expressor Studio

Design and run complex data flow applications in minutes—for free!

Overcome the traditional barriers to data integration

From 60% to 80% of data integration consists of simply moving data. Another 10% to 20% of data integration is concerned with data type manipulations, and everything else involves transforming the data, which is typically less than 15% of the time organizations invest in data integration.

Today's data integration tools are inefficient and expensive; too complex and labor intensive; and they scale with difficulty and are based on obsolete, CPU-based pricing models. It's time to discover a smarter, faster and lower-cost alternative to the conventional approach to data integration.

As the leader in semantic data integration, expressor software tackles the complexity and cost of enterprise IT projects with a metadata-driven solution that delivers breakthrough development productivity and data processing performance at a significant price/performance advantage.
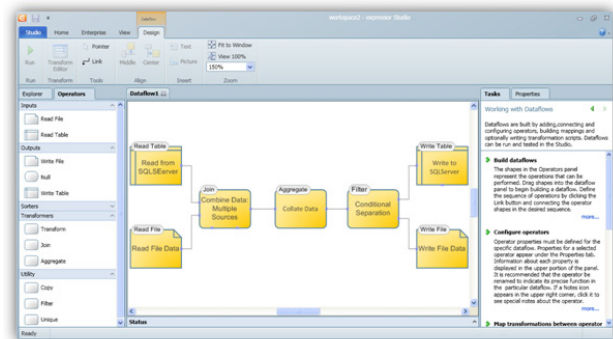
And you can download it today for free at www.expressorStudio.com.

Next-generation data integration with game-changing ease-of-use

expressor Studio is a free, downloadable enterprise-class data integration application. It provides game-changing ease-of-use with a drag-and-drop and wizard-driven interface that allows developers to easily:

• Connect to standard data sources and targets
• Map data to common business names and types
• Design and run complex data flow applications in minutes

expressor Studio is a high-reward, low-risk option that allows organizations to immediately get started and benefit from semantic data integration. With expressor Studio, expressor software delivers enterprise-class ETL onto the desktop.

expressor Studio features a familiar, Microsoft Office-like graphical interface, with tabs for streamlined configuration and operations and a context-sensitive ribbon toolbar for convenient access to frequently used features.
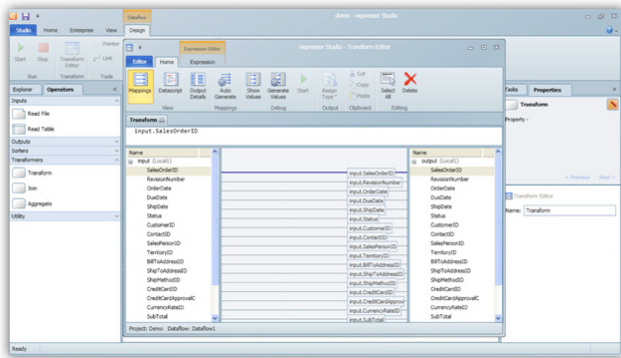
Developers benefit from a familiar Microsoft Office-like look-and-feel and a fast, embedded engine that allows them to create and run reusable data mappings in minutes. expressor Studio monitors your activities and provides context-sensitive help and enables design-time application validation. And most importantly, expressor Studio can be downloaded from www.expressorStudio.com for free—with no strings attached.

You can create reusable business rules, collaborate with team members and design, test and run integration applications right from within your Windows desktop.

> "With expressor 3.0 and the new expressor Studio, expressor software is providing the tools necessary for helping IT departments manage the variability in their data input sources and effectively leverage metadata in their actual ETL processes."
>
> *- Tim Benninghoff*
> *director of data services for REACH3*

expressor.

expressor Studio includes a Transform Editor that allows developers to leverage pre-built functions via a friendly graphical interface to swiftly design data integration transformations.

