

DBTA Trend-Setting Products for 2021

Kourier Integrator



Data management and integration demands continue to increase as organizations are faced with more data flowing in from a greater variety sources than ever before. At the same time, there is the need to extract business value, protect, and offer wider access to that data for more users. Today, being data-driven is the goal of all companies, whether long established or born digital.

The Experian “2020 Global data management research” report found that nearly everyone understands the importance of data related to customer insight, business operations, and digital transformation. Being data-driven is perceived to enable improved customer experience, identified by 50% of respondents, better insight for decision making (45%), and allow more innovation (44%).

However, according to the ‘Big Data and AI Executive Survey 2020’ from NewVantage Partners, only 37.8% of respondents have thus far created a data-driven organization. And only 26.8% say they have had success at building a data culture within their firms.

A key enabler of data-driven approaches are cloud services, which can offer modernization, flexibility, elasticity, and cost-saving benefits while opening the door to new technologies. However, with the use of

multiple cloud and on-prem platforms, the complexity increases, creating the need to address data movement and analytics requirements. Along with these hybrid and multi-cloud approaches and a trend toward polyglot persistence in data management systems, there are newer products infused with AI, machine learning, or automation to improve processes. The result is that there is no shortage of options to help organizations reach their data-driven goals.

To help make the process of identifying useful products and services easier, each year Database Trends and Applications magazine presents a list of Trend-Setting Products. These products, platforms, and services range from widely accepted offerings that continue to evolve to meet the needs of their loyal constituents to breakthrough technologies that are in the early stages of adoption. However, the common denominator for all is that they represent a commitment to innovation and seek to provide organizations with tools to address changing market requirements.

Beyond the list, we encourage you to continue your exploration of these products by visiting the companies’ websites for more information. In addition, in this issue, we include Product Spotlight articles penned by company executives that highlight the features that make their products unique. ■

Read why Kourier Integrator was selected and Kore’s perspective on what makes the product unique.

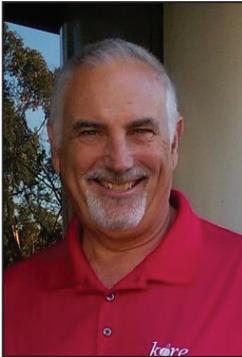
CONTACT INFORMATION



11956 Bernardo Plaza Dr. #547
 San Diego, California 92128-2538
 866-763-5673
www.koretech.com
info@koretech.com

Kourier Integrator

PRODUCT SPOTLIGHT



Mark Dobransky
Co-Founder and
Managing Partner

KOURIER INTEGRATOR is our flagship product for modernizing and extending the value and capabilities of enterprise applications. Kore's clients, partners and VARs use Kourier's advanced Enterprise Application Integration (EAI) and Extract, Transform and Load (ETL) capabilities for real-time RESTful integration with best-in-class applications

such as CRM, eCommerce, service management, transportation logistics and for creating near real-time enterprise SQL data warehouses.

“ **Adoption of the Cloud for applications and data storage is on the rise and Kourier is keeping pace to support this environment.** ”

Adoption of the Cloud for applications and data storage is on the rise and Kourier is keeping pace to support this environment. Flexible data storage, disaster recovery plus reduced infrastructure and administration costs are just a few of the reasons companies are increasing their use of Cloud solutions.

Business intelligence, data warehousing and SaaS products lead the way for Cloud solutions that require integration to enterprise applications. The latest release of Kourier supports the unique requirements of Cloud environments including new data storage options that are available.

Kourier works with applications running on-premises, hosted or in the Cloud and the latest release provides seamless connectivity with Amazon S3 storage and Azure Blob Storage. These are now supported as data sources for near real-time Microsoft SQL Server data warehousing and application integration using Kourier's real-time RESTful Web Services or asynchronous file-based integration.

Kore understands the challenges faced by developers. Our goal is to provide easy-to-use and trend-setting software that enables our partners and clients to be successful while keeping pace with technology that is constantly changing.

For more information about Kore Technologies and Kourier Integrator, please contact us.

Kore Technologies
866-763-5673
www.koretech.com

