

# Simplifying Data Integration & Analytics

**Bizdata Inc**

*Enriched, Complete & Trusted*

eZintegrations™

- ❑ Founded by ex-employees of Oracle in 2019
- ❑ Funded and backed by parent company Rapidflow Inc- A global partner of Oracle
- ❑ Offers Data Integration and Advanced Data Analytics platforms:
  - eZintegrations : AI enabled data integration platform (iPaaS)
  - Goldfinch Analytics : A self-serviced Advanced Data Analytics platform



# About Bizdata



Founded in 2019, Bizdata Inc. is a leading data integration and analytics company committed to accelerating integration, decision-making, and innovation. By harnessing the power of APIs, Natural Language Processing, and Artificial Intelligence, we empower enterprises with seamless data connectivity and intelligent insights.

Our AI-driven data integration platform, **eZintegrations**, seamlessly connects SaaS applications, on-premises systems, eCommerce platforms, digital marketing tools, social media, databases, and IoT devices. This enables businesses to automate workflows, streamline operations, and adapt to rapidly evolving business processes. Headquartered in Wilmington, Delaware and offices in Irvine (USA), Bangalore (India) with 45+ employees

**Products (Platform)** **eZintegrations™**  **Goldfinch Analytics**  
iPaaS **Advanced Search Analytics**

**Customer Base**   
**Medium & Large Enterprises**

**Industries**         
CPG Retail Healthcare Industrial Goods Pharmaceuticals Medical Devices Food & Beverages

## Unique Value Proposition:

Effortlessly solving complex enterprise challenges by processing high-volume, dynamic datasets from diverse sources—without the need for coding.

**Current User Base**   
**Using in 7+ Countries**

**Current Market**    
**North America Expanding potential to Global reach**

A proven track record with a strong portfolio of large enterprise clients and zero customer attrition.

Demonstrated success in cross-selling and upselling within the existing customer base, reflecting strong loyalty and satisfaction.

# Leadership Team



**Adil Mujeeb**  
*Co-founder, CEO,*  
*Bizdata Inc*

Adil is a technology professional with over 15yrs of experience in all aspects of enterprise software management and implementation.

A serial entrepreneur with a track record of success in founding and scaling innovative enterprises. Prior to Bizdata, Adil founded Rapidflow and grew it into a worldwide implementation partner of Oracle specializing into Oracle Supply Chain solutions.

He is passionate about helping clients make best use of their data and derive deeper insights for business success.

He holds bachelor's degree in engineering from Indian Institute of Technology (IIT), and has extensive experience in data integrations and analytics.



**Rashi Jain**  
*Chief Data Officer,*  
*Bizdata Inc*

Rashi is a data nerd who loves to transform data into actionable knowledge and deliver value through the generation of descriptive, investigative, and predictive analytics.

She holds doctorate in Mathematical Sciences from New Jersey Institute of Technology & Rutgers State University and has extensive experience in ecommerce and digital advertising.



**Ritesh Khapre**  
*Co-founder, CTO,*  
*Bizdata Inc*

Ritesh is an experienced professional with a proven track record in the field of Enterprise Analytics, Product Management, and Pre-Sales Consulting.

He has a robust background with a significant focus on creating, developing, and launching cutting-edge Enterprise Products. His expertise spans across various industries, including Healthcare, High-Tech, and Food & Beverages.

With a strong foundation in Data Engineering, Deep Learning, and Cognitive Search methodologies, he has consistently delivered impactful solutions throughout his career.

# What problem are we trying to solve?



## *Data Silos, Process, Integration, Automation, High Volume, Maintenance*

- **Integration Complexity & Delays:** Different data formats (JSON, XML, etc.) and schema mismatches is cumbersome. Integration projects can take **months** of development, delaying ROI and agility (often up to 6 months for large enterprise data sources).
- **High Cost & Specialized Skills:** Most companies either build integrations in-house (about 80% do) or use legacy integration tools, both requiring skilled developers and significant IT effort. This makes scaling integrations expensive and dependent on scarce talent.
- **Maintenance & Reliability Issues:** Every change in one system can break an integration in another. Failed ETL jobs or version conflicts lead to incomplete data transfers. Additionally, integrations are rarely well-documented (only ~2–3% are documented in practice), so turnover or updates can disrupt critical data flows and business processes.
- **Data Silos & Inefficiency:** When systems aren't fully integrated, data remains siloed. Teams resort to manual work (e.g. re-entering orders from an e-commerce system into an ERP) which is error-prone and slows the business. Inconsistent data across departments (finance vs. sales, etc.) hurts decision-making and customer experience.

## eZintegrations™

**eZintegrations** : A cloud-based Data integration platform as a service that lets users connect “any data, any system, any cloud” via a drag-and-drop interface. This eliminates the need for manual coding, simplifying and accelerating integration processes.

