

6 REASONS YOUR BUSINESS NEEDS A MODERN ENTERPRISE DATA ARCHITECTURE

Every enterprise, regardless of industry sector and size, views its data as an essential asset required to compete in the digital economy. The value of these data assets can be realized only when used strategically, operationally, and consistently beyond line of business and corporate boundaries for today's use cases and tomorrow's unknowns. Welcome to the Modern Enterprise Data Architecture (MEDA) and why it's important to today's digital economy.

On average, **48%** of all business decisions are data-driven and most IT leaders believe that a reliance on outdated legacy technology is preventing them from taking advantage of new data-driven opportunities.*

Get the full white paper at: snaplogic.com/meda

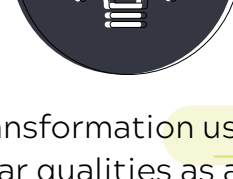
It is estimated that siloed data has cost organizations on average \$11.3M since 2017. Is your company ready for a MEDA? Here are the 6 main business drivers that indicate you are.

1

Achieving a competitive advantage through digital transformation

86%

of organizations believe they need to utilize data better and become more data-driven in order to push ahead of their competitors.*



Digital Transformation use cases have similar qualities as application integration, but enterprises must think about offering SLAs, API access to internal and external customers, and a response level not typically found in most IT organizations.

Accomplishing a competitive advantage through digital transformation

51%

of organizations only use around half of the data that they collect or generate.*



A MEDA will manage and monitor your data strategy, ensuring availability, accessibility, and customer experience without compromising security.

2

3

Enabling the "hyper-connected" enterprise within and beyond your organization

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When it comes to the effectiveness of data sharing, integration challenges include:

- The use of disparate systems
- Different data formats
- A lack of coordinated strategy for data utilization



A MEDA ensures that disparate business systems seamlessly support business processes regardless of the application's vendor or deployment type and does this with low latency and flexible connectivity from the underlying integration platform.

Moving from historical reporting to predictive and prescriptive analytics

35%

of organizations don't think the tools they use to integrate and analyze data are good enough.*



MEDA enables a feedback loop to drive continuous improvement, allowing for the operationalization of prescriptive analytics into business systems.

4

5

Future-proofing for new data sources and downstream applications and use cases

74%

of organizations say that their organization has more data than ever before but are struggling to harness it to generate useful business insights.*



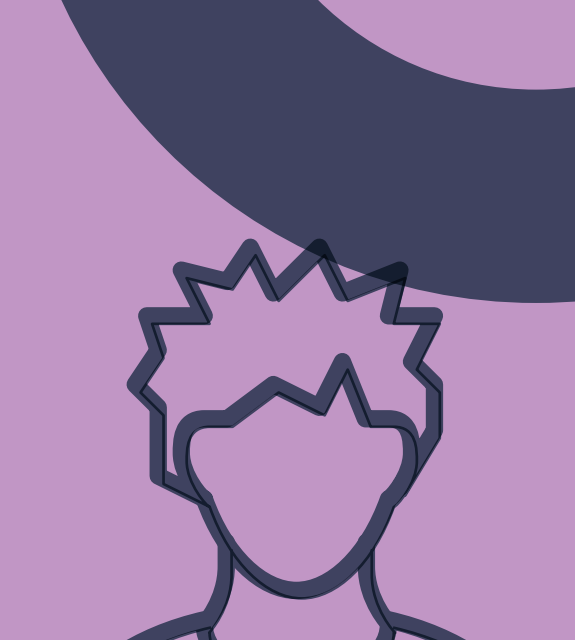
The MEDA data refinement process is loosely coupled with both the source and target sides allowing for high levels of reuse and greater flexibility to accommodate future data sources and downstream uses.

Supporting a move to self-service and the Citizen X (integrator, data scientist, etc.)

The MEDA can handle the integration and processing required for:

- High velocity, high variety, high volume data capture
- Low latency application integration
- High volume data conformance processing
- Data integration from delivery to target
- API consumption (essential for B2B ecosystem)
- Accessibility to a broad user community ranging from highly skilled IT professionals to business users needing to accelerate data-driven initiatives

6



SnapLogic - Integration for Modern Data Architecture

SnapLogic is the only cloud-native iPaaS platform that supports all of the necessary application and data functionality a Modern Enterprise Data Architecture requires. SnapLogic does all of this and more while providing advanced functionality and self-service for IT teams and professional integrators - enabling enterprises to respond quickly to ever-changing business requirements.

To learn more, request a demo at snaplogic.com/demo.

*The research was conducted by Vanson Bourne between April and May 2018. 500 interviews were conducted, comprised of 300 US and 200 UK IT decision-makers from organizations with at least 500 employees.

