“The Delphix ROI payback period was six months, and was 194 percent of what we invested. Other benefits include elasticity in our environment to do more with the same amount of resources, and the flexibility to do things in parallel versus working in a sequential and serial manner.”

FEROZ MERCHHIYA
Chief Technology Officer and Director of Technology, CIGA

The Delphix Dynamic Data Platform

Connecting People to Data

The Delphix Dynamic Data Platform allows data to be securely delivered to every stakeholder, across on-premise, cloud & hybrid environments at the speed and scale required to enable rapid development and delivery of applications and solutions.

The Delphix Dynamic Data Platform provides a comprehensive approach to DataOps, enabling companies to easily deliver and secure data, wherever it exists. With Delphix, businesses manage data distribution and access with the speed, simplicity, and level of security required to drive digital transformation. With Delphix, your data is:

- **Fast:** Provision data securely and in the required environments in minutes instead of hours, days, or months to enable IT transformation.
- **Secure:** Secure sensitive data in adherence with security policies and ensure regulatory compliance.
- **Everywhere:** Move and manage data from any environment – on-premises, cloud, or in hybrid environments, and seamlessly provision data where required.

The Delphix Dynamic Data Platform reduces data friction by providing a collaborative platform for data operators (such as DBAs, InfoSec & IT Operations teams) and data consumers (such as developers, QA, analysts & data scientists), ensuring that sensitive data is secured and that the right data is made available to the right people, when and where they need it.
DataOps Done Right

SEE HOW DELPHIXWORKS

The Delphix Dynamic Data Platform platform installs on-premise or in a cloud environment such as Amazon Web Services (AWS) or Microsoft Azure. Delphix bridges the gap between people and data through five key steps:

• **Connect**: Non-disruptively collect data from databases, applications, and file systems. After compressing this data, the platform stays synchronized with sources by recording all changes over time.

• **Virtualize**: Through intelligent data block sharing, create virtual copies of the sources that are space-efficient, portable, and fully readable/writeable.

• **Secure**: Discover sensitive data and automatically apply data masking or tokenization—with the flexibility to define custom algorithms—to scramble confidential information in copies. Define policies that set privileges and integrate access control into data governance workflows.

• **Manage**: Quickly provision secure data copies to users in their target environments with functionality to audit, monitor, and report against access and usage.

• **Self Service**: Provide developers, testers, analysts, data scientists, or other users with controls to manipulate data at will. Users can refresh data to reflect the latest state of production, rewind environments to a prior point in time, bookmark data copies for later use, branch data copies to work across multiple releases, or easily share data with other users.

These steps culminate in the creation and delivery of “data pods” that package together one or more virtual data copies, along with the self-service controls to manipulate and share them.
Data operators can connect to and virtualize any data, building an enterprise-wide data library from which they package personal data pods that are fast, flexible, and secure. Data pods consist of one or more virtual data copies of data sources required by the user, associated governance attributes, and dynamic data controls that give highly flexible self-service controls to users over the virtual data environments. Data pods can be confidently handed off to data users so they can work with the data they need in the way they want to.

**REDUCE STORAGE REQUIREMENTS**

Instead of making and moving copies, data pods use pointers to provide high performance, read/write access to data already in place (stored and managed in the Delphix platform, which can support 10s to 100s of concurrent data pods to service enterprise data demands). As a result, a data pod that enables full access to 10TB can use less than 10GB of storage—a 1,000:1 improvement that dramatically lowers the cost and time it takes to provision data.

**ACCESS DATA FROM ANY POINT IN TIME**

In addition, data pods include a cluster of critical functions that address the complex requirements for the software development lifecycle. In development, some test environments need the most recent data to provide a realistic, high quality representation of production. Other tests require older versions for regression testing or future versions embodying the data model for the next release.

To address these needs, data pods provide full version control—self-service access to any version in time from any source in minutes. Data consumers can refresh data within pods to match the latest state of production. They can synchronize all data copies in a given data pod to the exact same point in time to facilitate integration testing. They can even move data to and from other pods to drive collaboration.

**FULL AUTOMATION REDUCES DATA DELIVERY COMPLEXITY**

Finally, pods dramatically simplify the complexity of data provisioning. Instead of relying on cross functional IT teams (app admins, DBAs, systems admins, and storage admins) data pods include sophisticated app and database automation, pre-built integrations with major DevOps tools, and integrated masking to ensure data security, making them plug-and-play in any environment. By enabling data provisioning in minutes, even for complex, large datasets, data pods bring data management into the modern era and in alignment with modern tooling for software and infrastructure.

Data pods fundamentally change the process and economics of managing data, simplifying the way that data is provisioned and lowering the cost of supplying data.
Bring Data Agility to Your Entire Enterprise

You can use the Delphix Dynamic Data platform throughout your development and IT organizations to accomplish more at less cost. Hundreds of enterprise customers are using Delphix as a key part of their development infrastructure. Consider the opportunities in every area:

• **DevOps**: In today’s high-performing DevOps shops, everything is automated—except for the data. However, Delphix quickly delivers production-like data in minutes. Developers and testers can also readily integrate this data, branched and versioned in parallel with code, into existing DevOps workflows, enabling them to hit their targets for speed and quality.

• **ERP upgrades**: Over half of all ERP projects run past schedule and budget. The main reason? Standing up and refreshing project environments is slow and complex. Delphix cuts complexity, lowers TCO, and accelerates projects by delivering production data to ERP teams more efficiently than legacy processes.

• **Cloud Migration**: Delphix masking eliminates key security barriers to moving applications to the public cloud, including AWS and Azure. It also provides a secure and efficient mechanism for replicating TB-size datasets from on-prem to the cloud before spinning up space-efficient data environments needed for testing and cutover rehearsal.

• **Analytics and Reporting**: Data pods provide a sandbox for destructive query and report design, and facilitate on-demand data access across sources for BI projects that require data integration (MDM, M&A, global financial close, etc.).

• **Backup and Production Support**: Delphix provides an additional layer of protection against logical data corruption and ransomware that enables recovery-point accuracy down to each individual transaction. In the event of a production issue, Delphix can quickly provision complete environments so teams can identify root cause and validate that any change does not cause unanticipated regressions. Firefighting data copies from Delphix ensures fast repair of live environments.

The Delphix Dynamic Data platform serves as the foundation for DataOps across hundreds of the world’s leading enterprises. By implementing data pods and increasing data supply to the business, leading companies across industries have unlocked significant outcomes trapped in their development and IT investments:

![HP] Flawless go live for hundreds of divided apps in separation into HPI and HPE

![StubHub] 30% increase in year-over-year sales by enabling superior mobile user experience

![Comcast] Recovery of Video on Demand service for 24M users in minutes

![Molina Healthcare] Tripled revenue and applications while holding cost of IT operations flat

![Presbyterian] Reduced time to market for new insurance products by over 50%.

These are a few examples from the hundreds of companies that use the Delphix Dynamic Data Platform to fuel their transformation initiatives.

**ABOUT DELPHIX**

Delphix’s mission is to free companies from data friction and accelerate innovation. Fortune 100 companies use the Delphix Dynamic Data Platform to connect, virtualize, secure and manage data in the cloud and in on-premise environments. For more information visit [www.delphix.com](http://www.delphix.com).