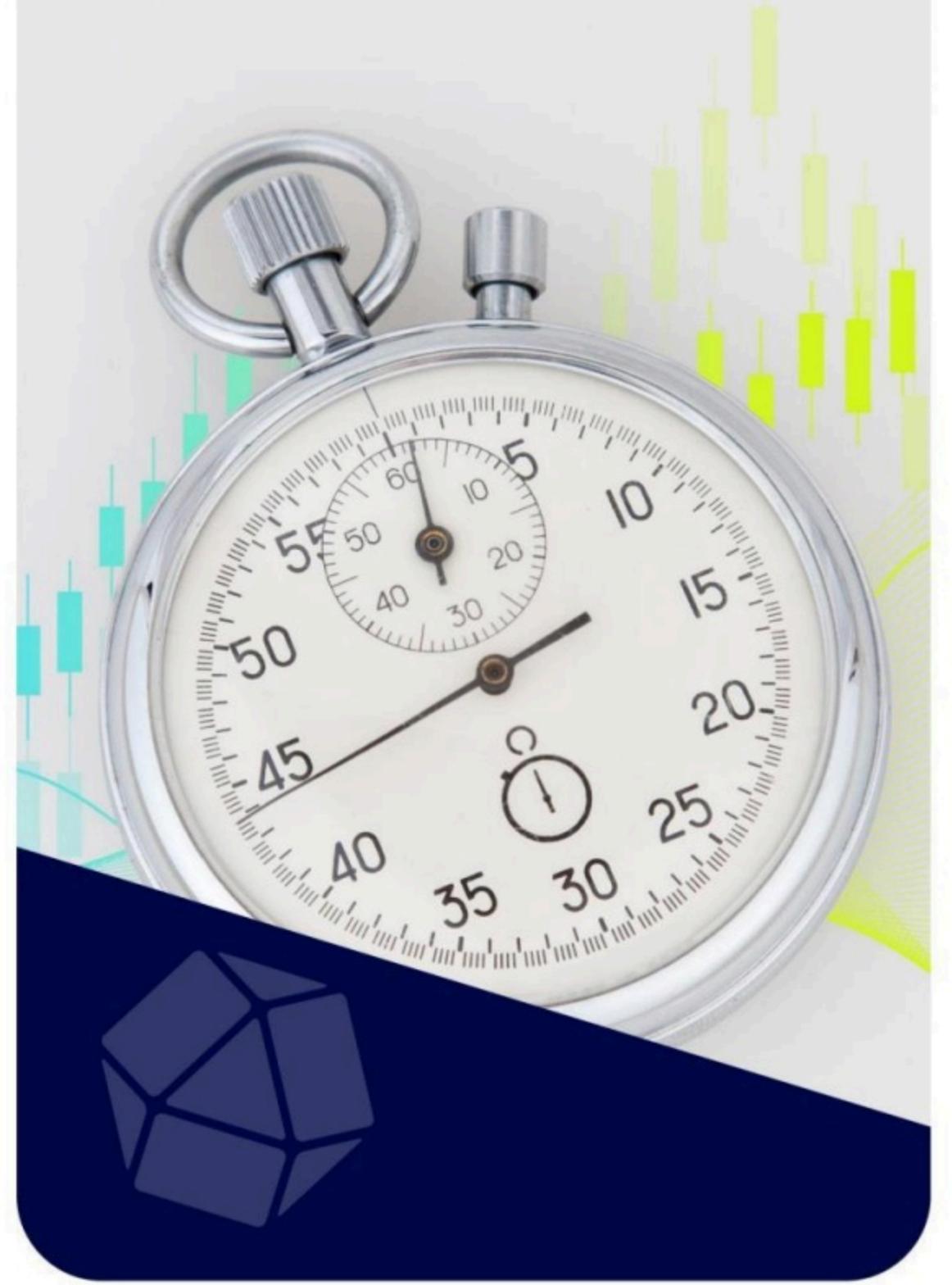




# InfluxDB

The times series data platform for IoT, analytics, and cloud applications



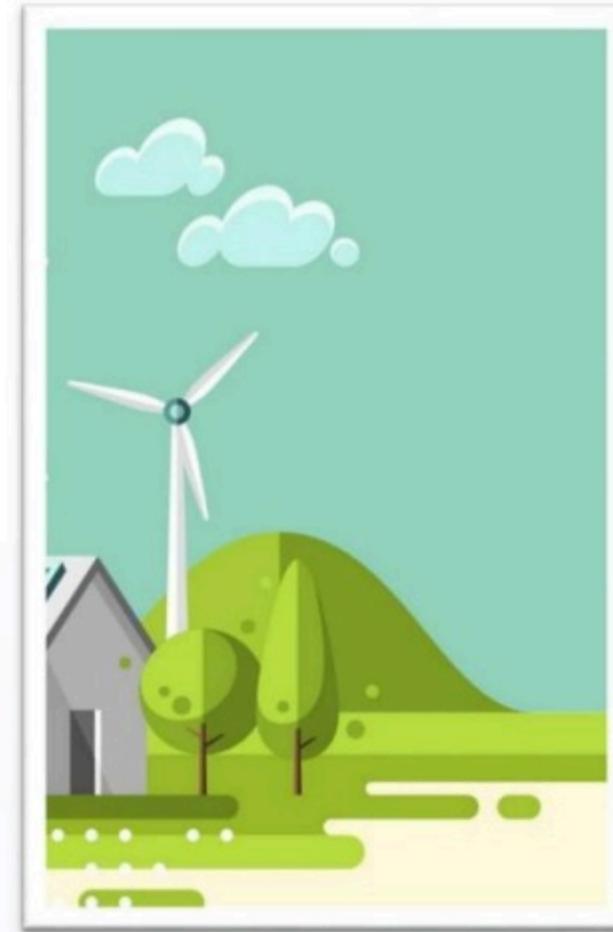
