MATATIKA

The Data Efficiency Blueprint

8 Strategic Levers to Cut Costs and Maximise ROI for Data Leaders

The 2025 Challenge for Leaders - Bigger Data, Higher Costs, Less Efficiency

Data leaders face rising ETL costs, hidden inefficiencies, and pricing models that don't scale. Row-based pricing inflates costs by charging for every row processed—whether valuable or not —while unused infrastructure and inefficient workflows drain budgets.

Matatika's Data Efficiency Blueprint gives data leaders a clear strategic framework to cut waste, optimise operations, and drive measurable ROI—ensuring a scalable, cost-efficient data strategy.

Three Ways Matatika Can Help You

- Matatika's **Cost Comparison Calculator** gives you real-time visibility into your data costs and highlights savings of up to 99.4% with Matatika's usage-based pricing. Instantly assess cost efficiencies, eliminate waste, and get a personalised savings estimate in minutes.

- **FREE Data Strategy Audit:** Get an audit of your technology and data setup. Our experts will deliver a RAG report identifying opportunities to cut costs, streamline infrastructure, and boost performance—without disruption.

- **Implement the Data Efficiency Blueprint:** Need help executing the 8 strategic levers? Our experts work with your team to operationalise cost efficiencies, streamline infrastructure and maximise ROI. Ensuring your data operations run efficiently and cost-effectively.

The Real Pain Points for Data Leaders – And How This Guide Helps

- **A Single Source of Truth:** Unifying real-time data across teams ensures consistent, accurate insights without escalating costs.
- **To Cut Costs Without Cutting Corners:** Reduce ETL costs by up to 99.4% while maintaining high performance and scalability.
- **Systems That Scale With Us:** Discover strategies for cost-effective scalability that adapt to your business needs**.**
- **Integrations That Just Work:** Connect and onboard new tools effortlessly with optimised data flows, ensuring minimal disruption and maximum compatibility**.**
- **To Stop Firefighting Technical Issues:** Build reliable, self-optimising data systems that reduce operational stress.

How to Implement These Strategies Across Your Data Team

As a data leader, you don't need to implement every change yourself—but you do need a framework to guide your team. These eight strategic levers provide a structured way to evaluate inefficiencies and take action.

1 Understand platform pricing models and seek 'usage-based' options

Instant Win: Traditional row-based pricing penalises data growth, inflating costs without adding value. Usage-based pricing aligns cost with actual data movement, providing predictable and scalable pricing that supports innovation

What To Do: Use Matatika's Cost Comparison Calculator to assess potential savings—most clients reduce costs by 30-40% instantly, with some cutting spend by up to 99.4%.

2 Stop Paying for Unused Data Infrastructure

Eliminate Waste: Our analysis shows that on average, 20-30% of data pipelines are inactive, adding unnecessary costs. Unused infrastructure locks resources in outdated workflows, reducing efficiency and stalling agility.

What To Do: Conduct a pipeline analysis to identify inefficiencies, eliminate redundant processes, and free up budget for strategic initiatives.

3 Optimise pipeline scheduling and sync frequency

Sync Smarter: Many organisations still operate on "always-on" syncs, driving up processing costs. A smarter approach ensures critical data is prioritised in real-time, while non-urgent processes run during low-cost periods

What To Do: Use Matatika's intelligent scheduler to optimise syncs and reduce processing costs by up to 50%.

4 Use incremental updates and simplified transformations

Incremental Gains: Full dataset reloads waste compute resources, slowing processes and increasing costs. A shift to incremental updates ensures only new or modified data is processed, reducing redundancy and improving efficiency.

What To Do: Simplify transformations and implement incremental processing to cut compute costs by 40% and increase processing speed by 60%.

5 Archive and set retention policies for older data

Smart Storage: Storing rarely accessed data on high-performance storage drives up unnecessary costs. A structured archiving and retention strategy ensures compliance while keeping storage lean and cost-effective.

What To Do: Use automated policies to archive historical data onto low-cost storage, ensuring compliance without overspending on storage infrastructure.

6 Automate cost monitoring and alerts

Dynamic Tracking: Without proactive cost tracking, unexpected overruns erode budgets. Automated monitoring enables early detection of cost spikes, allowing leaders to take immediate action.

What To Do: Use Matatika's real-time alerts and threshold tracking to prevent overruns, optimise spend, and ensure efficiency at scale.

7 Streamline queries with smart data

Smart Data: Processing raw, unoptimised data leads to higher compute costs and slower queries. Summarised or aggregated views reduce query complexity, improve performance, and cut storage costs while maintaining accuracy.

What To Do: Use Matatika's Smart Data tools to optimise views, cut query costs by up to 75%, and improve data accessibility.

8 Optimise with automation

Optimise Data: Manually optimising data pipelines and query patterns is time-consuming and inefficient. Automation enhances data performance, reduces storage costs, and enables self-optimising systems.

What To Do: Deploy automated tools for data compression, deduplication, and query optimisation, ensuring peak performance with minimal manual intervention.

The Data Efficiency Blueprint

Powered by Matatika's ETL Data Platform
One Platform, Countless Advantage

Data Leaders

Call To Action

Ready to optimise your data operations and cut costs?

✓ **Get Your Free Cost Comparison**
See how much you can save with Matatika's usage-based pricing.

✓ **Book Your Free Data Strategy Audit**
Our experts will deliver an actionable RAG plan highlighting opportunities to transform your data operations.

✓ **Need help implementing the Blueprint?**
Get in touch to arrange a free consultation call and discover the benefits of Matatika's platform and data tools

Contact Us

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