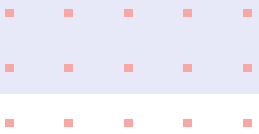


Accelerate Data Delivery via Secure Data Exchange



At a glance

Today’s evolving data landscape has spawned new business challenges that require innovative solutions. Business decision makers are often called upon to play the role of analysts by poring over tables of raw data to derive actionable insights. Ultimately, business decision makers need more than raw data; they need clean, curated and data driven information that is custom-fit to their goals, so that when it arrives, it is immediately intelligible. For example, exposing purpose-built analytics, such as supply chain, for consumption in order to expedite decision making. In short, what they need is data-as-a-service (DaaS) which is exposed in the form of an API.

Key Challenges

- Lack of data governance and security could be compromised as part of data democratization
- Tougher integration and provisioning of information-rich external data assets
- Lack of company wide strategy can slow down the overall process of building a data driven framework
- High data volumes put pressure on the process to process the data quickly and support analytics on top.

Denodo Professional for Small and Medium Businesses

Turning raw data into actionable intelligence is now at your fingertips by leveraging data as a Service (DaaS) designed to simplify access to widespread and complex data, often delivered as curated datasets via data virtualization unified approach. Other data management capabilities such as data cataloging and self-service analytics can help various business teams and departments to improve their processes around sales and marketing, supply chain and inventory management, operational excellence and more. The Denodo Professional subscription is available on the AWS Cloud Marketplace and provides a proven approach to integrating your customer data.

SOLUTION

Data as a Service

PRODUCT OVERVIEW

The Denodo Platform is the industry’s only data integration and management platform that offers all the capabilities necessary to build a logical data fabric. Powered by data virtualization, it provides a common semantics layer to expose data more quickly to business, a dynamic data catalog for semantic search and enterprise-wide data governance, industry leading query acceleration supported by machine learning, automated infrastructure management for multi-cloud and hybrid-cloud scenarios, and embedded data preparation capabilities for self-service analytics, faster time-to-insight, better privacy and compliance, greater automation of data management processes, and avoiding vendor lock-in.

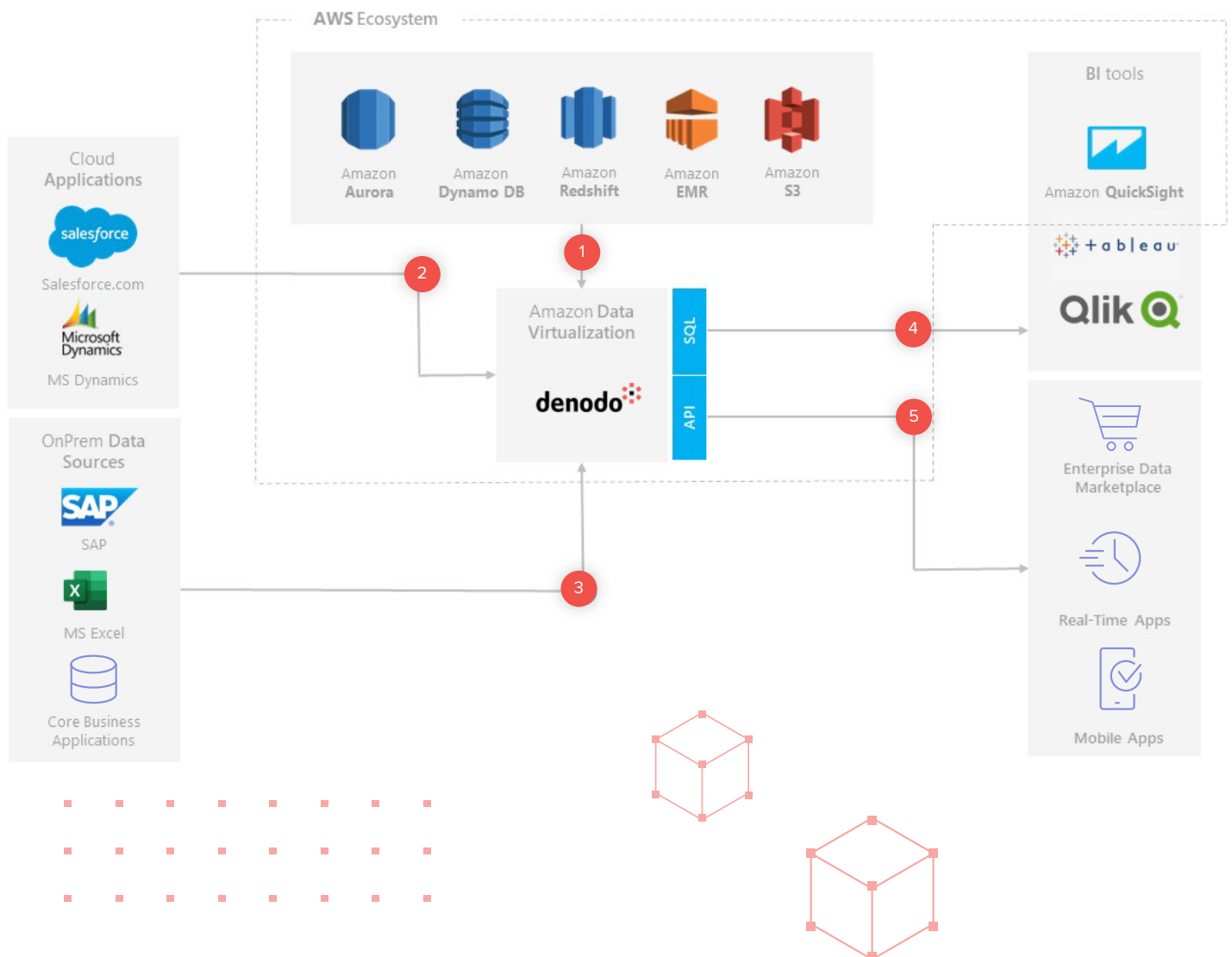
Built on the enterprise-class Denodo Platform engine, it allows you to quickly and easily connect to your customer data and create the consolidated view of the data using a no code environment with easy-to-use drag-and-drop and point-and-click tools. No more point-to-point connections or custom integrations.

