



The Top 10 Reasons for Choosing Open Source Data Integration

White Paper

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Talend, the recognized market leader in open source data integration, leverages the open source model to make data integration available to all types of organizations, regardless of their size, level of expertise or budgetary constraints. Talend's solutions connect to all source and target systems.

Talend's solutions are used primarily for integration between operational systems, as well as for ETL (Extract, Transform, Load) for Business Intelligence and Data Warehousing, for migration, and for data quality management.

Introduction

Data Integration comprises the processes by which data from different parts of the information system are moved, combined, and consolidated. These processes usually consist of:

- Extracting data from different sources (databases, files, applications, Web Services, email, etc.)
- Applying changes (joins, lookups, comparisons, calculations, etc.)
- Sending the transformed data to the target systems (Data Warehouse, BI application, etc.)

When choosing the integration solution that best meets their needs, companies must ask themselves key questions:

- What is the scope of the project?
- Is this a one-off or recurring?
- What data sources should be connected?

Software vendors will assure you that their product is the one you need but, in reality, the proposed solutions may or may not be appropriate. To help you evaluate various solutions and technologies available on the market, and to compare the leading open source data integration technology with other alternatives, this White Paper presents the top 10 reasons why customers are choosing Talend—with proof points provided as extracts from customer case studies. To go further, there are a lot more [customer validation points](#) on our website.

#10

Market-Ready Products, Not Evaluation Versions

Talend Open Studio is a complete product comprising many features and a wide range of connectors. Talend's flagship product, it is the most open, innovative and powerful data integration solution available today. Talend Open Studio isn't a lightweight product or 'trialware.' It contains all the features required for building powerful data integration processes, and is freely downloadable and usable under the GPL v2 license.

Talend Integration Suite is an enhanced version of Talend Open Studio, providing additional, enterprise-level functionality (collaboration, automated deployment, load balancing, monitoring) for enterprise-grade projects. The solution includes high-level technical support to respond to corporate issues and legal guarantees of intellectual property protection (IP indemnification).

If you're hesitating between Talend Open Studio and Talend Integration Suite, the [Features Comparison Matrix](#) provides an excellent overview of the features of the different products.

ten

Prime Numbers Technology

Prime Numbers Technology evaluated Talend's open source data integration solutions based on recommendations from peers in the travel industry. After a few weeks of prototyping, we decided to invest in a subscription license of Talend Integration Suite, Talend's enterprise-grade data integration platform. I have to say that the open source model makes it really easy to try out the product. The fact that Talend Open Studio and Talend Integration Suite share the same development environment made it completely seamless to move from one to the other, and we were able to immediately deploy all the prototyping work we had done with the free product.

Rock Blanco, President

City of Châteauroux



We tested Talend Open Studio and we were very pleased by its ability to orchestrate all the integration jobs and to process data from heterogeneous sources.

Moreover, most of the connectors we needed are already included in the tool, which saved a lot of development time. We quickly realized that the solution went beyond the simple function of moving data and could be used, for example, to reallocate telephone costs to each department, and then to reuse existing jobs to analyze other data (electricity, heating, water, etc.).

Sébastien Bernard, Project Manager, IT Department

Exane



We learned about Talend at a BI Forum and, after a comparative study of several ETL solutions (including Talend Open Studio and Talend Integration Suite), we decided to develop a prototype with them. The results were conclusive and we chose Talend Integration Suite because of the benefits of its enterprise deployment features, including automation and collaboration, while also getting support services tailored specifically to our business. We were able to entirely redesign our data warehouse with Talend Integration Suite which also let us integrate new data flows.

Willy Cousin, BI Project Manager

#9

No Barrier to Adoption

Implementing Talend Open Studio is quick and easy—just [download](#) the latest version from Talend’s website and install it. If you have any problems (or just want more information), the community [forums](#) should be able to help you out. The product is free, which means that you don’t need to justify it to management or start a formal procurement process before solving your integration issues.

