

**YOUR  
PATH TO  
ENTERPRISE**  
**. Ai**



data  
iku

To succeed in the world's rapidly evolving ecosystem, companies (no matter what their industry or size) must use data to continuously develop more innovative operations, processes, and products. This means embracing the shift to Enterprise AI, using the power of machine learning to enhance - not replace - humans.

# BUSINESSES THAT LEVERAGE ENTERPRISE AI:

## 1. CONNECT TECH + SMES

Bring all people, from business people to analysts and data scientists, together. This happens via horizontal (team-wide) and vertical (cross-team) collaboration.

## 2. EMBRACE SELF-SERVICE

Enable self-service analytics by creating the tools for day-to-day analysis and agile use of data for answers from the ground up.

## 3. OPERATIONALIZE MACHINE LEARNING

Get models out of a sandbox environment and into production for real results.

## 4. BUILD FOR TOMORROW

Focus on short-term successful projects and at the same time a long-term enterprise transformation strategy.

# YOU'VE GOT COMPANY

## [200+] CUSTOMERS



The path to Enterprise AI is easier with a community of professionals who have been there before. Dataiku partners with the best in the ecosystem and provides unparalleled support and resources to ensure its customers stay open, cutting-edge, and agile.

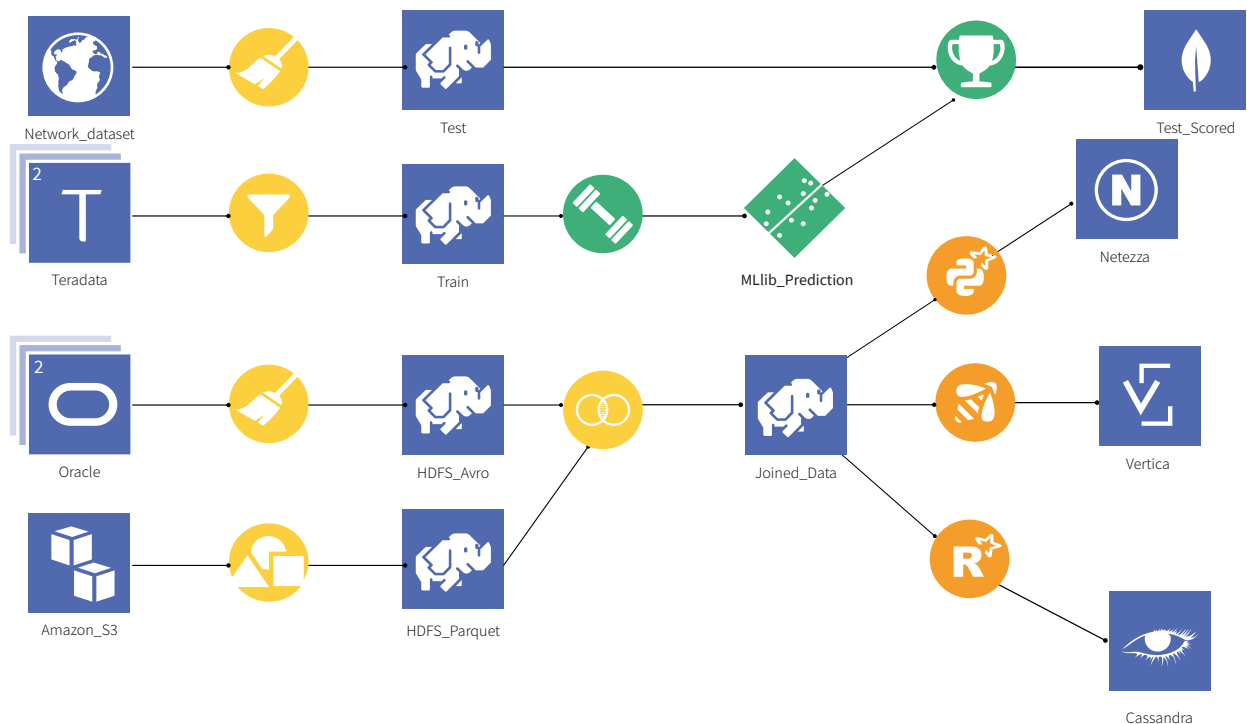


## [20,000+] ACTIVE USERS

*\*data scientists, analysts,  
engineers, & more*



# FROM RAW DATA TO BUSINESS IMPACT



# 1 CLEAN & WRANGLE

| Name  | Sex    | Age     |
|---|--------|---------|
| Natural lang.                               | Gender | Integer |
