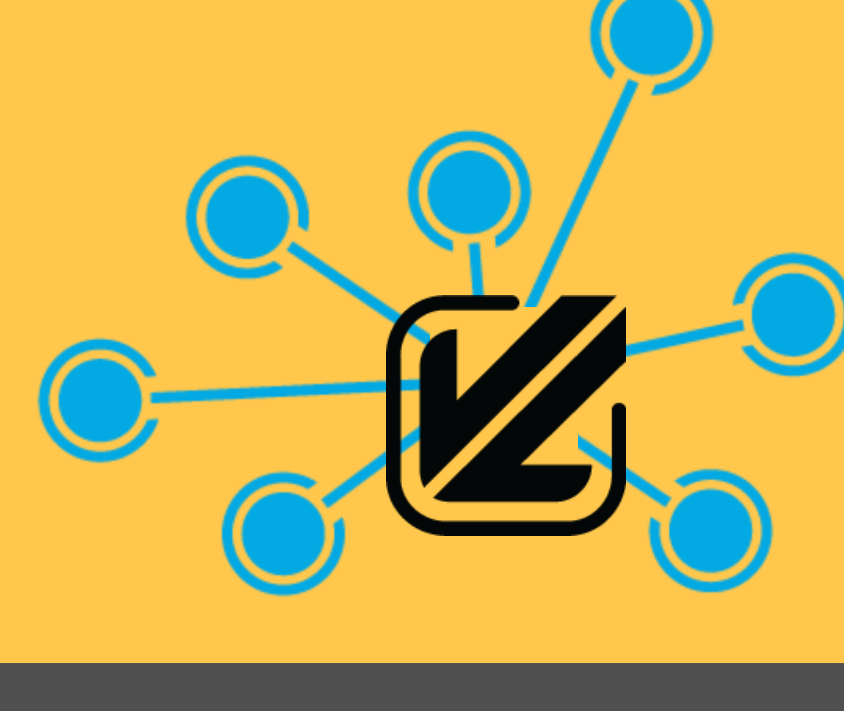


5 COMMON APPROACHES

TO DATA INTEGRATION

A VL OMNI Infographic



WHAT IS DATA INTEGRATION?

Data integration connects disparate applications together allowing for consistent automated movement and seamless delivery of data across a wide range of applications.

Wondering what is the right data integration approach for your business?

In general, all **data integration approaches** fit into the following **five broad categories**:

01 APPROACH

MANUAL DATA ENTRY

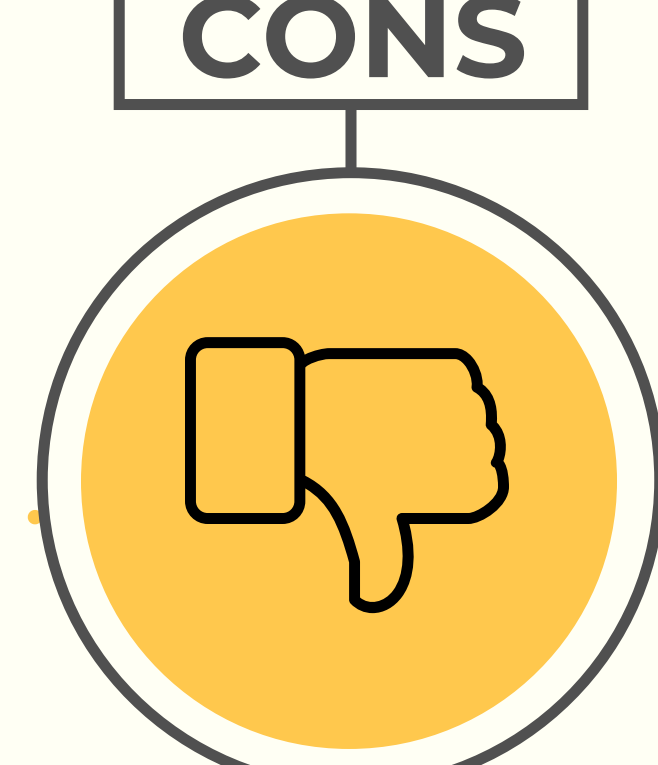
Manually entering data from one or more system(s) to another as a way to replicate data for truly automated data movement.



INEXPENSIVE

Can be a manageable and inexpensive approach for merchants with low sales volumes.

VS



PENALTIES

A slow and error-prone approach that may incur penalty charges from trading partners.

