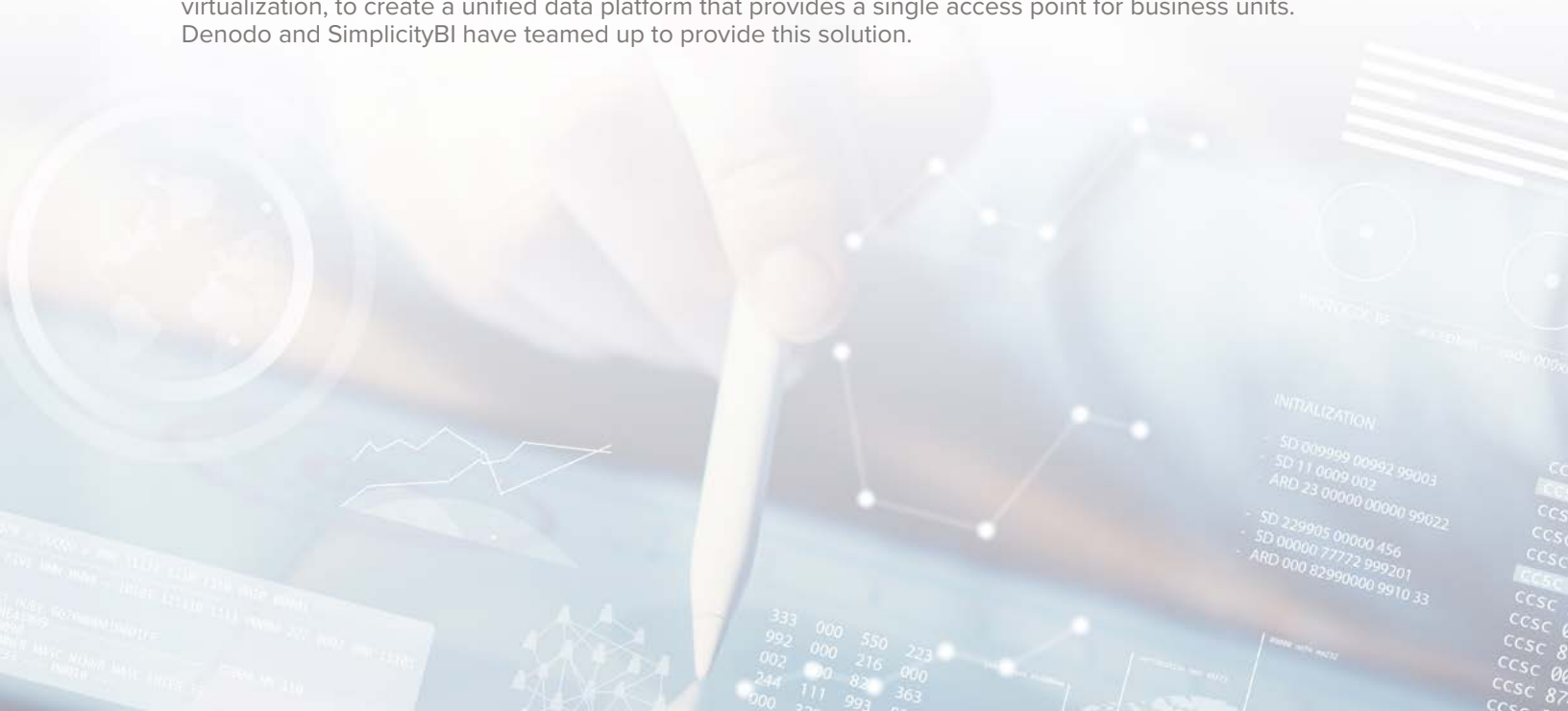# SimplicityBI and Denodo

Beginning 2014, Denodo and SimplicityBI have been partnering to streamline digital transformation for customers. Since then, SimplicityBI has been involved in over 20 implementations of the Denodo Platform for clients across North America.

Why SimplicityBI and Denodo?

