

# DATUMIZE & INFORMATICA

COMBINED SOLUTION PRESENTATION - INFORMATICA MARKETPLACE - 2020

# About Datumize

Datumize is a **software vendor** established in 2014 in Barcelona (Spain) working on **data integration technology**.

We develop innovative products that allow companies to enjoy actionable insights based on **Dark Data** - data not stored and therefore not used.

Our secret sauce is a **powerful data collection engine**, Datumize Data Collector (DDC), that gets data from sophisticated sources that most other vendors do not consider.

**For the Informatica Streaming and Ingestion solution, Datumize Data Collector (DDC) acts as a powerful data ingestion engine that is able to capture sophisticated data sources, process at the edge, and real-time ingest into the Informatica Enterprise Streaming Data Management solution.**

# Use case examples

## **From Network Transactions to Real Demand insights**

DDC network traffic connectors leverage network sniffing and deep packet inspection (DPI) techniques to capture live network traffic and crunch the supported protocols, such as HTTP, SOAP... That allows, for example, the gathering of transaction data from an availability web service integration and transforming it into valuable demand and customer insights.

## **From IoT and Wi-Fi data to Motion Intelligence.**

API traffic can be both polled or sniffed with DDC, supporting a number of protocols. The sniffing feature is particularly handy for the IoT and Industrial domains where you find many closed and proprietary data sources.

Wi-Fi and Mobility devices are usually polled by using SNMP or RTLS APIs. That allows, for example, the collection of low-level mobility data from an existing Wi-Fi infrastructure in a logistics warehouse or a hotel, and transforming it into valuable location-based insights and motion intelligence, without the need for costly infrastructure investments.

## **From Industrial data to Insights**

The network sniffing and deep packet inspection capabilities of DDC allows companies to extract industrial data flowing through the system control loop connections, supporting several industrial protocols such as OPC-DA, Modbus, etc. For data locked inside operational machines active polling helps to leverage the information and generate compelling operational insights to better understand manufacturing process performance.

# Benefits & Key Differentiators



Collect and leverage Dark Data - data not stored and therefore not used.



Expand your data by tapping into your organization's Dark Data.



Manage large volumes of sophisticated data for real-time ingestion.



Discover new business and operational insights.

- **Modular:** every functionality is a pluggable component.
- **Non-intrusive:** adaptive data gathering to access data sources either unobtrusively (network traffic sniffing and Deep Packet Inspection) or in a polling (request-response) fashion.
- **Real-time:** data is processed in streaming mode with minimal latency.
- **Remote Management:** installation and upgrades automated with no downtimes and reliable configuration.
- **Graphical Management:** intuitive GUI for system configuration.
- **Edge Computing:** lightweight agent runs on minimal hardware, allowing acquired data to be enhanced, filtered or joined with other sources prior to delivering it for further processing or storage.
- **Highly Scalable:** designed with multithreading and concurrency for best performance in the most demanding environments, yet can also run on single-board computers.
- **Throughput:** of up to hundreds of millions of transactions per day.
- **Security and Privacy:** data integration always happens within your premises to ensure security and privacy best practices and laws.

# Datumize success cases



Airlines, Spain

“We have been losing relevant data for years and tried different projects in the past with our team. Datumize technology allows us to nail down the right data without any interference into systems.”

**Jonathan Guerrero, Innovation Manager at Vueling.**



Hospitality, Spain

“I wish we had Datumize years ago when we started to figure out how to understand better our guests behavior and movements. We always missed a lot of information. Datumize makes it now transparent and we react faster.”

**Mateo Ramón, CIO Grupo Piñero.**



Logistics, France

“Thanks to Datumize we are having insights on our warehouses motion that is allowing different approaches to problem-solving and day to day activity management.”

**Alina Bunea, Innovation PM at FM Logistic.**

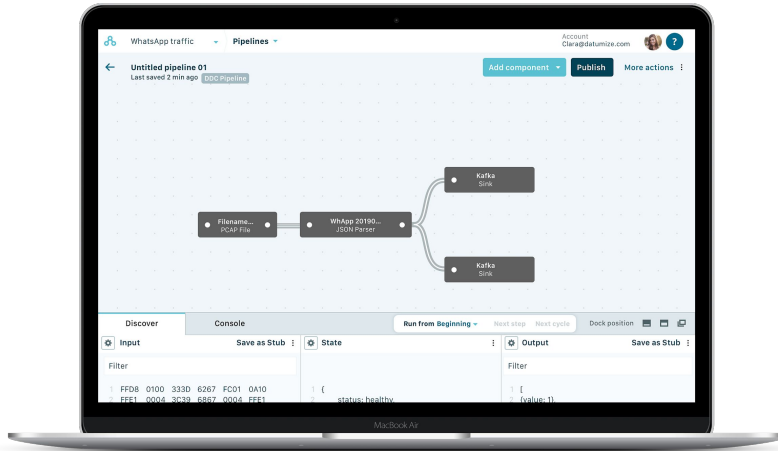


Oil and Gas, Spain

“Data is our ‘digital capital,’ with oil and gas technical opportunities lying in data use; the ability to unlock and capture the smart data we need to generate value penetrates all company levels.”

