CLOUDERA

CLOUDERA DATA PLATFORM

8th April 2022

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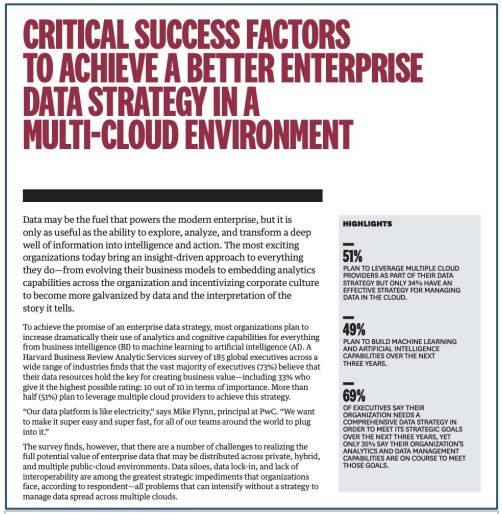
DATA MANAGEMENT IS SPREAD ALL OVER



CRITICAL SUCCESS FACTORS TO ACHIEVE A BETTER ENTERPRISE DATA STRATEGY IN A MULTI-CLOUD ENVIRONMENT

Data may be the fuel that powers the modern enterprise, but it is only as useful as the ability to explore, analyze, and transform a deep well of information into intelligence and action. The most exciting organizations today bring an insight-driven approach to everything they do—from evolving their business models to embedding analytics capabilities across the organization and incentivizing corporate culture to become more galvanized by data and the interpretation of the story it tells.

To achieve the promise of an enterprise data strategy, most organizations plan to increase dramatically their use of analytics and cognitive capabilities for everything from business intelligence (BI) to machine learning to artificial intelligence (AI). A Harvard Business Review Analytic Services survey of 185 global executives across a wide range of industries finds that the vast majority of executives (73%) believe that their data resources hold the key for creating business value—including 33% who give it the highest possible rating: 10 out of 10 in terms of importance. More than half (51%) plan to leverage multiple cloud providers to achieve this strategy.

"Our data platform is like electricity," says Mike Flynn, principal at PwC. "We want to make it super easy and super fast, for all of our teams around the world to plug into it."

The survey finds, however, that there are a number of challenges to realizing the full potential value of enterprise data that may be distributed across private, hybrid, and multiple public-cloud environments. Data silos, data lock-in, and lack of interoperability are among the greatest strategic impediments that organizations face, according to respondent—all problems that can intensify without a strategy to manage data spread across multiple clouds.

HIGHLIGHTS

51%
PLAN TO LEVERAGE MULTIPLE CLOUD PROVIDERS AS PART OF THEIR DATA STRATEGY BUT ONLY 34% HAVE AN EFFECTIVE STRATEGY FOR MANAGING DATA IN THE CLOUD.

49%
PLAN TO BUILD MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE CAPABILITIES OVER THE NEXT THREE YEARS.

69%
OF EXECUTIVES SAY THEIR ORGANIZATION NEEDS A COMPREHENSIVE DATA STRATEGY IN ORDER TO MEET ITS STRATEGIC GOALS OVER THE NEXT THREE YEARS, YET ONLY 35% SAY THEIR ORGANIZATION'S ANALYTICS AND DATA MANAGEMENT CAPABILITIES ARE ON COURSE TO MEET THOSE GOALS.

47% On-premises

32% Private cloud

26% Hybrid cloud

24% Multi cloud

21% Single cloud

Gartner recently warned that "Data and analytics leaders must prepare for the complexities of multi cloud and intercloud deployments to avoid potential performance issues… unplanned cost overruns and … difficulties with integration efforts."

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CLOUDERA'S VISION FOR HYBRID DATA CLOUD

Build once, run anywhere, on any infrastructure

Freedom to move existing and future applications, data, and users bi-directionally between the data centre and multiple public clouds without rewriting

- Applications include streams, pipelines, databases, workspaces, and other data products
- Data considerations include formats, schema, tags, policies, and other metadata
- Users need to leverage existing skills and processes, while continuously modernising

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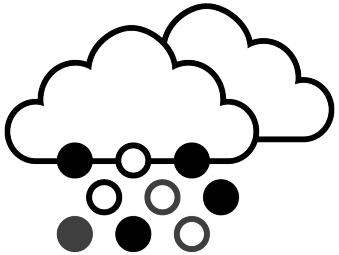
CLOUDERA

THE HYBRID DATA CLOUD COMPANY

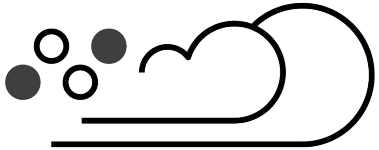


Any Cloud

Data Lifecycle

CLOUDERA SDX

Secure & Governed



Open

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HOW DO CUSTOMERS USE CLOUDERA?

