

Datameer®

2018 Global Big Data Analytics
Competitive Strategy Innovation and Leadership Award



2018
BEST PRACTICES
AWARDS

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Background and Company Performance

Industry Challenges

The Big Data analytics (BDA) market can be divided into two major categories: data discovery and visualization (DDV) and advanced analytics (AA). Both these categories have captured the interest of investors globally and have attracted millions of dollars in funding committed to product enrichment, new sales, and distribution partnerships. Major consumers in the market range from insurance providers, banks, retailers, hospitals, health service and delivery, biotech companies to government, defense and technology-based companies. Across these industries, customers are beginning to understand the operational advantages of utilizing big data to make better business decisions, identify risks and resolve issues in a timely manner while delivering a more personalized experience.

One of the biggest challenges in doing so is data silos that make it difficult for organizations to build a big data picture. Thus, to make better business decisions and truly draw the benefits of BDA technology, organizations need to move away from operational, infrastructure, organizational and vendor silos. To obtain a coherent view of the data flowing into all the systems within a company, these silos must be replaced with a central platform that is well integrated.

Additionally, growth in the BDA market is hindered by home-grown solutions. BDA vendors are unable to make a business case to sell purpose built third-party solutions to potential customers who have invested so heavily in legacy solutions. These solutions usually do not have advanced functionality, are unable to integrate with newer BDA technology, and are difficult to scale. As a result, organizations often find themselves locked into point solutions with limited interoperability, restricting investment in the BDA market.

While vendors have become more proactive at promoting Big Data case studies and applications across many diverse industries, there is still a general lack of guidance to help customers gauge if those use cases could be applied in reality. Several vendors are marketing vertical-centric solutions, but successful application depends on various factors including effective data management, availability of skilled resources, industry or vertical expertise, budget and of course the actual business problem to be solved.

Despite all the challenges discussed above, there are vendors that have successfully overcome them and have developed powerful solutions for end-users across various industry verticals. Datameer, a purpose built Hadoop-based and Cloud-based data preparation and exploration company offers a best-in-class solution that has seen traction over the last few years. The following criteria highlight the factors on which Datameer was assessed in order to identify the company as a Competitive Strategy Innovation Leader in the global DDV market segment.

Strategy Innovation and Customer Impact

Strategy Effectiveness

Founded in 2009, the San Francisco based vendor aims to make it easier for quick, easy self-service access to analytics data and make faster, more informed decisions. Datameer has strategically expanded its product offering in the last few years. Previously a pure spreadsheet-style analytics platform, it now offers the ability to build robust data flows and pipelines to manage data flow to BI analysts, and unconstrained visual data exploration on datasets that are billions of records and hundreds of attributes wide. Metadata forms a key component of the algorithm, improving data discovery and delivers personalized curated analytic data sets, making it easier for analysts to decipher the data. In terms of data integration, Datameer consolidates data from a variety of sources - the platform features over 70 connectors to data sources.

The BDA vendor provides support across multiple use cases including regulatory compliance in financial services, anti-money laundering, customer analytics and supply chain analytics in retail, and operational analytics across industries. The effectiveness of its business strategy is exemplified by its ever expanding portfolio of over 200 customers - including major data driven companies such as Citibank, RBC, Optum, Aetna, Anthem, National Instruments, and Vivint.

Competitive Differentiation

Home grown solutions are Datameer's biggest competitors. 80% of BDA vendors regard home-grown or legacy solutions as their major challenge. Vendors are unable to convince organizations who have invested so heavily in these legacy solutions to adopt purpose built analytics platforms. To further penetrate this market and deliver a value proposition that allows potential customers to overcome their hesitance to invest in third party applications, Datameer partners with several key technology providers and helps customers integrate with their platform.

For example, Datameer recently achieved Advanced Technology Partner status in the Amazon Web Services (AWS) Partner Network (APN). Datameer tailored its enterprise offering to AWS, separating compute from storage (S3) as well as integrating with key AWS platform services, and has helped numerous companies transition their big data to the cloud. Now, Datameer Express, a version of Datameer tailored for and targeting cloud-based workgroups, is available on AWS Marketplace, giving customers the opportunity to purchase and consume Datameer directly from the AWS marketplace. With this partnership, Datameer can provide current and potential customers with the accessibility, flexibility and the ability to be up-and-running in less than 30 minutes. It, thus, delivers a faster time-to-insight without the need to code or integrate with other technologies.

Strategic Integration

Datameer recently partnered with leading BDA vendor IBM. Leveraging Datameer's mature business data preparation and exploration platform for enterprises, IBM will deliver an end to end data exploration, data workflow orchestration, and operationalization functionality as part of their new 'Cloud Private for Data' offering. To overcome the long delays that customers usually experience with integrations these days, Datameer's platform is well integrated with IBM's BDA solution, offering a seamless customer experience and empowering business users to painlessly create data pipelines that populate the platform.

Datameer also partners with several diverse industry leaders including business advisory firm Deloitte, systems integrator Fujitsu, solution providers Trace3 and pmOne, technology providers Microsoft and Tableau, and Hadoop distribution vendors Cloudera, Hortonworks and MapR, among others.

