

## **Diffusion® 6.7 – Introduces Secure Personalized Data Delivery to Individual Clients *Plus New CDC Database Adapter***

**SILICON VALLEY, CA, September 15, 2021** – [Push Technology](https://www.push-technology.com), the pioneer and leader in real-time data streaming and messaging solutions, today announced powerful new personalized client data delivery capability in the company’s Diffusion Intelligent Event-Data Platform, that consumes, enriches and delivers data among applications, systems and devices. This announcement up the competitive game stakes for other messaging and event broker vendors such as Kafka, Tibco, and Informatica.

### **Introducing Personalization with Session Trees**

The new release expands the range of Diffusion’s unique and powerful Data Wrangling capabilities with the introduction of Session Trees. With Session Trees you can easily create event-data streams, for example: by geography focused on a local event or regulatory requirements; by network connection type such as 4G or 5G; by device type such as desktop, mobile, IoT sensor; etc. Session trees are powerful because they make it easy to tailor applications to meet security, optimization, personalization, and localization requirements specific to a client or group of clients. Session Trees transform the types of valuable, differentiated services that companies can provide.

### **Integration with Databases for Change Data Capture (CDC)**

Databases are and will remain a large part of every company’s the technology solutions. With the continual expansion of the Diffusion platform’s data gateway capabilities, 6.7 introduces the new CDC Adapter to easily connect to a wider range of data sources. The new adapter enables real-time streaming of all data, portions of the data or changes to the data. The new CDC Adapter has been tested and approved for MySQL and PostgreSQL relational databases.

## Enhanced Data Transformation

With the release of 6.7, Topic Views can now be used to apply a JSON patch to the values within a JSON topic. For example, updating only the phone number in a customer record. This functionality enables use of all the power of the JSON Patch standard to transform and wrangle topic data.

Sean Bowen, CEO of Push Technology, said: “We are delighted with the reception our platform continues to receive as we expand our Diffusion platform’s powerful, intelligent data management capabilities, in lock-step with the needs of companies working around the globe on their digital transformation imperatives.”

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### About Push Technology

Push Technology pioneered and leads the market in real-time, event-data streaming and messaging solutions that power mission-critical business applications worldwide. Push’s Diffusion Intelligent Event-Data Platform, consumes raw event data in any size, format or velocity, enriches event data in-flight, and delivers event data reliably and at massive scale with secure, fine-grained, role-based access control. Diffusion is purpose-built to simplify and accelerate event-driven, real-time application development, reduce operational costs, and speed time-to-market.

Leading brands, across industries including financial services, transportation, energy, retail, healthcare, iGaming, and Internet of Things companies, use the Diffusion Intelligent Event-Data Platform to drive customer engagement, fuel revenue growth, and streamline business operations. Diffusion is available on-premise, in-the-cloud, or in hybrid configurations, to fit the specific business, regulatory, and infrastructure requirements of the event-driven applications operating in today’s everything connected world. Learn more at [www.pushtechnology.com](http://www.pushtechnology.com).