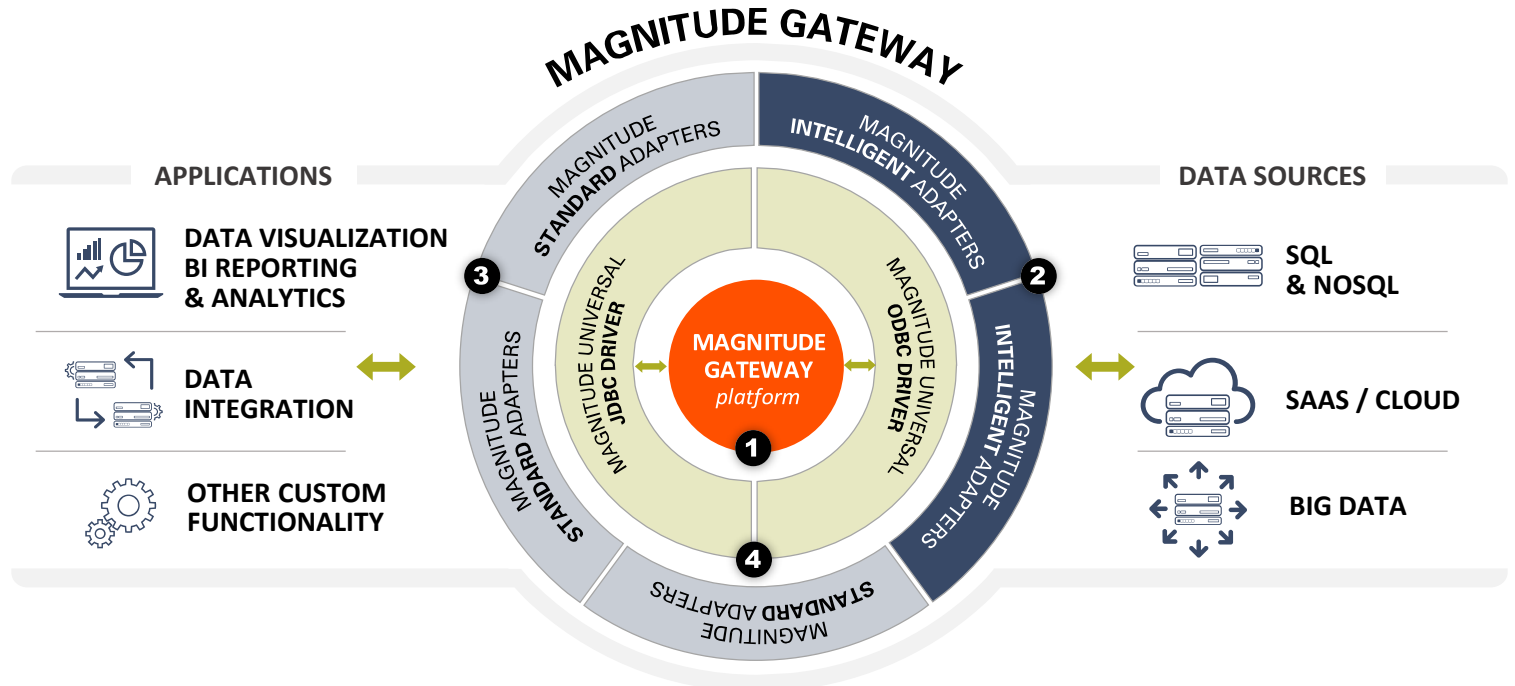


# SIMPLIFY ACCESS

TO MULTIPLE DATA SOURCES FROM YOUR PRODUCT

**MAGNITUDE GATEWAY**, a disruptive approach to connecting applications and data sources, enables application providers to put actionable data – wherever it resides – at the fingertips of business users. Deliver a better, more productive customer experience, providing unified data access without costly in-house development, time-consuming sourcing, and heavy implementation and maintenance requirements from your team.



- 1 Magnitude Gateway Platform**  
Provides a core set of services enabling access to today's most popular data sources, including traditional relational sources, Big Data, SaaS and NoSQL.
- 2 Magnitude Intelligent Adapters**  
Provide modular access to, and simplified configuration and connectivity management of data sources.  
Providing more than access to raw data, these adapters come with an enriched schema for the data source, supplying a business view of the underlying data and greatly simplifying reporting and analysis.
- 3 Magnitude Standard Adapters**  
Handle basic connectivity by providing modular access to data sources with an emphasis on simplified configuration and connectivity management.  
Available for nearly 100 applications and data sources.
- 4 Magnitude Universal Drivers**  
Enable users to quickly and easily gain standards-based access through a single ODBC or JDBC driver to an array of application- and data-source-specific adapters.