| Braund, Mr. Owen Harris                     | male   | 22      |
| Moran, Mr. James                            | male   | 38      |
| Heikkinen, Mrs. Ida A. (Mrs. J. V. Mattson) |        | 26      |
| Futrelle, Mr. Jacques                       |        | 35      |
| Allen, Mr. William Henry                    |        | 35      |
| McCarthy, Mr. Timothy J.                    |        |         |
| Hewlett, Mr. Richard D.                     |        | 29      |

# FROM RAW DATA TO BUSINESS IMPACT

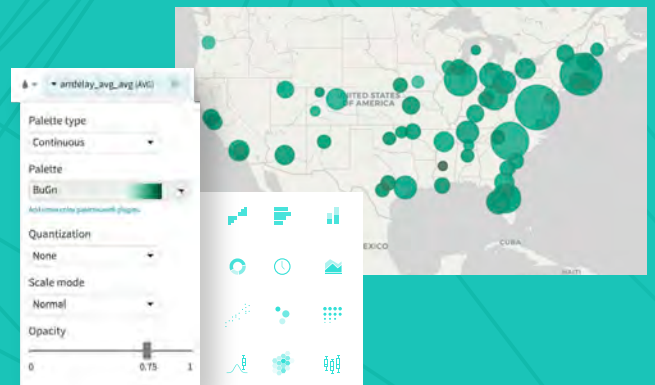
## 2 BUILD + APPLY MACHINE LEARNING

- Use step-by-step guided machine learning powered by state-of-the-art machine learning libraries (Scikit-Learn, MLlib, XGboost, etc.).
- Customize code directly in Python and R for advanced custom machine learning.



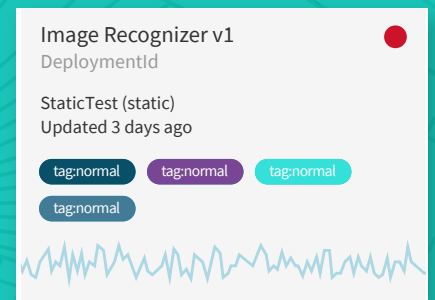
## 3 MINING & VISUALIZATION

- Get immediate visual insights with built-in chart formats or go custom with interactive Python, R, and SQL notebooks.
- Mine at scale with Spark & Hadoop.



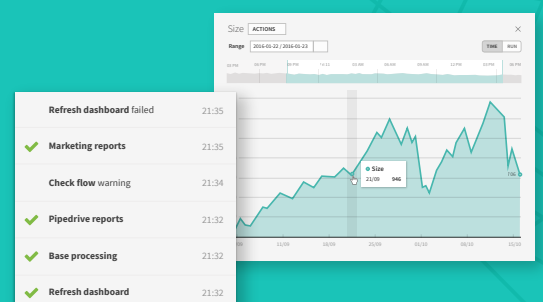
## 4 DEPLOY TO PRODUCTION

- Deploy models in one click on the cloud with Kubernetes.
- Handle large quantities of real-time predictions with queuing, parallelism, and load balancing for a scalable and highly available solution.

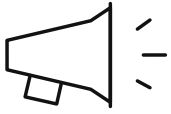


## 5 MONITOR & ADJUST

- Run multiple versions of the same model at the same time for automated A/B testing.
- Access history of logs queries and predictions at any time to check that model performance is not drifting with time.

