Comparison of The Top ETL Vendors

DATA IS THE LIFEBLOOD OF ANY MODERN ENTERPRISE.
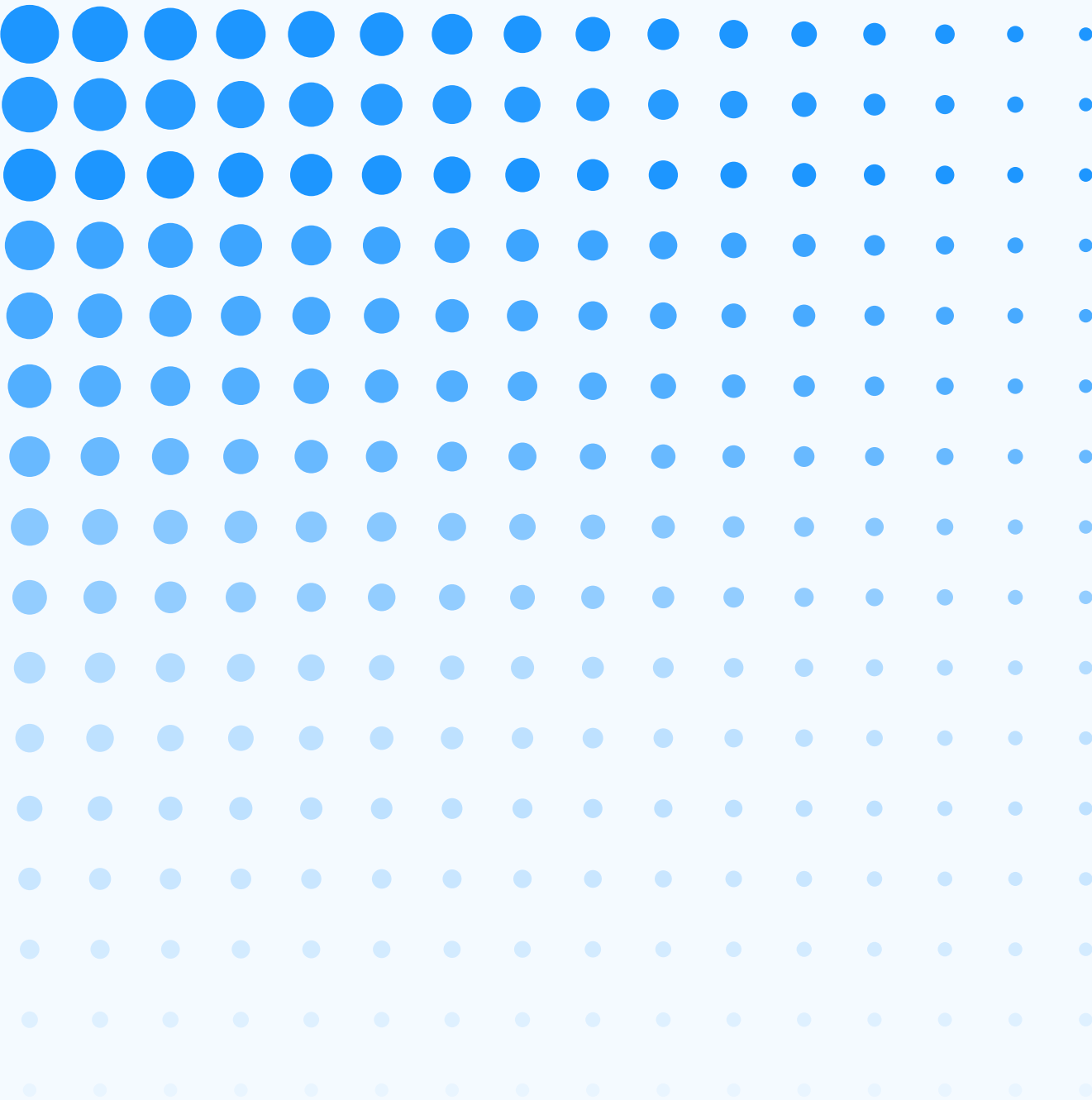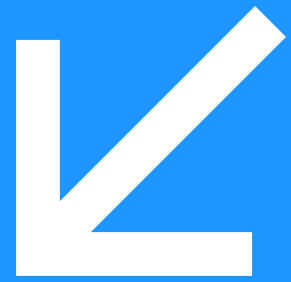
integrate.io

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INTRODUCTION

To be a thriving organization, you need systems that speak to each other seamlessly. You need fresh, reliable data for your analytics teams. And you need cast-iron data security to keep you safe.

Extract, Transform, Load (ETL) is your organization's heartbeat. It's a powerful automated engine that pumps data through your network, helping ensure that information is always in the right place at the right time. Cloud ETL allows you to transcend your local boundaries and engage with a vast ecosystem of online services.

All of this means that choosing a cloud ETL partner is one of the most important decisions you'll ever have to make. The right ETL can help deliver your most ambitious organizational goals. And, with the power of data analytics, you may discover new opportunities that would otherwise lie hidden.

Cloud ETL is a competitive market. You'll find plenty of options out there, each with its own pros and cons. In this guide, we'll offer objective information about four of the best providers: services from Integrate.io, Talend, Mulesoft, and Informatica. We'll study verified data from real business users and help you identify the best solution for your unique needs.

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WHAT IS G2?

G2 (formerly known as G2 Crowd) has been the go-to guide for enterprise software users since 2012. On the G2 site, you'll find detailed reviews for all major software solutions, as well as handy comparison tools that allow you to focus on the most relevant metrics.

