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Simba

30+ Years of Data Connectivity Excellence
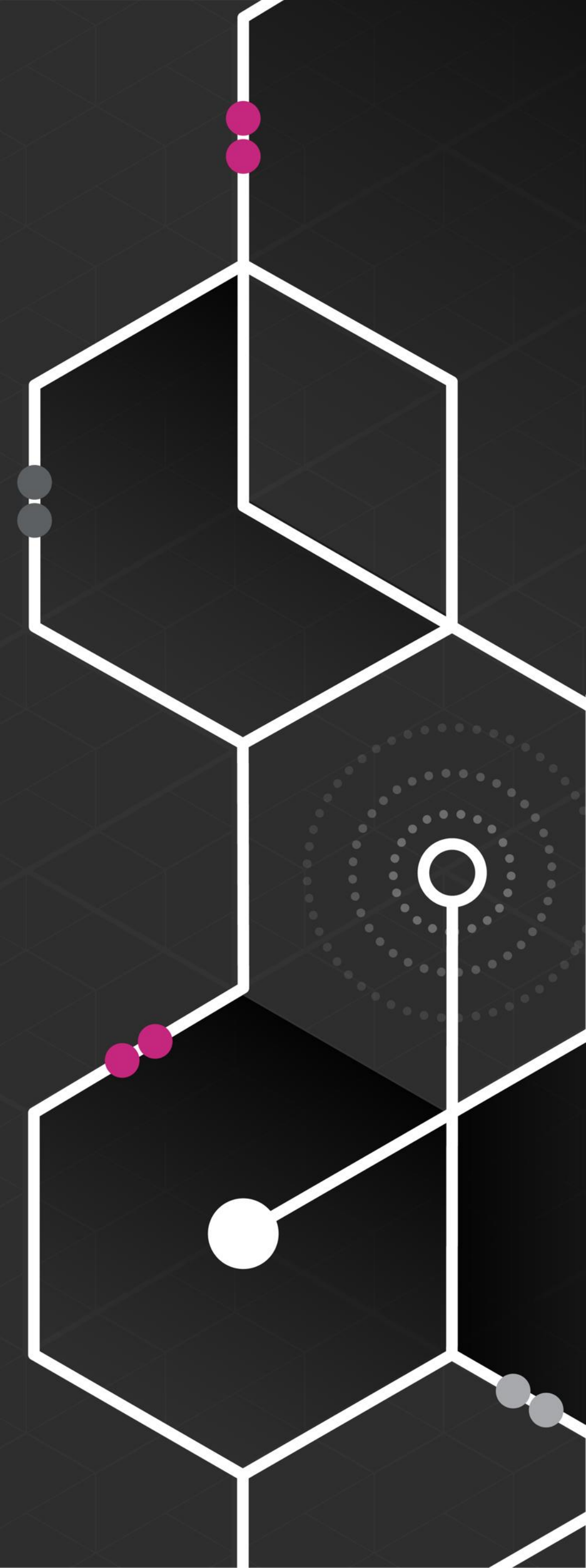
Today's Guest

Trevor Denning
Principle Solutions Engineer

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Agenda

1 What is Simba?

2 How a Simba works

3 Trino Open-Source vs Simba Trino Drivers
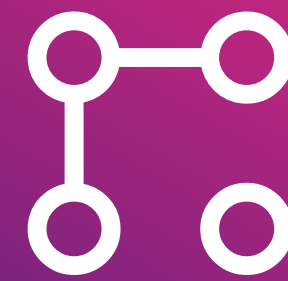
4 Demo

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What is Simba?
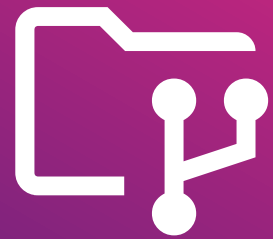
Simba Drivers

