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DATA VIRTUALIZATION PACKED LUNCH WEBINAR SERIES

Sessions Covering Key Data Integration Challenges
Solved with Data Virtualization

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Innovative Data Strategies for Advanced Analytics Solutions and the Role of Data Virtualization

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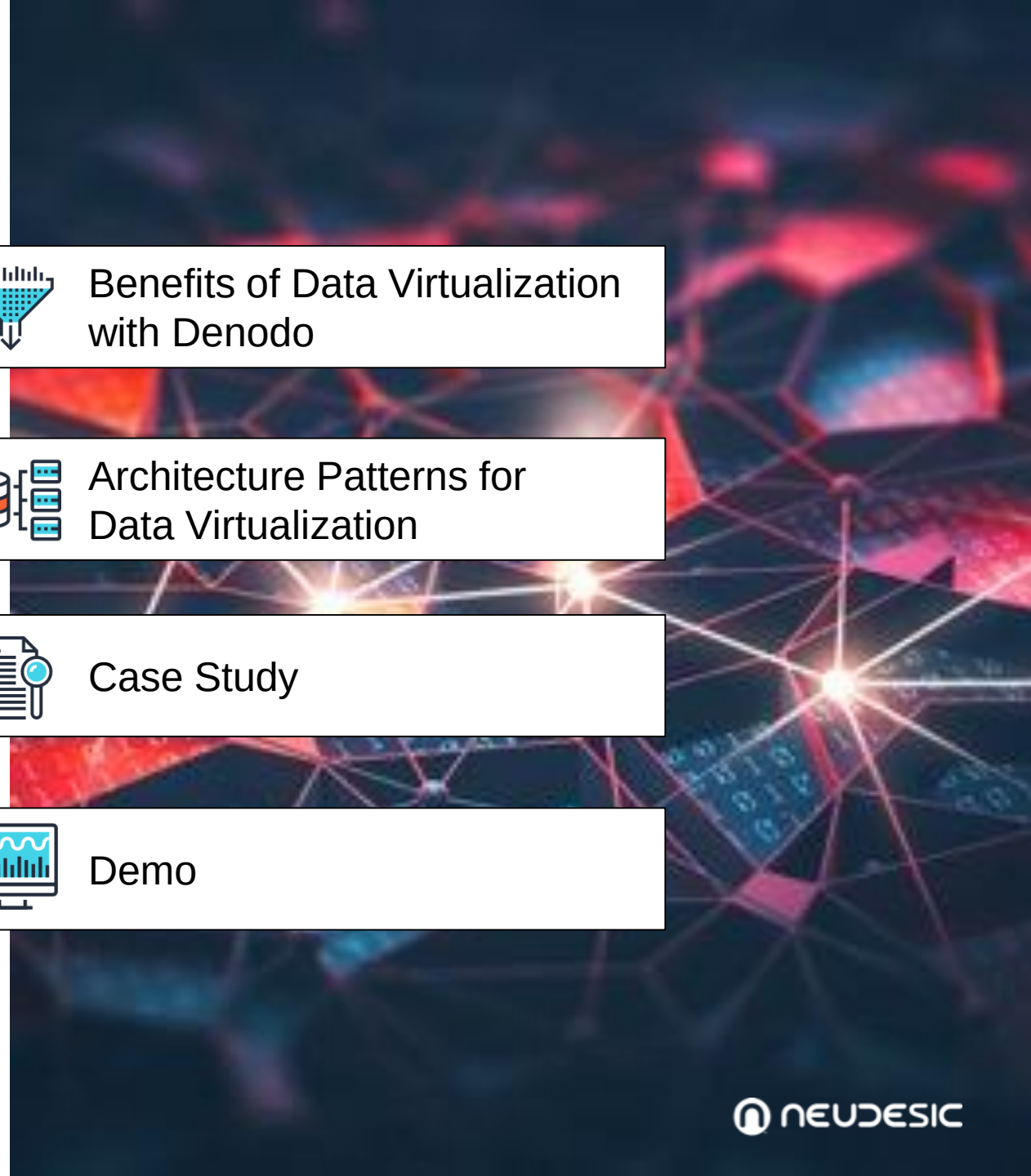
Sr. Consultant, Denodo

Michael Dickson
Senior Sales Engineer, Denodo

Innovative Data Strategies for Advanced Analytics Solutions and the role of Data Virtualization

Agenda

Denodo offers a versatile data virtualiztion plaform that can be applied to a broad range of data management challenges. As a Denodo gold partner, Neudesic offers an equally broad range of data management services through its Predictive Enterprise Service Line including expertise on data virtualization using Denodo.

