



# Denodo Cloud Solutions

## Enabling Companies to Maximize Cloud ROI

Companies are rapidly adopting cloud technologies to gain greater agility and scalability. Cloud repositories can be scaled up or down as needed, and cloud-based analytics can surpass the performance of many on-premises systems, since cloud-based analytics systems can accommodate increasingly relevant big data and streaming sources.

However, though cloud technologies surmount many challenges, they can also present a few of their own, and these challenges fall into three main categories:

### SOLUTION

[Data Virtualization for Cloud Modernization](#)

[Data Virtualization for Hybrid Data Fabric](#)

Data Virtualization for Cloud Analytics



### Cloud Modernization Challenges

When companies move from large, on-premises applications to multiple cloud-based ones, they lose a holistic view of the data across the components, and they risk issuing more SaaS licenses than are strictly necessary.

When companies move data to the cloud, they risk taking downtime during the migration, and cannot return to a pre-migration state, should they encounter a critical problem.



### Hybrid Data Challenges

Even after migrating certain applications or data to the cloud, some companies need to keep certain data on-premises, for compliance or other reasons. In hybrid data environments, it is challenging to provide real-time access to both systems, simultaneously.



### Cloud Analytics Challenges

Advanced analytics requires real-time access to a wide variety of data sources including text, voice, streaming data, third-party data, and various other structured, unstructured, and telemetry based sources.

Data virtualization is a technology that overcomes each of these challenges, enabling companies to gain the maximum benefits from cloud initiatives.

## Data Virtualization Solutions for Cloud Technologies

Data virtualization is a modern data-integration technology that provides real-time, integrated views of data across myriad source systems, without replicating the data. In contrast, most data-integration technologies first copy the data and then move the copy to a new, consolidated repository, which requires additional dedicated storage resources.

Because data virtualization provides data in real time, from a variety of systems that are normally very time consuming to integrate, such as transactional processing systems, cloud-based storage systems, and SaaS applications, it can support a wide variety of cloud technologies.

In addition, since data virtualization establishes a single access layer across disparate data sources, it enables companies to set security and governance controls from a single point, an architecture that not only streamlines both processes, but also makes them stronger and more effective.

Denodo offers 3 data virtualization solutions for cloud technologies:

1. Data Virtualization for Cloud Modernization enables companies to leverage SaaS solutions while maintaining a holistic view across them, control the number of SaaS licenses, and migrate data to the cloud with zero downtime.
2. Data Virtualization for Hybrid Data Fabric enables companies to provide seamless real-time access across cloud and on-premises systems, simultaneously, without users needing to know where the data is stored.
3. Data Virtualization for Cloud Analytics empowers analysts with real-time access to a wide variety of data sources, from the most structured to the least structured sources, and from streaming data as well as static data.

For more information, see the Data Virtualization for Cloud Modernization, Data Virtualization for Hybrid Data Fabric, and Data Virtualization for Cloud Analytics data sheets. The following pages present case studies of three companies that have leveraged these solutions for extended benefits.