It requires **no coding or special adapters**, instead using an **API marketplace with 50,000+ endpoints** to instantly support applications across e-commerce, SaaS, on-prem, databases, social media, and all enterprise apps.

eZintegrations platform handles real-time data streaming (via APIs, Webhooks, WebSocket, Databases) and batch workflows with equal ease. Advanced automation in eZintegrations uses AI to map and transform data, so integrations that once took weeks can be done in **hours**.

Future versions of eZintegrations would be available as an AI Agent **Tool** to execute data integration across any systems.

Available soon as “**World’s First Natural language iPaaS**”, integrate any system using Generative AI. ( *Beta Launched* )

*This means an IT user or even a non-technical business user can, for example, link Salesforce Cloud with Oracle Cloud ERP in a day – achieving what used to require a team of developers working a large number of hours. The result is **seamless data flow** across systems (e.g. customer info, orders, inventory) and faster time-to-value. Bizdata also provides robust reliability features like error handling and real-time monitoring, ensuring integrations are resilient with minimal downtime.*



## Goldfinch Analytics

**Goldfinch self-service analytics** enables organizations to derive insights immediately from the enterprise data.

**Augmented analytics** cloud platform for real-time analysis and big-data visualization with a code-free, self-service approach. Business users can run natural-language queries on unified data – powered by the platform’s built-in AI (LLMs and text embeddings) – to get instant answers and interactive dashboards.

- No Traditional ETL
- No Datawarehouse
- No Data Modelling
- No Monthly/Quarterly Snapshots for Reporting ( TY Vs LY, TYQ Vs LYQ)

*This tool is an extended platform and sit on top of eZintegrations platform by utilizing the integrated datasets from ERP, SCM, CRM, etc. to provide decision-makers with the AI-driven data analytics without needing data scientists. For example, a sales VP can ask Goldfinch, “What were our top 5 products by revenue and gross margin last quarter, and which supply chain issues affected them?” – and get a coherent answer drawing from CRM, ERP, and SCM data in real time.*

## *Intersection of major technological and market trends*

- **Explosion of Cloud Apps & Data** : *iPaaS market is projected to grow from ~\$12.9B in 2024 to \$78B by 2032 (25%+ CAGR)*
- **Generative AI Revolution** : The recent breakthrough in AI (GPT-4 , Deepseek, Small LLMs with more capability ) is a game-changer for enterprise software. In integration specifically, generative AI enables **natural language interactions and intelligent automation** that were not possible before
- **No-Code/Low-Code Adoption** : Strong ongoing trend toward empowering “citizen developers” and business analysts to create their own solutions without coding. In integration, low-code iPaaS tools are becoming mainstream
- **Hyper automation & Digital Transformation** : Enterprises are under pressure to automate end-to-end processes (“hyper automation”) to stay competitive. In 2023, companies spent an estimated \$2.3 *trillion* on digital transformation initiatives and more is being added year over year
- **Cloud Marketplaces and Ecosystem Acceptance** : Another “why now” factor is the lowering barrier to adoption via cloud marketplaces like Oracle, Microsoft , Amazon etc.

*TAM | SAM | SOM*

Bizdata targets mid-to-large enterprises that rely on ERP, SCM, CRM, and other enterprise systems

Bizdata's solution is horizontal (industry-agnostic), but within those enterprises, initial use cases often focus on **ERP and Supply Chain automation**, where the pain of siloed systems and manual work is acute

Key buyers/users include IT integration teams, enterprise architects, and business function leaders (operations, finance, supply chain managers) who need data unified, and processes automated

Targeting companies mostly above 500 million US in revenue as these companies typically have multiple software systems Oracle or SAP ERP, Salesforce CRM, custom databases, etc.

## *Total Addressable Market*

The iPaaS market alone is large and rapidly growing – valued around \$10–13 billion in 2023 and projected to reach **\$78+ billion** by 2032

RPA and AI-driven automation (hyper automation) is also substantial .Estimated ~\$14–15 billion in 2024 and growing **~20–30% CAGR**

Estimate the TAM for Bizdata’s full solution (integration + AI automation) to be in excess of **\$25–30** billion today, and expanding to over **\$100B** in the next 5-7 years given current growth rates

Over **63%** of companies invest in data integrations to improve customer retention and operations

Source : [\*Integration Platform as a Service \(iPaaS\) Market Size & Share\*](#)

[\*RPA And Hyperautomation Global Market Report 2025\*](#)

[\*Integration Platform as a Service \(iPaaS\) Market Size & Share\*](#)

## *Serviceable Available Market*

Near-to-mid term, Bizdata will focus on segments of that TAM that are most accessible: enterprises in North America, Europe, and Asia with active integration initiatives and a propensity to adopt cloud solutions

