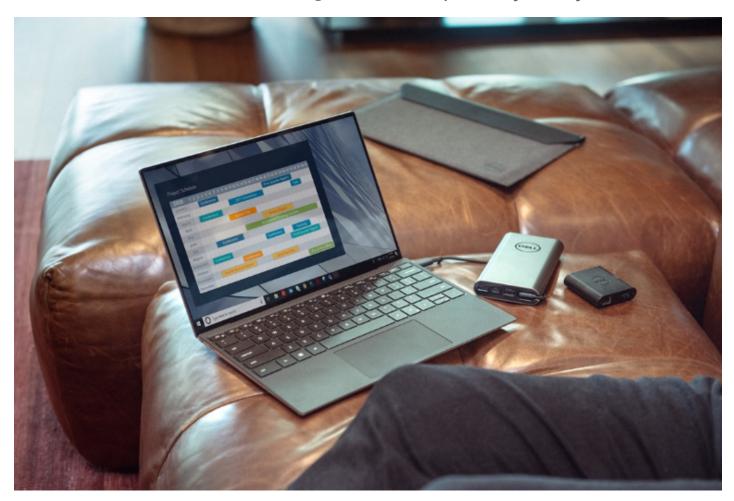


# **Tyler Roberts - Director of Business Intelligence**

"I believe Japio is particularly valuable if there is no data connector available in the organization's primary analytics tool."





Would you recommend this iPaaS solution to somebody in your role and why will it help somebody in your role?

For teams without a strong IT-component, this tool may make a lot of sense and provide immediate value. I would recommend this solution for a member of an organization, perhaps within a marketing department,

that needs to establish a connection to a dataset quickly. I believe Japio is particularly valuable if there is no data connector available in the organization's primary analytics tool. For example, Japio provides users with a reasonably straightforward way to connect for advertising vendors that do not have connectors available in Tableau.



### How are you currently getting your data into your visualization tool for analysis?

How I get data to the visualization tool depends on the client. Occasionally, I will leverage the native-connector in my analytics tool to connect to vendor data directly, but often I am connecting our analytics tools to cloud database solutions. I appreciated that Japio offered the ability to connect to Tableau via a MySQL connection. This feature provided a streamlined way to connect to vendor data quickly and within a familiar environment



#### How much time to do you spend on data analytics projects?

I work as a Business Intelligence Consultant, so most of my day-to-day is spent managing and implementing data analytics projects.



## How much easier is using our iPaaS compared to hand coding?

It is undoubtedly easier than hand-coding, which is why I would recommend this tool to individuals without strong IT backgrounds. I believe the tool's value may be fully realized in a marketing department rather than an analytics department. Specifically, it seems to provide an intuitive way to prepare advertising and web analytics data for analysis.



## How much time could Japio save you from the manual integration task?

Japio helps reduce the need for manual integration. Japio can further reduce the time spent on manual integration by growing its library of connectors.



How much easier is using our iPaaS compared to ETL/ESB- they tend to be very complexed and time consuming

I found the solution to be reasonably intuitive. As I've stated several times, I think this tool can help improve accessibility for non-data professionals and people without strong tech backgrounds.



Does the Json & CSV formats make it easier for you to complete analytics projects faster?

I appreciate the flexibility.