

The Talend logo is a solid red circle with the word "talend" written in white lowercase letters in the center. The background of the slide is split diagonally from the bottom-left to the top-right. The upper-left portion is white and features a pattern of thin, light red curved lines that create a tunnel-like effect. The lower-right portion is dark blue and features a similar pattern of thin, dark purple curved lines.

talend

# 4 Data-Driven Strategies for a Resilient Business

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# Your business can no longer wait for the right data

The world is changing almost faster than we can perceive it. Economic change, societal change, behavioral change, and technological change are all leaving their mark on the way we work and live. Everyone needs to act quicker, pivot faster, and make every customer interaction count.

The businesses that will not only survive, but thrive, are the ones who become skilled at adapting to change. These are the companies that can figure out not only what the business environment is telling them right now but also what that means for next year, five years, or 10 years in the future. And if they can't figure that out, their future is in danger.

Data-driven companies are more successful than those that aren't. According to McKinsey, companies that use data for insight and analysis are 23 times more likely to acquire more users and 19 times more likely to achieve above-average profitability.

This guide outlines exactly how to get the data you need to make the most critical decisions for your business. It doesn't need to be difficult or expensive to get and work with the data you need, and you don't have to settle for bad or slow data anymore.

You'll get a blueprint to accessing the highest quality data for the decisions you need to make right now and for the future. We'll outline the four strategies to keep in mind as you consider your data vendor partners and your IT ecosystem.

# Why “good enough” data isn’t good enough anymore

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# Get more access in real time to a source of truth or view of performance with data integration

There are seven outcomes where data is needed to accelerate business value:

1. Improved processes
2. Improved competitive position
3. New and improved products, stemming from better customer and market data
4. Informationalization, or building data into products and services
5. Improved human capabilities
6. Improved risk management
7. Reduced costs

When you’re defining your data strategy, it’s important to prioritize which of these outcomes are most important to you, and then work back to determine what raw data you will need to achieve it.

An important part of that discovery process is finding out which data

sources have the most important data to solve a particular challenge, and then working to integrate that data into the systems used by your data professionals. In short, you need a robust data integration strategy.

Recent research shows that 80% of business operations leaders say data integration is critical to their success. This isn’t surprising, given the number of data and workflow integration points required to run business operations effectively and competitively.

Many companies attempt to cobble together a data integration solution, rather than a strategy, with traditional methods like hand coding or point solutions that integrate a single source with a single destination. But these approaches are unsustainable and won’t provide the desired results. Manual solutions are resource intensive and don’t scale. And while

point products might be able to serve a particular need, they don’t cover all the things companies need data to do. The results of relying on these approaches are lengthy projects, siloed data, and wasted resources. And, most importantly, businesses won’t be able to access the data fast enough to react quickly to change.

Companies who achieve success with their data integration initiatives combine comprehensive data integration with pervasive data quality to achieve both integration and integrity at scale. They define and execute on a strategy that combines integration of multiple sources, data quality capabilities, and a governance framework to establish who has data access to achieve a particular goal.

**86% of companies saw a 2x improvement** in productivity by using a data integration tool rather than hand-coding integrations

(Techvalidate survey, 2019)



**Four strategies  
for your resilient,  
data-driven business**

# Principle 01

Consider the fundamental aspects of a data integration and integrity product

There are a lot of data integration tools and platforms on the market today. Which ones will help you create the data integration strategy that will deliver the business outcomes you want?

Research firm Ovum notes you should expect your data integration vendor to have six fundamentals that will help you successfully develop your data integration strategy:

## Fundamental 1:

### PRICING FLEXIBILITY, TRANSPARENCY, AND CERTAINTY

All organizations want the best price-to-value ratio. Pricing transparency and certainty are critical so that return on investment (ROI) and total cost of ownership (TCO) calculations can be made in the purchase decision phase without after-implementation surprises.