G2 is more than just a Yelp for enterprise software, however. The site's USP is their rigorous approach to objectivity. Using AI tools, the G2 platform validates every post that appears on the site, helping them to weed out spam and malicious reviews Software companies can't leave glowing raves on their own software or negative attacks on their rivals.

This means that the reviews you see on G2 are highly reliable. They all come from real users who are sharing their professional experiences. As with any review site, the accuracy of the scores increases with each new review.

How G2 Arrive at its Numbers

When someone joins G2, the platform begins by verifying their email address. After this, users can choose any software that they use and create a review for it.

The review itself is a rolling questionnaire, so you can give each product a star rating and a short written review if you like. The platform will then ask a series of follow-up questions to try to learn more about how you use the product, which features you enjoy most, and

which problems you've encountered.

Crucially, G2 will also ask if you're a registered customer with the software provider. They verify this by asking for screenshots or proof of purchase, which helps confirm that all reviews are legitimate. If you work for the software provider – or one of its direct rivals – you can't leave a review.

After submission, G2 grades each review on a number of factors, such as the number of questions answered and the detail in each answer. Reviews are weighted, so you hear the most informed voices first.

The result is an independent, crowd-sourced overview of popular enterprise software. The ratings are, of course, a matter of opinion. You may not always agree with the G2 consensus on a particular service, but it's generally a very useful and accurate guide to the options available on today's market.

Vendors Compared in This Report

We're going to focus on four leading ETL platforms:

• Integrate.io

• Talend Cloud Integration

• Mulesoft Anypoint Platform

• Informatica Cloud Connectors

In the interest of objectivity, we'll consider four key aspects of each platform's G2 report. The metrics we'll look at are:

Return on Investment: Whether the ETL platform adds enough value to justify the cost

Customer Support: The technical and administrative support available to platform users
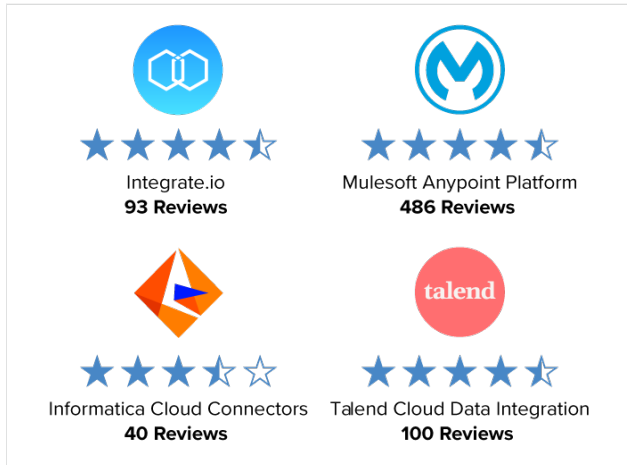
Overall Performance: Speed, security, efficiency, and other factors that impact value

Data Management: Specific data processes that allow for good data governance

All of these scores are available on G2.com for verification. In this report, we'll focus on the metrics that are most important when deciding which platform to choose for your business.

03

AVERAGE ROI

Integrate.io
93 Reviews

Mulesoft Anypoint Platform
486 Reviews

Informatica Cloud Connectors
40 Reviews

Talend Cloud Data Integration
100 Reviews

Why look at ROI?

Cloud services typically have a pricing structure that makes it hard to compare between providers. Cloud ETL is no different, with price variances related to data volumes, add-ons, and premium service. Prices advertised online might differ from the price on your quote, and your first bill might have an entirely different figure.

A more objective way to match prices is to look at Return on Investment (ROI). On G2 reports, this figure is measured in months rather than dollars. Essentially, it gives you an idea of when you'll begin to break even on your investment in ETL.

Why look at ROI?

Reviewers calculate their own ROI by analyzing any savings realized by using each ETL platform. This can include gains such as:

- Reduced costs from implementing other ETL solutions

- Savings on IT support for database integrations

- Value realized by the company from improved analytics

- Efficiency gains from having fast, reliable data pipelines

- New revenue generation opportunities arising from an improved data structure

Each reviewer estimates the dollar value of these gains, then compares them with the cost of setting up the ETL infrastructure. The final figure is the total number of months required to recoup the cost of investment.

For example, if a company estimates that their ETL solution is worth an extra $5,000 per month and their chosen solution costs $100,000, then they'll see a return on investment after 20 months.

If you're working on an improvement project, it's always a good idea to think about ROI before you get started. This will allow you to set realistic goals about the value you expect to see from your ETL solution.

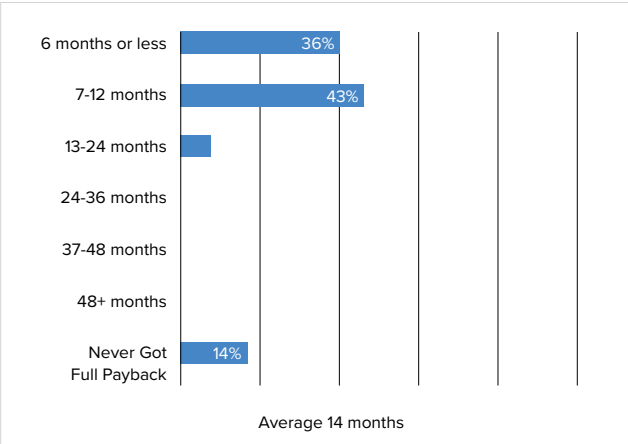## Which ETL platform offers the best ROI?

Based on the self-reported figures on G2, we can see the average time it took users to achieve a full return on their investment.

