

Solving Data Integration Challenges with Lavastorm



Accessing, prepping, and integrating data from different sources is usually the toughest part of any analytics project. Inconsistent formats, missing data, inaccurate data are just some of the problems that you face. With traditional analytics platforms, which have very structured ways of accepting data and require a pre-planned data model, those problems can be insurmountable and make many analytic projects impractical. Lavastorm, however, wipes away those common data integration problems with a fun, easy approach to acquiring and combining just about any type of data – 10x faster than other methods.

With Lavastorm’s core data integration capabilities, you can:

- Create a **unified view** of siloed or diverse data without extensive coding
- Reduce dependence on IT staff through **self-service, easy-to-use** tools designed for non-technical users
- **Add new data to existing analytics with minimal effort** so you can quickly adapt your analysis as new business situations arise

It has the following extract, transform, and load (ETL) and data acquisition capabilities:

- **A flexible data management structure** – Integrate data without having to create an over-arching data model/schema. This “join and go” flexibility allows you to bring together diverse data extremely quickly (10x faster than traditional tools) and to incrementally add data without having to go back to a modeling stage.
- **Visual modeling** – Our visual development environment reduces coding, makes it easy to merge any data, and accelerates the debugging of integration logic. Visual elements are provided that help you filter, split, cleanse, trim, join, correlate, cross reference, and aggregate data
- **Integration of diverse data** – You can quickly integrate data from databases (e.g., JDBC, Excel, XML, binary, CSV, delimited files), cloud-based sources (Salesforce), files (e.g., Excel,

XML, binary, CSV, delimited files), and systems (e.g., ERP / CRM).

- **Big Data integration capabilities** – Flexibility to bring together data outside the data warehouse, including data from non-relational databases and file structures such as MongoDB and through Hadoop/map reduce algorithms.
- **Direct system and database interfaces** – Load and export data directly between Lavastorm and your databases, data warehouses, and systems using visual controls for interfaces such as ODBC, JDBC, Python, Java, OCI, CLI, Salesforce, QlikView, SAP, and Tableau.

Flexibility and Speed for Data Integration Projects



Kabel Deutschland

- Real-time fraud detection
- More than 60 different data sources integrated
- 60 million data sets/day



CLEAR

- Revenue Assurance solution for pay-by-the-drink billing handles huge volumes
- Integrates new data sources: network performance data, usage data.



CYFEON solutions

- Solutions for financial firms analyze 1 terabyte per day of stock data
- Lavastorm pulls data from MongoDB

What Customers Say about Lavastorm's Data Integration Capabilities

“There’s just really no limit to what types of systems we can pull from when we are using Lavastorm”

Tom Tanehill, Lead Analyst, CenturyLink

“With Lavastorm, we’ve been able to transform the way we look at data. The platform allows us to corral disparate data and gain a complete picture of both customers and network operations.”

Atilla Tinic, VP of IT, tw telecom

“What we love about Lavastorm is how flexible it is and the fact that it has allowed us to think about data in a different way...it’s really helping us to think about how we can use data as a tool instead of being encumbered by data.”

Amy Winslow, CEO, Magellan Diagnostics

“Lavastorm exposes data anomalies that we wouldn’t see with a traditional BI system. With Lavastorm we can easily expose and fix gaps in the data – which, if unnoticed, could lead to millions of dollars in losses.”

Torbjörn Stenström, Operational Development, E.ON

Awards and Accolades

“Lavastorm was in ‘big data’ before it was cool to be in ‘big data’.”



Top 10 Companies and Technologies to Watch in 2013



About Lavastorm

A New, Agile Approach to Analytics

Lavastorm accelerates and automates self-service data preparation and advanced analytics for the enterprise. Our software makes it easy to blend complex data from multiple sources to empower technical and non-technical users to quickly build governed analytic applications, as well as harness our robust predictive analytics capabilities. Lavastorm’s intuitive data flows, collaboration tools and extensive pre-built libraries enable our customers to deliver the fastest, most accurate insights to the business. The company’s proven technology is used by thousands of analysts at leading global companies to solve their complex, data-driven problems where speed and accuracy are mission-critical to maintain competitive advantage. Lavastorm is headquartered in Boston, MA, with offices throughout the world.

Visit www.lavastorm.com to download free tools and trial software that will take your data integration efforts to the next level.