Data
Integration

Break down your **data silos** and take the next step towards being **data-driven**

On average, a person generates 1.7 MB of data per second.

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1 Companies have several departments, sectors, and units to support the business.

2 These departments have systems, applications, and tools specialized in their functions and areas.

3 The network of customers and partners produces an even more exorbitant amount of data through various channels.

4 The daily activities of all teams end up producing numerous documents and spreadsheets.

5 Devices, sensors, IoT, and edge computing support products, services, and teams and are also data sources.

ERP

HCM

CRM

PMS

XML

55% of company data is not available to decision makers.
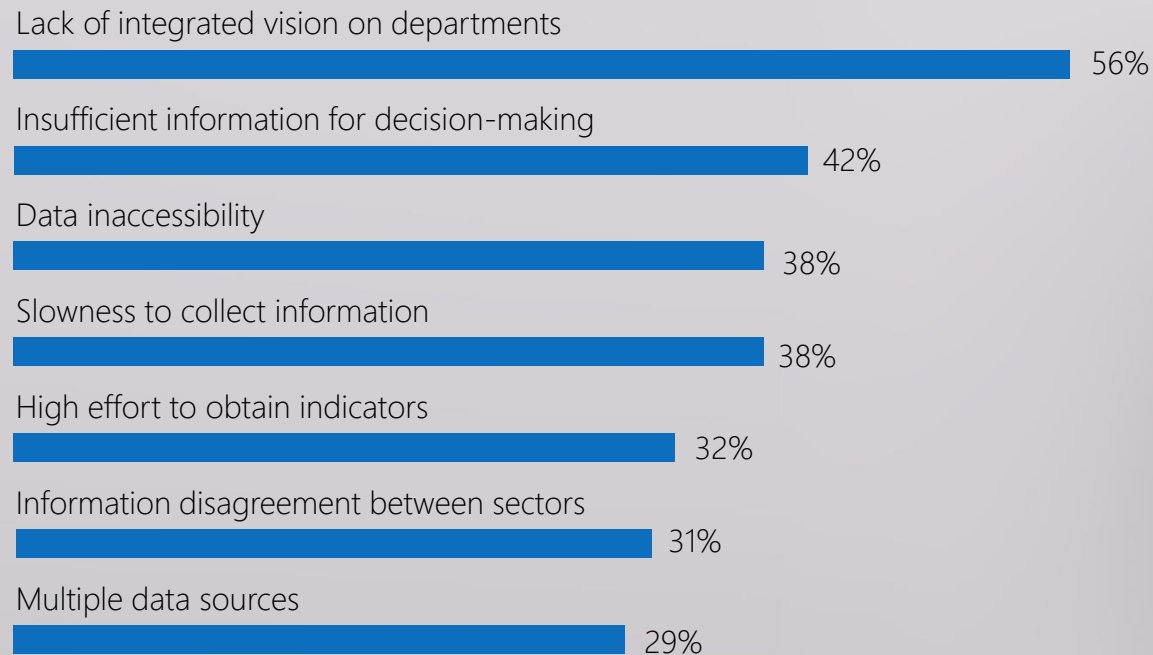
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The information produced ends up being isolated within its departments, systems, devices, or business units in

DATA

SILOS

No one has a full view of the situation, and the disconnect of information means communication and decision-making will fail.

Collecting data means large, disconnected, point-of-life efforts that take a long time, generate little credibility, and are not replicable.

Data is an **asset** of great value. When it's contained in silos, the company cannot use this asset to boost its growth.

45% of the time, BI users can't get the data in time for decision-making.

Lack of integrated vision on departments
56%

Insufficient information for decision-making
42%

Data inaccessibility
38%

Slowness to collect information
38%

High effort to obtain indicators
32%

Information disagreement between sectors
31%

Multiple data sources
29%

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57% of decision makers say data silos are the biggest challenge for a data-driven culture.

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47%
CMOs say data silos are one of the most harmful things to customer experience.

- 2019 The State of Digital Experience

57%
CFOs say data silos and the number of data sources and varieties are a challenge.

- 2020 Vena Industry Benchmark Report

75%
CIOs struggle to unlock data insights across departments in their organization.

- 2021 Logicalis Global CIO Survey

How about breaking the silos of your business and reaching your entire perimeter through an integrated and democratized base of data?

Data integration empowers your employees with the indicators they need to make the right decisions.

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67%

Companies are relying on data integration to support analytics and BI platforms today, and 24% plan this for the next 12 months.

- Estudo de Mercado de Pipelines de Dados 2020 da Dresner Advisory Associates

70%

Organizations plan to invest in data warehouses or cloud solutions for more advanced data analysis and modeling.

80%

Business leaders say data integration is critical to the success of their operations.

