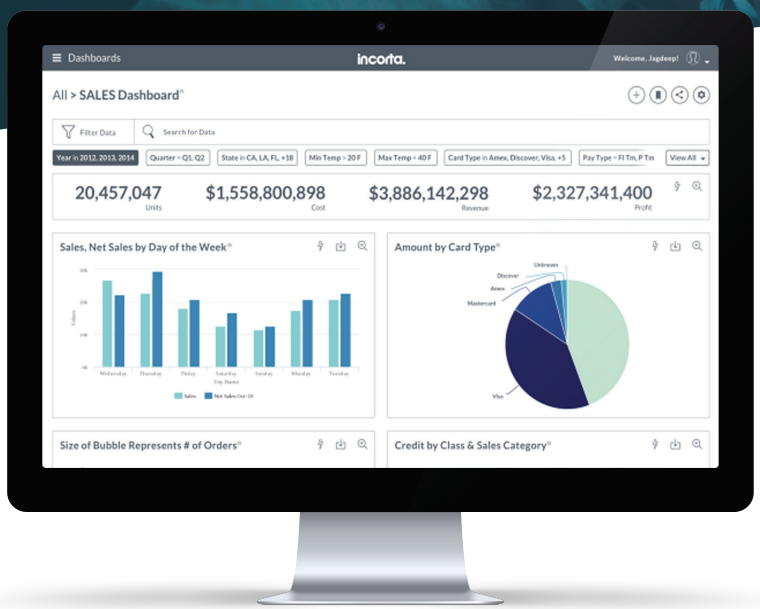
DATA SHEET

Incorta and Direct Data Mapping™

The fastest way to analyze complex business data.



At a Glance

Incorta aggregates large, complex business data in real-time, eliminating the need to reshape your data into analytical formats. Utilizing the industry's first Direct Data Mapping engine, Incorta delivers unprecedented join performance, making the data warehouse obsolete.

With Incorta, you empower business users to make better, faster decisions by readily and securely accessing up-to-the-minute business data stored across databases and enterprise applications, providing them with the real-time reporting and analytic applications they need.

Analytic Applications in Days. Complex Queries in Seconds.

Until now, analyzing large volumes of complex business data spanning ERP, cloud applications, and other business systems required the construction of a costly, time-consuming data warehouse. And the only way to normalize the data from these multiple sources, understand their relationships, and perform analytics at scale was via a star-schema or cube. But not anymore.

With Incorta's Direct Data Mapping engine, you get real-time aggregation of large, complex business data without the need for a data warehouse.

Key Benefits

No Data Warehouse

No star schemas, no elaborate ETL, and no flattening of data mean more flexible, accurate analytics delivered 10–100 times faster than other solutions.

Answers in Sub-seconds

Results return in seconds—even on complicated, join-intensive queries—encouraging a more flexible, exploratory conversation with the data.

Up-to-the-minute Data

Source system data refreshes as quickly as every five minutes—no lengthy data reshaping and overnight batch updates required. Google-like search lets users easily uncover insights and analyze data on their own.

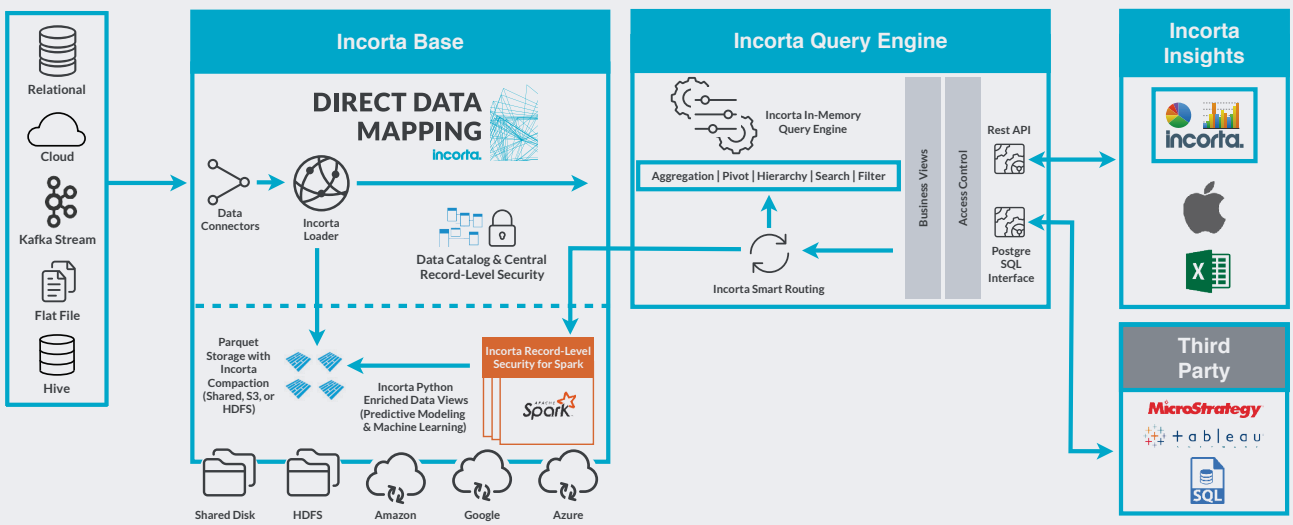
Inherited Security

Row-level security from source system data is preserved—enforcing consistent security policy across users, sessions, and applications—and encryption with detailed audit logs enforce governance.

How Direct Data Mapping Works

Incorta's Direct Data Mapping technology allows organizations to deliver "speed of thought", insights even against your organization's complex relational data. With Incorta, IT teams no longer have to spend time and resources reshaping their enterprise data with costly ETL. Additionally, Incorta makes it simple to relate data across enterprise applications and other business sources, eliminating the need for ETL, star schemas, and specialized databases.

Incorta is built on an elastic architecture, and can massively scale up and out to accommodate large volumes of complex relational data. Architected for the enterprise, the analytics platform can be deployed in the cloud or on-premises on inexpensive, commodity hardware.



Incorta is built on a modern data infrastructure that leverages open standards to seamlessly integrate with Spark for advanced data transformations, machine learning, and predictive analytics.

Extensive Data Sources and Analytical Tools

Out-of-the-box integration with:	
Relational databases	Oracle, IBM, Microsoft, MySQL, Vertica, SAP HANA, Netezza, Teradata, AWS Redshift
Cloud-based applications	Salesforce.com, NetSuite, Oracle Cloud, Zuora, ServiceNow
Big data repositories	HDFS, Hive, Kafka
Visualization tools	Excel, Tableau, MicroStrategy, R
Modern data enrichment, machine learning, and predictive analytic techniques	Spark, Drill, Presto
Support for:	
Modern data formats	CSV, JSON, Avro, Parquet
Other data sources	Easily add new data sources via Incorta's pluggable data architecture

"There are a million different ways to look at our data. With Incorta, we're able to decide exactly what we're going to see and when we're going to see it."

Greg Waldman
Business Intelligence & Analytics Manager
toast

For more information, visit www.incorta.com or email info@incorta.com.

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