



SOFTWARE-AS-A-SERVICE DATA CONNECTIVITY

INTRODUCTION

As a Software-as-a-Service [SaaS] provider, rapid customer acquisition is the core objective. However, rapid top-line growth presents significant IT challenges. Customer onboarding usually overtaxes network infrastructures and hardware resources such as CPU and memory, leading to decreased processing capacity. And decreased capacity increases the risk of performance degradation, which means SaaS providers must quickly procure additional hardware capacity or increase their footprint in the Cloud, as well as the associated software licenses to manage and maintain the increase.

For many SaaS providers, balancing the risks of application performance degradation [and customer dissatisfaction] with the risks of inflated IT infrastructure costs is an ongoing concern that consumes valuable time, resources, and money.

Decrease the **cost of growth** with **elastic** connectivity.

FEATURES:

- ▶ Robust performance tuning
- ▶ Optimized usage of all resources—infrastructure, hardware and software
- ▶ Proven, industry-leading technology

BENEFITS:

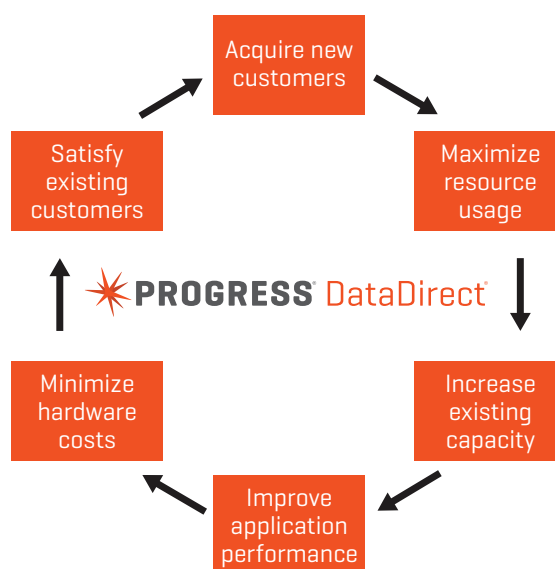
- ▶ Increased throughput
- ▶ Dramatic increases in application performance
- ▶ Higher levels of customer satisfaction

THE ANSWER – PROGRESS DATADIRECT CONNECT

Unlike alternative database drivers, Progress DataDirect Connect enables SaaS providers to make optimal use of available resources thereby increasing existing processing capacity and enhancing architectural elasticity. As a result, they easily onboard new customers and assimilate volume processing spikes during peak customer usage. This means they do not have to dedicate as much existing capacity to cloud processing and at the same time, they can minimize downstream infrastructure and hardware investments. Database drivers and data providers are integral parts of database middleware, but they do not work in isolation. Instead, they are part of a multilayered architecture, working in concert with a variety of other infrastructure components.

Progress DataDirect Connect drivers and data providers optimize the usage of key infrastructure components such as runtime environments, operating systems, network protocols as well as hardware components such as memory and CPU.

This optimization enables SaaS providers to scale quickly and increase performance without inflating infrastructure and hardware costs.



COMPETITIVE TESTING RESULTS

When tested against a driver from a large database manufacturer, Progress DataDirect Connect delivered performance gains of 400%, while operating with a 60% increase in efficiency. If not tuned for optimal usage, key infrastructure components such as runtime environments, operating systems, network protocols as well as hardware components such as memory and CPU quickly become limiting factors for application performance.

Via robust performance tuning features that optimize resource usage maximize existing capacity and eliminate bottlenecks, Progress DataDirect Connect empowers SaaS providers with increased throughput and dramatic improvements in application performance.

Duration	Connect	Competition	Comparison	Comparison Notes
Time to Select 500 Rows [MLS]				
100 Iterations	265	1313	395.5%	As more queries run, Connect becomes more efficient at an increasing rate, meaning more transactions on the same hardware – by changing only the driver.
CPU Seconds				
100 Iterations	0.203	0.531	[61.8%]	60% less resource requirements ensures maximized capacity and performance gains in highly virtualized environments. The more efficient Connect driver provides more elasticity for peak usage.
Throughput [Numbers of Rows/Second]				
100 Seconds	251,731/ sec	39,770	533.0%	Regardless of the amount of time the tests were run, the Progress DataDirect driver maintained more than a 5x throughput advantage over the competition.

In large virtualized environments, Progress DataDirect Connect demonstrates additional value; giving SaaS application architects the power to both achieve the cost reduction targets of virtualization while ensuring uninterrupted performance for enterprise customers. These performance gains enable SaaS providers to consistently comply with Service Level Agreements (SLAs) which bolsters customer satisfaction and loyalty.

When it comes to ensuring application performance, scalability and reliability SaaS providers must look closely at the negative impacts of inferior data access products. Inefficient data access products consume available processing capacity at an alarming rate. And with shrinking capacity, SaaS architects are faced with a sobering choice – sacrifice performance or scarce budget dollars.

Progress DataDirect Connect solves this ongoing challenge by ensuring optimized usage of all available resources, eliminating performance and scalability concerns and allowing SaaS organizations to focus time, personnel and money on delivering greater application functionality, rather than constantly increasing spending on infrastructure and hardware assets.

FOR MORE INFORMATION:

<https://www.progress.com/products/datadirect>

FOR A FREE TRIAL DOWNLOAD:

<http://forms.progress.com/forms/driverdownload>

PROGRESS SOFTWARE

Progress Software Corporation [NASDAQ: PRGS] is a global software company that simplifies the development, deployment and management of business applications on-premise or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership.

WORLDWIDE HEADQUARTERS

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