



# Business Overview

August 2022



Our Vision

To empower a **curious** and **rational** world



# What is Data Intelligence?

A category of software that empowers getting the

- right **data** to the
- right **person** at the
- right **time** for the
- right **purpose** in the
- right **medium/context**.

A data intelligence system learns & manages the who, what, when, where, why and how of data.

# The dirty secret of data: Managing data becomes harder with scale

Exploding Supply  
of Data

**143**<sub>ZB</sub>

2024 “Datasphere”  
>3x over 5 years  
(IDC)

x Exploding Demand  
for Data-Driven  
Everything

**650**%

Last Decade’s Growth in  
Data Science / Analytics Roles  
(LinkedIn)

> Insufficient Human  
Capacity to Deliver

**25**%

Employees Empowered  
to Use Data Effectively  
(Accenture)

# Making data intelligence so critical right now

## Trends driving data chaos

- Sources scattered across hybrid cloud
- Distributed workforce
- Explosion of tools
- Massive variety of information assets
- Global & inconsistent regulations



## Data Intelligence Software

Search | Discovery | Trust | Governance | Collaboration | Engagement



Enhanced Business Performance



Faster & Better Decisions

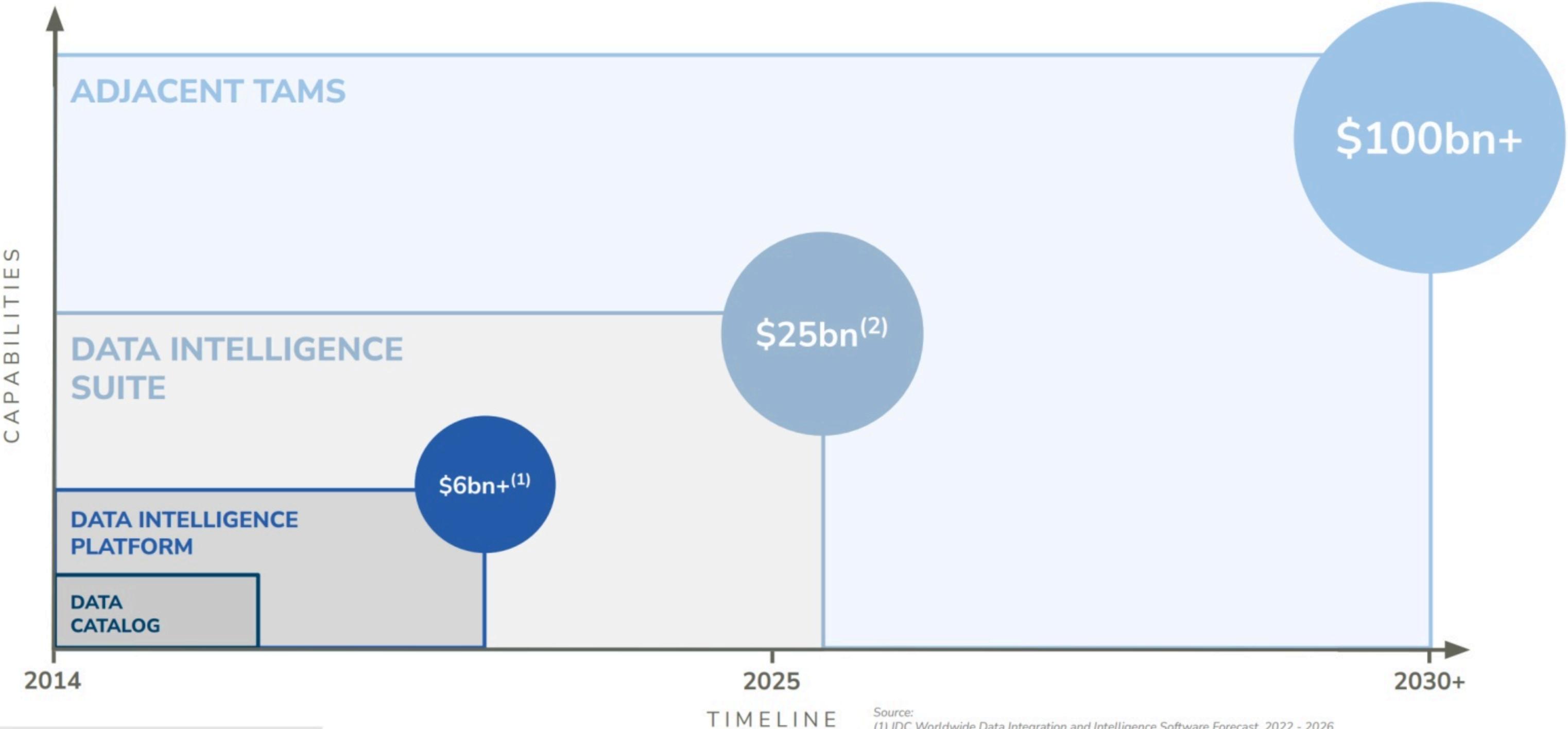


Talent Retention & Engagement



Create a Data Culture

# The need for data intelligence solutions is massive



Source:  
(1) IDC Worldwide Data Integration and Intelligence Software Forecast, 2022 - 2026  
(2) IDC Worldwide Data Integration and Intelligence Software Forecast, 2021 - 2025 and IDC Worldwide Governance, Risk, and Compliance Software Forecast, 2021 - 2025

