

Composite PerformancePlus Data Adapter for Web Content



ADVANTAGES

The Composite PerformancePlus Data Adapter for Web Content easily delivers data from any existing website or web application and makes it available in the Composite Information Server - all with no coding.

- **Accuracy & Relevance** – surgically extracts only the information you care most about.
- **Timeliness** – extracts up-to-the-minute data giving business users a significant competitive advantage.
- **Seamless Integration** – feeds Web content into any data structure, application, business process or analytic tool including Business Objects, Siebel Analytics, Oracle BI and others.
- **Scalability** – infinitely scalable, enterprise-grade data integration and transformation platform for unlimited number of web data sources.

SPECIFICATIONS

Composite Requirements:

- Composite Information Server v5.1 or higher

The Composite PerformancePlus Data Adapter™ for Web Content, powered by Kapow Software, allows for extraction, enrichment and storing of Web data. The adapter unlocks data from Cloud and business-to-business (B2B) applications, and public Web content – making it available in the Composite Information Server.

Additionally, the adapter for Web Content, provides real-time access to the underlying database behind web pages and forms, including data tables, data structures and data types—all through the existing web interface with no need for direct database or API access. The unstructured and semi-structured Web data can then be parsed and integrated with structured data from other enterprise sources, including relational databases, data warehouses and data marts, and packaged applications - providing users of front end applications with the insight and visibility they need to effectively run their businesses.

The Composite PerformancePlus Data Adapter™ for Web Content's unique, high performance, IE compliant "headless" HTML parser and JavaScript engine easily handles any dynamic web content, for example JavaScript and AJAX driven sites. Well beyond any other product on the market, the adapter for Web Content can perform comprehensive transformation and "cleansing" logic that enriches the data completeness for higher quality data analysis and reliable results in the target application.

Finally, since it accesses data at the web presentation layer, it can also simultaneously capture all valuable business logic and metadata, for instance data verification, user login, presentation formats, etc.

USAGE

The Composite PerformancePlus Data Adapter for Web Content has immediate impact on a wide range of projects:

- **Market Analytics** – Extract publicly available data, such as pricing and shipping time of competitor's products. Compare with private internal data and metrics.
- **Business Intelligence** – Power business intelligence initiatives with on-demand web content and combine it with other heterogeneous data sources to enable better business decisions.
- **360-degree View Projects** – Aggregate historical and operational data with Web content to improve visibility for front-line workers, for example 360 degree customer views.
- **Dashboards** – Rich data makes your dashboards more insightful. Delivering data straight from a live Website may be a critical factor in your project's success.