Passerelle

DATA ROCKET

An Accelerated Modern Data Stack

Passerelle

Data to Action.

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What is a Modern Data Stack?

Understanding Today's Data Tools

A modern data stack desiloes data, creating a secure, centralized repository of institution-wide data that is accessible to decision-makers and stakeholders throughout an organization. Modern data stacks should be built with scalable components that comprehensively meet data management needs in an organization. Components of a modern data stack include:

Data Integration – tools that move data from siloed source systems into a central repository.

Data Lake and Data Warehouse – secure storage with versioned, accessible, analytics-ready data.

Visual Analytics – tools that provide dashboards for access to reporting throughout an organization.

Advance Analytics Modeling – tools that use data to perform AI and ML modeling, unlocking insights with historical and real-time data to empower better data decision-making.

Data Catalog – collaborative tooling that provides easy search of data assets and a well-defined business glossary.

Holistic Solutioning - solid predictable operational model that puts all these pieces at work together while giving visibility to all stakeholders.

Why Invest in a Modern Data Stack?

A Modern Data Stack Supports Scalability

A Modern Data Stack supports organizational growth and expansion of the organization's data ecosystem – and can scale for both.

Future-ready Technology Enables Proactive Data Strategy

With future-ready technology, organizations can understand the art of what is possible in a dynamic and evolving data ecosystem, including data science applications, 1st and 3rd party data integration and leading-edge customer marketing solutions.

Most enterprise-minded organizations have already started down the path of digital transformation. But problems occur when technology investments are made to address problems one at a time, instead of proactively. Investing in the right Modern Data Stack provides holistic solutioning and ensures the long-term success of digital transformation efforts.

Investing in the Right Technology Creates Transformation Champions

Adoption fatigue can derail projects before they are started. Investing in a Modern Data Stack that can immediately be applied to business use-cases helps get stakeholders on board early, and creates transformation champions in an organization.

End-to-End Engineering Eliminates the Opportunity Cost of Legacy Systems

It can be tempting to put a band-aid on a legacy system that is working well enough - but what is the real cost? Continuing to put financial and human capital resources into a system that can't support long term strategy is more expensive in the long run – stifling innovation, inhibiting growth and leaving an organization unable to respond to changing market demands.

Data Lake, Data Warehouse or Data Hub?

How to Choose a Modern Data Strategy

To undertake a digital transformation initiative, organizations are often asked to define a preferred storage strategy or pattern – often referred to as a data hub, data warehouse or data lake.

The choice is not as daunting as it might first appear. The way an organization wants to use its data, today and in the future, will help determine the best architecture. Equally important - data strategy is not an either/or proposition. The best solution for many organizations will be an approach that encompasses more than one modern data strategy.
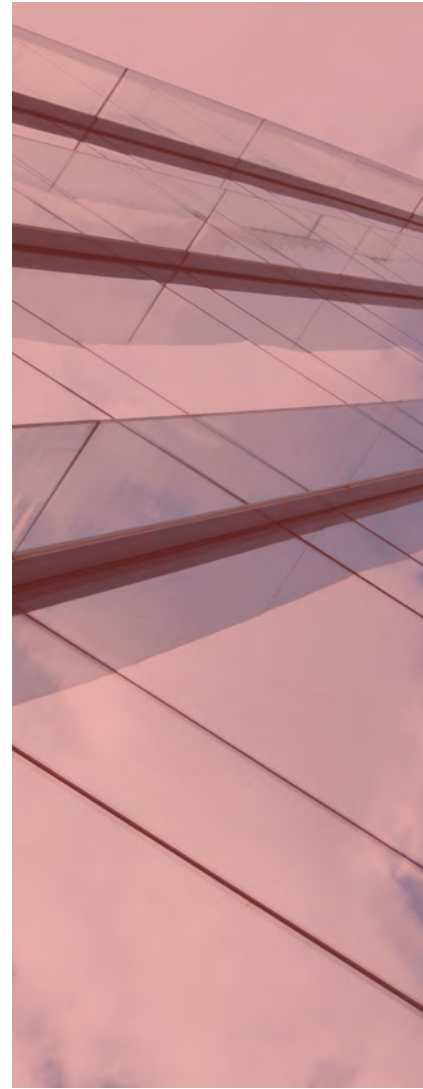
Data Hub

A Data Hub supports centralized data ingestion and data export. Like an airport or train station, Data Hubs collect data from any number of sources in order to safely and efficiently deliver them to other systems in a very timely manner.

Data Warehouse

A Data Warehouse stores data from any number of data sources. Unlike a hub, which serves data out to systems, a warehouse is a repository, where business users go to consume data. Like a physical warehouse, data is stored and catalogued in a predictable way.

Data Lake

Data Lakes collect data from any number of data sources. At its best, a data lake can be an effective staging area for structured and unstructured data; at its worst, a data lake can quickly become a data swamp, where data is unfindable, unusable and untrusted.

