

Futurum

EPICOR

An abstract graphic featuring a dark blue background. On the left, there are white circuit-like lines with small circles at their endpoints. To the right, a series of bright blue, glowing, curved lines sweep across the frame, creating a sense of motion and energy.

Leveraging Epicor's Grow Data Platform for Better Insights and Improved CX

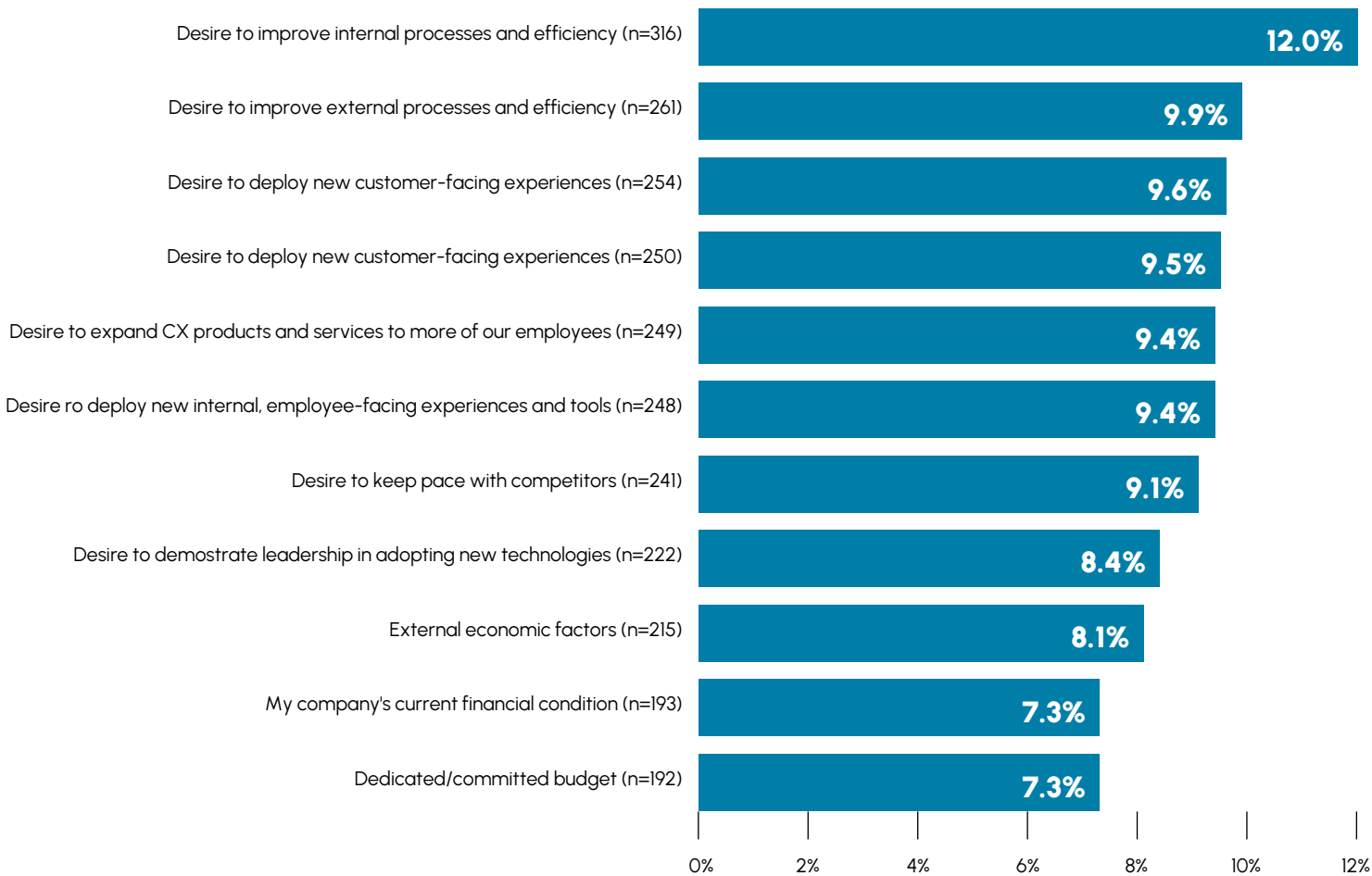
MARCH 2025

Leveraging Epicor's Grow Data Platform for Better Insights and Improved CX

The digitization of many internal and external processes has made capturing organizational and customer data easier. However, the use of a variety of legacy and third-party systems, applications, and data formats makes the information inaccessible and, therefore, unable to be leveraged to uncover insights that can drive informed decision-making, optimize processes, and propel growth.

