

> WHY ISVs EMBED

Maximize Revenue and Increase Customer Satisfaction

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EXECUTIVE SUMMARY

For client organizations, Independent Software Vendors (ISVs) build advanced business applications. Across a wide range of industries—healthcare, financial services, logistics, hospitality, and retail, to name a few—customer organizations depend on ISV functionality for mission-critical business logic that powers daily operations. However, business logic is only part of the equation.

ISVs must also seamlessly connect application logic to an array of enterprise databases. To accomplish this, some ISVs rely on proprietary drivers provided by the larger database vendors such as IBM, Oracle and Microsoft, to name a few. Or they attempt to build data access functionality in-house.

Unfortunately, these approaches often lead to architectural rigidity, lagging product development cycles, a lack of responsiveness to customer demands as well as less-than-optimal application performance, which negatively impacts their core value proposition.

To deliver real business value to client organizations, ISVs must provide responsive, agile data connectivity that ensures dramatic performance improvements over the proprietary data access solutions offered by database manufacturers or home-baked code. In doing so, they quickly:

- > Provide an out-of-the-box solution to your customers
- > Reduce complexity while delivering a more comprehensive solution
- > Decrease application development cycles and costs
- > Reduce IT maintenance and support costs
- > Enhance application performance and reliability for customers
- > Increase customer satisfaction and loyalty
- > Expand product revenue and profitability
- > Enhance competitive advantage and market share

ISV organizations accomplish these goals by embedding industry-best Progress® DataDirect® drivers and data providers within their own solutions. In doing so, ISVs respond more quickly to changing market and customer

business demands. They build and deploy more marketable, more competitive solutions that ensure customer satisfaction and expand market presence.

ISV CONNECTIVITY CHALLENGES

ISVs developing transactional business applications must determine how to most cost-effectively and efficiently connect functionality to underlying databases. Database vendors such as Microsoft, Oracle, IBM and others provide ISVs with proprietary drivers to connect applications to the underlying database, and, for many ISVs, the lure of “free connectivity” is quite strong.

For other ISVs, open source code provides another path to perceived costs savings, encouraging an approach reliant on in-house development expertise. In a perfect world, either solution would serve ISV needs as well as the needs of their customers. However, for most ISV solutions, this perfect world seldom materializes, and ISVs invariably must confront significant IT challenges.

PROGRESS® DATADIRECT CONNECT®

ISVs that embed Progress DataDirect Connect drivers leverage Progress DataDirect expertise to dramatically reduce cost and risk so they can focus on innovation and competitive advantage.

ISVs experience immediate and substantial benefits from using Progress DataDirect to connect applications to underlying databases. Benefits include reduced development cost, reduced complexity and risk, reduced support and maintenance burden, and improved customer experience.

- > Progress® DataDirect Connect® for ODBC wire protocol drivers deliver the fastest, most scalable application performance. They support all major databases and platforms, including Oracle, DB2, SQL Server, Sybase, MySQL, PostgreSQL, Teradata, and more. In addition to Windows, DataDirect 32 bit and 64 bit ODBC drivers are available for UNIX and Linux.
- > Progress® DataDirect Connect® for JDBC™ Type 5 drivers solve the limitations of Type 4 drivers, delivering the fastest, most scalable Java application performance. The proven DataDirect line of

Traditional ISV Data Connectivity Challenges

- > *ISVs typically must maintain multiple versions of drivers from each vendor to support the array of databases present within the customer base.*
- > *Database vendor and open source freeware employ simplistic functional capabilities that offer little to no configuration options.*
- > *ISVs applications that leverage freeware data access solutions often suffer from performance degradation while lacking both scalability and reliability.*
- > *Database vendor and open source solutions do not provide ISV customers with a strong level of technical support, resulting in less-than-optimal deployments.*

JDBC drivers supports all major databases and includes advanced enterprise functionality such as application failover, bulk load, SSL data encryption, and operating system authentication via Kerberos.

- > Progress® DataDirect Connect™ for ADO.NET 100% managed code data providers eliminate the need for database clients, which boosts .NET application performance and delivers a flexible, secure connection to all major databases, including Oracle, DB2, Sybase, and Microsoft SQL Server.

BENEFIT—REDUCED ARCHITECTURAL COMPLEXITY

Application integration requirements have created significant complexity for both end users and vendors of enterprise software. When ISVs employ database vendor solutions, they typically must select between multiple versions of drivers from each vendor.

