

# Connecting the Dots

The Progress DataDirect Vision & Roadmap

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Product Management  
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**PROGRESS**  
**EXCHANGE** 2013  
DISCOVER. DEVELOP. DELIVER.

## Safe Harbor

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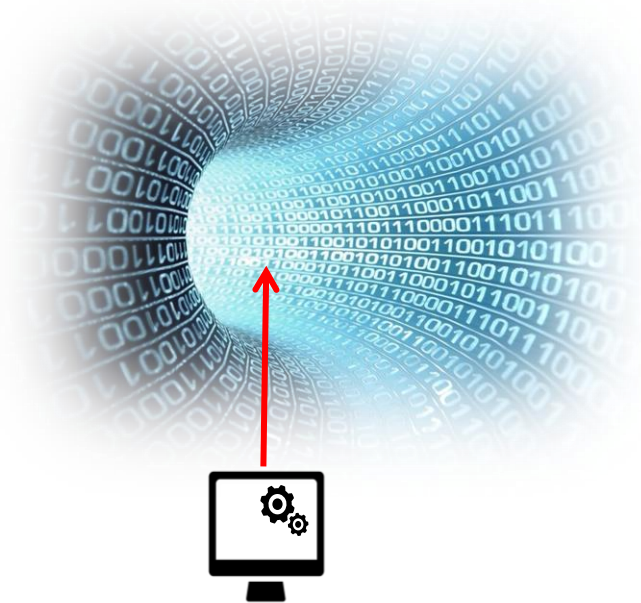
- This roadmap is for informational purposes only, and the reader is hereby cautioned that actual product development may vary significantly from roadmaps
- This roadmap may not be interpreted as any commitment on behalf of Progress, and future development, timing and release of any features or functionality described in this roadmap remains at our sole discretion

# Agenda

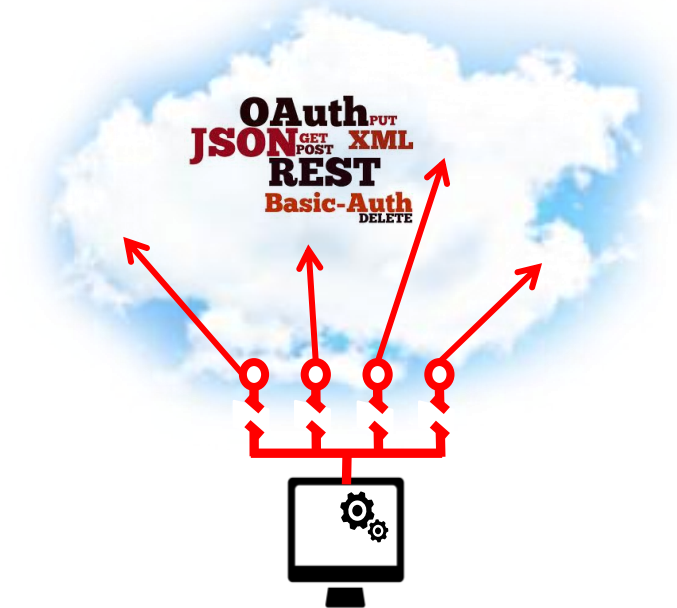
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- Overview and Vision
- Progress Data Index
- Progress DataDirect Roadmap

# Proliferation of Data Sources and SaaS Create Data Access Challenges



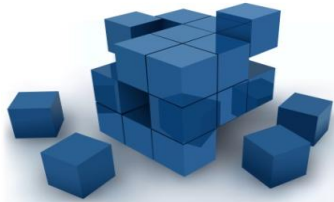
- There is no consistent way of accessing data across a variety of different data sources both on-premise and in the cloud.
- The do-it-yourself solution doesn't scale and does not include value-adds like application failover or load balancing.
- Administration of vendor client libraries can be a headache.



- There are too many different APIs and too many different versions of those APIs making your application way too complicated to maintain.
- The changes across all of these cloud data sources are just too frequent to manage.
- Maintenance of so many connectors quickly becomes too costly to manage.

# Data Access Needs Are Everywhere

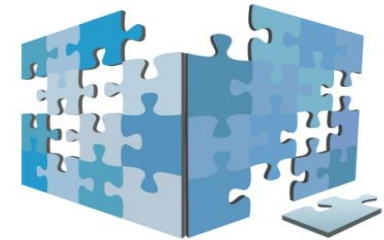
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## **Business Intelligence & Analytics**

Supplement data warehouse with real time information; combine data across multiple sources; data visualization

