

ONE INTERFACE FOR ALL YOUR SAAS DATA

FAST, FLEXIBLE SQL ACCESS TO BOTH SAAS AND ON-PREMISE DATA

ISVs are trending toward cloud-based development platforms and applications, and why not? Benefits include cost certainty, reduced infrastructure requirements – and many more. But there's a catch. SaaS applications typically expose their data through application programming interfaces [APIs], with each application closely aligned with its API. This presents two problems to ISVs. First, since APIs change regularly, ISVs are forced to update applications frequently, which increases support costs and delays the introduction of new versions and features. And second, SaaS applications typically present third-party integration challenges, since they are often incompatible with BI, reporting or ETL tools.

Progress® DataDirect Cloud™ provides a single, standard data interface to a wide variety of popular SaaS and on-premise applications and data sources. This dramatically reduces the development and maintenance burden. Businesses can access data from applications such as Salesforce.com and Microsoft Dynamics – as if they were a relational database. A standard interface makes the data compatible with virtually all third-party data tools.

WHAT IT DOES

Progress DataDirect Cloud is a software service [SaaS] delivered from the cloud. It provides standards-based access to any data source from any tool or application, offering a single source for both on-premise and cloud connectivity. Progress DataDirect Cloud functions as a universal translator, transforming various industry standards into a single consistent standard by accessing all data via SQL queries and making your diverse data sources all appear as relational databases.

BENEFITS

FOR ISVS

Leading SaaS application providers don't make it easy to connect to competitor systems without extensive reconfiguration. Progress DataDirect Cloud bridges that gap seamlessly. It enables cloud-based systems for all data sources – including ODBC, JDBC and SaaS connectivity. All sources look like a relational database to the applications, so you can concentrate on the API and let our driver do the rest.

REVENUE GROWTH, COST SAVINGS, CUSTOMER LOYALTY

Progress DataDirect Cloud delivers significant revenue, cost and customer care benefits. With easy access to all available data, ISVs can address new markets with speed and agility and enable businesses to do the same. Cost is critical: multiple code paths drive up costs, with more dollars spent on development and maintenance and fewer dollars spent on innovation and competitive differentiation. We help you reverse that. With dramatically improved performance in both standard query and bulk load operations, businesses deliver a better customer experience, resulting in greater customer loyalty.

HIGHLIGHTS

- ▶ **Standards-based support** for SaaS applications
- ▶ **Includes** Salesforce, Microsoft Dynamics, Hubspot, more
- ▶ **Future-proof data connectivity** – single, embeddable interface to all data sources
- ▶ **Broadest compatibility with BI, ETL and app-dev platforms** – both ODBC and JDBC support
- ▶ **Increased performance and reduced SaaS quota use** via advanced bulk data support and optimizations
- ▶ **Say goodbye to coding** to keep up with constantly changing APIs
- ▶ **Focus on differentiation**, not data access

PERFORMANCE

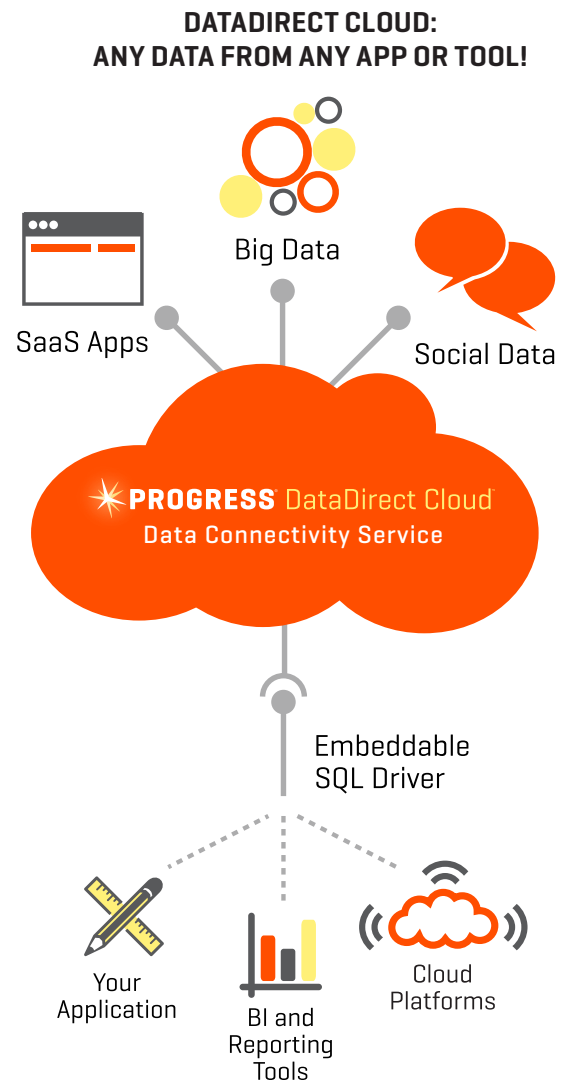
Say goodbye to slow-running cloud apps. Progress DataDirect Cloud runs up to 500 percent faster than out-of-the-box drivers and bulk processes are highly efficient. How do we do it? First, it's much more CPU efficient than other data drivers. Second, highly efficient page loading increases throughput for bulk processes – by a lot! And the first pages of data get to clients immediately, so users get right to it. Finally, we run on high-performance infrastructure – ultra-fast virtual machines working together to create supercharged networks.

RELIABILITY

Progress DataDirect Cloud deployment is geographically dispersed in multiple Amazon zones. If there is a network issue in one zone, processing continues in another – and our client drivers fully support connection failover. Finally, Progress DataDirect Cloud is monitored and maintained 24x7, so even the smallest issues are addressed rapidly.

ABOUT DATADIRECT CLOUD

Using a single ODBC or JDBC driver, Progress DataDirect Cloud delivers easy, flexible access to SaaS, on-premise data, big data, social media – in short, any data from any application. SQL-based access makes all your data sources, such as Salesforce.com and Microsoft Dynamics, appear as relational databases. New data sources are added with a simple configuration, using an intuitive point-and-click graphical interface. No driver updates or additional coding are required, and it's instantly compatible with your most important business applications. This makes it ideal for organizations needing to access multiple data sources. Progress DataDirect Cloud simplifies life for IT organizations. Developers updating an application can program to a single interface instead of a variety of data sources, with multiple code paths, each of which requires constant maintenance and upgrades. Lastly, it leads to much-enhanced customer satisfaction and loyalty. For example, business users can use their BI tools to query all their data in real-time, for faster, more informed decisions and a better customer experience.



SYSTEM REQUIREMENTS

- ▶ Supports ODBC and JDBC, both 32-bit and 64-bit
- ▶ Cross-platform support, including Windows and Linux
- ▶ Cloud service supported on most browsers

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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