



Data Connectivity Reimagined

Simplify access to unlock immediate value from enterprise data

WHITE PAPER



www.simba.com/magnitude-gateway

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Introduction

Data Connectivity is a significant problem that's still largely ignored

Businesses are collecting data at a rate faster than ever. Accessing disparate types of data from a myriad of sources (cloud, premises, hybrid, IoT) and easily putting that data to good use within popular business applications requires reliable data connectivity. And that can be a tall order, especially when managing connectivity solutions takes useful resources away from other business, IT and product development requirements.

According to [Ventana Research](#), 71% of businesses gather data from more than six sources, and 23% use more than 20 sources. Beyond the sheer size and number of sources, the structure, level of detail, query languages and growth rates are contributing factors that lead to increasing data complexity.

From Gartner's [Modern Data Management Requires a Balance Between Collecting Data and Connecting to Data](#) report:

"The scale and pace of creation of data, as well as the need to harness it in real time, make it impossible to always collect data and then process it for a single value proposition or use case. As organizations prioritize operational efficiency and analytics, these two forces are making organizations rethink their data management strategies and investments."

Business users and independent software vendors (ISVs) face distinct sets of data connectivity challenges.

Three reference scenarios to understand your organization's current data access needs:



INDIVIDUAL USER

- Demand for easy, self-service access to data
- Access to data from job-specific applications
- Data access from a few analytic applications



ENTERPRISE USER

- Curated access to IT provisioned data sources
- Access to a growing list of data sources
- Data access from many analytic applications



OEM PARTNER

- Simple distribution of access to data sources
- Single solution for on-premises and cloud-based applications
- Lower ongoing maintenance of data source access
- Increase customer success with data source access

The Enterprise Challenge: A Data Access Bottleneck

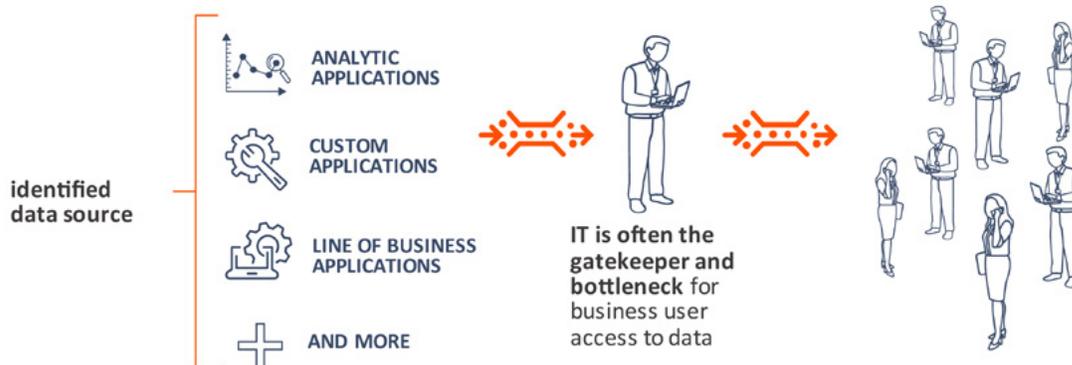
Are IT organizations gatekeepers — hindering speed of decision-making?

Speed to market is considered today's winning business currency and enterprises have to act swiftly to compete, launch new products and react to market events. Most enterprises have numerous applications and data sources, making real-time data access a challenge — which throws the urgency of decision-making straight out the window.

When it comes to your own organization's data access and connectivity strategy and infrastructure, here are pivotal questions to ask:

- Do decision-makers in your frontline teams have access to the data they need to provide visibility into the organization?
- How much time do your knowledge workers spend moving from system to system to get to the data they need?
- Does your (or any specific) department/organization have trouble getting to a “single version of the truth,” especially across multiple enterprise applications?
- Does your department/organization have inconsistent data access coverage within the BI/analytical applications in use?
- Do you have difficulty supporting self-service access to complex data sources?

