

How to accelerate adoption of your **BI Analytics, ETL or Data Preparation** Application





Overview

As an independent software vendor (ISV), when it comes to applications and data connectivity, having adequate resources, applying the right maintenance strategy and addressing scalability needs are top-of-mind challenges for your technology teams.



Getting the best product delivered & adopted is job #1



You've committed to developing the best **BI analytics, ETL or data preparation application**. It's an enormous undertaking that requires tremendous time, dedication and resources. And the business wants that application in market quickly with unprecedented adoption rates.



100%

of Gartner BI MQ 2017
leaders use Magnitude
Simba Data Connectivity
solutions.

Development challenges

You've heard it before: Tech projects tend to go over time and over budget. According to McKinsey, on average, large IT projects run 45% over budget, 7% over time, and deliver 56% less value than predicted.

Large IT projects compared to plan



45% over budget



7% over time



56% less value

Even with the most masterful planning, your BI Analytics, ETL or Data Preparation project will not run flawlessly. Then there's the ongoing maintenance to consider.

Ongoing challenges

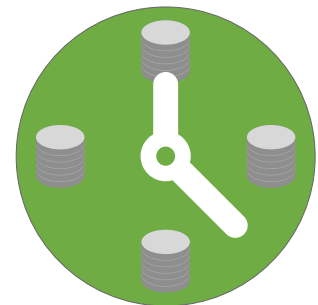
Key challenges associated with long-term maintenance:



Many data models



Many different query languages



Cost (time) of adding new data sources



Cost of fixing broken data connections



Time spent on testing & integration



Staying on top of current technologies & APIs



Summing it up

The development and maintenance challenges are clearly not to be ignored because your application needs to be able to scale; otherwise, you'll not only outgrow your infrastructure, but also find yourself with unhappy customers. What's worse; you could end up in the scenario of having to rebuild your application from scratch.

Magnitude's highly collaborative approach helped us achieve our enterprise milestone to release new products and features with quick turnaround. Magnitude's Simba engineers really cared about the success of our product. We wanted a good partnership and really good connectivity software and we got both.

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Nathan Stephens

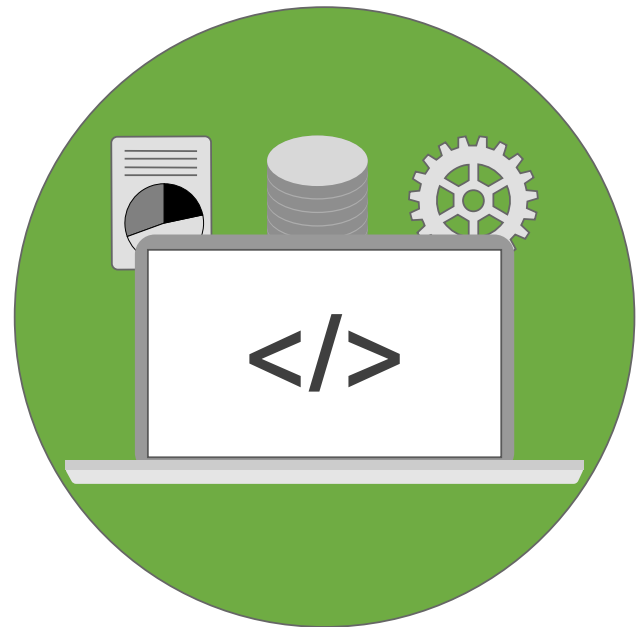
Director of Solutions Engineering - RStudio

The application and data connectivity conundrum



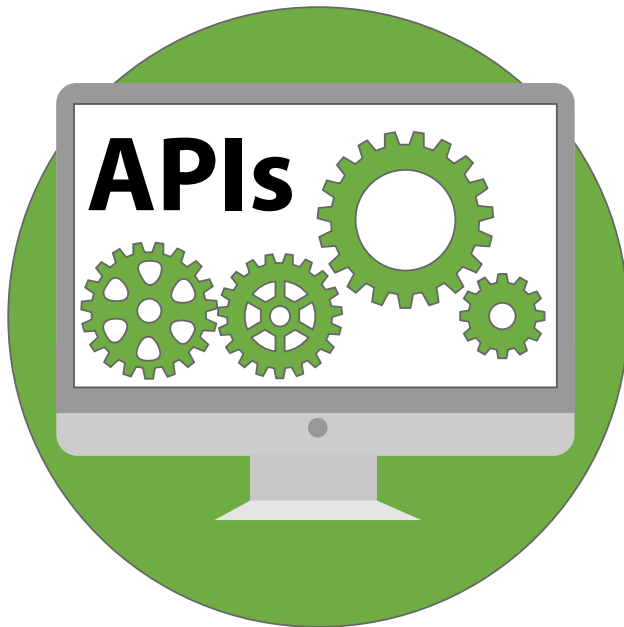
The application **scenario** ...

