INTRODUCTION

2021 NOVEMBER

Kaycee Lai
CEO and Founder

Promethium

Today: Business rely on getting insights from multiple sources.

But: Finding & moving data with complex ETL prevents fast decision making.

Promethium is the

ONLY

solution built for fast decision making in today's hybrid & distributed world

Problem:
The current state of decision making isn't sustainable

"85% say data fact based decision making is a top priority"

2020 Gartner's The Future of Data and Analytics: Reengineering the Decisions, 2025

But:
Getting data to analysts takes too long, too many tools and too many people

"Two-thirds say decision making is only somewhat or rarely data-driven"

PwC's Global Data and Analytics Survey, July 2016

"58% of companies base 50% of their decisions on gut feel"

"How Many Business Decisions Are Based On Gut Feel Rather Than Data?" Business Application Resource Center

"53% cherry-pick a certain data point that would help them make the case."

Gartner 2018 Synthesis Insights Survey

Problem:

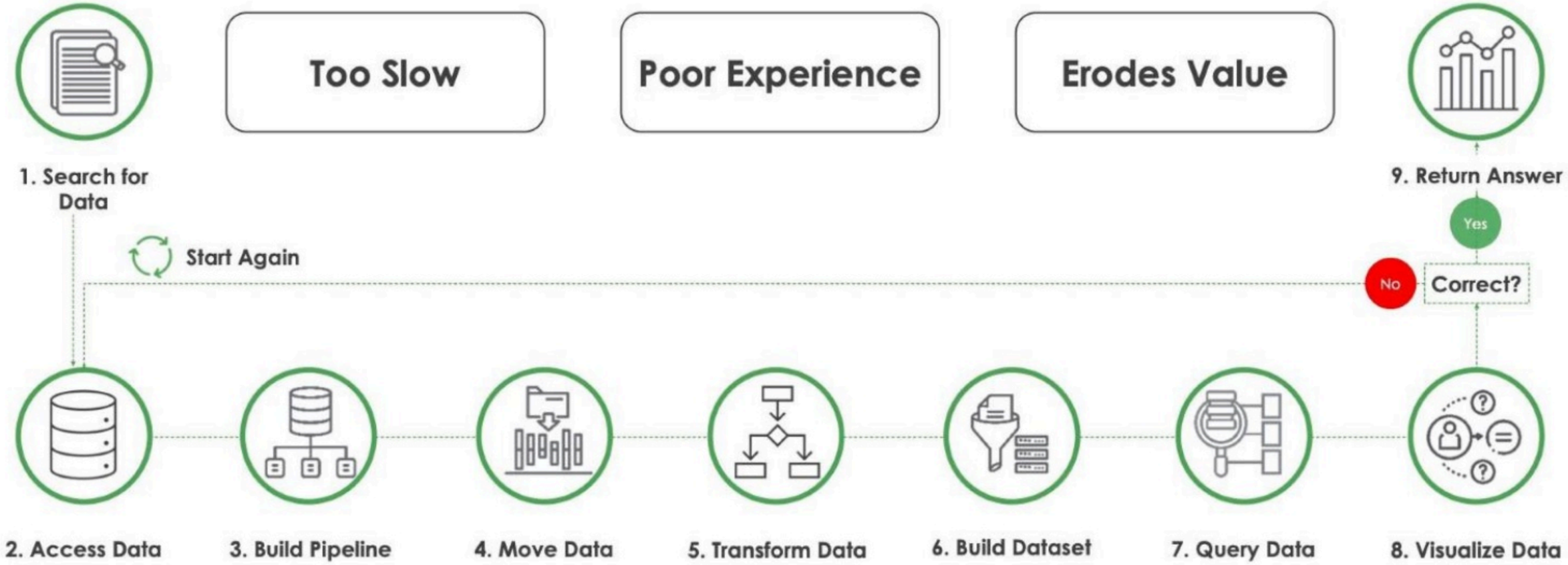
Before ANY analytics can be done, there's complex discovery, ETL & prep.

You **don't know** if the data is correct until you get to the **end**!

