



EBOOK

5 Ways to Optimize Structure and Costs With Data Integration

Context

According to Gartner, “The MDM market continues to evolve and thrive as organizations seek to benefit from the business agility afforded by mastering their most critical data, particularly in times of change.

Data and analytics leaders should use this research to inform their MDM solution choices.”

In a context where leveraging your data is a critical element in building a successful business strategy, the deployment of a data integration solution is the first step for any business wishing to connect, transform and easily manage its data.

Data integration consists of collecting and preparing digital data from different sources into a unified view, which includes import/export, mapping and transformations to a target, followed by cleanup. This

initiative is first and foremost necessary to make the data more functional and useful to the business. Collecting large volumes of data, at the scale and pace imposed by modern business, is one of the key challenges for every business, but technology can easily provide appropriate solutions.

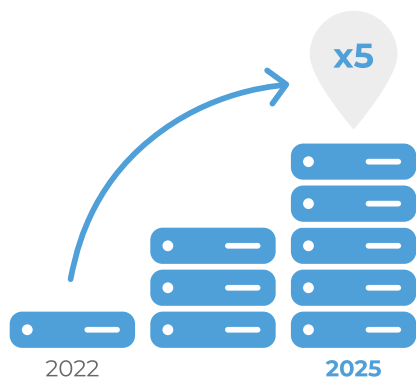
So how do businesses not only streamline data structure but also optimize costs when purchasing a data integration solution?



Here are **5 ways** we have identified **to help you plan your data integration.**

Discover our eBook with each infographic explaining more detail.

Make data available to the business team

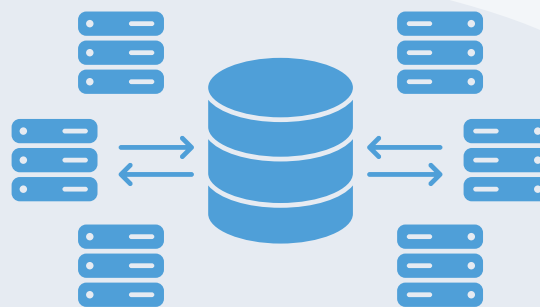


In a True Global Intelligence study directed by Splunk which surveyed 2,259 IT and business decision-makers in the United States, France, China, Australia, the United Kingdom, Germany, Japan, and the Netherlands, **67%** of CIO's agree that the volume of data will increase fivefold by 2025.

Building an effective data collection, with a focus on the quick availability of data for business users, should be the main focus of any data integration. According to André Wei, CTO of the Chantelle Group,

“One of the major objectives of the project is to make the data available quickly, in all locations of the IS.”

According to a survey conducted by Stambia ([now Semarchy xDI](#)), more than 31% of the interviewees indicated that the reason they invested in a data integration solution is to provide data with better reactivity and speed.



Through 2025, more than **75%** of MDM programs will fail to meet business expectations because of a failure to connect MDM value to business value.

New or Used ETL: That is The Question

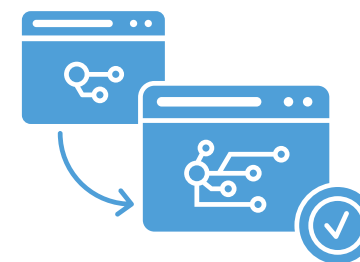
The ETL concept (Extract, Transform, Load/ Charge) is not new as it dates back to the 1990s.

Powerful ETL/ELT technology can not only facilitate data management, but also accelerate digital projects, improve data quality, and handle ever-increasing data volumes by leveraging the power of the underlying systems, especially with the advent of Big Data. A unique **software to map all your data** makes it possible to provide enriched and quality data to the rest of the company. This phase of data collection and preparation, usually

carried out by manual coding, is **often underestimated and represents up to 3/4 of the time spent on a project.**

Over the last 30 years, organizations have built architectures and set up data flow strategies to meet the demand.

This represents a legacy that must evolve with new uses and the rise of new technologies. Faced with the upcoming challenges surrounding the sheer volume and requirements of business data, the trend to replace traditional solutions is becoming more widespread.



80% of customers surveyed have replaced or completed an existing ETL.

