

Charting the course to Customer 360

Customer 360 helps you connect with your customers in a whole new way. Marketing, sales, IT and data teams can work smarter to build personalized customer experiences and optimize business processes. Achieving this comprehensive view begins with automating the ingestion and centralization of your data across all systems and apps.

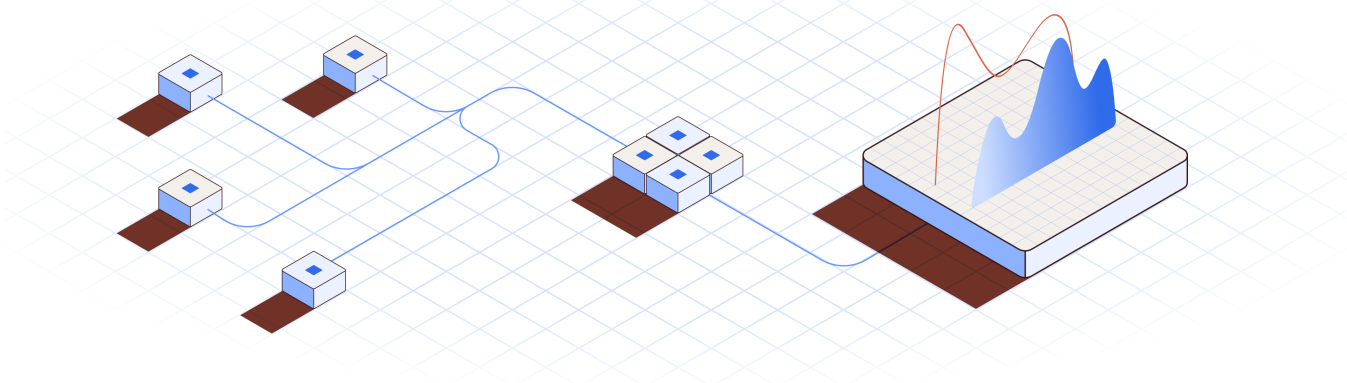


Centralizing data comes with several challenges, including:

-  Accommodating a wide and growing range of sources
-  Ensuring that syncs run reliably and are resilient to upstream schema changes
-  Maintaining and upkeeping existing pipeline connections as endpoints are updated
-  Guaranteeing data integrity and offering visibility throughout the syncing process

Data teams feel mounting pressure to efficiently deliver valuable, revenue-driving insights to key stakeholders, but are held back by scattered and disparate data sources, manual processes and limited resources.

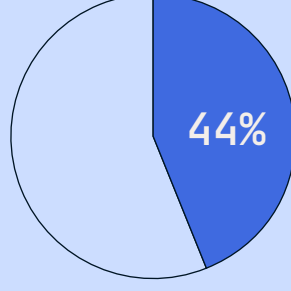
In order to tackle the challenges of centralizing data, you must mature your data process beyond manual, DIY pipeline management.



The cost of manual pipeline management

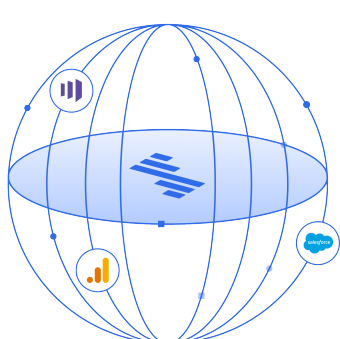
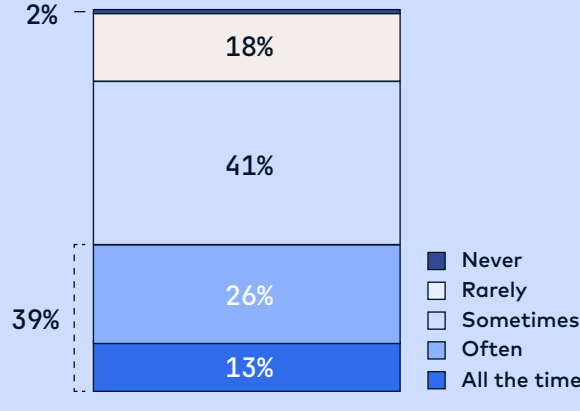
44% of time spent by data engineers is lost on maintaining data pipelines.

For a median team of 12 data engineers, that amounts to a \$520,000 annual cost to a company.



Data pipelines require consistent maintenance

39% of data teams need to rebuild pipelines often or all the time — distracting from insights.



The efficiency and reliability improvements provided by a data integration platform enables seamless centralization of data from scattered sources. That centralization fuels Customer 360 and makes this formerly daunting project achievable.

5 critical features of modern data movement

AUTOMATION	Fully managed and automated from the standpoint of the end user. Like a utility, access to data should involve a minimum human intervention and configuration.
INCREMENTAL UPDATES	Incremental updates, in the form of change data capture, lead to shorter syncs and minimizes the impact on operational and analytical systems.
IDEMPOTENCE	If you execute an operation multiple times, the final result will not change after the initial execution, enabling easy recovery from pipeline failures.
SCHEMA DRIFT HANDLING	Faithfully preserving the original values of data and ensuring its smooth passage from source to destination, even as the source schema changes.
PIPELINE AND NETWORK PERFORMANCE	High uptime and reliability, including pipelining to separate the data movement process into distinct, sequential stages that can each simultaneously handle a workload.

Consider these key capabilities when investing into a data integration platform:

- ☐ Easy to use out of the box, with minimal need for configuration and engineering time to get started
- ☐ Utilizes an ELT (Extract-Load-Transform) architecture rather than ETL (Extract-Transform-Load) method, which simplifies the data pipeline by loading raw data into the destination and enabling analysts to create queries in real-time without rebuilds
- ☐ Built with robust security features, especially if you're an organization in a highly regulated industry where sensitive data must be obscured, encrypted or excluded
- ☐ Reliable in real time, including the ability to cope with upstream scheme changes, new data source configurations, and optimizations for pipeline and network performance
- ☐ Fully supportive and customizable, as far as your organization's current data sources and destinations, as well those you're likely to use in the future — providing scalability and reliability