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Beyond Data Integration

How **Orbit's** Intelligent Data Pipelines Transform Raw Data into Business Value

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The data pipeline market was valued at

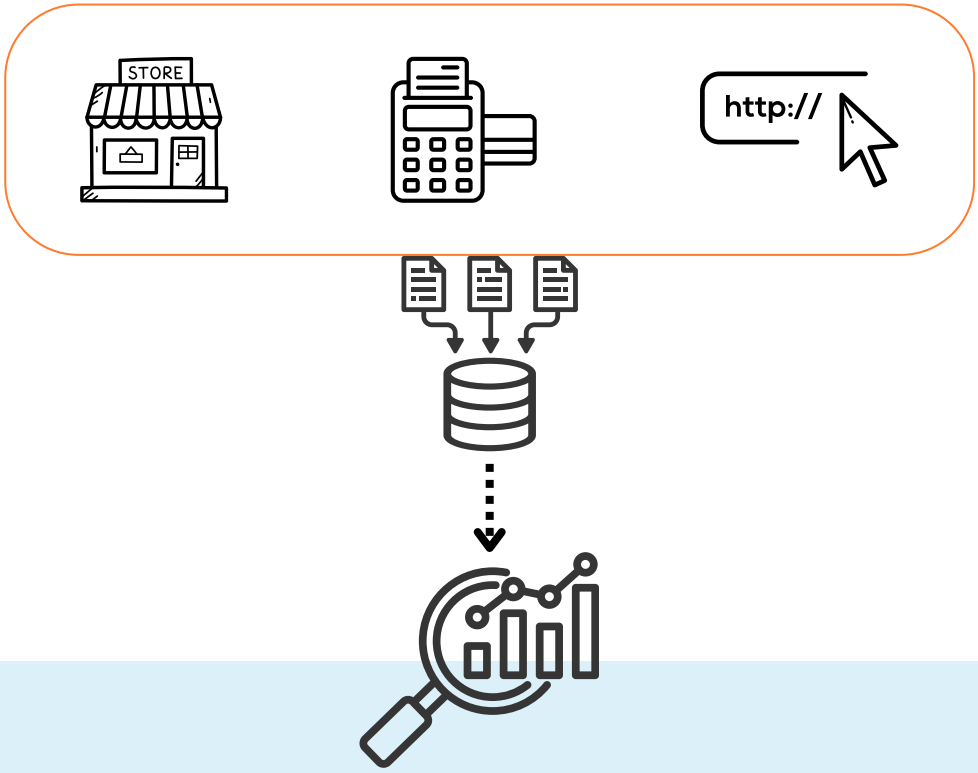
$6.81 billion in 2022

The data pipeline market is expected to grow to

$33.87 billion by 2030.

Such explosive market potential makes one thing clear - **intelligent data pipelines are the foundation for building powerful business empires.**

When a popular brand identifies its bestseller and stocks up its store shelves with it, you know analytics has played its role.



How?

A data pipeline has collected sales data from all its stores and other point of sales, cleaned and aggregated the data, stored it in a central data warehouse and then analyzed the data.

Everything from product performance, customer behavior, intended purchases, and trends such as which products are selling better than others and why, is immediately available in real-time. Hence, the brand can make critical decisions instantly.

Today, businesses are increasingly depending on data as a critical asset that can drive growth and innovation, prompting a focus on extracting insights quickly.

Srividya Sridharan, VP, Group Director, Forrester in her featured blog on the Forrester website quotes, “Today, data and AI initiatives have accelerated to the point where they are no longer “nice-to-haves” but are rather imperatives for enterprise success. These leaders must create business value from trusted data, build the foundation to scale AI, and cultivate a data-driven culture with urgency.”

Data is everywhere, there is no dearth of it. Everything we do in our everyday lives, from the products we buy to the services we use, from buying groceries to enjoying our favorite shows on Netflix or paying a bill online, contributes to the creation of data. It is that driving force that is shaping our daily lives in ways we may not even realize. The world generates approximately 2.5 quintillion bytes of data every day turning it into the most valuable asset for any business.

