

## DataRoad Reflect speeding the process to High Value Analytics

### Reflect ROI vs. Traditional Development

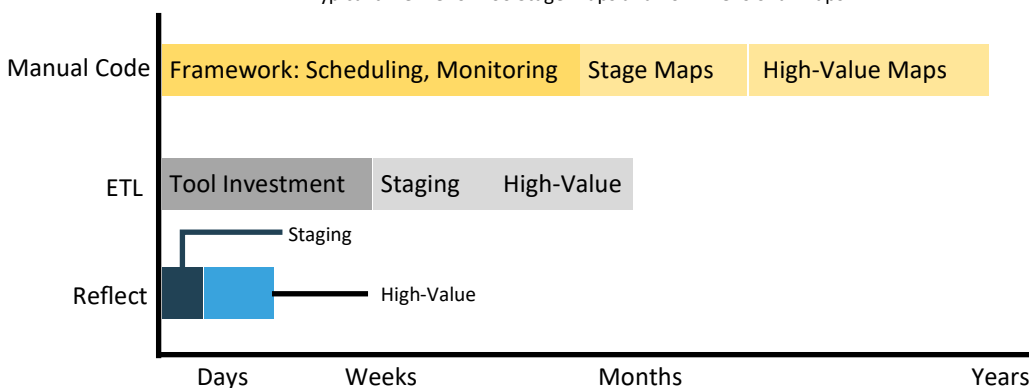
Traditionally moving data from source systems to target systems is a slow and tedious development process. This traditional data movement requires lengthy manual coding and significant investment in learning proprietary tools.

In manually coding environments, building frameworks for workflow, scheduling and monitoring often require significant invest in time and capability. Without templates or code generation, manual environments create inefficiency's that lengthen the data integration process for months or years.

Traditional ETL tools were originally intended to solve much of these manual coding problems. However, ETL tools have evolved into extremely complex, proprietary interfaces which require years of training and practice to master. Often, these graphical code generators create inefficient or ineffective data movement code. In these cases, developers are forced to manually code overrides and SQL qualifiers to compensate, defeating the key intent of such ETL tools.

**DataRoad Reflect** solves the problems of manually coded data movement and eliminates the need for costly proprietary ETL tools. Key features like auto generated staging mapping, scheduling, workflow, parallel processing allows users to focus on high value data integration vs. framework construction. Simplified Web UI keeps coding to a minimum, while features like Custom SQL Source Qualifiers gives Reflect power and flexibility without investing in proprietary ETL skills and languages. **Reflect reduces the timeline and costs of data integration teams by weeks or even months.**

Typical timeline for 100 Stage maps and 20 Dimensional maps



### Key Features

Schema and DDL Replication. [Target tables and files auto generated](#)

Custom SQL Source Qualifiers [Unlimited power via Custom SQL](#)

Row-level Filters [Simple yet powerful data filtering](#)

Change Data Capture (CDC) [Stream data changes as they occur in your sources](#)

Workflow Engine [Graphically connect mappings with success and failure messaging](#)

Target Templates [Create data output templates for specific targets](#)

Built-in Scheduling [Schedule jobs to run on any time, date or frequency](#)

Data Limits (WAN optimization) [Throttle data movement to optimize bandwidth](#)


Agent-based job scaling [Scaling mappings across multiple servers to increase performance](#)

Web based UI [Simplified modern web interface for all user types](#)



**Contact:**

contact@dataroadtech.com  
1 (872) 903-3775

 @dataroadtech

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