**Developing Web & Business Applications**  
Web portal integration; leveraging a cache for improved performance

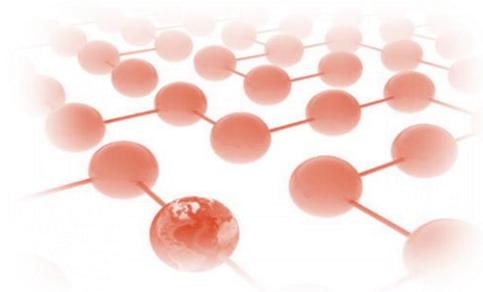


## **Database Federation**

Query SFDC from RDBMS environment without moving data

## **Ad Hoc Queries**

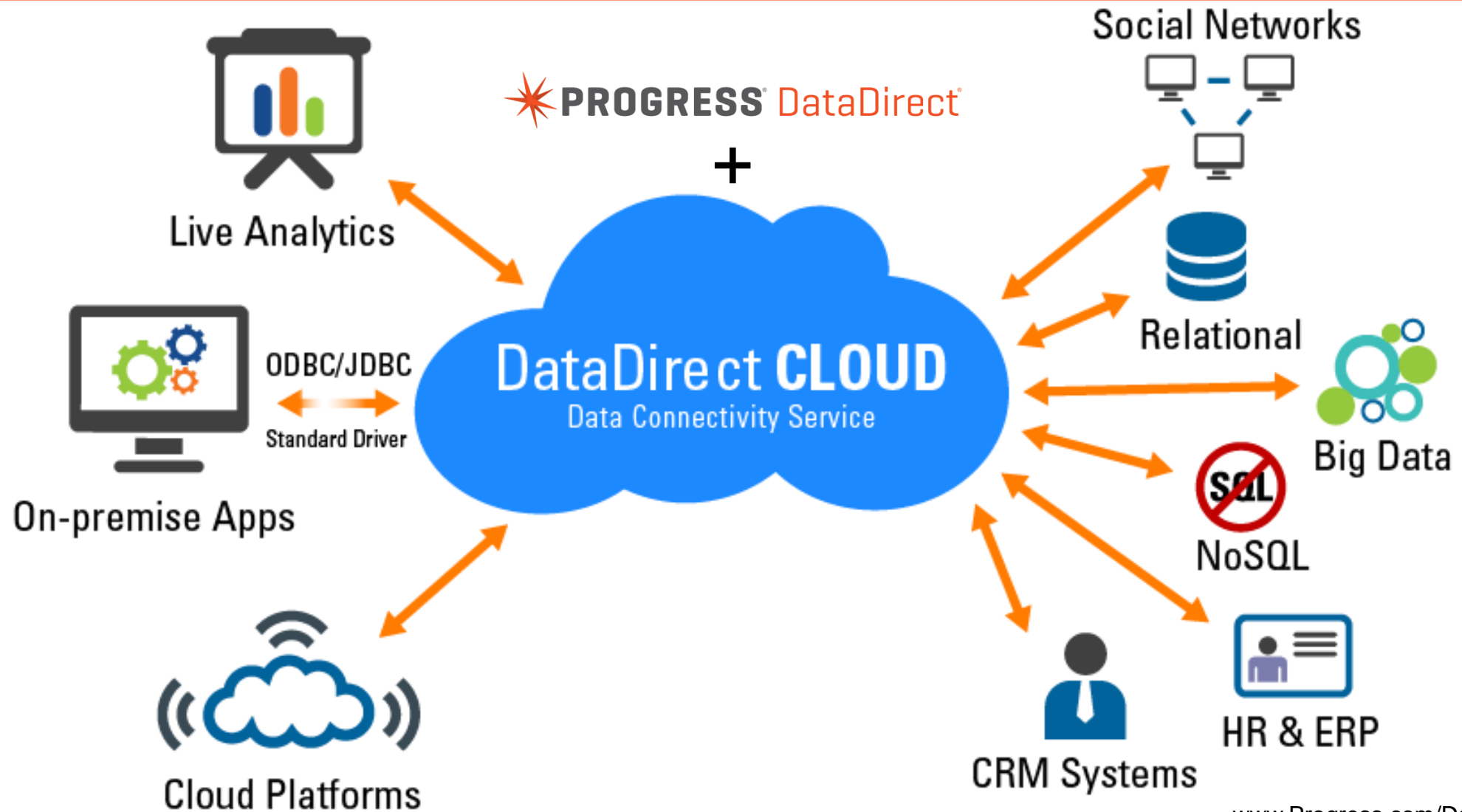
Business analyst can answer ad hoc questions about the business



## **Data Integration**

Extract/Transform/Load, MDM, Data Quality initiatives, etc.

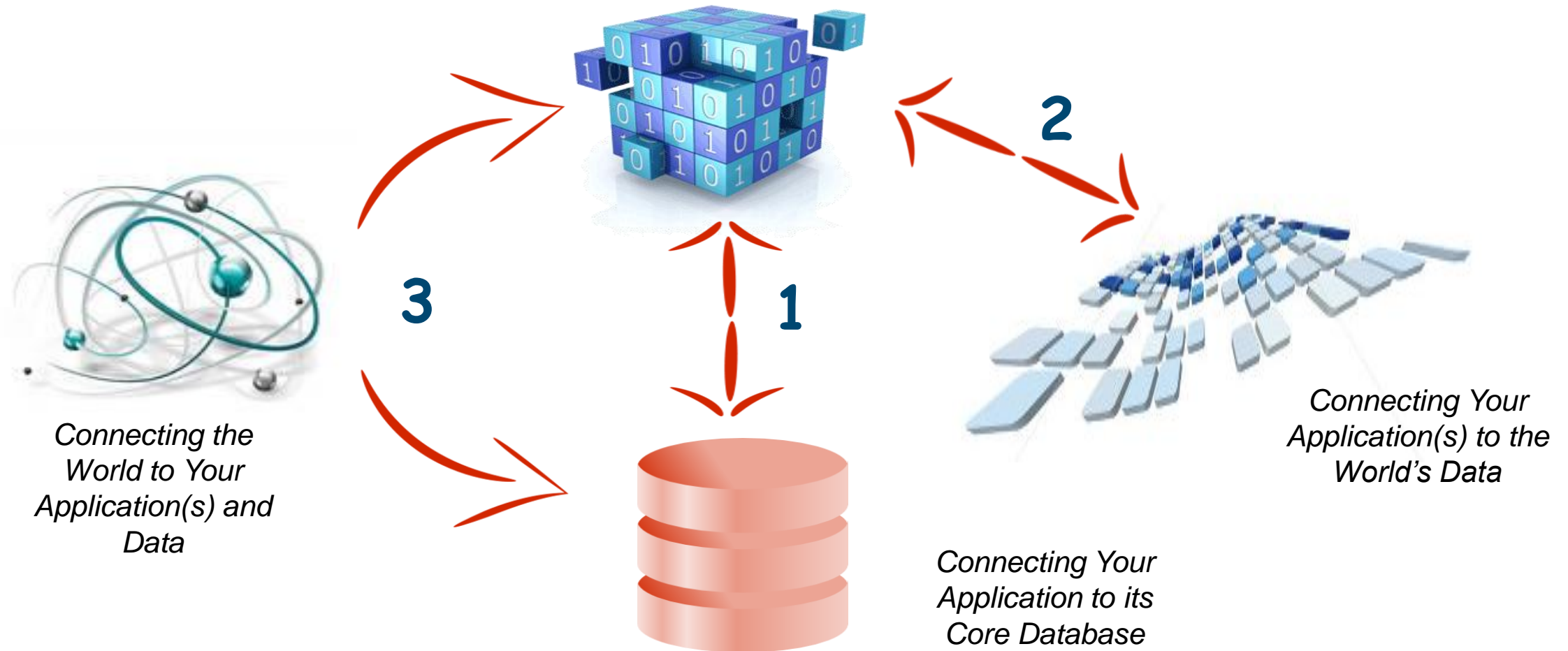
# Who Is Progress DataDirect?



