

5 REASONS BUSINESSES NEED DATA INTEGRATION STRATEGIES

The enterprise world is becoming consumer-centric. Where focusing on customer service and listening to feedback was vital in the past, businesses today need to get a deeper idea of what customers want by gathering data on everything from product usage patterns to social media posts.



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INTRODUCTION

The enterprise world is becoming consumer-centric. Where focusing on customer service and listening to feedback was vital in the past, businesses today need to get a deeper idea of what customers want by gathering data on everything from product usage patterns to social media posts. A PricewaterhouseCoopers study found that despite this new focus on customer experiences, 24 percent of CEOs feel they don't have enough information about customer demands. Almost two-thirds (66 percent) of those polled said understanding what customers value is among their top concerns.

These problems are heightened by the fact that shifting operations around changing customer demands has led to higher costs being shifted to consumers, something that 31 percent of CEOs think customers won't deal with for long. The solution? Better use of data. Of those polled, 68 percent pointed to data analytics as a key need.

Using data to get clearer expectations of customer demands is vital, and doing so in a cost-efficient way is key. However, many businesses lack the tools to do so. An Experian study found that in marketing departments alone, just 30 percent of organizations feel data and operations are integrated across teams.



Breaking down operational silos that limit data communicability within a business is essential to not only getting a clear view of customer demands, but also doing so efficiently and in a way that makes information as actionable as possible.

**BUSINESS
SOLUTION**

Here are five reasons why you should focus on data integration





01

Reduce the burden on business analysts

Business intelligence professionals face an overwhelming burden trying to sift through the huge swaths of data entering the enterprise on a day-to-day basis. Eliminating data silos gives users access to different information sets based on their specific needs.

Giving teams direct access to relevant information leaves analysts with one less issue to worry about, freeing them on more complex data sets that drive value for the business.



02

Eliminate double-work

It happened to many businesses - one department performs a customer analysis to learn about client demands only to discover a similar project was completed a few months ago in another department for slightly different reasons. Keeping data siloed within departmental systems can lead to redundancy and not just in terms of large-scale projects.



Common issues facing organizations include:

Recording customer data in multiple places.

Documenting regulated processes with in distinct systems.

Notifying different stakeholders about process updates using different communication channels.

03

Maximize the value of data

An analysis that may be insightful for 20 of your employees will be considerably less valuable if only five of them receive the report. Traditional business silos segregate user groups - and the data they access - effectively minimizing the value of the information your organization gathers. Unifying data across distinct channels empowers organizations to leverage distinct data types in conjunction with one another to maximize its potential and ensure the right user groups have the visibility they need. This transparency can extend across internal and external stakeholders, driving collaboration within your business.

04

Improve Decision-making

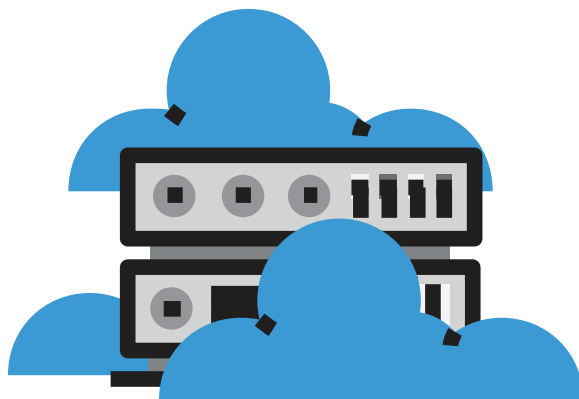
Giving users access to key data built into the apps and services they use lets them make better decisions as they interact with customers, collaborate with stakeholders and otherwise try to get the job done. Integrating data into relevant systems makes that information actionable within day-to-day operations, giving users the insights they need to work as intelligently as possible.

05

Take advantage of diverse data types

While leveraging varied data types is related to maximizing data value, it's important to recognize different types of information create unique challenges. Information from spreadsheets, highly structured databases, social media reports, diagrams, technical documents and a wide range of other sources must come together to inform operations, especially as emerging technologies such as the Internet of Things bring more data into enterprise ecosystems.

This diversity can easily get overwhelming and leave data put to waste if users do not have the access they need to leverage information intuitively across departmental lines.