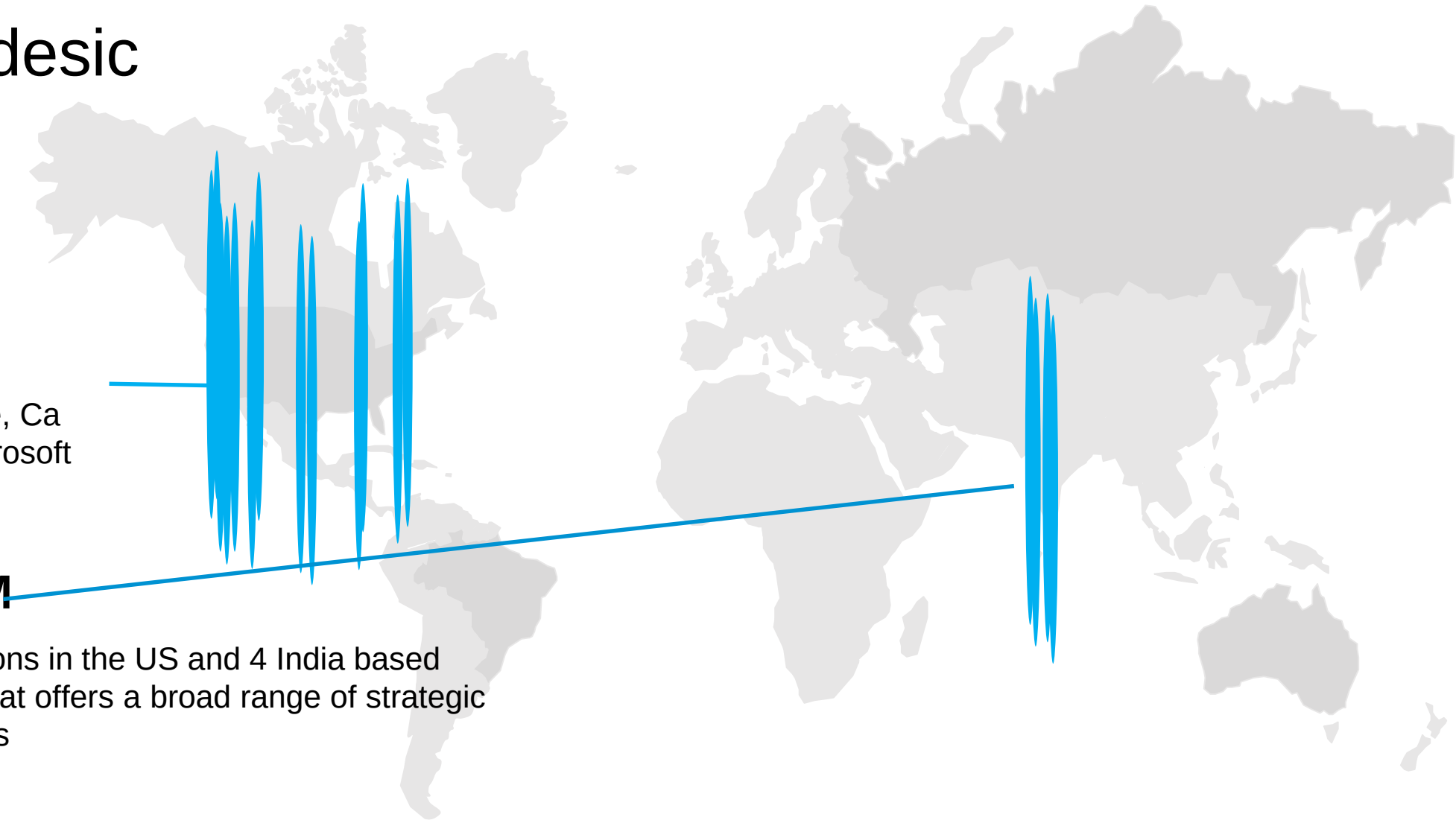


About Neudesic

Founded in

2002

Privately held firm headquartered in Irvine, Ca founded by former Microsoft leaders.



GLOBAL TEAM

Neudesic has 13 locations in the US and 4 India based development centers that offers a broad range of strategic and technology services

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Partners and Awards

Deep Technical Partnership

Microsoft

cloudera

Hortonworks

denodo

Premier Partner
Google Cloud

collibra

amazon web services™

denodo
Gold Partner

Microsoft Awards

2017 National Solution Partner

2017 Country Partner of the year-US

2017 Clouds Apps Global Partner of the year

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Targets For Data-Driven Decisions

Refine Operations
& Processes

Understand Customers,
Markets & Competitors

Improve or Create
Business Models

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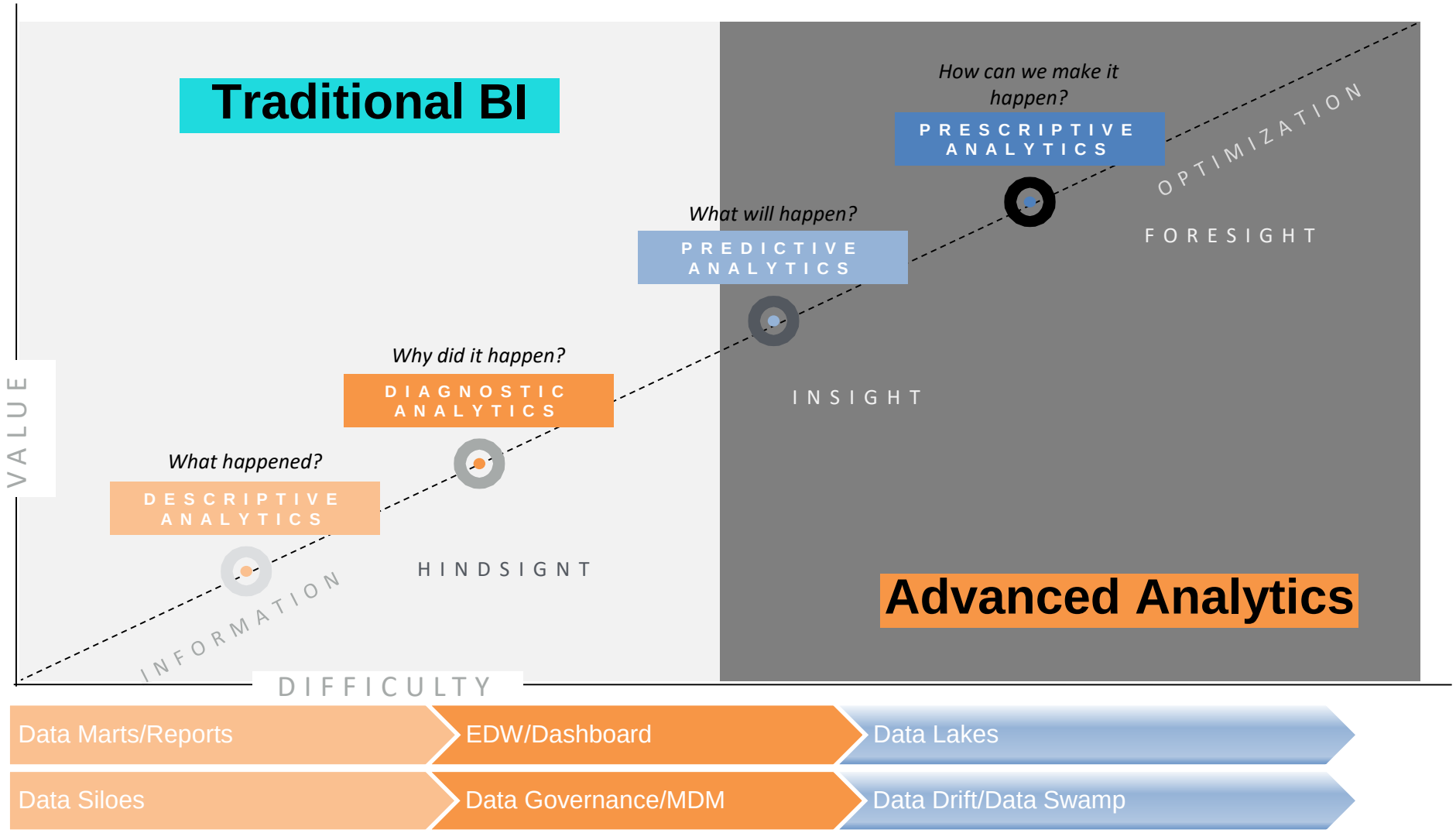
The march towards advanced analytics



