# The state of cross-company data exchange

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Data Council ’23 — ATX, March 30

OPENING
DAY

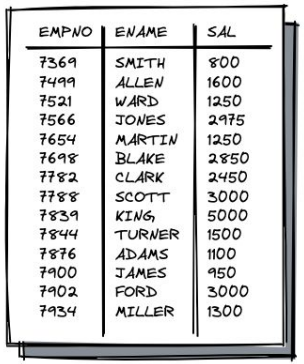
# Business partners exchange data.

# Data exchange scenarios

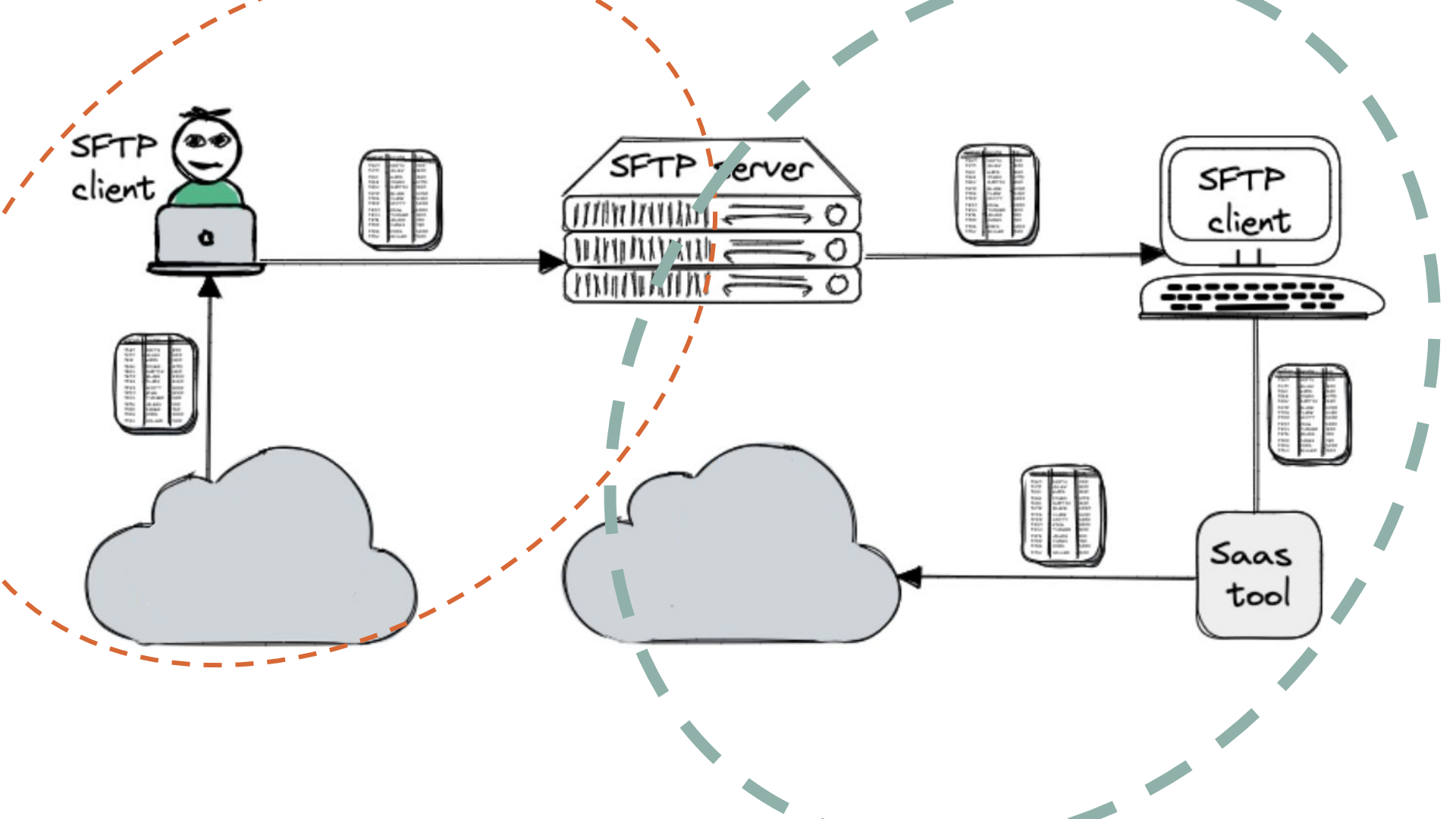
- SaaS tools
- Data vendors
- Transport, health, energy reports to local gov
- SaaS tool evaluation
- M&A
- Data collab

