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How Talend runs its business on trusted data

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You say your company has challenges managing data? Well, so do we. Like you, Talend has data that lives in myriad SaaS systems and databases, and we need to access, correlate, and analyze that data to inform business decisions.

Fortunately, we know a thing or two about how to solve this problem. Talend Data Fabric, our platform of integrated services for data integration and integrity, makes it easy to ingest data and make sure it's suitable for use; and the new Talend Trust Score helps us spot data quality issues at a glance, so we can fix them before they become problems.

We thought you would enjoy a peek into how Talend uses Talend to make better decisions through data. This ebook focuses on three use cases:

Sales
Saving time and making money with better Salesforce data

Marketing
Tailoring post-event engagement with Marketo and machine learning

People operations
Supporting company-wide growth with data-driven recruiting

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Sales: Better customer relationships through trustworthy data

Most B2B vendors rely on demographic data to segment customers and prospects for the sales team. Segmentation means that sales reps and account execs can specialize in a particular area, and specialization translates to a better, more personalized customer experience. At Talend, we assign accounts based primarily on two criteria: company size, which gives us a sense of the complexity of the solution this account will need, and geographic region, which lets us connect the customer to a rep who shares their language and time zone.

We use Salesforce as our customer relationship management (CRM) platform. We depend on Salesforce to tell us where accounts are located and to run pipeline segmentation. Our sales team lives and dies by Salesforce data, so it's critical for this data to be reliable. Unfortunately, that wasn't always the case.

Our Salesforce records had become unreliable. Employees in multiple departments and in multiple countries added and changed account information regularly, and they didn't always follow the same standards. Countries and states were a mix of full names and different abbreviations. The industry field was cluttered with a mishmash of verticals and subverticals. And the revenue field that would tell us which accounts were midmarket and which were enterprise was often forgotten altogether.

And we didn't just need this data to assign the best rep to the account. Without clean Salesforce records, we couldn't run meaningful reports or trust our analytics or forecasting. Without reliable contact information in the address fields, even our billing process was cumbersome and slow.

We needed to modify our data to make it usable. But where to start?

Our first stop was the Talend Trust Score. It shows you, at a glance, how much you can trust the data in any given dataset. The Trust Score represents a combined measure of data quality (including validity and completeness), data popularity, and user-defined ratings.

98
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TRUST SCORE™

When we started this process, our Salesforce Account data had a disappointing Trust Score of 52 out of 100. We had some work to do, but Talend Data Fabric provided all the tools we needed:

- First, our data engineers built reusable data pipelines using Talend Pipeline Designer to fix duplicate records and missing data fields, standardize the city and country fields, and enrich the records with external information. That process brought our Trust Score up to 61.

- The industry field was missing in some records, which we couldn't fix automatically. That's where the business users' domain knowledge comes into play. We created a stewardship campaign that would prompt a designated business user to pull up Talend Data Stewardship and complete individual fields based on their unique expertise.

- Now additional business users could start collaborating to improve the data based on their domain knowledge. They used Talend Data Preparation to run some automatic fixes, such as replacing invalid values with standardized replacements. After that, our Trust Score was up to 70.

- Since we were happy with the improvements we made, and the extent to which we could trust our Salesforce records, we felt ready to certify the data. Human expertise matters, so Talend allows users with certification rights — a data steward, or someone else responsible for the data — to certify data for use. Certification boosted our final Trust Score to 85, which represents a 46% improvement overall.

With such a high Trust Score, we had no trouble assigning the right reps to the right accounts. Our customers received the attention they deserved, and our business users felt confident about the data they were using for reports and dashboards. In fact, the sales data was so much better that we have seen increased productivity and better decision-making across the organization: Accounts receivable is able to collect payments faster, with a reduction in late payments; finance has increased our forecast accuracy; and product managers are able to more accurately predict product usage and renewable ACV by account size and theater. "Talend Trust Score and Talend Data Fabric are what I rely on every single day to feel confident in the data I'm using to make the right strategic decisions for the sales organization," says Ann-Christel Graham, Talend CRO. "With Trust Score, I no longer have to wonder if the data I'm using is reliable."