# We created the fastest growing segment within this massive market

*“Alation started the ML Data Catalog trend.”*

-Forrester Wave, Machine Learning Data Catalogs, 2018



FORRESTER®

**Forrester  
2x Leader**

Machine Learning  
Data Catalogs  
2018, 2020

IDC

**IDC  
2x Leader**

Worldwide Data  
Catalog Software  
2020, 2022



**Dresner  
6x Leader**

Wisdom of Crowds  
Data Catalog  
Market Study



**Constellation  
3x Leader**

Shortlist for Metadata  
Management, Data  
Cataloging, and  
Data Governance

GIGAOM

*Innovation Leader in  
GigaOm Radar for Data  
Catalogs*

KUPPINGERCOLE  
ANALYSTS

*Leader in  
Data Catalogs and  
Metadata Management*

# We are also a leader in Data Governance and Active Metadata Management

FORRESTER®

**Forrester  
Leader**

Data Governance 2021

Gartner

**Gartner  
4x MQ Leader**

Magic Quadrant  
for Metadata  
Management  
2017 - 2020

snowflake®

**2x Partner  
of the Year**

Data Governance  
2021, 2022

BARC

**Data Governance  
Leader**

Recommendation,  
Customer Satisfaction,  
Product Enhancement,  
Innovation

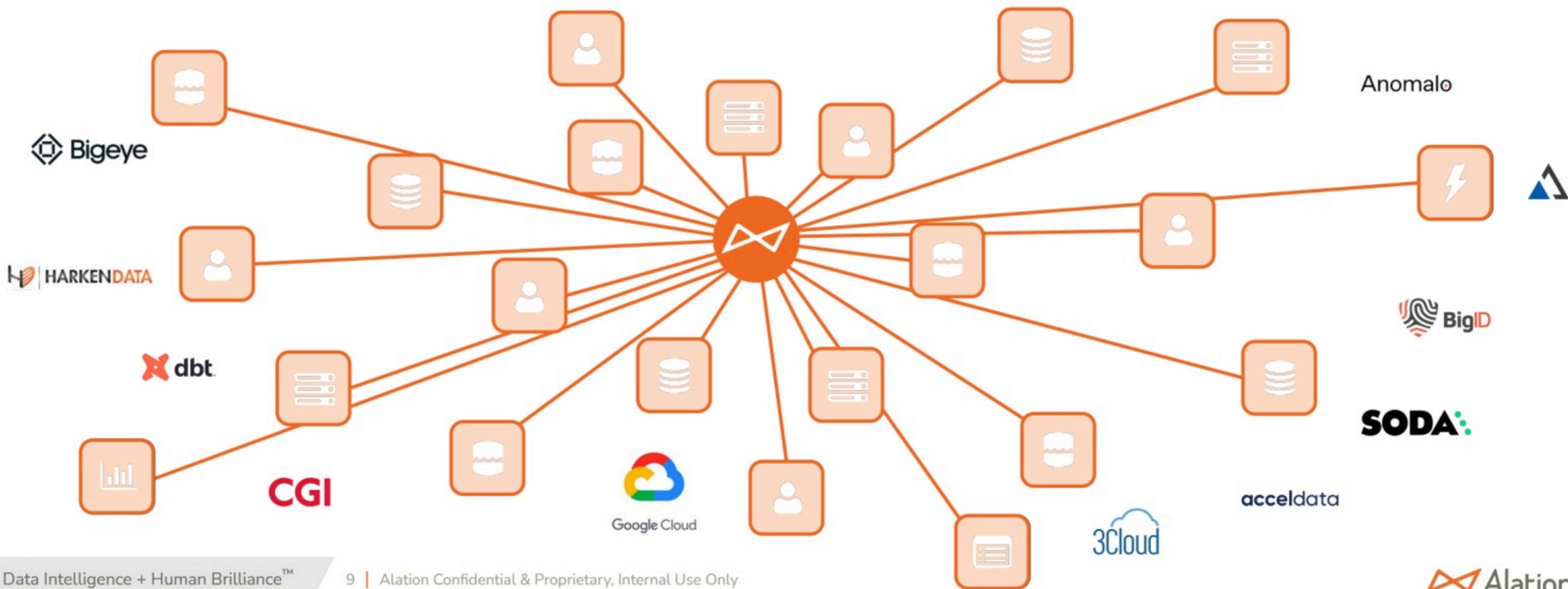
Data Management  
Survey '22

WORLD  
ECONOMIC  
FORUM

**Technology  
Pioneer**

2015

# Alation connects to EVERYTHING in your data stack



# And, unlike most data intelligence tools, we're adopted by everyone



DATA ANALYST