You won’t spend any time on administration tasks and won’t need any vendor face time. You can use the product in an unlimited mode and, of course, keep it as long as you like.

nine

You'll also get free product upgrades by downloading new versions as they become available. No need to negotiate with the vendor. Do you need a data integration solution now? Download it and use it immediately!

Levolor



Other packages we evaluated from traditional ETL suppliers were in the \$230,000 range plus support costs. We were looking at the problem from a risk-avoidance angle, rather than from a returnable investment standpoint but, even so, with Talend if we have any custom needs we can have the resources with very reasonable lead time and cost, and develop a custom component to perform tasks that we can leverage repeatedly. That's one of the big advantages of open source. Add in the ability to download and try Talend Open Studio before purchasing and Talend Integration Suite became an obvious choice

John Shafer, eBusiness Application Developer

MyBuys



The price-performance ratio was certainly a factor, but the fact that we knew the precise capabilities of the tool also played an important role. We had downloaded Talend Open Studio, (the GPL version) and fire-drilled it for several weeks before deciding to go with this technology. Because of this, we had virtually no learning curve and no bad surprises either.

Phil Mueller, Professional Services Manager

Prime Numbers Technology



We downloaded Talend Open Studio from the Web, got the user documentation and went through a couple of online tutorials. In two hours we were up and running and developing our first data integration jobs.

Rock Blanco, President

#8

Fast Learning Curve

Talend tools are user-friendly and very easy to handle. The graphical user interface is intuitive and doesn't require formal training.

Talend's Job Designer provides both a graphical and a functional view of the actual integration processes using a graphical palette of components and connectors—the Component Library. Integration processes are built by simply dragging and dropping components and connectors onto the workspace, drawing connections and relationships between them, and setting their properties (most properties are inherited from the metadata).

Talend's Business Modeler leverages a top-down approach, allowing line-of-business stakeholders to get involved in the design of the integration processes and to monitor development progress.

eight

DAI



We needed a product that would allow us to get started immediately and without training, that would scale to support our high data volumes, and offer connectivity to all our data sources. Talend was the obvious choice.

Andrew Ross, Senior Development and GIS Specialist

Major Automotive Manufacturer



We're a marketing group, not a software development shop. While we have some technology-savvy people, I was initially concerned that we'd get into too much coding and not enough support, but Talend Open Studio really had all the features we needed to develop the data integration processes quickly. And we were even able to extend it with a few custom Java routines to cleanse the incoming data.

Joe Burns, Marketing Analytics, Program Manager

Auteuil Foundation



Installation was quick and easy, thanks to a clear, concise documentation set. We also attended a Talend training course which answered questions relating to our specific needs. Then we created development standards to roll out Talend Open Studio in the Foundation.

Magali Amouroux, IT Project Lead

#7

Stable & Predictable Pricing Model

Proprietary vendors charge a “data tax” which increases the cost of processing additional data—adding servers, data sources/targets, or even transitioning to multi-core CPUs requires the purchase of additional licenses. Thus, infrastructure costs are not predictable and companies can’t determine when they will reach their limits.

With Talend, the cost of the solution is based on the number of developers of data integration processes. You can access new data as needed. For example, when setting up a new application or acquiring a new business—operations sometimes hard to predict in advance—you don’t need to buy additional licenses. Moreover, if a company is moving from development mode to maintenance mode, it doesn’t have to keep all its licenses.

seven

Eurofins



After analyzing what was available, we had chosen Sunopsis. Unfortunately, this decision occurred just before this technology was acquired by Oracle. We quickly abandoned this solution for two reasons: first, our growth model turned out to be incompatible with Oracle’s new pricing model, based on a cost-per-target CPU. Secondly, we realized that Oracle Data Integrator didn’t quite meet our ‘real-time’ integration needs and we had to do some custom development. That didn’t meet our desire for standardization and would have made maintenance more complex.