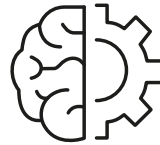


# A SINGLE ENTERPRISE AI PLATFORM FOR EVERY LINE OF BUSINESS



## INCREASE REVENUE

Marketing is one of the widest uses cases in the machine learning and AI space with the largest potential for quick ROI. Churn prediction, marketing attribution, more accurate lead scoring, machine-optimized marketing mix, personalized offers and ads, automated pricing optimization, more relevant product recommendations, better customer support - the sky's the limit.



## BRING A COMPETITIVE EDGE

Companies that want to get ahead and be on the cutting edge of innovation will do it with machine learning and AI, which can allow for faster iteration in R&D or data mining and exploration for brand new products and offerings.



## MITIGATE RISK

The cost of not being compliant when it comes to using data is extraordinary. Data governance has never been more important, including having a central place to access all data, logged and monitored use, and a full view on exactly what data is being used and where.



## DECREASE COSTS

From predictive maintenance to supply chain optimization and everything in between, the day-to-day operations of a company are prime material for leveraging machine learning to find new efficiencies. Introducing AI in the enterprise for more efficient operations frees up staff for more engaging and creative work that can bring more value to the business.



# For Everyone in the Data-Powered Organization

Dataiku is the data platform that brings ease and efficiency to everyone in the data-to-insights process, including:



**BUSINESS  
ANALYST**



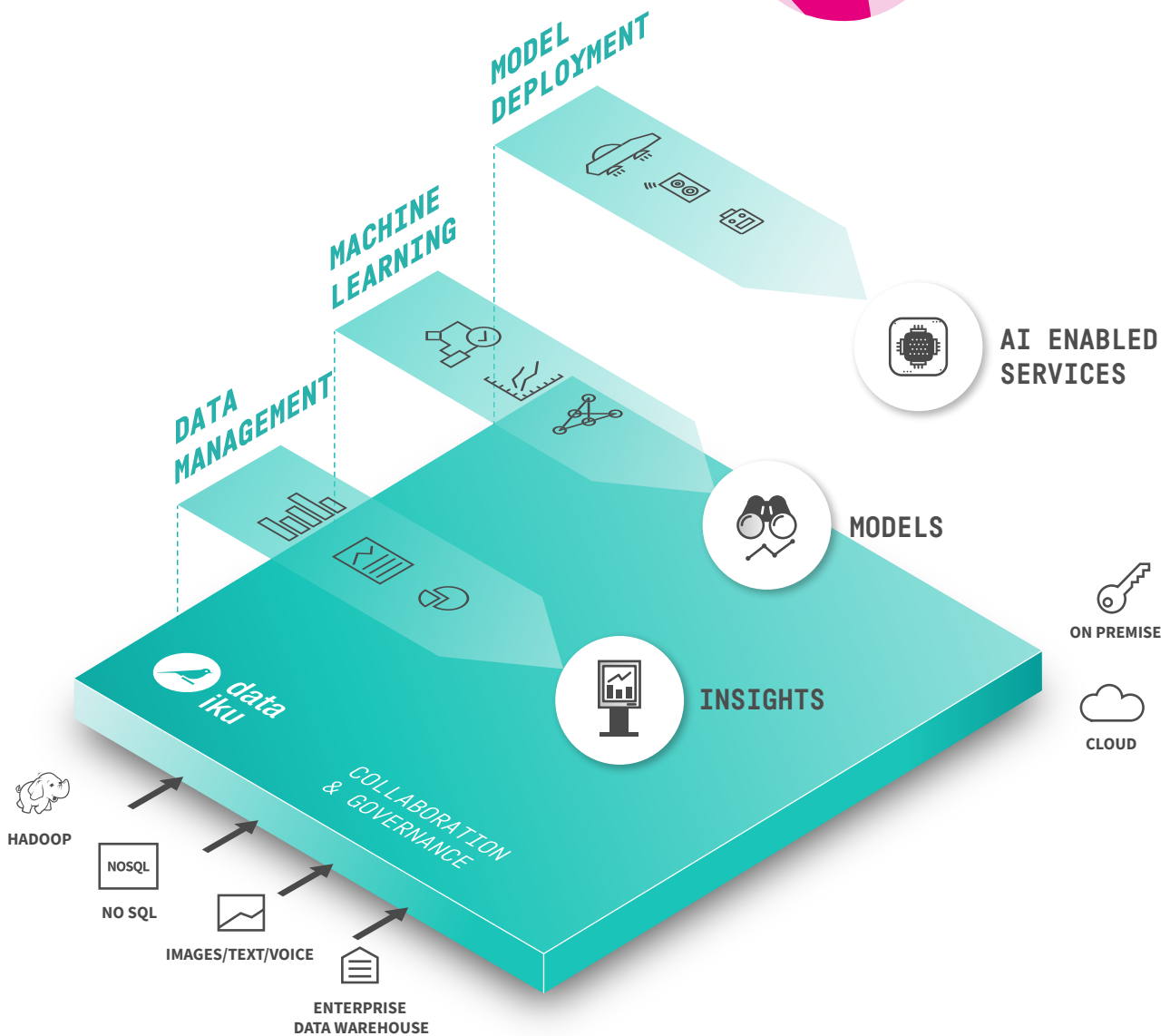
**DATA  
ENGINEER**



**DATA  
SCIENTIST**



**ANALYTICS  
LEADER**





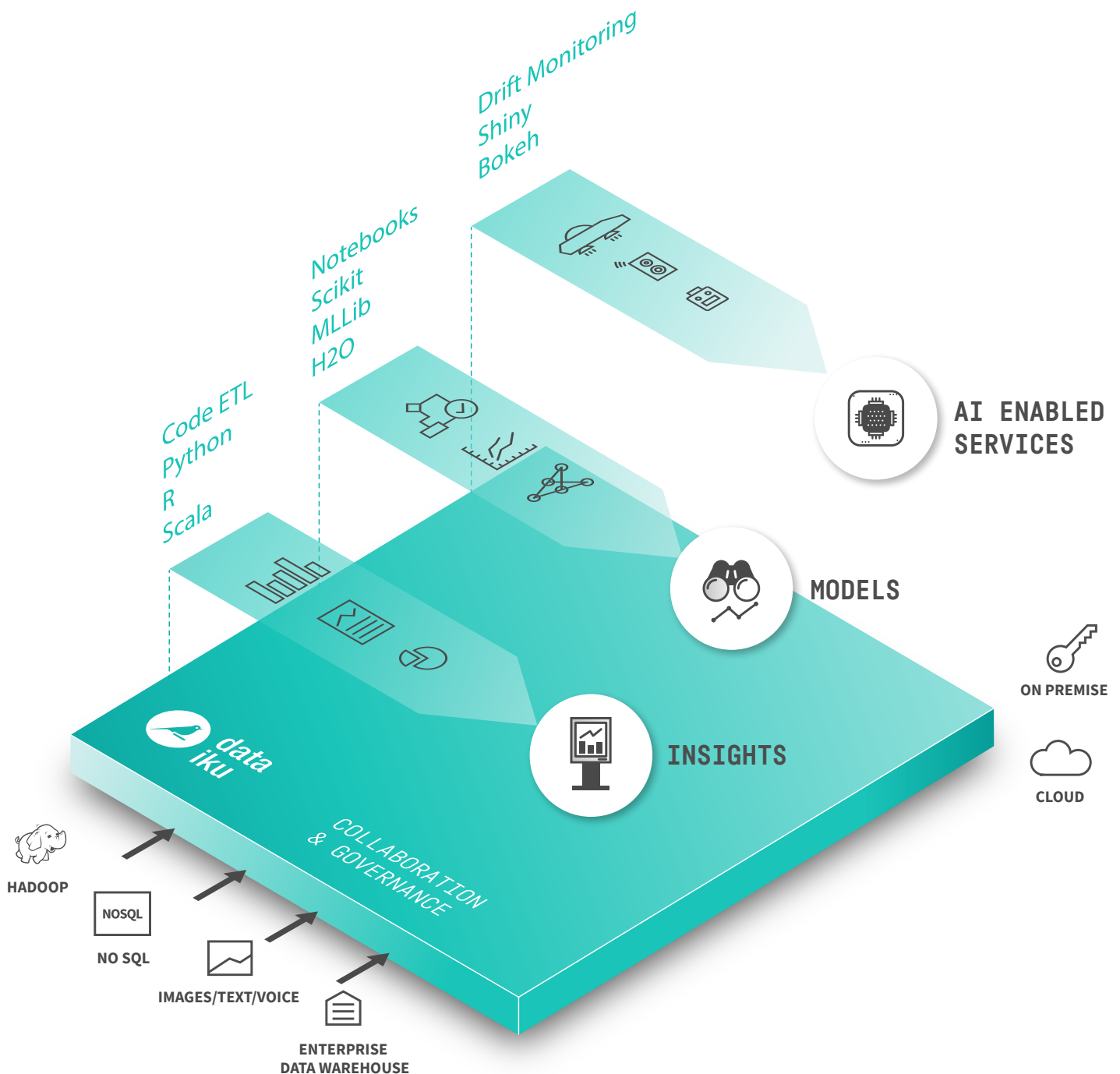
# DATA SCIENTIST

Use languages and tools you already know and love, but with extra added efficiency.

Reduce repetitive work and easily introduce automation.

Spend less time on tedious tasks (like data prep) where analysts can step in.

Easily operationalize data science projects (without relying on other teams).