ENTERPRISES: Eliminate the Bottleneck to Data Access



In most instances, IT organizations are gatekeepers — often perceived as bottlenecks — for access to data. They are depended on to provide the technical capability and expertise needed to access data from numerous applications. And they themselves shoulder the burden not only of delivering the data, but also of deploying and configuring connectivity solutions ... for every single data source and business application.

Today, this is our truth: enterprises are dependent on IT to resolve for data silos. And organizations expend tremendous resources to keep data access solutions up to date and appropriately distributed across the entire organization.

Enterprises: Key recommendations for reducing dependency on IT

For enterprises to be able to act quickly to business events, they need to reduce the cost and dependency on IT for providing access to data and reporting.

This requires the ability to:

- Quickly provision users with access to the data they need;
- Provide a business view of data irrespective of the analytic tool utilized;
- Ensure internal and external data security policy compliance; and
- Minimize the cost of maintaining up-to-date connectivity to mission-critical applications and workflows.

The ISV Challenge: Time, Costs & Burden

Is data source connectivity and testing driving high distribution cost (and burden!)? What about remaining up to date?

Organizations that build data sources (i.e., HortonWorks, Cloudera, Datastax) and enterprise applications (i.e., SAP, Oracle, Microsoft, Concur, Zoho), and ISVs who build applications (i.e., Qlik, Tableau, Microstrategy) are witnessing increasing customer demand for data interoperability.

Many data sources have APIs that require building a custom solution for connecting to each source. Every customer you talk to is using different systems and their data is spread across many disparate locations.

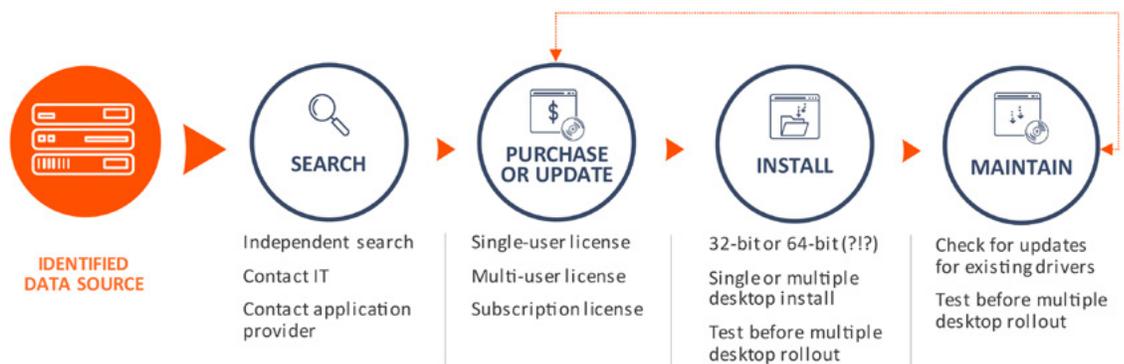
Today, meeting those customer demands to connect to a multitude of data sources and applications can be accomplished by: building your own connectors from scratch, using a reliable and market-proven SDK; heading to open source; relying on a third party for a custom connector; or sourcing commercial connectors. Because every data source requires a separate driver, many businesses pursue ALL those routes! On top of all that, you have to incorporate the sourced or in-house-built technologies into your products, test, iterate, test and after shipping, ensure that your team (or third party) has the expertise and time needed to maintain those connectors.

Not only is this costly — it's also highly inefficient for companies who make money as producers of software, SaaS/cloud applications or data sources. And it doesn't end there. Data source drivers require ongoing configuration, management and subsequent updates.

For ISVs, these are top-of-mind questions to consider:

- How does my team maintain our connectivity program today?
- How are we keeping pace with data source versions and expansions?
- Are rollouts of our software releases ever delayed due to development teams bottlenecked with connectivity development?
- Is your addressable market constrained by the number of data sources you can access?