Pierre-Eric Menuet, EAI Project Manager

ETAI

For budgetary reasons, the traditional licensing model would have slowed down the deployment of the solution on our seven sites. Talend's Open Source model does not cancel all costs, but it reduces them significantly, especially in the deployment phase. It also makes them easier to predict.

Philippe Bobo, Software and IS Director

Cdiscount

Over time, we were faced with a large increase in licensing costs that didn't match our discount policy; the technical evolution of this tool required us to update our servers regularly. Because the pricing was linked to the numbers of servers used, the costs kept rising even though our needs stayed the same. At that time, the data volumes were lower, but they simply exploded over time. We needed a more cost-effective solution that could also handle large volumes of data and quickly opted for open source because proprietary tools were too expensive.

Talend charges by the number of developers and not by CPU. Charging by CPU dramatically raises costs when deploying dual- or quad-core servers. The per-developer license protects our budget even as our business grows.

Frédéric Chauvat, IT Director

#6

The Strength of a Community

When one refers to open source, the community is also there. Open source users benefit from the strength of this community, both in terms of support and product development.

Talend's [online community](#) offers many resources that facilitate implementing and maintaining Talend solutions—[forums](#), [wiki](#), [tutorials](#), [blogs](#), [BugTracker](#), etc. Moreover, the vendor encourages contributions from its users, who develop connectors or features or modify the source code, giving back their contributions to the larger community.

Talend Babili translates the user interface. Four months after launching [Babili](#)—Talend’s first community translation application—Talend unveiled nine language packs which localize the UI of its products. Talend’s tools are the only data integration solutions on the market today that provide localization options for users and developers, extending Talend’s reach around the world.

six

AOL



We like being part of an open source community, because we know the product is going to be updated more frequently than proprietary tools, in part thanks to contributions from the community. We have forked off a few customizations ourselves that we will contribute back to the community. It’s a system that works really well and we like some of the developments in Talend’s recent 3.0 release.

Eric Schvimmer, CTO, Commerce and Marketplace Division

Pokolm



The collaborative spirit among Talend users is excellent, and the talendforge.org forum is a great example of this collaborative work. Not only is this forum already very rich with information, but many community members are actively involved in providing answers and help to newbie users who, in turn, quickly become contributors. We have also used the Wiki and the BugTracker, and Talend’s documentation is of excellent quality.

Maik Böttcher, IT Manager

Pays des Vals de Saintonge



The idea is that open source provides an alternative to proprietary solutions, which frequently don’t address issues that local governments face in the field. Fostering innovation by encouraging experimentation is a cornerstone of our philosophy. For example, we participated in the first WiMax trials in 2001. The PVS migrated to open source in 2002, followed by a few municipalities. We did the same for the GIS project, affirming our desire to contribute to municipality work without limiting ourselves to a single use.

Francis Forgeard-Grignon, Vice President, PVS and President of the Saint Jean d’Angély’s Community of Cantons

#5 Enterprise-Grade Support

Contrary to popular belief, commercial open source vendors provide real support services, similar in type and quality to those offered by proprietary vendors. This is the case with Talend, whose services are designed to facilitate teamwork and increase productivity. These services are delivered by Talend experts, or by Talend-certified partners, and offer the same services as the largest proprietary vendors—service level agreements (SLA), guaranteed response times, etc.

Talend knows its products best. Users signing a contract for technical support from Talend are also subscribing to ‘peace of mind.’ Our Technical experts are not only experts in data integration, but are connected directly with Talend’s R & D. Read more about Talend’s [Professional Support Services](#).

five

ETAI



The support Talend provides is excellent, confirming the importance we initially attributed to this factor. The advanced expertise and the professionalism of the consultants we have worked with are an important asset.

Philippe Bobo, Software and IS Director

Cdiscount



Talend’s Support is particularly responsive both from the standpoint of business and service. We are glad to have joined its community and some of the special components we developed have been incorporated in the product to benefit other users. As early adopters we know that Talend is listening to us, particularly in terms of development, which is totally different from what we’ve experienced in the past. The tool was fairly new when we chose it and so we frequently had questions for Talend Support who always responded quickly.