**Everybody builds solutions for data exchange.**

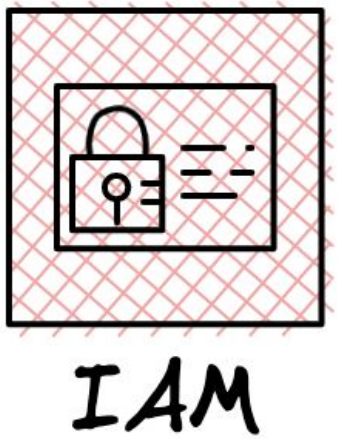
# Send or receive data as an Excel file or CSV by Gmail, Slack, Dropbox, or over SFTP.



| EMPNO | ENAME | SAL |
|---|---|---|
| 7369 | SMITH | 800 |
| 7499 | ALLEN | 1600 |
| 7521 | WARD | 1250 |
| 7566 | JONES | 2975 |
| 7654 | MARTIN | 1250 |
| 7698 | BLAKE | 2850 |
| 7782 | CLARK | 2450 |
| 7788 | SCOTT | 3000 |
| 7839 | KING | 5000 |
| 7844 | TURNER | 1500 |
| 7876 | ADAMS | 1100 |
| 7900 | JAMES | 950 |
| 7902 | FORD | 3000 |
| 7934 | MILLER | 1300 |


SFTP client
SFTP server
SFTP client
Saas tool

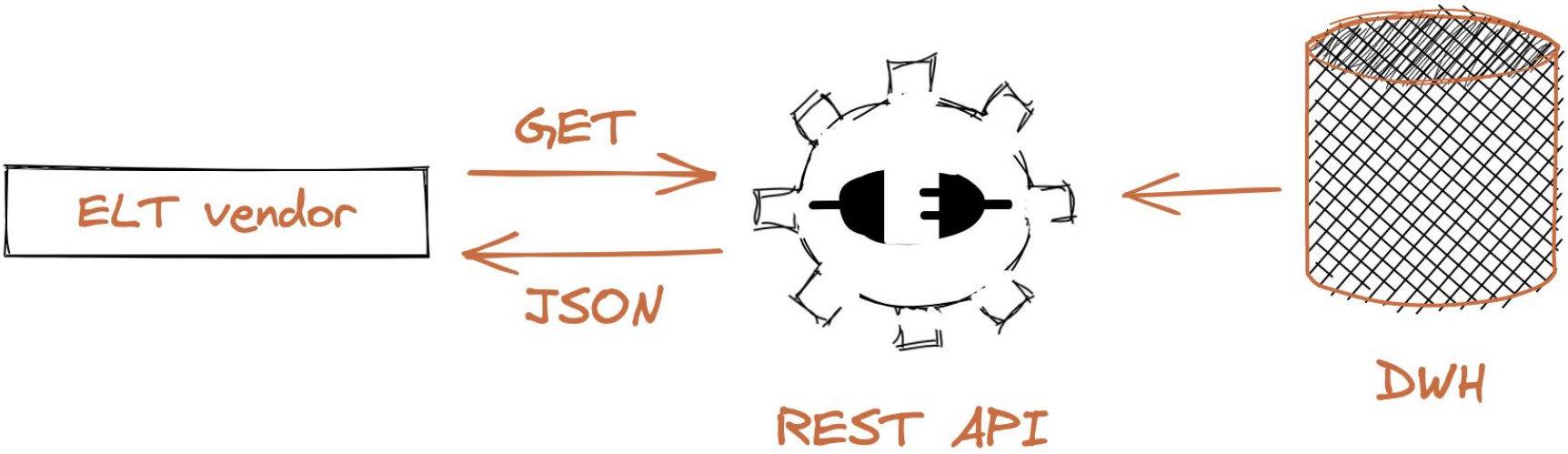
# Transfer data by sharing AWS or database credentials.



