DATA CLYMER

kentik

KENTIK ELIMINATES DATA SILOS AND DEMOCRATIZES DATA WITH A MODERN DATA STACK

A centralized, cloud-native data and analytics platform improves uptime, enhances productivity, and reduces costs

ABOUT KENTIK

Location: San Francisco, CA
Founded: 2014

Kentik provides a network observability solution that helps its customers maintain the availability and performance of network-based services for users.

"Network professionals turn to our Network Observability Cloud to plan, run, and manage any network, relying on infinite granularity, AI-driven insights, and ridiculously fast search."

–JUSTIN GUERRA,
HEAD OF BUSINESS OPERATIONS, KENTIK

KENTIK'S DATA STACK: Google Big Query, Fivetran, dbt, Looker

HELPING TO KEEP THE WORLD'S MOST CRITICAL TECHNOLOGY SERVICES UP AND RUNNING

In today's digital world, if your product's network isn't connected and running, you're not in business. Kentik provides critical network observability that helps its customers monitor network, cloud, host, and container flow; check and optimize Internet routing; run performance tests; and track a variety of network metrics. Many of the world's most prominent technology companies–including Zoom, Box, IBM, and New Relic–rely on Kentik to help them ensure high network performance and availability for their business-critical services.

SILOED DATA AND TECHNOLOGY LIMITS SCALABILITY AND GROWTH

In order to best serve its customers and support the business, Kentik wanted to ensure that its business operations were optimized, scalable, and data-driven. The company already had the solid components of a modern data stack: Google BigQuery as the cloud data platform, Fivetran to create data pipelines from a variety of sources, and Looker to provide data visualizations. However, the elements of the stack were not integrated sufficiently to operate seamlessly together, or to scale quickly enough to drive and support the organization's growth.

In addition, the data coming in from different sources remained siloed in the cloud, which meant that the company lacked a single source of truth accessible to data stakeholders. This meant that Kentik lacked trustworthy data and good data visualization to assist its business goal setting, prioritization, and decision making.

THE COMPANY NEEDED TO DO TWO THINGS:

- Integrate its data in a centralized location and ensure that it was analytics-ready and available to users
- Optimize its technology so the modern data stack could perform at high levels and scale to meet business growth

A NEW MODERN DATA STRATEGY

Kentik partnered with Data Clymer to develop a more effective modern data strategy that would help improve data quality and accessibility, and optimize data stack performance.

A MORE ROBUST AND INTEGRATED MODERN DATA ARCHITECTURE

Drawing on Data Clymer's team of skilled data engineers, deep knowledge of data integration, and experience with cloud data warehousing best practices, Kentik was able to better integrate the technologies already in its modern data stack, and also add a dbt instance to improve data modeling, data quality, and data source freshness. By leveraging dbt Cloud, Kentik can now keep business logic in the backend, not in the reporting and visualization layer, which helps improve overall query time within Looker.

BOTH HOLISTIC AND SPECIFIC VIEWS OF THE BUSINESS

- Kentik and Data Clymer developed multiple dashboards in Looker to track business health from a number of different perspectives, from the holistic to the specific.
- A company-wide dashboard in Looker provides a comprehensive and cohesive understanding of the business as a whole, instead of disparate and segmented views.
- Product-specific dashboards bring product and sales data into one place for the first time, enabling product stakeholders to understand both revenue trends and data usage. This allows Kentik to identify clients not getting full value from its products, to proactively decrease churn by coordinating product utilization and sales data.
- A data health monitoring dashboard helps ensure data quality and integrity.

FINANCIAL INSIGHTS AND FORECASTING

- Using dbt snapshots, Kentik now has insight into how its sales pipeline changes over time, allowing the company to better understand its sales funnel and drive better outcomes.
- Kentik can also closely analyze and compare sales data between any time horizons to gain insights into pipeline health and exactly how deal activity causes pipelines to fluctuate.

AN "INSTANT DATA TEAM" AND OPTIMIZED RECRUITING

As Kentik worked with Data Clymer to modernize its data architecture, it also began to build out its own data and analytics team.

- First, the Data Clymer engineering team stepped in to help supplement existing resources with an "Instant Data Team," to get the new solution up and running.
- With an extensive network of resources in the data and analytics field, Data Clymer was able to help Kentik find a Director of Business Intelligence, who now manages the new solution and the buildout of the Kentik data team.
- Kentik and Data Clymer also integrated with their recruiting software platform to understand Kentik's recruiting process and pipeline. Data Clymer re-created the platform's UI visualizations for Kentik, developing a single dashboard for the most important recruiting insights.

A THRIVING DATA CULTURE AND PARTNERSHIP

Since updating the data stack and creating a single source of truth, Kentik's data culture is thriving. With centralized, analytics-ready data in place, the entire organization can now quickly and easily access the information they need, when they need it. The data is trusted, available on-demand and immediately useful, thanks to a fast, seamless back end and consistent front-end processes and workflows.

Justin Guerra cites the relationship with Data Clymer as "a true partnership I can rely on."

> *(Data Clymer engineer) Rob Seaberg takes a genuine interest in understanding our business," he says. "The expertise that Rob and Data Clymer provide is absolutely critical to our success."*

Kentik and Data Clymer will continue to work together to ensure that Kentik's data capabilities continue to evolve to meet the company's growing data and analytics needs.

RESULTS

- An trusted single source of data, accessible across the business
- A more tightly integrated data stack
- More and better insight from comprehensive dashboards at all levels of the business
- Engineering resources to supplement and support a growing data team

ABOUT DATA CLYMER

Data Clymer is a next-gen data consultancy enabling clients with trusted, full-stack cloud data and analytic solutions that drive positive business results through data accessibility and actionable insights. Our experienced team of consultants are certified data engineering and analytics experts and provide a highly-personalized level of service to enable data-driven companies like Peet's Coffee, Thirty Madison, the Big Ten Conference, and the Las Vegas Raiders to unlock the value of data.

If you want to create a modern data stack for your organization, contact us at sales@dataclymer.com

DATA CLYMER **www.dataclymer.com**