



**IRI Voracity**  
An Insatiable Appetite for Data

- Big Data Integration & Analytics
- ETL Tool & Data/DB Migration
- Data Discovery & Governance
- Built on CoSort, Hadoop & Eclipse

## An Insatiable Appetite for Data



**Product Summary**

# What is Voracity?

IRI Voracity is a modern software platform for:

- data discovery
- data integration
- data migration
- data governance
- data analytics
- data curation

Voracity is powered by the proven performance of IRI CoSort or multiple Hadoop engines.

Voracity jobs are designed in the rich, familiar, and extensible IRI Workbench IDE, built on Eclipse™.

IRI Voracity is a robust enterprise data management and manipulation platform built for:

## Data Warehouse Architects

Design, preview, and run new ETL jobs, or speed and migrate legacy ETL tools.

## Big Data Scientists

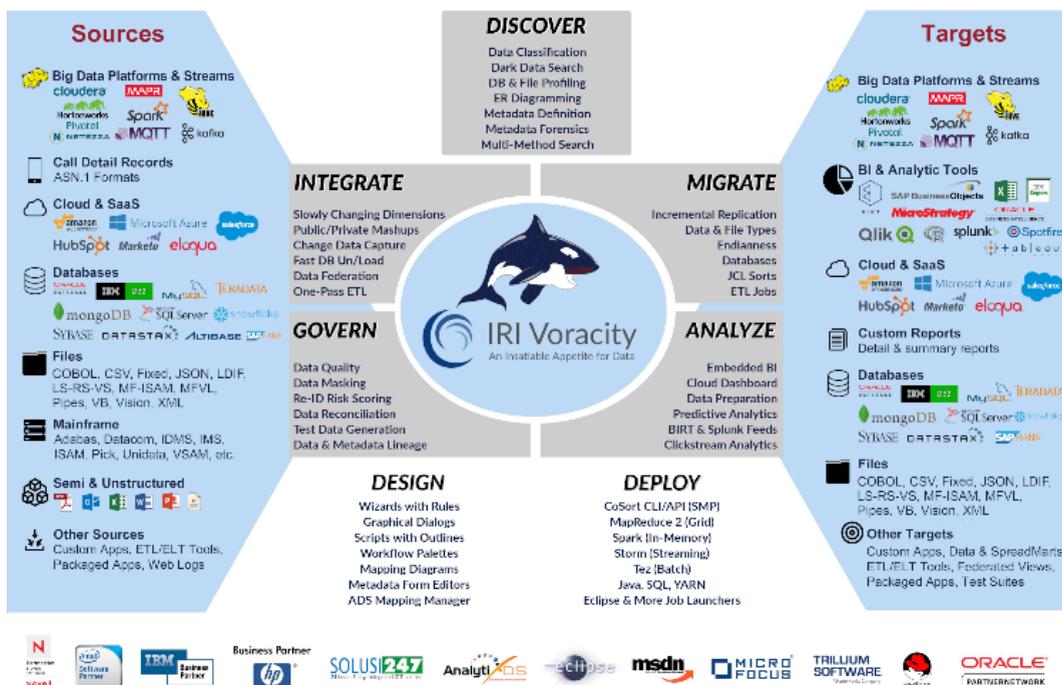
Discover, define, and wrangle raw data for experimentation and analytics.

## Database Administrators

Speed unloads, loads, and reorgs, migrate and replicate, or report on changed data.

## Data Stewards

Profile, cleanse, unify, risk-score, mask, track, and prototype data.



# Why Voracity?



**Speed**

Voracity overcomes the performance challenges of turning big data into actionable information without taxing databases or adding hardware.

Powered by CoSort or Hadoop, Voracity rapidly moves, munges, and masks structured, semi- and un-structured data locally or in the cloud.

State-of-the-art algorithms and task consolidations give Voracity a 10-to-1 performance edge over SQL and legacy ETL tools.



**Savings**

Voracity bends the cost, complexity, and risk curves away from:

- Megavendor stacks
- Disjointed Apache projects
- Separate BI, data federation, quality, masking, and MDM platforms

Voracity's one UI supports the outcomes that CIOs need and the collaboration that IT and business users want.

CFOs enjoy Voracity's affordable subscription model that doesn't count cores, users, jobs, or rows.



**Simplicity**

Voracity's ergonomic and intuitive job design options in Eclipse mean easier deployment, and functional extensibility for growth and change.

Shareable, explicit metadata eases onboarding, and supports governance. Compatibility with AnalytiX DS or MIMB facilitates ETL, BI, SQL, and data modeling tool conversions to Voracity.

Voracity facilitates analytic insight through a simple reporting language and multiple visualization options.

