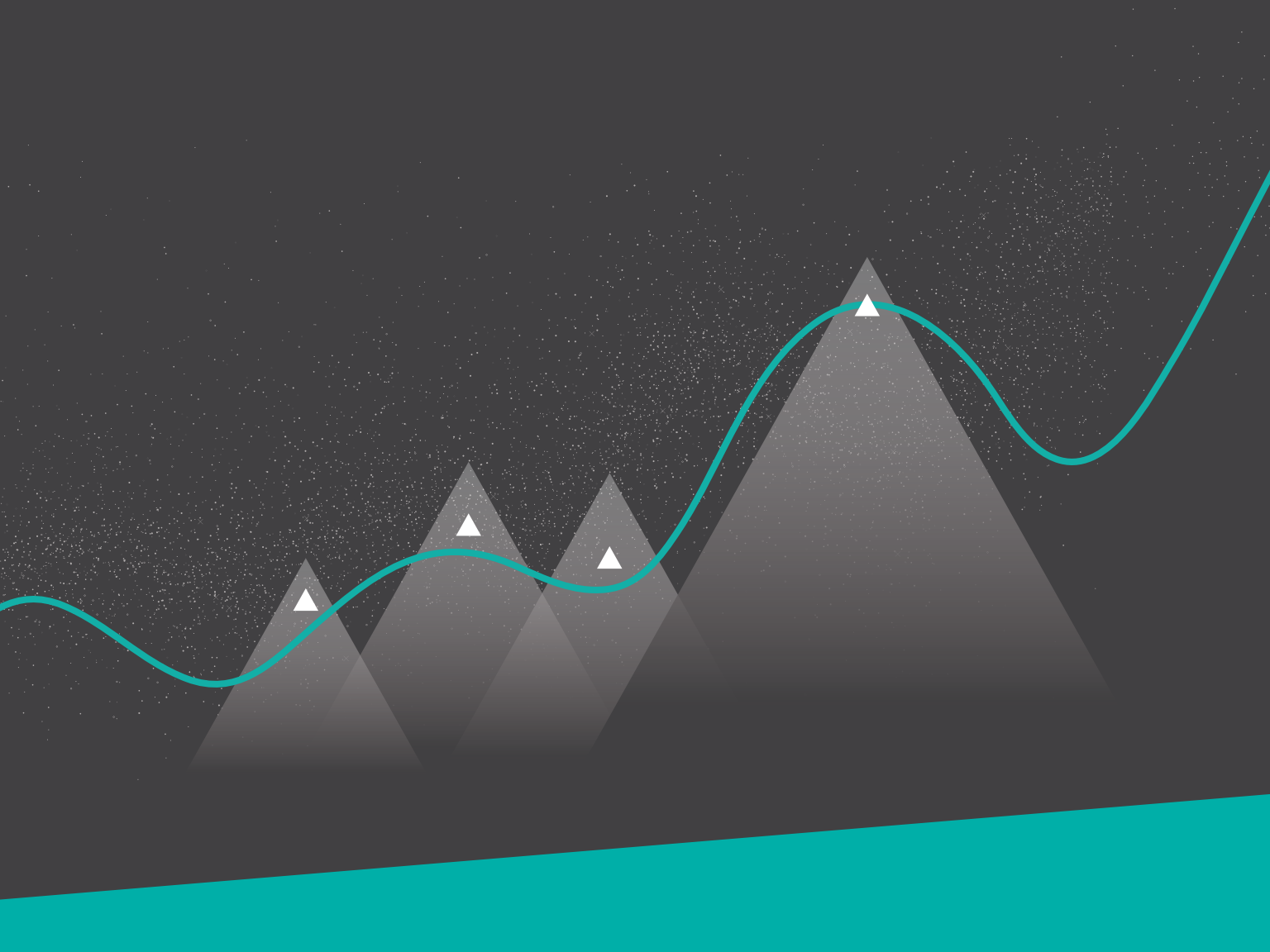




ATSCALE

# TRANSFORMING INSIGHT-DRIVEN ENTERPRISES



# THE **NEW ERA** OF THE INSIGHT- DRIVEN ENTERPRISE

Today, modern enterprises need a new approach to data analytics. They need to manage massive data sets, simplify data engineering and gain faster and easier access to trusted data for business analysts to make accurate decisions. But the obstacles to becoming insight-driven remain ominous.

**Deloitte reports that data quality is the most commonly cited barrier to analytics investments and implementation, followed by tools and technology.**

To overcome these barriers, organizations must bridge the divide between IT and data to facilitate the transformation to analytics-driven decision making across the company.