Moreover, the more relationships ISVs maintain with database vendors, the greater the number of application-to-database connections they must support. In effect, ISVs with multiple data access strategies and the resultant array of code paths end up spending expensive cycles to recode, test and re-qualify their applications, which increases costs and lower revenue. And they usually must repeat that process multiple times in order to run an application on multiple databases.

In contrast, Progress DataDirect Connect provides comprehensive database and platform coverage from one vendor, making it easy and cost-effective to support multiple databases and database versions. ISV partners leverage Connect to reduce the amount of complexity and risk they have to manage around multiple drivers and vendor relationships, focusing instead on innovation in their core application functionality. As a result, ISVs more quickly expand their market opportunity by increasing the number of database and operating environments on which their applications run.

For example, one Progress DataDirect ISV partner supports 12 different operating systems and 8 different databases. With multiple developers supporting drivers for different operating systems and databases,

“If today you’re using Oracle and tomorrow you switch to Microsoft, you can just reconfigure it; you don’t need to install a new driver.”

simply having visibility into version control and upgrade cycles became a significant challenge.

The partner chose to move to Progress DataDirect Connect to ensure consistent database connectivity across different operating systems and platforms and to reduce the risk that, in such a complex and dynamic environment, an unmonitored change or problem might impact application performance for customers.

BENEFIT—REDUCED DEVELOPMENT COSTS

With an ever-changing laundry list of industry and customer demands, ISV product managers must decide how to allocate limited resources to deliver applications to the market. More resources invested in testing and bug fixing mean less spent on innovation and competitive differentiation. When ISV applications employ disparate data access solutions to connect customers to mission-critical data sources, the opportunities for failure quickly multiply, and development costs, in turn, get out of hand.

With Progress DataDirect Connect, ISVs dramatically reduce the amount of time and resources devoted to application-database connectivity planning, coding, testing, and certification. Ease of use and flexible deployment capabilities eliminate custom coding requirements.

Codeless configuration and high-performance tuning options enable developers to deploy more agile connectivity solutions that minimize development and deployment troubleshooting. With Progress DataDirect Connect, ISVs control the amount of data returned across the network on single round trips from the database server without making application code changes. Also, Progress DataDirect Connect provides advanced database interoperability features such as SQL up-leveling to greatly simplify the task of supporting other databases in parallel.

By using Progress DataDirect Connect for “write once, run anywhere” data connectivity, ISVs reuse solutions across multiple projects, smoothly and quickly complete trials and proofs-of-concept (POCs) and easily support new data sources and/or operating systems. They therefore reduce IT operational costs by shortening development and quality assurance cycles and get to market faster. In effect, ISV product managers devote resources to other priorities.

The potential reduced development cost from Progress DataDirect Connect adoption depends on the size of the ISV and number of databases supported; most ISVs can expect to redeploy at least one full developer resource. One ISV partner, for example, redeployed one developer at an annual savings of \$120,000, while another ISV partner redeployed three developers for a total annual savings of \$300,000.

BENEFIT—REDUCED MAINTENANCE BURDEN

When leveraging disparate point-to-point data connectivity solutions, ISVs must, on an ongoing tactical basis, maintain multiple drivers and stay up-to-date on any maintenance required for those drivers. On a strategic basis, ISVs must plan for both the database vendor's product upgrade cycle and their own application upgrade cycle to determine which version of which driver to choose, test, and certify at each upgrade point.

Beyond initial coding, testing, and certification, DataDirect enables ISVs to substantially reduce the amount of time and effort needed to support their applications on an ongoing basis. Because Progress DataDirect Connect is a single-source data connectivity solution, ISV developers effectively streamline the support and maintenance process.

Progress DataDirect is also making a continued investment in enhancing the Connect product suite, so ISVs can leverage that investment to continue to deliver upgrades to customers without incurring the costs of new driver development themselves. And with Progress DataDirect Connect, ISVs reduce total cost of ownership through superior, award-winning technical support. Because they can dramatically reduce their own support needs with Progress DataDirect data connectivity, ISV partners can, in turn, provide exceptional support to customers.

"There is a huge advantage with Progress DataDirect. There were too many moving pieces before, and every time we installed the connectivity software and we had to configure it, we would make mistakes, and we would have a poorly configured environment or a non-working one. This is a big win."