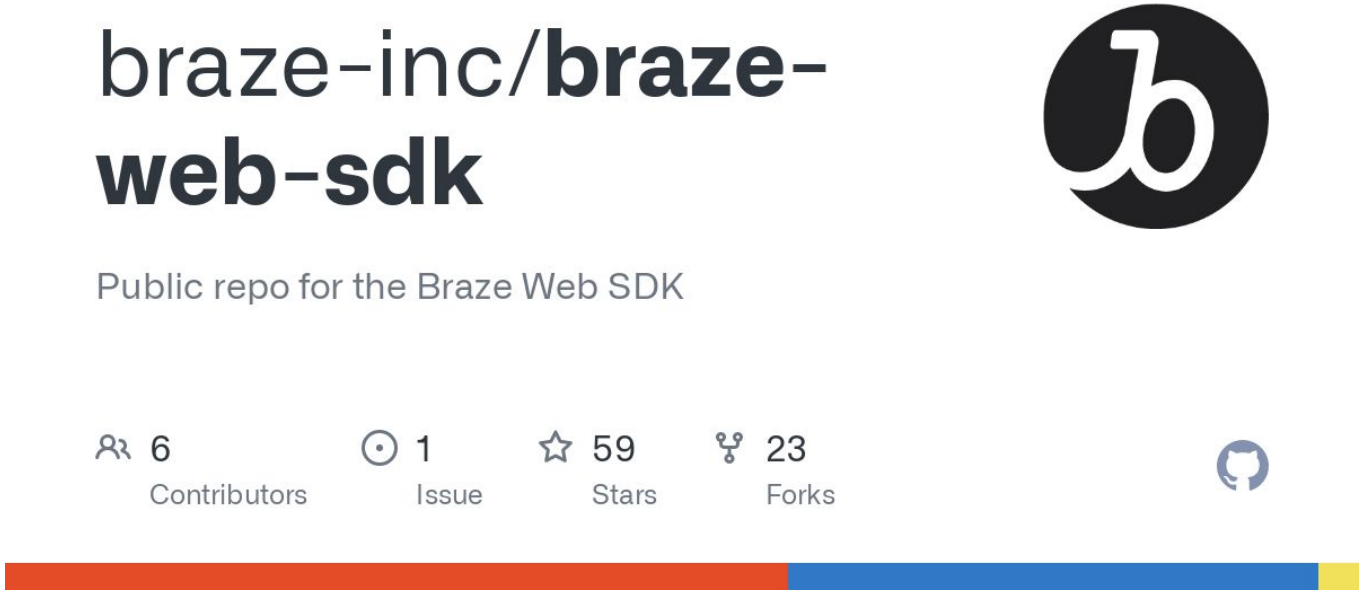
# Make data available by exposing an API.

- ⇛ Consumers chose data they need
- ⇛ Standards like REST or GraphQL
- ⇛ DB-independent
- ⇛ Implicit contract
- ⇛ Testable by both sides

