

# Syncsort DMExpress™

Accelerate Data Integration performance and reduce total cost of ownership to [capitalize on the opportunities of Big Data](#).

## DMEXPRESS DELIVERS FAST, EFFICIENT, COST-EFFECTIVE DATA INTEGRATION

Traditional ETL and data integration platforms can no longer cope with the increasing demands for information imposed by Big Data. Ever-growing data volumes, along with the increasing velocity and variety of sources, often result in exponential costs that ultimately impede your ability to achieve strategic business objectives.

Built on over 40 years of data integration and performance expertise, DMExpress helps reduce the cost and complexity of data integration with the fastest, most scalable ETL technology, enabling organizations to harness the opportunities of Big Data.

- Eliminate staging and offload database capacity.
- Deliver maximum performance and efficiency with no tuning required.
- Accelerate existing data integration environments.
- Reduce total cost of ownership by up to 3x.

## Big Data Demands Higher Performance, Lower TCO and Faster Time-to-value

Data Integration and ETL tools have historically focused on developing a growing stack of functionality, neglecting two critical factors of ETL: ease-of-use and high performance at scale. However, as data volumes grow and users demand fresher data, the vast majority of problems faced by IT organizations can be traced to performance, not functionality. Therefore, IT organizations are commonly forced to look for costly and inefficient workarounds to overcome their performance challenges.

- **Tuning** requires highly-skilled internal and external resources, and significant IT staff hours.
- **Adding hardware** involves capital, as well as operational, costs to deliver marginal performance improvements.
- **Pushing transformations to the database** and **hand-coding scripts** increase complexity, jeopardize data lineage, and reduce agility while increasing costs.

The advent of Big Data is only exacerbating these problems, as the existing approach to data integration becomes an obstacle to leveraging information for competitive advantage.

“Global Payments is seeing benefits in the ease of implementation, reduced time to market, speed of data delivery and lower consumption of resources.”

— Mark Kubik, Director of Application Development for Global Payments

## DMExpress Brings the “T” Back to ETL

DMExpress is full-featured ETL software that helps IT organizations achieve the performance they need while significantly lowering the cost and complexity of data integration environments.

DMExpress brings all data transformations into a high-performance, in-memory ETL engine, eliminating the need for staging data or manually pushing transformations to the database.

## Eliminate Staging and Offload Database Capacity

Underperforming ETL tools have forced many IT developers to push transformations down to the database, adding complexity and requiring massive investments in additional database capacity. This practice, commonly known as staging, is one of the most costly and time-consuming data integration tasks, yet it adds no business value.

DMExpress eliminates the need for staging data by offloading the database and bringing the transformations back into the ETL engine. DMExpress is built on proprietary technology that reads, transforms and loads data at maximum I/O rates. Transformations are processed in-memory on commodity hardware, accelerating performance while eliminating the need for extra database capacity.

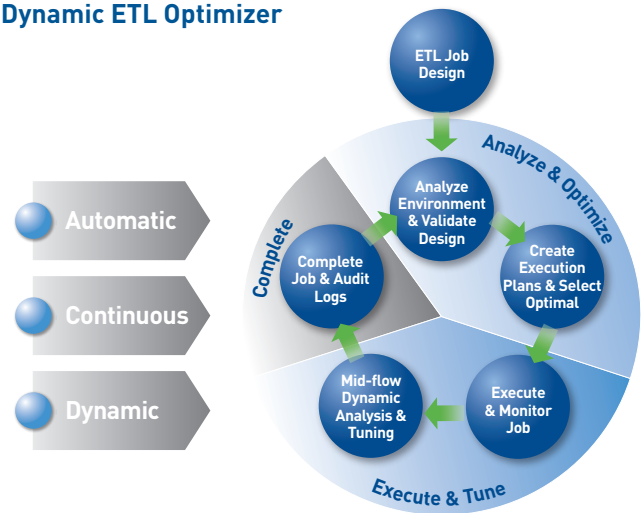
## Maximum Performance and Efficiency with No Tuning Required

Traditional data integration is manual and static, with every change requiring re-tuning. Moreover, it was not designed with efficiency in mind, so resources are not used optimally. By contrast, DMExpress delivers maximum performance out-of-the-box, shifting the focus to more value-added activities.

