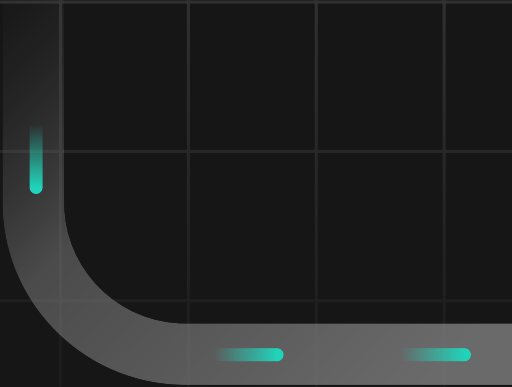




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The ETL Tool Buyer's Guide: Save Time and Money with the Right ETL Tool

Make the right choice and cut through the confusion of options!

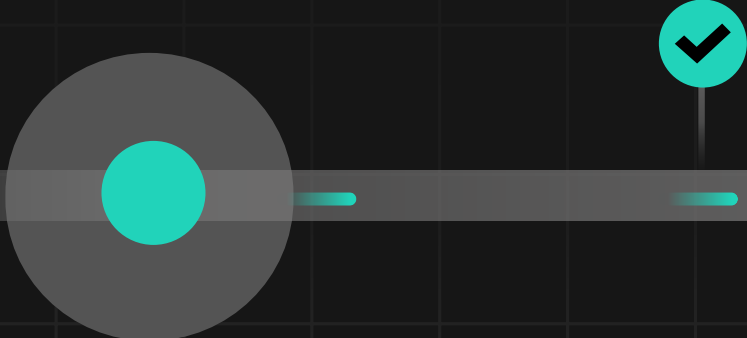
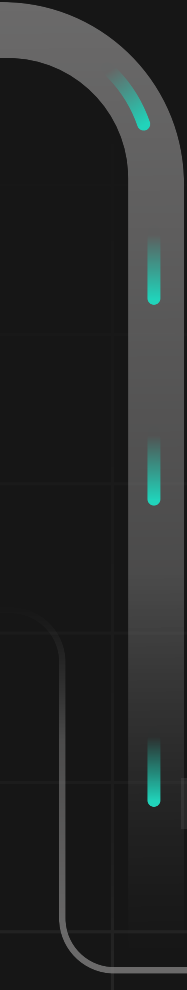


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Hevo is a no-code data pipeline platform that automates data integration across **150+** sources with zero maintenance. Trusted by 2,500+ companies, Hevo simplifies and scales data operations, ensuring reliable, real-time data for all users

[Start your data-driven journey with Hevo today!](#)

Introduction

Congratulations! Your business is flourishing and you are now ready to fortify your data stack with an ETL tool.

The trouble is, in a market inundated with so many ETL offerings, it can be daunting to make the right pick.

The sheer magnitude of considerations, ranging from the size and complexity of your data stack to your budget and specific business needs, can be paralyzing.



In an evolving cloud landscape, managing data across multiple cloud and intercloud environments is an urgent concern for organizations, and so are data integration tools to support data integration from on-premises, SaaS applications, and other cloud sources.

- **Gartner's Research:**

Are You Ready for Multi Cloud and Intercloud Data Management?

Gartner[®]

A good ETL tool builds value for your business. It ensures accuracy, completeness, and cost-effectiveness in processing large data volumes with minimal resource requirements and impact on connected systems.

Hence it helps to articulate your business requirements clearly from the beginning. Failing to do so can result in an underperforming system, cluttered with unnecessary features.

To set the right course for your business, here are eight simple steps for a successful ETL system selection.

The Ultimate Checklist for ETL Tool Selection

Extensive Connector Set with Superior Administration

Choose an ETL tool that offers a wide array of managed connectors for easy data movement. Your chosen tool must integrate your current databases and applications into your warehouse(s) without compromising unique systems.

