

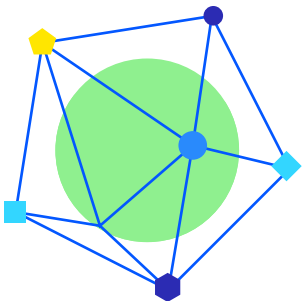
What Are Progress DataDirect Connectivity Solutions?

Simplifying Data Connectivity
Across Modern Enterprises

Data is essential to every application; however, accessing it across cloud and on-premises systems can be slow and difficult to scale.

As organizations rely on platforms such as Salesforce, Azure and SQL Server, data connectivity can become a bottleneck, delaying analytics, limiting visibility and increasing development costs.

Progress® DataDirect® connectivity solutions address this challenge by providing high-performance, standards-based data connectivity, helping organizations reduce integration complexity and improve data accuracy.



The Challenge of Data Connectivity

Despite these advantages, many organizations still struggle with fragmented data environments, inconsistent access and increasing security demands.

Modern enterprises operate in complex ecosystems that often include:

- Cloud platforms, such as Salesforce and Azure
- Relational databases, such as SQL Server, Oracle and IBM Db2
- REST APIs and SaaS applications
- Legacy systems and on-premises applications
- Proprietary or nonrelational data sources

Because these systems operate independently, data is frequently siloed across multiple environments, making it difficult for applications and teams to access consistent, real-time information. Organizations may experience delays in analytics, limited visibility across systems and a higher risk of error in reporting and decision-making.

As enterprises face the challenge of connecting and managing data across hybrid and multi-cloud environments, supporting secure authentication, encryption, governance and compliance across distributed systems adds even more operational complexity to already taxed systems.

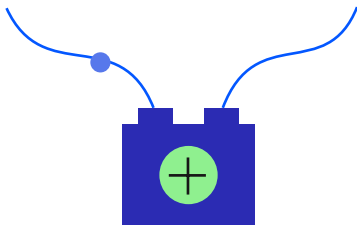
Traditional integration approaches rely heavily on custom development, requiring teams to build and maintain separate connectors for each data source and API. This results in fragile integrations that are difficult to scale and support, slowing development lifecycles and increasing maintenance overhead.

Organizations also grapple with:

- Exposing and sharing data across cloud and on-premises environments
- Accessing REST-based data using standard SQL and business intelligence (BI) tools
- Integrating proprietary or legacy data sources with modern applications
- Maintaining centralized governance and consistent security policies
- Delivering scalable, high-performance connectivity for analytics and operational workloads

Without a modern and standardized approach to connectivity, organizations face higher operational costs and increased security risks, in addition to ongoing challenges in maintaining accurate, trusted data.

Luckily, solutions like the Progress® DataDirect® Hybrid Data Pipeline™ (HDP), Autonomous REST Connector (ARC) and Progress® DataDirect® OpenAccess™ help address these challenges by enabling secure and scalable data connectivity across diverse enterprise environments.



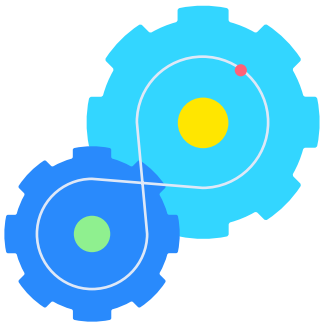
What Are DataDirect Connectors?

DataDirect connectors are a portfolio of enterprise-grade data connectivity solutions that enable applications to securely access, integrate and manage data across diverse data sources and platforms in which they reside.

Organizations today rely on data stored across cloud applications, relational databases, REST APIs, legacy systems and proprietary platforms. DataDirect connectivity helps simplify this through a universal connectivity layer across these environments by providing reliable, high-performance access through industry-standard interfaces including ODBC, JDBC and ADO.NET.

Key capabilities of the DataDirect portfolio of connectors include:

- High-performance and reliable data connectivity
- Secure access across cloud, on-premises deployments and hybrid environments
- Seamless connectivity to relational databases, SaaS applications, REST APIs and proprietary data sources
- Reduced reliance on complex custom integrations and manual connector development
- Enterprise-grade security, governance and compliance support
- 24x7 global support and long-term product supportability



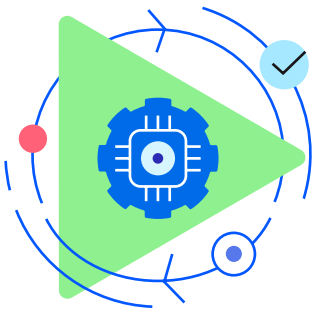
By standardizing how applications connect to data, connectors help to improve interoperability and simplify integration projects.

