

# How You Make Money with Progress

## Secure Data Integration and Connectivity



DataDirect allows companies to connect between an application and a database. Our technology to make those backend connections.

### “ WHEN YOU HEAR...

- › Cloud-to-Ground Connectors
- › Pre-Built Connectors
- › REST API Connectors
- › Data Connectivity Solutions
- › Custom-Built Connectors

### “ WHEN YOU HEAR...

- › Build you own Connectors
- › Database Drivers
- › Salesforce Connectivity
- › Data Access for Analytics
- › GDPR Compliance

...SUGGEST ▼



#### DataDirect On-Premises Drivers

Industry Leading ODBC, JDBC, and ADO.NET Drivers

High Performance with Advanced Features

Enterprise reliability, security, and compatibility



#### Hybrid Data Pipeline

Access data from any cloud or on-premises sources behind a firewall via single standard interface SQL (ODBC, JDBC) or REST (OData)



#### OpenAccess SDK

ODBC, JDBC, ADO.NET driver SDK

Custom connectivity to your API or DB

Rapidly accelerate open analytics strategies



#### Autonomous REST Connector

Custom ODBC/JDBC connectors for REST APIs in Minutes.  
No code. No hassle.



Video



Datasheet



Webinar

### CONTACT YOUR DEDICATED TEAM



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### DEAL REG IT!

#### COLLECT UP TO 20% ADDITIONAL MARGIN!

Register the deal through your partner portal or contact us at [channel@progress.com](mailto:channel@progress.com)

### QUALIFYING QUESTIONS TO ASK

- › Do you have any trouble connecting applications and databases across your enterprise?
- › How do you connect your SAAS/Cloud applications to your Reporting Tools?
- › How do you connect with internal or external APIs for reporting?

#### DataDirect Competitors:

CData, Simba/Magnitude, Cloud Elements

# How You Make Money with Progress

CMS, WCM and DXP Solutions



## “ WHEN YOU HEAR...

- › Content Management System (CMS)
- › Multichannel Management
- › Multisite Management
- › Website Built on .NET
- › Marketer & Developer Productivity Tools

## “ WHEN YOU HEAR...

- › Web Content Management (WCM)
- › Marketing Analytics
- › Content Personalization
- › Audience Intelligence
- › Conversion Rate Optimization

## “ WHEN YOU HEAR...

- › Digital Experience Platform (DXP)
- › Unlimited 3rd Party Platform Connectors
- › Intelligent Marketing Insights
- › Multilingual Management
- › Site Sync Between Environments

...SUGGEST ▼



### Sitefinity Professional Edition

Web Content Management Solution for Sites and Portals

### Sitefinity Online Marketing Edition

Experience Personalization and Optimization Solution for Lead Generation

### Sitefinity Enterprise Edition

Web Content and Experience Management Solution for Digital Operations at Scale

### Sitefinity Cloud

Hosting in Azure Cloud, Azure DevOps Tools, Enterprise Security and High Performance and Availability.



Video



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## QUALIFYING QUESTIONS TO ASK

- › Is there a web project coming up?
- › Is your website based on .Net?
- › Do you currently have a CMS? (If yes, who?)

### Sitefinity Competitors:

Sitecore, Kentico, Episerver