[www.Progress.com/DataDirect](http://www.Progress.com/DataDirect)

# Progress DataDirect Addresses Your Data Access Challenges Across Three Use Cases

Your Application(s) (Enterprise/SaaS/Cloud)





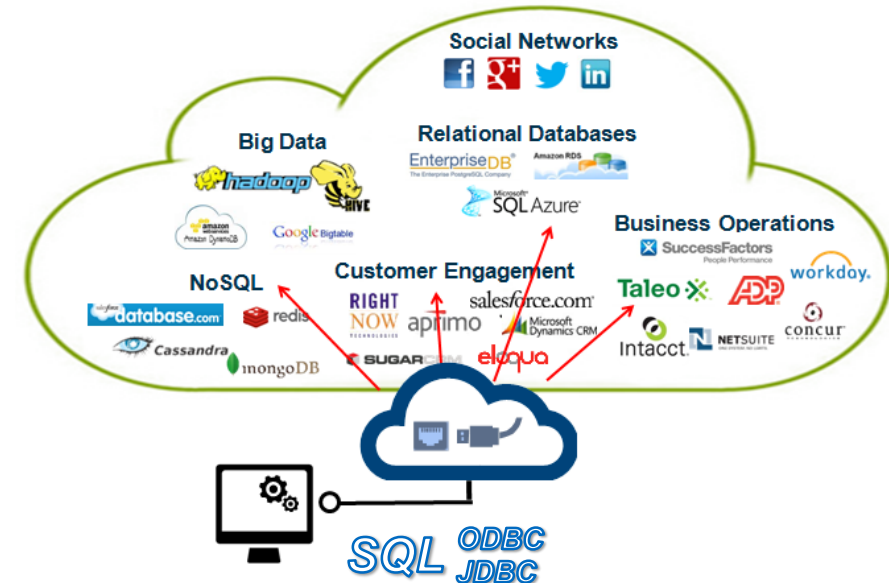
# The Progress DataDirect Solution For High-Performance Data Connectivity

## DataDirect Connect



Data-Driven Applications Accessing Enterprise, Big Data, and Cloud Data with DataDirect Connect

## DataDirect Cloud



Data-Driven Applications Accessing SaaS/Cloud Data with DataDirect Cloud



# Progress DataDirect Connect - Connecting the World's Data

Any Application Any Platform Any Data Source

ISV Applications / Corporate IT Applications

AIX HP-UX Linux Solaris Windows z/OS  
x86-64 Itanium PA-RISC PPC SPARC



CONNECT CLOUD SequeLINK OpenAccess ADO.NET

## SaaS

- Salesforce
- Netsuite
- More...

## Other

- dBase
- Clipper
- FoxPro
- MS Access
- MS Excel
- Lotus Notes
- SQL BASE
- Text
- XML
- More...

