

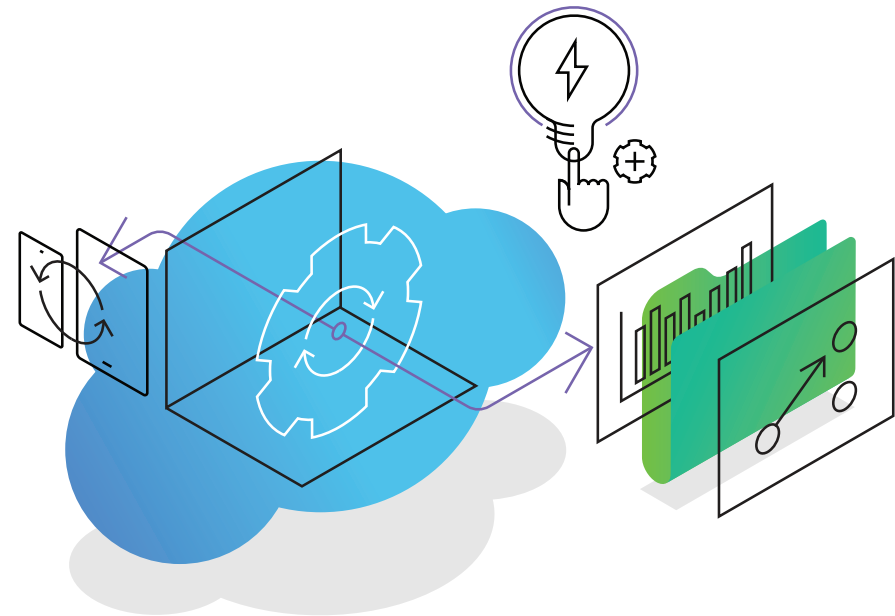


THE UNTOLD STORY OF DATA

Powering The World's Data

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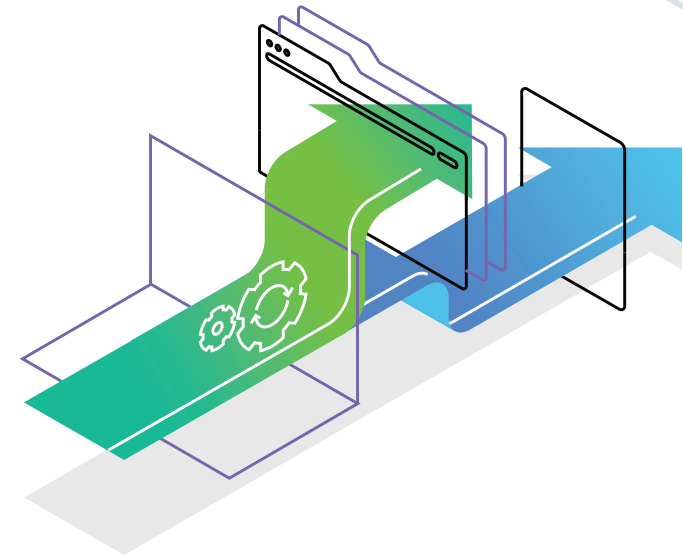
Introduction: Data Connectivity for High-Performance Business

If you're alive on the planet, you're dealing with data—whether it's the Fitbit on your wrist or your email application at work. In a matter of decades, we've evolved from the mainframe to today's hyper-connected world with its continuous avalanche of data—transforming the way we work and live.

In business, you must keep up with real-time expectations in this new world. And be able to fully tap into the tremendous opportunities available in the convergence of big data, relational, and cloud sources.

To move faster, you need easy access to your data, with business intelligence at your fingertips. Consistently deliver an amazing customer experience. And provide peak performance across your organization.

Data connectivity—The power behind your data



The challenge is to effectively manage the volume, variety and velocity of data.

Connecting Your Data Anywhere, Anytime, On Any Device

Data matters now more than ever.

As a recognized industry leader, we provide the most comprehensive, standards-based data connectivity solutions available today.