Too Slow

Poor Experience

Erodes Value



Our Unique Approach

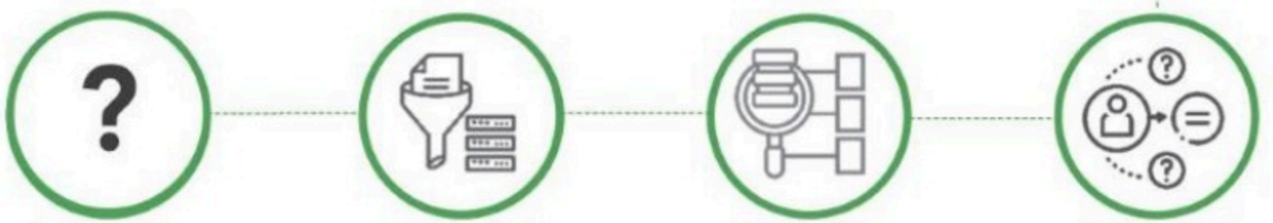
Fast, Integrated, Automated

Takes
No
Waiting

Insights
$$$
Up to 100x

Doesn't
Require
ETL / Complex SQL

5. Return Answer



1. Ask Question

2. Generate Datasets without ETL

3. Query Data

4. Visualize Data

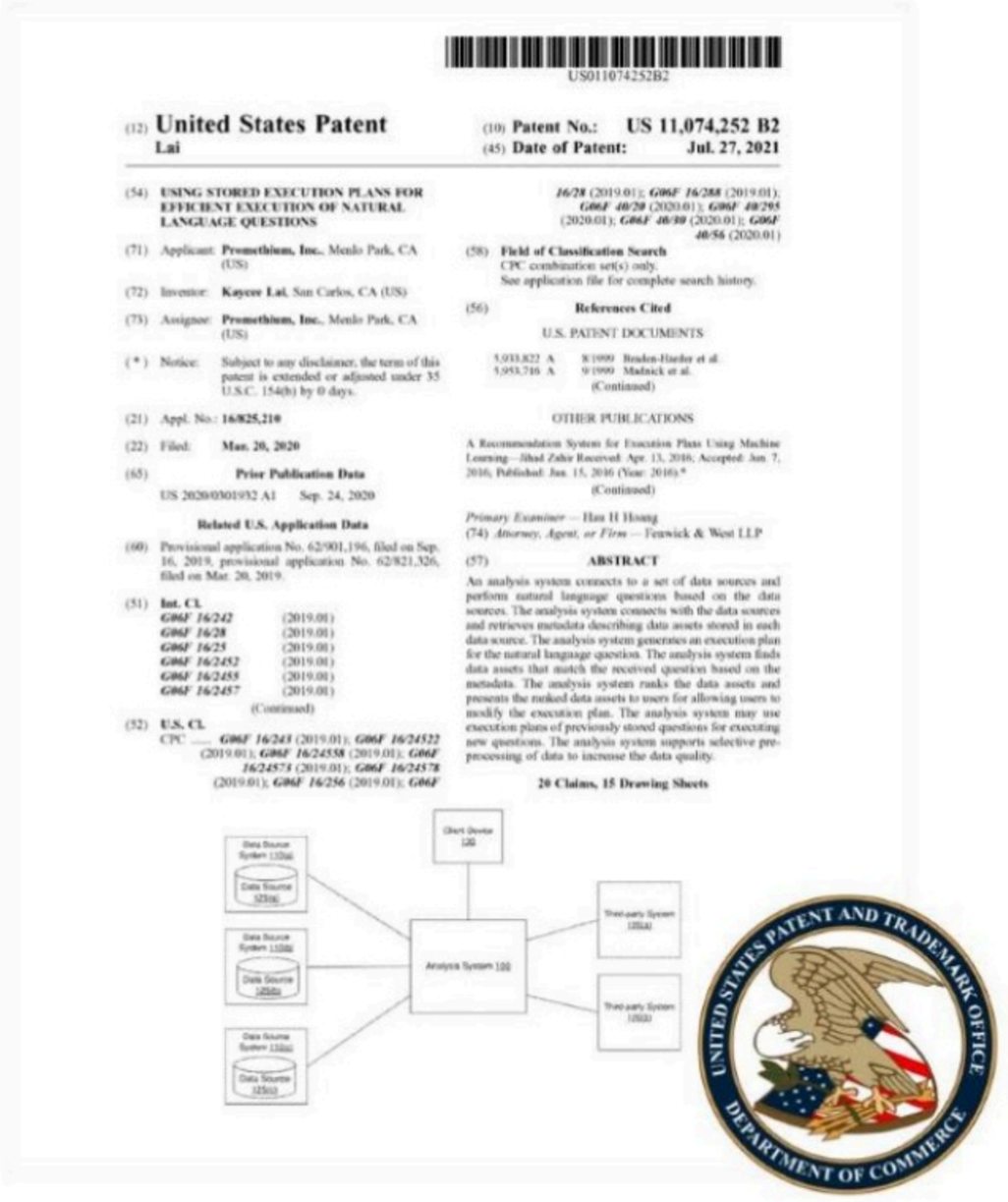
Unique IP: Patentable Technology

UNITED STATES
PATENT AND TRADEMARK OFFICE

uspto

US 11,074,252 B2

Patented technology for **natural language processing** to turn search driven questions into data driven answers



US011074252B2

(12) **United States Patent**
Lai

(10) **Patent No.: US 11,074,252 B2**
(45) **Date of Patent: Jul. 27, 2021**

(54) **USING STORED EXECUTION PLANS FOR EFFICIENT EXECUTION OF NATURAL LANGUAGE QUESTIONS**

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(73) Assignee: **Promethium, Inc.**, Menlo Park, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **16/825,210**

(22) Filed: **Mar. 20, 2020**

(65) **Prior Publication Data**

US 2020/0301932 A1 Sep. 24, 2020

Related U.S. Application Data

(60) Provisional application No. 62/901,196, filed on Sep. 16, 2019, provisional application No. 62/821,326, filed on Mar. 20, 2019.

(51) **Int. Cl.**

G06F 16/242	(2019.01)
G06F 16/28	(2019.01)
G06F 16/25	(2019.01)
G06F 16/2452	(2019.01)
G06F 16/2455	(2019.01)
G06F 16/2457	(2019.01)

(Continued)

(52) **U.S. Cl.**

CPC ***G06F 16/243*** (2019.01); ***G06F 16/24522*** (2019.01); ***G06F 16/24558*** (2019.01); ***G06F 16/24573*** (2019.01); ***G06F 16/24578*** (2019.01); ***G06F 16/256*** (2019.01); ***G06F 16/28*** (2019.01); ***G06F 16/288*** (2019.01); ***G06F 40/20*** (2020.01); ***G06F 40/295*** (2020.01); ***G06F 40/30*** (2020.01); ***G06F 40/56*** (2020.01)

(58) **Field of Classification Search**

CPC combination set(s) only.

See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

5,933,822 A 8/1999 Braden-Harder et al.
5,953,716 A 9/1999 Madnick et al.

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A Recommendation System for Execution Plans Using Machine Learning—Ilhad Zuhir Received: Apr. 13, 2016; Accepted: Jun. 7, 2016; Published: Jun. 15, 2016 (Year: 2016).*

(Continued)

Primary Examiner — Hau H Hoang
(74) *Attorney, Agent, or Firm* — Fenwick & West LLP

(57) **ABSTRACT**

An analysis system connects to a set of data sources and perform natural language questions based on the data sources. The analysis system connects with the data sources and retrieves metadata describing data assets stored in each data source. The analysis system generates an execution plan for the natural language question. The analysis system finds data assets that match the received question based on the metadata. The analysis system ranks the data assets and presents the ranked data assets to users for allowing users to modify the execution plan. The analysis system may use execution plans of previously stored questions for executing new questions. The analysis system supports selective pre-processing of data to increase the data quality.

20 Claims, 15 Drawing Sheets

Hypothesis Validation:
If it's MUCH easier to leverage data, will people make more data-driven decisions?