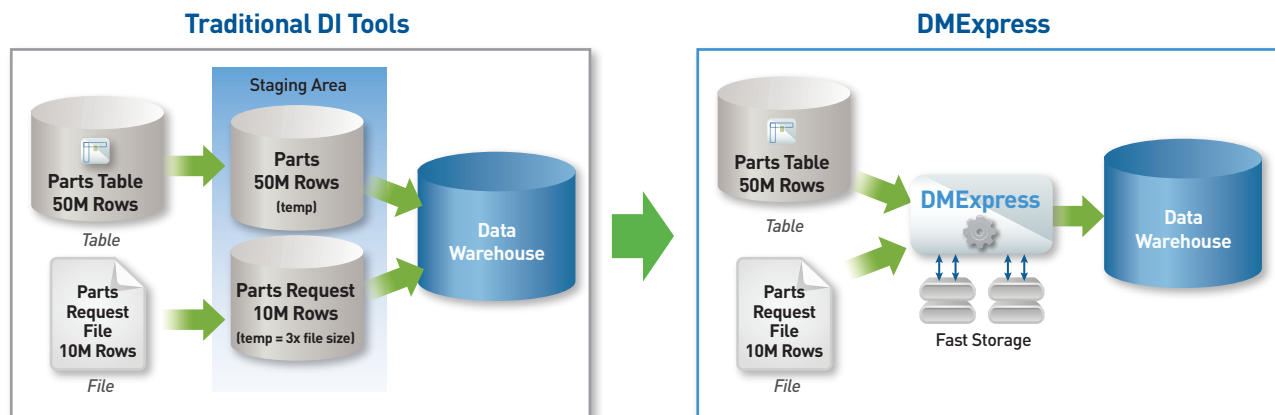
- **Algorithm Design.** DMExpress packages a library of hundreds of public and proprietary algorithms to deal with the most demanding data integration transformations and functions, including sorting, aggregating, joining, parsing, hashing, and pattern-matching.

- **Dynamic ETL Optimizer.** DMExpress dynamically selects the most efficient algorithms based on the data structures and system attributes it encounters at run-time. The ETL optimizer automatically adapts and optimizes itself to the exact characteristics of any particular job and system.
- **Automatic Pipelining and Parallelism** allows developers to focus more time addressing the growing business demands for information and less time on tuning and ongoing maintenance.
- **Hadoop Integration and Acceleration** provides seamless connectivity to HDFS and accelerates MapReduce jobs making it easier to leverage the Big Data framework.

## DMExpress Is the Only DI Tool with a Dynamic ETL Optimizer



## DMExpress Eliminates the Need for Staging and Its Associated Costs



- Uses staging area to join and aggregate disparate sources
- Pushes heavy transformations to RDBMS
- Consumes up to 80% of database capacity for ELT not analytics

- Eliminates need for staging
- Performs high-performance transformations in-memory
- Offloads database capacity freeing up more cycles for value added analytics

## Increase ROI from Existing Data Integration Environments with Data Integration Acceleration from Syncsort

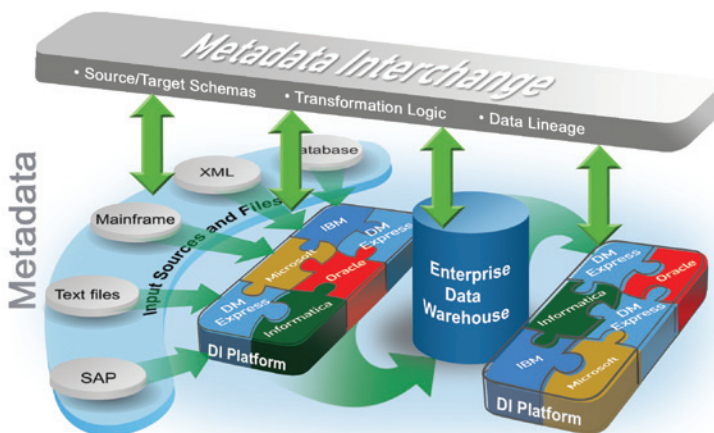
Many organizations have spent a significant amount of time and effort procuring and implementing their existing data integration environments. However, many of these platforms have become exponentially expensive to scale and maintain as data volumes grow and processing windows shrink.

DMExpress provides unique *Data Integration Acceleration* capabilities to help organizations maximize the return on their existing data integration investments in platforms such as Informatica or IBM DataStage. With Data Integration Acceleration from Syncsort, you can keep your existing infrastructure and simply shift the heavy workload transformations to DMExpress.

With DMExpress' advanced Metadata Interchange capabilities, organizations can "snap" DMExpress alongside existing data integration solutions to seamlessly accelerate performance, eliminate constant tuning, and facilitate regulatory compliance.

- Snap DMExpress into your existing data integration environment.
- Import existing jobs and maps to accelerate deployment.
- Seamlessly accelerate data integration performance.
- Simplify governance and data lineage.
- Eliminate constant tuning.

