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HIGH-VALUE ETL USE CASES FOR ENTERPRISES

A Look into the Modern Data Integration Scenarios Fueled By ETL

01 HOLISTIC VIEW OF CUSTOMER DATA

Data-driven organizations are:

23 times more likely to acquire customers

06 times as likely to retain customers

19 times as likely to be profitable

Having a 360° view of all the past and present customer interactions enables businesses to deliver impactful experiences and plan their future moves for higher deal closure and customer retention rates.

An automated ETL solution:



Combines data from multiple touchpoints of the customer journey



Allows you to build a comprehensive dashboard that acts as a single source of truth on customers



Reduces onboarding times to hours instead of days

02 PARTNER ONBOARDING AND DATA MANAGEMENT

47%

of companies use more than 10 vendors

57%

of IT teams now spend more time in managing vendor relationships than two years ago.

With businesses onboarding new partners and vendors every year, IT teams are tasked to code custom workflows for creating complex data pipelines to ensure seamless information exchange.

An automated ETL solution:



Establishes self-operating and self-regulatory onboarding processes



Delivers timely insights for a beneficial collaboration



Reduces onboarding times to hours instead of days

03 SELF-SERVICE DATA ACCESS FOR BUSINESS USERS

On average, enterprises use 400 different data sources.

45%

of the organizations say that manual coding of data pipelines is a major obstacle

75%

employees of only 16% of organizations have access to company data and analytics

With data scattered across hundreds of enterprise systems, business users are reliant on the IT departments to provide relevant, accurate information for analyses and reporting.

An automated ETL solution:



Ensures complete data democracy for business users



Breaks down information silos

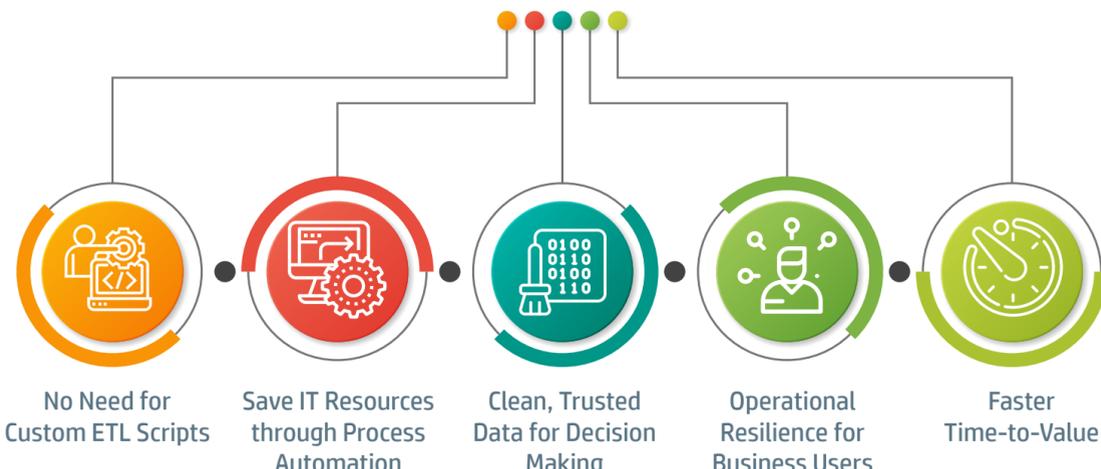


Provides greater business agility and higher productivity

WHY AN ETL AUTOMATION TOOL IS ESSENTIAL FOR ENTERPRISE TECHNOLOGY STACK

The overall data integration market is expected to grow to **12.24 billion** by 2022 from **USD 6.44 billion** in 2017, at a CAGR of **13.7%** from 2017 to 2022.

The ETL Automation Benefit



See these modern ETL use cases in action in Astera Centerprise, featuring a highly intuitive, drag-and-drop environment, vast range of connectors, and process automation capabilities.

[View Demo](#)

References

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