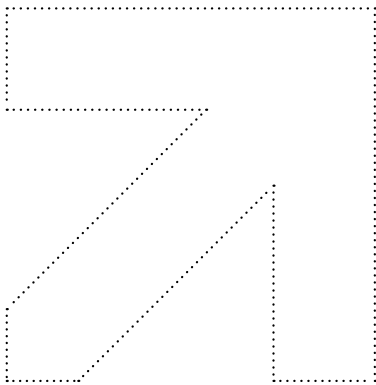
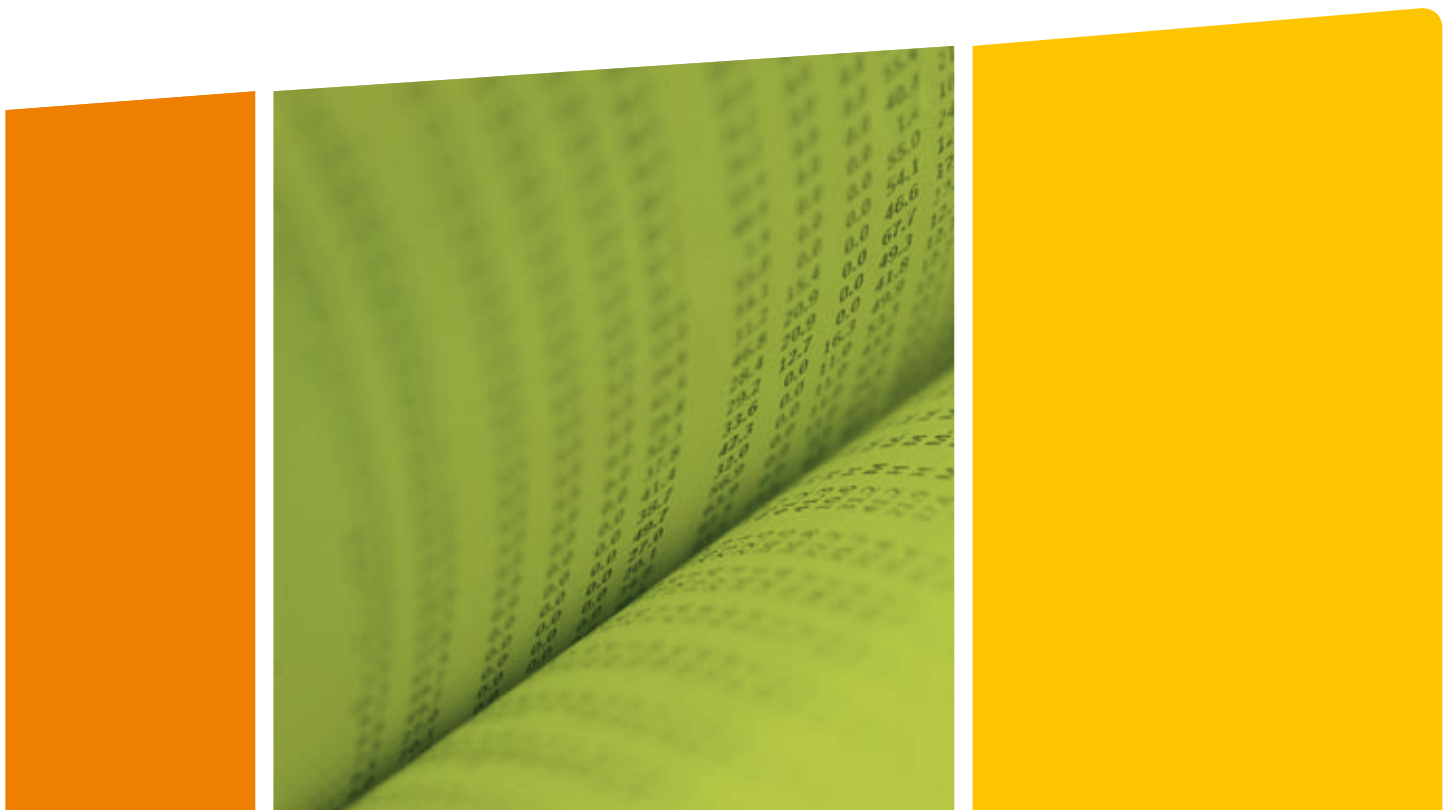




