

**DataMirror®**  
**Transformation**  
Server™ | **ES Fact Sheet**

# Real-Time Event Awareness and Data Integration

If you want to succeed in today's competitive business landscape, you need to be able to react to changes in your business as they happen. That means ensuring that information on customers, suppliers, inventory levels and sales are updated as business events occur. For instance, when a customer places an order, your inventory data changes. When the order is shipped, your warehouse data changes. When the invoice is issued, your accounting data changes. If all of these critical changes in your data flow across your enterprise in real-time, you are able to react faster and make better decisions.

DataMirror's Transformation Server/ES (Event Server) is an event-driven data integration solution that:

- Transforms data into a message format for immediate delivery to enterprise application integration (EAI), complex event processing (CEP), service-oriented architecture (SOA), or event-driven architecture (EDA) environments
- Creates useful business information from multiple sources by capturing transactions from mission-critical applications, pulling contextual information from other systems, and consolidating the data into a single event
- Dynamically routes data, based on content, to various message queues to be consumed by one or more applications

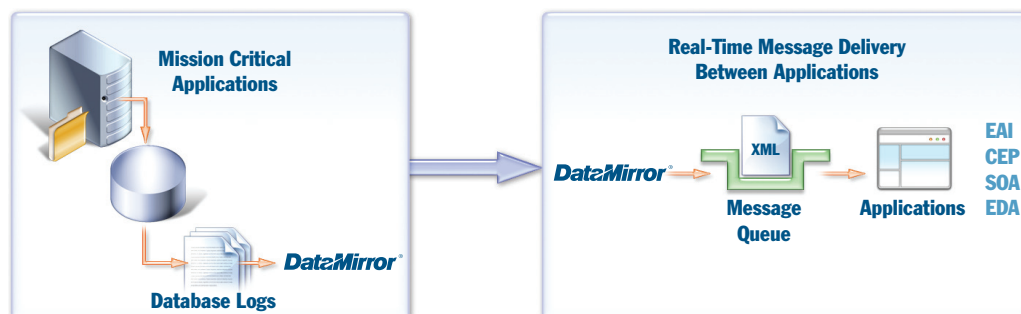
## Why Transformation Server/ES?

DataMirror's event server incorporates unique log-based Change Data Capture (CDC) technology that detects events as they occur without impacting the performance of mission-critical systems. It improves real-time insight into business operations and enables organizations to improve their business agility and productivity. With Transformation Server/ES, organizations are:

- Improving customer service by flowing real-time sales data into an inventory distribution system so products are always in stock whether the customer orders in-store, online or through a call centre
- Optimizing revenue and improving cross-selling and up-selling opportunities by capturing customer-related transactions across multiple sources and providing a single consistent view of information across all customer touch points
- Mitigating risk by detecting critical data changes quickly to better respond to compliance and fraud issues
- Populating real-time dashboards for on-demand analytics and business process management (BPM)

## Did You Know?

Transformation Server/ES provides heterogeneous support with no specific database or messaging middleware requirements, allowing companies to leverage their existing IT infrastructure.



## The Business Benefits

**Low Impact** – Transformation Server/ES uses log-based Change Data Capture (CDC) technology to capture changed data from database logs so performance of mission-critical applications running on the source system isn't adversely affected. With log-based CDC, no changes are made to the database, application, middleware, hardware or operating system.

**Easy to deploy** – An easy-to-use GUI allows for quick setup of event detection and message delivery, with no need for custom coding. The embedded Java database provides a staging area where complex business logic can be performed on the data as it is mapped between business applications. The result: faster implementation, lower costs and increased return on investment.

**Real-time** – Data changes are captured in the source system as they happen and flow immediately to messaging middleware, ensuring that all information is up-to-date and in sync.

**Flexible** – Using CDC, Transformation Server/ES can connect natively to source databases running on any platform including Oracle, DB2, UDB and SQL Server.

**Scalable** – Transformation Server/ES scales easily to large data volumes and integrates seamlessly with existing IT infrastructures.

“ The concept of events is the key underlying factor that will enable certain revolutionary improvements in business processes and application systems during the next five years. ”

Roy Schulte, VP Distinguished Analyst, Gartner

## [About DataMirror]

DataMirror (TSX: DMC), a leading provider of real-time data integration, protection and Java database solutions, improves the integrity and reliability of information across all of the systems that create and store data. DataMirror's flexible and affordable integration solutions allow customers to easily and continuously detect, translate, and communicate all information changes throughout the enterprise. DataMirror helps customers make better decisions by providing access to the continuous, accurate information they need to take timely action and move forward faster.

Over 2,000 companies have gained tangible competitive advantage from DataMirror software. DataMirror is headquartered in Markham, Canada, and has offices around the globe. For more information, visit [www.datamirror.com](http://www.datamirror.com).

## Customer Stories



A **courier company** with millions of customers runs an extensive delivery and tracking system that creates 1GB worth of data every two

minutes. About 400 transactions per minute need to be sent to a message queue and fed into a customer relationship management application. Using Change Data Capture technology, Transformation Server/ES detects and transforms all CRM-bound transactions and delivers them to a message queue without impacting the performance of the delivery and tracking system.

A **retailer** wants to improve customer service by making sure that products are always in stock when customers arrive at the store. After every sale, the point-of-sale application feeds sales data into a stock allocation application, which records the inventory changes and alerts the warehouse to restock the shop. Transformation Server/ES extracts the POS data in real-time and sends it in message format to a message queue. The sales and inventory data is then fed into the stock allocation system which, in turn, assigns inventory appropriately.



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