Yet, with the numerous data streaming from everywhere - collected from customer interactions, IoT devices, and operational processes - sometimes, businesses struggle to extract meaningful insights from the raw data, often unstructured. **Making informed decisions without the ability to interpret and analyze data effectively becomes a challenge.**

Organizations need a solution that can transform the abundant data into actionable insight. **Orbit's Data Pipelines offer a smooth and efficient way to consolidate data from various sources into a central warehouse, perfect for reliable BI and analytics.** Today, businesses face huge challenges in managing diverse data sources such as ERPs, CRMs, SaaS tools, IoT devices, and more. Orbit's robust data pipelines are specifically designed for companies in the Oracle ecosystem, including Oracle Cloud ERP, Oracle Cloud SCM, Oracle Financials, and Oracle Cloud HCM and redefine the way critical data is processed and moved.

Here, we explore **Orbit's intelligent data pipeline solution - the advantages and what sets it apart.**

The key Challenges Of Turning Raw Data Into Business Value

Today, most organizations already have more than enough data needed for analysis and making insightful decisions. However, data only becomes valuable when insights and actionable outcomes are generated and decisions can be made quickly. The problem is that most of the data is raw, unstructured and managed poorly. According to a study by Carruthers and Jackson, "40% of data leaders report their organization has little or no data governance framework." This is the reason for the burgeoning of inconsistent and unreliable data.

Accuracy

Spreadsheets are the tool of choice for almost all analysis. However, according to research attributed to Professor Ray Panko at the University of Hawaii, a significant statistic states that 88% of all spreadsheets contain at least one error. Professor Panko specializes in spreadsheet practices, and identifies human error as the primary cause of these mistakes.

So, merging, linking, and creating formulas across multiple spreadsheets already containing errors and then building formulas, could mean significant inaccuracies and consequences.

Resource & Skills

Since data is siloed, it is difficult to collect, clean and organize it and data scientists end up spending almost 80% of their time on it without even adding insights. Most decision-makers do not have the time or skills to interpret the analytics and generate insights. Hence, they have to rely on others like business analysts, IT, finance and others, anyone really – all of whom have priority conflicts, and objectives and will often look out for them over the greater good.

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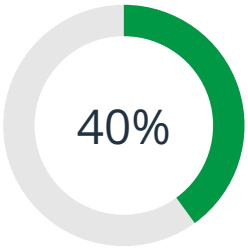
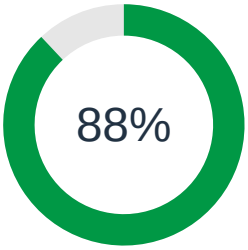


40% of data leaders report their organization has little or no data governance framework



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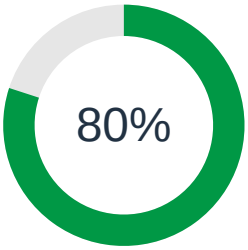

Scientists spend 80% of their time organizing siloed data.

The key Challenges Of Turning Raw Data Into Business Value

Data Governance and Compliance

In 2023, the trend moved towards DIY data governance which led to significant security breaches and compliance errors. There is a need for organizations to comply with regulations like GDPR and CCPA while ensuring robust data security. Cybercrime costs are estimated to soar to $13.82 trillion by 2028, which highlights the urgent need for strong governance and proactive security measures.

Access and Usability

It is important to make data accessible and actionable for non-technical stakeholders. Though the adoption of tools like semantic models and data meshes has helped, many businesses still lack a user-friendly infrastructure that democratizes data usage.

Right Tools and Partner

Most organizations are dealing with age-old analytics platforms and infrastructure, and high costs of on-premise operating systems. A lack of direction on the technology platform and tools, and inefficient service design make it difficult to scale properly. As new and innovative technologies enter the market rapidly, the challenge is to find the right analytics provider to partner with, who can guide both business and IT teams on what tools are best for their needs and their environments.

Cost

According to a Gartner study, 80% of IT costs occur after the initial purchase. For businesses that may have already invested significant sums in systems and technology, the challenge is to find a way to maximize the investments and resources. At the same time. minimize new platforms, software costs, and expensive analytics talent.