Integrated data can be easily exposed for use by any reporting tool or downstream application via REST and OData APIs. This means that the users can quickly connect to the data source API endpoint or combine with other application endpoints. Denodo Professional comes with out-of-the-box connectors to all AWS-based data sources in addition to SaaS applications such as Salesforce, Microsoft Dynamics 365, Service Now, etc. The no-code development environment allows you to quickly and easily connect to your data sources and applications, define how the API driven data be combined, and expose the integrated, curated data to your users.

As Denodo Professional is an AWS Marketplace subscription, it is available with hourly (pay-as-you-go) and annual subscriptions. The hourly subscription means that you only pay for Denodo Professional when you use it. The annual subscription gives you cost predictability if you need to have customer data available all of the time.

Solution Reference Architecture

Denodo Professional enables “Data-as-a-service” which is not to be confused with “data services” or “data services marketplaces,” which deliver a variety of transactional and historical data to a variety of users, including developers, for a variety of purposes. DaaS is curated data, delivered specifically to business users to aid in decision making.



Business Benefits

- ✓ **On-Demand Accessibility** - Fueled by data driven culture can grant businesses the ability to deliver integrated data from a growing list of data sources.
- ✓ **Monetize your data** - Efficient, real-time data access and data democratization, via anonymized and aggregated data are sold either to intermediate companies or end customers who mine the data for insights
- ✓ **Personalized Services** Automating the data delivery to allow for better strategic integration and pushing the relevant data cab provide cost effectiveness without the burden to process bulk data and storage, thus increasing overall agility of doing business.



Business Value

A large multinational investment bank and financial services company rolled out its digital wealth management platform helping investment bank's 7,000 advisers and staff with front- and back-office tasks, including account opening and trade routing, creating a richer client experience, and digitizing enterprise-wide operations. In addition, the bank needed to initiate bi-directional data exchange between the two companies and create a single source of truth

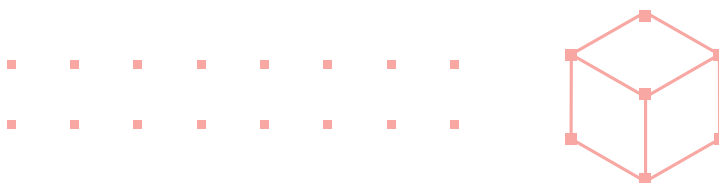
The solution architecture enabled the enterprise integration services layer (EISL) that connects both firms, the cloud functionality enabling scalability and efficiency, and the abstraction and transformation layers that reduce complexity and time-to-market. The new infrastructure enabled the creation of APIs that could seamlessly deliver data to downstream applications. EISL developers did not have to create any new ETL jobs, and the API services were easily made available to multiple user groups.

