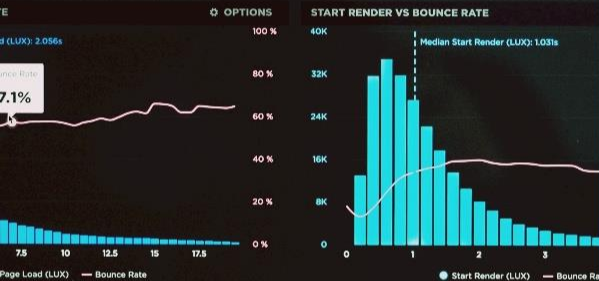
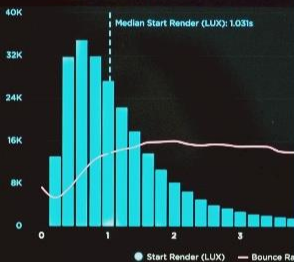


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START RENDER VS BOUNCE RATE



Akasi-ExData Presentation

Why Akasi-ExData?



It's secure



It's Fast



It's Better



It's economical



it's the best

Data Integration - The Definition

Data integration entails combining data from multiple, distinct sources into a single, authoritative source. As part of this process, data can be either altered or shared in its original form. Companies leverage data integration to gain an overarching comprehension of their operations. Depending on the requirements of the business, it is possible to integrate two sources completely or simply certain types of data.

Integrating data enables organizations to access up-to-date, enriched, and valuable information about multiple areas in the business. Data about marketing performance, customer satisfaction, sales, and other processes become available across the company.

Simply put, data integration is essential to have a 360-degree view of your business and to empower you to make actual data-driven decisions. [A 2019 survey](#) found that 55% of data collected by companies is not used -- in other words, most companies have an untapped goldmine of data sitting in their systems.

Data Integration Challenges (1/5)

1 - You have disparate data formats and sources.

Your business is collecting data through a variety of applications, such as your accounting and billing software, lead generation tool, email marketing app, CRM, customer service application, and others. Each one of these tools is accessed and maintained by different teams, and they each have their own processes for inputting and updating data. They might even be adding data into the system that already exists in other applications, or in different formats. For example, one team can be entering phone numbers into one application as (00) 555-5555, and another team is entering them in another application as +00 555 5555.

Data Integration Challenges (2/5)

2. Your data isn't available where it needs to be.

This results in your team wasting a lot of time and not having access to information that could make all the difference in the performance of their work -- which leads us to the second problem...This is an issue that stems from the existence of [data silos](#).

Data silos are groups of data accessible by one department but isolated from the rest of the organization.

If there's no coherence as to how, who, and where to enter and update data, you inevitably end up with information silos across your organization..

Data Integration Challenges (3/5)

3. You have low-quality or outdated data

When you have no company-wide standards for data entry and maintenance - and when a lot of it still needs to be done manually -- you inevitably end up with inaccurate, outdated, and/or duplicate data.

Different departments might be inputting the same data into different systems, resulting in duplicates. Or, if your team needs to manually update data every so often, this can lead to mistakes in data entry or to huge amounts of data not being updated at all.

This can also happen if you go long periods of time without organizing your databases.

As a result, your data is inconsistent and untrustworthy -- and if you can't trust your data, you can't trust the analysis you get from it.

Data Integration Challenges (4/5)

4. You're using the wrong integration software for your needs

Even if you're already using [integration solutions](#) to connect your software ecosystem, you can fall into the trap of using the wrong type of software for what you need -- or you might even have the right software, but you're using it the wrong way.

For example, you might be using a trigger-based integration to have the databases of two apps aligned.

However, this solution doesn't sync historical data (data that was entered into your tools before the integration was set up) and it only pushes data from one platform into another.

If what you want is for these databases to be synchronized, you'll need a [two-way integration](#).

Data Integration Challenges (5/5)

5 - You have too much data

There *is* such a thing as too much data. If your company is collecting data indiscriminately, you end up with a lot of information you don't need, and it could be burying the valuable information beneath it. It's just like object hoarding: if your drawers are full of things you don't need, it makes it a whole lot harder to find the things you *do* need in the mess, and it takes you a lot more time to find it, too.

This problem is amplified if you're collecting data from multiple channels without a proper data management system in place. With the sheer amounts of data being created daily, it becomes a big challenge to manage, analyze, and extract value from your data when you can't find the signal in the noise.