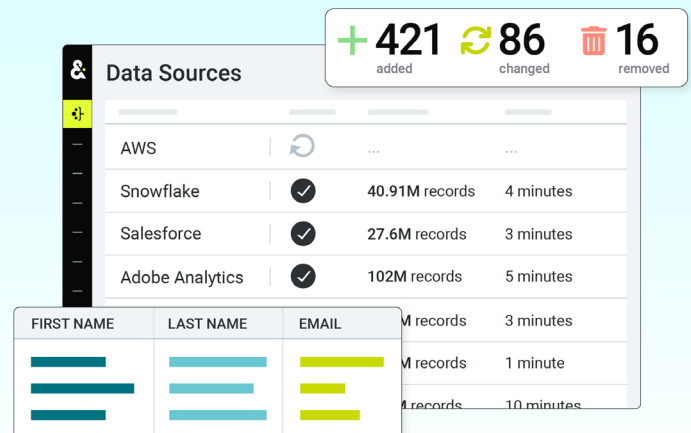


Reverse ETL

# Connected customer data infrastructure

Get data where it needs to go — without SQL, scripts, or CSV uploads.



## Why connecting data across the tech stack is so tough

Customer data can power your whole business, from personalized marketing and experiences to insight into your biggest risks and growth opportunities. But most brands can only put a fraction of their customer data to use.

- 1. Data is trapped in silos.** Existing methods and tooling for integrating data are manual and slow. The typical integration project takes years to complete and results in rigid, incomplete solutions that are out-of-date by the time they are stood up.
- 2. Data, use cases, and channels are constantly changing.** Business teams that want to add sources or destinations need to wait on an endless IT queue, and tech teams who need to make changes have a massive lift involving extensive custom code.
- 3. Data is big and only getting bigger.** Yesterday's tools can't handle the scale and complexity of today's data. Saddled with infrastructure built for a different era, brands that should be pushing the bounds of customer experience are instead falling farther and farther behind.

### RETAILER

"We launched an initiative 8 years ago to aggregate our customer data, and because everything — our data, our requirements — continues to change, we're no closer today than when we started."

VP of Technology

## Amperity Reverse ETL Overview

This is the AI-powered customer data infrastructure that connects all the different stages of the Amperity data supply chain, from bringing data in to unifying and modeling data to sending it back out, including across Amperity's rich partner ecosystem. Designed for speed, scale, and performance, we process terabytes of data on a daily basis, and flexibly integrate with any data lakehouse, data source, or destination.

Our Reverse ETL allows you to start with one Amperity solution and rapidly onboard another as your needs evolve. Built-in change management means updates are easy, fast, and require zero downtime. It also means your foundation is always complete and always up to date. Amperity Reverse ETL is a first-of-its kind, multi-patented platform that puts you on the fast track to fully connected customer data.

# Key Features of Amperity Reverse ETL



## Cloud-Native & Agnostic

High performance, cloud-native infrastructure slashes latency and easily handles data at any scale. AWS or Azure? Amperity runs on either – you choose.



## Fast, Easy Ingestion

Raw data ingestion from any source (no schema planning or pre-shaping your data), with seamless integrations, streaming APIs & 100s of pre-built connectors.



## Data Delivery Anywhere

Easily send data assets to any tool or platform with pre-built pipelines that automatically format data to fit each destination.



## Enterprise Change Management

Built-in sandbox environment lets you easily and safely make changes to any part of your data foundation, including adding sources or changing your data model, with zero downtime.



## Enterprise-Grade Security & Compliance

Security features built into every layer of the product, with SOC2 certification, SSO integration, PII obfuscation, user action audit service, and more, keeping your data safe.



## Data Sharing Through Amperity Bridge

Share data easily and securely without manual copying between Amperity and data lakehouses like Snowflake and Databricks using their industry-standard open data formats.

## Case Study

### CHALLENGE

Brands consistently grapple with years-long integration projects and arduous maintenance in an effort to unify and manage customer data.

### SOLUTION

Forrester profiled customers using Amperity's Customer Data Cloud with Reverse ETL infrastructure to resolve identities, build a robust, actionable Customer 360 view, and to surface insights and activate data across channels.

### RESULTS

## FORRESTER

Companies using Amperity Reverse ETL see the following improvements:

# 85%

faster integration and speed to value.

# 80%

decrease in ongoing data engineering costs.

# 993%

return on investment from marketing and loyalty improvements powered by better data.



AMPERITY.COM



Amperity Customer Data Cloud empowers brands to transform raw customer data into strategic business assets with unprecedented speed and accuracy. Through AI-powered identity resolution, customizable data models, and intelligent automation, Amperity helps technologists eliminate data bottlenecks and accelerate business impact. More than 400 leading brands worldwide rely on Amperity to drive customer insights and revenue growth. Founded in 2016, Amperity operates globally with offices in Seattle, New York City, London, and Melbourne.