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Briefing for Gartner
on

IRI RowGen

A Constituent Product of the *IRI Data Protector Suite*
purpose-built for
Creating Safe, Intelligent Test Data

David Friedland, VPBD
Innovative Routines International, Inc.
Tel. +1.321.777.8889, ext. 238

Innovative Routines International (IRI), Inc.

Corporate Background

- Old ISV, new Gartner client (known to DI & data masking IAs)
- Focus on big data management and data-centric protection
- Profitable, closely held since 1978, ~20 employees
- HQ on Florida's Space Coast, SE of Orlando
- Resellers in >40 major cities outside the US
- Direct, indirect, and OEM market models
- Partnered with leading hardware OEMs and ISVs
- Organic product growth and Eclipse platform strategy
- Sustainable advantages in big data price-performance



Innovative Routines International (IRI), Inc.

Data Management & Protection Solutions

- Big Data (packaging, protection, provisioning)
- BI (embedded, franchising, BIRT)
- Data Governance
- Data Integration (ETL accelerators & alternatives)
- Data Masking
- Data & DB Migration
- DB Acceleration
- Metadata & MDM
- Test Data (into DB, file, report targets)
- Third-party Sort Replacement



BIG DATA

ETL & BI Tools

DB Tables

Deltas

Files

TARGETS

Predictive Analytics

Embedded Reports

Mainframe

Marts

PROVIDE

Load • Replicate • Franchise • Federate

PROTECT

Generate Test Data

Mask • Encrypt • De-ID

Validate • Cleanse • Enrich

Migrate • Transform

PACKAGE

Integrate

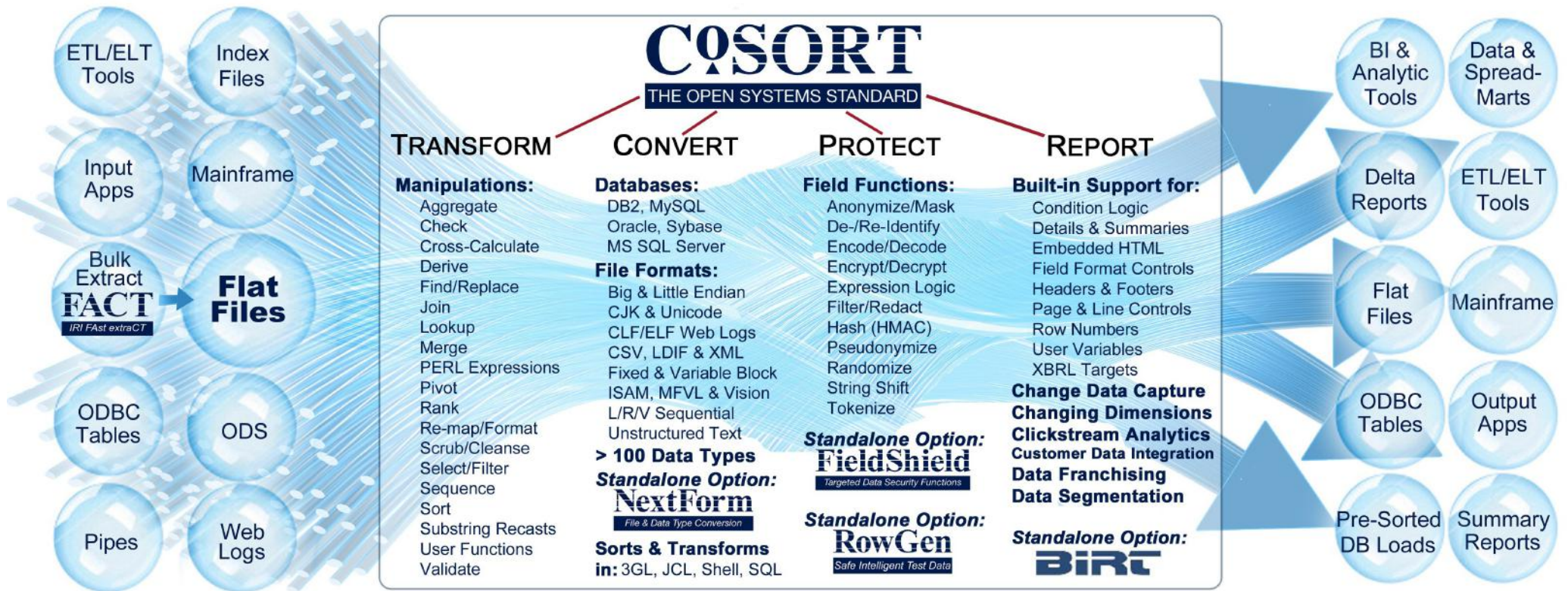


SOURCES



Innovative Routines International (IRI), Inc.

