

What ISVs Don't Have to Do When They Buy DataDirect

Getting data for your application, cloud or platform is our specialty at Progress® DataDirect®. We are the world leader in independent, standards-based data connectivity, with 350+ leading ISVs distributing our technology. Partnering with DataDirect enables you to focus on your core business, while we focus on data connectivity.

Who Embeds DataDirect?

- **Application Vendors**

Connect to any data using a single API across Relational, Data Warehouses, Cloud, SaaS, Big Data and NoSQL

- **Cloud Application Vendors**

Deploy a complete data access layer within your cloud to access data either on-premises securely behind a firewall, or in other clouds

- **Data Source Vendors**

Deliver open analytics and connectivity to your database, application or cloud with leading industry standards across ODBC, JDBC, ADO, NET and OData

Support for the Proliferation of APIs & DBs

Data connectivity has been disrupted by the proliferation of new data stores and applications. As an Independent Software Vendor, you must determine how to approach the current market landscape where more data than ever before exists across sources in the Cloud, Big Data, SaaS, Relational, custom sources, or application data.

Do your customers expect your application to connect to a wide range of data sources? What if you have an application that is based on a SQL interface but you need to integrate with NoSQL data? ISVs partner with DataDirect to deliver standards-based connectors to the most popular, highest value data stores in the market today, including DB2, SQL Server, Oracle, MongoDB, Hive, Salesforce and many others. You can deliver a complete solution out-of-the box to your customers by embedding DataDirect connectors.

Support for an Open Analytics Strategy

Visual analytics is an essential component for enterprise BI strategies, which has driven demand for full integration of business applications with a variety of enterprise data visualization tools such as Tableau, Power BI, Qlik, Domo, Jaspersoft, Sisense, etc. This has led many ISVs to discover the challenges in building their own connectors — Do you pick ODBC or JDBC? How about OData? Do you need to create and ship a Tableau Data Source Customization (.TDC) file? Will your customers be satisfied with batch extracts or will they demand live access using DirectQuery for Power BI? What about Data Discovery for Qlik?

This build-your-own-connectors strategy is neither economical nor scalable, with each enhancement request taking up time that could be better spent in your core functionality. To avoid this, many organizations are partnering with DataDirect to deliver [universal BI connectors](#) that work reliably across many popular tools to accelerate their journey toward open analytics.

Speed Go-to-Market with Standard APIs and One Code Base

For software vendors, it's crucial to keep up with the rapid increase in new sources demanded by users. DataDirect's certified connectors speed time to market with a standards-based implementation in which functionality is standardized and supported across data stores. We support a wide range of database versions with a single driver using our unique wire protocol architecture. This lightweight architecture slims profile of these connectors, making them easier to deploy, configure and maintain, and prevent version control conflicts between drivers, clients and data stores.

Applications can use connection options such as connection pooling, bulk load and security features via our codeless configuration, without requiring code changes. In addition, our SQL up-leveling adds support for features not natively supported by some databases.

Our customers have told us that their developers are generally twice as productive writing a single codebase against our suite of drivers.

Security in a World of Data Breaches

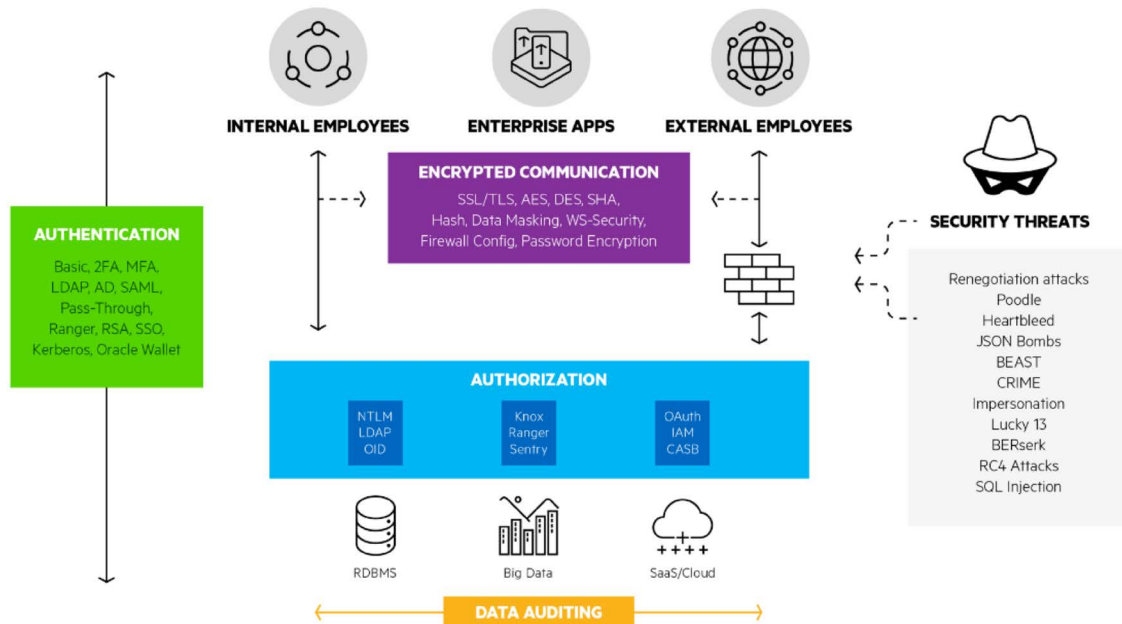
In the wake of increasingly frequent data breaches and strict governance policies, enterprise security has become paramount when accessing data. As organizations continue to invest in Business Intelligence, Big Data, IoT and Cloud, IT teams are introducing complex security mechanisms to authorize and encrypt access to data.