## Maximize the Return on Your Data Integration Investment with Data Integration Acceleration from Syncsort



## Fast, Simple Data Integration = Lower Total Cost of Ownership

- **Fast performance at scale** means reducing hardware utilization by up to 75% so you can defer additional purchases while still exceeding performance SLAs.
- **In-memory engines with high-speed compression** capabilities result in up to 10x less storage requirements, increased data transfer rates, and less database capacity for ELT processes.
- **Automatic tuning** translates into fewer IT staff hours needed to maintain data integration environments and more resources working on value-added activities.
- **Intuitive graphical interface** with minimum training required increases overall productivity and accelerates development of strategic initiatives.

## DMExpress Helps Organizations Reduce TCO of Their Data Integration Environments

DMExpress minimizes TCO by focusing on its major components



- 10x Faster
- 75% Less CPU



- Less server HW
- Less software



- In-memory engine
- Compression
- File-based



- Less storage
- Less DB capacity



- Self-tuning engines
- Simple architecture
- Intuitive user interface



- Less staff hours
- Less staff training

"We knew that DMExpress had excellent functional capabilities... But we didn't know how scalable it was. DMExpress has exceeded our expectations in its ability to process huge volumes of data."





— Peter Chapman, SMART IS program manager, The Co-operative Group

## DMExpress Key Features

<b>High-Performance Data Transformations</b>	Includes high-performance sort, joins, aggregations, multi-key lookup, advanced text-processing, hashing functions, and source/record/field-level operations.
<b>Data Source and Target</b>	High-performance connectivity to virtually any source and target, including all major database management systems, flat files, XML files, mainframe sources, and others.
<b>Rapid Development and Deployment</b>	Job-flow mapping and custom task piping to quickly respond to changing application environments or constraints. Expression Builder helps define data transformations based on business rules.
<b>Dynamic ETL Optimizer</b>	Hundreds of proprietary algorithms perform data transformations and functions at maximum speed. ETL optimizer automatically chooses best algorithm to accelerate performance and adapts in real-time to system conditions.
<b>Hadoop Integration &amp; Acceleration</b>	Provides a sort plug-in to accelerate all sort operations within Hadoop; accelerates MapReduce tasks; and enables load/extract connectivity to the Hadoop Distributed File System (HDFS).
<b>Advanced Metadata Interchange &amp; Impact Analysis</b>	Identifies data flows within a job. Bi-directionally exchanges metadata with other applications to accelerate performance while maintaining data lineage.
<b>FilePort</b>	Automatically transforms mainframe data to UNIX format — or UNIX data to mainframe format — while maintaining your data or existing record layouts.
<b>JCL Sort Card Support</b>	Provides seamless integration with leading re-hosting solutions for migrating applications off the mainframe. There is no need to convert JCL SORT cards; the migrated applications can immediately benefit from DMExpress regardless of the mainframe sort engine.

DMExpress is available in four editions, packaging the right features to meet your needs. Learn more at [www.syncsort.com/dmexpress](http://www.syncsort.com/dmexpress).

## Leading Organizations Around the World Rely on Syncsort DMExpress to Support Strategic Business Objectives

	DMExpress provides <b>comScore</b> , a leader in measuring the digital world and preferred source of digital business analytics, the superior performance and cost efficiencies required to support their growing customer base.
	<b>OTC Markets</b> , the world's largest electronic interdealer quotation system for broker-dealers to trade unlisted securities, uses DMExpress to manage all its ETL needs. DMExpress enabled OTC to maximize the return on their Vertica analytics platform, delivering the performance they need to enable critical analyses to support their business.
	DMExpress helped <b>The Co-operative Group</b> , the U.K.'s fifth-largest food retailer and the country's largest mutual retailer, slash batch-processing times by up to 12x for crucial store replenishment and save £12 million annually.
	With DMExpress, <b>Presbyterian Health Plan (PHP)</b> , a division of Presbyterian Healthcare Services, slashed patient claim processing time, freeing staff time to perform patient data analysis, and uncover information that can help PHP gain a better understanding of their members' needs.

### About Syncsort

Syncsort is a global software company that helps the world's most successful organizations rethink the economics of data. Syncsort provides extreme data performance and rapid time to value through easy to use data integration and data protection solutions. With over 15,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.

**syncsort** RETHINK THE ECONOMICS OF DATA™

50 Tice Boulevard, Woodcliff Lake, NJ 07677  
201.930.8200 | [www.syncsort.com](http://www.syncsort.com)