

Data Self-Service for Data Democratization



Empower the business by overcoming IT reliance and data fragmentation.

Since data is a pivotal asset for organizations today, it is crucial to embrace data self-service for data democratization. Data self-service enables business professionals to independently conduct queries and generate reports, fostering a culture of data-driven decision-making. The benefits of self-service are numerous, including accelerated decision-making, increased productivity, innovation enhancement, and ultimately, data democratization. It enables teams to fully utilize the organization's data spectrum while freeing IT resources to focus on more strategic tasks, leading to cost savings and improved data quality.

However, this journey towards data democratization is not without its challenges, which include:

- 1. An Overreliance on IT.** Organizations depend heavily on their IT departments for data access, leading to significant bottlenecks and delays in the data access pipeline. This dependence creates inefficiencies and hinders timely decision-making.
- 2. Data Fragmentation.** Data scattered across different departments and systems poses integration challenges. This fragmentation impedes informed decision-making, as data is not readily accessible or understandable across the organization.
- 3. Delayed Decision-Making.** The time lag in gaining crucial data insights often results in missed opportunities and an inability to swiftly adapt to changing market dynamics. This delay adversely affects business outcomes and competitive positioning.

In this brief, we introduce the Denodo Platform's logical approach to data management, a revolutionary solution that addresses each of the challenges listed above. This brief culminates with the story of Sunbelt Rentals, a company that has effectively implemented this approach to achieve transformative results.

SOLUTION

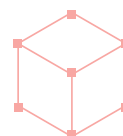
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WEBSITE