**Miguel A. González Doval, Head of Digital Strategy at CEPSA.**

# Offer to the market



## Datumize

**Reliable Real-Time data collection from a multitude of sources**

Leverage dark data from network transactions, IoT, Mobility or Industrial protocols with efficient, scalable and highly flexible data collection software.

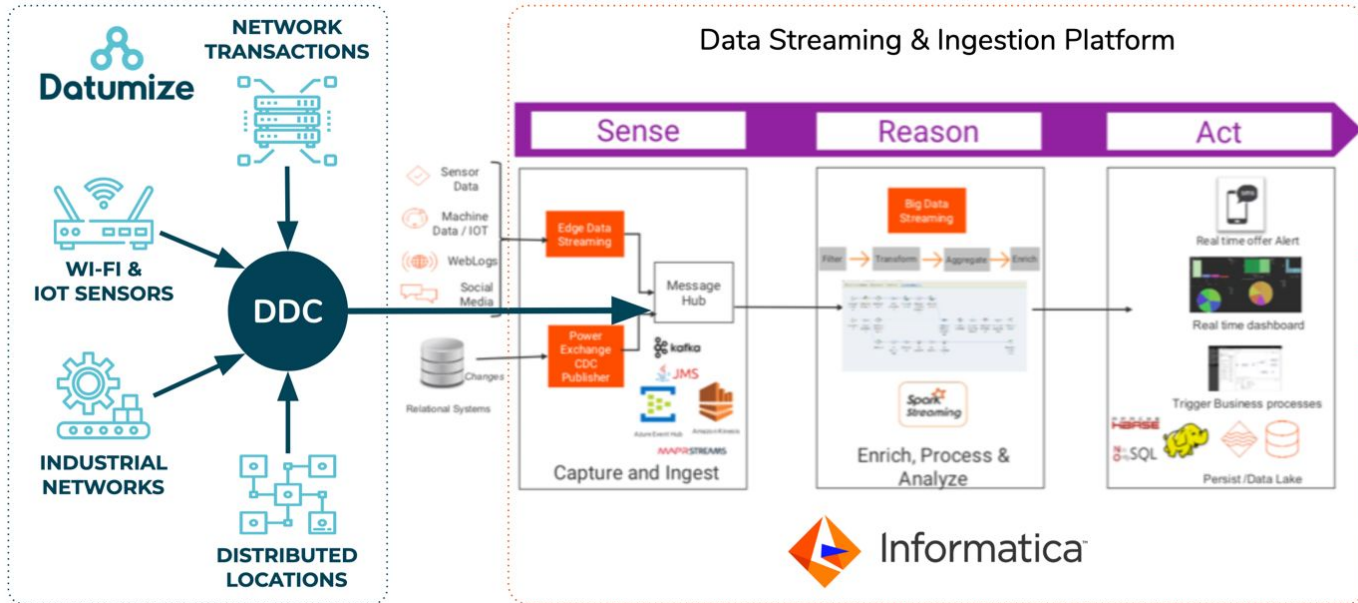
[www.datumize.com](http://www.datumize.com)

# Combined solution

- **Informatica** has a Sense-Reason-Act framework for streaming data management.
  - Addresses Ingestion, Processing and analytics use cases on streaming data in real-time
- **Datumize** is a software vendor working on data integration technology aimed at getting actionable insights based on Dark Data - data not stored and therefore not used.
  - Secret sauce is a powerful data collection engine, Datumize Data Collector (DDC), that gets data from sophisticated sources that most vendors don't cope with, such as network transactions, IoT, Mobility, and industrial protocols.