Customer Ownership Experience

One of the key market challenges that limits growth in the BDA market is data silos. Organizations with data silos usually operate with multiple technology solutions and are not interoperable, making it difficult for them to have a unified data source to build a big data picture. Datameer is directly attacking the data silo challenge discussed above with its' advanced data integration, preparation, enrichment and exploration for faster customer insights.

Datameer's unique combination of easy self-service data preparation and unconstrained data exploration creates an agile iterative data preparation process that facilitates unmatched speed to insight. Analysts can quickly iterate through exploration and preparation of the data to transform and refine the data to create their own customized analytic datasets unique to their needs.

Prior to adopting Datameer, BT/Openreach had difficulty deciphering analytics from tremendous volume of data being generated on their large complex network in order to optimize the operation and service of that network. Utilizing Datameer's analytics platform, BT/Openreach can now integrate, prepare and enrich raw data in multiple formats - test results, inventory data and more - into analytics-ready datasets that have full context to the problem at hand for faster insights. The company can now perform advanced time-series analytics to see if exchanges were improving or degrading over time, apply advanced analytics to identify patterns within time periods and locations to answer "why" questions, and implement fine-grained security and track full lineage to ensure proper use and controls of the data and analytics within to meet regulatory needs.

Conclusion

The Big Data Analytics market is expected to grow at a CAGR of 29.7% through 2023. As a result of rapid market growth and the barriers to entry being incredibly low, there are several new vendors entering the DDV and AA segments. In order to thrive in this highly competitive space, a vendor needs to have a combination of the right technology, effective organizational and product strategy, efficient distribution and sales channel strategy as well as a sound go-to market strategy. In this fragmented space, Datameer has demonstrated consistent growth in a relatively short span of time compared to many of its peers.

With its strong overall performance, Datameer has earned Frost & Sullivan's 2018 Competitive Strategy Innovation and Leadership Award.

Significance of Competitive Strategy Innovation and Leadership

Any successful approach to achieving top-line growth must (1) take into account what competitors are, and are not, doing; (2) meet customer demand with a comprehensive, value-driven product or service portfolio; and (3) establish a brand that resonates deeply with customers and stands apart from other providers. Companies must succeed in these three areas—brand, demand, and positioning—to achieve best-practice levels in competitive strategy.



Understanding Competitive Strategy Innovation and Leadership

As discussed above, driving demand, brand strength, and competitive differentiation all play a critical role in delivering unique value to customers. This three-fold focus, however, must ideally be complemented by an equally rigorous focus on Strategy Innovation and Customer Impact.

Key Benchmarking Criteria

For the Competitive Strategy Innovation and Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Strategy Innovation and Customer Impact—according to the criteria identified below.

Strategy Innovation

Criterion 1: Strategy Effectiveness

Requirement: Strategy effectively balances short-term performance needs with long-term aspirations and vision for the company.

Criterion 2: Strategy Execution

Requirement: Adoption of best-in-class processes supports the efficient and consistent implementation of business strategy.

Criterion 3: Competitive Differentiation

Requirement: Unique competitive advantages with regard to solution or product are clearly articulated and well accepted within the industry.

Criterion 4: Executive Team Alignment

Requirement: The executive team is aligned along the organization's mission, vision, strategy, and execution.

Criterion 5: Stakeholder Integration

Requirement: Strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees.

Customer Impact

Criterion 1: Price/Performance Value

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

Criterion 2: Customer Purchase Experience

Requirement: Customers feel they are buying the most optimal solution that addresses both their unique needs and their unique constraints.

Criterion 3: Customer Ownership Experience

Requirement: Customers are proud to own the company's product or service and have a positive experience throughout the life of the product or service.

Criterion 4: Customer Service Experience

Requirement: Customer service is accessible, fast, stress-free, and of high quality.

Criterion 5: Brand Equity

Requirement: Customers have a positive view of the brand and exhibit high brand loyalty.

Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 Monitor, target, and screen	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> • Conduct in-depth industry research • Identify emerging sectors • Scan multiple geographies 	Pipeline of candidates who potentially meet all best-practice criteria
2 Perform 360-degree research	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> • Interview thought leaders and industry practitioners • Assess candidates' fit with best-practice criteria • Rank all candidates 	Matrix positioning all candidates' performance relative to one another
3 Invite thought leadership in best practices	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> • Confirm best-practice criteria • Examine eligibility of all candidates • Identify any information gaps 	Detailed profiles of all ranked candidates
4 Initiate research director review	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> • Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles 	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 Assemble panel of industry experts	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> • Share findings • Strengthen cases for candidate eligibility • Prioritize candidates 	Refined list of prioritized Award candidates
6 Conduct global industry review	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> • Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates 	Final list of eligible Award candidates, representing success stories worldwide
7 Perform quality check	Develop official Award consideration materials	<ul style="list-style-type: none"> • Perform final performance benchmarking activities • Write nominations • Perform quality review 	High-quality, accurate, and creative presentation of nominees' successes
8 Reconnect with panel of industry experts	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> • Review analysis with panel • Build consensus • Select recipient 	Decision on which company performs best against all best-practice criteria
9 Communicate recognition	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> • Present Award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance 	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 Take strategic action	Upon licensing, company may share Award news with stakeholders and customers	<ul style="list-style-type: none"> • Coordinate media outreach • Design a marketing plan • Assess Award's role in future strategic planning 	Widespread awareness of recipient's Award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.