Data Rocket

The Accelerated Modern Data Stack

Data Rocket is an Accelerated Modern Data Stack that supports best in breed data strategy, modernizing data infrastructure and delivering critical business insights - securely and accessibly. Data Rocket puts industry-best data technology in the hands of businesses of any size, unlocking dynamic ingestion, data mastering and 3rd party data integration.

Built with Talend's Data Fabric and the Snowflake Data Cloud, Data Rocket spurs adoption through IP, integrations and blueprints. Data Rocket connects data to ready-to-use dashboards in PowerBI or Tableau, putting visual analytics and real-time reporting in the hands of decision-makers throughout an organization and supporting ML and AI applications.

Data Rocket features out of the box accelerators and frameworks that respond to business needs and use cases.

Audit and Control Framework

Faster Troubleshooting

Data Stewards can perform targeted troubleshooting to identify and remedy suspect data at the source. Built-in data versioning provides data stewards the ability to go back in time to any point in the data history to pinpoint data inaccuracies.

Data Quality Watch

Automated Data Profiling and Anomaly

Data Quality Watch provides automated profiling, with out of the box data stats and anomalies detection capabilities. Data is scored on Completeness, Accuracy, Consistency, Validity, Timeliness and Integrity.

Data Marketplace Accelerator

Integrated 3rd Party and Enriched 1st Party Data

Data Marketplace Accelerator provides predefined views linking third-party datasets and enriched 1st party data sets with customer data and dashboards that slice and dice internal and third-party data to reveal actionable insights.

Governed Dynamic Ingestion Framework

Scalable, Governed ETL

The Data Rocket Governed Dynamic Ingestion Framework provides predictable, highly visible ingestion using the Talend Data Management Platform, with managed CDC, preliminary data cleansing and creation of data history for each changed in source data.

Mastered Data Framework

Affordable Data Mastering

Mastered Data Framework streamlines mission critical data by creating a Golden Record throughout the organization, with an accelerator built on Talend Data Quality and Stewardship.

AI/ML Framework

Data Science in Your Cloud Data Warehouse

ML Engine Accelerator productionizes the execution of AI/ML models into the Snowflake Data Cloud and provides an ML dashboard for self-serve insights.

Data Rocket Offerings

Data Rocket

Data Rocket for Marketing

The standard Data Rocket has been deployed across a variety of industries with success, including manufacturing, e-commerce, energy, life sciences and healthcare.

Industry-specfiic Data Rocket offerings build on standard core capabilities, including:

- Ready to use, customizable dashboards for Data Quality Watch, Audit and Control, Snowflake Consumption and Data Mastering.

- Data Governance approach applied to entire data life cycle for trusted data and better decision-making.

- Efficiently assembled organization or customer 360 picture for laser-focused product development and marketing.

- Cost efficiencies with product approach and Passerelle's industry expertise.

Data Rocket for Marketing adds Flywheel Software to the base Data Rocket offering. The result is an end-to-end digital acceleration architecture that brings governance and accelerated insights to data-driven organizations – enabling best in class customer segmentation and engagement.

With Data Rocket for Marketing, organizations can:

- Invest in one data platform that scales with growth.

- Leverage industry-best data integration, cloud warehousing, analytics, data science and customer segmentation tools.

- Create a mature data cloud warehouse environment where trusted data is an asset.

- Support easy integration with 3rd party and enriched 1st party data sets for enhanced customer and marketplace insights.

- Provide clean, mastered data for customer segmentation that connects directly to CRM, social media, PPC, video, and emerging marketing platforms.

Data Rocket is a proven acceleration architecture that has been landed across verticals, including financial services, manufacturing, higher education and healthcare. In addition to the standard Data Rocket, Passerelle has created vertical specific offerings, with leading-edge technology and data partners, predefined use cases and established connections to common core systems.

Data Rocket for Financial Services

Data Rocket for Higher Education

With predefined use cases with Equifax 3rd party datasets and Segmint enriched 1st party data sets, Data Rocket for Financial Services is an ideal solution for regional banks that want to leverage the best tools on the market to gain customer 360 insights, expand market share and compete with larger financial institutions and upstarts.

With Data Rocket for Financial Institutions, banks and credit unions can:

- Modernize data infrastructure with accelerated time to insight.

- Keep customer data safe while providing Customer 360 knowledge throughout organization.

- Seamlessly integrate healthy, trusted internal data with 3rd party and enriched 1st party data for in-depth customer understanding.

- Use curated insights for better customer service and product development.

- Attract new business and grow the business you have with targeted marketing campaigns that make the right offer at the right time.

Data Rocket for Higher Education provides predefined use cases in institutional research and alumni development, providing immediate ROI on technology investments.

With Data Rocket for Higher Education, colleges and universities can:

- Transform institutional research with easy-to-use custom dashboards. Examples include: student outcome, department and instructor performance, institution-wide retention rates, and more.

- Use predefined, timely and integrated 3rd party data sets for targeted fundraising initiatives outreach and recruitment campaigns.

- Centralize all institutional data – including operations, IoT, COVID response, student outcome, for better organization-wide decision-making.

- Accelerate implementation with Passerelle's broad knowledge base of higher education core systems and requirements.

