

COFFINGDW MAKES THE IMPOSSIBLE POSSIBLE WITH PROGRESS DATADIRECT

Client



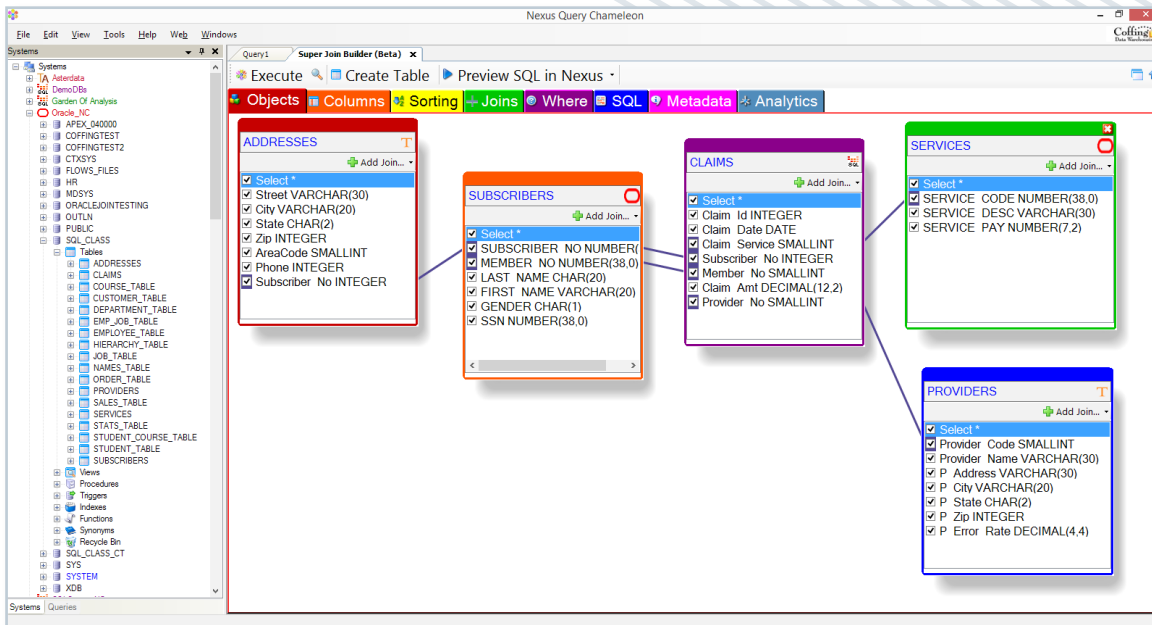
Challenge

CoffingDW Makes the Impossible Possible with Progress DataDirectCoffingDW is a company built on the motto, “Don’t wait for the future to happen. Create it!” So when CoffingDW founder and CEO, Tom Coffing saw the need to defragment data management, he and his team didn’t wait for someone else to create a solution. They got to work.

Over 15 years ago, Coffing and the CoffingDW team started developing a revolutionary product called the Nexus Query Chameleon. The dream was to give businesses the power to model, join, query, convert and move data between systems.

“Getting these machines talking to each other, that’s the blood flow of your entire operation,” explains Coffing. CoffingDW data warehousing solutions all stem from a vendor- and hardware-neutral approach. It’s an approach they believe is the future of computing.

Prior to the completion of the Nexus Query Chameleon, connecting data sources like Oracle, Teradata, SQL Server, MongoDB and Hadoop was considered impossible. Even after years of research and development, CoffingDW had system-neutral software and a client list that included some of the biggest companies in the world but they were still searching for a way to query multiple systems from a single source.



Solution

Progress® DataDirect® gave the CoffingDW team the functionality they'd been looking for.

Tom Coffing says it was either the DataDirect platform or nothing. "We talked to some of our Teradata counterparts and they said listen, you want to move data between Oracle, SQL Server and Teradata with the press of a button, DataDirect is the only way to do that."

"Performance was huge for us," says Coffing. To realize the dream of Nexus Query Chameleon, the CoffingDW team needed a solution for connection, security and rapid data movement. "To make all systems look like one, those DataDirect drivers make that possible."

"We said, we're not just going to build a tool that works on one platform. We're going to build a tool that works on every platform."

Tom Coffing
CoffingDW Founder and CEO

Not only was DataDirect the only one of its kind, it enabled the Nexus Query Chameleon to function like nothing in history. When the CoffingDW team showed their solution to top cloud providers, the audience was in disbelief. "They said, that's not possible," recalls Coffing. "We said, well you're seeing it."

With DataDirect integration, Nexus Query Chameleon was able to do joins between Teradata, Oracle and SQL Server.

The solution was 15 years in the making, but it only took two weeks to deploy the final piece of the puzzle, DataDirect. "It just happened like magic," explains Coffing. "And we were able to move data so unbelievably fast."

Results

With DataDirect, the CoffingDW team saw productivity skyrocket.

"We literally took projects that could be six weeks long and did them in a day," says Coffing. After the DataDirect platform integration, Nexus Query Chameleon functionality was unparalleled. "We could provide things to the largest financial institution in the world that they couldn't find anywhere else."

DataDirect drivers have helped improve the CoffingDW offering on several fronts, including:

- Lowering costs and time to market
- Enabling the teams to focus on product development (instead of maintenance)
- Supporting unprecedented cross-system query functionality

But most importantly, the DataDirect drivers have given Coffing and his team the ability to create a product that simply couldn't exist otherwise. "DataDirect has given us that once-in-a-lifetime opportunity to have the right product at the right time, during the right exact paradigm shift, to put us in a great position. So we're very excited about the future."

"When it comes to the cost savings that we've been able to achieve, it's immeasurable. Because if we did not have Progress DataDirect helping us, our product literally just would not work."

Tom Coffing
CoffingDW Founder and CEO

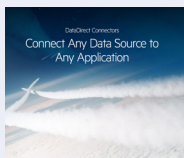
About CoffingDW

CoffingDW was founded in 1993 by Tom Coffing. His innovation and leadership has helped skyrocket CoffingDW to the forefront of the data warehousing industry. CoffingDW's unique, three-pronged approach has helped bring their products into the largest data warehouses in the world. Tom and his team have written over 50 books on data warehousing and they have garnered the respect and attention of readers all over the world. His latest work was released in September 2013 and is considered his best. Not only is Tom an author, but he is a world renowned speaker and teacher and he has also taught over 1,000 classes on every major data warehouse vendor. Finally, Tom and CoffingDW's proudest accomplishment is the

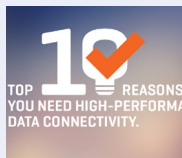
Nexus Query Chameleon. Its ability to query and convert between every major system makes it one of the most sophisticated tools in the industry today, but its remarkably seamless integration into any environment makes it the most user friendly. The Nexus shows users tables and views visually. Users are able to load and run their logical models and see what tables join to each other. SQL is built perfectly with each click of the mouse. With an eye towards the future, CoffingDW is constantly adding features and capabilities to the Nexus, so contact us for a demo.

www.coffingdw.com/about-us

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High-Performance
Connectivity
whitepaper



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