Product Stack



Multi-Source

Multi-Action

Multi-Target



IRI Workbench, Built on Eclipse

Data Manager

COSORT
THE OPEN SYSTEMS STANDARD

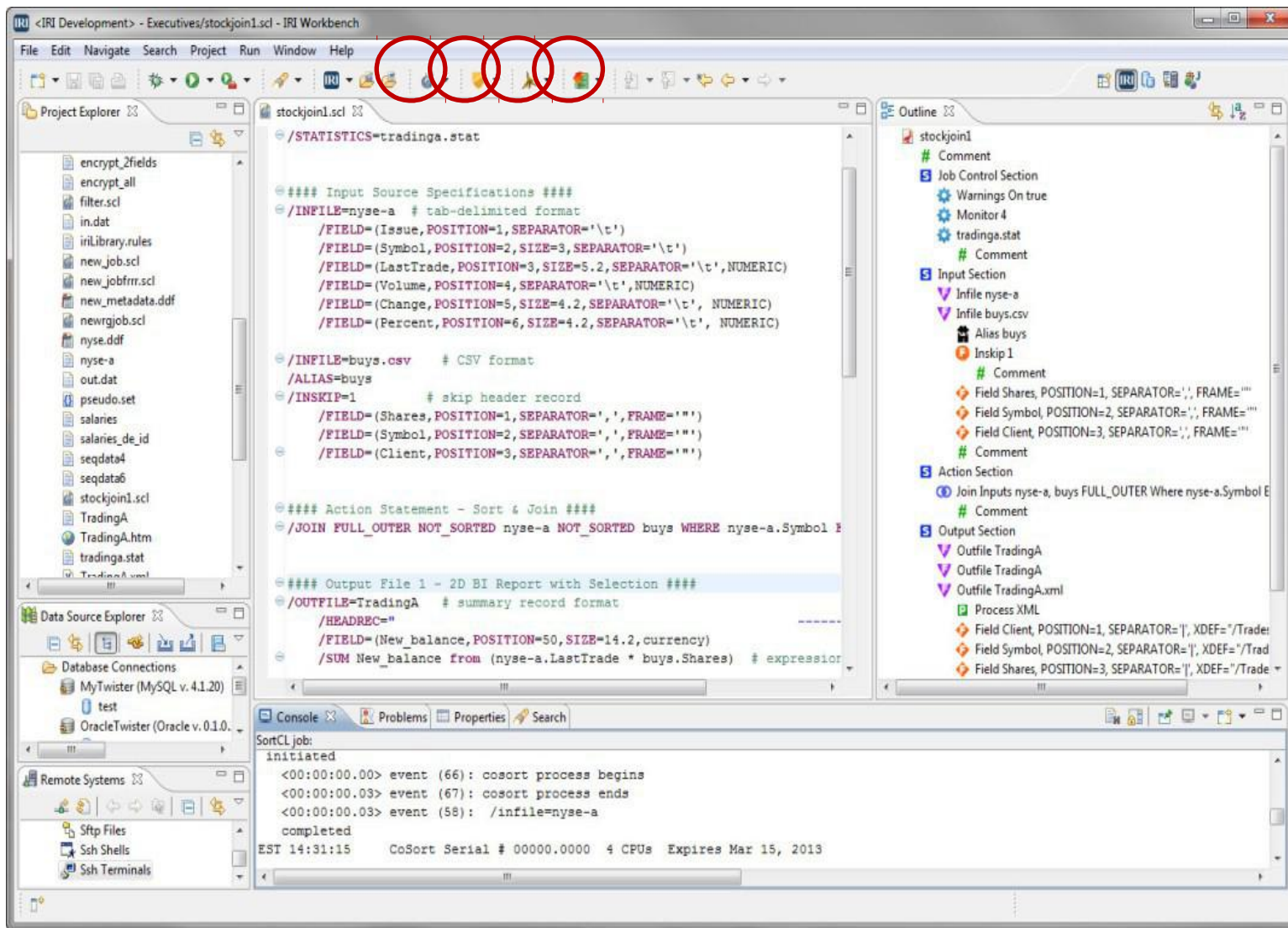
FACT
IRI FAsT extraCT

NextForm
File & Data Type Conversion

Data Protector

RowGen
Safe Intelligent Test Data

FieldShield
Targeted Data Security Functions



All IRI products leverage the data definition file (.ddf) syntax used by CoSort's