

The ROI of Data Preparation Platforms

Trifacta gives analysts the power to wrangle data themselves so they can reach quality insights more quickly. But what does this look like in practice? What kind of concrete impact can Trifacta have on your business? And most importantly, is it worth the investment?

These stories are from real customers, and they show how their investment in Trifacta has resulted in real savings for these organizations--whether they're measured in time, accuracy, or other indicators.



TIME



MONEY



SCALE



ACCURACY



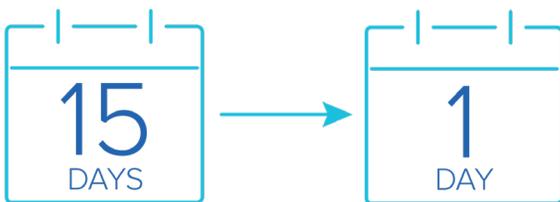
TIME-TO-MARKET



SAVE TIME

“ Trifacta has allowed us to fundamentally reduce the time-to-market and cost of managing data while demonstrably increasing the quality of our data products.”

— Alasdair Anderson, Executive VP of Data Engineering, Nordea Bank



As a Global Systemically Important Bank (GSIB), Nordea

Bank, is subject to the highest level of regulatory oversight in the financial services industry. One such regulation is the SEPA regulation, which impacts credit transfer and direct debit transactions for euro payments. Preparing the necessary data for this regulation used to require 15 days, largely because Nordea relied on static ETL processes that were inundated with delays and didn't allow for the flexibility to prototype and quickly identify issues of data consistency, conformity, and completeness. **After implementing Trifacta, Nordea can now quickly identify the contents of each data source and cleanse data quickly. Instead of 15 days, Nordea was able to turn around requirements for the SEPA regulation in just one day.**



SAVE MONEY

A large portion of an American financial services firm expanded investments over time in SAS for advanced analytics and using SAS code for data preparation despite severe limitations. Ultimately, they were unable to prepare complex data, such as web chat logs, to determine the relative profitability of their customer support channels. Meanwhile, the SAS licensing fees had grown exponentially, and the SAS programmers required to maintain the existing work were significantly more expensive than business analysts. **After transitioning the firm's Consumer Banking department to Trifacta and reducing its investment in SAS for data preparation, this bank saw a reduction in software costs by nearly 60%, or the equivalent of \$20 million dollars.**

REDUCTION IN SOFTWARE COSTS



IMPROVE SCALE



STAFF REDUCTION



INCREASED BUSINESS

MarketShare

a Neustar® Solution

MarketShare, a Neustar solution, provides advanced marketing analytics solutions to a variety of clients. For each new client, MarketShare must wrangle a variety of client marketing data into their analytics platform in order to provide a robust, contextualized analysis of marketing operations. Leveraging Excel-based methods of data preparation, onboarding new data took at least 3 weeks, which created a bottleneck for the business—MarketShare couldn't accelerate their growth, even as they attracted new clients. With Trifacta, MarketShare has dramatically reduced the time it takes to onboard a new client and utilizes fewer people for this work. **MarketShare has reduced staff needed to prepare data by 30% while scaling its business by 60%.**

INCREASE ACCURACY



PEPSICO

PepsiCo's Collaborative Planning, Forecasting, and Replenishment (CPFR)

team forecasts the right quantities of product needed for retailers across the country by combining retail customer data with its own internal data. The scale of data that PepsiCo works with had long surpassed the capabilities of Excel and Access, which meant that PepsiCo couldn't prepare the entirety of their raw data at once. Instead, they were required to split up the data between four analysts who manually prepared it individually. In this siloed fashion, it was a lot easier for mistakes to get by, or for deeper insights to go unnoticed. Within the first few months of leveraging Trifacta, PepsiCo noticed an immediate impact. They were able to prepare the entirety of their data at once and could visually inspect outliers or data quality issues. **Within the first few months using Trifacta, PepsiCo analysts discovered a shipment error that equated to \$7 million.**

“Trifacta brought an entirely new level of productivity to the way our analyst and IT teams explore diverse data and define analytic requirements. Our users can intuitively and collaboratively prepare the growing variety of data that makes up PepsiCo's analytic initiatives.”

— Mike Riegling, Data Analyst, PepsiCo



\$7M
SHIPMENT ERROR

FOUND



ACCELERATE TIME TO MARKET



DELIVERS
90%
FASTER



NationBuilder

Leadership software company NationBuilder understands that today's elections cannot be won without possessing and being able to effectively work with voter data. That's why it sought out to build the first national voter file, or an aggregate of the nation's publicly-available registered voter information. However, with each state, and the hundreds of counties within each one, storing voter data in different ways, the national voter file wasn't easy to develop. Even building one state file, or a small section of the entire voter file, took weeks, and the code it was built upon broke easily with required updates. By leveraging Trifacta, NationBuilder has dramatically reduced the time it takes to deliver this product to market. **The first iteration took two years; with Trifacta, updating the national voter file only took two months, or a 90% reduction in delivery.**

“Updating our national voter file in advance of the 2016 election was a business imperative. Trifacta helped to make that possible by simplifying our data operation and providing dedicated customer support every step of the way.”

— Gina Davis, VP of Professional Services