Portfolio of 60+ ODBC/JDBC Drivers

Simba SDK

A comprehensive toolkit for rapid and cost-effective data driver implementation, tailored to specific data connectivity needs.
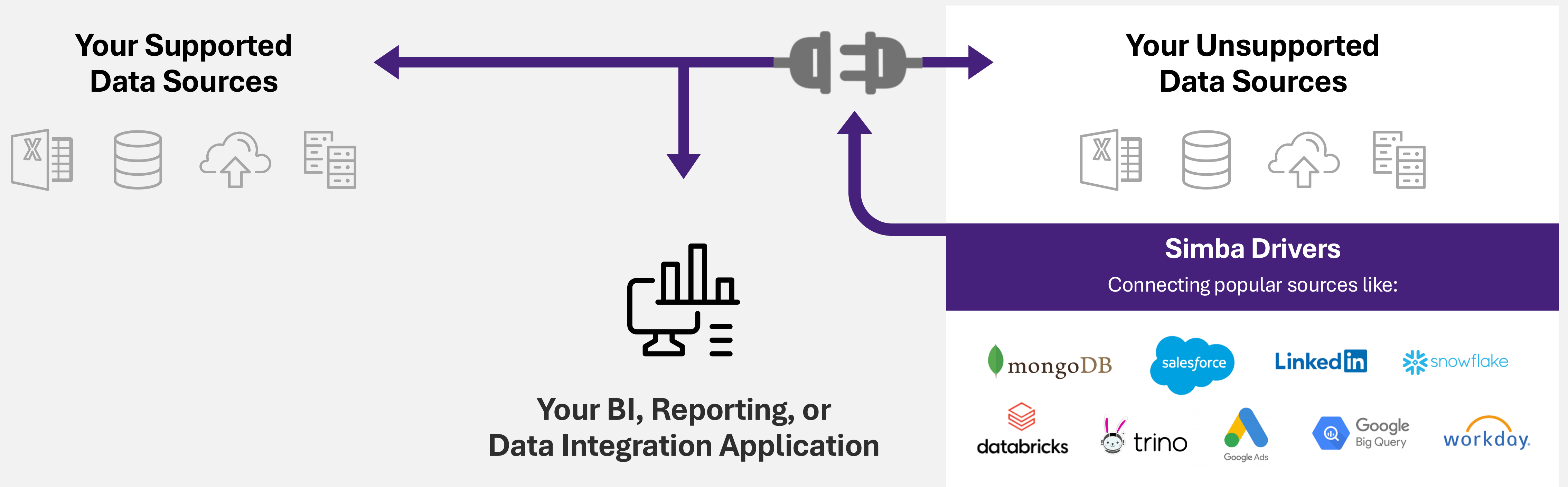
Engineering Services

Engage with Simba Engineering Services for a flexible, high-touch way to solve the burden and complexity of developing data connectivity

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How a Simba Driver Works

Simba Drivers Bridge the Connection Between Applications

Simba from insightsoftware D+A

Your Supported Data Sources

Your Unsupported Data Sources

Your BI, Reporting, or Data Integration Application

Simba Drivers
Connecting popular sources like:

mongoDB   salesforce   Linked in   snowflake

databricks   trino   Google Ads   Google Big Query   workday.

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Simba: Meeting Data Connectivity Gaps in Power BI

**Simba** from insightsoftware D+A **+** 📊 **=** **Unlocked Value**

Simba Connectors:
Beyond Power BI Defaults

Simba drivers quicky and easily plug into Power BI, providing connectivity to a wide range of data sources. This integration allows you to unlock Power BI's full potential and get more value from your existing technology investments.

By connecting to more data sources, you can gain deeper insights and make better-informed decisions.