BENEFIT—SUBSTANTIAL PERFORMANCE GAINS

Drivers supplied by database vendors as well as home-grown data connectivity solutions pose significant hurdles when it comes to complexity and cost. However, perhaps the most critical concern is the impact these freeware solutions have on application performance. ISVs develop and deploy

business-critical applications for customer organizations. When performance suffers for whatever reason, customers feel the impact.

Whether the issue is slow or inconsistent performance or, in worse case scenarios, application failure and downtime, user productivity suffers, and customer operational costs increase, as does the potential for lost revenue opportunities. In the end, ISV business will suffer as customers defect to alternative solutions.

When compared to alternative driver technologies, Progress DataDirect Connect delivers superior performance regardless of database and/or operating system environment. Progress DataDirect benchmark testing compares the capacity and efficiency of Connect with alternative drivers by isolating and testing several key variables: throughput, CPU efficiency and memory usage.

- > **Superior Throughput**—Progress DataDirect throughput is unmatched, on average processing 20-500% more work in a given time period. For example, in a test that simulates a monthly report in which many records are fetched, the DataDirect driver is up to 1450% faster. And in most tests DataDirect driver throughput stays high and even increases as more users are added.
- > **Greater CPU Efficiency**—Progress DataDirect drivers use considerably fewer CPU cycles to deliver superior throughput than competing drivers—in many cases, for greater than 150% more CPU-efficiency.
- > **Smaller Memory Footprint**—Progress DataDirect drivers use significantly less memory while doing more work than performance-limiting Type 4 drivers—in some cases saving over 400% in memory.

For ISV organizations, these levels of performance gains translate directly into customer satisfaction and loyalty. In addition to outright performance gains, Progress DataDirect Connect drivers provide ISV partners with even more tools to optimize application performance.

Progress DataDirect incorporates robust application failover in its Connect drivers to automatically and transparently redirect requests to an alternate database server if the primary server is unavailable because of

“Progress DataDirect’s breadth of support for both database and operating system platforms is extremely comprehensive, and their innovations in technology have made the relationship a highly successful one.”

a hardware failure or traffic overload. This feature guarantees application reliability and data integrity and reduces customer support requirements.

Regarding bulk data loading, Progress DataDirect Connect offers ISV partners the fastest performance of bulk load into a relational database from external data files. In addition, ISV customers get a dramatic performance boost for applications doing standard parameter array binding and batch execution.

When it comes to advanced features such as application failover, bulk load, statement pooling, and load balancing, Progress DataDirect Connect drivers offers push-button functionality. In other words, the drivers add, configure, or tune advanced functions without requiring any modification to application code, regardless of environment or data access model. As a result, ISV developers have the ability to constantly tune the drivers to optimize application performance for customers.

Also, Progress DataDirect incorporates a wide array of industry-standard security features into Connect drivers including Secure Socket Layer (SSL) data encryption and operating system (OS) authentication via Kerberos. These capabilities allow ISV developers to seamlessly add database access into customer security strategies without compromising performance.

Once again, for ISV customers, superior (and reliable) application performance is a key business operations component. Therefore, for ISVs themselves, performance is a key revenue driver as it is directly tied to customer satisfaction and loyalty. With Progress DataDirect Connect, ISVs can focus their time and resources instead on building and deploying new functionality and increasing revenue within their customer base.

SUPERIOR DATA ACCESS = ISV REVENUE GROWTH AND CUSTOMER LOYALTY

In today's competitive and risk-averse IT environment, ISVs must focus their efforts on delivering innovation and core functionality to stay ahead of competitors. In short, they do not have the luxury of building and maintaining a highly complex data access architecture supported by multiple point-to-point solutions. However, unreliable or poor performing data access is an Achilles's heel of application performance, so ISVs must deliver on data connectivity to their end customers.

When it comes to the ISV marketplace, Progress DataDirect is the clear data connectivity industry leader: over 350 ISV organizations rely on Progress DataDirect Connect for the most demanding production environments. Standardizing on data connectivity enables ISVs to deliver more predictable, less complex, and easier-to-maintain applications to their end customers, driving greater customer satisfaction.

In other words, Progress DataDirect's investment in data connectivity innovation and market leadership enables ISVs to reduce the cost, risk, and complexity of delivering and supporting applications for customers, allowing them to instead focus their efforts where they can be most effective: in driving value and business innovation through their core applications.



PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur. Our goal is to enable our customers to capitalize on new opportunities, drive greater efficiencies, and reduce risk. Progress offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and management—all supporting on-premises and SaaS/cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership.

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Rev. 5/11 | 6525-132449