



Big Data at Workiva

June 2016

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Technology**

A History with Data

Prior to Workiva

- Early career DBA and Data Architect
- Software engineer
- Business Intelligence

Workiva

- Started Data Science team
- Leadership role as VP of Information Technology team

More Info

- LinkedIn - www.linkedin.com/in/jasonwille



Technology Changes

- IBM Mainframe
 - DB2 & parallel queries
- Data Warehousing, Linux, & Java
- Business Intelligence
- NoSQL & Hadoop
- **Migration to cloud**



Brief History of Workiva

- Founded in 2008
- B2B SaaS company
 - heavy focus on finance & accounting teams
- 2500+ customers
- Core technology principals
 - Built for the cloud
 - Building a data platform
 - Consumer user experience



Data Evolution at Workiva

1st Generation Product

- Focus on customer data platform
- Operational data
 - performance monitoring
 - log data
 - audit log
- Security
- Increasing voluming @ 1 TB daily

2nd Generation Product

- Common logging framework
- Expect volume growth to 5 TB daily
- **Usage data**



Importance of Usage Data

- Customer satisfaction
 - User experience is key
 - Efficiency
- Existing customer expansion
- New market opportunities
- Operational efficiency
- Equal increased revenue



Data Challenges

- Data cleanliness
- Logging balancing act
- Operational vs. Strategic
- Distribution of information
- Tracking outcomes