DataDirect connectors are designed to address a wide range of enterprise connectivity and integration challenges, with:

- **ODBC and JDBC Drivers:** Provide high-performance, standards-based connectivity for applications across a wide range of databases and data sources, and are optimized for enterprise workloads to deliver consistent, reliable and scalable data access across environments.
- **HDP:** Enables secure, governed and high-performance data access across cloud, hybrid and multi-cloud environments, without requiring direct database exposure. They help organizations centralize data access, enforce security policies and simplify connectivity for modern applications and analytics platforms.
- **OpenAccess SDK:** Allows software vendors and enterprises to build custom SQL-based connectivity interfaces for proprietary, legacy or non-relational data sources and makes complex data accessible through standard SQL, enabling integration with BI and other reporting tools.
- **ARC:** Simplifies REST API integration by converting REST-based data sources into SQL-accessible endpoints and enables developers and analysts to access REST data using familiar SQL tools and applications, without the need to write custom API integration code.
- **ADO.NET Providers:** Deliver high-performance connectivity for .NET applications, enabling secure and reliable access to a wide range of data sources using familiar Microsoft data access frameworks. This facilitates consistency, performance and ease of integration within .NET environments.

In addition to connectivity and integration, DataDirect solutions emphasize enterprise-grade security through advanced encryption, authentication and compliance capabilities that help organizations securely manage data access across distributed environments.

With high-performance connectivity, broad platform support and around-the-clock expert support, DataDirect connectivity solutions help reduce integration complexity, boost operational efficiency and maximize the value of an organization's data assets.



Why Choose Progress DataDirect Solutions?

Unlike native or open-source drivers that often require custom configuration, ongoing maintenance and inconsistent performance, DataDirect connectivity solutions deliver a standardized and production-ready approach to data connectivity. The drivers are fully supported, rigorously tested and optimized for enterprise environments, reducing the risk of failures and unexpected behavior in critical workloads.

[DataDirect solutions](#) also provide consistent functionality across a wide range of data sources, eliminating the need to manage multiple vendor-specific integrations. Standardized connection strings, SQL statements and error messages further reduce the need for maintaining separate code branches to support discrete data sources.

By abstracting vendor-specific differences, DataDirect connectors enable developers to write once and deploy across multiple databases, without the need to rework logic or manage inconsistencies in syntax and behavior. This not only accelerates development cycles but also simplifies testing, debugging and ongoing maintenance, resulting in more resilient applications and lower long-term operational costs.

They are also designed for performance and reliability at scale, with built-in optimizations that minimize latency and improve throughput. This enables applications to access and process data efficiently, even as data volumes and complexity grow.

The result is a more predictable, secure and scalable foundation for data connectivity that facilitates faster completion times without incurring technical debt.

How DataDirect Solutions Work

DataDirect solutions simply act as a translation layer between applications and data sources. Applications issue requests using standard interfaces such as ODBC, JDBC and ADO.NET, and DataDirect drivers translate those requests into the native protocols required by each system. This removes the need for custom integration logic while producing consistent behavior across environments.



Seamless Data Access

Applications can connect to multiple data sources using a single, consistent interface, eliminating differences between systems and reducing development complexity.

Real-Time Data Integration

Data is accessed directly from the source without delays or batch processing, enabling up-to-date analytics and operational insights.

Centralized Data Management

Organizations can efficiently move and consolidate data into warehouses, lakes or analytics platforms without building custom pipelines.

By abstracting the complexity of data integration, DataDirect connectivity solutions empower developer and IT teams to focus on delivering applications and insights instead of maintaining connection logic.

Key Capabilities

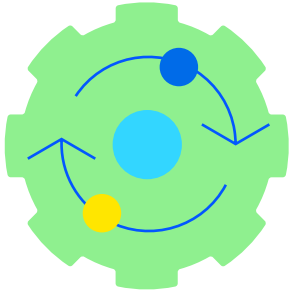
High-Performance Connectivity

DataDirect drivers are engineered with advanced optimizations, such as efficient query processing, bulk data handling and minimized network round trips. These capabilities enable faster data retrieval, even in high-volume or latency-sensitive environments.

As a result, applications experience consistent, reliable performance without requiring custom tuning or reconfiguration, allowing teams to support real-time use cases and high-demand workloads with confidence.

Broad Data Source Support

DataDirect drivers provide connectivity across a wide range of systems and big data environments, including relational databases and cloud platforms such as Salesforce and Azure. By supporting industry-standard interfaces like ODBC, JDBC and ADO.NET, they enable applications to connect to diverse sources using a consistent approach. This eliminates the need for multiple vendor-specific drivers or custom-built integrations, simplifying the architecture and accelerating the onboarding of new data sources.



Enterprise-Grade Security

DataDirect drivers facilitate secure data access through built-in encryption and industry-compliant authentication methods. Data is protected in transit, and centralized driver management helps enforce security configurations consistently across environments. This reduces risk while maintaining seamless and reliable access to sensitive data.

