

Total Economic Impact of DMExpress



A Sound Technology Investment for Challenging Times

Syncsort DMExpress is the fastest, most reliable, and cost efficient enterprise Data Integration software.* A key to timely business decisions and efficient management, it speeds applications and delivers information to business users **when they need it**.

When compared to over-priced DI Tools, DMExpress is twice as fast, controls hardware costs by using less memory and CPU, and saves up to 80% on software costs.

Compelling Innovation

- Proprietary Algorithms
- Cutting Edge Data Handling Methods
- Dynamic Optimization
- Fast I/O
- Parallel Processing

Benefits to Drive ROI

- High Performance
- Breadth of Functionality
- Scalability & Operational Flexibility
- Ease of Use
- World Class Service & Support

Time and Money Saved

Labor

- Increased productivity = hiring cost avoidance
- Ease-of-use = little to no training needed
- Faster project implementation = reduced project costs

Hardware

- Ability to run on commodity hardware
- Minimal use of CPU and other expensive computing resources

Software and Services

- Inexpensive license fees compared to other solutions
- Modestly priced training and educational services
- Professional services modestly priced and quick to implement
- Implementation costs much lower than using SIs / consultants or internal staff
- World-class technical support provided by engineers 24X7

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* Based on actual comparisons against leading competitors, including Informatica, IBM DataStage, and others. Claims are based on results of specific tests and may vary depending on environment. But don't take our word for it; verify DMExpress' superiority in your current application by contacting Syncsort to arrange a Proof of Concept.

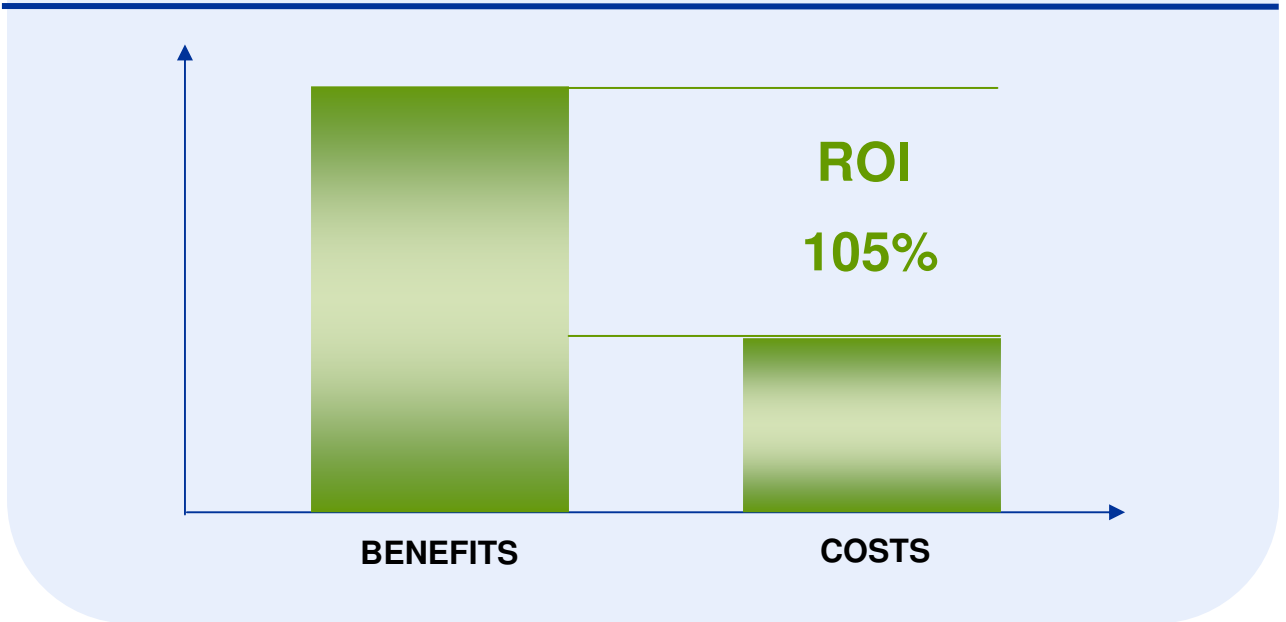


Independent Study: Total Economic Impact™ of DMEExpress

Single Company Analysis – Data Warehousing: Database Marketing, Customer Data Integration and Analytics

– from a commissioned study by Forrester Consulting on behalf of Syncsort

Leading Database Marketing Company Achieves Over **\$200,000** in Benefits and **105%** risk-adjusted ROI with DMEExpress!



Total Quantifiable Benefits Over 3 Years

Productivity Savings	\$38,976
Hiring Cost Avoidance: Senior Developers	\$38,636
Hiring Cost Avoidance: Data Processing Staff	\$13,636
Incremental Revenue from Client Retention	\$133,333
Total Benefit	\$224,581

Benefits Not Quantified

- Reduction in Project Time
- Improved Technical Support
- Minimal Training Support

For the complete Forrester report visit www.syncsort.com/ROI

About Syncsort DMEExpress

Syncsort has built compelling solutions to performance problems for nearly 40 years. DMEExpress, Syncsort's high-speed data integration tool, consistently outpaces high-priced competitors by replacing long-running processes – saving customers hours, even days of processing time. Whether it's ETL, data warehousing, BI, or other large volume applications, DMEExpress speeds applications, dramatically reduces hardware and software investment, and delivers information business users need – when they need it.