



# Why Marketing Should Consider Agile Modern Data Delivery Platform

## LYFTRON FOR MARKETING

Data driven marketing is becoming prominent across many industries. Companies plan their marketing campaigns and expansion plans basing on the information collected from various sources such as websites, call logs, messages, blogs, tweets, emails, surveys, real time tracking devices and many more. All these disparate sources of data require robust solutions that enable enterprises to consolidate data and to generate advanced analytics for their marketing campaigns.

Legacy systems turned out to be a major hurdle for all expansions. They failed to handle data rich in variety and struggled to provide consistent results.

Lyftron helped marketing teams to consolidate their data and to generate valuable analytics for their expansions plans.

## Three major areas where data pipelines are causing a major disruption in the Marketing industry.

### Data Consolidation

Gather data from all your sources. Attain uninhibited access to crucial data sources and achieve a sophisticated communication experience.

### Real time Sales Funnel

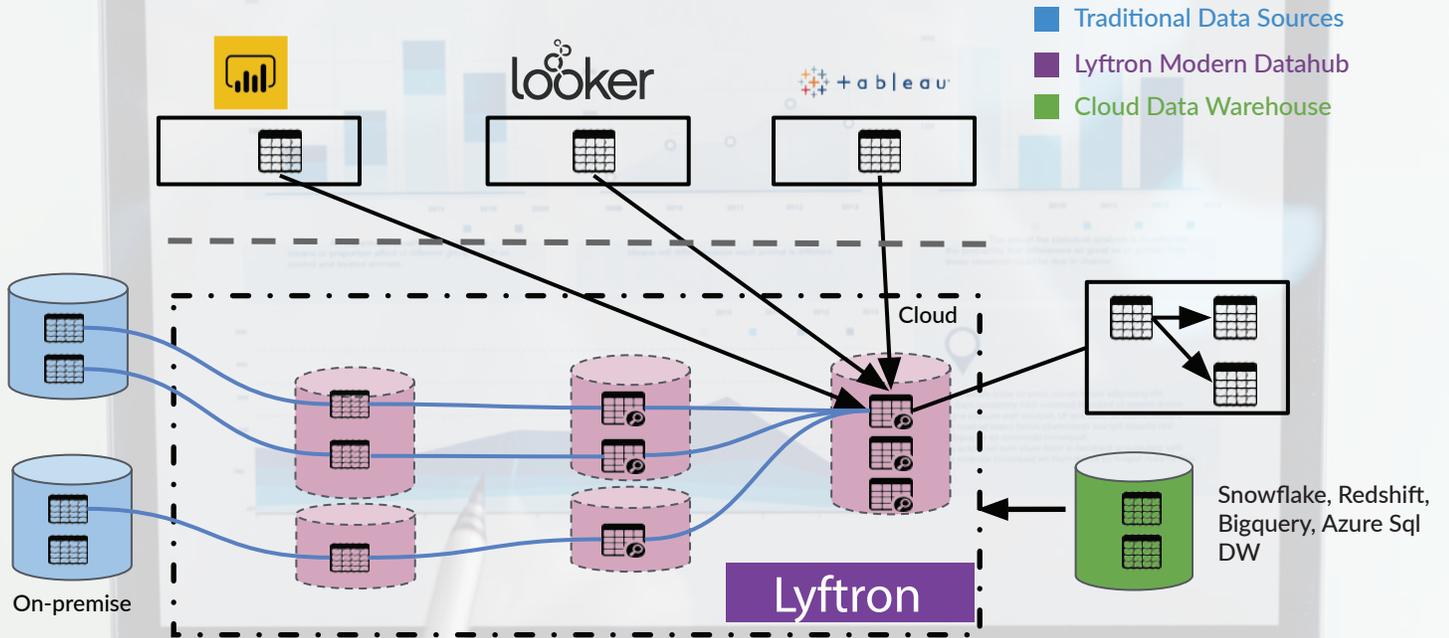
Replicate your sales funnel and eliminate reporting times. Identify opportunities early in your sales funnel and customize your offerings to increase the rate of conversion.