Trusted by Microsoft

Simba is the trusted provider of core data connectivity within Power BI, ensuring seamless integration with drivers that come standard with Power BI. Trust in our expertise to enhance your data analysis capabilities with more data and deeper insights.
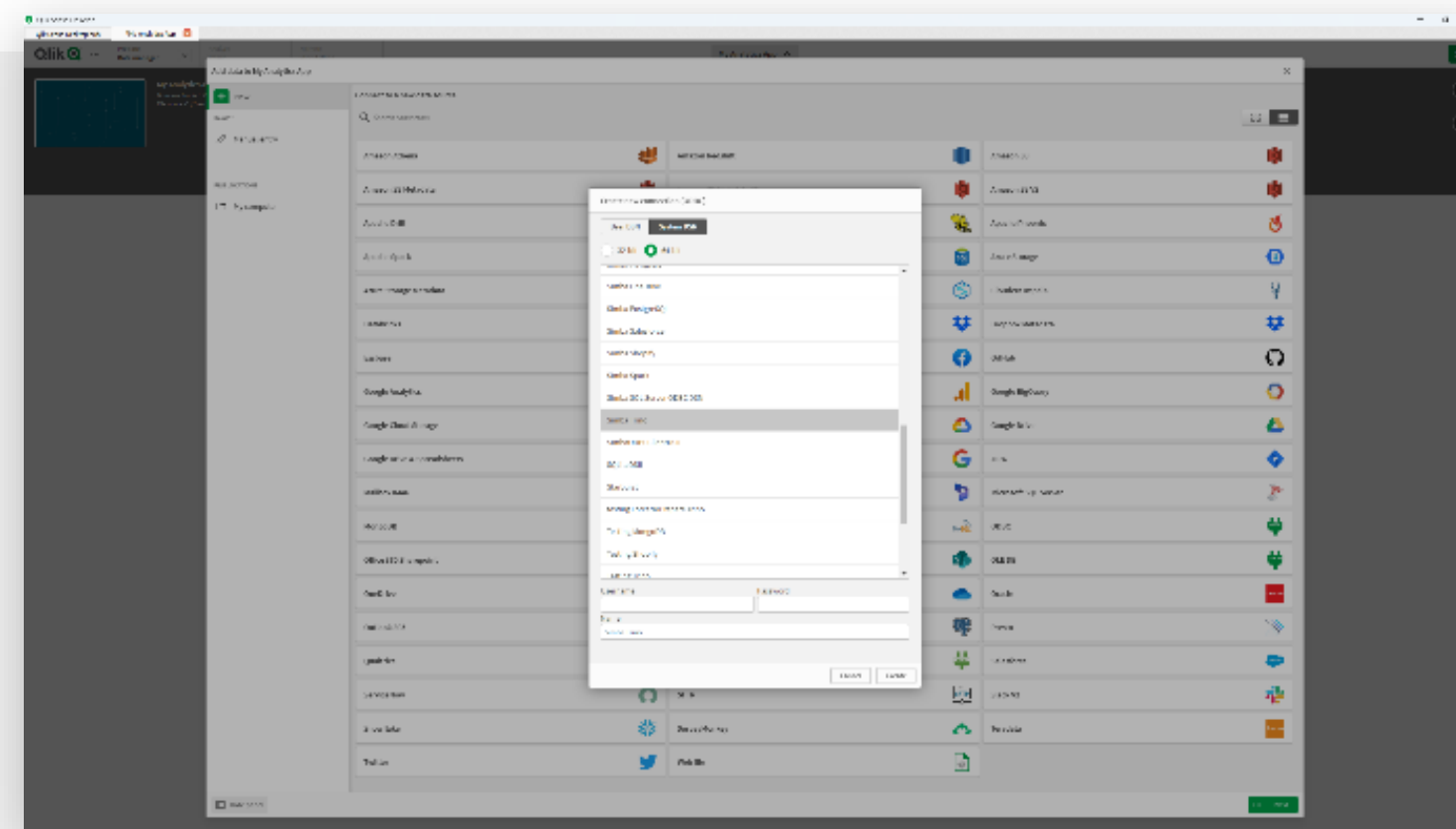

The Simba Difference

- ✓ Complete Connectivity
- ✓ User Friendly
- ✓ High Performance
- ✓ Seamless Integration
- ✓ FIPs Security Compliance
- ✓ Real-Time Data Streaming
- ✓ Cloud and On-Premises
- ✓ Standardized SQL Querying
- ✓ Multi-Platform

Available Additional Simba Drivers for Power BI

- Amazon DocumentDB
- Amazon DynamoDB
- Amazon Marketplace Web Service
- Apache Cassandra
- Apache Drill
- Apache Druid
- Apache Hbase
- Apache Phoenix
- Google Ads
- Hubspot
- Jira
- Magento
- Neo4j
- Oracle Eloqua

- Oracle Responsys
- Oracle Service Cloud
- PayPal
- Trino
- Workday
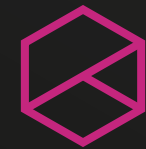
Why Should I Care?