Frédéric Chauvat, IT Director

#4

The Broadest Connectivity

With more than 400 connectors, Talend's solutions provide virtually unlimited connectivity to enterprise systems—databases, software packages, mainframes, files, Web Services, etc.

No other solution available on the market today offers so many connectors. This is due to Talend's large community of users who make their discoveries available to the public. By the same token, Talend's R&D department shares its IT developments with the community—a win-win situation.

Take a look at the most up-to-date list of [Talend connectors](#).

four

City of Brantford



We selected Talend Open Studio for several reasons. The breadth of connectors provided by the solution allows us to connect to all our sources and targets. It is also a very robust solution, which guarantees that the synchronization processes are running reliably and that our systems are always in sync without any data loss. And then, the open source model limited the need for an upfront investment, an important factor in a fiscally responsible organization, financed by taxpayers' money.

Muzammil Raipurkar, Database Administrator

Auteuil Foundation



For historical reasons we depend on a wide variety of data (OLAP, LDAP, Oracle, SQL Server, DB2, etc.) and Talend Open Studio's wealth of connectors helps us resolve many compatibility problems.

Magali Amouroux, IT Project Manager

SupplyFrame



With several hundred connectors included in the release, and more available from the community via the Talend Ecosystem, we've got all our bases covered.

Andrew Brown, Vice President of Content

#3

Universality, Versatility for all Projects

Talend's data integration solutions are not limited to standard ETL (Extract-Transform-Load) functionality for Business Intelligence, but can also be used for operational data integration projects; typically these are still done manually, but can benefit from a data integration environment

All organizations—whatever their size—are faced with managing a data volumes explosion. It is estimated that the amount of data doubles every year, fueled by the digitalization of production lines and distribution systems (RFID), automated ERP and CRM processes, office and communications software, Business Intelligence performance analysis tools, new communication technologies (email, VoIP), etc.

Data integration projects are quite varied. With Talend solutions, you can reuse existing developments in new projects, gaining time-to-market and productivity.

three

MediaLab



We can easily add or modify data sources and quickly create new transformation and integration scripts. Talend Open Studio is becoming MediaLab's integration solution; we have started to use it for other projects, such as network performance measurement. With the time saving and the increased reliability brought by Talend's tools, we are reducing our development costs and reinforcing our credibility with our clients and prospects. We are currently initiating important projects with major global players in the telecommunications field, in which Talend's solutions might play a strategic role.

Florent Mara, Technology Analyst

JRC



Talend Open Studio is the data integration engine JRC uses for every ad-hoc conversion.

François-Xavier Thoorens, Research Officer

Virgin Mobile

The MVNO business is very specific and there is no dedicated turn-key solution. We had important customization needs and with access to the source code we can keep control of our information system. Even the open source quality-price ratio is unbeatable.

Lionel Beaudet, Technical Manager

#2

Functionality, Performance, Reliability

Far from the stereotypes concerning the lack of professionalism surrounding open source, Talend's solutions are real business tools, offering a level of functionality equal to that of proprietary vendors. And being open source doesn't mean that a solution was developed by volunteers in their spare time. Talend has its own R&D teams and, as discussed above, its solutions are enriched by contributions from the community.

Although Talend controls the product roadmap, the company continually listens to the opinion and needs of its community and its customers to help effect change. Talend is committed to providing powerful, reliable solutions that attract many users.

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We were looking for the best solution to meet our business requirements at an optimal cost. We selected an open source solution, not only because of the budget considerations, but also for power and extensibility. Talend Open Studio proved to be the right decision for us. The product is feature-rich, stable, and robust. It doesn't take a lot of time to build data integration processes, which is important in our fast moving business environment.