Every business use case is a data lifecycle use case

	BANKING	TECHNOLOGY	TELCO	LIFE SCIENCES	MANUFACTURING
USE CASES	• **Fraud detection** • Anti-money laundering • Spend analytics	• Customer analytics • Threat detection • **Predictive support**	• Churn analysis • Customer care • **Network optimization**	• **Patient care (IoT)** • Genomics research • Regulatory compliance	• Predictive maintenance (IoT) • Supply chain optimization • **Remote monitoring**
KEY CUSTOMERS	• Barclays • Citi • Santander UK	• Cisco • Intel • **Reef Technology**	• Globe Telecom • Deutsche Telecom • Robi Axiata	• **GlaxoSmithKline** • Clearsense • Cerner	• Navistar • Micron • Sikorsky

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EMERGING CUSTOMER PATTERNS FOR HYBRID DATA CLOUD

DATA AGILITY

Replicate production data sets to primary cloud to improve agility & innovation

APPLICATION MIGRATION

Migrate whole apps or clusters to primary cloud without rewrite (and back)

APPLICATION PORTABILITY

Move data and apps between clouds or back on prem as business conditions change

DYNAMIC MOTION

Federate data and apps across environments based on financial and regulatory policies

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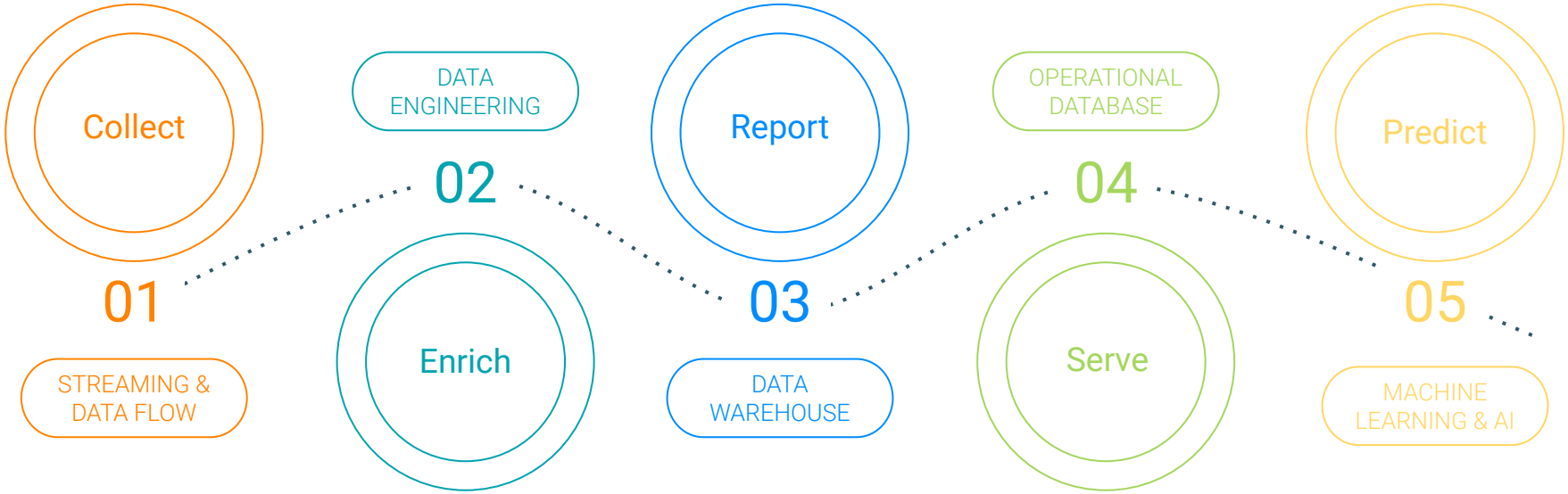
What is CDP?

