Get the Most Out of Your Company Data With Integrate.io's Reverse ETL

integrate.io

Table Of Contents

01

INTRODUCTION

In the ever-changing world of business, data is becoming a more integral part of daily operations.

Therefore, learning how to properly and efficiently handle and manage data is becoming more important than ever too. If you're ready to start getting the most out of your company's data, then it's time to see what the Integrate.io platform has to offer.

With Integrate.io's ETL and Reverse ETL, your organization will be able to optimize data and reduce implementation time too. Read on to learn more about ETL, Reverse ETL and how the Integrate.io platform can start helping your company get the most of your data today.

02

UNDERSTANDING REVERSE ETL

For any data-driven organization, ETL is a critical piece of technology to understand.

Essentially, ETL powers data analytics and is fundamental to modern data management. While Reverse ETL has just as much importance as traditional ETL, it's good to understand the traditional three-step process of ETL before trying to understand Reverse ETL. Read on to learn more about the concepts of traditional ETL and Reverse ETL below.

1 TRADITIONAL ETL

In the 1970s, the concept of ETL emerged to collect data from various locations and store it in a centralized repository for analytics and reporting. As its name indicates, ETL, which stands for Extract, Transform, Load, is a three-step process. Naturally, the three steps include extracting data, transforming data, and loading data. Check out more about these three steps below.

Extract

In the first step of ETL, data is extracted from one or more locations. These sources of information can include:

- Relational and nonrelational databases
- Flat files such as XML, JSON, CSV, Microsoft, Excel spreadsheets, and more
- SaaS applications and platforms
- Third-party websites
- Text files
- APIs or application programming interfaces
- System logs and metadata
- Analytics and monitoring tools

Transform

In the second step of ETL, the previously extracted data is transformed in preparation for future storage in a centralized location.

Potential data transformations of extracted data may include:

- Sorting data so that there is a certain order
- Limiting data you've extracted to just a few fields
- Rearranging unstructured data into a structured format
- Cleaning data to eliminate duplicate or out-of-date records

Load

In the third and final step of ETL, transformed data is loaded into a centralized target location. Most commonly, transformed data is loaded in a data warehouse or data lake. Data warehouses are utilized by many organizations as a data management system where large amounts of structured information can be stored. Data lakes are also a popular target of ETL as they serve as a centralized repository that can store both structured and unstructured information.

- Data Warehouses: A common target for ETL where structured information can be stored.
- Data Lakes: A common target for ETL where both structured and unstructured information can be stored

Related Reading: Data Lake vs. Data Warehouse: 7 Critical Differences

Overall, ETL has served as the backbone of many organizations' data integration efforts for the last half-century. The process of extracting data, transforming data, and loading data into a centralized repository has helped countless organizations have access to the freshest and most accurate information possible.

Related Reading: How Does ETL Work?

2 REVERSE ETL

Now that the process of traditional ETL has been outlined, it's time to take a look at the process of Reverse ETL. Essentially, in the process of reverse ETL, the sources and targets are inverted. This means that the standard ETL targets of data warehouses and data lakes are instead treated as sources and the traditional ETL sources such as relational and nonrelational databases, SaaS applications and platforms, APIs, or third-party websites are treated as targets. The goal of this process is to make data more operational. Check out more about the differences between traditional ETL and Reverse ETL below.

Related Reading: [Reverse ETL: What You Need to Know]

Important Differences Between ETL and Reverse ETL

The following are some important differences between ETL and Reverse ETL when it comes to sources and destination, use cases, and applications.

Sources and Destinations

- ETL transfers data from one or more sources into a central repository like a data warehouse or data lake.
- Reverse ETL transfers data out of a central repository like a data warehouse or data lake into more or more operational systems.

Users

- ETL is mainly used by IT professionals and data analysts who have the skills to run business intelligence workloads inside data warehouses or data lakes.
- Reverse ETL puts the power in users who are less technically skilled as it makes data available to users of operational systems.

Applications

- ETL is traditionally used by data scientists and business analysts to create dashboards and reports.
- Reverse ETL is traditionally used by business owners, sales teams, marketing teams, and customer support professionals to access accurate and up-to-date data from within the systems they use.

Common Applications of Reverse ETL in Business

The following are some common applications of Reverse ETL within a typical business.

Customer Relationship Management or CRM Software

Overall, one of the most common applications of Reverse ETL is for customer data, such as transferring data from a data warehouse to a CRM system like Salesforce.

Enterprise Resource Planning or ERP Software

Reverse ETL is also commonly used when moving data from a data warehouse to an enterprise resource planning system. ERP software has a wide variety of functionalities, from finance and accounting to logistics, human resources, manufacturing, and more. Reverse ETL helps facilitate more intelligent use of ERP systems, delivering better and more useful ideas and insights.

Customer Support

When it comes to customer support, the use of Reverse ETL proves especially useful. Essentially, the process helps deliver all the data and insights customer support professionals need to excel in their roles.

