

ten reasons SSIS users choose expressor



1 metadata management

With an unusually strong emphasis on the management and integration of metadata, expressor distinguishes itself from many other ETL tools including SSIS for this very important capability, which is core to improved data governance, business rule reuse and lifecycle management of your data. expressor is recognized in the industry as a thought leader in this area and was selected by Gartner as a [Cool Vendor in Data Management and Integration in 2009](#).

Core to expressor is its centralized [semantic meta-data repository](#) that collects, stores, and manages reusable data descriptions, project management information, application file versioning, performance metrics and the implementation and enforcement of role-based security. expressor's repository maintains descriptions of incoming and outgoing data record structures, parallel processing paradigms, and business rules -- providing the information needed to manage project development and analyze data processing tasks. This means you can reuse business definitions, business rules, and host computer descriptions in multiple projects, reducing your development effort and ensuring adherence to corporate data standards and business rules.

2 high-performance parallel data processing

One of the key features of expressor is its patent-pending parallel-based systems architecture and runtime environment. Unlike many of the currently "mainstream" ETL and data integration solutions on the market that were retrofitted with acquired paral-

lel technology or had parallel processing capabilities introduced as an afterthought into their core architecture, expressor software started from scratch to build the highest performing and most highly scalable parallel-based data integration solution on the market. expressor's [parallel processing engine](#) includes the following key features that enable the highest throughput and performance:

- native built-in parallelism
- implicit and explicit parallelism
- depth parallelism
- data pipelining
- data partitioning
- channel based parallel partitioning

expressor natively supports all these features of parallelism in a design and runtime environment that is easy to learn, use, manage, and monitor. expressor processor can process terabytes of data per hour and favorably competes against all leading parallel data processing systems on both performance and price.

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3 heterogeneous data sources

As a component of Microsoft SQL Server, SSIS is naturally optimized to work well with it. SSIS also offers connectivity to other data sources via in-house-developed and third-party data providers, but the most frustrating part of working with different providers is mapping data types returned from SQL queries into SSIS internal variables. Even when working with SQL Server sources, data integration developers encounter this problem.

expressor provides a very elegant solution to this mapping problem through its [semantic rationalization](#) approach, which allows an organization to construct an abstracted environment that isolates the developer from the inconsistencies of the complex external world.

expressor provides generic ODBC support, is certified to work with all major relational database systems, including Microsoft SQL Server 2005 and 2008, Oracle, IBM DB2, Sybase, and MySQL, and ships with ODBC drivers for a variety of others, including Informix and PostGreSQL. expressor also provides connectivity to FTP servers, XML files, SAS files, complex flat files and messaging queues, and supports data warehousing and business analytics platforms (data warehouse appliances) from Netezza and Teradata.

All expressor connectors mentioned above are available at no extra charge. In addition, expressor has formed a strong [partnership with Attunity](#) to offer change data capture (CDC) and legacy system connectivity solutions to our customers.

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4 powerful, integrated scripting

All data integration systems require ETL developers to write scripts that transform data as it moves through a data flow pipeline. Neither of the two different scripting options available in SSIS – VSTA Script Language or the SSIS Expression Language – are particularly well integrated into SSIS.

expressor's scripting language – datascript – is derived from the [Lua](#) programming language, a powerful, fast, lightweight, scripting language used in many industrial and gaming applications where performance and efficiency are paramount.

expressor datascript combines simple procedural syntax with powerful data description constructs based on associative arrays and extensible semantics. Datascript is dynamically typed, runs by interpreting byte code for a register-based virtual machine, and has automatic memory management with incremental garbage collection, making it ideal for configuration and rapid prototyping.

5 complex transformations

Creating complex data transformations – such as multi-step business rules, complex joins and multi-level aggregations -- is so difficult in SSIS that developers can end up coding as much as 50% of a typical SSIS using stored procedures. But every time a data type changes in one of the sources, the entire SSIS data flow needs to be adjusted, retested and redeployed.

expressor offers more than 50 pre-built data transformation operators for common functionality such as sorts and joins, and its powerful scripting and data processing capabilities allow users to easily define and efficiently process their unique business and transformation logic, eliminating the need for hard-coding data transformation logic into SQL Server stored procedures.