DataDirect connectivity delivers robust security and authentication implementations, including Kerberos, Active Directory and Proxy Authentication, SSL/TLS encryption and IPv6 support to provide a secure environment for business-critical data. In addition, integration is handled smoothly with external security implementations such as Oracle Wallet, Knox, Ranger, Sentry, LDAP and more.

With DataDirect connectivity, data is protected at rest and in motion. Our published [Security Vulnerability Response Policy](#) details how we address issues in a timely manner across all databases- including SaaS, Big Data and Relational sources. Focus on your core strengths and leverage DataDirect's decades of experience in implementing and testing data security.

- Service Organization Control (SOC 2) certified
- FIPS 140-2 compliant
- FedRAMP compliant

Secure code from a single, trusted vendor is consistently cited as a top benefit of partnership with DataDirect.



Advanced Features

DataDirect drivers are full-featured for enterprise use cases, with advanced features such as Load Balancing, Bulk Load and Connection Failover for high availability—all critical features for enterprise applications. Our up-leveling and emulation capabilities smooth out differences in features not natively supported by some databases. Supportability is built into our drivers with tracing, logging and troubleshooting tools

Enterprise-class Features:

- Load Balancing
- Full SQL support
- Bulk Load
- Connection pooling and Statement pooling
- High Available and Failover features
- Robust data types support
- Internationalization and Localization

Day One Support

[DataDirect's support and maintenance policy](#) delivers Day One Support for disruptive technologies with frequent release cycles such as Salesforce, Hadoop Hive, Spark SQL, MongoDB and more. With this strategy - the first of its kind for any data connectivity provider - DataDirect on-premises ODBC and JDBC drivers will support any new versions of supported data sources on the day of their release.

Data storage is constantly innovating, no matter what new data distribution or interface you are using. This policy means that you can address any issues or questions immediately, so you can accelerate initiatives, monetize disruptive sources and respond more quickly to business needs and competitive threats.

Software vendors struggle to access data across all customer environments because it's impossible to continuously certify and manage the typically hundreds of data components and versions that change monthly. With DataDirect Day One Support, those organizations get “Big Data Insurance” with a dedicated technology partner in Progress to ensure all their customers are successful with Big Data projects.

Support for Many Platforms and Versions

DataDirect typically supports far more operating system and data store versions than their vendors do. For example, DataDirect currently offers REST support for the current and four prior IBM DB2 z/OS versions whereas IBM currently offers support for the current and one back versions. While a vendor may support a particular version for only a few years, DataDirect has supported specific versions for as many as 14 years.

While it's understandable that vendors want to move users to the most current version, we understand that upgrades can be expensive and time-consuming. Rather than push you to change your data store or operating system version, we strive to deliver cutting-edge technology over as many versions as possible.

Security Vulnerability Response Policy

To implement the stringent security required by our partners, Progress has developed and published a response policy for security incidents.

Upon identification of any security vulnerability that would impact Hybrid Data Pipeline, Progress will exercise commercially reasonable efforts to address the vulnerability in accordance with the following guidelines:

Priority*	Time Guideline	Version(s)
High Risk (CVSS 8+ or industry equivalent)	30 days	Active (i.e. latest shipping version) and all Supported versions
Medium Risk (CVSS 5-to-8 or industry equivalent)	180 days	Active (i.e. latest shipping version)
Low Risk (CVSS 0-to-5 or industry equivalent)	Next major release or best effort	Active (i.e. latest shipping version)

