

Unlock more customer wins with direct Data Access capabilities



Power your customers' data needs with data from your platform. Amplify is a white-labeled solution for SaaS companies to offer data directly in customer analytical environments. No ETL, APIs, or integration needed.

Your customers want more from their data

In-app reporting and legacy approaches to integration get in the way



Data teams want to ditch time-consuming integration processes and incorporate data directly into their business:

Informing Leadership Dashboards & Decisions
Training Machine Learning Models
Powering Predictive Analytics
Delivering Customer Experiences
And More!

APIs and CSV exports = customers nightmares

Customers bear the brunt of integration

Customer teams want to ditch the time-consuming integration process and jump right to analysis.

70%
of a data team's
time is wasted
ingesting data

Forrester Research

"My team spends their Sunday nights manually loading data exports from SaaS platforms into Excel to prepare for Monday's leadership meeting!"
COO, 300-person SaaS customer

SaaS companies pay the price too!



Developer time needed to build and maintain external APIs



Lost revenue that customers are paying to integration vendors



Missed enterprise deals with unsupported data requirements

Leading SaaS platforms are moving beyond APIs

Stripe, Salesforce, and Mixpanel recently released direct Data Access capabilities to power customer data needs without API and export headaches. Many other SaaS companies have added Data Access capabilities to their roadmaps and premium feature lists, driving upsells of up to 20%.

stripe



mixpanel

+ many more

up to 20% upsell for direct data access

Boost product revenue, adoption and stickiness with direct Data Access

Win more with customers by becoming deeply integrated into their core data and analytics environments.



\$ bigger

Meet enterprise integration and security requirements, and tap into data and analytics budgets.

:-) happier

Boost your CSAT / NPS giving customers what they want, while saving them a ton of work!

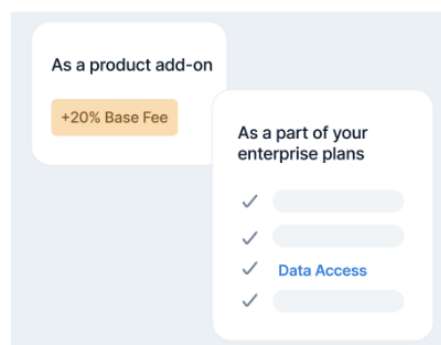
stickier

Embed deeply into customer core analytics environments and the teams running them.

Quickly launch the Data Access features your customers want

Deploy premium and paid data features in 24 hours!

Amplify lets you launch direct Data Access features rapidly, while freeing up your developers from building and maintaining APIs and supporting customer integration requirements.



Spare your team the heavy lifting

Amplify delivers internet scale and world-class security - so your team can focus on your product

Amplify active data consumers

1,000+

Amplify data synced monthly

80TB+



SOC 2 compliant
our client data is processed and stored as per standards set by the AICPA.



SSO / SAML auth
Enterprise-grade authentication with support for 20+ IdPs.



Encryption at rest & in transit
Using industry standard TLS1.3 protocols and AES-256 encryption.



Continuous monitoring
24/7 monitoring with automated tools, IDS systems, vulnerability scans, and manual reviews.



Amplify was an obvious choice for me. It eliminated all of the technical heavy-lifting, and let me to deliver value to my users in a matter of days.

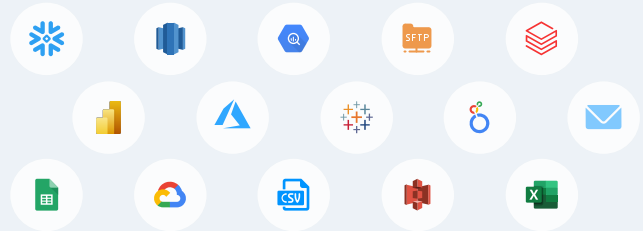
Evan Barry | CEO Dewey

A complete direct Data Access solution

Amplify brings everything your customers need to power their businesses with data from your platform

Batteries-included

Amplify comes with all data infrastructure included. Different clouds, regions, or platforms? We've got you covered.



Only show data from

ACME Inc.

By State

California ×

Nevada ×

By Date period

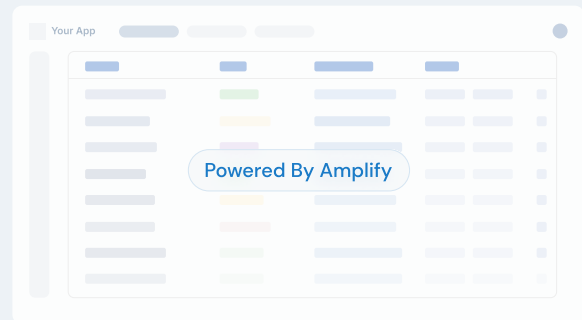
Last year

Data customization

Filter multi-tenant tables by customer and maintain full control over who sees what.

White-labeled UI

Give customers a robust data consumption interface to access and monitor their data feeds.



32

Published datasets

↑ +10% vs. last month

104

Active connections

↑ +15% vs. last month

16

External organizations

↑ +5% vs. last month

Full visibility

Get insights into how customers and users are consuming data.

Coding optional

Manage Amplify with a no-code admin UI, or use Amplify's API to create and provision data products programmatically.

	No Access	View	Consume	Explore
All Users	No			
Jake Newburg		Yes		
ACME Company			Yes	
Enterprise Tier				Yes

Get started for free, only pay when you go live

Amplify costs nothing until you turn it on for your customers! Learn more [here](#).



amplifydata.io