The pre-built connectors should be easy to configure, with comprehensive documentation, tutorials, and troubleshooting assistance. Confirm if the tool can automate complex upstream schema despite variable update cycles from different sources. This will help ensure that your data management processes are faster, more reliable, and require less manual intervention.

As your business adds more cloud tools and applications, it's essential to understand your current and future data ecosystem. Take a stock of your existing data inventory—technologies, analytics suite, security requirements, team's skill set, and business roadmap for future data use.

Ask yourself the following questions to ensure you make an informed decision:

- ◆ How frequently does the ETL vendor add new connectors to their library?
- ◆ Can the vendor build custom connectors to meet my team's evolving needs?
- ◆ Does the vendor have a provision for a REST API as an alternative to unsupported connectors?
- ◆ What is the cost of commissioning a custom connector?
- ◆ Is it more financially and operationally viable to procure a connector every time or allocate internal engineering resources (if most of my sources aren't supported)?

- ◆ Can the tool expand its capabilities to integrate various source applications without jeopardizing my operations?

Ease of Deployment and Use

As an ETL user, you must select a tool that is easy to learn and deploy, even for users with limited technical experience—preferably with a no-code intuitive interface. The steeper the learning curve, the higher the chances of poor adoption. Not only can it be a frustrating experience, but it can also delay your business's progress, pushing back the realization of your valuable insights.

A user-friendly, no-code ETL interface brings two advantages to your business:

- ◆ First, it makes breaking down data silos across your organization easier, eliminating the dependency on data and engineering teams to combine disparate data sources.
- ◆ Secondly, your users get to streamline pipeline setup; they can create and sync their own pipelines to combine unidimensional data with other relevant data points and uncover insights that were previously out of reach.

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A reliable data integration platform like Hevo has helped our internal teams in multiple ways - the finance team has been able to link loan performance to the conversion funnel to understand consumer price sensitivity and increase loan originations marketing. Our partnerships team was also able to use payment data to attach lifetime value to customers acquired through various marketing channels.

- **Chris Lockhart**

Data Science Manager, Scratchpay

scratchpay

By embracing an intuitive ETL tool, your organization can cultivate a culture of healthy collaboration, gain a 360-degree view of its business entities, and boost the credibility of its entire BI ecosystem.

This, in turn, leads to greater utilization of data derived from existing ERP, CRM, HR, and other core systems, thereby maximizing the ROI of your critical IT investments.

Source Data Object Coverage

Every data source you use comprises a list of standard objects (provided by the application) that can include record types like contact, incident, opportunity, or custom objects defined by the user (to store business or industry-specific information).

When choosing an ETL tool, it's important to ensure that your preferred tool supports the data objects you wish to sync for reporting or the actual data integration process.

Failure to do so may result in incomplete data integration or inaccurate reporting, ultimately causing business inefficiencies. You must verify the tool's compatibility with your data sources and the specific object types.

Take, for instance, Salesforce API, which offers a wealth of standard and custom objects. Hevo Data, as a reliable ETL/ELT platform, not only provides comprehensive coverage of Salesforce's standard objects, but we also go the extra mile to seamlessly sync custom objects that get named with a suffix "__c."

This means that you can integrate all of your Salesforce data objects, no matter how unique or specific they may be.

Reliable Performance and Scalability

Performance-driven organizations place a high priority on the timeliness and efficiency of ETL while ingesting, loading, or transforming data.

As organizations mature, their business intelligence (BI) projects naturally diversify to meet an array of use cases. In such cases, a high-performance ETL tool becomes an indispensable asset, functioning as a key process enabler to scale up BI quickly.

Your choice of ETL tool is integral to your BI because your data models and dashboards are only as accurate as the input you feed it. ETL is one of the first bases you should cover if you are aiming for accurate enterprise-wide reporting.

As a pipeline platform, your ETL tool must provide exceptional performance and scalability to process large volumes of data at high speeds with minimum impact on the resources of source and target systems.

