denodo

GOOGLE

MARKETPLACE

The Denodo Platform for the Google Cloud
Make intelligent, cost-effective decisions.

Introduction:

The Denodo Platform for Google Cloud Platform (GCP) supports a distributed information architecture. It integrates all Google data sources like Google BigQuery, CloudSQL, Cloud BigTable, Cloud Storage, Cloud DataProc, and more, including SaaS applications such as Salesforce.com – to deliver a standards-based data gateway that makes it quick and easy for users of all skill levels to access and use their cloud-hosted data.

Denodo for GCP, with easy-to-use tools, enables data engineers and integrators to quickly prepare integrated data sets for analysts to use in their Google-based analytical sandboxes. In addition, the Denodo for GCP Dynamic Data Catalog enables data stewards to tag and categorize data assets for easy discovery.[1]

The Google Marketplace presents a big opportunity to get started with virtual data management and integration using Denodo's pay-per-use or CPU-core-based subscriptions, offering choices you will not find anywhere else. In addition, Denodo simplifies the development of hybrid data architectures with its multi-location implementation capabilities.

The Denodo Platform for GCP licensing and deployment options:

Customers can choose one of three licensing options that best meet their needs, depending on a variety of factors including the location of data source, the number of users and consuming applications, and the volume and types of queries.

1. **Using cloud infrastructure-as-a-service (IAAS) and leveraging BYOL (Bring-Your-Own-License)** - This option is best for customers with complex architectural deployments. This option bases pricing on the number of cores used to install the Denodo Platform.
2. **Using the GCP Marketplace** - This option provides pay-as-you-go flexibility and self-service experience.
3. **Container deployment** - This option makes the Denodo Platform available in Docker container format, and it can be installed with Google GKE.

1 The data catalog is only available with enterprise and enterprise plus subscriptions

The Denodo Platform for GCP benefits:

Leveraging GCP's flexible, rent-by-the-hour licensing, the Denodo Platform for GCP offers a wide range of pricing options. In addition, the Denodo Platform for GCP provides the same features as the award-winning on-premises subscriptions of the Denodo Platform.

- The Google Marketplace provides a fast pathway for trying and buying the software without endless sales negotiations and discussions or license terms and conditions.

- It offers a one-click-deployment interface to get users started with some help from their cloud support team.

- The 30-day free trial of the Denodo Professional via the Google Marketplace provides a simple way to validate a use case.

- The Google Marketplace offers several subscriptions and pricing choices for all users and budgets.

Denodo Platform subscriptions through the Google Marketplace facilitate the "pay-as-you-go" option. GCP Marketplace offers several pricing options which enable them to better leverage their target spending and utilize usage-quota pricing via marketplace offerings. These options provide a win-win scenario for all parties, as they provide a simplified channel with which to quickly onboard and leverage the options available on the Google Marketplace.

Denodo Platform subscription tiers available on the Google Marketplace:

We have made it easy to decide which offerings meet your needs. Most Denodo Platform users can balance their query workloads on four cores, but they can quickly scale to 8 cores. To harness the business value through greater data utilization, Denodo offers four subscription models through the Google Marketplace, enabling customers to pay only for the functionality they use.

- **Denodo Professional** is ideal for an entry-level departmental project with foundational data virtualization capabilities, a limited number of data sources, and a single production server. Additionally, this subscription is available only through the Google Marketplace.

- **Denodo Standard** is best for multiple operational and analytical use cases with full data virtualization and integration capabilities, with unlimited data sources.

- **Denodo Enterprise** is ideal for implementations that require a self-service data discovery catalog and a large-scale logical data warehouse solution with query optimization supported by massively parallel processing (MPP) and smart query acceleration.

- **Denodo Enterprise Plus** is the ultimate choice, enabling AI-based logical data fabric solutions. It offers an AI-driven recommendation engine for automated data discovery and active metadata management, along with semantic collaboration features like endorsements, warnings, and deprecations tags.

SUBSCRIPTION TIERS / FEATURES	PROFESSIONAL	STANDART	ENTERPRISE	ENTERPRISE PLUS
Pay-as-You-Go (Hourly) or Annual Subscription	✓	✓	✓	✓
Number of Data Sources	UP TO 5	UNLIMITED	UNLIMITED	UNLIMITED
Number of Development[2] and Solution Manager Instances[3]	1	1	1	1
Performance Optimizations	✓	✓ +QUERY SMART ACCELERATION +MPP	✓ +QUERY SMART ACCELERATION +MPP	✓ +QUERY SMART ACCELERATION +MPP
Security - RBAC, Authentication Mechanism (LDAP, AD, Kerberos, SSO), Authorization, Encryption, Masking, and More	✓	✓	✓	✓
Data Lineage	✓	✓	✓	✓
Denodo Notebook (Apache-Zeppelin-Based) for Data Science	✓	✓	✓	✓
Version Control		✓	✓	✓
Advanced Diagnostics			✓	✓
Data Catalog			✓	✓
AI-Based Data Discovery and Summary Recommendations				✓
Collaboration Semantics - Endorsements, Warnings, and Deprecations				✓
Tag-Based Policies				✓