Yes!
Our customers have answered

14,714

Questions with Promethium in **9 months**

Queries run
1.1 Million
with Promethium

Resulting in
600 Billion
rows of data

Trusted access to
9.1 PB
of data

Customer Case Study

Before

Not enough data engineers

Takes months to complete

On Prem | Cloud

ORACLE

Microsoft SQL Server

aws

snowflake

Requires complex ETL + multiple products

VS VS VS

With Promethium

Each Data Engineer does 1000X more

Business users gets answers in near real-time

No ETL. No Code. (Less total budget)

Business Driver

Discover new product offerings

- Lack of analytics prevented releasing new products.
- The data required exists in multiple silos and getting insights took months.
- New CDO tasked with enabling faster time to insights.

Other Benefits

Governance

Help business users know what data should vs should not be used

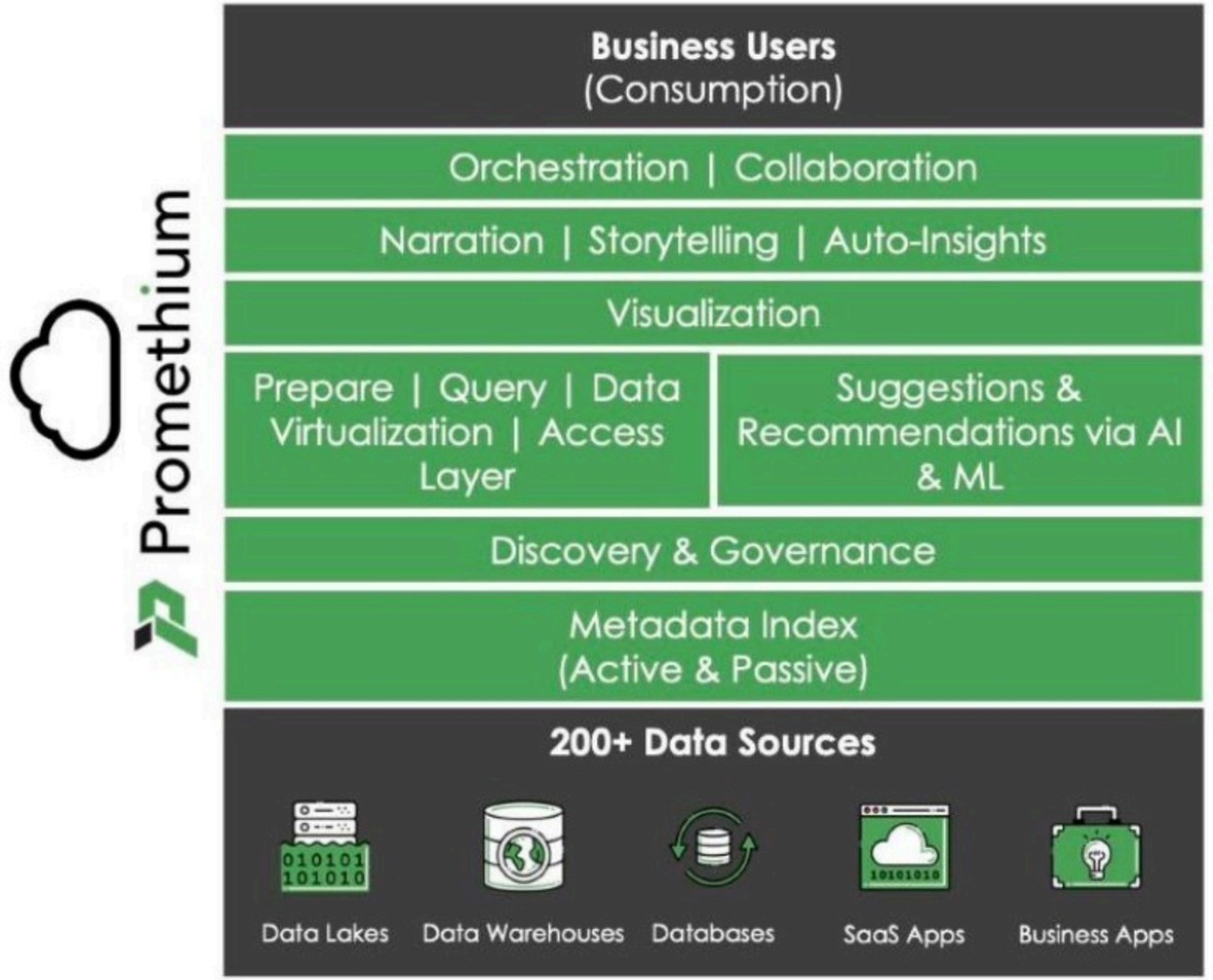
Security

Fine grain access control
Masking
Encryption

Solution:

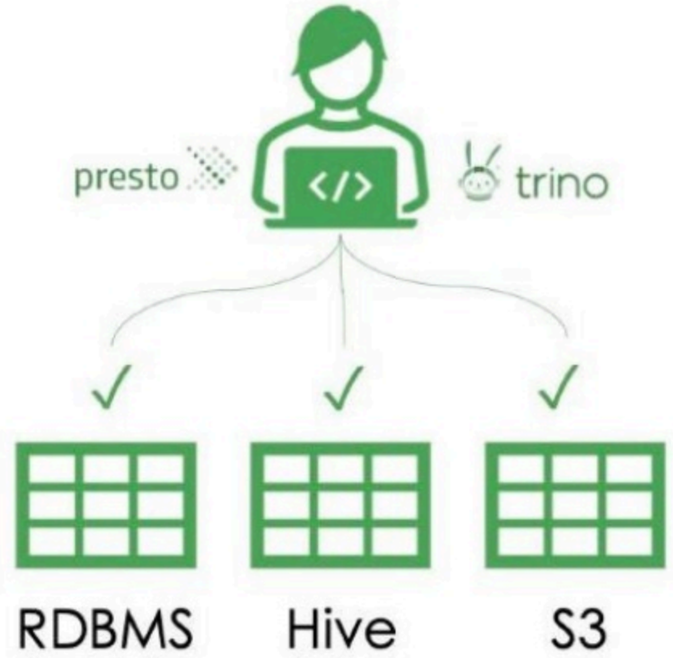
Get answers Fast without the upfront cost & complexity

One UI | No Code

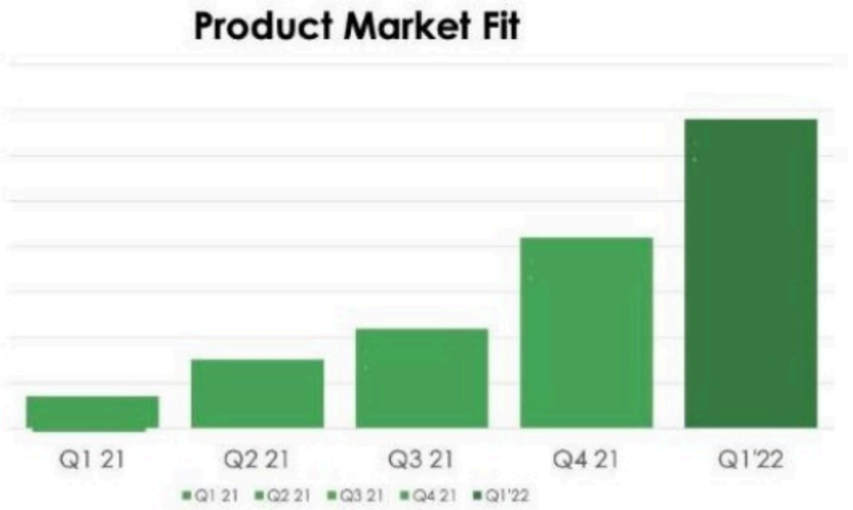


Why Now:
Foundational technologies have matured

Robust APIs available across multiple sources → Data Virtualization security & performance improved → No Code platforms have enabled self-service



GTM Motion & Traction:
Proven foundation



GTM Clarity = Ready to Scale

- ✓ **Buyer:** Buyer Type
- ✓ **User:** User Type
- ✓ Repeatable sales motion
- ✓ Referenceable Customers

