

ZAP Data Hub

Connect your business with data
to drive competitive advantage



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The business brief



- › Explore and analyze multiple, integrated data sources
- › Manage data security and governance
- › Uncover previously hidden insight

ZAP Data Hub connects, collects and unifies business data

ZAP Data Hub connects your business with data — allowing data to be analyzed by business process or team objective, as opposed to by IT system or file type. Working with an array of data sources, ZAP Data Hub connects, collects and unifies business data, integrating it into a secure, governed hub and preparing it for expert analysis with your chosen BI tools, such as Microsoft Power BI, Tableau and Qlik.

ZAP Data Hub significantly reduces the IT overhead associated with accessing and preparing data for analysis with BI tools. It delivers data governance and security, too. Its automation and intuitive interface replace inefficient and inaccurate manual processes, as well as the need for time-consuming and expensive data warehouse projects.

Data sources and solutions



No matter what the source, type, or location, ZAP unifies your business data, integrating it into a secure, governed hub and preparing it for analysis in your chosen Business Intelligence tools.

Such data sources might include ERP (for example NetSuite, Sage or Microsoft Dynamics), CRM and marketing systems (from Salesforce to Marketo to Google Analytics) or HRM and payroll. ZAP Data Hub also extends beyond on-premise and cloud-based ERP and CRM systems, integrating seamlessly with other cloud and on-premise data sources such as SQL Server, Azure SQL, Oracle, DB2, MySQL, Informix, PostgreSQL, Vertica and a limitless range of ODBC and .NET data providers. To say nothing of a business' myriad of Microsoft Excel workbooks and CSV files.

