

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

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

*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.”

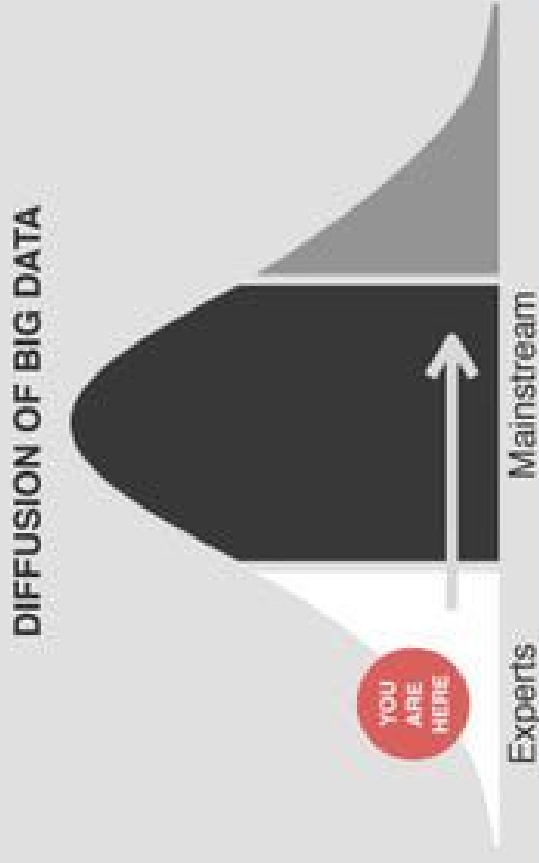
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HISTORY TELLS US

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/CDOMPE
 - 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



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

BI & OTHER TOOLS

Domo, Tableau

BIG DATA ORCHESTRATION TOOLS

Cask, StreamSets

OPEN SOURCE BIG DATA ECOSYSTEM

Cloudera, Qubole, Databricks

CLOUD

Amazon, Microsoft, Google

Ascend Viewpoint

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

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

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

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