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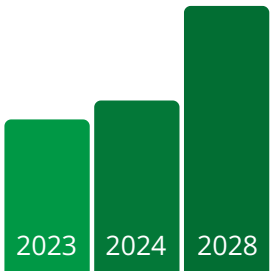

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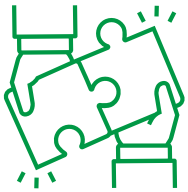

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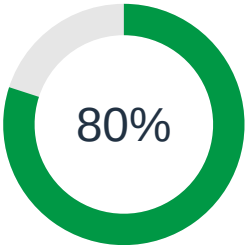

80% of IT costs occur after the initial purchase

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Orbit's Intelligent Data Pipeline Solution

Orbit Data Pipelines is an Oracle native, scalable and robust solution to move data from source to destination. It is a powerful solution for Oracle Fusion Cloud Applications, offering numerous features to streamline data extraction, transformation, and loading (ETL/ELT) for reporting and analytics. It's a unified ecosystem that protects existing investments too.

Key Features and Functions

Data Source Connectors

When we talk of Orbit's Oracle Fusion Cloud Pipelines, we are talking about 150+ connectors unifying data from 200+ sources. Covering various enterprise applications and databases, Orbit's data pipelines streamline processes with robust security and interface management. They support diverse Oracle Fusion Cloud data sources like ERP, HCM, SCM, EPM, EDM, etc., enabling a unified view for cross-functional reporting and analytics. This integrated approach helps businesses gain a comprehensive understanding across departments.

150+ connectors unifying data from **200+ sources.**

99.99% reliability

Rigorous testing

24×7 monitoring

Secured Data Pipelines with Scalable Architecture

Orbit is built for enterprise-grade security, ensuring data is managed securely throughout the ETL process. Adapting seamlessly to evolving schema and API requirements, Orbit's pre-built Cloud pipelines for Oracle Fusion ensure data integrity and consistency. The strict commitment to reliability is what sets Orbit apart, with 99.99% reliability, rigorous testing, and 24×7 monitoring, boosting organizational growth and handling larger datasets and complex workflows, as data demands evolve.

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Key Features and Functions

Real-time and Historical Data Access and Streaming

Orbit Data Pipelines support historical data extraction and unlock near real-time insights, empowering decisions with up-to-the-minute data, enable trend analysis and performance comparison over time. The resource-efficient approach ensures streamlined operations within budget-friendly parameters.

Streamlined operations within budget-friendly parameters.

Automated, Effortless and Adaptable Data Extraction and Scheduling

Orbit Data Pipeline makes it simple to extract Oracle Fusion Cloud data and load it into the company's own data warehouse. This enables businesses to leverage their preferred data storage solutions, integrating Oracle data with other enterprise data for comprehensive analytics.

Users can schedule data extractions, reducing manual workload and ensuring data is always up-to-date. Scheduled extractions ensure that data is consistently available for analysis, enhancing efficiency for time-sensitive reporting.

Making data constantly available

Enhancing efficieny

Time-sensitive reporting

Resource optimization

Boost operational excellence

Ready-to-use templates

Customized templates

Incremental Mode Brilliance

Intelligently minimizes transit volume to enhance overall efficiency. By selectively transferring only the modified or new data, Orbit ensures resource optimization, accelerates processing, and guarantees a streamlined data flow that is also tailored to boost operational excellence. The pre-built data models and dashboards accelerate analytics by providing ready-to-use templates. These can be used as-is or customized, significantly reducing time-to-insight.

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Key Features and Functions

Automated Setup Excellence

A hassle-free automated setup ensures a smooth initiation of the company's data infrastructure. Orbit supports both full and incremental data loads, enabling users to extract complete datasets or only recent changes. This flexibility optimizes processing times and system resources, making it ideal for organizations managing large data volumes.

Optimizes processing times and system resources

User-Friendly Interface with Minimal Coding

Orbit's interface is designed for both technical and non-technical users, allowing finance, HR, and operations teams to manage data and build ETL workflows with minimal coding knowledge.

