Enterprise Data Marketplace

December, 2018

Lingaro is an Agile Data and Analytics Disruptive Innovator

We help companies gain **competitive advantage**
through **faster**, **better** and **smarter** decisions enabled by Data and Analytics solutions

Data Warehousing

Cloud Solutions

Big Data & IoT

Intelligent Automation

Data Science & Machine Learning

Visual Analytics & Data Discovery

Enterprise Reporting

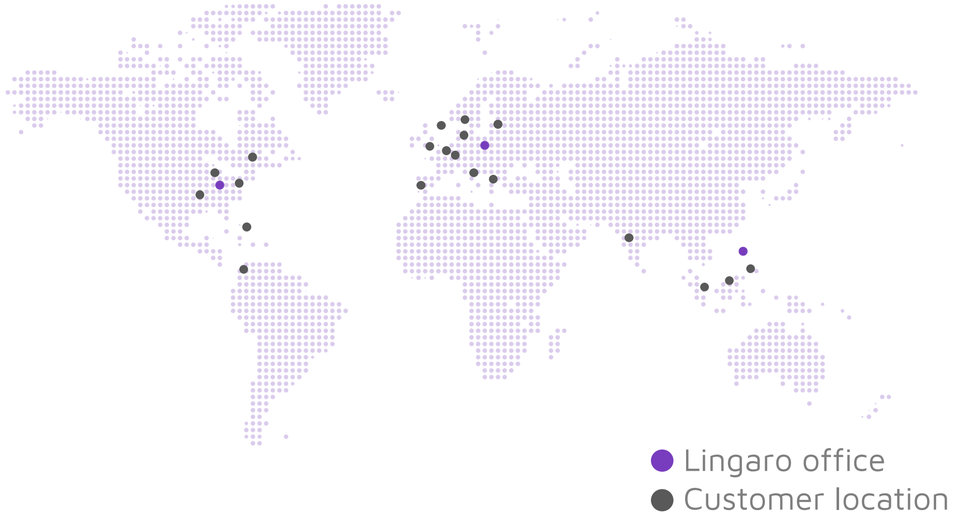
Custom Apps

UX FACTORY

Adoption-Driving User Experience

eCommerce

Mobile Responsive Design



Lingaro's agile approach [..] in combination with the delivery of disruptive innovations has transformed the way we build Enterprise Business Analytics Solutions [..] and translated into an increased speed of delivery while improving quality and cost at the same time.

Director of BI & Analytics, Fortune 500 company

Data Driven decision-making

Business challenges

Unlinked data silos
Large amounts of data distributed among different groups and stored in various systems results in long time-to-insight.

Poor awareness of available data
Users often fail to leverage the data at their disposal completely or efficiently.

Disparate analytical systems
Lack of data centrally accessible to all employees. Data stored on individual desktops is not available to teams.

Lack of governance
An unstandardized, unautomated, repetitive, and largely manual approach to dataset management results in missing or inconsistent data.

Data volatility
Slow management infrastructure integration of new data sources results in low data usage efficiency.

IT bottleneck
Data efforts driven largely by the IT department do not account for business users' needs and typically result in lags or inefficiencies.

Road to Data Democratization

Access to data for decision-makers

Marketers, analysts, and executives needed data to make business decisions, but they had to obtain that data via the IT department.

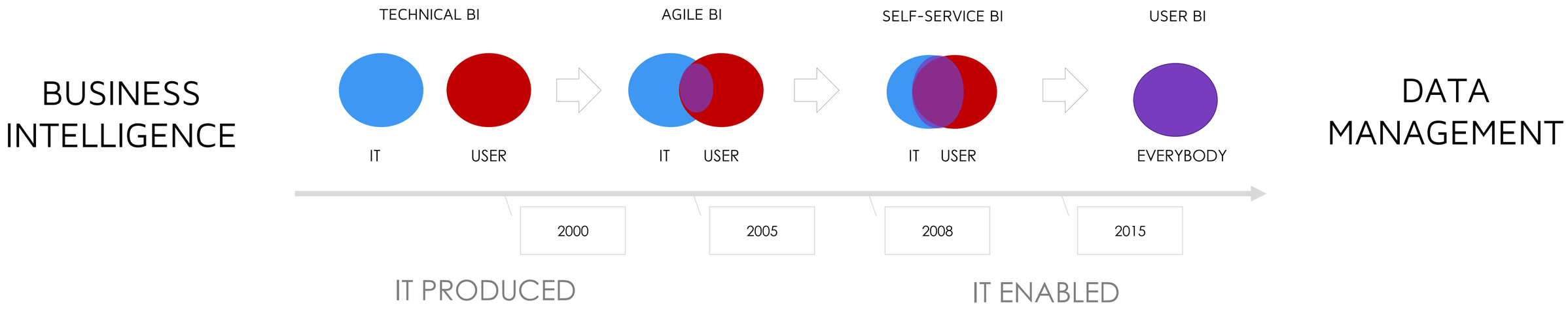
With an Enterprise Data Marketplace, individuals with all levels of ownership and responsibility have access to data to support their decision-making.

