ZAP Data Hub

Access, unify and prepare all
business data for BI analysis

What's inside:

What is ZAP Data Hub?

ZAP Data Hub accesses and unifies data from across the business

- **Integrate multiple data sources for one version of the truth**

- **Ensure data security and governance**

- **Remove inefficient and inaccurate manual data preparation**

- **Get more from BI and reporting tools such as Power BI, Tableau, Qlik and Excel**

ZAP Data Hub automates the access, unification, preparation, and governance of data across multiple sources – such as ERP, CRM, HRM, SQL and Oracle – providing a single source of up-to-date business-wide data ready for faster, deeper self-service reporting and analysis with self-service BI tools, such as Microsoft Power BI, Tableau and Qlik.

ZAP Data Hub automatically accesses and unifies data from multiple apps and sources of any type, regardless of whether they're in the cloud, on-premise or a hybrid combination of the two. Its intuitive, metadata-driven process uses familiar business terminology and drag-and-drop elements to make data modeling as easy as possible. ZAP Data Hub then automatically integrates data and creates a data warehouse and semantic layer ready for reporting and analysis with BI.

ZAP Data Hub software removes the time, cost and errors associated with manually managing data across disparate sources, increasing trust in the resulting information. Working with a central, governed data hub also means that analysts' data preparation tasks are reduced, becoming value-add rather than administrative.

Say goodbye to data silos

No matter what the source, type, or location, ZAP unifies your business data, integrating it into a secure, governed hub and preparing it for analysis in your chosen BI tools. Such data sources might include ERP (for example NetSuite, Sage or Microsoft Dynamics), CRM and marketing systems (from Salesforce to Marketo to Google Analytics) or HRM and payroll.

ZAP Data Hub also extends beyond on-premise and cloud-based ERP and CRM systems, integrating seamlessly with other cloud and on-premise data sources such as SQL Server, Azure SQL, Oracle, DB2, MySQL, Informix, PostgreSQL, Vertica and a limitless range of ODBC and .NET data providers. To say nothing of a business' myriad of Microsoft Excel workbooks and CSV files.

ZAP Data Hub unifies all data sources:

|		
ERP	Accounting	Files
CRM	Marketing automation	Data enrichment
HRM	Databases	Drivers

- **Pre-packaged data connectors**

- **Remove manual processes and risk of human error**

Inefficient and inaccurate manual data preparation task are replaced thanks to ZAP Data Hub's automation, pre-packaged elements and intuitive graphical interface.