Data Integration and
Business Intelligence Systems

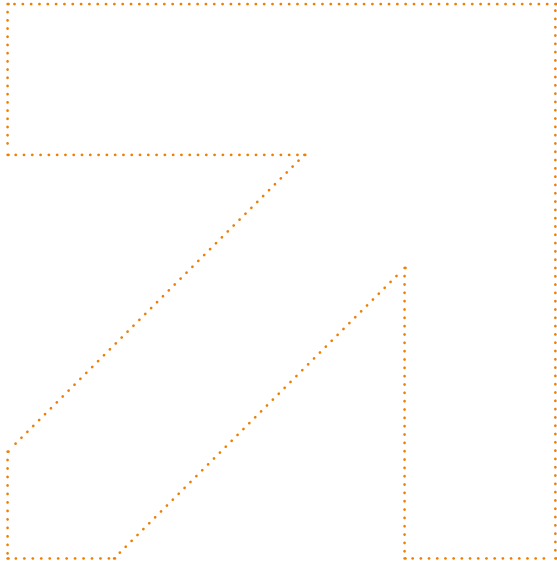


At the **Heart**
of Performance



Data the heart of performance





The success of a **data integration project** relies first and foremost on a comprehensive **structured approach**

A prerequisite today for **business performance, information technology plays a crucial role in the direct productivity of each function and user when faced with competitive pressure, globalization, the rapid transformation of markets or the increased flexibility of organizations.**

Data shared among applications or restored to users is no longer the sole domain of the banking or financial sectors. The increased use of computer applications in all departments, from purchasing to production, from sales to technical support, has placed data interoperability in the forefront for the smooth running of any organization. As a result of this development, there has been an increase in the number of business intelligence tools, with one major challenge: to bring together data from multiple, heterogeneous sources and to transform and update it completely into the one format most suitable to interpretation.

This is why the successful integration of business data represents one of the major challenges facing IT systems today.

Extract Transform Load

Extracting, transforming and loading data: these three terms alone sum up the simple finality of ETL tools while also hinting at the complexity that goes hand in hand with it, due to the variety of the application fields and the many data formats that are constantly changing. As a consequence, data integration projects are not to be improvised, as is also the case when designing a business intelligence system. Given their nature, these projects must be approached as a whole and require tried and tested tools and methods.

And yet, even though IT decision makers are now aware of the importance of data integration, few have focused on a rigorous way to implement it. As a result, the perimeter may be too limited due to miscalculation of the project's exact scope, or there may be a proliferation of specific developments.

Success depends on basic project methodology rules, and a minimum amount of abstraction is required.

Data, the Business of Specialists

Since 2001, Data has focused exclusively on data integration projects and business intelligence systems, while continuing to publish its flagship product, DataStudio ETL.

Thanks to this experience, Data has acquired a real legacy of engineering and expertise. By pooling and populating its knowledge base, the fruit of several hundred projects and an ambitious R&D policy, Data has developed a comprehensive line of unequalled products and services that allows it to build integrated solutions, which are easy to use and totally open-ended, for extracting, transforming and loading data from multiple sources.

Data is a team exclusively made up of engineers experienced in data integration ventures and with a passion for business intelligence. Having noticed the proliferation of specific developments, destined to become obsolete rather quickly and which could be a source of dysfunction in the long run, these engineers decided to create DataStudio ETL, based on a series of projects deployed within major businesses. This solution is unanimously recognized today for its performance and for its technical as well as functional scope.