Semantic Types simplify data mapping

expressor Studio extends expressor software's unique semantic integration capabilities with Semantic Types—a powerful new approach to data mapping and transformation that greatly reduces your time-to-value. Instead of defining point-to-point, source-to-target mappings and individual rules, you can define a Semantic Type representative of business data, create business rules you want to apply and then implement canonical mapping to map sources and targets to that same Semantic Type.

Since the Semantic Types are captured as reusable artifacts, you can use them within your data flows and build up semantic models of everything that is happening in your enterprise. With expressor Studio, developers can simplify data mapping through unique name and type rationalization, and can:

- Automate data type conversions and eliminate conversion errors
- Build new Semantic Types from existing types and reuse types in existing and new applications
- Create multiple, reusable business rules and apply them repeatedly
- Rationalize source and target field names to improve user communication and data governance
- Easily implement data quality rules and constraints
- Check the validity of a data flow application before deploying

expressor Studio 3.0 highlights:

Connect
- High-performance drivers and bulk loaders for major RDBMS and datawarehouse appliances
- Generic ODBC support
- Powerful support for flat files
- Support for XML and other data formats during 1H 2011

Map
- New, canonical data mapping approach
- Semantic Types form the foundation for reusable data mappings and constraints

Transform
- Comprehensive set of transformation operators
- Extensible, built-in standard function library
- Easy to use, adaptive scripting language
- Property-driven and wizard-driven operator configuration
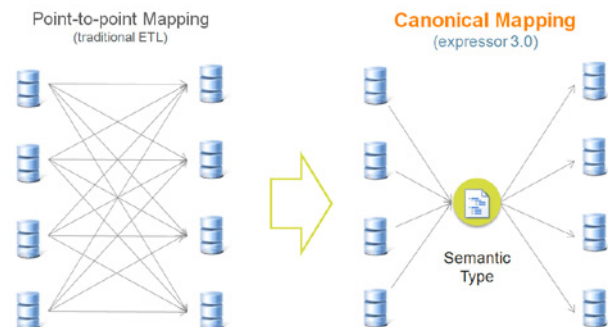
Share
- Flexible workspaces for projects and libraries
- Shared library model for all metadata artifacts, including abstracted data types, business rules and connections

Develop
- Familiar Microsoft Office 2010-style interface
- Drag-and-drop graphical application development
- Design-time application validation
- Guided development and context-sensitive help
- Off-line development
- Downloadable install
- Windows XP and Windows 7 support
- Additional functionality available via a commercial license:
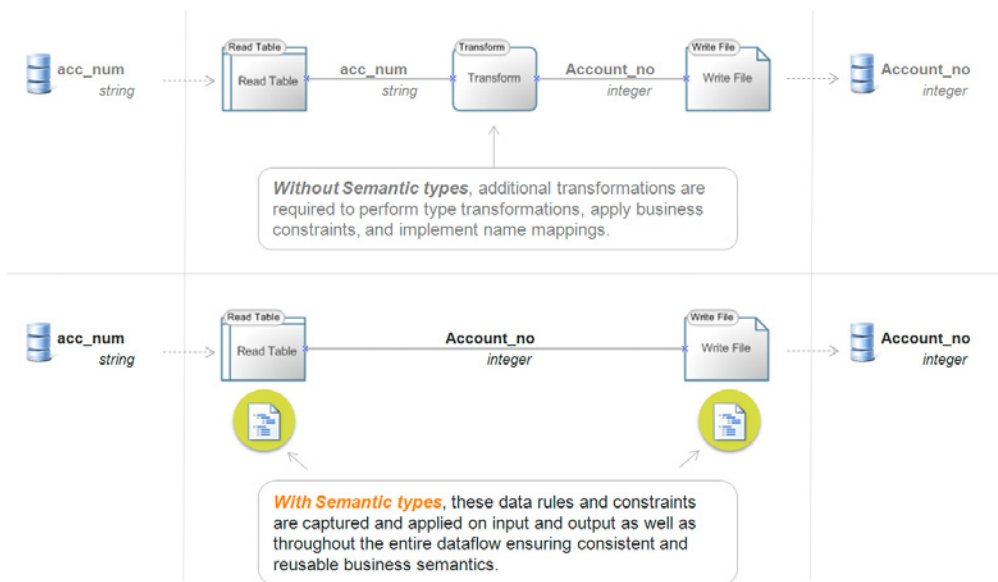 - Team collaboration