# Painting the Picture



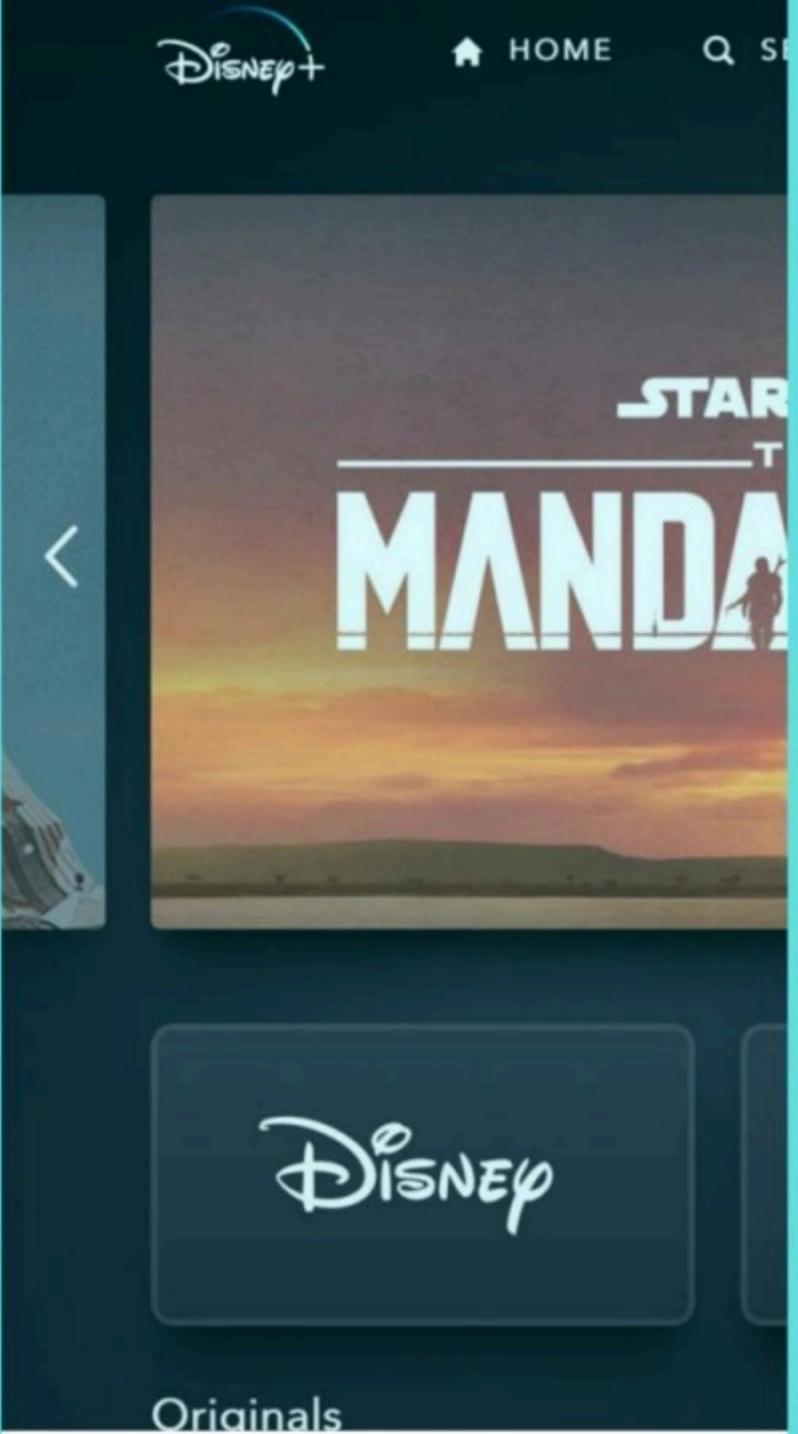
Hugely popular open-source product and **clear category leader**