Professionals helping professionals

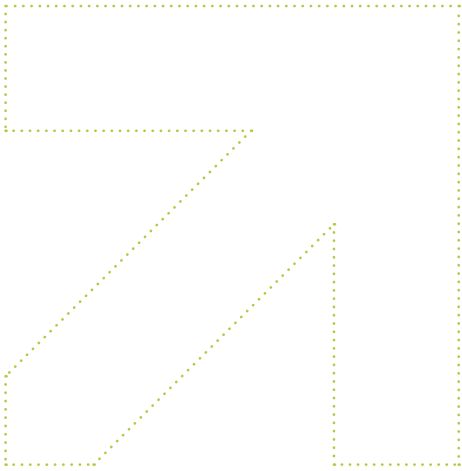
Providing non-computer specialists with flexible reporting and business intelligence interfaces is a major objective.

However, believing that business intelligence is a field that should be managed by the user himself, without the help of IT teams, is a delusion. Indeed, separating data from the applications that generate

it or use it cannot be improvised, anymore than can be improvised the error-free delivery of critical data in real time.

These complex operations require real expertise as well as, on the business side, the IT skills necessary for understanding this kind of project, for grasping its exact scope and defining the right methodology.





Unique Technology and Project Expertise that is 100% Operational



A commitment that goes beyond the product itself

Since its inception, Data has always opted for an approach that is 100% operational whenever implementing data integration projects and business intelligence systems.

The same goes for the development and updates of DataStudio ETL. Pragmatic and lucid, the Data teams apply an implementation methodology that naturally involves users when defining needs, but which also, given the stakes, relies on in-house IT teams for building models and setting parameters. The Data engineering teams work closely with user companies from one version to the next, as well as with the publishers and service providers who have integrated DataStudio ETL into their solutions.

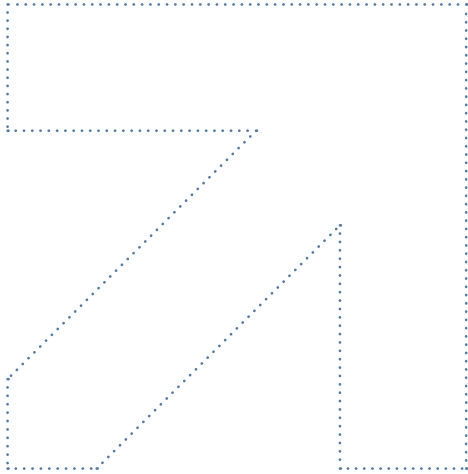
An on-going technology watch makes it possible to integrate new data formats into projects as early as possible, like for updated versions of DataStudio. Some of these new formats will become standards, as was the case for XML. In short, Data's solutions are intended both for companies looking for a flexible, upgradeable, open tool as well as for IT professionals who want to distribute DataStudio ETL along with their projects or who intend to integrate it natively in their own software.

With a view to providing full support to its customers in the deployment of DataStudio, Data offers a comprehensive portfolio of services, from maintenance and consulting to technical expertise, training and start-to-finish project support. From customer support to turnkey solutions, Data adapts to the level of support desired by each company. A service-oriented approach that, when combined with the wealth and sustainability of DataStudio, guarantees projects an excellent return on investment.

DataStudio, the ETL solution that delivers on its promises



DataStudio offers a uniform, comprehensive solution for all data integration and information delivery needs. Continuously upgraded to anticipate the operating and technical demands of its customers, DataStudio provides businesses with a truly integrated solution that guarantees the upgradeability and sustainability of their legacy applications and information systems.

