# THE UNTOLD STORY OF DATA

ACCELERATING YOUR BUSINESS
WITH HIGH-PERFORMANCE
DATA CONNECTIVITY

**PROGRESS**® DataDirect®

# CONTENTS

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# INTRODUCTION: ACCELERATE YOUR BUSINESS WITH HIGH-PERFORMANCE DATA CONNECTIVITY

*The challenge is to help your customers effectively manage— and leverage—the volume, variety and velocity of data.*

In a matter of decades, technology has evolved from the mainframe to today's hyper-connected world with its continuous avalanche of data— transforming not only the way we live, but how we do business. As an independent software company building advanced business applications for companies across a wide range of industries, you must be able to meet the real-time expectations in this new world. Empower your customers to tap into the tremendous opportunities available in the convergence of big data, relational and cloud sources. And provide ongoing time to value for your customer organizations through the rapid delivery of powerful, reliable and simple applications.

Creating this kind of customer loyalty requires superior data connectivity and integration technology. The bad news is not all data connectivity is created equal — what appears to be "free" can actually be very costly over the long term. The good news is you can choose to go with a trusted connectivity partner. Consider a single provider who enables you to deploy applications quickly to more data sources. Lets you deliver elegant, easy-to-maintain applications. And helps immediately speed your data access by up to 500%—all while giving you the comprehensive data source and platform coverage you need.

**Powering your customers' businesses with up to 500% faster data connectivity**

# CONNECTING YOUR CUSTOMERS' DATA — ANYWHERE, ANYTIME, ON ANY DEVICE

Data matters now more than ever to you and your customers.

Wherever your customers have data—whether it's in the cloud, on-premise behind a firewall, or both—our patented technology lets you deliver easy, real-time integration with enterprise, cloud-based or mobile applications to virtually any data source, using any API, from any device on any platform.

This unparalleled breadth and depth of connectivity gives you the ability to provide your customers with any combination of:

» On-premise solutions that quickly and easily connect to any data source

» SaaS-based solutions that simply and securely integrate with any data source for BI/analytics, with no firewall reconfiguration

» Connectivity solutions for emerging or other unique data sources through traditional techniques and open standards

This trifecta of comprehensive data source and platform coverage from a single vendor brings added value to your customers as you, in turn, are able to deploy new applications to more data sources for faster speed to revenue. Reducing the cost, risk and complexity of supporting traditional, modern and hybrid data sources combined with speedy deployment enables your customers to expand into new markets with powerful new solutions and applications with fast time to value.

*With today's avalanche of data sources comes surprising new connectivity challenges you can't afford to ignore.*