By 2020, organizations that offer users access to a curated catalog of internal and external data will realize twice the business value from analytics investments than those that do not.

Gartner

Key executives globally spend 70% of their time finding data and only 30% analyzing it.

IBM



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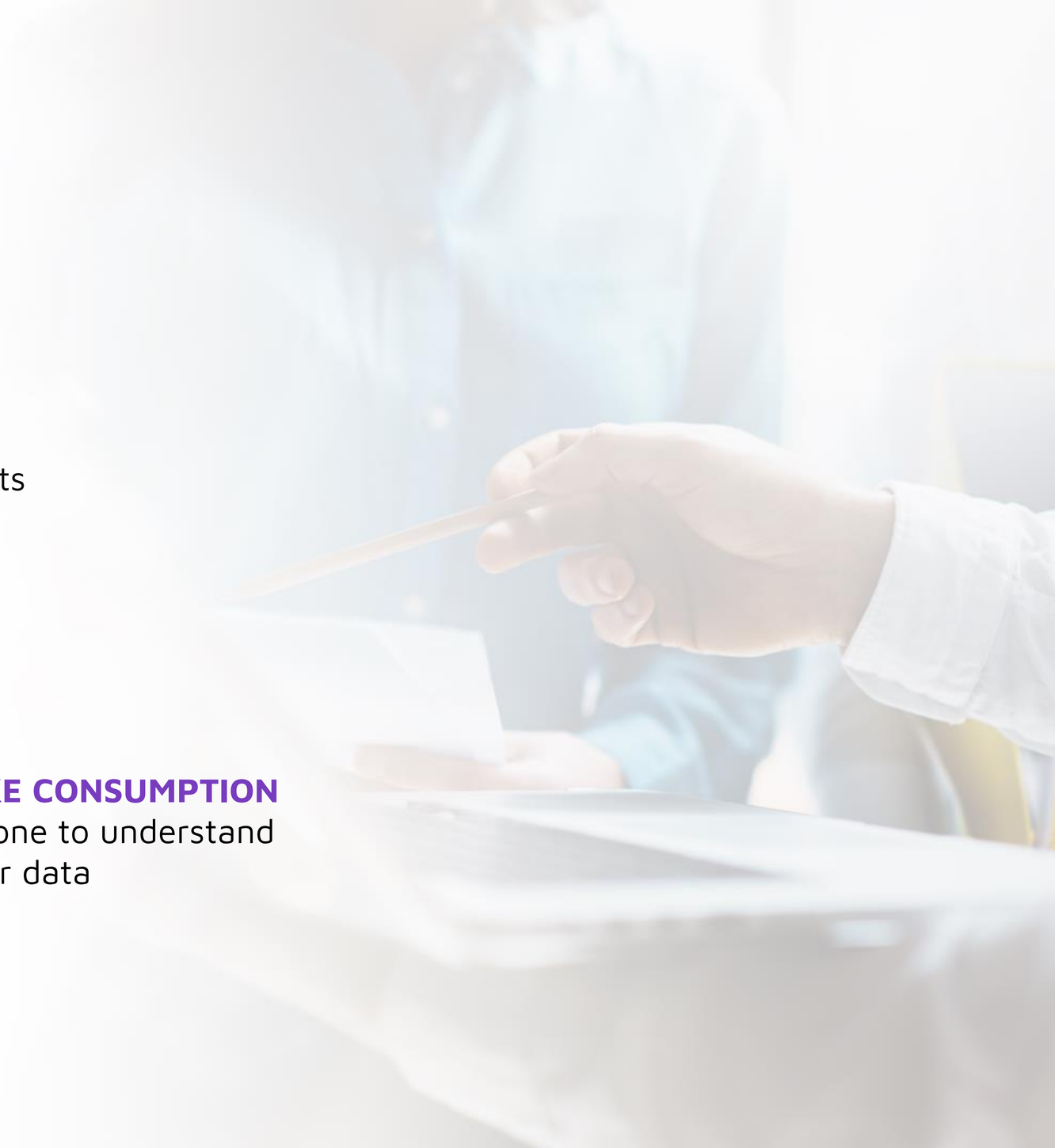
Holistic approach to Data Democratization