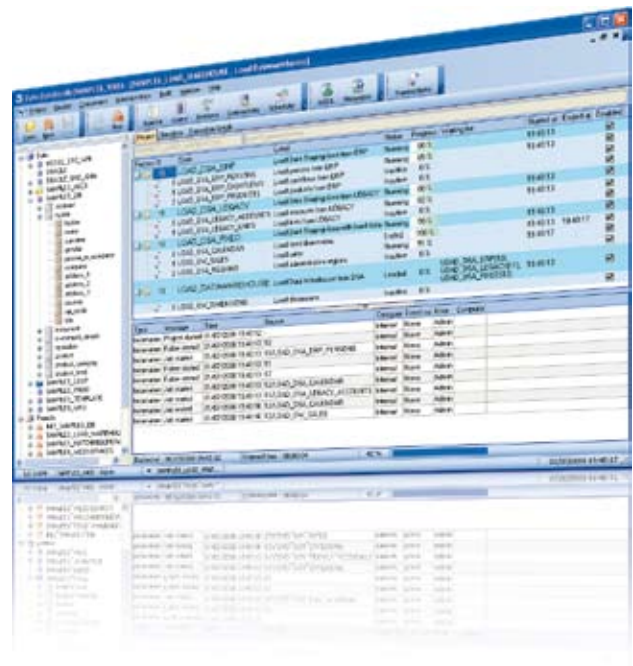


Guaranteeing the sustainability and upgradeability of legacy applications



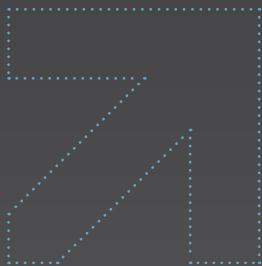
The Advantages of DataStudio

- » A rich, intuitive graphic interface
- » Easy to implement and use
- » Performance based on EL-T architecture, parallelization and technology for loading large amounts of data
- » Optimized engine in native code: saves on resources
- » Standard diversified native connectivity (all SGBDs, all file formats)
- » Business-oriented format adapter: ETEBAC, EDIFACT, NOEMIE, etc.
- » Connectivity extended to ERP, CRM, mainframes and non-relational data
- » Integrated reporting module
- » Management of data quality (normalization, deduplication, etc.)
- » Totally integrated platform: design, meta-data, versioning, deployment, scheduler, monitoring...
- » Centralized repository, shared and secured as database
- » Comprehensive suite for Service-Oriented Architecture (SOA)
- » Available on Windows, Linux or Unix
- » Reuse and enhancement of existing data processing