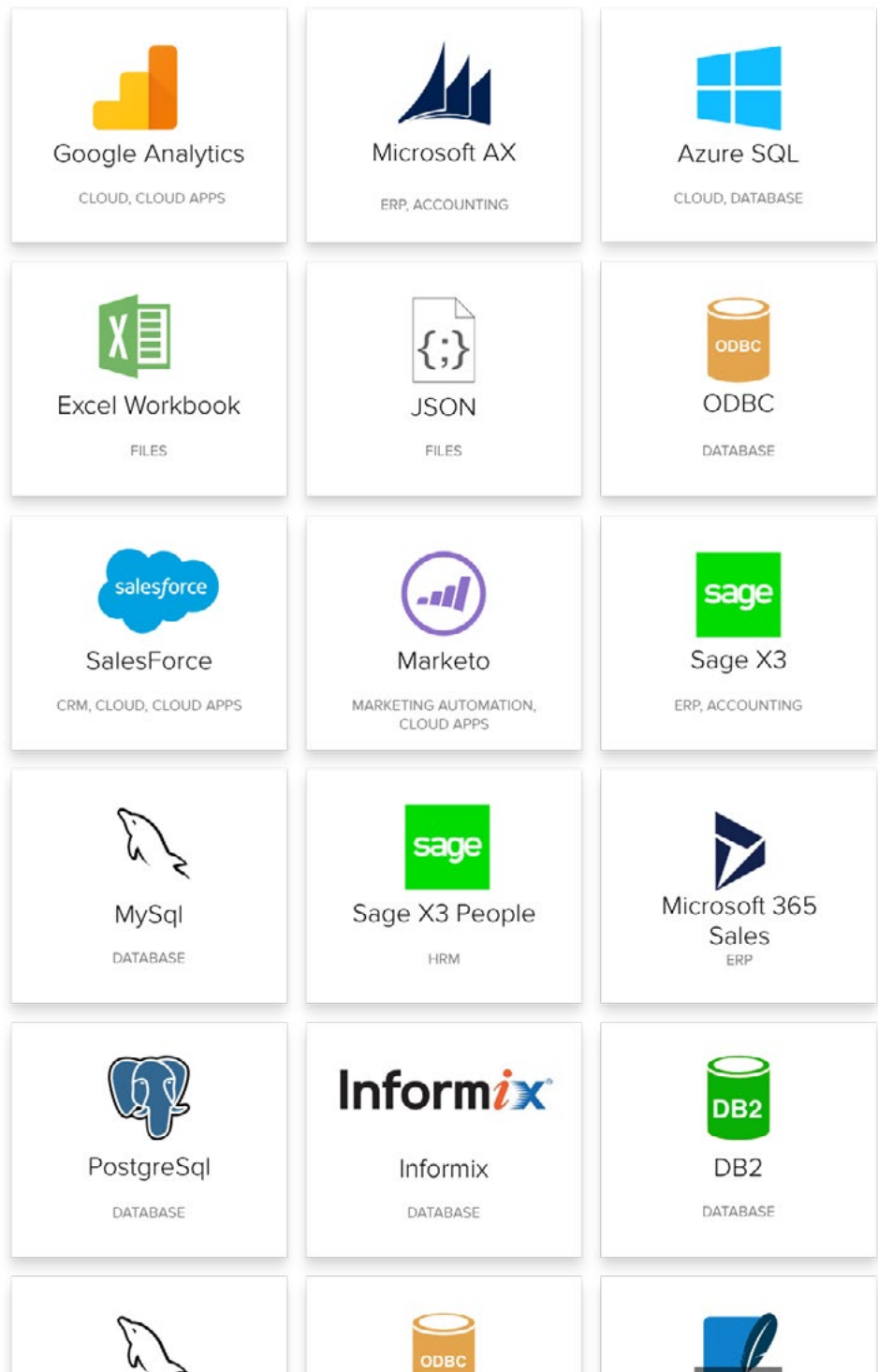
Application and data source types

ERP	Databases	Drivers
CRM	Files	All Microsoft Dynamics
HRM	Cloud	All Sage
Accounting	Cloud apps	
Marketing automation	Data enrichment	

- ▶ Pre-packaged data connectors
- ▶ Remove manual processes and reduce IT overhead

Data management support and labor overheads are significantly reduced thanks to ZAP Data Hub's pre-packaged connectors for all the of the systems listed here.

Our website has a complete, regularly-updated catalogue of the data sources ZAP Data Hub connects to, covering ERP, CRM, human resources, accounting, marketing automation, databases, files, cloud apps, enriched data and drivers.



Features and benefits

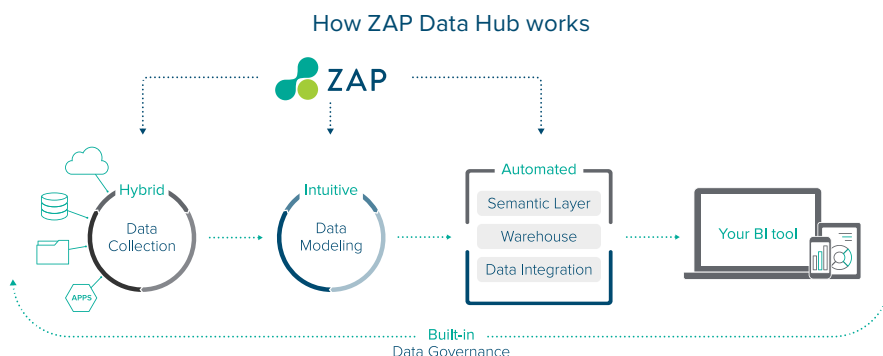


- Remove silos by connecting data from across your business
- Manage cloud or on-premise data or combinations of both
- Intuitive user interface brings sophisticated data management to non-technical users

ZAP Data Hub operates between a business' BI tool and its wide variety of data sources — no matter where they are located or how they are hosted — unifying them to make business-wide reporting easier and to produce game-changing insight, enabling analysis by business process instead of by individual data silo.

We spotlight five distinct features here, each of which represents a stage of the overall process of data management that ZAP Data Hub automates: data collection, data modelling, data integration, data warehousing, semantic layer and data governance, before finally summarizing the stable and flexible platform on which ZAP Data Hub is built.