Our Team

Kaycee Lai

CEO & Founder

GM $120M P&L *EMC*
President *Waterline Data*
VP Sales *Virsto (VMware)*
VP Sales *Delphix*
VP Sales *Avamar (EMC)*

Puneet Gupta

VP, Product

Director of Product *Workday*
Director of Product *Salesforce*
Product Manager *Amazon*
Product Manager *Informatica*
Solutions Architect *Mulesoft*

Ravi Kasamsetty

VP, Engineering

VP Engineering *Milestone*
Sr. Director Eng. *Oracle*
Sr. Director Eng. *Responsys*

Brett Arnott

VP, Marketing

General Manager *Apptio*
VP Product & Marketing *Digital Fuel*
Product Manager *VMware*

Serial Data Entrepreneurs

AVAMAR Acquired by DELL EMC

VIRSTO Acquired by vmware

Waterline Data Acquired by Hitachi Vantara

MuleSoft Acquired by salesforce

DIGITALFUEL Acquired by APPTIO

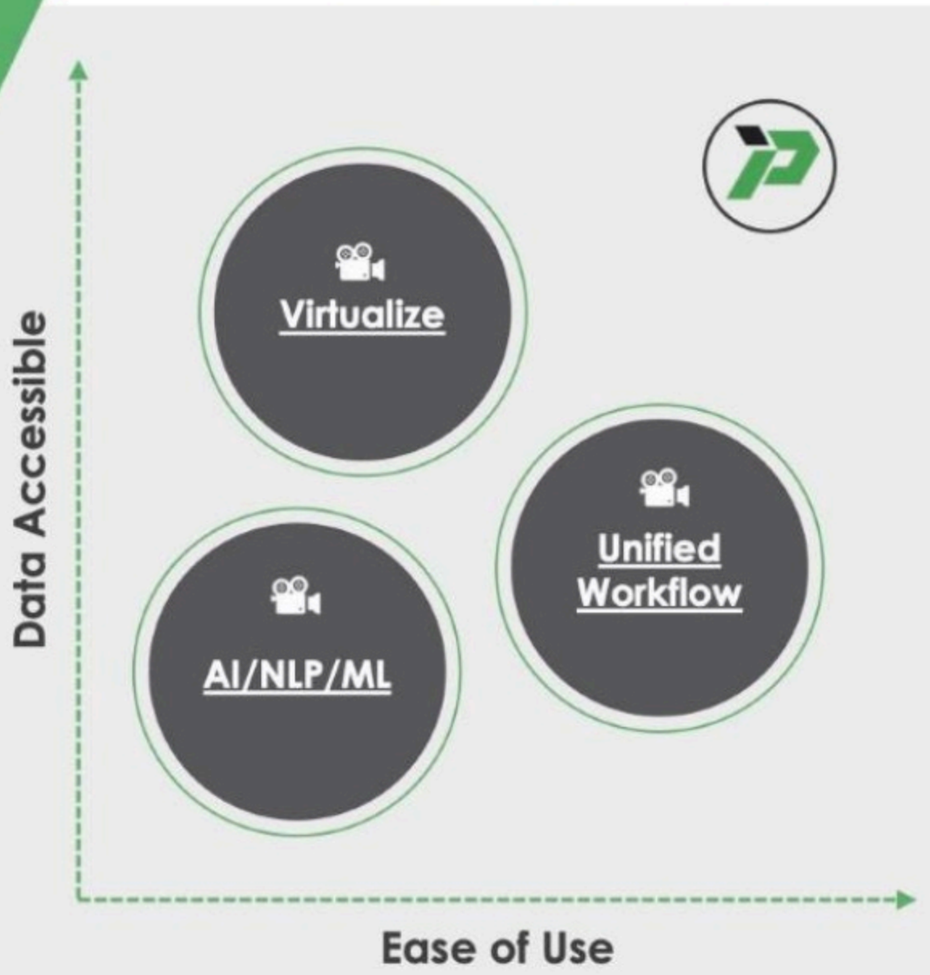
Exits
From Executive Team

Promethium can answer

any question across any data any time

without hiring armies of data engineers to do complex **ETL.**

See us in action:



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