

# DMExpress Extreme Data Integration

## Top Five Reasons to Use DMExpress

### 1. Drive Measurable Value

#### Speed and Efficiency Add Value to Your Bottom Line

DMExpress gives you a competitive advantage by increasing revenue streams and reducing operating costs. With DMExpress, your organization eliminates lost revenue caused by data integration bottlenecks, dramatically reduces hardware and software expenditures by using significantly less CPU and memory resources, decreases the demands on your IT staff through ease of use and extensibility, and retains customers by empowering you to deliver low latency solutions. With time saved and a lower total cost of ownership, DMExpress adds tangible business value to your organization.

### 2. Experience Extreme Data Integration Performance

#### DMExpress Delivers Fastest Data Integration Speed

DMExpress is Extreme Data Integration software which has been proven to provide the fastest and most resource efficient way to deliver information from massive and complex data. Syncsort DMExpress is the only data integration solution to break the 1 GB/second barrier. In an independently audited benchmark, DMExpress extracted, transformed, and loaded 5.65 TB of raw TPC-H data at a rate of 1.6 GB/sec. The feat was accomplished on low-cost commodity servers, setting a dramatically lower cost standard for data integration throughput.

### 3. Transform Decision Making

#### DMExpress Can Be the Key to Timely Business Decisions

With growing data volumes, shrinking operational windows, and new demands for immediate information, current data management processes are struggling – and often failing – to produce reliable, timely reports and analyses on which business managers can act.

DMExpress empowers organizations to make better, faster and more insightful decisions in increasingly complex business situations, by integrating and transforming massive data sets cost-effectively and in minimal elapsed time. DMExpress enables complex data integration initiatives to support business intelligence, web analytics, database marketing, and mainframe modernization – across a wide variety of industries.

### 4. Extract Value from Existing Investments

#### DMExpress Complements Installed DI Platforms

DMExpress is often used as a complement to all major data integration platforms, and in fact is optimized to extract more value from existing investments in data integration and data warehousing infrastructures. In many deployments, DMExpress is used in conjunction with the installed, production DI software to accelerate slow processes, enable complex data integration initiatives, and/or create new services that rely on low-latency data delivery.

### 5. Easy Deployment and Use

#### Intuitive Interface Replaces Hand Coding

DMExpress is uniquely designed to be easily inserted into any existing job flow, wherever needed, to accelerate data integration, eliminate bottlenecks, or perform other powerful data integration functions. As one of the most intuitive solutions on the market, DMExpress requires only two days for a user to become an expert, versus two weeks to become a beginner with other tools.

Additionally, DMExpress easily replaces difficult-to-maintain custom code and provides the benefits of ease of use, flexibility and reusability through its graphical, metadata-driven, drag-and-drop development environment.

## 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 12,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.

**syncsort** RETHINK THE ECONOMICS OF DATA<sup>®</sup>

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