ZAP Data Hub is GDPR-ready, EU-U.S. Privacy Shield-certified and, as we explain in the final section of this eBook, available as a fully-featured on-demand SaaS built on Microsoft Azure. Private cloud, on-premise and hybrid deployments are also available.



- Cloud, on-premise and hybrid data collection
- Data collection becomes an intuitively-managed process
- Wide selection of pre-set, optimized, verified data models
- Uses familiar business terminology and graphical interface

Hybrid data collection

ZAP Data Hub provides easily-configurable data collection from apps and data sources of any type: from ERP to CRM, HRM to marketing automation. It delivers high-speed, stable data migration for even the largest and most complex data silos and this provides major savings on IT and data consultancy spend and maintenance labor costs, while mitigating risk associated with proprietary data processes and manual data preparation.

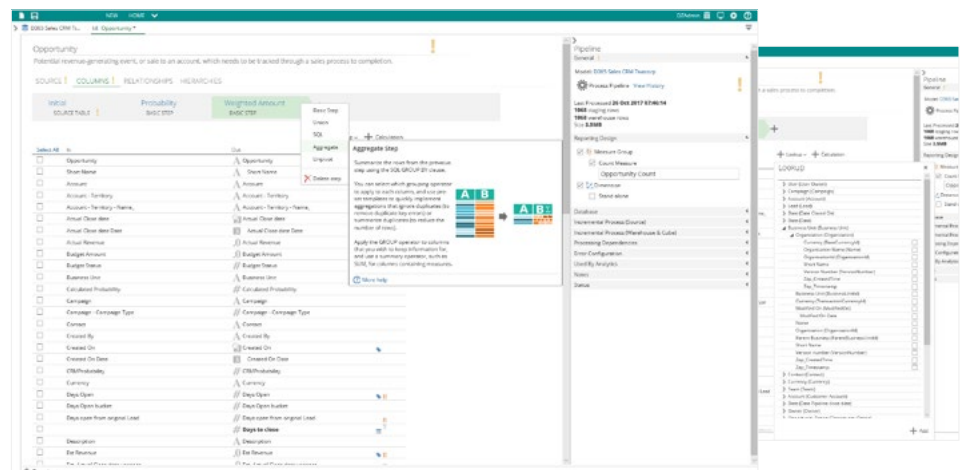
ZAP Data Hub connects just as efficiently to cloud-based data sources — across networks, firewalls and realms — as those on-premise. And equally so for businesses that have a hybrid combination of the two, including those with multiple cloud and on-premise systems spread across international offices.

No matter whether your applications and data sources are newly-installed or long-entrenched, heavily customized or out-of-the-box, ZAP Data Hub connects them. And it can just as easily connect to multiple instances of the same ERP or CRM system across different sites. As a result, data collection is transformed into an intuitively-managed process, while all the time reducing data collection tasks from days and weeks to hours and minutes.

Intuitive data modeling

Data modelling with ZAP Data Hub is an intuitive, metadata-driven process using familiar business terminology and drag-and-drop elements, opening up the power and benefits of sophisticated data modelling to non-technical roles in the business such as Analysts and BI end-users.

A wide selection of pre-set, optimized and verified data models for a range of apps and data sources are accessed via a simple-to-use, graphical interface that enables any data operation to be performed easily. Advanced modeling and transformations can be implemented through the same intuitive interface, enabling complex data interrogation and reporting requirements to be met without the need for expensive, high-maintenance and high-risk third-party or proprietary solutions.



Users quickly reap the benefits of ZAP Data Hub's proactive alerting, real-time warnings and error reporting. Usability is enhanced by having one screen for both the data warehouse and the semantic layer. The data model defines the underlying star schema structure of both the data warehouse and semantic layer that it automatically generates by designing fact and dimension tables, using many different transformations. The model optimizes the data warehouse and creates all necessary keys, indexes and relationships for reporting — either directly against the data warehouse or the semantic layer.

