Denodo Offers the Leading Logical Data Platform for Delivering Data in the Language of Business, at the Speed of Business.

In today's business landscape, data insights are crucial for new innovation, informed decision-making, and responding to rapidly changing market conditions. Organizations can benefit greatly with the ability to unify data from across their entire data landscape and make it readily available to everybody who needs it, when they need it. However, data landscapes are constantly evolving as new applications and systems come online, and as migrations to the cloud and next-generation data platforms lead to more data being more distributed across more environments than ever before. Moreover, with the rise of generative AI and intelligent applications, the demand for data is only increasing, challenging data teams as they struggle to keep up.

Traditional approaches to data management rely on physically moving and merging data from a variety of systems into a central repository, such as a data warehouse or a data lake. But this can be both expensive and time-consuming, and the data still needs further preparation for each analytical and operational use case, slowing down the ability of the business to innovate and respond to market changes. A new approach is needed, one that delivers data in the form that each use-case needs, at the speed they need it.

The Logical Approach to Data Management

The logical approach is based on a vision of a unified data delivery platform that abstracts access to multiple data systems for business consumers, hiding the complexity, and exposing the data in business-friendly formats while accelerating delivery and adhering to predefined semantics and data governance rules.

Denodo Platform Benefits

Up to 65%
faster than ETL

Up to 67%
less data preparation time

Less than 6 months
breakeven time

Source: Forrester Total Economic Impact™ of Data Virtualization, 2021

The Denodo Platform Powers and Accelerates Your Critical Strategic Initiatives

The Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Each of these initiatives promise transformative revenue growth, cost reduction, productivity improvements, and risk reduction for the organization, but only if data is delivered in the right form, at the right time.

Data Self-Service for Data Democratization: Data consumers within businesses continue to grapple with a critical challenge: the fragmentation of data sources. The Denodo Platform breaks down data silos, providing centralized, real-time data access and simplifying data exploration.

Sunbelt Rentals achieved a 200% improvement in data team productivity, enabled business users to gain real-time access to data for quicker decision-making, and optimized marketing campaigns, all while enhancing data accessibility and efficiency across the organization.

IT Infrastructure Modernization: Organizations are modernizing their IT infrastructures – which can include migrations to the cloud and standing up enterprise data lakes – to enable new digital lines of business, drive AI adoption, and improve IT efficiencies. The Denodo Platform provides a single abstraction layer that shields the business from underlying changes, ensuring no business disruption while also accelerating those changes.

Prologis leveraged the Denodo Platform to migrate to Snowflake without disruption and accelerate analytics use cases across the enterprise.

Data Foundation for Improved Customer Experience: Across all industries, businesses are concerned with customer satisfaction and loyalty, reducing churn, adapting to customer expectations, acquiring new customers, and converting prospects. The Denodo Platform unifies disparate customer data in real time, establishing a robust foundation for an enhanced customer experience.

LeasePlan created transformational new use cases in customer experience and convenience, such as predictive vehicle maintenance programs.

Enhance Operational Efficiency, Agility & Resilience: Organizations are continually working to improve operational efficiency, but they are challenged by fragmented data and outdated IT processes that lead to significant inefficiencies and delays. The Denodo Platform enhances operations with agility and intelligence, and it provides chief operations officers (COOs) and operational leaders with the means to drive innovation and turn complex challenges into clear, actionable insights.