## Fundamental 2:

### USABILITY (INCLUDING CUSTOMIZATIONS)

Usability in complex environments is crucial. Many technology decision-makers and influencers look to a data management vendor with well-known platform languages, such as Java or Spark, to build and customize code. Other factors considered as usability features include automated deployments, unified platforms, embedded data integrity functionality, the ability to reuse components, and the ability to connect data sources and data platforms regardless of the environment in which they sit.

## Fundamental 3:

### API ROBUSTNESS

Most organizations have a hybrid IT infrastructure, blending cloud and legacy environments, and this is only becoming more and more certain as time passes. In addition, enterprise IT environments often have a multitude of SaaS applications. As SaaS applications continue to generate and utilize enterprise data, it is ever more important for companies to choose hybrid-enabling solutions that promote interoperability and connectivity to and across multiple vendor products. This underscores the importance of broad and deep portfolios of APIs and connectors, as well as the availability of API development, test, and deployment services.

## Fundamental 4:

### OPEN SOURCE EXPERTISE

The primary benefits of open source solutions, and data integration vendors that have open source roots, include the availability of free versions, access to the open source community, nearly constant additions and improvements to the code, and the ability to integrate with other vendors' solutions within the open source community. The flip side, however, is how well vendors' solutions adjust to code updates and patches, making sure they stay current and secure.

## Fundamental 5:

### HYBRID DEPLOYMENT OPTIONS

It is becoming increasingly critical for enterprises using data management tools to have the ability to connect data sources and data platforms across environments, whether on-premises or in/across public, private, or hybrid clouds. The on-demand and elasticity benefits of cloud should not stop at the application or platform layer; rather, they should also extend to the data management layer so that cloud-generated data can also be managed by cloud-based tools.

## Fundamental 6:

### CUSTOMER SUPPORT AND SERVICES

IT departments continue to face staffing challenges as they are responsible for monitoring and managing cloud and hybrid IT sprawl. As such, robust customer support from a data management and integration solution vendor (in particular, professional and managed services) are of increasing importance to many IT decision-makers. This is particularly critical when managing, moving, and analyzing the organization's proprietary and/or mission-critical data.



## Fast Facts

### INDUSTRY

Biopharmaceuticals

### HEADQUARTERS

UK

### EMPLOYEES

10,001+

### GOAL

Pushing the boundaries of medicine to deliver life-saving treatments

### TECHNOLOGY ECOSYSTEM

AstraZeneca has built a data lake on AWS with Talend at the heart of the data architecture.

## Customer story

### Why change

- A strategic initiative of returning to growth galvanized around data transformation
- Data dispersed throughout the organization in a wide range of sources and repositories
- A heavily regulated environment

### Key Stat

Saved \$1 billion dollars by shaving 1 month off of every clinical trial

*“For every dollar we spend on a data initiative, we are able to get \$40 in return.”*

Andy McPhee  
Science and Enabling Units, Data & Analytics Engineering Lead

## Principle 02

You must be in the cloud to take advantage of all that data can offer you

Getting all the perfectly accurate data you need at the moment you need it depends on your data infrastructure being in the cloud. A cloud-based or hybrid architecture, already important for both strategic and economic reasons, is now becoming a business necessity.

Cloud data integration combines the power of traditional data integration capabilities with modern and agile approaches to data-driven solution development, while focusing on natively supporting the cloud. It also features related functions for data quality, data mastering, metadata management and data cataloging, and event processing plus handling big data, IoT data, and other new data sources or targets from the cloud or the Internet. Modern, comprehensive data integration can run anywhere—on premises or in the cloud—to liberate siloed systems and to provide the business with the greatest data value.

Cloud data integration addresses a real-world need for data integration infrastructure and solutions that reach all applications, data, and people regardless of their types or locations. Comprehensive data integration of this scope is mission critical as enterprises of all sizes and industries deal with increasingly hybrid and distributed data environments.

Cloud capabilities can enhance data integration solutions in important ways as well as provide crucial business benefits:

- **Cloud’s elastic scalability.** Many data integration workloads ramp up quickly, demand considerable server resources, and then subside just as quickly. Common examples include data ingestion, data transformations, and preprocessing data prior to loading targets. When these occur, an elastic cloud can automatically marshal needed resources, then reallocate resources after intense data integration workloads complete.

