



## Tyler Roberts - Director of Business Intelligence

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**01**

**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.

## 02

### **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.

## 03

### **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.

## 04

### **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.

**05**

**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.

**06**

**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.

**07**

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

I appreciate the flexibility.

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