

AWS

MARKETPLACE

The Denodo Platform on the AWS Marketplace

Make intelligent, cost-effective decisions.

Introduction:

The Denodo Platform for Amazon Web Services (AWS) supports a distributed information architecture. It integrates all AWS data sources like Amazon Redshift, Snowflake, Amazon Relational Database Service (RDS), Amazon Elastic MapReduce (EMR), Amazon S3, and more, including SaaS applications such as Salesforce.com – to deliver a standards-based data gateway that makes it quick and easy for users of all skill levels to access and use their cloud-hosted data.

Denodo for AWS, with easy-to-use tools, enables data engineers and integrators to quickly prepare integrated data sets for analysts to use in their AWS-based analytical sandboxes. In addition, the Denodo for AWS Dynamic Data Catalog enables data stewards to tag and categorize data assets for easy discovery¹.

The AWS Marketplace presents a big opportunity to get started with data virtualization using Denodo's pay-per-use or CPU-core-based subscriptions, offerings choices you will not find anywhere else. In addition, Denodo simplifies the development of hybrid data architectures with its multi-location implementation capabilities.

The Denodo Platform for AWS licensing and deployment options:

Customers can choose one of three licensing options that best meet their needs, depending on a variety of factors including the location of data source, the number of users and consuming applications, and the volume and types of queries.

- 1. Using cloud infrastructure-as-a-service (IAAS) and leveraging BYOL (Bring-Your-Own-License)** - This option is best for customers with complex architectural deployments. This option bases pricing on the number of cores used to install the Denodo Platform.
- 2. Using the AWS Cloud Marketplace** - This option provides pay-as-you-go flexibility and self-service control.
- 3. Container deployment** - This option makes the Denodo Platform available in Docker container format, and it can be installed with AWS ECS or EKS services as needed.

¹ The data catalog is only available with enterprise and enterprise plus subscriptions

The Denodo Platform for AWS benefits:

Leveraging Amazon's flexible, rent-by-the-hour licensing, the Denodo Platform for AWS offers a wide range of pricing options, including paying by the number of data sources. In addition, the Denodo Platform for AWS provides the same features as the award-winning on-premises subscriptions of the Denodo Platform.

- The AWS Marketplace provides a fast pathway for trying and buying the software without endless sales negotiations and discussions or license terms and conditions.
- It offers a one-click-deployment interface to get users started with some help from their cloud support team.
- The 30-day free trial of the Denodo Professional via the AWS Marketplace provides a simple way to validate a use case.
- The AWS Marketplace offers several subscriptions and pricing choices for all users and budgets.
- When purchased via a private offer subscription, Marketplace-driven offerings also enable ease of scaling and support peak-burst workload periods such as month-end processing, enabling users to scale up and down to save costs.

Denodo Platform subscriptions through the AWS Marketplace facilitate the “pay-as-you-go” option. Other avenues to take advantage of are extended contracts, such as private offers, as in the above example. Several prospects/customers already have an EDP (Enterprise discount program) agreement with AWS, which enables them to better leverage their target spending and utilize usage-quota pricing via marketplace offerings. These options provide a win-win scenario for all parties, as they provide a simplified channel with which to quickly onboard and leverage the options available on the AWS Marketplace.

Denodo Platform subscription tiers available on the AWS Marketplace:

We have made it easy to decide which offerings meet your needs. Most Denodo Platform users can balance their query workloads on four cores, but they can quickly scale to 8 cores. To harness the business value through greater data utilization, Denodo offers four subscription models through the AWS Marketplace, enabling customers to pay only for the functionality they use.

- **Denodo Professional** is ideal for an entry-level departmental project with foundational data virtualization capabilities, a limited number of data sources, and a single production server. Additionally, this subscription is available only through the AWS Marketplace.
- **Denodo Standard** is best for multiple operational and analytical use cases with full data virtualization capabilities, the most advanced query optimizer, and support for REST, OData, GraphQL, Open API, and ANSI SQL data services.
- **Denodo Enterprise** is ideal for implementations that require a self-service data discovery catalog and a large-scale logical data warehouse solution with query optimization supported by massively parallel processing (MPP) and smart query acceleration.
- **Denodo Enterprise Plus** is the ultimate choice, enabling AI-based logical data fabric solutions. It offers an AI-driven recommendation engine for automated data discovery and active metadata management, along with semantic collaboration features like endorsements, warnings, and deprecations tags.