As you can see from this chart, Integrate. io generally takes least time to pay for itself:

Integrate.io	14 months
Informatica	15 months
Mulesoft	16 months
Talend	No data available

However, these figures don't tell the full story. Each company is a different use case, with unique strengths and weaknesses. All of these factors can affect the time required to benefit from new software. Let's take a look in more detail at how that breaks down by platform.
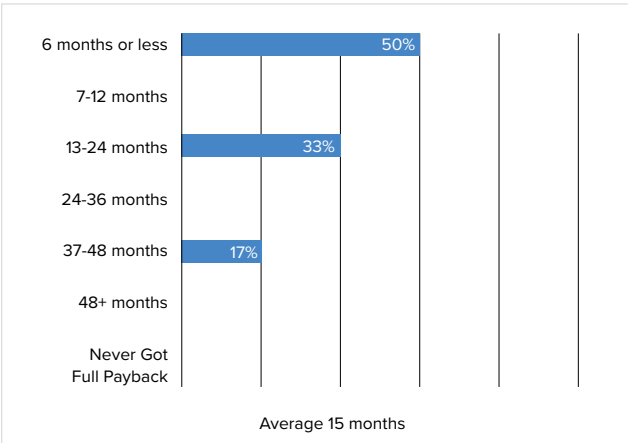
Integrate.io

6 months or less	36%
7-12 months	43%
13-24 months	
24-36 months	
37-48 months	
48+ months	
Never Got Full Payback	14%

Average 14 months

Integrate.io users reported an average ROI of 14 months overall,which is the best among the four platforms.

Looking closer at the graph, we see that over one in three Integrate.io users saw a return on investment within six months of adopting Integrate.io's ETL platform. Almost four-fifths of users achieved full ROI within a year.

Of the remaining 20%, a third of users saw value in their secondyear of using Integrate.io. The remainder is either still workingtowards full ROI or have discontinued usage.

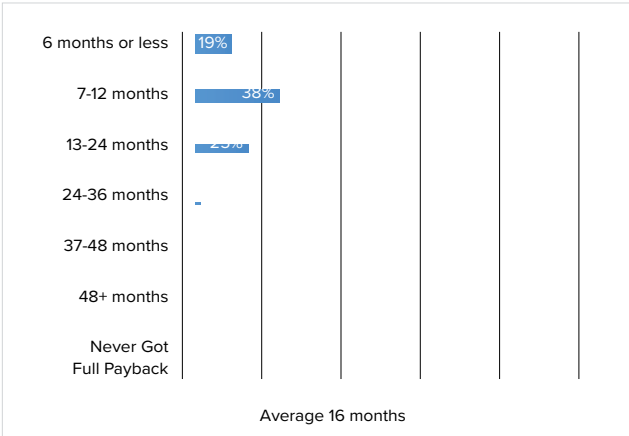|	
6 months or less	50%
7-12 months	
13-24 months	33%
24-36 months	
37-48 months	17%
48+ months	
Never Got Full Payback	

Average 15 months

Informatica

Informatica users were the quickest to get started, with 50% of them reporting that they achieved full ROI within six months.

However, this figure tails off with some disappointing results for others. One in three Informatica users needed up to two years to achieve full ROI, while one in six required as much as fouryears.

It suggests that there may be a learning curve with Informatica's product. Companies with the right processes already in place can move quickly to full ROI, while others may take some time to adapt. The end result is an average ROI time of 15 months.

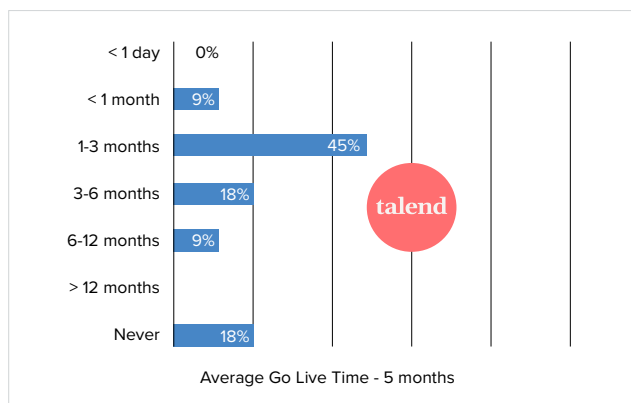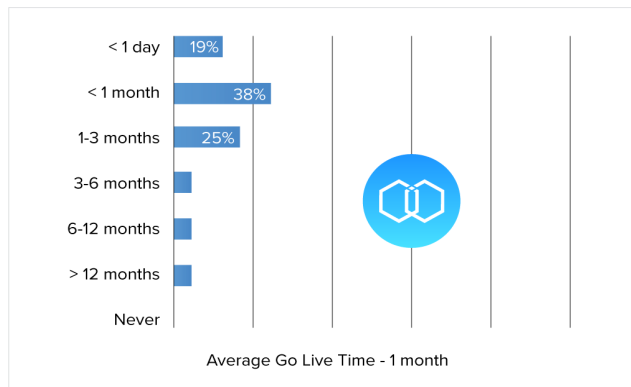|	
6 months or less	19%
7-12 months	38%
13-24 months	25%
24-36 months	
37-48 months	
48+ months	
Never Got Full Payback	

Average 16 months

Mulesoft

Mulesoft shows a variety of user experiences, with the majority of Mulesoft clients seeing value around the one-year mark. A healthy number of users (19%) see value in the first six months, but 25% need up to two years to recoup their costs.

Worryingly, there are a substantial number of users who need several years to achieve full ROI. A total of 18% of users said that they needed over two years, with 6% requiring over four years.

The net result is an average ROI of 16 months for Mulesoft users.

Informatica

G2 doesn't offer ROI figures for Talend. However, we can view the average Go Live time, which is the months required to get an ETL project off the ground. This figure would have a major impact on ROI.