- ▶ A faster, more accurate means of integrating data
- ▶ Integrate data silos quickly and efficiently regardless of type, size or attributes

Automated data integration

ZAP Data Hub makes data warehouse-building a quick, non-technical process

With ZAP Data Hub, nothing is missed, regardless of what level of business- or department-specific customizations have been made to the data requiring integration. Such customizations might hitherto have turned data warehouse projects into lengthy, manual processes or deter attempts to unify data at all. But with ZAP Data Hub this is replaced with an easy-to-use, intuitive and — above all — faster means of collecting and integrating data.

Using ZAP for data integration means tasks that might usually have taken Data Engineers weeks or days are turned into app-based taps and clicks. They can be set up and carried out by non-technical team members thanks to ZAP's intuitive, graphical user interface and self-service help tools.

If additional and related data sources are required, these can be integrated regularly and scheduled automatically, with per-table and per-column mapping and union also morphing from manual, labor-based tasks to quick, app-based taps. Regardless of geography, file type, size or user-customized attributes, ZAP Data Hub integrates data silos quickly and efficiently with features including data profiling and recommendations, automatic merging of tables, multi-threaded and/or parallel migrations and incremental loading and updating.

- ▶ Build data warehouses automatically
- ▶ Built-in data type detection and profiling

Automated data warehouse

Accuracy, security and governance are at the core of ZAP Data Hub's warehouse automation functionality. Meanwhile, at the user front-end, data warehouses can be built quickly and easily via an automated, step-by-step series of user prompts.

ZAP Data Hub makes data warehouse-building a quick, non-technical process. Yet none of the complexities and rich detail associated with traditional, manually-built data warehouses is lost. This is thanks to built-in features such as data type detection, profiling, automated and rapid data migration and incremental refreshes. ZAP delivers a two-tier warehouse structure (staging, and modern data warehouse) with self-generated data migration routines and in-warehouse ETL transformations.



- ▶ Replaces technical data chores with logical, automated steps
- ▶ Removes need for high level technical expertise/specialist training

Automated semantic layer

Semantic layer automation is another example of how ZAP Data Hub turns data management from a technical process for Data Engineers into a logical, business process open to non-technical users. Interrogate a data warehouse without the need for high levels of technical expertise, lengthy, specialist training or the time, cost and bottlenecks associated with consultant data specialists and key person dependencies.

The benefits this brings ripple across a business. Those working in ERP, for example, become able to work with complex CRM data, or vice versa, using terminology they are familiar with, thanks to the automated semantic layer. Semantic layer automation is one of the key features within ZAP Data Hub that removes complexity and improves time-to-insight and, in doing so, allows users to unlock the businesses value in their data and discover previously hidden insights.

Using a caption-based metadata approach, ZAP's semantic layer features cross-ledger querying, hierarchies and aggregations and materialized calculations (allowing you to deploy logical measures into the model). Usability is enhanced as both the data warehouse and the semantic layer can be viewed on the same screen.

- ▶ Corporate best practice, customer trust, legislative compliance
- ▶ Enterprise-class controls set security permissions and access

Built-in data governance

Data governance is one of the most important considerations of any business and one which transcends technical features, lying at the heart of corporate best practice, customer trust and compliance with legal directives such as GDPR.

ZAP Data Hub automates, controls, audits and logs all aspects of data governance and security, covering everything from password and access control to reconfiguring mismatched data definitions.

Enterprise-class controls set security permissions, regulate access and protect data at any level of granularity, while data governance is controlled at four separate levels: user, resource, warehouse data and cell data. Data lineage is governed separately, with history tracking, auditing and monitoring also included.

Without ZAP Data Hub, a business's data governance processes — if they exist at all — might be handled by manual labor with all the potential for human error and financial cost that entails. Self-service BI tools magnify this challenge further, allowing users accessing source data directly or manually preparing data for analysis. These challenges are solved by ZAP Data Hub's built-in data governance functionality.

