

A close-up photograph of a person in a dark suit and white shirt performing a card trick. The person's hands are visible, holding a deck of cards. The cards are being fanned out, creating a sense of motion and magic. The background is dark and out of focus.

THE MAGIC OF DATA INTEGRATION IN THE ENTERPRISE

WITH TIPS AND TRICKS

DATA HOLDS ALL THE POTENTIAL TO HELP BUSINESSES



WIN CUSTOMERS



INCREASE REVENUE



GAIN COMPETITIVE
ADVANTAGE



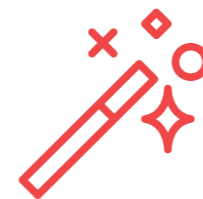
STREAMLINE
OPERATIONS



BUT FIRST organizations need a boost of magical data integration power to enable them to analyze the right data, at the right time, and in the right place.

The Trouble with Traditional Tools

Traditional data integration tools, like ETL, are anything but magical. Their outdated architectures don't address modern challenges, require manual scripting, and can't withstand the immensity of big data velocities and volumes.



The changing nature of data integration demands a new approach. With the Attunity data integration platform, users benefit from a simple, automated, drag-and-drop GUI design that enables very high-volume universal data replication and ingestion as well as real-time, continuous data integration and loading: an approach that's so easy, you could say it's magic.

ATTUNITY: THE MAGIC OF DATA INTEGRATION

Attunity is changing data integration by providing a modern platform that enables real-time, automated data movement for today's distributed enterprise. Simply put, the approach makes data integration faster, easier, and more efficient.

But, you might ask, where does the magic come from? Under the hood, Attunity is managing data transformation and movement automatically, without all the time- and labor-intensive scripting required using other methods.

Attunity magic is universal



ON-PREMISES



IN THE CLOUD



HYBRID



IN THE DATA LAKE

Who uses the magic of Attunity?

>2,000
customers worldwide

~1/2
of the Fortune 500

PHILIPS



ATTUNITY REPLICATE

Replicate, ingest, and stream heterogeneous data across many disparate systems, scaling from one to thousands of sources and targets – all while leveraging an agentless design that eliminates overhead on mission-critical systems. Move any data continuously in real-time and always have the right data in the right place at the right time.

- › **Real-time change data capture (CDC)** for the most up-to-date analytics and insights.
- › **Reduced labor costs and time-to-value.** Easy to set up and use.
- › **Increased agility.** Data can be moved to the right people and systems faster, which means more satisfied customers, improved decision-making, and competitive advantage.

ATTUNITY COMPOSE

Enable agile ETL and automate data warehouse and data mart design, development, testing and maintenance. Automate the data pipeline for analytics-ready data on Hadoop.

- › **Meet time-sensitive business needs** with agile development processes. Reduce coding from months to days, saving time, resources, and spend.
- › **Cut time and cost** of data warehouse implementation and management in half – or more!
- › **Automate creation**, continuous loading, and updates of data warehouses and data lakes. No coding or maintenance required.



And now, let's take a closer look at how Attunity brings the magic of data integration to modern businesses.

HOW ATTUNITY MAKES **MAGIC** HAPPEN

Nonintrusive Architecture

Works quietly behind the scenes without adding agents on sources or targets.

Attunity's lightweight CDC technology remotely scans transaction logs to identify updates, then replicates changes to the target platform. The solution creates live replicas, sending them to the target without using software agents. It is not disruptive to existing operations, unlike competitors that use heavyweight, query-based approaches with triggers, and requires no additional software to be installed and managed on source systems.



Data Integration Magic Tip 1

Efficiently copy and move different data types across many different sources and targets, including databases, data warehouses, Hadoop or the cloud, using Attunity's advanced CDC capabilities as well as native application integration for a seamless and fast experience.

Central Point of Control

See all your data integration tasks at once. Manage them all in one place.

Attunity provides a single view to manage and monitor large-scale data replication and ingestion jobs. In turn, you achieve improved performance, operational visibility, and higher efficiency to better enable mission-critical initiatives including analytics, IoT, and data lake implementations – all with a flick of your IT wand.



Data Integration Magic Tip 2

Using Attunity's Enterprise Manager, configure, monitor, and manage all replication tasks throughout your environment, in a single, consolidated view. This is especially critical in large implementations with hundreds or thousands of concurrent tasks.

Universal Support

One process. One interface. Uncompromised functionality across all data platforms.

Attunity supports over 50 sources and targets (the list keeps growing), including all the leading databases, data warehouses, and cloud and Hadoop platforms, as well as supporting technology such as Kafka and Hive.



Data Integration Magic Tip 3

To be more agile and productive when working in a hybrid environment, move data across various diverse sources and targets from a Web-based interface, like Attunity Replicate, then watch as your data appears magically in real-time... Voilà!

Ease of Use

Stop working in code.
Forget those complicated incantations.

Attunity's drag-and-drop GUI and comprehensive automation eliminate manual scripting and labor, not to mention the need for specialized skillsets and tools.



Data Integration Magic Tip 4

Use the wizard-driven GUI to support a streaming architecture. As live transactions hit the source database, they're converted into messages and injected into a Kafka message broker stream. Then, abracadabra... Kafka relays those streams to other big data platforms for fast success.

Flexibility

Automate the entire data pipeline.

Attunity supports and automates the design, implementation, management, and updates of analytics-ready structures on your new target platform – from new enterprise data warehouses and data lakes to hybrid on-premises and cloud solutions.



Data Integration Magic Tip 5

Through automated coding, you can create operational and historical data stores on top of Hadoop or Apache Hive, and then easily update them by reconciling data insertions, data updates, and data deletions all in a single pass.

Automation

Accelerate time to value.

Attunity eliminates much of the manual extraction and loading commands that are required for data integration. With data warehouse automation, businesses benefit from improved business agility, speed, cost savings, and reduced project risk.



Data Integration Magic Tip 6

Using Attunity, some businesses have reported compressing ETL coding from 45 days to 2, making their process 95% faster, with 6x better business response rate and an 80% reduction in data warehouse implementation costs! Now that's magic!

CONCLUSION

It's time to expand beyond legacy data integration approaches and rethink the limits of what a modern data integration platform can do for your business. Commit to getting more value from your data, and do it faster and with less effort than the way you operate today. It's time to leverage the kind of data integration magic that only Attunity can deliver for your IT environment.

Try our **free trial** or **contact us** today so we can show you what the magic of data integration can do for you and your most important data initiatives.

866.288.8648
sales@attunity.com
www.attunity.com



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