

# Major Data Integration Provider Surrenders to the Superiority of Syncsort DMExpress

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## Background

When a large financial institution needed to unclog performance bottlenecks, they offered their “tried-and-true” ETL company a chance to resolve them; yet, wisely, they also sought competing solutions. On hearing that Syncsort, Incorporated was going to demonstrate its proposed implementation, the entrenched ETL firm, Informatica, ceded to Syncsort’s superiority and didn’t even bother to demonstrate its own solution.

## Challenge

As data volumes grew, the overnight and monthly batch jobs at a large regional U.S. bank were becoming unbearably sluggish. Their technology consultants recommended the introduction of Changed Data Capture (CDC), the process of isolating only new and changed records. Though CDC tends to be a resource-intensive data processing function, it would speed database processing because unchanged records, which do not need to go through the batch cycle, could be excluded.

For years the bank had used an industry-leading ETL product in its data center and throughout its operations. Although that product could have provided CDC functionality, the head of the bank’s IT department decided to think “outside the box.” She had worked with Syncsort products at a previous post, and thought it worthwhile to give Syncsort’s DMExpress –

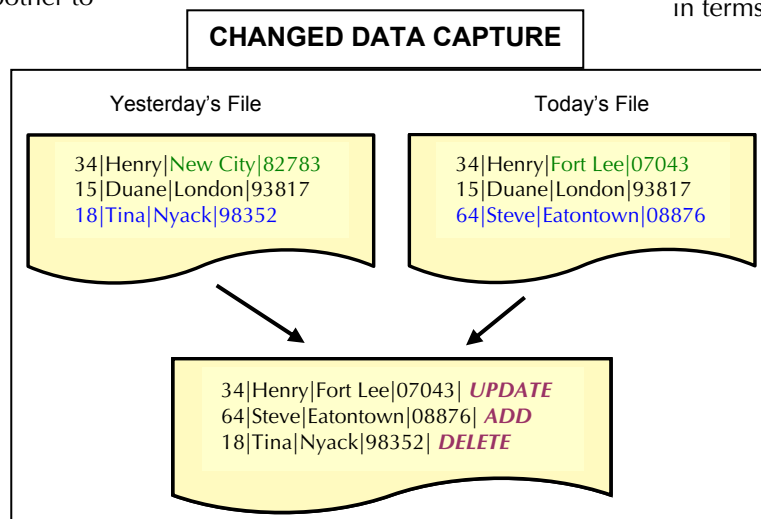
as well as other CDC providers – a look.

## Solution

The engineers at Syncsort offered to perform an on-site “proof of concept” (POC) to demonstrate the CDC capabilities of DMExpress. Moreover, they offered to go head-to-head with the bank’s usual data integration and ETL

patented performance algorithms, proprietary data handling methods, dynamic optimization, fast I/O, and state-of-the art parallel processing.

As soon as the bank’s IT department got approval, Syncsort DMExpress was purchased and the CDC application was easily integrated into the job flows. The benefit was immediate. The bank’s nightly and monthly batch processes were dramatically improved in terms of both elapsed time and CPU time.



DMExpress matches the primary keys of records, and then compares the corresponding data to determine any changes.

provider, Informatica. But when the Syncsort engineers arrived, Informatica had already recognized they could not compete against DMExpress, and capitulated to Syncsort’s superiority. All other competitors had already dropped out or been dismissed by the bank.

Nevertheless, Syncsort’s engineers performed their POC non-competitively and wowed the bank’s IT experts. They were impressed by DMExpress speed, efficiency, and ease of use, which are the result of

## Conclusion

Simple awareness of competitive alternatives in the marketplace can benefit even an organization with long-established methodologies and industry relationships.

In this case, Syncsort’s free proof-of-concept program illustrated the superiority of DMExpress over the financial institution’s ingrained ETL provider, Informatica, with regard to Changed Data Capture.

It is a case of the contender, Syncsort DMExpress, scoring a knockout punch against the supposed “champ.” In fact, the champ chose not to even enter the ring.

