Actian Hybrid Data Conference
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Connect Business-Critical Apps in a Snap: Actian PointConnect

Robert Gorsuch
Sales Engineer

Dahye Huh
Director of Product Marketing
Agenda

- Why not Handcoding
- PointConnect 11 Overview
- Integration Basics
- Workflow Templates
- Demo
- Technology Partners
  - ServiceNow, SAP, Oracle NetSuite
Actian’s hybrid integration family of products
The world’s first truly “build once, deploy anywhere” hybrid integration solutions

**PointConnect**
Pre-built, rapid deployment application-specific, integration solutions
- Rapid deployment... up and running in hours
- Architected to connect both on-premise and cloud sources
- Enterprise-grade performance and security

**DataConnect Enterprise**
Comprehensive integration platform, for all your on-premise and cloud sources
- Extensive library of connectors
- Modern development framework for complex integration problems
- Seamlessly works with your existing infrastructure and data sources

**Hybrid Integration Mgr**
for DataConnect Enterprise
Cloud-based orchestration of your enterprise-wide integration deployments
- Run and manage integrations in the cloud, on-premise or combination
- Monitor and control 1000’s of integrations deployed in any location
- Economical subscription model

Powered by Actian’s UniversalConnect Technology™
Handcoding is the most efficient way to perform point-to-point integration.
Debunking the myths of point-to-point integration

1. Handcoding is the most efficient way to perform point-to-point integration.

2. If the initial integration build only took a few weeks, we won’t need more help.
Debunking the myths of point-to-point integration

1. Handcoding is the most efficient way to perform point-to-point integration.

2. If the initial integration build only took a few weeks, we won’t need more help.

3. All we need is an SI we can trust for integrations.
# Debunking the myths of point-to-point integration

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<thead>
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Debunking the myths of point-to-point integration

1. Handcoding is the most efficient way to perform point-to-point integration.

2. If the initial integration build only took a few weeks, we won’t need more help.

3. All we need is an SI we can trust for integrations.

4. If the integration we built was basic, we don’t need another tool to manage it.

5. All application-specific SaaS integration solutions are the same.
# Hand coding vs Actian PointConnect

<table>
<thead>
<tr>
<th></th>
<th>Custom Code Integration</th>
<th>PointConnect</th>
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<tbody>
<tr>
<td><strong>Changes to Business Processes &amp; APIs</strong></td>
<td>Every time an API is changed, code must be fixed by skilled programmers</td>
<td>Alters the configuration on the fly to accommodate any changes to business processes and APIs</td>
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<tr>
<td><strong>API Restrictions</strong></td>
<td>Introduces significant complexity which can hamper the performance of the integration process and scalability (limit on # of API calls, and data size)</td>
<td>Manages API restrictions by managing data into smaller acceptable data sets and the ability to process data sets in parallel streams</td>
</tr>
<tr>
<td><strong>Monitoring &amp; Error Detection</strong></td>
<td>Requires manual building of tools</td>
<td>Built-in tools automatically detect errors, log information about the integration process, and send notifications to appropriate people</td>
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</table>
| **Reusability**              | - Standardization between coders will differ from integration to integration  
                              |   - Each integration will need to be built from scratch  
                              |   - May not be able to go back to previous integration and update best practices and documentation | Designed with reusability as one of its core tenets, with workflow templates to accelerate the integration projects |
| **Integration maintenance costs** | Very high. Changing or expanding the integration is manual and requires dev resources | - Easily maintain integration with a few clicks  
                              |                                                                              |   - Troubleshoot and scale to any number of endpoints. |
| **Return on investment**     | Very low. Lower upfront costs are heavily offset by maintenance needs, the lack of and frequent integration breaks | High. Time and resources are saved during implementation, execution and maintenance of an integration project. Includes onboarding and 90 day customer success out of box. |
Actian PointConnect: rapid, agile, cost-effective point-to-point integration

Key features

- Pre-built workflow templates with existing business logic
- Easy-to-use desktop IDE for simple design and customization
- Intuitive management and monitoring with Hybrid Integration Manager

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<th>Differentiators</th>
<th>Business benefits</th>
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<td>90 day rapid success plan included; optional 1-year</td>
<td>Improve time to value</td>
</tr>
<tr>
<td>Goes beyond technology widgets to tackle the underlying business problem</td>
<td>Reduce resources and cost to implement and maintain integration</td>
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<tr>
<td>Cost-effective and simple to use while still maintaining enterprise-grade quality</td>
<td>Quickly respond to changes to ensure application data integrity and improve user adoption</td>
</tr>
<tr>
<td>ServiceNow certified partner with domain expertise</td>
<td>Improve IT productivity</td>
</tr>
</tbody>
</table>
Actian PointConnect Web Services
PointConnect Data Types

Web Services commonly use hierarchical data types and canonical schemas...

