Case Study:
Agile ETL for Data Visualization
Optimize Your BI Tool

Overview

The explosive growth and adoption of interactive visualization products has been driven by the need for business users to access data, perform analysis, and publish results with less dependence on scarcetechnical resources. Yet, in many cases, business users are still dependent on IT resources to acquire, understand and prepare the disparate data required to perform the analysis that drives true business insight.

Enabling business users to work with detailed data is the critical next horizon in the big data and agile BI revolution. Infogix addresses that problem head on, complementing interactive visualizations to enable organizations to achieve the full potential of their investments.

Data360 Analyze enables users to quickly and easily bring together new data sources, ensure the quality of the data and increase transparency. This raises data visualization investments to a new level of productivity and impact through agile and transparent ETL and advanced analytic capabilities

Business challenge

While visualization products provide a tremendous amount of value on their own, you may still wrestle with data challenges and analytic limitations on a regular basis.

Incomplete and Incompatible Data

In many organizations, data sources tend to be siloed, stored in different formats, scattered across varied locations, and exposed through varying access mechanisms. To truly unleash the power of a visualization product investment, you must be able to quickly acquire, prepare and combine these disparate data sources into a meaningful dataset that can be further explored using these visualization products. More importantly, the inability to leverage a full suite of data sources will lead to the visualization tool rendering an incomplete and incorrect picture.

Use Case

Agile ETL for Data Visualization

Industry

Media and Communications

Challenges

Incomplete and inaccessible data, unreliable and outdated ETL tools, and inability to derive actionable insights from traditional visualization and ETL tools.

Solution

Data360 Analyze

> "Makes it incredibly easy to integrate data natively. I don't think there's another analytic product like this that would allow you to get ramped up with so little help and be able to do so much so quickly."
>
> Troy Mayers, Sales Analytics Mgr, Allstream

The "ETL" House of Cards

Businesses are often constrained by ETL tools and data processes of the past, which are unreliable and often fail. Worse, they provide limited visibility into the underlying details of the ETL process when failures do occur. Additionally, they are typically complicated systems, and few people have the technical aptitude required to investigate failures when they do occur, or the ability to identify and eliminate their root cause. These "black box" solutions, therefore, lead to recurring ETL failures and continuous delays. Plus, because ETL tools are not appropriate for business analysts, they increase analysts' dependence on IT and restrict their ability to evaluate the data they need for particular decisions. Finally, outdated approaches restrict analysis to a static schema and often require a metadata mapping effort that steals time from the desired data discovery and analysis.

Beyond Data Integration

Constructing a clean, federated dataset for reporting purposes is really only part of the story, essentially "step one." Deriving real, actionable value from this data for more valuable insight and direction is a key component to making the most of a visualization tool investment. Visualization tools and traditional ETL tools limit the capability to implement complex business rules,statistical analysis for predictive analytics,or even leveraging external web services for key insight.

Solution

Maximize the Value of Your Visualizations

Data360 Analyze is a powerful, visual and versatile analytic environment. It complements data visualization products by providing the agile ETL capability and advanced analytic proficiency that are required to solve many of today's business problems. Through a visual interface that significantly reduces the scripting required, Data360 Analyze enables analysts to acquire and combine data 10 times faster than traditional script- based data integration or ETL tools. Its advanced analytic capabilities enable analysts to map and examine multi-faceted business processes and perform complex statistical analysis through a straightforward visual configuration.

Benefits

Data360 Analyze provides the following added capabilities to front-line analysts:

- **Analyze multiple data sources:** Quickly acquire and cleanse data from any source essential for the analysis.
- **Add transparency to the ETL process:** Provide traceability and reliability to increase the confidence of the underlying data and ultimately, the resulting analysis and reports.
- **Analyze and discover schema-free:** Rapidly add or change data sources in your analysis on the fly with our database-less environment.
- **Accelerate analytic development 10-fold:** Substantially reduce the time it takes to react to shifting requirements by removing the need for custom development and systems changes.
- **Solve complex problems:** Examine intricate business processes and perform complex statistical analysis in a single environment to uncover the insights your business needs.
- **Publish directly:** Publish directly to QVX and TDE file formats so the data and results can be quickly visualized in QlikView and Tableau, respectively.

> "Does for ETL and Data Integration what Tableau does for BI and Visualization."
>
> Charles Radclyffe, CEO,BIPB

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