Business Intelligence or BI and Analytics

Reverse ETL is also great for moving data from data warehouses into dedicated BI and analytics platforms like Tableau, Qlik, Microsoft, and more. The ability to move data to this platform efficiently provides businesses with the ability to make better informed and tactical decisions based solely on the analytics of their data.

Data Governance

Finally, the use of Reverse ETL also proves beneficial in improving overall data governance. Data governance simply refers to the framework of policies and regulations that govern your companies' data management practices. Overall, Reverse ETL helps data teams free up some of their time by making it easier to manage and monitor data.

Related Reading: State of the Reverse ETL

03

REVERSE ETL AND INTEGRATE.IO

Now that the processes of both traditional ETL and Reverse ETL have been outlined, it's time to discover how to begin integrating these processes into your organization to start gaining from their many benefits as soon as possible. With Integrate, you will gain access to a full toolkit of ETL tools that will help transform your existing data warehouse into the new heartbeat of your organization. Check out more about how Integrate.io and Reverse ETL can help your organization below and how they can begin supplying you with more actionable data across all teams within your organization today.

1 BOOST OPERATIONAL ANALYTICS

With Integrate.io and the platform's Reverse ETL solutions, your organization will be able to boost your overall operational analytics. While it can be difficult to pull data from your data warehouse for operational use, Integrate.io's Reverse ETL solutions transform the entire process from complex to simple in just a few clicks.

Whether you're looking to move data from your data warehouse to power CRM, ERP, or SaaS software, Integrate.io will be there to make the job simple. By working with Integrate.io, your data will instantly become more useful and your organization will instantly be able to make better and more informed business decisions.

2 GET DAILY DATA-DRIVEN INSIGHTS

Along with boosting operational analytics, Integrate.io's Reverse ETL solutions also provide your organization with daily data-driven insights. As time passes, data warehouses become messy where there are either too much data to sort through or too many data silos to break down. Luckily, the Integrate.io platform is there to help you break down data silos and begin implementing better data management practices. When better data management practices are implemented, data becomes more useful by providing more accurate and data-driven insights.

Common Integrations

- Oracle
- Salesforce
- Redshift
- Google BigQuery

Integrate.io provides access to over 200 integrations. Check out the full list of Integrate.io's integrations here!

Need more convincing about the many benefits Integrate.io's Reverse ETL solutions can provide your organization? Check out the experience one of our valued customers has had with the Integrate.io platform below!

Real Customer Experience

"Integrate.io makes it much easier to extract and analyze data from disparate systems. More importantly, it gives us back our time to focus on making decisions and taking action based on insights."
Alex Townsend, Senior Business Analyst, iCharts

Related Reading: How To Simplify The ETL Code Process with Low-Code Tools

04

CUSTOMER 360 INSIGHTS WITH INTEGRATE.IO

While Integrate.io's Reverse ETL solutions are great, the Reverse ETL solutions are just one small aspect of the powerful Integrate.io platform.

When working with Integrate.io, you also gain access to Integrate.io's Customer 360. As a business, the relationship you build with customers is essential to your overall success. With Customer 360 Insights with Integrate.io, building great customer relationships will be easier than ever before. Check out more about the many benefits of Integrate.io's Customer 360 Insights below.

1 EMPOWER YOUR CUSTOMER DATA

The biggest benefit of Integrate.io's Customer 360 Insights is that it provides your company a 360-degree view of every individual customer's data. This includes all interactions a customer goes through when interacting with your business website, from simple website inquiries to product or service purchases. Integrate.io's Customer 360 empowers your customer data by better measuring the effectiveness of your organization, leading to improved customer experiences and increased customer engagement.

Along with providing improved customer experiences and increasing customer engagement, Integrate.io's Customer 360 also helps to reduce customer churn. Customer churn or customer attrition is simply the rate at which customers who initially purchase one of your products or services end their business relationship with your company. Some common causes of customer churn include:

- Price - One common reason for a high customer churn rate is the price companies set on their product or service. If products or services aren't differentiated through strong branding that truly separates them from competitors, consumers will almost always go with the most cost-effective solution.

- Product or Market Fit - Poor product or market fit is another common reason for a high customer churn rate. When misalignment occurs between consumer desires and company offerings, many customers are lost in the process. It's always good to monitor the wants and needs of consumers to avoid losing current customers down the line.
- User Experience - Another common reason for a high customer churn rate is that customers have a bad experience due to a buggy, glitchy, or generally difficult experience on a sales page or website. A glitchy sales website will also illustrate a company as unreliable. Therefore, losing even more customers in the process.
- Customer Experience - A final reason for a high customer churn rate is often the result of providing current customers with a bad or even just lackluster experience. When customers don't receive the service or experience they are looking for, they will likely go looking elsewhere to receive similar products or services.

Some common causes of customer churn include:

- Revenue Churn - Referring to not making as much revenue from your customer base as you previously had been.
- Competitor Intervention - Referring to the loss of customers to other competitors.
- Unsuccessful Onboarding - Referring to the loss of customers due to not providing enough guidance to receive the benefits of the products or services you sell.
- Desired Feature or Functionality - Referring to the loss of customers as a result of your product or services no longer filling the needs or desires of the consumer.
- Plateaued Growth - Referring to customer loss as the business grows and changes over time, no longer meeting the needs of the past consumer base.