Challenges of current data environment

Why does it take so long to add a data sources?

How should I prioritize new data sources?

I’ve got mountains of data now, how can I make sense of it all?

Accelerating time-to-value through Data Virtualizatiuon

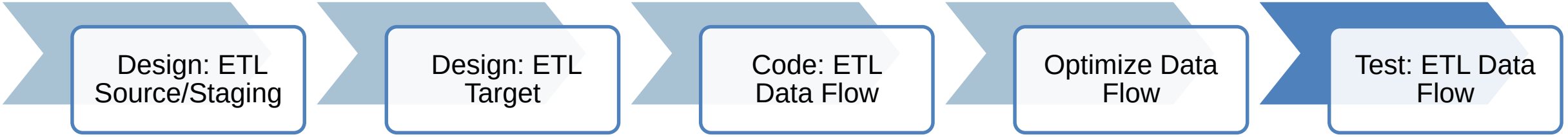
Taming the explosion of data sources and formats

Enabling Governance and MDM

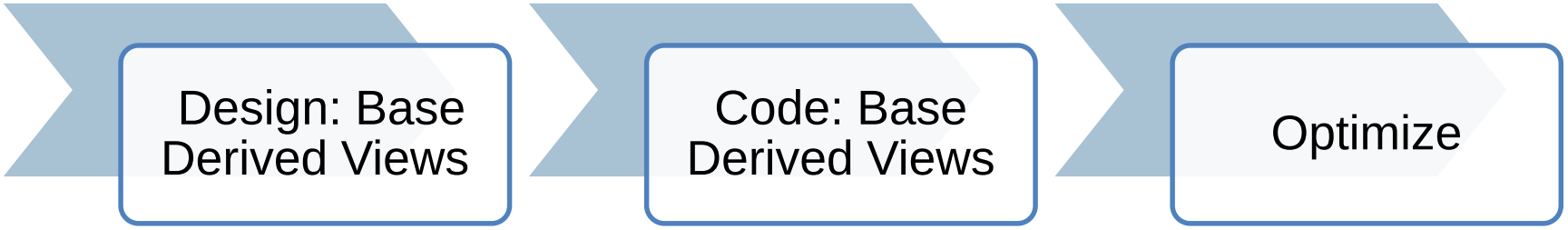
Adding a data source:

The traditional way vs. The data virtualization way

TRADITIONAL



DATA VIRTUALIZATION – 1/3 OF THE TIME



Faster development time

Turbocharge integration of new data sources

Accelerate report and dashboard delivery

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Proliferation of complex data sources

Challenges

- New Data formats
- Data Drift
- Data Swamp

Solutions

- Single point of data access over *n* data sources
- Leave the data where it is
- Harvest the swamp!