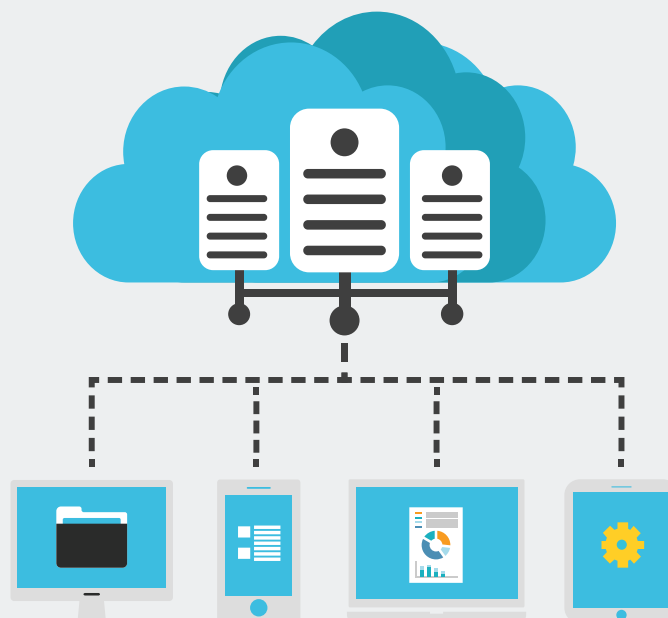


SIMPLIFYING AND STREAMLINING DATA INTEGRATION PROCESSES

The reasons to integrate data are straightforward enough, but from there, organizations must figure how to go about doing so. Modern application platforms are being purpose-built with process management tools that turn the app ecosystem into a hub for data sharing across user groups.

These cloud platforms gather information from databases connected to the platform to bridge gaps between different types of apps and give users the tools they need to share that information in line with the work they already do. By hosting the platform itself in the cloud and using pre-built connectors, app platforms can bring data together without the technical burden associated with enterprise resource planning and similar data integration systems, reducing costs and complexity substantially.

Shifting customer demands push businesses to break down silos and integrate data with minimal overhead, and emerging technologies offer new opportunities for bus.



Getting to know HokuApps

The HokuApps Mobile Application Development Platform gives organizations the tools they need to turn app ideas into deployed solutions in a matter of days. It provides pre-built connectors to integrate custom apps with a variety of popular solutions, making it easier integrate legacy apps with the cloud and roll out new solutions quickly and efficiently.



Pre-built tools that drive efficiency

We have built the HokuApp platform with business value as a priority. The system is designed to empower users to create intelligent, agile solutions to fit any of their workflows. With simple user access and reliable security, you'll be able to build out apps that align with specific business needs, even for complex, data intensive processes. This is possible through:

- Anywhere, anytime access to the data your users need to get the job done.
- An easy-to-deploy framework that makes it easy to deploy solutions with minimal change.
- A sophisticated and powerful reporting engine that creates visibility into processes and workflows.
- Unified communications capabilities capable of functioning across the entire platform.

These features add up to ensure that app development capabilities create meaningful business value.

Streamlined capabilities that ensure ease-of-use

Mobile app platforms alleviate the development burden on your IT teams. This is achieved through low-code systems that eliminate the need to write new lines of code for every capability. HokuApps takes this simplicity to another level through solutions like:

- A central console where users can handle all administrative functions.
- Data consolidation across all systems within the platform.

- Interfaces that function equally well across different devices, browsers and operating systems.
- One-click integration with more than 200 third-party apps.
- Built-in connectors for legacy and enterprise resource planning systems.

Functionality across diverse lines-of-business

The modern enterprise is built on apps. Users need access to data and the ability to complete key tasks from any location, using any device. The HokuApps platform is built to fuel this functionality with workflows that support a variety of business units, including:

- Work order management, data collection and reporting for field services.
- Onboarding, time sheet management and task tracking for human resources.
- Ticket management for helpdesk teams.
- Documents with custom workflows that simplify document management across cloud platforms.
- Lead uploads and geo lead functionality for sales teams.
- Custom workflow tools for expense management.

Aligning technology with the business

Organizations are increasingly dependent on IT systems to keep up with competitors. One-size-fits-all apps are falling out of favor as each company has unique needs. HokuApps provides the mobile development functionality you need to roll out apps that align with your specific operational demands.

HokuApps is a leading mobile application development platform provider. Our pre-built connectors and modules provide easy legacy app integration to the cloud and empower businesses to create custom solutions based around their specific operational demands. HokuApps provides the platform and tools needed to get proprietary apps rolled out in a matter of days.

For more information about HokuApps, visit www.hokuapps.com, follow us on Twitter and Facebook or reach out to us at support@hokuapps.com.

SOURCES

- <http://www.pwc.com/gx/en/ceo-agenda/ceosurvey/2016/transformation.html>
- <http://www.experian.co.uk/blogs/latest-thinking/silos-business-barriers/>

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