Now imagine this situation:
You've built and connected
your application to a core set of
data sources so your users can
produce and glean insightful
analytics from it. You've made
it easy to use and now multiple
enterprises are evaluating it with
excitement. They say: "this is
great, you've given me access
to key data sources, now I really
want to connect to Marketo,
Salesforce and Concur."



The conundrum ...

Each new data source has an API, requiring you to build a custom solution to connect your application to your customer's data source of choice.



Compounding the problem: every customer you talk to is using different systems, their data is spread across many locations, and they want to pull in all that data and analyze it with your application.

It's costly and time-intensive to work with each data source vendor to create a custom solution: their APIs are all different and it requires developing, then maintaining all access points. **So what's the solution?**

A proven solution that accelerates time to market and reduces cost of development





Magnitude Connectivity

With Magnitude Simba connectivity solutions, your application can easily connect to any data source. Our standards-based data-access and analytics connectivity solutions enable you to quickly scale and accelerate the adoption of your application with a broad suite of data sources that you support.

Magnitude Connectivity solutions (Simba) were a natural choice as the drivers are trusted by the data source vendors and guaranteed to be compatible with any data source. Business users can connect their Sisense BI tool seamlessly to their disparate data, enabling them to analyze billions of rows and extract insights from these data sets with unparalleled speed and smooth performance without having to write code.

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Boaz Farkash

Head of Product Management - Sisense

Data connectivity solutions

Now you can get to market quicker than your competition – and by offering far more data sources to connect to. Beyond meeting the needs of current customers and what they are asking for, you can serve the needs of new prospects by having support for many different data sources.

All this under one single interface for seamless ODBC or JDBC connectivity, so you can access all data sources. Furthermore, you'll have access to live data, consistent metadata and standard SQL types.

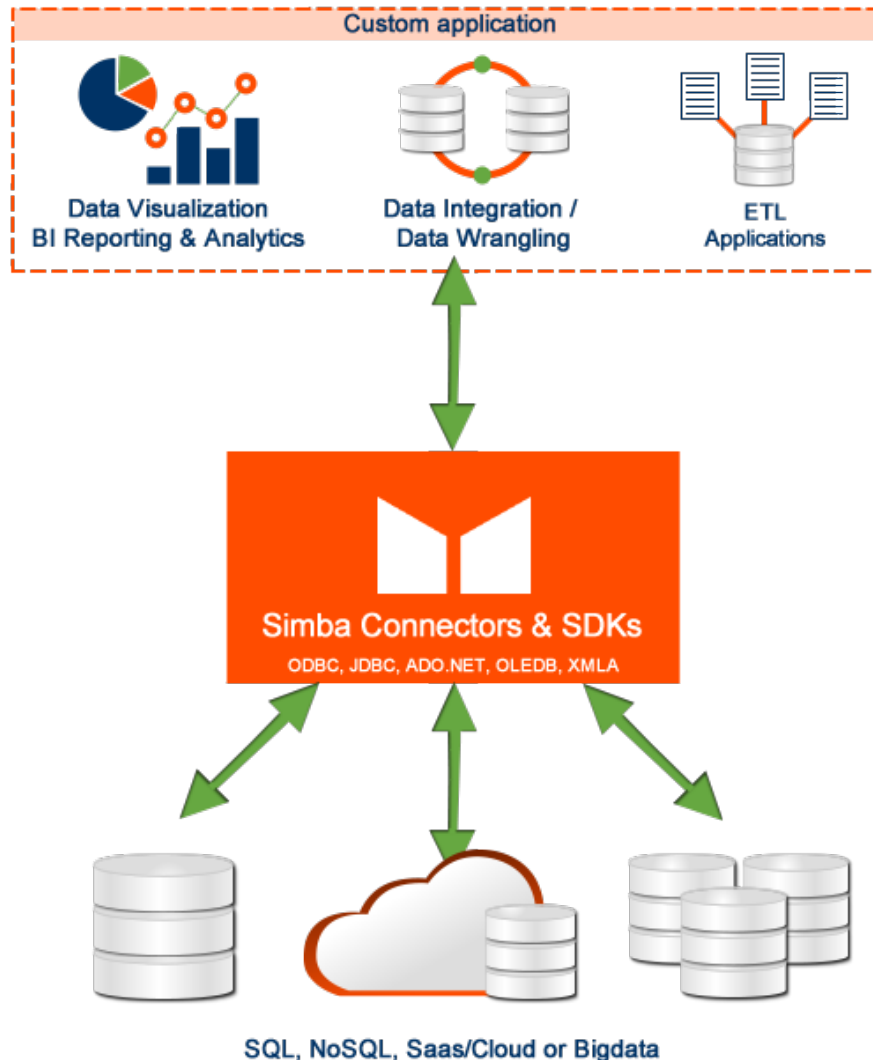
Intrigued?

