Zachary Ledford - Manager, Data and Automation

"I think there's an ideal fit particularly for firms looking to do marketing integrations."

01

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

Yes, particularly if they are looking for something that provides an organic, embedded BI capability paired with the iPaaS solution. I think there's an ideal fit particularly for firms looking to do marketing integrations,

connecting data sets from apps like LinkedIn, Facebook, Marketo, Hubspot, Google Analytics etc. into a consolidated set of dashboards.

02

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

Generally data flows from disparate sources using some type of iPaaS tech or through a more traditional SSIS/SSRS workflow or stored procedure (or equivalent methods in BigQuery, Azure, etc.). Many of our clients do still have some other bespoke hand-coded solutions in Python or Java (a few even in PERL), so there is room for improvement on those builds.

03

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

More recently, data analytics projects have become a secondary consideration to pure-play integration and automation scenarios, but we still have full time dedicated resources working just on the BI components and analytics for clients at about 40 hours/week.

04

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

Significantly easier. The BI updates are also very intuitive to use for creating the visualizations vs. something hand-coded like SVG outputs. It is also very nice to still have the flexibility to leverage custom SQL as a BI data source.

05

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

Probably a lot, somewhere between a 5x to 10x efficiency gain depending on the complexity of the integration task.

06

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

The learning curve here is pretty low, which is great. The UI is intuitive, and it's pretty easy to connect to a source and just get going. I expect that there's some activities that an established iPaaS platform might be slightly more intuitive to use in some cases (for instance combining datasets together, or doing some complex conversions or calcs), but for the typical connect and consume use-cases Japio would be a great tool to bring to bear, particularly when compared to the hand-holding and obfuscated costing elements you see in other "user friendly" tools like a Zapier.

07

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

Yes, JSON is the gold standard particularly for anybody looking to leverage the modern API methods (e.g. REST services).