Vendia

A digital infrastructure for business-wide intelligence

For enterprise leaders in pursuit of more data at faster speeds and fewer resources, the promise of "real-time insights" often feels like a dangling carrot in front of a continuous churn of new business applications, analytical engines, and operating models. Relying on layers of unilateral integrations and bespoke data transformations between systems, activating data intelligence across a diverse IT landscape is anything but seamless or real time.

Vendia eliminates data complexity across operational and analytical ecosystems. Its unified data automation platform delivers a universal solution that connects, integrates, and synchronizes data between every system, cloud, application, and tech stack—all at once with unprecedented control and ease.

BENEFITS & OUTCOMES

Bridge the divide between operational and analytical insights

Equipping business and IT leaders with a single connection point across operational and analytical ecosystems, bi-directional integrations in the Vendia platform synchronize data between operational systems (i.e. customer relationship management and marketing automation tools) and analytical engines (i.e. data warehouses and business intelligence systems) in real time. Armed with readily available insights inside their systems of execution at all times, operational leaders can adapt and execute on commercial strategies faster to drive better business outcomes.
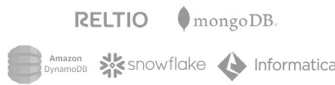
Eliminate every data silo across the entire digital ecosystem

As IT landscapes and data architectures swell in size and complexity, the touchpoints between data and activation exponentially multiply. Vendia's tech-agnostic architecture simplifies complex IT landscapes, eliminating layers of brittle connections, costly point integrations, and data transformation lags. Its proprietary consensus protocol instantly reconciles internal, external, and heterogeneous data with an auditable, tamper-proof ledger keeping track of every transaction—ensuring full transparency, consistency, and compliance at all times.

Scale with unprecedented agility, security, and control

Built with flexibility and governance at its core, Vendia gives organizations full control over their data. Organizations choose who and how to share data based on a partner, record, and field basis. Developers and non-developers alike can easily share data, whether integrating an existing tool or building a new application. Creating a digital backbone across the digital network is also incredibly simple: Vendia's cloud infrastructure is fully managed, single tenanted, and available in about five minutes.

Without Vendia				All-in-one data automation with Vendia
tray.io Fivetran workato MuleSoft talend *A Qlik Company*	**1. Connectors**	**VS.**		**1. Integrate** Sync data across all tech stacks, clouds, and parties at once
RELTIO mongoDB Amazon DynamoDB snowflake Informatica	**2. Databases + MDMs**	**VS.**		**2. Reconcile** Make every business tool a source of truth
Google BigQuery amazon REDSHIFT snowflake databricks	**3. Data lakes + warehouses**	**Better 👍 together**		**3. Analyze** Uncover operational insights in real time, any time
Fivetran MuleSoft hightouch	**4. Reverse ETL tools**	**VS.**		**4. Activate** Move effortlessly from insights to outcomes
DO IT DIY YOURSELF	**5. Data lineage + loss prevention**	**VS.**		**5. Observe** Gain visibility and control over data wherever it lives

PLATFORM CAPABILITIES

01 Integrate
Sync data across all tech stacks, clouds, and parties at once

- ⊘ Thousands of pre-built connectors to sync data across business tools in real-time, at the same time
- ⊘ Bi-directional connectivity between operational and analytical ecosystems, breaking down data silos
- ⊘ No-code data or schema transformations

02 Reconcile
Make every business tool your source of truth

- ⊘ Harmonize disparate data formats across different systems and multiple parties
- ⊘ A business-friendly rules engine to define and govern data quality
- ⊘ Real-time consensus and entity resolution ensures data consistency across all systems, clouds, and parties

03 Analyze
Uncover operational insights in real-time, any time

- ⊘ A modern GraphQL interface for custom app development
- ⊘ Automated or manual egress to bring-your-own business intelligence tools, custom ML models, or direct SQL access for immediate analysis
- ⊘ In-built weighted or heuristics segmentation on data, and an NLP engine to power embedded experiences in systems of choice