CLOUDERA - THE HYBRID DATA CLOUD COMPANY

Manage and secure the data lifecycle in any cloud or datacenter



CLOUDERA SDX

SECURITY | GOVERNANCE | INTELLIGENCE | METADATA | CATALOG

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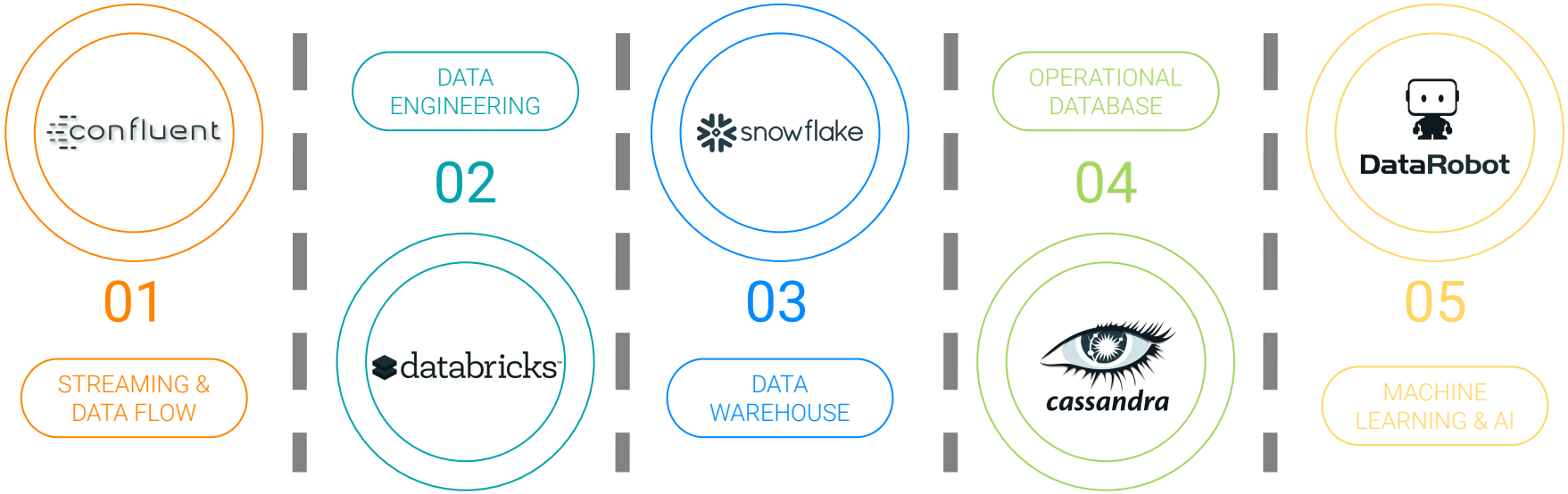
POINT SOLUTIONS HAVE AN INTEGRATION TAX

Result: Higher Net OpEx, TCO ... Security and governance (GDPR, etc.) is an afterthought



~~SECURITY~~ | ~~GOVERNANCE~~ | ~~LINEAGE~~ | ~~MANAGEMENT~~ | ~~AUTOMATION~~

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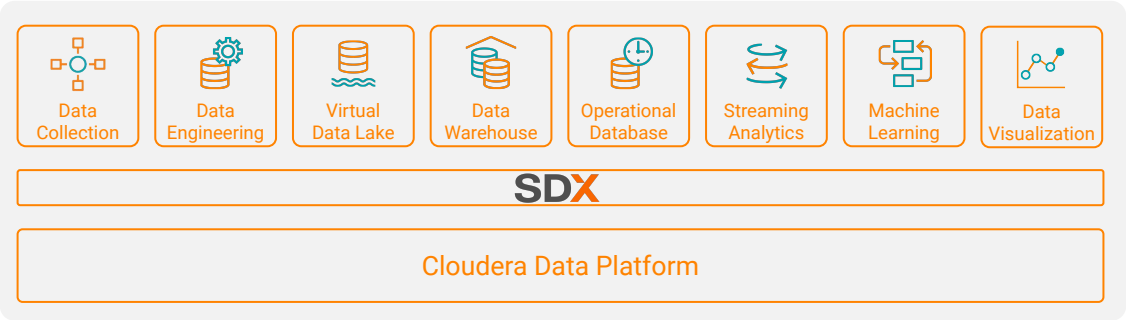
A HYBRID / MULTI-CLOUD DATA PLATFORM *AND* AN INTEGRATED SUITE OF SECURE ANALYTIC APPS

