

BELDEN INC.

Belden Supports Growing Marketing Requests by Centralizing Data Access in the Cloud

Requests Handled in Minutes

Belden administrators can easily add connections from any system or application to their preferred analytics tool without costly development or maintenance requirements.

Easy Onboarding

With CData Connect Cloud, there's no complex setup or installation to slow your time-to-value. Simply download the free trial and start connecting.

Data, When & Where You Need It

CData Connect Cloud makes it easy for Belden marketing, sales, and leadership teams to analyze live data in one convenient dashboard.



Company

Belden Inc.

Industry

Manufacturing

Product

CData Connect Cloud

Snapshot

Belden accelerates business decisions by connecting and centralizing all of their marketing data in Tableau dashboards with CData Connect Cloud to deliver comprehensive SEO reports in just minutes.

The manufacturer consolidates real-time marketing data in the cloud to allow marketers to analyze and deliver vital insights in Tableau.

Belden is a leading American manufacturer of electronic cabling and networking solutions across industrial, enterprise, and broadcast markets. Belden has been delivering data, audio, and video technology advancements for over 120 years, including the first television broadcast and support for the International Space Station.

Belden is in the business of innovation, and their marketing team is always looking for new ways to find an edge over the competition. To keep pace with modern business demands, Belden began growing their marketing tech stack, relying more heavily on data to inform best practices in SEO, ad placement, and more.

But with each new cloud application and marketing platform introduced, it became more difficult and time-consuming for Paul Summitt, Belden Data & Analytics (D&A) IT Supervisor, to consolidate the data into easily digestible, comprehensive reports within Tableau. When marketing's data sprawl began to overload his IT team, Summitt turned to CData Connect Cloud to centralize their marketing data and help them identify and amplify their most effective activities.

The Challenge: Increased Demand for Data with Limited Technical Resources

Before turning to CData Connect Cloud, Belden relied on Tableau's built-in connectors to visualize and package reports. But the marketing team's tech stack quickly outgrew Tableau's native connectivity, and requests to visualize performance data across unsupported platforms flooded Belden's IT queue.

“Marketing’s requests started me off on a difficult mission to find a web-based connector that could do simple Tableau connections through our SaaS application logins... particularly for their most challenging ask: Pardot.”

– Paul Summitt, Belden D&A IT Supervisor

“It was just easy – [the driver] didn't require us to bring any data in-house, we could just do a pull from Tableau,” said Summitt. “So I already knew CData as a connectivity company that was doing everything that we need to do.”

Researching solutions for this project, Summitt discovered CData Connect Cloud, an all-new, easy-to-use SaaS data connectivity hub that gives you access to all your data across hundreds of data sources and applications from one cloud-hosted location.

“I was having conversations with other vendors and their packages were pricier as they got into the nuts and bolts and I was just beating my head against the wall,” said Summitt. “I happened to see that Connect Cloud had just been released, which would give me of the connectors in one place. I saw it as a good sign to move forward with CData.”

“I knew that building and maintaining custom APIs internally was a full-time job. We simply don't have a dedicated team of people to do that. That stuff changes all the time.”

– Paul Summitt, Belden D&A IT Supervisor

The story is all too common: Marketing proposed that IT fill the gaps with custom-built connectors and feed all sources into a data warehouse, but Summitt's team lacked the budget and bandwidth to do this.

Summitt was already familiar with CData's connectivity solutions after leveraging the CData HubSpot Driver a few years ago for a different project.

CData Connect Cloud helped Summitt deliver Belden's marketing data from Pardot, Google Ads, Google Analytics, Facebook, Twitter, Instagram, and more in Tableau with just a few clicks – no installation or costly data warehousing involved.

The Solution: All Connections in One Place, No Time Lost

Summitt has only recently started leveraging CData Connect Cloud, but he already finds the tool immensely valuable. After a short implementation process, he can now quickly deliver Tableau dashboards containing relevant, measurable results for marketing, customer experience (CX), sales, and leadership teams.

“CData Connect Cloud connects our Tableau to Google Analytics, Google Ads, and Salesforce. Now we’ve also got connectors set up for Pardot, LinkedIn, Instagram, Facebook, and Twitter. And I have all these things all in one place with no upkeep on my end.”

– Paul Summitt, Belden D&A IT Supervisor

Once the reports are built, Belden employees simply have to click ‘refresh’ on their dashboards to get a live look at all their data. For instance, Marketing can now look at spend across multiple channels to analyze how marketing efforts translate into web traffic and conversions.

Summitt sees the potential for CData Connect Cloud to benefit more line of business teams in the future – empowering everyone in the organization to become more self-sufficient and data-driven.

“This is all new, being able to offer something like this to a marketing person where they don’t have to work very hard to get the data they want without relying on someone like me to drag it out,” said Summitt. “It’s going to be a huge success in my opinion.”



CData Software is the real-time data connectivity company. Our connectivity solutions provide easy access to live data from hundreds of on-premises and cloud applications. Consumable by any user, accessible within any application, and built for all enterprises, CData is redefining data-driven business.