YALO

How Yalo Achieved Reliable Data with Masthead Data

Masthead is a data reliability solution designed to help data engineers to pinpoint data anomalies and their root causes in real-time. Its privacy-first architecture allows users to achieve accurate data without downgrading their security standards.

The challenge

Yalo's teams operate across countries. Each unit, region, and user environment generates different data inputs. Data arrives in many formats and at different speeds. These differences make it hard to determine and forecast data behavior patterns. Yalo needed help establishing data origins and properties across the organization. The lack of shared knowledge often resulted in inaccurate data outputs

The solution

Masthead Data observes all data inside Google BigQuery, consuming only cloud-native logs. This was an essential factor for Yalo as it aligns with the company's high-security standards. Masthead's ability to assess the quality of all data without its exposure from Google BigQuery powers a trustworthy partnership with Yalo. It delivers a complete view of data health without gaps or inconsistencies.

The results

With Masthead, Yalo has the instrument to tackle data integrity issues and fix the root causes of various data problems. Masthead surfaced data errors and anomalies in real-time, saving Yalo's data team hours. Thanks to partnering with Masthead, Yalo has gained complete visibility of its data flows down to data consumers and users. Now, they can streamline workflows and solve data issues faster.

> **"** Masthead has in a way given us a framework to guide our decisions. Before, the team would spend hours and hundreds of messages on Slack to decide where the problem was and if there was a problem. Masthead enables us to look at everything at once, from one common point of view. Everyone on the team can instantly see where the problem is coming from and how it affects our work and our stakeholders. **"**
>
> Joseph Arriola, Senior Data Manager at Yalo

About Yalo

Yalo is a conversational commerce software company that allows businesses to connect with their customers and enhance their outreach and sales strategies through personalized conversation flows in messaging apps. Yalo's no-code solution enables businesses to reach out to potential customers, build relationships, and close sales at scale.
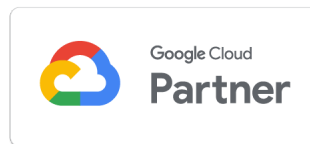
Industry: Software & Internet

Primary project location: United States

About Masthead Data Ltd.

Masthead Data is a data reliability solution that catches anomalies in Google BigQuery in real-time, to ensure high-quality data for decision-making.

Products
Google Cloud Platform