# Pull data by implementing an API.



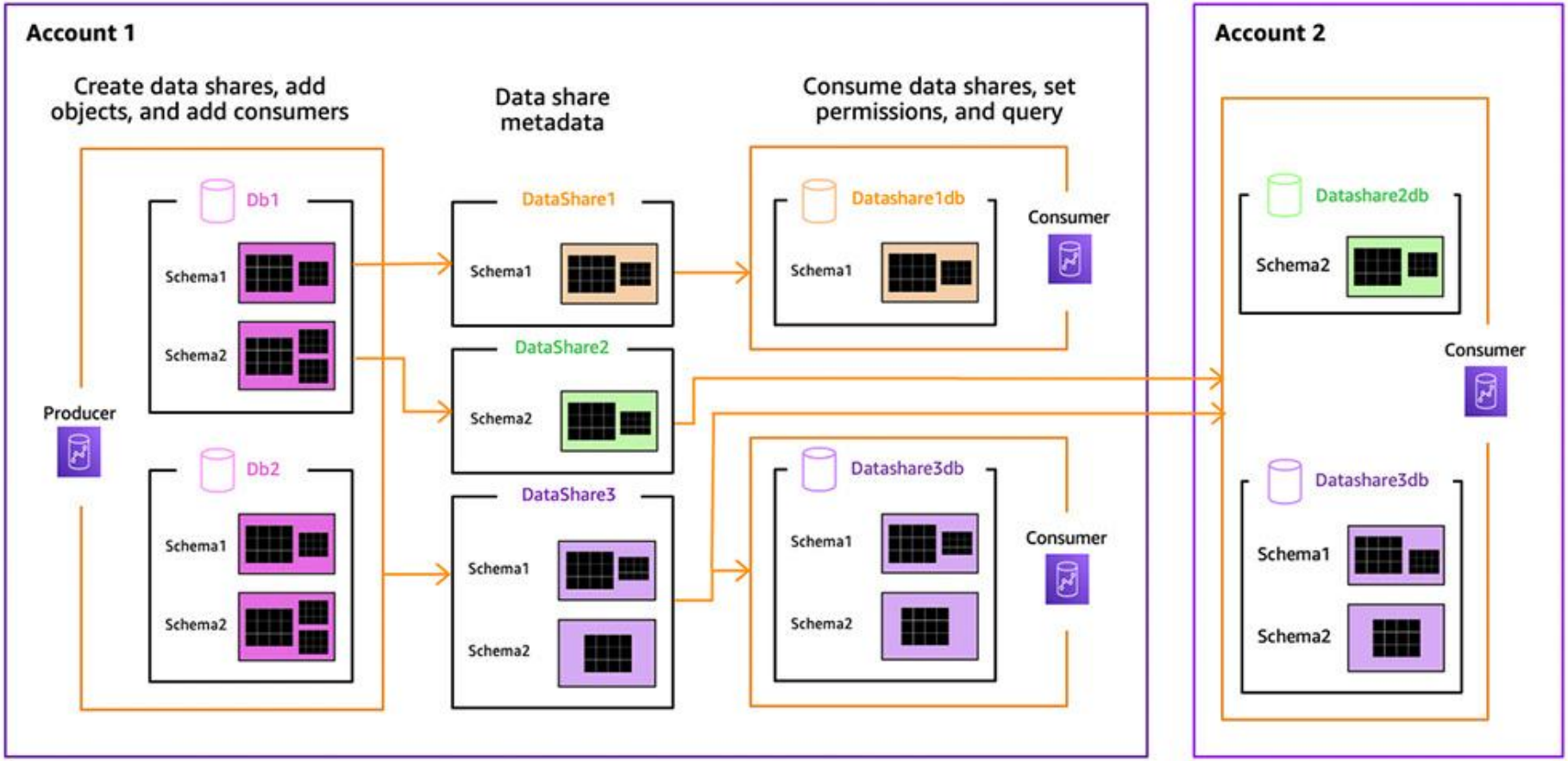
# Send data by implementing an SDK.



# Securely share data using Snowflake, AWS Redshift, Azure Data Share, and GCP Datashare.

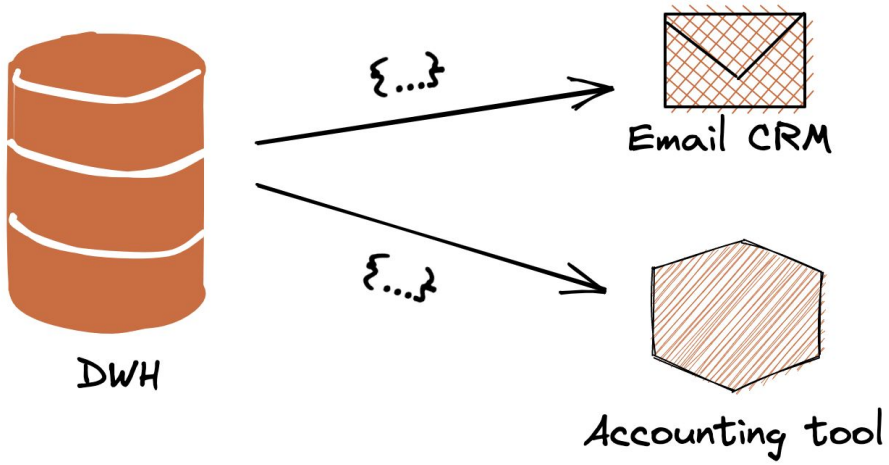
- ⇛ Instant, realtime access
- ⇛ No data movement
- ⇛ Easy auditing of usage metrics
- ⇛ Restrict or revoke access anytime