With the revolution of harnessing big data within advanced analytics (i.e. BI, AI and machine learning initiatives) well under way, enterprises are embarking on a path in search of a shared data intellect. For forward-thinking companies looking to not only stay competitive but remain viable, this means more than a shift toward digital transformation, it requires a data layer to alleviate silos and unify business semantics for both the data architect and business consumer—irrespective of where the data is physically stored or how it is analyzed, all while harnessing the performance and scale of the cloud.

Intelligent data virtualization is the new ‘data broker’—quickly sourcing and modeling data at scale from a variety of sources, accelerating BI, AI and machine learning initiatives and enabling collaborative decision-making—all while enhancing security and governance, or in terms of the cloud, peace of mind. Fortune 2000 enterprises worldwide are virtualizing their data warehouses to support their advanced analytics transformation leveraging cloud and hybrid cloud environments.

The path to data architecture modernization for advanced analytics requires a thoughtful approach to data access, business semantics and collaboration in order for an enterprise to create a shared data intellect. AtScale does not require data abstraction from its source storage or structure providing a single view of the data to tackle advanced analytical analysis that changes the way enterprises do business.



**Organizations must bridge the divide between IT and data to facilitate the transformation to analytics-driven decision making across the company.**





# ENTER ATSCALE.

## A Data Broker for Data Architecture Modernization

AtScale's vision is a world in which every enterprise organization is unencumbered by the complex task of storing, securing, modeling, querying and analyzing big data.

AtScale is the world's only virtualized data layer that connects people to live data using one set of semantics and without moving data. For the first time, organizations can create a shared data intellect, enabling sophisticated, cross-functional analysis at scale. With its autonomous data engineering capabilities, AtScale improves query performance from minutes or hours to seconds while also alleviating the majority of cloud data platform costs—automatically.

AtScale inherits the native security capabilities of the underlying data platforms while also offering an additional layer of security and governance in the form of perspectives, a sophisticated, highly configurable policy engine enabling column, row and cell level enforcement. By minimizing complex data transformations and manual data engineering, AtScale's adaptive analytics fabric and intuitive data modeling tools enable the on-boarding of new data sources in minutes rather than months or quarters.



**Through our technology, AtScale  
has a proven track record  
of enabling organizations to  
transform themselves into  
insight-driven enterprises.**

Our Data Architecture Modernization Model can be used to plan investments in data and technology.

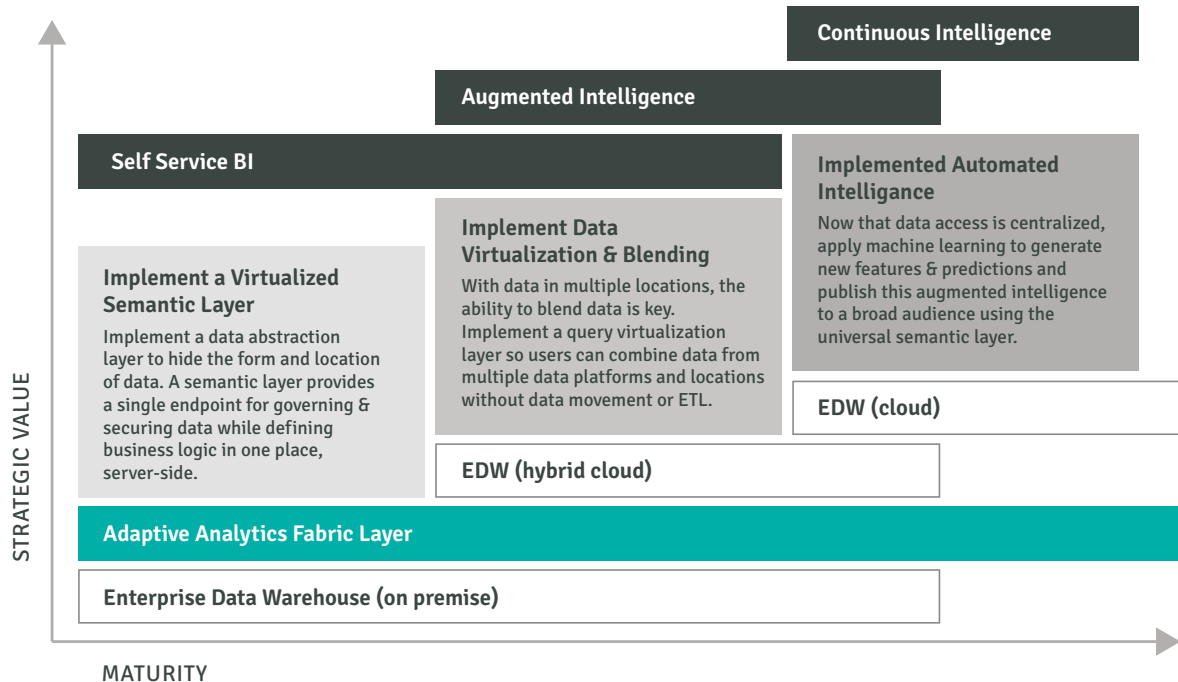
Here are the practical steps that every IT leader needs to consider to enable a cloud data migration on their own terms.