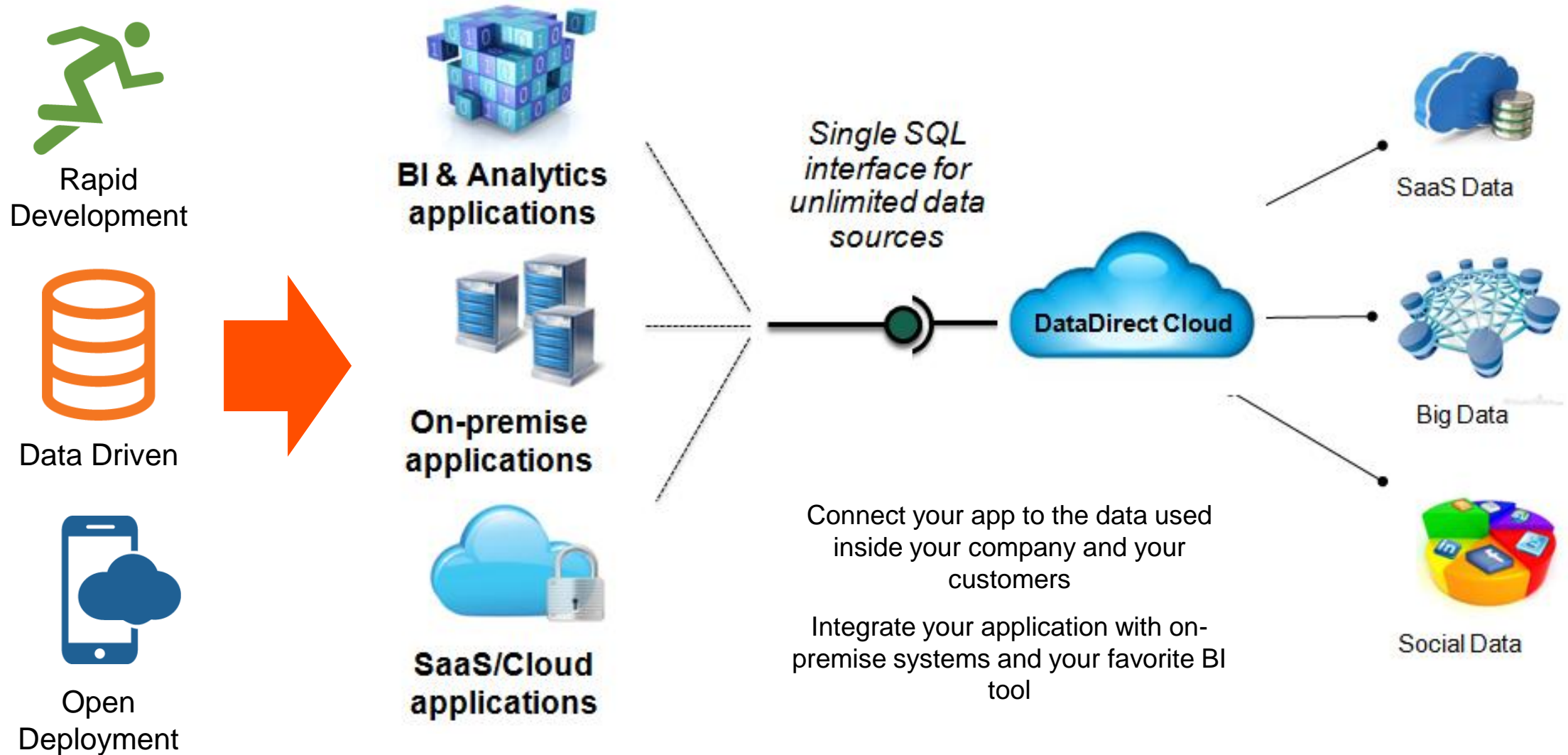
## Relational

- Oracle
- SQL Server
- DB2
- Sybase
- OpenEdge
- MySQL
- Greenplum
- Teradata
- Informix
- PostgreSQL
- More...

## Specialty

- Proprietary Data
- Multi-Dimensional Data
- Business Logic
- Archive Files
- More...

# Progress Pacific (aPaaS): DataDirect Provides the “Data Driven” Differentiator



# The Progress DataDirect Difference

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**Unified SQL access** to data that's easily embeddable into your products and applications

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**Real time secure access** to data eliminating need to create copies which introduces latency

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**Embeddable:** Easily integrate into existing applications – it just works!

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**1:∞ SQL access** to a variety of data sources

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Specialized **high-performance, highly elastic connectivity** to Enterprise and Cloud data

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**Decreased Cost:** Reduction in application development, maintenance and operations spend

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# Used By Top Customers

68 of the top 100 Software Vendors  
98 of the Fortune 100 Companies  
9 of the Top 10 Enterprise Software Vendors



# Agenda

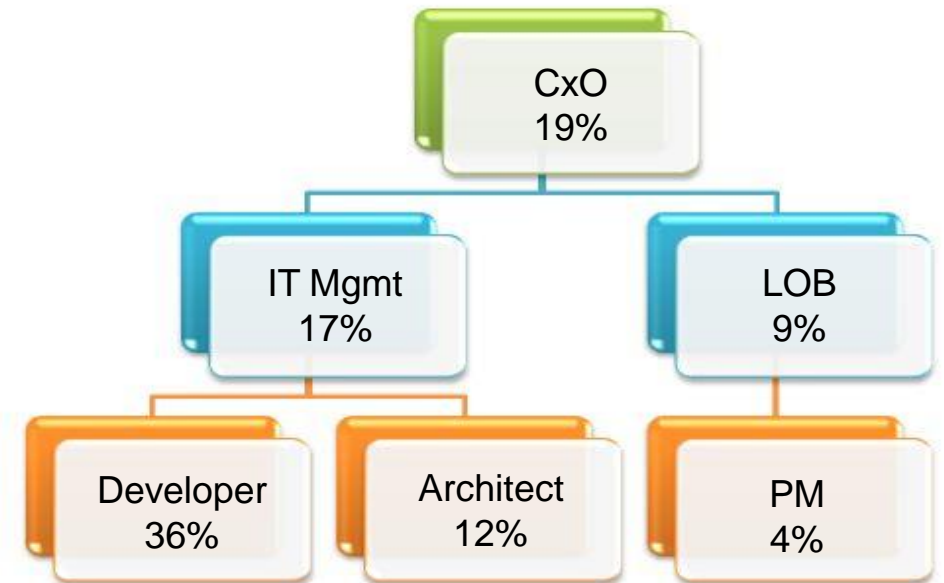
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# The Progress Data Index