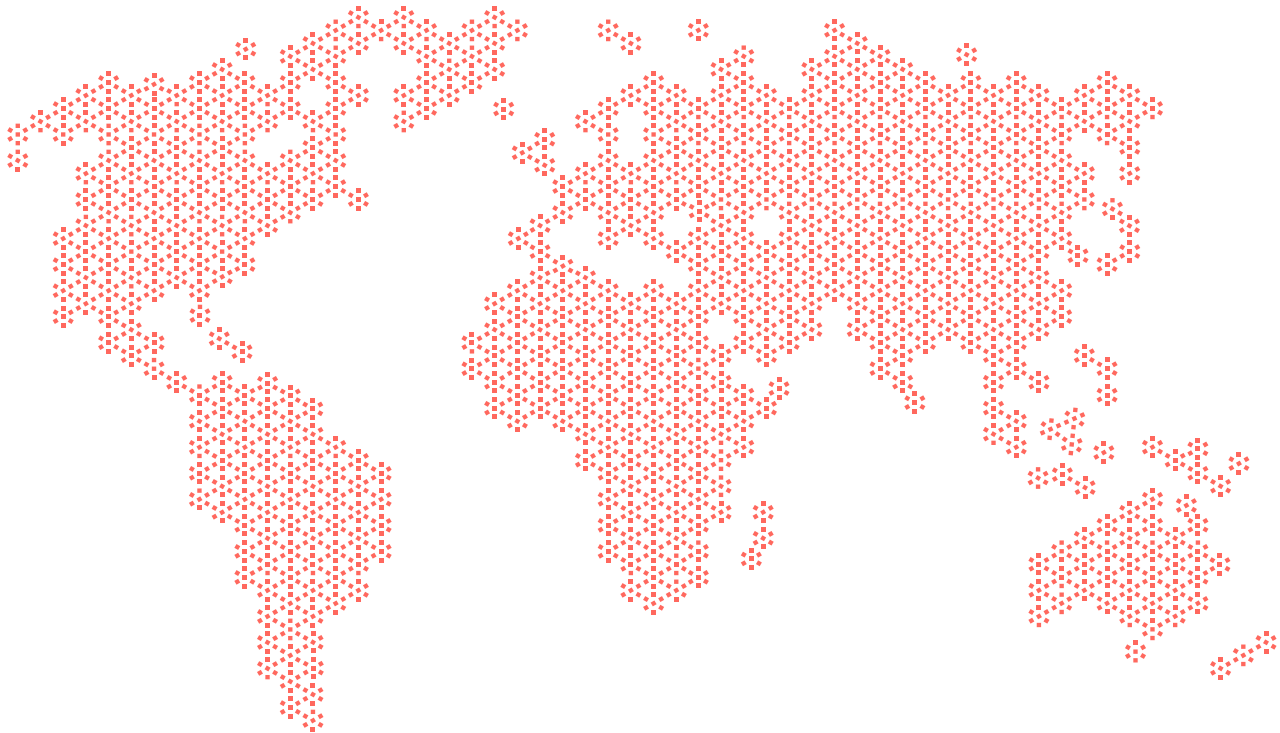
The Denodo platform facilitated pulling data through Rest services, enabling the bank to retire more than 300TB of storage and decommission more than 11,000 ETL sessions.

Next Steps

Contact to discuss your challenges and how we can deliver a solution using Denodo Professional.

Watch a [5-minute video](#) as we demonstrate how easy it is to create a Data as a Service exposed as an API for end user consumption





Denodo Technologies is the leader in data virtualization providing agile, high performance data integration, data abstraction, and real-time data services across the broadest range of enterprise, cloud, big data, and unstructured data sources at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.

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