**Progress® DataDirect® is a trusted partner empowering you to deliver fast, easy and scalable connectivity to big data sources, data on-premise and in the cloud.**
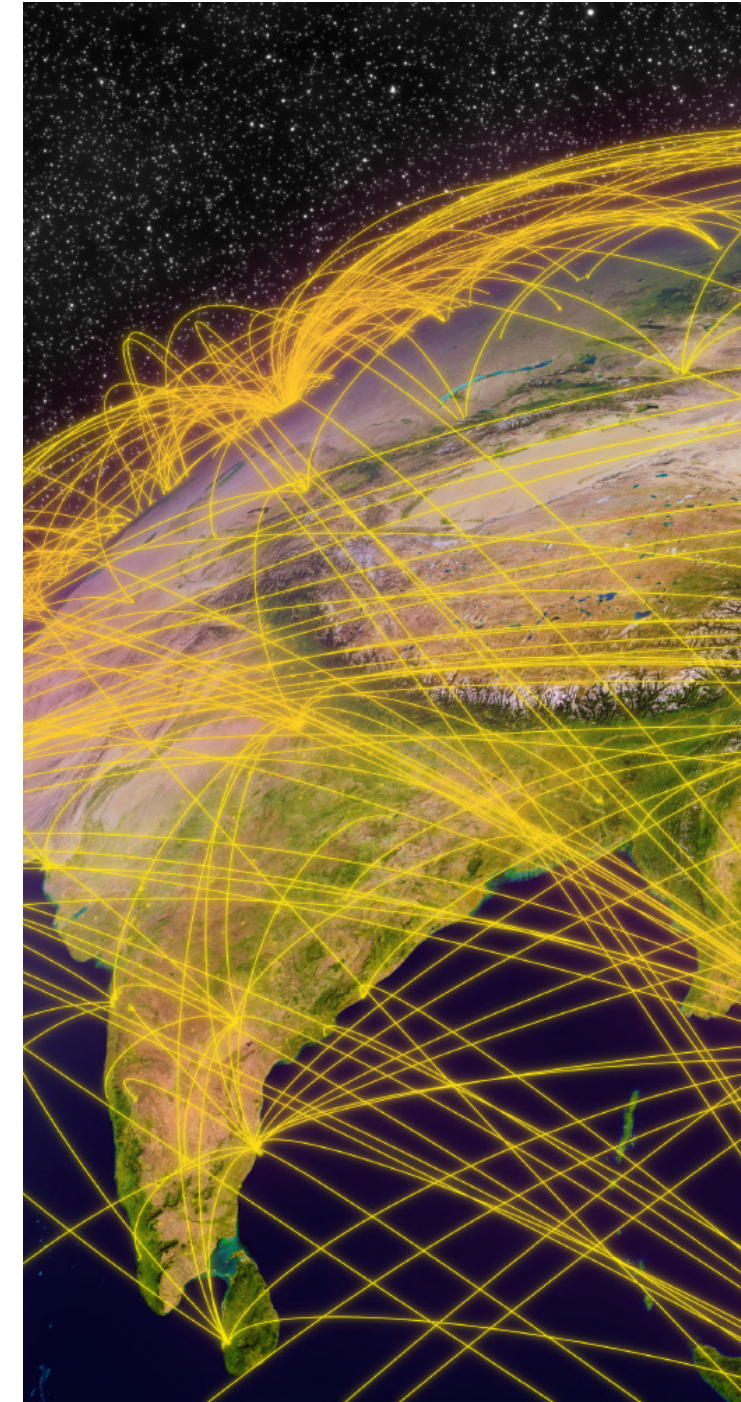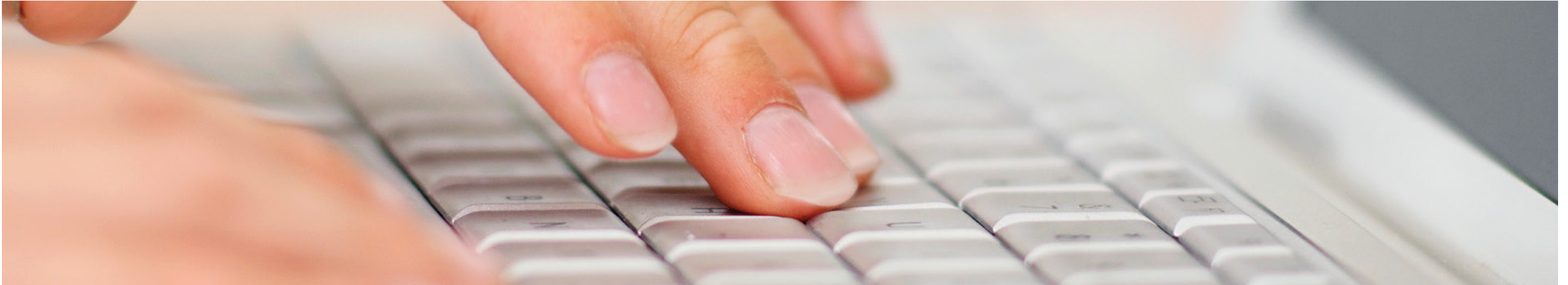
# NETSUITE

## NETSUITE CHOOSES PROGRESS DATADIRECT FOR BREADTH OF CONNECTIVITY

NetSuite is an early success story in the business model approach of offering software as a service (SaaS) via the cloud and a leading vendor of cloud computing business management software suites. NetSuite enables mid-market companies to manage core business operations in a single system, which includes accounting/enterprise resource planning (ERP), customer relationship management (CRM) and e-commerce. The company's patent-pending "real-time dashboard" technology provides an easy-to-use view into up-to-date, role-specific business information for customers to manage their day-to-day business operations.

