TOP 5 WAYS DATA CONNECTIVITY ACCELERATES YOUR BUSINESS
INTRODUCTION
For many businesses trying to reduce costs, the lure of “free” proprietary drivers is strong. Many use open source code in their quest for costs savings, relying heavily on in-house development expertise.

The problem? Neither of these approaches is free or easy. Sure, in an uncomplicated environment, either solution might be adequate. Unfortunately, today’s environment is becoming more complex by the minute and these approaches offer little flexibility. In addition, the cost of operation, support and maintenance with these approaches can be prohibitively high.

Even more importantly, with a changing business landscape, these approaches don’t offer enough flexibility, cost efficiency and operational ease to put a business in the best position to grow revenues and win in the marketplace. Forward-thinking businesses need a solution that simplifies the data landscape in one broad stroke and empowers them to move the organization forward today – not next year or the year after.

This paper demonstrates how Progress’ DataDirect helps you accelerate your business by paving the way for improved speed to revenue, cost savings, operational excellence, simplification and performance.

ACCELERATE YOUR BUSINESS!
Progress’ DataDirect Connect includes ODBC, JDBC and ADO.NET connectors, providing broad market coverage and addressing many data connectivity challenges seen today. These connectors can easily embed DataDirect’s connectivity technology for immediate and substantial benefits.

Progress’ DataDirect Cloud is a powerful new cloud-based data connectivity service that leverages DataDirect’s proven connectivity technology for flexible, integrated and real-time access to all your data sources from any application through a single SQL interface.

With rapid, secure access to your data wherever it is stored, cost and risk are dramatically reduced, your IT team is free to focus on what it does well and do it fast: develop innovative products and services and help your business gain the lion’s share of your target market.

Progress DataDirect boosts your business in these key ways:
1. **Speed to Revenue.** Fast time to market, add new revenue streams rapidly.
2. **Cost Savings.** Cut costs in the near term — not down the road when it’s too late.
3. **Operational Excellence.** Improve operational efficiencies.
4. **Simplification.** Eliminate complexity, simplify data access.
5. **Performance.** Speed data access by up to 500 percent.

SPEED TO REVENUE
**FAST TIME TO MARKET, ADD NEW REVENUE STREAMS FASTER**
To stay ahead in the marketplace, you know that winning against the competition means giving your business the most advanced tools possible. You need to rapidly deploy applications with innovative functionality and differentiating service, so the business moves forward with speed and agility to establish a leading competitive position.

The technology underlying Progress DataDirect is unique and eliminates the main obstacles to operational performance and revenue growth. Embedding this data connectivity delivers unprecedented flexibility and performance, empowering you to achieve the success you want.

“There is a huge advantage with Progress DataDirect,” said an IT manager. “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.”

“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.”
To help you realize these benefits, Progress DataDirect Connect enables you to:

- **Connect easily and securely to diverse data sources**, for enhanced business agility and responsiveness to existing and new markets
- **Develop applications easily and rapidly**, freeing you and your team to focus on your customers, innovation and competitive differentiation
- **Deploy new applications to multiple tenants, quickly and easily**, for faster time to revenue

### COST SAVINGS

**CUT COSTS IN THE NEAR TERM – NOT DOWN THE ROAD WHEN IT’S TOO LATE**

With today’s fast-changing customer demands and shrinking budgets, you must decide where to allocate your limited resources, at the lowest cost and highest profitability. When applications employ disparate solutions to connect critical data sources, complexity sets in quickly and development costs spiral out of control before you can address the problem cost-effectively. In addition, heavy investment in training, testing and maintenance means fewer dollars spent on innovation and competitive differentiation.

Progress DataDirect Connect enables you to dramatically reduce the time and resources required to access your data. And the best part is that cost savings kick in quickly. Progress DataDirect Cloud delivers revenue and cost benefits to your enterprise through superior breadth of connectivity and performance through unified SQL access, which translates to faster time to revenue. With easy access to all your enterprise data, your organization is more agile and able to rapidly respond to new markets. With Progress DataDirect connectivity technology, your IT department spends less time and money on application development, freeing it to focus on more strategic initiatives.

Progress DataDirect enables you to see cost savings from:

- **Faster application development.** The easy-to-use and flexible connectivity capabilities in Progress DataDirect eliminate custom coding requirements, allowing you to redeploy your developer resources. Codeless configuration and high-performance tuning options enable you to develop more agile connectivity solutions that minimize development and troubleshooting time and effort. These advantages also simplify and shorten the planning, testing and certification phases of the development process.