DATA

02 APPROACH

PLUG & PLAY

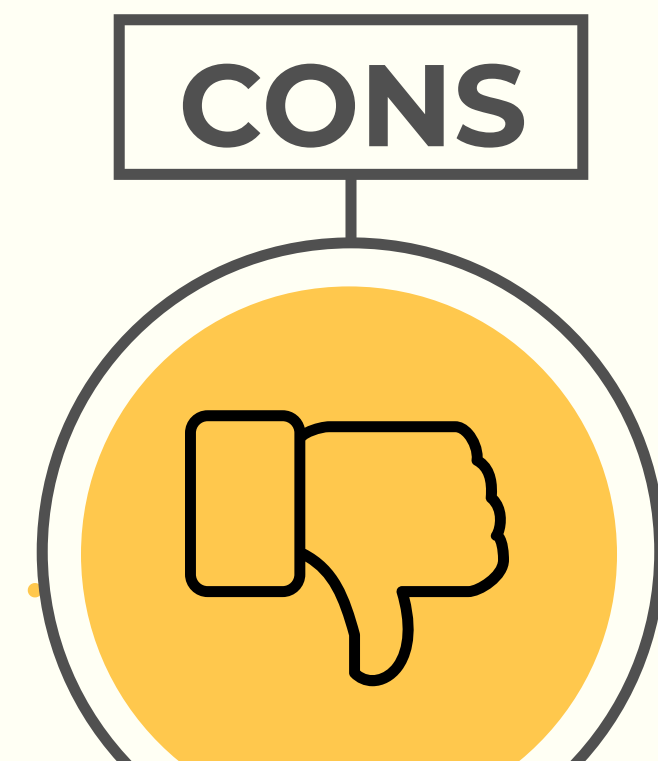
A low-cost and low-barrier entry into true data integration, usually in the form of application add-ons or stand-alone apps.



LOW VOLUME

Plug-and-Play integrations are an inexpensive way to automate data for low-volume, low-complexity merchants selling through one or two channels.

VS



NO CONFIGURATION

Plug-and-Play integrations are kept to the most basic data movements and with the limited ability to configure the integration in any meaningful way.

DATA

04 APPROACH

DIY/HARDCODED

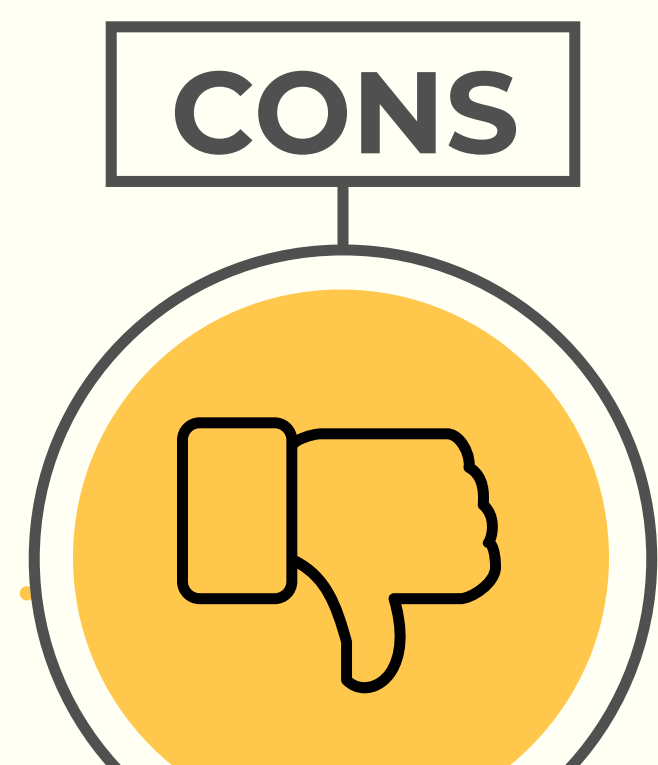
Manually coded and manually maintained, these integrations often require a team of integration professionals to maintain their functionality over time.



HIGHLY COMPLEX

Ideal for a large or enterprise-level organization with the financial resources and/or internal resources to maintain an internal or external data integration team. These integrations can be highly complex but can achieve a high degree of functionality.

VS



MAINTENANCE

If the integrations are not sufficiently maintained over time, they will become defunct. This integration approach often tends to be more costly than others, as the code is manually built or revised each time a change or new integration is required.

