



Pervasive Data Integrator™ Provides Seamless Integration to CARFAX's Online Web Application Database

A Custom-Code Integration Alternative for Driving Reliable Data to the Cloud

About CARFAX

Considered the most trusted provider of vehicle history information, CARFAX, Inc. is used by millions of consumers each year. CARFAX Vehicle History Reports™ are available on all used cars and light trucks model year 1981 or later. Using the unique 17-character vehicle identification number (VIN), a CARFAX Report is instantly generated from its database of over six billion records. Customers receive title information, lemon histories, service records and other important decision-making information.

About Pervasive Innovation and Cloud Capabilities

CARFAX needed to accelerate time to market of new vehicle history information. Custom-code integration would be much too slow – and costly – to deliver data to CARFAX's online database. Embeddable Pervasive Data Integrator with its ability to deliver integration to the cloud was chosen to transform and validate more than 100 data and application formats. Pervasive automates the integration of vehicle content to CARFAX's Web application database running on VMS. Doing so accelerates the delivery of vehicle histories to online customers.

"Pervasive is essential to our operation. There is no better way for us to translate data without doing custom coding... With Pervasive, we can accept files from all our sources in their native formats, and we can quickly perform an analysis of newly received data to determine its reliability and accuracy."

– Craig Hamilton, Vice President of Operations
CARFAX, Inc.

EXECUTIVE SUMMARY

CARFAX, a leading provider of vehicle history information, has well over a billion records for some 300 million vehicles. Its IT department needed to bring this disparate data together in an online database used by Web visitors. In a cloud-based environment, the Pervasive embedded integration engine delivers the robust data transformation and validation for over 100 data and application format. Doing so, CARFAX speeds time to market of new vehicle history information.

CHALLENGE

CARFAX did not want to become reliant on custom code as it moved large amounts of disparate data into its online database. Files can range up to the millions, with sizes running from 512 bytes with 30 fields to 4000 bytes with up to 400 fields. A flexible, highly reliable, less costly integration solution that could deliver important data to CARFAX's Web application database was needed.

SOLUTION

Embeddable Pervasive Data Integrator transforms and validates more than 100 data and application formats and provides automated integration of vehicle content to CARFAX's Web application database running on VMS. Doing so accelerates the delivery of vehicle histories to online customers. In the past the addition of a new data or application source meant a month of PL1 programming.

With Pervasive, integration takes place quickly, resulting in significant savings from a programmer resources standpoint. Not only this, Pervasive handles a range of formats, from hierarchical text files, proprietary data formats and multi-table SQL databases.

Pervasive's visual design tool allows the rapid creation of integration routines of any complexity and the embeddable integration engine automates the execution of multiple projects. Some key Pervasive features cited by CARFAX as very beneficial are its comprehensive expression builder for visually creating user-designed expressions; look-up functionality; and reusable transformation objects.

BENEFITS

A custom-code alternative to integration in the cloud. In the past the addition of a new data or application source to CARFAX' website meant a month of PL1 programming. With Pervasive, integration takes place quickly—and easily.

Cost Savings. The Pervasive solution results in tens of thousands of dollars being saved in programmer resources.

Flexibility. Pervasive's embedded integration engine delivered the robust data transformation and validation for over 100 data and application formats.

Extensibility. CARFAX gives Pervasive high marks for its extensibility when applied to complex user-defined functions and expressions.

CONCLUSION

CARFAX sought a highly reliable integration solution to accelerate time to market of new vehicle history information. The company realized custom-code integration would be time consuming, and quite possible hurt its business efforts. With embedded Pervasive Data Integrator, a custom-code, cost-effective alternative to bringing data to CARFAX's online database has been found. Pervasive Data Integrator's robustness and flexibility also are much appreciated. CARFAX programmer and analyst Christopher Shea says, "I'm always trying to do things with Pervasive that no one has ever tried before. Nine out of ten times, we can get it to work."



More About Pervasive DataCloud 2

Pervasive Software now offers Pervasive DataCloud 2 to meet the needs of organizations large and small who want to include cloud computing and data services as a part of their IT infrastructure. Pervasive integration running on Pervasive DataCloud 2 can enable organizations to migrate or integrate even large amounts of data between on-premises and cloud endpoints within very tight timeframes.

Built on Amazon Web Services (AWS), Pervasive DataCloud 2 is geared to deliver rapid customer solutions. Not only rapid, Pervasive DataCloud 2 solutions are reliable, scalable and secure. With Pervasive DataCloud 2 on AWS, IT departments and developers now have the convenience of enabling on-demand data services without having to worry about hardware maintenance, software updates, etc.

What Pervasive DataCloud 2 offers

Raw Engines and Workflow – Developers can use Pervasive Data Integration, Profiling and Pervasive DataRush™ engines, as well as our Workflow Designer.

Core Data Services – Developers can access Pervasive connectivity (adapters) to on-premise endpoints using Pervasive DataCloud agent technology. Also available are a Data Sort Service and Database, among other emerging services.

Rich Composite Data Services – Developers can provide data services that incorporate data loading, data matching, profiling, transformation data mining and analytics, including k-means, Levenshtein Edit Distance and Jaro.

About Pervasive Software

Pervasive Software provides agile data integration software that speeds the flow of data between applications and between organizations. Our robust technology addresses SaaS, SOA and traditional integration modes and allows customers to re-use the same software for integration scenarios that span data warehouses, real-time application integration and data exchange with trading partners.

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