## Data Discovery

Many Voracity users begin with data search and categorization via automated pattern and fuzzy-logic searches, statistical reporting, and metadata creation. Voracity features user-friendly wizards for:

- Database profiling, classification, and ER diagramming
- Dark data searching and extraction
- Flat-file statistical reporting, searching, and classification
- Data discovery and definition



## Data Integration

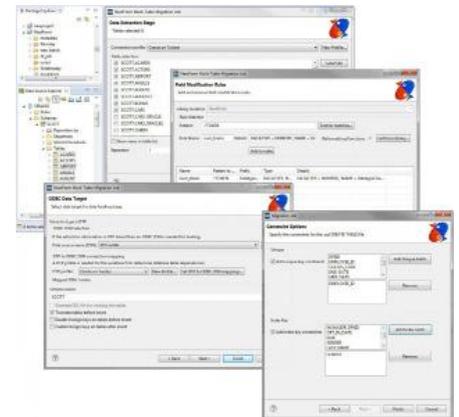
Voracity rapidly moves and manipulates disparate data while using simple, open metadata you can modify in multiple ways. It accelerates or replaces legacy ETL tools with superior technology for:

- Big data warehouses or data lakes
- Data cleansing and standardization
- VLDB unloads, external transforms, reorgs, or loads
- Change data capture and slowly changing dimensions

## Data Migration

Voracity offers the following data migration and reformatting options to convert and re-use data stored in legacy and modern databases, index and sequential files, and dark data documents:

- Remap data types, record layouts, file formats, and endianness
- Move column values, layouts, and relationships (constraints) between databases
- Replicate data from one or more sources to one or more table, file, or report targets
- Federate or virtualize data by producing ad hoc views from disparate sources



## Data Governance

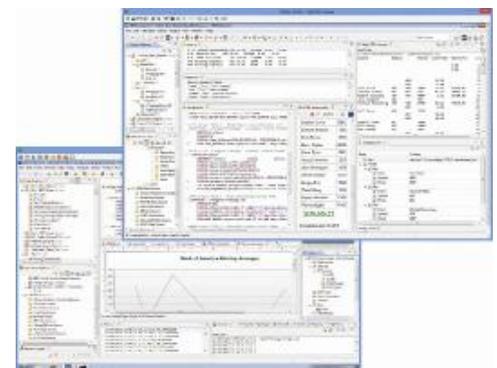
Voracity supports data governance and information stewardship, and integrates those activities into its other data management functions, including:

- Master data management - reconcile and unify table and file values
- Enterprise metadata management - track, share, and secure metadata assets
- Static and dynamic data masking - comply with data privacy laws
- Test data creation - prototype DB/ETL operations and stress-test applications

## Analytics

In the same Eclipse pane of glass, IRI Workbench, Voracity can prepare, present, and provide comprehensive, custom insights from public and private data for descriptive, diagnostic, predictive, or prescriptive analytics via:

- Embedded BI - custom detail and summary reports with calc/stat functions
- BIRT & Splunk Integrations - feed results and metadata through memory
- Data Preparation - send results to programs like R to speed time-to-visualization
- Cloud Dashboards - design custom widgets for interactive analysis



# Data Life Cycle Management

Perform enterprise data curation with Voracity:

## Profile & Acquire

Discover, classify, and extract data and metadata as you connect to disparate data sources. Define custom data structures, mask date formats, and build test data.

## Cleanse & Unify

Filter, enrich, scrub, and standardize data in multiple sources. Select, fuzzy-search, and merge reference data into master tables and values.

## Protect & Audit

De-identify data at the field level as you filter, transform, report, or hand it off. Encode, encrypt, hash, pseudonymize, redact, tokenize, and log in XML.

## Process & Provide

Integrate, migrate, govern, and analyze data in the same job and I/O pass in CoSort or Hadoop. Visualize and feed test or real data targets in any format.

## Express & Predict

Aggregate, cross-calculate, and format data in detail, summary, and trend reports, or hand-off results to your analytic tool or dashboard visualizations.

## Convert & Replicate

Migrate legacy databases, files, and data types, or specify new target record layouts. Make copies or subsets of data in any format or schema.

## Virtualize & Share

Federate, save, or populate multiple targets at once, and connect to them and their metadata in secure repositories like GIT for change tracking and version control.

## Interactive Job Design Features

- Fit-for-purpose job creation wizards
- Help-enabled graphical dialogs and form editors
- Syntax-aware script editors with dynamic outlines
- State-of-the-art visual workflow and mapping diagrams
- AnalytiX DS Mapping Manager for 'code-free ETL'

## Automatic ETL Tool Migration

Through IRI's alliance with AnalytiX DS, legacy ETL tool and SQL architects can auto-migrate their jobs to cheaper, faster, and simpler Voracity workflows. Hadoop users can take advantage of Voracity mappings without recoding. And through IRI's open API for metadata integration, you can seamlessly build Voracity workflows into your apps.

## About IRI

IRI is a renowned US data management and protection ISV. Founded in 1978, the company has a long history of technical innovation and thought leadership in data discovery, integration, migration, governance, and analytics.

IRI's expertise across the data life cycle, and the superior price-performance of its software, continue to distinguish the company in the IT industry, and maintain the trust of data-driven EIM architects and the favor of their managers.



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**IRI**  
Total Data Management

CELEBRATING  
**40** YEARS  
2018  
The CoSort Company

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