expressor Studio

Design and run complex dataflow 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 IT projects with a metadata-driven solution that is easy to use and enables the creation of flexible applications that solve complex data integration problems.

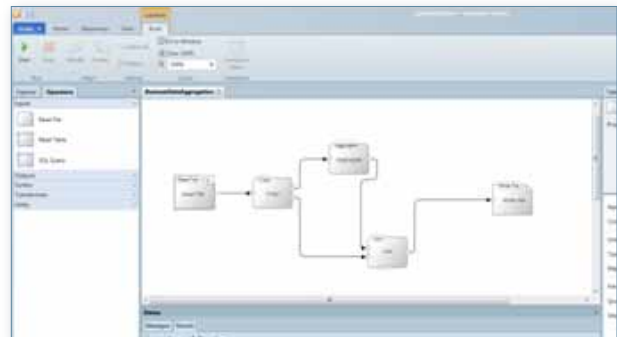And you can download it today for free at www.expressorStudio.com.

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

expressor Studio is a free, downloadable desktop ETL 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 dataflow 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 easy-to-use ETL onto the desktop.

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 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.

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.
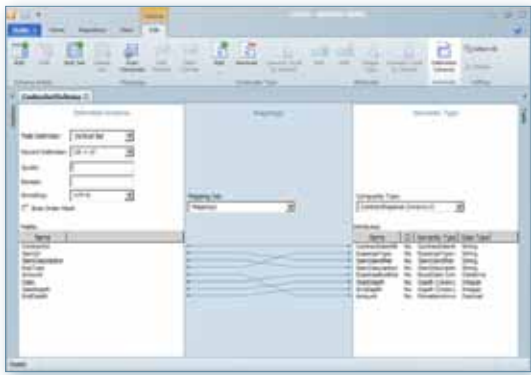
expressor Studio includes a built-in graphical drawing layer for creating expressor dataflows, which further simplifies the installation of the product. The new SQL Query operator enables users to define SQL Select queries in expressor Studio and execute them in the source database prior to transforming the data in expressor. By offloading some of the data processing to the source database, users have maximum flexibility to design their applications for versatility and performance.

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

> "We are excited about this latest release, particularly for the optimum agility it provides, the concepts of constraints/rules and ability to incorporate complex SQL Select statements. expressor Studio is guaranteed to accelerate our development timeframe for our tiered data integration projects."
>
> *- Lystra McCormack, IT Manager, Western World Insurance Company*

expressor®

expressor Studio includes a Schema Editor that allows developers to map existing source attributes to reusable Semantic Types.

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 dataflows 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
- Normalize source and target field names to improve user communication and data governance
- Easily implement data quality rules and constraints
- Check the validity of a dataflow application before deploying

Constraints extend expressor's Semantic Types capabilities by allowing users to set pattern matching rules or minimum/maximum values on individual attributes of a Semantic Type. Records that fail a constraint test at runtime may be captured, directed to a file, database table or processed further to ameliorate data quality issues.

expressor Studio highlights:

Connect
- High-performance drivers for major RDBMS and data warehouse appliances
- Generic ODBC support
- Powerful support for delimited flat files

Map
- New, canonical data mapping approach
- Semantic Types form the foundation for reusable data mappings and constraints
- New integrated graphical drawing layer improves productivity and efficiency

Transform
- Comprehensive set of transformation operators
- Extensible, built-in standard function library
- Easy to use, adaptive scripting language
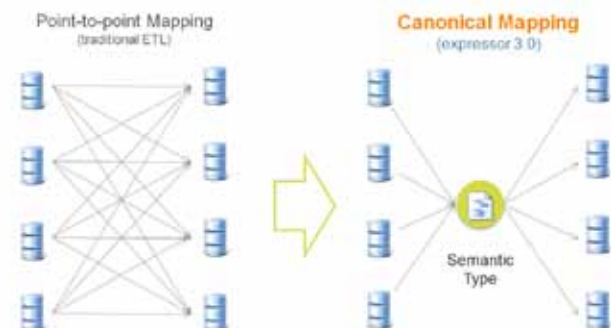- Property-driven and wizard-driven operator configuration

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
- Team collaboration available via upgrading to expressor Standard Edition

Deploy
- Embedded data processing engine
- Native pipeline parallelism
- Processes hierarchical data in-flight
- Additional functionality available via upgrading to expressor Standard Edition:
  - Remote data processing
  - Integration capabilities with third-party schedulers
  - Deployment on multiple data processing engines
  - Team development and version control

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

Community Center support

You can access online support by visiting www.expressorCommunity.com and logging into the 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 is available as a free download, with an optional annual email and telephone support subscription starting at $1,150 for a single user.