Scalable Integration

DataDirect solutions are designed to scale alongside growing data volumes and expanding system complexity. A standardized and universal connectivity layer allows you to add new data sources or applications without redesigning integrations. And as architectures evolve into hybrid and multi-cloud environments, DataDirect solutions evolve with them, meaning you can future-ready your data strategy while minimizing operational overhead.

Common Use Cases

Organizations across industries rely on DataDirect connectivity solutions to solve real-world data connectivity challenges. Here are some common use cases:

Connect Cloud CRM to Core Systems

A sales team uses Salesforce while customer and order data resides in an SQL Server or Oracle database. DataDirect connectors enable real-time connectivity between these systems, so customer records stay synchronized without manual data transferring. This empowers sales and operations teams to work from a single, accurate view of the customer, improving forecasting and customer experiences.

Consolidate Data for Warehousing and Analytics

An organization needs to bring together data from multiple systems including cloud applications and legacy platforms into a centralized warehouse. DataDirect solutions offer a consistent way to connect to each source and stream data efficiently, reducing the complexity of building and maintaining custom pipelines. As a result, data teams can deliver reliable datasets faster for analytics and machine learning initiatives.

Power BI and Reporting Tools

BI tools require fast and reliable access to multiple data sources. With DataDirect connectors, these tools can query data across systems using standard interfaces, leading to reports and dashboards that are populated with accurate, up-to-date information that help teams make faster, more informed, data-driven decisions, without worrying about data latency or integrity issues.

Enable Access to REST-Based Enterprise Data

Modern enterprises increasingly rely on REST APIs to expose data from SaaS applications and cloud platforms. However, integrating REST data with traditional SQL-based analytics and BI tools often requires custom API development, often leading to additional complexity for IT and development teams.

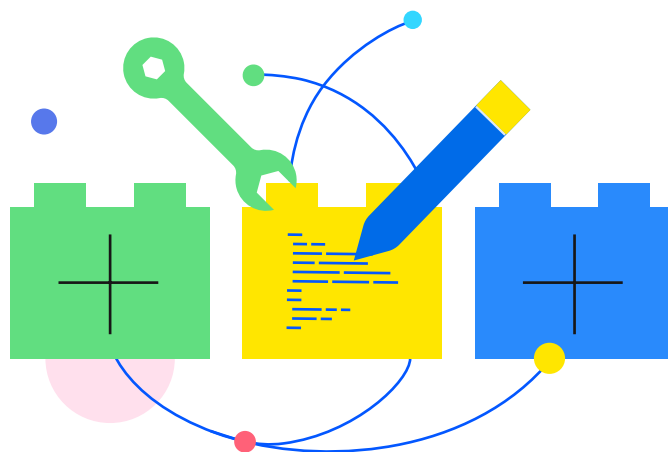
DataDirect ARC addresses this challenge by enabling instant SQL access over REST APIs. By converting REST-based data sources into SQL-accessible endpoints, ARC allows developers, analysts and applications to work with REST data using familiar SQL queries and standard connectivity tools. This eases integration across cloud and SaaS environments while improving access to real-time operational data.

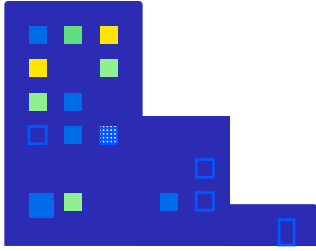
As organizations continue to adopt API-driven architectures, secure and scalable access to REST-based data is becoming increasingly important for analytics, automation, AI applications and business decision-making. ARC helps organizations accelerate these initiatives while reducing the time and effort required to build and maintain custom integrations.

Enable Secure Data Exchange with External Partners

Organizations often need to share data with external partners or regulatory agencies while maintaining strict security controls. DataDirect solutions support secure, encrypted connections that protect sensitive data during transfer. Standardized connectivity also simplifies how external systems integrate with internal environments, reducing risk while helping to meet compliance mandates and perform efficient data exchange across organizational boundaries.

These scenarios demonstrate how DataDirect connectivity solutions support consistent, secure and efficient data access across a wide range of business and technical environments.





Business Benefits

- **Reduced Complexity:** Eliminates the need for custom-built integrations
- **Faster Time to Value:** Accelerates implementation of data connectivity solutions
- **Improved Data Accuracy:** Provides consistent and reliable data across systems
- **Operational Efficiency:** Minimizes manual processes and reduces troubleshooting efforts
- **Enhanced Scalability:** Supports evolving data ecosystems

Connect Data Faster. Scale with Confidence.

As organizations expand across cloud and on-premises environments, data connectivity is a critical foundation for application performance and business operations. And the lack of a consistent and reliable approach can slow development cycles and limit the effectiveness of analytics initiatives.

Progress DataDirect solutions address these challenges by providing a standardized, universal and high-performance connectivity layer across systems, helping organizations reduce integration complexity, improve data reliability and support real-time access to critical information.



Learn more or ready to get started now?
Try DataDirect connectivity solutions today for free.

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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