

Americas Virtual Meetup #7

Data

September 15th, 2021

Meetup Agenda

- Welcome & Introduction
- Meetup Format / Schedule
- Outline of Today's Session
- Technical Presentation
- Q&A / Feedback

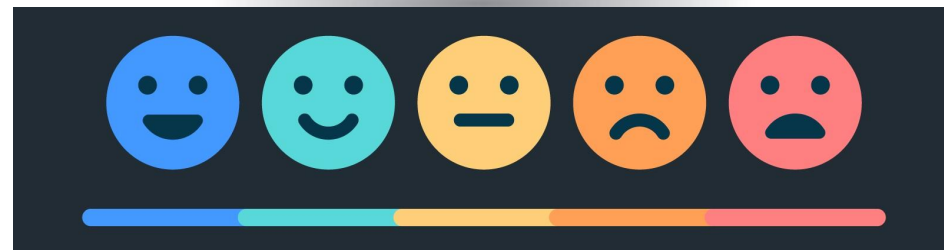


Format & Schedule

PARTICIPATION, FEEDBACK & FORWARD
SCHEDULE

FORMAT

PARTICIPATION, Q&A AND FEEDBACK



SCHEDULE

FORWARD SCHEDULE & THEMES

Previous Virtual Meetup available on Success Central:

- **Advanced Resources >> [Jitterbit Customer Workshops](#)**

Event Schedule:

- September 15th, 2021: Marketplace & Data
- Next Virtual Meetup: December 15th, 2021
 - **What should we cover? What would be valuable?**

Topics/Themes:

- Enablement, Best Practice & Top Tips
- Product Demos
- Cloud Studio & API's
- Real-time Dashboards
- TBC
- System Monitoring

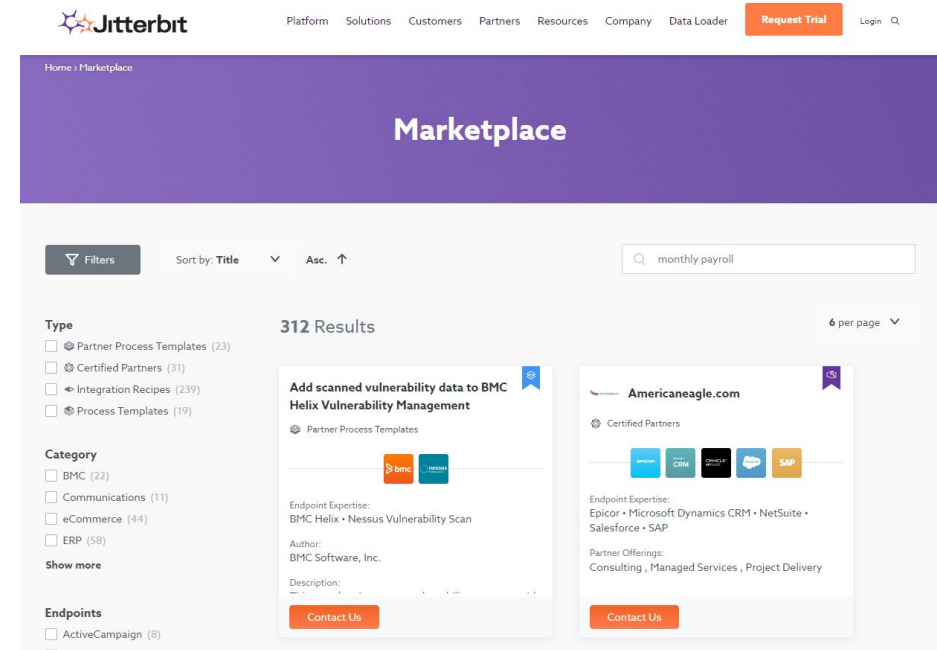


Jitterbit Marketplace

Dawn Ronayne
Solutions Product Manager

Jitterbit Marketplace Overview

- Searchable Collection of Solution Assets
 - Certified Partners
 - Integration Recipes
 - Process Templates
- Benefits
 - Targeted Expertise
 - Shorten Timelines = Cost Savings
 - Design Patterns Examples & Best Practices



Jitterbit Marketplace Expansion

What's New...

