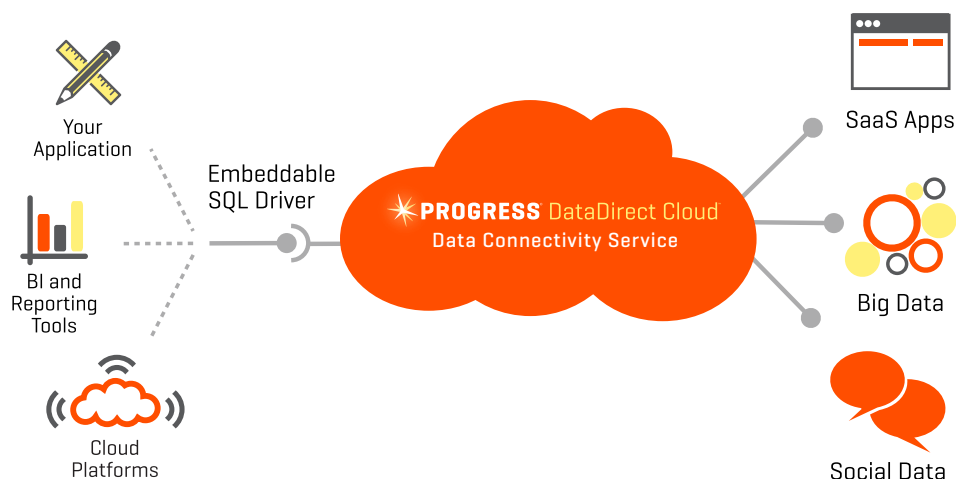**PROGRESS** DataDirect Cloud™

THE TURNKEY SOLUTION TO COMPLEX DATA INTEGRATIONS

OVERVIEW

ISVs and businesses are trending toward cloud-based development platforms and applications, and why not? Benefits include cost certainty, reduced infrastructure requirements—and many more. But SaaS applications typically expose data through application programming interfaces (APIs), with each application closely aligned with its API. This presents two problems. First, since APIs change regularly, developers are forced to update applications frequently, which can increase support costs and delay the introduction of new versions and features. And second, SaaS applications typically present third-party integration challenges, since they are often incompatible with business intelligence (BI), reporting, or ETL tools.

Progress DataDirect Cloud enables SaaS and cloud data connectivity through a single interface.

HIGHLIGHTS

▶ **Standards-based support for SaaS apps:** Including Salesforce, Microsoft Dynamics, Hubspot, more

▶ **Future-proof data connectivity:** No coding required to keep up with changing APIs

▶ **Broadest compatibility with BI, ETL tools:** Deliver the dashboards business leaders demand

▶ **Performance driven:** Advanced bulk data support and optimizations

▶ **Single, embeddable interface to all data sources:** Connect to SaaS, cloud and on-premise databases from one place

On the business side, enterprises want market-leading BI and customer care, which means real-time dashboards and state-of-the-art BI practices. So many of the applications that enterprises rely on for data reside in the cloud, and there's no standard way to access that data. Salesforce, Microsoft Dynamics, Hubspot, and other popular systems simplify installation and management, but complicate the job of data integration. Custom integration for each SaaS application is too time-consuming and costly for today's business models, which are built on efficiencies of cost, staffing, and rapid time to market. When interfaces change too frequently, higher maintenance costs and constant integration work are the result.

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WHAT IT DOES

Progress DataDirect Cloud is a connectivity service delivered from the cloud. It provides standards-based access to any data source from any tool or application, offering a single source for both on-premise and cloud data. Progress DataDirect Cloud functions as a universal translator, transforming various industry standards into a single, consistent standard by accessing all data via SQL queries and making your diverse data sources all appear as relational databases.

BENEFITS

FOR ENTERPRISES

Enterprises benefit from connecting their ETL and BI tools to cloud-based applications and data sources, with dramatically improved performance for an enhanced customer experience and greater customer loyalty. It's also an easy way to migrate on-premise systems to SaaS systems such as Salesforce.com. In addition, Progress DataDirect Cloud provides highly flexible connectivity for organizations engaged in Force.com and other application platforms.

FOR ISVS

Leading SaaS application providers don't make it easy to connect to competitor systems without extensive reconfiguration. Progress DataDirect Cloud bridges that gap seamlessly, making all your data sources look like a relational database to the SaaS applications, so you can concentrate on the API and let our driver do the rest.

REVENUE POTENTIAL, COST SAVINGS

Progress DataDirect Cloud delivers revenue and cost benefits to businesses. Superior breadth of connectivity and performance mean fast time to revenue for existing markets. With easy access to all their data, enterprises can address new markets with speed and agility. Multiple code paths drive up costs: more dollars are spent on planning, development, training, testing, and maintenance – and fewer dollars are spent on innovation and competitive differentiation. Progress DataDirect Cloud helps you reverse that.

PERFORMANCE

Say goodbye to slow-running analysis and dashboards. Progress DataDirect Cloud runs up to 500 percent faster than many out-of-the-box solutions, and its bulk processes in particular are highly efficient. How? First, it is much more CPU-efficient than other data solutions. Second, highly efficient page loading increases throughput for bulk processes—by a lot! And the first pages of data get to clients immediately, so users get right to it. Finally, we run on high-performance infrastructure—ultra-fast virtual machines working together to create supercharged networks.

RELIABILITY

Progress DataDirect Cloud deployment is geographically dispersed in multiple Amazon zones. If there is a network issue in one zone, processing continues in another—and our client drivers fully support connection failover. Finally, Progress DataDirect Cloud is monitored and maintained around the clock, so even the smallest issues are addressed rapidly.

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