# How data sharing works

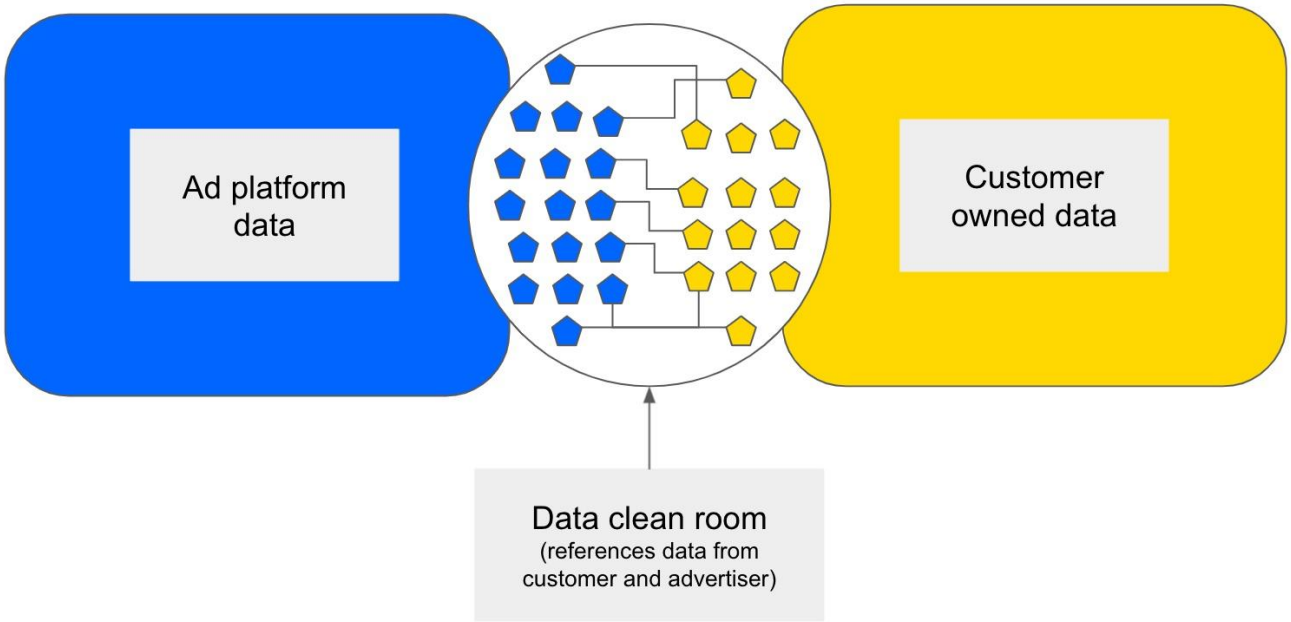


# Make data available on a marketplace.

# Send data via an API using reverse ETL.

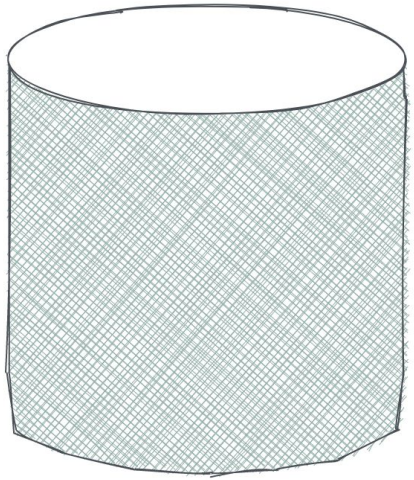


# Collaborate on overlapping data with data clean rooms.

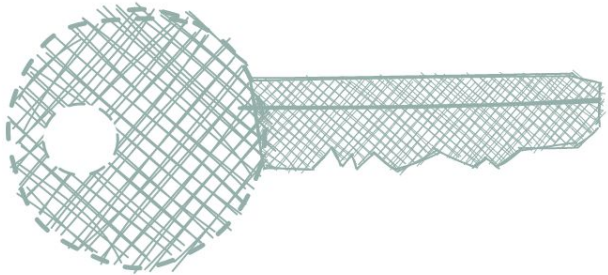


# Inter-company exchange remains challenging.

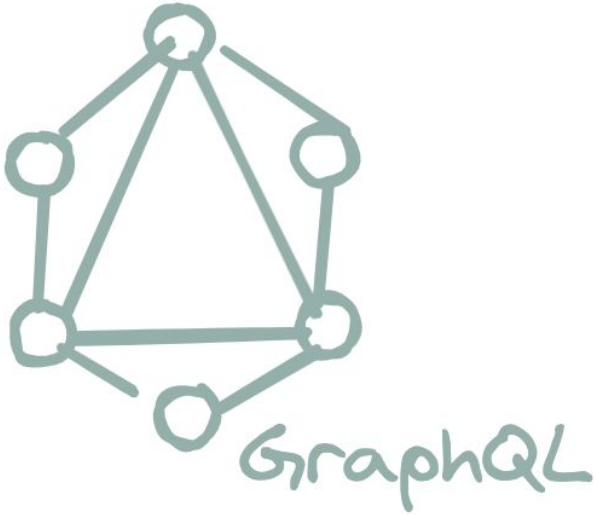
# Data exchange via Excel or CSV loses type information.