- Estudo de Mercado de Pipelines de Dados 2020 da Dresner Advisory Associates

#1:
Location

#2:
Latency

#3:
Formatting
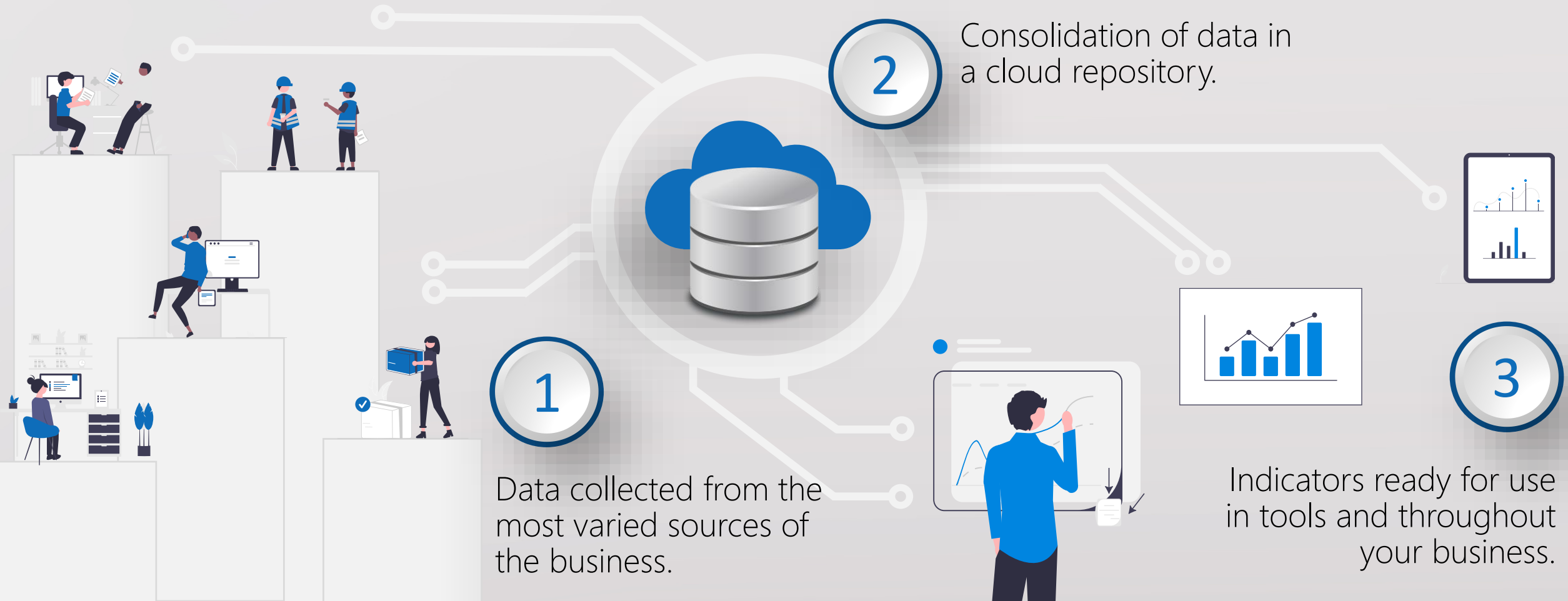
#6:
Governance

#5:
Organization

#4:
Quality
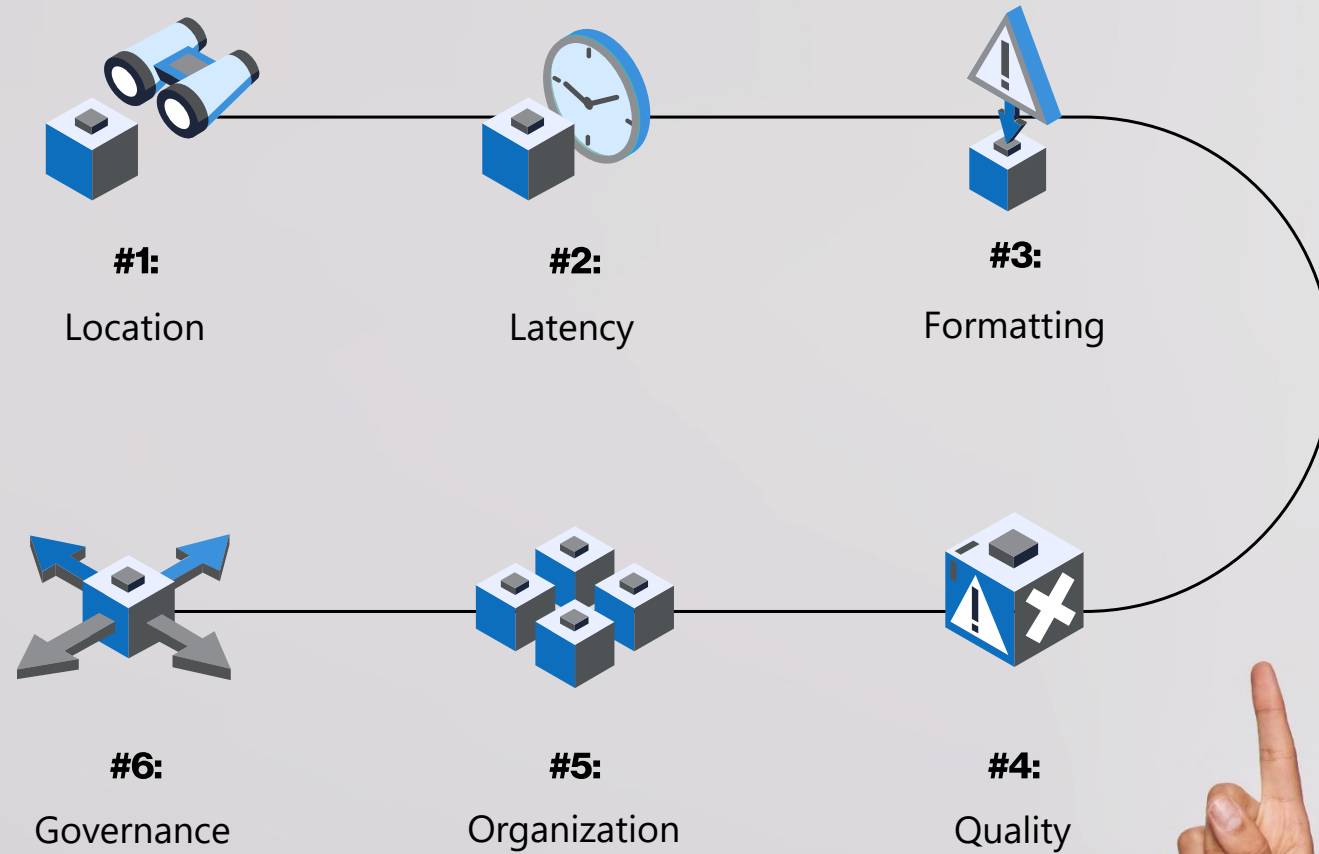
Six biggest challenges of
integrating data

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BRING
YOU
THE VISION
BEYOND
YOUR
REACH

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Introduce a centralized repository of consumer-ready data from your business areas.