Empowering business users with consumer-like
data management, data discovery and actionable insights

UNLEASH THE DATA
Ensure that data is available
to all employees

CONSUMER-LIKE CONSUMPTION
Empower everyone to understand
and analyze their data



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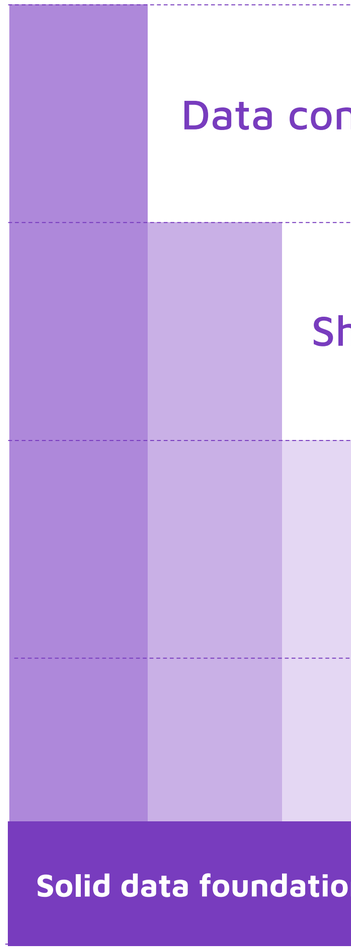
The Empowered Employee



	OBJECTIVE	SOLUTION
Data connect	Connect the data (both online and offline) so it can be made available to everyone	**User Data Entry Tool**
Share data	Make the data trustworthy and secure	**Intelligent Data Mgt** Enterprise Metadata Mgt
Manage data	Ensure data is accessible to every employee in the organization	**Data Catalog** Unified Semantic Layer **Enterprise Marketplace**
Consume data Self-service	Deliver solutions which make data consumable by everyone in the organization	**One Stop Portal** Data Extractor

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Conceptual design

CONNECT | MANAGE | SHARE | CONSUME

Analytics One Stop Stop Portal

Offline Structured Sources
Low-medium volume

- Flat Files

Online Structured Sources
Medium-high volume

- Internal Data
  - ERP
- External Data
  - Databases

Unstructured External Data
High volume

- Social Media

Data Entry Tool

Data connect
Web –based tool developed by Lingaro that lets the business easily manage their data in complicated environments.

Data Capture and storage

Apply Business Model

Functional Data Hubs

Data Library

Master Data Management

Functional Analytical Solutions → Users

Connection Links for Analysts to Power BI, Tableau, others → Analysts

Data Extraction

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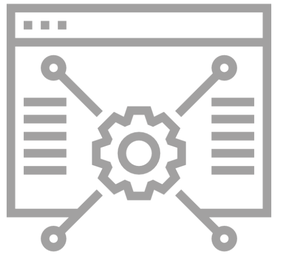
Foundations to arm teams with data

Scalable

The architecture will support the delivery of implementations in different modes from quick Proof of Concepts to solutions which can scale in data complexity and functionality. The architecture should also allow quick transitions from one mode to another.

Fast

The target platform will support the quick ingestion, processing, storage, and consumption of data as well as short development cycles to deliver quick insights. Fast iteration leverages quick feedback to help design and build the right solutions.



Flexible

The platform supports the possibility to make quick changes in response to user feedback. Changes should be made in a matter of days.

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Business benefits

Cohesion
There are no data silos. Free flow of data and information.