SUBSCRIPTION TIERS / FEATURES	PROFESSIONAL	STANDART	ENTERPRISE	ENTERPRISE PLUS
Pay-as-You-Go (Hourly) or Annual Subscription	✓	✓	✓	✓
Number of Data Sources	UP TO 5	UNLIMITED	UNLIMITED	UNLIMITED
Number of Development ¹ and Solution Manager Instances ²	1	1	1	1
Performance Optimizations	✓	✓ +QUERY SMART ACCELERATION +MPP	✓ +QUERY SMART ACCELERATION +MPP	✓ +QUERY SMART ACCELERATION +MPP
Security - RBAC, Authentication Mechanism (LDAP, AD, Kerberos, SSO), Authorization, Encryption, Masking, and More	✓	✓	✓	✓
Data Lineage	✓	✓	✓	✓
Denodo Notebook (Apache-Zeppelin-Based) for Data Science	✓	✓	✓	✓
Version Control		✓	✓	✓
Advanced Diagnostics			✓	✓
Data Catalog			✓	✓
AI-Based Data Discovery and Summary Recommendations				✓
Collaboration Semantics - Endorsements, Warnings, and Deprecations				✓
Tag-Based Policies				✓

1 The data catalog is only available with enterprise and enterprise plus subscriptions

2 Available on request

The Denodo Platform for AWS Key Use Cases:

Forward-thinking organizations are transitioning to a data-centric strategy, wherein the key goal is to harness actionable insights from diverse data sources, on-premises and in the cloud, to understand and serve a broad set of constituents and stakeholders. Digital transformation requires the effective use of all enterprise data and support for the addition of more sources.

Denodo enables four use cases to maximize cloud value for data integration, management, and analytics applications and workloads:



Cloud Data Infrastructure Modernization: Many companies are modernizing their data infrastructure from legacy on-premises systems to modern cloud systems. But such a transition has not been easy - many companies have had to re-architect their IT landscapes to fit the new technology model, disrupting business. Data virtualization provides a layer of abstraction for IT to transform their systems while enabling business users to continue their operations without disruption. In addition, it provides seamless access to data, even if the data is in the process of being migrated. In this way, it alleviates the pain of migration, enabling organizations to migrate at their own pace, with zero impact on day-to-day operations.



Hybrid Cloud Data Fabric: A data fabric is a data architecture that can optimize access to distributed data and intelligently curate and orchestrate it to provide data consumers with self-service data access. With a data fabric, you can elevate the value of your enterprise data by providing users access to the right data just in time, regardless of where it is stored. Denodo data virtualization implements data fabric architecture that enables companies to provide seamless real-time access across cloud and on-premises systems, simultaneously, without users needing to know where the data is stored. As a result, IT teams can use a data fabric to radically simplify data management and governance in complex hybrid and multi-cloud data landscapes while significantly reducing costs and risk.



Rapid Cloud Analytics: The Denodo Platform automates data discovery, governance, and consumption, delivering business-ready data for analytics and AI. As a result, business users and data scientists can access trusted data faster for their applications, analytics, AI and machine learning models, and business process automation, helping to improve decision making and drive digital transformation.



Data Services for Cloud-Native Applications: Organizations using data virtualization as part of their API development strategy will be able to integrate real-time data from multiple locations and take advantage of easy-to-use data-service publishing options.

1 This use case is best supported by Denodo Enterprise Plus and Denodo Enterprise subscriptions

CUSTOMERS LEVERAGING THE DENODO PLATFORM ON THE AWS MARKETPLACE



Case Study: GetSmarter (Rapid Cloud Analytics and Data Services for Cloud-Native Apps use case)

GetSmarter Created a Single View of Student Lifecycle, Improving Time-to-Market and Customer Service