Designed for both technical and non-technical users

Minimal coding knowledge

Orbit's Advantages

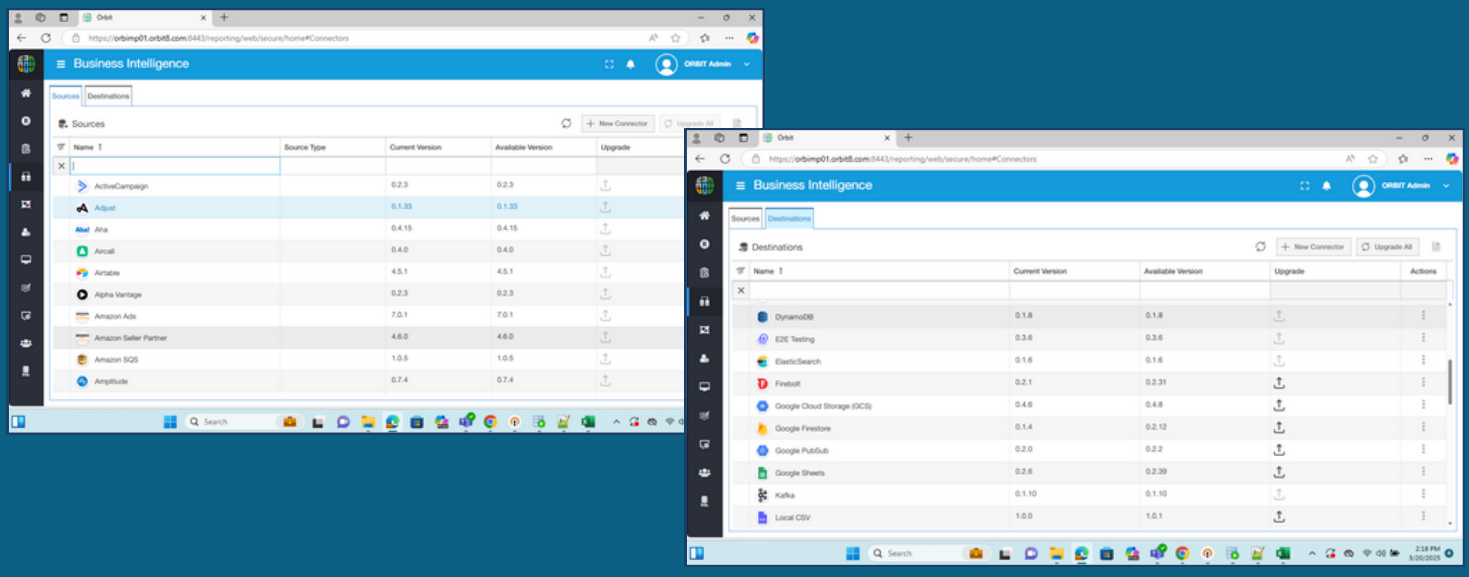
Let's understand what Sets Orbit Data Pipelines Apart.

Reporting starts with moving data residing in Oracle Fusion Cloud Applications into a centralized on-premise/cloud warehouse where reporting, analytics, and BI can be run. So what is the best way to move this data? Orbit's Data Pipelines is an intuitive solution that makes this data replication process seamless, reliable, and secure.

Here's how.

Orbit's pre-built connectors seamlessly integrate with Oracle Fusion Cloud Applications and move data into the centralized warehouse using its Data Pipeline.

Once the data is moved, Orbit's solutions enable the following -



Reporting can be seamlessly done from the company's existing BI applications like PowerBI or Tableau, or even Orbit BI. Orbit data pipelines can integrate seamlessly with these BI tools through connectors. The biggest advantage of Orbit's data pipeline is its ability to easily connect and integrate with several BI tools.

