

DATA VIRTUALITY LOGICAL DATA WAREHOUSE

The High-Performance Data Virtualization Solution

Data Virtuality's Logical Data Warehouse solves a major challenge of today's organizations across all industries: faced with an ever increasing variety of data and cloud services, businesses are struggling to perform detailed analyses and gain insights from real-time & persisted data.

What It Is

Data Virtuality's Logical Data Warehouse connects all data sources with your BI tools. The software accesses, manages and integrates any database and cloud service. It marries two distinct technologies to create an entirely new manner of integrating data. By combining data virtualization and Extract-Load-Transform (ELT)/Extract-Transform-Load (ETL) processes, Data Virtuality is the only solution that both enables and accelerates complex analyses highly flexible and with a minimum effort.

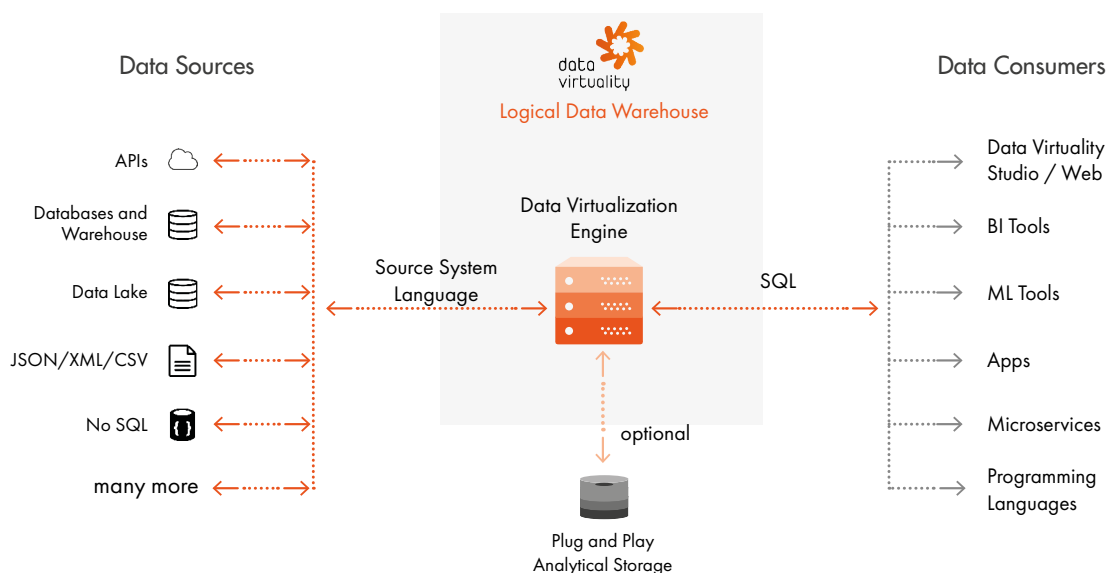
How It Works

Data Virtuality challenged the outdated data integration dogma of "To-use-data-you-must-move-it" and designed the world's first Logical Data Warehouse. The solution enables organizations to instantly access and analyze data from multiple data sources. With 200+ ready-to-use connectors, Data Virtuality connects to almost any database and API allowing users to instantly query all data with SQL commands out of one virtual data layer. Users can view and explore their data with any front-end application and utilize their existing analytical data store to significantly reduce query time. It is possible to not only read, but also move data and automate processes based on data. Data

Virtuality's Logical Data Warehouse separates the logical and business data layer and thus permanently optimizes the back-end data structure without influencing the business view. The solution can be deployed on-premises or in the cloud.

About Data Virtuality

- Founded in 2012 by Nick Golovin (PhD) in Leipzig, Germany after 8 years of research
- World's first Logical Data Warehouse, enabling instant data integration for digital businesses and enterprises through automation
- Offices: San Francisco, Leipzig, Frankfurt am Main
- Awards: Most Innovative Data Management Provider 2019 (A-Team Insights), 2019 Deloitte Technology Fast 50, Gartner Cool Vendor 2016, Forrester Wave 2017
- Product: Data Virtuality Platform
- Solutions:
Data Virtuality Logical Data Warehouse
Data Virtuality Pipes Professional
Data Virtuality Pipes



HOW YOUR ORGANIZATION BENEFITS:

Data Virtuality's Logical Data Warehouse can be implemented in companies of any size in any industry – as a cloud solution or on-premises. It enables detailed insights from real-time and historical data in any BI tool. By combining data virtualization with an automated ETL engine, customers benefit from reducing their data integration effort by 80%. Make your decisions based on facts. Become data driven while using and accessing all your data from multiple data sources. Schedule a demo today with our experts team and learn more about the individual value Data Virtuality can add to your organization.

Why Data Virtuality?

In contrast to the pure data virtualization technology, Data Virtuality Logical Data Warehouse is highly performant thanks to the combination of rich materialization and automated ELT/ETL capabilities. This unique concepts of virtualizing, moving and writing data enables organizations to gain faster business insights. Data Virtuality's on-the-fly optimization engine contains a self-learning algorithm which intelligently optimizes the data movement while integrating heterogeneous data sources to a single logical data warehouse. This powerful solution helps businesses to build one global data model over all connected data sources - to simplify data integration while fitting the needs of fast growing digital businesses and enterprises with complex data integration in a modern agile way.

Data Virtuality For Your Use Case

Financial Services

- New data sources can be connected instantly and data models created and adapted easily
- Flexibility regarding where and how to apply data governance functions
- Improved master data management with the use of metadata repositories
- Increased transparency, accountability, and auditability thanks to automatic data lineage
- Reduced waiting times and labor costs

Customer Data Platform

- Comprehensive 360 degree view of customer profiles for targeted and effective campaign activities
- Easy segmentation of customer data with real-time view on customer activities
- Strong security measures and GDPR compliant
- Optimization and customization of the marketing channels thanks to CDP data activation
- Agile and future-ready infrastructure

E-Commerce and Other Digital Businesses

- Improved business logic integrating product, customer, and marketing data
- Real-time monitoring of KPIs thanks to live access of the data
- Easy testing of data sets with rapid prototyping using just SQL
- Improved re-targeting efficiency with cleaner acquisition channel data

...and many more!