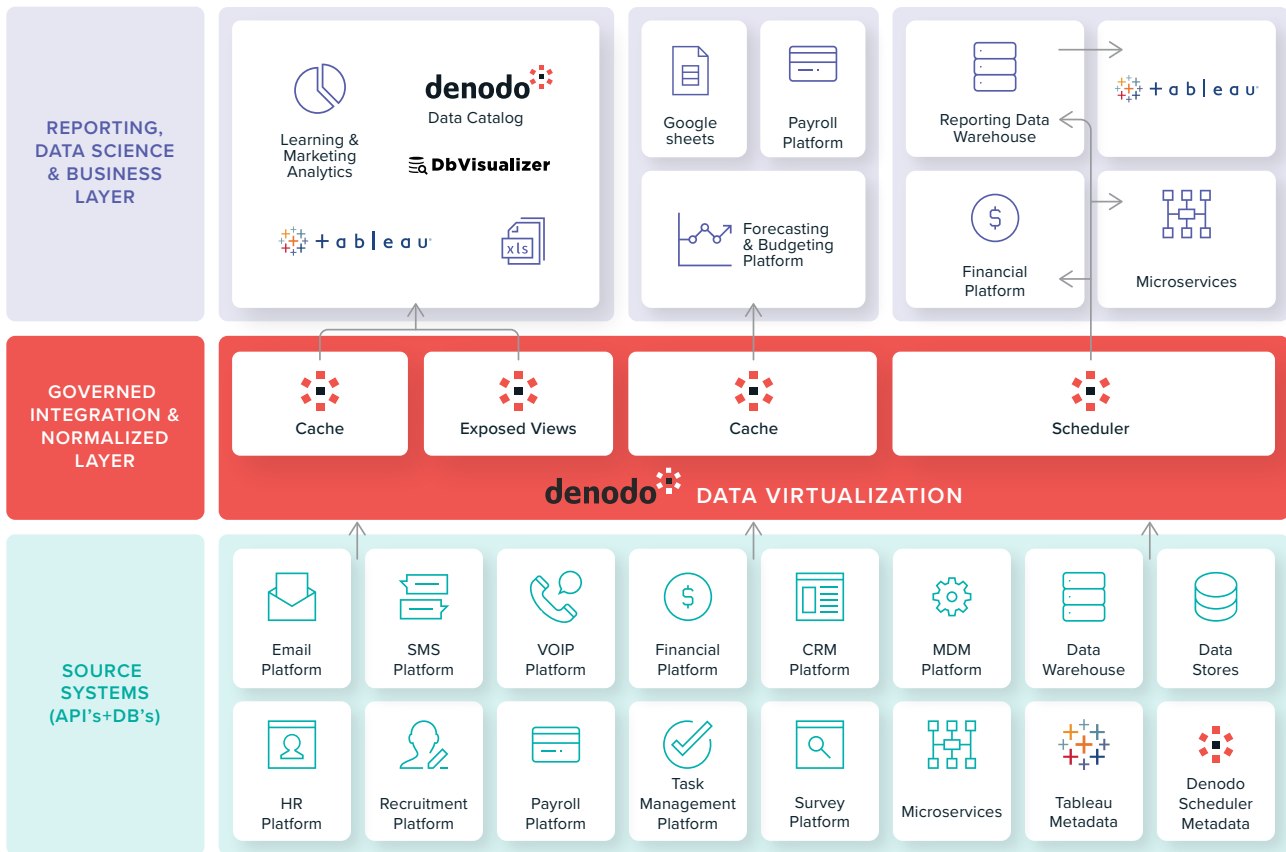
Challenge

GetSmarter (2U) had been running many of its companywide and departmental operations in the cloud, via invoicing and payment gateways or as SaaS applications, such as BambooHR and Asana, and the company also leveraged traditional databases and data warehouses running on SQL Server. As GetSmarter's online education system encountered rapid growth, the management team wanted faster deployment and announcements of newer features and services. In response, GetSmarter IT created many microservices targeting business contexts or entities such as enrolment, registration, student portal, user interface, payments, billing, and communications. While microservices accelerated GetSmarter's feature deployment and product announcements, the company's reporting tools now needed to talk to many databases instead of just one. GetSmarter needed a way to accommodate the many-to-many reporting tool and avoid having to manage multiple database connections.

Solution

To simplify the process of providing data for reporting and analysis purposes and to maintain overall data quality, GetSmarter chose the Denodo Platform. The Denodo Platform acted as a governed and normalized data aggregation layer in which business contextual definitions were created. This data aggregation layer, built on the Denodo Platform, is the single source of data for GetSmarter's partner universities, student users, and corporate customers. GetSmarter also leveraged the Denodo Platform's data governance and security features, facilitating compliance with the European Union's Global Data Protection Regulation (GDPR), the UK Data Protection Act, and South Africa's Protection of Personal Information (PoPI), in addition to ensuring that the data aggregation layer was fully governed and was feature-rich in terms of security, risk, and compliance.

2U Cape Town Data Architecture Diagram



Benefits

Using the Denodo Platform, GetSmarter achieved major efficiency gains by getting its data warehouse ready for production in about 2 weeks, which otherwise would have taken about 6 months. The Denodo Platform made it possible to hide the complexities of the underlying data sources from upstream consuming applications. In addition, GetSmarter found it much easier to connect to different data sources and join data sets from different data sources. The Denodo Platform greatly simplified and shortened business reporting activities.

- GetSmarter is able to announce and launch products and services faster while keeping quality-of-service intact, for a direct boost in revenue.
- With a single view of centralized information, GetSmarter business users can make business decisions faster than ever.
- As the virtual layer reduces the need to make copies of sensitive information, such as PII and financial data, and centralizes all data protection and security rules, it has become easy for GetSmarter to adhere to regulations such as GDPR and PoPI while executing granular access control.
- By virtualizing and combining VoIP and CRM systems, GetSmarter is able to assign appropriate student success managers to students, significantly increasing customer satisfaction.

Next steps:

A [free 30-day trial](#) of Denodo Professional on AWS Marketplace is the fastest way to get started. Start small and grow at your own pace. Technical support is included.