6 semantic data integration

expressor is the only data integration vendor offering a new, innovative approach to data mapping that overcomes many of the issues associated with current point-to-point ETL data mapping products, including SSIS.

expressor's "[smart semantics](#)" enable you to rationalize all of your physical metadata around common business terms and write target-specific data transformation and business rules that are 100% reusable. With smart semantics, companies like yours can develop more flexible and efficient data warehouses and deliver more accurate BI reporting.

expressor's semantic rationalization process can correlate different external (column) names to the same business definition, or correlate the same external name from different data sources to different business definitions. Semantic rationalization enables business and development staff to use the same vocabulary when referring to a particular data item, regardless of what it is called in the source or target.

7 data integration lifecycle management

expressor is a collaborative, role-based data integration system that supports single-user and team-oriented application development to facilitate different roles such as data analysts, stewards, architects, and ETL developers to simultaneously contribute to a data integration project. It also allows you to manage every stage of the data integration development cycle, making it easy to deploy and migrate between development, test, and production systems — which are major pain points in SSIS.

The expressor semantic data integration system supports [total project lifecycle management](#) via a complete set of graphical, role-based tools based on .Net and familiar Microsoft Office tools. At the core of expressor is an enterprise-wide, centralized metadata repository that offers a single point of reference from which to review, analyze, and manage project development and deployment.

expressor poses no restrictions on how development tasks should be performed, whether sequentially or simultaneously.

Application developers can begin the design of the integration flow prior to the completion of the data analysis or vice versa. All artifacts from a project — including business rules — are reusable in subsequent projects and stored in the repository, which supports team collaboration and provides version management.

8 affordable integration

When you "run out of steam" with SSIS for some of the reasons highlighted in this document, the only choice you had until recently was to purchase a traditional high-priced enterprise-class ETL tool. These vendor tools can cost you several hundred thousands of dollars in licensing and maintenance fees, an amount many smaller to mid-size businesses cannot afford. Moreover, many of these systems are very large and complex, requiring a steep learning curve for you and your team.

expressor's next-generation data integration system offers an innovative "channel" pricing model that allows you to pay for only the software you use, reducing your total cost of ownership by as much as 80 percent when compared to the enterprise licensing model used by traditional data integration vendors. In addition, all expressor role-based GUI tools, metadata repositories and data connectors can be used free of charge with the purchase of at least one expressor channel. expressor publishes its pricelist at www.expressor-software.com/list_prices.htm.

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9 Microsoft-friendly ETL

expressor is complementary to SSIS – you use the two products for what they were designed for: SSIS for single-user general purpose data integration tasks, and expressor for high-performance and complex data integration projects.

SSIS and expressor can coexist side by side. In fact, expressor can be launched from SSIS data flow. And since expressor graphical tools are built on familiar Microsoft applications and tools, including Internet Explorer, Visio, Excel and .Net, your SSIS team can also now tackle enterprise-level data warehouse and data integration projects.

10 Windows and Linux deployment

expressor's parallel processing engine and meta-data repository are available on Windows 2003 and Windows 2008 server as well as on RedHat Linux.

The expressor tools are supported on Windows XP SP3 and Windows 7.



expressor software delivers enterprise-class data integration at an affordable cost. The expressor semantic data integration system rationalizes your metadata around common business terms, enabling your organization to develop more flexible and efficient data warehouses and deliver more accurate BI reporting. expressor's high-performance parallel data processing engine is optimized for today's growing and increasingly complex data volumes. And our usage-based pricing means expressor costs up to 80 percent less than competitive offerings.

expressor targets departmental data integration projects in Global 2000 and mid-market organizations across North America and EMEA. The company has customers in financial services, database marketing, healthcare and telecommunications, including American Tower, Integrated DNA, Moffitt Cancer Center, Sybron Dental Specialties and Viverae. For more information, visit www.expressor-software.com.

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