Estes Express Lines revolutionized operations by creating virtual "digital twins" of every shipment in progress. This innovation not only streamlined operations but also resulted in a 10% savings in infrastructure and labor costs.
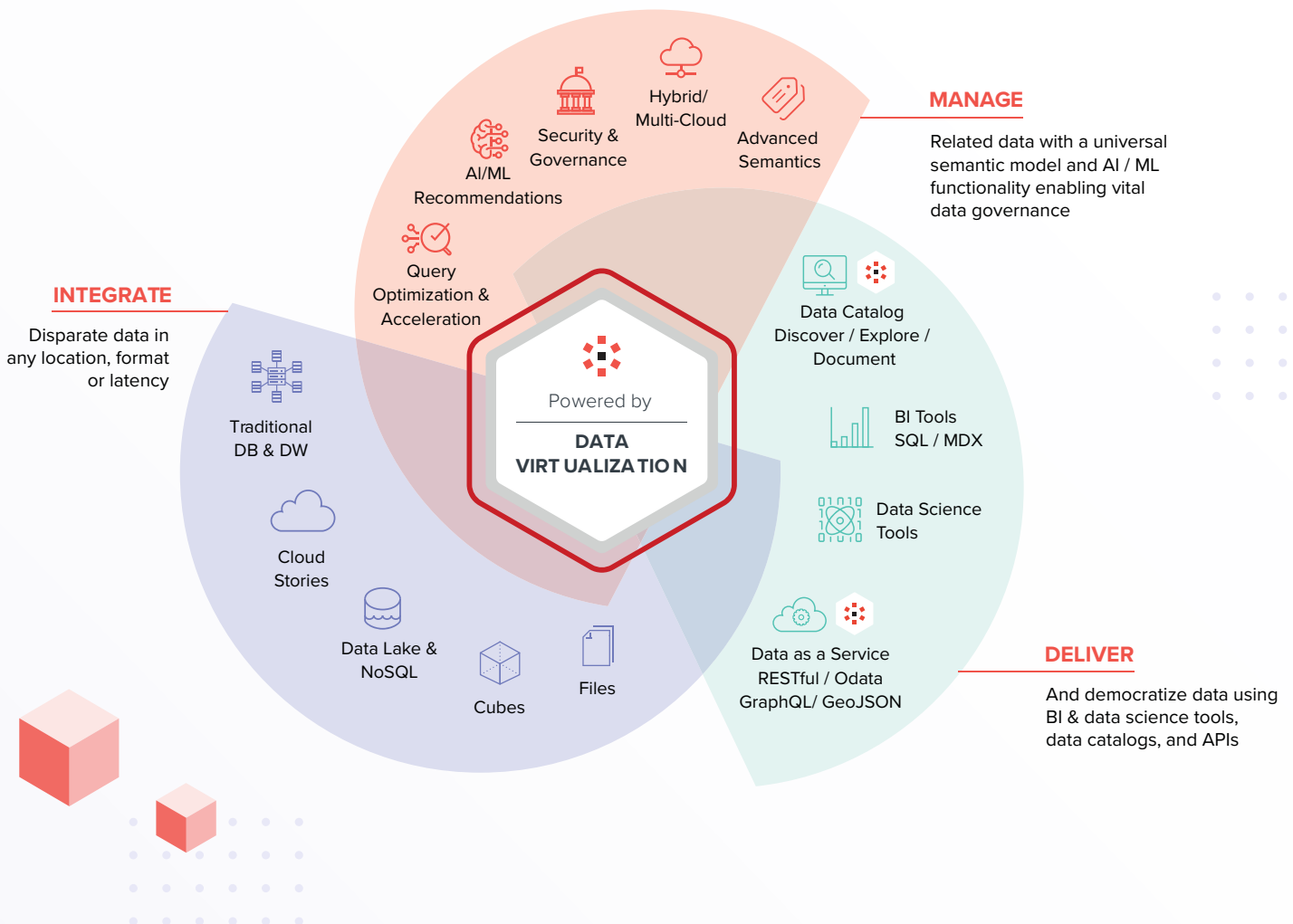
Centralized Governance, Risk and Compliance: Regulations and internal risk management practices not only require organizations to establish effective data controls, but also to report on the effectiveness of these controls across an ever-more-distributed data landscape. The Denodo Platform enables organizations to define and enforce comprehensive access controls, reporting, auditing, and other actionable risk and compliance management activities directly from this same layer, leveraging data in the same structure and format that the business has defined.

