



HFS OneEcosystem™

Hot Vendor: DataSwitch

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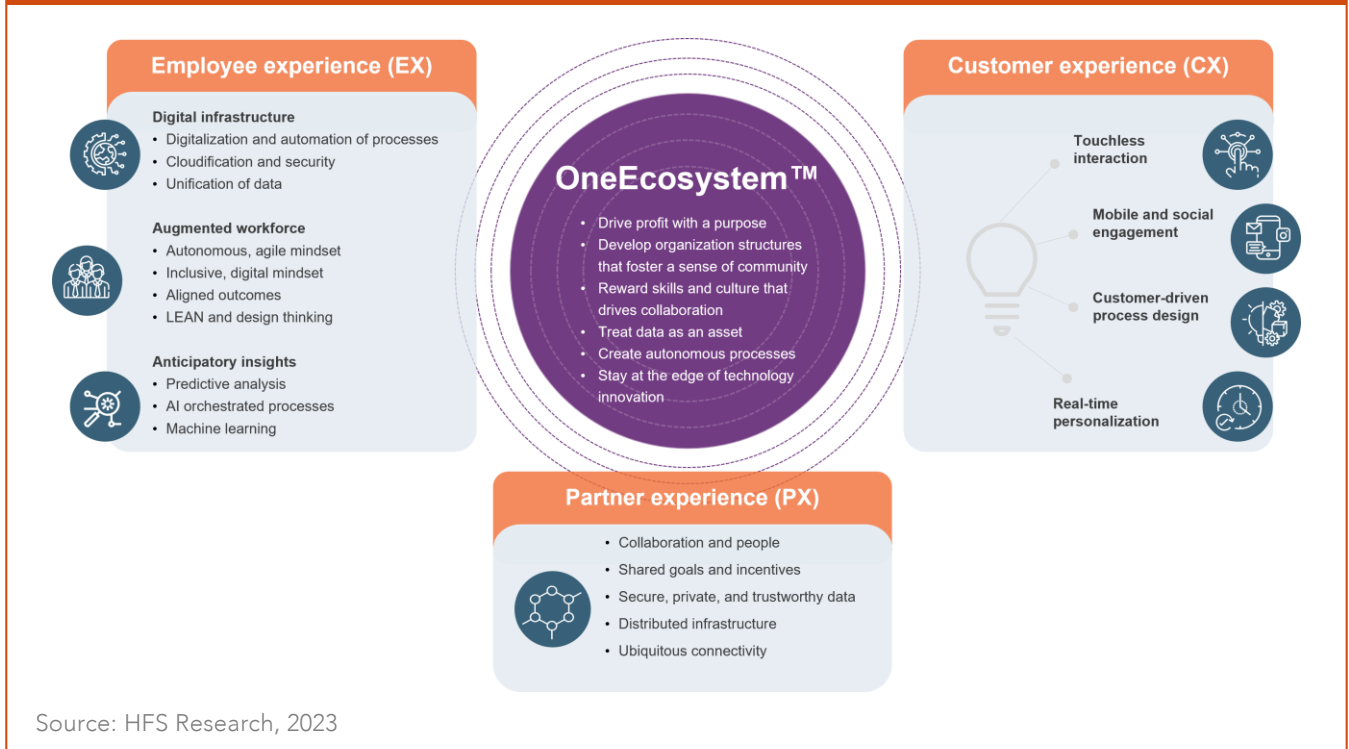
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Executive summary

HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice™ or HFS OneEcosystem™. This Hot Vendor has been selected for its alignment with the HFS OneEcosystem in Exhibit 1.

Exhibit 1: The HFS OneEcosystem adds partner experience to employee and customer experience



HFS analysts regularly speak with numerous exciting start-ups and emerging players. We designate a select few as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and, in this case, impact in our OneEcosystem framework. HFS Hot Vendors may not have the scale and size required to feature them in our Horizons reports, but they have the vision and strategy to impact and disrupt the market.

In the rapidly changing space of digital operations, enterprises realize they cannot be everything to everyone. Enterprises consuming third-party services, service providers, and technology providers need a smart ecosystem to succeed and survive in the future. HFS Hot Vendors are service and technology providers hand-picked by our analysts to help you flesh out your smart ecosystem with offerings that solve today's complex business problems and exploit market opportunities.