Taming the modern analytic platform

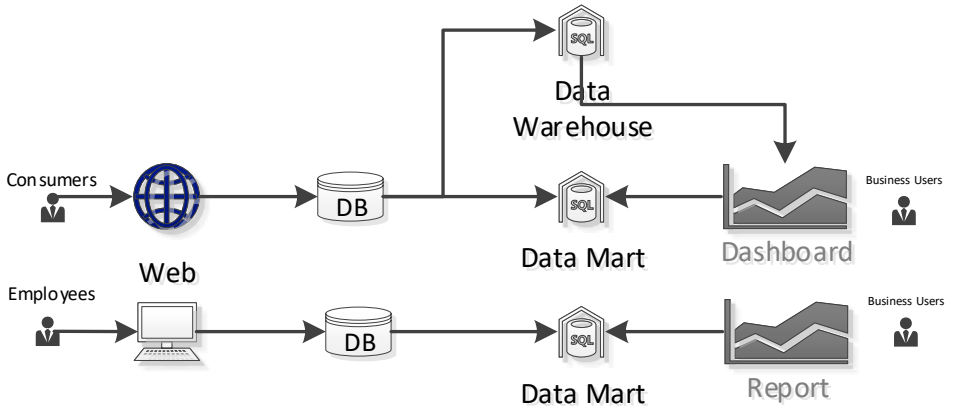
Challenges

- Single purpose data flows
- What is a customer?
- Data quality

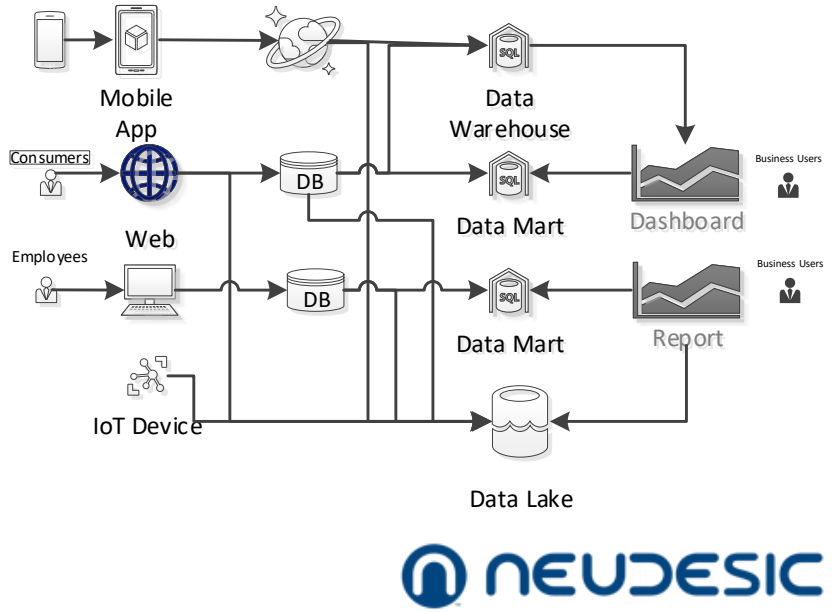
Solutions

- DV as an aid to Data Governance
- DV as an aid to MDM
- DV as an aid to Data Quality

THE GOOD OL' DAYS



MODERN REALITY



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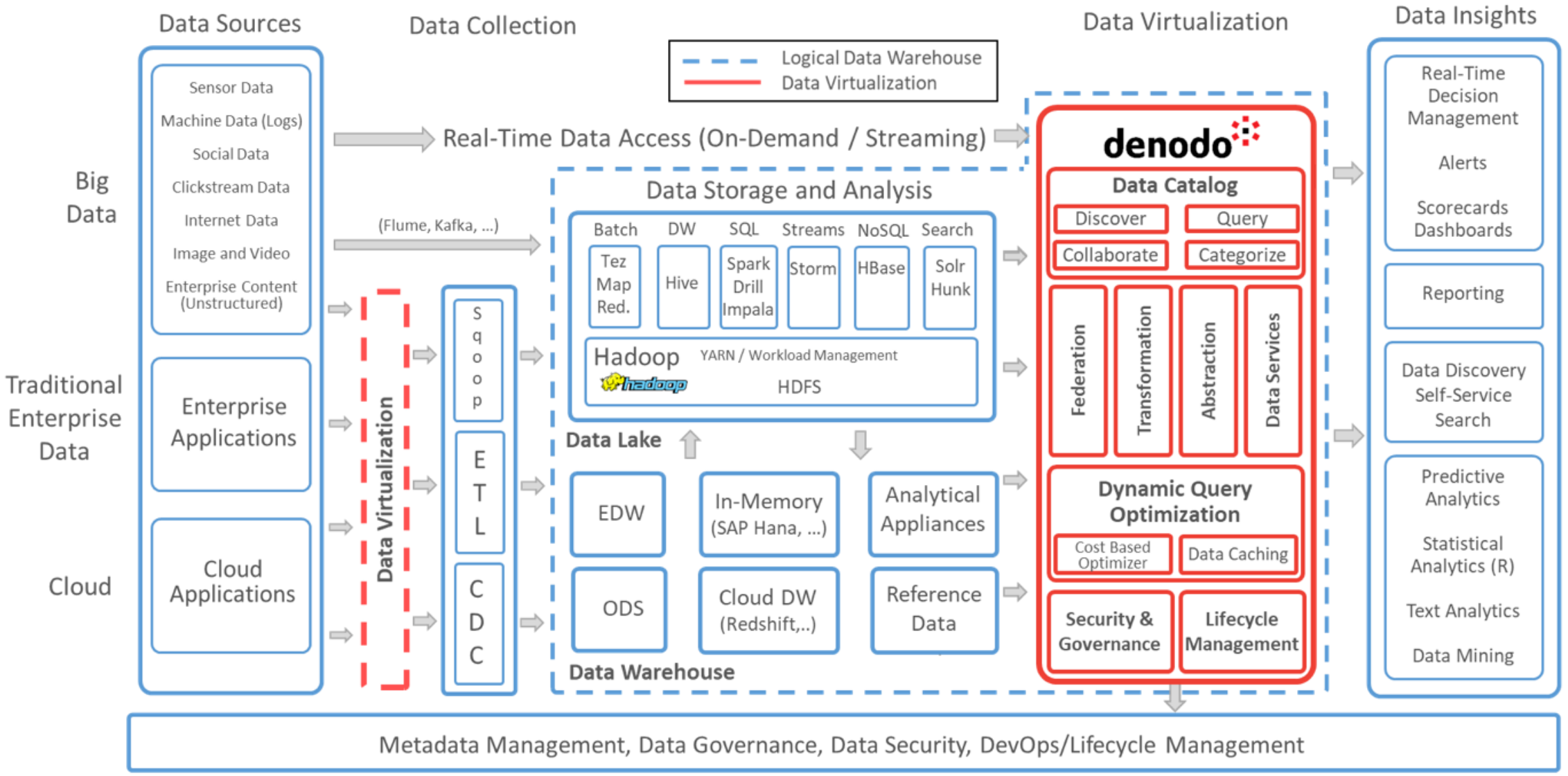
Denodo Reference Architecture Diagram