ZAP Data Hub automates, controls, audits and logs all aspects of data governance and security

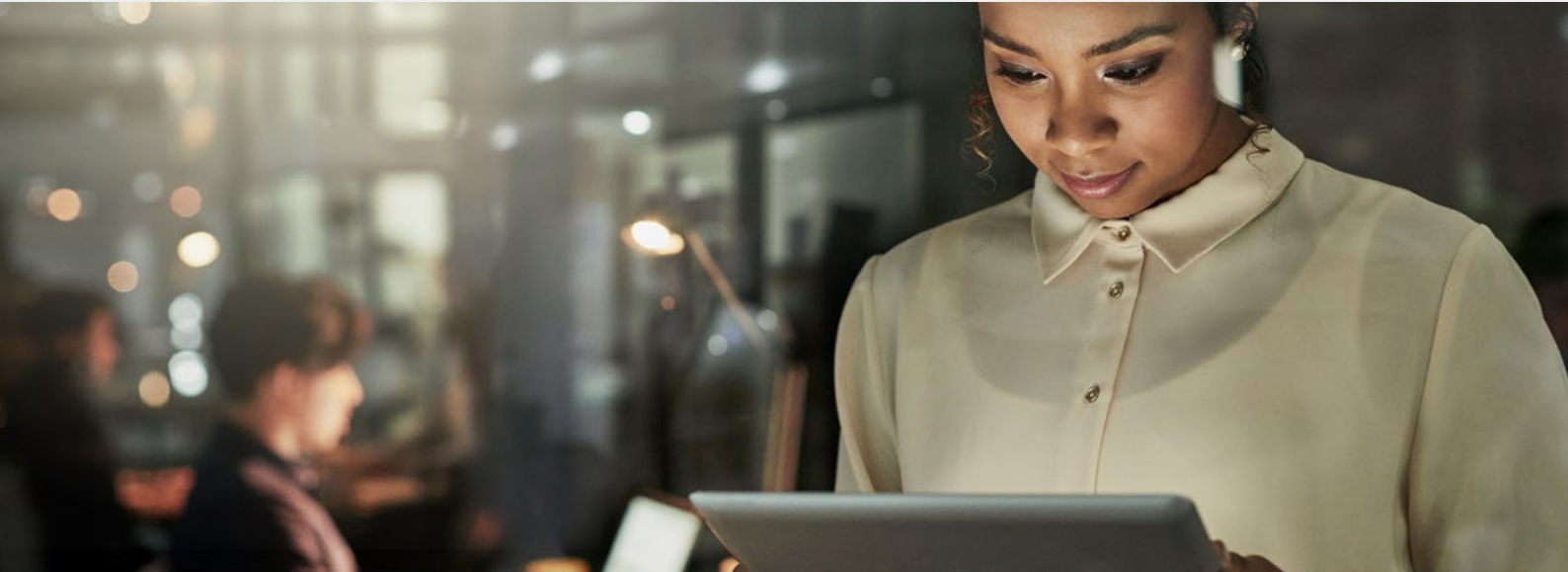
- ▶ Built on Microsoft Azure and SQL Server
- ▶ AD, Azure AD and ADFS enterprise authentication

Stable, flexible platform

The platforms and standards on which ZAP Data Hub is based assures both its reliability and its feature-rich capabilities. Multi-lingual functionality, for example, allows users to automatically translate pipelines, fields and values from a data source augmented with app-specific integrations.

ZAP Data Hub's resource-based approach and concept is reusable and highly flexible. Pipelines, scripts, security roles — and even data sources and data models — can all be treated as resources. As such these resources can be moved, copied, pasted, exported and imported, this flexibility becoming the foundation for a whole set of business-wide and end-user benefits.

Software as a Service



99.5% uptime



Automated
maintenance



Back-up and
disaster recovery



ZAP Data Hub is available as a fully-featured on-demand SaaS which removes the technical, resource and time costs associated with connecting to, collecting, securing and preparing your data for Business Intelligence (BI) analysis. In short, it helps you become a data-driven business faster.