Rapidly expanding market with an **impressive TAM**



Successful evolution to a **true cloud native platform**



 **TESLA**







# Large and Growing Customer Base

Top  
Customers

ThermoFisher  
SCIENTIFIC

Schneider  
Electric

Internet of things

TESLA

ptc

nest

equinor

Infrastructure & real-time apps

SAP

CISCO

salesforce

IBM

coupa

SIEMENS

Expedia

Bethesda

CapitalOne

COMCAST

DISCOVER

# Accelerating Competitive Advantage

1<sup>st</sup>

Runaway Leader

750,000

Active Instances

85,000

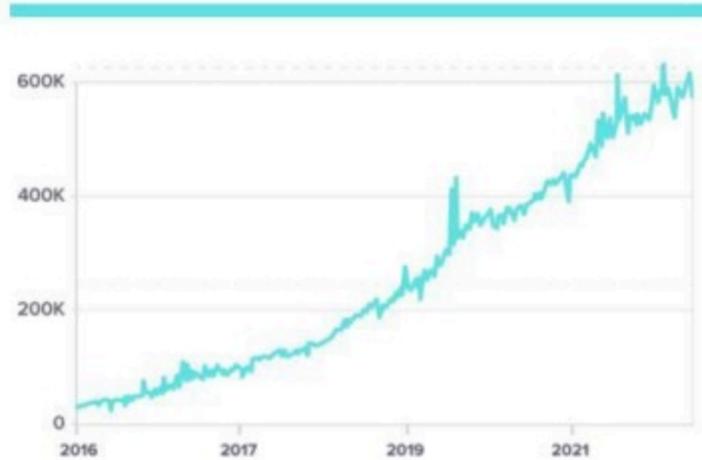
Cloud Signups

24,000

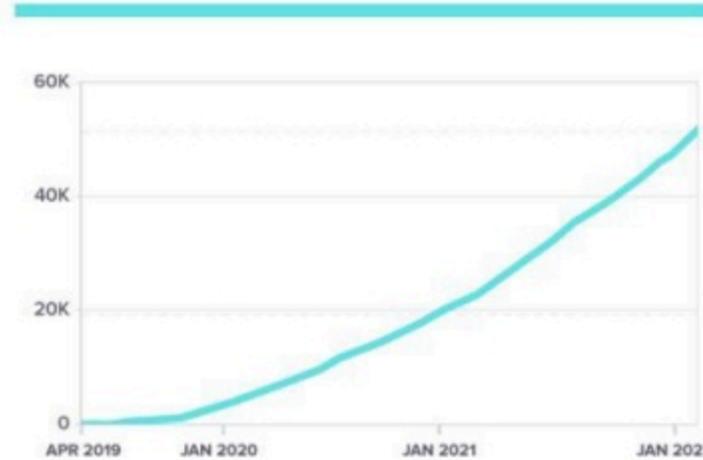
GitHub Stars

Mar 2022	DB-ENGINES	Database Model	Mar 2022
1.	InfluxDB	Time Series, Multi-model	29.69
2.	Kdb+	Time Series, Multi-model	9.02
3.	Prometheus	Time Series	6.32
4.	Graphite	Time Series	5.48
5.	TimescaleDB	Time Series, Multi-model	4.47
6.	Apache Druid	Multi-model	3.26
7.	RRDtool	Time Series	2.61
8.	OpenTSDB	Time Series	1.79
9.	DolphinDB	Time Series, Multi-model	1.53
10.	Fauna	Multi-model	1.35
11.	GridDB	Time Series, Multi-model	1.35
12.	QuestDB	Time Series, Multi-model	1.16
13.	Amazon Timestream	Time Series	1.02