# Data Engineering Modernization in the Age of Digital Transformation of Operational Analytics & BI/AI

Visibility, agility and security for your analytics as you migrate to the cloud, with freedom of choice.



An illustration of the strategic considerations for IT leaders on how to enable cloud migration and modernization of data infrastructure on their own terms. It provides a proven, practical roadmap to making a successful transition from on-premises data warehouses to virtualized cloud data platforms so that their organizations can maximize access to operational data for business users, ensure the security and governance of data, and future-proof their data warehouse against changes in BI tools and data architectures.



## **AtScale's Data Architecture Modernization Success Pillars**

Many organizations experience pain working out the early stages of the cloud migration process due to the complexity of data platforms, lack of capable data orchestration tools and requirement to maintain proper data security and governance—whether in flight or at rest. A study from Forrester Consulting found that 58% of respondents indicated the costs of their cloud infrastructure were higher than estimated due to the complexity of cloud migrations [Forrester Consulting].



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# ATSCALE IS THE FIRST STEP

**on the path to data architecture  
modernization for advanced analytics.**

Whether you're about to embark on the transformation or have taken the first major steps, AtScale can accelerate or unblock the obstacles you're facing to create a shared data intellect.



That starts with mapping the modernization journey based on the business imperatives to modernize the tech stack, logically centralize the data and unify your data logic while governing access and leveraging your existing security policies.

Enterprises who successfully migrate to the cloud employ strategies that alleviate location, time, semantic and data format challenges to obtain visibility and agility while freeing IT teams to migrate backend data non-disruptively on a schedule of their own choosing.

This approach has been proven numerous times. A Fortune 100 retailer experienced an order of magnitude performance increase while reducing

cloud data platform costs by over 90%—all the while increasing the granularity of their analytics capabilities and growing their user community by over 100%. A global agriculture, chemical and energy leader experienced query performance improvements of 5X to 40X while gaining access to a common, business-centric view of their global performance data without moving or replicating the data. According to NewVantage Venture Partners, Big Data is delivering the most value to enterprises by decreasing expenses (49.2%) and creating new avenues for innovation and disruption (44.3%), leveraging processes and decisions driven by operationalizing analytics at scale. AtScale is poised to help you achieve that level of success.

# ABOUT ATSCALE

AtScale is the category creator and leading provider of an adaptive analytics fabric. Enterprises worldwide use AtScale to virtualize data silos and modernize their analytics architectures while providing rich, atomic-level data access to empower data science and analytics professionals. With autonomous data engineering, native integration with emerging cloud data platforms, enhanced security and governance controls and by minimizing complex data transformations and manual data engineering, AtScale accelerates the creation of an enterprise shared data intellect.

The opportunity  
for insight-driven  
enterprises is  
unlimited—that's  
the power of  
AtScale.



# AtScale Momentum

- Founded in 2013 and headquartered in San Mateo, CA
- Macy's deployment of AtScale was recognized with the 2016 Ventana Research Business Technology Leadership Award in the Big Data category
- On July 25, 2017, CRN, a brand of The Channel Company, named AtScale to its 2017 Emerging Vendors: Big Data list
- Serial entrepreneur Christopher P. Lynch named Executive Chairman and CEO in 2018
- Analytics industry luminary Jit Saxena and operational icons Bob Brennan and Tom Heiser are named to the Board of Directors in late 2018
- Opened second HQ location in Boston, MA, late 2018
- Established sales and marketing offices in both APAC and EMEA and opened a development center in Sofia, Bulgaria
- Raised \$50M Series D Investment led by Morgan Stanley in late 2018
- Customer growth of 125% year over year in 2019 including recent wins from Wells Fargo and Wayfair
- Appointed Momchil Michailov as Global Head of Engineering, Research and Development in 2019
- CRN Top 10 Data Analytics Companies to Watch 2019
- BBJ Best Places to Work 2019
- Inside BigData Big 50 The Industries Most Impactful Companies 2019

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**Talk to us about how you can **work with AtScale** to assess the steps you need to achieve EDW modernization and get started on the road to an enterprise shared data intellect.**



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