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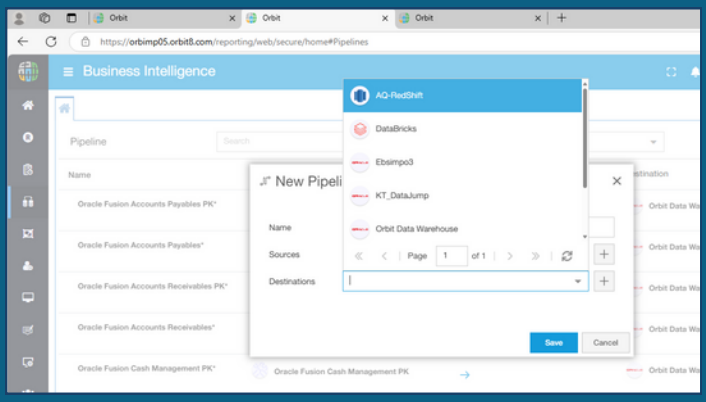
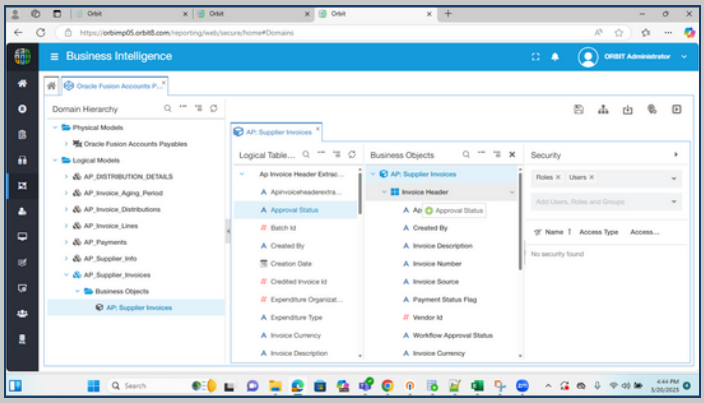
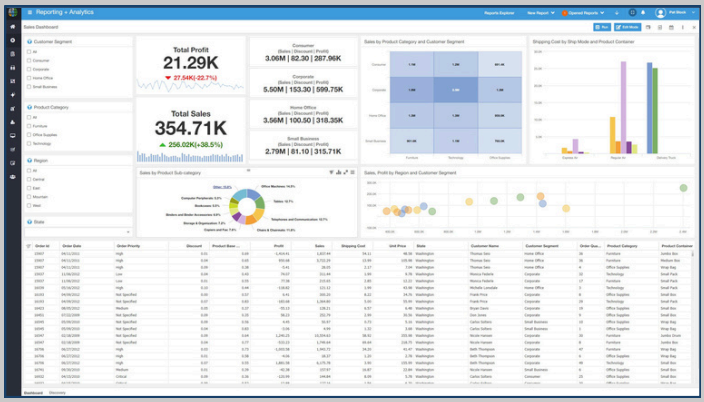


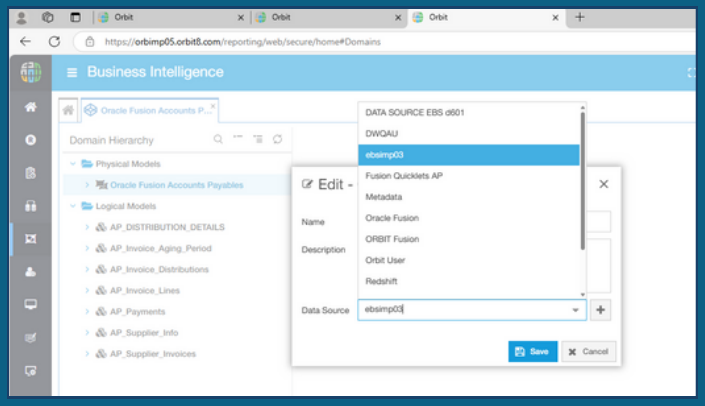
Orbit Pipelines compliment the company's existing BI ecosystem. Even if several strategic BI initiatives are run on Power BI or Tableau, Orbit BI can be run for Operational Analytics. With Orbit data pipelines, data can be replicated into both these BI systems.