Watch our video:

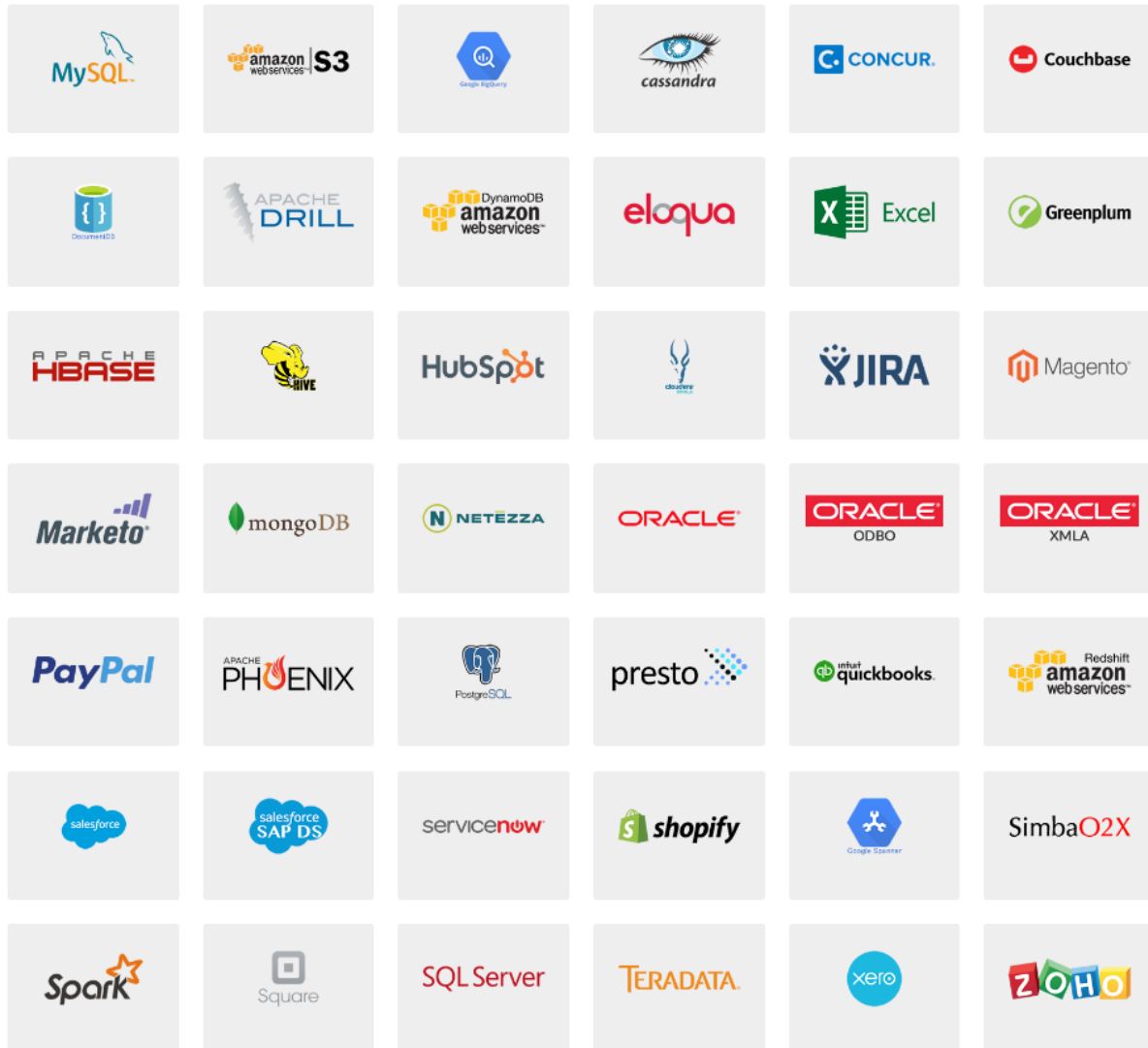
"What is your application story?"



The Solution for your **applications'** **data connectivity** requirements



A sampling of Magnitude Simba ODBC & JDBC drivers





About Magnitude Simba

For Connectivity solutions based on your business needs, turn to Magnitude and its Simba solutions.

Dive deeper into this topic or contact us today at connectivity@magnitude.com or 1.604.633.0008 ext 2.
www.simba.com

Magnitude Software leads the way in delivering insights for digital transformation with solutions that tackle the growing problem of data fragmentation in organizations of all sizes. For hundreds of thousands of users around the globe, our software and solutions drive real business results while reducing operational cost and risk. For more information, please visit www.magnitude.com.

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