

# Speed, Scale and Simplicity: Syncsort Launches DMExpress 7.0

## Abstract

In early November 2011, Syncsort announced the release of DMExpress 7.0, its latest data integration software product. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) Impact Brief covers the announcement and identifies Syncsort as an innovator in the data integration space.

## Event

On November 1, 2011, Syncsort (<http://www.syncsort.com>) announced DMExpress 7.0, the latest release of its data integration software and the underpinning of the company's ETL 2.0 methodology. The growing amount of data businesses acquire on a regular basis has outstripped their ability to efficiently manage data integration projects. Along with this, the opportunity for data management teams to complete their regular data integration tasks is shrinking. DMExpress 7.0 addresses these issues through the use of advanced technologies to cost effectively manage ETL tasks and provide significant advantages over ELT based approaches in the era of big-data volumes and complexity.

Syncsort is a privately held software company founded in 1968. Syncsort has developed data integration and data protection software products and services for over 40 years. With 15,000 deployments in 70 countries, Syncsort has clients across a wide range of industries including data integration projects in Financial Services, Healthcare, Data Services, Retail, Insurance, Manufacturing, Public Services, and Telecommunications.

Headquartered in New Jersey, Syncsort has international subsidiaries in the United Kingdom, France and Germany, with support centers across the United States and the Netherlands. An international network of partners, resellers and distributors includes Syncsort products as integral components of their solutions.

## Key Observations

- **Cost Effective Scale:** DMExpress 7.0 has the ability to scale in a cost effective manner across multiple commodity hardware servers using in-memory ETL engines and parallelism to process large volume datasets associated with big-data workloads.
- **Diversity:** With the depth of Syncsort's 40-year history comes a depth of knowledge and experience dealing with the diversity of data sources in an enterprise. DMExpress 7.0 has the ability to process legacy data sources from mainframes, traditional structured data sources, and newer NoSQL data from Hadoop implementations.
- **Ease of Implementation:** DMExpress 7.0 has advanced Syncsort's ETL self-tuning and ease-of-use functionality to lower implementation timeframes for data integration projects from months to days to move starting from product installation to production ready status.
- **Detail:** For more detailed information on the Syncsort announcement, go to <http://www.syncsort.com/NewsEvents/PressReleasesMediaAlerts/SyncsortRisestoMeettheChallengeofBigData.aspx>

## EMA Perspective

In the eyes of some, the data integration segment of the Business Intelligence and Data Warehousing (BI/DW) ecosystem stagnated in recent years. Rather than adopting recent processing technology enhancements, ETL – Extract, Transform and Load (into a database) – product vendors instead refined their established approaches and technologies with evolutionary rather than revolutionary results. Also, Database Management System (DBMS) vendors turned the ETL problem around and promoted an ELT – Extract, Load (into a database) and Transform (in database) – approach. ELT focused more on the DBMS for processing and distracted resources from end query processing. The result of these situations was the perception that the data integration layer that is viewed as an impediment to BI/DW project success rather than an enabler. With the explosion of data volumes and sources, this perception of data integration has gotten worse and not better.

Syncsort's answer to this situation is their ETL 2.0 approach. In this, Syncsort proposes moving away from DBMS focused ELT practices and utilizing a more innovative ETL approach. Before the big-data era, ELT was a cost effective use of available/extra DBMS processing power. However, in the big-data era, ELT can have large costs associated with expansion over an ETL approach. This comes from the fact that there is rarely available DBMS processing power associated with big-data and upgrades to capacity come at a premium price. By moving to an innovative ETL approach, DBMS environments can focus on data storage and query processing as opposed to staging table storage and data transformations. This type of ETL approach also allows for a more flexible management of the range of data sources from legacy such as mainframes to standard data sources like UNIX and Windows formats to leading edge with popular NoSQL environments like Hadoop. The new DMExpress 7.0 is the base of Syncsort's ETL 2.0 methodology to data integration.

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DMExpress 7.0 release features key technology components that enable ETL 2.0 and allow DMExpress 7.0 to power big-data volumes – in-memory processing spread across multiple commodity hardware blades. These technology components provide for fast processing and cost effective scale. The in-memory transformation engine provides for a speed of complex transformations consistent with big-data source complexities. The ability to scale across multiple commodity hardware servers allows DMExpress 7.0 to scale to meet the requirements of big-data volumes.

DMExpress provides data management teams with the ability to support a wide range of diverse data sources. DMExpress supports legacy data sources and standard data sources at a maturity level expected from an organization with 40 years of expertise in data management products.

DMExpress also supports the leading edge with a high level of support for data integration with Hadoop ecosystems. This includes the ability to import data from and into Hadoop Distributed File System (HDFS™) at the scale necessary for big-data implementations.

DMExpress 7.0 allows data management teams to have faster implementation timeframes via a nimble implementation framework by providing the following out-of-the-box functionality:

- **Robust Algorithm Library:** Syncsort's long history with data integration platforms shows with their library of algorithms for sorting, aggregating, joining, parsing, hashing and pattern matching. These libraries allow data management teams to avoid “re-inventing the wheel” and shorten implementation timeframes.

- **Transformation Optimizer:** DMExpress 7.0 optimizes the execution of their algorithm libraries based on the data structures of a particular job. This self-tuning allows data management teams to spend less time learning the DMExpress 7.0 configuration settings and more time focusing on the business requirements of integrating sources and targets.
- **Automated Parallelism and Hardware Resource Configuration:** Similar to the optimization of transformations, DMExpress 7.0 automatically parallelizes and determines resource optimizations for the hardware available including memory, processing and I/O.

Overall, with ETL 2.0 as the vision for DMExpress 7.0, Syncsort has excelled at putting together a nimble, scalable environment to meet the complexities of data integration projects including those at big-data volumes. The impact is that DMExpress' innovative ETL approach reduces the Total Cost of Ownership (TCO) of data integration projects in both terms of infrastructure investment (CAPEX) and operational costs (OPEX). This should go a long way toward changing the perception of data integration projects from technology barriers to BI/DW success to business enablers of that success.

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### **About EMA**

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at [www.enterprisemanagement.com](http://www.enterprisemanagement.com) or [blogs.enterprisemanagement.com](http://blogs.enterprisemanagement.com). You can also follow EMA on [Twitter](#) or [Facebook](#). 2373.112211