

# Press kit

## Datanamic Solutions Company Overview:

**Location:** Leiden, The Netherlands

**Year founded:** 1999

**Description:** Database tools developers

**Products:**

- DeZign for Databases
- DB Data Generator
- DB Zipper
- DB Data Diffctective
- DB Schema Diffctective

**Customers:** Software engineers, analysts, and designers worldwide

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## Company Description

Datanamic Solutions is a database tool developer based in Leiden, The Netherlands. Founded in 1999, Datanamic has been dedicated to provide its customers with simple, easy-to-use database tools to assist the simplification and automation of database design and development. Datanamic has consistently developed pioneering products and methodologies that make the development of databases more rigorous, maintainable, and re-usable.

Datanamic's flagship product is the visual data modeling tool 'DeZign for Databases'. Although Datanamic was founded in 1999, the initial tool DeZign for Databases was developed a few years before, for personal use in previous employment. This tool has evolved over the years.

In March 2007, two new products were released, the DB Data Generator and the DB Zipper. Another two new products were released in June 2008, DB Data Diffctective and DB Schema Diffctective. Datanamic continuously works on new tools to expand the toolset for databases and on improving the existing products.

Datanamic's modeling tools are used worldwide by software engineers, analysts, and designers interested in taking an architected approach to quickly developing quality software solutions.

## Company History:

Rick van Dijk founded Datanamic in 1999. He had developed DeZign for Databases a few years earlier, for personal use in previous employment. For years, DeZign has been the only Datanamic product on the market. In recent years, Datanamic has rapidly started to grow in size and additional products have been developed.

In 2007 DB Data Generator and DB Zipper were developed and added to the Datanamic tool set.

In 2008, another two products were added to the tool set. DB Data Diffective and DB Schema Diffective are Datanamic's first compare tools.

The Datanamic team has never forgot their background in database modeling, and they keep this experience in mind when developing tools. Accordingly they develop tools that have clever, useful features that meet the needs of their clients.

## Company Philosophy:

The Datanamic philosophy is providing simple, user-friendly database tools that have a low learning curve. Everyone should be able to use a Datanamic product without having to read a manual first.

## Datanamic Products:

- DeZign for Databases
- DB Data Generator
- DB Zipper
- DB Data Diffective
- DB Schema Diffective

### ● DeZign for Databases:

DeZign for Databases is Datanamic's flagship product. It is a powerful, intuitive database design and modeling tool. It allows the user to visually design, create, reverse engineer and modify databases. DeZign for Databases is simple, easy-to-use and has a low learning curve. It also has a lot of clever features that reflect the experience with database modeling that the Datanamic team has, and are of great use for the user.

DeZign for Databases uses entity relationship diagrams to graphically design databases, and automatically generates the most popular SQL and desktop databases.

One of the great features of DeZign is that it supports an extensive list of database platforms. When several databases are used, DeZign is the tool that can model them all.

For the complete list of supported databases, please go to:

<http://www.datanamic.com/dezign/supporteddatabases.html>.

The latest version, 5.0, of DeZign for Databases was released in January 2008. Datanamic is currently working on the newer versions.

For more information about DeZign for Databases, please go to:  
<http://www.datanamic.com/dezign/index.html>.

### ● DB Data Generator

In May 2007, DB Data Generator was released. This tool allows developers to easily populate databases with thousands of rows of meaningful and syntactically correct test data for database testing purposes.

DB Data Generator is easy to use and time-saving for it automates the complex and labour-intensive tasks. For a good analysis of the database structure, the Datanamic team has used its many years' experience with the data modeling tool DeZign for Databases. DB Data Generator automatically determines the best default data generation settings when creating a new project. Foreign key constraints are taken into account to prevent referential integrity violations when inserting test data.

DB Data Generator is available in 7 Editions: A MultiDB edition which supports Oracle, PostgreSQL, MS SQL Server, MS Access, InterBase/Firebird, MySQL and a single DBMS edition for each supported database.

For more information about the DB Data Generator, please go to:  
<http://www.datanamic.com/datagenerator/index.html>.

### ● DB Zipper

In May 2007, Datanamic released DB Zipper. DB Zipper is a database tool that processes table data and table structures from any database into a compressed database archive file, as a simple backup solution. With DB Zipper the user can extract (selected) tables from the database archive file to any supported target database.

DB Zipper is the easiest way to distribute any database on a corporate intranet, the Web, e-mail or CD-ROM. With DB Zipper the user can move a database from A to B and translate tables from database type A to type B. It is also a simple backup solution and it simplifies database deployment.

For more information about the DB Zipper, please go to:  
<http://www.datanamic.com/dbzipper/index.html>.

## ● DB Data Diffective

In June 2008, DB Data Diffective was released, along with its sibling DB Schema Diffective. DB Data Diffective is a powerful and easy-to-use database compare tool, designed to simplify the synchronization data of your databases. DB Data Diffective can compare data for selected tables in two databases, view differences and publish changes quickly and safely. Flexible comparison and synchronization settings will enable you to set up a customized comparison key and to select tables and fields for comparison and for synchronization.

DB Data Diffective can be used for data migrations, verification of (corrupt) data and data auditing.

DB Data Diffective is available in 6 editions: A MultiDB Edition which supports Oracle, MS SQL Server, MySQL, InterBase/Firebird, PostgreSQL, and a single DBMS edition for each supported database.

DB Data Diffective and DB Schema Diffective are also available in a bundle called the DB Diffective Bundle.

For more information about DB Data Diffective, please go to:  
<http://www.datanamic.com/datadiff/index.html>.

## ● DB Schema Diffective

In June 2008, DB Schema Diffective was released, along with its sibling DB Data Diffective. DB Schema Diffective is a tool for comparison and synchronization of database schemas. It compares and synchronizes tables, views, functions, sequences (generators), stored procedures, triggers and constraints between two databases.

DB Schema Diffective shows the full picture of all database differences. Once the databases are compared, the user can view the differences and generate the necessary (database specific) synchronization script to update the destination database and make it identical to the source database.

DB Schema Diffective is available in 6 editions: A MultiDB Edition which supports Oracle, MS SQL Server, MySQL, InterBase/Firebird, PostgreSQL, and a single DBMS edition for each supported database.

DB Schema Diffective and DB Data Diffective are also available in a bundle called the DB Diffective Bundle.

For more information about DB Schema Diffective, please go to:  
<http://www.datanamic.com/schemadiff/index.html>.

## Customers:

The users of Datanamic products are mostly software engineers, analysts, and designers. They can be found in companies involved in financial services, manufacturing, telecommunications, and transportation. But Datanamic also has hundreds of clients in governments and hundreds of education users.

For a list of customers, please go to:

<http://www.datanamic.com/company/customers.html>.

## More information:

For more information, please contact Rick van Dijk through e-mail [info@datanamic.com](mailto:info@datanamic.com) or telephone: +31715140901, or visit our website [www.datanamic.com](http://www.datanamic.com).

For a complete overview of news items, please go to:

<http://www.datanamic.com/company/news.html>.