

ENZO UNIFIED SOLVES THE CHALLENGES OF REAL-TIME DATA INTEGRATION

Enzo Unified Solves Real-Time Data Integration Challenges that Increase Business Agility and Reduce Operational Complexities

CHALLENGES

- Current integration strategies are too rigid to answer real-time business needs.
- IT organizations cannot use traditional tools to deliver real-time data integration.
- Companies struggle with the learning curve associated with an increasingly complex partner ecosystem.

SOLUTION

Enzo Unified enables real-time data integration and exposes virtual views that unify hybrid data sources accessible by databases, mobile devices and business users.

BENEFITS

- Reduce data integration complexity and ETL plumbing
- Increase the efficiency of IT organizations
- Eliminate complex APIs and empower employees to build innovative solutions
- Build enterprise views to deliver meaningful and real-time data sources

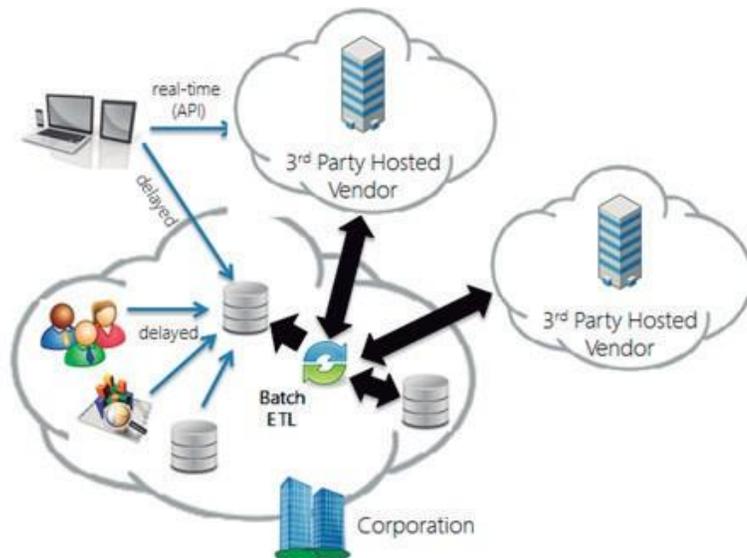
As companies compete for customers and introduce new products with the help of business partners and solution providers, the business needs more real-time information exchange so that it can compete more effectively, react more quickly to customer sentiment, and deliver quality business services. The IT department's responsibility to deliver real-time integration solutions under tight timelines has never been greater. However, servicing data in real-time introduces complex technical challenges that most organizations cannot easily deliver. How can IT organizations deliver real-time data integration projects faster and with higher quality? How can IT organizations reduce data integration costs and operational complexity? How can organizations reduce the learning curve associated with a vast ecosystem of business partners and SaaS platforms? And how can organizations empower their users, analysts, and decision makers to access meaningful data from systems and business partners in real-time to make better business decisions?

THE CHALLENGE

One of the major roles of the IT department is to integrate various systems to achieve the desired business objectives. As such, IT departments must connect existing systems with other internal systems, external solution providers, and hosted platforms, so that the necessary data can flow securely and reliably. The ecosystem of these partners is vast and ever expanding, including social media, fraud detection, financial partners, shipping services, communications vendors and more.

The technical complexities involved in connecting this ecosystem in a traditional way are already hard to solve for most companies, and usually requires the use of specialized software, Extract Transform and Load (ETL) tools, batch jobs, complex infrastructure, and expensive consultants on an ongoing basis. However the complexities of integrating systems become significantly greater when data exchange is needed in real-time. Because every service and hosted platform use its own API each with its own authentication and authorization mechanisms, onboarding new vendors is usually a complex and lengthy task that most organizations cannot implement in a timely manner. Custom ODBC drivers that abstract API implementation details can provide a short term approach for organizations in dire need of such solution; however ODBC drivers suffer from a key limitation: they must be deployed on all devices that need data access, and as such lack the advanced capabilities of a centralized server platform.

In addition, data exposed by disparate systems is ultimately needed in databases so that the information can be queried and analyzed by business users. Because applications and services expose data through an API, organizations build ETL jobs and batch programs to



