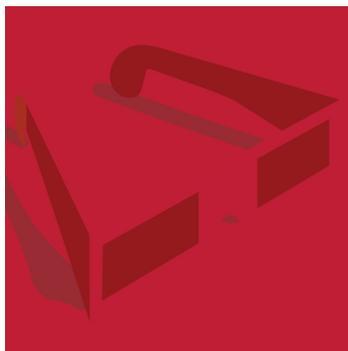




# WHERESCAPE RED FOR PIVOTAL GREENPLUM



*WhereScape RED is an agile data warehouse development and management solution that automates much of the data warehouse life cycle—from initial scoping, prototyping, loading and populating to ongoing management and optimization. In addition, WhereScape RED automates the creation and management of documentation, diagrams and lineage information.*

*“Our results using WhereScape have been extremely impressive. WhereScape enabled us to design, develop, document and deploy a production-ready solution in 8 weeks. Using traditional data warehouse development methods would have taken us 6-8 months.”*

**Ryan Fenner, VP, Data Solutions Architect,  
Union Bank**

## **Optimized for Greenplum**

WhereScape RED for Pivotal Greenplum is optimized to fully leverage the Greenplum Database. WhereScape RED accelerates time to value for your Greenplum investment by requiring fewer resources to model, build and deploy your data warehouse. Eliminating hand coding and automating Greenplum development creates a simplified infrastructure and dramatically reduces total cost of ownership.

WhereScape RED “knows” all Greenplum objects—including views, distribution keys and append-only tables, and utilizes Greenplum’s rich feature set to build native Greenplum objects, document them and schedule data to be loaded. Utilizing the RED user interface, users can simply drag and drop to develop Greenplum objects—build tables, generate Greenplum SQL code to populate the tables, and create HTML documentation. RED’s open metadata architecture is stored in database tables for easy access and integrates with external testing and source control tools.

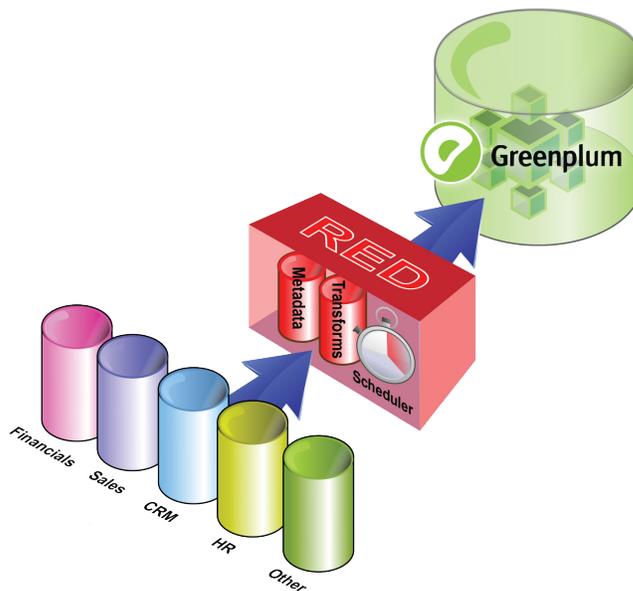
WhereScape RED works seamlessly as an ELT (extract, load and transformation) using the Greenplum GPLOAD bulk load utility, the fast method for loading data into Greenplum. WhereScape RED

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## WhereScape RED for Greenplum Highlights

- Optimized code generation automatically applies Greenplum best practices
- Eliminates hand coding through intuitive, easy-to-use GUI
- Integrated version and source control
- Import data from any source using GPLOAD, ODBC or SSIS
- Manage Greenplum tables directly, including distribution and partitioning
- Quickly create and populate dimensions and facts
- Handle late-arriving data seamlessly
- Manage surrogate and foreign keys automatically

generates Greenplum specific procedural code for data movement and transformation and also supports Microsoft SSIS or ODBC to help integrate data into a single environment. WhereScape RED's integrated scheduler provides a single point of management for your entire Greenplum data warehouse platform, supporting restart after failure and full error and audit logging.



## No Hand-coding

With WhereScape, there's no hand coding in SQL—nor in esoteric, tool-specific languages—and no manual scripting of complex and extremely brittle job flows. RED itself takes care of building native database objects (like tables, indexes, and cubes), automatically documents them, and schedules them to be loaded into the target warehouse. If necessary, RED can generate procedural code and scripts in order to move and process data.

As you create objects or make changes in RED, you're also creating metadata in the RED Repository. RED uses this metadata to generate DDL and DML and to automate the creation of warehouse documentation.

## Enterprise Computing Support

WhereScape RED builds native database objects optimized for Greenplum as well as other analytic appliances such as Netezza and

# WhereScape®

*“Using WhereScape we will move our SQL Server-based Reporting System into our Greenplum enterprise data warehouse by simple reprovisioning. WhereScape RED provides a very powerful, repeatable, low-cost way to develop in parallel and with agility.”*

**Ryan Fenner, VP, Data Solutions Architect,  
Union Bank**

Aster. In addition, RED supports target RDBMS platforms such as Teradata, SQL Server, DB2 and Oracle. As an ELT engine, RED can extract data from OLTP systems, flat files and big data platforms such as Hadoop Hive.

## **Deliver Value Quickly from your Greenplum Data Warehouse**

More than 650 global customers use WhereScape to accelerate data warehouse development, deliver quick time-to-results, and achieve unsurpassed agility. WhereScape RED enables organizations to:

- ▶ **Radically reduce data warehouse development life cycles.** WhereScape customers report significant reductions in the time it takes to develop, deploy, and optimize a data warehouse.
- ▶ **Eliminate hand-coding and improve quality and performance.** With WhereScape, there’s no need for hand-coding: RED automatically generates optimized, database-specific objects. It leverages the native features and tools of target data warehouse platforms, too. If you have to do a bit of hand coding, WhereScape provides the facility to do it responsibly as part of the framework.
- ▶ **Slash software licensing and human capital costs.** WhereScape centralizes data warehouse development. There’s no need to license separate ETL, data integration, and data modeling tools.
- ▶ **Improve transparency.** WhereScape automatically creates documentation and updates it as you make changes. It can spontaneously create diagrams and lineage information, too. Transparency matters. WhereScape gives it to you—without sacrificing quality or agility.
- ▶ **Agility and adaptability help to mitigate risk.** WhereScape RED’s data warehouse automation gives you unprecedented insight into, and control over, your data warehouse environment. As conditions change, WhereScape enables you to adapt and respond with the utmost celerity.



### **About WhereScape**

The pioneer in data warehouse automation software, WhereScape empowers organizations constrained by time, money or lack of resources, to deliver business value from their decision support infrastructure – including enterprise data warehouses, business facing data marts, and big data solutions. WhereScape has global operations in the USA, UK, Singapore, and New Zealand. [www.wherescape.com](http://www.wherescape.com)