Data Rocket Customers

Camden National Bank revolutionized the way it uses data. With the help of Passerelle system integrators and data engineers, Camden National Bank implemented Talend data integration with the Snowflake Data Cloud and Tableau Visual Analytics. Observing the success of the system architecture, Passerelle created an acceleration framework – Data Rocket – that is now being used by Camden National Bank and throughout financial services, manufacturing, healthcare and energy sectors to automate data migration, improve data quality, support data governance, and create actionable insights across organizations.

Project Highlights

- 125 Tableau Users organization-wide, driving insights across the bank including Retail Banking, Commercial Banking, Wealth Management and Risk Mitigation
- Automated ingestion and processing of data from key source systems supports self-service at scale
- 3rd party data through Snowflake Data Marketplace broadens market insights and provides valuable lead generation opportunities

Camden
NATIONAL BANK

> Camden National Bank navigated challenging economic waters by effectively using in-house and 3rd party data to identify the right retail and commercial opportunities to focus resources on, resulting in higher close rates and more satisfied clients.

Data Rocket Customers

In 2020, when the whole world was taken by surprise by the onset of the COVID-19 pandemic, Dimagi was ready to leap into action. In March of that year Dimagi released several template solutions to help frontline workers respond to COVID-19. These solutions included facility tracking tools to support medicine and stock tracking in hospitals and clinics, port of entry applications, and — critically — a case investigation and contact tracing application for outbreak response.

In Passerelle's Data Rocket, Dimagi found an end-to-end data architecture with optimized connections between Talend's data integration tools, the Snowflake Data Cloud, and Tableau visual analytics. Talend pulls data from CommCare's multiple source systems — including local, county, and state health information — and integrates datasets so they are readily available for uniform reporting.

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I think the solutions we've developed will open up new opportunities for us to engage with clients in ways that we weren't able to do in the past. We're looking forward to ongoing collaboration with Talend and Passerelle on their Data Rocket.

Data Rocket Customers

The University of Rhode Island Foundation & Alumni Engagement (URIFAE) secures contributions from alumni, parents, corporations, foundations, and friends on behalf of the University of Rhode Island. New commitments typically amount to some $30 million year per year. URIFAE is currently in the fourth year of an eight-year fundraising campaign – Big Ideas. Bold Plans. The Campaign for the University of Rhode Island – which aims to raise $300 million by June 2024. More than 28,000 individuals and organizations have contributed to the campaign to-date.

Project Highlights

- Data Rocket architecture delivers curated insights to 75 business users through PowerBI dashboards.
- PowerBI dashboards helped guide real-time outreach response during Day of Giving campaigns, with nearly $1.5 million raised from 3,400 alumni and friends in October 2021.

THE **UNIVERSITY** OF RHODE ISLAND
**FOUNDATION & ALUMNI ENGAGEMENT**

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Passerelle helped us create the framework that we can use to move forward for all of our programs, and I'm hoping to continue that relationship as support for our programs in the years ahead.

About Passerelle

Data to Action.

Passerelle connects data to decision-making. Our purpose-driven engineering creates value, drives insights and future-proofs your investment. We leverage partnerships with leading edge data technology innovators, spurring adoption through our IP and blueprints, technical expertise, and agile deployment.
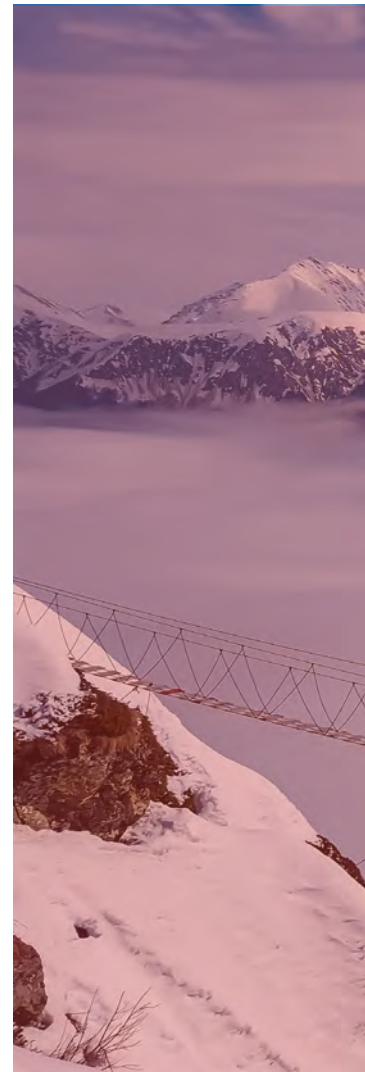
In addition to the continued development of Data Rocket, Passerelle works with companies at any stage of technology adoption, from holistic data estate modernization to cloud and cloud hybrid migration, API services, ETL engineering, custom dashboards, ML and AI integration, predictive analytics solutions, and ongoing consulting and support. We work in data-intensive industries, including financial services, healthcare, public health, energy, manufacturing, retail and higher education.

Passerelle was founded with the mission to build better, faster data architecture that solves real problems for data users.

Would you like to learn more? Visit **www.passerelledata.com**.

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