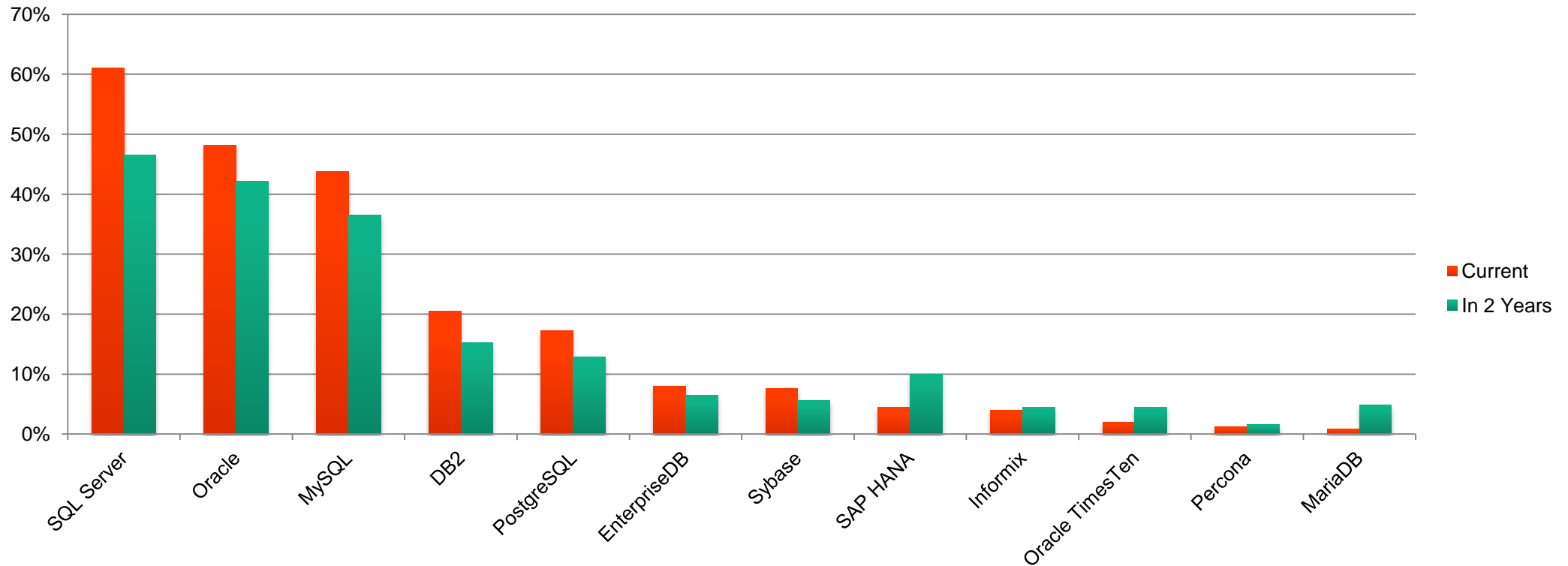
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Annually collect high-confidence survey data from our customer base and target market regarding their current and planned technology usage and associated data connectivity needs.



# Majors Dominate but SAP HANA Growing

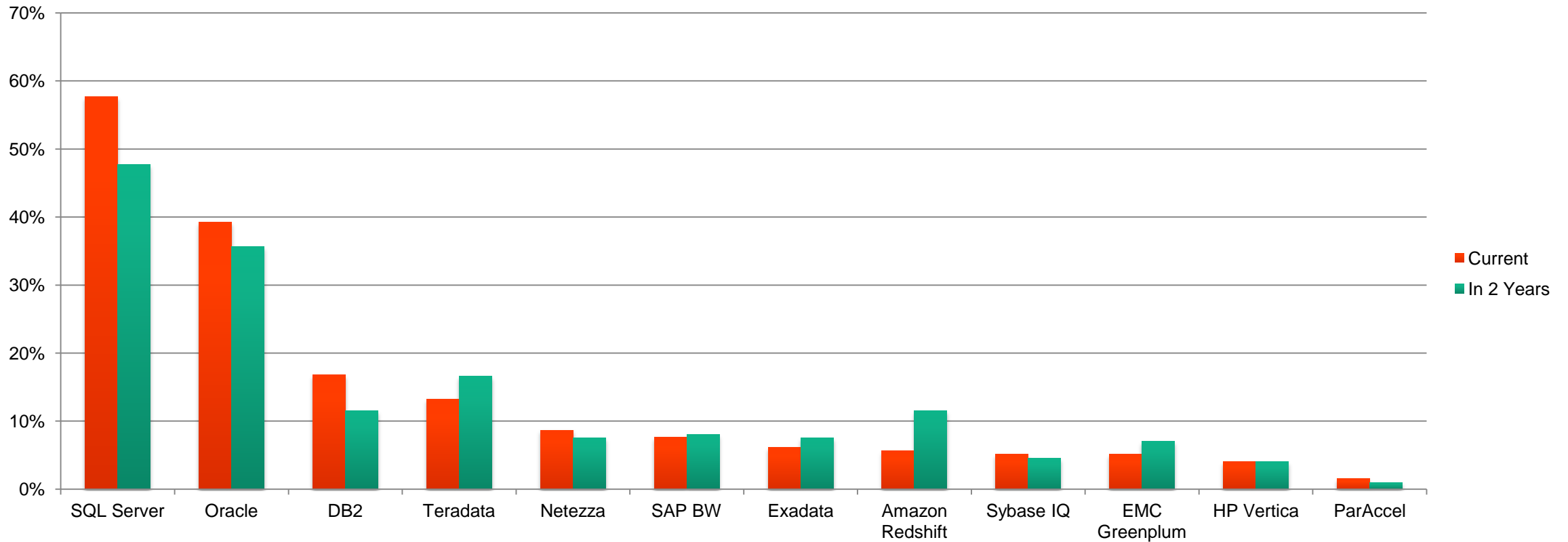
What relational database technologies do you use/support?