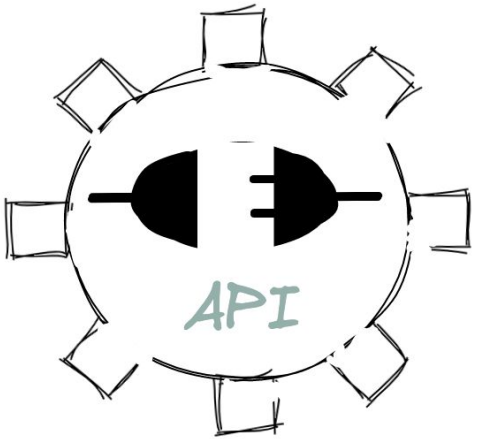
# Data validation is manual in most cases.



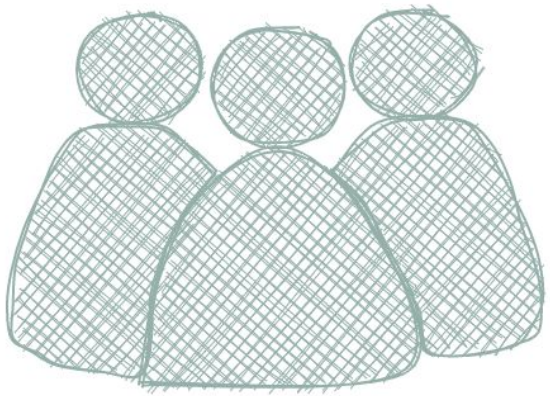
# Not all data providers expose an API.



# Not all vendor APIs are implemented by major integration companies.

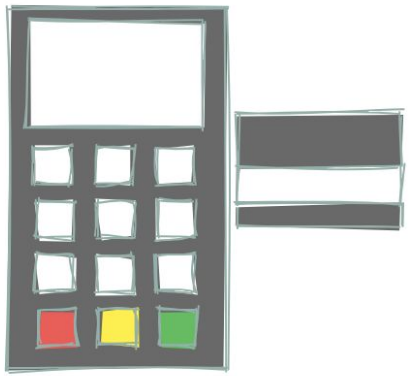


# Some data consumers are not staffed adequately.



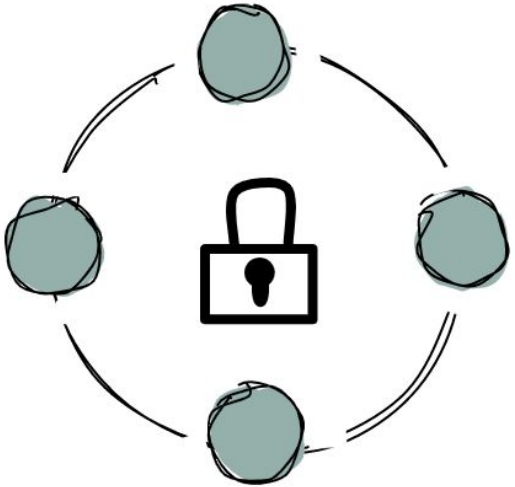
# Some data consumers ask for an obscure format.