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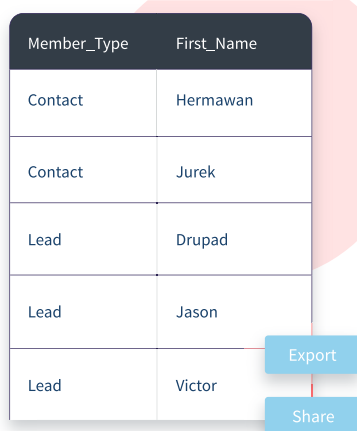
Ann-Christel Graham
Talend, CRO

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Marketing: Hyper-targeted event follow-up, thanks to the Trust Score

A marketing event doesn't stop just because the tables have been packed away and the attendees have caught their return flights. In 2020, that was truer than ever. Talend Connect is a popular annual event where we highlight Talend's innovation, showcase our successful customers, and engage with folks who are considering Talend as their choice for data integration and integrity. Most years this is a live, multiday event, but in a landscape transformed by the COVID pandemic, we had to transition Talend Connect 2020 to a virtual summit. We still wanted to make it a special experience, however, which meant not just a spectacular virtual event, but also a personalized follow-up that would let attendees know how much their participation meant to us.

The signup form for Talend Connect collected some data — first and last name, job title, industry, etc. — but people tend to complete online forms in a hurry, and often make spelling mistakes or leave optional fields blank. Even when the form has been completed properly, the limited form data doesn't provide our SDRs much of an edge in creating one-of-a-kind follow-up communications.

We thought job titles could give our SDRs a key to understanding what individual attendees might have been hoping to get from the event, and help form a basis for the follow-up. Unfortunately, job titles vary wildly from organization to organization. In a small business, a director of marketing probably wears many hats and might report directly to the CMO or CEO, while someone with the same title in a Fortune 100 company operates in a narrower scope with a more specialized focus — which means they care about different things. We needed to align the job title with the job level, so we could make informed assumptions about who was an individual contributor, a manager, and an executive.

Member_Type	First_Name
Contact	Hermawan
Contact	Jurek
Lead	Drupad
Lead	Jason
Lead	Victor

Export

Share

When we started this process, Talend Data Inventory reported that the Talend Trust Score for our Marketo data was 59. For the inaccurate data, we did a few things within Talend Data Fabric:

- Our business users started with a list of Marketo leads from Talend Connect. They used Talend Data Preparation to fill in and fix values in as many records as they could. With a little effort, we were able to bump the Trust Score up to 69.

- What we needed next was a way to predict job levels based on the title. So we asked our data stewards to classify a sample of the Talend Connect data to create a machine-learning (ML) model. Armed with that model, our data engineer used Talend Pipeline Designer to send our Marketo data to Databricks. The model worked as we'd hoped, and we fed the new job levels data back into Marketo, bringing our Trust Score up to 73.

- When we'd made enough changes that we were comfortable certifying the dataset, our Trust Score jumped to 88.

Our SDRs were ready to reach out with the follow-up content that made sense for each individual contact, based on job title and job level. "Trusted data is the backbone of our digital marketing strategy at Talend," explains Jacinta Walker, Vice President of Global Digital at Talend. "By using the Talend Trust Score for our flagship event, Talend Connect, we improved the quality of post-event follow-up. Delivering higher-quality prospects to the sales organization resulted in Talend Connect driving a 57% increase in pipeline compared to other virtual events."

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Jacinta Walker
Talend, Vice President
of Global Digital

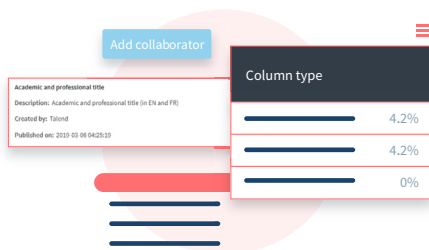# People operations: A radical approach to radical growth

At Talend, we have big goals for growth: "the path to $1 billion" has become our internal rallying cry. The faster we grow, the greater our need for great talent in every part of the organization. And we're not just feeling the pinch in the day-to-day: planning, forecasting, and budgeting all depend on knowing what resources we're going to have in place, sometimes before we're actively recruiting for a role. To understand how long it would take to fill open reqs across a wide span of job levels in a range of business units and across diverse geographic regions, we were going to need some strong analytics. But our people analytics team was essentially starting from scratch.

