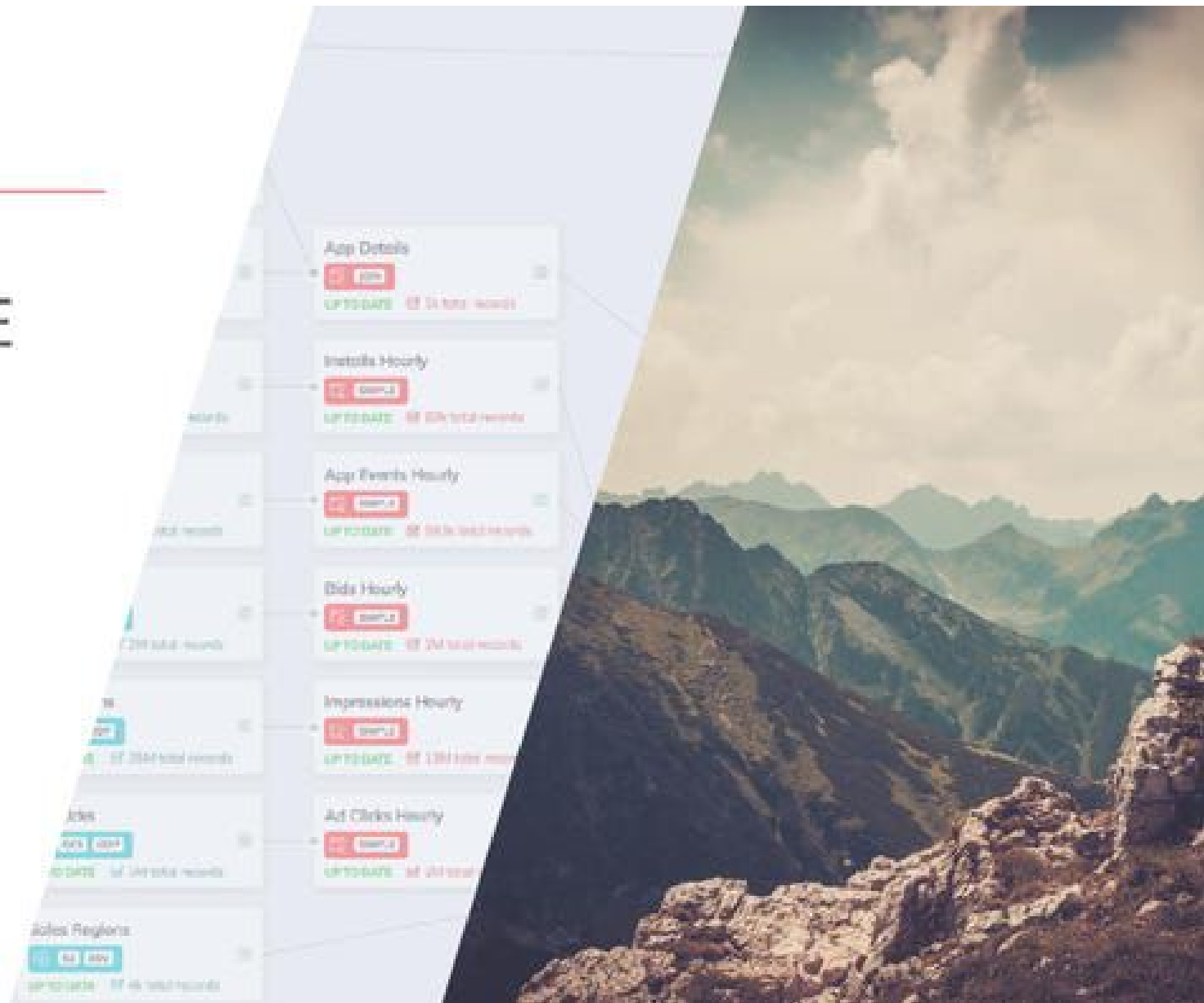


# ASCEND

## ENTERPRISE INTELLIGENCE PLATFORM



## ASCEND.IO LEADERSHIP

- **Sean Knapp, CEO**
  - Co-founder, CTO & CPO @ Ooyala ('07-'15)
  - Led 200 person R&D org through \$60M+ growth
  - Architected 4 generations of big data platforms
  - Orchestrated the \$410M acquisition by Telstra
  - Web Search Frontend Lead @ Google ('04-07)
  - B.S. & M.S. in Computer Science from Stanford
- **Steven Parkes, Head of Technology**
  - Staff Engineer @ Twitter
  - Building Big Data systems since 2001 @ IBM Research
  - PhD in Electrical Engineering from UIUC
  - B.S. & M.S. in Electrical Engineering from UC Davis
- **Dan Gordon, Head of Product & Strategy**
  - VP, Product Management @ Guidewire ('03-'15)
  - Led 37 person Product org during \$2M-\$350M growth
  - B.A. in Political Science from Yale, M.B.A. from Stanford

# THE BIG DATA OPPORTUNITY

 <b>Lookout</b> Series B, C, D, E, F <b>\$275.5M*</b>	 <b>Hortonworks</b> Series D <b>\$150M</b>	 <b>cloudera</b> Series A, B, C, D, E <b>\$141M</b>	 <b>sumologic</b> Series C, D, E <b>\$140M</b>	 <b>Couchbase</b> Series B, C, D, E, F <b>\$139M</b>	 <b>nimblestorage</b> Series C, D, E <b>\$81.7M</b>	 <b>TRIFACTA</b> Series A, B, C <b>\$76.3M</b>
