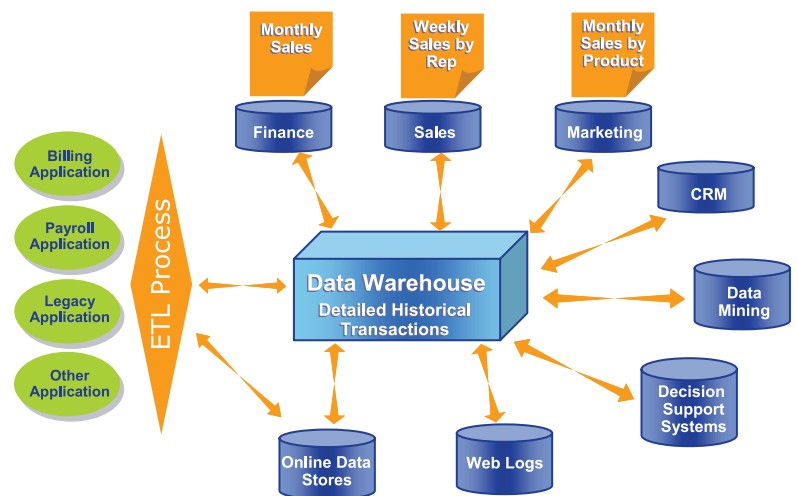


For information about separately licensed components, see the DMEExpress *Additional Components*, *Impact Analysis*, and *Grid Computing* data sheets.

Real-Time Benefits

The ultimate benefit of DMEExpress is the rapid availability of data for critical BI applications. By inserting DMEExpress at key points in your job flow, you can drastically speed time-intensive processes and meet the performance challenges you face in areas such as:

- Changed Data Capture (Delta Processing)
- Horizontal Data Pivot
- Multi-level Hierarchical Aggregation
- Join/lookupWeb Log Processing
- Data Standardization, Cleansing, and Validation
- Data Warehousing
- Database and Batch Loads
- Data Mining
- Customer Relationship Management
- BPM
- EAI
- OLTP Systems



Performance Pain Points

DMEExpress speed can be the key to timely business decisions and efficient management.



DMExpress Gets it Done Faster

For nearly 40 years, Syncsort has been providing customers with high-speed, innovative technologies engineered to solve performance problems. In tests at various customer sites, DMExpress has consistently proven to be far faster than its competitors. Tell us about the challenges you face, and we'll perform a free proof of concept using your applications, in your environment, and with your data.

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