Visibility
Full visibility on data and data owners across the company thanks to a Data Catalog

Integration
Business users can access the tools they need to find and work with data with an intuitive one-stop portal. Everyone in the company can become data-literate.

Governance
Data governance and security help keep data fresh and consistent.

Stability
Easy connection to new data sources allowing quick usage of newly added data.

Democracy
Everyone is responsible for data and decisions around it.

Placing self-service business analytics platforms in the hands of every business user empowers them to make better decisions and add more value.

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Success story – CPG industry

Challenge

Data stored in various systems and separately distributed across business silos.
Lack of centralized access to data.
Repetitive, manual data extraction.

Objective

Define and deliver an approach to onboard datasets to the EDM in a way that will allow for **fast, flexible and scalable** implementations, from data ingestion to **analytical consumption in Power BI** or another analytical solution of choice.

Solution

Fast, agile development with changes delivered in 2 to 3 days
Fast data processing supporting **quick availability for reporting**
Scalable architecture that supports the ingestion, processing, storage and reporting of all data types:

- Flat files: csv and excel files
- Data from enterprise sources: ERP
- Data from other database sources
- Small, medium and high-volume data
- Structure and Unstructured

Highly performing frontend solutions in Power BI or other data visualization solution. Interaction with reports can be done in a maximum of 5 seconds.

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Success Story – CPG industry

Analytics One Stop Shop Portal

Benefits

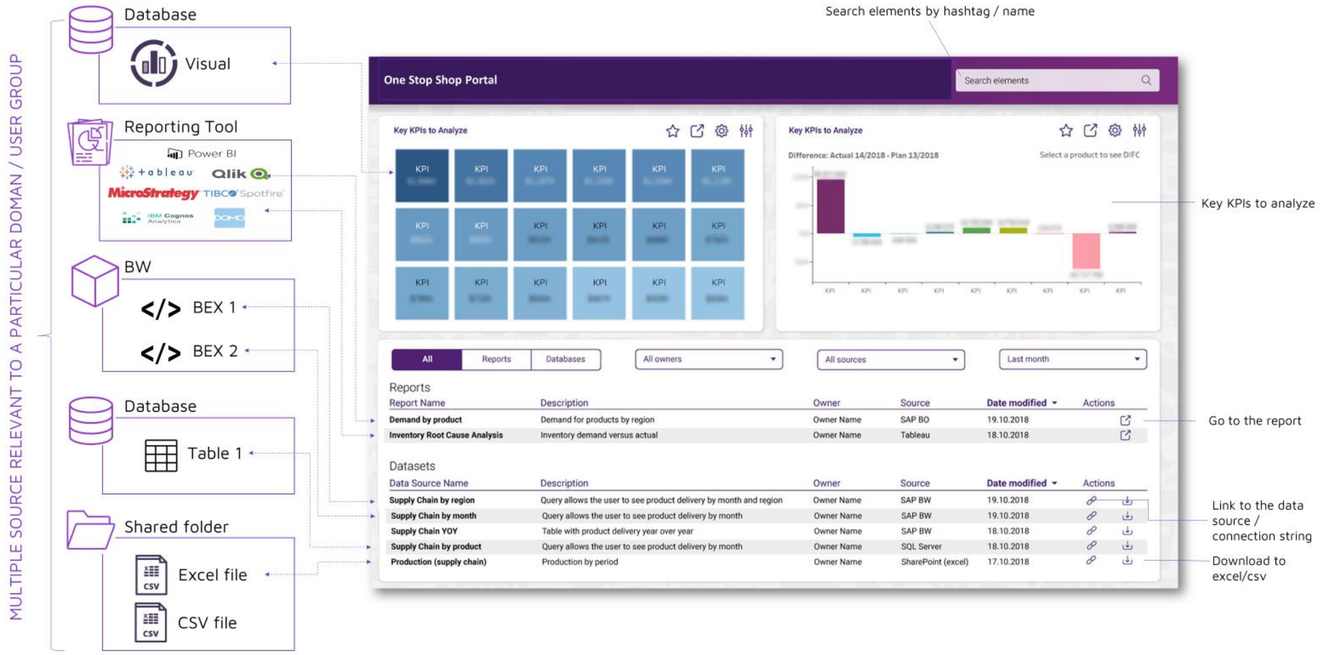
All data stored and accessible in one place.