Upgrade to a commercial expressor Standard Edition license

expressor Studio is available as a free download, and it also serves as an important component of expressor Standard Edition software, a comprehensive data integration platform that delivers game-changing ease-of-use, performance and reusable data mappings—yet costs 80 to 90 percent less than alternative products.
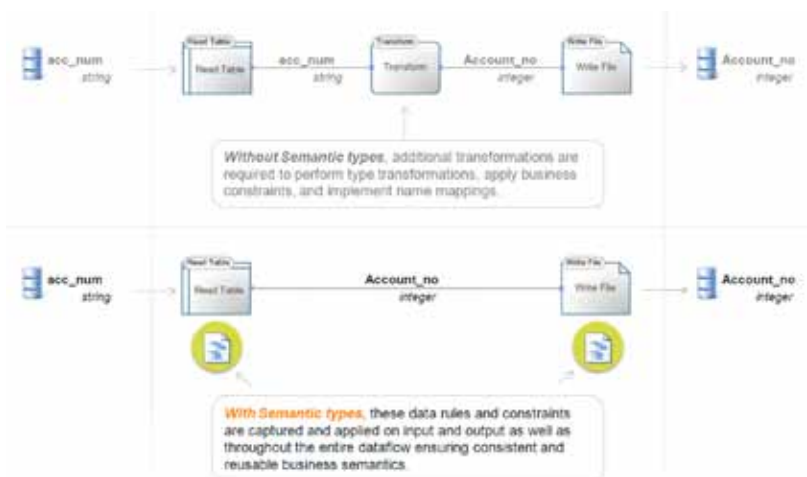
expressor Standard Edition provides the server components of the expressor Data Integration Platform. It extends expressor Studio to facilitate team development, version management and deployment of ETL applications to a standalone parallel processing server. expressor Studio users benefit from upgrading to Standard Edition by gaining the power to:

- Collaborate through the expressor metadata repository with other Studio users during ETL development
- Seamlessly share work by checking in and out project artifacts, including reusable Semantic Types
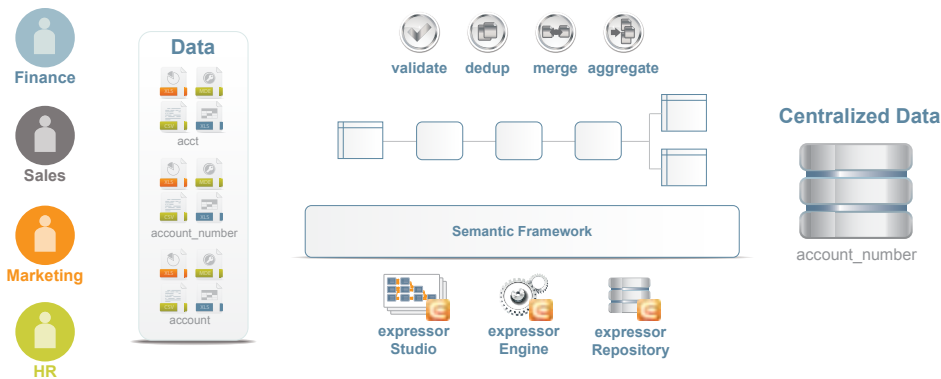- Schedule and process ETL dataflows on dedicated Windows Servers

- Leverage the power of expressor's parallel processing capabilities on high-performance, multi-core server machines

Download expressor Studio today because:

- It's free—you can download powerful 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
- 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
- The new SQL Query operator allows users to execute any SQL Select statement against their source database, converting the result set into a corresponding Semantic Type, more fully utilizing the power and versatility of the RDBMS
- You gain access to an energetic online community of expressor Studio users that allows you to benefit from online education and support
- Data rules and constraints are captured and then applied throughout the dataflow to avoid the cost and time of transformations and accelerate—and simplify—data integration
- A new, integrated graphical drawing layer eliminates dependencies on third-party drawing tools
- expressor Studio is a high-reward, low-risk option that allows you to immediately benefit from semantic data semantic data integration —while offering an upgrade path when you need additional functionality or broader deployment
- You can seamlessly upgrade your expressor Studio applications to the expressor Standard Edition, which provides the server components of the expressor Data Integration Platform

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 dataflow. Data rules and constraints are captured in expressor Studio when building this dataflow, and then applied throughout the dataflow to avoid the cost and time of transformations and accelerate—and simplify—data integration.

Finance

Sales

Marketing

HR

Data

acct

account_number

account

validate   dedup   merge   aggregate

Semantic Framework

expressor
Studio

expressor
Engine

expressor
Repository

Centralized Data

account_number

The expressor Data Integration Platform provides a Semantic Framework for business data consolidation, allowing the enterprise to optimize, aggregate and consolidate data across departments to implement a unified business data strategy.

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.

"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'."

- Scott Morgan, data warehouse architect for H. Lee Moffitt Cancer Center & Research Institute

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 version 3 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 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.

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 dataflows—in just minutes!

expressor®

redefining data integration