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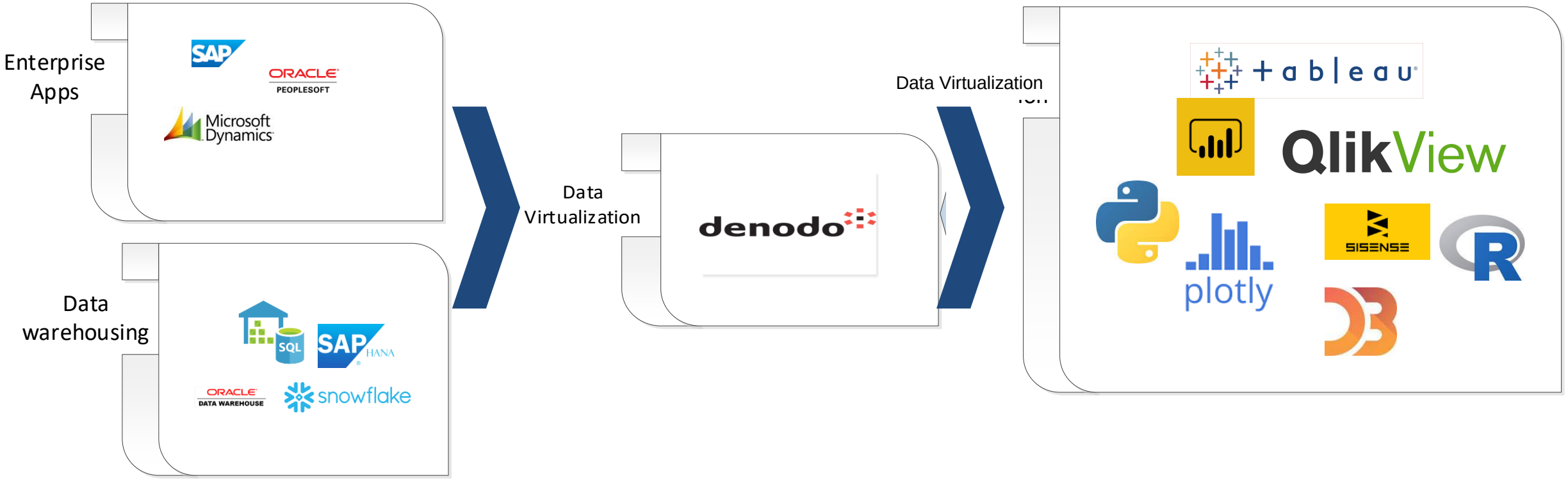
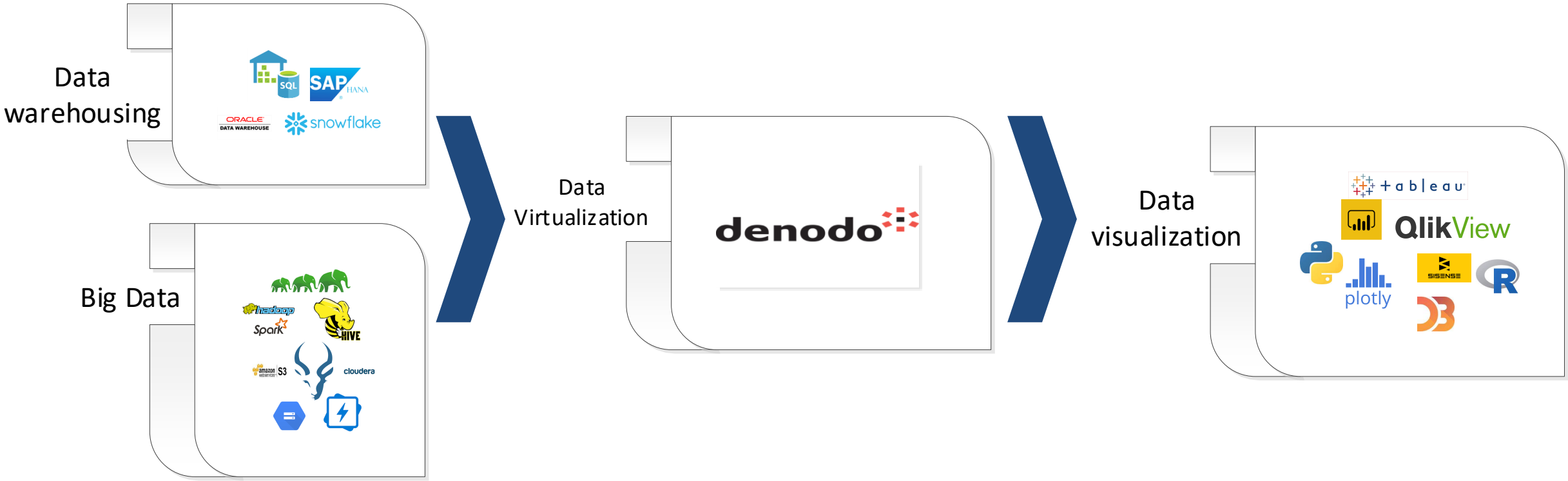
Agile BI


Enterprise Apps
SAP
ORACLE PEOPLESOFT
Microsoft Dynamics
Data warehousing
SQL
SAP HANA
ORACLE DATA WAREHOUSE
snowflake
Data Virtualization
denodo
Data Virtualization
tableau
QlikView
plotly
SISENSE
R

Big Data

Hybrid Data Warehouse



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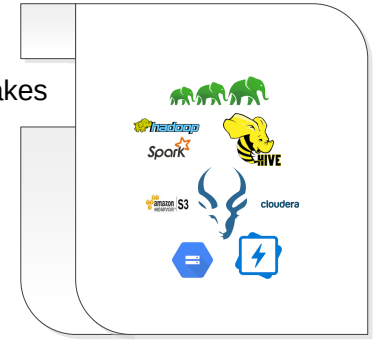
Big Data