NetSuite needed to provide hosted software customers with data connectivity from their applications to other applications in customers' businesses. Aside from advanced reporting on NetSuite applications, customers

also frequently wanted to use data connectivity components in data warehouse extract and manipulation processes, as well as exporting to business partners and complying with various third-party mandates.

As a result, NetSuite had to ensure that its software could adhere to international and industry-wide standards for data connectivity such as ODBC and JDBC APIs and ANSI database language SQL. Not only that, the developer team at NetSuite also needed to ensure that their software would keep current with the latest versions and features of those standards.

NetSuite reports that Progress DataDirect has served not only as a vendor of excellent data connectivity components, but also as a product integration partner, providing outstanding technical support.

"The DataDirect support is great," reports one development PM. "We were able to port some old driver code to the new DataDirect version within a few days, working with DataDirect via e-mails sent from engineer to engineer for clarification. Response time was frequently a matter of minutes."

More than 300 NetSuite customers make use of ODBC capabilities deployed using the DataDirect OpenAccess SDK spanning a variety of uses.

*"DataDirect OpenAccess provided us with pretty simple programming of 13-to-18 methods...That translated to a quick learning curve and fast product development."*

*NetSuite developer*

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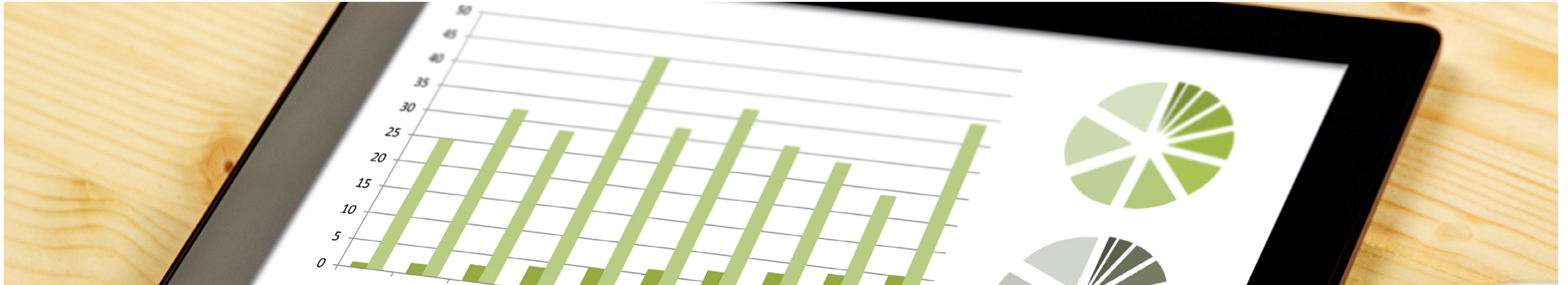
# EXPLORE ANALYTICS

## EXPLORE ANALYTICS GETS EASY ACCESS TO REAL-TIME CLOUD DATA WITH PROGRESS DATADIRECT

Explore Analytics provides a cloud-based, self-service data analysis and visualization SaaS solution that enables cloud data visualization, delivering rich, graphical business intelligence tools to individuals and teams of any size.

For business intelligence (BI) software vendors, the ability to embed real-time access to cloud data in their software solutions can be a make-or-break capability. But the development effort needed to design, manage and test complex integrations with multiple customer relationship management (CRM), enterprise resource planning (ERP) and big data sources is overwhelming. And maintaining updates in the application programming interface (API) can be a significant and ongoing development burden. In addition, users of BI and ETL tools require access to real-time information (not available from batch uploads) so they can ensure the most current views of enterprise data.

Explore Analytics saw the opportunity to create a highly differentiated BI solution through a SaaS data visualization solution for businesses and small teams focused on self-service BI. The company wanted to enable seamless customer access to SaaS and big data applications to support rich data analysis and visualization without the need for IT support.

The decision to partner with Progress® DataDirect® and integrate with Progress® DataDirect Cloud™ helped create a solution that allowed customers to extract data from the cloud in real time that can be visualized for analysis in a standard or mobile web browser.

As a result, Explore Analytics was able to accelerate time to market with a clearly differentiated self-service BI solution that will scale to support cloud data from multiple SaaS apps and big data stores.