Albertsons leveraged the Denodo Platform to establish a privacy-compliant customer loyalty and campaign management program.
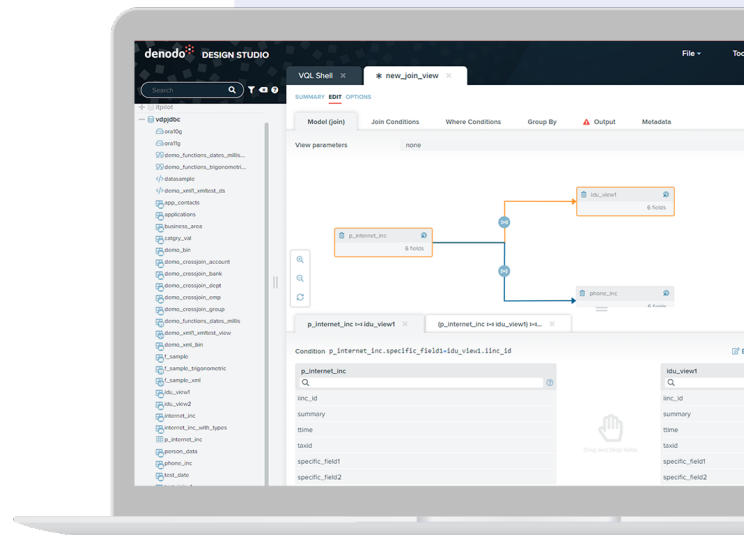
The Denodo Platform Architecture

The Denodo Platform is the industry's only logical data platform that offers all the capabilities necessary to build a data fabric, data mesh or a data hub. It provides a common semantics layer to expose data more quickly to business, a dynamic data catalog for semantic search and enterprise-wide data governance, industry leading query acceleration supported by machine learning, automated infrastructure management for multi-cloud and hybrid-cloud scenarios, embedded data preparation capabilities for self-service analytics, better privacy and compliance, greater automation of data management processes, and at the same time helps in avoiding vendor lock-in.

MANAGE

Related data with a universal semantic model and AI / ML functionality enabling vital data governance

INTEGRATE

Disparate data in any location, format or latency

DELIVER

And democratize data using BI & data science tools, data catalogs, and APIs

Hybrid/ Multi-Cloud

Security & Governance

Advanced Semantics

AI/ML Recommendations

Query Optimization & Acceleration

Powered by

DATA VIRTUALIZATION

Data Catalog Discover / Explore / Document

BI Tools SQL / MDX

Data Science Tools

Data as a Service RESTful / Odata GraphQL/ GeoJSON

Traditional DB & DW

Cloud Stories

Data Lake & NoSQL

Cubes

Files

The Benefits of the Denodo Platform Include:

- **Unified Data Access:** The Denodo Platform breaks down data silos, offering a centralized virtual hub for easy access to data, regardless of location or format, streamlining retrieval and enhancing democratization.

- **Data Tailored for Business Users:** The Denodo Platform's semantic layer translates complex data into a user-friendly format, empowering users to access, query, and analyze data without technical expertise or IT intervention.

- **Simplified Data Discovery:** The Denodo Data Catalog simplifies data discovery, enhances visibility, and promotes accessibility with rich metadata, lineage, and intuitive search based on generative AI.

- **Real-Time Insights:** The Denodo Platform delivers real-time data, ensuring timely access for faster decision-making and a competitive edge.

- **Optimized Resources:** Streamlined access reduces IT reliance, freeing IT resources for strategic tasks.

- **Data Trustworthiness:** The Denodo Platform ensures data integrity, security, and reliability through a robust set of out-of-the-box features and integration with third-party governance and data quality tools.

Denodo Platform Differentiators

Effortlessly connect to over 200 third-party systems through various pre-built and optimized adapters, enabling rapid data integration spanning traditional sources to modern cloud and big data databases and applications.

Integrated data catalog of live, real-time data to provide a business-friendly way to find, access, curate, and put trusted data to work with full lineage, metadata, and governance.

Lightning-fast query response through an embedded massively parallel processing (MPP) engine, proprietary smart query optimizer, dynamic caching, and an AI-powered query acceleration engine.

Advanced semantic layer for data discovery, search and classification, and security and governance, using advanced features such as tags, endorsements, comments, activity usage, etc.

Semantic security policies to globally manage access control (masking, encryption, data restrictions, etc.) using security classifications, glossary terms, and tags in security policies.

A broad set of data delivery options providing more than JDBC or ODBC support for SQL queries by business users – developers have a wide variety of delivery options, including REST and GraphQL APIs, Kafka, and JMS message queues

Futureproof environments by simplifying data access through a centralized layer, enabling IT to swap data sources without disrupting data consumers.

Automated cloud infrastructure management features for rapid deployment of the Denodo Platform on Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), and Alibaba Cloud.

Available to try and purchase on leading cloud marketplaces including AWS, Azure, and GCP.

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Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.

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