Companies that have modern ERPs (Oracle, SAP, NetSuite, etc.) and are adopting SaaS apps (Workday, Salesforce, ServiceNow, etc.) are likely early adopters

**SAM in Volume** : Enterprises with \$500M–\$5B in revenue undergoing cloud migration and process automation”, plus a subset of larger SMBs heavily using cloud software : Approx Order of **10,000–20,000** companies globally

In dollar terms, assuming an average potential annual contract value of **~\$200K** (for a sizable enterprise deployment of iPaaS + AI Agents), the SAM is on the order of **\$2–4 billion**

*This segment is reachable via our current sales channels and partnerships (e.g. Oracle Cloud Marketplace taps into many Oracle ERP clients). Bizdata’s cloud-based offering also means we can serve international enterprises without heavy on-prem requirements, widening our available market.*

## *Serviceable Obtainable Market*

Over the next ~1 year, our focus is on converting early adopters and reference clients in specific verticals to establish beachheads

Aim to capture a significant share of the *integration+automation projects in the Oracle, Netsuite, Acumatica, Salesforce ecosystem*

If we target say 500 enterprise customers over the next 3 years, that would represent a **SOM of ~\$50M ARR** (500 customers × ~\$100K ARR each on average) : That is a fraction of the overall SAM, indicating there is plenty of room to grow beyond

Immediate obtainable market will grow in tandem with our sales capacity and partner network. By focusing on high-value use cases (ERP-SCM automation, data archiving, etc.), we plan to land initial deployments that can expand company-wide (land-and-expand strategy), capturing greater wallet share over time

*Mulesoft | Dell Boomi | Workato | Snaplogic and Others*

## MuleSoft (Salesforce)

- MuleSoft is powerful for complex, developer-driven integrations and API management
- It requires skilled developers to build and manage integrations and can be costly and time-consuming for initial implementations
- MuleSoft excels in enterprise API orchestration and handling legacy complexity, but its complexity can be overkill for organizations seeking simplicity and speed

## Dell Boomi

- Known for its broad library of pre-built connectors and a mature, reliable platform
- Boomi (recently spun off from Dell) is widely used for cloud integration and EDI/B2B integrations
- Boomi's strengths are its stability at scale and vast connector support – many common apps can be integrated with Boomi in a standard way

## eZIntegrations™ Vs Mulesoft

- A far more user-friendly, no-code approach. Unlike MuleSoft which often demands writing code and managing APIs manually
- eZIntegrations provides out-of-the-box connectors and a visual interface.
- Bizdata's use of AI to handle mappings and changes dynamically also reduces the maintenance burden (MuleSoft users often face technical debt maintaining flows).
- Bizdata's lightweight cloud architecture can be deployed faster (MuleSoft projects can take months to go live).

## eZIntegrations™ Vs Dell Boomi

- Connector coverage and ease of use, but with next-gen enhancements.
- Bizdata already covers thousands of endpoints via the API marketplace and can integrate *any* system even if a specific connector isn't pre-built (using universal adapters or AI-generated connectors).
- Bizdata can tackle long-tail or custom systems more easily than Boomi's template-based approach.
- Boomi, while low-code, doesn't incorporate natural language or AI in building workflows; Bizdata's AI guidance can suggest integration mappings or detect errors (self-healing), reducing the manual work for integration specialists.
- Lowest TCO when compared with Boomi

*Mulesoft | Dell Boomi | Workato | Snaplogic and Others*

## Workato

- Known for its recipe-based low-code interface and focus on enabling business users to automate workflows
- It's very user-friendly and offers a large community of pre-built automation recipes
- Workato positions itself heavily for workflow automation across apps (e.g. HR onboarding process that spans multiple tools)

## Snaplogic and Others

- SnapLogic is another iPaaS competitor which notably introduced an AI assistant (named “Iris”) for integration pipeline suggestions
- Informatica Intelligent Cloud Services (IICS) is another competitor from the data integration world, aimed at larger enterprises needing cloud data management. Additionally, tech giants offer integration tools: Microsoft (Power Automate/Logic Apps) and Oracle (OIC – Oracle Integration Cloud) compete when customers are in those ecosystems

## eZIntegrations™ Vs Workato

- Bizdata shares a similar no-code philosophy, it differentiates by its use of AI and breadth of integration
- Bizdata tackles large-scale data pipelines (streaming to data lakes, integrating databases, etc.) which Workato is less focused on
- Bizdata's AI Agents go beyond Workato's capabilities – Workato requires users to define the “recipe” (workflow) logic, whereas Bizdata's Agents can take a higher-level goal and autonomously figure out the steps, invoking integrations as needed
- Workato's pricing model (based on tasks and connectors) can become a barrier for very data-intensive or broad use cases; Bizdata's simpler per-integration pricing could be more predictable for enterprise-wide deployments.