SortCL program, which is also supported by the IRI Workbench GUI, the Meta Integration Model Bridge (MIMB), and soon, AnalytixDS' Mapping Manager and LiteSpeed Conversion tools.

IRI

The CoSort Company



RowGen

Safe Intelligent Test Data

***IRI Data Protector
Suite Product***

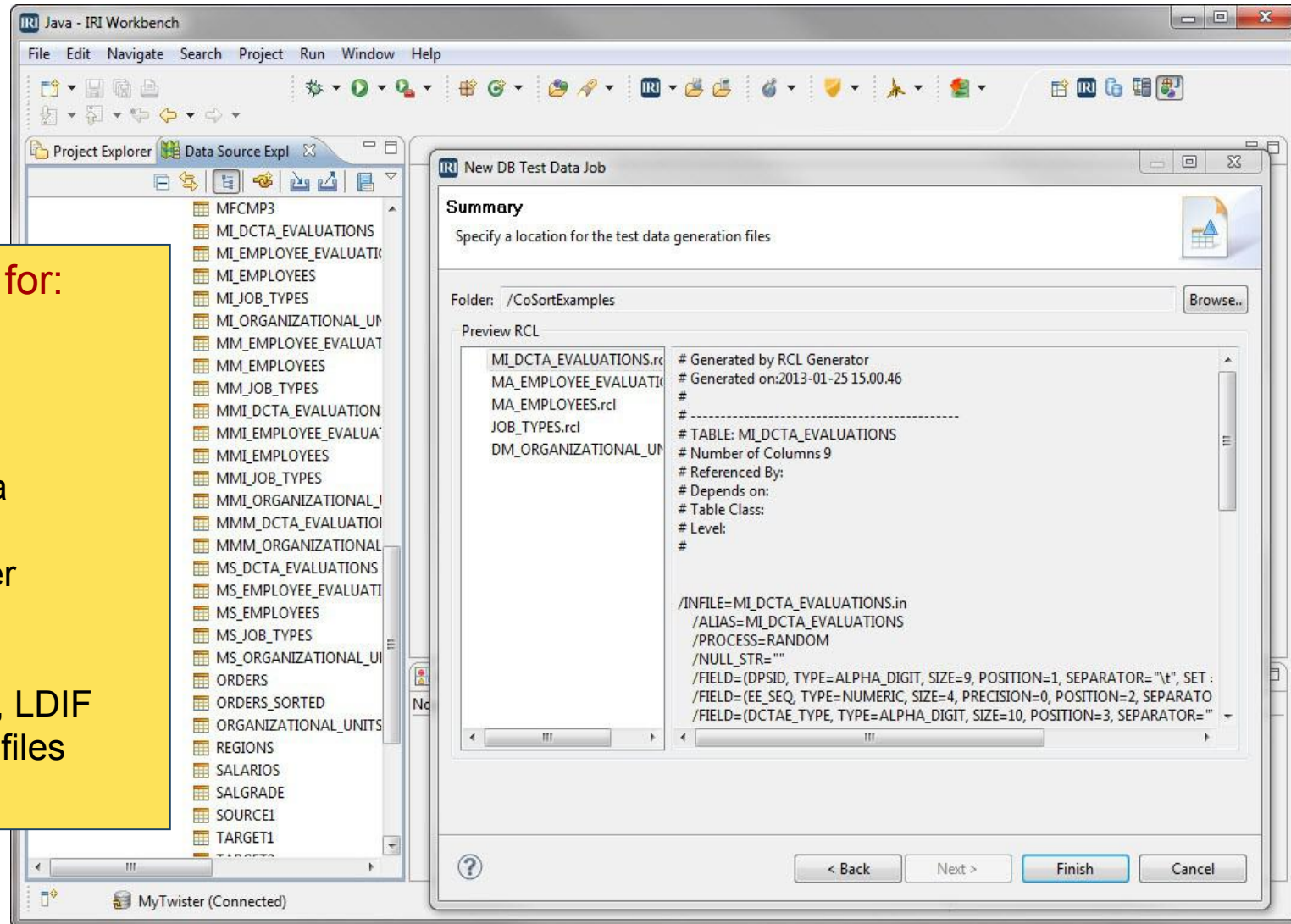
IRI

The CoSort Company

Uses Data Models and Metadata, Not Production Data

Build Test Data for:

