

WHITEPAPER

# No data left behind:

Don't let the wrong tools  
disrupt your flow



 Vendia

## Executive Summary

Digital ecosystems are continuously evolving as enterprise leaders are under immense pressure to make agile, data-driven decisions. To meet new, ever-changing expectations, these leaders need immediate access to more data, at faster speeds, than ever before.

But as data architectures expand and diversify, finding a single tool that fits the full scope of data-sharing requirements often seems impossible. This is why enterprises have historically relied on a combination of tools, such as ETL/ELT, reverse ETL, iPaaS, and ESB solutions, to move data from one system to another.

Even with the “SaaS-ification” of enterprise apps and the world of shadow IT, a click-and-connect way of integrating two SaaS apps still doesn’t solve the problem, especially when these SaaS apps need to talk to more than one app. Imagine a world where one app integrates with two or more apps, sharing slightly different data models at different frequencies. Due to the stateless nature of this kind of data sharing, the likelihood of each app getting out of sync with the others in the ecosystem is high.

# \$15M

**Lost every year on average**

per company, because of poor data quality



Yet despite rapidly growing IT landscapes, these same tools remain singularly focused on improving specific endpoints instead of addressing the bigger, more complex data picture. Rather than eliminate existing gaps between distributed data sources, tech stacks, and multiple stakeholders, a wide net of limited data-sharing tools only makes the gaps grow even wider.

Enterprise leaders need to do more than move and share data. They need to act on insights in real-time. Enter Vendia—a collective data intelligence platform that unifies data across mixed tech stacks, parties, and geographies, both inside and outside of the organization, for a seamless flow of data throughout the digital ecosystem at all times—all in a stateful and harmonized fashion.

## How do you move your data today?

With the challenges organizations face in sharing different types of data from various sources across multiple partners, business and IT leaders need to consider how data systems connect, how to resolve and reconcile data quickly and accurately, and how to reduce the difficulty of integrating these systems. The goal is to achieve data synchronization across different applications and partners so that all operational and analytical systems can move forward with a unified view of the data and insights.

The solutions currently in use today to move data across the ecosystem fall into two categories: **operational data sharing and analytics data sharing tools**. While both sides claim to deliver real-time operational data and real-time analytics, not one tool has been able to connect the two seamlessly in a stateful fashion. But, real-time data synchronization is more attainable today than you think.

## Integrations for operational and analytical systems

### ETL / ELT / Reverse ETL tools (data transformation)

**ETL** (Extract, Transform, Load) and **ELT** (Extract, Load, Transform) are two common approaches in data integration. While both tools can move data from a business application to a data warehouse, the difference lies in the sequence of actions. The process of ETL involves transforming data on a separate processing server before transferring it to the data warehouse. In the case of an ELT tool, data transformations are performed once the data is in the data warehouse or lake, eliminating the need for staging processes. It is also generally viewed as a more modern framework.

However, ETL and ELT tools are not bi-directional. Moving the data back from a warehouse to your business application would require another data transformation process. **Reverse ETL** tools take clean and processed data from a data warehouse to business applications like “Salesforce for CRM” or “HubSpot for Marketing Automation” to create a unified view of the lead, prospect or customer.

With these data transformation tools, connecting data warehouses to an organization’s CRM, Marketing Automation or ERP would look something like this:



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