



SPOTLIGHT ON:

# DATA UNIFICATION FOR RETAIL

HARMONIZE DISPARATE DATA  
TO DRIVE RESULTS

**1010DATA**<sup>TM</sup>

MORE POWER TO YOU

## INSIDE YOU'LL FIND OUT:

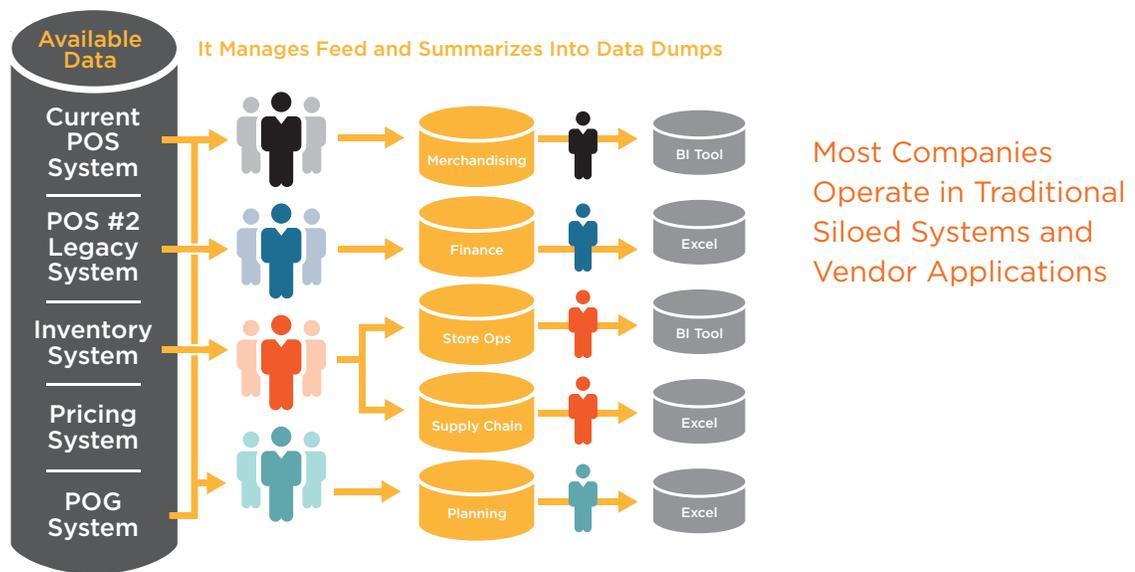
- ◆ Why data unification is important and what makes it difficult to achieve
- ◆ Best practices for implementing a data unification project
- ◆ How 1010data can help you unify data across your enterprise

In today's competitive landscape, a unified view of data is a critical success factor in ensuring a retailer's future growth.

## DATA UNIFICATION IS A CHALLENGING BUT CRITICAL ENDEAVOR

Every retailer, regardless of size or industry, struggles with effectively managing high volumes of internal and external data. When data lives in different databases and other repositories, retailers are forced to establish multiple integrations and user interfaces in order to build a holistic view of business performance. The process of extracting and integrating data becomes highly complex, if not completely unmanageable due to an overly complicated ecosystem of overlapping BI tools and disparate ERP systems which prevents retailers from truly understanding promotional effectiveness, pricing decisions, and cross-channel performance.

### Example of Disparate Systems for a Retailer



Without a well thought-out data unification plan, retailers cannot build a solid foundation for longterm data strategy without risking reduced alignment between IT and line-of-business objectives. Operational and analytical risks include:

- ◆ Reduced operational performance
- ◆ Reactive and expensive IT implementations
- ◆ Lack of new insights
- ◆ Chaotic reporting and analytics
- ◆ Low flexibility and reaction time to business changes
- ◆ Unresolved data quality issues
- ◆ Inability to meet customer needs
- ◆ Incorrect data and costly decisions

## STREAMLINE DATA UNIFICATION THROUGH INDUSTRY BEST PRACTICES

- Identify Business Use Cases:** Align with company leadership to identify the use cases most relevant to your business and determine what data sets, both internal and external, are required
- Simplify With A Single Solution:** Avoid farming out disparate management processes to multiple solutions which can increase complexity and cost
- Build In Flexibility:** Decouple data loading from transformation and storage to enable a simpler, truer and more flexible form of extract-load-transform (ELT), also known as just-in-time transformation
- Quickly Integrate New Data:** Create multiple touchpoints across IT and line-of-business users where new and disparate data can be integrated irrespective of job role

## 1010DATA'S PLATFORM OFFERS AN END-TO-END SOLUTION FOR ALL YOUR DATA UNIFICATION NEEDS



**IDENTIFY**  
the Data



**UNIFY**  
the Data



**HARMONIZE**  
the Data



**ANALYZE**  
the Data

- ERP System Agnostic:** Unify data from any data management system or data source
- Data Agnostic:** Combine structured and unstructured data from any source at any level of granularity as long as the data fits a tabular paradigm
- Multiple Loading Options:** Load data into 1010data through a variety of self-service tools including an ODBC connection, proprietary data loading utilities, Excel add-in, or interface spreadsheet
- Just-In-Time Transformations:** Enable a more flexible form of ELT and avoid costly logic changes by storing data in its original form and transforming the data in the final moments prior to rendering insights to the user
- Built-In Data Harmonization:** Harmonize data sets with statistical matching and string manipulation
- Data Reclassification:** Easily tag data to dynamically manage access to different datasets and provide as many views of the data as you need
- More Than A Data Lake:** Store all your data and conduct analytics on the same platform
- Ready-To-Analyze Data Sets:** Blend in a host of pre-loaded external data sets such as historical weather patterns, economic conditions, and online and in-store consumer spending for maximum insight

# DATA UNIFICATION FOR YOUR BUSINESS

From combining multi-sourced data to enabling data blending at the user level, 1010data's core architecture provides an end-to-end data unification solution to help enterprises:

- ◆ Identify the right external and internal company data for your business needs
- ◆ Unify structured or unstructured data from any source or system in a centralized place
- ◆ Harmonize data by cleansing and transforming the data
- ◆ Explore the data in a business-friendly analytical environment

## ABOUT 1010DATA

Gaining actionable insight requires the best analytical tools and access to all relevant data. 1010data is a complete solution that provides both. We provide the only out-of-the-box, self-service, cross-enterprise insights platform. More than 750 of the world's largest companies trust 1010data to manage, share and analyze over 27 trillion rows of data because of our proven ability to deliver results more quickly, easily and accurately than any other solution. Please visit [www.1010data.com](http://www.1010data.com) for more information.

**TO GET STARTED, CONTACT 1010DATA TODAY.**

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