- CoSort
- DataStage
- DB2 UDB
- Informatica
- Oracle
- SQL Server
- Sybase
- Teradata
- CSV, XML, LDIF & COBOL files



What Can RowGen Do Now?

- **Create** realistic, random and random-real test data that complies with privacy laws
- **Improve** DB prototyping, app development, outsourcing and benchmarking accuracy
- **Utilize** DB DDL and production file metadata to define test data attributes
- **Preserve** table structures and data types, referential integrity and constraints
- **Support** all data types, value ranges, conditions, and target volumes
- **Synthesize** custom / composite / master data values and formats
- **Specify** and graph test data value distributions (linear, normal, random, etc.)
- **Apply** custom generation rules across like (pattern-matched) columns
- **Marry** data transformation, load pre-sort, and report functionality with generation
- **Write** loader metadata, and perform direct path loads, for fast VLDB population
- **Populate** tables, files and structured, custom-formatted (detail & summary) reports
- **Generate** computationally valid (and invalid) national ID numbers, etc.

What Will RowGen Do in the Future?

- **Allow** traditional/real-data DB sub-setting in a third RowGen GUI job wizard

Target Markets

- By industry: healthcare, financial services, government, retail/e-commerce, IT ASP
- By role: DBA, app developer, DW/data architect, CISOs/data governor, consultant
- By platform: databases, ETL tools & ELT appliances, Hadoop, cloud, CRM, SaaS

Use Cases

High Volume, Referentially Correct



"RowGen generates 20GB tables with referential integrity for query testing. It eliminates production data access concerns and generates the volumes that reflect our growth."

Simultaneous Functional Testing



"RowGen is the only tool that supplies high volumes of test data on multiple operating systems and simultaneously manipulates the test data for application compatibility."

Better than Production Data



"RowGen creates realistic PII and PAN data to support our OLTP app development and testing. It's the only tool that generates test files in the formats and sizes we need."

Competitive Differentiation ... and What Makes RowGen Great

Speed. *Big data generation and population performance*

- ✓ Embedded CoSort engine, famous for fast data movement, speeds bulk loads via pre-sort

Realism. *Production data realism without real production data*

- ✓ No need to mask production data either, which is slower and may not cover future bases
- ✓ Composite data formats, custom values, ranges, distributions, and multiple look-up methods
- ✓ Provided and customizable field functions for computationally valid test values (e.g. US SSNs)

Versatility. *Broadest array of uses*

- ✓ Multiple (simultaneous) destinations via unlimited file, DB-table, and formatted BI targets
- ✓ Concurrent functional and presentation testing (embedded data transformation and report formatting)
- ✓ Prefaces CoSort, FieldShield & NextForm, and feeds DW/BI tools supported by AnalytixDS and MIMB

Simplicity. *GUI wizards and portable, self-documenting 4GL job scripts*

- ✓ Familiar Eclipse IDE supporting job script design and management, plus BIRT, GIT, etc.
- ✓ RowGen scripts are easier to run, re-use, and modify than other tools' GUIs or 3GL rules

Highest Endorsement

Dan Linstedt, inventor of the Data Vault



See his 8 reasons for choosing RowGen at:

<http://danlinstedt.com/datavaultcat/q-whats-the-best-way-to-test-a-data-vault>

Key Integration



Embedded distribution or referral (confidential):

RowGen within AnalytixDS 'Mapping Manager' will provide robust, referentially-correct test data for ETL architects designing their source-to-target mappings to load sample data warehouse DBs.



**Please See Demo.
For More Information:**

- <ftp://ftp9.iri.com/pdf/RowGen>
- <http://www.iri.com/products/RowGen>
- <http://www.iri.com/solutions/test-data>
- <http://www.iri.com/blog/category/test-data/>

IRI

The CoSort Company