To avoid high customer churn rates or rectify the situation, it's important to be able to decipher the reason why the company is losing so many customers. Overall, the following steps will come in handy when trying to identify the reason for high customer churn rates and when trying to rectify the situation.

- Step 1: Establish Customer Churn Metrics
- Step 2: Gather Customer Feedback
- Step 3: Prioritize Customer Service
- Step 4: Monitor Customer Experience Across Your Business Platforms
- Step 5: Work With Integrate.io to Gain a Full Understanding of Your Customer's Experience

2 PRE-BUILT DATA CONNECTORS

Along with empowering your customer data, the Integrate.io platform also provides access to over 200 pre-built data sources and destinations. These pre-built data sources and destinations make it incredibly quick and easy to deploy Reverse ETL pipelines. In the end, this is extremely beneficial for organizations, as it reduces the time it takes to load your datasets by up to 93 percent.

Common Integrations

- HubSpot
- Salesforce
- NetSuite
- Google BigQuery

Integrate.io provides access to over 200 integrations. Check out the full list of Integrate.io's integrations here!

Related Reading: 10 Predictions for the Future of Data Governance

05

REDUCE TIME TO IMPLEMENTATION WITH INTEGRATE.IO'S REVERSE ETL

Along with the many other benefits already outlined, Integrate.io's Reverse ETL solutions also help to reduce the time it takes for implementation.

Check out more about how the Integrate.io platform cuts down implementation time through a simple pipeline setup below.

1 SIMPLE PIPELINE SETUP

With Integrate, you gain access to a simple pipeline setup. This means you no longer have to wait around and rely on your engineering team to get the reports you need from the data warehouse. Ultimately, with Integrate.io's easy-to-set-up data pipelines, you will not only save time but also reduce the number of errors that occur when pulling the data you need. Overall, this system ensures that you maintain strong peace of mind when working with data and simply ensures that pipeline setup is always simple and easy to use when working on the Integrate.io platform.

2 RAPID IMPLEMENTATION

In most scenarios, onboarding new tools can take teams well over a month to begin implementing. However, with Integrate.io, there is no waiting around and rapid implementation is the go-to. With Integrate.io, your data pipelines will be set up within a few hours through streamlined no-code and low-code implementation. Your whole team can even be fully implemented within the first week with Integrate.io. If you want to reduce time to implementation, then you need to contact the team at Integrate.io today.

Common Integrations

Snowflake

Zendesk

Google Ads

Postgres

Integrate.io provides access to over 200 integrations. Check out the full list of Integrate's integrations here!

Need more convincing about the many benefits Integrate's Reverse ETL solutions can provide your organization? Check out the experience one of our valued customers has had with the Integrate.io platform below!

Real Customer Experience

"Before Integrate...every Monday, our consultant was spending 3 ½ hours to manually do the reporting. It was insane. With Integrate, any analysis I want to do is just instant. It's like a little miracle every day."

Joe Marcus, Director of Analytics

Related Reading: What is the Best Way to Move My Data Securely?

06

CONCLUSION

In conclusion, there are many benefits associated with Integrate's Reverse ETL. Some of the key benefits associated with the Integrate.io platform's Reverse ETL include boosting operational analytics, gaining data driven-insights, empowering your customer data, access to simple data pipeline setup and rapid implementation.

Understanding Reverse ETL

- Traditional ETL
- Reverse ETL

Reverse ETL and Integrate.io

- Boost Operational Analytics
- Get Daily Data Driven-Insights

Customer 360 Insights with Integrate.io

- Empower Your Customer Data
- Pre-built Data Connectors

Reduce Time To Implementation with Integrate's Reverse ETL

- Simple Pipeline Set-up
- Rapid Implementation

Need more convincing about the many benefits Integrate's Reverse ETL solutions can provide your organization? Check out some of the experiences of our valued customers below!

Real Customer Experiences

"Integrate.io makes it much easier to extract and analyze data from disparate systems. More importantly, it gives us back our time to focus on making decisions and taking action based on insights."

Alex Townsend, Senior Business Analyst, iCharts

"Before Integrate...every Monday, our consultant was spending 3 ½ hours to manually do the reporting. It was insane. With Integrate, any analysis I want to do is just instant. It's like a little miracle every day."

Joe Marcus, Director of Analytics

07

HOW INTEGRATE.IO CAN HELP

If you've been looking to implement Reverse ETL within your organization, then Integrate.io is here to help. The Integrate.io platform is a data integration service that is easy for everyone to use as it requires no coding or deployment to use. With Integrate, the generally complex process of handling big data is made simple.

Are you ready to see what the Integrate.io platform and Reverse ETL can provide to your company? Contact our team today to schedule a 7-day demo or pilot and to discover how Integrate.io can begin helping you reach your goals today.