

STAY AHEAD OF YOUR COMPETITION AND

## TAP THE FULL POTENTIAL OF YOUR ADOBE ANALYTICS DATA

Adobe Analytics is one of the leading digital analytics tools available in the market. It offers excellent data capturing, reporting and analysis features for digital data. However, sometimes even the most sophisticated digital analytics tool is not enough to cover all your needs. Let's say, you would like to get a holistic view of all relevant data by combining several data sources. Or you would like to dig really deep into your data by employing very complex data transformation or analysis methods. Data Virtuality helps you to fully leverage your Adobe Analytics data by making it accessible for other tools and by processing it in a seamless and almost instant manner. With Data Virtuality, you can access all Adobe Analytics APIs, such as Reporting, Live Stream and Data Feed.

### BREAK DOWN DATA SILOS BY COMBINING YOUR ADOBE ANALYTICS DATA WITH THOSE FROM OTHER DATA SOURCES

#### Situation

Adobe Analytics data alone, such as website visits or information about sold products, often isn't enough to provide a complete picture. Only by connecting them with data from other sources, you can understand the factors that are affecting the data and find explanations for outliers or significant changes.

#### Challenges

- Combine various data sources flexibly
- Visualize the complete picture in your dashboard

#### Solutions

With Data Virtuality, you can combine Adobe Analytics data with various data (search, social, CRM, pricing, etc.) and easily access the data through Tableau or any other BI tool of your choice for visualization and interactive dashboards.

#### 200+ Connectors



The 200+ ready-to-use connectors connect and instantly integrate your data in the Data Virtuality Engine. So it is ready to be analyzed right away.

#### Flexible Data Infrastructure

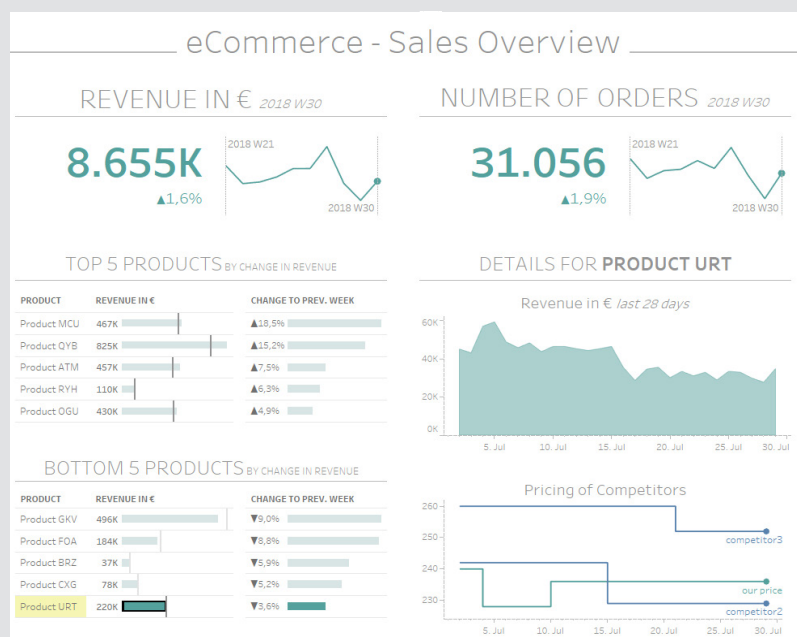


Data Virtuality gives you the flexibility to add new data sources in minutes so that making changes or updating your reporting becomes a walk in the park.

#### Real-Time Data



All connected data is unified in a virtual layer so that real-time data can be instantly accessed for ad-hoc reporting and task automation.



## ANALYZE LARGE AND COMPLEX DATA SETS COMBINING REAL-TIME AND HISTORICAL DATA IN VERY LITTLE TIME

### Situation

Combining real-time data with historical one that is collected over multiple years is complex and complicated. This is especially severe if you have upcoming deadlines and need explanations for discrepancies that you just discovered.

### Challenges

- Analyze large data sets
- Limited adoption of BI tools and dashboards due to long loading times

### Solutions

Data Virtuality enables flexible and easy data access with very little loading time.

#### Real-Time Data & Replication



Data is made available in a virtual layer. Hence, there is no waiting time and your data is instantly ready for queries.

#### Flexible Data Infrastructure



It doesn't matter where your data is located: local storage or obtained directly from the original data source.

#### Query Data in SQL



You can query any data source and define your own extraction logic with one language: SQL.

## ABOUT DATA VIRTUALITY

Data Virtuality provides data integration solutions that help companies to easily connect and manage their data according to their specific needs. The revolutionary single source of data truth platform combines data virtualization and automated ETL. In this way, not only is data management simplified but data integration efforts are significantly reduced - by up to 80%.

## PLATFORM SOLUTIONS

DataVirtuality Logical Data Warehouse  
DataVirtuality Pipes Professional  
DataVirtuality Pipes

Want to learn more about our data integration solutions? Visit us at [www.datavirtuality.com](http://www.datavirtuality.com) or contact us at [info@datavirtuality.com](mailto:info@datavirtuality.com) and schedule an individual demo.

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## ABOUT HOPMANN



Hopmann Marketing Analytics (HMA) is a boutique consulting firm specialized in analysis, visualization and integration of data in the digital marketing world. We partner with leading technology companies in the data and analytics industry, such as Data Virtuality, Tableau, Adobe and Tealium.

## MANAGE YOUR DATA FROM MULTIPLE WEBSITES TRACKED IN VARIOUS COUNTRIES WITH DIFFERENT DATA STRUCTURES EFFICIENTLY AND EFFECTIVELY

### Situation

Internationally operating businesses usually host multiple websites in different countries. Often times, the number of websites grew over time. And in order to cut costs and meet regulations, different structures were used. However, in order to get an overarching and comparable view for all websites worldwide, the data with different data structures and custom metrics from each Adobe Analytics report suite has to be combined.

### Challenges

- Combine different site structures, underlying software platforms, and content management systems
- Analyze various custom metrics created in different countries

### Solutions

With DataVirtuality Platform, you have the right set of features to easily and flexibly integrate and centralize your data.

#### Central Data Model



The agile development and automated data workflow gives you the flexibility to instantly react to changed requirements and/or needs.

#### Data Transformation



The DataVirtuality Platform converts your data in the format of the new system so you can access your APIs, databases and flat files in only minutes.

#### Query Data in SQL



One of the great advantages of Data Virtuality is that you can access and work with all data by just using one language: SQL. Even when connecting to Tableau or any other BI tool of your choice.



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