*"The cloud story for Progress DataDirect Cloud is very appealing, and it complements our SaaS offering. Progress DataDirect Cloud is a robust and proven integration platform. The technology is scalable and very dependable. We like the fact that customers can start small. Many of our customers start with just a single user or a small department. It's easy to register for our service on a subscription basis, and if they want to use Explore Analytics to analyze real-time information from Salesforce, we recommend Progress DataDirect Cloud and they can evaluate us together."*

*Gadi Yedwab,
Founder and CEO of Explore Analytics*

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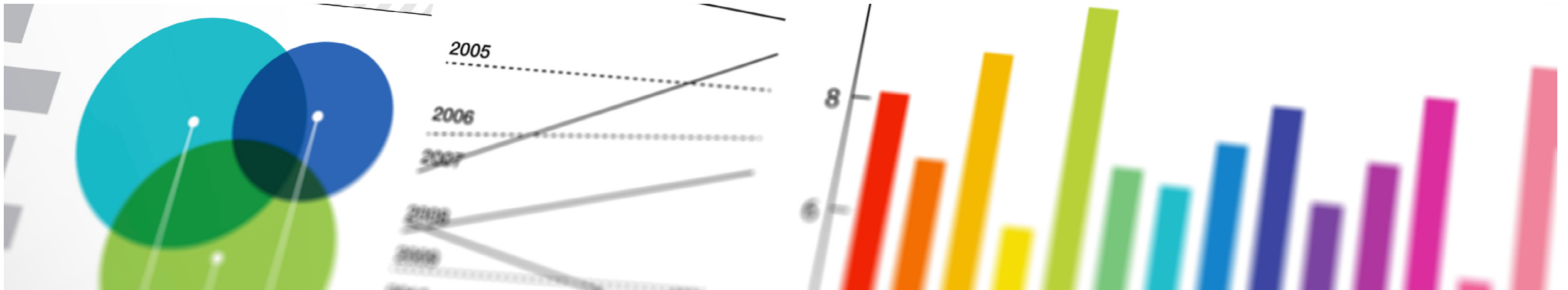
# MICROSTRATEGY

**PROGRESS DATADIRECT MAKES IT POSSIBLE FOR MICROSTRATEGY TO CONNECT THEIR PLATFORM TO NEW DATA SOURCES**

MicroStrategy, a leading worldwide provider of enterprise software platforms, needed to sustain its market leadership as customers demand direct access to new types of data sources, such as Salesforce.com and Apache Hive.

MicroStrategy has stayed ahead of the analytics industry by combining a simple, intuitive user interface design with high levels of system performance and a virtually unlimited, open approach to database connectivity.

Progress® DataDirect®, a MicroStrategy partner, makes it possible for MicroStrategy to connect their platform to new types of data sources, such as Salesforce.com and Hadoop Hive, while preserving their data source agnostic, high-performance analytics design principles.

As a result, MicroStrategy has gained a competitive advantage with Progress DataDirect's ODBC drivers for Salesforce and Hadoop Hive by adding the popular data sources to their arge portfolio of business intelligence (BI) platform configurations and databases.

*"Our baseline requirement is that our clients should have access to all of the data in their enterprises. We also invest in staying ahead of everyone else with high performing dashboards, reports, and analytics... Today, with new data sources such as Salesforce and Hive becoming increasingly prevalent, we continue to leverage the DataDirect relationship to adapt while keeping our platform functioning optimally for the end user."*

*Jochen Demuth,*
*Director of Partner Engineering at MicroStrategy*

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# DRIVING HIGH PERFORMANCE WITH SUPERIOR ON-PREMISE, HYBRID OR CLOUD DATA ACCESS

When your customers demand anywhere, anytime access to your data, you need a proven architecture that lets you control the complexity. It must integrate all your data with simplicity, flexibility and speed, and deliver the superior performance—and competitive edge—your customers demand.

Your solutions should be built around easy and reliable access to a wide range of data sources and types, even when behind the firewall. This means you need unified, secure and real-time access to SaaS, cloud and on-premise data. And your connectivity must be standards-based, vendor-neutral and reside in a proven architecture that not only guarantees super-fast response times for transaction-intensive systems but also easily scales in tandem with changing business requirements.