Visit our website to see a complete, regularly-updated catalogue of the data sources ZAP Data Hub connects to, covering ERP, CRM, human resources, accounting, marketing automation, databases, files, cloud apps, enriched data and drivers.
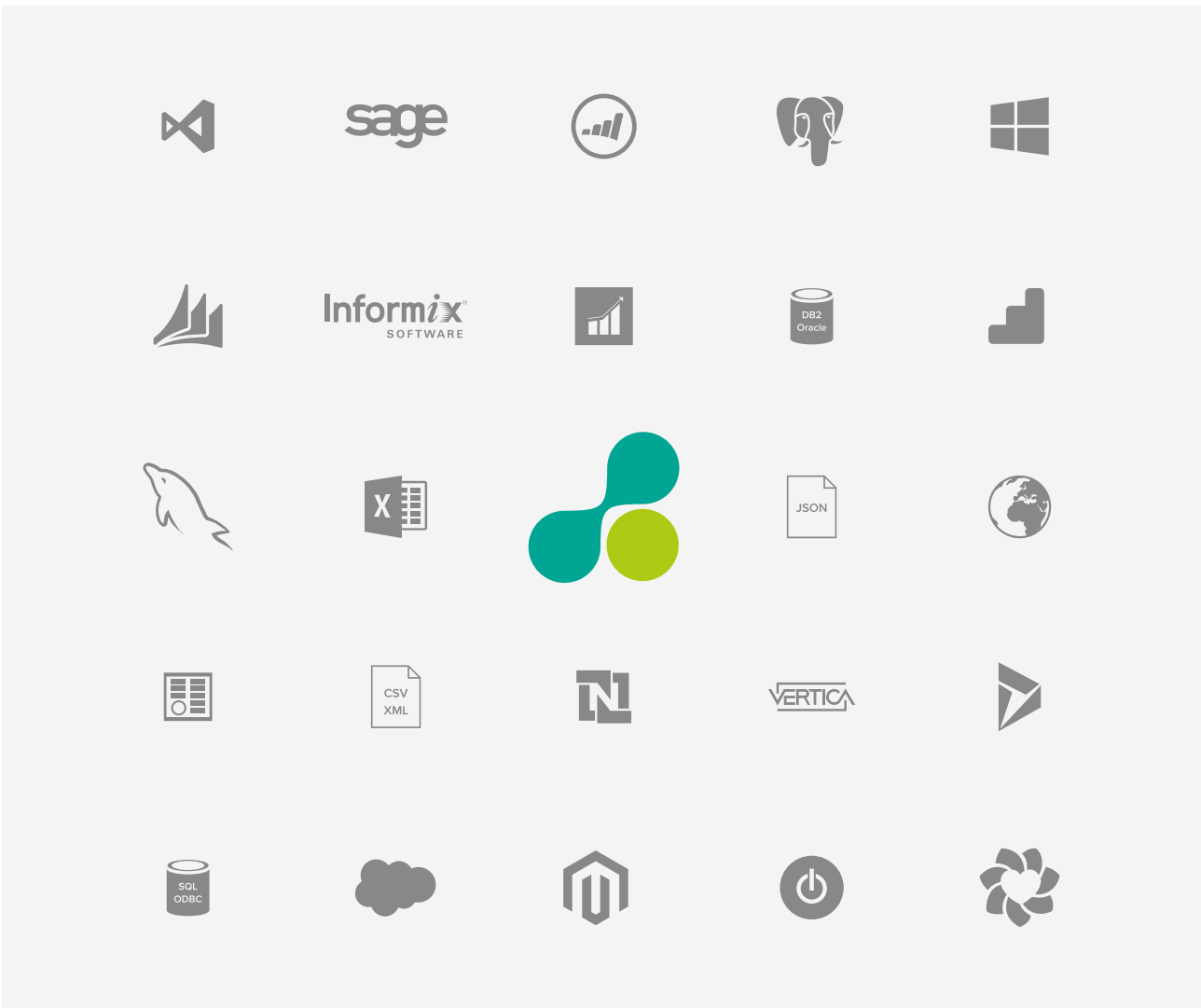
Unlock the potential of BI

Research shows that analysts often only spend 20% of their time analyzing data because they spend 80% on data management, namely connecting to disparate data sources, collecting that data, integrating, preparing, governing and securing it.
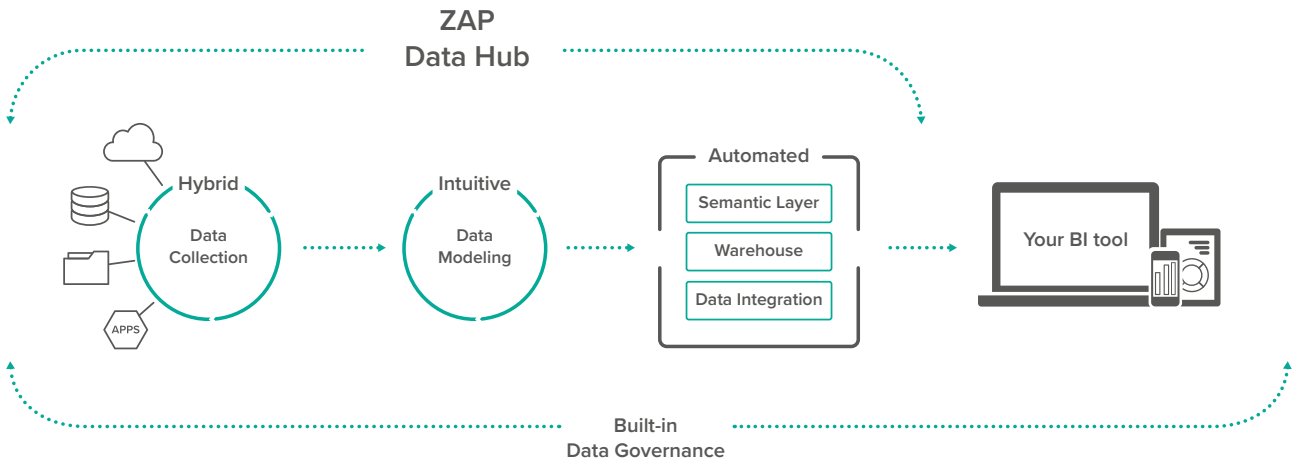
With ZAP Data Hub, BI users can turn this completely on its head. From 20/80 to an exponentially more productive 90/10 split.

