

Data Integration: It's Time

September 2007

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Flexible Data Integration. Just Plug it In.



Data Integration Made Easy ?

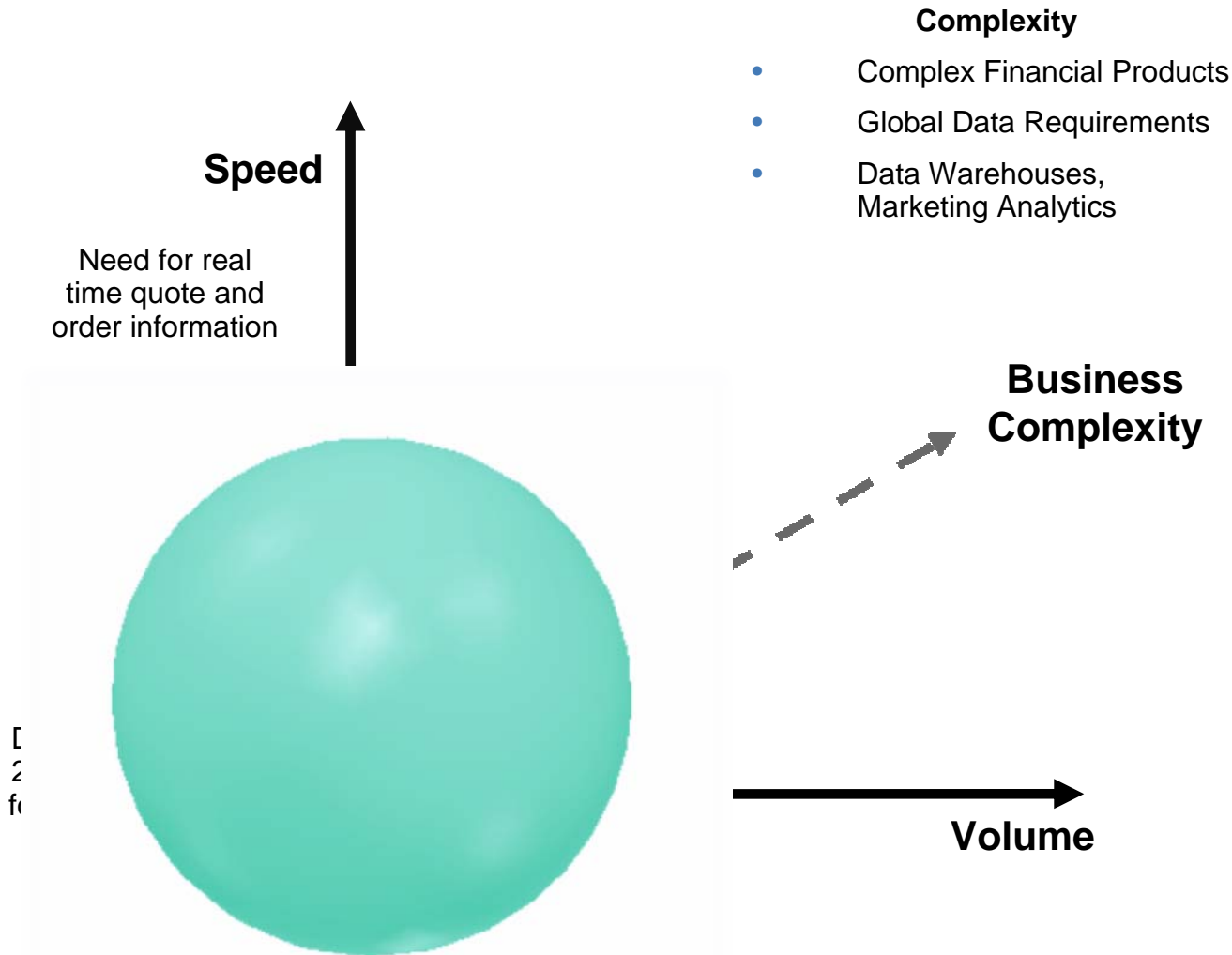


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Why Should you Worry About Data Integration?

- ▶ Every IT project eventually revolves around data
- ▶ Major Business Initiatives require consolidated or “Master” views of data
 - ▶ Data Warehouses
 - ▶ Marketing Databases / Analytics
 - ▶ CRM
 - ▶ ERP
 - ▶ BPM
- ▶ Customer Touch Points
- ▶ Interaction with External Partners
- ▶ ***Solutions are Complex, costing £millions***

Pressures on Data Integration Solutions



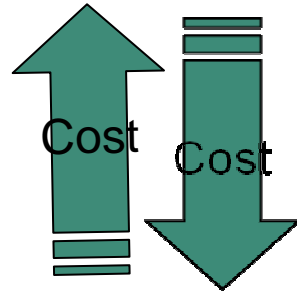
“Typical of the data challenge .. is the practice of quantitative analysis ...Originally volumes running to several gigabytes in size. Now .. the data sets have reached the terabytes.”