## Case Study: Vizient (Cloud Modernization)

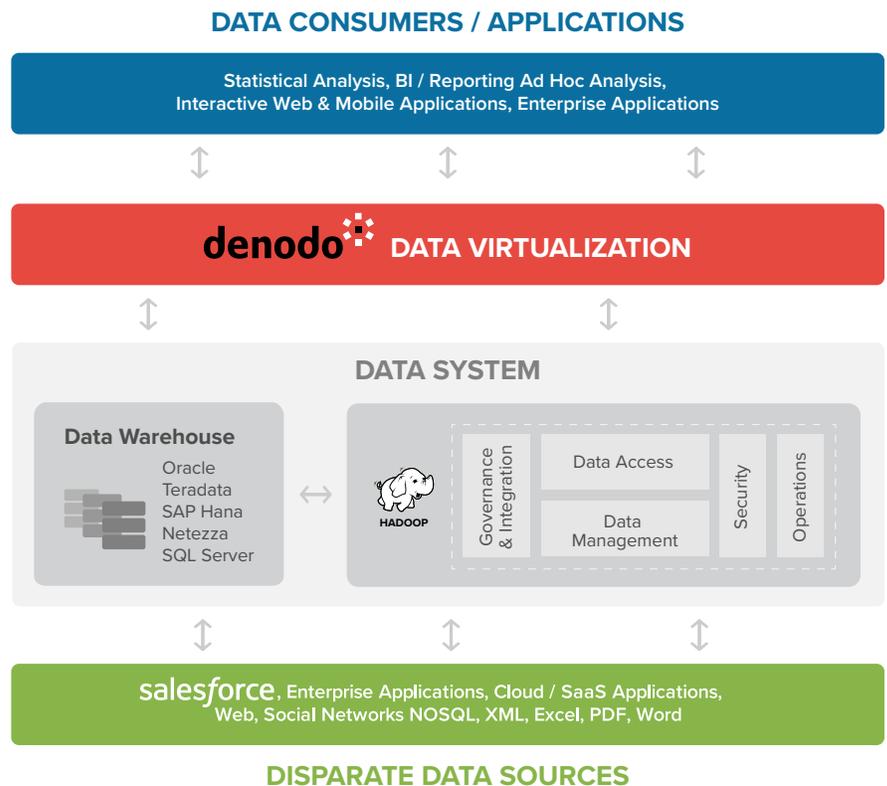
Vizient is the largest member-owned healthcare company in the U.S., delivering industry-leading supply chain management services and clinical improvement services to nearly 30% of the nation’s hospitals and more than 118,000 non-acute healthcare customers. The company was maintaining a substantial number of Salesforce.com licenses, but this was inefficient, since most of the users only required read-only access for reporting. Vizient wanted to implement a cloud-based Salesforce reporting architecture to replace the company’s costly, inefficient, on-premises Salesforce authoring environment.

### Solution

Vizient leveraged the Denodo Platform, which uses data virtualization to provide read-only access to Salesforce data to multiple users through a central access point. Due to the dedicated Salesforce connectors of the Denodo Platform, Vizient was able to establish a secure, one-way feed of Salesforce data, comprised of 16 different data sets, each with its own specifications for access.

### Results

By implementing the Denodo Platform, Vizient held down costs by reducing the number of Salesforce licenses while enabling stakeholders to access Salesforce data as needed. Vizient expects a 350% return on their initial investment in the Denodo Platform over a five-year period.