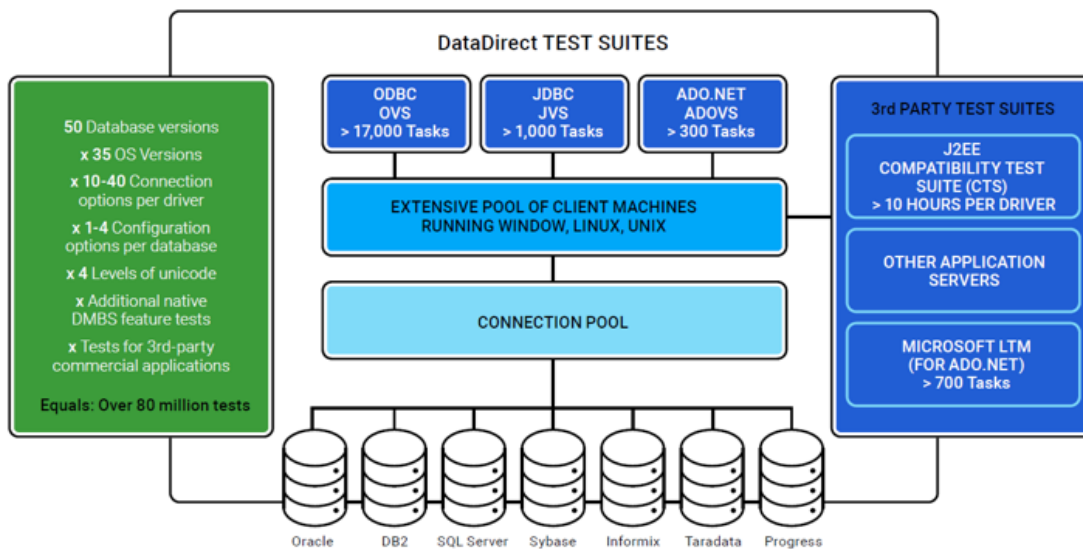
* Priority is established based on the current version of the Common Vulnerability Scoring System (CVSS), an open industry standard for assessing the severity of computer system security vulnerabilities. For additional information on this scoring system, refer to <https://en.wikipedia.org/wiki/CVSS>.

QA and Performance Testing

It's important to keep in mind that a quick and dirty build to "check a box" that you've got a connector isn't going to satisfy your users. When customers use that connector, they expect it to work with full application functionality. It's important to make sure that connectors deliver a good user experience, because nobody is going to be happy with a driver that is slow or lacking in functionality.

With every new database version release, connectivity must be tested and updated to account for changes to the database. Each new data source, version and code change requires testing to ensure backwards compatibility and stability for your users.

Our connectors are rigorously tested under production conditions using industry compliance testing and third-party tools such as VeraCode and Prefast. In addition we use in-house proprietary testing suites that have evolved over 25 years to include millions of test cases for every modern connectivity scenario, including enterprise Client-Server, On-Premises, Cloud, Big Data, NoSQL and Hybrid models.



In addition to robust feature verification, DataDirect also tests for performance in our dedicated performance lab. An estimated 75% of transaction time in a well-tuned application is spent in the data access layer, disk I/O and network communication. Connectivity is a critical performance pathway for data and applications. DataDirect prioritizes efficient use of resources in memory usage and CPU cycles by optimizing for CPU efficiency, throughput and memory usage to deliver faster applications that require fewer data center resources.

Firewall Friendly Connectivity

For cloud applications that access on-premises data, DataDirect's secure hybrid data gateway reaches data behind any firewall without complex network configurations such as SSH tunnels, reverse proxies or VPNs. Hybrid Data Pipeline, the industry's only vendor-agnostic data gateway, delivers real-time connectivity to the latest Big Data, Relational and NoSQL data sources. Our gateway can be hosted in your cloud, on-premises or in your DMZ, with several deployment options for data access that's seamless to your customers. Best of all, data access is entirely secure and your customers do not need to open any ports in their firewall.

Progress DataDirect's [on-premises data gateway enabled BOARD](#), a software application that organizations around the world use for Business Intelligence (BI) and Corporate Performance Management (CPM), to access customer data from behind multiple firewalls without having to change the customers' networks. This technology allowed BOARD to seamlessly migrate their customers to the cloud version.

Tech Support

DataDirect's worldwide 24x7 team delivers award-winning support whenever you need it. Our support isn't just limited to email support, or an online form. And we don't work only during Pacific Standard Time, or other artificial restrictions. We're a worldwide business, and we support our partners 24x7.

Plus, DataDirect Support participates in a worldwide collaborative support organization. If multiple vendors are involved in your support issue, we can work together to help you.

With Progress
DataDirect,
MicroStrategy can now
support a remarkable
434 different platform/
database/driver
configurations.

[Learn more](#)



“Progress DataDirect was essential for positioning our solution in the cloud. Not resolving the connectivity issue would have been a show stopper.”

Pietro Ferrari, Chief Technology Officer, BOARD's

Summary

While it can be tempting to consider DIY or inexpensive solutions for connectivity, this strategy is neither economical nor scalable. The time spent learning each new application, then building and maintaining each new connector, draws attention away from your core competencies. To avoid this resource drain, many organizations partner with Progress DataDirect to deliver certified data connectors.

Rather than narrowing the scope and capability of your tools, re-imagine your applications with unlimited connectivity. DataDirect drivers are full-featured for enterprise use cases, with advanced features such as Load Balancing, Bulk Load and Connection Failover for high availability—all critical features for enterprise applications.

DataDirect has more than 30 years of leadership in data connectivity, and more than 10,000 organizations use DataDirect connectors, including 350+ ISVs and 96 of the Fortune 100 companies. Contact us today for more information on how we can help you solve the data integration dilemma.



Learn more

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, award-winning machine learning that enables cognitive capabilities to be a part of any application, the flexibility of a serverless cloud to deploy modern apps, business rules, web content management, plus leading data connectivity technology. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications. Learn about Progress at www.progress.com or +1-800-477-6473.

© 2018 Progress Software Corporation and/or its subsidiaries or affiliates. All rights reserved.

Rev 2018/02 | RITM0018846