< 1 day	19%
< 1 month	38%
1-3 months	25%
3-6 months	
6-12 months	
> 12 months	
Never	

Average Go Live Time - 1 month

< 1 day	0%
< 1 month	9%
1-3 months	45%
3-6 months	18%
6-12 months	9%
> 12 months	
Never	18%

Average Go Live Time - 5 months

The figures show that the majority of Integrate.io users are live and in production within a month, with only 16% needing longer than that. In comparison, Talend users typically require up to three months to launch their new ETL infrastructure

Customer Use Case

By implementing Integrate.io, interface design and prototyping tool **UXPin** was able to enrich their marketing data within Salesforce resulting in improved outreach and an increase of **$28K monthly recurring revenue**. UXPin during their rapid expansion found it difficult to power their sales and marketing team with customer 360 insights that resulted in an increased Customer Acquisition Cost (CAC), through the enrichment of lead data with Integrate.io they were able to effectively identify revenue generating marketing campaigns and focus marketing spend. UXPin were also able to use Integrate.io to power churn prediction modelling, increasing insights into customer behaviour to allow UXPin to engage with the right customer at the right time.

04

CUSTOMER SUPPORT

ETL is a crucial part of your data infrastructure. If your ETL falls down, you need it back as soon as possible. If it's vulnerable, you need it patched immediately. If you require a reconfiguration, it's probably related to an urgent business need.

All of these requests go through the support desk, which means that you need a smart, responsive support team behind your ETL. On-premise ETL is falling out of favor for precisely that reason – the cost of providing 24/7 support is prohibitive.

When you use a cloud ETL solution, your service provider takes on a lot of the support responsibility. Their service level obligations mean that they respond quickly to incident reports, and they're always working in the background to head off threats and prevent outages.

But not all customer support teams are created equally. Providers might offer different levels of support based on your package, and they may charge extra for premium support.

When you do speak to someone, you may or may not find that they understand your needs.

A great customer support team feels like they're working in-house. They speak your language, understand your architecture, and know how to help you meet your goals. A great product reduces your reliance on support by offering sophisticated self-help tools so you can fix your problems with a few
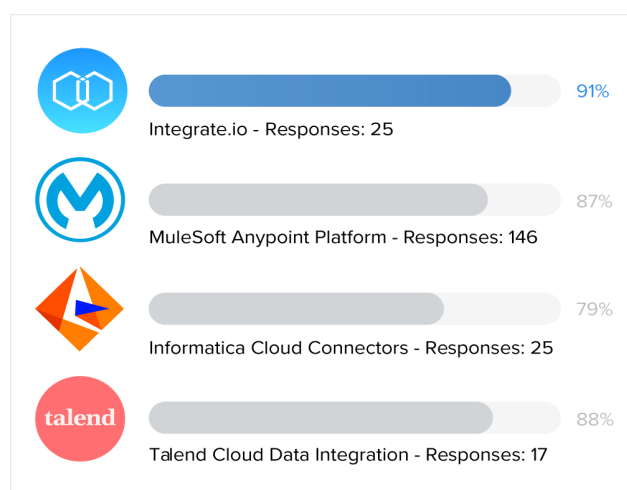
clicks.

Comparison of Customer Support Across Cloud ETL Providers

G2 offers a few distinct metrics that we can look at to get a clear picture of the level and nature of support available. The main categories we'll consider are:

• Ease of doing business with

• Quality of support

• Ease of use

• Ease of admin
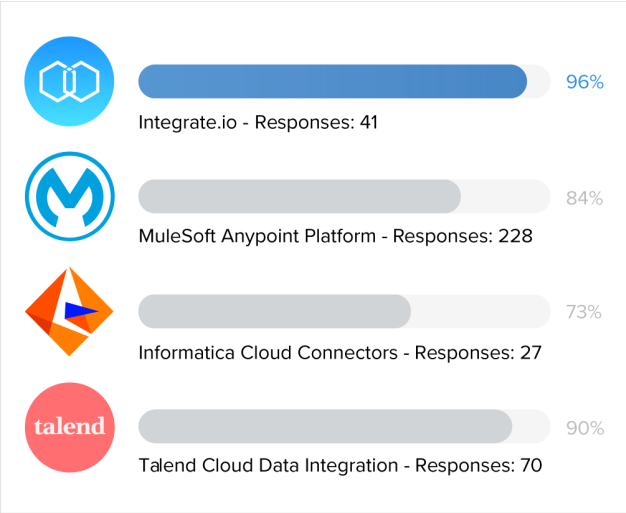
Here's how the four vendors compare.

Ease of Doing Business With

Integrate.io - Responses: 25 **91%**

MuleSoft Anypoint Platform - Responses: 146 **87%**

Informatica Cloud Connectors - Responses: 25 **79%**

Talend Cloud Data Integration - Responses: 17 **88%**

This metric is about the overall customer perception of the entire relationship. Is it a pleasure to speak with the cloud ETL provider? Or does each call seem to lead to further headaches? This data point looks at the entire relationship with the provider, including the sales process.

The clear winner here is Integrate.io, with 91% of customers saying that they find them easy to deal with. That's down to their superb customer success team, who combine technical expertise with meaningful business insights. The Integrate.io philosophy is to support partners in all circumstances, and the numbers above bear it out.

Quality of Support

Integrate.io - Responses: 41 — 96%

MuleSoft Anypoint Platform - Responses: 228 — 84%

Informatica Cloud Connectors - Responses: 27 — 73%

Talend Cloud Data Integration - Responses: 70 — 90%

Quality of support is a measurement of those times when you have to contact the support team, whether it's an emergency, a feature request, or you're just seeking some advice. This figure covers a number of factors, such as:

• Can you speak to someone when you need to?