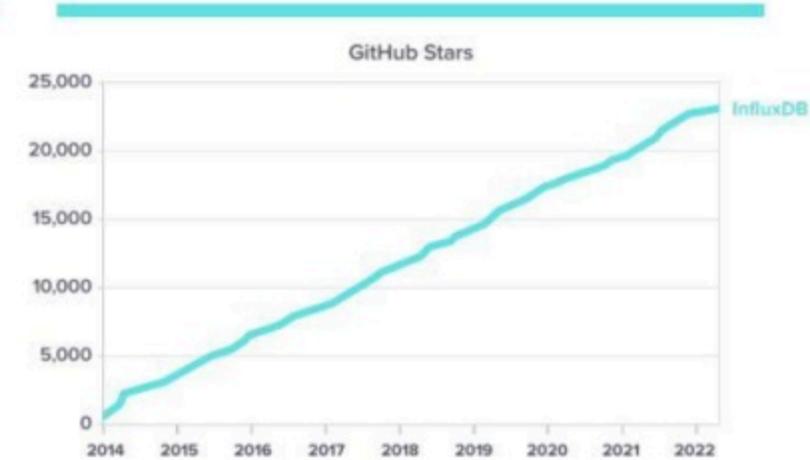
Database ranking  
source: DB Engines



InfluxDB OSS



InfluxDB Cloud



InfluxDB stars

# Rise of time series as a category

## RELATIONAL

- Orders
- Customers
- Records



## DOCUMENT

- High throughput
- Large document



## SEARCH

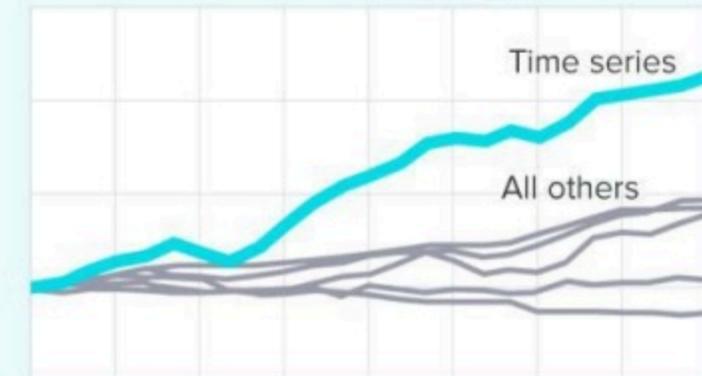
- Distributed search
- Logs
- Geo



## TIME SERIES

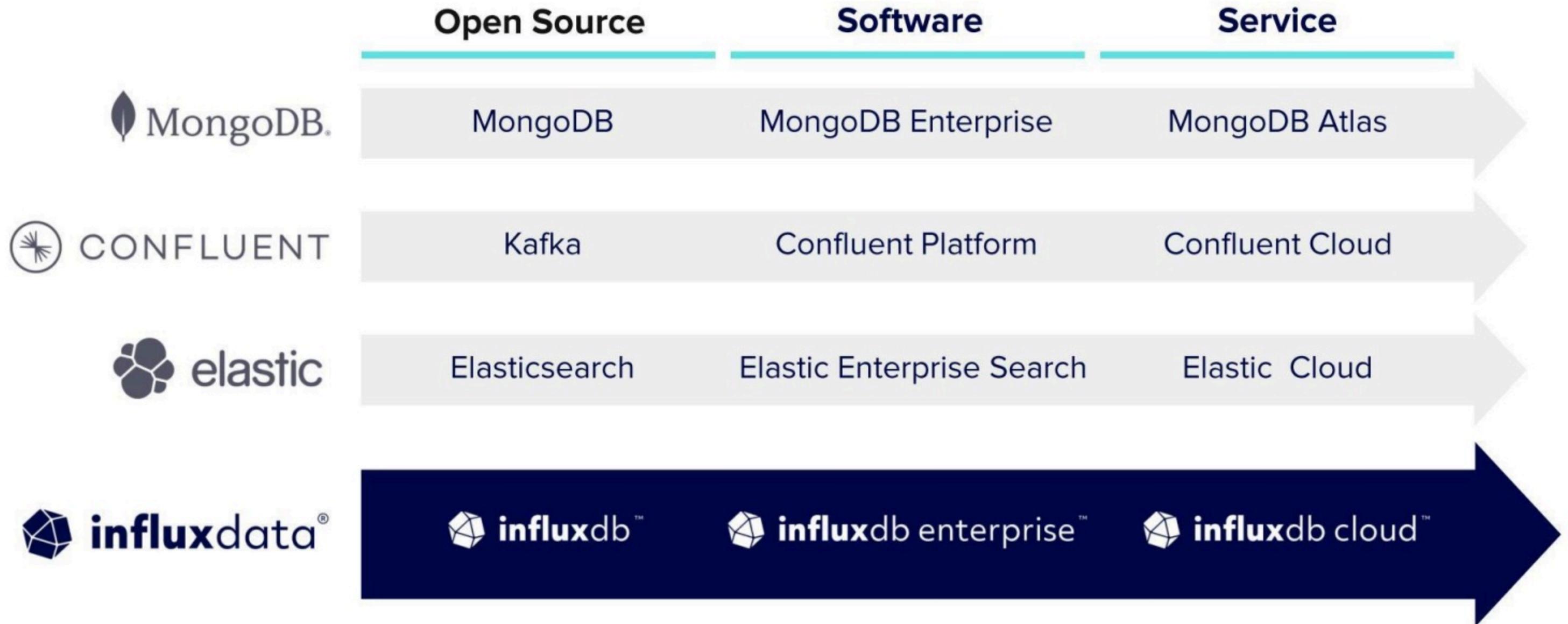
- Events, metrics, time stamped
- for IoT, analytics, cloud native

Time series is fastest growing data category by far



source: DB Engines

# Following a well understood path



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Most data is best understood through  
**the lens of time**

# Building applications in two worlds



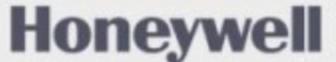
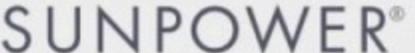
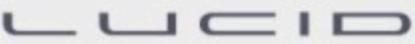
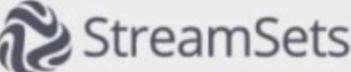
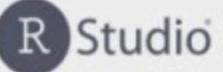
**Physical**