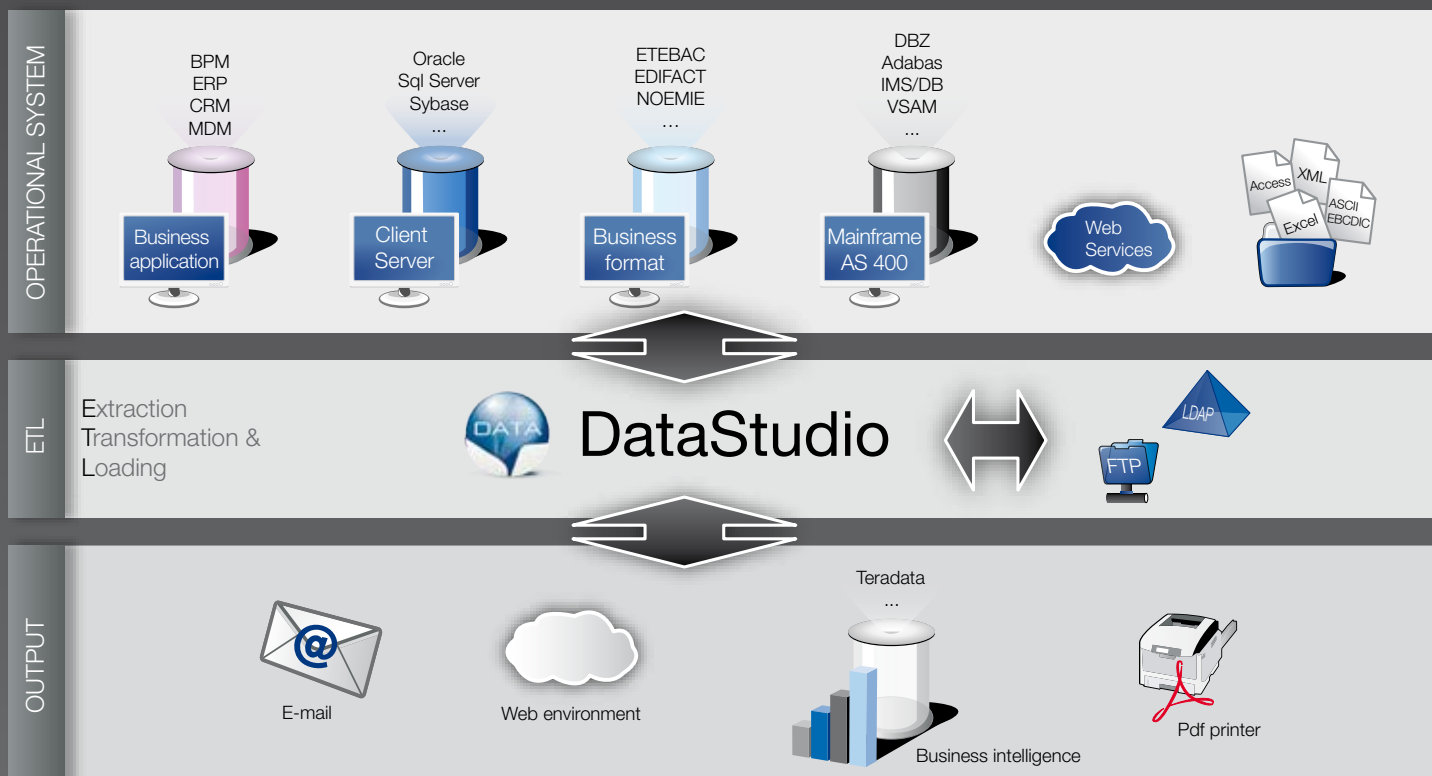


Project documentation, data, processing, versioning, an integrated interface

A Comprehensive, Uniform Representation of all the System's Data



Once the heterogeneous data has been referenced, it can be handled independently of its various sources, exactly as if it all came from one single environment. The inter-application exchange of data is implemented using simple SQL queries.



