

DATABASE

TRENDS AND APPLICATIONS

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Enterprise Data Mashups Solve Key Business Problems

To gain value and competitive advantage, savvy enterprises integrate structured, unstructured and Web data

In information technology, change comes in overlapping waves. For the past 10 years, organizations have been dealing with the data tsunami. But to date, data has been largely segmented into silos according to type. Enterprise applications generate structured data populating databases. Productivity tools create unstructured data stored in files and content management systems. The growth of the Internet has led to the creation of semi-structured data such as email, chat, Web pages and blogs.

Integration Drivers

To realize more value from their information and gain a competitive advantage, organizations want to breach the data silos and integrate all forms of information. Four trends are driving the need for comprehensive data integration. They are:

Consumerization: Increasingly, the users of information combine data from many different sources to communicate. A single email can contain a message, a link to a Web page and a spreadsheet attachment. With blogging and other Web 2.0 applications, users are creating more valuable information as well.

Holistic View: A single view of the customer once meant matching customer data among enterprise applications. A holistic view now includes tracking all the ways in which customers interact with the company; what customers say about an organization in blogs; and knowing the competitive choices available. It includes public and competitive data, email, and documents and relating these to enterprise applications.

Querying All Data: Search results of unstructured and semi-structured data must inherently be viewed by humans. Querying data, a concept familiar to database professionals, is more efficient. Results can be categorized effectively and structured in a way that can be used by other applications, not just people.

"Long Tail" Use Cases: Small integration projects can generate significant value. But, they can only be implemented if companies have

access to flexible, agile, lightweight integration technology.

Enterprise Data Mashups

Companies can capitalize on these emerging trends by using enterprise data mashup technology, to access, extract and integrate data from structured, unstructured and semi-structured data sources. It automates the extraction of Web data and can structure unstructured data and relate that to enterprise data. The composite views can be published as data services to be queried by other applications. In short, enterprise data mashups provide real-time, virtual information integration without boundaries.

As opposed to Web mashups, enterprise data mashups are information and data-centric. They use transformations and semantics to understand unstructured data, structure it, and relate it to other data sources. They power enterprise integration as well as end-user mashups. Enterprise data mashup technology has features that data professionals expect such as quality of service guarantees, query optimization, reliability and security.

Denodo Technologies has been recognized as a leader in enterprise data mashup technology. Its ability to merge data across any digital source extends the value of enterprise integration and SOA initiatives and delivers "mashable" feeds from a broad range of internal and external sources to enable end-user business mashups.

Use Cases

Enterprise data mashups can be applied in several ways. Data management professionals can apply it directly to specific applications, or to create an infrastructure of reusable, composite data services that combine structured, unstructured and Web-based data to solve key business problems.

For example, a telecommunications company has used the Denodo platform to create a self-service customer portal that promotes up sell and

cross sell by integrating the company's CRM application with its product catalogue, support knowledge base and competitor Web pricing. The information is also fed to the call centers, distributors and the marketing and sales departments.

An international camera maker has deployed the Denodo platform to extract information from blogs for customer feedback. The company can identify which features are widely used, as well as to which competitive models they are compared.

And a 250-store retailer has used Denodo Web automation as an agile way to exchange messages with different suppliers to fulfill a single order.

Denodo Platform 4.1

Denodo Technologies recently unveiled version 4.1 of its platform. The added functionality extends support for interacting with dynamic Web 2.0 sites and end-user mashups; reduces the time to create and maintain Web extractions; and provides alternative options for efficiently handling data for complex enterprise and social networking paradigms. Version 4.1 is an ideal layer for SOA environments and an agile mashup builder for applications such as single view of entity, competitive intelligence, technology and patent watch, B2B automation, and data aggregation. For more information or to view a demo, go to www.denodo.com/english/resources/video/technical/index.php?ls=dbta.

CONTACT INFORMATION



530 Lytton Avenue, Suite 302
Palo Alto, CA 94301
Phone: (650) 566-8833
info_US@denodo.com
www.denodo.com