**JSON**

```json
{
  "schema": {
    "rule_defs": {
      "root_defs": [{
        "sequence": [{
          "rec_type_ref": "response__type",
          "min_occurs": "0",
          "name": "response",
          "max_occurs": "1"
        }],
        "min_occurs": "1",
        "name": "DocumentRoot",
        "max_occurs": "1"
      }],
      "type_defs": [{
        "groups": [{
          "name": "response__type_group",
          "sequence": [{
            "min_occurs": "0",
            "length": "unbounded",
            "max_occurs": "unbounded",
            "name": "result",
            "rec_type_ref": "result__type"
          }],
          "max_occurs": "1"
        }],
        "name": "response__type"
      }]
    }
  }
}
```

**XML**

```xml
  <ns1:id>http://services.odata.org/V3/Northwind/Northwind.svc/Products</ns1:id>
  <ns1:title>
    <type>text</type>
    <ns1:link>
      <rel>self</rel>
      <title>Products</title>
      <href>Products</href>
    </ns1:link>
  </ns1:title>
  <ns1:updated>2017-09-28T17:26:07Z</ns1:updated>
  <ns1:entry>
    <ns1:id>http://services.odata.org/V3/Northwind/Northwind.svc/Products(1)</ns1:id>
    <ns1:category>
      <term>Northwind relational</term>
    </ns1:category>
    <ns1:link>
      <rel>edit</rel>
      <title>Product</title>
      <href>Products(1)</href>
    </ns1:link>
    <ns1:link>
      <title>Category</title>
      <href>Products(1)/Category</href>
    </ns1:link>
    <ns1:link>
      <title>Order Details</title>
      <href>Products(1)/Order_Details</href>
    </ns1:link>
  </ns1:entry>
</ns1:feed>
```
PointConnect Data Types

... but could also use any other legacy or file-based data type
PointConnect Workflow Templates

Enable efficient exchange data between two applications

- Pre-built workflow templates contain all necessary logic to process data generated by the request/response exchange
- Expedite mapping, data transformations and development of workflows and business processes
PointConnect Source Connection

Variety of embedded connectors simplify and expedite connecting to any common data type and data source
PointConnect Target Connection

Includes pre-built connectors to a variety of SaaS applications, simplifying access, field mapping and record operations (CRUD)
PointConnect Field Mapping

Simplify field-to-field mapping, the application of individual transformation, and data quality rules

- Exposes data and metadata from different data sources in a transparent, unified and intuitive manner
PointConnect Runtime Configuration

Enables flexible deployment options of dynamic and scalable point-to-point integrations
PointConnect EZ-Script

Intuitive, high level scripting language enables complex implementations of point-to-point data integrations
PointConnect Standardized Environment

UI based on the Eclipse Integrated Development Environment (IDE)
PointConnect Demo
ServiceNow Certified Technology Partner

The Actian PointConnect ServiceNow to Salesforce workflow template is available as a certified application in the ServiceNow Store

https://store.servicenow.com
The Actian PointConnect SAP to Salesforce Sales Order workflow template is available as a certified application in the SAP Solutions Directory.

https://www.sap.com/dmc/exp/2013_09_adpd/enEN/search.html#
The Actian PointConnect NetSuite to Salesforce Lead-to-Cash workflow template is available as a certified application in the Suite App store.

http://suiteapp.com
Connect Your World
Experience DataConnect 11 in a Hands-on Lab

✓ Receive a guided tour of DataConnect 11
✓ Test your upgrade to v11
✓ Learn how to connect with Ingres, Actian X, Vector

The Boardroom
2:15 – 4:00pm
Thank you!