



**MATATIKA**

# How to Deliver a Zero-Risk ETL Transformation



# Why Do Most ETL Transformations Fail?

## And How to Avoid It



**Aaron Phethean**  
CEO, Matatika

Let's be honest—ETL transformations have a bad reputation. Talk to any data leader, and they'll tell you the same thing: it's too disruptive, too expensive, and too risky.

They worry about downtime, getting locked into another overpriced vendor contract, and the strain on internal teams. That's exactly why at Matatika, we've built an approach that eliminates these risks entirely, no downtime, no wasted spend, and no surprises.



# Zero-Downtime Transformation

## Keeping Your Data Flowing 24/7

The first question I get from data leaders? *“How long will our systems be down?”* And my answer? **They won’t.**

With Matatika’s parallel run approach, we run your current and new ETL system side by side. Think of it like upgrading a motorway without closing the road, **no disruption** and **99.9% uptime**. Your existing workflows keep running while we test, validate, and perfect the new system.

### Why This Matters

#### NO BUSINESS INTERRUPTION



Keep critical reports and dashboards running.

#### SEAMLESS TRANSITION

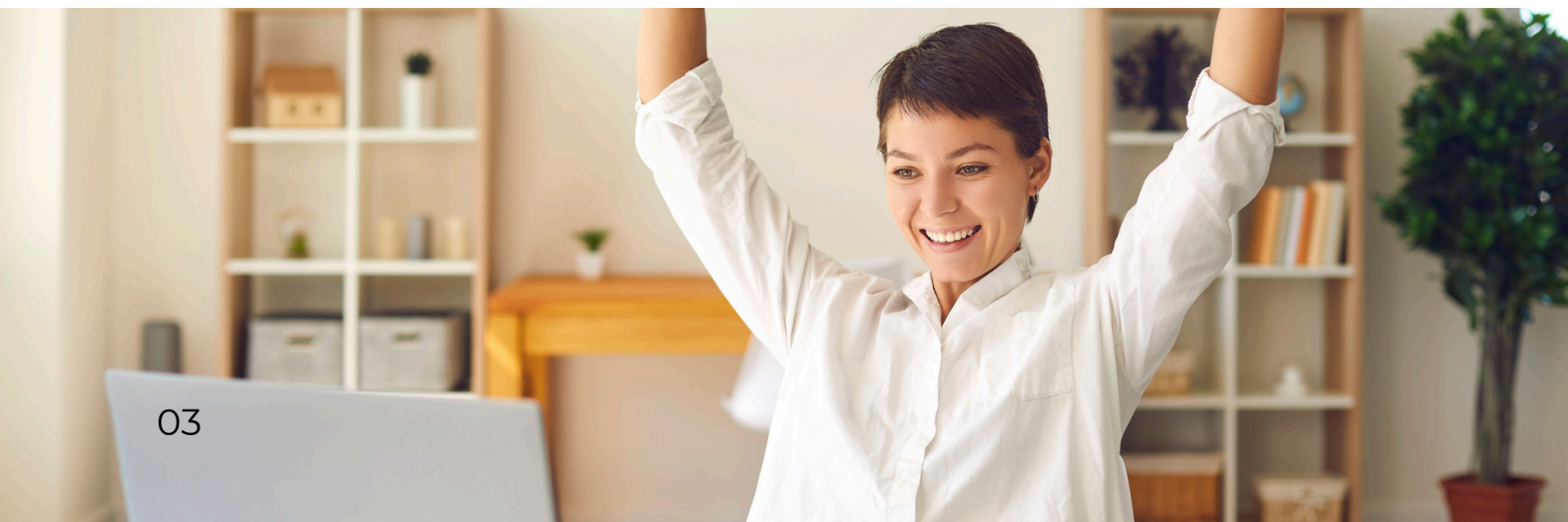


Move from old to new without the usual headaches.

#### FULL RECONCILIATION



See real-time comparisons before switching over.



# Eliminating Risk Through Side-by-Side Testing

No one wants to gamble with their data. That's why we take a **full reconciliation** approach, running the new and old ETL systems in parallel.

Before any switchover, we test for performance, data integrity, and system stability. This means you catch issues before they impact your production environment. If something doesn't perform as expected, you still have your existing system as a fallback.

This approach eliminates the uncertainty that typically makes ETL transformations stressful.

## Built for Scalability, Not Vendor Lock-in

Many ETL vendors use **row-based pricing models** that penalise businesses as their data volumes grow. Matatika does things differently.

With our **cost-based pricing model**, you only pay for the data infrastructure you actually use. No surprise charges, no inflated costs for data you don't need. This ensures predictable, scalable pricing that grows with your business, not against it.



# Matatika's Data Efficiency Blueprint

## Optimising ETL While Cutting Costs

Beyond transformation, data teams need a framework to keep costs under control and ensure long-term efficiency. Matatika's **Data Efficiency Blueprint** provides a structured way to optimise data operations and reduce costs.

### It focuses on:

#### REDUCING WASTE



Eliminating unnecessary data movement and storage costs.

#### OPTIMISING DATA PIPELINES



Aligning ETL processes with business priorities.

#### INCREASING AUTOMATION



Minimising manual intervention and improving efficiency.

By applying these strategic levers, data teams can **cut costs while improving performance**, ensuring their ETL processes are not just running, but running efficiently.

Get the full breakdown of our ETL strategy.  
Download the Data Efficiency Blueprint

Click [here](#)



# A Done-for-You ETL Transformation

Having led countless ETL transformations, I know how much strain these projects place on internal teams. That's why we take care of everything.

From **schema conversion** to configuring over **500 pre-built connectors**, our experts handle the transition while your team stays focused on what matters most.

We also conduct a **free cost comparison** and **data strategy audit** before any transformation, ensuring the switch makes financial and operational sense. This isn't about moving to another ETL provider, it's about improving data efficiency and cutting costs from day one.



# Take the First Step

## Plan Your ETL Transformation Early

We know that switching ETL vendors has a reputation for being complex, disruptive, and risky—but it doesn't have to be. The key to a smooth, stress-free migration is planning ahead. That's why we work with firms **3 to 6 months before renewal**, ensuring there's a clear roadmap in place to execute a **smooth, zero-risk transition**

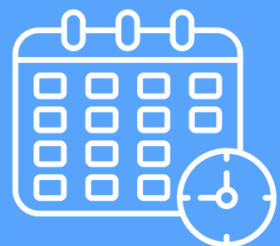
### Free Cost Comparison & Data Strategy Audit

Whether your renewal is around the corner or further down the line, **book a free consultation** and we'll help you:

- **Run a cost comparison** to show exactly how much you could save with Matatika's cost-based pricing.
- **Deliver a data strategy audit** with an actionable RAG plan highlighting opportunities to transform your data operations.

**Book your free consultation today.**

[Book here](#)



[aphethean@matatika.com](mailto:aphethean@matatika.com)



[www.matatika.com](http://www.matatika.com)