ZAP Data Hub becomes the foundation for accessing data from multiple sources, unifying and preparing it for analysis into one central hub that is periodically refreshed based on reporting and analysis requirements. If required, self-service tools can then be used to perform additional ad hoc self-service tasks, such as further data enrichment, to add extra value to the overall analysis.

Using ZAP Data Hub for data preparation allows users to perform complex analysis, without impacting performance, operational timescales or the integrity of underlying databases. It removes the need to manually prepare or load data, as well as the limitations of accessing underlying databases directly with the BI tool. As a result, users are free to explore and analyze multiple, integrated data sources and uncover previously hidden insight.

Product features in depth

ZAP Data Hub

Hybrid — Data Collection
Intuitive — Data Modeling
Automated
- Semantic Layer
- Warehouse
- Data Integration

Your BI tool

Built-in Data Governance

- **Remove silos by unifying data from across your business**

- **Manage cloud or on-premise data or combinations of both**

- **Intuitive user interface replaces manual data processes with sophisticated data management**

ZAP Data Hub operates between a business' BI tool and its wide variety of data sources — no matter where they are located or how they are hosted — unifying them to make business-wide reporting easier and to produce game-changing insight, enabling analysis by business process instead of by individual data source.

We spotlight five distinct features here, each of which represents a stage of the overall process of data management that ZAP Data Hub automates: data collection, data modelling, data integration, data warehousing, semantic layer and data governance, before finally summarizing the stable and flexible platform on which ZAP Data Hub is built. ZAP Data Hub is GDPR-ready, EU-U.S. Privacy Shield-certified and, as we explain in the final section of this document, available as a fully-featured on-demand SaaS built on Microsoft Azure. Private cloud, on-premise and hybrid deployments are also available.

Hybrid data collection

ZAP Data Hub provides easily-configurable data collection from apps and data sources of any type: from ERP to CRM, HRM to marketing automation. It delivers high-speed, stable data migration for even the largest and most complex data sources and this provides major savings on IT, data consultancy spend and maintenance costs, while mitigating the risk associated with proprietary data processes and manual data preparation.

ZAP Data Hub connects just as efficiently to cloud-based data sources — across networks, firewalls and realms — as those on-premise. And equally so for businesses that have a hybrid combination of the two, including those with multiple cloud and on-premise systems spread across international offices.

No matter whether your applications and data sources are newly-installed or long-entrenched, heavily customized or out-of-the-box, ZAP Data Hub connects them. And it can just as easily connect to multiple instances of the same ERP or CRM system across different sites. As a result, data collection is transformed into an intuitively-managed process, while all the time reducing data collection tasks from days and weeks to hours and minutes.

Intuitive data modeling

Data modelling with ZAP Data Hub is an intuitive, metadata-driven process using familiar business terminology and drag-and-drop elements, making sophisticated data modeling quicker and easier.

- Cloud, on-premise and hybrid data collection

- Data collection becomes an intuitively- managed process

- Wide selection of pre-set, optimized, verified data models

- Uses familiar business terminology and graphical interface
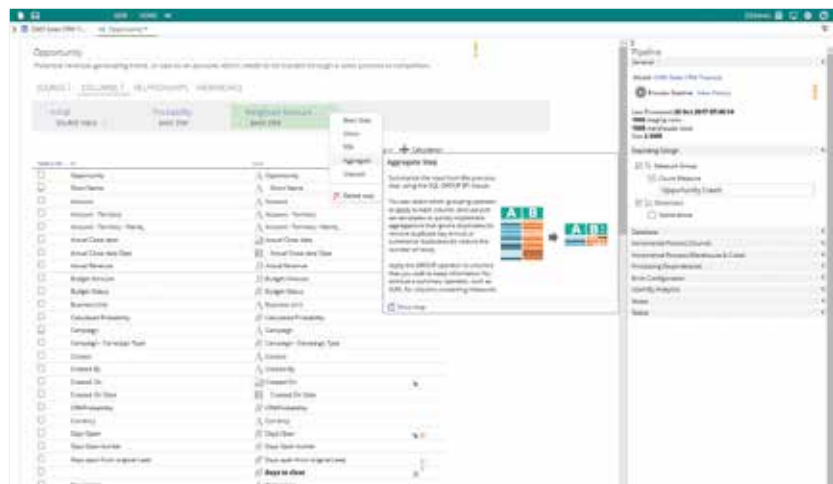
A wide selection of pre-set, optimized and verified data models for a range of apps and data sources are accessed via a simple-to-use, graphical interface that enables any data operation to be performed easily. Advanced modeling and transformations can be implemented through the same intuitive interface, enabling complex data interrogation and reporting requirements to be met without the need for expensive, high-maintenance and high-risk third-party or proprietary solutions.