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2 Consolidation of data in a cloud repository.

1 Data collected from the most varied sources of the business.

3 Indicators ready for use in tools and throughout your business.

Break silos accurately and assertively with a lightweight, lean data integration start kit.

1 Choose from a **data lake**, **data warehouse**, **data lakehouse**, or combine these options.

Choose up to **3** distinct **sources** for **data collection**, be they systems, files, or storage bases.

3

Set up to **10 indicators** of your choice, and receive it **modeled** and ready for **generating** dashboards, reports, and insights.

10

REPOSITORY

SOURCES

INDICATORS

Count on a hands-on service that will use the optimal capabilities to start your data integration.

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Integration Architecture

Design and implementation of a flexible architecture comprising the mechanisms and processes necessary for data collection, ingestion, transformation, storage, and availability.

Data Warehousing

Implementation of a relational data repository designed for BI querying and analysis. Includes data already transformed, cured, and derived from transactions from single and multiple sources.

Data Ingestion

Creation and orchestration of compatible tools for data collection, processing, synchronization, and monitored delivery in the unified repository.

Data Modeling

Organize the data and define the relationship between its elements, facts, measures, and dimensions to give it a structure aligned with the way your business needs to generate queries and reports.

Modern Data Lake

Construction of a centralized repository that allows you to store all your structured and unstructured data at any scale and without the need for prior transformation.

Data Lakehouse

Combine the storage power of a data lake with the transactional capacity of a data warehouse, and you get a modern hybrid tool to support BI, AI, and ML.
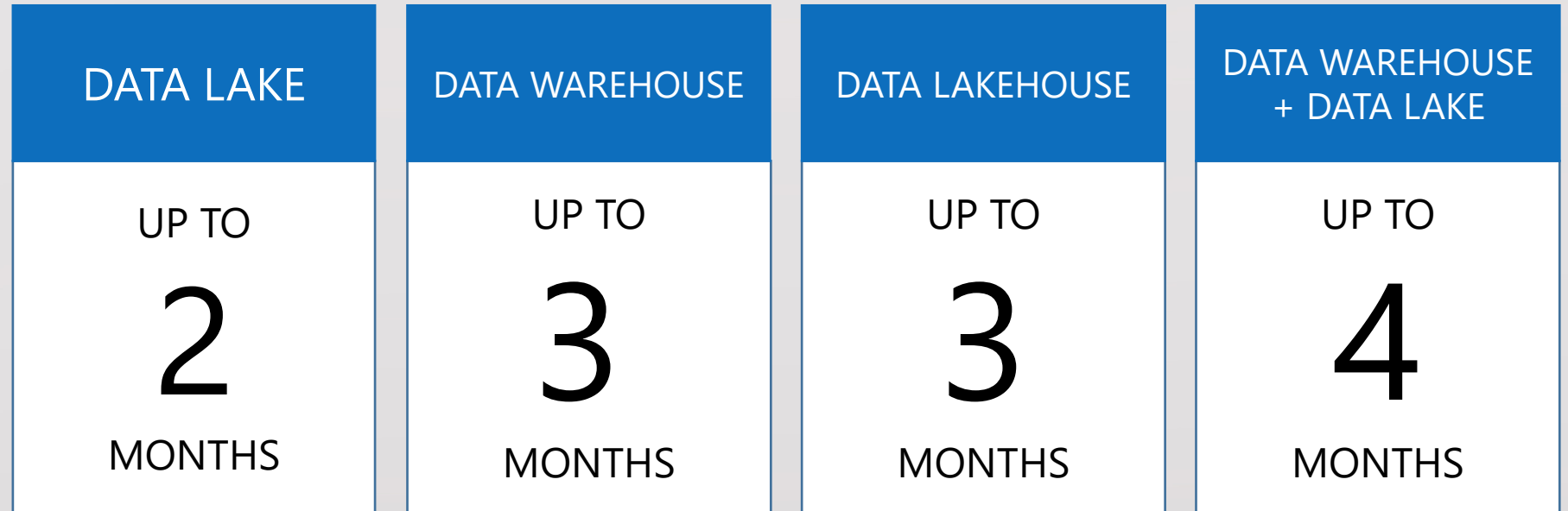
Data Quality

Ensure the persistence of clean data in your central repository by providing reliable decision-making support across all spheres of business based on uniform and complete information.

Data Success

Monitoring the success and evolution of data integration, providing visibility of progress, identification of opportunities and strategies for data democratization and accelerating journey to become data-driven.

