

# New Era Technology & Denodo

Combining state-of-the-art professional services with the industry's most advanced data virtualization platform to streamline data access in support of the most critical business needs.

## Why New Era Technology & Denodo?

For an organization to be competitive in this era of digital transformation, data must be front and center. However, many organizations struggle with data that is:

- Siloed
- Complex to access
- Difficult to integrate
- Inaccessible to most business users

This diminishes the value of data and its ability to influence decision-making. Often, data warehouses and data lakes are used to try to bring the data together for reporting, but such solutions present their own drawbacks in terms of effort, complexity, costs, and time-to-market considerations. Data virtualization is a powerful alternative, yet it also seamlessly operates alongside existing data warehouses and data lakes. Working together, New Era and Denodo use data virtualization to unlock your deeply buried data, make it available to business users, and help your organization become data-driven.

### What Denodo Brings

The Denodo Platform is the industry's most advanced data virtualization solution. Data virtualization is a data integration and data management solution, but rather than physically replicating data from multiple source systems into a common, central repository, such as a data warehouse or data lake, data virtualization provides real-time, integrated views of the data across the different sources, without replication. The sources could include on-premises and cloud repositories, as well as structured or unstructured sources. Data virtualization enables modern architectures such as logical data warehouses, which connect to disparate data sources, rather than physically collect it in one place.

With data virtualization, companies gain a single view of the truth, and it enables companies to manage security and governance protocols across the entire organization from a single point of control. During large scale migrations and other modernization and digital transformation activities, the data virtualization layer manages the underlying complexities on behalf of the user and any consuming applications, providing real-time access to integrated data, even when the data is in transition.

## What New Era Technology Brings

New Era Technology is a global managed technology service provider. New Era creates powerful digital, data, and technology solutions that keep companies moving forward in a rapidly changing world. We use data insights, experience design, and tech innovation to help companies reimagine their business for whatever comes next.

Data is at the center of everything we do, and we believe that data has the power to deliver actionable insights that transform the way that companies envision and shape their business. We help companies to leverage data as the valuable asset that it is and to establish strategies to maximize the potential of data across the business. We help you trust in your data, improve the way it is integrated and delivered, and enable you to harvest it for meaningful outcomes. Our approach leverages our proprietary strategic data management and analytics catalyst framework to enable customers to develop mature capabilities across the different facets of the data management effort.

Modernizing a data platform requires a modern reference architecture that brings the best technologies to a solution, as well as modern approaches that can enable unique capabilities. The Denodo Platform sits at the heart of an integration architecture that exposes data for pent-up demand and use cases. The Denodo Platform can resolve many of the inherent challenges in a complex ecosystem of applications including those that perform data integration, point-to-point integration, the delivery of data with accelerated time-to-market, security, and data governance.