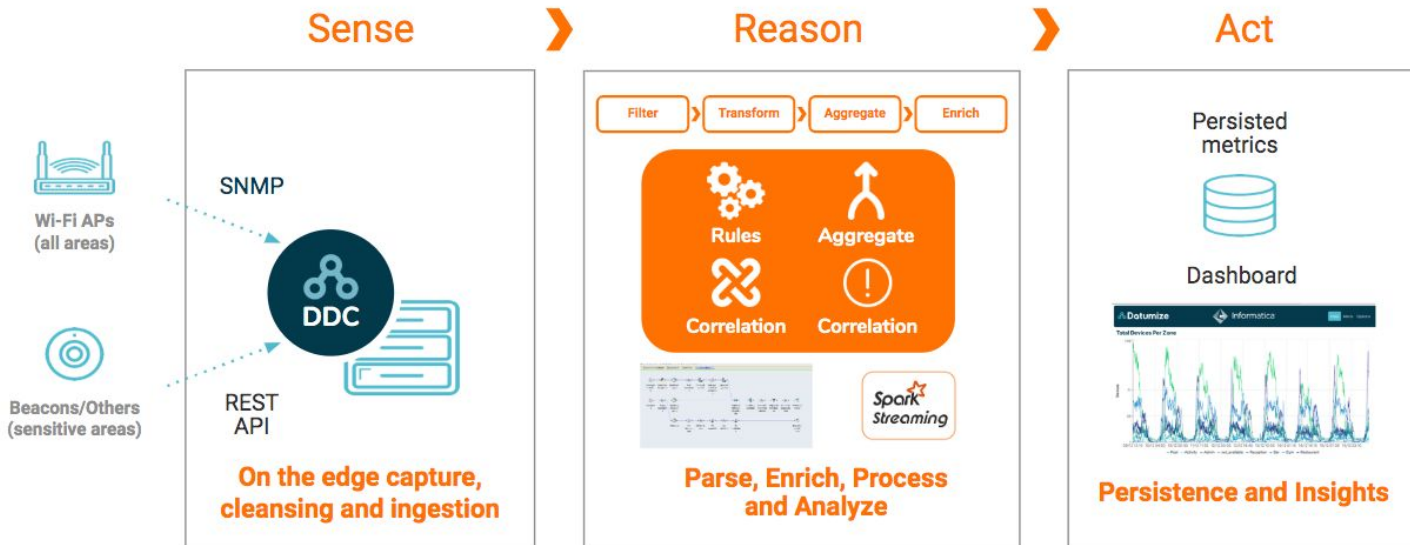
**Data from sophisticated data sources can be then collected, prepared and sinked into Informatica Big Data Streaming platform to provide real-time insights; offering an end-to-end streaming ingestion and analytics solution.**

# Reference Architecture



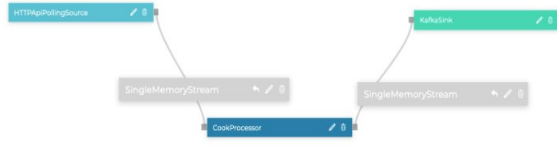
# Integration example

Real-time Streaming Analytics with Informatica & Datumize: IoT and Wi-Fi data transformed into Motion Intelligence for operational efficiency and improved customer experience.



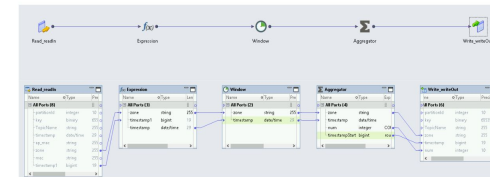
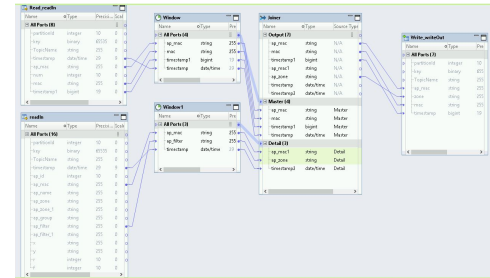
# Integration example screenshots

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  {
    "site_id": "58a441c5e488b71aa8162063",
    "assoc_time": 1576577843,
    "latest_assoc_time": 1576581418,
    "out": "Gsmusage",
    "user_id": "5df8ab4554f9e6434f1410e0",
    "mac": "08:2a:a8:09:d3:c2",
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    "is_wired": false,
    "hostname": "Galaxy-Tab-A-2010-105",
    "id": "5df8ab4554f9e6434f1410e0",
    "uptime_by_usp": 3094,
    "last_seen_by_usp": 1576581848,
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    "bssid": "08:2a:a8:09:d3:c2",
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    "is_guest_by_usp": false,
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    "sw_port": 2,
    "network": "Clients",
    "network_id": "58a6b560e488b8143ba09e6c"
  }
]
```



Wi-Fi technical event extracted by Datumize Data Collector.

Datumize pipeline to prepare collected data and sink into INFA BDS platform.



INFA BDS data mappings for the enriching and transforming events into insights..

# Contact Information

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Thank you

Put your Dark Data to work!