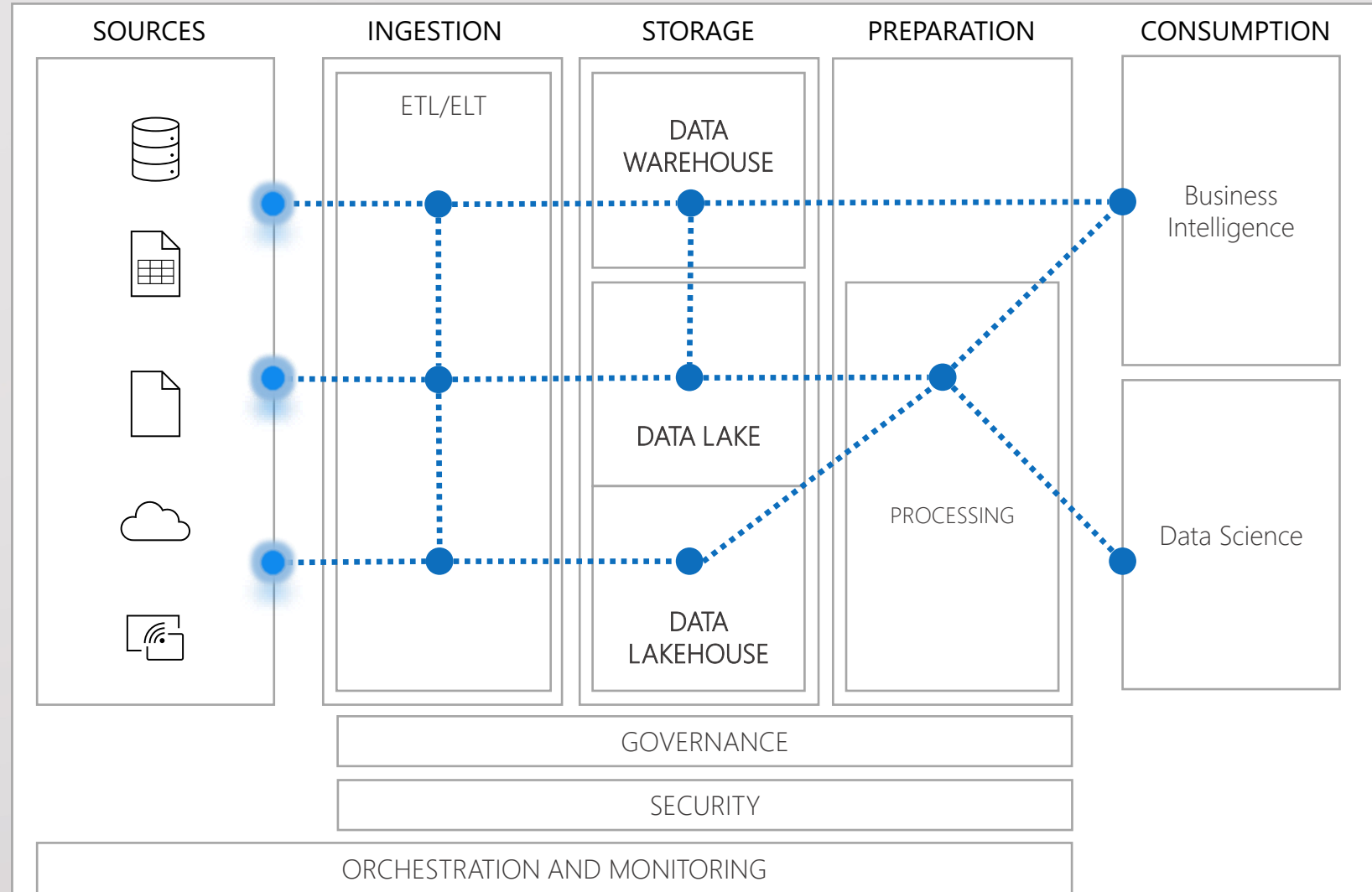# Your strategy can't wait for extensive initiatives that take time to deliver metrics...

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Short, lean projects that deliver

DATA LAKE	DATA WAREHOUSE	DATA LAKEHOUSE	DATA WAREHOUSE + DATA LAKE
UP TO **2** MONTHS	UP TO **3** MONTHS	UP TO **3** MONTHS	UP TO **4** MONTHS

Harness the full potential of the Azure cloud, and surprise your decision makers with the high availability, flexibility, and efficiency of a specialized data platform.

Simplified, flexible, data scale-ready architecture

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INTEGRATION ARCHITECTURE

- Optimized integration
- Reuse and consistency
- Elasticity and performance
- Governance, security, and monitoring

SOURCES | INGESTION | STORAGE | PREPARATION | CONSUMPTION

ETL/ELT

DATA WAREHOUSE

DATA LAKE

PROCESSING

DATA LAKEHOUSE

Business Intelligence

Data Science

GOVERNANCE

SECURITY

ORCHESTRATION AND MONITORING

Create an economic and robust repository for any type of data.

MODERN DATA LAKE

- Scalability for petabytes and beyond
- Optimization for cloud analytics tools
- Integration with big data analytics
- High availability and disaster recovery
- Access control, encryption, and network level
- Cost savings with self-sized storage.

DATA TRANSFORMING

DATA DISCOVERY

DATA LAKE

DATA LINEAGE

MACHINE LEARNING

ADVANCED ANALYCS

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10101
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01010101
101