These clients have often implemented replacement strategies based on:

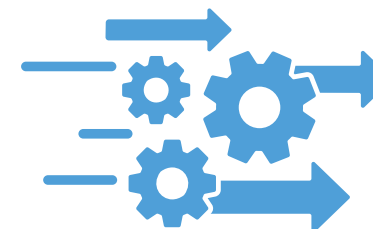
- Obsolescence of unnecessary flows
- Progressive replacement with the development of new projects
- Automated or semi-automated migration of flows

New or Used ETL: That is The Question

An ELT/ETL solution should automate routine activities and data flows, giving IT teams the ability to focus their time and expertise on less time-consuming and higher value-added tasks. A powerful ELT system should include a complete range of functionalities to handle all types of data while freeing up and decompartmentalizing information. Whether it is to feed a **data warehouse** for business intelligence, feed a **Data Lake** for your data scientists, expose your business data in the form of **Webservices/API or micro-services**, use data from **IOT connected objects**, or conduct **Big Data** initiatives, you will have an overview of

your data gathered **under a universal mapping**.

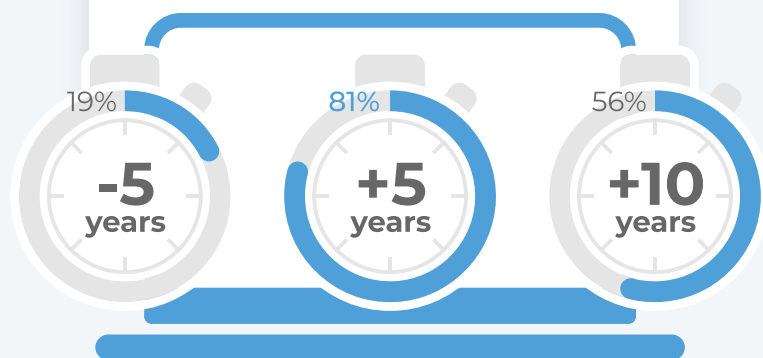
Cloud technologies, with no infrastructure costs or serverless engine, offer several advantages over traditional ETL software. Configuration and set-up costs are reduced, there is no infrastructure to plan for, and cloud-based systems are fully scalable to optimize the full power of your underlying Information system. Developments are stored in a source manager (SVN, GIT, TFS...) allowing professional source management (versioning, historization, comparison, team management).



By 2025, more than **50%** of CDOs will achieve digital acceleration goals using augmented data management practices across MDM, data hubs, data quality and integration.

Think of Integration as You Would a Long-Term Investment

The Stambia study found that more than **80%** of surveyed customers believe that their investment in data is for at least 5 years, and more than half consider that they are investing for 10 years.



Like your retirement fund data integration is not something to be taken lightly. If some choose to replace their solution, they do so by carefully measuring the risk/reward consequences.

Yet many software solutions have to deal with rigidity problems. Actions that were designed from the start by the solution editor are easily done, but as soon as you move away from the standard, or if you wish to deal with subjects that were not foreseen by the editor, everything becomes more complicated.

Data integration solutions are also subject to these pitfalls. More than other software, data integration solutions need to adapt more, since they need to connect to any type of technology.

Today's solutions are not always able to adapt quickly to a new technology.

They also have problems when dealing with older technologies in a productive way. **As technologies change, your data management needs to keep pace.**

Companies should focus on products with a **long-term strategy** in place, an exceptionally **agile and extensible platform** that can support robust data management requirements within **an easy to use and quick time to value solution** that can help you:

