

As The World Becomes More Data Driven: The DataDirect Connectivity Solution for Software Providers

WHITEPAPER





As organizations drive to be even more data-focused, the importance of efficient and reliable data connectivity cannot be overstated. Software providers that want to keep up with the demands of their customers need to ensure that their software can seamlessly connect with various data sources. For many, the way to achieve this is by embedding Progress DataDirect data connectivity.

DataDirect is a leading provider of data connectivity solutions, offering a wide range of drivers that enable applications to connect with various data sources, including unstructured data, relational databases, cloud applications and big data platforms. By embedding DataDirect data connectivity, providers can enhance their products' functionality, performance and reliability while providing a better user experience.

This paper discusses various benefits software providers have realized from embedding DataDirect data connectivity into their software, as well as an example of an organization successfully partnering with DataDirect. In conclusion, the paper will highlight all the various connectivity options from DataDirect that solution providers are using today.

The DataDirect Advantage for OEMs



Broad Coverage of Data Sources

As is widely known, for organizations to get the most out of their analytics and/or BI program they need to be sourcing from as much data (and from as many data sources) as possible. Enter DataDirect.

DataDirect offers a comprehensive range of drivers that support various data sources, including relational databases such as Oracle, SQL Server, MySQL and PostgreSQL. DataDirect also supports cloud-based data sources such as Salesforce, Microsoft Dynamics CRM and Amazon Redshift. Furthermore, drivers for big data platforms such as Hadoop, Apache Spark and Apache Cassandra, among others.

By embedding DataDirect data connectivity, software providers can provide their customers with an extensive range of data sources to connect to, enabling them to easily handle different data sources within one platform.. This is particularly important for software providers whose customers use multiple data sources, as it eliminates the need for separate data connectivity solutions for each source.



Improved Performance

DataDirect solutions are designed to optimize the performance of data connectivity. With advanced technologies such as connection pooling, caching and query optimization DataDirect ensures that data is transferred efficiently and quickly. This means that software providers can supply their users with faster and more responsive applications, enhancing the user experience.

In addition, DataDirect drivers are designed to take advantage of the latest features and enhancements in data sources, ensuring that software providers can keep up with the latest trends in data connectivity as well as security measures are being met..



Greater Reliability

DataDirect data connectivity solutions are designed to be highly reliable, ensuring that data connections are stable and robust. This means that software providers can provide their users with applications that are less prone to crashes, data loss and other issues that can disrupt business operations.

Furthermore, DataDirect drivers are regularly updated to ensure compatibility with the latest versions of data sources, eliminating the risk of compatibility issues that can arise when using outdated data connectivity solutions.



Enhanced Security

DataDirect data connectivity solutions offer advanced security features such as SSL encryption, Kerberos authentication and SSH tunneling, ensuring that data is transferred securely. This is particularly important for software companies whose applications handle sensitive data such as financial or healthcare data, as it reduces the risk of data breaches and other security issues. By embedding DataDirect data connectivity into their software, organizations can provide their users with a more secure data connectivity solution, giving them peace of mind that their data is protected.



Simplified Development

Developing and maintaining a data connectivity solution can be complex and time-consuming, particularly for software vendors that specialize in other areas of software development. Embedding DataDirect data connectivity into their platform can simplify development and maintenance, reducing the time and resources required to build and support a data connectivity solution.

DataDirect offers a range of development tools and resources that software providers can use to accelerate development and testing, including ODBC/JDBC test suites, data connectivity SDKs and technical support.



Competitive Advantage

In summary, in today's competitive software market, providing superior user experiences is critical to success. By embedding DataDirect data connectivity, software providers can differentiate their products from competitors by offering faster, more reliable and more secure data connectivity. This can lead to increased customer satisfaction, improved customer retention and, ultimately, increased revenue.

DataDirect Connectivity OEM Use Case:

A leading provider of enterprise software platforms needed to sustain its market leadership as customers demand direct access to popular types of data sources, such as Salesforce.com.

Many organizations have discovered that accessing data through Salesforce's native APIs is problematic from an analytics perspective. With the APIs tending to change several times a year, frequent recoding and release updates to the analytics application are required. The Salesforce APIs also do not enable high-performance BI.

For many organizations, to include software providers; DataDirect connectivity for Salesforce.com solves this problem... with consistent, unified access to Salesforce and other data sources. This software provider also took advantage of the ability to connect any configuration of its analytics platform to Salesforce while delivering the usability and performance levels that customers required. Whether their client's instance is on HP Unix, Windows Server or Linux, the DataDirect Salesforce.com driver provided a fast, flexible connection to the data in Salesforce.

Other features that provided benefit to this OEM:

- Low latency, high-throughput and resource-efficient access
- A local data cache that can reuse prior data results, eliminating expensive network calls and data retransmissions. This improves performance by an order of magnitude while ensuring that the user is not exceeding its Salesforce usage quota.
- No need to mirror Salesforce instances to ensure high performance SQL access
- Wire protocol architecture in DataDirect ODBC driver optimized the rate and efficiency of data transfer; which eliminates need for additional components on the database serve
- Supported multiple simultaneous connections with Salesforce



DataDirect Options for Connectivity

OpenAccess SDK

Provides organizations with the ability to build standards-based connectivity (ODBC, JDBC, ADO.NET) for underlying data that is compatible with the most popular analytical and data integration tools. If your needs are unique and there isn't an "out of the box" connector solution, OpenAccess allows users/and orgs to easily develop their own .

