



Introduction

Keboola Connection

A new generation platform for fast and transparent data integration in the cloud.

Unique ability to **instantly** integrate, blend and enrich **thousands** of data sources

Agile deployment of **data science** applications; fast iteration

10x faster implementation than the best existing solutions available

Keboola Connection Overview

- All your business data in one platform — ETL (Extract, Transform, Load)
- Easy framework for pulling data from over **170,000 data sources**
- Automated, **transparent** and completely **secure**
- Appstore for data science **applications** ready to deploy
- **Scalability** on AWS cloud infrastructure
- **Data democratisation**, giving access to the right people to the right data at the right time

Keboola Connection Value

- Connecting your data without worrying about maintenance; everything easily accessible on demand in a unified format.
- Plugging in new data sources is fast and easy; no programming is required.
- Planning and monitoring sequences of tasks of any complexity. You don't have to touch a thing.
- Marketplace for data science application in case you don't have a full time data scientist.
- Using the right muscle for each job. From MySQL to Redshift and SQL to R, we cover you. Pay for what you really use. #goCloud
- Delivering data and insights across the organisation, targeted to fit everyone's business needs and goals.

Trends That Matter

30%

of enterprise access to broadly based big data will be via intermediary data broker services, serving **context** to business decisions by 2017.

Gartner [2015]

Context

35%

shortfall of data-savvy workers needed to make sense of big data by 2018.

McKinsey [2011]

Technology

60%

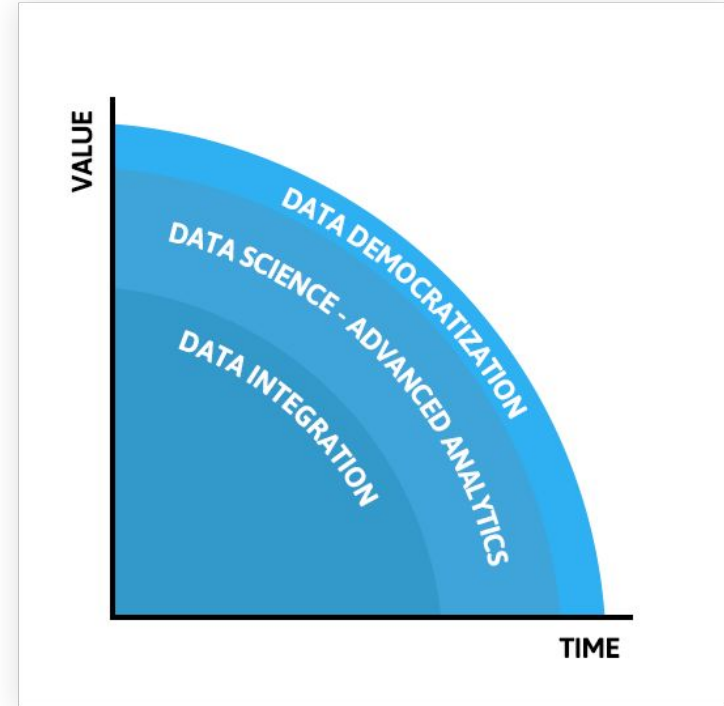
increase in operating **margin** of an average retailer if using big data to its full potential.

McKinsey's [2015]

Efficiency

Data Enablement Maturity

- 1) **Data integration** – organisations struggle to bring all their meaningful business data under one roof. **Consolidation** typically takes up to **85%** of their analytical capability.
- 2) **Advanced analytics** – these companies have cracked their basic operational, 'static' reporting and are working on **predictive** modeling, advanced segmentation, leveraging **machine learning** and similarly evolved practices.
- 3) **Data democratisation efforts** – these companies truly understand what being **#datadriven** means and distribute information vertically for all levels of employees to leverage and create value.



Challenges We Solve

1

Connecting Your Data

Our open platform makes it easy to quickly connect relevant data from many sources and provide context.

2

Reducing Cost of Data Infrastructure

Our automated solution removes the burden of updating your home grown or legacy ETL, so you can focus on solving your business issues.

3

Advanced Analytics

We enable organisations to quickly deploy data science applications to get new value from your data faster.

Client Problems We Solve

Marketing Director

Data Overload - Dealing with many data sources and data types; consolidating everything for our final reporting takes full time resources.

Not Enough Time - New campaigns start before we are finished evaluating the last one; it's time consuming.

Offline vs. Online - How do we find the link?

Attribution - How do we allocate budgets?

Client Problems We Solve

A person in a dark suit and tie is shown from the side, looking down at a smartphone. The phone's screen is partially visible and has a blue overlay. The background is dark and out of focus.

Head of IT

Data Infrastructure – Managing our own ETL system is not efficient. When one of our key systems changes API, we have to update our entire system. Rewriting scripts and process workarounds is not sustainable.

Distribution – Matching the right people with the the right data is very difficult. We are mainly demand driven.

Human Factor – Nobody is 100 % reliable and mistakes happen. The whole data management and flow are not transparent enough and are error-prone.

Client Problems We Solve

Business Analyst / Data Scientist

Disjointed Data - Rather than developing a new hypothesis, we spend time organising disjointed data.

Data Hygiene - Lots of time is being wasted on data quality issues. Fixing this never ends.

Iteration Speed - Preparing and implementing new algorithms is ineffective and their iteration is time consuming.

Use Cases

Keboola in Retail

Challenge

A retailer with a chain of stores and a growing e-commerce platform needed insights into the **purchase behaviour** of their customers.

- disconnected data in warehouse and siloed cloud based systems
- lack of 'data science' skills in house

Big Goal

Drive more revenue & increase Customer Lifetime Value (customer lifetime value)

Data Sources

- loyalty management system
- point of sales system in store
- point of sales e-commerce

Solution

Required data is integrated in the **Keboola Connection** ETL, where it is cleaned and prepared for further analysis.

Custom or pre-built R algorithm is deployed to run advanced RFM segmentation to be able to **predict a next purchase** and plan **more effective campaigns**.

Result:
Increase in purchasing frequency and higher CLV

Use Cases

Keboola in Omni-Channel Marketing

Challenge

A client from the financial sector with several business units generates new business through mix of offline activities and online campaigns.

Their marketing department didn't have **clarity** on the influence of different channels on attribution beyond the point of the first **conversion**.

- multiple disconnected channels and online reporting systems
- complexity of ownership of different data sources

Big Goal

Complete **accountability** in marketing efforts

Transparency from customer acquisition to their life value

Ability to identify most profitable customer groups by origin

Data Sources

- Google Analytics
- Facebook Ads & Insights
- Google Adwords
- Salesforce CRM
- Offline campaigns (events)

Solution

Required data is integrated in the Keboola Connection ETL, where it is cleaned, connected and prepared for further analysis.

Advanced transformation and **R** algorithms are used to map the entire consumer journey from the first **advertisement interaction** to **conversion** to **repeated purchases**.

Result:
Visibility on customer groups by CLV
(customer lifetime value)
Clarity on effect and symbiosis of certain channels

Unique Value Proposition

Data **integration** of thousands of online and offline data sources with **unprecedented speed**.

Leveraging easy to scale.
Pay what you use.
Cloud based platform.

Network of specialized **partners** around the world within the reach of the Keboola **ecosystem**; specialized solutions from marketing **attribution** to retail analytics or natural language processing.

No vendor lock in.
We value **freedom** and believe that customers should always be able to take their data away if they want to. So we introduced **Data Take Out**.



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