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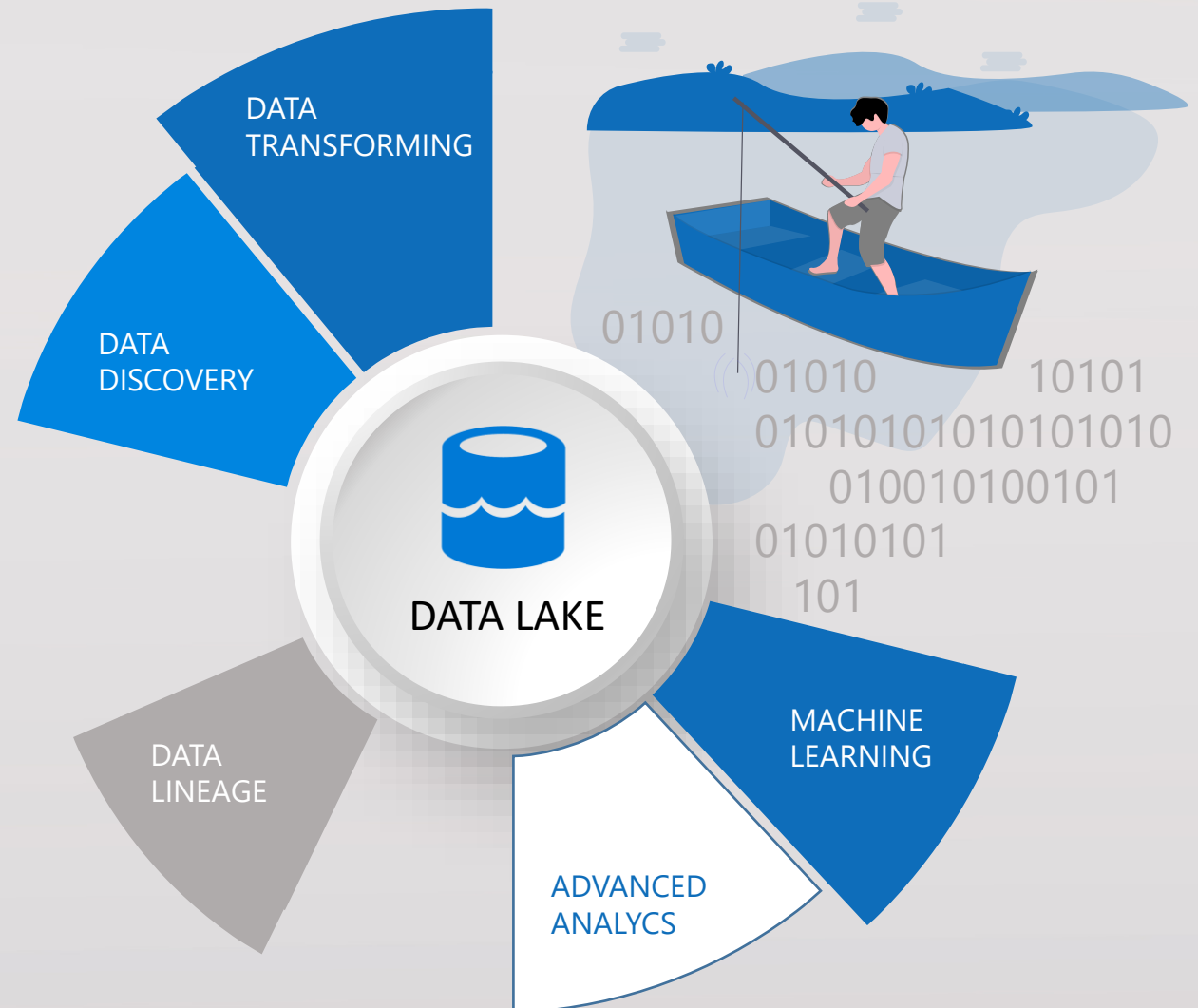
Deliver a unified vision for standalone business area consumption
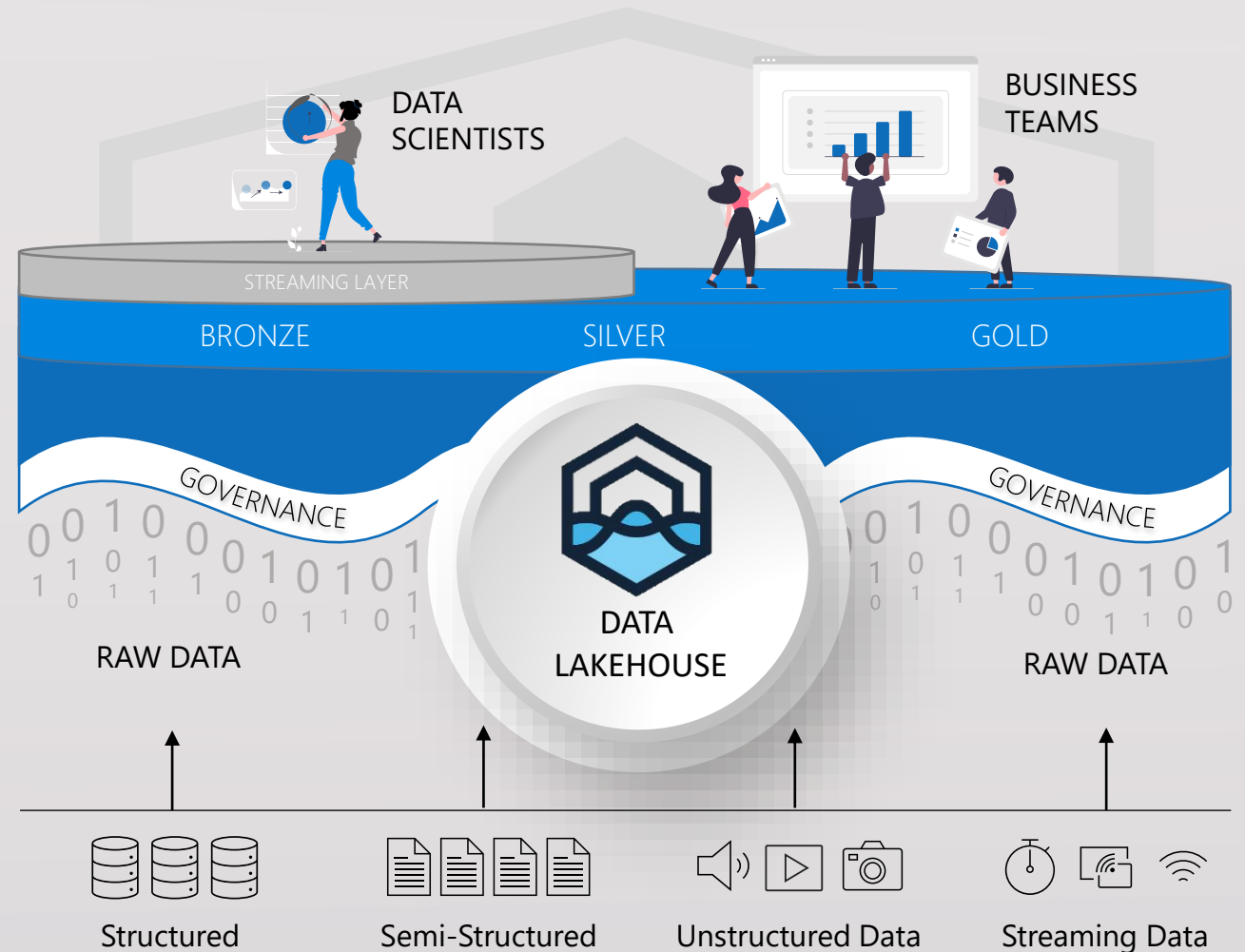