 <b>Savi</b> <small>The Value of Creating</small> Series B, C <b>\$67.5M</b>	 <b>Qubit.</b> Series B, C <b>\$66M</b>	 <b>AMOBEE</b> Series A, B, C <b>\$54M</b>	 <b>duetto</b> Series B, C <b>\$51M</b>	 <b>OPower</b> Series C <b>\$50M</b>	 <b>KRUX</b> Series A, B <b>\$48M</b>	 <b>FUSION-io</b> Series C <b>\$45M</b>
 <b>altiscale</b> Series A, B <b>\$42M</b>	 <b>GOMDATA</b> Series B, C <b>\$42M</b>	 <b>RelateIQ</b> Series A, B <b>\$29M</b>	 <b>Origami logic</b> Series A, B <b>\$24.3M</b>	 <b>TERRACOTTA</b> Series B <b>\$23.5M</b>	 <b>Jut</b> Series B <b>\$20M</b>	 <b>Algolia</b> Series A <b>\$18.3M</b>
 <b>causata</b> Series A, B <b>\$15.5M</b>	 <b>Qlik</b>	 <b>StreamSets</b> Series A <b>\$12.5M</b>	 <b>SelfScore</b> Series A, B <b>\$12.35M</b>	 <b>VARONIS</b> Series B <b>\$10.14M</b>	 <b>Shift Technology</b> Series A <b>\$10M</b>	 <b>SIG {()} TUPLE</b> Series A <b>\$5.8M</b>

\*Amounts sourced from Crunchbase inclusive of funding from all investors.

---

“ AS MORE ORGANIZATIONS INVEST IN BIG  
DATA, THE **SHORTAGE OF AVAILABLE SKILLS**  
AND CAPABILITIES WILL BECOME **MORE** ”  
**ACUTE.**

---

- Gartner Big Data Survey, Sep 2015

# COMMON CHALLENGES

- “When using big data technology, things always take 10x longer.”
- “The technologies are changing too fast and our teams don’t understand them.”
- “I have hundreds of engineers that understand SQL, and none that do Scala.”
- “My Data Scientists are constantly being abused as Data Analysts.”