- **Cloud centralization of semantics and collaborative capabilities.** Centralizing shared resources and services makes data management consistent and governable while increasing developer productivity and collaboration. Resources and services can thus be shared even more broadly among geographically dispersed people and departments, as well as applied in production among the multiple platforms of hybrid data integration workflows.

- **Cloud’s favorable economics.** Server and storage resources tend to cost less on cloud platforms compared to traditional on-premises resources. Furthermore, the cloud provider handles server capacity planning, optimization, upgrades, and maintenance, taking those time-consuming distractions off the plates of data management professionals. Finally, by using cloud-based servers and storage, data management staff need not devote time to system integration or burn up budget on capital expenditures.

**Embracing cloud data integration is not only about taking advantage of newer, faster, leaner, and cheaper technology. It’s also about modernizing how we think and work and excel—on both technology and business levels—so organizations are better positioned for success.**



## Fast Facts

**INDUSTRY:**  
Food and Beverage

**HEADQUARTERS:**  
Belgium

**EMPLOYEES:**  
10,001+

**GOAL:**  
Integrating systems and data to improve customer experience and optimize the supply chain

**TECHNOLOGY ECOSYSTEM**  
Talend extracts data from a range of sources—real-time and batch, cloud and on-premises, ERP systems, data from IoT devices—and stores it in a data lake on Microsoft Azure.

## Customer story

### Why change

- Integrating data from multiple acquisitions, including on-premises and cloud systems such as Salesforce, 15 SAP instances, 27 ERP systems, and 23 ETL tools
- Migrating to the cloud to simplify the architecture and create reusable processes
- Becoming GDPR compliant, requiring global visibility across all data assets

### Key Stat

Before Talend, ABInBev data analysts had to spend some 80 percent of their time locating and consolidating relevant data. Now they spend only about 30 percent of their time gathering data and can spend 70 percent analyzing it for critical decisions.

*“We knew we wanted to embark on a cloud journey, and Talend was built in that world. Talend was clearly the best product for our needs. In addition, Talend pricing was more competitive than that of other options.”*

Harinder Singh,  
Global Director of Data Strategy & Solution Architecture at AB InBev

## Principle 03

Your data integration strategy must include proactive and pervasive data quality

Bad data has never been such a big deal. Given the pace and pervasiveness of change, too little data or the wrong data can lead to even worse decisions than no data at all. Poor data quality adversely affects all organizations on many levels, while good data quality is both a strategic asset and a competitive advantage to the organization. According to Gartner, poor data quality can cost as much as 15 million dollars per year for every company.

It's easy to see why. Every decision organizations make—from what products to develop, which customers to target, how customers interact with products and services, where the supply chain is coming from, even who to hire—is based on data. If the data on which you're basing these decisions is wrong, your decisions themselves will be wrong. Untrusted and inaccurate data leads to missed market opportunities, incorrect decisions, increased risk, and reduced ROI.

Even though trust is a core concern in any data initiative, data quality, governance, and compliance have never been more challenging now that organizations have data and assets spread across the cloud and on-premises data centers. Efforts to improve trust in data are perceived as roadblocks, rather than an accelerator for digital transformation. However, not investing in data integrity and

trust from the very beginning of data initiatives has major impacts downstream; decisionmakers don't trust their data enough, which means data professionals spend too much time trying to turn data into something meaningful.

#### Prevention

Verifying the quality of a record at the point of entry costs the business \$1. This is known as the prevention cost.

#### Correction

Cleansing and deduplicating a record at later steps costs the business \$10. This is the correction cost.

#### Failure

Working with a record that's never cleansed costs the business \$100. This is the failure cost.

A proactive approach to data quality allows you to check and measure that level of quality before it even gets into your core systems. Accessing and monitoring that data across internal, cloud, web, and mobile applications is a big task. The only way to scale that kind of monitoring across all of those systems is through data integration.

Avoiding the propagation of erroneous data by inserting control rules into your data integration processes is key. With the right tools

and integrated data, you can create whistleblowers that detect some of the root causes of overall data quality problems.