Deploy
- Embedded data processing engine
- Native pipeline parallelism
- Processes hierarchical data in-flight
- Additional functionality available via a commercial license:
  - Remote data processing
  - Native partition parallelism with expressor channels
  - Integration capabilities with third-party schedulers
  - Windows Server and Red Hat Linux deployment
  - Deployment on multiple data processing engines

expressor Studio avoids labor-intensive point-to-point mapping and allows you to leverage Semantic Types to simplify data mapping.

"I've seen expressor Studio and like the fact that the company now offers a free, downloadable product with lots of cool capabilities."

- Andy Leonard
SQL Server MVP and SSIS guru

Without Semantic types, additional transformations are required to perform type transformations, apply business constraints, and implement name mappings.

With Semantic types, these data rules and constraints are captured and applied on input and output as well as throughout the entire dataflow ensuring consistent and reusable business semantics.

This example shows the increased efficiencies enabled by Semantic Types. The Account Numbers, which were in a string field—need to be represented as integers to guarantee consistent processing across the data flow. Data rules and constraints are captured in expressor Studio when building this data flow, and then applied throughout the data flow to avoid the cost and time of transformations and accelerate— and simplify—data integration.

Community Center support

You can access online support by visiting www.expressorCommunity.com and logging into the new expressor Community Center, a vibrant online resource. You can review blogs, forums, tutorials, a knowledge base and online documentation, and benefit from free community support offered by expressor software personnel and the growing community of expressor Studio users.

System requirements

expressor Studio includes an embedded version of expressor's high-performance data processing engine, and it runs on Windows XP Service Pack 3 32-bit and 64-bit platforms and Windows 7 Professional/Enterprise 32-bit and 64-bit platforms. It requires 2 GB of RAM, .NET 3.5 or higher and 32-bit Microsoft Visio 2007 or 2010, and is available as a free download in expressor Community Edition, with an annual email and telephone support subscription starting at $1,150 for a single user.

Upgrade to commercial expressor 3.0 license

expressor Studio is available as a free download, and it also serves as an important component of expressor 3.0 software, an enterprise-class data integration platform that delivers game-changing ease-of-use, performance and reusable data mappings—yet costs up to 80% less than alternative products.

Just download the free expressor Community Edition, and then as you realize the tremendous benefits of expressor Studio you can consider a commercial license of expressor 3.0 software to add functionality and support additional users.

expressor is available in three editions tailored to support the needs of specific data integration users, applications and environments:

expressor Community Edition is the free, downloadable version of expressor Studio, which is designed for individual developers and consultants. As your use cases and requirements increase, you can seamlessly transition to the commercial editions.

expressor Standard Edition is designed for small-to-medium sized project teams building data services, data marts and large data migrations. It includes expressor Studio and adds a design-time metadata repository to enable project reuse and version management. It also includes a standalone runtime version of the expressor Data Processing Engine that enables remote development and partition parallelism deployment on high-performance Windows Server. The Standard Edition will become available in Q1 2011.

expressor Enterprise Edition is designed for fast-growing or large organizations building enterprise data warehouses or performing data mart consolidations, operational data integration or master data management. It includes expressor Studio, the same Data Processing Engine as expressor Standard Edition and an enterprise version of expressor Repository, which collects, stores and manages design-time and operational metadata to enable reporting on data lineage, data governance and application performance. expressor Enterprise Edition also facilitates fine-grained, role-based development to allow multiple user roles—including developers, data stewards and data analysts—to participate in the application development process. This edition will begin shipping in mid 2011.

