

CASE STUDY

Fynd Powers Omnichannel Experience with Hevo

“After migrating to Hevo, we truly experienced the change. All our data systems are running smoothly, and business teams are getting real-time and fully accurate data to analyze key metrics’ performance. Thanks to Hevo for simplifying our data integration process and reducing our data load and query time by 8 hours. It helps our business team make faster decisions with more precision.



Amit Jadhav
Data Specialist

Data Challenges:

- Before Hevo, Fynd had been using BIME to pipeline data. The business team had to perform a full data load to get the latest data which took close to 8 hours (every day!)
- Fynd’s business team is heavily dependent on data-triggered alerts for important or urgent orders. Owing to a high query processing time, Fynd’s business teams never had the latest data available.

The solution:

- After realizing the need for a dedicated data integration tool that supports incremental loading and load data in real-time, Fynd chose Hevo as it fulfilled all their needs and had the best performance-to-price ratio.
- Fynd was able to onboard Hevo and set up a fully automated data pipeline framework in just 2 days.



Fynd is India’s largest offline-to-online (O2O) omnichannel platform, working with brands and retailers to enable their store inventory to be shoppable across different online and offline channels beyond the store. Online customers can buy these products on the Fynd App, Fynd website, prominent marketplaces like Amazon, Myntra, Tata CLiQ, Ajio, Flipkart, and Google.

Industry: **Retail & eCommerce**

Location: **Mumbai, India**

Website: www.omni.fynd.com

By the Numbers

 **8 hrs**

After switching from BIME to Hevo, **Fynd saves 8 hours/day** due to Hevo’s support for incremental loading

 **100%**

Business teams get **real-time and 100% accurate** data for analyzing the performance of key metrics



- Using Google Data Studio and BIME, all teams track their core metrics, get alerts, and create custom dashboards & reports in real-time by querying data on BigQuery.



It was pretty easy to get started using Hevo. We connected our databases and created data pipelines and started loading our data into our BigQuery warehouse in just 2 days. Using Hevo's change data capture feature we now just update new data to our warehouse without the need to update the entire data again and again.

- Amit Jadhav
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Business Impact & ROI:

- Hevo streamlined the data replication process, reducing query time from 8 hours to near real-time.
- The shift to Hevo has drastically improved data freshness & accuracy to all business users.
- Hevo's no-code interface ensures that anyone can create and modify data pipelines without needing engineering support.



About Hevo Data

Hevo is a Unified Data Platform that helps new-age companies automate their data flows with no-code data pipelines. Connect with over 100 data sources, integrate your data silos, and build a 360-degree view of your customers in minutes. Thousands of data professionals across 25 different countries trust Hevo to create their data pipelines. Try Hevo today and experience the power of unified data.