Devices, sensors,  
gauges in IoT

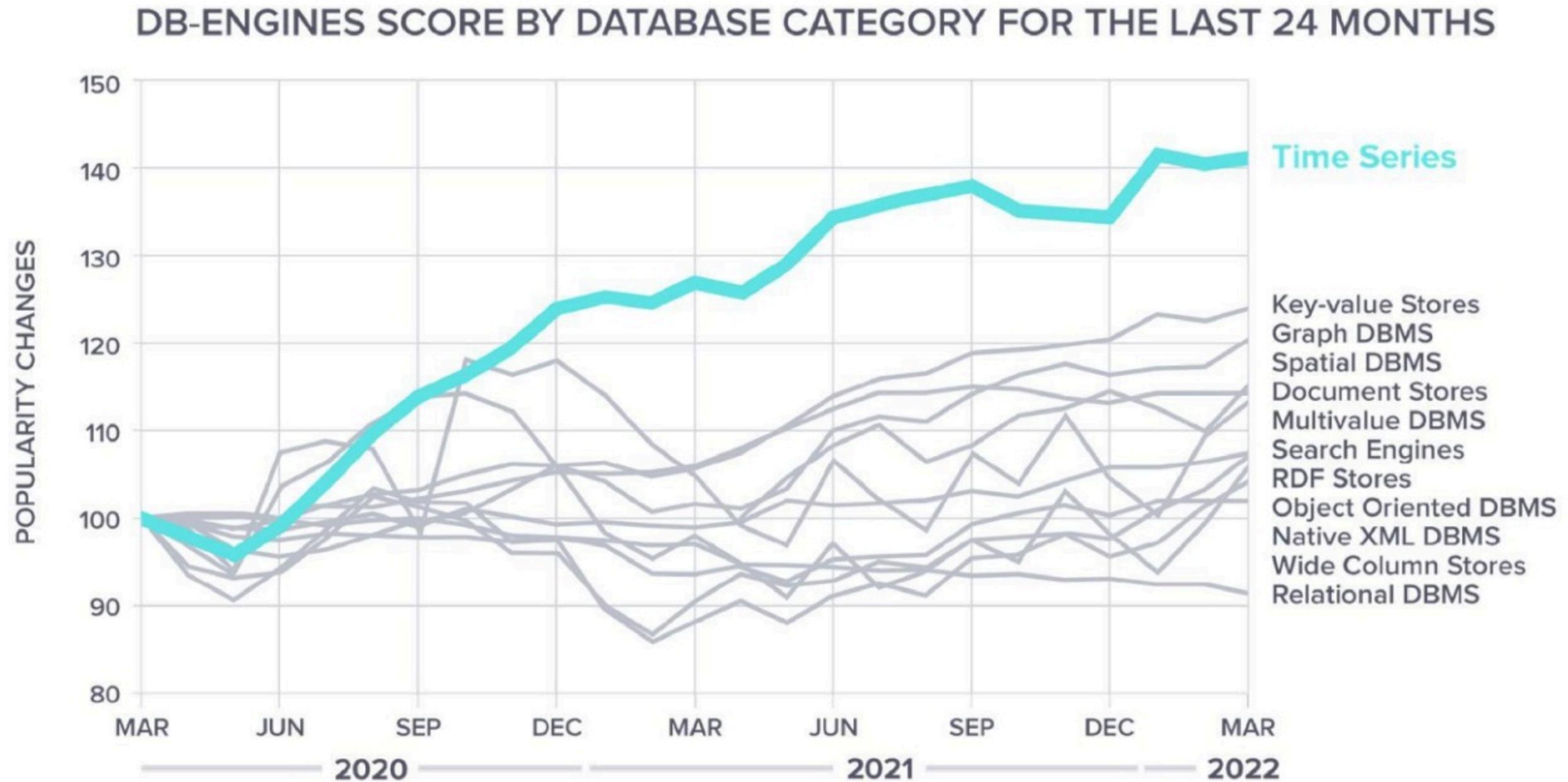
**Virtual**

containers, networks,  
VMs in Software

# Mission critical use cases & customers

Consumer IoT	Industrial IoT	Sustainability / Clean Energy
   	   	   
Crypto	Fintech	Gaming & Entertainment
   	   	   