DATA WAREHOUSING

- StarSchema or Snowflake architecture;
- Apache Spark and SQL deeply integrated
- Support for T-SQL, KQL, Python, Scala, Spark SQL, and .NET languages
- Historical basis analysis, logging, and telemetry

All the power of a data warehouse and a data lake added to a full data lakehouse

DATA LAKEHOUSE

- Enable ACID transactions
- Get direct access to source data
- More storage and management savings
- Reduce data movement and redundancy

DATA SCIENTISTS

BUSINESS TEAMS

STREAMING LAYER

BRONZE   SILVER   GOLD

GOVERNANCE

GOVERNANCE

RAW DATA

DATA LAKEHOUSE

RAW DATA

Structured   Semi-Structured   Unstructured Data   Streaming Data

Collect data from a variety of sources with the maximum possible efficiency.

DATA INGESTION

- Multiple ETL No Code interfaces
- Uniform structuring
- Synchronization, coercion and automated correction
- Additional quality features
- Interrupt monitoring and control capabilities
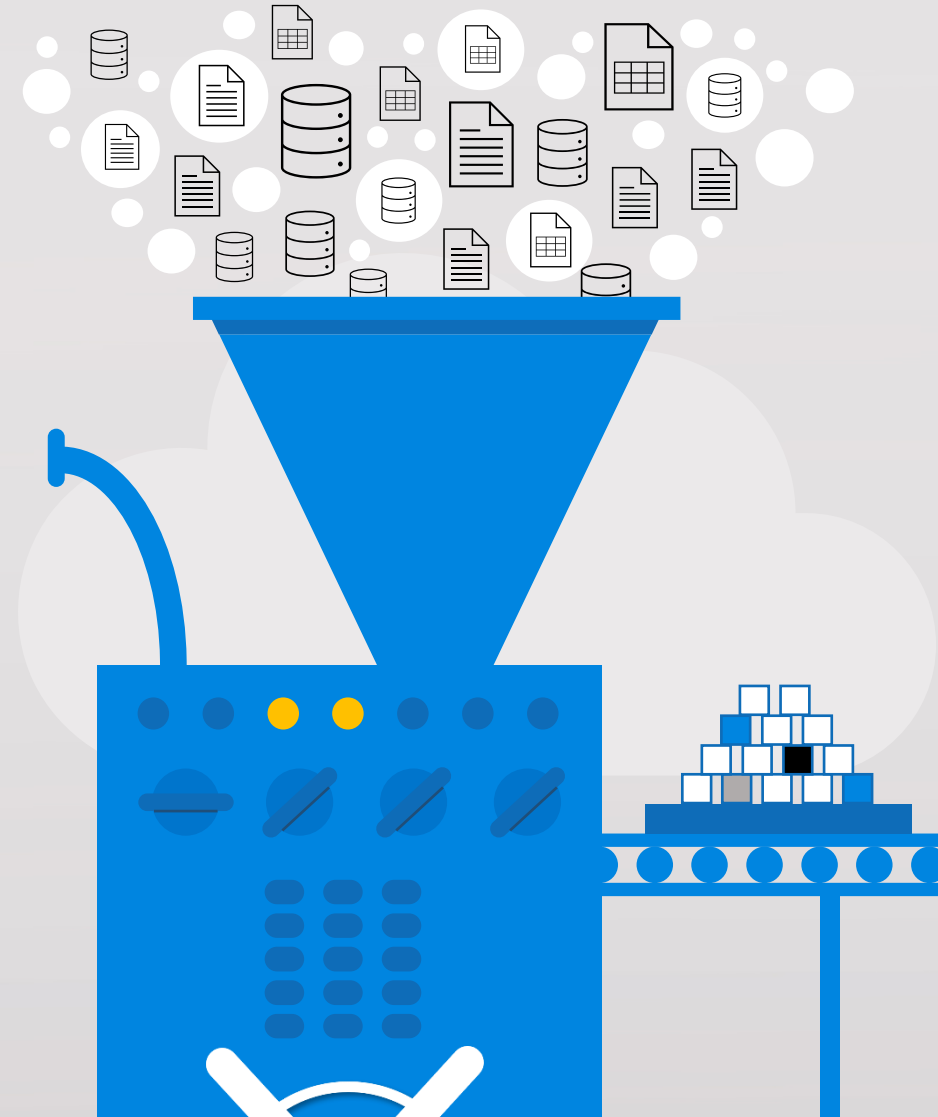
DATABASES