• Does that person understand your needs?

• Does the response time meet expectations? Is it possible to track the state of incidence reports?

• Is support provided as part of your package?

• If not, is it reasonably priced?

As you see, Integrate.io is the clear winner here, with nearuniversal praise for its support. Again, this is down to Integrate.io's customer-centric philosophy, plus our local team of expert support people.
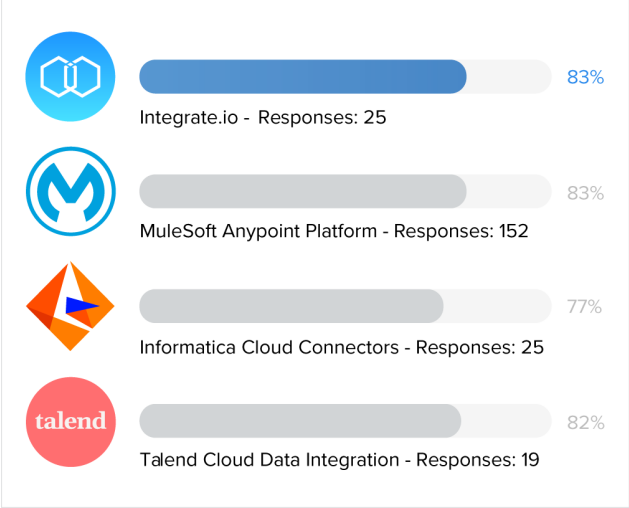
Ease of Use

Integrate.io - Responses: 41 — 81%

Informatica Cloud Connectors - Responses: 29 — 76%
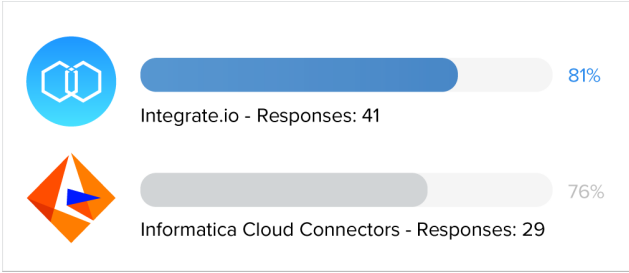
Ease of use is an important aspect of customer support. If a tool is intuitive and user-friendly, you won't have to place as many calls in the first place. ETL is an extremely complex process, so creating an easy to use front-end is quite an achievement in itself.

While G2 does not record Ease of Use scores for Talend and Mulesoft, we see that Integrate.io scores a healthy 81%, easily beating Informatica's score. Integrate.io's front-end is slick, simple, and designed to empower non-technical users.

Ease of Admin

Integrate.io - Responses: 25 — 83%

MuleSoft Anypoint Platform - Responses: 152 — 83%

Informatica Cloud Connectors - Responses: 25 — 77%

Talend Cloud Data Integration - Responses: 19 — 82%

How difficult is it to manage the platform and resolve your own problems? This category is almost a dead heat between the top three providers—Integrate.io ties with Mulesoft for the lead, with 83% saying that the admin tools are user-friendly.

Most users would agree that any cloud-based ETL solution is a vast improvement on the alternatives, such as an on-premise solution. It's easier to integrate a cloud solution with

other cloud services, like data warehouses. Viewing and managing connections is also easier with a unified admin tool.

Why Integrate.io Stands Out

As we've seen, Integrate.io is the strongest performer across the board. Customers who choose Integrate.io have a hassle-free experience, with expert help available when they need it.

A lot of this is to do with Integrate.io's commitment to customer success. Our entire team is passionate about helping customers to harness the power of their data. Integrate.io's support is fast, responsive, and empathetic.

Of course, the Integrate.io platform itself plays a major part. Integrate.io's interface is versatile and user-friendly by design. Businesses can build sophisticated data pipelines even if they don't have a huge amount of in-house technical expertise. Once they're up and running, most Integrate. io pipelines work quietly in the background without needing any additional support.

05

OVERALL PERFORMANCE

ETL is an enabling technology, one that adds value to every part of your organization. Operations, marketing, management, compliance, and analytics all depend on a smooth flow of information between databases.

Naturally, this means that ETL technology is phenomenally complex. Developers face challenges like dealing with unstructured data, integrating disparate sources, managing data availability, and decoupling storage from processing. All of this has to happen in a way that's fast, secure, and in line with compliance regulations.

As a user, you don't have to worry about this complexity. It all happens behind the scenes, while Integrate.io's visual interface makes data integration seem like a piece of cake. But as you scale up and scale out these systems, you start to understand how performance levels can impact your goals.

Comparing Performance Between Platforms

It's not easy to benchmark and compare ETL platforms, as each platform excels in certain areas and not in others. G2 doesn't provide a straightforward performance metric that we can compare across platforms.
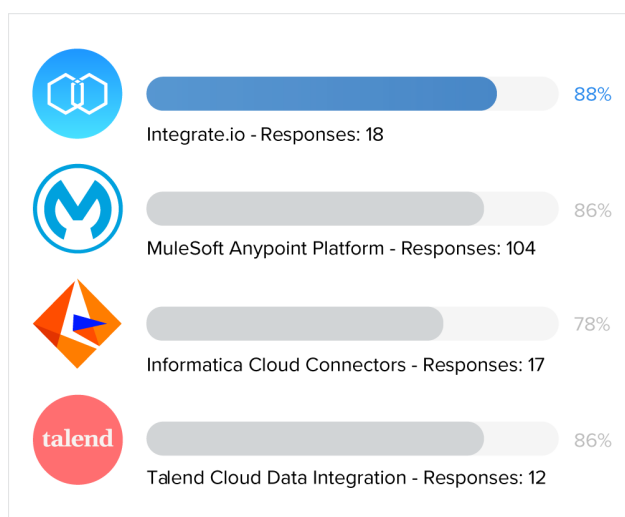
Instead, G2 offers ratings on a number of vital functions, such as:

