



Data Transformation

Raw to Workable with SkyWire's Unique
Data Transformation Approach for the Point of Sale Industry

Executive Summary

While raw data may be readily available through software generated reports, ultimately, it is the customer's responsibility to pull the data out and attempt to reverse engineer the database. If this cannot be achieved, the data will be rendered useless – opportunity FAIL. Currently, there is a major gap in the POS industry that is derived from understanding and converting raw data into working data. SkyWire POS's innovative build and technology directly addresses and closes this gap in the POS industry through its groundbreaking data transformation approach.

Background

SkyWire Point of Sale (POS) is designed to manage businesses of any size, from stand-alone locations to multi-site organizations. SkyWire POS can effectively run reports from multiple profit centers per day and provide a true enterprise-wide centralization.

Regardless of the customer's size or type of business, SkyWire POS delivers an efficient, flexible and easy to use system. It provides a fully integrated enterprise POS system, which includes the standard components.

- Simplified Back Office Configuration
- Web Based Configuration and Reporting
- Point-to-Point Encryption with EMV
- Offline Resiliency

A Unique Approach to Data Transformation

Mass amounts of raw data is any statistician's dream come true – but when presented with this data in a day-to-day scenario, it is generally up to the customer to decode the data and translate it into functional data. This is where SkyWire POS is a stand out in the market. With its innovative software, it allows the customer to seamlessly tap into the raw data and transform it into something usable.

SkyWire delivers its software to a wide range of customers simultaneously through either a local, hosted, or hybrid environment. If the customer can maintain local servers the transformation is able to remain in their environment. However, if a property is unable to maintain local servers, SkyWire provides a cloud hosted POS option, allowing a copy of the data accessed and managed by the client. SkyWire also offers a customizable hybrid delivery method, allowing both SkyWire and the customer data access. Above all, no matter what option the customer chooses, all three software delivery choices are completely secure. All data is routinely replicated throughout the day, providing a real-time, real-data assessment of business operations.

Regardless of whether the customer has a hosted, traditional, or hybrid POS, they can have their data in minutes. This feature allows SkyWire POS to stand out amongst the industry competition. Typically, the legacy POS can retrieve the data from a hosted POS; however, this retrieval will most likely be the following business day, and it will be in an exported raw format. In order for the customer to move the exported data into their data warehouse, it must be first manipulated and transformed, commonly known as data transformation, which can be a lengthy and specialized process.

Generally speaking, the POS industry has been slower to react to this problem, thus creating a gap because the original databases were not designed for these types of data manipulation. SkyWire, on the other hand, has the

luxury of building from the ground up and embracing data mining. SkyWire also features the assistance of a data dictionary to help navigate through the data process.

Data often lives in different environments and various formats across the enterprise. SkyWire POS's data transformation makes the transition cleaner and more valuable with the help of their innovative sync and built-in conversion to any data structure. Moreover, to further ensure an articulate transition of data, SkyWire has the ability to work with an analytics teams to pull all data, or specific data, out of the system. This will make certain that the customer has the desired information they are seeking.

Conclusion

SkyWire POS's unique approach to extracting live data, transforming it and automatically populating the customer's data warehouse using their proprietary data transformation technology, regardless of the database type and structure is a distinctive feature that enables SkyWire to standout and thrive among the competition. This unique approach offers customers many cost savings advantages and is why a growing number of businesses are recognizing that SkyWire represents a more effective approach to the Point of Sale industry.