### Data driven business expansion

Fuel your expansion plans with data. Understand the trends in the market and plan your expansion plans with valuable insights from your data.

# A TRANSFORMATIONAL STEP FOR BI ACCELERATION GUIDED BY THESE USE CASES

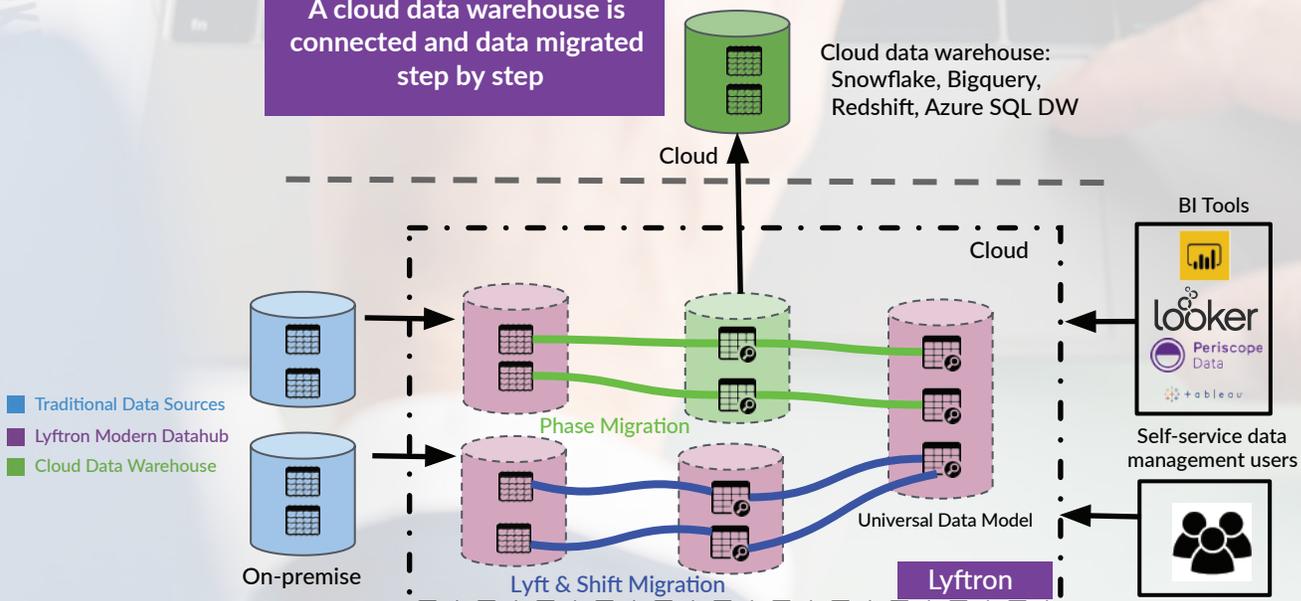
## Agile Universal Data Model



Lyftron provides universal data model capability that enables changes from the source dynamically in the semantic layer and allows enterprises to avoid manual semantic data model changes.