As you deliver elegant, easy-to-maintain solutions with simplicity, flexibility and speed, your customers are empowered with the extraordinary performance they need to compete more effectively in today's on-demand marketplace.

# OUTPERFORMING THE COMPETITION WITH OUR CONNECTIVITY SOLUTIONS

Our patented technologies are built into every solution, connecting directly to the data instead of client libraries for the fastest, most scalable performance available.

Our drivers work smarter, not harder, to consistently outperform the competition with:

» **Superior throughput and scalability**
Processing up to 500% more information in a given time period. As you add more users, the better the throughput compared to the competition.

» **Greater resources efficiency**
Our connectivity uses fewer CPU cycles for 150% more efficiency and our powerhouse drivers use significantly less memory than most other JDBC drivers, saving up to 400% in  memory.

This means you are able to optimize application performance with:

» Robust application failover

» Rapid bulk data loading

» Statement pooling and load balancing

Our connectivity solutions let you provide advanced functions with the "push of a button" —without having to modify the application code, regardless of environment or data access model. As a result, it's easy to continually fine-tune connectivity to give your customers peak application performance. This high-performance connectivity translates into better business performance, higher customer satisfaction and long-term loyalty.

*In heavy transaction scenarios involving the retrieval of records, our on-premise connectivity performs up to 1450% faster.*

**Progress DataDirect gives you up to 500% more processing power with fewer resources.**

# HEWLETT PACKARD

## ENTERPRISE DATA OUTLIVES ITS USE AND TECHNOLOGY

HP is among the world's largest and most successful IT companies. Its portfolio spans printing, personal computing software, services, and IT infrastructure. HP today focuses on simplifying technology experiences for all of its customers—from individual consumers to the world's largest business enterprises.

The Information Management division of HP Software needed to expand the capabilities of the HP Database Archiving platform, which relocates older, eligible transactions contained in production databases to secondary archive databases and XML archives.

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Legal regulations require certain types of company data to be available for very long periods of time, potentially driving up costs for IT organizations. HP wanted to make this "compliance archiving" more economical for customers but also ensure that information is readily available if and when needed.

When Progress® DataDirect® made a presentation of the Progress® DataDirect® OpenAccess™ SDK, the match was obvious."It was exactly what we were looking for in our project," Ali Elkortobi, Director of Research and Development for HP Software, recalls. Progress DataDirect also helped HP Software in evaluating and implementing the technology. The end result was that HP customers had a standards-based approach to quickly and easily respond to audit and inquiries against long-term compliance data.

*"[Progress DataDirect OpenAccess SDK] was exactly what we were looking for in our project," Elkortobi recalls. "It provides a stack that enabled us to plug in a data store—whatever that data store is—and saved us the time and expense of having to rewrite the whole stack, which includes a SQL engine and all the protocols: JDBC, ODBC, whatever."*

*Ali Elkortobi,
Director of Research and Development
for HP Software*

# VERTEX

## CORPORATE FINANCE COMPANY RELIES ON OUR HIGH-PERFORMANCE CONNECTIVITY

With more than 30 years of experience, Vertex Inc. is the leading provider of enterprise corporate tax solutions and process management services worldwide. Vertex needed to devote development personnel to the company's core competency rather than having them address complex data connectivity requirements.

The Vertex product provides wireless and wireline telecommunications providers with the latest tax rules and regulations for thousands of taxing jurisdictions that require strict compliance. The product interfaces with billing applications to simplify tax processes and is where Hart sought a better approach to database connectivity.

"We've had to deal with the challenge of providing our solutions on a variety of hardware and database platforms," said John Hart, Enterprise Software Architect at Vertex. "In the time before ODBC was viewed as 'mature' our approach to database connectivity was to utilize the native capabilities of each database vendor."

"This approach to database connectivity," said Hart, "introduced a lot of complexity for the Vertex development team. We needed to code and maintain a Database Programmer's Interface (DPI) layer within our systems to abstract data access for each database type and database version that we supported."

Vertex chose Progress® DataDirect® Connect® ODBC and was then able to free its development personnel to focus on revenue-producing projects.