ZAP Data Hub SaaS has the same hybrid connectivity capabilities as a traditional deployment. The ZAP Data Gateway provides simple, optimized access to on-premise data sources from the cloud. A businesses' cloud-based data, such as Salesforce, can be integrated with and managed just as easily as its local on-premise data, such as ERP.

- **99.5% uptime**

ZAP Data Hub guarantees 99.5% service uptime and complies with security, privacy and other governance standards by using the Azure platform.

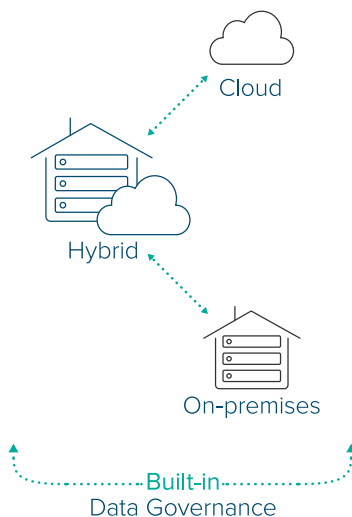
- **Automated maintenance**

We automate system maintenance, upgrading you to latest releases as soon as one is available. And all of this, always, with no technical or resource demands placed on the end user.

- **Back-up and disaster recovery**

ZAP Data Hub incorporates a sophisticated and automated data backup procedure as part of a SaaS deployment, removing another headache and stress from a business' shoulders. It also includes an enterprise-grade disaster recovery plan.

Deployment options



Private cloud

Based on an Azure or AWS server, a cloud-based deployment of ZAP Data Hub minimizes the need for the on-site technical resource and expertise required to maintain in-house IT infrastructure and respond to help requests, system availability and network connectivity issues. It also minimizes the risk of internal or inadvertent in-house security breaches. An important factor, not least because — as both Harvard Business Review and Forrester Research confirm — the bulk of security threats come from inside as opposed to outside an organization.

Hybrid cloud and on-premise

Any element of ZAP Data Hub — be it web application, data warehouse and/or semantic layer — can be deployed in any combination of on-premise or cloud. Some may need to reside on-premise, while others in a private cloud. All hybrid combinations are possible, delivering not only seamless integration into a business but also the scalability and flexibility to adapt to its evolving requirements.

Traditional on-premise

For a business that has certain offices, locations — or perhaps its entire workforce — using an on-premise infrastructure, ZAP Data Hub can be quickly and efficiently deployed and maintained. It can then connect to data sources no matter where they are — either within the same environment, elsewhere in other locations or in the cloud — automatically accessing, integrating, preparing and optimizing data for analysis within your chosen BI suite, no matter how and where that itself is hosted.

About ZAP

Game-changing insight that impacts business performance

ZAP's mission is clear: to connect your business with data. Game-changing insight that impacts business performance only happens when you analyze data by business process or team objective, as opposed to by file type or IT system. This is what ZAP enables, and what analyst firm IDC has highlighted as the ability to “fast-track the time and effort involved in kick-starting a data warehousing and BI project.”¹

Founded in 2001, serving customers in 50 countries, from mid-size businesses to Fortune 500 and FTSE 100 organizations, including household names such as Aston Martin, Crew Clothing and Regal Entertainment Group. ZAP's HQ is in London with offices in the USA (Tampa, Florida) and Australia (Brisbane and Melbourne).

With an active partner program that takes in VARs, ISVs and complimentary software vendors, ZAP enables software resellers to add data management to their value proposition by embedding ZAP Data Hub into their own applications and services, allowing them to take advantage of the business opportunities presented by digital transformation, business intelligence, analytics, data visualization and data governance.

¹. 'ZAP: Improving Time to Insight for Midsize Firms', IDC Market Note (#EMEA43048517)—Sept. 2017