# Majors Dominate but Specialists Eroding Their Share

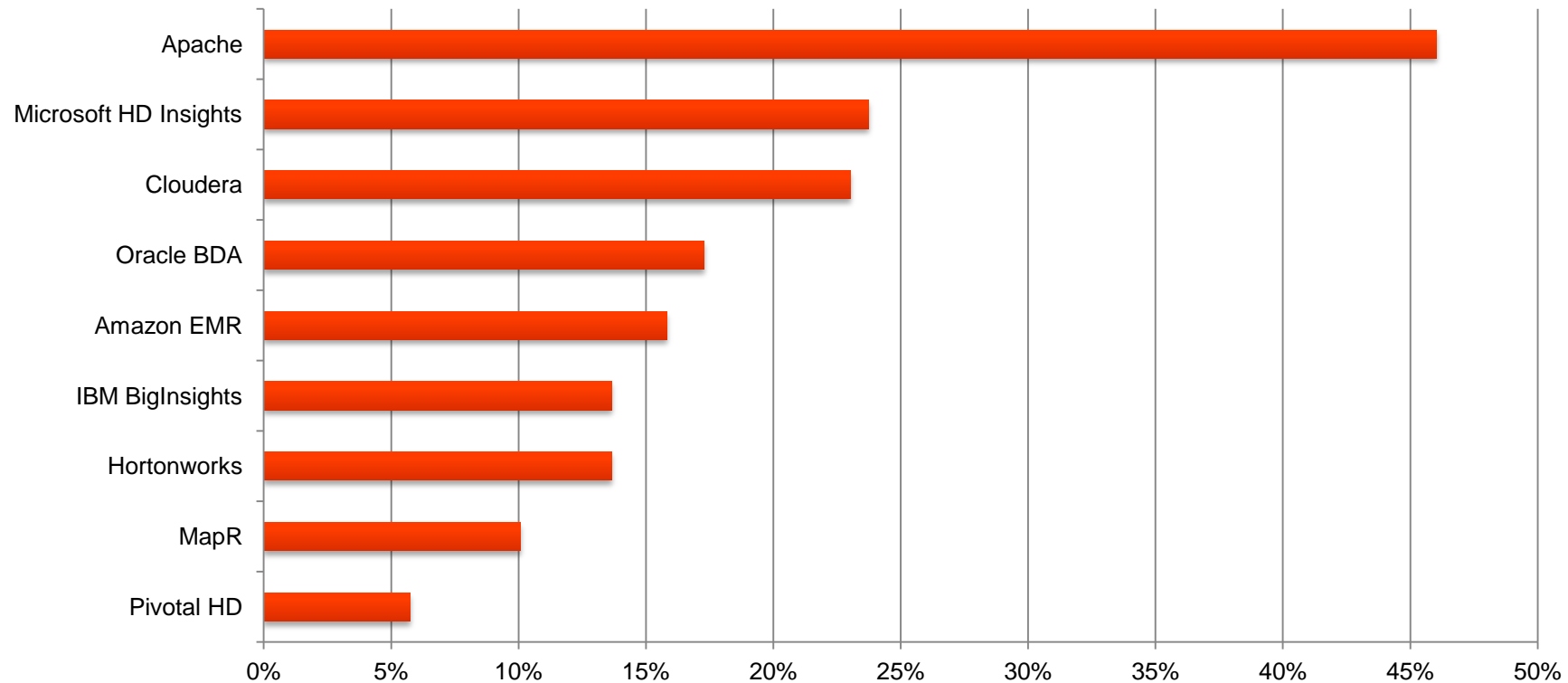
What enterprise data warehousing technologies do you use/support?



# Beyond Apache No Clear 'Winner' in the Hadoop Market

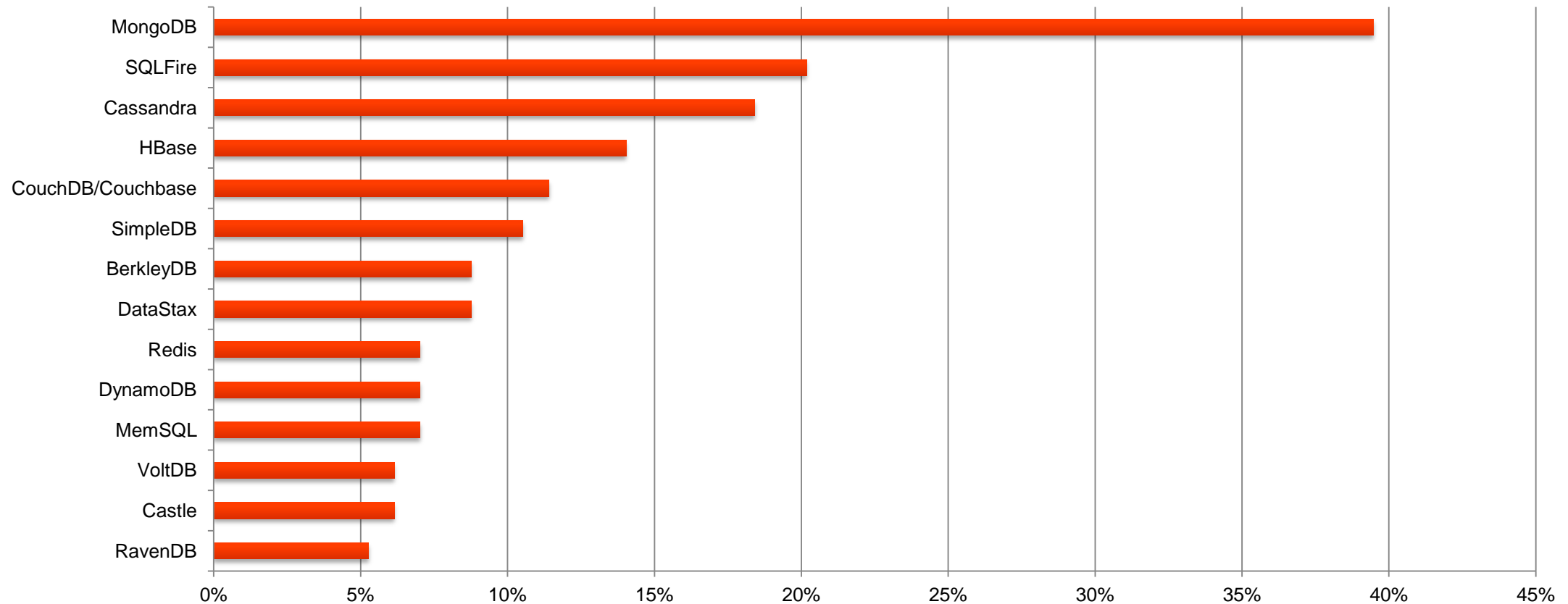
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What Hadoop distributions/providers do you or your customers currently use or plan to use in the next two years?



