

Data 360 – Connecting the Data Dots with Boomi iPaaS

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We all live in an era where constant change and ever-growing complexity of the business are the biggest challenges for any organization, which in turn makes the customer journeys more complex. Customer expectations far exceed reality today and to overcome the scenario it has become increasingly imperative to adopt digital transformation. Every business has the potential to be a digital business.

Businesses that digitally transform will be able to connect more closely with customers, speed up the pace of innovation and, as a result, claim a greater share of profit in their sectors. A key initiative in digital transformation is establishing a single view of the data through Data 360 view. This article highlights the intricate details about Data 360 and the need to implement a 360-degree view for the business to influence business growth.

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Disparate Systems – The biggest barrier for Data 360

Customers interact with an organization in many ways but capturing all those interactions to build a single customer view is challenging – especially with legacy technologies. Most of the organizations have an environment of disparate legacy systems, applications, processes and data sources.

Legacy systems are the critical assets and incorporate key knowledge acquired over the life of an organization. Organizations spend a lot of money on these software systems and rely on the services provided by these systems and in case of failure it would have a serious effect on the day to day business operations.



Data residing in disparate systems is a big deterrent for business growth

Maintaining legacy systems is one of the difficult challenges that modern enterprises are facing today. These systems require a large number of changes continuously to reflect evolving business practices. Repeated modification has a cumulative effect on system complexity. Usually, a legacy system has to pass through many changes evolving over decades to satisfy new requirements. These systems are matured, heavily used, and constitute massive corporate assets.

Disparate data are often stored in disparate systems, which act as a barrier for optimal utilization of information. Being heterogeneous in nature these data are difficult to integrate with other data sources in their current state. Given their inability to merge and provide organizations with business insight, they are low on quality and ineffective. This makes data preparation and integration difficult for organizations as it involves collecting data from more than just traditional sources, and provides major hurdles for managing the complete inventory of data at a given time.

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In the modern data marketplace, disparate data sources are largely what we refer to as unstructured in nature, making up the bulk of “big data” volumes. Big Data is not only about sheer volume of data. Databases, data warehouses, and data lakes are different data sources and each in unique ways. Hadoop brings different data types together in one place, but does not guarantee any substantive forms of organization. Metadata tells some of the story, but in the example of the

ever-expanding shape and size of data collection, oftentimes the real substance of data within an enterprise is not well known or can be lost.

The success of a Big Data initiative depends upon how well we can handle different types of data from disparate sources and datasets to achieve a more refined structured form. Data 360 model provides insights in this endeavor and helps you to understand how the customers are engaging with content.



What is Data 360-degree?

Data Management is the core for any organization, which helps in analyzing the business needs and thereby contributing towards growth. As organizations are mostly concerned with the legacy systems, it is difficult to view the aggregated data in a single view. Data 360 model addresses these legacy systems integration challenges by aggregating the data from all systems and displaying all the necessary data required for the business. In the physical world, a 360-degree view is the ability to see everything around us with no blind spots.

The 360-degree is the foundation that makes an organization's relationship with customers experiential rather than transactional—the key to long-standing customer relationships and positive endorsements.

In Data 360 model, the data is categorized as Customers, Product and Region and the respective information has been highlighted under each section, which helps in understanding the business at various touchpoints as the three main ingredients has been brought to us, on a complete platter.

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a. Customer 360

Customer 360 is the end-to-end picture of the customer's journey and experience, highlighting the necessary information about the customer from all the departments involved in building a customer relationship. The information is leveraged during customer interaction to improve customer experience and enhance customer engagement.

b. Product 360

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c. Regional 360

Region 360 provides region specific data such as top product of the region, sales by gender, etc. it helps business analyze the regional needs and stay competitive in the market.



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Achieving Data 360

Breaking the silos model is not an easy task and involves managing bulk amounts of data from various legacy systems in different formats. For an organization to benefit from its data it is imperative to segment the data and then aggregate it to analyze the data for a successful 360 degree view.

Doing this effectively depends on choosing a suitable technology platform, which has been facilitated at ease with Boomi, a multi-tenant integration platform, to redefine how an organization integrates its data and applications.

Data 360 model can be achieved using Boomi with just a few steps.

1. **Centralized Database** – Boomi provides Master Data Hub, a cloud-based master data synchronization platform, which consolidates data across different parts of the business and creates a single source of truth for data access at low cost and gains a 360-degree

visibility for the master entity including products, employees, and customers by connecting the new and existing data sources, even connecting existing MDM systems solutions to a central hub.

2. **Align the systems in place** – Facilitated with Boomi Flow it is a workflow automation tool for engaging user experience with low-code development. It uses Boomi platform's extensive connectivity, data integration capabilities to workflow-based business applications and effectively transfers this data to the central location, as and when collected. It helps in improving business processes by removing manual complexity to meet increasing customer needs. It presents the data gathered in a dashboard, enables easy monitoring and measures real-time metrics on the go.

3. **Train the staff** – Proper training on how to access and use the information has to be given to employees who will frequently use the data.



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How Data 360 helps transform Customer Experience

Customer Experience has quickly moved from competitive differentiator to business imperative. Enterprises are working to improve experiences across the entire customer journey in order to meet their growth, retention and CX goals. The business can get the overall picture of the data in graphical format aligned in a

dashboard categorized into three key options in a simple and easy to understand form that is data specific to each category (Customer, Product and Region). With Data 360 model, we can see the past, compare the present, and predict the future of a customer's relationship with our brand.



a. Analyze the Past

Gives you insights on how consumers had interacted with your products or services in the past. A 360-degree view of customer means that we can see their history and find meaningful information about the consumer, as well their preference to the products. It helps in performing descriptive analytics. This includes elements such as:

- Product/service activity
- Sales history of the products
- Order history of the customers
- Number of transactions (Yearly) specific to each Region
- Total Sales by Month

b. Understand the Present

When a customer reaches out, regardless of the channel used, a company needs to know what's going on with their account and their stage of the buying cycle. Being up to speed on present behaviors of customer's means organizations need to track customer information along with the product and regional details such as:

- Who are the customers?
- How do customers relate to the organization?
- What is the context of the interaction?
- What is the total revenue and return rate in a region?
- What is the Order Status?
- Customer Rating for each products
- Top Selling Products

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c. Master the Future

By understanding the past and present behaviors of a customer, businesses can take findings and map a future relationship. Using digital intelligence, it is possible to tell if there are upsell or cross-sell opportunities. By analyzing what customers, products and regional data, have previously or presently looked at, business can predict future buying behaviors thereby facilitating predictive and preemptive analytics to create a better plan that addresses pain points and queries.

As mentioned, 360-degree data view drills down data at various levels of business and brings out the required data vital for analysis. The simple and organized data view helps in understanding the customer and also promotes more personalized experiences.

Conclusion

“You have got to start with the customer experience and work back toward the technology, not the other way around” - Steve Jobs

As said by Steve Jobs, Customers are the backbone for any business. For gaining customer satisfaction and to attain Digital transformation, establishing a Data 360 view is definitely important as discussed above and will be very helpful for the growth of the company. However, this is a complex initiative and needs to be initiated carefully by addressing the challenges and making appropriate use of data and technology, which helps the organizations in tasting the fruits of its initiative by providing a better customer experience.



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