## Cloud Migration

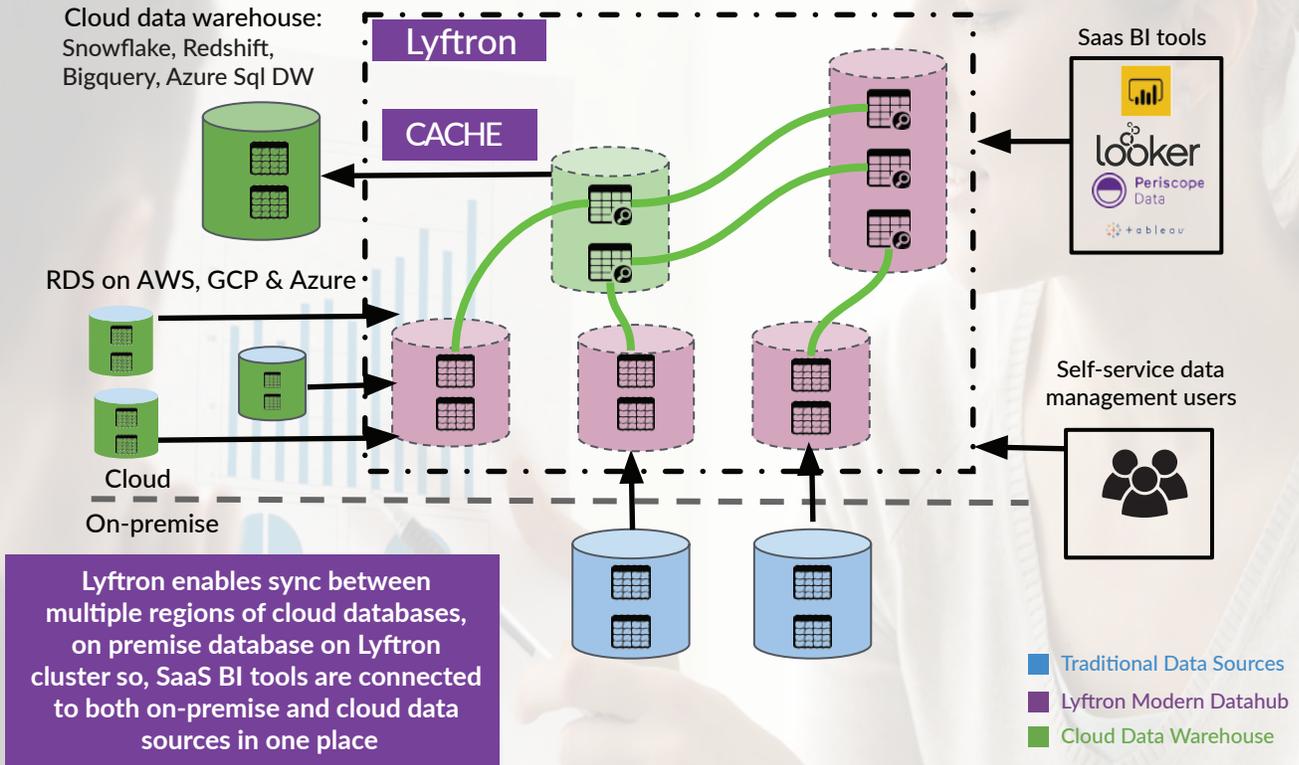
A cloud data warehouse is connected and data migrated step by step



