

# The Revolutionary Solution For Simple Data Integration

datavirtuality enables you to display all your data from any data source on any front-end. It acts as a smart data hub connecting all systems and applications. Have all your data available anywhere, at any time.

- **Benefits:**
- **100% data transparency by integrating all systems – even files and webservice.**
- **100% flexibility: Combine any data source and any front-end.**
- **Future proof system: Adjusts automatically to changing business and IT environments.**
- **Ready to use in 1 to 5 days – instead of months.**

*datavirtuality* provides a powerful solution to seamlessly connect all data-producing and data-processing systems within a few clicks. The software directly accesses data sources (e.g. ERP and CRM systems, web shops, social media applications, and practically any SQL and no-SQL data source) by using a variety of connectors - also in real time.

In order to make data integration fast and flexible, *datavirtuality* substituted the cumbersome ETL (extract-transform-load) process that is standard for traditional solutions. Even application programs (such as business intelligence tools, statistical analysis or planning tools) can be connected with the same speed and flexibility.

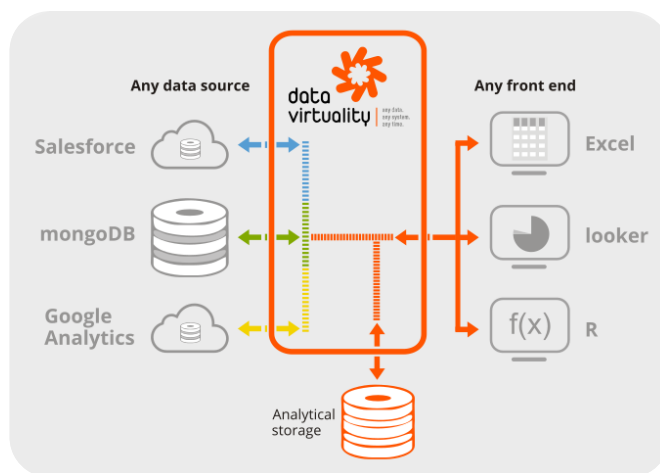
*datavirtuality* makes it possible to use the respective best-in-class application for each scope area. Companies do not need to worry about limitations in data connectivity any longer.

## Central data hub

Once all systems have been connected, data can be exchanged in all directions. This is made possible by our breakthrough technology based on "data virtualization": *datavirtuality* puts a virtual layer on top of the data and organizes it in intelligent structures. With this preparation, the connected front-end systems are able to process the different data formats in a particularly easy and fast manner.

## Flexible data storage

*datavirtuality* is a self-learning software which adapts to the company's needs. It recognizes typical, recurring retrieval patterns during interactive exchange with the connected front-ends. This information is used to automatically adjust and continually optimize the intelligent data structures - without influencing other systems or processes. Where required, data can also be rewritten into the system and monitored accordingly.



datavirtuality as a central data hub

Through the application of *datavirtuality*, users of the connected systems experience a permanent improvement in terms of speed and flexibility. At the same time, IT departments benefit from the rapid implementation and straightforward administration of this new generation tool of no-ETL data integration.

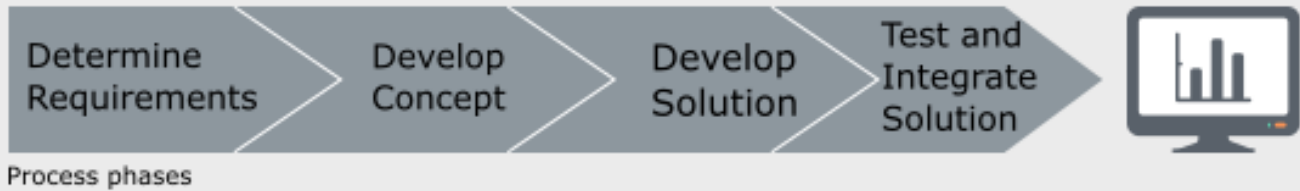
## Productive from the first day

Initial productive results are possible immediately upon installation of the software in the form of analyses of all the various data sources. *datavirtuality* enables data integration in a few days - in contrast to weeks or months that were needed using traditional solutions.

## Minimal maintenance costs

Whenever the system environment or user requirements change, *datavirtuality* automatically adjusts to the upcoming requirements without external support. Due to its high automation, there is no need for great manual efforts as known from conventional data integration solutions.

## Traditional ETL projects



## Data integration with datavirtuality



- \* lower resource expenditure
- \* more flexibility
- \* 25x FASTER to actionable insights

**datavirtuality supports a wide range of application fields. Here are some practical examples:**

### E-commerce:

Installation of a central e-commerce cockpit including integration of all external data (e.g. Google AdWords, shipping data, payment data) and internal data (e.g. customer behavior, product information, storage data). This facilitates, for example, improved lead times from receipt of order to goods dispatch, the introduction of differentiated shopping cart and customer cluster analyses and enhanced cost control.

### Digital Marketing:

*datavirtuality* acts as a digital marketing data hub and enables the marketing department to perform cross-system analyses with tools ranging from ZanoX, affilinet, tradedoubler, Google Analytics and many other sources and to evaluate all online marketing data with any desired front-end.

### International business organization:

Rapid and cost-effective introduction of a centralized, transnational reporting system through the seamless combination and analysis of all regional data.

### Post-Merger-Integration:

Decidedly simple integration of heterogeneous system landscapes following a corporate merger, using *datavirtuality* as middleware for reporting and data exchange between the various systems. *datavirtuality* also enables a quick creation of flexible data marts for business units or projects. This is ideal for sandboxing or rapid prototyping.



... get in touch with us and learn more about how we can simplify your data integration!

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