DATA

05 APPROACH

MANUAL FILE UPLOAD & DOWNLOAD

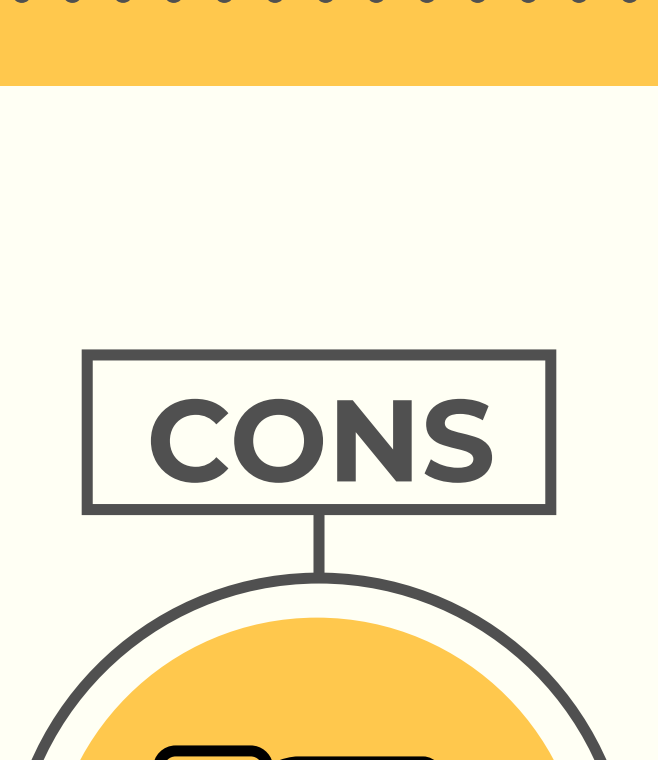
As a way of transferring data, users do not have to manually transfer data details, but instead they must manually download and upload batch files between applications.



COST-EFFECTIVE

A cost-effective approach to moving data best suited for merchants with low volumes, or who can otherwise strategically justify moving data in batches with manual intervention

VS



SLOW PROCESSING

Manual file download/upload can be slow and may require field matching or other manual processes to fully move a file from one app to another.

DATA

06 APPROACH

iPaaS APPROACH

iPaaS (Data Integration As A Service) is the perfect integration solution for those businesses with sufficient complexity but without a dedicated internal IT team to create and maintain manually coded integrations.

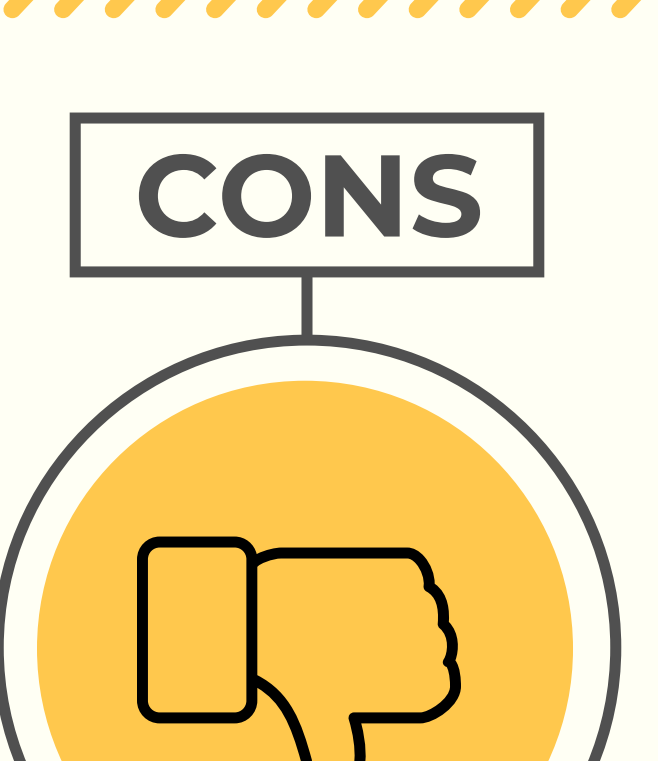
When hosted in the cloud, iPaaS solutions are generally more agile and scalable than other integration approaches and can offer greater flexibility and features by lieu of their approach to the problem of automated data movement.



GOLD STANDARD

iPaaS platforms have greater flexibility in how data is moved, including the ability to use webhooks (real-time data movement) and applying business-specific rules to data as it moves between systems.

VS



COSTLY

iPaaS is also generally a more costly initial ROI to come after the solution has been implemented. Without the depth of understanding on this approach, this spend can sometimes be difficult to justify.

DATA

CONCLUSION

iPaaS solutions power some of the biggest names in multichannel commerce as it is the only solution able to **deliver on complex objectives** as a third-party partner.

Solutions like VL OMNI, approach data integration in such a way that new Connectors can be added, modified, or deleted from the system without having to pause or impact other processes.

Moreover, iPaaS has additional flexibility and features as it is able to move data in real-time as well as quickly and cost-effectively make changes to the integrations at any time for a **seamless experience**.

SOURCE

Want to learn more about Data Integration?

Download Our Free Guide Data Integration 101