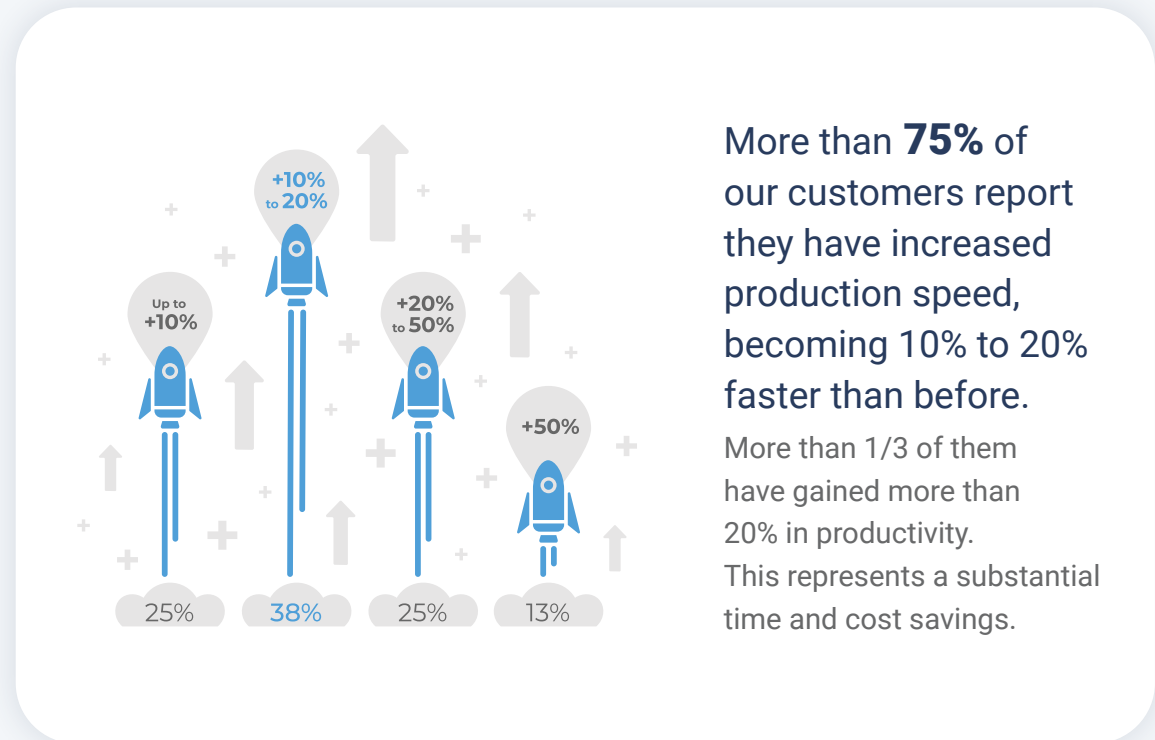
- Increase productivity, quality and simplicity
- Adapt to technologies that were not foreseen from the beginning with no complex development
- Fit to existing technologies through specialization
- Adapt technologies to meet specific customer needs

Productivity of Flow Developments, a Key Element of the Go-to-market

“Productivity is about being able to do things that you were never able to do before.” - Franz Kafka

ADEO has been a customer of the xDI solution for many years. Semarchy xDI supported us in all stages of the Data transformation of the ADEO group. From the Booster project, to our transition to the cloud via our Hadoop platform.
Laurent Ostiz - Global Chief Data & Cybersecurity Officer at ADEO

Developing quickly, with agility, and in a “clean” way matters in any type of web or application project. The development of data flows does not deviate from the rule, especially since these flows are often critical to an organization. Productivity requires the homogeneity of developments, facilitating maintenance and history recovery by new developers. This requires a solution with an approach of innovative development combining agility and productivity, with universal mapping and templates that are easy to learn, implement and utilize.



More than **75%** of our customers report they have increased production speed, becoming 10% to 20% faster than before.

More than 1/3 of them have gained more than 20% in productivity. This represents a substantial time and cost savings.

Cost Savings and Business Models: Key Considerations

As with any technology investment, cost and implementation can keep you up at night.

Here are the main considerations when looking at data integration:

1. Software license costs can increase over time. The rise in data volumes and the diversity of uses are likely to increase this cost. Indeed, some people do not hesitate to index their business model to computing power or to the number of flows developed, or periodically reassess the upward costs of subscriptions. One of the

key points to consider, far from being insignificant, is improvement in proficiency. This is an essential point of the success of data-oriented projects, particularly when the aim is to achieve complex integration flows.

