



# STRIKE GOLD WITH DATA GENIE DATA PLATFORM ACCELERATOR

Reimagine and create brand-new data pipelines  
in minutes to maximize value from your data pool



## Overview

They say data is the new oil. Modern businesses become successful when they are able to unlock and harness the power of their data and make richer, more informed decisions to spur profitability, agility, and productivity and deliver enhanced customer experiences. But getting a clear, singular view of siloed and fragmented data spread across systems can be a challenge even for the most tech-savvy organizations.

CriticalRiver's Data Genie, a home-grown web-based solution, empowers customers to significantly accelerate the provisioning of a brand-new end-to-end cloud-native data pipeline and data warehouse on Snowflake. This ensures that enterprises have access to a single source of truth and cross-function curated datasets with centralized business semantics that are ready for analysis and data-driven decision-making in weeks, if not days.



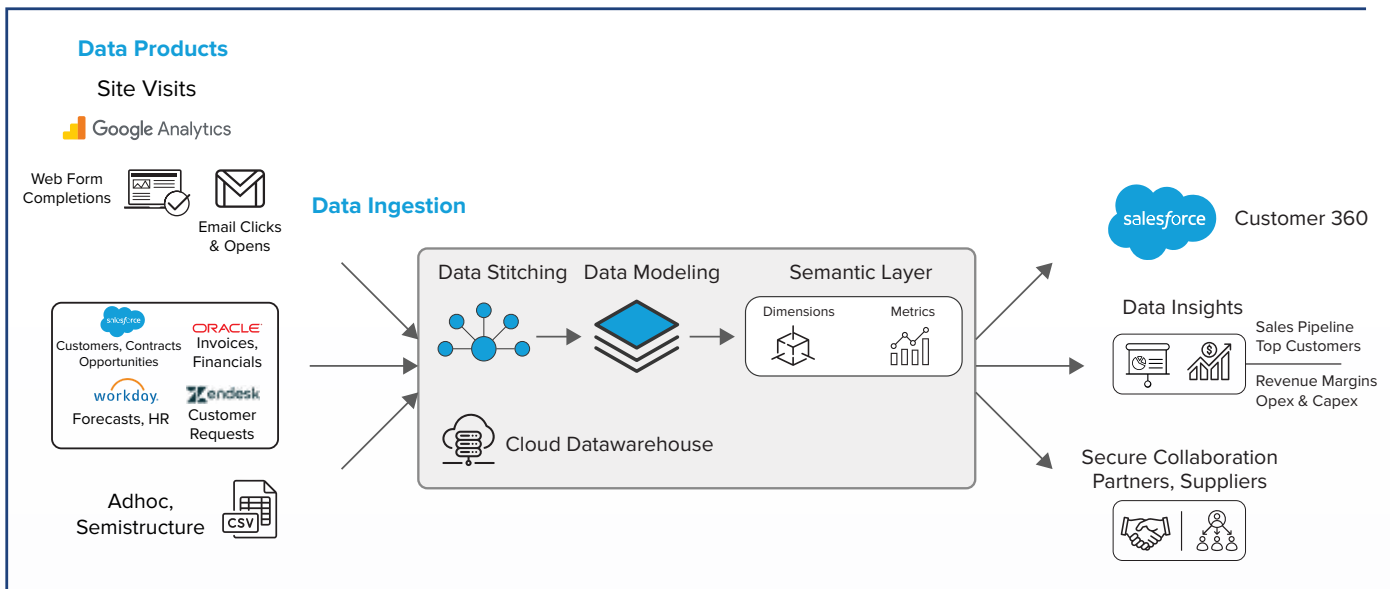
# The CR Data Genie Framework

Built on top of modern cloud data platforms such as Fivetran, dbt, Snowflake, and Airflow, the solution embraces open standards and the flexibility that comes with it. CR Data Genie offers a robust tool that customers can use to create proof-of-value solutions and get to market with their data warehousing initiatives at speed and scale.

**When deployed and executed, CR Data Genie enables users to:**

- Automatically deliver brand new Fivetran connectors to the customers' Salesforce and NetSuite instances
- Automatically provision brand new dbt Cloud environment with pre-built data models for revenue analysis
- Automatically facilitate the users, roles, permissions, databases, schemas, and compute in Snowflake based on Snowflake's best practices
- Automatically extract and load data from Salesforce and NetSuite using the Fivetran connectors
- Automatically run dbt models for revenue analysis with pre-configured data quality tests using dbt best practices
- Refresh BI Dashboard built using Tableau to provide cross-functional insights into product revenue

# How the CR Data Genie Works



## The CR Data Genie Edge

Get answers to questions and quickly access insights critical to your business for a holistic view of customers, operations, products, and your company.

**By partnering with us for the Data Genie solution, you can be assured of:**

- Cost savings: Free up valuable resource time for high-value work
- Better data governance: Eliminate the need for multiple licenses/ roles/ logins to access data
- Faster time to insight: Automated data refresh eliminates the need for daily/ weekly/ monthly compilation
- Minimize risk: Remove dependency on specific individuals to build key reports and analysis
- Streamline distribution: Access data seamlessly via multiple channels – Slack, Salesforce, Tableau, and more

# The CriticalRiver Advantage

Tap into our expertise in executing best-of-breed modern data stack technologies combines with our proven data accelerators and implementation approach.

- **Flexible Architecture:** Cloud Provider Agnostic Design
- **Headless BI:** Build a robust semantics layer
- **Data Accelerators & Blueprints** Deliver business value in a fraction of the time
- **Leave No Data Behind:** Support for 160+ source systems
- **Start Small & Scale:** Low entry barrier with tools that offer consumption-based pricing.
- **Key Partnerships:** We leverage deep expertise for rapid onboarding and support





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