Top ten
for expressor Studio

1 Easy-to-use ETL

Since the initial release of expressor Studio in December 2010, thousands of users have already downloaded the product and are building their first applications.

expressor Studio features an Office 2010-style look & feel, which makes creation and editing of Studio data flow applications very simple and straight forward. The product also provides many usability features including context-sensitive help, and offers wizard-like interfaces for configuring transformation operators such as Joins. Connecting to data sources and targets is very simple and straight forward. Studio also features a comprehensive set of built-in transformation functions, which can be used without writing any scripting code.

2 Download, install, go

After you download expressor Studio from the expressor website, getting the tool installed and building your first ETL application can often be done in **minutes** not hours.

3 Simplified mappings

Unlike any other ETL tool on the market, expressor Studio features a unique and powerful data mapping approach that greatly reduces your time-to-value. expressor Studio introduces Semantic Types, which are reusable data objects that allow you to map your information

sources and targets to common business data representations.

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.

4 Powerful Scripting

Underlying the graphical transformation editor in expressor Studio is expressor Datascript, a powerful yet easy to learn scripting language. Datascript is tightly integrated into Studio and enables power users to write custom functions and complex transformations which can't be expressed via the graphical UI.

5 Constraints

Semantic Types constraints are new in expressor Studio 3.2, which is targeted for April 2011. Constraints allow you to set min/max values on individual data items or check if specific string formats for email addresses, etc. are being met.

With Constraints, you can quickly build data cleansing applications or simply use them for building applications that reject incoming data that do not meet certain data values.

6 Strong DB support

expressor Studio includes generic ODBC support to allow you to connect to virtually any ODBC compliant database. In addition, Studio ships with high-performance 3rd party drivers for all major DBMS systems including DB2, Informix, Microsoft SQL Server, MySQL, Netezza, Oracle, PostgreSQL, Sybase and Teradata.

7 Community Forum

All Studio users have access to the vibrant expressor Studio community at no extra cost. You can access the community center by visiting www.expressorCommunity.com, where you find forums, tutorials, a knowledge base, online documentation, and many blog posts on product and industry topics.

8 Studio is free

expressor Studio is absolutely free of charge and is being developed by a team of data integration experts with prior expertise in building high-performance, enterprise-class ETL products. A new version of expressor Studio gets released every other month and includes new functionality that enables you to build and deploy new kinds of ETL applications.

The expressor Studio roadmap for 2011 calls for many new feature enhancements: ranging from advanced Semantic Types capabilities to XML and Web Services support. Our goal is to make expressor Studio the easiest to use yet most powerful ETL design application on the market.

9 Support services

 No matter which ETL software product you choose to use, you are likely going to need additional training and support services that you simply can't find online.

We recognize the importance of these user needs and offer the most comprehensive yet affordable standard product support service in the industry. Our service goes way beyond what other ETL vendors provide as part of their baseline annual support service packages. Our standard package includes high-value services such as email and phone support and JumpStart product training as part of its standard 1,150 US dollar annual support agreement.

10 Seamless upgrade

As a desktop ETL Tool, Studio is designed to allow users to develop, test and run ETL applications right on their Windows laptop or desktop computers.

expressor offers an easy upgrade path for Studio users to expressor Standard Edition -- which is our affordable data integration platform designed to help you scale your Studio usage. Standard Edition includes a standalone data processing server for running your Studio applications on scalable, multi-core Windows Server machines. It also includes a

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central metadata repository to facilitate team development and version management.

Users who have purchased Standard Edition can utilize these capabilities right from the Studio IDE, check in projects into the repository

and create deployment packages that can be scheduled and executed on the data processing engine server.

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expressor Studio 3.0

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Online Demo

You can download your free copy of expressor Studio at
www.expressorStudio.com

www.expressor-software.com

download free Studio

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. Version 3 of expressor is a comprehensive design, development and deployment platform tailored to support the full range of data integration applications, from tactical data migrations to data warehouses and predictive analytics.

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