Then you will need to track data across your landscape of applications and systems. That allows you to parse, standardize, and match the data in real time. You can then organize the activity to check the correct data whenever needed. The rewards are great; Gartner predicts that by 2022, organizations that rigorously track data quality levels via metrics will generate 60% more improvement and benefits from their data quality improvement efforts.

## TI Media

### Fast Facts

**INDUSTRY**  
Media

**HEADQUARTERS**  
UK Employees

**EMPLOYEES**  
501-1000

**GOAL**  
TI Media needed a system that would enable us to do more with our data, do it faster, and save money

**TECHNOLOGY ECOSYSTEM**  
Talend was implemented on a Snowflake database in Amazon Web Services (AWS).

## Customer story

### Why change

- Needed to create a single customer view
- The SCoV needed to be accessible throughout the organization and scalable to accommodate ever-higher data volumes
- The project had to be cost-effective and manageable in house

### Key Stat

Shortened time to fix data quality issues by 90 percent, reduced data budgets by 50 percent in the first year

*“We chose Talend because other solutions didn’t have that full breadth of data quality that we needed. And because our project had to be done in two months, speed was essential for us. Plus, Talend is easy to use. The cleaning and deduplication functions are built in. We built the data cleaning process in about five minutes.”*

Lee Wilmore, Data Intelligence Director at TI Media

## Principle 04

Your data integration platform must include data governance capabilities

Data governance is an equally critical capability for the data environment today’s businesses find themselves in. Data governance is not only about control and data protection; it is also about enablement and crowdsourcing insights. It is a collection of processes, roles, policies, standards, and metrics that ensure the effective and efficient use of information in enabling an organization to achieve its goals.

Data governance provides many benefits to your organization that will be hard to live without:

- **Improved quality of data:** Data governance creates a plan that ensures data accuracy, completeness, and consistency.
- **A common understanding of data:** Data governance offers a consistent view of, and common terminology for data, while giving individual business units appropriate flexibility.
- **A data map:** Data governance provides an advanced ability to understand the location and relationships of all data related to critical entities. Think of a GPS for data where you can find where is your data, where did it come from and where does it go. Data governance makes data assets useable, under control and easier to connect with business outcomes.
- **A 360-degree view of each customer and other business entities:** Data governance establishes a framework so an organization can agree on “a single version of the truth” for critical business entities. The organization can then create an appropriate level of accountability together with consistency across entities and business activities.
- **Consistent compliance:** Data governance provides a platform for meeting the demands of government regulations, such as the EU General Data Protection Regulation (GDPR), the CCPA (the California Consumer Protection Act), , and industry requirements such as Clinical

Data Interchange Standard Consortium in life sciences, HIPAA (Health Insurance Portability and Accountability Act) in health care or BCBS 239 for risk data aggregation and reporting in the financial **services..**

- **Improved data management:** Data governance establishes codes of conduct, policies and best practices in data management, making sure that areas such as ethics, legal, security, and compliance are addressed consistently.
- **Easy access:** A data governance framework will make sure data is trusted, well-documented, and easy to find within your organization, and that it is kept secure, compliant, and confidential.

To find the right data governance approach for your organization, focus on choosing data governance tools that will allow you to take control over your data, helping you to operationalize the business benefits and risk management laid out in your strategy.

Look for pervasive, scalable, and collaborative tools that are easy to integrate with the organization’s existing environment and data professionals. A cloud-based platform will allow you to quickly plug into robust capabilities that are cost-efficient, easy to use and can span across your data landscape.

*“I am convinced that going forward, customers will increasingly choose companies that are responsible in how they use customer data.”*

Maud Bailly, Chief Digital Officer, Accor



# Don't settle for imperfect data.

Every business needs to move quicker, pivot faster, and make every single customer interaction count.

Talend offers the only data integration and data integrity platform offering all the capabilities you need to get the complete, clean, and credible data to make business-critical decisions.

Contact us today to find out how easy working with data can be.

For more information, please visit [www.talend.com](http://www.talend.com).