# Pricing an exchange is complex. Who should pay? And what amount?

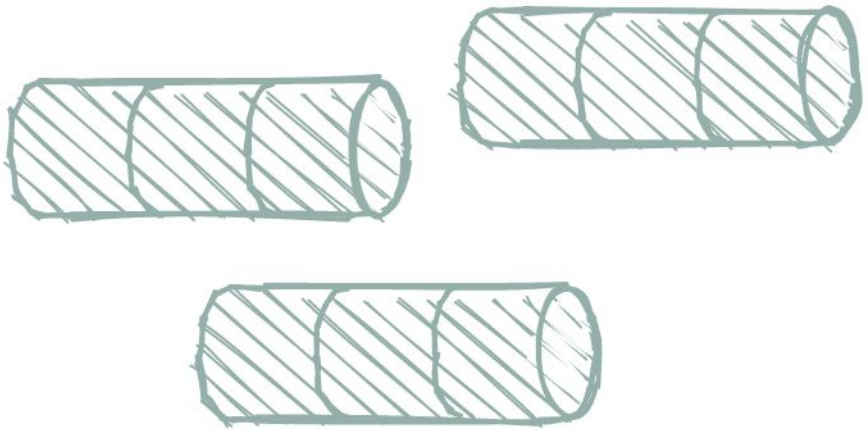


# Speed is a challenge.

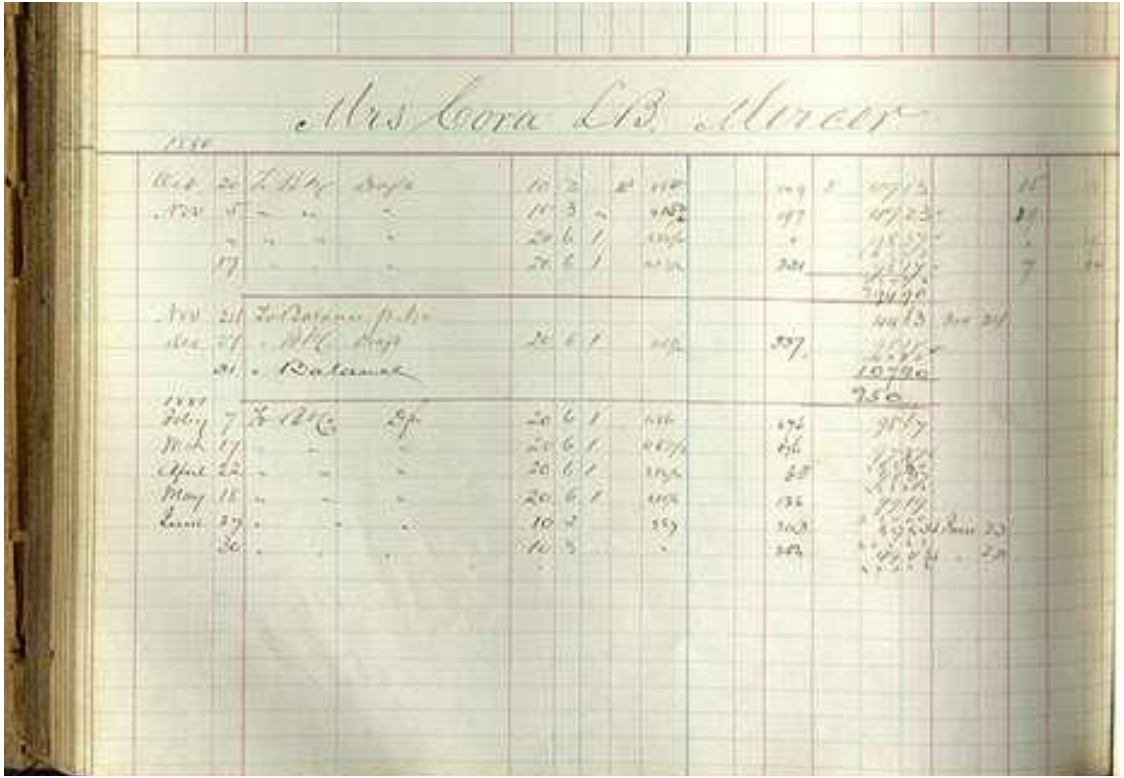
# Security is a challenge.



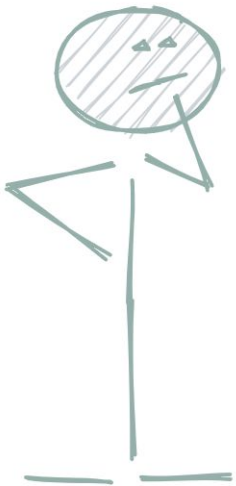
# Monitoring and maintaining so many different pipelines is a challenge.



# Auditing is a challenge.



# Decision fatigue is real. There are way too many options.



# What are the properties of a solution?

# Here is the exchange tool wishlist

1. End-to-end cross-company coverage
2. Cloud- and tech-agnostic
3. Easy to test and monitor
4. Easy to incorporate evolving contracts
5. Easy to maintain a ledger of all transactions
6. Easy to stay secure and compliant

# Thank you!

Let’s connect 👉

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