*"We were really attracted to the wire protocol design," said Hart. "We knew we were going to get as fast or faster performance than the ODBC connectivity models provided by the database vendors."*

*John Hart,
Enterprise Software Architect*

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**VERTEX**®

# UK EXPORT CREDITS GUARANTEE DEPARTMENT

## UK EXPORT FINANCE GETS 50% FASTER BATCH PROCESSING

The Exports Credits Guarantee Department (ECGD) is the United Kingdom's official export credit agency. It supports UK exporters and investors by providing insurance facilities and help in arranging finance packages.

ODBC drivers provide the critical link between ECGD's Oracle database and the department's loans and claims platform. Such drivers played a crucial role in a project undertaken to streamline ECGD's business processes. A complex IT project representing a considerable investment, the implementation involved the consolidation of three custom-built applications responsible for underwriting, claims and debt recovery transactions.

ECGD needed to consolidate systems without increasing batch processing time.

The company chose Progress® DataDirect Connect® for ODBC. Out of the box, DataDirect Connect for ODBC was able to cut ECGD batch system run times in half, to complete the overnight jobs in the required window, and to achieve an acceptable service level overall. Because it is based on a clientless wire protocol design, DataDirect Connect for ODBC eliminates the need for client libraries, resulting in maximum performance and reduced maintenance costs.Now, batch processing occurs overnight without impacting daily business operations—and runs 50% faster.

"Use of DataDirect drivers was a key component in achieving a successful implementation of the project," Linda Woods, IT Director UK ECGD, said. "When the DataDirect drivers were installed we were able to achieve the timescale we were looking for.

Out of the box, Progress DataDirect Connect for OBDC cut ECGD batch system run times by 50 percent."

*"Out of the box, Progress DataDirect Connect for ODBC cut ECGD batch system run times by 50%."*

*Linda Woods,*
*IT Director UK Export Credits*
*Guarantee Department*

**UK Export Finance**

VIEW THE CASE STUDY

# MEDICAL DATA SYSTEMS (MDS)

## MAKING THE MOVE TO EFFICIENCY WITH ADO.NET

Profitability at MDS is built on a blend of integrity and super-efficient business operations. Large amounts of data feed custom-coded applications. On an average day, database administrators are presented with flat files (XML, XL, CSV) containing millions of records that must be uploaded in to the systems for collections processing within 24 hours. MDS is paid based on a percentage of the receivable. As the life cycle increases, the potential value decreases, so delays or errors in uploading negatively affect the business. The viability of the company also depends on efficient use of personnel and computing resources. Having to redo or correct data uploads impedes smooth operations.

When the company recently upgraded its version of Sybase ASE, its main database, the company encountered "blocking locks" during upload. These essentially stopped the file processing from occurring. The company needed error-free loading of this high-volume and time-sensitive medical collection data without having to recode every time the custom database was updated.

MDS went with Progress DataDirect ADO.NET which creates a direct connection to the RDBMS, avoiding the need for custom coding for the RDBMS or reliance on vendor client libraries. It worked, with ADO.NET becoming the interface from the database to their applications. With a 100% managed wire protocol ADO.NET architecture, the DataDirect ADO.NET solution connects directly to the RDBMS. There is neither a need for custom coding in the RDBMS language nor a reliance on database vendor client libraries. The results include superior performance and resource efficiency—both highly relevant for the MDS business goal of cost effective, rapid uptake of data. Performance and security are further enhanced because database calls are not made outside of the common language runtime (CLR).

With DataDirect ADO.NET in place, Sybase ASE is able to handle the large data uploads efficiently and without error.

*"We are working with huge volumes of data. Delays in uploading this volume of data hurts our revenue. We're relying on Progress DataDirect drivers to give us the ODBC layer between our application code and the database"*

*Karl Sanders*
*Network administrator*

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## MAKING DATA WORK
## FOR YOUR CUSTOMERS

As the world's leader in data integration, we keep you and your customers continually connected to their heritage systems as well as to the world of big data. Our robust language, platform and architecture support empowers you to provide easy access to the large volume, sources and types coming fast and furious from today's big data sources. At the same time, we empower you to provide premium connectivity to traditional data sources, with the extreme scalability and efficiency your customers need.

This combination of high-speed connectivity lets you not only deliver quick access and easy data integration across your customer organizations but data blending and preparation tools that enable better business intelligence.

