ADEPTIA

DATA INTEGRATION:
From IT Burden to Business Accelerant

Enterprises are drowning in data – both their own and that from external sources. In fact, over 80% of organizations anticipate managing zettabytes in 2025 – and 36% admit they won't be able to handle it all, resulting in trapped insights, weak customer service, and stalled revenue. Companies that can't leverage this data in their business operations risk losing customers and falling behind their competitors in the AI race.

Data Is Critical, But It's Also a Challenge

Quality data is the source of innovation, smart decision-making, and strategic advantage for enterprises across all industries. Yet, data integration continues to be a struggle for almost every organization. Why? Because accessing first-mile data™ – data created outside of an organization's internal data operations, including data from external sources or not yet integrated into operational systems – is challenging. This messy, unvalidated, and often unstructured data creates challenges ranging from poor data quality to security issues to a drain on IT resources. In fact, it is estimated that 80-90% of enterprise data is unstructured, housing crucial information in the form of emails, spreadsheets, documents, graphics, and reports. This same data is also an untapped business opportunity for many organizations, critical to success.

Modern enterprises face complex, mission-critical business challenges. Solving them demands AI-ready, powerful, and sustainable data connections. AI-powered, intelligent data automation™ allows businesses to act faster on first-mile data by simplifying transactions across essential ecosystems, partners, and applications.



AI-powered, intelligent data automation allows businesses to act faster on first-mile data by simplifying transactions across essential ecosystems, partners, and applications

Key Challenges of First-Mile Data™ Include:

Complexity
Data is unstructured, nonstandard, and/or outside of the business

Constraints
Complex workflows require constant IT support and limit a company's ability to innovate

Rigidity
Hard-coded integrations and data variability make workflows expensive to maintain

Risk
Data quality and security depreciate with integration and validation rules

First-mile data integration is fundamentally required to provide value to customers and hone a strategic advantage. For example, claims data, purchase orders, and customer records can show trends and provide insights on product issues, seasonal growth, financial performance, or market contraction. Streamlining access to data analytics and making it universally available across functions is critical to helping enterprises better serve their customers, accelerate operations, and grow their business.

AI-Powered Intelligent Data Automation™ Accelerates Action

By using AI to accelerate ecosystem connectivity and exchange data without limits, enterprises can power smarter decisions, take faster actions, and align business goals with operations to gain a competitive advantage. The key is to access and integrate the data without creating gridlock and chaos throughout the rest of the organization – to implement workflows where first-mile data can be automated, integrated, and managed.

AI-powered Intelligent data automation enables first-mile data to be ingested, processed, and normalized so that it is actionable within business operations. This valuable data is readily accessible by all teams throughout the enterprise, from marketing, sales, and IT to customer service, operations, and the executive suite. With intelligent data automation, organizations have the business intelligence they need to make more informed decisions. The result is stronger customer relationships, faster customer onboarding, smarter decision-making, and shorter time to business revenue.

Additional Key Benefits of Intelligent Data Automation Include:

- **Data accessibility at all levels of the organization:** makes data available without the need for IT intervention, supporting better day-to-day decision-making
- **Complete and accurate data:** eliminates errors from manual processes
- **Better risk management:** keeps data compliant with industry regulations
- **Integrated insights:** remove data silos and enable access to all types of data from across the enterprise
- **Enhanced business performance:** supports comprehensive data leverage, strategic insights, and real-time monitoring of KPIs (key performance indicators)

Intelligent data automation is the solution for first-mile data roadblocks – integrating first-mile data at scale, without limits, to power smart business operations. When AI is successfully woven into a business' integration strategy, data becomes readily available and actionable – accelerating growth, innovation, and the achievement of business goals.

CREATING DATA VALUE FROM DATA VOLUME

80%+

of organizations anticipate managing zettabytes of data.

36%

of companies admit they won't be able to handle zettabytes of data.

Leveraging data at this scale is a key priority and an ongoing business struggle.

ADEPTIA

Adeptia is a leading provider of enterprise B2B data integration solutions that enable organizations to connect systems, partners, and applications with ease.
© Copyright 2025 Adeptia. All marks are the property of their respective owners.

adeptia.com