OpenAccess provides a unified API for data access, which simplifies the development process and reduces the learning curve for developers. With OpenAccess, developers can use a single API to connect to multiple data sources, reducing the need to learn and use different APIs for each of them.

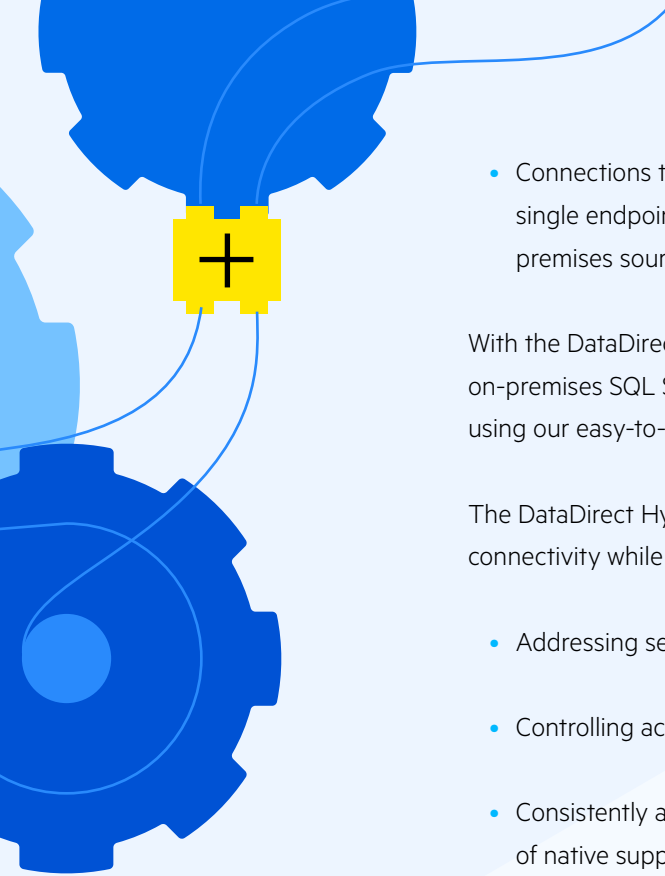
OpenAccess also provides a range of features to help developers optimize performance, including connection pooling, query optimization and caching. These features help improve application performance by reducing the time taken to connect to the data source and execute queries.

Finally, OpenAccess SDK provides the platform to implement powerful security measures. Such features as augmentation provided by external IAM integration, role-based data access, security and privacy all ensure new security guidelines mandated by either governments or corporate security teams are met without touching or needing to upgrade their backend data source.

Hybrid Data Pipeline

Hybrid Data Pipeline is a data connectivity solution that enables organizations to connect their on-premises data sources to cloud-based applications and services. DataDirect has been known for years for its robust connectivity to dozens of different data sources, and with Hybrid Data Pipeline, takes this connectivity even a step further by enabling:

- Identity Management for your Data Sources that allows you to control data access from a single location.
- Universal Clients for all BI Tools using ODBC, JDBC and OData that eliminate the need to deploy and update numerous drivers. This greatly reduces the amount of time your staff will need to dedicate to the maintaining of data connectors and free them up for other strategic assignments.
- Operational Visibility into data source utilization to let you see not only who accessed the data, but what they accessed.

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- Connections to Salesforce. DataDirect reduces licensing costs by connecting to a single endpoint and enriches Salesforce with data from any external cloud or on-premises source, without compromising on security.

With the DataDirect Hybrid Data Pipeline, you can quickly share a data source—be it an on-premises SQL Server, a cloud data warehouse, Salesforce or even a private REST API—using our easy-to-use web interface.

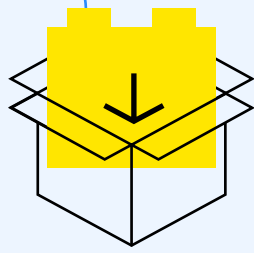
The DataDirect Hybrid Data Pipeline also eliminates common roadblocks to data connectivity while ensuring trusted security. These include:

- Addressing security lapses that cause internal vulnerabilities.
- Controlling access to sensitive data and complying with strict data privacy laws.
- Consistently applying corporate authentication models to any data source, regardless of native support.

Full library of Connectors

DataDirect Connectivity provides a range of out-of-the-box connectors for various applications, including BI tools, ETL tools and data integration platforms. These connectors provide pre-built integrations with popular applications, reducing the time and effort required to connect to these applications.

The out-of-the-box connectors support a wide range of data sources, including relational databases, cloud databases and web services. They also provide a range of features to help optimize performance, including query optimization and caching.



From faster time-to-market and better performance to lower total cost of ownership and enhanced security and compliance, DataDirect connectivity solutions offer software providers a wide range of benefits that can help you improve their data access and analysis capabilities.



[Learn more about Partnering with DataDirect](#)






About Progress

Dedicated to propelling business forward in a technology-driven world, [Progress](#) (NASDAQ: PRGS) helps businesses drive faster cycles of innovation, fuel momentum and accelerate their path to success. As the trusted provider of the best products to develop, deploy and manage high-impact applications, Progress enables customers to build the applications and experiences they need, deploy where and how they want and manage it all safely and securely. Hundreds of thousands of enterprises, including 1,700 software companies and 3.5 million developers, depend on Progress to achieve their goals—with confidence. Learn more at www.progress.com

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Worldwide Headquarters

Progress Software Corporation
15 Wayside Rd, Suite 400, Burlington, MA01803, USA
Tel: +1-800-477-6473

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