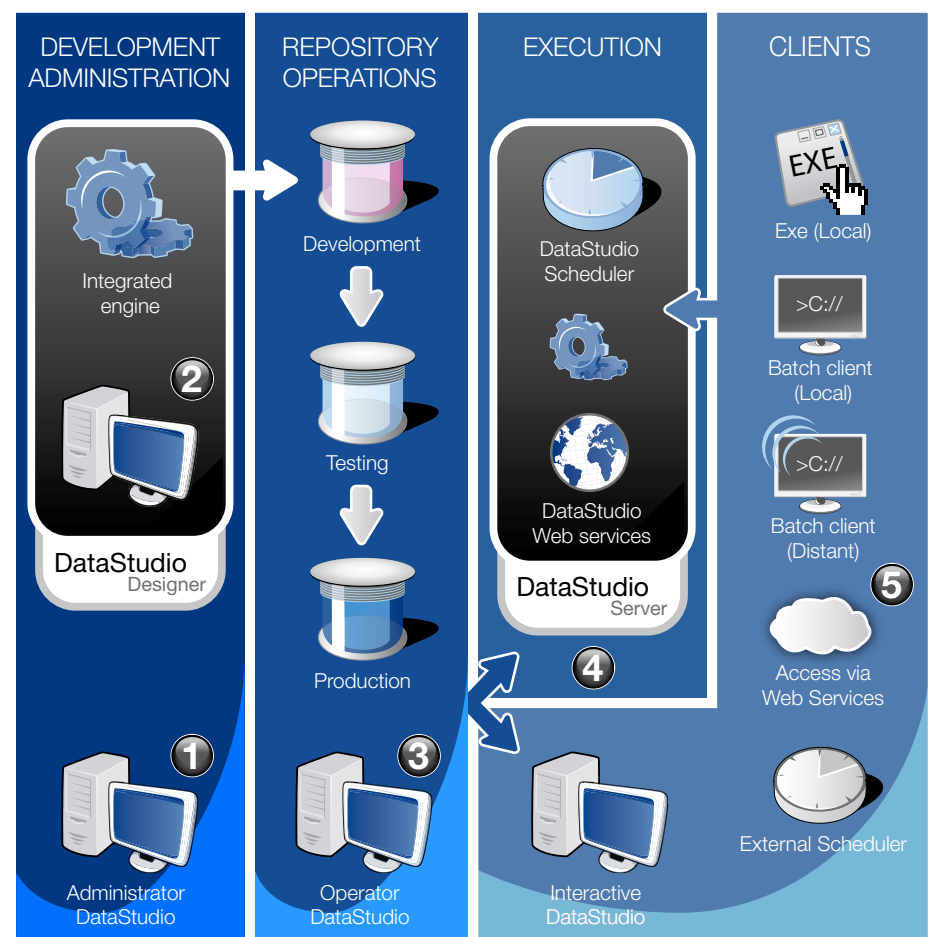


Architecture

A SET OF ADVANCED FUNCTIONS:

In addition to the possible handling of data with SQL:

- » Comprehensive interpreted script language: if, loops, variables, cursors, functions, exceptions, etc.
- » Repository handling
- » Advanced handling: excel, xml, rtf, html, etc.
- » Protocols: ftp, sftp, scp, http, https, dde, ssh, ldap, etc.
- » Email management
- » Management of transactions
- » Data comparisons
- » Synchronization, locks
- » System access: external calls, ActiveX, DLL, files, etc.
- » Integration of languages: shell, python, perl, php, etc.



- 1 User and associated rights management
- 2 Data referencing & project design – Configuration versioning
- 3 Loading of versions in the testing and production repositories
Job scheduling and activation settings
- 4 Loading of workspace in DataStudio Server memory
- 5 Data processing launch

Solutions tried and tested on site

“

The DataStudio ETL is not only cost-effective, easy to use and reliable; it is also a boon for our developers who immediately adopted it.”

Eric Breuillon-Grisez,
Information Systems Manager,
Parnasse-MAIF


A subsidiary of the MAIF, specialized in life insurance, Parnasse MAIF discovered DataStudio embedded in MASTER i, its life insurance contracts management software package, and decided to adopt it for its own projects.

Based on SQL language, ETL won over developers who, in just a couple of days, set up seven new interfaces for transmitting commercial data to the parent company as well as for consolidating and formatting new reports.





Know-how acknowledged by testimonials from **many** companies



“DataStudio provides us with a centralized console to supervise and administer all processing. This is clearly very reassuring and it’s especially much faster than when we use our specific developments.”

Pierre Vassal,
Project Manager,
LeShop.ch

To industrialize data synchronization and increase its reliability, LeShop.ch, the leading on-line supermarket in Switzerland, gave up its specific developments in 2005 to adopt DataStudio ETL.

DataStudio offers an overview of flows and increases the speed of data updates while reducing development costs and capitalizing on existing skills and developments. The project was up and running in less than 15 days.

DataStudio is used by companies and organizations of all sectors and all sizes, including:

- Caisse nationale des Caisses d'épargne
- Conseil général de Seine-Saint-Denis
- Dexia épargne Pension
- France Télécom R&D
- La Mutuelle Nationale de Retraite des Artisans: MNRA
- LeShop.ch – Migros Group
- Mobility Saint-Honoré (LOF Rothschild Group)
- Parel (Groupe Société Générale)
- Parnasse MAIF
- Synchrotron Soleil (civil partnership between CEA and CNRS)
- Syndicat des Transports d'Ile de France – STIF
- Véolia Eau

Furthermore, several publishers and service providers integrate DataStudio in their software packages or for implementing many projects, including:

- Alténor
- LineData Services
- GL Trade
- W4



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