- 30 Jitterbit Certified Service Providers
- 100+ New Solutions
- 60 + Endpoints

What's Next...

- More Partners, Solutions, Endpoints
- Jitterbit Certified Solution Providers
- Solution Wizard

TODAY'S SPEAKERS

PROFILE



Jaime Delgado
Senior Customer Success
Architect

Jaime has 14 years of experience in the cloud application and integration technology space helping organizations through digital transformation and automation of processes. Jaime's interests are in helping organizations maximize their use of APIs to drive innovation and value for their customers.



Mayank Bhasin
Senior Customer Success
Architect

Mayank is an Enterprise Data Integration Architect by trade who has lead successful technology campaigns including software development and sales, business process improvements, data warehouse modernization on-prem and on-cloud, platform modernization on-prem and on-cloud, data engineering and streaming architectures, data governance, enterprise data cataloging, self-serve data-prep, and data science and advanced analytics; over 17 years of experience and focused mainly on healthcare, retail and utilities industries.

Today's Meetup

OUTLINE / OVERVIEW OF SESSION

Learnings

- Data Deduplication
- Data Validation
- Filter Data
- Data Merging
- In-memory Data LookUp
- Data Cleansing
- Data Enrichment

Filter Data

- At the source in the query (best practice)
 - Salesforce
 - using SOQL
 - Database
 - using SQL
 - allows data filtration at the source before the data is brought over to the integration platform (Jitterbit)
 - optimal for performance
- In Jitterbit
 - using transformation condition
 - allows data blending (if needed) before the filter criteria is applied

