

CLOUD DATA AND APPLICATION INTEGRATION

ROUTES TO SUCCESS



The Journey To Cloud

Cloud is the foundation of the digital era, providing both flexible options and consumption-based pricing, as well as enabling organisations to improve their agility, flexibility and scalability.

Workloads are increasingly moving to cloud and are expected to work across clouds, with investment in different cloud applications and databases commonplace today.

According to a recent IDC study, 63% of companies are now migrating databases to the cloud, and 29% are actively considering doing so in the next three years.

The transition to cloud integration, data warehouses and data lakes is definitely a journey – but it doesn't have to feel like an epic road trip!

Whilst your final destination might be a fully integrated cloud data lakehouse, (i.e. a single data platform which merges data warehouses and data lakes), wherever you are now you can still improve your business outcomes and advance your cloud journey along a variety of pathways.

The main thing is to keep moving forwards!

In this eBook we look at a few of the different routes we have used to help customers navigate their cloud integration, data warehouse and integration journeys.

ROUTE 1 - No Existing Data Warehouse

For many organisations their journey is only just starting. For example, they might still be working with siloed datasets that are joined via complex manual processes and Excel spreadsheets. Don't let your current situation hold you back though – you can still make progress.

One of our construction customers was in the early stages of their journey, with no existing data integration or warehouse.

They asked us to create the foundations of a new future-ready Data Tier that would enable them to:

- Deliver a suite of reporting capabilities to support the business with decision- making and reporting processes
- Provide a set of standards for the development of the on-premise data warehouse to enable their own team to maintain and expand it with future initiatives
- Introduce snapshotting capabilities to record and compare difference versions of the business plan

As a result of our work, data is now extracted from their cloud-based corporate financial planning tool, transformed, and then loaded into an on-premise Data Warehouse using Informatica Intelligent Cloud Services (IICS).

In addition to achieving the objectives above, the organisation has also increased their operational efficiency, improved the accuracy of their reporting and boosted confidence in their decision-making.

ROUTE 2 - Existing Warehouse But Issues With ETL

One of our housebuilding customers already had an enterprise on-premise data warehouse which was built and maintained using a legacy on-premise ETL tool. The use of ETL was proving clunky and meant that sharing of data and business insight was not optimised.

Although there were no immediate plans to move the data warehouse into the cloud, the organisation had started to move their data sources and source systems to the cloud. It had become evident that their legacy ETL tool was struggling with bridging the existing on-premise environment with the new on-cloud systems. A combination of batch files, flat files and custom scripts were in use to try and integrate the on-premise data warehouse with the on-cloud systems, however, a more robust integration solution was needed, especially as their legacy ETL tool would soon be out of support.

Sempre put native connectivity options, such as native Anaplan and Dynamics connectors, in place of handwritten scripts. Informatica Cloud Services were then employed to deliver full integration between the on-premise data warehouse and on-cloud systems in order to achieve a level of robustness that wasn't possible previously.

The modernised application integration also enabled pertinent information to be passed seamlessly between production, sales and customer service, **ensuring a high standard of product and customer experience delivery, as well as clearer insight for business planning.**

ROUTE 3 - Direct Data And Application Integration Via APIs

For the housebuilding customer mentioned in route 2, the next phase of cloud migration after ETL modernisation was to use Informatica Intelligent Cloud Services to streamline other business processes through using third-party real-time APIs.

The customer was aiming to achieve the highest-level quality award in their industry, however recurring quality issues were only being passed to the Customer Service team at the point of sale. This slow process and lack of issue visibility led to open snags being forgotten and left unaddressed prior to property handover, meaning the customer satisfaction levels needed to achieve five-star Home Builders Federation status were out of reach.

Sempre used API integration in Informatica to pull data from the on-site mobile application, Field View, and integrate it with the in-house data platform via the Field View API. This enabled reporting on open snags to be made visible to the Customer Service teams directly within the CRM system, and much earlier, as well as making the information available to a wider audience across the business.

The enhanced and early visibility led to closer collaboration between the sites and Customer Service, with issues being owned and resolved prior to handover, **thereby improving customer satisfaction scores enough to achieve the coveted five-star status the following year.**

ROUTE 4 - Accelerated Data Integration

Some organisations may have a well-populated data warehouse but need to integrate numerous on-premise and cloud systems.

For instance, a manufacturing customer of ours has been through a period of rapid growth through acquisition. This has led to hundreds of globally siloed ERP systems, some without any network connectivity, and no easy way to ingest data into the group data warehouse. This disconnect makes seemingly simple tasks, such as finding global sales figures by product group, an almost impossible challenge.

With regular M&A activity expected in the future, the ability to integrate new organisations and systems at speed is essential to gaining maximum visibility and control of their business.

Sempre worked with the customer to implement the Informatica platform which connected the disparate sites through cloud APIs,

removing the pressure on the IT function to connect locations. The Data Quality functionality within Informatica allows data to be profiled, improved and conformed for central reporting. In time, the Cataloguing and Master Data Management capabilities in the tool will enable the secure and governed democratisation of data throughout the organisation.

For now, as they transition away from their legacy ETL tool, the project will result in the customer having immediate visibility of sales figures that previously took months to collect and reconcile. This will give them **much greater planning insight and agility, helping both their financial resilience and operational efficiency.**


The Destination

The ultimate destination for most organisations is full cloud integration of data and applications, with cloud data lake and data warehouse capabilities...at some point.

The advantages of getting to this endpoint are vast in terms of improved data quality, better decision-making and increased operational efficiency.

However, you don't need to make the giant leap in all one go. As we said, it's a journey, with different options along the way depending on your current situation.

Wherever you are on your journey, any steps forwards that improve data quality, data and/or application integration and real-time synchronisation, will help your organisation make smarter decisions and achieve:

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- 1. Greater cost savings**
 - 2. Improved visibility of information**
 - 3. Increased forecasting accuracy**
 - 4. Enhanced customer satisfaction**
 - 5. Boosted business agility**

Sempre Analytics & Informatica

Having the right technology is critical – that's why we are proud to be a platinum partner of the industry's leading metadata-driven cloud data lakehouse management solution – Informatica's Intelligent Cloud Services (IICS).

Technology is only part of the equation however. You also need an independent data management partner who can help you develop, implement and enable our team to make the most of the technology in order for it to truly help your business achieve better business outcomes.

That's us – Sempre Analytics! Do contact us for a chat about how we can help you achieve positive, impactful success on your journey to full cloud modernisation.





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