For this project, we had to sort through several categories of data: personal data about the candidates (location, experience), sensitive offer data (compensation packages), and data about the hiring process itself (how long it takes to complete a hire). We knew we needed to respond to candidates quickly, but we couldn't afford to waste time on lengthy interviews with applicants who didn't measure up. If that weren't enough, we also had to comply with strict regulations concerning personal data.

We needed to approach this project with caution. IT would have to assist with the setup, but access to any data would be restricted to our people team. Once we had the data in place, we had to assess whether we had quality, trustworthy data. And at first, the answer was no — Talend Data Inventory told us the Trust Score was a dismal low 50. We had some work to do:

- Using Talend Data Inventory, we took a closer look at our candidate data and discovered that, because of a small issue in the integration flow, the phone field was completely empty. We resolved that issue quickly, bringing our Trust Score to 60 — better, but not yet trustworthy.

- We still had some invalid values, especially around location. We used Talend Data Preparation to examine the invalid values, and realized that we hadn't included a standard for formatting locations. Intelligent data functions in Data Preparation automatically detected and extracted country, city, and postal code values. Some quick consolidation automatically updated candidate records with the correct formats for country, region, and city. Our Trust Score went up to 70.

- At the same time, we used Data Preparation's masking capabilities to reduce the exposure of sensitive data in our systems. In this case, we masked the name field to protect our candidates' personal information, since we don't use that field for our analytics.

- Now our people analyst felt confident in certifying the dataset. The final Trust Score was 85.

Just because you're under pressure to complete a job quickly doesn't mean you have to forgo data privacy. This is especially necessary today, when so many processes need to account for regulations such as GDPR and CCPA. Improving data quality meant we could improve the hiring process without sacrificing data privacy. "At Talend, we know it's our people who make the difference in achieving our goals," says Michelle Sitzman, Talend's Chief People Officer. "To make sure we always can get the right person in a role, at the right time, we rely on data to inform our decisions — which is why it's crucial that the data is trustworthy."

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Michelle Sitzman
Talend, Chief People Officer

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Trusted data is just good business

Every business runs on data. But getting to trustworthy data can be difficult. After all, our data comes from humans, who make mistakes, and from third-party sources, which can contain errors. Even something as minor as a missing revenue value for a prospect or a fake street address on a lead record can skew the analytics and put the organization at risk of making poor decisions or missing business opportunities.

We didn't turn to Talend Data Fabric to solve our problems just because it's our product. We did it because it's the only solution that puts data trust at its core, and we know that running a business on trusted data is the key to success. And as we've seen, getting to reliable data can make a huge difference for sales outreach, marketing campaigns, and talent acquisition — but that's just the beginning. Easy access to data you know you can trust opens the door for better performance in any department, from finance to operations to customer success.

We suspect you're grappling with problems similar to ours. We hope you can see how Talend Data Fabric could help transform your data into a more trustworthy basis for analytics, operations, and just about everything your business does.

Put your data to the test

Assess the health of your data now, try the Talend Trust Assessor for free

About Talend

Talend (NASDAQ: TLND), a leader in data integration and data integrity, is changing the way the world makes decisions.

Talend Data Fabric is the only platform that brings together all the data integration and governance capabilities, to simplify every aspect of working with data. Talend delivers complete, clean, and uncompromised data in real-time to all. This unified approach to data has made it possible to create the Talend Trust Score, an industry-first innovation that instantly assesses the reliability of any data set to bring clarity and confidence to every decision.

Over 4,750 organizations across the globe have chosen Talend to run their businesses on trusted data. Talend is recognized as a leader in its field by leading analyst firms and industry media. For more information, to learn more, please visit www.talend.com and follow us on Twitter: @Talend.

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