Claude says, "Simba is best for Enterprise BI, Perforce and Reliability."

Trino Open-Source vs Simba Drivers

Feature	Trino OOS Driver	Simba Trino Drivers
Vendor	Community Maintained	Commercial (insightsoftware)
Support	Community Forums	Enterprise Support & SLAs
BI Tool Compatibility	Basic (Power BI/Tableau)	Certified with Power BI, Tableau, Excel
Advanced Type Handling	Limited	Enhanced (Complex/Nested Types)
Query Pushdown	Basic	Optimized for Performance
Security	Basic TLS	Enterprise Auth (Kerberos, LDAP, OAuth)
Deployment	Manual	MSI/PKG Installers, Silent Install Support
Logging & Diagnostic	Minimal	Rich Logging & Debug Tools

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Pushdown Queries

Push Heavy Compute to the Source for Faster, More Efficient Performance

Description

Optimizes performance by offloading complex query operations like filtering, aggregation, and joins to the underlying data source.

Why It Matters

Reduces data transfer, improves latency, and lets you scale access without overloading your client or BI tools.

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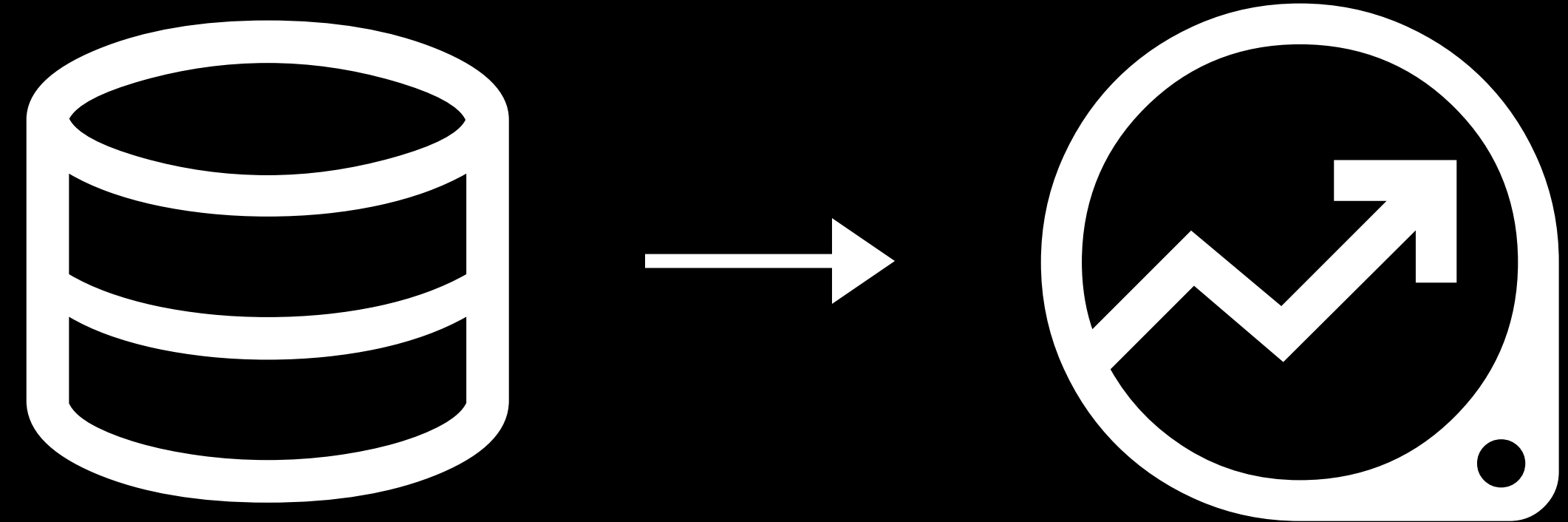
Granular Security

Role Aware User-Access With Built-In Authentication and Control

Description

Ensures data governance and compliance, minimizing risk and guaranteeing only authorized access.