*Whatever industry and whether large or small, our decades of leadership in the data integration space can help you deliver the performance, insights and intelligence your customers' businesses need to go to the next level.*

# VoltDB

## VOLTDB ENABLES 50% FASTER TIME TO MARKET WITH PROGRESS DATADIRECT

VoltDB is a modern NewSQL in-memory database designed to handle the most challenging workloads and operations at tremendous speeds with limitless scalability and zero data loss. Its revolutionary scalable architecture allows VoltDB users to build once-thought-impossible applications that leverage inexpensive, virtualized computing infrastructures, including popular cloud service platforms.

VoltDB's customers needed the ability to visualize and access in-memory database customers required the ability to visualize and access data through standard analytics and business intelligence (BI) solutions such as Tableau and MicroStrategy.

In addition to high-write workloads and per-event decisioning, VoltDB's database customers also wanted the ability to visualize and access fast-moving data through standard analytics and BI solutions such as Tableau and MicroStrategy. To enable that connectivity, VoltDB developed a new ODBC driver using the Progress DataDirect OpenAccess SDK, the industry's leading custom driver development kit. DataDirect OpenAccess SDK makes any data source SQL accessible and enables developers to implement data-source specific code using just 12 functions.

Utilizing the built-in performance Progress DataDirect, VoltDB was able to reduce time to market by 50% versus other solutions, developing a prototype in one month and releasing the new driver in just three months.

Progress DataDirect's reputation for having incredibly reliable and scalable drivers was also very important to VoltDB. "Our Progress DataDirect ODBC driver is critical to ensuring that high availability to the end user," said John Piekos, vice president of engineering at VoltDB.

VoltDB worked closely with Progress to develop a proof of concept of the ODBC driver on Linux and Windows in just one month and launched the driver two months after that.

*"We evaluated several offerings, including Simba Technologies, but we chose Progress DataDirect OpenAccess because of DataDirect's leadership and demonstrated success within the market, and because I was confident in Progress's engineering team and appreciated the level of access I would have to that group throughout the development and implementation."*

*John Piekos, Vice President of Engineering, VoltDB*

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# PANINTELLIGENCE

## PANINTELLIGENCE DECREASES TIME TO MARKET BY 5X WITH PROGRESS DATADIRECT

A UK-based software company, Panintelligence provides highly intuitive business intelligence (BI) solutions to customers across a range of industries. The Panintelligence dashboard is a business intelligence application that can span multiple databases, allowing users to access their data in real time and help them to make better-informed decisions.

Panintelligence recommended to their OEM partner, a large educational software provider, that they implement a new driver to connect its BI software with Salesforce for more flexibility in analyzing and reporting on its Salesforce CRM data. Panintelligence evaluated a number of third-party vendors, including Simba, RSS Bus and Progress DataDirect. "It was clear from our evaluation that the

Progress DataDirect Connect JDBC for Salesforce driver was head and shoulders better than the other drivers out there," says Miller. "There were so many things we just couldn't do with the other solutions; they proved to be quite limited. Whereas, everything we tried with Progress DataDirect delighted us."

Using the Progress DataDirect Connect connector with the Panintelligence BI software, they uncovered the fact that approximately 25% of the data was incorrectly listed and those opportunities were not showing up in Salesforce reports. Using DataDirect, Panintelligence was able to pull all of those exceptions into the BI tool and compare the information to the rest of the Salesforce data.

Using Progress DataDirect, Panintelligence took just 20 minutes to combine the data back together in Salesforce and suddenly their customer had visibility into 25% more opportunities.

*"We estimated it would have taken us at least six months to build a Salesforce API connector, and then we would have been responsible for maintaining the connector. We concluded that our time and resources were far better spent developing differentiating features for our own applications.*

*Ken Miller, Product Director for Panintelligence Ltd.*

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# COINS

**WITH PROGRESS DATADIRECT, COINS IS ABLE TO CONNECT BI WITH BUSINESS LOGIC DATA**

Construction Industry Solutions (COINS), the market leader in enterprise software solutions for the construction industry, has made managing construction data its core business for more than 30 years.