2 Only available with annual subscriptions
3 Available on request

The Denodo Platform for Google Key Use Cases:

Forward-thinking organizations are transitioning to a data-centric strategy, wherein the key goal is to harness actionable insights from diverse data sources, on-premises and in the cloud, to understand and serve a broad set of constituents and stakeholders. Digital transformation requires the effective use of all enterprise data and support for the addition of more sources.

Denodo enables four use cases to maximize cloud value for data integration, management, and analytics applications and workloads:

Cloud Data Modernization & Migration: Many companies are modernizing their data infrastructure from legacy on-premises systems to modern cloud systems. But such a transition has not been easy - many companies have had to re-architect their IT landscapes to fit the new technology model, disrupting business. Data virtualization provides a layer of abstraction for IT to transform their systems while enabling business users to continue their operations without disruption. In addition, it provides seamless access to data, even if the data is in the process of being migrated. In this way, it alleviates the pain of migration, enabling organizations to migrate at their own pace, with zero impact on day-to-day operations.
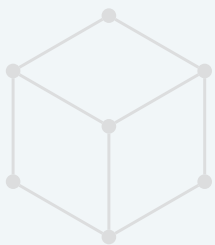
Hybrid Cloud Data Fabric[4]: A data fabric is a data architecture that can optimize access to distributed data and intelligently curate and orchestrate it to provide data consumers with self-service data access. With a data fabric, you can elevate the value of your enterprise data by providing users access to the right data just in time, regardless of where it is stored. Denodo data virtualization implements data fabric architecture that enables companies to provide seamless real-time access across cloud and on-premises systems, simultaneously, without users needing to know where the data is stored. As a result, IT teams can use a data fabric to radically simplify data management and governance in complex hybrid and multi-cloud data landscapes while significantly reducing costs and risk.

Rapid Cloud Analytics: The Denodo Platform automates data discovery, governance, and consumption, delivering business-ready data for analytics and AI. As a result, business users and data scientists can access trusted data faster for their applications, analytics, AI and machine learning models, and business process automation, helping to improve decision making and drive digital transformation.

Data Services for Cloud-Native Applications: Organizations using data virtualization as part of their API development strategy will be able to integrate real-time data from multiple locations and take advantage of easy-to-use data-service publishing options.

4 This use case is best supported by Denodo Enterprise Plus and Denodo Enterprise subscriptions

Key Data Sources Supported in the GCP Cloud

- Google BigQuery, CloudSQL, CloudSpanner – Easily connect using the BigQuery JDBC driver and generic JDBC drivers.

- Google Cloud DataProc – Cloud DataProc is Google's Apache Hadoop and Apache Spark service running on GCP. It supports the standard Hadoop components and interfaces, such as HBase, Spark SQL, and HDFS.

- Google Cloud Storage and Bigtable – Access data stored in cloud storage directly from the Denodo Platform. Access CSV, JSON, XML, delimited, and Parquet files stored in storage buckets. The Denodo Platform has a special connector for directly accessing object storage files.

- Cloud Dataflow, Snowflake – Cloud Dataflow integrates with JMS and is supported with Denodo. Snowflake is a cloud-based data warehouse as a service (DWaaS) offering on GCP. Connect to Snowflake using the Snowflake JDBC driver.

- A Wide Variety of SaaS Data Sources – These include Salesforce, ServiceNow, and others

Cloud-Specific Features and Optimizations in the Denodo Platform for GCP

- Specific connectors for cloud-based databases (Google Big Query, BigTable, Cloud Storage, etc.) and native bulk data load techniques for query optimization and caching support.

- Highly configurable vendor- and version-agnostic connectors for REST and OData, enabling connection to any HTTP API.

- Support for different formats (XML, JSON, CSV) and HTTP methods (GET, POST), Native support for OAuth, NTLM, SPNEGO, etc. • Native SFDC adapter with full SOQL support, taking advantage of Salesforce-specific query language.

- Caching with incremental queries -- merge cached data and fresh data to provide fully up-to-date results with minimum latency.

Next steps:

A free 30-day trial of Denodo Professional on Google Marketplace is the fastest way to get started. Start small and grow at your own pace. Technical support is included.

denodo

Visit **www.denodo.com** | Email **info@denodo.com** | Discover **community.denodo.com**