- Performance and reliability

- Big Data processing

- Test to production

- Managed File Transfer

- Data Virtualization

- Quality of connectors

Let's look at each of these in turns and see how the platforms perform. Note that some of these data points are unavailable for Talend.
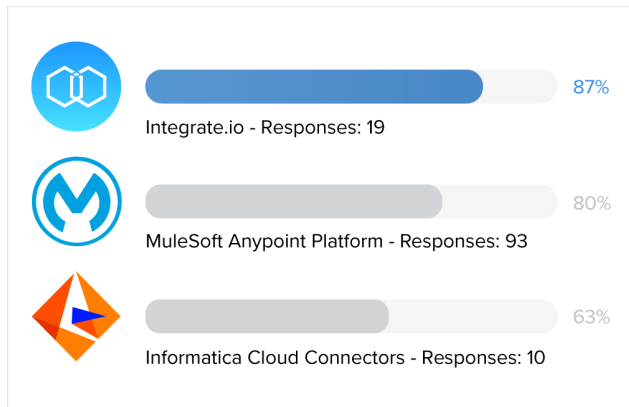
Performance and Reliability

Integrate.io - Responses: 18	88%
MuleSoft Anypoint Platform - Responses: 104	86%
Informatica Cloud Connectors - Responses: 17	78%
Talend Cloud Data Integration - Responses: 12	86%

Performance and reliability are perhaps the most important metrics. They describe basic aspects of the service, including speed, uptime, security, and stability. A platform that scores highly in this category is one upon which your business can rely.

We're pleased that Integrate.io is the winner here, with an 88% rating by real-world users. In the extraordinarily challenging world of data integration, it's a real achievement to offer such a reliable service.
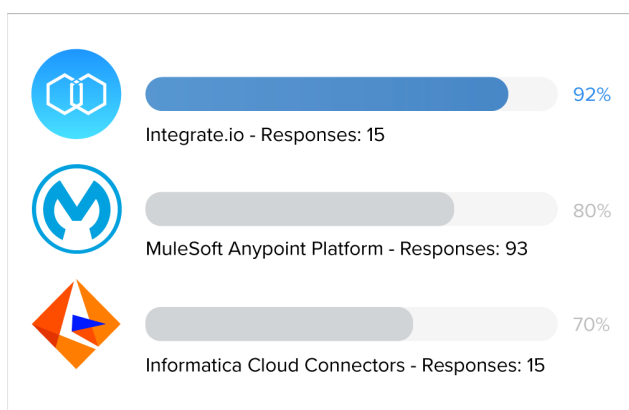
Big Data Processing

Integrate.io - Responses: 19 — 87%

MuleSoft Anypoint Platform - Responses: 93 — 80%

Informatica Cloud Connectors - Responses: 10 — 63%

Most ETL services only work with relational data. This is fine when you're dealing with SQL databases, but the rise of Big Data has created a demand for unstructured data processing. Big Data Processing means that the ETL platform also supports ELT (Extract, Load, Transform) and ETLT (Extract, Transform, Load, Transform). It also means that the platform connects with Big Data repository structures, otherwise known as data lakes.

Again, we see that Integrate.io is the clear winner here, mainly thanks to its sophisticated ELT support. Integrate.io also integrates automatically with Big Data repositories like BigQuery and Snowflake.
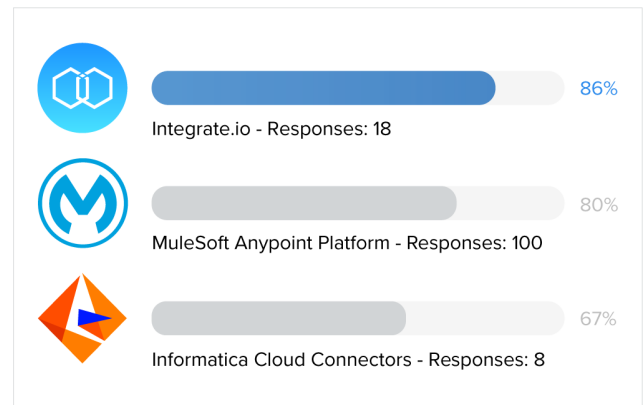
Test to Production

Integrate.io - Responses: 15 — 92%

MuleSoft Anypoint Platform - Responses: 93 — 80%

Informatica Cloud Connectors - Responses: 15 — 70%

When a new data source comes online, you'll need to integrate it as soon as possible. But you need to do this right, which means carefully documented testing before the integration goes live. Your ability to test will depend on the tools available on your chosen ETL platform.

From the figures above, we again see a high level of satisfaction with Integrate.io. This is due to the interface that is easy to use while also offering a high level of visibility into data flows. Integrate.io users can launch new integrations quickly while being certain of excellent levels of data quality.
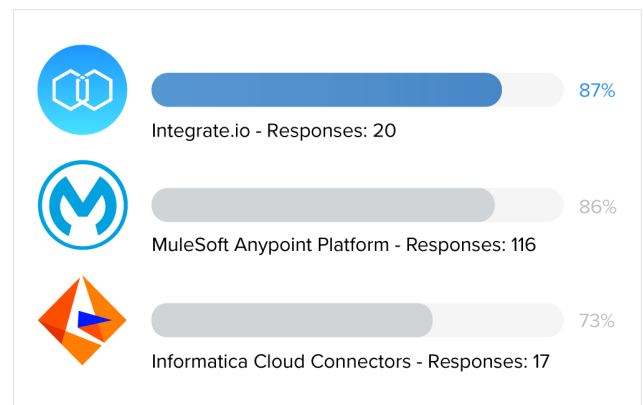
Data Virtualization

Integrate.io - Responses: 18 — 86%

MuleSoft Anypoint Platform - Responses: 100 — 80%

Informatica Cloud Connectors - Responses: 8 — 67%

Data virtualization is essential for providing real-time analytics and reporting. The right ETL tool can provide your analytics team with a high-speed view of live data, allowing them to offer timely insights to business leaders.