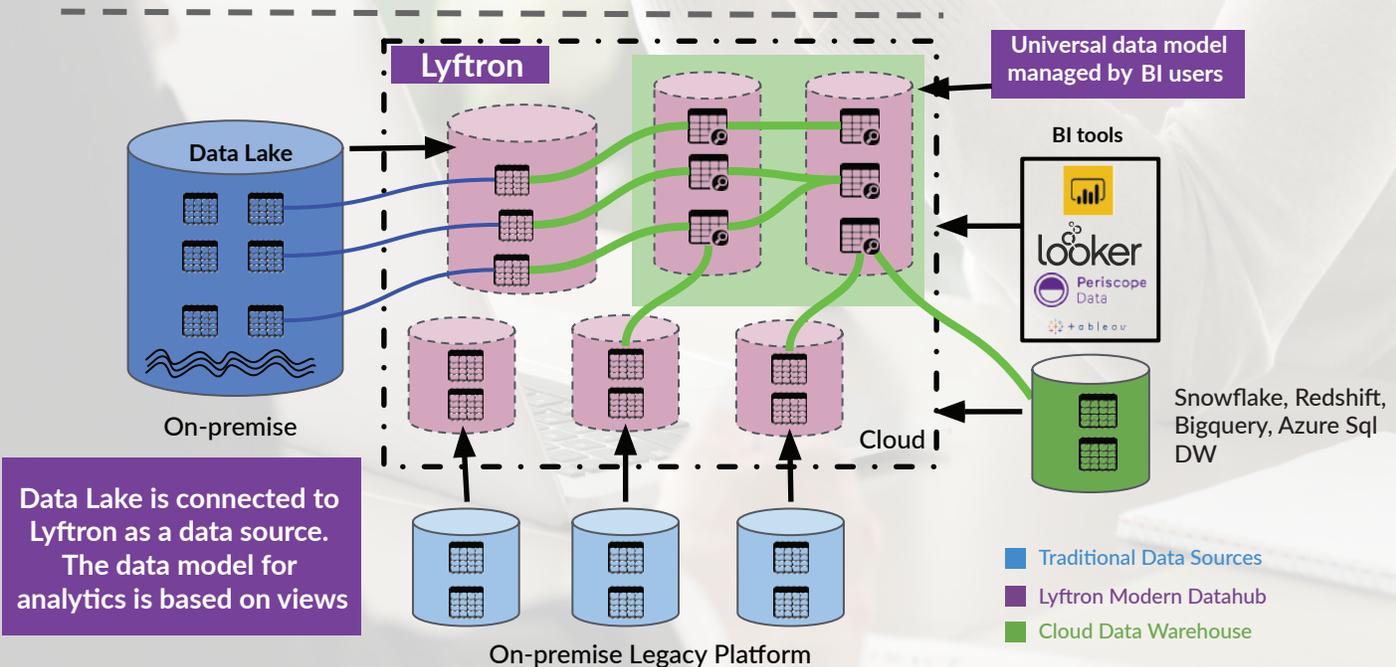
# INSTANT BI WITH ZERO ETL/ELT

## HEADACHES UTILIZING THESE USE CASES

### Hybrid Cloud Management



### Governed Data Lake Analytics



# TOSS THE COMPLEXITY EMBRACE SIMPLICITY



## Democratize data with ANSI SQL

ANSI SQL, Lyftron's data modeling layer, allows customers to define business logic so everyone in the organization can get reliable and consistent results no matter how SQL-savvy they are. This makes it possible for customers to avoid arguing over conflicting results and how data was pulled in the first place, and focus more on taking concrete actions based on results.



## Hybrid cloud management

Build a hybrid cloud data warehouse that acts as a data bridge between leading cloud platforms, on-premise data warehouses, and data sources. With Lyftron, users can instantly access all data from different regions in a data hub, and migrate from legacy databases to a modern data warehouse without worrying about coding data pipelines manually.



## Enterprise wide data catalog & data lineage

Enable full database object search guided by the principles of tagging, alias, and data set definition. Lyftron's platform empowers data analysts to collaborate with ease. The data lineage process is also simplified, enabling teams to monitor data sets usage to maintain a healthy warehouse.



## Shorten time to insights

Empower data savvy users to find and prepare the data they need for analytics. Enable real-time access to any data source from any BI tool.



## BI acceleration

Lyftron is a data layer for Business Intelligence that both simplifies data loading to a target Data Warehouse and also modernizes the traditional Data Warehouse architecture, adding true real-time query capabilities.



## Enhance security of data

Register over 140+ types of data sources in one place. Choose the most valuable data sources and replicate them to the cloud.



DELIVERING ON THE PROMISE OF TRUE  
SCALABILITY AT THE LOWEST COST

Out of the

**85%**

of companies who are trying to be data-driven, only

**37%**

have been successful in their initiatives.

**DON'T BE ONE OF THEM.**



**DATA IS THE FUEL OF  
SUCCESSFUL BUSINESS**

**Embrace data innovation and  
schedule your demo today!**

Lyftron enables instant access to data and effortless data replication in days not months with the compute power of Snowflake & Spark.

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