Easy way to find business data owner.

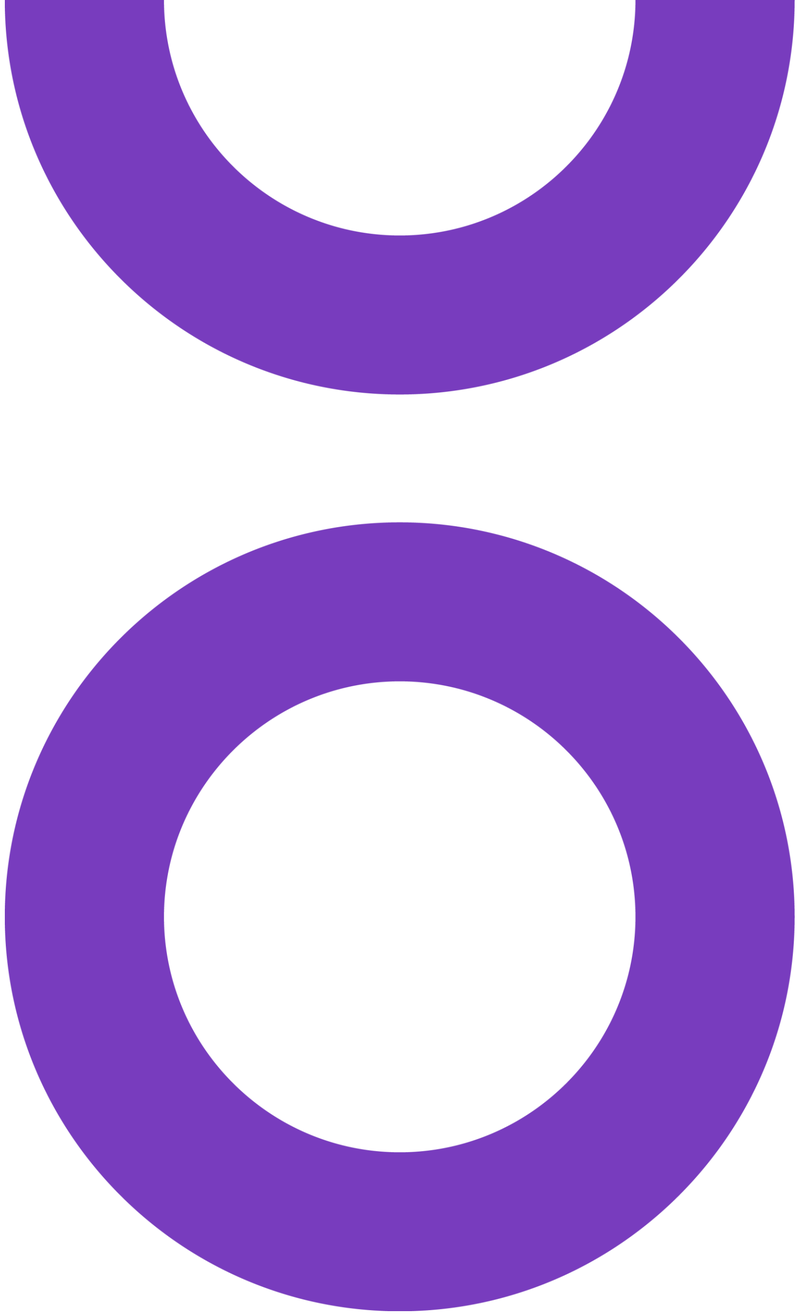
Fast way to add new excel data sources via Data Connect.

User-friendly analytics platform allowing fast access to necessary insights.

Built-in Q&A module using Natural Language Processing to asses and answer basic questions like “What were my sales for the past quarter?” faster.



Conceptual design



Digitize. Disrupt. Lead.

carlos.navarro@lingarogroup.com

Lingaro Sp. z o.o. HQ
ul. Domaniewska 28, 02-672 Warsaw
+48 22 825 30 25

Lingaro Philippines Inc.,
41F Philamlife Tower, 8767 Paseo de Roxas, Makati City, 1226
+63 2753 8865

Lingaro US Inc.,
201 E Fifth St Suite 1900, Cincinnati, OH 45202
+1 513 766 9444

lingarogroup.com