



High Performance Data Integration

ETI

Overview

ETI provides high performance connectors (HPCs) for moving large volumes of data between relational database systems and SQL Server 2005 Integration Services (SSIS). The ETI HPC for Teradata moves data 8-10 times faster than the standard OLEDB connector for SSIS.

Physical Office Locations

- ~ **Headquarters**
Austin, Texas
- ~ **Other offices**
US, FR, GR, UK

Description of Your Solution

ETI provides high performance connectors (HPCs) for moving large volumes of data between relational database systems and SQL Server 2005 Integration Services (SSIS). The ETI HPC for Teradata moves data 8-10 times faster than the standard OLEDB connector for SSIS.

Industry & Vertical Focus

- ~ **Primary** - Healthcare
- ~ **Secondary** - Government
- ~ **Tertiary** - Financial Services

Functionality Selection

- ~ **Primary** - Business Intelligence
- ~ **Secondary** - Data Management
- ~ **Tertiary** - E-Biz/middleware

Target Audience & Business Need

- ~ **Decision maker** - IT managers for BI, DW, ETL

- ~ **Users** - SSIS Users/ETL Developers
- ~ **Need** - Fast relational SSIS connectors
- ~ **Results** - Fast data access in/out of SSIS

Customer Segments

- ~ **Enterprise >2000 employees**
 - ~ Time to close sale - 3 Months
 - ~ License Revenue per Customer - \$20,000.00
 - ~ Yearly Installations - 20
- ~ **Corporate Account Segment 1000-1999 employees**
 - ~ Time to close sale - 3 Months
 - ~ License Revenue per Customer - \$20,000.00
 - ~ Yearly Installations - 20

Influence on Microsoft Products

Impact on Microsoft for a typical sale in Enterprise >2000 employees

	# MS Licenses Required	% that make new purchase
Server-SQL pre-2005-Enterprise	6.0	Most (60%)
Server-Win pre-2003-Enterprise	6	Some (30%)

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Customer/Case Study Reference

- ~ **Enterprise >2000 employees**
 ""A major Telecom corporation says they get 20x faster access to data when using ETI HPC for Teradata to SSIS thus providing additional impetus to upgrade to SQL05.""
- ~ **Corporate Account Segment 1000-1999 employees**

Solution Installed Base

- ~ **Number of companies that have purchased**
1
- ~ **Number of users using solution**
1

Microsoft Go To Market Alignment

- ~ Business Applications, Connected Systems, Operational Efficiency & Productivity

When to engage, when not to engage

Engage when Enterprise customers are using SQL05 for BI solutions and they are using SQL05 Integration Services to move high volumes of data to/from relational database systems, such as DB2, Oracle & Teradata.

Out of the box - Solution Stack

- ~ Extends SSIS connectivity
- ~ Allows high volume data feeds
- ~ Fast, efficient movement of data

Solution Environment Integration

- ~ Teradata databases
- ~ Oracle databases
- ~ DB2/UDB databases
- ~ **Solution Written In**
C# & .Net Managed Code

Top Reasons To Buy Solution

- ~ Timely access to data for End User
- ~ Reduces Cost of BI Solution

Top Reasons To Promote Solution

- ~ Promotes Enterprise Adoption
- ~ Positions SSIS for Enterprise
- ~ Removes sales barriers

Sales Geography

- ~ **Currently Selling Into:**
All
- ~ **Would Like to Sell Into:**
All

Contacts

- ~ **Primary**
Laurie Crossett
VP Business Dev
email crossett@eti.com
ph. 970-946-7980
- ~ **Secondary**
Kevin Sharp
SVP WW Sales
email ksharp@eti.com

ph. 512-383-3090

Detailed information on ETI HPCs for SQL Server 2005 Integration Services including evaluation software, presentations, press releases, white papers, case studies, etc are located on <http://www.eti.com/microsoft>

Pricing and Licensing

Enterprise License allows for the installation and use of an HPC on any number of servers both for the development and runtime environments. Enterprise licenses are priced at \$50,000 US & 41,800 EU. A single server license allows for the installation and use of the HPC on one server system. Single server licenses are priced at \$20,000 US & 16,800 EU.

Buzzwords

- High Performance Connectors (HPCs)
- Data Access
- ETL

Channel

How is solution sold

Direct

Is Sales Assistance Provided

Yes

Current Partnerships

Fujitsu

Acorn Systems; Tableau

Developing Partnerships

Services

We have some engineering resources but also rely on partners.

Tell the Customer!

Q&A [...]

Additional Resources

Primary Link

www.eti.com/microsoft

Secondary Link

www.eti.com

Other

Additional sales/technical materials available