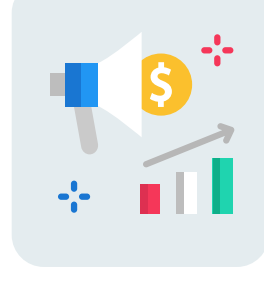


DERIVE VALUE FROM DISPARATE DATA SOURCES WITH DATA INTEGRATION

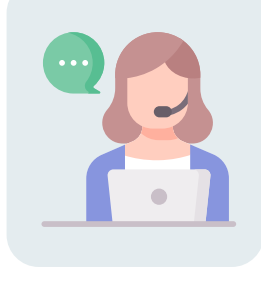
Enterprises generate a large amount of data from varying sources to execute their daily operations, including:



Sales



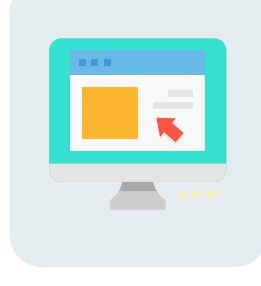
Marketing



Customer
Service



Financial
Transactions



Product
Information



Each source plays a vital role in the pool of data, which when consolidated, can be analyzed to reveal strategically vital information.



The challenge is in conducting analyses on data occurring from different sources and locations, each with its own unique formatting standards.



20%

of data analysts spend time in integrating and unifying sources ⁽¹⁾



2 OUT OF 3

of organizations have to integrate information from 6 or more sources ⁽²⁾

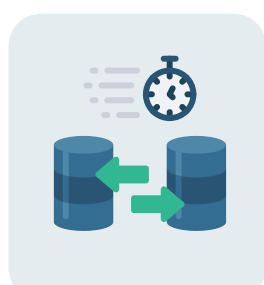
The increase in the number of sources can make the process time-consuming and labor-intensive.



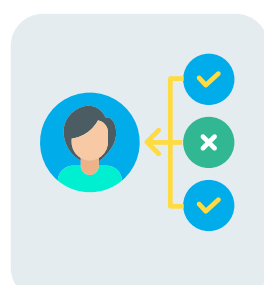
2/3 organizations said their current technology for providing access to information is too difficult to integrate across systems and businesses. ⁽²⁾

Solving that problem is what data integration is all about!

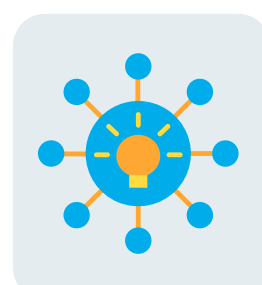
Data integration extracts, cleans, transforms, and combines data from heterogeneous source systems to create a unified view, and enable:



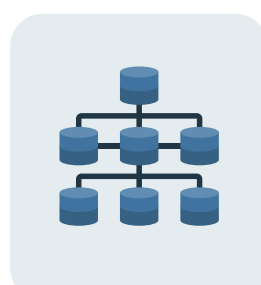
Faster data
access



Improved
decision-making



Better
collaboration
with business
partners



Availability of
quality data



Increased
Revenue

With access to the right technology and tools, businesses can leverage the power of integration to optimize business decision-making.



2 OUT OF 3

businesses believe that the ability to define, model, and lay out data is important or very important ⁽²⁾



80%

80% of the time and cost spent is just preparing the data for analysis ⁽¹⁾

A robust, code-free data integration tool can streamline business processes by:



Extracting data from structured, unstructured, and semi-structured sources



Cleaning source information by applying data quality rules



Converting data from different formats into a unified destination-compatible format



Loading transformed data into a centralized enterprise repository

Explore how Astera Centerprise can help you extract valuable insights from heterogeneous data sources by downloading the free trial-version

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2- Ventana Research

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3- The Importance of Data Quality – Good, Bad or Ugly, Forbes.com, June 5, 2017:

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