2. Which business model to choose for your DI solution.

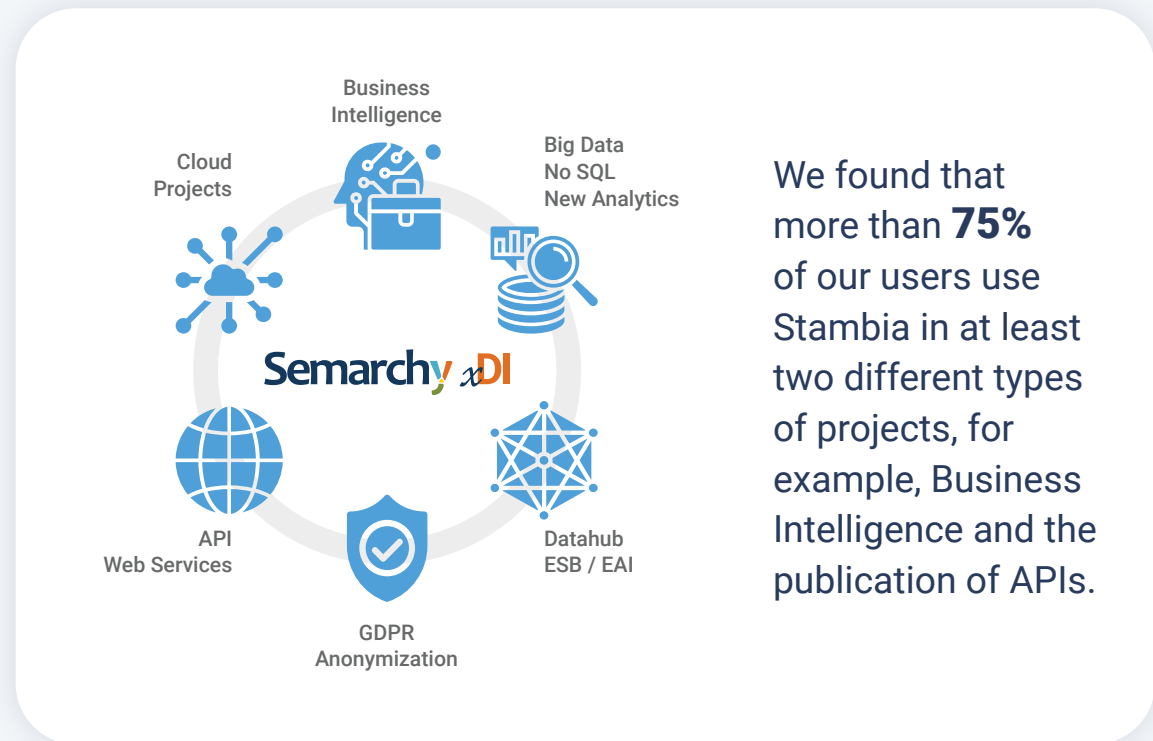
As we move towards a more integrated data environment, we also need to focus on a more versatile data integration.

Consider the options for data integration projects:

- BI data/Analytics
- Data Hub
- Big Data
- Publication of web services/APIs
- Data anonymization

Cost Savings and Business Models: Key Considerations

Whether you have one or 20 data integration projects, implement a system that offers versatility. The user can focus on the business rules without worrying about the technical complexities of the underlying technology. With the automatic generation of complex processes, universal mapping and templates **will generate a graphical process that sequences the different steps needed to fulfill the business problem** – without having to be manually designed with traditional solutions.



We found that more than **75%** of our users use Stambia in at least two different types of projects, for example, Business Intelligence and the publication of APIs.

Conclusion

Indeed, data and metadata governance is crucial for business.

Implementing a versatile, cost-efficient, data integration solution is the first step to building better business intelligence. With the right platform for managing and governing your valuable data, you can develop strategic initiatives, improve your customer experience and leverage analytics to empower your entire enterprise.

At Semarchy, we offer data integration solutions for your entire enterprise - bringing you a unified, complete and efficient Data Management platform to meet one of your most important challenges: **guaranteeing the quality of the data and the processes around this data.**

Contact us today to see how we can help you leverage your business platforms for greater business intelligence.

Cost control, according to our customers, should go through 5 steps:



01
Renew oneself by opting for more productive and agile solutions



02
Move towards adapted software cost models



03
Consider the rise in teams' skills



04
Allow the reuse of these skills on various types of projects



05
Think of Integration as a Long-Term Investment

About Semarchy

Semarchy is a leader in the master data management market, delivering data freedom and empowering organizations to rapidly generate business value from their data. Its Intelligent Data Hub™ platform enables organizations of any size to quickly integrate critical information scattered across applications with a comprehensive, agile platform and intelligent security and governance. Data can be integrated, discovered, mastered, governed, and centrally managed in a non-intrusive way. Semarchy xDM and xDI are available on-premises, on most popular cloud marketplaces including Microsoft Azure, Amazon Web Services (AWS), and Google Cloud Platform (GCP), and also as Software as a Service (SaaS).

Semarchy is based in Phoenix, USA with offices in London, UK, Paris & Lyon, France and Mexico City, Mexico.

Semarchy has been Recognized Once Again as a Leader in the 2021 Gartner® Magic Quadrant for Master Data Management Solutions

For the fourth consecutive time Semarchy is recognized in the Gartner Magic Quadrant for Master Data Management Solutions (MDM).

Free your data.
Start fast. Scale infinitely.
Intelligently secure & govern.

Semarchy

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