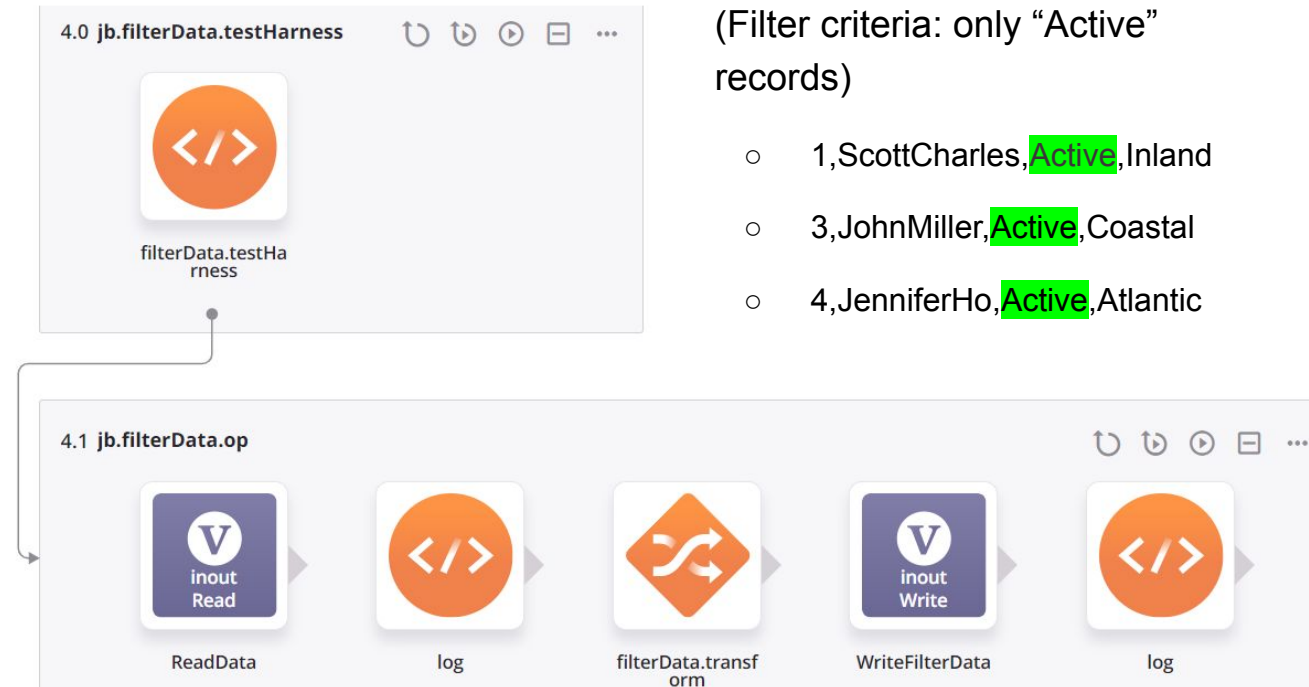
- Source Data

- 1,ScottCharles,Active,Inland
- 2,AlanSmith,Inactive,Pacific
- 3,JohnMiller,Active,Coastal
- 4,JenniferHo,Active,Atlantic
- 5,MariaBrown,Inactive,Caribbean

- Filtered Data

(Filter criteria: only “Active” records)

- 1,ScottCharles,Active,Inland
- 3,JohnMiller,Active,Coastal
- 4,JenniferHo,Active,Atlantic



Merge Data

- Useful in scenarios when there is a need to merge/inner-join two or more datasets/files based on a key
 - iPaaS use cases
 - ETL use cases
 - Data Science use cases
- Allows combining messages/records that have matching value(s) in two or more endpoints
- Useful in publishing derived/blended data (that can be consumed by a downstream analytics application) by publishing the merge operation through Jitterbit API

Merge Data.....contd.

- Source1

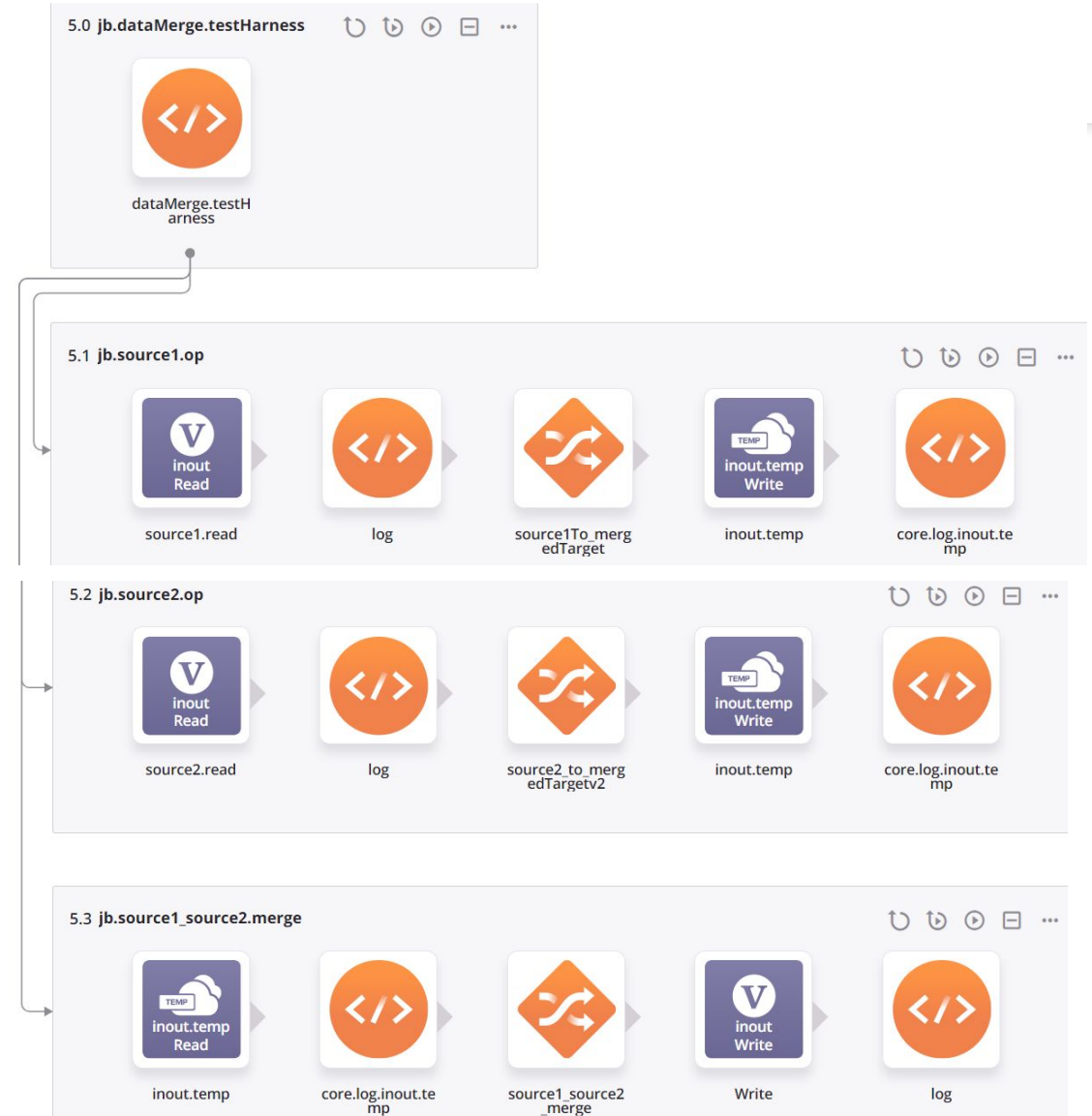
- 001, John, Doe, Male
- 002, David, Fletcher, Male
- 003, Lydia, Balis, Female