Indeed, over the past few years, business leaders in every industry have recognized the power of data-driven marketing, noting how it increases engagement and drives a more complete understanding of customers' desires, preferences, behaviors, and intentions. This investment into technologies to improve customer experience (CX) is driven by organizations' growing desire to enhance internal and external operational efficiency, improve the company's competitiveness, deploy new customer-facing experiences, and expand CX products and services to more of their employees, among other factors, according to research conducted by Futurum Intelligence in 2023.

Internal to your organization, what are the top factors impacting the purchase of new CX products or services in the next 12 months (select up to three), n = 1,008



As marketers, sellers, and support organizations intensify their demand for data-driven insights, this has spurred a paradigm shift around data ownership and access. Businesses recognize the limitations of siloed data and fragmented BI solutions.

As a result, organizations are turning toward integrated customer data platforms (CDPs). Appropriately deployed, CDPs can create a unified and complete view of the customer, which can serve as a single source of truth from which all applications, workers, and systems can draw upon to identify insights, generate predictions, and drive recommended actions, resulting in driving a better overall CX. This shift is driving investment into CDP software, according to Futurum Intelligence, with the worldwide annual spending on CDPs projected to reach \$9.2 billion by the end of 2024.

Notably, organizations are focused on leveraging AI across all of the organization's data, not just within single, disconnected use cases. CDPs are essential to this process, as they clean, harmonize, and prepare data to be acted upon by AI while ensuring that any changes to a customer's interactions or actions are incorporated into a master customer record, which is treated as the single source of truth.

Typically, buyers of enterprise applications are increasingly located in the C-Suite (often the CIO) but are influenced by the experience and expertise of others across the organizations, from data analysts, CRM managers, marketing professionals, project managers, and IT staff, among others. Buy-in and support from all stakeholders is critical, and usually requires alignment on the following aspects of a CDP:

- The core and ancillary use cases that a CDP will enable
- Implementation approach and projected timeline for data source integration
- ROI expectations for each department and the overall organization.

Even if all stakeholders are aligned on the vision for a CDP, C-suite decision-makers are rightfully cautious. Implementing a new platform can be daunting, with concerns around data security, scalability, and integration with existing systems looming large. Additionally, the buying group for such solutions often involves a cross-functional team – CFOs, CIOs, and data scientists – necessitating alignment across the C-suite.



The Data Platform Advantage: A Foundation for Informed Decisions

A data platform is a piece of software, usually delivered via a software-as-a-service (SaaS) model, that serves as a centralized customer database. The CDP builds unified profiles from data it collects across any number of disparate data silos and then delivers combined data to other solutions in the technology stack to drive CX.

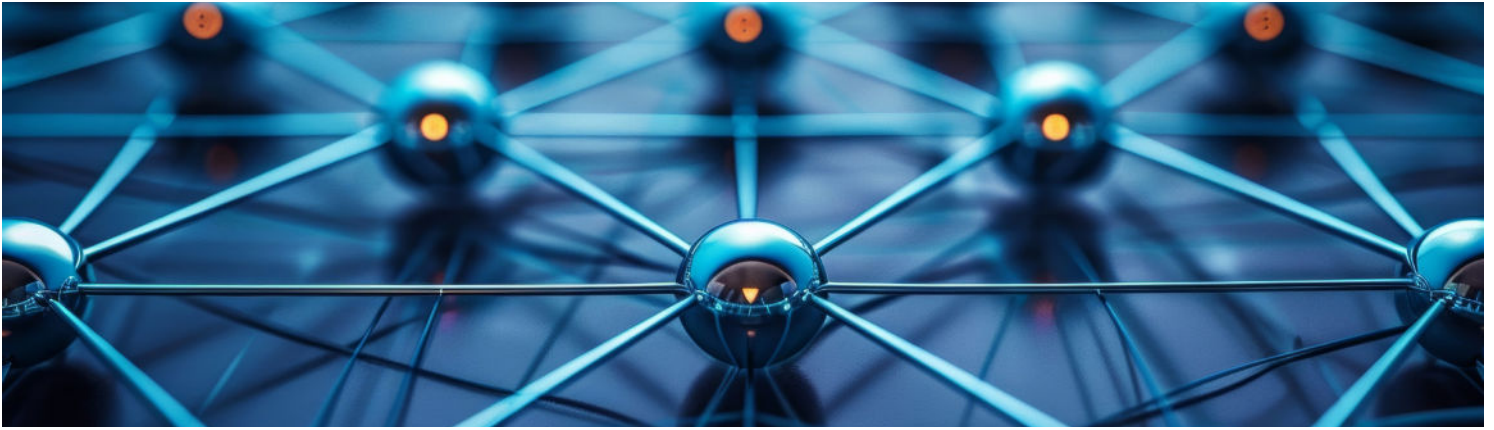
A CDP should be equipped with the following capabilities to meet the organizational needs today while scaling as the volume, intensity, and diversity of data sources increase.