DATA ENGINEER



DATA SCIENTIST



DATA STEWARD



GOVERNANCE OFFICER



BUSINESS ANALYST



BUSINESS USERS



APPS & MODELS



# And, people love working here

 **Culture Amp**

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**>90%**

Employee Engagement

**glassdoor**

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**4.7**

Glassdoor Score

**Inc. Best  
Workplaces**

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**Winner**

Inc. Best Workplace  
2019, 2021, 2022

# Marquee Investors

 Costanoa Ventures

 ICON VENTURES

 SAPPHIRE

 RIVERWOOD  
CAPITAL

 THOMABRAVO

 سنابل للاستثمار  
SANABIL INVESTMENTS

 DC  
>C | Data  
Collective

 Blackstone

 salesforce  
ventures

 snowflake®  
ventures

 databricks

 Capgemini

 Hewlett Packard  
Enterprise

 DELL  
Technologies  
CAPITAL

# And we're accelerating at scale

## Forecasted Metrics as of FQ3'23 (Oct 31)

ARR	Customers	Employees
<b>&gt;\$100M</b>	<b>~450</b>	<b>700+</b>
Cumulative Cash Burn to ARR	Fortune 100 Penetration	YoY Employee Growth
<b>~1.5x</b>	<b>&gt;25%</b>	<b>&gt;55%</b>

Data Intelligence Market Size<sup>(1)</sup>

**\$25Bn**

Source: (1) IDC Worldwide Data Integration and Intelligence Software Forecast, 2021 - 2025 and IDC Worldwide Governance, Risk, and Compliance Software Forecast, 2021 - 2025



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