Real-time
Batch
Structured
Unstructured

Data Sources



Analysts
Engineers
Scientists
Developers

Data Users

Data Lifecycle
integration for better user productivity and faster time to value

Hybrid & Multi-Cloud
to leverage existing investments and reduce risk

Secure & Governed
to simplify data protection, sharing and compliance

Open & Extensible
to support more use cases faster and at lower cost

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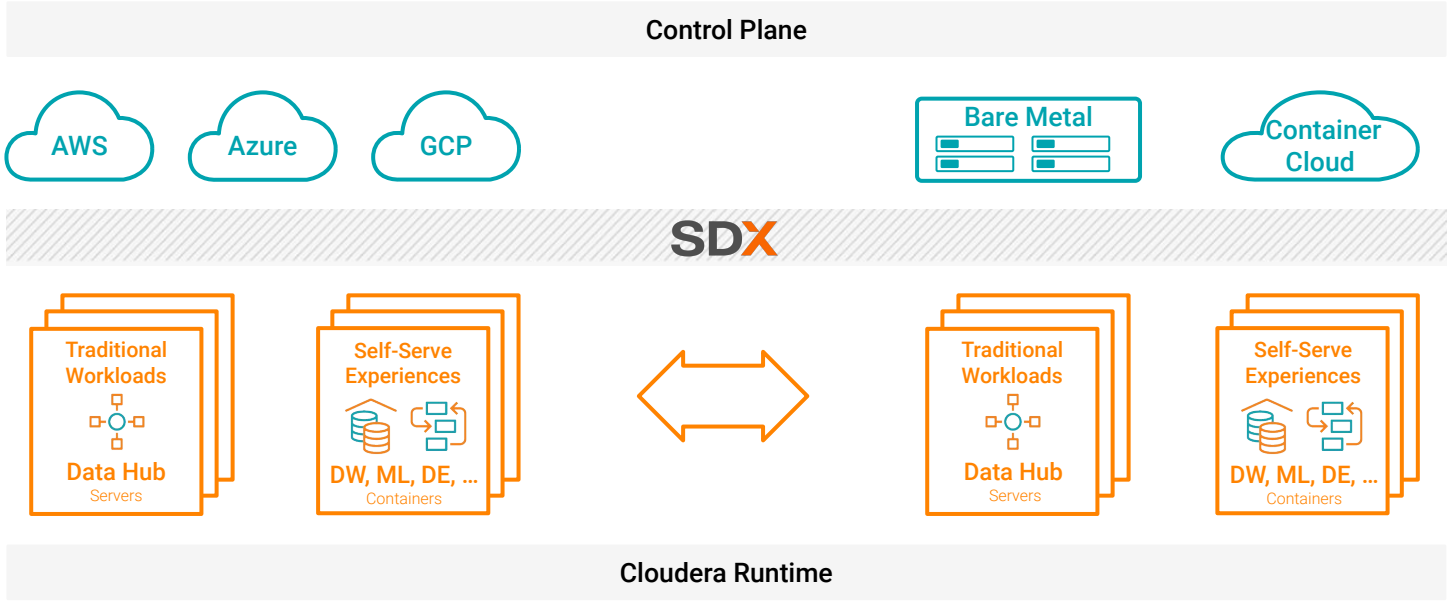
ONE PLATFORM – TWO FORM FACTORS

CDP Public Cloud
(platform-as-a-service)

CDP Private Cloud
(platform as installable software)



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CLOUDERA DATA SERVICES

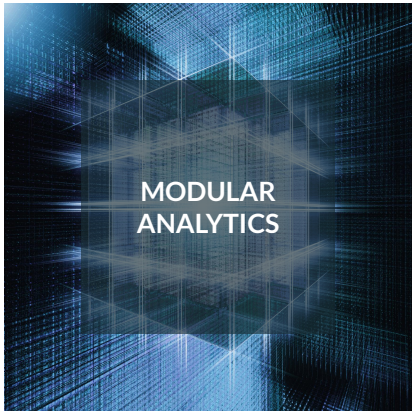
Data services are next generation, **practitioner-focused** analytic capabilities delivered as **modular cloud services**. Data services can be **standalone** offerings or combined into **integrated patterns** that deliver a seamless data lifecycle experience.

Cloudera Data Services share a **common management, security, and governance** framework and provide a consistent experience in any cloud.