- **Rapid deployment.** Progress DataDirect Connect delivers write once, run anywhere data connectivity, so you can 1) reuse solutions across multiple projects and 2) smoothly and quickly complete trials and proofs-of-concept and 3) easily support new data sources and/or operating systems. These advantages enable you to reduce IT operational costs by shortening and simplifying all of the post-coding phases, including quality assurance and certification. You get your application to market faster so you can channel your IT resources to other revenue-generating priorities that position the business as a potential market leader.

- **Easier maintenance.** Beyond coding, testing and certification, Progress DataDirect Connect helps substantially reduce the amount of time and effort needed to maintain applications on an ongoing basis. Working with our single-source data connectivity solution, you significantly streamline the support and maintenance process for greater operational efficiency. When leveraging disparate point-to-point data connectivity solutions, your IT team must maintain multiple data drivers and stay up to date on any maintenance required for those drivers. Your IT department must then strategically 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. Many built-in Progress DataDirect Connect features customize and streamline ongoing maintenance even further. For example, you control the amount of data returned across the network on single round trips from the database server without making application code changes. In addition, Progress DataDirect

> “The cost of testing for certifying for interoperability between the application and the driver were extremely high. We needed to test the Oracle ODBC driver on ten different versions and Oracle shipped new versions frequently. Now DataDirect does it.”
Connect provides advanced features, such as SQL up-leveling (which enables interoperability among databases), which simplifies the task of supporting multiple databases in parallel.

- **Award-winning support.** Through superior, award-winning technical support you are able to reduce the total cost of ownership. Progress Software is committed to investing in the DataDirect Connect product suite, so you are able to upgrade without incurring the costs of new driver development. Bottom line? By dramatically reducing in-house technology, your critical resources are free to focus on innovation and other high-priority business initiatives.

- **Staffing and training.** With DataDirect Connect, the staffing and training burdens are reduced two ways. First, separate drivers for each data source are no longer needed, so you do not have to continually hire and/or retrain your IT organization to keep up with multiple code paths and upgrades. And second, the entire development cycle is simplified, streamlined and shortened, so fewer resources are required to create and maintain applications.

## OPERATIONAL EXCELLENCE

When you embed high-performance data connectivity from Progress DataDirect Connect, benefits kick in immediately to drive improvements across your operational environment, including the ability to:

- Access all your data sources available — any data type, anywhere it resides on any application.
- Use more comprehensive information in real time to make more intelligent on-the-fly decisions.
- Get better data and thus better tools to understand your customers, to deliver market-differentiating customer service, and to develop more and new kinds of business.
- Experience enhanced agility and responsiveness to changing business conditions and faster time to market with new customer-serving tools designed to win prominence in the marketplace.

Detailed benefits include:

- **Any data, anywhere it lives, from any application.** Over time, your organization has created data sources in a variety of data types and geographical locations — including on-premise sources, cloud data and data warehouses. Moreover, the number of business intelligence tools and other applications has also grown over time, creating a very complex environment where many people operate in silos, so delivering services is often restricted by this complexity. The integration capabilities in Progress DataDirect Connect cut through all that complexity. It serves as the connectivity that allows you to interact easily and efficiently with everything you have. Progress DataDirect Connect bypasses database differences and goes right to the desired information, understands what it is and puts it into play for your business with little or no new code required to deliver that capability.

- **Real-time connectivity for better business decisions and agility.** Whether you’re in finance, healthcare, retail or a similar industry focused on customer service, real-time connectivity to all of your data is critical for quickly making the best decisions on a routine basis. Consider the benefits of having access to the latest market information and a financial client’s recent history while an advisory session is in progress. Consider the value of knowing the web clicks and buying decisions of a prospective buyer just moments after they happen.

- **Better, more differentiating customer service.** Progress DataDirect Connect helps your business get to the marketplace first with a new application, a new service or a better business paradigm so it becomes the market leader. This responsiveness enables your business to focus on—and succeed—in what it does best.

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Market speed, agility and leadership. Your dramatically shortened development time translates to rapid time to market and quickly gained market traction. It means delivering new, top-quality applications fast, before your competition knows what hit them. And it means you can put distance between your competitors by gaining market share and a reputation that’s hard for the competition to overcome.

SIMPLIFICATION

IMMEDIATE SIMPLIFICATION OF ARCHITECTURE AND PROCESSES

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

In addition the more relationships your IT organization maintains with database vendors, the greater the number of application-to-database connections it has to support. When your IT department has to deal with multiple data access strategies and the resultant array of code paths, it ends up spending expensive cycles to recode, test and requalify applications, increasing costs and lowering revenue. And your team typically 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 a single vendor, making it easy and cost-effective to support multiple databases and database versions. Leveraging Progress DataDirect Connect to reduce the amount of complexity and risk your IT department has to manage around multiple drivers and vendor relationships, frees it to focus instead on innovation in the core application functionality.