Analytics Sandbox

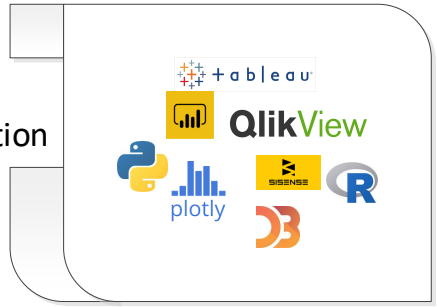
Data warehousing

Data Lakes



Data Virtualization

Data visualization



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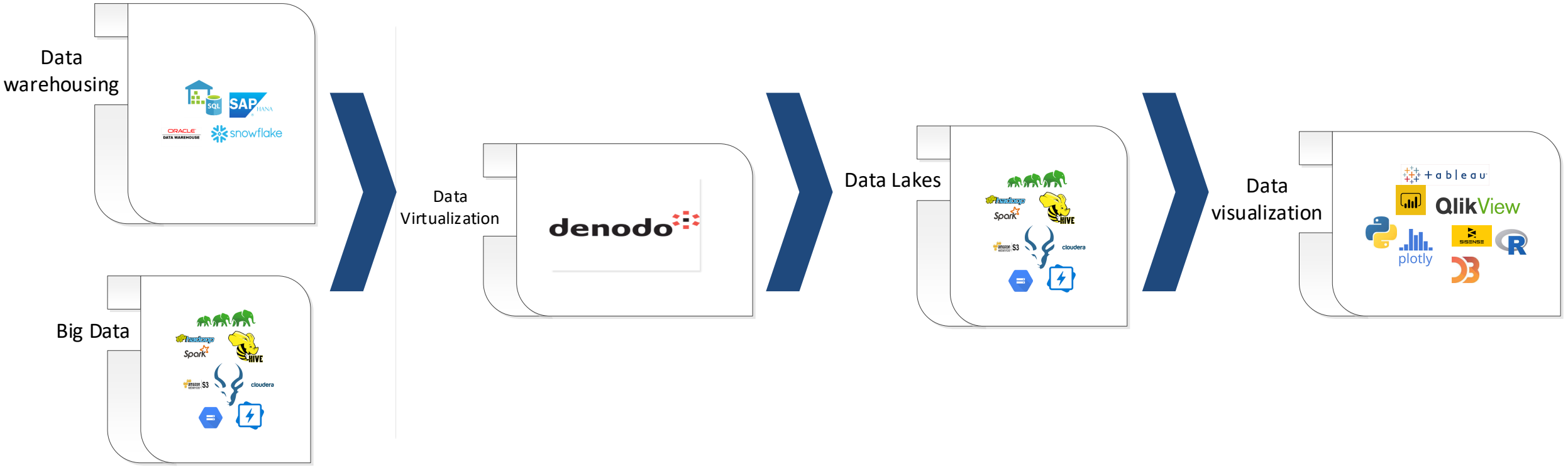
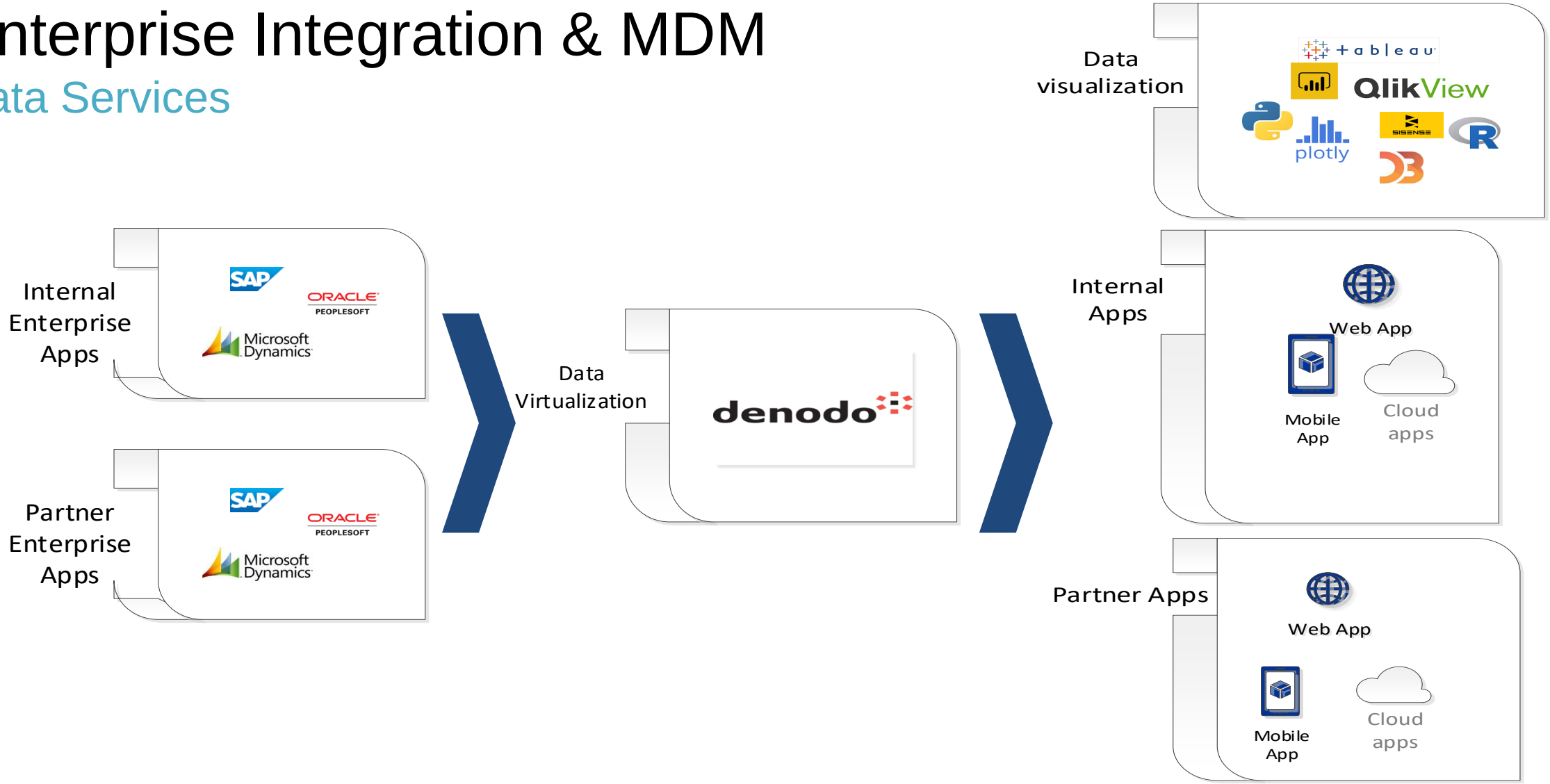
Big Data