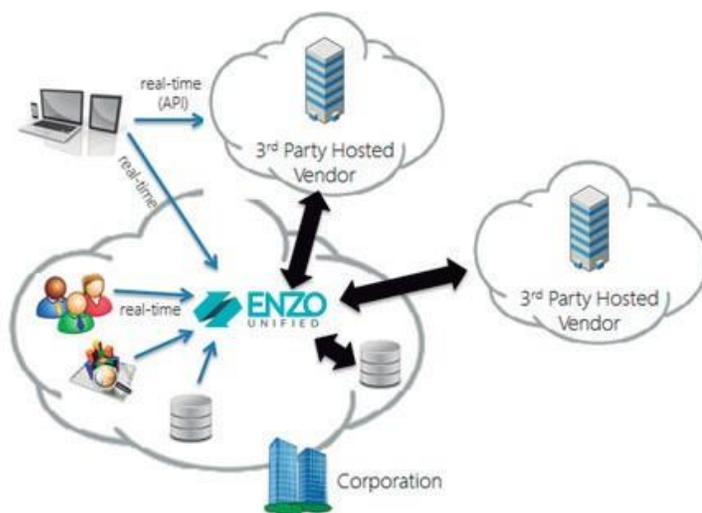
communicate to these APIs and store the desired information in databases that can be queried by users. But as soon as the data is saved in these databases, it is no longer real-time; while this data can be considered “near”-time in some cases, it is frequently refreshed hourly, or even daily, preventing businesses from reacting quickly to important events.

Due to the complexity of building real-time interfaces, companies often opt for saving data in temporary databases as their primary data integration strategy. However most users, applications, services and databases need data in real-time so that business decisions can be taken or automated when it matters most: now.

The traditional data integration strategy promotes delayed data and complex batch job and ETL processing that is costly to maintain and hard to augment when new hosted vendors or internal systems need to be integrated. In addition the traditional data integration model is very rigid and does not offer the flexibility that businesses need in today's highly competitive and reactive environment. While there is a place for ETL, ODBC drivers and batch processing in most organizations, real-time data integration needs a radically new technology platform that is more agile in nature.

THE ENZO UNIFIED SOLUTION

Enzo Unified transforms the way corporations consume and interact with systems and SaaS vendors by providing an innovative real-time communication data service that can easily be consumed by users, applications, devices and databases equally. Because Enzo Unified centralizes access to systems and services, organizations can solve some of the most complex challenges of real-time communication, such as creating enterprise views by joining data from multiple heterogeneous systems, abstracting authentication and authentication, and selectively cache remote systems for higher performance if needed. As a result, unlike ETL tools, batch jobs and ODBC drivers, Enzo Unified behaves as a central service that can deliver data to consumers natively.



The real-time nature of Enzo Unified removes the need for complex ETL and batch job processing, simplifies the IT implementation stack, and removes the need for temporary database storage allowing organizations to query their service data on demand, based on the needs of the business at the time the information is needed. This in turn allows organizations to quickly build innovative solutions and adopt new service providers quickly without the need to change the traditional ETL plumbing. In addition, Enzo Unified removes the need to learn complex APIs and instead services data in its purest form, allowing companies to leverage internal staff to analyze data by running simple queries.

Because Enzo Unified removes the need to learn and use APIs, it enables direct database to service communication, further eliminating the need for intermediate services and further simplifying the data integration landscape of corporations. In addition, Enzo Unified allows IT organizations to build unified views of otherwise hybrid data sources, enabling organizations to access a single version of the truth of their data in real-time.

These views can pull information from web services, flat files, legacy systems, SaaS vendors and cloud storage to present a single, easy to consume data set that users can query easily.

KEY USE CASES

- Build data integration solutions quickly without the need to learn new APIs
- Abstract communication to SaaS vendors, internal systems, legacy services and flat files to simplify data acquisition for data warehouses and Business Intelligence systems
- Deploy a centralized and secured data service that can be used by users, applications, devices and databases for uniform and real-time data consumption
- Directly communicate with SaaS services and social media to build real-time reports and notifications within the organization

FEATURES AND BENEFITS

- Reduce data integration complexity and ETL plumbing
- Increase the efficiency of IT organizations
- Eliminate complex APIs and empower employees to build innovative solutions
- Build enterprise views to deliver meaningful and real-time data sources

SUMMARY

Businesses need data in real-time in order to deliver greater business value and compete more effectively. However most IT organizations use complex and often outdated ETL processing technologies and staging databases that impede the business' ability to obtain information when it is needed. In addition, IT organizations face the ever increasing complexity of dealing with a large number of APIs and SaaS services, impacting the ability to deliver projects in time and on budget and reducing the efficiency of IT organizations over time as the complexity of data integration increases.

Enzo Unified solves the complex challenges of real-time data integration by introducing a lighter integration platform that focuses on simplification of the data ecosystem. With Enzo Unified, organizations can focus on building more innovative business solutions, increase the efficiency of the IT organization, and deliver meaningful enterprise views that the entire organization can use easily and securely.

ABOUT ENZO UNIFIED

Enzo Unified is a data platform that helps companies reduce development and data integration project timelines, improve data quality, and increase operational efficiency by solving some of the most complex real-time data consumption challenges. For more information, contact info@enzounified.com, or visit www.enzounified.com.