PERFORMANCE

SPEED DATA ACCESS BY UP TO 500 PERCENT RIGHT AWAY

Unreliable or poorly performing data access is the weakest link in application performance, and you can struggle to deliver consistent data connectivity to your internal business users and external customers. Outmoded solutions fall short in a data environment that is getting more complex by the minute. In addition to hefty development costs and operational limitations, performance is one of the biggest, most common and immediate headaches IT departments face when they choose freeware or out-of-the-box solutions. Disappointing or inconsistent performance is directly related to a number of operational and business issues, including:

- Slow or inconsistent data access
- Application failure and downtime
- Diminished user productivity
- Increased customer operational costs
- Eroding reputation
- Lost revenue opportunities
- Diminished customer loyalty

CLEAR PERFORMANCE ADVANTAGES

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

- **Superior throughput.** Progress DataDirect Connect throughput is unmatched, both in ordinary data access operations and in bulk load/retrieve scenarios, where far more time is saved over many minutes or hours. Based on average processing, Progress DataDirect delivers 20-500 percent more data in a given time period than alternative solutions. In a test that simulates a monthly report where many records are fetched, our driver performed up to 1,450 percent faster. In most tests, Progress DataDirect driver throughput remains consistent and high – and actually increases as more users are added.

- **Greater CPU efficiency.** Progress DataDirect Connect drivers use considerably fewer CPU cycles to deliver superior throughput than competing drivers – in many cases, the increase in CPU-efficiency was greater than 150 percent.

- **Smaller memory footprint.** Progress DataDirect Connect drivers use significantly less memory – while doing significantly more work than performance-limiting Type 4 drivers. In some cases they can save over 400 percent in memory usage.

**POWERFUL PERFORMANCE FEATURES**

Besides general performance gains, Progress DataDirect Connect drivers provide your business with tools for further optimizing application performance. Progress DataDirect Cloud delivers easy, flexible, unified SQL access to a broad spectrum of data sources, regardless of where the data source might be located. Using a single, standard and easy-to-use data interface makes all your data sources, such as Salesforce.com and Microsoft Dynamics, appear as relational databases. New data sources are easily added, with no driver updates or additional coding required—and all are instantly compatible with your critical business applications. By simplifying your data integration challenges with our prebuilt, ready-to-install solution, better performance improves your customer experience while freeing you from related maintenance activities to focus on higher business priorities.

Key features and performance attributes include:

- **Robust application failover.** Requests are automatically and transparently redirected to an alternate database server if the primary server is unavailable because of a hardware failure or traffic overload. This feature guarantees application reliability and data integrity and reduces customer support requirements.

- **Fastest bulk load/retrieve.** You get the fastest performance in bulk operations with external data files in a relational database. In addition, you get a dramatic performance boost for applications doing standard parameter array binding and batch execution.

- **Push-button functionality.** Add, configure or tune advanced functions – no modification to application code required, regardless of environment or data access model. As a result, your developers can easily tune drivers to optimize application performance whenever the need or opportunity presents.

- **Industry-standard security.** Security includes Secure Socket Layer (SSL) data encryption and operating system (OS) authentication through Kerberos. These capabilities enable your developers to seamlessly add database access into customer security strategies without compromising performance.

With the superior, reliable application performance in Progress DataDirect Connect, your IT resources can focus their time on building and deploying innovative projects, implementing on strategic business objectives and helping to increase revenue.

**CONCLUSION**

Progress DataDirect’s investment in data connectivity innovation is unique and a game-changer in the marketplace. Whether you are dealing with on-premise or hybrid cloud environments,
the technology in Progress DataDirect enables you to reduce the cost, risk and complexity of delivering and supporting applications, allowing your business to focus its efforts most effectively: driving value and business innovation through your core applications.

In today’s competitive and risk-averse IT environment, your business can’t afford the luxury—or the cost—of building and maintaining a highly complex data access architecture. Instead you must focus on delivering innovation and core functionality that propels you ahead of competitors. Having easy access to data connectivity is a critical factor to your success. The Progress DataDirect family of products is the clear data connectivity industry leader. Backed by DataDirect technology, your business becomes more agile, responsive and intelligent to gain and maintain traction in the marketplace.

With more than 20 years experience in data connectivity, Progress DataDirect is the number one independent supplier of data access technology and the world’s leading vendor of ODBC, JDBC, ADO.NET and XML data connectivity components. Progress DataDirect delivers high-performance, standards-based access to all major relational databases. More than 4 million people around the world and more than 140,000 enterprises in 175 countries use and have invested in Progress technology to accelerate their business performance.

**For more information or to talk to a Progress DataDirect representative, visit:**
www.datadirect.com

**Continue the conversation with a Progress DataDirect representative:** 1-800-876-3101