Whether you are in the cloud, on premise behind the firewall, or both, our patented technology gives easy, real-time integration with your enterprise applications to virtually any data source, using any API, from any device.

Progress® DataDirect® simply and quickly connects you to all your big data, as well as data on premise and in the cloud.



Got data?

Then you've got surprising new connectivity challenges you can't afford to ignore.



NetSuite

Netsuite Chooses Progress DataDirect for Breadth of Connectivity

NetSuite needed to provide customers of their hosted software with data connectivity from their applications to other applications in customers' businesses.

NetSuite chose Progress® DataDirect® OpenAccess™ SDK for application data connectivity—demanded by existing customers and by the market at large for data connectivity supporting an extensive breadth of standards and implementations.

“DataDirect OpenAccess provided us with pretty simple programming of 13-to-18 methods...That translated to a quick learning curve and fast product development.”

NetSuite developer

“The DataDirect support is great... Response time was frequently a matter of minutes.”

Development PM

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Sungard

Sungard Gets Broad Connectivity with Progress DataDirect

Sungard, one of the world's leading software and IT services companies, needed to give customers the choice of database and hardware platform for their latest flagship product.

Progress® DataDirect® for ADO.NET was their choice, the only solution offering 100% managed ADO.NET connectivity to multiple and nonSQL Server databases.

As a result, Sungard gained multiple benefits, including:

- Expanded market presence for new product
- Cost-effective adoption—without prohibitive overhaul of hardware platforms
- Development staff free to focus on customers rather than database connectivity issues

“Not having to write, maintain, and optimize data connectivity lets us focus on city and county governments and how they operate.”

Don Bates
Director of Product Management, SunGard

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UZ Leuven

UZ Leuven Delivers Data Across 200 Applications with Progress DataDirect

UZ Leuven hospitals needed to migrate 200 applications with no disruption in delivering medical care. This urgency caused their team to seek a proven industry solution rather than trying to develop migration tools in-house.

UZ Leuven chose Progress® DataDirect® OpenAccess™ to achieve fast, efficient complex data migration from multiple sources. In addition, Progress DataDirect enabled seamless data sharing across the company's 200 applications and multiple facilities while helping to build a foundation for continued growth in patient capacity, productivity, and quality of care.

"For us the Progress solution was a perfect fit at the right moment. Progress DataDirect OpenAccess makes an almost impossible transition not only possible, but also simple and easy to control."

Reinoud Reynders
Senior IT Manager, Infrastructure and Operation,
UZ Leuven

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Leading The Way In Better Performance

When your business needs anywhere, anytime access to your data, you need a proven architecture that lets you control the complexity. One that integrates all your data with simplicity, flexibility and speed. And gives you the performance boost you need for success.

Our patented “wire protocol” technology is built into every solution, connecting you directly with your data instead of client libraries. This direct connection to your data source gives you the fastest, most scalable application performance available.

As the trusted industry leader, our focus continues to be on providing standards-based and secure data connectivity to traditional on-premise or cloud-based systems, without complex firewall configuration hassles—all while offering the database and version interoperability you need. To help you harness the power of big data, we continue to innovate—delivering powerful connectivity for high-volume and transactional systems.

Whether it's Apache Hadoop, MongoDB, Cassandra or another modern data source, your enterprise stands ready to meet the challenges in today's data-driven world.

Progress DataDirect connectivity consistently outperforms the competition.



Progress DataDirect drivers are typically twice as fast as the competition—without impacting system performance.



Toyota

Toyota Saves \$100K In 24 Hours With Our Connectivity

Toyota needed to simplify deployment of Hyperion business intelligence applications to enable company managers to analyze data from all of their systems across the enterprise.

The company chose Progress® DataDirect® for ODBC for its out-of-the-box data connectivity to all major databases.

Introducing this relatively simple infrastructure change saved Toyota \$100,000 in 24 hours.

This enabled the IT staff at Toyota Motor Sales to deploy more analytical applications to more managers across more systems without worrying about data connectivity.