Network Telemetry	Cloud Services	Dev Tools & APIs
   	   	  

# Recent emergence of the Time Series category

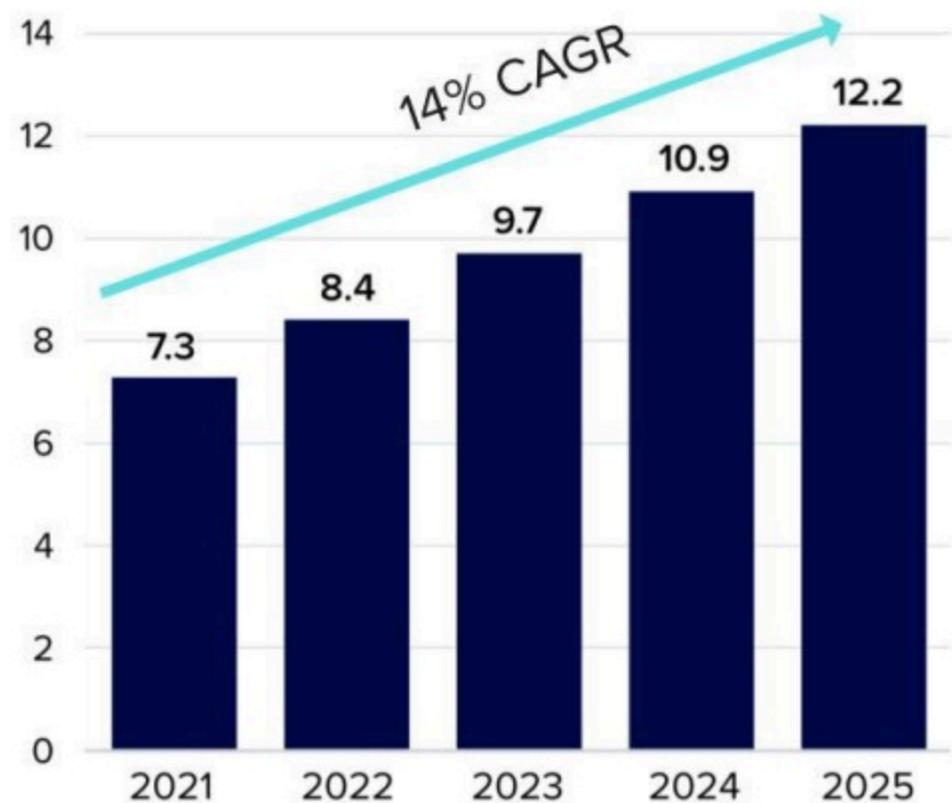


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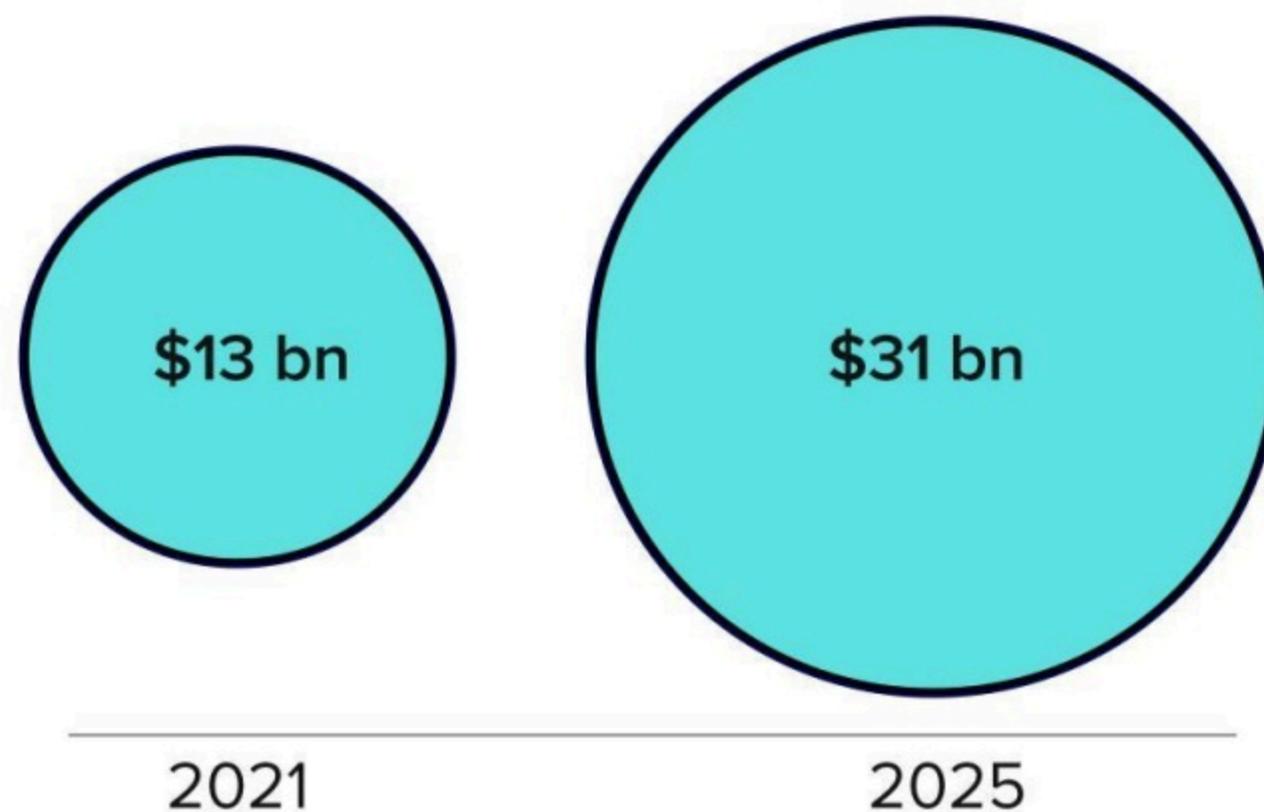
# IoT analytics will be a \$31 billion market by 2025

