turbocharge your ETL with expressor

expressor tm
redefining data integration

You're a satisfied Microsoft developer, but the increasing complexity of your data integration needs is expanding beyond the limits of Microsoft SQL Server Integration Services (SSIS). You have to write too much complex code to transform your data. Some of your applications are not fast enough. You're having trouble integrating diverse data sources.

You're aware of and may have even looked at other ETL / DI solutions, so you know that they would offer additional functionality but would cost you a lot more – especially in training and application maintenance. They may also cause too much change to your current IT infrastructure.

it's time to discover expressor: smart, fast and affordable ETL

feature/function	SSIS	expressor
feature-rich data integration functionality	✓	✓
Microsoft development tools	✓	✓
simple, affordable pricing	✓	✓
data source & target vendor neutral		✓
complex data transformations with less code		✓
industry-leading performance		✓
Windows, Linux & UNIX data processing		✓

the expressor advantage

The expressor semantic data integration system tm enables your current development team to deliver enterprise-level ETL capabilities.

expressor offers breakthrough productivity and performance at a significant price / performance advantage:

- **highest performance** – expressor's ultra-fast parallel data processing engine can easily handle hundreds of thousands of records per second and process complex data transformations "on the fly."

- **powerful data mappings** – expressor's very rich set of data transformation capabilities combined with a powerful scripting language, expressor datascript tm, allow you to overcome many of the complexities and flexibility limitations encountered with Microsoft SSIS and other ETL tools.

- **manage data integration complexity** – expressor's semantic metadata repository maintains a dictionary of your source and semantically rationalized business definitions and lets you build reusable business and transformation rules that speed project development and lower your project maintenance costs.

- **easy, vendor-neutral integration of diverse data sources** – expressor's smart semantics™ quickly correlates simple to highly complex hierarchical data from multiple and diverse sources to a set of common business definitions.

- **affordable license and maintenance costs** – expressor offers a very simple and affordable usage-based pricing model that is designed for broad adoption of its semantic data integration system in medium and large size businesses.
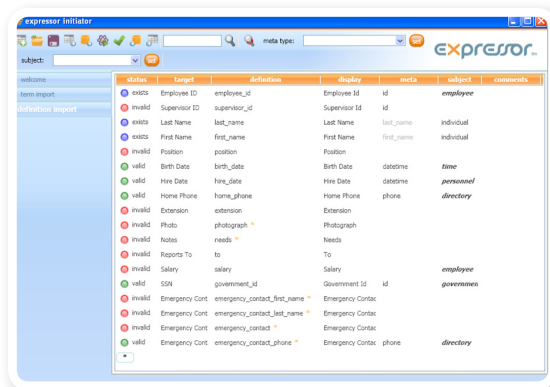
SSIS customer American Tower turbocharges complex data warehousing application with expressor

American Tower operates thousands of communications sites across the US for the wireless and broadcast industries. The company uses Microsoft Windows throughout the organization, is a heavy user of Microsoft SQL Server as well as Oracle and has adopted many of the Microsoft productivity tools – including SSIS.

American Tower is satisfied with SSIS overall, but recently recognized that it could not meet all of the data loading performance or complex data transformations required for their data warehouse application. For example, it took SSIS several hours to load 200 GB of data into the SQL Server data warehouse, in part because the target database was forced to execute lengthy stored procedures to transform the data before landing it.

As a result, American Tower began evaluating ETL / data integration tools from other vendors, but like many medium-sized businesses, the company had a limited budget for new IT solutions. This eliminated vendors with offerings whose price tags reached into the hundreds of thousands of dollars – such as Informatica – and quickly narrowed down the field to the affordable expressor semantic data integration system.

In a rigorous proof of concept test, expressor significantly reduced American Tower's data loading times. In addition, expressor's ultrafast parallel data processing engine and its flexible datascript™ scripting language enabled expressor to perform the required complex data transformations in a single process.

expressor initiator was developed on .Net and allows data stewards to rapidly populate the semantic dictionary in the expressor repository.
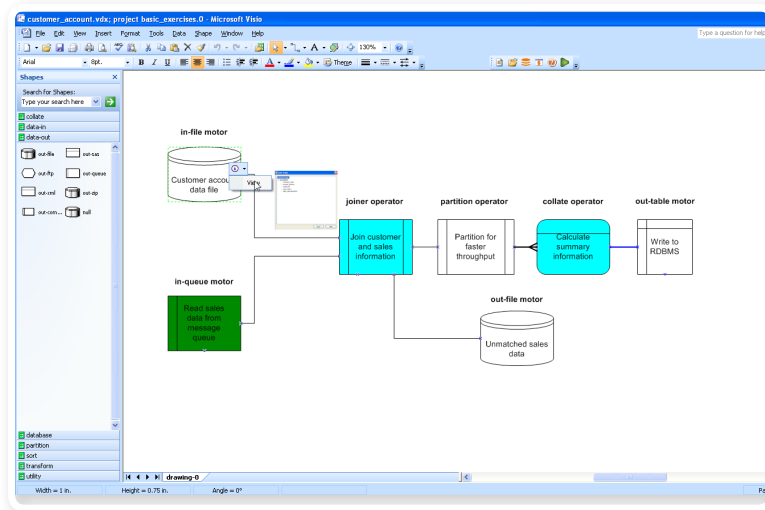
Other factors that convinced American Tower to migrate its data warehouse application to expressor included:

- the ability of expressor's smart semantics to create a common set of business definitions from disparate data sources and definitions
- the fact that expressor is built on an enterprise-wide metadata repository
- expressor's tool set is built around Microsoft Office and .Net, which made it easy for the company to get up to speed and fit expressor into their existing IT environment.