- Source2

- 001, F001234, 2020-06-01, A101, 5, 10
- 001, F001234, 2020-06-01, B305, 10, 100
- 002, H001256, 2020-06-05, F507, 2, 5
- 003, F001234, 2020-06-01, A101, 10, 100
- 003, FB05129, 2020-05-01, K103, 15, 95

- Source1 and Source2 Merged / Joined

- 001, John, Doe, Male, F001234, 2020-06-01, A101, 5, 10
- 001, John, Doe, Male, F001234, 2020-06-01, B305, 10, 100
- 002, David, Fletcher, Male, H001256, 2020-06-05, F507, 2, 5
- 003, Lydia, Balis, Female, F001234, 2020-06-01, A101, 10, 100
- 003, Lydia, Balis, Female, FB05129, 2020-05-01, K103, 15, 95



In Memory LookUp

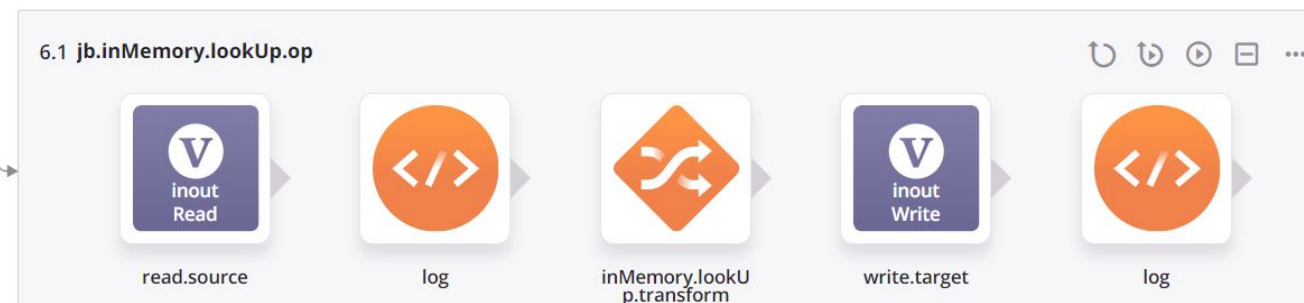
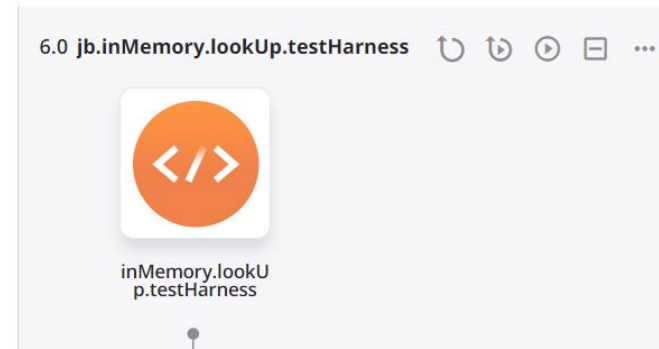
- Jitterbit Dictionary as in-memory lookUp
 - special type of global variable array that holds data as key-value pair
 - one operation can get data from the source and load the dictionary, making it available to other operations for lookups
 - lookUps are performed by passing a key to the dictionary and getting the desired value
 - binary search, it is very fast in finding keys and returning values
 - Avoids overhead associated with in-line lookUps as the call to the lookUp data is made only “once”
 - Works well with DWH and analytic platforms also as they are optimized for bulk reads instead of multiple single reads

