

CASE STUDY:

Transforming Data Integration to Deliver Impactful Marketing and Communications

HAVAS

Challenge

Havas Media Network, part of the global communications group Havas, operates in over 100 countries and services its clients through a portfolio of specialist teams that span media, strategy, digital, data consulting, programmatic buying, performance marketing, mobile, out of home and geolocal, social media, experiential, entertainment, and sport. To accomplish this, Havas Media needs to stay up to date on markets and changes to deliver impactful strategy and content in real-time.

With a diverse range of data sources providing environmental data, audience engagement insights, and market research data, Havas Media faced significant complexities in managing and integrating this data into its operations. An on-premise data warehousing solution and rigid ETL tools required substantial development time, costs, and resources. The technology infrastructure lacked integration flexibility and support for parameterization, hindering Havas Media's ability to be agile in responding to ever-evolving data integration and business needs.

Solution

Havas Media turned to StreamSets to streamline their data integration processes and address the challenges they were facing. Facilitating the integration of vast, diverse data from various sources, different data formats, and hundreds of APIs is now a seamless process.

Now, with efficient data integration, the orchestration of data collection and distribution saves developers significant time by providing pre-built connectors and processors. Creating models for flexible and parameterized data pipelines allowed for a reduction of development time and the efficient reuse of pipelines. This enabled the team to focus on data pipeline quality rather than building custom connectors and pipelines. With StreamSets' seamless integration with Google Cloud services, Havas Media efficiently moved data and ran workflows.

Results

Havas Media has experienced a transformation in its data integration processes, resulting in key business outcomes. This transformation has not only enhanced their operational efficiency with increased productivity and streamlined processes but also positively impacted their total cost of ownership (TCO).

With 80% of the data pipelines modeled, pipeline development time has been reduced from a week to just a day or two, including testing. This allowed Havas Media to be more responsive to business needs and deliver projects faster, saving valuable time and resources.

By streamlining its data operations, Havas Media optimized resources allowing just four developers to efficiently manage work that previously required

a team of 20. Developers are now able to shift their focus from technical implementation to business rule application, resulting in improved agility and response to market changes.

Since becoming empowered to manage diverse data sources and optimize resources efficiently, Havas Media can focus on delivering impactful content and campaigns for their clients. Quickly being able to aggregate information and data has allowed Havas Media to create

business intelligence dashboards, delivering value and self-sufficiency to their marketing, communication, and creative teams.

The partnership with StreamSets enables Havas Media to maintain a competitive edge in the fast-paced world of marketing and communications.

About StreamSets

StreamSets, a Software AG company, eliminates data integration friction in complex hybrid and multi-cloud environments to keep pace with need-it-now business data demands. Our platform lets data teams unlock data—without ceding control—to enable a data-driven enterprise. Resilient and repeatable pipelines deliver analytics-ready data that improve real-time decision-making and reduce the costs and risks associated with data flow across an organization. That's why the largest companies in the world trust StreamSets to power millions of data pipelines for modern analytics, smart applications, and hybrid integration.

To learn more, visit www.streamsets.com and follow us on [LinkedIn](#).