CLOUDERA DATA SERVICES

Build and run your data apps once and run them anywhere on a single data platform

- Designed for practitioners
- All-inclusive toolkits
- Platform integration



- DataFlow
- Data Engineering
- Data Warehouse
- Operational Database
- Machine Learning

- Private & public clouds
- Consistent user experience
- Common admin controls

- Built on SDX framework
- Simpler compliance
- End-to-end visibility

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CLOUDERA BUSINESS VALUE

Empowering people to transform complex data into clear and actionable insights

FASTER TIME TO VALUE

2X

Increased user productivity

BETTER TCO/ROI

60%

Higher ROI versus competition

ONE PLATFORM UNLIMITED UTILITY

1

One Data Cloud for Business & IT

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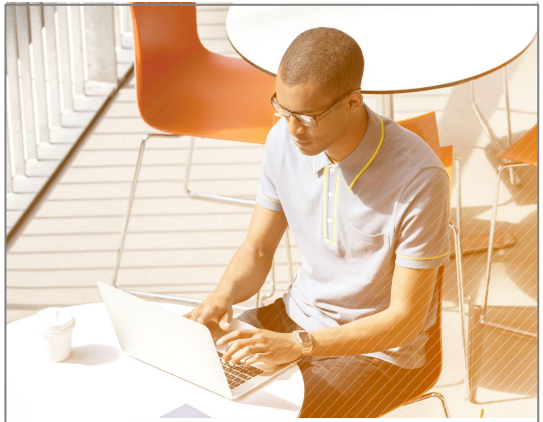
CLOUDERA POWERING DATA-DRIVEN CUSTOMERS



LinkedIn

At-scale migration from on-premises to public cloud for increased flexibility and scale

REEF

Enabling new growth opportunities via CDP Public Cloud and streaming analytics

ExxonMobil

Increasing ROI via a hybrid cloud for massively scalable, real-time data ingestion

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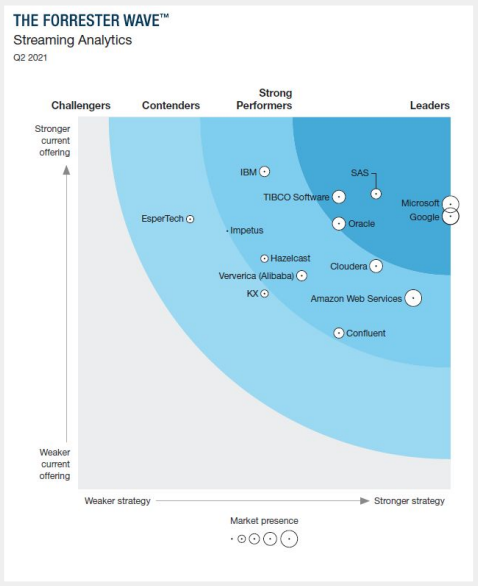
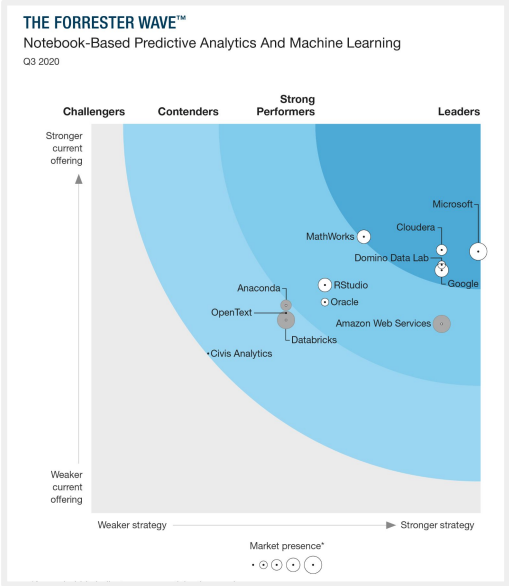
CLOUDERA RECOGNIZED IN FORRESTER WAVES

Streaming Analytics



Data Warehouse

Machine Learning



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COMPETITIVE LANDSCAPE

Cloudera stands out as a hybrid and multi cloud platform for data management and analytics with enterprise security and governance powered by open-source innovation

