



PRODUCT DATA SHEET

Data Flow™ 6.7

SWIFTLY INTEGRATE DATA FROM
DISPARATE SOURCES TO CREATE
PERSONALISED, RELEVANT,
REVENUE-BUILDING COMMUNICATIONS

Product Overview

Data Flow 6.7 offers you a more comprehensive view of your customers through a pipelined processing engine that speeds data integration, data analysis and information delivery.

Built for both analysts and business users who need to efficiently integrate data from a variety of sources and store or perform analytics with the results. Data Flow combines integration and analytical tools into a single user interface that is easy to use and understand.

Benefit

Data Flow provides the advanced data integration you need to create personalised communications using a variety of different sources without changing the document's underlying layout and design. Even with crucial data residing in disparate systems, languages and formats, Data Flow assembles the correct customer information, compiles a 360-degree view of your customers, and seamlessly prepares data for critical enterprise processes, including document composition.

Using Data Flow's unique visual diagramming workbench, you can even design plans to create data warehouses, perform business analyses and deploy content to users and applications over the Web.

Key features include:

- Access, transform and analyse data faster
- Work with a wide variety of data sources
- Easier migration between development and production environments
- Reusable sub-component support
- 64-bit support for all operating systems
- Improved XML handling
- Improved process automation

EXPECTED ROI

Everything about Data Flow is designed to speed creation of data integration workflow and reports. Using visual displays and a powerful development environment, your authorised users can repurpose developed data modules. This work-saving feature benefits developers and business analysts alike.

You can easily maintain and manage common functionality used in different places to reduce redundancies. And you can automate the recording of changes to identify who changed which data and when, and also how and what was changed.

Added Value

Connecting disparate sources to create unified messaging

Operating in a truly global economy means that modern enterprises need a data processing engine that supports all international character sets. Organisations need to be sure that no matter where the work is done, it can be collected and used when and where it is needed.

Access, transform, use and analyse data faster

Data Flow helps you to rapidly access, connect, integrate and analyse data from a wide array of applications, databases and data files. The software enables quick and easy combination of these data sources into a single process, and ease migrations between development and production environments.

Extract, consolidate, integrate and communicate

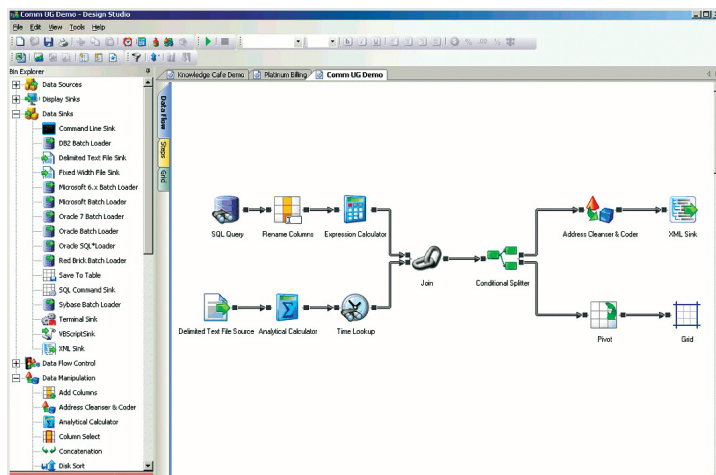
Now you can easily automate the creation of centrally controlled customer communications by drawing relevant customer data from across the globe into one unified message, all achieved with minimal use of technical resources.

With Data Flow you gain a more comprehensive view of your customers so you can automatically create meaningful, personalised customer experiences.

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PRODUCT UPDATES

- 64-bit support for all operating systems, which allows for greater scalability and performance for high volume data problems
- Greater flexibility and performance when dealing with XML data sources and targets
- Better scalability and usability for automation of complex workflows within your data centre



Generating XML from multiple disparate data sources, for example, helps prepare data for critical enterprise processes.

Specifications

Operating Systems

- Multiple RDBMS and business applications

Server Operating Systems

- UNIX®, AIX 5.1, HP-UX 11i, Solaris® 8 or 9
- Windows® 2000, 2003

Client Operating Systems

- Windows Vista®, XP, 2000, 2003

Databases

- Microsoft®
- Oracle®
- IBM®
- AS400
- Sybase®
- Informix®
- More

Visit www.pbinsight.co.uk for complete list of specifications.

For more information call 0800.840.0001 or visit us online: www.pbinsight.co.uk

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