

# Lore IO

## Collaborative Data Transformation



Lore IO is a Collaborative Data Transformation platform that enables customers to unify hundreds and thousands of data sources into a universal data fabric for business consumption.

The platform automates 90% of the work, enabling data owners and their internal customers to develop, maintain, and use a single source of truth at a fraction of the time and cost of traditional ETL data pipelines.

### BUSINESS BENEFITS:

**Faster insights:** Implement and optimize data components at a fraction of the time.

**More accurate and trustworthy data:** Users can understand and contribute to data transformations.

**Rapid customer onboarding:** Handle hundreds or thousands of data sources at high velocity.

**Standardized data view across the enterprise:** Automatically unify new, multi-source data.

### ★ CORE PLATFORM ATTRIBUTES

- Data centralized in a single location
- Single source of truth
- Data definitions editable at scale
- Reusable data logic
- All metadata query-able ad-hoc
- Servicing business and technical users
- Abstracts away physical data considerations
- Support for top-down and bottom-up data definition
- Data ownership tools

### TECHNICAL BENEFITS:

**Shorter data pipeline implementations:** Eliminate the complexities of joining disparate data sets.

**Lower data pipeline maintenance cost:** No data pipeline jobs or ETL code to maintain.

**Lower IT dependency:** Provide the business with self-documenting data to set their transformations.

**Minimize IT disruptions:** Use automated alerts when schemas or data values change.

## COMPETITIVE DIFFERENTIATION

Feature	Lore IO	Traditional ETL	New ELT
Automated data scanning and schema detection	Yes	Relational data only	Yes
Automated DDL (tables, columns, descriptions)	Yes	No	Yes
Virtual data canvas	Yes	No	No
Stateful data components	Yes	No	Partly
Data component ownership	Yes	No	Yes
Data component definition	Yes	Yes	Yes
Data component lineage, history and versioning	Yes	Cumbersome	Yes
Reusable data components	Yes	No	Yes
Testable data components	Yes	No	Partly
Users can request new data components	Yes	No	Partly
Automated micro-tasks to advance component state	Yes	No	No
Micro-task user collaboration	Yes	No	No
Micro-task ownership assignment and management	Yes	No	No
Automated unification of multiple data sources and types	Yes	No	No
Data export	Yes	Yes	Yes