



Solution Sheet

Maximizing Data Monetization Opportunities for SaaS Providers

With the tremendous rise in the adoption of SaaS products, an unprecedented amount of enterprise data is locked away in SaaS APIs. SaaS providers are increasingly recognizing the opportunity to create new revenue streams by making this data available to customers to power analytics.

However, the transactional APIs of SaaS applications cannot be easily connected to a customer’s data warehouse or business intelligence and data science tool. They often end up needing a custom ETL implementation for each customer and cause the SaaS TCO to soar. Moreover, by the time the data is extracted from the SaaS application and moved to a customer’s data warehouse, it is already outdated. The whole process tends to be error prone and needs constant curation of data and maintenance of ETL systems.

SaaS customers need access to raw data for analytics and compliance.

Data locked in SaaS applications is not easy to extract using transactional APIs.

Real time ingestion of data needs costly technology implementation and high maintenance.

Persistent’s Data Monetization Framework

Persistent’s Data Monetization Framework is a multi-tenant solution that helps SaaS providers extract, curate, and distribute customer data from SaaS applications in real time. The solution helps SaaS providers power new revenue streams by safely sharing data with customers via an

operational reporting layer and making industry level summaries available in data marketplaces.

The solution provides a pay-as-you-go framework to manage multiple customers while taking care of security, infrastructure, and costing using accelerators such as:

Connector Factory

Connects to internal application databases, APIs as well as external (public and third party) systems to collect and enrich data.

Persistent Data Foundry

Foundry is a multi-tenant cloud platform for developing modern data applications. Foundry helps with automated infrastructure management, tenant management, health monitoring and security which are essential for data monetization.

Cost Monitoring and Prediction

A data pipeline that pulls usage and costing data from various data products with built-in reports, dashboard and prediction algorithms. The costing dashboards can be leveraged to amortize cost across tenants based on usage patterns.

Marketplace Integration Methodology

Knowledge base, best practices, and checklists for Snowflake and AWS marketplace integration.

Pay-as-you-go framework to distribute raw data

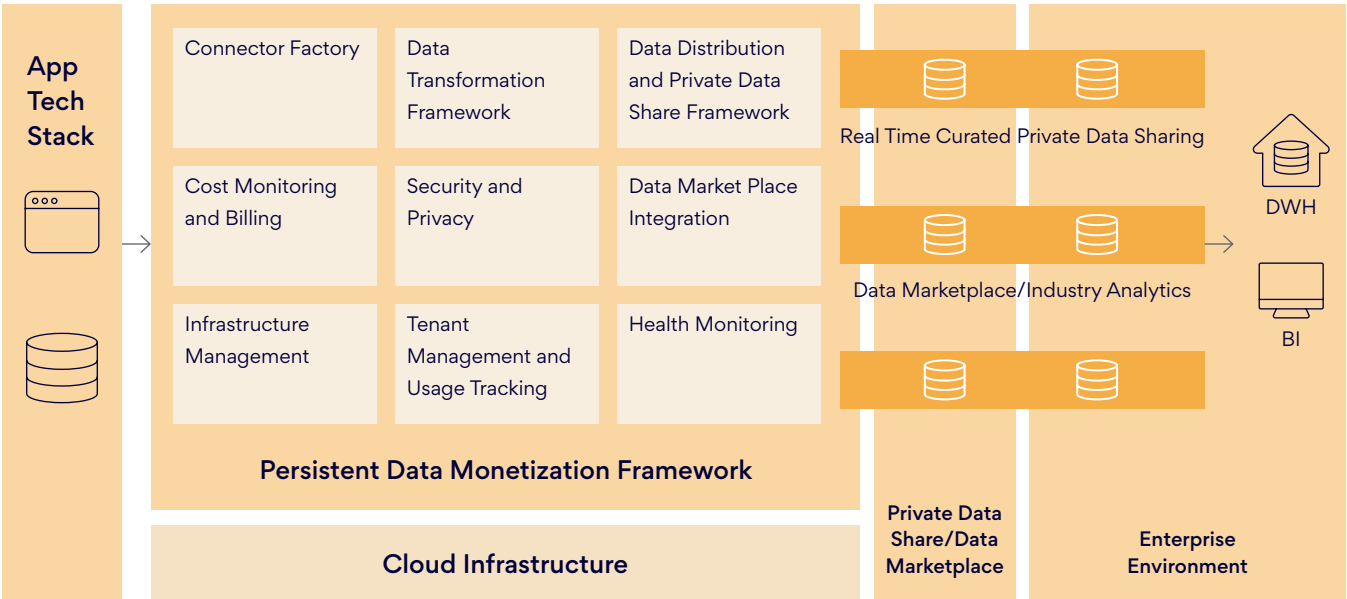
Manage multi-tenancy, customizations

Inbuilt security

Cost monitoring and optimization

Connect with leading data marketplaces

How It Works



Customer Story: How Ellie Mae Monetized Data with a Modern Data Stack on AWS

Challenges

- \ Ellie Mae needed a data platform that would empower its next generation of products and utilize their existing data generated from different systems
- \ Legacy desktop-based application had limited ability to allow lenders and investors to engage home buyers to originate, close, sell and purchase loans
- \ Difficulty in providing loan data in real-time to optimize workflows
- \ Auditing the complex loan data was challenging due to tens of thousands of fields

Solution

- \ Architected and built a multi-tenant analytics platform that provides lenders secure access to their cloud-based, encrypted data anytime and anywhere
- \ Modernized its data stack by moving to AWS Cloud
- \ Ensured data security and compliance in the cloud
- \ Utilized Snowflake, to segment each client's cloud storage and developed a pay-as-you-go model for applications

Outcomes

- \ **Near real-time data.** Increased responsiveness which was previously 24–48 hours
- \ **Reduced complexity** with a modernized cloud-based infrastructure
- \ **Seamless integration** of data with other products

Join our two-hour workshop to find out how you can monetize your data.

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About Persistent

We are a trusted Digital Engineering and Enterprise Modernization partner, combining deep technical expertise and industry experience to help our clients anticipate what's next. Our offerings and proven solutions create a unique competitive advantage for our clients by giving them the power to see beyond and rise above. We work with many industry-leading organizations world-wide including 14 of the 30 most innovative US companies, 80% of the largest banks in the US and India, and numerous innovators across the healthcare ecosystem. Our company fosters a values-driven and people-centric work environment. Our strength of over 22,500+ employees is spread over 18 different countries across the globe.

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