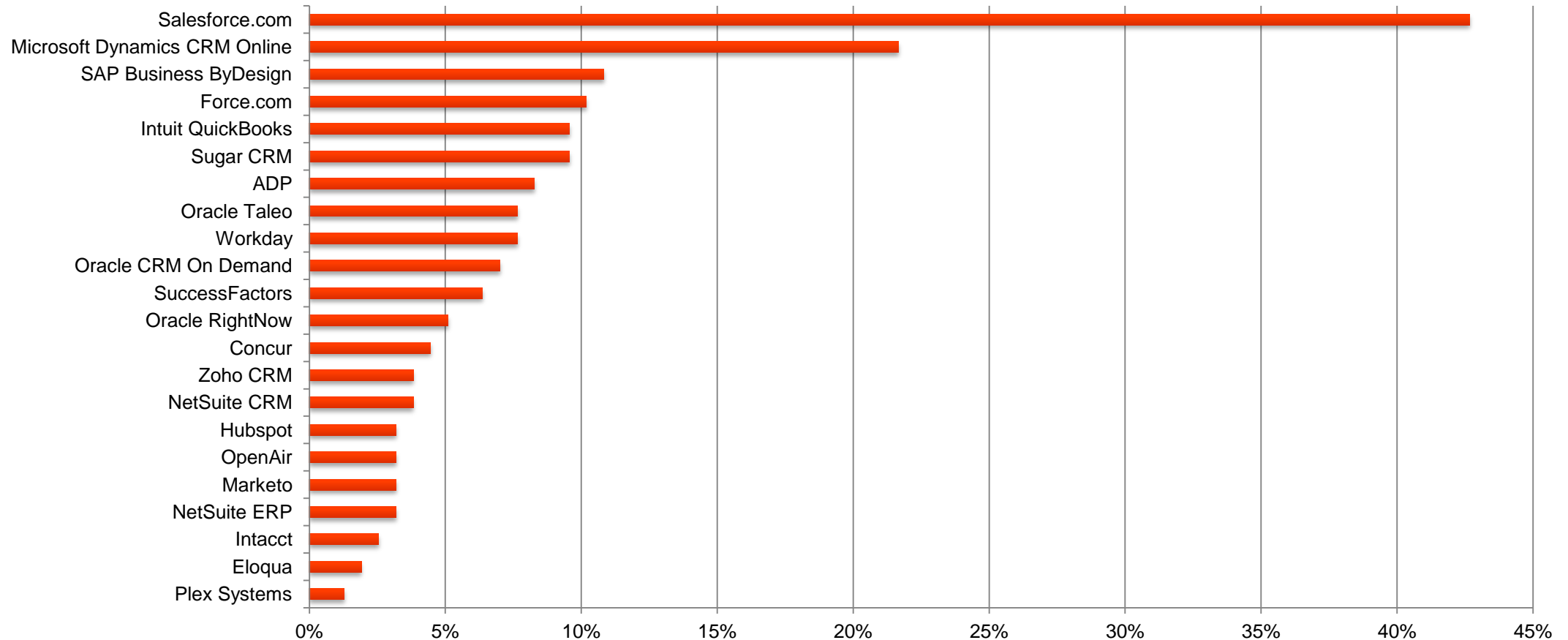
# MongoDB, Cassandra, SQLFire Most Prevalent

Which NoSQL, NewSQL, or non-relational data store technologies do you or your customers currently use or support in your application(s)?



# Salesforce, Microsoft, and SAP Dominate the SaaS Application Market

Which software-as-a-service applications do you or your customers currently use or support in your application(s)?



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# Progress DataDirect Roadmap Themes



## Enable the Promise of Big Data

- Deliver new connectivity products for Big Data – Hadoop, Hive, HBase
- Provide unified standards-based connectivity across Hadoop Distributions and Platforms



## Increase Breadth of Data Sources Support

- New drivers to unlock data trapped in SaaS and cloud applications
- New drivers for standards-based access to non-relational databases



## Expand Enterprise Class Feature Set

- Deepen platform-specific integration in areas such as security and failover notifications
- Grow number of driver specific value added features



## Enhance Partner and End User Experience

- Simplify customer experience and decrease time-to-value
- Branding, installation & packaging



## Maximize Performance, Scalability, and Availability

- Continually improve performance and resource efficiency
- Provide better capabilities for performance tuning and profile management



## Launch and Further Build Out the DataDirect Cloud

- Single driver to many cloud based data sources
- Standards based ODBC and JDBC Connectivity to easily integrate with existing apps

# Progress DataDirect New Sources 2013-2015

## Big Data

Cassandra  
MongoDB  
Redshift  
SAP HANA  
SQLFire  
Couchbase  
Hadoop Platforms –  
Hadapt, Impala,  
Hawq, Stinger

## Customer Relationship Management (CRM)

Salesforce Platform  
Microsoft Dynamics  
SugarCRM  
Eloqua  
Hubspot  
Marketo  
Oracle RightNow

## Back Office

Netsuite  
Workday  
Taleo  
SuccessFactors  
Microsoft Dynamics  
SAP Business By  
Design  
Concur  
Intacct

## Cloud to On-Premise

Oracle  
SQL Server  
DB/2  
PostgreSQL  
MySQL  
OpenEdge  
Rollbase

## Social

LinkedIn  
Facebook  
Twitter  
Google+



# Progress DataDirect Connect ODBC 2013

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## Standards-based connectivity to NoSQL and SaaS sources

- MongoDB
- Cassandra
- RightNow
- Rollbase

## Expanded support for Hadoop Hive

- Cloudera 4.2
- Hortonworks 1.3
- Pivotal 2.0

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## New database certifications

- Oracle 12c
- DB2 10.5 LUW & PureScale
- Informix 12.10
- OpenEdge 11.1 & 11.2
- Sybase IQ 16

## New platform certifications

- RedHat 5.9/6.4

# Progress DataDirect Connect JDBC 2013

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- Oracle 12c
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- Sybase IQ 16