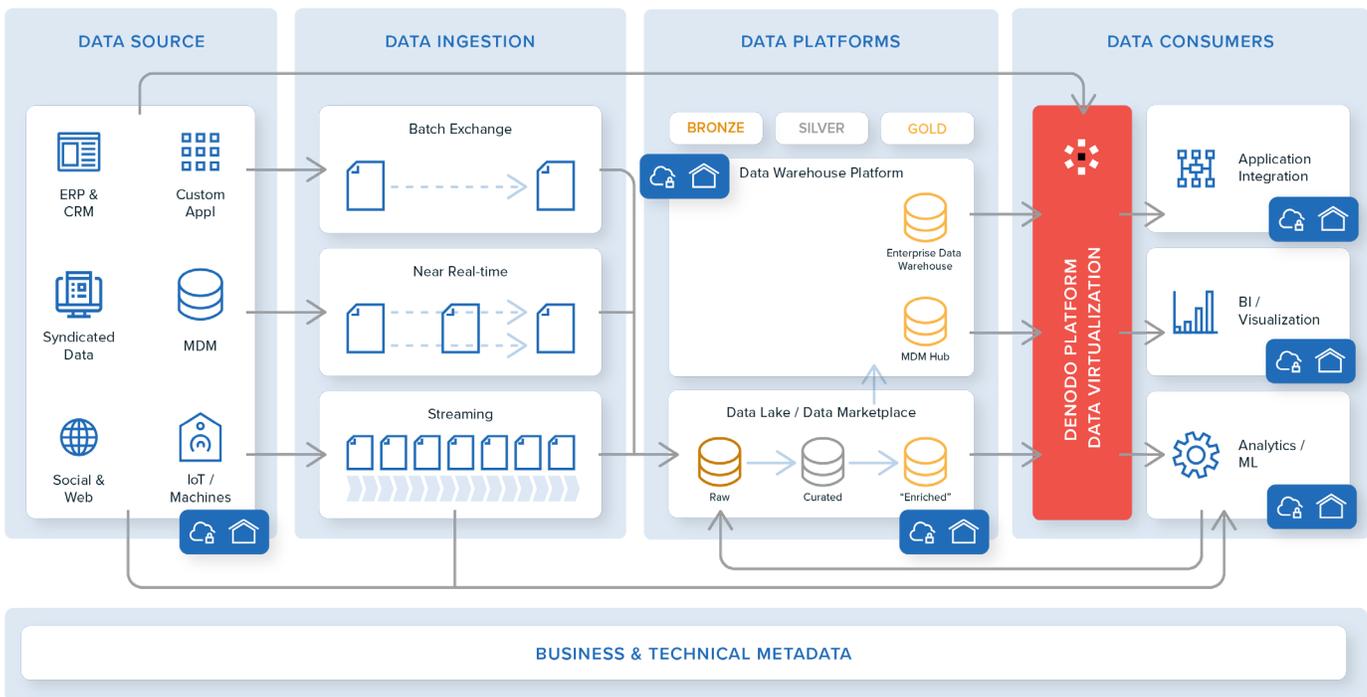


Figure 1: Modernizing data management with Denodo Platform.

Together, New Era Technology and Denodo enable companies to:

- **Access real-time data** for improved business decisions and to keep pace with the speed of business
- **Gain self-service access to data** including direct connectivity to system-of-record data as it is produced and updated
- **Integrate data across the business** without replication and redundancy
- **Centralize metadata, security, and governance** with an integrated view of all data, allowing for standardization and the enforcement of core principles of access, understanding, and use
- **Reduce IT costs** by lowering data engineering workloads, reducing the lifecycle of data engineering projects
- **Leverage expertise and leadership** to ensure the ongoing success of the new data solution

### About Denodo

Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months. For more information, visit [www.denodo.com](http://www.denodo.com) or call +1 877 556 2531 / +44 (0) 20 7869 8053.

### About New Era Technology

New Era Technology helps Fortune 500 and mid-market companies build momentum for a digital-first world. Our team of big-picture thinkers, technology-minded creatives, data scientists, and technical experts comes alongside your team to deliver scalable, future-focused solutions for your most complex goals.

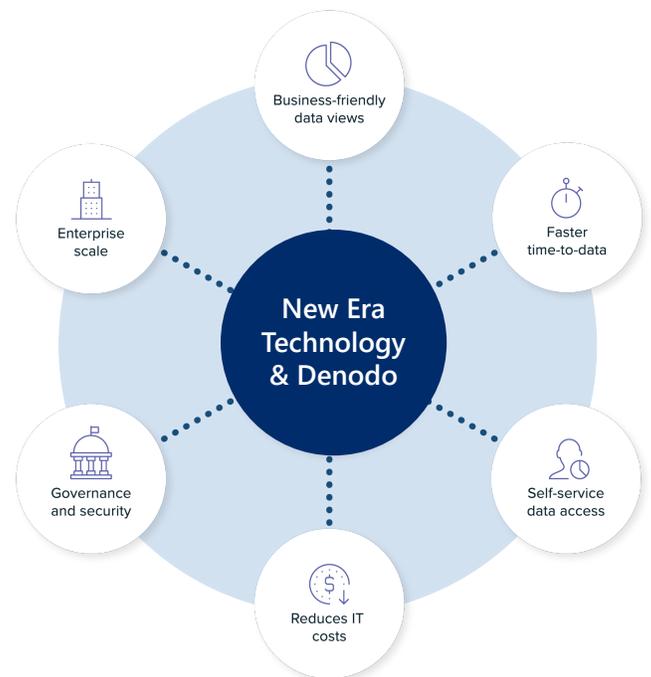


Figure 2: New Era and Denodo can deliver value to both the business and IT in many ways.

## Ready to Get Started?

Learn more by visiting [digital.neweratech.com](http://digital.neweratech.com) or call us at 877-696-7720.