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The biggest advantage for us using Hevo is that with minimum touchpoint and minimum latency, we are able to replicate our data into Snowflake. With Hevo's Intercom and Marketo integrations, we were able to save months of engineering time. We've seen a drastic improvement in the accuracy of our models and we've started seeing a positive impact on the conversions of our ad campaigns.

Whenever a website visitor gets added to our marketing funnel, Hevo swiftly fetches data from Salesforce to map it with Google's machine learning model, and this way we're able to find out our most valuable customers and target them using Google's smart bidding strategy called target return on ad spend (TROAS)

- **Miles Davis**

Data & Analytics Manager, Harmony

Harmony

Before loading data into your warehouse, it's important to consider the transformation step's impact on the loading speed. These transformations can be complex and computationally rigorous, potentially slowing down the entire data integration process.

To avoid this, it's worth taking a closer look at your source data types and assessing whether the ETL tool allows for lighter transformations, such as normalization or cleaning, without impacting latency between ingestion and loading.

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We liked Hevo a lot because it was a good mix of all the features we were looking for and the transformations were weighed just as importantly or as heavily as simply transferring the data. In a lot of the other solutions we looked at, the data transformation was almost an afterthought, but with Hevo it seemed like it was baked in from the start, which we really appreciated.

- **David Goodman**

Manager, Data & Analytics, Scale

scale

Another aspect of performance consideration comes during pipeline data loading. To meet the demands of shrinking batch windows, your ETL tool should incorporate advanced techniques like change data capture, parallel processing across multiple hardware processors, and optimized runtime operations.

Instead of refreshing the entire data warehouse each time, your ETL tool should be able to capture and update changes that have occurred in source systems since the last load.

As a general rule, you should consider the following five parameters when evaluating an ETL tool:

Replication accuracy & reliability:

- Any system's power is irrelevant if its runtime environment is unstable. Does the tool "accurately" and "reliably" replicate data from source to destination with zero data loss?

Real-time streaming:

- Is the ETL able to support real-time streaming for time-sensitive data or for reports that require up-to-the-minute insights?

Pipeline scheduling:

- Can pipeline runs be automated for streamlined operation?

Connectivity:

- Can the tool simultaneously handle multiple storage formats, such as flat files, database records, NoSQL documents, and event data while ingesting data?

In-flight data formatting:

- Can the tool perform needed operations like data cleaning, calculation, or aggregation before loading it to the destination?

Decoupling of ingestion and loading:

- Can ingestion and source frequency be set separately, maximizing performance while meeting business utility and minimizing data warehouse costs?

Pricing

Understand that investing in an ETL tool entails more than simply purchasing a subscription. Your total cost of ownership (TCO) includes:

Upfront costs:

of purchasing the ETL tool, such as the license fee, and installation charges.

Ongoing costs:

of maintenance, support, and upgrades.

Training costs:

associated with upskilling your team.

We recommend choosing a vendor that offers transparent pricing, considering that each provider has their own terminology for pricing, such as credits, units, and other complex metrics. Some ETL vendors have pricing models based on the number of sources or target systems, while others charge based on the number of records (events) processed.

Each pricing model from these vendors comes with a specific set of connectors, different source ingestion frequencies, varied user seats (including granular roles and team support), different support SLA times, and distinct options for security and data residency.

Typically, the higher the cost of your plan, the better the feature set you get. Therefore, it's essential to choose an ETL tool with a pricing model that aligns with your business objectives, and budget and offers the most benefits.

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Getting onboarded to the Hevo platform was super easy. I specifically liked the dashboard feature that provides a real-time update on data load status and latency. Hevo's support is exceptional and we were extremely happy with this product because it exceeded all our expectations.

- **Emmet Murphy**

Staff Software Engineer, Deliverr



Vendor lock-in is another critical factor to consider when purchasing an ETL tool. A flexible, pay-as-you-go plan on a month-to-month basis is ideal for companies that don't want to be locked into long-term contracts, where they can cancel anytime without penalty.

