K2view Enterprise Data Pipeline

Highlights

- Complete set of data pipelining tools

- Ensure data integrity using a unique, patented approach

- Productize data pipeline flows for your data teams
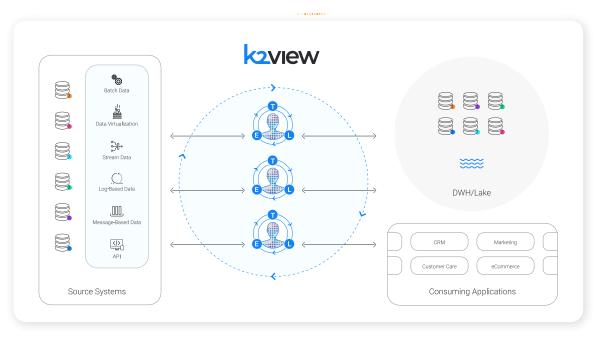
Pipelining clean, fresh, and connected data to accelerate time to insights

Unlike traditional ETL and ELT tools that rely on complex, rigid, and compute-heavy transformations on database tables to deliver clean data into lakes and data warehouses, K2view Enterprise Data Pipeline pipelines data by business entities. Our patented **entity-based ETL** (eETL) technology assures high-speed data pipelines with data integrity, low compute and network bandwidth consumption, and the agility to adapt pipelines in minutes.

Data engineers use the product's no-code tools to create, test, and deploy data pipeline flows.

Each data pipelining flow integrates, cleanses, enriches, anonymizes, transforms, and pipelines data by integrated entities – enabling lightning-fast querying in data lakes, without complex, and compute-intensive joins between tables.

Since data is continually collected and processed by business entity, it can also be delivered – at the same time – to your operational systems in real time, to support customer 360, operational intelligence, and other operational workloads.

Pipelining data by business entities

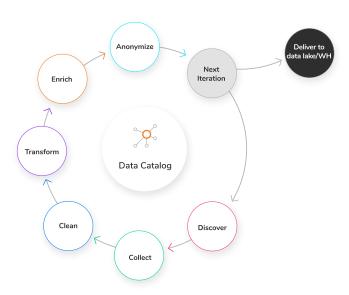# Why K2view Enterprise Data Pipeline?

Data integrity by design

Core to the K2view Enterprise Data Pipeline is the Digital Entity™, a data schema that captures all the attributes of a given business entity (such as a customer, product, or an order), from all source systems. The platform includes tools to auto-discover and quickly modify your Digital Entity schemas.

Data for a business entity is collected in whole according to the Digital Entity schema, and delivered in whole to the target datastore, ensure that your data is always complete, consistent, and accurately prepared – ready for analytics and operational workloads.

And where it doesn't add value to pipeline data by entities, the pipelining can be done by database tables, the traditional way.

Accelerated time to insights with automated data pipeline

Data engineers use K2view Enterprise Data Pipeline to configure and automatically apply data cleansing, transformations, enrichments, masking, and other steps crucial to high-quality data preparation and pipeline.
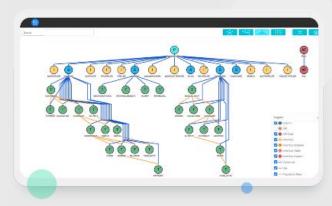

Support the complete data pipeline lifecycle

Data pipeline flows can be set up, tested, and packaged for reuse. They can also be automatically invoked to operationalize data pipeline and accelerate time to insights.

Reduced risks with data governance and security

K2view Enterprise Data Pipeline dynamically masks sensitive data at the entity level – preserving data integrity, even after masking. Data is encrypted from the
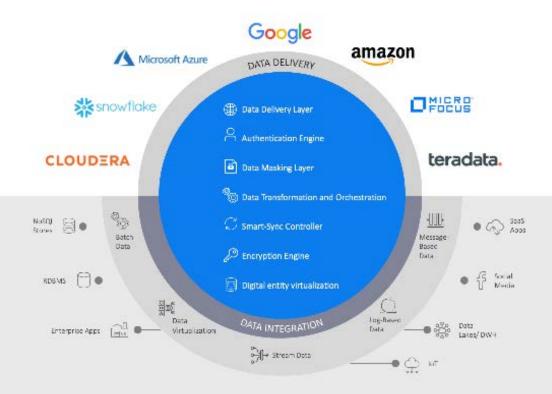

Data catalog tools

time it is ingested from source systems to the moment it loaded to data lakes and data warehouses. And a data catalog provides up-to-date data lineage from source to target.

Connect any sources to any targets

Enterprise Data Pipeline ingests data from all source systems, on-premise and on-cloud, and pipelines it to all leading data lakes and data warehouses, including AWS S3, Snowflake, Google Big Query and others.

Support all integration methods

Data is ingested into your data stores in the delivery method of your choice: from bulk (ETL) to data streaming (Kafka), to CDC (Change Data Capture), and messaging. Smart data sync rules govern the frequency and events in which your source systems are synchronized to your data lakes.

Supports all data lakes and data warehouses
and all integration methods

Deploy on premise, in the cloud, or in a hybrid architecture

K2view data pipeline architecture is modular and supports massive scale, on-premise, cloud, and hybrid deployments.

It is deployed in a multi-node architecture – close to source and close to target – with encryption and compression of in-transit data, to reduce bandwidth costs, ensure security, and increase data transfer speed.

Provide control to your data consumers with data rollbacks and versioning

Data scientists can roll back to previous sets of data, and access any historical iteration of that data, on demand and at the click of a button.

About K2view

K2view provides an operational data fabric dedicated to making every customer experience personalized and profitable.

The K2view platform continually ingests all customer data from all systems, enriches it with real-time insights, and transforms it into a patented Micro-Database™ - one for every customer. To maximize performance, scale, and security, every micro-DB is compressed and individually encrypted. It is then delivered in milliseconds to fuel quick, effective, and pleasing customer interactions.

Global 2000 companies – including Vodafone, Sky, and Hertz – deploy K2view in weeks to deliver outstanding multi-channel customer service, minimize churn, achieve hyper-segmentation, and assure data compliance.

Learn more at www.K2view.com
and follow us at @K2view.