

# Actian DataConnect Inside

Embedded Integration to power your applications and connect your product to the ecosystem around it

## Key Benefits

We integrate, so you can innovate

Own the integration experience and outcomes for your customers

Seamlessly deliver integrations at scale with same consistent user experience across various deployment options

Strengthen relationships with key partners and developers

Keep revenue in house – Grow sales, reduce customer churn and disrupt new markets

Embedded into the flow of your product

## Embed DataConnect iPaaS into your customer's applications

New data challenges usher in new technologies to solve them. How can you seize the opportunities while keeping your budget in check? Whether you are managing an entire company or a single project, you need a cost-effective data integration partner you can count on today—and in the future.

Many organizations continue to struggle with common integration issues. When coupled with the ubiquity of data and the ever-growing portfolio of applications within an enterprise, SaaS is making things more difficult. As a result, organizations need to be able to accomplish seamless integration between their cloud and on-premises applications as well as their customers' on-premises applications, all in the smallest amount of time and effort possible to maintain their competitive advantage.

Actian DataConnect is an iPaaS (integration platform as a service) offering for anyone who needs to integrate business data from disparate sources and cloud applications quickly and easily. It gives you an intuitive graphical interface to define connectivity, data delivery, data consistency, or transactional data integration among multiple systems. DataConnect empowers anyone to integrate data. Whether you are a business analyst, SaaS admin, Integration specialist, project manager, or Line of Business user, you can connect apps and move data in minutes. The DataConnect Studio integrated design environment has hundreds of pre-built connectors, guided workflows, and event rules to realize value quickly by accelerating the initial design, and the ongoing maintenance of your data pipelines. The Integration Manager web app makes it easy for operations users to deploy, configure, and monitor running integrations. Automated runtime is just as easy with the listener, scheduler, REST, Java, or Command Line interfaces that fits best for your use cases.

## DataConnect Inside – iPaaS in a box

**Actian DataConnect Inside is an “iPaaS in a box”** that empowers anyone to integrate anything, anywhere, anytime.



# Embedding in SaaS applications

Embedded iPaaS solutions are made from building blocks of pre-built templates that provide an environment designed for creativity within safe boundaries. **Actian DataConnect Inside is an “iPaaS in a box”** that offers tools that enable you to build tailored solutions for your customer needs rather than worrying about the technical complexities needed to build, manage and maintain the solution. With an embedded iPaaS you can create new integrations rapidly by activating them within your integration platform’s environment.

- **Build “out of the box” integrations:** DataConnect provides a scalable connectivity framework, a lightweight embeddable runtime engine, a low-code visual IDE to design and build integrations, and an API to let you create any UI/UX you like; a custom design interface or a simple method to deliver and launch integrations.
- **Enable white label integration** – fully customized and fully managed iPaaS, seamlessly embedded into your application and aligned to your corporate identity. Actian DataConnect has designed and built an integration platform that SaaS providers can trust, while still retaining ownership of the customer relationship and user experience as our platform embeds right inside your product making it invisible to your customers.
- **Lightweight embeddable engine to power XaaS apps** – Actian DataConnect is truly embeddable integration technology for applications and services that demand the ultimate low-latency performance and control.
- **Integrate Anything** – Actian’s patented UniversalConnect™ technology is a flexible, intelligent agent framework that enables connecting to virtually any data source, format, location, using any protocol.
- **Design once, embed and manage anywhere** – Simple, low-code graphical UI (DataConnect Studio IDE) allows ad-hoc integrators, integration specialists, developers and product development teams to create, deploy and maintain integrations.
- **Accelerate time to value** – Save yourself the trouble of lengthy, resource-intensive and unprofitable application integration projects. DataConnect’s intuitive development and management environments accelerate time to value.
- **Future-proof and portable** – Embedded lightweight Runtime Engine and Integration Manager micro-services enable you to seamlessly migrate integrations from Cloud to, or from, On-premise as business requirements change. No redesign required, simply re-configure as needed and keep integrations intact to protect the investment you already made.
- **Unified experience** – Actian DataConnect iPaaS single platform delivers the same design-package-deploy experience on premises or in the cloud, better enabling hybrid environments and removing friction for clients who plan to move all or some initiatives to the cloud.
- **Support for real-time Integration** – The prevalence of SaaS applications coupled with explosive data growth often demands real-time information exchange and low-latency processing. Every integration deployed and configured is automatically assigned a URL endpoint for consumption by client applications. This effectively makes every integration real time enabled and available as an API by default which means broader integration requirements are met with reduced complexity.
- **Predictable and flexible pricing model** – Procured as a subscription service, DataConnect iPaaS offers customers a predictable and manageable expense. UniversalConnect™ eliminates any “per connector” or “per connection” cost basis. Customers purchase only the processing bandwidth they need and can increase it based on a simple concurrency model.
- **Pedigree in iPaaS** – Actian’s third generation DataConnect iPaaS is based on a micro-services architecture built with a cloud-first design principle and has been well-tested and trusted by industry’s top organizations
- **Built in Enterprise-grade Security and Reliability** – Built-in security measures address modern risk in hybrid cloud environments where traditional perimeter security falls short. DataConnect iPaaS powered by Actian DataCloud uses a modern microservice architecture that is SOC 2 Type 2 compliant. Authentication is done using OAuth2, data connectivity supports TLS1.2, and all server communications are encrypted via SSL. Inside the firewall Agents provide runtime and last-mile connectivity to on-premise data stores to avoid security issues and only communicate job history and configuration information over the wire.



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