- Source Data

- 1,ScottCharles,AUS
- 2,AlanSmith,US
- 3,JohnMiller,IND
- 4,JenniferHo,FR

- Derived Data

- 1,ScottCharles,Australia
- 2,AlanSmith,United States
- 3,JohnMiller,India
- 4,JenniferHo,France



Data Validation

- Jitterbit Data Validation

- Types of validation
 - data type(int, date, etc)
 - value type
- Approaches
 - Built in Validate Function
 - Custom Validation
- Best Practice
 - Define rules when validation fails(skip field or record, notify)
 - Identify who should receive notification that can take action
 - Use a custom script to house validation logic for reusability and ease of maintenance

- Source Data

- 001,John,Doe,Male,Culver City,CA,90230
- 002,David,Fletcher,Male,Compton,CA,90224
- **003,Lydia,Balis,Female,Downey,CA,23422**
- 004,Tom,VanAnden,Male,Grand Rapids,MI,49505

- Target Data

- 001,John,Doe,Male,Culver City,CA,90230
- 002,David,Fletcher,Male,Compton,CA,90224
- 004,Tom,VanAnden,Male,Grand Rapids,MI,49505

- Capture Failed Record

Information

LogMessage:

23422: Zip code Not Valid for city: Downey

Data Cleansing

- Using Jitterbit to Cleanse Data
 - Process of identifying and/or removing inaccurate records
- Approach
 - Custom Logic
- Best Practice
 - Create a reusable script asset
 - Leverage a script to store cleansing logic
 - logic is not buried in the transformation
 - Define Rules for actions to take on records that cannot be cleansed
 - pass/no pass
 - notification

- Source Data

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Data Enrichment

- Using Jitterbit to enrich data
 - the process of enhancing data with relevant data with referenced data
- Approach
 - Custom
 - Leverage previously built components
 - validation
 - in memory lookup
 - values loaded from a script
 - values loaded by placing an API Call to third party source
 - cleansing

● Source Data

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● Target Data

- 001,John,Doe,Male,Culver City,CA,90230
- **002,David,Fletcher,Male,Compton,CA,90220**
- **003,Lydia,Balis,Female,Downey,CA,90239**
- 004, Tom, VanAnden, Male, Grand Rapids, MI, 49505

Data Enrichment

- Using Jitterbit to enrich data
 - the process of enhancing data with relevant data with referenced data
- Best Practice
 - Create a reusable script asset
 - Leverage a script to store cleansing logic
 - logic is not buried in the transformation
 - Define Rules for actions to take on records that cannot be enriched
 - pass/no pass
 - default value
 - notification

● Source Data

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Other ways to get Help from Jitterbit (CSA, TAM & other services)

- Best Practices session with Customer Success Architect (CSA)
 - Reach out to your Customer Success Manager (CSM) to schedule
- Health Check review with CSA
 - Reach out to your CSM to schedule
 - <https://success.jitterbit.com/display/DOC/Jitterbit+Integrate+Conference+2021%2C+Session+3>
- Architecture assessment with CSA or TAM (Technical Account Manager)
 - Reach out to your CSM to schedule
- Working session with CSA for Jitterbit examples and/or development activities
 - Reach out to your CSM to schedule
- CSA office hours every Wednesday @ 10am Pacific Time
 - Reach out to your CSM to get invited
- Customer workshops or customized training with CSA or TAM (customized to your use cases)
 - Reach out to your CSM to schedule
- Contact:
 - success@jitterbit.com | <https://success.jitterbit.com/>