- IBM Corporation, “The Toxic Terabyte”, July 2006

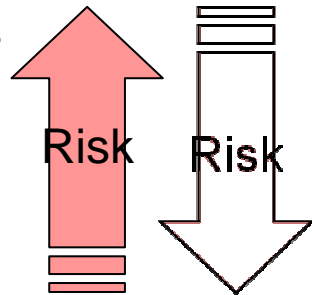
Delivering Solutions

CONSTRAINTS

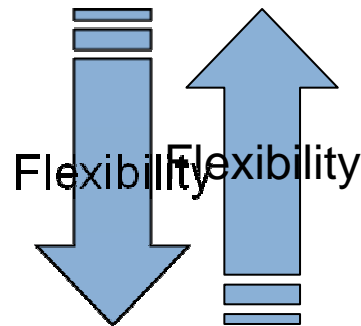
- ▶ Massive Data Integration Projects costing £millions
 - ▶ High SW costs
 - ▶ Long SW Learning curve



- ▶ Long Development Cycles
- ▶ High Risk Bus/It Changes
- ▶ Dependency on Specialist Knowledge



- ▶ Closed systems
- ▶ Proprietary Servers



NEEDS

- ▶ Reasonable SW options
- ▶ Build/buy decision
- ▶ Short Learning Curve
- ▶ Analysts / Developers

- ▶ Shorter Dev Cycles
- ▶ Focus on Data and Business Issues

- ▶ Open systems
- ▶ Maximum HW/SW Flexibility
- ▶ Architecture-neutral

ETL's Data Integration Philosophy

- ▶ Focus on business and data
- ▶ Be Flexible
- ▶ Enable Analysts and Developers to share work
- ▶ Data Integration Risk is pervasive and must be reduced
- ▶ Use data profiling, rapid code testing to locate issues early
- ▶ Embrace Change and Software Re-use
- ▶ Build for Today and for the Future

Examples of Successful Solutions

- ▶ BNP-Paribas used TM to integrate Interest Rate Derivatives with external Partner (Murex) in order to trade with other banks
 - ▶ 6-month project was completed in 3 months
 - ▶ Lowered Maintenance Costs – “slag heap of XSLT code” removed
 - ▶ Managed complexity of FpML and XML variants
 - ▶ Designed by Business Analysts (domain experts) using same tool as developers