Activate

04

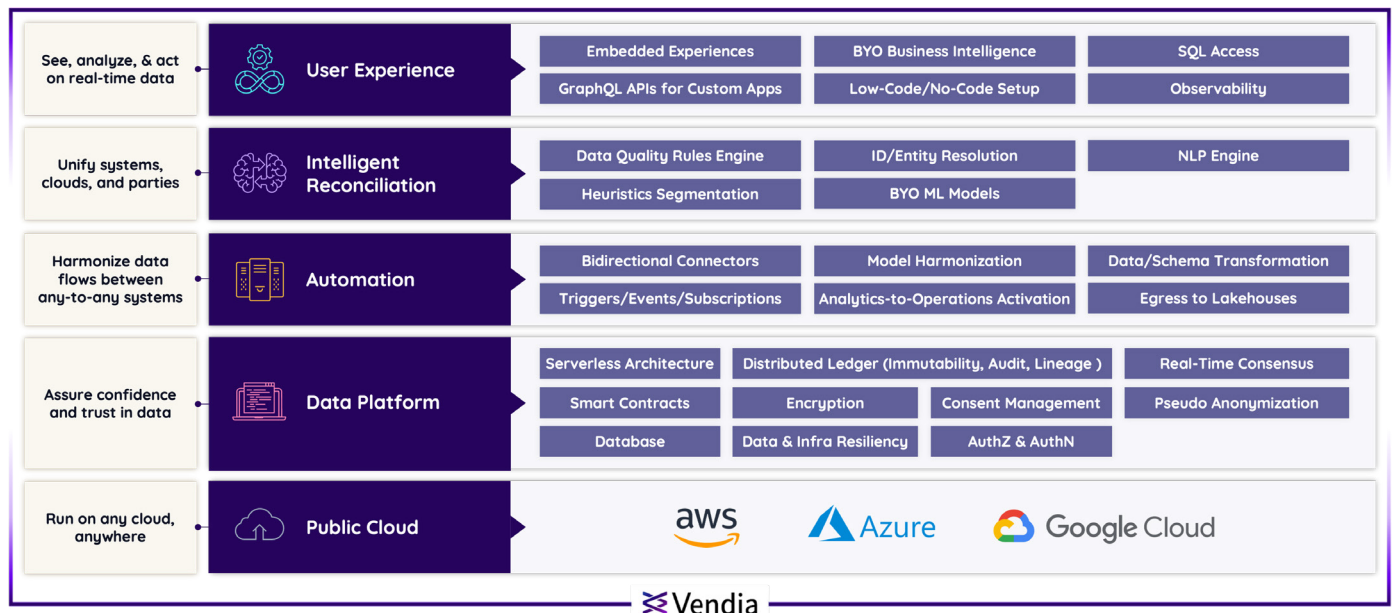Move effortlessly from insights to outcomes

- ⊘ Embedded experiences in system of choice to expedite insights to action
- ⊘ Automated data workflows triggered by business-defined changes and events
- ⊘ Activation of insights in real-time from analytical systems like data warehouses, into operational systems

Observe

05

Gain visibility and control over data wherever it lives

- ⊘ Smart contracts to enforce data usage rules, prompting action at the point of transaction
- ⊘ Redact, mask, anonymize PII & consent data, ensuring automatic compliance with SOC2, GDPR, CCPA, PCI
- ⊘ Complete audit trail with end-to-end data lineage across parties, clouds, and tools via a tamper-proof ledger
- ⊘ Role-based and fine-grained access controls by partner, record, and field

VENDIA PLATFORM ARCHITECTURE

See, analyze, & act on real-time data	**User Experience**	Embedded Experiences	BYO Business Intelligence	SQL Access
		GraphQL APIs for Custom Apps	Low-Code/No-Code Setup	Observability
Unify systems, clouds, and parties	**Intelligent Reconciliation**	Data Quality Rules Engine	ID/Entity Resolution	NLP Engine
		Heuristics Segmentation	BYO ML Models	
Harmonize data flows between any-to-any systems	**Automation**	Bidirectional Connectors	Model Harmonization	Data/Schema Transformation
		Triggers/Events/Subscriptions	Analytics-to-Operations Activation	Egress to Lakehouses
Assure confidence and trust in data	**Data Platform**	Serverless Architecture / Smart Contracts / Database	Distributed Ledger (Immutability, Audit, Lineage) / Encryption / Data & Infra Resiliency	Real-Time Consensus / Consent Management / Pseudo Anonymization / AuthZ & AuthN
Run on any cloud, anywhere	**Public Cloud**	aws	Azure	Google Cloud

⋟ Vendia

**This document covers some aspects of the platform which are on a near term roadmap.

About Vendia

Vendia is the future of collective data intelligence, combining smart APIs, databases, and distributed ledger technology inside a single platform. Vendia's data automation cloud makes it easy to share data inside and outside of the organization in real time and with full visibility, governance, and control. Companies such as BMW, Delta Airlines, Resolution Life Insurance, and Fannie Mae use Vendia to automate contextual and compliant data flows between any-to-any systems for a harmonized, accurate view of data that unlocks speed, innovation, and cost savings. Learn more about us at Vendia.com and #UnchainYourData with Vendia.