	CLOUDERA	CLOUD ONLY	PUBLIC CLOUD
	DW,ML,DE,OD,DF	Databricks, Snowflake, Confluent	EMR, Dataproc, HDI, Redshift, Sagemaker
Hybrid & multi-cloud	●	◔	◔
Common security & governance	●	○	◔
Integrated data lifecycle	●	○	◑
Open & extensible	●	◑	◔

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CLOUD PROVIDERS HAVE A *DIFFERENT VISION* FOR HYBRID

HYBRID

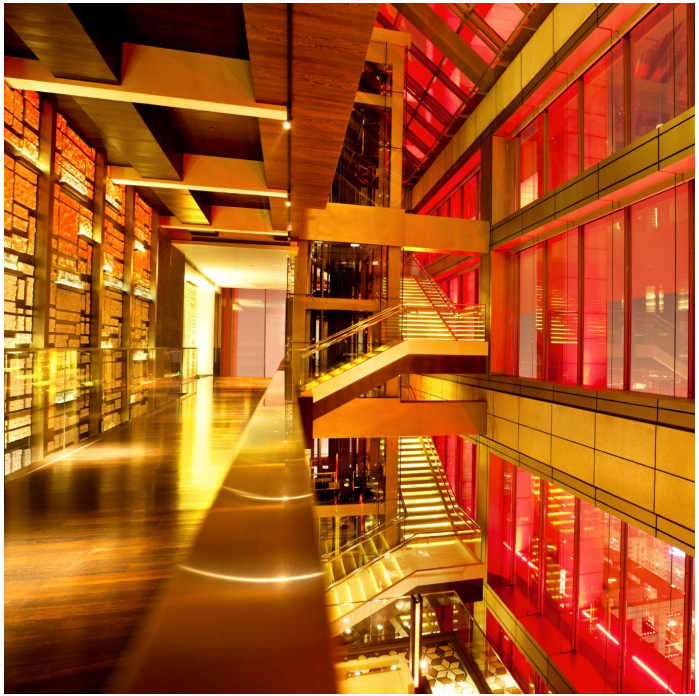
Rewrite your apps to my stack starting from within your data center

- But the on prem stack is limited in scope
- And perpetually lags the public cloud
- And you have to finish the migration to get full value
- And now your rewritten app is only compatible with one public cloud

aws

Azure

Google Cloud



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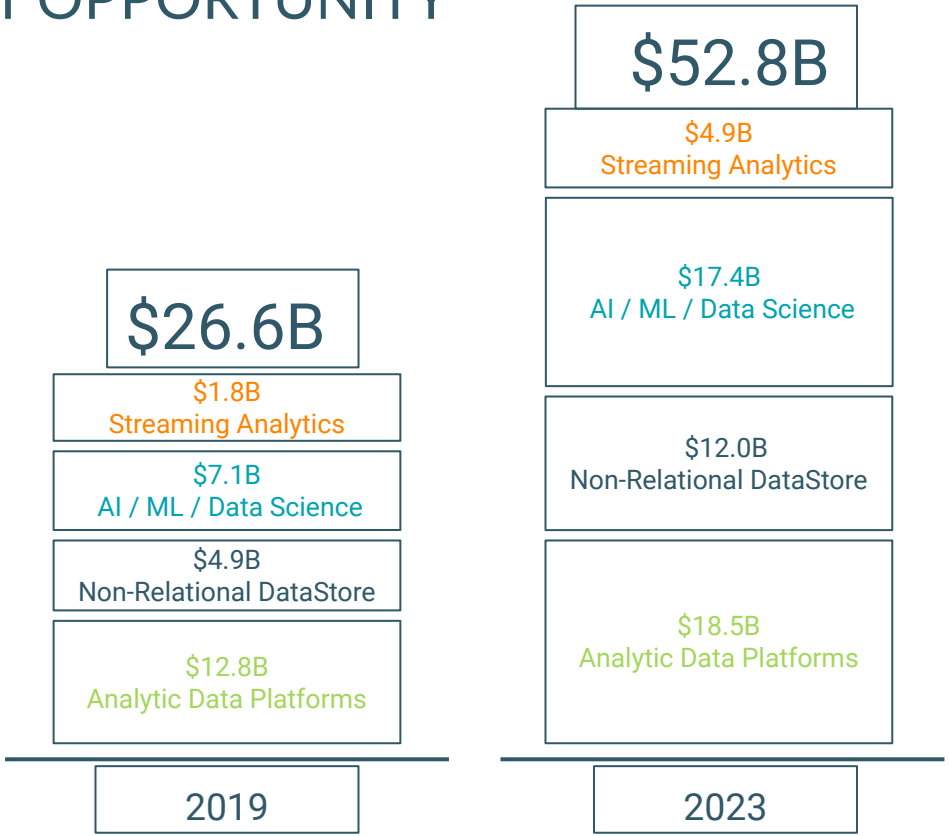
What's in it for you?

