



# Big Data at Workiva

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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](https://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