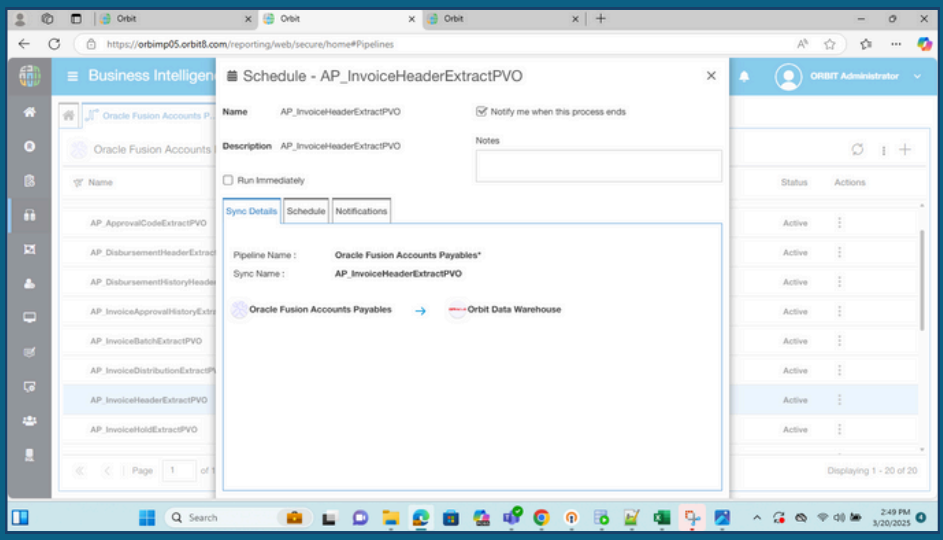
If the company continues to use BI publisher or OTBI for some reports, it is possible to run these reports directly from inside Orbit.



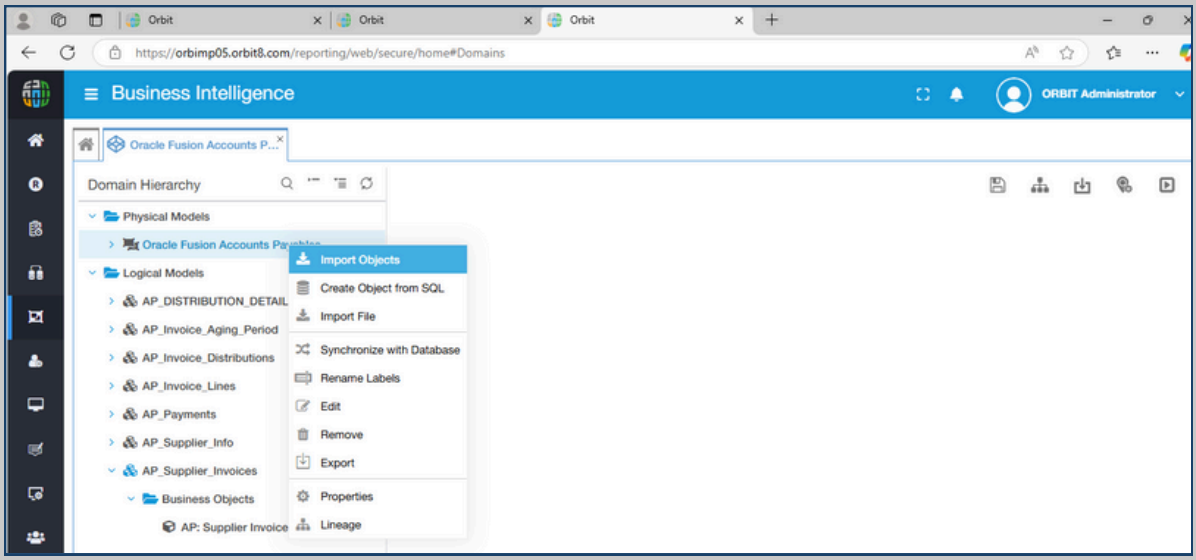
Data can be analyzed with graphs, charts, pivots, and web-based tabular output data, and SCM-specific reports (with live data) can be generated from within Excel, using the Excel Add-in.



Orbit's data pipelines make it possible to combine data from Oracle Cloud Financials, ERP, CRM, and other applications that are relevant for financial reporting, financial planning & analysis.



Orbit ELT pipelines are designed for highly reliable data delivery, are easy to integrate with modern SaaS platforms used for revenue management, subscription billing, etc. and can schedule data sync jobs.



They ensure data integrity and avoid slippages such as corrupted files or partial migration.

Here is an example of Orbit Data Pipelines in action.

Orbit DataJump successfully met Apparel Group's data integration challenges and provided a solution that boosted their reporting and analytics capabilities.

Apparel Group, a multi-billion-dollar global fashion and lifestyle powerhouse, needed a robust solution to integrate their Oracle Fusion Cloud Applications data with their Amazon Redshift Data Warehouse. The objective was to utilize Oracle Business Intelligence Cloud Connector (BICC) for seamless data extraction and transfer, enabling enhanced analytics and reporting capabilities.