# Progress DataDirect Connect ODBC 2014-15

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## Standards-based connectivity to NoSQL data sources

- Amazon Redshift
- EnterpriseDB
- SAP HANA
- SQLFire
- Couchbase
- DynamoDB

## Standards-based connectivity to Cloud data sources

- MS Dynamics CRM
- Sugar CRM
- Oracle Fusion CRM
- NetSuite

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## Expanded support for Hadoop ecosystem

- Hive Kerberos, SSL, Cancel & Timeout support
- Cloudera Impala insert/update/delete support
- Apache Stinger
- Pivotal HAWQ
- Hadapt

## Performance management

- Performance analyzer to identify tuning options
- Performance profiles
- Salesforce.com performance improvements
- Expand performance leadership

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## Deepen data source platform integration

- Failover and load balancing integration with Oracle, DB2, SQL Server
- Expanded Kerberos support
- Geospatial data type support
- Salesforce.com security improvements
- Salesforce.com CDC

## Other

- MySQL bulk load
- Oracle Enterprise Linux support

# Progress DataDirect Connect JDBC 2014-15

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## Standards-based connectivity to NoSQL data sources

- Amazon Redshift
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## Expanded support for Hadoop ecosystem

- Hive Kerberos, SSL, Cancel & Timeout support
- Cloudera Impala
- Apache Stinger
- Pivotal HAWQ
- Hadapt
- SQOOP batched insert support

## Performance management

- Performance analyzer to identify tuning options
- Performance profiles
- Salesforce.com performance improvements
- Connection pooling performance improvements
- Expand performance leadership

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## Deepen data source platform integration

- Failover and load balancing integration with Oracle, DB2, SQL Server
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- Salesforce.com security improvements
- Salesforce.com CDC

## Other

- JPA, Hibernate, and Spring bindings/profiles
- MySQL bulk load

# Progress DataDirect Connect ADO.NET 2013-2015

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## Next Release

- Oracle and DB2 code and model first EF support
- SQL Server 2012 certification
- DB2 9.8 and 10.1 certification
- Sybase 15.7 certification

## Entity Framework support

- Sybase code and model first support
- DB2 LUW and z/OS EF providers
- EF spatial type support

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## Deepen platform integration

- Extended and select failover support
- Oracle Advanced Security and Wallet support
- LDAP host lookup support
- DB2 bulk protocol support

## Performance

- Improved model generation performance
- Expand performance leadership

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## Other

- Lightswitch HTML5 support
- NHibernate support

# Progress DataDirect OpenAccess Priorities

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## Improved ease-of-use

- Generate interface providers with a wizard
- Support for both REST and SOAP web services
- OpenEdge wizard to quickly create drivers for your applications
- Improved API documentation and samples

## Enhanced SQL support and processing

- Support expressions in INSERT values
- Support table functions in FROM
- 127 digit numeric precision
- Disk-based nested query processing
- Correlated join query performance

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## Increased performance for Big Data sets

- Support massive tables with 2B+ rows
- Batch insert and update interface provider support

## Compatibility with DataDirect Cloud

- Support integrating a cloud data source with DataDirect Cloud
- Sell your connectors in Pacific marketplace
- Run industry leading driver test suites on your providers

# Progress DataDirect Cloud

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## Real-time CRM Access

- Built-in Salesforce.com, Microsoft Dynamics CRM, and Oracle RightNow connectivity

## Real-time Access to Force.com Leading Applications

- Built-in Database.com, ServiceMax, FinancialForce, and VeevaCRM connectivity

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## Easy to Use Web Based Query Development

- Browse schema information
- Create and test SQL statements in web tooling

## Fully Elastic Infrastructure

- Scalability to manage any number of users or quantity of data without downtime

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## Built for Integration into Enterprise Software Suites

- Standards based SQL connectivity with ODBC or JDBC
- Tested with leading BI tools

## On Demand Pricing and Licensing

- Only pay for the data connectivity you consume
- Individual plans



# Progress DataDirect Cloud Priorities

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## Extending the Reach

- On-Premise connectivity to relational, data warehouses, and big data clusters
- New APIs – REST and OData
- OpenAccess custom drivers
- Apex client for Salesforce developers
- Developer best practices for connecting from leading cloud platforms
- Global rollout to new data centers and new language localizations

## New Business Models

- Corporate and Partner Accounts
- White label and embed the DataDirect Cloud service in your application
- Sell connectors and data services through the Pacific marketplace
- Deploy to ANY cloud including private

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## Premium Data Connectivity

- Bulk Protocol
- Transactional databases
- Client and Server Side Caching
- Integrate data from multiple sources

## Easy to Use Web Based Query Development

- Create and store queries to reuse as virtual views
- Support for executing native reports as stored procedures
- Database schema viewer

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## Mobile “Backend as a Service”

- Data management and connectivity for mobile apps
- JavaScript, iOS and Android SDK

## Security and Compliance

- SOC-2, SOC-3 certifications
- Single Sign On
- OAuth

# Progress DataDirect For Today's Data-Driven World

EMBRACE  
**BIG DATA**  
DON'T  
  
DROWN  
IN IT

With Progress DataDirect, you get the right data at the right time *regardless* of data source.

That's **BIG**. That's Progress DataDirect.



Progress | DataDirect.

CONNECT YOUR APPLICATIONS TO THE WORLD'S DATA

**EASILY**  
 connect to your customers' data  
— on-premise or in the cloud

**EFFECTIVELY**  
 reduce development time & maintenance costs  
— quicker time to market, proof-of-concepts & evaluations

**EFFICIENTLY**  
 enable integration with SaaS applications  
— and the multitude of cloud data sources

[www.datadirect.com](http://www.datadirect.com)  
[www.progress.com](http://www.progress.com)



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