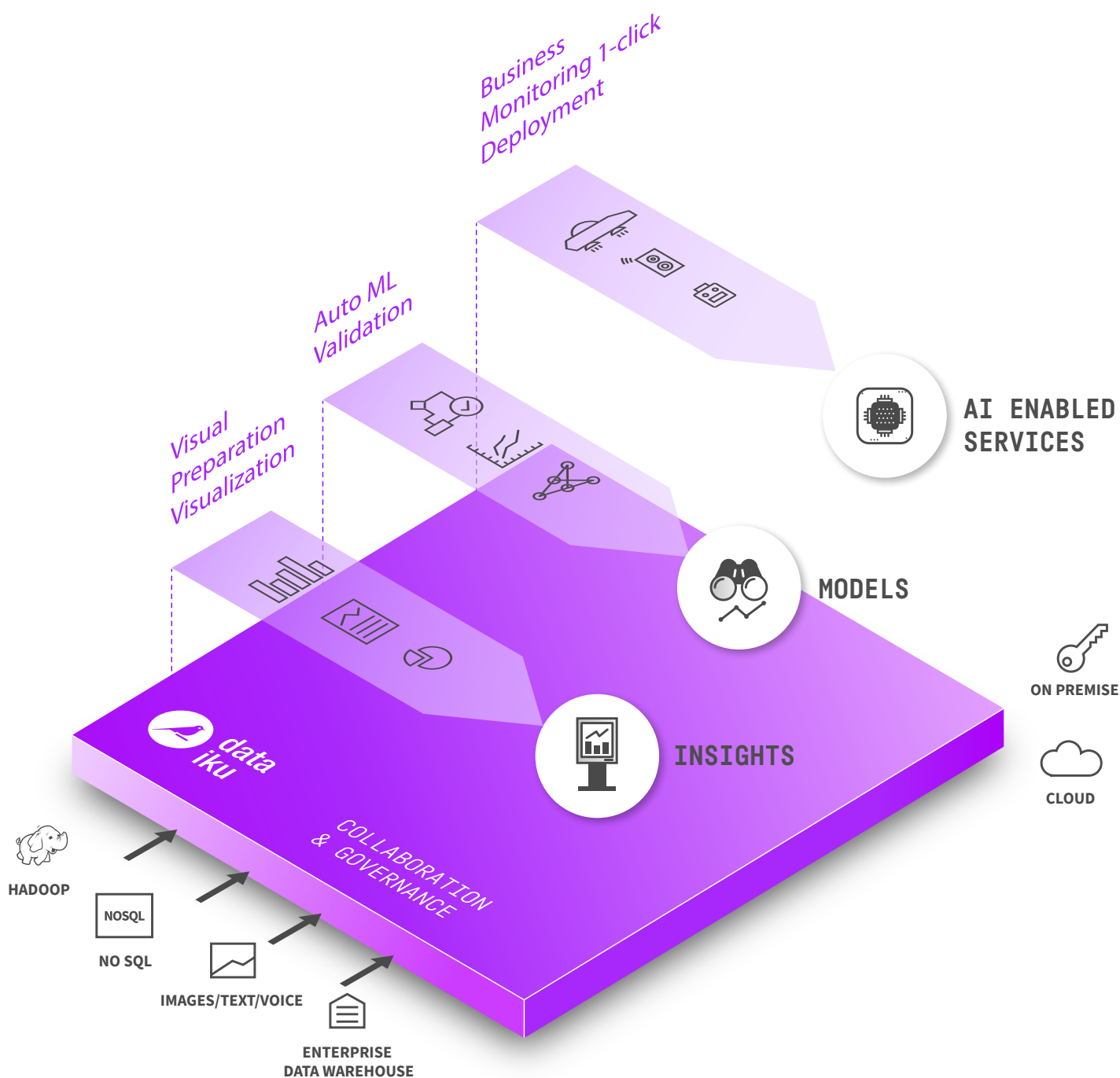




# BUSINESS ANALYST

Access and work with all data from a central location.  
Use a powerful visual interface for faster and more efficient data preparation.

Experiment with more advanced features (like machine learning) in a sandbox environment.





