

## 1 lower license and maintenance costs

Compared to the enterprise licensing models used by most of today's high-end DI vendors, expressor's usage-based [channel pricing](#) offers total costs that are 60-80% less.

Here's a real-life scenario. A public company is building a new data warehouse to feed a business intelligence application for daily updates, and it needs to include seven years' of historical data to meet compliance requirements

With traditional DI software, the company would need to purchase a perpetual license for say 16 CPUs to handle the initial bulk load, at a cost of approximately \$800,000.

By choosing expressor, the company could start with 16 channels of processing to quickly load the historical data, then scale down to four channels for the daily updates. It would purchase the first 12 channels for a six-month term [license](#), at \$5,000 per channel or \$60,000 total, and buy a perpetual license for the remaining channels at a cost of \$20,000 per channel, or \$80,000 for four, bringing the total licensing cost to \$140,000.

These savings only increase over time when you add the difference in annual maintenance costs of approximately \$160,000 in the traditional licensing scenario (20% of \$800,000), versus \$16,000 for expressor (20% of the \$80,000 four-channel perpetual license – term licenses include maintenance).

## 2 improved communication between business and technical users

Too often, your data stewards or analysts are forced to deliver an incomplete data specification to their ETL developers, who can only finalize the resulting data flows and transformation rules through ad-hoc communication between the groups. These "over the wall" exchanges leave too much room for error and slow down development.

expressor bridges this divide between business and technical users with [smart semantics](#)<sup>™</sup> – which correlates data from multiple sources to a set of common business definitions – and enables business users and developers to share a vocabulary that eliminates any confusion between data specifications and the resulting code. These abstracted business terms are also data type-independent, meaning developers need to create far fewer rules and check source/target physical definitions for clarification much less often.

## 3 lower development costs

Most data integration (DI) tools require developers to hardcode business rules into transformation code, making your applications both brittle and expensive to build and maintain.

expressor's semantic metadata foundation allows you to rationalize your source metadata once and reuse these business definitions over and over again – speeding development within the same project and in subsequent projects.

expressor also takes advantage of familiar Microsoft Office-based tools such as Excel and Visio to boost the productivity of critical tasks such as defining data specifications and designing data flows.

## 4 true lifecycle management

The Achilles' heel of most DI tools is not their core functionality; it's their lack of support for role-based development and true lifecycle management. What good is a methodology if anyone involved in a project can "fix" a production system, for example, and you have no way of tracking such changes?

expressor is the only ETL product that is completely "[stage-aware](#)," which enables you to control not only who is able to perform specific, role-based functions on a project, but most importantly at which stage they can perform them – from development through deployment to maintenance. Any "fixes," for example, can only be made in development, before flowing through the required testing and readiness stages and reaching production. All activities are tracked and can be reported on in expressor's central metadata [repository](#), providing a secure and auditable environment.

## 5 highest performance

Your current DI tool is struggling with ever-increasing data volumes, requires expensive add-ons to deliver real-time capabilities and is optimized for structured data.

expressor's ultra-fast parallel data processing engine can easily handle hundreds of thousands of records per second per [channel](#). In head-to-head tests at customer sites, expressor has never failed to perform as fast or faster than the leading high-performance DI solutions. In addition, the expressor engine runs in intermittent and perpetual mode and [processes complex data](#) such as XML natively and in-flight.

## 6 better business practices

As a customer of any of the leading ETL vendors, you know what it's like to wait forever for new product releases and pay the exorbitant licensing and maintenance fees required to support an outdated and expensive vendor enterprise sales model.

expressor is a nimble, highly customer-centric organization committed to simple and open business practices. We leverage systems integrators to keep our cost of sales to a minimum. Our licensing agreements are straightforward and easy to understand. And expressor's flexible, usage-based licensing model is available for all to see on our [web site](#).

## 7 systems integrators

In today's economy, companies cannot afford to maintain all the in-house resources required to build complex data integration applications.

expressor is building a global ecosystem of [systems integrator partners](#) who can help you achieve your goals. As of June 2009, we have more than 10 partners signed and dozens of technical resources trained. Wherever you are located and whatever your problems, expressor has a partner who can help.

## 8 improved scalability

You need a scalable solution that runs on a wide range of hardware and software platforms.

expressor runs on industry-leading hardware, from laptops to massively parallel processor (MPP) systems, and can be installed on Windows, Linux and UNIX operating systems. The expressor parallel processing [engine](#) employs efficient threading models to give it a very small footprint and uses uni-directional distributed shared memory to take advantage of multi-core processor architectures. expressor also supports offline development to increase your flexibility in today's distributed work environment.

## 9 data security

Your current ETL tool allows too many people to access sensitive data – exposing your organization to unacceptably high levels of risk.

expressor's [role-based](#) development environment allows you to restrict access to any data to specific functions involved in the DI project lifecycle. In addition, expressor's semantic abstraction layer enables synthetic debugging and testing where users can create and validate business rules and integration flows without "seeing" the underlying data. This also enables organizations to outsource the development of DI applications and greatly reduce their costs, since sensitive data can be sheltered from off-shore resources.

## 10 modern technology

Your current DI tool was probably designed more than a decade ago, for IT environments and business conditions that no longer exist. Since that time, virtually all organizations have encountered continued rapid growth of data volumes – typically 1.5 - 2.5x per year, processing power has doubled every 18 months and dozens of new, complex data types have emerged. So it's no surprise that your ETL tool is struggling to keep up with this new reality.

expressor is an open system based on open standards, designed from the ground up to leverage current and future technologies, architectures and approaches to DI. expressor is built on a central, common [metadata repository](#) for all project artifacts, provides native support for parallel processing, runs both batch and low-latency applications and processes complex data natively and in-flight. It also provides extensive data connectivity through dedicated connectors to FTP servers, XML files, SAP IDoc, SAS files, RDBMSs, complex flat files including hierarchical and multi-format files and messaging queues.



expressor software tackles the complexity and cost of enterprise IT projects with data integration software that delivers breakthrough development productivity and data processing performance at a significant price/performance advantage. Founded in 2003 by expert practitioners and technologists in data warehousing and data integration, expressor software is redefining data integration through a fundamental new design concept based on smart semantics<sup>tm</sup>. expressor has recently been named a 2009 Cool Vendor in data management and integration by Gartner.

[www.expressor-software.com](http://www.expressor-software.com)