On the other hand, some vendors offer subscription-based plans to offer full access to the tool on a yearly basis, but with the limitation that users cannot cancel before their contract expires.

The best way to choose an ETL vendor or pricing model is thus to choose one based on your business's use cases, budget, and reporting needs. Try to avoid vendor lockin as much as possible.

Support & Maintenance

No ETL tool is perfect, and there will be times when you need help troubleshooting problems or making changes to your ETL process. **Here are a few things to keep in mind while assessing an ETL tool:**

> Service uptime

Downtime or interruptions in service can result in delays, errors, and data loss, impairing your business operations. Does the tool offer high uptime and reliable infrastructure, as well as backup and disaster recovery plans?

> Level of support

Would the tool provide basic support for my chosen plan, or would it provide more comprehensive support, including 24/7 phone support and online discussion forums?

> Quality of documentation

Good documentation is a sine qua non when your support queries don't get answered. Is the tool's documentation easy to understand?

To get the most out of your ETL tool, we recommend that you:

- ◆ Ask the vendor about their support hours and response times.
- ◆ Request a demo of the tool.
- ◆ Ask the vendor about their customization capabilities.
- ◆ Review the vendor's track record by checking other customers' reviews.

“

With Hevo Data, the support team was super quick to help me solve a problem really quickly. And that's why I'm super happy

– Patrik Breitenmoser

Chief of Staff / Head of Data, Lionstep

LIONSTEP

Data Security

A good ETL tool should complement your data security measures by protecting sensitive data and offering a range of security features like encryption, access control, and auditing.

If your business belongs to sensitive sectors like healthcare and finance, compliance with industry standards such as GDPR, HIPAA, and PCI DSS is an absolute must. However, please note that not all ETL tools can provide the same level of security. Certain tools may require additional measures to meet your organization's specific needs.

It's best to select a vendor that provides comprehensive security features and compliance with your industry regulations.

Here are some questions to consider:

By asking these questions, you can get a better understanding of the vendor's security measures. This will help ensure that your sensitive data is protected and your business remains compliant with all relevant data protection laws in your geography.

- ◆ What security measures does the vendor have in place to protect your data? Do they encrypt your data both at rest and in transit?
- ◆ Does the vendor have a security incident response plan? What specific steps would they take in the event of a security incident?
- ◆ Does the vendor have any security certifications or compliances?
- ◆ How often does the vendor conduct their security audits?
- ◆ Can the vendor provide a disaster recovery plan?

Workspaces

Separating ETL environments for production, testing, and development can be particularly useful in avoiding costly errors and oversights that often arise from working across multiple environments with varying data sets.

Businesses expect ETL tools to offer different workspaces where each team member can work on their own and not interfere with operational BI ETL architecture.

Using this feature, your teams can safeguard their production data by granting full access only to authorized personnel, while allowing developers to experiment and test their code in a separate, secure workspace.

At Hevo, we understand the importance of providing separate workspaces. That's why we allow up to five teams to create their own workspace within the same organization's domain name. This helps teams stay organized and focused, and collaborate more easily and efficiently, as they don't have to switch between different accounts or domains to access the data they need.

Conclusion

An effective data integration strategy with the right ETL tool reduces your BI cycle time to drive tactical and confident decisions.

While purchasing the right ETL platform, make sure to choose a tool that:

Complements

- your high-priority operational, analytical, and business needs, providing significant value to your organization.

Cooperates

- with the evolution of your data stack by enabling high-speed processing with multiple concurrent workflows and extensive support for various sources and object types.

Conforms

- to your budget, adheres to industry standards, and provides robust data security and privacy, ensuring a worry-free experience for your business.

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Sync Data Seamlessly in Real-time with Hevo Data

2000+ customers ❤️

Hevo Data's reliable pipelines to replicate data from **150+ sources** in near realtime to their preferred destinations. Schedule a call with our solutions expert to get started today!



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