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DATASHEET

Better Together: Pairing an Enterprise Data Warehouse or Data Lake with Tealium's Universal Data Hub

Bridge the data gap between insights and action with Tealium's Universal Data Hub

Consumers engage with brands across multiple touchpoints, channels, and devices, generating massive amounts of valuable data. Organizations are quickly adopting a number of solutions to keep up with this explosion of customer data and better capture and correlate user behavior.

Two common solutions brands are leveraging to collect, house, and analyze all of this customer data are Enterprise Data Warehouses (EDW) and Data Lakes.

What is an Enterprise Data Warehouse and Data Lake?

An Enterprise Data Warehouse (EDW) is a repository where structured data goes to rest. The data in an Enterprise Data Warehouse is collected and organized according to a pre-built and rigid (schema-on-write) model based on particular uses of that data. **Data in an Enterprise Data Warehouse is well organized, structured and detailed.**

A Data Lake (DL) is a repository where unstructured data goes to rest. The data in a Data Lake is acquired through various sources (e.g.: data from social, video, text, etc.) and then pushed into a Data Lake through multiple channels in an unstructured (schema-on-read) model. The result is stored data that is unorganized, inefficient and is hard to both act on and access. **The benefit of this approach is that multiple stakeholders with different roles can access the same shared set of data for different reasons.**

Key Differences: Enterprise Data Warehouse vs Data Lakes

Enterprise Data Warehouse	Data Lake
Structured data	Unstructured data
Pre-built rules for rigid data collection	Not rigidly filtered data collection
Schema-on-write model	Schema-on-read model
Initial setup takes longer, but the data can be easily acted upon	Very little initial setup needed, but the data is harder to assess and act on later
May potentially miss valuable data in the future from only collecting what's in the schema	No risk of missing valuable information

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Key Challenges: Enterprise Data Warehouse and Data Lakes

While both EDW and Data Lakes allow for the storage and analysis of data, they each come with their own set of unique challenges including, but not limited to:

- Data that isn't able to be acted on
- Multiple teams end up working on different sets of data that don't have real-time data capabilities
- Delays in triggering campaigns
- Inconsistent customer experiences
- Increased costs to the business to maintain and connect their solution of choice to other technologies and integrations

Make Your Data Storage Solution More Powerful And Actionable By Pairing It With Tealium

Stop wasting money by having to retroactively clean data and maintain costly integrations for your data warehouse and instead pair your current data enterprise solution with Tealium's Universal Data Hub to experience key benefits such as:

- Clean and unified data at the point of creation
- Real-time action on real-time data
- Robust and seamless integrations with over 1000+ marketing technologies

Key Benefits	
Cleansed and unified data at the point of collection	Tealium collects customer data based on the data layer nomenclature your company has defined in advance. This results in data that is collected, correlated and curated in a specific and detailed way that your business can take action on.
Unified data that no longer sits in silos	Departments within your organization won't have to work on different sets of fragmented data and technologies will be using the same unified dataset at all times. This results in a customer dataset that is trusted across the enterprise and allows for a precise audit trail of usage across the enterprise, ensuring that all systems are in sync. And because of Tealium's unique integration with user devices, this dataset is also able to align a real-time user with a company's systems in real-time.
Real-time action on real-time data	Compared to a traditional data warehouse where data is pushed and available only at the end of the day, Tealium introduces an immediate real-time capability. This capability is the result of Tealium's approach to data collection, enrichment, and activation. Tealium separates the data from the application with its Data Layer, allowing systems to execute their functions while data is independently collected on any device, stitched together to form real-time profiles that are always up to date and enriched according to business rules, and then activated in real time across enterprise technologies that use it to perform necessary actions.

Robust and seamless marketing technology integrations	With over 1,000 turnkey integrations, the need for custom point-to-point coding for your enterprise data solution is significantly reduced. Tealium empowers your team members who may not have the expertise to complete more technical tasks, resulting in improved operational efficiencies and additional cost savings.
Fully orchestrated data	Most teams and departments work in silos, creating fragmented data sets that limit a company's ability to resonate with an audience. To truly understand the customer and work with them in the most effective way, these silos must have the same data that is always up to date and unified. Tealium's Universal Data Hub empowers you to connect your tools, teams, and technologies with universally-accessible, real-time customer data. You will have the ability not only to run and analyze reports between all of the solutions within your tech stack but also directly turn insights into action by automating data delivery to downstream systems.
Reduced IT, operational, and infrastructure maintenance costs	With *minimal* incremental costs in pairing your solution with Tealium's Universal Data Hub, you will *maximize* the benefits, value, and overall ROI of your data storage solution initiatives. Because Tealium is a Hub that centralizes the integration effort to all technologies (including EDW and Data Lake), the need to independently integrate these technologies to each other is eliminated, and this ultimately extends the value of your investment with your Data Lake and EDW.

Take advantage of your brands greatest competitive advantage (Data!) when pairing your Enterprise Data Warehouse or Data Lake with Tealium today!

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Collect, Enrich, and Take Action On Customer Data

Tag Management | API Hub | Customer Data Platform | Data Management

Tealium revolutionizes today's digital businesses with a universal approach to customer data orchestration – spanning web, mobile, offline, and IoT devices. With the power to unify customer data into a single source of truth, Tealium offers a turnkey integration ecosystem supporting over 1,000 client-side and server-side vendors and technologies. The Tealium Universal Data Hub encompasses tag management, API hub, customer data platform and data management solutions that enable organizations to leverage real-time data to create richer, more personalized digital experiences across every team, technology, and customer touchpoint. More than 800 businesses worldwide trust Tealium to power their customer data strategies.

For more information, visit www.tealium.com.