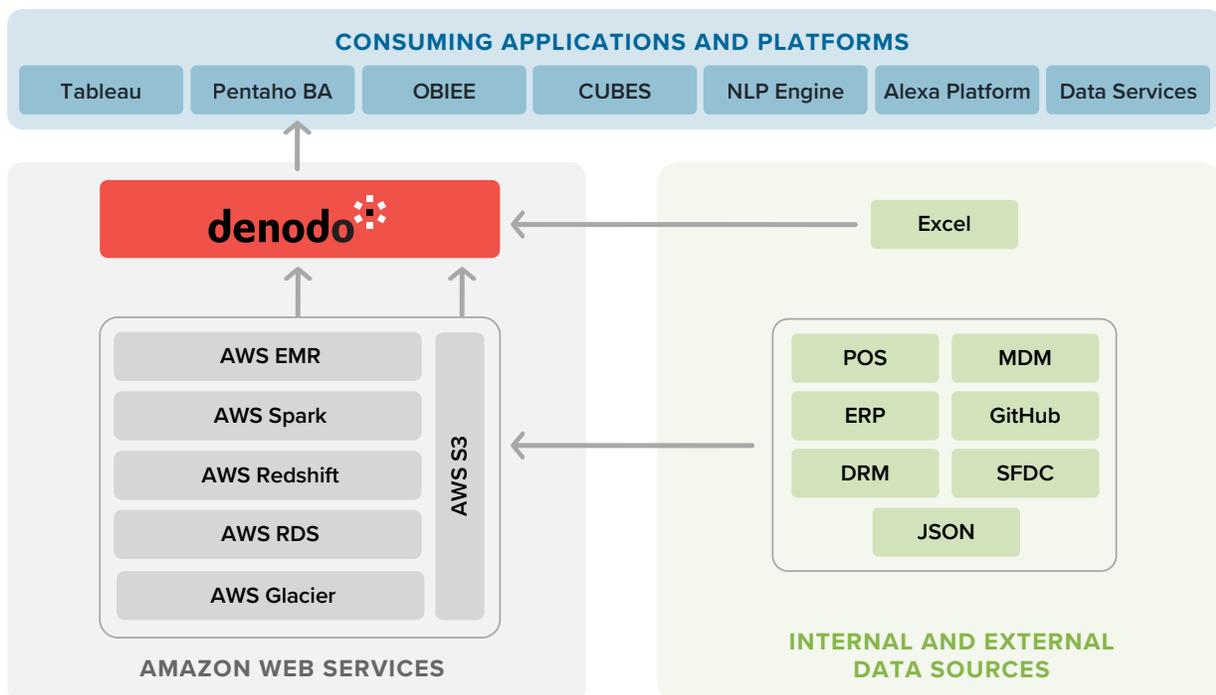


## Case Study: Logitech (Hybrid Data Fabric)

Logitech is a Swiss global provider of personal computer peripherals including keyboards, mice, trackballs, microphones, game controllers, and webcams. The company needed to transition IT operations to the cloud, for a more reliable, efficient, and cost effective form of data extraction for analytics, beyond what could be provided by its on-premises systems. Logitech chose Amazon S3, Redshift, and other cloud components to build a new cloud-based data analytics platform, but some of the data sources had to remain on-premises. Logitech needed a solution that could seamlessly integrate all its on-premises and cloud components.

### The Solution

Logitech chose the Denodo Platform, hosted on Amazon AWS, which established a hybrid data fabric to integrate the on-premises and cloud sources in real time. The Denodo Platform also integrates data from on-premises Excel files, machine generated data, social media data, other Internet data, and other sources. After creating a single consistent data store, the hybrid data fabric feeds analytics and reporting applications such as Tableau, Pentaho BA, and web services. The hybrid data fabric, enabled by the Denodo Platform, has become the single source of truth that feeds the entire consumption layer.



### Benefits

The Denodo Platform made Logitech's cloud journey not only possible, but possible as a live migration, with minimal impact on business operations. After the migration, the hybrid data fabric empowered Logitech IT and business users to create a symbiotic environment for rapid innovation, supported by the required governance structure. The hybrid data fabric also enabled Logitech to establish a pre-defined data model, and to ensure that different lines of business could not create ad-hoc data models. The fabric helped Logitech to hold down costs while reaching exceptional service levels.

## Case Study: Asurion (Cloud Analytics)

Asurion is a privately held company based in Nashville, Tennessee, which provides device protection and support services for smartphones, tablets, consumer electronics, appliances, and satellite receivers. The company started to provide premium support service, which extended beyond offering insurance and warranties to helping customers manage their digital home experiences. However, Asurion's legacy on-premises data infrastructure could not support the strong predictive analytics, IoT capabilities, and big data architecture required to provide customers with the right experiences. Asurion needed a next-generation data infrastructure that could enable the company to spin up additional products and services in weeks instead of months.

### The Solution

Asurion created a three-tier architecture with the Denodo Platform providing data virtualization both on-premises and in the cloud, as well as a consuming layer that contained Layer7, a security and management solution, and TIBCO Spotfire BI. The Denodo Platform provided modern data integration, for improved analytics.



### Results

- With the Denodo Platform in place, Asurion is able to engage in predictive analytics with data scattered across text, voice, streaming data, third-party data, and various other structured, unstructured, and telemetry based sources.
- Asurion is able to gain this intelligence while satisfying customer and regulatory demands for highly strict security.
- The Denodo Platform also enables role based access control and granular usage tracking across cloud and on-premises systems.

## Simplicity BI

SimplicityBI is a leading Data Management consulting company solely focused on solving data challenges, end to end. We are typically involved in implementing multiple components of the data pipeline, from your sources to your dashboards and everything in-between. The in-between usually involves multiple technologies, Data Virtualization often being the technology we leverage to create a Logical data fabric Architecture.

## denodo

Denodo Technologies is the leader in data virtualization providing agile, high performance data integration, data abstraction, and real-time data services across the broadest range of enterprise, cloud, big data, and unstructured data sources at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.

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