## eZIntegrations™ Vs Snaplogic and Others

- Bizdata's agnosticism and light footprint help – for example, we run on Azure or Oracle Cloud but are not tied to one vendor's stack (unlike Oracle's integration, which mainly helps Oracle-to-Oracle scenarios).
- SnapLogic or Informatica, Bizdata's differentiator is again the natural language and AI-first design – none of those incumbents have an integrated conversational interface that lets non-IT staff interact with the integration layer, nor do they have autonomous agents

- Generative AI Data Integration
- No Connectors Required Philosophy
- Unified Lightweight Platform
- Speed and Cost-Effectiveness
- AI Autonomous Agents

*Bizdata maintains a **4.7/5 rating on G2** with 100% of reviews 4 or 5 stars, indicating high customer satisfaction and validating our ease-of-use and support as competitive strengths*

# Integration & Analytics Roadmap



## eZIntegrations as MCP

Q4-2025

Model Context Protocol for AI Agents to make Tool and Function calls by any Agents

## AI Agent Workforce for ERP:

Q3-2025

AI Agents for Account Payable, Accounts Receivable, Payment Reconciliation and Demand/Supply Planner Agent

## Integration AI Agent:

Bot Driven Enterprise Integration, an AI Conversational bot to do integration between two or more systems

## Digital Twins

FY 2026

Integrations and Analytics with 3D Mixed Reality

## Management Decision AI Agent:

Q2-2025

Analytics Decision driven by Bot with Generative AI Charts and Graphs and root cause driven suggestive decision for Enterprise Users

- **Product Development:** Continue to invest in R&D to enhance our existing products and develop new innovative solutions to meet evolving market needs.
- **Market Expansion:** Strategically expand into new regions and industries, leveraging the success achieved in the North American market.
- **Customer Success:** Focus on maintaining strong customer relationships and delivering excellent customer service to drive customer loyalty and referrals.
- **Sales and Marketing:** Increase sales efforts and marketing initiatives to raise brand awareness, generate leads, and acquire new enterprise customers.
- **Partnerships:** Forge strategic partnerships with key players in related industries to expand market reach and improve product integration capabilities.

Pricing is tiered based on the number of active integrations/automation workflows and the level of features.

For instance, we offer packages starting with a **free tier** (for a basic integration or trial) and scaling up to enterprise plans. **\$90 per integration per month** on an annual plan

**Direct sales** team targets enterprise IT and digital transformation leaders, often starting with a pilot or proof-of-concept integration to prove value. The sales cycle is consultative – we identify key pain points (e.g. “integration backlog of 6 months”) and demonstrate how Bizdata can solve them in days

Our land-and-expand strategy means we often start with one department’s use case (say integrating an SCM system) and then expand usage once we’ve proven success

Initial deal size ranges from ~\$10k to \$50k annual contract value, with potential to grow 2-3× as the deployment expands company-wide

**Channel Partnerships** are a force multiplier for us.

Strategic alliances with cloud providers and ISVs: for example, being on **Oracle’s and Azure’s marketplaces** not only provides visibility but also lets those vendors’ sales teams recommend us as a solution for integration on their cloud

**NVIDIA Inception Program** : First Top 100 Global Start Ups for Enterprise AI Apps . Leveraging Industry solution and NeMo models from NVIDIA for prototype and research

**Oracle Cloud Marketplace** : Listed 15+ Solution on Integrations and Analytics at Oracle Cloud Marketplace. Which helps gain traction, credibility as approved by Oracle Product Management Team and gives visibility in the Market

**Microsoft Azure Cloud Marketplace** : Listed multiple Solution on Integration and Analytics for Microsoft Cosmos DB, Microsoft Dynamics, EpiServer/Optimizely eCommerce platforms from Microsoft

**Amazon Seller Central Integration Developer** : Certified Amazon Seller Central API Developer for Integration of SP API eCommerce with ERP and Reporting with PII Data Extraction and Usages.



- **Current Revenue:** USD 700K/year
- **Funding Required:** \$3 mn USD
- **Intended Use of Funds:**
  - Growth Marketing in North America, Europe, APAC : Trade Shows, Analyst Insights, Marketing Campaigns
  - Sales team expansion in Different City across region with greater sales workforce
  - Accelerate the release of next version of eZintegrations as AI Agent tool leveraging Generative AI.

- Bizdata has established itself as a leading provider of advanced analytics and integration solutions for Large Enterprises in some small pockets. With a proven track record, a loyal customer base, and a massive market opportunity, we are poised for significant growth.
- We seek the support of visionary investors who understand the potential of our innovative products and are committed to being a part of our journey to transform the way businesses handle data and make informed decisions.
- Thank you for your time and consideration. We look forward to the opportunity to collaborate and drive success together.

eZintegrations™

 Goldfinch Analytics

**Bizdata Inc.**

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