## Growth in IoT Endpoints

### IoT Devices (billions)



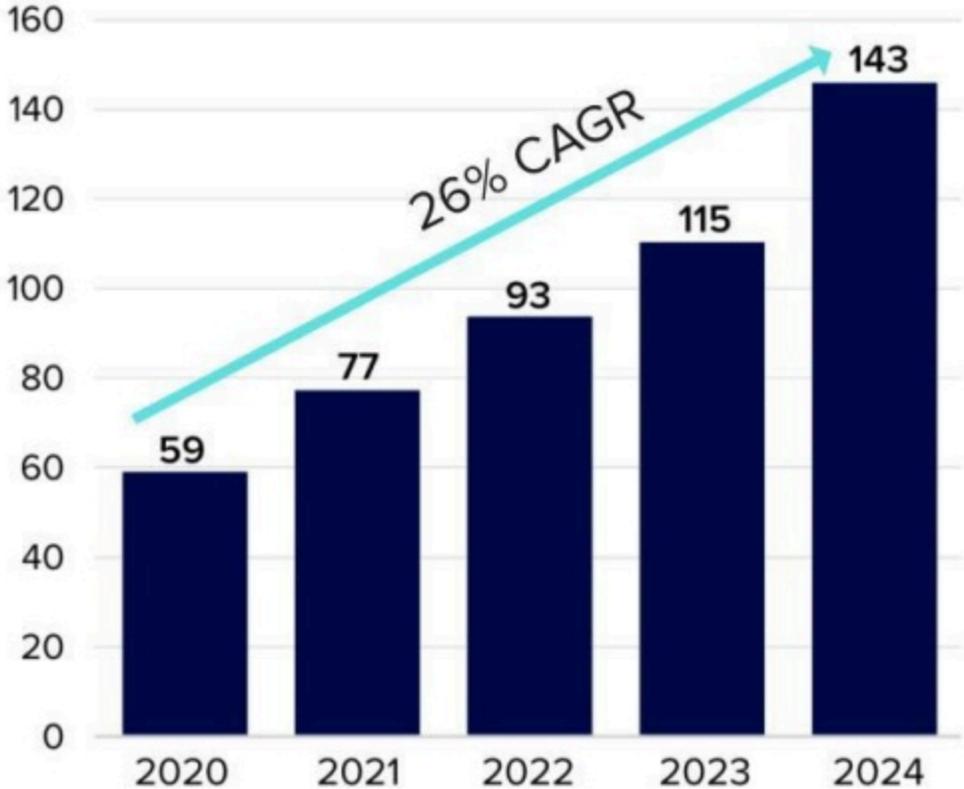
## Need for IoT Analytics



# Data platforms will be a \$164 billion market by 2025

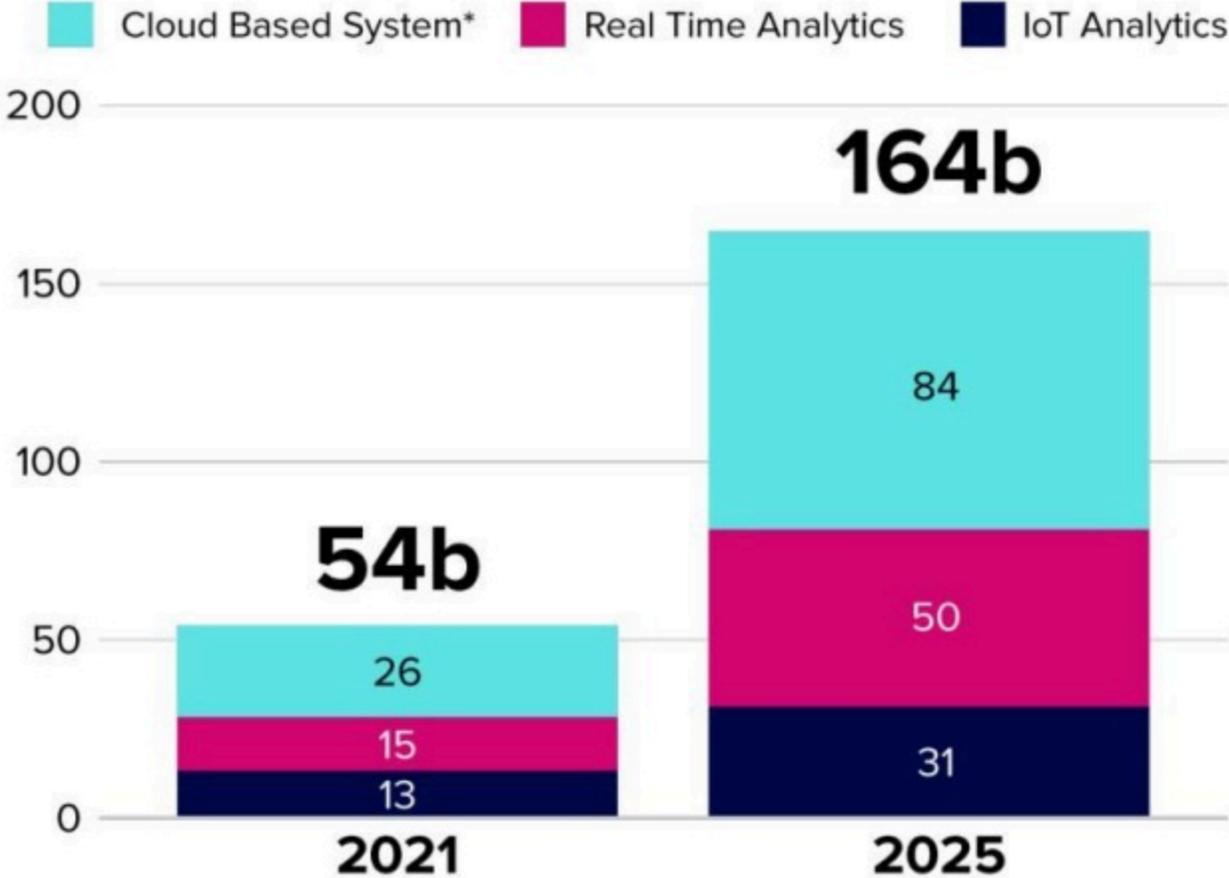
## Explosion of data

### Data growing at 26% CAGR



Zettabytes of Data (Creation + Consumption)