Examples of Successful Solutions

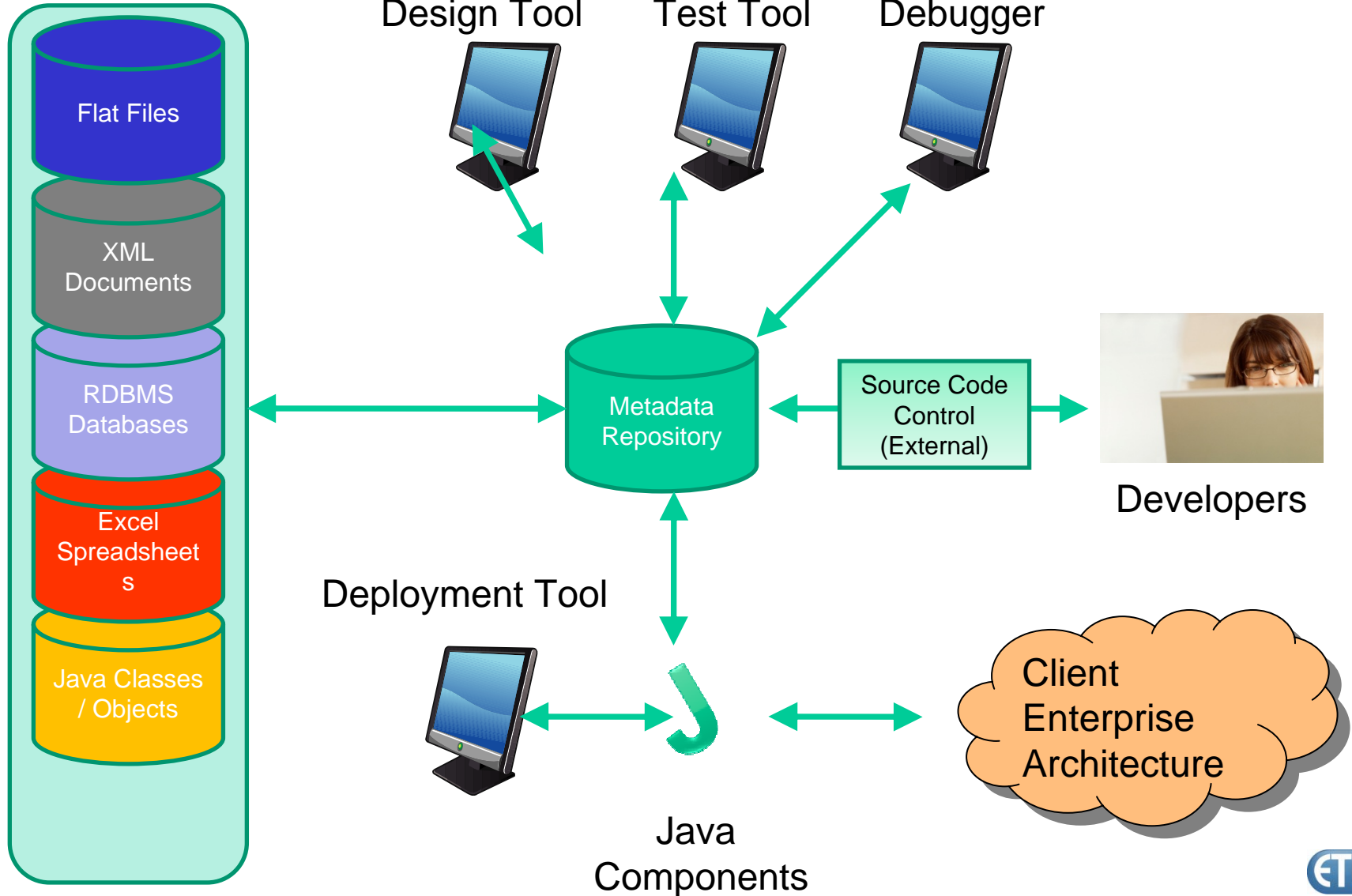
- ▶ Providing Flexible Data Integration for Honda UK
 - ▶ Daily or weekly integration for 200 dealers
 - ▶ 16 Different Dealer Management Systems (applications / databases)
- ▶ Multiple uses
 - ▶ Parts Replenishment, Customer Service Satisfaction follow up, Service Reminders
- ▶ Multiple data formats / Architectures
- ▶ Transformation Code re-used throughout
- ▶ First Integration Success Ever Dealer → Corporate
- ▶ Projects complete in less than 7 months
- ▶ Success Leveraged

Examples of Successful Solutions

- ▶ Major Oil and Gas firm managing extremely complex well information
 - ▶ Complex data model 1200+ tables
 - ▶ TM transformations perform Data Quality checks throughout DB
 - ▶ TM creates spreadsheets for Analysts highlighting issues
 - ▶ Focus on Business Issues rather than Technical complexity

TM Product Suite and Technical Edge

Sources/Targets



- ▶ **Significant Cost Savings**
 - ▶ Fits Departmental Budgets
 - ▶ Short learning curve
 - ▶ No “special vendor/tool skills” required
 - ▶ Available for purchase or in a subscription model
 - ▶ Easier sell to Clients

- ▶ **Reduced Risk**
 - ▶ Data profiling, early testing available
 - ▶ Significantly shorter project cycles
 - ▶ Code / Model Re-use
 - ▶ Impact Analysis of any Change
 - ▶ Experienced technical support available

▶ **Technical Advantages / Flexibility**

- ▶ Can call any 3rd party JAVA code
- ▶ Callable by any external process (Java API)
- ▶ Open Repository – Code Sharing / Re-Use
- ▶ Architecture-Neutral, Platform-Neutral
- ▶ No run-time Server needed (just Java JVM)
- ▶ Generates Efficient Code (Java Components) which can be deployed anywhere
- ▶ Ideal for Analysts as well as Developers

ETL Solutions – Who We Are

- ▶ Established April 02
 - ▶ MBO of product and team
 - ▶ Originally started in 1996
 - ▶ 2 UK offices + 3 sales
- ▶ Expert technical team
 - ▶ ETL and data integration
 - ▶ Highest quality technical support
 - ▶ Success in delivering business critical solutions for global enterprises
- ▶ US/European customer & partner base across a number of sectors



ETL Bangor office at CAST

User Community and Partners

Banks



Commercial



Supply Chain



Auto Manufacturers



Aerospace & Defence



Technology Partners



Geosciences



Others



Manufacturers



Q&A



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