Enhancing a Global Electronics Retailer's CDP Data Ingestion
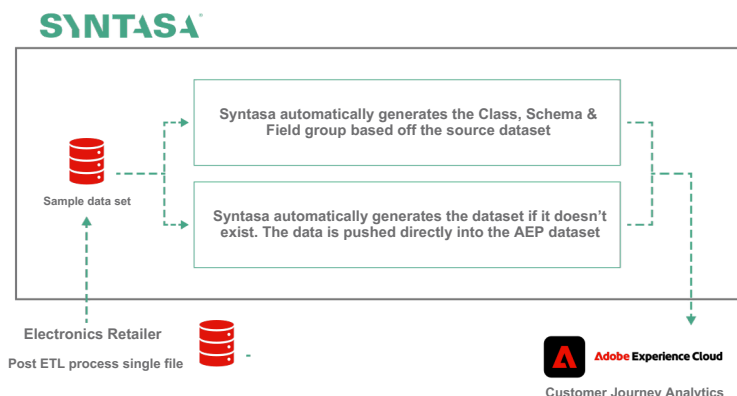
SYNTASA'S DATA READY FOR CDP'S

The electronics retailer faced a significant challenge in managing a vast number of schemas across diverse datasets. This process involved complex field group matching, de-duplication, and manual schema creation, leading to inefficiencies and delays.

By ingesting the schema data dictionary into Syntasa, the platform enabled automatic schema creation in Adobe Experience Platform (AEP), seamlessly associating field groups and reusing existing ones.

- **Significant Time Savings:** Schema creation and updates, which previously took days, now take less than 30 minutes.

- **Bulk Edits with Ease:** Modify and update multiple schemas simultaneously, improving efficiency.

- **Intuitive UI for Schema Management:** Easily adjust schemas and field groups using new sample files within Syntasa's UI.

- **Enhanced Error Handling:** Intelligent validation reduces errors, minimizing the need for post-creation adjustments.

STREAMLINING CDP DATA MIGRATION

By leveraging Syntasa, the Data Analytics team **significantly reduced the time and effort required** for ingesting multiple data sources, ensuring a seamless CDP data migration.

Syntasa automatically generates the Class, Schema & Field group based off the source dataset

Syntasa automatically generates the dataset if it doesn't exist. The data is pushed directly into the AEP dataset

Sample data set

Electronics Retailer

Post ETL process single file

Adobe **Experience Cloud**

Customer Journey Analytics

ADDITIONAL INFORMATION

Syntasa's Data Ready for CDPs solution also includes:

- **Automated Data Transformations:** Ensuring clean and structured data before ingestion.

- **Real-Time Data Analysis & Monitoring:** Validating data integrity before it enters the CDP.

- **Comprehensive Dataset Management:** Handling all external data sources and ensuring smooth integration into the CDP.

- **Data Quality Monitoring (DQM):** Ensuring data accuracy, completeness, and consistency before it reaches the CDP.

By leveraging Syntasa, the Data Analytics team significantly reduced the time and effort required for ingesting multiple data sources, saving the company months of work and ensuring a seamless CDP data migration.

Syntasa manages data flowing in from external systems and the data being pushed into the CDP.

By leveraging Syntasa's automation capabilities alongside the intelligent schema matching, organizations can significantly reduce effort, minimize errors, and enhance overall data quality while maintaining a scalable, efficient, and automated data pipeline.