

Nexla

Unified Data Operations

Gartner
COOL
VENDOR
2021

1

Integrate

data from anywhere

- **No-code / low-code** approach to integrate data from anywhere.
- **Send or receive data** from any system (e.g. FTP, S3, databases, warehouses, lakes, REST/SOAP APIs, emails, webhooks, streams, events) and in any format (e.g., text, JSON, parquet).

2

Transform

and prepare data

- Deliver **ready to use, governed data** for data science and analytics teams.
- Create automated **data products** powered by Nexsets that are automatically created with **continuous metadata intelligence**.
- **Reusable transforms, enrichment, and validations** make it easy to scale your data teams' expertise.

3

Monitor

data pipelines

- Deliver **reliable operations** with intelligent data validation, error management, monitoring, notifications, and retry mechanisms.
- Get **Auto-versioning, full audit trail,** and **record-level data lineage** for complete transparency.
- **CI/CD integration** with your favorite tool to manage data integrations.

SINGLE PLATFORM FOR ALL DATA INTEGRATION AND OPERATIONS USE CASES

ETL / ELT / Reverse ETL

Data API

Data as a Service

API Integration

Catalog

Quality

Governance

COMMON USAGE PATTERNS

Data Access

Serve curated, governed data to data science and analytics teams

Data Replication

Automate data replication to Snowflake, Redshift

Data Transformation

Use no-code transforms to prepare data

Data Sharing

Send/receive data to/from partners

Operational Data

Deliver timely data to operational systems like Salesforce, SAP, Marketo

and many more...



SELF SERVICE YOUR DATA ENGINEERING NEEDS

No-code and low code way to easily setup data flows into data warehouse. IT can control policies but empower individual teams with a self-service solution. Easily scale up to benefit from data adoption.



UNIVERSAL BIDIRECTIONAL CONNECTORS

Nexla supports any source you can imagine - Files, APIs, Databases, and Streams as well as most formats including JSON, XML, Text, AVRO, Parquet, etc. Connect data from almost any system, even the esoteric ones!



OPTIMIZED FOR SPEED

Any Nexla dataset, regardless of data source or format, can be connected to Nexla. Nexla writes data intelligently – we automatically determine when and how much data to buffer for best performance. Failures are quarantined and retried when it makes sense.



REAL-TIME

Nexla is built on a real-time streaming core. This means you get the power of real-time data out of the box for connecting data flows.



REVERSE ETL / CLOUD DATA WAREHOUSE AS DATA SOURCE

Need to send data somewhere? Simply specify a table or a SQL query and let Nexla handle CDC. Now you can read records and for each record call an API, or send a set of records as tokenized or encoded file into S3 for ML.



ELT/ ETL

Get both ETL and ELT modes with Nexla. Simply replicate your data as-is and use the cloud data warehouse compute to transform or use Nexla's in-stream processing to enrich data with hundreds of available functions before loading into the data warehouse.



BRIDGE ON-PREM WITH CLOUD

Nexla runs seamlessly in public cloud, private cloud, as well as on-premise bridging data flows in and out of anywhere, no matter what your data architecture. Easily connect external and internal data from across the different silos to bring agility to how you support the growing number of analytics users and workloads.

DATA VISIONARIES ACROSS INDUSTRIES USE NEXLA



5 STAR RATING



“Nexla’s expertise in data transformation frees my teams to focus on building the best possible catalog of grocery products.”