Marcin Kierdelewicz, Head of Systems

Exane

Talend's solutions are powerful and efficient, and proved to be faster than our former bulk ETL system. Development is easy and Talend's pricing is one of the most interesting on the market.

Willy Cousin, BI Project Leader

Children's Hospital & Medical Center

Having the option to modify the product code is interesting but, in reality, Talend Integration Suite has satisfied all functional requirements. We haven't had to do any Java development as there are already so many components developed and readily available.

Kevin Sherlock, Data Warehouse Administrator

#1

Optimized Time and Cost

Talend's solutions are 50% to 80% cheaper than equivalent proprietary solutions offered on the market. They are also less expensive to deploy, maintain, and support.

In addition, they facilitate faster development and production as compared to proprietary tools and hand-coding.

For example, the Business Modeler streamlines communication between business users and the development teams, reducing the time a company typically takes to identify needs and launch new product development, while giving users relevant business information.

Moreover, monitoring of the data integration processes can be easily integrated into a global supervision console, which gives users a faster and more responsive escalation procedure, reducing costly downtime, and guaranteeing current data.

one

Prime Numbers Technology



We're handling billions of transactions and we interface with a huge number of diverse sources and a variety of data. We might be dealing with 45 different currencies and perhaps 18 different languages or we might need to merge an HR feed to a particular system. Before Talend, and using the tools that were available at the time, it took us 3 to 4 years to build the 15+ different interfaces we needed. We replicated all those interfaces on Talend in three months. That's more than a 90% increase in productivity!

Rock Blanco, President

Theis Consult



Compared to manual coding, Talend Open Studio saved us 57% of the development time for the first project alone. But besides the added flexibility and the initial time savings, using Talend Open Studio also lets us reuse data integration processes from one project to another. This means that after an initial investment, we can leverage the work done for subsequent projects (with different structures and technologies) much faster than if we had to start over every time.

Christian Roszak, CEO

Creatis Bank



We calculate that with Talend Integration Suite, we reduced development time by a factor of three, a particular advantage for teams involved in the migration project. Talend's solution lets us handle data extractions via a graphical interface that accelerates the production of the documentation and notations that Bâle II requires.

Stéphane Leclercq, Head of Standards and Development

United Nations High Commissioner for Refugees



In this sort of project, the lack of licensing costs is a big advantage to a humanitarian organization like ours; we can devote our funds to our mission, not operating costs.

Edouard Legoupil, Geographical Information System Expert for West Africa

SupplyFrame

The debate was not really so much about proprietary versus open source, but more about the technical capabilities of the tool and its cost. Not only did Talend Integration Suite fit our technical requirements, but its total cost of ownership over a five-year period was approximately one-third the cost of the least expensive proprietary competitor.

Andrew Brown, Vice President of Content

Conclusion

Open source solutions are continually evolving to meet market requirements. As companies merge, acquire new applications and build their IT platforms by incorporating disparate applications with legacy systems, information systems are becoming more and more heterogeneous. As a result, data integration tools are now a must-have for enterprise IT departments to properly manage the flows of data across the information system.

In this context, open source data integration solutions offer a very compelling argument. Open source tools can automate and maintain tasks formerly requiring manual scripts, and the existing skills of the IT implementation team easily transfer to an open source offering. Nor do IT departments have to justify up-front fees, a key consideration today. The TCO is significantly better than proprietary solutions and users confirm the ease-of-use and performance of these products.

The data integration market is very large—more than \$13 billion annually and growing. More and more, open source vendors are taking this business from the high-priced proprietary incumbents. This is partly because of the perceived value-add that open source brings to the table—high value instead of high price; no vendor lock-in, faster time-to-market and better responsiveness to customers.

Another defining factor is how a company responds to three key players: its community, its partners, and its customers. Many open source companies tend to be strong in one or two of these areas, but Talend is unique in excelling in all three. Today, Talend has a strongly involved and committed community with give-and-take in both directions; a large number of paying customers world-wide; and an extensive partner network.

Welcome to the future.