Why It Matters

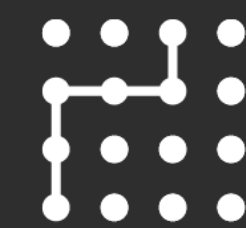Support enterprise authentication systems, with security protocols like OAuth, SSO, LDAP, and Kerberos.

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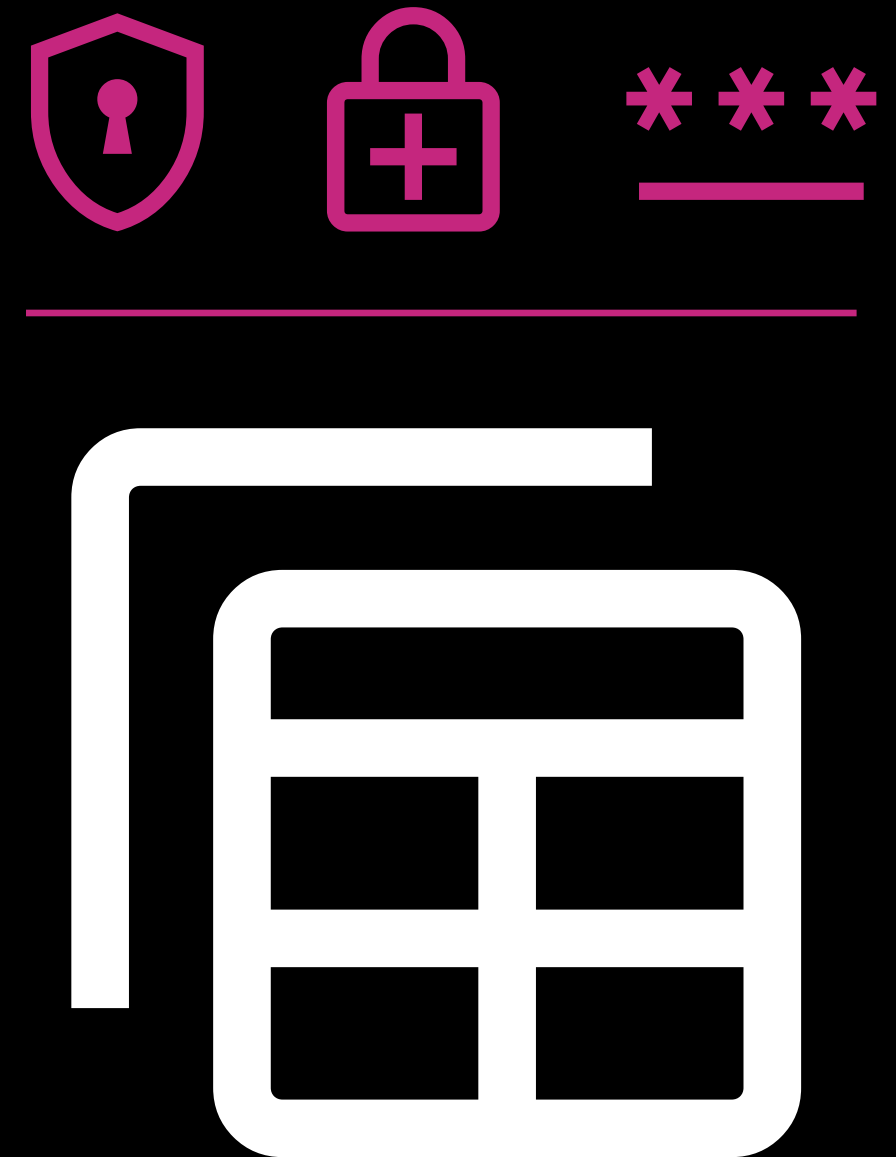
When to Use

What does Claude think?

TRINO

Open-Source Driver

Development, Testing or Simple Connectivity

Simba

from insightsoftware D+A

Enterprise BI, Performance & reliability

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Demo

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trino> █  I
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Simba Trino ODBC & JDBC Drivers — Start Your Evaluation