Orbit integrated DataJump with Apparel Group's Oracle Fusion environment, to ensure smooth and efficient data flow for creating comprehensive reports and dashboards.

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APPAREL GROUP
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EXCEED EXPECTATIONS EVERYDAY

The integration process was meticulously planned and executed, ensuring minimal disruption to Apparel Group's operations. It included -

- Detailed assessment and planning of data landscape and requirements
- Configuring of Orbit DataJump and the Oracle BICC Connector to ensure compatibility and optimal performance.
- Rigorous testing to validate data integrity and extraction efficiency
- Smooth deployment with ongoing support to address any issues and optimize performance

The integration of Orbit DataJump led to substantial benefits for Apparel Group including enhanced decision-making with real-time access to critical business data, improved efficiency in generating customer reports and building dashboards, accurate and actionable insights through efficient analytics processes, enhanced operational efficiency and scalability.

This demonstrates how Orbit DataJump successfully addressed Apparel Group's data integration challenges, providing a robust, scalable and efficient solution that enhanced their reporting and analytics capabilities.

To know more, read the complete case study here.

Are You Ready For Orbit?

To implement Orbit's Data Pipelines successfully requires a structured and practical approach. Once data sources are identified and business goals aligned, Orbit simplifies the process of data transformation and storage, delivering high-quality, actionable insights. It puts in place monitoring frameworks and data governance practices to ensure optimized pipeline performance and compliance with industry standards.

Orbit offers an intelligent, end-to-end pipeline solution that goes beyond integration, seamlessly transforming raw data into real business value, driving innovation and growth, and empowering strategic decision-making.

Reach out to us today and take the first step towards seamless and smart data management. Find out how Orbit's Intelligent Data Pipelines can help you redefine success and change the future of your business.

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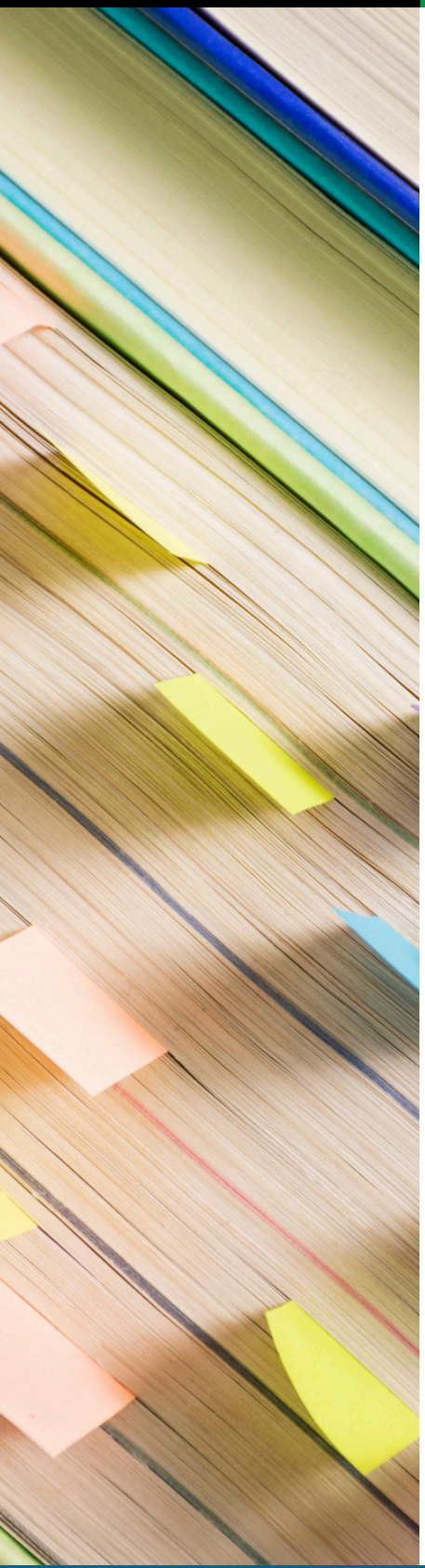
References



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