**MAGNITUDE GATEWAY DELIVERS INNOVATION** in data connectivity provisioning and management, dramatically enhancing the user experience while enabling ISVs to provide connectivity to more data sources, and reduce the cost of distribution and maintenance.

- 

**Broaden your target market** with the richest set of data connectivity capabilities.
- 

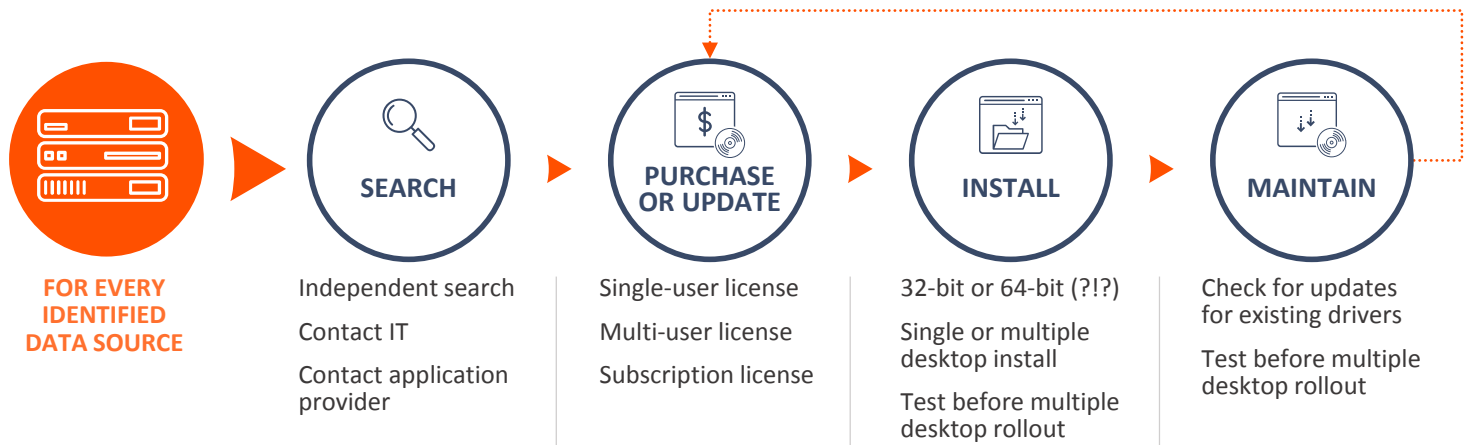
**Offload data connectivity development, distribution, maintenance and support** while reducing costs.
- 

**Gain new insights** on usage analysis to better understand data source popularity, data volumes, and frequency.
- 

**Incorporate enriched business data** directly into your solution – for self-service access to data by your customers.
- 

**Deliver new connectivity** to users independently of your release cycle.

## The High Cost of Data Source Connectivity Sourcing, Distribution and Updates



For every data source, an ISV needs to research and identify drivers, then individually acquire and update them ... or spend finite budget and time developing and maintaining drivers.

Creating a custom solution for every application to connect to each data source has an additional challenge: the APIs for each data source are different, requiring development expertise and the ability to maintain all the access points.

**Magnitude Gateway eliminates the fragmented effort of data source driver acquisition and updates, driving down costs, improving efficiency and speeding time to market. What's more, Magnitude Gateway relieves the burden of driver updates as maintenance is centralized within the platform.**

“  
Application providers are grappling with the high cost of data connectivity, distribution and maintenance with the explosive growth in data sources across cloud, premises and hybrid deployments. Magnitude Gateway dramatically decreases what it costs and takes to configure and support access to any data source, improving customer experience and reducing requirements for in-house expertise.  
”

Darren Peirce, CTO, Magnitude

## LET'S HAVE A CONVERSATION

Enable immediate value from the data your customers access. Dramatically decrease what it takes to configure and support access to that data. Get products to market faster. Do it all with fewer resources and less expense using Magnitude Gateway, a disruptive approach to connecting applications and data sources - from the people who understand connectivity best. After all, 100% of 2017 Gartner BI MQ leaders partner with Magnitude and our Simba Technologies team for real-time data access.

Learn more about Magnitude Gateway and how your organization can gain immediate value from delivering unified data access to customers without heavy implementation overhead.

## REQUEST A DEMO

[simba.com/gateway-demo](http://simba.com/gateway-demo) or call +1.604.633.0008 EXT. 3