Logical Data Lake



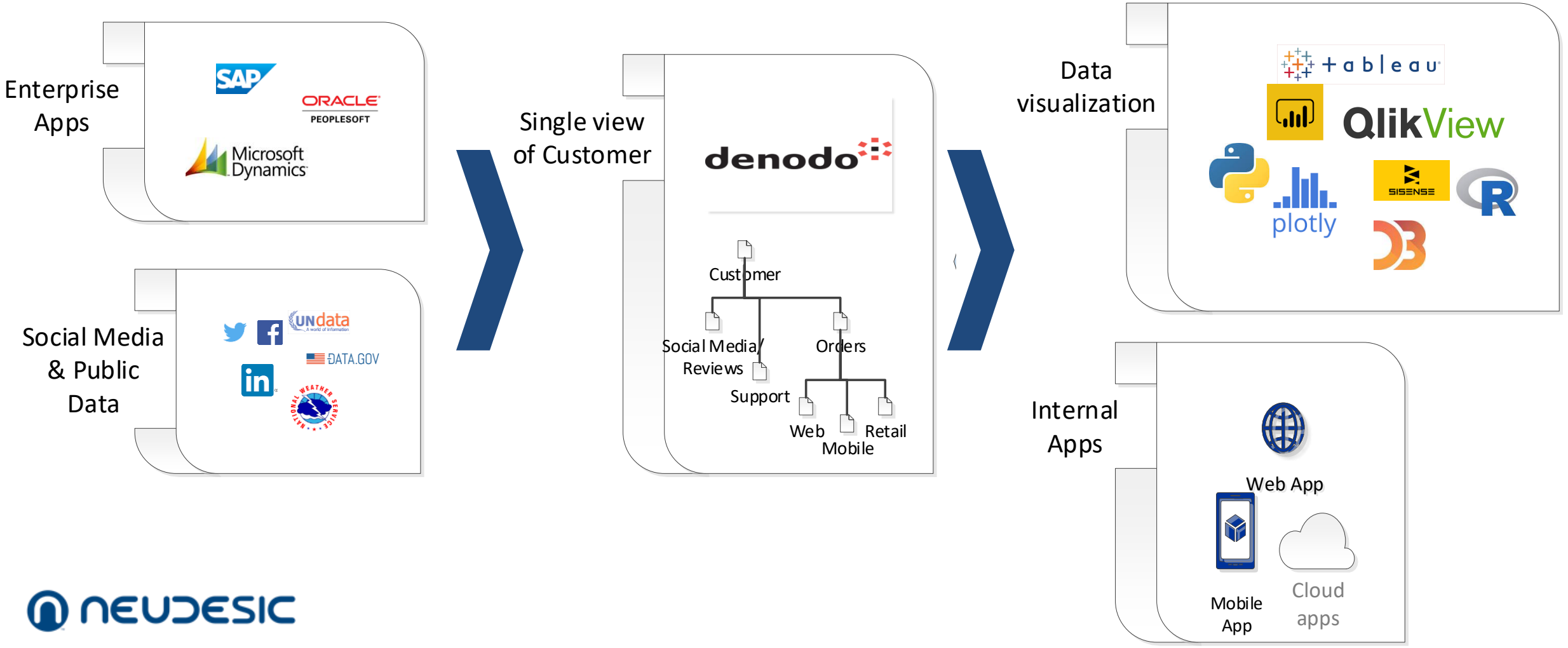
Enterprise Integration & MDM

Data Services



Enterprise Integration & MDM

MDM



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Gaming and Entertainment Leader

- Manage Transition from old to new internal applications
- Drive a common integration layer to define canonical business entities across old and new.
- Expose canonical entities to other internal applications
- Denodo and MDM
- Data as a service