SPREADSHEETS

XML FILES

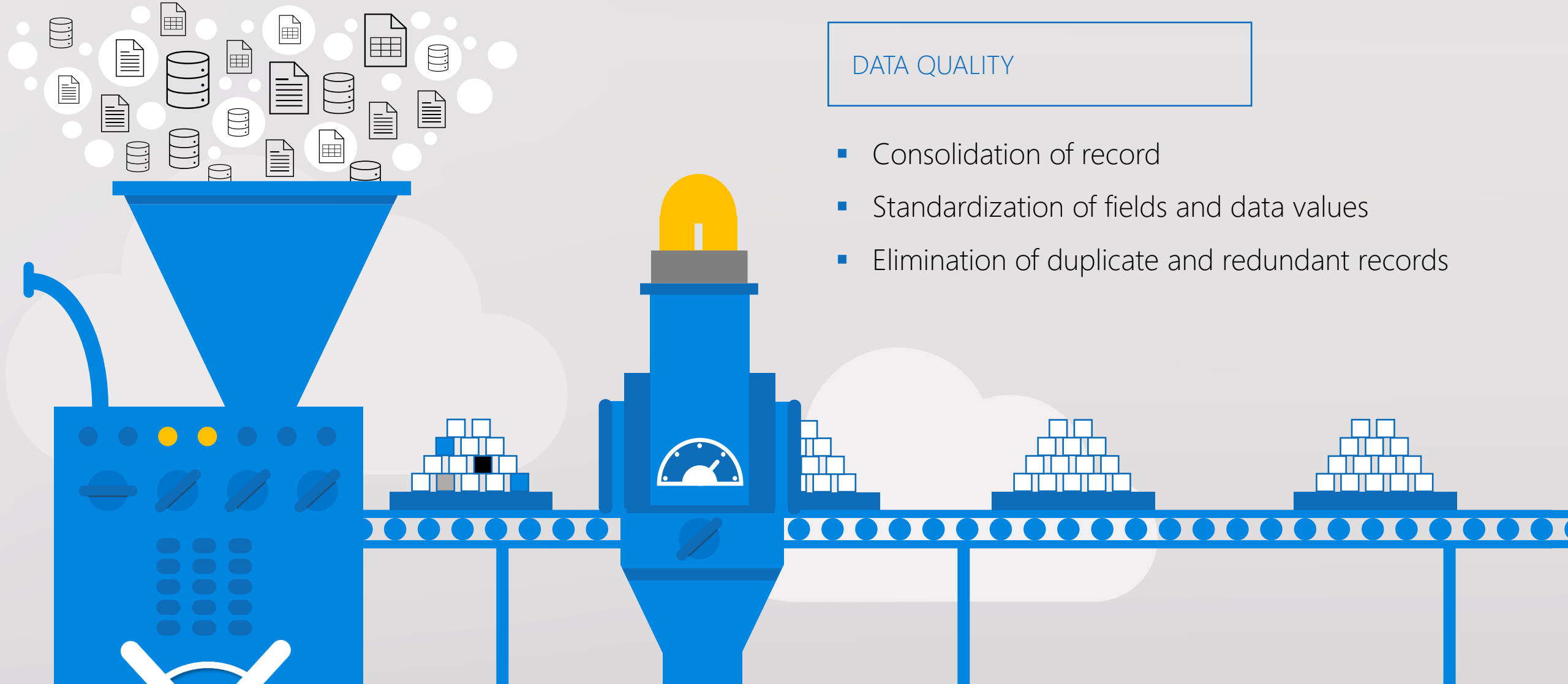JSON FILES

ERP, CRM...

EDI FILES

WEB LOGS/HTML

# Ensure data quality and eliminate risks of inconsistencies in your insights

DATA QUALITY

- Consolidation of record
- Standardization of fields and data values
- Elimination of duplicate and redundant records

Visualize all relationships between data to use it with extreme ease

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DATA MODELING

- Multi-dimensional data visualization
- Efficiency in complex queries
- Sumarization and metadata.

LTV
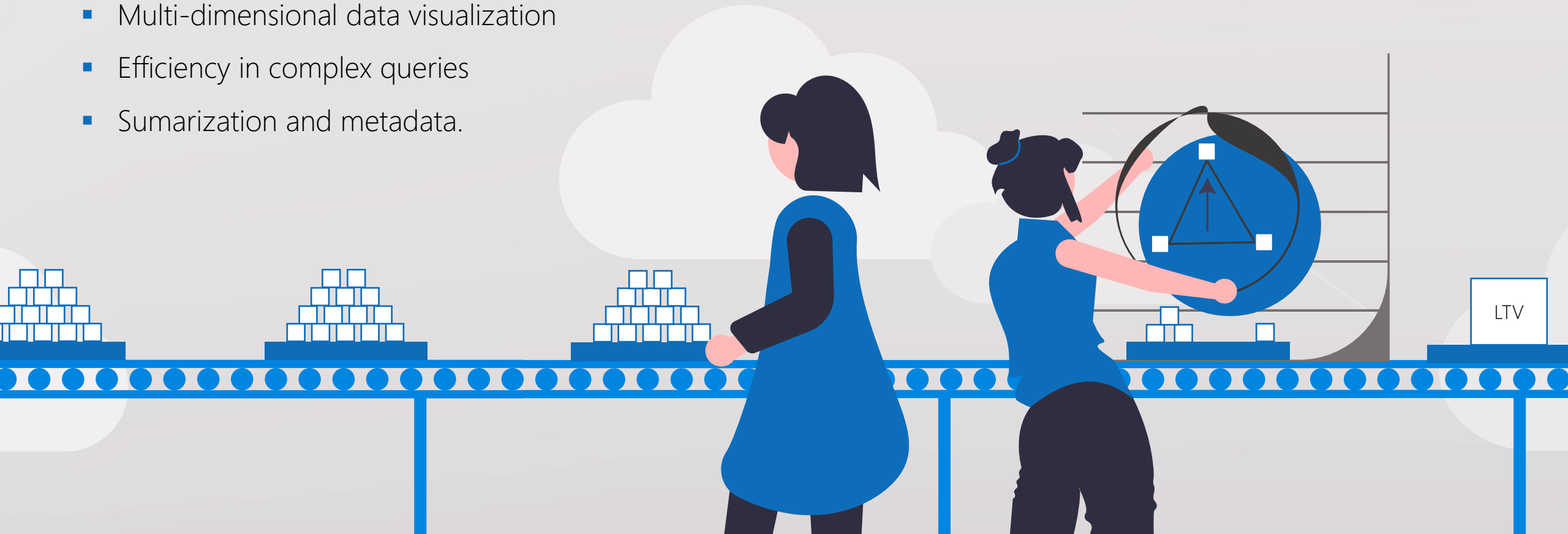
Empower your employees with the use of ready-to-use indicators.