This is another area where Integrate.io edges out the competitors, with 86% of Integrate.io users impressed by the platform's capacity for virtualization. Much of this is due to Integrate.io's expansive integration library, which allows you to connect with the most sophisticated analytics and BI tools.

Quality of Connectors

Integrate.io - Responses: 20 — 87%

MuleSoft Anypoint Platform - Responses: 116 — 86%

Informatica Cloud Connectors - Responses: 17 — 73%

An ETL platform is only as good as its connectors – the automated interfaces that link to each source. You can code these connectors by hand, but many platforms

offer an integration library. This allows you to create a new connection with just a few clicks. So, for example, if you wanted to connect to Salesforce, you would select Salesforce in the visual interface, provide your Salesforce credentials, and create the connection.

Integrate.io wins again here, probably due to its library of built-in integrations. There are over 120 integrations available, linking to repositories, analytics and BI systems, and popular production databases. The Integrate.io interface also makes it really easy to map connections so that you can easily integrate data sources.

Why Integrate.io Stands Out

Integrate.io gets all of the fundamentals right. It's a rock-solid product with an excellent performance record, easily meeting user expectations.

Integrate.io is also highly configurable. When users want to perform a complicated action, such as integrating a new data source, they can usually do so in a few clicks without impacting performance. This ease of use is built on a foundation of sophisticated technology, allowing Integrate.io to deal with most use cases.

06

DATA MANAGEMENT

Above all else, ETL is about data. A great ETL platform can perform complex operations on data, helping you to cleanse, validate and integrate the contents of your data warehouse.

ETL will also play a role in implementing your data governance policy – the internal rules that dictate what happens to your data. It does this in a number of ways, such as providing greater visibility and helping to protect sensitive data. Your ETL platform should help you stay compliant with the CIA triad: Confidentiality, Integrity, and Availablity.

ETL platforms all work on a three-stage process:

- Extract: The ETL connects to sources, such as your production databases, and retrieves all of the data in its raw form.

- Transform: The ETL has a small intermediate database, known as the staging layer. Here, the ETL will perform transformations according to your specifications. This can include hiding sensitive data, checking values, and merging tables.

- Load: Finally, the ETL pushes the transformed data into a specified location, such as a data warehouse. Because the data is now in the right format, the ETL can integrate it with existing warehouse data.

As you see, there is some quite complex data manipulation at each stage of the process. For the most part, these processes will be invisible to the end users, but it's good to understand how well they work.
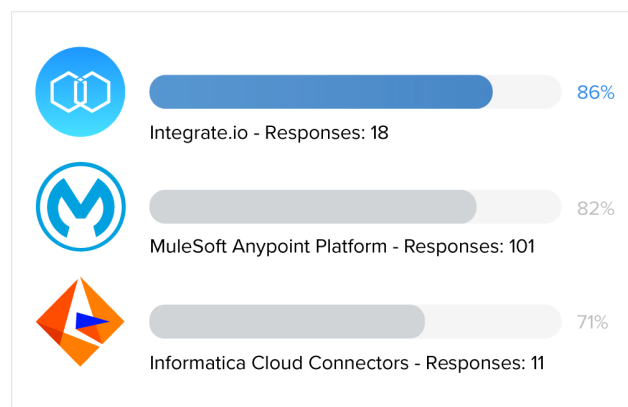
Which platform has the best data management?

G2 measures some specific data management functionality for all three platforms (once again, information on Talend's performance is not available). They are:

- Master Data Management

- Data Masking

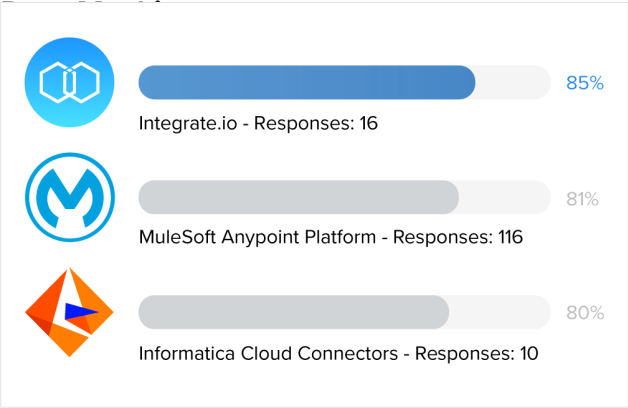- Internationalization

- Data Chunker

Let's take a look and see how the platforms compare.