- **Data Ingestion:** Seamlessly integrates data from diverse sources, including ERP systems, CRM applications, social media platforms, and external datasets.
- **Data Storage:** Provides secure and scalable storage solutions for structured, semi-structured, and unstructured data.
- **Data Transformation:** Cleanses, transforms, and prepares data for analysis, ensuring accuracy and consistency.
- **Data Analytics:** Enables users to explore, analyze, and visualize data through powerful tools and dashboards.
- **Data Governance:** Provides tools and processes to manage data access, security, and compliance.

The Insight Advantage for Forecasting and Planning

When paired with the correct data governance and management strategies, a CDP can be the catalyst for uncovering insights that lead to more accurate and responsive forecasts, resulting in better CX. While all businesses can realize the benefits of more agile planning, companies involved with the physical production, movement, and utilization of raw materials, components, and finished goods often feel an outsized impact when forecasts are too slow to incorporate critical changes to inputs or fail to match reality.

Utilizing a CDP that can continuously surface insights from internal and external systems enables leaders to quickly understand and predict key indicators within finance, sourcing, production, logistics, sales, and fulfillment, and respond more quickly than their competitors. This is particularly relevant for organizations often competing against larger organizations with more significant economies of scale, market influence, and control over business-critical third-party services. McKinsey & Company found that data-driven organizations are 19 times more likely to be profitable than their competitors. The consultancy also found that data-driven organizations are 23 times more likely to acquire new customers and six times more likely to retain them.



What Is Epicor's Grow Data Platform?

Epicor's forthcoming Grow Data Platform is a full-stack, no-code data platform that delivers fast time to insight with deeper visibility. It is designed around an architecture that enables the ingestion and activation of structured and unstructured data. It incorporates a private data lake that provides a secure environment for storing and managing sensitive data, ensuring privacy and control of a company's customer information and other external data that enables the creation of comprehensive and rich customer profiles.

The Grow Data Platform connects seamlessly with AI models, generative AI agents, and various built-in tools and third-party BI applications, allowing users to access and use critical customer and business information within their natural workflow. It can also integrate with predictive analytics tools to forecast future trends. The platform also integrates with other Epicor products and their Financial Planning and Analysis (FP&A) system to create a unified data ecosystem. Users can reuse existing pipelines for new data transformation projects, improving efficiency and time-to-value metrics.

Unlike other CDPs, Epicor's Grow Data Platform has been designed to incorporate several key points of differentiation, compared to its competitors, including:

- **Unlimited User Licensing:** This pricing model eliminates the traditional pay-per-user structure, often a significant barrier for businesses seeking to empower a broader range of employees with data analysis capabilities.
- **Role-Based Data Access Control:** Sensitive data is protected by ensuring that only those with specified clearances can access it, ensuring simple and secure management.
- **Low Total Cost of Ownership (TCO):** Offers a cost-effective solution with predictable pricing models, including configuring controls to monitor and manage the volume of data stored and frequency of data refresh rates, as well as supporting an unlimited number of data source connections.
- **Industry-Specific Expertise:** Epicor's significant and lengthy experience working with companies within the make, build, and move industries (manufacturing, construction, logistics, etc.) for the needs of specific industries, ensuring that the platform's functionalities align with customers' unique challenges.
- **Industry Recognition:** While Grow Data Platform itself is still new and awaiting recognition, its foundational features have been extensively validated in Grow Business Intelligence and garnered recognition from G2 achieving several accolades, including Summer 2024 Leader, Mid-Market Leader, Business Intelligence Leader, Data Visualization Leader, and Momentum Leader distinctions. These accolades speak volumes about the platform's value proposition for businesses.



Leveraging the Power of a Private Data Lake

The foundation of the forthcoming Grow Data Platform lies in its private data lake architecture. A data lake is a central repository for the company's data, both structured and unstructured. Unlike traditional data warehouses, which store pre-defined data formats, a data lake allows storing any data, regardless of its origin or format. This flexibility is crucial in today's world, where companies collect data from a vast array of sources, including internal systems (ERP, CRM, POS, etc.), external sources (social media, market research, third-party logistics, etc.), and sensor data from the Internet of Things (IoT)-enabled devices.