- Control the security of your repository

- Introduce governance policies

- Provide a data dictionary to the business areas

- Have a team empowered to use the repository and indicators

LTV

CAC

ROI
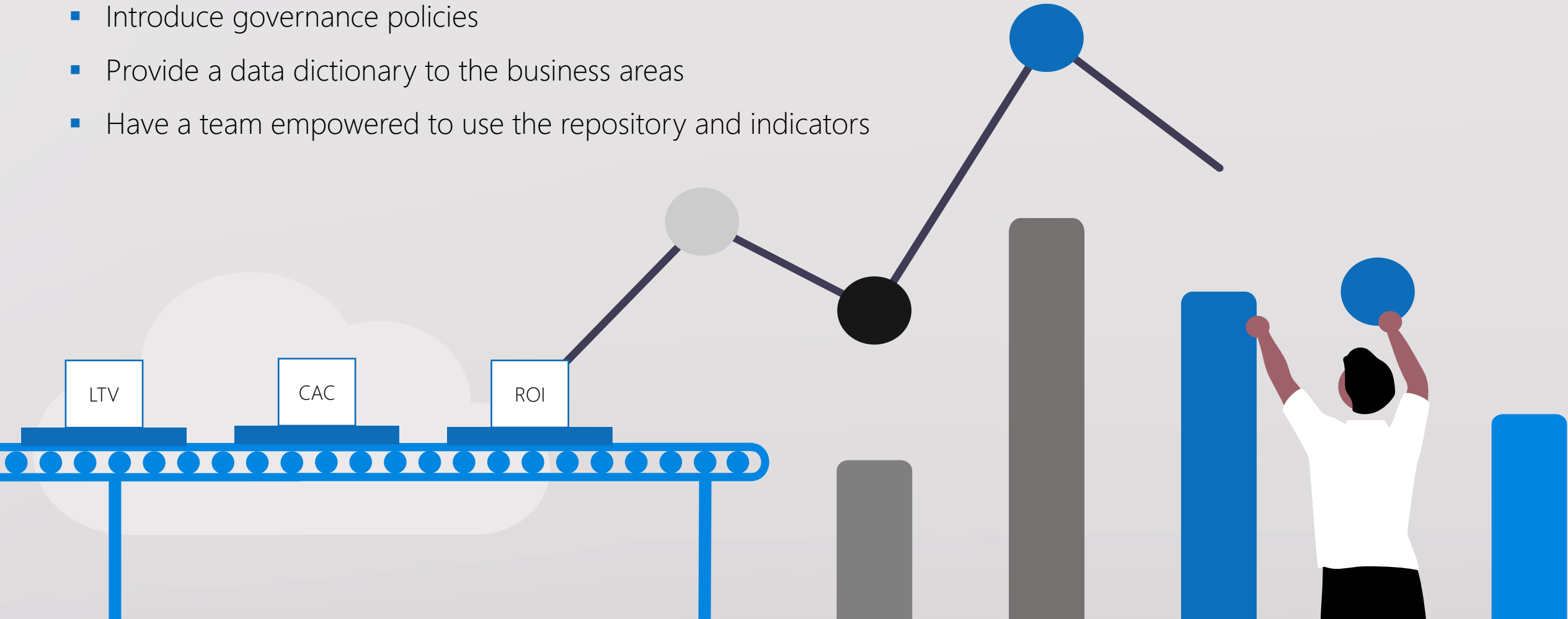
We are passionate about the success of your business.

DATA SUCCESS

- Monitoring of success
- Monitoring and reporting of metrics
- Collection of internal feedback
- Periodic reports post-delivery
- Recommendations and evolution plans

Standardized and complete offerings, with the quality your business deserves.

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Implementation Plan
- ✓ Project plan
- ✓ Source diagram
- ✓ Current and future architecture
- ✓ Non-functional requirements
- ✓ Execution plan

Data Repository
- ✓ Data lake
- ✓ Data warehouse
- ✓ Date lakehouse
- ✓ Data lake + data warehouse

Code Repository
- ✓ Code repository
- ✓ Documentation of tools
- ✓ Versioning of pipelines

User Guide
- ✓ User and administrator manual
- ✓ Characteristics of the solution
- ✓ Access policies

Weekly Status Report
- ✓ Activities completed
- ✓ Upcoming activities
- ✓ Monitoring progress
- ✓ Team feedback
- ✓ Project news;

Data Pipelines
- ✓ Data connectors
- ✓ Pipelines in Batch
- ✓ Pipelines in Low Code
- ✓ Pipeline Monitoring Interface;

Indicators List
- ✓ List of indicators modeled for consumption
- ✓ Gold layer for business data

Success Report
- ✓ Feedback statement
- ✓ Result metrics
- ✓ Suggestions for improvement
- ✓ Latest news
- ✓ Evolution plans

All built in an iterative, collaborative, and validated way, within each stage of the service

For over 20 years, we've consulted with companies to discover the best technology solutions.

Microsoft Partner

Microsoft

Gold Data Analytics
Gold Data Platform
Gold Cloud Platform
Gold Cloud Productivity
Gold Application Integration

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We accelerate
great ideas with
technology and
innovation!