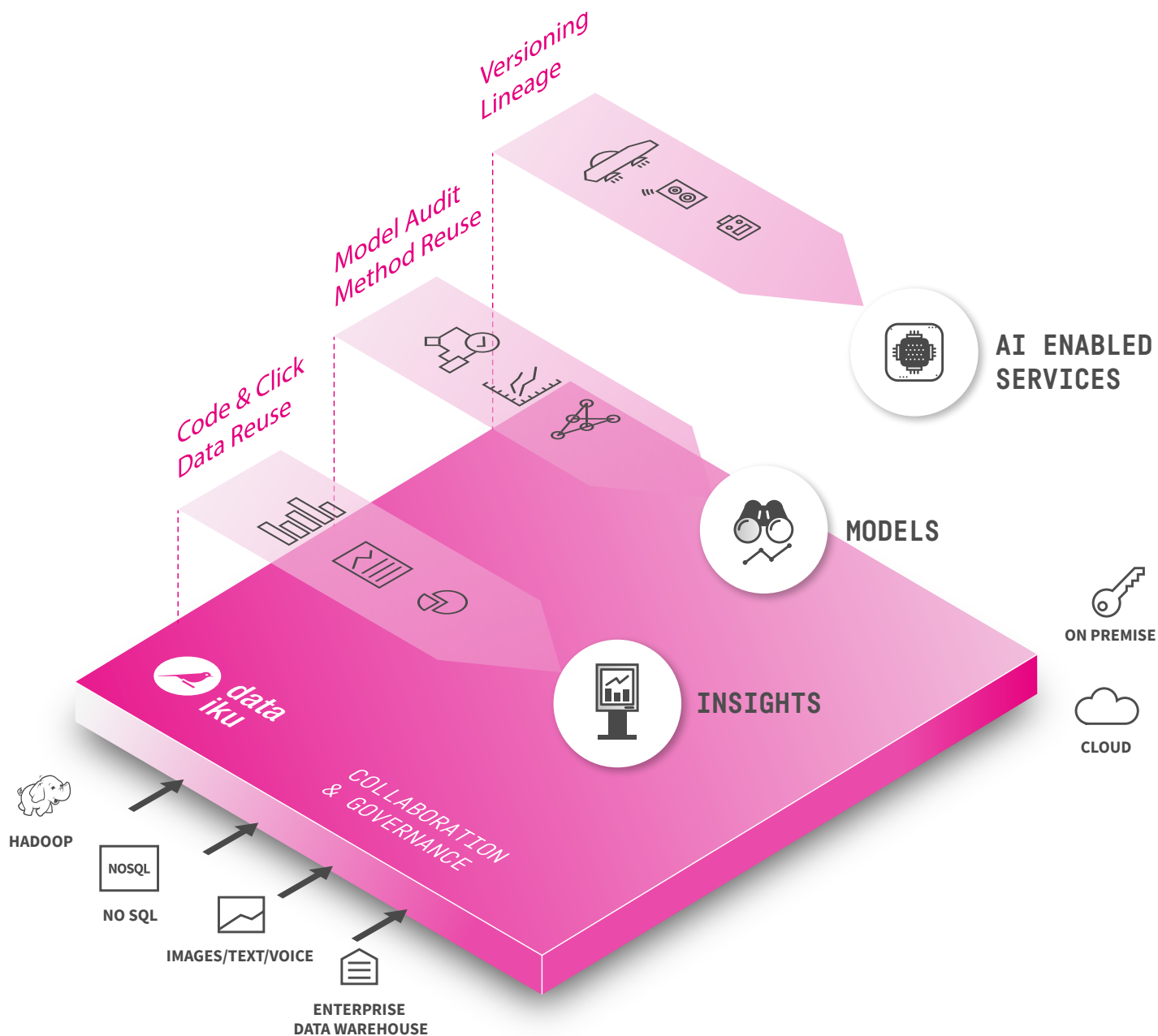
# ANALYTICS LEADER

Quickly operationalize data projects.

Communicate data insights easily with stakeholders via shareable dashboards and visualizations.

Maximize efficiency of both technical and non-technical team members.

Scale your team through reusability and automation.





