whatfix + HEVO

Access to Unified Data Helped Whatfix Cut Down Business Reporting Time from Days to Hours

> *While evaluating the data integration tools we were comparing the tools based on the speed at which they move data and we found Hevo to be the fastest. Additionally, its transformation capabilities far surpassed all other solutions that we considered.*

Samvit Majumdar
Principal Engineer

Data Challenges:

- As Whatfix scaled, the volume of data captured and stored increased exponentially. Due to this, current data & analytics processes started showing cracks.
- Data existed in the form of disparate silos restricting analytics use-cases that required data from multiple sources
- Answering complex questions required almost 2 months of data engineering time.

The solution:

- Samvit and his team decided to go ahead with an external tool as developing an in-house solution to take a sizable portion of engineering bandwidth,
- Since Whatfix deals with their clients' data, SOC 2 compliance was an important decision-making parameter.

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whatfix

Whatfix is a game-changing Digital Adoption Platform that helps users achieve optimal performance by providing them quick and easy access to contextual information, needed at the time a task is being performed. With Whatfix, enterprises enable their users to quickly adopt any software application thereby eliminating the time spent in referring multiple resources for help and support.

Industry: **Technology**

Location: **California, USA**

Website: **www.whatfix.com**

By the Numbers

🕐 **2 Months**

Access to unified data helped Whatfix save almost **2 months of data engineering time**

📈 **20%**

Shifting to a modern data stack has increased application **data accuracy by 20%**
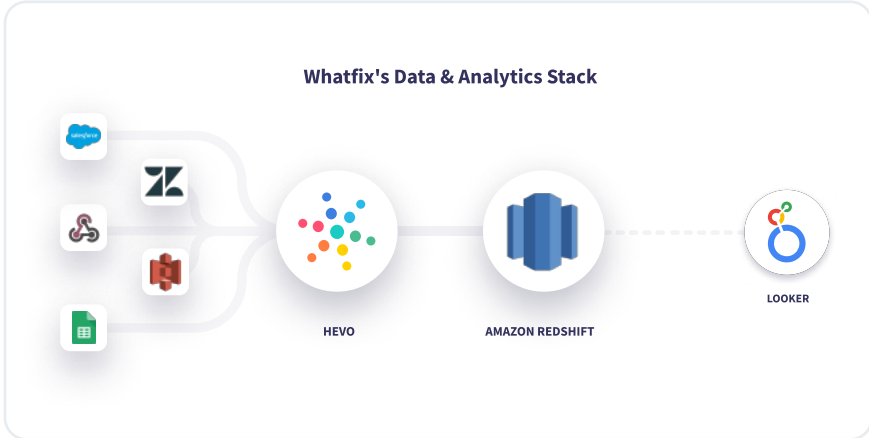
🗄 **30M**

Whatfix uses Hevo to seamlessly aggregate ~**30M events/day from 5 different sources**

- Samvit went ahead with Hevo after evaluating other tools because of its low price to performance ratio, support for python-based transformations, and seamless data loading.
- Whatfix is currently using Hevo to unify data from multiple databases and CRM tools to their Amazon Redshift data warehouse. Business users then consume this data in the form of reports created on Looker.

Whatfix's Data & Analytics Stack

HEVO   AMAZON REDSHIFT   LOOKER

> " *The biggest advantage of Hevo is that Loading and Transformation are seamless. We rarely have to spend time on maintenance. Hevo does a lot of heavy lifting for us: Time Stamping, JSON flattening, Table Splitting among other transformations. Developing an in-house solution comparable to Hevo would've definitely required significant expenditure both in terms of time & money. Hence we're extremely happy to have Hevo on our side.*
>
> **- Samvit Majumdar**
>   Principal Engineer

Business Impact & ROI:

- Whatfix's data team hardly has to spend any time on pipeline creation and maintenance.
- Hevo does a lot of heavy lifting: Time Stamping, JSON flattening, Table Splitting among other transformations. Thus, freeing up engineering bandwidth for more important tasks.
- Both product & engineering teams track their KPIs on Looker without any data issues and make important business decisions without any delays.

HEVO

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.