



TOP 10 REASONS YOU NEED HIGH-PERFORMANCE DATA CONNECTIVITY

With DataDirect connectivity solutions, you get:

1. **Highly Scalable and Flexible Data Connectivity**

Our drivers improve the response time, throughput, and scalability of any application with less hardware, which matters in a resource limited or hosted environment.

2. **Highest Performance Possible— Up to 500% Improvement**

By communicating directly with the database over TCP/IP using the data store's wire level API, our drivers perform even better than native APIs by eliminating memory, CPU and network bottlenecks while dramatically improving application throughput—even as users increase.

3. **Simplified Deployment and Administration**

With no client libraries to deal with, our drivers free you from complex installation, configuration and maintenance hassles for multiple machines and eliminate the need for different client software products on each system.

4. **Easy Integration**

Easily implement standard SQL across many data stores, even those that don't natively support SQL, including RDBMs, NoSQL and Big Data

5. **Access the highest-value data stores in the market**

We offer 32-bit and 64-bit ODBC and JDBC on-premise drivers for Oracle, DB2, SQL Server, Sybase, Informix, Salesforce, MySQL and others running on Windows, UNIX or Linux platforms—as well as powerful cloud-based connectivity solutions including OData to more than 200 data sources, with no complex firewall configuration required. We continue to support the latest database versions and features, all with enterprise functionality..

- 6. Comprehensive Data Security**
Connect securely with a wide range of security features including SSL/TLS encryption, NTLM and Kerberos authentication, plus options to control cloud and hybrid data residency for GDPR compliance.
- 7. Advanced Connectivity Features**
Go beyond “connect and select” with our robust features including pooling, failover, performance tuning, parameter arrays, Unicode, bulk load and many more.
- 8. Superior Throughput and Smaller Memory Footprint**
Processing more work in a given time period and actually increasing as more users are added, using considerably less memory while doing more processing than competing drivers—in some cases saving over 550% in memory.

- 9. DataDirect is the Market Leader**
Our drivers are the most widely used third-party drivers on the market and rigorously tested. We have more than 10,000 global enterprises in 160+ countries (including 96 of the Fortune 100) using our technologies and more than 350 independent software vendors leveraging our patented technology.
- 10. Award-Winning 24/7 Technical Support**
Our technical support consistently receives high ratings for the quality and responsiveness it provides to customers, including worldwide phone, email and online support communication.

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying mission-critical business applications. Progress empowers enterprises and ISVs to build and deliver cognitive-first applications that harness big data to derive business insights and competitive advantage. Progress offers leading technologies for easily building powerful user interfaces across any type of device, a reliable, scalable and secure backend platform to deploy modern applications, leading data connectivity to all sources, and award-winning predictive analytics that brings the power of machine learning to any organization. Over 1,700 independent software vendors, 80,000 enterprise customers, and 2 million developers rely on Progress to power their applications.

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