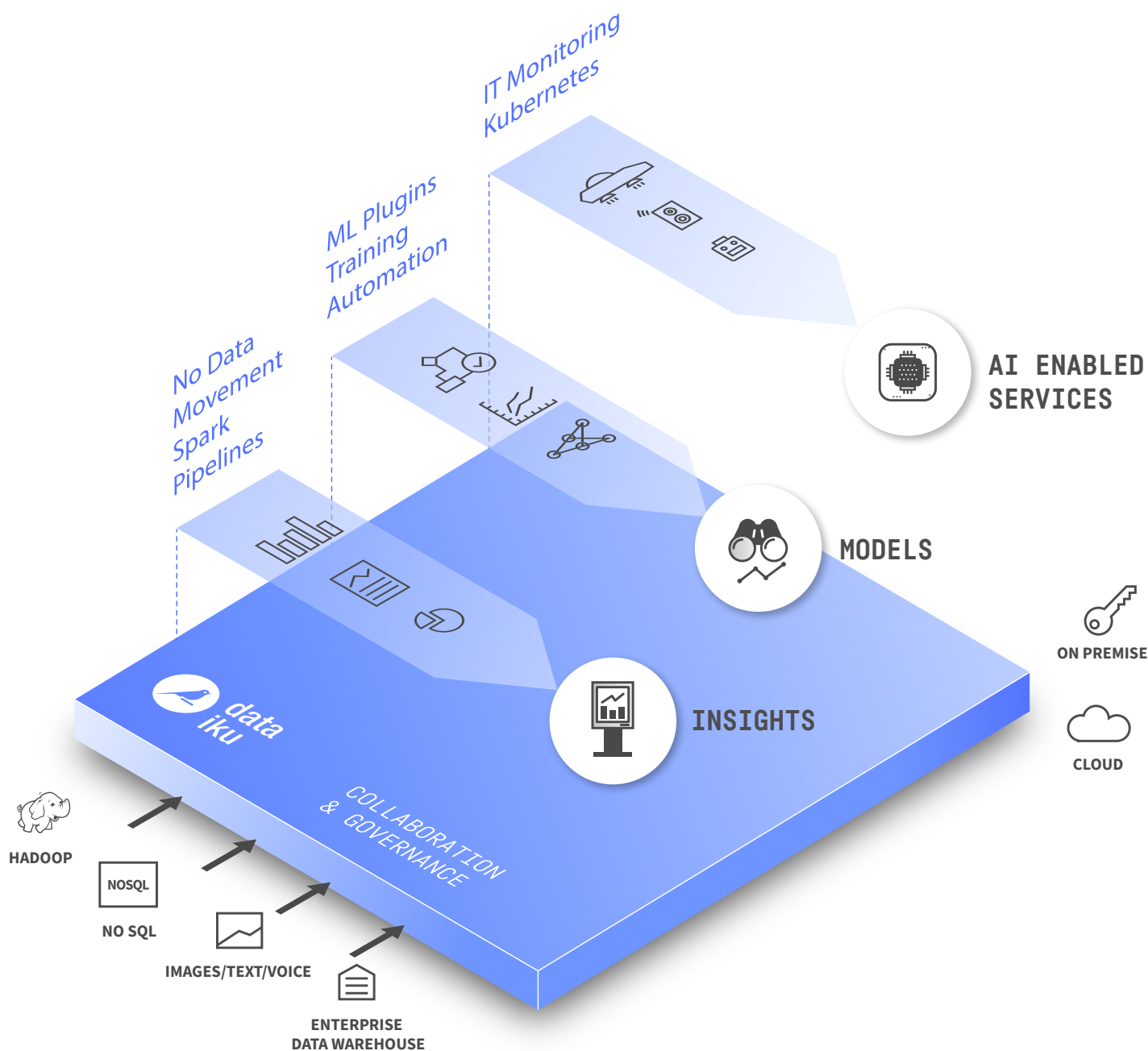
# DATA ENGINEER

Control access to data in one central location.

Automate model deployment.

Manage changes and rollback with ease.

Use languages and tools you already know and love, but with extra added efficiency.



## Employees & Offices

150+ employees among offices in New York (headquarters), Paris, London, and Munich.

## Funding

December 2014 | €3 million, Alven Capital, and Serena Capital  
October 2016 | \$14 million Series A led by FirstMark Capital  
September 2017 | \$28 million Series B led by Battery Ventures  
December 2018 | \$101 million Series B led by Iconiq Capital (supported by Alven Capital, Battery Ventures, Dawn Capital, and FirstMark Capital)



FIRSTMARK

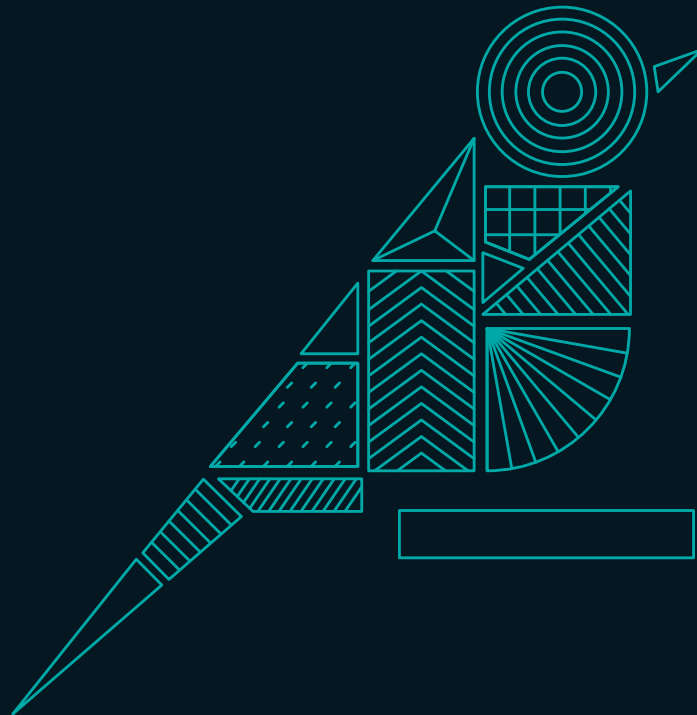


ICONIQ dawn.

## Analysts

For the second consecutive year, Dataiku was named a Visionary in The Gartner 2018 Magic Quadrant for Data Science and Machine-Learning Platforms.

Gartner®



Source: Carlie J. Idoine, Peter Krensky, et al., 22 February 2018. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and is used herein with permission. All rights reserved.

