

Apptad and Denodo

Partnering so companies can leverage the full power of their data assets to meet their most ambitious business goals



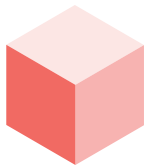
Why Apptad and Denodo?

In today's data-driven landscape, organizations continue to struggle to deliver trusted data to business users, when they need it, and in their own language.

This is due to a number of key challenges:

1. The data is stored across data sources that are poorly integrated, such as cloud, on-premises, or Internet of Things (IoT) sources.
2. The data needs to be formatted before it can be delivered to the business, which takes time.
3. The data is not adequately governed, resulting in errors that delay the process of delivering data to the business.
4. Organizations lack expertise getting data to business teams so that it meets their needs in terms of format, scope, and timeliness.

Working together, Apptad and Denodo enable companies to overcome these and other complex data and analytics challenges, empowering them to thrive in a competitive digital landscape.

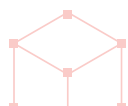
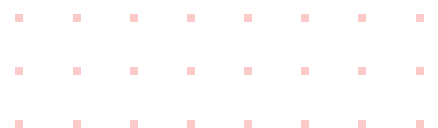


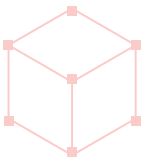
What Denodo Brings

The Denodo Platform is a logical data management solution that, enabled by data virtualization, provides real-time views of data across disparate sources without having to physically move any data. These sources can be in the cloud or on-premises; structured, unstructured, or anywhere in between; streaming or static; and modern or legacy.

The Denodo Platform is deployed as an enterprise-wide data-access layer, abstracting data consumers from the complexities of accessing the underlying data sources. The platform itself contains no data, only the metadata required to access the different sources. By centrally managing metadata, the Denodo Platform enables organizations to manage data governance and data security protocols from a single point of control, across the entire organization.

Whether it's streamlining data workflows, improving time-to-insight, or ensuring regulatory compliance, Denodo's logical data management capabilities help organizations to unleash the true value of their data assets and stay competitive in today's data-driven market.





What Apptad Brings

Whereas Denodo brings the technology, Apptad brings the digital transformation expertise. Apptad leverages a holistic approach to digital transformation, meticulously crafted to address the intricate data ecosystem of each individual client. Apptad solutions encompass a diverse spectrum of services, including data strategy consulting, advanced analytics, artificial intelligence (AI) implementation, and managed data services.

First, Apptad collaborates with organizations to develop robust data strategies aligned with their business objectives. This involves assessing existing data infrastructure, identifying gaps, and architecting tailored solutions to optimize data collection, storage, and utilization.

Next, leveraging cutting-edge analytics techniques and AI technologies, Apptad unlocks the latent potential within data repositories. By extracting actionable insights and predictive models, Apptad empowers businesses to make informed decisions, mitigate risks, and capitalize on emerging opportunities.

Apptad managed data services provide a comprehensive suite of offerings, encompassing data governance, security, and compliance, along with 24/7 support and maintenance. This enables organizations to offload the burdens of data management, freeing up internal resources to focus on core competencies and innovation.

Apptad provides business value in multiple ways: Customers experience heightened operational efficiency, as data-driven insights streamline processes and optimize resource allocation. Additionally, strategic decision-making is enhanced, fueling growth and profitability by identifying new revenue streams and optimizing existing ones. Moreover, Apptad enables data integrity and compliance by mitigating risks and safeguarding client reputations in an increasingly regulated environment.

Working together, Apptad and Denodo enable organizations to:



Unify Data Access: Our solution harmonizes disparate data sources, whether on-premises or in the cloud, by leveraging data virtualization. This enables a unified view of data across the organization, eliminating silos and facilitating real-time access to critical information.



Implement Agile Data Integration: With data virtualization as a cornerstone, our solution enables agile data integration, enabling businesses to swiftly adapt to changing data landscapes.



Enhance Data Governance: By layering data virtualization with our solution, organizations can enforce consistent data governance policies across heterogeneous environments. This ensures data integrity, security, and compliance, mitigating risks associated with data fragmentation and unauthorized access.



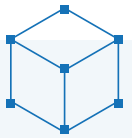
Increase Scalability and Performance: The combination of our solution with data virtualization empowers organizations to efficiently scale their data infrastructures while maintaining optimal performance.



Optimize Cost: Leveraging data virtualization alongside our solution helps minimize infrastructure costs by eliminating the need for complex data replication and consolidation efforts. This cost optimization extends to resource utilization, as organizations can leverage virtualized data resources more efficiently.



Improve Analytics: Integrating data virtualization with our solution enhances analytics capabilities by providing a unified data layer for analysis. This enables data scientists and analysts to access, query, and seamlessly analyze diverse data sources, driving deeper insights and more informed decision-making.





The Combined Solution

The combined solution offers a plethora of benefits for customers, including improved data accessibility, agility, governance, scalability, performance, cost optimization, and enhanced analytics capabilities. By harnessing the synergies of Apptad Inc's comprehensive data solutions and the Denodo Platform's logical data management capabilities, organizations can unlock the full potential of their data assets and accelerate their journey towards digital transformation.

Client Examples

A retail conglomerate was struggling to harness the potential of its vast customer data for targeted marketing initiatives. Through our solution, the company was able to implement advanced analytics algorithms to segment customers based on demographics, purchasing behavior, and preferences. This enabled the client to personalize marketing campaigns, resulting in a significant uptick in customer engagement and sales.

A manufacturing firm was grappling with quality control issues across its supply chain. By deploying AI-powered predictive analytics, Apptad developed models to forecast equipment failures and optimize maintenance schedules. This not only minimized downtime but also reduced operational costs and improved overall product quality, enhancing customer satisfaction.



ABOUT APPTAD

Apptad Inc. is a leading global provider of digital transformation solutions, specializing in helping organizations navigate the complexities of the digital landscape with confidence and efficiency. With a presence spanning across continents, Apptad brings together a diverse team of over 700 certified consultants, each committed to driving innovation and delivering tangible results for clients. For more information, visit www.apptad.com.



ABOUT DENODO

Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months. For more information, visit www.denodo.com.