MARKET OPPORTUNITY



Outlook

- Public cloud share will increase from 25% to 50% of market for Big Data & Analytics
- Cloud deployments expected to grow 35% CAGR
- On-premises deployments expected to grow 9% CAGR
- IoT-related data CAGR of 29% through 2025 not represented in market sizing

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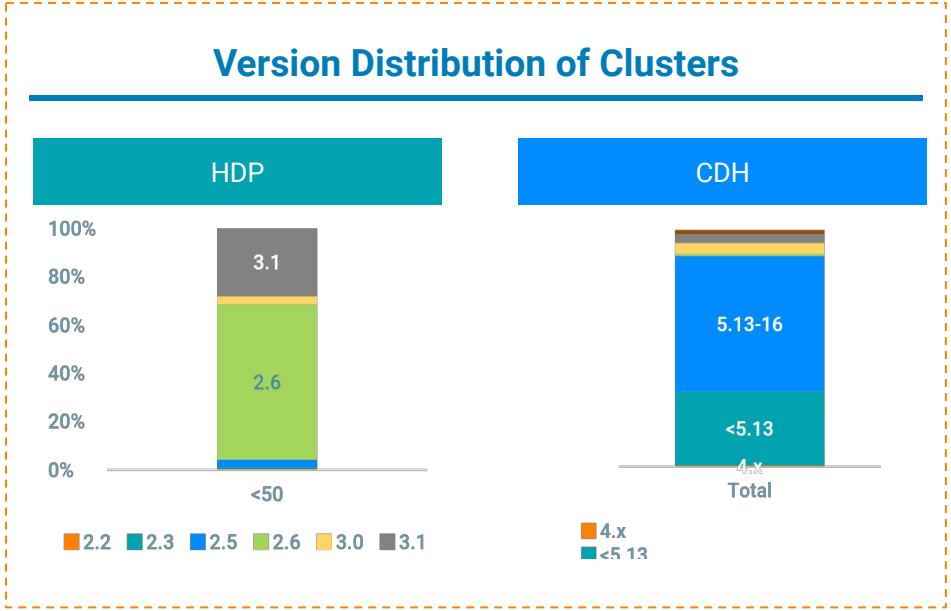
~70% OF CUSTOMERS ON HDP2 AND CDH5



Current End of Support (EoS) Dates

The following table specifies the planned End of Support Schedule for Cloudera Enterprise. All future dates are provided for planning purposes only and are subject to change, but with the expectation that dates may move later but will not move earlier. In each case, the projected EoS Date can be considered to be the last day of the month specified in the table below.

Release	GA Date	EoS Date
Cloudera Enterprise 6.3	July 2019	March 2022
Cloudera Enterprise 6.2	March 2019	March 2022
Cloudera Enterprise 6.1	December 2018	December 2021
Cloudera Enterprise 6.0	August 2018	August 2021
Cloudera Enterprise 5.16	November 2018	December 2020
Cloudera Enterprise 5.15	June 2018	December 2020
Cloudera Enterprise 5.14	January 2018	December 2020

End-of-Support Dates

Hortonworks Data Platform (HDP)

The end-of-support date is the last di

Release	GA Date	End of Full Support
HDP 2.3	7/22/15	July 2018
HDP 2.4	3/1/16	March 2019
HDP 2.5	8/29/16	August 2019
HDP 2.6	4/3/17	December 2020
HDP 3.0	7/13/18	July 2021
HDP 3.1	12/11/18	December 2021

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Opportunities ahead of us

Cloudera Data Platform (CDP)

- CDP Upgrade from CDH & HDP
- New Workloads for existing customers
- Point workloads for new customers
- Data Life Cycle Projects for new customers

Red Hat → 3-way partnership – You, Cloudera and Redhat – winning Private Data Cloud Business

aws Azure Google Cloud → 3-way partnership – You, Cloudera and Cloud Infrastructure Vendors (AWS, Azure & GCP) – Winning Public Data Cloud business

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THANK YOU

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