- James McNalley,
Director of Catalog Engineering, Instacart

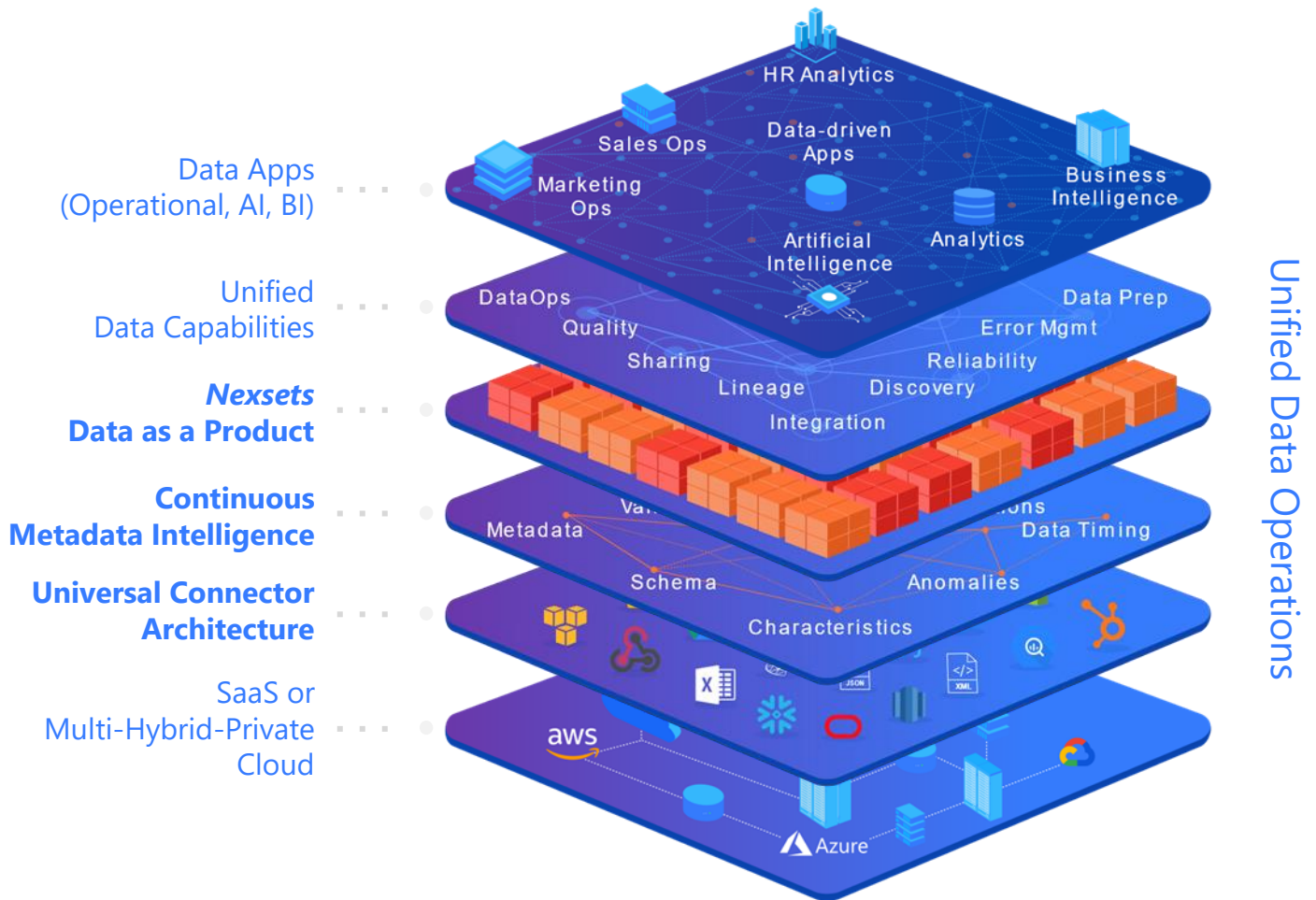
“With Nexla, we are able to query data in a much more scalable and manageable perspective, increasing our insights delivery efficiency by 10X”

- Kyle Martin
Head of Data Management & Analytics Platform, Poshmark

“We were able to take lengthy 3-month engagement and onboarding period for data integrations and cut it down to 1.5 months with Nexla. This makes our customers a lot happier.

- Xun Wang
Chief Technology Officer, Bloomreach

NEXLA: BUILT ON A DATA FABRIC ARCHITECTURE



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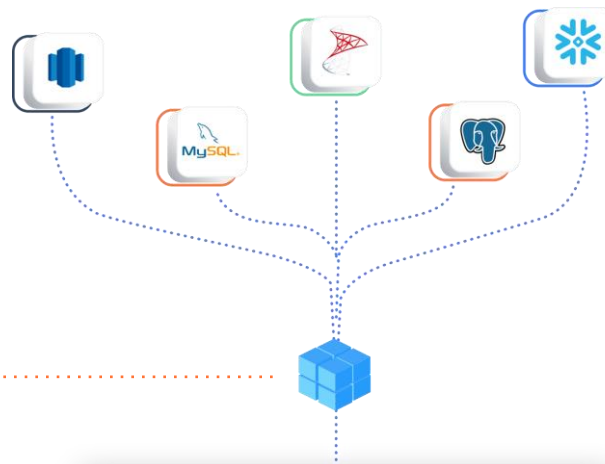
Top Trends in Data and Analytics for 2021

A data fabric utilizes discoverable and inferred metadata assets to simplify data integration, preparation, and operations.

COLLABORATIVE, SELF-SERVICE DATA FOR THE WHOLE TEAM

Data Engineer

- Automate data preparation, enrichment, and self-service access to clean, prepared, governed data for analytics teams.
- Manage changes and rollback with ease.
- Use code when necessary, low-code and no-code for most tasks.
- Kafka, Spark, auto-scaling platform means no challenge is too big for you.
- Free up time to focus on strategic projects.



