

# Demystifying Data Integration

To drive automation and better user experiences, data needs to be integrated across applications and systems within an enterprise. But what's the best way to do so? Let's start with the current state.



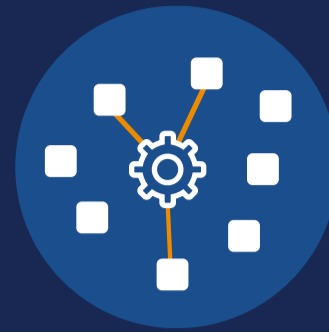
**364**

apps used by enterprises<sup>1</sup>



**40-60**

apps per team<sup>2</sup>



**56%**

of SaaS applications not owned or managed by a company IT department<sup>3</sup>

As app sprawl increases, data from each app gets siloed and becomes inaccessible to other parts of the organizations, to other teams, and to other apps.

**no data integration = no data insights = impaired decision-making**

**= Negative Business Outcomes and Poor User Experience**

To solve this and leverage the power of SaaS, data must be integrated.

## Common Data Integration Methods



### Data Federation

An integration and access layer that sits atop disparate and distributed data sources and enables them to be accessed as if they were a single source.

#### Pros

- ✓ Data stays in original sources
- ✓ No need to migrate data
- ✓ Lower cost

#### Cons

- ✗ Latency delays when querying
- ✗ Data and apps remain separate



### Data Virtualization

A virtual database that serves as a data access layer to applications requires similarly formatted data or strict data models.

#### Pros

- ✓ Querying is faster than federated

#### Cons

- ✗ Data needs to be formatted
- ✗ May require data modeling
- ✗ Not as fast as more modern ways



### Data Lakes

Storage repository that becomes a destination for disparate data sources. Data is moved to the lake, which can be small or extremely large. Handles a wide variety of data formats.

#### Pros

- ✓ Deploy on premise or in the cloud
- ✓ Can serve as central data repository
- ✓ Data is easily accessible to the org

#### Cons

- ✗ Special skills required to manage
- ✗ Data professionals must handle data
- ✗ Slower query results
- ✗ Can become data dumping ground



### Modern Cloud Data Warehouses

Data warehouses perform all the heavy lifting to transform non-relational data files into a relational structure that makes it easier and faster to extract and analyze data.

#### Pros

- ✓ Supports multiple formats
- ✓ Uses column formatting
- ✓ Faster access and analysis
- ✓ Separates storage from compute
- ✓ Can integrate with data lakes

#### Cons

- ✗ May be better to separate out data lakes
- ✗ Limits org to the same data warehouse

With multiple integration options and tools, orgs can run into integration tool sprawl along with application sprawl. Varying degrees of complexity make it hard for users across the org to access and analyze data. It also makes it difficult to achieve true automation.

## Is there a better way?

**YES!**



### Intelligent iPaaS and Automation

A low-code/no-code, scalable, intuitive user interface makes integration platform as a service (iPaaS) an optimal choice for enterprise-wide data and app integration, automation, API development and management – all within a single platform.

- ✓ Consolidate integration into one tool
- ✓ Eliminates manual coding
- ✓ Cloud scalability and agility
- ✓ Event-driven, streaming platform
- ✓ Empowers every user in the org

SnapLogic empowers you to quickly and easily automate your data and application integrations.

Get Started With Your **Free Trial** Today!

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<sup>1</sup><https://www.businesswire.com/news/home/20210915005244/en/Less-than-Half-of-Company-SaaS-Applications-Are-Regularly-Used-by-Employees> <sup>2</sup>ibid <sup>3</sup>ibid