

Connect your customer data with Retina Using SFTP

Retina meets enterprise file security requirements for managed file transfer through our support of the SFTP file transfer protocol.

Clients can manage their own security boundaries by setting up an SFTP server. Retina integrates with the server to enrich and incorporate client data into reporting and customer segmentation.

To integrate with Retina via SFTP:

- Create secure credentials for Retina. We can use either username and password or public key authentication.
- Specify folder paths and file name patterns for data going to and from Retina.
- Send the information above to Retina, and we will confirm access via test files.

For the files being transferred, Retina works with many common data formats:

- **CSV**
 - Pros: Common format for importing and exporting tabular data in business intelligence platforms and Microsoft Excel
 - Cons: No built-in data validation or schema enforcement; More difficult to use to handle large data sets
- **Apache Parquet**
- **Apache Orc**
- **JSON**

Schedule a call to learn more about how Retina connects your data with SFTP and how you can optimize your business strategies with real-time customer lifetime value metrics.