Data Analyst Data Scientist

- Access and work with clean, prepared, governed data in minutes without any coding.
- Easily experiment with diverse data sources – internal and external.
- Validate ideas by integrating, enriching, and loading data into your favorite data warehouse.
- Spend less time on tedious data prep tasks.

```
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  {
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    "User": {
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      "Phone": "619-xxx-xxxx"
    }
  },
  {
    "State": "California",
    "email_hashed": "bb9d65ab27956667579c42f9daae436c",
    "User": {
      "first_name": "Adair",
      "Phone": "949-xxx-xxxx"
    }
  }
]
```

Partner and Client Service

- Onboard your B2B customers and partners regardless of their data system and format.
- Get live in days instead of weeks or months.
- Self-service for partners to adhere to your specs.
- Faster, efficient client services operations means ability to serve even small opportunities with profitability.

A screenshot of the Nexset user interface. The interface is divided into several sections: 'Overview', 'Stats', 'Preview', 'Shares', 'Validation', 'Notifications', 'Activity', and 'Error Data'. Callout boxes highlight key features: 'Data from any source' (top left), 'Access Control' (top center), 'Alerts' (top right), 'Send / Provision' (far right), 'Validate' (center), 'Monitor' (right side), 'Schema' (bottom left), 'Data Characteristics' (bottom center), and 'Samples' (bottom right). The interface includes a search bar, navigation tabs, and a main content area with various data-related options and settings.

Nexset interface is a consistent way to work with data from anywhere and in any format.

CAPABILITIES AT A GLANCE

Data Integration

- **Files:** FTP, SFTP, S3, GCS, Dropbox, Box
- **Data Formats:** JSON, JSONL, XML, CSV, TSV, PSV, XLS, Log files (any Grok pattern), Image Recognition (OCR), Avro, Parquet, ORC, EDI, Fixed Width, Custom separator text, protobuf, gzip, zip
- **Automated Database Connectors:** Oracle, MySQL, Postgres, SQL Server
- **Optimized Warehouse Connectors:** Firebolt, Redshift
- **Data Science:** Pandas
- **Streaming:** Kafka, Webhook, Email
- 100+ Automated API Connectors
- Advanced REST API Authentication: OAuth, JWT, HMAC
- API chaining, API pagination
- SOAP API
- Custom API Templates
- Advanced Scheduling
- Streaming and Real-time data processing
- Real-time API Proxy
- Data API (API access to data)
- Role-based data source authentication
- Custom Sources and Destinations

Data Catalog

- Automated Dataset cataloging
- Automated data characterization
- Schema management
- Dataset Annotation
- Column level lineage
- Integration with your in-house catalog tool

Data Preparation

- No-code excel-like functions:
 - String manipulation, Math, Arrays, Date-time
 - Lookups, IP-Geo, Log Parsing
 - **AI Functions:** Sentiment analysis, One-hot encoding, Entity Analysis
 - Conditional logic, Hashing, Security, and more
- Data filtering
- Validation rules
- Custom functions (Python, JS)
- Extensible function library
- Static and Dynamic Lookups
- Metadata transformations

Collaboration

- Create and manage teams
- Share, branch, and reuse workflows
- Share and reuse custom transforms
- Advanced Permissions
- Schema templates
- Shared Data Prep functions

Data Engineering

- Create declarative pipelines
- Full API Access
- Nexla SDK
- Customize and plug in your own data connections, custom logic, and orchestration
- Full feature Command Line Interface for operations teams

Data Pipeline Management

- High speed Pipeline: 2X, 4X, 8X
- Choice of SaaS hosted, Private VPC Deployment in AWS, GCP, Azure, On-premise deployment
- Integration with Data Governance & Data Catalog tools
- Multiple federated data backplanes

Data Operations & Governance

- Kafka-based stream data processing
- Custom Real-time processing engine
- Spark-based batch data processing
- Error Notifications in app and email
- Audit log
- Error quarantine
- Custom notifications
- Record-level lineage
- SLA guarantees
- Autoscaling containers , Dynamic orchestration

Data Security

- Credentials stored in vault
- AES 256 encryption for data in motion & at rest
- VPN Tunneling
- Google SSO, Active Directory, SAML, OIDC

Users and Support

- Unlimited Seats
- Team and Organization management
- Web, Email, Slack Support
- Dedicated Customer Success
- Phone and Video support
- Onsite training and onboarding