

## THE REVOLUTIONARY DATA INTEGRATION SOLUTION FOR DATA CHAMPIONS

DataVirtuality Logical Data Warehouse enables companies to instantly access data sources and make data ready for analysis with any BI tools. It acts as a smart data hub connecting all systems and applications.

ADVANCED  
PROGRAMS

### BENEFITS:

- ✓ 100% data transparency by integrating all systems – even files and web services.
- ✓ 100% flexibility: Connect any data source to any BI tool.
- ✓ Ready to use in 1 day – instead of months.
- ✓ Future proofed system: Adjusts automatically to changing business and IT environments.

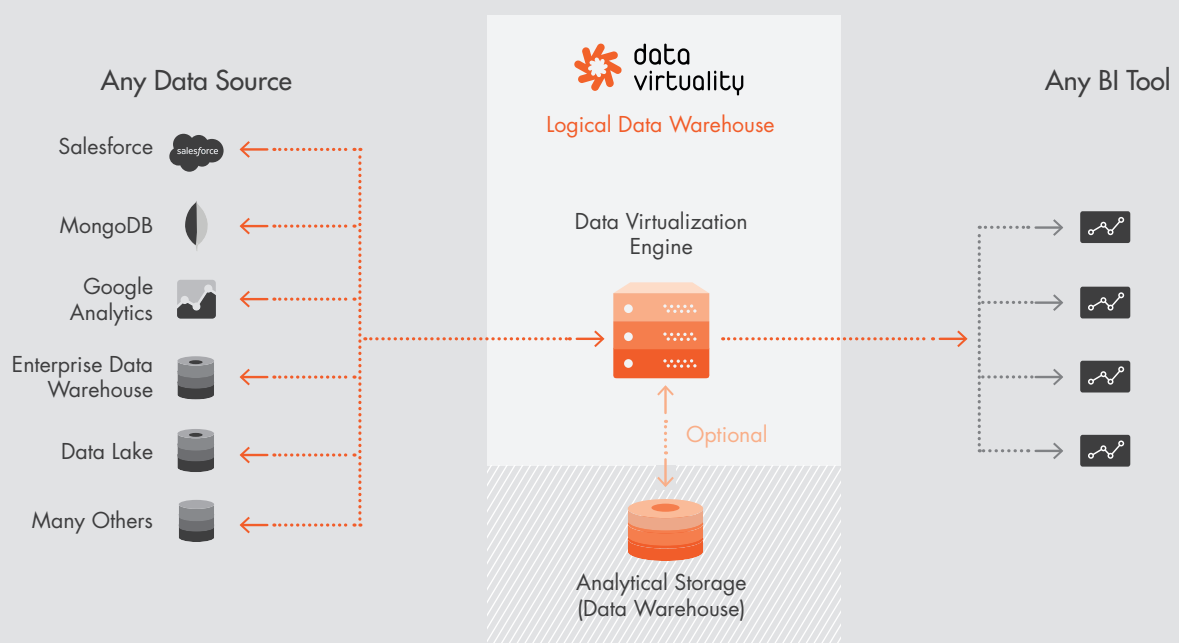
### UNLIMITED CONNECTION

DataVirtuality Logical Data Warehouse 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.

### FLEXIBLE DATA MODELING LAYER

Once all systems have been connected, DataVirtuality makes it possible to create flexible and sophisticated data models on top of all data. These models serve as a central source of data for all data consumers: graphical frontends, spreadsheets, statistical software, proprietary applications and many more.



## Traditional ETL projects



## Data Integration with DataVirtuality



### INTELLIGENT AND SCALABLE 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 BI Tools. 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. The attached analytical storage can be scaled to accommodate high loads and large amounts of data.

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.

### PRODUCTIVE FROM DAY ONE

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.

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, trade-doubler, 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.

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**data  
virtuality**   
any data.  
any system.  
any time.