HFS Hot Vendors display truly differentiated offerings and out-of-the-box thinking that can be inspiring and useful. This report profiles one HFS Hot Vendor, selected through our rigorous five-step assessment. The HFS Hot Vendor designation remains in place for one calendar year.

Every Hot Vendor joining our program remains listed on our [exclusive and searchable database](#).

DataSwitch delivers an enterprise-grade, no-code, self-serviceable platform for data modernization and data engineering

Author: Joel Martin, Kumar Nikhil Bhaskar

For the past decade, CIOs have been tasked with re-architecting their firm's data and applications to adapt to rapid changes in technology, business operations, and customer demand. Founded in 2020, DataSwitch is a no-code platform aimed at helping CIOs accelerate their data transformation and modernization efforts by offering a visual coding approach to data engineering. With its low-code approach, DataSwitch makes migrating, re-engineering, accessing, creating, testing, and publishing data easier, providing customers with agility and speed to deliver business outcomes.

The data transformation journey involves data migration and integration, data enrichment, data analytics, and data-driven decision making. CIOs must understand that data is an enterprise's strategy, automation is its mindset, and artificial intelligence (AI) is its autonomy. The [HFS OneOffice™ Data Cycle](#) outlines what it takes for an enterprise to become truly autonomous. As an enabler of modern business operations, data transformation empowers enterprises to extract meaningful insights, streamline processes, and remain agile in a rapidly changing business environment. In another study on [Data Modernization Services Horizons 2023](#), HFS discusses improving how the first five stages of a data record evolve from generation through governance and becoming more cloud-centric to delivering value for the business.

DataSwitch stands out as a user-friendly data transformation platform

DataSwitch offers a no-code, self-serviceable platform that enables users to easily transform and migrate their data without requiring coding skills. It leverages automation for greater scalability, allowing enterprises to modernize and revitalize their application data more rapidly and with less effort. DataSwitch offers automated migration and conversion of legacy workloads. It can help modernize legacy workloads by automatically extracting and exporting data from an existing database to a new one. It also offers data lineage capabilities that allow old and new datasets to be reconciled and used to their full potential.

What differentiates DataSwitch from other technology vendors is its outcome-based, automation-driven, fail-fast approach. It provides three toolkits in an enterprise-ready cloud data platform modeled around three pivotal business objectives: scale decision-making processes, automate manual data migration and data platform modernization, and simplify complex data analytics.

DataSwitch offers two commercial models. The first is an outcome-based model, where its products are licensed to the customer, and the second is the license-based model, where the product is licensed to the partner. In the license-based model, DataSwitch provides its no-code platform and does the required platform engineering, whereas in the outcome-based model, DataSwitch offers data engineering services based on the product.

DataSwitch could be a challenger or disruptor in the industry

DataSwitch migrated Teradata and Synapse workloads to Spark on Kubernetes and Databricks for one of its clients. The client told HFS it appreciates DataSwitch’s commitment and flexibility in accommodating new features and requirements and its outcome-driven approach, proving its potential to be a challenger or disruptor in the industry.

Another client uses DS Migrate for code conversion from its on-premises data warehouse platform, Greenplum, to cloud-based Snowflake. It has been converting all Informatica workflows and shell scripts to PySpark. Its operations team requests metadata from DataSwitch to trace data gaps, address incidents, and address problems faster. The client reported that DataSwitch was able to provide solutions that could be seamlessly integrated with their existing data stack, regardless of the technology used. The client also

likes the options for presenting information, including a visual format, a tabular format, or an exportable Excel.

One of DataSwitch’s partners mentioned how DataSwitch quickly developed a proof-of-concept for specific technology and collaborated to expand its tech stack. The partner was particularly impressed with DataSwitch’s engineering caliber and quality of work.

As a next step, DataSwitch should enhance its offerings to include test-driven deliveries as an out-of-the-box offering. Customers would be elated if DataSwitch could deliver a solution that could follow a prescribed cycle driven by parameters, variables, and the operational environment. Integration with existing governance frameworks such as Informatica metadata management, Collibra, and Alation would allow for validation of what has been implemented on the ground and perform gap analysis and data discovery analysis.

