

# Whitepaper

## Data Integration for Business Users

### Ready Access to the Data You Need

Historically, data integration has been the domain of IT professionals. In today's fast-paced business environment, however, businesses are beginning to recognize that business analysts and those who make business decisions should be developing data integration processes to meet their guidelines rather than handing off to developers whose expertise is in perfecting systems but not in how the data from the systems is used.

Agile companies understand that data is critical not only for strategic planning, but also for day-to-day operational decision making. Front-line employees can provide more responsive service and create efficiencies in their business functions if they have the most up-to-date information possible. Business partner relationships are strengthened by faster onboarding and easier data sharing. Including business users in enterprise data integration and management systems enables them to have a voice in how the data is processed and delivered. It also broadens the user base, freeing IT personnel for other tasks within the organization and shortening the time it takes to complete integration jobs.

But data integration is no easy task. There is a reason it is the realm of IT--increasing volumes of complex data come into the enterprise in myriad formats from a plethora of sources that must be integrated into the central system. Data integration software is difficult to understand and use, and complex hierarchical data is often integrated through home grown programs and hand-coding that must be done by programmers.

Data integration solutions are being developed to address the need for easy-to-use solutions that can be leveraged by business users as well as developers.

### Key Benefits

- Ready access to data for strategic planning to stay ahead of the competition
- Access to current data for day-to-day operational decision making to improve business efficiencies
- Front line employees can be more responsive to customers and partners, driving better relationships
- Broadens the base of users to make more informed, proactive decisions
- Broadens the base of users to get more work done faster
- Frees up IT resources from routine tasks
- Consistent access to reliable, timely data inspires confidence in the data



# Centerprise Data Integrator: Approachable Data Integration

## Data Integration for Business Users

Building hierarchical documents from relational or flat data is a complex undertaking. It is usually accomplished using hand-coded programs developed by IT professionals that are time consuming to write, expensive to maintain, and don't always meet the needs of end users.

*Approachable Data Integration* — The good news is that there is a powerful yet affordable complex data integration software solution on the market that doesn't require difficult and expensive IT coding processes. Astera's Centerprise Data Integrator has been developed from the ground up specifically so business users can solve their complex data integration issues with XML, electronic data interchange (EDI), web services, etc. firsthand. The intuitive, drag-and-drop environment enables non-developers to quickly and easily parse and construct hierarchical structures and manage their complex integration jobs faster and more affordably. Centerprise approachable data integration significantly lowers the need for IT resources and empowers those who use the data to have a say in how it is processed.

### *Better Business Data, Better Business Decisions*

Centerprise enables organizations to continually measure and enhance the quality of their data. In addition to promoting better business decisions, higher data quality results in improved customer satisfaction, better purchasing and logistical decision making, and increased partner sales.

### *Team Functionality*

Centerprise enables IT and business users to collaborate at a higher level and achieve significant productivity improvements with innovative team functionality and version control features. Libraries of reusable components can be created to perform complex, recurring transformations. Once created,

## Centerprise Benefits

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- Business information where and when you need it
- Consistent, higher quality data for more informed decisions
- Increased productivity - frees up valuable IT time, enables team functionality, and provides a broader user base to get integration jobs done faster
- Lower TCO thanks to more usable software that delivers data faster, driving better business decisions

## Centerprise Features

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- Approachable, code-free environment for business users to develop and test even the most complex integration flows
- Single integrated environment
- Team functionality and version control
- Connectivity to a vast range of sources – from applications and databases to files and web services
- Powerful, high-performance, parallel-processing engine
- Efficiently accommodates massive data volumes now and into the future
- Offers built-in connectors, functions, and transformations
- Intuitive, drag-and-drop interface to build data mappings
- Built-in profiling, validation, and cleansing for the highest data quality

these components can be used as part of other components and flows, thus leveraging data and process expertise across the organization. By enabling business users to access data where, when, and how they need it, IT is empowered to deliver greater business value to the organization.

### *Lower Total Cost of Ownership*

User-friendly data integration tools represent a major productivity shift from the days of hand-coding. Improvements are both tangible, through developer and analyst productivity, and intangible, through timely data availability, enhanced data quality, improved customer satisfaction, and higher quality decisions.

## Working with Hierarchical Data

The key to successful management of complex, hierarchical data is superior data mapping functionality. Data mapping is very difficult and must be done correctly in order to deliver the desired results. New technologies have been created in Centerprise that simplify and automate the complexities of data mapping for business users. Disparate data sources can be joined via the drag-and-drop environment to build complex trees, automatically build hierarchies from relational databases, and apply transformations to specific tree nodes. With these unique capabilities, users can rapidly create powerful transformations for hierarchical-to-flat, flat-to-hierarchical, and hierarchical-to-hierarchical situations.

## EDI - Electronic Data Interchange

Today's agile business relies on EDI technology to automatically exchange business documents from different sources in a standard electronic format, thus streamlining operational costs, increasing processing speed, reducing errors, and improving relationships with business partners. Centerprise provides complete bidirectional EDI mapping functionality for creating customized transaction structures, parsing and validating incoming documents, building outgoing documents, and creating outgoing EDI files, including HIPAA-compliant documents.

With Centerprise EDI you can:

- Create custom EDI formats using the Centerprise EDI Message Designer
- Parse and validate incoming EDI files. Validations include data type, lookup codes, message, functional group and interchange integrity, and conditionals. Error information can also be mapped to create customized outputs.
- Send and receive messages in all current and past versions of the X12 standard. Additional dialects will be available in the third quarter of 2014.
- Build standards and partners' compliant outbound EDI files

## Web Services

Centerprise supports web services such as SOAP and REST, as well as XML and JSON. The software also provides a gateway for countless consumer and enterprise APIs.

- Centerprise XML functionality can be used to parse incoming documents as well as build outgoing documents. Key functionalities include:
  - Use an existing schema or build one by providing a sample XML or JSON file
  - High-performance reading and writing capabilities able to work efficiently with very large data files
  - Quickly build complex outgoing XML documents using multi-table queries, tree joins, scoped transformations, and other features

# Centerprise Solutions



## Data Warehousing

High-performance data warehousing ETL features in a unified, intuitive environment.



## CDC

Choose either a batch or real-time change data capture strategy for your particular requirements.



## Data Mapping

Transforms advanced mapping, validating, and cleansing tasks into basic drag-and-drop or single-click commands.



## ETL

Extract data from any source, transform it to suit your needs, and load it into your database or warehouse.



## Data Conversion

Complex doesn't need to be complicated. Visual, code-free parsing, transforming, and loading of data from any source.



## Data Integration

A single platform for complex, hierarchical integration the requires no coding.



## Data Migration

Unique hierarchical data processing technologies automate and streamline data migration projects.



## EDI

Full electronic data interchange functionality combined with Centerprise complex data mapping capabilities.



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