Large organizations continue to struggle with integrating data across multiple heterogeneous systems. Many use batch-oriented extract-transform-load (ETL) processes to move the data from each of the sources to a central data warehouse, where they can analyze the data using business intelligence (BI) tools. However, for business users, the struggle remains:

- **They cannot get the data in time**. Some data might be delivered to the warehouse in minutes, while some might take an hour. However, if the batch process is scheduled to be run daily, it might take a day. That might be acceptable for some business users, but not for others.

- **They need to manually assemble the data**. In some cases, the data warehouse will not receive data from a given source. Perhaps the company has recently acquired another company, and the ETL process for that new data source has not been set up yet. In such cases, business users will be forced to manually put together the reports they need. Needless to say, this type of work detracts from their core purposes.

- **They cannot answer basic questions using the data**. A sales representative might have a question about the purchase history for a group of customers, but might never ask the question, because it would take prohibitively long to answer. The data is simply not integrated quickly enough to enable real-time reporting.

- **They cannot customize the data flow to meet specific, changing needs**. Standard ETL and data warehouse architectures are highly resistant to change. A new source requires a new ETL process, and changes to the structure of the data warehouse are expensive, given not only the development time but any potential downtime as well.

The solution is to leave the data exactly where it is, but provide real-time access to it, using data virtualization, to create a unified data platform that provides a single access point for business units. Denodo and SimplicityBI have teamed up to provide this solution.
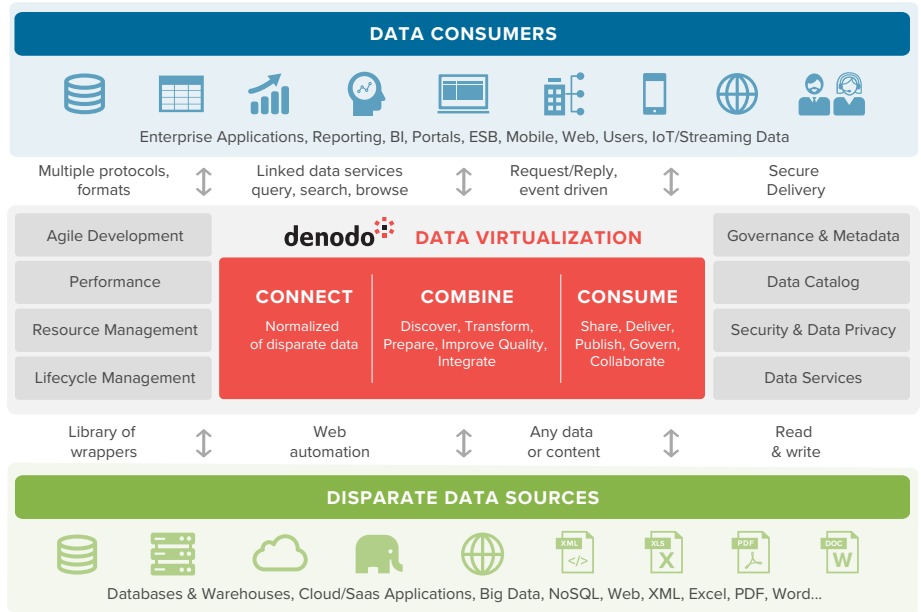
What you do with Denodo and SimplicityBI?

With over 20 Denodo Platform implementations in five years, SimplicityBI has been exposed to a wide variety of data virtualization use cases and has witnessed first-hand how readily companies expand beyond their initial use cases to engage in myriad modernization initiatives.

With the Denodo Platform's unmatched ability to integrate data between different systems in real time, and SimplicityBI's diverse services and deep expertise with data virtualization, companies can enable virtually unlimited outcomes for their customers.

About Simplicity BI

SimplicityBI, a leading data management and analytics company, implements data solutions for our customers. For over 15 years, SimplicityBI consultants have been committed to delivering secure and innovative business intelligence and analytics solutions that work, directly impacting the bottom line.

With a focus on agile delivery, our consultants take away the complexity, tailoring solutions that are simple for our clients to use, but not easy for them to deliver without our help.

Follow @SimplicityBI or visit **simplicitybi.com**

About Denodo

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

For more information, follow @Denodo or **www.denodo.com**