Users quickly reap the benefits of ZAP Data Hub's proactive alerting, real-time warnings and error reporting. Usability is enhanced by having one screen for both the data warehouse and the semantic layer. The data model defines the underlying star schema structure of both the data warehouse and semantic layer that it automatically generates by designing fact and dimension tables, using many different transformations. The model optimizes the data warehouse and creates all necessary keys, indexes and relationships for reporting — either directly against the data warehouse or the semantic layer.

ZAP Data Hub makes data warehouse-building a quick, non-technical process

- A faster, more accurate means of integrating data

- Integrate data sources quickly and efficiently regardless of type, size or attributes

Automated data integration

With ZAP Data Hub, nothing is missed, regardless of what level of business- or department-specific customizations have been made to the data requiring integration. Such customizations might hitherto have turned data warehouse projects into lengthy, manual processes or deter attempts to unify data at all. But with ZAP Data Hub this is replaced with an easy-to-use, intuitive and — above all — faster means of collecting and integrating data.

Using ZAP for data integration means tasks that might usually have taken Data teams or professionals weeks or days are turned into app-based taps and clicks. They can be set up quickly thanks to ZAP's intuitive, graphical user interface and self-service help tools. If additional and related data sources are required, these can be integrated regularly and scheduled automatically, with per-table and per-column mapping and union also morphing from manual, labor-based tasks to quick, app-based taps. Regardless of geography, file type, size or user-customized attributes, ZAP Data Hub integrates data quickly and efficiently with features including data profiling and recommendations, automatic merging of tables, multi-threaded and/or parallel migrations and incremental loading and updating.

- Build data warehouses automatically

- Built-in data type detection and profiling

Automated data warehouse

Accuracy, security and governance are at the core of ZAP Data Hub's warehouse automation functionality. Meanwhile, at the user front-end, data warehouses can be built quickly and easily via an automated, step-by-step series of user prompts.

ZAP Data Hub makes data warehouse-building a quick, non-technical process. Yet none of the complexities and rich detail associated with traditional, manually-built data warehouses is lost. This is thanks to built-in features such as data type detection, profiling, automated and rapid data migration and incremental refreshes. ZAP delivers a two-tier warehouse structure (staging, and modern data warehouse) with self-generated data migration routines and in-warehouse ETL transformations.

- Replaces technical data chores with logical, automated steps

Automated semantic layer

Semantic layer automation is another example of how ZAP Data Hub turns data management from a technical process into a logical, business process. Interrogate a data warehouse without the need for lengthy, specialist training or the time, cost and bottlenecks associated with consultant data specialists and key person dependencies.

The benefits this brings ripple across a business. Those working in ERP, for example, become able to work with complex CRM data, or vice versa, using terminology they are familiar with, thanks to the automated semantic layer. Semantic layer automation is one of the key features within ZAP Data Hub that removes complexity and improves time-to-insight and, in doing so, allows users to unlock the businesses value in their data and discover previously hidden insights.

Using a caption-based metadata approach, ZAP's semantic layer features cross-ledger querying, hierarchies and aggregations and materialized calculations (allowing you to deploy logical measures into the model). Usability is enhanced as both the data warehouse and the semantic layer can be viewed on the same screen.

Built-in data governance

Data governance is one of the most important considerations of any business and one which transcends technical features, lying at the heart of corporate best practice, customer trust and compliancy with legal directives such as GDPR.

ZAP Data Hub automates, controls, audits and logs all aspects of data governance and security, covering everything from password and access control to reconfiguring mismatched data definitions.

Enterprise-class controls set security permissions, regulate access and protect data at any level of granularity, while data governance is controlled at four separate levels: user, resource, warehouse data and cell data. Data lineage is governed separately, with history tracking, auditing and monitoring also included.

Without ZAP Data Hub, a business's data governance processes — if they exist at all — might be handled by manual processes with all the potential for human error and financial cost that entails. Self-service BI tools magnify this challenge further, allowing users to access source data directly and to manually prepare data for analsyis in individual silos. These challenges are solved by ZAP Data Hub's built-in data governance functionality.

- ■ Corporate best practice, customer trust, legislative compliance

- ■ Enterprise-class controls set security permissions and access

ZAP Data Hub automates, controls, audits and logs all aspects of data governance and security

Stable, flexible platform

The platforms and standards on which ZAP Data Hub is based assures both its reliability and its feature-rich capabilities. Multi-lingual functionality, for example, allows users to automatically translate pipelines, fields and values from a data source augmented with app-specific integrations.