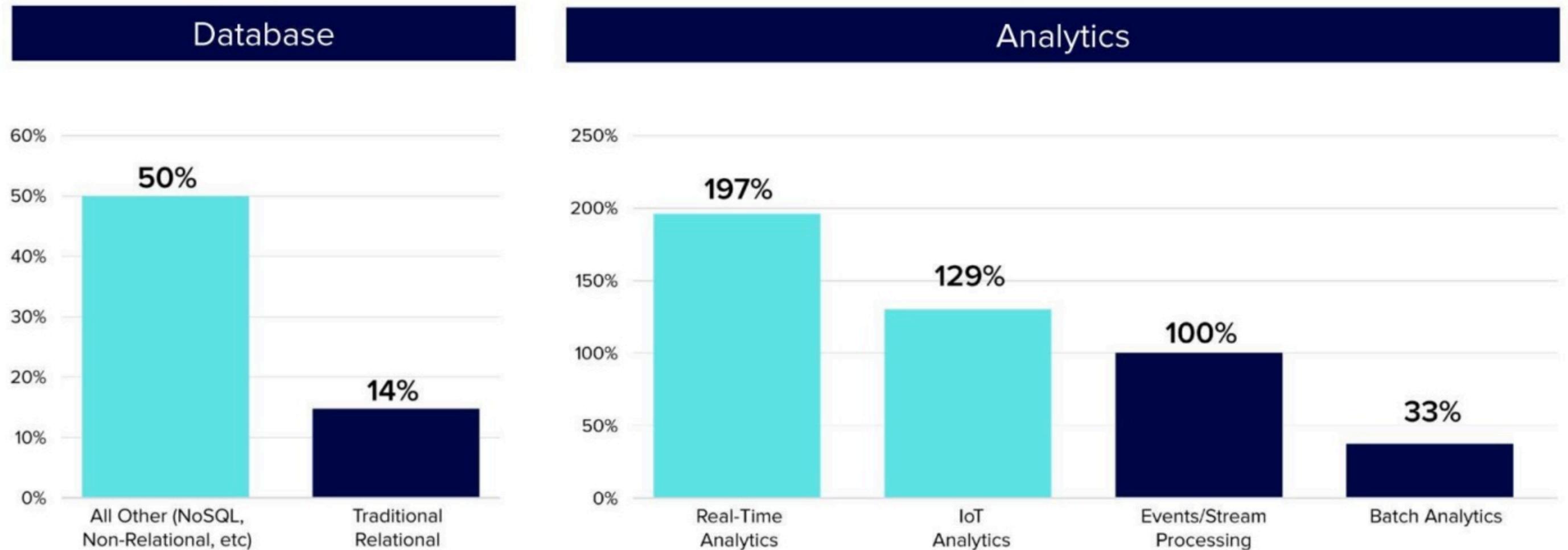
## Growing data platform market



\*Note: Cloud Database System 2021-2025 Growth Rate estimated using 2021 Cloud DBMS growth rate  
 Source: IoT Analytics: 451 Research, IDC  
 Real-Time Analytics: Gartner (Streaming Analytics Market)  
 Cloud Database: Gartner (Cloud Database Management System)

# Playing in the fastest growing segments

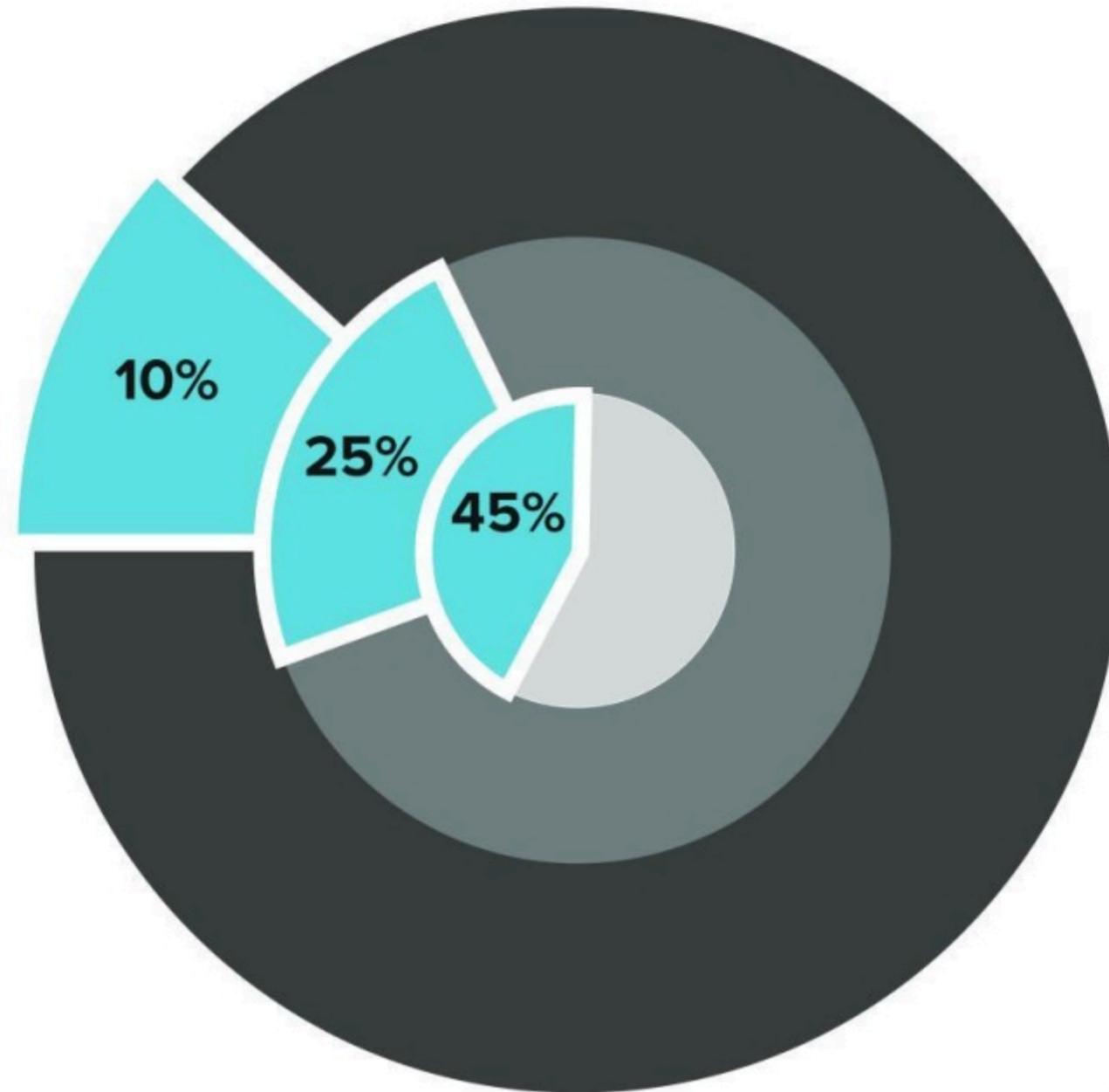
## 5-Year Growth Rate by Data Platform Sub-Industry



Source: 451 Research, IDC, Goldman Sachs Research

# Together comprise a massive opportunity

-  **influxdb™**
-  Internet of Things
-  Cloud applications & infrastructure
-  Real-time analytics



 **influxdb™**

Time Series  
TAM

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**\$53b**