American Tower's experience shows that expressor is an excellent fit for any business seeking to upgrade to a true enterprise-class, Microsoft-friendly ETL / DI solution for their ever-growing data volumes and complex data integration requirements.

expressor and Microsoft: partnering for success

The expressor graphical tools are built on familiar Microsoft applications and tools, including Internet Explorer, Visio, Excel and .Net. The expressor semantic data integration system is supported on Windows XP, Vista, and soon Windows 7. expressor offers full support for ODBC, providing connectivity to all Microsoft database products, including SQL Server. And expressor software is a member of the Microsoft Developer Network (MSDN).
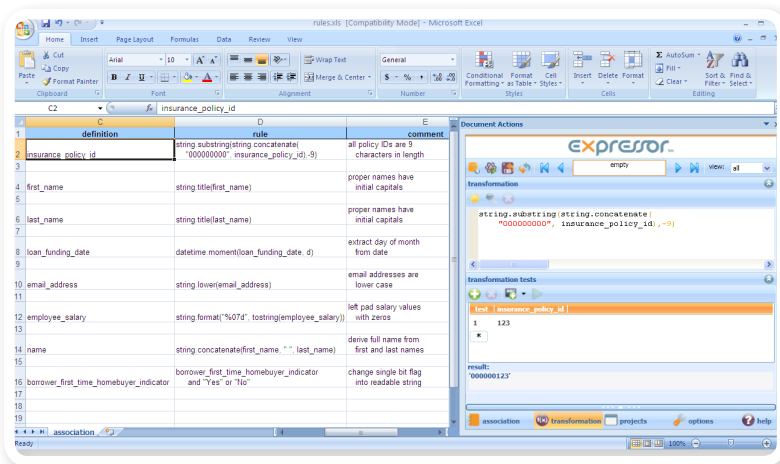

expressor illustrator, which is based on Microsoft Visio, allows developers to leverage a flexible user interface, dragging-and-dropping pre-built shapes to build and integration flow.

expressor 2.1

The expressor semantic data integration system includes three components that can be installed on a single host or distributed across multiple computers for shared access and optimal performance:

expressor integrator

expressor integrator's collaborative, role-based tools support the entire data integration development, maintenance and project management lifecycle. These include Microsoft Internet Explorer-based interfaces for project setup, administration, and role-based reporting, and Microsoft Windows desktop applications for defining reusable rules and integration flows. expressor integrator tools support total lifecycle management and are seamlessly integrated with the expressor repositor database and version control system.

expressor constructor is based on Microsoft Excel and enables data analysts to easily describe business rules that are portable between integration efforts.

expressor repositor

The expressor repositor is an enterprise-class semantic metadata repository that collects, stores, and manages project information, reusable data descriptions, application file versioning, performance metrics, and the implementation and enforcement of role-based security. It enables total lifecycle management and centrally maintains the details of a data integration application, including user roles and assignments.

expressor processor

The expressor processor is a high-performance parallel data processing engine that runs a deployed data integration application. To increase throughput, the engine supports parallel processing on a wide range of computing platforms including Windows, Linux and UNIX.

The expressor processor can run in either intermittent or perpetual mode, supporting both batch and low-latency data processing. It also provides extensive connectivity to a wide range of data sources, including:

• ftp servers
• xml files
• SAP IDoc
• SAS files
• relational databases
• data warehouse appliances
• complex flat files including hierarchical and multi-format files
• messaging queues

try expressor now!

Our new eval edition is a hosted version of the expressor semantic data integration system that gives you hands-on experience evaluating and running tutorial data integration applications and/or designing and testing new applications. The hosted eval edition provides easy access through Microsoft's Remote Desktop Services, with no setup and/or software download requirements. All evaluators receive free email support from the company's expert support team.

You can also learn more about semantic rationalization, image and network creation and system administration by watching a number of tutorial videos or reading the expressor online documentation available to all evaluators.

For more information and to register for the eval edition, visit: www.expressor-software.com/eval-edition.htm.

about expressor software

expressor was founded by experienced data integration and data warehousing practitioners and executives. The company is headquartered in Burlington, MA and serves medium to large size businesses in the US and Europe through its own direct sales and support channel, as well as a growing network of more than 20 resellers and systems integrator partners. For more information, visit: www.expressor-software.com.

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