Exhibit 2: DataSwitch toolkits support pivotal business objectives

Toolkits	Description
DS Migrate (Legacy data modernization)	<ul style="list-style-type: none"> Data modernization toolkit leveraging automation to assess and evaluate the enterprise data platform and schema Provides users with tools for data re-design by using no touch, self-serve workload conversion, validation, and code-to-document features
DS Integrate (Data engineering)	<ul style="list-style-type: none"> Automation and cloud data framework that helps users redefine enterprise data architecture and deliver customer-centric outputs by accelerating the time to translate data for integration Helps data teams improve their firm’s capabilities by enabling collaboration between data and enterprise architecture teams by helping identify, map, analyze, track, and measure enterprise architecture elements needed for a successful data strategy
DS Democratize (Data services)	<ul style="list-style-type: none"> A platform for enterprises to create, manage, and sell data products, enabling an option for firms to generate revenue from their data assets Enables enterprises to share data with partners and customers securely and generate revenue by charging for access to their data Provides data governance tools that can be configured to meet a firm’s compliance, regulations, and policies

Source: HFS Research, DataSwitch, 2023

HFS' take

We chose DataSwitch as OneEcosystem Hot Vendor because of its ability to manage the entire cloud data engineering ecosystem and its extensive partner ecosystem. Within a short span of time, it has implemented solutions for more than 35 clients in Japan, India, Europe, the US, Mexico, and China, showcasing its end-to-end data capabilities, including data modeling, migration and integration, preparation, enrichment, and consumption.

DataSwitch's no-code drag-and-drop platform empowers business analysts to build data integrations independently and then transfer the integrations to the IT department for production. This saves time and effort while efficiently reducing friction between the business and tech teams. Further, DataSwitch has more than 25 system integration (SI) partners and more than 10 technology partners. It takes in the code from its SI partners and delivers syntactically validated code for testing, making it a technology partner of choice.

Vendor factsheet

- **Founded:** 2020
- **Headquarters:** Lewes, Delaware, United States
- **Key executives:** Sivakumar Agneeswaran, Group CEO and Chairman Karthikeyan Viswanathan, CEO and President
- **Number of employees:** 70
- **Funding source:** Bootstrapped for the product build in the initial phase; now running off revenues
- **Number of clients:** 35+
- **Key clients:** Not disclosed
- **Solution portfolio:** DS Migrate, DS Integrate, DS Democratize
- **Industry coverage:** BFSI, retail, manufacturing, communication, pharma, life sciences, healthcare, logistics
- **Partnerships:**
 - **GSI partners:** TCS, Deloitte, Birlasoft, Virtusa, Ascendion, Hitachi Vantara, Celebal, Avanade, Kyndryl, Infosys, Capgemini, Conneqt, Zensar, NSEIT, PwC, SLK, Anblicks, IRI Velocity, LTI
 - **Technology partners:** Matillion, SnapLogic, Databricks, AWS, Google, Snowflake, Hitachi Vantara, Cloudera, Talend, MongoDB, Exasol, Microsoft

The HFS Hot Vendor report team

Authors



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Joel is the Executive Research Leader in charge of emerging technology strategies at HFS Research. He directly looks after applications and data modernization research, low code, and Software-as-a-Service. In addition to working closely with technology and business advisory firms, he works with leaders in managed services, database software, and leading SaaS vendors, such as Microsoft, Oracle, ServiceNow, and Salesforce.



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Nikhil is a seasoned research professional delivering excellence in strategic consulting and innovation through technology and business insights. At HFS, he works closely with practice leaders to deliver valuable insights for his clients.

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David leads our Emerging Technology Practice, tracking OneOffice™ and OneEnterprise™ enablers from automation, artificial intelligence (AI), generative AI, data and design thinking, Web3 and metaverse, process orchestration, workflow, and intelligence to quantum computing. He also leads our HFS Hot Vendors program.



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Nikhil is a seasoned research professional delivering excellence in strategic consulting and innovation through technology and business insights. At HFS, he works closely with practice leaders to deliver valuable insights for his clients.



About HFS

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