

Synametrics Enables AI-Driven, Scalable Connectivity with Progress DataDirect

CASE STUDY



COMPANY
Synametrics

INDUSTRY
Software & Technology

PRODUCT
Progress® DataDirect®

COUNTRY
United States

SUMMARY
Synametrics is the developer behind WinSQL and were eager to provide seamless, high-performance connectivity while reducing complexity for users. After embedding Progress DataDirect ODBC and JDBC, Synametrics reduced support complexity and maintenance costs through standardized connectivity. The organization also introduced AI-powered assistance for natural language querying and SQL generation.

We have been using DataDirect and WinSQL together for the past 10 to 15 years, and the partnership has been strong since day one."

Imran Hussain,
Senior Software
Development Engineer
Synametrics

Challenge

Synametrics Technologies, a software company, observed that many data teams were spending significant time maintaining infrastructure rather than working directly with the data that drives business value. To address this issue, the company set out to streamline how organizations access and use internal data. By focusing on tools that reduce operational overhead, such as WinSQL, Synametrics aimed to enable teams to concentrate on extracting insights and improving outcomes instead of managing the systems behind them.

The organization supports developers and end users worldwide in connecting, managing and analyzing data across multiple databases. Because many customers operate within diverse technology ecosystems, achieving consistent data connectivity often proved difficult. Support demands increased as these environments spanned numerous databases, platforms and both cloud and on premises deployments.

Traditional connectivity methods, including drivers and client libraries, introduced additional complications. These approaches required ongoing maintenance, slowed proof of concept development and delayed customer onboarding.

Recognizing these constraints, Synametrics determined that a new connectivity solution was needed—one that could maintain reliable access to internal data while simplifying the experience for its expanding developer user base.

Solution

Synametrics leveraged a "driver factory model" by embedding Progress® DataDirect Connect® for JDBC and Progress® DataDirect Connect® for ODBC directly into WinSQL. Instead of having to build and maintain connectivity, this approach provides standardized, wire-protocol drivers. In turn, the need for client-side libraries would be removed and it would maintain more consistent connectivity between databases. This enabled a simplified connectivity to a variety of data sources.

"If you want to use an ODBC driver from IBM, it usually requires that you install the Db2 client libraries," said Imran Hussain, Senior Software Development Engineer, Synametrics. "When using DataDirect, that middle layer is not there."

While this proved to be beneficial, it wasn't the only step in this solution.

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Imran Hussain,
Senior Software Development Engineer, Synametrics

Delivering More Seamless Connectivity to Customers

Synametrics also introduced AI-powered assistance for natural language querying, SQL generation and schema analysis. The use of AI with WinSQL has created more ways for customers to extract value from their data, including:

- Enable users to interact with databases with AI-powered assistance more easily
- Support heterogeneous queries, cross-database data movement and automation from an intuitive interface
- Meeting privacy and compliance requirements by offering more flexible on-premises or cloud deployments

Results

Synametrics has delivered consistent data connectivity as much as they've been a consistent user of DataDirect software. For over a decade, Synametrics has combined DataDirect connectivity solutions with WinSQL to deliver strong return of investment for its users. Customers have been able to connect to their internal databases with minimal hassle with help from the AI-powered functionalities. And it helped the company fulfill their goal of making data connectivity invisible.

“When our customers use WinSQL, the drivers they need to connect to databases come with it,” Hussain said. “The combination of Synametrics solutions and DataDirect connectivity has worked extremely well for our users.”

The industry is moving toward simpler and more unified approaches to data connectivity. Organizations are accelerating time to value through faster onboarding, frictionless setup and reduced support complexity, which comes from standardizing how users connect to data. Productivity has improved for both technical and non technical users because access is provided with a “batteries included” model that removes the need to manage drivers or client libraries. At the same time, teams are better positioned to expand into additional data sources such as cloud platforms, SaaS applications and REST based systems, creating a foundation for broader and more flexible data operations

What's next for Synametrics? Along with broadening their connectivity coverage to support modern application architectures with the DataDirect solution, the organization wants to move forward with AI adoption. They are seeking to expand intelligent query assistance, improve automation and support cloud and local LLMs.

About Company

Synametrics Technologies is a privately held company based in Monroe, New Jersey providing solutions for the developer community since 1997. Based on the success of our initial product offerings such as WinSQL, Xears, SynaMan and Syncrify, they continue to create and hone innovative products that help their customers get more from their computer applications, databases and infrastructure. To learn more about Synametrics, visit <https://web.synametrics.com/Home.htm>



Discover more efficient data connectivity solutions with **Progress DataDirect.**

About Progress Software

Progress Software (Nasdaq: PRGS) empowers organizations to achieve transformational success in the face of disruptive change. Our software enables our customers to develop, deploy and manage responsible AI-powered applications and personalized digital experiences with agility and ease. Businesses of all sizes get a trusted provider in Progress, with the products, expertise and vision they need to turn AI disruption into a competitive advantage. Millions of developers and technologists at hundreds of thousands of organizations depend on Progress every day. Learn more at www.progress.com

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