Product Demonstration

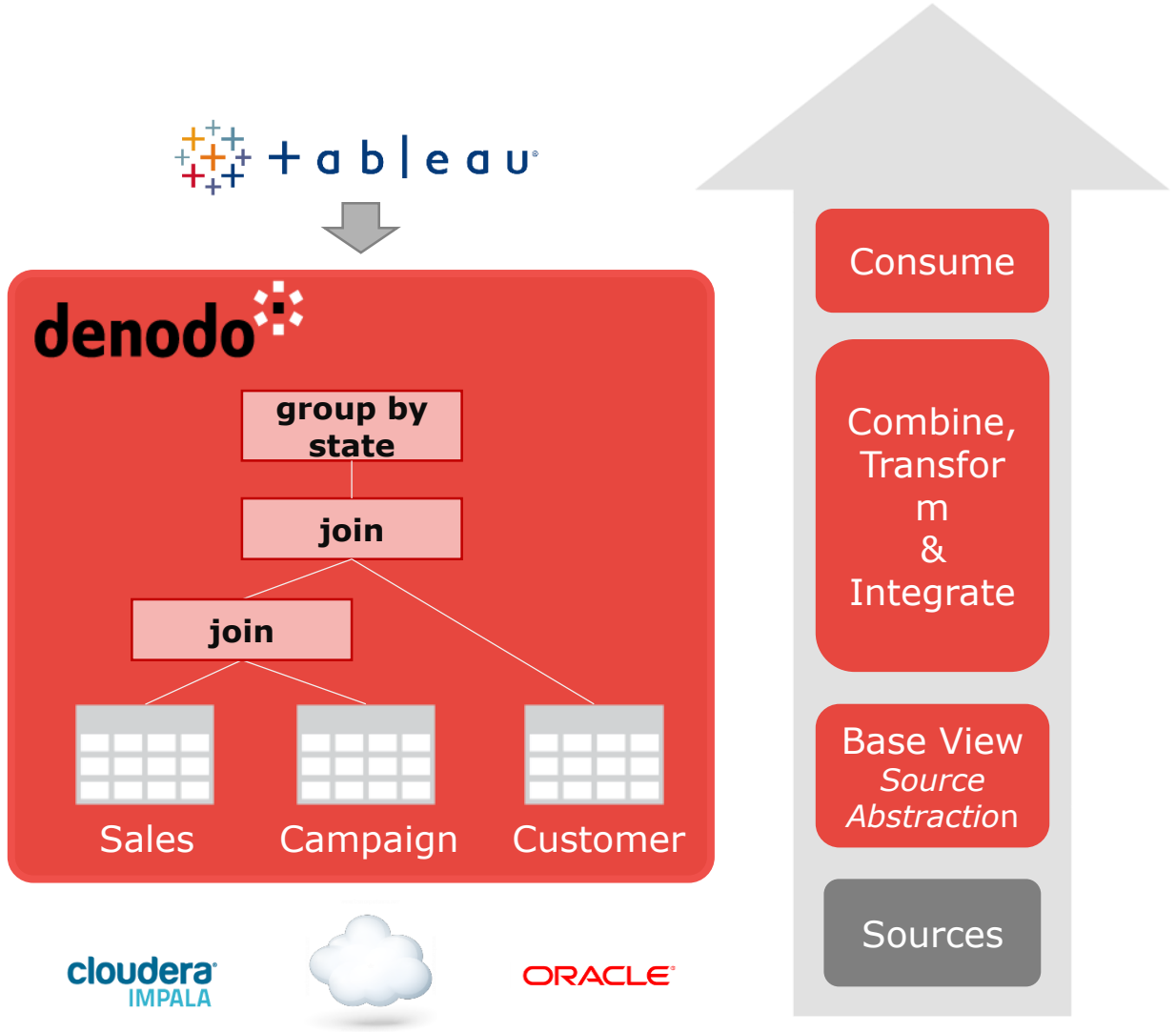
Michael Dickson

Senior Sales Engineer, Denodo

Demo Architecture

What's the impact of a new marketing campaign for each country?

- Historical sales data offloaded to Hadoop cluster for cheaper storage
- Marketing campaigns managed in an external cloud app
- Country is part of the customer details table, stored in the DW



Demo

Key Takeaways

Why data virtualization should be part of your Advanced Analytics Toolset?

Key Takeaways

Denodo and Neudesic accelerate your digital transformation

- Remember that denodo can shave 2/3 off of your data movement projects.
- 90% of data consumers only want to see current data.
- Neudesic is in the field every day seeing opportunities in which data virtualization is the right choice.

Denodo is Versatile

- Denodo excels in operational use cases, think of MDM or data-as-a-service.
- Denodo also excels in big data, data warehousing, and in feeding machine learning and AI models.

You need a partner on your journey towards advanced analytics

- Neudesic is a thought leader in Advanced Analytics and a partner to the superstars across the technology landscape.
- Neudesic's best-fit engineering approach towards Advanced.

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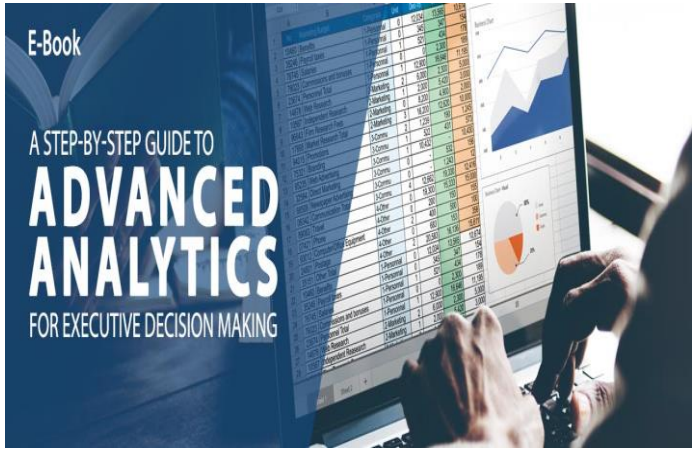
Q&A

Next Steps

GET STARTED TODAY
Access Denodo Platform in the Cloud!
Take a **Test Drive** today!
www.denodo.com/TestDrive
aws

Deeper Learning

Vision.neudesic.com



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Next session

Stay Ahead of the Pack with Data Virtualization in the Cloud

Thursday, November 15, 2018 | 11:00 AM PT / 2:00 PM ET

Mitesh Shah

Sr. Cloud Product Manager, Denodo

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