In addition, easy access to SQL Server data from Solaris and HP-UX applications allowed a complex infrastructure to blend together seamlessly.

“Imagine the project team's surprise when we quickly created connectivity during the meeting and had a rough draft of the completed requirement in their hand when they left. The business was able to reallocate the roughly \$100K earmarked for the project in a win-win for all.”

Mike Burkes
Manager of data access within the Enterprise Data Management group, Toyota Motor Sales

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Vertex

Corporate Finance Company Relies on Our High-Performance Connectivity

With more than 30 years of experience, Vertex Inc., is the leading provider of enterprise corporate tax solutions and process management services worldwide.

Vertex needed to devote development personnel to the company's core competency rather than having them address complex data connectivity requirements.

Vertex chose Progress® DataDirect® for ODBC and was then able to free its development personnel to focus on revenue-producing projects.

"We were really attracted to the wire protocol design," says Hart.
"We knew we were going to get as fast or faster performance than the ODBC connectivity models provided by the database vendors."

John Hart
Enterprise Software Architect

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UK Export Credits Guarantee Department

UK Export Finance Gets 50% Faster Batch Processing

UK Export Credits Guarantee Department needed to consolidate systems without increasing batch processing time.

Oracle's native ODBC drivers lacked the performance to process overnight batch files within the acceptable timeframe.

The company chose Progress DataDirect for ODBC. Now, batch processing occurs overnight without impacting daily business operations—and runs 50% faster.

Out of the box, Progress DataDirect for ODBC cut ECGD batch system run times by 50 percent.

When the DataDirect drivers were installed we were able to achieve the timescale we were looking for.”

Linda Woods
IT Director UK Export Credits Guarantee
Department

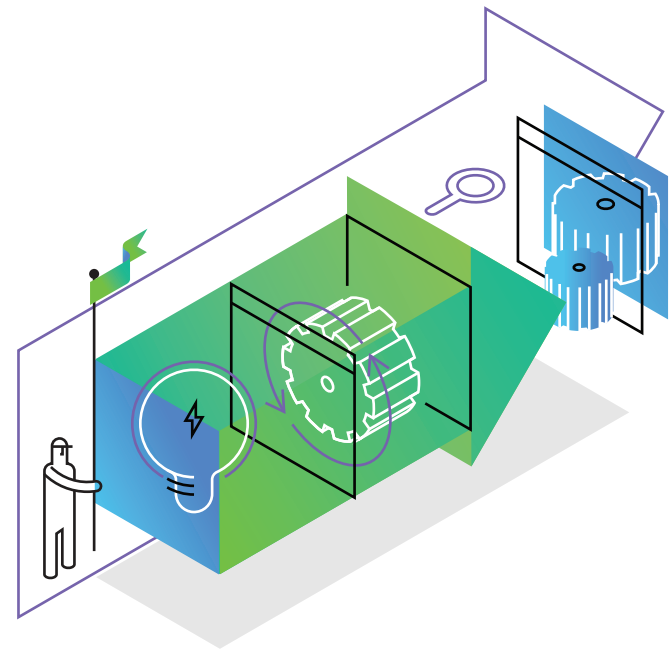
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Making Data Work for Your Customers

As the world's leader in data integration, we keep you continually connected to your heritage systems as well as the world of big data. Our robust language, platform and architecture support empowers you to easily access the large volume, sources and types coming at you fast and furious from your big data sources. At the same time, we connect you to traditional data sources, with the extreme scalability and efficiency you need.

This combination of high-speed connectivity lets you quickly access and integrate all your data, so you can then cleanse, blend and prepare it for better business intelligence and faster, actionable insights.

Whatever industry and whether large or small, our decades of leadership in the data integration space can help you get the performance, insights and intelligence your business needs to go to the next level.



VoltDB

VoltDB Enables 50% Faster Time to Market with Progress DataDirect

VoltDB's in-memory database customers required the ability to visualize and access data through standard analytics and business intelligence (BI) solutions such as Tableau and MicroStrategy.