The High Cost of Data Source Connectivity Sourcing, Distribution and Updates



ISVs: Key recommendations for enabling customers’ real-time access to multiple data sources

For ISVs to provide connectivity to more data sources and reduce the costs of connectivity distribution and maintenance (especially considering the ever-expanding list of sources), consider the following:

- Broaden your target market with the richest set of data connectivity capabilities;
- Incorporate enriched business data directly into your solution — for self-service access to data by your customers;
- Offload your data connectivity development, distribution, maintenance and support while reducing costs;
- Deliver new connectivity to your users independently of your release cycle; and
- Gain new insights on usage analysis to better understand data source popularity, data volumes, and frequency.

Conclusion

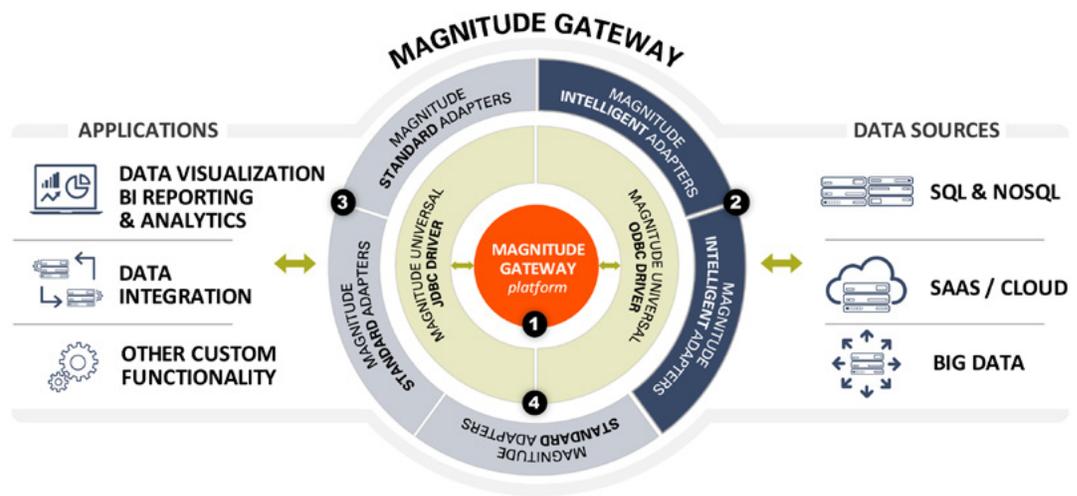
The Path Forward: Unified data access for all

What if you could enable immediate value from the data your customers (and for enterprises — business users) access while dramatically decreasing what it takes to configure and support access to that data? Would you get products to market faster? Deliver insights to decision makers faster?

We can get you there — with fewer resources and less expense.

Magnitude has developed a disruptive approach to connecting applications and data sources with its unified data connectivity platform, Magnitude Gateway. Magnitude Gateway delivers simplified, self-service access to front and back office data sources ... access to actionable data, wherever it resides, at the fingertips of business users.

This is data connectivity at its best: unified data access without heavy implementation overhead that delivers a better, more productive customer experience. And it’s developed by the people who understand connectivity best. After all, 100% of 2017 Gartner BI MQ leaders partner with Magnitude and our Simba connectivity team to deliver real-time data access.





What's Next?

Intrigued? Let's have a conversation. Learn more about Magnitude Gateway and how your organization can gain immediate value from delivering unified data access without heavy implementation and maintenance overhead. [Download our fact sheets](#) and [request a demo](#). Email connectivity@simba.com or call +1.604.633.0008 EXT 2.

About Magnitude Software

Magnitude's transformative approach to unified application data management delivers vast operational efficiencies to business application data access, management, analytics and reporting for the modern enterprise. Magnitude's portfolio of products includes: simplified application data access to any data source; data management solutions for the SAP and commerce verticals; simplified master data harmonization and governance; and packaged application analytics and reporting solutions for SAP and Oracle. The company helps thousands of business users simplify management of their data and deliver on the substantial productivity gains these applications originally promised. For more information, please visit www.magnitude.com. For additional details on our Simba connectivity solutions, visit www.simba.com/magnitude-gateway.



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