Using Epicor Data Connectors to Capture Extensive External Data

Epicor's robust pre-built data integrations are designed to amplify the power of a data lake further, enabling the Grow Data Platform to seamlessly connect to various external data sources, including platforms such as Salesforce, Google Analytics, and social media channels, among other sources. This eliminates manual data entry and ensures that stakeholders are provided with a complete picture of all customer interactions, market trends, and competitor activity.

Controlling Data Costs via the Grow Data Platform

For CIOs, a considerable concern surrounding the use of a data lake is the potential for data storage costs to spiral out of control, particularly as the volume, variety, and velocity of data continue to increase. The Grow Data Platform is designed to manage this issue via its intelligent data management capabilities, which include data cleansing and transformation tools to remove duplicates, inconsistencies, and irrelevant information before storing it in the data lake. This not only improves data quality but also significantly reduces storage requirements and associated costs.



Integrating Predictive and Generative AI

As AI continues to become an integral part of all businesses, the ability of a CDP to integrate AI tools cannot be overstated. The Grow Data Platform will seamlessly integrate with Epicor's suite of AI tools, including Epicor Grow AI. This powerful combination allows users to leverage artificial intelligence to extract deeper insights from your data, without requiring experience or expertise in data science or programming languages.

Empowering Everyone: Democratizing Data Analytics with Epicor

In today's data-driven world, unlocking the power of information is crucial for business success. Yet, traditional data analytics solutions often create barriers, requiring specialized skills and limiting access to valuable insights.

Data analysis is only valuable if the insights are readily available to those who need them. Epicor Grow Data Platform will address this challenge through its integrated tools, designed to simplify data monitoring and analysis while supporting organization-wide collaboration, decision-making, and activation.

- **Interactive Dashboards** transform complex data sets into visually compelling dashboards that can be customized to display key performance indicators (KPIs) and industry-specific metrics. These dashboards allow users to monitor critical business information at a glance.
- **Seamless Data Sharing** fosters cross-departmental collaboration and ensures all stakeholders work from the same data set.
- **Advanced Visualization Tools** enable users to create interactive and insightful reports that effectively communicate data stories, ensuring everyone can leverage data insights for informed decision-making.

In conclusion, Epicor's commitment to democratizing data analytics empowers businesses to unlock the full potential of their information. Through a flexible user licensing model, open interfaces and data flows, and a suite of powerful data visualization and sharing tools, Epicor ensures that everyone, regardless of their technical skill level, can participate in transforming data into actionable insights. This democratization of data fosters a data-driven culture and positions businesses for success in today's information-rich environment.

Important Information About this Report

CONTRIBUTORS

Keith Kirkpatrick

Research Director | The Futurum Group

PUBLISHER

Daniel Newman

CEO | The Futurum Group

INQUIRIES

Contact us if you would like to discuss this report and The Futurum Group will respond promptly.

CITATIONS

This paper can be cited by accredited press and analysts, but must be cited in-context, displaying author's name, author's title, and "The Futurum Group." Non-press and non-analysts must receive prior written permission by The Futurum Group for any citations

LICENSING

This document, including any supporting materials, is owned by The Futurum Group. This publication may not be reproduced, distributed, or shared in any form without the prior written permission of The Futurum Group.

DISCLOSURES

The Futurum Group provides research, analysis, advising, and consulting to many high-tech companies, including those mentioned in this paper. No employees at the firm hold any equity positions with any companies cited in this document.

EPICOR

ABOUT EPICOR

[Epicor](#) is a global provider of industry-specific business solutions for manufacturing, distribution, retail, and services. With decades of experience, Epicor delivers scalable, flexible ERP and other software solutions that drive growth, efficiency, and innovation. Focused on helping businesses adapt to changing market demands, Epicor partners with clients to enhance performance and long-term profitability.

Futurum

ABOUT THE FUTURUM GROUP

[The Futurum Group](#) is an independent research, analysis, and advisory firm, focused on digital innovation and market-disrupting technologies and trends. Every day our analysts, researchers, and advisors help business leaders from around the world anticipate tectonic shifts in their industries and leverage disruptive innovation to either gain or maintain a competitive advantage in their markets.

Futurum

CONTACT INFORMATION

The Futurum Group LLC | futurumgroup.com | (833) 722-5337 |