Master Data Management

Integrate.io - Responses: 18	86%
MuleSoft Anypoint Platform - Responses: 101	82%
Informatica Cloud Connectors - Responses: 11	71%

When you have data spread across multiple systems, conflicts can sometimes creep in. For example, a customer might enter one address on the eCommerce platform but a different address on a marketing platform. Which one is correct? Master Data provides your business with a Single Version of Truth that can eliminate conflicts.
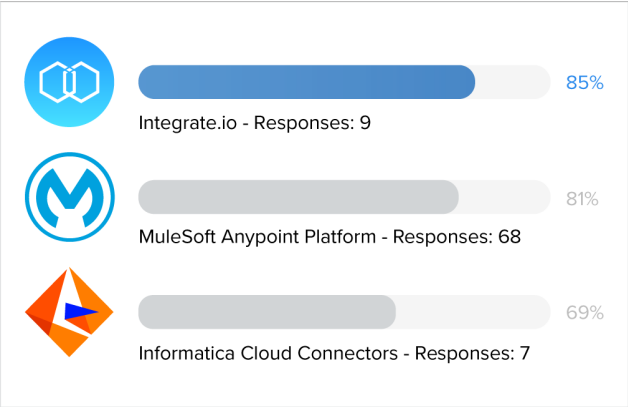
Integrate.io again offers the best overall support for Master Data Management processes. This is down to a number of factors, such as Integrate.io's speed, responsiveness, and broad integration library. Integrate.io can bring all of your data sources together, creating clarity across the enterprise.

Integrate.io - Responses: 16	85%
MuleSoft Anypoint Platform - Responses: 116	81%
Informatica Cloud Connectors - Responses: 10	80%

When you're moving sensitive data between locations, you have to take care to hide it. This is especially true if it's Personal Identifiable Information (PII), which carries a regulatory responsibility for protection. The best approach is to mask the data, which means hiding the sensitive values so that it can't fall into the wrong hands. You may need a method for unmasking the data when it arrives at the other side.

Integrate.io scores well here for two reasons. First, the easy-touse visual interface allows users complete control over data transformations. It's easy to apply a masking transformation to any field so that sensitive values aren't transported outside of the organization. Second, Integrate.io supports field-level encryption. This technology applies an unbreakable cipher before it leaves your databases. Only someone with the access key can decrypt it.
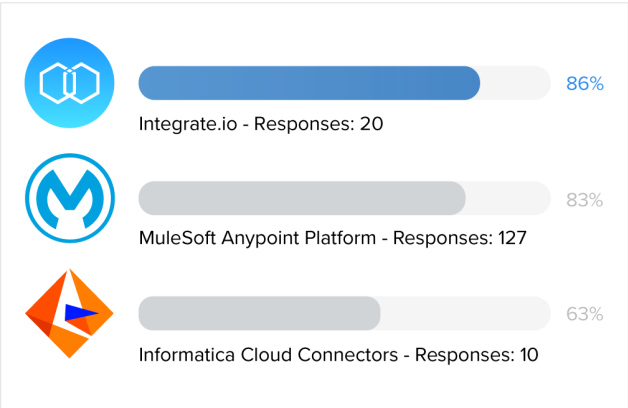
Internationalization

Integrate.io - Responses: 9	85%
MuleSoft Anypoint Platform - Responses: 68	81%
Informatica Cloud Connectors - Responses: 7	69%

In an international world, we need data infrastructures that support information from all around the globe. Internationalization (also known as i18n) can mean small things, such as changing currencies or altering MM/DD dates to DD/ MM. It can also involve recognizing entirely different character sets or working with entirely new data formats.

Integrate.io again dominates this category thanks to its innovative transformation engine. Integrate.io can handle a wide range of character sets and data formats, making it easy to transpose data from one source to another. With an i18n rating of 85%, it seems that users feel that Integrate.io allows data to flow from anywhere in the world.

Data Chunker

Integrate.io - Responses: 20	86%
MuleSoft Anypoint Platform - Responses: 127	83%
Informatica Cloud Connectors - Responses: 10	63%

Chunking is important when working with Big Data or large files. Large files are most vulnerable to data loss, as a glitch in transmission could destroy the integrity of the whole file. Chunking is the process of breaking data into more manageable chunks and then performing organized sequential transfers. When all chunks arrive at the

destination, the ETL platform can reassemble the data on the other side.

This is another category where Integrate.io emerges as the audience favorite. Integrate.io uses a host of sophisticated techniques to ensure speed and accuracy when moving data between locations. There are strong verification protocols to guarantee that data will always be free from corruption or loss when it arrives at its ultimate destination.

Why Integrate.io Stands Out

Why is Integrate.io once again the standout performer in this category? It's because Integrate.io is built to be a secure, scalable solution that can adapt to any use case.

We know that the world of ETL is constantly evolving. Business users want to adopt new technologies and explore new possibilities. But they also have to brace for regulatory changes that impact the way they process sensitive data.

Integrate.io's solid infrastructure is all about being ready for the future. The Integrate.io platform will always be a favorite in the Data Management category because it has the most solid foundations.

07

CONCLUSION

This report has focused on the metrics that are most relevant to business decision-makers. We're proud that Integrate.io has performed so well in all of these categories.

If you'd like to know more, or you'd like to look at other metrics, you can consult the public data available on G2.com. You'll see that Integrate.io consistently outperforms the competition in every category that matters.

Ultimately, however, reviews don't really matter. Your data objectives are what matters, and the real question is whether Integrate.io can support those goals.

Hopefully, this guide will give you some insight into the kinds of questions that you should ask when choosing a cloud ETL vendor. Questions such as:

• How will ETL add value to my company?

• When can I expect to see a return on my investment?

• Who will help me get set up?

• Who can I call if things go wrong?

• Is the platform reliable?

• Is it fast?

• Is it secure?

• Do I need tech support to integrate sources, or can my team do it themselves?

• Does this platform align with my data governance policy?

• Will the platform help me stay compliant with relevant data laws?

• Will this platform support my analytics team?

• As my business grows, will I be able to scale up?

There's a lot to consider, and there's a lot at stake. Your organization is deeply dependent on getting this decision right.

One great way to help focus your decision-making process is to take a closer look at the options available to you.

Book an appointment for your free demo today at

www.integrate.io/calendly