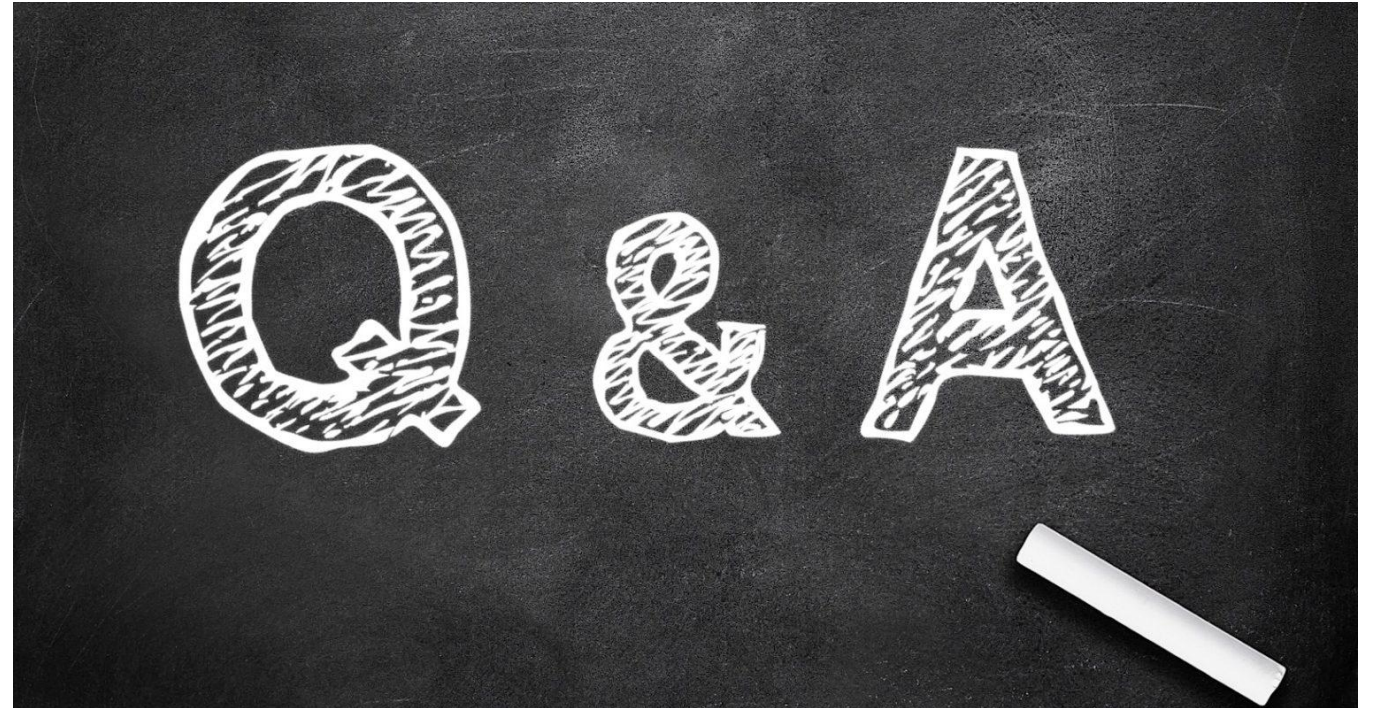
Other ways to get Help from Jitterbit (CSA, TAM & other services..... *contd.*)

- Other useful Jitterbit resources

- [Success Central](#)
- [Best Practices with Jitterbit](#)
- [Integration Project Methodology](#)
- [Advanced Resources](#)
- [Getting Started](#)
- [Getting Training](#)
- [Jitterbit Customer Workshops](#)
- [Jitterbit Tech Talks](#)
- [Video Library](#)
- [Jitterbit Developer Portal](#)
- [Ask the Jitterbit Community](#)
- [Submit a Support Case](#)
- [Check Jitterbit System Status](#)

Q&A

QUESTIONS & FEEDBACK



Mission

Empowering innovation and delivering exceptional experiences by connecting data, people, and processes.

Vision

To be the most sought-after partner, delivering best-in-class products and services connecting the world's systems.