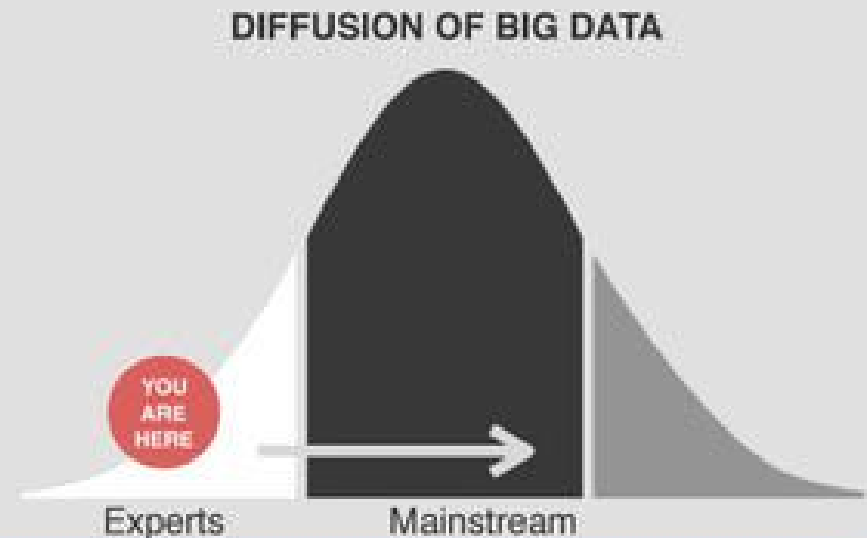
CONFIDENTIAL

# HISTORY TELLS US

COMPLEX TECHNOLOGIES GO **MAINSTREAM** WHEN THEY **ABSTRACT** AWAY THE COMPLEXITY AND BECOME **ACCESSIBLE**

## EXAMPLES

- **Operating Systems:** Windows, iOS
- **Databases:** Oracle
- **Applications:** Excel, Powerpoint
- **Cloud:** AWS



## ASCEND'S BET

- Early adopters are finding modest wins, demonstrating the potential, and they **want more now**
- Big data will **continue to expand** its presence across industries
- Big data tools will **inevitably** abstract the complexity away and make big data accessible to regular users
- **Ascend will be the platform to get them there**

# ASCEND TARGETS

## Company

- Fortune 2000
- Cloud friendly
- Existing investments in data
- Industry
  - Media
  - Consumer
  - Retail
  - Finance
  - IoT

## Buyer

- Role
  - CIO/CTO/CDO/VPE
  - LoB head
- Pressures
  - Lack of big data experts
  - Too many pending projects
  - Migrating to cloud
  - Scaling data volumes from traditional systems
  - Future proofing
- Specific project as driver