To enable that connectivity, VoltDB developed a new ODBC driver using the Progress® DataDirect® OpenAccess™ SDK, the industry's leading custom driver development kit.

The built-in performance Progress DataDirect, VoltDB was able to reduce time to market by 50% versus other solutions, developing a prototype in one month and releasing the new driver in just three months.

"We evaluated several offerings, including Simba Technologies, but we chose Progress DataDirect OpenAccess because of DataDirect's leadership and demonstrated success within the market, and because I was confident in Progress's engineering team and appreciated the level of access I would have to that group throughout the development and implementation."

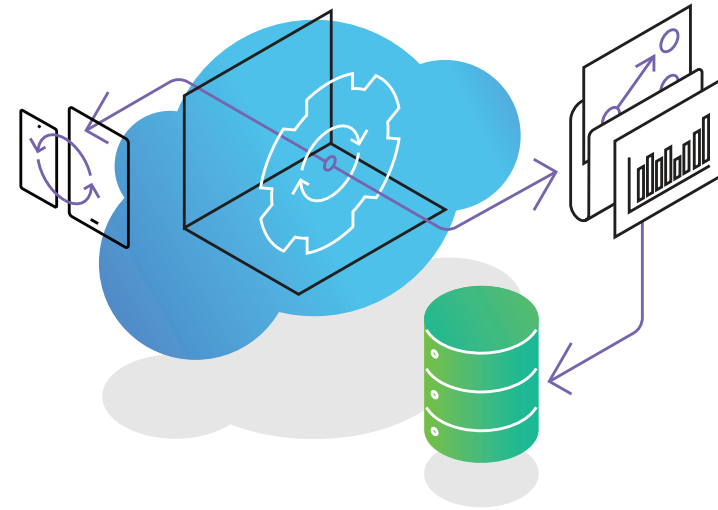
John Piekos
Vice President of Engineering, VoltDB

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Summary: Taking Your Customers from Good to Great

In today's data-driven world, data on demand is going to make the difference between mediocrity and top performance in business.

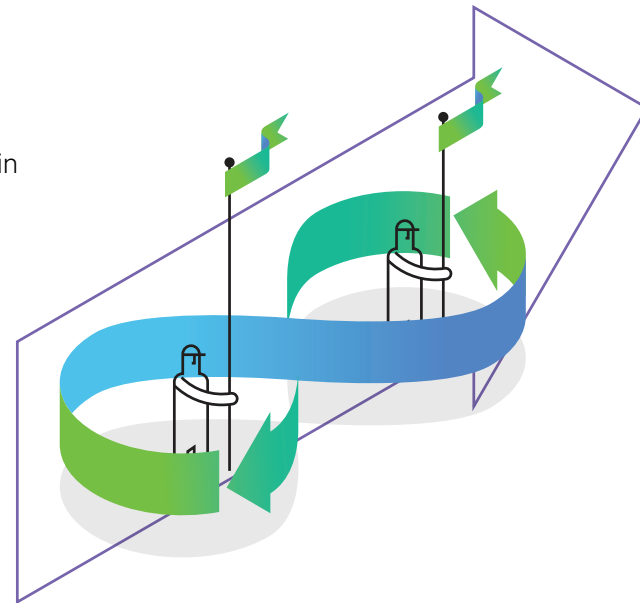
As the industry leader in simple, reliable, high performance enterprise connectivity, Progress DataDirect lets you leverage all your data essential to your success.



Did You Know?

Progress DataDirect has:

- 10,000+ enterprises in 160+ countries, including 96 in the Fortune 100
- 350+ partners that embed DataDirect technologies
- 2000+ applications have been built by ISVs using DataDirect technologies
- Every day people around the world use applications built on DataDirect technologies
- 25+ years in the making; co-founders of ODBC and JDBC; the undisputed leader in the premium data access market



About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premise and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

Continue The Conversation:

1-800-876-3101




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