GoodData

FlexConnect:
Build Your Own Custom Data Connectors

Integrating data from diverse sources can be complex and time-consuming. Traditional data integration methods often create delays, preventing businesses from accessing the insights they need when they need them. FlexConnect solves this challenge by enabling you to **build custom data connectors for any data source** — whether it's cloud-based, on-premises, or a custom API.

FlexConnect allows your team to access and transform data at run-time, significantly accelerating the ability to build analytics. This flexible, self-service solution improves **Time to Value (TtV)** while embedding business logic directly into the connection to ensure **robust data governance and security**.

Key Benefits for Your Business

Universal Connectivity
Seamlessly integrate with any data source — cloud-based, on-premises, or homegrown. FlexConnect supports SQL, NoSQL, APIs, and ML sources.

Custom Analytics & Computation
Build custom data algorithms and apply business logic directly within the connection, using Python and Rust — without complex data integration processes.

Speed & Run-Time Processing
Eliminate the delays associated with traditional batch processing. Data is processed at run-time within the connection, meaning teams can act on data more quickly, which improves decision-making across the organization.

Seamless Integration with GoodData

Integrate transformed data into the semantic model, ensuring unified and high-quality analytics across all endpoints — GoodData UI, APIs, or custom interfaces.

Built-In Governance & Compliance

Maintain the integrity of your data while meeting regulatory standards with built-in business logic and rules, reducing the risks associated with data handling.

Why FlexConnect Stands Out

No Vendor Dependence

Build and manage integrations on your terms, without waiting for external vendors to support new data sources.

Flexibility with Open-Source Tech

Utilize Apache Arrow and Flight RPC for scalable and efficient data connections.
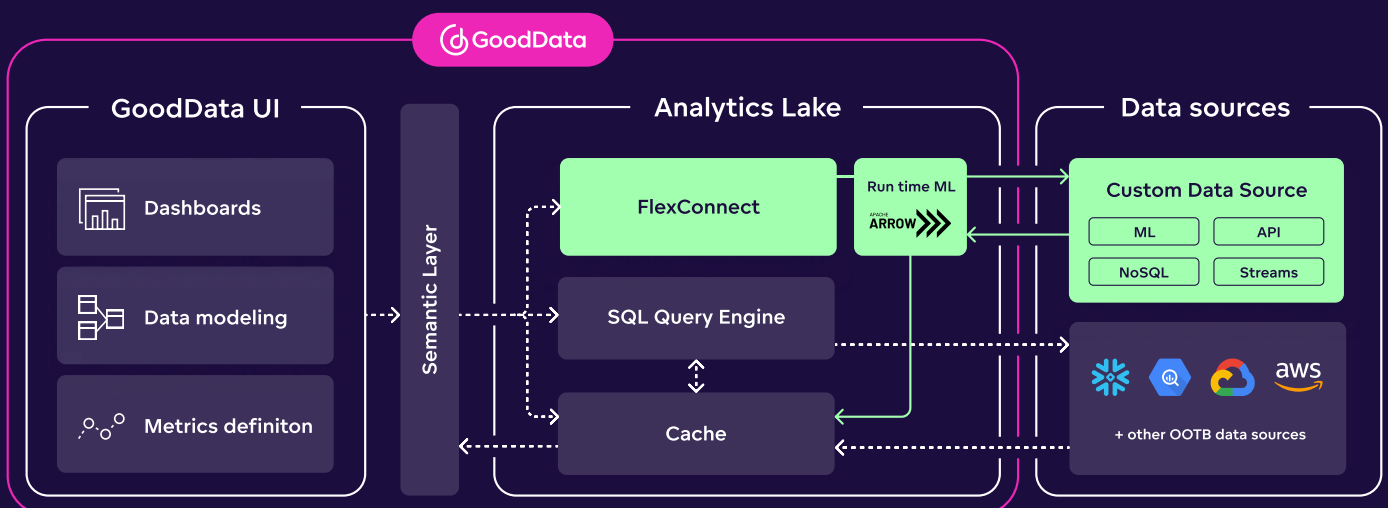
Performance & Scalability

Ensure your data operations scale smoothly across all use cases with run-time processing and high-performance languages that support real-time use cases.

Composability

Integrate seamlessly with existing systems and reuse infinitely, extending your analytics capabilities without disruption.

Real-World Applications

1. **Real-Time Analytics With Streaming Data**
Integrate data from streaming sources such as stock prices or social media feeds, enabling immediate, actionable insights to stay ahead of trends and make decisions in real time.

2. **Connecting NoSQL Databases**
Enable integration with NoSQL databases like MongoDB, allowing unstructured data to seamlessly flow into analytics workflows for enriched, user-friendly insights.

3. **Machine Learning Model Integration**
Directly integrate machine learning models into your analytics platform for real-time predictive insights, empowering smarter decision-making.

4. **API Integration**
Effortlessly connect to third-party APIs (e.g., weather data, stock prices) to enrich your analytics, eliminating the need for complex data transformations.

5. **Data Federation Across Systems**
Combine data from disparate systems to create a unified, accurate view of business performance, without the need for expensive and slow data centralization.

Ready To Unlock the Full Potential of Your Data?

We'd love to show you how FlexConnect can transform your data integration and analytics workflows. **Contact us today** to schedule a demo or speak with an expert about how FlexConnect can help you build custom data connectors, integrate real-time data, and drive smarter, data-driven decisions.