## User

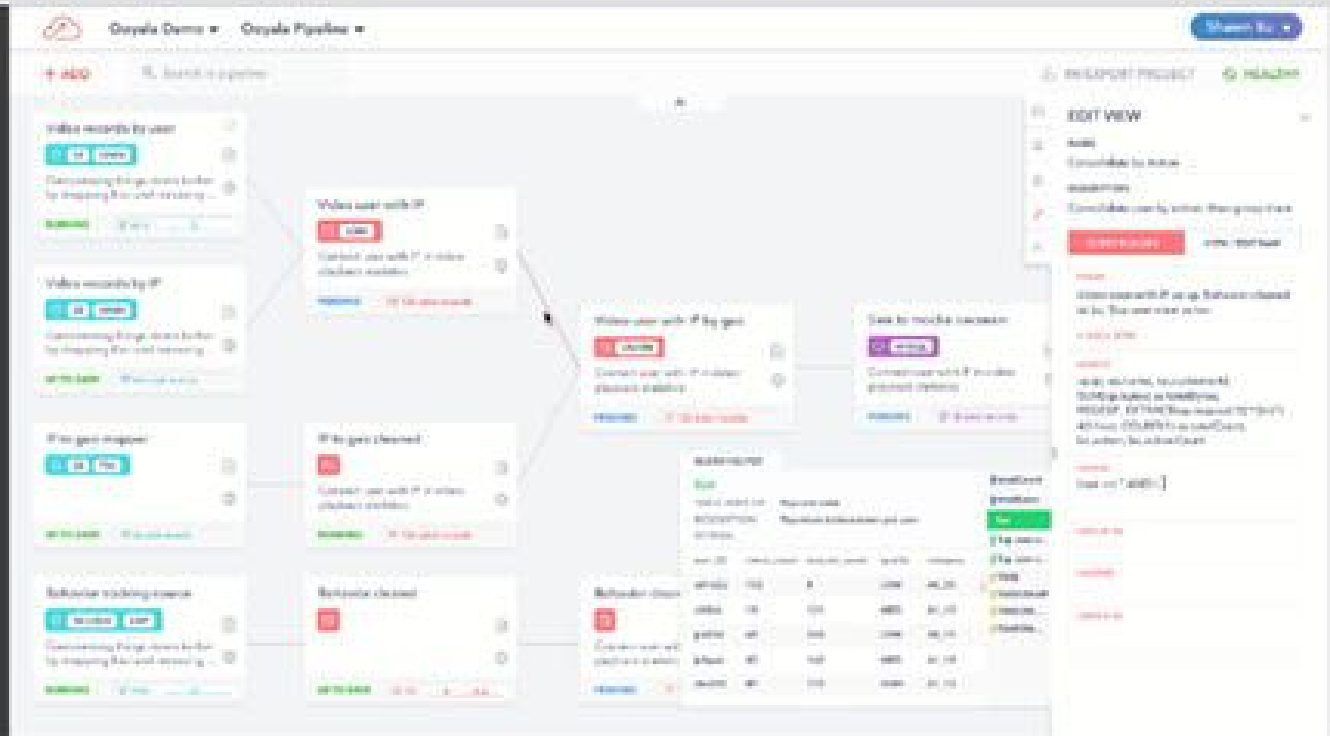
- Role
  - Non Big Data Developer
  - Data Engineer
  - Data Analyst
- Skillset
  - SQL
  - Data Modeling
  - Coding Optional

# THE ASCEND PLATFORM

Ascend allows your team to focus on your business, while we automate the technology.

- Business Logic ✓
- Integrate data sources ✓
- Data De-Duplication ✓
- Data Consistency ✓
- Monitor for new data ✓
- Schedule Jobs ✓
- Monitor Jobs ✓
- Commit Jobs ✓
- Error Recovery ✓
- Data Storage Format ✓
- Data Partitioning ✓
- Trigger Downstream ✓

You ✓  
Ascend ✓



CONFIDENTIAL





# COMPETITIVE ADVANTAGES

## BUSINESS

- Remove need for big data expertise
- Reduce project times by up to 90%
- Capture canonical knowledge for entire org
- Drive collaboration across teams
- Leverage existing big data investments

## TECHNICAL

- Automated Big Data Operations: “design once, run forever”
- Non-Disruptive to existing Big Data systems
- Game-changing combination of *mutable, persistent, and declarative*

# LANDSCAPE

## Category

## Ascend Viewpoint

---

### BI & OTHER TOOLS

Domo, Tableau

Partners that sit downstream from Ascend. Strong lessons to be learned from this industry.

### BIG DATA ORCHESTRATION TOOLS

Cask, StreamSets

A natural next step, but the Imperative (“how”) vs Declarative (“what”) nature fundamentally limits mainstream usability.

### OPEN SOURCE BIG DATA ECOSYSTEM

Cloudera, Qubole, Databricks

Great technologies upon which we already, or will in the future, rely.

### CLOUD

Amazon, Microsoft, Google

Strong partner potential. Some risk of expanding product offerings in our direction.

**BIG DATA IS SUCH A CLUSTER**  
SEE LIFE FROM THE TOP OF THE STACK WITH ASCEND.IO