www.denodo.com

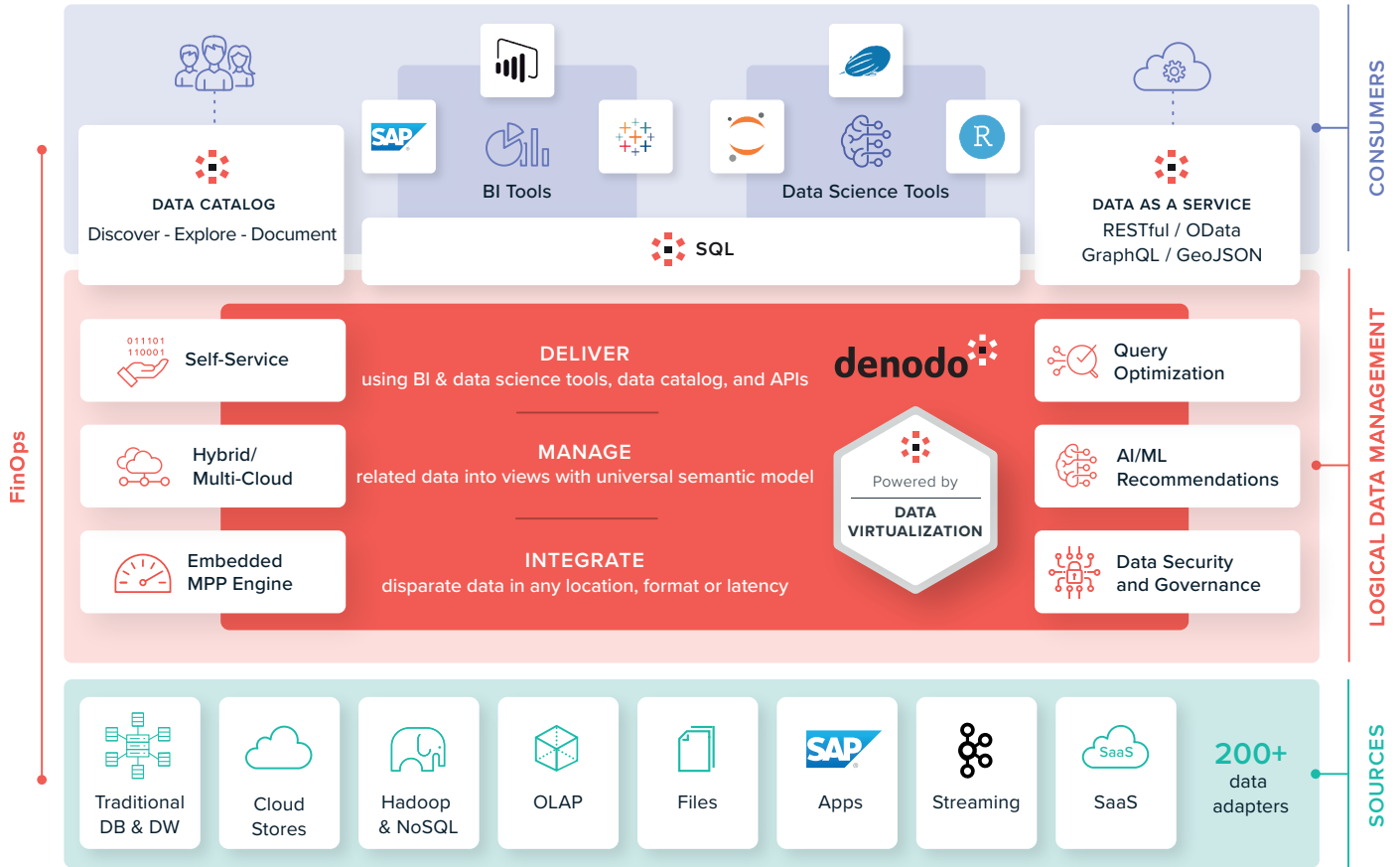
PRODUCT OVERVIEW

The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and midmarket companies in 30+ industries have received payback in less than 6 months.



The Denodo Approach

The Denodo Platform's approach to data management is a paradigm shift from the traditional approach of first requiring data to be copied or replicated into a central repository before it can be analyzed or leveraged. Instead, the Denodo Platform leverages a logical data management method enabled by data virtualization, which establishes a centralized data-access layer that simplifies and accelerates access to data stored in distributed systems and formats. By creating a unified semantic layer, the Denodo Platform ensures that business users can access and interpret data without technical barriers, fostering an environment in which data is a readily accessible, powerful asset.



Enabling Data Self-Service and Data Democratization

Next, let's look at how the Denodo Platform overcomes each of the challenges listed on the first page.



Overcoming IT Overreliance

The Denodo Platform reduces the traditional dependency on IT for data retrieval and management. The platform enables business users to query and analyze data independently by presenting them with a view of enterprise-wide data obtained through real-time, logical connections rather than physical replication. This autonomy significantly decreases bottlenecks in data access, enabling IT resources to focus on strategic initiatives rather than routine data retrieval tasks.



Addressing Data Fragmentation

The Denodo Platform tackles the issue of data fragmentation head-on by integrating diverse data sources into a cohesive semantic layer. This approach ensures that data, regardless of its original location or format, is accessible through a centralized virtual data-access layer. This unified view of data eliminates integration hurdles, enhancing decision-making with coherent, comprehensive data insights.



Accelerating Decision-Making

By providing real-time access to distributed data, the Denodo Platform delivers business users up-to-date information, crucial for making timely, informed decisions in a fast-paced business environment. By removing delays in data access, the Denodo Platform empowers organizations to react swiftly to market changes and customer demands, ensuring optimal business outcomes.

The Denodo Platform revolutionizes data management by facilitating a seamless, real-time, and autonomous data access experience, addressing the core challenges faced in the journey towards data democratization and self-service.

Case Study: Sunbelt Rentals



Founded in 1983 and headquartered in South Carolina in the U.S., Sunbelt Rentals is a leader in the equipment rental industry and the second largest rental provider in North America.

As the #2 equipment rental provider in North America, Sunbelt Rentals had a clear goal: to become #1. To achieve that, the company would have to expand its customer base and offerings, which is a multifaceted goal. However, the company knew that a critical starting point was a digital transformation focused on more efficient data management, to enable self-service data access. Different teams within Sunbelt Rentals were using different sets of applications, each supported by different databases that often overlapped and conflicted.

Sunbelt Rentals turned to the Denodo Platform to implement a unified data-access layer over the company's diverse data sources, which serves as a single access point for all data across the company. This enabled Sunbelt Rentals to dramatically accelerate and simplify data access.

The company can now pull over 500 tables from an ERP system in less than 3 minutes, for a 200% productivity improvement over previous data integration methods, without requiring engineering support. Business users can now leverage high-performance reports for better, faster decisions, in a self-service manner.



Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across enterprises in 30+ industries all over the world have received payback in less than six months.