ZAP Data Hub's resource-based approach and concept is reusable and highly flexible. Pipelines, scripts, security roles — and even data sources and data models — can all be treated as resources. As such these resources can be moved, copied, pasted, exported and imported, this flexibility becoming the foundation for a whole set of business-wide and end-user benefits.

- ■ Built on Microsoft Azure and SQL Server

- ■ AD, Azure AD and ADFS enterprise authentication

Software as a Service
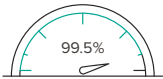
99.5% uptime

Automated maintenance

Back-up and disaster recovery

ZAP Data Hub is available as a fully-featured on-demand SaaS which removes the technical, resource and time costs associated with connecting to, collecting, securing and preparing your data for Business Intelligence (BI) analysis. In short, it helps you become a data-driven business faster.

ZAP Data Hub SaaS has the same hybrid connectivity capabilities as a traditional deployment. The ZAP Data Gateway provides simple, optimized access to on-premise data sources from the cloud. A businesses' cloud-based data, such as Salesforce, can be integrated with and managed just as easily as its local on-premise data, such as ERP.

99.5% uptime

ZAP Data Hub guarantees 99.5% service uptime and complies with security, privacy and other governance standards by using the Azure platform.

Automated maintenance

We automate system maintenance, upgrading you to latest releases as soon as one is available. And all of this, always, with no technical or resource demands placed on the end user.

Back-up and disaster recovery

ZAP Data Hub incorporates a sophisticated and automated data backup procedure as part of a SaaS deployment, removing another headache and stress from a business' shoulders. It also includes an enterprise-grade disaster recovery plan.

Deployment options
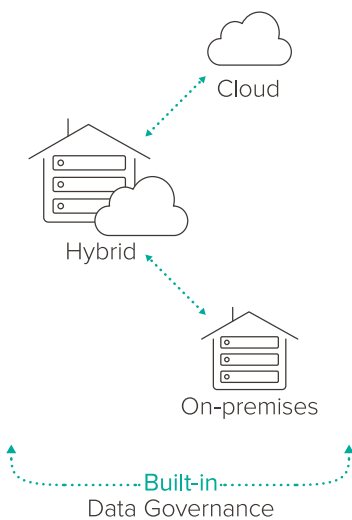
Private cloud

Based on an Azure or AWS server, a cloud-based deployment of ZAP Data Hub minimizes the need for the on-site technical resource and expertise required to maintain in-house IT infrastructure and respond to help requests, system availability and network connectivity issues. It also minimizes the risk of internal or inadvertent in-house security breaches. An important factor, not least because — as both Harvard Business Review and Forrester Research confirm — the bulk of security threats come from inside as opposed to outside an organization.

Hybrid cloud and on-premise

Any element of ZAP Data Hub — be it web application, data warehouse and/or semantic layer — can be deployed in any combination of on-premise or cloud. Some may need to reside on-premise, while others in a private cloud. All hybrid combinations are possible, delivering not only seamless integration into a business but also the scalability and flexibility to adapt to its evolving requirements.

Traditional on-premise

For a business that has certain offices, locations — or perhaps its entire workforce — using an on-premise infrastructure, ZAP Data Hub can be quickly and efficiently deployed and maintained. It can then connect to data sources no matter where they are — either within the same environment, elsewhere in other locations or in the cloud — automatically accessing, integrating, preparing and optimizing data for analysis within your chosen BI suite, no matter where it is hosted.

Cloud

Hybrid

On-premises

Built-in
Data Governance

To learn more about ZAP Data Hub, please visit: **www.zapbi.com**. If you would like to schedule a meeting with a ZAP expert, please email us at **info@zapbi.com**.

About ZAP

ZAP Data Hub is data management software that quickly and easily automates access, unification and preparation of all business data - no matter what the type or source - into a secure governed hub for faster, enhanced reporting and analysis with all leading BI tools. Say goodbye to data silos, make BI truly self-service and gain a single version of the truth.

Founded in 2001, ZAP serves customers in 50 countries, from mid-size businesses to Fortune 500 and FTSE 100 organizations, including household names such as Aston Martin, Crew Clothing and Regal Entertainment Group. ZAP's HQ is in London with offices in the USA (Tampa, Florida) and Australia (Brisbane and Melbourne). ZAP is an accredited Tableau Technical Partner, PUG Partner and Microsoft Gold Partner.