> "The graphical, color-coded user interface of expressor Studio all but eliminates the need for training by guiding you through each step of developing an expressor ETL job. My one-word description for the new user interface is that it is 'fantastic'."
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> *- Scott Morgan, data warehouse architect for H. Lee Moffitt Cancer Center & Research Institute*

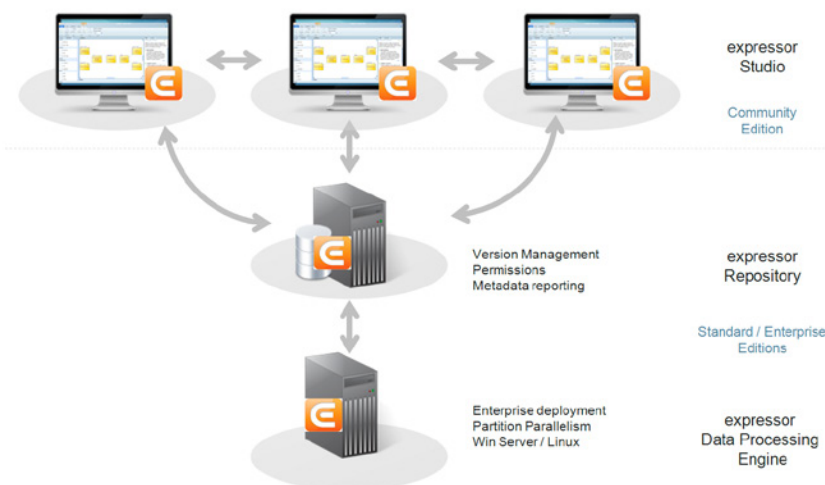## Download expressor Studio today because:

- It's free—you can download enterprise-class ETL capabilities onto your desktop today with no hassle and no strings attached
- You can build and run your first application in minutes—and dramatically increase your productivity
- expressor Studio is easy-to-use, and it leverages the Microsoft Office 2010 look-and-feel that you've already become familiar with using
- New, simplified data mappings make point-to-point data mapping a thing of the past and allow you to re-use artifacts and enhance your productivity
- An embedded engine processes data on your desktop at blazing speed so you can achieve immediate results
- You gain access to an energetic online community of expressor Studio users that allows you to benefit from online education and support
- expressor Studio is a high-reward, low-risk option that allows you to immediately benefit from semantic data integration—while offering an upgrade path when you need additional functionality or broader deployment
- You can seamlessly upgrade your expressor Community Edition applications to the commercial versions of expressor 3.0—the expressor Standard and Enterprise Editions

About expressor software

expressor software knows data integration—and we know today's most capable data integration tools are too complex and too expensive. Our vision is to provide enterprise-class data integration software that is cost-effective, fast and easy to use.

expressor's game-changing usability enables you to use less technical, lower-cost development resources. Our unique, active metadata foundation simplifies data mapping and transformation to reduce your time-to-value. And our dramatically lower cost makes it easy to justify replacing your brittle and expensive hand-coded implementations or underperforming in-house ETL tools. expressor 3.0 is a comprehensive design, development and deployment platform available in three editions tailored to support the full range of data integration applications, from tactical data migrations to the largest enterprise data warehouses and strategic, predictive analytics.

To learn more about what makes expressor the leader in affordable, enterprise-class data integration, visit www.expressor-software.com and download the free expressor Studio at www.expressorStudio.com.

expressor Studio is available for free as the Community Edition, and you can further leverage its power by evolving to expressor Standard or Enterprise Edition commercial licenses to add power and capabilities as your data integration needs evolve.

Increase the reward and reduce the risk of data integration

Are you happy with the performance and time-to-value of your ETL software? It's time to discover a smarter, faster and lower-cost alternative to the conventional approach to data integration. Download the free expressor Studio at www.expressorStudio.com and you'll be able to start building complex data flows—in just minutes!

expressor®

redefining data integration