

## Ferraro Consulting FirstGlance™



“We have an ambitious vision and are pioneering innovations to help every user have access to data that helps them do their work better.”

Nexla enables the automation of data engineering so that data can be ready-to-use. They do this through a data product approach that makes it easy for anyone to integrate, transform, deliver, share, and monitor data in both a no-code and developer-extensible fashion.

### Company at a Glance

Nexla was founded in 2016 by industry veterans Avinash Shahdarpuri, Jeff Williams, Niket Sourabh, and Saket Saurabh, from companies including IBM, Oracle, Apple, Yahoo, and Rubicon. With a mission to unify and automate data engineering, they have received a total of \$33.5M in venture funding. Notable customers include American Express, Bloomreach, Doordash, Instacart, LinkedIn, Johnson & Johnson, Poshmark, LiveRamp, and World Market. The company's recent partnerships with Snowflake and Pinecone position them well for both analytics and AI.

### Product at a Glance

Nexla uses an agent-based technology and a metadata-driven approach to cover most data engineering functions including ETL, ELT, R-ETL, iPaaS, API integration, replication, and change data capture. The platform also supports both streaming and batch data, addressing a broad set of use cases including analytics, operations, data sharing, data discovery, data science, data products, and generative AI. Nexla's Data Fabric Architecture built on continuous metadata intelligence fuels auto-generated connectors, business semantics, and data products they call "Nexsets." Enterprise capabilities include data quality, dataops, lineage, reliability, error management, and monitoring, all with support for both low-code and no-code implementation.

### Ferraro Consulting POV

Nexla's vision, mission, and product strategy align well with the trend toward [Unified Data Engineering](#). The experience of the senior executive teams positions them well for success. Nexla's emphasis on a broad set of data engineering functions, enterprise strength, and metadata-driven management and automation make them a solid choice for unifying data engineering to cut costs and streamline time to insight. The company also has an impressive set of connectors and the promise of auto-generating new connectors within 24 hours. Nexla's focus heritage with event stream processing also gives them the advantage of handling all data at all latencies. Given the modern architecture, it is surprising that they seem to be lacking a full set of data engineering automations and a generative AI copilot. There is also little mention of governance or data catalog capabilities, both of which are a requirement for centralized operations of data pipelines for an entire enterprise.