Today, COINS' clients are embracing business intelligence (BI) platforms so they can conduct more individualized, in-depth analysis of their data. However, connecting with third-party BI tools presents a challenge to any application and COINS needed a way to share data outside its own application stack in an efficient structure more suited for BI analytics and reporting.

COINS has used Progress DataDirect OpenAccess to create ODBC and JDBC drivers that expose the data inside the COINS application. OpenAccess is a software

development kit (SDK) that enables simple development of custom drivers for any data source or API.

From a business perspective, OpenAccess makes COINS a continually appealing partner for its construction industry clients. "By combining Progress OpenEdge with DataDirect OpenAccess, we have unlocked the potential with regard to BI tools," said Tim Armitage, Technical Director, Construction Industry Solutions. "This is a huge advantage for us strategically. Not only are we making in-depth, flexible BI possible at a low cost, we are enabling the client to integrate BI into their platforms, using any toolset they prefer, and that's the power of the Progress OpenAccess application."

With Progress DataDirect, COINS is able to connect BI with its business logic data that includes essential business logic in the process. The result is flexible, economical and secure data connectivity that allows COINS clients to match the sophistication of the COINS construction software with the BI tool of their choice.

*"By combining Progress OpenEdge with DataDirect OpenAccess, we have unlocked the potential with regard to BI tools."*

*Tim Armitage,*
*Technical Director,*
*Construction Industry Solutions*

<div style="background:orange">**VIEW THE CASE STUDY**</div>

# SUMMARY: TAKING YOUR CUSTOMERS FROM GOOD TO GREAT

In today's data-driven world, data on demand is going to make the difference between mediocrity and top performance in business.

As the industry leader in simple, reliable, high-performance enterprise connectivity, Progress DataDirect empowers you and your customers to leverage all the data essential for success.

### *Progress DataDirect— Connecting the world's data across applications, systems and people*

Working with Progress DataDirect allows you to become an essential partner for your customers by:

» Providing ready-to-go, easy connectivity

» Reducing complexity while delivering a more comprehensive solution

» Decreasing application development cycles and costs

» Reducing IT maintenance and support costs

» Enhancing application performance and reliability

» Increasing satisfaction and loyalty

» Expanding product revenue and profitability

» Enhancing competitive advantage and market share

# DID YOU KNOW?

## Progress DataDirect has:

» **10,000s+** global enterprises in **160+** countries, including **96** in the **Fortune 100**

» **10x** larger than other data access vendors

» **350+** independent software vendors that embed our technologies

» **2,000+** applications have been built by ISVs using our technologies

» **200+** supported data sources

» **Every day** people around the world use applications built on DataDirect technologies

» **25+** year-old business, with the backing of our parent company, and is the undisputed leader in the premium data access market

» **Founders developed ODBC/JDBC standards**
Our patented technology simplifies complexity and makes connectivity easier to use and faster to deploy to any source, any database, on any platform.

» **Award-winning 24x7 Global Support**
Our CSAT rating is one of the highest among our competitors.

## LET'S PARTNER TODAY

Call us at 1-800-876-3101

# HEAR WHAT OUR CUSTOMERS ARE SAYING:

*"Today, with new data sources such as Salesforce and Hive becoming increasingly prevalent, we continue to leverage the Progress DataDirect relationship to adapt while keeping our platform functioning optimally for the end user."*

Jochen Demuth
Director of Partner Engineering at MicroStrategy

*"Because Progress DataDirect Cloud is a cloud-based solution, we can use it to provide connectivity without having to worry about upgrades, change control or managing servers. Neither the user—nor Explore Analytics—needs to upgrade drivers, and we don't need to keep up with API changes of SaaS applications. Progress DataDirect Cloud handles all of that."*

Gadi Yedwab
Founder and CEO of Explore Analytics

*"By combining Progress OpenEdge with DataDirect OpenAccess [SDK], we have unlocked the potential with regard to BI tools. This is a huge advantage for us strategically. Not only are we making in-depth, flexible BI possible at a low cost, we are enabling the client to integrate BI into their platforms, using any toolset they prefer, and that's the power of the Progress OpenAccess application."*

Tim Armitage
Technical Director, Construction Industry Solutions

**CONTINUE THE CONVERSATION: 1-800-876-3101**

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**✳ PROGRESS**